

# BASELINE PLAZA

2508 SE 58th Ave, Ocala, FL 34480

Offering Memorandum



Strip Center Located Within the Fastest Growing MSA in the United States | Vacant Warehouse & Outparcel Opportunity

**MATTHEWS**<sup>TM</sup>

# EXCLUSIVELY LISTED BY



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Overview

# EXECUTIVE OVERVIEW

## Baseline Plaza

2416 SE 58th Ave, Ocala, FL 34480



# OFFERING SUMMARY

## The Offering

Matthews™ is pleased to exclusively present the opportunity to acquire Baseline Plaza, a ±40,000-square-foot retail center strategically positioned in Ocala, Florida's thriving market. With rapid population and economic growth fueling increased foot traffic and consumer spending, Baseline Plaza is perfectly poised to capitalize on this expanding demand. The center's flexible layout and broad tenant appeal offer investors the potential to enhance tenant mix and occupancy, maximizing the property's value. Offering a stable in-place income along with significant upside potential, Baseline Plaza represents a rare chance to invest in a high-demand property within one of Florida's fastest-growing markets.



# EXECUTIVE OVERVIEW

**\$5,000,000**

List Price

**7.00%**

Cap Rate

**\$124.07**

Price Per SF

**\$345,502**

NOI

**±39,781 SF**

GLA

## Investment Highlights

- **Income Tax Advantage:** Located in Florida, one of the few states with no state income tax, offering investors potential tax savings and increased net returns.
- **Upside With Under-Market Rents:** Current rental rates are below market, offering a strong opportunity for rent growth and increased cash flow as leases renew.
- **High-Growth Ocala Market:** Ocala's booming economy, growing population, and demand for retail space position this asset within a thriving market.
- **Value-Add With Current Occupancy:** The property's current occupancy allows for income growth through lease-up and proactive management.
- **Prime Outparcel Development Opportunity:** The property includes an outparcel ready for development, offering additional income potential and the flexibility to attract new tenants or establish a high-demand use, further enhancing the Plaza's value.



# VACANT WAREHOUSE INCLUDED

- **Significant Lease-Up Upside** – The vacant ±9,714 SF warehouse provides an immediate opportunity to increase occupancy and cash flow, offering a clear path to NOI growth through lease-up at market rates.
- **Flexible Repositioning Potential** – The space can accommodate a variety of warehouse, flex, service, storage, or distribution users, allowing ownership to capitalize on evolving tenant demand and maximize rental revenue.
- **Value Creation Through Stabilization** – Leasing the vacant warehouse and bringing the asset closer to full occupancy can materially enhance property value, providing investors with a compelling value-add opportunity and multiple exit strategies.





2496  
Arianna's Pizza

2490  
C&C Colliseum

2488  
Express Cleaners

2486  
Barber Shop

2484  
Fly with Me Fitness

2482  
Vacant

2480  
Philly Inks

2478  
R&R Catering

Vacant  
Warehouse

Kalasa  
Holdings  
LLC

2514  
Church of God

2510  
M&M Beauty Supply

2508  
M & M Beauty Supply

2506  
Annette Discount Clothing

2502  
Fabulous Clothing

2500  
M & M Beauty Supply

Outparcel  
Opportunity

SE 58th Ave ± 21,500 VPD





SE 58th Ave ± 21,500 VPD

Outparcel Opportunity

Subject Property





  
**Evergreen Neighborhood**  
±150 Homes

**CIRCLE K**

**Smokey Drew's BBQ**

**Baseline Market**



**Outparcel Opportunity**

**Subject Property**

SE 68th Ave ±21,500 VPD



# FINANCIAL OVERVIEW

**Baseline Plaza**

2416 SE 58th Ave, Ocala, FL 34480



# PROPERTY OVERVIEW

## Property Description

Property Name	Baseline Plaza
Address	2508 SE 58th Ave
City, State, Zip Code	Ocala, FL 34480
County	Marion
Property Type	Shopping Center
Gross Leasable Area	±39,781 SF
Lot Size (AC)	±6.28 AC
Year Built / Renovated	1991 / 2017
# of Buildings	1 Building
# of Suites	18 Suites
# of Stories	1 Story
Zoning	B-2
Parcel #	29697-017-01



# RENT ROLL

Suite	Tenant	GLA (SF)	% of GLA	Lease Start	Lease End	Annual Rent (\$)	Monthly Rent (\$)	Rent PSF	Option (s) Remaining
2488	Express Cleaners	1,300	3.27%	3/1/24	2/28/27	\$19,680	\$1,640	\$15.14	3 x3
2506	Annette Discount Clothing	2,100	5.28%	5/1/23	4/30/29	\$19,476	\$1,623	\$9.27	1 x 3
2508	M&M Beauty Supply	2,100	5.28%	5/1/23	4/30/29	\$19,476	\$1,623	\$9.27	1 x 3
2502	Fabulous Clothing	2,100	5.28%	5/1/23	4/30/29	\$19,476	\$1,623	\$9.27	1 x 3
2500	M & M Beauty Supply	2,100	5.28%	11/1/21	2/28/30	\$18,912	\$1,576	\$9.01	2 x 3
2496	Arianna's Pizza .	960	2.41%	11/1/23	10/31/26	\$14,184	\$1,182	\$14.78	1 x 5
-	J & J Ice	Kiosk	-	MTM	MTM	\$12,840	\$1,070	-	-
2482	Vacant	1,343	3.38%	-	-	-	-	-	2 x 3
2514	Church Of God	1,892	4.76%	11/1/23	10/31/28	\$24,000	\$2,000	\$12.68	1 x5
2484	Fly With Me Fitness	1,322	3.32%	6/1/24	5/31/27	\$18,508	\$1,542	\$14.00	2 x 3
2478	R & R Catering	1,330	3.34%	5/1/24	4/30/29	\$19,200	\$1,600	\$14.44	1 x 5
2510	M & M Beauty Supply	1,875	4.71%	6/1/24	2/28/30	\$21,216	\$1,768	\$11.32	1x 2
2512	Happy Hanger	1,860	4.68%	3/1/26	2/28/29	\$18,600	\$1,550	\$10.00	1 x3
2490	C&D Coliseum	1,950	4.90%	7/1/22	4/30/33	\$33,528	\$2,794	\$17.19	1 x 3
2480	Philly Inks	1,500	3.77%	7/1/24	6/30/27	\$20,136	\$1,678	\$13.42	-
2486	Barber Shop	1,335	3.36%	11/1/24	10/31/34	\$18,156	\$1,513	\$13.60	-
Warehouse	Kalasa Holdings LLC	5,000	12.57%	8/1/24	3/26/27	\$57,600	\$4,800	\$11.52	-
Warehouse	Warehouse (Vacant)	9,714	24.42%	-	-	-	-	-	-
<b>Total (100%)</b>	<b>18 Suites</b>	<b>39,781 SF</b>	<b>100.00%</b>			<b>\$354,988</b>	<b>\$29,582</b>	<b>\$8.60 PSF</b>	

	Total	\$ PSF
<b>Income</b>		
Rental Income	\$354,988	\$8.92
Reimbursement Revenue	\$77,873	\$1.96
<b>Effective Gross Revenue</b>	<b>\$432,861</b>	<b>\$10.88</b>
<b>Expenses</b>		
Real Estate Taxes	\$30,339	\$0.76
Insurance	\$23,000	\$0.58
Roads and Grounds	\$4,320	\$0.11
Garbage and Recycling	\$6,000	\$0.15
Electricity	\$7,200	\$0.18
Non-Recoverable Expenses	\$3,500	\$0.09
Property Management Fee	\$13,000	\$0.33
<i>EGR (3.0%)</i>	<i>3.0%</i>	
<b>Total Operating Expenses</b>	<b>\$87,359</b>	<b>\$2.20</b>
<b>Net Operating Income</b>	<b>\$345,502</b>	<b>\$8.69</b>



# MARKET OVERVIEW

**Baseline Plaza**

2416 SE 58th Ave, Ocala, FL 34480



**71,753+**  
Total Population

**31,000+**  
Employed Population

**38**  
Median Age

**10.17%**  
Projected 5-Year Population Growth (Within 5 Miles)



# Ocala, FL

## Local Market Overview

Ocala continues to benefit from rapid population gains, improving household formation, and a central Florida location that supports steady retail demand. The city's consumer base is expanding alongside Marion County's broader growth, while moderate housing costs and a growing employment base help support everyday-service, grocery, restaurant, medical, and value-oriented retail concepts.

The area is positioned between Orlando, Gainesville, and Tampa Bay, giving retailers access to both local residents and regional traffic moving through I-75 corridors. Ocala's equestrian identity, healthcare network, logistics growth, and expanding residential communities create a durable trade area with consistent daytime and household-driven spending.

Population	1-Mile	3-Mile	5-Mile
Five-Year Projection	6,688	41,857	97,334
Current Year Estimate	6,420	38,208	88,349
2020 Census	6,784	38,423	85,601
Growth Current Year-Five-Year	4.17%	9.55%	10.17%
Households	1-Mile	3-Mile	5-Mile
Five-Year Projection	2,698	15,987	38,274
Current Year Estimate	2,649	15,057	35,813
2020 Census	2,750	14,848	34,426
Growth Current Year-Five-Year	1.85%	6.17%	6.87%
Income	1-Mile	3-Mile	5-Mile
Average Household Income	\$101,339	\$105,746	\$94,050

# THE FASTEST GROWING MSA IN THE UNITED STATES

## Economic Drivers

Ocala's key strength is its role as a fast-growing Central Florida logistics, healthcare, retail, and lifestyle hub. The Ocala MSA is the fastest-growing metropolitan area in the United States, benefiting from significant in-migration, expanding residential development, and increasing consumer demand that continues to support retail growth throughout Marion County.

Ocala's economy is anchored by healthcare, distribution, equine-related business, education, retail services, and manufacturing. The Ocala/Marion County Commerce Park has attracted major fulfillment and distribution users, while the local healthcare base and expanding residential population support recurring consumer spending. Ocala International Airport serves corporate and industrial aviation needs, and Gainesville Regional Airport provides the nearest commercial air service.

## Major Employers



#1

Fastest-Growing MSA in the U.S. (U.S. Census Bureau)

3.4%

MSA Annual Growth Rate between 2024-2025

\$16B

Regional GDP

578K

Annual Passengers-Gainesville Regional Airport

# REGIONAL MAP



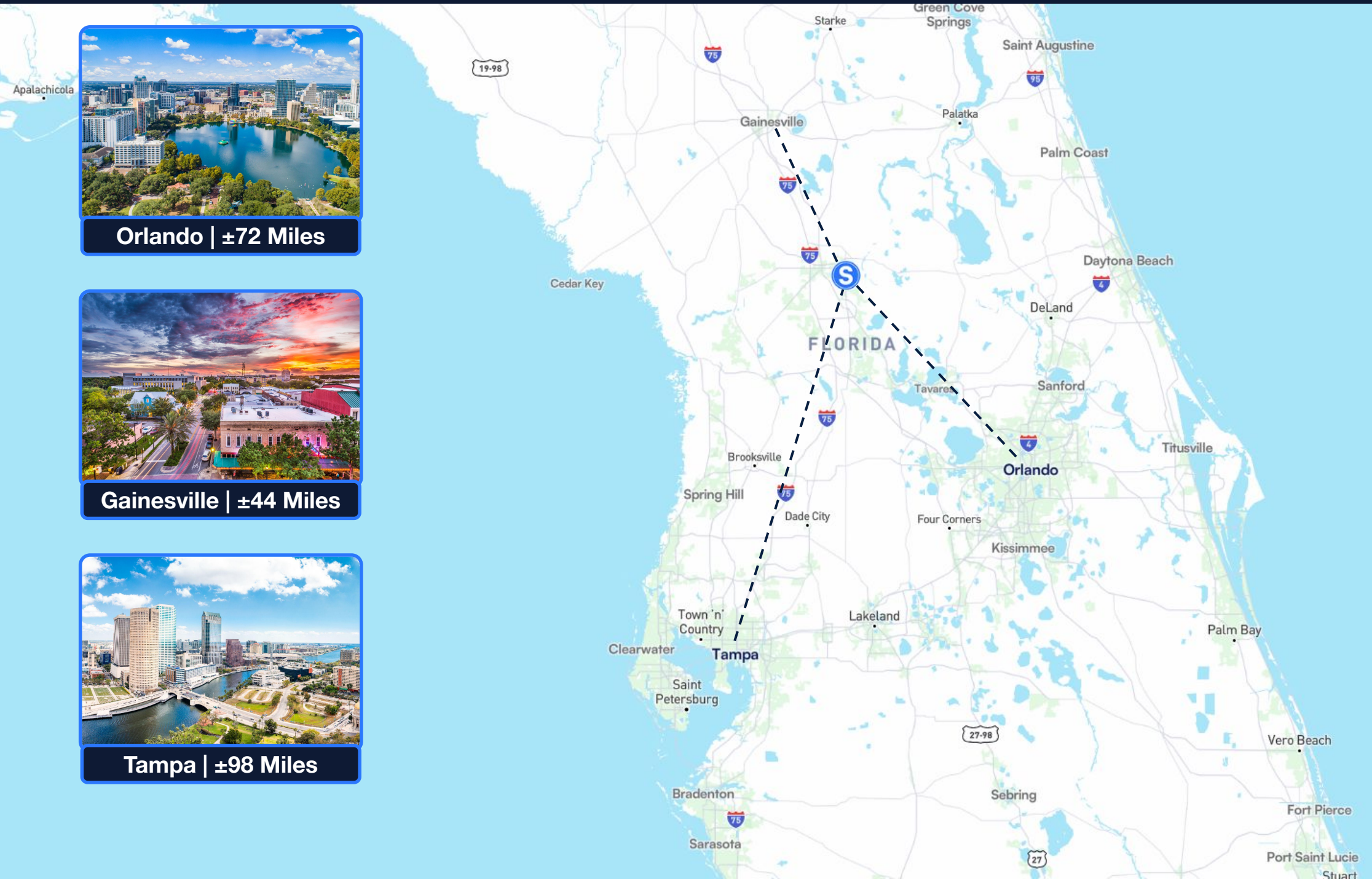
**Orlando | ±72 Miles**



**Gainesville | ±44 Miles**



**Tampa | ±98 Miles**



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2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum.

A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Owner or Matthews™. or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

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