



OUR  
**UPSCALE RETAIL**  
*and*  
**SUPERB DINING**

*options attract a certain type  
of customer. The right one.*

**GRAND  
BOULEVARD**

Sandestin®  
TOWN CENTER  
A GRAND EXPERIENCE. IN EVERY SENSE.

#GrandBlvdFL

A HOWARD GROUP | MERCHANTS RETAIL PARTNERS DEVELOPMENT





**630,000**

SQUARE FEET  
OF EXISTING

**RETAIL**

RESTAURANT

OFFICE & HOTEL

**\$146,000**

AVERAGE HHI OF

**SOUTH**

**WALTON**

**VISITORS**

**IGNITE THEIR SENSES.**

*Including the sense that they're  
in the center of it all*



Customers who demand quality and an upscale experience, come to the 630,000 square feet of existing specialty retail and signature restaurants, premium office space, and hotel accommodations in Grand Boulevard at Sandestin®. With plans for the center to exceed 1M square feet upon completion, it's clear to see how Grand Boulevard is a grand experience in every sense.

These customers are waiting for you.

Located at the center of Florida's renowned stretch of pristine sugar-white beaches and Gulf Coast communities where the affluent both vacation and reside, Grand Boulevard features an array of exclusive boutiques, renowned retailers and specialty shops tailored to these customers. Considering that the average household income of South Walton visitors is \$146,000, your store will be positioned for success the moment you open your doors.

**ALTAR'D STATE** *Billabong* **TRAVINIA ITALIAN KITCHEN & WINE BAR** **JIMMY JOHN'S**  
**BOULEVARD 10 CINEMA** *Magnolia House* **FUSION ART GLASS** **SUNGLASS HUT**  
**CANTINA LAREDO GOURMET MEXICAN FOOD** **Chico's** *Vineyard Vines*  
**COCO'S BY M. CLINE** *Brooks Brothers* **THE ORVIS COMPANY** **J. CREW-AT-THE-BEACH**  
**ANOTHER BROKEN EGG CAFE** **FAB'RIK** *P.F. Chang's China Bistro* **PRETTY PLEASE**  
**DONNA BURGESS GALLERY** **COURTYARD BY MARRIOTT SANDESTIN** *J. Jill*  
**ANTHROPOLOGIE** *Kilwin's Chocolates, Fudge & Ice Cream* **STARBUCKS COFFEE**  
**FLEMING'S PRIME STEAKHOUSE & WINE BAR** *J. McLaughlin*  
*Lee's Spa & Nails* **THE UPS STORE** **GRIMALDI'S PIZZERIA** **PROS 4 CLOTHES**  
**THE WINE BAR IN WINE WORLD** **RESIDENCE INN BY MARRIOTT SANDESTIN** **WINE WORLD**  
**L'OCCITANE** *Tommy Bahama's Restaurant, Bar and Store* **Publix Food & Pharmacy**  
**THE OVATION DINING CLUB AT BOULEVARD 10 CINEMA** **THE ZOO GALLERY** **SUPERCUTS**

When you're always in  
**THE CENTER OF THE ACTION,**  
 people tend to notice you



Grand Boulevard is not your run-of-the-mill shopping mall. In fact, it's quite the opposite. And consumers like that. This \$250 million lifestyle Town Center development is specifically designed to generate a sense of excitement and demand among the affluent residents and visitors of this region.



It starts with offering upscale retailers, restaurants and services nestled amid an open-air, coastal experience reminiscent of the Mediterranean. Then it's enhanced even further with the introduction of 170,000 sq. ft. of existing Class-A office space catered to professionals such as doctors, lawyers, architects and financial planners who also serve our customer base.

Finally, Grand Boulevard includes 625 existing and planned full and select service hotel rooms and suites to attract and maintain visitors to our Town Center. Additionally, 500 luxury residential units are planned, providing a constant stream of customers for our retailers and restaurants year-round.



*Most resort communities have a high season.*

**WE HAVE FOUR.**



Grand Boulevard is located in the heart of Florida's Gulf Coast's prestigious zip codes of Destin, Sandestin and 30A markets. This breathtaking region, known for its sugar-white sand and emerald green water, has become an oasis for affluent couples and families to both live and vacation. This mix of permanent residents, secondary homeowners and visitors provides Grand Boulevard the ability to benefit from a year-round season.



**35%  
GROWTH RATE**

*PERMANENT RESIDENTS*

- 850,000 permanent residents within a one hour drive to South Walton County
- 35% growth rate since 2000 in Walton County, which is double Florida's overall growth rate
- Walton County voted 5th for "Where America's Money is Moving" by Forbes
- Destin area named in the Top 10 "Recession Resistant Cities for Real Estate" by Forbes



**60,000  
SECOND HOMES IN  
THE REGION**

*SECONDARY HOMEOWNERS*

- 60,000 "second homes" in the region
- They are among the country's top wealth category



**\$2  
BILLION  
ANNUAL VISITOR  
EXPENDITURE**

*VISITORS*

- 32 million visitor nights in Northwest Florida, serviced by four airports
- Visitor expenditures in South Walton total more than \$2 billion in economic spending and have a \$3 billion economic impact annually, with dining and shopping expenditures topping the list just behind accommodations
- The average party size of visitors is four to six people with an average length of stay of seven nights



*AIR TRAVEL*

South Walton County is serviced by 4 airports:  
VPN (Destin/Fort Walton Beach)  
PNS (Pensacola International)  
DTS (Destin – private plane airport) and  
ECP (Northwest Florida Beaches International)

GRAND BOULEVARD  
MASTER PLAN

# Gulf of Mexico



Northwest Florida is the second most popular drive-to destination in Florida, boasting 32 million visitor nights annually, with 10.2 million of those visitor nights occurring in South Walton County alone. Grand Boulevard's location positions our tenants to capture the business of these affluent visitors.



Grand Boulevard is easily accessible from the award-winning WaterColor, Seaside and Rosemary Beach communities of 30A, as well as the popular tourist destinations located in Okaloosa and Walton Counties.



With 630,000 square feet of existing specialty retail and signature restaurants, premium office space and hotel accommodations, and with plans for the center to exceed 1M square feet upon completion, it's clear to see how Grand Boulevard is a grand experience in every sense.



## HOWARD GROUP

A leader in emerging trends, Howard Group continues to set the industry bar for exceptional developments in Northwest Florida. Keith Howard creates retail, luxury and hospitality venues that appeal to the customer, while attracting the best retailers in the nation. Superior architecture, state-of-the-art Town Center environments, and stunning landscapes draw the most upscale retailers and affluent clientele. Howard Group's attention to detail and commitment to the region has produced unparalleled growth and opportunities, and keeps Howard Group at the forefront of the industry. [www.howardgrp.com](http://www.howardgrp.com). 850.837.1886.



## MERCHANTS RETAIL PARTNERS

Merchant Retail Partners (MRP) is a real estate investment firm specializing in commercial real estate development and acquisitions throughout the Southeast. MRP combines the size, strength and institutional closing power of its sponsor company, with the responsiveness of a private firm. With more than 145 years of collective experience, MRP's leadership team has developed and managed more than \$2 billion of retail and mixed use property across the Southeast. Headquartered in Birmingham, Alabama in the Protective Life Center, examples of MRP's current holdings are the Cullman Shopping Center in Cullman, AL, Tiger Town in Opelika, AL and Grand Boulevard at Sandestin®.

ALTAR'D STATE • ANTHROPOLOGIE • BILLABONG • BOULEVARD 10 CINEMA • BROOKS BROTHERS • CHICO'S • COCO'S BY M. CLINE • DONNA BURGESS GALLERY • FAB'RIK • FUSION ART GLASS • FUSION SPA SALON AVEDA • GRIMALDI'S • J. CREW-AT-THE-BEACH • J. JILL • J. MCLAUGHLIN • KILWIN'S CHOCOLATES, FUDGE & ICE CREAM • LEE'S SPA & NAILS • L'OCCITANE • MAGNOLIA HOUSE • THE ORVIS COMPANY • PRETTY PLEASE • STARBUCKS • PUBLIX FOOD & PHARMACY • PROS 4 CLOTHES • SUNGLASS HUT • SUPERCUTS • THE UPS STORE • TOMMY BAHAMA'S • VINEYARD VINES • WINE WORLD • THE ZOO GALLERY • ANOTHER BROKEN EGG CAFE • CANTINA LAREDO GOURMET MEXICAN FOOD • THE WINE BAR IN WINE WORLD • JIMMY JOHN'S • FLEMING'S PRIME STEAKHOUSE & WINE BAR • MITCHELL'S FISH MARKET • P.F. CHANG'S CHINA BISTRO • TOMMY BAHAMA'S RESTAURANT & BAR • THE OVATION DINING CLUB AT BOULEVARD 10 CINEMA • TRAVINIA ITALIAN KITCHEN & WINE BAR • GRIMALDI'S • ALTAR'D STATE • ANTHROPOLOGIE • BILLABONG • BOULEVARD 10 CINEMA • BROOKS BROTHERS • CHICO'S • COCO'S BY M. CLINE • DONNA BURGESS GALLERY • FAB'RIK • FUSION ART GLASS • FUSION SPA SALON AVEDA • GRIMALDI'S • J. CREW-AT-THE-BEACH • J. JILL • J. MCLAUGHLIN • KILWIN'S CHOCOLATES, FUDGE & ICE CREAM • LEE'S SPA & NAILS • L'OCCITANE • MAGNOLIA HOUSE • THE ORVIS COMPANY • PRETTY PLEASE • STARBUCKS • PUBLIX FOOD & PHARMACY • PROS 4 CLOTHES • SUNGLASS HUT • SUPERCUTS • THE UPS STORE • TOMMY BAHAMA'S • VINEYARD VINES • WINE WORLD • THE ZOO GALLERY • ANOTHER BROKEN EGG CAFE • CANTINA LAREDO GOURMET MEXICAN FOOD • THE WINE BAR IN WINE WORLD • JIMMY JOHN'S • FLEMING'S PRIME STEAKHOUSE & WINE BAR • MITCHELL'S FISH MARKET • P.F. CHANG'S CHINA BISTRO • TOMMY BAHAMA'S RESTAURANT & BAR • THE OVATION DINING CLUB AT BOULEVARD 10 CINEMA • TRAVINIA ITALIAN KITCHEN & WINE BAR • GRIMALDI'S • ALTAR'D STATE • ANTHROPOLOGIE • BILLABONG • BOULEVARD 10

GRAND  
BOULEVARD  
Sandestin  
TOWN CENTER

600 Grand Boulevard, Suite 203  
Miramar Beach, FL 32550

850.837.1886  
grandboulevard.com

#GrandBlvdFL



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