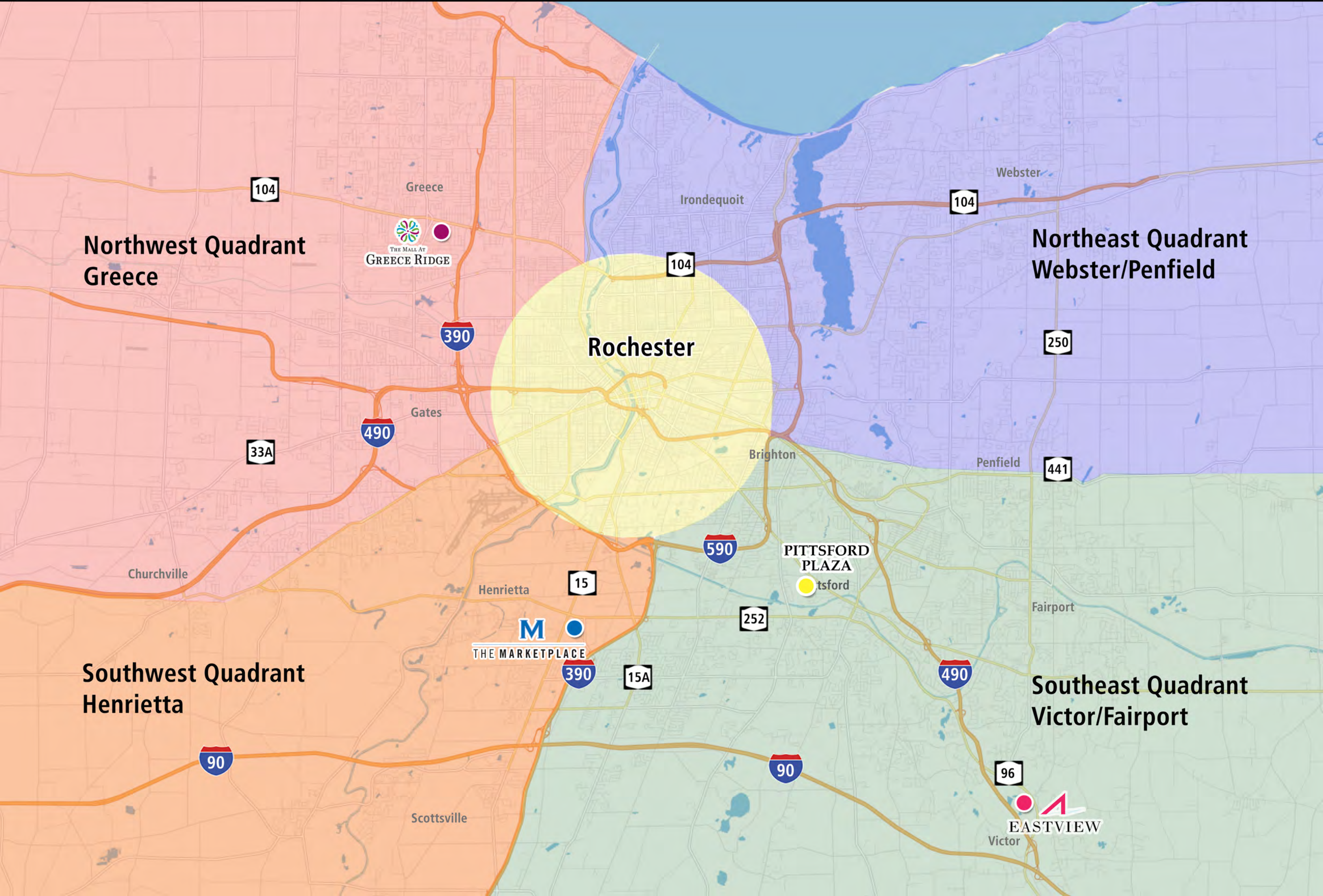




PITTSFORD PLAZA



Northwest Quadrant
Greece

Northeast Quadrant
Webster/Penfield

Southwest Quadrant
Henrietta

Southeast Quadrant
Victor/Fairport

Rochester





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 Pittsford

AFFLUENCE

The Town of Pittsford is ranked first in affluence in Upstate New York (NYup.com - May 2018). 50% of the population earns an average household income over \$100,000.



HIGH RANKING SCHOOLS

Pittsford-Mendon High School is repeatedly ranked among the highest rated schools in the country. US News ranked it 18th in New York State and 108th nationally in 2018.



HISTORIC SIGHTS

Drawing thousands of tourists and locals annually, the Erie Canal runs through the historic Village of Pittsford and provides a scenic escape with walking/biking paths, architecture and boat cruises.



A Golfing Community...

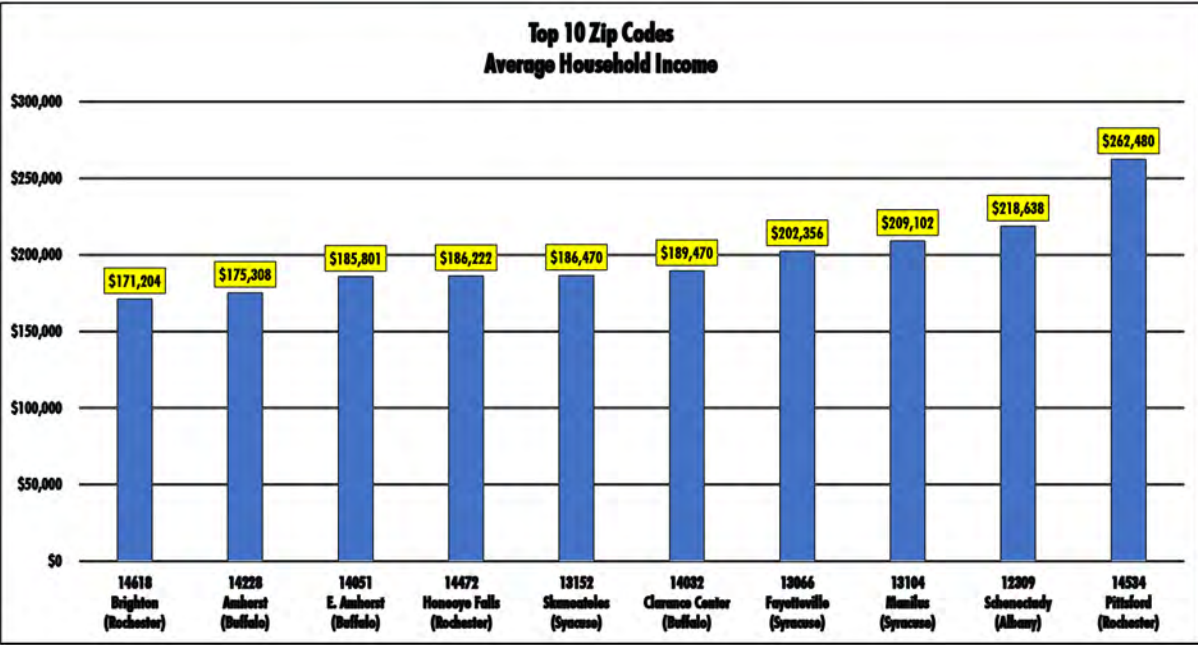
Pittsford is home to four golf courses that rank among the highest in the country.

Located across the street from Pittsford Plaza, **Oak Hill Country Club** is a world renowned private golf club with historic significance that frequently attracts golf enthusiasts. It is known for being the only club ever to host:

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



Pittsford has the highest average household income in Upstate New York



Pittsford Plaza

1/4 mile from Interstate 590 and 3 miles from Interstate 490 - each exceeding 100,000 vehicles/day.

Traffic Monroe Avenue (Rte 31) is nearly 40,000 vehicles/day.

There are four entrance/exits accessing Monroe Avenue.

850 cars/hour utilize the western entrance to the Plaza shared with Wegmans flagship grocery store. Today this is likely over 1,000 cars/hour.

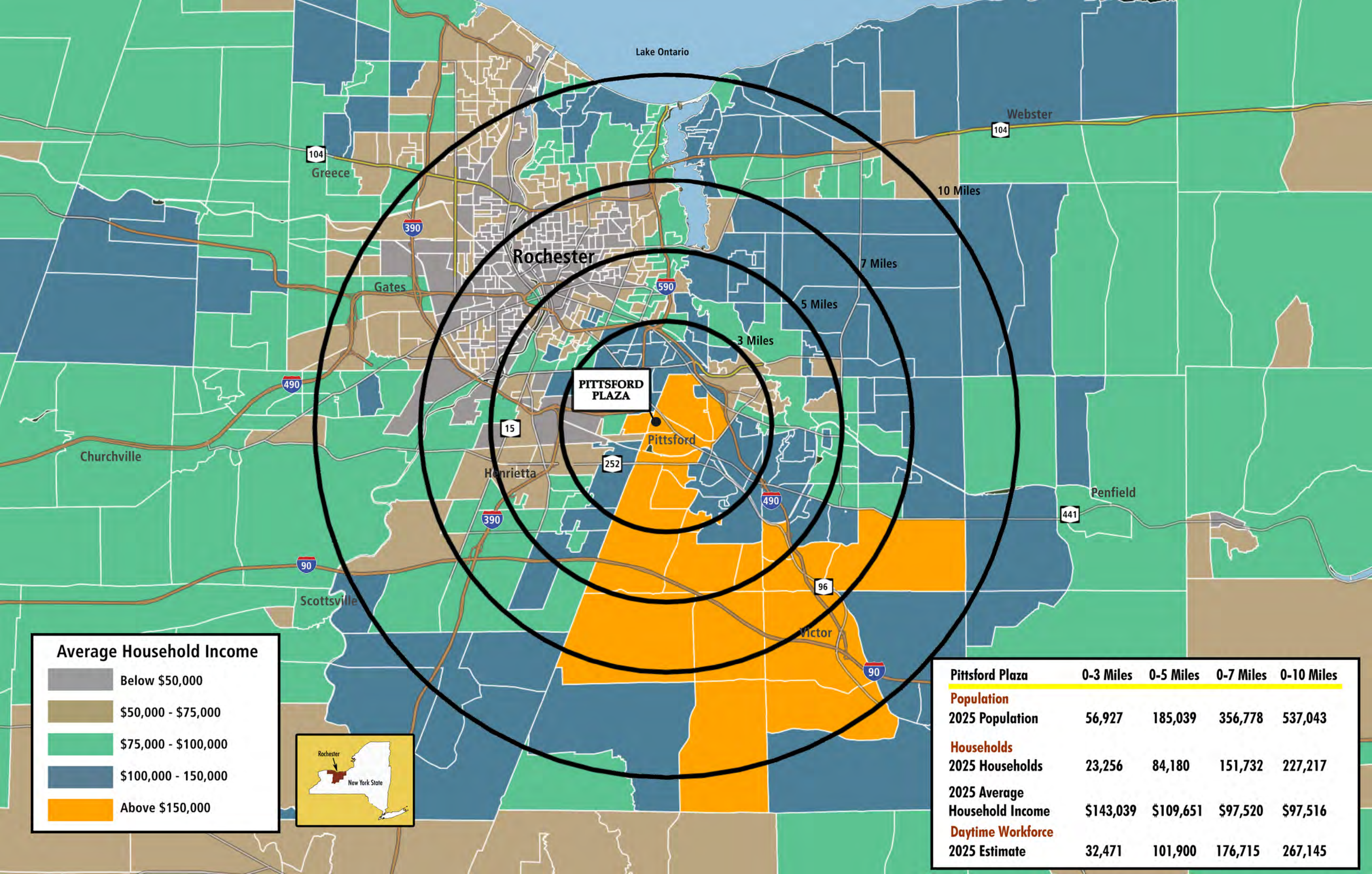
Quick Facts

493,694 square feet

50+ tenants

Noteworthy:

- Wegmans Flagship Grocery Store
- Trader Joe's
- Cheesecake Factory
- Century Liquor & Wine by Wegmans
- Apple Cinemas
- Barnes & Noble
- Under Armour
- Five Below
- J Crew Factory
- Michaels Arts & Crafts
- Black & Blue
- The Paper Store
- Ulta



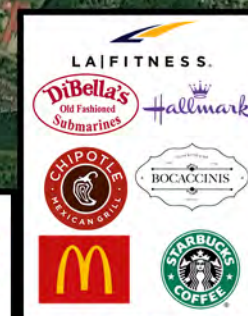
Average Household Income

	Below \$50,000
	\$50,000 - \$75,000
	\$75,000 - \$100,000
	\$100,000 - \$150,000
	Above \$150,000



Pittsford Plaza	0-3 Miles	0-5 Miles	0-7 Miles	0-10 Miles
Population				
2025 Population	56,927	185,039	356,778	537,043
Households				
2025 Households	23,256	84,180	151,732	227,217
2025 Average Household Income				
	\$143,039	\$109,651	\$97,520	\$97,516
Daytime Workforce				
2025 Estimate	32,471	101,900	176,715	267,145

Pittsford Plaza



PITTSFORD PLAZA

50+ retail shops and restaurants

BARNES & NOBLE

apple cinemas

CHIPOTLE

carter's

SportClips

Century Liquor & Wines

TJ-maxx

Michael's

black & blue

chico's

the paper store

Under Armour

root 31

The Cheesecake Factory

ADELITAS

five BEER

Coming Soon Mamma & G's

pure barre

café & eatery

TRADER JOE'S

BATH & BODY WORKS

goldfish swim school

CINNAHOLIC

PEARLE VISION

GOING GOING GONE!

restore

ROCHESTER REGIONAL HEALTH Women's Clinic

J.CREW MERCANTILE

ULTA BEAUTY

X GOLF

GOING GOING GONE!

restore



Town of Brighton

Pittsford Plaza

Town of Pittsford

31

65

31

590

91,792 ADT

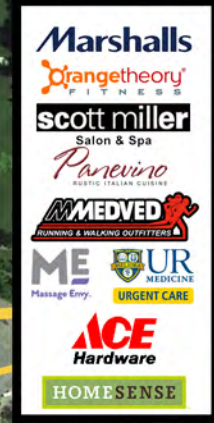
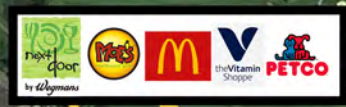
42,721 ADT

17,690 ADT
Clover St.

Monroe Avenue

33,110 ADT

French Road
18,885 ADT



PITTSFORD PLAZA
50+ retail shops and restaurants

BARNES & NOBLE	TJ-MAXX	The Cheesecake Factory	TRADER JOE'S	FIVE BELOW	BIF	ROCHESTER REGIONAL HEALTH Women's Clinic
apple cinemas	Michaels	Adelitas	Bath & Body Works	J-CREW	MERCANTILE	ULTA BEAUTY
chipotle	black & blue	Coming Soon	Mamma G's	the paper store	CINNAHOLIC	
carter's	chico's	GOING GOING GONE!	goldfish	swimschool	Columbia	
SportClips	Under Armour	pure barre	PEARLE VISION	X GOLF		
Century Liquor & Wines	root 31	café & eatery	Shear Ego Salon & Spa	restore		





Monroe Avenue 32,714 ADT

Over 850 vehicles/hour



