

WAY NORTH
OF ORDINARY



ROSEDALE

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Centrally located between the Twin Cities of Minneapolis and St. Paul, Rosedale Center is Minnesota's premier **1.1 MILLION SQUARE FOOT** regional retail destination. The indoor and thoughtfully planned lifestyle plaza experience embodies a modern, sophisticated Scandinavian-chic atmosphere with over **150 SHOPS, RESTAURANTS, AND EXPERIENCES.**

Continually investing in the needs of the community, Rosedale Center has created and been a gathering place and important amenity for the community since 1969.





PROPERTY HIGHLIGHTS



11 MILLION+ ANNUAL VISITORS



#2 SHOPPING CENTER TRAFFIC IN MINNEAPOLIS / ST. PAUL MSA



300+ MILLION ANNUAL SALES



\$118K AVERAGE HOUSEHOLD INCOME

Data source: Placer, AI, ESRI

NO ORDINARY EXPERIENCE

WILLIAMS
SONOMA

J.CREW
FACTORY



WOODHOUSE[™]
— SPA —

amc

ALTAR'D STATE

BALDAMAR

WARBY PARKER

URBAN OUTFITTERS


ATHLETA


HOLLISTER

Rose
& Loon

 lululemon



CRAVE

DICK'S
SPORTING GOODS

Abercrombie & Fitch

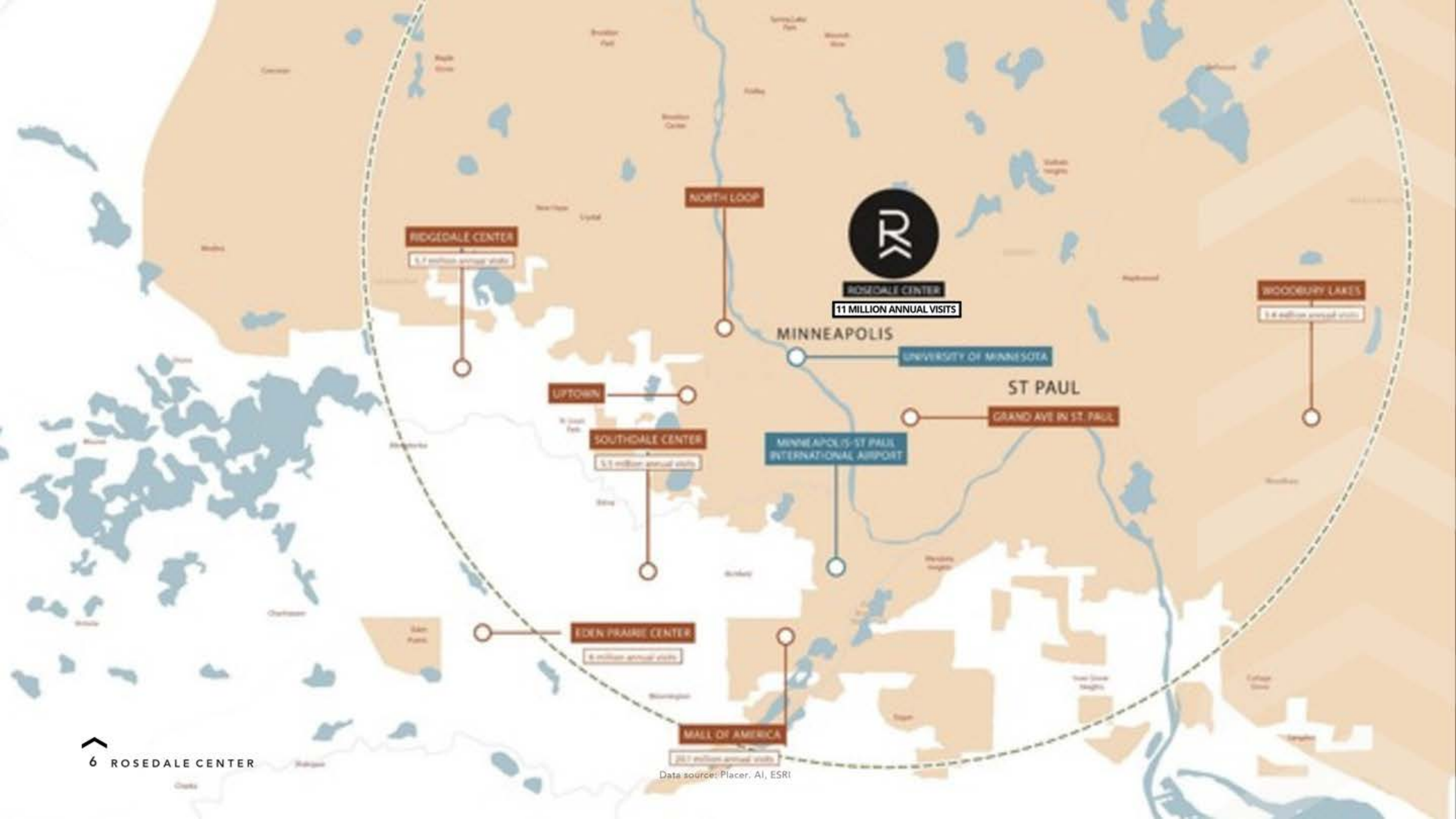
KENDRA SCOTT

H&M

SEPHORA

ANTHROPOLOGIE





ROSEDALE CENTER
11 MILLION ANNUAL VISITS

Data source: Placer, AI, ESRI

With over 11 million visitors, Rosedale Center is the #2 trafficked shopping center in the Minneapolis – St. Paul market



1.8M
population



\$118K
average hhi



47
median age



45%
\$100K+ hhi



32%
households with children



43%
some college



NO ORDINARY SHOPPER



YOUNG

51.3% are single millennial, Gen Z or young families with children



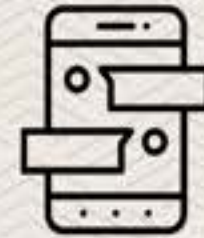
EDUCATED

Over 43% of shoppers have earned a college degree



CULTURED

Embrace "foodie" culture, music and art for enjoyment



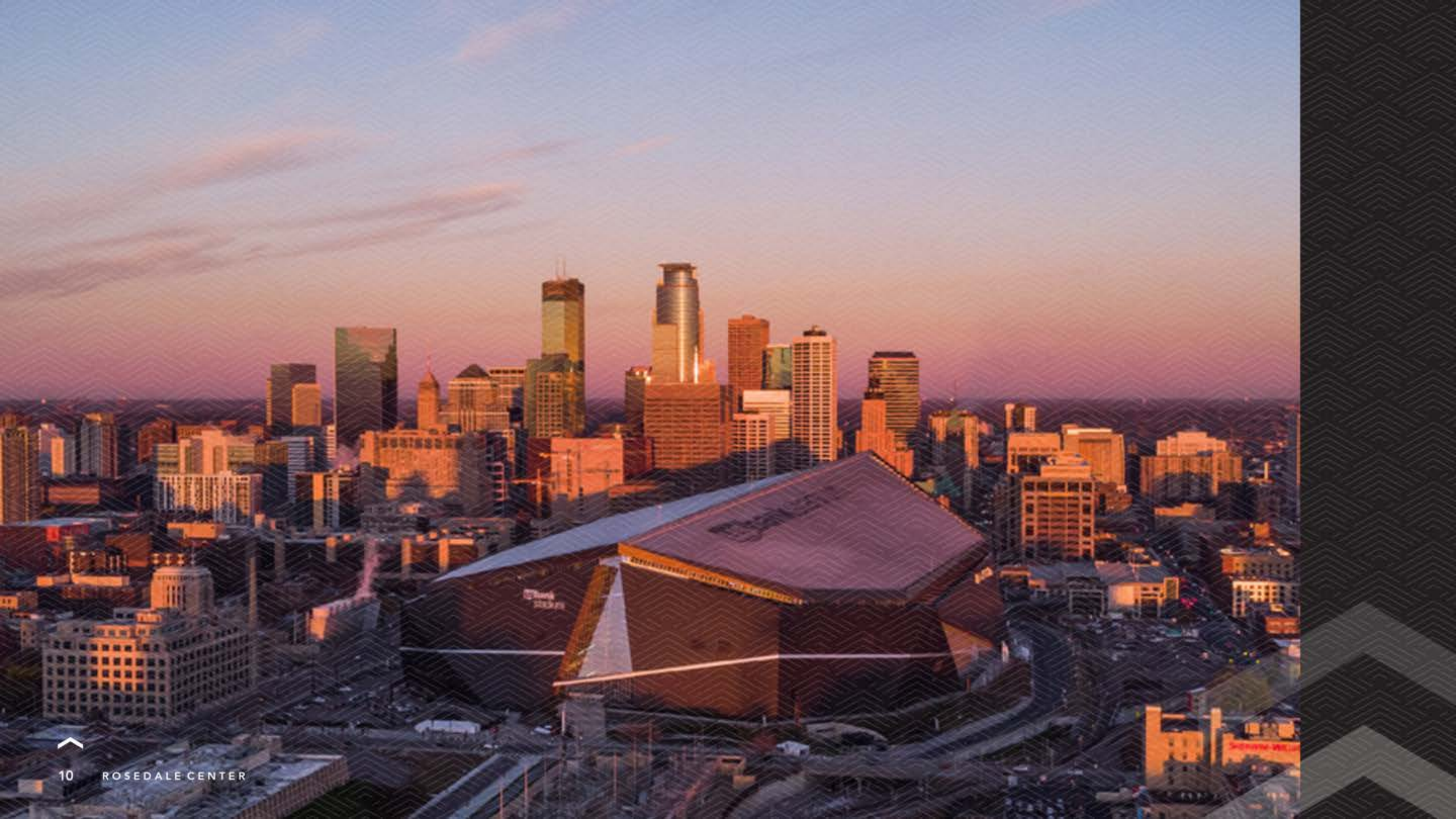
TECHY

Engaged on digital and mobile trends and up on the latest technology



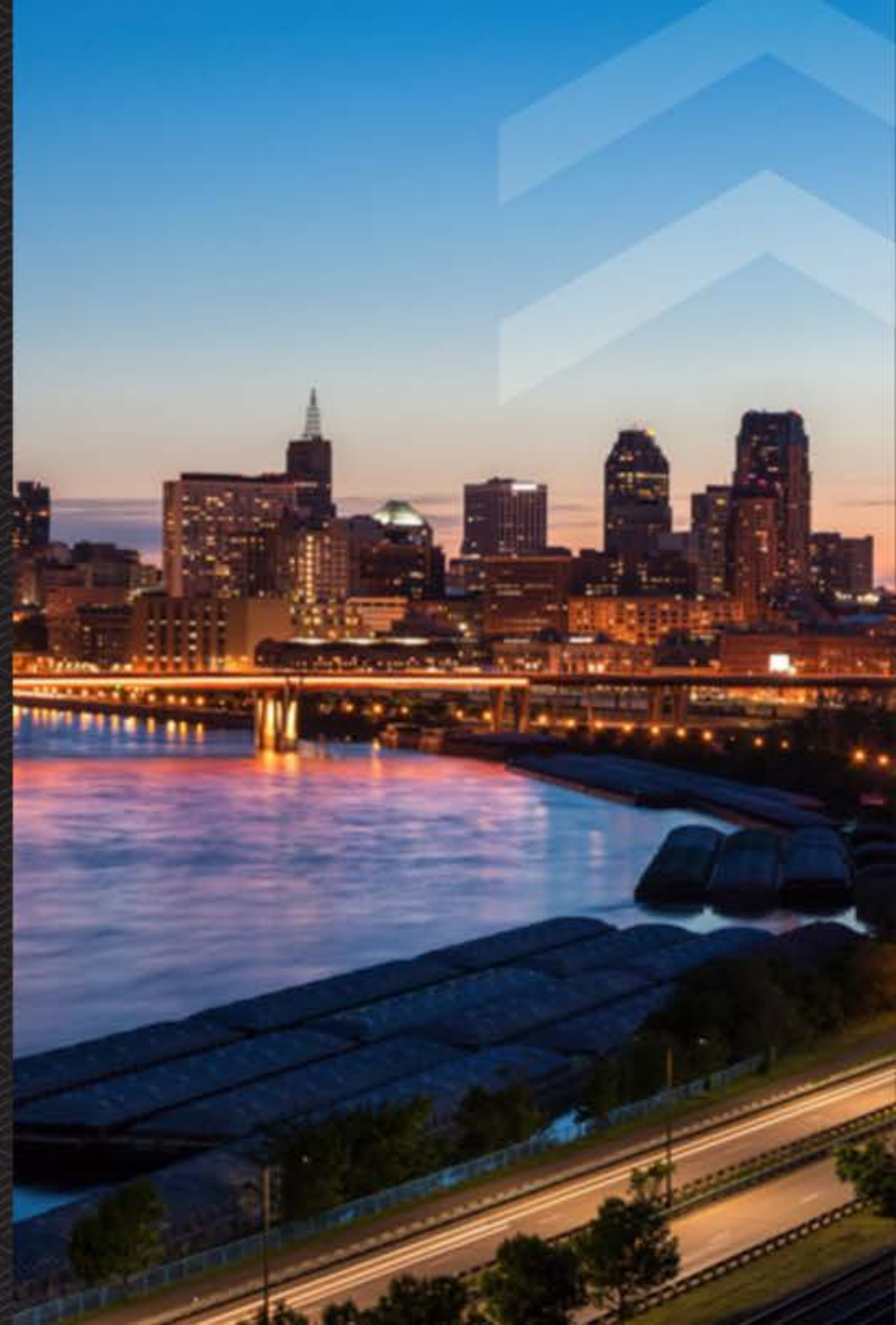
ACTIVE SPORTS ENTHUSIASTS

Physically active, participating and active fans of several sports, including football, pilates, hockey, basketball and more



THE TWIN CITIES

The Twin Cities are home to **17 Fortune 500 Companies**, including Target, UnitedHealth Group, Best Buy, 3M, Ecolab, General Mills, Land O' Lakes and more. We're the proud home of **professional sports** including the Minnesota Lynx, Minnesota United FC and Minnesota Wild. Thanks to the **12 universities** and colleges within a 10 -mile radius including University of Minnesota and University of St. Thomas, 120,000+ students enjoy the college town feel in this urban setting.



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OPENING 2027: Pottery Barn, a leader in home furnishings retail, diversifies our product mix. This 12,500 square foot outdoor plaza location will be home to design-led sustainable home retail.

12 ROSEDALE CENTER

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