

OMDA  
DRAFTHOUSE  
CINEMA



MERCATO

TAP 42  
CRAFT KITCHEN & BAR

Rocco's Tacos  
TEQUILA B...



FORT MYERS

LEHIGH ACRES

CAPE CORAL



RSW SOUTHWEST FLORIDA INTERNATIONAL AIRPORT



BONITA SPRINGS

IMMOKALEE RD.

VANDERBILT BEACH RD.



MERCATO

GOLDEN GATE PARKWAY

NAPLES



MARCO ISLAND

# ABOUT MERCATO



Sophisticated. Fun. Vibrant. Mercato is an all-day experience for affluent and active Naples residents and tourists. Spend your days shopping in the sunshine and nights out dining, drinking, and enjoying entertainment with friends. With sophistication and a sense of community at every corner – Mercato will make your day, and brighten your night.

- 53 acre mixed - use property
- Located in affluent Naples, FL
- Less than 2 miles from the beach and two Ritz-Carlton resorts
- 315,000 square feet of retail
- 140,000 square feet of office
- 92 luxury condominiums over retail
- 11 - screen Alamo Drafthouse Cinema



# LOCATED IN AFFLUENT NAPLES, FLORIDA



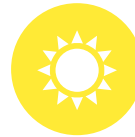
Naples, Florida was ranked the Best Place to Live in 2024-2025 by U.S. News & World Report. Plenty of sunshine and opportunities for outdoor recreation were among the reasons Naples was awarded this title, along with comparing data related to the desirability, quality of life, job market and value of 150 major U.S. cities.



As one of the wealthiest cities in the United States, it's believed that Naples has more millionaires per capita than any other city in Florida.



Naples has been cited as the #1 Small Art Town in America.



Naples reports more than 300 sunny days a year.



Naples has the most golf holes per capita than any other city in the U.S. In fact, it's known as the, "Golf Capitol of the World."

## THE LARGEST SEGMENT OF MERCATO SHOPPERS:

	3-mile	5-miles	7-miles
Daytime Population	75,394	147,436	229,063
Residential Population	48,877	105,831	176,922
Average HH Income	\$164,464	\$145,731	\$138,414
Bachelor's Degree	28.1%	28.4%	26.5%
Grad/Professional Degree	21.9%	21.4%	19.0%

# COMPARISON TO SHOPS AT 5<sup>TH</sup> AVENUE AND WATERSIDE SHOPS

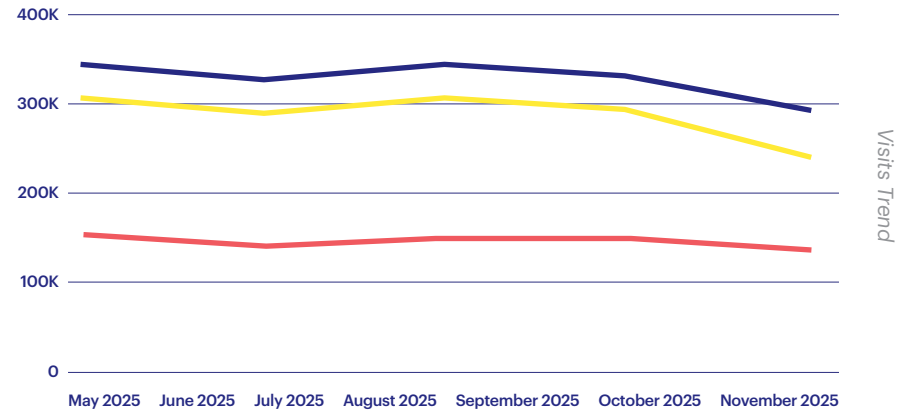


Mercato outperforms 5th Avenue and Waterside Shops with the most consistent traffic and repeat visits.

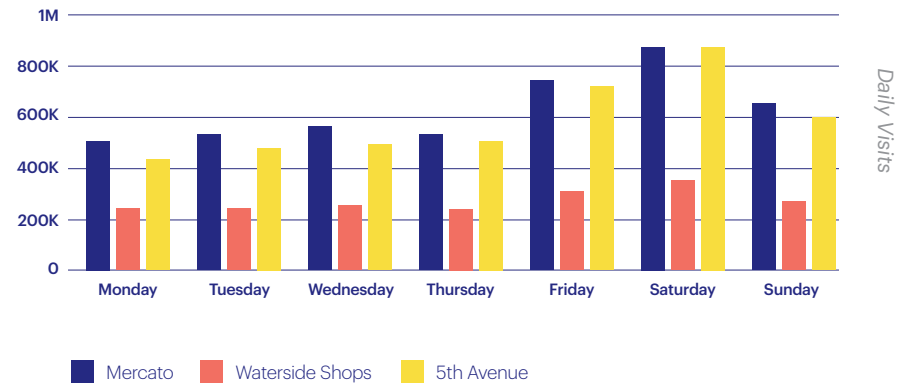
	MERCATO	WATERSIDE	5 <sup>TH</sup> AVE
Visits	4.4 M	1.9 M	4.1 M
Visit Frequency	4.38	3.17	2.31
Visits YoY	+10.3%	-8.2%	+1.5%
Visits Yo2Y	+12.4%	-16.1%	+6%
Visits Yo3Y	+16.7%	-10.8%	+9%

## SEASONALITY IN NAPLES

Although May through October is the off-season in Naples, data from 2025 shows that Mercato consistently had the most visits, maintaining steadier traffic than Fifth Avenue and Waterside.



Foot traffic at Mercato outperforms both Waterside Shops and 5th Avenue six out of seven days a week:





### ANNUAL SALES

Total annual sales up  
+18.6% since 2022



### SALES PER SQUARE FOOT

Productivity up  
+21.8% since 2022



### FOOT TRAFFIC

4.4 M guests in 2025 - a 10.3%  
increase over the previous year



### RETAIL OCCUPANCY

Year-end occupancy improved ~300  
bps to 93.5% (from 90% in 2022)



### LOYAL GUESTS

1.1 M of Mercato guests visited the  
property over 30 times in 2025



# ELEVATING MERCATO

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In November 2025, a multimillion-dollar public realm enhancement was executed at Mercato. The project focused on reimagining the center Piazza to create larger social gathering spaces and a more seamless and engaging experience.

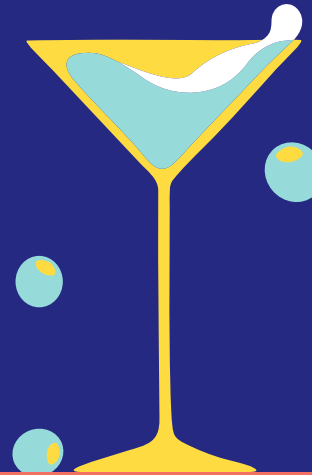


# ELEVATING MERCATO



The expanded and revitalized Piazza now allows additional activations to increase foot traffic, such as fitness classes, sporting event watch parties and live music performances.

Mercato hosts over 200 relevant and exciting annual events, ensuring that guests are always delighted with unique experiences.



Year-round programming drives traffic—from monthly Cars & Coffee (4,000+ Sunday morning visitors) to Movie Nights in The Piazza—capped by the annual St. Patrick’s Day Celebration drawing 20,000 guests throughout the day.



In addition to weekly and monthly activations, Mercato hosts large-scale property events such as Shamrock Social and the annual lighting of Southwest Florida’s largest real Christmas tree.



# 'TIS THE SEASON

Mercato delivered a strong 2025 holiday season recording 702,623 total visits, representing a 16.9% YoY increase. Foot traffic exceeded 2024 figures on 39 of 44 days (89%).

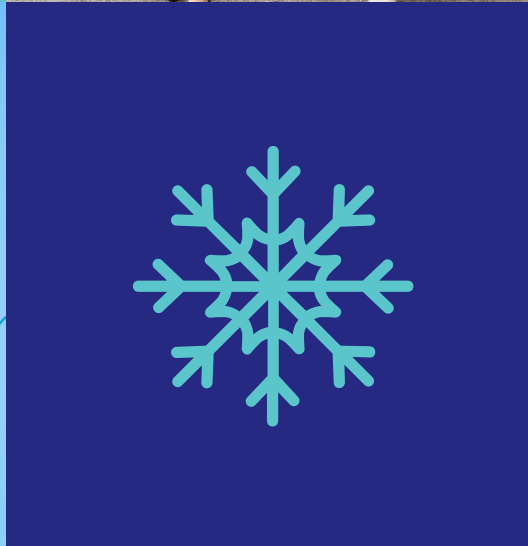


PERIOD

2025

YoY RESULTS

| PERIOD                           | 2025           | YoY RESULTS |
|----------------------------------|----------------|-------------|
| Thanksgiving Week (Nov 20-30)    | 168,148 visits | +12.2%      |
| Black Friday Weekend (Nov 28-30) | 49,433 visits  | +13.9%      |
| December Total                   | 492,493 visits | +17.4%      |
| Final Shopping Push (Dec 20-24)  | 96,565 visits  | +31.9%      |
| Post-Christmas (Dec 26-31)       | 148,300 visits | +23.9%      |



# NOTABLE TENANTS

Sur la table

NORDSTROM  
rack

  
SOUTHERN TIDE

ULTA  
BEAUTY

  
Tommy Bahama

J.CREW

LOVESAC  
Designed for Life Furniture Co.

Robert Graham

  
TEMPUR-PEDIC

WARBY PARKER

THE  
SHADE  
STORE

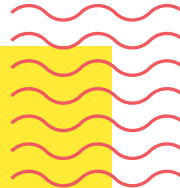
*for movement*

BIRCH LN

CORE REFORM  
LAGREE FITNESS & HEATED MOVEMENT

  
Summie  
JEWELRY  
EST. 2022

SWEAT  440



# RESTAURANTS



## BAR TULIA



## NEW OPENINGS



# LATEST TENANT DESIGNS



# About Jamestown

Jamestown is a design-focused, vertically integrated real estate investment manager and service provider with over 40 years of experience and a mission to create places that inspire. Since its founding in 1983, Jamestown has executed transactions exceeding \$40 billion, has assets under management of \$14.2 billion and a portfolio spanning key markets throughout the U.S., Latin America, and Europe. Properties span across 11 global offices, with current and previous projects including One Times Square and Chelsea Market in New York, Ponce City Market in Atlanta, Ghirardelli Square in San Francisco, the Innovation and Design Buildings in Boston and Lisbon, and Groot Handelsgebouw in Rotterdam.

For more information, visit [www.jamestownlp.com](http://www.jamestownlp.com)





# MERCATO

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