

BAYSIDE MARKETPLACE

MIAMI, FLORIDA



THE MERCHANDISING

- Bayside Marketplace, located on Biscayne Bay, is a two-level, open-air center with over 140 stores, shops and restaurants, including national and regional merchants.
- A selection of our national retailers includes The Disney Store, GUESS, GAP, GapKids, babyGap, Victoria's Secret, Express, Bath & Body Works and Brookstone. Some of Bayside's dining destinations include Hooters, Chili's, Bubba Gump Shrimp Co., Hard Rock Cafe, Lombardi's, The Knife and Mambo's Café, in addition to an air-conditioned Food Court with international flair. Visitors enjoy lively performances from Miami's best local musicians, who take the stage nightly.

THE LOCATION

- Located at the cross streets of Biscayne Boulevard and Port Boulevard in the heart of downtown Miami, Bayside Marketplace features an extraordinary waterfront and city-scape view. Nestled between the American Airlines Arena and Bayfront Park, includes two pavilions, a specialty retail market and the 120-slip Miamarina.

THE MARKET

- Bayside Marketplace is recognized nationally as a must-see destination and is the number one most visited tourist attraction in Miami, with an impressive number five ranking statewide. Bayside is also popular among local residents, who make up 37% of annual traffic at the center.
- Downtown Miami has over 194,000 employees.

THE FUTURE

- Downtown Miami is the new focal point for urban redevelopment, with residential growth, nightlife, a Design District, restaurants and a state-of-the-art Performing Arts Center.
- Bayside presents a viable retail opportunity linked to the growth of Miami's visitor and local markets.

VISITOR MARKET

- Bayside welcomes over 23 million visitors annually, including both local residents and tourists.
- Miami hosts over 19 million international and domestic visitors per year. On average, Bayside is visited by 53% of all overnight visitors to Miami, significantly more than any other shopping destination in the South Florida area. International visitor demographics include Latin America at 63%, Europe at 23% and Canada at 11%. Bayside enjoys over 42% of the domestic visitor market.
- The Port of Miami welcomes over 4.3 million cruise passengers annually, with over \$13 billion of direct and indirect economic impact.*
- Miami International Airport, among the top 30 busiest passenger airports in the world, was ranked 27th, with nearly 39.5 million passengers.*
- Downtown Miami's hotel market accounts for over 7,200 rooms, with the majority of them upscale.

*Provided by Miami Convention and Visitors Bureau.

DOWNTOWN OFFICE WORKERS

- Bayside's downtown location provides access to the region's largest office market, with nearly 16.3 million square feet of rentable area and an occupancy of 91%.

TOP THREE PERFORMING CATEGORIES

- Apparel and accessories
- Women's personal care
- Restaurants

MALL INFORMATION

CROSS STREETS: Biscayne Boulevard and Port Boulevard

MARKET: Miami

DESCRIPTION: Two-level, open-air center with over 140 stores, shops and restaurants, including national and regional merchants.

TOTAL RETAIL SQUARE FOOTAGE: 228,000

PARKING SPACES: Bayside Marketplace has an adjacent covered parking garage totaling 1,300 spaces. Additional metered parking is available on Biscayne Boulevard.

Bayside is within a mile of the Port of Miami, next to Live Nation Amphitheatre, across the street from the American Airlines Arena (home to the NBA's Miami HEAT) and within 2 miles of the new Marlins Stadium. Downtown's major hotels, Convention Center and the Performing Arts Center are within walking distance.

Bayside Marketplace is accessible via the Metromover, which encircles downtown, including Brickell, and the commuter-oriented Metrorail. Bayside is also boater-friendly. Visitors arriving by boat may dock at the Miamarina.

MIAMI-FORT LAUDERDALE, FL (CBSA)

2013 POPULATION 5,761,842

2018 PROJECTED POPULATION 6,092,249

2013 HOUSEHOLDS 2,166,701

2018 PROJECTED HOUSEHOLDS 2,288,989

2013 MEDIAN AGE 40.3

2013 AVERAGE HOUSEHOLD INCOME \$64,767

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$62,802

DAYTIME EMPLOYMENT

1 - MILE RADIUS 75,828

2 - MILE RADIUS 134,515

Source: Nielsen

