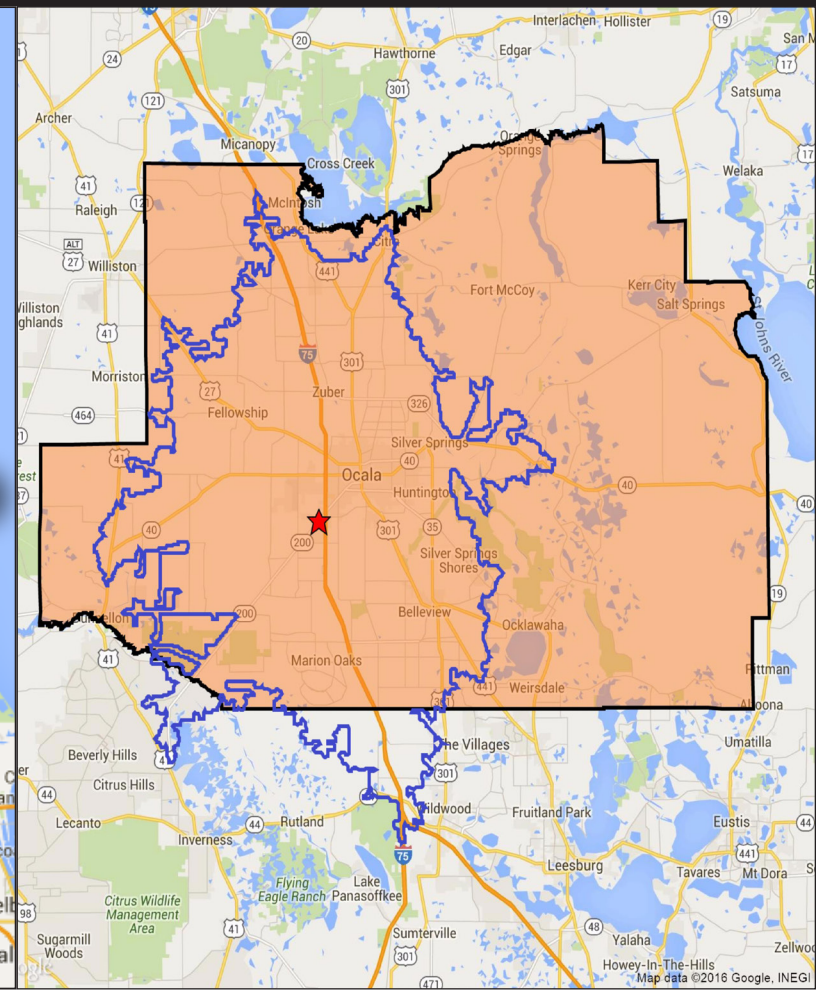
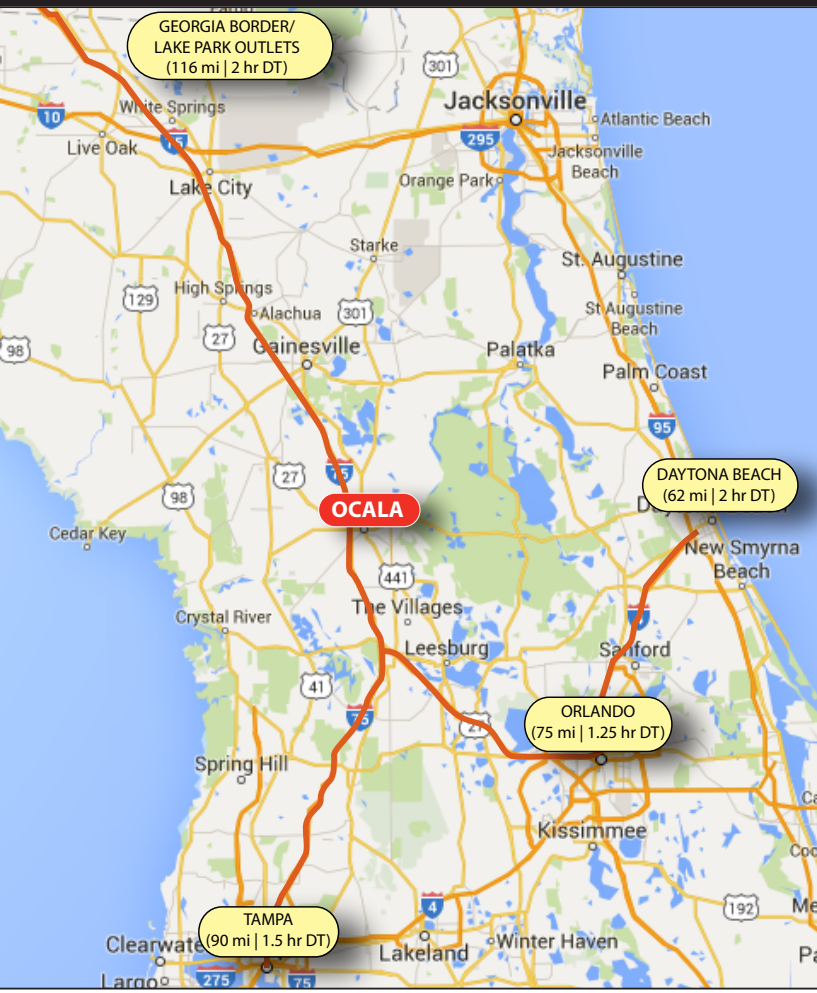




MARKET ST AT HEATH BROOK

Ocala, FL

- ▶ 515,000-square-foot regional lifestyle center located in Ocala, Florida
- ▶ Anchored by Dillard's, Dick's Sporting Goods and Barnes and Noble
- ▶ Other major tenants include ULTA Beauty, Chico's, DSW, and Old Navy
- ▶ National stores and restaurants including HomeGoods, Kirkland's, Panera Bread and Mimi's Cafe
- ▶ Centrally located between Gainesville, Orlando, Tampa, and Jacksonville, off of SR 200, just west of U.S. 75



Market Street at Heath Brook is the only higher-end shopping center in all of Ocala and Marion County pulling from greater than a 25-minute drive time of over **350,000** population and a combined annual seasonal population of **550,000**.

MARION COUNTY

Average Household Income
 2015 Average Household Income \$53,592
 2020 Average Household Income \$57,210

TOTAL POPULATION

2015 Population 341,654
 2020 Population 358,263

GROWTH

3.4% Job Growth: *Forbes* ranks Ocala MSA #5 in the nation for job growth in 2016.
4.2% Economic Growth: Bloomberg ranks Ocala MSA #7 in the nation for economic growth in 2016.

UPSCALE RESIDENTS HOME VALUES WITHIN 10 MILES
 Nearly 10,000 homes **\$250,000-\$1 million**
 Nearly 1,000 homes **over \$1 million**

EQUINE ECONOMIC DRIVERS

- **\$2.62 billion** total revenues in Equine Industry
- **\$94 million** total industry output impact to Ocala/Marion County for HITS. (HITS 14-week hunter/jumper show)
- **\$63 million** direct spending in Ocala/Marion County by out of town visitors for HITS
- **19,209** full and part time jobs

- 350,000 **Population:** Total trade area draw (primarily Marion County)
- + 40,000 **Equine Community:** Brings a very large population to the area, primarily January through March; one event alone – HITS (Horse Shows in the Sun) – brings 40,000 people over three months
- + 150,000 **Snowbirds:** Part-time resident and visitor retirees as early as November and as late as June
- + 10,000 **College of Central Florida:** The college students impact is primarily September through May.
- 550,000 **Total Market Population**





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