



**THE COLLECTION**

RIVERPARK





ELEVATED

VIBRANT



LOCAL

FRESH

*Since 2012, The Collection at RiverPark has featured a rare blend of world-class public art, culinary-focused local eateries, premier shopping and unique signature events all in a beautifully curated outdoor center. The Collection boasts all of the best qualities West Ventura County and Southern California have to offer.*

CURATED

ECLECTIC



**OUR  
COMMUNITY**



**POPULATION:  
576 K**

**DAYTIME  
POPULATION  
WITHIN 10 MILES:  
139 K**



**AVERAGE  
HOUSEHOLD  
INCOME:  
\$131 K**



**MEDIAN AGE:  
38.0**



**HOUSEHOLDS:  
201 K**



# WHERE IT ALL COMES TOGETHER

*The last 10 years have seen tremendous growth in the regional trade area.*

## MORE AFFLUENT HOUSEHOLDS

Total Households earning \$100,000+ increased **50.8%**.

## MORE EDUCATED

Residents with a Bachelors degree or higher increased **18.1%**.

## PROPERTY VALUE INCREASED

Property Value has increased **2.14% Annually** over the last decade

## GROWTH IN HOUSEHOLD INCOME

Average Household Income increased **23.1%**, or **2.35% Annually**.

- TRADE REGION
- 20 MILE
- 10 MILE
- 5 MILE

# ALL IN ONE PLACE

- 1
- 2
- 3
- 4
- 5
- 6
- A



# EVERYTHING YOU NEED

## APPAREL & ACCESSORIES

- 3C** The Good Feet Store
- 3C** Gold Union
- 3F** Heaven Sneaker Shop
- 3I** Victoria's Secret
- 3L** Soma Intimates
- 3M** Lane Bryant
- 3O** Carters
- 4D** Urban Outfitters
- 4E** Journeys
- 4F** Windsor
- 4O** Vans
- 4Q** Girl Scouts of California's Central Coast
- 4R** The Closet Trading Co.
- 4S** Zumiez  
REI
- 6C** Road Runner Sports
- 6E** PacSun
- 6I** Pandora
- 6J** Cotton On
- 6K** Sunglass Hut  
H&M  
Tilly's

## ENTERTAINMENT

- 2D** Copper Blues Rock Pub & Kitchen
- 2H** Red Door Escape Room  
Levity Live Comedy Club  
Lucky Strike
- 3A** Jump N' Jammin
- 3B** The Mighty Axe  
Century RiverPark 16 & XD
- 6M** Activate Games

## HEALTH, BEAUTY & SPA

- 2E** The Barber Shop
- 3J** M.A.C Cosmetics
- 3N** Massage Envy & Spa
- 3P** LaserAway
- 3S** Hydration Room  
Ulta
- 4J** Amazing Lash Studio
- 4P** Phenix Salon Suites
- 5B** Club Pilates
- 5C** Bella Threading Studio
- 5H** European Wax Center
- 5J** TD Nail Studio
- 6D** Youthfill MD  
24 Hour Fitness Super Sport

## HOME & GIFTS

- 2A** Lovesac
- 2F** LOHO Love & Hope
- 3E** Mero Games
- 3V** Sleep Number
- 6B** Ethan Allen

## RESTAURANT, EATERIES & SPECIALTY

- 1B** Red Robin
- 2B** bb.q Chicken
- 2C** Luna Grill
- 2I** Yard House
- 3Q** Menchie's Frozen Yogurt
- 3R** Starbucks
- 3T** Panera Bread
- 3U** Five Guys Burgers & Fries
- 4A** Wetzel's Pretzels
- 4B** After's Ice Cream
- 4C** IT'SUGAR
- 4H** Kabuki Japanese Restaurant
- 4K** GEN Korean BBQ House
- 4L** Immigrant Son Cafe
- 4M** Carne
- 5E** Settebello Pizzeria Napoletana
- 5F** Seaglass Boba
- 5G** GOM Desserts
- 6F** The Cheesecake Factory
- 6G** Lazy Dog Restaurant & Bar
- 6H** Larsen's Grill  
Whole Foods

## SPECIALTY SERVICES

- 1A** Ventura County Credit Union
- 1C** Bank of America
- 3W** Verizon Wireless
- 5I** Oxnard Police Substation
- 6A** Pet Food Express  
Target

## THE ANNEX FOOD HALL

- A** Bottle & Pint
- A** Gordo's Hot Chicken
- A** Love Pho Café
- A** Mong Q
- A** PizzaMan Dan's
- A** Pokeworks
- A** Ragamuffin Coffee Roasters
- A** Silverlake Ramen
- A** The Blend Superfood Bar
- A** Two Hands Corn Dogs
- A** Sueño Jewelry Studio

## OFFICES

- 3G** Aerotek
- 3G** Advanced Research Tech
- 3G** CBRE
- 3G** Dignified Home Loans
- 3G** Lawyers Title
- 3G** Management Office
- 3G** County of Ventura
- 3H** Keller Williams
- 4T** Ageless Men's Health
- 4T** People's Self Help Housing
- 4T** Indus Technology
- 4T** Alera  
Yardi Systems

# TODAY'S CUSTOMER



*The Collection is an eclectic mix of retail, shops, services, entertainment, and public art providing Ventura County with everything they need all-in-one beautiful open-air center.*

### MILLENNIAL ENTREPRENEURS

**AVERAGE AGE:** 27  
**OCCUPATIONS:** *Event Planning, Marketing Strategy, Military, Web Design*  
**LOVES:** *Beach Picnics, Bottle & Pint, Happy Hour, Live Music*

**COLLECTION FAVORITES:**  
*Burnin' Mouth, Forever 21, The Barber Shop, Silverlake Ramen, Urban Outfitters, Vans*

### COLLEGE-EDUCATED HOME OWNERS

**AVERAGE AGE:** 32  
**OCCUPATIONS:** *Account Management, Office Administration, Medical*  
**LOVES:** *Brunch, Date Nights, Traveling, Yoga*

**COLLECTION FAVORITES:**  
*24 Hour Fitness, Levity Live Comedy Club, Larsens Grill, REI, Ulta, Yard House*

### WELL-ESTABLISHED RESIDENTS

**AVERAGE AGE:** 46  
**OCCUPATIONS:** *Agricultural Engineering, Lawyers, Operations Management*  
**LOVES:** *Family Gatherings, Game Nights, Road Trips, Movie Nights*

**COLLECTION FAVORITES:**  
*Century RiverPark 16 & XD, Jump 'N Jammin, Ethan Allen, H&M, Menchie's Frozen Yogurt, The Cheesecake Factory, Whole Foods*



AFTER'S ICE CREAM



YARD HOUSE



SETTEBELLO PIZZERIA NAPOLENTANA

# OUR RESTAURANTS CULINARY FOCUSED

- AFTER'S ICE CREAM
- BB.Q CHICKEN
- CARNE
- COPPER BLUES ROCK PUB & KITCHEN
- FIVE GUYS BURGERS & FRIES
- GEN KOREAN BBQ HOUSE
- GOM DESSERTS
- IT'SUGAR
- IMMIGRANT SON CAFE
- KABUKI JAPANESE RESTAURANT
- LARSEN'S GRILL
- LAZY DOG RESTAURANT & BAR
- LUNA GRILL
- MENCHIE'S FROZEN YOGURT
- PANERA BREAD
- RED ROBIN
- SEAGLASS BOBA
- SETTEBELLO PIZZERIA NAPOLETANA
- STARBUCKS
- THE CHEESECAKE FACTORY
- WETZEL'S PRETZELS
- WHOLE FOODS
- YARD HOUSE



IMMIGRANT SON CAFE



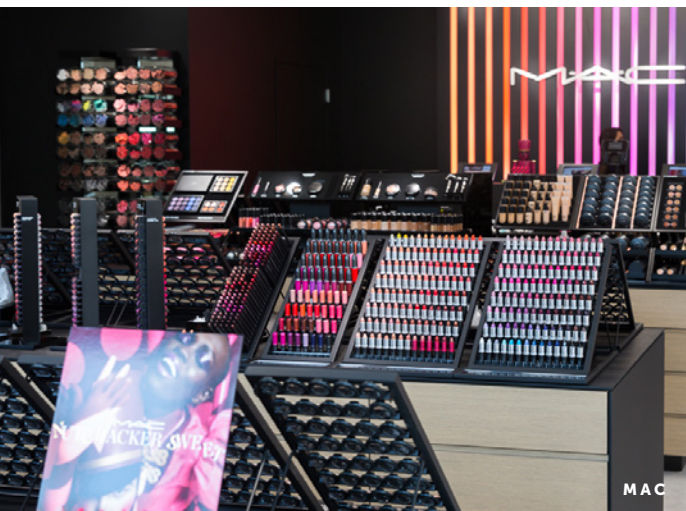
SILVERLAKE RAMEN



THE CHEESECAKE FACTORY



LASERAWAY



MAC



ETHAN ALLEN

# OUR SHOPS

## COLLECTIVE RETAIL

- 24 HOUR FITNESS SUPER SPORT
- AMAZING LASH STUDIO
- BELLA THREADING STUDIO
- CARTER'S
- COTTON ON
- CLUB PILATES
- ETHAN ALLEN
- EUROPEAN WAX CENTER
- HEAVEN SNEAKER SHOP
- GOLD UNION
- H&M
- HYDRATION ROOM
- JOURNEYS
- LANE BRYANT
- LASERAWAY
- LOHO LOVE & HOPE
- LOVESAC
- M·A·C COSMETICS
- MASSAGE ENVY SPA
- MERO GAMES
- PAC SUN
- PANDORA
- PET FOOD EXPRESS
- PHENIX SALON SUITES
- REI
- ROAD RUNNER SPORTS
- SLEEP NUMBER
- SOMA INTIMATES
- SUNGLASS HUT
- TARGET
- TD NAIL STUDIO
- THE BARBER SHOP
- THE CLOSET TRADING CO.
- THE GOOD FEET STORE
- TILLY'S
- ULTA
- URBAN OUTFITTERS
- VANS
- VERIZON WIRELESS
- VICTORIA'S SECRET
- WINDSOR
- ZUMIEZ
- YOUTHFILL MD



VANS



H&M



URBAN OUTFITTERS



THE MIGHTY AXE



BOWLERO / LUCKY STRIKE

OUR ENTERTAINMENT

# LEISURE & FUN

ACTIVATE GAMES

LUCKY STRIKE

CENTURY RIVERPARK 16 & XD

JUMP 'N JAMMIN

LEVITY LIVE COMEDY CLUB

THE MIGHTY AXE

RED DOOR ESCAPE ROOM



LEVITY LIVE COMEDY CLUB



JUMP 'N JAMMIN



SUEÑO JEWELRY STUDIO



BOTTLE & PINT



THE ANNEX EXTERIOR

OUR LOCAL FAVORITE

# THE ANNEX FOOD HALL

- BOTTLE & PINT
- GORDO'S HOT CHICKEN
- LOVE PHO CAFÉ
- MONG Q
- PIZZAMAN DAN'S
- POKEWORKS
- RAGAMUFFIN COFFEE ROASTERS
- SILVERLAKE RAMEN
- THE BLEND SUPERFOOD BAR
- TWO HANDS CORN DOGS
- SUEÑO JEWELRY STUDIO



GORDO'S HOT CHICKEN



THE BLEND SUPERFOOD BAR



RAGAMUFFIN COFFEE ROASTERS



SPRING FUN



HOLIDAY



SEASONAL MAKERS MARKET



SUMMER CONCERT SERIES

OUR EXPERIENCES

# SIGNATURE EVENTS

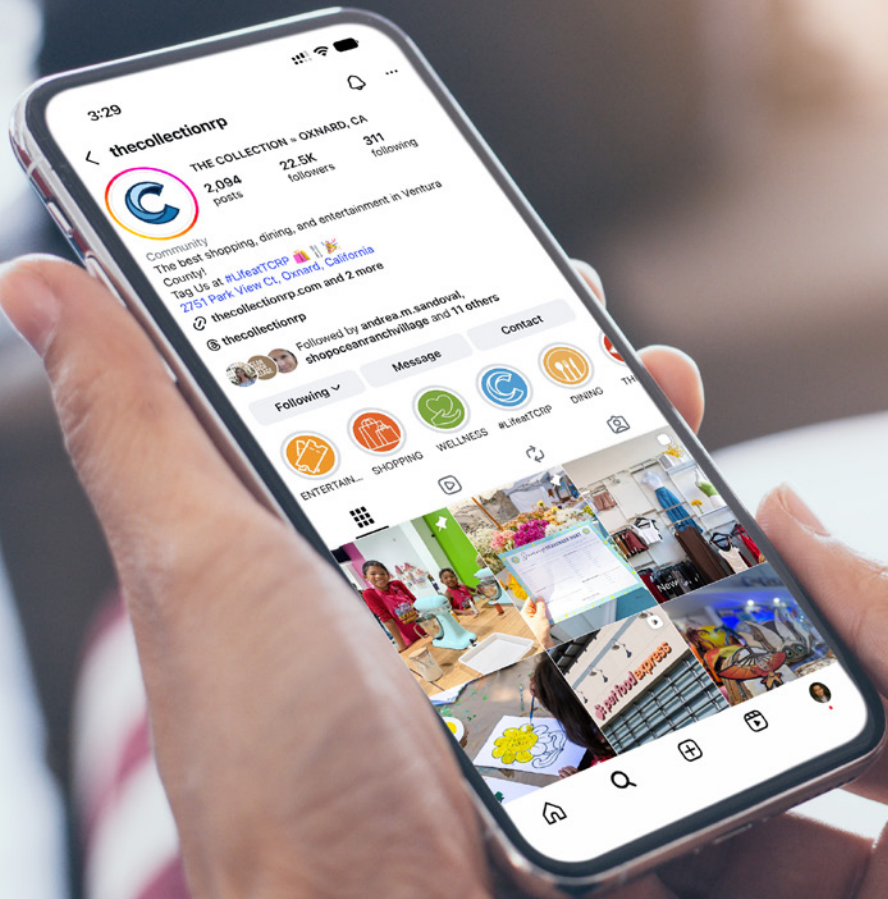
- FOOD & WINE
- HOLIDAY EVENTS
- KIDS CLUB
- SEASONAL MAKERS MARKET
- SPRING FUN
- SUMMER CONCERT SERIES
- TRICK OR TREATING



KIDS CLUB



TREE LIGHTING CELEBRATION



OUR SOCIAL MEDIA

# LET'S CONNECT

@THECOLLECTIONRP #LIFEATTCRP



**42.5K+**

*Facebook followers*



**22.5K**

*Instagram followers*



**3.8K+**

*X followers*





# BE A PART OF OUR COLLECTION

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RIVERPARK

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