HOLIDAY

CHEER

LIVES HERE







ROSEDALE

Holiday Retailer Handbook

Holiday Season 2026

Dear Rosedale Center Retailer:

Helping our retailers succeed is always our mission, especially during the holiday season. As the holidays approach, we're once again focused on ways to engage and intrigue our shoppers through showcasing the cache and brand appeal of mall gifts and introducing special promotions designed to leverage community involvement, create memorable experiences and drive traffic to the center.

In this handbook, you'll find lots of information about our holiday initiatives, and the many other ways we're working to deliver a seamless holiday experience. You'll also find details about important advertising and public relations support, special holiday happenings, operations information and more. We hope you'll share this material with your staff and consider it your first resource for what we are doing to support your success this year.

We're ready for the challenges and cheer of the holiday season – and we look forward to working with you.

If you have questions or if we can provide additional information, please let us know.

We wish you the happiest of holidays!

Rosedale Center Management Team

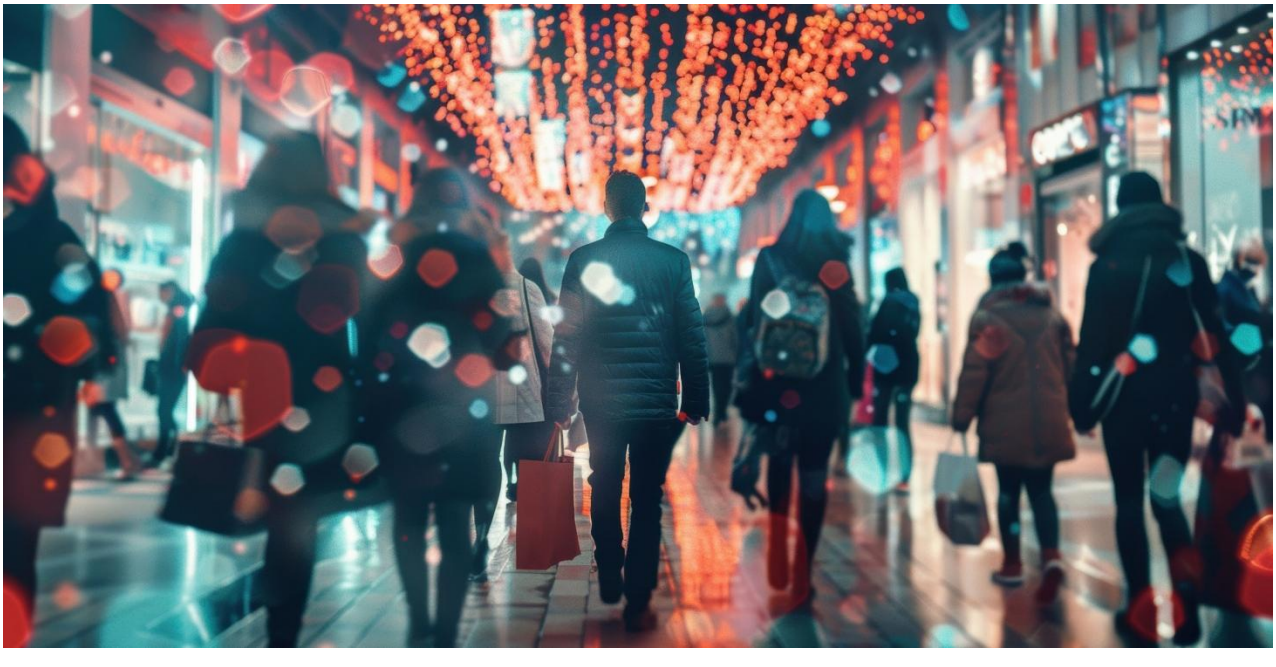


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01

Need to know

Management Team

The Management Office is located on the lower level across from Guest Services. We are here to make the holiday shopping season a great one for you!

Management Office Phone Number is 651-638-3553

Lisa Crain	GM, VP Retail	Lisa.Crain@JLL.com
Mark Jara	Operations Manager	Mark.Jara@JLL.com
Ray Swanson	Facility Manager	Raymond.Swanson@JLL.com
Kevin Hill	Security Director	Kevin.Hill@AUS.com
Jessica Draack	Specialty Leasing	Jessica.Draack@JLL.com
Josie Nelson	Social Media & Events	Josie.Nelson@JLL.com
Molly King	Advertising & Marketing	Molly.King@JLL.com

Safety & Security

The holiday season brings with it more people, added inventory and increased stress, all of which can distract you from your normal routine. Here are some tips to help you and your employees stay alert and have a safe and profitable holiday:

- Keep the Security Dispatch Number near your phone. Make sure employees are aware of its location. 651-638-3555.
- Call the police when you have a shoplifter. Mall security will not apprehend or detain shoplifters but can be present for your safety. More information on this subject can be found in your Occupant Handbook.
- Notify Security immediately if you observe any suspicious activity anywhere in or around the center.
- Keep an eye on your personal possessions and don't leave them unsecured in break rooms, storerooms, etc. It only takes a few seconds for someone to slip in and steal your belongings.
- Keep the rear entrances to your store closed and locked at all times. If the door is to be left open, such as during deliveries, make certain someone is monitoring your back room. If you see somebody in a back hallway who you feel does not belong there, notify Security immediately.
- Make certain the service corridor doors are secured behind you when you leave at night. This limits opportunities for unwanted people to gain access to non-public areas of the center.
- Before closing, thoroughly check the interior of your store, including stock areas, to ensure all guests have departed.
- Where available, please contact security for an escort to your vehicle if you feel you need to do so.

Inclement Weather Plan

‘Tis the season for unpredictable weather. While it is the intent to keep the mall open during all holiday operating hours, weather conditions may occasionally warrant a delayed opening, early closing or total closing of the center.

The safety of all mall employees and our customers is priority one, so in the event of extreme weather conditions, mall management will monitor weather and transportation reports. If mall management deems it necessary to delay opening, close early or temporarily close the mall altogether, you will be notified via the center's mass alert notification system.

It’s very important that all tenants keep their contact numbers up to date (Home, Cell, and Store). If an emergency exists or the mall is closing due to weather conditions, there is no need to call as a message will be sent out notifying you of the emergency or closing.

Please contact the mall management office if you are a new manager or assistant manager and have not updated your stores Emergency Contact Form.

Employee Parking

Giving Up Your Close Parking Space Is Worth It!

It's that time of year when parking means a little extra walk for you, but it is important we provide close, accessible parking for our customers. For shoppers, retail convenience means shopping speed and ease. No retailer wants to lose sales because a customer can't find a convenient place to park. We can all help by leaving the best spaces for shoppers every day during the holidays.

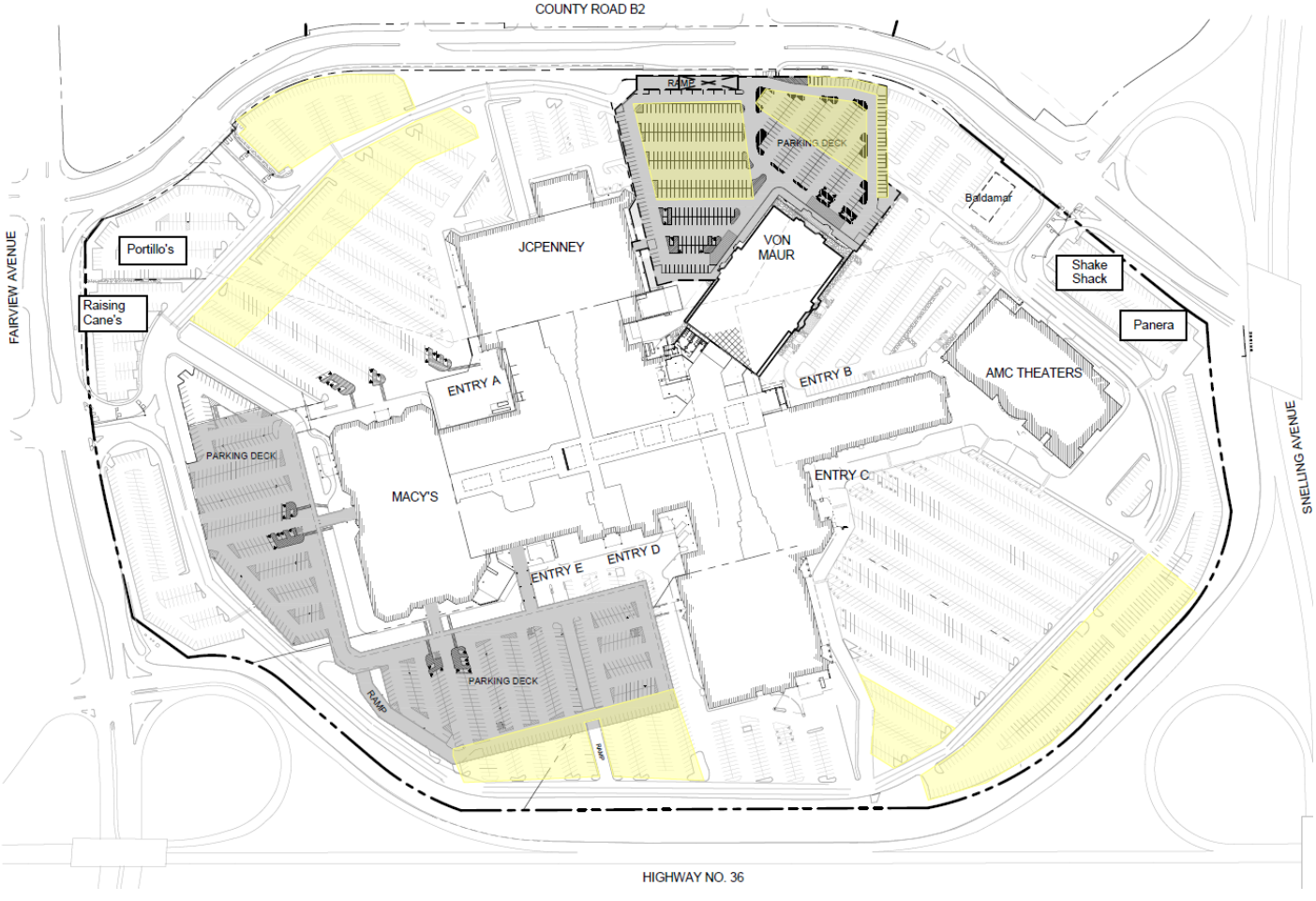
Research shows lack of parking is the number one reason a potential customer will pass us by. From a safety standpoint, each store should designate an area where staff members should park and plan to use the buddy system. This can help ensure that on late nights you are walking as a group to your vehicles.

All employees MUST park in the employee parking areas designated on the map. If you have any questions about employee parking or security escorts, please contact the management office.

See next page for map.

Employee Parking

Employee parking is furthest out, as shown here in shaded yellow:



Housekeeping

Added traffic in our center this season means more trash to clean up and possible dangerous spills. Housekeeping employees strive to keep our center looking its best. We understand this isn't easy, but if everyone does their part, we can provide a clean, safe environment so customers can shop comfortably. Keeping our centers shining is a team effort. We ask that you do the following:

Report any spills or other messes that you spot to Security 651-638-3555. They will contact Housekeeping to quickly start the clean-up process.

If you see trash outside your store, take ownership and throw it away yourself.

Keep your own store clean and orderly – this reflects well on both you and the center.

02

Holiday happenings

Holiday Happenings

PHOTOS WITH SANTA | November 27 – December 24

Rosedale Center invites tenants and shoppers alike to share the spirit of the season and have their photos taken with Santa Claus. Book your reservation early online to enjoy valuable discounts and offers!

SANTA PAWS MONDAYS | November 30, December 7, 14

Enjoy a fun tradition with your pet too! Santa photos are an adorable memento to share. Book your reservation early online, space is limited!

THE GRINCH SPECIAL APPEARANCE| Friday, November 13 at 5pm – 7pm

Guests are invited to attend this one-of-a-kind FREE holiday appearance of The Grinch, presented by The Children's Theatre. Attendees can have their picture with The Grinch and enjoy special themed activities.

FROZEN PARTY | Saturday, November 14 at 11am – 2pm

Guests are invited to attend this FREE holiday Disney princess appearance . Attendees can have their picture with Elsa, Anna & Olaf and enjoy face painting and dance party.

CHARLIE BROWN CHRISTMAS FOR SANTA PAWS | November 20 at 4pm – 7pm

Guests are invited to attend this FREE holiday Charlie Brown Christmas event. Attendees will enjoy the calming joy of Therapy Dogs, special story time reading of Charlie Brown Christmas, and live trio playing the themed music of Vince Guaraldi.

SANTA ARRIVAL PARTY | Friday, November 27 at 11am – 1pm

Black Friday shoppers will be delighted with this time-honored tradition of Santa's arrival, complete with live dancers and incredible prizes.



More Holiday Happenings

MINNESOTA YOUTH SYMPHONY | December 5

Guests are invited to enjoy the sounds of the season with this annual holiday concert.

ST PAUL K9 | December 11 - 13

Guests are invited to enjoy the sounds of the season with this annual holiday concert.

FALCON RIDGE MIDDLE SCHOOL| December 17

Guests are invited to enjoy this live community event.

CNR| December 18 - 20

Guests are invited to enjoy this live community event.



Holiday Advertising

Looking to maximize the holiday foot traffic? Holiday advertising opportunities are available! In addition to our website event page (please submit them on the tenant resource page a minimum of 5 business days in advance: https://www.rosedalecenter.com/tenant-resources/) we have sponsorship packages available for our Santa Castle and Holiday Advertising Campaign! Packages can be designed to custom-fit your needs and fit a variety of budgets. Advertising tools available to drive awareness and sales during the holidays:

Santa Castle Naming Rights

Mobile Marketing

E-newsletters

Wi-Fi Connect

Social Media

Digital Directories

Glass Display Cases

Please contact Molly King Molly.King@JLL.com today to reserve your space!



Advertising & Communications

On-Mall Advertising

Signage and collateral promoting the holiday campaign will feature posters and standees throughout the center, door decals at all entrances and digital directory ads.

Social Media & Public Relations

Rosedale Center's website averages 25,000 visitors each month and will promote the extensive holiday campaign, including individual retailers' holiday sales and promotions. If you would like your store sales and specials posted, please submit them on the tenant resource page 5+ business days in advance: https://www.rosedalecenter.com/tenant-resources/

Our shopping center's presence on Facebook, Instagram and TikTok plays a key role in retailer support by sharing retailer events and sales/promotions; posting photo albums and videos; producing polls on trends featured in stores; and generating excitement to visit a vibrant shopping center and retailer experience. Content that mentions @RosedaleCenter and indicates location as Rosedale Center are shared.

Rosedale Center shoppers can stay up to date on deals and gift inspiration when they sync up with us on Facebook and Instagram. We will post current news, spectacular events and amazing offers here so be sure to follow us on Social Media: @RosedaleCenter



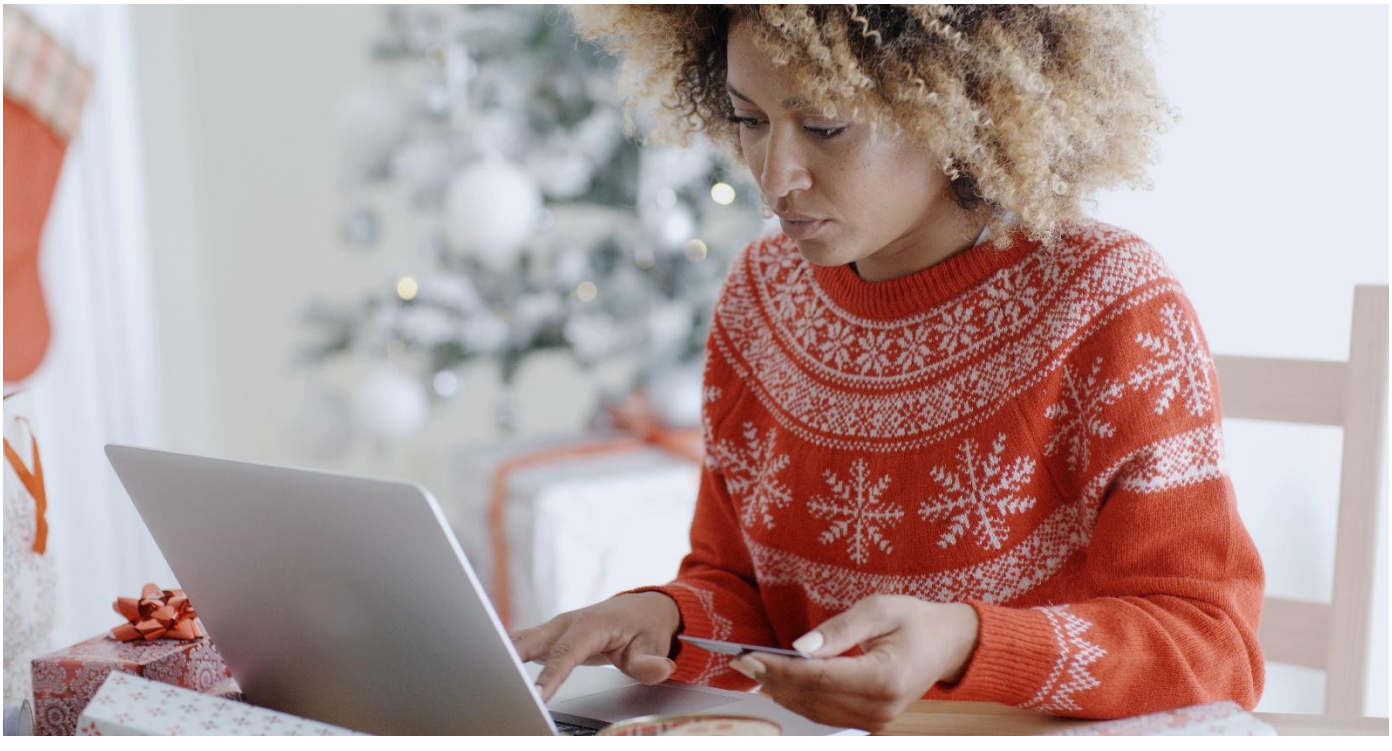
Advertising & Communications

Digital Media

We are happy to say Rosedale Center has a digital media plan that will generate millions of impressions in the local market in November and December. Our digital media plan includes device i.d. geofence ads, targeted third-party emails, digital display ads, retargeting and behavioral display ads.

Traditional Media

This year, our holiday marketing campaign includes in-mall TV advertising, as well as featured segments on local TV programs. Tenant events will be considered, please contact Marketing with your plans: Molly.King@JLL.com



03 Retailer opportunities

Retailer Opportunities

Tenant Tuesdays

Rosedale Center feature tenants regularly on our social media channels: Facebook 25K, Instagram 10K, and TikTok 6K followers. Please contact the marketing team to be featured.

Emails

Rosedale Center sends out regular emails to our database of over 29,000 local subscribers. Please contact the marketing team for directions so your store offers can be featured.

Mobile

Rosedale Center sends out text messages to our database of over 38,000 local subscribers. Send your holiday offers to the marketing team to have your store featured.



Santa’s Workshop Hours

November 27: Grand Arrival 12:30 – 8PM

November 28 – December 23: Hours Vary

December 24
10 am – 5 pm, Break 1:15 – 1:45 pm



04

Holiday hours

Holiday Shopping Hours

ROSEDALE
CENTER

2026 Holiday Hours

All tenants are required to be open during these hours

Note: changes to normal operating hours are in bold red. All hours are tentative/subject to change

NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22 11 am – 6 pm	**23** 10 am – 8 pm	**24** 10 am – 8 pm	**25** 10 am – 8 pm	**26** **Thanksgiving** **MALL CLOSED**	**27** **Black Friday** **8 am - 8 pm**	**28** 10 am - 8 pm

DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 11 am – 6 pm	**30** 10 am – 8 pm	**1** 10 am – 8 pm	**2** 10 am – 8 pm	**3** 10 am – 8 pm	**4** **10 am – 9 pm**	**5** **10 am – 9 pm**
6 **11 am – 7 pm**	**7** 10 am – 8 pm	**8** 10 am – 8 pm	**9** 10 am – 8 pm	**10** 10 am – 8 pm	**11** **10 am – 9 pm**	**12** **10 am – 9 pm**
13 **11 am – 7 pm**	**14** **10 am – 9 pm**	**15** **10 am – 9 pm**	**16** **10 am – 9 pm**	**17** **10 am – 9 pm**	**18** **10 am – 9 pm**	**19** **10 am – 9 pm**
20 **11 am – 7 pm**	**21** **9 am – 9 pm**	**22** **9 am – 9 pm**	**23** **9 am – 9 pm**	**24** **Christmas Eve** **9 am-5 pm**	**25** **Christmas Day** **MALL CLOSED**	**26** **9 am – 8 pm**
27 11 am – 6 pm	**28** 10 am – 8 pm	**29** 10 am - 8 pm	**30** 10 am – 8 pm	**31** **New Year's Eve** **10 am – 6 pm**	**Jan 1** **New Year's Day** **10 am – 6 pm**	**Jan 2** 10 am – 8 pm

Important Numbers

Please keep this list of emergency numbers in close proximity to your telephone.

To help ensure that everyone has a safe and happy holiday season, please make sure that all employees know how to get in touch with the appropriate personnel in case of an emergency.

Mall Security	651-638-3555
Management Office	651-638-3553

