



Bass Pro Shops, North America’s premier outdoor and conservation company, updates plans for new destination store in Texas to serve Odessa and Midland metro markets



The Great American Outdoor Store’s latest Texas location will showcase a vast assortment of quality gear at great value

ODESSA, Texas (February 23, 2024) – Bass Pro Shops announced updated plans today for a new destination retail store location to serve the Odessa and Midland, Texas markets.

The opening of Bass Pro Shops’ newest location will be the company’s 17th in the great state of Texas serving the Odessa and Midland communities along with the greater West Texas Plains. The new design will allow the company to expand the previously planned 65,000-square-foot location to an impressive

100,000-square-foot destination retail store building on its reputation of serving the passionate sportsmen and women in the state with the widest selection of quality products at the best prices around all while providing genuine, friendly expert service.

“We have a great deal of passion for the entire Permian Basin Region, and the amazing range of outdoor recreation options it offers,” said legendary angler, noted conservationist and Bass Pro Shops founder Johnny Morris. “This new location in Odessa will allow us to strengthen our relationship with the sportsmen and women of the great state of Texas, and will make it easy for people and families across the plains of West Texas to spend time together in the great outdoors. For that we are deep down proud and excited.”

Bass Pro Shops has forged an agreement with ICA Development for a location between the newly improved Yukon Road and Mission Boulevard, fronting Highway 191 in Midland County, adjacent to the Cinergy Family Entertainment Center. This location is expected to open sometime in spring of 2025.

While Bass Pro Shops previously considered a location in Midland it believes this new destination near Odessa will allow for an expanded experience and assortment for its customers while conveniently serving the entire Permian Basin Region.

“We are very excited that Bass Pro Shops has chosen ICA as their development partner. We couldn’t be happier to have such a unique retail giant, to spearhead the next phase of development for Dorado Center,” said ICA Chairman and CEO John Bushman. “We are also quite thankful to the cities of Midland and Odessa, along with both Ector and Midland Counties for their combined efforts to help attract Bass Pro Shops to this region.”

Like all Bass Pro Shops locations, the new store will feature a completely unique custom design. Envisioned as a tribute to the

great sporting heritage of the region and a celebration of the sportsmen and women of Texas, the store will build on the signature qualities that define the award-winning Bass Pro Shops shopping experience combining retail with entertainment, outdoor education and conservation.

More than just a fishing and hunting store, the retail destination will offer equipment and clothing for all outdoor adventures, including hiking, backpacking, wildlife viewing, camping and other related outdoor gear. A gift and nature center will feature a wide variety of outdoor-themed and related items, including Big Cedar Home & Cabin décor and accessories. Men's, Ladies' and Children's apparel sections will offer a wide assortment of brands including RedHead, TrueTimber, ASCEND, Worldwide Sportsman and Natural Reflections, along with many more popular brands for greater selection, quality and value.

Immersive outdoor features

In addition to providing customers with the outdoor products they love, a team of talented artists and craftsmen will design the store's localized imagery to reinforce its immersive outdoor theme. The signature creativity and attention to detail are hallmarks of every experience from Johnny Morris, who often is referred to as "The Walt Disney of the Outdoors" for his knack of creating immersive experiences that connect people with nature.

Unique exterior and interior motifs have branded Bass Pro Shops as visually appealing, high-quality outdoor retail destinations that customers love. In addition to providing a fun outdoor experience indoors, Bass Pro Shops locations feature a large aquarium and water features stocked with native fish species, thousands of local antiques and artifacts, hundreds of trophy fish and wildlife mounts, and murals depicting local scenes.

Bass Pro Shops' dedication to offering the widest selection of quality products at the best price and to providing genuine, friendly expert service lie at the foundation of the company's culture. Bass Pro Shops is expected to employ more than 115 "Outfitters" at its new Odessa location, many of whom will come from the local region.

Employment information, when available, will be posted at basspro.com/careers.

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About Bass Pro Shops

Bass Pro Shops is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired Cabela's to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."

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