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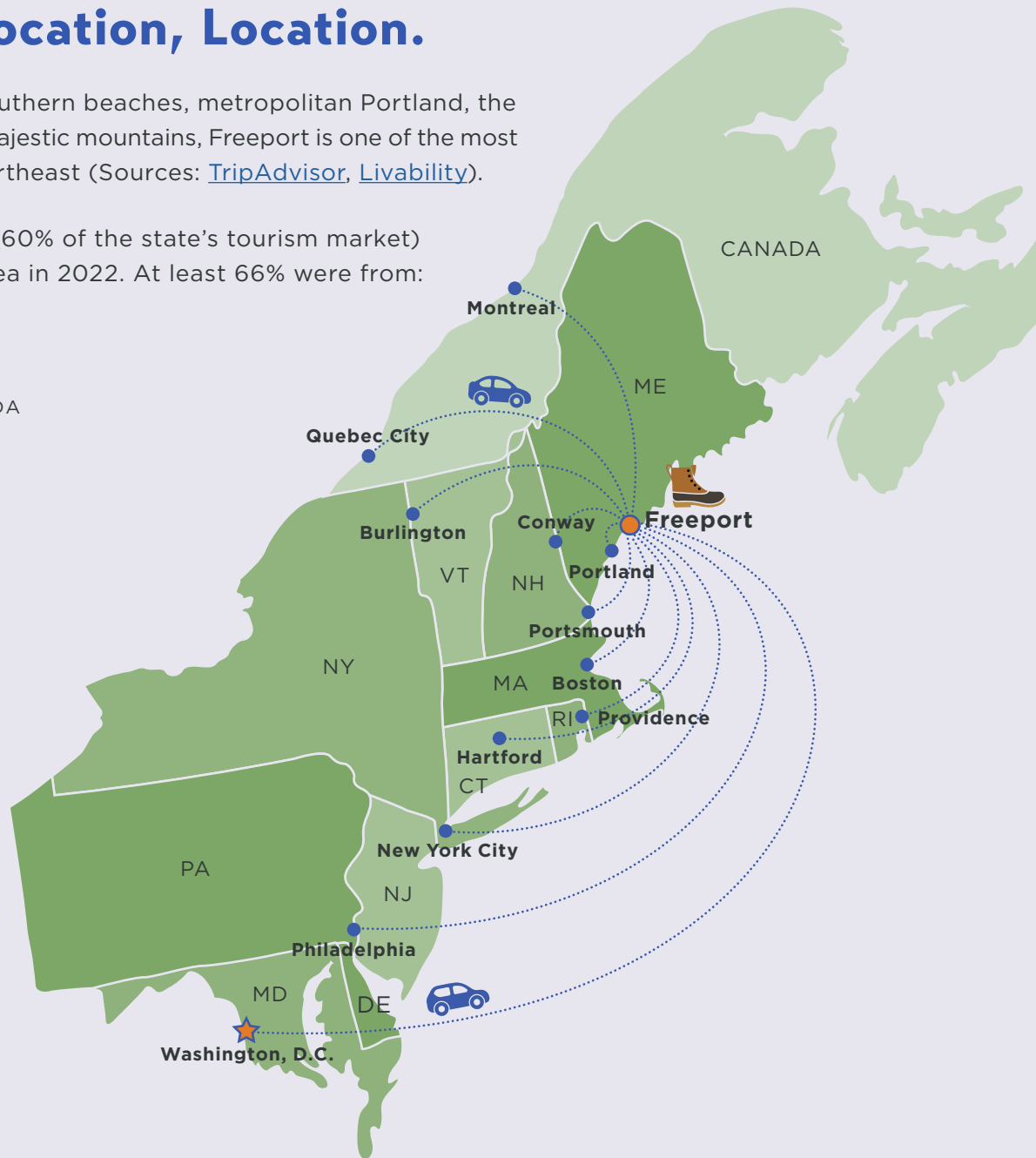


Location, Location, Location.

With easy access to Southern beaches, metropolitan Portland, the rugged Midcoast, and majestic mountains, Freeport is one of the most visited towns in the Northeast (Sources: [TripAdvisor](#), [Livability](#)).

Over 9 million visitors (60% of the state’s tourism market) visited the Freeport area in 2022. At least 66% were from:

- MONTREAL, CANADA
5 hours
- QUÉBEC CITY, CANADA
4.5 hours
- BURLINGTON
4 hours
- CONWAY
1.5 hours
- PORTLAND
15 minutes
- PORTSMOUTH
1.5 hour
- BOSTON
2 hours
- PROVIDENCE
3 hours
- HARTFORD
3.5 hours
- NEW YORK CITY
5.5 hours
- PHILADELPHIA
7 hours
- WASHINGTON, D.C.
9 hours



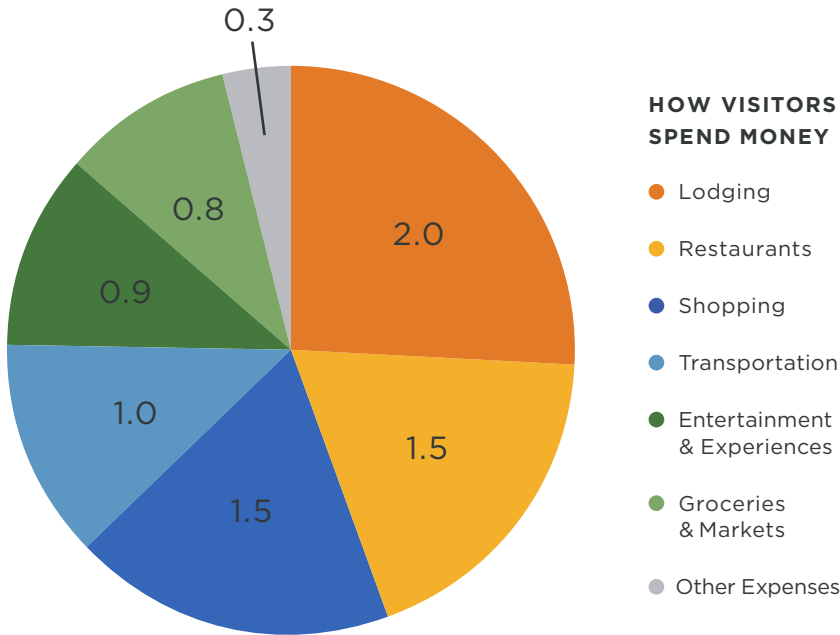
Freeport’s Amtrak station and bus stops support hassle-free transfers for national and international visitors flying into Boston and Portland airports.



Pier-to-Freeport shuttles help extend “summer” tourism season into early October. Digital Research Inc. estimates that over 181,000 cruise ship passengers will visit Greater Portland in 2023, spending over \$13 million on shopping and \$7 million on dining while ashore.

\$8.6 Billion

That's how much tourists spent in Maine in 2022, including 2.1B on lodging, 2B on restaurants, 1.5B shopping and gifts, and .9B on entertainment/experiences.



More Fun Facts



50% of Maine visitors included shopping on their adventure.



Over 75% of visitors spent an average of \$2,705 dollars within a five day stay.

Four Seasons of Sales

Freeport shopping is activated by year round experiential events downtown.



Freeport's retail scene engages Maine companies and national brands alike.



L.L.Bean campus includes the Flagship Store, Hunt & Fish Store, Home Store, Outlet, concert stage that hosts internationally renowned musical acts each summer, and festival spaces activated throughout the year.



MAINE
BASED
BRAND

Retail-Complementary Recreation and Leisure

Freeport is a trailhead for regional outdoor exploration, with two state parks and connections to Route 1 East Coast Greenway. Unsurprisingly, 33% of visitors in 2022 planned to include a hike, park, camping, or biking in their plans within five days of shopping (Visit Maine). 70% of consumers were on their way to experience leisure on their own or with family. Priorities were quality products that facilitated leisure, promoted quality of life, or that conveyed appreciation for a host or loved one.



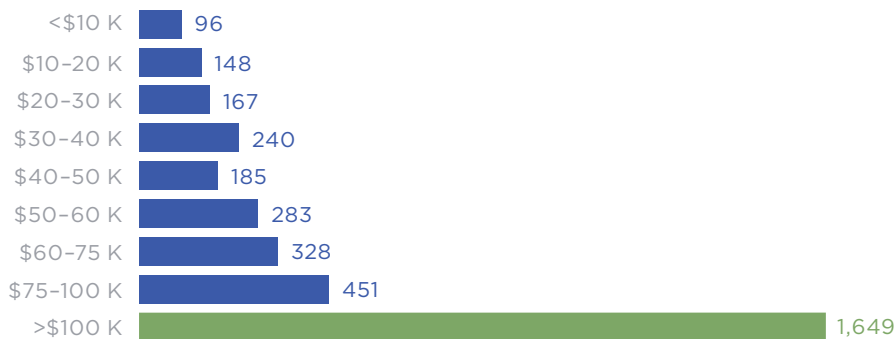
Freeport: A Stable Place To Build A Brand

Freeport is nestled in a stalwart trade area, attributed to its local and regional accessibility. Regional home value retention rates, unemployment rates, and retention of large employers have historically been among the most stable in the nation.

- ▶ 40,000 retail workers live within 20 miles of Freeport.
- ▶ 200 housing units are in the pipeline for downtown development.
- ▶ Freeport recently completed a \$150,000 two Year Downtown Vision process with 2,000 residents providing community consensus around the need for **brands like yours**.

Income and Spending of Freeport Area Residents

INCOME DISTRIBUTION



\$93,098

MEDIAN HOUSEHOLD INCOME

20% more than the county

51% more than the state

37% more than the nation

CONSUMER EXPENDITURES REPORT

APPAREL	2022		2027	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,290	n/a	\$2,620	n/a
Men's Apparel	\$424	\$64,390	\$487	\$75,927
Boys' Apparel	\$116	\$17,654	\$131	\$20,462
Women's Apparel	\$733	\$111,177	\$837	\$130,612
Girls' Apparel	\$131	\$20,000	\$149	\$23,275
Infants Apparel	\$92	\$14,009	\$102	\$16,037
Footwear	\$457	\$69,251	\$518	\$80,777
Apparel Services & Accessories	\$334	\$50,627	\$394	\$61,476



Men & Women's Apparel to climb from \$175 million in 2022 to over \$206 million spent by 2027.

Space that Speaks to your Brand

Downtown storefronts are available in this shopping mecca.



Find Your Site Today at
[choosefreeport.com](https://www.choosefreeport.com)

- ▶ Over 3,000 parking spaces in the downtown district
- ▶ Route 1 flows through downtown, with 295 exits North and South
- ▶ SQ ranges from 2,300-10,000+ SF
- ▶ Zoning for retail, office, school, restaurant, multi-family, service and more (site dependent)
- ▶ Adjacent or nearby properties available
- ▶ Elevator access (site dependent)



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Fun on Route One

Freeport's economy extends beyond downtown, aided by the 85% of visitors who explore the area by car.

- ▶ Ample Parking
- ▶ Proximity to Route 1 & 295
- ▶ Proximity to marinas, golf course, breweries, grocery stores, daycares, trailheads and more (site dependent)



42% of visitors stop at a craft brewery.

Each of these breweries has opened or expanded within the last three years, and have quickly met their expectations for capacity.

These social watering holes on Route 1 serve as magnetic locations for a future borough of business.



45% try a lobster, oyster, or other type of seafood.

Frequently sourced from our working waterfront with a growing number of oyster farms.



Restaurants, child care centers, and service providers have met or exceeded business expectations in this district.

FEDC continues to study and collect data on this bursting-with-potential region. Contact them for more!

Services provided by FEDC

- Technical assistance with business plan development
- Locating sites for new business location
- Marketing properties in commercial and industrial zones
- Acting as a liaison and advocate for businesses in the licensing and permitting processes
- Providing information on Freeport's design review and project review board processes
- Collecting economic and demographic data and performing analyses
- Undertaking strategic economic development planning for the community
- Locating low-cost financing for businesses and entrepreneurs
- Serving as a contact point for property owners, professional site locators and realtors

Additional Freeport Resources



200+ members

Annual events and business meet-ups

Strong local voice for business community

Organizing ribbon-cutting & grand opening ceremonies



130,000 visitor guides distributed annually

594,000 website visitors hosted annually

12,000 subscribers throughout New England for weekly email promotions



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