



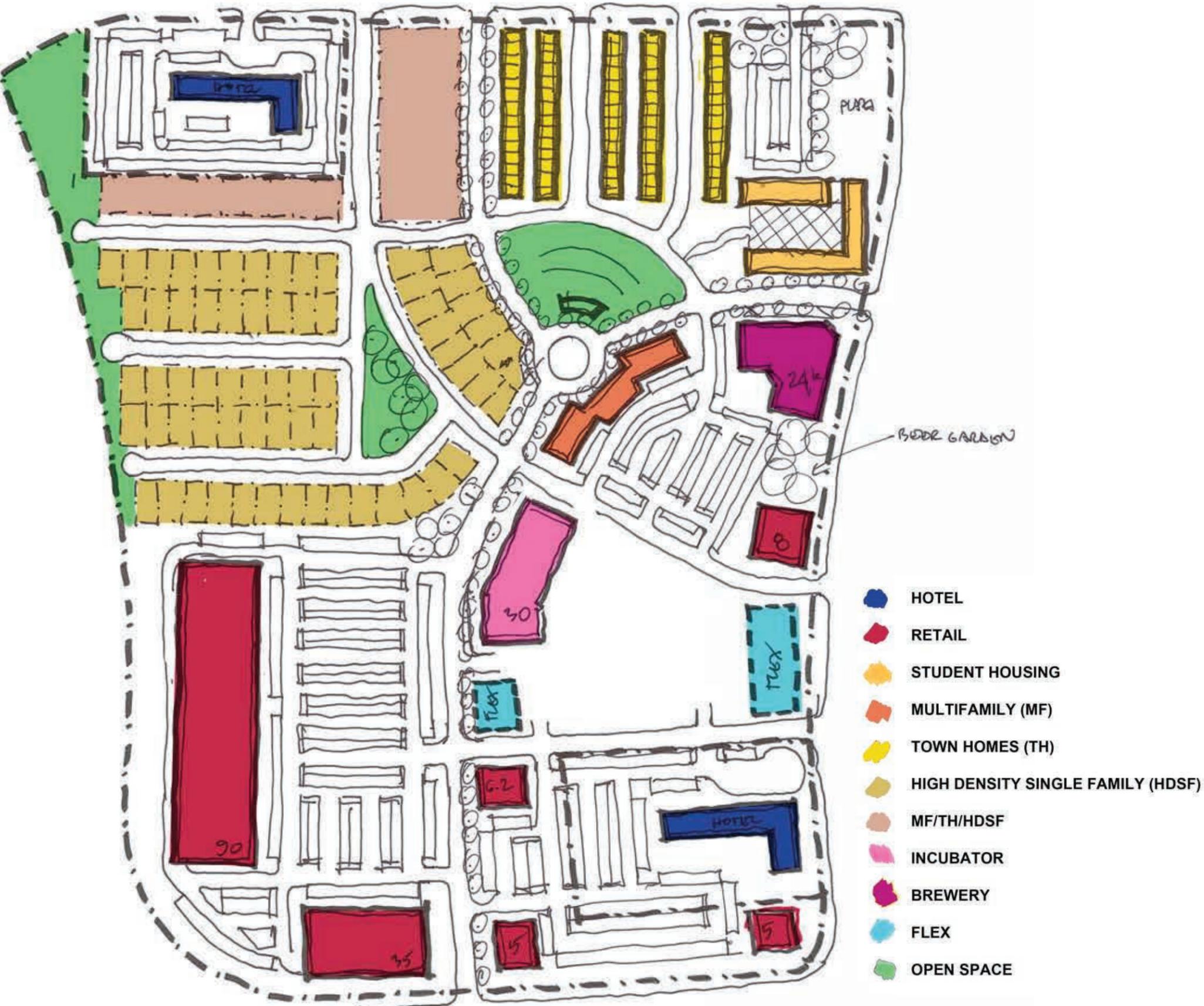
60 ACRES | HIGHWAY 1 & LIGHTFIGHTER DRIVE | SEASIDE | CALIFORNIA
RETAIL | STUDENT HOUSING | HOTEL | FOOD INCUBATOR | ENTERTAINMENT | DINING & BREWERY | AUTO SHOWCASE & AUCTION

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CONCEPTUAL LAND USE PLAN




 288 UNITS
 MULTI-FAMILY HOUSING


 507 UNITS
 STUDENT HOUSING


 203 GUESTROOMS
 3-LEVEL HOTEL


 197,500 SF
 RETAIL


 914 STALLS
 DEDICATED RETAIL

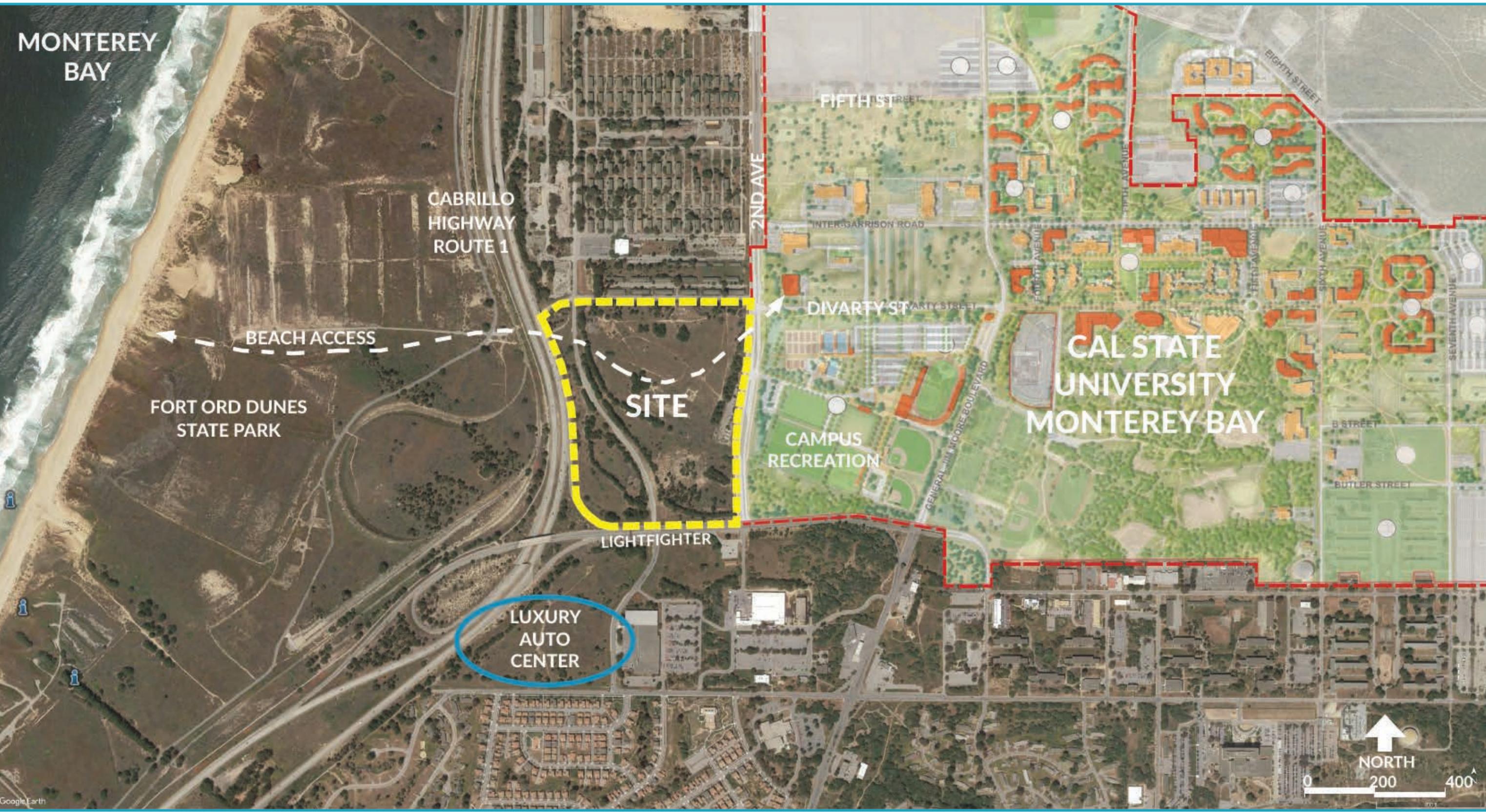
2017 DEMOGRAPHICS

	1 MI	3 MI	5 MI
EST. POPULATION	4,685	40,593	67,577
EST. HOUSEHOLDS	972	12,995	22,718
AVG. HH INCOME	\$78,260	\$71,748	\$72,765
MED. HH INCOME	\$70,547	\$60,523	\$61,167
EST. TOTAL BUSINESSES	58	914	2,547
EST. TOTAL EMPLOYEES	2,717	9,557	25,300



CONCEPTUAL RETAIL PLAN



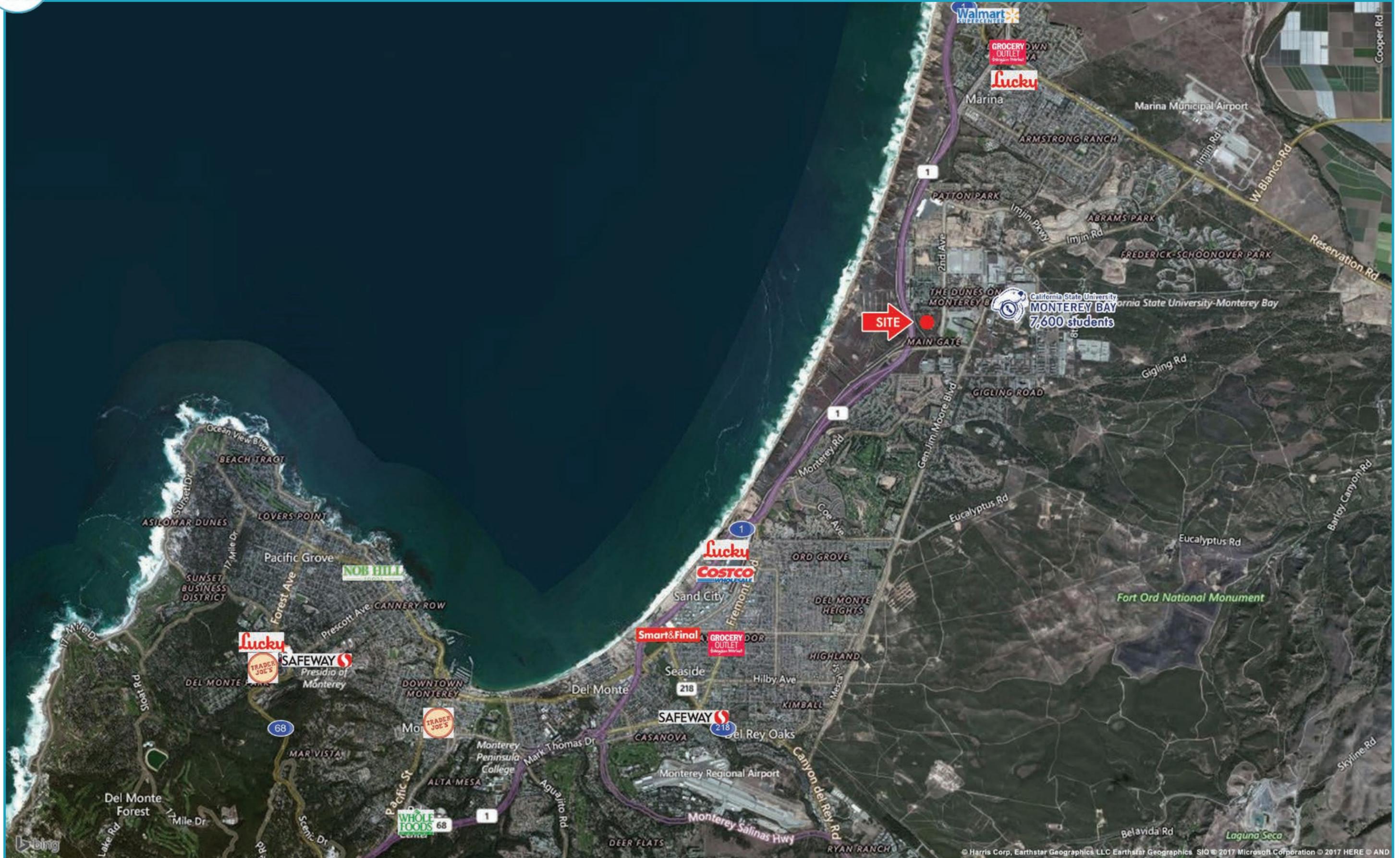






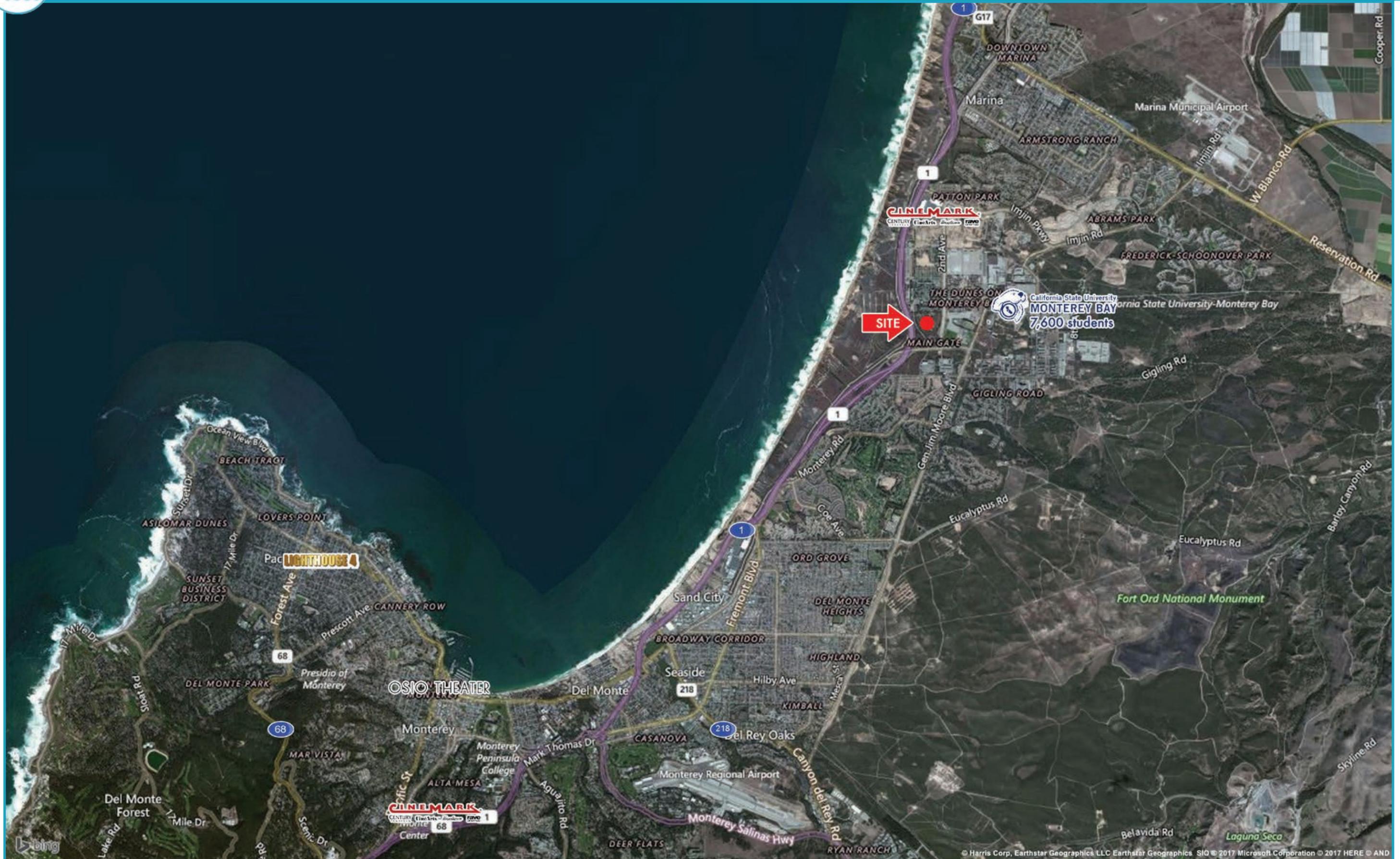


SURROUNDING GROCERY





SURROUNDING MOVIE THEATERS





You say “a Food Incubator in Seaside, you must be crazy.” No, not at all, as you examine the facts:

The viability and need for a Food Incubator can be assessed by looking at underlying factors in the surrounding area that point to the potential success of an incubator at the Seaside Maingate Project.

We analyzed the vibrancy and year round nature of the surrounding Agricultural Area, the size and strength of the Wine Region, the robust Farmers Market environment throughout the county, and the proximity to the Monterey Bay National Marine Sanctuary (MBNMS) robust commercial fishing base of operations, and feel this is actually a nexus point for something like this to occur.

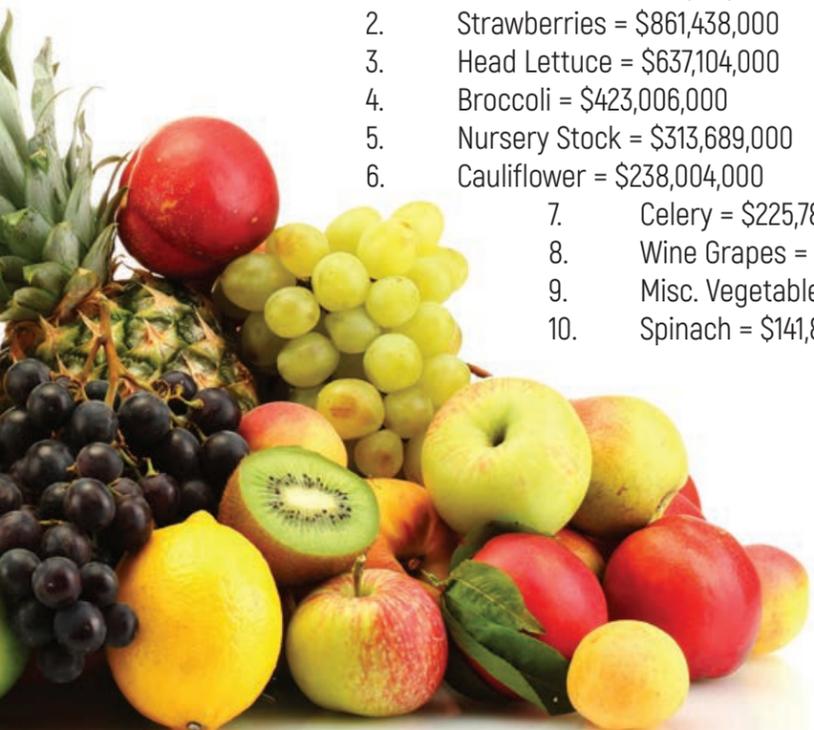
If Monterey County were to be considered as a state, total production surpasses over half of the other states. Production of 26 commodities exceeds the \$13 million value mark, with 10 commodities exceeding \$100 million. Monterey County is again the fourth highest Ag producing County in California, following Tulare, Kern, and Fresno Counties.

Monterey County Ag production has exceeded \$4 billion every year since 2012 (\$4.84B in 2015).

Wine grape production decreased this year, posting a total production value of \$185.9 million in largely a corrective year. Organic production in Monterey County increased to over 66,000 acres with a gross value of \$335 million.

Monterey County's Top 10 Crops in 2015:

1. Leaf Lettuce = \$869,447,000
2. Strawberries = \$861,438,000
3. Head Lettuce = \$637,104,000
4. Broccoli = \$423,006,000
5. Nursery Stock = \$313,689,000
6. Cauliflower = \$238,004,000
7. Celery = \$225,789,000
8. Wine Grapes = 185,925,000
9. Misc. Vegetables = \$150,389,000
10. Spinach = \$141,856,000



Monterey County is the 'Salad Bowl of the World' and offers a large number of Farmers Markets of varying sizes and specialties ... there is a market every day of the week! They carry a wide variety of fresh produce, food booths, and some offer local crafts and gift items. Farmers Markets are often the breeding grounds for innovative food products, and artisan / fast casual food restaurants.

MONDAY

Monterey Fairgrounds Certified Farmers Market
2004 Fairgrounds Road, Gate 8, Monterey
Hours: 9am - 5pm

Alisal Certified Farmers Market
632 E. Alisal St., Salinas (Gabby Plaza)
Hours: 11am - 4pm (June - September)

Pacific Grove Certified Farmers Market
On Central Ave. between Forest and Fountain, Pacific Grove
Hours: 3 - 7pm

TUESDAY

Carmel Certified Farmers Market
3690 The Barnyard, Carmel
Hours: 9am - 1pm (May - September)

Old Monterey Marketplace
Alvarado Street between Del Monte Ave. & Pearl St., Monterey
Hours: 4pm - 8pm
<http://www.oldmonterey.org/farmers.html>

WEDNESDAY

Natividad Certified Farmers Market
1441 Constitution Blvd., Salinas
Hours: 11am - 3:30pm (May - October)

King City Farmers Market
Broadway Street, King City
Hours: 4pm - 7pm (May - October)

THURSDAY

Carmel-by-the-Sea Certified Farmers Market
6th Ave., Carmel-by-the-Sea
Hours: 10am - 2pm

THURSDAY (cont.)

North County Farmers Market
11261 Crane St., Castroville
Hours: 2pm - Dusk

Soledad Farmers Market
Front St. and Soledad St., Soledad
Hours: 4pm - 8pm (May - September)

FRIDAY

Monterey Certified Farmers Market
980 Fremont St., Monterey
Hours: 10am - 2pm

Salinas Valley Memorial Hospital Farmers Market
Corner of E. Romie Lane and Wilgart Way, Salinas
Hours: 1:30pm - 5:30pm (May - October)

SATURDAY

Old Town Salinas Certified Farmers Market
Gabilan Street between Main and Salinas Streets, Old Town Salinas
Hours: 9am - 2pm

SUNDAY

Del Monte Farmers Market
1410 Del Monte Center (Shopping Center), Monterey
Hours: 8am - noon (May - October)

Marina Certified Farmers Market
215 Reservation Road, Marina
Hours: 10am - 2pm

Carmel Valley Certified Farmers Market
77 W. Carmel Valley Road, Carmel Valley
Hours: 10am - 3pm



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