

A-LIST CLIENTELE

Ideal retail climate

Drawing customers from four distinct

target groups – residents, businesspeople,

tourists and convention attendees -

The Headquarters will have a broad

based appeal. Unlike typical mall-goers,

these are people looking for a unique,

relaxing outdoor experience - whether

they're shopping, dining or just enjoying

the sunny, seaside setting.

RESIDENTS

The Headquarters experience makes it an ideal meeting place and weekend destination for area residents, near and far. The restaurants, retail stores and unique sense of place will draw residents from the entire San Diego County and beyond.

In addition to attracting a substantially greater population from the San Diego area, The Headquarters will appeal to neighborhoods well beyond the typical 1-mile radius, drawing from a diverse affluent Southern California population. These residents regularly frequent many of the same entertainment and retail destinations that attract tourists to San Diego, such as Sea World, the Gaslamp Quarter and the San Diego Zoo, further expanding the Southern California market for The Headquarters.

RESIDENTS	MILE RADIUS	INCOME ABOVE \$100,000
412,000	5-mile radius	18% of households
1.2 million	10-mile radius	20% of households
1.8 million	15-mile radius	22% of households
3.1 million	40 mile-radius	27% of households

BUSINESS VISITORS

With its more sophisticated ambiance, The Headquarters will present an attractive new option for the local business crowd, providing the kind of relaxed atmosphere ideal for meetings and work-related social and charitable gatherings.

■ DOWNTOWN POPULATION

■ 27,626 residential units

■ 92,000 office workers

TOURISTS

The steady revitalization of Downtown San Diego over the last 30 years has created an exceptional opportunity for The Headquarters to emerge as a primary tourist destination. With the city's best hotels, The Manchester Grand Hyatt across the street, the San Diego Marriot Marquis & Marina and the Hilton San Diego Bayfront nearby, this new retail hot spot will be a natural for business and leisure out-of-towners.

SAN DIEGO TOURISM

- 31.1 million visited San Diego and spent over \$7.5 billion
- 10 million visited the Gaslamp Quarter
- 4 million visited Seaport Village
- 4.6 million explored Historic Old Town
- 4.3 million visited Sea World
- 3.4 million visited the San Diego Zoo
- 2.4 million enjoyed games at Petco Park
- 1 million visited the USS Midway Museum

HOTELS | 3-MILE RADIUS

- 80 hotels
- 17,228 rooms
- 75% occupancy

CRUISE SHIPS

- Sapphire Princess, Oosterdam, Celebrity Century, Rotterdam, Disney Wonder, Carnival Spirits
- 250,000 passengers annually
- \$8 million impact

SAN DIEGO CONVENTION ATTENDEES

Because of its ideal coastal location, open-air environment and casual dining establishments, The Headquarters promises to be a preference for conventioners. Ranked in the top five convention centers nationally, the San Diego Convention Center is not only one of the region's strongest economic engines, but is a favorite among meeting planners for its bayside location, flexible meeting space and 5-star service.

The planned expansion of the San Diego Convention Center ensures increased convention attendee traffic to The Headquarters.

CONVENTION TRAFFIC AND SALES

- 567,000 visitors
- \$579 million direct spending
- \$1.4 billion economic impact
- Currently operates at maximum capacity; expansion complete in 2017
- Events strategically planned, coordinated, researched, tracked
- Medical, business and technology events scheduled 2-3 years in advance
- 40-year-old median visitor age
- \$121,400 visitor median household income
- \$7.5 billion+ visitor spending
- \$1.5 billion restaurant spending
- San Diego's highest volume restaurants within walking distance
- 2017 San Diego Convention Center & Visitor's Bureau forecast is 32.8 million visitors; \$8.3 billion visitor spending; \$1.9 billion food and beverage spending; \$1.1 billion shopping spending



TRADE AREA BY INCOME



NEIGHBORHOOD	POPULATION*	AVG. HH INCOME	MED. HH INCOME	WHITE COLLAR	DRIVE TIME TO THE HEADQUARTERS*
DEL CERRO	24,647	\$98,278	\$72,464	79%	15 min
KENSINGTON	32,523	\$64,241	\$46,110	82%	13 min
CLAIREMONT	51,290	\$74,304	\$60,170	80%	12 min
CORONADO	19,249	\$134,472	\$94,448	79%	13 min
HILLCREST / MISSION HILLS	32,003	\$88,570	\$55,602	84%	9 min
POINT LOMA	20,420	\$121,608	\$75,830	87%	19 min
DOWNTOWN	40,841	\$71,679	\$46,330	76%	4 min
LA JOLLA	44,171	\$160,448	\$106,362	84%	21 min
GOLDEN HILL / NORTH PARK	48,657	\$50,449	\$38,541	76%	8 min
BAY PARK	26,063	\$74,155	\$53,019	78%	13 min

* Approximate