



CELEBRATION
POINTE

NOW OPEN



TOMMY HILFIGER



GAINESVILLE, FL



THE CELEBRATION
HAS JUST BEGUN!



AN OPPORTUNITY WORTH **CELEBRATING**

A WALKABLE COMMUNITY

Forming the center of Celebration Pointe is a pedestrian only main street promenade. Anchored by Bass Pro Shops, Regal Cinemas, Nike Factory Store and Tommy Hilfiger. Celebration Pointe guests can enjoy shopping, dining and relax in the various public areas.

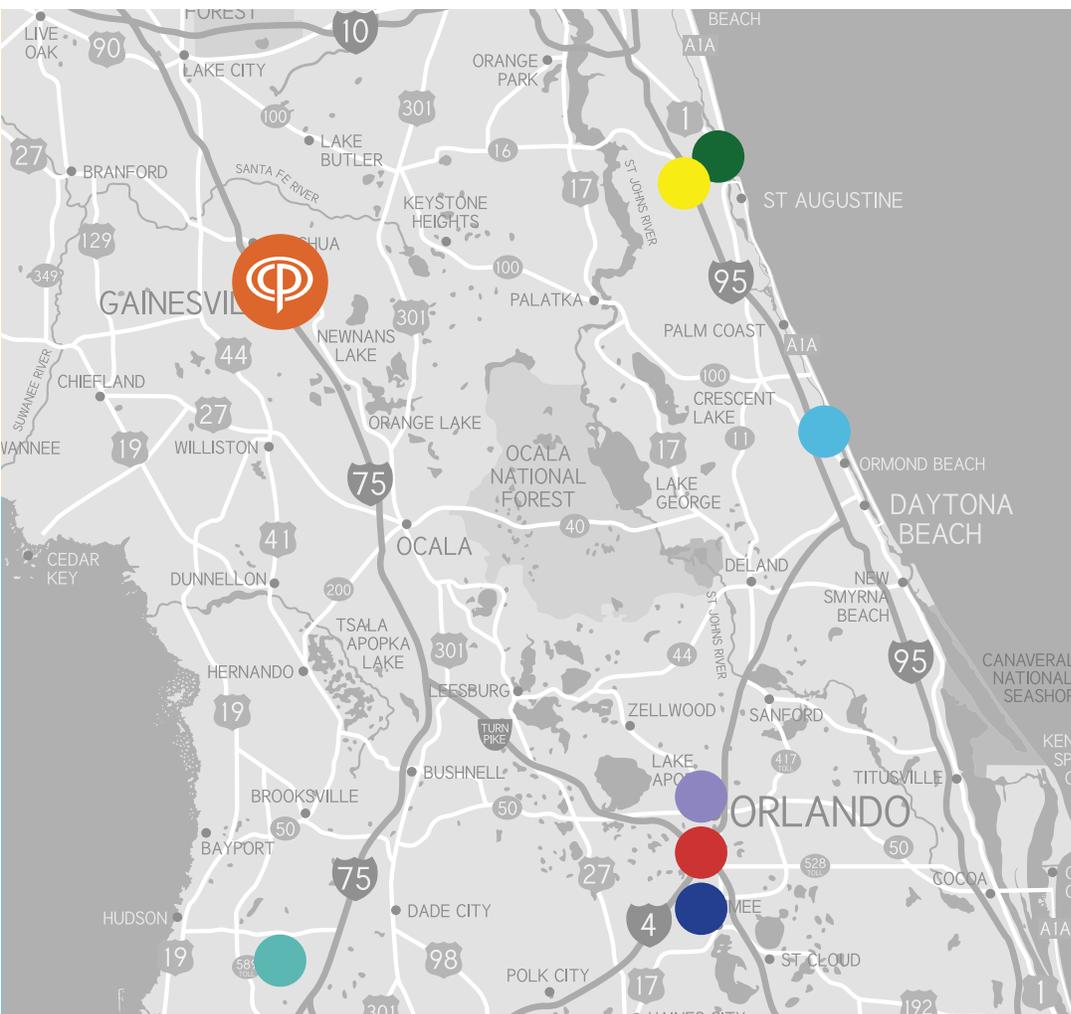
Celebration Pointe is a new kind of mixed-use development located in Gainesville, FL, a city on the rise in the fourth fastest growing state in the nation. Located along a mile of frontage along I-75, Celebration Pointe benefits from prime visibility to locals and visitors. Celebration Pointe is a major attraction to more than 75,000 students that live most of the year in Gainesville, in addition to a growing local population of eager, affluent shoppers. The mixed-use development is poised to become a community staple for the Gator coaches' talk radio shows and events, thanks to an athletic partnership with the University of Florida.

- Size – **1,000,000+ SF** of retail, entertainment, restaurant, Class-A office, hospitality and luxury residential space.
- Total Acreage – **160** 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
 - **65,000 SF** Info Tech, Inc. world headquarters with 300 employees
 - **14,000 SF** Nike Factory Store
 - **8,000 SF** Tommy Hilfiger
- **1,000+ residential** offerings including apartments, urban town homes and single-family residences.
- New multi-modal bridge across I-75 creates a primary access point between east and west Gainesville.
- Development is the **first in North Central Florida** with Gigablast Internet service.
- **70,000 SF** Class-A office building is fully leased with 450 employees.
- Hotel Indigo opening Fall 2018 with **140 rooms and meeting space.**
- HōM Hotel and Suites with **114 rooms and meeting space.**



FILLING A GAP IN THE FLORIDA RETAIL 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.
- Retail leakage is heavily concentrated in Gainesville’s affluent, growing area west of I-75, located within easy reach of Celebration Pointe.
- Gainesville offers a substantial opportunity for retailers to fulfill a local need.
- Celebration Pointe draws traffic from shoppers who would otherwise leave the Gainesville market to 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 top-level brand retail, has the highest population growth, has the highest household spending and income in Gainesville **and sees 114,000 cars a day on I-75 and Archer Road.**



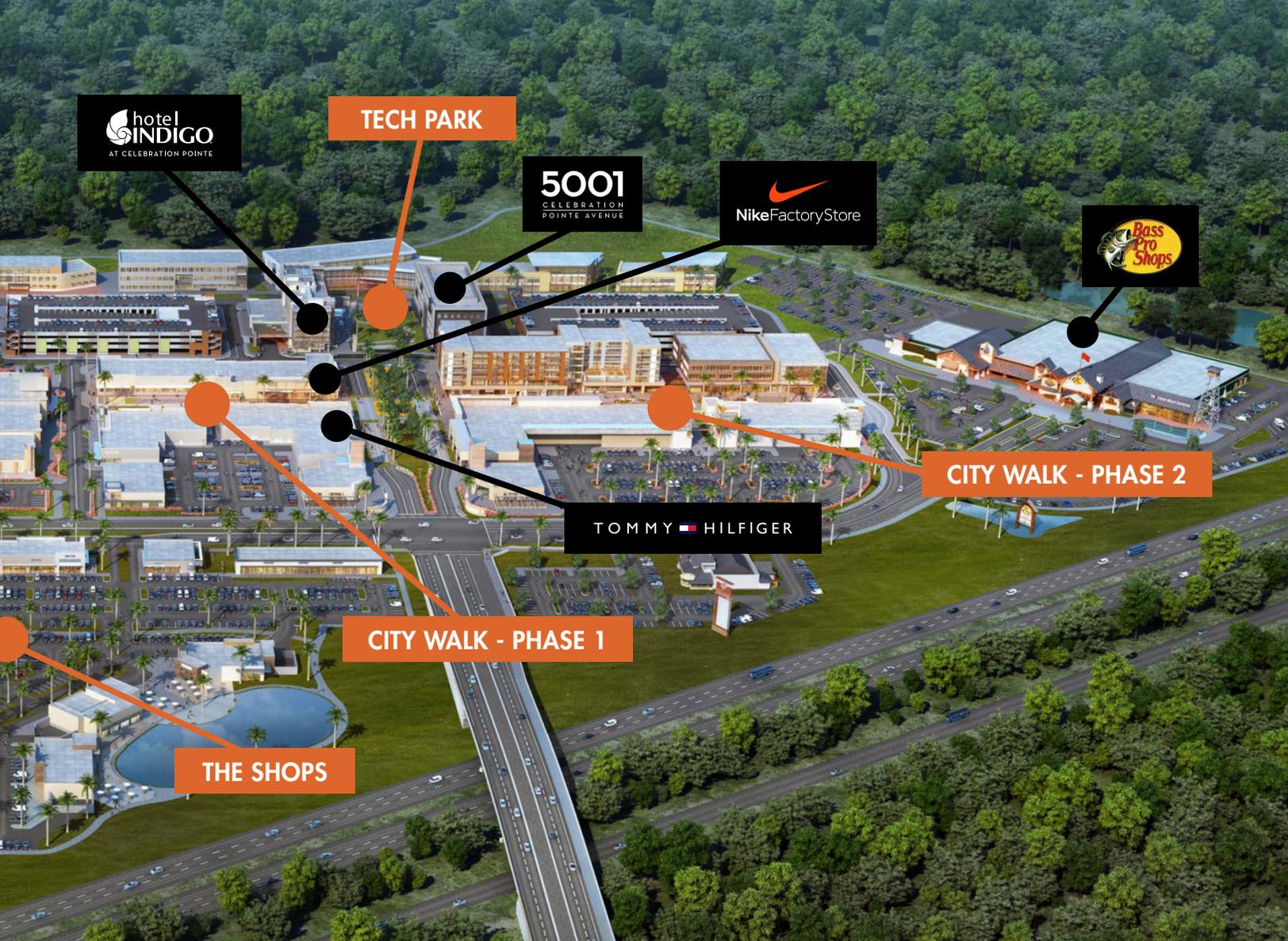
OUTLET MALLS & PROXIMITY

- 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



ABOUT **CELEBRATION POINTE**

Every day should be worth celebrating. That's the driving mantra behind the creation of Celebration Pointe. Comprised of five districts which include one million square feet of dining, entertainment, shopping, Class-A office space, hospitality, luxury apartment homes and townhomes, Celebration Pointe provides the ideal location to relax in the sun, enjoy entertainment, and celebrate the little things in life. As North Central Florida's premier destination to live, shop, work, and play, Celebration Pointe offers a place where the joy of discovery meets the comfort of home. Discover for yourself why Celebration Pointe is the next generation of retail development.



NOW OPEN:



DIFFERENTIATING FACTORS

The 160-acre Celebration Pointe project represents an empowered lifestyle, bolstered by unique shopping, dining, and entertainment experiences, in addition to a distinctive working atmosphere. Situated between Interstate 75 and a 700-acre conservancy area, Celebration Pointe benefits from high levels of accessibility and visibility. Miles of hiking and biking paths in Archer Braid Trail further distinguish this prominent North Florida destination.

CITY WALK MIXED USE

As Celebration Pointe's main street, City Walk is the heart and soul of the project. This beautifully manicured walkway provides a space for events, public gatherings, and quiet relaxation. Lined with popular storefronts and ample dining options, "The Promenade" is the pedestrian-only centerpiece of City Walk. Iconic brands and marquee entertainment anchor this unique element of Celebration Pointe.

TECH PARK

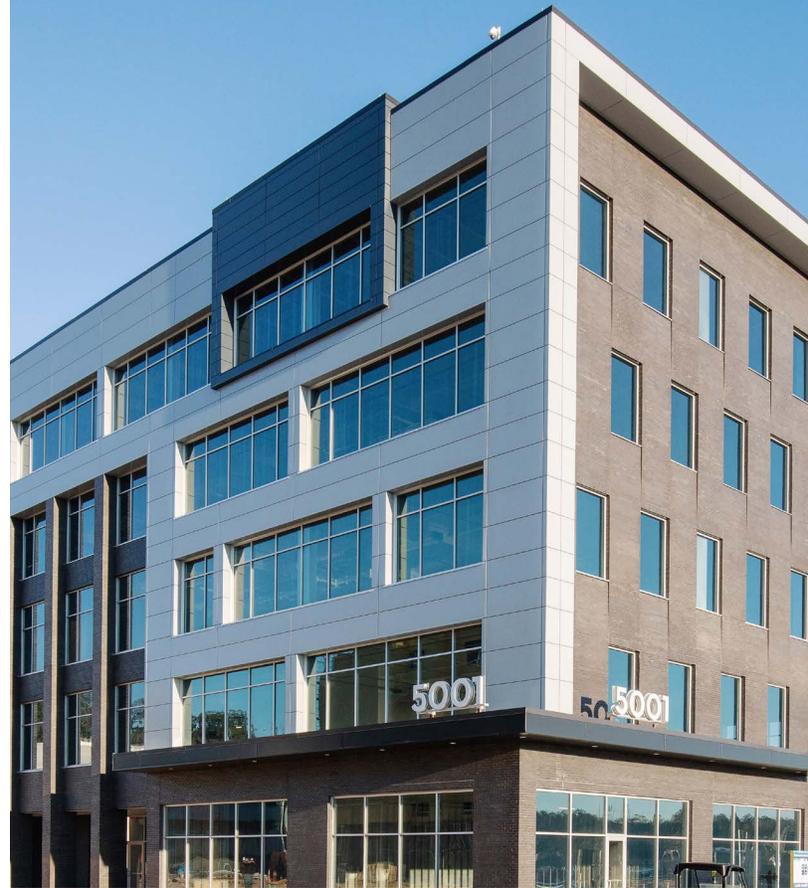
Framed by two Class-A office buildings and a five-story boutique hotel, this landscaped office park is immediately adjacent to City Walk. This combination of corporate space and overnight accommodations define the mixed-use vision of Celebration Pointe.

RESIDENTIAL

As an active community for adults and young families, Celebration Pointe will be home to various residential offerings. City Place at Celebration Pointe will provide one-of-a-kind apartment living, while The Vue will offer highly-appointed luxury townhomes. Every residence will have walkable access to City Walk, furthering the mission to create a town within a town.

TRADITIONAL RETAILING

The Shops and The Commons at Celebration Pointe provide a traditional neighborhood retail component to the project.





GAINESVILLE: A CITY ON THE RISE

- Gainesville has a super-regional trade area population over **1.6 million**.
- 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 and UF Health make Gainesville less susceptible to economic downturns.
- Gainesville has rising number of households that make over **\$150,000 a year**.
- Shoppers within a 30 mile radius of Celebration Pointe spend an average of **\$1,730.03 per household** on apparel & services.
- **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**.



DEMOGRAPHICS

PROFESSIONALS

- 24.5% of the target 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 **\$200 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) **52,992 students** and Santa Fe College's **22,603 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 **\$12.56 billion annual impact** on the Florida economy, with **\$290 million** on Gainesville alone.
- **UF visitors spend \$253 million annually** in Gainesville.
- UF brings in **4.03 million annual visitors**.





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 Gator 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 GATORS REACHING 3.5 MILLION FANS STATEWIDE



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



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POINTE

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ARE YOU READY TO JOIN?

FOR LEASING OPPORTUNITIES:

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