

PIER PARK

Panama City Beach, Florida

Pier Park, a 1.5 million-square-foot combination town/community/lifestyle center, will be located in the heart of Panama City Beach between U.S. 98 and Front Beach Road (Alternate 98) at Powell Adams Road and Pier Park Drive.

TRADE-AREA PROFILE

Panama City Beach is experiencing 8% growth per year. 612,602 households are within a 100-mile radius of Panama City Beach. More than 50,000 condominium/town house units are in development. Daytime population (people in town during work-force hours) exceeds 85,000.

PROPERTY FACTS

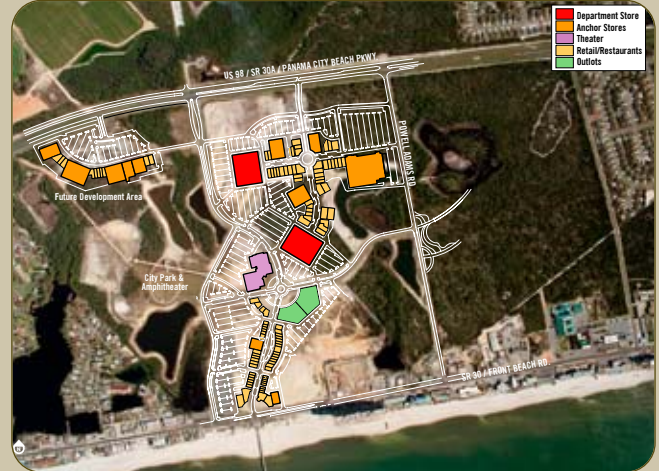
COMMUNITY/LIFESTYLE CENTER | BEACH FRONT DEVELOPMENT
OPENING SPRING 2007 | LEVELS 1 | GLA 1,500,000 SF

MAJOR RETAILERS

Dillard's, Target, 16-plex theater, 90,000-sf future department store, 45,000-sf sporting goods store, 25,000-sf entertainment retailer, 8 additional anchor tenants

SPECIALTY RETAIL, RESTAURANTS, ENTERTAINMENT

Borders Books & Music, Pizzeria Uno, Johnny Rockets, Old Navy, Ron Jon Surf Shop, Panera Bread, Starbucks Coffee



more properties more opportunities more shoppers more potential more developments more stores more sales more traffic

DEMOGRAPHIC INFORMATION

2005 PROFILE

Trade-area population → 168,109
Trade-area households → 78,570
Average annual HH income → \$64,269

TOURISM PROFILE

- 6 million tourists per year visit the area—average length of stay: 4 days
- \$1.5 billion economic impact from tourism
- Direct tourist expenditures of \$547 million
- 48,000 lodging units, including 20,000 hotel units

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Development Plan 

 200 400 DP39-1 Sheet 1 of 4

Modified: November 15, 2005

Pier Park
Panama City Beach, FL
CORP # ND68 **SIMON**[®]