

THE
SHOPS
OF GRAND RIVER

The Next Grand Adventure.

2025

BIRMINGHAM, ALABAMA





Join our dynamic and growing community and find out how your brand can flourish at Alabama's best outlet center.



The Backyard

It's All Happening Here.

With more than \$600 million in new development happening around the center, The Shops of Grand River is undergoing an exciting transformation.

Today, the center features a beautifully landscaped 329,378-square-foot mall with national brands, casual dining, and entertainment options that include The Backyard, a large venue with Neighbors Brew Pub, award-winning Saw's BBQ, outdoor games, a live stage, mini golf, and a drive-in theater.

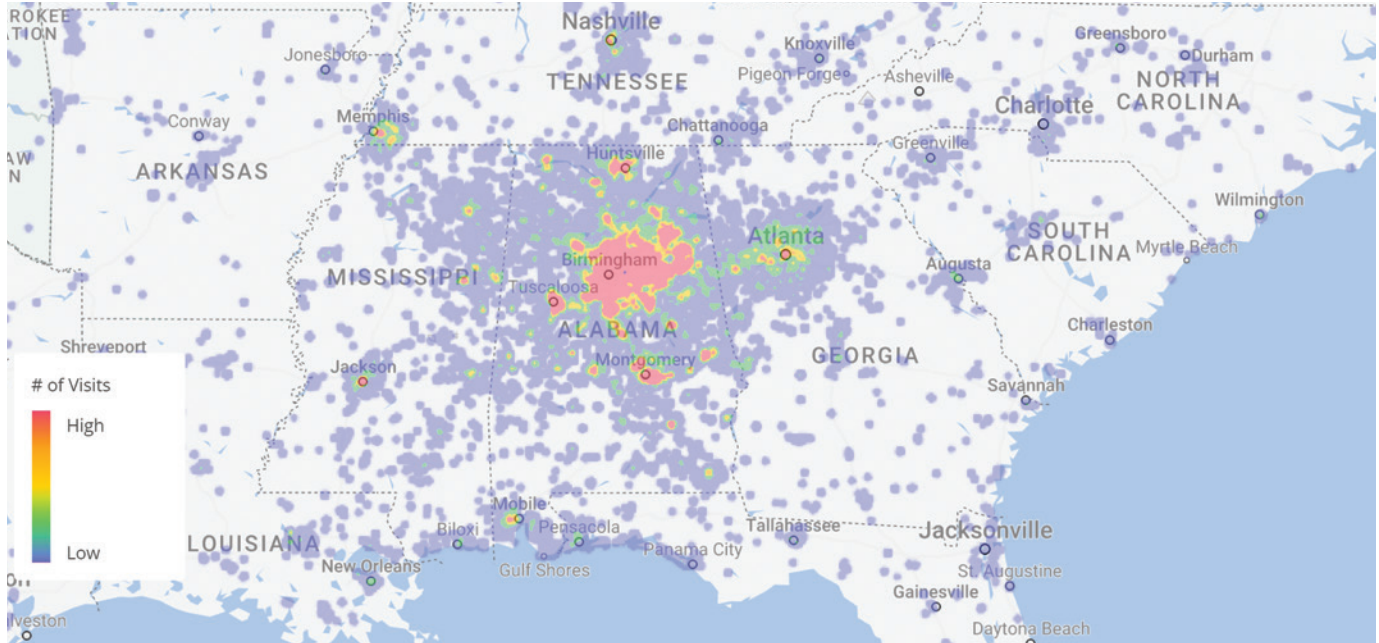
That is just the beginning. Over the next 5 years, the center will undergo a \$100M transformation. In 2026, The Backyard will be expanded to include Pickleball and Beach Volleyball courts. A jumbotron will be added to screen movies, events, and SEC watch parties. The Shops will also broaden their entertainment by redeveloping 46K sf of GLA adjacent to The Backyard. In 2026,

the drive-in theater at the north end of The Shops will begin redevelopment to include a 150-room Sports Illustrated Resort Hotel, restaurant, pool, and additional parking to serve customers. The new north entrance, adjacent to the hotel, will provide easy access to retail and entertainment. A Plaza will be added to host major events, tournament check-in, and other activities for the new 275-acre championship sports park. The \$18M Cahaba River Bridge opening in 2027 will link the center to the sports park, 970 new residential sites, and 50 sports cottages.





Development is also happening on the west side of the Grand River Parkway. It will include a second 200-room hotel and conference center, a 100-unit vacation club, a Crystal Lagoon, a 370-unit multi-family complex, restaurants, and additional future development.

The Shops of Grand River Market Insights






Gross Leasable Area (GLA) 329,378 sq. ft.

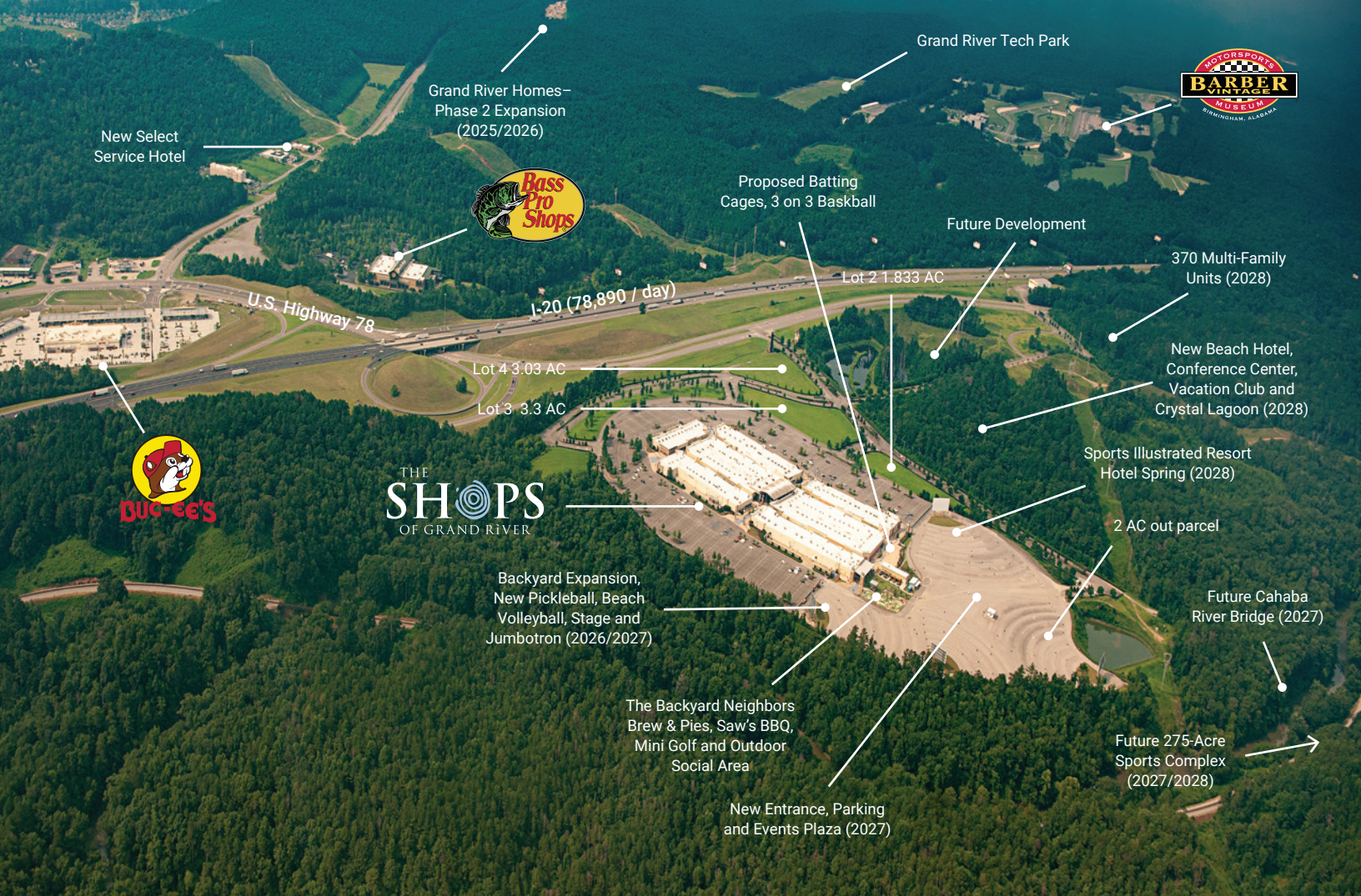


Trade Area

	30 miles	45 miles	60 miles
 Population	1,002,637	1,303,762	1,794,056
 Households	388,687	502,008	682,566
 Average Household Income	\$81,539	\$77,214	\$73,765
 Median Age	38	38	38

Shopper Demographics

 Average Household Income	\$79,000
 Median Age	38.03
 Households with Children	26.2%
 Education	
• High School	24.7%
• Some College	21.4%
• Bachelor's, Graduate, Professional Degree	45.1%
 Gender	
• Male	47.6%
• Female	52.4%



You are in Good Company.

It's Not Just What's Inside—It's What's All Around

At Exit 140 in Leeds, Alabama, minutes from Birmingham, The Shops of Grand River isn't just a destination, it's the heart of a growing entertainment and retail corridor that attracts over 8.2 million visitors each year. Here's what is just beyond our doors:

Buc-ee's

If you've never been, brace yourself—this isn't your average gas station. Buc-ee's is a Texas-sized legend known for breaking records:

- **World's largest convenience store**
- **World's longest car wash**
- **World's cleanest restrooms**

Barber Motorsports Park

A bucket-list spot for motorsports fans and thrill seekers alike, this 880-acre facility offers:

- The **Children's of Alabama Indy Grand Prix**
- The largest **Porsche Driving Experience** on the planet
- The **Barber Vintage Motorsports Museum**, home to the world's largest motorcycle collection

Bass Pro Shops Outdoor World

This isn't just a store—it's an experience. Equal parts museum, art gallery, educational center, and outdoor lover's paradise, Bass Pro is a magnet for families and adventurers.

With new developments including new homes, hotels, a sports park and a Crystal Lagoon just minutes away will attract more visitors arriving every year, The Shops of Grand River are positioned at the center of a booming destination hub. Align your brand with a location that's not only buzzing with foot traffic—but built for the future.

At The Shops of Grand River, you're not just in good company. You're in legendary company.

Grand River Development



Initial Investment.....\$700M

Development Partners: Retirement Systems of Alabama, PCH Hotels & Resorts, Sports Illustrated Resorts, United States Steel, City of Leeds, Alabama, and Alabama Dreams Park.

Investment Summary

Grand River Master Plan\$600 million

The Shops of Grand River Redevelopment\$100 million

Sports Park 275 acres

- Soccer/Lacrosse Fields (24 Turf & Natural)
- Baseball Fields (10 Fields & 3 Tournament Fields)
- Softball (8 Fields)
- Track
- Training Facilities (2 fields)
- Camp Facilities
- Stadium (Future)

Residential Development

Single Family Homes 950

Sports Cottages 50

Multi-Family 370 units

Hospitality Projects

- Sports Illustrated Resort Hotel @ The Shops (150 rooms)
- The Beach Hotel at Crystal Lagoon (200 rooms)
- Vacation Beach Club at Crystal Lagoon (100 units)
- Future Hotel 2 at Crystal Lagoon (150 rooms)
- Crystal Lagoon (5 acres)
- Multiple Restaurants throughout the new development

The Shops of Grand River Redevelopment

- Sports Illustrated Resort Hotel
- Recreation and Entertainment Expansion: Pickleball, Beach
- Volleyball, Batting Cages, 3 on 3 basketball and more.
- Future Kayak & Canoe Launch with Overlook
- Nature Walking Trails

Timeline

2025

APR

MAY

MAY-AUG

MAY-SEP

NOV

Grand River North Development Executed & Approved by Leeds City Council

The Shops **Entertainment Expansion** and Remerchandising B2B Plan Introduced @ ICSC.

In Process

Bridge Engineering & Design

Drive-In Redevelopment Planning & Pre-Construction

Design & Development

Sports Illustrated Resort Hotel @ The Shops, Sports Park, Crystal Lagoon, Beach Hotel & Conference Center, Beach Vacation Club, and Multi-Family

Media Announcement: The Shops Drive-In Redevelopment and Entertainment Expansion.

2026

JUN

Construction Begins

Cahaba Bridge, Sports Park

Sports Illustrated Resort Hotel @ The Shops, Crystal Lagoon, Beach Hotel, and Vacation Club

Residential Homesite

New Entertainment Opens @ The Shops

The Backyard Expansion

SI Family Entertainment

Immersive Experience

2027

FALL

The Cahaba River Bridge opens.

1st phase of residential home sites delivered.

2028

MAR

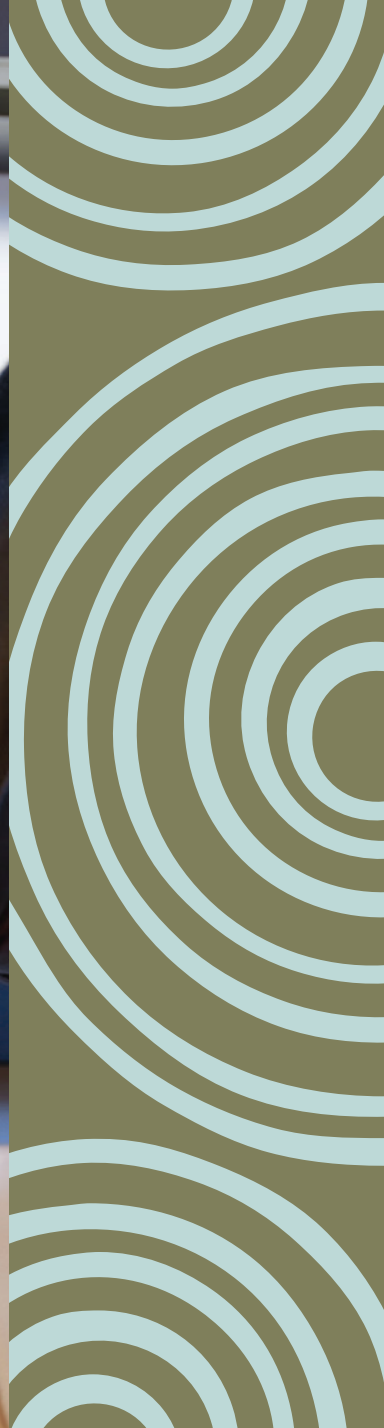
Grand Openings

Sports Illustrated Resort Hotel at The Shops opens in the 1st quarter

The 275-acre sports park is fully operating
Crystal Lagoon, The Beach Hotel, and Vacation Club open in the spring
Multi-Family.

2029 & BEYOND

Residential continues to expand and deliver new homes.



Bring Your Brand to The Shops of Grand River.

Want to learn more about bringing your store to The Shops of Grand River? Contact us today for leasing information.

For Leasing, Contact:
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