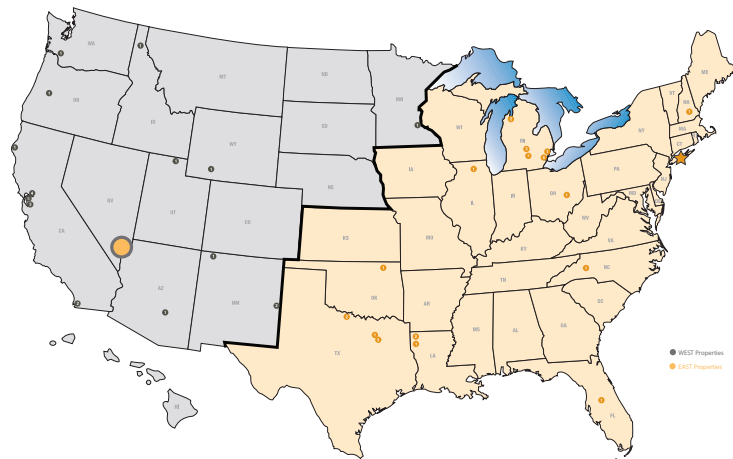


THE BOULEVARD MALL
3528 S MARYLAND PARKWAY
LAS VEGAS, NV 89169

THE BOULEVARD MALL is a single-level, enclosed regional mall situated in the heart of Las Vegas, just two miles from the Las Vegas Strip. The mall is minutes from downtown, the Las Vegas Convention Center, McCarran International Airport and the University of Nevada. The Boulevard Mall is anchored by jcpenny, Macy's and Sears and features a mix of specialty shops and eateries that cater to the surrounding neighborhoods, including Victoria's Secret, Forever 21, Bath & Body Works and Old Navy.



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The Boulevard Mall

LAS VEGAS, NEVADA

A vibrant center catering to the large and growing population of Vegas locals looking to escape the congestion and hectic atmosphere of The Strip.

ROUSEPROPERTIES

THE BOULEVARD MALL

FAMILY MARKET | STEADY GROWTH | POWERFUL ANCHORS

A MULTI-CULTURAL AND FAMILY-FOCUSED COMMUNITY IN THE HEART OF LAS VEGAS.

5 COMPELLING REASONS TO LOCATE HERE

Multicultural Diversity and Family Values

- The Boulevard Mall shopper is culturally diverse, including Hispanics (46%), African Americans(11%) and Asian Americans (7%).
- Over 50% of shoppers have children under 18 in their household.

Access to Tourists and Conventioneers

- The center is 2 miles from the heart of the Las Vegas Strip, providing great access to the 37 million annual visitors to the area.

- Las Vegas Convention Center, a 3.2 million square foot facility hosting year-round meetings and events, is only one mile away.

Stable and Developed Local Traffic

- The center is situated on a major six-lane thoroughfare with daily vehicle counts exceeding 43,000.
- University of Nevada-Las Vegas and its 26,000 students are within one mile of the center.
- Sunrise Hospital & Medical Center, Las Vegas' largest acute care facility serving infants and children state-wide, is across the street.

Powerful Anchor Draw with Accessible Parking

- At nearly 200,000 square feet each, Sears, JCPenney and Macy's drive a high volume of traffic to the property.

Consistent Growth

- Clark County continued to grow during difficult economic times, reaching a record 2,006,347 million people in 2010, according to the Clark County Comprehensive Planning Department.

TRADE AREA PROFILE



2010 Population 652,915
2015 Projected 701,330



2010 Households 234,457
2015 Projected 250,172



2010 Average HHI \$53,258
2015 Projected \$58,003



2010 Median Age 33.5

MALL INFORMATION

Market Las Vegas, Nevada

Description Single-level, enclosed, super-regional

Anchors Macy's, JCPenney and Sears

Total Retail Square Footage 1,180,000

Parking Spaces 5,825

Opened 1968

Expanded 1991, 1992

20-MILE RADIUS

2010 Population 443,034
2015 Projected 465,756

2010 Households 171,233
2015 Projected 179,731

2010 Median Age 34.8

2010 Average HHI \$51,278
2015 Projected \$54,989

Daytime Employment

3-mile Radius 315,512
5-mile Radius 589,878

Source: Claritas, Inc.

Located on Maryland Parkway between Desert Inn Road and Twain Avenue

AERIAL VIEW



THE BOULEVARD MALL

