### OCONOMOWOC, WI



#### SIZE

109,439 square feet

#### DEMOGRAPHICS

l mile	3 mile	5 mile		
<b>Populatio</b> 1,617	<b>n</b> 16,508	45,03 I		
Househo 589	l <b>ds</b> 6,812	18,151		
<b>Median HH Income (\$)</b> 128,396 105,858 110,584				

#### MAJOR TENANT(S)

Metro Market Mattress Firm CycleBar

#### LEASING CONTACT

Andrew Schrage Mobile (317) 508-8119 aschrage@phillipsedison.com



# 67 Valley Road Market Place at Pabst Farms 30 16 Market Place at Pabst Farms

(67)

#### LOCATION

1300 Pabst Farms Circle | Oconomowoc, WI 53066

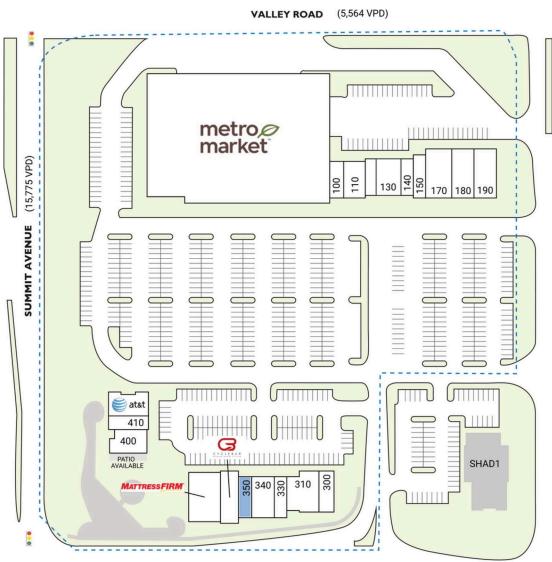
#### PROPERTY HIGHLIGHTS

- Anchored by Metro Market
- Other national tenants include CycleBar, Mattress Firm and AT&T
- Population exceeds 16,500 within a three-mile radius with an average household income over \$135,700
- 1.8 million visits to the shopping center in the past 12 months per Placer.ai



**PHILLIPS EDISON & COMPANY®** 

SPACE	TENANT	SQ. FT.	
000	Metro Market	66,292 SF	
SHADI	Mid-America Real Estate		
100	Silver Nails	1,740 SF	
110	Travel Leaders	1,825 SF	
130	El Jimador	3,624 SF	
140	Imperial Garden	1,338 SF	
150	Martinizing Dry Cleaners	1,416 SF	
170	Badger Burger	3,534 SF	
180	Forefront Dermatology	2,816 SF	
190	Forward Dental	3,200 SF	
300	Clean Juice	1,600 SF	
310	Barnes Jewelers	3,421 SF	
330	Elite Hearing Centers of America	1,219 SF	
340	Solstice Health	2,604 SF	
350	COMING AVAILABLE	I,498 SF	
360	CycleBar	2,620 SF	
370	Mattress Firm	4,267 SF	
400	Lake Country Cards	1,986 SF	
410	Cousins Subs	1,838 SF	
420	AT&T	2,600 SF	
TOTAL	SQ. FT.	109,439	
SITE LEC	GEND		
Available Occupied Leased (not occupied) Owned by Others			



PABST FARMS CIRCLE



1300 Pabst Farms Circle | Oconomowoc, WI 53066





1300 Pabst Farms Circle | Oconomowoc, WI 53066





# Demographic Summary Report

1990 - 2000 Census, 2023 Estimates & 2028 Projections Calculated using TAS Retrieval Retrieval

Apr 17, 2024



Latitude: 43.075329

Longitude: -88.469063

Oconomicwice, Wi     Q4 2023 Estimated Population     1,617     16,508       2028 Projected Population     1,846     18,259     2010 Census Population     1,229     14,788       2000 Census Population     991     13,092     1990 Census Population     764     11,770       Historical Annual Growth 1990 to 2000     2.64%     1.07%     1,23%     Estimated Annual Growth 2000 to 2010     2.17%     1.23%       Estimated Annual Growth 2010 to 2023     2.02%     0.80%     Projected Annual Growth 2010 to 2023     2.02%     0.80%       Projected Annual Growth 2023 to 2028     2.70%     2.04%     Median Age     50.0     46.3       Q4 2023 Estimated Households     589     6.812     2028 Projected Households     589     6.812       2010 Census Households     589     6.812     2010 Census Households     356     5.136       1990 Census Households     262     4.427     Historical Annual Growth 2010 to 2010     1.93%     1.15%       Estimated Annual Growth 2023 to 2028     2.88%     2.08%     Projected Annual Growth 2023 to 2028     2.88%     2.08%       Projected Annual Growth 2023 to 2		_0.19.10.00				.p, <u>-</u>
Of 2 2023 Estimated Population     1.617     16.508       2028 Projected Population     1.846     18,259       2010 Census Population     1.229     14,788       2000 Census Population     991     13,092       1990 Census Population     764     11,770       Historical Annual Growth 1990 to 2000     2.64%     1.07%       Historical Annual Growth 2010 to 2023     2.02%     0.80%       Projected Annual Growth 2023 to 2028     2.70%     2.04%       Median Age     50.0     46.3       04 2023 Estimated Households     589     6.812       2030 Census Households     589     6.812       2030 Census Households     356     5.136       1990 Census Households     262     4.427       Historical Annual Growth 1990 to 2000     3.10%     1.50%       Historical Annual Growth 1990 to 2000     3.00%     1.23%       1990 Census Households     263     2.38       1990 Census Household     2.58     2.38       Projected Annual Growth 2023 to 2028     2.88%     2.08%       Projected Annual Growth 2020 to 2010     1	e Radius	5.00 Mile R	3.00 Mile Radius	00 Mile Radius		
Upper Part Projected Population     1.846     18,259       2028 Projected Population     1,229     14,788       2010 Census Population     991     13,092       1990 Census Population     764     11,770       Historical Annual Growth 1990 to 2000     2.64%     1.07%       Historical Annual Growth 2000 to 2010     2.17%     1.23%       Projected Annual Growth 2023 to 2028     2.70%     2.04%       Median Age     50.0     46.3       O4 2023 Estimated Households     589     6.812       2028 Projected Households     589     6.812       2020 Census Households     356     5.136       1990 Census Households     262     4.427       Historical Annual Growth 2000 to 2010     1.15%     1.50%       1990 Census Households     262     4.427       Historical Annual Growth 2000 to 2010     1.15%     2.38%       1990 Census Households     268     2.38%       Projected Annual Growth 2023 to 2028     2.88%     2.08%       Projected Annual Growth 2023 to 2028     2.88%     2.08%       Projected Annual Growth 2023 to 2028	45.024		40,500	4 047		
Upped Property     2010 Census Population     1,229     14,788       2000 Census Population     991     13,092       1990 Census Population     764     11,770       Historical Annual Growth 1990 to 2000     2,64%     10,7%       Historical Annual Growth 2010 to 2023     2,02%     0,80%       Projected Annual Growth 2023 to 2028     2,70%     2,04%       Median Age     50.0     46.3       Q4 2023 Estimated Households     589     6,812       2028 Projected Households     569     7,552       2010 Census Households     356     5,136       1990 Census Households     262     4,427       Historical Annual Growth 1990 to 2000     3,10%     1,50%       Historical Annual Growth 2023 to 2028     2,86%     2,08%       Projected Annual Growth 2023 to 2028     2,86%     2,08%       Projected Annual Growth 2023 to 2028     2,86%     91,2%       Black or African American     0,6%     1,0%       Average Household     2.58     2,38       Vhite     89,6%     91,2%       Black or African American	45,031				-	
Upper Degreg of the second s	48,562					
Oppose     1990 Census Population     764     11,770       Historical Annual Growth 1990 to 2000     2.64%     1.07%     1.23%       Estimated Annual Growth 2010 to 2023     2.02%     0.80%     Projected Annual Growth 2010 to 2023     2.02%     0.80%       Projected Annual Growth 2010 to 2023     2.02%     0.80%     Projected Annual Growth 2010 to 2023     2.02%     0.80%       Q4 2023 Estimated Households     589     6.812     2028 Projected Households     679     7.552     2010 Census Households     356     5.136     1990 Census Households     356     5.136     1990 Census Households     2622     4.427     Historical Annual Growth 1990 to 2000     3.10%     1.50%     Historical Annual Growth 2010 to 2023     2.30%     1.23%     Projected Annual Growth 2010 to 2023     2.30%     1.23%     Projected Annual Growth 2023 to 2028     2.88%     2.08%     Population per Household     2.58     2.38     2.38     Projected Annual Growth 2023 to 2028     2.88%     2.08%     Population per Household     2.58     2.38     2.38     2.38     2.38     Projected Annual Growth 2023 to 2028     2.88%     2.08%     2.38	39,920					
Unite     89.6% (1900)     91.2% (1900)       Upgroup Ungroup U	35,254					5
Unite     89.6% (1900)     91.2% (1900)       Upgroup Ungroup U	30,131	•	11,770	764	1990 Census Population	atic
Unite     89.6% (1900)     91.2% (1900)       Upgroup Ungroup U	1.58%		1.07%	2.64%	Historical Annual Growth 1990 to 2000	Ind
Projected Annual Growth 2023 to 2028     2.70%     2.04%       Median Age     50.0     46.3       Q4 2023 Estimated Households     589     6,812       2028 Projected Households     679     7,552       2010 Census Households     356     5,136       1990 Census Households     262     4,427       Historical Annual Growth 1990 to 2000     3.10%     1.55%       Historical Annual Growth 2010 to 2010     1.93%     1.15%       Estimated Annual Growth 2010 to 2023     2.30%     1.23%       Projected Annual Growth 2010 to 2028     2.88%     2.08%       Population per Household     2.58     2.38       White     89.6%     91.2%       Black or African American     0.6%     1.0%       Asian & Pacific Islander     1.2%     0.7%       Other Races     3.7%     3.0%       Hispanic Population     4.9%     4.1%       Median Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804	1.25%		1.23%	2.17%	Historical Annual Growth 2000 to 2010	8
Median Age     50.0     46.3       Median Age     50.0     46.3       Q4 2023 Estimated Households     589     6,812       2028 Projected Households     679     7,552       2010 Census Households     431     5,760       2000 Census Households     366     5,136       1990 Census Households     262     4,427       Historical Annual Growth 1990 to 2000     3.10%     1.50%       Historical Annual Growth 2000 to 2010     1.93%     1.15%       Estimated Annual Growth 2010 to 2023     2.30%     1.23%       Projected Annual Growth 2023 to 2028     2.88%     2.08%       Population per Household     2.58     2.38       White     89.6%     91.2%       Black or African American     0.6%     1.0%       Asian & Pacific Islander     1.2%     0.7%       Other Races     3.7%     3.0%       Hispanic Population     4.9%     \$105,858     \$       Per Capita Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$	0.88%		0.80%	2.02%	Estimated Annual Growth 2010 to2023	
Operation     Operation <t< td=""><td>1.52%</td><td></td><td>2.04%</td><td>2.70%</td><td>Projected Annual Growth 2023 to 2028</td><td></td></t<>	1.52%		2.04%	2.70%	Projected Annual Growth 2023 to 2028	
Bits     2028 Projected Households     679     7,552       2010 Census Households     431     5,760       2000 Census Households     356     5,136       1990 Census Households     262     4,427       Historical Annual Growth 1990 to 2000     3,10%     1.50%       Historical Annual Growth 2010 to 2010     1,93%     1,15%       Estimated Annual Growth 2010 to 2023     2,30%     1,23%       Projected Annual Growth 2023 to 2028     2,88%     2,08%       Population per Household     2,58     2,38       White     89,6%     91,2%       Black or African American     0,6%     1,0%       Asian & Pacific Islander     1,2%     0,7%       Other Races     3,7%     3,0%       Hispanic Population     4,9%     4,1%       Median Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Some High School     0,4%     2,0%     \$       Hispacic De	46.6		46.3	50.0	Median Age	
Bits     2028 Projected Households     679     7,552       2010 Census Households     431     5,760       2000 Census Households     356     5,136       1990 Census Households     262     4,427       Historical Annual Growth 1990 to 2000     3,10%     1.50%       Historical Annual Growth 2010 to 2010     1,93%     1,15%       Estimated Annual Growth 2010 to 2023     2,30%     1,23%       Projected Annual Growth 2023 to 2028     2,88%     2,08%       Population per Household     2,58     2,38       White     89,6%     91,2%       Black or African American     0,6%     1,0%       Asian & Pacific Islander     1,2%     0,7%       Other Races     3,7%     3,0%       Hispanic Population     4,9%     4,1%       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Median Household Income     \$127,%     20.7%     \$       Some High School     0,4%     20.7%     \$       Some High Schoo	18,151		6,812	589	Q4 2023 Estimated Households	
good Census Households     356     5,136       1990 Census Households     262     4,427       Historical Annual Growth 1990 to 2000     3.10%     1.50%       Historical Annual Growth 2000 to 2010     1.93%     1.15%       Estimated Annual Growth 2010 to 2023     2.30%     1.23%       Projected Annual Growth 2010 to 2023     2.88%     2.08%       Population per Household     2.58     2.38       White     89.6%     91.2%       Black or African American     0.6%     1.0%       Asian & Pacific Islander     1.2%     0.7%       Other Races     3.7%     3.0%       Hispanic Population     4.9%     4.1%       Median Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Some High School     0.4%     2.0%     \$       Hispasciates Degree Only     11.4%     9.2%     \$       Some College     19.8%     19.0%     \$     \$  <	19,598			679	2028 Projected Households	
Property     2000 Census Households     356     5,136       1990 Census Households     262     4,427       Historical Annual Growth 1990 to 2000     3.10%     1.50%       Historical Annual Growth 2000 to 2010     1.93%     1.15%       Estimated Annual Growth 2010 to 2023     2.30%     1.23%       Projected Annual Growth 2010 to 2023     2.88%     2.08%       Population per Household     2.58     2.38       White     89.6%     91.2%       Black or African American     0.6%     1.0%       Asian & Pacific Islander     1.2%     0.7%       Other Races     3.7%     3.0%       Hispanic Population     4.9%     4.1%       Median Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Elementary     1.0%     0.4%     2.0%       Some High School     0.4%     2.0%     \$       Median Household Income     12.7%     20.7%     \$	15,394			431	-	
Image: Property of the second seco	13,378					
Estimated Annual Growth 2010 to 2023     2.30%     1.23%       Projected Annual Growth 2023 to 2028     2.88%     2.08%       Population per Household     2.58     2.38       White     89.6%     91.2%       Black or African American     0.6%     1.0%       Asian & Pacific Islander     1.2%     0.7%       Other Races     3.7%     3.0%       Hispanic Population     4.9%     4.1%       Median Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Some High School     0.4%     2.0%     \$       High School Graduate     12.7%     20.7%     \$       Some College     19.8%     19.0%     \$       Associates Degree Only     11.4%     9.2%     \$       Bachelors Degree Only     34.4%     32.0%     \$	10,911					olds
Estimated Annual Growth 2010 to 2023     2.30%     1.23%       Projected Annual Growth 2023 to 2028     2.88%     2.08%       Population per Household     2.58     2.38       White     89.6%     91.2%       Black or African American     0.6%     1.0%       Asian & Pacific Islander     1.2%     0.7%       Other Races     3.7%     3.0%       Hispanic Population     4.9%     4.1%       Median Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Some High School     0.4%     2.0%     \$       High School Graduate     12.7%     20.7%     \$       Some College     19.8%     19.0%     \$       Associates Degree Only     11.4%     9.2%     \$       Bachelors Degree Only     34.4%     32.0%     \$	2.06%		1.50%	3.10%	Historical Annual Growth 1990 to 2000	Iseh
Estimated Annual Growth 2010 to 2023     2.30%     1.23%       Projected Annual Growth 2023 to 2028     2.88%     2.08%       Population per Household     2.58     2.38       White     89.6%     91.2%       Black or African American     0.6%     1.0%       Asian & Pacific Islander     1.2%     0.7%       Other Races     3.7%     3.0%       Hispanic Population     4.9%     4.1%       Median Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Some High School     0.4%     2.0%     \$       High School Graduate     12.7%     20.7%     \$       Some College     19.8%     19.0%     \$       Associates Degree Only     11.4%     9.2%     \$       Bachelors Degree Only     34.4%     32.0%     \$	1.41%				Historical Annual Growth 2000 to 2010	Hou
Projected Annual Growth 2023 to 2028   2.88%   2.08%     Population per Household   2.58   2.38     White   89.6%   91.2%     Black or African American   0.6%   1.0%     Asian & Pacific Islander   1.2%   0.7%     Other Races   3.7%   3.0%     Hispanic Population   4.1%   4.1%     Median Household Income   \$178,594   \$135,712   \$     Median Household Income   \$128,396   \$105,858   \$     Per Capita Income   \$68,804   \$57,017   \$     Elementary   1.0%   0.8%   \$     Some High School   0.4%   2.0%   \$     High School Graduate   12.7%   20.7%   \$     Some College   19.8%   19.0%   \$     Associates Degree Only   11.4%   9.2%   \$     Bachelors Degree Only   34.4%   32.0%   \$	1.21%				Estimated Annual Growth 2010 to 2023	<u> </u>
upper provided in the second	1.55%					
Black or African American     0.6%     1.0%       Asian & Pacific Islander     1.2%     0.7%       Other Races     3.7%     3.0%       Hispanic Population     4.9%     4.1%       Average Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Lementary     1.0%     0.8%     \$       Some High School     0.4%     2.0%     \$       High School Graduate     12.7%     20.7%     \$       Some College     19.8%     19.0%     \$       Associates Degree Only     34.4%     32.0%     \$	2.44		2.38	2.58	Population per Household	
Hispanic Population     4.9%     4.1%       Average Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Elementary     1.0%     0.8%     \$       Some High School     0.4%     2.0%     \$       High School Graduate     12.7%     20.7%     \$       Some College     19.8%     19.0%     \$       Associates Degree Only     11.4%     9.2%     \$       Bachelors Degree Only     34.4%     32.0%     \$	91.9%		91.2%	89.6%	White	_
Hispanic Population4.9%4.1%Average Household Income\$178,594\$135,712\$Median Household Income\$128,396\$105,858\$Per Capita Income\$68,804\$57,017Elementary1.0%0.8%Some High School0.4%2.0%High School Graduate12.7%20.7%Some College19.8%19.0%Associates Degree Only11.4%9.2%Bachelors Degree Only34.4%32.0%	0.7%		1.0%	0.6%	Black or African American	
Hispanic Population     4.9%     4.1%       Average Household Income     \$178,594     \$135,712     \$       Median Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Elementary     1.0%     0.8%     \$       Some High School     0.4%     2.0%     \$       High School Graduate     12.7%     20.7%     \$       Some College     19.8%     19.0%     \$       Associates Degree Only     11.4%     9.2%     \$       Bachelors Degree Only     34.4%     32.0%     \$	0.9%		0.7%	1.2%	Asian & Pacific Islander	Ra
Hispanic Population4.9%4.1%Average Household Income\$178,594\$135,712\$Median Household Income\$128,396\$105,858\$Per Capita Income\$68,804\$57,017Elementary1.0%0.8%Some High School0.4%2.0%High School Graduate12.7%20.7%Some College19.8%19.0%Associates Degree Only11.4%9.2%Bachelors Degree Only34.4%32.0%	3.1%		3.0%	3.7%	Other Races	by bl
Vedian Household Income\$128,396\$105,858\$Per Capita Income\$68,804\$57,017Elementary1.0%0.8%Some High School0.4%2.0%High School Graduate12.7%20.7%Some College19.8%19.0%Associates Degree Only11.4%9.2%Bachelors Degree Only34.4%32.0%	3.4%		4.1%	4.9%	Hispanic Population	•
Vedian Household Income     \$128,396     \$105,858     \$       Per Capita Income     \$68,804     \$57,017     \$       Elementary     1.0%     0.8%     \$       Some High School     0.4%     2.0%     \$       High School Graduate     12.7%     20.7%     \$       Some College     19.8%     19.0%     \$       Associates Degree Only     11.4%     9.2%     \$       Bachelors Degree Only     34.4%     32.0%     \$	\$143,741	¢1.	\$135,712	\$178 504	Average Household Income	c)
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Some High School0.4%2.0%High School Graduate12.7%20.7%Some College19.8%19.0%Associates Degree Only11.4%9.2%Bachelors Degree Only34.4%32.0%	φ30,009	Ψ.	\$57,017	\$00,004		
High School Graduate12.7%20.7%Some College19.8%19.0%Associates Degree Only11.4%9.2%Bachelors Degree Only34.4%32.0%	0.7%		0.8%	1.0%	Elementary	
Bachelors Degree Only 34.4% 32.0%	1.7%		2.0%	0.4%	Some High School	
Bachelors Degree Only34.4%32.0%	20.5%		20.7%	12.7%	High School Graduate	5+)
Bachelors Degree Only34.4%32.0%	18.4%		19.0%	19.8%	Some College	le 2
Bachelors Degree Only34.4%32.0%	9.4%		9.2%	11.4%	Associates Degree Only	[Ag
Graduate Degree 20.3% 16.3%	33.5%		32.0%	34.4%	Bachelors Degree Only	
	15.9%		16.3%	20.3%		
Number of Businesses 149 791	1,424		701	140	Number of Businesses	o
Total Number of Employees 1,984 10,679	18,083					les
Number of Businesses149791Total Number of Employees1,98410,679Employees per Business13.3613.50Devidential Development Province10.0200.02	12.70					Isin
Residential Population per Business 10.88 20.86	31.63					Bu