

Pointe orlando

POINTE ORLANDO

- ▶ An open-air shopping, dining and entertainment destination well positioned to capture the visitor, conventioner and local resident.
- ▶ Home to the country's highest-performing restaurants with sales exceeding **\$1,000 per sf**
- ▶ High-volume entertainment venues, including Blue Martini, Taverna Opa and Regal Cinemas

THE MARKET

- ▶ Located in Orlando, Florida, just minutes from Walt Disney World, Universal Studios and SeaWorld.
- ▶ Pointe Orlando stands on the front line of the primary tourism corridor of International Drive surrounded by **52,463 hotel rooms**.
- ▶ The only entertainment center within walking distance of the second largest convention center in the country.

DEMOGRAPHICS

- ▶ Dense residential population of 614,000 and a daytime population of 913,000 within a 20-minute drive time.
- ▶ **75 million** people visited Orlando, the most visited U.S. city, in 2019.
- ▶ **2.1 million** people visit the adjacent Orange County Convention Center annually.



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REDEVELOPMENT UNDER WAY

\$30M Upgrade to Pointe Orlando

- ▶ The Link - new 100' passageway
- ▶ New escalators, spacious gathering space
- ▶ Upgraded valet areas and new signage

I-DRIVE DEVELOPMENTS

37 Completed Projects by 2021

- ▶ 11 new Hotel/Resort projects adding 3,577 rooms
- ▶ 8 Entertainment projects including Universal's Epic Universe
- ▶ 7 Mixed Use/Retail developments

ORLANDO - THE KING OF TOURISM

Orlando is still the top tourism destination in the country

- ▶ A new record of 75 Million visitors in 2019
- ▶ \$31 Billion in annual spending
- ▶ #1 in job growth 4 years in a row, 463,000 tourism related jobs
- ▶ Massive theme park projects under construction by Disney, Universal, SeaWorld & Busch Gardens



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MERCHANDISING PLAN FIRST FLOOR

LEVEL ONE LEASE PLAN
THE POINTE | ORLANDO, FLORIDA

BRIXMOR
Property Group

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- Existing
- National Entertainment User
- Proposed
- 2nd Generation Restaurant



*THIS PLAN IS SIMPLY A MERCHANDISING PLAN FOR THE DEVELOPMENT OF THE POINTE ORLANDO. THE TENANTS LISTED DO NOT IMPLY SIGNED LEASES.

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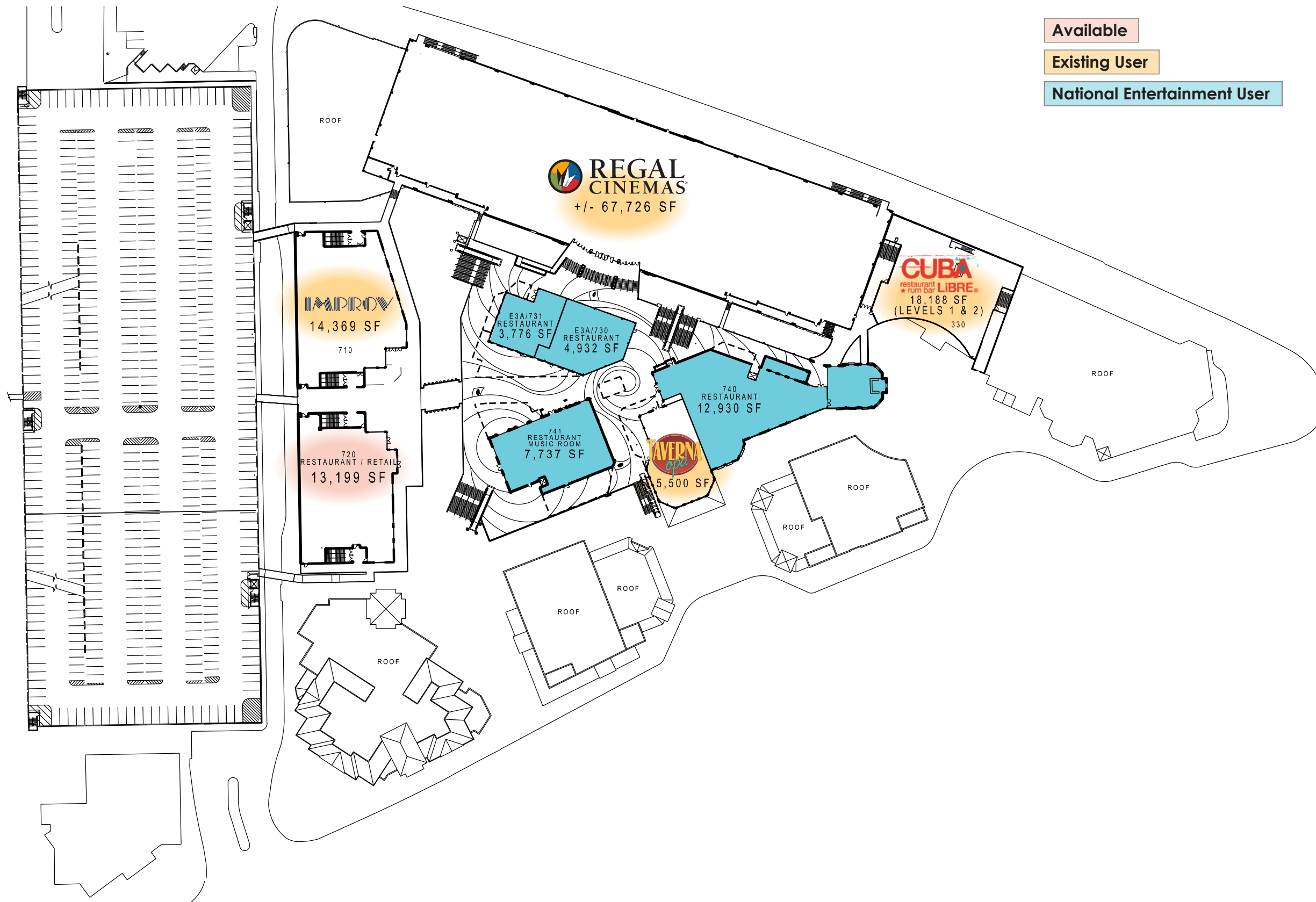
MERCHANDISING PLAN

SECOND FLOOR

Available

Existing User

National Entertainment User



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