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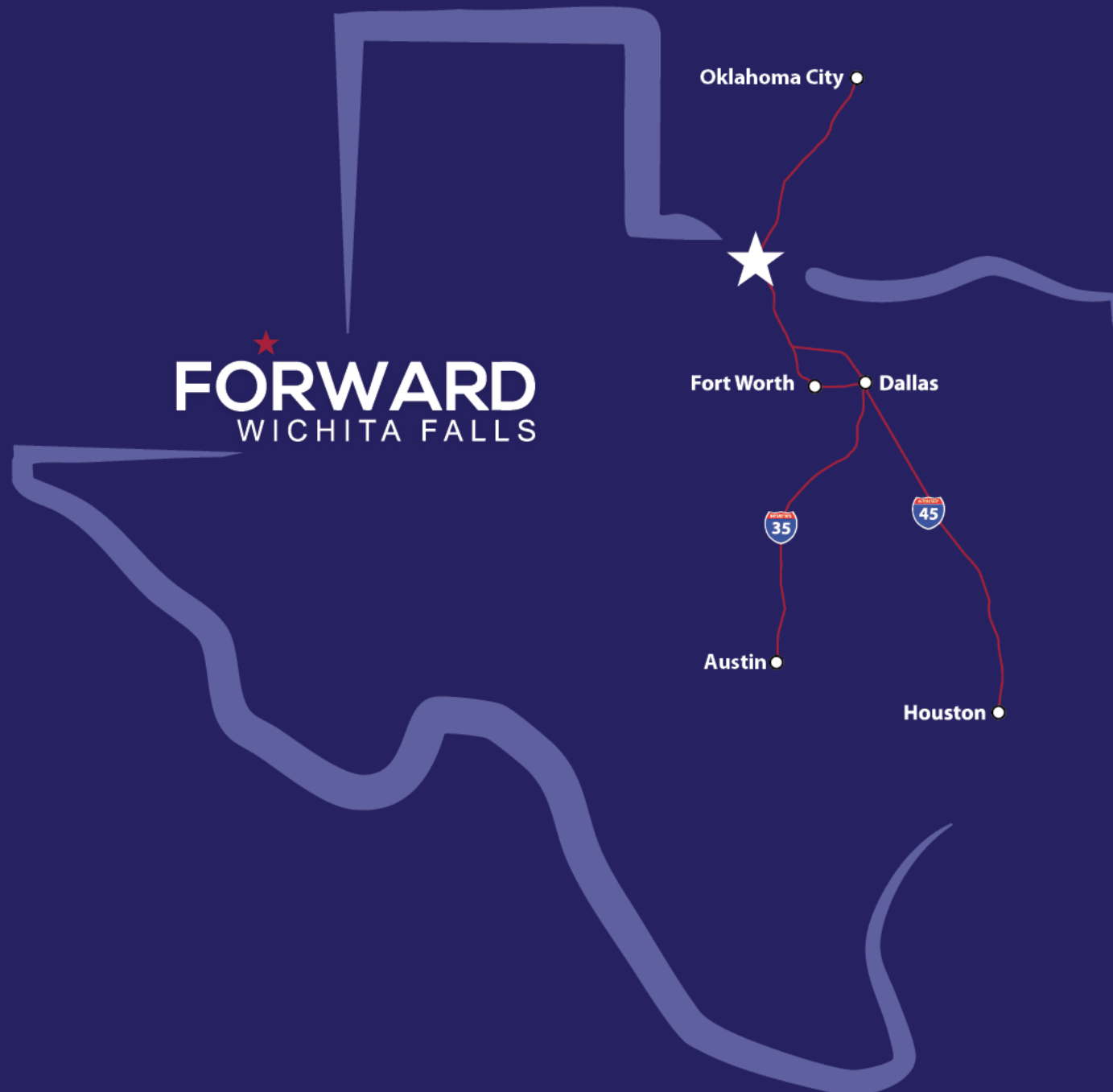
ADDRESS

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FORWARD
WICHITA FALLS



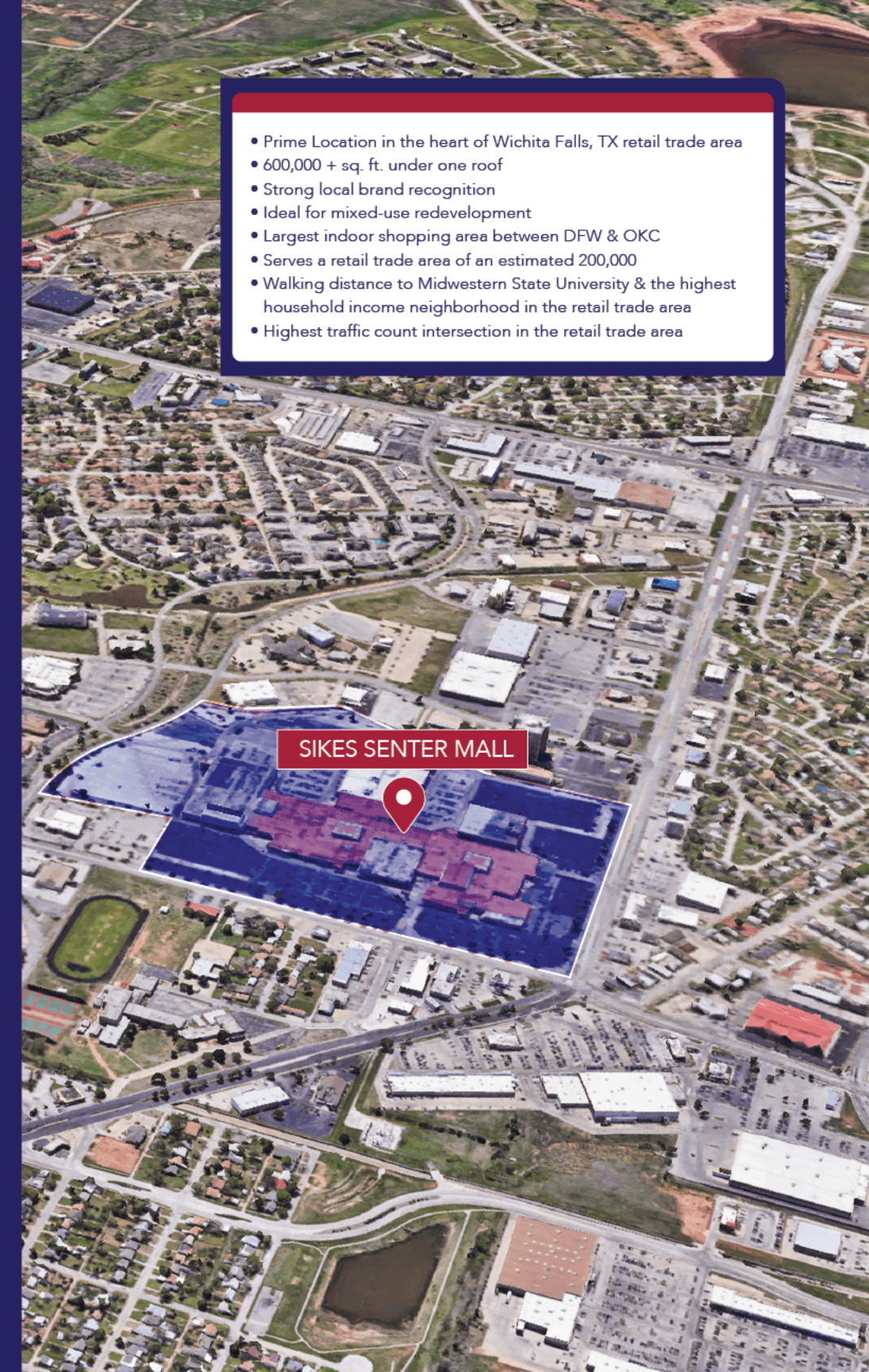
RETAIL OVERVIEW
The Sikes Senter Redevelopment Opportunity

The Sikes Senter property represents a premier opportunity for large-scale, mixed-use redevelopment in the heart of the Wichita Falls retail trade area. As consumer habits evolve and the demand for integrated, experience-driven environments accelerates, this project stands poised to deliver a transformative impact - economically, socially, and culturally.

This is not a retrofit, it is a comprehensive repositioning strategy to convert a legacy retail asset into a thriving, modern district, anchored by lifestyle, residential, entertainment, and next-generation retail.

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- Prime Location in the heart of Wichita Falls, TX retail trade area
- 600,000 + sq. ft. under one roof
- Strong local brand recognition
- Ideal for mixed-use redevelopment
- Largest indoor shopping area between DFW & OKC
- Serves a retail trade area of an estimated 200,000
- Walking distance to Midwestern State University & the highest household income neighborhood in the retail trade area
- Highest traffic count intersection in the retail trade area

RETAIL OVERVIEW

Property Highlights:

- Address: 3111 Midwestern Parkway, Wichita Falls, TX 76308
- Underroof area: ~668,848 sq. ft.
- Land area: ~59.8 acres
- Parking: ~ 3,900 spaces
- Floors: Single-story enclosed mall
- Year Opened: 1974
- Permitting: Average 7-day approval period
- Location: Heart of retail corridor

Market Opportunity Highlights:

Retail Leakage Opportunity:

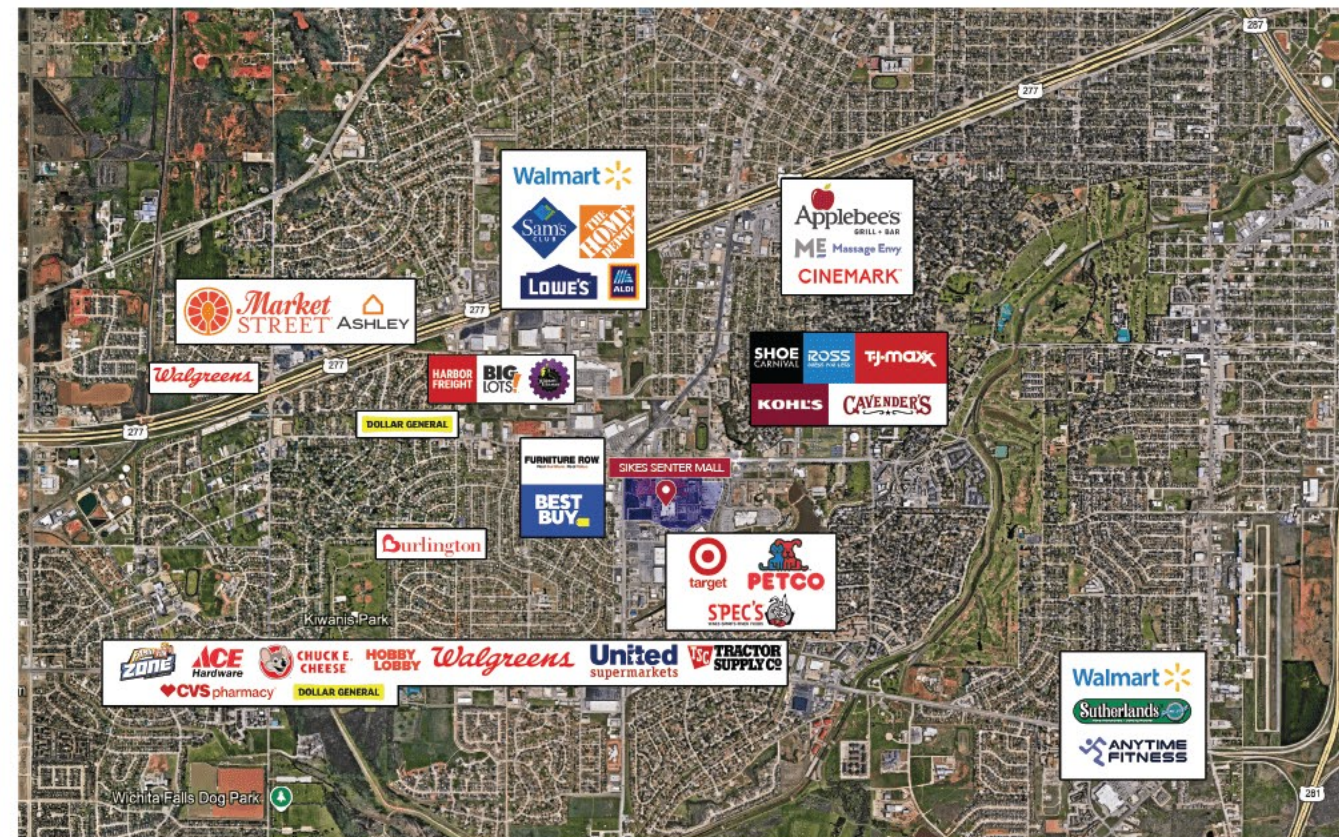
- Capture your share of an estimated \$483 million in unmet retail demand.

Growing Population Base:

- Comprehensive population data with 10-year forecasts.

High Daytime Traffic:

- More than 200,000 strong weekday traffic & worker-driven spending.



PRIME RETAIL LOCATION

Household Income Strength:

- Walking distance to neighborhood with a household income of \$102,000+.

- Strong nearby demand for premium & lifestyle brands.

Retail Leakage = Opportunity

- Over \$483 million in unmet retail demands across major categories.

- Apparel, Electronics, Home Goods, & Restaurants are all under-represented.

- Customized Wichita Falls trade area report shows draw for 30+ miles encompassing an estimated 200,000.

Broad Demographic Mix:

- Working families, students, military families, young professionals, & retirees.

- New tenants can capitalize on an underserved & eager market.



HIGH TRAFFIC OVERVIEW

High Traffic & Business Advantage:

- Massive Daytime & Weekend Foot Traffic:
- Daytime population of almost 250,000.

- Serves a 30+-mile trade area.

- Heavy weekend influx from surrounding cities & rural communities.

- Local hotels & events drive consistent seasonal shopping spikes.

Fast, Business-Friendly Growth Environment:

- Permitting approvals available in as little as 7 days.

- Incentives available.

Positioned for Long-Term Success:

- 50-year established retail legacy.

- Ongoing community investment & regional economic growth.

- Built-in customer loyalty & high recognition across generations.

Strong Local Presence:

- Proximity to top employers, healthcare centers, & hospitality hubs.



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ACCESS DETAILED DATA & REPORTS



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