

PERKINS  
ROWE



BATON ROUGE'S  
LIFESTYLE DESTINATION

# WELCOME

Perkins Rowe is an unparalleled mixed-use development in the heart of Baton Rouge's high-end shopping district. Featuring premier retailers, desirable dining options, and a diverse entertainment line-up — all within a socially-driven scene — Perkins Rowe is an ideal attraction for the area's most selective clientele.

Tree-lined streets and historic Louisiana oaks help create the unique personality of this walkable neighborhood spread of over 847,000 square feet. Capped off by 135,000 square feet of Class A office space, 160,000 square feet of medical office, 375,000 square feet of retail space, and 646 multi-family residential units, Perkins Rowe is Baton Rouge's only destination where people can shop, dine, live and work.

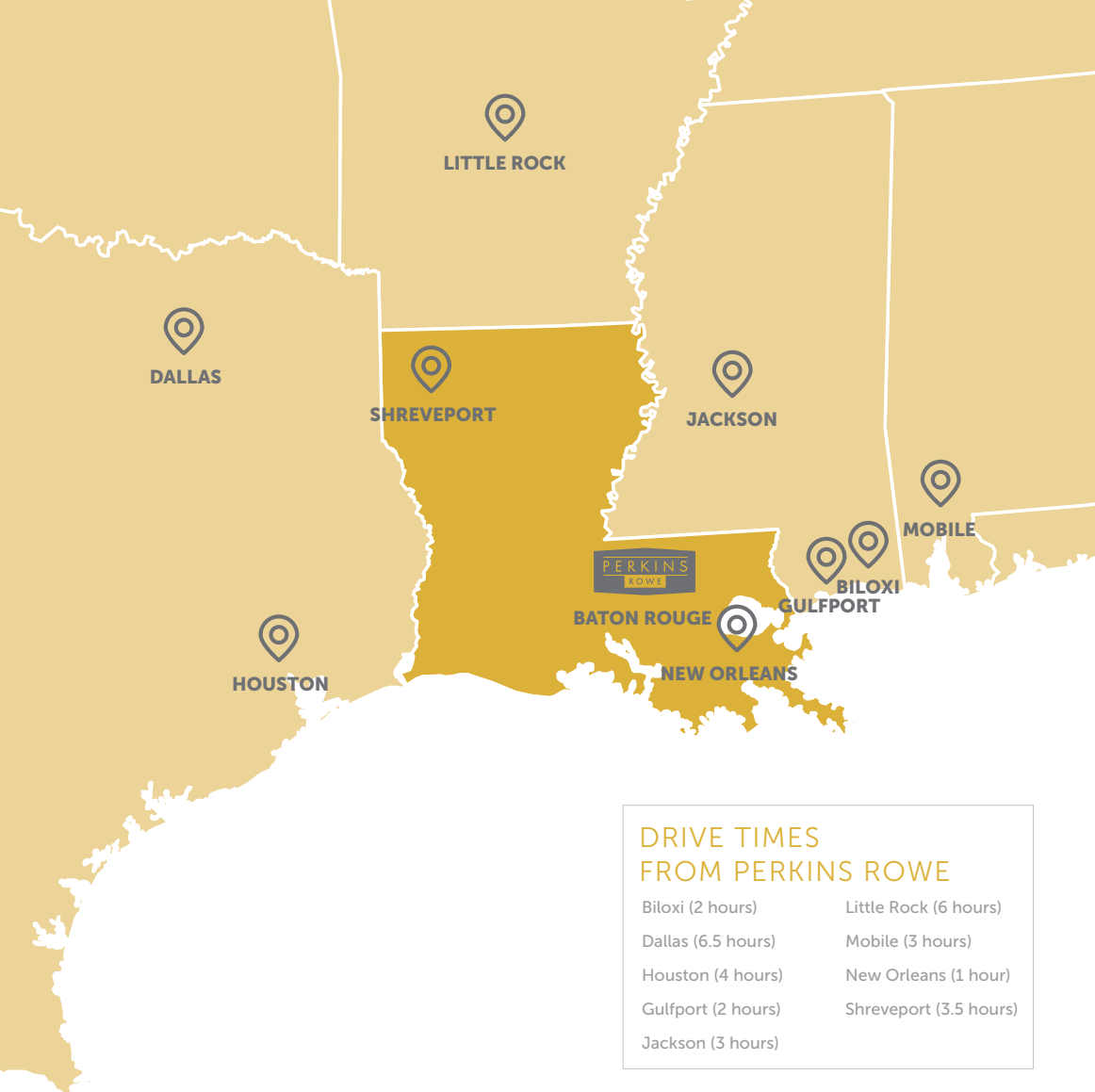













# MARKET OVERVIEW





BATON ROUGE  
**838,343**  
POPULATION (2019)

## ECONOMIC DRIVERS

-  Petrochemical/Oil
-  Government
-  Biomedical
-  Healthcare
-  Agriculture
-  Software Development
-  Tourism
-  Higher Education

## CORPORATIONS IN BATON ROUGE





28.9M STATE VISITORS

LOUISIANA'S  
STATE CAPITAL

\$843M STATE TAX REVENUES

13.1M AIRPORT VISITORS

50,000+  
COLLEGE STUDENTS  
in Baton Rouge

- Louisiana State University
- Southern University
- Our Lady of the Lake College
- Baton Rouge Community College

\$11.5B DOMESTIC  
& INTERNATIONAL SPENDING



# Baton Rouge Business Climate Rankings

*SOURCED: KPMG, Area Development &  
Business Facilities*

Cost-Friendly Business  
Location Among  
Mid-Sized Cities

#1

Competitive States for  
Business Costs

#1

Top 10 Regional "South"  
MSAs

#1

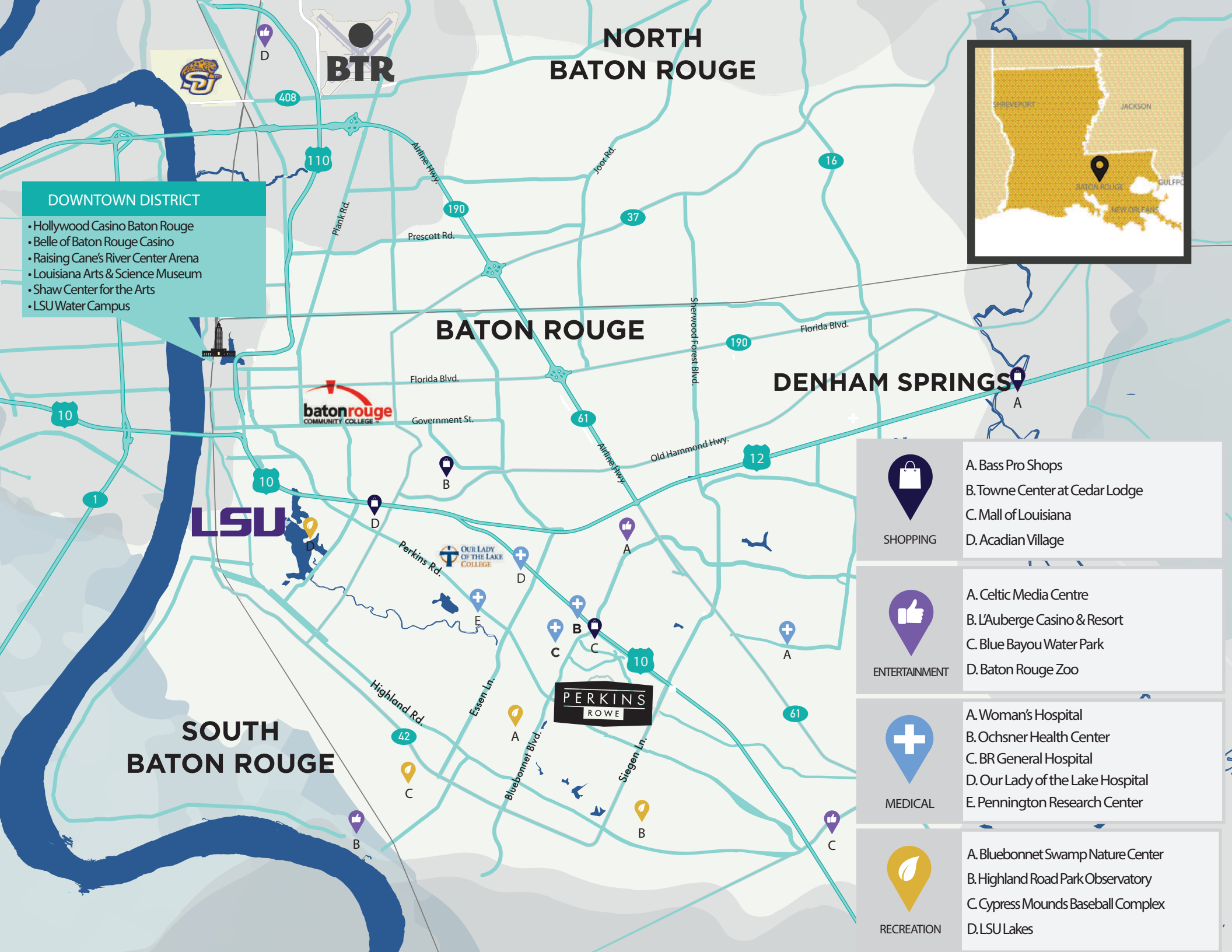
Top Ranked Quality  
of Life States

#4

Top States for Doing  
Business

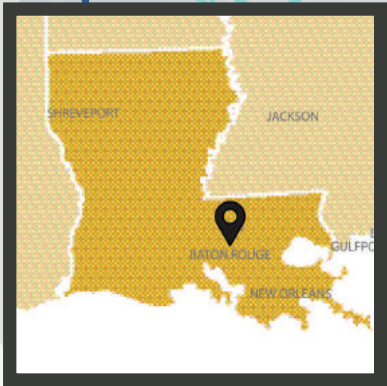
#5





DOWNTOWN DISTRICT

- Hollywood Casino Baton Rouge
- Belle of Baton Rouge Casino
- Raising Cane's River Center Arena
- Louisiana Arts & Science Museum
- Shaw Center for the Arts
- LSU Water Campus



SHOPPING

- A. Bass Pro Shops
- B. Towne Center at Cedar Lodge
- C. Mall of Louisiana
- D. Acadian Village

ENTERTAINMENT

- A. Celtic Media Centre
- B. L'Auberge Casino & Resort
- C. Blue Bayou Water Park
- D. Baton Rouge Zoo

MEDICAL

- A. Woman's Hospital
- B. Ochsner Health Center
- C. BR General Hospital
- D. Our Lady of the Lake Hospital
- E. Pennington Research Center

RECREATION

- A. Bluebonnet Swamp Nature Center
- B. Highland Road Park Observatory
- C. Cypress Mounds Baseball Complex
- D. LSU Lakes





PERKINS ROWE CORRIDOR







## 3 MILE

64,800  
POPULATION

\$96,936  
AVG HH INCOME

28,391  
HH COUNT

56,174  
TOTAL EMPLOYEES

ANY COLLEGE 75.1%

WHITE COLLAR 70.3%



## 5 MILE

147,463  
POPULATION

\$92,207  
AVG HH INCOME

66,520  
HH COUNT

130,148  
TOTAL EMPLOYEES

ANY COLLEGE 74.8%

WHITE COLLAR 69.1%



## TRADE AREA

367,606  
POPULATION

\$81,924  
AVG HH INCOME

153,333  
HH COUNT

247,108  
TOTAL EMPLOYEES

ANY COLLEGE 66.7%

WHITE COLLAR 65.2%



# PROPERTY OVERVIEW







~375K

Square feet  
Retail



~295K

Square feet  
Class A &  
Medical  
Office



~60K

Square feet  
Restaurants  
& Food  
Specialties



~847K

Square feet  
Total  
mixed-use

RESIDENTIAL

+640

Residential Units

Employees

+1,200

RETAIL MIX

ANTHROPOLOGIE

Z GALLERIE

CINEMARK  
The Best Seat In Town

Sur La Table



KENDRA  
SCOTT

URBAN OUTFITTERS

ALTAR'D STATE  
stand out. for good

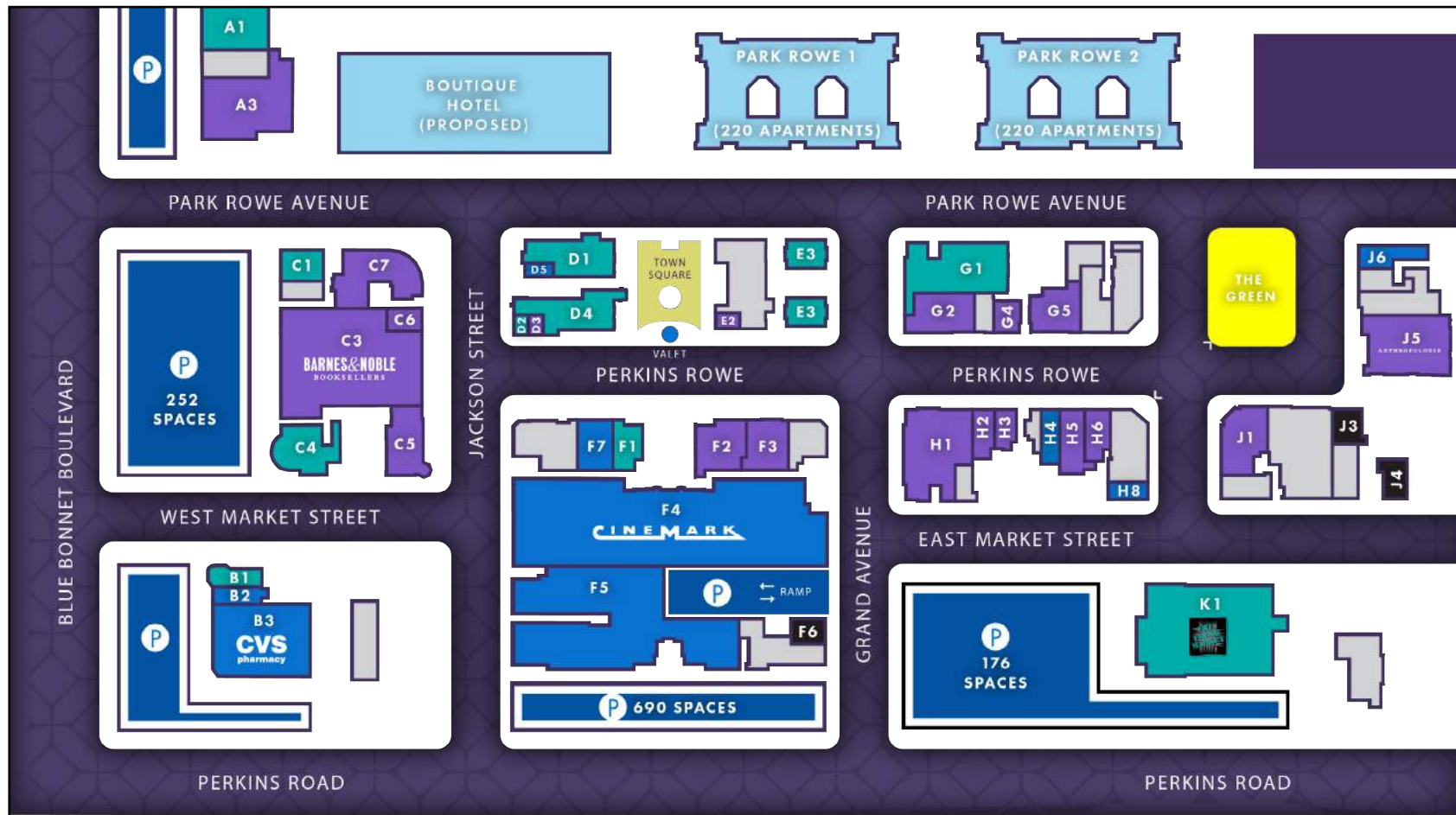




Daily  
Peeps  
ENTERTAINMENT  
EXPERIENCE



# PROPERTY MAP



## SHOPPING

- |                        |                          |
|------------------------|--------------------------|
| G2 Altar'd State       | H6 Kendra Scott          |
| C5 Alumni Hall         | A3 Orvis                 |
| J5 Anthropologie       | G5 Peregrin's Home Store |
| H2 Apricot Lane        | H5 Shades                |
| C3 Barnes & Noble      | E2 Sunglass Hut          |
| C6 Beautiful Butterfly | J1 Sur La Table          |
| C7 Charming Charlie    | F2 Urban Outfitters      |
| D3 Flip Flop Shops     | H1 Z Gallerie            |
| H3 Francesca's         |                          |
| F3 Frock Candy         |                          |
| G4 The Impeccable Pig  |                          |

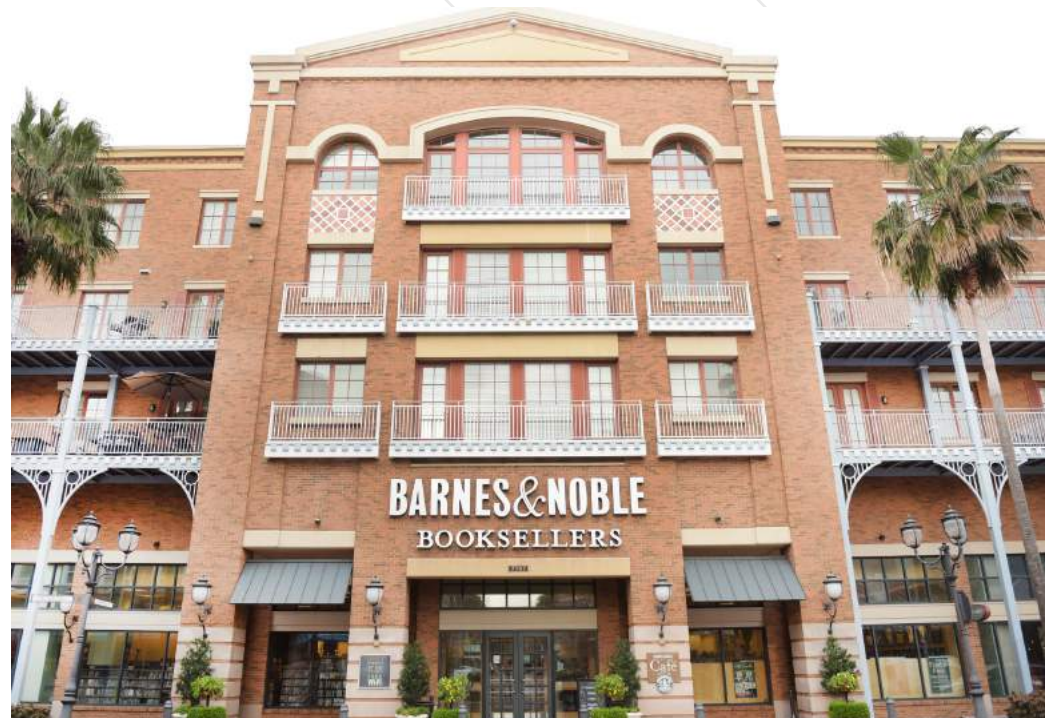
## DINING

- E3 Bin 77
- D4 California Pizza Kitchen
- A1 ROUJ Creole
- K1 The Fresh Market
- F1 Jinya Ramen Bar
- C4 La Madeleine
- D2 Rock N Pops
- B1 Starbucks
- G1 Texas de Brazil
- C1 Zoes Kitchen

## SERVICES

- F4 Cinemark Theatre
- B3 CVS Pharmacy
- H4 Drybar
- B2 FedEx Kinko's
- D5 Hair Club (2nd Floor)
- F5 LA Fitness
- H8 NeuBody Cryotherapy
- J6 Paris Parker
- F7 Venetian Nail Spa











# SHOPPING

From national brands such as Anthropologie and Urban Outfitters, to locally-based and sought after boutiques such as Frock Candy and Apricot Lane, Perkins Rowe brings together a unique blend of more than 28 retailers. Every retailer within Perkins Rowe caters to a distinct variety of lifestyles, tastes and spending habits.



Apricot  
Lane  
BOUTIQUE

the impeccable pig

ANTHROPOLOGIE

ORVIS  
ROD AND TACKLE

KENDRA  
SCOTT

BARNES & NOBLE  
BOOKSELLERS

URBAN OUTFITTERS

ALTAR'D  
STATE

Z GALLERIE

Sur La Table

francesca's  
COLLECTIONS



● sunglass hut

charming  
charlie



Frock Candy



# DINING

In Louisiana, food is king and the centerpiece of social engagement. Whether it's a full-service dinner in an elegant setting, lunch with cocktails on the patio, a bite of local flare or international cuisine, Perkins Rowe has what you crave on the menu.





# LIVING

As a true urban-life community with 646 multi-family units, Perkins Rowe provides residents with a full slate of modern lifestyle amenities. Shopping, dining, entertainment, green space, community – the list is endless. Perkins Rowe places your lifestyle at your fingertips.



**CINEMARK**  
The Best Seat In Town

**VENETIAN**  
NAIL SPA

**drybar**

PARIS PARKER

**CVS**  
pharmacy

**THE FRESH MARKET**

**LA|FITNESS**

THE TERRACES AT  
**PERKINS**  
ROWE

**The NeuroMedical Center**  
Experts for the Brain, Spine, & Nervous System

**NEUBODY**  
CRYOTHERAPY



# COMMUNITY

Perkins Rowe is an active leader within our community at-large. Throughout the year, Perkins Rowe takes a proactive roll in supporting organizations and causes that benefit the interests of the Greater Baton Rouge Area. These gatherings shine a positive light on the Perkins Rowe family, and offer opportunities for all Perkins Rowe tenants, shoppers and residents to engage with one another while supporting worthwhile causes.



## ROCK N ROWE CONCERT SERIES

Discover the sounds of a variety of local artists during our Spring and Fall concert series in the park.

## PERKINS ROWE ARTS FESTIVAL

In collaboration with The Arts Council of Greater Baton Rouge, we put on a two-day arts festival comprised of different mediums of art, performances, and more!

## SANTA ROCKS THE ROWE

With +5,000 attendees, this event is held on a merry and bright Louisiana Saturday night before the holidays. Free carriage rides, a visit from Santa, face painting and more make this event a family-friendly winter wonderland.

## WALK THE ROWE FOR HEART

In conjunction with the American Heart Association, we promote a heart-healthy lifestyle at the Rowe! Come take a stroll around our 1-mile walking path and join us for our annual event.

## FOOD TRUCK ROUND UP

Curb your cravings with our much-anticipated culinary event each quarter! With over 10-12 participating food trucks, there's sure to be something to tempt your taste buds!



# REDEVELOPMENT

As the managing partner for Perkins Rowe, Trademark Property continuously strives to evolve the property for the future state of retail. Part of that initiative includes redevelopment efforts, which were completed in 2019. Included in the redevelopment was the activation of both public green spaces, increased wayfinding for tenants and more.





# TENANT MARKETING



**28.6K+** **3.6M+**  
Likes Annual  
@perkinsrowebr Impressions



**5.3K+**  
Likes  
@perkinsrowebr



**1K+** **25.4K+**  
Followers Annual  
@perkinsrowebr Impressions



**136K+**  
Annual Web Traffic  
perkinsrowe.com



## DIGITAL & SOCIAL

- Inclusion on property website and directories.
- Consistent social media posts on property social media channels with paid support when applicable.
- Opportunity to include info (offers, events, promotions) in monthly e-newsletter to subscribers as well as employees and residents.
- Influencer program for retail tenants in conjunction with #TryItOnTuesday inclusion and blog post mentions.

## PUBLIC RELATIONS

- Press releases coordinated with tenants.
- Extensive relationships with local media with the ability to offer turnkey services.

## ADVERTISING & EVENTS

- Rock N Rowe concert series, Arts Festival, Santa Rocks the Rowe, Food Truck Round-Ups, Blogger Crawls, Dogtoberfest, Wine Walks, Charity Events, Seasonal Events and more!
- General campaigns for center brand awareness across digital, social, print and out-of-home mediums.
- Engagement opportunities for all property events.
- Opportunity to advertise on the property's jumbotron above Cinemark.





#SHOWYOURROWE



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