

WBC Regional Developer Panel

EDENS

Jeff Kaufman

Managing Director - Development





EDENS AT A GLANCE

\$6.5B
IN REAL ESTATE ASSETS

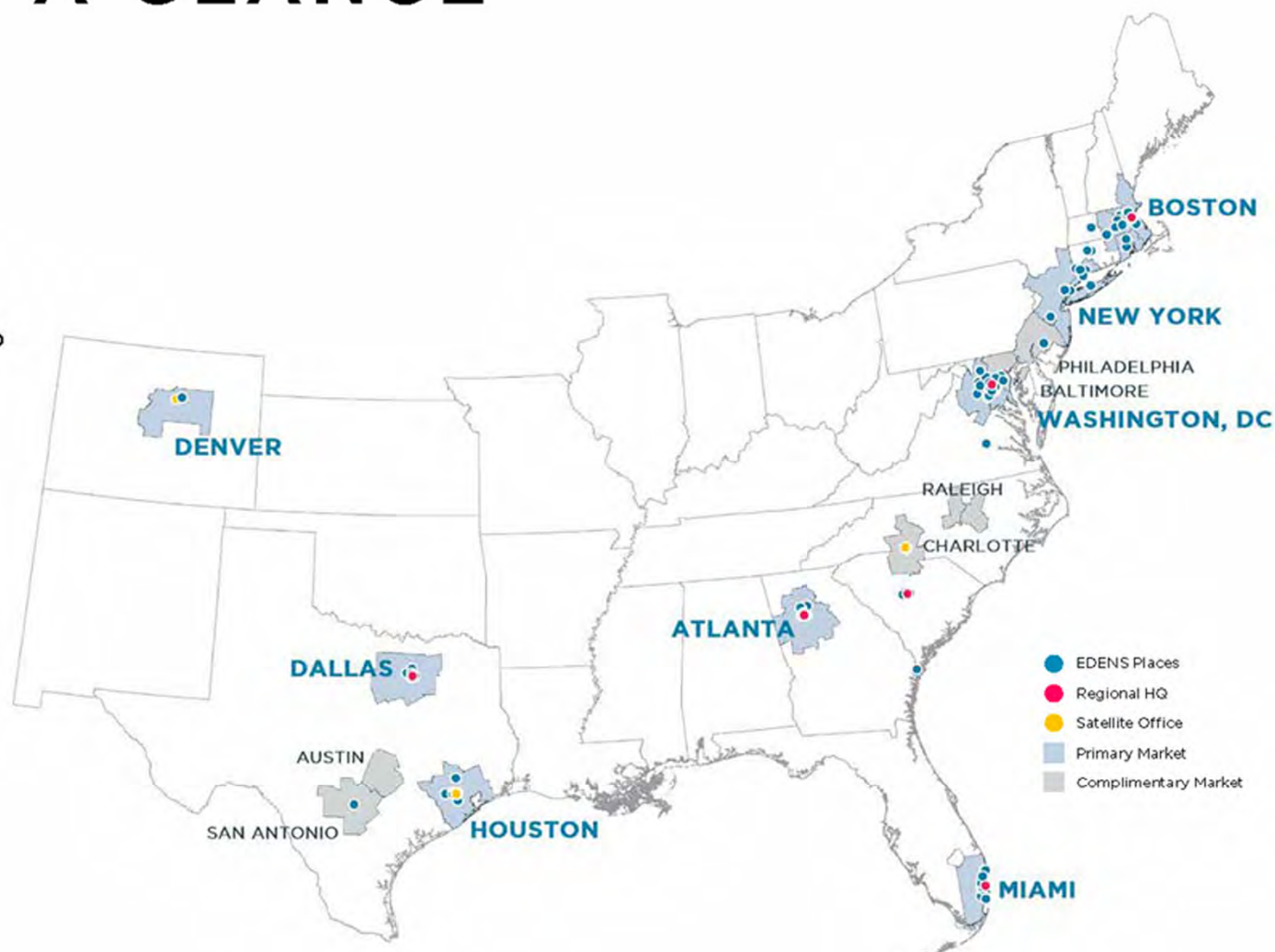
\$5B
IN AVERAGE
BUYING POWER*

250
TEAM MEMBERS

125
COMMUNITY FOCUSED
PLACES

6
REGIONAL
HEADQUARTERS

3
INSTITUTIONAL
INVESTORS



*Average buying power within 5-mile radius of EDENS centers

MACRO TRENDS

THE CONSUMER



CONSUMER CONFIDENCE

Consumer Confidence and the Consumer Sentiment Index are both hovering around 18 year highs



WAGES ARE STAGNANT

For the majority of Americans wages have not meaningfully increased over the last 10 years



NON-DISCRETIONARY EXPENSES

Since 1960, non-discretionary expenses have increased from ~30% of wallet share to ~50%



DISCRETIONARY TIME

Americans spend 12 minutes more per day in commuting time and 10 hours more per month working which equals 170 hours less of discretionary time per year

THE PURPOSE OF THE STORE

5 KEY SHIFTS: adapt to the store's purpose today; change the mindset from shop to ENGAGE



LOYALTY

The store is no longer about closing a sale; it is about creating loyalty. This is loyalty not only to the brand but to the surrounding physical place and the community of people gathered there. Constant, on-brand evolution creates interest and repeat visits, which in turn builds trust and pride.



TIME

The store is no longer just a place for product; it is a place for sharing content, and therefore, time. Motives for engagement, need and desire drive people to arrive, stay and purchase.



TEXTURE

The physical store is no longer only about sales; it is about engaging in a way we cannot online – build relationships, conversations, community building, instant gratification, product play and testing, problem solving, learning, service.... EVERYTHING touch, taste and feel.



COMMUNITY

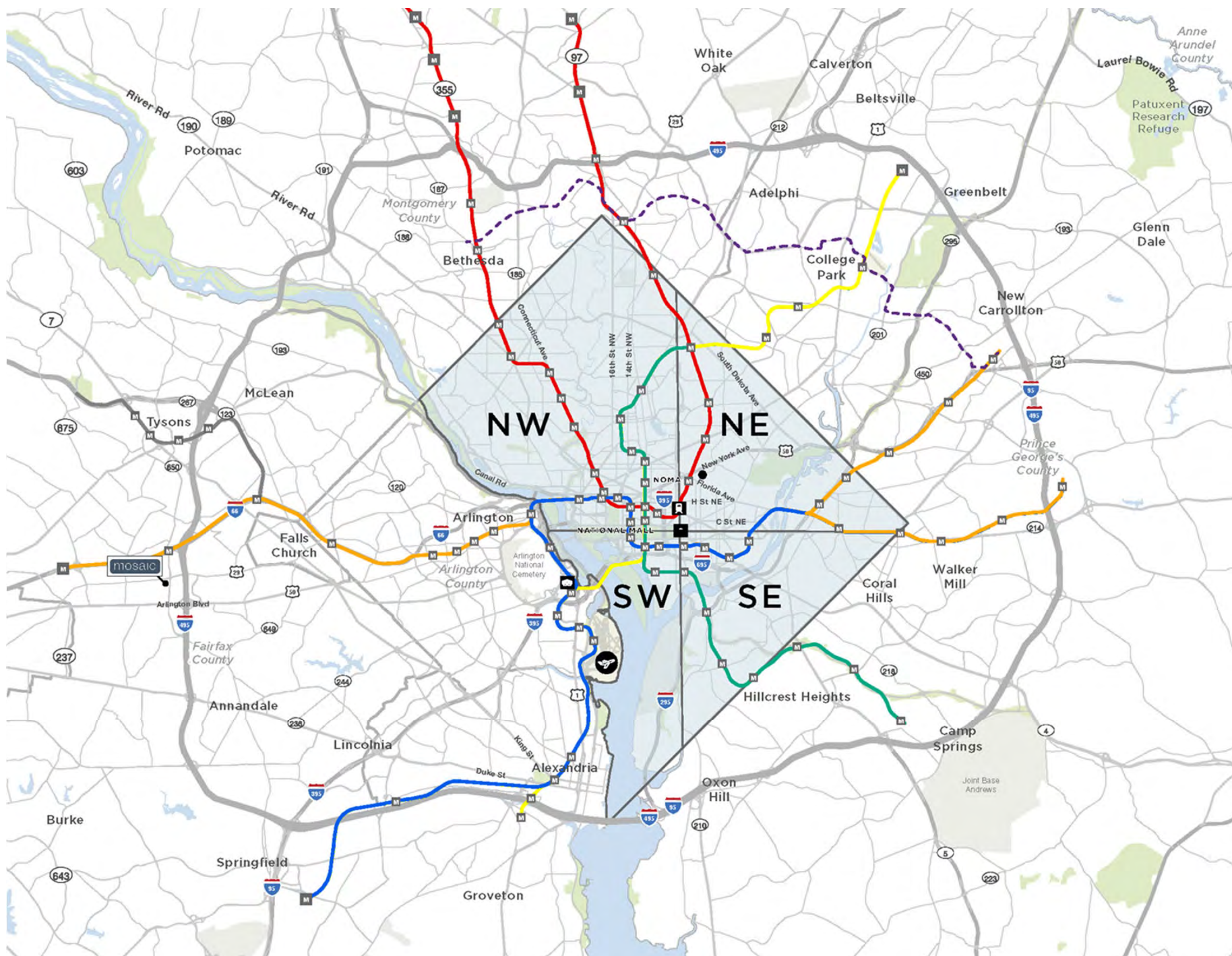
The store is no longer just about a stand-alone transaction, it is about feeling connected to something (a brand; a community) larger than yourself with deeper meaning. Brick and mortar retail is social.



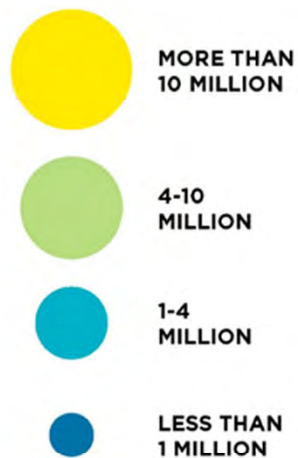
CONVENIENCE

The store is no longer about added effort; it is about convenience with high ROI value. Online shopping is as convenient as ever. Brick and mortar needs to be physically convenient and seamless with all other brand channels.



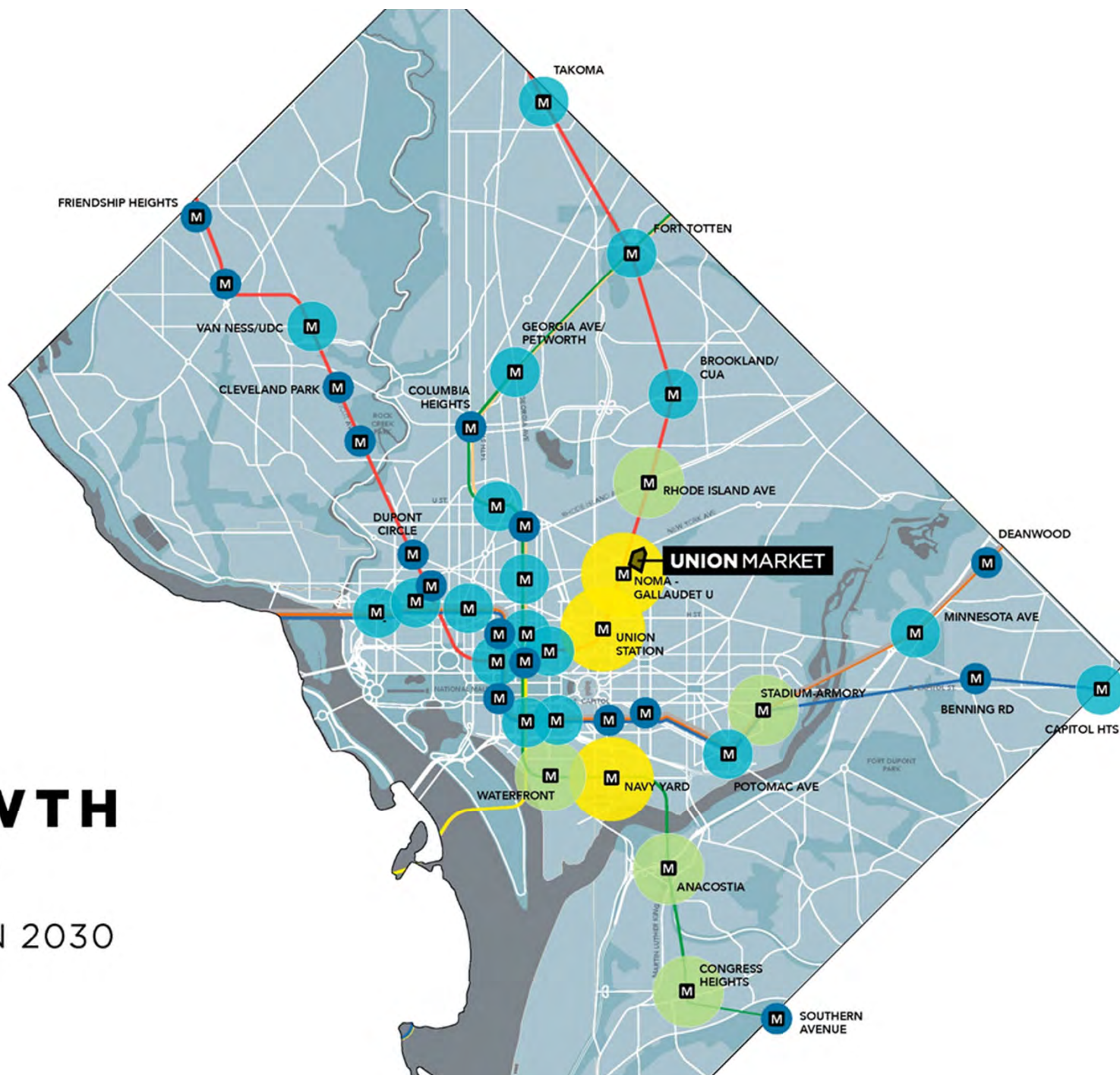


**DC FUTURE
DEVELOPMENT
BY SQUARE FEET**



12 YEAR CITY GROWTH ROAD MAP

WASHINGTON DC IN 2030

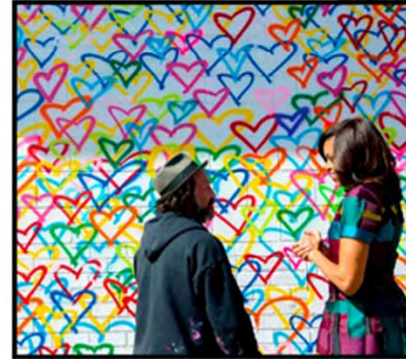






WASHINGTON DC: A CITY OF **INTELLECT** AND **SOUL**

Washington, DC: rapidly evolving into a world class city



WHY DC?

EDUCATION

Most highly educated MSA in the US with 48.0% having bachelor degrees or higher, and 22.9% having a graduate degree.

CULTURE

- Over 22M visitors in 2016
- 220+ museums, including 19 Smithsonian museums
- 14 Michelin star restaurants

GROWTH

- 700K to 800K population in 10 years, 3% annual growth
- 12,000-14,000 units delivered per year for last 4 years
- 17% private sector job growth
- 6% GDP growth over last 5 years, \$170K per capita GDP

VENTURE CAPITAL

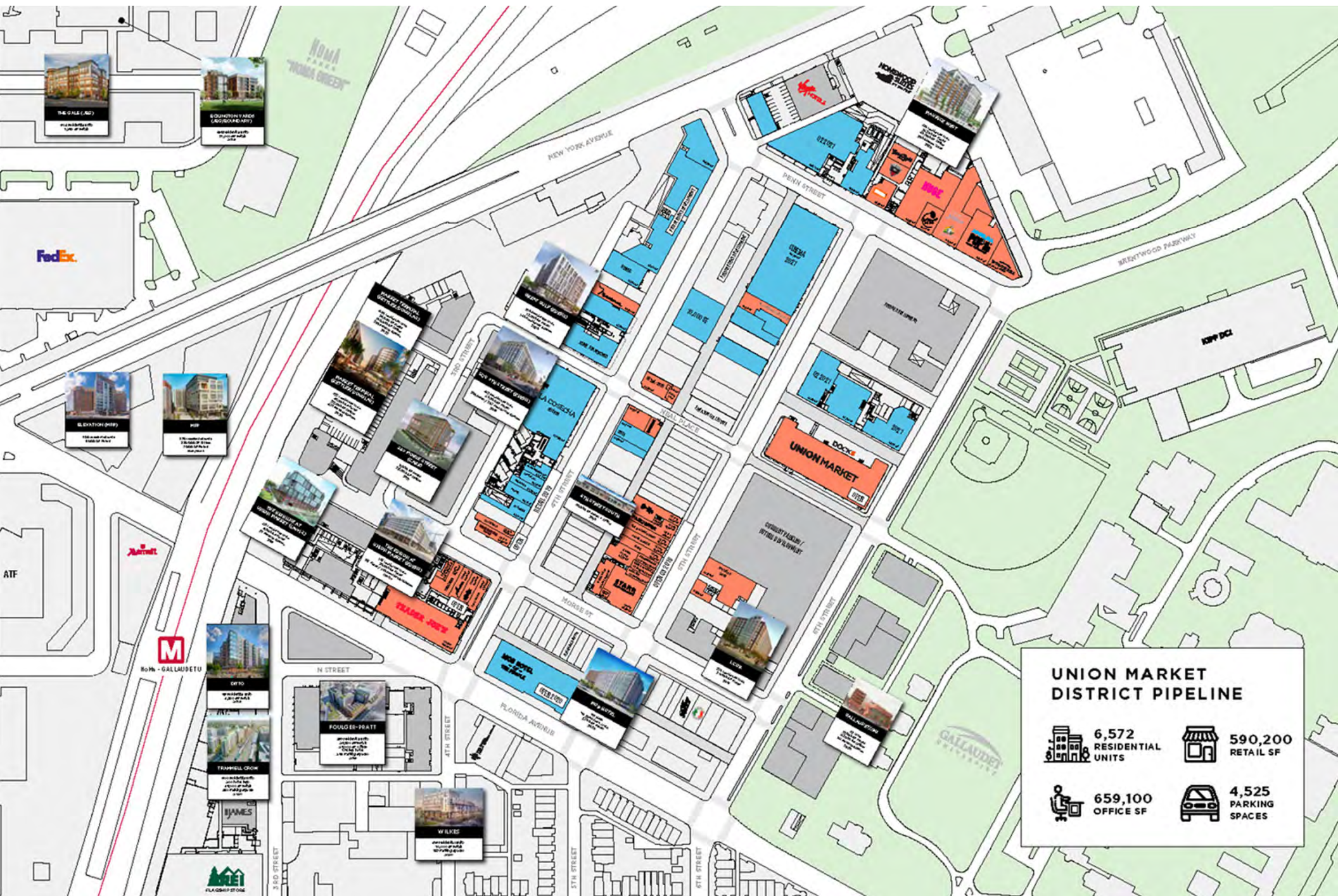
DC ranks #5 in the US in venture capital investment, attracting more than \$1.55 billion in 2017.

ENTREPRENEURSHIP

DC has the highest concentration of start-ups per million residents in the US.

STEM JOBS

DC Metro area is one of the largest employment centers for the knowledge-based economy in the US, containing the highest proportion of STEM-related jobs (27%) on the East Coast (and 2nd Nationally).



UNION TERMINAL MARKET

UNION TERMINAL MARKET

Established 1931

Located 1½ miles Northeast of the
Capitol

5th and Florida Ave., N. E.

New York Ave. (Route 1) at
Penn St., N. E.

No. 92 Street Car Line on
Florida Ave.

FLORIDA AVENUE AT 5th STREET, N. E.

NEW YORK AT PENN STREETS, WASHINGTON, D. C.

*Know Your
Market*

Know Your Supplier

**Better Marketing
Makes
BETTER SALES**

**Shop in Person
Regularly**

See the . . .

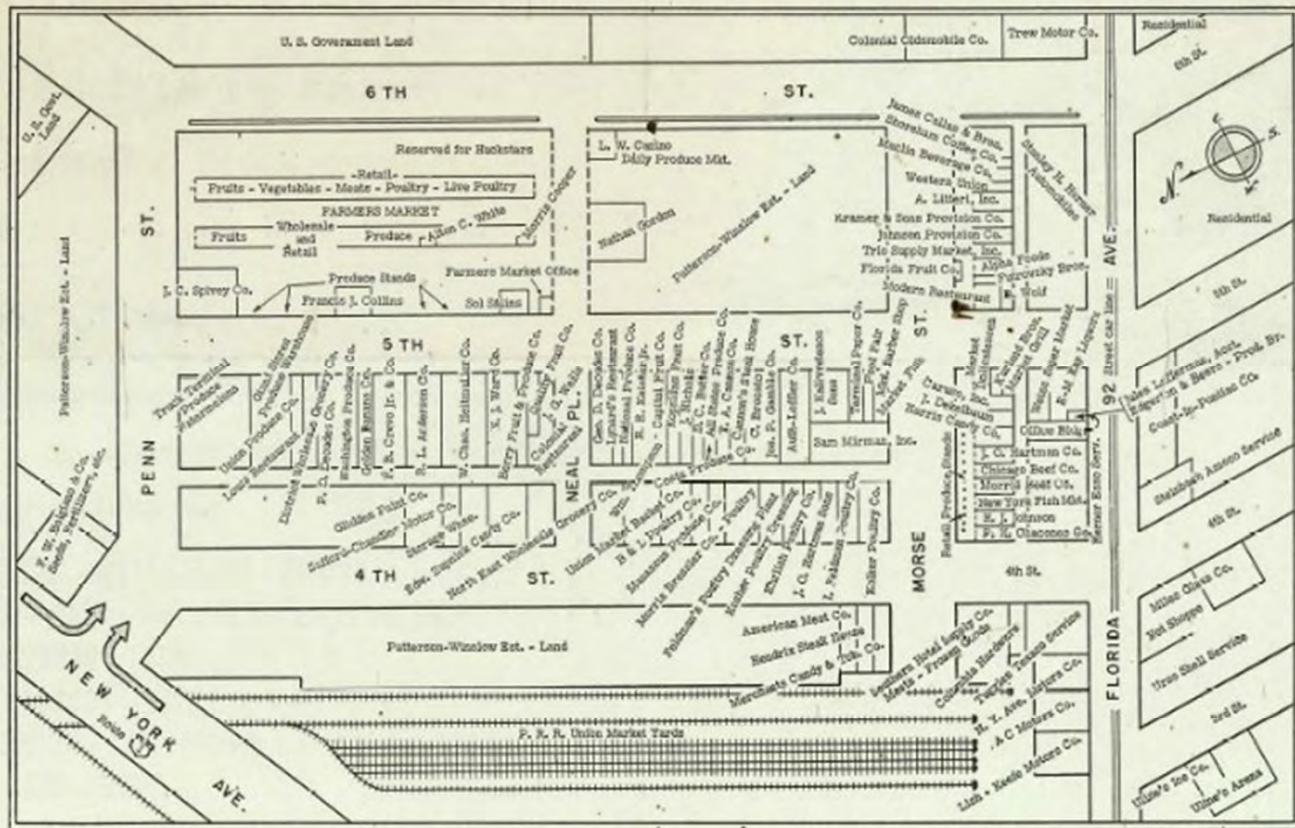
**QUALITY - QUANTITY
VARIETY**

of
**Choice - Fancy
Staple - Unusual
FOODS**

FROM ALL OVER THE WORLD
Available in

UNION TERMINAL MARKET

Increase Your Variety . . .
Increase Your Business



UNION TERMINAL MARKET MERCHANTS

**PLENTY OF
FREE PARKING**
Wide Streets
Keep Corners Clear
for Safety

A Distributor To Serve You Regardless of Your Requirements



FARMERS MARKET, 5th. & Neal Sts. N.E.
Stands C & D, Neal to Penn. Sts.N.E.



Farmers Market, 5th. & Neal Sts. N.E. Farmers Line along 5th. St. N.E.



Farmers Market, 1300 block of 5th. St. North to Penn St. N.E.



1998



2008

















2012



THE MARKET

WE'RE FRIENDS WITH FARMERS

1309 5TH STREET NE

The historic Market building was renovated in 2012 into a thriving marketplace, event hub and retail incubator of 40+ local makers and artisans. Today, The Market has become the culinary epicenter of Washington, launching and scaling businesses that impact the culinary and retail culture of DC.



MR. BRAINWASH

Alongside First Lady Michelle Obama, street artist "Mr. Brainwash" helped to celebrate International Women's Day with a series of murals featuring messages and iconic imagery. Michelle Obama also kicked off Union Market's first anniversary of Let Girls Learn, a U.S. government initiative aimed at educating girls around the world.



PUBLICITY

Since opening in 2012, Union Market community impact has had a substantial media footprint.



4B

TOTAL MEDIA IMPRESSIONS



3K

TOTAL PLACEMENTS



13M

TELEVISION IMPRESSIONS



2.7B

PRINT / ONLINE PLACEMENTS

Los Angeles Times

PBS NEWSHOUR

Southern Living

InStyle

WASHINGTONIAN

food

3 SUNDAY MORNING

MSNBC

EATER

Parade

TRAVEL+LEISURE

The Washington Post

HUFFPOST

SOCIAL MEDIA



@UNIONMARKETDC



INSTAGRAM: 84.5K



FACEBOOK: 44K



TWITTER: 31K







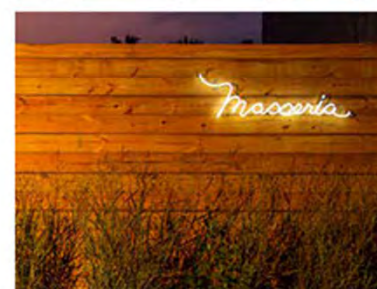
MASSERIA

1340 4TH STREET NE

In the Puglia region of Italy, the *masseria* is the heart of any large working farm. For Michelin star chef Nick Stefanelli, this word stands for a livelihood and unity that defines family, home and food.



In October 2016 and again in 2017, Masseria earned a highly coveted Michelin Star within Washington, DC's first-ever guide.





2017

THE EDISON



340 FLORIDA AVENUE NE

The first residential building in the Union Market District, The Edison is home to 180 residential units and 30,000 SF of retail, including the first Trader Joe's in Northeast DC, Blue Bottle Coffee's flagship and local favorites Pluma by Bluebird Bakery and Shouk Restaurant.



TRADER JOE'S

Union Market is Trader Joe's fourth location in DC and the first location in northeast DC.



Recently rated Top Fast Casual Concept in Washington, Shouk brings its second location to The Edison, offering Middle Eastern-inspired vegetarian cuisine.



**BLUE BOTTLE
COFFEE**

This is Blue Bottle's first in DC and training flagship - as the leader of the 'third wave' of coffee from San Francisco.



pluma
BY BLUEBIRD BAKERY

Pluma is a new bakery concept from acclaimed husband and wife pastry chef duo Camila Arango and Tom Wellings.

TRADER JOE'S

UNION MARKET





WAREHOUSE DISTRICT

4TH & 5TH STREET NE

The Warehouse District is 200,000+ SF in the heart of the Union Market neighborhood. Pioneered by leading concepts, business owners and influencers throughout the United States, The Warehouse District fuses history and authenticity with the innovation and modernity of the district's future.

St. Anselm
STARR
RESTAURANTS


SHELTER
SHOP

O-Ku
THE
INDIGO ROAD
HOSPITALITY & CONSULTATION

POLITICS AND PROSE

IAN McCABE STUDIO



POLITICS AND PROSE

More than just a bookstore, Politics and Prose is DC's cultural hub and gathering place for reading and discussion. The store hosts high-profile authors, famous speakers and community events. Famous readers and speakers include Barack Obama, Alice Waters, J.K. Rowling and Annie Leibovitz.



ST. ANSELM BY STEPHEN STARR

Stephen Starr, James Beard's Restaurateur of the Year and nationally acclaimed chef of Buddakan, Le Coucou and Morimoto, plants his second DC restaurant in the UM District with St. Anselm, his steakhouse concept from Brooklyn with Joe Carroll.

O-KU BY STEVE PALMER + INDIGO ROAD HOSPITALITY

Steve Palmer's first DC restaurant O-ku is one of the nation's leading Japanese concepts hailing originally from Charleston.



SHELTER JEWELRY & SHOP

This retail+ concept will showcase a range of pieces from local artists as well as Mallory Shelter's own collection of handmade, easy-to-wear pieces. The studio will also offer an inside look at the ins and outs of jewelry making.



IAN MCCABE STUDIO

Ian McCabe Studio, DC's premier salon, has been recognized as one of the top in the nation by *Vogue*, *Allure*, and *W Magazine*. Ian McCabe will open his second location in the district in 2018. The salon's high-profile clientele is a mix of Hollywood celebrities, including Clare Danes, Debra Messing and Zac Efron, as well as notables in the Washington elite and political sphere. Their first location is currently connected to the Ritz-Carlton in the West End of DC.

4TH STREET

1270 4TH STREET NE

La Cosecha is the first of its kind in the United States: a 20,000 SF Latin Market with authentic and contemporary expressions of Latin culture through cuisine, retail incubations and artist partnerships. Additionally, 10,000 SF of ground-floor retail is slated to open in 2019, and 450 modern residences sit atop the unique mix.



**A PLACE THAT
CAPTURES THE
STORIES BEHIND
THE EXPERIENCES
AT THE CORE OF
LATIN CULTURE.**





2018













THE DRIVE-IN

UNION MARKET IS THE NEIGHBORHOOD'S STAGE



SUNDAY SUPPER



FUSION TV



STREETFEST



FACEBOOK VR TOUR



FRAMEBRIDGE POP-UP



M.GEMI POP-UP



THE WE LOVE YOU PROJECT, 6TH ST WALL



AT&G FALL CLASSIC



AMANDA MCCLEMENTS
SALT & SUNDY, LITTLE LEAF



THE SABAH DEALER POP-UP



