

## Counties hopeful shopping center will positively impact economy

Public invited to grand opening events Aug. 6-9 as Cincinnati Premium Outlets opens in Monroe.

By Denise Wilson, Staff Writer

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MONROE — When the new Cincinnati Premium Outlets opens on Aug. 6, near Ohio 63 in Warren County, it will become a regional attraction to Monroe and the Butler and Warren County area, said Monroe's city manager.

"You have the discounted type of use, which people are looking for in this economy. Bringing people to this area will of course benefit the county in the sales tax area with those sales, and benefit us with income tax and property tax revenues," said City Manager William Brock.

"Then hopefully help to continue to spur development in and around the (Interstate 75) interchange."

Brock said the mall will provide the region with great opportunities for shopping and dining.

"Our residents are always looking for closer places to sit down and eat," he said.

Kim Coyner, economic development director for the Warren County Port Authority, said she is optimistic about the mall even though she has never seen sales projections for the project.

"We certainly are confident that it's going to bring a huge number of sales and by analysis sales tax revenue to the county. That from the county's perspective is very attractive, but particularly for the city of Monroe, it's going to drive an enormous number of visitors to the city to use their services ... whether it's to eat at restaurants; to stay in hotels to shop. I think the other businesses around there are going to get a boost from the amount of traffic coming in," she said.

Coyner said the mall also will provide a boost to the region.

"My understanding is that one of the main sources of business at the outlet malls are the tour buses that come in. I know the mall is working closely with Great Wolf Lodge and Kings Island and the new Zipline that opened at Camp Kern, Morgan's Canoe and Lebanon Chamber of Commerce for the antiquing to create sort of tourist package options that include shopping at the outlet, as well as taking advantage of our other tourist opportunities," she said.

"I think that we are anticipating a huge uptick in business in Warren County in general with the opening of this mall," Coyner said. "Cincinnati Premium Outlet officials have told us there's an unusually large amount of buzz around the opening of this project, which leads them to think that they have chosen a really good location ... and we're just thrilled to be able to partner with them and have an additional amenity here in the county."

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