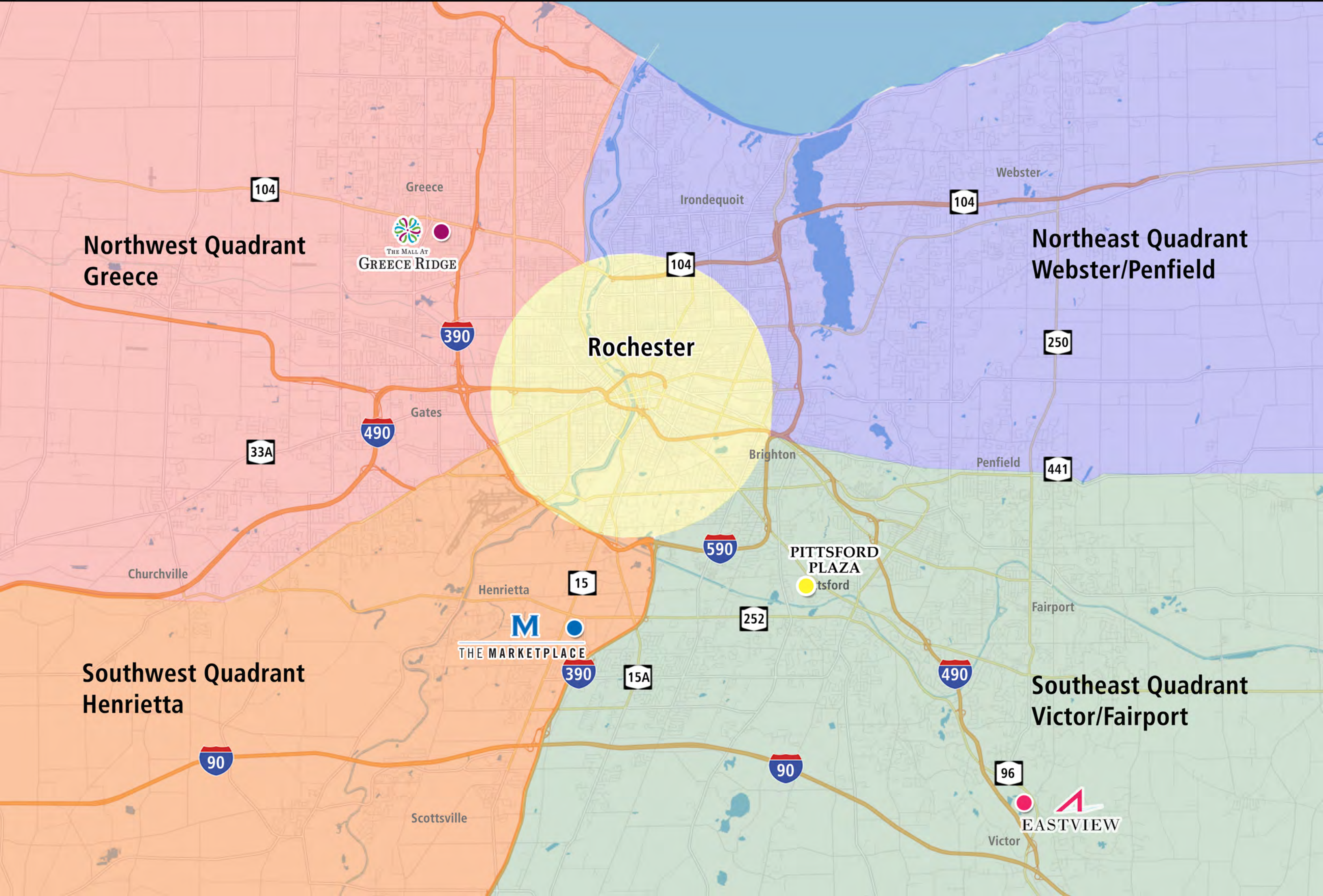






Northwest Quadrant
Greece

Northeast Quadrant
Webster/Penfield

Southwest Quadrant
Henrietta

Southeast Quadrant
Victor/Fairport

Rochester


THE MALL AT
GREECE RIDGE


THE MARKETPLACE

PITTSFORD PLAZA
 Pittsford


EASTVIEW



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)



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"**



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 MILLENIAL

"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 Victor

Impressive Quick Facts...

5 Minute Drive Time

Average Household Income: \$173,195
Households with income over \$100K: 63.54%
Median House Value: \$342,591
Education - Bachelor's Degree+: 71.04%
Employment: 84% white collar

10 Minute Drive Time:

Average Household Income: \$141,625
Households with income over \$100K: 52.90%
Median House Value: \$274,941
Education - Bachelor's Degree+: 64.42%
Employment: 79% white collar

Affluence and Family Households

Victor, NY is one of the most affluent suburbs of Rochester with average household incomes exceeding **\$145,000**. Home values ranging from **\$175,000 to \$1M**.



Over **70%** of the households within a 10 minute drive time of Eastview are **family households**.

The Victor School District ranks fifth in the Rochester Region and among the **best in New York State**.



The Finger Lakes Wine Region...

Eastview is located in the Finger Lakes Wine Region, home to more than **100 wineries, breweries and distilleries**, attracting **2.3 million+** visitors annually and generating nearly **\$3 billion** in total sales impact.



Truly Four Seasons...

The **2 ski resorts** and **5 golf courses** complement the summer activities at nearby **Canandaigua Lake**. The lake not only draws visitors but affluent residence live on the lakefront year-round.



Eastview

Eastview is located within the 1.5 mile stretch between Exit 28 and Exit 29 off Interstate 490, **making it easily accessible and visible from I-490**.

It is positioned right at the juncture of I-490 and the NY State Thruway I-90 at Exit 45, halfway between Buffalo and Syracuse, New York

There are four entrance/exits connecting to Route 96.

Quick Facts

1.3 million sq. ft. plus two strip centers on property

160+ tenants

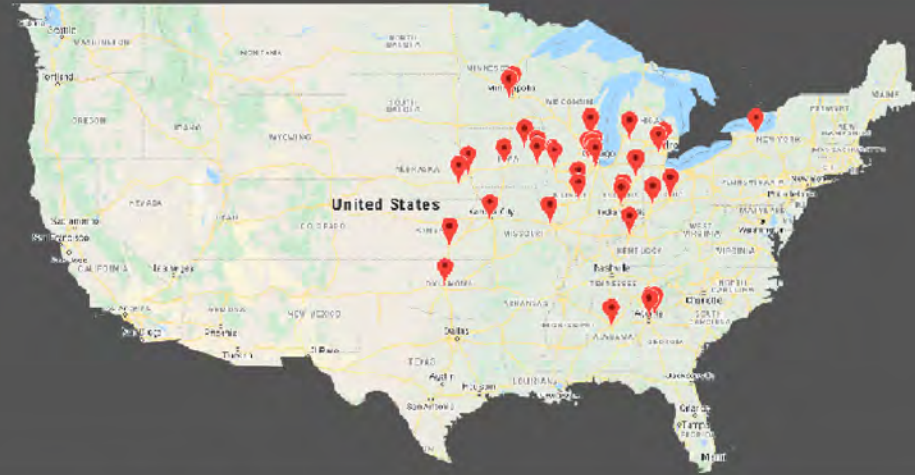
Noteworthy:

- | | |
|----------------------------|-------------|
| Von Maur | Apple |
| Dick's House of Sport | H&M |
| Anthropologie | Dry Goods |
| Offline by Aerie | Ann Taylor |
| Pottery Barn | PF Changs |
| Warby Parker | J. Jill |
| Sephora | Athleta |
| Free People | Ethan Allen |
| Guess | Pandora |
| LL Bean | JD Sports |
| Lego | L'Occitane |
| Madewell | Lush |
| Lululemon | Vans |
| Williams Sonoma | Target |
| Stickley Audi & Co. | Home Depot |
| White House Black Market | Hollister |
| Barnes & Noble | Oakley |
| Adelita's Mexican Cocina | |



Von Maur

An Upscale Department Store



Von Maur
has 36 stores
spanning 15 states



Upscale Department Store - Notable Brands

- | | | |
|-----------------------|----------------------|-----------------------|
| Armani Exchange A/X | Ed Hardy | Kenneth Cole |
| B Makowsky | Eileen Fisher | Lacoste |
| BCBG/BCBGeneration | Escada | LAGOS |
| Bébé au lait | Fat Face | Lauren |
| Betsey Johnson | Fekkai | Lilly Pulitzer |
| Brooks Brothers | Free People | Liverpool |
| Bulova | French Connection | Longchamp |
| Burberry | Giorgio Armani | Lucky Brand |
| Calvin Klein | Gucci | LuLu |
| Cath Kidston | Guess | Marc Jacobs |
| Chinese Laundry | Hilary Radley | MASAI |
| Cole Haan | Ike Behar | Michael Kors |
| Cutter & Buck | Isolá | Michele |
| D & Y | J Kara | Nine West |
| Diane Von Furstenburg | Jessica Simpson | Polo Ralph Lauren |
| Diesel | Jimmy Choo | Prada |
| Dior | John Hardy | Ralph Lauren |
| DKNY | Jones New York | Southern Tide |
| Dolce & Gabbana | Joules | Steve Madden |
| Donna Karen | Juicy Couture | Swarovski |
| Dooney & Bourke | Kate Spade | The North Face |
| Draper James | Katy Perry | Tommy Bahama |

Eastview Store Specifications

- 140,000 square foot new build
- Opened 2013
- 2 floors with escalators
- Piano player during peak times
- Approximately 200 employees

- True Religion
- Tylie Malibu
- UGG
- Urban Behavior
- Vera Wang
- Versace
- Via Spiga
- Vineyard Vines**
- Yves St. Lauren
- Zac Posen

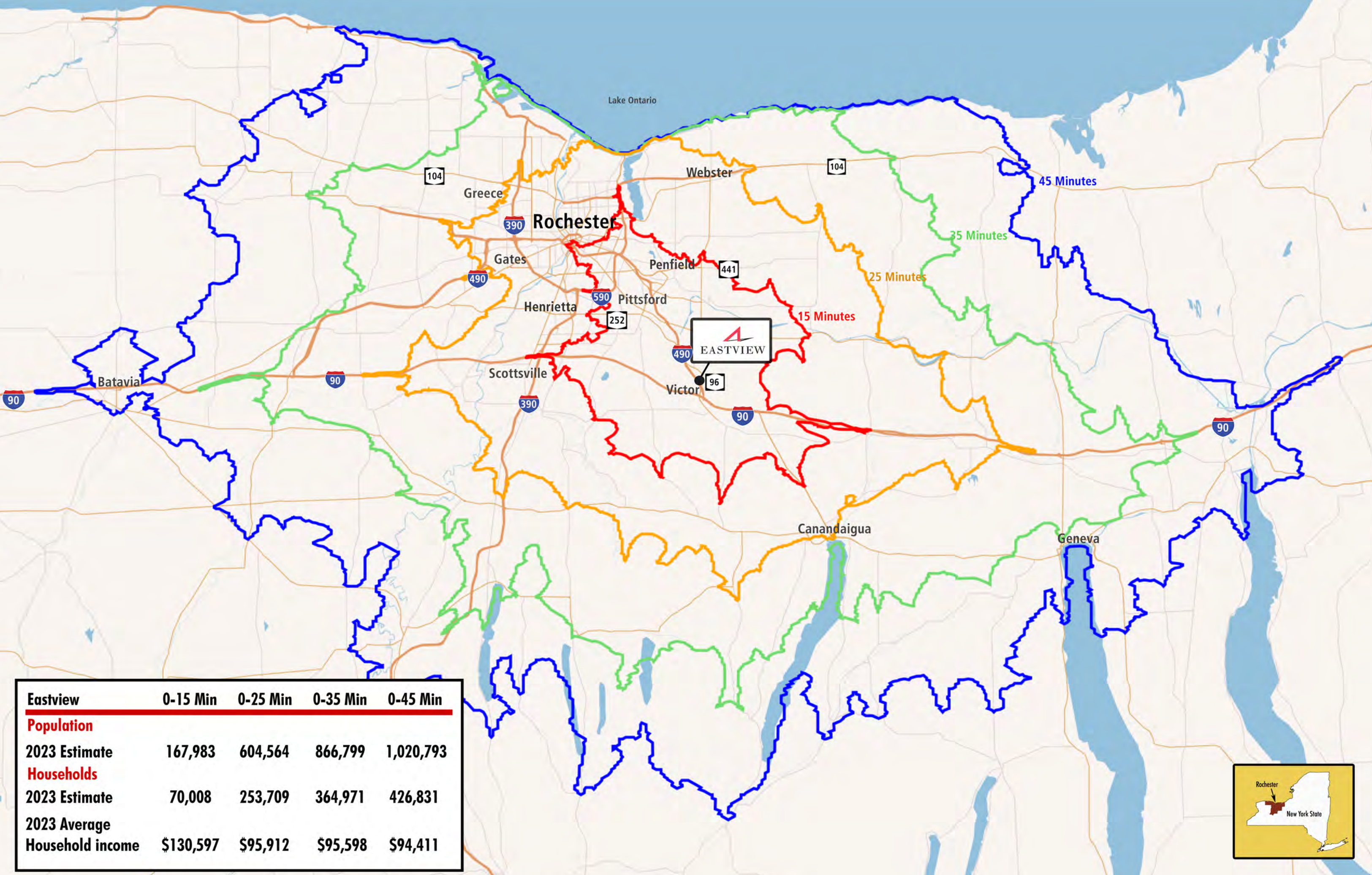


ABOUT VON MAUR

A unique shopping experience

Headquartered in Davenport, Iowa, the Von Maur tradition began its growth and popularity in the midwest. Family-owned for more than 130 years, Von Maur is currently run by the fourth generation and has consistently impressed its customers with their ability to run the stores "the old-fashioned way." Von Maur creates a 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 store 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, interest-free credit card, complimentary gift wrap, no-questions-asked return policy, shipping services and high employee wages/benefits.





Eastview	0-15 Min	0-25 Min	0-35 Min	0-45 Min
Population				
2023 Estimate	167,983	604,564	866,799	1,020,793
Households				
2023 Estimate	70,008	253,709	364,971	426,831
2023 Average Household income	\$130,597	\$95,912	\$95,598	\$94,411



Eastview

EASTVIEW COMMONS



EASTVIEW

100+ retail shops, restaurants & entertainment



EASTVIEW

Office Parks located within 1 mile



Total: 1,462,368 sq. ft
within 1 mile of Eastview

Workforce Population

3 Miles:	55,501
5 Miles:	70,292
10 Miles:	174,611
20 Miles:	568,315

Eastview



I-490 36,361 ADT



VON MAUR



L.L.Bean	OFFLINE	ANTHROPOLOGIE	WILLIAMS SONOMA	Apple	ETHAN ALLEN
H&M	POTTERY BARN	BANANA REPUBLIC	ATHLETA	STICKLEY AUDI & CO.	Abercrombie & Fitch
WHBM	Madewell	GUESS	DRY GOODS	WARBY PARKER	ADELITAS
BARNES & NOBLE					



1/8 mile

61,463 ADT

Pittsford-Victor Road 31,745 ADT



STATISTICS		
Department Stores		
Macy's	168,900	SF
VonMaur	140,000	SF
Dick's House of Sports	123,000	SF
JCPenney	144,930	SF
Vacant (Former L&T)	88,787	SF
Total	665,617	SF
Major Tenants (Greater than 20,000sf)		
Goodwill	25,007	SF
Raymour & Flanigan	49,998	SF
L.L. Bean	27,000	SF
Regal Cinemas	76,230	SF
Total	178,235	SF
Small Shop Retail	531,245	SF
TOTAL G.L.A.	1,375,097	SF
Non-Retail Mall Area	228,808	SF
Total Project Building Area	1,603,905	SF

