



# North Plains Mall

CLOVIS, NEW MEXICO



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## PREFERRED SHOPPING DESTINATION

- North Plains Mall is the largest shopping center in a 100 mile radius, drawing nearly 155,000 consumers from eastern New Mexico and west Texas.
- The mall is located 100 miles from both Amarillo and Lubbock, TX.
- Located on Prince St., which sees over 87,500 cars each day at the 21st St., Llano Estacado, and Manana St. intersections bordering the Mall.
- Over 8,000 students attend three local colleges: Eastern New Mexico University, Wayland Baptist University and Clovis Community College.

## ECONOMIC BOOM

Clovis has experienced an overwhelming economic boom over the past few years including:

- Cannon Air Force Base, which could grow from 4,000 to as many as 12,000 personnel, due to its recent reclassification as a special operations base
- A \$19.5 million a year dairy industry including the Southwest Cheese plant, which recently opened in Clovis and is the second largest cheese manufacturing plant in the country, processing over 7 million pounds of milk per day
- A \$40 million expansion of the Plains Regional Medical Center, including expanded ER, a Healthplex, and professional office buildings for physicians

## RETAIL BOOM

- Over the past 24 months there has been a significant influx of retailers into Clovis.
- New national tenants to Clovis include: Lowe's, Hobby Lobby, Hastings, Applebee's, Chili's, Big Lots, I-Hop and Hancock Fabrics.
- The mall also benefited from the recent expansion of the North Plains Cinema 7, the city's major entertainment destination.



## MALL INFORMATION

### LOCATION

Cross Streets: Prince Street and Manana Street

### MARKET

eastern New Mexico and western Texas

### DESCRIPTION

Single-level, enclosed, regional

### ANCHORS

Beall's, JCPenney, Sears, Dillard's

TOTAL RETAIL SQUARE FOOTAGE 301,071

PARKING SPACES 1,550

OPENED 1985

### OTHER FEATURES

Expanded and newly renovated 7 screen Cinema and a strong line-up of pad sites including Red Lobster and Taco Bell

## TRADE AREA PROFILE

2007 POPULATION 76,634

2012 PROJECTED POPULATION 77,685

2007 HOUSEHOLDS 28,171

2012 PROJECTED HOUSEHOLDS 28,686

2007 MEDIAN AGE 31.6

2007 AVERAGE HH INCOME \$45,664

2012 PROJECTED AVERAGE HH INCOME \$50,984

## 20-MILE RADIUS PROFILE

2007 POPULATION 63,920

2012 PROJECTED POPULATION 64,971

2007 HOUSEHOLDS 23,744

2012 PROJECTED HOUSEHOLDS 24,230

2007 MEDIAN AGE 31.4

2007 AVERAGE HH INCOME \$45,750

2012 PROJECTED AVERAGE HH INCOME \$51,319

## DAYTIME EMPLOYMENT

3-MILE RADIUS 16,477

5-MILE RADIUS 17,958

SOURCE: CLARITAS, INC.