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VERO BEACH  
OUTLETS™

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SERVING FLORIDA'S  
*TREASURE COAST*

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# THE VERO BEACH MARKETPLACE WELCOMES SHOPPERS BY THE *MILLIONS*

With 3.3 million visitors annually, Florida's Treasure Coast reaps tourism dollars in addition to the spending of its affluent year-round residents. Known as the "Hamptons of the South," Vero Beach has the fourth highest concentration of wealthy households in the country, with 14% of its residents being millionaires. The average household income within 60 miles of the outlet center is \$63,058.

**2.4 million** residents in the primary trade area

**3.3 million** visitors annually

**4<sup>th</sup> highest** concentration of wealthy households, retirees and vacationers (second home owners)

Vero Beach's Orchid Island boasts an average household income of **\$139,298**

**14%** of Vero Beach's households are millionaires

More retired **CEO's** than anywhere in the country



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POLO RALPH LAUREN  
FACTORY STORE

RH  
OUTLET

WILLIAMS-SONOMA  
OUTLET





# *THE VISION*

Vero Beach Outlets will mark the New Year with a multi-million dollar, property-wide transformation with expansion and renovation activity slated to begin in early 2019. The 24-month project is designed to not only freshen the outlet center's existing exterior, but ultimately create a new and welcoming sense of place for its residents and visitors alike. Improvements will include:

- **The addition of a centrally located restaurant cluster**
- **A newly reconfigured and welcoming entry way**
- **Tower and column refurbishing, pedestrian pathways and associated architectural improvements**

# DESIGN WITHIN REACH *OUTLET*

The shopping destination will strengthen its existing successful **home furnishings category**, which currently includes Restoration Hardware Outlet, Williams-Sonoma Outlet, Williams-Sonoma Home Outlet and Kitchen Collection, by welcoming a more than 25,000 square foot Design Within Reach Outlet in early 2019.

The opening will mark the **first time** the highly-regarded and stylish brand, known as the largest retailer of authentic modern furniture and accessories in the world, will operate a store location within a traditional outlet shopping center environment.



“Today marks the beginning of a  
*successful property re-imagination*”

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PETER EDELMANN  
*Principal, EB Development*

“With the highly-anticipated addition of Design Within Reach Outlet, Vero Beach Outlets is not only cementing its position as a go-to center for leading home furnishings brands at great value, but it is also creating a **unique shopping destination** that is poised to attract a new South Florida customer. Its expanding home furnishings tenant collection, coupled with the **introduction of new food and beverage concepts**, marks the beginning of a successful property re-imagination effort that will appeal to the Vero Beach region customer, and beyond.”





- DAYTONA BEACH
- ORLANDO
- KISSIMMEE
- TAMPA
- ST. PETERSBURG
- SARASOTA
- CAPE CORAL
- VERO BEACH
- VERO BEACH OUTLETS
- FORT PIERCE
- STUART
- PORT ST. LUCIE
- PALM BEACH
- WEST PALM BEACH
- DELRAY BEACH
- FORT LAUDERDALE
- MIAMI

TRADE  
*AREA*



# STRONG *DEMOGRAPHICS*

STATISTICS	15 MILES	30 MILES	60 MILES	90 MILES
Population	169,315	574,423	1,324,638	4,759,398
Households	67,615	217,424	517,124	1,746,245
Median Age	50.8	45.1	46.2	40.0
Average HHI	\$73,863	\$63,229	\$72,658	\$71,321





## MEET THE VERO BEACH OUTLETS TEAM



THE SIMPSON ORGANIZATION

The Simpson Organization, Inc. (TSO) is an Atlanta-based, multiservice real estate company founded in the late 1980's by A. Boyd Simpson. The Sponsor has a long track record of successful investing in office, retail and mixed-use projects and has completed in excess of \$3 billion of commercial real estate transactions. Since its founding 25 years ago, the organization has grown into a full-service real estate company that provides asset management, brokerage, property management, leasing, and consulting/advisory services. The company capitalizes on value-enhancing opportunities by bringing its skills and expertise to transform overlooked and underperforming properties into solid, stable cash producing assets. Employing approximately 85 professionals, TSO is headquartered in Atlanta, Georgia and is recognized as one of the most astute investors in the Southeast.



EB Development, LLC provides strategic direction, management, leasing, and tenant representation to existing and prospective outlet properties in the US. EB is led by Principals Peter Edelmann and Andrew Boyle. The EB Development team has extensive experience in the outlet industry and leverages this collective expertise to bring progressive thinking, broad insight and a time-proven perspective to each new engagement. Visit [ebdevelop.com](http://ebdevelop.com) for more information.



Founded in 2010, Strategy + Style Marketing Group is a strategic consulting and marketing services provider bringing more than 30 years of domestic and international experience to private equity investment groups, shopping center ownership entities, real estate developers and retailers. Representing projects that total more than 11 million square feet, to date, the group serves a diverse client base operating as an outsourced marketing department to maximize asset value, profitability and net operating income. Strategy+Style Marketing Group specializes in overall positioning and branding, digital advertising, interactive/online management, public relations, social communications and tourism marketing. Visit [www.strategyplusstyle.com](http://www.strategyplusstyle.com) for more information.

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