

west elm

the
fountains
AT FARAH

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EL PASO, TEXAS







EL PASO, TEXAS 300 DAYS OF SUNSHINE AND STARRY NIGHTS

The Fountains at Farah, located in El Paso, Texas, is an integral part of one of the largest international metropolises in the world. El Paso's unique location, positioned at the junction of the western tip of Texas and southern part of New Mexico, and adjacent to Mexico, creates a trade area of 2.5 million people. The city has five international points of entry from Mexico into El Paso, with over 20 million crossings occurring annually. Remarkably, 85% of the people crossing the border quote shopping/dining as their primary reason for visiting El Paso.

The outdoor, power-lifestyle shopping center is located on I-10 across from Cielo Vista Mall which generates some of the highest sales per square foot in the Southwest. In addition, I-10, which connects Jacksonville, Florida to Los Angeles, California, has 250,000 cars that pass daily by The Fountains at Farah. This unique shopping center has over 600,000 square feet of retail and restaurant space with upscale merchants from West Elm, Nordstrom Rack and LOFT, to desirable restaurant venues such as Kona Grill, La Madeleine and Grimaldi's.



Shopping Is A Recreational Pastime

The Fountains at Farah is a one of a kind, premier, power-lifestyle shopping center that offers fresh, name-brand boutiques, upscale home furnishings and some of the country's most fashionable dining experiences. The center offers 600,000 square feet of space in one of the country's most unique shopping venues.

The pedestrian-friendly center is an open-air setting with numerous cascading fountains, entertainment areas, patio dining, as well as covered parking. The event portion of the The Fountains is centered around an outdoor amphitheater and main event lawn perfect for evening concerts, day time fashion shows, and seasonal community events. During the Holiday Season, the center has an outdoor ice rink underneath a 40 foot outdoor Christmas tree, completing the picture of a truly unique Texas shopping experience.

- More retail sales generated at Hawkins and I-10 (over \$500M) than any other intersection in El Paso.
- The Fountains at Farah is between the two international bridges bringing in more than 80% of the 21 million annual border crossings.
- The Fountains at Farah generates over \$200M in annual sales.





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#1

City where Americans are getting richer

Median pay rose by 19.4% since 2006, outpacing the 8% national growth for college grads.

— Forbes.com

2

El Paso ranks #2 in Top 25 Foreign Trade Zone

— CQ Press

3

States, two nations... one economy

Texas, New Mexico, Chihuahua, Mexico.
United States & Mexico.

4

Major Universities within a 50-mile radius

University of Texas at El Paso, New Mexico State University, Universidad Autonoma de Ciudad Juarez & Instituto Tecnológico de Estudios Superiores de Monterrey.

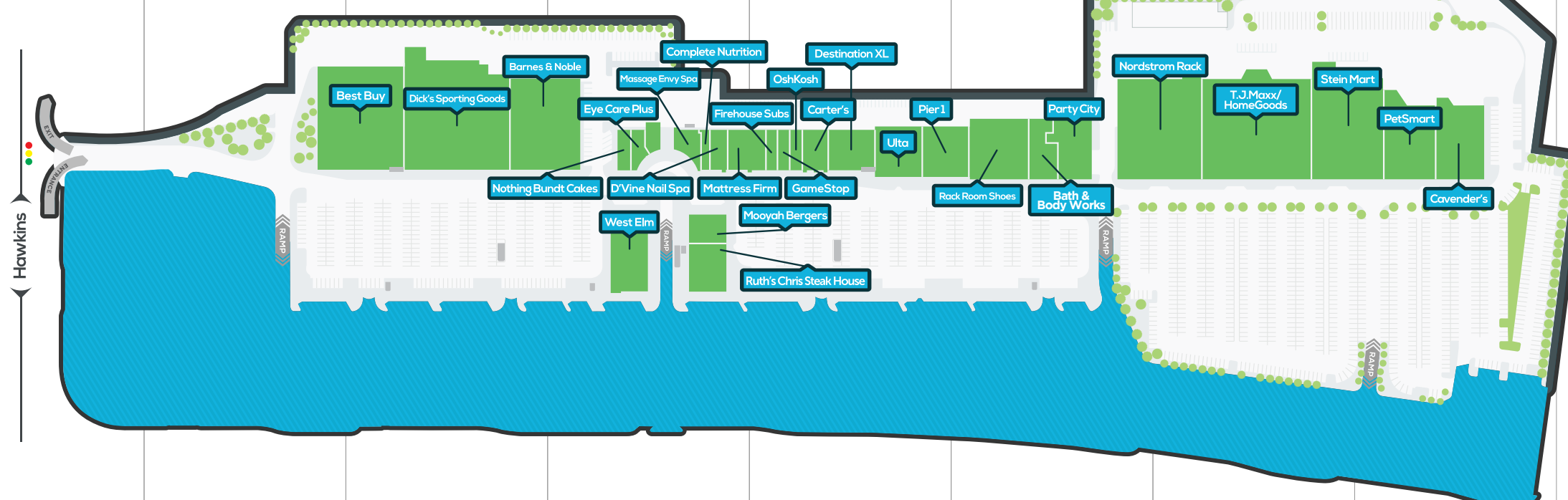
5

International Ports of Entry

More than 20 million northbound border crossings in 2014.

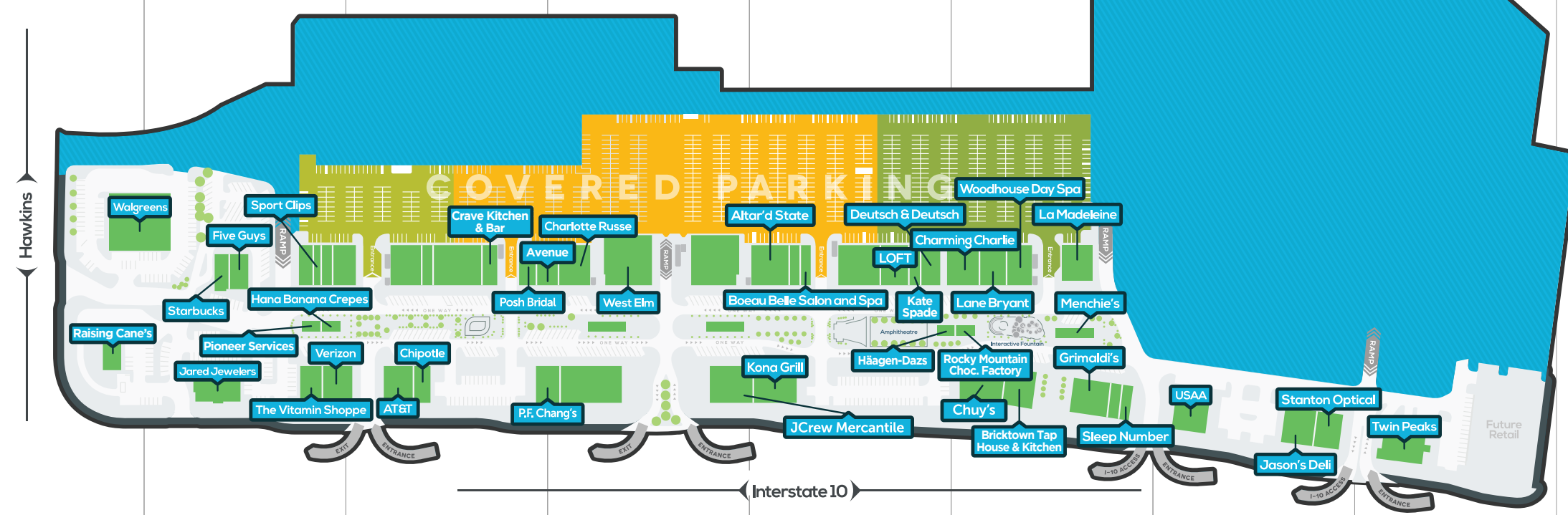
— Customs & Border Protection

BOULEVARD (UPPER LEVEL)



1 2 3 4 5 6 7 8

PROMENADE (LOWER LEVEL)



Interstate 10

Demographics & Fast Facts

- El Paso is ranked the #1 Safest City in the United States with a population of more than 500,000 (CQ Press City Crime Rankings 2014)
- #1 most affordable city in Texas
- El Paso Tri-County Population: 1.1 million
- Estimated Juarez Population: 1.5 million
- Estimated State of Chihuahua Population: 3.5 million
- 6th largest city in Texas and the 19th largest in the United States
- El Paso/Juarez is the second largest borderplex in the nation
- El Paso Gross Retail Sales in 2014: \$11.4 billion
- Over \$2 billion of annual retail trade in El Paso is spent by Mexican Nationals
- Approximately 20 million inbound border crossings
- Fort Bliss- Nations fastest growing Army post (34,000 troops equaling 90,000 with family), 2,000 new jobs (engineering, technical, and industrial)
- Fort Bliss - \$5.7 billion additional economic impact annually
- Over 100,000 college students: University of Texas at El Paso, New Mexico State University, Universidad Autonoma de Ciudad Juarez & Instituto Tecnológico de Estudios Superiores de Monterrey.
- El Paso ranked the #1 best midsize city for jobs (Forbes 2011)
- Population and retail spending have increased 12% and 48% respectively over the past 5 years



DOÑA ANA CO.
214,455

OTERO CO.
66,041

NEW MEXICO

EL PASO
830,735

TEXAS

JUAREZ
1,343,388

MEXICO





Tenant Testimonials

“El Paso’s restaurant opening numbers were well above our chain’s previous openings, which include openings this year in Dallas, Austin, and Lubbock. It was not by a nose by any means. The restaurant had lines going out the door.”

– Paul Carolan, COO for LeDuff America, Owner of the La Madeleine brand

“Since opening at the Fountains, our sales have been incredible and much of it we attribute to the prime location and traffic to the property. The market has well exceeded our expectations and we are constantly busy throughout each business day. We underestimated how deep the market was in Mexico and the difference the Mexican National business would make in our sales!”

– Joe Ciolli, Chief Executive Officer, Grimaldi’s Coal Brick Oven Pizzeria

“We are in El Paso because we have had a strong online and catalog sales in El Paso and we see The Fountains at Farah as a good location with good traffic.”

– Abigail Jacobs, spokeswoman for New York City based, West Elm.



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RETAIL

Altar'd State
Avenue
Barnes & Noble
Bath & Body Works
Best Buy
Candle Boutique
Carter's
Cavender's
Charlotte Russe
Charming Charlie
Complete Nutrition
Destination XL
Deutsch & Deutsch
Dick's Sporting Goods
GameStop
HomeGoods
Jared Jewelers
JCrew Mercantile
Kate Spade
Lane Bryant
LOFT
Mattress Firm
Nordstrom Rack
OshKosh
Party City
PetSmart
Pier 1 Imports
Posh Bridal
Rack Room Shoes
Sleep Number
SteinMart
TJMaxx
Ulta
Vitamin Shoppe
Walgreen's
West Elm

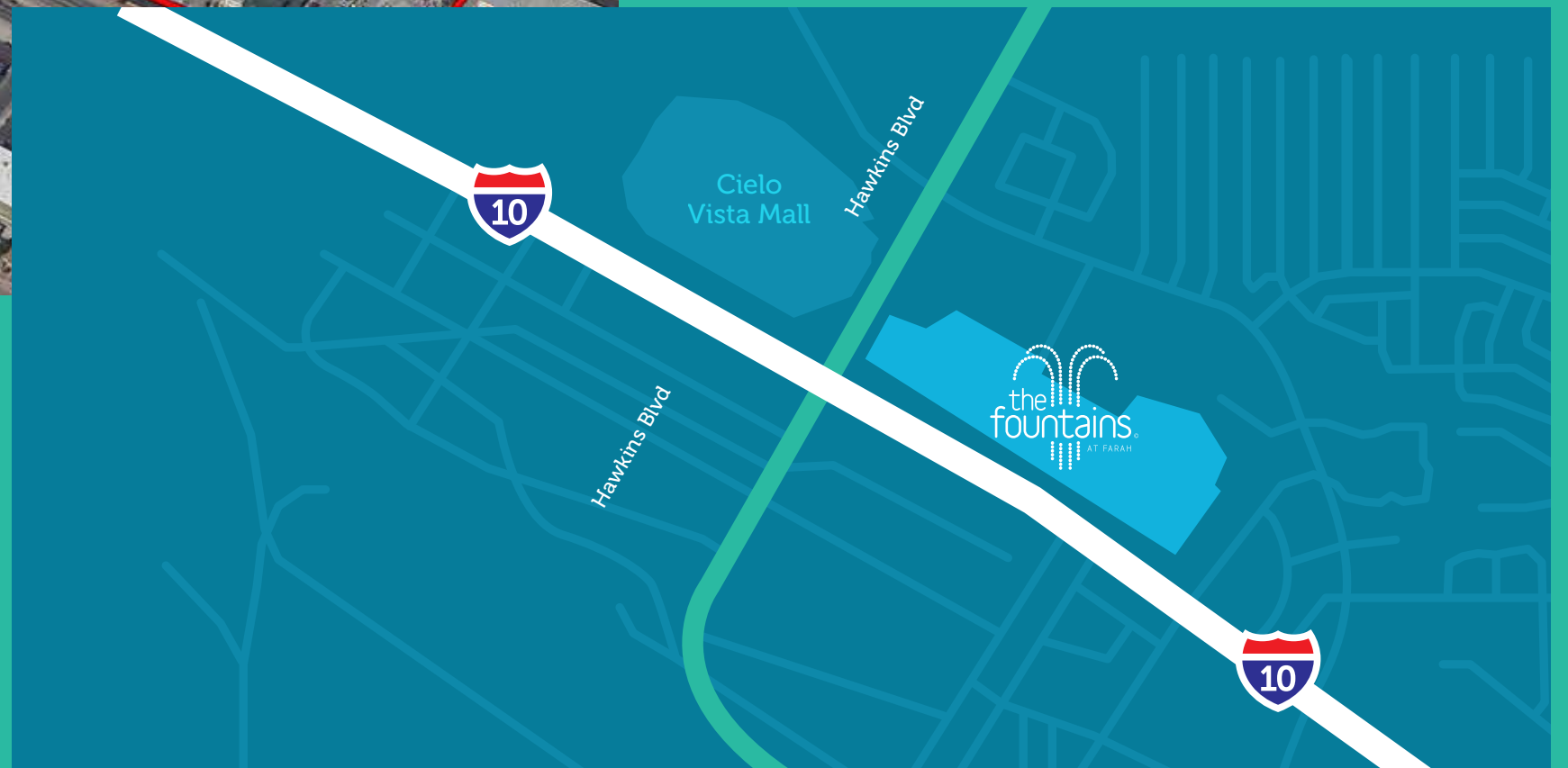
EATERIES

Bricktown Tap House & Kitchen
Chipotle
Chuy's
Crave Kitchen & Bar
Firehouse Subs
Five Guys
Grimaldi's
Häagen-Dazs
Hana Banana Crepe
Jason's Deli
Kona Grill
La Madeleine
Menchie's
Mooyah Burgers
Nothing Bundt Cakes
P.F. Chang's China Bistro
Raising Cane's
Rocky Mountain Choc. Factory
Ruth's Chris Steak House
Starbucks
Tropical Smoothie
Twin Peaks

SERVICES

AT&T
Boeau Belle Salon and Spa
D'Vine Nails
Eyecare Plus
Massage Envy
Pioneer Services
SportClips
Stanton Optical
USAA
Verizon
Woodhouse Day Spa





CentergyRetail

Another Quality Project Developed By Centergy Retail.

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or visit us at rjlrealestate.com.**



**For promenade leasing information, please contact
Paul Parkey with Webcor Retail Advisors at
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