



NEWPORT ON THE LEVEE

The People's Place

2023 Leasing Deck





ABOUT NEWPORT ON THE LEVEE



Originally opened in 2001, Newport on the Levee (the Levee) is a multi-level mixed-use destination nestled within an 11-mile pedestrian trail along Northern Kentucky's riverfront. North American Properties (NAP) purchased the Levee in December 2018 and launched a redevelopment project to transform the dated property into a family friendly entertainment destination, with major construction efforts culminating in May 2021. Now, the Levee's enhanced guest experience offers visitors the opportunity to spend a full day soaking up everything from shopping to dining to gaming and more, all while enjoying spectacular views of the Ohio River and Downtown Cincinnati.

- 11-acre mixed use, family-friendly entertainment destination
- 300,000 square feet of retail
- 100,000 square feet of office
- 7,500 square feet shipping container park
- 204,000 square feet of community gathering space
- 2 hotels in proximity with 2 in development
- 650 apartments with 900 in development
- Newport Aquarium located on site



TRAIL-ORIENTED DEVELOPMENT





ABOUT NEWPORT ON THE LEVEE



49% of visitors are from Ohio and 33% from Kentucky



The average dwell time is 94 minutes



1 million people cross the Purple People Bridge every year.



Newport Aquarium welcomes 900,000 visitors per year

The largest segment of Newport on the Levee guests have an:

Average Household Income of **\$86,227**

10 mile radius population of **842,728**

Name	Visitor Origin Population
Cincinnati, OH-KY-IN Metropolitan Statistical Area	2,151,807
Newport on the Levee	4,370,937
Crestview Hills Town Center	432,555
Great American Ball Park	4,632,356
Kenwood Towne Center	2,069,095
Newport Pavilion	666,181
Over The Rhine	1,640,719
Rookwood Commons	1,164,926
The Banks	3,486,007

	Cincinnati, OH-KY-IN Metropolitan Statistical Area	Cincinnati, OH-KY-IN Metropolitan Statistical Area
Gen Z	23.2%	22.8%
Millenials	23.5%	24.4%
Gen X	19.9%	20.3%
Baby Boomers	21.3%	22.6%



ABOUT NEWPORT ON THE LEVEE



Newport on the Levee hosts an on-site underground garage able to hold 1,864 vehicles, as well as a centrally located valet.



CUSTOMER PROFILE

NEWPORT ON THE LEVEE IS THE PLACE TO BE.

The Levee has become a true community gathering destination— a place where anyone and everyone can come together to reconnect in the many new and magnetic spaces around the family-friendly entertainment destination.



THE OUT-OF-TOWN FAMILY

Newport on the Levee is a regional destination for families. The Newport Aquarium attracts almost one million guests annually. What used to just be a trip to the aquarium is not a full day experience with entertainment and activities for all ages.



THE YOUNG PROFESSIONAL

Whether arriving from Cincinnati or within the community, Newport on the Levee is the new gathering spot to meet for drinks, dinner, entertainment and more following the workday. Young, educated, working professionals. Physically active and up on the latest local hot spots.



THE LOCAL FAMILY

Newport on the Levee has become a true third place for local families. Residents of Newport find the Levee as their go-to destination for weekly events and activities, weekend dinners and a place to spend the day. With several gathering spots both indoor and outdoor and a range of programming and events, the Levee is the perfect destination to keep families coming back to visit.



NEWPORT ON THE LEVEE TENANTS

LEGACY

ENTERTAINMENT AND RESTAURANT



OFFICE



NEW

ENTERTAINMENT, RETAIL, RESTAURANT





BUILDING COMMUNITY

Newport on the Levee emerges: bringing people together and being a cherished third place to gather and stay awhile. A revived land of cosmopolitan wonder for those looking for a place where you can truly “do it all”, whether it is work, fun or play. Enveloped in a fresh style of warmth, comfort and hospitality rarely found, the way guests are cared for becomes a literal luxury in and of itself. This community-driven destination is home to the “good life”—a welcoming environment offering all the region’s best.

By capturing and holding human energy, we are monetizing experiences. We combine the right mix of uses, layer in community gathering spaces, deliver resort-level hospitality, and activate the public realm with 200+ annual events to create an energy curve 18 hour a day, 7 days a week, driving value for all components.

Newport on the Levee hosts experiences similar to our other North American Properties destinations:





Newport on the Levee has transformed from an underutilized destination into a walkable, connected, waterfront community for friends and family to come and stay awhile. Spending \$30 million in redevelopment, the team enhanced connectivity and the overall guest experience with the creation of a 3rd Street parking garage entrance; new valet loop; paint refreshes to the buildings' exteriors; new signage and lights; enhancements to the Plaza; the installation of a massive LED screen; and most importantly, the addition of more communal spaces both indoors and outdoors. These reimagined communal spaces include the Gallery Building, Bridgeview Box Park and The Plaza.



before



after



Unbeatable views of the city of Cincinnati and the Ohio River



Open container atmosphere throughout the entire property.



200+ events per year, including both annual events and weekly programming.



Anchored by the Newport Aquarium and AMC Theatres.



MEDIA HIGHLIGHTS

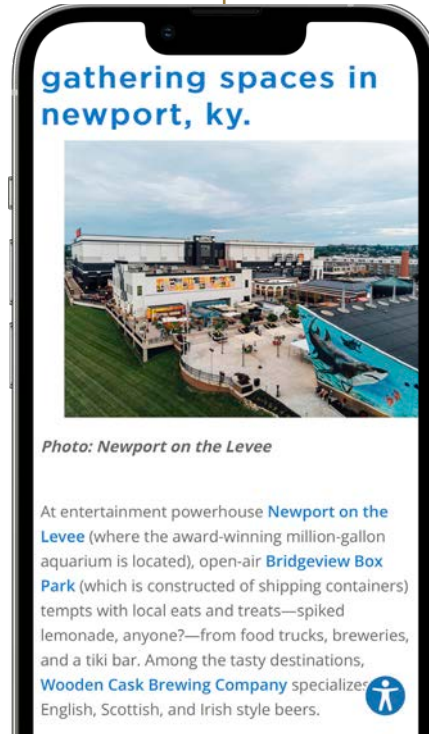
Cincinnati Magazine
cincinnati magazine.com

July 2022
Front Cover
Outdoor Dining Issue



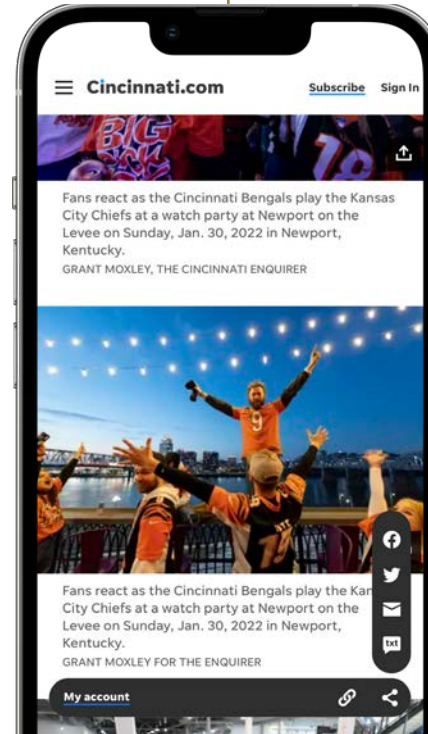
NKY
meetnky.com

“Newport: The
Entertainment
Capital of Northern
Kentucky”



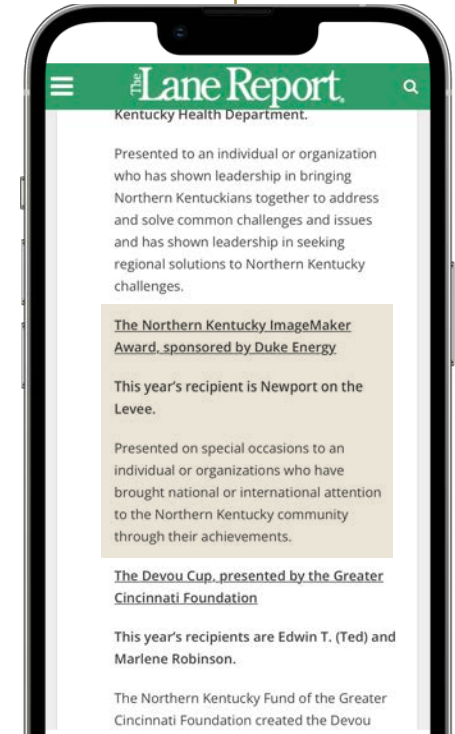
The Enquirer
cincinnati.com

“Bengals watch party
at Newport on the
Levee”



The Lane Report
lanereport.com

The Northern
Kentucky ImageMaker
Award: Newport on
the Levee





NEWPORT ON THE LEVEE

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