

VINTAGE FAIRE

MODESTO, CA

MARKET PROFILE
2017



PROPERTY TYPE:

Super-regional

TOTAL SQUARE FEET:

1,140,000

MAJOR RETAILERS:

Forever 21, JCPenney,
Macy's Women & Children,
Macy's Men & Home, Sears

RESTAURANTS & ENTERTAINMENT:

BJ's Restaurant & Brewhouse,
Buffalo Wild Wings Grill & Bar,
Chili's Grill & Bar, Chipotle Mexican Grill,
Mimi's Cafe, Johnny Carino's, Panera Bread

FOOD COURT:

8 units

BUILT / RENOVATED:

1977 / 2008

FOR INFORMATION:

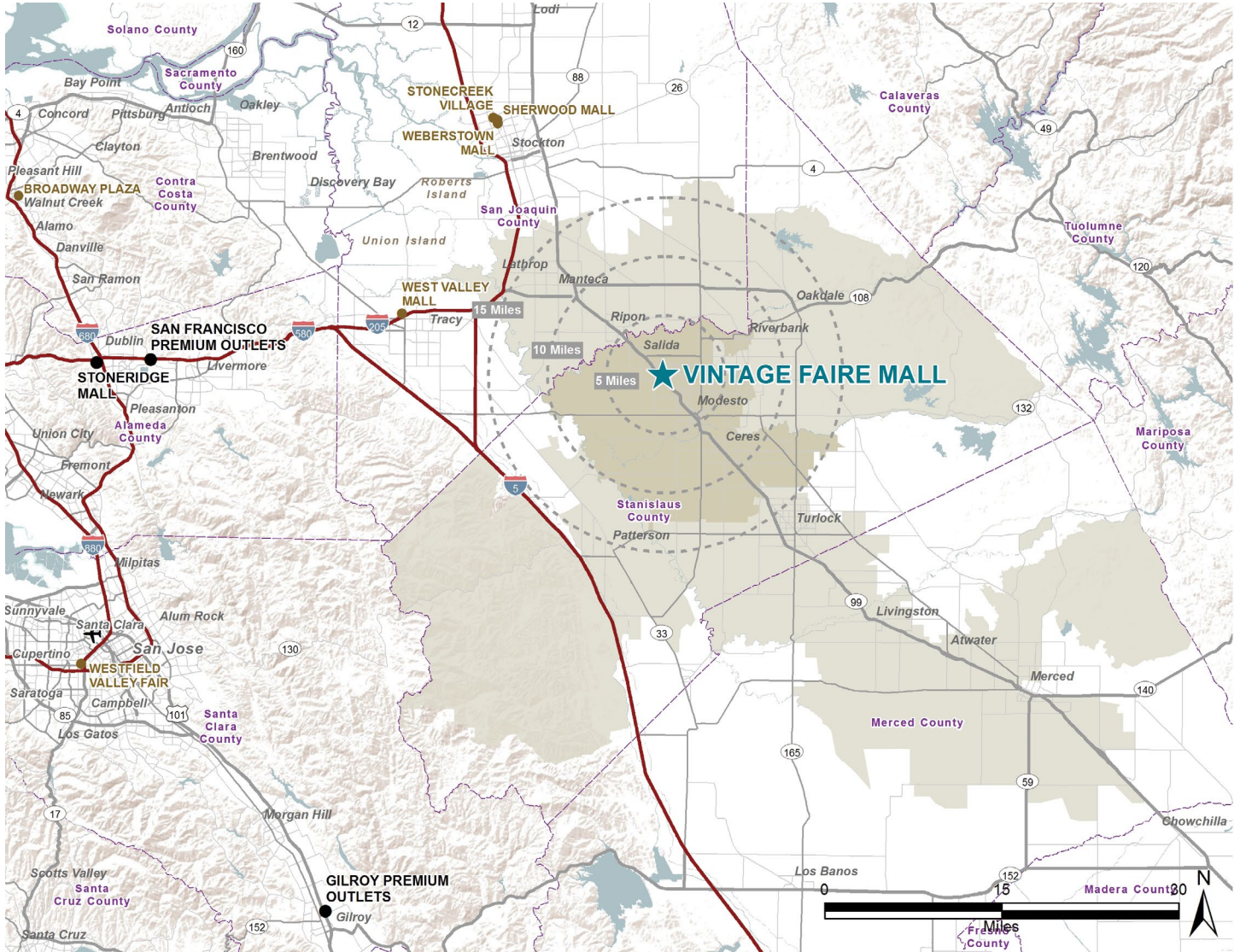
209-408-1850
Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		MODESTO, CA [MSA]	
2016 Total Population	346,406		785,806		530,123	
2021 Total Population	357,662		816,589		547,530	
2016-2021 Population Growth	3.2%		3.9%		3.3%	
HOUSEHOLDS						
2016 Total Households	110,384		245,649		169,325	
2021 Total Households	113,659		254,299		174,447	
2016-2021 Household Growth	3.0%		3.5%		3.0%	
INCOME						
Average Household Income	\$67,335		\$69,751		\$69,137	
Median Household Income	\$50,387		\$52,359		\$51,906	
Per Capita Income	\$21,874		\$22,250		\$22,474	
HOUSEHOLD INCOME RANGES						
\$50,000 +	55,678	50.4%	129,032	52.5%	88,198	52.1%
\$75,000 +	35,102	31.8%	83,624	34.0%	56,611	33.4%
\$100,000 +	21,662	19.6%	52,053	21.2%	35,071	20.7%
\$150,000 +	8,197	7.4%	19,794	8.1%	13,263	7.8%
AGE						
Median Age	33.4		33.0		33.6	
EDUCATION/OCCUPATION LEVELS						
Bachelor's Degree Plus	35,362	16.2%	81,115	16.6%	56,771	17.0%
White Collar	70,051	49.5%	159,880	49.7%	109,652	49.8%
RACE/ETHNICITY						
White	211,597	61.1%	479,115	61.0%	334,483	63.1%
Black	11,439	3.3%	25,437	3.2%	15,098	2.8%
American Indian	4,297	1.2%	9,330	1.2%	6,144	1.2%
Asian	21,737	6.3%	55,219	7.0%	29,527	5.6%
Pacific Islander	2,864	0.8%	4,971	0.6%	3,906	0.7%
Other Race	94,473	27.3%	211,734	26.9%	140,965	26.6%
Hispanic or Latino	161,467	46.6%	362,581	46.1%	240,533	45.4%
Not Hispanic or Latino	184,939	53.4%	423,225	53.9%	289,590	54.6%
DAYTIME EMPLOYMENT						
Total Businesses	11,550		23,428		17,396	
Total Employees	150,478		284,781		209,327	

TRADE AREA MAP



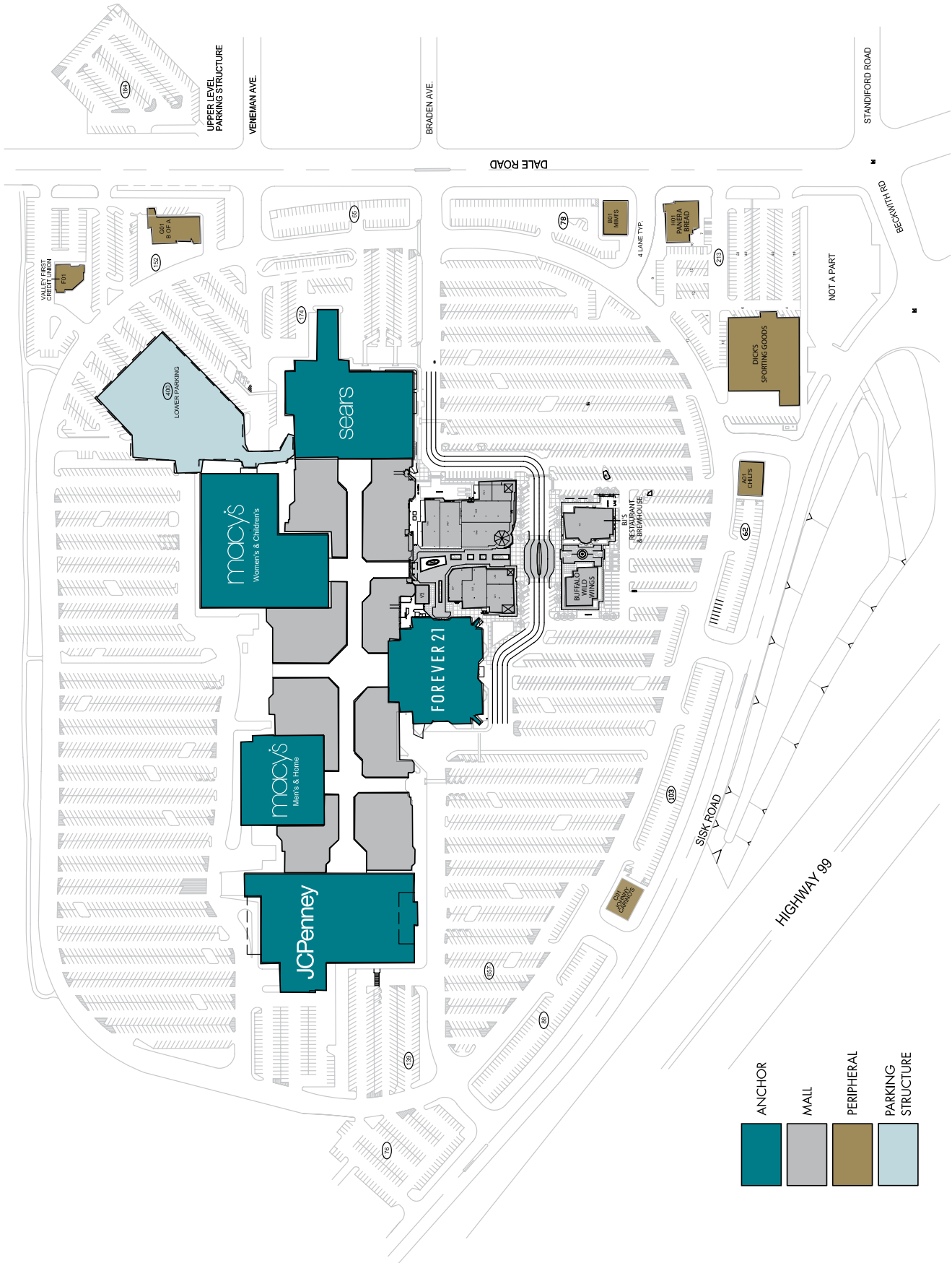
LEGEND

- ★ VINTAGE FAIRE MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



	ANCHOR
	MALL
	PERIPHERAL
	PARKING STRUCTURE

MARKET FACT SHEET

MODESTO IS THE HOMETOWN OF
GEORGE LUCAS,
FAMOUS FILMMAKER AND
CREATOR OF "STAR WARS."
THE 1973 FILM
"AMERICAN GRAFFITI"
IS BASED ON LUCAS' LIFE
GROWING UP IN MODESTO

INTERNATIONALLY RECOGNIZED
CITY OF MODESTO'S
**GRAFFITI SUMMER & AMERICAN
GRAFFITI CELEBRATION**
WITH MORE THAN 1,200 CUSTOM
CARS AND THOUSANDS OF ATTENDEES

DOWNTOWN MODESTO

- VARIETY OF RESTAURANTS AND NIGHT LIFE
- UNDERGOING A REVITALIZATION
- YEAR ROUND ART WALK
- SEVERAL FESTIVALS AND EVENTS

RANKED 68 OF 150 ON MOST
FUN CITIES IN AMERICA

(WALLET HUBS 2016)

WORLD'S LARGEST WINERY,
E&J GALLO WINERY STILL CALLS
MODESTO HOME AND PRODUCES OVER
177,000 GALLONS OF WINE ANNUALLY

MODESTO IS CENTRALLY LOCATED

IN THE SAN JOAQUIN VALLEY,
ONE OF THE MOST FERTILE
AGRICULTURAL AREAS IN THE U.S.
PRODUCING DAIRY, NUTS
(HOME TO BLUE DIAMOND ALMONDS),
FRUITS, WINE GRAPES AND POULTRY

RATED B+ OVERALL IN
BEST PLACES TO LIVE

(NICHE.COM)

THE CITY'S
JOHN THURMAN FIELD
IS HOME OF THE MODESTO
NUTS, A MINOR LEAGUE
PROFESSIONAL
BASEBALL TEAM

IN 2017, MODESTO
WILL HOST THE
**AMGEN TOUR
OF CALIFORNIA**
CYCLING COMPETITION



SHOPPER TRADE AREA POPULATION IS
775,000,
AND ACCOUNTS FOR 81%
OF TOTAL SALES

MEDIAN HOME VALUE
IN MODESTO IS \$248,700
INCREASING 9.3%
IN ONE YEAR WITH PREDICTIONS
TO RISE 4.5% IN 2017
(ZILLOW)

MODESTO HAS 76 PARKS

SPORTS AND RECREATION ARE A KEY LIFESTYLE COMPONENT IN
MODESTO WITH DOZENS OF FIELDS AND GOLF COURSES AND MORE
THAN 15 MILES OF BIKE PATHS INCLUDING THE RAPIDLY LENGTHENING
PAN CITY VIRGINIA CORRIDOR TRAILWAY



- VALLEY FIRST CREDIT UNION
- BANK OF AMERICA
- MIMI'S CAFE
- PANERA BREAD
- DICK'S SPORTING GOODS
- CHILI'S GRILL & BAR
- BJ'S RESTAURANT & BREWHOUSE
- BUFFALO WILD WINGS
- JOHNNY CARINO'S
- FOREVER 21
- SEARS
- MACY'S
- MACY'S MEN & HOME
- JCPENNEY