



SAN BERNARDINO, CA

MARKET PROFILE 2021

MAJOR RETAILERS Bath & Body Works, Cinnabon, Daniel's Jewelers, Foot Locker, Forever 21, H&M, Hollister Co., Hot Topic, 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** 627,000 | **BUILT / RENOVATED** 1966 / 2000

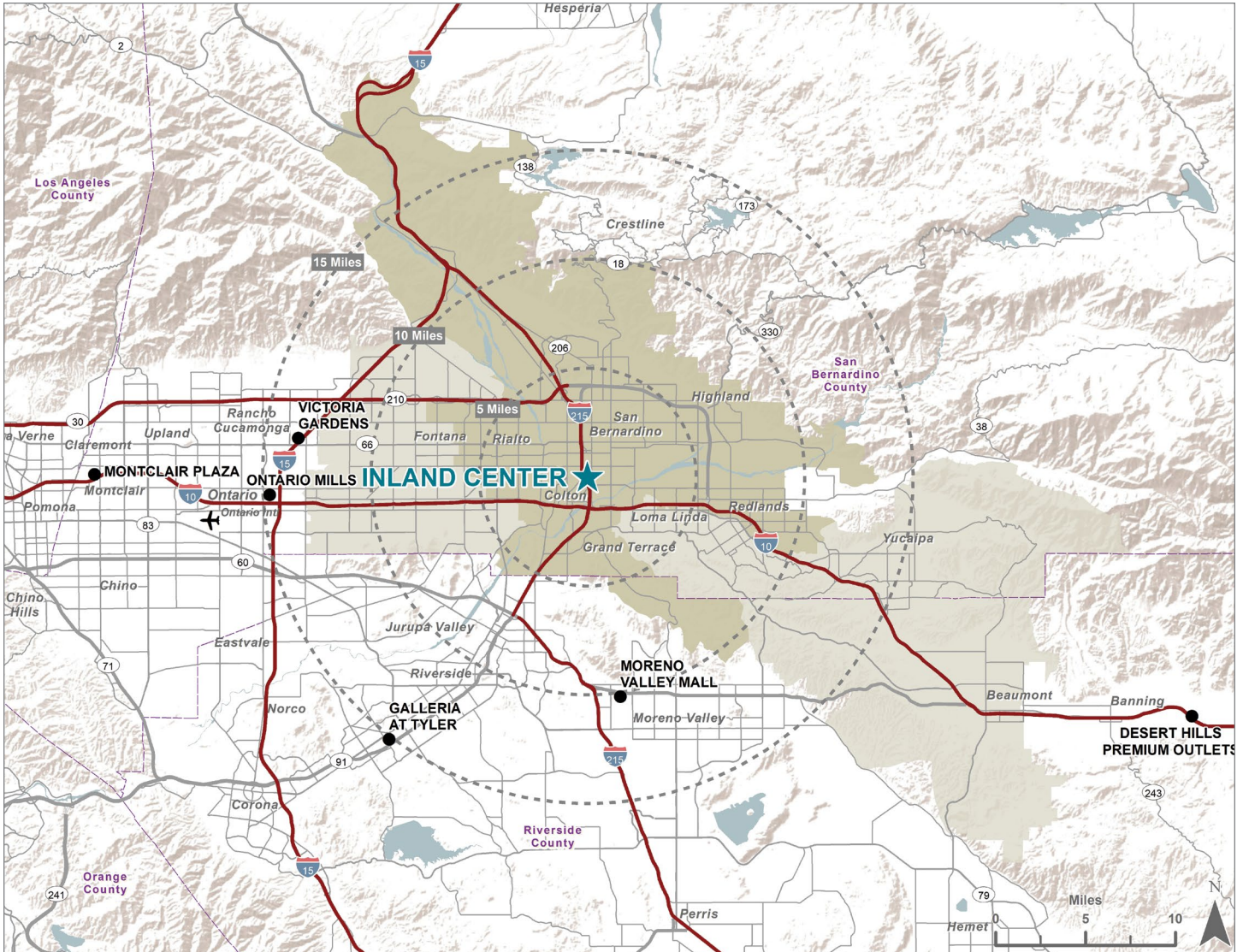
FOR MORE INFORMATION 909-884-7268 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2020 Total Population	509,884		987,269		4,627,401	
2025 Total Population	523,384		1,017,718		4,835,024	
2020-2025 Population Growth	2.6%		3.1%		4.5%	
HOUSEHOLDS						
2020 Total Households	143,071		280,147		1,412,960	
2025 Total Households	146,586		288,137		1,470,310	
2020-2025 Household Growth	2.5%		2.9%		4.1%	
INCOME						
Average Household Income	\$72,072		\$83,155		\$89,715	
Median Household Income	\$53,994		\$62,168		\$66,361	
Per Capita Income	\$20,304		\$23,649		\$27,439	
HOUSEHOLD INCOME RANGES						
\$50,000 +	77,525	54.2%	169,824	60.6%	887,282	62.8%
\$75,000 +	50,727	35.5%	118,660	42.4%	640,209	45.3%
\$100,000 +	32,794	22.9%	79,804	28.5%	450,529	31.9%
\$150,000 +	13,045	9.1%	34,564	12.3%	211,431	15.0%
AGE						
Median Age	30.7		32.0		34.1	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	49,289	16.0%	119,260	19.5%	674,028	22.5%
White Collar	88,245	48.9%	192,888	52.2%	961,904	55.5%
RACE / ETHNICITY						
White	232,277	45.6%	486,714	49.3%	2,551,408	55.1%
Black	59,526	11.7%	93,475	9.5%	349,387	7.6%
American Indian	6,025	1.2%	10,837	1.1%	50,619	1.1%
Asian	24,990	4.9%	60,973	6.2%	327,725	7.1%
Pacific Islander	1,871	0.4%	3,187	0.3%	15,973	0.3%
Other Race	185,195	36.3%	332,084	33.6%	1,332,289	28.8%
Hispanic or Latino	330,776	64.9%	610,533	61.8%	2,429,492	52.5%
Not Hispanic or Latino	179,108	35.1%	376,736	38.2%	2,197,909	47.5%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	5,132		9,516		15,486	
Total Employees	69,450		137,451		206,636	
Daytime Population	146,507		349,079		570,667	

TRADE AREA MAP

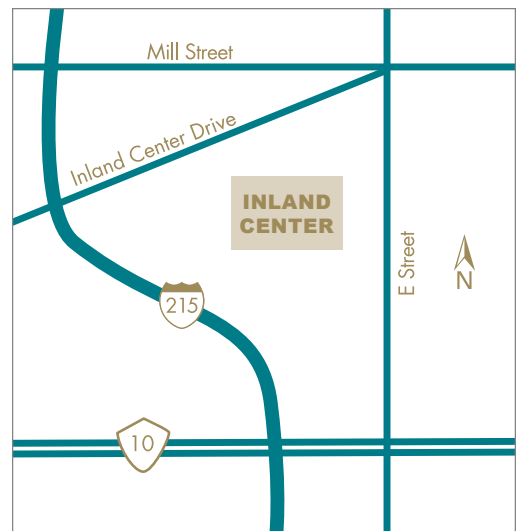


LEGEND

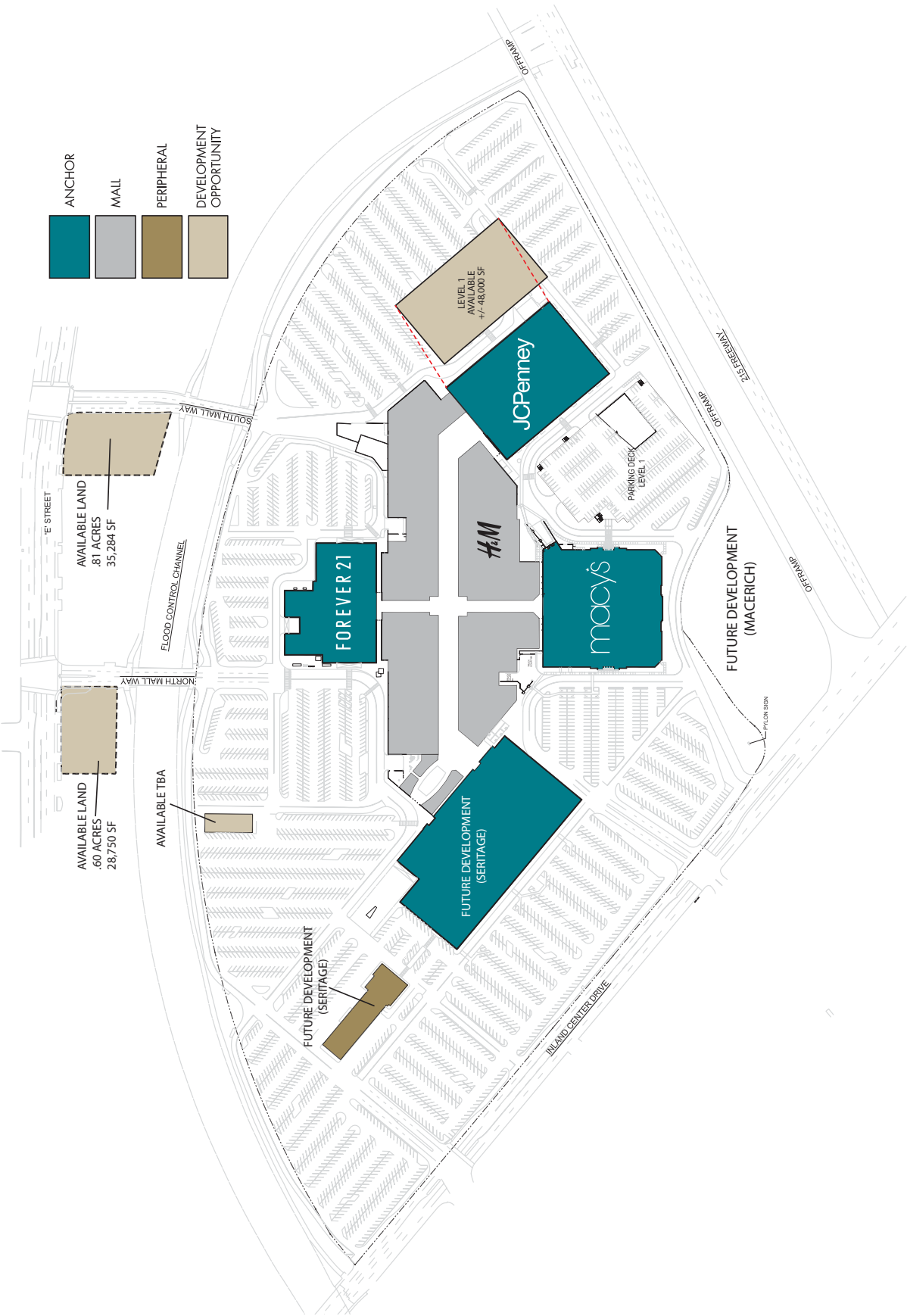
- ★ INLAND CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



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

THE COMBINED
SAN BERNARDINO AND
RIVERSIDE COUNTIES AREA
**ADDED APPROXIMATELY
54,000 JOBS** IN 2020

DAYTIME EMPLOYMENT:
137,451 EMPLOYEES WITHIN
A 5-MILE RADIUS

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

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

SAN BERNARDINO COUNTY
MEDIAN HOME PRICE
INCREASED BY 19.4% IN 2020

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

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

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 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



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

MALL INTRODUCED NEW CITY OF SAN BERNARDINO POLICE SUBSTATION
AND DISTRICT COMMAND CENTER NEAR THE MALL'S MAJOR ENTRANCE
NEAR MACY'S

COUNTY OF SAN BERNARDINO'S **WORKFORCE DEVELOPMENT
DEPARTMENT** NOW LOCATED AT THE MALL OCCUPIES A RENOVATED
24,000-SQUARE-FOOT OFFICE SPACE FOR MORE THAN 60 OFFICE
EMPLOYEES TO MEET THE NEEDS OF LOCAL BUSINESSES FOR A SKILLED
WORKFORCE, WHILE CREATING OPPORTUNITIES FOR WORKERS TO
PREPARE FOR AND ENTER INTO WELL-PAID CAREERS



NORTH

INLAND CENTER

- 1 MACY'S
- 2 JCPENNEY
- 3 FOREVER 21
- 4 S.B. COUNTY WORKFORCE DEVELOPMENT DEPT.
- 5 H&M
- 6 VERIZON WIRELESS



TARGET

BIG LOTS

SAN BERNARDINO HUMANE SOCIETY

LIFESTREAM BLOOD BANK

SUNDOWNER'S RESTAURANT

SUBWAY

MOSS BROS. AUTO GROUP

OLD TOWN BAKERY

S. B. COUNTY CHILD SERVICES

99 CENT STORE

CHUCK E. CHEESE | PERFUME SHOP

MEN'S SUIT STORE

ELLIOT'S PET EMPORIUM

JOSE'S MEXICAN FOOD

BURGER MANIA

ORANGE SHOW RACETRACK

E STREET

FUTURE DEVELOPMENT (SERITAGE)

FUTURE DEVELOPMENT (SERITAGE)

CASUAL MALE XL

ADRENALINE MARTIAL ARTS
FITNESS CENTER

EMPIRE CONNECT

AMTEX

GRAYBAR ELECTRIC SUPPLY

FLEET SERVICES

CHAPARRAL MOTOR SPORTS

HARBOR FREIGHT TOOLS

215 FREEWAY

INLAND CENTER DRIVE