



# Bayside Marketplace

MIAMI, FLORIDA

AMERICA'S PREMIER  
SHOPPING PLACES  
Retail, Restaurants, Entertainment. *Nationwide.*



# Bayside Marketplace MIAMI, FLORIDA

## THE MERCHANDISING

- Bayside Marketplace, located on Biscayne Bay, is a two-level, open air center with over 140 stores including national and regional merchants.
- A selection of our national retailers include The Disney Store, GUESS?, GAP, GapKids, BabyGap, Victoria's Secret, Express, Bath & Body Works, and Brookstone. Some of Bayside's dining destinations include Hooters, Chili's, Bubba Gump Shrimp Co., Hard Rock Cafe, Lombardi's, and Mambo's Café, in addition to an air conditioned Food Court with international flair. Visitors enjoy lively performances from Miami's best local musicians who take the stage nightly.

## THE LOCATION

- Located at the cross streets of Biscayne Blvd. and Port Blvd. in the heart of Downtown Miami, Bayside Marketplace features an extraordinary waterfront and city-scape view. The Marketplace includes two pavilions, a specialty retail market, the 120-slip Miamarina, nestled between the American Airlines Arena and Bayfront Park.

## THE MARKET

- Bayside Marketplace is recognized nationally as a must-see destination and is the number one most visited tourist attraction in Miami, with an impressive number five ranking statewide. Bayside is also popular among local residents who make up 37% of annual traffic at the center.
- Downtown Miami has over 130,000 total employees.

## THE FUTURE

- Downtown Miami is the new focal point for redevelopment with residential growth, night-life, a Design District, restaurants, and a state-of-the-art Performing Arts Center.
- Bayside presents a viable retail opportunity linked to the growth of Miami's visitor and local markets.

## VISITOR MARKET

- Miami hosts over 12 million international and domestic visitors per year. On average, Bayside is visited by 53 percent of all overnight visitors to Miami—significantly more than any other shopping destination in the South Florida area. International visitor demographics include Latin America at 63%, Europe at 23 % and Canada at 11%. Bayside enjoys over 42% of the domestic visitor market.
- The Port of Miami welcomes over 3.3 million cruise passengers annually with \$12 billion of direct and indirect economic impact.
- Miami International Airport, among the top 30 busiest passenger airports in the world, was ranked 27th with nearly 30.2 million passengers.
- Downtown Miami's hotel market accounts for over 4500 rooms with the majority of them upscale.

## DOWNTOWN OFFICE WORKERS

- Bayside's downtown location provides access to the region's largest office market with nearly 6.8 million square feet of rentable area and a below market vacancy rate of 11%.

## MALL INFORMATION

### LOCATION

Cross Streets: Biscayne Blvd and NE 4th St

### MARKET

Miami

### DESCRIPTION

Two-level, open air center with over 140 stores including national and regional merchants.

SQUARE FOOTAGE 228,000 sq. ft.

### PARKING SPACES

Bayside Marketplace has adjacent covered parking garages totaling 1300 spaces. Additional metered parking is available on Biscayne Blvd.

Bayside is within a mile of the Port of Miami and across the street from the American Airlines Arena (home to the NBA's Miami Heat). It is also within walking distance of downtown's major hotels, Convention Center, Miami Arena, and the Performing Arts Center.

Bayside Marketplace is accessible via the Metromover, which encircles downtown, and the commuter-oriented Metrorail. Bayside is also boater-friendly. Visitors arriving by boat may dock at the Miamarina.

## MIAMI-FORT LAUDERDALE ET AL, FL (CBSA)

2007 POPULATION 5,520,464

2012 PROJECTED POPULATION 5,894,878

2007 HOUSEHOLDS 2,078,372

2012 PROJECTED HOUSEHOLDS 2,209,509

2007 MEDIAN AGE 38.9

2007 AVERAGE HH INCOME \$67,102

2012 PROJECTED AVERAGE HH INCOME \$73,628

## DAYTIME EMPLOYMENT

1-MILE RADIUS 77,118

2-MILE RADIUS 142,727

SOURCE: CLARITAS, INC.