



DOWNTOWN

FORT LAUDERDALE: *Reaching New Heights*

By Jenni Morejon

Downtown Fort Lauderdale is reaching new heights due to its enduring appeal to residents and visitors. Our wonderful city truly has something for everyone to enjoy. With the start of a new year, I invite you to experience everything Downtown Fort Lauderdale has to offer and learn more about all the new amenities on the way.

2022 IN REVIEW.

With over 6,000 new residents choosing to live downtown since the start of the pandemic, Downtown Fort Lauderdale is now home to people of all ages. Downtown living really is for everyone, and Fort Lauderdale is on the map for young professionals and families. Half of all downtown residents are between the ages of 25-44 and since 2018, there has been a 70% increase in kids living in downtown. Taking a stroll down the Riverwalk and seeing the variety of people experiencing one of downtown's most iconic attractions has never been a more beautiful sight!

New logos are shining bright across the Downtown Fort Lauderdale skyline, with innovative companies like West Marine and FutureTech choosing to locate in our downtown. Thanks to our strong network of quality office spaces and amenities for remote work, 64,000+ employees and 5,800+ businesses call Downtown Fort Lauderdale home. New, high-quality



REDEFINING REAL ESTATE

re·la·tion·ship
/rə'läSHən,SHİp/

the way in which two or more objects or people are connected.

The Performance Group's commitment to putting clients first builds lasting relationships that endure well beyond the sale. By creating meaningful connections with their clients, The Performance Group exceeds their expectations and goals.



The Commodore, 306
2BD | 2BA | 2,090 SF
\$995,000



Aquablu, 1201
3BD | 3.5BA | 3,196 SF
\$2,975,000



The Village at Wilton Manors
2BD | 2BA | 2 Half BA | 1,702 SF
Offered at \$799,900

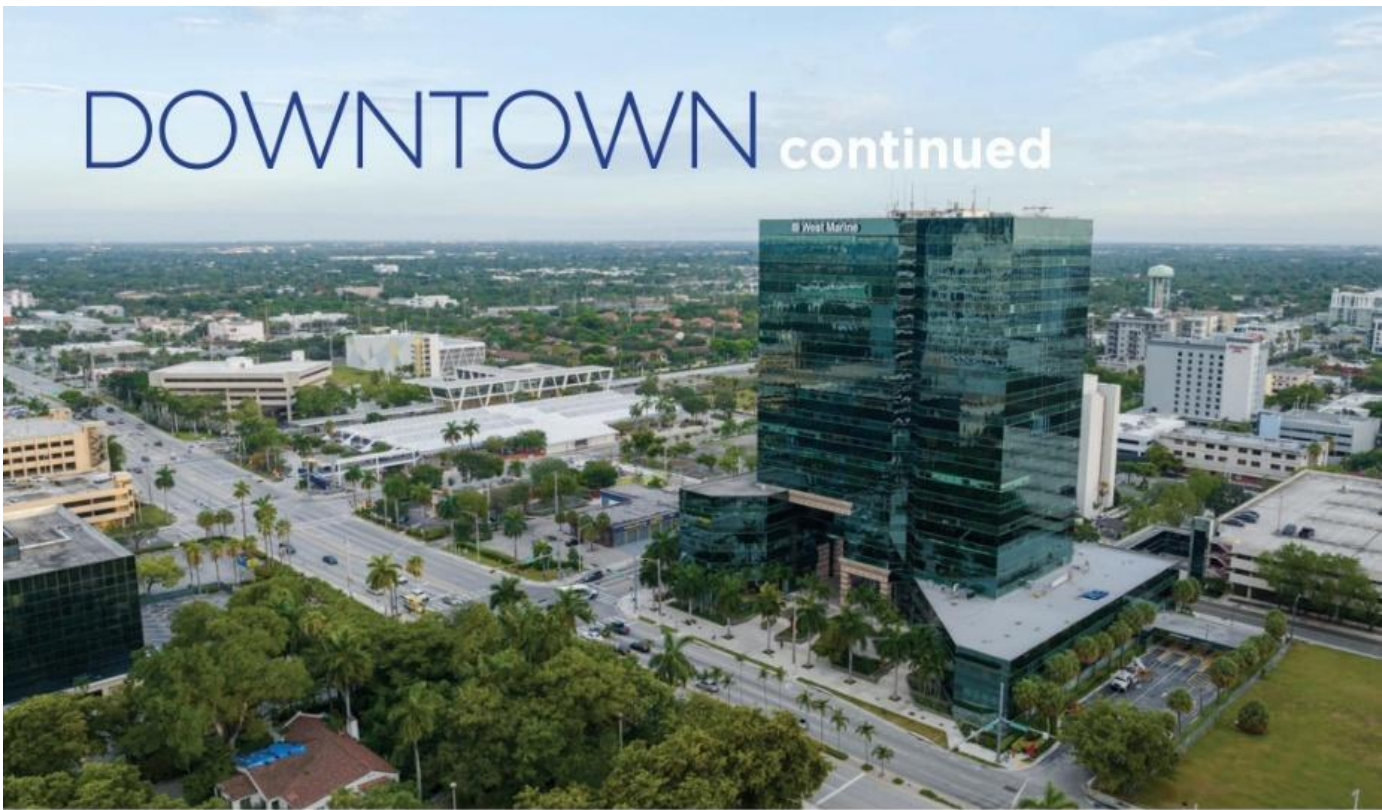


Matt Bobby | Ron Lennen | Maureen Rotella
Jeff Sullivan | Lindsey Erdmann

theperformancegroup@compass.com | 954.890.2337



PG The Performance Group is a licensed real estate broker. All material is intended for informational purposes only and is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale, or withdrawal without notice. No statement is made as to the accuracy of any description or measurements (including square footage). This is not intended to solicit property already listed. No financial or legal advice provided. Equal Housing Opportunity.



spaces are in demand. With The Main Las Olas fully leased, we look forward to the FATVillage Hines T3 project bringing more quality office space in the future.

While many downtowns throughout the country struggled to remain vibrant over the past few years, Downtown Fort Lauderdale filled restaurants and shops in 2022 at 110% of pre-pandemic levels. The downtown food scene was fueled by the opening of new options ranging from Fogo de Chão to Flemings, from Planta to Pura Vida, from Santiago's Bodega to Matchbox, from Mister O1 Pizza to Crema, and from Fireman Derek's to Vicky Bakery. New openings on the way include Moxies, Asbury Ale House, and more. Downtown restaurants deliver quality dining experiences and have set the stage for future investment by world renowned restaurateurs.

Downtown Fort Lauderdale is increasingly attracting visitors seeking an elegant downtown experience. Downtown now has over 1,500 hotel rooms available and has added 8 new hotels over the past 5 years. In fact, 75% of all downtown hotel rooms have been built since 2018! The unprecedented interest from visitors is driving the development of new downtown hotels like The Whitfield, poised to become the first 5-star luxury hotel on Las Olas Boulevard, which broke ground last spring.

2023 & BEYOND.

Downtown Fort Lauderdale has a sustainable foundation for future growth that will continue to enhance our quality of life. Given downtown's evolution, the Urban Land Institute and PwC, a global leader in accounting and business advisory, named

Fort Lauderdale as the nation's 8th best local economy for 2023 and ranked the city 12th for investor demand. High occupancy rates in multifamily rental buildings are driving developers to make their mark on the DowntownFTL skyline. Over 40 planned residential developments are in the works, creating the density needed to sustain a walkable and connected downtown.

Crucial to Downtown's continued vibrancy and evolution is a range of housing options available to rent and own. Downtown Fort Lauderdale is about to enter its next condo boom. Plans are underway to increase the supply of downtown condo buildings by 50%, adding over 600 new condo units across 6 new buildings. This is a notable shift in the residential market given that only one new downtown condo building, 100 Las Olas, has been built since 2007. This shift will continue to keep Downtown Fort Lauderdale on the map for home buyers looking for new product.

Downtown Fort Lauderdale is on the rise and is on pace to become the next hot city. Recognized as a Magnet: 18-Hour City by the Urban Land Institute and PwC, Fort Lauderdale has earned this designation alongside cities like Charlotte, Denver, and San Diego, largely due to our community's timeless appeal to residents, employees, and visitors. Fort Lauderdale's urban core has more units built and occupied than both Downtown Austin and Downtown Nashville, indicating that Downtown Fort Lauderdale is an in-demand place to live. The lifestyle available in Fort Lauderdale and levels of density compared to other hot cities has transitioned downtown into the ideal destination of choice.