



Dakota Square Mall

Minot, ND

Location	West Highway 2/52 Bypass and 16th Street SW
Anchors	JCPenney, Herberger's, Sears, Target, Sleep Inn & Suites, Carmike Stadium 9, Barnes & Noble Booksellers, Old Navy and Scheels
Size	813,111 square feet
Website	ShopDakotaSquare.com

Mall Facts

Dakota Square Mall is a super-regional shopping destination with five anchors and more than 70 specialty stores including American Eagle Outfitters, Bath & Body Works, Buckle, Chico's, The Children's Place, Christopher & Banks, dressbarn, Eddie Bauer, francesca's, Grizzly's Grill N' Saloon, Journeys, Justice, maurices, PacSun, Riddle's Jewelry, Sleep Number by Select Comfort, Tradehome Shoes, Vanity, Victoria's Secret, Zales Jewelers and Zumiez.

The Sleep Inn & Suites anchors the mall and features the 20,000 square-foot Splashdown Dakota Super Slides water park. This attraction is a huge draw to the trade area and offers the option to stay, shop and play at Dakota Square Mall. The mall has a centralized convenient location for local, regional and Canadian visitors with the closest competition more than two hours away.

On the periphery of the mall, the campus offers Best Buy, Marketplace Foods, McDonald's (newly remodeled) and Olive Garden.

The mall completed a multi-million dollar renovation in 2015. An expansion will commence in 2016, creating a new entrance/plaza anchored by ULTA and Old Navy.

Trade Area Facts

Located in Minot, North Dakota, Dakota Square Mall is the only enclosed shopping center for 400 miles to the west, 110 miles to the south, 250 miles to the east and 150 miles to the north. Minot was named the "7th Best Small City in America" by *Demographic Daily*.

Situated just 50 miles from the Canadian border, Dakota Square Mall attracts thousands of Canadian shoppers weekly making up 15% of the center's ten million visitors. More than 30% of weekend hotel stays at the Sleep Inn come from Canadian guests from nearby cities such as Brandon, Manitoba and Regina, Saskatchewan.

Minot Air Force Base (MAFB) is located less than 14 miles from the mall. The MAFB employs more than 14,000 people with an estimated annual impact on the area of \$586 million.

The Dakota Square Mall trade area is experiencing unprecedented growth and prosperity due to the recent discovery of one of the world's largest oil reserves found in the last 40 years. The Bakken oil formation is estimated to hold 11 billion barrels of retrievable oil. Major oil companies such as Hess, Marathon Oil Corporation, XTO Energy, as well as many others have commenced operations. There are more than 13,000 oil wells currently in production with plans to grow to upward of 40,000 within the next several years.

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Demographics

Population Trends	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	103,552	23,653	127,205
2014 Estimate	88,007	21,331	109,338
2010 Census	76,224	19,104	95,328
2014 - 2019 % Change	17.66%	10.89%	16.34%
2014 Daytime Population Estimate	45,571	11,526	57,097

Average Household Income

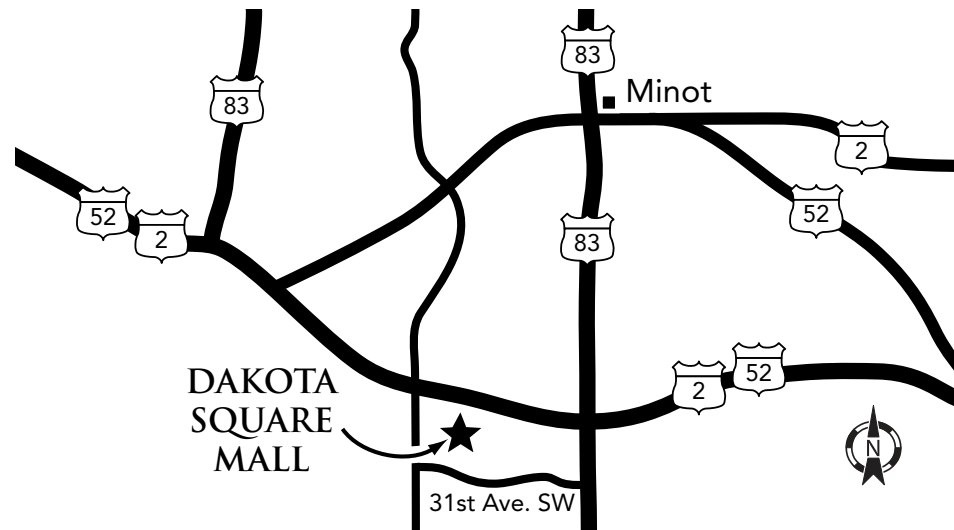
2019 Projection	\$68,762	\$63,473	\$67,779
2014 Estimate	\$64,318	\$59,204	\$63,311
2014 - 2019 % Change	6.91%	7.21%	7.06%

Median Age

2014 Estimate	40	45	42
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Source: 2010 Census; Scan/US 2014/2019 Estimates

Location Map



CBL & Associates Properties, Inc.
cblproperties.com
NYSE: CBL

FOR LEASING:
Jim Anders
p. 636.681.1200
c. 314.440.2165
Jim.Anders@cblproperties.com

St. Louis Regional Office
CBL & Associates Properties, Inc.
1200 Chesterfield Mall
Chesterfield, MO 63017-4841
636.536.0581

Corporate Office
CBL Center, Suite 500
2030 Hamilton Place Boulevard
Chattanooga, TN 37421-6000
423.855.0001

Mall Office
2400 10th Street SW
Minot, ND 58701
701.839.7500