



retail.

A new neighborhood is coming...  
**be in the center  
of it all.**

  
**VIDA**

at the Neighborhood of Play

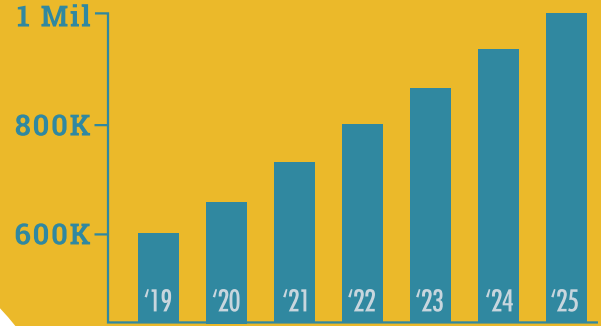
apartments | townhomes | retail

# THE STRONG

The Strong Museum of Play is rated the #1 attraction in the United States by FamilyFun magazine and is the only museum in the world devoted to the study of play.



## PROJECTED VISITORS



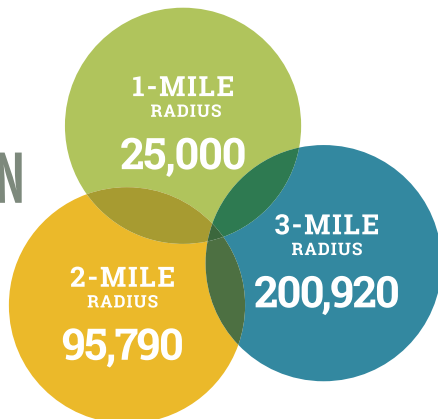
The Strong had **600,000** guests in 2019. That number is expected to grow to nearly **1,000,000** by 2025.



## AVERAGE HOUSEHOLD INCOME (3-MILE RADIUS)



## TOTAL POPULATION



## MEDIAN AGE 3-MILE RADIUS

30.8



Rochester Downtown Development Corporation estimates that

**10,000**

people will be living downtown by 2021.

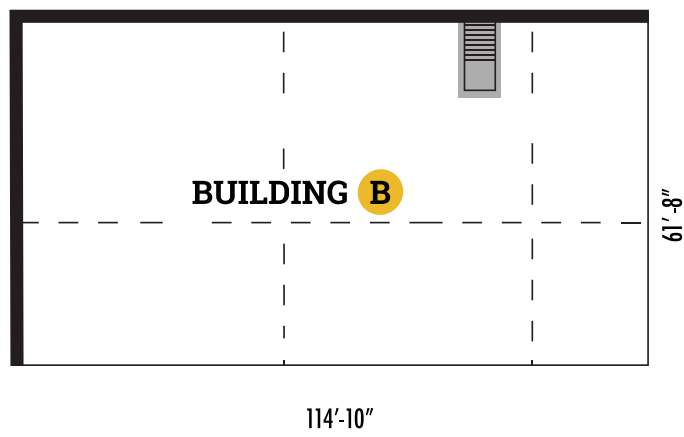
# WHY VIDA RETAIL?

Gain the visibility that comes from doing business in Rochester's most popular destination for out-of-town guests.

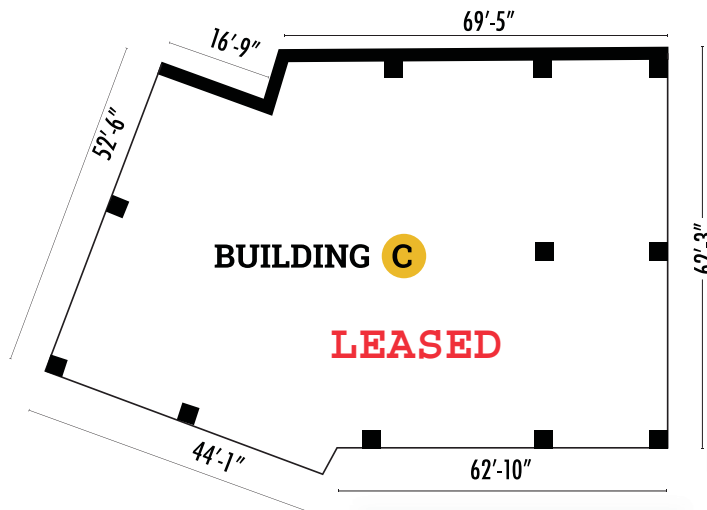
- The expansion of The Strong will include the new World Video Game Hall of Fame, and will nearly double museum attendance by 2025.
- A 125-room family-friendly hotel will cater to out-of-town guests.
- Over 200 new apartments and townhomes will round out the Neighborhood of Play – a unique, pedestrian-friendly destination with on- and off-street parking.

Over 17,000 square feet of prime retail space in the Neighborhood of Play.

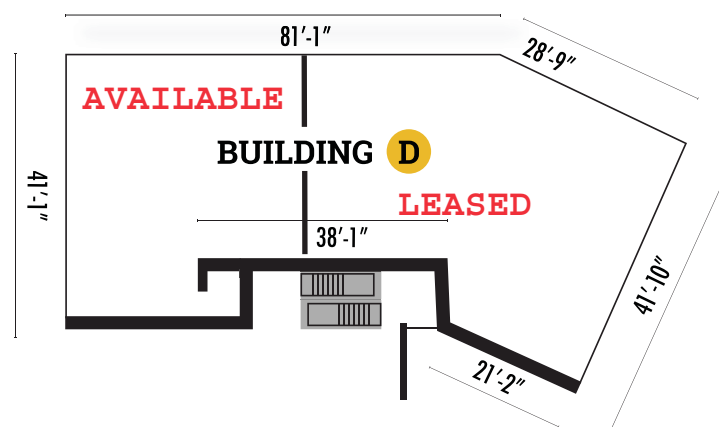
- New construction with the ability to customize space
- Expansive frontage with strong branding opportunities
- Pedestrian-friendly neighborhood with high foot traffic
- Ample off-street parking
- Maximum contiguous: 7,189 sq. ft.
- Minimum divisible: 800 sq. ft.



7,189 sq. ft.



5,766 sq. ft.



3,700 sq. ft.

# EXPERIENCE DOWNTOWN

Be at the center of the  
Neighborhood of Play.

Downtown Rochester is the stage for hundreds of free special events, concerts, and other performances, year-in and year-out. Filling the Inner Loop will make these incredible cultural experiences walkable for thousands of locals, but few will enjoy the convenience and proximity available at VIDA.



contact .

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