



Apartments By Marriott Bonvoy



6770 Turkey Lake Rd, Orlando, FL 32819

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This confidential offering memorandum, information provided in the Offering Materials, the “Offering Materials”) are intended solely for the limited use by a potential purchaser (“Potential Purchaser”) OR Investor in considering whether to purchase or develop (the “Property”) located in Orlando, Florida. The Property is owned by The Developer (the “Owner”). For purposes of these conditions of offering (the “Conditions of Offering”), Brokers Real Estate Group, Inc “BREG”) is an agent of the Owner or will become and agent of the owner .

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THE OFFERING MATERIALS SHALL NOT BE DEEMED TO REPRESENT THE STATE OF AFFAIRS OF THE SALE OPPORTUNITY OR THE PROPERTY, OR CONSTITUTE AN INDICATION THAT THERE HAS BEEN NO CHANGE IN THE BUSINESS OR AFFAIRS OF THE SALE OPPORTUNITY OR THE PROPERTY SINCE THE DATE OF PREPARATION OF THIS INFORMATION.

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Furthermore, the inclusion or exclusion of information relating to any other hazardous, toxic or dangerous item, waste or substance (hereinafter collectively referred to as “Waste”) relating to the Property shall in no way be construed as creating any warranties or representations, expressed or implied, by the Owner or its agents as to the existence or nonexistence of Waste of any kind or nature in, under, or on the Property, or to create legal and/or economic obligations upon the Owner, lessee, and/or other holders of any interest in the Property or a part thereof.

ADVISORY SERVICES

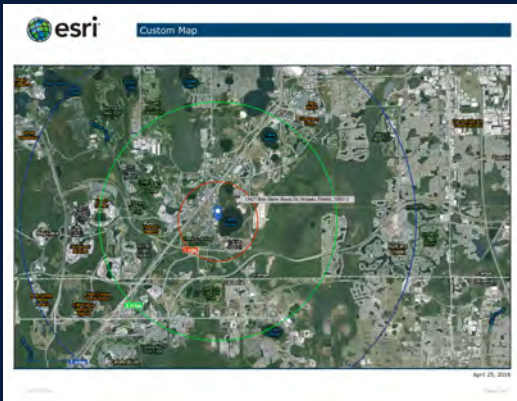
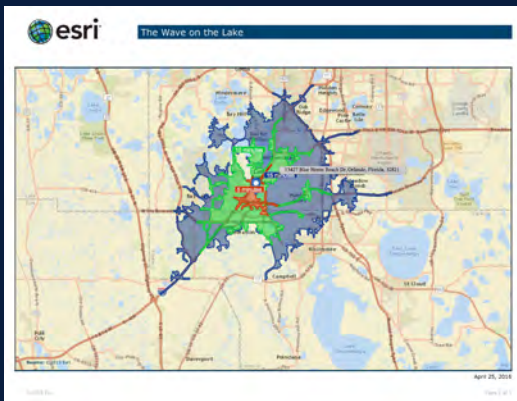
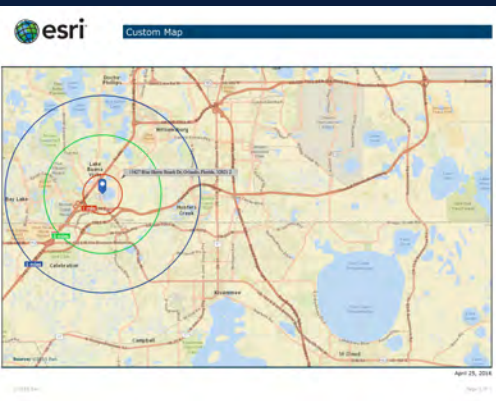
BREG Commercial Advisors provides a comprehensive range of Advisory services for our clients. We build long-term relationships with our clients and advise them throughout the entire life-cycle of their investment: development/acquisition, expansion/renovation, refinance and sale.

REAL TIME MARKET RESEARCH

BREG Commercial Advisors invests heavily in research, analysis, and the latest technological innovations in order to sustain a premier service delivery platform. Such investments equip the firm's professionals with the most current and accurate market information, enabling our clients to make well-informed decisions.

ASSET VALUATION

Because of the large volume of Vacant Land transactions that BREG Commercial is involved in, we have a firm grasp on current market asset valuations. The market is very dynamic and changes rapidly, and there are multiple micro & macro-economic factors that impact asset values. We know about deals that are under contract and not yet public record, so you can be confident that we have the most current real-time market data available in the industry. Whether you are a bank, institutional investor, trustee, private investor, family office, sovereign wealth fund or a private equity firm, why not leverage the power of BREG's real-time market data?



esri Business Summary

2017 Market Summary: 01-01-2017 to 12-31-2017

Market Segment	Volume	Value	Count	Value	Count	Volume	Value	Count	Volume	Value	Count
Ag Land	12	1.5M	12	1.5M	12	12	1.5M	12	12	1.5M	12
Ag Land & Farm	12	1.5M	12	1.5M	12	12	1.5M	12	12	1.5M	12
Commercial	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Industrial	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Office	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Residential	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Specialty	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Transportation	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Utilities	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Government	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Healthcare	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Education	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Manufacturing	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Other	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14
Total	14	1.2M	14	1.2M	14	14	1.2M	14	14	1.2M	14

March 02, 2018

Apartments By Marriott Bonvoy

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Location Overview map

The Project is located in Orange County, Orlando, Florida, in the Dr. Phillips area of the city. Its location is its primary competitive advantage, being adjacent to the Universal Studios theme parks, and neighboring Walt Disney Parks and Resorts as well as other world-renowned convention center facilities and tourism infrastructure. The site for development is 18 miles west from Orlando International Airport, from where more than 75 million passengers are serviced yearly (the busiest airport in the state of Florida).

The Property is located across the street from Universal Studios Volcano Bay and Cabana Bay Resort and half a mile away from the areas Dr Phillips high school,

Property Overview

06

Subject Property Overview

Parameter	Detail
Project Name	TBD
Brand	Apartments by Marriott Bonvoy (AMB)
Brand Tier	Premium / Luxury
Property Type	New-Build Branded Apartments
Location	Dr. Phillips / Florida Center, Orlando, FL
Corridor	International Drive, Orange County
Number of Units	70 Apartments / 128 rooms
Unit Mix	Studios, 1-Bed, 2-Bed, 3-Bed, Penthouses
Estimated Opening	2027/2028
Management Model	Light-Touch (Host + Weekly Housekeeping)
Key Amenities	Welcome Lounge, Pool, Fitness Center, Outdoor Space
F&B Outlets	None (per AMB brand standards)
Meeting Space	None (per AMB brand standards)



Proposed Unit Mix

Unit Type	Count	% Mix	Avg. Size (SF)	Key Features
Studio	10	14%	360	Full kitchen, queen bed, sofa, W/D
One-Bedroom / One-Bath	14	20%	640	Full kitchen, king bed, living area, W/D
Two-Bedroom / Two-Bath	34	49%	920	Full kitchen, 2 baths, living/dining, W/D
Three-Bedroom / Two-Bath	12	17%	1,120	Full kitchen, 2 baths, family room, W/D
Total / Weighted Avg.	70	100%	818	128 Total Bedrooms



Proposed Amenity Program

Amenity	Size (SF)	Description
Welcome Lounge	450	Host desk, seating vignettes, local F&B partnerships (no in-house F&B)
Fitness Center	800	Cardio, free weights, functional training (min 3 SF/bedroom)
Pool & Pool Deck	3,500	Resort-style pool, cabanas, lounge seating, restrooms
Outdoor Social Space	2,000	Fire pits, grilling stations, communal dining, event lawn
Co-Working Lounge	600	Individual work pods, WiFi, print station, coffee bar
Kids' Activity Area	400	Indoor play area, game consoles (family market focus)
Pet Relief Area	200	Fenced pet area, waste stations (pet-friendly property)
Bicycle / Scooter Hub	150	Rental bikes, electric scooters, mobility options



Distance to Major Demand Generators

Demand Generator	Distance	Drive Time	Annual Visitors
Universal Orlando Resort	3.2 miles	8 min	~25M+
Universal's Epic Universe (2025)	4.0 miles	10 min	8–12M (projected)
SeaWorld Orlando	2.5 miles	6 min	~5M
Walt Disney World Resort	8.0 miles	15 min	~58M
Orange County Convention Center	4.5 miles	10 min	1.5M attendees/yr
ICON Park / I-Drive Entertainment	2.0 miles	5 min	~7M
Restaurant Row (Sand Lake Rd)	0.5 miles	2 min	Major dining district
Orlando International Airport (MCO)	18.0 miles	30 min	57.6 M passengers (2025)
Disney Springs	6.5 miles	12 min	Major retail/dining
Orlando Vineland Premium Outlets	5.0 miles	10 min	12M+ shoppers/yr

Source: LGG Analysis; Google Maps; Visit Orlando; Themed Entertainment Association (TEA)



The following items have been approved

Detail	
AMB (Apartments by Marriott Bonvoy) Franchise Agreement with 20-year term sheet	
C-PACE: Pace Equity financing available with term sheet in place (Direct Construction Cost: \$12,805,000)	
Architectural plans	
Civil engineering plans	
MEP plans	
Fire protection plans	
Landscaping plans	
Low-voltage plans	
Please note that the construction plans required a minor revision and were resubmitted for approval. The latest review comments were received this week, and final approval is expected within the next 30–45 days.	

*Confidentiality Agreement, which must be signed and returned via email in order for us to release additional documentation.





Theme Parks Map

1

Universal Studios

3

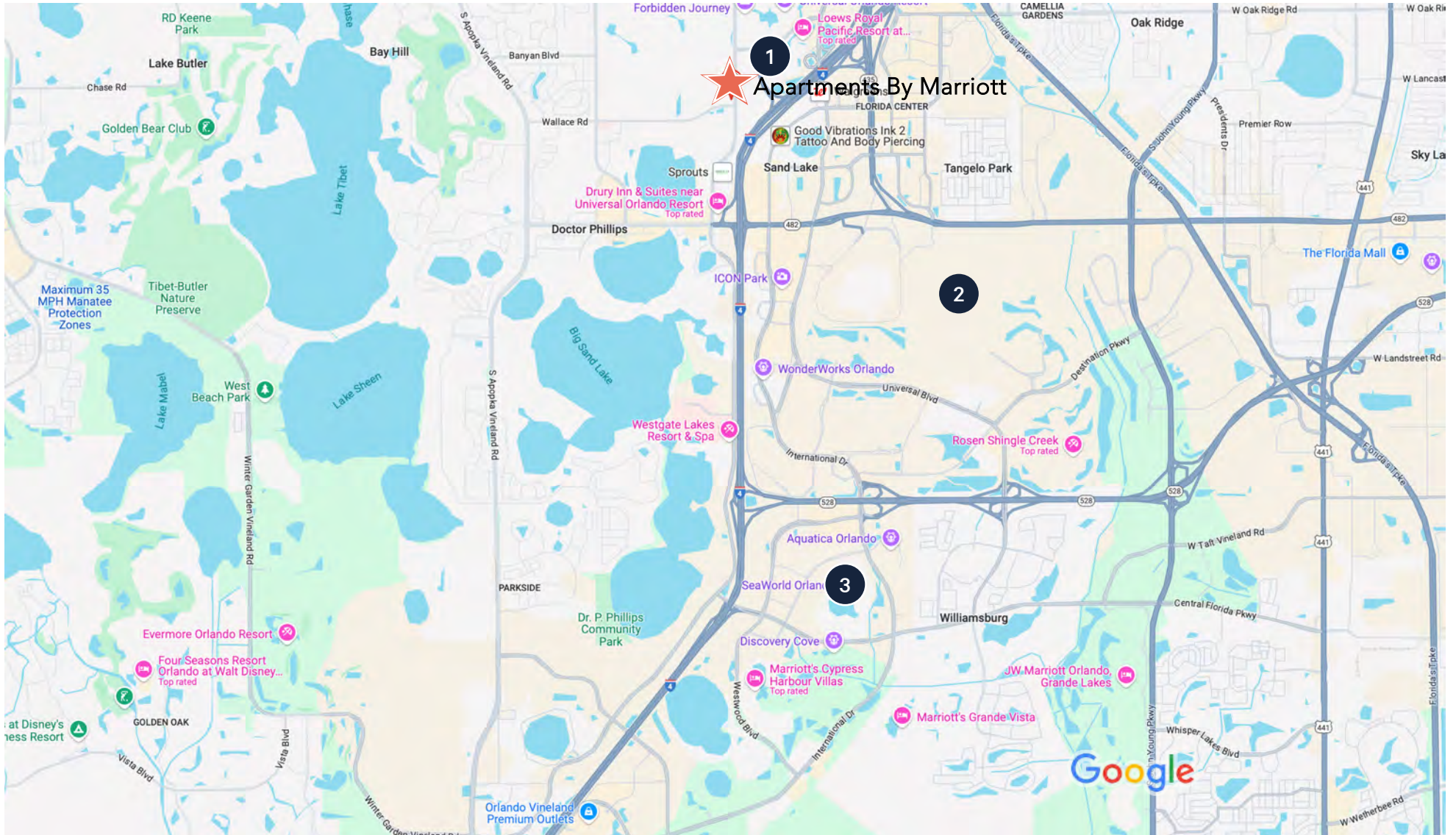
Seaworld

2

Universal Epic Theme Park

4

Walt Disney World



Map data ©2024 Google 2000 ft

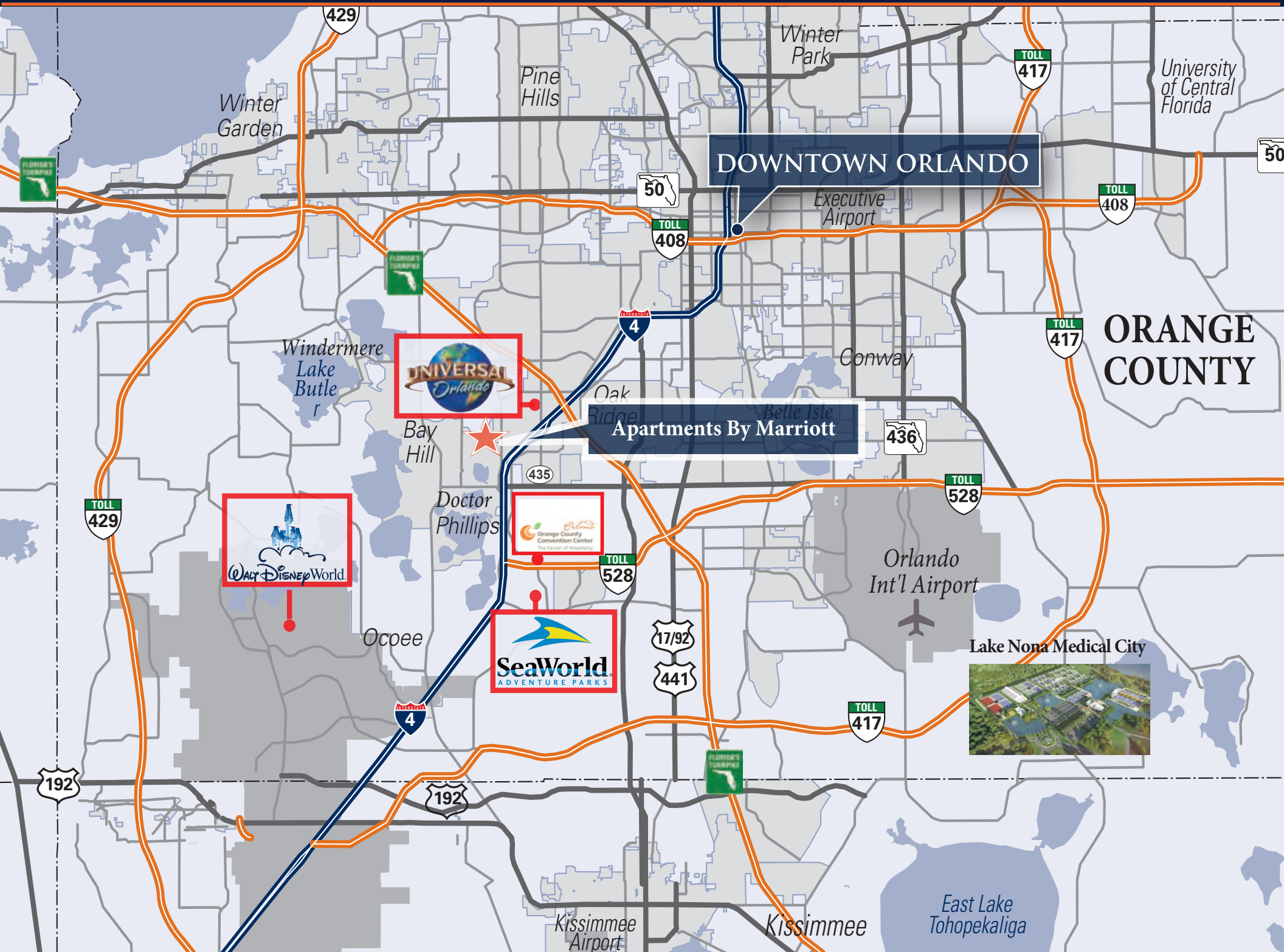


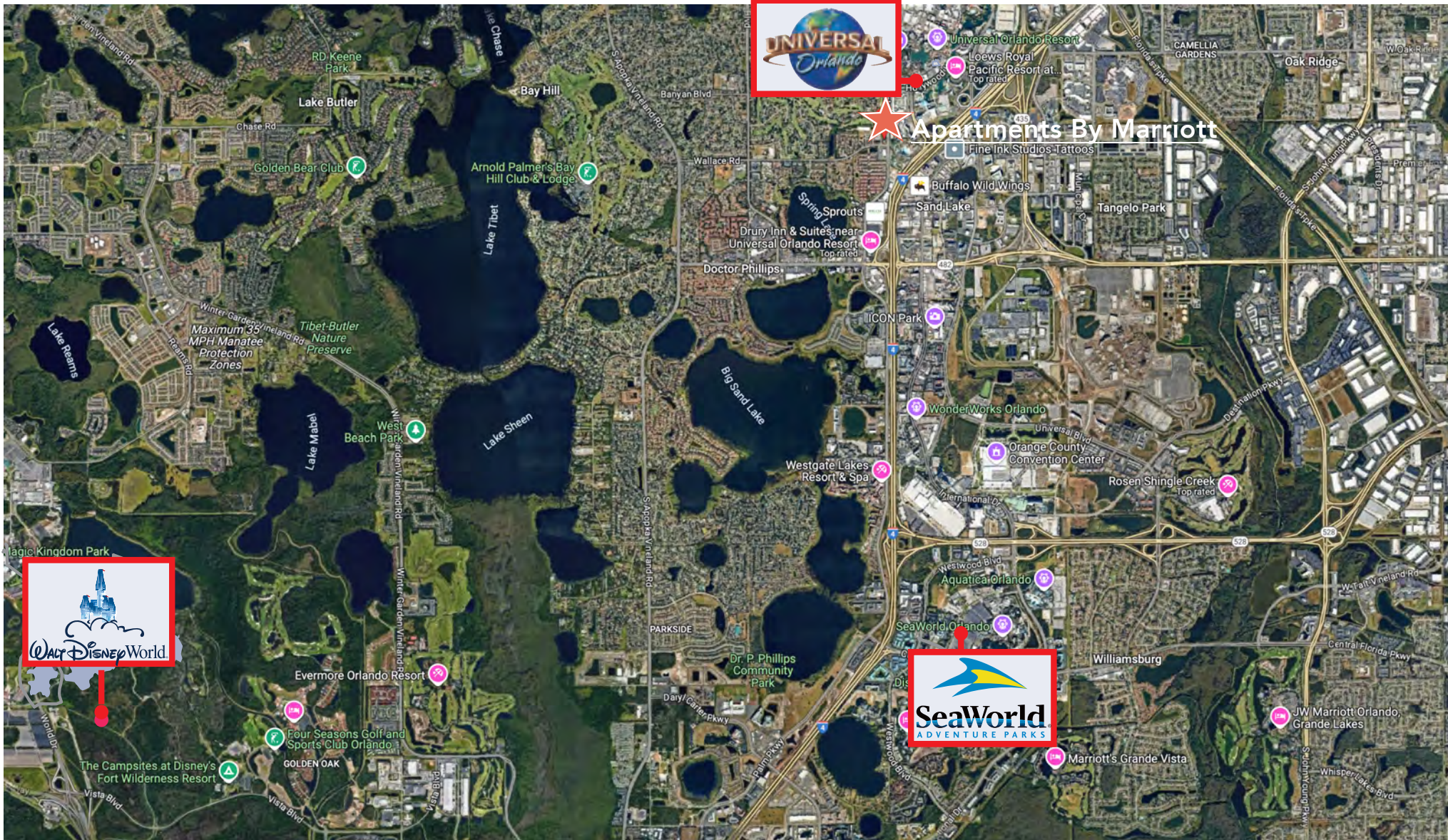
Apartments By Marriott



MARKET Overview

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UCF IS THE 2ND LARGEST UNIVERSITY IN THE U.S. BY ENROLLMENT

The University of Central Florida (UCF) was founded in 1963 and is the nation's second-largest university with over 72,000 students. Located in East Orlando, UCF and its 13 colleges provide 194 bachelor's and master's degrees and 34 doctoral programs. Students come from all 50 states and 152 countries. UCF enrollment is at 72,000 students and employs about 12,000 faculty and staff members. The university impacts more than 112,000 additional jobs and adds \$7.73 billion of value to the economy, according to a 2009–10 study by the Florida Board of Governors. More than 100,000 of its 322,000-plus alumni live in Orlando and the Central Florida region — each of them serving as brand ambassadors, boosting UCF's national and global reputation.

UCF CONTRIBUTES
\$7.0+
BILLION
TO THE LOCAL ECONOMY
ON AN ANNUAL BASIS



Living in America's most popular tourist destination has its perks, but there's a lot more to Orlando than theme parks and thrill rides. From our dynamic downtown to our eclectic neighborhoods and wide-open nature reserves, Orlando offers more reasons to explore than you can imagine. And with 236 days of signature sunshine to enjoy, it's no surprise that so many UCF alumni choose to stay in the region after graduation.

**UCF Knights Football Team
Won the AAC Conference
2017 & 2018**





Orlando MSA Rankings

Orlando ranks **#4** best market in the U.S. for Development Opportunities

-CBRE Research

Orlando's **3.5%** wage growth rate is one of the largest in the nation

-Wall Street Journal/Inc Money Mag

Downtown Orlando ranks **TOP 5** places to live in Florida and Top 20 in the U.S.

-Biz Journals

#4
Stem Job Market
In The State

Orlando ranks **#10** hottest U.S. housing market for 2022

-Zillow

Orlando ranks **#10** among tech markets in the U.S.

-Biz Journals

1,500

Orlando is projected to add more than 1,500 people to the region every week for the next 11 years, eventually reaching a population of 5.2 million people.

42,200

Labor Force Jobs Added Over the Last Year

58,5 Billion

Annual Tourism Spending on a Yearly Basis

ORLANDO MSA OVERVIEW



The Orlando MSA has historically been one of the top real estate investment markets in the United States and is making a rapid and robust recovery from the COVID-19 pandemic. With the State of Florida experiencing 900+ net migrations per day and over \$1.19M of income migration per hour, the Orlando MSA is set to reach heights of growth never experienced before.

#3

**MSA in the Country
for Resident Growth
in 2020**

#4

**MSA in the Country
for Rent Growth
in 2021**

Multifamily housing demand has been positive with 12,630 units absorbed over the past twelve months. Absorption increased by 6,583 units from the previous year's absorption gains of 6,047 units.

Orlando is the 15th largest multifamily market with 272,364 completed units and 155,516 units in development, 25,698 of which have already broken ground

THE
MARKET

Top Employers

COMPANY	EMPLOYEES	
WALT DISNEY	58,478	
UNIVERSAL ORLANDO	21,143	
ADVENTHEALTH	37,000	
PUBLIX	15,511	
ORLANDO AIRPORT	15,783	
ORLANDO HEALTH	19,657	
UCF	12,354	
LOCKHEED MARTIN	10,000	
DARDEN	6,149	
SEAWORLD	6,032	

Major Orlando MSA Employment

Fortune 1000 Companies
Headquartered in Central FL



Major Developments

EA Sports new downtown office opens

Electronic Arts newly constructed office opens at 50% capacity. A \$62 million, 180,000 sq. ft., five-story building in the core of downtown Orlando, **bringing nearly 700 jobs.**



Key Locations

Creative Village is a digital media-focused district in the heart of Downtown Orlando. A **\$2 billion project that transformed 68-acres of land into a dynamic mixed-use Innovation District.**



Downtown Orlando's workforce population is made up of **87,200+ employees**. The Orlando metro gained the **highest number of private sector jobs** among all other metros, **adding 105,900 jobs**. The **labor force** overall **increased by 6.3%** in March 2022 and unemployment rate was at 2.9%.

The three largest employment sectors in Orlando are **Educational Services** (30.3% of jobs), **Public Administration** (22.1% of jobs), and **Professional, Scientific and Technical Services** (15.5% of jobs).

Trade Area Overview

The Tourism Corridor is home to many of Central Florida’s major demand drivers including theme parks, world-class entertainment, dining, shopping, lodging, and convention facilities. Walt Disney World 5.3 miles and SeaWorld Orlando is located less than 3 miles from the Property, and Universal Studios and Islands of Adventure are located less than across the street from the Property. Each of these theme parks is ranked in the top-10 in the United States in annual attendance. The Orange County Convention Center, is the second busiest and second largest convention center in the United States.

Orlando is in top 5 most visited city in the United States with more than 75 million visitors in 2019. Based upon the length of stay of visitors, tourism provides the full-time population equivalent of an additional 500,000 residents, a boost of 23% from the reported demographics. Further, the average household income of domestic 95,476 and international 93,001 tourists is nearly 50% higher than the income demographics of the metro area resident base 62,799. Based on a recent study by the Orlando Visitor and Convention Bureau most tourists specifically allocate time during their theme park vacations to shop and the shopping pattern of tourists is significantly different from traditional consumers. Tourists are very targeted in the goods they are seeking and do not comparison-shop. Many of the shoppers are international tourists and cannot find the quality or brands available in their home country, so they binge shop for themselves and friends back home.

Orlando Overview

ORLANDO - A NATIONALLY ACCLAIMED EMPLOYMENT MARKET

- Over 50,000 jobs added year over year
- #3 fastest growing MSA in the country for job growth (4.1% year over year)
- #2 projected population growth in 2019 (2.9%)
- #1 STEM job growth leader in US (8.0%)

Employment in Orlando has grown by 1.2% ▲ over the past 12 months, while hourly wages have risen by 3.0% ▲ to 31.54 according to the Bureau of Labor Statistics

Orlando has the second-highest number of hotel rooms with 144,125 and the second-largest convention center in the United States with 2,100,000 sq ft & over 7,000,000 sq ft (650,000 m2) of total convention space.



Trade Show Executive Snapshot: The Top Convention Centers in the U.S. RANKED BY AMOUNT OF PRIME EXHIBIT SPACE, SEPTEMBER 2013

Rank/Convention Center	Prime Exhibit Space
1. McCormick Place (Chicago, IL)	2,600,000 sf
2. Orange County Convention Center (Orlando, FL)	2,100,000 sf
3. Las Vegas Convention Center (Las Vegas, NV)	1,940,631 sf
4. Georgia World Congress Center (Atlanta, GA)	1,400,000 sf
5. Sands Expo & Convention Center/ The Venetian The Palazzo Resort Hotel Casino (Las Vegas, NV)	1,305,052 sf
6.* Kentucky Exposition Center (Louisville, KY)	1,100,000 sf
7.* New Orleans Ernest N. Morial Convention Center (New Orleans, LA)	1,100,000 sf
8. Reliant Park (Houston, TX)	1,056,213 sf
9. International Exposition Center (I-X Center) (Cleveland, OH)	1,050,000 sf
10. Kay Bailey Hutchison Convention Center, formerly Dallas Convention Center (Dallas, TX)	1,018,942 sf
Prime Exhibit Space at Top Ten U.S. Venues	14,670,838 sf
Percent of Total SF of Prime Exhibit Space at All U.S. Venues	26%

*Tied in amount of space



Orlando is projected to add more than 1,500 people to the region every week for the next 11 years, eventually reaching a population of 5.2 million people. Reported by Orlando Economic Partnership 2024

Market & Area Overview





ORLANDO INTERNATIONAL AIRPORT

Work began on a \$3 billion expansion at Orlando International Airport (MCO). The expansion calls for numerous projects such as the construction of an Intermodal Transportation Facility to accommodate commuter rail stations, a South Airport Automated People Mover (APM), and enhancements at the North Terminal Facility. Improvements to the North Terminal Facility will include expanded ticket lobbies and enhanced baggage system. ORLANDO, FL. -

Orlando International Airport (MCO) ended 2025 as the busiest airport in Florida. With all the numbers counted, 57.6 million passengers traveled through Orlando International Airport for the year. This was enough to propel MCO from 9th to 7th busiest airport in the nation.



LAKE NONA

This 7,000-acre master-planned medical and residential development has entitlements for seven million square feet of commercial space, 11,000 homes, and infrastructure. The project boasts medical, research, office and academic institutions, retail centers, entertainment venues, as well as some of the nation's top hospitals and life science companies, making the project a global destination for the healthcare industry. More than \$2.8 billion worth of residential and commercial construction is taking place in the community. By 2026, this project is expected to support 50,000 jobs and have an economic impact of \$9 billion.



World's Top Tourist Destinations

The Area is squarely in the middle of the largest tourism destinations in the world. The front door to Seaworld Orlando is less than 16 miles from the property. Walt Disney World is located less than 6 miles from the property and they are more than 11 theme parks and water parks that are in the surrounding areas. Furthermore the 2.2 million square-foot Orange County convention Center which is the second largest in the United States is located less than 17 miles of the development.



Rail

Orlando's first commuter rail transit system, SunRail is a \$1.65 billion investment that stretches 31 miles from DeBary, the north end of the Orlando region, to south Orange County near the Orlando International Airport MCO. The second phase, which will extend the line further north in Volusia County and south into Osceola County, will include five more stations that cover an additional 30 miles. The Brightline train, a \$2.2 billion investment, which uses the existing Florida East Coast Railway corridor and build new track along State Road 528 between Cocoa and Orlando already has Miami to Orlando route open for service.

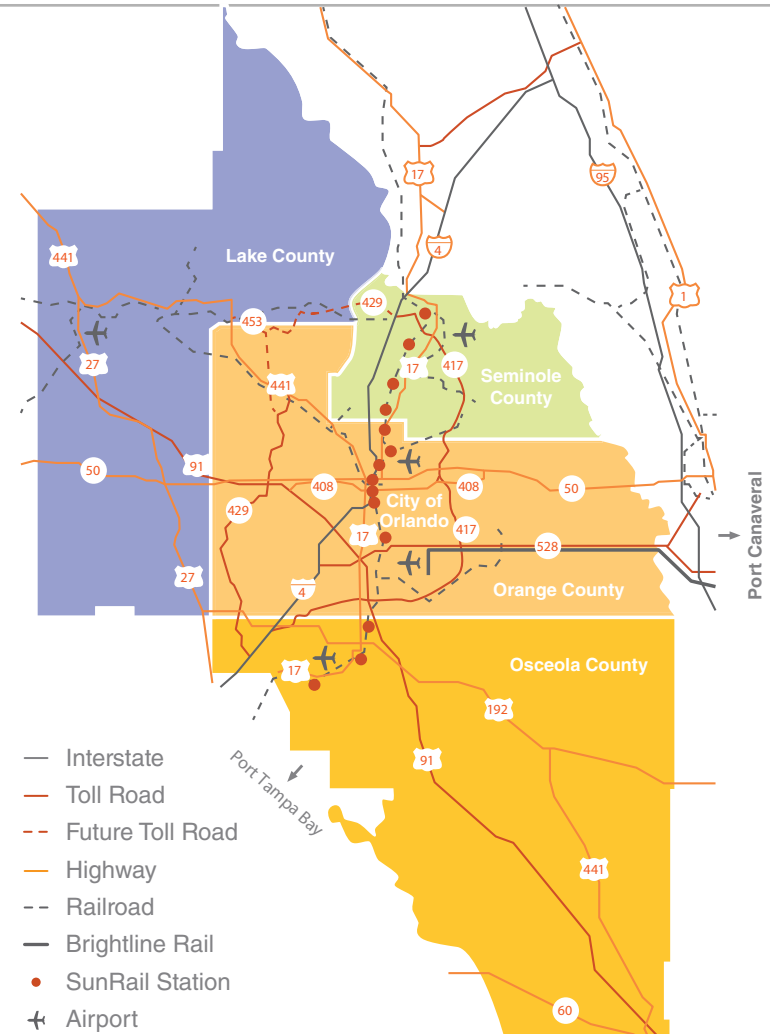


Located in Third Largest Hospitality Market in U.S.

Because of the magnitude of the world-renowned tourism drivers in the immediate area, there are more than 200 resorts and hotels within walking distance or a short drive to the Property. Within the area, there are over 83,500 hotel rooms, which accounts for nearly 70% of the total Orlando hospitality market. Hotel occupancy at 85% and RevPAR are at all-time highs for the Orlando Lake Buena Vista submarket.

Walt Disney World - Orlando, Florida

Walt Disney World covers 27,258 acres, in which it houses 27 themed resort hotels, nine non Disney hotels, four theme parks, two water parks, four golf courses, one nine-hole walking golf course for young golfers, no electric carts allowed, two themed miniature golf courses, one camping resort, a downtown-like shopping district, and other entertainment venues. Since 2014, the resort's four theme parks all ranked in the top 8 on the list of the 25 most visited theme parks in the world.



Retail Market Overview

The property is located in the Tourist Corridor submarket, which is the fourth largest retail submarket in -Orlando, containing approximately 12.2 million s uare feet of space. The Tourist Corridor has experienced TD net absorption of 58,721 s uare feet, the fourth highest positive absorption of any submarket in the Orlando area during that time. The property is located near some of the best retail assets in Orlando. Many of Orlando's top retail projects are located in the submarket, including two of the United States' top 10 most productive retail assets in The Mall

at Millenia and the Orlando Vineland Premium Outlets.

Looking forward, the Tourist Corridor submarket is expected to continue to lead the market in occupancy and rental rate growth. The Tourist Corridor is the only retail submarket in the United States with 4 retail assets producing sales greater than 1,000 PSF: Orlando Vineland Premium Outlets 1,537 PSF, The Mall at Millenia 1,400 PSF, Orlando International Premium Outlets 1,146 PSF, and The Florida Mall 1,102 PSF. Vacancy in the Tourist Corridor fell to 5.3 in 4 2023, Net absorption in the submarket has remained positive for the last two uarters.



THE FLORIDA MALL



THE MALL AT MILLENIA



Premium Outlets

Orlando Vineland Premium Outlets thrives as the nation’s 8th highest sales grossing retail asset on a per square foot basis Fortune Magazine . The outlet mall is located two miles from Walt Disney World and SeaWorld Orlando, and six miles from Universal Studios Islands of Adventure. Built in 2000, the outlet mall has already expanded twice. Owned by Simon Property Group, the outlet mall features 160 outlets including high-end luxury brands such as Armani, Barneys New York, Burberry, Coach, Fendi, Prada, Salvatore Ferragamo, and Tory Burch. The property has generated sales of over 1,500 PSF.

The Lake Buena Vista Factory Stores recently announced plans to add 110,000 square feet of leasable space to bring the center’s total to 348,000 square feet. Existing tenants include Tommy Hilfiger, Calvin Klein, Nike, Gap, Ann Taylor and Guess. Many retailers view Lake Buena Vista as a two-store market and operate successful locations at the Orlando Vineland Premium Outlets and Lake Buena Vista Factory Stores, only 2.5 miles apart.



Lake Buena Vista Factory Stores



Orlando Vineland Premium Outlets