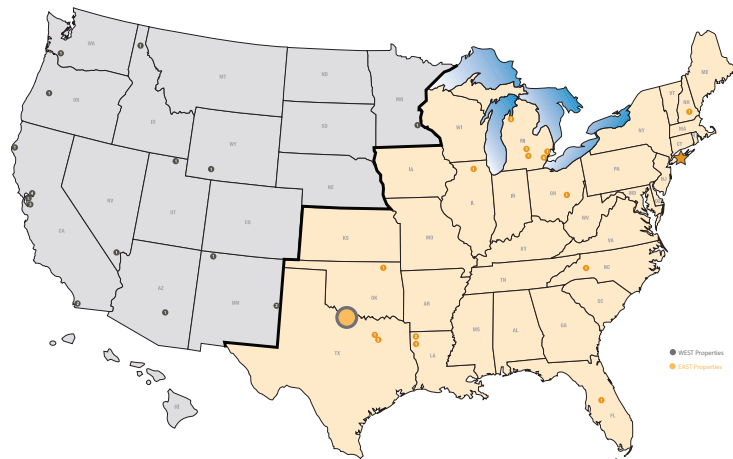


SIKES SENTER
3111 MIDWESTERN PARKWAY
WICHITA FALLS, TX 76308

SIKES SENTER serves shoppers in 19 counties as the only shopping mall within a 100-mile radius. More than 54,000 cars travel past the mall's main intersection, Kemp Boulevard and Midwestern Parkway, each day. Anchored by jcpenny, Sears and two Dillard's locations, the mall features prominent retailers including Old Navy, Aéropostale, Bath & Body Works, American Eagle Outfitters, Victoria's Secret, The Children's Place and Hollister. Wichita Falls is located on I-44, midway between Oklahoma City and Dallas. It is home to Sheppard Air Force Base which employs more than 15,000 people. Midwestern State University, one mile west of the mall, has an enrollment of more than 6,000 students.



info@rouseproperties.com
(212) 608-5108

ROUSE
PROPERTIES

1114 AVENUE OF THE AMERICAS
NEW YORK, NY 10036-7703

ROUSEPROPERTIES.COM | NYSE : RSE



Sikes Senter
WICHITA FALLS, TEXAS

As the only enclosed center within a 100-mile radius, Sikes Senter plays an import role for numerous communities.

ROUSEPROPERTIES

SIKES SENTER

EDUCATION HUB | HIGH TRAFFIC VOLUME | MILITARY PRESENCE

SERVING ACTIVE AND FREQUENT SHOPPERS ACROSS 19 COUNTIES.

COMPELLING REASONS TO LOCATE HERE

Location, Location, Location

- Sikes Senter is the only enclosed, regional mall for over 100 miles to the east and west and is the shopping destination for customers in a 19 county trade area.
- Wichita Falls is located on I-44 midway between Oklahoma City and Dallas. The city serves as the economic hub of northern Texas and Southern Oklahoma.
- Wichita Falls is home to Sheppard Air Force Base which employs over 15,000 people and is the only military base in the nation to provide jet training to 13 NATO countries.

- Midwestern State University is located 1 mile west of the mall, with an enrollment of over 6,000 students.
- More than 54,000 cars travel past the intersection of Kemp Boulevard and Midwestern Parkway each day.
- Our customers come to the center an average of 36 times per year and spend more than 67 minutes per trip.
- The average household income for the primary trade area is \$53,325.
- 27% of trade area residents are between the ages of 24 and 44—an important mall shopper group.
- 43% of shoppers are between the ages of 18-24.
- Anchored by jcpenny, Sears and two Dillard's locations.
- Mall features 87 retailer stores including Jos. A. Banks, Old Navy, Aeropostale, Books-A-Million, Bath & Body Works, American Eagle, Victoria's Secret, Buckle, Hot Topic, The Children's Place, Pacific Sunwear, Hollister and Justice.
- New stores opened in 2011 include Crazy 8, Shoe Dept., Encore, rue21, maurice's and Zumiez.
- Opened 2012: Baskins Western Wear & Nori-Japan Stirfry 88

TRADE AREA PROFILE



2010 Population 164,227
2015 Projected 162,945



2010 Households 62,151
2015 Projected 61,869



2010 Average HHI \$55,761
2015 Projected \$61,001



2010 Median Age 35.0

MALL INFORMATION

Market Wichita Falls

Description Single-level, enclosed, regional

Anchors Dillard's, jcpenny, Sears

Total Retail Square Footage 670,000

Parking Spaces 3,890

Opened 1974

Renovated 2002

Other Features 10-screen all-digital Theatre, 168-seat Food Court, On the Border restaurant and Buffalo Wild Wings Grill.

20-MILE RADIUS

2010 Population 138,862
2015 Projected 137,420

2010 Households 51,894
2015 Projected 51,531

2010 Median Age 34.3

2010 Average HHI \$55,885
2015 Projected \$60,827

Daytime Employment

3-mile Radius 27,484
5-mile Radius 46,654

Source: Claritas, Inc.

Cross Streets: Midwestern Parkway and Kemp Boulevard

AERIAL VIEW



SIKES SENTER

