



retail.

A new neighborhood is coming...
**be in the center
of it all.**


VIDA

at the Neighborhood of Play

apartments | townhomes | retail

THE STRONG

The Strong National Museum of Play is rated the #1 attraction in the United States by FamilyFun magazine and is the only museum in the world devoted to the study of play.



PROJECTED VISITORS



The Strong had **600,000** guests in 2019. That number is expected to grow to nearly **1,000,000** by 2025.



AVERAGE HOUSEHOLD INCOME (3-MILE RADIUS)



TOTAL POPULATION



MEDIAN AGE 3-MILE RADIUS

30.8



Rochester Downtown Development Corporation estimates that

10,000

people will be living downtown by 2021.

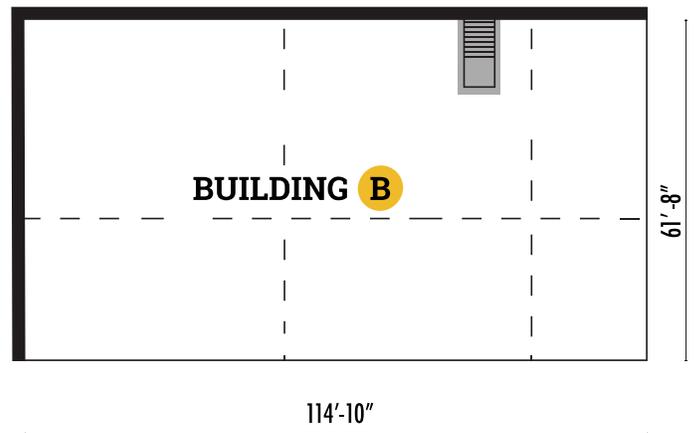
WHY VIDA RETAIL?

Gain the visibility that comes from doing business in Rochester's most popular destination for out-of-town guests.

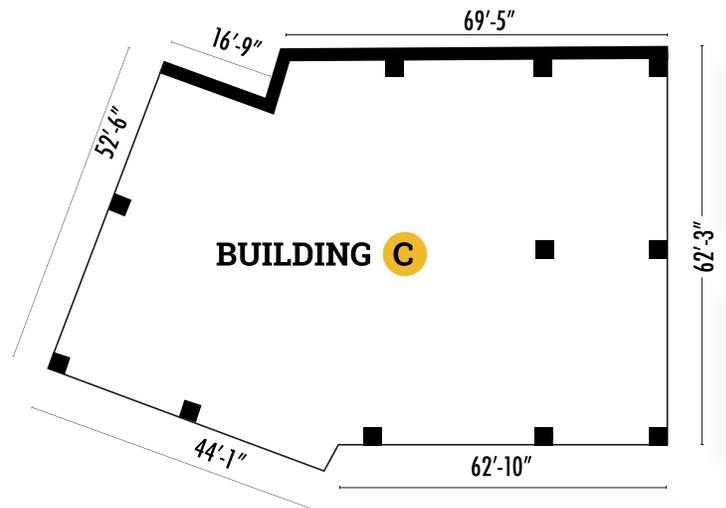
- The expansion of The Strong will include the new World Video Game Hall of Fame, and will nearly double museum attendance by 2025.
- A 125-room family-friendly hotel will cater to out-of-town guests.
- 239 new apartments and townhomes will round out the Neighborhood of Play – a unique, pedestrian-friendly destination with on- and off-street parking.

Over 17,000 square feet of prime retail space in the Neighborhood of Play.

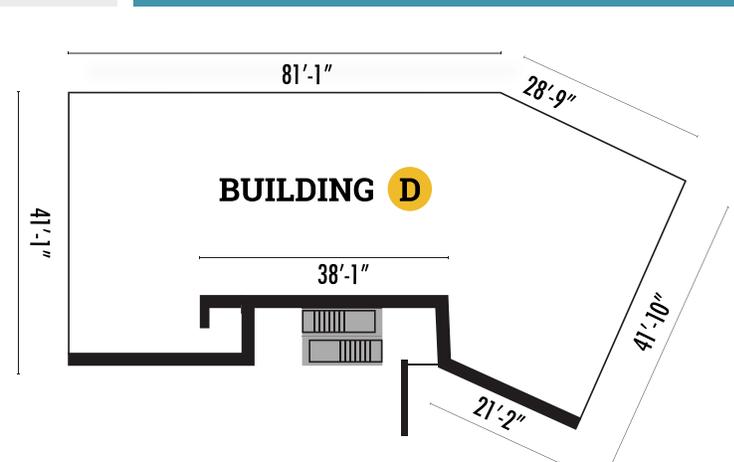
- New construction with the ability to customize space
- Expansive frontage with strong branding opportunities
- Pedestrian-friendly neighborhood with high foot traffic
- Ample off-street parking
- Maximum contiguous: 7,189 sq. ft.
- Minimum divisible: 800 sq. ft.



7,189 sq. ft.



5,766 sq. ft.



3,700 sq. ft.

EXPERIENCE DOWNTOWN

Be at the center of the
Neighborhood of Play.

Downtown Rochester is the stage for hundreds of free special events, concerts, and other performances, year-in and year-out. Filling the Inner Loop will make these incredible cultural experiences walkable for thousands of locals, but few will enjoy the convenience and proximity available at VIDA.



For commercial leasing
opportunities, contact
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