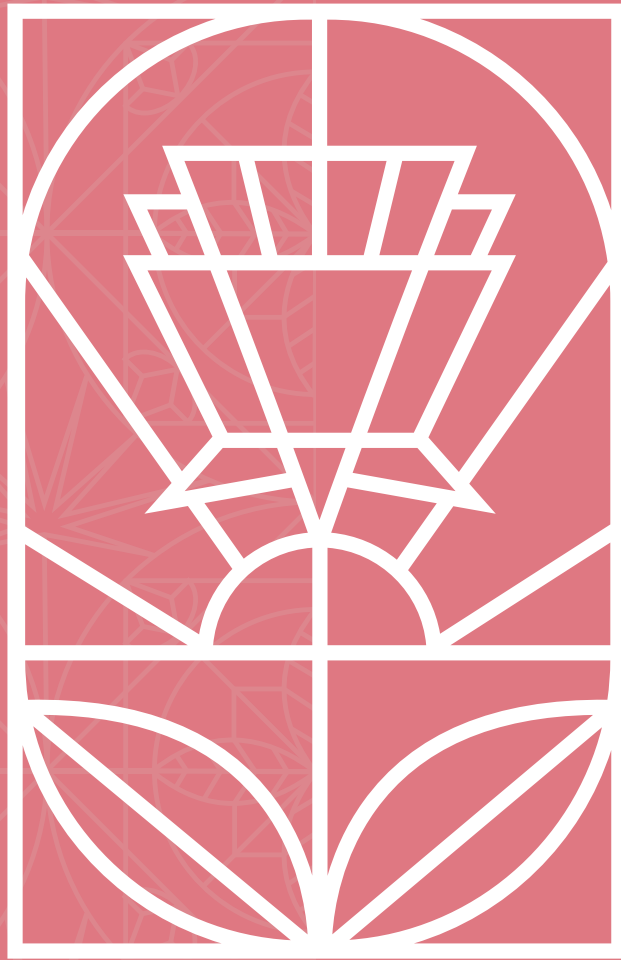


ROSE ARTS



DISTRICT



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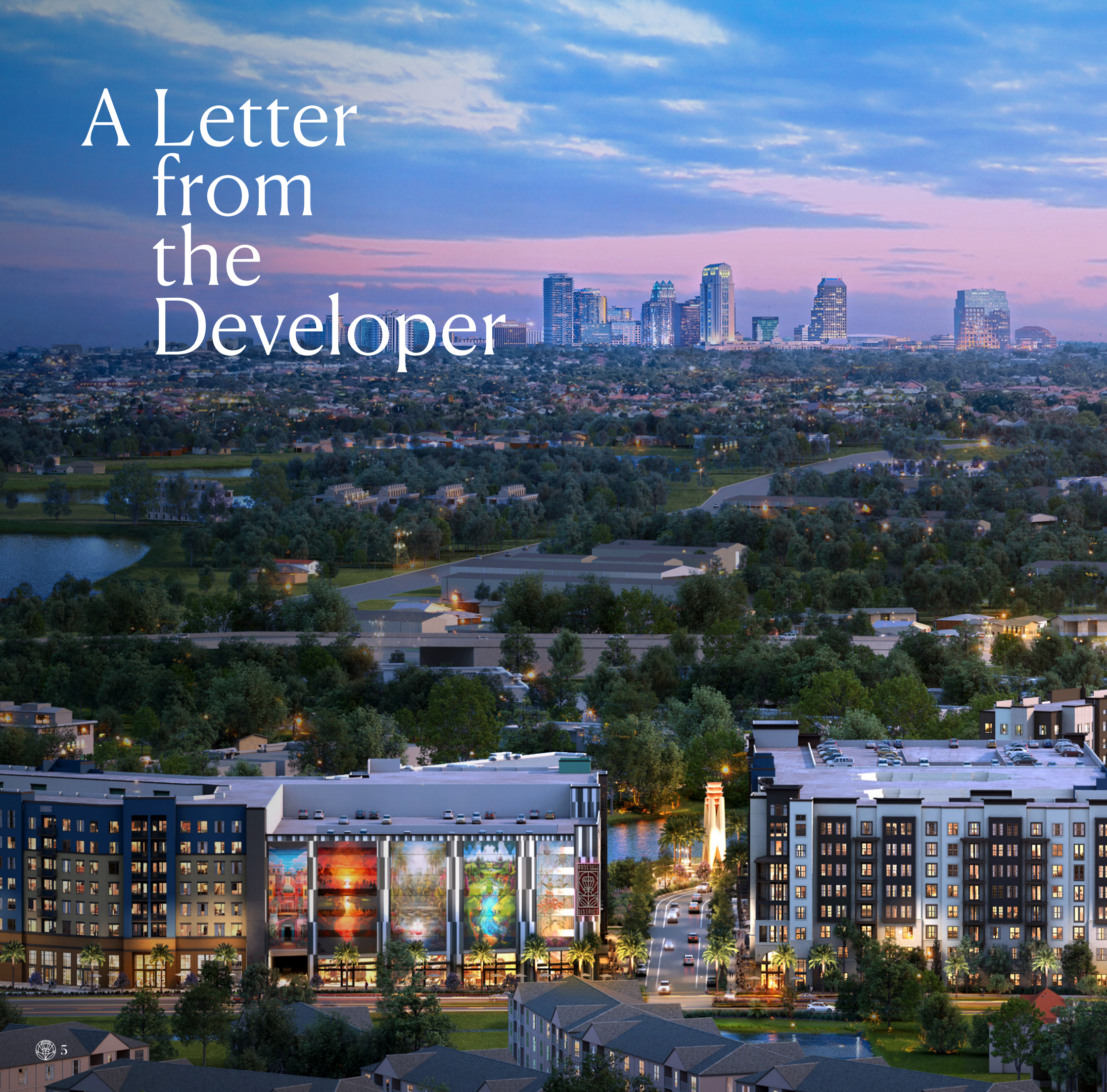
Discover the *RoseArts District*

A thriving oasis of mixed-use lakeside living and experiential retail in Orlando.

The RoseArts District is an exceptional 5,650-unit multifamily residential district with 350,000 square feet of commercial retail space, a mere 10-minute drive from Downtown Orlando. This sprawling 128-acre lakeside oasis ranks among the largest developments in Florida's top four Metropolitan Statistical Areas and is one of the nation's most prominent Opportunity Zone projects.



A Letter from the Developer



The RoseArts District pays homage to Orlando, celebrating its unique history and renewing its promise as a flourishing, vibrant community spreading over 128 acres of land.

With a deep appreciation for the area's beauty, vital location, and promise waiting to be renewed, we are dedicated to catalyzing Orlando's next great destination—the RoseArts District.

Inspired by Senator Rose's legacy and vision of nearly 100 years ago, the reimagining of the RoseArts District as a multifaceted mixed-use development is the culmination of input, inspiration, and shared personal hopes and ideas from its current and future residents.

The RoseArts District will be a place where all will be invited to work, live, and play—honoring the legacy of Senator Rose's integrity and community advocacy while supporting the vitality of Orlando's historic neighborhoods.

Jakub Hejl
Developer

A handwritten signature in black ink, appearing to read 'Jakub Hejl'.





Community Plan

The RoseArts District map embodies a visionary urban design that harmoniously weaves together six key elements: connectivity, art, retail, greenspace, job creation, and lakeside living.

The community's thoughtful integration of linear trails and pathways, bike paths, electric charging ports, scooter stations, and autonomous transportation exemplifies its commitment to convenience, sustainability, and a thriving lifestyle.

Winter Park
14 minutes

Rose Isle
11 minutes

Orwin Manor
9 minutes

Dickson Azalea Park
15 minutes

Downtown Orlando
12 minutes

Rosemere Neighborhood
in College Park
7 minutes

A

Vibrant History

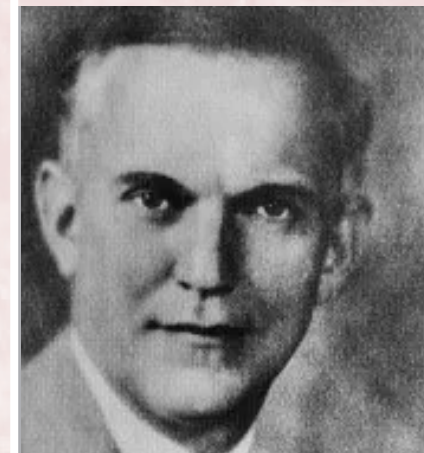
Rosemont is part of a local legacy that connects to College Park and other idyllic neighborhoods that comprise Orlando's vibrant tapestry, inspiring the promise of tomorrow.

Senator Rose moved to Florida in 1909 and settled within the community he would later plat, naming streets after colleges—the hallmark of College Park—donating land for what is now Dickson Azalea Park, and creating the Rose Isle, Orwin Manor, and Rosemere neighborhoods. Rosemere is listed on the National Register of Historic Places.

Among his prized land holdings, Senator Rose also owned a natural enclave filled with pastures, citrus groves, wetlands, and a sprawling lake as its centerpiece. Over time, the enclave would be named Rosemont in his honor.

Senator Walter W. Rose (1888–1958)

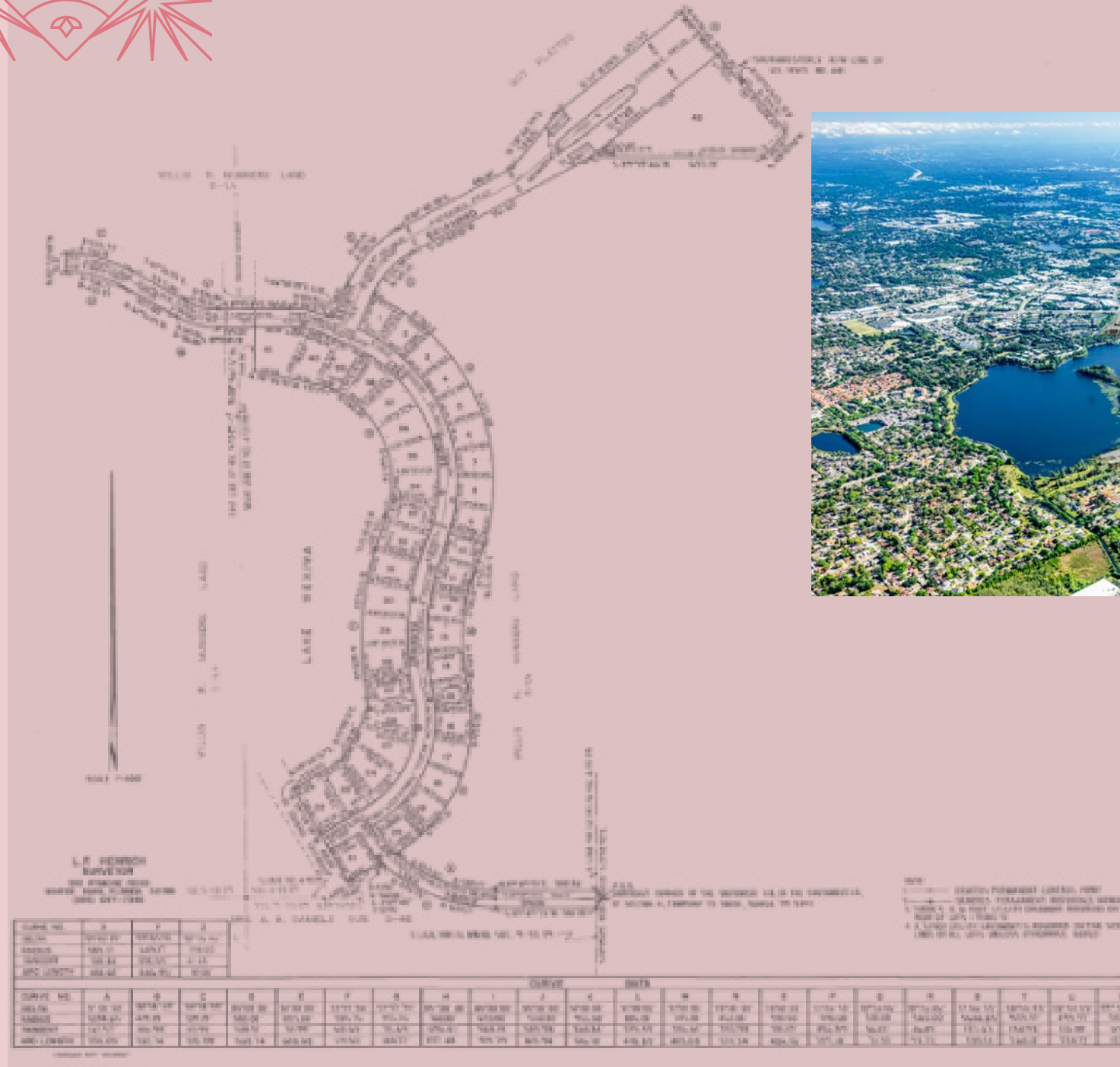
As one of Orlando's first influencers, Walter W. Rose was a true visionary, community advocate, and respected businessman. As a member of the Florida Senate and President of the National Association of Realtors®, Senator Rose championed equitable tax reforms in Florida real estate. His legislative achievements and integrity earned the respect and attention of the Orlando Sentinel-Star editorial team who encouraged Senator Rose to run for Governor, which he ultimately declined.



Source: www.orwinmanor.org/history



ROSEMONT SECTION ONE
 SECTIONS 4-5-9 TOWNSHIP 22 SOUTH RANGE 29 EAST
 CITY OF ORLANDO – ORANGE COUNTY, FLORIDA

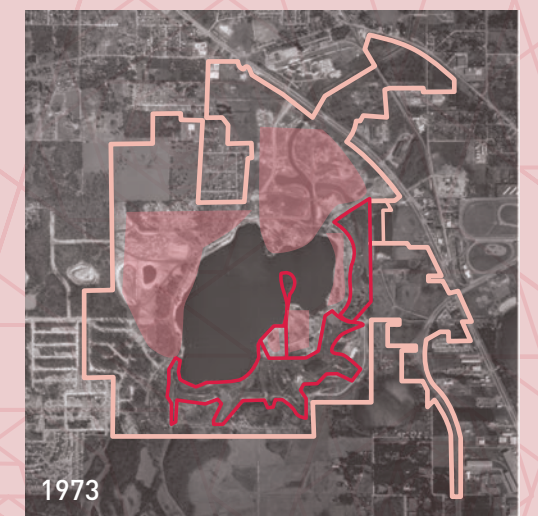
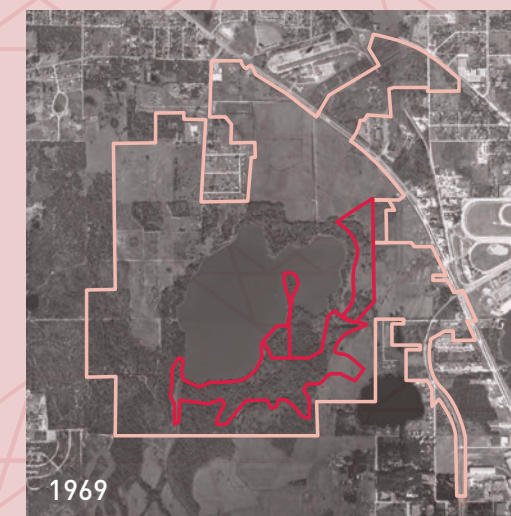


Rosemont grew as Orlando's model for future upscale subdivisions.

As Orlando blossomed into one of America's most desirable cities in the 1970s, Rosemont offered the best of Central Florida living with golf and lakeside opportunities to suit an active lifestyle. It was considered by many to be the prototype for upscale subdivisions that would flourish in the 1980s.

With Lake Orlando as its centerpiece and an 18-hole golf course providing a manicured backdrop, Rosemont was among Orlando's most desirable neighborhoods for more than a decade.

The assemblage of all vacant parcels at Lake Orlando for redevelopment signaled the end of an era and the beginning of a new chapter in Senator Rose's lakeside enclave. The RoseArts District now emerges as a fully amenitized mixed-use center of gravity that carries Rosemont into the 21st century.





Development Timeline

RoseArts emerges as an iconic mixed- use development with 5,650 multifamily residential units and 350,000 square feet of retail.

With all zoning, approvals, and entitlements from the city, meticulous design, and comprehensive value engineering, RoseArts is poised to break ground in 2024, marking a significant milestone in the vision for a vibrant, inclusive, and thriving community. RoseArts is uniquely positioned to become a regional destination, boasting best-in-class housing, top-tier amenities, and 350,000 square feet of experiential retail.

RoseArts promises to be a regional destination, boasting 350,000 square feet of diverse amenities, from breweries to healthcare providers to art studios. A leading national partner carefully curates retailers.





In RoseArts, culture, community, and creativity converge seamlessly. This fusion creates a vibrant lakeside neighborhood encouraging lasting connections and cherished memories, making RoseArts an epicenter of Orlando’s cultural landscape.

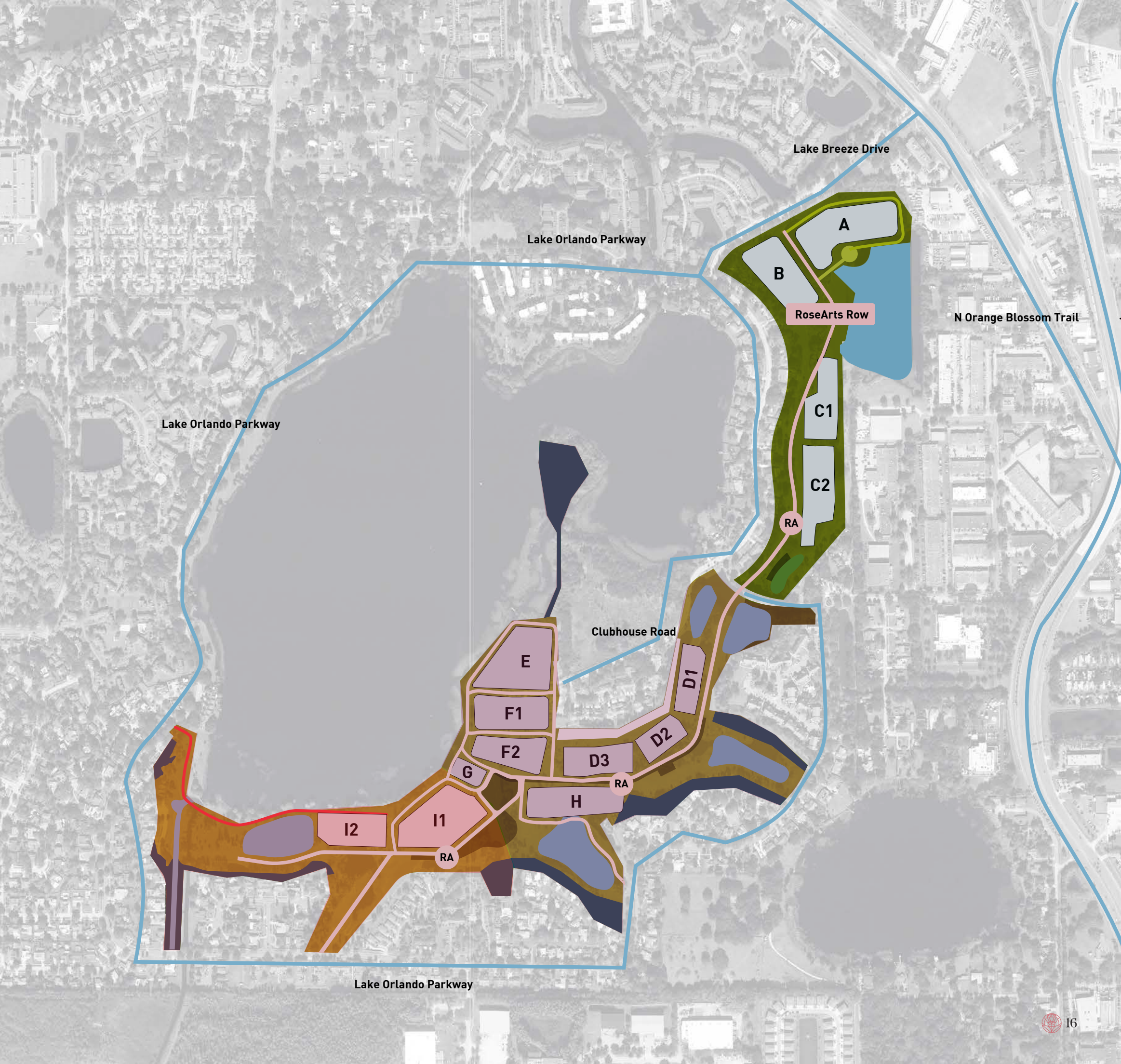
Estimated Timeline

*Subject to change



Project Phases

| Phase | Multifamily Units | Retail SF |
|--|-------------------|------------|
|  Phase 1 | 1,600 Units | 150,000 SF |
|  Phase 2 | 2,500 Units | 100,000 SF |
|  Phase 3 | 1,550 Units | 100,000 SF |
|  RoseArts Row | | |





Phase 1

Phase 1

ROSE ARTS
DISTRICT

4

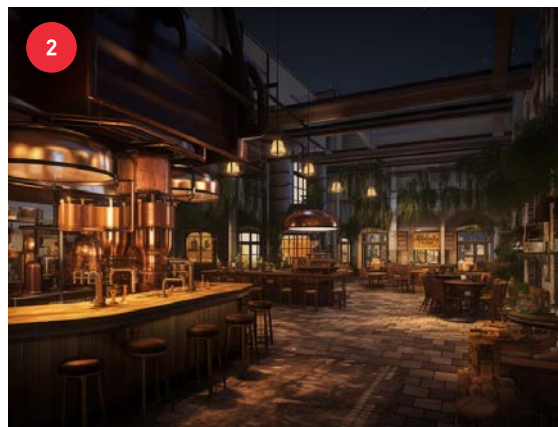
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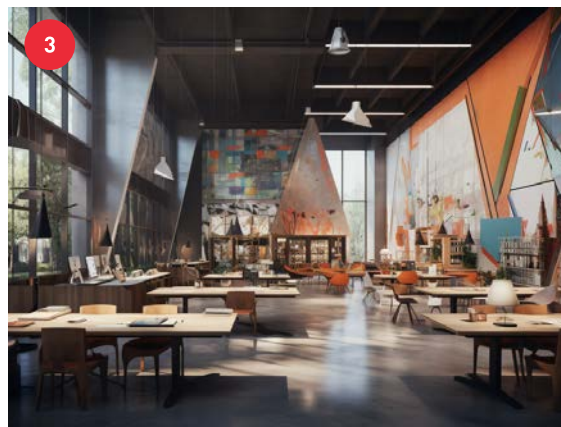
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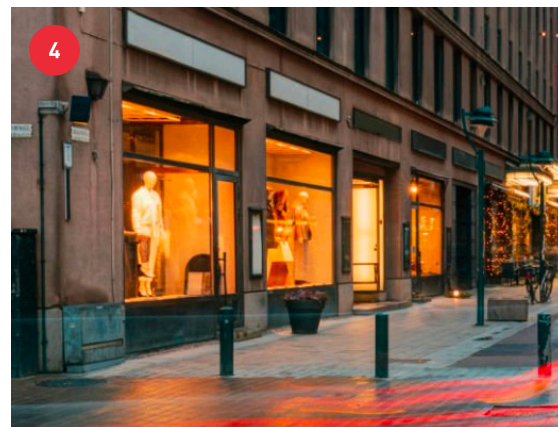
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3



4

American Bistro Concept

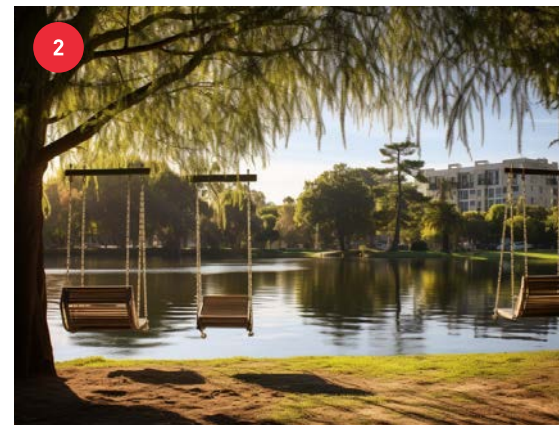
Micro-Brewery and Test Kitchens

Artist Studios & Coworking

Italian Artisanal Market



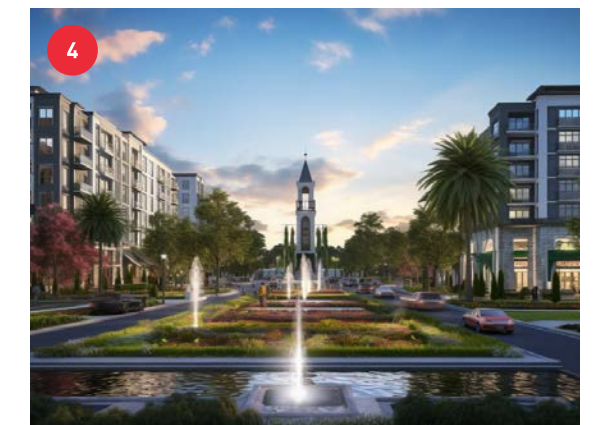
Outdoor Amphitheater



Waterside Shaded Swings



Food Truck Strip



Waterscaped Grand Entry



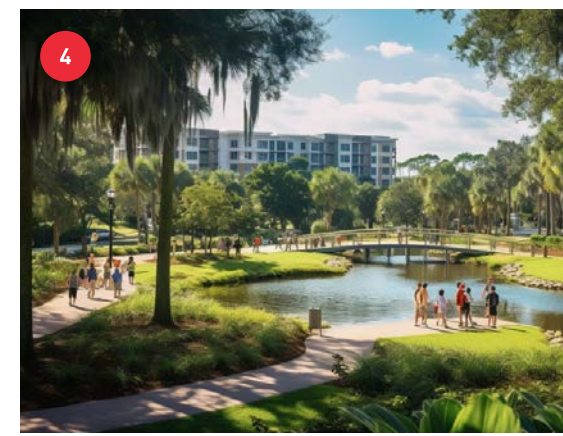
Maker's Market



Sculpture Play Park



Dog Park



Nature Trails



Dock with Rentals



Waterside Wine Bar



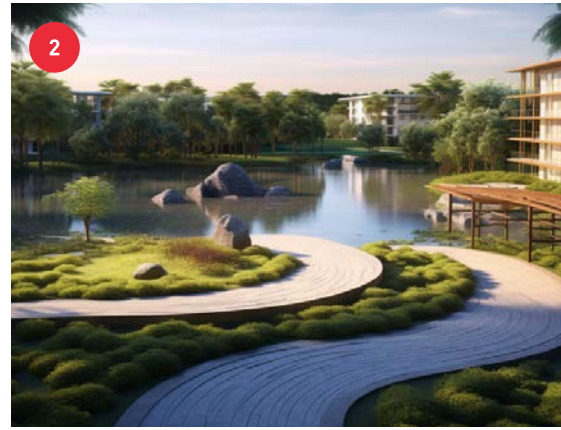
Lakeside Boardwalk



Waterfront Film Festival



Nature Retreat



Zen Garden



Outdoor Yoga







Local Band Music Festival

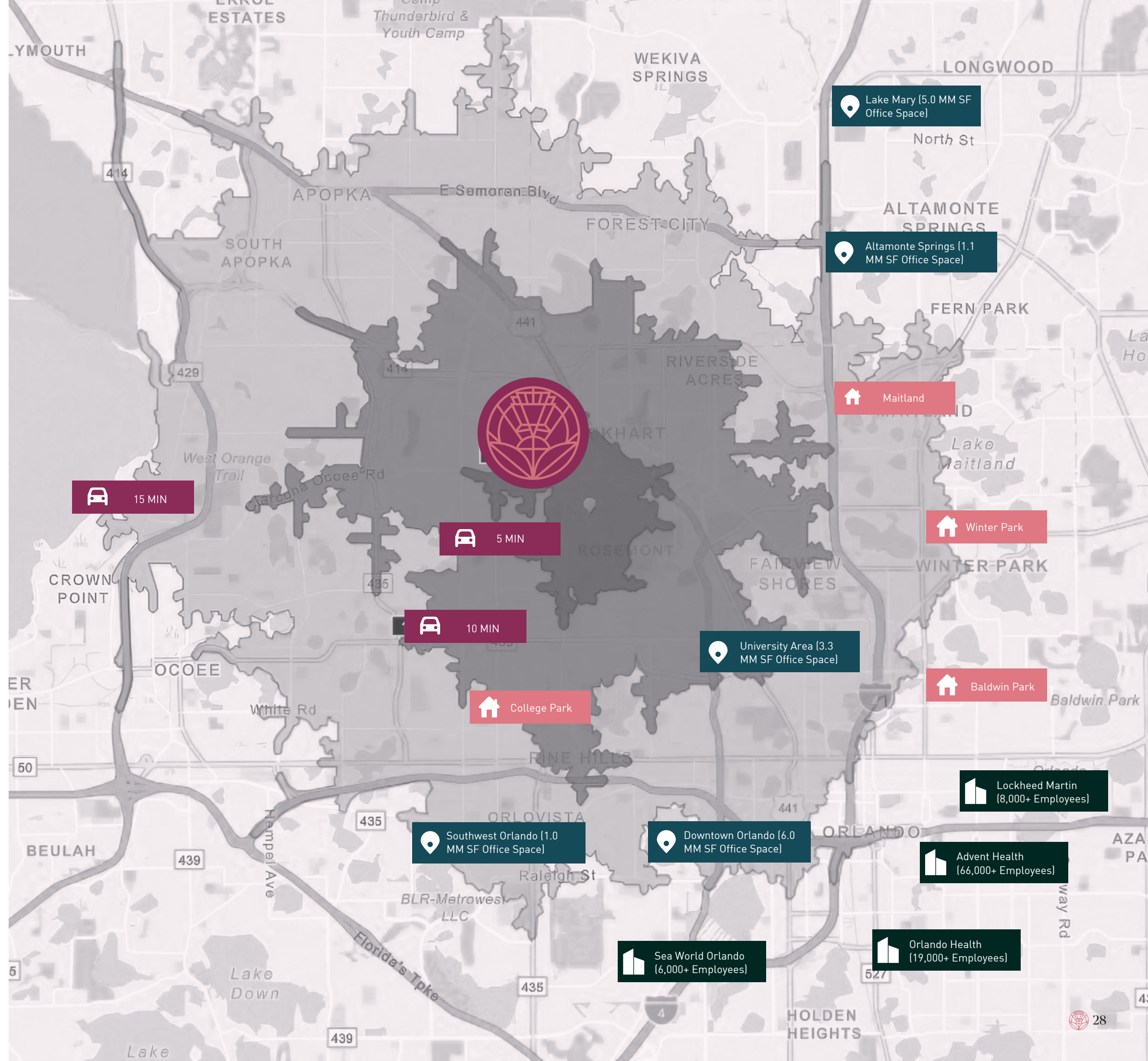
One of the Largest and Best Located

The RoseArts District is one of the largest and best located major developments in Florida.

RoseArts is centrally located within Orlando's urban core and sits at the intersection of several influential neighborhoods such as College Park, Winter Park, and Baldwin Park. Orlando's main employment hub is only a 10-minute drive, with Downtown Orlando and other major office markets encompassing several million square feet of commercial space. The District benefits from proximity to Magic Kingdom, Universal Studios, Disney World, and Lego Land, some of the most visited resorts in the world.

-  Driving Distance
-  Main Location
-  Major Employer
-  Key Neighborhood

Source: Costar



At a Crossroads with the Future

The RoseArts District rises at the intersection of four vibrant, diverse Orlando areas with momentum that represents the future. With places to live and space for businesses to grow, the district helps Orlando keep pace with impressive population growth and its burgeoning opportunity economy.



#1

Ranked U.S. travel and tourism city destination in 2022 with an economic contribution of over \$31B, according to the World Travel and Tourism Council (WTTC)

#5

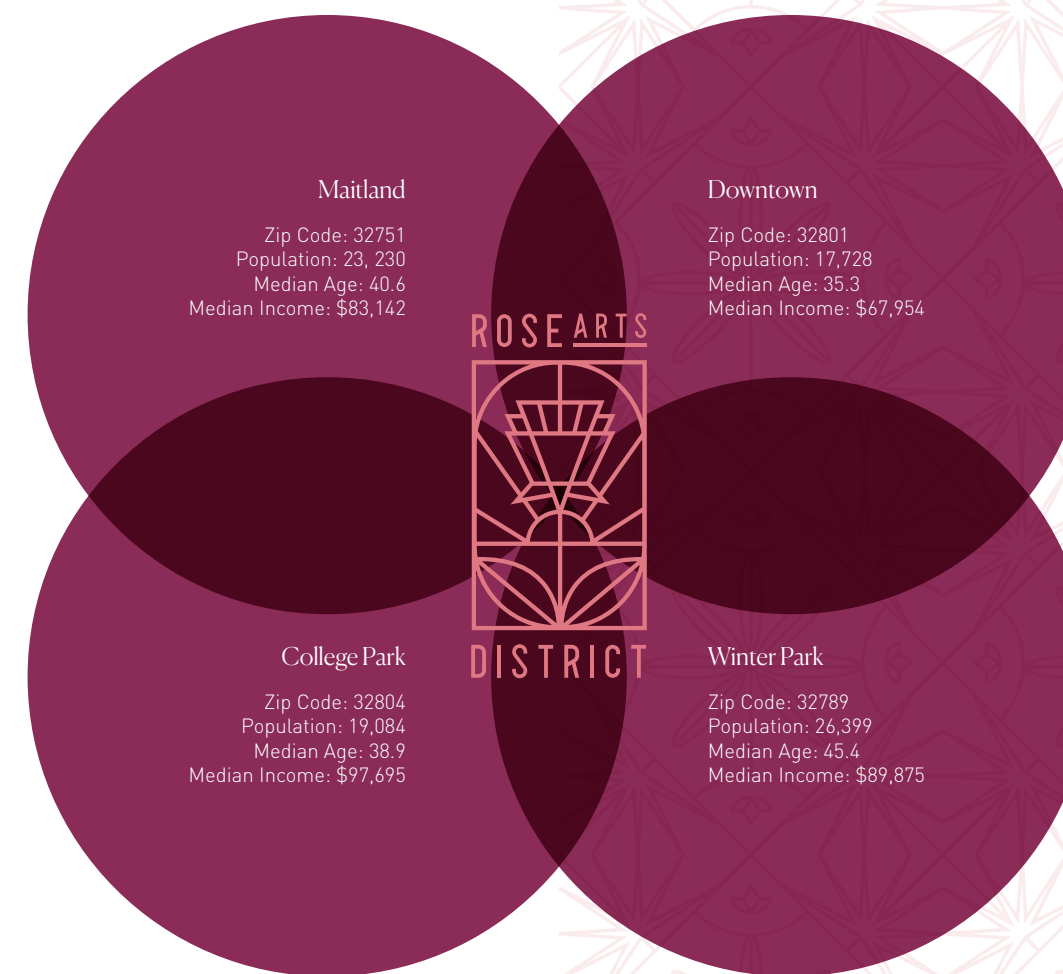
Ranked U.S city in 2022 absolute population growth

1.6 million

Projected regional population growth over the next 30 years

50%

of that growth will be in Orange County



1500/week

of people projected to move into the Orlando region on a weekly basis through 2030

2,750,000+

Population metro Orlando

77,000

of jobs added to the market in 2022, making Orlando the second fastest-growing job market in the United States according to the Orlando Economic Partnership

Source: Claritas, www.census.gov



Rosemont Community Plan

The Rosemont community plan features a diverse blend of residential and mixed-use zoning. The RoseArts District offers a high-density retail and sophisticated lifestyle that creates an unmatched modern urban living experience.

- ◆ Commercial
- ◆ Mixed-Use Center
- ◆ Mixed-Use
- ◆ Industrial
- ◆ Public/Institutional
- ◆ Multifamily Residential
- ◆ Multi-story Condo
- ◆ Townhomes/Attached
- ◆ Single-Family Residential
- ◆ Open Space/Flood Compensation/Undeveloped Land
- ◆ Park Space
- ◆ Natural Buffer
- ◆ Open Water/Stormwater
- ◆ Building Footprints
- Bike Lane
- Residential Street Signage

Master Plan



| | Acres | Units | Commercial + Public Use SF |
|--------------------|--------------|--------------|----------------------------|
| Parcel A | 2.54 | 460 | 38,500 |
| Parcel B | 4.82 | 452 | 121,250 |
| Parcel C | 7.27 | 688 | 70,000 |
| Parcel D | 6.93 | 984 | 28,000 |
| Parcel E | 4.00 | 508 | 17,500 |
| Parcel F | 5.23 | 504 | 20,105 |
| Parcel G | 0.75 | 504 | 25,145 |
| Parcel H | 3.83 | 528 | 14,000 |
| Parcel I | 4.10 | 1,022 | 15,500 |
| Development | 39.47 | 5,650 | 350,000 |

| | |
|-----------------|---------------------------------------|
| Parking | Up to 12,000 spaces (garage + street) |
| Trails/Pathways | Up to 12,500 linear feet |
| Water Frontage | Up to 2,500 linear feet |
| Greenspace | Up to 65 acres |

More than 50% of the RoseArts District will be greenspace and natural buffers

- ◆ Open Space
- ◆ Park Space
- ◆ Natural Buffer
- ◆ Stormwater
- Section 1
- Section 2
- Section 3
- Trail: Off-street dual use facility






*Notes: indicative numbers based on latest site plan

Amenities *and* Activations



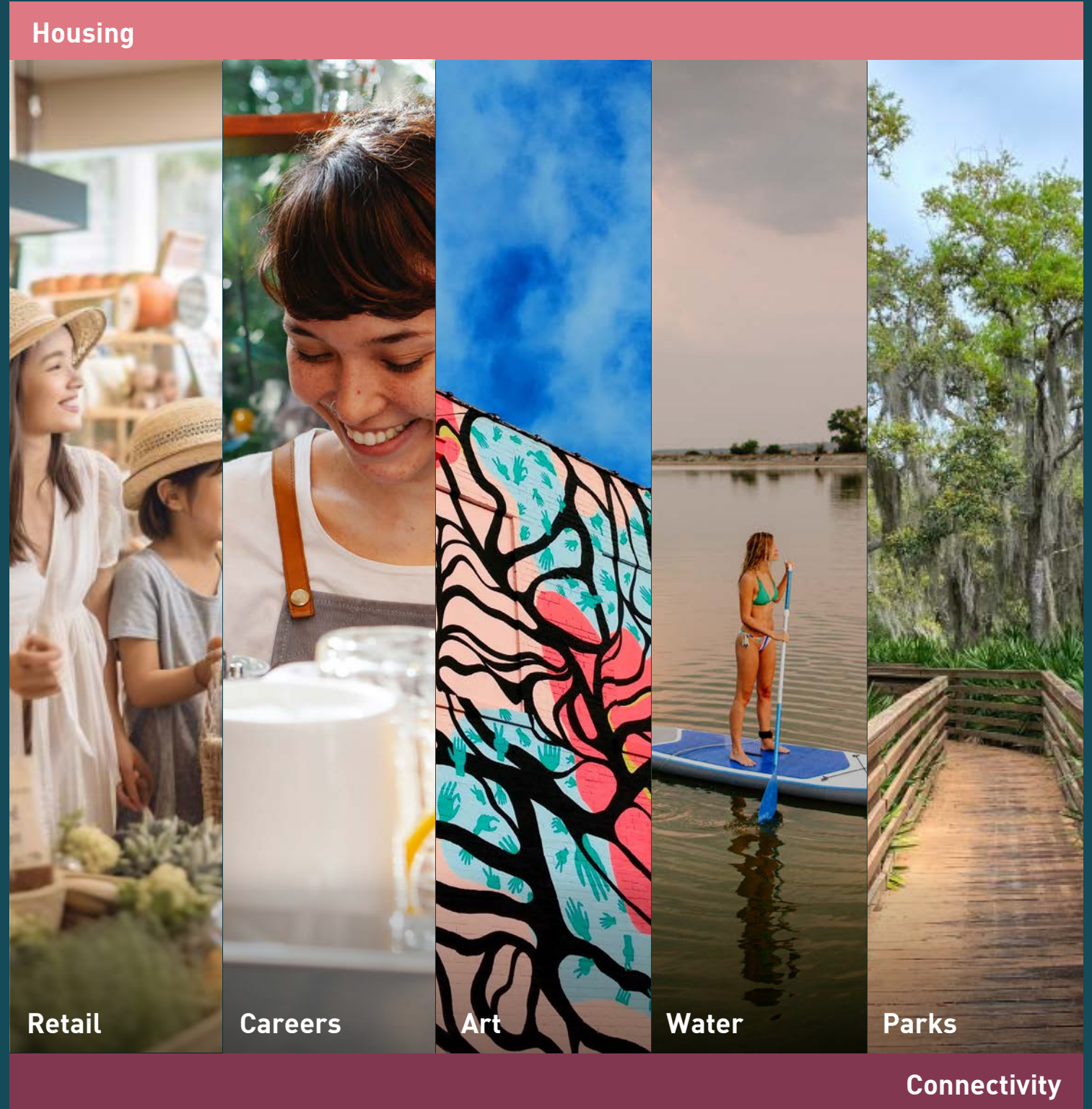
A vibrant community center is the focal point of the district, bringing dynamic retail and services to the forefront. From national brands to indie local favorites, the carefully curated city center promotes community engagement. From national brands to indie local favorites, the carefully curated city center satisfies everyday needs and everyone's need for cool places and spaces to gather.

- 1 Waterscaped grand entry
- 2 Food hall with test kitchens + microbrewery
- 3 Oasis: An art and design center + coworking space
- 4 Studio spaces + performance venues
- 5 Live performance amphitheater
- 6 Waterside shaded swings
- 7 Permanent covered market/ event pavillion
- 8 Food truck hub
- 9 Sidewalk artist + maker market
- 10 Dock with paddle boat rentals
- 11 Multipurpose greenspace
- 12 Sculpture play park
- 13 UNLEASHED: Dog park
- 14 SPLASH: Water sports outfitters
- 15 Dock + marina
- 16 WATERCOLOR: Upscale waterside food hall + wine bar
- 17 PALETTE: Lakeside restaurant + patio with outdoor fireplace and bronze kiln
- 18 BLEND: Event and gathering pavillion
- 19 Recreation field
- 20 Nature preserve viewpoint
- 21 Nature retreat

-  Major art activations and murals
-  Regional trains and paths
-  Electric Charging Stations
-  Bike Stations
-  Scooter Stations

Reimagine Urban Living

With 5,650 multifamily units impeccably designed to incorporate best-in-class amenities and lakeside vistas, RoseArts will provide an unparalleled residential experience, setting a new standard for urban living.



Outstanding Housing Market Fundamentals

Outstanding Housing Market Fundamentals

Orlando has earned the #3 spot in the "Top 20 Cities that People Are Moving To" list in a recent PODS study as of June 2023, driven by its growing population and low 2.7% unemployment rate in May 2023.

Additionally, according to YARDI, the Orlando Metropolitan Statistical Area (MSA) ranks #2 in the nation for year-over-year renewal rent growth at 12.2% in June 2023. Further supporting demographic fundamentals, Orlando is seeing a continuous influx of multi-million dollar capital projects, reinforcing its economic strength.

A \$500M+ mixed-use sports complex by the Orlando Magic is set to begin construction soon in downtown Orlando, featuring a hotel tower, 420,000 square feet of office space, restaurants, and retail. Orlando has also completed the highly anticipated 37,000+ square-foot Brightline Station at Orlando International Airport, connecting the city to South Florida via a high-speed \$5 billion, 170-mile railroad system.

Brightline Expansion

Brightline has officially unveiled its newest station in Orlando, with 16 trains operating hourly between Orlando, West Palm Beach, Boca Raton, Fort Lauderdale, and Miami. Travel times between Miami and Orlando are around three and a half hours.



Source: Newmark Multifamily Research, Costar

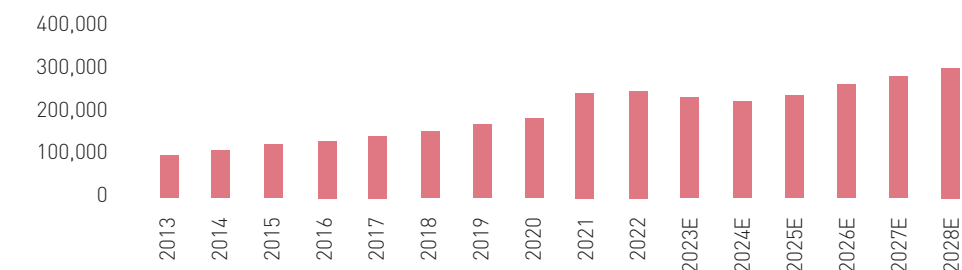
Demand Drivers

| | IQ 2023 | IQ 2022 |
|------------------------|-----------|--------------|
| Jobs Added (YOY) | 88,000 | 163,000 |
| Job Growth % (YOY) | 3.2% | 6.3% |
| Unemployment Rate | 2.3% | 3.0% |
| Employment Projections | | 2.9% in 2023 |
| Population | 6,398,500 | 6,331,400 |
| Population Growth % | 11% | 10% |

Multifamily Fundamentals

| | Orlando |
|---------------------------------------|---------|
| Current MSA Occupancy | 94.8% |
| Proj. MSA Occupancy (1-Year Forecast) | 94.7% |
| Average Rental Rate | \$1,804 |
| Year-over-Year Rent Growth | 6.2% |
| Proj. Rent Growth (1-Year Forecast) | 2.8% |

Orlando Home Prices per Unit



After declining 4.7% to \$244,191 in 2023, Orlando home prices are expected to recover to \$246,101 by 2025 and continue their positive growth trajectory, reaching upwards of \$300,000 by 2028.



Retail

The RoseArts District offers a destination retail experience with as much as 350,000 square feet of commercial space. It features a diverse tenant mix, including breweries, restaurants, juice shops, grocers, studios, healthcare providers, and more.




This walkable lakeside neighborhood seamlessly blends different experiences, fostering a strong sense of community and convenience, and encouraging residents to stay, connect, and create cherished memories.

A Town Center acts as a hub and center of gravity, creating energy at key intersections of the neighborhood. It boasts amenities such as a food hall with test kitchens and a microbrewery, a permanently covered market/event pavilion, a food truck hub, a sidewalk artist exhibition, and a maker's market, to name a few.

Retail Plan

RoseArts districts paints a new reality of urban living not yet realized in Rosemont; A place to shop, dine, work, create, and gather without ever leaving the neighborhood, keeping spending power locally and attracting visitors from far and wide.



| Retailer | Traffic | Energy |
|--|-----------|---------|
|  Leading Restaurant or Retailer | Very High | Busy |
|  Convenience & Healthcare | High | Casual |
|  Local Food & Entertainment | Moderate | Relaxed |

Retail Feasibility Study

Traffic and Median Income

Income Surge from RoseArt Residents:

The completion of 5,650 new residential units at RoseArts is set to drive a significant increase in median household income. Median Household Income, estimated as a multiple of rents, is poised to grow from approximately \$40,000 to around \$90,000.

Population Growth Fuels Retail:

With this substantial income growth and the overall population expansion, RoseArts is poised to be a catalyst for robust retail sales.

Ideal Demographics for National Retailers:

The high household density and rising incomes within a 1-mile radius of RoseArts meet the criteria that attract national retailers, making it an attractive location for commercial ventures with elevated income and traffic criteria.

Supportive Existing Traffic Counts:

Current traffic counts on major roadways surrounding the subject property already align with the requirements for national retailer site selection, exceeding 20,000 trips per day, making RoseArts an attractive and accessible retail destination for both residents and visitors alike.

Traffic Volume Set to Increase:

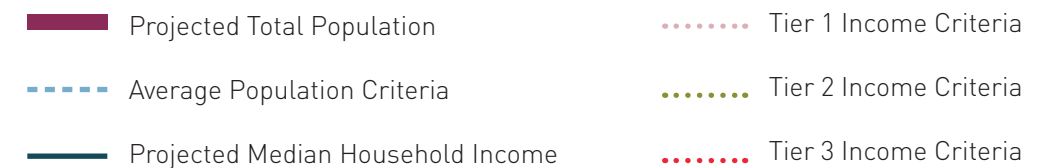
The proposed growth in residential units is expected to prompt around 40,000 trips per day on the main arteries surrounding the site, including on the planned spine road within the RoseArts district- Rosearts Row.

Source: census.gov, Costar, ESRI

Median Household Income and National Retailer Criteria, 1 Mile



Building Construction Timeline



Notes: Projected Total Population is calculated as the marginal increase in new residential units r building plus 3,476 households at the project start date. The resulting households figure is multiplied by 2.5 people per household to obtain Total Population.

Notes: Projected Median Household Income is calculated as the prior level of income, plus an increase of \$120,000 per new household, based on a 5X Average rent-to-income ratio and \$2,000 assumed average rent.

Careers

RoseArts is poised to be an economic powerhouse, not just for its residents but for all of Orange County.

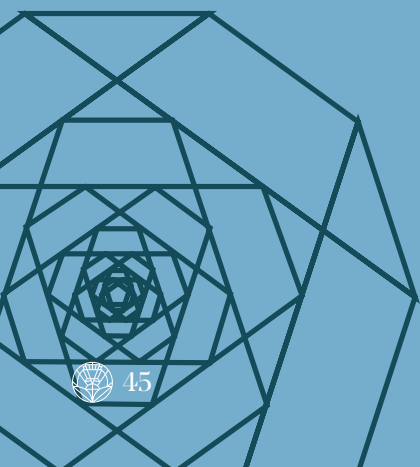
In terms of gross economic output, RoseArts is set to make an immediate impact with an initial addition of about \$2.0 billion. On an annual basis, it's expected to contribute a staggering \$328.0 million to the local economy.

The job creation potential is remarkable, with an estimated 16,200 new jobs and employees. This means RoseArts isn't just about buildings; it's about livelihoods and opportunities for the local community.

Additionally, RoseArts will significantly bolster the region's finances, generating an estimated annual gross real estate tax of close to \$27.0 million. Over 30 years, the City of Orlando can anticipate an impressive impact of \$129.0 million in its general fund.

RoseArts isn't just a development; it's a catalyst for economic growth, job creation, and a thriving living environment.

Source: Economic And Fiscal Impact Study by GAI Consultants





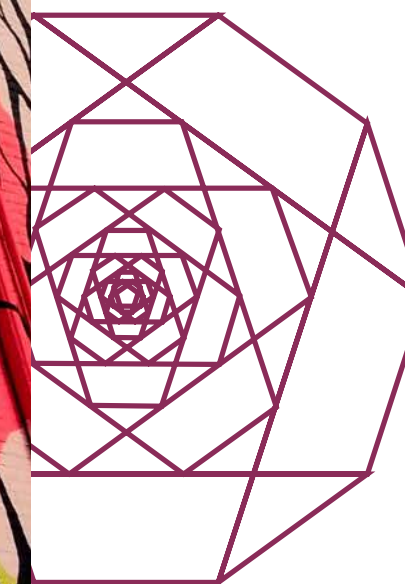
Art

Art permeates every facet of the RoseArts District, a place where creativity knows no bounds. Here, the full spectrum of artistic expression finds its home, attracted by welcoming spaces that nurture and inspire.

From magical murals and art activations to captivating performances, from intricate visual arts to unique digital realms, and from culinary masterpieces to crafted cocktails, this is far from a one-note arts district.

Case in point is the RoseArts Studios site and project— a haven for artists and a dynamic hub for shared experiences. At the core is an innovative container park where art and gastronomy unite in a sensory journey.

As you explore this open-air labyrinth of retail and artist studios, artistry and culinary craftsmanship harmonize at the flourishing container park, buzzing with food trucks and entertainment. Here, artists cultivate their visions, and the community engages.



RoseArts Studios

RoseArts Studios is a recreational park and artist community that is designed to be a haven that nurtures creativity, fosters education, and promotes public engagement. It is composed of immersive artist studios, a container park, and outdoor food and entertainment venues.

University of Central Florida Student Vision Proposal

Outdoor Events

Glass Blowing Center

Hybrid Studio Space

Mural Walk

Ampitheater

Mediterranean Style Design

Interactive Sculptures

Botanical Garden

Shipping Containers

Scenic Walkway



RoseArts Studio Site



Luxury Container Park

As you stroll through the container park's outdoor walkway, you'll find yourself immersed in a world where art and culinary delights intertwine. Outdoor concerts, hearty local creations, and interesting community events will be held on a weekly basis, encouraging visitors to return.



Art Studios

The revitalization plan encompasses repurposing the clubhouse into an awe-inspiring art gallery, transforming golf cart spaces into inviting studios, and converting the warehouse into dynamic, high-intensity studios for sculptors.

Orlando's Premiere Artist Community

Partake in the creation of Orlando's premiere artist community.

The power of art is unmistakable. It uplifts neighborhoods and spirits with the same magical magnitude. All the many forms of artistry will dwell here, attracted by welcoming places and spaces that nurture creativity.

Murals. Performing arts. Visual arts. Digital arts. Food arts. Cocktail arts. This is anything but a singular-track arts district.

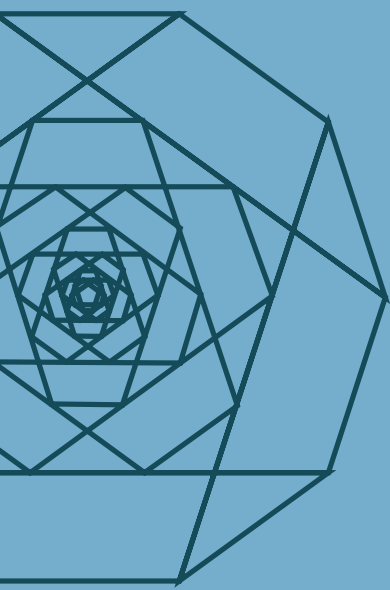
See. Taste. Feel. Listen.

Water

Proximity to Lake Orlando makes the RoseArts District exceptionally unique in the city's development landscape.

It's not merely about having a picturesque view; it's about embracing a lifestyle enriched by waterfront living. The presence of Lake Orlando not only enhances the visual appeal of the district but also promises a unique and enduring asset.

Homes in such proximity tend to enjoy higher values over time, thanks to the enduring appeal of waterfront living, and the long-term appreciation that comes with it.

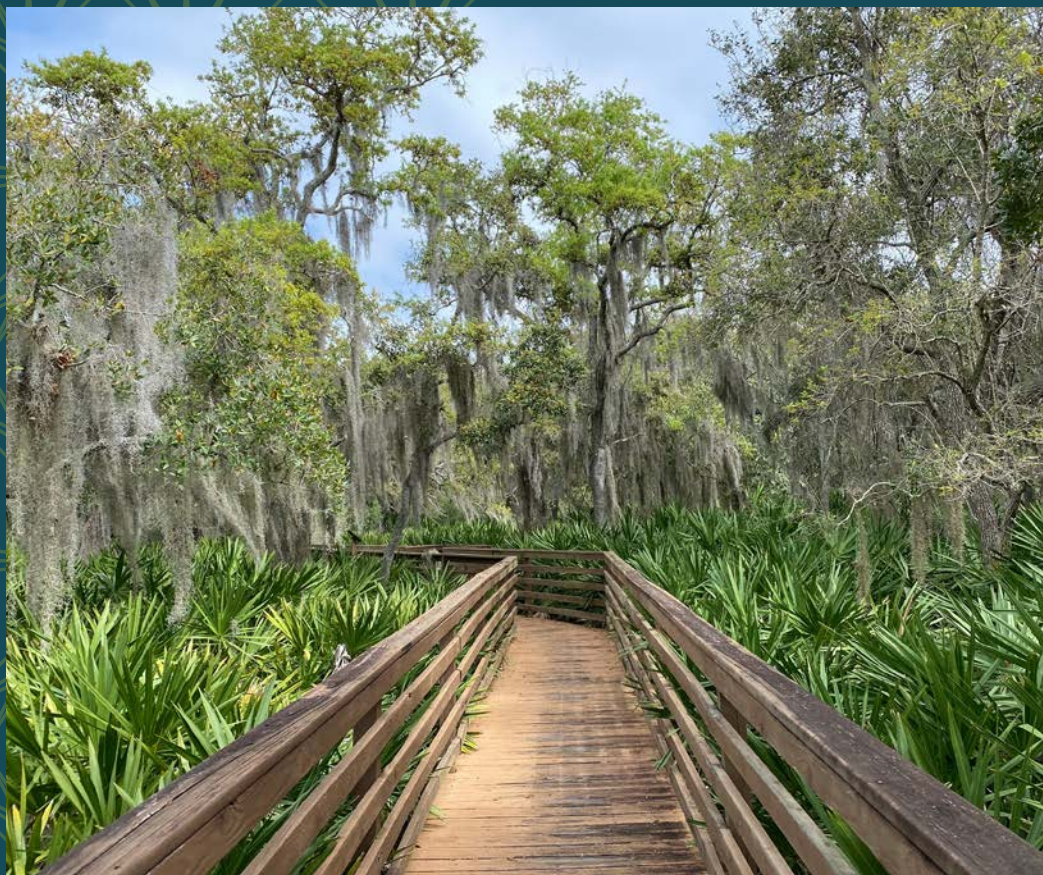




Parks

RoseArts is a forward-thinking, eco-conscious development that masterfully intertwines with its natural surroundings, thanks to meticulous planning and innovative design. Residents are encouraged to embrace an outdoor lifestyle with extensive walking trails, bike paths, and waterfront access, promoting well-being while fostering a deeper connection with nature.

The community actively supports protecting indigenous species by preserving natural wetlands and incorporating native plant species that attract local wildlife. Initiatives like bird-watching programs and the establishment of butterfly gardens help ensure a thriving local ecosystem and offer residents a unique and sustainable living experience where they become stewards of their environment while enjoying the benefits of outdoor living.





Connectivity

The RoseArts District connects to the broader Orlando trail systems. Meanwhile, autonomous integration and public art throughout the district transforms the routine of getting around into a journey filled with visual delights.

Bike paths and stations, electric charging ports, scooter stations, and Beep stations are an integral part of the community design. Up to 12,500 linear feet of trails and pathways make navigating the community a true pleasure and enhance every aspect of daily life at RoseArts. RoseArts Row will serve as the District's main road, enhancing connectivity throughout the community.

Coming soon to RoseArts, the Beep autonomous vehicle, Holon, enhances safety with state-of-the-art detection systems while optimizing land use and revolutionizing convenience and accessibility.

Beep may help with a path to secure grants from a variety of sources, include the Vehicle Technology Office of the U.S. Department of Energy, the Transit-Oriented Development Program of the U.S. Department of Transportation, and the RAISE grant.



Three different styles of complete street systems flow throughout the district and are designed to maximize pedestrian cyclist experiences.



Autonomous *Vehicle* Overview

Improved Safety

Beep's autonomous vehicle, Holon, significantly curtails road fatalities resulting from human error, responsible for 90% of the 32,000 annual U.S. road deaths. Holon utilizes a three-pronged detection system comprising sophisticated vision algorithms for cameras, 3D distance calculations with LiDAR, and obstacle detection via RADAR.

Convenience and Accessibility

Autonomous vehicles enhance time efficiency, allowing passengers to engage in work, relaxation, or social activities during their journeys. This automation also broadens mobility for individuals with driving limitations, catering to the requirements of up to 90% of those who avoid transit services beyond a 0.5-mile distance.

Land Use Optimization

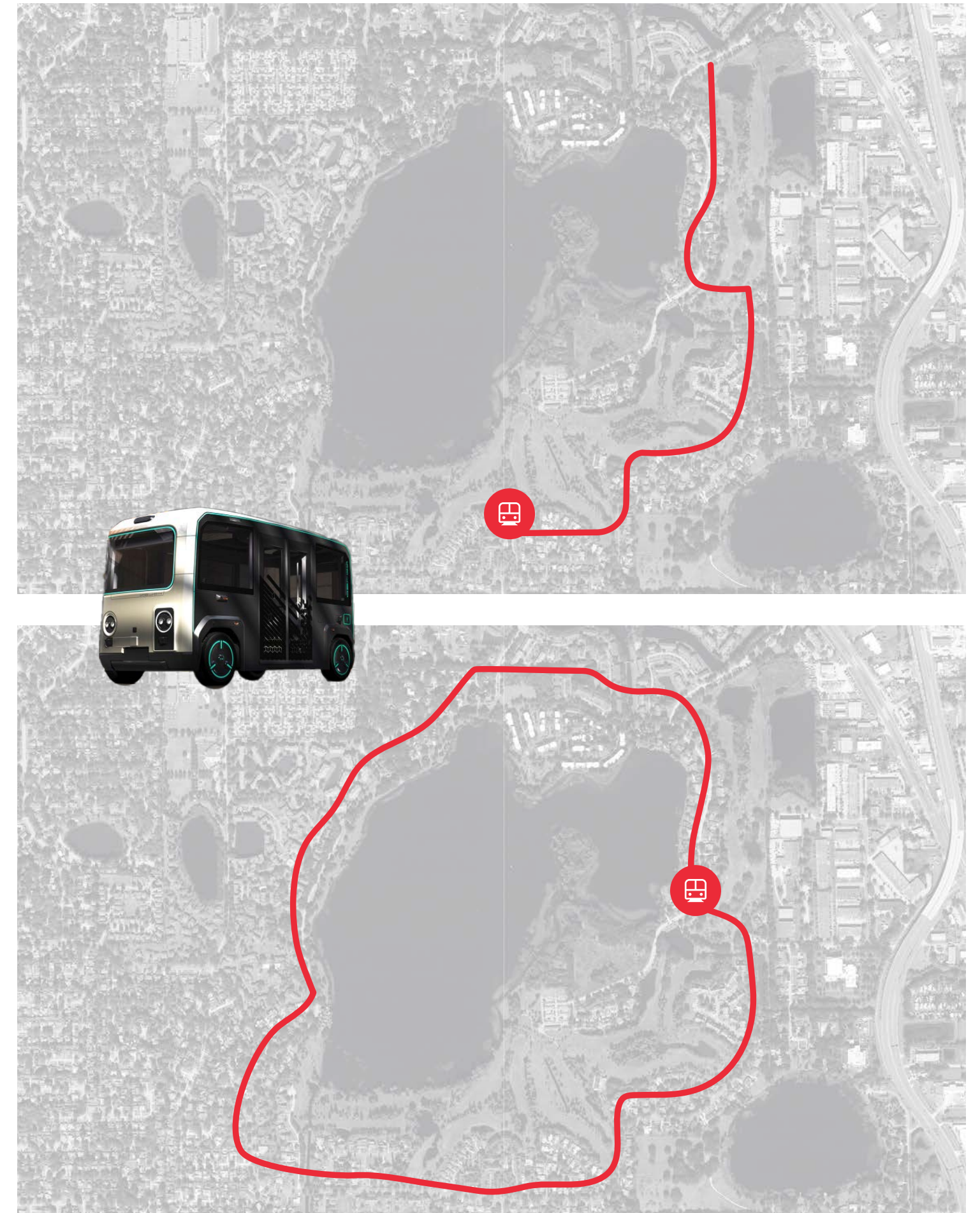
The Beep Holon offers enhanced land use optimization and flexibility, outperforming the average US vehicle that remains idle 95% of the time. Notably, in Lake Nona, Beep's autonomous vehicles achieved a remarkable reduction in parking requirements, from 4 parking spots per 1,000 sq ft of commercial space to less than 3 parking spots.

Beep Implementation at Lake Nona (Orlando, FL)

Beep launched a 23-vehicle fleet across a 17-square-mile community, the largest private-sector deployment in the US, connecting the community to Town Center, Orlando VA Medical Center, UCF College of Medicine, and various retail and residential locations. This deployment successfully eliminated an estimated 22,400 vehicle trips.

Source: Ridebeep.com

Beep Proposed Routes



**Strong
Construction**

Opportune Timing

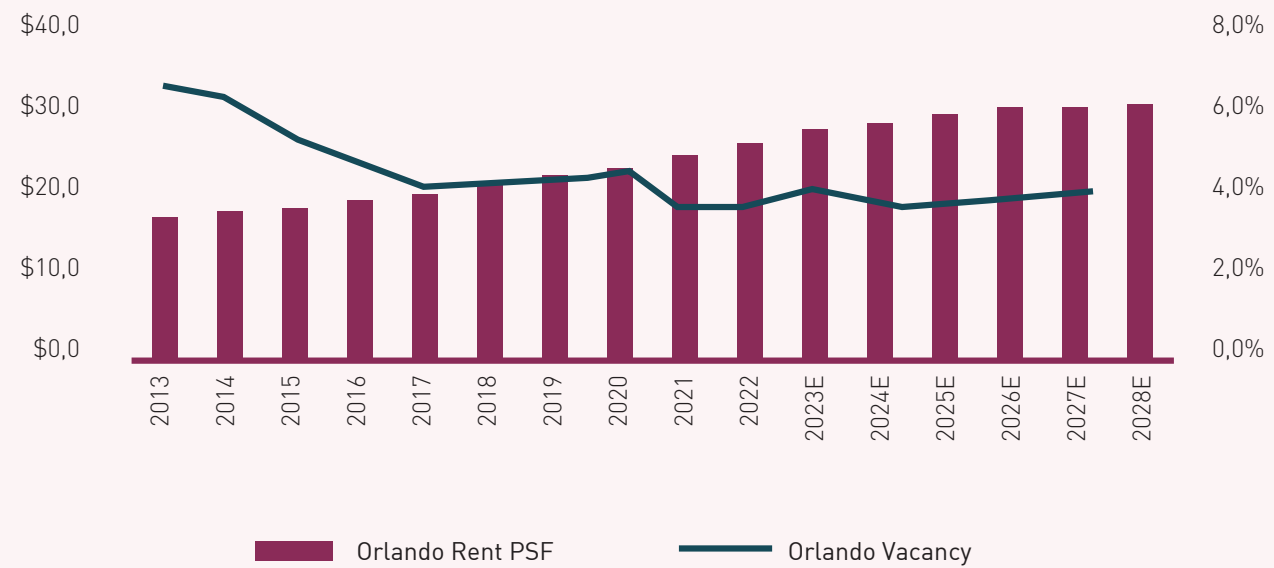
Orlando's population is consistently expanding due to a robust job market, a tax-friendly environment, and its status as a renowned tourist destination, resulting in a continuous demand for multifamily housing. A further significant multifamily and residential housing supply and demand imbalance is anticipated in the coming years due to the slowdown in construction and ongoing net positive influx of people.

The RoseArts District is projected to break ground at an opportune time for Orlando's housing market, with demand set to surpass supply in 2025. Developers scaled back deliveries during the high-interest, high inflation environment of 2022-2023, uniquely positioning RoseArts to deliver premier housing in a supply constrained market.

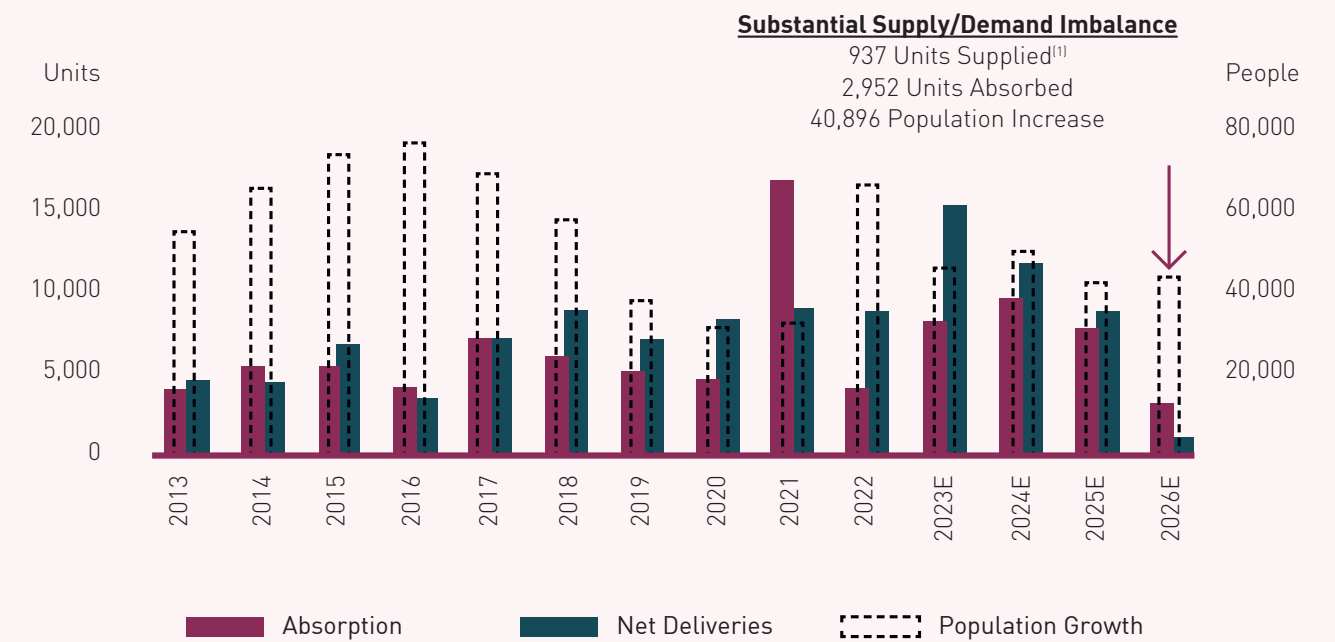
Despite the sharp increase in interest rates, inflation is stabilizing, and the forward interest rate curve is projected to normalize by the time the majority of the RoseArts District will commence construction.



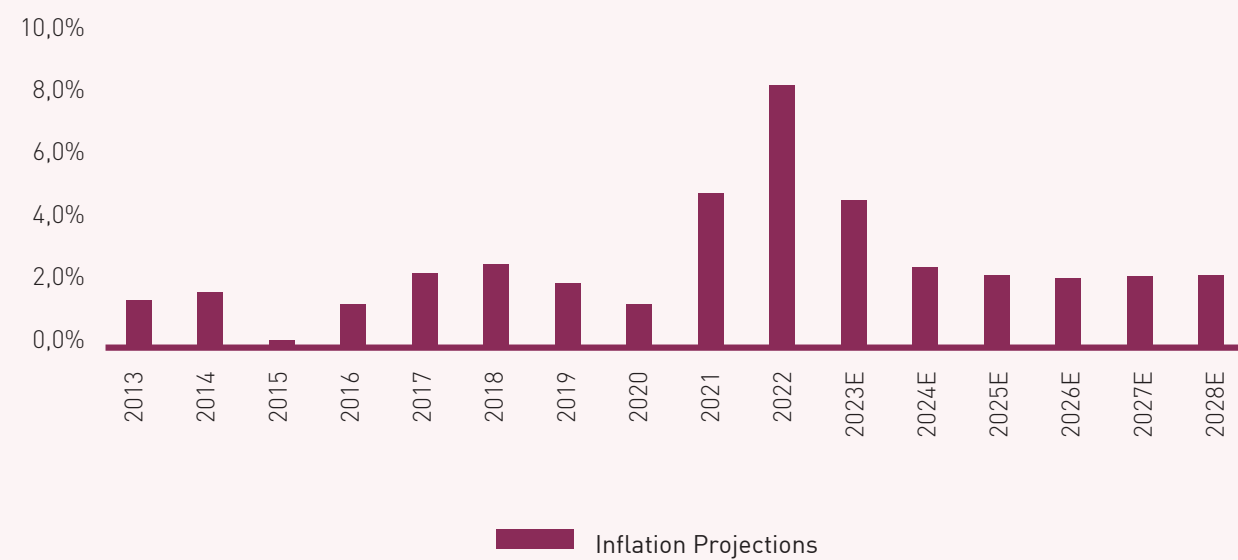
A Growing Demand for Rental Properties



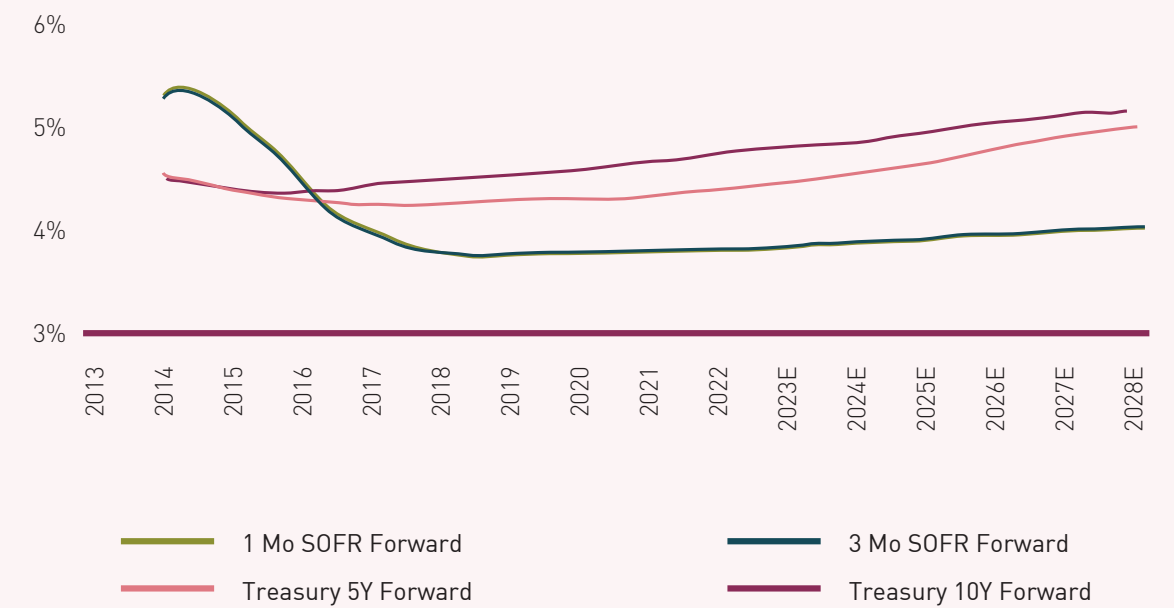
With a Cliff of Deliveries During the Slowdown



And Leading Indicators Signaling an Inflection Point



Alongside a More Favorable Financing Environment



Lessons *and* Inspiration

From Renowned “Mixed-Use” Case Studies

The RoseArts development team has undertaken an extensive study of critical case studies both across the nation and within our city, aiming to decipher the key elements that propel mixed-use developments to success.

These elements encompass the harmonious integration of water features, vibrant retail spaces, abundant green areas, job creation prospects, artistic infusion, and seamless connectivity, among others.

We draw inspiration from remarkable urban districts such as Trinity Groves in Dallas, Harbor Pointe in Stamford, and some of Orlando’s most coveted neighborhoods like Baldwin Park and Lake Nona.

Mixed-use urban developments epitomize the blending of people, places, and moments, crafting immersive experiences that prioritize convenience and quality of life.

Our pursuit revolves around unlocking new opportunities and igniting the future by artfully fusing what people cherish with the experiences they passionately seek.



Lake Nona, Orlando, FL



Harbor Point, Stamford, CT

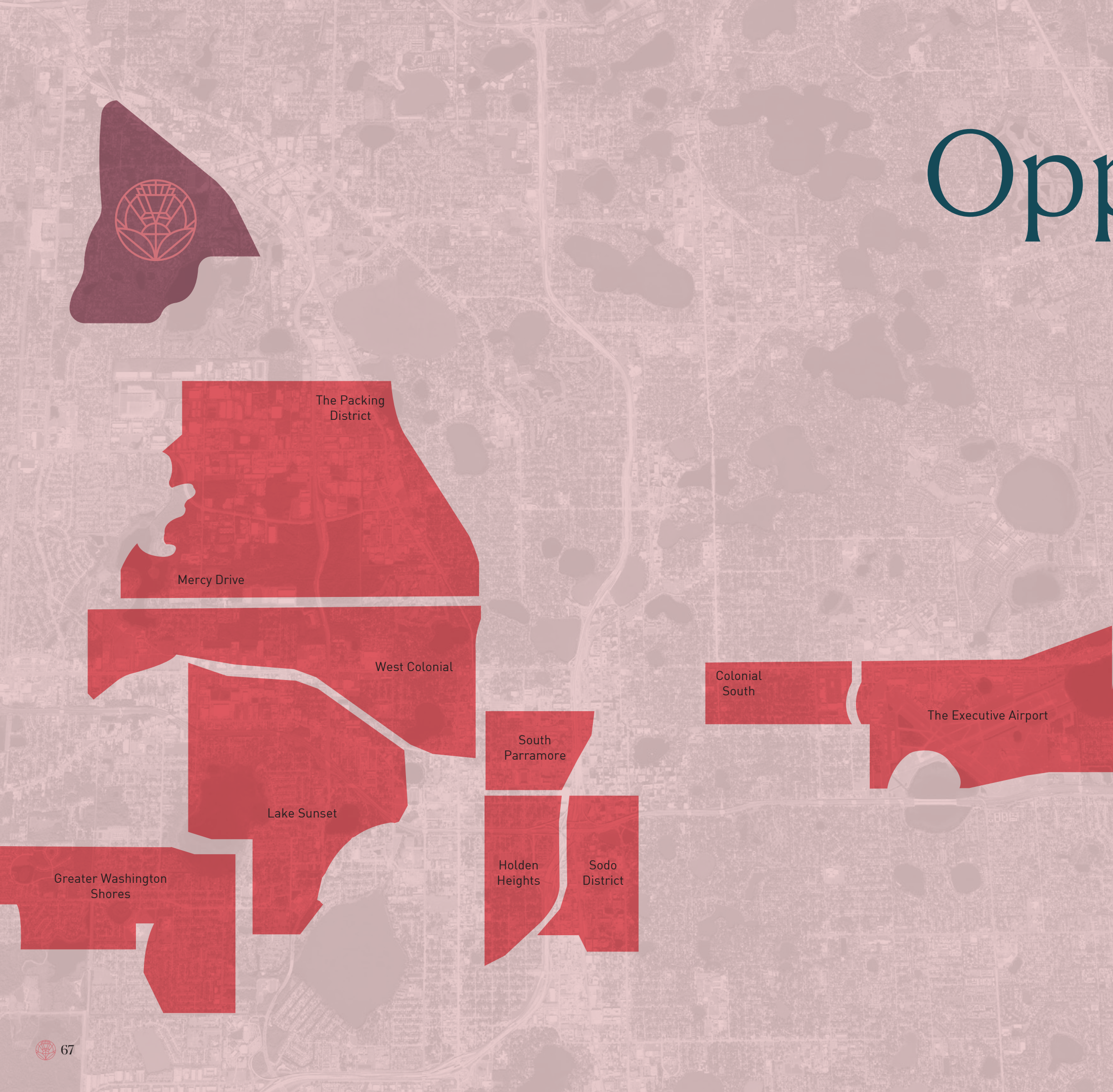


Baldwin Park, Orlando, FL



Trinity Groves, Dallas, TX

Opportunity Sculpts the *Future*



The RoseArts District is located inside one of 12 Opportunity Zones in the City of Orlando. The district and the Opportunity Zone designation, which carries tax incentives for long-term investment, lay the healthy foundation for a prosperous future for Rosemont.

Opportunity Zone tax incentives offer capital gains tax deferrals and reductions for investors who reinvest in Qualified Opportunity Funds, promoting investment in projects that foster new opportunities for residents and boost upward mobility.

Opportunity zone tax advantages are subject to meeting specified criteria and should be confirmed with a tax advisor.

Our People

The Development team includes Orlando-based industry leaders who have contributed to the vision of the RoseArts District through community engagement, design, planning, research, place branding, and spirited team collaboration.

RoseArts also recognizes the passion and inspiration shared by Rosemont residents, whose ideas have helped collectively refine the vision into what this package represents. A place is nothing without its people.



Lake Orlando Land Owner, LLC c/o Westside Capital Group
Qualified Opportunity Zone Business Developer + Investor



Charlan Brock Architects
Architect



Community Solutions Group
Planner



GAI Consultants
GAI Consultants



Consensus Communications
Community Relations



Lowndes, Drosdick, Doster, Kantor & Reed, P.A.
Legal



Colliers International
Feasibility Study



Colliers International
Retail Study and Strategy



Prismatic
Place Brand + Marketing

Key Project Metrics

| | Today | Tomorrow |
|--|-------|-----------------|
| One-Time Gross Economic Output | 0 | \$2.1 Billion |
| Temporary Total Jobs/Employees | 0 | 11,609 |
| Permanent Job Earning Wages | 0 | \$131.3 Million |
| Annual Gross Economic Output Generated | 0 | \$395.2 Million |
| City of Orlando Fiscal Surplus over 30-Years | 0 | \$169.9 Million |

Source: Economic and Fiscal Impact Study by GAI Consultants

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