

PACIFIC  
RETAIL

# Shops at Palm Desert

BRINGING FAMILIES TOGETHER FOR OVER 40 YEARS



**EVOLVING  
REAL ESTATE  
FOR THE NEXT  
GENERATION**





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# Welcome

Conveniently located at the 50 yard line of the Coachella Valley. The Shops at Palm Desert offers a vibrant shopping and dining experience.

Anchored by renowned brands such as Macy's, JCPenney, Barnes and Noble, and Dick's Sporting Goods, the shopping center boasts over 140 stores and restaurants. Explore popular destinations like H&M, Victoria's Secret, Bath & Body Works, Shoe Palace, and more, ensuring a diverse and dynamic retail mix for our visitors.

At the Shops at Palm Desert, we are committed to delivering a memorable and enriching experience for every visitor, including local families, retirees, snowbirds, and tourists who flock to the area during major events like the Paribas Tennis Tournament and the Coachella and Stagecoach festivals. From world-class retailers to delectable dining options, our goal is to create a vibrant community space that resonates with shoppers of all ages and interests.

## The Shops at Palm Desert



5 Miles

10 Miles

### PROPERTY INFO

Built	1982
Redeveloped	2013
Stores	140+
Total Center GLA	984,698 sq. ft.
Annual Visits	4.5M
Parking Spaces	4,249 spaces

# THE MAJOR CENTER OF GROWTH

The greater Palm Springs area is known world-wide as a Southern California oasis, home to year-round sunshine, resort living, world-class golf and tennis, and signature events that draw over 14 million tourists annually.

The Shops at Palm Desert is at the heart of it all, featuring 140+ indoor shops and eateries, the region's largest public art collection, live music series, and seasonal programs for families.





# THE ONLY INDOOR SHOPPING CENTER IN COACHELLA VALLEY







# Retail Mix

## SHOPPING

JCPenney ★macy's BARNES&NOBLE K A Y JEWELERS sunglass hut H&M

BOXLUNCH VICTORIA'S SECRET Bath&BodyWorks AÉROPOSTALE zumiez ZALES Lids

EXPRESS CHAMPS SPENCERS THE CHILDREN'S PLACE PACSUN HOLLISTER CALIFORNIA VANS

AMERICAN EAGLE OUTFITTERS WINDSOR LENS CRAFTERS DICK'S SPORTING GOODS. MINI SOU PINK VICTORIA'S SECRET

## DINING

BUFFALO WILD WINGS Stuff Pizza COLD STONE CREAMERY SBARRO CHARLEYS CITY WOK

Wetzel's Pretzels Mrs. Fields. CINNABON Jamha Juice.

## HEALTH/WELLNESS

ELITE PURFIT ATHLETIC

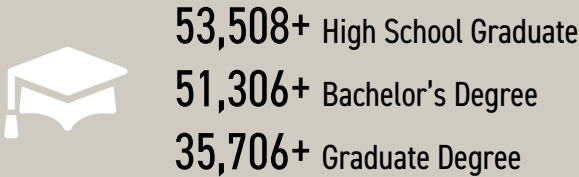
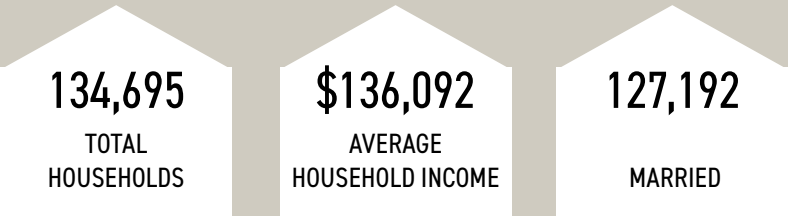


# Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	47,397	83,725	308,261
TOTAL HOUSEHOLDS	23,593	42,352	134,695
AVG. HOUSEHOLD INCOME	\$147,727	\$159,840	\$136,092

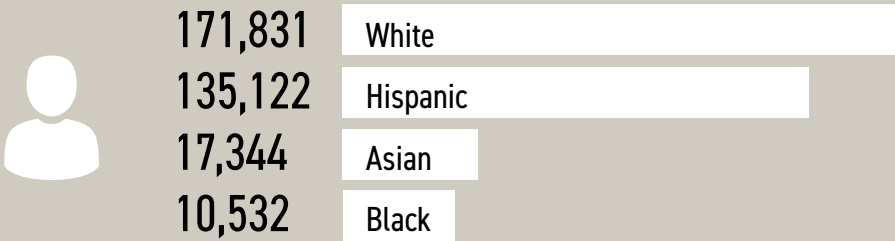
## HOUSEHOLDS & EDUCATION

10-MILE RADIUS



## RACE & ETHNICITY

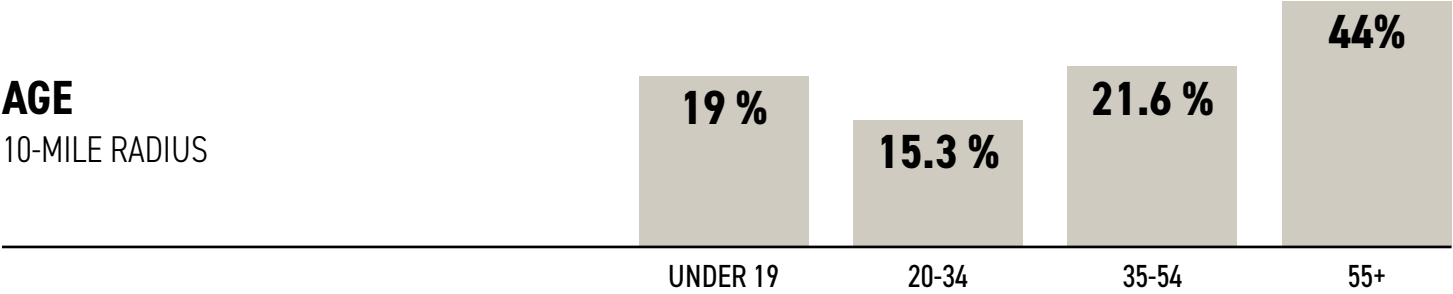
10-MILE RADIUS



Estimated 1 million  
shoppers per year

## AGE

10-MILE RADIUS





# Placemaking

## CREATING A SENSE OF PLACE

The Shops at Palm Desert serves as a hub to the community by providing guests with a sense of belonging to shop, dine and engage in activations and entertainment. Creating convenience, a sense of place and destination shopping offers residents and office workers everything they need to enjoy their visits and share their experiences with others.



## Customization, Localization & Curation

- Destination-worthy public spaces
- Custom artwork & FF&E
- Partnered with local artists & artisans
- Customized music lists





# Tenant Marketing

The Shops at Palm Desert features a full service Marketing team to develop and execute strategic Marketing campaigns and programs from community events to public art installations to public relations to increase sales, traffic and visibility at the center.

## — DIGITAL & SOCIAL

Inclusion on property website and directories.  
Regular social media posts on property social media channels with paid support when applicable.  
Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

## — PUBLIC RELATIONS

Press releases coordinated with tenants, released in conjunction with paid social posts.  
Strong relationships with local media and influencers who can offer turnkey services.

## — ADVERTISING

General campaigns for center brand awareness across digital, social, print and sponsorships.







# The Shops at Palm Desert

*embraces the unique and vibrant community  
in Southern California's Coachella Valley.*





# By The Numbers

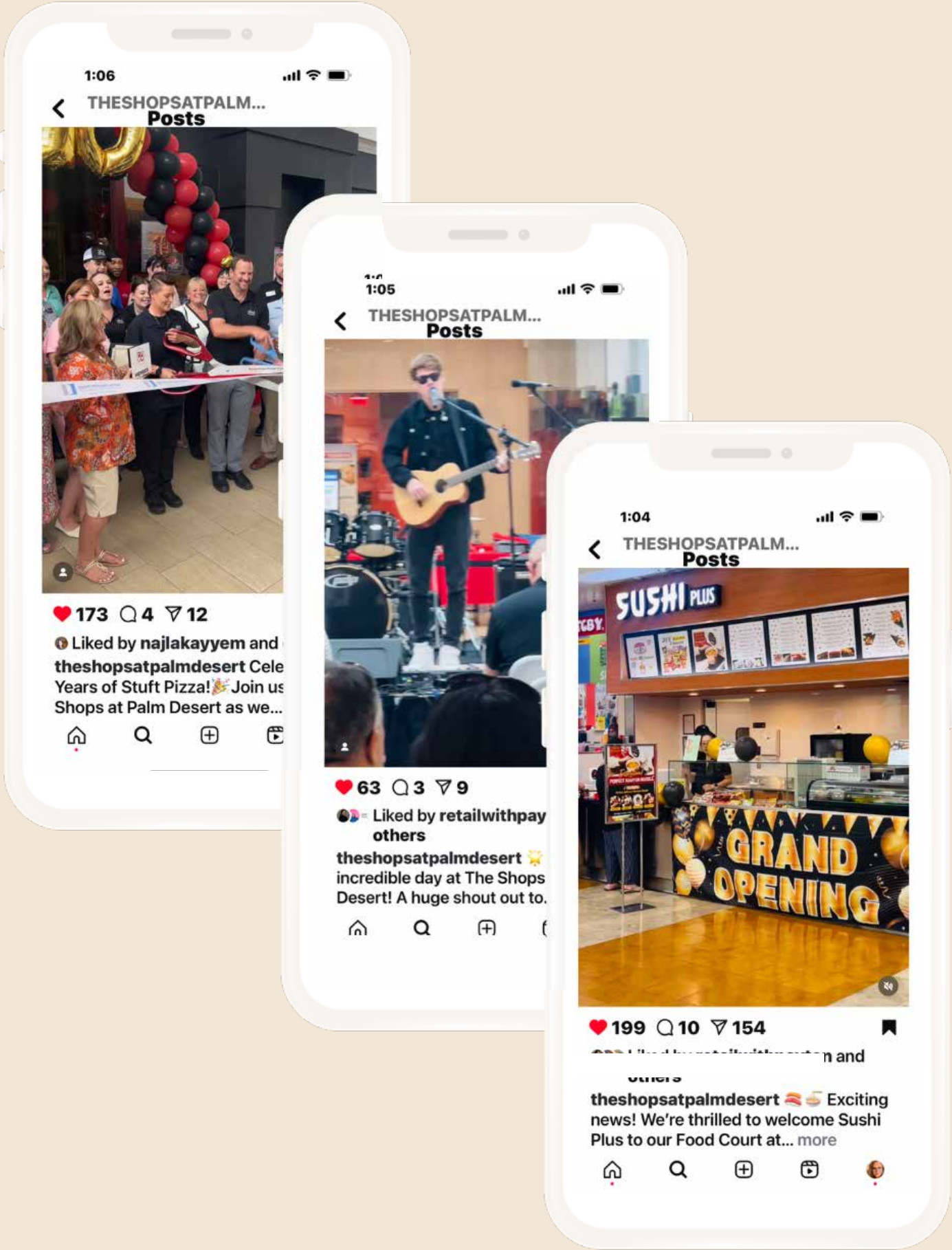
FACEBOOK  
**31,000+** Followers

WEBSITE  
**11,727+** Average Monthly Visitors  
**24,257+** Average Monthly Page Views

INSTAGRAM  
**8,800+** Total Followers  
**4,575+** Avg. Monthly Reach

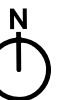
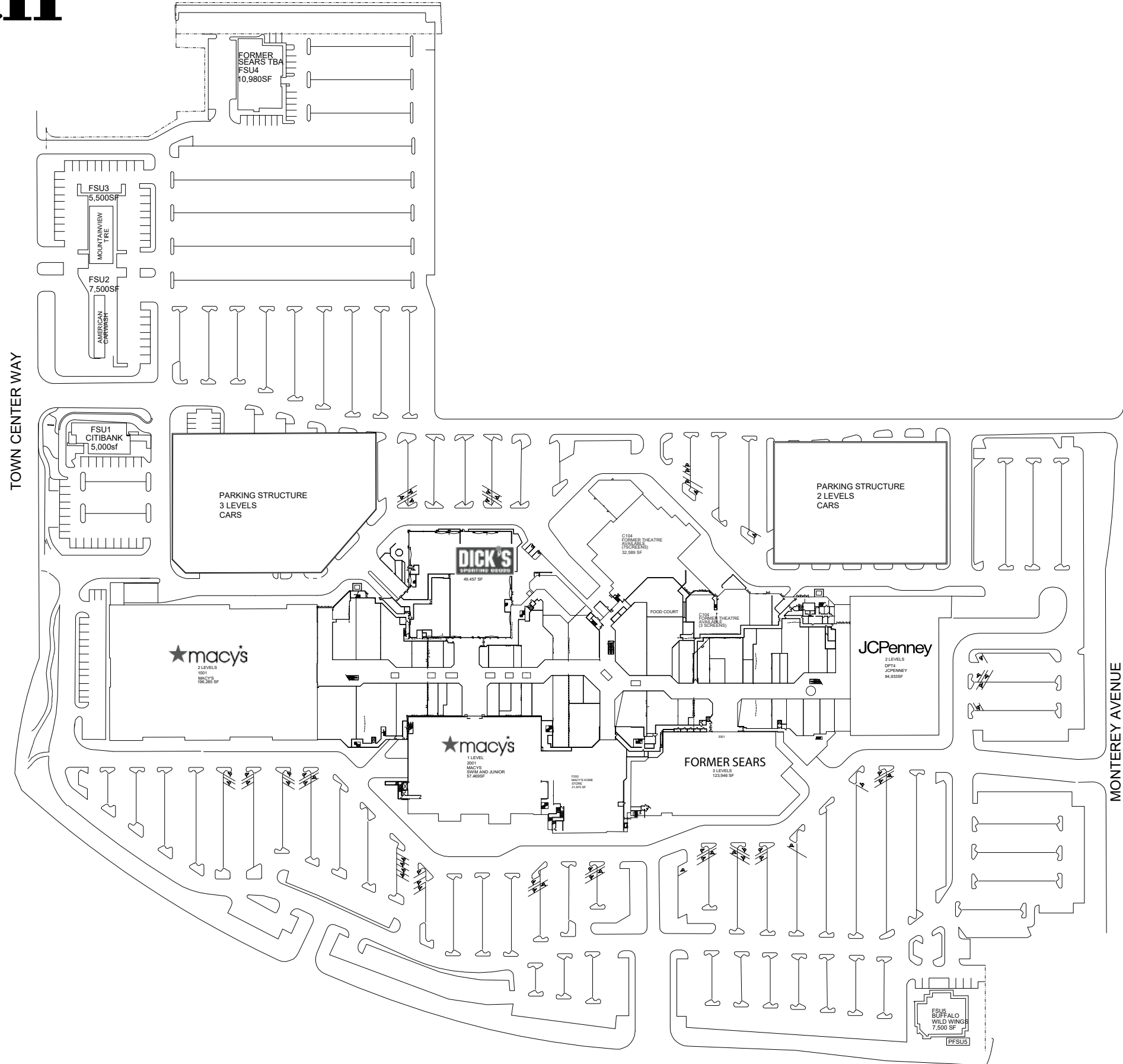
EMAIL  
**4,672+** Total Subscribers

SMS  
**4,128+** Total Subscribers



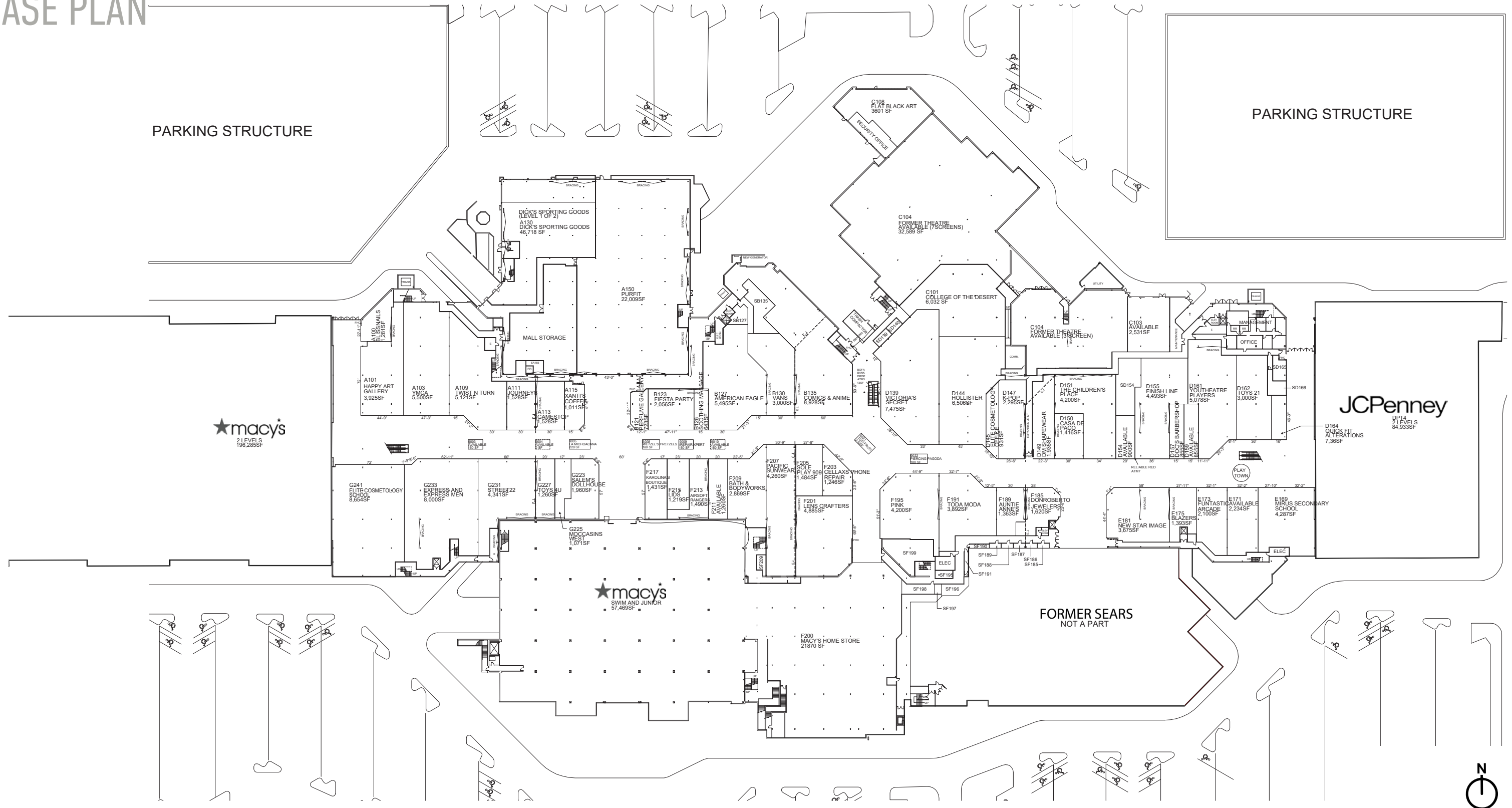


# Site Plan



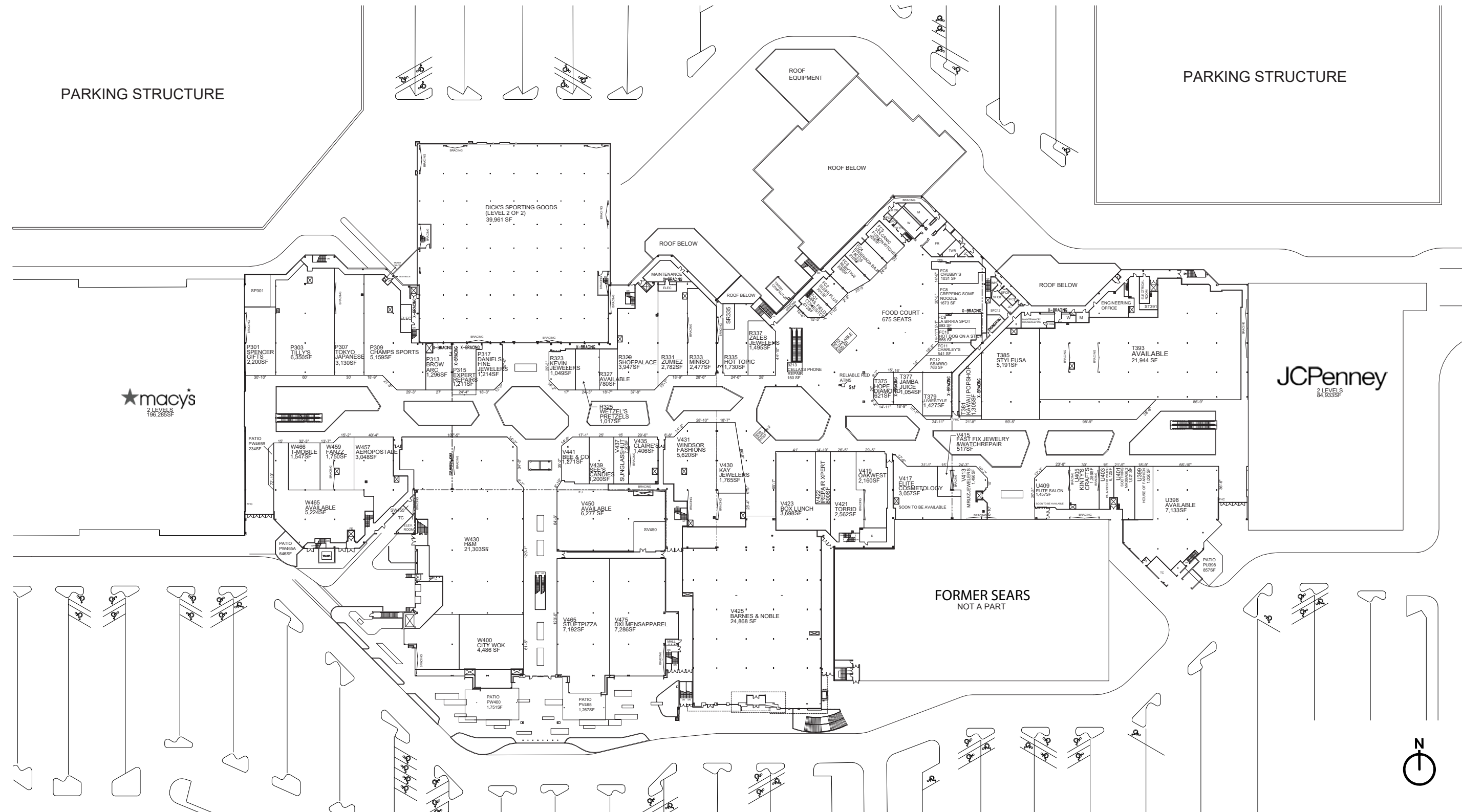


# LEASE PLAN





# LEASE PLAN





# FEEL THE WARMTH OF PALM DESERT



## LEASING

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### ELI LUX

ELUX@PACIFICRETAIL.COM  
805.403.8717

### RYAN BACKS

RBACKS@PACIFICRETAIL.COM  
317.389.6875

## LOCAL LEASING

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### PAYTON MANCE

LOCAL LEASING MANAGER  
PMANCE@SHOPSATPALMDESERT.COM  
518.645.5440



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BAR & GRILL

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# Partner with us!

Pacific Retail Capital Partners (PRCP) is one of the nation's premier real estate investment groups, with a proven track record of evolving and repositioning large-format retail properties. Based in Southern California, PRCP strategically leads over \$3 billion and 24 million square feet in assets under direct management and leasing. Additionally, 17 million square feet of asset management, advisory and master planning services.









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