



VALLEY MALL

HARRISONBURG, VA

MARKET PROFILE 2024

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

RESTAURANTS & ENTERTAINMENT Auntie Anne's, Casa Gallardo, China Wok

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 506,000 | **BUILT / RENOVATED** 1978 / 2014

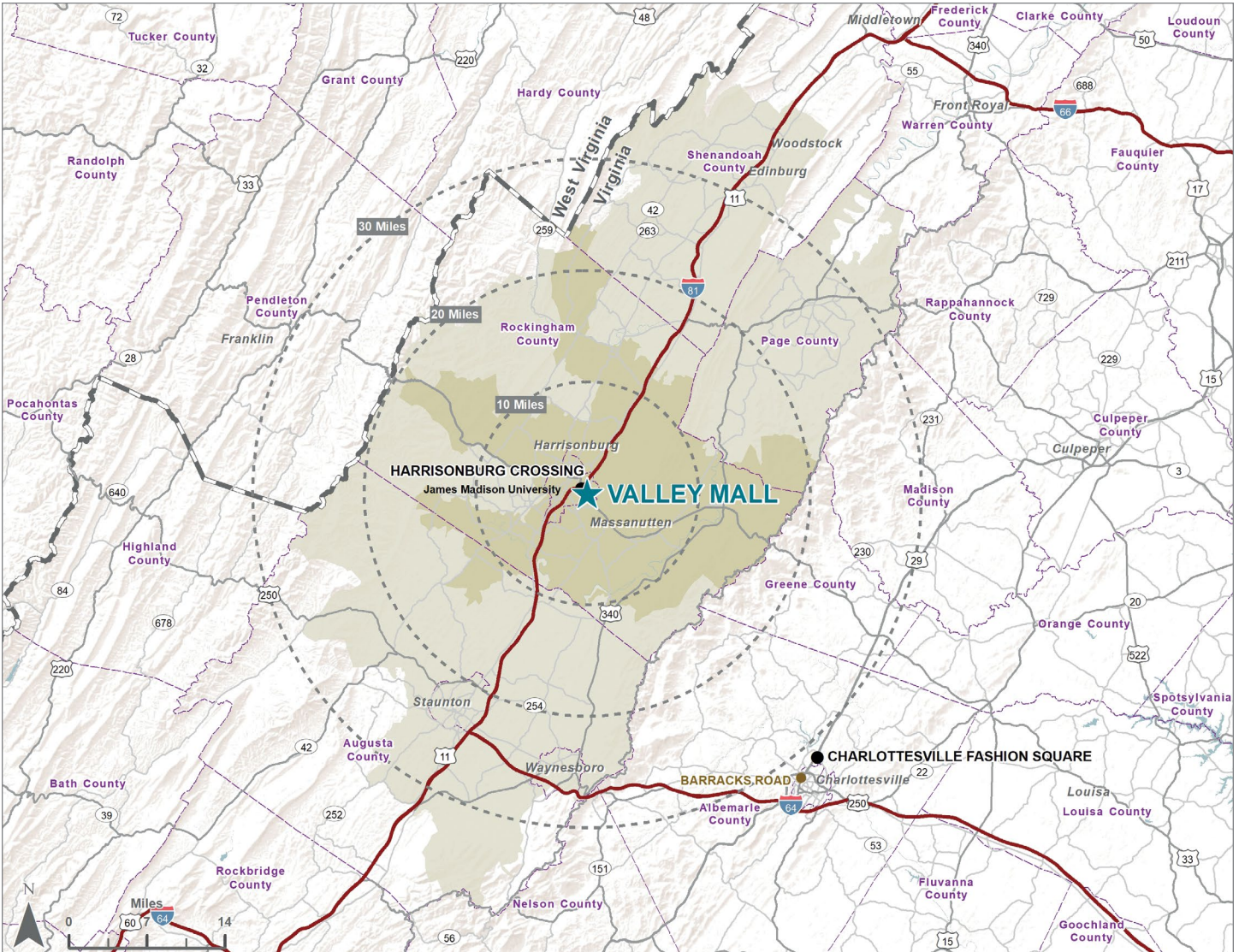
FOR MORE INFORMATION 540-433-1797 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

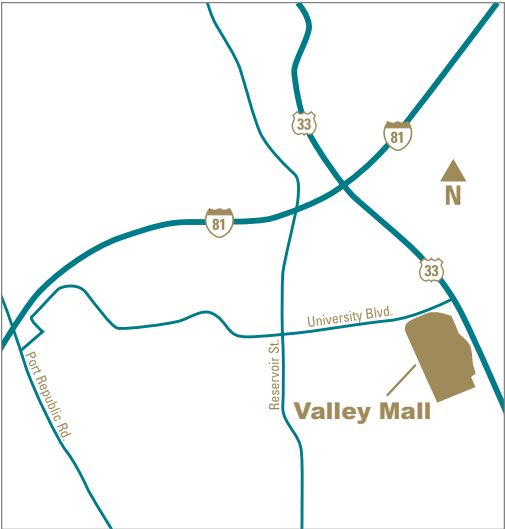
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		HARRISONBURG, VA [MSA]	
2023 Total Population	118,846		300,925		137,490	
2028 Total Population	120,011		303,217		138,923	
2023-2028 Population Growth	1.0%		0.8%		1.0%	
HOUSEHOLDS						
2023 Total Households	43,094		118,215		50,421	
2028 Total Households	43,870		120,045		51,367	
2023-2028 Household Growth	1.8%		1.5%		1.9%	
INCOME						
Average Household Income	\$89,855		\$86,462		\$89,687	
Median Household Income	\$63,776		\$61,836		\$64,649	
Per Capita Income	\$32,877		\$34,079		\$33,130	
HOUSEHOLD INCOME RANGES						
\$50,000 +	26,726	62.0%	71,056	60.1%	31,599	62.7%
\$75,000 +	18,667	43.3%	50,005	42.3%	22,125	43.9%
\$100,000 +	12,787	29.7%	33,665	28.5%	15,067	29.9%
\$150,000 +	6,064	14.1%	14,600	12.4%	6,914	13.7%
AGE						
Median Age	33.5		40.4		34.7	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	24,702	34.0%	57,691	28.0%	27,449	31.9%
White Collar	32,913	56.3%	81,600	54.4%	37,169	55.1%
RACE/ETHNICITY						
White	90,079	75.8%	245,067	81.4%	106,702	77.6%
Black/African American	5,917	5.0%	15,444	5.1%	6,211	4.5%
American Indian	557	0.5%	1,114	0.4%	621	0.5%
Asian	3,125	2.6%	4,669	1.6%	3,219	2.3%
Pacific Islander	48	0.0%	131	0.0%	50	0.0%
Other Race	19,120	16.1%	34,499	11.5%	20,687	15.0%
Hispanic or Latino	19,248	16.2%	30,121	10.0%	20,547	14.9%
Not Hispanic or Latino	99,598	83.8%	270,804	90.0%	116,943	85.1%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	714		2,183		3,038	
Total Employees	15,313		38,595		51,050	
Daytime Population	14,413		62,271		84,476	

TRADE AREA MAP



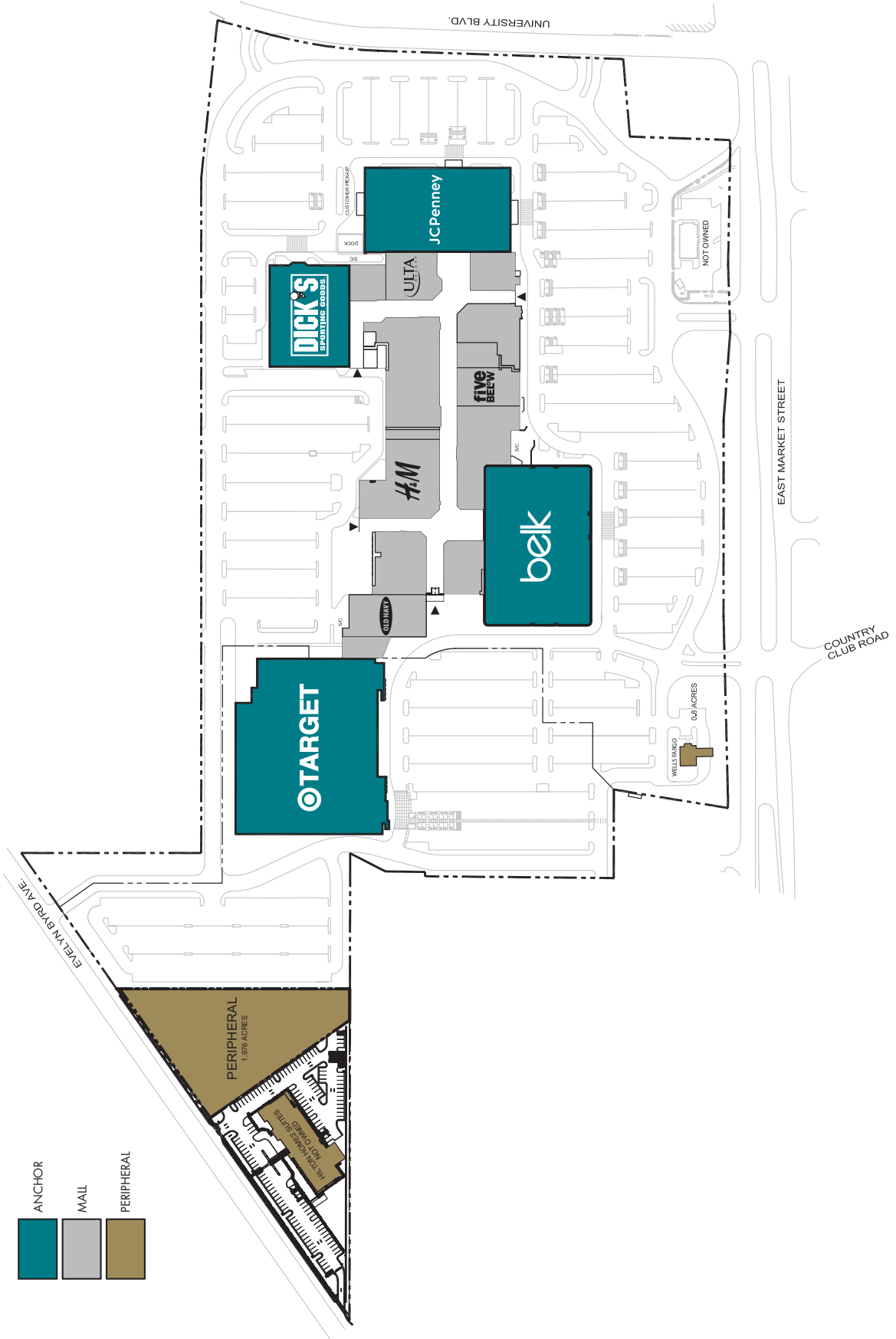
LEGEND

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



10% PCW

SITE PLAN



MARKET FACT SHEET

66% OF THE U.S. POPULATION IS WITHIN A DAY'S DRIVE OF ROCKINGHAM COUNTY

(THINKROCKINGHAM.COM, 2024)

13 MILES FROM VALLEY MALL IS THE MASSANUTTEN RESORT ATTRACTING MORE THAN 1 MILLION VISITORS ANNUALLY. A FOUR-SEASON RESORT THAT FEATURES 2,300 GUEST ROOMS, 6,000 ACRES OF MOUNTAIN FUN, AN INDOOR/OUTDOOR WATER PARK, 2 GOLF COURSES, DAY SPA AND SHOPPING/DINING.

13 HOTELS WITH MORE THAN 1,363 ROOMS WITHIN WALKING DISTANCE TO VALLEY MALL

HARRISONBURG'S ANNUAL TOURISM ECONOMIC IMPACT IS \$239 MILLION

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

VALLEY MALL RANKS #3 FOR SHOPPER TRAFFIC OUT OF 17 REGIONAL MALLS IN VIRGINIA

(PLACER.AI)

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

4 RENOWNED UNIVERSITIES & COLLEGES WITH MORE THAN 30K STUDENTS WITHIN 20 MINUTES OF VALLEY MALL



THE HARRISONBURG METRO AREA RANKED 6TH IN *SITE SELECTION MAGAZINE'S* 2021 TOP METROS RANKING BY TOTAL PROJECTS (FOR METROS WITH A POPULATION OF 200,000 OR LESS)

HARRISONBURG #2 IN COST OF DOING BUSINESS

(FORBES, 2019)

VALLEY MALL IS A SHORT DRIVE FROM SHENANDOAH NATIONAL PARK WELCOMING OVER 1.4 MILLION VISITORS ANNUALLY WHO SPENT AN ESTIMATED \$104 MILLION IN LOCAL GATEWAY REGIONS WHILE VISITING

YEARLY SALES

JAN	6.8%	MAY	7.2%	SEP	7.9%
FEB	7.2%	JUN	7.6%	OCT	8.1%
MAR	8.7%	JUL	7.0%	NOV	9.5%
APR	7.7%	AUG	7.8%	DEC	14.5%

VALLEY MALL

MAJOR RETAILERS INCLUDE:

- JCPENNEY
- BELK
- DICK'S SPORTING GOODS
- TARGET
- AMERICAN EAGLE
- AUNTIE ANNE'S
- BATH & BODY WORKS
- BOOKS-A-MILLION
- CASA GALLARDO
- FINISH LINE
- FIVE BELOW
- H&M
- JOURNEYS
- KAY JEWELERS
- LENSCRAFTERS
- OLD NAVY
- RACK ROOM SHOES
- ULTA BEAUTY



JAMES MADISON UNIVERSITY

COSTCO

REGAL CINEMAS

WALMART

HOME DEPOT

UNIVERSITY BLVD

CHICK-FIL-A

HOBBY LOBBY

GABES

NEFF AVENUE

STARBUCKS

DICK'S
SPORTING GOODS

JCPenney

EVELYN BYRD AVENUE

belk

TARGET

KOHL'S

EAST MARKET STREET / U.S. 33

ALDI

SPOTSWOOD COUNTRY CLUB