



Sikes Senter

WICHITA FALLS, TEXAS



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LOCATION, LOCATION, LOCATION

- Only regional mall for over 100 miles to the east and west.
- Wichita Falls is located on I-44 midway between Oklahoma City and Dallas.
- More than 44,000 cars travel past the intersection of Kemp Boulevard and Midwestern Parkway each day.
- The mall is located in Wichita County, the economic hub of northern Texas and southern Oklahoma, drawing customers from a 19-county trade area.
- Wichita Falls is home to the Sheppard Air Force Base, which employs over 15,000 people.
- The community has a strong international presence as home to the NATO jet pilots training program, with 13 participating countries.
- Midwestern State University is located 1 mile west of the mall, with an enrollment of over 6,000 students.
- Wichita Falls is a rapidly growing city prized for its large retail market and low cost of living.

OUR CUSTOMERS ARE READY TO BUY

- 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 \$50,372.
- 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.

OUTSTANDING CO-TENANCY

- Anchored by JCPenney, Sears and two Dillard's locations.
- Mall features 87 retail stores including Jos. A. Banks, Old Navy, Aeropostale, Books-A-Million, Bath & Body Works, American Eagle, Victoria's Secret, Buckle, Hot Topic, Children's Place, PacSun, New York & Company, and Hollister.
- Food court featuring Chinese Gourmet, TCBY, Taco Bell and Candy Craze.



MALL INFORMATION

LOCATION

Location Cross Streets: Midwestern Parkway and Kemp Boulevard

MARKET

Wichita Falls

DESCRIPTION

Single-level, enclosed, regional

ANCHORS

Dillard's, JCPenney, Sears

TOTAL RETAIL SQUARE FOOTAGE 670,000

PARKING SPACES 3,890

OPENED 1974

RENOVATED 2002

OTHER FEATURES 10-screen Theatre, 268-seat Food Court, On the Border restaurant, Buffalo Wild Wings Grill and Beall's department store

TRADE AREA PROFILE

2007 POPULATION 160,901

2012 PROJECTED POPULATION 156,913

2007 HOUSEHOLDS 60,881

2012 PROJECTED HOUSEHOLDS 59,593

2007 MEDIAN AGE 35.1

2007 AVERAGE HH INCOME \$52,938

2012 PROJECTED AVERAGE HH INCOME \$59,282

20-MILE RADIUS PROFILE

2007 POPULATION 135,256

2012 PROJECTED POPULATION 131,057

2007 HOUSEHOLDS 50,528

2012 PROJECTED HOUSEHOLDS 49,138

2007 MEDIAN AGE 34.3

2007 AVERAGE HH INCOME \$53,720

2012 PROJECTED AVERAGE HH INCOME \$60,205

DAYTIME EMPLOYMENT

3-MILE RADIUS 30,350

5-MILE RADIUS 53,101

SOURCE: CLARITAS, INC.