Greece Ridge

ROCHESTER NEW YORK

WILMORITE

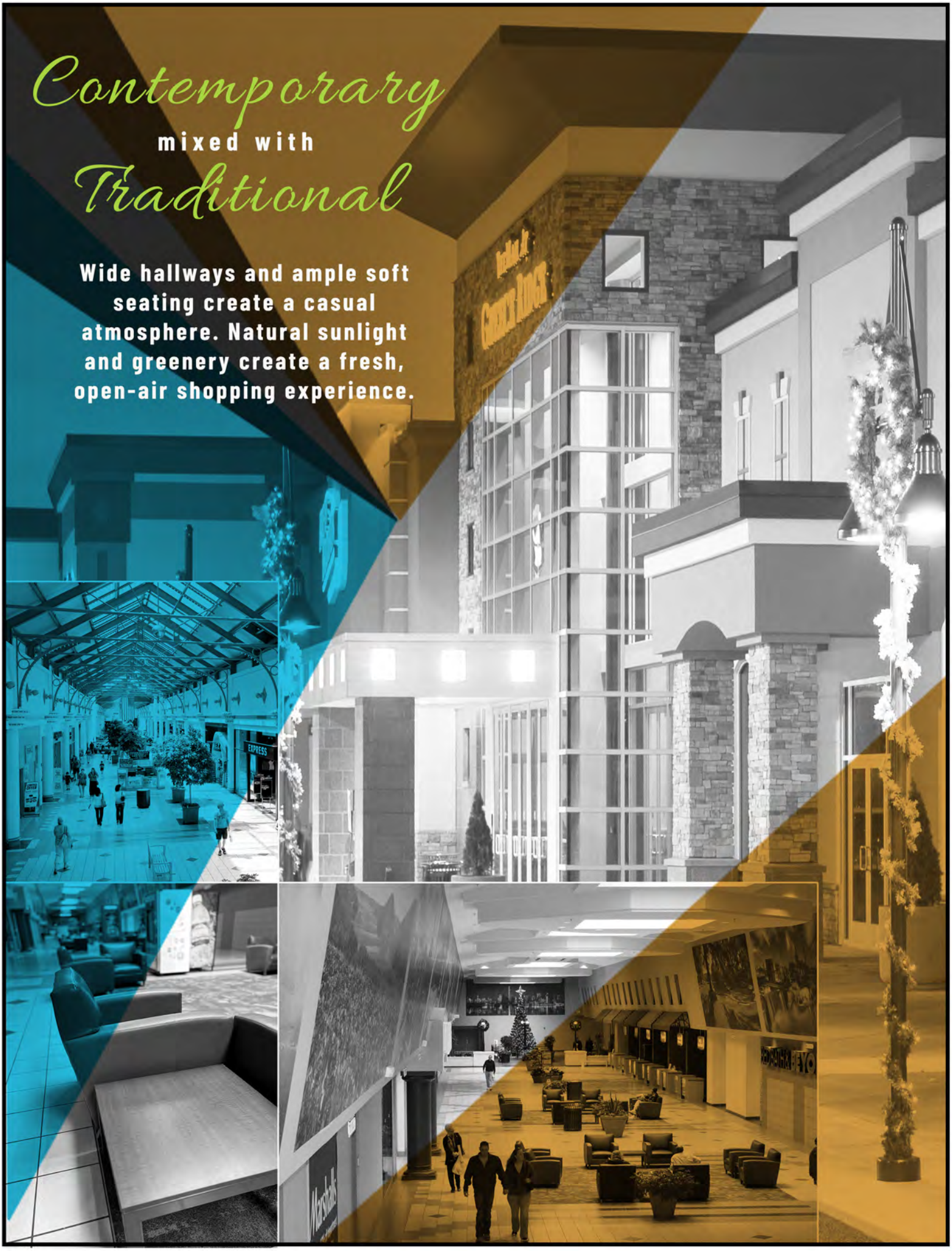
TRENDY & EDGY

When urban edginess fuses with traditional family values, a diverse and loyal customer base emerges. One, that craves variety in dining, retail, and entertainment, all within the same complex - and Greece Ridge does not disappoint.

The hustle and bustle of the daytime work crowd is replaced with casual evening and weekend visitors who appreciate the extra wide hallways and tall skylights. There's a feeling of airiness, even with the rays of bright sunlight warming the numerous soft seating areas. The infamous "state street" corridor is home to 20' panoramic posters of iconic local landmarks and a variety of dining options.

Contemporary mixed with Traditional

Wide hallways and ample soft seating create a casual atmosphere. Natural sunlight and greenery create a fresh, open-air shopping experience.



Variety of

Cuisines

Six sit-down restaurants and dozens of fast food options make Greece Ridge THE food destination in Greece.

BTB Bites & Pints

JIM'S AT THE MALL

RED ROBIN GOURMET BURGERS

WING STOP

Saga Asian Fusion Cuisine
SUSHI BAR, HIBACHI & LOUNGE

SPECIALTY/FOOD COURT: BURGER KING • FAMOUS WOK • GREAT STEAKOUT • SICILIAN DELIGHT • SUBWAY • AUNTIE ANNE'S •GLORIA JEAN'S COFFEES •PRETZEL MAKER•WETZEL'S PRETZELS

King of the Big Box

Over a dozen big box tenants at Greece Ridge makes it a prime destination in the Rochester market. Visitors like the convenient option of both interior and exterior entrances. The dual entrances are attractive options for the rushed strip-center goer and the traditional casual shopper. They serve as a strong complement to the specialty shops and restaurants, rounding out the property as an all-encompassing one-stop for all types of visitors.

DICK'S SPORTING GOODS

OLD NAVY

apple cinemas

Marshalls

TARGET

BARNES&NOBLE

Michaels Where Creativity Happens

WORLD GYM

jcpenney

Burlington coat factory

macy's

Opening next year in a renovated former Regal Cinema space, the much anticipated Apple Cinemas will complement the vast restaurant mix and add an entertainment to the tenant mix.

Millenials & Young Professionals

Compared to the national average, Greece Ridge is overindexing in:
Gen Z by 10%
Millenials by 9%

These young up & comers are visiting frequently, dining, and shopping here!

Lifestyle Segments:

Young Urban Singles: 43% above national average
Transitioning to independent lives, starting careers in service & trade. Brand conscience.

Young Professionals: 11% above national average
Well educated young professionals starting their careers in white collar or tech jobs. Trendsetters, brand influencers, gamers.

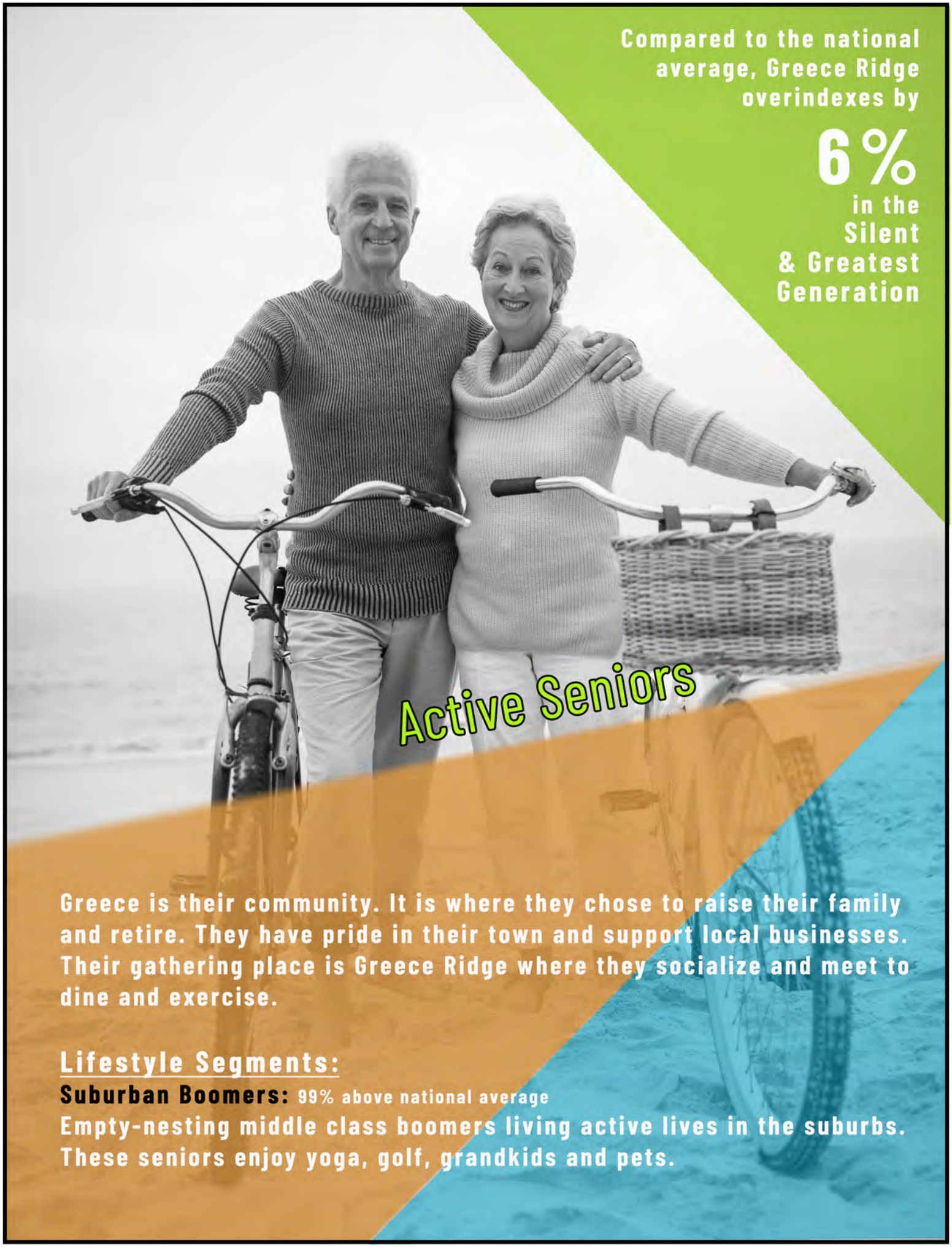
Suburban Families

Suburban middle class families raising children and working in administrative, management, service, and blue collar jobs.

Lifestyle Segments:

Upper Suburban Diverse Families: 12% above national average
Upper middle class suburbanites from a range of ethnic backgrounds working white collar jobs. These are white/black "exurbs" that value hard work and earning their wage.

Blue Collar Suburbs: 73% above national average
Working class families and singles in mostly blue collar positions. An eclectic mix of sports-loving, active individuals who enjoy festivals and local events.



Compared to the national average, Greece Ridge overindexes by

6%

in the Silent & Greatest Generation

Active Seniors

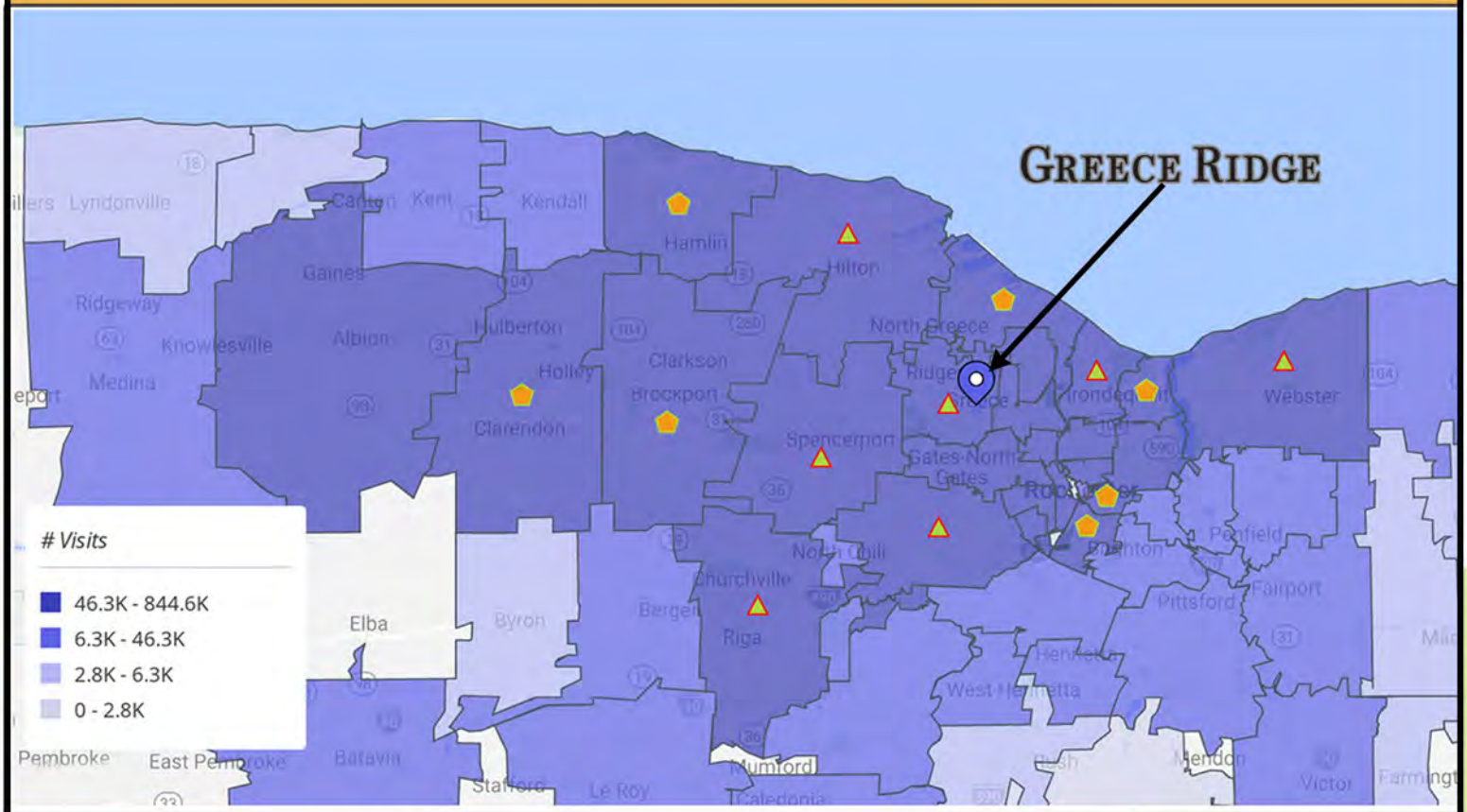
Greece is their community. It is where they chose to raise their family and retire. They have pride in their town and support local businesses. Their gathering place is Greece Ridge where they socialize and meet to dine and exercise.

Lifestyle Segments:

Suburban Boomers: 99% above national average

Empty-nesting middle class boomers living active lives in the suburbs. These seniors enjoy yoga, golf, grandkids and pets.

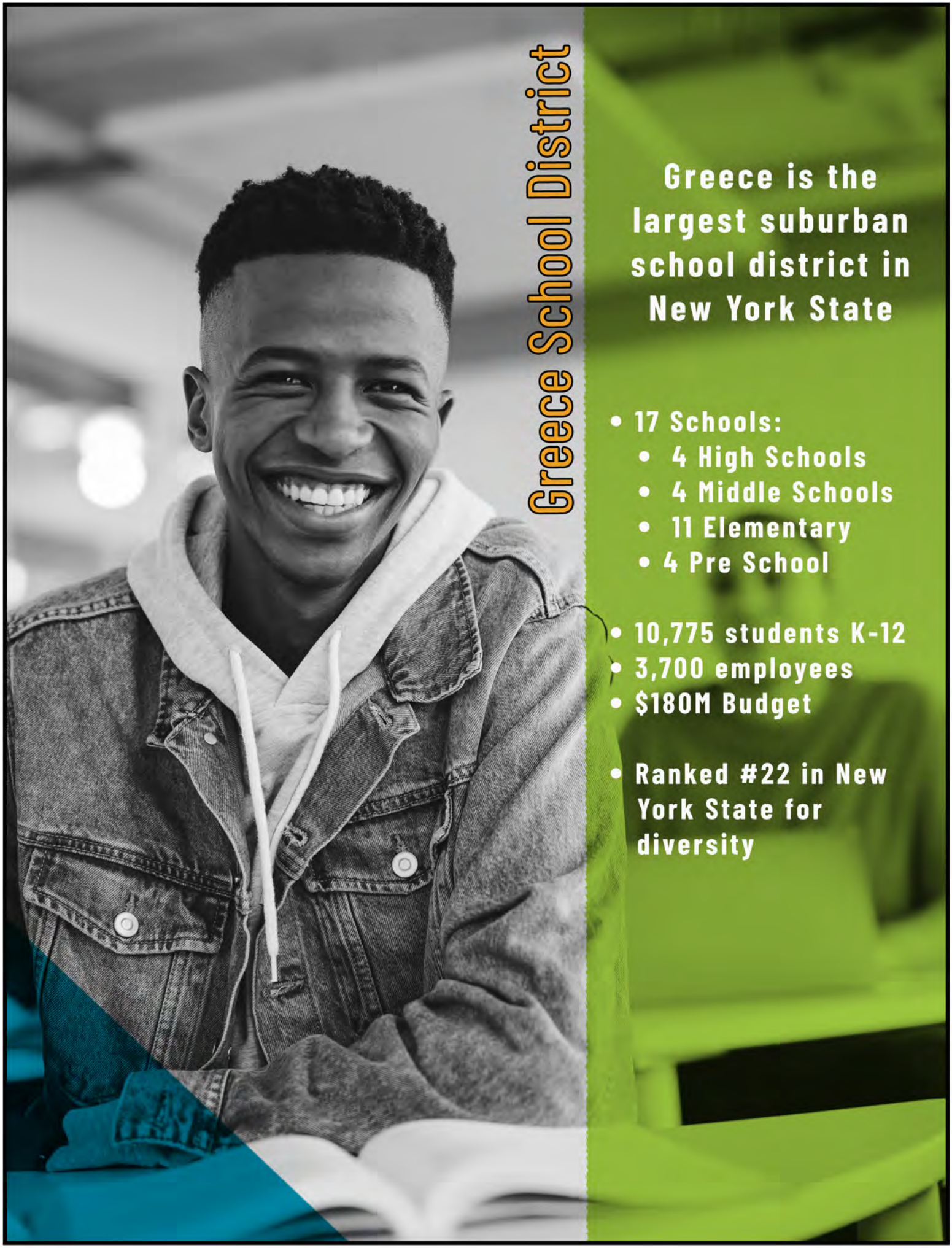
Visitor Draw & Demographics



- **Represents:**
  - **The largest concentration of visitors**
  - **Population of 589,187**
  - **251,081 Households**
  - **$78,118 Average HH Income = $78,118**

Average Household Incomes of > $80,000

Average Household Incomes of > $90,000



Greece School District

Greece is the largest suburban school district in New York State

- 17 Schools:
  - 4 High Schools
  - 4 Middle Schools
  - 11 Elementary
  - 4 Pre School
- 10,775 students K-12
- 3,700 employees
- $180M Budget
- Ranked #22 in New York State for diversity

Employment

Top Employers in Greece

Greece School District: 10,254 employees

Eastman Business Park: 114 companies = 6,000 employees
Jobs in tech/sciencejobs, skilled manufacturing, chemical manufacturing, custom packaging, and food/beverage storage and distribution.

Ortho Clinical Diagnostics: 1,165 employees

Mathews Hyundai of Greece: 1,500 employees

LeChase Construction: 385 employees

Unity Hospital: 471 beds = 189 employees

North Greece

Average Household Income in N. Greece - Hilton and along Lake Ontario is

$105,000

According to ***NeighborhoodScout's*** exclusive analysis, "North Greece is among the best neighborhoods for families in New York. In fact, this neighborhood is more family-friendly than 95.7% of neighborhoods in the entire state of New York. Its combination of top public schools, low crime rates, and owner-occupied single family homes gives this area the look and feel of a "Leave It to Beaver" episode." Many other families also live here, making it easy to socialize and develop a strong sense of community. In addition, the high number of college educated parents influences the academic success of the local schools.

Lake Ontario beaches, Braddock Bay and Westpoint Marina are just a few of the area's highlights. Greece is home to six public and private golf courses, including the historic Ridgemont Country Club. What the community is the most proud of, is its 17 park areas containing 764 acres of land. Of this, only 189 acres are currently developed, with the remaining lands to be used for passive recreation. Some of the best bike trails in New York State are located in Greece along Lake Ontario and the Erie Canal.

ROCHESTER, NEW YORK

Top 10 Best Business Climate

The Rochester, NY region was named to Business Facilities' list of Top 10 Best Business Climates among mid-sized metros. This ranking is based on growth potential, talent pipeline, quality of life, and affordability.

Source: Business Facilities, July 2022.

Innovation

Rochester is #1 in the US for patents issued per 1,000 workers. Recognized as one of the 25 most innovative cities in America based on patent registration and advanced degrees.

Source: 24/7 Wall Street and US Patent and Trademark Office.

#1 Market for Hiring Cybersecurity Talent

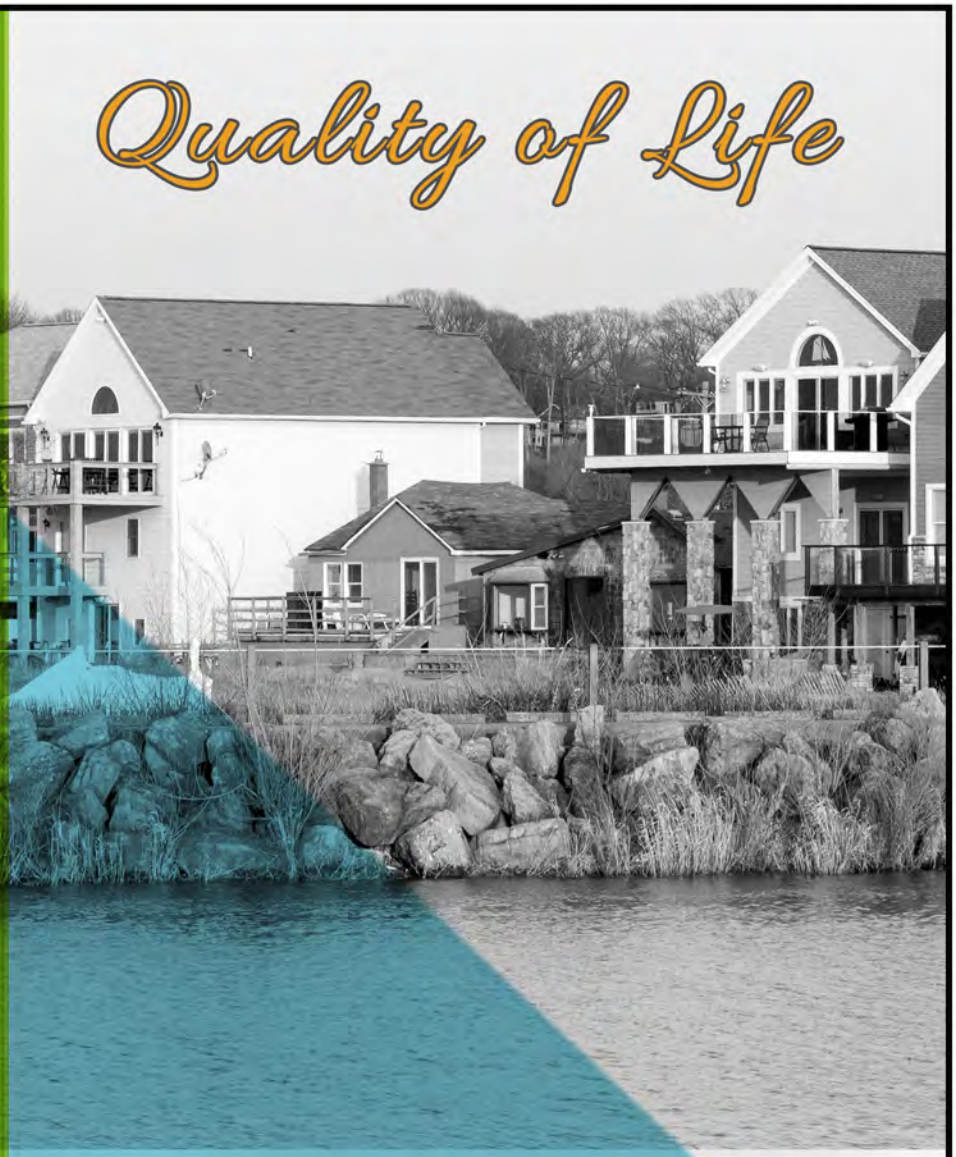
Rochester, NY leads the nation for hiring opportunities for cybersecurity talent. This ranking is based on talent availability and hiring competition. Rochester's leadership role is due in part to the well-trained talent coming out of Rochester Institute of Technology. *Source: CBRE Labor Analytics Report 2020.*

The Next Innovation Hub

MIT economists Jonathan Gruber and Simon Johnson put Rochester at the top of a list of 102 cities for its most potential to become the next American innovation hubs. The biggest factor: the colossal companies like Kodak and Bausch & Lomb that once dominated the city left behind a highly educated entrepreneurial class, which has now gone on to start companies. Thanks to billions in federal funding and an emotionally and rationally driven national push to reshore manufacturing after the pandemic-that potential may be turning into a reality in Upstate New York. The semiconductor sector, which is expected to grow to $1 trillion by 2023, advanced optics, and medical technology, are all growing industries in the region. Even Kodak is coming back, albeit quietly. With about 4,200 employees globally, it continues to serve the commercial photography market and is also using its printing expertise in innovations like applying light-filtering technology to curtains.

But the bigger story, in Rochester, is the companies that have grown out of Kodak's remains over the last decade. Mosaic Micro is one — Nelson worked at Kodak, so opening the startup office in the innovation center on the Kodak campus was in some sense a homecoming. *Source: Innovation Magazine - Elizabeth McBride , June 16, 2023.*

Quality of Life



Homes are 50% More Affordable than the National Average

At $195,000, the median home sales price is 50% more affordable than the national average. Approximately 77% of area homes are affordable for our region's median income.
Source: NAHB Housing Opportunity Index (Q2 2021)

3rd Most Affordable City for Housing

Rochester, NY was named the third most affordable city for housing, according to Demographia International Housing Affordability report. Using the "median multiple" to rate middle-income housing affordability; the median multiple is a price-to-income ratio, which is the median house price divided by the gross median household income. *Source: Demographia International Housing Affordability report 2022*

#2 Most Neighborly City in the Country

Neighbor.com named Rochester, NY the #2 Most Neighborly City in the Country. Charitable giving, volunteering, and overall community well-being were analyzed to determine where you would find the friendliest and happiest neighbors. *Source: Neighbor.com 2021*

13th Best Place to Live in the U.S. for Quality of Life

According to *U.S. News & World Report*, Rochester is the 13th Best Place to Live in the U.S. for Quality of Life. Short commutes and high-quality education were key factors. *Source: U.S. News & World Report, 2018*

MARKET COMPARISON

Key Demographics Summary	Rochester CBSA	Birmingham CBSA	Tucson CBSA	Hartford CBSA
Population				
2022 Population	1,117,010	1,120,659	1,018,011	1,216,186
2027 Population	1,172,843	1,168,322	978,678	1,230,392
2022-2027 % Growth Population	5.00%	4.25%	-3.86%	1.17%
Households				
2022 Households	455,427	439,453	405,233	478,439
2027 Households	481,721	458,500	389,332	484,915
2022-2027 % Growth Households	5.77%	4.33%	-3.92%	1.35%
Average HH Income	$92,370	$91,853	$86,919	$113,124
Median HH Income	$68,505	$65,342	$63,319	$82,371