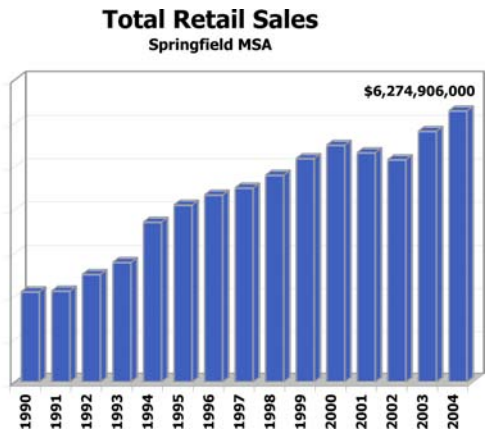


# Retail Development

## SPRINGFIELD, MISSOURI

Located in southwest Missouri, Springfield (pop. 420,020) has long been the center of a large retail market that now encompasses an area of 27 counties and more than 975,000 people. This economic area includes Branson, Missouri; West Plains, Missouri; Fort Leonard Wood and several counties in northern Arkansas. Retail sales in Springfield continue to grow at a rapid pace.

Springfield solidified its position as the center of the retail market in the 1970's with the development of a regional mall. Today, Battlefield Mall now includes over 1.2 million sq.ft. and a recent expansion to create an outward-facing "lifestyle center" brought new market entrants such as Banana Republic, Ann Taylor Loft, Chico's, Coldwater Creek, Jos. A Bank, and White House Black Market.

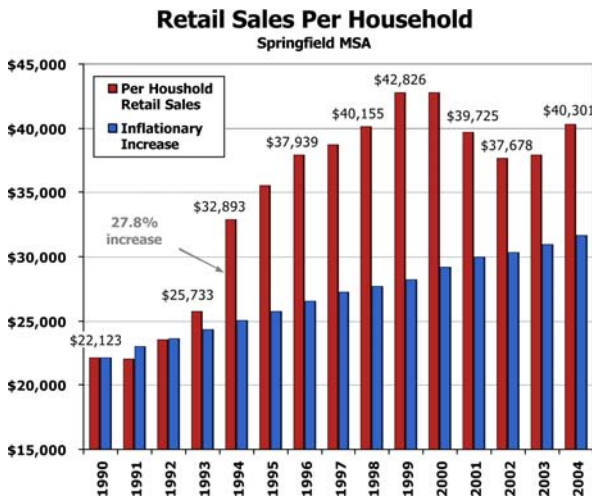


Sales per square foot continues to increase at the center after the addition a complete renovation project.

In the 1990's Springfield's metro area was expanded to include a third county which brought the total population of the metro area to more than 250,000. Reaching this population threshold coincided

with the expansion of many national retailers and created a retail boom centered in southeast Springfield along South Glenstone. Big boxes such as Target, Home Depot, Lowe's, Kohl's and Best Buy made their debut in the Springfield market during this time period.

During the last 5 years, the redevelopment of downtown Springfield has taken shape, due in large part to a number of high-end restaurants, loft apartments, and specialty retailers.



College Station, a 120,000 sq.ft. development with a 14-screen, state-of-the-art theater complex is nearing completion. This development and others look to take advantage of the 20,000 students at nearby Missouri State University and the over 42,000 students who attend universities and colleges in Springfield.

As the era of lifestyle centers and power centers in mid-sized metros emerges, Springfield is poised for the next retail development boom. Population and per capita income growth rates continue to rise at a rate faster than the state and national averages and retail expenditures in Springfield are predicted to grow over 6% in the next 5 years. Several locations ideal for retail development

exhibit numbers that are attractive to many higher-end retailers--25,000-50,000 households with an average household income of \$45,000-\$67,000 inside a 5-mile radius.