

DOWNTOWN HOLLYWOOD

Market and Foot Traffic Report





Strategic Economic Design

6 Drivers, Community Values, Demand, Supply, Quality of Life
Customers Patterns, Loyalty, Length of stay (LOS), Drive Time

Understanding who we are,
what we want and what we need,
to unlock our potential and be our best authentic self

Commercial Real Estate

#OfficeRealityCheck

- ✓ Office space opportunity does exist in Downtown Hollywood, especially for niche and boutique users.
- ✓ Although vacancy has increased, it is still below our benchmark of 15% indicating the health of a local office market.
- ✓ Rents and sale prices for office property have increase over the past year.

#RetailRealityCheck

- ✓ Retail opportunity is limited by a lack of new space and low vacancy.
- ✓ Investor confidence in Downtown Hollywood retail is positive;
- ✓ Downtown Hollywood continues to strengthen as a desirable, niche retail and restaurant market.

Mixed Use

#RealityCheck

- ✓ Residential Occupancy continues is strong.
- ✓ High density projects are true mixed-use projects with high occupancy of the commercial space.

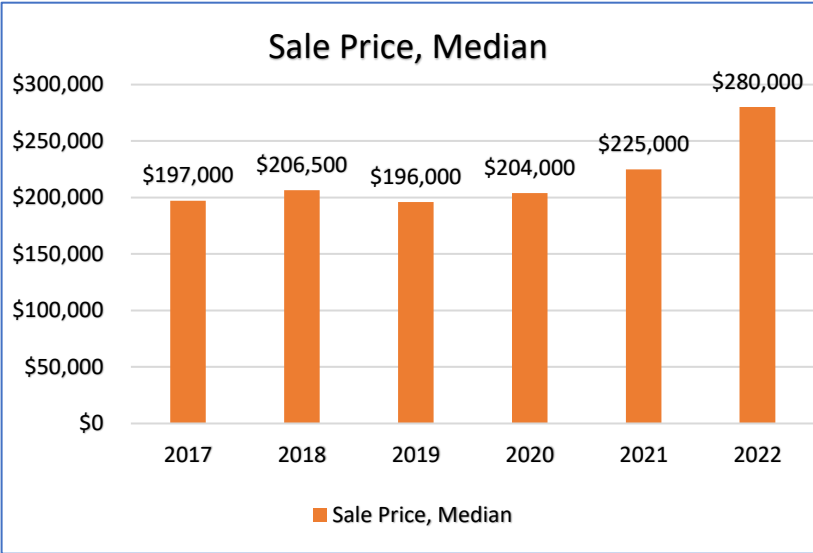
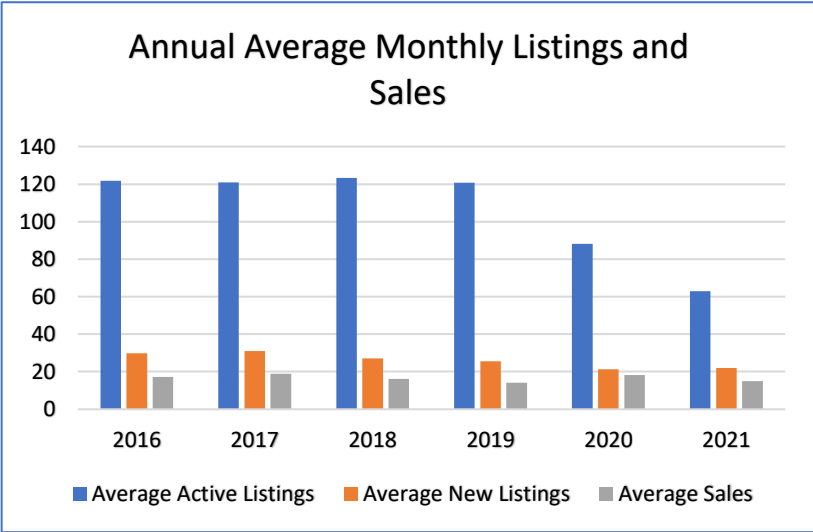


Mixed Use



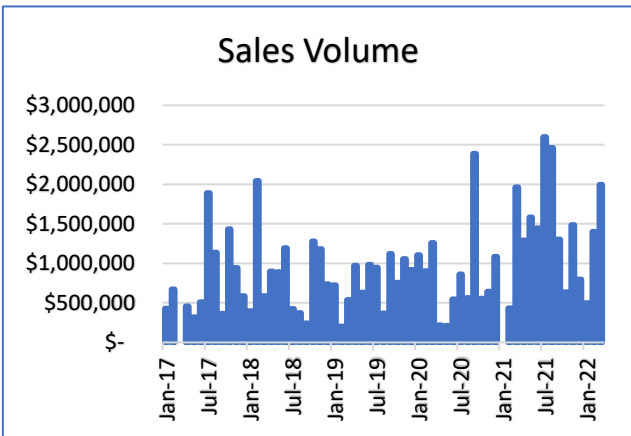
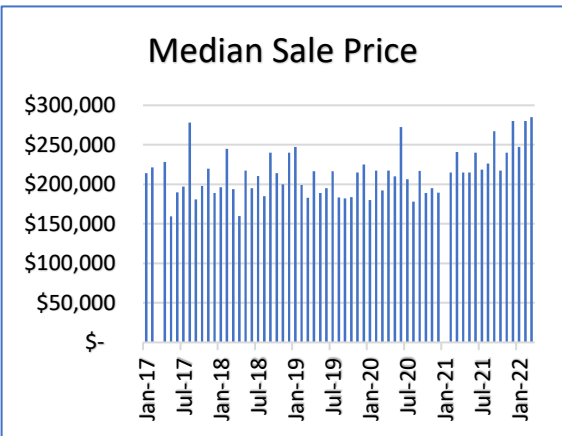
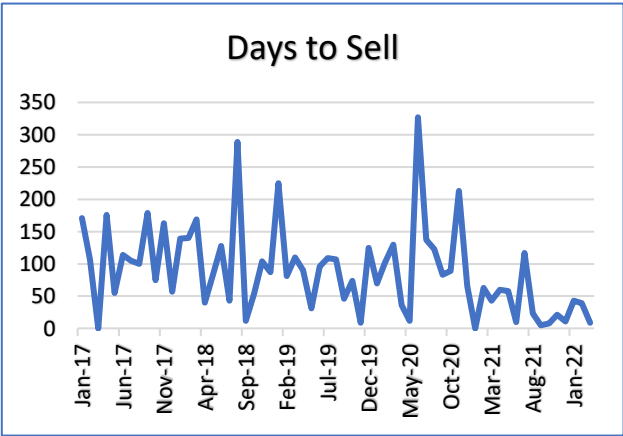
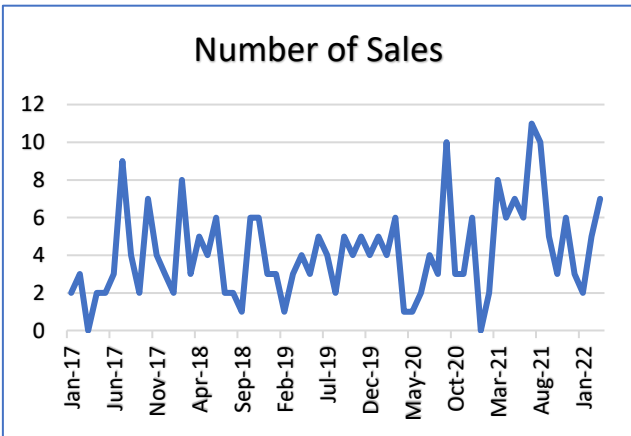
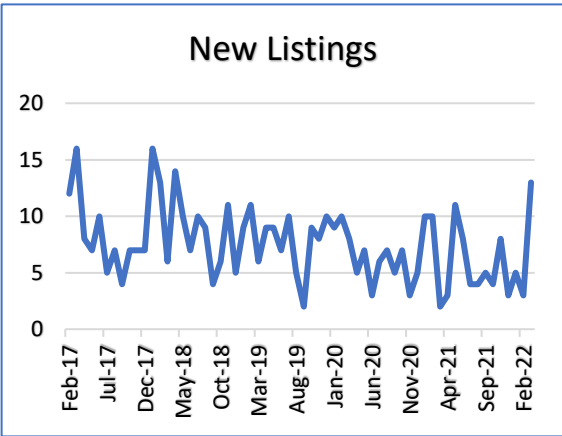
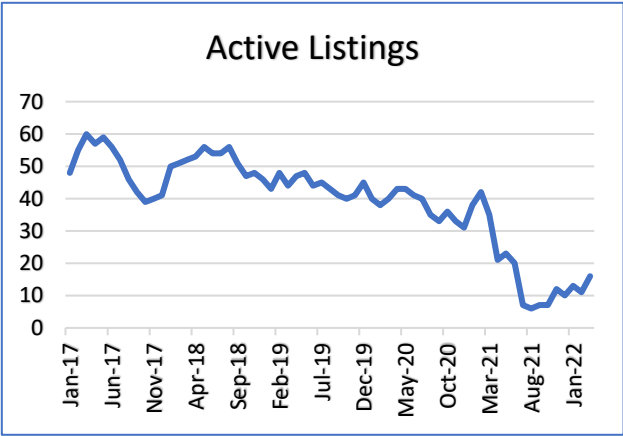
Downtown Residential Real Estate Trends

- ✓ Consistent with trends throughout South Florida, the inventory of available residential units for sale has declined as demand has increased.
- ✓ High demand has also driven the time properties are on the market down significantly through the end of 2021.



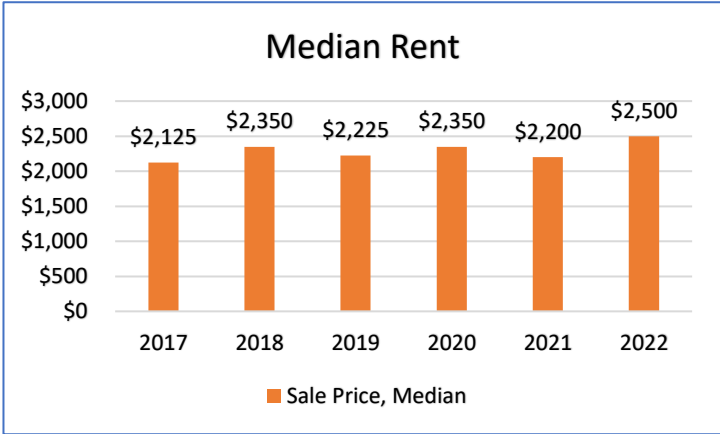
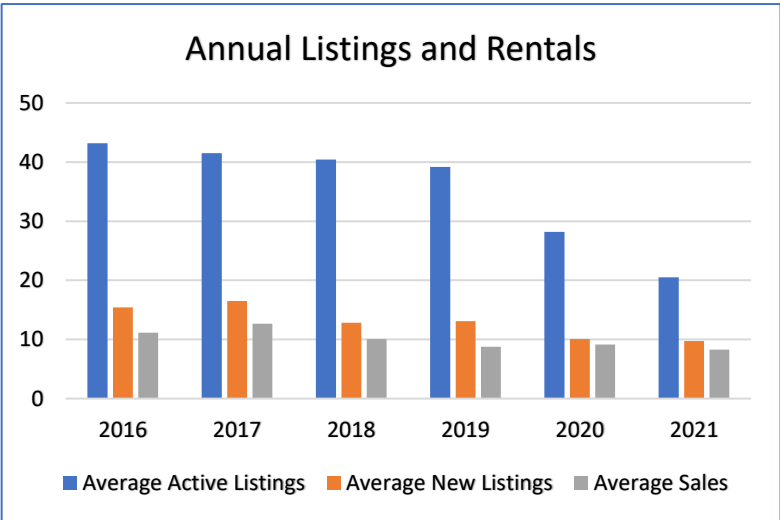
- ✓ Increasing demand coming out of the height of the pandemic in 2020 has pushed demand and prices up for residential units in Downtown Hollywood.

Downtown Residential Real Estate Trends



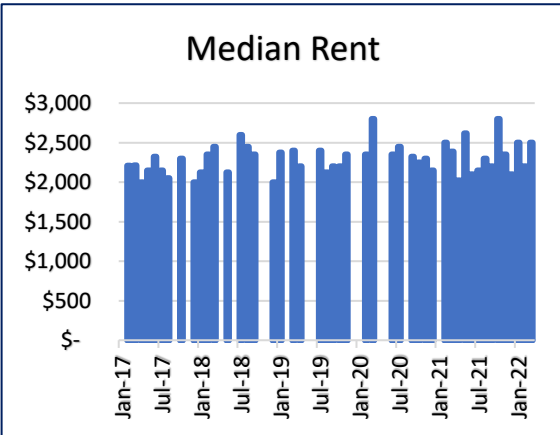
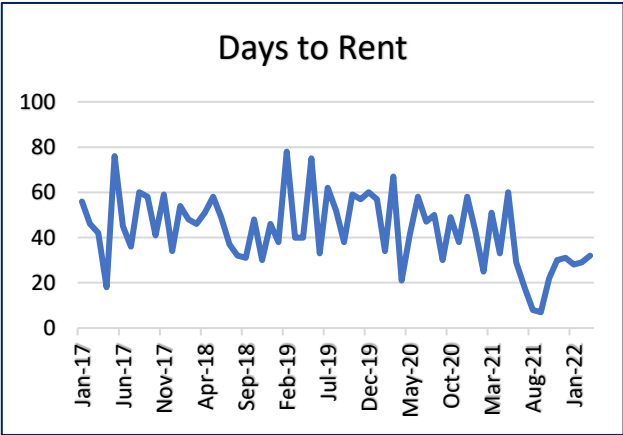
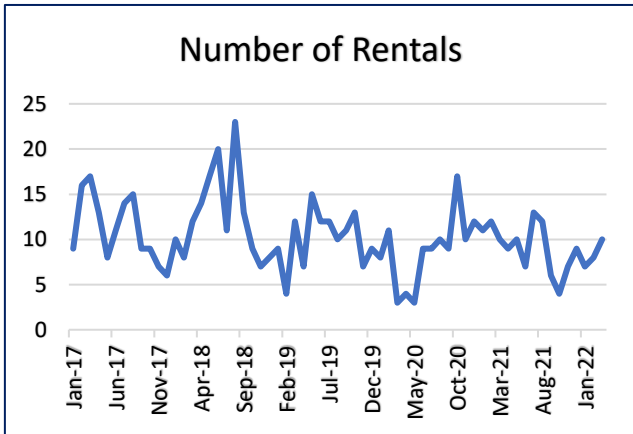
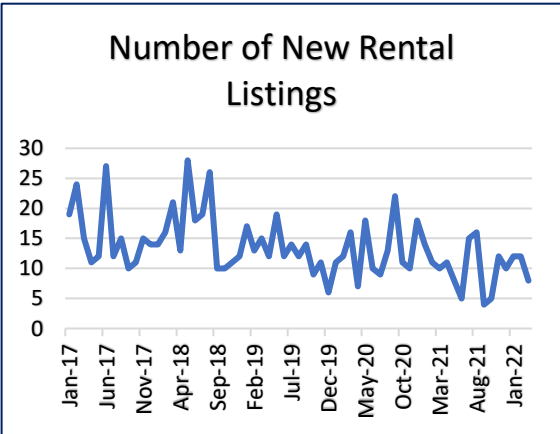
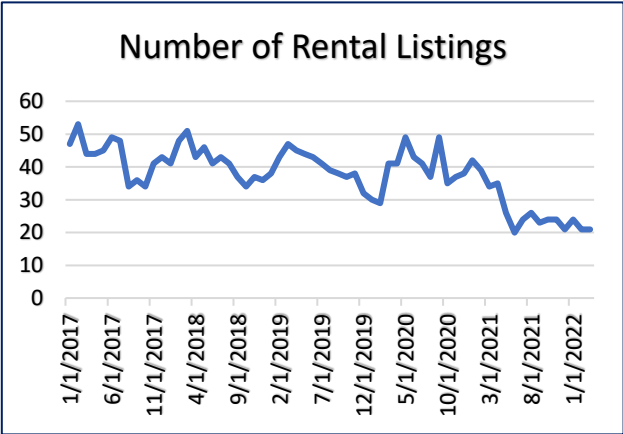
Downtown Residential Real Estate Trends

- ✓ Through the end of 2021, Downtown Hollywood residential rentals demonstrated the same supply and demand pressures as the for-sale market, with declining availability in the face of increasing demand, driving residential rents higher.



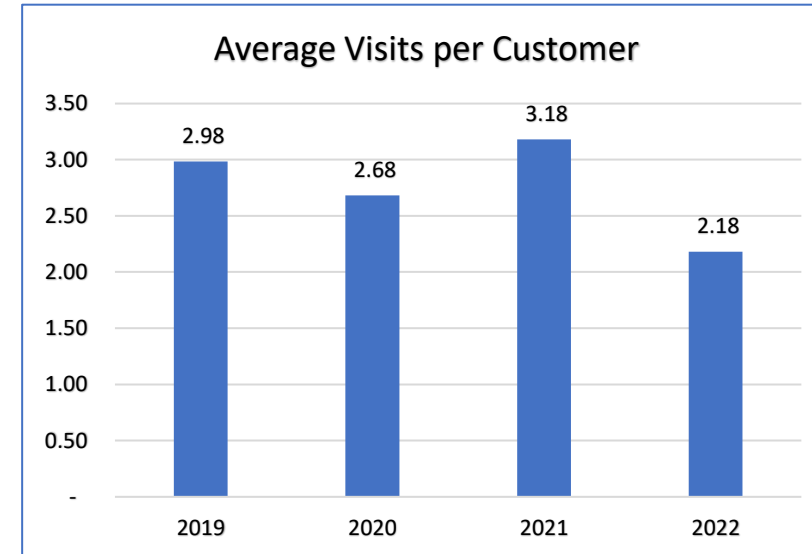
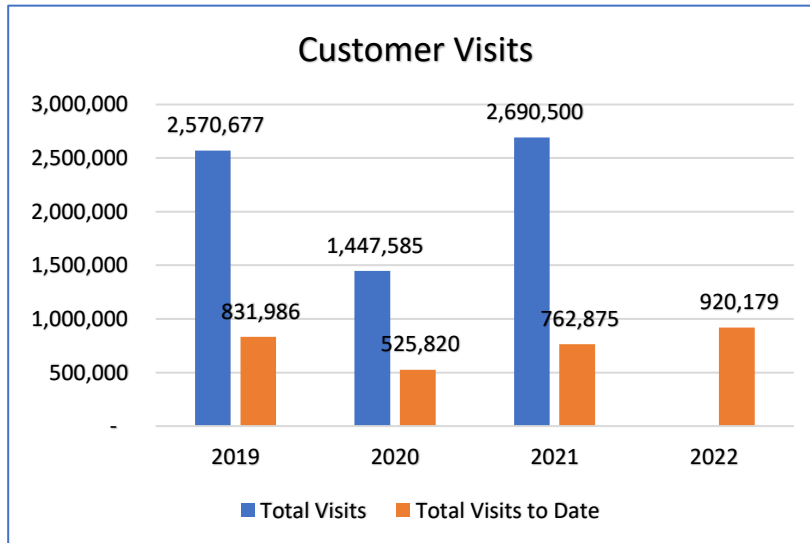
- ✓ Increasing demand coming out of the height of the pandemic in 2020 pushed 2021 demand and prices up for residential units in Downtown Hollywood.
- ✓ Similar to for-sale residential, the length of time vacant units are available for rent declined.

Downtown Residential Real Estate Trends



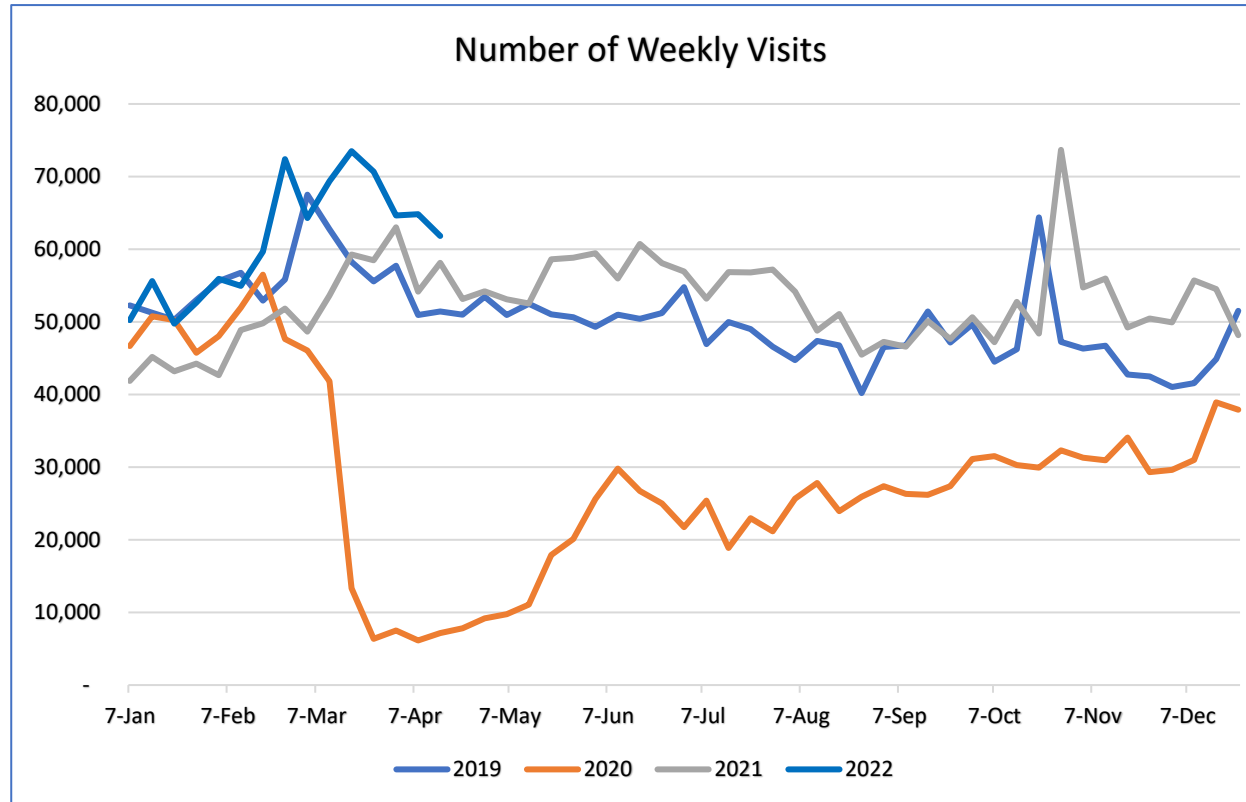
Downtown Hollywood Customer Visit Trends

- ✓ Total foot traffic recovered in 2021 to pre-pandemic levels and continues to grow in 2022.



- ✓ The average number of visits to Downtown Hollywood exceeded the pre-pandemic level in 2021, and average visits in the first quarter of 2022 demonstrate a continued positive trend.

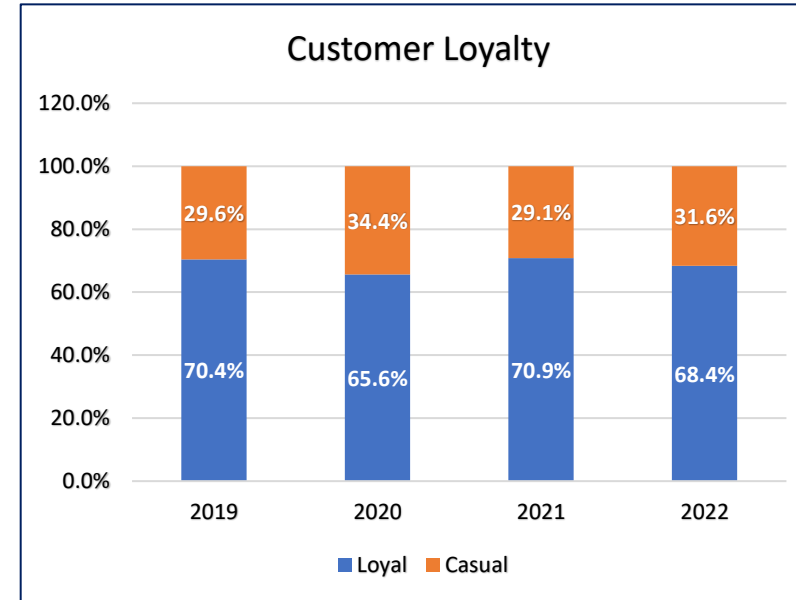
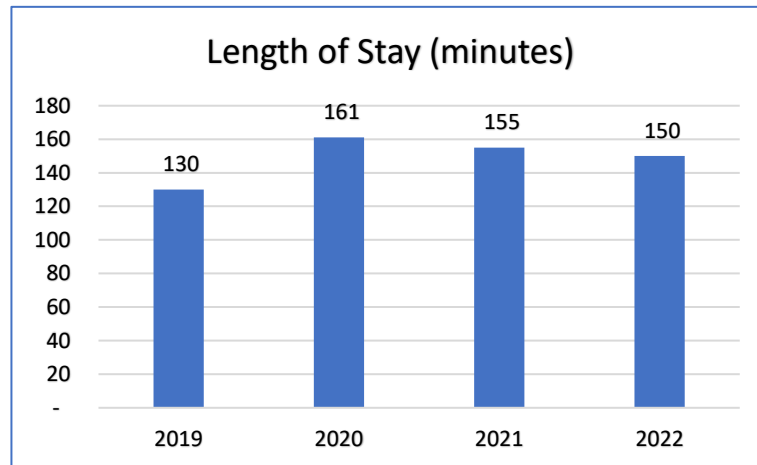
Downtown Hollywood Customer Visits



- ✓ Foot traffic to Downtown Hollywood recovered to pre-pandemic levels in March 2021 (green line).
- ✓ The first three months of 2022 foot traffic equaled or exceeded 2019 levels (light blue line).

Downtown Hollywood Customer Loyalty

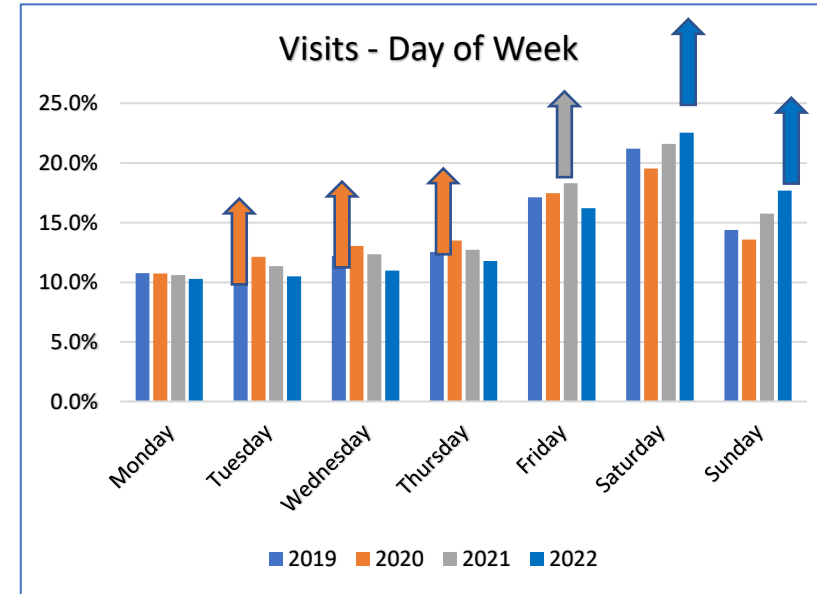
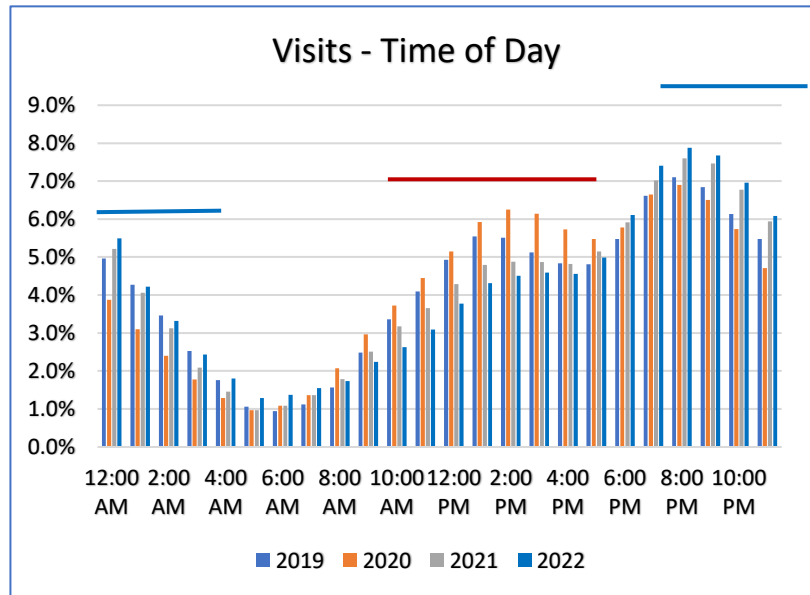
- ✓ Customers Visits Length of Stay (LOS) during the pandemic greatly exceeded pre-pandemic.
- ✓ This can likely be attributed to the outdoor activation of Downtown.
- ✓ A positive trend is that the LOS has not declined to pre-pandemic levels re-opening continues



- ✓ Customers so far in early 2022 are trending more as casual customers however, this is to be expected during the first part of the year and the traditional high season.

Downtown Hollywood Customer Time on Site

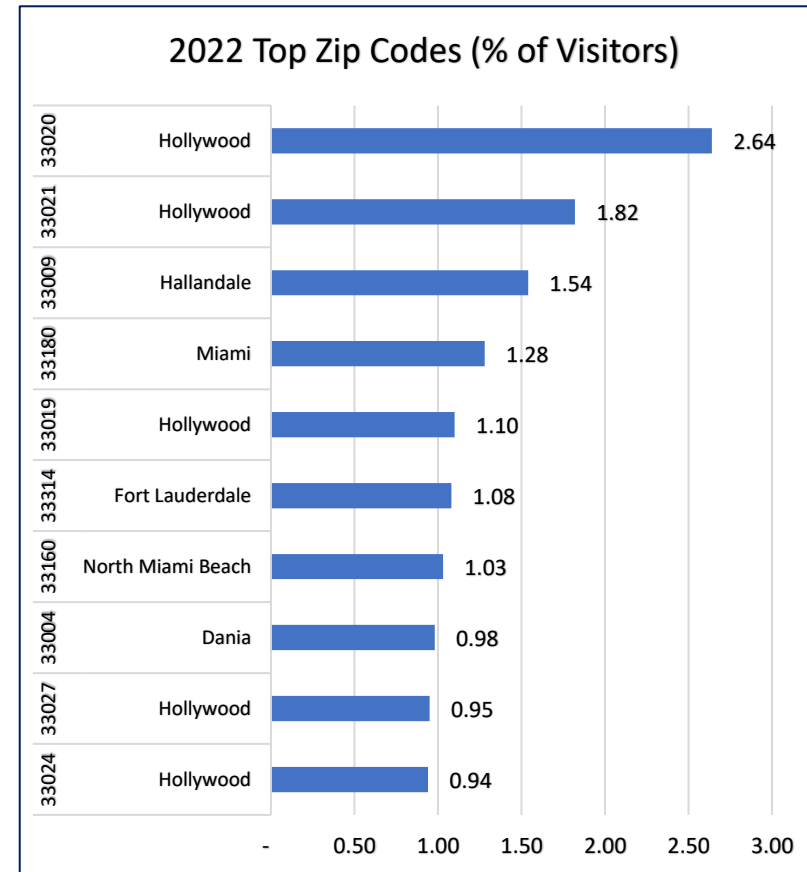
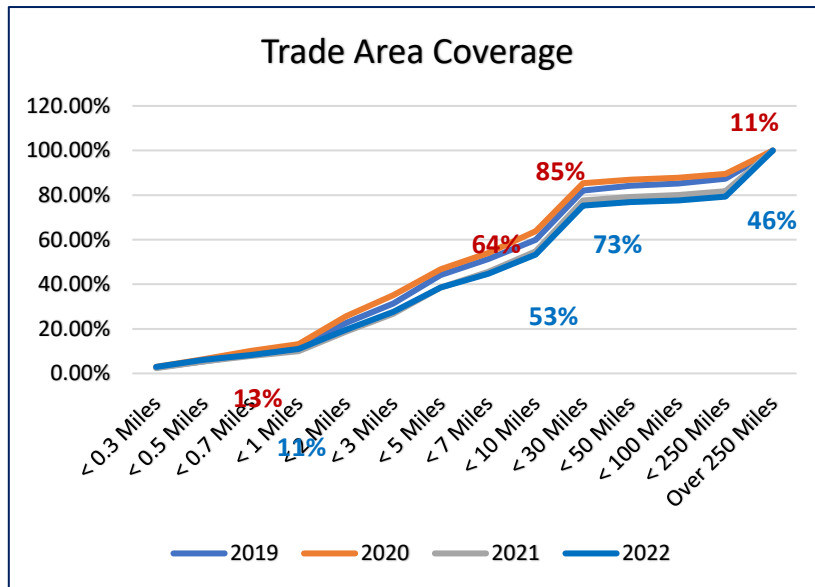
- ✓ Overall Visits to Downtown Weekend have increased in 2022 YOY since 2019.



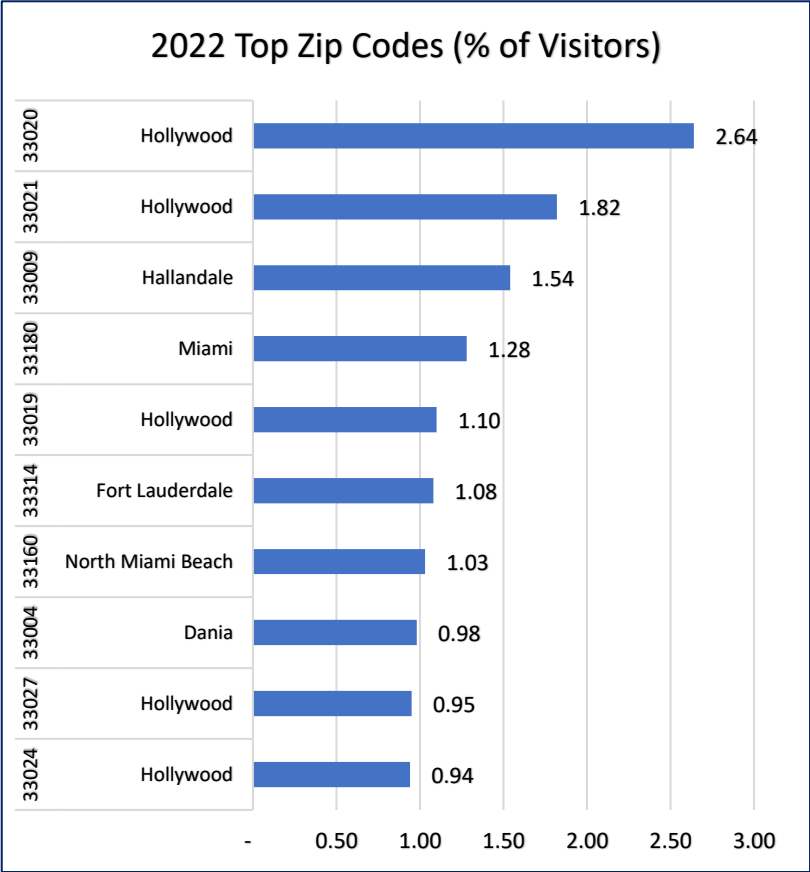
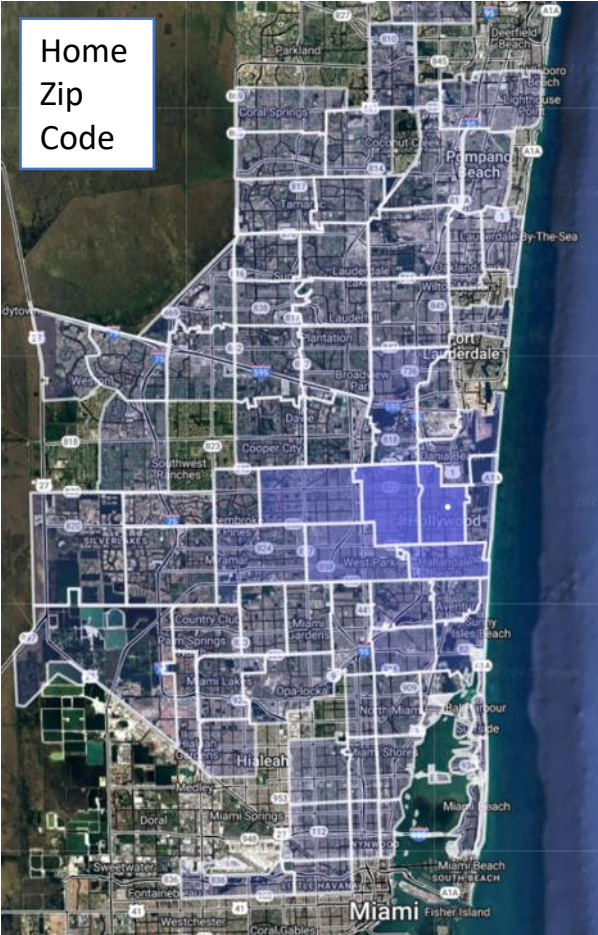
- ✓ Similar to weekends, nighttime visits had increased in 2021 compared to the height of the pandemic in 2020 and continue to demonstrate strength.

Downtown Customer Trade Area

- ✓ Downtown Hollywood continues to be a strong local and regional (30 miles) draw, with the trade area expanding so far in 2022 compared to prior periods.



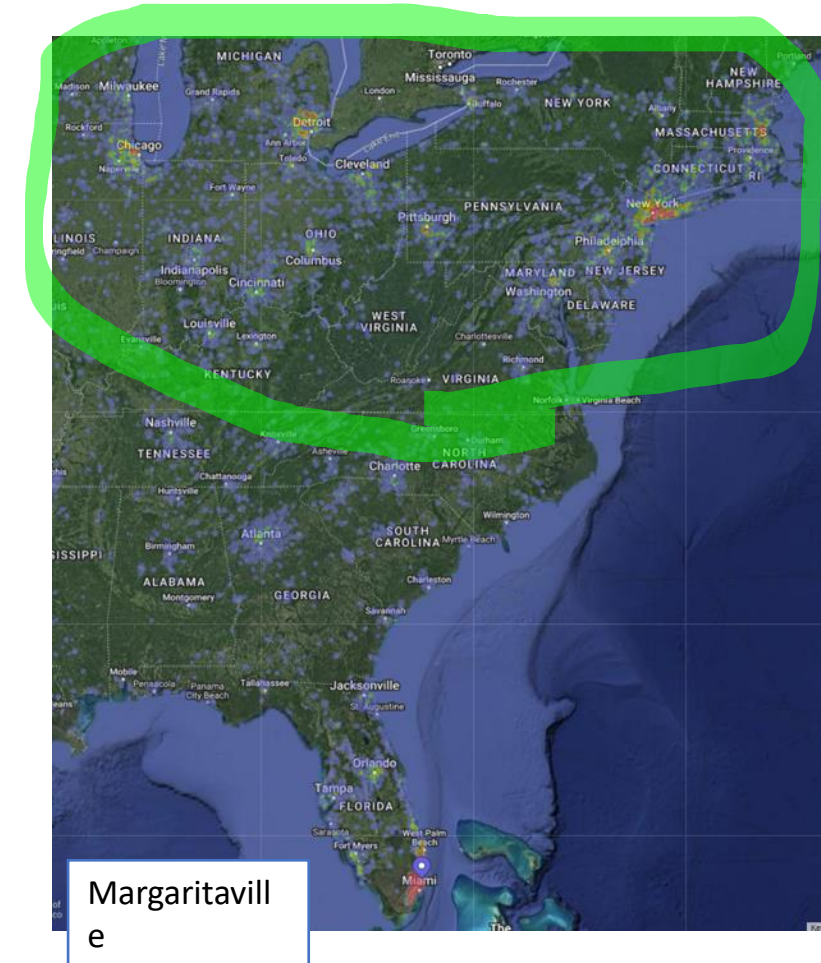
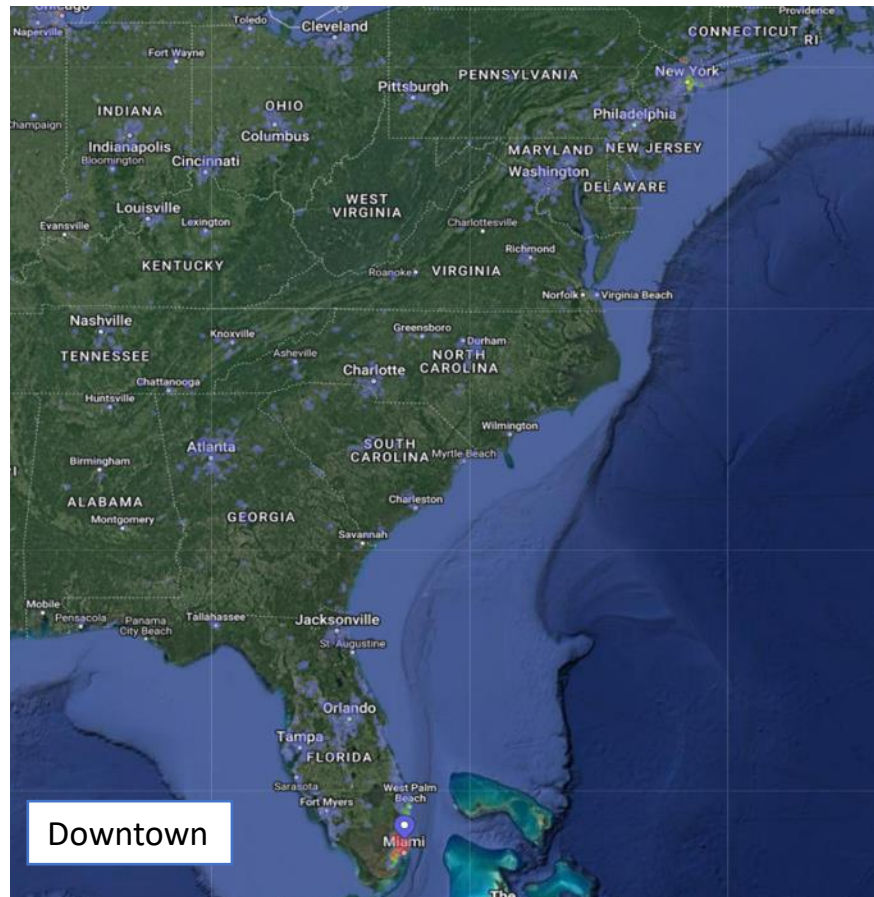
Downtown Customer Trade Area



Downtown Customer Behaviors

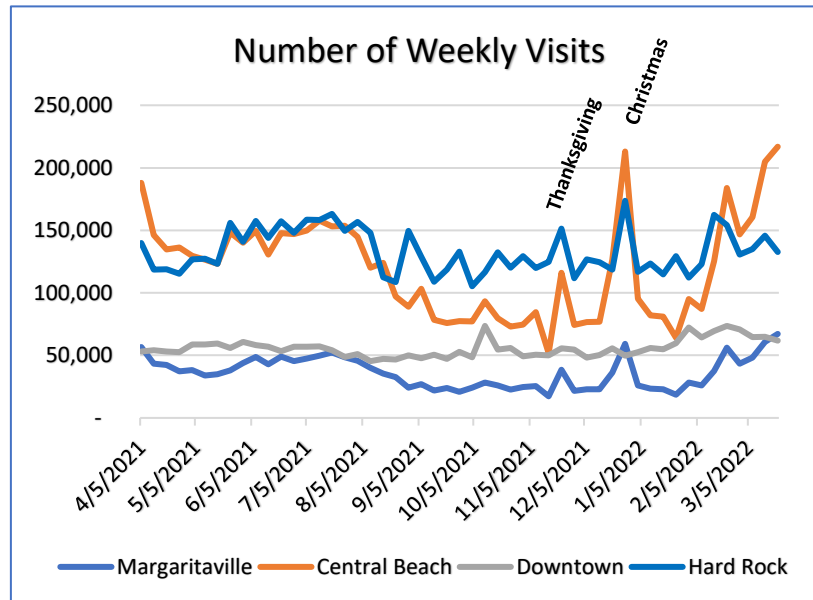


Downtown and Hollywood Beach Customer Trade Area

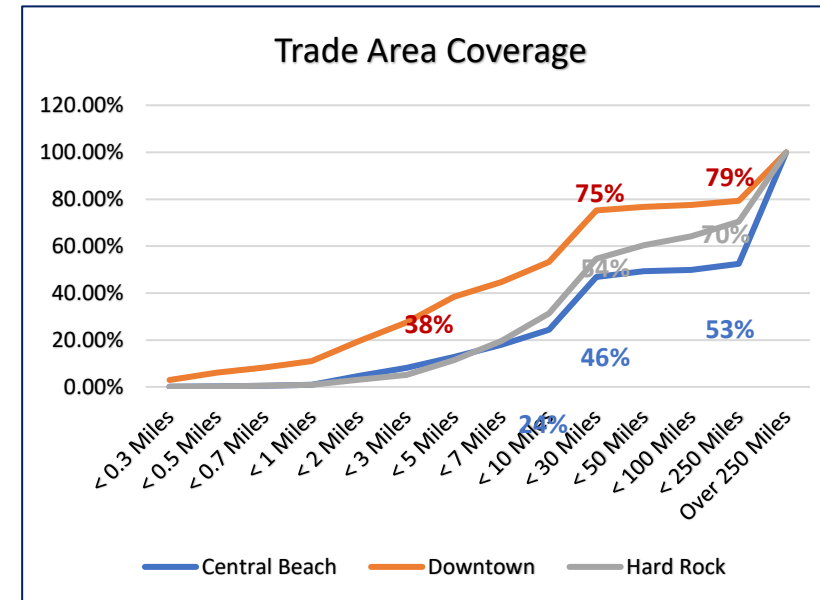


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ANALYTICS

Customer Trade Areas



- ✓ Downtown Hollywood does not experience the seasonal swings that the beach sees.



- ✓ The beaches draw customers from a greater trade area, as should be expected.
- ✓ The Hard Rock draws more regionally than the beaches and downtown.

Hollywood Beach Customer Behaviors

Favorite Bars and Pubs

- ✓ Rock Bar
- ✓ Hollywood Brewing Co.
- ✓ Logan's Beach Bar
- ✓ Upper Deck Sports Bar
- ✓ Grumpy Gary's
- ✓ Ocean 13
- ✓ Shooters
- ✓ Twin Peaks
- ✓ America's Backyard
- ✓ Topsy Boar

Favorite Hotels

- ✓ Marriott on Hollywood Beach
- ✓ Ocean Drive Villas
- ✓ Diplomat
- ✓ Beach House in Pompano
- ✓ Costa Hollywood Beach Resort
- ✓ Bahia Mar
- ✓ Riptide
- ✓ EAST in Miami

Favorite Dining

- ✓ GG's Waterfront
- ✓ The Taco Joint
- ✓ Billy's Stone Crab
- ✓ Giorgio's Bakery
- ✓ El Tayta on the Beach
- ✓ Bonny & Read's
- ✓ Jaxson's Ice Cream
- ✓ Cheesecake Factory in Sunrise
- ✓ Chick-fil-A in Davie
- ✓ Fuddruckers Pembroke Pines

Favorite Leisure Activities

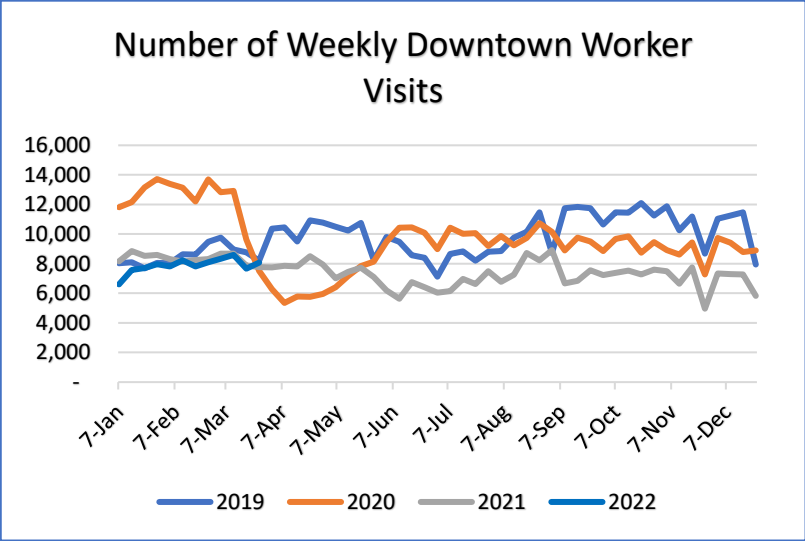
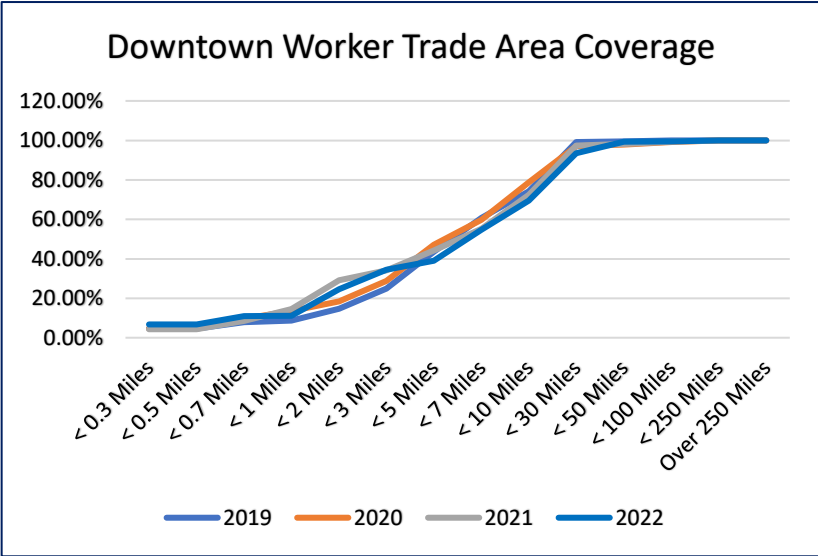
- ✓ Hollywood Beach
- ✓ Universal Orlando
- ✓ Bayfront Park in Miami
- ✓ Disney Springs
- ✓ Dania Beach Ocean Park

Favorite Apparel Shopping

- ✓ Macy's and JC Penney @ Aventura Mall
- ✓ Macy's in Pembroke Pines and Hialeah
- ✓ Burlington in Sunrise
- ✓ Bass Pro Shops
- ✓ Nordstrom and Bloomies - Aventura

Downtown Employee Trends

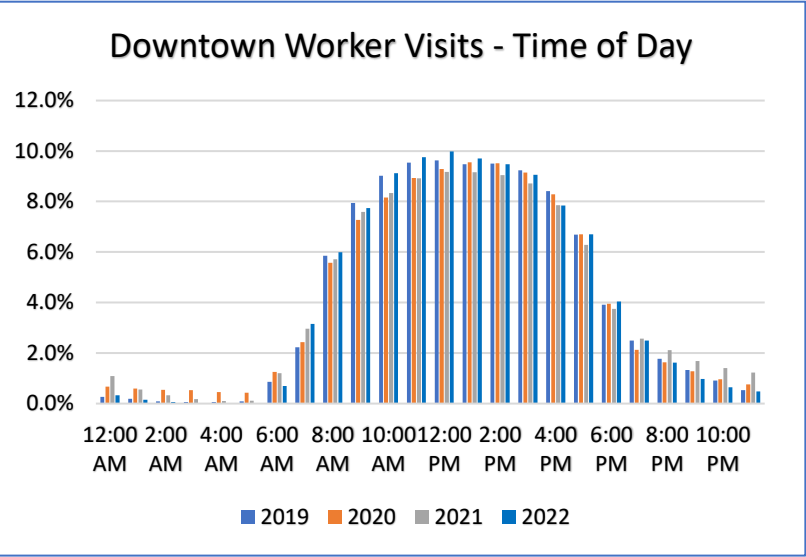
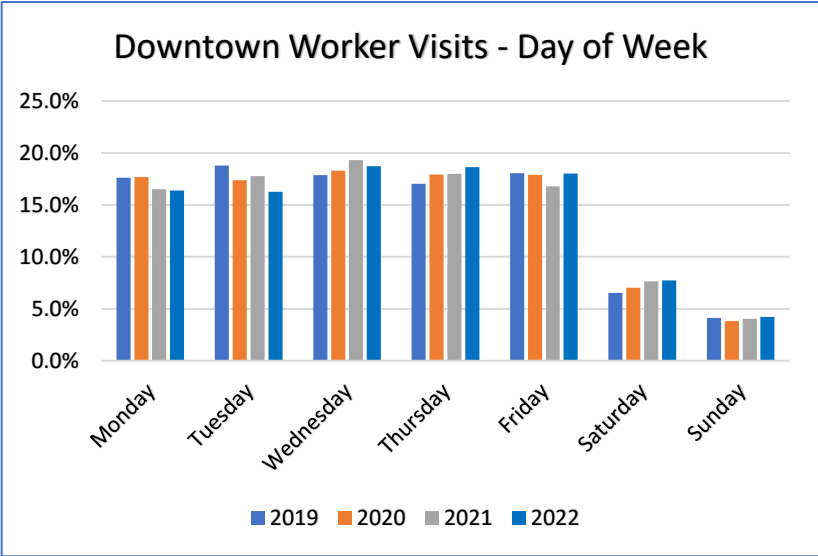
- ✓ Downtown Hollywood continues to attract the majority of its workforce from within seven to ten miles.



- ✓ Unlike customer foot traffic, Downtown employment has not returned to pre-pandemic levels.
- ✓ This may be attributable to a combination of reasons including continued remote work and staffing and hiring challenges experienced by local businesses.

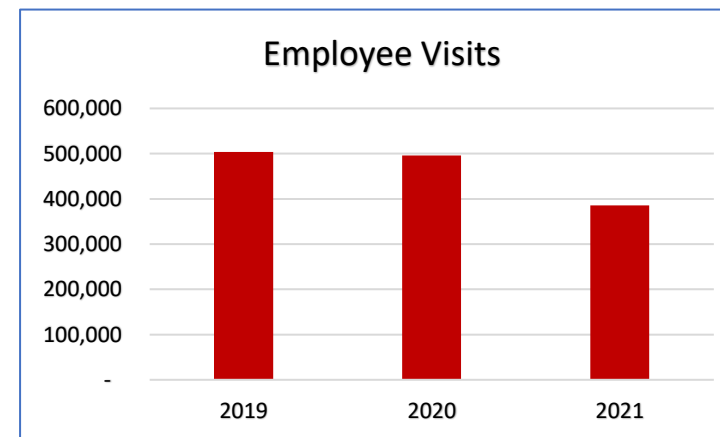
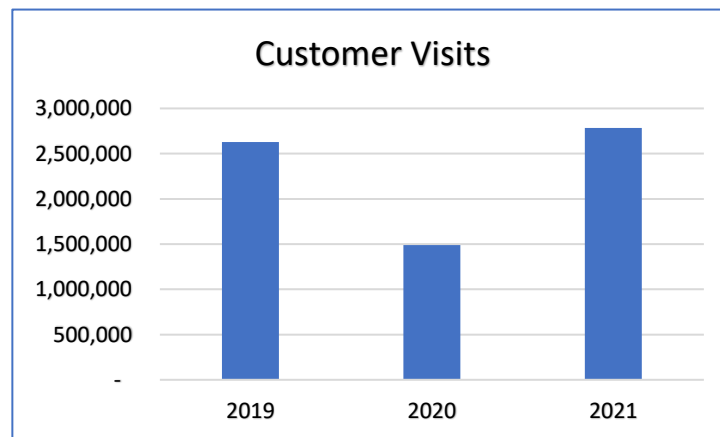
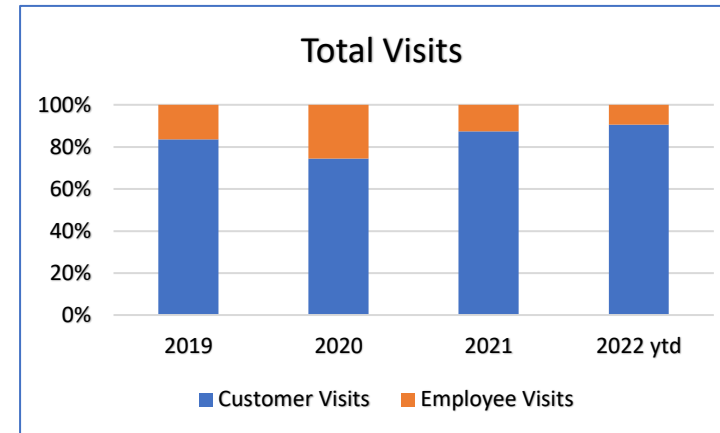
Downtown Employee Trends

- ✓ Downtown employee trends do not match the customer visit trends between days of the week and weekends.



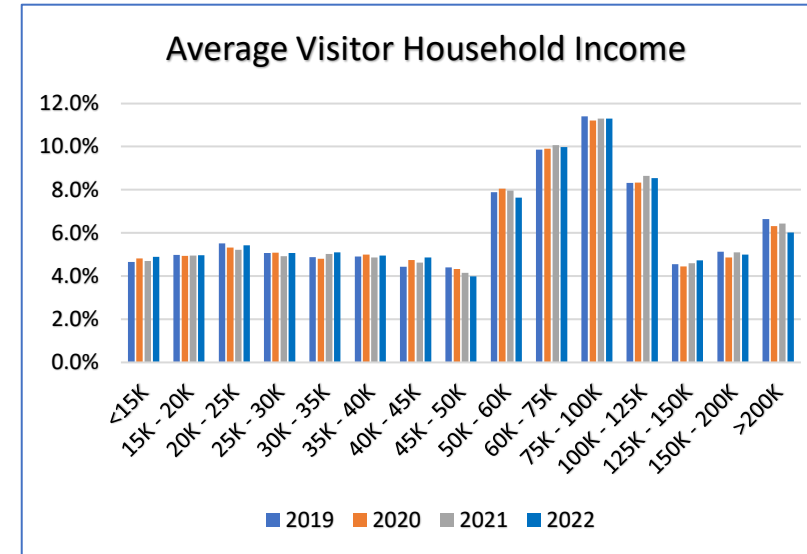
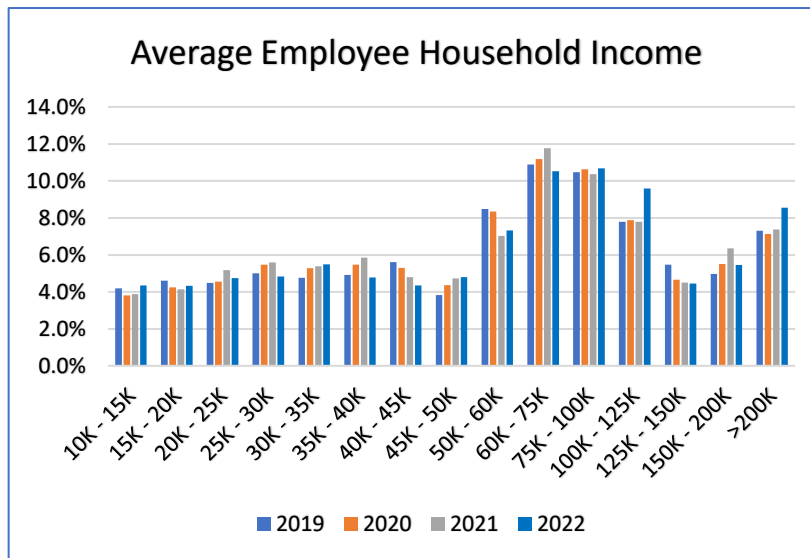
- ✓ Time of day trends for Downtown employees has varied so far in 2022 compared to 2021, but this trend warrants continued monitoring to determine if it is a seasonal situation or a deeper workforce issue.

Downtown Hollywood Total Visits



Downtown Customer Average Household Income

- ✓ Visitor and Downtown Employee household income trends are similar, with the strongest income cluster being \$50-125K.





Market and Foot Traffic 2022