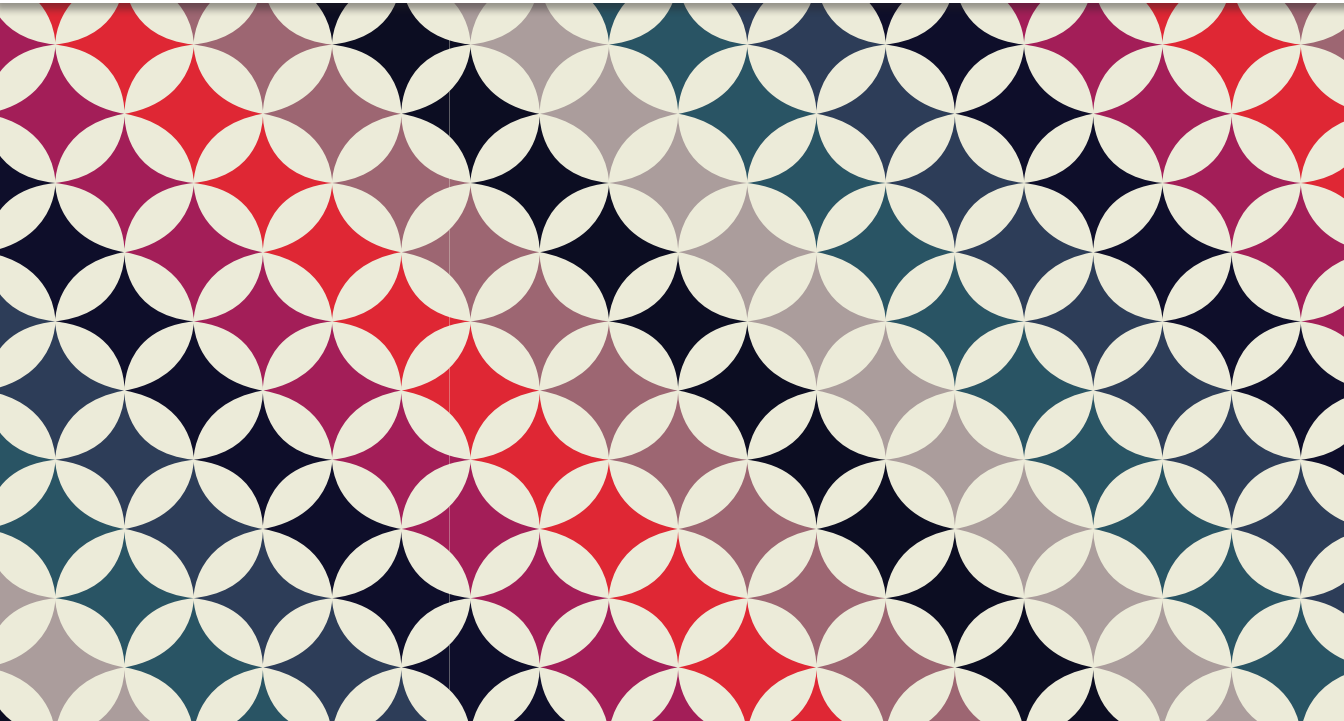


Leave ordinary behind.
GO WEST.



COMMERCIAL
DEVELOPMENT



Upscale luxe with a retro vibe.

A cultural landmark of historic proportions, the West Erie Plaza ushered in a new era of retail during the exceedingly prosperous 1950s. Anchored by the majestic Plaza Theatre, the iconic shopping center thrived for nearly four decades while hosting an eclectic mix of local and regional tenants.

VCG Properties acquired the property in 2012 and is now in Phase Four of an ambitious, eco-conscious revitalization project that seamlessly blends classic mid-century design with an electric arts and culture scene.

The new West Erie is poised to become one of the region's most-coveted destinations to shop, eat and meet. A captivating, open-air town center brimming with stylish storefronts, impressively elegant green space and abundant parking. A bustling shoppers' mecca boasting the most prestigious brands, the latest retail trends and the finest in food and entertainment. A vibrant, park-inspired sanctuary where visitors can get away from it all for an hour, an afternoon or an entire day.

For discerning commercial retailers like you, this is a rare opportunity to leave ordinary behind. And become part of something extraordinary.





With its centralized location, substantial traffic volume and historic appeal, West Erie is primed to become the region's most exclusive open-air retail and entertainment destination.

Plaza

A one-of-a-kind retail opportunity.





An exceptionally lucrative niche market awaits.

With a regional market draw greater than 900,000 people, Erie Metro serves as a vital tri-state hub that bridges Pittsburgh, Cleveland and Buffalo—boosting West Erie’s targeted consumer reach well into the millions.

Located just minutes from the area’s highest income neighborhoods, West Erie Plaza is centered along the peak corridor for business travel. It serves as one of the most heavily traveled commercial sites boasting premium frontage on three major roadways.

With median incomes in the upper 15th percentile, immediate residents provide the support base for thriving retail. The property attracts local residents, regional commuters and tourists alike with its impressive sight lines and close proximity to two major highways.

Notably, shoppers travel to Erie from Ohio, New York and Canada to take advantage of Pennsylvania’s sales tax exemption on clothing and apparel.

Erie, PA Market Reach



Forbes ranked

#91 location for cost of doing business, #85 in job growth and #182 best place for business (2013)

Money Magazine

ranked 93rd Best Place to Live (2012)

* population base for Erie/Meadville PA Combined Statistical Area

Great visibility, strong traffic counts, unparalleled accessibility.

Each year, more than four million locals and tourists flock to the sandy beaches of Erie's own Presque Isle State Park—where visitors contributed nearly \$77 million to Erie County's more-than-\$1 billion annual tourism economy in 2010 alone*.

West Erie is located mere minutes away from this popular tourist destination as well as the Erie Downtown Business District and many cultural, historical and entertainment attractions. These include professional baseball, hockey and basketball development leagues, Presque Isle Downs and Casino, the Erie Playhouse, the Erie Art Museum, the Erie Zoo, Waldameer & Water World amusement park, the Upper Peach Street shopping corridor as well as ample outdoor activities such as sailing, swimming, hiking, skiing and biking.

Average daily site traffic:
43,600

More than 2x
the average daily
traffic of the
Upper Peach
Street Shopping
Corridor.

Distance to Major Tourist Attractions from West Erie (in miles)

Presque Isle State Park	1.6
Erie International Airport	3.4
Waldameer Park and Waterworld	1.2
Upper Peach Street Shopping Corridor	4.9
Presque Isle Downs and Casino	12.8
Erie Downtown Business District	4.1
Splash Lagoon Indoor Waterpark	6.6
Erie Zoo	5.1

*Source: The Economic Significance and Impact of Pennsylvania State Parks:
An Updated Assessment of 2010 Park Visitor Spending on the State and Local Economy.

Site Analytics

Traffic

West Erie Plaza*

Exit 183B off I-79
15 min. from I-90
Near proximity to I-80 & I-86
Positioned on 3 major roadways
Positioned between county high commuter routes
Centrally located between tourism, downtown, major employers, medical and top residential areas
Average daily site traffic: 43,600

Innovation

West Erie Plaza

2 free EV vehicle charging stations
Database integrates with existing tenant social network efforts
1G fiber data service provided for each tenant & free high speed customer wifi
Bi-annual big data amenities development program
Mobile recognition services; consumer patterns, automated GPS loyalty marketing
Major social media property marketing campaign
Cutting-edge web communication platform for all tenants

Amenities

West Erie Plaza

Frontage on 3 major roadways
concierge service access and mobile app available
Multiple community events on-site
Outdoor venue for events and meetings
HD Security surveillance & monitoring
Custom property signage to maximize tenant exposure
Best practice urban engineering model to maximize usage of space and attract pedestrian & bike traffic
Full-time on-site maintenance staff

Demographics

Erie/Meadville PA Combined Statistical Area

West Erie Median Age 33.2
West Erie HS Attention 90.1%
West Erie College Education 40%
4th Largest City (Erie, PA)
7th Largest Area (Erie/Meadville CSA)
2 Championship Golf Courses
5 Universities
Population Logistics:
• 10 hr. distribution reach; 135M
• Inland rail facilities
West Erie percentage of population with annual income above \$50K: 42.4%
West Erie Average Household Income: \$54,000 - \$113,000

Growth

Regional Projects*

\$150M Bayfront commercial development planned for hospitality, office and tourism
\$60M Inland Port Project to increase logistics capacity
Erie International Airport expansion projects underway—209,200 passengers (2012)
Major advertising increase for VisitErie, aimed at regional promotion
Groundbreaking area development program, Emerge2040 leading a resurgence in sustainable growth
Recent influx of tech innovation employers

Frontage on
3 major roadways

* Data sources: US Bureau of Labor, US Census Bureau, VisitErie, TapintoErie, Erie Regional Chamber & Growth Partnership, PA Dept. of Community Development, Forbes.



Outdoor venue for events and meetings

42.4

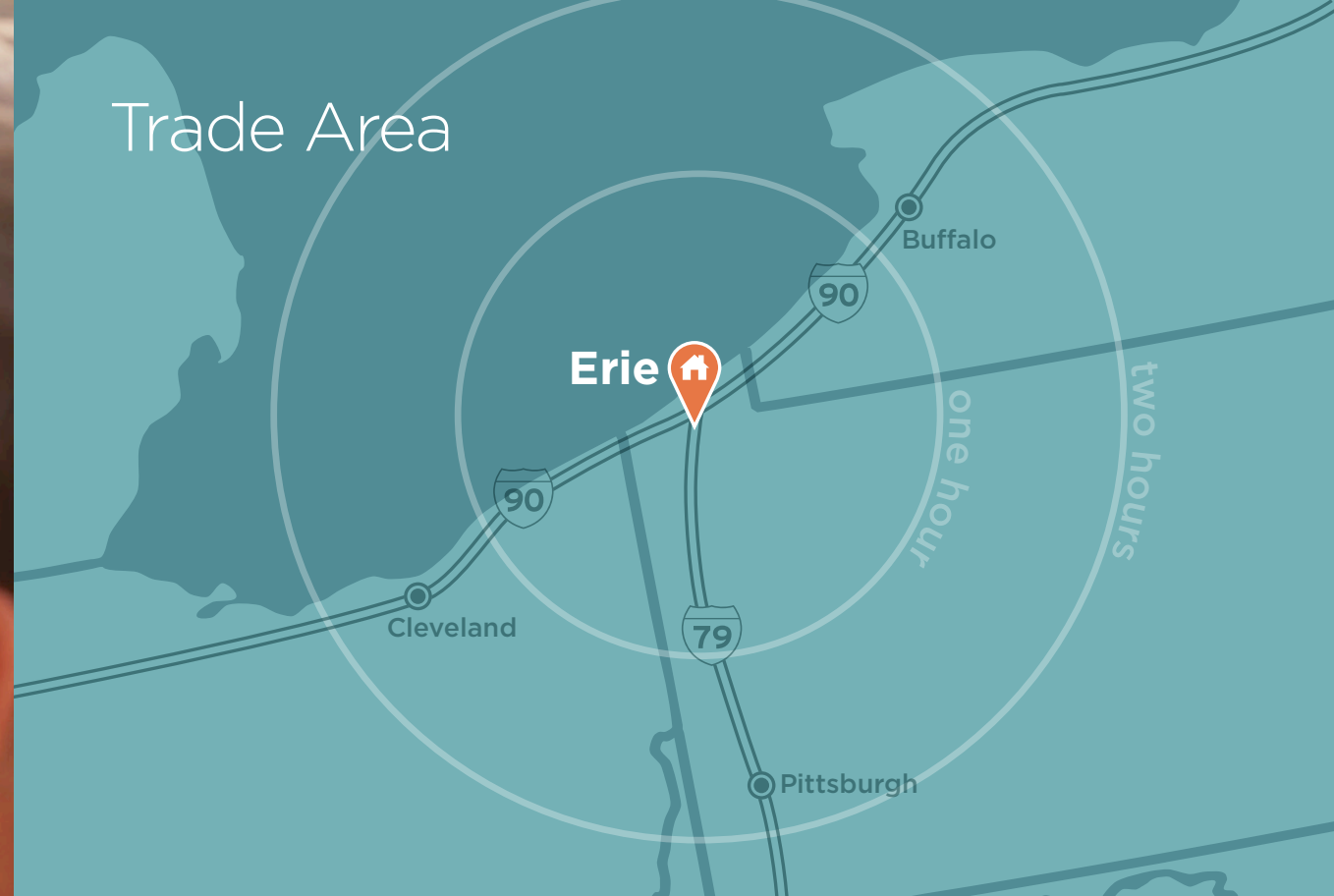
percentage of population with annual income above \$50K

\$54K-\$113K

West Erie Average Household Income



Trade Area



Tourism Expenditure
(2013)*

\$1B

Municipal Level Tax & Business
Incentives Available?*

YES

Retail/Entertainment as
percentage of expenditure*

23%

Cost of Living Rank
(Out of 200 US metro areas)*

5th

Cost of Living*
(Below US Average)

12.5%

* Data sources: US Bureau of Labor, US Census Bureau, VisitErie, TapintoErie, Erie Regional Chamber & Growth Partnership, PA Dept. of Community Development, Forbes.

Value-added online marketing

An exceptional and truly unique added-value tool, the West Erie Plaza website offers all tenants access to its secure online tenant portal. The portal enables you to securely log in and manage your individual business page on the dedicated West Erie Plaza site.

You control everything from contact info and imagery to social media posts and monthly retail specials. The Secure Tenant Portal is also conveniently accessible via our iPhone/Android compatible app.



Placemaking amenities— a sensory mix of art, culture, personality and fun.

West Erie is truly a memorable destination draw, utilizing a sustainable, flexible, people-centered approach to its development planning. The Plaza is both culturally and spatially relevant—curated with complimentary offerings that not only fit within the complex, but within the surrounding community as well. This radical approach to commercial development provides an all-day consumer experience and delivers a long-term, transformative impact throughout the region.



The West Erie Development Paradigm includes:

- Residential convenience
- Public transit access
- Dedicated pedestrian & biking infrastructure
- Historic preservation & creative reuse
- Meticulous, classic aesthetics
- Innovative technology
- Industry leading tenant & patron amenities
- Cohesive maintenance program
- Green space
- Entrepreneurial incubator
- Social gathering
- Community integration

About VCG Properties

VCG Properties is an Erie, Pennsylvania-based development firm focused on classically styled architecture, organic retail experience and community integration.

Our projects are rooted in local sustainability and symbiotic relationships throughout all levels of site design. Every detail matters and our team employs cutting-edge technology, development practices and cultural integration to provide landmark destinations.

www.VCGproperties.com

