



MARKETING PROFILE

MAGIC VALLEY MALL

1485 POLE LINE RD. | TWIN FALLS, ID

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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

METRICS

<i>Metric Name</i>	 Magic Valley Mall Pole Line Rd E, Twin Falls, ID	 Grand Teton Mall E 17th St, Idaho Falls, ID
Visits	3.7M	2.9M
Visits / sq ft	7.06	N/A
Size - sq ft	524.9K (GLA)	N/A (GLA)
Visitors	445.9K	512.6K
Visit Frequency	8.31	5.74
Avg. Dwell Time	71 min	61 min
Panel Visits	148.9K	105.4K
Visits YoY	-2.9%	+1.3%
Visits Yo2Y	+24.3%	+18%
Visits Yo3Y	+26.5%	+9.9%

May 1st, 2022 - Apr 30th, 2023

Data provided by Placer Labs Inc. (www.placer.ai)

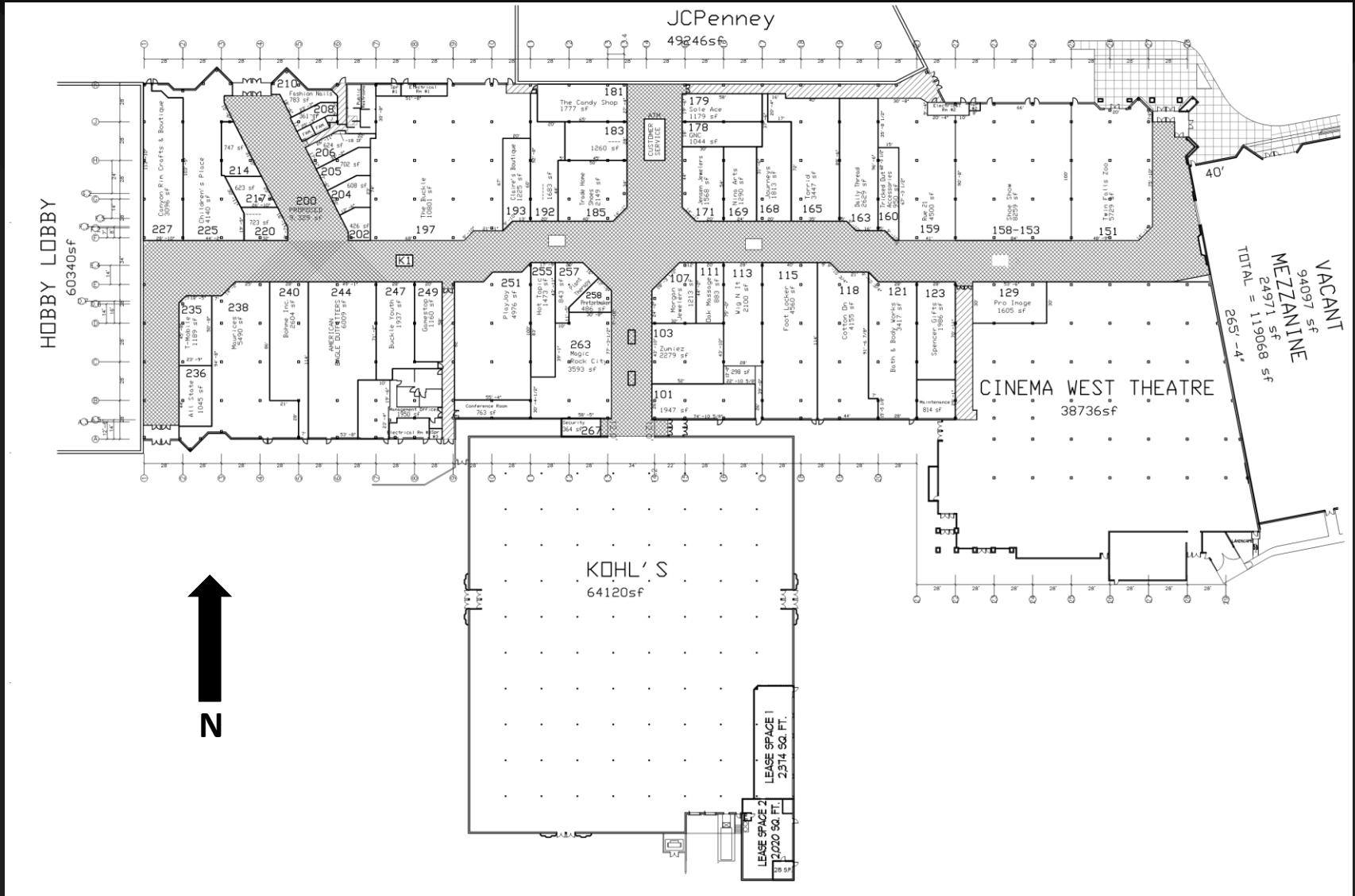


THE PREMINENT SHOPPING DESTINATION IN THE REGION

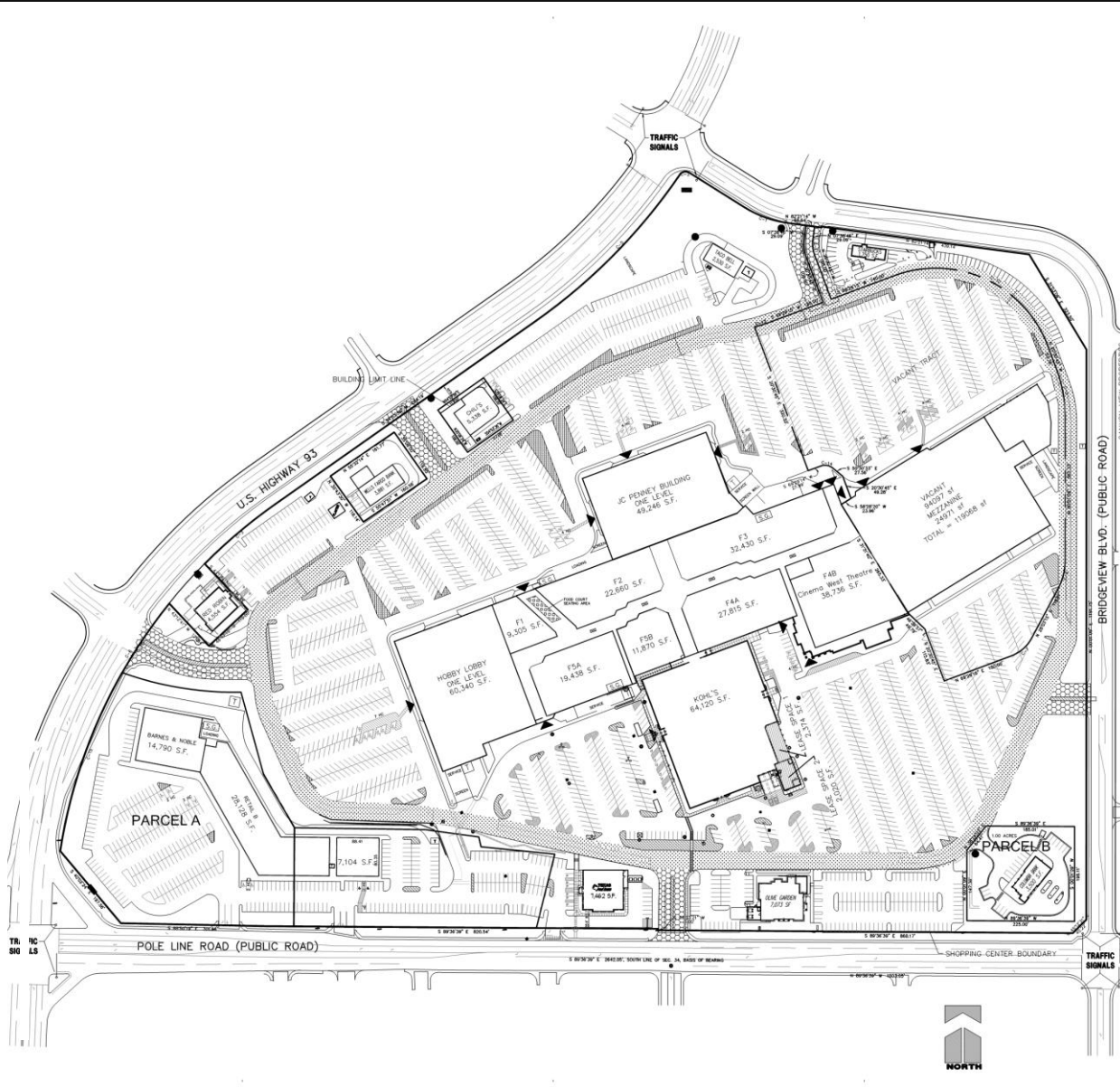


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LEASING PLAN



SITE PLAN



MAGIC VALLEY MALL | 1485 POLE LINE RD. | TWIN FALLS, ID