

# WATERSTAR

ORLANDO

7991 W Irlo Bronson Memorial Hwy, Kissimmee, FL 34747



*New Retail, Entertainment & Recreation-Inspired Destination*

ANTICIPATED DELIVERY: Q1 2023



EQUINOX  
DEVELOPMENT





## Development Highlights

WaterStar Orlando, a new 35-acre mixed-use project perfectly positioned in SW Orange County adjacent to the fastest growing residential community, Horizon West, Orlando's tourism & entertainment attractions.

Best-in-class retail anchor, restaurant and specialty retail leasing opportunities

Expands the already dominant retail node on west 192

Surrounded by powerful economic drivers with significant annual growth

Serving demand created by new traffic pattern on SR 429 via Exit 8, the Western entry to Disney

### Close Proximity to Major Thoroughfares:



4.0  
MILES



17.0  
MILES



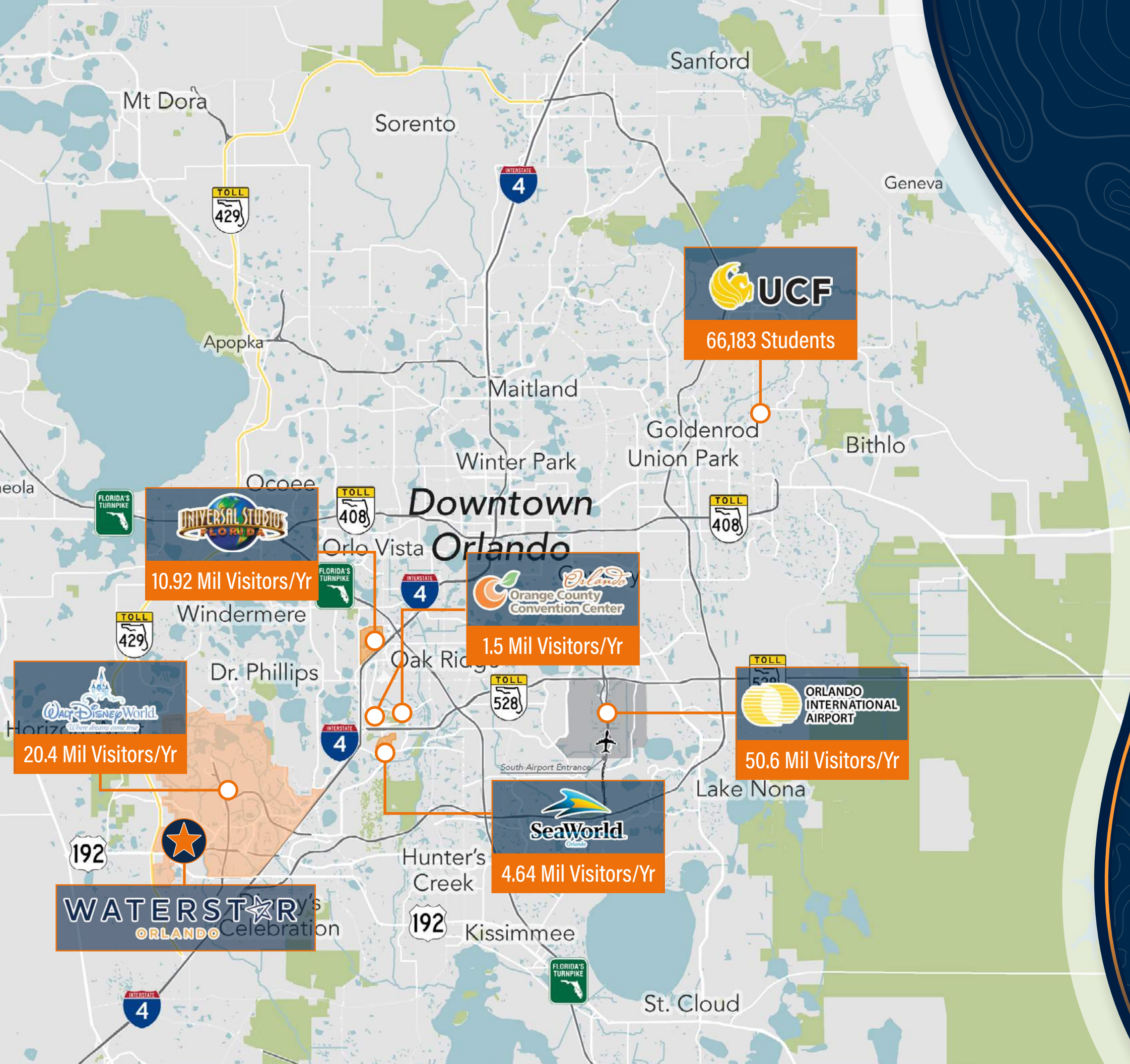
19.0  
MILES



6.0  
MILES



0.8  
MILES







Dominant Retail Trade Area &  
Proven Performance

4.5x

Tourist & Resident Spending



2x-3x

National Averages  
Retail & Restaurant Sales

AVERAGE	Big Box & Grocery Sales.....	\$700 - 800/s.f.
	Apparel Retail Sales.....	\$700 - 1,000/s.f.
	Restaurant Sales.....	\$700 - 1,000/s.f.



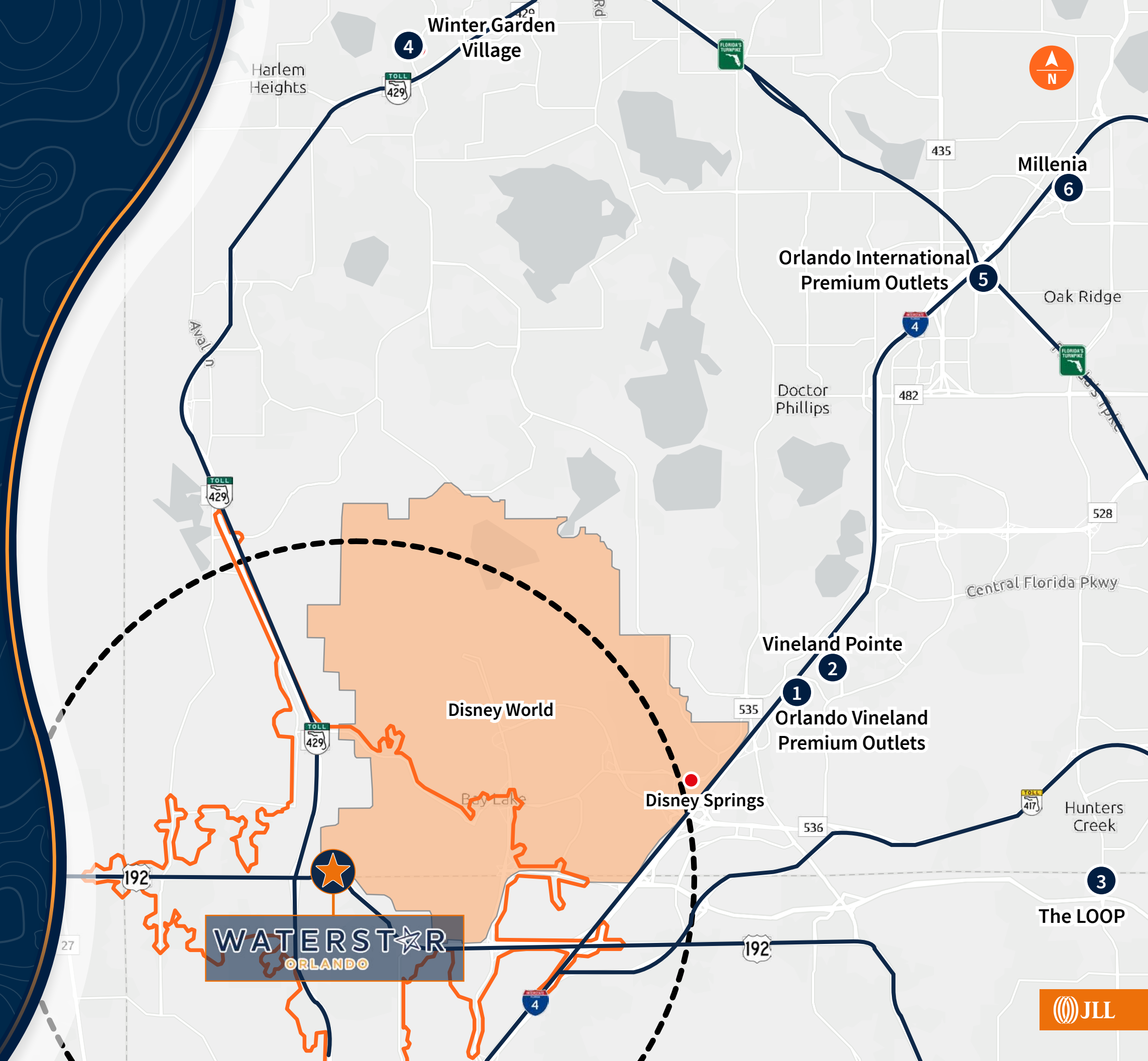




Filling The Void West of I- 4

- 11 miles from nearest power center node
- Serving the demand driven by both tourism and residential growth

TOP PERFORMING POWER CENTERS		MILES	TYPICAL DRIVE (MINS)
1	Orlando Vineland Premium Outlets	11	16-40
2	Vineland Pointe	12.7	18-35
3	The LOOP	13.4	18-45
4	Winter Garden Village	18.5	22-25
5	Orlando International Premium Outlets	17.2	26-50
6	Millenia	21.5	30-50



Retail Chains Foot Traffic COVID Recovery

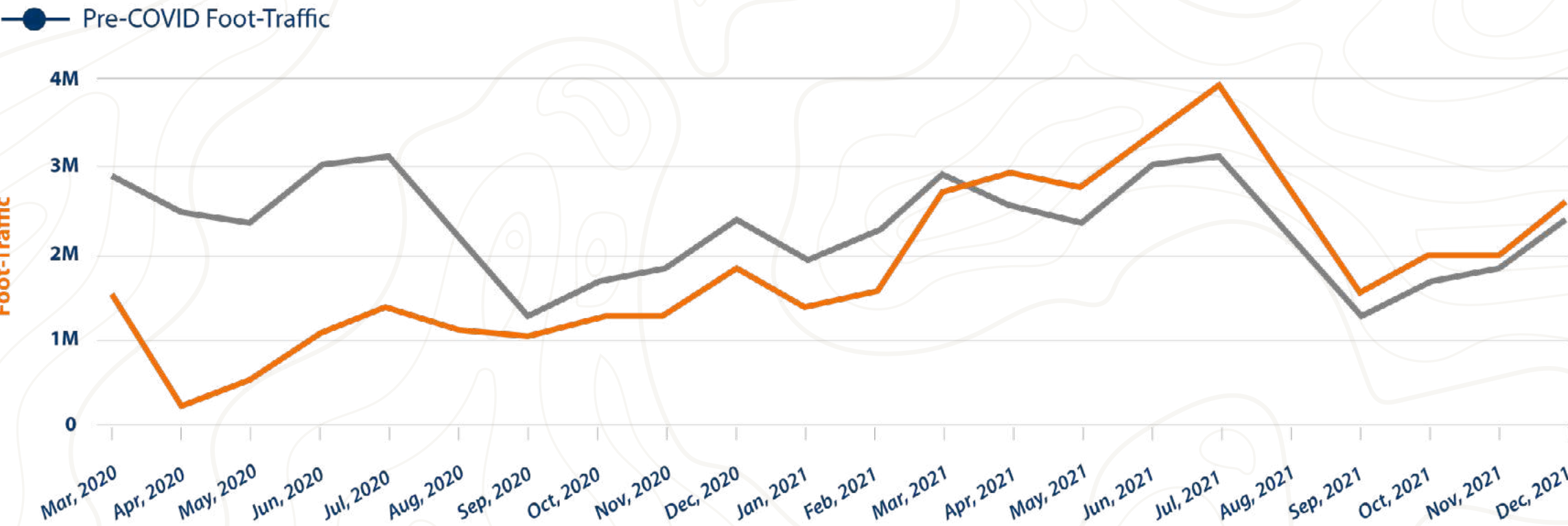
The below data shows that we are seeing increased Retail Foot Traffic greater than pre-pandemic levels. The United States opened their borders in November of 2021 to International Travelers. Experts expect that pent up demand from both international and domestic travelers will great increase throughout the year in the Central Florida market.

Retail Chains Recovery



i What is being measured?

Retail Chains Foot Traffic Recovery Over Time





Legend

Type Categories

● Resort Dwelling

● Resort Condominium

● Motel

● Hotel

● Bed and Breakfast

● Timeshare

Number of Units

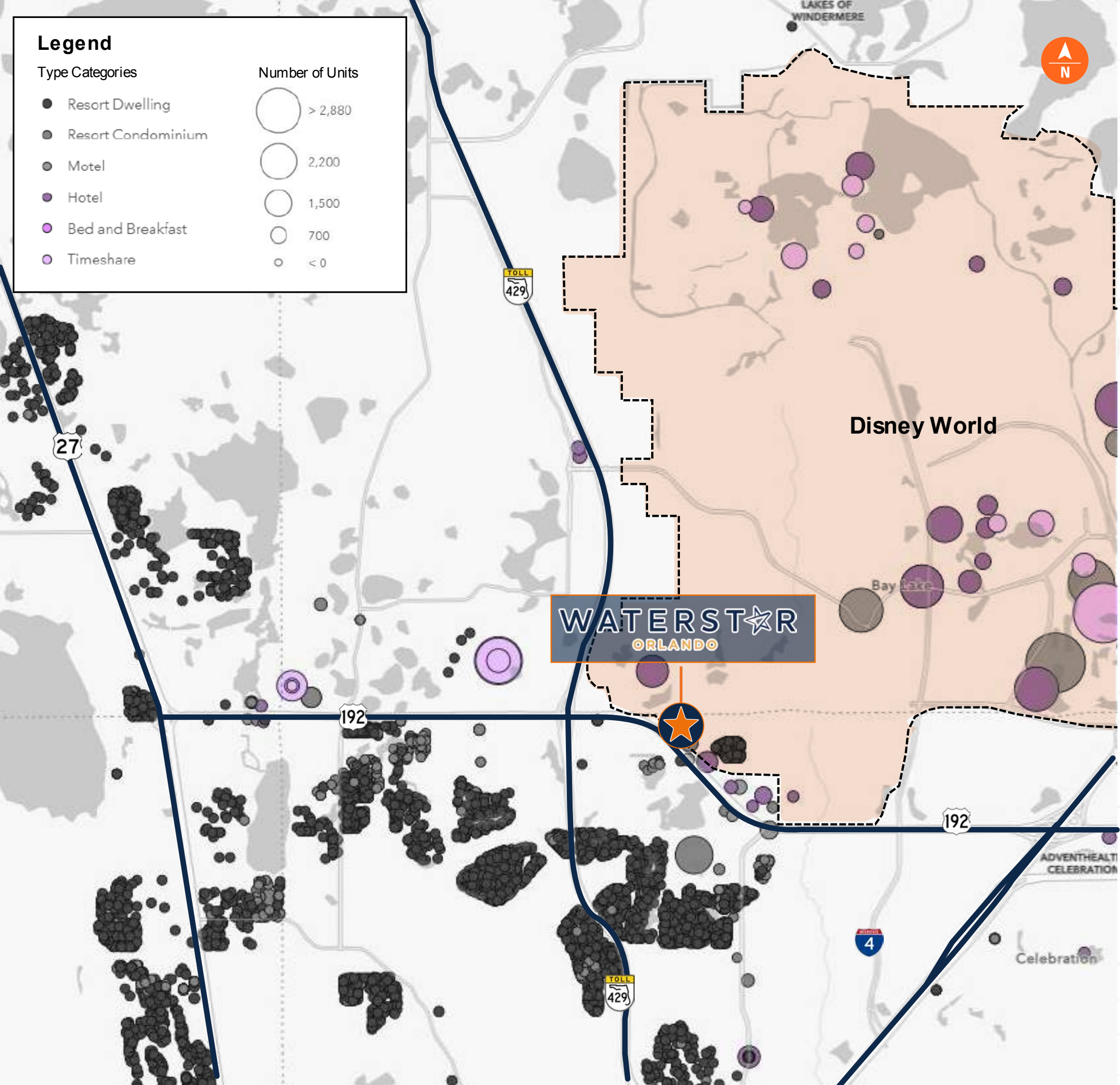
○ > 2,880

○ 2,200

○ 1,500

○ 700

○ < 0



# Unparalleled Demographics

+188,614

Consumers

\$9.4 Mil

Daily Tourism Spending

\$92,871

Weighted Average Income

Demographics	5 MILES	7 MIN DRIVE TIME
WEIGHTED AVERAGE INCOME	\$82,429	\$92,871
DAILY TOURIST SPEND**	\$9,483,216	\$4,452,261
TOTAL HOUSEHOLDS UNITS	76,440	32,799
Permanent Resident Households	15,495	3,249
Vacation Units	62,157	29,182
TOTAL CONSUMER POPULATION	154,092	65,230
Permanent Residents	36,883	10,043
Average Daily Visitors*	151,731	71,236

\* \*Calculated as the number of vacation units (hotel rooms & suites, vacation homes & condominiums, and timeshares) x 79% (Calculated YTD Avg Occupancy) x 3.09 guests per unit

\*\* Calculated as \$250 per person per trip divided by 4 average days of stay

Source: Visit Orlando, ARDA Economic and Fiscal Impacts of the Orlando Timeshare Industry, August 2016



## Economic Drivers Igniting Massive Growth



**12,000-13,000 visitors per day** occupying over 4,500 timeshare units. Each unit welcomes new visitors every week, generating new consumers who are ready to shop.

The **3rd fastest growing master-planned community in the nation**, with more than 51% of all residential permits for Orange County. A 20,700-acre master planned community with 6 residential villages totaling 40,000 new homes.



Attendance up +15% at Animal Kingdom- now the 6th most visited park in the World. Largest opening in history of Disney expected in 2019 with Star Wars Galaxy Edge. **53+ million visitors and 74,000 employees.**

A 2,200-acre destination resort with nearly **6,800 planned units** of one- to three-bedroom villas, three- to thirteen-bedroom private vacation homes, three-story rental condos and a 1,500-key luxury hotel with plans to expand. 3 PGA golf courses, a 6-acre water park, 6 exceptional dining venues, a full-service spa and fitness/tennis center, 140,000sf of office space and almost 500,000 s.f. of retail.

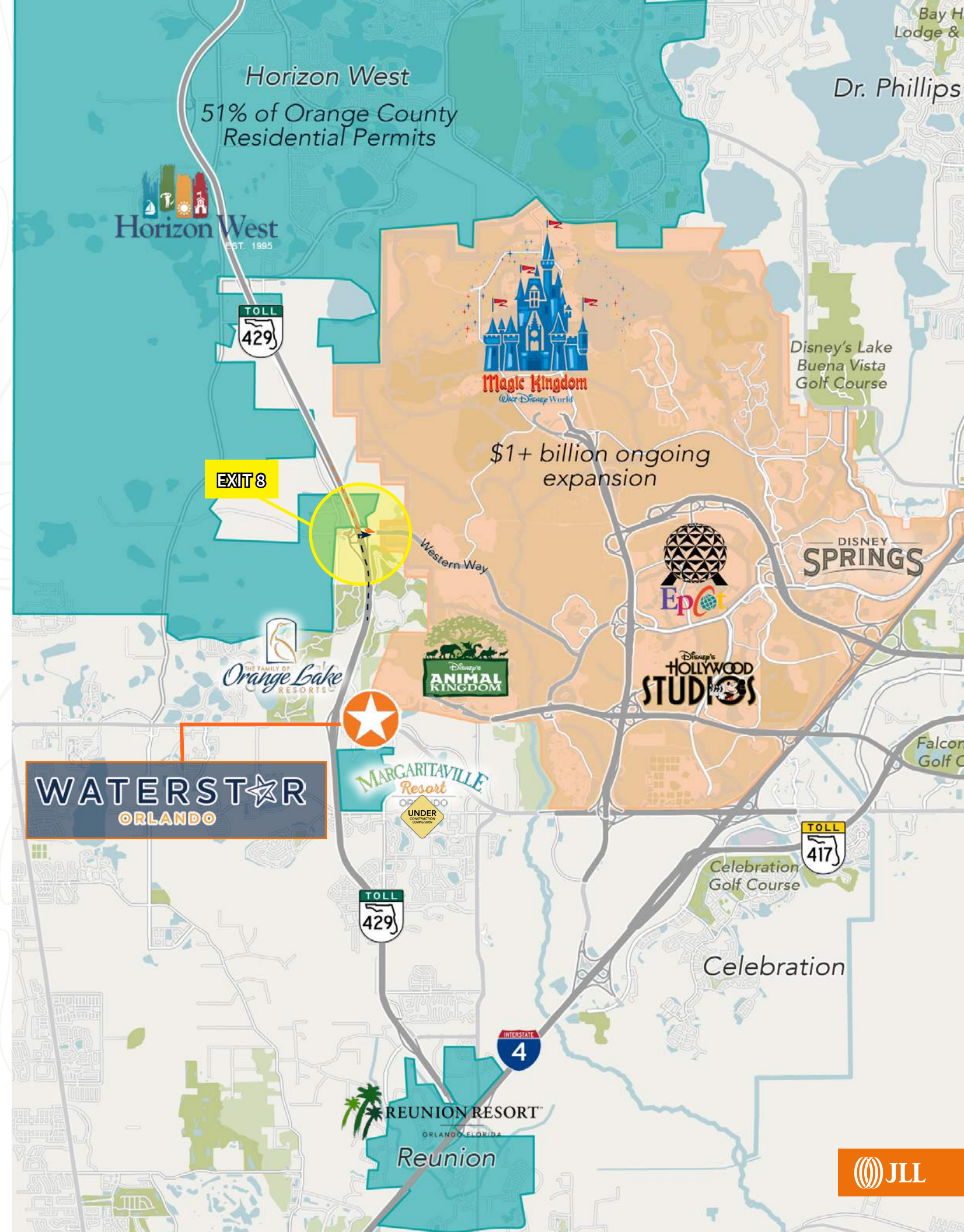


**1,200 vacation homes, 187 key hotel**, ranging from 2-8 bedrooms, priced between \$350,000-\$1,000,000. Featuring Island H2O Live, a newly opened 12-acre water park with 20 attractions open year-round.

Averaging ~122,000 vehicles per day, SR-429 is a major thruway from I-4 to Disney, Orange Lake Golf Courses and the Four Corners region. Exit 8 adds 2.6 miles of road directly from SR-429 to **Disney's new main gate**, drawing traffic to the WaterStar area.



**Exit 8 - Western Way**

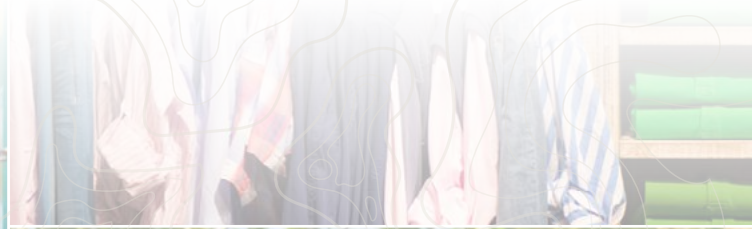




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*For more information on how to make WaterStar a home for your brand, contact our project team:*



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