



SILVERSPOTT

CINEMA

THE WINE LOFT

MAS



MERCATO

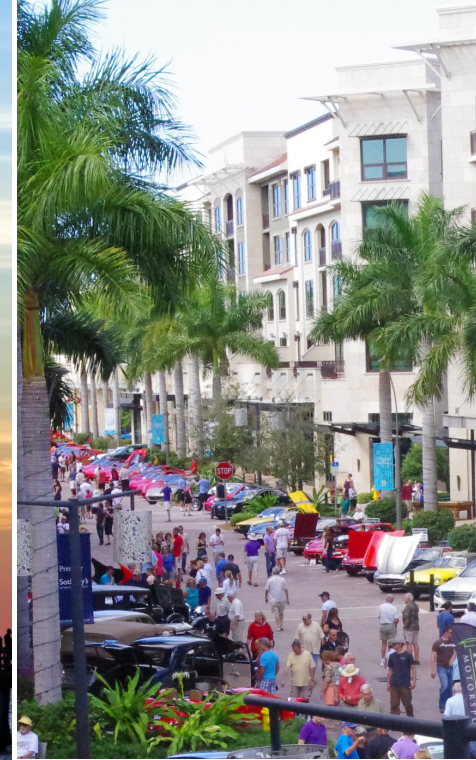
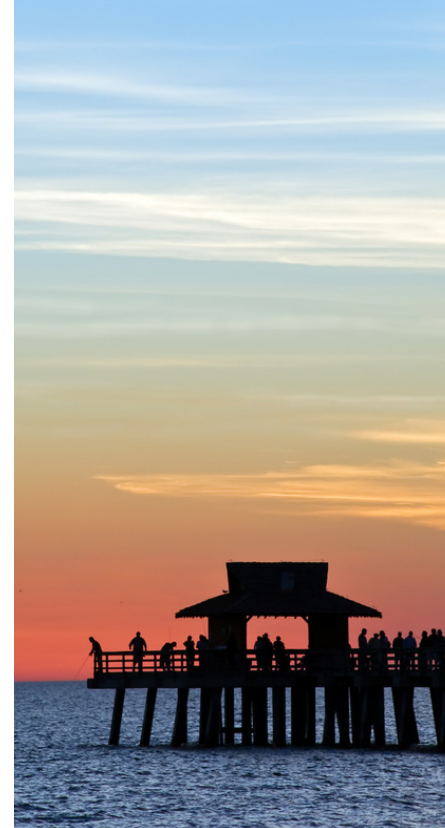
STYLE. SAVOR. SHINE.

NAPLES, FL

ABOUT MERCATO



SF GLA.....	455,000
SF Restaurant & Retail.....	315,000
2018 Overall Retail Comp Sales.....	\$622/SF
National Restaurant Sales Over.....	\$1,000/SF
SF Class A Office Space.....	92
Luxury Condominiums.....	49
Single-Family Homes & Villas.....	\$500/SF



AUDIENCE



College Graduates	73%
Female Visitors	69%
18-44 years old	34.7%
Daytime visitors	60%
Mercato HHI	\$120k+

*Based on independent third-party geofence research over 33-month period

COMPARISON TO 5TH AVENUE SOUTH



Mercato has a higher share of shopper visits and more traffic on weekends and weekdays especially in the off-season. Average HHI (\$120k+) of Mercato's shoppers in **3% higher** than 5th Avenue South and **22.5%** higher than the 2-county market.

Mercato Apparel Spending	\$201.M/YR.
5th Avenue South Apparel spending	\$195.M/YR.

*Third-party intercept study geofence research & U.S. Census



“Mercato draws a customer that is younger, better educated and earns more.”





“Customers spend their days shopping in the sunshine and nights out dining, drinking, and enjoying entertainment with friends.”



STYLE

Sur la table
THE ART & SOUL OF COOKING

NORDSTROM
rack

AVEDA™

Z GALLERIE.

Tommy Bahama™



ULTA
BEAUTY

PANDORA™

SHINE

WHOLE
FOODS
MARKET

BRAVO!
CUCINA ITALIANA™



THE
CAPITAL
GRILLE

the Pub

EST. 2015
The
HAMPTON
SOCIAL

Rocco's Tacos
EST. 2011

SILVERSPOT
CINEMA

COMPREHENSIVE PROPERTY & TENANT MARKETING

All Mercato tenants benefit from cross-marketing opportunities and exciting events that draw big crowds.

MORE THAN 40 EVENTS ANNUALLY



- Monthly concerts
- Outdoor movies
- Naples International Film Festival
- Brew-Ha-Ha Craft Beer Fest
- Naples Motorfest Exotic Car Show
- Sunday Funday concert series
- HalloWine Walk
- Woofstock
- Halloween Extravaganza
- Boulderbrook Art Show
- Christmas Tree Lighting

ENGAGING SOCIAL MEDIA



Followers

Instagram	2,900
Facebook	16,500
Twitter	6,100



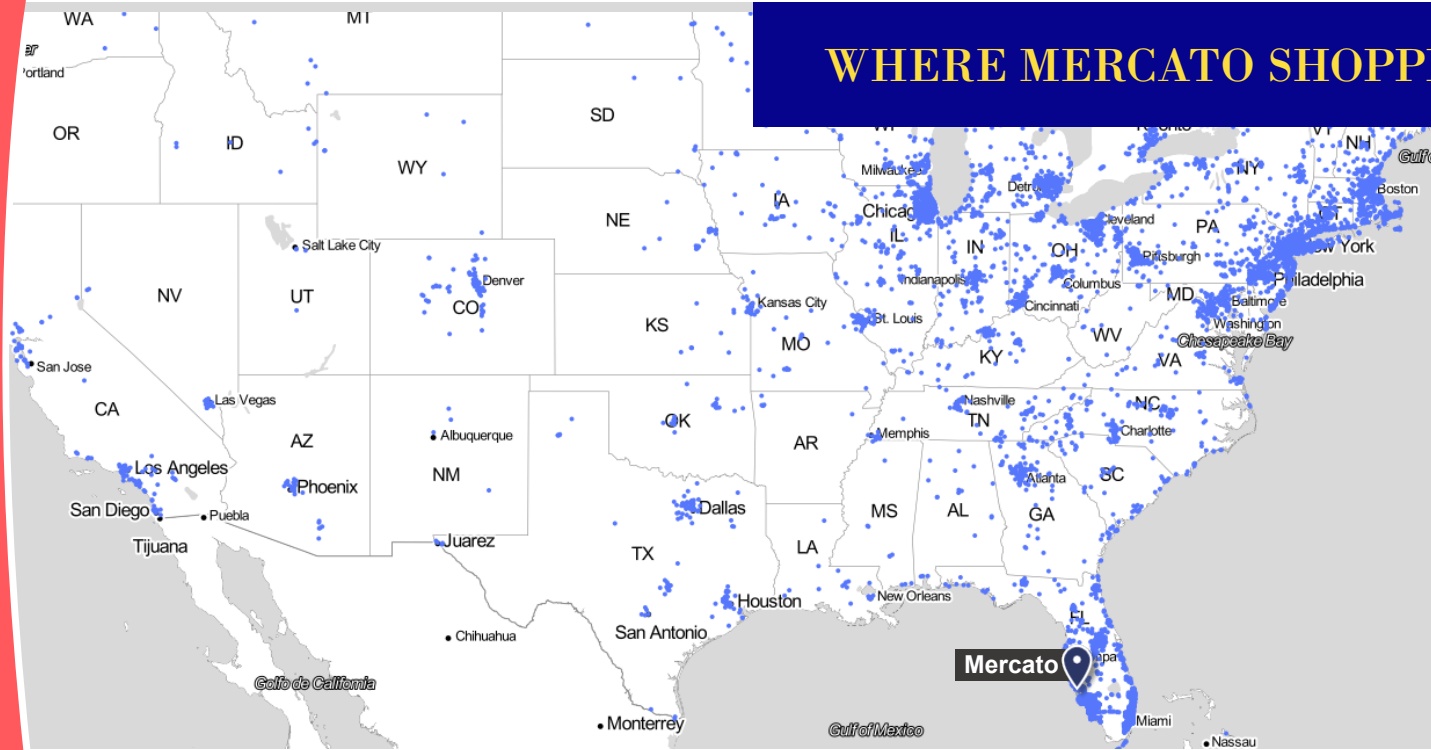
SHOPPER PATTERNS & DAILY TRAFFIC



49,500 AADT

35,500 AADT

WHERE MERCATO SHOPPERS LIVE



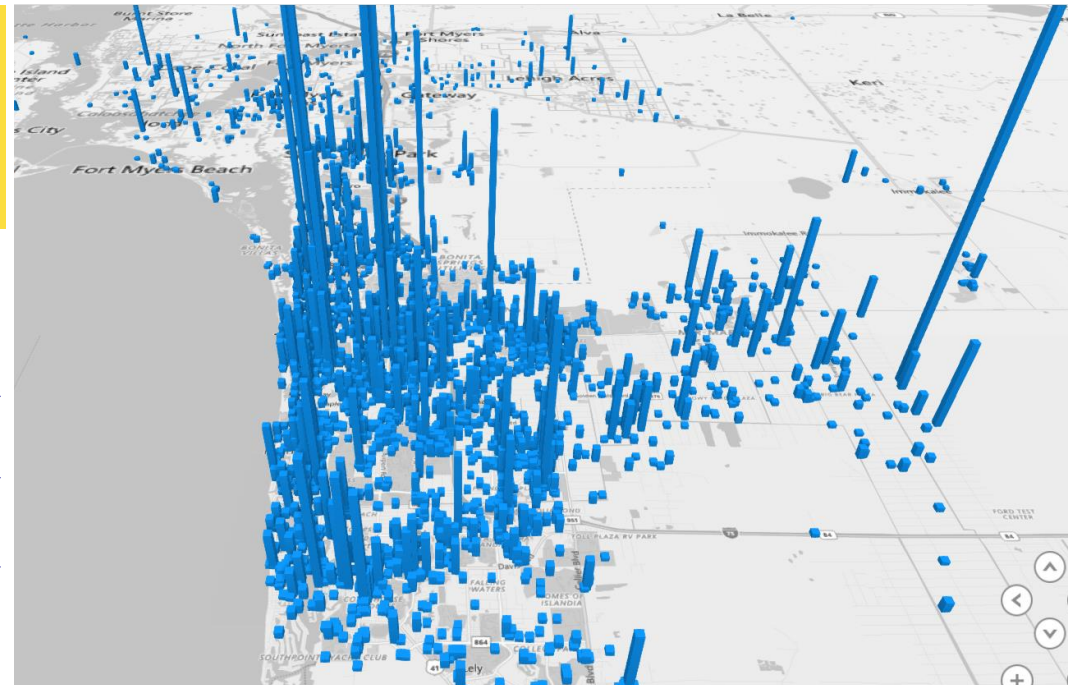
POINT OF ORIGIN



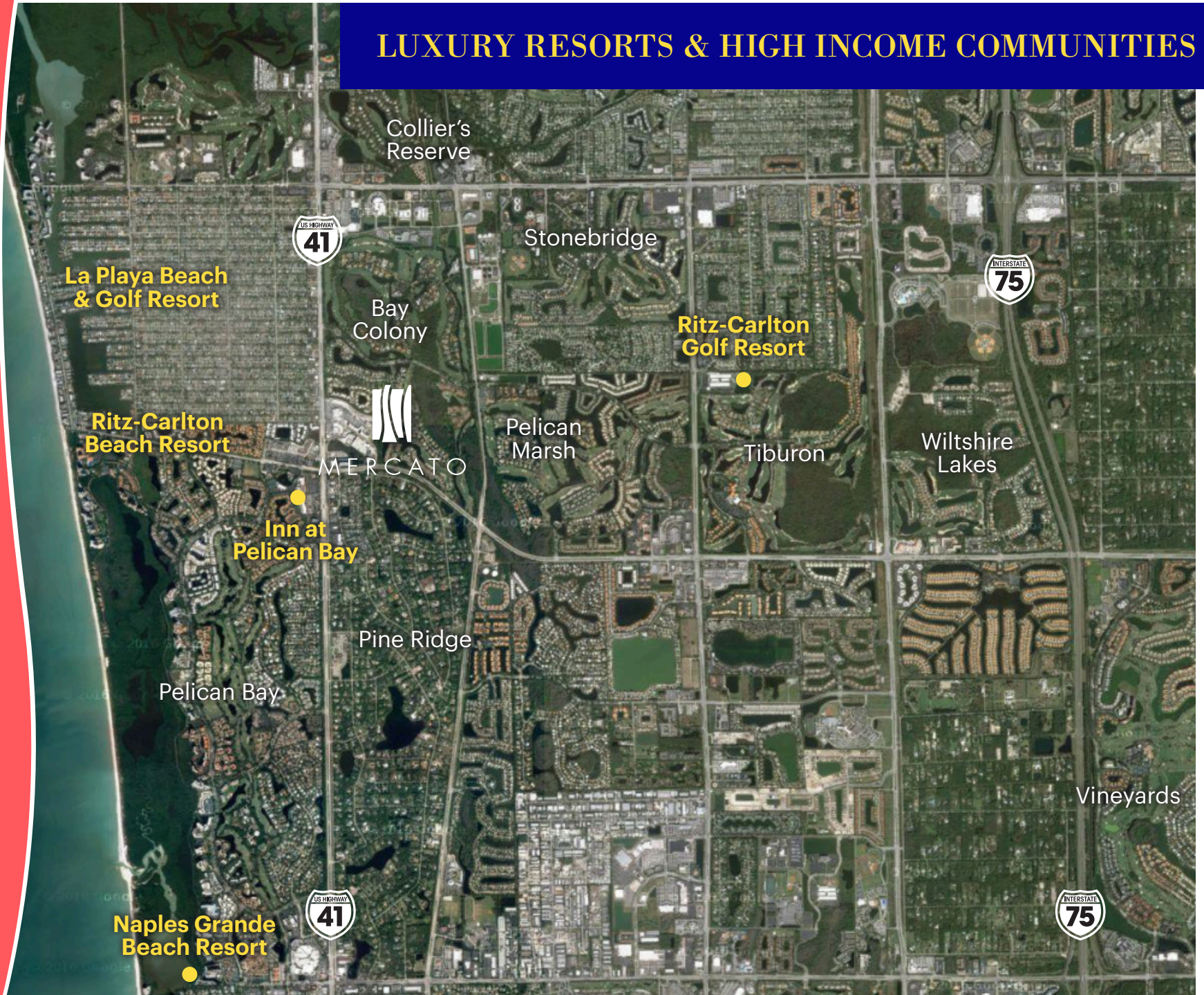
Florida **76.3%**
 Midwest **9.1%**
 Northeast **8.4%**

“Mercato draws significantly more local, year-round residents than 5th Avenue South.”

	MERCATO	5TH AVENUE SOUTH
Collier County	56.3%	49.6%
Lee County	14.6%	5.8%



LUXURY RESORTS & HIGH INCOME COMMUNITIES



NEWS ARTICLES



Naples, FL ranks #1 in the U.S. for economic growth

— Bloomberg

Top 20 Best Small Cities in America

— Condé Nast Traveler

#1 for future job growth

— Forbes

#1 Best Destination for Luxury Travelers

— USA TODAY



Naples has 15th richest zip code in America

— April 2018

Naples named Happiest & Healthiest in America for the 3rd consecutive year

— March 2018

Naples Ranks #4 in “South’s Best Food Towns”

— April 2018

\$150 million terminal expansion coming to SWFL Int’l Airport

— March 2018

Nine hotels underway in Collier County as tourism soars

— April 2018

Collier County sees 50 percent increase in building permits

— April 2018

Enrollment at Florida Gulf Coast University is five times higher than when it opened 20 years ago

—August 2017



CONTACT US

LEASING

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MERCATO

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