



CELEBRATION  
POINTE

GAINESVILLE, FL



**JOIN THE NEXT  
GENERATION  
IN RETAIL  
DEVELOPMENT**





## 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.

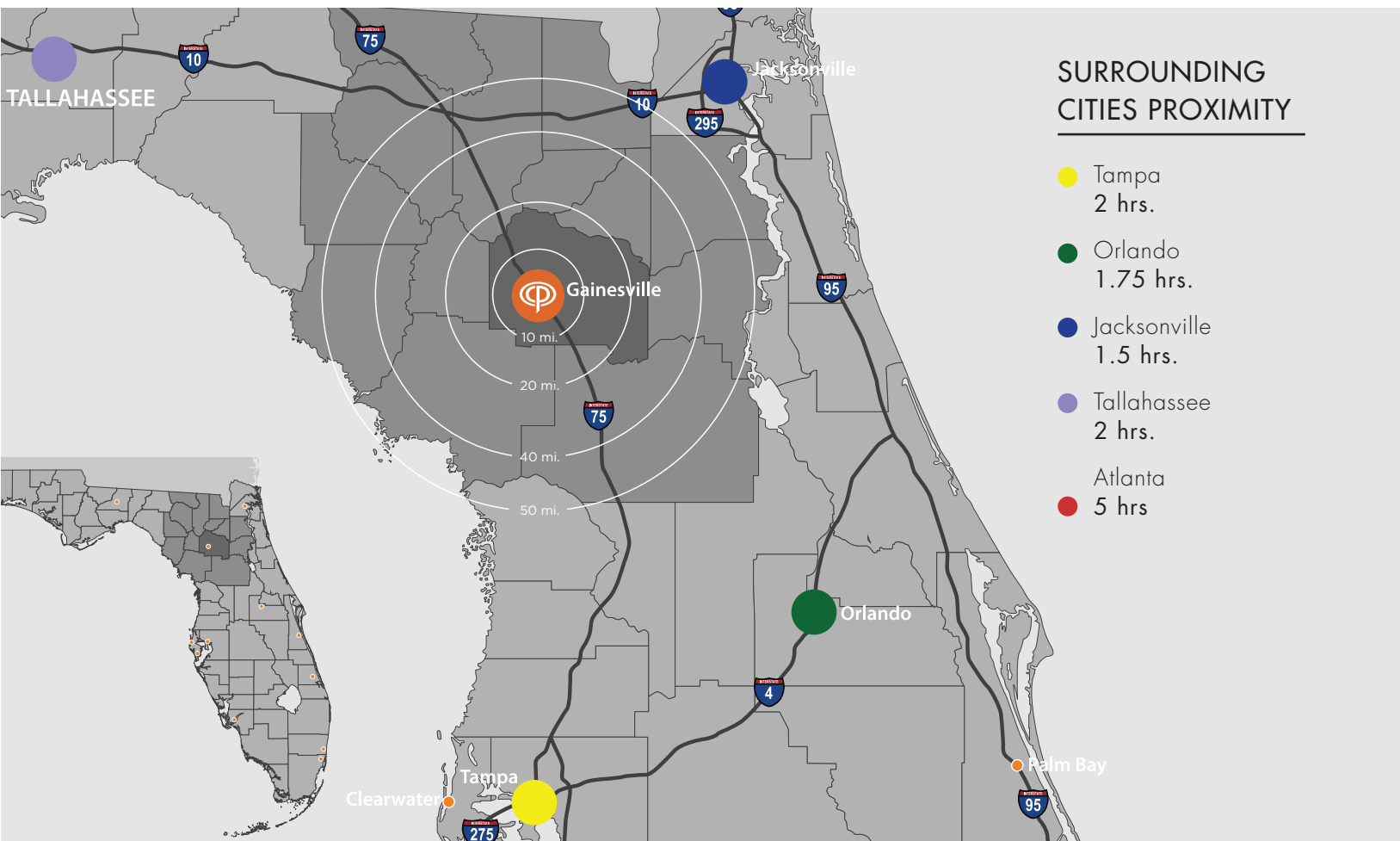
Celebration Pointe is North Central Florida's premier destination to live, shop, work and play. Located in Gainesville, FL along a mile of frontage along I-75, Celebration Pointe benefits from prime visibility to locals and visitors. Celebration Pointe is a major attraction to more than 75,000 students, in addition to a growing local population of affluent shoppers. The mixed-use development has become a community staple for the Gator coaches' talk radio shows and events, thanks to an athletic partnership with the University of Florida. Comprised of over one million square feet, Celebration Pointe provides the ideal location to relax in the sun, enjoy entertainment, and celebrate the little things in life. Discover for yourself why Celebration Pointe is the next generation of retail development.

- Size – **1,000,000+ SF** of retail, entertainment, restaurant, Class-A office, hospitality and luxury residential space.
- Total Acreage – **160 developable acres.**
- 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.
- Retail & Entertainment:
  - **200,000 SF** of retail space
  - **82,000 SF** Bass Pro Shops
  - **10-screen** state-of-the-art luxury Regal Cinemas theatre - best and newest in the market
  - **14,000 SF** Nike Factory Store
  - **8,000 SF** Tommy Hilfiger
  - **35,000 SF** retail in The Shops
  - **Regional Sports Complex** with the only indoor track facility in the state of Florida opening in 2022. 752k expected annual visitors.
- Restaurants:
  - **19,000 SF** Dave and Buster's new concept
  - **55,000 SF** in The Commons with Starbucks, Texas Roadhouse and Wawa
  - **35,000 SF** in the Promenade with MidiCi Neapolitan Pizza, The Keys Grill & Piano Bar, Spurrier's Restaurant, Prime & Pearl Restaurant, and more.
- Luxury Residential & Hospitality:
  - **1,000+ residential** offerings including City Place luxury apartments, The Vibe pet-friendly apartments, The VUE urban townhomes, and single-family homes.
  - Hotel Indigo with **140 rooms and meeting space.**
  - hom hotel + suites with **114 rooms and meeting space.**
  - Senior Living Facility **with 168 rooms and amenities.**
- Office:
  - **65,000 SF** Infotech, Inc. world headquarters with 300 employees.
  - **70,000 SF** Class-A office building is fully leased with 600 employees, including SharpSpring, Inc. world headquarters with 400 employees.



# 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, and the highest household spending and income in Gainesville **and sees 130,000 cars a day on I-75 and Archer Road.**
- Retail and entertainment has been moving south from Newberry Road, a trend that is continuing







TOMMY HILFIGER

  
NikeFactoryStore



 Palmetto Moon



 REGAL





Spurrier's  
GRIDIRON GRILLE

MILLER'S  
ALE HOUSE

INTERNATIONAL  
DIAMOND CENTER

Wawa

TEXAS  
ROADHOUSE





# DIFFERENTIATING FACTORS

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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 conservation 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.

## THE PROMENADE MIXED USE

As Celebration Pointe's main street, The Promenade 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 a pedestrian-only centerpiece with iconic brands and marquee entertainment anchoring 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 The Promenade. 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 is home to various residential offerings. City Place at Celebration Pointe provides one-of-a-kind upscale apartment living, while The VUE offers highly-appointed luxury townhomes. Every residence will have walkable access to The Promenade, furthering the mission to create a town within a town.

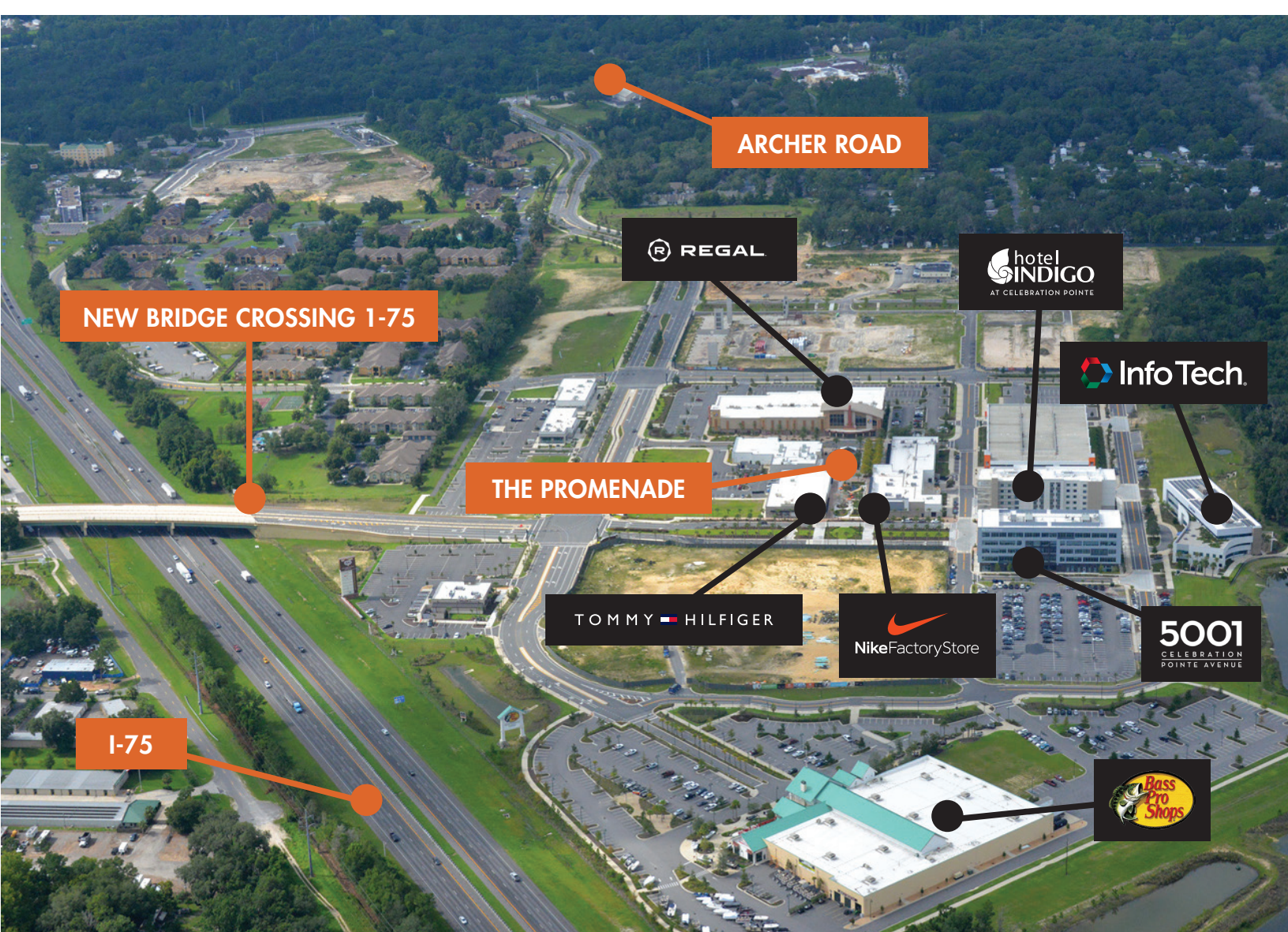
## TRADITIONAL RETAILING

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

## REGIONAL SPORTS COMPLEX

Opening in 2022 and boasting the state's only indoor track facility, this complex expects to see 752k visitors annually. The addition of the sports complex to Celebration Pointe will further solidify its position as a true mixed-use development representing a live, work, play community.









## GAINESVILLE: A CITY ON THE RISE

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- 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 a 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 per household** on apparel and 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

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- 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**.
- 21% has an income **over \$100,000**.

## MILLENNIALS

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- 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

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- Gainesville is home to more than **56,000 University of Florida students** and more than **22,000 students attending Santa Fe College**.
- 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**.



# SUCCESSFUL SPORTS TOURISM - COMING 2022

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Celebration Pointe has all critical factors for sports tourism success: Proximity and Access, Hospitality Amenities, Reputation with Experience, and as of 2022, a Sports Tourism Venue. The regional sports complex will offer the only indoor track facility in the state and expects to see 750,000 visitors annually.

## SPORTS TOURISM VENUE

Meets market demand for NCAA rated, Class A indoor sports facilities.

## PROXIMITY & ACCESS

There are five large markets (with a population of more than 500,000 people each) within a 2.5-hour drive of Celebration Pointe. An additional six large markets are within a 5-hour drive (overnight trip), with a total population within a 5-hour drive of Gainesville of nearly 15 million people.

## HOSPITALITY AMENITIES

There are **19 hotels within a 5-minute drive** time of Celebration Pointe.

## REPUTATION & EXPERIENCE

RADDSports and the Gainesville Sports Commission have great reputations for sports facility administration and regional and national event organizers. In addition to hosting indoor track and field events, the Sports Event Center will host events such as cheerleading, mat sports, basketball, and volleyball. It will also be an ideal venue for trade shows, conventions, and concerts. This facility will be competitive with sports tourism operations as far away as Alabama, Georgia, and South Carolina.

The Complex is ideally placed inside the Celebration Pointe, a retail and commercial destination to the immediate west of Gainesville Florida along I-75. At completion, this facility is estimated to generate **\$77 Million per year in total economic impact.**









## 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 drives 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 and women's basketball, women's gymnastics, baseball and softball.



**1,000,000 impressions** on FloridaGators.com





# THE CELEBRATION CONTINUES

Are you ready to join?

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