



LA PALMERA

CORPUS CHRISTI



TRADEMARK TM
Property Company

LOCATION



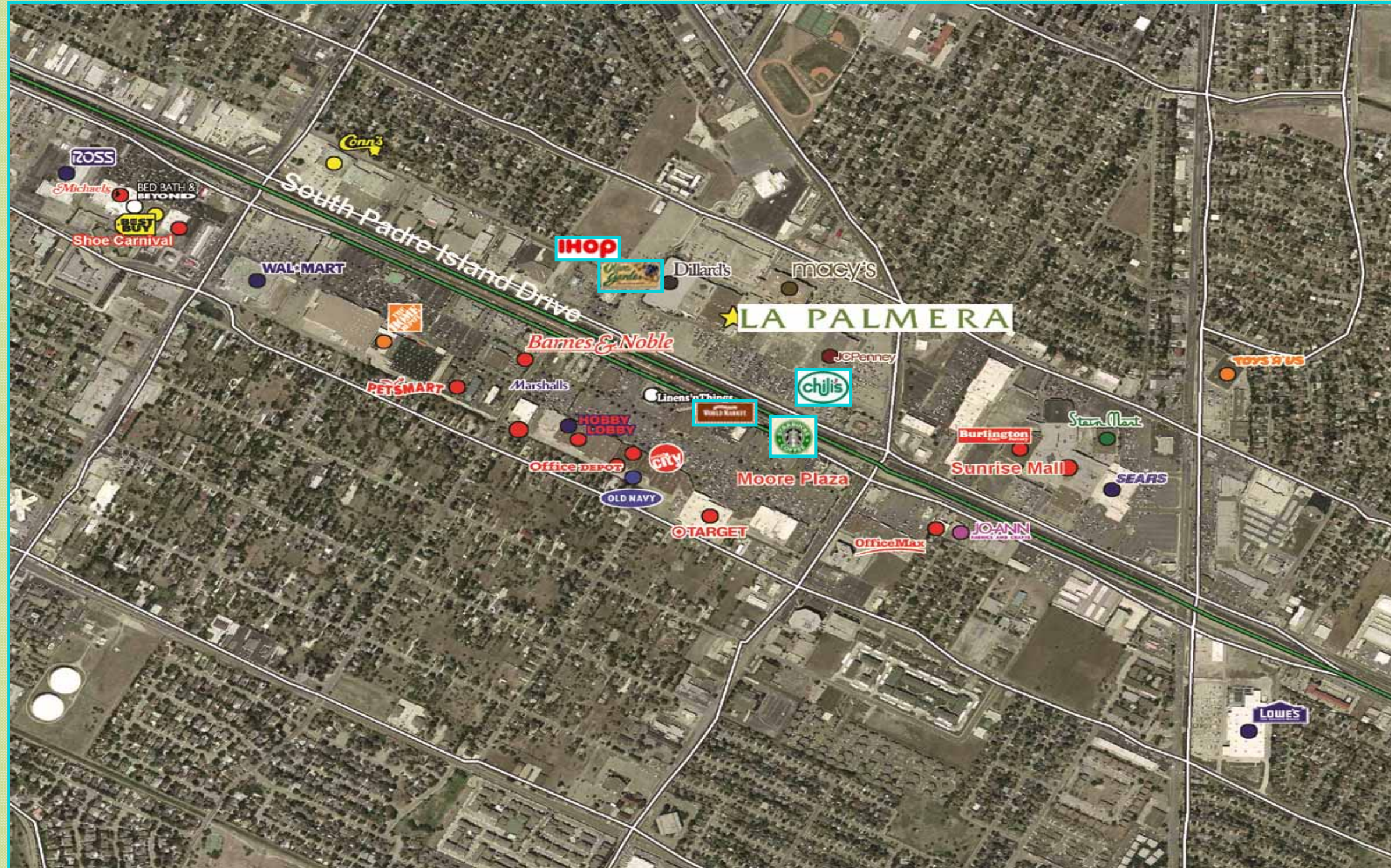
CORPUS CHRISTI, TX

- * Located on the Gulf of Mexico halfway between Houston and the U.S./Mexican border.
- * Sits strategically on one of the major thoroughfares for tourists visiting the area.
- * Port of Corpus Christi, the 6th largest port in the Nation, sits 150 miles from the U.S./Mexico border, with a 24,000 acre foreign trade zone (largest in U.S.)

CORPUS CHRISTI TRADE AREA



AREA RETAIL MAP



AERIAL



DEMOGRAPHICS



NEWPORT DUNES GOLF COURSE

Trade Area Statistics	
Estimated Population (2012)	490,793
Avg. HH Income	\$59,315
Med. HH Income	\$47,982
HHs Income > \$75,000	48,736 (27.0%)
Daytime Population	355,910
Traffic Counts (TxDOT 2010)	121,000 *

*vehicles on SPID between Everhart & Staples

Source: AGS

TOURISM

- * ECONOMIC IMPACT OF \$1 BILLION FOR CORPUS CHRISTI
- * 7M VISITORS/YR WITH AN AVERAGE HH INCOME OF \$60,762
- * Study suggests the #1 way to improve Corpus Christi's appeal to Mexican tourists is to improve shopping opportunities.

Corpus Christi Convention & Visitors Bureau Survey



REASONS TO VISIT

- * Beaches & Resorts
- * USS Lexington
- * American Bank Center & Convention Center
- * TX State Aquarium
- * Wildlife Refuge
- * TX Surf Museum
- * Museum of Science & History
- * Corpus Christi IceRays Hockey
- * South TX Botanical Gardens & Nature Center
- * Hook's Minor League Baseball Team
- * Sport Fishing Capital of Texas
- * US Open Windsurfing & Kite boarding
- * Sailing

COMMUNITY



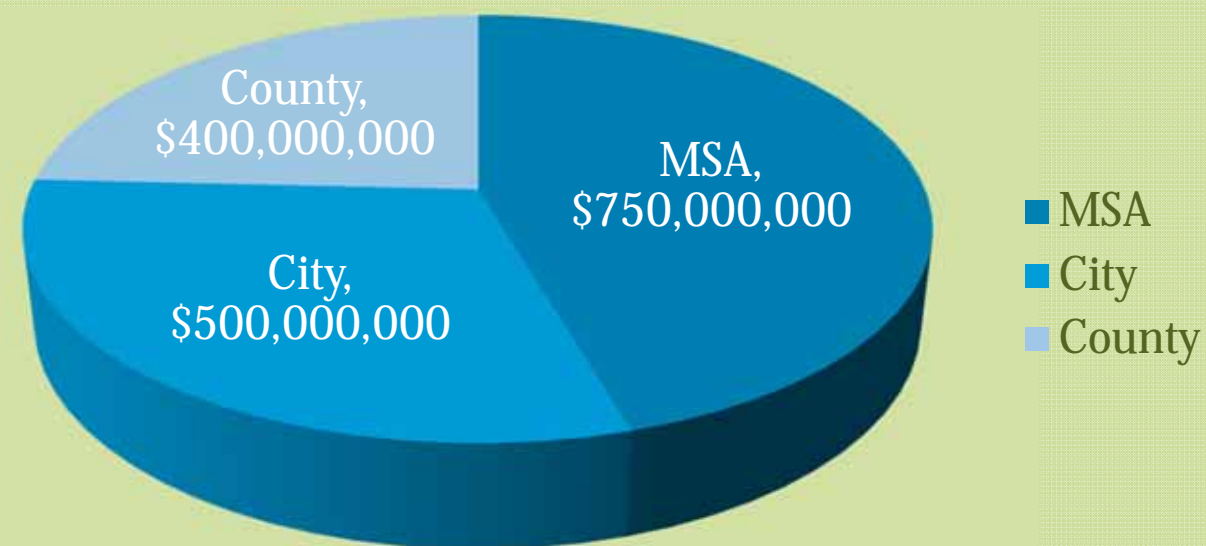
- * The Port of Corpus Christi is the sixth largest U.S. port
- * TEXAS A & M CORPUS
 - * 10,000 Students (expansion plans for 16,000)
 - * 1,400 Faculty Members
- * 6 Major Hospitals makes Corpus Christi a medical hub for South Texas (Christus Spohn Hospital, Corpus Christi Medical, Driscoll Children's Hospital, etc.)
- * Home to two installations of the United States military
 - * Corpus Christi Army Depot
 - * Corpus Christi Naval Air Station
- * International Airport
- * Winter Texans: The population grows considerably during the winter months
- * Strong Petrochemical Industry & Growing Aerospace Sector
- * Strategic location with excellent highway, deepwater, and rail access
- * Positive, progressive business climate



UNTAPPED OPPORTUNITY

- * Studies showed evidence of substantial leakage in Corpus Christi. Residents and tourists were choosing to shop in San Antonio, Houston and the Rio Grand Valley over Corpus Christi.
- * ERA estimated MSA was losing between \$600M-\$900M and the city was losing \$375M-\$600M
- * Perryman Group estimated Nueces County lost \$400M

Estimated Lost Revenue



- * Market research uncovered the unmet demand for shopping in Corpus Christi.
- * 4.8 million Mexican Nationals live within a 5 hour drive of Corpus Christi
- * Pull Factor for the city was below state average, despite proximity to Mexico and the beach.

THE TRANSFORMATION



La Palmera is now a world class retail and leisure destination with the feel of a high quality resort.

Re-Branding and a \$50 million renovation has transformed La Palmera into a shopping destination that satisfies the once unmet demand.



LA PALMERA TODAY

THE NUMBERS

- * 2012 projected sales \$650 sales/sq. ft.
- * 489,473 residents in Coastal Bend Region in Trade Area
MGMT of America, Inc
- * 146 mile radius from the closest super regional center
- * 7.2 million visitors per year





Before



After

Before



Main Entrance



After



Before



After

Before



After





Before



After



Before



After



Before



After

LA PALMERA TODAY: TENANTS



...& many more



THE OWNERS/OPERATORS

TRADEMARK PROPERTY COMPANY

- * Privately held company, with 78 employees
- * Operators, investors and developers of 11 active regional malls, outdoor retail and mixed-use properties
- * Unprecedented commitment to Green Development

MILLER CAPITAL ADVISORY, INC. (MCA)

- * Privately held company that invests in retail with Class A potential
- * Average property portfolio has a sales volume of \$650/SF
- * Nation's top-performing mall portfolio (Houston Galleria, Oakbrook, Kierland Commons, Scottsdale Fashion Square)

PREMIER OPERATION AND MANAGEMENT

- * Fred Walters: Former VP/GM for Santana Row (Federal Realty) for 4 years and former GM for Grand Canal Shoppes at the Venetian Resort Hotel for 9 years.
- * John R. Neutzling: EVP and COO at MCA; formerly EVP-Operations for Simon Property Group, the largest public Real Estate Investment Trust in the U.S.



TESTIMONIALS

“This renovation of Padre Staples Mall will change the retail landscape in South Texas.”

Wes Cherry, Dillard’s



“Trademark took the high road and successfully navigated a difficult political and economic climate in Corpus Christi. They have been a great partner in delivering on their promises to our city above our expectations. Their work at La Palmera is having a very positive impact on our community.”

Joe Adame, Mayor, Corpus Christi, TX

“Trademark brings a creative long-term perspective to its successful partnership with retailers, and can be counted on to deliver what they promise. We look forward to working with Trademark again on more win-win solutions.”

Duane Vaughan, Former Operating Vice President, Macy’s Inc.

“We are truly happy with the dramatic transformation at La Palmera, and we are excited to be a part of it. Trademark’s visionary achievement at La Palmera is mall revitalization done right. This premier development provides South Texas residents and visitors a unique experience in shopping, dining and entertainment.”

William Dillard, II, Chief Executive Officer, Dillard’s

“Francesca’s had a presence in Corpus Christi for several years. When we learned of the acquisition of La Palmera by such a quality developer like Trademark with a proven leasing team and vision for transforming existing real estate, we were immediately interested. Over time, their plan was wonderfully executed, which encouraged us to relocate our existing boutique. As a result, our sales have increased tremendously, and we are thrilled to be aligned in a great partnership.”

Clary H. Groen, Vice President of Real Estate and Construction, Francesca’s

LEASING INFORMATION

Steve Bolger, CLS
Senior Leasing Representative
Trademark Property Company
100 East 15th Street, Suite 200
Fort Worth, TX 76102
(817) 810-5329 Direct
sbolger@trademarkproperty.com

TRADEMARKtm
Property Company[™]

