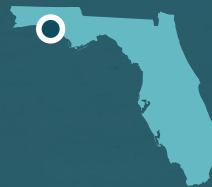


WATERSOUND[®]

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 is the 3rd fastest growing county in Florida 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

Watersound Origins residential community immediately adjacent to the town center with over 3,000 homes planned or under construction.

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

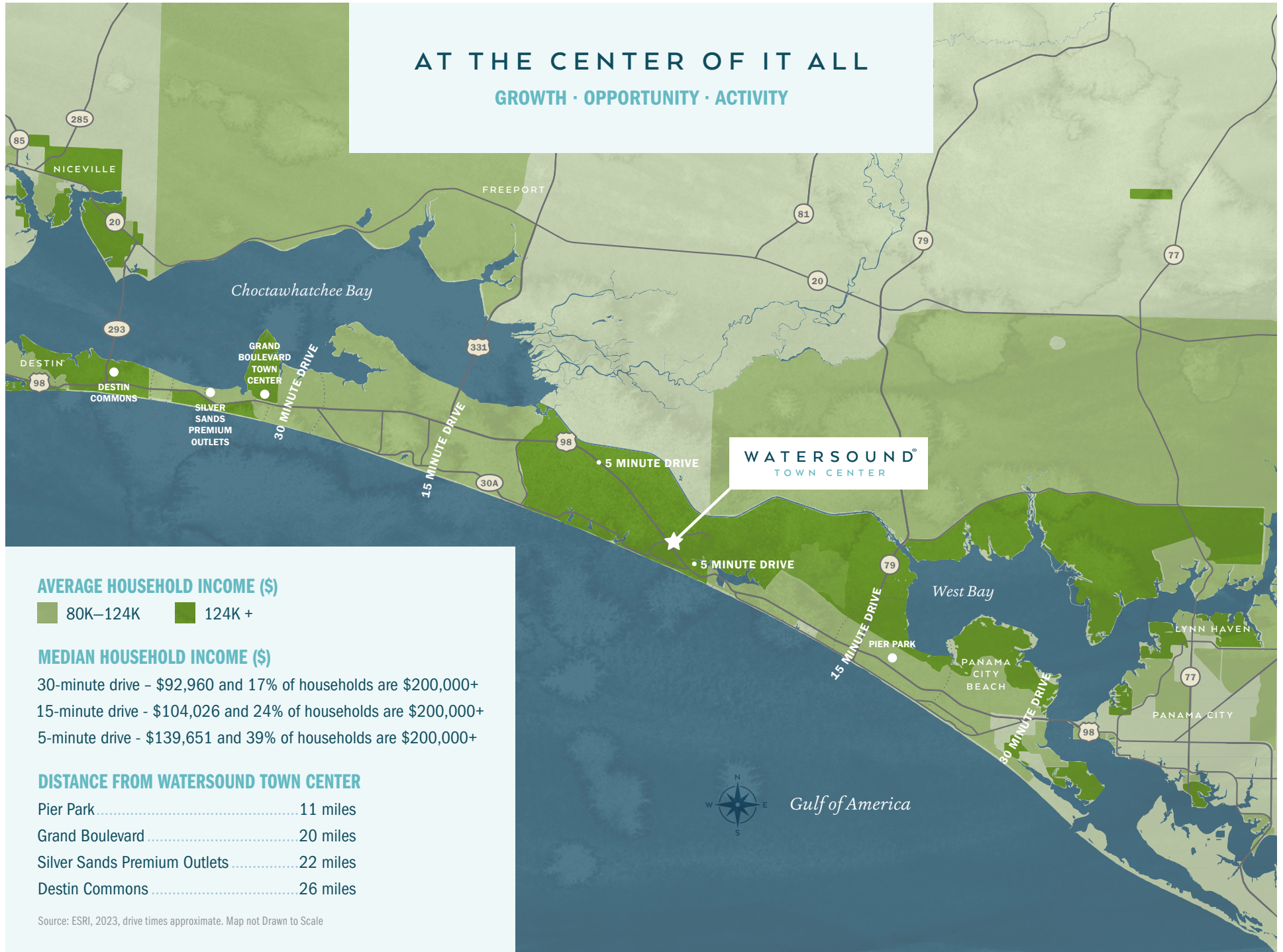


Gulf of America

Map not Drawn to Scale

AT THE CENTER OF IT ALL

GROWTH · OPPORTUNITY · ACTIVITY





PUBLIX
1.1 MILLION VISITS

ONE OF TOP PERFORMING
STORES IN FLORIDA AND 1.1
MILLION VISITS IN 2025

Placer.ai Highlight Center Strength Report



1.9 MILLION PASSENGERS
IN 2025

AT NORTHWEST FLORIDA BEACHES
INTERNATIONAL AIRPORT (ECP)

+
65% OF VISITORS FLY THROUGH
ECP TO SOUTH WALTON

Source: Visit South Walton



TYPICAL TRAVEL PARTY SPENDS
\$680 A DAY AND A
TOTAL OF **\$4,131**
WHILE VISITING WALTON COUNTY

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



70,000+ RESIDENTS
\$100,000+ INCOME
WITHIN A 30-MINUTE DRIVE

5.1 MILLION VISITORS
HAVE AN ECONOMIC IMPACT OF \$4.7 BILLION

Source: Visit South Walton

\$2.5 MILLION
AVERAGE RESIDENTIAL
SALE PRICE
IN SURROUNDING COMMUNITIES

SOUTH WALTON TOURIST DEVELOPMENT
TAX COLLECTIONS UP

14.78%

FOR FISCAL YEAR-TO-DATE
(OCTOBER 2025-FEBRUARY 2026)

Source: Visit South Walton



SOUTH WALTON VISITORS SPENT
\$4.7 BILLION
IN 2025

Source: Visit South Walton

**TOP ACTIVITIES
AMONG VISITORS**

BEACH  **91%**
RESTAURANTS  **88%**
RELAXATION  **80%**
SHOPPING  **72%**
FAMILY TIME  **66%**
BIKE/RUN  **51%**

Source: Visit South Walton

WATERSOUND[®]

TOWN CENTER

CONCEPTUAL SITE PLAN



IN GOOD COMPANY



J. McLAUGHLIN



SUMMER
HOUSE
LIFESTYLE



HEMLINE

Monkee's



Sweet
Henrietta's



Scout



Nigel's
BANANAS



30A
CHIROPRACTIC
& WELLNESS



friends 30A
BURGER BAR



GRAND
NAIL LOUNGE

LAGREE
30A

LEGACY
DENTAL STUDIO



Ascension
Sacred Heart





THE PAVILION



WATERSOUND[®]

TOWN CENTER

PUT YOUR BUSINESS
AT THE CENTER OF IT ALL

FOR LEASING INFORMATION

Rebecca Waters

Director of Commercial Sales & Leasing
850.231.6531
rebecca.waters@joe.com

Lawson Trantina

Commercial Sales & Leasing Manager
850.738.5053
lawson.trantina@joe.com

Logan Yates

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

WATERSOUNDTOWNCENTER.COM



DEVELOPED BY



© The St. Joe Company 2026. All Rights Reserved. "JOE[®]", "St. Joe[®]", "St. Joe and the Taking Flight Bird design[®]", "The Taking Flight Bird design[®]", "Watersound[®]", "Watersound Origins[®]", "Watersound Origins CrossingsSM", "Camp Creek[®]", "Camp CreekSM", "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 4/22/26