



DiMarco Group to develop 145,000 s/f Bass Pro Shops at Fishers Ridge; To be primary anchor of 96-acre mixed-use development

August 11, 2014 - Upstate New York

Bass Pro Shops, an outdoor retailer specializing in hunting, fishing, camping and other related outdoor gear, has plans for a new Outdoor World store. The Bass Pro Shops retail attraction, 145,000 s/f in size, will be located at the intersection of the New York State Thruway (I-90) and State Rte. 96. The new Bass Pro Shops store will be the primary anchor for Fishers Ridge, a 96-acre mixed-use development. The store has a tentative opening date of 2016.

This will be the company's third store in N.Y., as it currently operates stores in Auburn and Utica. This will be the first large-format store in the Empire State.

"Placing our new store at this highly visible location near the New York State Thruway will allow us to bring Bass Pro Shops' low prices and famous friendly, expert service to better serve the region's sportsmen and women, as well as the many visitors to this area each year," said Johnny Morris, founder of Bass Pro Shops. "This retail attraction will be a tribute to the great sporting tradition and heritage of the region, and a celebration of the sporting men and women of New York."

Centrally located between the Buffalo and Syracuse markets, Victor is part of the Rochester metropolitan statistical area (MSA), which is the third largest metro area in New York. According to the 2010 census, the six-county area has a combined population of more than a million people.

"From the earliest stages of our vision for Fishers Ridge, we knew we were ideally positioned to attract best-in-class destination brands that entertain and excite visitors to the Finger Lakes region," said John DiMarco II, president of the DiMarco Group. "Bass Prop Shops is precisely the type of attraction that will exemplify our vision for Fishers Ridge."

"Bass Pro Shops founder Johnny Morris insists on first class in every aspect of their operations, they support national and local conservation efforts, generously give back to the community, and will be a catalyst for other business to join Fishers Ridge," said DiMarco II.

"Leading off the development of Fishers Ridge with such an outstanding, award-winning retailer as Bass Pro Shops sets the bar very high for what everyone can expect to see here," said William Durdell, president of Baldwin Real Estate Corp. "This flagship store will feel more like a museum/art gallery and serve as a center for conservation education and family fun."

"Representing the DiMarco Group in lease negotiations with Bass Pro Shops was an absolute pleasure. From the top down, everyone in the Bass Pro Shops organization takes great pride in their professionalism and creativity, which will be very apparent in the outstanding experience they will provide at this location," said Durdell.

The Ontario County Industrial Development Agency also applauds this investment in the community. "On behalf of the Ontario County Industrial Development Agency, we look forward to working with the DiMarco Group in developing a public/private partnership that will facilitate the Fishers Ridge

planned development," said Mike Manikowski, OCIDA executive director. "This transformative project will provide Ontario County and our region with a significant high-quality, mixed-use development of signature retail, hospitality, conference, high-technology office and quality housing for our skilled workforce.

"We are excited to learn that Bass Pro Shops is planning a flagship Outdoor World store for Fishers Ridge. This flagship store will create high-quality permanent jobs, significant sales tax revenue and a tourism destination that will strengthen the county and regional economy."

The new Victor Bass Pro Shops Outdoor World will feature the popular Uncle Buck's Fishbowl & Grill. This nautical-themed center is located within the store and features a unique design geared toward family fun and dining. There will be 12 lanes, offering customers the chance to feel like they are bowling under the ocean. Casual family dining will be available in the grill, where customers can dine on a variety of appetizers, sandwiches, salads and burgers.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540