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.

Sit-Down Restaurants

Eastview features four sit-down restaurants with varying cuisine options from traditional American, Asian, Mexican, and local favorites. National and local operators have experienced long-term success from the built-in mall traffic. The Eastview demographic has the discretionary income to enjoy dining out frequently.

Key Restaurants:

P.F. CHANG'S

ADELITA'S

CHAMPPS KITCHEN + BAR

VILLAGE BAKERY & CAFE

Fast Food Options:

Burger King, Subway, Charley's, Famous Wok, Starbucks Coffee, Auntie Anne's, Sochi, Sicilian Delight, Shaka, 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.

Eastview ranked **#1 shopping center in Upstate New York** by Yelp.com in 2021. The ranking is based on customer feedback, number of positive reviews, and their star rating.

BARNES & NOBLE
WARBY PARKER
ANTHROPOLOGIE
L'OCCITANE EN PROVENCE
DRY GOODS
ATHLETA
Vera Bradley
free people
BANANA REPUBLIC
VON MAUR
POTTERY BARN
WILLIAMS-SONOMA
Madewell
OAKLEY
SEPHORA
H&M
WHITE HOUSE BLACK MARKET
GUESS
L.L.Bean
J.JILL
OFFLINE by Aerie

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

Eastview is not only amongst the highest average household incomes in Upstate New York, but it is also strategically located between both Buffalo and Syracuse, giving Eastview access to a combined trade area of over 3 million people.
3 hours from to Toronto, Canada from Rochester
ROCHESTER
EASTVIEW
SYRACUSE
BUFFALO
75 minutes
60 minutes
Lake Ontario
Oneida Lake
Seneca Lake
Niagara Falls
Lewiston
Lockport
Medina
Albion
Brockport
Spencerport
Hilton
Irondequoit
Webster
Ontario
Sodus
Wolcott
Sterling
Fulton
Mexico
Sandy Creek
Pulaski
Adams Center
Adams
Camden
Cicero
Baldwinsville
Brewerton
Uneida
Lyndonville
Kendall
North Chili
Fairport
Henrietta
Newark
Lyons
Clyde
Williamsville
Batavia
Le Roy
Victor
Honeoye Falls
Avon
Canandaigua
Geneseo
East Aurora
Warsaw
Perry
Mt Morris
Penn Yan
Dansville
Prattsburgh
Cohocton
Dundee
Trumansburg
Ithaca
Hammondsport
Arkport
Hornell
Bath
Watkins Glen
Montour Falls
Brooktondale
Angelica
Alfred
Canisteo
Belmont
Cuba
Springville
Gowanda
Boston
Houghton
Wellsville
Addison
Corning
Horseheads
Elmira Heights
Elmira
Waverly
Sayre
Elkland
Westfield
Tioga
Ulysses
Portville
Eldred
Shinglehouse
Bradford
Lewis Run
Allegany State Park
Russell
Warren
Montrose
Susquehanna
Harpursville
Cazenovia
Manlius
Morrisville
Oxford
$75,000 - $100,000
$100,000 - $150,000
150,000 and above
90
PTA (50 minutes)
STA (90minutes_
Zip Codes by MSA
Rochester
Syracuse
Buffalo
5 hours from Rochester to New York City
Top Zip Codes
14534 Pittsford $174,950
13152 Skaneateles $165,923
14564 Victor $152,859
14051 Clarence Center $146,667
14618 Brighton $145,260
13051 Delphi Falls $144,641
14472 Honeoye Falls $142,924
14031 Clarence $138,227
14127 Orchard Park $132,775
14450 Fairport $130,524
14221 Williamsville $123,288
14052 East Aurora $123,078
14085 Lakeview $121,618
13039 Cicero $119,462
13104 Manlius $118,259
14580 Webster $117,077
14526 Penfield $116,519
14032 E. Amherst $116,964
13066 Fayetteville $115,625
14610 Rochester $114,661
14424 Canandaigua $111,677

An Upscale Audience

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
2028 Projected	168,061	604,710	866,171	1,018,655
Households				
2023 Estimate	70,008	253,709	364,971	426,831
2028 Projected	70,363	255,027	366,815	428,539
2023 Average Household Income	$130,597	$95,912	$95,598	$94,411

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*

What the tenants are saying...

Warby Parker

"We absolutely see shoppers from out-of-town; Buffalo and Syracuse of course, but we even see folks traveling from Lake Placid. During the weekdays, shoppers are within one hour traveling distance but on the weekends we see people driving five hours. Approximately 35% of Warby Parker traffic is from outside the Rochester Market."

Steve, Assistant Store Manager

Madewell

"Noticeable traffic from bother Buffalo and Syracuse, close to 25% of Madewell shoppers travel from other markets to shop. Besides the brands at Eastview, shoppers mention how nice our mall is and how safe they feel. Traffic has been consistent since re-opening doors in the summer/fall of 2020, and slightly trending upwards which is expected to continue."

Nancy, Store Manager

Banana Republic

"The GAP pulled Banana and Athleta from both Galleria and Destiny because of safety concerns; our Banana Factory location at Finger Lakes Outlet and Niagara Outlet is unrelated and separate from the company. Over 15% of Banana shoppers are traveling from out of town, and peak during weekends, breaks, and holidays. We expect this number to grow as time goes on."

Hillary, Asst. Store Manager

Janie & Jack

"Janie & Jack has seen a considerable uptick in Syracuse shopper traffic since the Destiny location closed in 2019. Shopper traffic is high on weekends and climbs for Easter and Christmas. During tourist seasons (Summer in FL, Jazz Fest, etc) it is not unusual for Janie & Jack to have European shoppers."

Tricia, Store Manager

Athleta

"Definitely see traffic from Buffalo and Syracuse, with close to 15% coming from the Syracuse market. Since the collects are for all ages, out-of-town traffic is consistent with retired shoppers during the week and younger shoppers on weekends and breaks. Athleta shoppers also mention their love to cross shop and are happy to make the trip to Eastview so they can visit all of their favorite brands. Buffalo and Syracuse traffic have been steadily increasing and are expected to continue to grow."

Chelsea, Assistant Store Manager

What the tenants are saying...

Pottery Barn

"We see a ton of out-of-town shoppers! Buffalo at about 25%, Syracuse accounts for about 10% and then we also see Snowbirds who are in town. In the last three years, Pottery Barn has seen a significant increase in shoppers traveling from other markets; they also mention the quality of Eastview – the quality of service, cleanliness, landscaping, stores, and people."

Assistant Store Manager, name withheld

L'Occitane en Provence

"Clients come from Buffalo, Syracuse, and as far away as the Southern Tier and Pennsylvania; younger clients are coming on board while still retaining older clients. There was a significant increase in store traffic when Buffalo and Syracuse closed their locations; our out-of-town shoppers peak on weekends, holidays, and school break and are upwards of 25% of our sales. While L'Occitane is a destination, shoppers also mention that they make the trip to Eastview because it is nicer and safer than Destiny."

Lori, Store Manager:

Williams Sonoma

"Both Buffalo and Syracuse shoppers increased in the last 3 years since Buffalo, Syracuse, and Albany locations closed. About 20% of their shoppers come from surrounding marketing, 10% Buffalo and 10% Syracuse but they expect that number to increase, especially from the east (Syracuse, Albany, Finger Lakes). Shoppers rave about Eastview, mentioning great parking, location, food, tenant mix, and safety."

Donna, Assistant Store Manager & Mitch, Stock Manager

Von Maur

"We definitely see a good amount of customers from both Syracuse and Buffalo on a consistent basis. They always tend to comment that there is just nowhere to shop in their cities, which is why they make the trip to Von Maur."

Store Manager, Leah

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.

CBSA Comparison	Rochester	%	Tucson	%	Birmingham	%	Hartford	%
Population								
2023 Population	1,082,380		1,059,782		1,119,734		1,209,891	
2028 Population	1,079,092		1,080,467		1,137,657		1,208,380	
Households								
2023 Households	450,404		435,975		443,156		488,728	
2028 Households	451,938		446,736		450,939		490,909	
Average HH Income	$93,558		$87,250		$92,299		$116,645	
Median HH Income	$69,293		$63,570		$65,698		$84,967	