



VINTAGE
FAIRE
MODESTO, CA

MARKET PROFILE 2022

MAJOR RETAILERS Bob's Discount Furniture, Dave & Buster's, 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, Johnny Carino's, Mimi's Bistro + Bakery, Panera Bread, Stonefire Pizza by MidiCi | **FOOD COURT** 8 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 915,000 | **BUILT / RENOVATED** 1977 / 2008

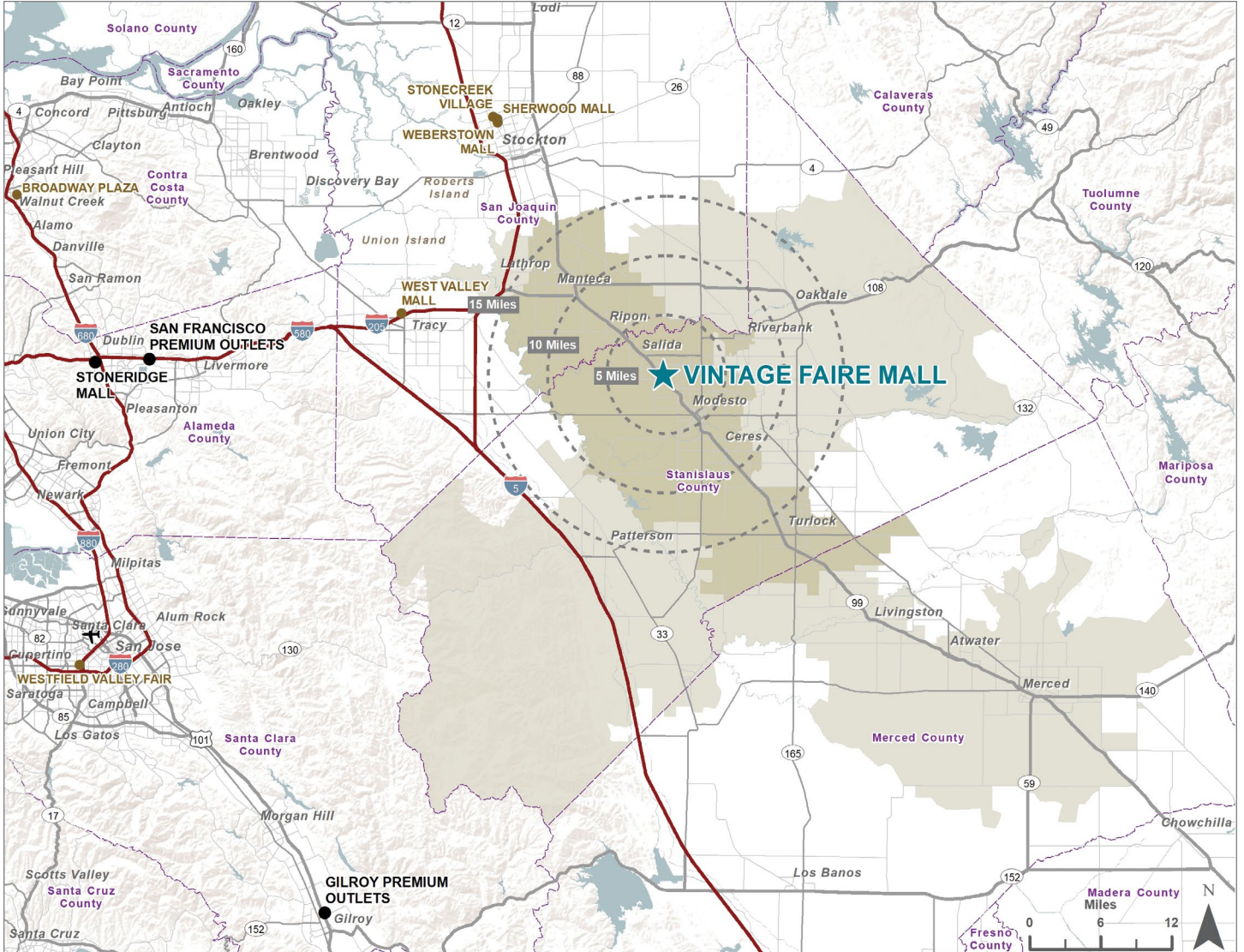
FOR MORE INFORMATION 209-408-1850 | Macerich.com








DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		MODESTO, CA [MSA]	
2021 Total Population	532,116		878,239		546,055	
2026 Total Population	548,528		906,426		560,523	
2021-2026 Population Growth	3.1%		3.2%		2.6%	
HOUSEHOLDS						
2021 Total Households	171,354		275,690		174,571	
2026 Total Households	176,399		284,248		179,015	
2021-2026 Household Growth	2.9%		3.1%		2.5%	
INCOME						
Average Household Income	\$84,014		\$84,019		\$81,812	
Median Household Income	\$65,042		\$64,320		\$63,145	
Per Capita Income	\$27,081		\$26,434		\$26,195	
HOUSEHOLD INCOME RANGES						
\$50,000 +	107,927	63.0%	172,641	62.6%	107,562	61.6%
\$75,000 +	75,606	44.1%	120,161	43.6%	74,829	42.9%
\$100,000 +	50,783	29.6%	80,992	29.4%	49,482	28.3%
\$150,000 +	20,395	11.9%	33,741	12.2%	19,121	11.0%
AGE						
Median Age	34.7		33.8		34.4	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	65,872	18.9%	102,921	18.2%	65,367	18.3%
White Collar	116,373	53.1%	181,568	51.6%	116,886	52.2%
RACE / ETHNICITY						
White	317,701	59.7%	514,911	58.6%	331,492	60.7%
Black	18,209	3.4%	29,899	3.4%	16,751	3.1%
American Indian	6,223	1.2%	10,661	1.2%	6,362	1.2%
Asian	36,246	6.8%	63,388	7.2%	31,261	5.7%
Pacific Islander	4,114	0.8%	5,674	0.6%	4,096	0.8%
Other Race	149,624	28.1%	253,706	28.9%	156,093	28.6%
Hispanic or Latino	250,163	47.0%	436,091	49.7%	266,862	48.9%
Not Hispanic or Latino	281,953	53.0%	442,148	50.3%	279,193	51.1%
EMPLOYMENT / DAYTIME POPULATION						
1 MILE						
Total Businesses	558		2,267		6,870	
Total Employees	7,118		25,844		75,028	
Daytime Population	14,770		73,754		162,040	

TRADE AREA MAP



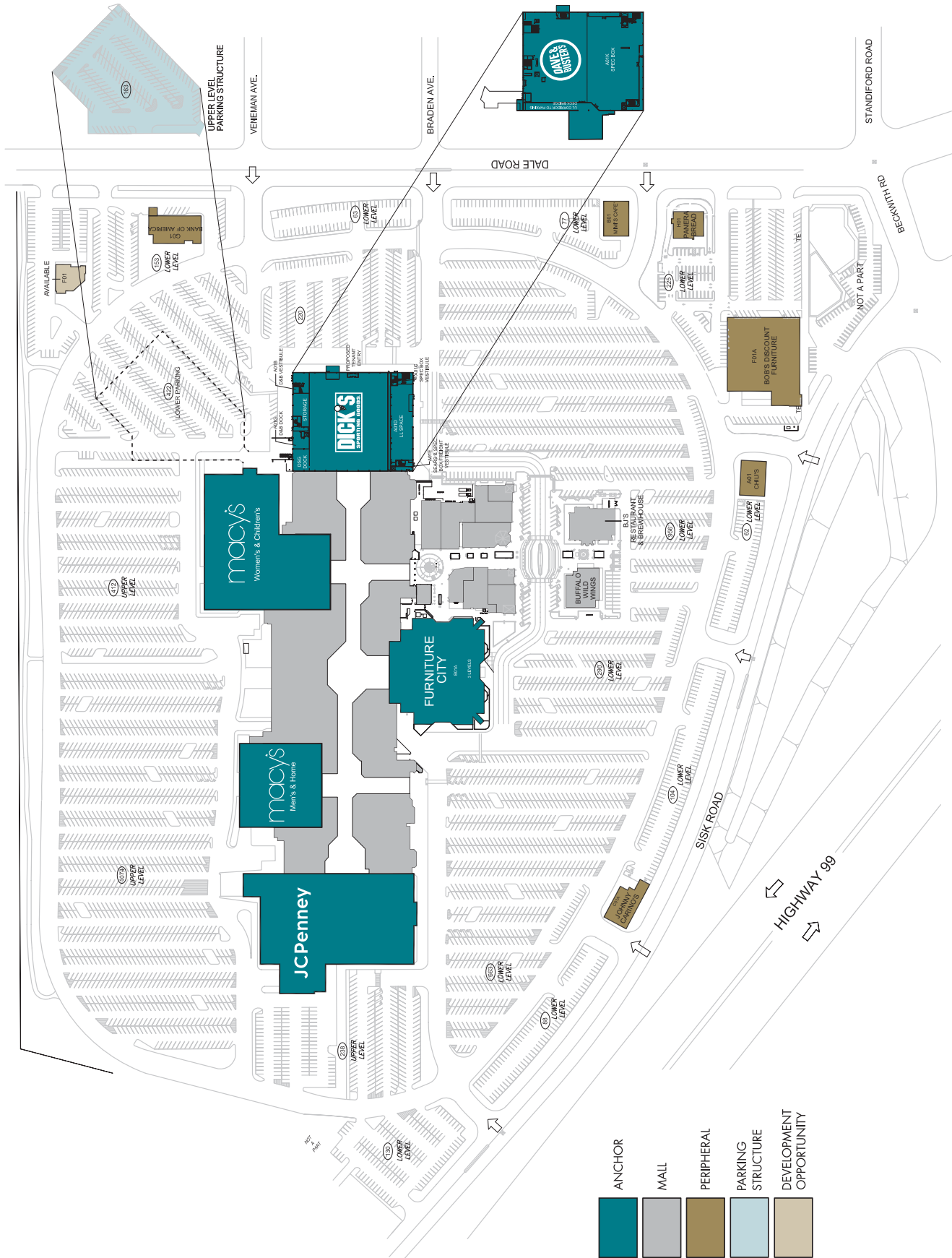
LEGEND

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



10% PCW

UPDATED 3/22



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 FIRE

MAJOR RETAILERS INCLUDE:

DICK'S SPORTING GOODS
DAVE & BUSTERS
FURNITURE CITY
MACY'S MEN'S & HOME

MACY'S WOMEN'S & CHILDREN
JCPENNEY
BOB'S DISCOUNT FURNITURE
BANK OF AMERICA

BJ'S RESTAURANT | BREWHOUSE
BUCKHORN GRILL
BUFFALO WILD WINGS
CARINO'S ITALIAN

CHILI'S
CHIPOTLE MEXICAN GRILL
MIMI'S BISTRO & BAKERY
PANERA BREAD

STONE FIRE
PIZZA BY MIDICI

NORTH



CVS

BIG 5 SPORTING GOODS

TRADER JOE'S

WELLS FARGO

SIZZLER

CHASE BANK

TEXAS ROADHOUSE

BOB'S FURNITURE

FURNITURE CITY

macy's

DICK'S

macy's

JCPenney

HIGHWAY 99

BECKWITH ROAD

SISK ROAD

DALE ROAD

STANDIFORD AVENUE