



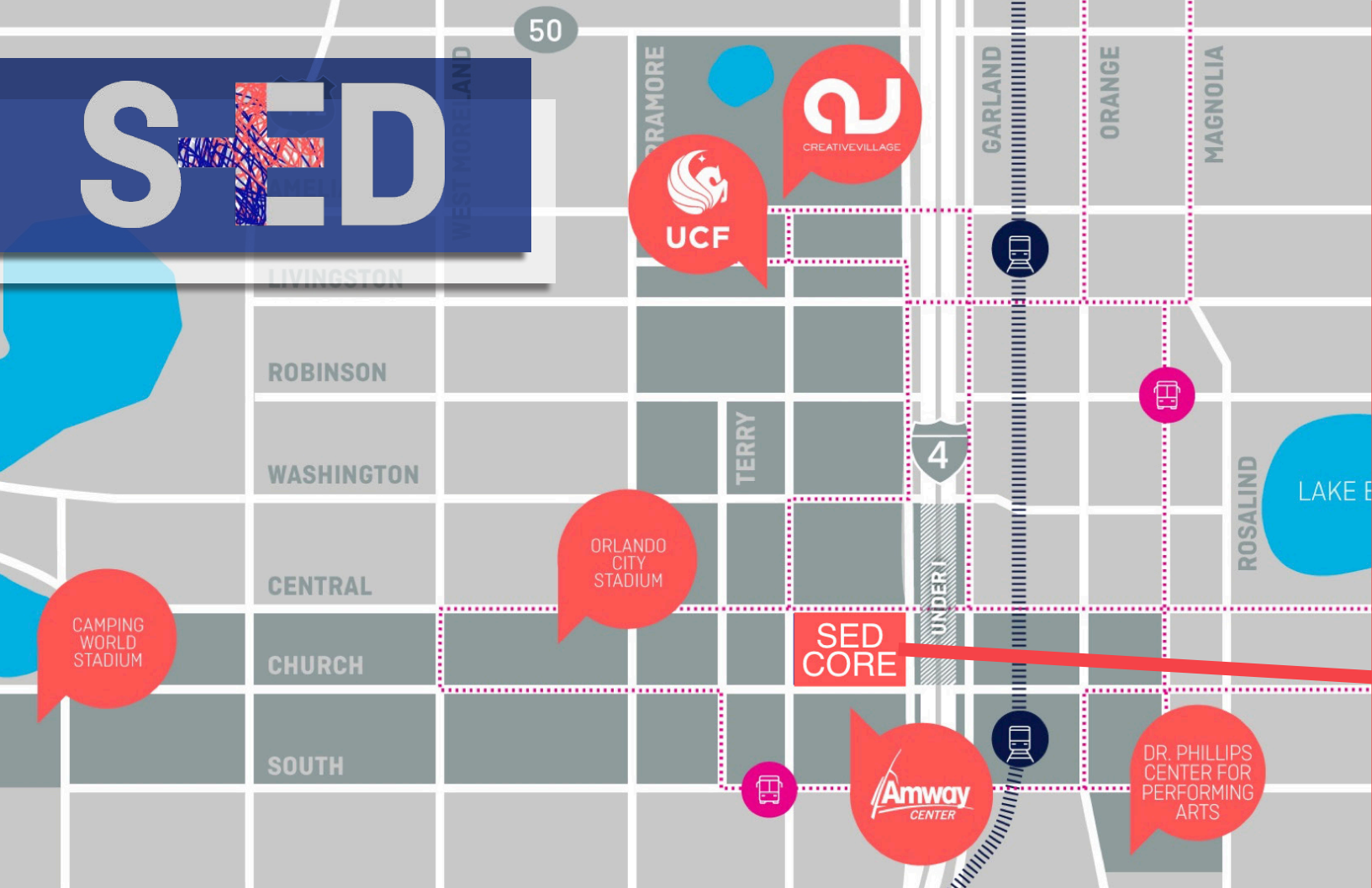
SED

SPORTS +
ENTERTAINMENT
DISTRICT



S+ED PRESENTS ORLANDO'S FUTURE
CLASS A OFFICE TOWER

The Orlando Sports & Entertainment District is a development with leading edge technology offerings including state-of-the-art security, utilities, and transportation. Tenants will be able to enjoy a vibrant, high-tech plaza with active programming and an immersive digital and audio experience. The tenant experience in this development will be unparalleled by anything in Central Florida.



- 1 AMWAY CENTER**

 - Orlando Magic
 - Orlando Solar Bears
 - Concerts / Performances
 - Private events
 - E-Gaming Tournaments
- 2 ORLANDO CITY STADIUM**

 - Orlando City Soccer (MLS)
 - Orlando Pride (NWSL)
 - International matches
- 3 UNDER I**

 - Programmed recreational park & event space under I-4
- 4 CREATIVE VILLAGE**

 - Education and technology cluster in a transit oriented development

- 5 DR. PHILLIPS CENTER FOR THE PERFORMING ARTS**

 - Concerts / Performances
 - Off-Broadway Shows
- 6 HIGHER EDUCATION CAMPUSES**

 - UCF Downtown Campus opens in Fall 2019
 - Florida Interactive Entertainment Academy
 - Starter Studio Business Accelerator
 - Valencia College Campus
 - 8,000+ Students
- 7 CAMPING WORLD STADIUM**





SPORTS +
ENTERTAINMENT
DISTRICT

CLASS A, HIGH-TECH APARTMENTS

CLASS A HOTEL

EVENT VENUE

MULTITUDE OF RETAIL/DINING OPTIONS

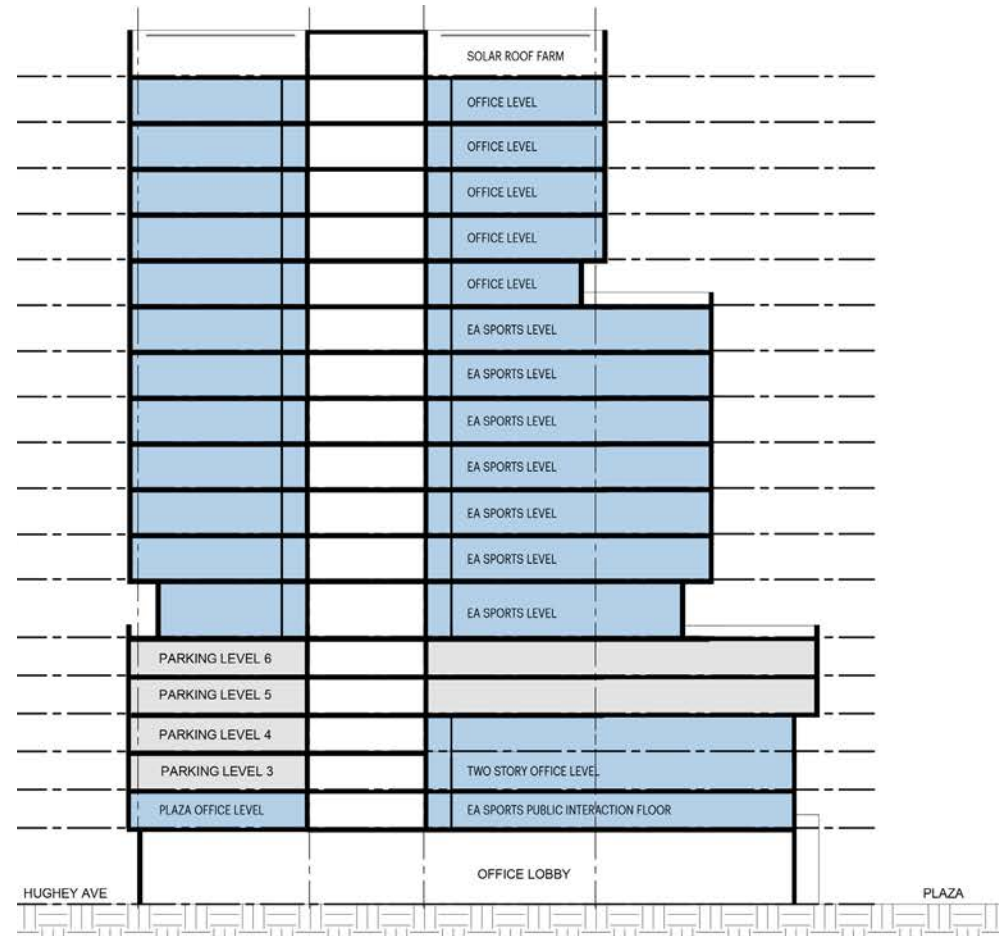
ENTERTAINMENT PLAZA

AMWAY CENTER

IDEAL LOCATION

- Located in the heart of downtown Orlando's sports and entertainment district, home to world-class professional sports (including the Orlando Magic and Orlando City Soccer), entertainment, and special events
- Immediately adjacent to the 20,000 capacity Amway Center and one block from the 25,000 capacity Orlando City Soccer Stadium
- Large, growing downtown millennial population
- Only 3 blocks from the new University of Central Florida campus bringing 8,000 additional students into downtown Orlando (opening Fall '19)

PROPOSED OFFICE BUILDING

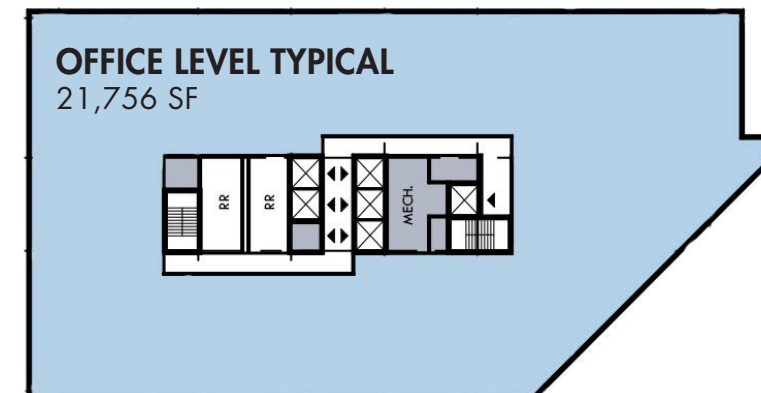
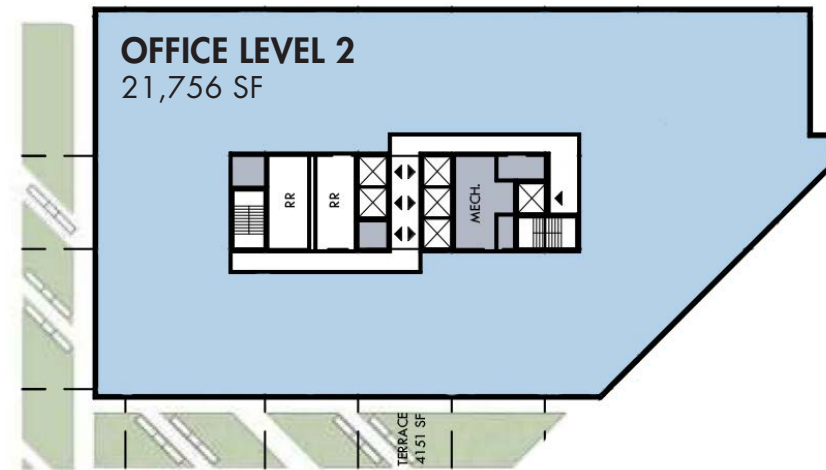


- Integrated 3/1,000 rsf parking & smart mobility center
- Top of building and rooftop signage opportunities
- Ability to accommodate tenants 10,000 - 380,000 RSF (in current design)

CONFIRMED TENANTS



TYPICAL FLOORPLATES



TENANT EXPERIENCE

TOMORROW'S TECH, TODAY



IOT ENVIRONMENT

Intuitive, responsive, tech-smart environment that powers a novel user experience

- High-density wi-fi
- Smartphone enabled building access, HVAC, lighting & more
- Outdoor digital signage & kiosks
- Digital merchandising
- Video analytics



MOBILITY

Transportation connects users to all venues and surrounding neighborhoods, becoming safer, more reliable, and user-responsive.

- Autonomous vehicles
- Valet parking and Smart Parking Guidance App
- Smart bus shelters with wi-fi, charging stations & real-time transit info
- Dedicated ride-share areas



RENEWABLE ENERGY

Reliable, clean energy manages energy costs, keeps you connected & helps the environment

- Solar rooftops
- Resilient microgrids
- Repowering telecoms
- Battery energy storage
- Energy management software



HEALTH & WELLNESS

Advanced health + wellness innovations build a brighter tomorrow for users.

- State-of-the-art fitness center
- Telehealth solutions connecting patients to healthcare providers
- Wearable and in-home monitoring devices to track wellness goals and help identify potential health issues



SECURITY

Personal safety contributes to the user experience and the overall sustainability of our 24/7 magnetic destination

- Smart LED streetlights
- Video surveillance & analytics
- City-wide transit security



SUSTAINABLE LIVING

On-site, high-tech apartments

- High Tech "Smart Home" features through the building and units
- Opportunity to live vehicle free
- Integrated "Smart Grid" technology to keep utilities lower

UNIQUE PERKS

- Cross-marketing opportunity with exciting, next-generation entertainment and food and beverage tenants
- Ability to be marketed on project signage to a projected 3.4 million visitors per year, 135,000 vehicles per day on I-4, and a national audience during televised events
- Advanced mobility center on ground floor of parking including dedicated ride-share drop-offs

ORLANDO

The City Beautiful

Why Orlando?

“One significant factor that sets Orlando apart is its *remarkable quality of life*. Those who venture into Orlando beyond our world-famous tourist attractions, quickly realize that this is a uniquely “livable” community. Distinctive, brick streets and tree lined neighborhoods; year-round outdoor recreation; proximity to beaches, lakes, springs, parks and trails; worldclass entertainment options; professional sports; cultural events; closets free of winter coats, scarves and gloves all contribute to an environment that most never want to leave once they’ve called it home. In fact, companies of all types and sizes find that our unparalleled quality of life enhances employee recruitment and retention.”

- ORLANDO ECONOMIC PARTNERSHIP

#3 BEST MAGNET
FOR MILLENNIALS

(FORBES)

#2
MOST COMPETITIVE
LOCATION IN
THE U.S.
(KPMG)

#2 MOST FUN CITY
IN AMERICA

(WALLETHUB 2017)

#2 FASTEST GROWING
CITY OF 2017

(FORBES)

#1 IN THE NATION
FOR JOB GROWTH AMONG
THE TOP 30 METROS '15 & '16

(U.S. BUREAU OF LABOR STATISTICS)

#6 BEST CITY
FOR JOBS

(FORBES)



#1 BEST CITY FOR RECREATION TWO YEARS IN A ROW

(WALLETHUB 2016 & 2017)

RECREATION / ENTERTAINMENT

- World's #1 family travel destination
- 70+ million visitors annually
- 1,000+ fresh water lakes
- #1 meetings and conventions destination
- 300+ golf courses, including Arnold Palmer's Bay Hill
- More theme parks, resorts and attractions than any place in the world including: Walt Disney World, Universal Orlando Resort and Seaworld Orlando

ARTS & CULTURE

- Dr. Phillips Center for the Performing Arts
- Orlando Philharmonic Orchestra
- Orlando Symphony Orchestra
- Orlando Science Center
- Orlando Ballet
- Orlando Museum of Art
- Morse Museum
- Florida Film Festival
- Orlando Broadway Series
- Orlando Shakespeare Theater
- Orlando Fringe Festival

SPORTS

- Orlando Magic (NBA)
- Orlando Solar Bears (ECHL)
- Orlando City Soccer Club (MLS)
- Camping World Bowl
- Buffalo Wild Wings Citrus Bowl
- AutoNation Cure Bowl
- NFL Pro Bowl
- Alliance Orlando Football
- Florida Classic
- UCF Knights (NCAA-1)
- College Football Kickoff Games

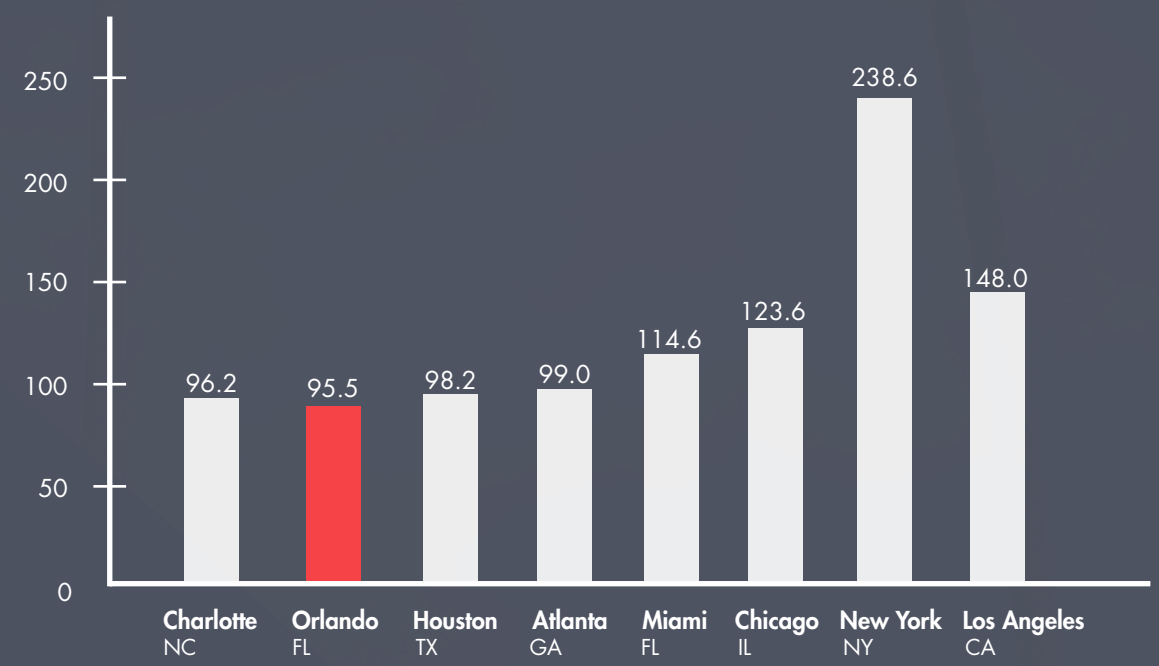
HOUSING

Executive housing choices are abundant: from urban historic neighborhoods with winding brick roads, to suburban homes with big backyards, to high-rise condos with bars and restaurants next door, to world renowned golf course communities with famous neighbors.

CLIMATE

- Annual average temperature 73.9° F
- Minimal workforce interruptions
- The average high temperature in Orlando in is 83.9° F
- The season's peak average temperature occurs in August at 92° F, and the low is usually 48° F during the month of February.
- The average monthly rainfall in Orlando is typically 3-4 inches

COST OF LIVING



TENANT INCENTIVES

NO STATE INCOME TAX

1

URBAN JOBS TAX CREDIT

Provides tax credits to eligible businesses that are located within the 13 urban areas designated by the Department of Economic Opportunity and hire a specific number of employees. The \$2,000 credit per qualified job can be taken against either the Florida Corporate Income Tax or the Florida Sales and Use Tax but not both.

2

QUALIFIED TARGETED INDUSTRY TAX INCENTIVE

A tax refund program available to new Florida companies and existing Florida companies looking to expand by 10 percent. The program is used to encourage quality job growth in targeted high-value-added industries. Pre-approved applicants creating jobs in Florida receive refunds on the taxes they pay including corporate income sales ad valorem insurance and certain other taxes. Refund amounts are dependent upon wages paid, industry and number of projected jobs.

3

QUICK RESPONSE TRAINING

Employer driven training program designed to assist new value-added businesses, and provide existing Florida businesses the necessary training for expansion.

4

INCUMBENT WORKER TRAINING

Provides training to currently employed workers to keep Florida's workforce competitive in a global economy and to retain existing businesses.

5

JOB GROWTH FUND

A discretionary grant program created in 2017 which provides funding to local governments for public infrastructure projects (including transportation and utility needs), as well as for job training initiatives. The Governor has discretion over the use of the \$85 million in grant funds, with new guidelines forthcoming. The Job Growth Fund is a partial replacement to the State's former deal "closing fund" (Quick Action Closing Fund) which was eliminated in 2016.

6

OUC ECONOMIC DEVELOPMENT RIDER

OUC offers large users the opportunity for a discounted, negotiated rate on water and electric. This discount starts at 20 percent in year one and drops by 5 percent each subsequent year.





ORLANDO
MAGIC

S+ED
ENTERTAINMENT
S+ED

PUB

S+ED

SPORTS +
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FOR MORE INFORMATION:

GABE DE JESUS

407.650.1501

GABE.DEJESUS@FOUNDRYCOMMERCIAL.COM

ALEX ROSARIO

407.540.7713

ALEX.ROSARIO@FOUNDRYCOMMERCIAL.COM

J. PAUL REYNOLDS, CCIM

407.540.7728

PAUL.REYNOLDS@FOUNDRYCOMMERCIAL.COM

FOUNDRY
COMMERCIAL