



CELEBRATION POINTE

JOIN

CELEBRATION POINTE

GAINESVILLE, FL



SHOP, DINE AND LIVE

AT CELEBRATION POINTE

Florida's most dynamic, new, mixed-use development located on nearly one mile of frontage along I-75 in Gainesville, Florida. Gainesville is one of the fastest growing cities in the nation (nerdwallet.com) and home to the University of Florida Gators.

- Size – **1,000,000 SF** of retail, restaurant, office, hospitality and residential space.
- Total Acreage – **125** developable acres.
- Tenant Mix
 - **200,000 SF** of outlets
 - **82,000 SF** Bass Pro Shops
 - **10-screen** state-of-the-art luxury Regal Cinemas theatre
 - **140** room Hotel Indigo and meeting space
 - **65,000 SF** Info Tech, Inc. world headquarters
- 1,000+ residential offerings including apartments, city homes and single-family residences.
- New bridge across I-75 connects vehicle, foot and bike traffic from Archer Braid Trail.
- Development is the **first in North Central Florida** with Gigablast Internet service.



OPENING 2018

OPENING 2018



GAINESVILLE: 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.
- Stable sources of employment – UF Health make Gainesville less susceptible to economic downturns.
- Gainesville has notably high numbers of households that make over **\$150,000 a year**.
- 39% of Gainesville MSA shoppers spend around \$900, and 22% spend \$1,049 or more per person per year on apparel.
- Gainesville has a super-regional trade area population over **1.6 million**.
- **UF Health has a combined payroll of \$1.8 billion a year**. For perspective, Disney World's 2013 payroll was \$1.8 billion.
- 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 is growing as a tourist destination, as evidenced by 5.6% growth in the leisure and hospitality industry.
- Roughly 25% of Florida's 100 million tourists drive through Gainesville.
- Gainesville has a daytime census of more than **100,000**.



A CITY WITH A **BOOMING**
POPULATION + ECONOMY



A **POWERHOUSE** OF
CONSUMER SPENDING

A **CRITICAL** RETAIL HUB
FOR THE REGION



DEMOGRAPHICS

PROFESSIONALS

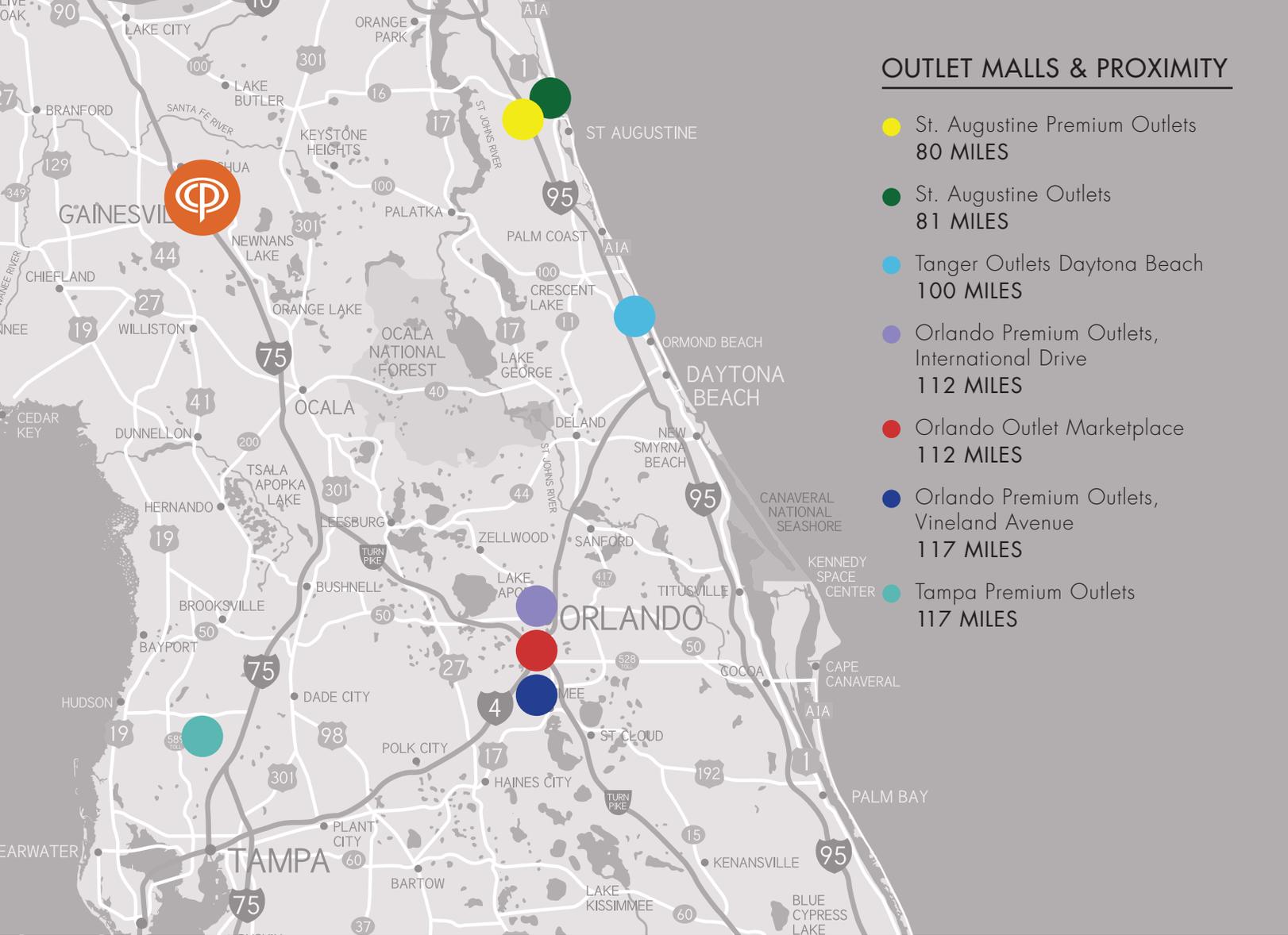
- 24.5% of the population is **35-54 years old**.
- 24.9% of the population is **55+ years old**.
- 30% of the population has a household income of **\$50,000-\$90,000**.
- 15% has an income **over \$100,000**.

MILLENNIALS

- Millennials are the top group for apparel spending and outlet shopping nationally.
- Millennials have **\$600 billion purchasing power** in the U.S., accounting for nearly 1/3 of U.S. retail sales.
- Gainesville has 48% more Millennials—including both students and young professionals—than the U.S. average.
- Millennials have higher discretionary spending for apparel.
- Millennials identify location as a top factor that would increase their outlet shopping.

STUDENTS

- Gainesville is home to the University of Florida's (UF) 50,000 students and Santa Fe College's 24,000 students.
- Students from both schools will spend at least \$63 million in Gainesville on apparel this school year.
- **UF students alone spend \$790 million annually** in Gainesville and have a clothing expenditure of \$42 million per year.
- UF provides an \$8 billion annual impact on the Florida economy, with \$290 million on Gainesville alone.
- **UF visitors spend \$233 million annually** in Gainesville.
- UF brings in 5 million annual visitors.
- Gainesville's demographics compare favorably to Savannah, GA and Asheville, NC, two similar mid-sized college towns where outlets are very successful.



OUTLET MALLS & PROXIMITY

- St. Augustine Premium Outlets
80 MILES
- St. Augustine Outlets
81 MILES
- Tanger Outlets Daytona Beach
100 MILES
- Orlando Premium Outlets,
International Drive
112 MILES
- Orlando Outlet Marketplace
112 MILES
- Orlando Premium Outlets,
Vineland Avenue
117 MILES
- Tampa Premium Outlets
117 MILES

FILLING A GAP IN THE FLORIDA OUTLET MARKET

- Gainesville serves **1.7M commuters and shoppers** from 11 surrounding counties.
- North Central Florida experiences “retail leakage” where shoppers must travel significantly outside their neighborhoods to reach favorite retailers.
- Gainesville offers a substantial opportunity for retailers to fulfill a local need.
- Retail leakage is heavily concentrated in Gainesville’s affluent, growing area west of I-75, located within easy reach of Celebration Pointe.
- Celebration Pointe satisfies all retail leakage within Gainesville’s 60-mile radius, drawing traffic from shoppers who would otherwise visit outlets and Bass Pro Shops in Orlando, Jacksonville and Tampa.
- Celebration Pointe is located in an area of Gainesville that:
 - is critically underserved by outlet retail
 - has the highest population growth
 - has the highest household spending and income in Gainesville
 - **sees 114,000 cars a day**

STRONG START FOR BASS PRO SHOPS

- **Record setting** opening weekend with over 23,000 vehicles and 50,000 people in first four days.
- North Central Florida's first Bass Pro Shops Sportsman's Center.
- High visibility along I-75.
- New bridge constructed over I-75 offers easy access.
- **82,000 SF** of outdoor recreation gear.



NOW OPEN



BE A PART OF CELEBRATION POINTE



**AVISON
YOUNG**

844-619-8400



FRONTSTREET

COMMERCIAL REAL ESTATE GROUP

352-505-4609

TORG

The Outlet Resource Group

312-292-9585

RETAIL. RESTAURANT. OFFICE. LODGING. RESIDENTIAL.

**FOR LEASING OPPORTUNITIES
VISIT US AT** celebrationpointe.com



CELEBRATION POINTE

REVISED 8-3-17