

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



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

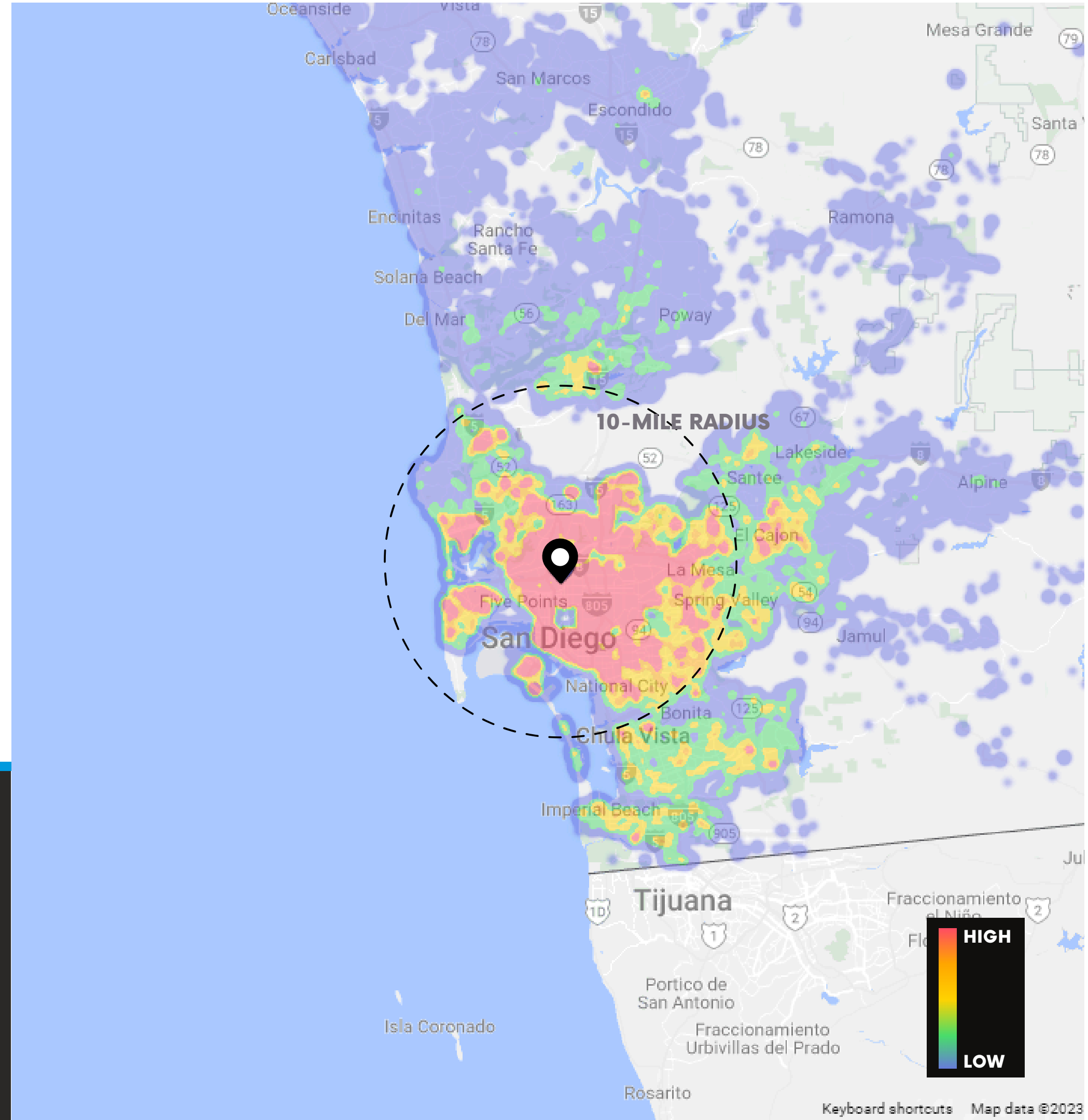
TRAFFIC DATA

Annual Visits **9.9M**
Annual Avg. Visit Frequency **4.12**
Annual Avg. Dwell Time **63 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population **1.1M**
Daytime Population **1.2M**
Households **432,207**
Family Households **242,965**
Average HHI **\$108,386**
College Degree+ **69%**

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





OUR CORE CUSTOMER

DATA BASED ON 40% OF TRADE AREA

SPENDING PATTERNS

HHI \$500K+	2.2%
Avg. Discretionary Income	\$57,152
Discretionary Income \$125K-\$150K	6.2%

PSYCHOGRAPHICS

Singles and Starters Young singles starting out and some starter families living a city lifestyle	24.4%
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Young City Solos Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas	22.2%
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CUSTOMER LOYALTY

LOYALTY CLASSIFIED AS 2+ VISITS



88%

8.7M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION.



PROVEN RETAIL DESTINATION

AMC RANKS **#1 OF 4** IN THE STATE BASED ON VISITS

BROKEN YOLK CAFE RANKS **#2 OF 25** IN THE STATE BASED ON VISITS.

TILLY'S RANKS IN THE **TOP 5%** OF STORES STATEWIDE BASED ON VISITS.

BUFFALO WILD WINGS RANKS IN THE **TOP 8%** OF STORES STATEWIDE BASED ON VISITS.

TARGET

#1 IN THE STATE

BASED ON VISITS

NORDSTROM RACK

#1 IN THE STATE

BASED ON VISITS



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

NATIONAL LEASING

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MISSION VALLEY

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