

MORSE & MAIZE

1285 Morse Road - Columbus, OH 43229



MIDLAND ATLANTIC
PROPERTIES



PROPERTY OVERVIEW

Morse & Maize is a 39,824 Square Foot Shopping Center Located in the Northland Suburb of Columbus, OH

PROPERTY HIGHLIGHTS

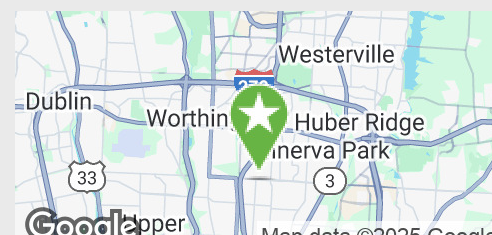
- 1,824 Square Feet Available
- Located Just Off of the Highly Trafficked I-71, at the Signalized Intersection of Morse Rd. and Maize Rd.
- Only Four Miles West of Easton Towne Center, a Premier Shopping Destination for the Midwest

DEMOGRAPHICS

	3 MILES	5 MILES
Total Population	141,358	355,838
Average HH Income	\$93,834	\$92,458
Businesses	5,465	14,361
Employees	41,238	160,240

TRAFFIC COUNTS

Morse Road	30,674
I-71	141,149



MIDLAND ATLANTIC PROPERTIES

Cincinnati Office
8044 Montgomery Rd, Suite 370
Cincinnati, OH 45236

MIDLANDATLANTIC.COM

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DEVELOPMENT • BROKERAGE • ACQUISITIONS • MANAGEMENT

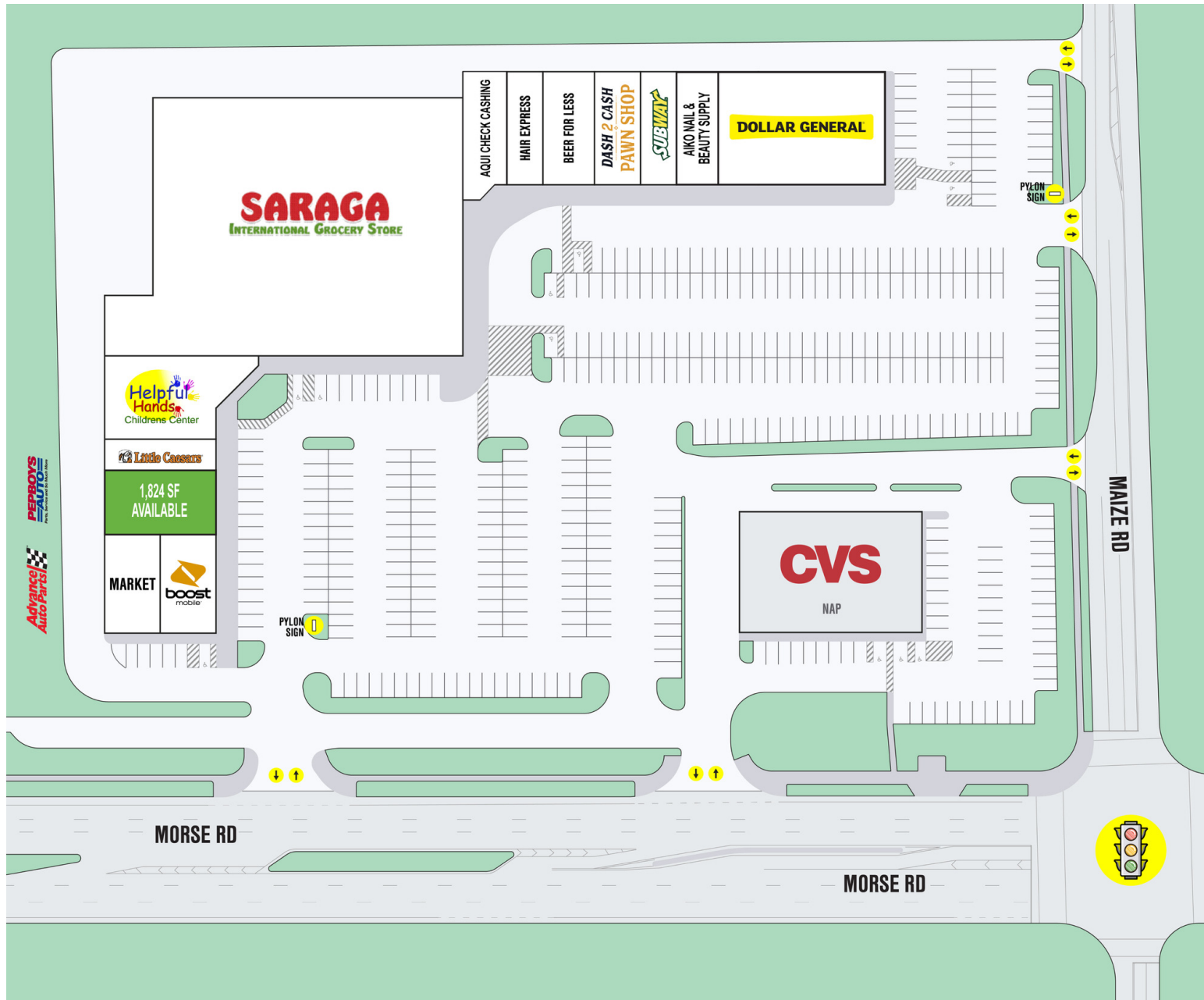
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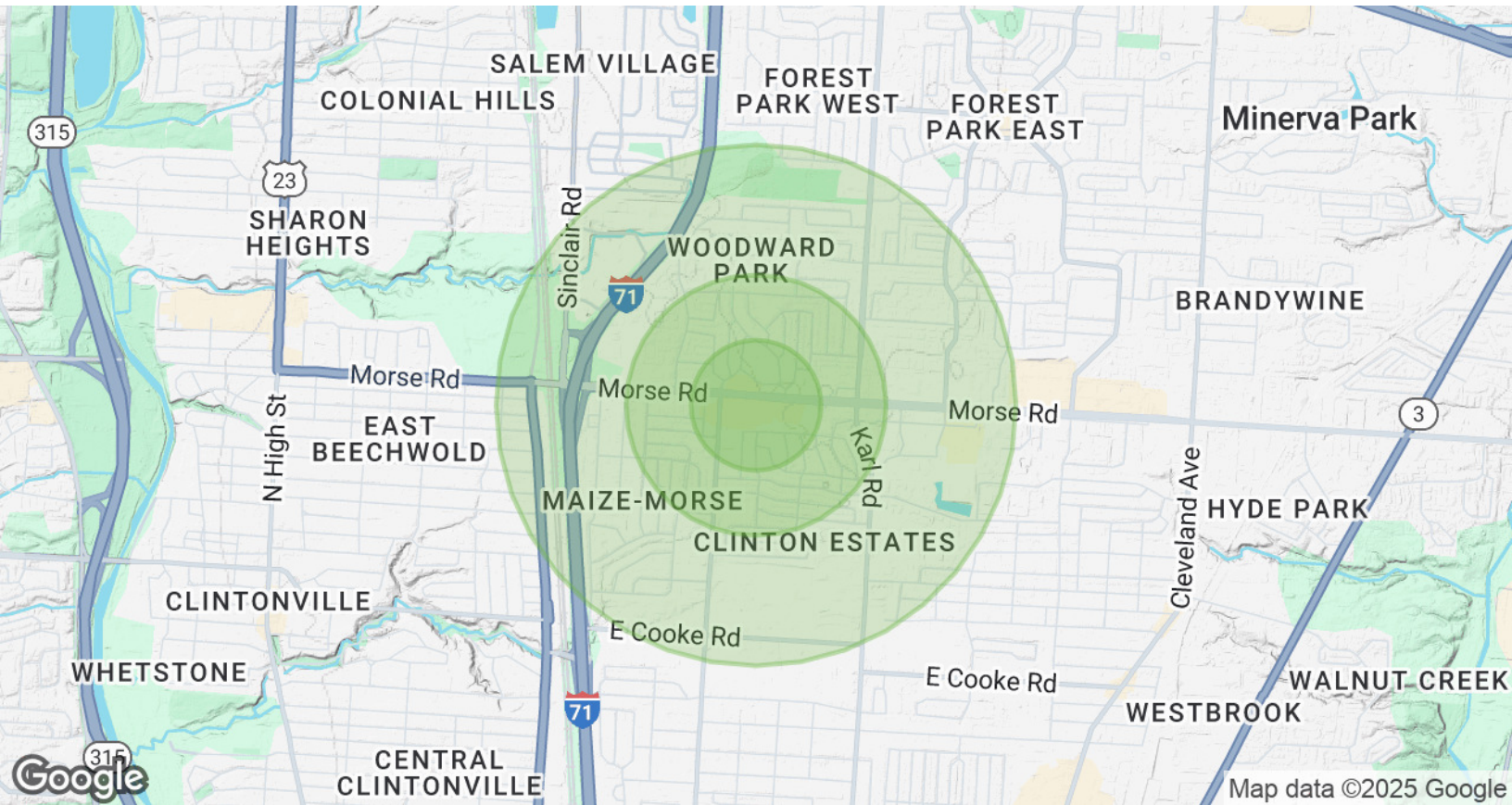


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POPULATION & HOUSING

	1 MILE	3 MILES	5 MILES
Total Population	15,361	141,358	355,838
Projected Annual Growth (2023-2028)	0.8%	1.1%	1.1%
Total Households	6,973	61,248	146,331
Median Home Value	\$201,498	\$230,653	\$242,482

INCOME & BUSINESS

	1 MILE	3 MILES	5 MILES
Average HH income	\$73,999	\$93,834	\$92,458
Daytime Population (16+ years)	10,275	80,589	264,948
Total Businesses	564	5,465	14,361
Total Employees	5,861	41,238	160,240

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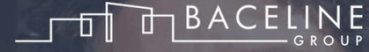
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BACELINE LEASING

NEIGHBORHOOD SHOPPING CENTERS CREATING COMMUNITY VALUE

At Baceline Group, we invest in communities by acquiring and managing Neighborhood Shopping Centers. These centers are home to the businesses we rely on most in our day-to-day lives. By focusing solely on this niche property type and leveraging our comprehensive management approach, we maximize value for investors, tenants, and communities alike.

Since Baceline's inception in 2003, our mission has been to unlock value in this overlooked asset class. Through the Great Recession and COVID-19, Neighborhood Shopping Centers have proven their resiliency and stability time and time again. Our tenant base is the lifeblood of our property operations and a critical component of our firm's success. As an owner of Neighborhood Shopping Centers, we have a unique opportunity to invest in programs and initiatives that make a meaningful impact on our tenants' businesses and the communities in which they serve.

BACELINE ADVANTAGE



Baceline tenants receive access to exclusive, top-of-the-line business resources, convenient tools to automate their businesses, and a dedicated team to support them every step of the way.

TENANT PORTAL

Make Payments Online
Review Charge Schedule
Document & Forms Library

SMALL BUSINESS HUB

Digital Marketing Resources
Small Business Tools & Guides
Industry Best Practices

DEDICATED TEAM

Regional Team Model
Routine Property Visits
Mentor Match Program



CONSTRUCTION
MANAGEMENT



IN-HOUSE
PROPERTY MANAGEMENT



SUSTAINABILITY
TIPS



COMMUNITY
OUTREACH



EVENT
SUPPORT



OUR APPROACH

Baceline takes a strategic, hands-on approach to assure the health and viability of our Neighborhood Shopping Centers. Our Leasing Team operates from deep industry experience and thoughtfully assembles a synergistic mix of businesses to enhance the shopping experience for patrons, drive foot traffic to our centers, and ultimately maximize value to our tenants.

Our portfolio of Neighborhood Shopping Centers is divided into six regions. Every region and property are assigned a Regional Property Manager, Associate Property Manager, Leasing Portfolio Manager, Lease Transaction Manager, and Property Accountant. Every Baceline tenant has a dedicated team they can count on for anything that comes up in their daily operations.

Our collective goal is to provide our tenants with comprehensive support from maintenance requests, billing inquiries, lease renewal/expansion, and much more!

MANAGEMENT REGIONS

- FRONTIER
- HEARTLAND
- MIDWEST
- OHIO RIVER VALLEY
- SOUTHEAST
- SOUTHWEST

OUR PORTFOLIO AT A GLANCE

132
Properties

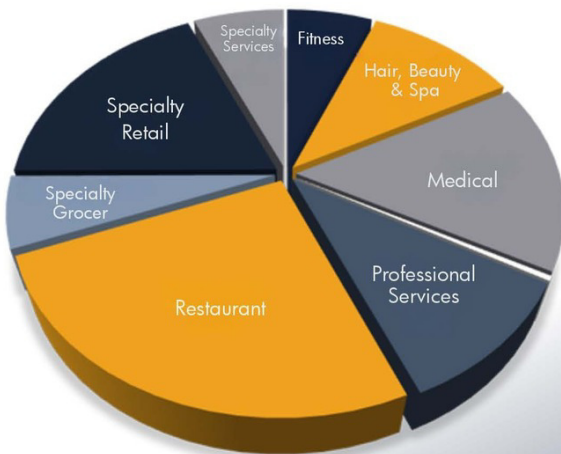
35
Markets

+4.6M
Leasable Square Feet

+1,450
Tenants

89%
Occupancy Rate

TENANTS BY USE CATEGORY



+90%
Small Businesses

84%
Tenant Retention

PROPERTIES BY LOCATION





TENANT EXPERIENCE

PROPERTY EVENTS



Baceline tenants have a unique opportunity to take advantage of their brick and mortar businesses and host meaningful events at their physical locations. We believe that dedicating resources and supporting tenant events, particularly those held in partnership with local non-profits and municipalities, advance the vibrancy of our Neighborhood Shopping Centers and surrounding communities. This has been a long-standing, core principle of Baceline's ownership philosophy and landlord mentality.

Our seasoned Property Management team is ready and equipped to provide everything Baceline tenants need to host successful events at their property.

CELEBRATIONS

FAIRS & FESTIVALS

DONATION DRIVES

ENTERTAINMENT

COMMUNITY RESOURCE PROGRAMS

MENTOR MATCH PROGRAM

Baceline tenants have access to a network of over 10,000 certified mentors dedicated to serving business owners and entrepreneurs in over 1,500 communities across the country. Mentors have expertise in all sectors of business and over 25 languages spoken are offered. Tenants can be individually matched with a mentor in their area and specific industry for one-on-one advice absolutely FREE.

Business owners who have worked with a mentor reported the following statics...

55%
INCREASED REVENUE

99%
REMAINED IN BUSINESS

18%
AVG BUSINESS GROWTH

SMALL BUSINESS HUB

Baceline offers a comprehensive array of curated resources in our online Small Business Hub, including templates, guides, articles, webinars, and more. Tailored to the specific needs of businesses across various industries, our goal is to provide targeted assistance and support that aligns with the unique challenges and needs of Neighborhood Shopping Center tenants.

DIGITAL MARKETING RESOURCES

SMALL BUSINESS STRATEGIES

BRICK & MORTAR BUSINESSES

EDUCATIONAL PROGRAMS & WORKSHOPS

TENANT TESTIMONIAL

Kevin Baker, Owner of Fitness Together

“The feedback that your team provided was amazing. I am still moved at how helpful and supportive everyone at Baceline has been. The action items for consideration provided are great and have good potential to be sound investments. Thank you again for brainstorming discussion and follow up suggestions. I feel very fortunate to have your team supporting our efforts.”

FITNESS TOGETHER