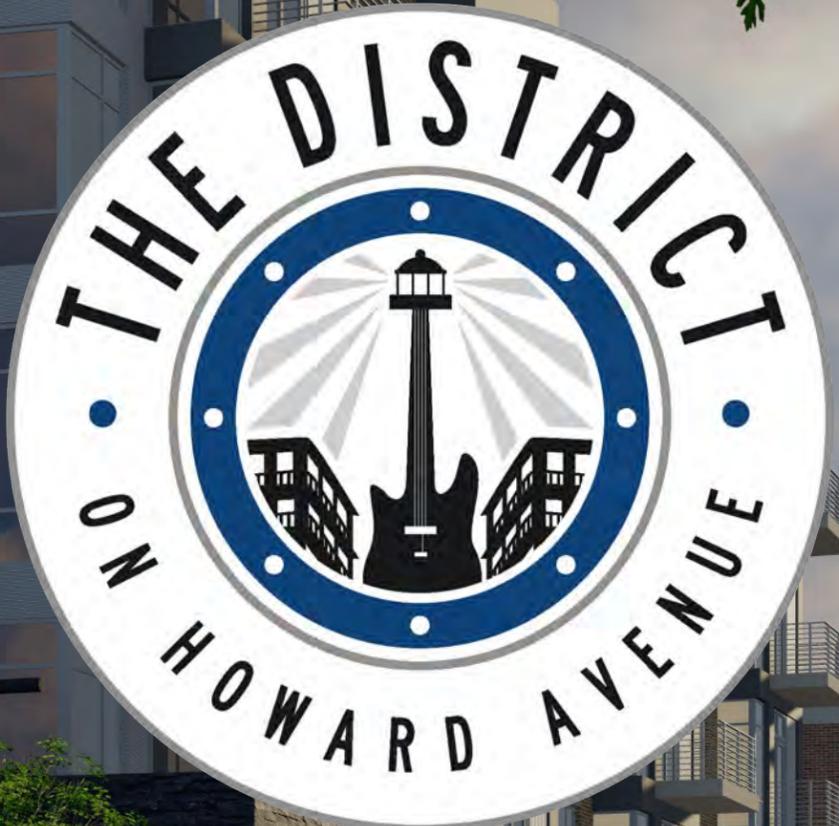


786 HOWARD



BILOXI, MS

SIGNAG



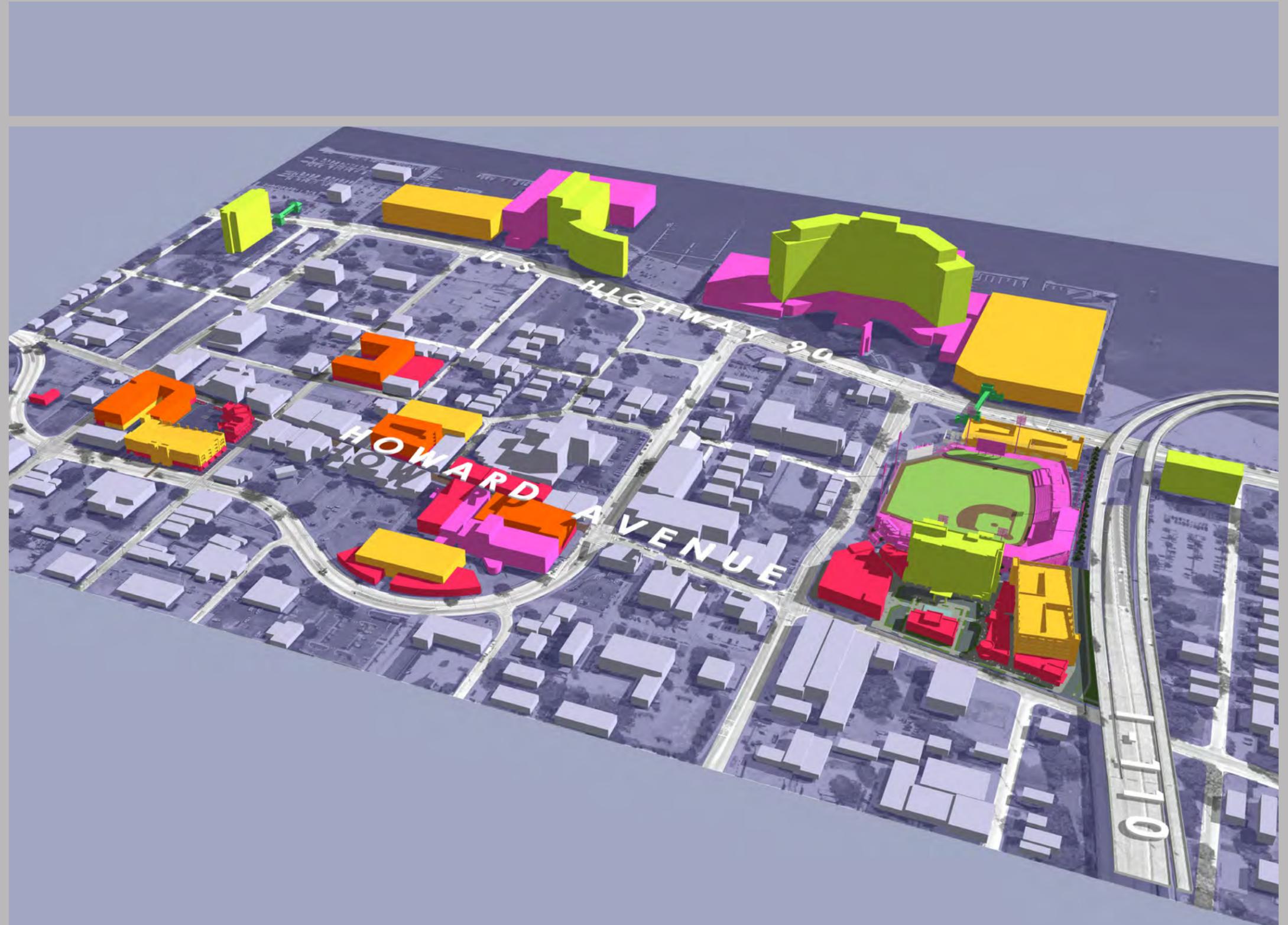


HOWARD AVE.

Howard Avenue in Biloxi offers downtown living complete with entertainment and retail in a walkable environment. Biloxi, once known as the seafood capital of the nation, now offers that and much more. It's the full package – luxury hotels, history, culture, charter boats, casinos, a variety of dining, baseball, sailing, fishing, island hopping, family attractions, and more.

Located just one block off the beach and surrounded by casinos and restaurants, Howard Avenue will be the new entertainment, dining, shopping and living area of Biloxi. It capitalizes on all that is there and offers walkable entertainment and retail, much like Beale Street in Memphis, King Street in Charleston, or Royal Street in New Orleans.

Howard Avenue is walking distance to the Biloxi Shuckers Baseball Stadium, the Saenger Theater, art galleries, the MGM Beau Rivage and Hard Rock Casinos, restaurants, museums and more. Always offering a celebratory atmosphere, Biloxi boasts Mardi Gras, Cruisin' the Coast, a Southeast Tourism event, concerts, the Blessing of the Fleet, barrier islands, inshore and offshore fishing and more! The epitome of eat, work, play, it's where it all is, and you should be too!





MASTER PLAN

Through urban renewal and the creation of the shopping mall, many downtowns lost retail and entertainment. Today downtowns are being reclaimed and redeveloped. Downtown Biloxi is on the move.

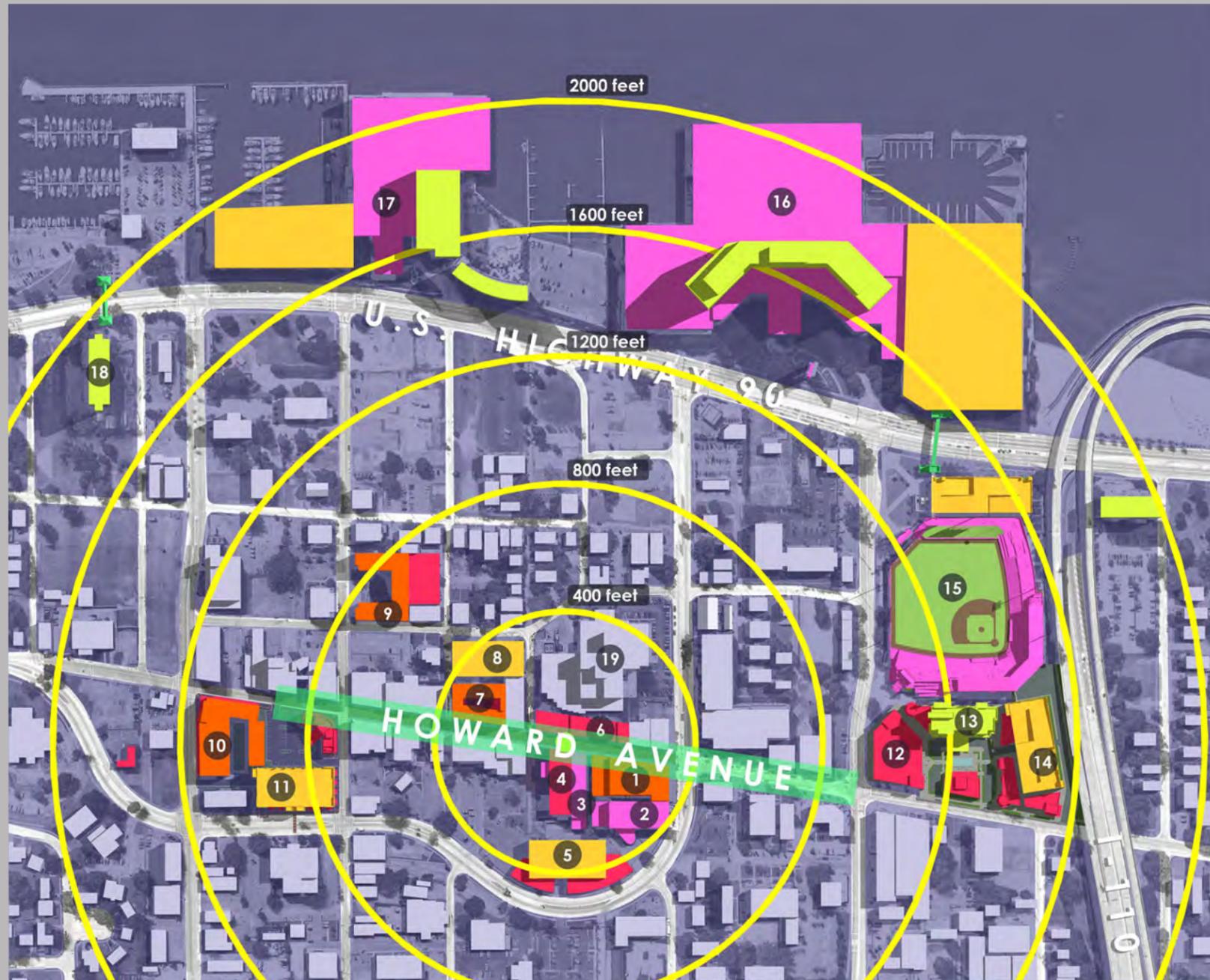
The District on Howard team has spearheaded previous successful downtown revitalization. Now they have a vision for Howard Avenue – to restore it to the important role it has had in Biloxi history. It will be a walkable, living entertainment district. Mixed use at its best. Something for everyone.

Most of Biloxi's development has been just south of Howard Avenue - commercial, healthcare, retail, hospitality and all are successful. Our developers will be offering the ability to live closer to work, amazing restaurants, retail and entertainment that will further enhance downtown Biloxi.

In their vision they see:

- 230,000 SF of boutique shops, local breweries, restaurants, and music venues
- 330 Residential Units
- 20,000 SF Office Space

The District on Howard Avenue will offer this and more!



- 1 Renovated Barqs Building
- 2 Saenger Theater
- 3 Live Music Venue
- 4 Restaurant
- 5 Future garage and Retail
- 6 New Retail
- 7 New Housing and Restaurant
- 8 New Garage
- 9 Future Housing and Retail
- 10 Future Housing and Retail
- 11 Future Garage
- 12 Future Retail/Restaurant
- 13 Future Hotel
- 14 Future Garage
- 15 MGM Park
- 16 Beau Rivage Casino
- 17 Hard Rock Casino
- 18 Hilton Garden Inn
- 19 Merit Health Biloxi

- Garages
- Housing
- Entertainment
- Retail/Restaurant
- Pedestrian Bridges
- Hotels



JUST THE FACTS

	BILOXI	DESTIN	PENSACOLA
TOURISTS	5.7 M	4 M	2.68 M
TOURISM REVENUE	\$1.55 B	\$738 M	\$787M

15,000

HOTEL ROOMS ON THE MS GULF COAST



7,000

HOTEL ROOMS IN BILOXI



7%

GROWTH IN SALES TAX 2017

198,100



AREA POPULATION



14 M

CASINO PATRONS (LOCAL AND VISITORS)

131,000

CARS AT I110 INTERSECTION DAILY



78,000

CARS AT HWY 90 INTERSECTION DAILY



RESTAURANTS AND RETAIL

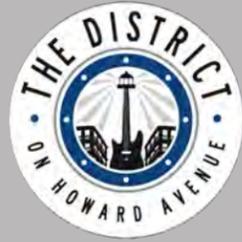
Biloxi provides a very strategic advantage, being only 90 minutes away from New Orleans. Not only patrons, but restaurateurs and retailers from the Big Easy, Destin, or Jackson, can travel between the New Orleans and the Emerald Coast regularly. *That is a big advantage for making sure we scale this development in the correct way and that the experience, quality, and attention to detail are not compromised because of the proximity of these cities.*

Biloxi offers similar atmosphere. Life is relished, experience and lived vibrantly. People appreciate food, entertainment, celebrations and more. When our visitors come, they join this way of life, taking a break from their day to day lives.

Have a cocktail at a rooftop bars or listen to a local musician in one of the planned greenspaces.

With residential in the adjacent area and tons of free parking nearby, retailers have a captive audience, not to mention, the 5.7 million visitors looking for local flavor, art, and more.





TOURISM

One of our largest industries on the Gulf Coast is tourism: casinos, hotels, restaurants, golf, festivals, charter boats, family attractions and more. Visitors began traveling to our area in the 1800's – escaping nearby New Orleans for a more laissez faire atmosphere and capitalizing on the natural resources of the area – fishing, sailing, etc.

As our hospitality industry grew offering great food and accommodations, visitors increased, and the tourism industry prospered. Legalized gaming ships docked in the area, and the Gulf Coast became known as the playground of the South!

Now we have numerous casinos, many award-winning golf courses, museums galore. Our restaurants offer every type of cuisine - Seafood, Creole, French, Asian Fusion, Mexican, etc! We are home to an annual Blue Angels show which draws from nearby states and Cruising the Coast, a magnificent car show, which garners hundreds of thousands of cars enthusiasts throughout the nation and has received a Southeast Tourism Event award, and more.

The Coast offers great year round weather and an environment that has attracted over **5.7 million visitors last year and \$1.55 billion in tourism dollars.** Nearby destinations like Destin garnered \$738 million and Pensacola at \$787 million in tourism revenue.

In 2017, the Mississippi Gulf Coast had **13.5 million trips**, increasing 6.3% from 2015. The Mississippi Gulf Coast grew about twice the national growth thus increasing its market share. The top three states of origin for visitors on overnight trips to Mississippi Gulf Coast were Louisiana, Mississippi, and Florida. The top three overnight visitor sources were New Orleans, Mobile, and Jackson.

As you can see, the Mississippi Gulf Coast is happening, and it needs you!





Credit: Visit Mississippi Gulf Coast

Credit: Rian Castillo

Credit: Shannon Sheridan

Credit: Warren Kula - Gulf Coast Carnival Association

Credit: Dale Partners



DISTRICT LIFE

Living in the District on Howard Avenue will be convenient to everything – restaurants, retail, entertainment and offices. Our multi-family buildings will offer 1, 2, or 3 bedroom units with views of the beautiful Gulf of Mexico. The facades of these historical buildings are being restored to their original grandeur. Nearby parking is available on the street or in the adjacent parking lot.

Rooftop bars and greenspaces will host musicians, art exhibitions, small markets and more.

Enjoy the music, take a break and have a cocktail, have a great meal and walk to your home!

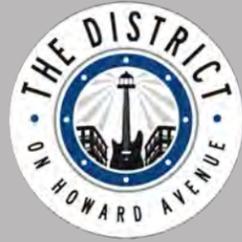
LIVE • WORK • PLAY!



STREET VIEW OF THE HISTORIC BARQ'S BUILDING



STREET VIEW OF HOWARD AVENUE



LOCAL INDUSTRIES

The Gulf Coast boasts a variety of industries. Defense, Aerospace, Marine/Shipbuilding, Logistics/Distribution, Advanced Materials and Chemicals are all operating on the Mississippi Gulf Coast.

From NASA's Stennis Space Center in Bay St. Louis to the Port of Gulfport, to Keesler Air Force Base in Biloxi to Huntington Shipbuilding, Halter Marine and Chevron in Pascagoula, the Coast provides services and products that are exported worldwide. Shipbuilding thrives in South Mississippi. An area once known for the Biloxi Schooner now provides luxury yachts to barges and ships for the military.

Stennis Space Center provides one of a kind national test facilities and oversight of several rocket engine test programs. It is the home to a NASA Shared Service Center, as well as NOAA, EPA, and the Naval Oceanographic office, the Mississippi State University Science and Technology Center and more.

The military has a huge presence on the Gulf Coast. In Harrison County, **16,282 personnel serving Air Force, Navy and Coast Guard reside.** The three counties that comprise the Mississippi Gulf Coast have over 1552 defense contracts. **Keesler has an economic impact of \$977.5 million in Harrison County.** In 2022, the Coast is expected to be the home of 41,361 retirees who have chosen the area as the place to enjoy life!

Gaming is an industry on the Coast. The Mississippi gaming industry provided more than 21,250 direct jobs in 2016 and provided nearly \$1 billion in total labor income. Many of those casinos are in walking distance from Howard Avenue!



Credit: Mississippi Development Authority



Credit: Mississippi Development Authority



Credit: Mississippi Development Authority



Credit: Mississippi Development Authority



Credit: Chevron



Credit: Military.com



Credit: Biloxi Public Library



Credit: Biloxi Public Library



Credit: Biloxi Public Library



Credit: Biloxi Public Library



HISTORY

Centrally located between New Orleans and Mobile, Biloxi, Mississippi is a 60-minute drive. *Biloxi has a long-standing reputation of hospitality with great food and entertainment.*

The 1900's brought the first Mardi Gras and the first Blessing of the Shrimp Fleet. By 1927, Biloxi hotels were more resort like and included the Edgewater Gulf Hotel, White House Hotel, Tivoli Hotel, Buena Vista Biloxi Hotel, Kennedy Hotel, Park Hotel, Avelez Hotel, and Rivera Hotel.

Between 1934 and 1947 a Coast Guard Air Station was located on Biloxi's Point Cadet. In 1941, Biloxi was the site for an Army Air Corp technical training base known as Keesler Field. Today Keesler Air Force Base, housing 30,000 people, is the location for many technical schools and employs many local people. It is just one of several military installations on the Mississippi Gulf Coast.

In 1990's gaming came to Mississippi. Biloxi now offers eight first class casinos with slots, table games and sports betting. With a hotel room count of 7,000 in Biloxi and nearly 15,000 across the Coast, visitors are always seeking local establishments to enjoy. The new hotels and gaming complexes brought millions of tourism revenue to the city.

Howard Avenue is a segment of Biloxi's earliest thoroughfare, Pass Christian-Point Cadet Road. Later named Howard Avenue, after a prominent Biloxi family, it was the heart of downtown and housed department stores, banks, restaurants, nightlife and theaters. Several buildings dating from the 1890s survive, and they now being converted to house condominiums, apartments, offices, and restaurants.



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