



Patriot PLACE

Patriot Place is an open-air lifestyle center featuring shopping, dining, and entertainment around **Gillette Stadium**, the **home of the New England Patriots** and New England Revolution, in Foxborough, MA.

The property consists of over **1,400,000 SF** of retail, entertainment, restaurants, medical, and office space hosting over **10 million** annual visits (Placer.ai).

There is something for everyone at Patriot Place... a once in a lifetime experience, every day!



BLACKLINE
RETAIL GROUP





FACTS & FIGURES

Annual Visits (Placer.ai)	10.1 Million	
Average Daily Traffic	35,000 VPD	
Total GLA	1.4 Million SF	
Retail Space	2000 Employees	800,000 SF
Office Space	250 Employees	175,000 SF
Hotels	200 Employees	200,000 SF
Health Centers	3000 Patients 500 Employees	246,000 SF
Gillette Stadium	2500 Event Staff	68,000 Seats
Conference Center	250 Employees	300,000 SF
Patriots Hall of Fame	40,000 SF	
Phoenix Theaters	14 Screens	



↳ THE NORTH MARKETPLACE IS ANCHORED BY PHOENIX THEATERS, SPLITSVILLE LUXURY LANES, 12+ FULL SERVICE SIT-DOWN RESTAURANTS, TWO HOTELS, AND MUCH MORE.



PLACER SHOPPING CENTER RANKINGS

1	Patriot Place	10,073,209
2	South Shore Plaza	9,577,109
3	Natick Mall	9,448,985
4	Northshore Mall	9,171,903
5	Burlington Mall	8,768,443
6	Prudential Center	8,337,108
7	South Bay Center	7,979,544
8	Liberty Tree Mall	7,673,449
9	Holyoke Mall	7,485,127
10	The Shoppes at Blackstone Valley	7,358,250
11	Legacy Place	6,959,741
12	Gateway Center	6,638,825
13	MarketStreet Lynnfield	6,313,945
14	Shoppers World	6,251,630
15	Dartmouth Mall	5,632,463
16	Assembly Row	5,524,667
17	Shops at Fenway Park	5,467,265
18	Derby Street Shops	5,425,535
19	SouthCoast Marketplace	5,347,307
20	University Station	5,273,649

Placer.ai: Visits, January 1, 2023 - December 31, 2023



↳ THE SOUTH MARKETPLACE IS ANCHORED BY TRADER JOE'S (PLACER.AI RANKS AS #1 IN MA), BASS PRO SHOPS, RH OUTLET, ELEVENO PICKLEBALL AND HOBBY LOBBY.

THE AREA

Patriot Place is uniquely positioned on **Route 1**, halfway between Boston and Providence and surrounded by several affluent communities boasting **average incomes of \$150,000+**.

DEMOGRAPHICS



POPULATION

5 Miles	71,952
10 Miles	356,916
15 Miles	1,042,546



DAYTIME POP

5 Miles	70,906
10 Miles	339,274
15 Miles	997,072



AVERAGE HH I

5 Miles	\$177,464
10 Miles	\$170,908
15 Miles	\$149,442

TRAFFIC

35,000 VPD

AVERAGE DAILY TRAFFIC (Route 1)

In addition, MBTA and MassDOT offer daily commuter rail service from Patriot Place to Boston's South Station.



ONE OF A KIND ANCHORS



GILLETTE STADIUM

Gillette Stadium hosts 40+ major events each year:

Patriots Games (9+)	68,000 Attendees
Major Concerts (10-15)	68,000 Attendees
Revolution Games (15-20)	25,000 Average Attendees
Other Events (5)	35,000 Attendees

Gillette Stadium is home to the 3rd largest convention center in Massachusetts. The Stadium hosts over one hundred events per year including the AAA Travel Show, corporate events, graduations, major fundraisers and more.



HEALTHCARE CENTERS



Mass General Brigham
Healthcare Center

203,000 SF



Dana-Farber
Cancer Institute

34,000 SF



MassGeneral for Children

11,000 SF



HOTELS



Hilton Garden Inn

136 Rooms



RENAISSANCE
BOSTON PATRIOT PLACE HOTEL

156 Rooms





JOIN THESE TENANTS NOW OPEN





EASTER BUNNY



MAD SCIENCE



HOLIDAY GIVING TREE LIGHTING



CRUMBL OPENING

PATRIOT PLACE EVENTS

Patriot Place hosts hundreds of family-friendly events, games, activities, and concerts throughout the year. Every week there are several events planned and executed throughout the complex including:

- Patriot Place Cornhole Tournament
- Cruise Night at Patriot Place
- Farm Animal Visits
- Finish at the 50 5K|10K Run and Celebration
- Fall Harvest Celebration
- Irish Festival
- Schools Out for Summer Celebration
- Sounds of Summer
- Storytime
- Summer Flicks
- Patriots Training Camp Presented by Optum
- Oktoberfest
- Holiday Giving Tree Lighting
- Trick-or-Treating SPOOKtacular
- Winter Skate
- Yappy Hour

ABOVE & BEYOND

Patriot Place tenants are supported by an in-house marketing team. As a partner at Patriot Place you will receive guidance and assistance with marketing, advertising, promotions and activations. The team stays up to date on the latest marketing insights and trends and works as an extension of your efforts.

The Patriot Place marketing team assists with marketing and advertising strategies including but not limited to:

- Grand Opening Events
- Social Media
- Email Marketing Campaigns
- Traditional Advertising Channels
- Public Relations
- Influencer Partnerships
- Community Outreach



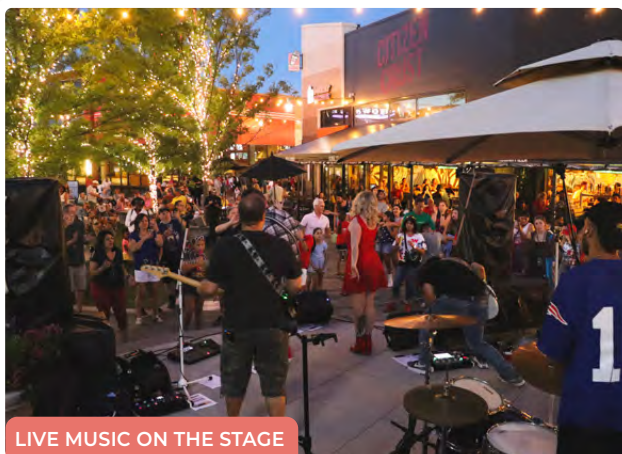
WINTER SKATE



PATRIOT PLACE PICKLEBALL CLASSIC



JULY 6 FIREWORKS SPECTACULAR



LIVE MUSIC ON THE STAGE



IRISH FESTIVAL



MASS CRUISERS







SEE YOU AT PATRIOT PLACE!

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FOR LEASING INFORMATION



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