

OUTPARCEL OPPORTUNITY

1.25 ACRES | US HIGHWAY 98/30A WALTON COUNTY, FL



Silver Sands
Outlet Mall

Gulf of Mexico

SITE

Legendary
Senior Living

MATTRESS
FIRM

Ponte de Leon Street

US Highway 98/30A | 45,000 Cars/Day



MACALLAN
REAL ESTATE

1642 Powers Ferry Road SE | Suite 250 | Marietta, GA 30067 | 404.647.4999 | www.macallanre.com

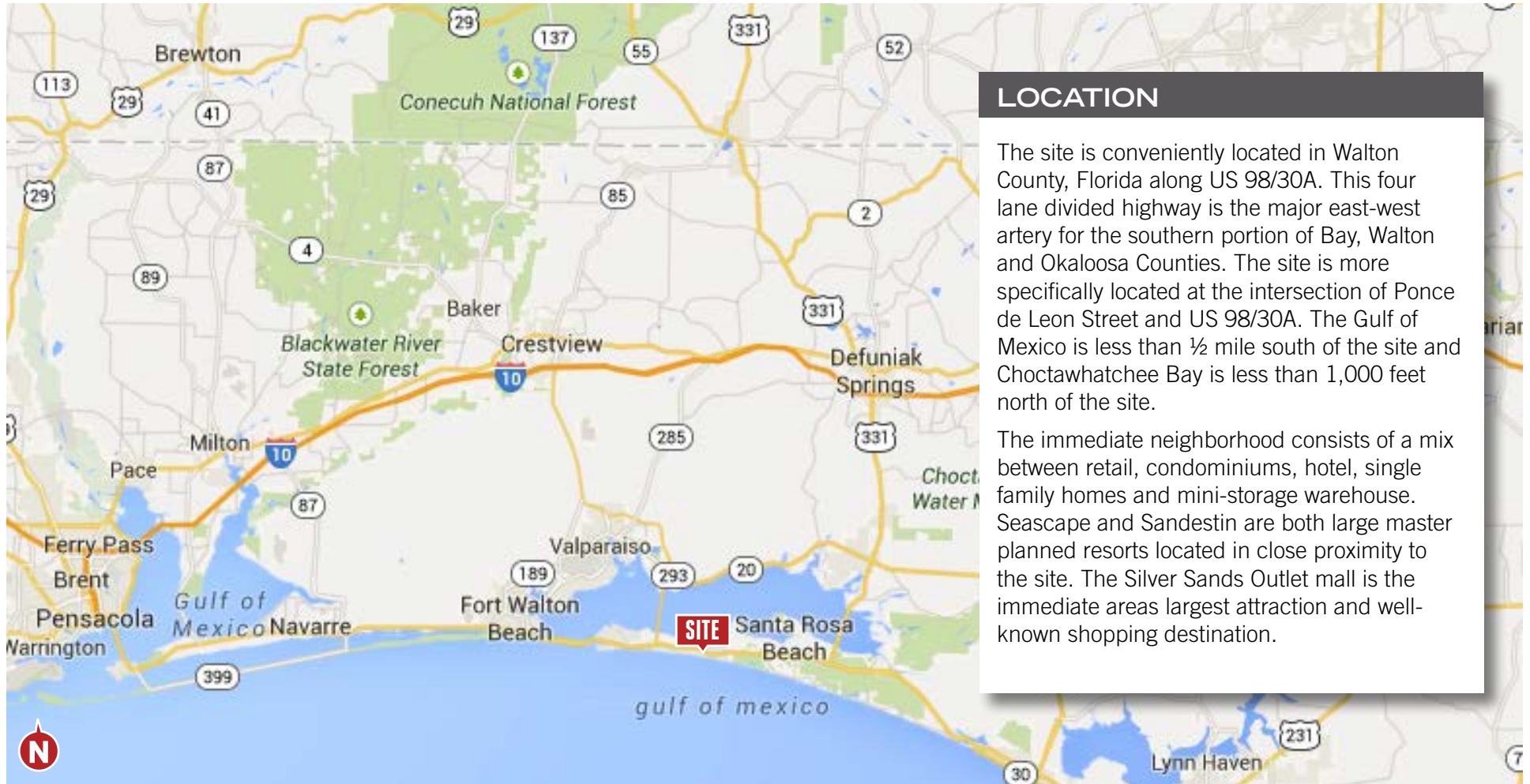
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LOCATION

The site is conveniently located in Walton County, Florida along US 98/30A. This four lane divided highway is the major east-west artery for the southern portion of Bay, Walton and Okaloosa Counties. The site is more specifically located at the intersection of Ponce de Leon Street and US 98/30A. The Gulf of Mexico is less than ½ mile south of the site and Choctawhatchee Bay is less than 1,000 feet north of the site.

The immediate neighborhood consists of a mix between retail, condominiums, hotel, single family homes and mini-storage warehouse. Seascape and Sandestin are both large master planned resorts located in close proximity to the site. The Silver Sands Outlet mall is the immediate areas largest attraction and well-known shopping destination.



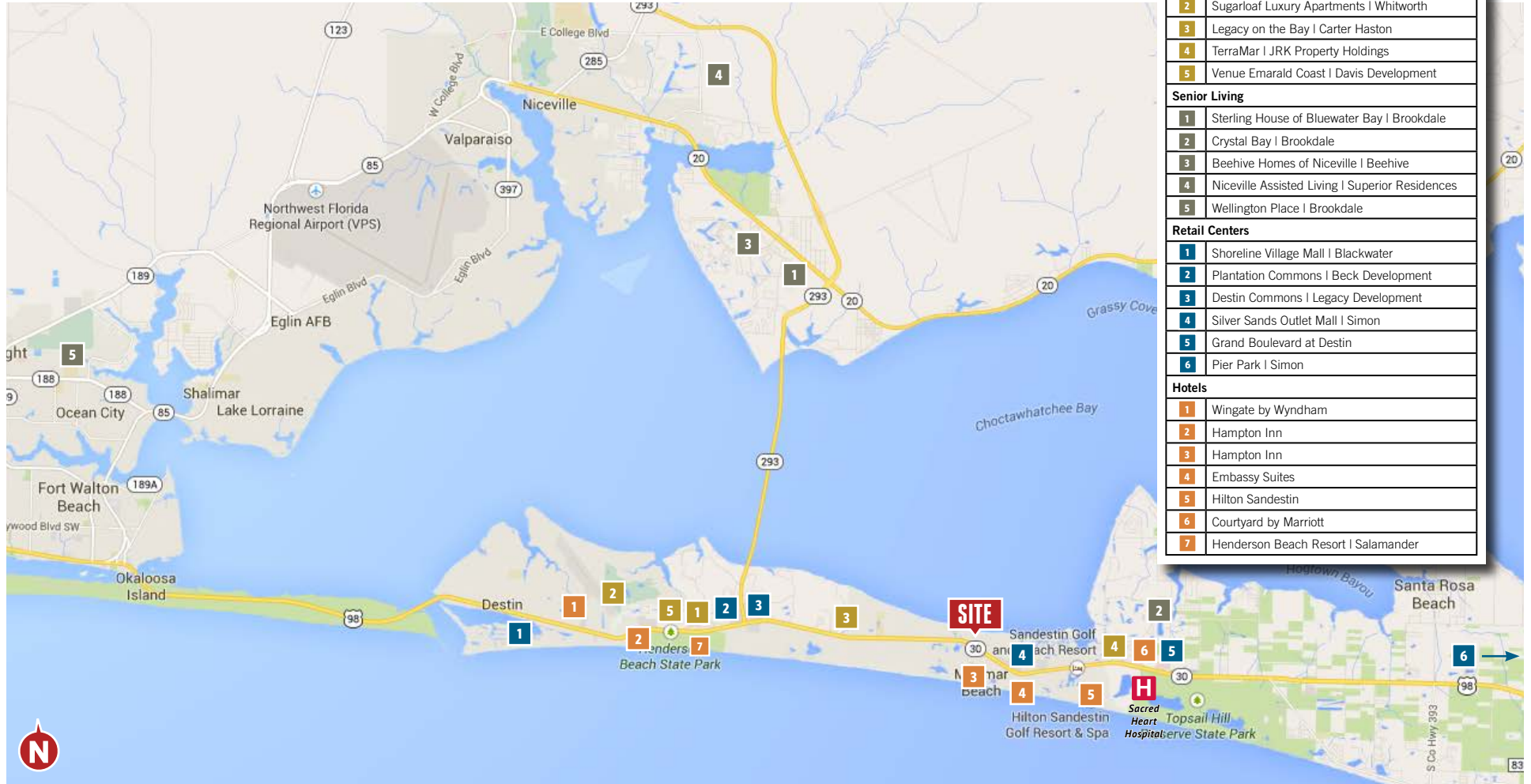
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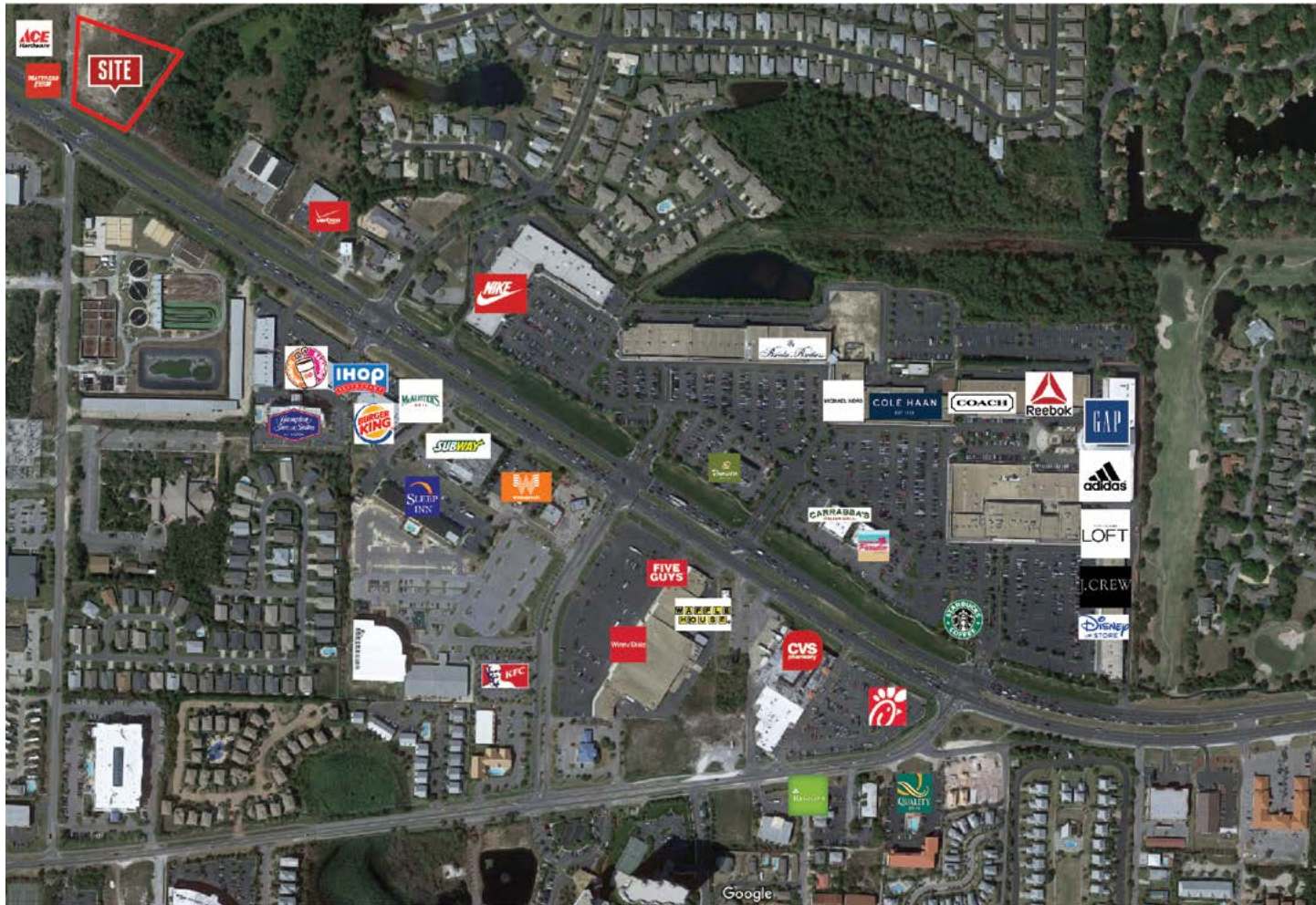
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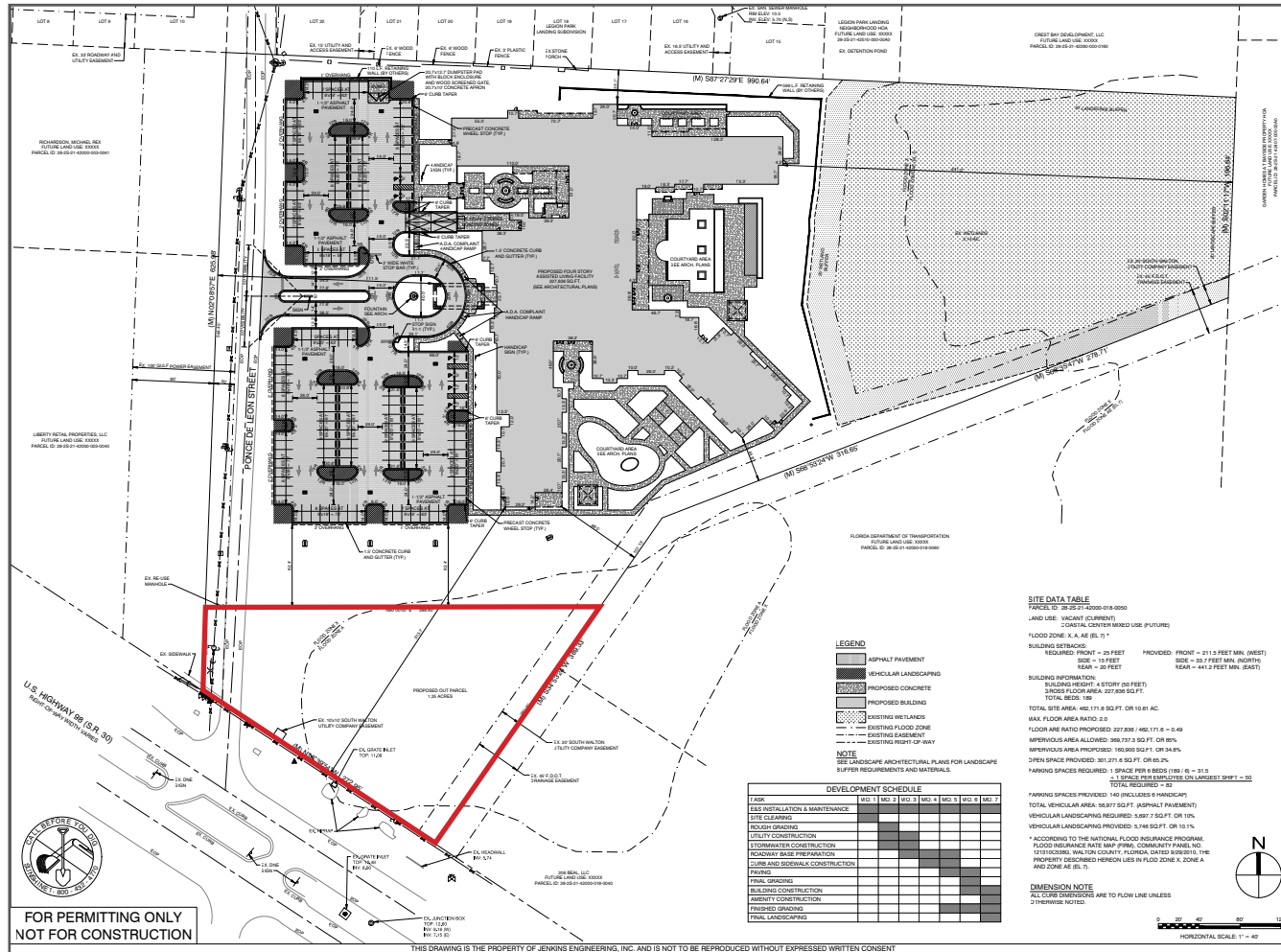
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LEGENDARY SENIOR LIVING

- Developed by Legendary Senior Living
- Projected to begin construction 1Q2018
- 168,000 SF, four story, state of the art facility
- Designed by the Lawson Group
- Memory Care, Assisted Living, and Independent Living



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2016 KEY ECONOMIC IMPACT



\$3.2 BILLION

6% INCREASE FROM 2015

Total annual economic impact of tourism in Walton County

For every \$1 of tourism advertising, Visit Florida calculates \$390 is generated in tourism spending and \$23 in new sales taxes.



5.6 PEOPLE
AVERAGE PARTY SIZE
5.5 IN 2015

AVERAGE OCCUPANCY - **68%** (+2.2%)
TOURIST DEVELOPMENT TAX - **\$21,754,913** (+8.0%)
AVERAGE DAILY RATE - **\$317.41** (+3.9%)
REVENUE PER AVAILABLE ROOM - **\$223.23** (+4.3%)
TOTAL ACCOMMODATIONS - **11,733**

180 = 1
VISITORS TO WALTON COUNTY
WALTON COUNTY JOB

20,000

WALTON COUNTY JOBS DIRECTLY RELATED TO TOURISM



\$2,150,744,600
ANNUAL SPENDING IN
WALTON COUNTY

Visitors generate **65%** of all spending in Walton County while spending as much as **\$5,400** per visit.

41ST in population of 67 Florida counties
11TH in visitor spending



VISITORS SPENT OVER
\$543 MILLION

2,705,400 room nights
in South Walton

AVERAGE LENGTH OF STAY WAS
5.7 NIGHTS



IN 2016, SOUTH WALTON WELCOMED
3.6 MILLION VISITORS



source: visitsouthwalton.com



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Demographics (2015):	1 Mile	3 Mile	5 Mile
Population	3,201	7,390	14,677
Households	1,373	3,268	6,375
Median HH Income	\$57,170	\$60,221	\$61,086
Average HH Income	\$81,164	\$85,224	\$87,765
Per Capita Income	\$34,813	\$37,688	\$38,369

source: LoopNet



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