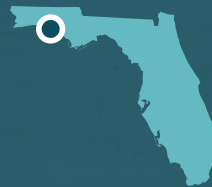


WATERSOUND[®]

TOWN CENTER

WHERE DAILY LIFESTYLE MEETS COASTAL LUXURY

Retail, Restaurant, & Office Opportunities





Watersound Town Center offers a rare opportunity to establish your business in one of the most desirable and fastest-growing areas along Florida's Emerald Coast. Perfectly positioned at the eastern gateway of 30A and just minutes from the Gulf of Mexico, Watersound Town Center serves as the commercial and cultural heart of the Watersound Origins® community and surrounding region.



WATERSOUND[®]

TOWN CENTER

AT THE CENTER OF
GROWTH • OPPORTUNITY • ACTIVITY

EXPLOSIVE POPULATION GROWTH

Walton County's population grew by more than 50% between 2010 and 2022 with continued expansion fueled by master-planned residential development.

AFFLUENT, ACTIVE MARKET

Average household income within a 30-minute drive exceeds \$100,000 and more than 60% of the population holds a college degree or higher.

ROBUST VISITOR TRAFFIC

More than 5 million tourists visit South Walton annually, resulting in an economic impact of nearly \$7 billion and supporting strong seasonal and year-round sales.

PERMANENT RESIDENTIAL DENSITY

Over 3,000 homes are planned or under construction in the Watersound Origins community and adjacent neighborhoods.

STRATEGIC LOCATION AND ACCESSIBILITY

The center boasts frontage on U.S. Highway 98 with traffic counts exceeding 42,000 vehicles per day, direct golf cart connectivity from residential areas and ample parking

WALKABLE LIFESTYLE VILLAGE

The center is strategically designed to encourage foot traffic with shaded paths, gathering greens and mix of retail, restaurants and services

*As of 4/30/23



*Choctawhatchee
Bay*

TRADE AREA / MARKET REACH

SANDESTIN

◀ DESTIN

DUNE ALLEN
BLUE MOUNTAIN
SANTA ROSA BEACH

GRAYTON BEACH

WATERCOLOR

SEASIDE

SEAGROVE BEACH

WATERSOUND BEACH®

ALYS BEACH

SEACREST BEACH

ROSEMARY BEACH

INLET BEACH

CARILLON BEACH

PANAMA CITY BEACH

WATERSOUND®
TOWN CENTER

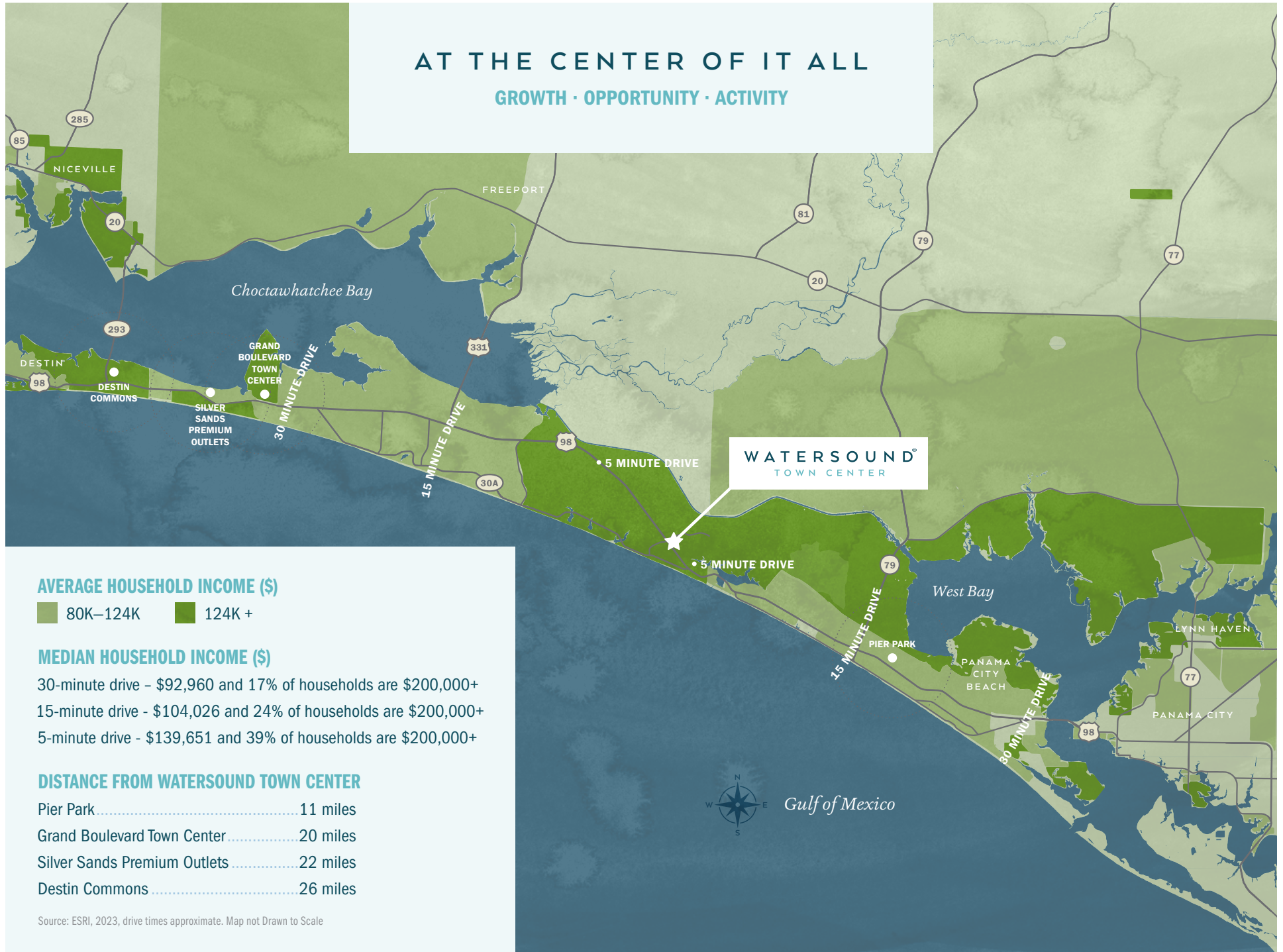


Gulf of Mexico

Map not Drawn to Scale

AT THE CENTER OF IT ALL

GROWTH · OPPORTUNITY · ACTIVITY



AVERAGE HOUSEHOLD INCOME (\$)

80K–124K 124K +

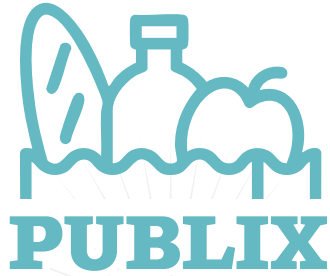
MEDIAN HOUSEHOLD INCOME (\$)

30-minute drive - \$92,960 and 17% of households are \$200,000+
 15-minute drive - \$104,026 and 24% of households are \$200,000+
 5-minute drive - \$139,651 and 39% of households are \$200,000+

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



**1 MILLION
VISITS**

ONE OF TOP PERFORMING STORES
IN FLORIDA AND 1 MILLION VISITS IN
2024

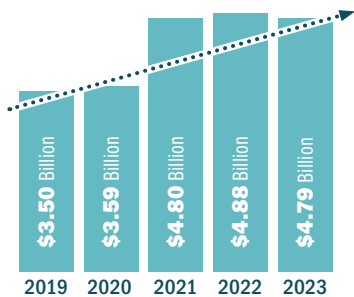
Placer.ai Highlight Center Strength Report
January 2025



WALTON COUNTY EXPERIENCED

50.9%
POPULATION GROWTH

From 2010–2022. Source: Florida Office
of Economic and Demographic Research



VISITOR SPENDING

Source: Visit South Walton

WATERSOUND®
TOWN CENTER



LOCATED WITHIN A 10-MINUTE DRIVE
FROM THE ICONIC WATERSOUND® BEACH, ROSEMARY BEACH®,
WATERCOLOR® AND SEASIDE® BEACH COMMUNITIES

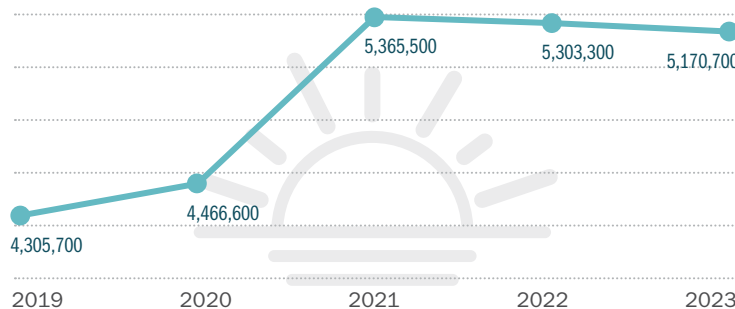


\$1.21 MILLION

2024 AVERAGE NEW HOME PRICE: WATERSOUND ORIGINS



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



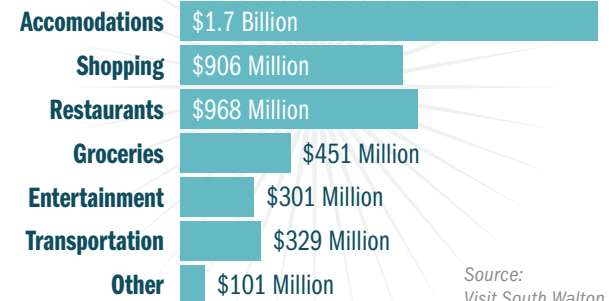
ANNUAL TOURISTS

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

\$2.5 MILLION

AVERAGE RESIDENTIAL
SALE PRICE
IN SURROUNDING COMMUNITIES

**SOUTH WALTON VISITORS SPENT
\$4.79 BILLION IN 2023, INCLUDING:**



Source:
Visit South Walton

**TOP ACTIVITIES
AMONG VISITORS**

BEACH ☂️ **92%**
RESTAURANTS 🍔 **87%**
RELAXATION 🛋️ **78%**
SHOPPING 🛍️ **69%**
FAMILY TIME 👨‍👩‍👧 **65%**

Source: Visit South Walton

WATERSOUND[®]

TOWN CENTER

CONCEPTUAL SITE PLAN



IN GOOD COMPANY



Johnnie-O



J.McLAUGHLIN



GRAND
NAIL LOUNGE

Scout



friends 3A
BURGER BAR

Sweet
Henrietta's



Nigel's
BANANAS

FLEET FEET
INLET BEACH

30A
CHIROPRACTIC
& WELLNESS

LEGACY
DENTAL STUDIO



HALO
salon & blowout bar

SUMMER
HOUSE
LIFESTYLE

FedEx
Express



THE
Art OF
FACTS



THE PAVILION



WATERSOUND[®] TOWN CENTER

PUT YOUR BUSINESS
AT THE CENTER OF IT ALL

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WATERSOUNDTOWNCENTER.COM



DEVELOPED BY



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