

Business Facts

■ Over 2,560 businesses located within a 15-mile radius of Southbridge Mall.

■ There are close to 28,000 employees within a five mile radius.

■ Local employers include Mercy Medical Center North Iowa, The Principal Financial Group, Curries/ Graham Companies, Sunny Fresh Foods, ConArga Foods, Holcim Inc., Kraft Foods, and Lehigh Cement Company.

■ Businesses within walking distance to Southbridge include the Convention & Visitors Bureau/Visitor Information, Frank Lloyd Wright Hotel, Mason City Theater, The Decker House Bed & Breakfast, the Public Library, and Principal Financial Group.

Regional Market Area

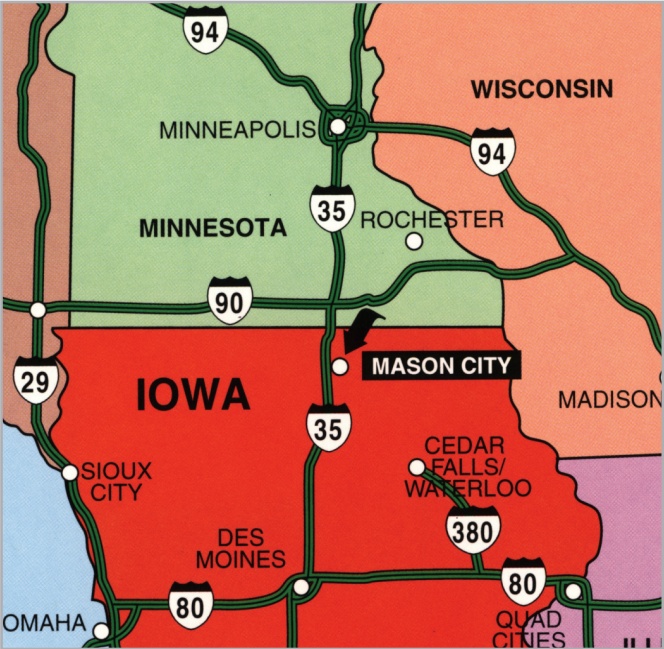
■ Located in the nation’s heartland, Mason City is approximately 30 miles south of the Iowa-Minnesota border and 120 miles north of Des Moines.

■ Mason City is the home to several national retail stores, major hotels, Fortune 500 companies, medical facilities as well as locally owned businesses and a regional airport.

■ It is the center of action for North Iowa and easily accessible from Interstate 35 and Highway 18.

■ Local attractions include Meredith Willson’s (writer of the Music Man musical) boyhood home, Music Man Square and Frank Lloyd Wright’s Stockman house.

■ Number of miles to Mason City from:

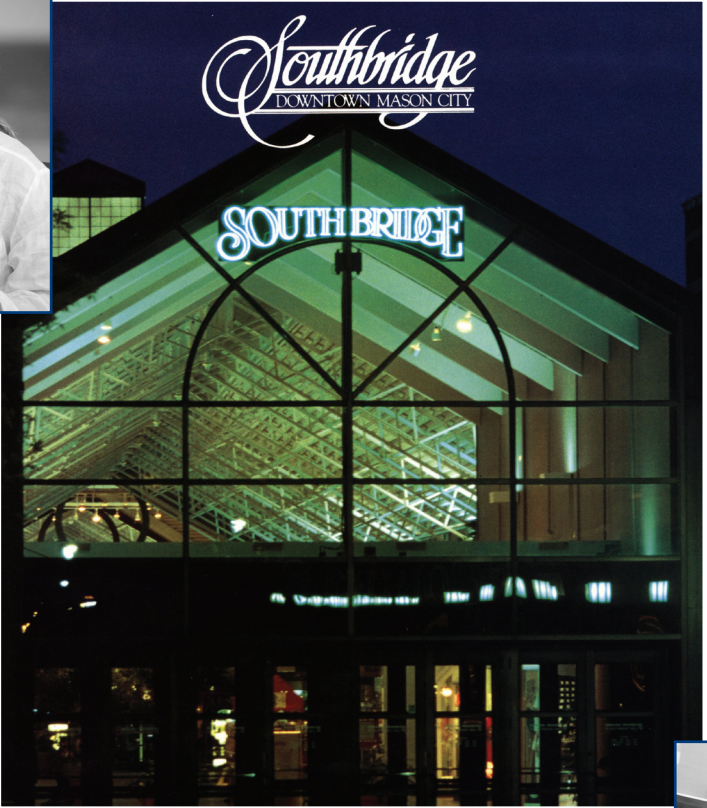


Waterloo/Cedar Falls, Iowa	81 miles
Rochester, Minnesota	97 miles
Twin Cities, Minnesota	120 miles
Des Moines, Iowa	120 miles
Sioux City, Iowa	197 miles



Southbridge Mall

Mason City, Iowa



- Southbridge Mall is a 250,000 square foot single story regional shopping center centrally located in downtown Mason City.
- Mason City is among the nation’s 10 best small towns to live in, and the city’s strong economy attracts more retail sales than other Iowa city in its population category.
- Retailers include Younkers, J.C. Penney, Younkers Home Store, American Eagle, Victoria’s Secret, The Buckle, Bath & Body Works, Finish Line, Fred Meyer Jewelers, Hallmark Gold Crown, Christopher & Banks, CJ Banks, Claire’s Boutique and Cinema V Theater.
- It has a strong regional shopping draw with Super Target, WalMart Super Center, Menard’s, Best Buy, Staples, and Kohl’s.

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A Special Place

Located in the heart of Mason City, Southbridge Mall is the largest enclosed shopping center in the northern Iowa/southern Minnesota area. It has become the area’s unofficial civic center.

Rating guides declare Mason City to be among the nation’s 10 best small towns to live in. The city’s strong economy attracts more retail sales than any other of the 12 Iowa cities in its population category.

Conveniently located to serve this prosperous community, Southbridge Mall offers area residents an inviting atmosphere with a wide selection of retail, entertainment and service merchants.

The Property

- It is a 250,000 square foot regional shopping center, the largest in the area.
- Anchored by Youngers, J.C. Penney and Cinema V Theaters, Southbridge also includes 40 national, regional and local retailers.
- It is easily accessible from Interstate 35 and Highways 18 & 65 for its Northern Iowa residents.

- Located within the Central Business District, area land use near the property include financial, residential, retail, restaurant, supermarket, YMCA and museum.
- Offers a strong regional shopping draw with Super Target, WalMart Super Center, Menard’s, Staples, Best Buy and Kohl’s.



Major Tenants

- Youngers
- Youngers Home Store
- J.C. Penney
- American Eagle
- B.Dalton Booksellers
- Bath & Body Works

- The Buckle
- Christopher & Banks
- Cinema V Theater
- Finish Line
- Fred Meyer Jewelers
- Hallmark Gold Crown
- CJ Banks

- Regis Hair Salon
- Trade Secret
- Victoria’s Secret
- Vision World

Trade Area

- Over 40% of household incomes are \$50,000 or higher.
- Taking great pride in home ownership, the areas homes are over 69% owner-occupied.
- Over 50% of homes in the area have values of over \$90,000 or higher.

Quality of Life

- Residents enjoy the quality of life in a small-town atmosphere, while enjoying the amenities of cities much larger in size.
- The area provides an exciting and dynamic place to live, work, visit and play for its residents and visitors.
- Mason City is a place where residents value the success of their community.
- Quality of education is provided by such institutions as North Iowa Area Community College, Buena Vista College, Hamilton College and Drake University.
- Mason City is also home to Mercy Medical Center which serves a 14 county area.



Demographic Summary

Mile Radius	5 Miles	15 Miles	30 Miles
Population	29,893	50,929	110,016
Households	12,826	21,434	45,805
Average Family Income	\$65,792	\$64,096	\$61,485
Average Age	39.1	40.4	41.2

Demographics Source: ESRI, 2005 Estimates

