

**2001
MARKETING PLAN**

**Westland Mall
West Burlington, Iowa**

CENTER/COMPANY INFORMATION

Westland Mall • West Burlington, Iowa

Westland Mall

550 South Gear Ave.
West Burlington, Iowa 52655
Phone (319) 753-2891 • Fax (319) 753-0323

Paul Weiner	General Manager
Michelle Pezley	Marketing Director
Larry Crim	Operations Manager
Kimberly Trine	Marketing Assistant
Kim Parker	Administrative Assistant
Cindy McCloskey	Regional Accountant
Kris Tibbets	Bookkeeper

Landau & Heyman

120 South Riverside Plaza, Suite 1605
Chicago, Illinois 60606
Phone (312) 780-1933 • Fax (312) 780-1973
www.landauheyman.com

Gerry Curciarello	Managing Partner
Patrick O'Leary	Managing Partner
Frank Moody, CSM	President
Michael Fontana	Group Manager
Carol O'Grady, SCMD	Director, Marketing & Corporate Communications
Michael Lesiuk	Vice President & Director of Leasing
Edmund Sadleir	Senior Vice President – Development & Construction
Mary Vidinich	Corporate Controller & Human Resources Administrator

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Center Overview

Westland Mall is a regional shopping center, drawing customers primarily from a six county area (Des Moines, Lee, Henry, and Louisa counties in Iowa, and Hancock and Henderson counties in Illinois). The center's total GLA is 339,783 square feet with 144,529 square feet of small shop space. Total anchor store GLA is 140,094 (JCPenney 91,889 square feet and Younkers 48,205 square feet) with 55,160 square feet of other large stores. Other major tenants in the mall's 52 stores include Bath and Body Works, Buckle, Maurices, McGregors, Rex Electronics, and Kirlin's.

Westland Mall's total trade area extends 35-miles to the south and 50-miles to the east, north, and west and is home to 243,934 people. Westland Mall is located in the southwest corner of West Burlington, which is the major growth area for Burlington. In 2000, the only hospital in the county relocated to within 1/4 mile of the mall and the local community college announced plans for expansion. As the central hub of the region, Burlington supports its economy with a diverse commercial and professional community which serves both eastern Iowa and western Illinois. Even though there are numerous industries in the area, the local economy is still heavily dependent upon agribusiness.

The market is comprised of cost conscious consumers. Approximately 50 percent of the households earn more than \$35,000 a year. Forty percent of the total trade area are between the

ages of 25 and 54. The population is primarily white.

Top Five Reasons to be at Westland Mall

- Excellent location near the new regional hospital, local community college, and new sports complex.
- Remarkably diverse economic base.
- Top-notch public and private school systems.
- Only enclosed mall within a 50-mile radius. Also, houses the only theater in a 25-mile area.
- Incubator for local retailer growth. Several local retailers have started at Westland Mall and then successfully branched off to other regional locations.

Shopper Overview

Sixty-nine percent of Westland Mall's customers live less than 20 miles away from the mall. Twenty-seven percent live between 20 and 50 miles. The average household income for the total trade area is \$44,467 which is expected to grow by 21.8 percent to \$54,168 by 2004.

Shopper Profile

- 51.3 percent female
- 48.7 percent male
- 96 percent white
- 3.7 percent Hispanic
- 37.3 percent some college
- Average age: 37.7

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Primary Market

Westland Mall serves a very large geographic area. The **total market** area extends approximately 50-miles around West Burlington. The trade area population was 243,934 persons in 1999 and is expected to grow by 0.1 percent to 244,128 persons by 2004.

The **Primary Market** is made up of 18 zip codes including Burlington/Gulfport (52601), Danville (52623), Denmark (52624), Fort Madison (52627), Mediapolis/Kingston (52637), Middletown (52638), Mt. Union (52644), New London (52645), Dodgeville/Sperry (52650), West Burlington (52655), West Point (52656), St. Paul (52657), Wever/Augusta (52658), Carman, IL (61425), Gladstone, IL (61437), Lomax, IL (61454), Stronghurst, IL (61480), and Niota, IL (62358). Westland Mall's primary trade area covers a 15-mile radius to the south and east and a 20-mile radius to the north and west.

- Population 67,501
- Drive time 30 minutes or less
- Median age 38.3; Avg. HH income \$44,494
- 51.3 percent female; 48.7 percent male
- 96 percent White; 3.2 percent Black; 2.8 percent Hispanic; 0.2 percent American Indian/Eskimo/Aleut; 0.6 percent Asian/Pacific Islander

Southeastern Community College is located $\frac{1}{4}$ mile from the mall. SCC's current enrollment numbers per year are 2,400 full-time students and 20,000 students who attend one-day classes. The community college also offers classes on its campus through partnerships with four-year colleges

such as St. Ambrose (Davenport) and Iowa Wesleyan College (Mt. Pleasant). These partnerships attract approximately 100 students. A majority of the full-time students are traditional college students (18-22 years of age). The students who attend one-day classes and/or participate in the partnerships with four-year colleges are non-traditional students. In addition, SCC is currently developing a partnership with a four-year college which would allow them to offer a four-year degree. The college anticipates this arrangement would double their enrollment. Also, the college just completed construction on a \$1.26 million residence hall. This is the first of a two-phase construction plan.

Westland Mall is positioned right in the center of the area's growth. In 2000, the area hospital moved into its new \$120 million facility, located about $\frac{1}{4}$ mile from the mall. Local authorities anticipate 5,000 people visit the hospital daily. While a majority of these people are from the immediate area (less than 30 miles away), the hospital's marketing department currently is working to enlarge this area based on their recently expanded services. In addition, the city has listed a bicycle and pedestrian trail running along Gear Avenue connecting the college, hospital, and mall as a priority. Project coordinators anticipate funding the project in 2004.

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Secondary Market

The **Secondary Market** is a large geographic area which includes areas in Iowa, Illinois, and Missouri. These counties are mainly rural with a few small towns. The secondary market is made up of 47 zip codes including: Argyle (52619), Crawfordsville (52621), Donnellson (52625), Hillsboro (52630), Houghton (52631), Lockridge (52635), Montrose (52639), Morning Sun (52640), Mt. Pleasant (52641), Salem (52649), Swedsburg (52652), Wapello (52653), Winfield (52659), Grandview (52752), Biggsville, IL (61418), Keithsburg, IL (61442), Kirkwood, IL (61447), Little York, IL (61453), Media, IL (61460), Monmouth, IL (61462), Oquawka, IL (61469), Smithshire, IL (61478), Burnside, IL (62318), Dallas City/Pontoosuc, IL (62330), Hamilton, IL (62341), Nauvoo, IL (62354), Cameron, IL (61423), and LaHarpe, IL (61450). Westland Mall's secondary market area extends beyond the primary market by 20-miles to the south, 35-miles to the east and 30-miles to the north and west.

- Population 176,433
- Drive time to center ranges from 30 minutes to 1 hour
- Median age is 37.5
- 51.2 percent female
- 48.8 percent male
- 96 percent White; 3 percent Black; 4.1 percent Hispanic; 0.2 percent American Indian/Eskimo/Aleut; 0.8 percent Asian/Pacific Islander.
- Average household income \$33,687

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Special Market Features

According to a **local labor work force** analysis completed in 1996 by Paragon Decision Resources, Inc., the labor force of companies within the area was rated "excellent" in attitudes (desire to work and learn); communications (working effectively as a team); and productivity. Absenteeism and turnover are almost nonexistent and employees' basic skills and learning abilities are very sound. The local unemployment rate is 2.6 percent – drastically below the national average of 4.2 percent.

In terms of educating its citizens, Iowa ranks first among the fifty states, measured as the highest average level of schooling reached by its adult population and by test scores. Iowa-educated youth have **led the nation in SAT and ACT scores** for the past two decades.

As the central hub of the region, Burlington supports its economy with a **diverse commercial and professional community** which serves both eastern Iowa and western Illinois. Departing from the traditional agricultural base of the midwest, southeastern Iowa has used its proximity to the Mississippi River to build a strong industrial based economy. This is good considering the Iowa Department of Tourism reports the largest source of personal income for Iowans is manufacturing, followed by services, retail/wholesale trade, and government.

Even though there are numerous industries in the area, the local economy

is still heavily dependent upon **agribusiness**. The Iowa Department of Tourism reports that Iowa ranks first in the nation in grain harvested and 24 percent of America's pork and 4 percent of the nation's grain-fed beef are raised in Iowa. The economy is taking a major hit with the current decline in crop prices.

The **farm economy** is impacting shopping habits and trends. Iowa farmers are coping with economic hard times by watching how they spend money for everyday needs. A report revealed 71 percent of the rural population is reducing expenses by shopping at discount stores. About half (52 percent) the people are saving money by buying more used or second hand merchandise such as clothing, furniture, and machinery. In addition, 51 percent of the people surveyed save money by avoiding name brand products when they have a choice.¹

Scheduled **highway improvements** (increasing highways 61 and 34 to four lane) will simplify access to the mall in all four directions. Currently, the city of West Burlington is making all of Gear Avenue four-lane. In addition, they are adding/moving traffic lights on Gear Avenue. One of these changes will move the main entrance of the mall up a few yards.

¹ Iowa State University's 1999 Iowa Farm and Rural Life Poll.

SALES INFORMATION

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Sales History/Overview

Westland Mall is an integral part of a **regional retail hub** which also includes Target, Farm King, Lowe's, Menards, Staples, Wal-Mart Super Center, as well as various hotel properties, numerous restaurants, and key employers such as Great River Medical Center and Southeastern Community College. The mall is located in the middle of the retail growth. This is evident with the planned addition of Shottenkirk Super Center and Ivy Bake Shop and Café across the street from the mall. In addition, four other retailers are looking to build near there. This supports the state's claim that the Burlington/West Burlington area is one of three **hot spots for growth** in Iowa.

In 1999, Westland Mall captured a **market share** of 14.8 percent.

The mall's **annual traffic count** for 2000 was 1,345,003 with a daily average of 3,675. The total daily road traffic count near Westland Mall is 9,400, according to the Iowa Department of Transportation.

In 2000, Westland Mall increased comparative small shop retail sales to \$211 p.s.f. This was a major milestone for Westland Mall as many potential tenants look for sales to be more than \$200 p.s.f.

Westland Mall is benefiting from a corporate-initiated customer loyalty program called **malls4schools**. This ongoing program rewards schools with cash prizes in exchange for shoppers redeeming mall store receipts.

The **top ten employers** in West Burlington/Burlington are the following:

- Great River Medical Center (1250)
- American Ordinance (992)
- Case (965)
- General Electric (760)
- Federal Mogal (664)
- Vista Bakery (550)
- Burlington Northern Railroad (484)
- Winegard (280)
- Wal-Mart (275)
- Exide Corporation (240)

2001 GOALS/STRATEGIES

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Goals

1. Increase comparative small shop retail sales for Westland Mall for 2001 by 2% from \$211 p.s.f. to \$215 p.s.f.
2. Increase average daily traffic in Westland Mall by 5% from 3,675 people per day to 3,859 people per day.
3. Increase dollars earned by Westland Mall Marketing Department through \$10,000 worth of sponsorships for malls4schools and \$5,000 worth of sponsorships for other programs in addition to the media sponsorships done as a result of the mall's major shows (bridal, home, boat, etc.).
4. Obtain free, positive publicity for the shopping center equal to 1,100 column inches in print space and 16.5 minutes of radio coverage between January 1 and December 31, 2001.
5. Provide leasing with specific tools necessary to help them close leasing deals.

Strategies

1. Develop sales programs which will generate shopper loyalty, appeal to the value oriented consumers, and slow outflow shopping.
2. Create a leasing plan which secures the brands consumers want, fills the mall's vacancies, and establishes a strong merchandise mix – all contributing to slower out flow sales.
3. Implement community events which will generate traffic, instill community loyalty, and provide free, positive publicity for the center.
4. Create an enhanced merchant relations program which increases consistent communication, inspires merchant participation in mall events, and enforces lease required advertising.
5. Establish Westland Mall's sponsorship program which will develop community partnerships and extend the financial spending power of the mall's marketing budget.

TIMELINE

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January

- malls4schools Jr./Sr. High kick-off (Jan. 1)
- Clearance Sale (Jan. 11-15)
- malls4schools Report Card Reward (Jan. 15-Feb. 15)
- malls4schools Awards (Jan. 16)
- Deery Brothers Car Show (Jan. 17-22)
- Civil War Round Table (Jan. 27)
- Snowman Gift with Purchase (Jan. 27-28)

February

- Most Beautiful Baby Contest (Feb. 2)
- Bridal Show (Feb. 3-4)
- Boat Show (Feb. 10-11)
- Fun Bunch Meeting (Feb. 10)
- Deery Brothers Car Show (Feb. 14-19)
- Home Show (Feb. 23-25)

March

- Flint Bottom Raceway (March 3-4)
- KDMG Lifestyle Show (March 10-11)
- Science Fair (March 12)
- Invention Convention (March 13 afternoon)
- 34 Raceway (March 17-18)
- Sunburst Beauty Pageant (March 17)
- Travel and Destination Show (March 24-25)
- Easter Bunny Arrives (March 31)
- Optimist Club Blood Drive (March 31)

April

- Day of the Child (April 1)
- Spring Promotion (April 1-14)
- Girl Scouts Day (April 7)
- Astronomy Club Display (April 7-8)
- Easter Egg Hunt (April 14)
- Craft Show (April 21-22)

TIMELINE

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April (Cont.)

- Boy Scouts Jamboree (April 21)
- Survivor Event (April 27-29)
- Community Fair (April 28)

May

- Gold Wing Show (May 5-6)
- Kiwanis Blood Drive (May 10)
- KDMG Family Show (May 12-13)
- Kids' Sports (May 12)
- Steamboat Day Tryouts (May 19)
- Memorial Day Sale (May 25-28)

June

- Summer Food Court Promotion (June 1-Aug. 31)
- Antique Glass Sale (June 8-9)
- malls4schools Awards at a Burlington Bee's game (June 9)
- Snake Alley Art Fair Rain Site (June 17)

July

- Summer Food Court Promotion (June 1-Aug. 31)
- 4-H Working Exhibits (July 7)
- Clearance Sale (July 12-15)

August

- Summer Food Court Promotion (June 1-Aug. 31)
- malls4schools Kick-off (Aug. 1)
- Back to School Promotion (Aug. 1-11)
- Tax Free Holiday (Aug. 3-4)
- Fun Bunch Event (Aug. 11)
- Health Fair (TBD)

TIMELINE

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September

- Antique Show (TBD)
- Armed Forces Exhibits (Sept. 15)

October

- Des Moines County Neighborhood Watch (Oct. 13)
- Most Beautiful Baby Contest (Oct. 19)
- Holiday Craft Show (Oct. 27-28)
- Safe Alternative to Trick or Treating (Oct. 31)
(Fun Bunch Meeting)

November

- High Tech Holiday Show (Nov. 3-4)
- Holiday Open House (Nov. 11)
- Santa Arrives (Nov. 17)
- Holiday Shopping Season Kick-off Event (Nov. 23)

December

- Breakfast with Santa (Dec. 1)
(Fun Bunch Meeting)
- Holiday Sales Promotion (TBD)

ADVERTISING/PROMOTIONS

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Available Market Mediums

The city of Burlington has five radio stations and one newspaper. KGRS, the area's largest and most dominant FM radio station, features a variety of contemporary music as well as hits from the 70's, 80's, and 90's. KBUR is a full service AM station known for its news, weather, and sports. The other Clear Channel radio stations include KBKB AM and FM. The FM station is country, and the AM station is news talk. KDMG is the area's largest country music station. KKMI offers listeners adult contemporary music and has a strong female following. KCPS is the area's talk radio station. *The Hawk Eye*, the largest local newspaper, is printed seven days a week. The secondary market also includes numerous radio stations and newspapers.

Television

Westland Mall has made the decision not to run television advertising because it is located right in the middle of two markets. The cost to run the high frequency needed on six major stations to capture a majority of the mall's consumers would not be cost effective.

Newspaper

The Hawk Eye covers the entire Westland Mall market. Thus, Westland will continue to run ads periodically to promote special events such as sidewalk sales, other sales promotions, and special events. *The Hawk Eye* has shown great support for Westland Mall by printing almost every press release issued and by being a major sponsor of the malls4schools program. As a program sponsor, *The Hawk Eye* runs an ad every Thursday featuring a malls4schools update. In addition, the mall recently made a one-year commitment to be included in the new Lifestyle Planner section which will appear in *The Hawk Eye* on the last Saturday of each month. The new section will contain a variety of lifestyle topics along with a community calendar, expanded guide to local happenings, and local stories. The section is being promoted as the local entertainment reference tool for the month. The mall's ad will feature a calendar of events for the upcoming month. The mall also advertises in newspapers in our secondary market for select major promotions such as the holidays.

Radio

Westland Mall will continue to air radio spots on local stations such as KGRS, KBUR, KDMG, KKMI, KCPS, and others as needed. All of these stations are media sponsors of the malls4schools program and will continue to air live interviews with the mall's Marketing Director to encourage shoppers to redeem their mall receipts in addition to matching every malls4schools ad the mall places. A variety of live radio remotes from the mall also will be used periodically to drive traffic and increase sales during special events.

ADVERTISING/PROMOTIONS

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Internet

The Internet continues to grow in popularity in southeast Iowa. To cater to these consumers, Westland Mall will launch a new web site in early 2001. Marketing programs are currently being developed to capture these consumers. Westland Mall hopes to use features such as mass e-mails to make this a cost-effective and personal means of communicating with its customers.

Merchants' Newsletter

The marketing department produces a monthly merchants' newsletter. Any merchant is welcomed to submit news and/or information items to be included in the newsletter. Deadline for submissions is the 15th of each month.

Red Folder Program

This year Westland Mall will offer another form of communication with its merchants via the Red Folder program. Important information from the Mall Office as well as special employee discount offers will be distributed by security personnel in the red folder periodically. Merchants can be included at no cost. Just contact the office to schedule your inclusion. In addition, security will collect these folders from the merchants on a date specified in the folder, simplifying the store's process for returning information.

Malls4schools

Westland Mall will continue to sponsor the malls4schools program. Each semester, the mall will award \$10,000 in cash and prizes to participating schools. Merchants are encouraged to place counter cards and other collateral pieces at registers to encourage shoppers to participate in this program by buying at Westland Mall. Merchants wishing to donate prizes for the program may contact the Mall Office. Additional publicity opportunities will be given to merchants who donate prizes which the schools can use.

Printed Mall Directories

Printed mall directories to assist shoppers are located at all four mall entrances as well as the Mall Office. Merchants are included at no cost. Directories are updated periodically.

Press Releases/Media

The mall marketing department is available to assist merchants with the production of press releases at no charge. Press releases, such as ones announcing new stores, a book signing, a special non-profit event, etc., can be sent to all of the media outlets in the mall's total market area. In the past year, the mall has had a high percentage of these releases covered by the local media.

Vacant Store Windows

As the mall has vacant stores, mall marketing will offer the store's windows for merchants to display merchandise. If there are multiple stores wanting to use the windows, they will be available for two week rotating periods. Contact the mall Marketing Director to schedule your store's participation in this program.

ADVERTISING/PROMOTIONS

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Display Cubes

The display cubes are three custom enclosed display fixtures with a base and a display area. The fixture provides merchants with the opportunity to showcase merchandise in the mall common area. Mall marketing provides the cubes in three different sizes and lighting inside the fixtures. These cubes are available to merchants on a first come, first serve bases for a two-week period. There is no charge to use these cubes. Contact the mall Marketing Director to schedule your store's participation in this program.

Sign Holders/Signage

Westland Mall also will loan, at no charge to merchants, one of the mall's portable 22 inch x 28 inch sign holders for merchant special events or sales. This may be placed near center court for two weeks. Merchants may check out a sign holder, if one is available, by giving appropriate notice to the Mall Office. Merchants may also request assistance in preparing signage for a special event. Contact the mall Marketing Director to schedule your store's participation in this program.

Staged Events/Demonstrations

Staged events and demonstrations can be planned to kick-off or draw attention to a major sales promotion. Fashion shows, book signings, and product demonstrations are examples of in-center marketing events. These events are free but do need to be approved by the Marketing Director to ensure they do not conflict with mall-wide events/promotions. Contact the mall Marketing Director to schedule your store's participation in this program.

Table Tents

Table tents are small signs placed on the food court tables. The store can either provide their own professional looking signs or place information on the ones the marketing department creates. Reservations are on a first come, first serve basis. This is offered free to the merchants, but the mall marketing director must approve the table tents before they are placed on the tables. Contact the mall Marketing Director to schedule your store's participation in this program.

Tables/Chairs/Public Address System/Stage Sections, etc.

The Mall Office has a limited supply of tables, chairs and other items available to loan merchants. Appropriate notice must be given to the Mall Office and all borrowed items must be returned in good order. Contact the mall Marketing Director to schedule your store's participation in this program.

National Advertising

Landau & Heyman is currently producing a malls4schools website which will promote information about the program. Opportunities to be included on this website will be forthcoming. An announcement about the new malls4schools website will be made in early 2001.

2001 BUDGET

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Marketing Income

Total Budget	\$ 150,108
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Marketing Expenses

Administrative Expenses	\$ 61,030
General Marketing	\$ 84,660
Gift Certificates	\$ 4,418

Total Marketing Expenditures	\$ 150,108
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GENERAL CENTER INFORMATION

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Tenant Listing	Manager	Phone
Aladdin's Castle	Duane Gerling/Mgr	753-5883
AmericInn	Karen Hale/Mgr	758-9000
B. Dalton Book Store	Chris Murphy/Mgr	753-1681
Bath & Body Works	Patti Hardin/Mgr	752-6452
Buckle	Amerika Kies/Mgr	752-8830
Caspars	Irene Nelson/Owner	752-8647
Champions	Kevin Mehaffy/Owner	753-6160
China House	Yee Chung/Owner	753-9977
Christopher & Banks	Rita Paull/Mgr	753-6555
Claire's Boutique	Hillary Bennett/Mgr	753-5546
Classic Nails	Bihn Phung/Owner	754-6611
Coffee Works	Jill Armstrong/Owner, Robin Vahle/Mgr	754-0880
Diamond Daves	Tony Diaz/Mgr	752-1306
Disc Jockey	Tom McLaughlin/Mgr	753-0745
Family Christian Stores	Chris Holmes/Mgr	752-8411
Fashion Bug	Verna Featherston/Mgr	752-9791
Footlocker	Mike Anderson/Mgr	752-2131
General Nutrition Center	Eleanor Groene/Mgr	752-8819
Guido's Pizza	Becky Sherwood/Owner	754-8027
Iowa Haircutting Co.	Jamie Fisher/Mgr	752-5555
JC Penney	John Hall/Mgr	753-5145
JC Penney Optical	Angie Mullin/Mgr	753-6733
Kay Jewelers	Lynette Winkel/Mgr	752-7344
Kirlins	Dixie Long/Mgr	754-4237
Maid-Rite	Dave Schnicker/Owner	754-6790
Mall 6 Theaters	Tim Burchman/Mgr	752-1643
Maurices	Jill Stansbary/Mgr	752-1512
McGregors	Scott Marks/Mgr	752-6394
Melissa's	Renee Japsen/Mgr	752-5636
Munchies	John Sanders/Owner	753-1568
Pacifica West	Jill Wilt/Owner	754-5474
Pearle Vision Express	Pam Varner/Mgr	752-6378
Racers Edge	Pam Dodds/Owner	752-5444
Radio Shack	Jeremy May/Mgr	754-5813
Regis Hairstyling	Janice Ator/Mgr	752-0100
Rex TV & Appliance	Matt Eisenmann/Mgr	754-4449
Riddle's Jewelry	Kenneth Sutton/Mgr	752-5174
Sears Portrait Studio	Lisa Spears/Mgr	752-6563
Ssangs Hairstyling	Debbie Eaton/Owner	754-8950
Things Remembered	Bev Stoermer/Mgr	752-3392
Tires Plus	Mark Heartlein/Mgr	758-9868
Tradehome Shoes	John Hurley/Mgr	752-0545
Turley's	Larry Turley/Owner	754-7766
U.S. Armed Forces	Air Force	754-8855
	Army	753-6763
	Marines	752-3341
	Navy	752-3471
Vickie's Country Thyme	Vicky Wooley/Owner/Sondra Astfalk/Mgr	753-1194
West Burlington Bank	Diane Ruther/Mgr	752-3688
Younkers	Teresa Trail/Mgr	753-5491
Zales	Travis Winter/Mgr	753-2806

CENTER HOURS

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Center Operating Hours

10:00 a.m. – 9:00 p.m. Monday through Friday

10:00 a.m. – 8:00 p.m. Saturday

12:00 p.m. – 5:00 p.m. Sunday

Management Office Hours

8:00 a.m. – 5:00 p.m. Monday through Friday

Holiday Hours

Extended holidays hours are announced by the mall office yearly.

Westland Mall is closed on Easter, Thanksgiving, and Christmas days.

SPECIAL SERVICES

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Gift Certificates

Mall gift certificates are available for purchase at the Mall Office in a variety of whole dollar amounts. Mall gift certificates are redeemable at all mall stores and do not expire. The Mall Office does not accept personal checks for gift certificates. Cash, VISA, and Mastercard are accepted.

ATM

An ATM is located just inside the main entrance near West Burlington Bank.

Wheelchair

One wheelchair is available at the Mall Office. If the office is closed, contact security or maintenance and they will provide one. There is no charge, however, identification is required.

Strollers

Strollers are available in front of Sears Portrait Studio. The cost is \$3. When the stroller is returned to the rack, 50 cents will be returned automatically through the machine.

Copy Machine

A copy machine is available between 8:00 a.m. and 5:00 p.m. in the mall office. Copies are 20 cents per copy for letter size, one sided; 30 cents for front/back and legal.

Fax Machine

Outgoing -- \$2 for the first page, \$1 for each additional page. Incoming 50 cents for the first page, 25 cents for each additional page.