



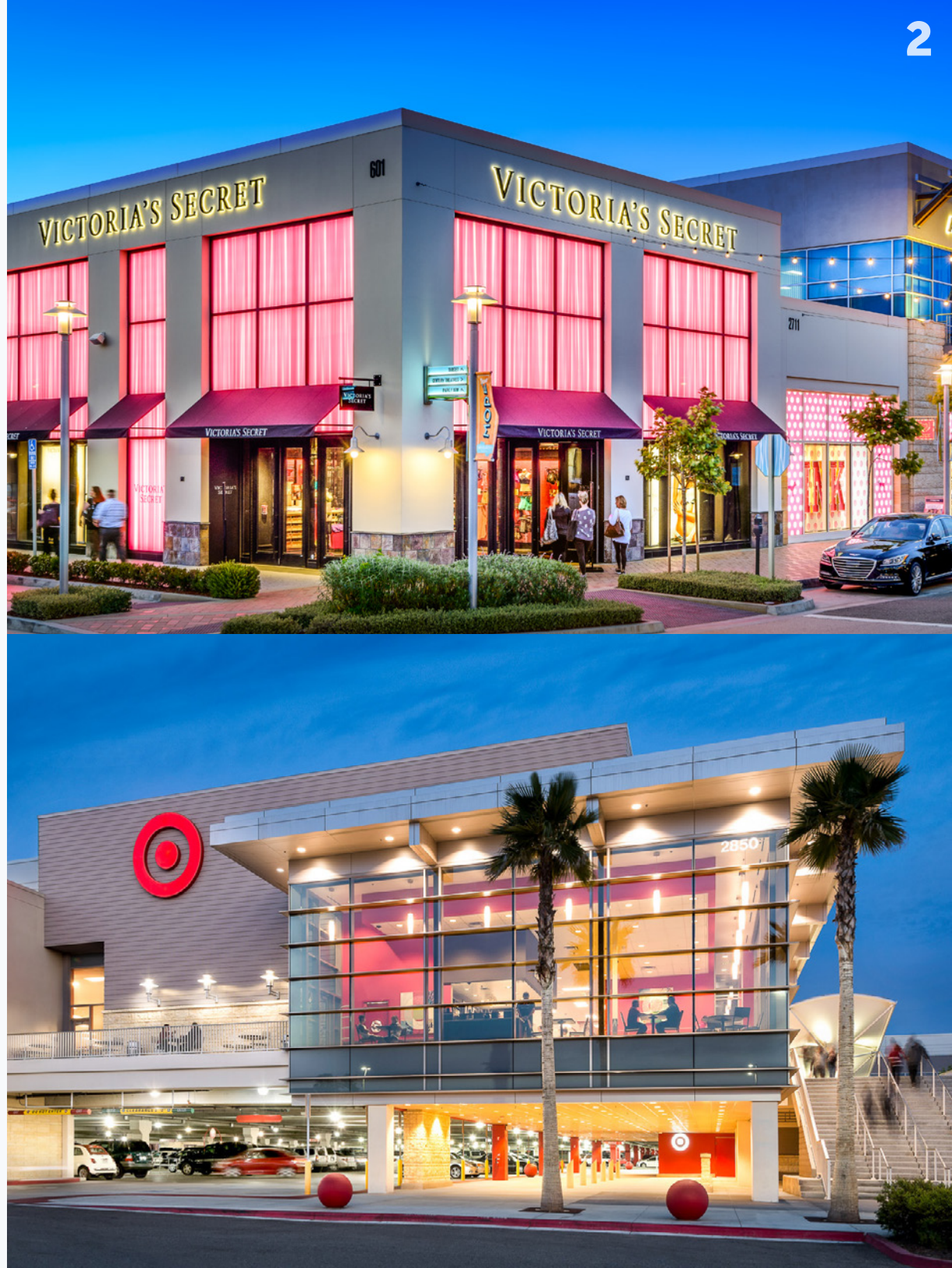
# THE COLLECTION

RIVER PARK





Since 2012, The Collection at RiverPark has featured a rare blend of world-class public art, culinary-focused local eateries, premier shopping and unique signature events all in a beautifully curated outdoor center. The Collection boasts all of the best qualities West Ventura County and Southern California have to offer.





WHERE WE ARE.





**10.2M**  
VISITS  
ANNUALLY



AVERAGE  
HHI  
**\$123.1K**

NEARLY  
**413,000**  
RESIDENTS IN THE  
IMMEDIATE TRADE AREA...  
AND GROWING  
**214,000**  
DAY POPULATION



**High-performing**  
Whole Foods Market,  
restaurants and retail



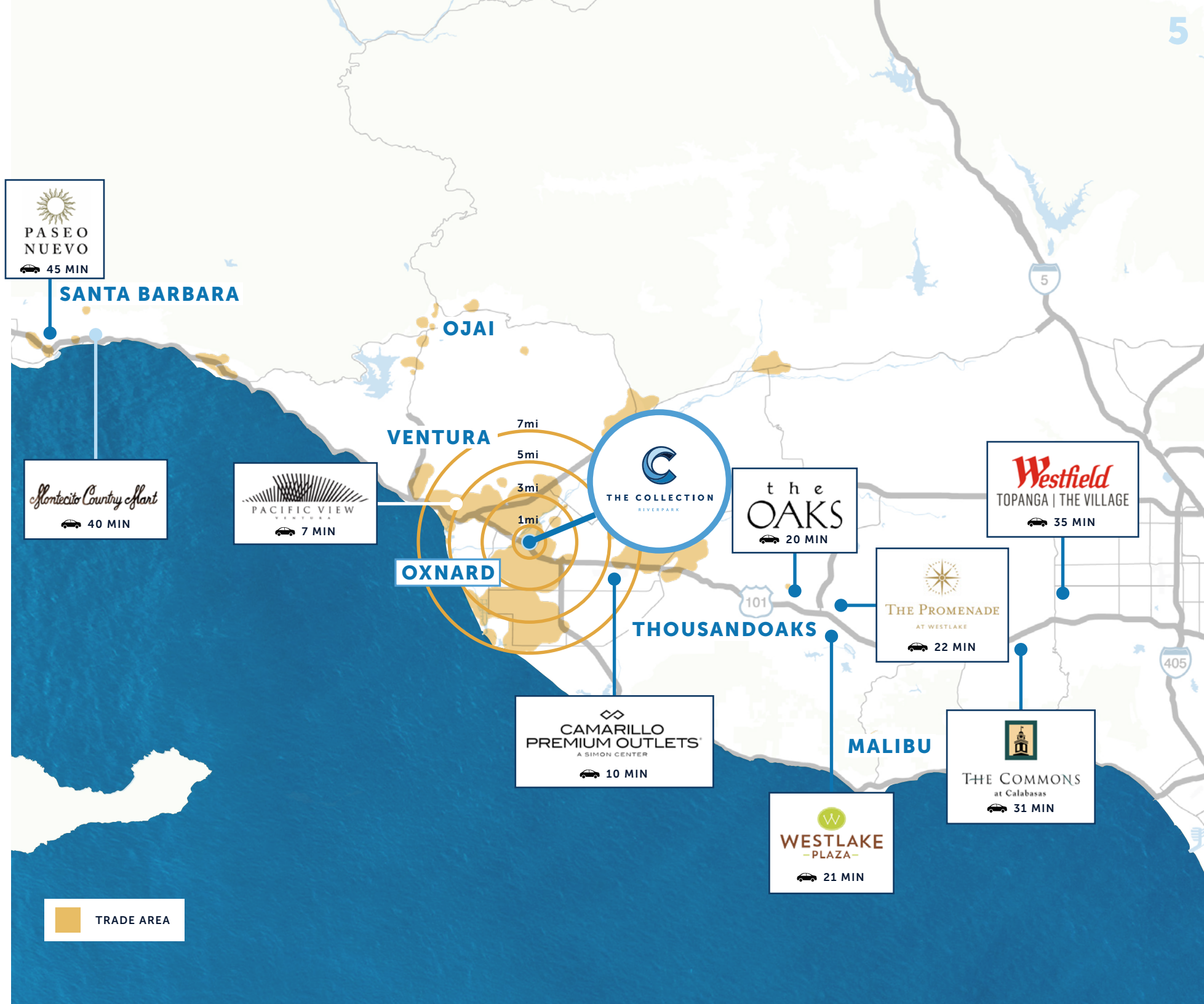
With nearly 700,000sf, The Collection  
is the **dominant retail venue and  
social hub** for all of Ventura County,  
attracting customers daily from Santa  
Barbara and Montecito to Calabasas  
and beyond.



A highly **loyal and diverse  
community** that returns to  
The Collection day in day out



OUR TRADE AREA.



TRADE AREA



## CUSTOMERS WITHIN 3MI 100K BGS

The following are the top 4 Riverpark customer profiles who live within 3 miles of the site and within block groups with income greater than \$100K.



**RANK: 1**  
**CUSTOMERS: 17.5%**

**Fusion Families** | Age: 35-44 | Have Children: 60% | Age of Children: 5-14 | Typical Household Size: 3-4 | Median Incomes: \$200K+ | Home Ownership: 81%

**Summary:** Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They take their children shopping frequently, drop their clothes off at cleaners and eat out frequently. They stay fit and grocery shop at Costco. They follow brands like Sur La Table and BMW, and hashtag #selfcare, #cincodemayo, #healthyfood, and #motherdsay.

**Top Brand Influence:** Flip (1.8x), Whataburger (1.6x), Canva (1.5x)

**Retail Affinity:** Pear Tree Inn (6.9x), Nutrishop (2.2x), Doghaus (2.0x), PIVOT Therapy (2.0x), Casinos (2.5x), H-Mart (1.9x), Patel Bros (1.5x)

**Top Web Activity Categories:** Travel, Food, Retail, Hobbies | **Influencers:** Education, Politics, Professionals, Sports



**RANK: 3**  
**CUSTOMERS: 11%**

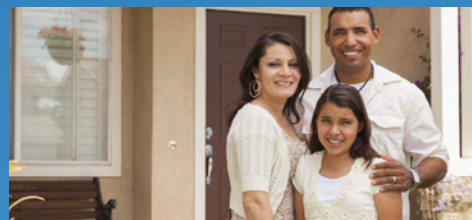
**Satellite Scions** | Age: 45-54 | Have Children: 34% | Age of Children: 5-14 | Typical Household Size: 3 | Median Incomes: \$150K-\$200K | Home Ownership: 81.1%

**Summary:** Highly educated suburbanite families, many working in tech related jobs. You'll find them reading Forbes Tech, Science News, and watching Shark Tank. They grocery shop at Trader Joes, stop by juice bars. Those with kids drop them off at Kumon and Mathnasium. Fashionable, you'll see them shopping at Nordstrom, Urban Outfitters, and Lululemon. They like shopping online heavily, following brands like Stance and Bonobos. They have an affinity for Land Rovers and talk about things like transparency, mindset, and self love.

**Top Brand Influence:** Fresh Direct (1.8x), Seamless (1.7x), Soul Cycle (1.8x), Peloton (1.8x)

**Retail Affinity:** Flower Child (2.7x), Freshii (1.6x), Lifetime Fitness (2.3x), The Exercise Coach (2.9x), CKO Kickboxing (2.1x), Huntington Learning Center (2.1x), Mathnasium (1.8x)

**Top Web Activity Categories:** Travel, Financial, Food | **Influencers:** Causes, Education, Professionals



**RANK: 2**  
**CUSTOMERS: 15.2%**

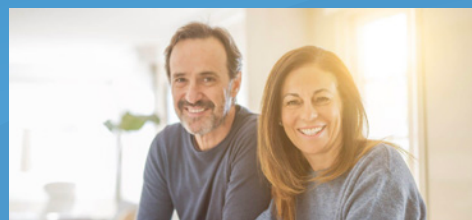
**City Sabor** | Age: 45-54 | Have Children: 33.9% | Age of Children: 0-14 | Typical Household Size: 2-3 | Median Incomes: \$75K-\$100K | Home Ownership: 64%

**Summary:** Diverse, Hispanic-influenced consumers stretching their earnings. They work a wide range of occupations with at least some college education. They are more likely to watch to Glee, read magazines like Complex and GQ Style, watch ESPN Deportes and Cartoon Network, and use WhatsApp. They prefer independently owned businesses such as bakeries, restaurants, and groceries. They visit thrift stores, work out at You Fit and enjoy visiting Casinos. They follow Pope Francis.

**Top Brand Influence:** Fresh Direct (1.9x), Jet Blue (1.8x), MVMT (1.4x), Zappos (1.4x), Planet Fitness (1.1x), Adidas (1.2x)

**Retail Affinity:** Fit Body Camp (2.0x), Burlington (1.2x), Del Taco (1.4x), Ever Bowl (1.3x), Raley's (1.6x), Five Below (1.2x), Sam's Club (1.3x)

**Top Web Activity Categories:** Travel, Hobbies, Food, Music, Sports | **Influencers:** Comedians, Professionals, Education, Politics



**RANK: 4**  
**CUSTOMERS: 7%**

**Bootstrappers** | Age: 45-54 | Have Children: 36% | Age of Children: 0-14 | Typical Household Size: 2-3 | Median Incomes: \$100K | Home Ownership: 72%

**Summary:** Upper-middle income families on the outskirts of cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants. They hashtag things like #workinprogress, #kids, #fakenews, and #labordayweekend.

**Top Brand Influence:** Disney (1.5x), Fabletics (1.4x), Cruise Norwegian (1.5x), Shake Shack (1.1x), Chipotle (1.1x)

**Retail Affinity:** Stater Bros (2.1x), Raley's (1.6x), Sky Zone (1.7x), In Shape (2.3x), Snap Fitness (2.0x), Buckle (1.7x), Tractor Supply (1.7x), Dutch Bros (2.1x)

**Top Web Activity Categories:** Travel, Food, Hobbies, Recreation, Music, Professional  
**Influencers:** Movies, Comedians, Lifestyle, Politics, Sports

OUR CUSTOMER.









EAT. DRINK.  
SMILE. REPEAT.



THE CHEESECAKE FACTORY





# VENTURA COUNTY'S FIRST FOOD HALL





SHOP. RECHARGE.  
REFRESH.



H&M STORE



ETHAN ALLEN



VICTORIA'S SECRET

URBAN OUTFITTERS



The Container Store



sleep  number.  
by SELECT COMFORT

LANE BRYANT

SOMA

PANDORA

 sunglass hut

claire's

COTTON:ON

WINDSOR

MAC

LaserAway



verizon





ALL ABOUT FUN!



CENTURY THEATRES



LEVITY LIVE

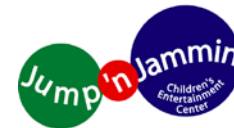
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Bowlero

OXNARD

LEVITY LIVE



Color Me Mine®



**WORLD-CLASS EVENTS.**



CONCERT SERIES



TREE LIGHTING CELEBRATION



# THE COLLECTION

RIVER PARK



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**BE A PART  
OF OUR  
COLLECTION**

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