



EUGENE, OR

MARKET PROFILE 2024

MAJOR RETAILERS Forever 21, H&M, JCPenney, Macy's

RESTAURANTS & ENTERTAINMENT Regal Cinemas, Round 1 Bowling & Amusement,
BJ's Restaurant & Brewhouse, Fuji Japanese Steakhouse, Texas Roadhouse

FOOD COURT 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 814,000 | **BUILT / RENOVATED** 1969 / 1989 / 2019

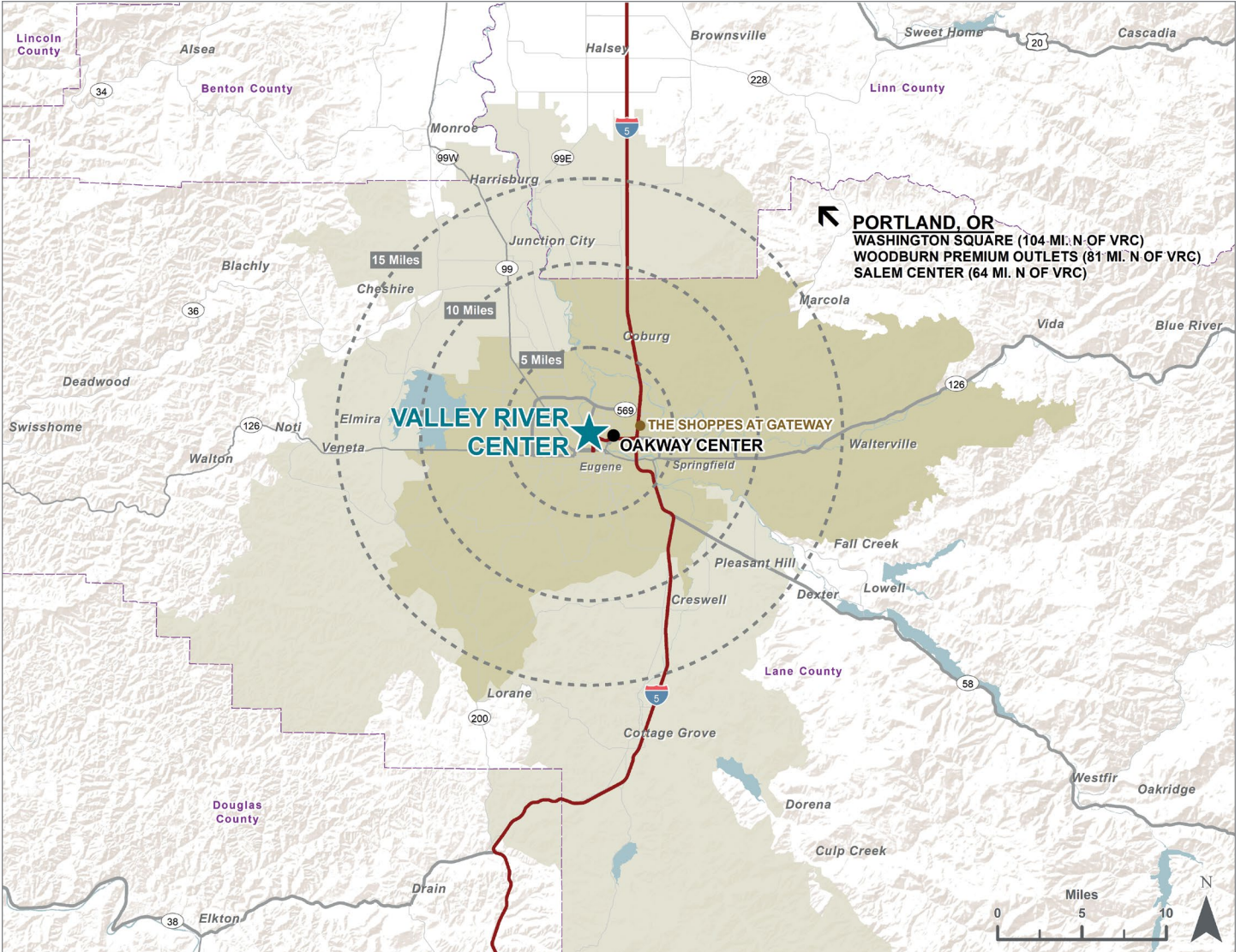
FOR MORE INFORMATION 541-683-5511 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		EUGENE-SPRINGFIELD, OR [MSA]	
2023 Total Population	294,814		357,903		388,866	
2028 Total Population	297,724		361,646		393,024	
2023-2028 Population Growth	1.0%		1.0%		1.1%	
HOUSEHOLDS						
2023 Total Households	121,247		145,429		159,650	
2028 Total Households	123,226		147,842		162,303	
2023-2028 Household Growth	1.6%		1.7%		1.7%	
INCOME						
Average Household Income	\$92,184		\$91,968		\$91,829	
Median Household Income	\$64,201		\$64,786		\$64,442	
Per Capita Income	\$38,147		\$37,558		\$37,890	
HOUSEHOLD INCOME RANGES						
\$50,000 +	74,304	61.3%	89,636	61.6%	98,033	61.4%
\$75,000 +	53,418	44.1%	64,607	44.4%	70,597	44.2%
\$100,000 +	36,507	30.1%	43,679	30.0%	47,524	29.8%
\$150,000 +	15,864	13.1%	18,786	12.9%	20,572	12.9%
AGE						
Median Age	38.8		39.8		41.3	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	78,079	38.4%	89,808	36.0%	97,035	35.2%
White Collar	85,043	61.5%	99,921	60.4%	105,172	59.9%
RACE/ETHNICITY						
White	230,645	78.2%	283,832	79.3%	310,618	79.9%
Black/African American	4,477	1.5%	4,781	1.3%	4,965	1.3%
American Indian	3,616	1.2%	4,414	1.2%	4,848	1.2%
Asian	9,335	3.2%	9,908	2.8%	10,212	2.6%
Pacific Islander	904	0.3%	989	0.3%	1,034	0.3%
Other Race	45,837	15.5%	53,980	15.1%	57,189	14.7%
Hispanic or Latino	33,903	11.5%	39,212	11.0%	40,744	10.5%
Not Hispanic or Latino	260,911	88.5%	318,691	89.0%	348,122	89.5%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	949		6,848		9,524	
Total Employees	11,093		77,412		113,926	
Daytime Population	17,034		156,302		249,603	

TRADE AREA MAP



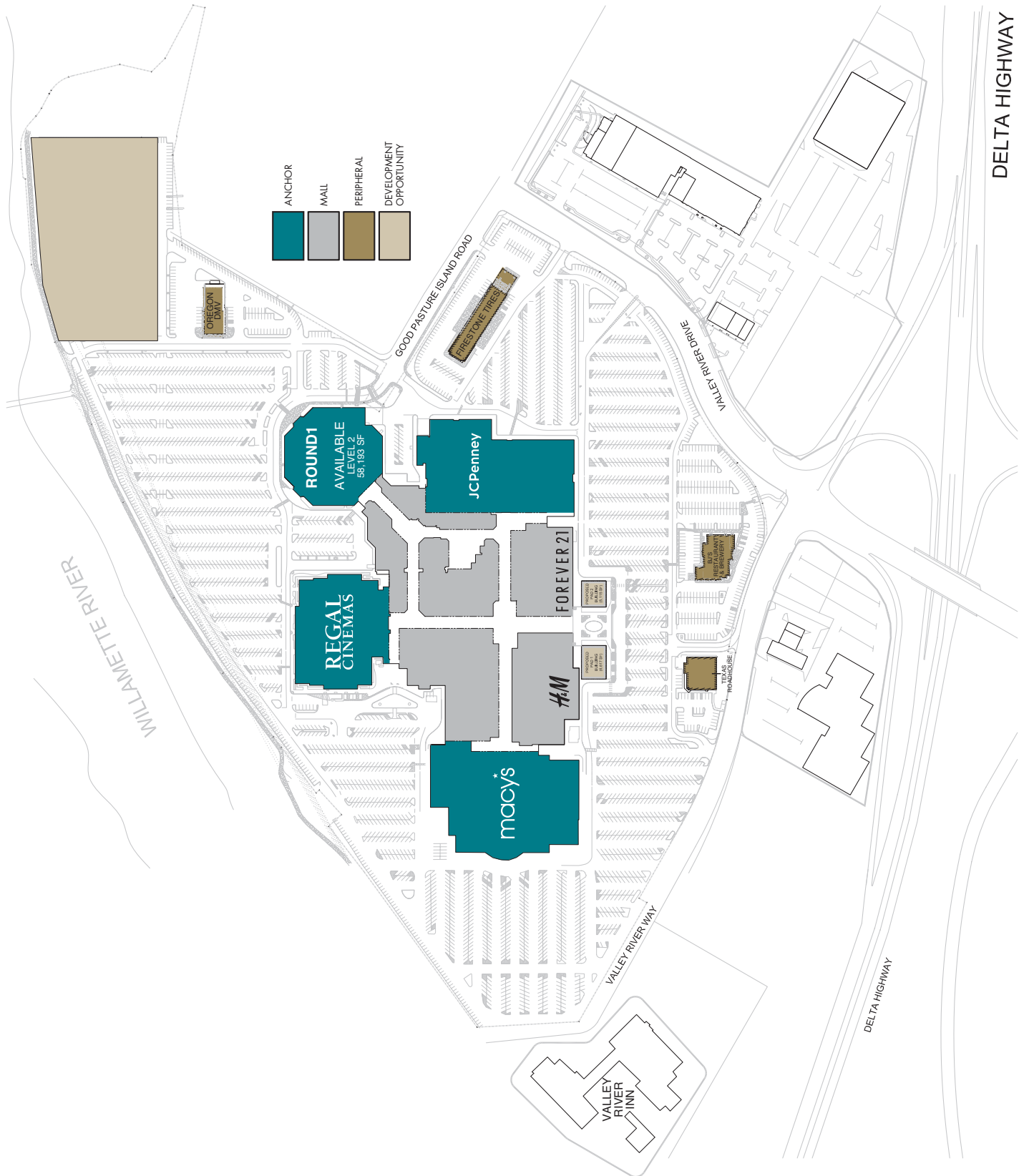
LEGEND

- ★ VALLEY RIVER CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

SHOP TAX-FREE EVERYDAY IN OREGON

BETWEEN 2023 AND 2030, THE ADDITION OF NEARLY **24K NEW JOBS** IS PROJECTED TO LEAD TO A 15% BOOST IN EMPLOYMENT

EUGENE'S AVERAGE **COMMUTE TIME IS 18 MINUTES** COMPARED TO THE NATIONAL AVERAGE OF 26 MINUTES

EUGENE IS THE **3RD MOST POPULATED CITY** IN OREGON AND LANE COUNTY IS THE 4TH MOST POPULATED COUNTY

EUGENE AIRPORT IS THE **2ND BUSIEST AIRPORT** IN OREGON, PROVIDING DAILY SERVICE TO PORTLAND, SEATTLE, PHOENIX, BAY AREA, LOS ANGELES, SALT LAKE, DENVER AND CHICAGO

#1 BEST PLACE FOR YOUNG PROFESSIONALS IN LANE COUNTY
(NICHE, 2023)

\$1.4 BILLION GENERATED IN REVENUE FROM 2023 **TOURISM SPENDING**, WITH AN ESTIMATED \$153.4 MILLION ECONOMIC IMPACT FROM HOSTING THE WORLD ATHLETICS CHAMPIONSHIPS, \$13.6 MILLION ESTIMATED ECONOMIC IMPACT FROM SPORTING EVENTS

ON TRACK TO BE THE **6TH FASTEST** GROWING STATE FOR INTERNATIONAL TOURISM

AMENITIES, ECONOMY, DEMOS, HOUSING AND MORE PLACES EUGENE ON THE TOP 100 BEST PLACES TO LIVE IN THE U.S.

(#31 LIVEABILITY, 2022)

#58 OF 228 HEALTHIEST CITIES IN AMERICA

(NICHE, 2022)



OREGON COUNTRY FAIR IS THE LARGEST NONPROFIT ARTISAN FAIR ON THE WEST COAST AND ATTRACTS OVER **45K PEOPLE** TO THE AREA OVER 3 DAYS

BIRTHPLACE OF NIKE AND KNOWN AS “TRACK TOWN USA”

THE SURROUNDING AREA IS HOME TO MORE THAN **70K STUDENTS** WHO ATTEND NEARBY COLLEGES AND UNIVERSITIES

THE UNIVERSITY OF OREGON HOSTS ANNUAL NATIONAL AND INTERNATIONAL TRACK AND FIELD EVENTS AT HISTORIC HAYWARD FIELD, INCLUDING THE 2022 WORLD CHAMPIONSHIPS

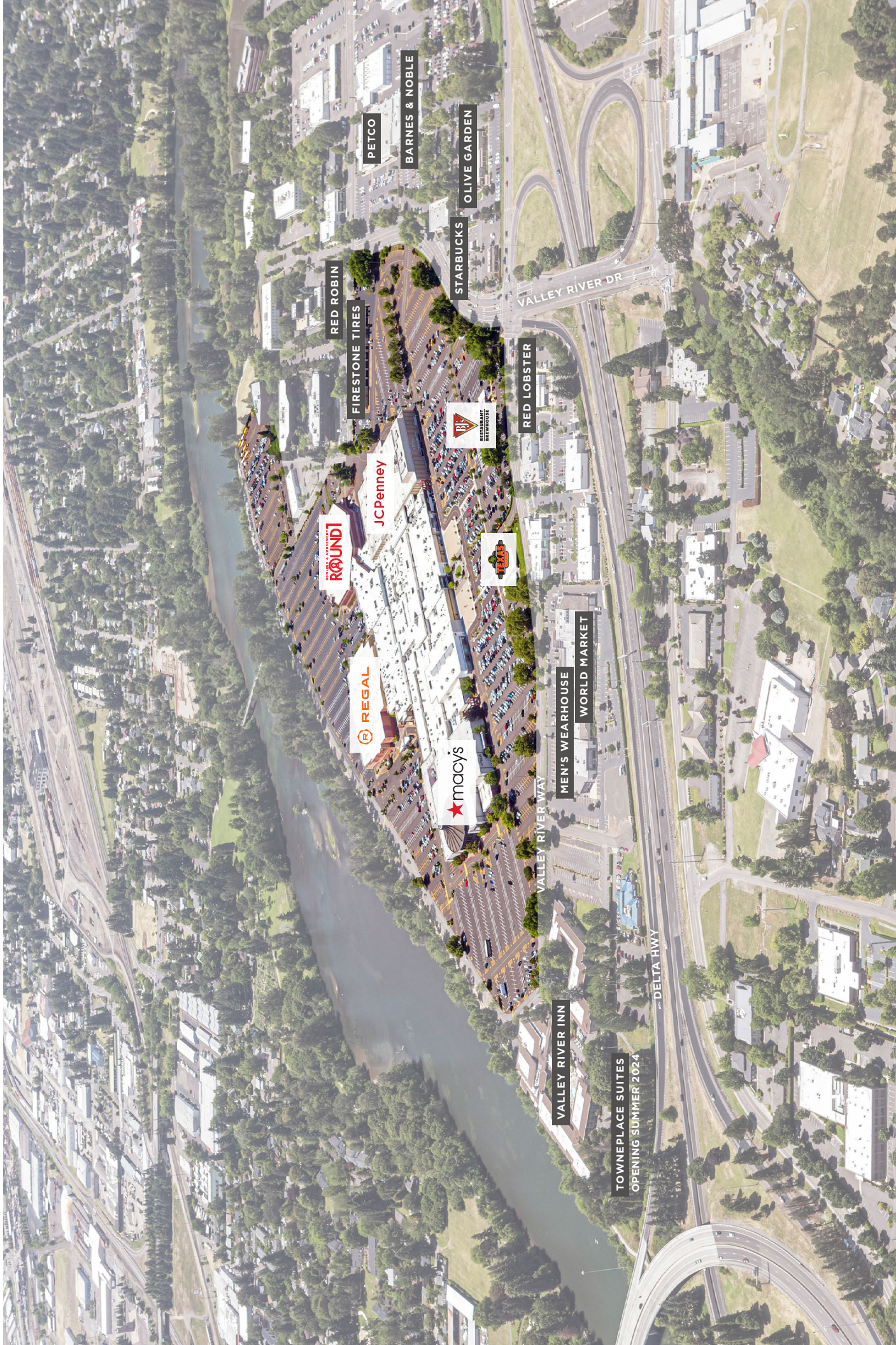
YEARLY SALES

JAN	7.3%	MAY	7.5%	SEP	8.7%
FEB	7.6%	JUN	8.3%	OCT	7.8%
MAR	8.5%	JUL	7.9%	NOV	8.1%
APR	7.7%	AUG	8.6%	DEC	12.0%



MAJOR RETAILERS INCLUDE:

- MACY'S
- JCPENNEY
- ROUND1
- REGAL CINEMAS
- BJ'S RESTAURANT & BREWERY
- TEXAS ROADHOUSE
- AMERICAN EAGLE OUTFITTERS
- BATH & BODY WORKS
- BUCKLE
- COTTON ON
- FOOT LOCKER
- FUJI STEAKHOUSE
- FOREVER 21
- H&M
- HOLLISTER
- LOFT
- PACSUN
- SUNGLASS HUT
- TILLY'S
- VICTORIA'S SECRET



ROUND1

REGAL

JCPenney

macy's

RED ROBIN

FIRESTONE TIRES

PETCO

BARNES & NOBLE

STARBUCKS

OLIVE GARDEN

RED LOBSTER

VALLEY RIVER DR

VALLEY RIVER WAY

VALLEY RIVER INN

MEN'S WEARHOUSE

WORLD MARKET

TOWNEPLACE SUITES
OPENING SUMMER 2024

DELTA HWY