



## *OFFERING MEMORANDUM*

*PARADISE ISLE SHOPPING CENTER  
1720 GULF SHORES PKWY  
GULF SHORES, AL 36542*

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## *THE OFFERING*

Paradise Isle Shopping Center is an extremely well-located, 100% occupied, multi-tenant shopping center, anchored by a built renovated Publix, with a high daily traffic count (DTC 47,000) and excellent visibility and access on Gulf Shores Pkwy (Hwy 59), the main corridor to Gulf Shore and Orange Beach from the I-65 and I-10 interstates. This shopping center is in a prime location within 1.5 miles from the Gulf Shores bustling strip of tourist attractions and hotels.

The property is located on 4.3 acres and the buildings have a total of 46,780 sf with a projected net operating income at \$371,600.

The property is zoned BG – General Business District and is intended to provide locations for a mixture of commercial, service, lodging, multi-family, and other compatible uses serving community needs.

### Property Attributes:

- \* Publix – completely rebuilt in 2024 and holds a 20-year lease which commenced in 2024
- \* Auto Zone – 10-year lease begins 2024 – 2025
- \* Hwy 59 widening and improvement project will be completed in 2026 and includes user-friendly entrances and access management to Publix (7 access points for ingress & egress).
- \* Embassy Suites, a \$85 million project, 1.7 miles from Paradise Isle SC is now underway and will be completed in July 2025. \* Source: [www.peachtreegroup.com](http://www.peachtreegroup.com)
- \* The iconic, newly rebuilt Lodge at Gulf State Park, a \$140 million project, funded by the State of Alabama, is within 3 miles from Paradise Isle SC. \*Source: Alabama Dept of Conservation and Natural Resources
- \* There are numerous barriers for new retail development which in turn will make this property appreciate in value.
- \* Offered well below replacement cost at \$128/sqft.

CAP RATE

6.2%

OFFERING PRICE

\$5,987,500





# GULF SHORES / ORANGE BEACH MARKET OVERVIEW

Nestled along the sun-drenched shores of the Gulf of Mexico, Gulf Shores and Orange Beach, Alabama, are two vibrant resort cities brimming with charm and excitement. In 2022, 6.4 million visitors, collectively splurged \$6.6 billion in the Gulf Shores, Orange Beach, and Fort Morgan area, making tourism the lifeblood of this alluring destination.

With their pristine white sand beaches, exhilarating outdoor adventures, Gulf Shores and Orange Beach offer an unparalleled escape. These cities are a treasure trove of unique attractions, from the iconic Flora-Bama beach bar to the thrilling OWA park and resort—a sprawling 520-acre wonderland of family fun. The State of Alabama recently funded \$140M for the renovation of the Alabama Lodge at the Gulf State Park, a unique full-service resort destination.

The surrounding area is a haven for those seeking a bit of everything: renowned retail shops, delectable restaurants, bustling banks, cutting-edge medical facilities, serene marinas, luxurious high-rise condominiums, and ten picturesque golf courses. Nature lovers revel in the state’s beautiful beaches and parks.

Year-round festivities add to the area's allure, with events like the Gulf Shores Annual Shrimp Festival, the Hangout Music Festival, and the Native American Ballyhoo Festival, offering a rich tapestry of local culture and entertainment.

Excitement is also brewing for the future with the upcoming Jimmy Buffett’s Margaritaville Resort. Spanning over 70 acres in the Waterfront District along the Intra-Coastal Waterway, this world-famous resort is set to break ground this fall, with construction kicking off in the summer of 2025 and the grand opening slated for spring 2029.

In 2022, 6.4 million visitors spent approximately \$6.6 billion in Gulf Shores, Orange Beach & Fort Morgan.

Gulf Shores and Orange Beach are not just destinations; they’re experiences.



\$87,376  
Avg HH Income  
within 1 mile radius

20%  
10 Year Population Growth  
within 1 mile radius

28%  
10 Year Population Growth  
within 3-mile radius

29%  
10 Year Popular Growth  
within 5-mile radius





# *BALDWIN COUNTY MARKET OVERVIEW*

## Baldwin County Market Snapshot

Situated between dynamic Mobile County to the west and the picturesque State of Florida to the east, Baldwin County is a jewel on Alabama's Gulf Coast. This vibrant region, one of only two Alabama counties graced by the Gulf of Mexico's stunning shores, is experiencing an impressive surge in growth and opportunity.

As of the 2020 census, Baldwin County's population stands at 231,767, marking it as Alabama's 4th most populous county and a hotspot of expansion, ranking 4th fastest-growing Metropolitan Statistical Area (MSA) in the USA and 2nd fastest-growing county in Alabama.

Here's why Baldwin County is the place to be:

- \* Ranked #3 in the US for Job Growth: A booming job market that is continuing.
- \* Forbes Top 50 for Business Growth: An ideal spot for entrepreneurs and businesses alike.
- \* #1 Tourist Destination in Alabama: Attracting visitors from near and far.
- \* In 2022, 8.3 billion visitors spent approximately \$7.9 billion.
- \* Population Surge: A remarkable 43% increase since 2000.
- \* Unemployment Rate: A stellar 0.5%, reflecting economic vitality.
- \* Residential Boom: Home sales have soared by 51% since 2010.
- \* Low Crime Rate: Enjoy a peaceful and secure living environment.



# *ECONOMIC IMPACT*

## **Economic Impact 2022** *Baldwin County*

8.3  
MILLION

*No. of  
Visitors*

\$7.9  
BILLION

*Visitor  
Spending*

65  
THOU

*Related  
Jobs*

\$2.7  
BILLION

*Salaries  
& Wages*

## **Economic Impact 2022** *Gulf Shores, Orange Beach, Fort Morgan*

6.4  
MILLION

*No. of  
Visitors*

\$6.6  
BILLION

*Visitor  
Spending*

55  
THOU

*Related  
Jobs*

\$2.3  
BILLION

*Salaries  
& Wages*




# PROXIMITY MAP

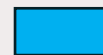




# SITE LAYOUT



 subject property

 cross access / parking







# *DISCLOSURE*

Merrill P Thomas Co., Inc. ("Broker") has been retained on an exclusive basis to market the property described herein ("Property"). Broker has been authorized by the Seller of the Property ("Seller") to prepare and distribute the enclosed information ("Material") for the purpose of soliciting offers to purchase from interested parties. More detailed financial, title and tenant lease information may be made available upon request following the mutual execution of a letter of intent or contract to purchase between the Seller and a prospective buyer. You are invited to review this opportunity and make an offer to purchase based upon your analysis. If your offer results in the Seller choosing to open negotiations with you, you will be asked to provide financial references. The eventual buyer will be chosen based upon an assessment of price terms, ability to close the transaction and such other matters, as the Seller deems appropriate.

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Seller reserves the right for any reason, to withdraw the Property from the market. Seller has no obligation, express or implied, to accept any offer. Further, Seller has no obligation to sell the Property unless and until the Seller executes and delivers a signed agreement of purchase and sale on terms acceptable to the Seller, in its sole discretion. By submitting an offer, a buyer will be deemed to have acknowledged the foregoing and agreed to release Seller and Broker from any liability with respect thereto. Property walk-throughs are to be conducted by appointment only. Contact Broker for additional information.





## *CONTACT INFORMATION*

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