



# VALLEY MALL

HARRISONBURG, VA

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## MARKET PROFILE 2022

**MAJOR RETAILERS** American Eagle, Belk, Books-A-Million, Dick's Sporting Goods, H&M, JCPenney, Old Navy, Target, ULTA Beauty

**RESTAURANTS & ENTERTAINMENT** Auntie Anne's, China Wok

**PROPERTY TYPE** Regional | **TOTAL SQUARE FEET** 502,000 | **BUILT / RENOVATED** 1978 / 2014

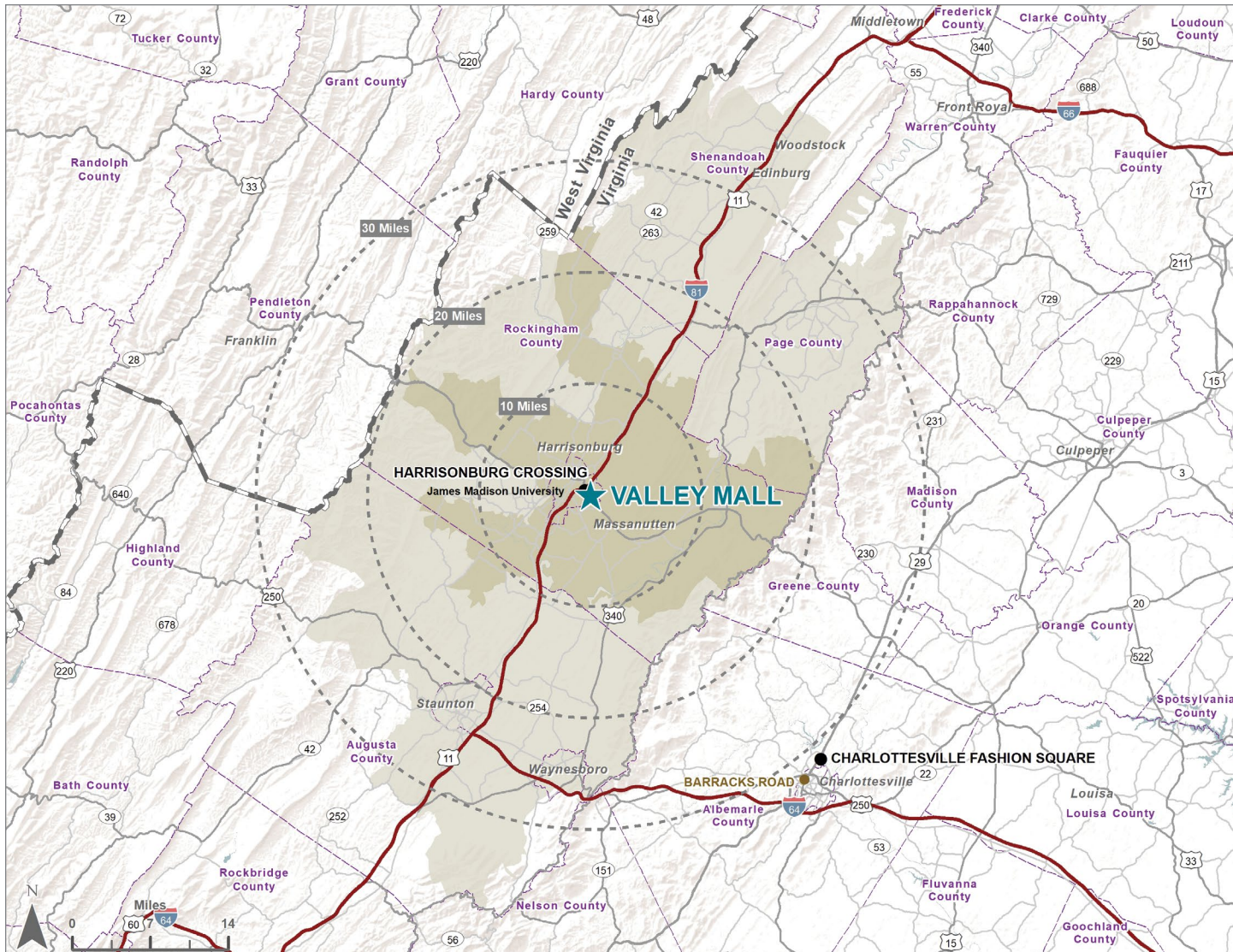
**FOR MORE INFORMATION** 540-433-1797 | [Macerich.com](https://www.macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		HARRISONBURG, VA [MSA]	
2021 Total Population		118,563		301,464		138,429	
2026 Total Population		123,643		311,005		144,482	
2021-2026 Population Growth		4.3%		3.2%		4.4%	
HOUSEHOLDS							
2021 Total Households		42,283		116,830		49,955	
2026 Total Households		44,194		120,632		52,226	
2021-2026 Household Growth		4.5%		3.3%		4.5%	
INCOME							
Average Household Income		\$78,370		\$74,443		\$78,458	
Median Household Income		\$57,077		\$56,565		\$57,754	
Per Capita Income		\$28,169		\$28,960		\$28,504	
HOUSEHOLD INCOME RANGES							
\$50,000 +		23,868	56.4%	65,923	56.4%	28,513	57.1%
\$75,000 +		16,460	38.9%	44,302	37.9%	19,649	39.3%
\$100,000 +		10,281	24.3%	26,909	23.0%	12,077	24.2%
\$150,000 +		4,456	10.5%	10,018	8.6%	5,140	10.3%
AGE							
Median Age		32.6		39.8		34.0	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		23,684	33.3%	56,481	27.5%	26,421	30.9%
White Collar		33,251	59.2%	83,518	56.9%	37,985	57.5%
RACE / ETHNICITY							
White		96,009	81.0%	257,638	85.5%	114,437	82.7%
Black		6,190	5.2%	16,161	5.4%	6,533	4.7%
American Indian		379	0.3%	943	0.3%	449	0.3%
Asian		3,093	2.6%	4,836	1.6%	3,188	2.3%
Pacific Islander		87	0.1%	130	0.0%	88	0.1%
Other Race		12,805	10.8%	21,755	7.2%	13,734	9.9%
Hispanic or Latino		17,627	14.9%	27,834	9.2%	18,848	13.6%
Not Hispanic or Latino		100,935	85.1%	273,630	90.8%	119,581	86.4%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		690		2,242		3,037	
Total Employees		15,049		38,671		50,811	
Daytime Population		14,022		61,226		80,034	

# TRADE AREA MAP

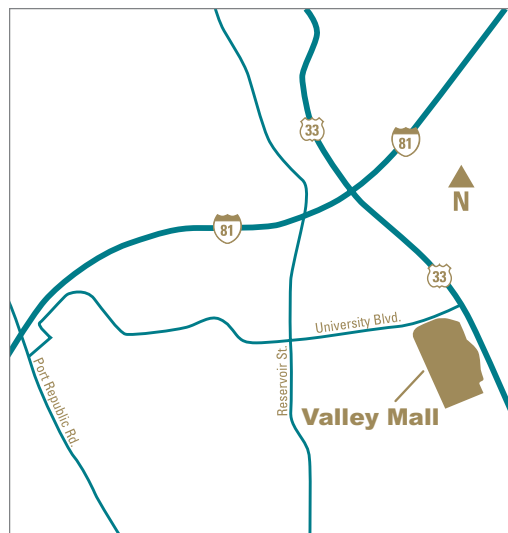


## LEGEND

- ★ VALLEY MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



# SITE PLAN



# MARKET FACT SHEET

HARRISONBURG WAS PICKED AS **ONE OF THE BEST CITIES** IN THE SOUTH TO MOVE TO AFTER THE PANDEMIC  
(BUSINESS INSIDER, 2020)

**5 RENOWNED UNIVERSITIES & COLLEGES** WITH MORE THAN 32,000 STUDENTS

10 HOTELS WITH MORE THAN **1,000 ROOMS** WITHIN WALKING DISTANCE TO VALLEY MALL

**DOMINANT MALL** IN THE MARKET WITH THE NEAREST COMPETITOR OVER 30 MILES AWAY

HARRISONBURG LISTED AS ONE OF THE **TOP 10 BEST PLACES** FOR MILLENNIALS TO MOVE TO IN THE U.S.  
(REVIEWS.ERG, 2019)

JAMES MADISON UNIVERSITY IS 2 MILES FROM THE MALL WITH MORE THAN **22,000 STUDENTS** AND **\$132.5 MILLION** AVERAGE ANNUAL STUDENT SPENDING

HARRISONBURG'S ANNUAL TOURISM ECONOMIC IMPACT IS **\$118 MILLION**



HARRISONBURG WAS LISTED AS **#1** ON PENNYGEEKS LIST OF **TOP CITIES TO START A BUSINESS** IN THE U.S.

**HARRISONBURG #2 IN COST OF DOING BUSINESS**  
(FORBES)

VALLEY MALL IS A SHORT DRIVE FROM **SHENANDOAH NATIONAL PARK** WELCOMING OVER 1.7 MILLION VISITORS ANNUALLY WHO SPENT AN ESTIMATED \$107 MILLION IN LOCAL GATEWAY REGIONS WHILE VISITING  
(CONDE NAST TRAVELER, 2017)

## YEARLY SALES

JAN	6.7%	MAY	7.2%	SEP	7.9%
FEB	5.0%	JUN	8.1%	OCT	7.6%
MAR	9.1%	JUL	7.5%	NOV	9.9%
APR	7.6%	AUG	8.3%	DEC	15.1%

# Valley Mall

## MAJOR RETAILERS INCLUDE:

BELK	AMERICAN EAGLE	CALIFORNIA NAILS	KAY JEWELERS	RUE 21
DICK'S SPORTING GOODS	AUNTIE ANNE'S	FINISH LINE	LENSCRAFTERS	ULTA
JCPENNEY	BATH AND BODY WORKS	H&M	OLD NAVY	WELLS FARGO
TARGET	BOOKS A MILLION	JOURNEYS	RACK ROOM SHOES	

