



Rogue Valley Mall

MEDFORD, OREGON



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PREFERRED SHOPPING DESTINATION

- Strategically located off Interstate 5 (exit 30), traveled by 48,200 vehicles daily.
- Three mall entrances at Crater Lake Hwy, McAndrews and Riverside serve 7.2 million shoppers annually.
- Only enclosed regional mall within an 80 mile radius.
- Big Box retailers exclusive to the market.
- A 7,000 square foot Lifestyle addition features Chico's and Coldwater Creek.
- Mountainside Food Court features 12 eateries.

VIBRANT ECONOMY

- Medford is the hub of retail commerce which draws shoppers from hundreds of miles away.
- Forbes recognized Medford-Ashland area in Southern Oregon as the second-best small place in the nation for business and career.
- Diverse industries such as manufacturing, agriculture, health care, tourism, retail, retirement & wood products enhance economic stability.
- Rogue Valley is home to 211 high-tech companies, including 85 software developers and 10 Internet Service Providers.
- Residential housing growth fueled by California migration.

STUDENT POPULATION

- Over 42,000 middle and high school students within trade area.
- Southern Oregon University has student population of 5,000.
- Rogue Community College has student population of 16,000.



MALL INFORMATION

LOCATION

Ideally situated on the corner of Riverside and McAndrews.

MARKET

Located in Oregon, a 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

ANCHORS

JCPenney, Kohl's, Linens 'n Things, Macy's, Macy's Home Store and Sports Authority

TOTAL RETAIL SQUARE FOOTAGE 639,867

PARKING SPACES 3,145

OPENED October 1986

EXPANDED 1992, 2005

RENOVATED 2002

TRADE AREA PROFILE

2007 POPULATION 260,083

2012 PROJECTED POPULATION 275,914

2007 HOUSEHOLDS 104,136

2012 PROJECTED HOUSEHOLDS 110,787

2007 MEDIAN AGE 40.4

2007 AVERAGE HH INCOME \$55,975

2012 PROJECTED AVERAGE HH INCOME \$62,316

20-MILE RADIUS PROFILE

2007 POPULATION 193,717

2012 PROJECTED POPULATION 206,037

2007 HOUSEHOLDS 76,673

2012 PROJECTED HOUSEHOLDS 81,654

2007 MEDIAN AGE 39.6

2007 AVERAGE HH INCOME \$58,399

2012 PROJECTED AVERAGE HH INCOME \$65,136

DAYTIME EMPLOYMENT

3-MILE RADIUS 50,909

5-MILE RADIUS 73,988

SOURCE: CLARITAS, INC.