



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	\$85,961	\$78,666
TRAFFIC	Blue Lakes	Pole Line
AADT	31,000	28,000

(1) For micropolitan cities. The Census Bureau

(2) US News

(3) Hamdi Ulakay, CEO of Chobani Yogurt

METRICS

Metric Name	Magic Valley Mall Pole Line Rd E, Twin Falls, ID	Grand Teton Mall E 17th St, Idaho Falls, ID
Visits	4.6M	3.3M
Visitors	468.8K	495.1K
Visit Frequency	9.95	6.65
Visits YoY	+1.8%	+2.1%
Visits Yo2Y	+0.1%	+2%
Visits Yo3Y	+5.8%	+10.2%

Apr 1st, 2024 - Mar 31st, 2025

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

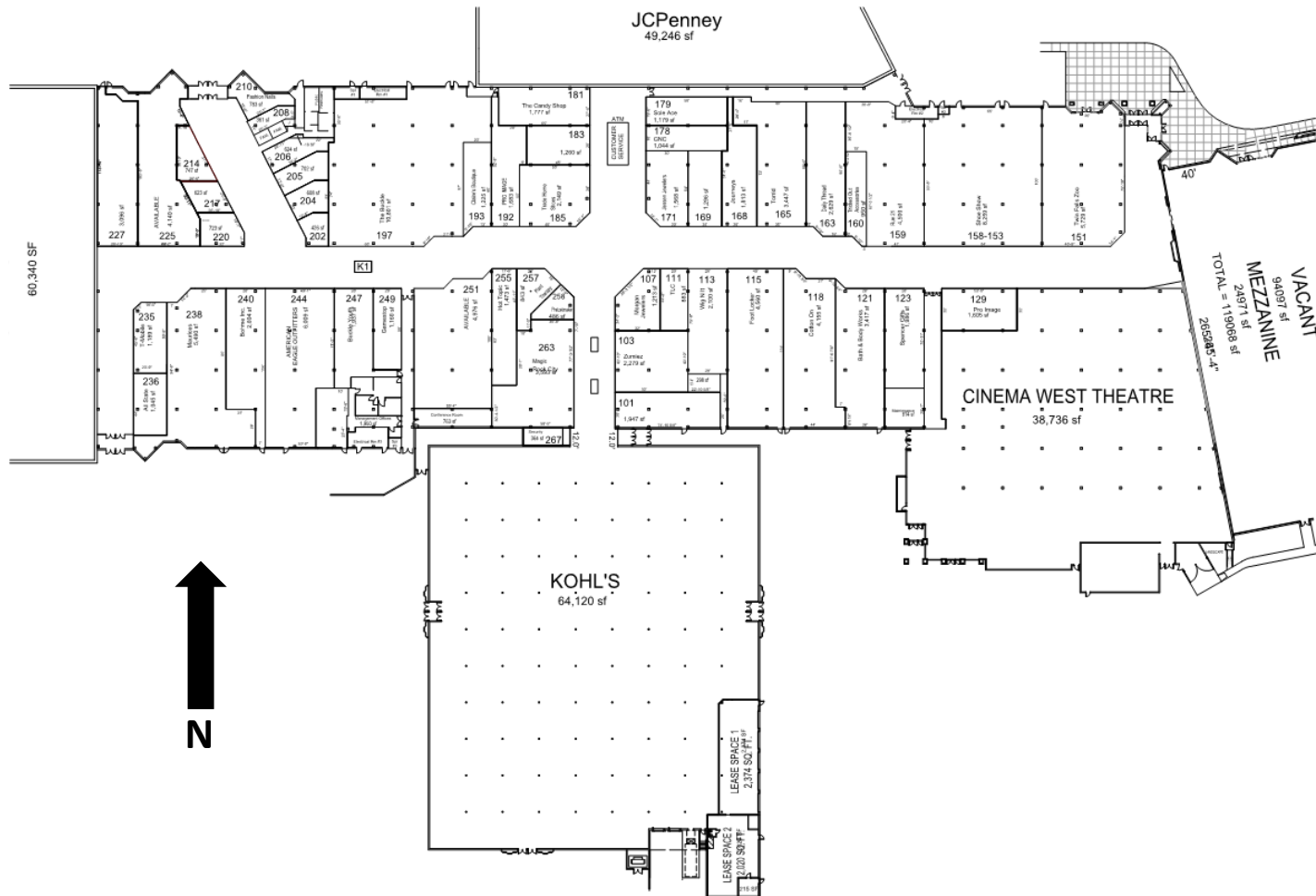


THE PREEMINENT SHOPPING DESTINATION IN THE REGION



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

LEASING PLAN



SITE PLAN



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