



THE COLLECTION

RIVERPARK





THE COLLECTION
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WHO WE ARE.

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.





9.4 M
VISITS
ANNUALLY



AVERAGE
HHI
\$131,388

576,017
RESIDENTS IN THE
IMMEDIATE TRADE AREA...
AND GROWING

128,784
DAY POPULATION
IN A 3-MILE RADIUS



WHY THE COLLECTION.



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



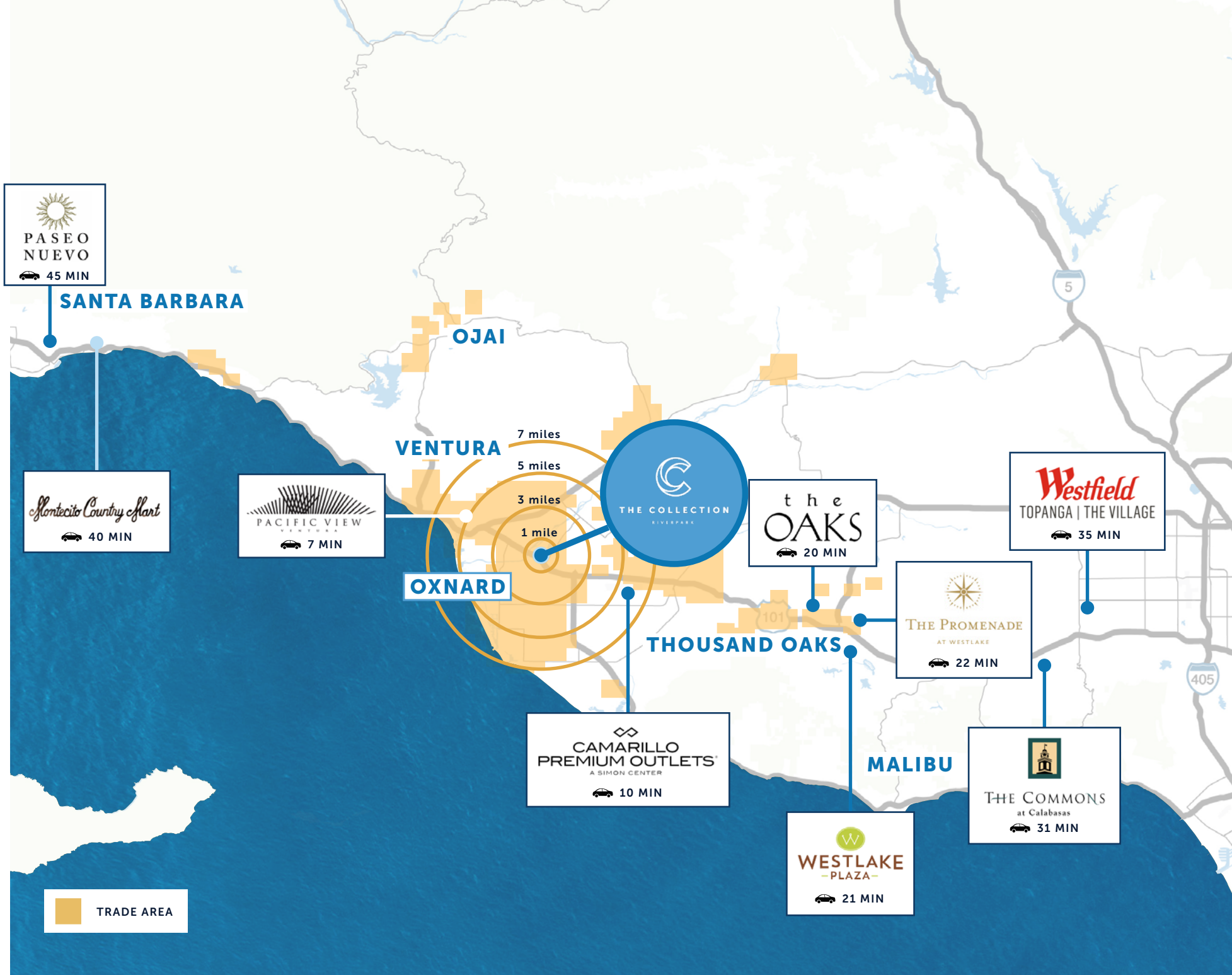
OUR TRADE AREA.



	TOTAL MOBILE TRADE AREA	TOTAL 15-MIN DRIVE TIME
Population	576,017	297,935
Med HH Income	\$102,342	\$101,386
Avg HH Income	\$131,388	\$128,101
HH Income Above \$100K (%)	51.3%	50.8%
Net Worth Above \$1M (%)	25%	23.3%
Med Age	38.1	38
Avg HH Size	3.1	3
Any College	61.1%	61.4%

Sources: ESRI, GFKMRi, US Census Bureau, DLVR Consulting

OUR TRADE AREA.



TRADE AREA



CUSTOMERS WITHIN 3MI 100K

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 #mothersday.

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: 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), MVM T (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: 3
CUSTOMERS: 11%

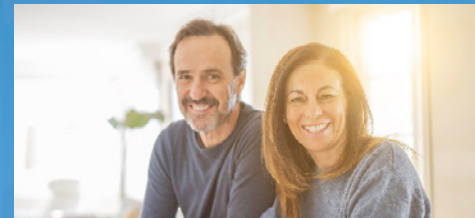
Satellite Scions | Age: 45-54 | Have Children: 34% | Age of Children: 5-14 | Typical Household Size: 3 | Median Incomes: \$150K-\$200K | Home Ownership: 81.1%

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: 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 #workingprogress, #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.

Confidential McNew Consulting LLC 2022 - Data Sources: Esri, Gfk MRI, ConstructionWire, US Census, Placer.ai, Spatial.ai, Safegraph, DataAxle





OUR SITE PLAN.

OXNARD BOULEVARD

RIVERPARK BOULEVARD





RECREATIONAL
EQUIPMENT, INC.





EAT. DRINK.
SMILE. REPEAT.



THE CHEESECAKE FACTORY







VENTURA COUNTY'S FIRST FOOD HALL



THE ANNEX





SHOP. RECHARGE.
REFRESH.



H&M STORE



ETHAN ALLEN



VICTORIA'S SECRET

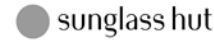
URBAN OUTFITTERS



LANE BRYANT

SOMMA

PANDORA



claire's

COTTON:ON

WINDSOR



LaserAway



verizon



PAC SUN

LOVESAC

carter's



TILLYS

zumiez



ALL ABOUT FUN!



CENTURY THEATRES



BOWLERO

CINEMARK



RED DOOR
ESCAPE ROOM

Bowlero

OXNARD

LEVITY LIVE



ACTIVATE



WORLD-CLASS EVENTS



OUTDOOR CONCERTS



CHEERLEADING PERFORMANCES

CENTERCAL PORTFOLIO

CenterCal is dedicated to providing the best experience for customers, offering exceptional design, fine restaurants, retailers, and amenities that enhance the surrounding neighborhoods. We partner with the community by offering activities, entertainment, and events that create an inviting, fun atmosphere for all to enjoy.

CENTERCAL
PROPERTIES, LLC





THE COLLECTION

RIVERPARK



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**BE A PART
OF OUR
COLLECTION**

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