

# THE RIVER



NOW OPEN

COWBOY



COMING SOON



PREMIER RESTAURANT & SHOP SPACE AVAILABLE FOR LEASE

CBRE

# THE RIVER

The River is a 227,000 SF premier lifestyle and entertainment center that serves as the social hub of the community combining shopping, dining and entertainment with a complimentary mix of national and regional businesses. The River features an 1,100 foot long, 1.7 million gallon "river" water feature, extensive landscaping, a 100-seat outdoor amphitheater and award-winning design that creates a one-of-a-kind ambiance in the heart of the Coachella Valley.

The development is environmentally balanced with inviting public sitting areas, friendly walkways and boulevards and lush landscaping that appeal to both the everyday customer and tourist alike. In addition to our retail, dining and entertainment options, The River also features approximately 20,000 SF of premium office space that is available for a variety of uses. The office suites feature stunning views of the San Jacinto Mountains, and also include outdoor patio areas.

<https://www.theriveratranchomirage.com/>



# PROPERTY HIGHLIGHTS

- › Opportunity to lease premier restaurant or shop space at The River
- › Ideally situated at the signalized intersection of Highway 111 and Bob Hope Drive, which generates the most traffic of any intersection in the Coachella Valley averaging over 67,500 cars per day.
- › The River attracts an estimated 3.1M visitors annually with its prime location in the heart of Rancho Mirage's retail core and within minutes from most parts of the Coachella Valley.
- › Anchors include a 15-screen stadium-style Century Theatre cinema, Dave & Buster's and seven (7) full-serve restaurants including The Cheesecake Factory, P.F. Chang's, and Yard House.
- › There are over 1,900 hotel rooms nearby including the Ritz Carlton, Westin Mission Hills and Omni Rancho Las Palmas Resort & Spa. Visitors spent \$666.5 million in Rancho Mirage in 2019 with an overall economic impact of \$852.4 million.
- › The River hosts the largest Tesla Supercharging station in the Coachella Valley (charging up to 24 cars at a time) with the addition of our solar carport covered parking area.

**1,619+**  
PARKING SPACES

**67,500 CPD**  
AT BOB HOPE & HWY 111

**905 FT.**  
STREET FRONTAGE  
ON HIGHWAY 111

OMNI RESORTS  
rancho las palmas

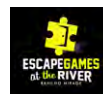
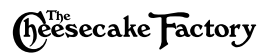
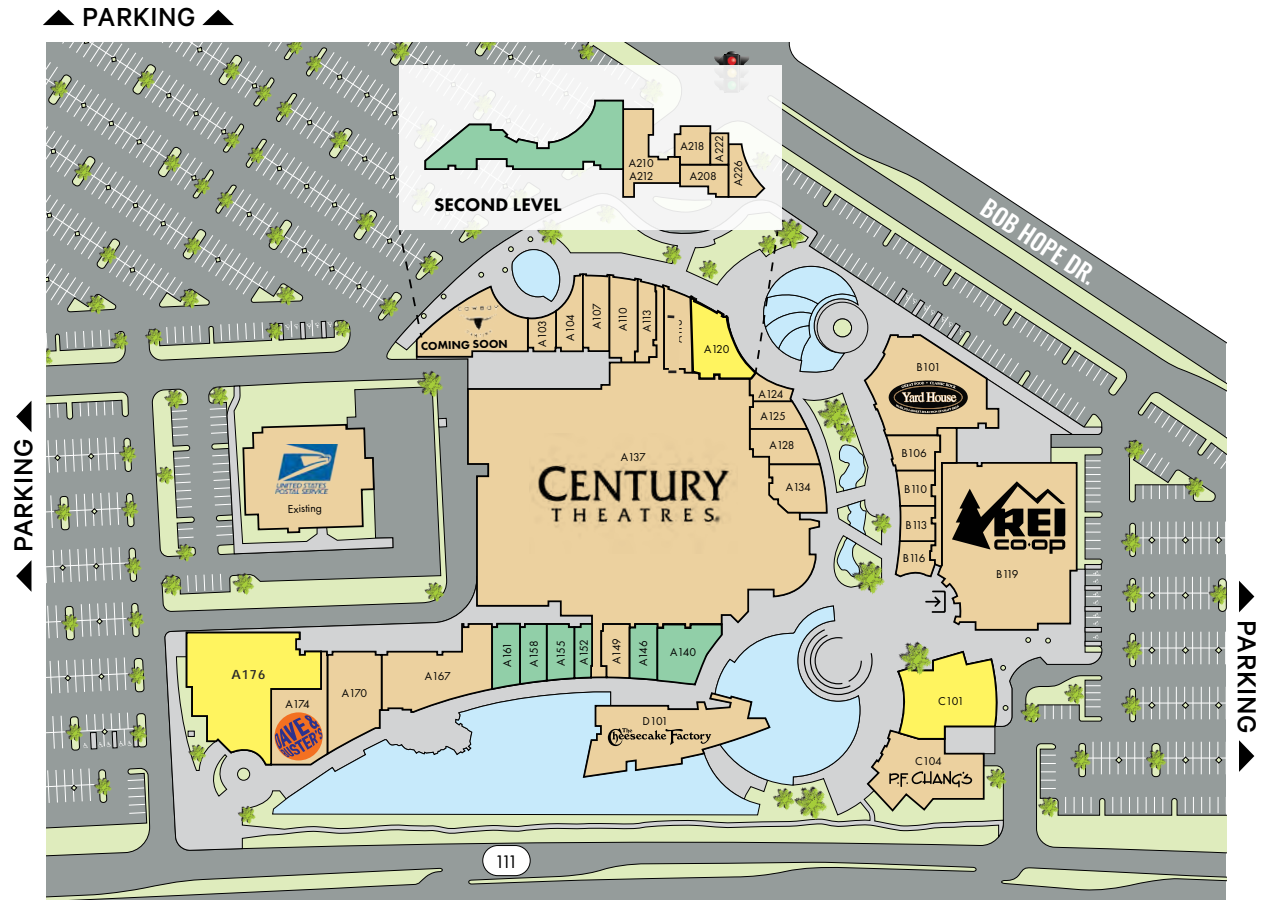
Bob Hope Drive

CALIFORNIA  
111



# SITE PLAN

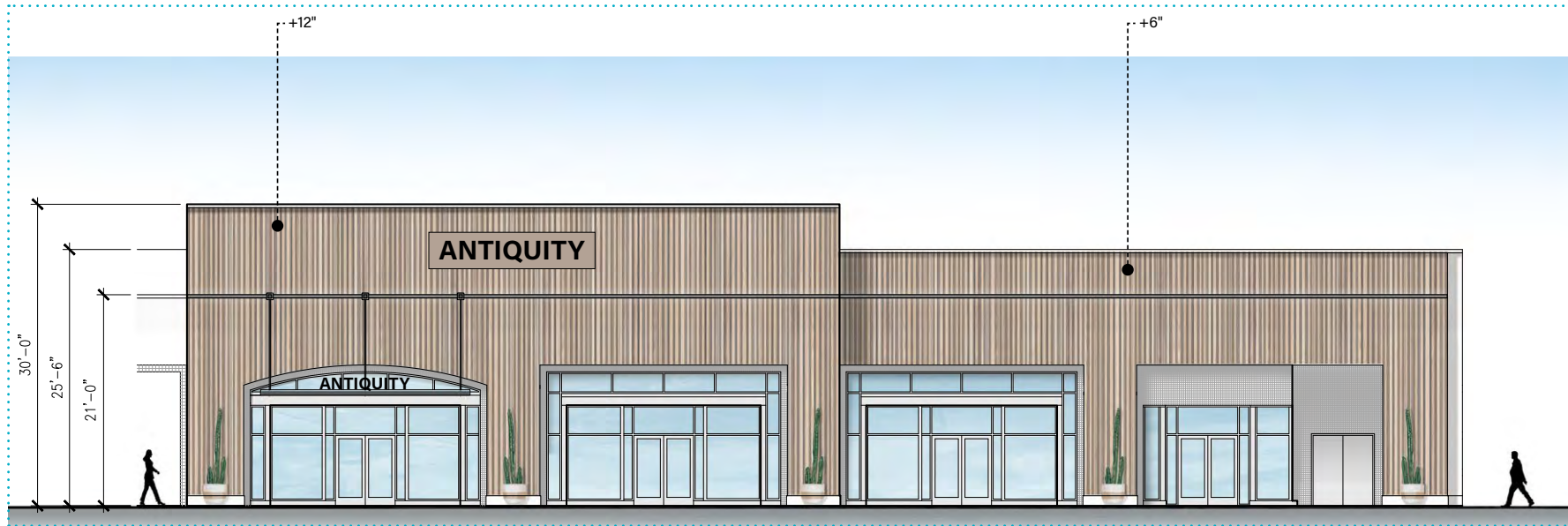
SUITE #	TENANT	SF
<b>FIRST FLOOR</b>		
A-101	Cowboy Cantina COMING SOON	5,554
A-103	AVAILABLE	1,138
A-104	River Nails & Spa	1,888
A-107	AVAILABLE	2,438
A-110	AVAILABLE	2,714
A-113	BLT	1,408
A-116	Sushi Kawa	3,078
A-120	RESTAURANT AVAILABLE	3,559
A-124	Ben & Jerrys	934
A-125	Chakaa Tea Shoppe	1,615
A-128	Bath & Body Works	2,408
A-134	Five Guys Burgers & Fries	2,867
A-137	Century Theatres	72,434
A-140	AVAILABLE	3,659
A-146	Giftology	1,826
A-149	AVAILABLE	937
A-152-161	AVAILABLE (Divisible)	6,726
A-170, 174, 167	Dave & Busters	22,982
A-176	RESTAURANT AVAILABLE	9,637
B-101	Yard House	12,206
B-106	AVAILABLE	1,350
B-110	Helios Cigar Lounge	1,135
B-113	Coco & Lulu	1,351
B-116	Hats Unlimited	1,229
B-119	REI Co-Op	25,082
C-101	RESTAURANT AVAILABLE	7,632
C-104	PF Chang's	7,066
D-101	The Cheesecake Factory	10,679
<b>SECOND FLOOR</b>		
A-200-204	AVAILABLE (Divisible)	7,898
A-208	Management/Security Office	1,305
A-210-218	Escape Games	4,612
A-222	Cowley Real Estate Partners	597
A-226	AVAILABLE	1,358



Food & Beverage Space      Retail Space

# SHOP ELEVATIONS

## OPTION 1: SINGLE-TENANT FAÇADE



## OPTION 2: MULTIPLE-TENANT FAÇADE



# DEMOGRAPHICS & TOURISM

The Coachella Valley has a very short offseason -- typically under 4 months -- making it a popular escape for Southern California residents, as well as a world class destination that serves as host for visitors from around the world.

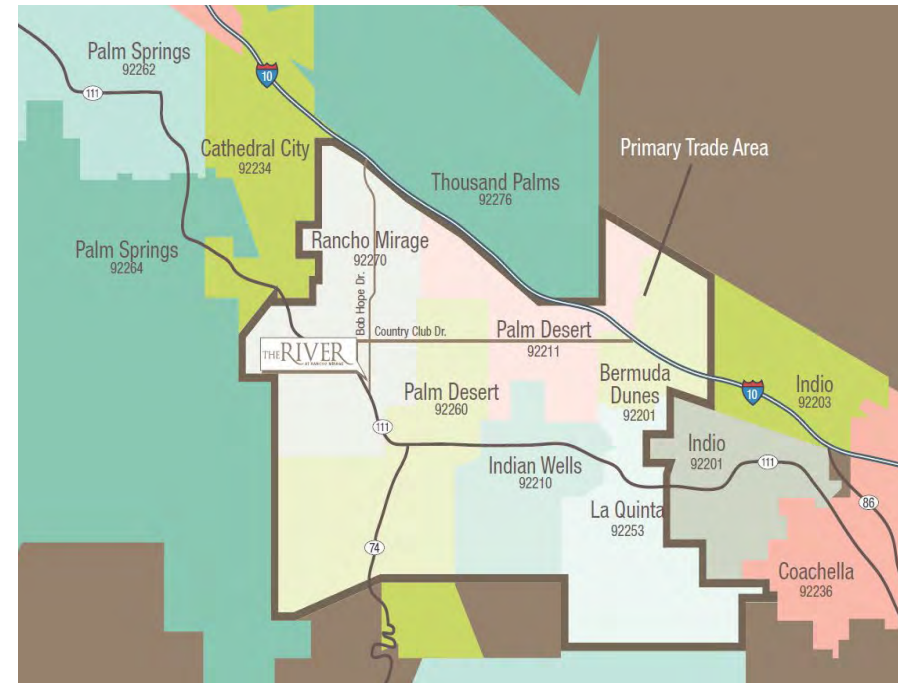
## TOURISM HIGHLIGHTS

- › Total visitors to the Coachella Valley **[16.8 million visitors]**
- › Airport Travelers **[2.6 million annually]**
- › Visitor Spending **[\$5.9 billion annually]**
- › Total Room Nights **[1.4 million annually]**
- › Economic Impact from Tourism **[\$7.5 billion]**
  
- › The site is located in Rancho Mirage at the center of the Coachella Valley. In 2022, Greater Palm Springs Area welcomed over 16.8 million visitors who spent approximately \$7.5B.
- › Nearby Palm Springs International Airport had 3 M visitors in 2022 setting an all-time record.
- › Seasonal market with high visitation from November – April with a peak month of March.
- › Special events include well-known music and arts festivals, major golf tournaments, film festivals and PRIDE events.

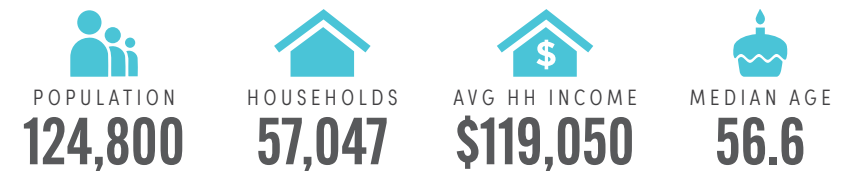
## EVENT HIGHLIGHTS

The Coachella Valley hosts world-class events throughout the year and The River is well positioned to capitalize on the economic benefits of a flourishing tourism industry. Notable events include, but are not limited to:

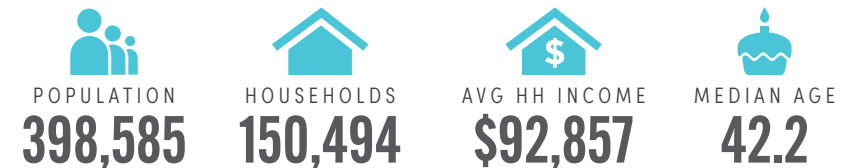
- › Coachella Valley Music & Arts Festival **[750,000 attendees over 6 days]**
- › Palm Springs International Film Festival **[135,000 attendees]**
- › BNP Paribas Open **[475,372 attendees]**
- › Stagecoach Music Festival **[255,000 attendees over 3 days]**
- › Palm Springs Modernism Week **[150,000 attendees]**



### PRIMARY TRADE AREA



### COACHELLA VALLEY



# RANCHO MIRAGE

Rancho Mirage is in the heart of the Coachella Valley and is geographically situated in Riverside County, one of the fastest-growing counties in the nation. It is located approximately 110 miles east of Los Angeles, 110 miles northeast of San Diego and 270 miles west of Phoenix. Average annual rainfall in Rancho Mirage is just 3.38 inches and the sun usually shines 350 days a year!

This prestigious desert mecca is home to The River at Rancho Mirage, located on the northwest corner of Highway 111 and Bob Hope Drive.

More and more, Rancho Mirage is being hailed as the "Address of Choice" by luxury homeowners, and targeted as an excellent location for a broad range of retailers, restaurants and entertainment related businesses.

Rancho Mirage offers a dynamic yet balanced economic environment. The city has attracted its share of financial institutions, professional services, highly regarded schools and a thriving healthcare industry including world renowned Eisenhower Medical Center.



THE RIVER

The Cheesecake Factory    CENTURY THEATRES    ESCAPADES AT THE RIVER

Yard House    ROCKY MOUNTAIN CHOCOLATE FACTORY    BEN & JERRY'S

PF CHANG'S RESTAURANTS    DAVE & BUSTERS    REI COOP

DISNEY DEVELOPMENT SITE

OMNI RESORTS  
rancho las palmas

HOBBY LOBBY



# AREA RETAILERS





# THE RIVER

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RANCHO MIRAGE, CA



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**CBRE**

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