

# LEASING KIT



**NEW!**

**PHASE II  
EXPANSION**

**BIG WATER  
IS GETTING EVEN  
BIGGER!**

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A WORLD CLASS  
FAMILY DESTINATION BY





# WHAT IS OWA?

**OWA** is over 520 acres of award-winning destination fun! The translation for OWA (oh-wah) means “big-water” in Muscogee Creek, the native language of the Poarch Band of Creek Indians, who created this destination.

The resort includes **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.

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. Combined, these sports venues host more than 50 annual events!

**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)

And the resort just keeps growing with recent additions in Downtown OWA 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 and luxury RV Park!



# 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 The 11th fastest-growing metropolitan area in the United States (*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

Alabama Attraction of the Year Award  
*Alabama Department of Tourism*

2

Best Place For Kids to Have Fun  
*Best of Baldwin*

3

Best Beach Venue for Amusement Park Rides  
*Best of Baldwin*

4

Top New or Renovated Meeting Space  
*Convention South*

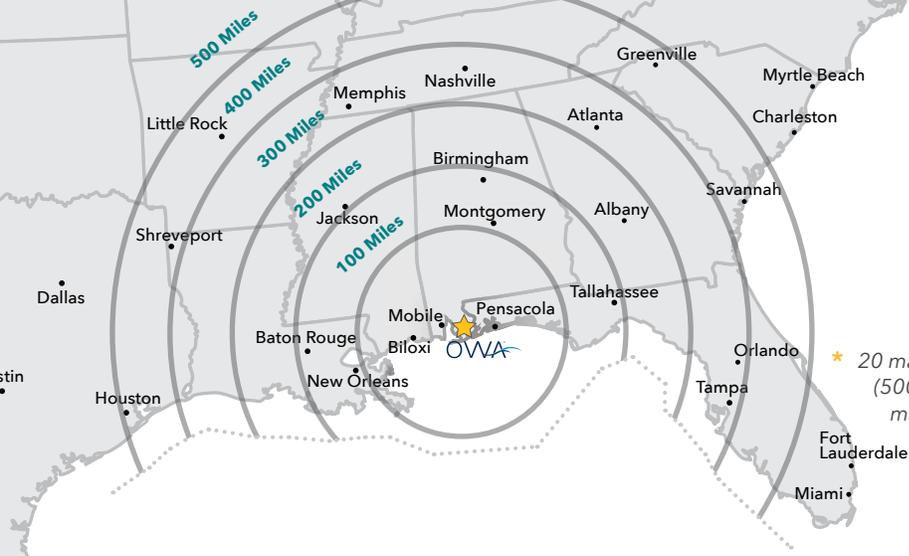
5

Top 3 Hiring Programs in the World  
*International Association of Amusement Parks*

6

International Ride Safety Award  
*International Association of Amusement Parks*





★ 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
- Top safest cities to live in Alabama (*BackgroundChecks.org, 2019*)
- Top best cities to live in America (*ChamberofCommerce.org, 2019*)



# COMPARABLE TOURIST MARKETS

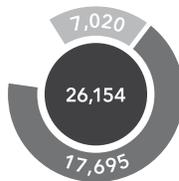
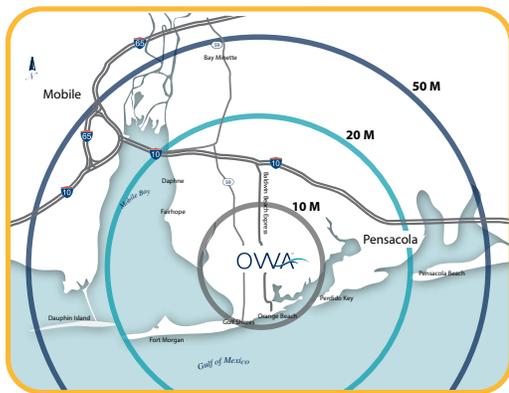
- Visitor spending in the last year was up 8.5% to \$3.5 billion in retail, dining and entertainment alone.
- More than 79% of visitors returned to the area in four out of the last five years and 96% of travelers surveyed would likely return to the Gulf Shores/Orange Beach area again to visit (*baldwineda.com*)
- 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

# RESIDENT DEMOGRAPHICS

## DISTANCE FROM FOLEY CENTER



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 ALABAMA AND THE NEIGHBORING STATES.**

# RESORT AMENITIES

## PHASE 1

- 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

Pedestrian-friendly Southern streetscapes featuring a dynamic combination of 154,000 square feet of interior retail, dining and entertainment space.



### 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.



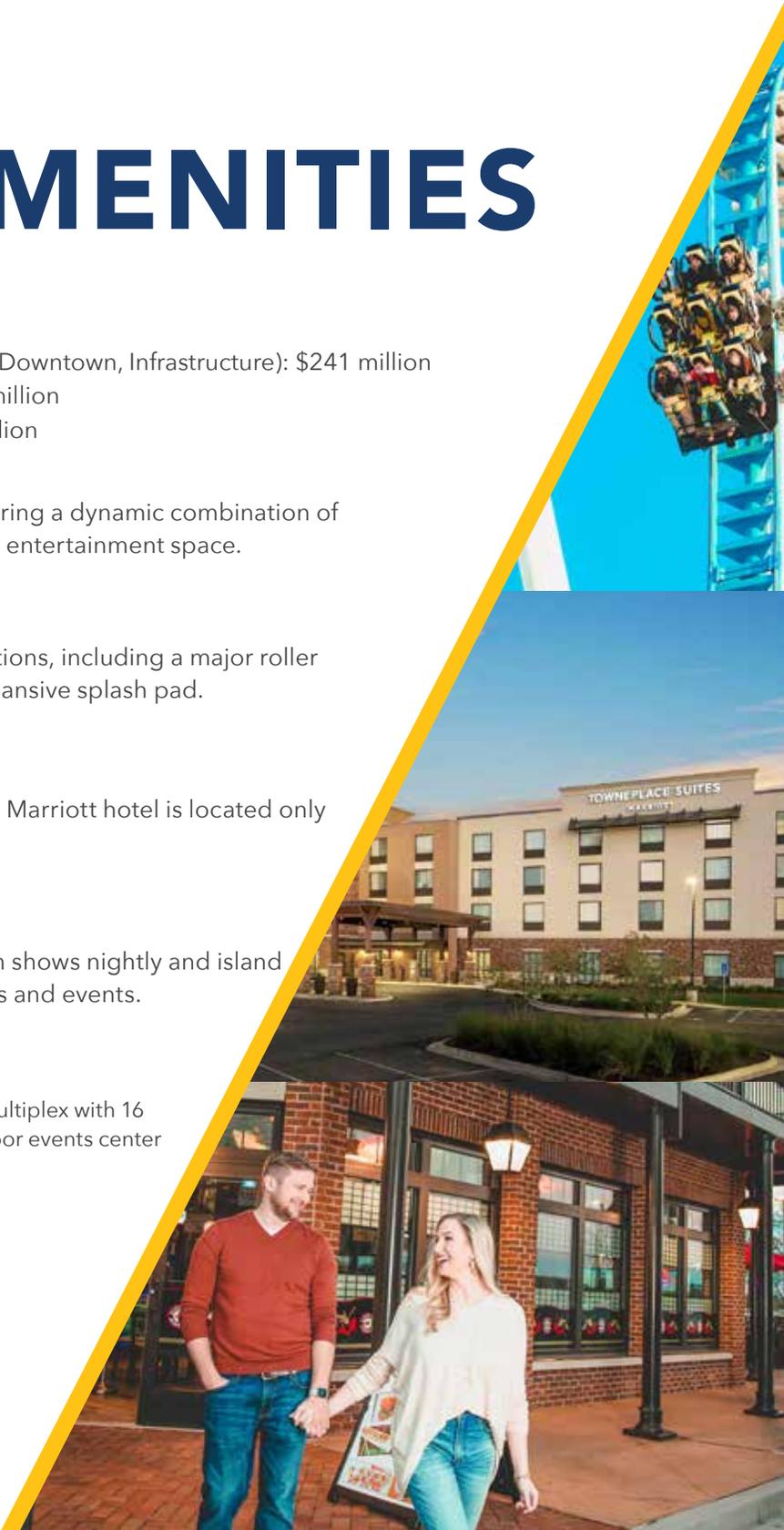
### LAKE

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



### SPORTS TOURISM FACILITIES

Owned and operated by City of Foley. A \$40 million multiplex with 16 state-of-the-art outdoor fields with a 90,000 sq. ft. indoor events center adjacent to the fields



# 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



# COMING SOON TO OWA IN 2021



## **MURDER CREEK DISTILLERY: TASTING ROOM & 'SHINE STORE**

**Opening Spring '21**

Inspired by the story of Murder Creek, their moonshine and other spirits sparkle like the creek's waters and are smoother than a calm Gulf of Mexico wave. Enjoy this unforgettable tasting experience and grab a bottle to go, too!



## **COCO'S ITALIAN ICE**

**Opening Spring '21**

Looking to cool off on those hot summer days? Coco's Tropical Ice handcrafts Italian ice and gelato in small batches in dozens of refreshing flavors. Their Ices are made fresh daily, and are dairy and gluten free. Yum!



## **EL DIABLO**

**Opening Spring '21**

Tacos and tequila? Yes, please! Enjoy delicious authentic Mexican cuisine at the newest eatery in Downtown OWA.



## **WAKE BOARD PARK & AQUA PLAY**

**Opening Early Summer '21**

Dive into Lake OWA this summer! Test your skills at our new wake boarding park or compete with friends in our inflatable obstacle courses. There is no better way to cool off!



# COMING SOON TO OWA

## PHASE 2 (ACTIVELY UNDERWAY)

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



### INDOOR WATER PARK & OUTDOOR WAVE POOL WITH FLOWRIDER

Currently under construction. Anticipated Opening Spring 2022



### RV RESORT

190-Lot Good Samaritan Rated 10/10/10 resort with amenities.  
Currently under construction. Anticipated Opening Spring 2022







- CURRENT TENANTS**
1. Legends In Concert (Entertainment)
  2. Paula Deen's Family Kitchen (Food)
  3. Clash eSports Center (Video Gaming)
  4. Native Treasures (Shop)
  5. Body Tune Plus (Shop)
  6. The Spice & Tea Exchange (Shop)
  7. Trattoria Pizza & Italian (Food)
  8. Auntie Anne's (Food)
  9. Cinnabon (Food)
  10. Murder Creek Moonshine (Bar)
  11. Lucy's Retired Surfer's Bar (Food & Bar)
  12. Coco's Italian Ice (Food)
  13. Alvin's Island (Shop)
  14. Brandon Styles Theater (Entertainment)
  15. Sweet Tooth at OWA (Candy Shop)
  16. El Diabolo (Food & Bar)
  17. Crest Le Vine Wine Bar & Shop (Bar)
  18. Sassy Bass: Amazin' Grill (Food)
  19. Fairhope Soap Company (Shop)
  20. Sushi Co. (Food)
  21. Groovy Goat (Food & Sports Bar)
  22. Arcade at OWA (Arcade Gaming)
  23. Hershey's Ice Cream (Ice Cream)

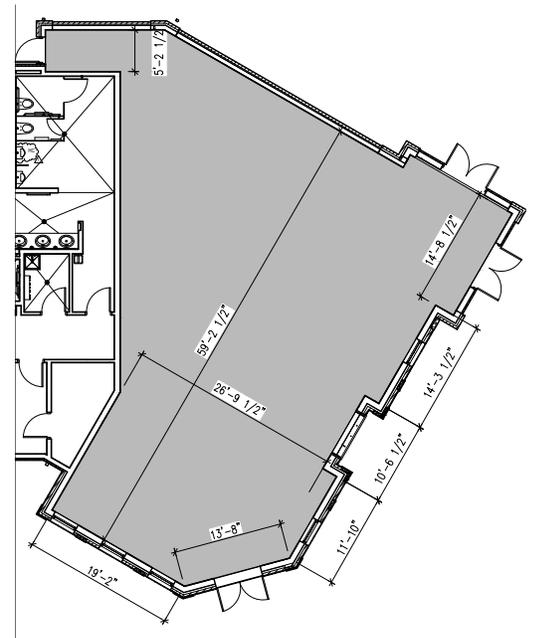
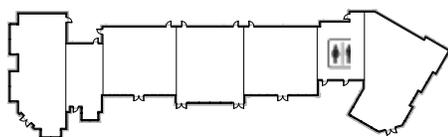


# AVAILABLE SPACES MOVE-IN READY! AS OF 2/19/21

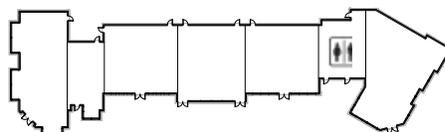
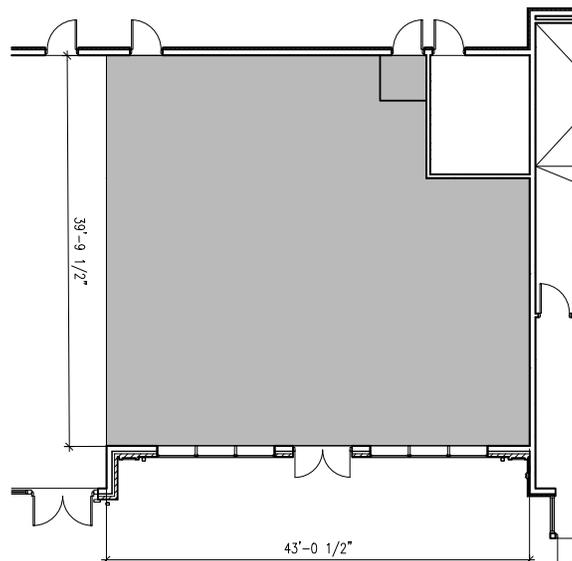
Are you ready to make OWA your business' new home?  
Pick out your spot and let's schedule a tour!

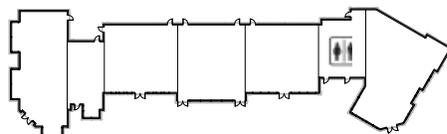
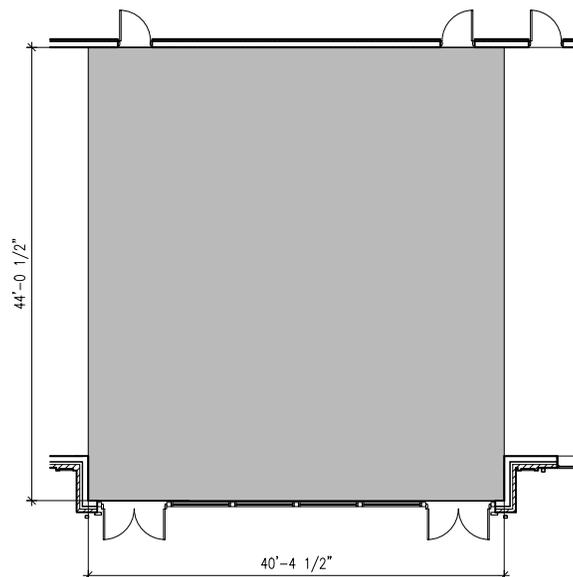
All available spaces are in a "white box" condition with concrete floors and have primed and painted sheet rock demising walls.

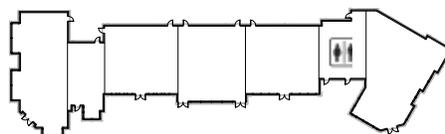
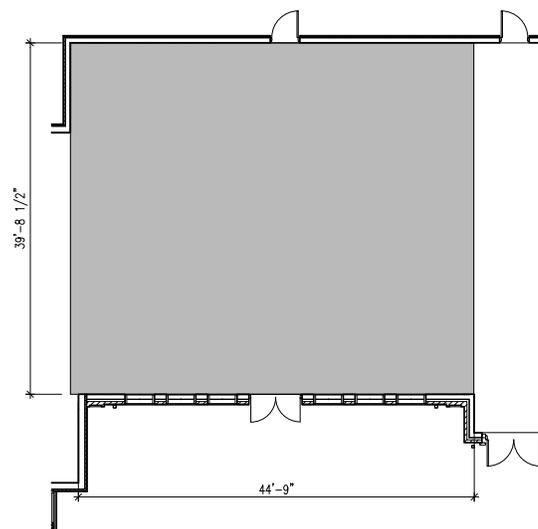
**100-A • 2,515 SF**  
Partially conditioned

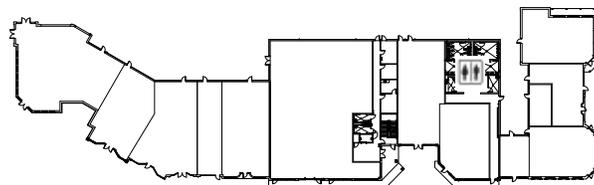
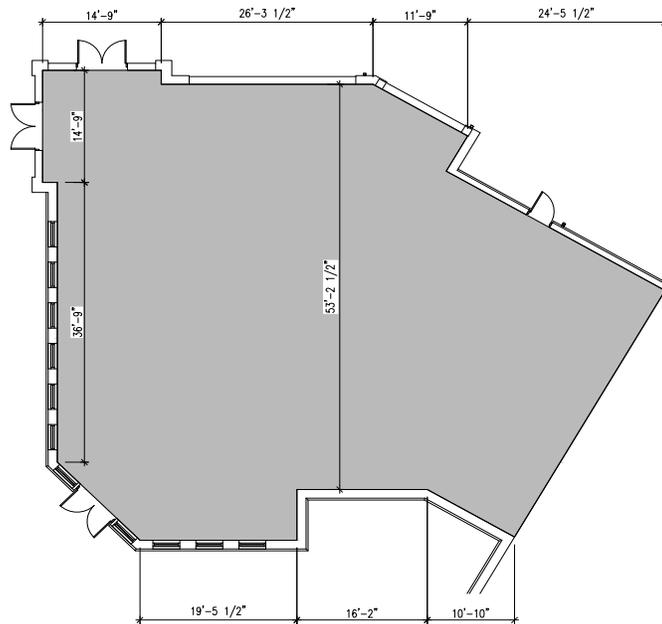


100-B • 1,674 SF  
Conditioned

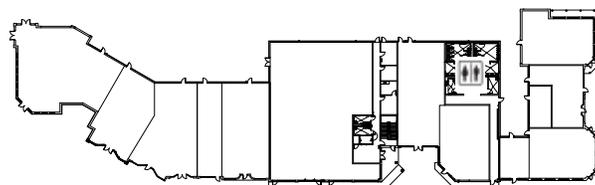
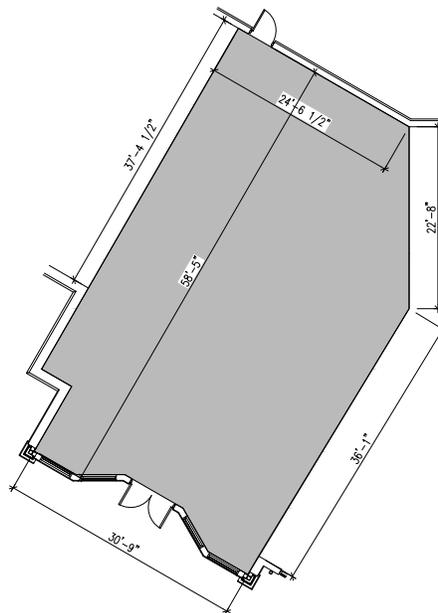




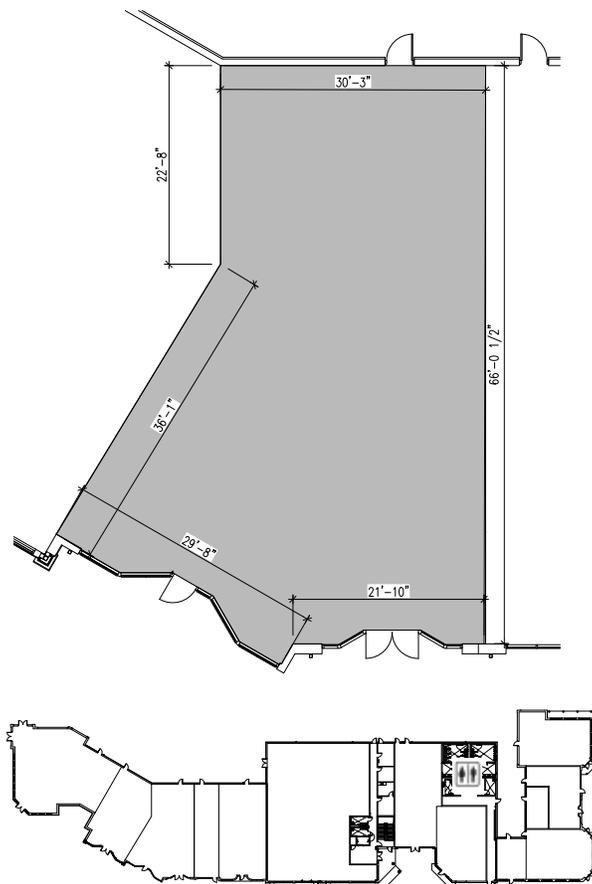


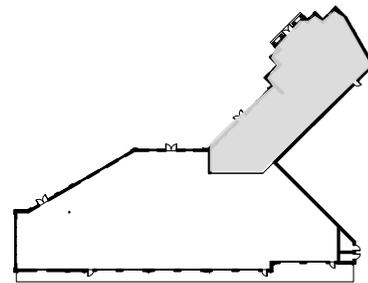
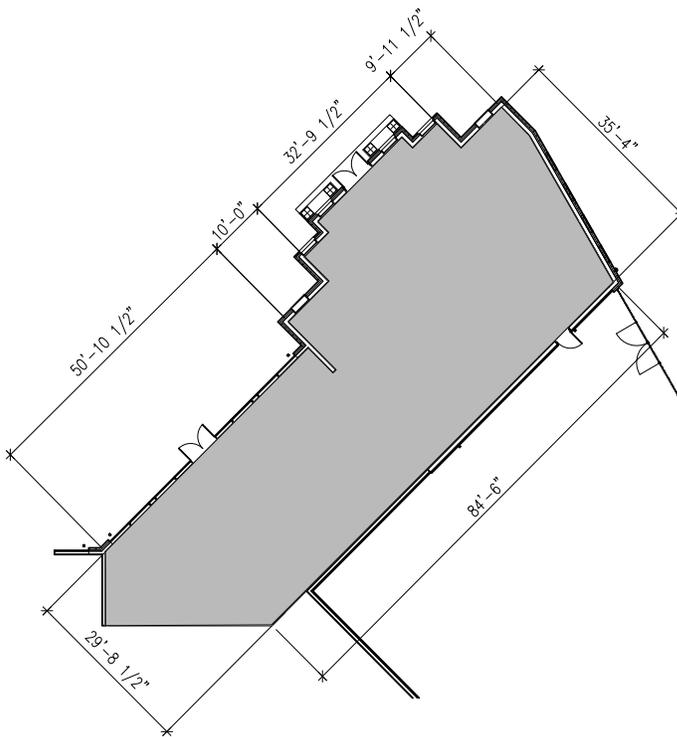


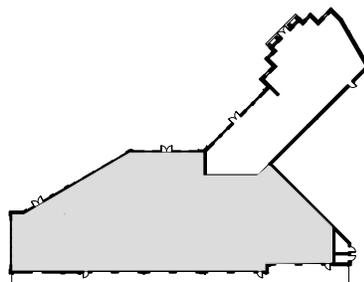
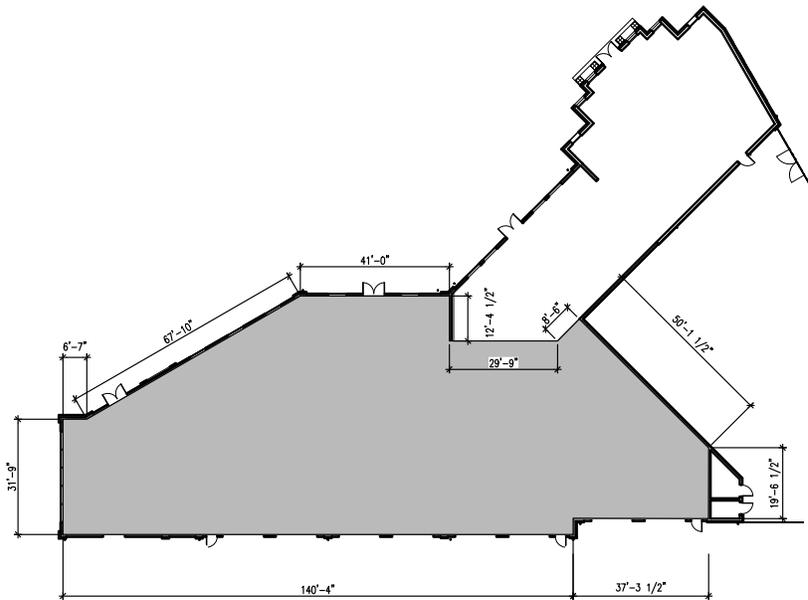
101-B • 2,033 SF  
Conditioned

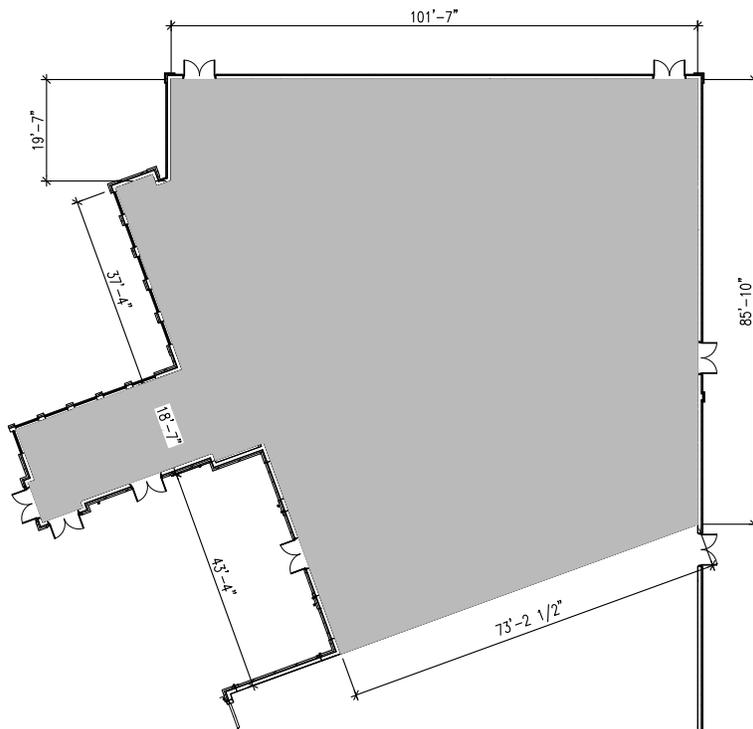


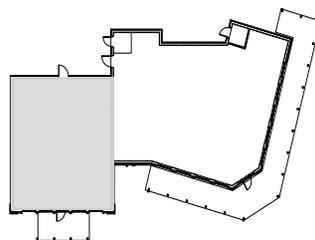
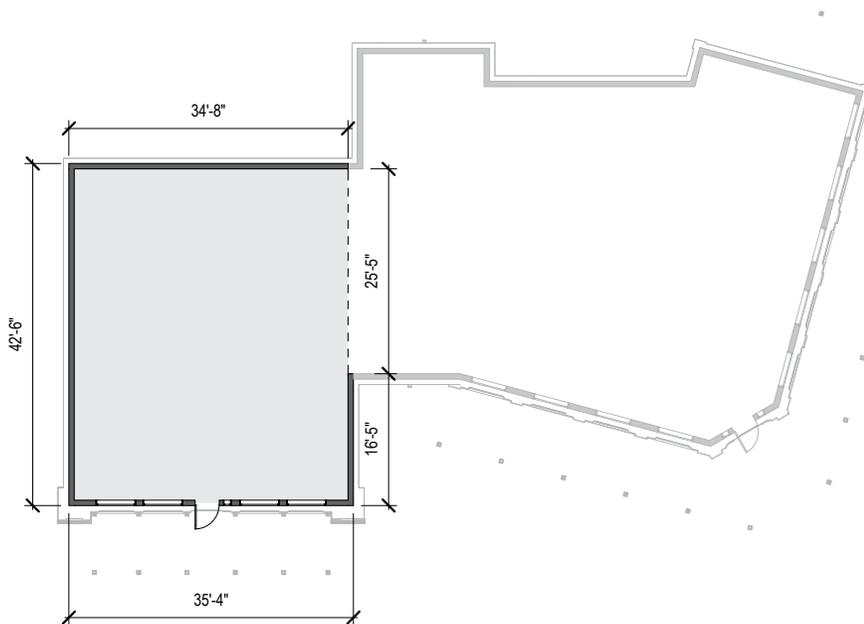
101-C • 2,385 SF  
Conditioned

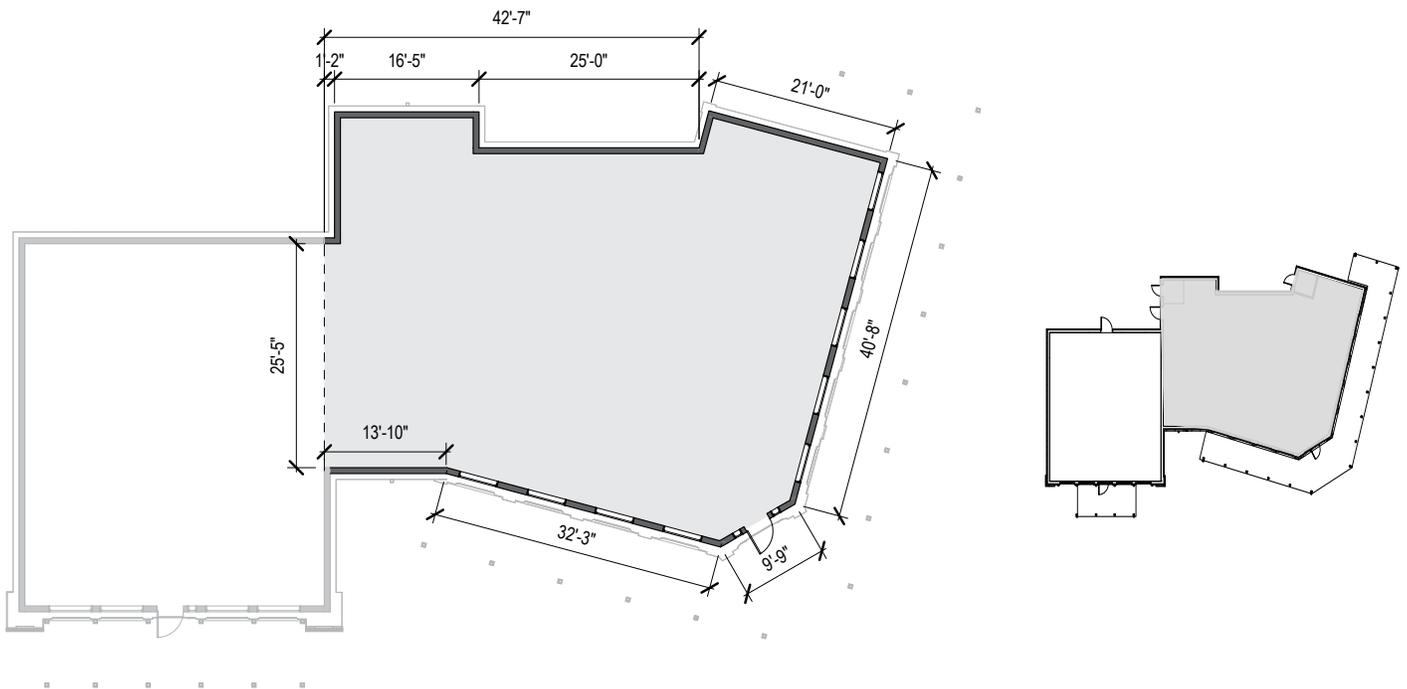




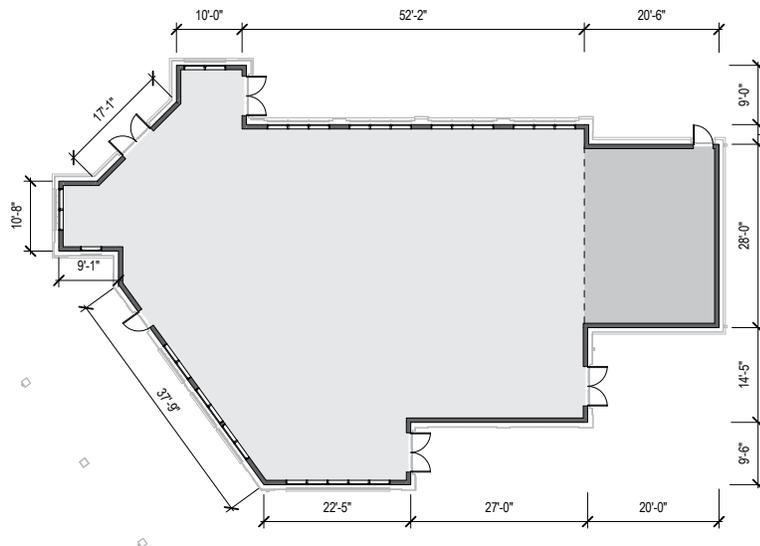








202 • 4,290 SF  
Partially conditioned





# 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.

