

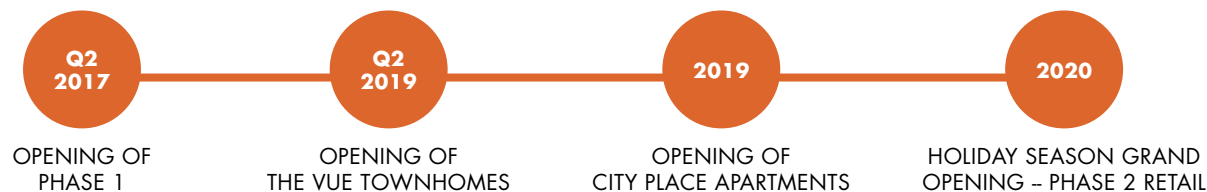
CELEBRATION
POINTE

GAINESVILLE, FL



THE **VISION**

We believe every day is worth celebrating. That's the driving mantra behind the creation of Celebration Pointe. The mixed-use project is composed of 180,000 square feet of full-priced and outlet retail, one million square feet of dining, entertainment, shopping, Class-A office space, hospitality, 526 apartment homes and 107 townhomes. As North Central Florida's premier destination to live, shop, work and play, Celebration Pointe offers you exposure to an underserved market, drawing in affluent residents, tourists, 55,000 students and 114,000 commuters along I-75 per day. Discover for yourself why Celebration Pointe is the next generation of retail development.





WHY CELEBRATION POINTE? **MAKE THE RIGHT CHOICE!**

- **Be part of a curated destination experience.** Don't be a retailer buried in a mess of fast-food spots and budget retail.
- Benefit from high visibility from **114,000 travelers** passing by daily on I-75.
- **Profit from and be a part of regular celebrations** occurring at Celebration Pointe including concerts, holiday parties, tailgates, graduation parties, Gator Talk radio shows, and more.
- The Celebration Pointe layout and consumer experience lends itself to a **better overall experience.**
- Benefit from Gainesville's sprawling residential growth, strong academic institutions, and ample medical centers that contribute to the town's rise in population and prominence.
- Enjoy a large influx of students during football season as **Celebration Pointe is the official place "where Gators come to celebrate".**
- Be a part of the wave of innovation and growth sweeping Gainesville, with new restaurants, residences, museums, tech companies, and retailers opening up regularly.

"A community element is a big thing that is missing in Gainesville; I come to Celebration Pointe to have that kind of experience."

— Aaron, a staff member at UF

"CELEBRATION POINTE IS MORE APPROACHABLE THAN OTHER SHOPPING CENTERS IN THE AREA."

— KIERSTEN, A MILLENNIAL

"The environment at Celebration Pointe makes me want to stay longer."

— A resident that lives near Celebration Pointe



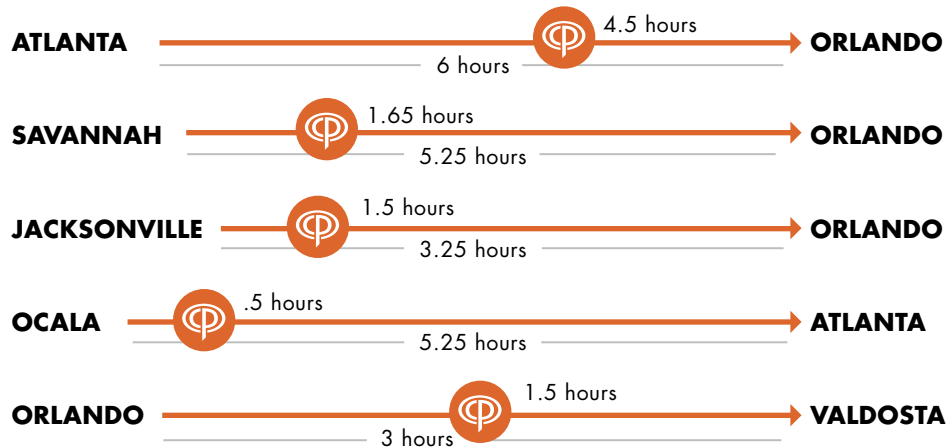
AN OPPORTUNITY-FILLED FLORIDA RETAIL MARKET

- Celebration Pointe is located in an area of Gainesville that is critically underserved by top-level brand retail, has the highest population growth, has the highest household spending and income in Gainesville **and sees over 114,000 cars a day on I-75 and Archer Road.**
- Retailers and Restaurants have an opportunity to fill a local need for top-level retail shopping as shoppers currently must travel significantly outside their towns to reach favorite spots.
- Gainesville has a rising number of households that make **over \$150,000 a year** and represent a more affluent customer.
- Millennials make up **48% of Gainesville's overall population** and is most likely of any demographic to shop at outlets as they are both brand-driven and value-driven.
- Outlet shoppers have **higher HHIs** (\$92,822) and **higher annual apparel spends** (\$1,207) than the national average.
 - 76% of outlet shoppers will drive from 0-60 minutes away.
 - 24% have traveled farther than 60 minutes. These shoppers are split between Orlando (36%), Jacksonville (34%), and Tampa (30%).
- This customer earns **\$50,000 annually**, which is equivalent to \$77,331 in Boston.

CELEBRATION POINTE: ON THE WAY TO EVERYWHERE

- Gainesville has a super-regional **trade area population of over 1.6 million**, which includes Jacksonville and Ocala.
- Celebration Pointe is ideally situated to capitalize on the region's **population density and higher income neighborhoods**.
- Gainesville serves **1.7 million commuters and shoppers** from 11 surrounding counties.
- **114,000 cars** pass Celebration Pointe on I-75 and Archer Road per day.
- **30% of visitors travel an average of 84 miles** to come to Celebration Pointe, making it a retail mecca. 10% of visitors travel to Celebration Pointe from out of state, which is more than any other shopping area in Gainesville.

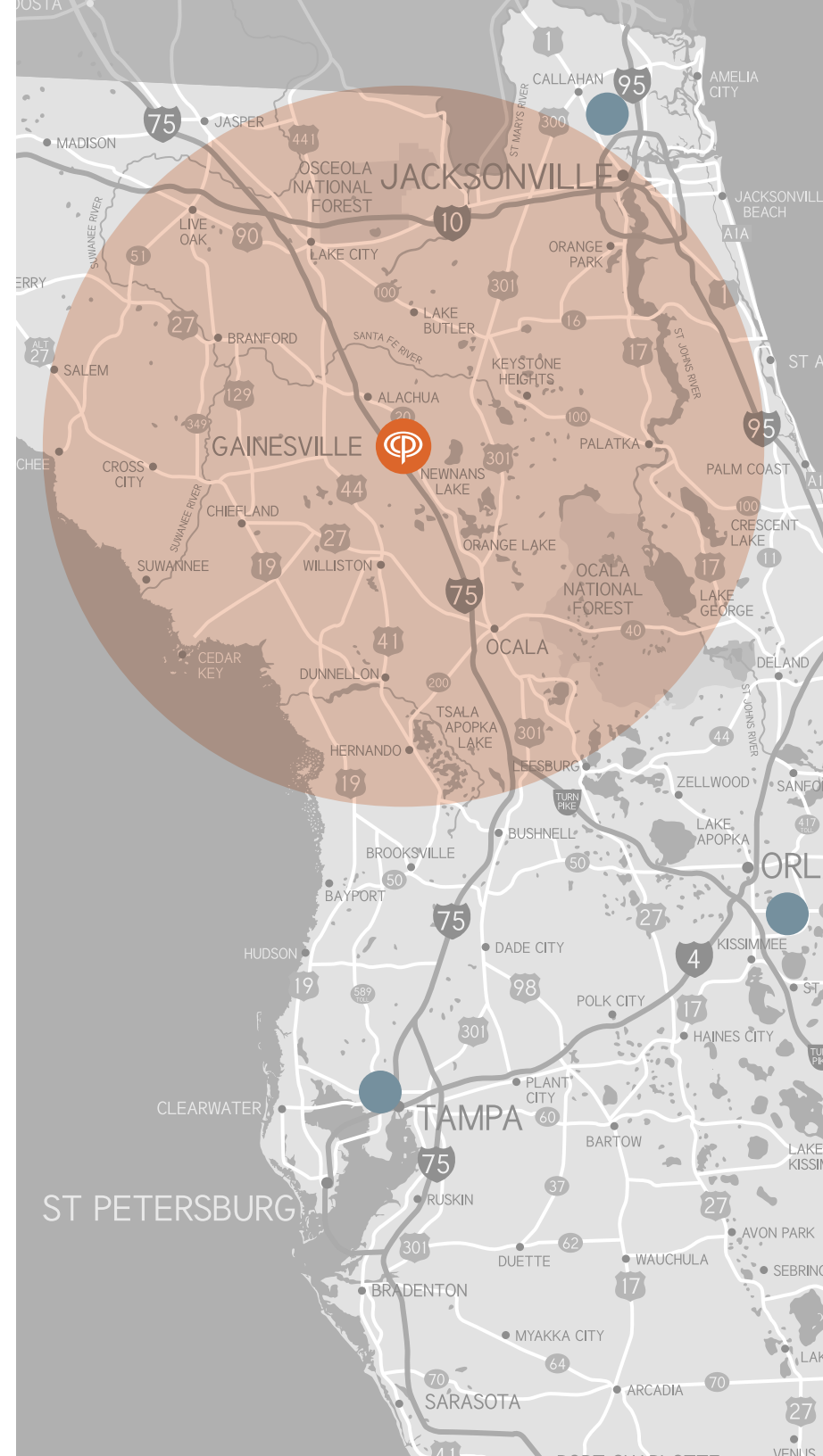
COMMON ROUTES ALONG I-75 THAT PASS CELEBRATION POINTE



ACCESSIBLE INTERNATIONAL AIRPORTS

- Jacksonville (JAX) - 1.5 hours
- Tampa (TPA) - 2 hours
- Orlando (MCO) - 2 hours

Source: Alexander Babbage. (2018). *TruTrade Report of Findings*. Atlanta, GA.



MASTER PLAN



Residential Complex
Outside of Celebration Pointe

THE VUE
107 Luxury Townhomes
Opening 2019

CITY PLACE
526 Luxury Apartments
Opening 2019

Existing Residential Complex
Outside of Celebration Pointe
464 Residents

HOM HOTEL + SUITES
204 Rooms

THE SHOPS
32,434 sq. ft. Local
Regional Service Retail
Opening 2019

**PHASE 1 OPEN:
DINING &
ENTERTAINMENT
DISTRICT**



HOTEL INDIGO
140 Rooms

INFOTECH
250 Employees

OFFICES

5001
500 Employees

NikeFactoryStore
TOMMY HILFIGER
**OUTLET
GATEWAY**

**PHASE 2
OUTLET RETAIL**
Opening Holiday 2020

**MILLER'S
ALEHOUSE**



INTERSTATE 75

Celebration Pointe Bridge
Connecting to Butler Plaza

SITE PLAN



SITE AERIAL



ARCHER ROAD

NEW BRIDGE CROSSING I-75

I-75

114,000 CARS PER DAY

REGAL
CINEMAS

CITY
PLACE
AT CELEBRATION POINTE

526 APARTMENTS

THE VUE
AT CELEBRATION POINTE

107 HOMES

hotel
INDIGO
AT CELEBRATION POINTE

Info Tech.

250 EMPLOYEES

TOMMY HILFIGER

Nike
FactoryStore

5001
CELEBRATION
POINTE AVENUE
500 EMPLOYEES

PHASE 2

OPENING HOLIDAY 2020

Bass
Pro
Shops



TRADE AREA & **LOCATION**

TOURISM

- 25% of Florida's 100 million tourists that drive past Celebration Pointe have an **average annual income of over \$100,000**.
- Celebration Pointe's location and Gainesville market size allows great access for tourist capture.

SUBMARKETS AND AFFLUENT SUBURBS

- Celebration Pointe's strongest market penetration is well aligned with the area's higher income neighborhoods in both North and West Gainesville.
- The residents in these affluent suburbs **make upwards of \$150,000 annually**.
- These areas in Gainesville suffer major retail leakages due to insufficient retail to meet demand; Celebration Pointe is an answer to this issue.
- 21% of visitors have an **AHHI of over \$100,000**, which is \$154,661 in Boston.
- 30% of the population has a **household income of up to \$90,000**.

UNIVERSITY OF FLORIDA AND SANTA FE STATE COLLEGE STUDENTS AND FACULTY

- Gainesville has **48% more millennials than the US average**, including young professionals and UF students. The three hospitals have a combined total of close to 32,000 staff members.
- **90,000 University of Florida students and faculty**.
- **\$42 million annual spending on clothing** by UF students.

TRADE AREA & LOCATION

UF SPORTS AND MEDICAL TOURISM

- Gainesville is home to three major hospitals with a total of 2,089 beds and **staffed by 926 UF College of Medicine faculty physicians, 742 medical residents and fellows**, as well as **8,800 UF Health Shands employees**.
- UF Shands Health Hospital is nationally ranked, serving 86,080 patients with a **payroll of 1.8 billion– the equivalent to Walt Disney World**.

GAME SEASON WEEKEND INFLUX

- On average, **150,000 visitors** from out of town come to Gainesville for Gator home football weekends.
- These visitors spend **upwards of \$77 million** in Gainesville while they are staying in town.
- During the entire NCAA season, **over one million fans** will attend athletic events at the University of Florida.

Source: Costello, Scott. "Gainesville Sports Industry Runs up Economic Score." Business in Greater Gainesville, 2013. Google, www.businessmagazinegainesville.com/gainesville-sports-industry-runs-economic-score/. Accessed 7 Aug. 2018.



GAINESVILLE: A CITY ON THE RISE

- Gainesville is **growing at rates as high as 2x the national average**, with the greatest growth happening in affluent neighborhoods with the highest retail spending.
- Gainesville's Innovation Hub is driving growth in professional and business sectors that will **create nearly 6,000 new jobs in the next 5 years**.
- Gainesville has a rising number of households that make over **\$150,000 a year** with expendable income due to low costs of living.

STANDARD OF LIVING COMPARISON: YEARLY INCOME

GAINESVILLE	MIAMI-DADE	BOSTON, MA	NEW YORK, NY
\$150,000	\$173,835	\$231,992	\$359,110
\$70,000	\$81,123	\$108,263	\$167,585

GAINESVILLE, FL



MIAMI-DADE COUNTY
HOUSING COSTS +46%
COST OF LIVING +16%



BOSTON, MA
HOUSING COSTS +131%
COST OF LIVING +55%



NEW YORK, NY
HOUSING COSTS +432%
COST OF LIVING +139%



WHERE GATORS COME TO CELEBRATE

Whether it's for a tailgate before the game or a victory celebration afterward, Celebration Pointe is the perfect home for Gator fans. Celebration Pointe's exclusive partnership with University of Florida Athletics will drive students, alumni, Gator Boosters and fans to the development for tailgate events, coaches' shows, contests, and more. While enjoying these activities, they're sure to shop – **41% of Gators agree that shopping is a great way to relax** and 31% describe their shopping style as "swayable shopaholic." Celebration Pointe will also benefit from advertising opportunities in the stadium, on social media and digital channels, and on Gator promotional materials like yearbooks and roster cards.

EXCLUSIVE PARTNERSHIP WITH THE UNIVERSITY OF FLORIDA FOR FOUR YEARS – REACHING 3.5 MILLION FANS STATEWIDE

- Celebration Pointe is the host location for all of the **Gator Talk** radio shows and is premiering a new, block-party event called **Chomp the Block** the Friday night before every home football game.
- These events will drive thousands of area residents and out of town guests to the property, who will spend time shopping, dining, and relaxing on property.
- Gator Talk Host Location for 12 Gator football and 8 men's basketball radio talk shows broadcast **over 38 affiliates statewide**.
- Social media, radio, digital, in-venue promotion.
- Arena signage in football, baseball and basketball venues.
- Game day promotions in men's basketball and baseball.
- **1,000,000 impressions** on FloridaGators.com

THE GATOR NATION

- The average home football game has **86,715 attendees**.
- There are 6 home football games per season with **a total attendance of 520,290**.
- On average, **150,000 Gator fans travel to Gainesville** for each home football game, which includes all target demographics.
- There are **more than 3.75 Million Gator fans throughout the state**, including residents of Miami, Orlando, Tampa and West Palm Beach.
- The following Gator sports see an average attendance of:
 - Baseball – **138,441**
(38 games per season)
 - Softball – **38,432**
(30 games per season)
 - Volleyball – **14,000**
(40 games per season)
 - Gymnastics – **30,954**
(5 meets per season)

SEASON TICKET HOLDERS BY DMA

LOCATION	PERCENTAGE	DRIVE TIME
Gainesville	25%	N/A
Tampa	23%	2 hours
Orlando	20%	2 hours
Jacksonville	20%	1.5 hours
Other	12%	varies





DEMOGRAPHICS WITHIN A 30 MILE RADIUS

RESIDENTS OF GAINESVILLE & NEARBY TOWNS | TOURISTS & TRAVELERS | UF STUDENTS & STAFF

47.2

2018 average age

\$71,109*

2018 average HHI

78,173

2018 total households

45%

Millennial population

21%

residents with income \$100k+

*The average HHI of \$71,109 is equal to \$109,976 in Boston.

EXTERIOR IMAGES





KEY RETAILERS

SHOPPING, SERVICES & DINING

TOMMY HILFIFIGER


NikeFactoryStore

Palmetto Moon

 REGAL
CINEMAS



MILLER'S
ALE HOUSE

 MidiCi
The Neopolitan Pizza Company

Kilwins®


KEY OFFICE TENANTS

 InfoTech.

 NEXTRAN
TRUCK CENTERS

 SharpSpring

 frankel
media group

