

# Pueblo Mall

PUEBLO | COLORADO



## STEEL CITY

# PUEBLO, COLORADO

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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

**47**  
40,086 CPD

**W 29TH ST**  
19,839 CPD



**Dillard's**

**JCPenney**

**DILLON DR**  
9,504 CPD

**TARGET**

Dillon Dr

47

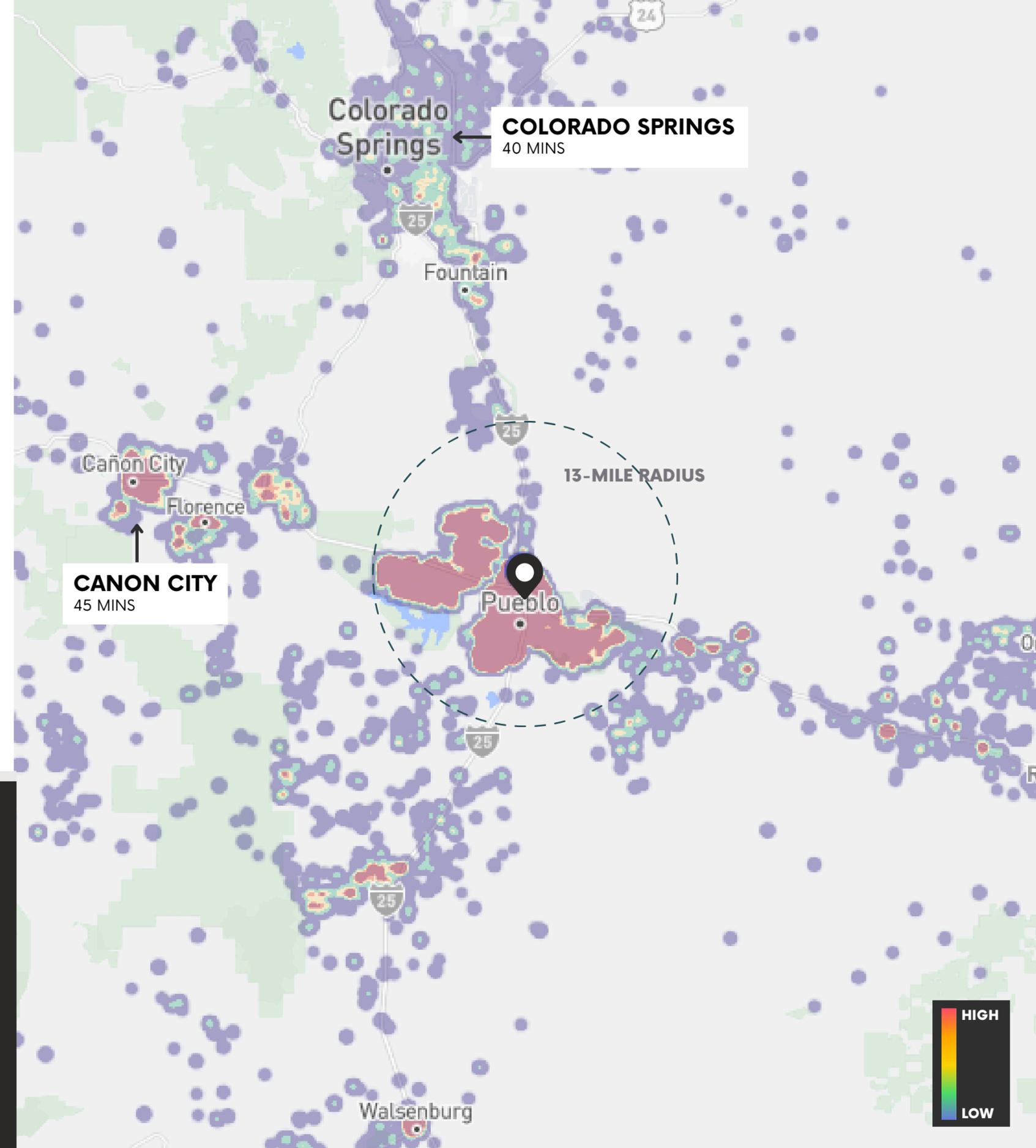
# TRAFFIC DATA

Annual Visits **2.3M**  
Annual Avg. Visit Frequency **6.3**  
Avg. Dwell Time **56 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>129,985</b>	Average HHI	<b>\$76,648</b>
Daytime Population	<b>145,538</b>	HHI \$100K-\$125K	<b>8%</b>
Households	<b>52,570</b>	College Degree+	<b>59%</b>
Family Households	<b>31,210</b>		
Gen Alpha	<b>18%</b>		
Millennials	<b>21%</b>		
Baby Boomers	<b>23%</b>		

**21,100+ FAMILY HOUSEHOLDS**  
WITHIN A 5 MILE RADIUS OF PUEBLO 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**



Bath & Body Works®

**GNC**  
LIVE WELL

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Dillard's

JCPenney

● sunglass hut

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**NATIONAL LEASING**

RYAN TOPPEL  
RTOPPEL@CENTENNIALREC.COM  
972.849.2566

**ANCHORS & PADS**

EARL HARRIS  
EHARRIS@CENTENNIALREC.COM  
469.951.6683

**LOCAL LEASING & BUSINESS DEVELOPMENT**

GILLIAN MARIA  
GMARIA@CENTENNIALREC.COM  
719.744.5213

**LOCAL LEASING, NATIONAL POP UPS  
ADVERTISING & EVENT TOURS**

HEIDI KEMPF  
HKEMPF@CENTENNIALREC.COM  
813.333.3993

**Pueblo Mall**

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