

**Patriot Place** is an open-air lifestyle center featuring shopping, dining, and entertainment around **Gillette Stadium**, the **home of the New England Patriots** and New England Revolution, in Foxborough, MA.

The property consists of over **1,400,000 SF** of retail, entertainment, restaurants, medical, and office space hosting over **10 million** annual visits (Placer.ai).

There is something for everyone at Patriot Place... a once in a lifetime experience, every day!





# FACTS & FIGURES

Annual Visits (Placer.ai)	10.1 Million	
Average Daily Traffic	35,000 VPD	
Total GLA	1.4 Million SF	
Retail Space — 2000 Employees —	- 800,000 SF	
Office Space 250 Employees	- 175,000 SF	
Hotels 200 Employees	- 200,000 SF	
Health Centers — 3000 Patients   500 Employees — 246,000 SF		
Gillette Stadium — 2500 Event Staff —	- 68,000 Seats	
Conference Center 250 Employees	- 300,000 SF	
Patriots Hall of Fame	40,000 SF	
Showcase Cinema De Lux	14 Screens	

PLACER SHOPPING CENTER RANKINGS

1	Patriot Place	10,073,209
2	South Shore Plaza	9,577,109
3	Natick Mall	9,448,985
4	Northshore Mall	9,171,903
5	Burlington Mall	8,768,443
6	Prudential Center	8,337,108
7	South Bay Center	7,979,544
8	Liberty Tree Mall	7,673,449
9	Holyoke Mall	7,485,127
10	The Shoppes at Blackstone Valley	7,358,250
11	Legacy Place	6,959,741
12	Gateway Center	6,638,825
13	MarketStreet Lynnfield	6,313,945
14	Shoppers World	6,251,630
15	Dartmouth Mall	5,632,463
16	Assembly Row	5,524,667
17	Shops at Fenway Park	5,467,265
18	Derby Street Shops	5,425,535
19	SouthCoast Marketplace	5,347,307
20	University Station	5,273,649
	Placer.ai: Visits, January 1, 2023 - December 31, 2023	

THE NORTH MARKETPLACE IS ANCHORED BY SHOWCASE CINEMA DE LUX, SPLITSVILLE LUXURY LANES, 12+ FULL SERVICE SIT-DOWN RESTAURANTS, TWO HOTELS, AND MUCH MORE.



THE SOUTH MARKETPLACE IS ANCHORED BY TRADER JOE'S (PLACER.AI RANKS AS #1 IN MA), BASS PRO SHOPS, RH OUTLET AND HOBBY LOBBY.

# THE AREA

Patriot Place is uniquely positioned on **Route 1**, halfway between Boston and Providence and surrounded by several affluent communities boasting **average incomes of \$150,000+.** 

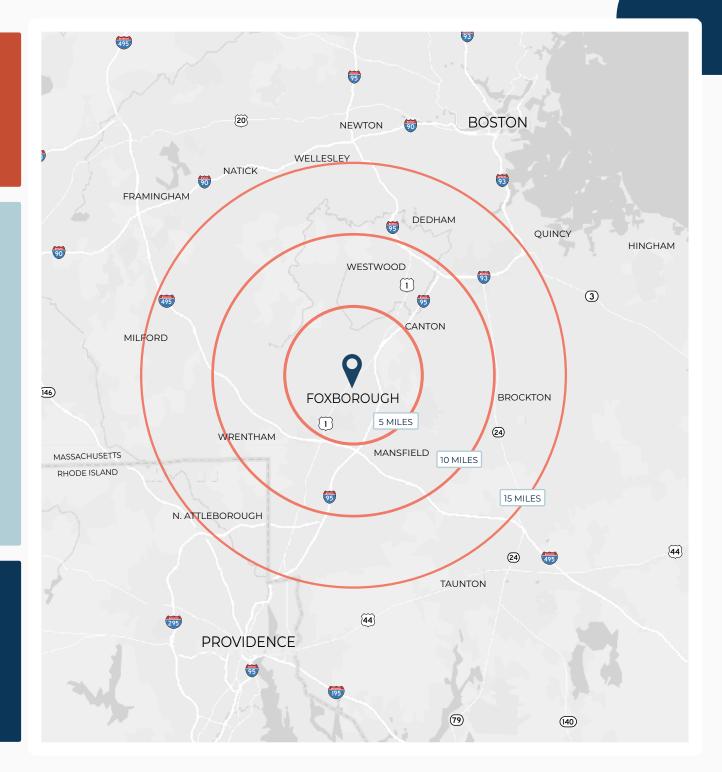
# DEMOGRAPHICS

5 Miles	71,952
10 Miles	356,916
15 Miles	1,042,546
5 Miles	\$177,464
10 Miles	\$170,908
15 Miles	\$149,442
5 Miles	70,906
10 Miles	339,274
15 Miles	997,072
	10 Miles 15 Miles 5 Miles 10 Miles 15 Miles 5 Miles 10 Miles

# TRAFFIC

### **35,000 VPD** AVERAGE DAILY TRAFFIC (Route 1)

In addition, MBTA and MassDOT offer daily commuter rail service from Patriot Place to Boston's South Station.



# **ONE OF A KIND ANCHORS**

## **GILLETTE STADIUM**

Gillette Stadium hosts 40+ major events each year:

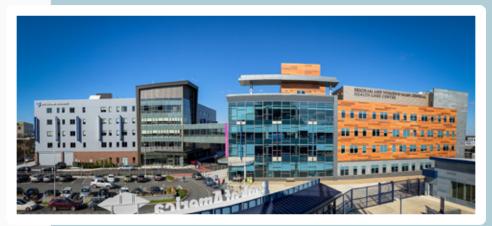
Patriots Games (9+)	68,000 Attendees
Major Concerts (10-15)	68,000 Attendees
Revolution Games (15-20)	10,000 Average Attendees
Other Events (5)	35,000 Attendees

Gillette Stadium is home to the 3rd largest convention center in Massachusetts. The Stadium hosts over one hundred events per year including the AAA Travel Show, corporate events, graduations, major fundraisers and more.

# HEALTHCARE CENTERS











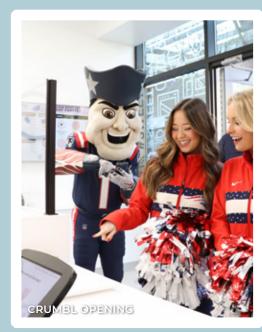
# SOME OF THE KEY TENANTS











# **PATRIOT PLACE EVENTS**

Patriot Place hosts hundreds of family-friendly events, games, activities, and concerts throughout the year. Every week there are several events planned and executed throughout the complex including:

- Patriot Place Cornhole Tournament
- Cruise Night at Patriot Place
- Farm Animal Visits
- Finish at the 50 5K|10K Run and Celebration
- Fall Harvest Celebration
- Irish Festival
- Schools Out for Summer Celebration
- Sounds of Summer
- Storytime
- Summer Flicks
- Patriots Training Camp Presented by Optum
- Oktoberfest
- Holiday Giving Tree Lighting
- Trick-or-Treating SPOOKtacular
- Winter Skate
- Yappy Hour

# **ABOVE & BEYOND**

Patriot Place tenants are supported by an in-house marketing team. As a partner at Patriot Place you will receive guidance and assistance with marketing, advertising, promotions and activations. The team stays up to date on the latest marketing insights and trends and works as an extension of your efforts.

The Patriot Place marketing team assists with marketing and advertising strategies including but not limited to:

- Grand Opening Events
- Social Media
- Email Marketing Campaigns
- Traditional Advertising Channels
- Public Relations
- Influencer Partnerships
- Community Outreach



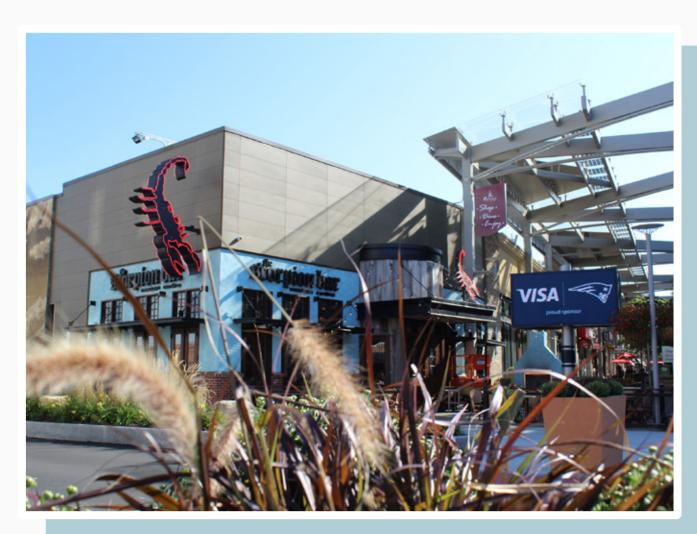










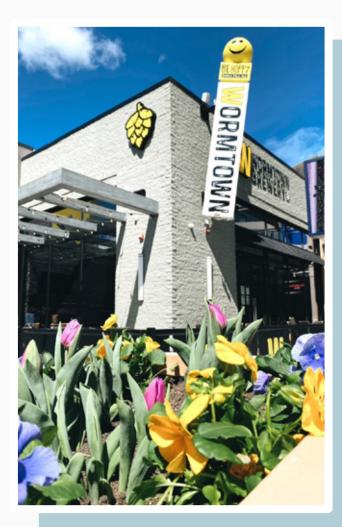


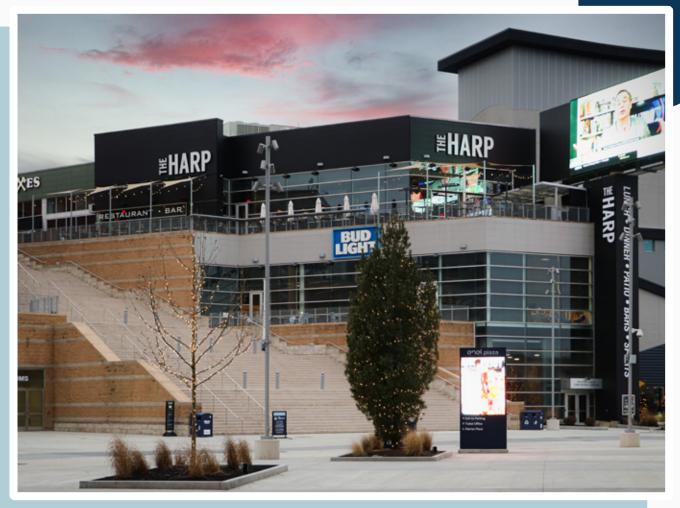


















# SEE YOU AT PATRIOT PLACE!

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