

# PREMIER SPORTS BAR & ENTERTAINMENT VENUE



831 N FEDERAL HWY, HALLANDALE BEACH, FL 33009

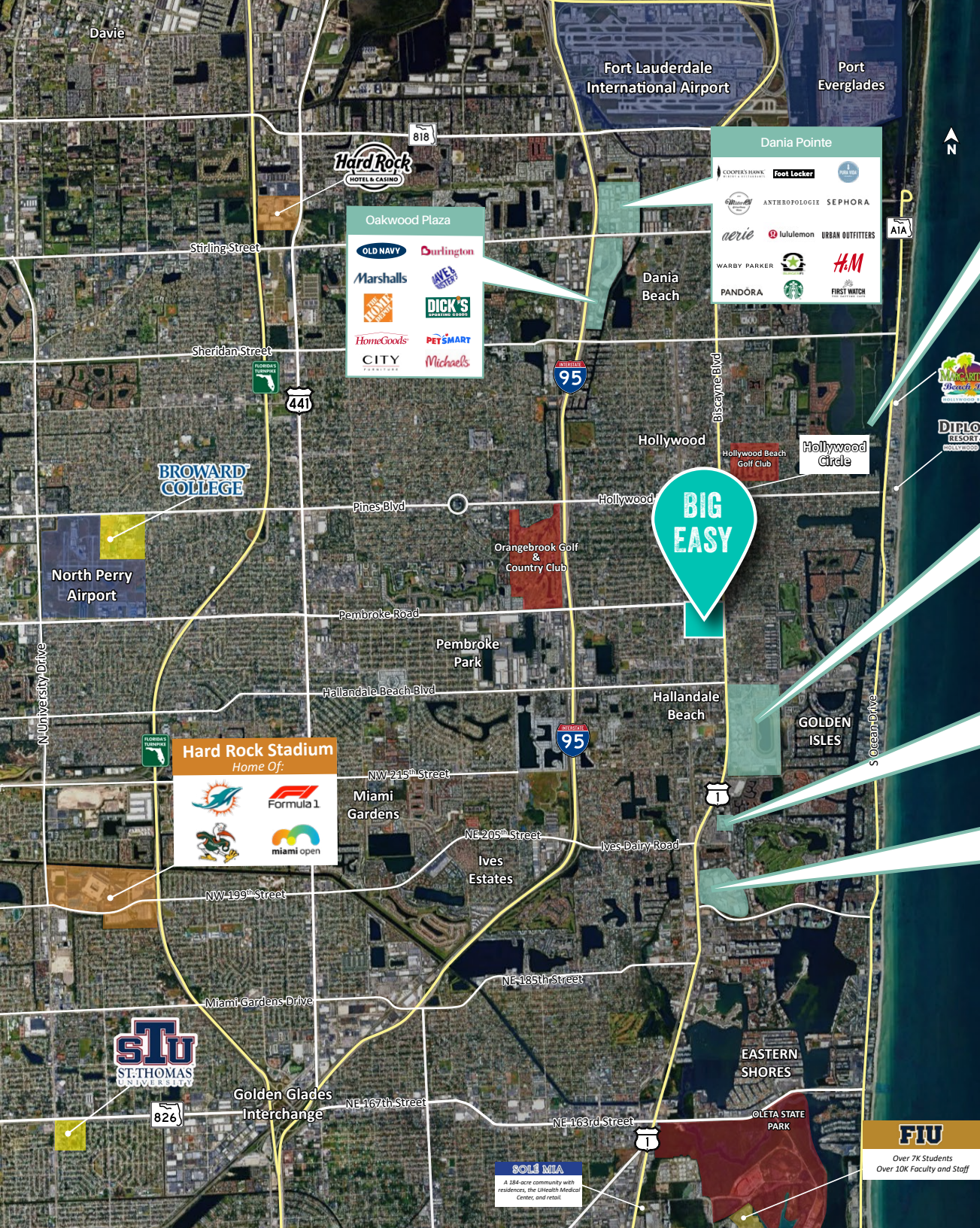
FONTAINEBLEAU  
DEVELOPMENT

CBRE

# ABOUT BIG EASY

The project proposes the redevelopment of the existing Big Easy Casino site in Florida into a new, modern, single story casino and entertainment destination associated with one of the biggest names in hospitality. The project will be constructed within the existing 23.9-acre property, with infrastructure and site planning designed to support future expansion. The development will integrate gaming, food and beverage, entertainment, and indoor-outdoor guest experiences, supported by structured and surface parking, landscaped gardens, and branded architectural elements.





### A1A High Volume F&B


### The Village at Gulfstream Park

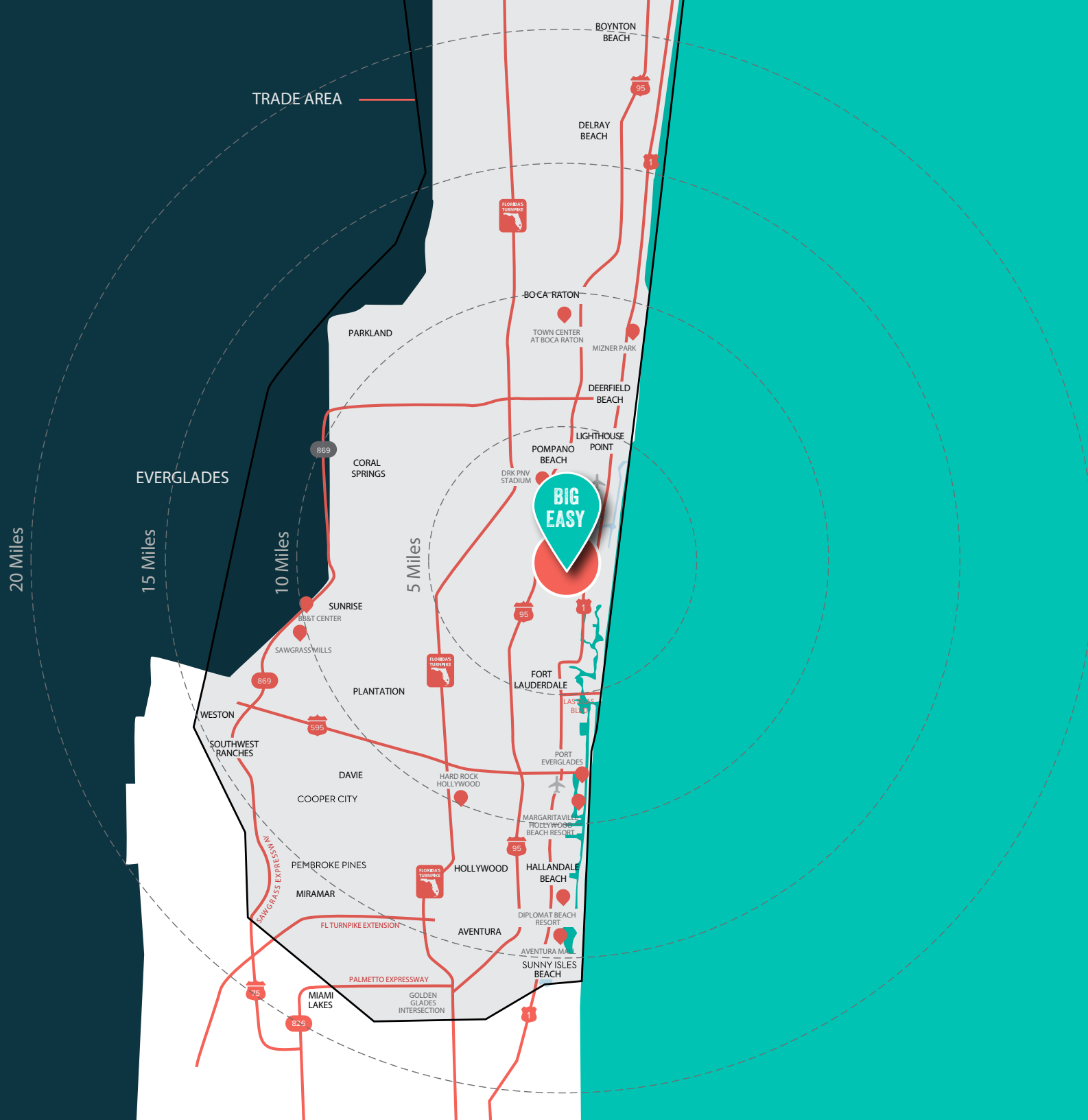

### Aventura ParkSquare


### Aventura Mall & The Abbey




**SOLI MIA**  
A 180-acre community with residences, the Soli Medical Center, and retail.

**FIU**  
Over 7K Students  
Over 10K Faculty and Staff



# DEMOGRAPHICS

5, 10, 15, 20 MILES

## Population

30K, 125K, 300K, 650K

## Median Age

44, 46, 44, 42

## Households

14K, 58K, 127K, 258K

## HH Income

\$80K, 95K, 106K, 102K

## 108 Hotels

Comprising 11,399 rooms  
5 mile radius of Big Easy

## Annual Visitors

30 Million



# TRAFFIC COUNTS

AADT (Vehicles/Day)

**55,000**  
US-1 (Federal Hwy)

**300K**  
I-95

**22,000**  
Pembroke Rd

**25,000**  
A1A (S Ocean Dr)

**50,000**  
Hallandale Beach Blvd (SR 858)

**37,500**  
Hallandale Beach Blvd (East of US-1)



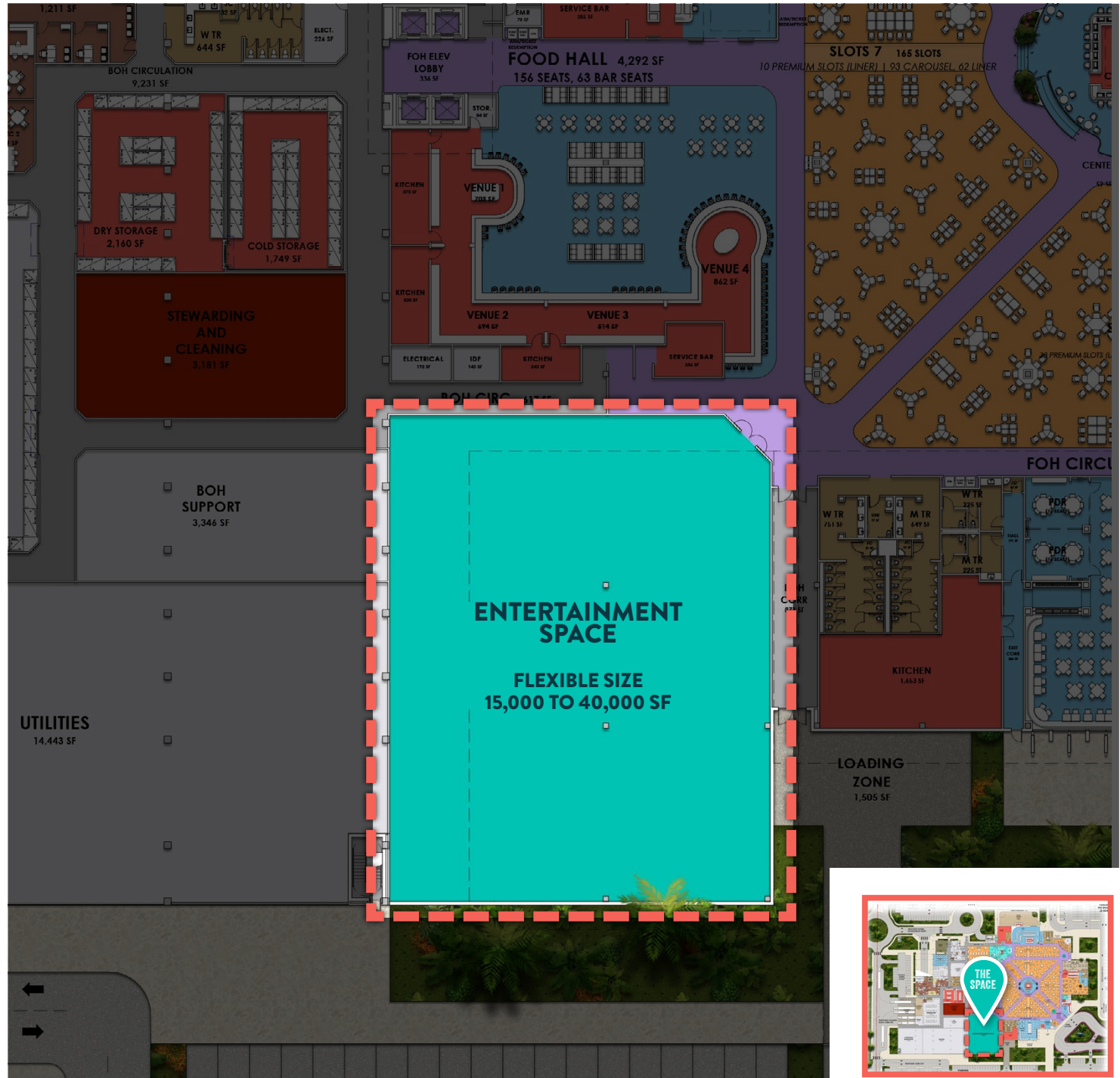


AVAILABLE SPACE

# ENTERTAINMENT SPACE

This flagship entertainment venue is a purpose-built, large-format space within a fully integrated gaming and hospitality destination, designed for experience-driven operators that depend on scale and repeat visitation. Located along the project's main circulation with direct visibility from the casino floor, the space is positioned to support high-impact concepts while maximizing cross-traffic, dwell time, and overall spend.

- + Supports live music, performance, and interactive entertainment concepts
- + Suitable for large-format nightlife and hybrid entertainment operators
- + Allows for both daytime programming and evening activation
- + One of the few large-scale entertainment venues in Broward within a casino setting
- + Positioned to capture both tourist and repeat local demand



# MEET YOUR CUSTOMER

The top four customer types in the area, and the people most likely to visit the property.



**THE VACATIONER**  
Age 25-55

Local looking for a high-energy sports and social environment.

Big sporting events, shareable food, group drinking, late night energy

“Where are we partying?”

Beach tourists looking for a fun night out after spending the day in the sun near Hollywood Beach or Fort Lauderdale.

Casual dinner, Frozen drinks, Live music, Casino play

“Vacation mode”



**CASINO REGULAR**  
Age 40-80

Guests drawn to live music, casual nightlife, big social entertainment venues, celebrating birthdays, bachelor parties, or group events.

Booze, booze and more booze, Gaming, Entertainment, Top Shelf spending on B&F

“Tonight is an occasion.”

Loyal repeat gamblers from nearby communities.

Frequent weekday visits, Loyalty programs, Aming-focused, All day and night dining

“This is my casino and my dining hall.”



**WEEKEND TAILGATER**  
Age 25-45



**CELEBRATORY LOCAL**  
Age 25-60



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