



# Animas Valley Mall

FARMINGTON, NEW MEXICO



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## GROWING PRIMARY AND SECONDARY TRADE AREA

- Located at the base of the San Juan Mountains, the mall serves the Four Corners market area of New Mexico, Colorado, Arizona and Utah.
- Animas Valley Mall is the primary regional shopping destination for a population of over 189,715 individuals.
- Farmington was recently named one of the "Top 25 Boomtowns" by Inc. Magazine (May 2006).
- Farmington is the second fastest growing city in New Mexico, and has maintained a constant growth rate of 2% per year since 1990.
- Over 50 schools, with more than 34,000 students, are located within the immediate trade area of the mall.
- Construction is up 38% over the last 3 years with commercial and residential development continuing to flourish.

## STRONG CONSUMER PROFILE

- The average household income of the primary trade area is more than \$54,000, and is projected to reach over \$61,000 within 5 years.
- The city of Farmington's population increases 4 to 5 times during the weekend, with approximately 200,000-250,000 people visiting from outlying areas.
- The average shopper makes 58 visits per year to the center and spends over 80 minutes per visit.
- The mall is located 24 miles from the Colorado border, and is the primary shopping destination for many affluent southern Colorado communities, including Durango.
- Farmington has the second largest airport in the state of New Mexico.
- San Juan County has a diverse economy, driven primarily by the oil and gas industry.

## HOT NEW RETAILERS

- Many new retailers joined Animas Valley Mall in 2006, including the Animas 10 Cinema, Kay Jewelers, CJ Banks and Fuddruckers.



## MALL INFORMATION

### LOCATION

Cross Streets: English Road and East Main Street Farmington, New Mexico. Easy Access: Hwy. 516, Hwy. 64, Hwy. 170, Hwy. 550.

### MARKET

Serves the Four Corners market area and a population of over 342,700 residents.

### DESCRIPTION

Single-level, enclosed, regional. Over 60 specialty shops and 5 anchors.

### ANCHORS

Dillard's, JCPenney, Sears, Animas 10 Theatre, Ross Dress for Less.

TOTAL RETAIL SQUARE FOOTAGE 500,133

PARKING SPACES 2,558

OPENED October 1982

### RENOVATED

2006-Added new entertainment corridor with Animas 10 Theatre and Fuddruckers.

### OTHER FEATURES

400-Seat Food Court, New Family Restroom and Lounge

## TRADE AREA PROFILE

2007 POPULATION 189,715

2012 PROJECTED POPULATION 202,647

2007 HOUSEHOLDS 68,327

2012 PROJECTED HOUSEHOLDS 73,770

2007 MEDIAN AGE 33.5

2007 AVERAGE HH INCOME \$54,997

2012 PROJECTED AVERAGE HH INCOME \$61,389

## 20-MILE RADIUS PROFILE

2007 POPULATION 103,389

2012 PROJECTED POPULATION 112,608

2007 HOUSEHOLDS 36,488

2012 PROJECTED HOUSEHOLDS 40,174

2007 MEDIAN AGE 33.0

2007 AVERAGE HH INCOME \$53,781

2012 PROJECTED AVERAGE HH INCOME \$59,670

## DAYTIME EMPLOYMENT

3-MILE RADIUS 16,218

5-MILE RADIUS 35,725

SOURCE: CLARITAS, INC.