



URBANSPEACE is a leading manager of food and retail markets for outdoor public and leased private spaces. We are excited at the opportunity to establish our first present in Florida on Lincoln Road this upcoming holiday season. Our markets are excellent tools for placemaking, anchoring a district, generating revenues and providing an family friendly experience for locals and tourists alike. The Company is currently one of the largest concessionaires to the NYC Parks Department running highly successful holiday markets drawing millions of visitors for the past 25 years, including the world famous Bryant Park Holiday Marketplace. Urbanspace supports the best of local retailers and chefs to make dynamic, immersive environments would celebrate the best Miami has to offer. We attract tourist from across the globe and are always focused on catering to the local communities. Our services are turnkey, and we have years of experience activating venues of all kinds.

Urbanspace designs, builds and manages solutions for public and private spaces. Urbanspace operates in 5 cities and is the largest markets operator in the country.

The plan for Lincoln Road is to establish a pop-up Holiday Marketplace with individual stalls leased to various vendors and sponsors, consistent with existing locations. Booth Sizes: 10'x6' and 10'10'.

Tenants will consist of the best-in-class local, regional and national dry-use retailers and selective F&B operators which do not compete with surrounding Lincoln Road restaurants.

Urbanspace intends to run the marketplace from October/November to February/March (Exact dates are still TBD)

Eldon Scott, the president of Urbanspace, is finalizing an agreement with Claire Tomlin from the Market Company to partner on the activation on Lincoln Road.

Since the punk-rock 70's when Urbanspace founded Camden Lock Market to new food halls in Chicago and Miami, thousands of creative chefs and designers on both sides of the Atlantic have thousands of vendors have had their start at Urbanspace projects. Urbanspace has learned through experience how to build a scalable business that brings the creative expression of individual entrepreneurs directly to consumers and distills a replicable process designed to capture authenticity.

Urbanspace was founded in 1972 as Urban Space Management, the brainchild of Eric Reynolds. The company has developed 50+ projects, revamped derelict city spaces, conserved heritage buildings, and created vibrant new places for community and commercial gathering. Urbanspace conceived markets at Camden Lock and Spitalfields draw millions of visitors per year and have driven significant real estate value.

In 1993, Eldon Scott decamped from the London team and arrived in New York, establishing our US operations with the founding of then novel outdoor markets at Union Square, Central Park and Bryant Park, amongst others. These markets quickly built brand and traffic. Bryant Park Holidays is one of the largest events in North America with over 4mm visitors.

As elevated street food and food trucks gained cult status, Scott moved to indoor markets and food halls based on Camden and Spitalfields. Today, Urbanspace continues to connect creative entrepreneurs and chefs with curious, creativity-seeking customers by reaching out to them in new communities across the country.