



AMAZING LOCATION



100

Shops & Restaurants



8M

Shoppers Annually



1.2M

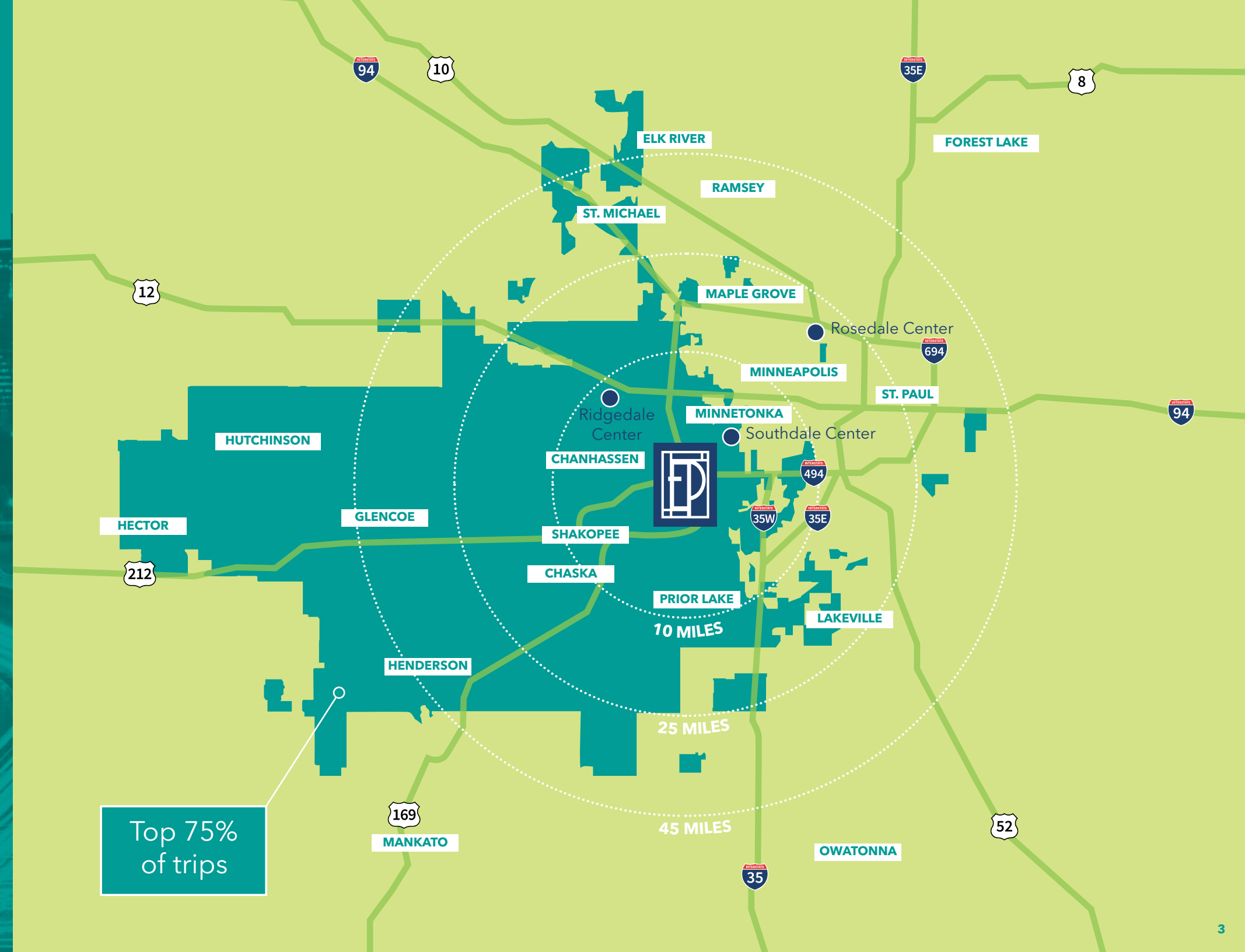
SF Retail



#3

Highest Traffic Shopping Center in Minneapolis

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



Top 75% of trips

GREAT COMPANY

TARGET

SCHEELS

VON MAUR

BARNES & NOBLE

Bath & Body Works

KOHL'S

MINI SOU

TALBOTS

MEN'S WEARHOUSE

PRIME AT AMC

LOFT

DSW

chico's

OLD NAVY

AMERICAN EAGLE OUTFITTERS

89TH & MADISON



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



9-UNIT FOOD COURT



WILDFIRE



HI-FIVE SPORTS ZONE



AMC THEATRE 18



CRAVE



TACTICAL URBAN COMBAT



SCHEELS EXPERIENCE

SANDBOX VR



BY THE NUMBERS



Visitor Origin Population:
1,549,257



Average Household Income:
\$153,440



54.2% of shoppers live within **10 miles**



Strong shopper penetration extends nearly **30 miles**



56% of shoppers have a household income of **\$100K** or more



36.1% of shoppers have children



Shoppers visit an average of **1.4** times per month



Average visit duration: **80 minutes**

Source: Pinpoint by Alexander Babbage, 2025 total trade area

	EDEN PRAIRIE CENTER	Southdale Center	Ridgedale Center	Rosedale Center
Average HH Income	\$168,544	\$147,065	\$148,883	\$105,364
HH Income > \$100,000	56%	50%	55%	45%
HH Median Disposable Income	\$96,015	\$81,395	\$83,924	\$60,852
Average HH Size	2.35	2.21	2.18	2.30

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



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

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



20% higher than the U.S. median household income of \$81,604⁴

1 - United States Census Bureau 2 - U.S. Bureau of Economic Analysis; 3 - Fortune.com, 2025 4 - American Community Survey Briefs, 2024



VON MAUR



EDEN PRAIRIE
CENTER

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