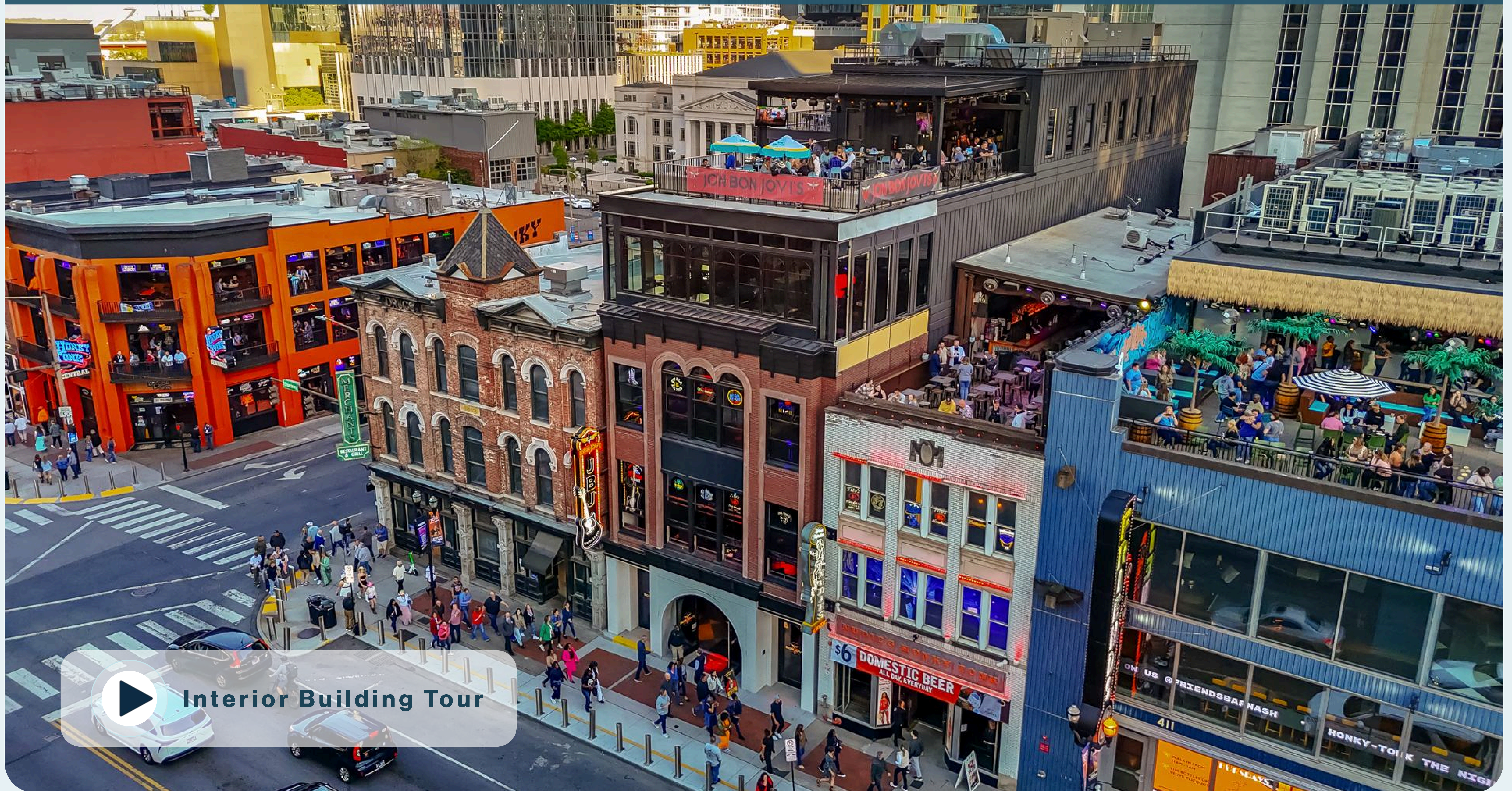


JBJ'S NASHVILLE - TALLEST BAR ON BROADWAY - SALE LEASEBACK - TROPHY ASSET



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Offering Memorandum
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The Pros

Glen Kunofsky

NY RE Lic 49KU1129178

Christopher Urban

curban@nnnpro.com
207.272.2425
NY RE Lic 10401294011

Capital Markets

Chris Marks

cmarks@nnnpro.com
516.448.3293

In State Broker

Brian Brockman

nnn@bangrealty.com
(513) 898-1551

Bang Realty-Tennessee, Inc
343847

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JBJ's Nashville
Investment Overview

Jon Bon Jovi's -
Nashville

JBJ's Nashville is a 36,767 Sq Ft five-story, Class A Fit & Finish, full-service restaurant, bar, and entertainment venue equipped with a featuring a state-of-the-art service basement with a fully built-out, multi-million-dollar industrial kitchen — the largest full-service kitchen on Broadway. The property opened for business in June of 2024 with frontage on both Broadway and Fourth Avenue. After two years of entitlement and site work, 405 Broadway was the first ground-up development on Lower Broadway since 2018. The property was designed to be the premier asset on one of the most visited streets in America.

The investment will offer a net operating income initially at \$6,443,525 and will increase by 2.00% annually.

Street	405 Broadway
City, State Zip	Nashville, TN, 37203
Type of Ownership	Fee Simple
Year Built	2024
Estimated Lot Size	0.16
Estimated Building SF	36,767

20-YEAR LONG-TERM NNN SLB

Lease Type

\$6,443,525

Net Operating Income

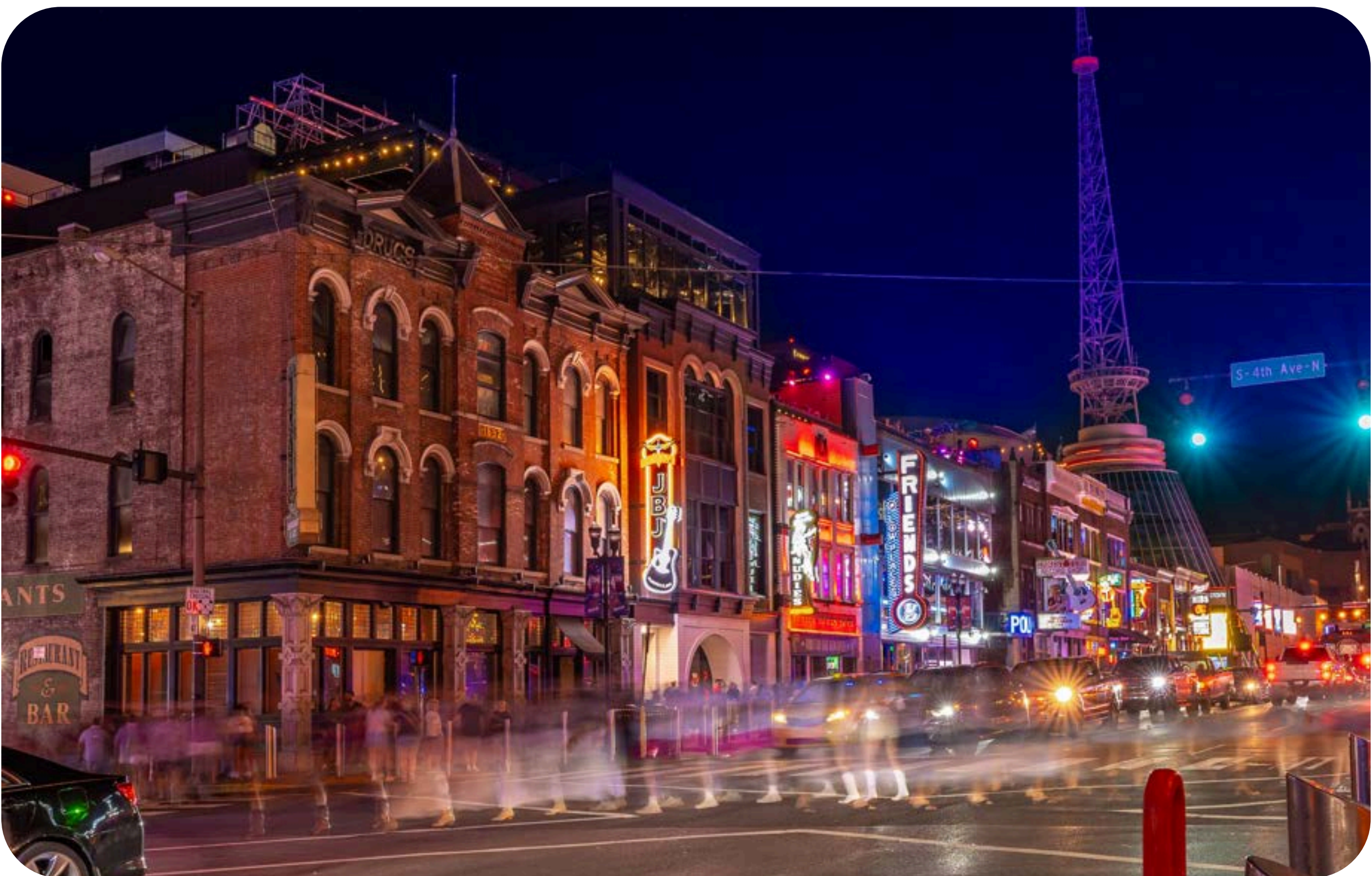
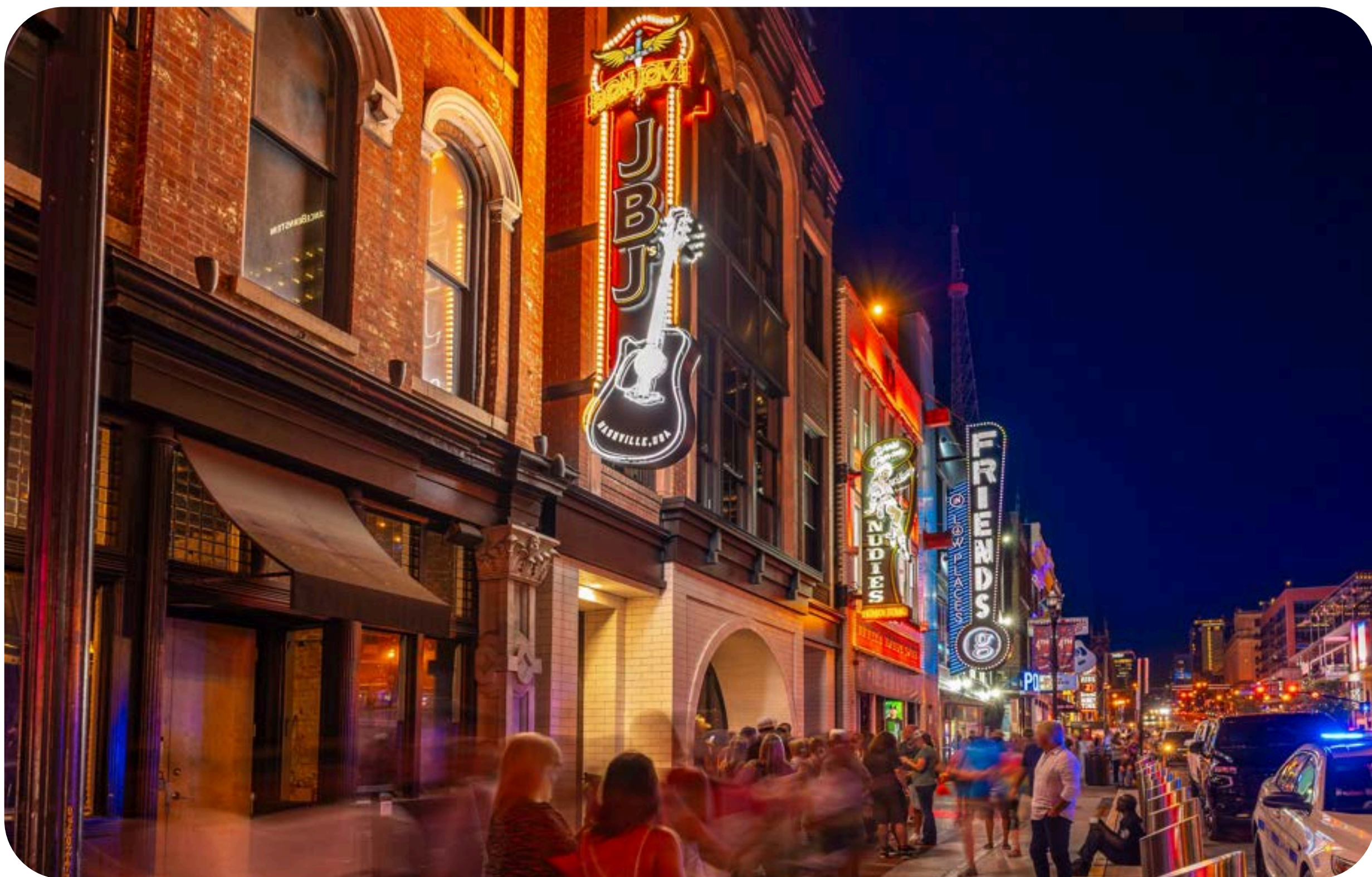
FOUR, 10-YEAR

Renewal Options

2.00%

Annual Increases

36,767 SF



JBJ's Nashville
Financial Overview

LIST PRICE
\$130,000,000

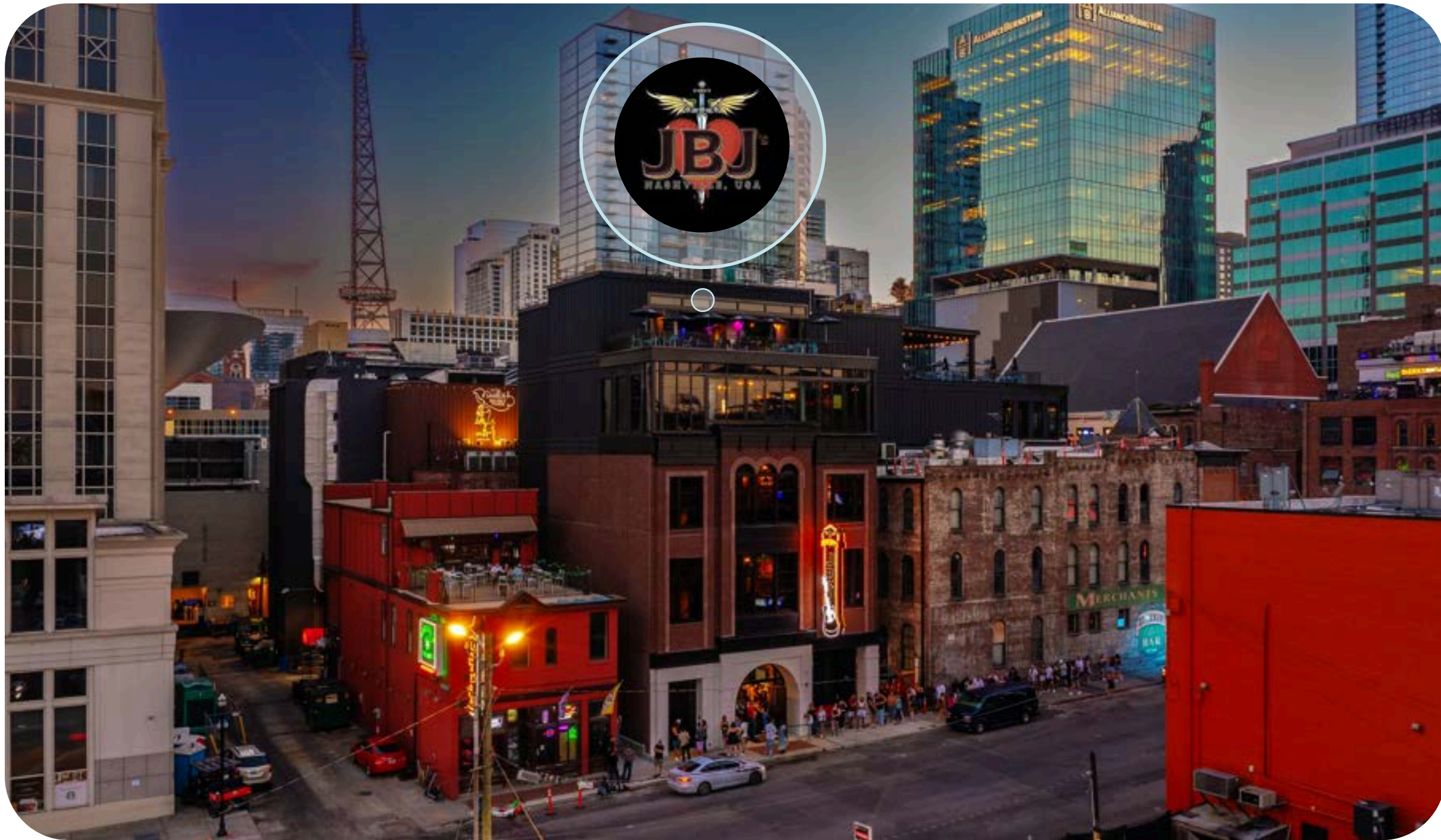
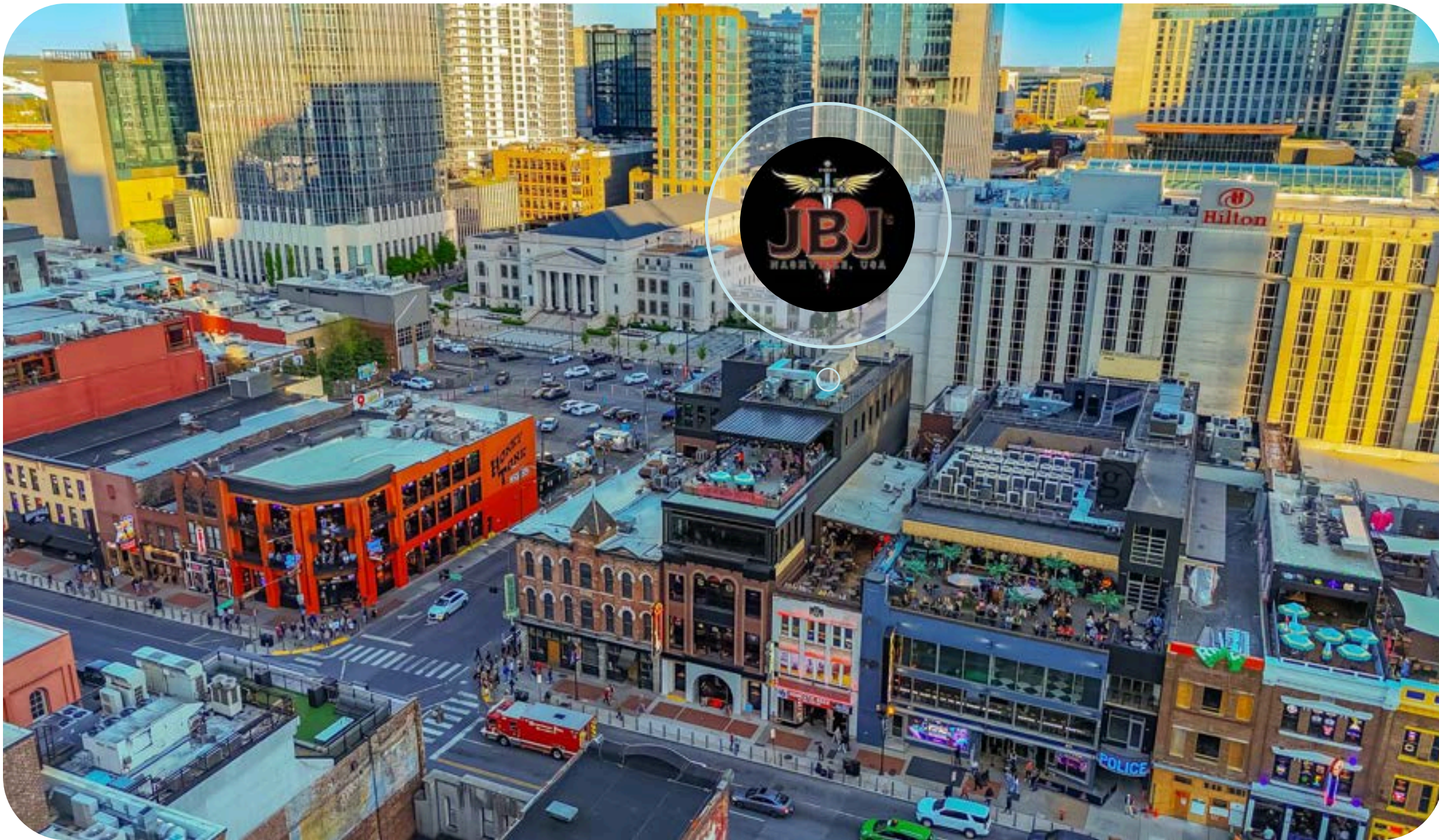
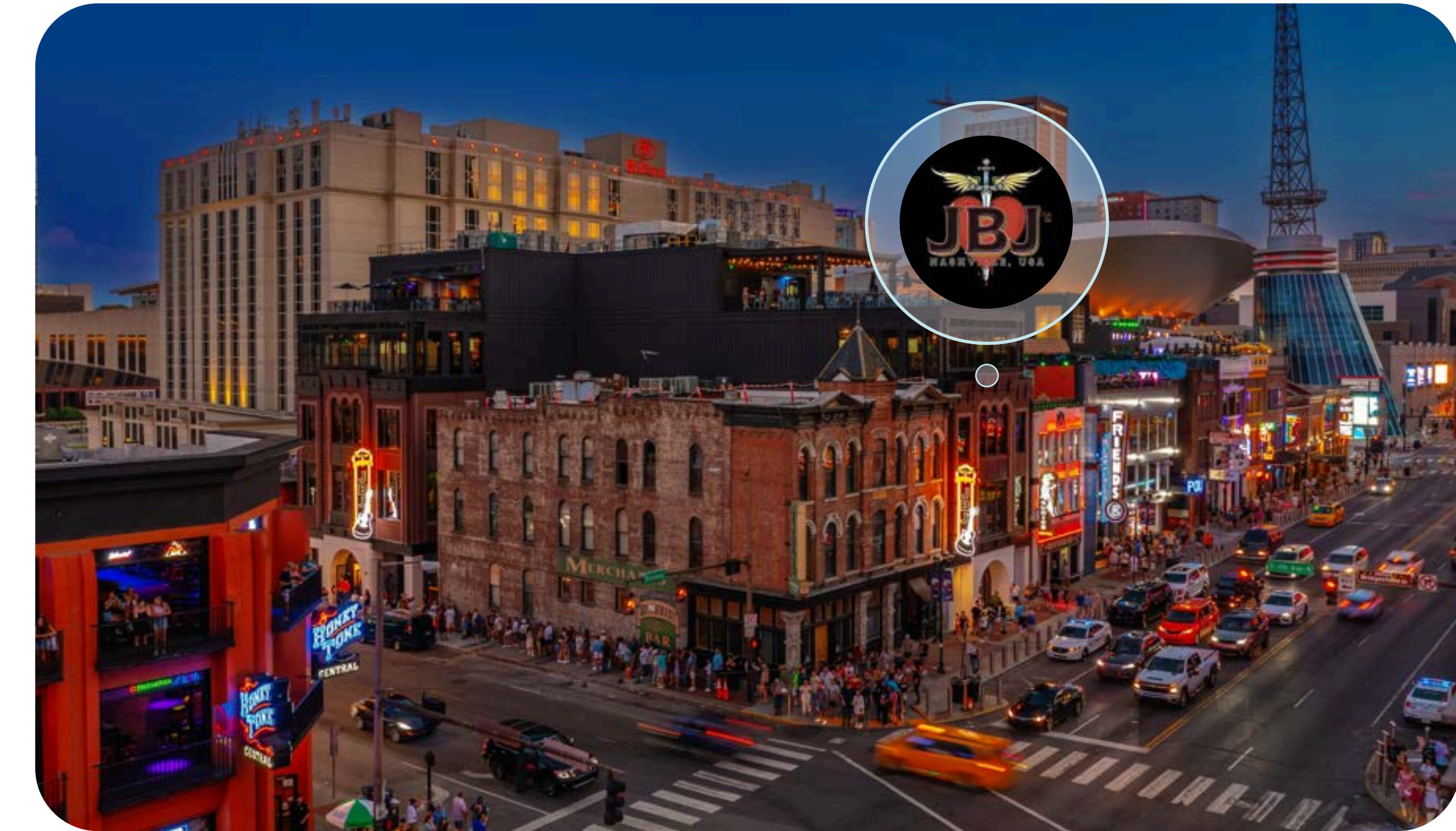
CAP RATE
4.96%

NET OPERATING INCOME
\$6,443,525

Transaction Type	Sale-Leaseback
Property Type	Retail
Property Subtype	Bar, Restaurant, Music & Event Venue
Credit Type	Personal
Tenant	Big Plan Holdings 405, Operations LLC

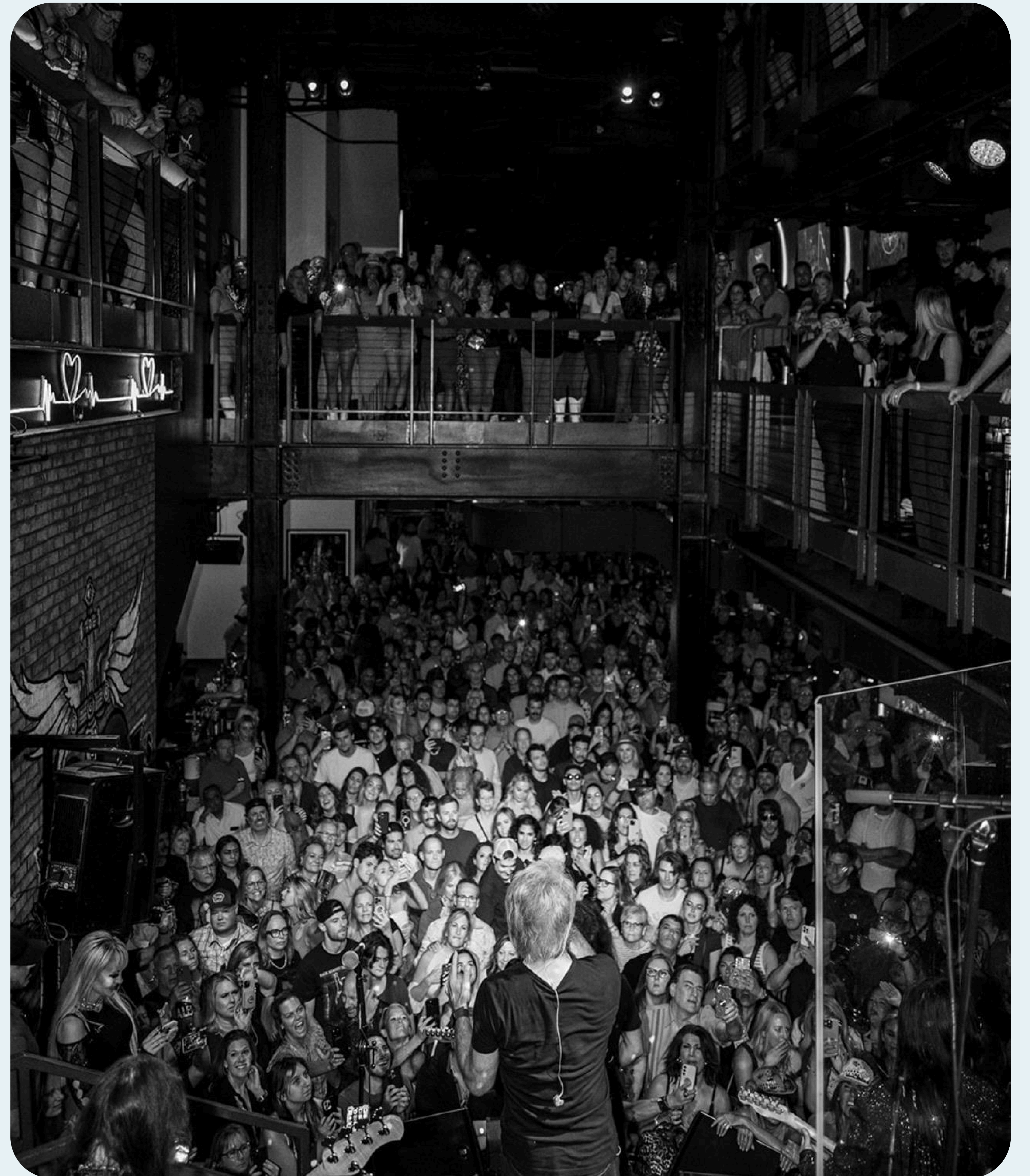
Guarantor	Big Plan Holdings 405, Operations LLC
Original Lease Term	20 Years
Rent Commencement	Upon Close of Escrow
Lease Expiration	20 Years Upon Close of Escrow
Lease Term Remaining	20.0

Lease Type	Triple Net (NNN)
Landlord Responsibility	None
Roof & Structure	Tenant Responsible
Rental Increases	2.00% Annually
Renewal Options Remaining	Four, 10-Year









JBJ's Nashville

Plans for \$650M Bridgestone Arena Transformation - Located 0.1 Mi from JBJ's Nashville

Nashville's Bridgestone Arena is set to undergo a major transformation in 2027, following years of hosting premier concerts, sporting events, and entertainment experiences. With a \$650 million investment, the renovation aims to enhance every aspect of the venue, from technology and seating to concessions and accessibility. The upgrades are designed to keep the arena competitive on the national stage, ensuring it remains a top choice for both performers and fans. Key improvements include modern audio-visual systems, expanded concourses for better crowd flow, and updated seating for increased comfort. The renovation will also introduce more diverse food and beverage options and improved accessibility features to better serve all guests. This large-scale overhaul is part of a broader vision to elevate downtown Nashville as a dynamic cultural and entertainment hub. City officials anticipate the upgraded arena will not only improve the fan experience but also bring significant economic benefits, such as increased tourism, job creation, and new business development. As part of the downtown revitalization strategy, the project reflects Nashville's ongoing commitment to innovation and growth. With anticipation building ahead of the 2027 launch, residents and visitors alike can look forward to a world-class venue that continues to play a central role in the city's vibrant entertainment landscape.



JBJ's Nashville
Rent Schedule

Lease Year	Annual Rent	Monthly Rent	Increases
Year 1	\$6,443,525	\$536,960	-
Year 2	\$6,572,396	\$547,700	2%
Year 3	\$6,703,843	\$558,654	2%
Year 4	\$6,837,920	\$569,827	2%
Year 5	\$6,974,679	\$581,223	2%
Year 6	\$7,114,172	\$592,848	2%
Year 7	\$7,256,456	\$604,705	2%
Year 8	\$7,401,585	\$616,799	2%
Year 9	\$7,549,617	\$629,135	2%
Year 10	\$7,700,609	\$641,717	2%
Year 11	\$7,854,621	\$654,552	2%
Year 12	\$8,011,713	\$667,643	2%
Year 13	\$8,171,948	\$680,996	2%
Year 14	\$8,335,387	\$694,616	2%
Year 15	\$8,502,094	\$708,508	2%
Year 16	\$8,672,136	\$722,678	2%
Year 17	\$8,845,579	\$737,132	2%
Year 18	\$9,022,491	\$751,874	2%
Year 19	\$9,202,940	\$766,912	2%
Year 20	\$9,386,999	\$782,250	2%



JBJ's Nashville Investment Highlights

Thriving Economic Sector

Nashville's economy rests on three strong pillars: state government, higher education, and healthcare. The presence of esteemed institutions such as Vanderbilt University, Belmont University, and Tennessee State University fuels a highly educated and skilled workforce. Additionally, the healthcare sector, coupled with the state government's stability, ensures a resilient economy that continues to attract investment and talent.

Twenty-Year Triple Net (NNN) Sale Leaseback

The lease is structured as a triple-net (NNN) lease. Meaning the tenant is responsible for covering all expenses - offering the landlord with a truly passive and predictable income stream.

Brand New Development

Following two years of entitlements and site work, JBJ's Nashville—featuring prominent frontage on both Broadway and Fourth Avenue—marks the first ground-up development on Broadway since 2018

Celebrity-Backed Brand

Jon Bon Jovi is a partner in the Lower Broadway bar alongside a Nashville real estate firm. Bon Jovi has teamed up with Big Plan Holdings, which purchased the empty lot at 405 Broadway in November 2020, for the venue (the lot, at the intersection of Broadway and Fourth Avenue, sits between Nudie's and what was formerly Merchants and is abutted by Losers).

Outstanding Real Estate

This property benefits from exceptional real estate fundamentals, ideally located on Broadway which experiences roughly 15 million visitors each year. The property is within minutes of Nashville's largest event venues and attractions; Including the Nashville Convention Center, Bridgestone Arena, Home to NHL's Nashville Predators, the 1.2 million square foot Music City Center, Nissan Stadium, Ryman Auditorium and Country Music Hall of Fame.



JBJ's Nashville

Investment Highlights

Nashville's Broadway: A Premier Tourism and Economic Hub

Nashville's iconic Lower Broadway continues to be a significant driver of the city's tourism and economy. In 2023, the area attracted a record-breaking 16.8 million visitors, marking a 4% increase from the previous year. These visitors contributed to an impressive \$10.56 billion in consumer spending, underscoring Broadway's role as a central entertainment and hospitality destination. The consistent growth in both foot traffic and spending highlights Broadway's appeal and its importance to Nashville's vibrant tourism industry.

Robust Urban Demographics

The area boasts 116,987 individuals residing within a three-mile radius of the subject property and 242,365 individuals residing within a five-mile radius of the subject property.

Prime Location in Nashville's Entertainment District

Located in the heart of Nashville's vibrant Broadway district, this property enjoys unparalleled visibility and foot traffic, making it an ideal destination for tourists and locals alike. Its proximity to world-famous bars, restaurants, and music venues guarantees continuous exposure and a constant flow of potential customers.

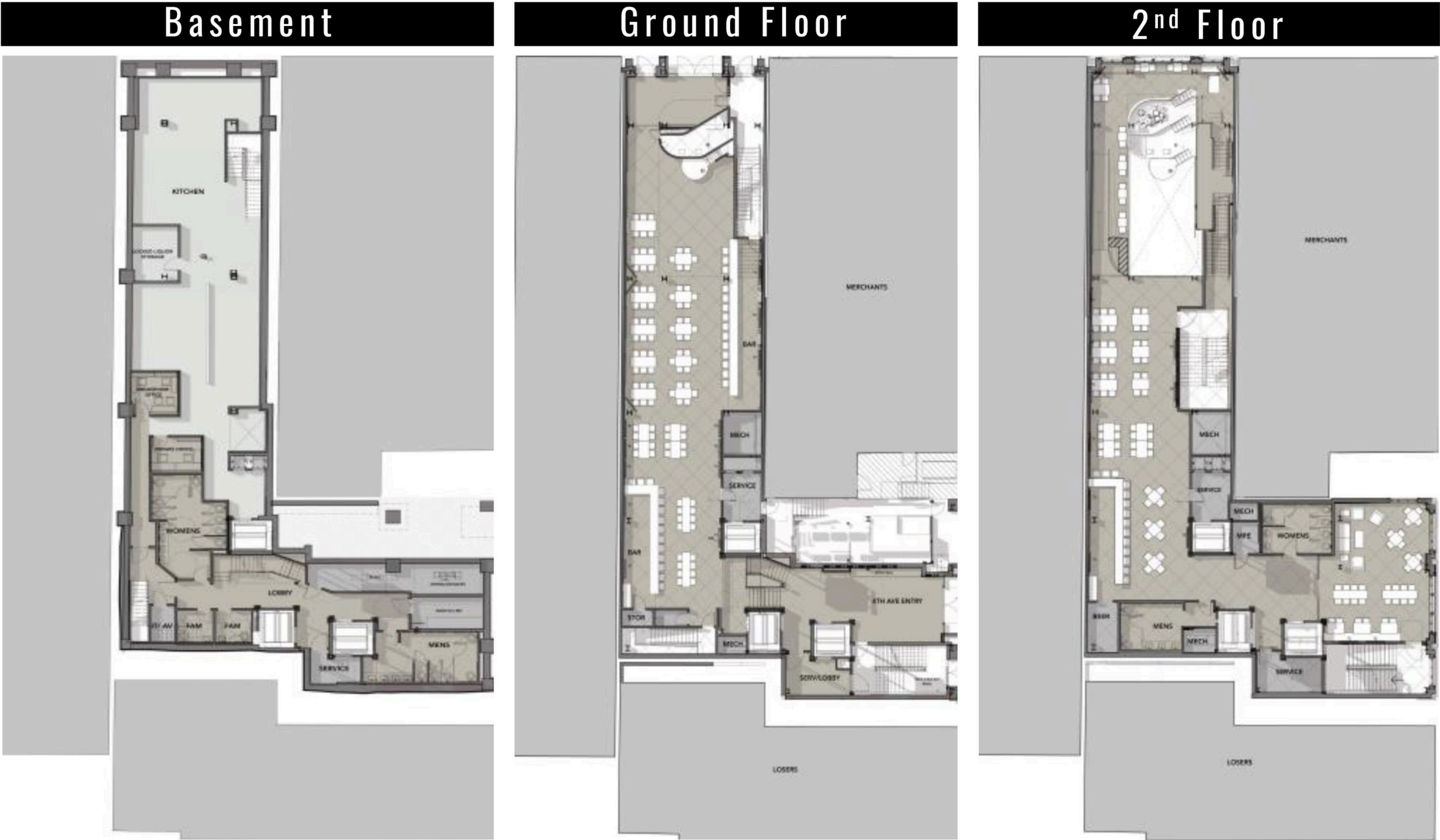
Massive Population Growth

Between 2020 and 2024, the area within a one-mile radius of this property has seen a remarkable annual population growth of 14.1%, highlighting the rapidly expanding demand and increasing potential for business opportunities in this thriving city.

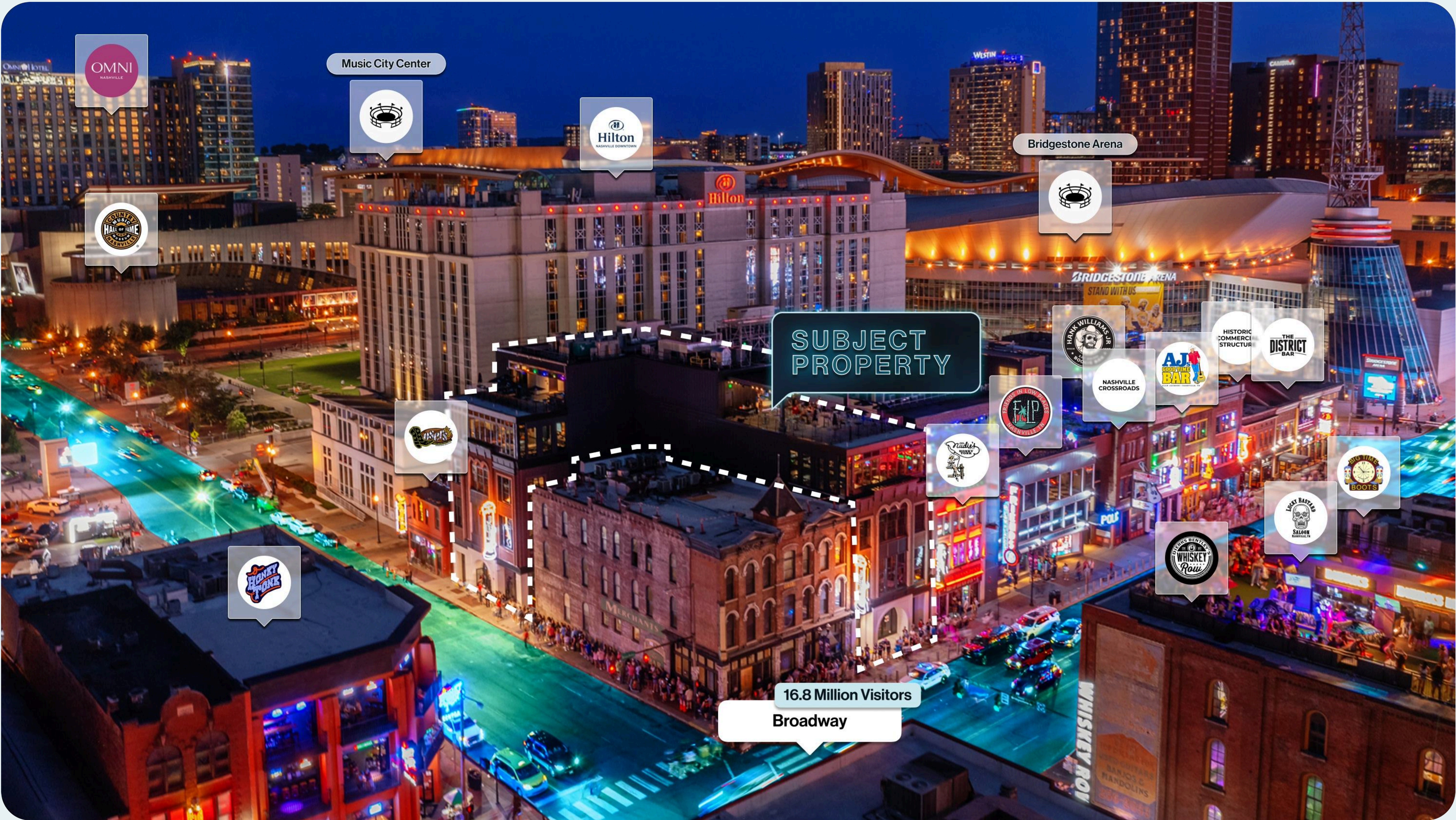
Affluent Area

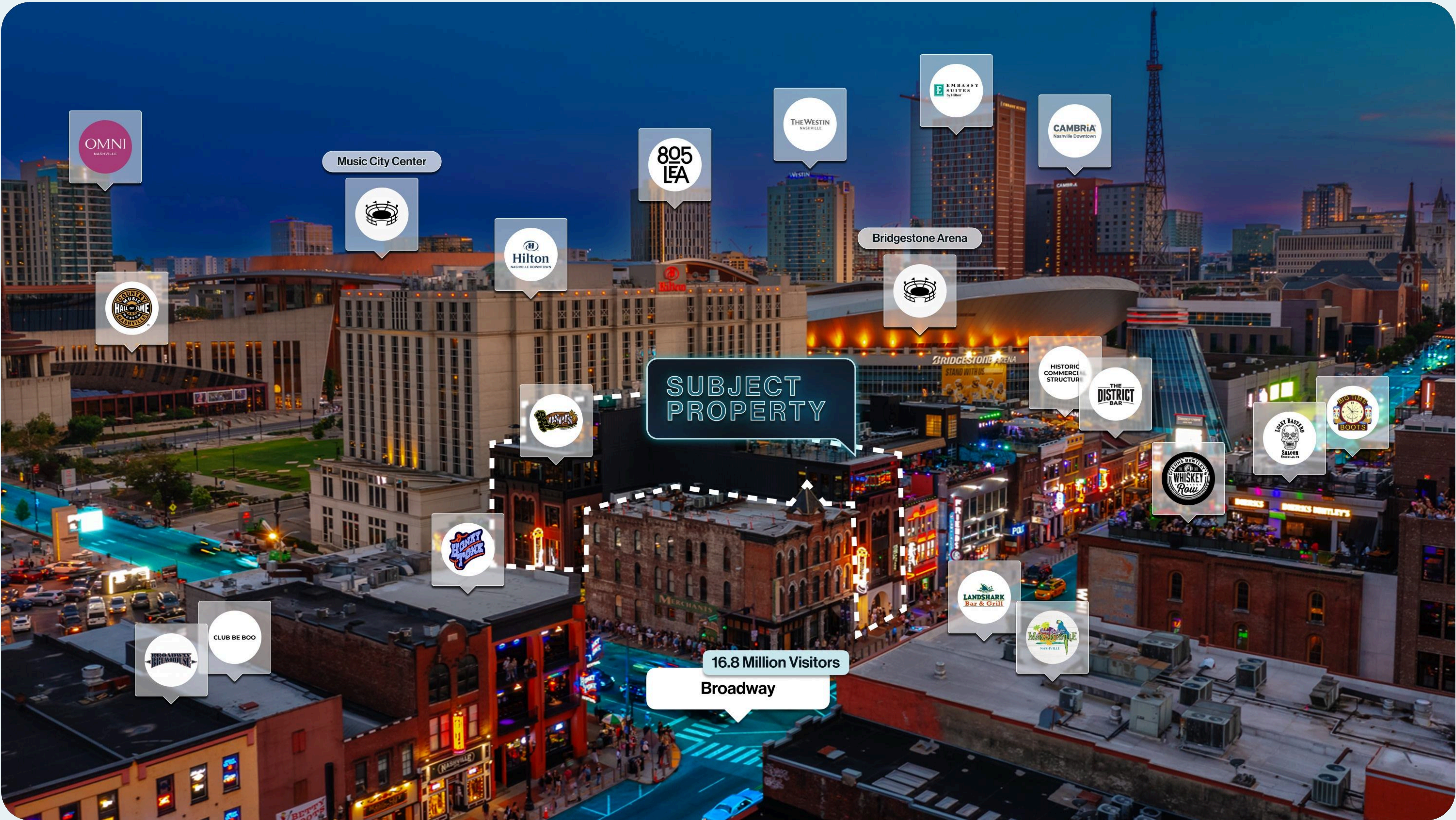
Within a 1-mile radius, the average household income exceeds \$102,000, with 3- and 5-mile averages at exceeds \$94,033, and \$95,990, respectively.





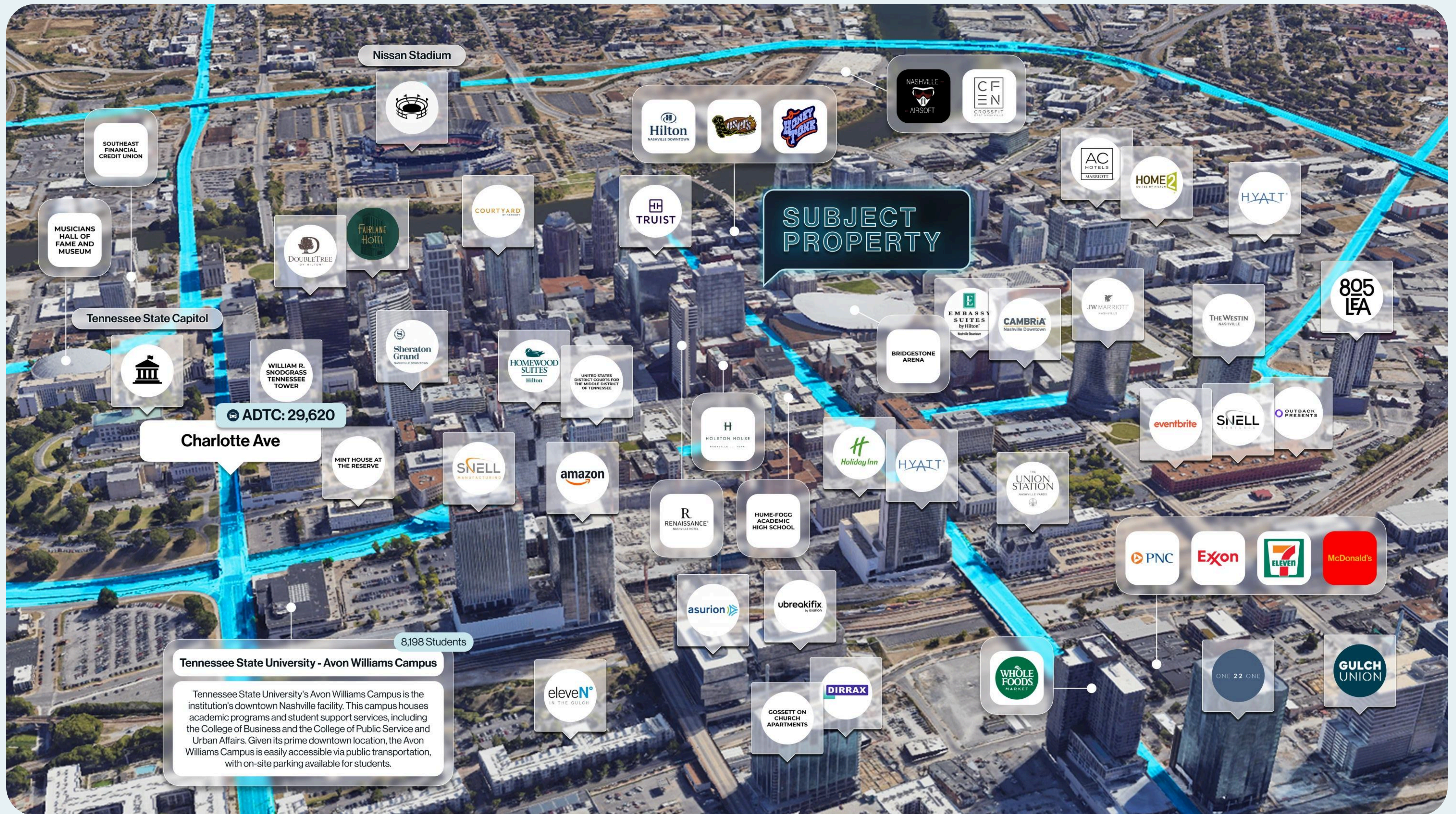












JBJ's Nashville Concept Overview

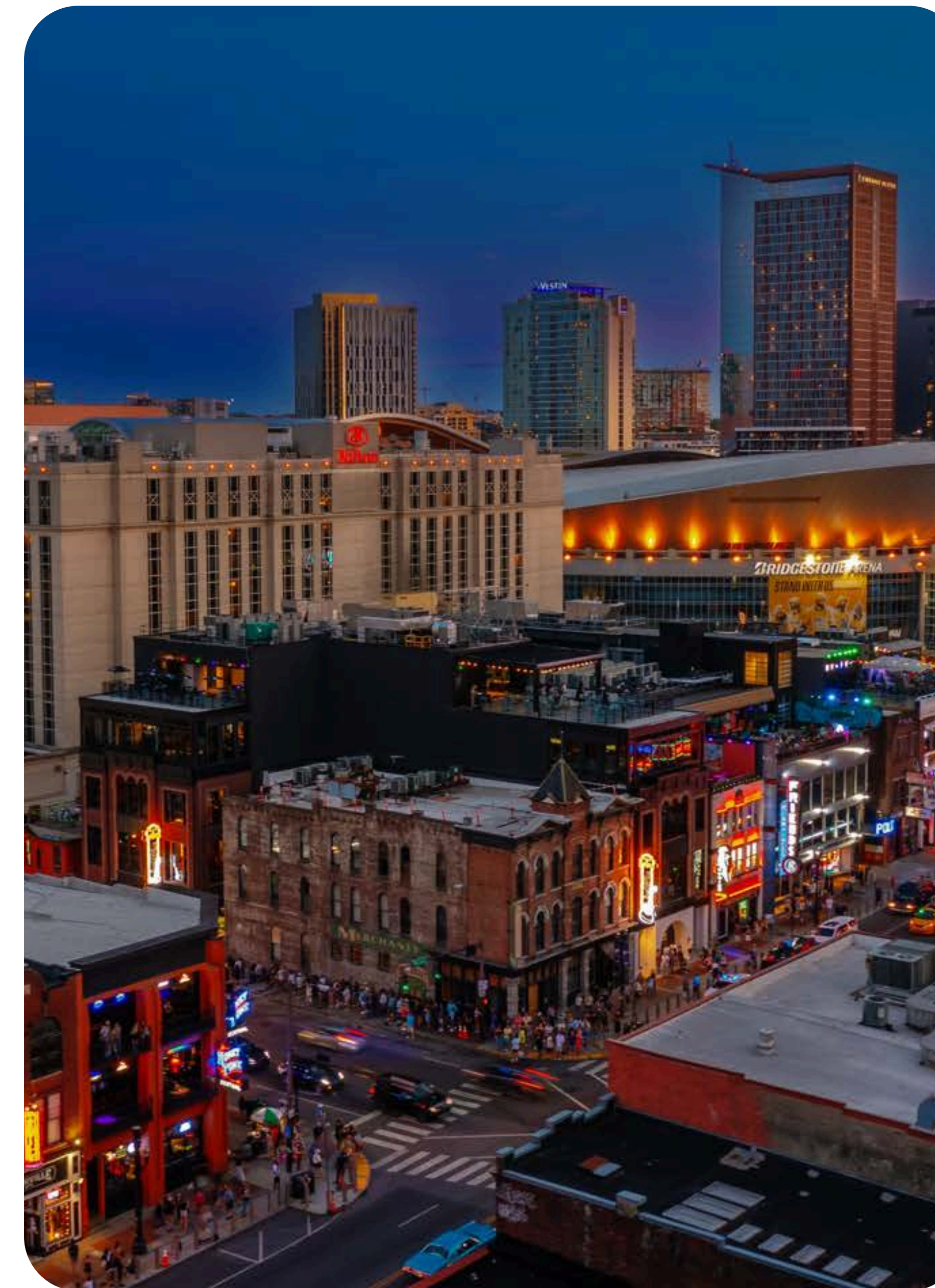
Positioned at 405 Broadway, one of the most sought-after addresses in Downtown Nashville, JBJ's Nashville represents a rare and powerful investment opportunity in the heart of Music City's most iconic entertainment corridor. Spanning five stories and anchored by an affiliation with rock legend Jon Bon Jovi, this flagship concept blends hospitality, live entertainment, and cutting-edge technology into a turnkey destination that attracts both locals and tourists year-round.

As a fully operational restaurant, bar, and music venue, JBJ's is designed with maximum flexibility and experiential appeal. Each level offers a unique environment—from elevated dining to live music lounges and rooftop views—allowing for multiple revenue streams under one roof. The venue's modern buildout and premium finishes are complemented by a seamless integration of live performance infrastructure, giving it a competitive edge in a market known for its music-driven foot traffic and nightlife.



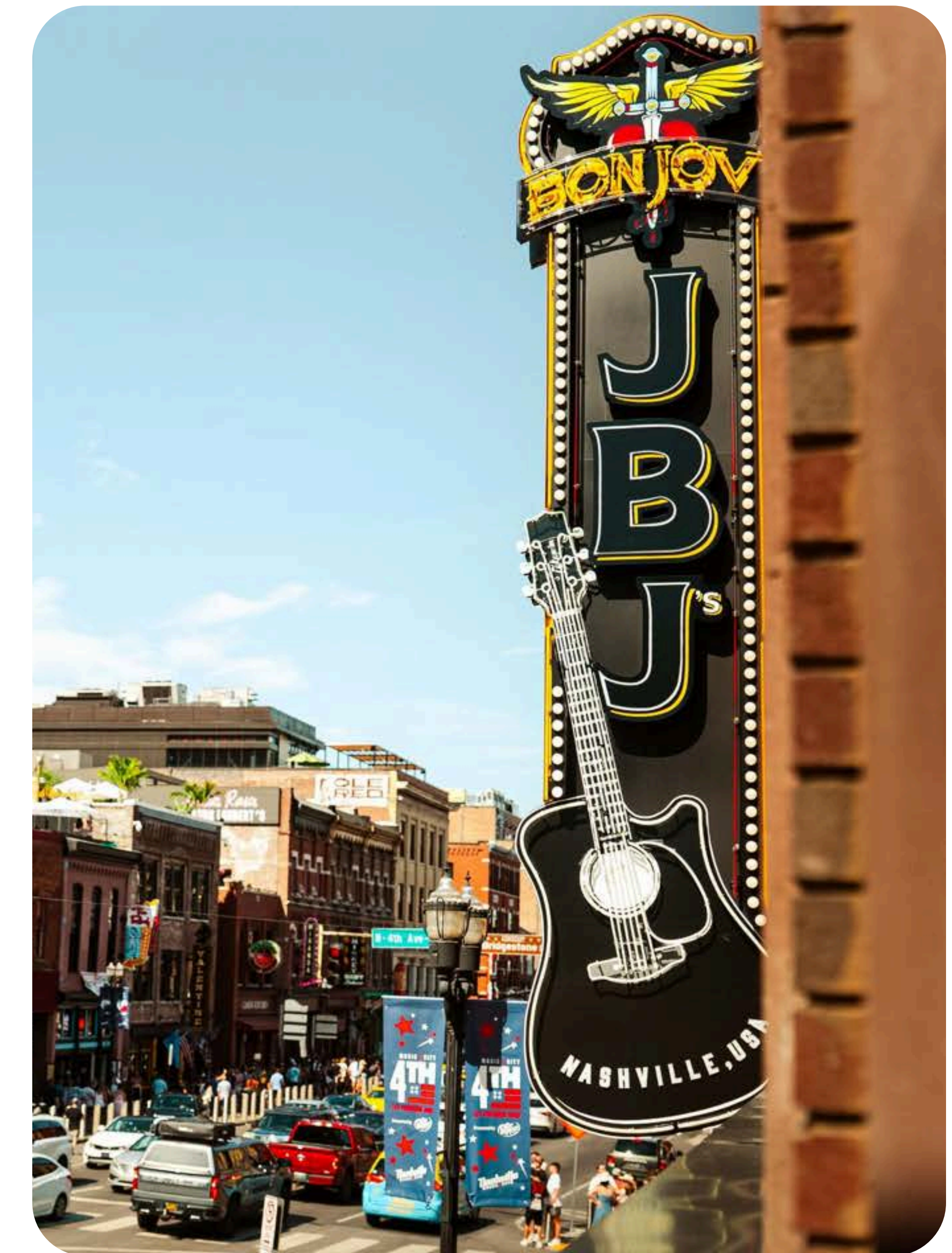
Bon Jovi and BPH Hospitality

Backed by Bon Jovi and BPH Hospitality, JBJ's offers instant name recognition and a built-in narrative that resonates far beyond Nashville. This isn't just a restaurant—it's a branded experience tied to a global icon. The inclusion of proprietary features like the permanent Proto hologram unit—capable of projecting lifelike performances, including Jon Bon Jovi himself—cements JBJ's as a forward-thinking venue at the intersection of entertainment and innovation.



Strategically Located

Strategically located on Lower Broadway, which sees millions of visitors annually, the property benefits from exceptional visibility and foot traffic, making it a high-performing location with long-term upside. With robust tourism numbers, consistent local engagement, and a growing demand for unique entertainment concepts, JBJ's is positioned for enduring success in a competitive market.



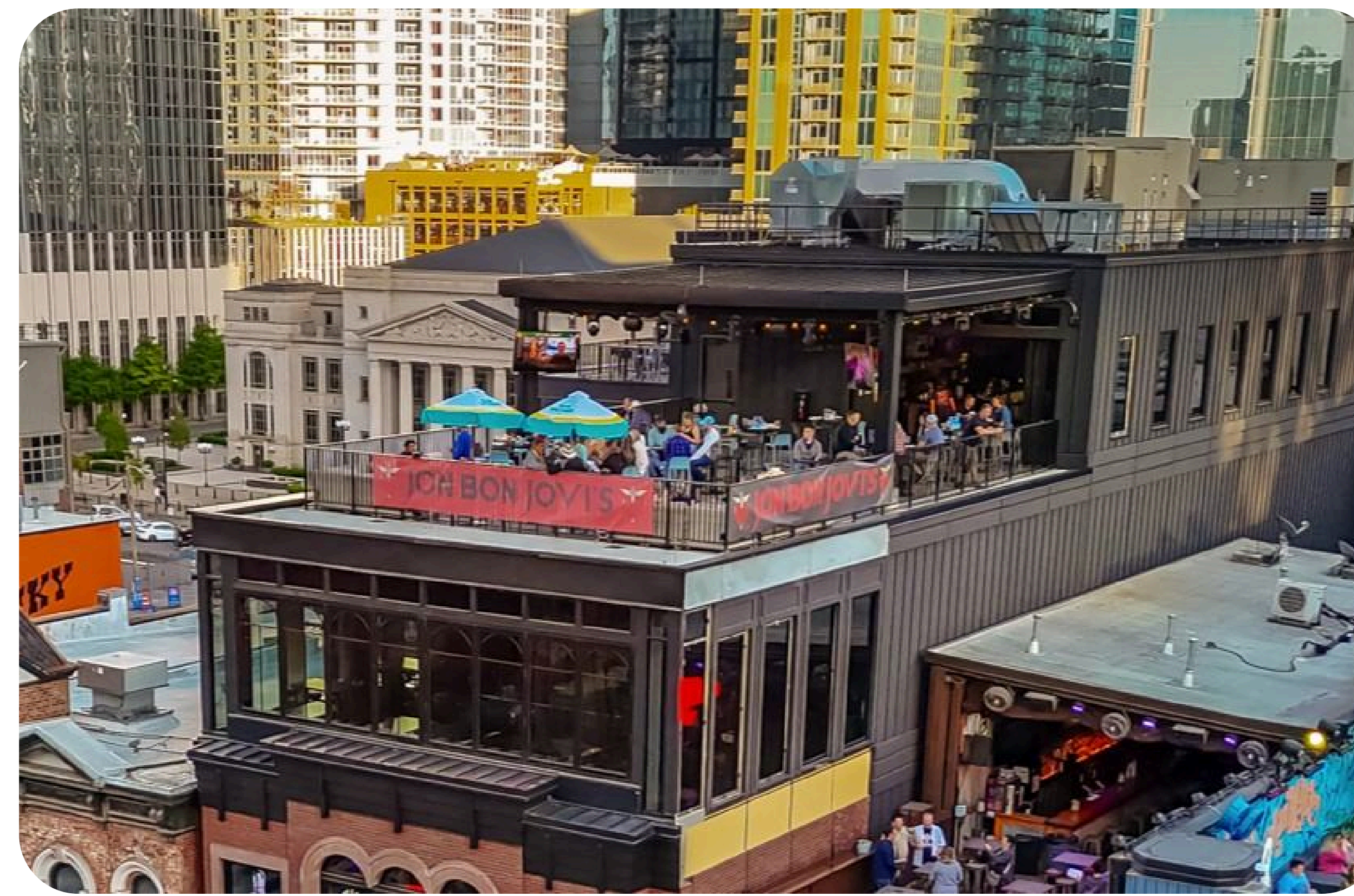
JBJS Nashville

Whether as a long-term hold or an addition to a branded portfolio, this asset combines real estate, celebrity cachet, and experiential hospitality in a way few properties can match. JBJ's Nashville is not just a venue—it's a statement piece and a one-of-a-kind investment in the future of immersive, branded entertainment real estate.

JBJ's Nashville Concept Overview

From the street-level façade that commands attention on Broadway to the thoughtfully designed interiors, every corner of the venue has been crafted with purpose and aesthetic appeal. High ceilings, custom finishes, and music-inspired accents combine to create a vibrant atmosphere that's both welcoming and unforgettable.

Each photo captures the essence of the brand in action—guests dining, artists performing, and crowds engaging with the space. Whether it's a rooftop shot highlighting panoramic views of downtown or a glimpse of the immersive hologram technology in use, these images reflect the operational strength and experiential nature of the asset.

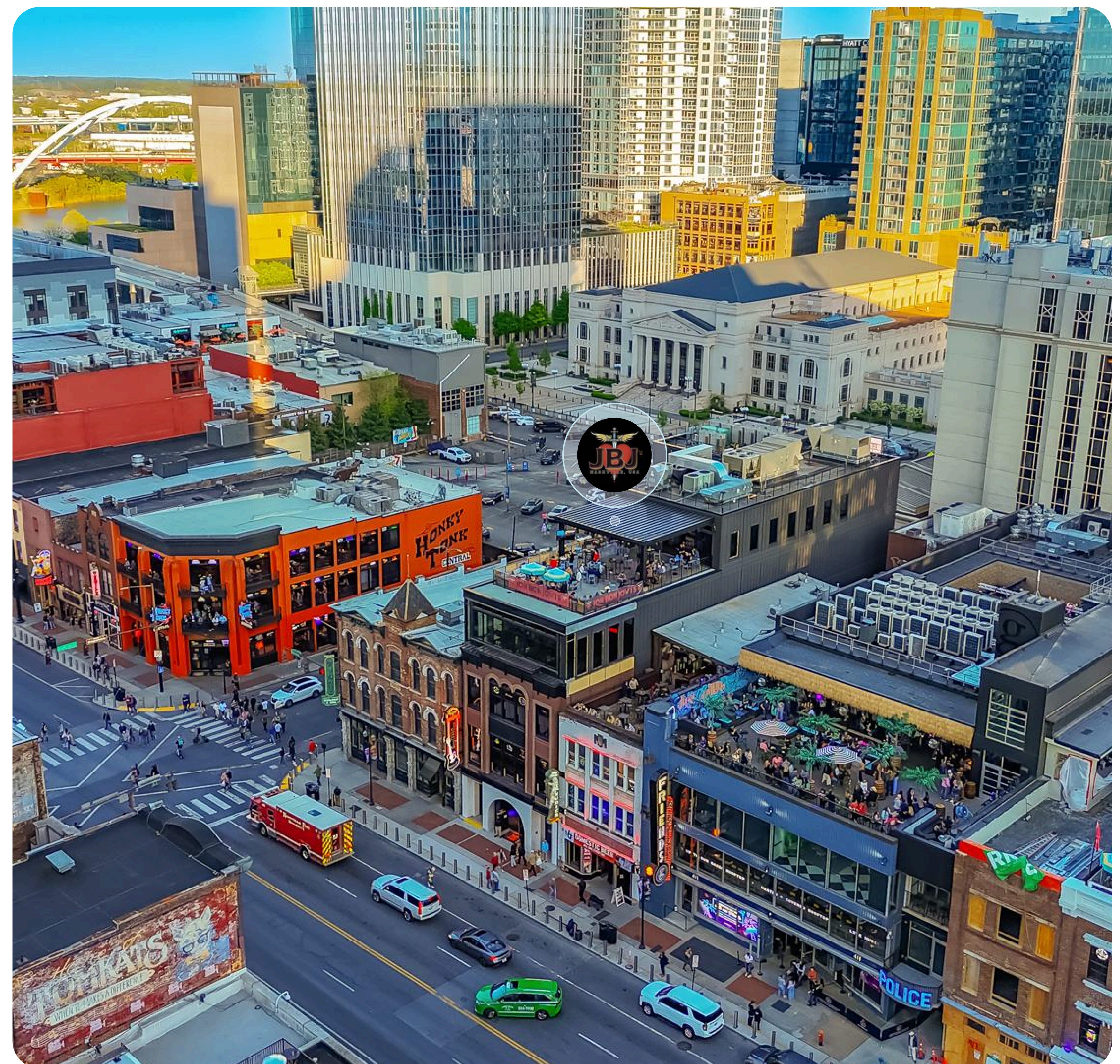


JBJ's Nashville Location Overview

The subject property is situated on Broadway in downtown Nashville. Broadway and 4th Avenue intersect at a corner that boasts an average daily traffic count of 14,077. There are 116,987 individuals residing within a three-mile radius of the property and 242,365 within a five-mile radius.

Located in the heart of Nashville, the subject property is within a dynamic and rapidly growing area that is quickly becoming one of the city's top business districts. Known for its thriving economy, this region is home to a diverse range of industries, including music, healthcare, technology, and hospitality, making it a prime destination for businesses seeking a high-profile location. Nashville has experienced remarkable economic growth, transforming the city into a major hub for businesses and talent alike. This area is home to numerous leading companies in healthcare, technology, entertainment, and finance, with major tenants such as Live Nation, Apple, Music, Oracle, HCA Healthcare, Ascension, and a growing number of tech startups and creative agencies. Nashville's diverse economic landscape continues to attract both large corporations and innovative entrepreneurs. The city's appeal is bolstered by its low cost of living, business-friendly environment, and a highly educated workforce, driven by institutions such as Vanderbilt University and Belmont University.

With millions of square feet of office space in development and a variety of commercial, residential, and retail options, Nashville's downtown district offers an unmatched blend of convenience, modern amenities, and a vibrant community. The area features a range of amenities for businesses, including state-of-the-art office spaces, co-working facilities, restaurants, hotels, and entertainment venues. Its strategic location also provides easy access to Nashville International Airport, major highways, and key attractions like Bridgestone Arena, Nissan Stadium, and the Music City Center. Nashville's rapid economic expansion and its growing reputation as a hub for talent and innovation make this area an extremely competitive market for businesses looking to expand and thrive.

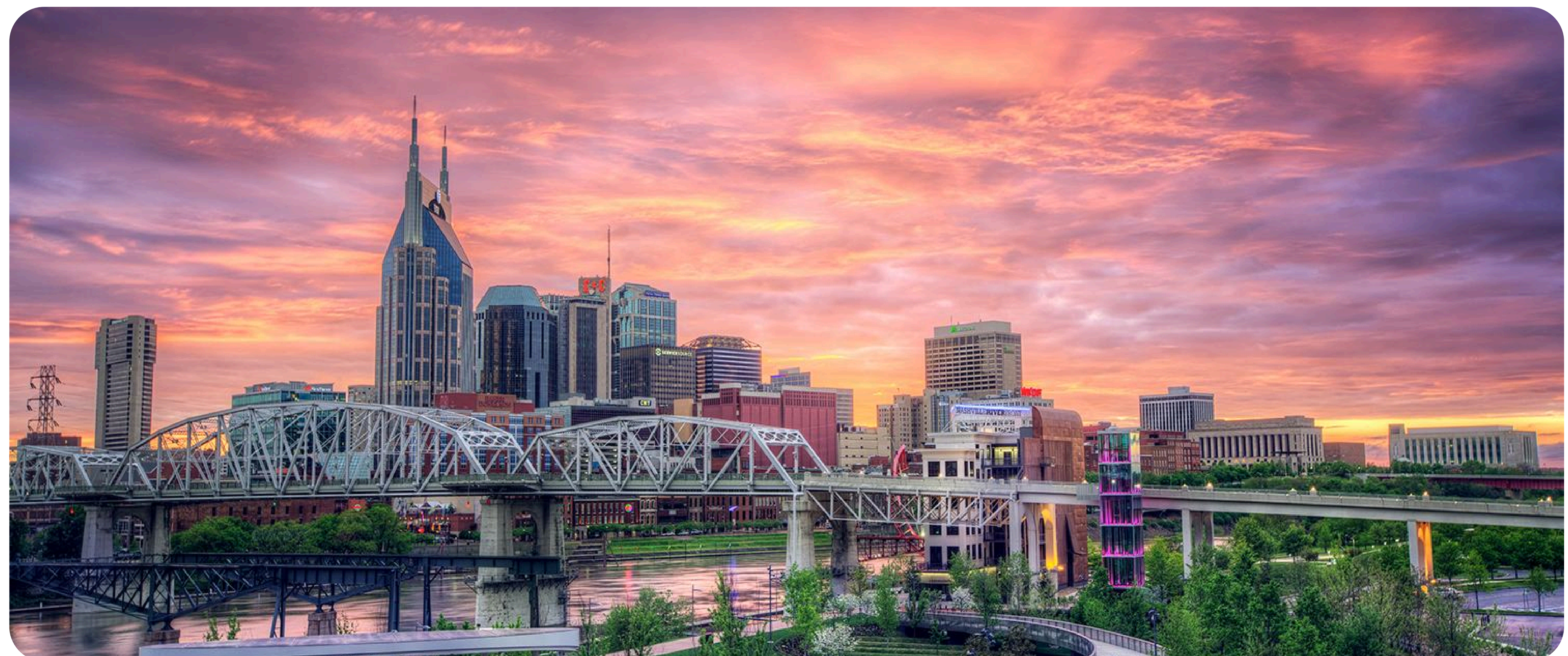


JBJ's Nashville Market Overview

Nashville stands as a cultural epicenter, earning its moniker "Music City, USA" for its indelible mark on the music industry and its dynamic blend of historical charm and contemporary vitality. Established in 1779, Nashville's history unfolds like a harmonious melody, with key moments during the Civil War and its subsequent evolution into a bustling city with a population of approximately 700,000 residents. The city's roots in American history remain evident in its architecture, including the historic Ryman Auditorium and the Belle Meade Plantation, providing a tangible connection to its storied past.

Nashville's economy harmonizes various sectors, showcasing strengths in healthcare, music and entertainment, education, and technology. The healthcare industry, anchored by renowned institutions like the Vanderbilt University Medical Center, not only plays a pivotal role in the city's economic stability but also contributes to its status as a major healthcare center. Music, a cornerstone of Nashville's identity, extends beyond the honky-tonk bars on Broadway to globally recognized venues like the Grand Ole Opry and the Country Music Hall of Fame. The city has successfully diversified its economic landscape, with education and technology playing increasingly prominent roles. Vanderbilt University's influence extends beyond academia, fostering innovation and contributing to Nashville's intellectual capital.

Culturally, Nashville is a dynamic hub where the rhythm of live performances, festivals, and events reverberates throughout the city. Beyond its country music roots, Nashville's culinary scene has garnered acclaim, embracing diverse flavors and culinary experiences. The city's vibrant arts and entertainment offerings contribute to its cultural richness, creating an atmosphere that seamlessly blends tradition with innovation.



JBJ's Nashville
Music City Magic

#5

BEST CITY FOR
STARTING A CAREER

#3

BEST CITY FOR YOUNG ADULTS
& PROFESSIONALS

#1

HOTTEST JOB MARKET

65%

OF COLLEGE GRADS REMAIN IN
NASHVILLE AFTER GRADUATION

3

MAJOR INTERSTATES
CONVERGE IN NASHVILLE

12M

PEOPLE LIVE WITHIN
A 3-HOUR DRIVE

2-DAY

TRUCKING DISTANCE

75%

OF THE U.S. MARKET IS
WITHIN A 2-HOUR FLIGHT



Source: Nashville Chamber of Commerce, 2024

JBJ's Nashville Broadway's Big Boom

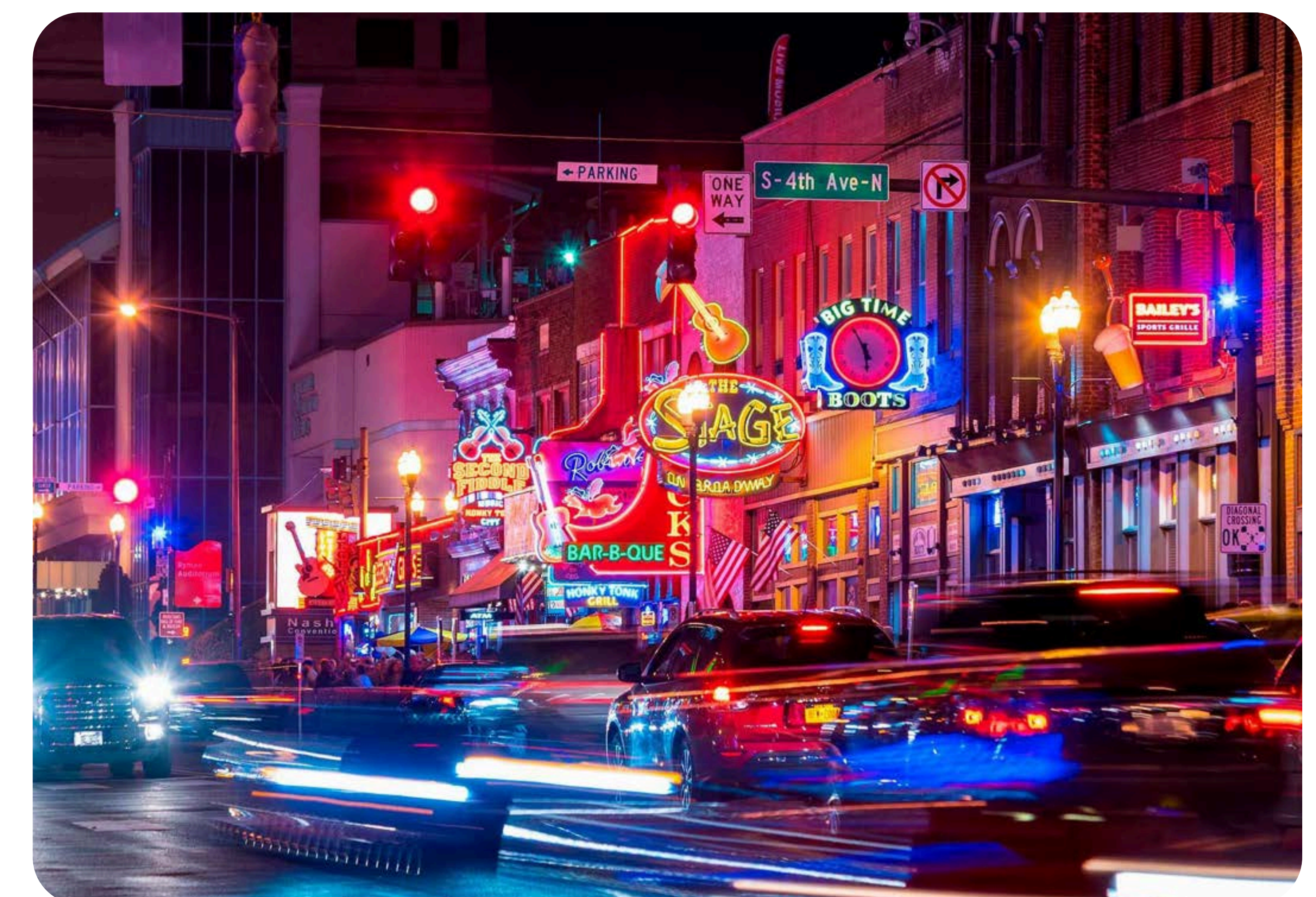
Nashville's Lower Broadway has undergone a dramatic transformation over the past few decades, evolving from a largely neglected corridor into one of the nation's most vibrant entertainment destinations. At the heart of this revitalization is a wave of private investment that began in the early 1990s, when Steve Smith, a local entrepreneur, purchased the historic Tootsie's Orchid Lounge. Recognizing the area's untapped cultural value, Smith spearheaded a movement to preserve and commercialize Nashville's honky-tonk heritage, laying the foundation for what is now a booming hospitality and tourism district.

In recent years, this momentum has accelerated significantly. Between 2018 and 2023, more than 18 new entertainment venues have opened along Lower Broadway, many of which are backed by national entertainment companies and celebrity partnerships. These high-profile investments have brought modern infrastructure, polished marketing strategies, and large-scale developments that appeal to millions of annual visitors. The result is a more sophisticated and commercially dynamic Broadway, now home to multi-level bars, rooftop venues, and immersive entertainment experiences that cater to a growing national and international audience.

Nashville's tourism numbers reflect the success of this transformation. In 2023 alone, the city welcomed a record-setting 16.8 million visitors, generating \$10.77 billion in direct tourism spending. Lower Broadway has become a core economic engine for the city, serving as both a cultural touchstone and a high-performing commercial corridor. The area's retail, food and beverage, and hospitality sectors continue to benefit from this sustained foot traffic, fueling interest among investors and developers seeking exposure to one of the country's fastest-growing entertainment markets.

Despite its commercial success, the rapid expansion of Lower Broadway has sparked some debate. Longtime business owners and local stakeholders have expressed concern about preserving the authentic spirit of "old Nashville" amid the influx of corporate interests. The challenge moving forward lies in balancing large-scale investment with the preservation of the district's cultural identity—a dynamic that continues to shape the planning and development of future projects.

In sum, Lower Broadway stands as a compelling example of urban revitalization driven by cultural capital and strategic private investment. Its trajectory illustrates the power of historic preservation paired with modern commercial vision, making it an important case study in the redevelopment of entertainment-driven urban districts.



JBJ's Nashville
Thriving Economy & Growing City



Source: Nashville Chamber of Commerce, 2024



JBJ's Nashville Market Overview

16.8 Million Visitors:

Nashville's tourism and economic sectors have demonstrated remarkable growth in recent years, underscoring the city's status as a premier destination and a thriving economic hub. In 2023, the city welcomed a record 16.8 million visitors, marking a 4% increase from the previous year. These visitors contributed an unprecedented \$10.56 billion in direct spending, averaging approximately \$29 million per day. This surge in tourism has significantly bolstered local businesses and solidified Nashville's reputation as a top global destination.

3.2% Annual Job Growth:

The economic momentum extended into 2024, with the city experiencing substantial job growth. According to Oxford Economics, Nashville's annual job growth rate reached 3.2% in 2023, surpassing the national average of 2.3%. The trade, transportation, and utilities sectors saw employment increases of 0.47%, while the manufacturing sector experienced a notable growth of 2.2% during this period. This robust job market reflects the city's diverse and expanding economic landscape.

\$10.84 Billion in Visitor Spending:

Looking ahead, forecasts indicate continued prosperity for Nashville's tourism industry. Visitor spending is projected to reach \$12.07 billion by 2027. In 2024, the city welcomed 17.1 million visitors who contributed a record \$10.84 billion in spending—a clear reflection of Nashville's growing appeal and economic vitality. That momentum is expected to continue, with 17.5 million visitors forecasted for 2025, reinforcing Nashville's position as a top-tier destination and dynamic growth market.

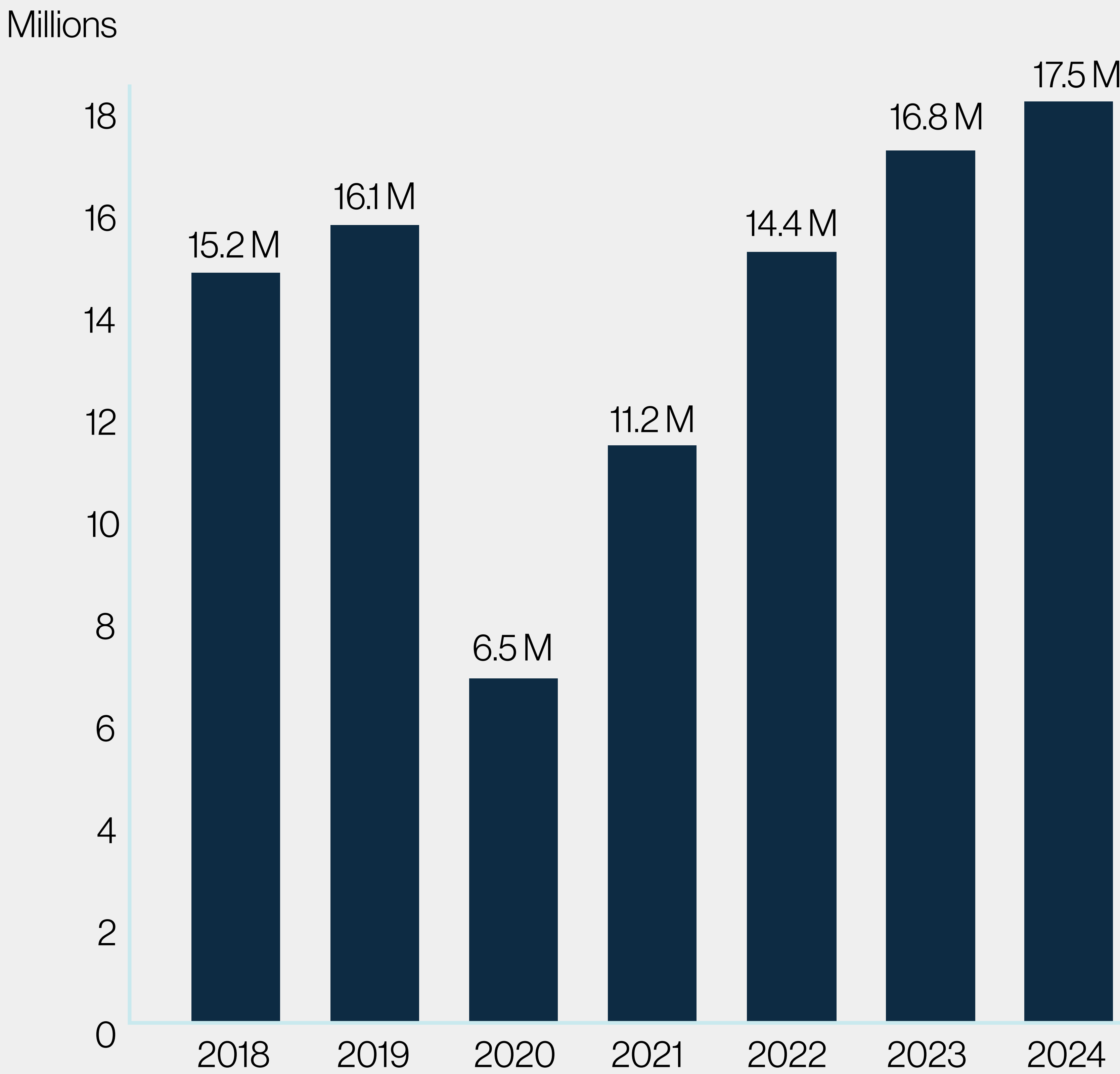
\$77.3 Million in Direct Visitor Spending:

The city's vibrant event scene continues to play a pivotal role in driving tourism and economic activity. For instance, the CMA Fest in June 2024 attracted approximately 90,000 fans daily from all 50 states and 46 countries, generating \$77.3 million in direct visitor spending—a 3.5% increase from the previous year. Such events not only enhance Nashville's cultural landscape but also contribute significantly to its economic vitality. In summary, Nashville's consistent growth in tourism and employment underscores its dynamic economy and cultural richness.

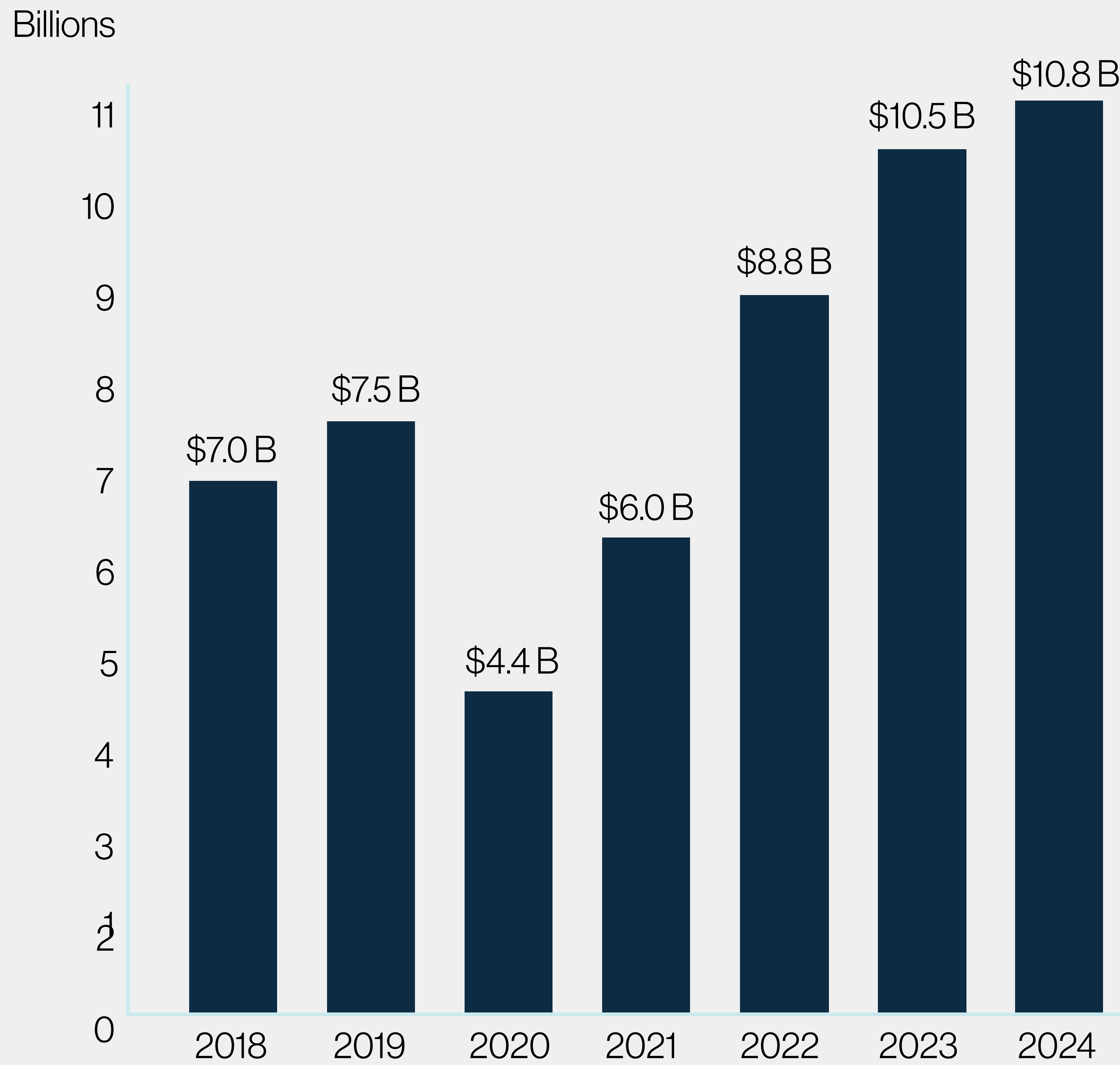


JBJ's Nashville
Market Overview

Annual Visitors



Visitor Spending



JBJ's Nashville Market Overview

0.8 MILES FROM SUBJECT PROPERTY



Nashville Yards

Nashville Yards is the biggest development in the history of Nashville. The \$1 billion development features more than \$3.5 million square feet of Class-A office and creative space, more than 1,000 residential units, more than 400,000 square feet of retail and entertainment, and more than 1,100 hotel rooms. The tax revenue to the city is estimated to exceed \$20 million annually, totaling more than half a billion dollars over the next 30 years. As far as construction-related jobs, the project will employ 3,000 full-time workers. Then, after it's opened, Nashville Yards will support nearly 15,000 permanent jobs, with an estimated economic impact of \$2 billion a year.

0.8 MILES FROM SUBJECT PROPERTY



Amazon Headquarters

Amazon has significantly expanded its presence in Nashville with the development of its Operations Center of Excellence at Nashville Yards. The first tower, Amazon Tower One, is a 20-story, 566,000-square-foot Class A office building located at 1010 Church Street. This tower was completed in 2021 and includes an adjacent 600,000-square-foot parking garage. The second tower, Amazon Tower Two, stands at 28 stories and reaches a height of 421 feet, making it one of the tallest buildings in Nashville. This tower was completed in 2023.

0.2 MILES FROM SUBJECT PROPERTY



Fifth + Broadway

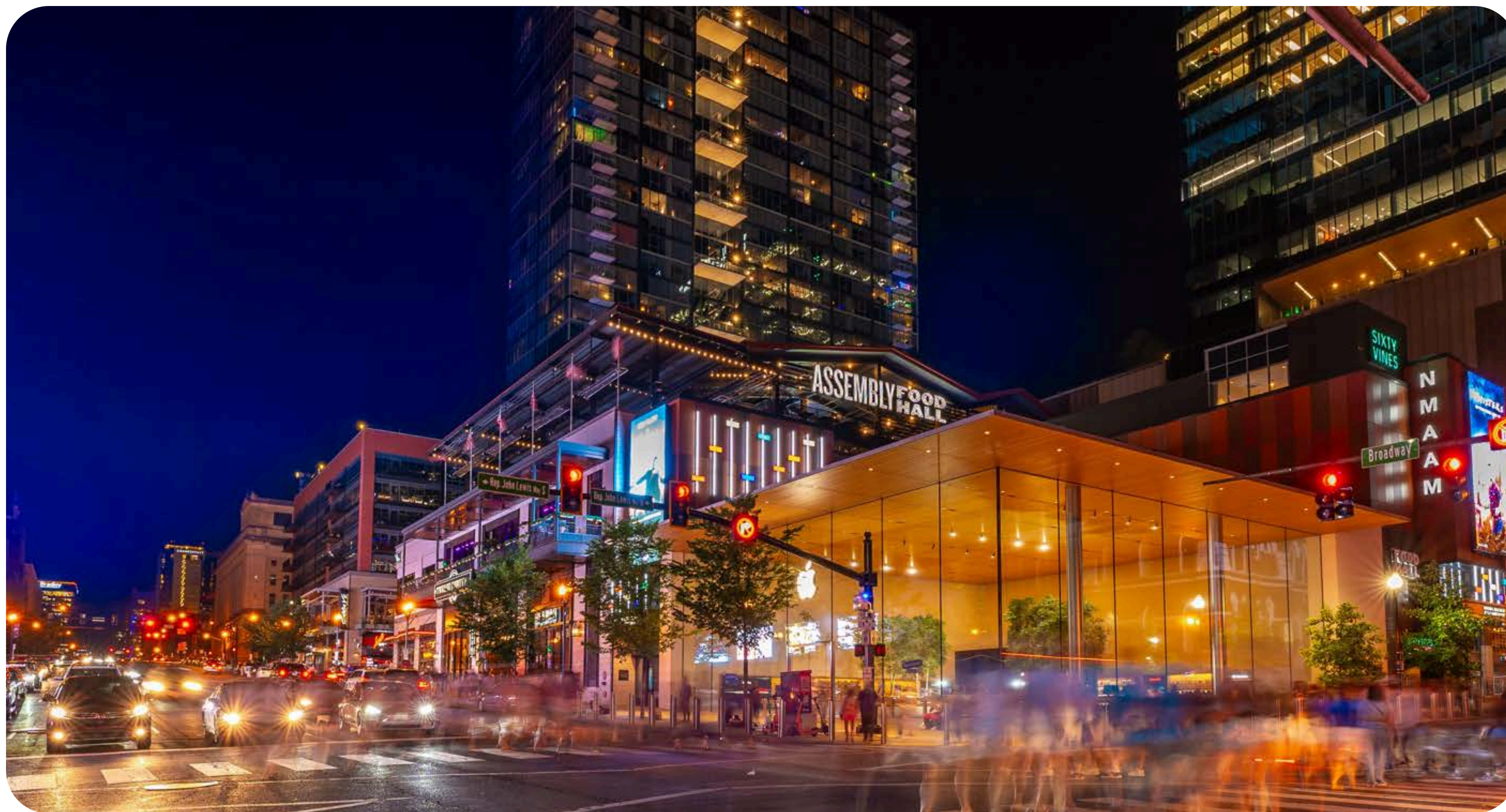
Fifth + Broadway is a transformative mixed-use development in downtown Nashville, Tennessee, occupying the 6.2-acre site of the former Nashville Convention Center. This ambitious project has redefined the city's urban landscape by seamlessly integrating residential, office, retail, dining, and cultural spaces. Strategically located across from landmarks such as the Ryman Auditorium and Bridgestone Arena, Fifth + Broadway serves as a central hub for both locals and visitors. Its pedestrian-friendly design and diverse offerings contribute to a vibrant urban experience, making it a premier destination in Nashville.

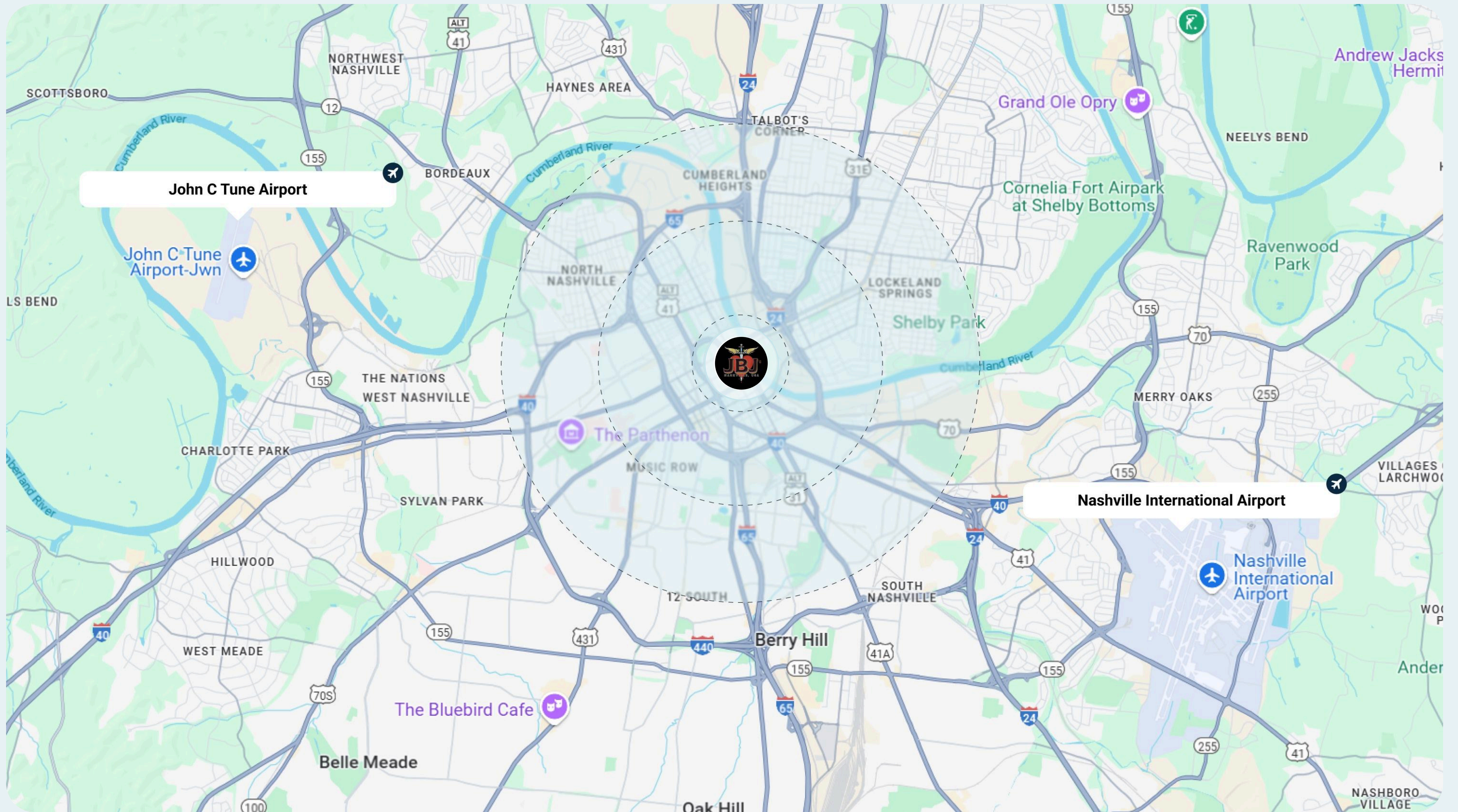
0.2 MILES FROM SUBJECT PROPERTY



Four Seasons

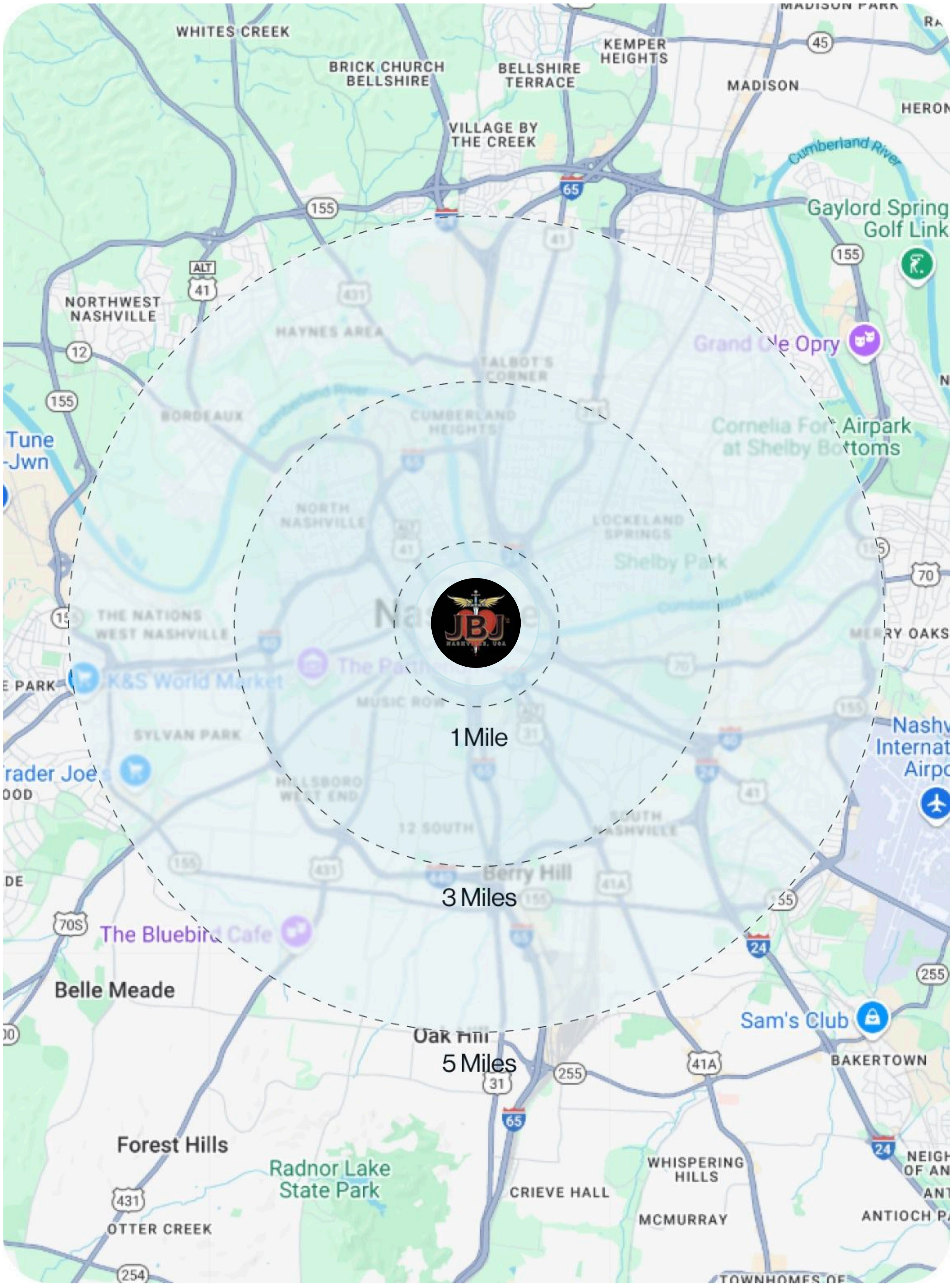
The Four Seasons Hotel and Private Residences Nashville is a distinguished 40-story mixed-use development located at 151 First Avenue South in the vibrant SoBro district of downtown Nashville. Completed in November 2022, this landmark tower stands at 542 feet, making it one of the tallest buildings in the city. Strategically situated just one block from the renowned Broadway entertainment district, the Four Seasons Hotel and Private Residences Nashville places guests and residents within walking distance of the city's premier live music venues, dining establishments, and cultural attractions.





JBJ's Nashville
Demographics

	3 Miles	5 Miles	10 Miles
Population Trends			
2020 Population	116,987	242,365	559,459
2024 Population	143,133	266,467	561,905
Growth '20 - '24	5.60%	2.50%	0.10%
Growth '24 - '29	0.60%	0.30%	0%
Household Trends			
2020 Households	53,334	107,836	237,959
2024 Households	67,494	120,346	240,149
Growth '20 - '24	9.10%	5.80%	3.50%
Growth '24 - '29	0.70%	0.30%	0%
Households By Household Income (2023)			
< \$25,000	14,744	23,782	41,221
\$25,000 - \$50,000	12,578	24,232	50,273
\$50,000 - \$75,000	12,857	21,065	44,643
\$75,000 - \$100,000	6,297	12,044	28,208
\$100,000 - \$125,000	4,589	9,342	20,262
\$125,000 - \$150,000	3,564	6,437	12,969
\$150,000 - \$175,000	4,710	8,856	16,602
\$200,000 +	8,154	14,589	25,970
Household Income			
Avg HH Income	94,033	95,990	94,303
Median HH Income	62,423	64,039	65,724



NNN Properties, LLC Get in Touch

The Pros

Glen Kunofsky

NY RE Lic 49KU129178

Christopher Urban

curban@nnnpro.com

207.272.2425

NY RE Lic 10401294011

Capital Markets

Chris Marks

cmarks@nnnpro.com

516.448.3293

In State Broker

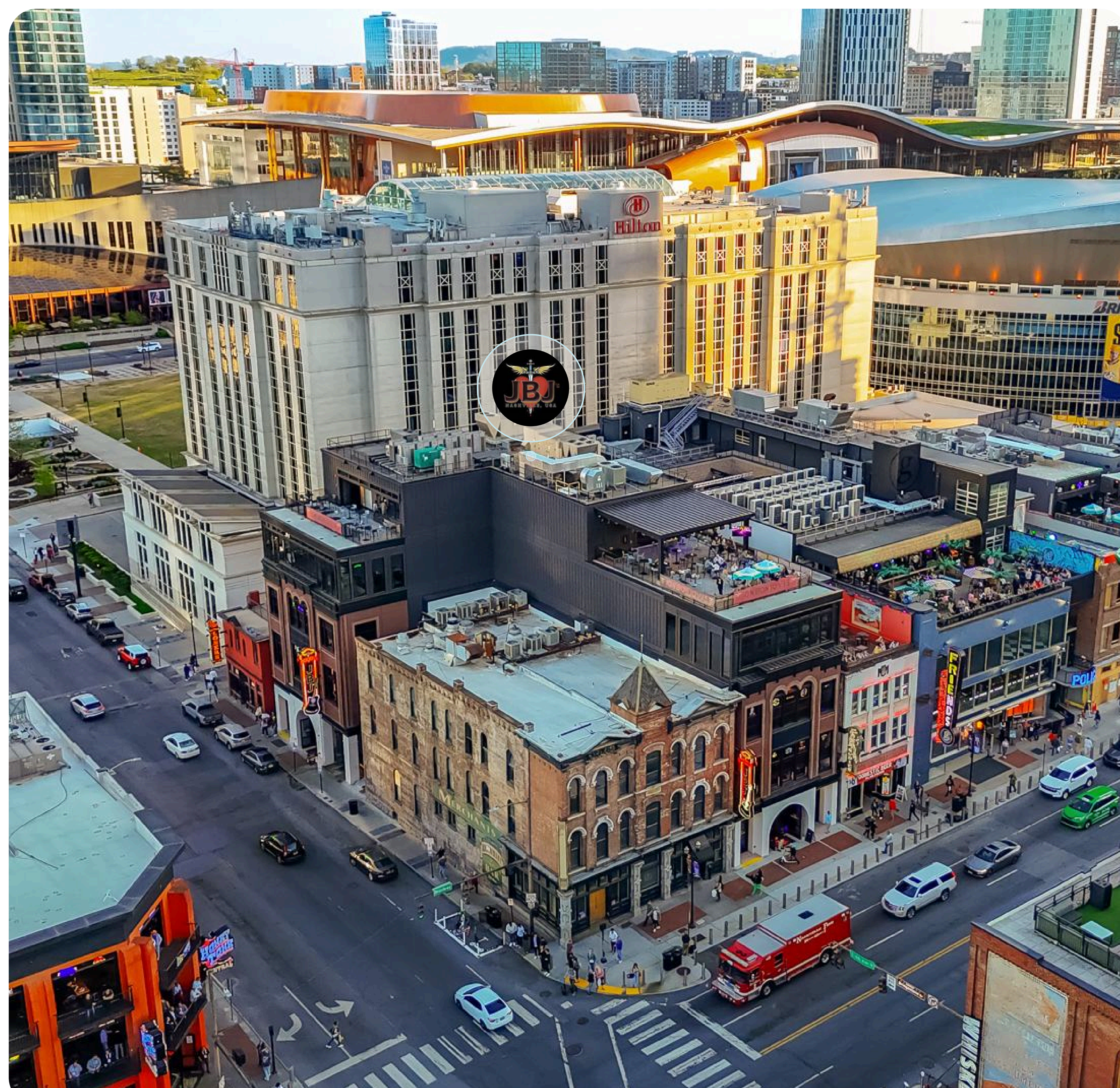
Brian Brockman

nnn@bangrealty.com

(513) 898-1551

Bang Realty-Tennessee, Inc

343847



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(212) 715-1031
info@nnnpro.com

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