



ADVANTAGES

Rock Row offers retailers and restaurants
that no other location can match.

ANYWHERE.



1

Rock Row's *open-air streetscape* and unique *natural features* are a major plus to today's *health-conscious marketplace*

NUMBER ONE



IT'S ALMOST HARD TO FATHOM.

A 110-acre, \$600 million, open-air development centered around a 400-foot-wide, 300-foot-deep, 23-acre natural quarry that's activated year round with a lively boardwalk and seasonal events such as pond hockey, environmental art installations, sailing, zip lines and more.

There's truly nothing in the world like the nature-inspired, inviting environment of Rock Row.

Just a few minutes and miles from famed downtown Portland (*the largest metropolitan area North of Boston*), Rock Row will host more than six million guests a year from the United States, nearby Canada and locations around the world, drawn by our amazing location, amenities and attractions.

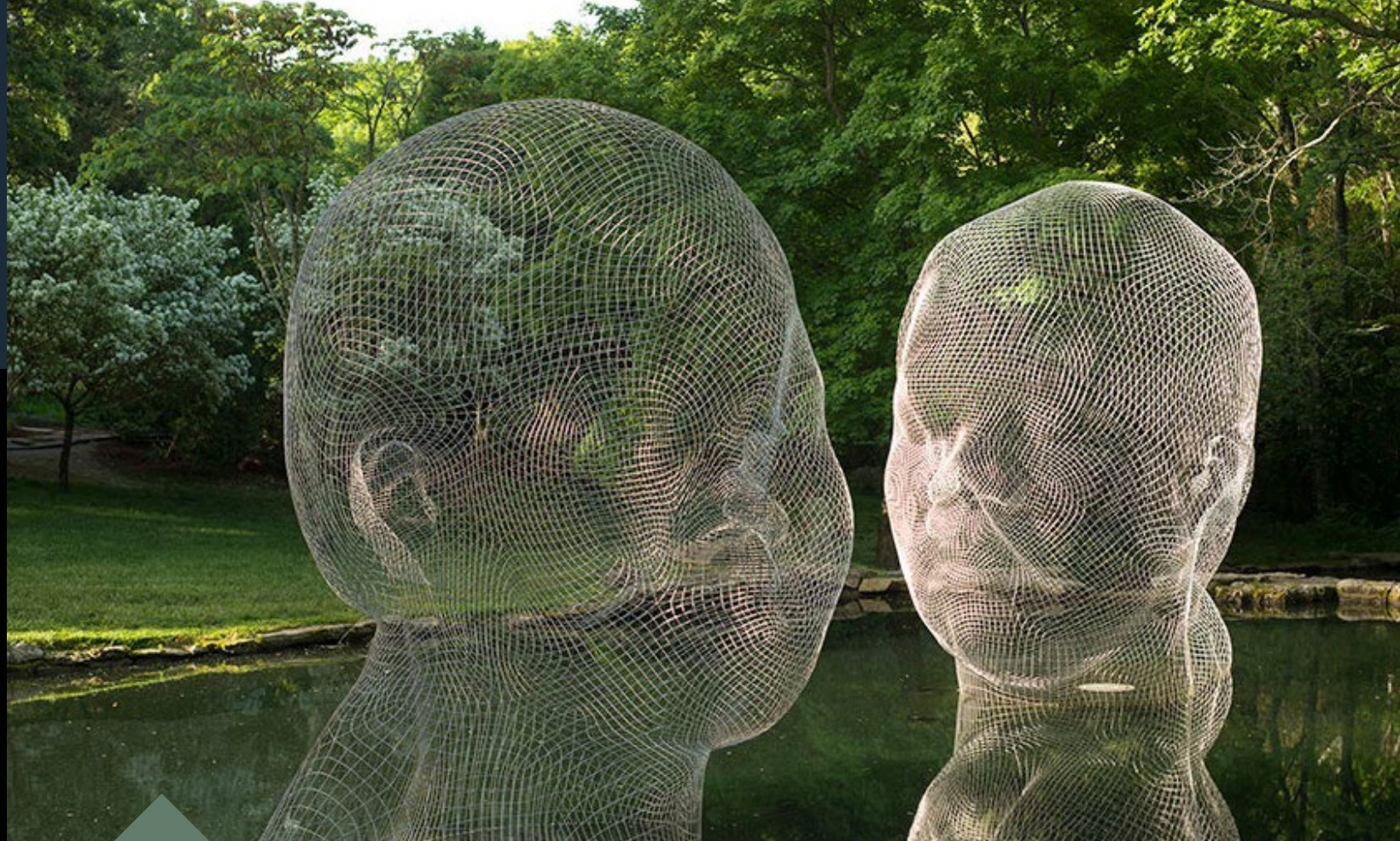


More than 70 miles of hiking and biking trails will be accessible from Rock Row.



Rock Row's is becoming Greater Portland's most innovative district to work, live, shop, eat and have fun.

A PUBLIC GREEN AND INDOOR/OUTDOOR CONVENTION CENTER WILL HOST MORE THAN 200 EVENTS PER YEAR—CONFERENCES, TED TALKS, PERFORMANCES AND MORE.



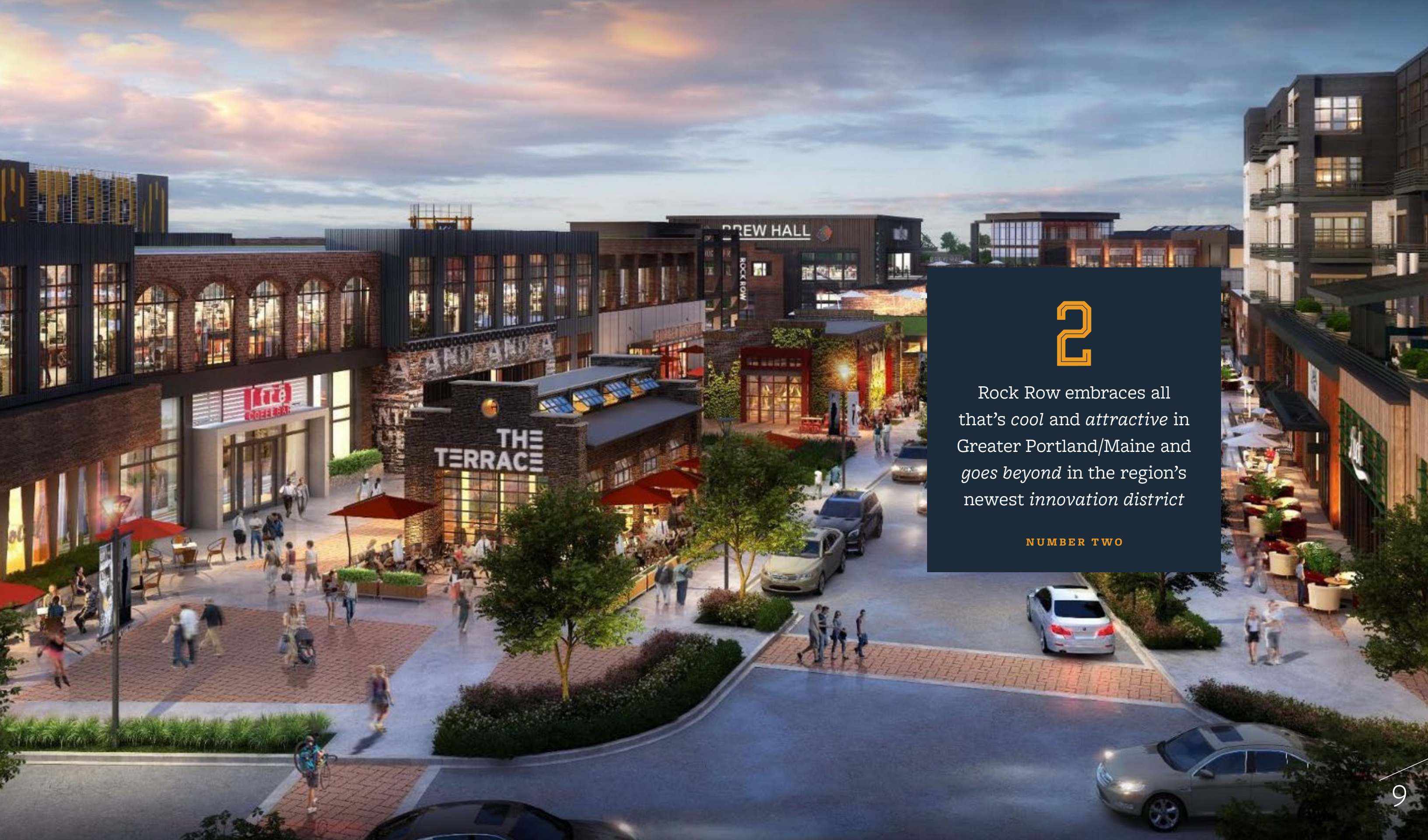
World-class environmental art installations and experiential art exhibits will be a constant feature, and draw, at Rock Row.



A PICTURESQUE BOARDWALK AROUND THE QUARRY RIM WILL FEATURE FOOD CARTS AND ENTERTAINMENT AND WILL SERVE AS A VIEWING AREA FOR QUARRY EVENTS.



THE CROWN JEWEL
OF ROCK ROW IS
THE QUARRY WHICH
WILL COME TO LIFE DAILY
WITH A LIGHT AND LASER
QUARRY SPECTACULAR
SHOW OF SUPER BOWL
AND OLYMPIC QUALITY.



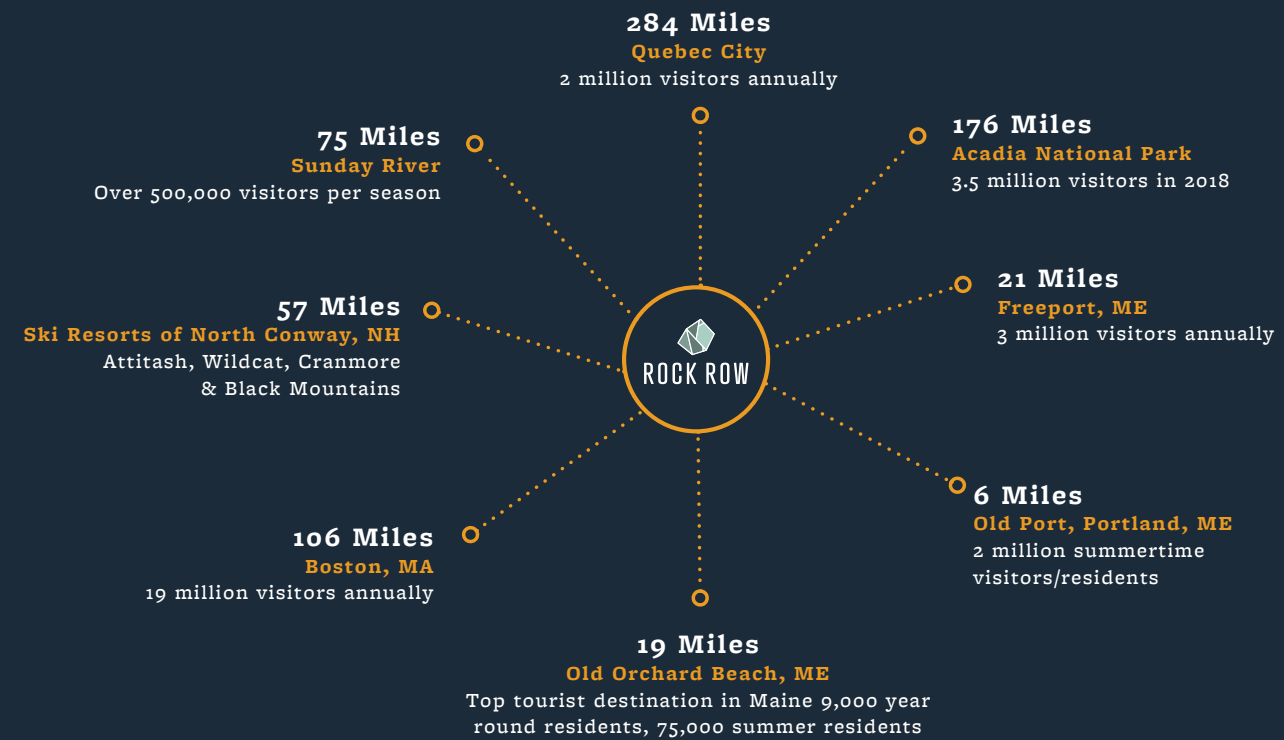
2

Rock Row embraces all that's *cool* and *attractive* in Greater Portland/Maine and *goes beyond* in the region's newest *innovation district*

NUMBER TWO



Bon Appetit named Portland the top restaurant city in the US in 2018.



THE STATE OF MAINE
WAS NAMED THE
#4 TOP REGION IN
THE WORLD TO VISIT
BY LONELY PLANET
(BEST IN TRAVEL 2020).



*Portland is the
closest port to Europe
and hosts more than
100 cruises per year
and tourists from
near and far.*





6 MILLION

VISITORS TO
GREATER PORTLAND
IN 2018, SPENDING
\$635 MILLION LOCALLY

(37 MILLION VISITORS TO
MAINE YEARLY)

6+ MILLION

ESTIMATED GUESTS
AT ROCK ROW
ANNUALLY

215,000

CRUISE PASSENGERS
AND CREW WHO
VISITED GREATER
PORTLAND IN 2018

520,000

GREATER PORTLAND
MSA POPULATION

\$79,000

GREATER PORTLAND
MSA AVERAGE
HOUSEHOLD INCOME

\$251

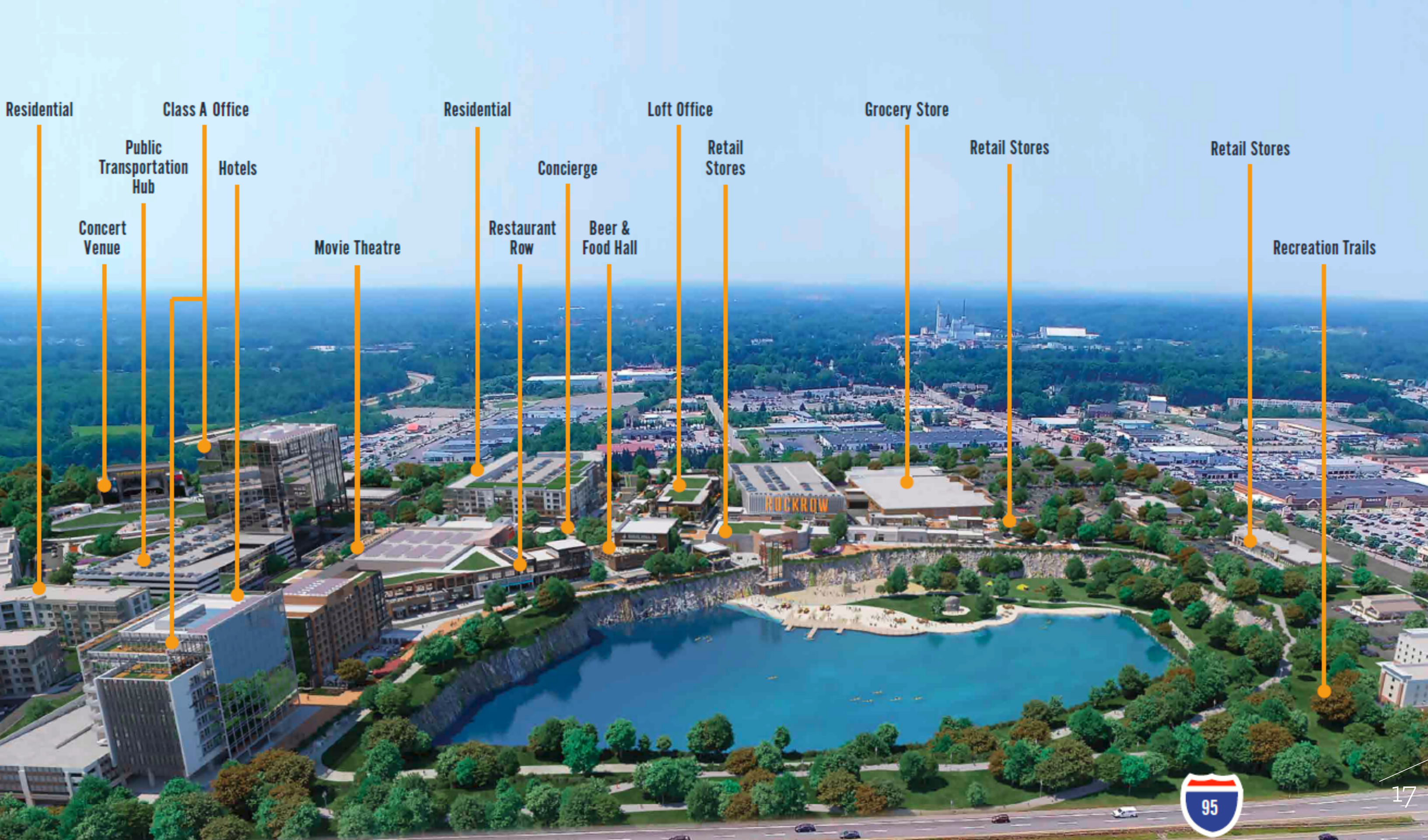
AVERAGE SPEND ON
FOOD BY OVERNIGHT
VISITORS IN 2018



3

The *mix of uses* at Rock Row is *unmatched* in providing a *strong, constant* stream of guests

NUMBER THREE



Residential

Class A Office

Residential

Loft Office

Grocery Store

Retail Stores

Retail Stores

Retail Stores

Concierge

Beer & Food Hall

Restaurant Row

Movie Theatre

Hotels

Public Transportation Hub

Concert Venue

Recreation Trails







400,000 SF
LOFT & CLASS A
WORK SPACE

200,000 SF
INTEGRATED MEDICAL
& RESEARCH CAMPUS

750+
RESIDENTIAL
UNITS



300,000 SF
RETAIL & FOOD
STREETSCAPE-LOCAL
& NATIONAL BRANDS

80,000 SF
STATE-OF-THE-ART
MARKET BASKET

2 EXITS
DIRECTLY OFF
RT. I-95/MAINE
TURNPIKE





20+

RESTAURANTS
FROM FAST CASUAL
TO ARTISAN CHEF

20,000 SF

NATIONAL
AWARD-WINNING
FOOD & BEER HALL

550 SEAT

SITTING AREA
WITH 15 STATIONS
& 7 TASTING ROOMS



FOOD IS LOVE. CUPID EATS HERE.

Rock Row's wide assortment of restaurants, and our first-in-Portland Food & Beer Hall, will offer unparalleled dining, tasting, beer and wine experiences. The Rock Row Food Hall, curated by celebrity award-winning Chef Akhtar Nawab, will mix onsite brews and artisan dishes with live music and events to delight every taste.



4

Rock Row will host the
*largest meeting and
convention center* in the
state for seminars,
conferences, etc.

NUMBER FOUR

- » The four-season enclosed meeting and convention center will hold more than 8,000 people.
- » The indoor/outdoor center will operate year-round and host more than 200 events per year, ranging from A-list entertainers to corporate events/conferences and public shows.
- » LiveNation's Maine Savings Pavilion currently hosts 16 shows and events during the summer with guests travelling four-plus hours away to see star performers.





5

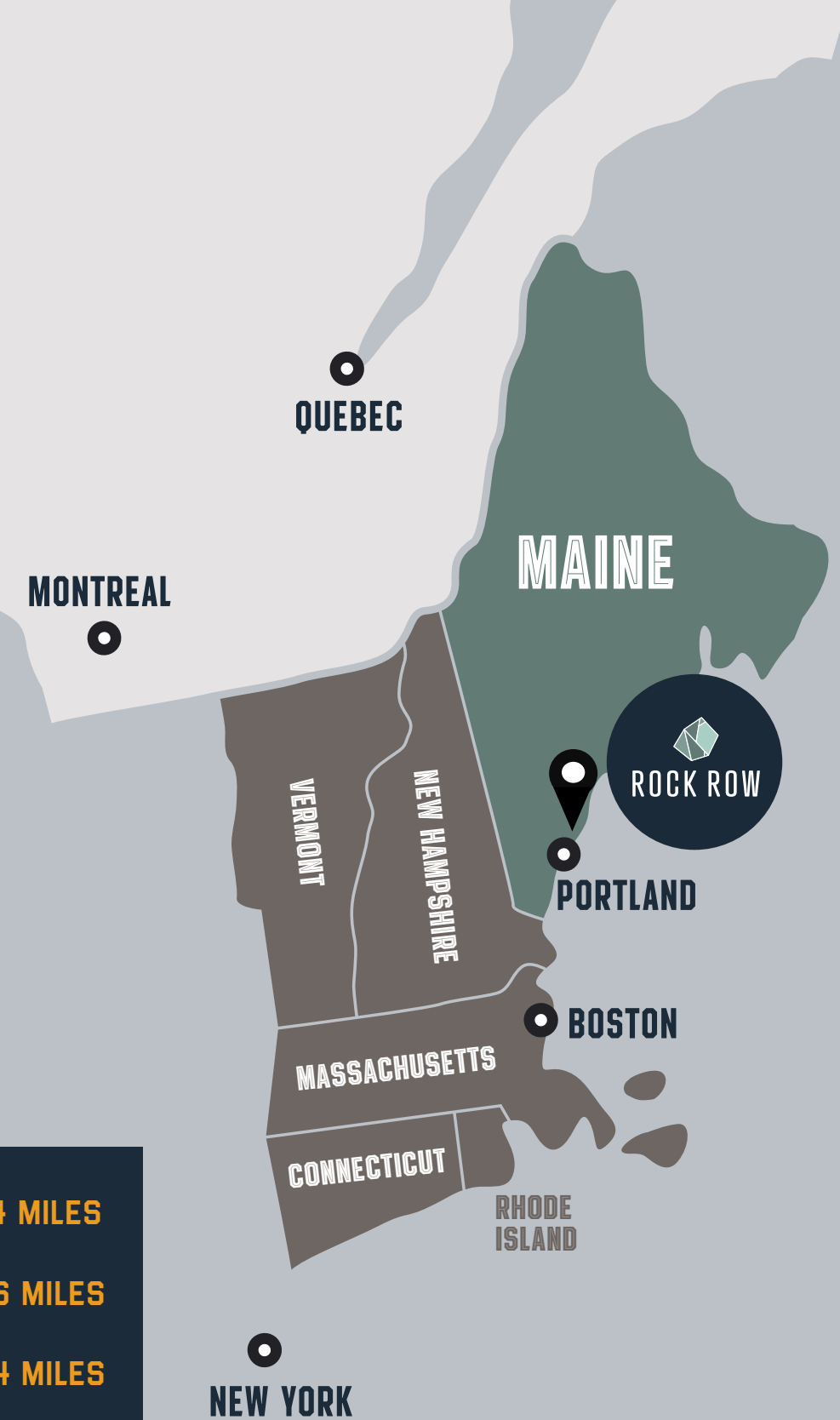
No other site is more
centrally located and
better linked to I-95
and *all modes* of
public transportation

NUMBER FIVE



- » Located on Maine Turnpike/I-95 with two direct exits
- » Amtrak Downeaster Line direct from Boston to Portland
(574,404 passengers in 2019; a 7.8% increase from 2018)
- » Portland Jetport minutes away and expanding;
14% year-over-year increase in passengers
- » On-site transportation hub connects guests by train,
bus, ride shares and connects with jetport, cruise
terminal and downtown Portland

NEW YORK	314 MILES
MONTREAL	256 MILES
QUEBEC CITY:	284 MILES
BOSTON:	110 MILES
(2-HOUR DRIVE)	





6

Rock Row offers merchants, restaurants and fitness partners *invaluable branding opportunities* and *marketing support* to *meaningfully engage guests*

NUMBER SIX



ROCK ROW IS THE FUTURE OF RETAIL.

And it's here, right now. Our fresh and healthy open-air streetscape embraces all that's popular and beautiful in Greater Portland and Maine. Rock Row's commitment to guest engagement is equally refreshing with a valuable mix of marketing assets and programs that can be utilized by tenants to activate their brand and sales—and connect with people you want to connect with.

- » *Dynamic Social Media Programming* with tens of thousands of loyal followers, strong engagement, and a constant flow of relevant content and events
- » *Highly-Visible, On-Site Media Studio* for curated programming, podcasts, influencer events and more
- » *More than 60 Digital Displays* for site-wide promotions
- » *Creative Social Posting and Selfie Locations* strategically located throughout Rock Row
- » *Public Event and Space Takeover Opportunities* including use of the Rock Row Quarry, Boardwalk and Village Green
- » *Full Marketing and Event Support* from Rock Row's Award-Winning Creative and Marketing Group



MORE THAN 200 PROGRAMMED EVENTS AT ROCK ROW—FOR ALL.

The event programming at Rock Row will be second to none to keep guests coming back again and again and again. Along with drawing crowds, our 200-plus events each year will provide unique opportunities for shopper engagement, sponsorships and more.

- » Blueberry Fest
- » Trees on Fire
- » Chowdah Bowl
- » Winter Carnival
- » Pez Festival
- » Restaurant Week
- » Gnome Art Walk
- » Snowman Art
- » Oktoberfest
- » Sports Legend Week
- » The Color Run
- » White Asparagus Festival



NO LOCATION MATCHES ROCK ROW.

- 1 Rock Row's *open-air streetscape* and unique *natural features* are a major plus to today's *health-conscious marketplace*
- 2 Rock Row embraces all that's *cool and attractive* in Greater Portland/Maine and goes beyond in the region's newest *innovation district*
- 3 The *mix of uses* at Rock Row is *unmatched* in providing a *strong, constant* stream of guests
- 4 Rock Row will host the *largest meeting and convention center* in the state for seminars, conferences, etc.
- 5 No other site is *more centrally located and better linked* to I-95 and all modes of public transportation
- 6 Rock Row offers merchants, restaurants and fitness partners *invaluable branding opportunities* and *marketing support* to meaningfully *engage guests*



Contact us for information on leasing at Rock Row.

Kerry Dowling
617.896.4945
kdowling@wilderco.com

Maria Salvatore
617.519.9327
msalvatore@wilderco.com

Rock Row is a Waterstone development. Wilder exclusive retail leasing agent.



WWW.WILDERCO.COM



WWW.ROCKROW.COM

