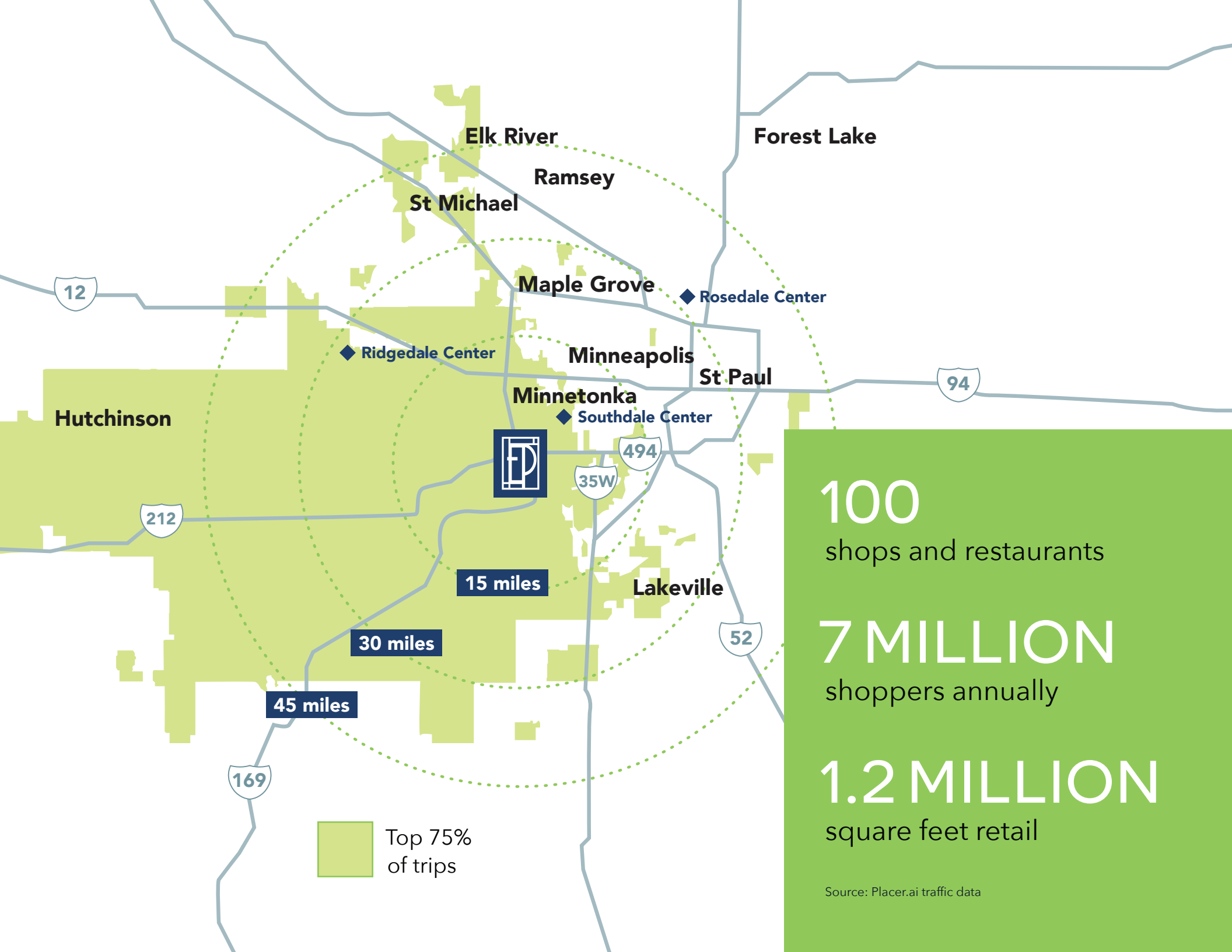




EDEN PRAIRIE  
CENTER



Elk River

Forest Lake

Ramsey

St Michael

Maple Grove

Rosedale Center

Ridgedale Center

Minneapolis

St Paul

Minnetonka

Southdale Center

Hutchinson



35W

494

94

212

15 miles

Lakeville

30 miles

52

45 miles

169

Top 75% of trips

100

shops and restaurants

7 MILLION

shoppers annually

1.2 MILLION

square feet retail

Source: Placer.ai traffic data

# IN GREAT COMPANY

VON MAUR®

**KOHL'S**

**SCHEELS®**

JCPenney

BARNES & NOBLE



PRIME  
AT **amc.**

LOFT

**DSW**  
DESIGNER SHOE WAREHOUSE®



AMERICAN EAGLE

chico's

Bath & Body Works®

TALBOTS

MEN'S WEARHOUSE®

DAILY THREAD



# MORE THAN SHOPPING

SHEELS Experience



- › 248,000 square foot flagship location
- › Largest SCHEELS in the state of Minnesota
- › 45-ft 12-car indoor ferris wheel
- › 16,000 gallon saltwater aquarium with staff divers and 700 fish
- › Mini Bowl
- › Youth toy station
- › Fuzziwig's candy shop
- › Ginna's Café & Coffee
- › Family-friendly interactive games
- › Synthetic ice rink

Sandbox VR



Food Court



Hi-Five Sports Zone



Crave



Tactical Urban Combat



Wildfire



AMC Theatre 18



# BY THE NUMBERS

- › Visitor Origin  
Population: **991,926**
- › Average household income: **\$113,754**
- › **55.5%** of shoppers live within **10 miles**
- › Strong shopper penetration extends nearly **30 miles**
- › **51.8%** of shoppers have a household income of **\$100K** or more
- › **29.8%** of shoppers have children
- › Shoppers visit an average of **2.1 times per month**
- › Average visit duration: **83.2 minutes**

Source: Pinpoint by Alexander Babbage, 2022 total trade area



	Eden Prairie Center	Southdale Center	Ridgedale Center	Rosedale Center
Average HH Income	\$161,065	\$137,008	\$137,480	\$98,225
HH Income > \$100,000	55.5%	48.2%	46.9%	34.4%
Annual HH Spending: Apparel & Services, Entertainment & Tech, Dining Out, Groceries	\$22,588	\$19,614	\$19,553	\$14,413
Average HH Size	2.37	2.22	2.24	2.31

Source: ESRI, 5-mile radius 2022

# WHY THE TWIN CITIES?

Minneapolis-St. Paul is a dynamic market where residents enjoy an active, outdoor lifestyle year-round. Thanks to the region's true four seasons, there are **four seasons of strong retail sales.**

- › Population of **3.7 million**
- › **16th largest** MSA in the U.S.
- › **No. 2 largest** economy in the Midwest
  - U.S. Bureau of Economic Analysis
- › **More Fortune 500** companies per capita (16) among top 30 metro areas
  - Forbes, 2020
- United Health Group    • U.S. Bancorp
- Target                      • General Mills
- Best Buy                     • 3M
- › **8th highest** median household income (\$87,433) of 25 U.S. metro areas
  - American Community Survey Briefs, 2021
- › **25.4% higher** than the U.S. median household income of \$69,717
  - Department of Numbers, 2021





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