



Dollar General Market

\$2,110,200 | 6.80% CAP

1013 10th Avenue NW, Watertown, SD 57201

- ✓ Brand New 15-Year Corporate Net Lease – Absolute NNN Lease With 5% Rental Increases Every 5 Years in Base Term and Options.
- ✓ Prime Visibility Along Highway 212 & SD-20 – Located Near a Key Regional Corridor With 8,000+ VPD, Just 6 Miles From Interstate 29.
- ✓ Surrounded by Major Employers & Schools – Near Watertown High School (1,200+ Students), Lake Area Technical College (2,600+ Students), and Prairie Lakes Hospital (54,000+ Annual Patient Visits).
- ✓ Strong Economic & Business Climate – South Dakota Has No Personal Income Tax, a AAA Credit Rating, and Ranks #2 in Tax Climate (Tax Foundation 2024).
- ✓ Dollar General's Continued Growth – The Fortune 500 Retailer Operates 20,594+ Stores, With 575 New Locations and 2,000+ Remodels Planned in 2025.



Dollar General Corp. engages in retailing of **merchandise**, including **consumable items**, **seasonal items**, home products and apparel. Its **brands** include Clorox, Energizer, Procter & Gamble, Hanes, **Coca-Cola**, **Mars**, Unilever, Nestle, Kimberly-Clark, Kellogg's, General Mills, and **PepsiCo**.

INVESTMENT OVERVIEW

DOLLAR GENERAL WATERTOWN, SD



File Photo

CONTACT FOR DETAILS

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SD Broker of Record: Scott Johnson
License #: 20760

\$2,110,200

6.80% CAP

NOI

\$143,500

Building Area

±10,542 SF

Land Area

XXX

Year Built

2024

Lease Type

NNN

Occupancy

100%

- ✓ **Brand New 15-Year Corporate Net Lease** : with 5 Increases Every 5 Years in the Base Term and Option Periods
- ✓ **Surrounded by Major Area Drivers** – Includes Watertown High School (1,200+ students), Lake Area Technical College (2,600+ students), Prairie Lakes Hospital (135 beds, 54,000+ annual patient visits), and a Walmart Supercenter drawing thousands of daily shoppers.
- ✓ **Strategic Location Near Key Demand Drivers** – Situated just 2 miles from Watertown Regional Airport (10,000+ annual passengers via Denver Air Connection) and less than 1 mile from Bramble Park Zoo (60,000+ annual visitors), providing strong daytime traffic and a steady customer base.
- ✓ **Highway 212 Visibility & Regional Connectivity** – The property is located near U.S. Highway 212 (8,000+ VPD) with convenient access via SD-20, which connects Watertown to Brookings, Aberdeen, and Minneapolis. Positioned just 6 miles from Interstate 29, the site benefits from steady regional traffic between Sioux Falls and Fargo.
- ✓ Dollar General continues aggressive growth, with plans to open 575 new stores in 2025 across the U.S. and an additional 15 in Mexico. The company is also investing in store remodels and relocations, planning 2,000 full remodels, 2,250 light renovations, and 45 store relocations in 2025.
- ✓ **South Dakota's Pro-Business Environment & AAA Credit Rating** – South Dakota has no personal income tax and ranks among the most business-friendly states in the U.S., ranking #2 in tax climate (Tax Foundation 2024). The state maintains a perfect AAA credit rating (Moody's, S&P, and Fitch) and a growing economy driven by healthcare, manufacturing, and a \$32 billion agriculture sector.
- ✓ **Dollar General, a Fortune 500 Company and One of the Largest Discount Retailers in the U.S.**, operates over 20,400 stores across 47 states. Known for resilience and steady growth, the company reported over \$40.17B in annual revenue at the end of 2024.

This information has been secured from sources we believe to be reliable but we make no representations or warranties, expressed or implied, as to the accuracy of the information. Buyer must verify the information and bears all risk for any inaccuracies.

SECURE
NET LEASE

TENANT OVERVIEW

DOLLAR GENERAL WATERTOWN, SD

Dollar General

Dollar General Corporation (NYSE: DG) is proud to serve as America's neighborhood general store.

REVENUE

\$40.61 B

CREDIT RATING

BBB

STOCK TICKER

DG

LOCATIONS

20,594+

DOLLAR GENERAL

dollargeneral.com

Founded in 1939, Dollar General lives its mission of Serving Others every day by providing access to affordable products and services for its customers, **career opportunities** for its employees, and literacy and education support for its hometown communities. As of **February 2025**, the Company's **20,401** Dollar General, DG Market, DGX and pOpshelf stores across the United States and Mi Súper Dollar General stores in Mexico provide everyday essentials including food, health and wellness products, cleaning and laundry supplies, self-care and beauty items, and seasonal décor from our **high-quality private brands** alongside many of the world's most trusted brands such as Coca Cola, PepsiCo/Frito-Lay, General Mills, Hershey, J.M. Smucker, Kraft, Mars, Nestlé, Procter & Gamble and Unilever.

STRATEGY

Dollar General sells similar products as wholesale retailers **Wal-Mart (WMT) and Target (TGT)**, but typically at **lower prices**. Because of this, during harsh **economic conditions**, many consumers may make the change of shopping at Dollar General instead of a regular wholesale retailer. Dollar General's (DG) business strategy revolves around driving profitable top line **growth** while enhancing its **low-cost operator** position and capturing new growth opportunities. The company attempts to drive profitable top line growth through strategies like improving the in-stock position of its stores and continuously offering products at **competitive prices**.

File Photo



IN THE NEWS

DOLLAR GENERAL WATERTOWN, SD

Dollar General Corporation Reports Fourth Quarter and Fiscal Year 2024 Results

MARCH 13, 2025 (DOLLAR GENERAL)

Dollar General Corporation (NYSE: DG) today reported financial results for its fourth quarter (13 weeks) and fiscal year (52 weeks) ended January 31, 2025 (“fiscal 2024”).

Same-store sales **increased 1.2%** compared to the fourth quarter of 2023, reflecting an increase of 2.3% in average transaction amount and a decrease of 1.1% in customer traffic. Same-store sales in the **fourth quarter** of fiscal 2024 included **growth** in the consumables category, partially offset by declines in each of the seasonal, home products, and apparel categories.

Net sales increased 4.5% to \$10.3 billion in the fourth quarter of fiscal 2024 compared to \$9.9 billion in the fourth quarter of fiscal 2023. The net sales increase was driven by positive sales contributions from new stores and growth in same-store sales, partially offset by the impact of store closures.

Gross profit as a percentage of **net sales was 29.4%** in the fourth quarter of fiscal 2024 compared to 29.5% in the fourth quarter of **fiscal 2023**, a decrease of 8 basis points. This gross profit rate decrease was driven primarily by increases in markdowns, inventory damages, and distribution costs, and a greater proportion of sales coming from the consumables category; partially offset by lower shrink and higher inventory markups.

The **increase reflects** fourth quarter impairment charges **totaling \$214 million** related to the store portfolio optimization review as discussed below under “Store Portfolio Optimization Review”. Operating profit for the fourth quarter of fiscal 2024 decreased 49.2% to **\$294.2 million** compared to **\$579.7 million** in the fourth quarter of fiscal 2023.

EXPLORE ARTICLE

Dollar General slowing fresh produce rollout to stores

PEYTON BIGORA, DECEMBER 06, 2024 (GROCERY DIVE)

Dollar General’s efforts to bring fresh produce to locations will continue into the new year, but at a slower pace compared to years prior.

Dollar General plans to begin selling fresh produce at **approximately 300** more locations in 2025, bringing the total number of stores that have this offering to roughly **7,000**, **CEO Todd Vasos** told investors during a Thursday earnings call. From **2022 to 2023**, Dollar General added produce to more than **1,800 stores**, bringing the store count that offered fresh fruits and vegetables to more than 5,000 locations.

The retailer plans to introduce produce to 300 more locations throughout 2025 as it turns its attention to a new remodel project.

The addition of produce to roughly **300 more stores** is part of a remodeling effort that includes expanding the cooler section, Vasos said. This remodel format is expected to roll out across more than **80%** of Dollar General’s new stores next year, Vasos said.

Dollar General has ambitious store update plans in the new year. During the fiscal year 2025, the retailer aims to complete around 4,885 projects, including 575 store openings in the U.S. and **2,000 full remodels**, Vasos said Dollar General is also introducing a new remodel initiative, Project Elevate, across **2,250 locations**. Project Elevate is “incremental to our full remodel program,” Vasos said, noting the retailer is upgrading stores that are “not yet old enough to be part of the full remodel pipeline.”

EXPLORE ARTICLE

LEASE OVERVIEW

DOLLAR GENERAL WATERTOWN, SD

Initial Lease Term	15-Years, Plus (5), 5-Year Options to Renew
Rent Commencement	Aug-24
Lease Expiration	Aug-39
Lease Type	Corporate Net Lease
Rent Increases	5% Every 5 Years
Annual Rent YRS 1-5	\$143,499.96
Annual Rent YRS 6-10	\$150,675.00
Annual Rent YRS 11-15	\$158,208.72
Option 1	\$166,119.24
Option 2	\$174,425.16
Option 3	\$183,146.40
Option 4	\$192,303.72
Option 5	\$201,918.96

This information has been secured from sources we believe to be reliable but we make no representations or warranties, expressed or implied, as to the accuracy of the information. Buyer must verify the information and bears all risk for any inaccuracies.



ARCO

10TH STREET SW
±10,934 VPD

ENGINEERED
CABS

WATERTOWN
REGIONAL AIRPORT

DOLLAR GENERAL

SUBJECT PROPERTY

1013 10TH AVENUE NW

JEFFERSON
ELEMENTARY
SCHOOL
(332 STUDENTS)

THE PLAINS
(72 UNITS)

WATERTOWN
MIDDLE SCHOOL
(587 STUDENTS)

PINNACLE
ESTATES

GREAT PLAINS
LUTHERAN HS
(128 STUDENTS)

LINCOLN
ELEMENTARY
SCHOOL
(338 STUDENTS)

PRAIRIE LAKES
HOSPITAL
(81 BEDS)

10TH AVENUE NW
±4,523 VPD

BRAMBLE
PARK ZOO

MELLETT
ELEMENTARY SCHOOL
(212 STUDENTS)

WATERTOWN
INTERMEDIATE
SCHOOL
(556 STUDENTS)

NORTHEAST
TECHNICAL
HIGH SCHOOL
(399 STUDENTS)

Pizza Ranch

BASEBALL FIELD

20

SUBWAY

WATERTOWN
HIGH SCHOOL
(1,200 STUDENTS)

LAKE AREA
TECHNICAL COLLEGE
(2,600 STUDENTS)

ALLSTATE
PETERBILT
SALES

County
Fair

ANYTIME
FITNESS

WILKESHIRE
APARTMENTS

Pivotal
Health Solutions

NORTHSTAR

SpecSys

Casey's

USPS.COM

Advance
Auto Parts

TIRE PLUS
Tire & Auto Care

marco's
Pizza

Papa Murphy's
Take & Bake

Little Caesars

Tires LES SCHWAB

HOBBY LOBBY

BW Best Western
Hotels & Resorts

172ND STREET
±18,586 VPD

212

ADVANTAGE RV's

RAMKOTA HOTEL
& WATERTOWN EVENT CENTER

TOYOTA

NAPA
SCOOTER'S COFFEE
taco john's

McDonald's

TACO BELL
Caribou COFFEE

ACE
The helpful place.
Domino's

BURGER KING

Jeep
Ford
RAM LINCOLN

goodwill
Culver's

Days Inn
BY WYNDHAM

McDonald's

PELICAN LAKE

Agwrx

DAKOTA BODIES

4TH STREET NE
±11,183 VPD

81

Super 8
BY WYNDHAM

Family AUTO PARTS
tropical CAFE

HyVee

Dunham's
FAMOUS footwear

Bath & Body Works

Planet Fitness

Arby's

EconoLodge

Target
shoe sensation

MENARDS
TSC TRACTOR SUPPLY CO
maurices

Hampton
Inn & Suites
by Hilton

Walmart
Supercenter

DOLLAR TREE

SHERWIN WILLIAMS

Starbucks

BUFFALO WILD WINGS

QDOBA
MEXICAN EATS

FIREHOUSE
SUBS
FOUNDED BY FIREMEN

Applebee's
GRILL & BAR

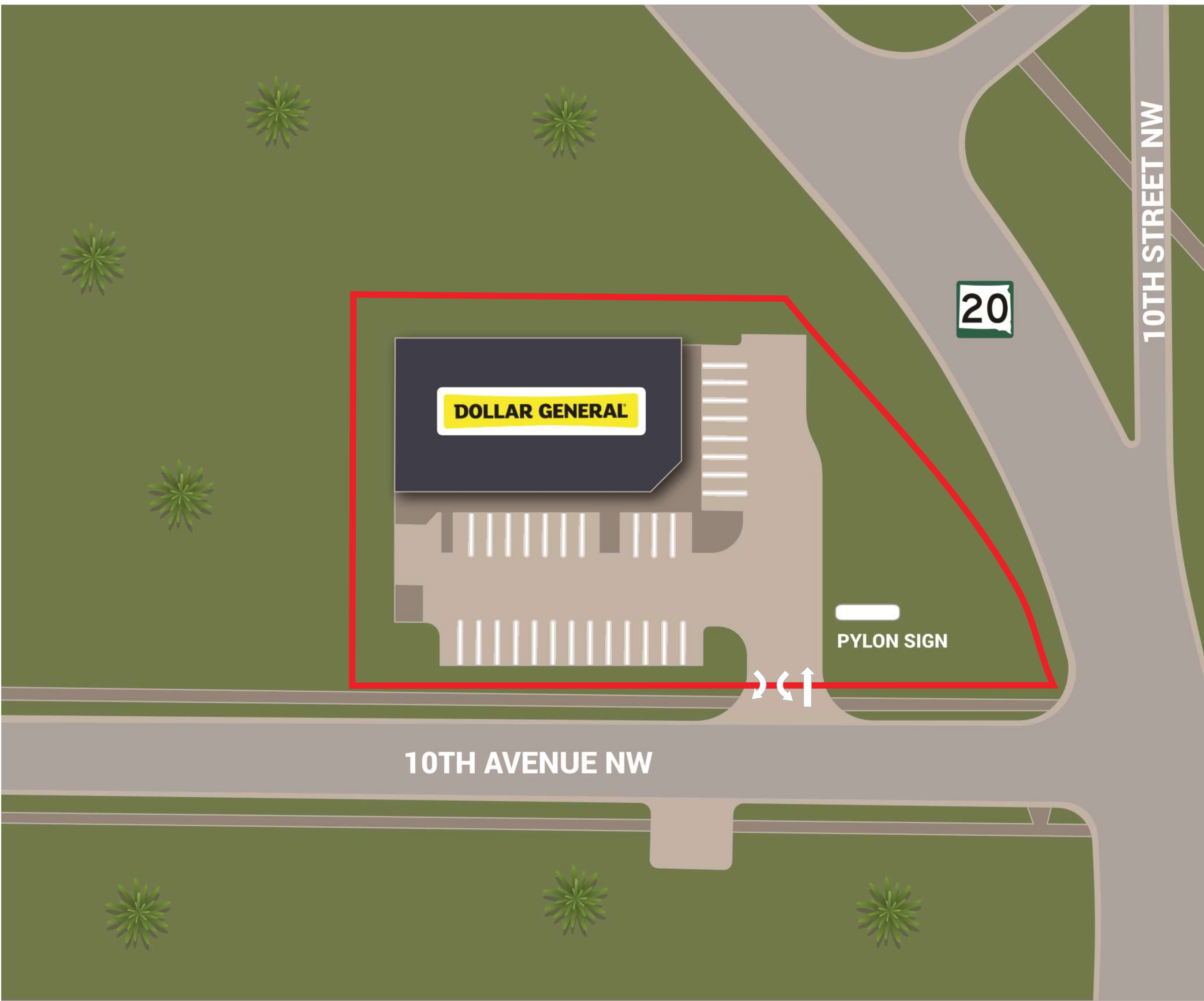
SITE OVERVIEW

DOLLAR GENERAL WATERTOWN, SD

	Year Built	2024
	Building Area	±10,542 SF
	Land Area	±XXX AC

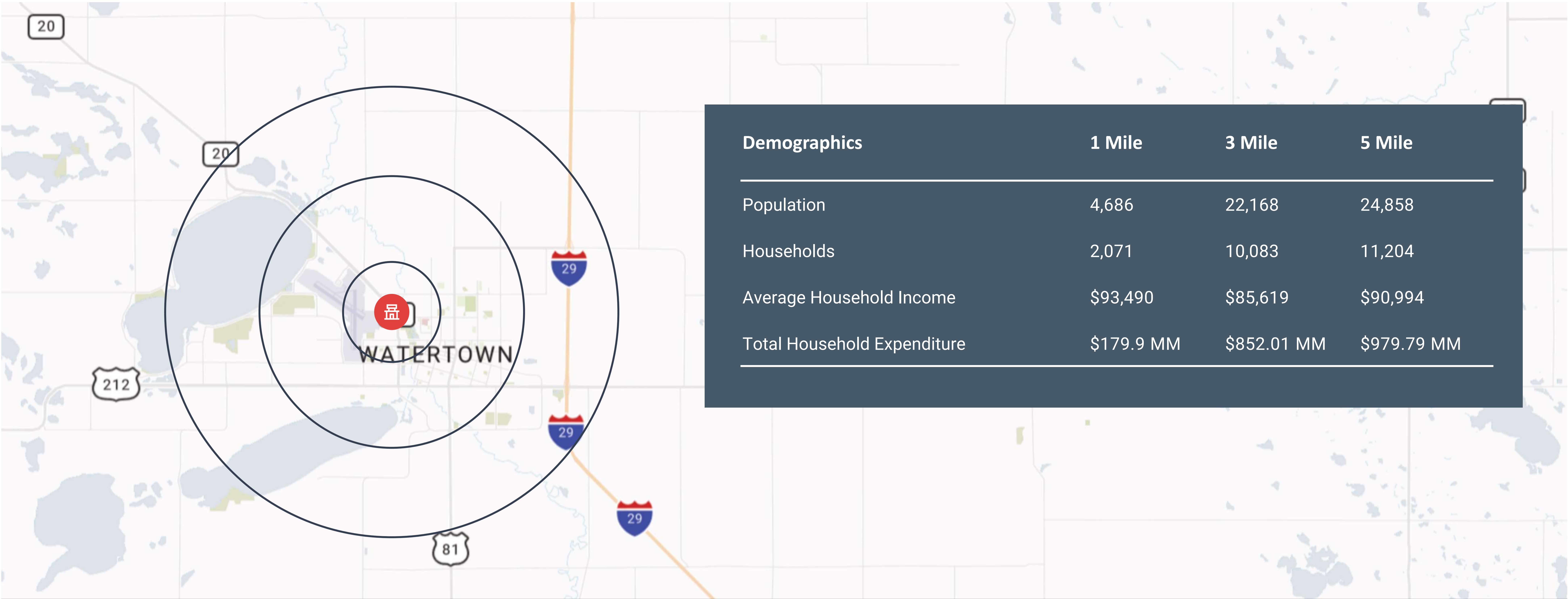
NEIGHBORING RETAILERS

- Walmart Supercenter
- Anytime Fitness
- ALDI
- Dollar Tree
- Target
- Mattress Firm
- Menards
- Hy-Vee Grocery Store
- Dunham’s Sports
- Tractor Supply Co.



LOCATION OVERVIEW

DOLLAR GENERAL WATERTOWN, SD



Demographics	1 Mile	3 Mile	5 Mile
Population	4,686	22,168	24,858
Households	2,071	10,083	11,204
Average Household Income	\$93,490	\$85,619	\$90,994
Total Household Expenditure	\$179.9 MM	\$852.01 MM	\$979.79 MM

ECONOMIC DRIVERS (NUMBER OF EMPLOYEES)

1.

Watertown School District (776)
2.

Prairie Lakes Healthcare System (683)
3.

Terex Utilities (634)
4.

HyVee (450)
5.

Premier Bankcard (967)
6.

City of Watertown (336)
7.

Worthington Industries (309)
8.

Dakota Bodies (285)
9.

Jenkins Living Center (274)
10.

Sparton (253)

LOCATION OVERVIEW

DOLLAR GENERAL WATERTOWN, SD

Watertown

South Dakota

 **23,157**
Population

 **\$62,721**
Median Household Income



I-29 Plays a Critical Role
in the State's
Transportation Network

**RIGHT OFF
INTERSTATE 29**

Halfway Between Sioux
Falls, SD & Fargo, ND

**STRATEGIC
LOCATION**

Watertown, South Dakota, is a regional hub located in the northeastern part of the state, along Interstate 29.

It lies approximately halfway between Sioux Falls, South Dakota, and Fargo, North Dakota, making it a strategic location for transportation and commerce.

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The city is the county seat of Codington County and sits near the Big Sioux River, offering a mix of natural beauty and accessibility. Watertown is also home to Lake Kampeska and Pelican Lake, which are popular for recreation and support the area's quality of life.

Economically, Watertown has a diverse base, with strengths in manufacturing, agriculture, retail, and healthcare. It is home to several prominent employers, including Terex Utilities, Dakota Bodies, and Sparton (a subsidiary of Elbit Systems), reflecting its strong manufacturing sector. The city also benefits from its agricultural surroundings, with agribusiness playing a key role in the local economy. Additionally, Watertown is a regional retail and healthcare center, drawing consumers from surrounding rural communities. Watertown also emphasizes education and workforce development. Lake Area Technical College, a nationally recognized two-year technical institution, is located in the city and contributes significantly to the local economy by training workers for in-demand fields such as healthcare, manufacturing, and technology. The city's commitment to education, coupled with its business-friendly environment, continues to support growth and attract new investment. Watertown offers a balance of small-town charm and economic vitality. Its strategic location, solid infrastructure, and supportive community make it an appealing place for families, workers, and businesses alike.

IN THE NEWS

DOLLAR GENERAL WATERTOWN, SD

Major Residential and Commercial Project in Watertown Square Breaks Ground

CHARLIE BREITROSE, NOVEMBER 15, 2024 (WATERTOWN NEWS)

The start of construction of a major new project on Main Street, Elysian Watertown Square, was celebrated by the developers and City officials at a ceremony held recently.

On Nov. 19, O'Connor Group held a ribbon cutting on the property that will become a **mixed-use** building with **142 rental units**, five owner-occupied townhouses, and retail space on land that **stretches** from Main Street to Pleasant Street. John O'Connor, Head of Acquisitions for O'Connor Group, said the **new project** will help make Watertown Square a more lively place.

"We have been working very closely with the community, the elected officials, the town planners, and they have been very receptive to all the items we have brought here," he said. "We are big believers in walkable communities and in our view the town square is pretty underserved right now and this project will go a long way to solving that."

City Manager George Proakis said one of the **biggest topics** of discussion since he has been in town is how to make the Square more vibrant. He said projects such as Elysian will help make that happen.

"It's been proven again and again that housing, **walkable housing** within close proximity to our retail stores seems to be the secret sauce — I think it is not so secret anymore — but really make the **opportunity** to make it possible for people to have more vibrant businesses and a more vibrant square," Proakis said.

Creating housing in downtown areas is one of the **biggest challenges** for economic development in the region, he added.

EXPLORE ARTICLE

Watertown airport opens up a world of travel possibilities, with flights to major US hubs

A.J. KAUFMAN, DECEMBER 17, 2024 (THE PUBLIC OPINION)

As we move through the busiest portion of the holiday season, our typically tough winter weather often causes people from South Dakota and across the northern plains to seek travel options to warmer climes.

While there are plenty of **snow-covered towns** where you can tour holiday light displays, catch a game, concert, or enjoy a warm beverage, many dream of warmer accommodations, especially after the new year, with many months of cold temps ahead. **Watertown Regional Airport (ATY)**, on the city's west side, offers flights on Denver Air Connection to the **major U.S. hubs** of Chicago and Denver.

"This airport is a huge community resource to have," Meriwether, who assumed his role in August, said. "It's a major bonus to be right here in Watertown when you land. We are extremely safe ... Denver Air Connection also has a low delay percentage."

Arriving at either location makes the rest of the nation and **world reachable**, due to interline agreements with United Airlines and American Airlines. These popular routes will **continue into 2025** and for the foreseeable future. To top it off, parking is free for both short-term and long-term visitors at ATY.

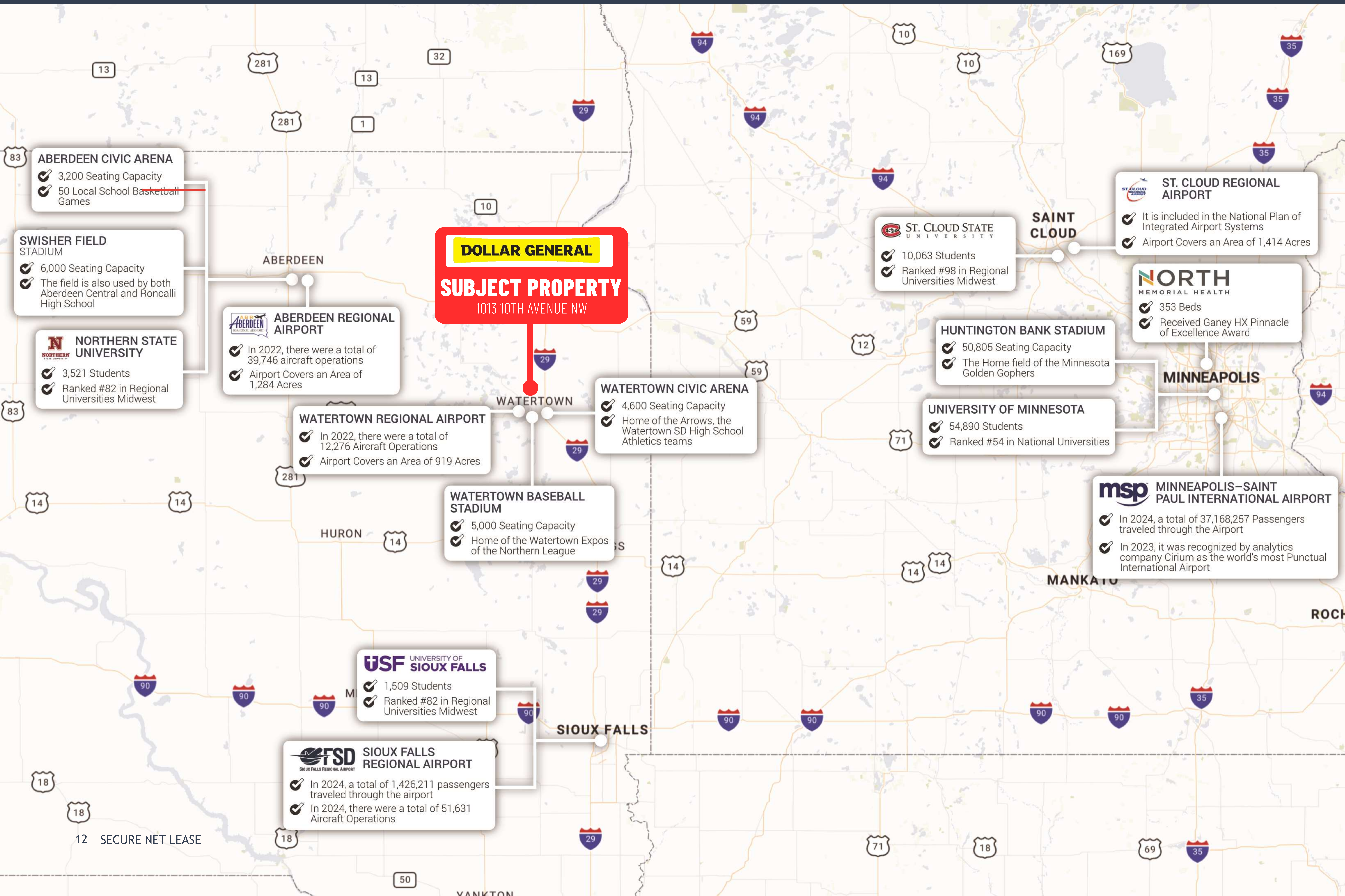
Watertown Regional Airport Manager Ian Meriwether told the Public Opinion that the last **few months of passenger boardings** have been strong, especially on flights to Denver, to close the year. He's currently putting money into marketing, including advertisements.

"This airport is a **huge community** resource to have," Meriwether, who assumed his role in August, said. "It's a major bonus to be right here in Watertown when you land. We are extremely safe ... Denver Air Connection also has a low delay percentage."

EXPLORE ARTICLE

METRO AREA

DOLLAR GENERAL WATERTOWN, SD



ABERDEEN CIVIC ARENA

- ✓ 3,200 Seating Capacity
- ✓ 50 Local School Basketball Games

SWISHER FIELD STADIUM

- ✓ 6,000 Seating Capacity
- ✓ The field is also used by both Aberdeen Central and Roncalli High School

NORTHERN STATE UNIVERSITY

- ✓ 3,521 Students
- ✓ Ranked #82 in Regional Universities Midwest

ABERDEEN REGIONAL AIRPORT

- ✓ In 2022, there were a total of 39,746 aircraft operations
- ✓ Airport Covers an Area of 1,284 Acres

WATERTOWN REGIONAL AIRPORT

- ✓ In 2022, there were a total of 12,276 Aircraft Operations
- ✓ Airport Covers an Area of 919 Acres

DOLLAR GENERAL

SUBJECT PROPERTY

1013 10TH AVENUE NW

WATERTOWN CIVIC ARENA

- ✓ 4,600 Seating Capacity
- ✓ Home of the Arrows, the Watertown SD High School Athletics teams

WATERTOWN BASEBALL STADIUM

- ✓ 5,000 Seating Capacity
- ✓ Home of the Watertown Expos of the Northern League

UNIVERSITY OF SIOUX FALLS

- ✓ 1,509 Students
- ✓ Ranked #82 in Regional Universities Midwest

SIOUX FALLS REGIONAL AIRPORT

- ✓ In 2024, a total of 1,426,211 passengers traveled through the airport
- ✓ In 2024, there were a total of 51,631 Aircraft Operations

ST. CLOUD STATE UNIVERSITY

- ✓ 10,063 Students
- ✓ Ranked #98 in Regional Universities Midwest

ST. CLOUD REGIONAL AIRPORT

- ✓ It is included in the National Plan of Integrated Airport Systems
- ✓ Airport Covers an Area of 1,414 Acres

NORTH MEMORIAL HEALTH

- ✓ 353 Beds
- ✓ Received Ganey HX Pinnacle of Excellence Award

HUNTINGTON BANK STADIUM

- ✓ 50,805 Seating Capacity
- ✓ The Home field of the Minnesota Golden Gophers

UNIVERSITY OF MINNESOTA

- ✓ 54,890 Students
- ✓ Ranked #54 in National Universities

MINNEAPOLIS-SAINT PAUL INTERNATIONAL AIRPORT

- ✓ In 2024, a total of 37,168,257 Passengers traveled through the Airport
- ✓ In 2023, it was recognized by analytics company Cirium as the world's most Punctual International Airport

CALL FOR ADDITIONAL INFORMATION

Dallas

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Dallas, TX 75231
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Los Angeles

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CALL FOR ADDITIONAL INFORMATION

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