

CHURCH STREET & HUGHEY AVENUE

**DOWNTOWN ORLANDO'S NEW SPORTS
& ENTERTAINMENT HUB**

Where Downtown Orlando Comes Together



FOUNDRY
COMMERCIAL

THE VISION



A 900,000-square-foot mixed-use project located in downtown Orlando, featuring high-rise residences, a full-service hotel, office and meeting spaces, experiential dining and retail shops, a dynamic live events venue, and on-site parking – all steps away from Kia Center.

260 KEYS

Full-Service Hotel with 16,000 SF of Indoor
Meeting & Conference Space

270 UNITS

High-Rise Residential (located above the hotel)

3,500 CAPACITY

Live Events Venue

UP TO 300,000 SF

Class A Office

125,000+ SF

Retail & F&B

1,140 SPACES

On-Site Parking





01. A PLACE YOU WANT TO STAY



02. COLLABORATIVE AND EXPANSIVE EVENT MEETING SPACE



03. CULINARY HOTSPOT



04. ONSITE RESIDENCES WITH HOTEL LEVEL SERVICES



05. EXPERIENTIAL RETAIL



06. LIVE EVENTS VENUE



07. COMMUTE WORTHY OFFICE



08. URBAN LIVING ROOM

TOP 8 REASONS YOU WANT TO WORK HERE

WHY DOWNTOWN ORLANDO



Downtown Orlando is home to the Kia Center (20,000 seats), Dr. Phillips Center for the Performing Arts (4,500 seats), Inter&Co Stadium (25,000 seats), Camping World Stadium (65,000 seats), Lake Eola Park (23 acres) and a multitude of smaller music and performance venues. Together these public spaces host 1,200 events each year and drive \$1.5 billion in spending within the downtown Core.

1,200 ANNUAL EVENTS INCLUDING

- | | | | | |
|-------------------------------------|--------------------------------|-----------------------------------|---|---|
| 41
ORLANDO
MAGIC GAMES | 30
MLS/NSWL
GAMES | 3
COLLEGE BOWL
GAMES | 150+
MUSICALS, PLAYS,
CONCERTS & SHOWS
AT DR. PHILLIPS
CENTER & KIA CENTER | 200
EVENTS PER YEAR
AT NEW LIVE EVENT
VENUE |
|-------------------------------------|--------------------------------|-----------------------------------|---|---|



80K
EMPLOYEES IN
DOWNTOWN ORLANDO



44K
RESIDENTS IN
DOWNTOWN ORLANDO



9K
STUDENTS IN DOWNTOWN
ORLANDO CREATING A
STRONG PIPELINE FOR
EMPLOYEE TALENT



\$4.4B
CURRENT DOWNTOWN
DEVELOPMENT

ALL THIS AT YOUR DOORSTEP



KIA CENTER

- Orlando Magic
- Orlando Solar Bears
- Concerts / Performances
- Private events
- E-Gaming Tournaments
- More than 150 Ticketed Annual Events



INTER&CO STADIUM

- Orlando City Soccer (MLS)
- Orlando Pride (NWSL)
- International matches
- 30 MLS/NWSL Games



DR. PHILLIPS CENTER FOR THE PERFORMING ARTS

- Concerts / Performances
- Off-Broadway Shows



HIGHER EDUCATION CAMPUSES

- UCF Downtown Campus
- Florida Interactive Entertainment Academy
- Starter Studio Business Accelerator
- Valencia College Campus
- 8,000+ Students



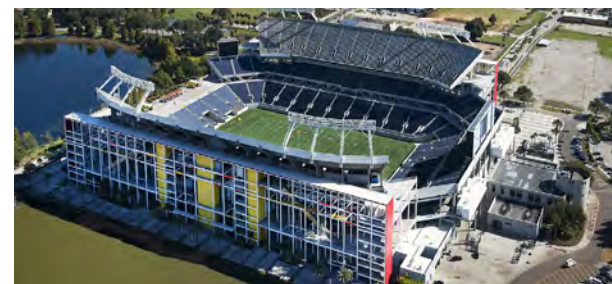
BRAND NEW LIVE EVENT VENUE

- Over 200 events per year
- 3,500 capacity



CREATIVE VILLAGE

- Education and technology cluster in a transit oriented development
- Home to University of Central Florida Downtown campus
- EA Sports Eastern Headquarters



CAMPING WORLD STADIUM

- 3 annual College Bowl games
- 65,000 capacity and over 29 annual events
- Hosted 2024 NFL Pro Bowl

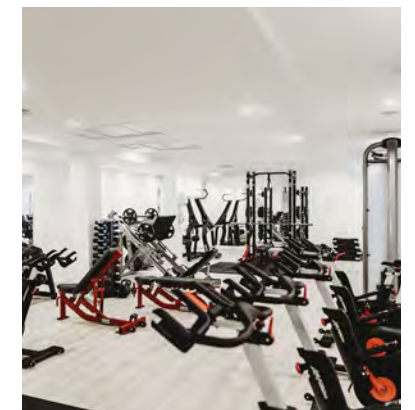
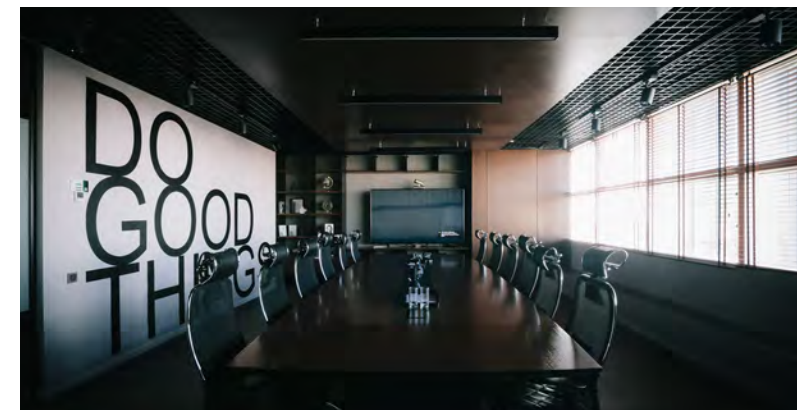


UNDER I-4

- Programmed recreational park & event space under I-4

UNIQUE TENANT PERKS

- Cross-marketing opportunity with exciting, next-generation entertainment and food and beverage tenants
- Ability to be marketed on project signage to a projected 3.4 million visitors per year, 135,000 vehicles per day on I-4, and a national audience during televised events
- Advanced mobility center on ground floor of parking garage including dedicated ride-share drop-offs



THE TENANT EXPERIENCE

BUILDING AMENITIES

- 6,000 SF rooftop sport court/signature event space
- Tenant Lounge
- Outdoor terrace
- Fitness Facility with locker rooms
- Wifi included

UNPRECEDENTED SIGNAGE OPPORTUNITY

- Marquee Building top signage available
- I-4, Plaza, Rooftop tenant identity signage

ON-SITE PROPERTY MANAGEMENT

ORLANDO MAGIC & SOLAR BEARS WILL BE CO-TENANTS

URBAN LIVING ROOM / LIFESTYLE RETAIL

- 1.5 Acres of flexible green space
- 125,000 SF of best in class food & beverage/entertainment-focused retail with ~10 distinct restaurants

MOST EFFICIENT FLOOR PLATES IN THE CBD

A WIDE VARIETY OF MEETING & CONFERENCE SPACES

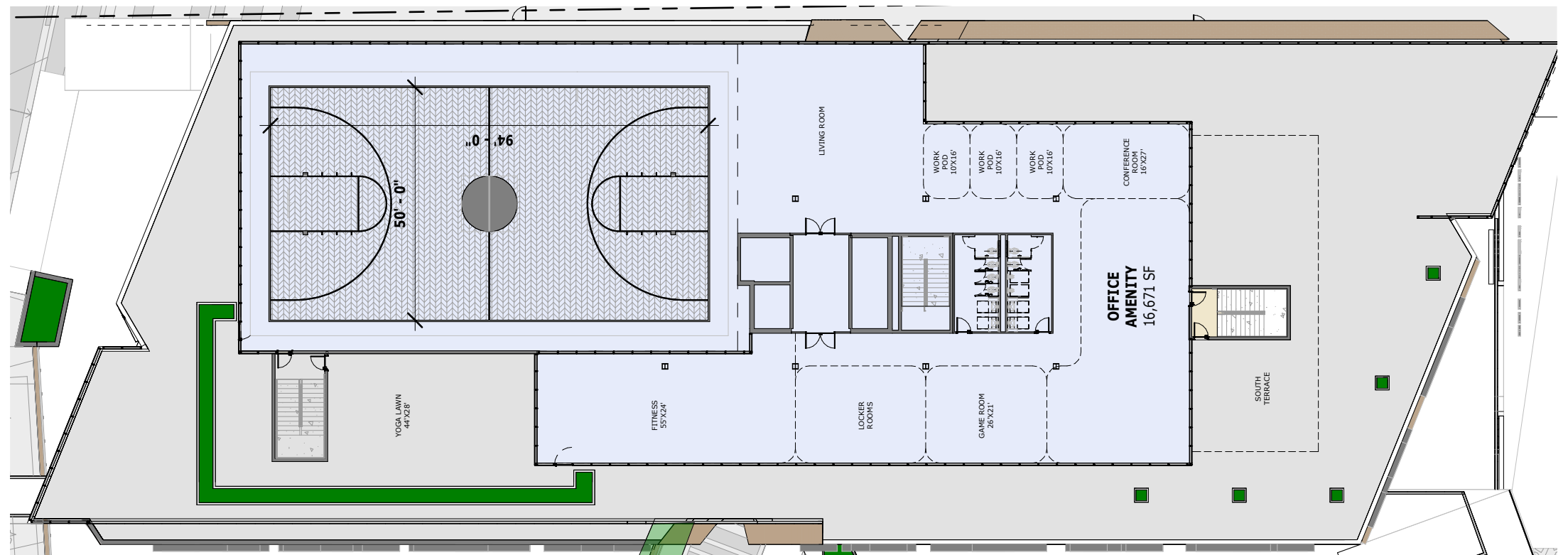
- Office rooftop amenity - 6,000 SF with 400 person seated banquet capacity
- Hotel – 16,000 SF including 600 person seated banquet capacity
- Live Event Venue – 1,000 person seated banquet or 1,900 person “TED talks” capacity

ADJACENT TO PUBLIC TRANSPORTATION OPTIONS

- SunRail and Brightline connect Downtown Orlando with greater Central Florida and Miami



ROOFTOP AMENITY PENTHOUSE

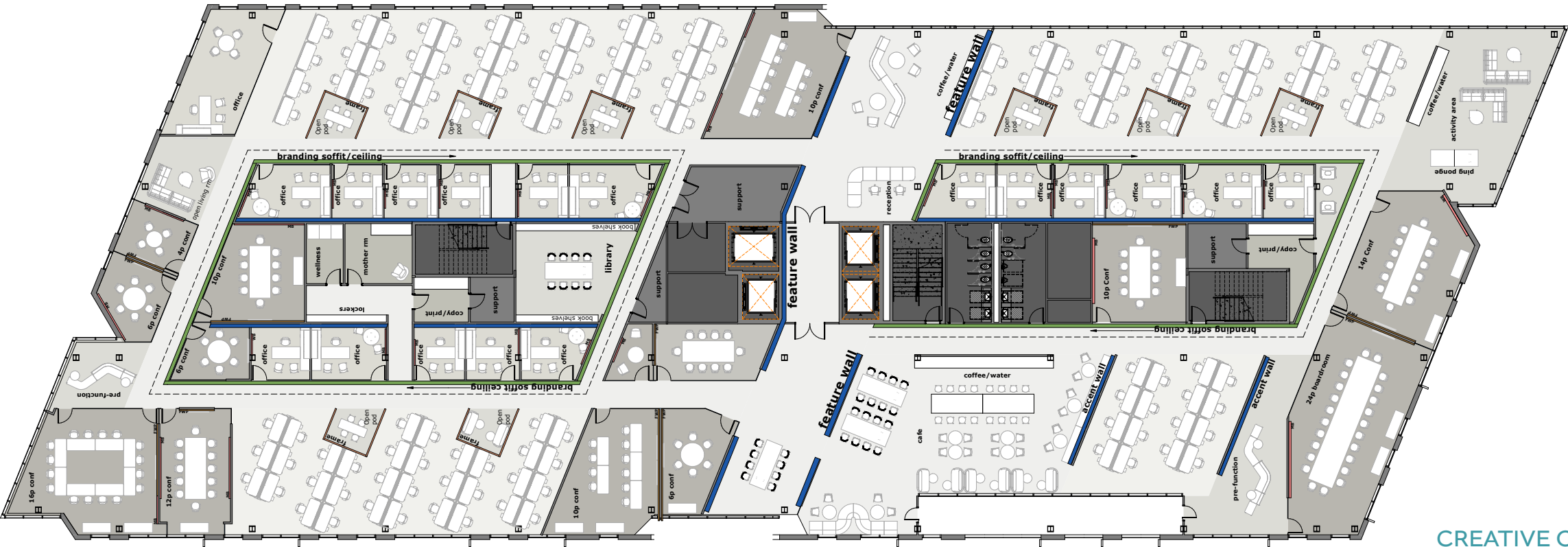


FLOOR PLANS

SINGLE TENANT OPTIONS



TRADITIONAL OFFICE



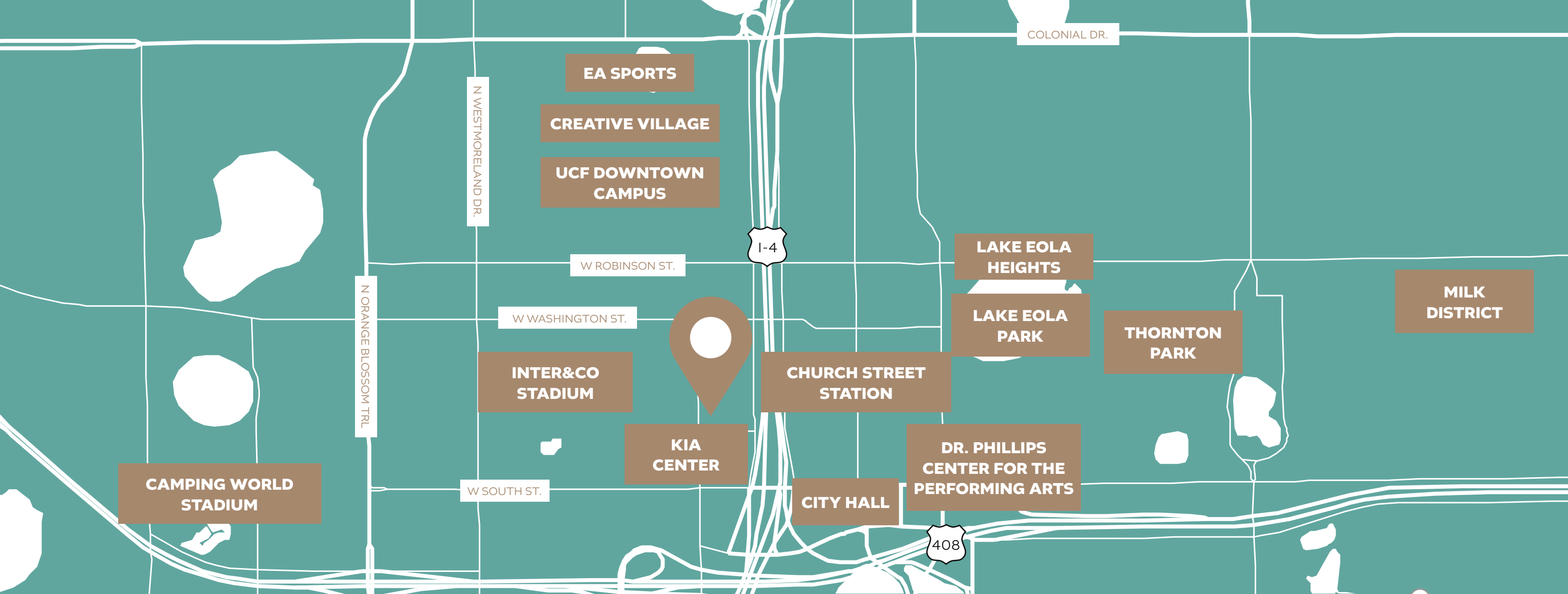
CREATIVE OFFICE

FLOOR PLANS

MULTI-TENANT OPTIONS

MULTI-TENANT OPTIONS





IDEALLY LOCATED

IN DOWNTOWN ORLANDO

- Located in the heart of downtown, home to world-class professional sports (including the Orlando Magic and Orlando City Soccer), entertainment, and special events
- Immediately adjacent to the 20,000 capacity Kia Center and one block from the 25,000 capacity Inter&Co Stadium
- Large, growing downtown millennial population
- Only 3 blocks from the new University of Central Florida campus with approximately 8,000 students in Downtown Orlando

KEY DOWNTOWN TENANTS





PROJECT SCHEDULE



PRECON WORK
CURRENTLY
UNDERWAY



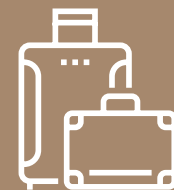
DESIGN
CURRENTLY
UNDERWAY



**GROUND
BREAKING**
LATE 2024



**RETAIL AND
LIVE EVENTS VENUE**
2026



HOTEL
2026



OFFICE
2026



APARTMENTS
2027

ABOUT THE TEAM



JMA is a full-service commercial real estate development and investment firm headquartered in San Francisco with offices and teams across the United States. Founded in 1986, our partners and leadership team have extensive experience in acquiring and developing famed historic buildings, hotels and resorts, office campuses, sports entertainment facilities, recreation, and more.

With over 50 transactions executed and 20 additional projects in the current portfolio, JMA has partnered with some of the most reputable financial partners and asset brands.

PAST RELEVANT EXPERIENCE



DOWNTOWN COMMONS

Redevelopment of the former Westfield Downtown Plaza in downtown Sacramento into Downtown Commons (“DoCo”), a 1,000,000 SF mixed-use development surrounding Golden 1 Center, home to the NBA’s Sacramento Kings.



FAIRMONT HERITAGE PLACE

Ghirardelli Square is a world-renowned national historic landmark sitting on one of the most coveted waterfront properties in San Francisco. Transformational project given landmark designation of the site and change in tenant mix from tourist centric to high-end.



BATTERY APARTMENTS

Ground-up development of a 278-unit Class A multifamily project in downtown Phoenix, Arizona.



ANC PORTFOLIO

Acquisition and repositioning of a 439,000 SF class A & B office portfolio located in the Green Valley master-planned community of Henderson, NV.



SED Development, LLC (“SED”), owned by the DeVos family, owns the 8.5 acres of land adjacent to the Kia Center in downtown Orlando. SED has entered into a joint venture with JMA and Machete Group to develop this land into the Orlando sports and entertainment district, the upcoming mixed-use development in downtown Orlando.



MACHETE GROUP is an advisory firm providing venue development, transactional, and organizational strategy services to industry-leading clients in sports, entertainment, and real estate development.

With our background as sports and entertainment executives, as well as venue developers and operators, we have a lengthy track record of successful execution and extensive knowledge of complex customer-facing operations, product development, branding, and strategic partnerships.



KIA CENTER
Orlando, FL



BSE GLOBAL HQ
Brooklyn, NY



BARCLAYS CENTER
Brooklyn, NY



CHASE CENTER & THRIVE CITY
San Francisco, CA



INDUSTRY CITY
Brooklyn, NY



THE ROOF @ PNCE CITY MKT
Atlanta, GA



TQL STADIUM
Cincinnati, OH



WEBSTER HALL
New York, NY

SCAN OR CLICK THE QR CODE TO VIEW
MORE PROJECT INFORMATION



FOR MORE INFORMATION:

KEVIN WILL | **407.458.5888**

KEVIN.WILL@FOUNDRYCOMMERCIAL.COM

GABE DE JESUS | **407.650.1501**

GABE.DEJESUS@FOUNDRYCOMMERCIAL.COM

MARIA LOMBARDI | **407.458.5880**

MARIA.LOMBARDI@FOUNDRYCOMMERCIAL.COM

ALEX ROSARIO | **407.540.7713**

ALEX.ROSARIO@FOUNDRYCOMMERCIAL.COM

FOUNDRY
COMMERCIAL

Although the information contained therein was provided from sources believed to be reliable, Foundry Commercial makes no representation, expressed or implied, as to its accuracy and said information is subject to errors, omissions or changes.

