EASTVIEW

ROCHESTER, NY

A WILMORITE PROPERTY

A HIGHER FORM of Shopping

This unexpected gem in the heart of the Finger Lakes in Upstate NY is host to some of the most renowned shopping and dining in the northeast.

Eastview is an experience unto itself, with its cozy stone fireplace seating area, wide-open hallways, and bright skylights. **The atmosphere is light, breezy, and memorable.** Guests repeatedly visit; not only for the exclusive shopping, but for the positive vibes, leisure, and dining.

At its core is the infamous **Von Maur; the jewel of the center,** with posh furnishings, high-end brands, and the baby grand piano playing for guests.

Wide open spaces

Eastview's main entrance welcomes visitors with an **outdoor courtyard** featuring seasonal landscaping, benches, and outdoor dining. Inside, tall ceilings with **vast skylights bring in ample natural light. The traditional stone hearth and fireplace** paired with the multiple **soft seating areas** add to the aesthetics and enhance the experience.

First & Only

location in New York State

A Unique Shopping Experience

Von Maur has created an upscale and comfortable shopping environment with the use of seating areas, working fireplaces, and antiques. During peak operating hours, a pianist plays background music on a grand piano located in the center of the store. The decor features gold trim railings, extravagant floral arrangements, replica antique signage, and spacious restrooms with separate lounge areas. Von Maur does not disappoint - they are known for their exceptional customer service, amenities, and high-end brands.

LOCAL - CHEF DRIVEN

The owner and operator of four other **high-end local restaurants** in the greater Rochester area has decided on Eastview for his **newest endeavor.** Nocino's menu boasts a wide variety of steaks, chops, and classic Italian-American dishes using **family recipes and house-made pasta.**

Eastview's restaurant selection encompasses everything from fine dining, to casual, to fast food options. With locals, regionals, and nationals, there is something for every palate.

Key Restaurants:

P.F. CHANG'S

nocino BAR & RISTORANTE

root 31 cafe & eatery

STARBUCKS COFFEE

VILLAGE BAKERY & CAFE

CHAMPPS KITCHEN + BAR

ADELITA'S

Fast Food Options:

Burger King · SUBWAY · CHARLEY'S · FAMOUS · Shaka · Sicilian Delight · AuntieAnne's · Mrs. Fields

Beyond the brand that Eastview has built itself are the wide range of **well-known nationals**, many of which are unique to Upstate New York. Individually many of these brands draw their own clientele, but collectively they bring a comprehensive mix that is **tailored to appeal to the wide-range of shoppers** that visit Eastview.

Key Tenants:

ATHLETA

Apple

JANIE AND JACK

ANTHROPOLOGIE

Vera Bradley

free people

L'OCCITANE EN PROVENCE

BANANA REPUBLIC

Soma

VON MAUR

WILLIAMS-SONOMA

Madewell

OAKLEY

MICHAEL KORS

SEPHORA

H&M

WHITE HOUSE BLACK MARKET

GUESS

L.L.Bean

J.Jill

LEGO

FIRST PROTOTYPE IN THE U.S.

The strength of this retailer goes beyond just sales - their commitment to the community and to hosting top notch events and activities is unparalleled.

Utilizing the field year-round for tournaments, training sessions, home school PE, ice skating, and lessons has kept the traffic flowing to this store since its opening in April 2021.

EVERY SEASON STARTS AT DICK'S SPORTING GOODS | HOUSE OF SPORT

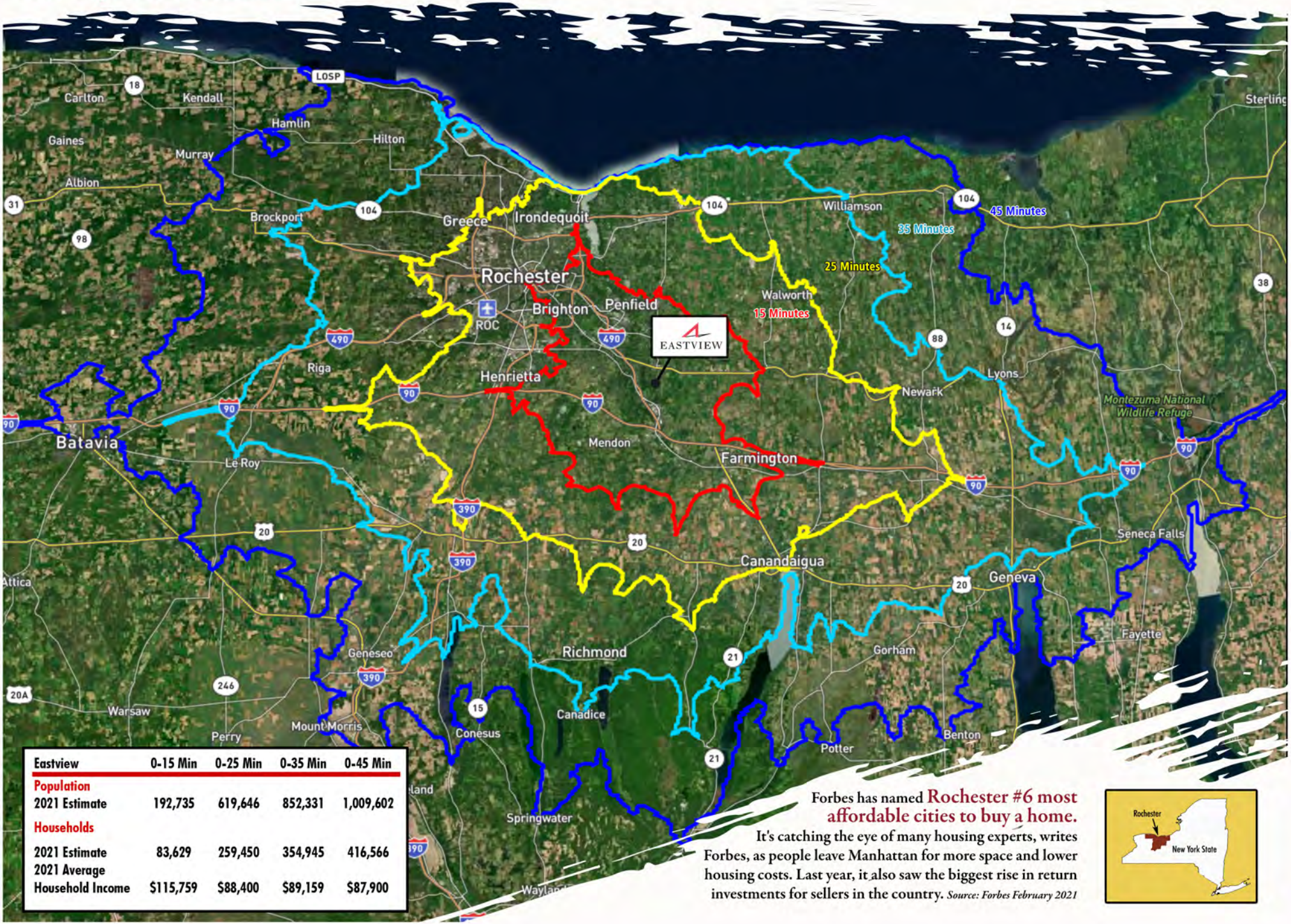
The Trade Areas

Located in the highest average household income area in Upstate New York and draws from Buffalo & Syracuse, giving Eastview access to over 3 Million people.

Top 10 Zip Codes

14450 Fairport	$124,997
14580 Webster	$118,876
14534 Pittsford	$182,846
14424 Canandaigua	$105,355
14618 Brighton	$143,932
14534 Mendon	$133,069
14526 Penfield	$92,561
14610 Rochester	$106,807
14617 Irondequoit	$96,985
14564 Victor	$112,930

An Upscale Audience



Eastview	0-15 Min	0-25 Min	0-35 Min	0-45 Min
Population				
2021 Estimate	192,735	619,646	852,331	1,009,602
Households				
2021 Estimate	83,629	259,450	354,945	416,566
2021 Average Household Income	$115,759	$88,400	$89,159	$87,900

Forbes has named **Rochester #6 most affordable cities to buy a home.**

It's catching the eye of many housing experts, writes Forbes, as people leave Manhattan for more space and lower housing costs. Last year, it also saw the biggest rise in return investments for sellers in the country. *Source: Forbes February 2021*

Millenials and Young Professionals

1.4 million sq. ft. of office parks within 1 mile of Eastview.

67% of the trade area have white collar jobs.

Top Housing Markets 2019

Ratiu of Realtor.com says. "You see a lot of spillover from New York City. A lot of people move to New York to start careers in their mid-20s, 10 years later they're struggling to find affordable housing, so they move to places like Rochester, NY." *Source: Forbes Magazine*

#1 Place to Live in the Northeast

Population density, housing affordability, cost of living, commute times, and percentage of residents over 25 with a bachelor's degree were factored into this ranking. *Source: Business Insider2020*

#8 in Nation on Best Cities for Nightlife List

A 2021 report from rent.com attributed the high ranking to numerous museums, elite music institutions, bars, cocktail lounges, clubs, and events such as the International Jazz Festival.

Families

Eastview shoppers are

30%

more likely to be"Fast Track Families" than the national average. They lead active lifestyles which are are often centered around their children's scehdules/interests. They drive large SUV's and dine out frequently.

Rochester was ranked one of the best places to live in the U.S. because of its **low cost of living and high-ranking schools.** Rochester is described as a great fit for families with approximately a quarter of the population under 20 years old.

Out of 18,000 top schools evaluated, 10 schools in the Greater Rochester region are among the top 10%

Source: U.S. News & World report 2021/2022 Ranking

The Perfect Pairing

The Finger Lakes are One of the Best Places to Visit

The Finger Lakes are one of the *Top 16 Truly Interesting Places* in the U.S.

Source: BuzzFeed 2021

The greater Rochester area is home to some of the most coveted zip codes in the state. Eastview is **surrounded by all-inclusive golf communities, vacation lake homes, office parks, and affluent suburban cul-de-sacs** with some of the highest ranked high schools in the country.

The abundance of freshwater lakes combined with multiple noteworthy golf courses is the perfect hybrid for attracting vacationers and retaining wealthy locals. **High-end shopping and dining are a perfect pairing with wineries, breweries, beaches, sailing, skiing, and golfing.** When dining, local fare, wines, and brews are a common sought-after commodity among visitors.

1.24 M
daily arrivals to greater Rochester, NY area

Tourism in the Finger Lakes Region

- **Total sales impact: $2.9 billion**
- **$580 million of total sales is spent on retail**
- **Leisure overnight visitors spend approximately $234.32 on shopping**
- **Leisure daytrip visitors spend on approximately $111.22 on shopping**

A Golfing and Country Club Town

There are 13 premier golf courses within a 7 mile radius of Eastview, four rank among the highest in the country. **Oak Hill Country Club is a world renowned private golf course** with historic significance that frequently attracts golf enthusiasts. It is known for being the only club ever to host:

3 - PGA Championships	3 - US Opens
1 - Ryder Cup	2 - US Amateurs
1 - US Senior Open	1 - Senior PGA Championship

Rochester Business

#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

Rochester is the top metro in the US for future growth and strategic investment in tech innovation.

MIT Economics 2019

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

Top Employers	# Employees
University of Rochester	32,211
Rochester Regional Health	17,585
Wegmans Food Markets, Inc.	13,178
Paychex, Inc.	4,796
Rochester Institute of Technology	3,976
L3Harris Technologies, Inc.	3,958
Heritage Christian Services, Inc.	2,221
Lifetime Healthcare Co., Inc.	2,098
Tops Markets, LLC	1,988
Lifetime Assistance, Inc.	1,723

Life and Culture

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*

Comparable Markets

Rochester's low cost of living and high average household incomes make it an easy comparison to these markets.

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

Thank You