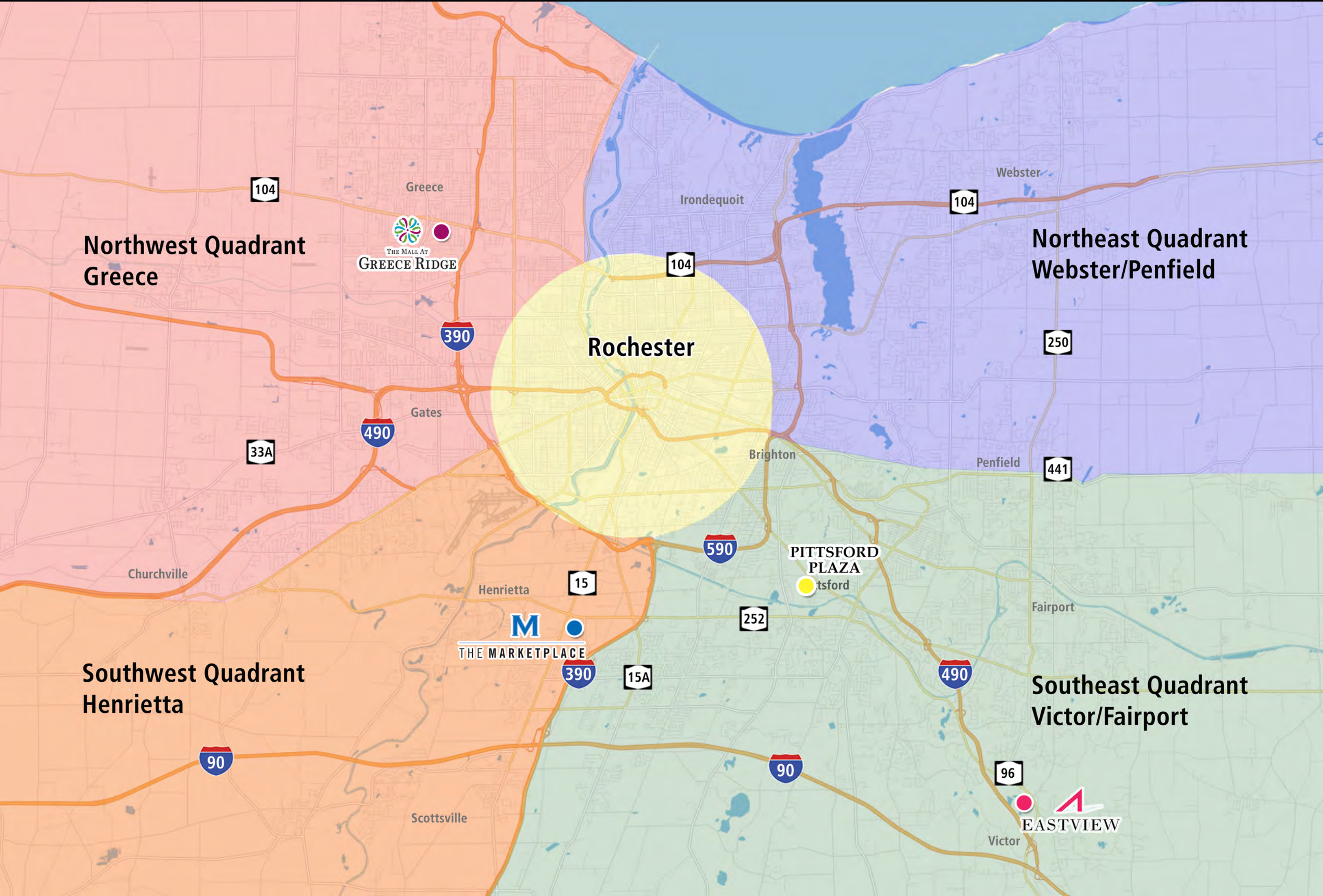




University of Rochester Orthopaedic Center at The Marketplace

M

THE MARKETPLACE



**Northwest Quadrant
Greece**

**Northeast Quadrant
Webster/Penfield**

**Southwest Quadrant
Henrietta**

**Southeast Quadrant
Victor/Fairport**

Rochester


**THE MALL AT
GREECE RIDGE**

**PITTSFORD
PLAZA**
 Pittsford


THE MARKETPLACE


EASTVIEW



ROCHESTER NEW YORK

LOW COST OF LIVING

The low cost of living paired with affordable housing and strong employers makes **"Rochester one of the most affordable places to buy a home"** - *Forbes*

Rochester Ranks #9 - Hottest Zip Codes In America

This recent list reflects how **high-income millennials** drive home sales in more suburban locals.
(Realtor.com September 2018)

Homes in Rochester are **45% more affordable** than the national average resulting in more discretionary income.



2021 Estimate

Population: 1, 084,573
2019-2024 Growth: 0.4%

Households: 454,044
2019-2024 HH Growth: 1.1%

Average HH Income: \$79,145

Education:
Bachelor's degree +: 33.43%
Master's degree +: 14.66%

HIGH RANKING SCHOOLS

Four Rochester schools earn gold rating in **"Best High School Rankings"**
(*US News and World Report 2018* awarded to top 500 schools in the country)

Kiplinger names Rochester as one of the **"5 Best Cities to Raise a Family"**



ROCHESTER, NEW YORK

TOURISM

- 3.3 million visitors to Monroe & Ontario Counties
- \$800 million+ in direct spending*
- 20% of expenditures is on shopping
- Overall impact: \$1.3 billion+

- 60 public golf courses
- 5 professional sports teams
- 12,000+ acres of parkland
- 140 festivals & major events
- Over 90 family friendly attractions
- Dozens of museums and historic sites
- Over 100 wineries, breweries & distilleries

* Includes lodging, food and beverage, ground transportation, retail, entertainment and misc. expenditures by overnight and day visitors to Monroe County.

** Figures are estimates aggregated from all inbound travel market segments including corporate/commercial, meetings and conventions, hosted sporting events, visiting friends and relatives, leisure group and leisure travelers.

SOURCES: Finger Lakes Visitors Connection, Finger Lakes Tourism Alliance, and Visit Rochester with data supplied by Smith Travel Research, Destination Marketing Association International, Oxford Economics, and I Love NY Tourism Economics.



INNOVATION HUB Research, Science and Optics

Rochester is home to over 150 leading businesses focused on optics, photonics, and imaging. Approximately 17,000 people are employed in Rochester in the optics industry. 60% of all optics degrees conferred in the U.S. are from right here in Rochester.

Ranked 13th among metropolitan regions for the number of patents issued per million residents. Comparable to San Francisco, Boston, Austin, Seattle, San Diego, Portland, and Minneapolis. (source: Brookings 2013 report "Patenting Prosperity")

Rochester ranked 18th among "The World's Leading Science Cities." (Scientific Reports)



ECONOMY & THE FUTURE

Rochester, N.Y.'s economy is one of the "Top 20 Strongest Performing Metro Areas in the country." (*Brookings Institution*)

The Rochester region is among the top 25 major metro exporting regions in the U.S.

(Based on per capita basis. Source: *Rochester Democrat and Chronicle*)

Rochester is home to 16 of the fastest growing private companies in Upstate New York

(Source: *Inc.*'s 2017 list of 5,000 fastest growing private companies in America)

NEARLY 1 IN 4 RESIDENTS IS A MILLENNIAL

"A new wave of people in their 20's and 30's are re-choosing Rochester... They're bringing with them a generation's signature brand of teamwork, tech savviness and impatience to revitalize the city they now want to call home."

(The Rochester Magazine 2016)

Town of Henrietta & The Marketplace

Henrietta, NY

- Known for its low tax base, which attracts new businesses and residents
- Home to Rochester Institute of Technology (19,734 students and staff)
- Golf Courses: Locust Hill Country Club (LPGA), Riverton Golf Club, and South Meadows Golf Club
- 10 public parks
- The Rochester Sports Garden, Bill Gray’s Iceplex, and the Rochester Dome Arena Event Venues

A Mixed-Use Makeover

- University of Rochester Orthopaedics and Physical Performance Center opened on the former Sears site in 2023.
- Construction of the 4-story Marketplace Senior Apartments started in Spring 2023.
- Construction on the Former Macy’s site to accomodate new big box tenant Floor & Decor was completed in 2023.

Orthopaedics and Physical Performance Center:

- New interior entrance from medical facility
- Existing project is an established, viable destination that attracts locals and visitors for food, shopping, entertainment, and services
- Remaining retail, restaurants, and entertainment = 804,806 sq. ft.



The Marketplace

The Markeplace is the most accessible destination in the market for shopping, food and entertainment. Situated at the hub of four main thoroughfares, it is arguably one of Rochester’s most recognizable landmarks.

EASE OF ACCESS:

- Corner of Route 15 (W. Henrietta Rd) and Route 252 (Jefferson Road)
- ¼ mile from Interstate 390
- 3 miles from NY State Thruway I-90 (Exit 46)
- Six entrances/exits on/off the property
- RTS Public Bus stops on average every 12 minutes

Located at the heart of the highest retail concentration in the market.

Over 173,000 people work within a 5 mile radius, generating high lunch hour and happy hour traffic to the property.

• Noteworthy Tenants

- | | |
|-----------------------|---------------|
| Dave & Busters | Floor & Decor |
| Sportsman’s Warehouse | Zumiez |
| Dick’s Sporting Goods | JC Penney |
| IndyKart Raceway | Land’s End |
| Torrid | Rue 21 |
| Snipes | |

Medical Redevelopment

Timeline:

- **Official Announcement:** November 18, 2019
- **Construction Start:** February 2021
- **Opened:** February 2023 with 200+ employees in 40,000 sq.ft. offices facing the mall common area.
- **Phase II:** Ambulatory Surgery Center opened Spring 2023.
- **Phase III:** Multi-story patient care tower with diagnostic imaging, clinic space, and other patient services opens January 1, 2024.

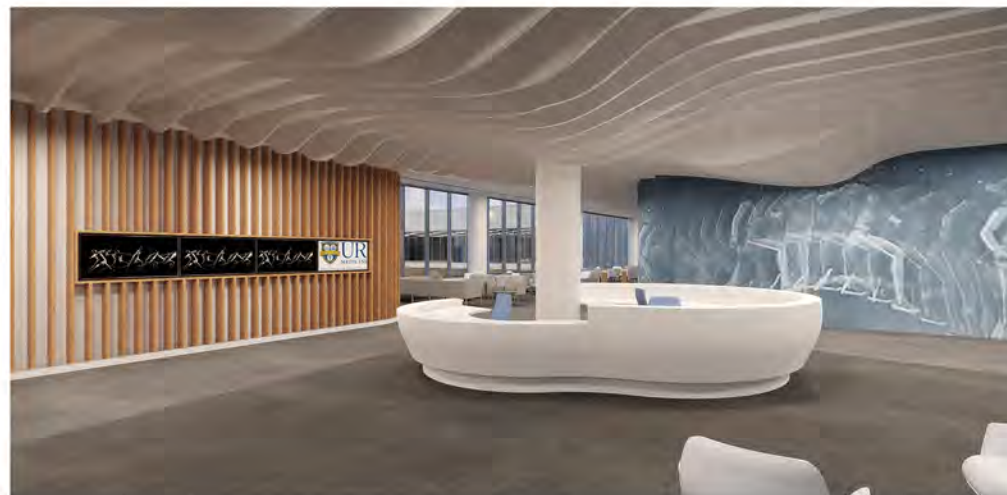
Project Overview:

The University of Rochester Orthopaedics and Physical Performance Center

- **\$240M** orthopaedics, outpatient clinics, ambulatory surgery, rehabilitation, therapy, and diagnostic imaging facility.
- **FITNESS SCIENCE AT CHAMPP** - Research based training, nutrition, and movement analysis to improve physical fitness and athletic performance serving high school and college athletes
- **SPORTS-SPECIFIC HEALTH CLINICS** - A combination of physical therapy, nutrition counseling and athletic training to prevent injury
- **WORKPLACE WELLNESS** - Using movement-capture technology and data analysis to identify workers risk of injury and employs individual wellness consultation to improve their health and safety.

Specifications:

- Completely new custom-built facility
- 340,000+ sq. ft. built on a 20.16 acre parcel/state-of-the-art medical facility
- 1,200 daily visits (patients & families)
- 1,000+ employees (medical, admin and support staff)
- All existing orthopaedics (six locations) will move to The Marketplace
- Town and County support project plans



THE IMPACT

Unique care facility will increase the draw of super regional/mixed-use project

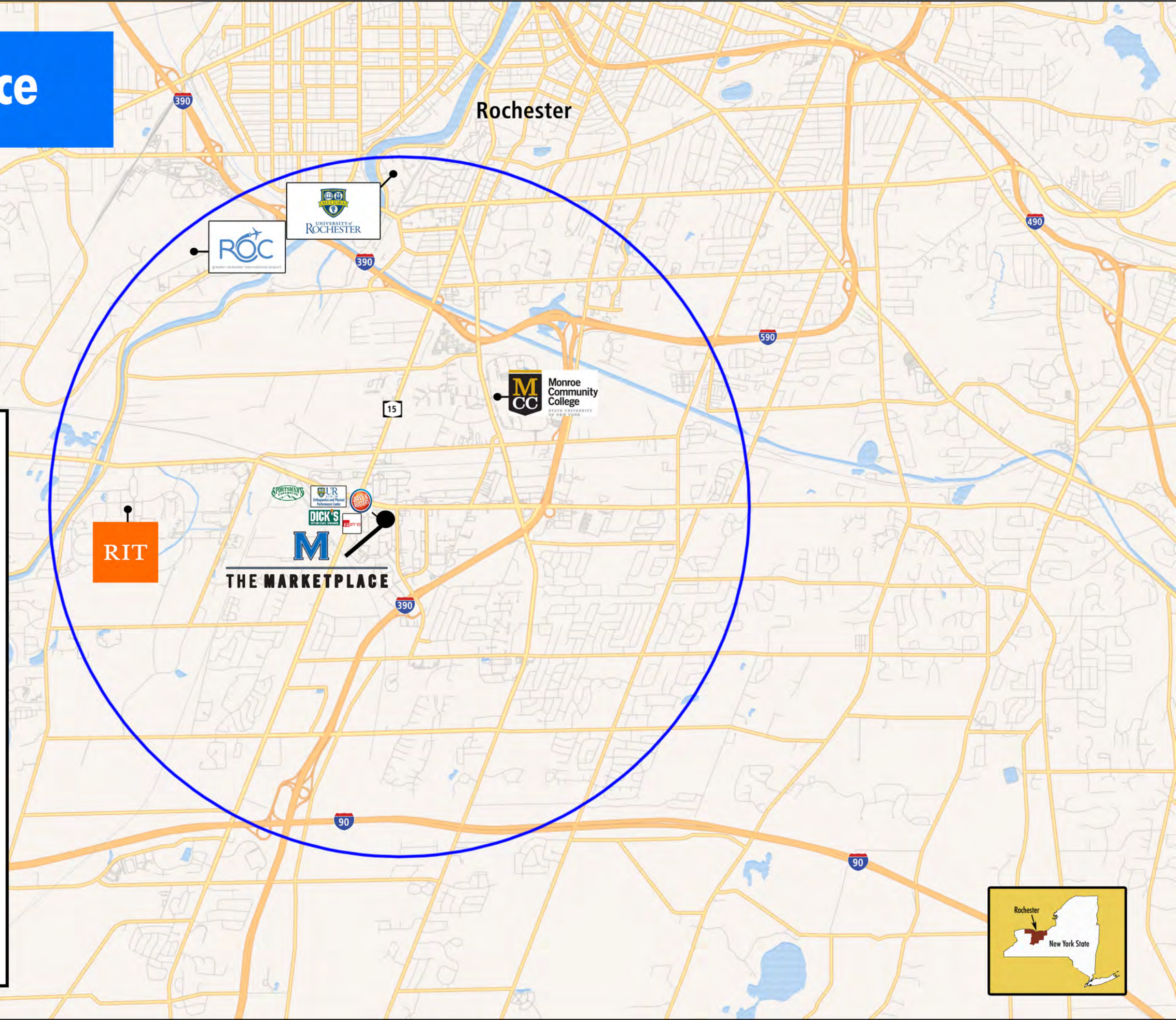
Broad and diverse demographic with increased frequency of visits

A highly desirable audience of potential consumers with ample idle time

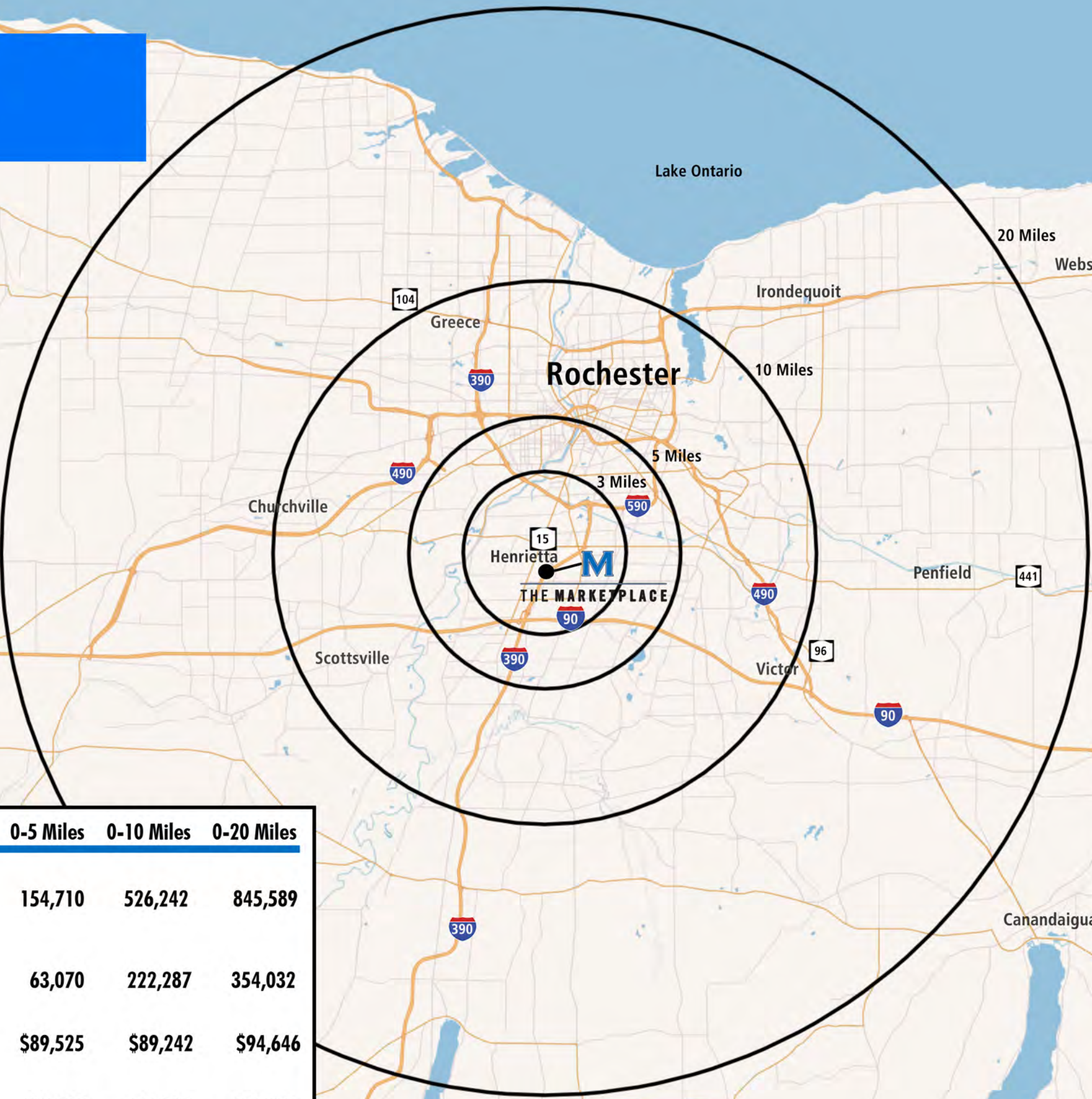
The Marketplace

Major Points of Interest within a 3 Mile Radius

- **University of Rochester**
29,820 hospital employees
14,407 students/staff
- **Rochester Institute Technology**
19,734 students/staff
- **Monroe Community College**
12,570 students/staff
- **Rochester International Airport**
2.3M+ passengers annually
- **20 Car Dealerships**
- **22 Hotel/Motels**



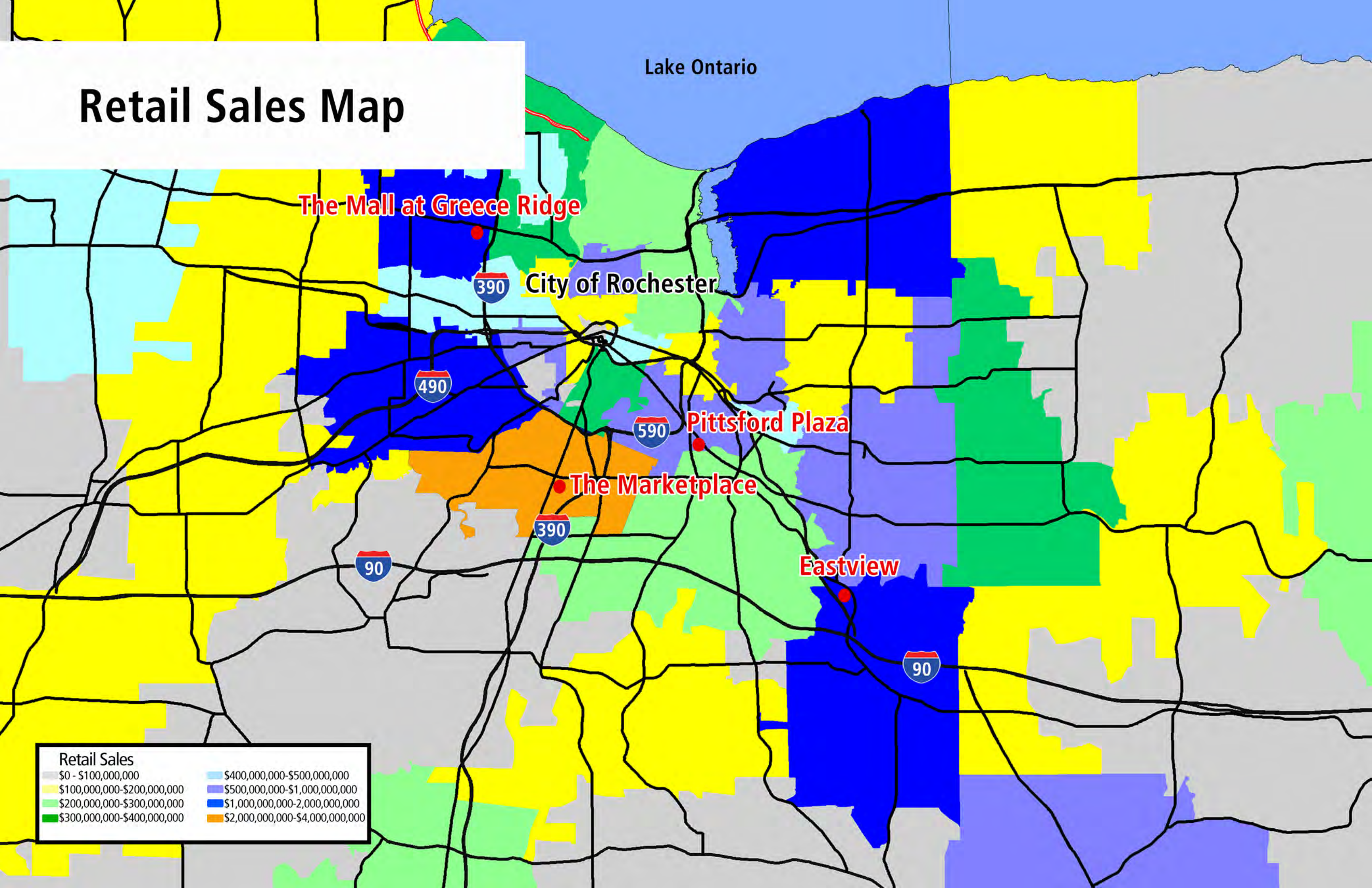
The Marketplace



The Marketplace	0-3 Miles	0-5 Miles	0-10 Miles	0-20 Miles
Population				
2023 Estimate	43,084	154,710	526,242	845,589
Households				
2023 Estimate	15,592	63,070	222,287	354,032
2023 Average Household Income	\$78,990	\$89,525	\$89,242	\$94,646
Daytime Workforce				
2023 Estimate	89,647	183,755	450,737	560,335



Retail Sales Map



Rochester
International
Airport

The Marketplace

Jefferson Road 22,322 ADT

RIT

Rochester
Institute of
Technology

Enrollment

Undergraduate: 16,868

Graduate: 2,940

Total: 19,772

The Marketplace

50+ retail shops, restaurants & entertainment



zumiez



snipes



JCPenney

TORRID
FASHION FOR SIZES 12 TO 28



I-90 to Buffalo

1 hour

I-90 29,618 ADT

Path to Mall
via I-390:
3-5 mins

Exit 46



I-90 32,746 ADT

Town of Brighton



Brighton-Henrietta Townline Rd 21,015 ADT

Jefferson Road 32,972 ADT

Hylan Drive 14,108 ADT

I-390 68,558 ADT



Town of Henrietta

I-90 to Syracuse

1.25 Hours

The Marketplace

Office Parks located within 2 miles

Southview Commons
56,000 sq. ft. medical, dental,
general office space

Monroe Community College

● 34,593 students
1,830 employees

Design Center
290,285 sq. ft. office, technology
& distribution space

● **Sutherland Global Services**
3,364 employees

● **Eagles Landing Business Park**
190,587 sq. ft office space
Paychex, Calero, Fuji, KB America,
Butler Till, & USA Payroll

● **Dorschel**
456 employees

● **M**
THE MARKETPLACE

390

● **Rochester Institute
of Technology**
17,611 students
1,729 employees

● **FTT Manufacturing**
57,000 sq. ft.
60 employees

● **Diamond Packaging**
228 employees

Total: 1,144,872 sq. ft.
within 2 miles of
The Marketplace

Workforce Population

3 Miles:	90,632
5 Miles:	185,666
10 Miles:	450,221
20 Miles:	554,891

● **Calkins Road Business Park**

608,000 sq. ft. office space
● Paychex, Verizon Wireless,
EFPR Group, LLC, &
Benefit Resources Inc.

● **Town of Henrietta
Administrative Offices**

● **ROC Dome Arena**

Logos for retail and dining businesses located near the top-left corner of the map, including:

- SUBWAY
- 9
- TANDOOR
- AMVETS
- Bill's Carpet & Furniture Center
- RENOVATION KITCHENS
- home OUTLET
- golden corral
- City Mattress

Logos for retail and dining businesses located near the top-left corner of the map, including:

- ALTIUM TRAMPOLINE PARK
- BRUEGGER'S BAGELS
- JOANN
- DOLLAR TREE
- OfficeMax
- Once upon a child
- Sterling Optical
- DAVID'S BRIDAL
- planet fitness
- G&G Fitness Equipment
- HARBOR FREIGHT TOOLS
- PLAY IT AGAIN SPORTS
- Price Rite
- PLATOS

Logos for retail and dining businesses located near the top-center of the map, including:

- GameStop
- DiBella's Subs
- edible arrangements
- CHIPOTLE MEXICAN GRILL

Logos for retail and dining businesses located near the top-center of the map, including:

- KIRKLAND'S
- Party City
- OLD NAVY
- Red Robin
- LONGHORN STEAKHOUSE
- PETSMART
- FAMOUS FOOTWEAR
- ULTA BEAUTY
- Michaels
- Marshall's
- THE HOME DEPOT

Logos for retail and dining businesses located near the top-right corner of the map, including:

- at home
- verizon
- STAPLES
- DQ
- BURGER KING
- FIVE GUYS
- BLAZE PIZZA
- Meat & Potatoes
- Pita Pit

Jefferson Road 21,917 ADT

W. Henrietta Road 21,359 ADT

Jefferson Road 32,972 ADT

Hylan Drive 14,108 ADT

E. Henrietta Road 18,131 ADT

Jefferson Road 27,349 ADT

SUPER CUTS SONIC DXL

SONIC DXL

SONIC DXL

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The Marketplace

Town of Henrietta

The Marketplace
50+ retail shops, restaurants & entertainment

Logos for retail and dining businesses located near the bottom-left corner of the map, including:

- DAVE & BUSTERS
- DICK'S SPORTING GOODS
- ZOKE
- zumiez
- FLOOR DECOR
- JCPenney
- SPORTSMAN'S WAREHOUSE
- BESTFIT MENSWEAR
- snipes
- TORRID
- MAISON MARTIN MARGIELA

Logos for retail and dining businesses located near the bottom-center of the map, including:

- TARGET
- BEST BUY
- LOWE'S

Logos for retail and dining businesses located near the bottom-right corner of the map, including:

- Wegmans
- petco
- carter's
- JARED The Galleria Of Jewelry
- SKECHERS
- Tanera Bread
- Whitehouse Liquor & Wine
- LA BOY
- supercuts
- Burlington
- ASHLEY HOMESTORE
- zoom tan
- OSH KOSH B'GIRL



The Marketplace

FLOOR
DECOR

Exterior Storefronts
and Courtyard

Proposed
Entertainment &
Restaurants

UR
MEDICINE
Orthopaedics and Physical
Performance Center

LOWE'S

TARGET

BEST
BUY

390

90

3 miles

Wegmans

Hylan Drive

jcpenny

DICK'S
SPORTING GOODS

SPORTSMAN'S
WAREHOUSE

Marketplace Senior
Apartments

DAVE &
BUSTERS

LANDS' END

Applebee's

CARRABBA'S
ITALIAN GRILL

Jefferson Road

W Henrietta Road

Nearly 70K
Cars Per Day

Southtown
Plaza

The Marketplace



UR
MEDICINE

AMBULATORY
ORTHOPAEDICS
CAMPUS



The Marketplace



UR
MEDICINE

AMBULATORY
ORTHOPAEDICS
CAMPUS



AMBULATORY ORTHOPAEDICS

