



MARKETING FLYER

SPORTSBOOK

1301 N. MILWAUKEE ST. | BOISE, ID

ALEX MUMMOLO

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PROJECT HIGHLIGHTS

- Near high traffic intersection of Fairview Ave. and Milwaukee St.
- Shadow anchored by Home Depot, Natural Grocers, and JoAnn Fabrics



DEMOGRAPHICS

	1 Mile	3 Mile	5 Mile
Population	12,846	106,933	262,083
Households	5,516	43,301	106,892
Median HH Income	\$61,852	\$63,180	\$68,841
Average HH Income	\$71,082	\$80,516	\$90,711

TRAFFIC

	Milwaukee St.	Fairview Ave.	Total
AADT	23,811	33,480	57,291



