



 EDEN PRAIRIE
CENTER

 JLL

AMAZING LOCATION



100

Shops &
Restaurants



7.8M

Shoppers
Annually



1.2M

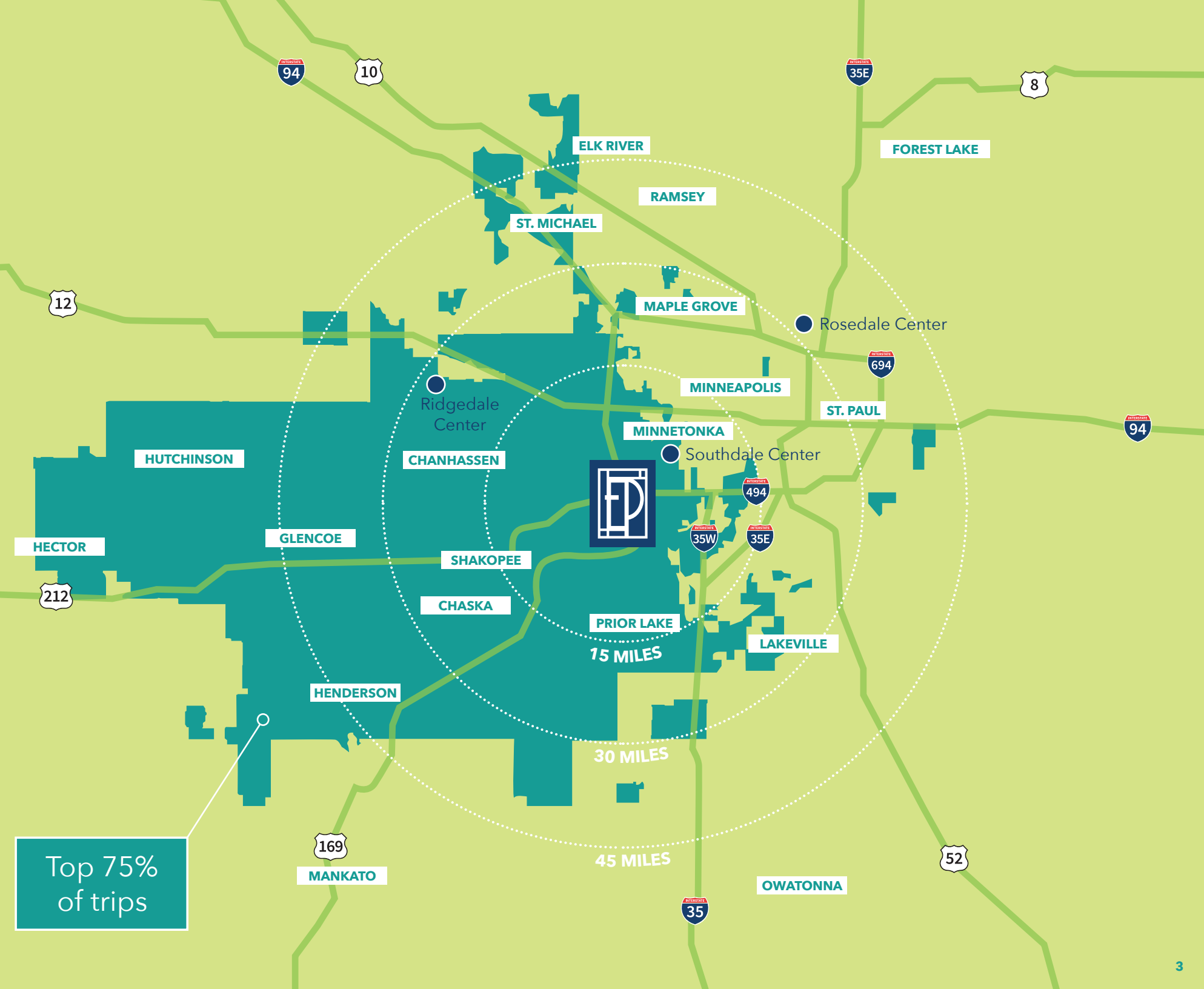
SF Retail



#3

Highest Traffic
Shopping Center
in Minneapolis

Source: Placer.AI traffic data and property motorist drive counters



Top 75%
of trips

GREAT COMPANY

TARGET®

VON MAUR®

BARNES & NOBLE

Bath & Body Works®

KOHL'S

SCHEELS

TALBOTS

MEN'S WEARHOUSE®

PRIME
AT **amc**

LOFT

DSW

chico's

OLD NAVY

AMERICAN EAGLE
OUTFITTERS

DAILY THREAD



MORE THAN SHOPPING



248,000 SF 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



Indoor
bungee
jumping



13 casual
eateries



4 coffee
shops



4 diverse
restaurants



Free kids
play area



SANDBOX VR



FOOD COURT



WILDFIRE



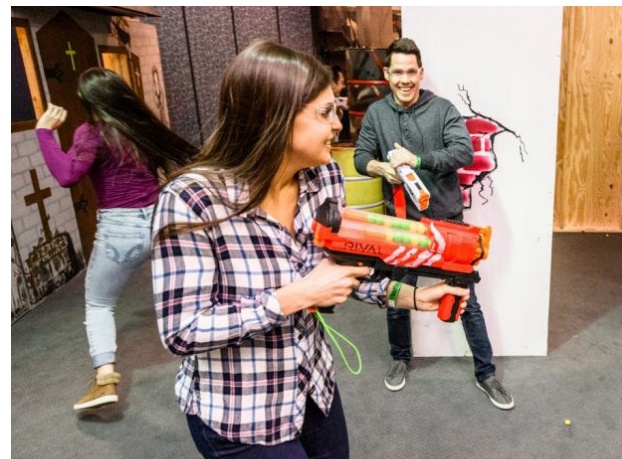
HI-FIVE SPORTS ZONE



AMC THEATRE 18



CRAVE



TACTICAL URBAN COMBAT



SCHEELS EXPERIENCE



BY THE NUMBERS



Visitor Origin
Population:
1,456,807



Average
Household Income:
\$113,351



47.8% of
shoppers live
within **10 miles**



Strong shopper
penetration extends
nearly **30 miles**



53% of shoppers have
a household income of
\$100K or more



36.9%
of shoppers
have children



Shoppers visit an
average of **1.3**
times per month



Average
visit duration:
79 minutes

Source: Pinpoint by Alexander Babbage, 2025 total trade area

	EDEN PRAIRIE CENTER	Southdale Center	Ridgedale Center	Rosedale Center
Average HH Income	\$165,180	\$145,243	\$143,872	\$104,545
HH Income > \$100,000	53%	47%	51%	42%
HH Median Disposal Income	\$92,833	\$79,312	\$81,053	\$58,417
Average HH Size	2.38	2.26	2.22	2.32

Sources: Pinpoint by Alexander Babbage, 2025 and ESRI, 5-mile radius 2025

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.¹



#2 largest
economy in
the Midwest²



More Fortune 500
companies per
capita (17) among
top 30 metro areas³

- United Health Group
- Target
- CHS Inc.
- Best Buy
- 3M
- U.S. Bankcorp
- CH Robinson Worldwide
- Land O'Lakes
- General Mills
- Excel Energy



37% higher
than the U.S.
median household
income of \$80,610⁵

1 - United States Census Bureau 2 - U.S. Bureau of Economic Analysis; 3 - Fortune.com, 2025 4 - American Community Survey Briefs, 2022



VON MAUR



EDEN PRAIRIE
CENTER

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