

OWA

# LEASING KIT



NEW IN 2020!

PHASE II

\$100+ MILLION EXPANSION

BIG WATER  
JUST GOT EVEN  
BIGGER!

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A WORLD CLASS  
FAMILY DESTINATION BY





# WHAT IS OWA?

OWA (oh-wah) is a 520-acre destination just 10 miles from the beach. At 14 acres, The Park at OWA is one of the largest amusement parks in Alabama and the only nearby option for serious thrill seekers in a four-state area: Louisiana, Arkansas, Mississippi and Alabama.

The 14-acre lake and 1.5-acre island are the centerpiece of Downtown OWA and the inspiration for the resort's name. The translation for OWA means "big-water" in Muscogee Creek, the native language of the Poarch Band of Creek Indians, who created this destination.

Also located within OWA's 520 acres is Foley Sports Tourism Complex, a \$40 million multiplex with 16 state-of-the-art outdoor fields, one of which is a championship field equipped with TV-ready lighting, press box and seating for up to 1,000. Adjacent to the fields is a 90,000-sq. ft. indoor events center.

Something feels familiar while walking OWA's pedestrian-only streets filled with retail, dining and entertainment options. The impeccable flowers and landscaping along the streets, the welcoming scale of the storefronts, the perfect mix of places to eat, shop and make memories; every detail of this special place was inspired by beloved, small Southern towns.

Just beyond this streetscape is the roaring, splashing and cheering of an amusement park equally as impressive in its combination of the new and the timeless. The Park at OWA has drawn on the tradition of beach-oriented amusement parks and brought it up to date with 23 state-of-the-art, family-friendly rides, including a new indoor dark ride and an expansive interactive splash pad.

And the resort just keeps growing with recent additions such as Paula Deen's Family Kitchen, Lucy's Retired Surfers Bar & Restaurant, and Legends in Concert (the #1 tribute show on the Las Vegas strip). Keep an eye out for new expansions currently under construction, including an indoor water park, second hotel and luxury RV Park.

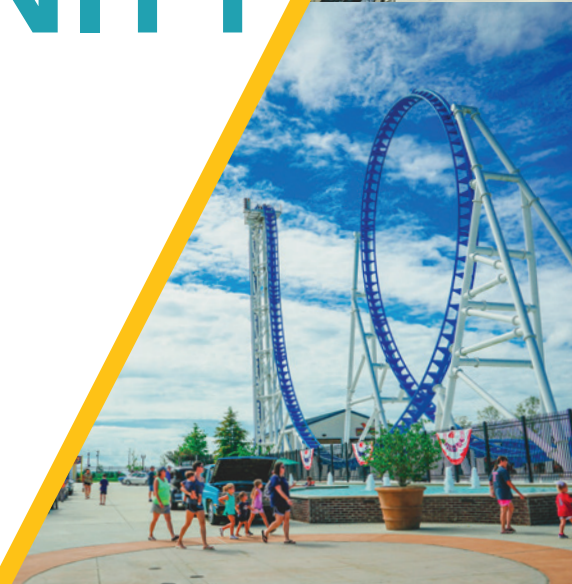


# OWA: THE OPPORTUNITY AT A GLANCE

**OWA** is over 520 acres of award-winning destination fun including The Park at OWA with 23+ signature amusement park rides and new Wacky Waters splash pad; Downtown OWA's admission-free streetscape of dining, retail and entertainment; a signature TownePlace Suites by Marriott hotel; state-of-the-art sports complex, and continued growth as far as the eye can see.

**FOLEY BEACH EXPRESS** connects the strengths of a popular shopping hub, the historic town of Foley, and Coastal Alabama's world-class beaches providing ease of access to OWA. The resort location offers key visibility and connectivity to locals, vacationers and sports-related visitors.

**COASTAL ALABAMA** is the state's #1 tourism destination and #1 market for incoming business development. Its cities are comprised of Foley, Gulf Shores, and Orange Beach.  
(Source: SmartAsset)





# COASTAL ALABAMA ACCOLADES

- 1 #1 Tourism Destination in Alabama (*AlabamaTourism.gov*)
- 2 Our southern tourist area accounts for more than one-third of all travel expenditures in the State of Alabama (*Alabama Department of Tourism and Travel*)
- 3 49% increase in population growth since 2000 (*U.S. Census Bureau*)
- 4 Alabama's fastest growing county by population growth (*U.S. Census Bureau*)
- 5 Leader in incoming migration for state of Alabama with over 100+ people moving to Baldwin County each week (*PARCA*)
- 6 Top 10 "Best Small MSAs for Job Growth" (*New Geography*)
- 7 One of "The Best Small Places for Businesses & Careers" (*Forbes*)
- 8 #1 for Incoming Business Development in Alabama for 4th year in a row (*SmartAsset*)
- 9 Alabama's leader in economic complexing (*Brooking*)
- 10 #1 in Alabama for "Workforce Talent Attraction" for 3 years in a row (*EMSI*)

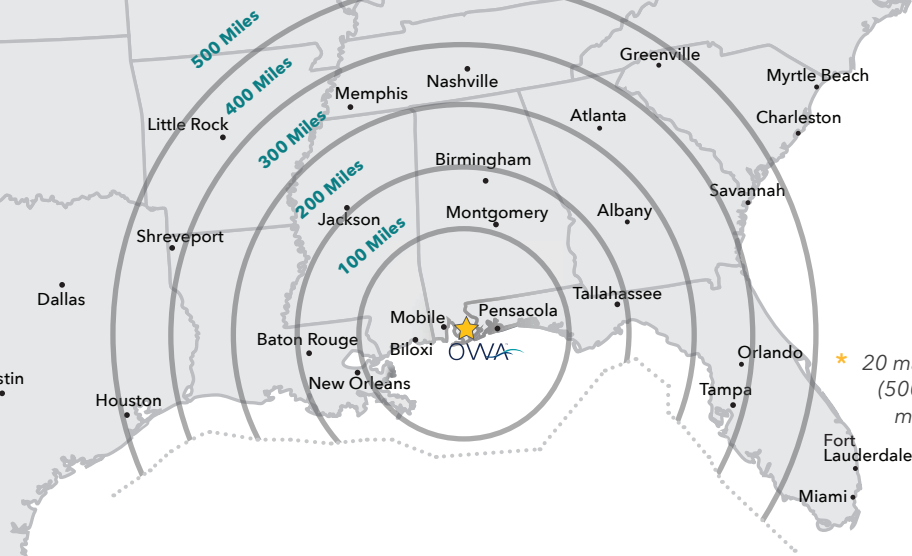




# OWA ACCOLADES

- 1 Best Place for Kids to Have Fun  
(*Best of Baldwin*)
- 2 Best Beach Venue for Amusement  
Park Rides (*Best of Baldwin*)
- 3 Media coverage:  
Christmas and Halloween celebrations rivaling  
largest along the coast
- 4 IAAPA Top 3 Hiring Programs  
in the World
- 5 IAAPA International Ride Safety
- 6 2019 Baldwin Heart Walk Top  
Fundraising Company





★ 20 major metro areas are within a day's drive (500 miles) of OWA—and are the primary feeder markets for our area's 6.8 million annual visitors.

# FOLEY, ALABAMA PROJECT SITE

Within minutes of Gulf Shores beaches and the nearby cities of Mobile and Pensacola, the City of Foley attracts more than six million tourists annually and has a high demographic area that has long been concealed. Home to high income, well-educated adult professionals and within 50 miles of seven universities and nine community colleges, Foley has long needed a facility to entertain the local community and visitors. Foley is also conveniently located between two major airports in Pensacola, FL and Mobile, AL, as well as connected to the I-10 and I-65 corridor, making travel access easy for visitors.

OWA provides the much-needed entertainment, sports, shopping and meeting space to meet the demands of its community and visitors. While the tourism numbers have grown exponentially, retail, dining and entertainment opportunities for this region historically had not prior to OWA. OWA is ideal to meet the entertainment and retail needs of visitors and locals alike. Supported by the Poarch Band of Creek Indians, OWA is guaranteed to continue its rapid growth with news-making expansions, additions and announcements.

## CITY OF FOLEY HIGHLIGHTS

- 46% increase in tourism to 6.8 million visitors annually since 2010
- Average \$600 million annually in retail sales
- Alabama retail sales estimated \$90 billion in 2018
- Visitors travel from within a 500-mile drive radius for overnight or day trips
- Foley/Gulf Shores tourists report an Average Household Income of \$93,000 per year and enjoy a longer length of stay
- Located only seven miles North of Gulf Shores and Orange Beach, AL





# COMPARABLE TOURIST MARKETS

- Visitor spending in the last year was up 8.5% to \$3.5 billion in retail, dining and entertainment alone.
- More than 79% of visitors returned to the area in four out of the last five years and 96% of travelers surveyed would likely return to the Gulf Shores/Orange Beach area again to visit (*baldwineda.com*)
- Whether in town for work or play, guests will bring their families to enjoy the adventures and southern hospitality that await them at OWA!
- Coastal Alabama was previously lacking family entertainment, such as in Destin, FL, Myrtle Beach, SC and Pigeon Forge, Tenn. Now, OWA fills the gap for family entertainment along Coastal Alabama.

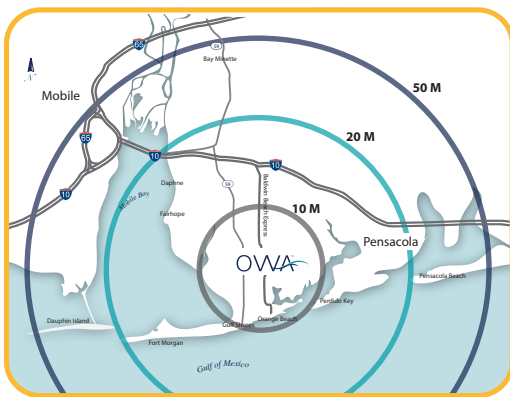
	FOLEY / GULF SHORES, AL	DESTIN, FL	MYRTLE BEACH, SC	PIGEON FORGE, TN
Annual Tourist Visitors*	5.8	4.2	16.1	10.5
Food & Beverage Spend	\$35*	\$25*	\$28*	\$14*
Entertainment/Attractions Spend	\$19*	\$19*	\$21*	\$21*
Retail Spend	\$24*	\$39*	\$25*	\$19*
Total RDE Spend	\$78*	\$83*	\$74*	\$54*
All Other Spend	\$58*	\$64*	\$64*	\$32*
<b>Total Vacation Spend</b>	<b>\$136*</b>	<b>\$147*</b>	<b>\$138*</b>	<b>\$86*</b>
Average Group Size	4.6	2.9	4	4.6
Average Length of Stay	5	5.4	5	4.5
Average Age	43	46	51	N/A
Average HHI (000s)	\$93	\$89	\$66	N/A

\* (Per Person, Per Day) — Source: Integrated Insights Feasibility Study  
\*2014

# RESIDENT DEMOGRAPHICS

## DISTANCE FROM FOLEY CENTER

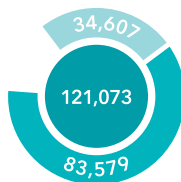
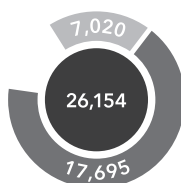
0 - 10 MILES    0 - 25 MILES    0 - 50 MILES



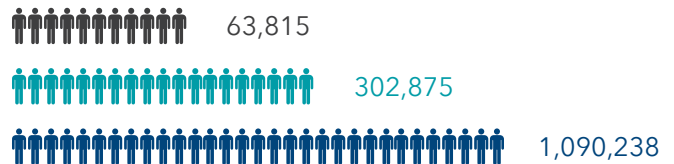
Total Households: 26,154  
Family Households: 17,695  
Households with 1 or more children: < 7,020

Total Households: 121,073  
Family Households: 82,579  
Households with 1 or more children: < 34,607

Total Households: 425,579  
Family Households: 286,104  
Households with 1 or more children: < 128,914



## POPULATION



## MEDIAN AGE



## AVERAGE HOUSEHOLD AGE



## OWA'S PRIMARY DAY CUSTOMER

Men and Women 18 - 34  
Households With Kids Under 18  
Married  
Households With Incomes of \$35,000 - \$99,999

## THE PARK AT OWA'S SEASON PASSHOLDER

Female  
Married  
Age 35 - 54  
4+ children  
Income of \$100,000  
Single Family Homes of \$150,000 - \$250,000

**OVER 40% OF THE PARK'S  
PASSHOLDERS LIVE IN BALDWIN  
COUNTY, AND OVER 70% OF  
PASSHOLDERS COME FROM AL  
AND THE NEIGHBORING STATES.**



# AMENITIES

## PHASE 1

- Broke ground on Nov. 6, 2016
- Opened amusement park on July 21, 2017
- Phase I Investment (Completed)
  - Poarch Band of Creek Indians (Amusement Park, Downtown, Infrastructure): \$241 million
  - State of Alabama (private road expansion): \$30 million
  - City of Foley (Sports Field/Event Center): \$88 million



### DOWNTOWN OWA

Southern streetscapes—pedestrian-friendly—featuring a dynamic combination of 154,000 square feet of interior retail, dining and entertainment space. Notable brands include Legends in Concert, Paula Deen's Family Kitchen and Lucy's Retired Surfer's Bar & Restaurant.



### THE PARK AT OWA

14-acre themed amusement park with 23 attractions, including a major roller coaster, brand new indoor dark ride, and an expansive splash pad.



### LUXURY ACCOMMODATIONS

150-room, award-winning TownePlace Suites by Marriott hotel is located only steps away from Downtown OWA and enjoys a stable, year-round occupancy rate.



### LAKE

14-acre centerpiece offering interactive fountain shows nightly and island amphitheater ideally suited for outdoor concerts and events.



# SPORTS



## SPORTS COMPLEX

16-field outdoor sports complex including TV-ready championship field with stadium seating.



## EVENTS CENTER

90,000 +/- sq. ft. indoor events center steps away from OWA's TownePlace Suites by Marriott.



## 51 MAJOR SPORTS EVENTS HOSTED ANNUALLY

64 already booked for 2020; large-scale events held include NJCAA Div I Women's Soccer Championship, Sun Belt Conference Women's Soccer Championship, NIRSA National Soccer Championships, Archery Shooters' Association Hoyt Archery Alabama Pro/Am, Southern Coast Cup, Southern Shootout and Bama Beach Bash.



## COMPETITIVE SPORTS

Volleyball, pickleball, basketball, futsal, gymnastics, cheer, soccer, lacrosse, ultimate frisbee, golf, bowling, football, robotics, wrestling, grappling, archery and more.



## WIDE RANGE OF LEVELS

Club, individual, high school, middle school, junior, college, elementary school and senior





# THE FUTURE OF OWA

## PHASE 2

- Phase II Investment
  - \$100 million (actively underway)
- Total capital investment upon completion: \$500+ million



### INDOOR WATER PARK

100,000+ square foot glass freestanding indoor water park, currently under construction.  
Anticipated Opening Early Spring 2022

## PLANNED ADDITIONS



### RESORT HOTEL

Second resort style hotel with 150 rooms attached to indoor water park.

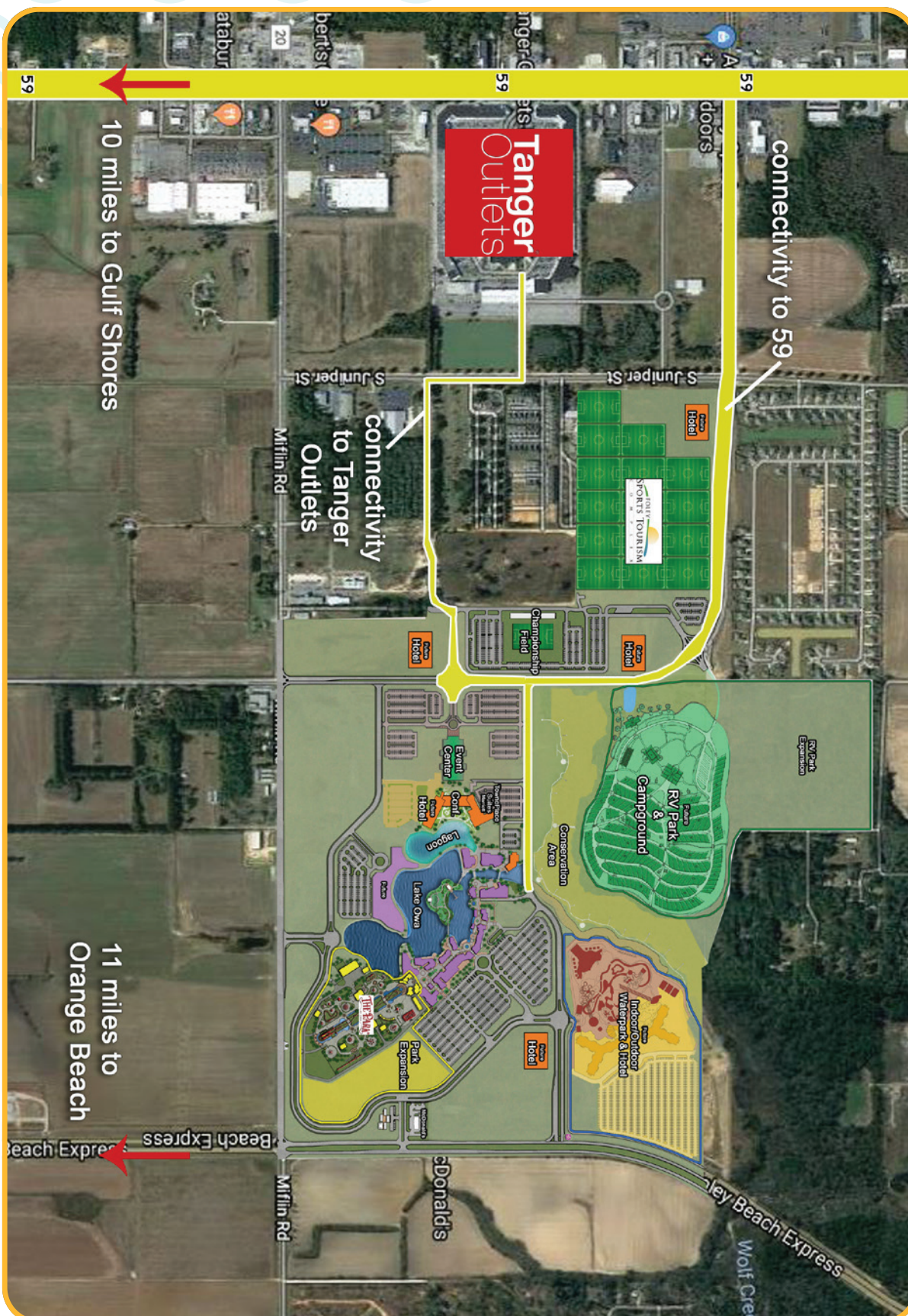


### LUXURY RV PARK

150 lot resort style RV park.

















# LEASING INFORMATION

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**AN ENTERPRISE OF  
POARCH BAND OF CREEK INDIANS**

Creek Indian Enterprises Development Authority (CIEDA) is the economic development arm of the Poarch Band of Creek Indians. CIEDA's enterprises include a broad range of industries from hotel operations to aerospace manufacturing. The construction division has been responsible for completion of more than 470,000 SF of commercial space valued at \$683 million. Nearby successful projects include Wind Creek Casino & Hotel (Atmore, AL), Creek Casino Wetumpka (Wetumpka, AL), Creek Casino Montgomery (Montgomery, AL) and current hotel construction projects in Nashville, TN, Orlando, FL, and Charlotte, NC.

