



THE LAKE

37° 27' 15.48" N 77° 38' 25.08" W

OUR VISION

The LAKE will create a
dynamic mixed-use environment
that becomes the community's
"THIRD PLACE"...

a place to **gather outside of home and work**

a place that **FOSTERS HUMAN CONNECTIONS**

a place that plays **host to meaningful experiences**

WELCOME TO THE LAKE



PRIMARY TRADE AREA

UNIQUE

Unique mix of entertainment and retail uses will draw people in from longer distances.

DRAW

20% of visitors will travel further than 20 minutes with 200,000 traveling from more than 60 minutes.

REPEAT

The unique mix and variety of uses will drive repeat visits through out the year and seasons.

RICHMOND MSA

- Top 15 U.S. City Worth Moving To, *USA Today*
- Best Place To Live in America, *Business Insider*
- #4 Economic Growth Potential, *Business Facilities*
- #2 City Millennials are Moving To, *TIME*
- #6 Best Beer Scene, *USA Today*
- Top Destinations for Food Travel, *Nat Geo*

PRIMARY TRADE AREA

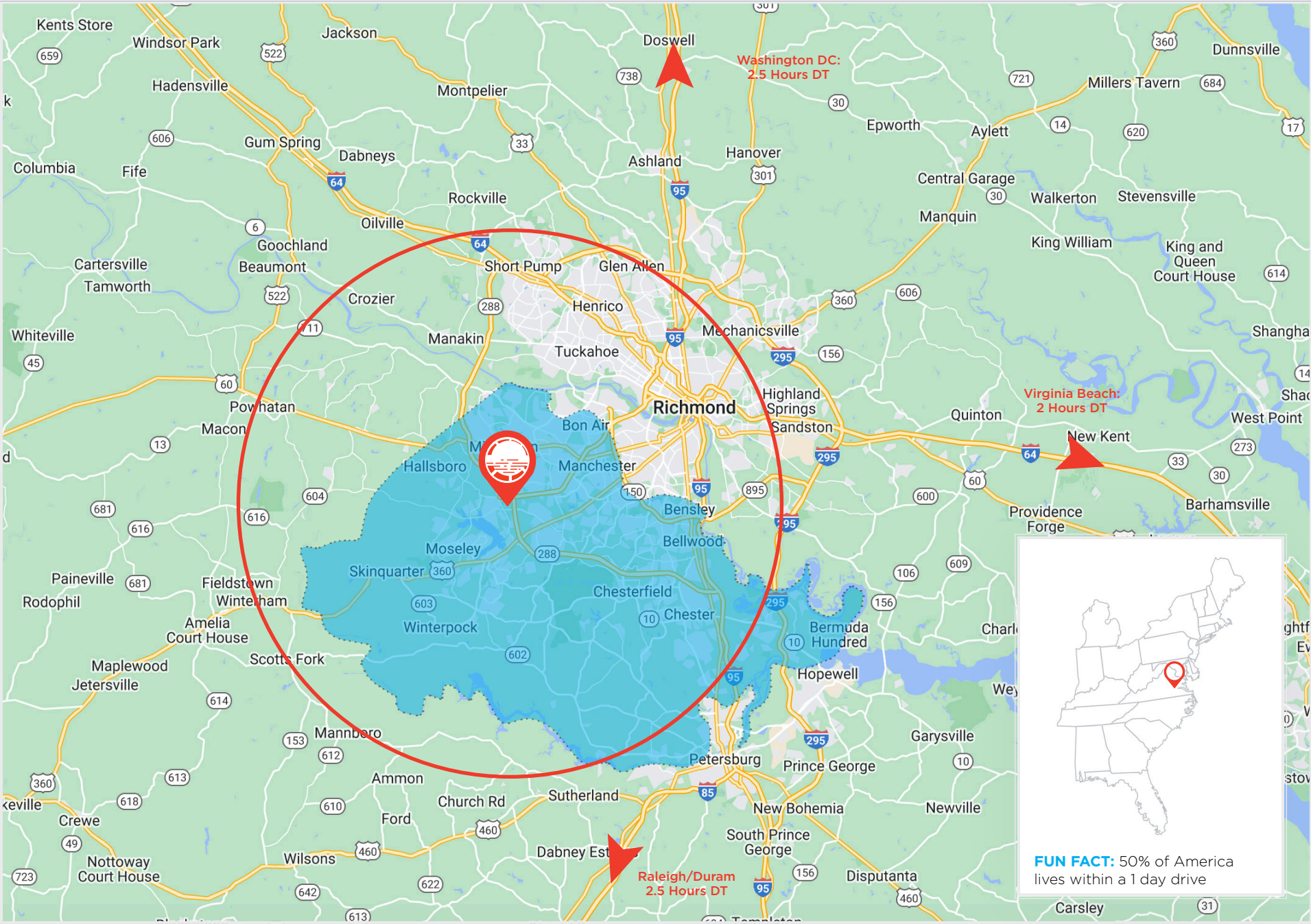
Population	1,117,353
Households	439,400
Avg. HH Income	\$92,315

60-MIN DRIVE TIME

Population	1,423,529
Households	552,804
Avg. HH Income	\$90,871

2.5-HR POPULATION

Washington	9,546,579
Virginia Beach	1,806,840
Raleigh/Durham	2,190,786



2025 DEMOGRAPHICS

CHESTERFIELD COUNTY

Chesterfield County's **population** has continued to grow, reaching

365,306 people.

The county has a total **population increase of**

49,070 and a **growth rate of 16%** between 2010 and 2020.

LARGEST GROWTH IN VIRGINIA

The area surrounding the lake is the fastest growing region in the state of Virginia. Currently growing

27% faster than Loudan County.

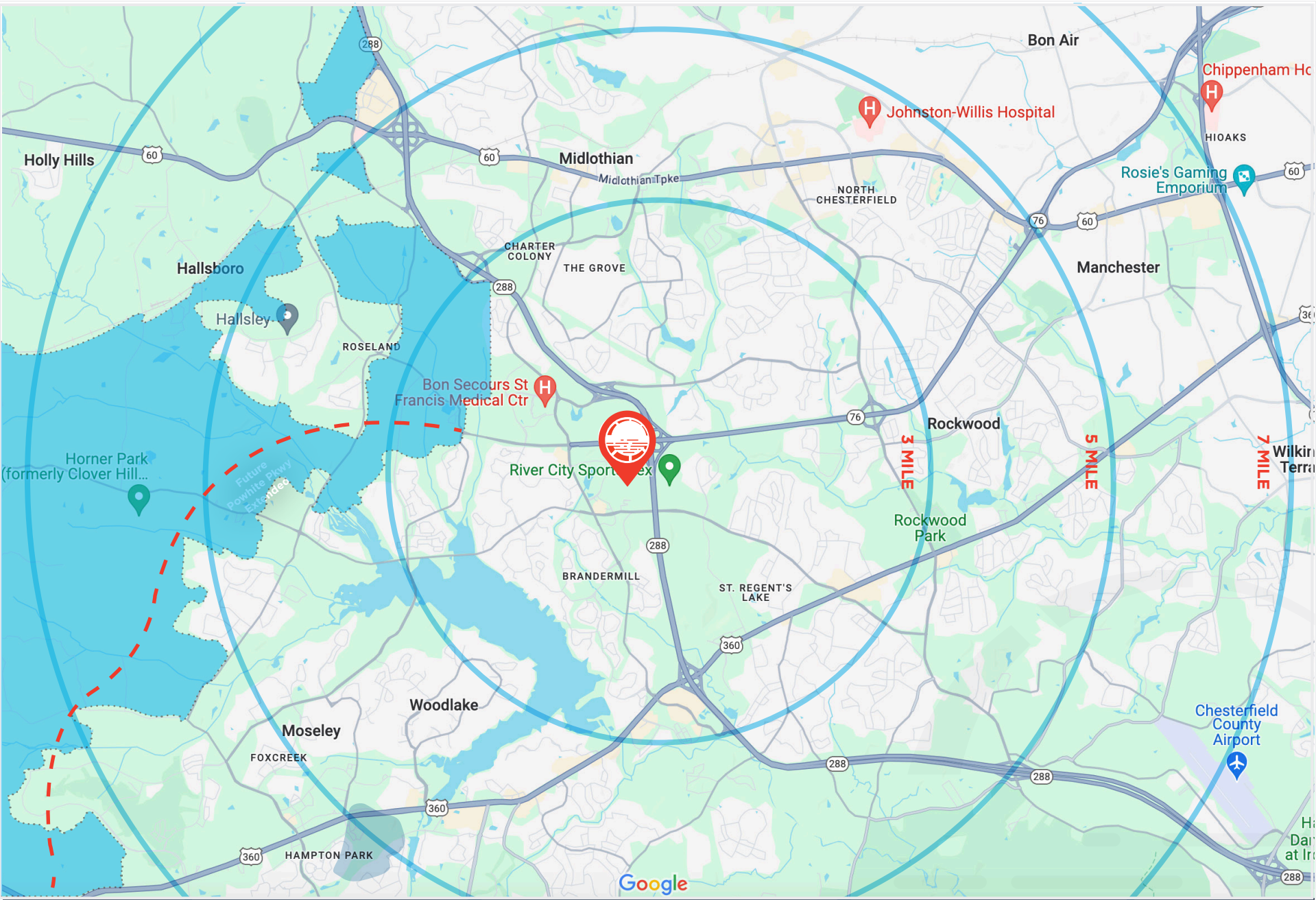
GROWTH

65% of new residents are relocating from Northern Virginia and north – a post pandemic boom for the region as people leave the bigger cities.

LOCATION

Chesterfield County accounts for **40%** of the regional population growth.

	3 Miles	5 Miles	7 Miles
Population	57,792	134,378	214,335
Households	22,101	50,848	79,286
Avg. HH Income	\$132,063	\$132,981	\$136,242
Employees	14,531	51,907	116,702



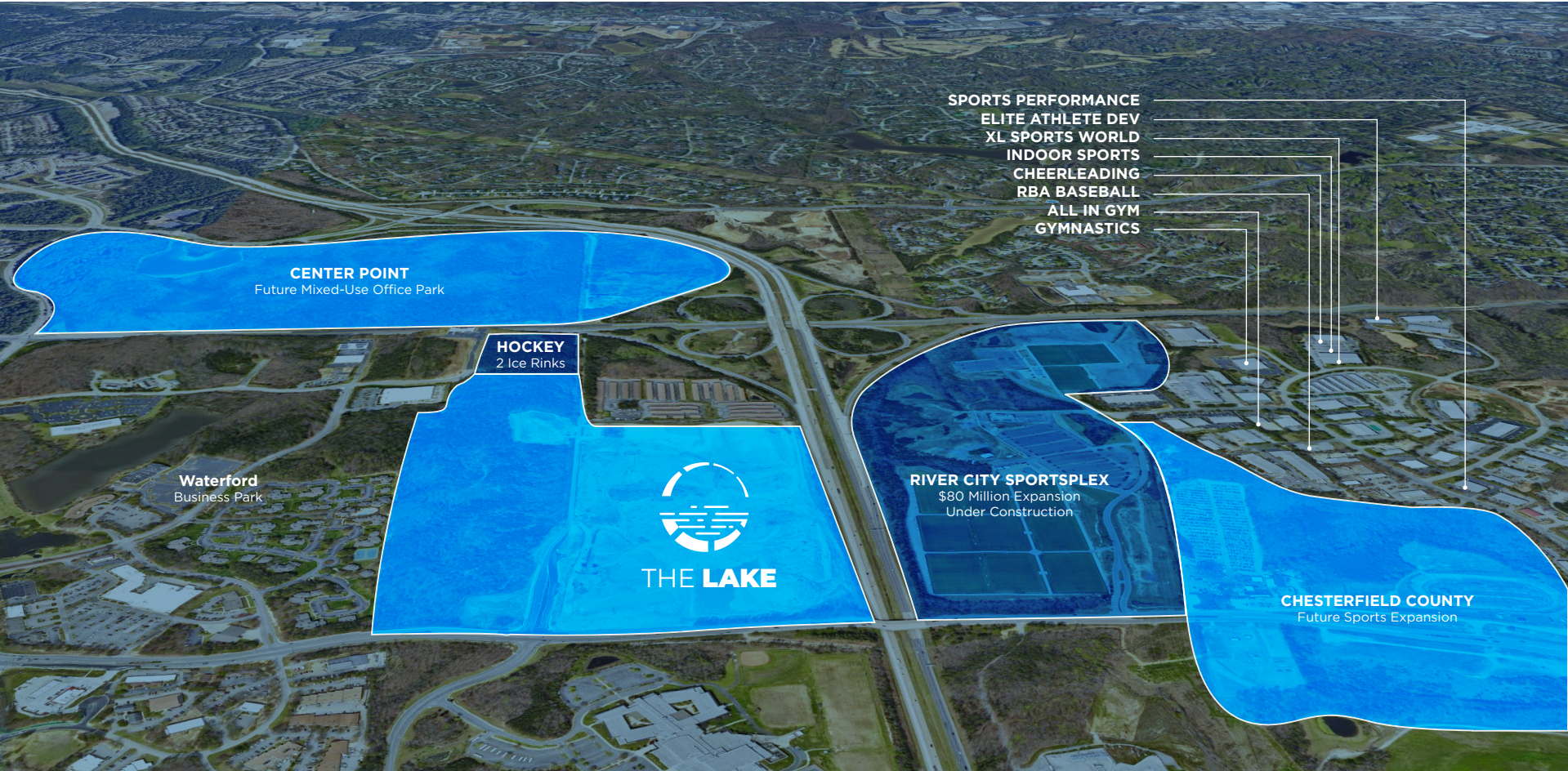
- Over 10,000 zoned lots to be developed over the next 7 years
- Future Powhite Pkwy Highway Extension Starting Construction in 2024

REGIONAL ENTERTAINMENT DESTINATION

Sports Tourism Designation
Largest artificial turf complex in the country
Year-round entertainment venues
\$50 million park expansion under construction
by Chesterfield County

ANNUAL ATTENDANCE

Hockey	55,000
Sportsplex	528,000
Surf Park	650,000
Entertainment	1,300,000
Total	2,533,000



WATER ACTIVITIES

SURF LESSONS | SURF COMPETITIONS | AQUA COURSE |
CABLE PARK | CABANA RENTALS

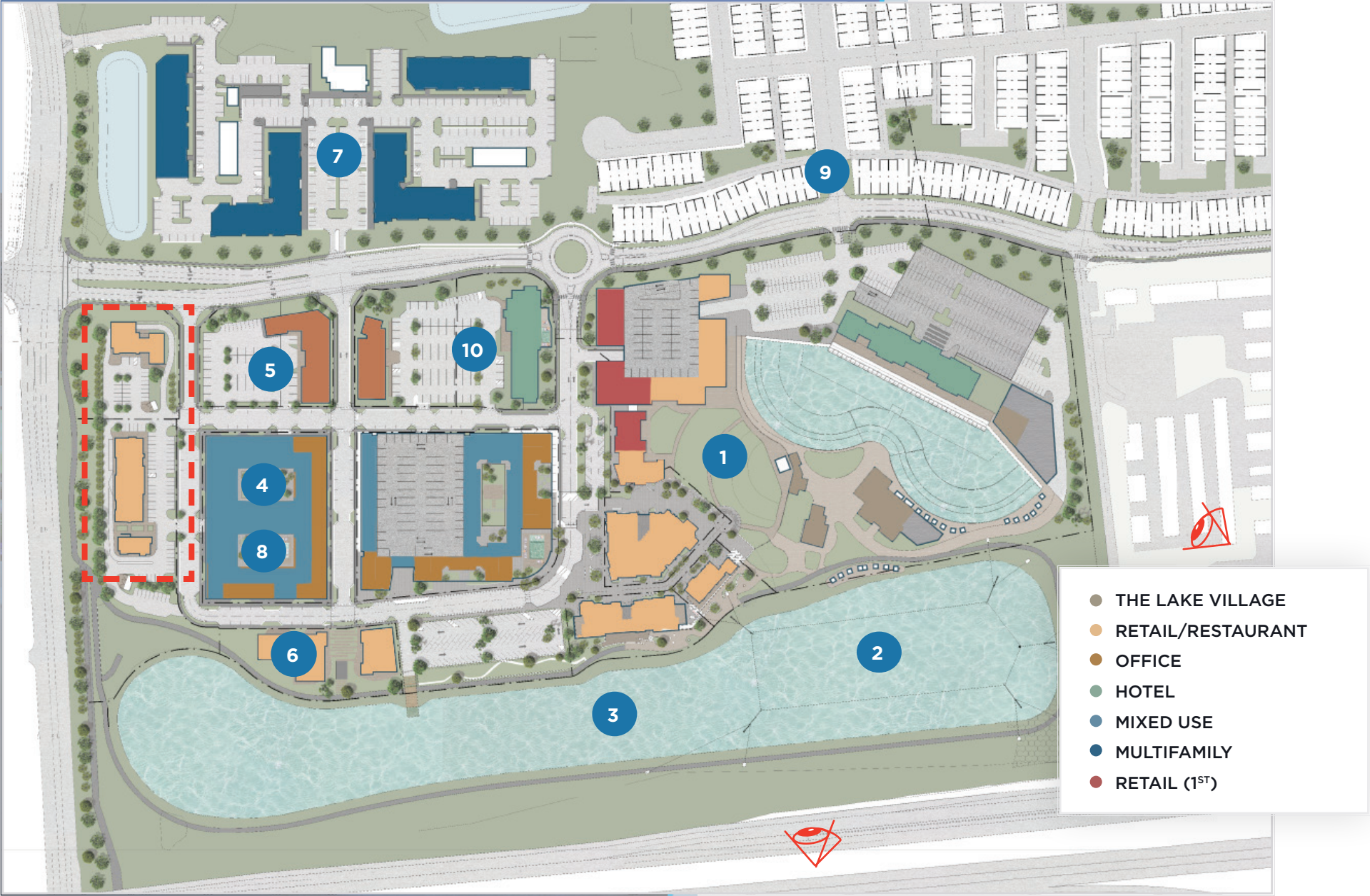


LAND ACTIVITIES

LIVE EVENTS AT AMPHITHEATRE | YEAR-ROUND FESTIVALS | WALKABLE COMMUNITY
| TEAM BUILDING | CORPORATE EVENTS | PRIVATE FUNCTIONS



PROPERTY OVERVIEW



UNDER CONSTRUCTION

PHASE I

Entertainment

- 1 Amphitheater
- 2 Cable Park
- 3 Aqua Course

Retail

- Out Parcels
- 4 1st Floor mixed-Use

Office

- 5 Medical Office
- 6 Office

Residential

- 7 284 Multifamily Units
- 8 250 Multifamily Units
- 9 280 Townhomes

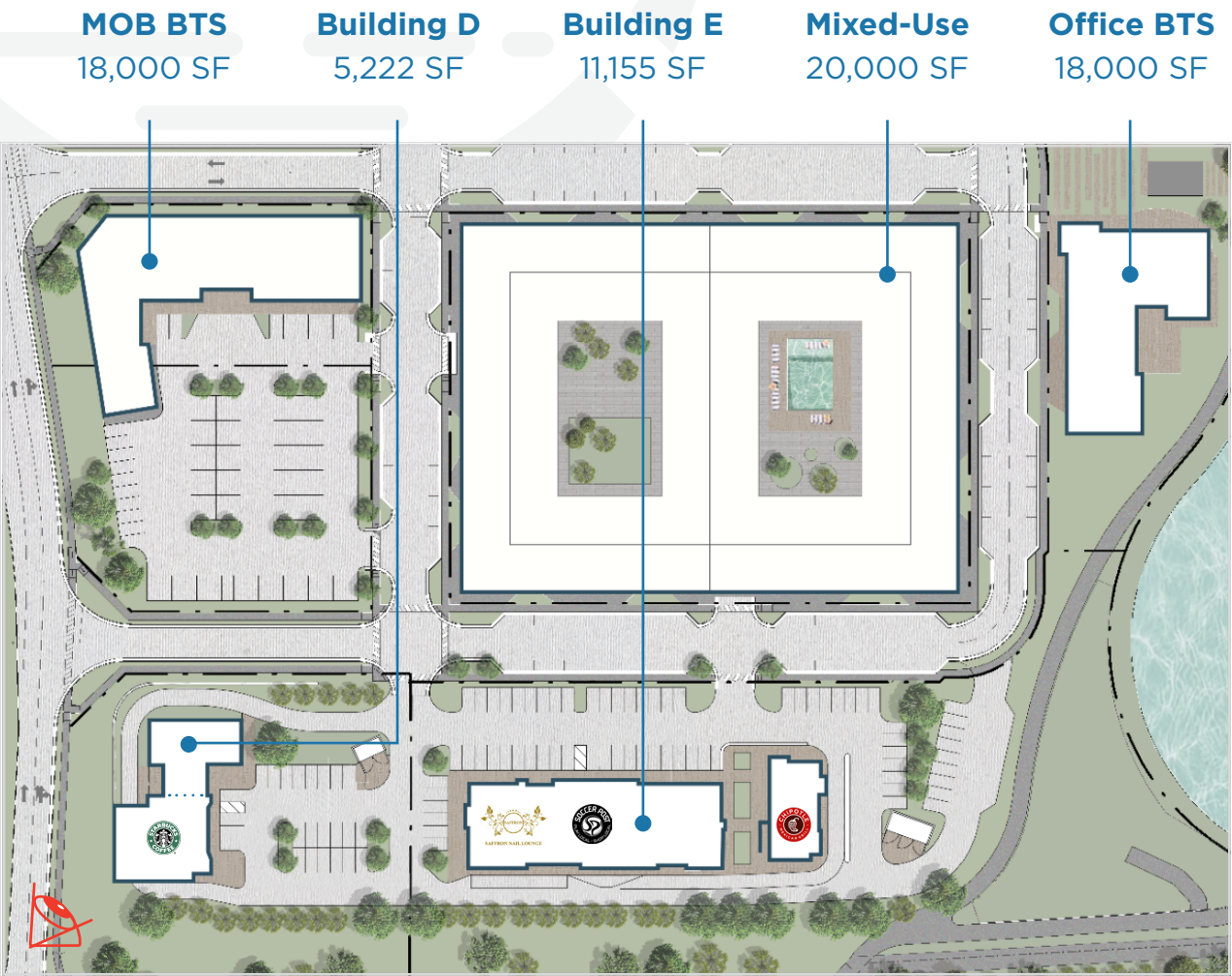
Hotel

- 10 110 Key Hotel



ENTRANCE PARCELS

RETAIL / OFFICE

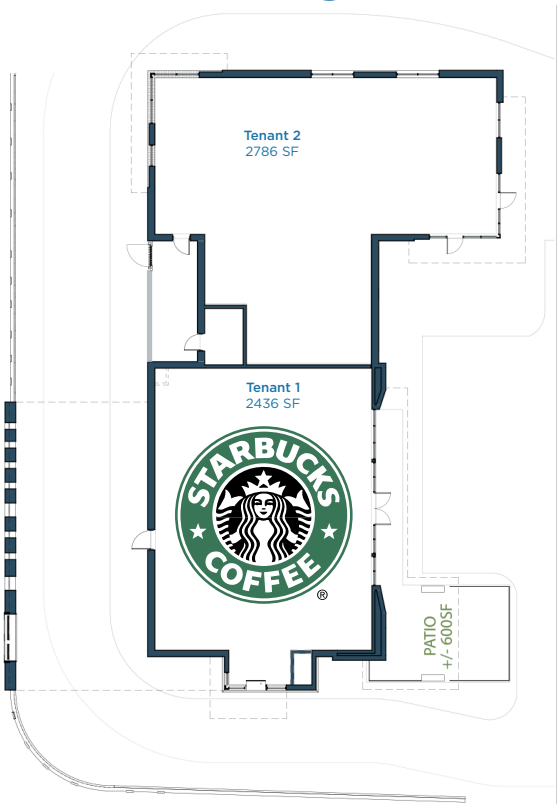


ENTRANCE PARCELS

RETAIL / OFFICE



Building D



Building F



Building E





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