

# Fun Spot Plaza



## For lease

5740 W Irlo Bronson Memorial Hwy  
Kissimmee, FL 34746

## Demographics

### 10-Minute Drive Time (2024)



34,154  
POPULATION



\$89,725  
AVG HH  
INCOME



12,662  
HOUSEHOLDS



34.8  
MEDIAN AGE



44,898  
DAYTIME  
POPULATION

## Property Highlights:

- Freestanding 2nd-generation restaurant totaling 4,500 GLA in Fun Spot Plaza.
- For the first time in 40 years, the space is available, offering a rare opportunity.
- The restaurant sits directly in front of the Fun Spot theme park and adjacent to Old Town (2.1M± guests annually), the main entertainment district in Kissimmee.
- Many national restaurant chains perform strongly in the immediate vicinity.
- Excellent visibility and frontage on U.S. Hwy 192/W Irlo Bronson Memorial Hwy, the main east-west arterial for Kissimmee.
- Resides in a highly-visited area approximately 2 miles from the Walt Disney World Resort.
- Thousands of hotel rooms and large-scale timeshare properties surround the area in the Fun Spot -Old Town corridor, which will continue to surge with upcoming developments.
- Tenant can enhance their visibility along U.S. Highway 192 through available pylon and facade signage.
- Surrounding 10-minute demographic will increase by 2.02% year-over-year from 2024 to 2029, surpassing the national average growth rate.

### Brandon Delanois

Managing Director

O +1 407 982 8648

M +1 239 344 6446

brandon.delanois@jll.com

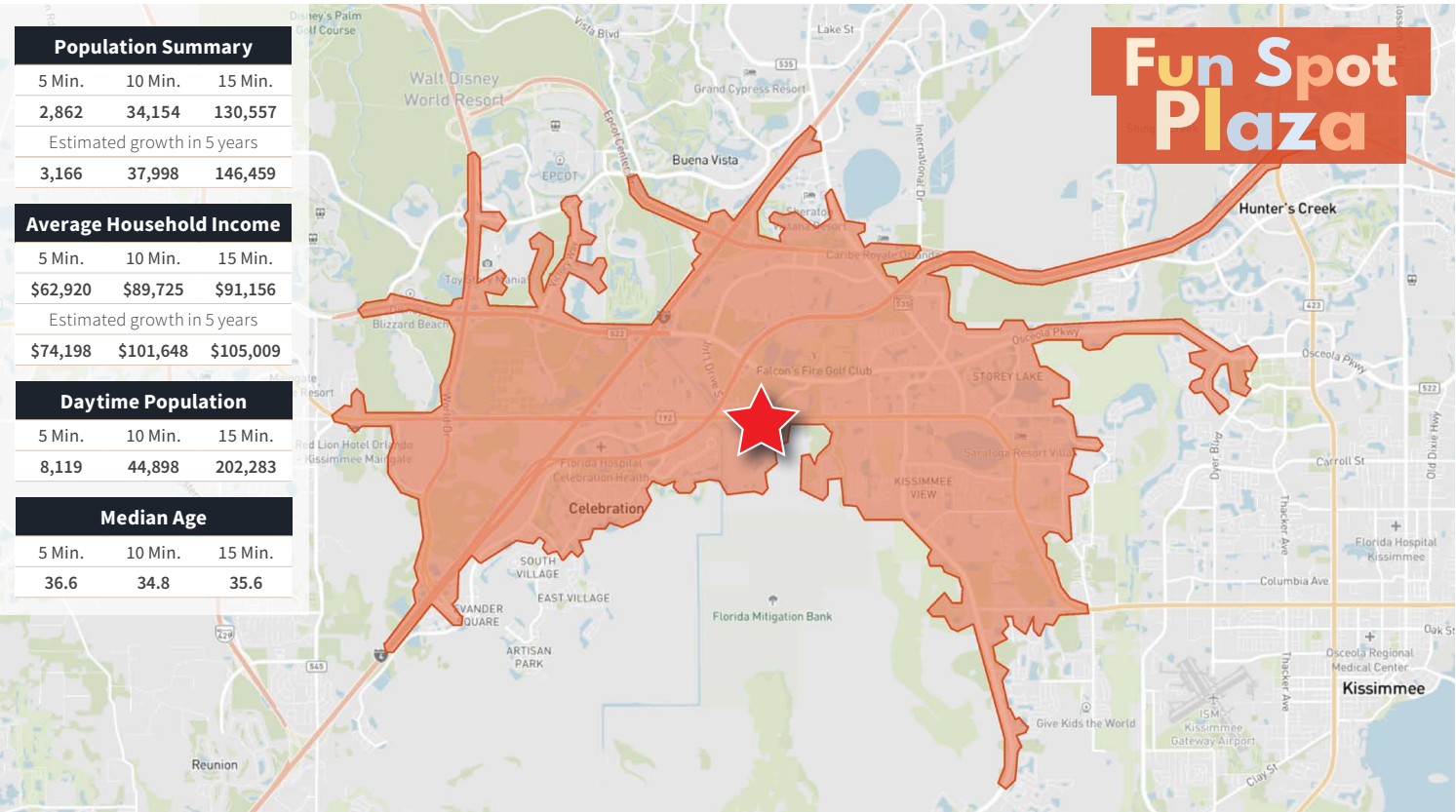


Market Aerial



Note: Legend factors in only hotels that are visible in the Fun Spot-Old Town corridor aerial above.

# Demographics: Drive Times



**URBAN EDGE FAMILIES:** Family-centric, younger families in multi-generational homes

**Median Age:** 32.5

**Median HH Income:** \$50,900

**LifeMode Group:** Sprouting Explorers

**Socioeconomic Traits:** Most Urban Edge Families residents derive income from wages or salaries. They tend to spend money carefully and focus more on necessities. They are captivated by new technology, particularly feature-rich smartphones.



**RURAL RESORT DWELLERS:** Active market centered in resort areas, outdoor activities, close to retirement

**Median Age:** 54.1

**Median HH Income:** \$50,400

**LifeMode Group:** Cozy Country Living

**Socioeconomic Traits:** Rural Resort Dwellers are residents that are near retirement with wealth with skilled professions, they shop for timeless, comfortable clothing. They are passionate about their hobbies, which often encompass the outdoors.



**METRO FUSION:** Young, highly-connected, trendy and brand-oriented, quick to spend on what's currently hot

**Median Age:** 29.3

**Median HH Income:** \$35,700

**LifeMode Group:** Midtown Singles

**Socioeconomic Traits:** Metro Fusion denizens are highly mobile with over three quarters of these households occupying rental space. Social status is important to them, including impressing others with fashion, electronics and other new, viral trends.



**DOWN THE ROAD:** Young, family-oriented consumers who value their traditions

**Median Age:** 35.0

**Median HH Income:** \$38,700

**LifeMode Group:** Rustic Outpost

**Socioeconomic Traits:** Down the Road individuals are family-oriented and outgoing consumers. Technology is used as a way to connect with their friends and family as well as enjoy entertainment offered that can be shared with friends.

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