

The Customer |

The prestige of City Pointe, combined with its strategic location, ensures a diversified stream of shoppers.



The Future |

A retail venue of unprecedented quality and style in the Joplin MSA, City Pointe at Madison Avenue promises residents, visitors, and retailers alike an exciting shopping environment. The growth and affluence of its underlying market will insure strong retailing success for years to come.



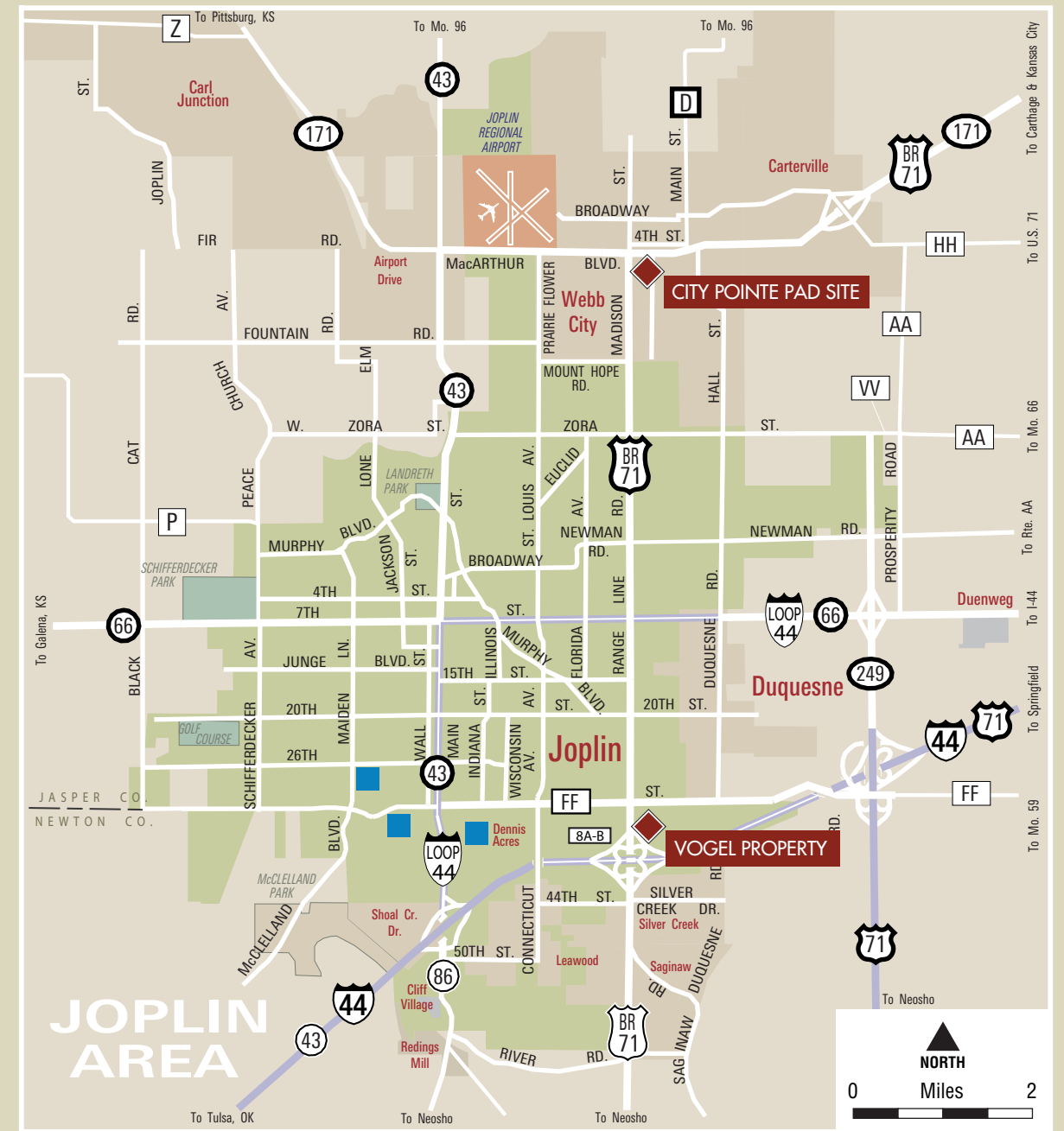
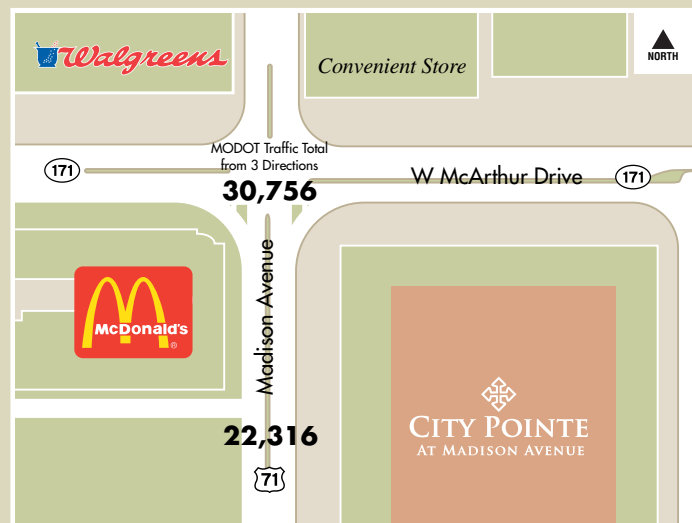
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City Pointe at Madison Avenue is a 46,500 square foot, retail center located in one of southwest Missouri's fastest growing areas. Located in Webb City, Missouri, a suburb of Joplin, City Pointe is the centerpiece of a revitalization that will significantly enhance the community.



The Location |

US Highway 171 is the primary thoroughfare channeling commuters en route to Joplin from both the Pittsburg, KS and Carthage areas down Madison Avenue. The traffic volume at the Madison and MacArthur intersection is the third highest in the entire Joplin Metro Statistical Area averaging nearly 31,000 cars per day.

The McDonald's situated directly across Madison Avenue from City Pointe is the highest grossing of the seven total McDonald's locations in the Joplin Metropolitan Statistical Area.

The Market |

- > Joplin is hustling and bustling with a little help from surrounding communities. Joplin's corporate limits are bounded by 12 other incorporated cities and villages ranging in size from a few hundred people to nearly 10,000. This adds up to an overall population of more than 80,000, or half the metro statistical area (MSA) population, in a mere seven-mile radius of the city's center.
- > Webb City and the Joplin Metropolitan Statistical Area has a market population of nearly 500,000, with more than \$2 billion in retail sales. Those factors, along with low taxes and a rapidly growing population have helped spur unprecedented retail and restaurant growth in past five years.
- > Located just seven miles from the Kansas border, ten miles from the Oklahoma border and 50 miles from Arkansas, the Joplin MSA attracts thousands of daily visitors who work here, shop here and enjoy the many attractions the city offers. During the day, the population swells to more than 200,000 people.