

Facts

- The Boardwalk and the waterfront now host over 1.5 million visitors annually.
- We have seven successful, unique full-scale restaurants and lounges, over 15 specialty food concepts, and numerous specialty shops and boutiques in over 70,000 square feet of retail space.
- Full Project development will exceed 360,000 square feet.
- Boardwalk venues and businesses generate over \$30 million in annual sales.
- The waterfront is home to six exceptional and nationally-recognized entertainment venues (five of which are owned/operated by Madison Marquette). We produce over 300 shows and other major events annually.
- City of Asbury Park beach badge revenue increased from \$30,000 in 2005 to over \$1.8 million in 2015.
- Memorial Day Weekend 2016 saw a 28% increase in beach badge sales from 2015



Press

"Asbury Park [has] retained a refreshing, rare Americana charm. Restaurants - and boutique hotels - arrived, but they have had to share the boardwalk with nostalgic attractions like a pinball museum and a psychic."
 Michael Washburn, New York Times

"Asbury Park has been transformed into a lively hamlet of art, culture, cuisine and surf shops."
 Alia Akkam, NY Post

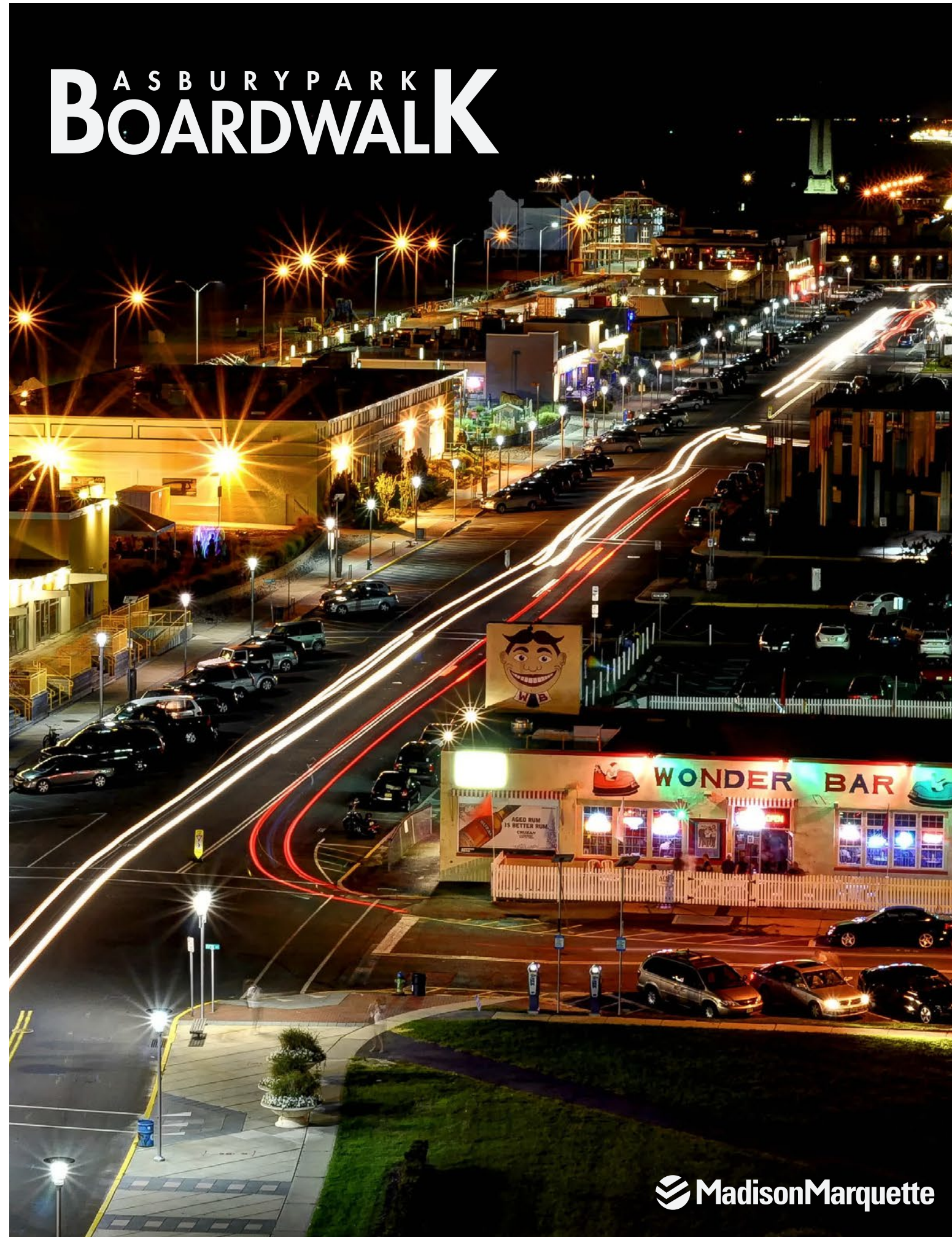
"Around Asbury Park...artists and club promoters say a full-fledged musical renaissance is underway."
 Tammy LaGorce, New York Times

Demographics

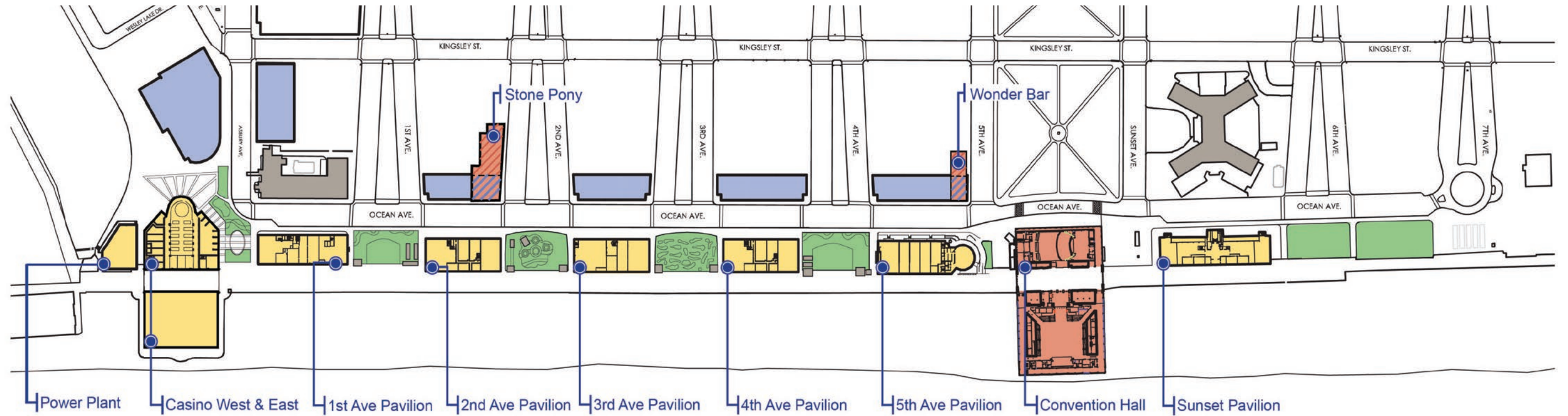
| | 3 Mile | 5 Mile | 10 Mile |
|------------|----------|----------|-----------|
| Population | 58,973 | 124,028 | 277,537 |
| Households | 24,980 | 25,207 | 50,828 |
| HH Income | \$74,162 | \$88,871 | \$100,003 |

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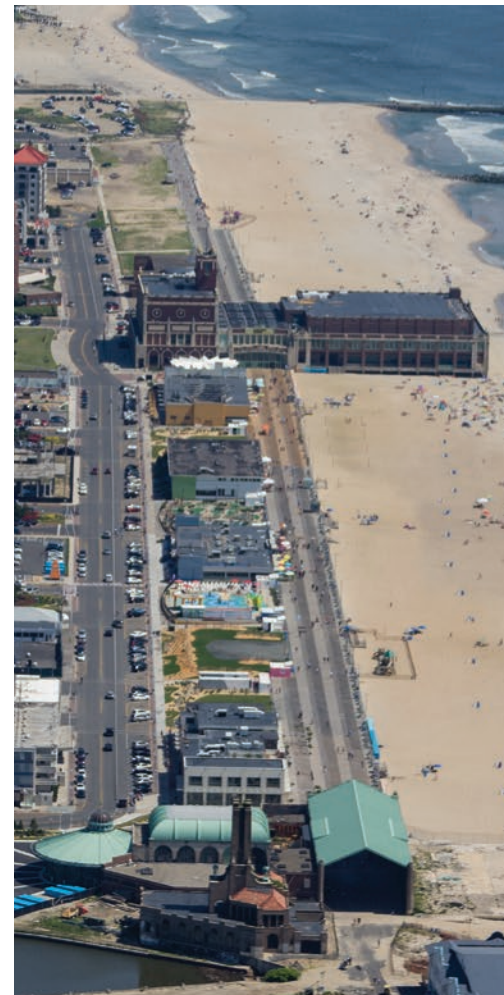


ASBURY PARK 2016



ASBURY PARK

- A storied city with a rich history as one of the most famous resort destinations of the 20th century.
- Home to a thriving musical community, where local and national artists live, create, and perform their music in the city's many clubs and theatres.
- Undergoing an artisanal renaissance, with craftspeople, artists and artisans working, opening businesses, and calling it home.
- One of the most beautiful waterfronts on the Eastern seaboard, with wide, clean beaches and surfers carving waves next to unparalleled historic architecture.



MadisonMarquette

- Retail redeveloper of the mile-long Asbury Park waterfront, launching a new phase of retail development that will bring nearly 300,000 square feet of new space online in the next five years.
- Nationally recognized owner and operator of over 20 million square feet of high-end retail and mixed-use projects throughout the United States.
- Responsible for the current revitalization of the Asbury Park Boardwalk.
- Partnered with Live Nation to bring national talent to the five venues owned and operated by Madison Marquette, including Convention Hall and the world famous Stone Pony.

iSTAR | RESIDENTIALSM

- Redeveloper of the Asbury Park Waterfront, responsible for planning and development of more than 2,400 homes on 34 acres across the oceanfront.
- iStar Residential is one of the largest investors in luxury condominium, multi-family and master-planned residential developments throughout the United States.
- Opened the Asbury Hotel in partnership with David Bowd and Salt Hotels
- Delivering over 60 townhomes and condominiums in 2016.

