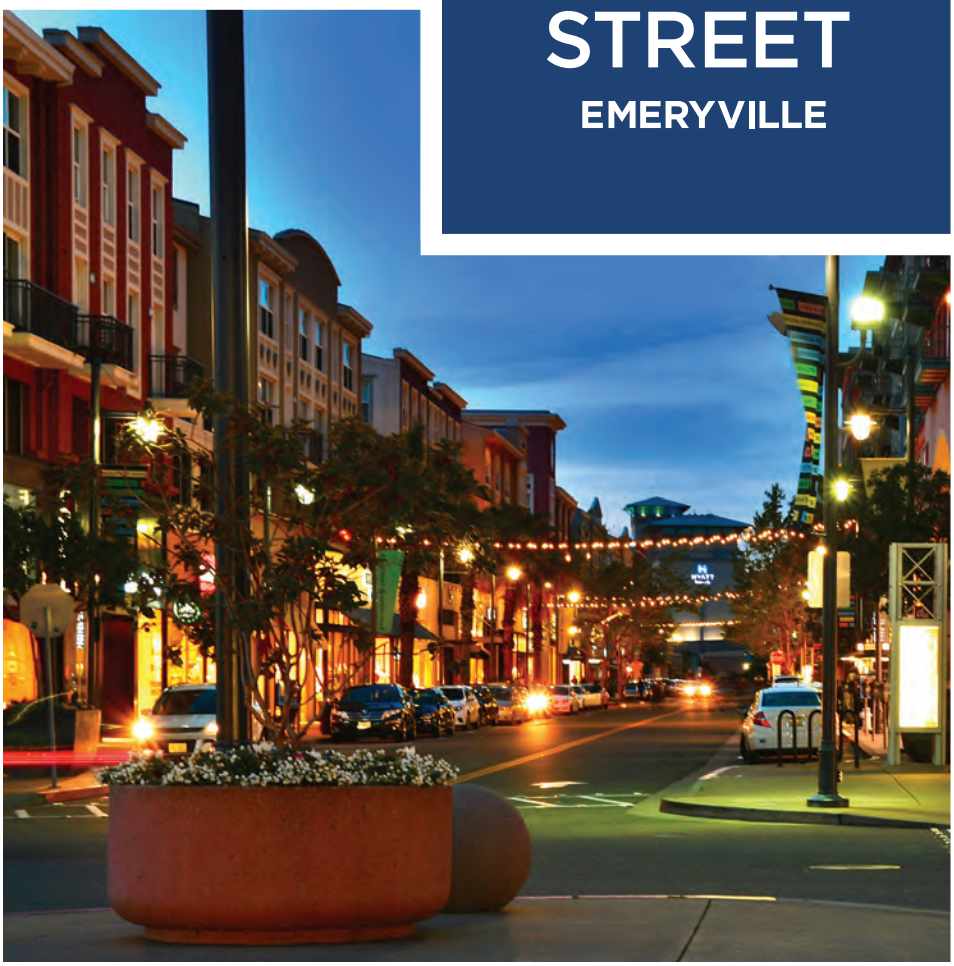
BAY STREET

EMERYVILLE



380,00 SQUARE FEET OF RETAIL
65 STORES
16 THEATRE SCREENS WITH AN IMAX
135 COMMUNITY EVENTS PER YEAR
7 RESTAURANTS
379 RESIDENTIAL UNITS
1288 HOTEL ROOMS WITHIN WALKING DISTANCE

DAYTIME POPULATION	BAY STREET EMERYVILLE		
	1 MILE	3 MILE	5 MILE
	27,136	195,758	280,236
POPULATION	BAY STREET EMERYVILLE		
2010 CENSUS	18,714	192,614	404,576
2016 ESTIMATE	21,110	211,010	439,976
2021 PROJECTION	22,844	227,246	473,106

OUR CORE TRADE AREA, EMERYVILLE, IS A COMMUNITY OF ELITE SHOPPERS

The median income of Emeryville residents is over $2,000 higher than the median income of Alameda County.

43% of Emeryville families earn over $100,000 per year.

Nearly 15% of Emeryville families earn over $200,000 per year.

Emeryville and Berkeley are home to pharmaceutical companies Novartis and Bayer.

44% OF THE EAST BAY'S LARGEST TECH EMPLOYERS ARE HEADQUARTERED IN EMERYVILLE

- #1 Pixar
- #2 Gracenote
- #4 Tubemogul
- #7 Art.com
- #10 Aspera (IBM)
- #11 Location Labs
- #12 Mede Analytics
- #15 Tanium
- #18 Bolt Threads
- #20 Sellpoints
- #25 Exponential Interactive

EMERYVILLE IS THE PROUD HOME OF:

10% OF THE EAST BAY'S 50 LARGEST PRIVATE COMPANIES BY REVENUE

- #2 Grocery Outlet
- #7 Peet's Coffee
- #8 Clif Bar
- #19 Art,com
- #30 Innovative Interfaces

12% OF THE EAST BAY'S LARGEST HOTELS BY NUMBER OF ROOMS

- #10 Courtyard Marriot
- #12 Hilton Garden Inn
- #17 Hyatt House

Average age:
35.2

Average visit:
Spends $97.91
and stays for
90 minutes

Female:
72.5%

Asian:
23%

Household
income of $100k+:
43%

Trade Area
population from
Berkeley to Oakland:
461,661

Caucasian:
29.2%

Hispanic:
23.8%

African
American:
19.2%

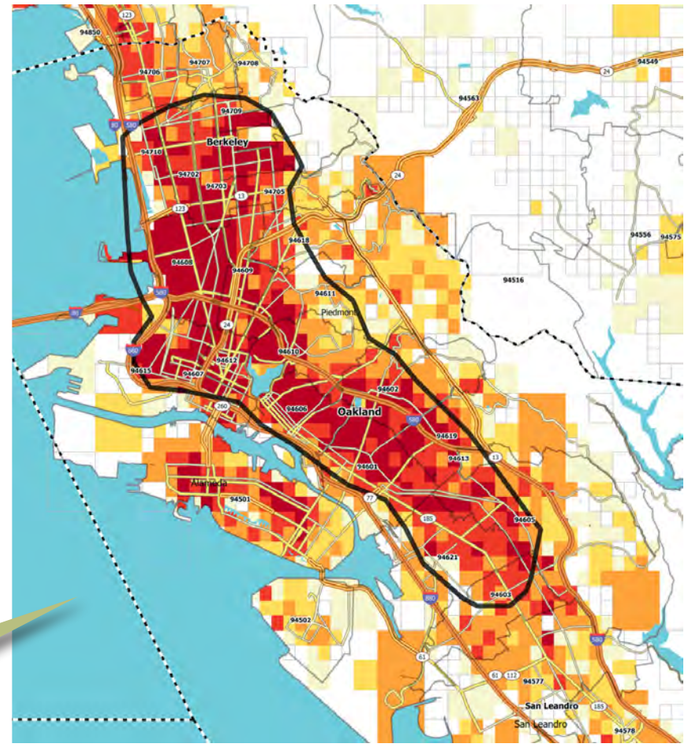
College
educated:
60%

THE BAY STREET SHOPPER HAS AN AVERAGE
HOUSEHOLD INCOME OF $113,482
VERSUS A TRADE AREA AVERAGE
HOUSEHOLD INCOME OF $83,289

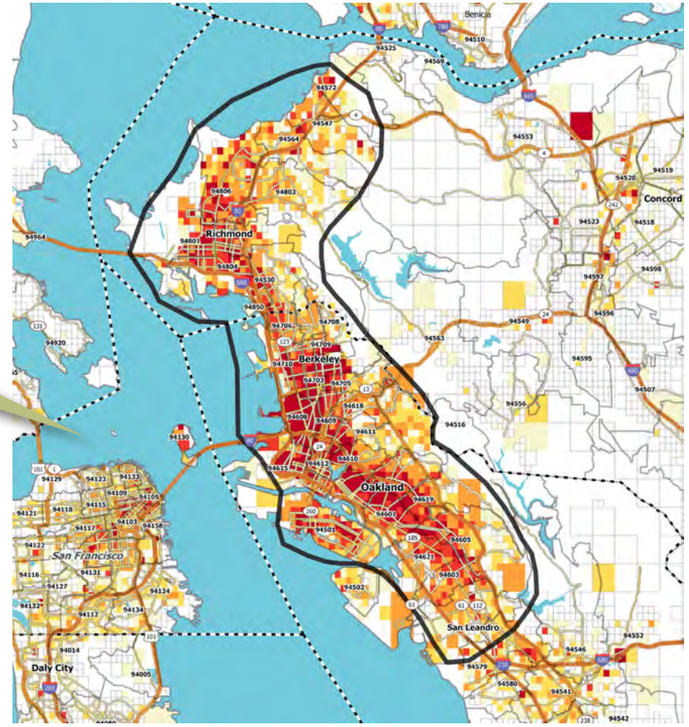
EMERYVILLE IS LESS THAN ABOUT ONE PERCENT
OF THE INNER EAST BAY LAND AREA,
BUT IT'S HOME TO 36% OF THE
INNER EAST BAY'S 25 LARGEST
TECH EMPLOYERS

BAY STREET EMERYVILLE HEAT MAPS

YOU CAN SEE THAT OUR LOCAL TRADE AREA IS A CONCENTRATED, HIGH-FREQUENCY GEOGRAPHIC SECTOR



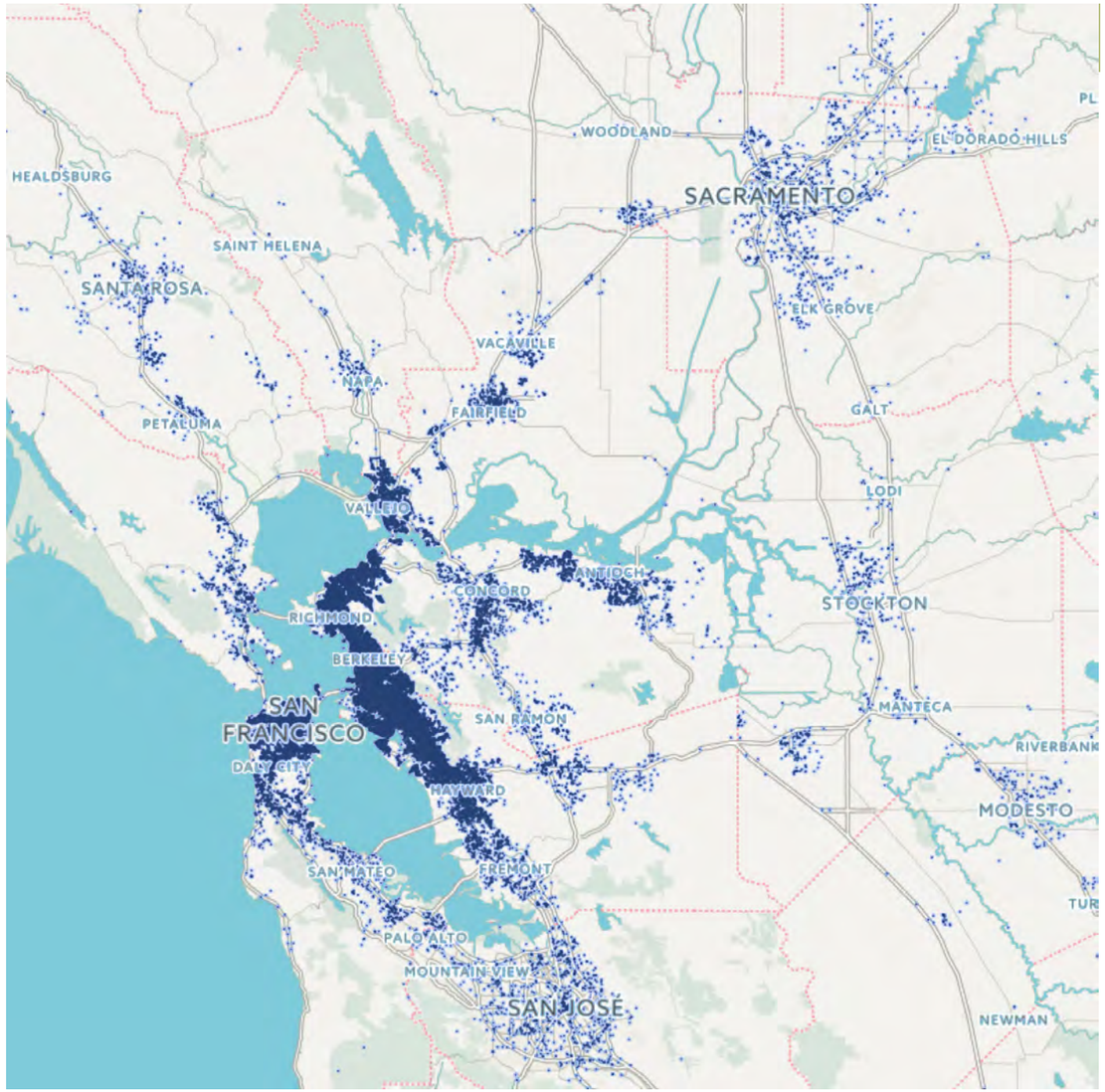
42%
of shopper visits come from our local trade area



69%
of shopper visits come from our expanded trade area

OUR DRAW COVERS A WIDE SWATHE OF NORTHERN CALIFORNIA

SHOPPERS COME FROM SANTA ROSA, SACRAMENTO STOCKTON, MODESTO, AND SAN JOSE



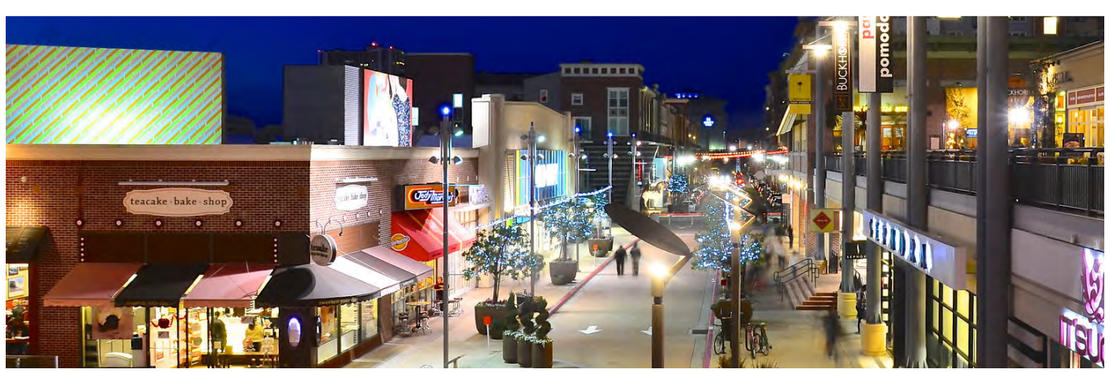
EXPANDED
TRADE AREA DEMOGRAPHICS

Population	959,567
Population Density (Per Sq. Mi.)	8,982
Households	358,492
Average HH Income	$106,667

Median Age	41.0
% Of Millennials (18-34)	26.8%

$75K+ HH %	48.3%
$100K+ HH %	36.7%
College Grads+ (% 25+ Pop)	43.1%

Annual Apparel Spend/HH	$2,644
Annual Spend On Food Away From Home/HH	$3,759
Annual Spend, Food In-Home/HH	$4,816
Annual Home Furnishings Spend/HH	$2,547



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BAY STREET

Apple • MAC Cosmetics • Levi's • Victoria's Secret • H & M • Sephora
West Elm • Uniqlo • J.Crew • EQ3 • Banana Republic • White House | Black Market
California Pizza Kitchen • AMC Theaters • P.F. Chang's
And many more.

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EMERYVILLE

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