

Downtown Orlando's New Sports & Entertainment Hub

OPENING MID 2027



Westcourt Orlando

Breaking ground in Spring 2025, this exciting 1,000,000-square-foot mixed-use project is located in downtown Orlando. Westcourt will include high-rise residences, a full-service hotel, office and meeting spaces, retail shops, a dynamic live events venue, and on-site parking – all steps away from major venues including Kia Center, Inter & Co. Stadium, just to name a few.

Project overview

- ✓ 8.43 acre / 1,000,000 sq ft development
- ✓ \$600,000,000 development cost
- ✓ Approved & financed
- ✓ Breaking ground **Spring 2025**
- ✓ Opening **mid 2027**

Retail & hospitality

- ✓ 125,000 sq ft of food, beverage, & retail
- ✓ 3,500 seat Live Nation event venue @ 63,000 sq ft
 - > Estimated 120 events per year
- ✓ 260 key, 11 story Kimpton hotel with rooftop pool
 - > 16,000 sq ft meeting space
 - > 600 capacity ballroom
 - > 270 luxury residential units
- ✓ 1.5 acre park with mature oak trees, dog park, and communal space

Office & parking

- ✓ 300,000 sq ft class A office
- ✓ Two-thirds office preleased
 - > with NBA Magic HQ & Fortune 100 Insurance HQ
- ✓ Featuring a rooftop basketball jewel box
- ✓ 1,153 parking spaces with valet & concierge
- ✓ 1,846 additional parking at Geico Garage

MARKET OVERVIEW

Downtown Orlando

The Orlando market provides exciting office, retail, and leasing opportunities fueled by tourism, population growth, and a diversifying economy.

- ✓ Ranked #1 percentage population growth among major metros in 2024 at 2.7%
- ✓ Ranked top market in the nation by the U.S. Bureau of Economic Analysis for the rate of nominal gross domestic product ("GDP") growth in 2023
- ✓ YoY employment growth in 2024 was 2.5%, making Orlando the fastest-growing of the 30 most populous regions in the country
- ✓ 1.5 billion under development West of Interstate 4 in downtown Orlando

Residential & hospitality

- ✓ 10,857 existing residential units in Downtown
 - > Average rental rate: \$2,169 (\$2.62 psf)
 - > 93.4% occupancy
 - > Average household income: \$91,702
- ✓ 2,178 existing downtown hotel rooms
 - > Orlando average daily rate: \$174.16
 - > Average occupancy: 71%

The information provided herein has been reviewed by Zall Commercial Real Estate for accuracy and reliability; however, it is subject to change and should not be considered absolute. Prospective tenants, investors, and other interested parties are encouraged to independently verify all details. Zall Commercial assumes no responsibility for errors, omissions, or reliance on this information.

Business & office

- ✓ 95,180 jobs downtown
- ✓ 7.2 million sq. ft. of office space with an overall downtown vacancy rate of 17%.
- ✓ \$1.45 billion developments in-progress
- ✓ 80% of Orlando's employment is outside of hospitality and tourism

Corporate presence includes

- ✓ Darden, AAA, Siemens, Lockheed, Deloitte with national/regional HQ's walking distance
- ✓ 181,000 sq ft Travel & Leisure HQ opening in 2026, directly across the street from Kimpton
- ✓ EA Sports HQ with 1,000+ employees is 5 blocks away

Near Westcourt

- ✓ UCF Downtown campus — four blocks
 - > UCF is 2nd largest public university in the U.S. (2023)
 - > Top-rated video game design program in the world
- ✓ \$365m Creative Village expansion
 - > Project includes 800-1,000 additional residential units
- ✓ \$30m Canopy creative village
 - > Connects Downtown to Westcourt
 - > Early 2027 completion

MARKET OVERVIEW

Downtown Orlando



Office & employment

Healthy downtown office market: Office occupancy is 88.4% over the 12.1 million square feet in the submarket versus national occupancy is 79.1%.

New job creation by Fortune 500 companies adjacent to the project: EA Sports' new facility at Creative Village brought 700 jobs directly north of the site. Travel+Leisure will be relocating their corporate HQ directly adjacent to the site bringing more than 1,000 jobs to the surrounding neighborhood.



Residential

Significant residential base downtown: There are 14,825 multifamily units in downtown Orlando, with a majority of the residences having been built in the last decade, and a total population of 24,756. The average household income within a two-mile radius is \$97k.

Affluent downtown household growth: Household growth in the \$150k to \$200k household income bracket is forecasted to be 8% annually through 2026, while growth in the \$200k plus household income bracket is 4%.

Significant multi-family leasing velocity and high rents: Nearby newly opened multifamily tower Society has leased 378 units in 11 months or 34 units per month compared to the typical absorption for multifamily projects at 10 to 20 units per month. Lease rates at Lake House, a main comp for the project, are \$2,948 on average.

High demographic renter base: The average renter at the nearby Mondrian on Lake Eola apartment tower has an income over \$200k and median age of 34, a prime demographic for restaurants.



Events & hospitality

Tremendous nearby events: there are 241 unique event days per year drawing 4.5 million annual visitors between the Kia Center, Inter&Co Stadium, Camping World Stadium, and the Live Nation event venue at the project.

Critical lack of competitive event space downtown: There is currently only one event space over 6k square feet within a five mile radius leaving the 12M square foot of office users without a viable location to host their events.

There are 95,180 total employees within the Downtown CRA providing a significant existing customer base for restaurants and events spaces at the project.

Extremely high demographic season ticket holders: Average net worth is \$1.55 million with household income of \$124k and \$452 spent per event.

Significant downtown hotel stock: There are 2,179 hotel rooms downtown housing 588k total guests (147k guests each quarter).

4th most visited city in the country: 75 million tourists come to Orlando annually with very few local, authentic dining and entertainment options for them to choose from.

The site is a short drive to the most affluent areas in Orlando:

Neighborhood	Median HHI (2022 ACS)	Travel time
College Park	\$108K	5 minutes
Aududobon Park	\$123K	10 minutes
Baldwin Park	\$124K	12 minutes
Winter Park	\$101K	12 minutes
Isleworth	\$111K	20 minutes
Winter Garden	\$109K	22 minutes
Windemere	\$120K	20 minutes
Lake Nona	\$122K	24 minutes

MARKET OVERVIEW

S&E Venues



Westcourt is located in a premiere downtown Orlando location and will be in close proximity to major venues across sports, entertainment, and performing arts.

KIA CENTER

Home of the Orlando Magic. Adjacent to Westcourt with main entrance sight lines into the development.

- ✓ 20,000 seats
- ✓ 1.9m customers & 200 annual events
 - > 125 events with over 10,000 attendees
- ✓ 40'x60' LED elevated display faces downtown and I-4 for events
- ✓ Owned by the City of Orlando, Designed by Populous/HOK
- ✓ \$226m renovation set to begin in 2025



Outdoor stadium known to host large concerts, college football playoffs, Monster Jam, WrestleMania and more.

- ✓ 1.1 mile / 25 minute walk from Westcourt
- ✓ 60,219 capacity
- ✓ \$400m approved improvement commencing in 2025



Home of Orlando City SC & Orlando Pride SC.

- ✓ 3.5 blocks / 6 minute walk to Westcourt
- ✓ 25,500 seats
- ✓ \$155m venue
- ✓ Hosts soccer regular season MLS, NWSL and USL, Champions League, Florida Cup, NCAA football bowl games and exhibitions



Performing arts center home to Broadway shows, live entertainment, educational programs, and more.

- ✓ 5 blocks / 10 minute walk from Westcourt
- ✓ Multiple arts/theater venues
- ✓ 5,125 total seats
 - > Including 1,700 seat Steinmetz Hall with top "N1" acoustical rating
- ✓ \$613m development completed in 2014 and expanded in 2022

4.5 million

total annual attendance across major downtown Orlando venues

241 across 343

annual unique events

annual event days

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Sports & Entertainment Venue Growth

The Kia Center, Inter&Co, and Camping World have experienced significant attendance growth since 2019.

Kia Center

- 37% total growth from 2019 vs 2024
- 6.5% compounded growth

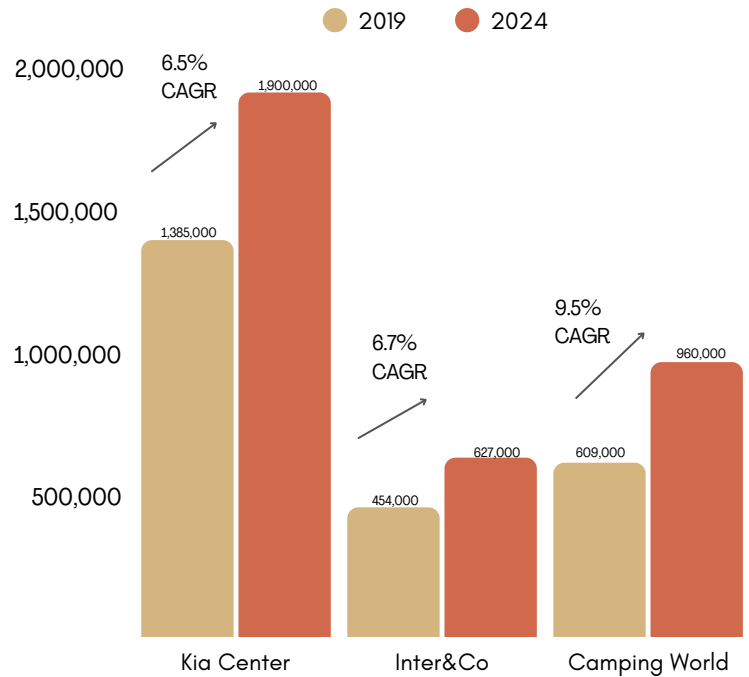
Inter&Co

- 38% total growth from 2019 vs 2024
- 6.7% compounded growth

Camping World

- 58% total growth from 2019 vs 2024
- 9.5% compounded growth

2019 vs 2024 Attendance Across Major Venues



Orlando's Momentum in the Global Sports Arena

Orlando has steadily built a reputation as a leading destination for major sporting events, backed by strong infrastructure, enthusiastic community support, and a growing portfolio of national and international competitions. The city's recent recognitions and upcoming events reflect its continued role as a key player in the sports landscape.

- ✓ #1 Best Sports Business City in the Country for Attracting and Hosting Events by Sports Business Journal
- ✓ 100,000+ spectators at Florida's first U.S. Olympic Team Marathon Trials
- ✓ For the next 10 years, Lake Nona will be the home of the NCAA Division I Men's and Women's Tennis Championships beginning in 2028
- ✓ FIFA announced 2025 Club World Cup host cities and 12 venues to host matches, Orlando being the only city with two host venues.
- ✓ The NCAA awarded Greater Orlando more championship events than any other destination for the 2022-2026 bid cycle.
- Orlando has been awarded 12 additional NCAA championships from 2027-2037.
- ✓ The NCAA announced that Orlando was selected to host the First-and-Second Rounds of the 2028 NCAA DI Men's Basketball Championship, as well as the 2027 Division II Women's Golf Championship

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