

Goods from the Great Plains
to the Great Lakes.

Specialty *leasing*



Great Traffic

More than *14 million* visitors per year

Great Options

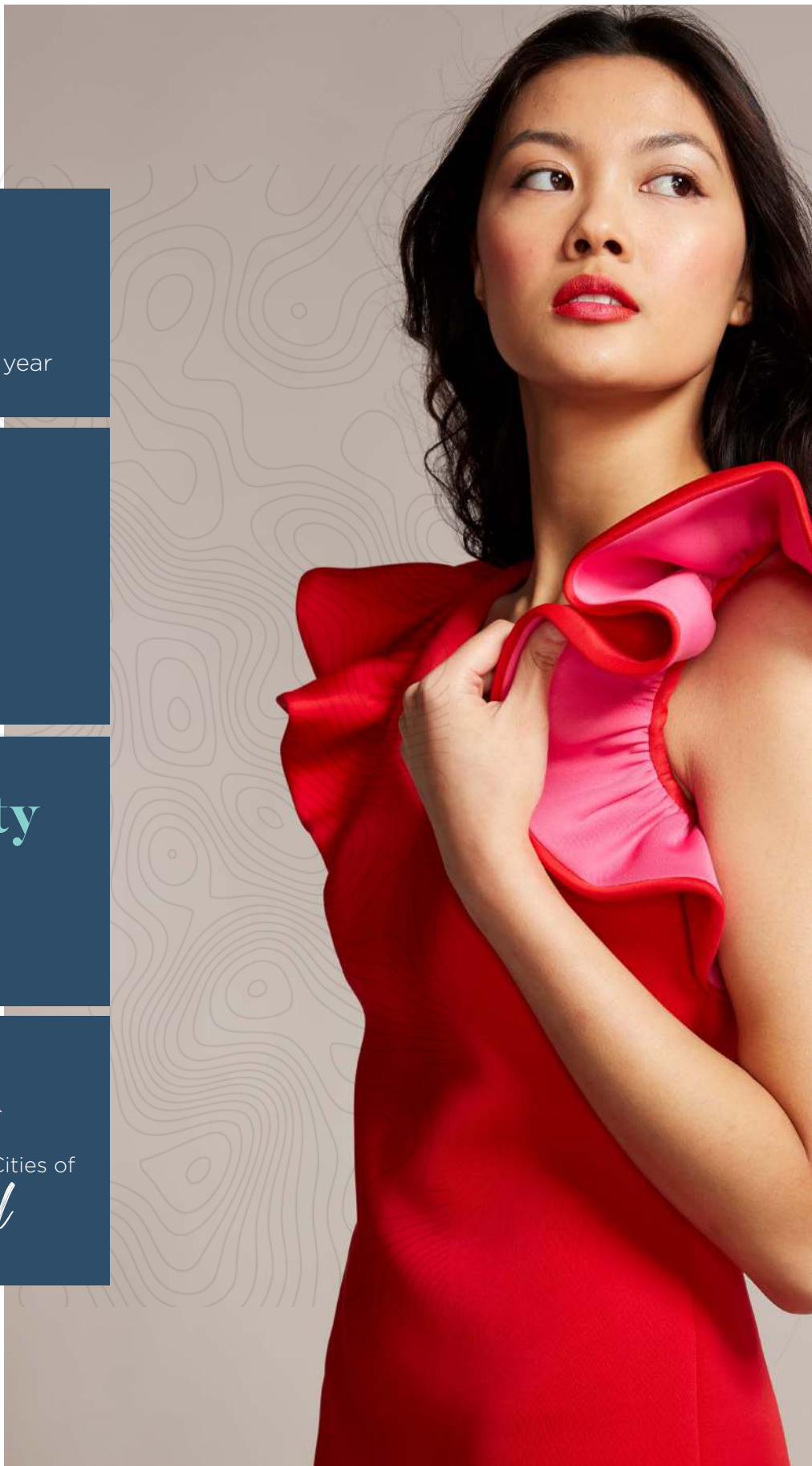
Malls are not just for retailers;
office space, medical uses and other
non-traditional retail available

Great Flexibility

Short term, seasonal and long term
options available

Great Location

Centrally located between the Twin Cities of
Minneapolis and *St. Paul*



The Shoppers

- > Core shoppers include young families with children and Millennials who are fully engaged in the experiential aspects of modern shopping
- > Are physically active, participating in a variety of sports including: yoga, pilates, backpacking, football, basketball, hockey and soccer
- > 75% have a wide range of international foods on their shopping lists
- > 53% prefer fresh and healthy foods
- > Are digitally engaged and up on the latest technology
- > Actively supports the arts, theater, concerts and museums
- > The majority own their home and they are likely to purchase kids' products

We are a Powerhouse

With over 1 million square feet of retail spanning two levels including Macy's, JCPenney, the new Von Maur, Revolution Hall, AMC Theatres, 160 specialty stores plus fast-casual and full-service dining... Rosedale Center is the trade area's most popular regional shopping center.

We boast more than 14 million annual visitors and growing each day.



Lifestyle

Emerald City

Median Age: **36.6**

Average Household Size: **2.05**

Median Household Income: **\$52,000**

Favorite Brands: **Kate Spade, Athleta, Banana Republic**

Into: **Food, Culture**

In Style

Median Age: **41.1**

Average Household Size: **2.33**

Median Household Income: **\$66,000**

Favorite Brands: **Pottery Barn, Coach, Ann Taylor**

Into: **Arts**

Bright Young Professionals

Median Age: **32.2**

Average Household Size: **2.40**

Median Household Income: **\$50,000**

Favorite Brands: **Apple, J.Crew, Warby Parker**

Into: **Fitness**

College Town

Median Age: **24.3**

Average Household Size: **2.12**

Median Household Income: **\$28,000**

Favorite Brands: **Victoria's Secret PINK, Express, Forever 21**

Into: **Technology**

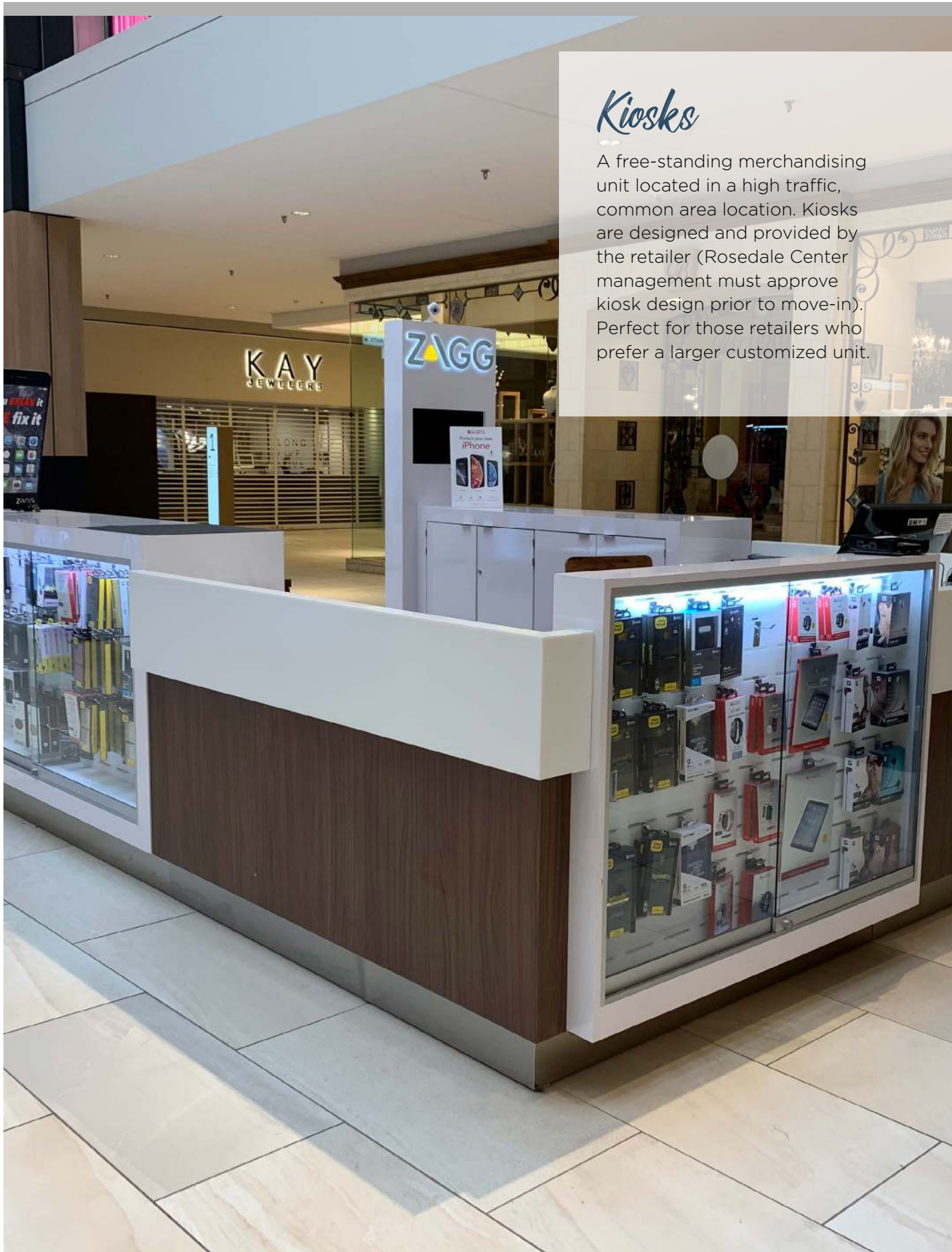


RMU (Retail Merchandising Units) / Pushcarts

Try your concept on a mall-provided unit in a high traffic, common area location.

Kiosks

A free-standing merchandising unit located in a high traffic, common area location. Kiosks are designed and provided by the retailer (Rosedale Center management must approve kiosk design prior to move-in). Perfect for those retailers who prefer a larger customized unit.





In-line spaces

For those retailers who require an actual store space but are not ready for a long-term lease obligation. A perfect way to test the waters for your concept.

Advertising/ Static Displays

A variety of opportunities exist to promote your business alongside our most popular retailers. Options include digital and static advertising, freestanding displays, short-term promotional activations and events, and more!

APRIL 12 - 20

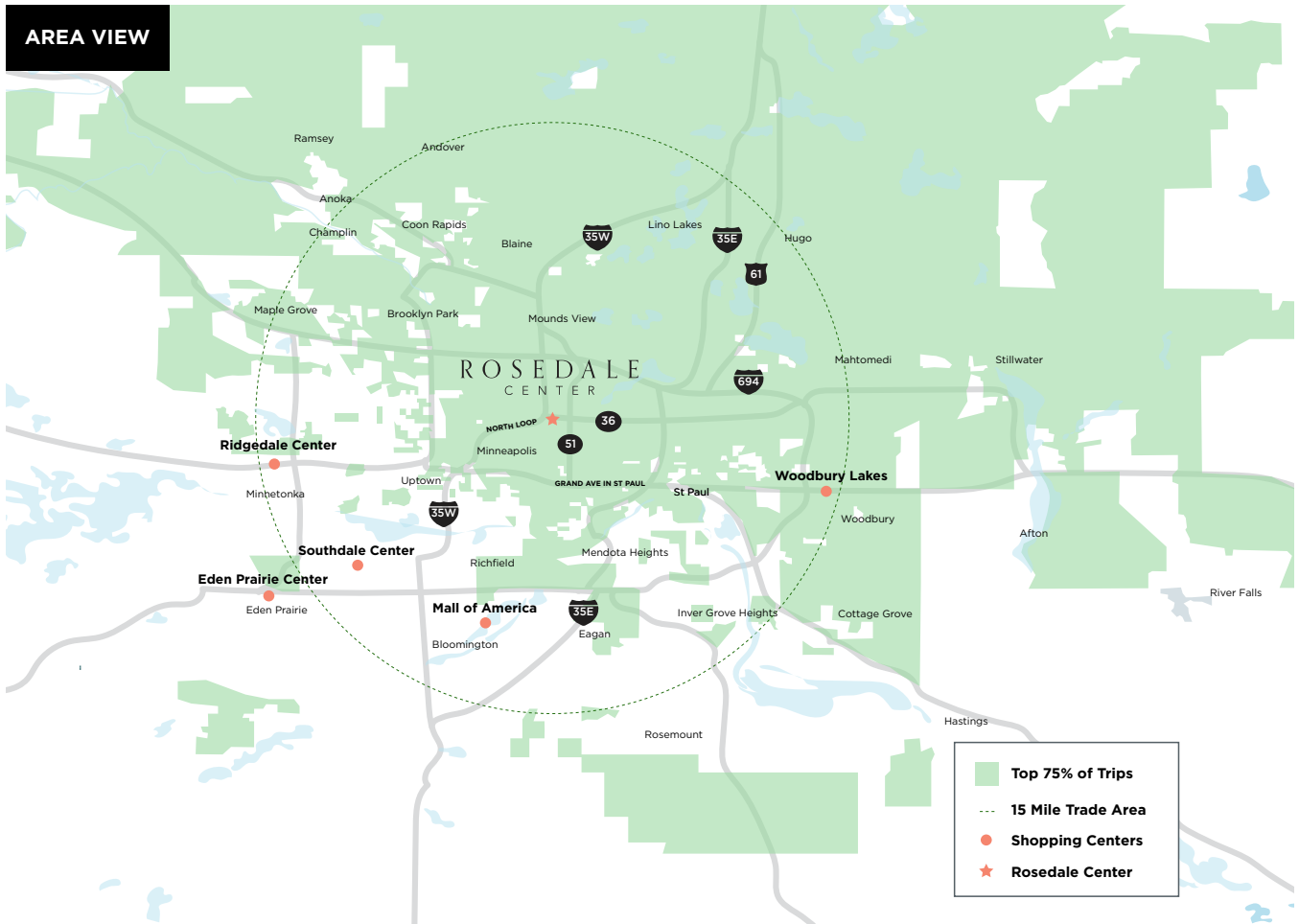
EASTER EGG* HUNT

(NOT THAT KIND)

Discover 50 art installations & experiences
throughout Rosedale Center.

ROSEDALE
CENTER

@rosedalecenter // #RosedaleArtHunt



The Market

Trade Area*

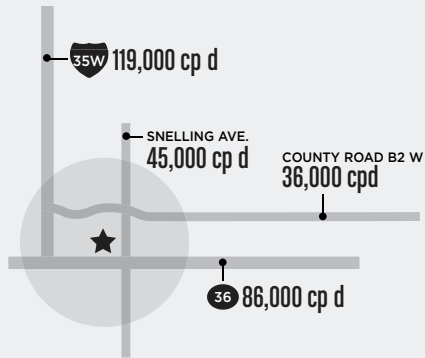
Population.....1,562,308
 Total Households..... 599,899
 Average HH Income .. \$93,876
 Median Age 45 years

15-Mile Radius

Population.....1,888,974
 Total Households..... 772,981
 Average HH Income .. \$79,362
 Median Age 36.2 years

*JLL PinPoint Report (powered by Alexander Babbage, 2018)

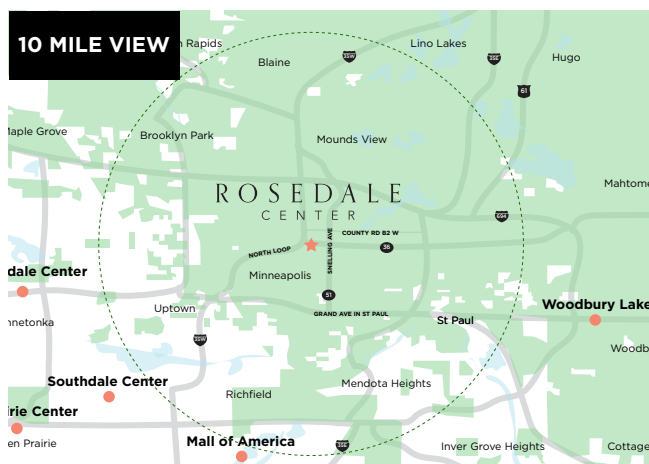
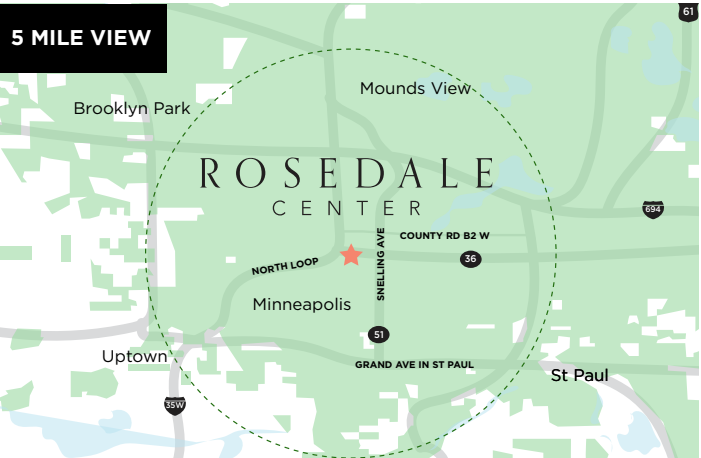
Traffic Counts



Fortune 500 Companies

Minneapolis-St. Paul is home to 19 Fortune 500 Companies, the most in the U.S., including:

- > General Mills
- > U.S. Bancorp
- > Target
- > 3M
- > United Healthcare
- > Best Buy



Education

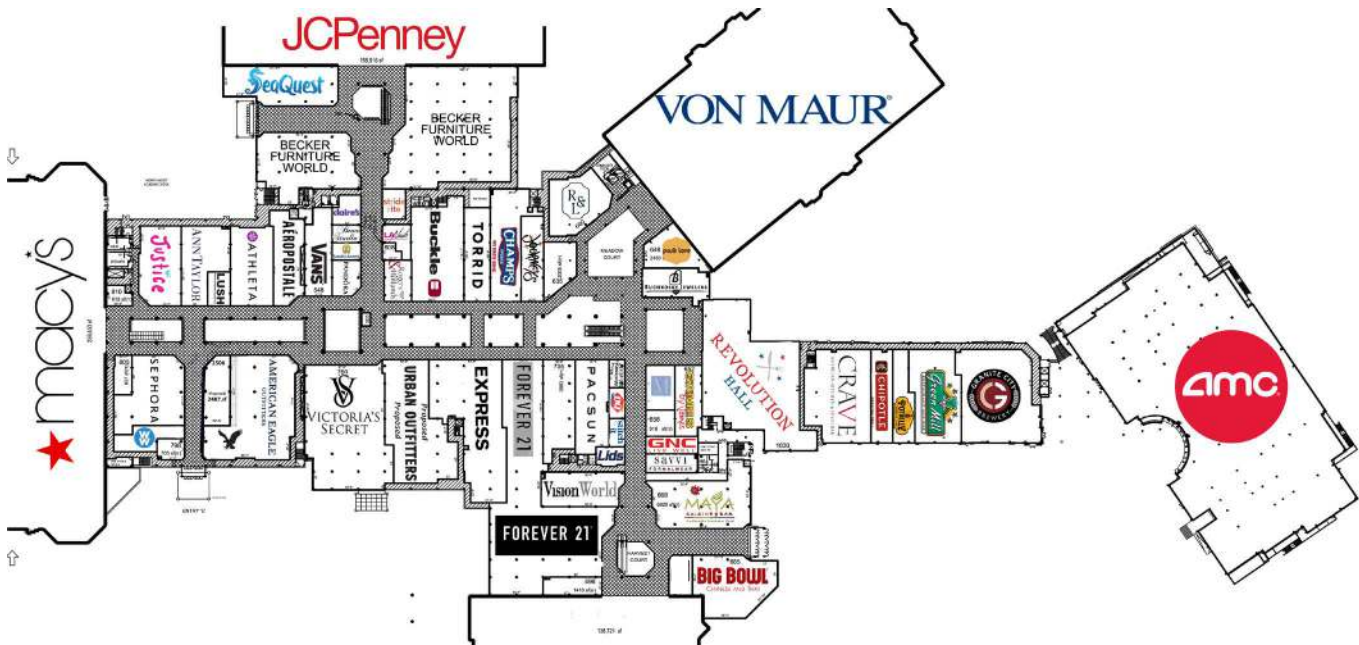
Rosedale Center shoppers are educated:

- > 12 universities and 120,000 students within a 10-mile radius
- > Over 40% of people within a 10-mile radius have earned a college degree, a figure that is 10% higher than the national average.

Mall Site Plan - Level 1



Mall Site Plan - Level 2



Insurance Requirements

Prior to opening your business at Rosedale Center, you are required to submit a Certificate of Insurance with the following amounts:

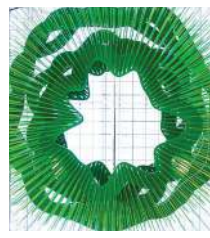
- > \$2,000,000 General Liability Insurance
- > \$500,000 Property Damage Insurance
- > \$1,000,000 Workers Compensation

The following parties need to be listed as additional insured:

- > PPF RTL Rosedale Shopping Center, LLC
- > Morgan Stanley Real Estate Advisor, Inc., its Investment Adviser
- > Jones Lang LaSalle America's, Inc.
- > Rosedale Center

The Certificate Holder is:

- > Rosedale Center
10 Rosedale Center
Roseville, MN 55113





ROSEDALE CENTER

Jessica Draack, Specialty Leasing Manager

10 Rosedale Center Roseville, MN 55113

+1 (651) 746-5328 | Jessica.Draack@am.jll.com

myrosedale.com | jllretail.com

