



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

## MARKET PROFILE 2025

**MAJOR RETAILERS** Apple, Bob's Discount Furniture, DICK'S Sporting Goods, Furniture City, JCPenney, Macy's Women's & Children, Macy's Men's & Home, Miniso, Sephora

**RESTAURANTS & ENTERTAINMENT** BJ's Restaurant & Brewhouse, Buffalo Wild Wings, Chili's Grill & Bar, Chipotle Mexican Grill, Dave & Buster's, Famous Dave's BBQ, Johnny Carino's, Mimi's Bistro + Bakery, Panera Bread, Starbucks

**FOOD COURT** 10 units

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

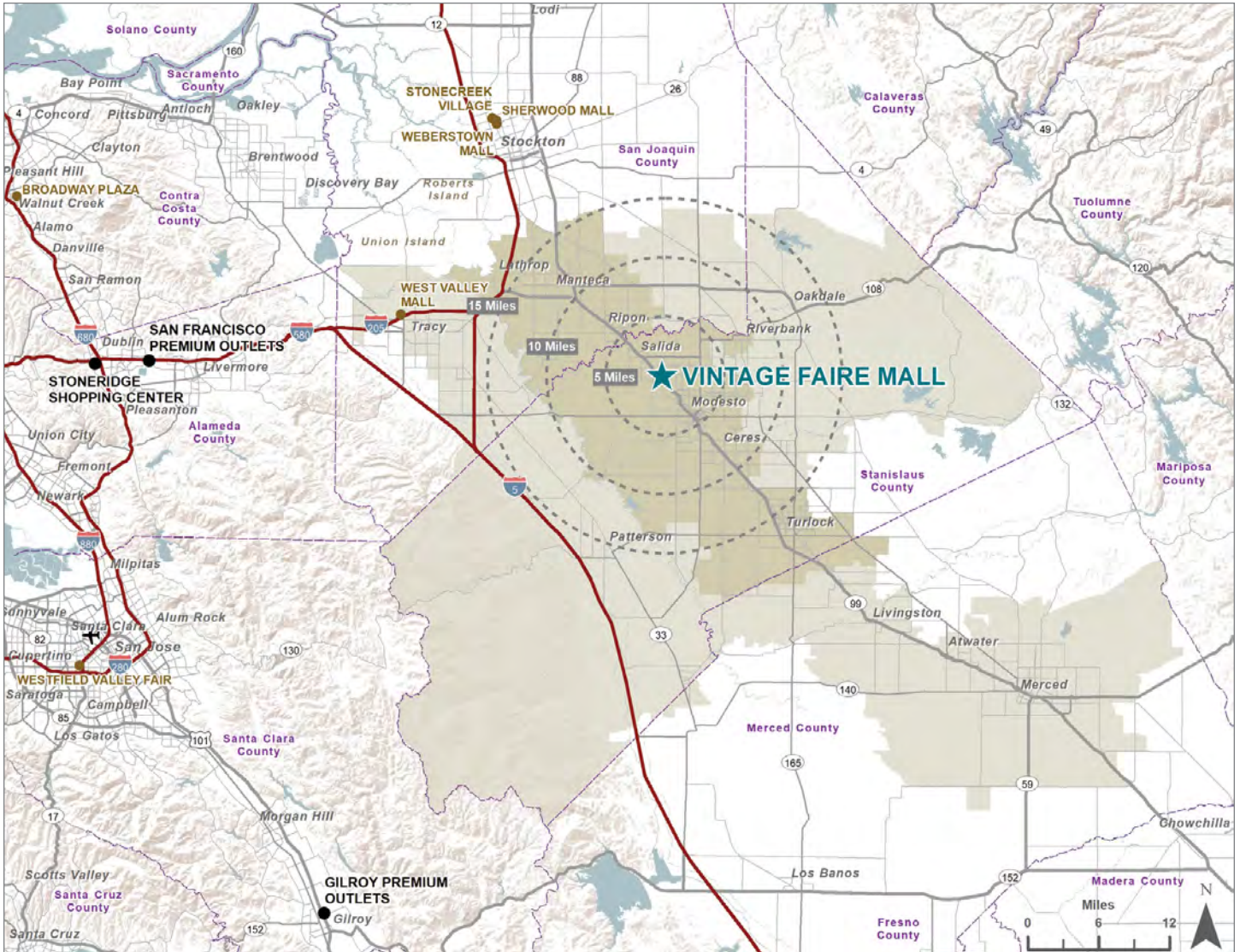
**FOR MORE INFORMATION** 209-408-1850 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		MODESTO, CA [MSA]	
2024 Total Population	581,530		981,066		556,691	
22029 Total Population	594,290		1,001,675		555,837	
% Population Change 2024 to 2029	2.2%		2.1%		-0.2%	
HOUSEHOLDS						
2024 Total Households	186,069		309,356		178,626	
2029 Total Households	190,580		316,930		179,279	
% Household Change 2024 to 2029	2.4%		2.4%		0.4%	
INCOME						
Average Household Income	\$110,226		\$109,616		\$106,261	
Median Household Income	\$83,343		\$82,716		\$80,195	
Per Capita Income	\$35,317		\$34,617		\$34,120	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	132,087	71.0%	219,353	70.9%	123,727	69.3%
Household Income \$75,000 +	102,674	55.2%	169,662	54.8%	95,341	53.4%
Household Income \$100,000 +	78,467	42.2%	129,301	41.8%	72,014	40.3%
Household Income \$150,000 +	41,638	22.4%	67,416	21.8%	35,838	20.1%
AGE						
Median Age	36.7		36.0		36.5	
EDUCATION / OCCUPATION						
Bachelor's Degree +	81,285	21.2%	130,613	20.5%	74,040	20.3%
White Collar	128,200	50.4%	209,374	49.8%	121,750	49.5%
RACE/ETHNICITY						
White	240,269	41.3%	398,747	40.6%	242,634	43.6%
Black	20,441	3.5%	35,465	3.6%	16,310	2.9%
American Indian	10,826	1.9%	19,295	2.0%	10,655	1.9%
Asian	61,875	10.6%	97,548	9.9%	37,496	6.7%
Pacific Islander	4,952	0.9%	6,767	0.7%	4,344	0.8%
Other Race	151,308	26.0%	262,503	26.8%	156,157	28.1%
2 + Races	91,860	15.8%	160,741	16.4%	89,095	16.0%
Hispanic Population	278,071	47.8%	491,211	50.1%	282,580	50.8%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	530		2,455		7,207	
Total Employees	6,859		26,553		74,080	
Total Daytime Population	14,481		73,027		168,345	

# TRADE AREA MAP



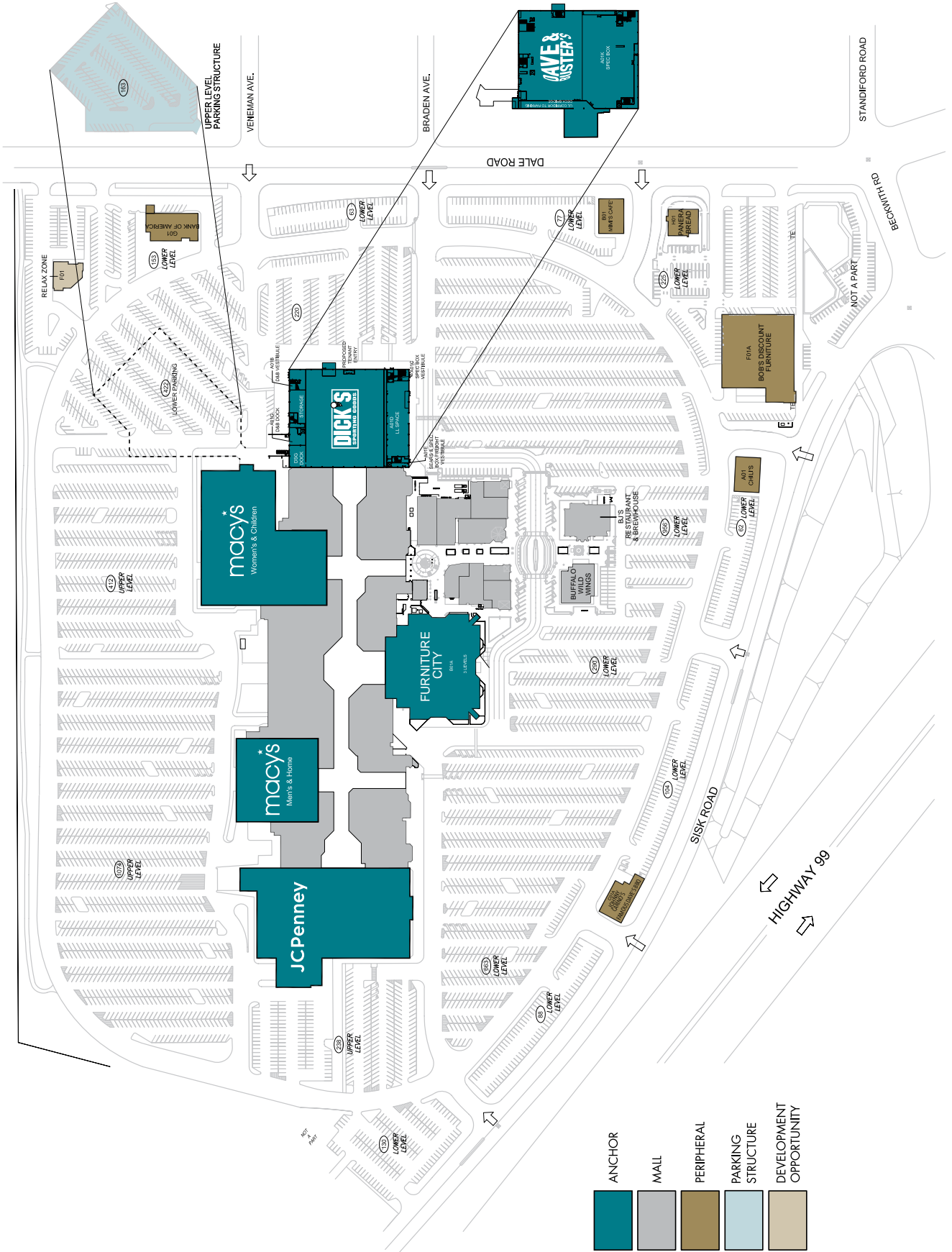
## LEGEND

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



10% PCW

# SITE PLAN



# AT A GLANCE

## CENTER INFORMATION

Located in Modesto, CA and adjacent to HWY 99, Vintage Faire Mall is a premier Shopping and dining destination featuring a variety of over 150 stores and restaurants including DICK'S Sporting Goods, Dave & Buster's, Apple, Macy's, BJ's Restaurant & Brewhouse, Pandora, Victoria's Secret and many more.

### \$110K

2024 PRIMARY TRADE AREA  
AVERAGE HOUSEHOLD INCOME  
WAS \$110K

### 7.6%

HIGH PERCENTAGE OF "SUPER-COMMUTERS" – THOSE WHO TRAVEL MORE THAN 90 MINUTES EACH WAY TO WORK – MODESTO IS 5TH HIGHEST IN THE COUNTRY

### \$7.1B

ANNUAL TAXABLE SALES IN MODESTO TOTAL ABOUT \$2.5B, WITH TOTAL COUNTY TAXABLE SALES OF ABOUT \$7B

## MARKET INFORMATION

- 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 Almond), fruits, wine grapes (Gallo Wine) and poultry (Foster Farms). **25% OF OUR NATION'S FOOD** is grown in the Central Valley.
- 90 miles East of San Francisco, 90 miles South of Sacramento and 300 miles North of Los Angeles, Modesto is **RATED #8 BEST PLACES TO LIVE IN CALIFORNIA** in 2024
- Modesto consists of **13 NEIGHBORHOODS**, including the affluent neighborhood of Del Rio where the median home listing price is **\$1M**

## OTHER FACTS

- **WORLD'S LARGEST WINERY, GALLO**, has called Modesto home since 1933 and produces over 177K gallons of wine annually
- Modesto has **76 PARKS** with dozens of fields and golf courses and more than **15 MILES OF BIKE PATHS** including the pan city Virginia Corridor Trailway
- The **GALLO CENTER FOR THE ARTS** is the home to four Resident Companies: Central West Ballet, Modesto Performing Arts, Modesto Symphony Orchestra and Opera Modesto. Other acts that have performed at the Gallo Center include Bill Burr, Nikki Glaser, Trace Adkins, Wayne Newton, Donny Osmond, David Foster, LeAnn Rimes and many more

## ECONOMIC DRIVERS

- **WITHIN 2 MILES** of Vintage Faire are **13 HOTELS**, with a minimum of 1K rooms, **41K DAYTIME EMPLOYEES** and **\$425K AVERAGE HOME VALUE**
- **103%+ POPULATION** increase from the 2010 census to 2024 data
- **MAJOR EMPLOYERS** in the Central Valley include Amazon, Gallo, Conagra Brands, Del Monte Foods, Foster Farms and Frito-Lay
- **32%** of residents in Stanislaus County have an income of **\$100K OR MORE**
- **Jobs** in Modesto are expected to reach **220K** in 2025, **AN INCREASE OF 17%** over the 10-year projection period
- Modesto has **60K MILLENNIALS**, above the national average of 55K
- **40%** of total households in the Vintage Faire total trade area have children in the home **UNDER AGE 18**
- Modesto accounts for 40% of the total population in Stanislaus County



# VINTAGE FAIR

## MAJOR RETAILERS INCLUDE:

- |       |                 |                       |                |          |                     |                           |                          |                 |                             |                    |                     |                        |           |                   |                 |                        |         |              |                   |
|-------|-----------------|-----------------------|----------------|----------|---------------------|---------------------------|--------------------------|-----------------|-----------------------------|--------------------|---------------------|------------------------|-----------|-------------------|-----------------|------------------------|---------|--------------|-------------------|
| APPLE | DAVE & BUSTER'S | DICK'S SPORTING GOODS | FURNITURE CITY | JCPENNEY | MACY'S MEN'S & HOME | MACY'S WOMEN'S & CHILDREN | BOB'S DISCOUNT FURNITURE | BANK OF AMERICA | BJ'S RESTAURANT & BREWHOUSE | BUFFALO WILD WINGS | CHILI'S GRILL & BAR | CHIPOTLE MEXICAN GRILL | COTTON ON | FAMOUS DAVE'S BBQ | JOHNNY CARINO'S | MIMI'S BISTRO + BAKERY | PANDORA | PANERA BREAD | VICTORIA'S SECRET |
|-------|-----------------|-----------------------|----------------|----------|---------------------|---------------------------|--------------------------|-----------------|-----------------------------|--------------------|---------------------|------------------------|-----------|-------------------|-----------------|------------------------|---------|--------------|-------------------|



NORTH



CVS

BIG 5 SPORTING GOODS

TRADER JOE'S

TEXAS ROADHOUSE

WELLS FARGO

SIZZLER

DALE ROAD

STANFORD AVENUE

DICK'S  
DISCOUNT FURNITURE

BOB'S  
DISCOUNT FURNITURE



macy's

macy's

FURNITURE CITY

JCPenney

HIGHWAY 99

SISK ROAD

BECKWITH ROAD