



MARKETING PROFILE

MAGIC VALLEY MALL

1485 POLE LINE RD | TWIN FALLS, ID

NICOLE J. VANLAECKEN

303.704.9010

nicolev@woodburycorp.com



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AT THE CROSSROADS OF 4TH FASTEST GROWING CITY IN AMERICA (1)

MARKET DYNAMICS

- State of Idaho
 - Fastest growing state in America
 - 5th fastest job growth (2)
 - 7th Strongest Economy (2)
- Twin Falls
 - #4 Fastest Growing City in America (1)
 - 2.3% unemployment
 - “The Silicon Valley of Food Innovation” (3)



DEMOGRAPHICS	Immediate Trade Area	Total Trade Area
Population	86,878	253,809
Households	34,199	107,040
Average HH Income	\$75,999	\$72,082
TRAFFIC	Blue Lakes	Pole Line
AADT	31,000	28,000

(1) For micropolitan cities. The Census Bureau 2017

(2) US News

(3) Hamdi Ulakay, CEO of Chobani Yogurt

THE PREMINENT SHOPPING DESTINATION IN THE REGION



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LEASING PLAN



