



 **EMPIRE
OUTLETS**
NEW YORK CITY™

NYC'S ONLY OUTLET DESTINATION

Destination St. George

1 Empire Outlets 

2 The New York Observation Wheel 

3 Richmond County Savings Bank Ballpark
Home of the Staten Island Yankees 

4 Staten Island Ferry Terminal

5 Lighthouse Point

6 St. George Historic Theatre

7 Snug Harbor Cultural Center

8 Empire Outlets & New York Wheel
Private Water Dock

9 Transportation Hub – Bus/Rail



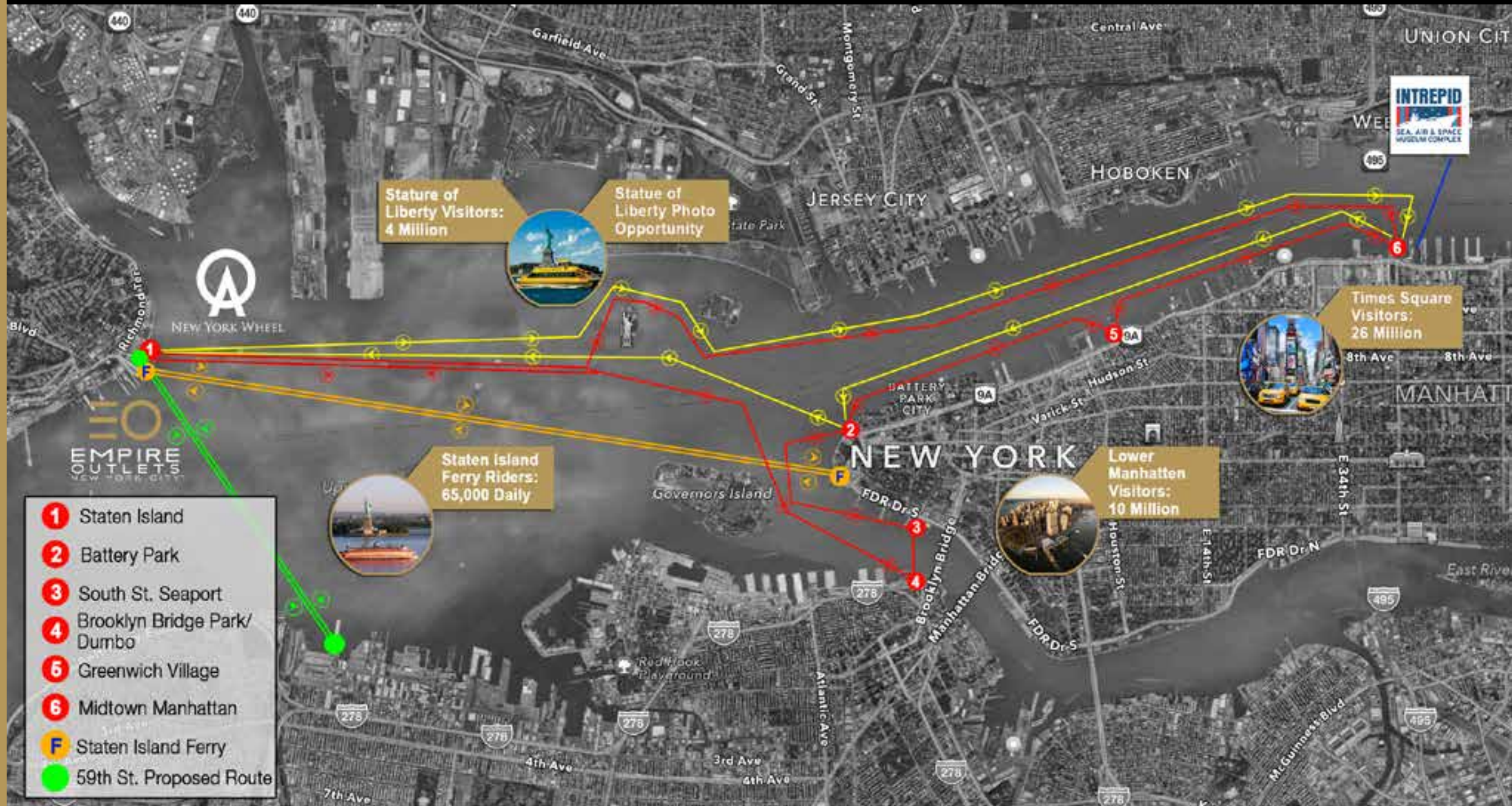
22,000,000
EST. TOTAL YEARLY VISITORS



AERIAL VIEW



WATER TRANSPORTATION CONNECTIVITY



TRANSPORTATION STOP	AVERAGE HOUSEHOLD INCOME	AVERAGE DISPOSABLE INCOME
1 Staten Island	\$94,288	\$68,655
2 Battery Park	\$156,724	\$103,261
3 South St. Seaport	\$127,647	\$84,129
4 Brooklyn Bridge Park/Dumbo	\$135,757	\$93,591
5 Greenwich Village	\$142,473	\$95,551
6 Midtown Manhattan	\$97,402	\$68,629

STATEN ISLAND
 Total Staten Island Population: 475,207
 Total Spent On Retail Goods: \$5,011,341,869
 Staten Island Retail Sales Potential: \$6,219,046,866

MANHATTAN
 Total Manhattan Population: 1,609,177
 Total Spent On Retail Goods: \$28,658,398,783
 Manhattan Retail Sales Potential: \$35,666,504,416

BROOKLYN
 Total Brooklyn Population: 2,593,186
 Total Spent On Retail Goods: \$19,781,122,672
 Brooklyn Retail Sales Potential: \$24,138,508,601

Case Study: Twin America Boat partnership

What is your level of interest in hopping off the City Sightseeing cruise to go on the NYW and Empire Outlets?	
High	65%
Medium	24%
Low	12%
Would you purchase a 15% off discounted ticket for the NYW in combination with the City Sightseeing cruise?	
Yes	59%
No	41%
Would you consider it an increased value if City Sightseeing hop-on/hop-off boat cruise stopped in St. George?	
Yes	75%
No	25%
If the cruise was extended by an additional 20-30 minutes and included a hop-off stop in St. George would you get off the boat to visit?	
Yes	81%
No	19%

Inclusion in hop-on/hop-off day service

5-7 drop offs per day

650K annual riders

How will we sell?

Concierge opportunities

Bus wraps

400 street team agents



NEW YORK WHEEL VS. STATUE OF LIBERTY



630 ft. tall

OVER 2X TALLER THAN
STATUE OF LIBERTY

36 pods/40 guests per pod

38-minute revolution

72 spokes of LED lighting

5-acre green roof



The NYC market excels

with a pop. base of 15.8 million within the 45-minute drive time and a pop. density of 6,700+, 2M HHs of \$100K+ and a tourism base of 56 million, NYC tops Chicago, Dallas, LA, Miami and Philadelphia

Market*	Pop. (Million)	Pop. Density	Avg. HH Income	\$100K+ HHs	Millennials (Millions)	Tourist Base (Millions)
NYC	15.8	6,765	\$100,125	2.0	3.5	56
Chicago	8.3	3,055	\$90,497	1.0	1.7	50
Dallas	5.4	1,784	\$81,922	0.5	1.2	23
LA	12.7	5,456	\$89,191	1.2	2.9	46
Miami	4.9	3,018	\$74,045	0.4	1.0	15
Philadelphia	5.4	1,898	\$90,785	0.7	1.1	40

*Based on trade area from primary outlet center

but is the most under-retailed per capita market of the five.

With its extremely high population density, tested retailer square footage ratios reveal that fashion retailers are missing significant opportunities to have store brand presence in the market.

Source: August Partners/VRN National Online Shopper Study; proprietary data



Predicted Attendance vs. Competing Attractions

	Foreign Tourists	U.S. Tourists	NYC Residents	Total
Number Surveyed	5,048	3,003	2,000	10,051
% selected when asked: Which of these NYC attractions would you go to on a typical visit?				
Statue of Liberty	68%	42%	45%	56%
The New York Wheel	56%	35%	35%	46%
Empire State Building	58%	30%	35%	45%
IWTC	44%	39%	37%	41%
Staten Island Ferry	43%	26%	21%	34%
Empire Outlets	42%	25%	23%	33%
Top of the Rock	31%	19%	24%	26%
Ellis Island	26%	20%	21%	23%

Source: 10,000-Person Gallup Study



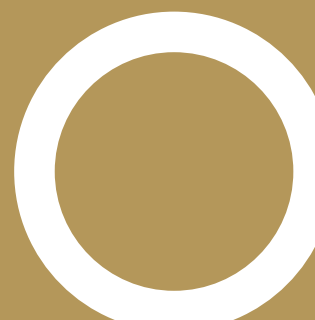
NYC Tourists Activities & Interests

Domestic Overnight		
Rank	Activity	% of Visitor Participation
1	Shopping	38%
2	Culinary/Dining Experiences	38%
3	Museums/Galleries	31%
4	Touring/Sightseeing	29%
5	Concerts/Theater/Dance	28%
6	Historical Sites	23%
7	Nightlife	21%
8	Parks National/State, etc.	21%
9	Sports Events	7%
10	Theme/Amusement/Waterparks	3%

International		
Rank	Activity	% of Visitor Participation
1	Shopping	90%
2	Touring/Sightseeing	86%
3	Museums/Galleries	54%
4	National Parks & Monuments	50%
5	Fine Dining	40%
6	Historical Sites	39%
7	Concerts/Theater/Dance	32%
8	Guided Tours	31%
9	Cultural/Ethnic Heritage Sites	24%
10	Nightlife/Dancing	20%
11	Sports Events	18%

Shopping ranks #1 among domestic & international tourists.

Source: New York City Travel + Tourism Trend Report



RENDER
RICHMOND TERRACE



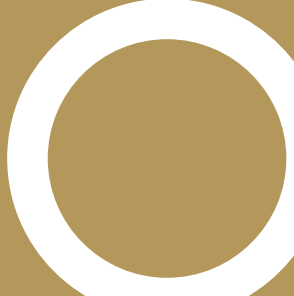
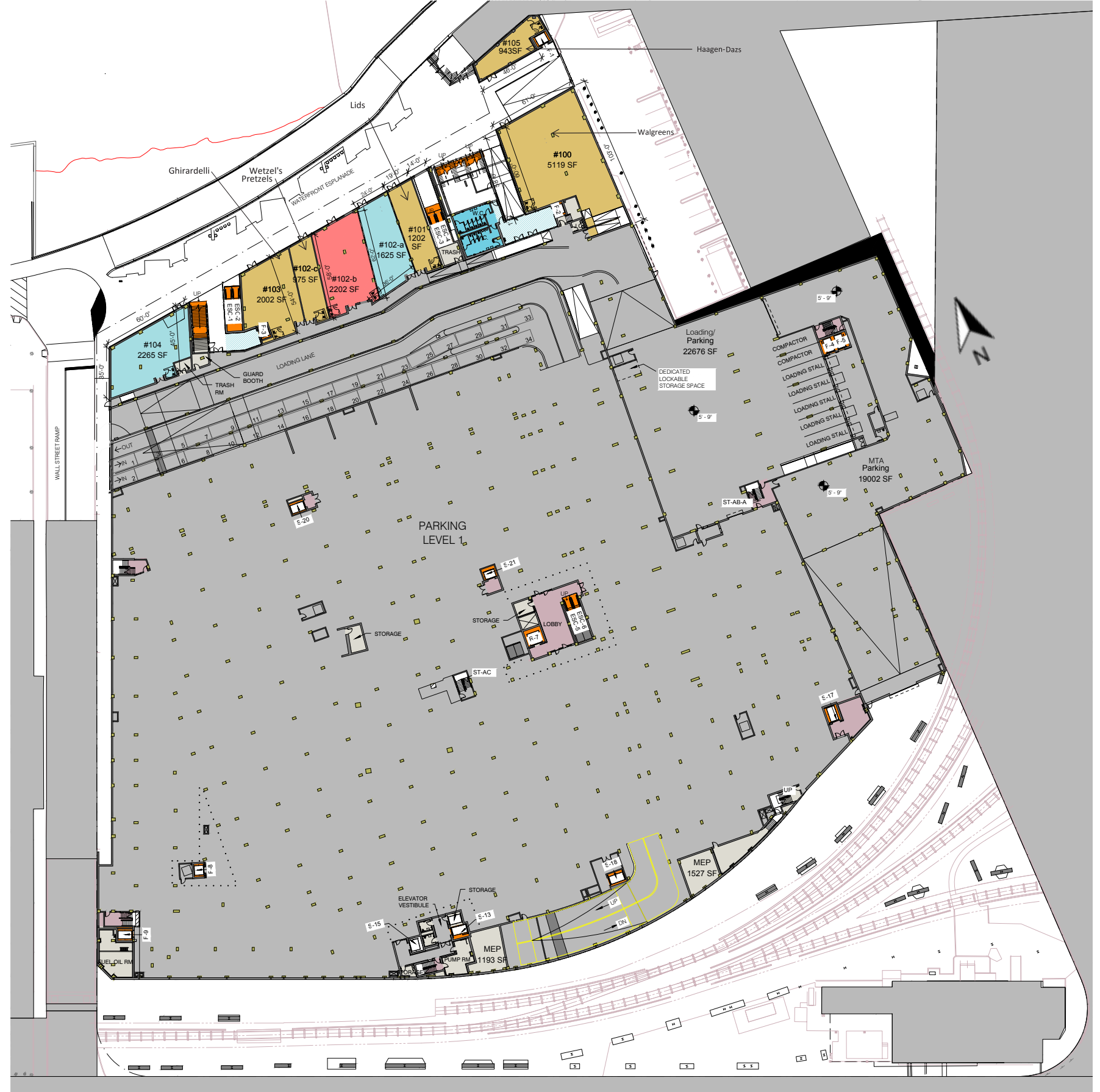
RENDER
CENTRAL PLAZA



Lease Plan

PLANS PROMENADE RETAIL LEVEL 1 - PARKING LEVEL 1

- Leased Retail
- Reserved Retail
- Available Retail
- Vertical Circulation
- BOH
- MEP
- Office
- Trash
- Hotel
- Parking
- Lobby
- Covered Open Space
- Outdoor Seating
- Open Space



PLANS

RETAIL LEVEL 2 - PARKING LEVEL 3

- Leased Retail
- Reserved Retail
- Available Retail

- Vertical Circulation
- BOH
- MEP
- Office
- Trash
- Hotel
- Parking
- Lobby
- Covered Open Space
- Outdoor Seating
- Open Space



PLANS
RETAIL LEVEL 4 - FOOD & BEVERAGE SPACE

FEAST
AT
EMPIRE OUTLETS
NEW YORK CITY™

- Leased Retail
- Reserved Retail
- Available Retail

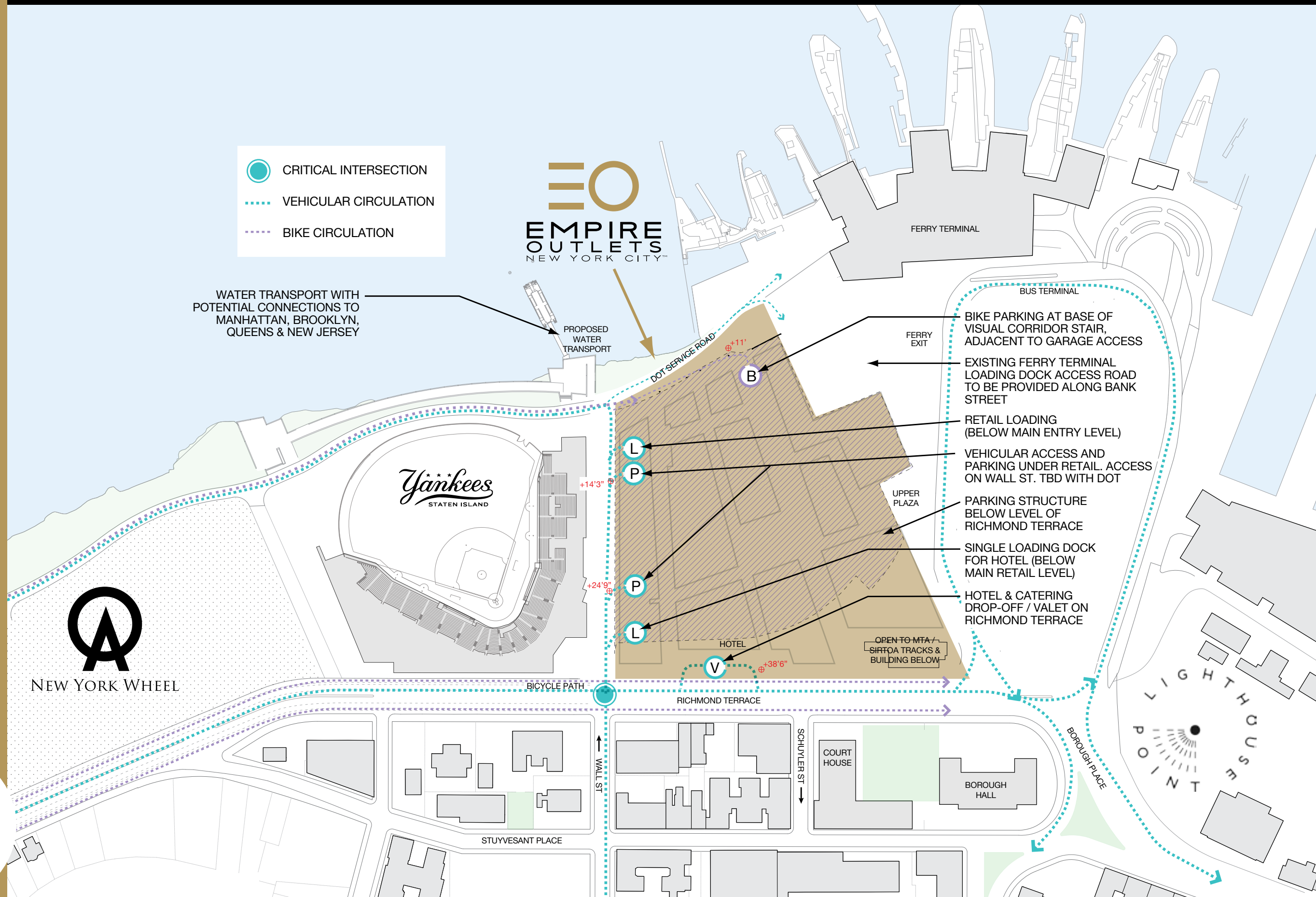
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UNDER CONSTRUCTION



VEHICULAR, BICYCLE & WATER TRANSPORT ACCESS



KEY PEDESTRIAN ACCESS POINTS



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