

CELEBRATION SHOPPING PLAZA

1208 Dixon Blvd | Cocoa, FL 32922

Shopping Center
Investment Opportunity

Offering Memorandum



MATTHEWS™

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MATTHEWS™

Executive Overview

Executive Summary

Matthews™ is pleased to present the exclusive offering of 1208 Dixon Blvd., Cocoa, FL—a compelling value-add shopping center opportunity situated on approximately 10 acres in the heart of Cocoa.

The property encompasses just over 70,000 square feet and offers investors significant upside through below-market rents, lease-up potential, and future redevelopment opportunities. The center is anchored by O'Reilly Auto Parts and Save A Lot, both of which are established tenants with long-term lease options, providing a stable foundation for future ownership.

With substantial land, strong anchor tenancy, and multiple avenues to enhance value and increase long-term returns, this asset represents an exceptional investment opportunity in a growing Central Florida market.

For additional information, including the offering memorandum and financials, please contact us.



Property Photos



Investment Highlights

Investment Highlights

Compelling Value-Add Opportunity

- Significant upside through below-market rental rates, expiring leases with limited or no renewal options, and opportunities to increase occupancy and drive long-term NOI growth.

Located Within a Qualified Opportunity Zone

- The property is situated in a federally designated Opportunity Zone, offering investors the potential to benefit from attractive tax incentives.

Positioned in Florida's Thriving Space Coast

- Located in one of the nation's fastest-growing aerospace and defense corridors, the asset benefits from major employers including SpaceX, Blue Origin, L3Harris Technologies, and other leading defense contractors that continue to drive job growth and economic expansion.

Acquisition Below Replacement Cost

- Offered at approximately \$80 per square foot, substantially below today's replacement cost, providing an attractive basis with significant downside protection.

Florida Tax Advantages

- A No State Income Tax Environment — Florida's business-friendly climate, strong population growth, and absence of a state income tax continue to attract residents, businesses, and investment capital from across the country.



Asset Overview

Asset Overview

Name	Celebration Shopping Plaza	Land Area	±10.06 AC
Address	1208 Dixon Blvd	Gross Leasable Area	±72,165 SF
City	Cocoa	Occupancy	76.86%
State	FL	Parcel #	C-G

Tax Parcel Map





Cocoa High School
±1,432 Students



Cocoa Commons

Publix | WING STOP | CVS pharmacy | ANYTIME FITNESS | PNC

ALDI | DUNKIN' | Little Caesars | TACO BELL | DOLLAR TREE

Westminster Asbury
±268 Units

Clearlake Rd ± 19,700 VPD

Eastern Florida STATE COLLEGE
Eastern Florida State College
±35,000 Students | ±1,200 Employees



Walmart Supercenter

Subject Property

Dixon Blvd ± 11,100 VPD

Pineda St ± 2,500 VPD



Kennedy Space Center
±15 Miles away | ±17,700 Employees

L3Harris Technologies
±30 Miles away | ±8,000 Employees



Port Canaveral

One of the world's busiest cruise ports
±22,000 Jobs

SPACEX

SpaceX Launch and Landing
Control Center

BLUE ORIGIN

Blue Origin Lunar Plant 2
±2,500 Jobs



Subject Property



Clearlake Rd ± 19,700 VPD

Dixon Blvd ± 11,100 VPD



First Merritt Center



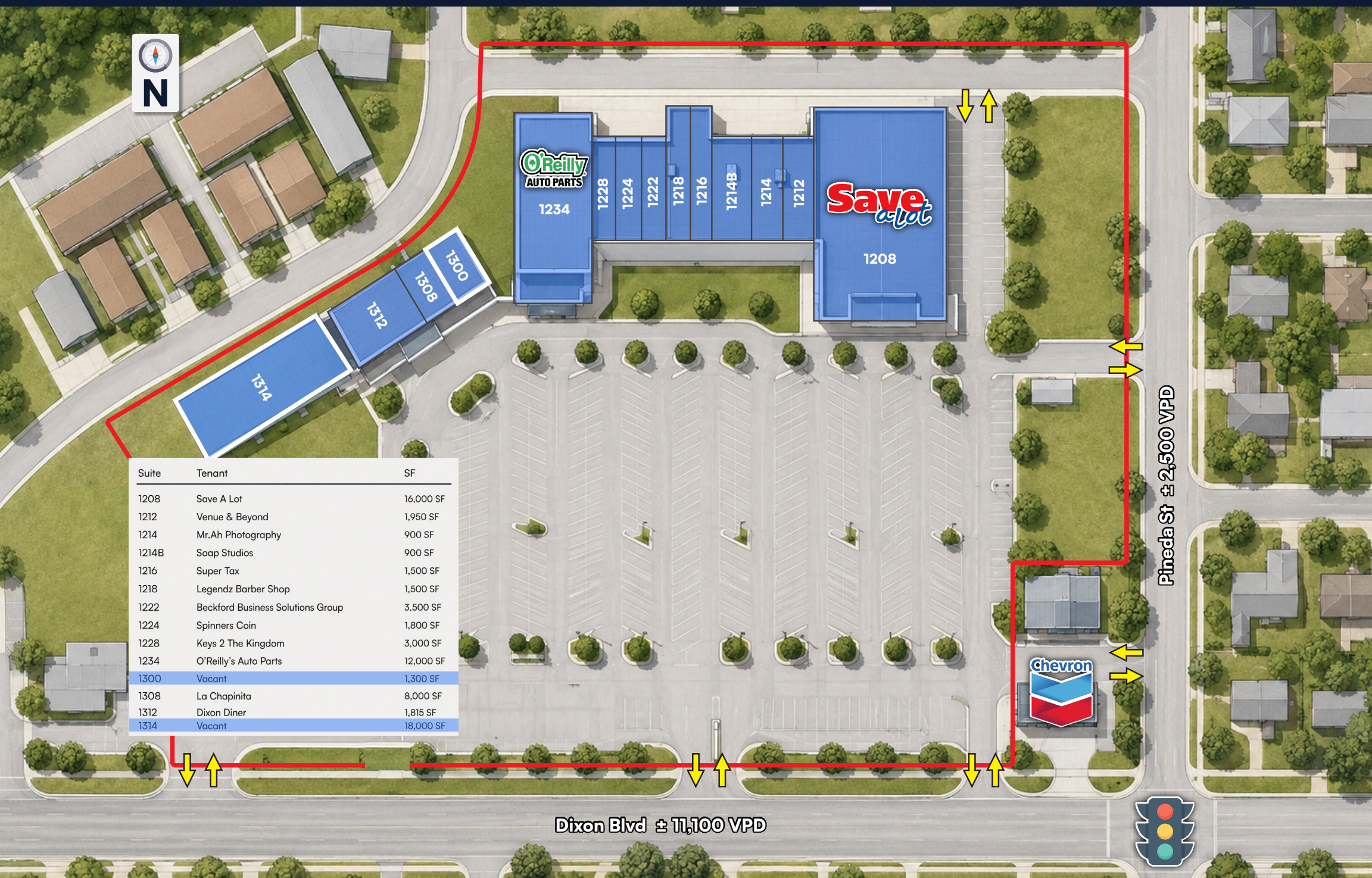
Rent Roll & Recovery Structure

Rent Roll

Suite	Tenant	GLA (SF)	% of GLA	Lease End	Annual Rent	Monthly Rent	Rent/SF	
1208	Save A Lot	16,000 SF	22.17%	12/31/28	\$120,000	\$10,000	\$7.50	
1212	Venue & Beyond	1,950 SF	2.70%	3/30/2027	\$24,000	\$2,000	\$12.31	
1214	Mr.Ah Photography	900 SF	1.25%	12/31/26	\$6,000	\$500	\$6.67	
1214B	Soap Studios	900 SF	1.25%	12/31/26	\$6,000	\$500	\$6.67	
1216	Super Tax	1,500 SF	2.08%	5/31/27	\$8,880	\$740	\$5.92	
1218	Legendz Barber Shop	1,500 SF	2.08%	6/30/27	\$9,600	\$800	\$6.40	
1222	Beckford Business Solutions Group	3,500 SF	4.85%	3/30/27	\$30,000	\$2,500	\$8.57	
1224	Spinners Coin	1,800 SF	2.49%	4/30/31	\$13,320	\$1,110	\$7.40	
1228	Keys 2 The Kingdom	3,000 SF	4.16%	4/30/27	\$30,000	\$2,500	\$10.00	
1234	O'Reilly's Auto Parts	12,000 SF	16.63%	12/31/29	\$70,284	\$5,857	\$5.86	
1300	Vacant	1,300 SF	1.80%	-	\$0	\$0	\$0.00	
1308	La Chapinita	8,000 SF	11.09%	6/30/27	\$43,056	\$3,588	\$5.38	
1312	Dixon Diner	1,815 SF	2.52%	5/31/27	\$16,140	\$1,345	\$8.89	
1314	Vacant	18,000 SF	24.94%	Unit 1314 is currently vacant and was previously utilized as a movie theater. The space will require additional work and improvements before it can be re-leased or repurposed.		\$0	\$0	\$0.00
Occupied Total	14 Suites	72,165 SF	100.00%		\$377,280	\$31,440	\$7.14 PSF	
Vacant Total	2 Suites	19,300 SF	23.14%		\$0	\$0	\$0.00 PSF	
Total (100%)	14 Suites	72,165 SF	76.86%		\$377,280	\$31,440	\$7.14 PSF	

*The following tenants are on annual leases with no options: Venue & Beyond, Mr.Ah Photography, Soap Studios, Super Tax, Legendz Barber Shop, Beckford Business Solutions Group, Spinners Coin, Keys 2 The Kingdom, La Chapinita, Dixon Diner

Site Plan



Valuation Overview

\$5,800,000

List Price

\$80.86

Price/SF

±10.06

Lot Size (AC)

Financial Overview

	Proforma/Budget	
	Total	Price/SF
Income		
Rental Income	\$377,280	\$5.23
Effective Gross Revenue	\$377,280	\$5.23
Expenses		
Real Estate Taxes	\$74,000	\$1.03
Insurance	\$16,620	\$0.23
Repairs & Maintenance	\$17,112	\$0.24
Utilities	\$5,376	\$0.07
Non-Recoverable Expenses	\$7,000	\$0.10
Property Management Fee	\$15,000	\$0.21
EGR (%)	4.0%	
Total Operating Expense	\$135,108	\$1.87
Net Operating Income	\$242,172	\$3.36



Tenant Overview



O'Reilly Auto Parts is one of North America's premier automotive aftermarket parts retailers, serving both professional repair shops and do-it-yourself customers. Renowned for its extensive product selection, highly efficient distribution network, and exceptional customer service, the company has established a dominant position within the automotive aftermarket industry. Its resilient business model benefits from an aging vehicle fleet, recurring maintenance demand, and a dual-market strategy that supports consistent sales performance across varying economic cycles.



La Chapinita Restaurant is a locally owned Hispanic grocery market serving Cocoa, Florida, offering a wide selection of authentic Latin American grocery products, fresh produce, meats, dairy, frozen foods, and specialty items catering primarily to the area's Hispanic community. The neighborhood market provides customers with products that are often unavailable in traditional supermarkets, creating a loyal customer base driven by cultural familiarity, convenience, and personalized service. As an independent grocer, La Chapinita benefits from recurring consumer demand for essential grocery items and a strong connection to the local community.



Dixon Diner is a long-standing, locally owned restaurant serving Cocoa, Florida, with a reputation for classic American comfort food and friendly neighborhood service. A staple of the community for more than 15 years, the diner has cultivated a loyal customer base by offering traditional breakfast and lunch favorites, generous portions, and a welcoming atmosphere. Its strategic location along Dixon Boulevard and consistent local patronage have made it a well-established dining destination within the Space Coast market.



Spinner Coin Laundry is a locally owned self-service laundromat serving Cocoa, Florida, offering modern laundry facilities in a clean, convenient, and customer-focused environment. Strategically located along Dixon Boulevard, the business caters to area residents, apartment renters, travelers, and commercial customers seeking reliable laundry services. The laundromat has built a strong local reputation through well-maintained equipment, extended operating hours, and a comfortable customer experience that includes free Wi-Fi and digital payment options.

| Tenant Overview



Save A Lot is one of the largest value-focused grocery retailers in the United States, serving cost-conscious consumers through a neighborhood-based discount grocery model. The brand has established a strong presence in underserved and secondary markets by combining an efficient store format with a high mix of private-label products and locally operated licensed stores. Its emphasis on affordability, fresh food offerings, and community-based retailing has enabled the company to maintain a recognizable position within the highly competitive discount grocery sector.



Soap Studios is a locally owned specialty retailer and artisan manufacturer based in Cocoa, Florida, specializing in handcrafted soaps, bath and body products, candles, skincare, and home fragrance items. The company serves the Space Coast market with an emphasis on small-batch production, natural ingredients, and locally made products. Its boutique retail concept appeals to customers seeking premium handcrafted personal care products and gift items, benefiting from repeat local patronage and tourism generated by nearby Cocoa Village and Florida's Space Coast.



Super Tax LLC is a locally owned tax preparation and financial services firm serving individuals and small businesses in Cocoa, Florida. The company provides personal and business tax preparation, tax planning, bookkeeping, and related financial services with an emphasis on personalized customer service and year-round support. As an independent tax preparer, Super Tax benefits from recurring seasonal demand and long-term client relationships within the local community.



Legendz Barbershop is a locally owned neighborhood barbershop serving Cocoa, Florida, offering traditional and contemporary men's grooming services in a welcoming, community-oriented environment. The shop has developed a loyal customer base by providing quality haircuts, beard grooming, and children's services while emphasizing personalized customer care. Located along Dixon Boulevard, Legendz benefits from strong neighborhood visibility and repeat clientele, making it a well-established small business within the local personal services market.

Cocoa, FL

\$1B

Total Retail Sales (2022)

\$43.5B

Gross Domestic Product

Home to Kennedy Space Center
±14.9 Miles Away From Subject Property



Local Market Overview

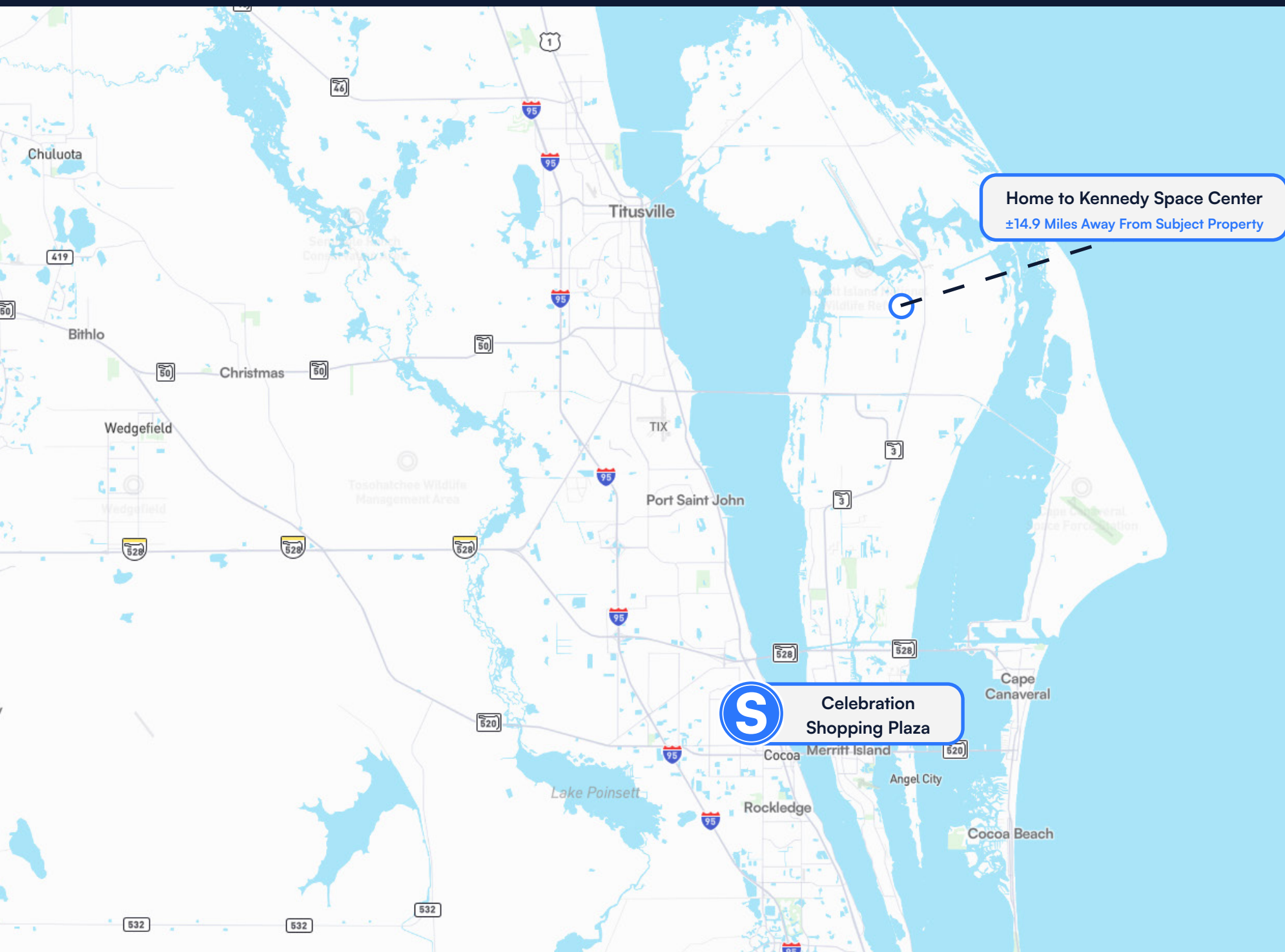
Cocoa, Florida benefits from its position along Florida's Space Coast, where a combination of aerospace innovation, healthcare, advanced manufacturing, and tourism supports a resilient regional economy. The community has experienced steady population growth driven by its relative affordability, access to employment centers, and desirable coastal lifestyle. Residents enjoy convenient connections to major transportation corridors, nearby beaches, and recreational amenities, while businesses benefit from proximity to one of the nation's most significant aerospace hubs. Continued residential and commercial investment has strengthened the area's appeal to both employers and new residents seeking opportunities within the rapidly expanding Central Florida market.

The area's long-term outlook remains positive as public and private investment continues to support economic expansion throughout Brevard County. Major employers in aerospace, defense, education, and healthcare provide a stable employment base, while ongoing activity at Port Canaveral and the Kennedy Space Center fuels additional job creation and capital investment. Cocoa's historic downtown, waterfront attractions, and access to outdoor recreation contribute to a high quality of life that attracts families, retirees, and young professionals alike.

Property Demographics

POPULATION	3-MILE	5-MILE	10-MILE
2020 Population	39,844	87,806	194,075
2025 Population	43,077	92,912	210,604
2030 Population Projection	46,317	99,504	226,507
HOUSEHOLDS	3-MILE	5-MILE	10-MILE
2020 Households	16,726	36,960	83,673
2025 Households	17,912	38,901	91,670
2030 Household Projections	19,199	41,558	98,657
INCOME	3-MILE	5-MILE	10-MILE
Avg Household Income	\$77,288	\$94,445	\$107,487

Regional Map



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This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at **ADDRESS** ("Property"). The Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Matthews™. The material and information in the Offering Memorandum is unverified. Matthews™ has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants' plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner and in part upon financial information obtained from sources the Owner deems reliable. Neither owner, nor their officers, employees, or real estate agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum, or any of its content, and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

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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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Owner and Matthews™ expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered.

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.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date of this Offering Memorandum.

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