

MainPlace Mall

# MainPlace

SANTA ANA | CA



Centennial

# SANTA ANA **ORANGE COUNTY, CA**

ORANGE COUNTY IS THE **SIXTH LARGEST COUNTY** IN THE U.S. WITH MORE THAN **3.2M RESIDENTS**.

WITH MORE THAN **19,600 JOBS ADDED** THIS PAST YEAR, ORANGE COUNTY CONSISTENTLY BOASTS ONE OF THE **LOWEST UNEMPLOYMENT RATES** IN THE NATION AT **2.8%**.

**FORTY MILLION PEOPLE VISIT** THE ORANGE COUNTY AREA EACH YEAR, ACCOUNTING FOR MORE THAN **\$6.4 BILLION** IN ANNUAL TOURISM.

SANTA ANA IS KNOWN AS **THE COUNTY SEAT** OF CALIFORNIA WITH GOVERNMENT AS A MAJOR EMPLOYER.



 **13.4%**

INCREASE IN HOME  
VALUES OVER THE  
PAST YEAR

 **2ND**

MOST POPULOUS CITY IN  
ORANGE COUNTY WITH  
310,000+ RESIDENTS

MAINPLACE OFFERS EFFORTLESS ACCESSIBILITY, SITUATED AT THE INTERSECTION OF THREE MAJOR CALIFORNIA FREEWAYS AND SEES APPROXIMATELY 1M VEHICLES PER DAY.

 CPD - 366,276

 ENTRANCE TO ORANGE FWY  
CPD - 330,084

MAIN STREET TOWN CENTER  
- 220K SF CLASS A OFFICE SPACE

MAINPLACE

MAIN STREET CPD - 52,822

 CPD - 173,036

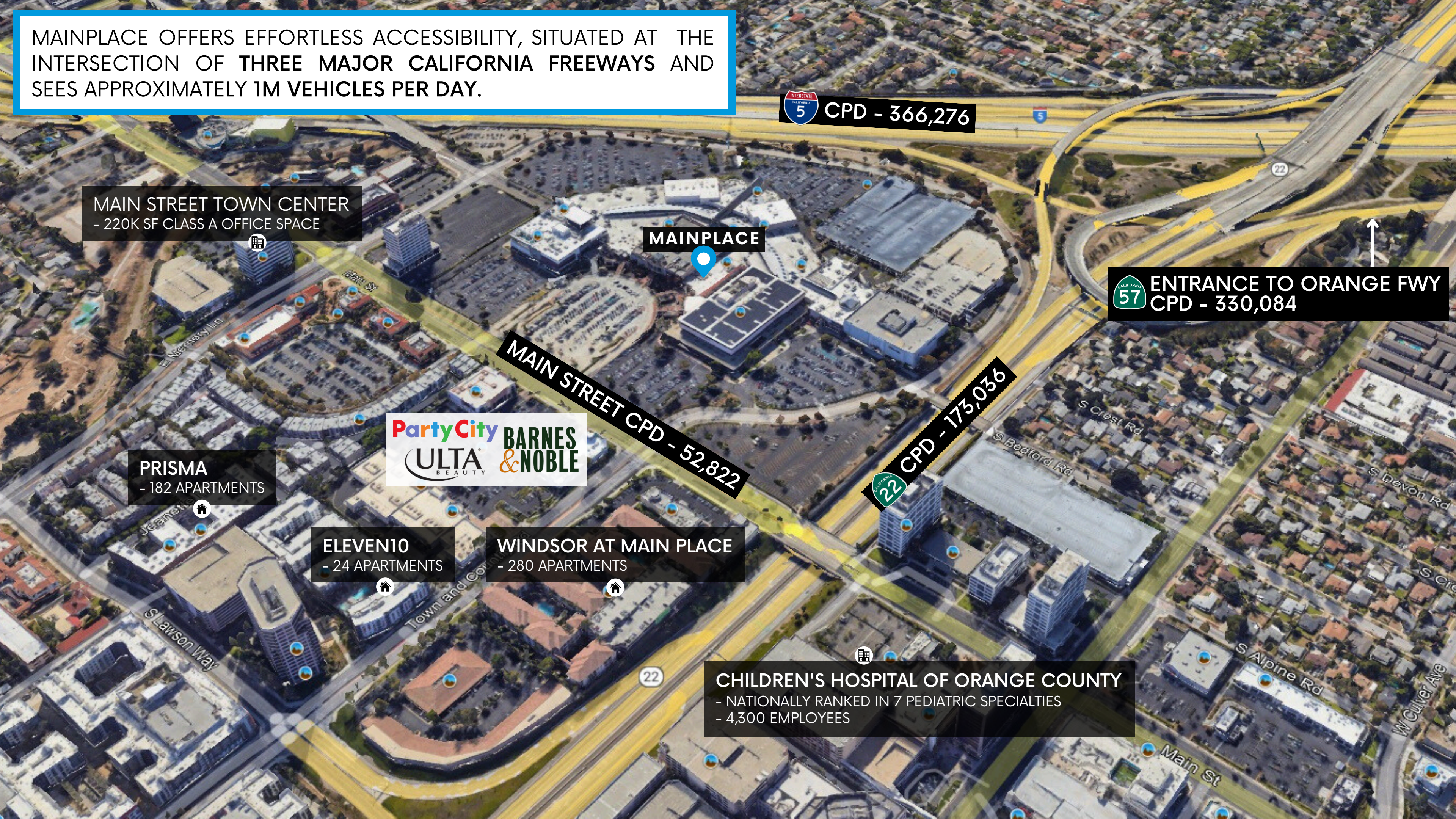


PRISMA  
- 182 APARTMENTS

ELEVEN10  
- 24 APARTMENTS

WINDSOR AT MAIN PLACE  
- 280 APARTMENTS

CHILDREN'S HOSPITAL OF ORANGE COUNTY  
- NATIONALLY RANKED IN 7 PEDIATRIC SPECIALTIES  
- 4,300 EMPLOYEES





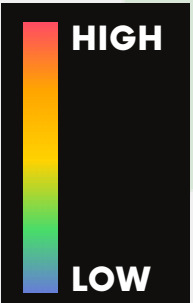
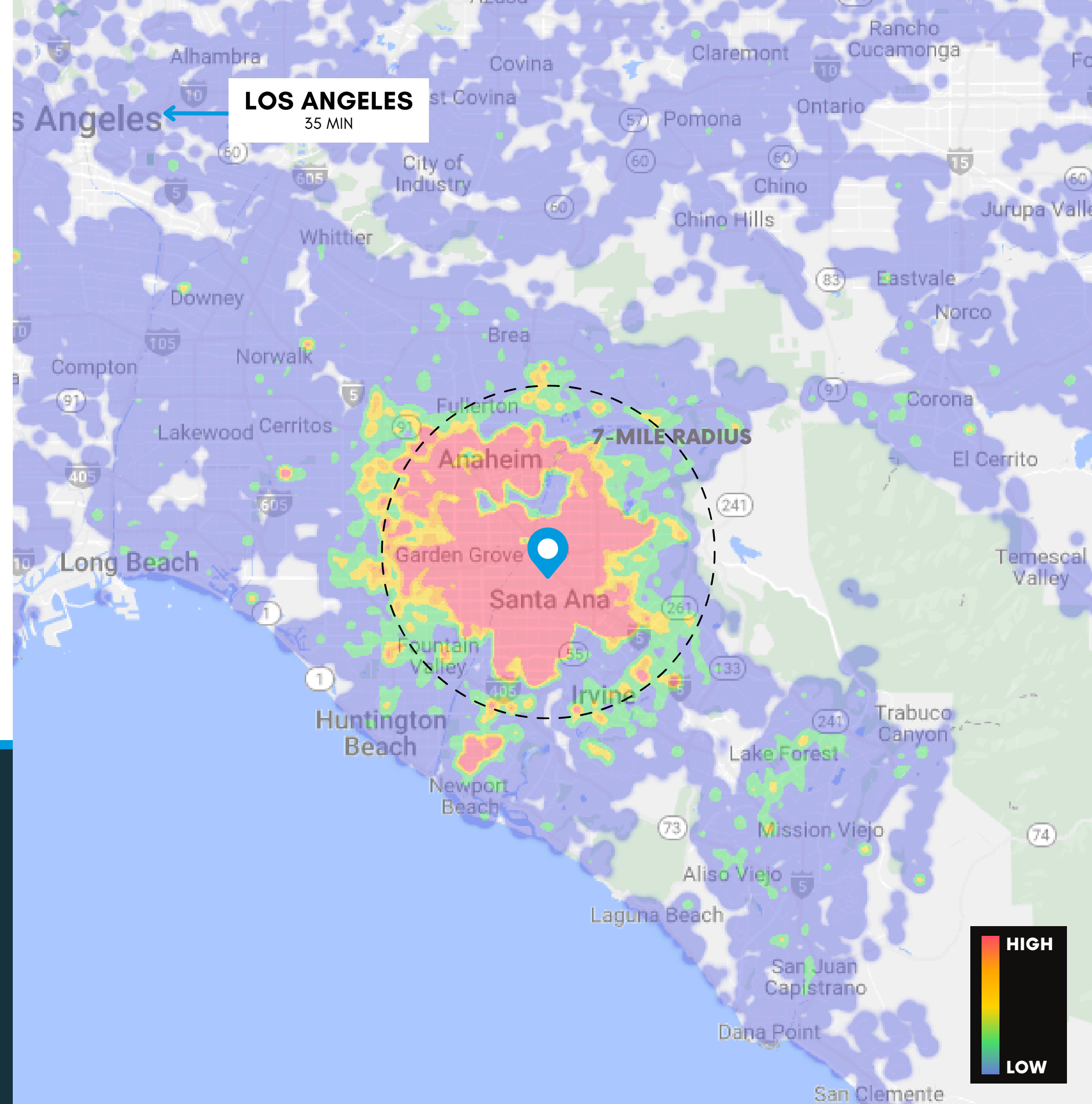
# TRAFFIC DATA

Annual Number of Visits **7M**  
Annual Avg. Visit Frequency **4.11**  
Avg. Dwell Time **73 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population **1M**  
Daytime Population **1.1M**  
Households **281,563**  
Family Households **207,194**  
Average HHI **\$105,308**  
College Degree+ **49.2%**

**27,770+ HOUSEHOLDS**  
WITHIN 5 MILES OF MAINPLACE  
**EARN \$200K OR HIGHER**





# OUR CORE CUSTOMER

DATA BASED ON 5-MILE DEMOGRAPHICS

## SPENDING PATTERNS

HHI \$500K+	<b>2.3%</b>
Avg. Discretionary Income	<b>\$58,238</b>
Discretionary Income \$75K-\$100K	<b>13.3%</b>

## PSYCHOGRAPHICS

<b>FLOURISHING FAMILIES</b>	<b>13.1%</b>
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Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

<b>SINGLES &amp; STARTERS</b>	<b>11.5%</b>
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Young singles starting out and some starter families living a city lifestyle

## **CUSTOMER LOYALTY**

LOYALTY CLASSIFIED AS 2+ VISITS



**87%**

6.2M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION.



## PROVEN PERFORMANCE & EXCLUSIVITY

MAINPLACE MALL IS HOME TO TOP-PERFORMING & EXCLUSIVE TENANTS AVERAGING \$525 PSF IN ANNUAL CENTER SALES.

5 GUILD JEWELRY STORES & 34 RESTAURANTS & EATERIES.

THE FIRST & ONLY AMERICA NINJA WARRIOR ADVENTURE PARK.

THE ONLY ROUND1 IN THE MARKET.

JCPENNEY PERFORMING AT THE TOP OF THE NATION'S CHAIN WITH BEAUTY DEPARTMENT RANKING #28 OF 667 STORES.

MACY'S BEAUTY  
**TOP 5% OF CHAIN**  
BASED ON SALES

JCPENNEY  
**#11 OF 62 IN STATE**  
BASED ON VISITS



LUNAR NEW YEAR



KIDS EVENTS



EASTER

MORE THAN 20 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



HOLIDAY



EARTH DAY



ART WALK





# NOT JUST ANY PLACE THIS IS MAINPLACE

From mixed-use and entertainment districts to sustainably designed features and outdoor spaces that embrace Orange County's sunny days and warm nights, **the new MainPlace** is evolving into an unmatched destination with an exciting sense of place. MainPlace will bring to life a distinct collection of experiences rooted in the diversity of its community.

## **IT'S ALL IN THE DETAILS:**

- 1 MILLION SF OF RETAIL
- 720 MULTIFAMILY UNITS **PHASE I NOW UNDER CONSTRUCTION**
- 492K SF OF SMALL SHOP & TWO OPERATING DEPARTMENT STORES
- 140K SF OF OFFICE SPACE
- 4,000 CAPACITY CONCERT VENUE
- OUTDOOR PLAZA WITH ACTIVATION AND AMENITIES

## **NATIONAL LEASING**

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## **LOCAL LEASING & BUSINESS DEVELOPMENT**

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## **LOCAL LEASING, NATIONAL POP UPS, ADVERTISING, EVENT TOURS**

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 [SHOPMAINPLACEMALL.COM](https://shopmainplacemall.com)

  
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