

Jamestown

PONCE CITY MARKET

Jamestown Ancillary Revenue

May 2026



Ancillary Revenue at Jamestown

The simple big picture: **we help properties make extra money by renting out space they already have.** Instead of relying solely on traditional tenants, our team finds new ways to generate revenue from common areas, open spaces, and high-traffic spots.

Identify

Underutilized spaces with revenue potential

Activate

Match the right tenant, brand, or experience

Generate

New income streams beyond traditional leases

*Our portfolio
hosts 68
million visitors
annually*



Ancillary Revenue Examples

- **License Agreement:** Short-term leases/temporary tenants
- **Storage Space Agreements:** Agreements for storage space, usually for existing tenants
- **Vending Agreements:** Vending Machine Agreement (Also photo booths, etc.) – AR Team uses a License Agreement for these deals
- **Advertising agreements:** Agreements for printed and digital ads at the property
- **Event and Activation agreements/Booking agreements:** For events hosted at the property
- **Sponsorship Agreements:** For event sponsorships; opportunity for third party to advertise at event or host an activation booth at event
- **Film/Photography Agreements:** Third parties filming or photographing on property
- **Charging station agreements:** EV Charging
- **Parking Storage Agreements:** For third parties to store/park vehicles; “Lease” of a parking space



What we do

1. Temporary Retail
2. Advertising & Media
3. Sponsorships
4. Events & Activations



Temporary Retail

"We rent short-term retail space to businesses." These are not permanent stores — they come and go, filling gaps and generating income on flexible terms (typically 30 day termination rights). Temporary retail at Jamestown includes pop-ups and kiosks.

- **Holiday shops:** Ornaments, gifts, calendars, and seasonal merchandise timed to peak traffic periods.
- **Jewelry or specialty vendors:** Jewelry makers, artisans, and curated product brands looking for short-term retail exposure.
- **Brand test pilot:** Local or digital-native brands testing a physical presence before committing to a permanent lease.



Advertising & Media

Foot traffic is our most valuable asset — and brands will pay to reach it, monetizing underutilized space at our properties.



Digital Signs

High-visibility placements at key entry and circulation points.



Wall Wraps

Large-format graphic installations that command attention.



Pole Banners & Scrims

Exterior and interior brand presence throughout the property.

Sponsorships

"We partner with brands to sponsor parts of the property or experiences." Brands pay for visibility and direct association with your property's identity and audience.



Case Study

RBM of Alpharetta

Exclusive Stage and Valet Sponsor at Avalon. A fully integrated sponsorship package delivering brand presence across the entire property experience.

- Vehicle displays on-site
- Digital directory and LED screen advertising
- LED stage branding
- Parking deck panels
- Branded valet stand and uniforms

Events & Activations

"We bring in experiences that attract visitors — and often have a paying partner behind them." Events drive foot traffic and brand engagement simultaneously.



Georgia Crown Distributors — "Luck of Avalon"

A fully branded St. Patrick's Day activation that turned a seasonal moment into a multi-touchpoint sponsorship.

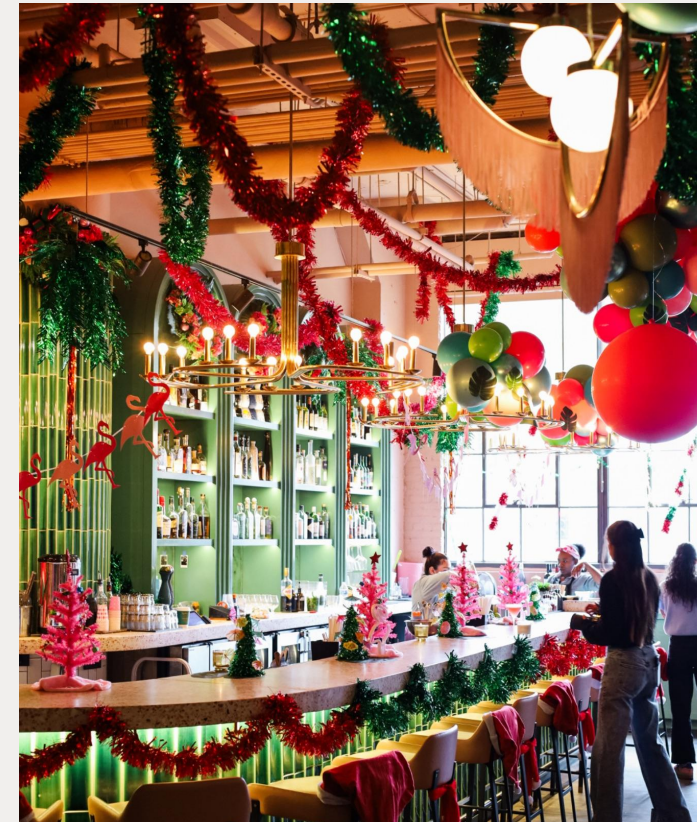
- Custom menu featuring Georgia Crown brands
- Pop-up "locker room" experience
- Branded cups distributed to guests
- LED spots promoting Georgia Crown brands throughout the event

Events & Activations

We bring in experiences that attract visitors—and often have a paying partner behind them.

Additional examples of events and activations:

- Brand pop-up experiences
- Product launches
- Interactive display
- Seasonal attractions



Ancillary Revenue in Action: Case Study

In Fall 2025, the Ancillary Revenue team helped Avalon **maintain 100% occupancy** by filling inline spaces vacated by Peloton, Sundance, and Freebird — turning potential voids into premium opportunities.

Lena Rarose: Elevated fashion boutique bringing a new luxury dimension to the Avalon tenant mix.

Abbey Glass: Distinctive contemporary brand offering holiday shoppers a fresh, curated experience.

Cappai Designs: High-end home and lifestyle brand that deepened the properties premium appeal during the holiday season.

Results

Zero vacant inline spaces, and three new high-end brands introduced to Avalon's shoppers.



Avalon / Atlanta, GA

Differences between Marketing & Ancillary Revenue

Marketing

Drives traffic *to* the property

Spends money to bring people in

Advertising campaigns

Social media

Promotions

Events funded by the property

Ancillary Revenue

Monetizes the traffic *already there*

Make money by bringing businesses and brands in

Vendors pay rent

Brands pay for advertising

Companies pay to activate or sponsor



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