



SAN BERNARDINO, CA

MARKET PROFILE 2022

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, Windsor, Zumiez

FOOD COURT 10 units

OFFICES San Bernardino County WDD, City of San Bernardino Police Department

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 630,000 | **BUILT / RENOVATED** 1966 / 2000

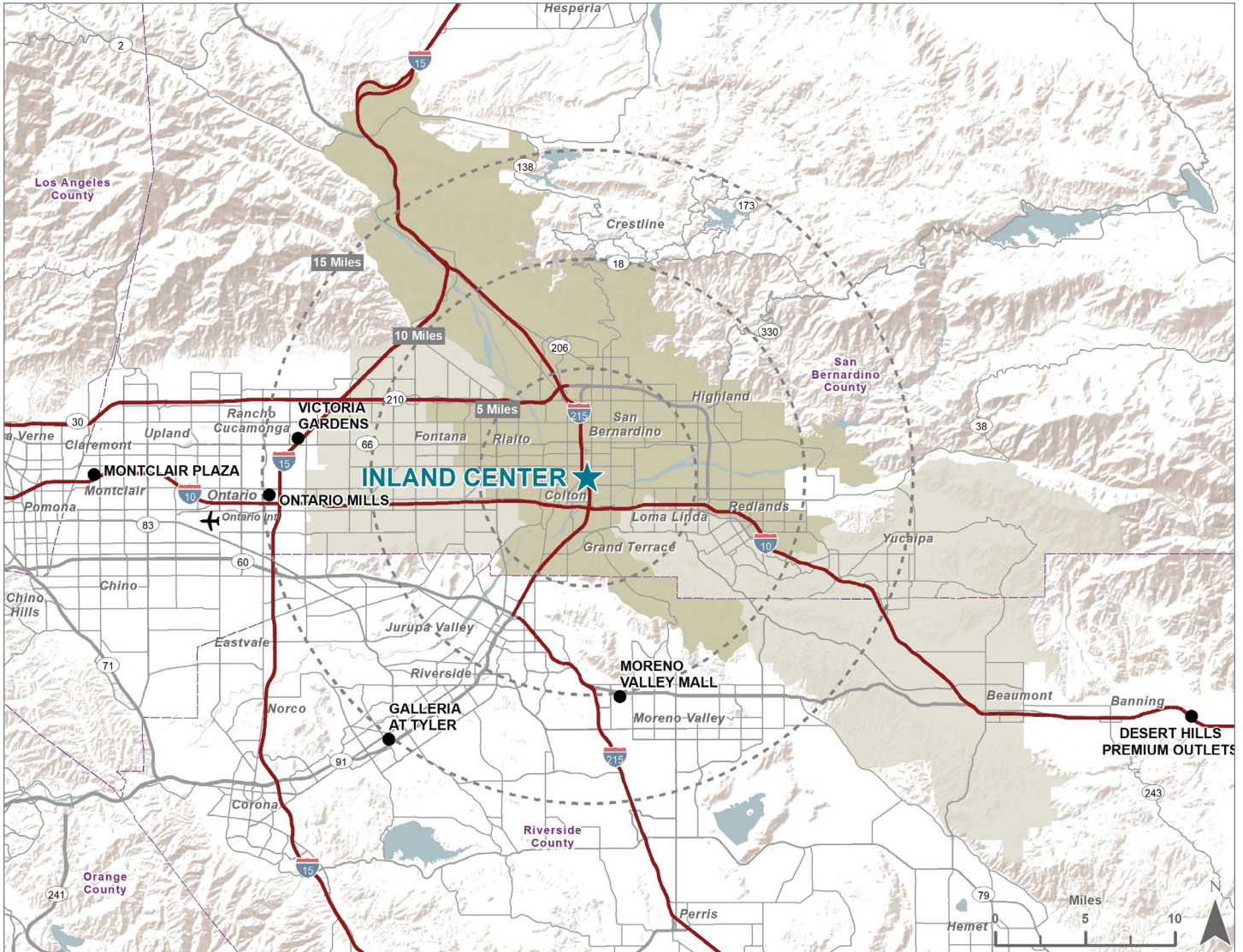
FOR MORE INFORMATION 909-884-7268 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2021 Total Population	508,192		985,572		4,619,909	
2026 Total Population	520,200		1,015,153		4,817,310	
2021-2026 Population Growth	2.4%		3.0%		4.3%	
HOUSEHOLDS						
2021 Total Households	142,927		280,857		1,414,927	
2026 Total Households	146,109		289,022		1,470,609	
2021-2026 Household Growth	2.2%		2.9%		3.9%	
INCOME						
Average Household Income	\$73,530		\$83,733		\$91,649	
Median Household Income	\$56,858		\$65,780		\$71,576	
Per Capita Income	\$20,766		\$23,917		\$28,114	
HOUSEHOLD INCOME RANGES						
\$50,000 +	80,589	56.4%	175,830	62.6%	926,417	65.5%
\$75,000 +	55,162	38.6%	126,115	44.9%	683,043	48.3%
\$100,000 +	34,764	24.3%	83,555	29.8%	472,930	33.4%
\$150,000 +	12,885	9.0%	33,736	12.0%	211,812	15.0%
AGE						
Median Age	30.9		32.2		34.3	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	51,874	16.8%	126,064	20.5%	700,642	23.3%
White Collar	98,968	48.4%	216,351	51.8%	1,099,590	56.0%
RACE / ETHNICITY						
White	230,210	45.3%	483,121	49.0%	2,528,666	54.7%
Black	58,830	11.6%	92,664	9.4%	348,768	7.5%
American Indian	5,976	1.2%	10,779	1.1%	50,508	1.1%
Asian	25,639	5.0%	62,712	6.4%	334,685	7.2%
Pacific Islander	1,862	0.4%	3,171	0.3%	15,989	0.3%
Other Race	185,673	36.5%	333,125	33.8%	1,341,293	29.0%
Hispanic or Latino	331,890	65.3%	612,998	62.2%	2,447,760	53.0%
Not Hispanic or Latino	176,301	34.7%	372,574	37.8%	2,172,149	47.0%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE						
Total Businesses	5,146		9,548		15,580	
Total Employees	69,580		137,426		212,223	
Daytime Population	145,493		344,952		567,138	

TRADE AREA MAP

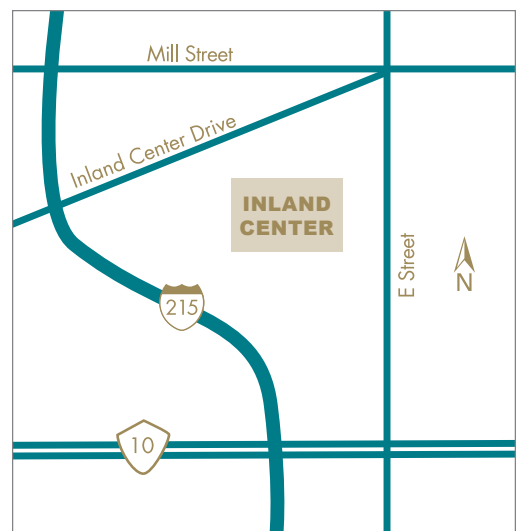


LEGEND

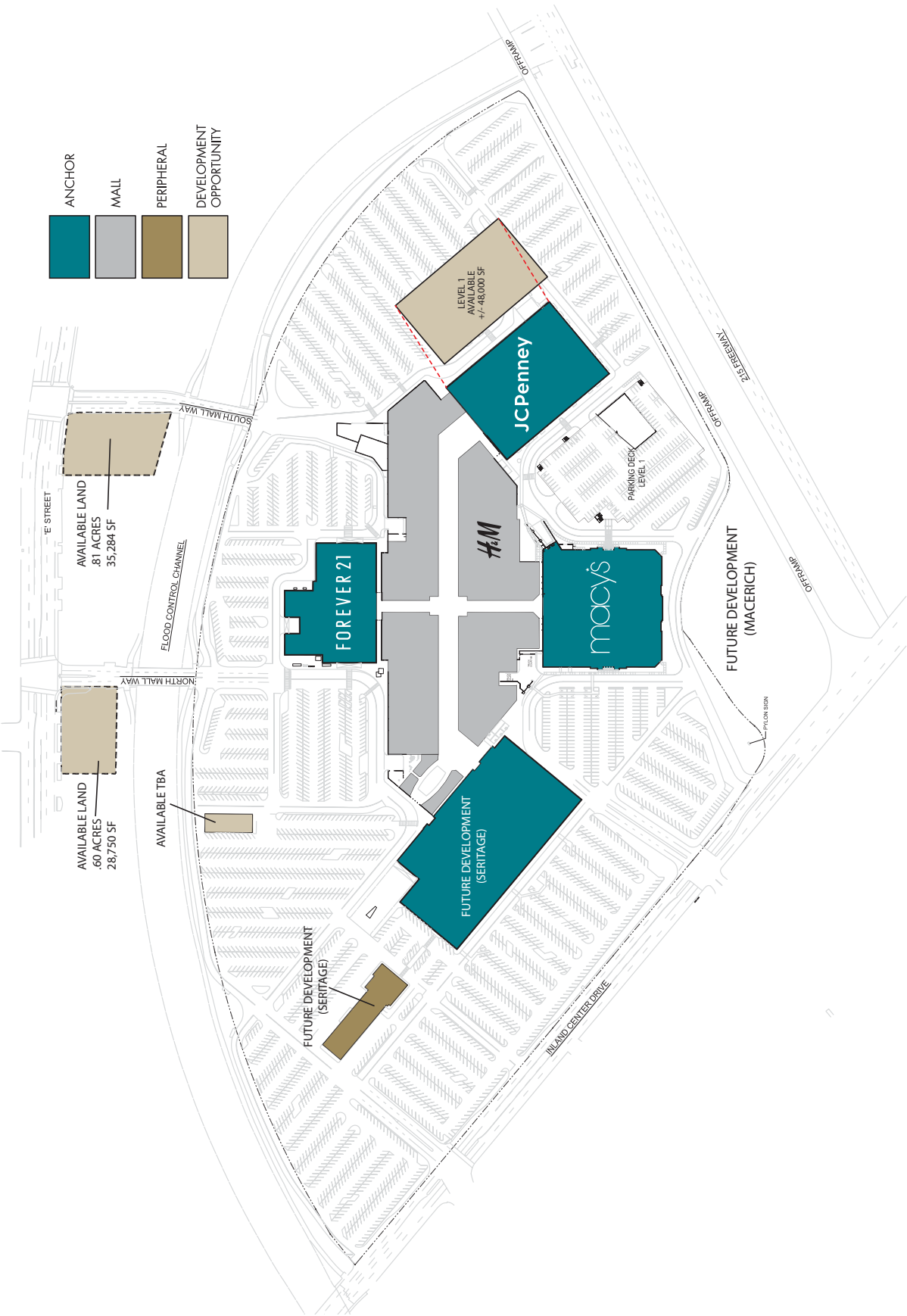
- ★ INLAND CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

NEW **80-FOOT FREEWAY PYLON SIGN** HIGHLIGHTING INDIVIDUAL MAJOR TENANTS DEBUTED IN 2021

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

SAN BERNARDINO COUNTY **MEDIAN HOME PRICE** INCREASED BY 19.7% IN 2021

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.

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

DAYTIME POPULATION OF **145,500** WITHIN A 3-MILE RADIUS

987,000 POPULATION IN THE TOTAL TRADE AREA

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



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

CLOSEST REGIONAL MALL IS MORE THAN 20 MILES AWAY

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 IN 2021

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

MAJOR RETAILERS INCLUDE:

MACY'S	BATH & BODY WORKS	HOLLISTER CO.	THE CHILDREN'S PLACE	VERIZON WIRELESS
JCPENNEY	CINNABON	HOT TOPIC	TILLY'S	VICTORIA'S SECRET
FOREVER 21	DANIEL'S JEWELERS	KAY JEWELERS	TORRID	WINDSOR
H&M	FOOT LOCKER	LENSCRAFTERS	VANS	ZUMIEZ

