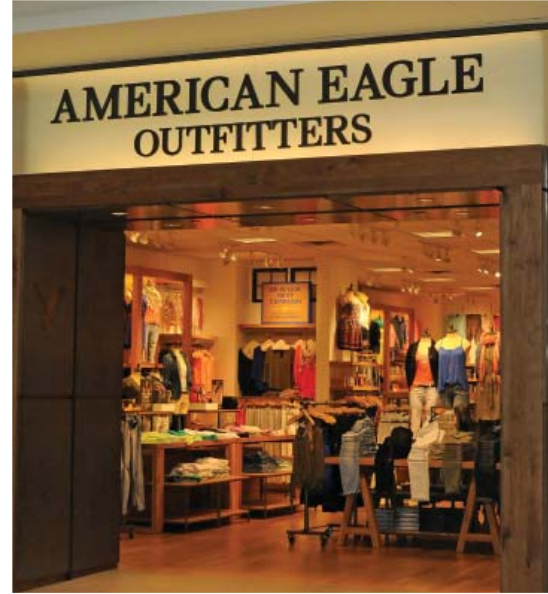


ROGUE VALLEY MALL

MEDFORD, OREGON



PREFERRED SHOPPING DESTINATION

- Strategically located off Interstate 5 (exit 30), traveled by 46,360 vehicles daily.
- Only enclosed regional mall within an 80-mile radius.
- Big-box retailers exclusive to the market, including Bed Bath & Beyond.
- A 7,000-square-foot lifestyle addition features Chico's and Coldwater Creek.
- Mountainside Food Court features 12 eateries.
- The three mall entrances at Crater Lake Hwy., McAndrews and Riverside are exposed to 2.2 million vehicles annually.
- In 2012 Rogue Valley Mall underwent a \$750K renovation that included new lighting and paint throughout the common area.
- Rogue Valley Mall continues to have top performing stores in the categories of teen apparel, women's apparel and accessories.

VIBRANT ECONOMY

- Medford is the hub of Southern Oregon's retail commerce, which draws shoppers from hundreds of miles away.
- Diverse industries such as manufacturing, agriculture, health care, tourism, retail, retirement and wood products enhance economic stability.
- Rogue Valley is home to 211 high-tech companies, including 85 software developers and 10 internet service providers.
- The Rogue Valley is home to the Oregon Shakespeare Festival, which draws approximately 125,000 people to the region each year from February through October.

STUDENT POPULATION

- Over 42,000 middle and high school students within the trade area.
- Southern Oregon University has a student population of 6,750.
- Rogue Community College has a student population over 16,000.

MALL INFORMATION

LOCATION: Located along I-5 at Riverside and McAndrews.

MARKET: Located in Oregon, a sales tax-free state, Rogue Valley Mall serves a seven-county area spanning more than 150 miles, which includes Southern Oregon and Northern California (population 500,000+).

DESCRIPTION: Two-level, enclosed, regional center

ANCHORS: jcpenney, Kohl's, Macy's, Macy's Home Store and Sports Authority

TOTAL RETAIL SQUARE FOOTAGE: 639,867

OPENED: October 1986

EXPANDED: 1992, 2005

RENOVATED: 2002

TRADE AREA PROFILE

2013 POPULATION 267,386

2018 PROJECTED POPULATION 275,091

2013 HOUSEHOLDS 110,232

2018 PROJECTED HOUSEHOLDS 114,111

2013 MEDIAN AGE 43.0

2013 AVERAGE HOUSEHOLD INCOME \$53,209

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$52,655

20 - MILE RADIUS

2013 POPULATION 201,434

2018 PROJECTED POPULATION 207,679

2013 HOUSEHOLDS 82,818

2018 PROJECTED HOUSEHOLDS 85,948

2013 MEDIAN AGE 41.9

2013 AVERAGE HOUSEHOLD INCOME \$55,166

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$54,399

DAYTIME EMPLOYMENT

3 - MILE RADIUS 46,580

5 - MILE RADIUS 63,359

Source: Nielsen

