

WAY NORTH  
OF ORDINARY



ROSEDALE

# WAY NORTH OF ORDINARY

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

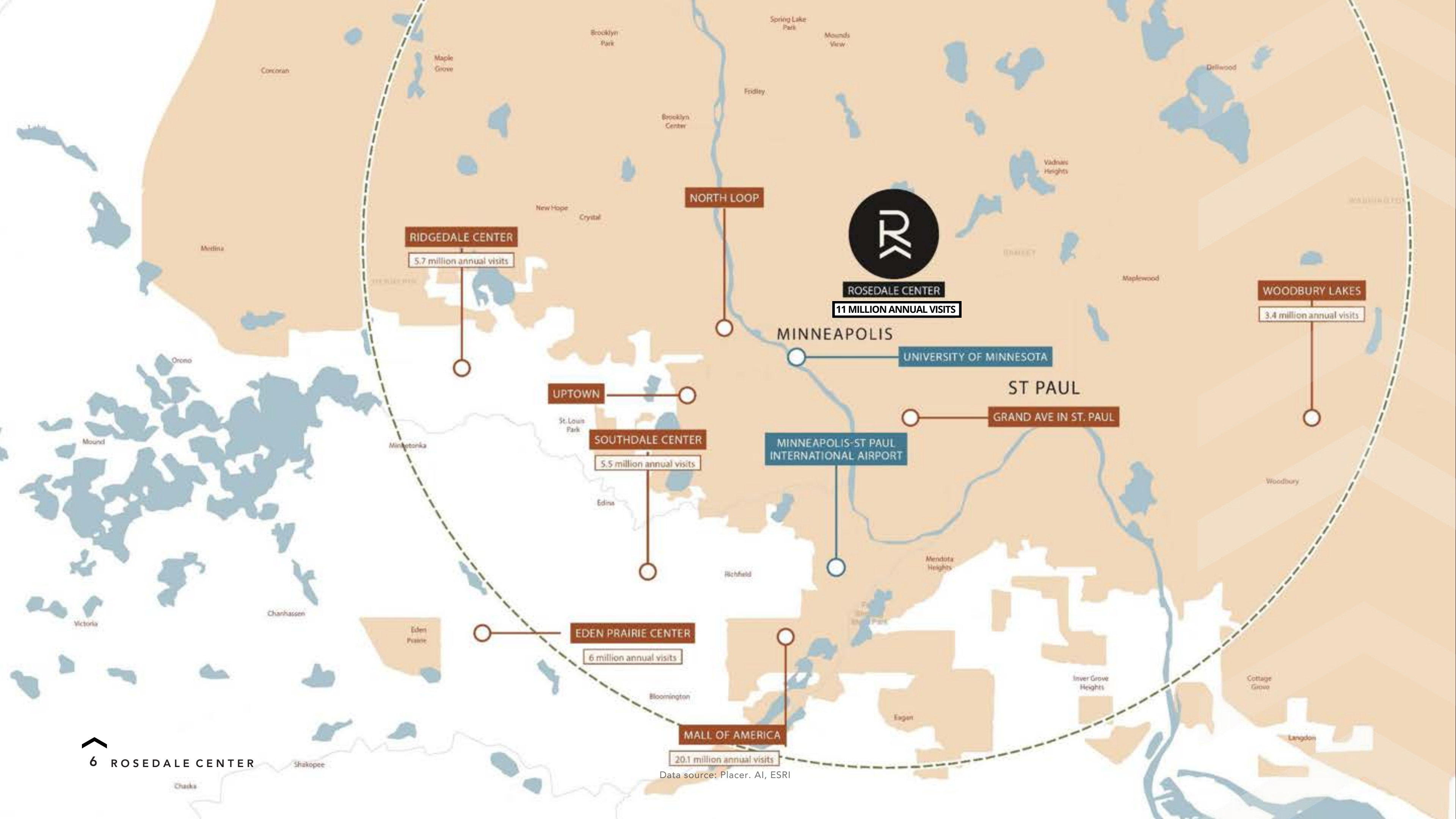
KENDRA SCOTT

H&M

SEPHORA

ANTHROPOLOGIE





**ROSEDALE CENTER**  
11 MILLION ANNUAL VISITS

**RIDGEDALE CENTER**  
5.7 million annual visits

**WOODBURY LAKES**  
3.4 million annual visits

**SOUTHDALE CENTER**  
5.5 million annual visits

**EDEN PRAIRIE CENTER**  
6 million annual visits

**MALL OF AMERICA**  
20.1 million annual visits

**MINNEAPOLIS-ST PAUL INTERNATIONAL AIRPORT**

**UNIVERSITY OF MINNESOTA**

**GRAND AVE IN ST. PAUL**

# 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



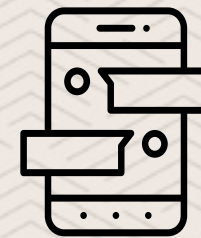
## EDUCATED

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

# WAY NORTH OF ORDINARY ROSEDALE

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LEASING  
INFORMATION

