

TACTICS

Corresponding Goals:

Increase comparative in-line retail sales for Westland Mall for 2000 by 2% from \$188.86 p.s.f. to \$192.64 p.s.f.; Increase average daily traffic in Westland Mall by 5% from 3,000 people per day to 3,150 people per day.

Event/Program Holiday Promotion

Date(s) Nov. 12-Dec. 24

Targeted Merchandise All

Supporting Strategy Motivate at least 60% of merchants to participate; Enhance advertising efforts to increase awareness

Event/Program Description: (Outline Tactics Here)

Boulevard of Trees – Nov. 11 – Dec. 24 – Local non-profit organizations decorated the trees on Nov. 11. The trees are currently being judged by the general public using the ballot box system. After the Christmas season, the ballots will be counted and the group with the most votes will win a prize.

Holiday Open House – Nov. 12 – This was Westland Mall's kick-off to the Holiday season. This event was city-wide. Merchants all over Burlington and West Burlington premiered their merchandise for the Holiday Shopping Season. Several merchants did special activities such as door prizes or discounts to help capture sales. The mall offered customers a chance to win a large gift box including merchandise from merchants and a \$100 shopping spree. The event was publicized in two local newspapers and on all the major local radio stations.

Salvation Army Tree – Nov. 17 – Dec. 11 – The Salvation Army has an angel tree in the mall where people can collect names of people in need.

Santa Visits – Nov. 18 – Dec. 24 – Santa Claus will be talking with the children. The Kiwanis are managing the program.

Santa Claus Cookie Contest – Nov. 24 – Westland Mall, KDMG Country 103.1, and Shottenkirk Superstore gave 15 lucky shoppers a chance to make their holiday wishes come true with a new car. On Friday, Nov. 24 between 7:00 and 11:00 a.m. customers registered. Then at 11:15 a.m. names were drawn to determine the 15 contestants to toss their cookies. At 11:30 a.m. the contestants tossed their cookies trying to get the cookies to land in a bowl of milk, winning them a new car. In addition 1,500 bags full of coupons, fliers, the cookie toss registration slip, and other mall store information were distributed. Customers were driven into stores to deposit their registration blanks. KDMG broadcast live from the mall between 6:00 a.m. and noon.

Star Store Promotion – Nov. 24- Dec. 24 – Shoppers are invited to register to win a weekly \$100 shopping spree in the store of their choice (i.e. to wish upon a store). The winners will receive the money in the form of \$100 worth of gift certificates. Entry forms are available from all of the stores. The deposit of those registration forms is in “Star Stores” and a box in food court. This event is publicized in the local newspaper and the local radio station.

KDMG Quad Runner Giveaway – November 24 – Following the Santa Claus Cookie Toss, KDMG Country 103.1 gave away a brand new Quad Runner. This was part of the month long on-air promotion.

Malls4schools – Due to the outstanding response to this program, the mall has decided to offer consumers double points in the malls4schools promotion on November 24 and every Saturday between Thanksgiving and Christmas.

Entertainment – We have invited local organizations (i.e., churches, schools, etc.) to perform in our mall during the Holiday Season. A schedule of performances will be available once plans are finalized. The stage will be set-up in JCPenney court.

Letters to Santa – Kids will be invited to write a letter to Santa. A table will be placed beside Santa’s house for the kids to create the letter if they did not bring one. Santa will reply to each letter he receives.

Breakfast with Santa – On December 2 kids are invited to sit down to breakfast with Santa at 9 a.m. They will get the opportunity to tell him if they have been good or not and what they want for Christmas. The kids will have juice and rolls with Santa. In addition, Christmas books will be read to the kids.

SCC Night – From 6-9 p.m. on Wednesday December 6, Westland Mall is conducting a promotion to generate traffic from our neighbor, Southeastern Community College. It will include 20% off one regular price item. Stores may have some exclusions that apply. SCC students will only be eligible for this sale by showing their student ID card at your place of business. See attached sheet for details.

Senior’s Day – December 12 Persons over 50 years of age will receive a gourmet holiday cookie mix at the mall office with receipts totaling \$50 or more (while supplies last). Also Senior Citizen groups have been invited to perform that day.

Your Wish is our Command – Westland Mall values quality customer service. To emphasize this during the holiday season, we will be randomly checking for quality service and instantly rewarding it with \$10 gift certificates. The quality customer service will be found through secret shopping and manager nominations. Each manager will receive nomination forms at the end of November.

Budget (Income and Expenses)

<u>Amount</u>			
Income			
Account Name	Account Code	Budgeted	Actual Variance
Promotional	8704	\$0	\$1500 \$1500
Expenses			
Account Name	Account Code	Budgeted	Actual Variance
Merchant Meeting	8737	\$350	\$68 \$282
Decoration	8760	\$1500	\$1722 -\$222
Gift Certificates	8753	\$500	\$500 \$0
Premiums	8763	\$1600	\$1869 -\$269
Promotion	8762	\$3400	\$2938 \$462
Radio	8764	\$8500	\$6393 \$2107
Print	8768	\$8000	\$8207 -\$207
Print Production	8769	\$650	\$0 \$650
Radio Production	8765	\$775	\$350 \$425
Collaterals	8770	\$2000	\$2789 -\$789
Event Payroll	8772	\$400	\$0 \$400
Creative Fee	8723	\$700	\$450 \$\$250
Direct Mail	8761	\$4000	\$0 \$4000
Signs	8773	<u>\$400</u>	<u>\$792</u> <u>-\$392</u>
		<u>\$32,775</u>	<u>26078</u> <u>\$8697*</u>

*This large of a variance was done intentionally to cover unbudgeted expense such as mall4schools and the new gift certificate program.

Analysis/Results

Merchants have reported consumers are slow in buying this year. Traffic counts have been down. Sales appear to also be slightly lower this year. In mid-December, constant snowstorms caused slower sales. Closer to the holidays sales picked up as people rushed to finish their holiday shopping.

Santa Claus Cookie Toss – The Santa Claus Cookie Toss did an excellent job of driving traffic into the mall. Approximately 500 people filled JCPenney Court waiting for their name to be drawn as one of 15 contestants to toss their cookies. While no one won the new car, the 15 contestants were happy with their mall gift certificates. In addition 1,500 bags full of coupons, fliers, the cookie toss registration slip, and other mall store information were distributed between 7:00 and 11:00 a.m. Merchants reported that this did not help drive sales but at the same time said they were too busy making sales to fill out the sales tracking forms. These two reports counteract each other. Thus, we'll have to wait for sales results to know for sure the impact of the event. No matter what the mall received excellent radio coverage prior to and during the event. The day after Thanksgiving messages were delivered at a level that would not have been possible without this event – specifically the \$1,500 Shottenkirk and KDMG sponsorships (the

radio personalities got into this promotion and talked about it way more than \$1,500 worth). The KDMG Quad Runner give away also attracted a very good audience and was constantly talked about on KDMG throughout the month of November.

Breakfast with Santa – On December 2 approximately 160 kids sat down to breakfast with Santa. They had the opportunity to tell him if they have been good or not and what they wanted for Christmas. In addition, an employee from B. Dalton read Christmas books to the kids. *The Hawk Eye* covered this event.

Star Store Promotion – Throughout the holiday season, shoppers were invited to register to win a weekly \$100 shopping spree in the store of their choice (i.e. to wish upon a store). The winners received the money in the form of \$100 worth of gift certificates. Entry forms were available from all of the stores. The deposit of those registration forms was in “Star Stores” (percentage rent stores) and a box in food court.

Santa – The Kiwanis managed this operation this year. Kiwanis reported an increase in photo sales with preliminary sales totals of more than \$8,000. All profits will be used to support the Kiwanis children’s programs. To help increase mall sales, two merchants placed bookmark style coupons in the coloring book Santa handed out. Munchies reported more than 500 coupons were redeemed. The store’s owner credits this for an increase in sales of specific products. *The Hawk Eye* covered Santa twice.

Entertainment – Seventeen local organizations (i.e., churches, schools, etc.) performed in the mall in December.

Boulevard of Trees – Twenty non-profit organizations decorated trees. Thousands of ballots were cast for shoppers’ favorite trees. The winning non-profit organization won \$200.

Letters to Santa – Kids were invited to write a letter to Santa. A table was placed beside Santa’s house for the kids to create the letter if they did not bring one. Santa replied to the 236 letters which he received. The first 50 letters included a certificate for a free kids’ meal from Coffee Works. These certificates are still being redeemed.

SCC Night – From 6-9 p.m. on Wednesday December 6, Westland Mall conducted a promotion to generate traffic from our neighbor, Southeastern Community College. It included 20% off one regular price item. SCC students had to show their student ID card to receive the discount. While the number of students utilizing this program was not as high as we would have like, merchants agreed that this program is worth repeating and growing.

Senior’s Day – December 12 Persons over 50 years of age were to receive a gourmet holiday cookie mix at the mall office with receipts totaling \$50 or more (while supplies last). The week’s snowstorms hampered this promotion. Only three gifts with purchases were distributed on Seniors’ Day, which was scheduled for the day after the large snowstorm. As a result Seniors’ Day was rescheduled for the following week but another

snowstorm hampered the results. The gifts with purchase will be used for a January promotion.

Your Wish is our Command – To emphasize customer service during the holiday season, the management team and mall store managers randomly checked for quality service and rewarded it with gift certificates. The quality customer service was found through secret shopping and manager nominations. Each manager received nomination forms each week during the holidays.

Salvation Army Tree – The Salvation Army had an angel tree in the mall where people could collect names of people in need – “make these people’s wishes come true.” The tree was in the mall Nov. 17– Dec. 11

Gift Wrap – Gift Wrap was offered by The Art Guild of Burlington, Inc. The booth ran between November 24 and December 24. All proceeds will go to support the Arts for the Living Center. They earned \$2,655.

Westland Mall radio spot Dec. 3-12

Holiday ad donut

Don't miss Westland Mall's Senior's Day Tuesday, December 12. Persons over 50 years of age receive a free gift from the mall office when they show receipts from that day totaling \$50 or more (while supplies last). See mall for details. And take advantage of the mall's extended holiday hours. Shop Saturday, December 9 between 9 a.m. and 9 p.m. and Sunday, December 10 from noon til 6 p.m.

Shop Westland Mall to make all your holiday wishes come true!

KDMG	3 ads each day
KGRS	3 ads each day

Westland Mall radio spot Dec. 3-9

Malls4schools ad donut

We're in the home stretch! Now's your chance to sprint to the lead. And Westland Mall has made winning **ten-thousand dollars** for your area schools even easier. How? Double points. On Saturday, December 9 between 9 a.m. and 9 p.m. each dollar you spend equals 2 points. Visit the mall for details. Shop here – get points – and win! Westland Mall, 550 S. Gear Ave. West Burlington. Malls 4 schools is proudly co-sponsored by The Hawk Eye, KGRS, KBUR, KBKB, The Bull, KDMG, KKMI, and KCPS.

KDMG	2 ads each day
KKMI	2 ads each day (KDMG matching)
KGRS	2 ads each day
KBUR	2 ads each day (KGRS matching)
KCPS	3 ads each day

Westland Mall radio spot Dec. 13-17

Holiday ad donut

Don't miss Westland Mall's Senior's Day Tuesday, December 19. Persons over 50 years of age receive a free gift from the mall office when they show receipts from that day totaling \$50 or more (while supplies last). See mall for details. And take advantage of the mall's extended holiday hours. Shop Monday through Friday from 10 a.m. til 10 p.m; Saturday, 9 a.m. til 10 p.m. and Sunday noon til 6 p.m. Shop Westland Mall to make all your holiday wishes come true!

KDMG 3 ads each day
KGRS 3 ads each day

Westland Mall radio spot Dec. 18-19

Holiday ad donut

Don't miss Westland Mall's Seniors' Day Tuesday, December 19. Persons over 50 years of age receive a free gift from the mall office when they show receipts from that day totaling \$50 or more (while supplies last). See mall for details. And take advantage of the mall's extended holiday hours. Shop Monday through Friday from 10 a.m. til 10 p.m and Saturday, 9 a.m. til 10 p.m. We'll be open Dec. 24 from 10 a.m. til 3 p.m. for those last minute shoppers.

Shop Westland Mall to make all your holiday wishes come true!

KDMG 3 ads each day
KGRS 3 ads each day

Westland Mall radio spot Dec. 20-22

Holiday ad donut

The stores at Westland Mall offer the perfect gifts to fill the wishes of everyone on your shopping list.

Whether you're looking for clothing, music, home decorating items, or just that special personal gift, we've got it and much, much more. And take advantage of the mall's extended holiday hours. Shop Monday through Friday from 10 a.m. til 10 p.m and Saturday, 9 a.m. til 10 p.m. We'll be open Dec. 24 from 10 a.m. til 3 p.m. for those last minute shoppers.

Shop Westland Mall to make all your holiday wishes come true!

KDMG	3 ads each day
KGRS	3 ads each day

Westland Mall radio spot Dec. 23

Holiday ad donut

The stores at Westland Mall offer the perfect gifts to fill the wishes of everyone on your shopping list.

Whether you're looking for clothing, music, home decorating items, or just that special personal gift, we've got it and much, much more. And take advantage of the mall's extended holiday hours. Shop today from 9 a.m. til 10 p.m. We'll be open Dec. 24 from 10 a.m. til 3 p.m. for you last minute shoppers.

Shop Westland Mall to make all your holiday wishes come true!

KDMG	3 ads each day
KGRS	3 ads each day

Westland Mall radio spot Dec. 24

Holiday ad donut

The stores at Westland Mall offer the perfect gifts to fill the wishes of everyone on your shopping list.

Whether you're looking for clothing, music, home decorating items, or just that special personal gift, we've got it and much, much more. We're open today between 10 a.m. til 3 p.m. for you last minute shoppers. The mall will open at 9 a.m. on Dec. 26 offering after holiday specials.

Shop Westland Mall to make all your holiday wishes come true!

KDMG 3 ads each day
KGRS 3 ads each day

Santa breakfast a hit

By Stephen A. Martin

The Hawk Eye

WEST BURLINGTON — A free breakfast for children at Westland Mall drew some 160 youngsters and their parents and kicked off a season of fund-raising expected to net more than \$6,000 for area youth programs.

Santa Claus, provided by the Kiwanis Club of Burlington, was the centerpiece of the mall's Breakfast With Santa promotion Saturday morning.

Children lined up for a turn to sit on St. Nick's lap and be photographed, with proceeds benefiting more than 30 programs and organizations via the club's Santa Project.

"It benefits all youth programs in the community," said project chairman Chuck Ricker, who played Santa.

Michelle Pezly, mall marketing director, said the event drew 100 children last year.

There probably will have to be two such events next year, because it would be overwhelming to try to pack in more children at a single sitting, she said.

"I liked it," said 6-year-old James Swan of Burlington.

As he stepped down from the stage after meeting Santa, he counted the items inside his bag including a coloring book, candy and a number of small toys.

Oshyn Goff, 6, Burlington, wasn't shy when asked about her favorite part of the day.

"Getting toys," she said.

The Hawk Eye
December 3, 2000

Wish upon a Store!

December 3, 2000
The Hawk Eye

Wish & Win \$100 a Week!

Now - Dec. 24

Enter to win \$100 to your favorite Westland Mall store! Deposit completed entries in the stores listed on the registration blank.

No purchase necessary. Drawings will be held on Mondays. Winners will be notified by phone.

SCC Night

Wed., Dec. 6 6-9 p.m.

SCC students, faculty and staff will receive 20% off one regular priced item at each participating store by showing their SCC ID card.

Some exclusions apply. SCC ID card must be presented at time of purchase. See mall for details.

Extended Holiday Hours

Sat., Dec. 9 9 a.m.-9 p.m.

Sun., Dec. 10 12-6 p.m.

Mall4Schools Double Points

Sat., Dec. 9



WESTLAND
m a l l

Shop extended holiday hours

JCPenney, Younkers and over 50 specialty stores, restaurants and services
550 S. Gear Avenue, West Burlington, IA 52655

December 5, 2000
The Hawk Eye

Wish upon a Store!

Wish & Win \$100 a Week!

Now - Dec. 24

Enter to win \$100 to your favorite Westland Mall store! Deposit completed entries in the stores listed on the registration blank.

No purchase necessary. Drawings will be held on Mondays. Winners will be notified by phone.

Seniors' Day

Tues., Dec. 12

Persons over 50 years of age receive a free gift from the mall office when they show receipts totaling \$50 or more (while supplies last).

Must show receipts dated Dec. 12 from any mall store(s) to qualify.
Limit one per customer.

Extended Holiday Hours

Sat., Dec. 9 9 a.m.-9 p.m.

Sun., Dec. 10 12-6 p.m.



WESTLAND
mall

Shop extended holiday hours

JCPenney, Younkers and over 50 specialty stores, restaurants and services.

550 S. Gear Avenue, West Burlington, IA 52655

(319) 753-2891 • Owned and managed by Landau & Heyman

033291

Wish upon a Store!

Wish & Win \$100 a Week!

Now - Dec. 24

Enter to win \$100 to your favorite Westland Mall store!

Deposit completed entries in the store listed on the registration blank.

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Seniors' Day

Tues., Dec. 12

Persons over 50 years of age receive a free gift from the mall office when they show receipts

totaling \$50 or more (while supplies last).

Must show receipts dated Dec. 12 from any mall store(s) to qualify.

Limit one per customer.

Extended Holiday Hours

Sat, Dec. 9 9 a.m.- 9 p.m.

Sun., Dec. 10 12-6 p.m.

Mon.-Fri. Dec. 11-15 10 a.m.-10 p.m.

Sat., Dec. 16 9 a.m.-10 p.m.

Mall4Schools Double Points

Sat., Dec. 9 & 16



WESTLAND

mall

Shop extended holiday hours

JCPenney, Younkers and over 50 specialty stores, restaurants and services

550 S. Gear Avenue, West Burlington, IA 52655

(319) 753-2891 • Owned and managed by Landau & Heyman

The Democrat
December 8, 200

Wish upon a Store!

Wish & Win \$100 a Week!

Now - Dec. 24

Enter to win \$100 to your favorite Westland Mall store! Deposit completed entries in the stores listed on the registration blank.

No purchase necessary. Drawings will be held on Mondays. Winners will be notified by phone.

December 10, 2000

The Hawk Eye

Seniors' Day

Tues., Dec. 12

Persons over 50 years of age receive a free gift from the mall office when they show receipts totaling \$50 or more (while supplies last). Must show receipts dated Dec. 12 from any mall store(s) to qualify. Limit one per customer.

Extended Holiday Hours

Sun., Dec. 10 12-6 p.m.

Mon.-Fri. Dec. 11-15 10 a.m.-10 p.m.

Sat., Dec. 16 9 a.m.-10 p.m.

Mall4Schools Double Points

Sat., Dec. 16



WESTLAND
mall

Shop extended holiday hours

JCPenney, Younkers and over 50 specialty stores, restaurants and services

550 S. Gear Avenue, West Burlington, IA 52655

December 12, 2000
The Hawk Eye

Wish upon a Store!

Wish & Win \$100 a Week!

Now - Dec. 24

Enter to win \$100 to your favorite Westland Mall store! Deposit completed entries in the stores listed on the registration blank.

No purchase necessary. Drawings will be held on Mondays. Winners will be notified by phone.

Seniors' Day

Tues., Dec. 12

Persons over 50 years of age receive a free gift from the mall office when they show receipts totaling \$50 or more (while supplies last).

Must show receipts dated Dec. 12 from any mall store(s) to qualify.
Limit one per customer.

Extended Holiday Hours

Tues.-Fri., Dec. 12-15 10 a.m.-10 p.m.

Sat., Dec. 16 9 a.m.-10 p.m.

Sun., Dec. 17 12-6 p.m.



WESTLAND
mall

Shop extended holiday hours

JCPenney, Younkers and over 50 specialty stores, restaurants and services
550 S. Gear Avenue, West Burlington, IA 52655
(319) 753-2891 • Owned and managed by Landau & Heyman

0335061

December 18, 2000
The Hawk Eye



Mike Campbell/The Hawk Eye

Holiday wrapper

Jackie Johnson, 12, and Anna Shipley, 11, West Burlington, wait for a gift to be wrapped by Lois Hookom, West Burlington, Sunday afternoon at Westland Mall. Hookom and other Art Guild volunteers are wrapping gifts this season as a fund-raiser.

Wish upon a Star!

Wish & Win \$100 a Week!

Now - Dec. 24

Enter to win \$100 to your favorite Westland Mall store! Deposit completed entries in the store listed on the registration blank.

No purchase necessary. Drawings will be held on Mondays. Winners will be notified by phone.

The Democrat
December 19, 2000

Extended Holiday Hours

Today, Dec. 19 through Fri., Dec. 22 10 a.m.-10 p.m.
Sat., Dec. 23 9 a.m.-10 p.m.
Sun., Dec. 24 10 a.m.-3 p.m.
Mon., Dec. 25 Closed
Tues., Dec. 26 9 a.m.-9 p.m.

Mall4Schools Double Points

Sat., Dec. 23



WESTLAND

mall

Shop extended holiday hours

JCPenney, Younkers and over 50 specialty stores, restaurants and services

550 S. Gear Avenue, West Burlington, IA 52655

(319) 753-2891 • Owned and managed by Landau & Heyman

December 19, 2000
The Hawk Eye

Wish upon a Store!

Wish & Win \$100 a Week!

Now - Dec. 24

Enter to win \$100 to your favorite Westland Mall store! Deposit completed entries in the stores listed on the registration blank.

No purchase necessary. Drawings will be held on Mondays. Winners will be notified by phone.

Extended Holiday Hours

Today, Dec. 19 through Fri., Dec. 22 10 a.m. – 10 p.m.

Sat., Dec. 23 9 a.m. – 10 p.m.

Sun., Dec. 24 10 a.m. – 3 p.m.

Seniors' Day

Tues., Dec. 19

Persons over 50 years of age receive a free gift from the mall office when they show receipts totaling \$50 or more (while supplies last). Must show receipts dated Dec. 19 from any mall store(s) to qualify. Limit one per customer.

Malls4schools Double Points

Sat., Dec. 23



WESTLAND
mall

12/19

Shop extended holiday hours

JCPenney, Younkers and over 50 specialty stores, restaurants and services

550 S. Gear Avenue, West Burlington, IA 52655

(319) 753-2891 • Owned and managed by Landau & Heyman

0335546

December 23, 2000
The Hawk Eye

Holiday magic

With the help of Dennis Fitzgibbon, the first graders at Washington School had a field trip arranged to tour the Enchanted Forest on Friday, Dec. 15.

Because of the change in weather, we had a change in our field trip plans. Instead of going to the Port and the Enchanted Forest, we went to Westland Mall.

On very short notice, Kimberly Trine and her helpers at the mall graciously set up tables for us to eat at, had suckers and favors at each child's place and arranged for Santa to come and visit us.

Along with Santa came several friends from the Kiwanis Club. One of the gentlemen, Bud Hart, covered the cost for each of the children to have their picture taken with Santa.

A field trip that we were afraid would have to be canceled turned out to be very special for the children. It must be some of that special holiday magic that you hear about this time of year.

Washington School first graders
(Becky Mullinax's class)

December 23, 2000

Decmeber 24, 2000

The Hawk Eye

Holiday schedules

Following is a list of closings and schedules for Christmas Eve today and Christmas on Monday:

Airlines: From Burlington, Great Lakes will be operating on a limited schedule today and Monday.

Buses: Burlington Urban Service will not operate on Monday. Burlington Trailways buses will operate as usual.

City offices: Burlington city offices will be closed Monday. West Burlington city offices will be closed Monday and Tuesday.

County offices: Des Moines County offices will be closed Monday and Tuesday.

Courts: Closed.

Drivers license testing station: The bureau is always closed in Burlington on Monday, but will resume operations as usual on Tuesday.

Extension service: The Des Moines County office of the ISU Extension Service will closed Monday and Tuesday.

The Hawk Eye: Will publish; business office will be closed, but customer service will answer phones from 4 to 9 a.m.

Libraries: The Burlington Public Library, libraries in Fort Madison, New London and Henderson County, Ill., Mount Pleasant, Mediapolis and Danville public libraries will be closed on Monday.

Mall: Westland Mall will be open from 10 a.m. until 3 p.m. today, closed Monday and open at 9 a.m. Tuesday.

Postal Service: The post office will only deliver perishable items and express mail on Monday; however, post office box customers at Burlington will receive mail in their boxes.

State offices: Iowa and Illinois state offices will be closed Monday.

Stock markets: Closed Monday.

Trains: Amtrak operating regular schedules.

Trash pickup: Pickups in Burlington will be a day late for routes normally run Monday. Normal pickup resumes Tuesday. Recyclables will be collected as usual. Holiday garbage pickup in Danville will take place on Thursday. The Great River Regional Waste Authority and the Keokuk Transfer Station will be closed Monday.

December 24, 2000
The Hawk Eye



John Lovretta/The Hawk Eye

All she wants

224
Julissa Markey, 2, LaHarpe, Ill., seems more interested in her holiday book than telling Santa, played by Burlington Kiwanis Club member Cliff Calhoun, what she wants for Christmas Friday afternoon at Westland Mall. The Burlington Kiwanis Club was selling photos with Santa to raise money for various children's charities.

Wish upon a Store!

December 24, 2000
The Hawk Eye

Open Today from
10 a.m. – 3 p.m.

For your last minute
shopping needs

Closed Dec. 25

(Mall 6 Theaters will be open)

Open Tues.,
Dec. 26 from
9 a.m. – 9 p.m.
With After Holiday Specials



WESTLAND
m a l l

Shop extended holiday hours
JCPenney, Younkers and over 50 specialty stores, restaurants and services
550 S. Gear Avenue, West Burlington, IA 52655

Decmeber 25, 2000
The Hawk Eye



Kate Gardiner/The Hawk Eye

Hi yo cell phone

Mariah Dunkin, 2, keeps in touch on her trusty steed Sunday at Westland Mall in West Burlington. Dunkin and her mother Karen Gerdes were at the mall to get their hair done for holiday pictures.

12.25

Landau & Heyman of Iowa, Inc.
Westland Mall
550 Gear Street
West Burlington, Iowa 52655

Landau & Heyman / Westland Mall

December 5, 2000

TO: Westland Mall Merchants

FR: Michelle Pezley, Marketing Director

RE: SCC Night at Westland Mall

Just a reminder that Wednesday, December 6, 2000 between 6 and 9 p.m. is SCC Night at Westland Mall. This means that SCC students, faculty, and staff will receive 20% off one regular priced item at participating stores. Some exclusions may apply. Customers must show their SCC ID to receive the discount.

The participating stores are: Champions, Family Christian Stores, Footlocker, JCPenney, Kay Jewelers, Maurices, Pacifica West, Vickie's Country Thyme, Younkers, and Zales Jewelers. The stores will be identified with signage in their front windows. In addition, signage listing the stores will be at each main entrance.

If you have any questions please call me at 753-2891. Thanks!

Landau & Heyman of Iowa, Inc.
Westland Mall
550 Gear Street
West Burlington, Iowa 52655

Landau & Heyman/Westland Mall

December 5, 2000

TO: Champions, Family Christian Stores, Footlocker, JCPenney, Kay Jewelers, Maurices, Pacifica West, Vickie's Country Thyme, Younkers, and Zales Jewelers.

FR: Michelle Pezley, Marketing Director

RE: SCC Night at Westland Mall

Thank you for participating in Westland Mall's SCC Night on December 6 between 6 and 9 p.m. Remember, this means that SCC students, faculty, and staff will receive 20% off one regular priced item at participating stores. Some exclusions may apply. Customers must show their SCC ID to receive the discount. Please make sure all your employees are familiar with these rules and know how to provide the discount. This is key to providing good customer service.

The participating stores are: Champions, Family Christian Stores, Footlocker, JCPenney, Kay Jewelers, Maurices, Pacifica West, Vickie's Country Thyme, Younkers, and Zales Jewelers. The stores will be identified with signage in their front windows. (Please place the attached signage in your front window just before 6 p.m. on December 6.) In addition, signage listing the stores will be at each main entrance.

In addition, you will find a measurement piece attached. Please fill out the attached form each time a discount is redeemed. I'll collect your results to help evaluate the success of this program and determine the value of doing similar programs in the future.

Thanks again for your help. And as always, if you have any questions please call me at 753-2891.

Phone: 319-753-2891
Fax: 319-753-0323

WISH LIST

Use this section to list names, gift ideas and anything else from sizes to stores, so you'll remember everyone's wishes!

Gifts Under \$100

Pearl earrings — Zales
"I Love You" Baguette and Diamond Band in lead crystal
keepsake — Kay Jewelers

Gifts Under \$75

Ecko Fleece — Pacifica West
Scooters — Claire's
Sketchers Tennies — Buckle

Gifts Under \$50

Johnny Blaze Apparel — Pacifica West
Diamond Pendant and earring set in 10K — Zales
NFL/College Sweatshirts —Champions
BKE/BKLE Sweaters — Buckle

Gifts Under \$25

NFL/College Hats — Champions
Yankee Candles — Vickie's Country Thyme
"The Brand New Kid" by Katie Couric — B. Dalton
3 1/2 gal. Cannisters — Munchies

Gifts Under \$10

"Cubby" the cuddly bear — Kay Jewelers
TY Plush — Vickie's Country Thyme
"Frosty the Snowman" — B. Dalton

Any Denomination

Westland Mall gift certificates redeemable in any store
available at Westland Mall Management Office.



W E S T L A N D
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Special Holiday Hours

During the holiday season, Westland Mall will have extended hours. Hours will be:

Friday, November 24	7:00 a.m. – 9:00 p.m.
November 25 – December 10	
Monday – Friday	10:00 a.m. – 9:00 p.m.
Saturday	9:00 a.m. – 9:00 p.m.
Sunday	12:00 p.m. – 6:00 p.m.
December 11 – December 23	
Monday – Friday	10:00 a.m. – 10:00 p.m.
Saturday	9:00 a.m. – 10:00 p.m.
Sunday	12:00 p.m. – 6:00 p.m.
Sunday, December 24	10:00 a.m. – 3:00 p.m.
Monday, December 25	closed
Tuesday, December 26	9:00 a.m. – 9:00 p.m.

Department store hours may vary slightly.

Wish Upon a Store and Win

This year Westland Mall will make good on your holiday wishes. Just pick up an entry form at any mall store for a chance to win weekly drawings for \$100 in gift certificates to your favorite Westland Mall store! Drawings will be held each Monday between Thanksgiving and Christmas with the last drawing being held on December 24. Registration forms can be deposited at B. Dalton Booksellers, Buckle, Food Court, GNC, Kay Jewelers, Kirlin's, Melissa's, Radio Shack, Riddle's Jewelry, Sears Portrait Studio, and Tradehome Shoes.

Santa Claus Visits

Santa is available to listen to the wish lists of all children beginning Saturday, November 18 at 10:00 a.m. At Santa's gingerbread house, located in center court, children can visit with Santa and have their photo taken for a fee. He'll visit Westland Mall Thursdays from 3:00 – 8:00 p.m., Fridays 10:00 a.m. – 9:00 p.m., Saturdays 10:00 a.m. – 9:00 p.m., and Sundays 12:00 – 6:00 p.m. with extended hours the week before Christmas.

On Saturday, December 2, kids are invited to sit down to breakfast with Santa. Breakfast begins at 9:00 a.m. in the JCPenney Court. This event is FREE, but reservations are required. Call 319/753-2891.

Senior's Day – December 12

Tuesday, December 12 is Senior's Day. The first 100 persons, over 50 years of age, will receive a free gourmet holiday cookie mix at the Mall Office with receipts totaling \$50 or more (while supplies last and one per customer).

Malls4schools

Throughout the holiday season, 10 area schools will continue competing to earn \$10,000 in the malls4schools program. Shoppers are invited to "vote" for the school of their choice by allocating receipts from any mall store. One dollar equals one point. On Friday, November 24 and Saturdays November 25 and December 2, 9, 16, and 23, each dollar will equal two points. Receipts can be redeemed at Braun's, Champions, Pacifica West, or the mall office.

Gift Wrap Service

Services offered during select mall hours include a Gift-Wrap Booth. Proceeds from the gift-wrap booth benefit the Art Guild of Burlington. Hours will be:

Friday, November 24	12:00 p.m. – 8:00 p.m.
Saturday, November 25	12:00 p.m. – 8:00 p.m.
Sunday, November 26	12:00 p.m. – 6:00 p.m.
Friday, December 1	5:00 p.m. – 9:00 p.m.
Saturday, December 2	12:00 p.m. – 8:00 p.m.
Sunday, December 3	12:00 p.m. – 6:00 p.m.
Friday, December 8	5:00 p.m. – 9:00 p.m.
Saturday, December 9	10:00 a.m. – 8:00 p.m.
Sunday, December 10	12:00 p.m. – 6:00 p.m.
Monday, December 11 —	12:00 p.m. – 8:00 p.m.
Thursday, December 14	
Friday, December 15	10:00 a.m. – 9:00 p.m.
Saturday, December 16	10:00 a.m. – 9:00 p.m.
Sunday, December 17	12:00 p.m. – 6:00 p.m.
Monday, December 18 —	10:00 a.m. – 9:00 p.m.
Saturday, December 23	
Sunday, December 24	10:00 a.m. – 3:00 p.m.

Seasonal Merchandise

Many new vendors are setting-up their wares in Westland Mall during the Holiday season. These merchants sell everything from home decorations to embroidered clothing to gourmet gift baskets.

A&C Embroidery	Memories
Bluff Harbor Marina	Pleasant Words
Calendar Club	Santa Surplus
Create A Book	The Trade Box
Hickory Farms	Why Not Waterbeds and
King's Court Waterfalls	Hot Tubs Too
L&F Trading	
Made On Earth	Younkers Christmas Store

Make your
holiday wishes
come true! Try
your luck at
winning a new
car from Shottenkirk,
KDMG Country 103.1,
and Westland Mall.

Enter the . . .



Santa Claus Cookie Toss

Friday, Nov. 24
Register 7-11 a.m.
Westland Mall
Contestants Selected at
11:15 a.m. in
JCPenney Court
Cookie Toss 11:30 a.m.

COUNTRY 103
KDMG

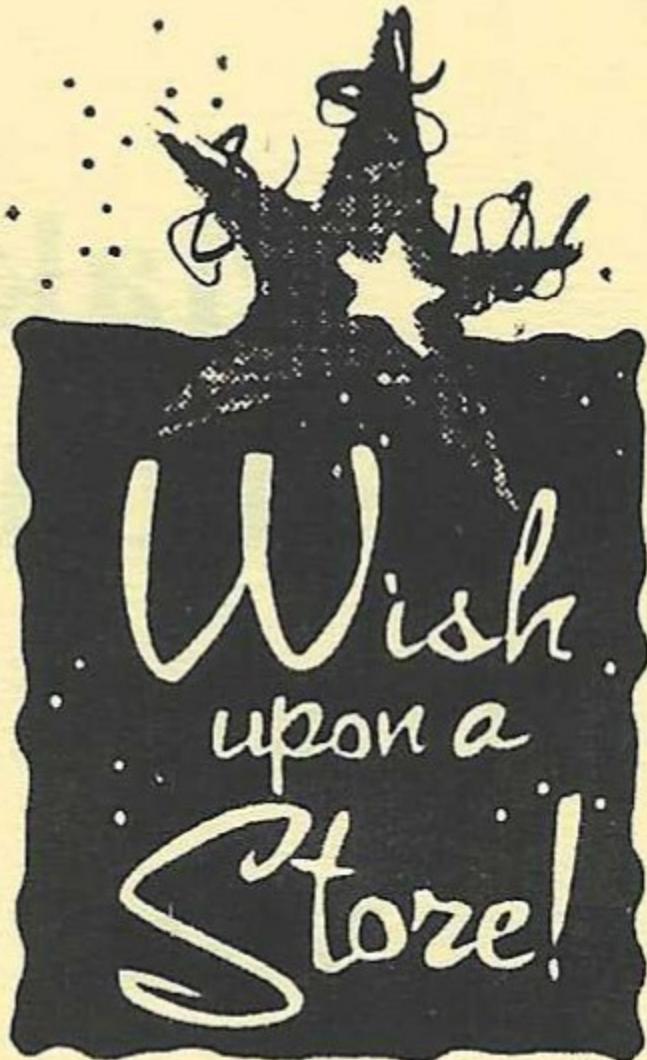


W E S T L A N D
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Shottenkirk
Superstore

Ford
Lincoln
Mercury
Jeep

It's the time of year to Wish Upon a Store at Westland Mall. With shining stores, holiday festivities and expanded hours, Westland Mall is prepared to take the stress out of shopping.



Expanded Hours

Fri., Nov. 24	7:00 a.m. – 9:00 p.m.
Nov. 25 — Dec. 10	
Mon.—Fri.	10:00 a.m. – 9:00 p.m.
Sat.	9:00 a.m. – 9:00 p.m.
Sun.	12:00 p.m. – 6:00 p.m.
Dec. 11 — Dec. 23	
Mon.—Fri.	10:00 a.m. – 10:00 p.m.
Sat.	9:00 a.m. – 10:00 p.m.
Sun.	12:00 p.m. – 6:00 p.m.
Sun., Dec. 24	10:00 a.m. – 3:00 p.m.
Mon., Dec. 25	closed
Tues., Dec. 26	9:00 a.m.-9:00 p.m.
Department store hours may vary slightly.	

Win Cash – Nov. 24-Dec. 24

Just pick up an entry form at any mall store for a chance to win weekly drawings for \$100 in gift certificates to your favorite Westland Mall store!

Breakfast with Santa — Dec. 2 at 9 a.m.

Sit down to breakfast with the big guy, Santa himself in JCPenney Court. The event is free, but we do ask that you make reservations by calling 753-2891.

Senior's Day — Dec. 12

The first 100 persons, over 50 years of age, will receive a free gourmet holiday cookie mix at the Mall Office with receipts totaling \$50 or more (while supplies last and one per customer).

See mall signage for details on these and other upcoming events.

Festivities



W E S T L A N D
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JCPenney, Younkers, plus more than 50 specialty stores and services

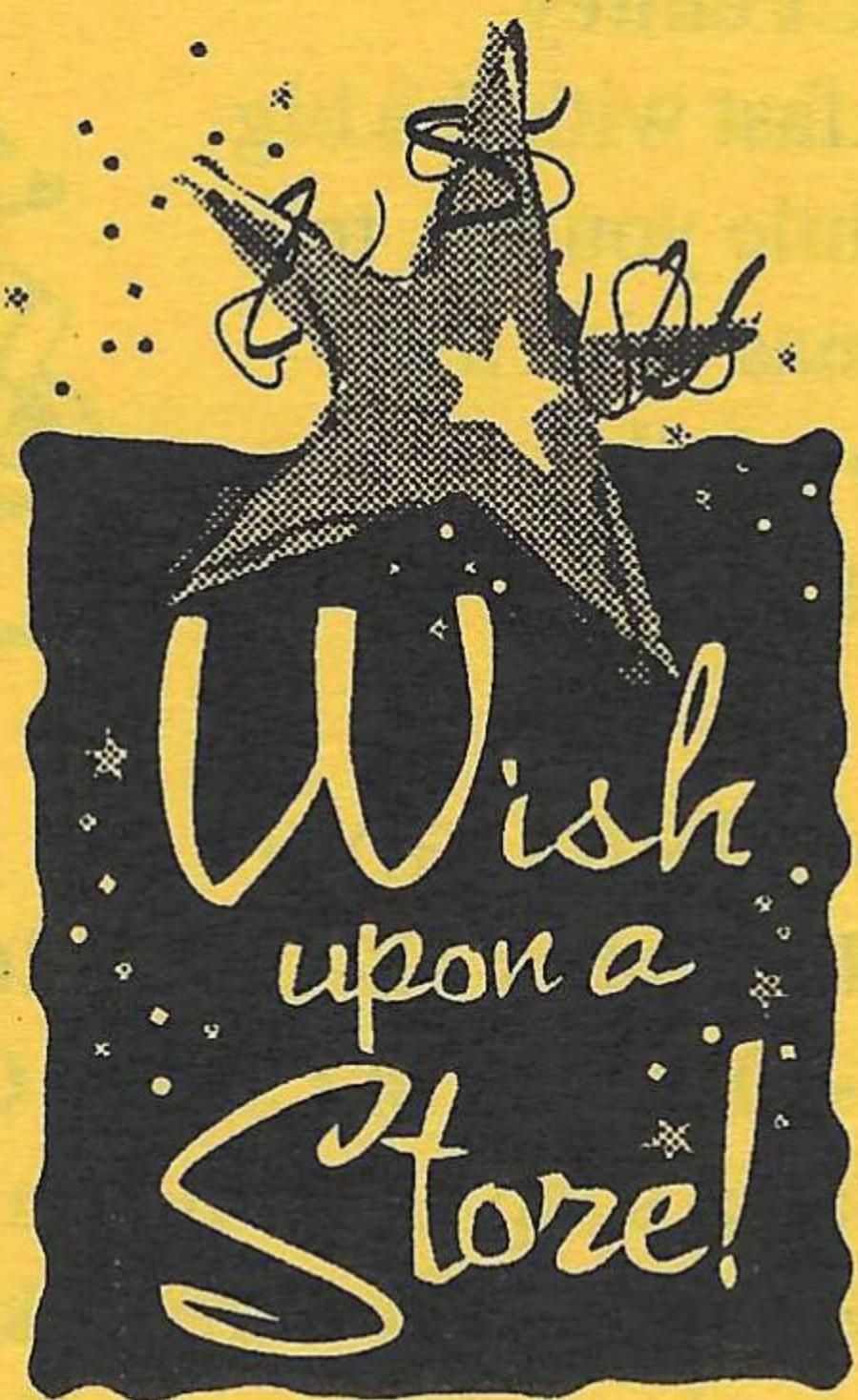
550 S. Gear Ave.

West Burlington, IA 52655

319/753-2891

Monday - Friday 10 a.m. - 9 p.m.

Saturday 10 a.m. - 8 p.m. Sunday 12 - 5 p.m.



Make your holiday wishes come true! Help Santa fulfill your wishes by telling him what you want. The more times you tell him your wishes, the more likely he'll remember and make your wishes come true.



W E S T L A N D
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JCPenney, Younkers, plus more
than 50 specialty stores and services
550 S. Gear Ave. West Burlington, IA 52655
319/753-2891
Monday - Friday 10 a.m. - 9 p.m.
Saturday 10 a.m. - 8 p.m. Sunday noon - 5 p.m.
Holiday Hours may vary

Fantastic Breakfast with Santa **December 2 at 9 a.m. in JCPenney**

Court — Sit down to breakfast with the big guy, Santa himself. And while you eat, tell Santa all about your Christmas wish list. The event is free, but we do ask that you make reservations by calling 753-2891.



Visits to Santa

November 18-19, 24-26, 30, December 1-3, 7-10, 14-24 in Center Court — Sit on Santa's lap and tell him all your holiday wishes. Make sure he knows how good you have been this year. He'll even give you a surprise when you visit him.

Letters from Santa

November 24 - December 24 in Center

Court — Everyone likes mail, especially Santa. He looks forward to letters from each child. Send Santa a letter making sure he knows all your holiday wishes. Make sure to include your address because he replies to every letter he receives.



malls4schools Double Points

November 24 and 25, December 2, 9, 16, and 23 — Shop Westland Mall and you can help your favorite schools win \$10,000. Take your mall store receipts to our malls4schools redemption stores to earn points toward your favorite school. One dollar equals one point. But on these select days, one dollar equals two points.

