



NYC'S ONLY OUTLET DESTINATION

Destination St. George

1 Empire Outlets EO

2 The New York Observation Wheel A

3 Richmond County Savings Bank Ballpark
Home of the Staten Island Yankees

4 Staten Island Ferry Terminal

5 Lighthouse Point

6 St. George Historic Theatre

7 Snug Harbor Cultural Center

8 Empire Outlets & New York Wheel
Private Water Dock

9 Transportation Hub – Bus/Rail



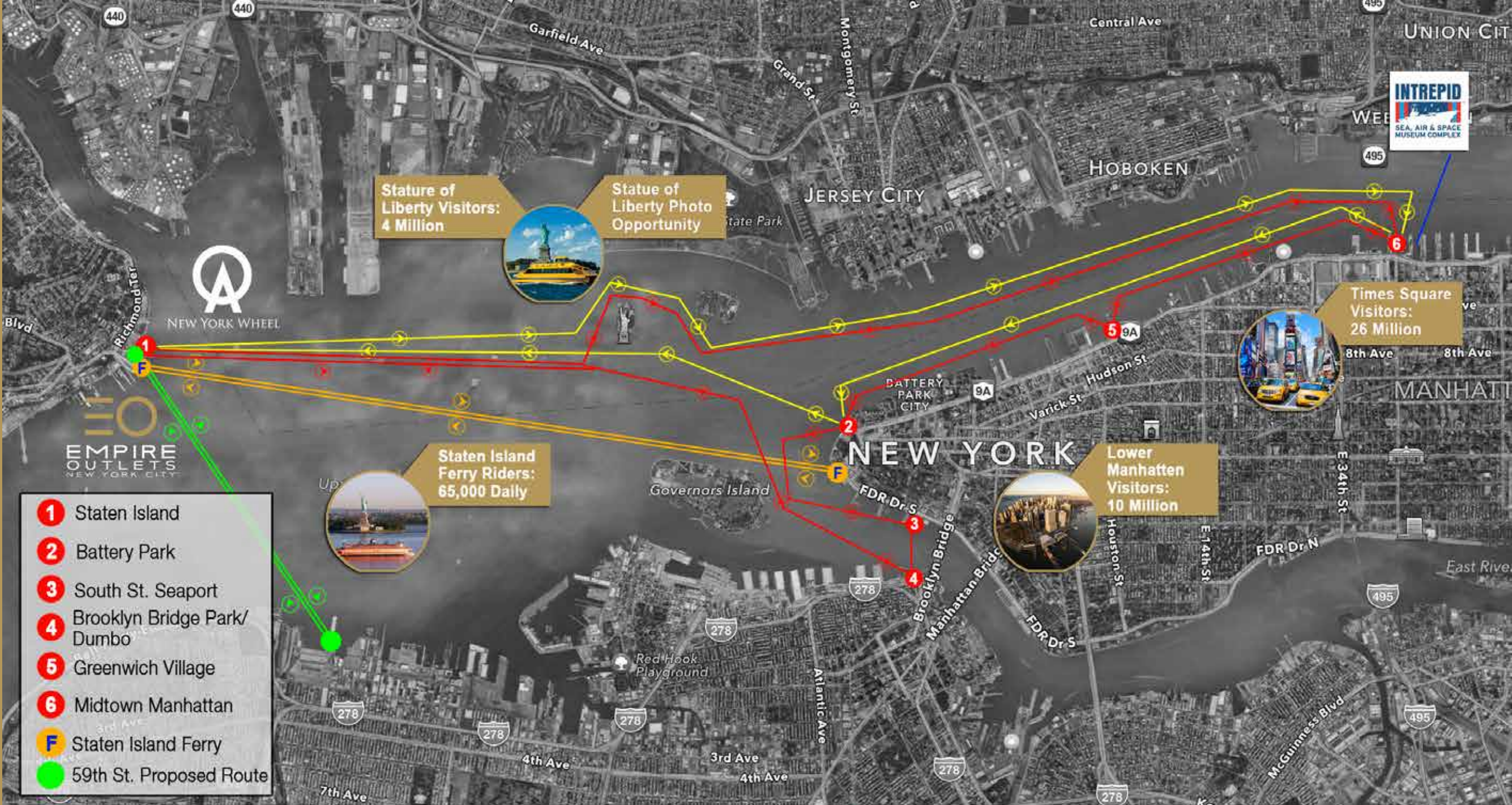
22,000,000
EST. TOTAL YEARLY VISITORS



AERIAL VIEW



WATER TRANSPORTATION CONNECTIVITY



TRANSPORTATION STOP	AVERAGE HOUSEHOLD INCOME	AVERAGE DISPOSABLE INCOME
1 Staten Island	\$94,288	\$68,655
2 Battery Park	\$156,724	\$103,261
3 South St. Seaport	\$127,647	\$84,129
4 Brooklyn Bridge Park/Dumbo	\$135,757	\$93,591
5 Greenwich Village	\$142,473	\$95,551
6 Midtown Manhattan	\$97,402	\$68,629

STATEN ISLAND
Total Staten Island Population: 475,207
Total Spent On Retail Goods: \$5,011,341,869
Staten Island Retail Sales Potential: \$6,219,046,866
MANHATTAN
Total Manhattan Population: 1,609,177
Total Spent On Retail Goods: \$28,658,398,783
Manhattan Retail Sales Potential: \$35,666,504,416

BROOKLYN
Total Brooklyn Population: 2,593,186
Total Spent On Retail Goods: \$19,781,122,672
Brooklyn Retail Sales Potential: \$24,138,508,601

Case Study: Twin America Boat partnership

What is your level of interest in hopping off the City Sightseeing cruise to go on the NYW and Empire Outlets?	
High	65%
Medium	24%
Low	12%
Would you purchase a 15% off discounted ticket for the NYW in combination with the City Sightseeing cruise?	
Yes	59%
No	41%
Would you consider it an increased value if City Sightseeing hop-on/hop-off boat cruise stopped in St. George?	
Yes	75%
No	25%
If the cruise was extended by an additional 20-30 minutes and included a hop-off stop in St. George would you get off the boat to visit?	
Yes	81%
No	19%

Inclusion in hop-on/hop-off day service

5-7 drop offs per day

650K annual riders

How will we sell?

Concierge opportunities

Bus wraps

400 street team agents

NEW YORK WHEEL VS. STATUE OF LIBERTY

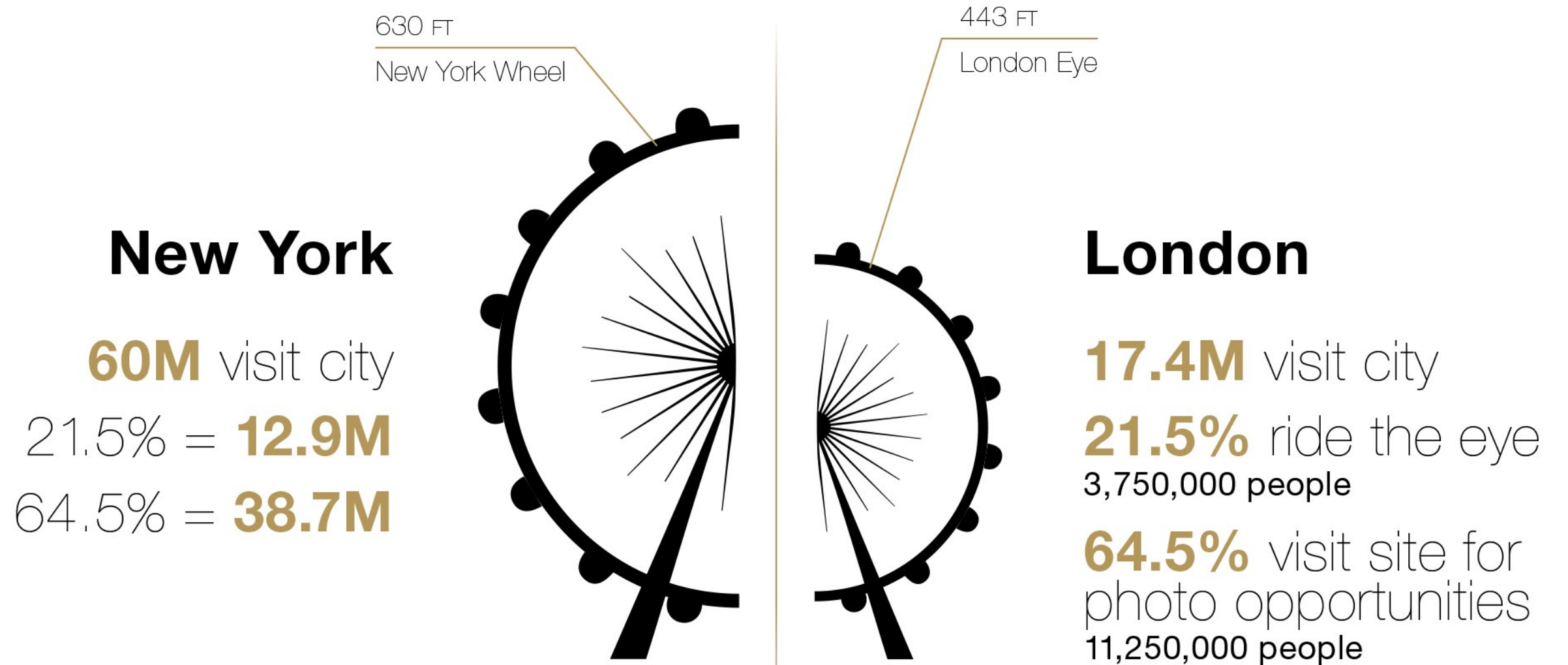


630 ft. tall
OVER 2X TALLER THAN
STATUE OF LIBERTY

36 pods/40 guests per pod
38-minute revolution
72 spokes of LED lighting
5-acre green roof



City by City Comparison



*Extrapolating London data

The NYC market excels

with a pop. base of 6.5 million within the EO site trade area and a pop. density of 16,000+, 752K HHs of \$100K+ and a tourism base of 56 million, NYC tops Chicago, Dallas, LA and Miami

Market*	Pop. (Million)	Pop. Density	Avg. HH Income	\$100K+ HHs	Millennials (Millions)	Tourist Base (Millions)
NYC	6.5	16,287	\$95,680	752,000	1.9	56
Chicago	4.6	5,315	\$91,199	530,000	1.3	50
Dallas	2.5	2,582	\$65,222	180,000	0.7	23
LA	8.2	8,575	\$78,750	658,000	2.4	46
Miami	2.3	6,084	\$65,856	145,000	0.6	15

*Based on trade area from primary outlet center

but is the most under-retailed per capita market of the five.

With its extremely high population density, tested retailer square footage ratios reveal that fashion retailers are missing significant opportunities to have store brand presence in the market.

Source: August Partners/VRN National Online Shopper Study; proprietary data

Predicted Attendance vs. Competing Attractions

	Foreign Tourists	U.S. Tourists	NYC Residents	Total
Number Surveyed	5,048	3,003	2,000	10,051
% selected when asked: Which of these NYC attractions would you go to on a typical visit?				
Statue of Liberty	68%	42%	45%	56%
The New York Wheel	56%	35%	35%	46%
Empire State Building	58%	30%	35%	45%
IWTC	44%	39%	37%	41%
Staten Island Ferry	43%	26%	21%	34%
Empire Outlets	42%	25%	23%	33%
Top of the Rock	31%	19%	24%	26%
Ellis Island	26%	20%	21%	23%

Source: 10,000-Person Gallup Study



NYC Tourists Activities & Interests

Domestic Overnight			International		
Rank	Activity	% of Visitor Participation	Rank	Activity	% of Visitor Participation
1	Shopping	38%	1	Shopping	90%
2	Culinary/Dining Experiences	38%	2	Touring/Sightseeing	86%
3	Museums/Galleries	31%	3	Museums/Galleries	54%
4	Touring/Sightseeing	29%	4	National Parks & Monuments	50%
5	Concerts/Theater/Dance	28%	5	Fine Dining	40%
6	Historical Sites	23%	6	Historical Sites	39%
7	Nightlife	21%	7	Concerts/Theater/Dance	32%
8	Parks National/State, etc.	21%	8	Guided Tours	31%
9	Sports Events	7%	9	Cultural/Ethnic Heritage Sites	24%
10	Theme/Amusement/Waterparks	3%	10	Nightlife/Dancing	20%
			11	Sports Events	18%

Shopping ranks #1 among domestic & international tourists.

Source: New York City Travel + Tourism Trend Report



RENDER
RICHMOND TERRACE



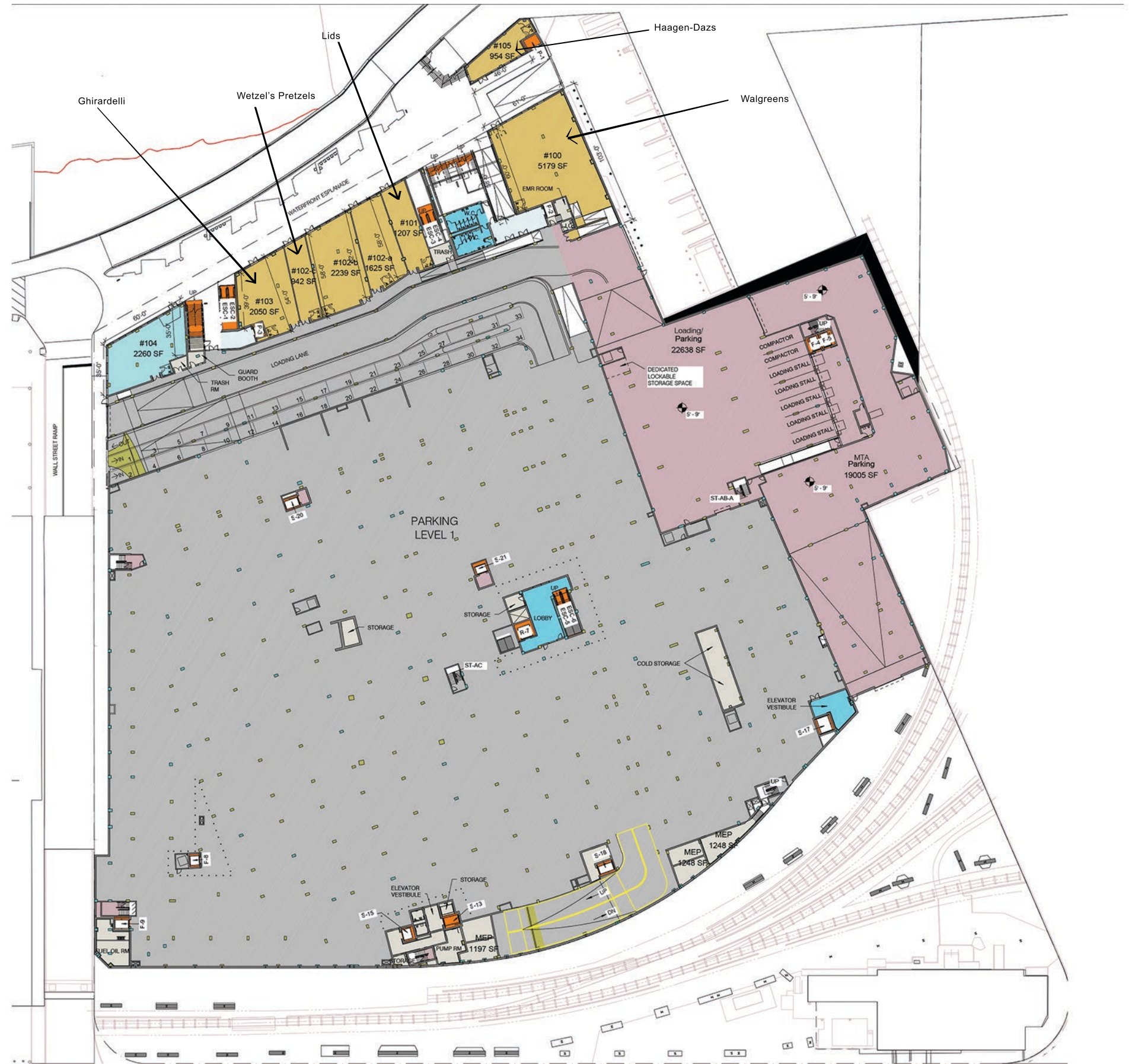
RENDER
CENTRAL PLAZA



Lease Plan

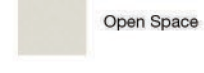
PLANS

PROMENADE RETAIL LEVEL 1 - PARKING LEVEL 1



PLANS

RETAIL LEVEL 2 - PARKING LEVEL 3



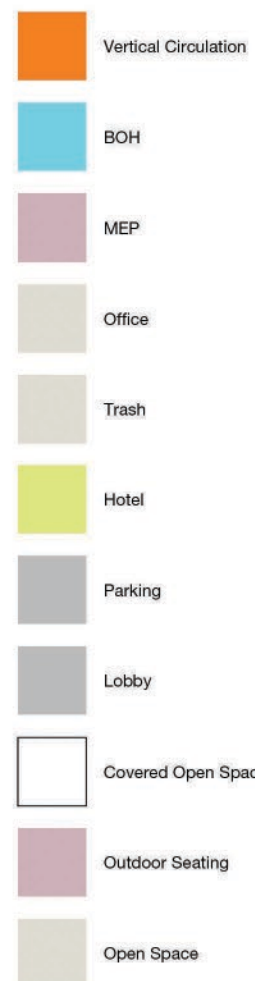
Available Retail

Open Space

Obey Your Body

PLANS
RETAIL LEVEL 4 - FOOD & BEVERAGE SPACE

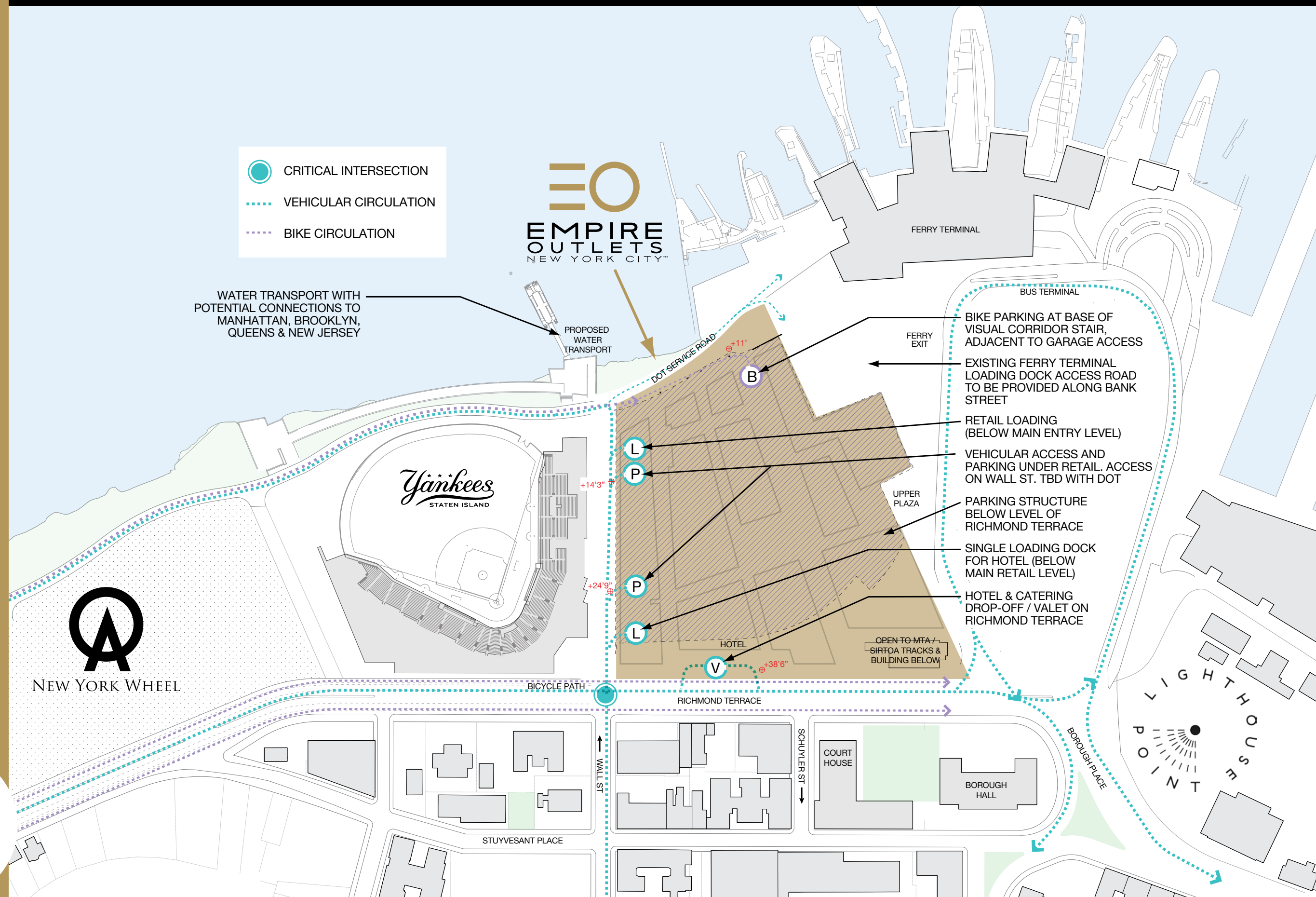
FEAST
AT
EMPIRE OUTLETS
NEW YORK CITY™



UNDER CONSTRUCTION



VEHICULAR, BICYCLE & WATER TRANSPORT ACCESS



KEY PEDESTRIAN ACCESS POINTS



Contact Us



EB Development

844.98.OUTLET

info@EBDevelop.com

Casandra Properties

718.816.7799

info@casandraproperties.com

Douglas Elliman – F&B

212.776.4378

michael.brais@elliman.com





Staten Island, New York [EmireOutletsNYC.com](https://www.EmireOutletsNYC.com)