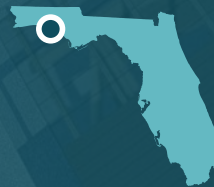




WATERSOUND[®] TOWN CENTER

AT THE CENTER OF IT ALL

Retail, Restaurant, Medical & Office Space



WATERSOUND[®]

TOWN CENTER

AT THE CENTER OF
GROWTH • OPPORTUNITY • ACTIVITY

WATERSOUND TOWN CENTER IS:

Ideally situated in the highest growth area of one the country's fastest growing counties, your business will benefit from an exploding population, year-round tourist visitation and proximity to significant development activity that will bring permanent residents, vacationers and economic development for years to come.

A PLEASANT WALK FROM:

- The Watersound Origins community
 - 800+ single family homes with plans for thousands more
 - Average new home sales price: \$1.3 million+ (2022)
- Watersound Origins Crossings Apartments and Townhomes
 - 214 apartment units and 64 townhomes
 - Average market rents: \$2,342 (apartments) and \$3,751 (townhomes)*
- Watersound Fountains (Q1 2024)
 - 148 luxury independent living apartments
 - Average market rent: \$5,442*

AN EASY BIKE RIDE FROM:

- Camp Creek Inn
 - 75-room boutique hotel on the grounds of the exclusive Watersound Club
- The iconic Scenic Highway 30-A and the beach towns of South Walton

AN ENJOYABLE GOLF CART RIDE FROM:

- Rosemary Beach, Alys Beach, WaterColor and Seaside beach communities among others. Each of which is a magnet for permanent residents, second-home owners and vacationers seeking luxury real estate along the coast.

A CONVENIENT CAR RIDE FROM:

- The legacy vacation destinations of Panama City Beach and Destin, Florida, both welcoming millions of visitors each year

*As of 4/30/23

Choctawhatchee Bay

LOCAL TRADE AREA

WATERSOUND[®]
TOWN CENTER

SANDESTIN

◀ DESTIN

DUNE ALLEN

SANTA ROSA BEACH

GRAYTON BEACH

WATERCOLOR

SEASIDE

SEAGROVE BEACH

WATERSOUND BEACH[®]

ALYS BEACH

SEACREST BEACH

ROSEMARY BEACH

INLET BEACH

CARILLON BEACH

PANAMA CITY BEACH

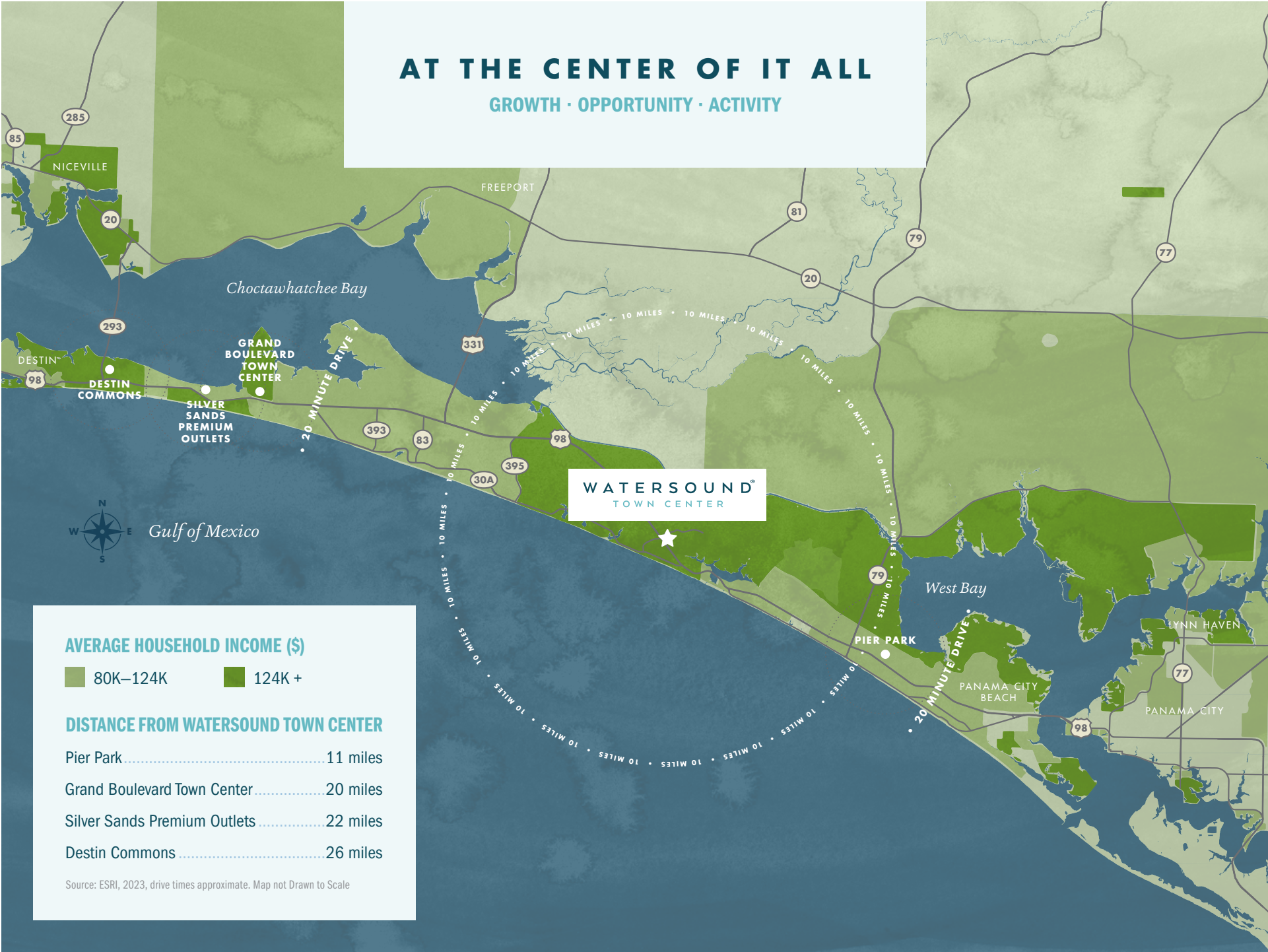


Gulf of Mexico

Map not Drawn to Scale

AT THE CENTER OF IT ALL

GROWTH · OPPORTUNITY · ACTIVITY



AVERAGE HOUSEHOLD INCOME (\$)

80K–124K 124K +

DISTANCE FROM WATERSOUND TOWN CENTER

Pier Park	11 miles
Grand Boulevard Town Center	20 miles
Silver Sands Premium Outlets	22 miles
Destin Commons	26 miles

Source: ESRI, 2023, drive times approximate. Map not Drawn to Scale



4.7%

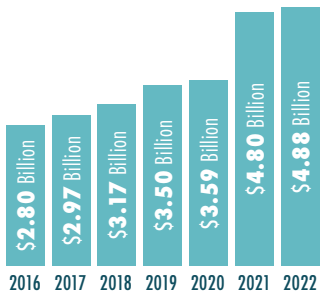
WALTON COUNTY FLORIDA'S
POPULATION GROWTH 4.7% IS THE
**5TH FASTEST GROWING
COUNTY IN THE COUNTRY**

*(2021) Us Census, Rate of domestic
net migration per 1,000 residents of
counties with at least 10,000 people*



WALTON COUNTY EXPERIENCED
36.8%
POPULATION GROWTH

*From 2010-2020. Source: Florida Office
of Economic and Demographic Research*



VISITOR SPENDING

WATERSOUND[®] TOWN CENTER



**LOCATED LESS THAN 15 MILES
FROM THE ICONIC WATERSOUND[®] BEACH, ROSEMARY BEACH[®],
WATERCOLOR[®] AND SEASIDE[®] BEACH COMMUNITIES**

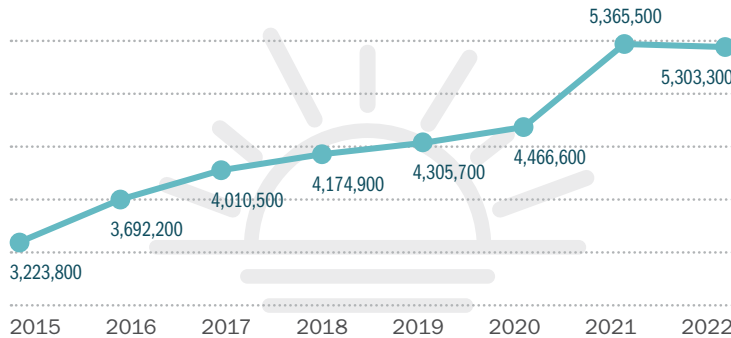


\$1,360,904

2022 AVERAGE NEW HOME PRICE: WATERSOUND ORIGINS



**LESS THAN THREE MILES FROM THE
GULF OF MEXICO**



ANNUAL TOURISTS

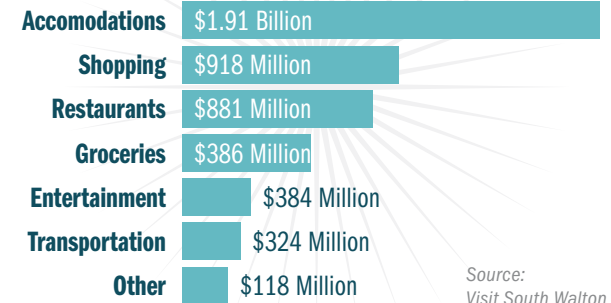
*South Walton is an increasingly
popular vacation destination attracting
more than 5.3 million visitors annually.
Source: Visit South Walton*

\$1,466,000

AVERAGE RESIDENTIAL SALE PRICE

WITHIN 5 MILES AS OF APRIL 2022

**SOUTH WALTON VISITORS SPENT
\$4.88 BILLION IN 2022, INCLUDING:**



*Source:
Visit South Walton*

**TOP ACTIVITIES
AMONG VISITORS**

Source: Visit South Walton



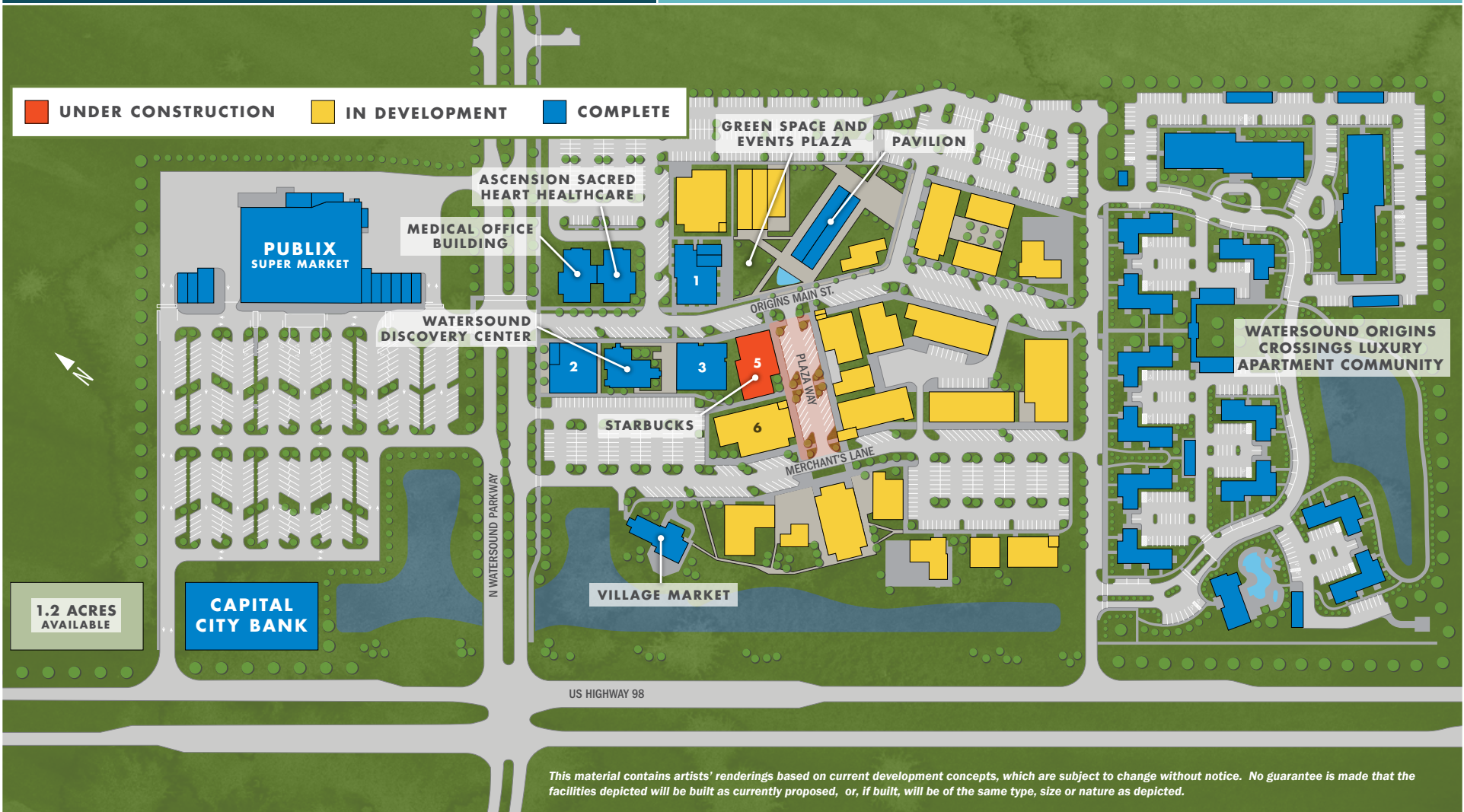


Already home to thriving retail, grocery, restaurant, medical and office tenants with additional buildings under construction, Watersound Town Center is entitled for approximately **300,000** square feet of retail space and 120,000 square feet of office space.



WATERSOUND[®] TOWN CENTER

CONCEPTUAL SITE PLAN



This material contains artists' renderings based on current development concepts, which are subject to change without notice. No guarantee is made that the facilities depicted will be built as currently proposed, or, if built, will be of the same type, size or nature as depicted.

IN GOOD COMPANY

The growing tenant mix at Watersound Town Center attracts local residents running their daily errands, couples on date night, families strolling in the fresh air and everything in between. Your business will benefit from co-tenancy that appeals to a wide range of shoppers, diners, event goers and those who enjoy getting out in a safe, comfortable, beautiful setting.



A Florida-born grocery chain whose Watersound Town Center location boasts nearly 50,000 square feet with a bakery, pharmacy, sushi bar and neighboring liquor store.



Ambrosia Prime Seafood and Steaks is your newest destination for the freshest seafood and best cut of steaks. Conveniently located at Watersound Town Center, Ambrosia offers a variety of dining experiences paired with the highest level of hospitality in the industry.



INLET BEACH

With more than 250 stores (and counting), Fleet Feet offers shoes, apparel and gear for runners as well as running programs and groups, creating an active community.



Electric Cart Company is a golf cart and low speed vehicle dealership serving the Emerald Coast and surrounding areas, offering the best in new and pre-owned golf carts and low speed vehicles.

IN GOOD COMPANY

Fresh seafood, family favorites and frozen treats go well with shopping in the Florida sunshine. Paired with service providers, medical offices and specialty tenants, Watersound Town Center is a destination for both special occasions and daily visits.



Burgers, fish baskets and Southern specials like po' boys are the draw at this iconic establishment dating to 1949.



Grand Nail Lounge is a first-class spa including cosmetics, pedicures, manicures, eyebrow shaping, facials and other services.



Capital City Bank offers a full range of banking services, deposit and credit services, home equity loan, mortgage, trust, merchant services, bank cards and securities brokerage.



Consistently ranked as the nation's #1 tropical themed dessert shop, Bahama Bucks offers shaved ice, island smoothies and refreshing açai bowls.



friends 30A Burger Bar is a fast-casual restaurant concept offering smash burgers, fries, chicken sandwiches, hot dogs, chicken tenders, milkshakes, and more.



A local, custom bakery, Sweet Henrietta's specializes in delicious cakes, cupcakes, cookies and desserts, baked with the finest ingredients and customized for customers' enjoyment onsite or at their next celebratory event.



With more than 1,100 stores across 33 states, Marco's Pizza is the fastest-growing pizza company in the nation. Offering authentic Italian quality pizza with dough made fresh daily, Marco's Pizza offers both carry-out and delivery.



Customers can treat themselves to a frozen banana, ice cream bar or a slice of key lime pie dipped in dairy-free chocolate and rolled into premium toppings or enjoy an ice cream float with a creative craft soda.



Providing primary care at the standalone clinic or specialty care at the Women's Diagnostic Center, Ascension Sacred Heart provides quick and convenient care for everyone, from children to older adults.



At Aqua Medical Spa a physician-supervised team of aestheticians are committed to providing clients with highly personalized anti-aging treatment plans designed to help restore, rejuvenate, enhance and protect natural beauty at every age.



DR. REESE HARRISON
— FAMILY DENTISTRY —

Having practiced family dentistry for more than 20 years, Dr. Reese Harrison provides general dentistry services offering procedures for the whole family.



A full-service salon and blowout bar, Halo Salon offers a wide range of services from cut/color/style and hair treatments to glamorous blowout and make-up.



Lifestyle boutique offering a beautiful selection of bedding, lighting, indoor and outdoor furnishings, artwork, children's gifts and accessories for the home as well as interior design solutions for new builds or renovations.

WATERSOUND[®]
TOWN CENTER



With year-round events at **THE PAVILION**, additional foot traffic will be outside your front door for live music, art festivals, family programming and a weekly, seasonal farmers' market.



WATERSOUND[®]

TOWN CENTER

PUT YOUR BUSINESS
AT THE CENTER OF IT ALL

FOR LEASING INFORMATION

Samantha Walton

Director of Commercial Sales & Leasing
850.231.6531
samantha.walton@joe.com

Lawson Lawrence

Commercial Sales & Leasing Coordinator
850.738.5053
lawson.lawrence@joe.com

Logan Yates

Commercial Sales & Leasing Coordinator
850.231.6430
logan.yates@joe.com

WATERSOUNDTOWNCENTER.COM



DEVELOPED BY



JOE.COM



© The St. Joe Company 2023. All Rights Reserved. "JOE", "St. Joe", "St. Joe and the Taking Flight Bird design", "The Taking Flight Bird design", "Watersound", "Watersound Origins", "Watersound Origins Crossings", "Camp Creek", "Camp Creek", "Pier Park", and "Watercolor" are service marks of The St. Joe Company. Regarding Watersound Fountains, a managed independent living community, "Fountains" is a service mark of Watermark Retirement Communities, LLC and is used under license. The maps depicted are to show proximity to communities/areas for illustrative purposes only and is not to scale. All drive times are approximate and fluctuate at varying times of the year. This material contains artists' renderings based on current development concepts, which are subject to change without notice. No guarantee is made that the facilities depicted will be built as currently proposed, or, if built, will be of the same type, size or nature as depicted. The development of the center is expected to take several years and the development plan will likely be modified from time to time to respond to varying market conditions and changes in circumstances. The developer reserves the right to modify the plans for the development described or depicted herein at any time without notice. No part of this project is currently for sale and this brochure does not constitute an offer to sell real property. This material contains selected information pertaining to the project and does not purport to contain all the information which prospective tenants and vendors may desire. Prospective tenants and vendors should review all available information either from the owner or from independent sources and make decisions based upon their own conclusions.

23020 11/3/23