

# Customer Profile

Unlike typical mall developments, Old Police Headquarters draws its customer from four distinct target audience groups, facilitating an abundance of footsteps.

This unique and varied offering reaches every daypart sought after by seasoned retailers and restaurateurs. From the favorite morning cafe, to evening drinks, delicate local treasures, or weekend brunch — there is something for each type of patron to discover and enjoy. Conventioneers, Daytime Business Traffic, Residents and Tourists will delight in the ambiance and array of Old Police Headquarters.

## CONVENTION ATTENDEES

The San Diego Convention Center is just a short six-minute walk from Old Police Headquarters, and 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 five-star service. The large volume of convention attendees will be attracted to Old Police Headquarters for event and dining experiences, and will make impulse retail purchases that leave lasting impressions.

- Average projected convention attendance has steadily increased each year, with an estimate of over 850,000 visitors projected in 2009.
- Convention attendees' median age is 43, with a median HH income of \$105,800.

## RESIDENTS

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

- Over 150,000 residents within an average drive time of 13 minutes to OPH have a median HH income of \$76,000 or an average HH income of \$104,000.
- 2.2 million San Diego area residents are within a 40 minute drive time of OPH.
- There are 12,000 households within 3 minutes drive time of downtown San Diego.

## DAYTIME BUSINESS TRAFFIC

The sophisticated yet distinct dining experiences and charming meeting spots at Old Police Headquarters will draw the downtown business traffic for business meals, meetings and work-related social gatherings.

- Approximately 62,000 employees within a 1-mile radius, 66% are white-collar professionals.
- Approximately 160,000 employees within a 3-mile radius, 66% are white-collar professionals.
- Approximately 317,000 employees within a 5-mile radius, 66% are white-collar professionals.

## TOURISTS

Sunny San Diego is a favorite for tourists from all over the world. As the newest retail destination, Old Police Headquarters will capture the traveler's attention with enchanting dining, unexpected treasures and engaging entertainment. The steady buzz of tourist's foot traffic will amplify activity and increase the overall energy of the environment.



## Abundance

(n) : The state or condition of having copious quantity of something;  
Plentifulness of the good things

