



SAN BERNARDINO, CA

## MARKET PROFILE 2020

**MAJOR RETAILERS** Aldo, Bath & Body Works, Daniel's Jewelers, Disney Store, Foot Locker, Forever 21, H&M, Hollister Co., JCPenney, Kay Jewelers, LensCrafters, Macy's, The Children's Place, Tilly's, Torrid, Vans, Victoria's Secret, Zumiez | **FOOD COURT** 10 units  
**PROPERTY TYPE** Regional | **TOTAL SQUARE FEET** 605,000 | **BUILT / RENOVATED** 1966 / 2000

**FOR MORE INFORMATION** 909-884-7268 | [Macerich.com](http://Macerich.com)

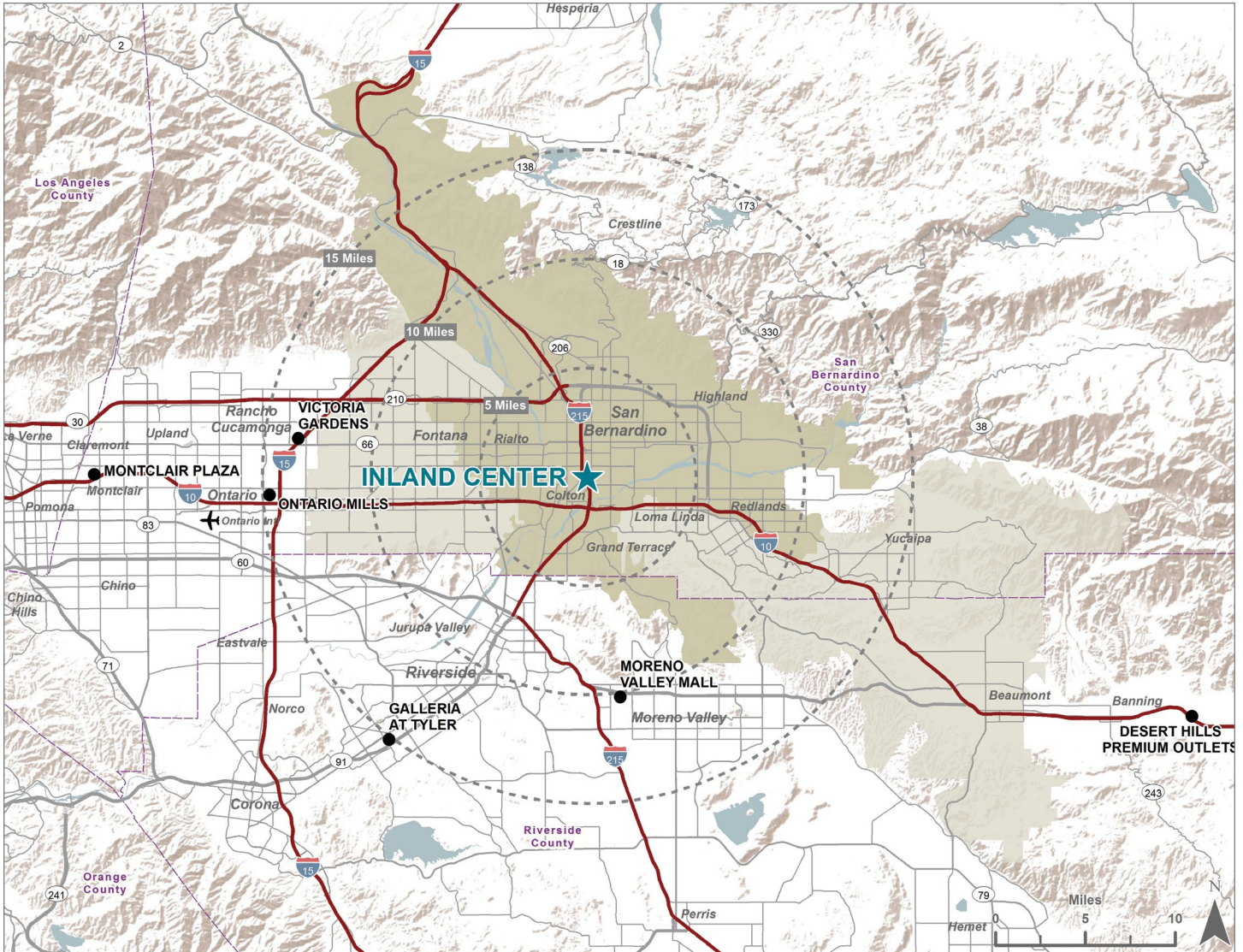


# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2019 Total Population		509,639		985,276		4,613,522	
2024 Total Population		523,706		1,018,579		4,838,017	
2019-2024 Population Growth		2.8%		3.4%		4.9%	
HOUSEHOLDS							
2019 Total Households		142,731		278,988		1,406,991	
2024 Total Households		146,242		287,694		1,468,646	
2019-2024 Household Growth		2.5%		3.1%		4.4%	
INCOME							
Average Household Income		\$67,903		\$78,429		\$85,632	
Median Household Income		\$51,407		\$58,404		\$63,026	
Per Capita Income		\$19,110		\$22,267		\$26,160	
HOUSEHOLD INCOME RANGES							
\$50,000 +		73,735	51.7%	162,314	58.2%	858,544	61.0%
\$75,000 +		45,745	32.0%	109,300	39.2%	605,728	43.1%
\$100,000 +		28,997	20.3%	71,972	25.8%	421,697	30.0%
\$150,000 +		10,837	7.6%	29,358	10.5%	187,000	13.3%
AGE							
Median Age		30.6		31.8		34.0	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		48,164	15.7%	117,235	19.3%	658,635	22.1%
White Collar		98,555	48.2%	214,008	51.3%	1,065,285	54.4%
RACE / ETHNICITY							
White		233,551	45.8%	487,968	49.5%	2,562,614	55.5%
Black		59,692	11.7%	93,929	9.5%	347,797	7.5%
American Indian		6,017	1.2%	10,782	1.1%	50,280	1.1%
Asian		24,823	4.9%	60,086	6.1%	321,542	7.0%
Pacific Islander		1,891	0.4%	3,210	0.3%	15,986	0.3%
Other Race		183,665	36.0%	329,300	33.4%	1,315,303	28.5%
Hispanic or Latino		328,138	64.4%	605,349	61.4%	2,398,749	52.0%
Not Hispanic or Latino		181,501	35.6%	379,927	38.6%	2,214,773	48.0%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		5,186		9,541		15,414	
Total Employees		68,711		136,402		205,634	
Daytime Population		165,612		374,436		595,873	



# TRADE AREA MAP

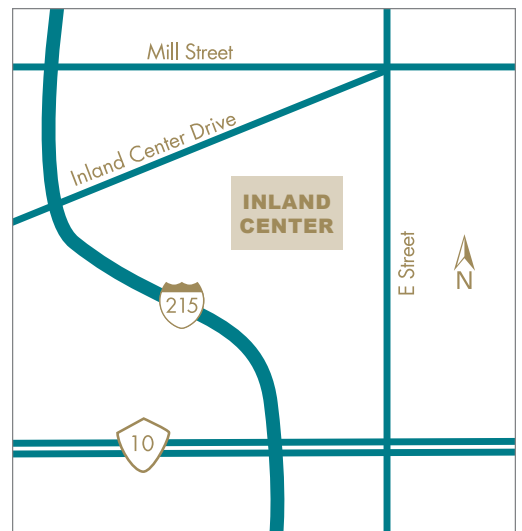


## LEGEND

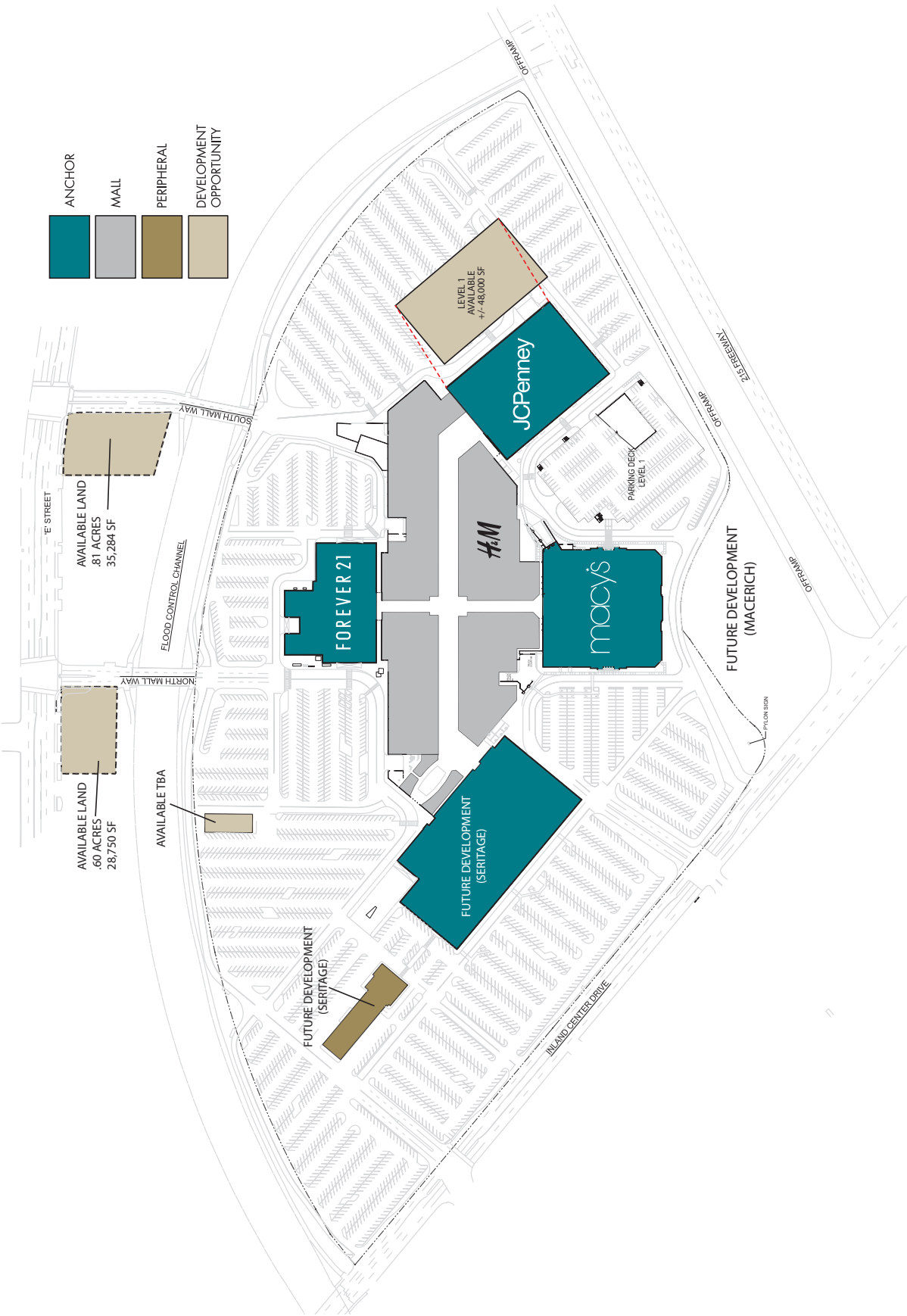
- ★ INLAND CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



10% PCW



# SITE PLAN



# MARKET FACT SHEET

NEW **80-FOOT FREEWAY PYLON SIGN** HIGHLIGHTING INDIVIDUAL MAJOR TENANTS CONSTRUCTED IN 2019

**H&M OPENED** A NEW 20,000-SQUARE-FOOT STORE IN SEPTEMBER 2018

CAL STATE UNIVERSITY SAN BERNARDINO, WITH MORE THAN **20,000 STUDENTS**, IS LOCATED A FEW MILES FROM THE CENTER AND GENERATES AN ECONOMIC IMPACT OF **\$189.5 MILLION** TO THE REGIONAL ECONOMY

**110,795 HOUSING PERMITS** WERE ISSUED IN THE INLAND EMPIRE IN 2019 AND ARE EXPECTED TO RISE

WITHIN 3 MILES OF THE CENTER ARE 11 HOTELS WITH MORE THAN **1,000 ROOMS**

THE COMBINED SAN BERNARDINO AND RIVERSIDE COUNTIES AREA **ADDED APPROXIMATELY 47,000 JOBS** IN 2019

DAYTIME EMPLOYMENT: **36,400 EMPLOYEES** WITHIN A 5-MILE RADIUS

SAN BERNARDINO'S ANNUAL ONE-DAY EVENT, RENDEZVOUS BACK TO ROUTE 66 CLASSIC CAR SHOW, DREW MORE THAN **1,000 CLASSIC CARS AND 30,000 PEOPLE**

SAN BERNARDINO IS THE 100TH LARGEST CITY IN THE U.S.

**SAN MANUEL STADIUM** LESS THAN 1 MILE FROM THE MALL, IS HOME TO THE I.E. 66ERS, A CLASS A AFFILIATE OF THE LOS ANGELES ANGELS OF ANAHEIM, WITH OVER 550,000 VISITORS



THERE WERE **946,000 JOBS** IN SAN BERNARDINO COUNTY CULMINATING IN A 3.3% UNEMPLOYMENT RATE

INLAND EMPIRE REGION **EMPLOYMENT GROWTH** DRIVEN BY HEALTH CARE, LOGISTICS, CONSTRUCTION, HOSPITALITY AND MANUFACTURING (5.4% REGION GROWTH VS 2.8% STATE)

INLAND EMPIRE RANKED **3RD LARGEST CALIFORNIA METRO AREA** IN THE REGION

NATIONAL ORANGE SHOW EVENTS CENTER, ACROSS FROM THE MALL, HAS **120 ACRES OF EVENT SPACE AND OVER 550,000 VISITORS**





AVAILABLE LAND  
.81 ACRES  
35,284 SF

COUNTY SB  
WDD OFFICES  
(FALL 2020)

AVAILABLE LAND  
.60 ACRES  
28,750 SF

FOREVER 21

AVAILABLE

FUTURE DEVELOPMENT  
(SERITAGE)

FUTURE DEVELOPMENT  
(SERITAGE)

H&M

MACY'S

JCPENNEY

PARKING  
STRUCTURE

FUTURE DEVELOPMENT  
(MACERICH)

INLAND CENTER DRIVE

158,000  
AADT

155,000  
AADT

N

S

N

S

N

S

N

S

N

S

N

S

N

S

N

S

N

S

N

S

N

S

N

S

N