



VINTAGE
FAIRE
MODESTO, CA

MARKET PROFILE 2023

MAJOR RETAILERS Apple, Bob's Discount Furniture, Dave & Buster's, Dick's Sporting Goods, Furniture City, JCPenney, Macy's Women's & Children, Macy's Men's & Home

RESTAURANTS & ENTERTAINMENT BJ's Restaurant & Brewhouse, Buffalo Wild Wings, Chili's Grill & Bar, Chipotle Mexican Grill, Johnny Carino's, Mimi's Cafe, Panera Bread, Stone Fire Pizza by MidiCi

FOOD COURT 9 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 917,000 | **BUILT / RENOVATED** 1977 / 2008

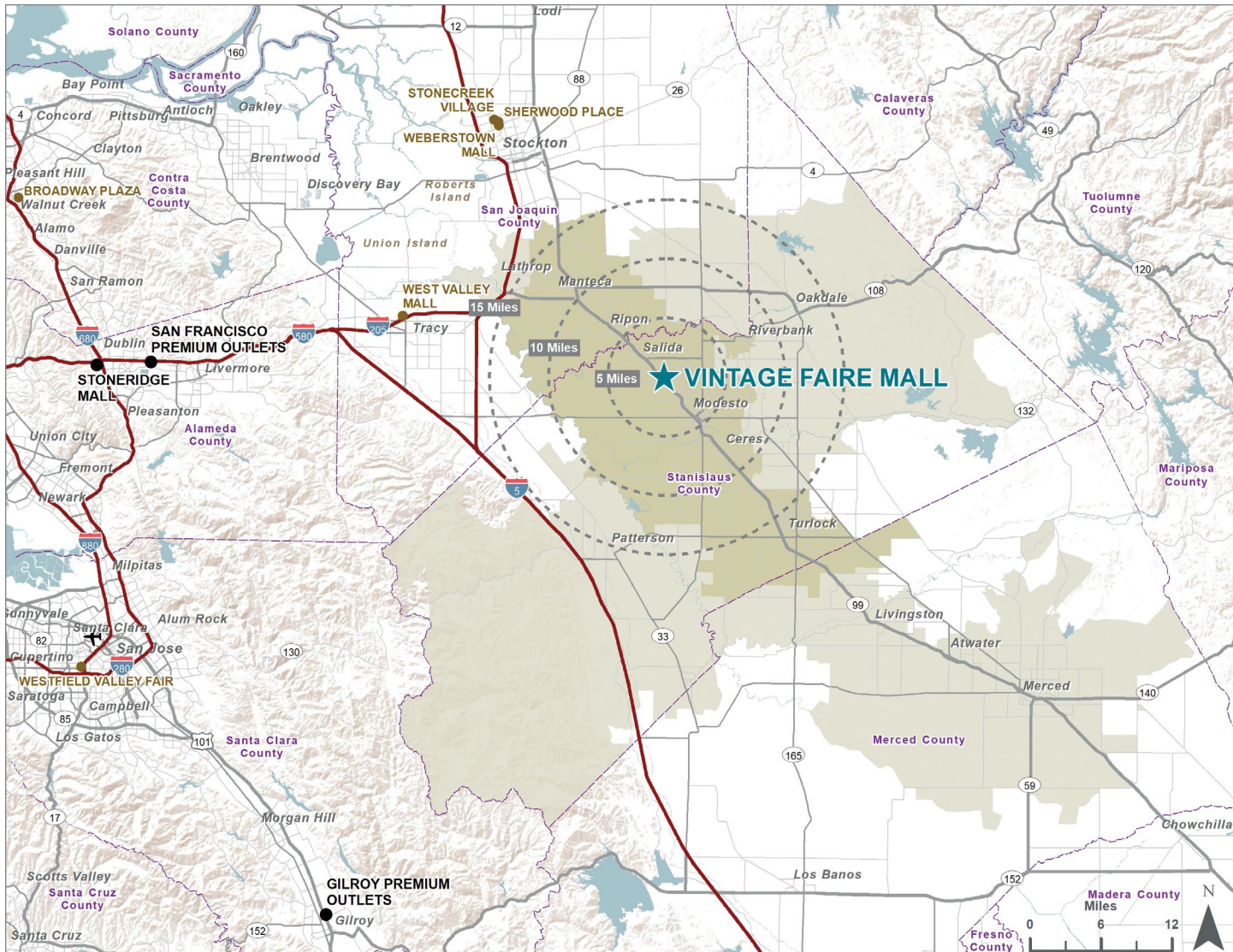
FOR MORE INFORMATION 209-408-1850 | Macerich.com








DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		MODESTO, CA [MSA]	
2022 Total Population		539,205		894,358		555,745	
2027 Total Population		542,707		903,538		556,723	
2022-2027 Population Growth		0.6%		1.0%		0.2%	
HOUSEHOLDS							
2022 Total Households		173,917		281,596		177,597	
2027 Total Households		174,863		284,250		177,804	
2022-2027 Household Growth		0.5%		0.9%		0.1%	
INCOME							
Average Household Income		\$96,264		\$97,159		\$93,765	
Median Household Income		\$71,299		\$71,478		\$69,266	
Per Capita Income		\$31,062		\$30,642		\$29,990	
HOUSEHOLD INCOME RANGES							
\$50,000 +		115,408	66.4%	187,344	66.5%	115,724	65.2%
\$75,000 +		83,519	48.0%	135,488	48.1%	83,241	46.9%
\$100,000 +		58,787	33.8%	95,804	34.0%	57,754	32.5%
\$150,000 +		25,808	14.8%	43,663	15.5%	24,411	13.7%
AGE							
Median Age		34.8		34.0		34.6	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		72,625	21.0%	114,508	20.3%	72,485	20.4%
White Collar		110,894	45.7%	177,345	45.1%	115,351	45.9%
RACE/ETHNICITY							
White		241,006	44.7%	385,957	43.2%	252,916	45.5%
Black/African American		17,115	3.2%	29,779	3.3%	15,982	2.9%
American Indian		10,516	2.0%	18,286	2.0%	10,882	2.0%
Asian		46,415	8.6%	79,634	8.9%	36,240	6.5%
Pacific Islander		4,395	0.8%	5,986	0.7%	4,338	0.8%
Other Race		219,759	40.8%	374,714	41.9%	235,387	42.4%
Hispanic or Latino		249,826	46.3%	434,010	48.5%	269,028	48.4%
Not Hispanic or Latino		289,379	53.7%	460,348	51.5%	286,717	51.6%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		508		2,409		7,248	
Total Employees		6,322		25,602		72,952	
Daytime Population		14,606		74,237		167,894	

TRADE AREA MAP



LEGEND

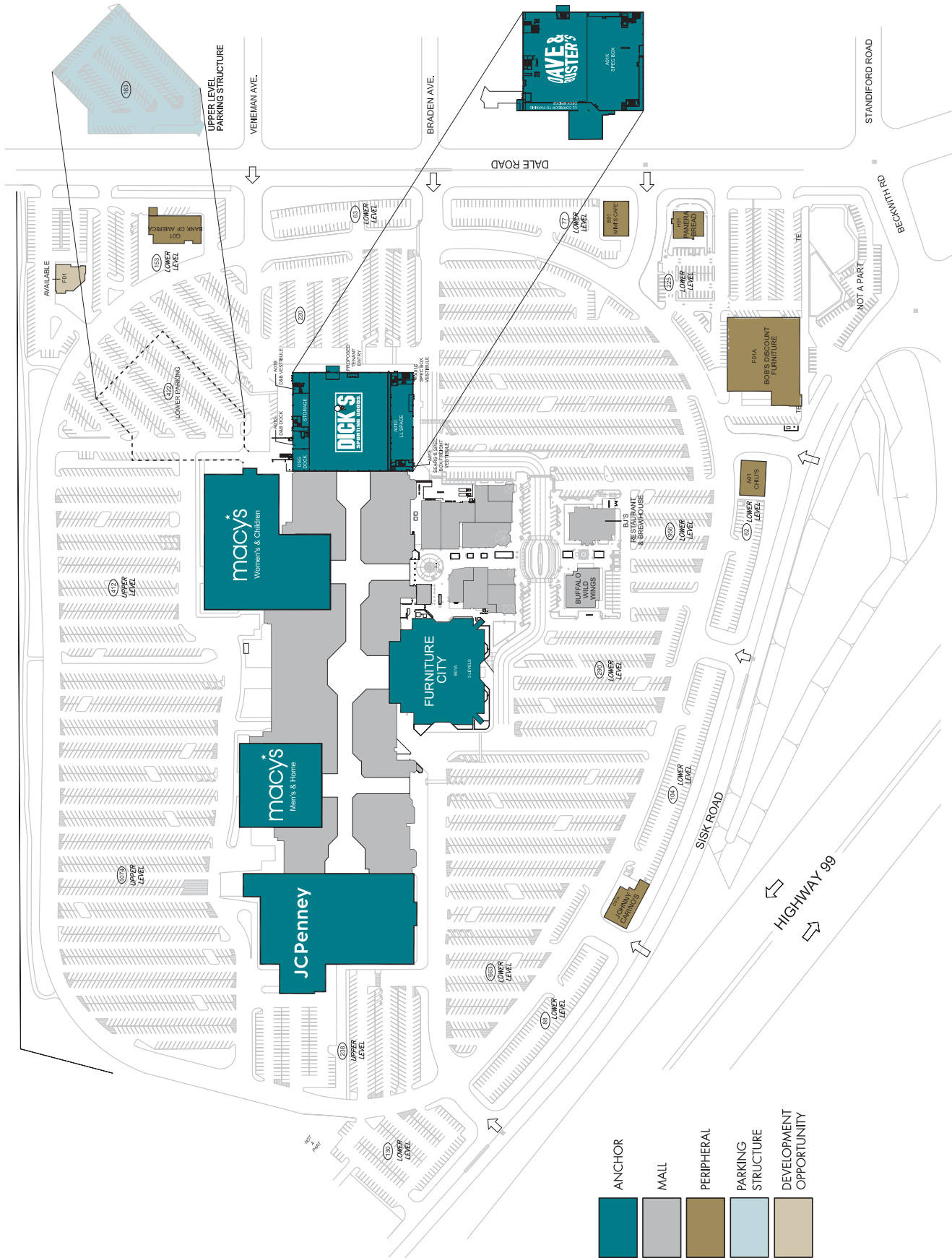
-  VINTAGE FAIRE MALL
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



SITE PLAN



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

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

DOWNTOWN MODESTO

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

THE **GALLO CENTER FOR THE ARTS**
PERFORMING ARTS CENTER

NEW DEVELOPMENT

2 MILES FROM THE CENTER

2 SENIOR CARE HOUSING
COMMUNITIES EMPLOYING
NEARLY 100 PEOPLE

VALLEY VENTURES DEVELOPING
20 ACRES ACROSS FROM KAISER
MODESTO MEDICAL CENTER
WITH A MEDICAL COMPLEX,
ASSISTED-LIVING FACILITY,
HOTEL AND RESTAURANT

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

**MODESTO CHILDREN'S
MUSEUM** OPENING IN 2023



WITHIN 2 MILES OF VINTAGE FAIR

– 10 HOTELS ARE LOCATED
WITH 1,000 ROOMS

– 41,000 DAYTIME EMPLOYEES

– \$425,000 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

MAJOR RETAILERS INCLUDE:

- | | | | | |
|-----------------------|---------------------------|-----------------------------|------------------------|----------------------------|
| APPLE | JCPENNEY | BANK OF AMERICA | CHIPOTLE MEXICAN GRILL | MIMI'S CAFE |
| DAVE & BUSTER'S | MACY'S MEN'S & HOME | BJ'S RESTAURANT & BREWHOUSE | COTTON ON | PANERA BREAD |
| DICK'S SPORTING GOODS | MACY'S WOMEN'S & CHILDREN | BUFFALO WILD WINGS | G BY GUESS | PINK |
| FURNITURE CITY | BOB'S DISCOUNT FURNITURE | CHILI'S GRILL & BAR | JOHNNY CARINO'S | STONE FIRE PIZZA BY MIDICI |



NORTH

