

Pueblo Mall

PUEBLO | COLORADO



STEEL CITY

PUEBLO, COLORADO

Situated at the meeting point of the Arkansas River and Fountain Creek, Pueblo lies approximately **two hours south of Denver** and **40 minutes south of Colorado Springs**.

Livability.com ranked Pueblo one of the **best cities for first-time homebuyers** due to its affordable housing, vibrant culture and access to outdoor activities

Earning the nickname "**Steel City**" in the late 19th century, Pueblo remains **one of the largest steel-producing cities in the U.S.**

Pueblo is home to one of **North America's only rail-producing steel mills**, manufacturing some of the longest seamless rails in the world, making it a critical player in modern infrastructure and a cornerstone of the city's economy.

Pueblo is home to Colorado's **largest single event**, the Colorado State Fair, which sees **509K+ attendees during the 11-day event** and generates approximately **\$44M in revenue**.



PROPERTY AERIAL

MORE THAN
147,890 CPD

MAJOR INTERSTATE OF WESTERN U.S. STRETCHING
THROUGH NEW MEXICO, COLORADO & WYOMING

INTERSTATE 25
72,543 CPD

HART RD
1,643 CPD

MEL HARMON DR
4,275 CPD

STATE ROUTE 147
40,086 CPD

N 29TH ST
19,839 CPD

JCPenney

DILLON DR
9,504 CPD

TARGET

planet fitness

Dillard's

Dillon Dr

47

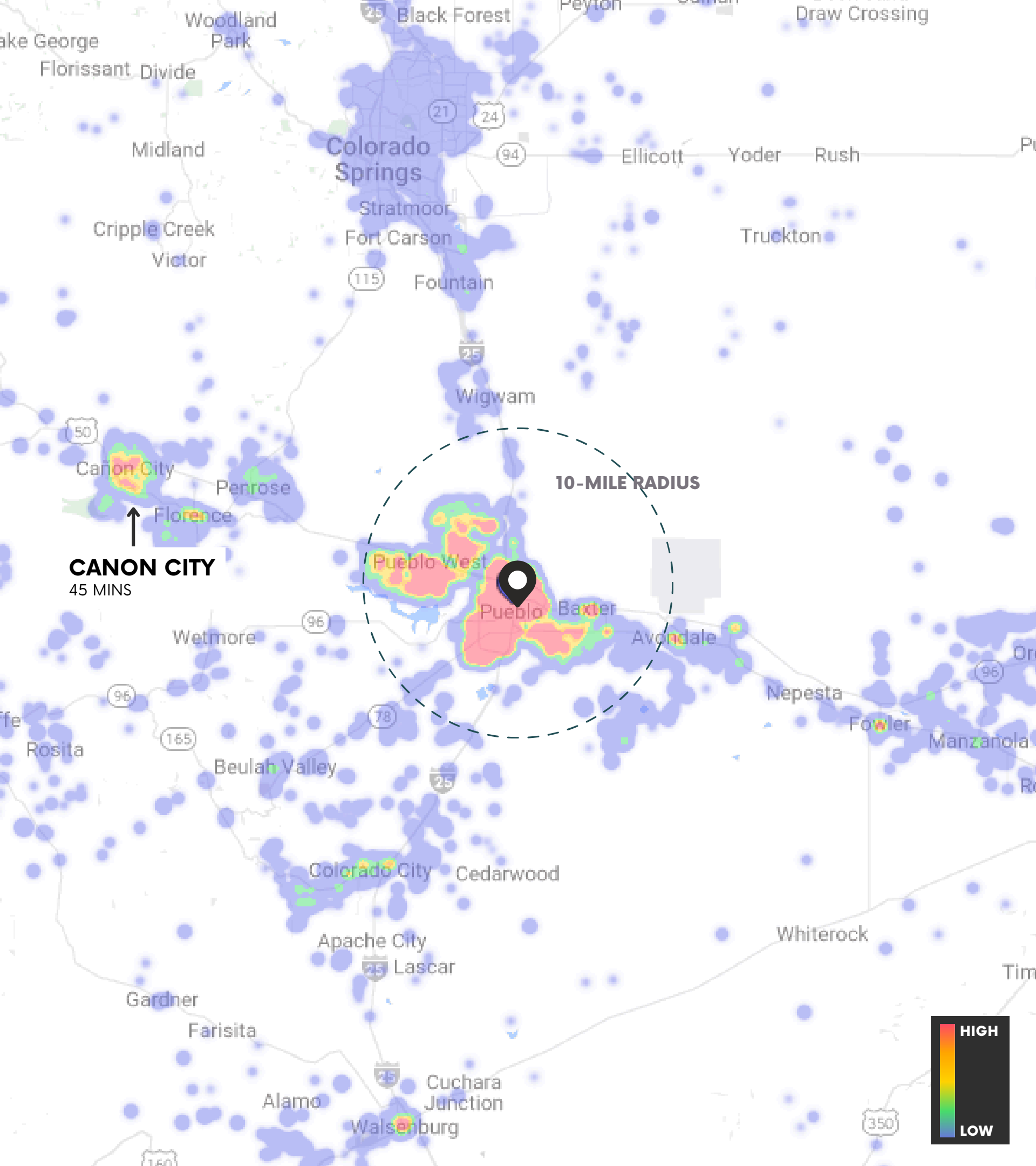
TRAFFIC DATA

Annual Visits	2.5M
Annual Avg. Visit Frequency	6.8
Avg. Dwell Time	56 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	129,173	Average HHI	\$76,981
Daytime Population	145,538	HHI \$100K-\$125K	8%
Households	52,352	College Degree+	59%
Family Households	31,319		
Millennials	21%		
Gen X	18%		
Baby Boomers	23%		

21,100+ FAMILY HOUSEHOLDS
WITHIN A 5 MILE RADIUS OF PUBELO MALL



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$100K-\$150K **12%**
Avg. Discretionary Income **\$39,250**

PSYCHOGRAPHICS

Melting Pot Families **20%**
Hispanic families with lots of children working a mix of blue-collar, service, and farm-related jobs.

Small Town **16%**
Lower income households in or orbiting small towns.

Blue Collar Suburbs **14%**
Working-class singles and families in mainly blue-collar professions.



95% OF OUR CUSTOMER VISITS ARE LOYAL MAKING PUEBLO MALL THEIR GO-TO SHOPPING DESTINATION.



HOME TO MANY
BEST-IN-CLASS BRANDS



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