ROCK ROW

WESTBROOK · PORTLAND, ME

A UNIQUE EXPERIENCE SET IN STONE

WATERSTONE
PROPERTIES

BE PART OF SOMETHING **BIG**

Rock Row is a transformative mixed-use destination with the singular goal of providing a unique, welcoming visitor experience in an authentic setting.

Destination Retail · Urban Living · Modern Workplaces · Entertainment
Wellness Features · Residential · Hotels · Beer and Food Hall
Chef Inspired Dining · Outdoor Activities · Quarry Light Show

CORE VALUES

Create a “Place to Be” | Create a Community | Convenient | Sustainable

Promotes Healthy Living | Embraces the Outdoors | Lead with the Arts | Thoughtfully Merchandised

Exceptionally Connected | Financially Viable | Provides an Unparalleled Experience

IN THE CENTER OF IT ALL

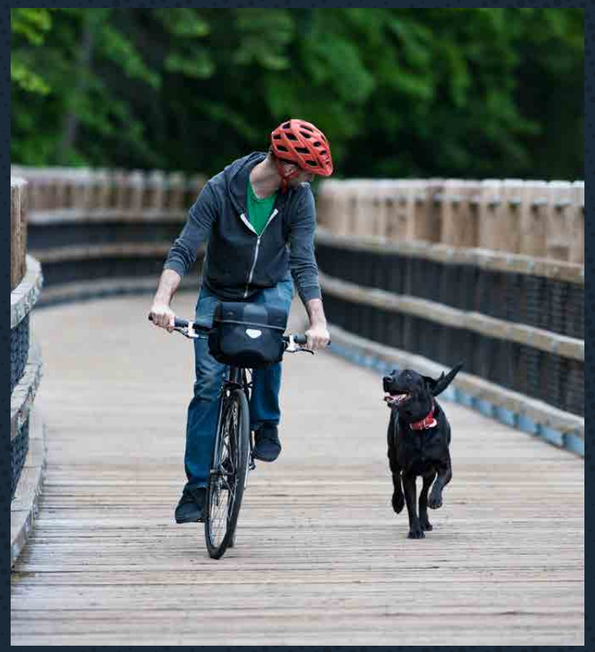
ROCK ROW HIGHLIGHTS

Over 70 miles of hiking and biking trails will be accessible from Rock Row

MARKET BASKET

Portland, ME voted top restaurant city in the US by Bon Appetit

the paper store



STARBUCKS

Quarry light show will attract visitors from the entire New England region

CINEMARK
CENTURY THEATRES · CinéArts · Tinseltown · rave cinemas

Connectivity via multimodal transportation amenities: bike, rail, bus

NEW ENGLAND'S NEWEST DESTINATION

Largest Metropolitian Area North of Boston

2 hour drive from Boston

Amtrak Downeaster Line from Boston to Portland

Estimated 6.1 million annual visitors to Rock Row

New York- 314 miles
Montreal - 256 miles
Quebec City - 284 miles

STRENGTH IN NUMBERS

520,000
Greater Portland MSA population

16.6 M
Non-resident day visitors in Maine in 2018

$79,000
Greater Portland MSA average household income

20%
Canadian visitor spend as a % of total

37 MILLION
Total visitors to Maine in 2018

30%
Increase in visitors since 2012

6 MILLION
Total visitors to Greater Portland in 2018

200,000
Total number of cruise passengers in 2018

TOURISM: MAINE'S LARGEST INDUSTRY

More than **37.1** million visitors to Maine in 2018

Tourism is one of Maine's largest industries, creating **1** out of every **6** jobs

In 2017, tourists spent over **$6.2** billion in Maine

Portland area hosted **5.3** million visitors in 2018, spending **$635** million at area businesses

Millennials are anticipated to represent half of all travelers by **2025**

100 cruise ships with **215,000** passengers and crew visit Portland annually

Maine Mall – **9** million visitors annually

TOP TOURISM DESTINATIONS

284 Miles
Quebec City
2 million visitors annually

75 Miles
Sunday River
Over 500,000 visitors per season

176 Miles
Acadia National Park
3.5 million visitors in 2018

57 Miles
Ski Resorts of North Conway, NH
Attitash, Wildcat, Cranmore
& Black Mountains

ROCK ROW

21 Miles
Freeport, ME
3 million visitors annually

6 Miles
Old Port, Portland, ME
2 million summertime
visitors/residents

106 Miles
Boston, MA
19 million visitors annually

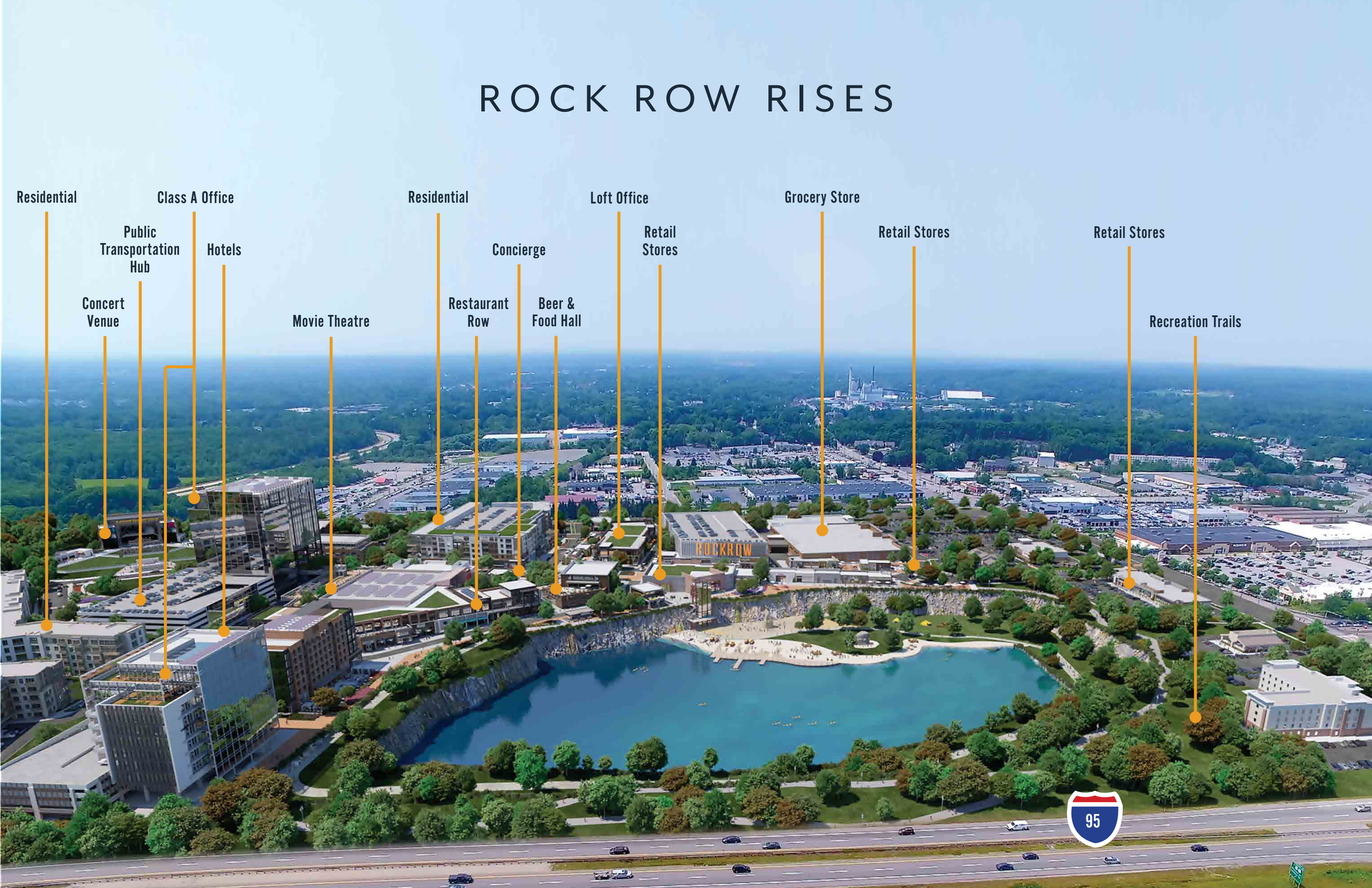
7 Miles
The Maine Mall
9 million visitors annually

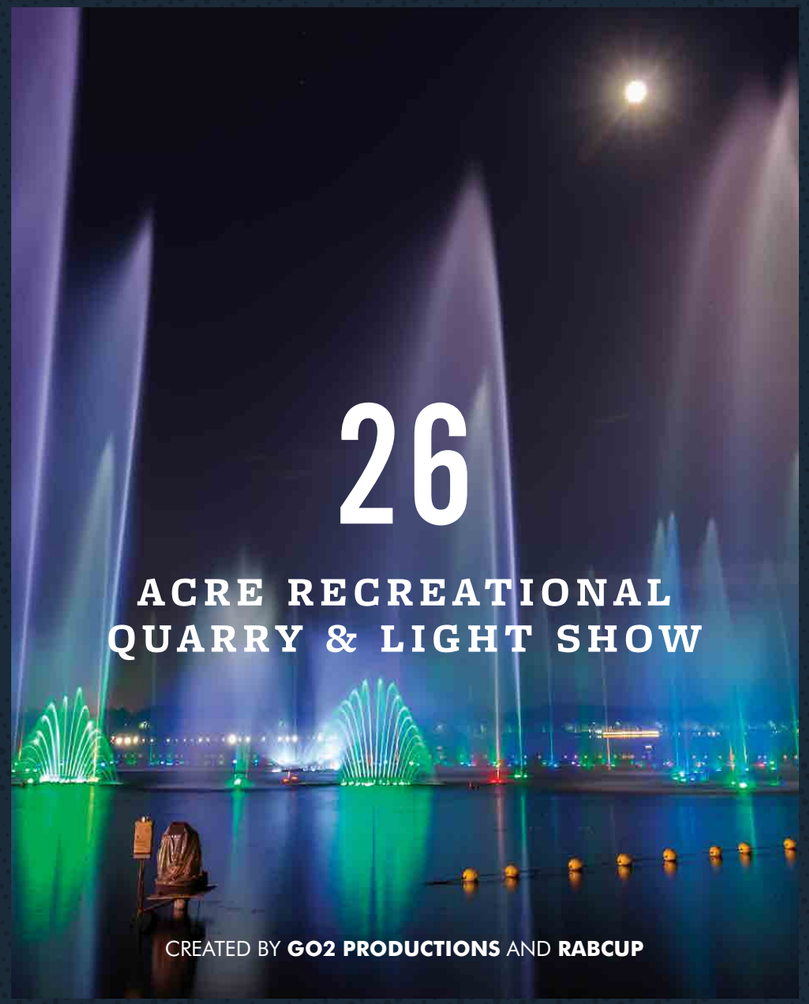
19 Miles
Old Orchard Beach, ME
Top tourist destination in Maine 9,000 year
round residents, 75,000 summer residents

BREW HALL
ROCK ROW
THE TERRACE

ROCK ROW RISES

Residential
Concert Venue
Public Transportation Hub
Class A Office
Hotels
Movie Theatre
Residential
Restaurant Row
Concierge
Beer & Food Hall
Loft Office
Retail Stores
Grocery Store
Retail Stores
Retail Stores
Recreation Trails

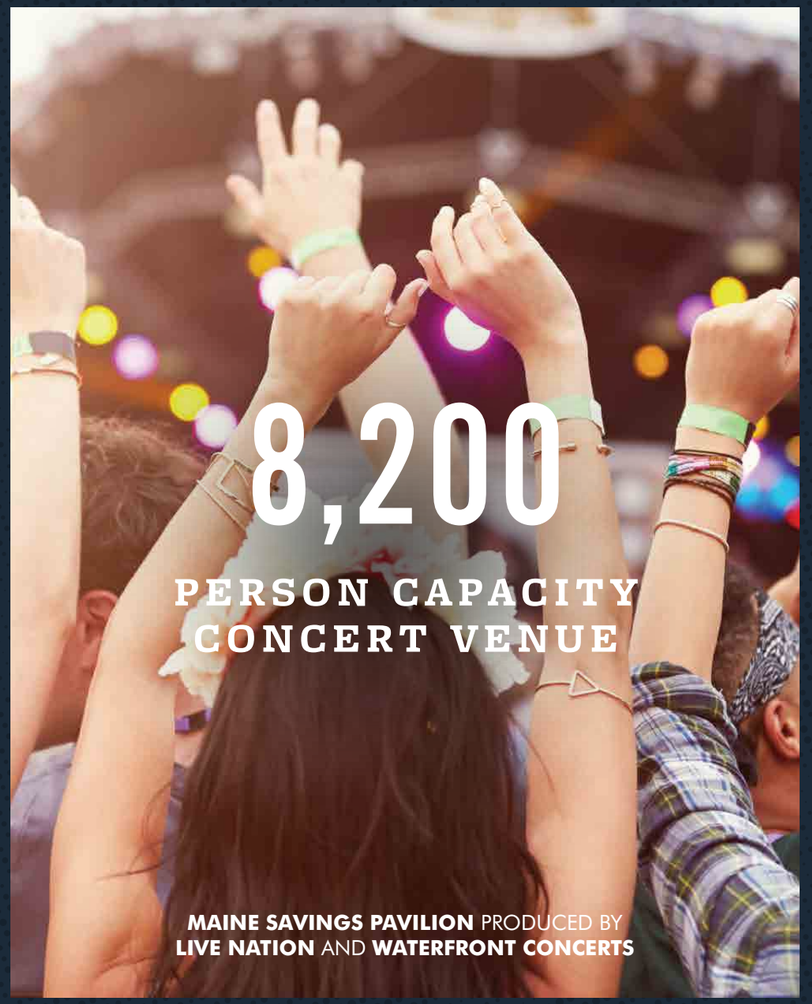




26

ACRE RECREATIONAL QUARRY & LIGHT SHOW

CREATED BY **GO2 PRODUCTIONS** AND **RABCUP**



8,200

PERSON CAPACITY CONCERT VENUE

MAINE SAVINGS PAVILION PRODUCED BY
LIVE NATION AND **WATERFRONT CONCERTS**

12

SCREEN MOVIE THEATER

450,000

SQ. FT. OF RETAIL

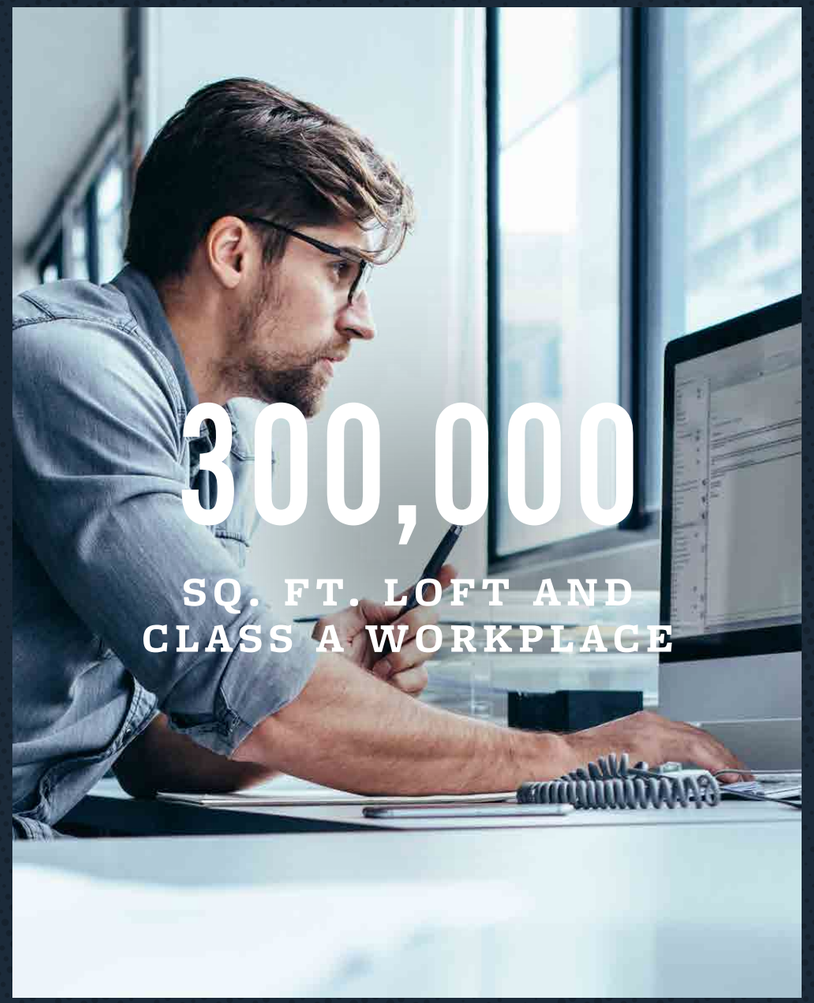
25,000

SQ. FT. BEER AND FOOD HALL

CURATED BY **COLICCHO CONSULTING**

80,000

SQ. FT. MARKET BASKET



300,000

SQ. FT. LOFT AND CLASS A WORKPLACE

750+

RESIDENTIAL UNITS

2

HOTELS

100,000

SQ. FT. MEDICAL OFFICE

26 ACRE ACTIVATED QUARRY

DIGITAL PROJECTION LIGHT SHOW

LIVE CONCERTS

REGIONAL POND HOCKEY TOURNAMENTS

RECREATION

ROCK ON @ ROCK ROW

MAINE SAVINGS PAVILION CONCERT VENUE

Slightly Stoopid – June 15th

Anderson Pak – May 25th

Samantha Fish - June 22nd

Fitz And The Tantrums - June 20th

16 Shows May – September 2019 · **56,000** – person audience in 2019

200,000+ person audience in 2020 · Audience will drive **4+ hours** to attend shows at Rock Row

LIVE NATION ENTERTAINMENT

Maine Savings Pavilion at ROCK ROW

Waterfront Concerts .com

BE PART OF SOMETHING **DELICIOUS**

BEER AND FOOD HALL

15
FOOD OFFERINGS

7
BEVERAGE TASTING ROOMS

25,700
SQUARE FEET

536
SEATING

Rock Row's Beer and Food Hall will be an unparalleled dining, tasting, beer and wine experience. Curated by Colicchio Consulting, purveyors will offer a wide selection of local ingredients, artisanal goods, and onsite brews, while chef driven cuisine will mix with live music to bring together a vibrant mix of locals and visitors.

COLICCHIO CONSULTING

BE PART OF SOMETHING **FUN**

COMMUNITY EVENTS

Engaging event programing and creative consumer marketing
will keep consumers coming back again and again.

WEEKLY AND MONTHLY EVENTS

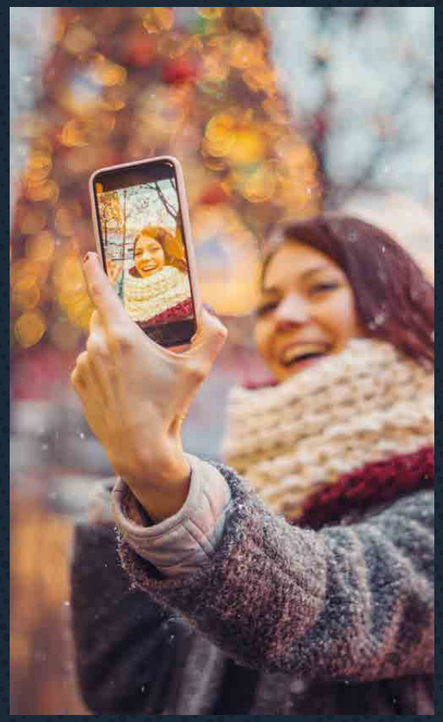
Live Music on The Green

Fit Row Fridays

ANNUAL EVENTS

Restaurant Week

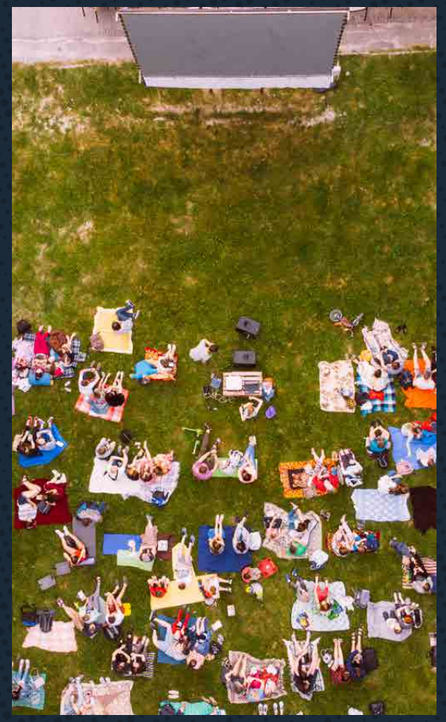
Mommy Stroller Races



HOLIDAY EVENTS

Trunck-or-Treat
Halloween

Winter Wonderland
and Tree Lighting



SEASONAL EVENTS

Summer outdoor movies

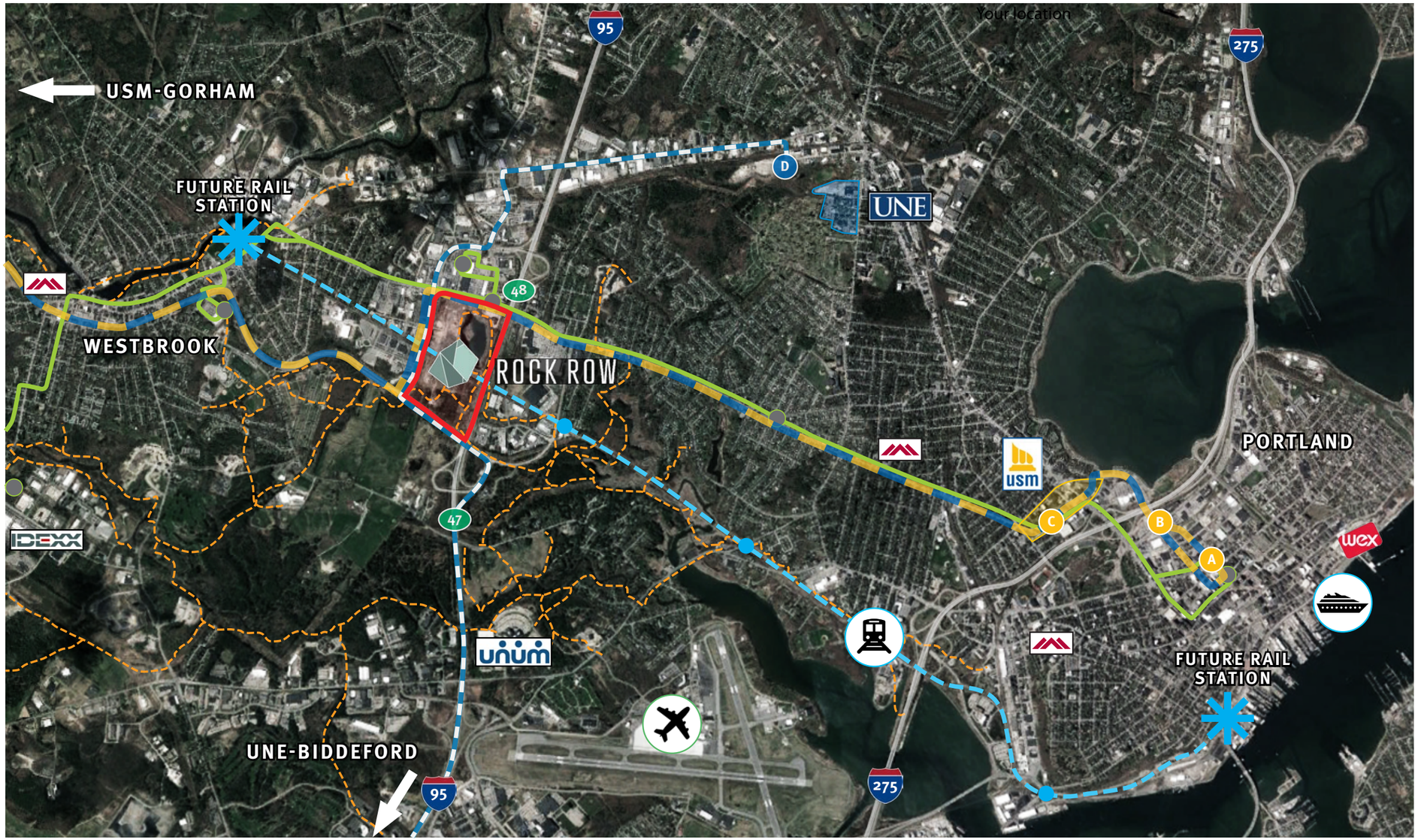
Local artisan fair

COMMUNITY EVENTS

Fundraisers for
local schools

Local drama/music groups

TRANSPORTATION



- METRO ROUTE 4 BUS
- USM METRO HUSKY BUS
- UNE INTERCAMPUS BUS
- PORTLAND TRAILS
- FUTURE RAIL SERVICE LINE
- # I-95 EXITS
- A METRO PULSE STATION
- B BEDFORD ST STOP
- C MARGINAL WAY STOP
- D BISHOP ST LOT STOP
- UNIVERSITY OF NEW ENGLAND — 13,700 students
- UNIVERSITY OF SOUTHERN MAINE — 7,900 students
- MAINE MEDICAL CENTER — 8,700 employees
- WEX HEADQUARTERS — 800 employees
- IDEXX LABORATORIES — 6,800 employees
- UNUM OFFICE — 2,800 employees
- PORTLAND TRANSPORTATION CENTER
- PORTLAND CRUISE PORT
- PORTLAND INTERNATIONAL AIRPORT

INSPIRED BY

The Domain
Austin, TX

Grandscape
Dallas, TX

Assembly Row
Boston, MA

Avalon
Alpharetta, GA

The District
Detroit, MI

Santana Row
San Jose, CA

Madison Yards
Atlanta, GA

Blue Back Square
Hartford, CT

Distillery District
Toronto, Canada

Miami Design District
Miami, FL

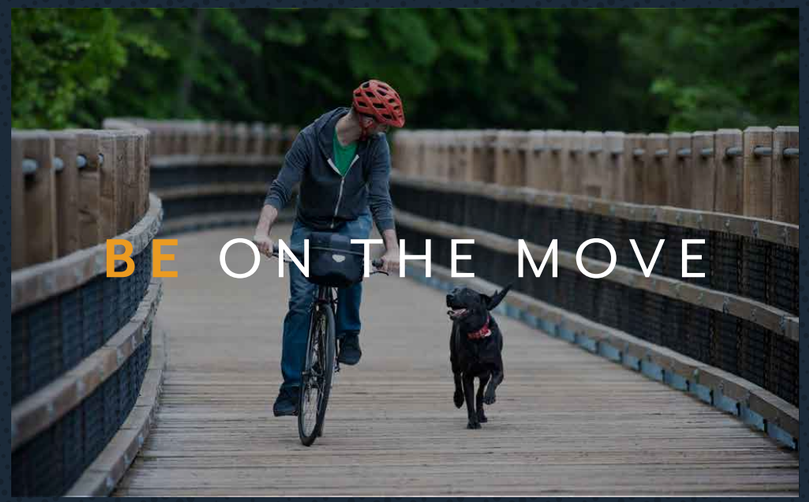
The Wharf
Washington, DC

Crocker Park
Westlake, OH

BE ENTERTAINED

BE SURPRISED

BE IN STYLE


BE ON THE MOVE

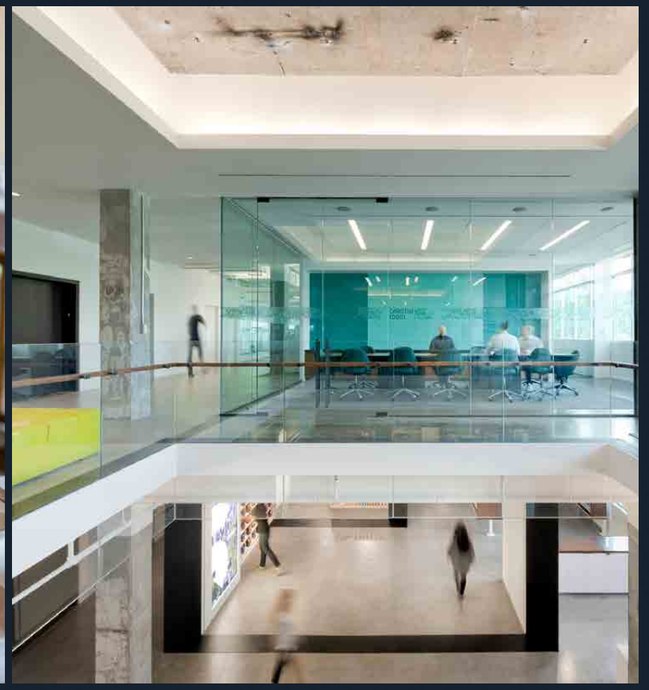
BE TEMPTED

BE INSPIRED

BE AT HOME

BE IN LOVE

THE PLACE TO BE



WATERSTONE
PROPERTIES

Waterstone is dedicated to creating value and bringing exceptional properties to life. Properties that stand the test of time, add value to the community and generate revenue and success. With a portfolio of more than 7 million square feet in 66 properties nationally, Waterstone is proud to add Rock Row to an impressive portfolio of distinctive properties that foster exceptional relationships with tenants, communities and partners.

Retail · **Medical** · **Logistics** · **Office** · **Residential** · **Hospitality** · **Data Centers**

For More Information Visit
www.RockRow.com

Waterstone Properties Group
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781.559.3301 · www.waterstonepg.com