



V I N T A G E  
F A I R E  
MODESTO, CA

## MARKET PROFILE 2024

**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 Bistro + Bakery, Panera Bread

**FOOD COURT** 10 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 916,000 | **BUILT / RENOVATED** 1977 / 2008

**FOR MORE INFORMATION** 209-408-1850 | [Macerich.com](http://Macerich.com)

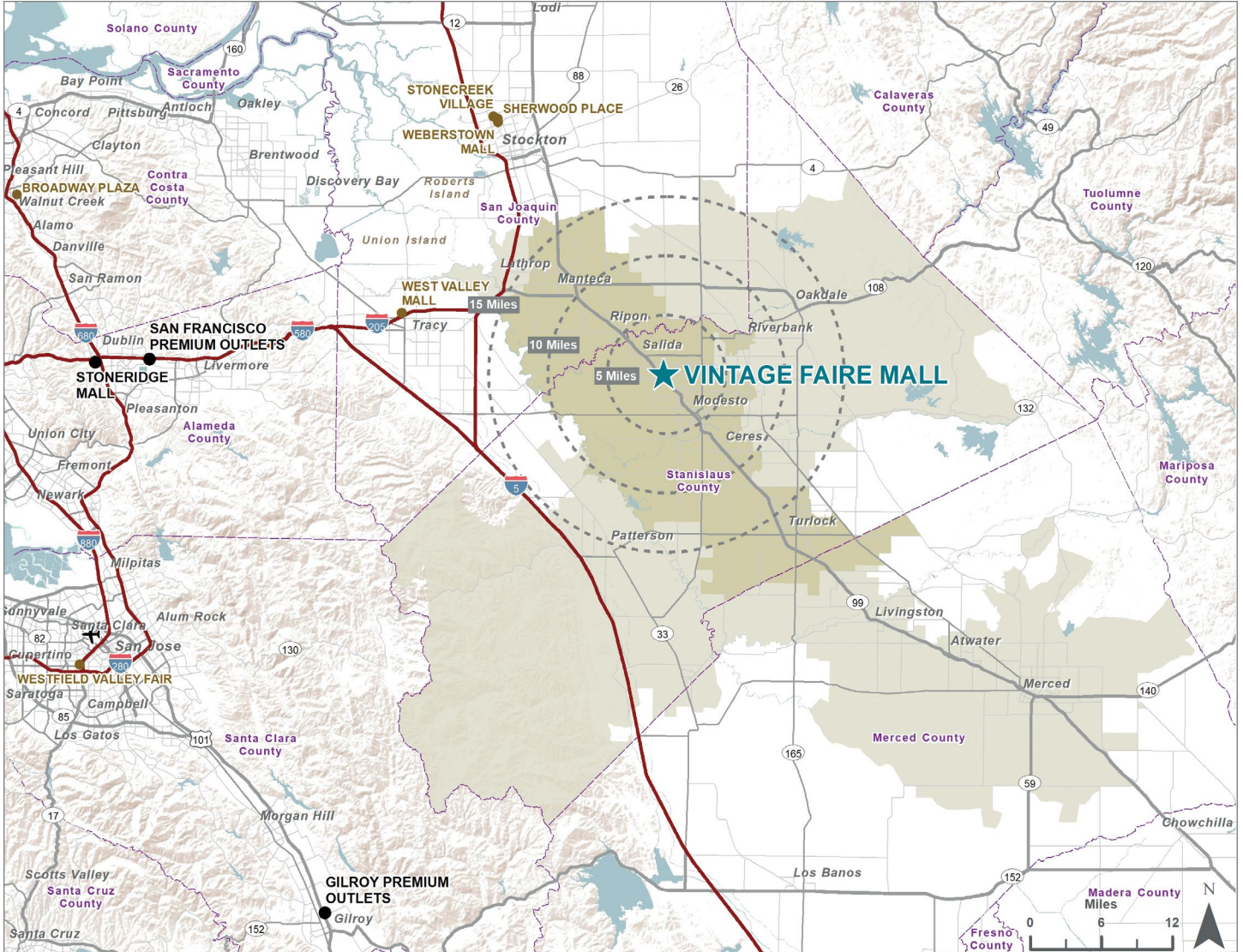


# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		MODESTO, CA [MSA]	
2023 Total Population	542,557		904,694		557,562	
2028 Total Population	546,703		911,710		558,525	
2023-2028 Population Growth	0.8%		0.8%		0.2%	
HOUSEHOLDS						
2023 Total Households	175,416		285,478		178,604	
2028 Total Households	177,195		288,518		179,466	
2023-2028 Household Growth	1.0%		1.1%		0.5%	
INCOME						
Average Household Income	\$103,949		\$101,299		\$102,886	
Median Household Income	\$77,125		\$74,569		\$76,031	
Per Capita Income	\$33,627		\$32,010		\$32,982	
HOUSEHOLD INCOME RANGES						
\$50,000 +	122,281	69.7%	193,689	67.8%	123,217	69.0%
\$75,000 +	90,389	51.5%	142,111	49.8%	90,620	50.7%
\$100,000 +	66,292	37.8%	104,940	36.8%	66,548	37.3%
\$150,000 +	31,679	18.1%	50,211	17.6%	30,922	17.3%
AGE						
Median Age	35.1		34.2		34.8	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	72,362	20.2%	115,529	19.7%	72,423	19.8%
White Collar	118,112	50.3%	188,465	49.2%	119,379	49.4%
RACE/ETHNICITY						
White	237,715	43.8%	382,750	42.3%	249,360	44.7%
Black/African American	17,458	3.2%	30,631	3.4%	16,164	2.9%
American Indian	10,430	1.9%	18,147	2.0%	10,754	1.9%
Asian	47,305	8.7%	82,236	9.1%	36,567	6.6%
Pacific Islander	4,359	0.8%	5,965	0.7%	4,274	0.8%
Other Race	225,289	41.5%	384,964	42.6%	240,443	43.1%
Hispanic or Latino	258,530	47.7%	449,945	49.7%	277,416	49.8%
Not Hispanic or Latino	284,027	52.3%	454,749	50.3%	280,146	50.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	511		2,356		7,098	
Total Employees	6,586		25,996		74,332	
Daytime Population	14,524		73,522		169,457	



# TRADE AREA MAP

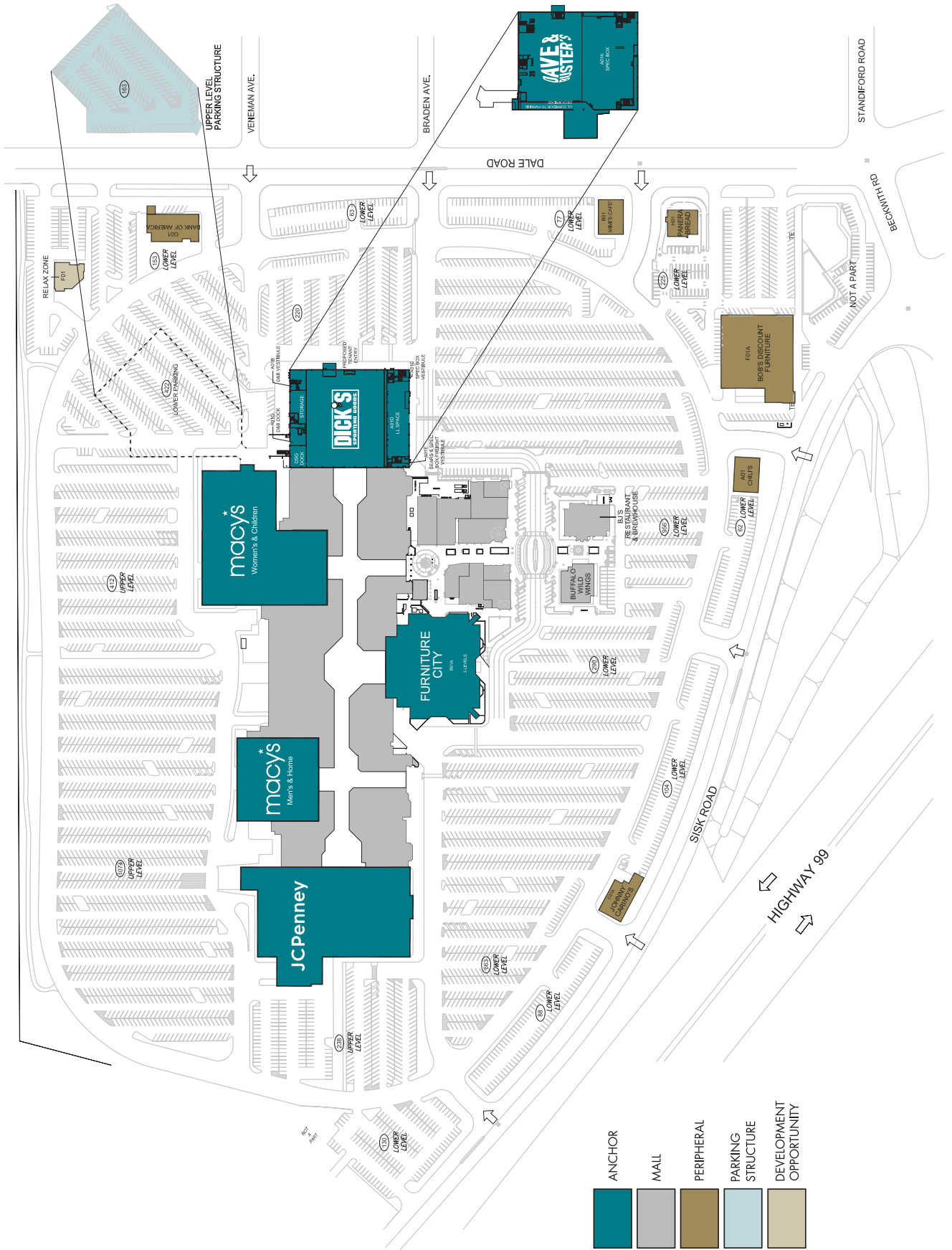


## LEGEND

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



# SITE PLAN



- ANCHOR
- MAIL
- PERIPHERAL
- PARKING STRUCTURE
- DEVELOPMENT OPPORTUNITY

# 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 177K GALLONS OF WINE ANNUALLY

## DOWNTOWN MODESTO

- VARIETY OF RESTAURANTS AND NIGHT LIFE
- UNDERGOING A REVITALIZATION
- YEAR-ROUND ART WALK
- SEVERAL FESTIVALS AND EVENTS
- NEWLY OPENED: CHILDREN'S MUSEUM

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 2023'S **CALIFORNIA LEAGUE CHAMPIONS**



## WITHIN 2 MILES OF VINTAGE FAIR

– 11 HOTELS ARE LOCATED WITH 1K ROOMS

– 41K DAYTIME EMPLOYEES

– \$450K AVERAGE HOME VALUE

## HIGH PERCENTAGE OF "SUPER COMMUTERS"

– THOSE WHO TRAVEL MORE THAN 90 MINUTES EACH WAY TO WORK — MODESTO AREA IS 2ND HIGHEST IN THE COUNTRY

21 COLLEGES AND UNIVERSITIES WITHIN STANISLAUS COUNTY/ SAN JOAQUIN ACCOUNT FOR **OVER 95K 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





# VIN TAGE F A I R E

## MAJOR RETAILERS INCLUDE:

- |                       |                           |                             |                        |                        |
|-----------------------|---------------------------|-----------------------------|------------------------|------------------------|
| APPLE                 | JCPENNEY                  | BANK OF AMERICA             | CHIPOTLE MEXICAN GRILL | MIMI'S BISTRO + BAKERY |
| 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        |                        |



NORTH



CVS

BIG 5 SPORTING GOODS

TRADER JOE'S

TEXAS ROADHOUSE

WELLS FARGO

SIZZLER

DALE ROAD

STANDFORD AVENUE

BECKWITH ROAD

HIGHWAY 99

SISK ROAD

BOB'S FURNITURE

