



VINTAGE
FAIRE
MODESTO, CA

MARKET PROFILE 2021

MAJOR RETAILERS Dick's Sporting Goods, Furniture City, JCPenney,
Macy's Women & Children, Macy's Men & Home

RESTAURANTS & ENTERTAINMENT BJ's Restaurant & Brewhouse, Buckhorn Grill, Buffalo Wild Wings Grill & Bar,
Chili's Grill & Bar, Chipotle Mexican Grill, Dave & Busters, Johnny Carino's, Mimi's Bistro + Bakery,
Panera Bread, Stonefire Pizza by MidiCi | **FOOD COURT** 8 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 880,000 | **BUILT / RENOVATED** 1977 / 2008

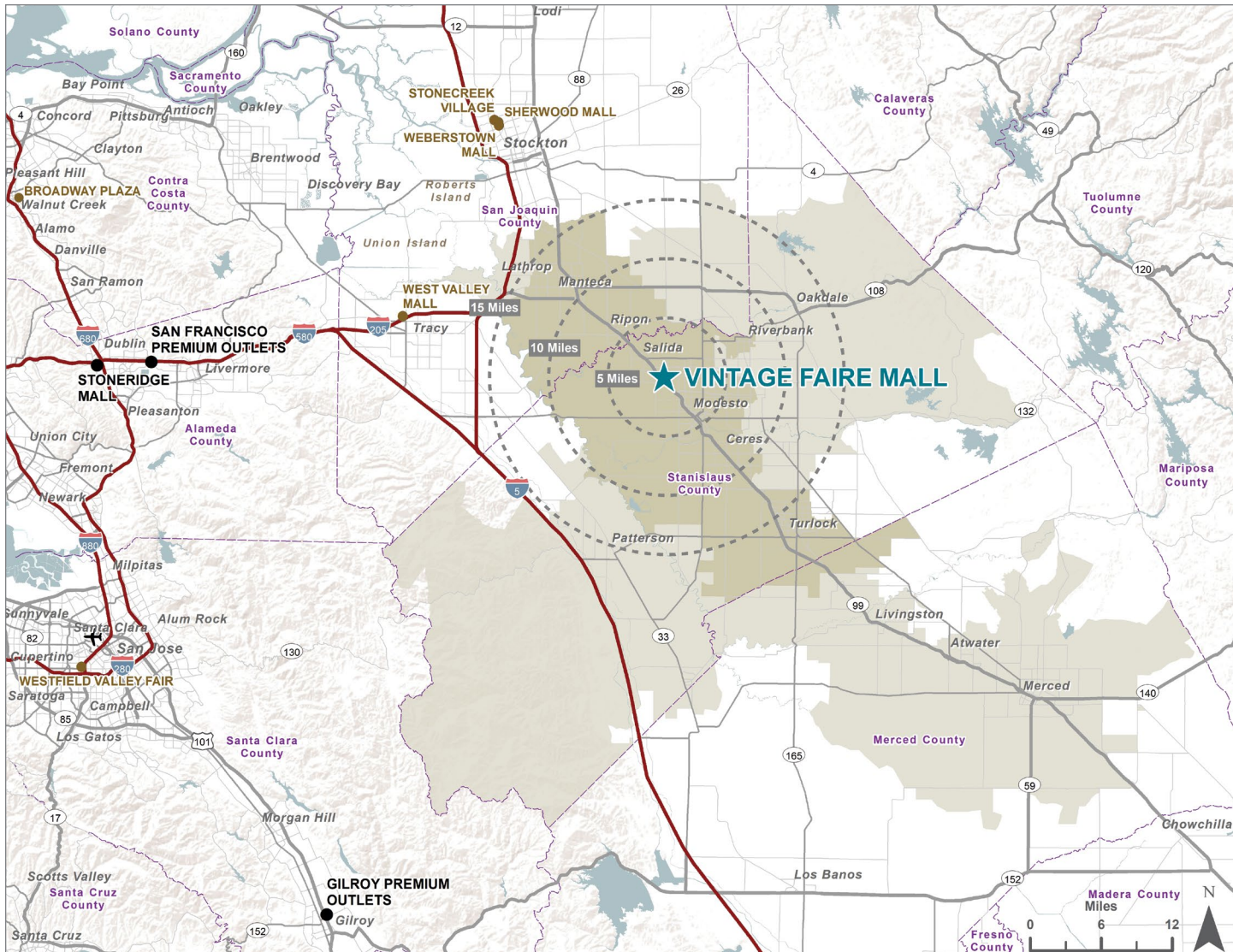
FOR MORE INFORMATION 209-408-1850 | Macerich.com








DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		MODESTO, CA [MSA]	
2020 Total Population	532,347		874,513		549,370	
2025 Total Population	550,728		905,387		566,297	
2020-2025 Population Growth	3.5%		3.5%		3.1%	
HOUSEHOLDS						
2020 Total Households	171,130		274,186		175,240	
2025 Total Households	176,625		283,356		180,308	
2020-2025 Household Growth	3.2%		3.3%		2.9%	
INCOME						
Average Household Income	\$84,232		\$83,486		\$82,342	
Median Household Income	\$61,850		\$61,973		\$60,160	
Per Capita Income	\$27,098		\$26,250		\$26,299	
HOUSEHOLD INCOME RANGES						
\$50,000 +	104,053	60.8%	166,721	60.8%	104,693	59.7%
\$75,000 +	71,663	41.9%	115,210	42.0%	70,868	40.4%
\$100,000 +	49,452	28.9%	78,361	28.6%	49,368	28.2%
\$150,000 +	21,416	12.5%	33,285	12.1%	20,620	11.8%
AGE						
Median Age	34.5		33.6		34.2	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	64,507	18.6%	99,904	17.8%	64,271	18.1%
White Collar	104,785	52.5%	162,601	50.7%	106,051	51.4%
RACE / ETHNICITY						
White	320,768	60.3%	517,016	59.1%	336,236	61.2%
Black	17,891	3.4%	29,427	3.4%	16,534	3.0%
American Indian	6,240	1.2%	10,627	1.2%	6,411	1.2%
Asian	35,436	6.7%	62,369	7.1%	31,002	5.6%
Pacific Islander	4,061	0.8%	5,580	0.6%	4,093	0.7%
Other Race	147,952	27.8%	249,493	28.5%	155,094	28.2%
Hispanic or Latino	247,519	46.5%	428,623	49.0%	265,023	48.2%
Not Hispanic or Latino	284,828	53.5%	445,890	51.0%	284,347	51.8%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	544		2,260		6,909	
Total Employees	6,836		24,368		71,781	
Daytime Population	14,519		73,699		161,608	

TRADE AREA MAP



LEGEND

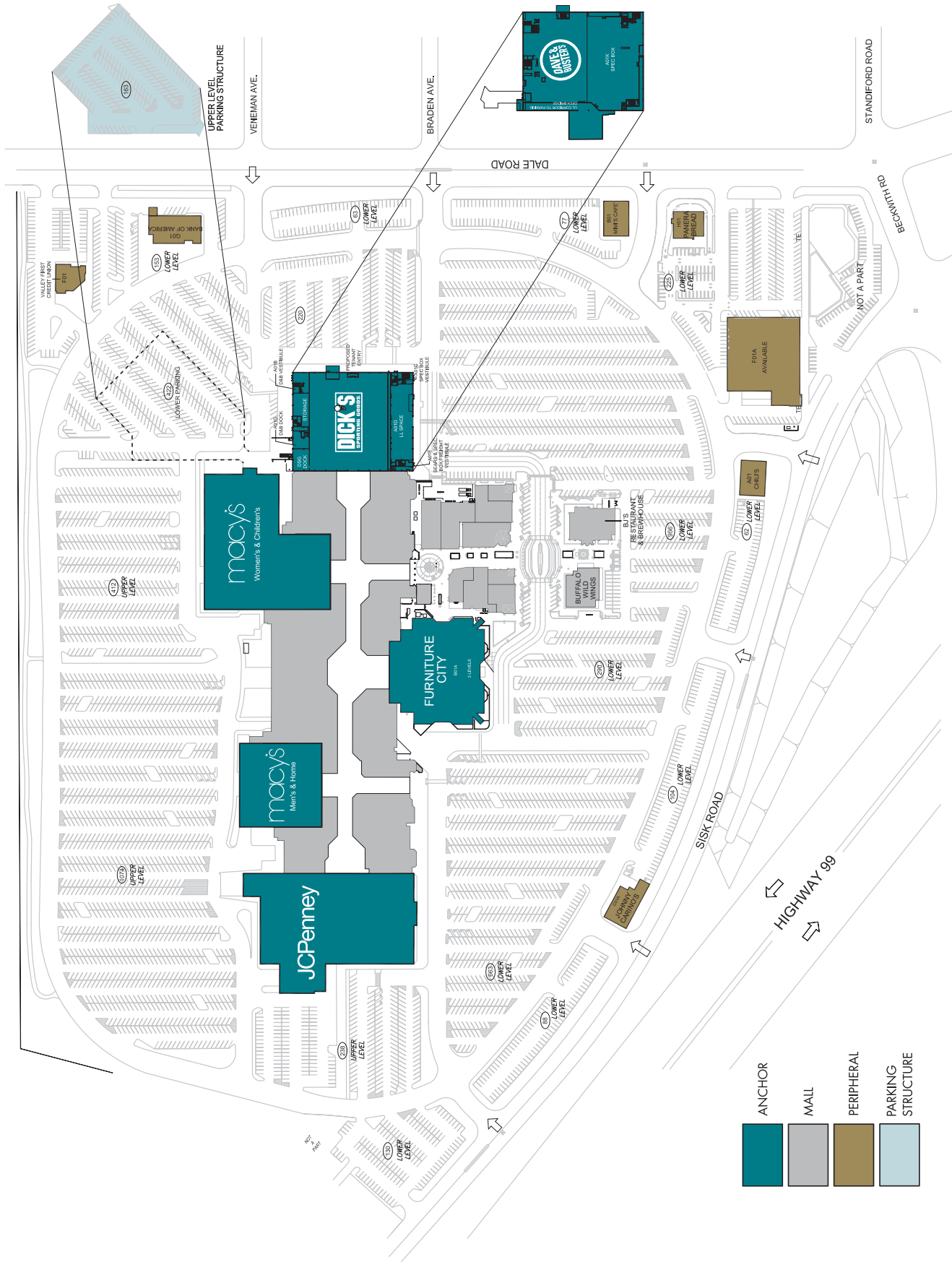
-  VINTAGE FAIRE MALL
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



UPDATED 3/21



MARKET FACT SHEET

MODESTO IS CENTRALLY LOCATED

IN THE SAN JOAQUIN VALLEY,
ONE OF THE MOST FERTILE
AGRICULTURAL AREAS IN THE U.S.
PRODUCING DAIRY, NUTS (HOME TO
BLUE DIAMOND ALMONDS), FRUITS,
WINE GRAPES (GALLO WINE) AND
POULTRY (FOSTER FARMS)

INTERNATIONALLY RECOGNIZED
CITY OF MODESTO'S
**GRAFFITI SUMMER & AMERICAN
GRAFFITI CELEBRATION**
WITH MORE THAN 1,200
CUSTOM CARS AND
THOUSANDS OF ATTENDEES

DOWNTOWN MODESTO

- VARIETY OF RESTAURANTS AND NIGHT LIFE
- UNDERGOING A REVITALIZATION
- YEAR-ROUND ART WALK
- SEVERAL FESTIVALS AND EVENTS

WORLD'S LARGEST WINERY,
E&J GALLO WINERY STILL CALLS
MODESTO HOME AND PRODUCES OVER
177,000 GALLONS OF WINE ANNUALLY

NEW DEVELOPMENT

2 MILES FROM THE CENTER

96 UNIT MARRIOTT RESIDENCE
INN OPENED APRIL 2018

2 SENIOR CARE HOUSING
COMMUNITIES EMPLOYING
NEARLY 100 PEOPLE

HOME OF THE MODESTO
NUTS, A MINOR LEAGUE
PROFESSIONAL
BASEBALL TEAM
AND 2017'S
**CALIFORNIA LEAGUE
CHAMPIONS**



WITHIN 2 MILES OF VINTAGE FAIR

- 10 HOTELS ARE LOCATED
WITH 1,000 ROOMS
- 40,000 DAYTIME EMPLOYEES
- \$374,000 AVERAGE HOME VALUE

21 COLLEGES AND UNIVERSITIES WITHIN STANISLAUS COUNTY/
SAN JOAQUIN ACCOUNT FOR **OVER 95,000 STUDENTS**

VALLEY CHILDREN'S HOSPITAL **\$25 MILLION** SPECIALTY CARE CENTER
LOCATED 1 MILE FROM VINTAGE FAIRE IS NOW OPEN

MODESTO HAS 76 PARKS SPORTS AND RECREATION ARE A KEY
LIFESTYLE COMPONENT IN MODESTO WITH DOZENS OF FIELDS AND
GOLF COURSES AND MORE THAN 15 MILES OF BIKE PATHS INCLUDING
THE RAPIDLY LENGTHENING PAN CITY VIRGINIA CORRIDOR TRAILWAY



VINTAGE FAIR

- 1 MACY'S WOMEN'S & CHILDREN
- 2 MACY'S MEN'S & HOME
- 3 JCPENNEY
- 4 DICK'S SPORTING GOODS
- 5 DAVE & BUSTERS

- 6 FURNITURE CITY
- 7 BUCKHORN GRILL
- 8 CHIPOTLE MEXICAN GRILL
- 9 STONE FIRE PIZZA BY MIDICI
- 10 BJ'S RESTAURANT | BREWHOUSE

- 11 BUFFALO WILD WINGS
- 12 VALLEY FIRST CREDIT UNION
- 13 BANK OF AMERICA
- 14 MIMI'S BISTRO & BAKERY
- 15 PANERA BREAD

- 16 AVAILABLE
- 17 CHILI'S
- 18 CARINO'S ITALIAN

