

# MISSION VALLEY

SAN DIEGO | CALIFORNIA



Centennial

# SAN DIEGO SAN DIEGO COUNTY

SAN DIEGO IS HOME TO **18 COLLEGES AND UNIVERSITIES.**

**4.5%** ANNUAL YEAR-OVER-YEAR JOB GROWTH, EQUATING TO **66K JOBS.**

SEVEN MILITARY BASES CONTRIBUTE **\$55.2 BILLION** TO THE LOCAL ECONOMY.

MORE THAN **35 MILLION** ANNUAL VISITORS, ACCOUNTING FOR A **\$20 BILLION** TOURISM INDUSTRY.



**5K**

HOTEL ROOMS  
WITHIN A 2-MILE  
RADIUS

**87K**

COLLEGE  
STUDENTS WITHIN  
10-MILE RADIUS



TOP 30 OF ALL CALIFORNIA CENTERS BASED ON VISITS



# PROPERTY AERIAL

MISSION VALLEY HAS A PRIME LOCATION IN THE MARKET, SEEING 159K+ VEHICLES PER DAY. MISSION VALLEY CENTER STATION HAS THE FIFTH LARGEST TROLLEY SYSTEM IN CALIFORNIA, SEEING 208K RIDERS PER WEEK.

MISSION VALLEY TROLLEY - 208,000 RPW

## UC SAN DIEGO HEALTH

3.2 MILES AWAY  
- NATIONALLY RANKED TOP 10 IN SURGICAL SPECIALTIES  
- 17,000 EMPLOYEES

CAMINO DEL RIO - 42,000 CPD

MISSION VALLEY

NORDSTROM  
**Rack**

**target**

CAVA

bloomingdale's  
the outlet store

AMC  
THEATRES

## UNIVERSITY OF SAN DIEGO

3.1 MILES AWAY | 5,670 STUDENTS

MISSION VALLEY HIGHWAY - 117,000 CPD

## COLUMBIA COLLEGE

4.9 MILES AWAY | 509 STUDENTS

## SCRIPPS MERCY HOSPITAL

2.8 MILES AWAY  
- NATIONALLY RANKED IN TRAUMA SPECIALTIES  
- 4,800 EMPLOYEES

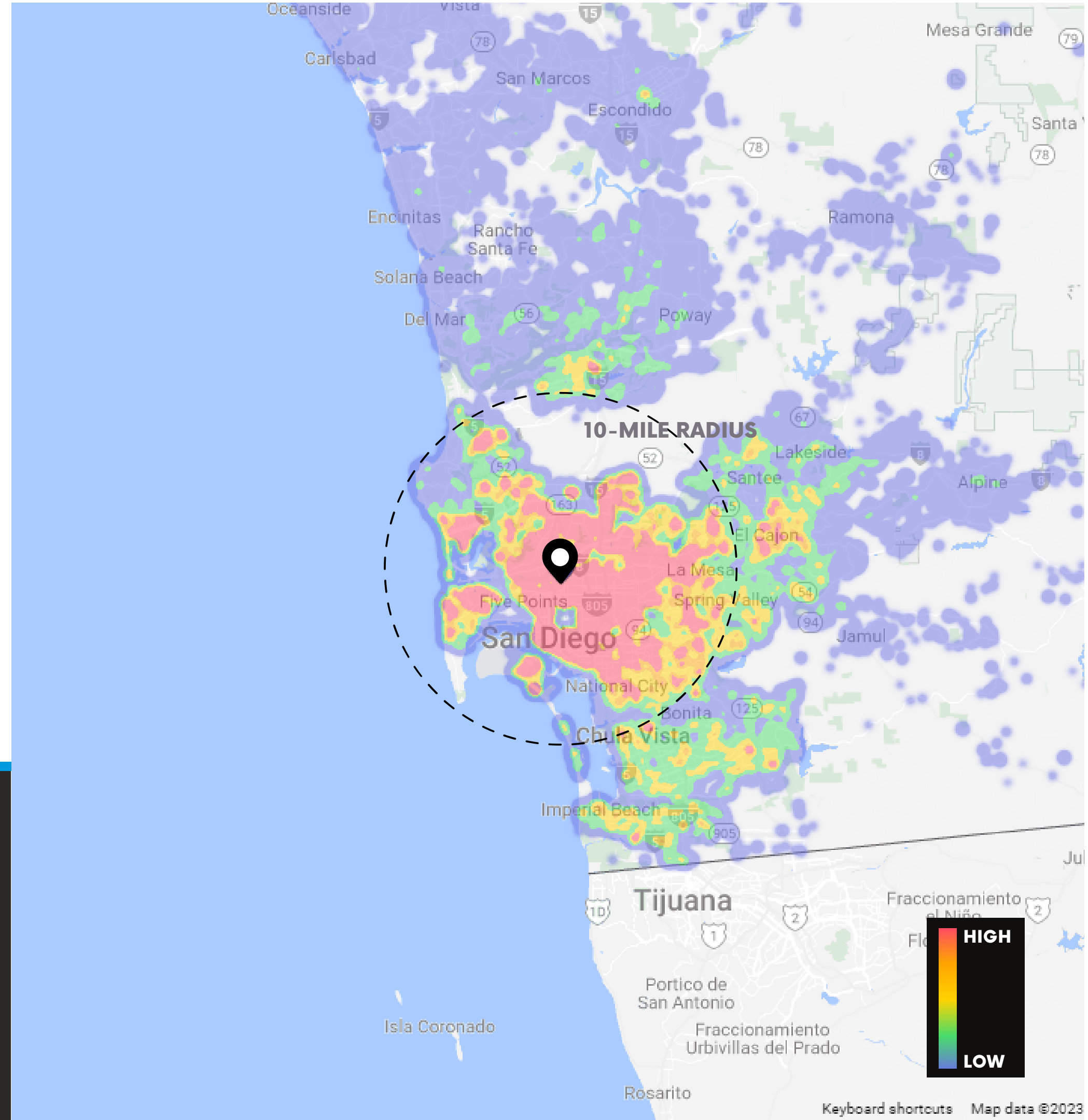
# TRAFFIC DATA

Annual Number of Visits **9.8M**  
Annual Avg. Visit Frequency **3.8**  
Avg. Dwell Time **74 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population **1.3M**  
Daytime Population **1M**  
Households **362,449**  
Family Households **208,183**  
Average HHI **\$87,999**

**MORE THAN 87,000 STUDENTS**  
LIVE WITHIN 10 MILES OF MISSION VALLEY





# OUR CORE CUSTOMER

DATA BASED ON MISSION VALLEY'S CORE CUSTOMER (70% OF TRADE AREA)

## GENERATIONAL BREAKDOWN

Millennials	<b>29.1%</b>
Gen X	<b>17.8%</b>
Baby Boomers	<b>16.8%</b>

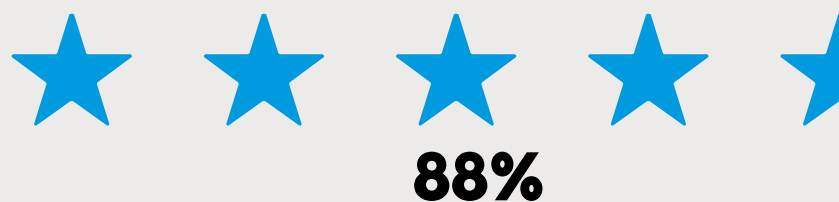
## PSYCHOGRAPHICS

<b>Singles and Starters</b> Young singles starting out and some starter families living a city lifestyle	<b>20%</b>
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<b>Young City Solos</b> Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas	<b>14%</b>
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## **CUSTOMER LOYALTY**

LOYALTY CLASSIFIED AS 2+ VISITS



8.87M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION.



## PROVEN RETAIL DESTINATION

MISSION VALLEY IS HOME TO TOP-PERFORMING TENANTS IN THE U.S.

NORDSTROM RACK **RANKED #3** IN THE U.S. AT 965K ANNUAL VISITS.

BROKEN YOLK CAFE **RANKED #3** IN THE U.S. AT 239K ANNUAL VISITS.

BUFFALO WILD WINGS **RANKED #3** IN THE STATE AT 390K ANNUAL VISITS.

TARGET  
**RANKED #2 IN**  
**THE U.S.**  
AT 3.4M ANNUAL VISITS

DATA SOURCE: PLACER.AI; TIME FRAME: AUGUST 2022 - SEPTEMBER 2023



SUMMER CELEBRATION



HIP HOP CARNIVAL



LATINO FILM FESTIVAL



MORE THAN 15 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



JURASSIC WORLD: THE EXHIBITION



PRIDE DOG FASHION SHOW



HOLIDAY EVENTS



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