

ROCK ROW

WESTBROOK • PORTLAND, ME

59 Westbrook Arterial
Westbrook, ME

2023

ROCK ROW
WESTBROOK • PORTLAND, ME





A 2.3 MILLION SQUARE FOOT PLAYGROUND

Rock Row is a 2.3 million square feet, \$600 million, open-air mixed-use community and innovation district centered around a 300-foot-deep, 26-acre natural quarry. Situated in the largest metropolitan area north of Boston, Rock Row will be a center of gravity for Portland's major universities and will feature a 200,000 sq ft medical campus anchored by New England Cancer Specialists, an affiliate of Dana-Farber Cancer Institute.

With a multi-modal transit hub, convenient access from two exits on I-95 as well as Maine's newest conference and event center, Rock Row will be a new door to Maine hosting more than 8 million guests a year from the United States and nearby Canada.

**750+
UNITS**

**LUXURY
APARTMENTS**

**400,000
SQ FT**

**LOFT & CLASS A
OFFICES**

**200,000
SQ FT**

**INTEGRATED
MEDICAL &
RESEARCH CAMPUS**

**80,000
SQ FT**

**RESTAURANTS FROM
FAST CASUAL TO
ARTISAN CHEF**

1

**OF-A-KIND
QUARRY**

**300,000
SQ FT**

**RETAIL & FOOD
STREETSCAPE**

**15,000
SQ FT**

**FOOD HALL
WITH 15 STATIONS &
7 TASTING ROOMS**

**20,000
SQ FT**

**AWARD-
WINNING BEER
HALL**

**80,000
SQ FT**

**STATE-OF-THE-ART
MARKET BASKET**

20+
RESTAURANTS

FROM FAST CASUAL
TO ARTISAN CHEF

200+
EVENTS

YEAR-ROUND
PROGRAMMING

550+
SEATS

FOOD HALL
WITH 15 STATIONS &
7 TASTING ROOMS



5K+
PERSON

ENTERTAINMENT
& CONFERENCE
CENTER

300,000
SQ FT

EXPERIENTIAL
OUTDOOR
RETAIL

26
ACRE

RECREATIONAL
& ENTERTAINMENT
QUARRY

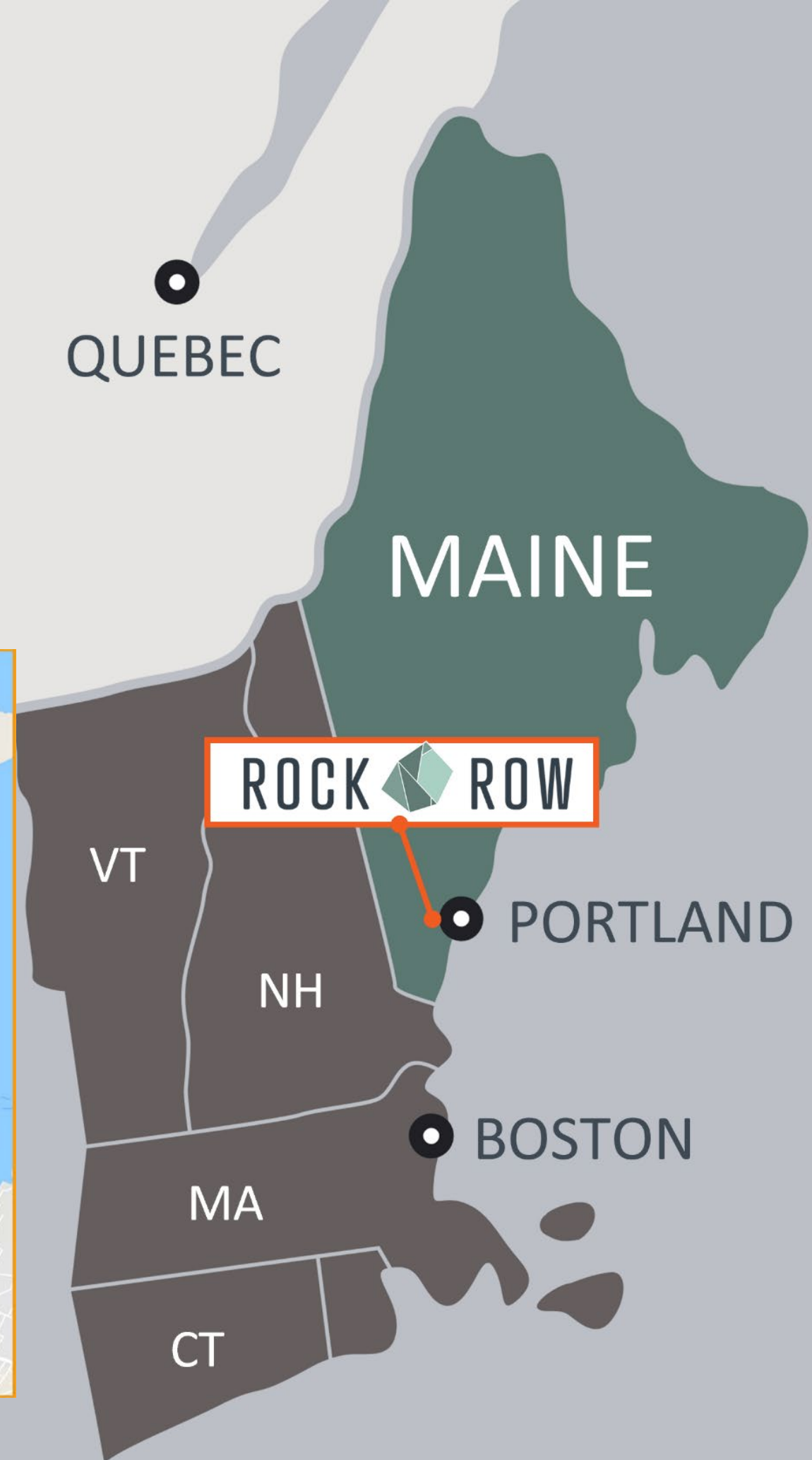
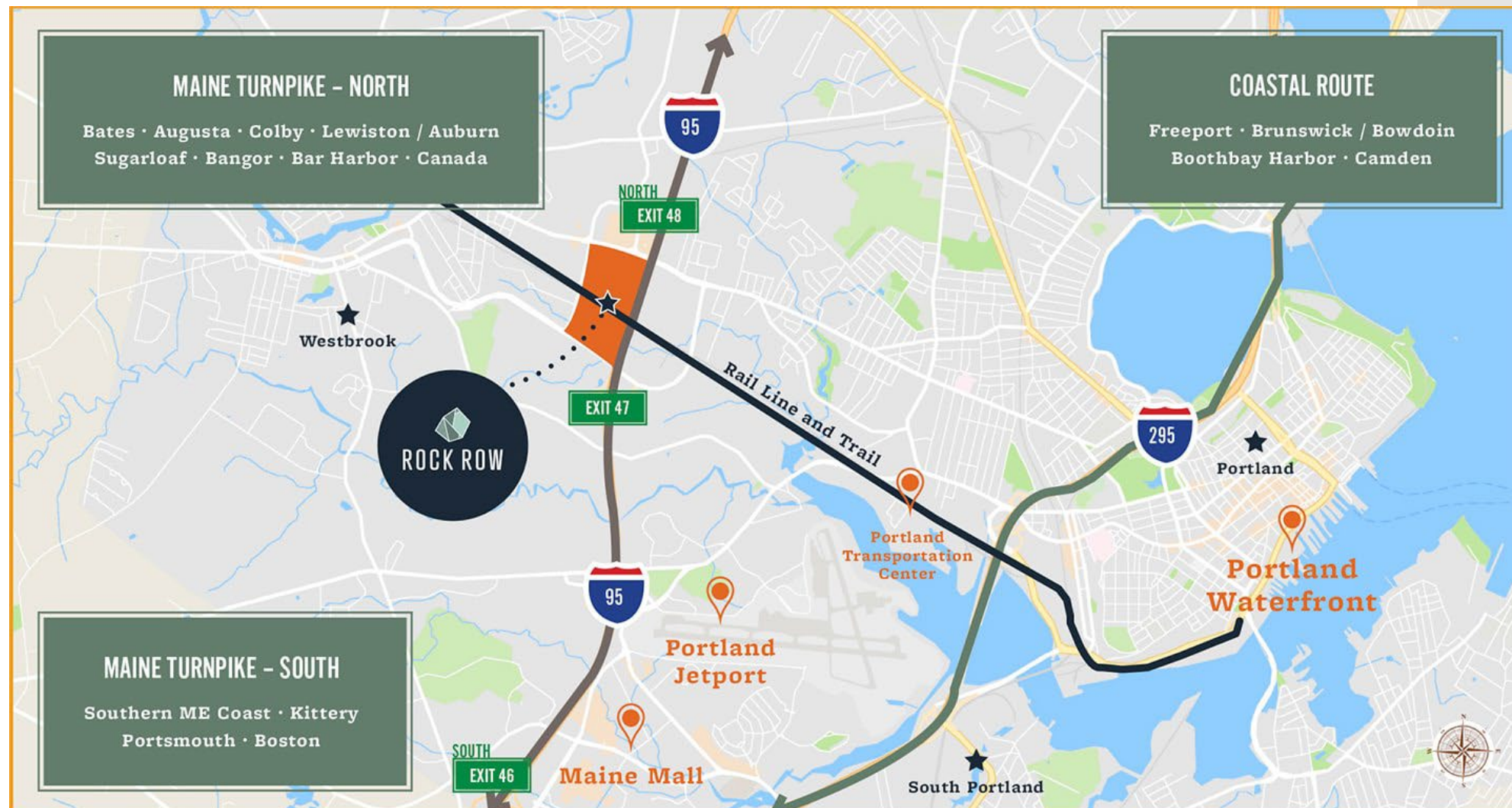
ROCK ROW: NEW ENGLAND'S MOST IMMERSIVE ENTERTAINMENT DISTRICT

Rock Row is a 2.3 million sq ft mixed use development and entertainment district built around a majestic 26-quarry that's drawing millions of guests globally.

THE PREMIER DESTINATION IN MAINE

AT THE HEARTBEAT & TRANSPORTATION EPICENTER OF MAINE

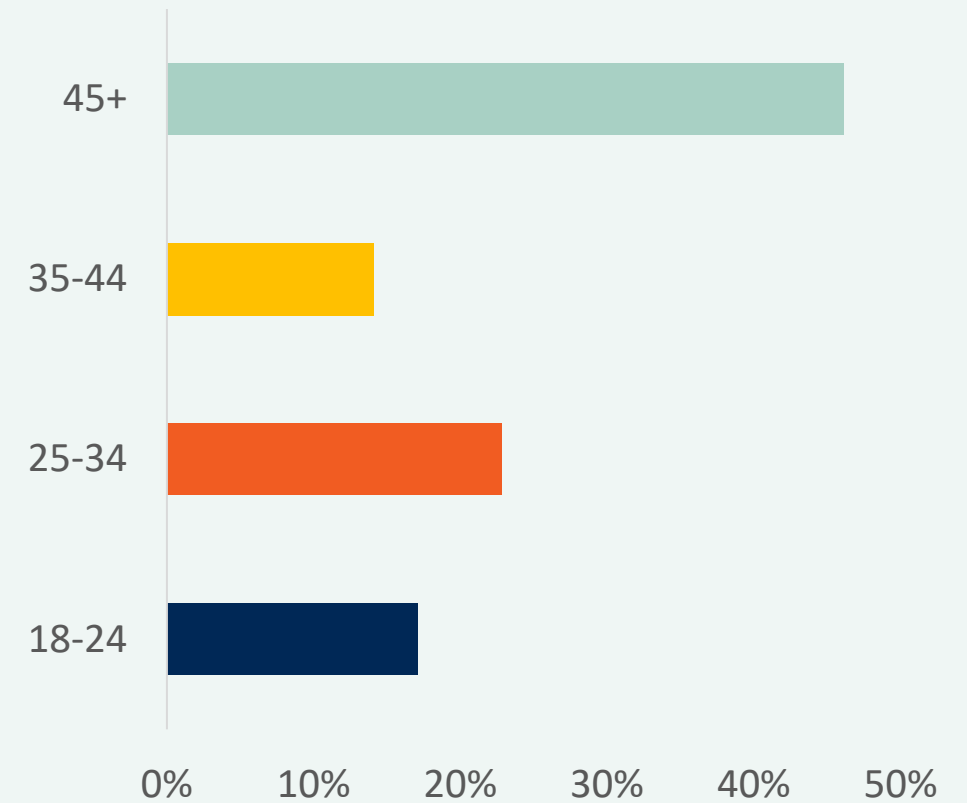
- Located off two direct exits on Maine Turnpike/I-95 , Rock Row offers unprecedented visibility with over **13+ MILLION PEOPLE** travel past the site
- Rock Row is at the intersection of four major university campuses that support **20,000+ UNIVERSITY STUDENTS** in Greater Portland
- Since opening in 2020, Rock Row has hosted over **6 MILLIONS VISITS** and is expected to surpass **8 MILLION VISITS ANNUALLY** by 2026



OUR GUESTS

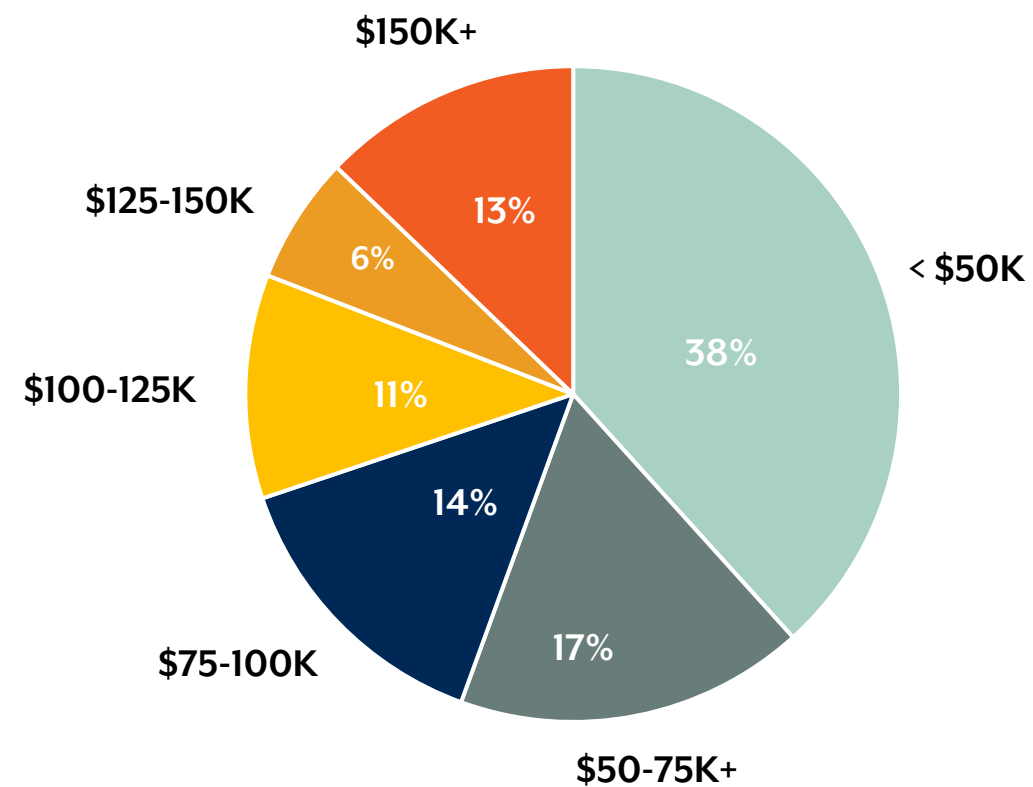
ROCK ROW SERVES **556,000+ RESIDENTS**
AND THE LARGEST MSA NORTH OF
BOSTON WHILE CAPTURING **MILLIONS**
OF TOURISTS VISITING MAINE—
A TOP 5 DESTINATION GLOBALLY

AGE



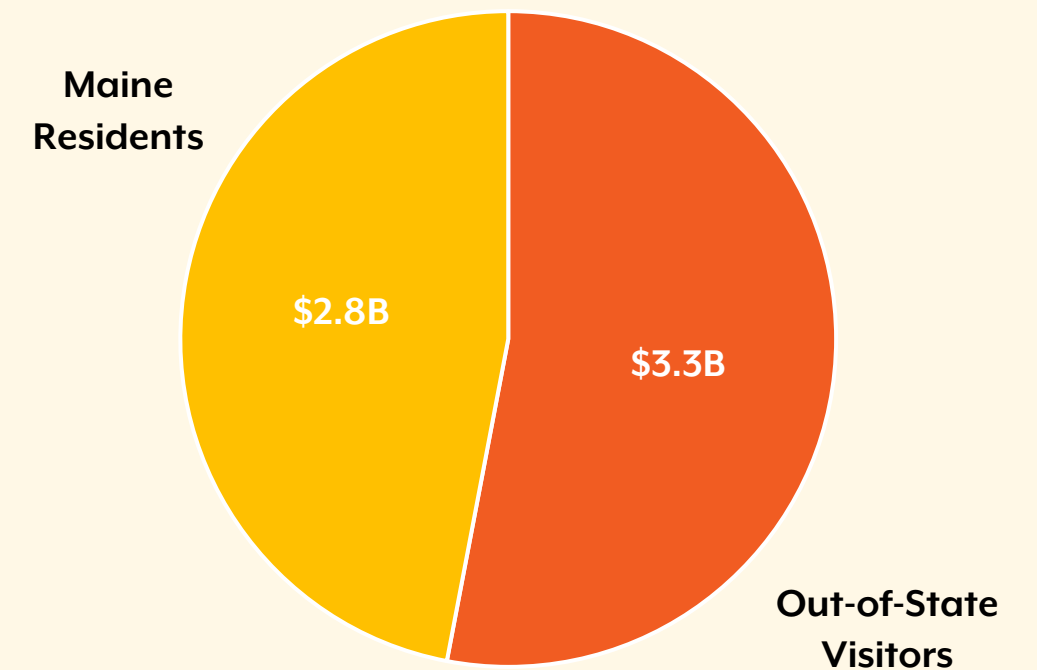
\$86,000 AVG. HOUSHOLD INCOME

HOUSEHOLD INCOME

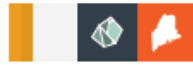


8.5 MILLION ANNUAL VISITORS TO GREATER PORTLAND

TOURISM SPEND



Source: 2023 Placer.ai



PORTLAND IS THE #1 AND #2 DESTINATION FOR MILLENNIALS LIVING IN BOSTON AND NEW YORK

The New York Times

A \$100 Million Bet That Vacationland Can Be a Tech Hub, Too

A benefactor's big gift will create a research center in Portland, Maine, testing a small city's ability to prosper as a magnet for innovation.

New York coronavirus exodus fuels 'gangbusters' Maine real estate boom

By Todd Farley

NEW YORK POST

More young millennials are moving to Maine

An influx of people from 24 to 35 moved to Maine during the pandemic, according to L Work in Maine.

The Boston Globe

Maine can finally get out of Massachusetts' shadow

The state has never quite shaken off its legacy as a colony of Boston. But the pandemic might speed a transformation of Maine's economy and outlook.

By Colin Woodard Updated December 27, 2020, 5:00 a.m.

102

Maine home sales jump 23%, driven by out-of-state demand

The median price of Maine homes sold in September was \$273,500 – an increase of 19.6% from the same month a year earlier.

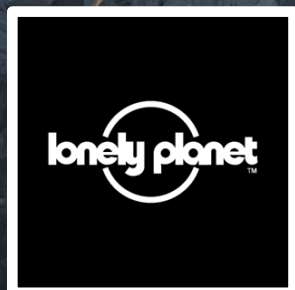
maine.

"Maine has an incredible opportunity right now. Tremendous talent and entrepreneurs are leaving traditional hubs like Silicon Valley, New York, and Boston, and the industry is opening their eyes to opportunities in places they simply haven't looked before."



MAINE: #4 BEST PLACE TO VISIT IN THE WORLD

AS RECOGNIZED BY



Source: 2023 Maine Office of Tourism

ROCK ROW IS PROJECTED TO SURPASS 8 MILLION VISITS ANNUALLY

Located at the epicenter of Maine's transportation corridor, Rock Row will be a must stop destination for a top-five tourism destination globally.

\$14B+

IN TOURISM SPEND
ANNUALLY

15.6M

VISITORS TO
MAINE IN 2021

\$683M

VISITORS
SPENDING IN
GREATER
PORTLAND

TOP 25

ACADIA
NATIONAL
PARK

1.9M+

PASSENGERS TRAVEL
THROUGH PORTLAND
INTL. JETPORT

95,000

CRUISE PASSENGERS
VISITING PORTLAND
ANNUALLY

PORTLAND & MAINE : A TOP FOODIE DESTINATION NATIONALLY

#1

MOST JAMES BEARDING-
WINNING CHEFS PER
CAPITA

#1


MOST BREWERIES
PER CAPITA

2018

PORTLAND:
RESTAURANT CITY
OF THE YEAR

bon appétit

A COMPARISON OF RETAIL DESTINATIONS

DEVELOPMENT	STATE	VISITS	SF	Uses
ROCK  ROW	ME	Projected 8+M	2.3M	Shopping, Dining, Hospitality/Hotel, Convention Center, Entertainment, Office/Medical, Apartments
Avalon	GA	7.6M	1.2+M (86 Acres)	Shopping, Dining, Entertainment, Apartments, Office
Legacy Place, Dedham	MA	6.5M	675,000	Shopping, Dining, Entertainment
Market Street, Lynnfield	MA	6.1M	658,000	Shopping, Dining, Entertainment, Apartments, Office/Medical
Derby Street Shoppes, Hingham	MA	5.3M	435,000	Shopping, Dining, Entertainment
Assembly Row, Somerville	MA	4.2M	871,000	Shopping, Dining, Entertainment, Office, Apartments
Bethesda Row	MD	4.1 M	529,000	Shopping, Dining, Entertainment, Office, Apartments
Arsenal Yards	MA	4M	1+M	Shopping, Dining, Entertainment, Office/Medical, Hospitality, Apartments <i>(still under construction)</i>
Blue Back Square	CT	3.1M	223,712	Shopping, Dining, Entertainment
Tuscan Village	NH	3.7M	900,000	Shopping, Dining, Entertainment, Office, Apartments

Source: 2023 Placer.ai

BUILDING UPON A THRIVING ENTERTAINMENT MARKET

Inside Portland, Maine's Wildly
Ambitious Music Scene

"Portland, Maine is drawing promoters from major cities and ambitious young songwriters...NYC promoters Bowery Presents chose Portland as its first city outside of New York to operate venues in."

Rolling Stone

ROCK ROW ENTERTAINMENT VENUE

A new 5,000-capacity venue will add a unique destination within Maine's first ever designated entertainment district.



PORTLAND'S SMALL TOWN TEAMS DELIVERING BIG CITIES NUMBERS

Portland Seadogs and Maine Celtics attract over **450,000+ fans each year** to Hadlock Stadium and Portland Expo Center combined, both located just 3 miles from Rock Row.



8+ MILLION ANNUAL VISITS

**2.8 MILLION VISITS
IN 2022 PHASE 1**

3,884 Full Time Employees

993 Apartments

2,250+ Residents

Projected Traffic at Full Buildout

<i>Use</i>	<i>Annual Traffic</i>
Coffee	121,060
Entertainment & Leisure	780,000
Eyewear	21,250
Fitness	44,812
Food & Beverage	1,230,060
Grocery	1,480,000
Medical Campus	1,180,676
Restaurant	465,092
Restaurant / Fast Casual	1,569,264
Retail	1,715,310
Salon / Spa	42,500
Total Annual Visitors	8,650,024

Note: These are projections as of February 2023

UNREAL FOOD & SHOPPING

FOOD IS LOVE. CUPID EATS HERE.

Rock Row's wide assortment of restaurants, and our first-in-Portland Food 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.

WORLD-CLASS RETAIL
& CURATED LOCAL FAVORITES

15,000 SQ FT
FOOD HALL

20+ CHEF-DRIVEN &
FAST CASUAL RESTAURANTS

UNPARALLELED EXPERIENCES

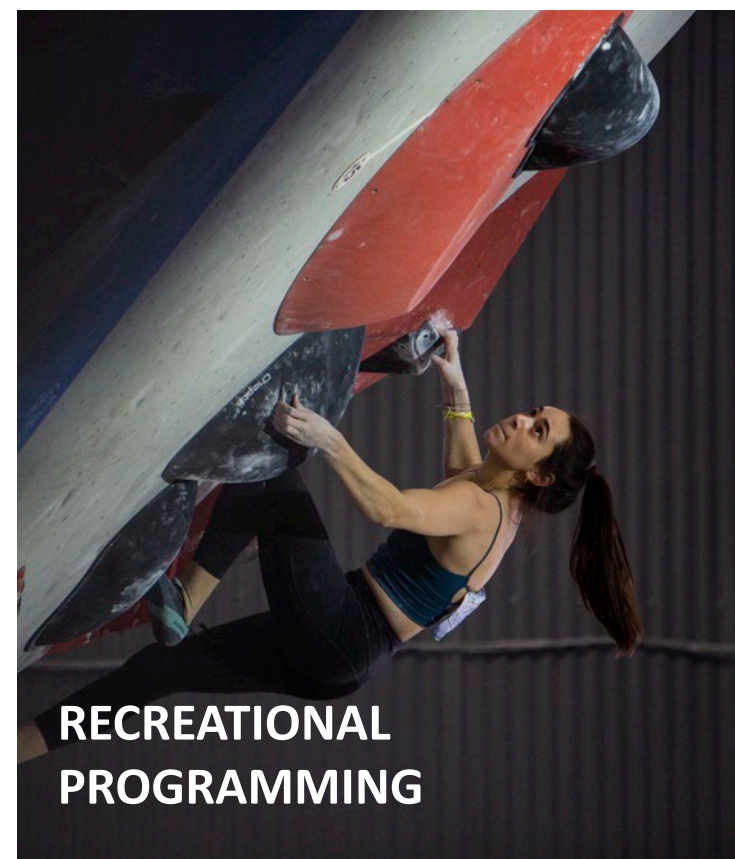
The four-season enclosed meeting and convention center will hold more than 5,000 people.

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.

26-ACRE ACTIVATED QUARRY



200+ ANNUAL
EVENTS



RECREATIONAL
PROGRAMMING



5,000-PERSON
EVENT CENTER

Anderson Pak
live from
Rock Row (2019)

UNMATCHED AMENITIES

110-acre, \$600 million, open-air development centered around a 400-foot-deep, 26-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.

**WORLD-CLASS ENVIRONMENTAL
ART INSTALLATIONS AND ACTIVATIONS**

**OUTDOOR
RECREATION**

**MULTI-MODAL
TRANSIT HUB**

**70 MILES
OF TRAILS**

+ HORST SCHULZE

As Founder and Former CEO of The Ritz Carlton and The Capella Hotel group, his principles have reshaped the concepts of excellence, service, and competitive advantage even transcending divisions of industry across the business landscape.

As Sr. Advisor, Horst is on a mission to create a world class hospitality experience at Rock Row.



THE RITZ-CARLTON®

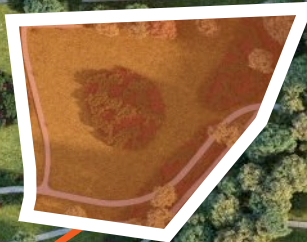


CAPELLA
HOTELS AND RESORTS

A DESTINATION FOR OPTIMAL LIVING



**CULINARY INSTITUTE
FOR NUTRITION**



HEALING GARDENS



NORDIC THERAPY LAGOON

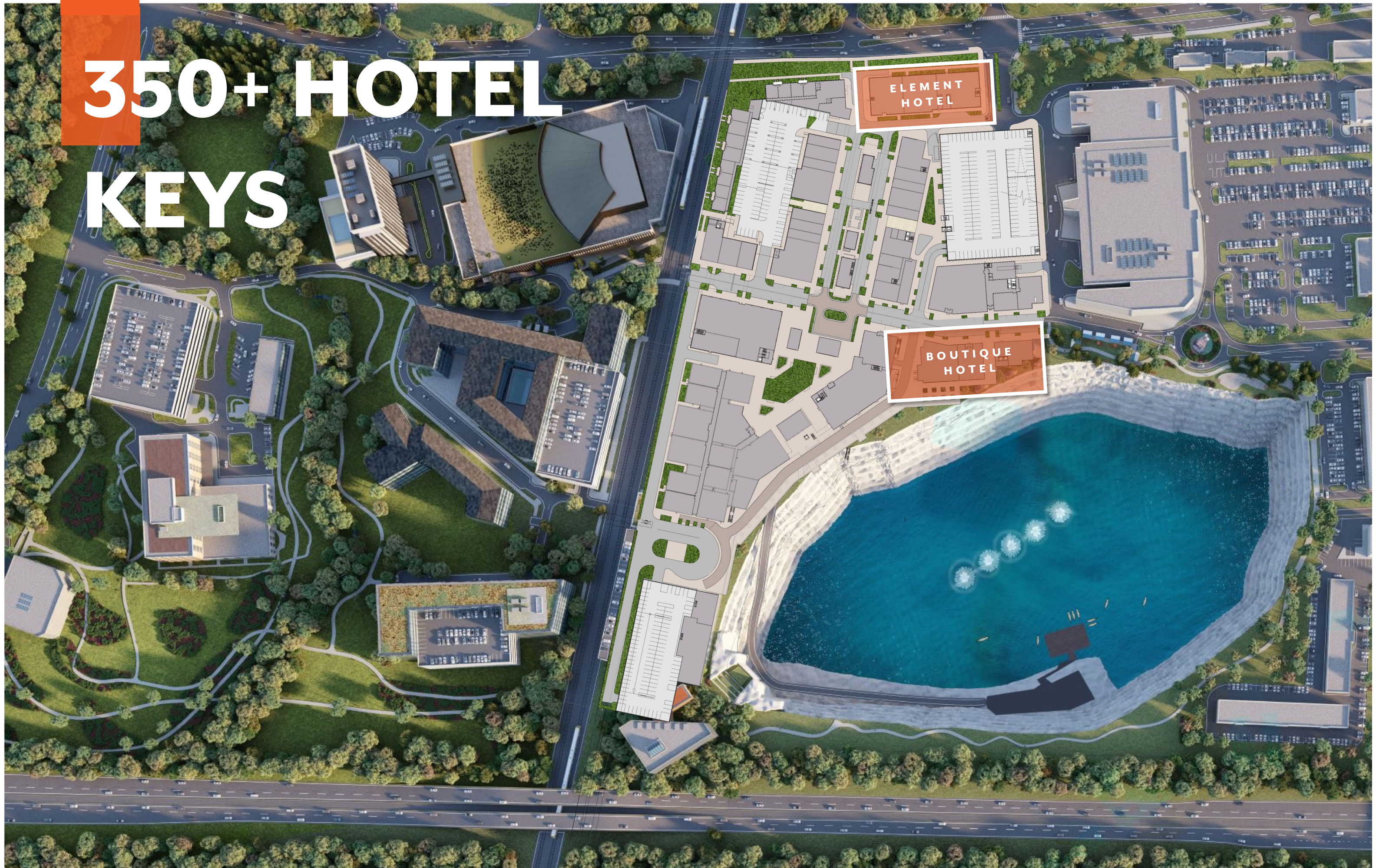


NORDIC BATH HOUSE





350+ HOTEL KEYS



750+ LUXURY APARTMENTS

287
UNITS

350
UNITS

117
UNITS



WORLD CLASS CULINARY EXPERIENCES



NORMAN LOVE



**NORMAN LOVE
CONFECTIONS**



FABIO TRABOCCHI



AKHTAR NAWAB

HOSPITALITY
HQ

DEVELOPER & OPERATOR OF FOOD HALLS & RESTAURANTS



PORTLAND: THE PASSION POINT FOR FOODIES



RESTAURANT CITY OF THE YEAR

With dozens of award-winning restaurants, breweries and distilleries, Portland's food culture is a product of the passionate and independent craftsman and restaurateurs that call Maine home.

bon appétit

MOST BREWERIES PER CAPITAL

In 2021, Maine took the lead for most breweries. More doesn't always mean better, but Maine offers some of the best craft beers in the world.

LEADER IN FARM/ SEAS TO TABLE

If it isn't local, it isn't fresh. Mainers are well connected nature, as well as their community and therefore the culture for supporting local and sustainably grown product is well ingrained into culture.

BBQ & CLAM BAKE CAPITAL OF NEW ENGLAND

You go to Maine to enjoy the great outdoors and amazing food. It's no surprise these two passion points have led to a thriving community of barbecue restaurants, caterers and Mainer's favorite coastal tradition: the clam bake.

BROUGHT TO YOU BY

WATERSTONE
PROPERTIES

THANK YOU

LEASING:

For more information, visit:
RockRow.com

NICOLE COLUCCI
ncolucci@waterstonepg.com

ALEX WHITE
awhite@waterstonepg.com

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