



BE HERE

ROSEDALE CENTER



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 sales in excess of **\$300+ million** (\$700+ sales psf) and more than 14 million annual visitors and growing each day.

ATHLETA

Brighton.

Soma
INTIMATES

J. Jill

TALBOTS

WILLIAMS-SONOMA

EVEREVE

DRY GOODS

Rose & Loon

AMERICAN EAGLE

VON MAUR

CRAVE
AMERICAN KITCHEN & SUSHI BAR

ALTAR'D STATE

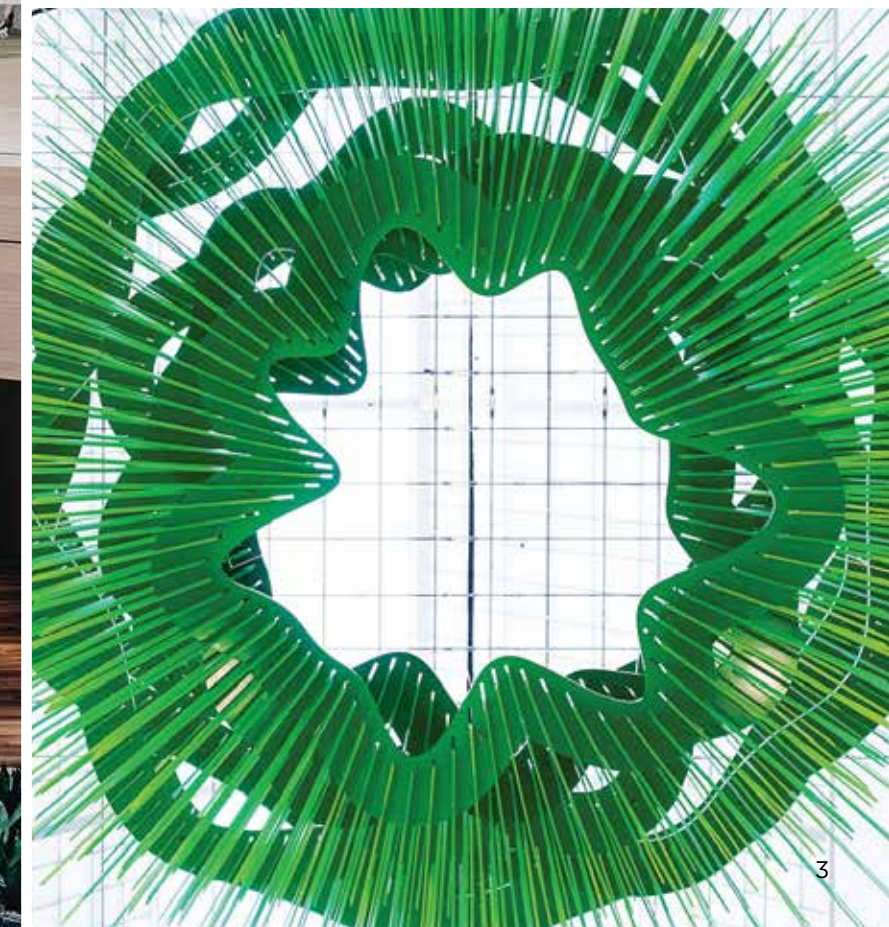
LUSH
FRESH HANDMADE COSMETICS

BANANA REPUBLIC

H&M



REVOLUTION
HALL





IMAGINE

Imagine living in a whole new environment that redefines a better living style... a laboratory of experiences new to the retail scene. A place to come that will alter your life for the better...

how you feel, how you shop, how you entertain, how you spend time with friends and family, how you work, how you connect, how you unplug ... in a fun and meaningful way.

Hard to envision?

Well, you won't have to imagine for long... look what is coming next at Rosedale.

R | C

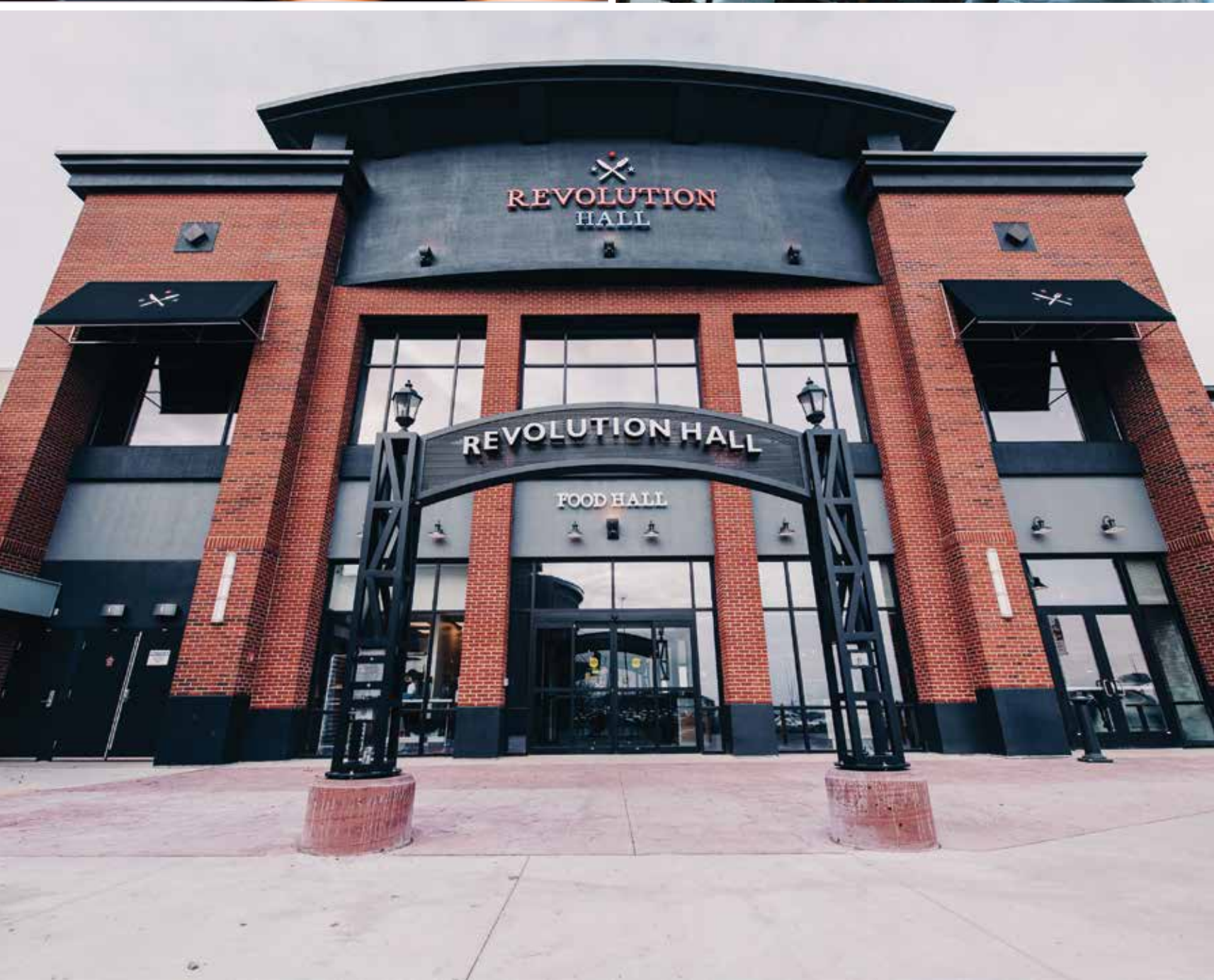


Rosedale Center
is setting a new
standard in
retail innovation.

TRANSFORMATION



At Rosedale Center, we are creating space into a multi-purpose lifestyle village with uses and connectivity that are new to the market. We are incorporating green space in a part of the country that embraces the outdoors at every opportunity, especially on those magical warm days in the bold north. A place for visitors to stay in a full-service boutique hotel. New grocery shopping for residents with healthy, local choices.



INNOVATION

Rosedale Center will offer exciting new concepts providing unique shopping that can't be found in typical retail settings. Co-working spaces that provide local businesses and entrepreneurs innovative ways to connect and collaborate. New entertainment venues to enjoy music and special events... all adding up to living better at Rosedale.

CURATED PATH

The real trick to making any reimagined space work is its connectivity. We are working with Gensler's team of experts to reconfigure how people, cars and public transportation move in, through and around the property. Connecting new space with existing space. Offering a reconfigured two-way ring road and easy access parking for shoppers, residents and visitors. Creating a connected span of offerings that entice, inspire and lead you to the next great experience.



THE VILLAGE

The addition of The Village to Rosedale will bring new meaning to the LIVE, WORK, PLAY lifestyle concept. It will reinvent and rejuvenate the southern side of the property in a refreshing and meaningful way that will provide a strong sense of place and connectivity to the community. The Village area will also provide excellent visibility to Highway 36.



LIVE, WORK, PLAY

- 425 luxury residential units
- Full service boutique hotel
- 200,000 new retail, entertainment and dining
- Grocery and services
- Co-working space with the latest technology advantages
- Outdoor gathering space to host year-round events and entertainment

THE MARKET

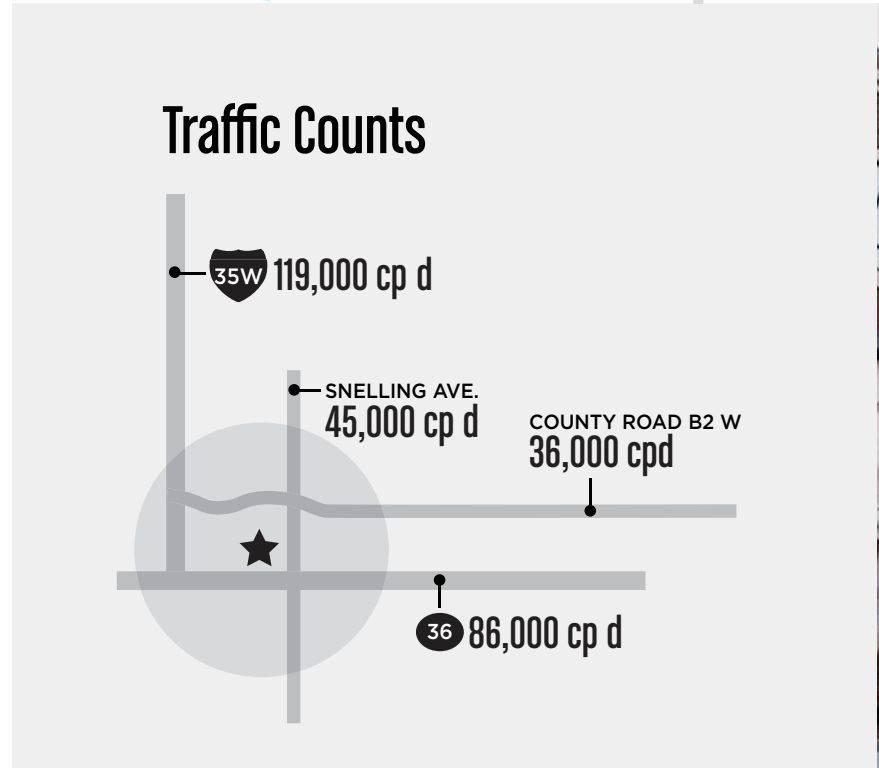
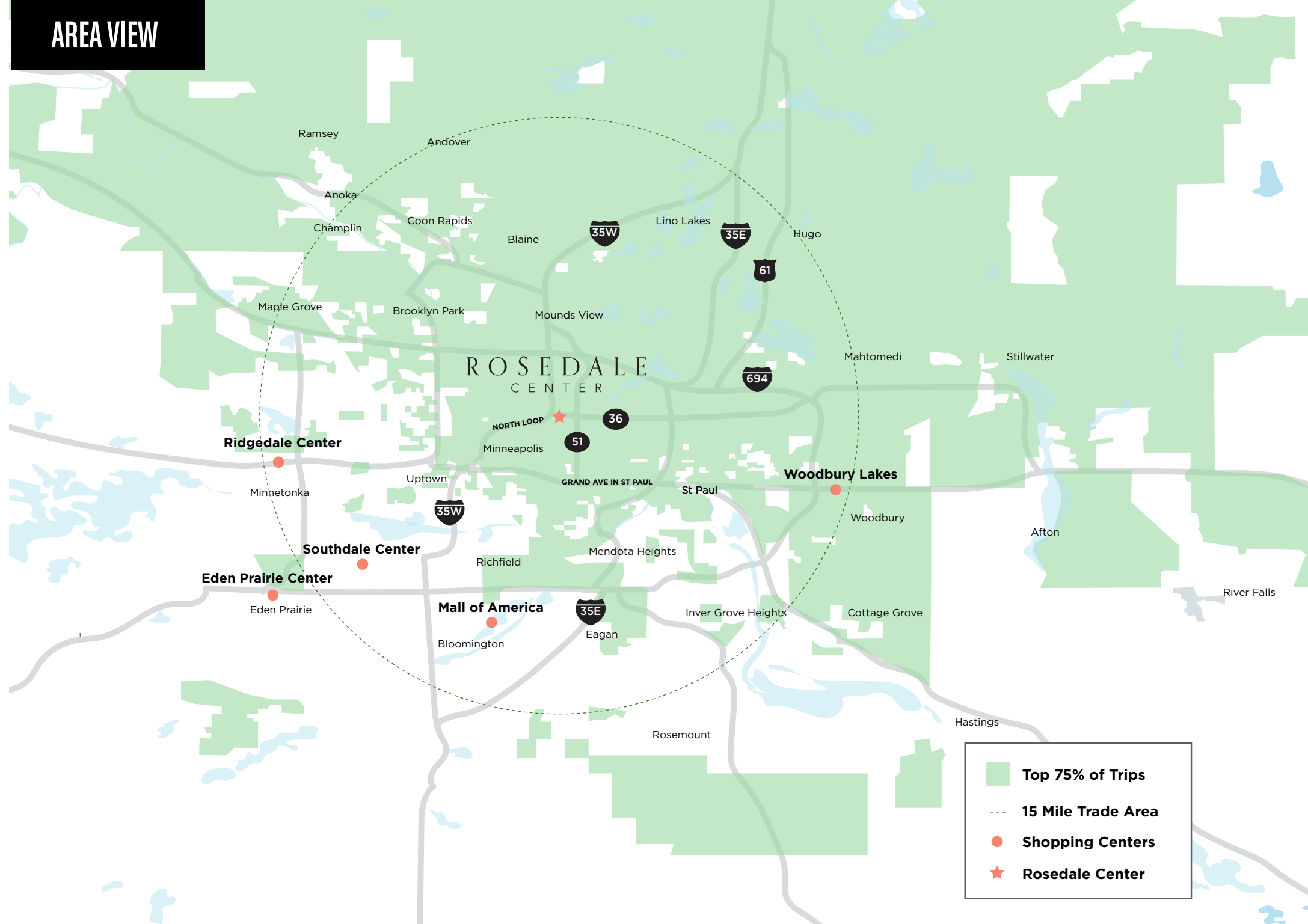
Trade Area*

Population.....1,562,308
 Total Households.....599,899
 Average HH Income\$93,876
 Median Age45 years

15-Mile Radius

Population.....1,888,974
 Total Households.....772,981
 Average HH Income\$79,362
 Median Age36.2 years

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

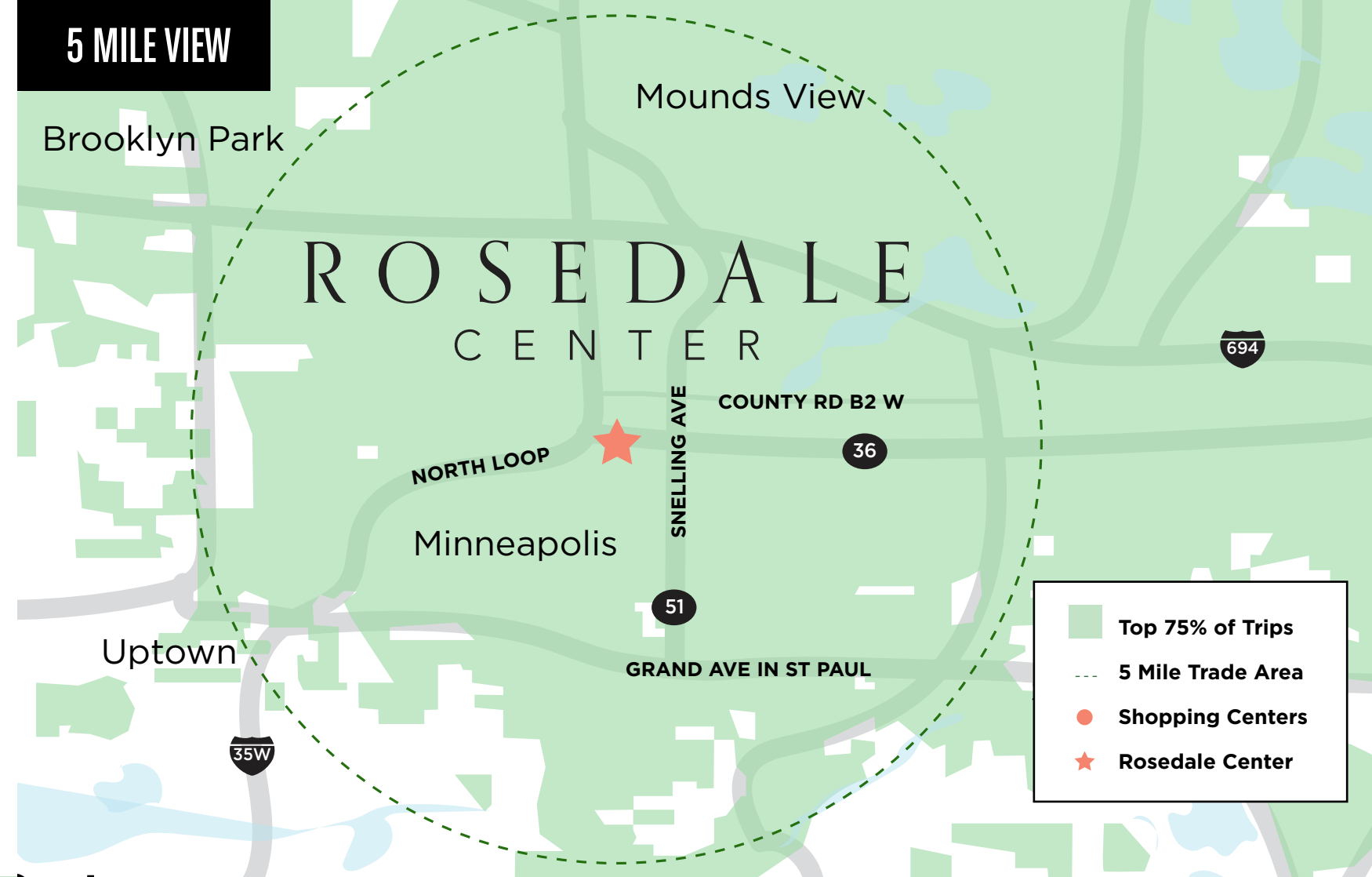


Fortune 500 Companies

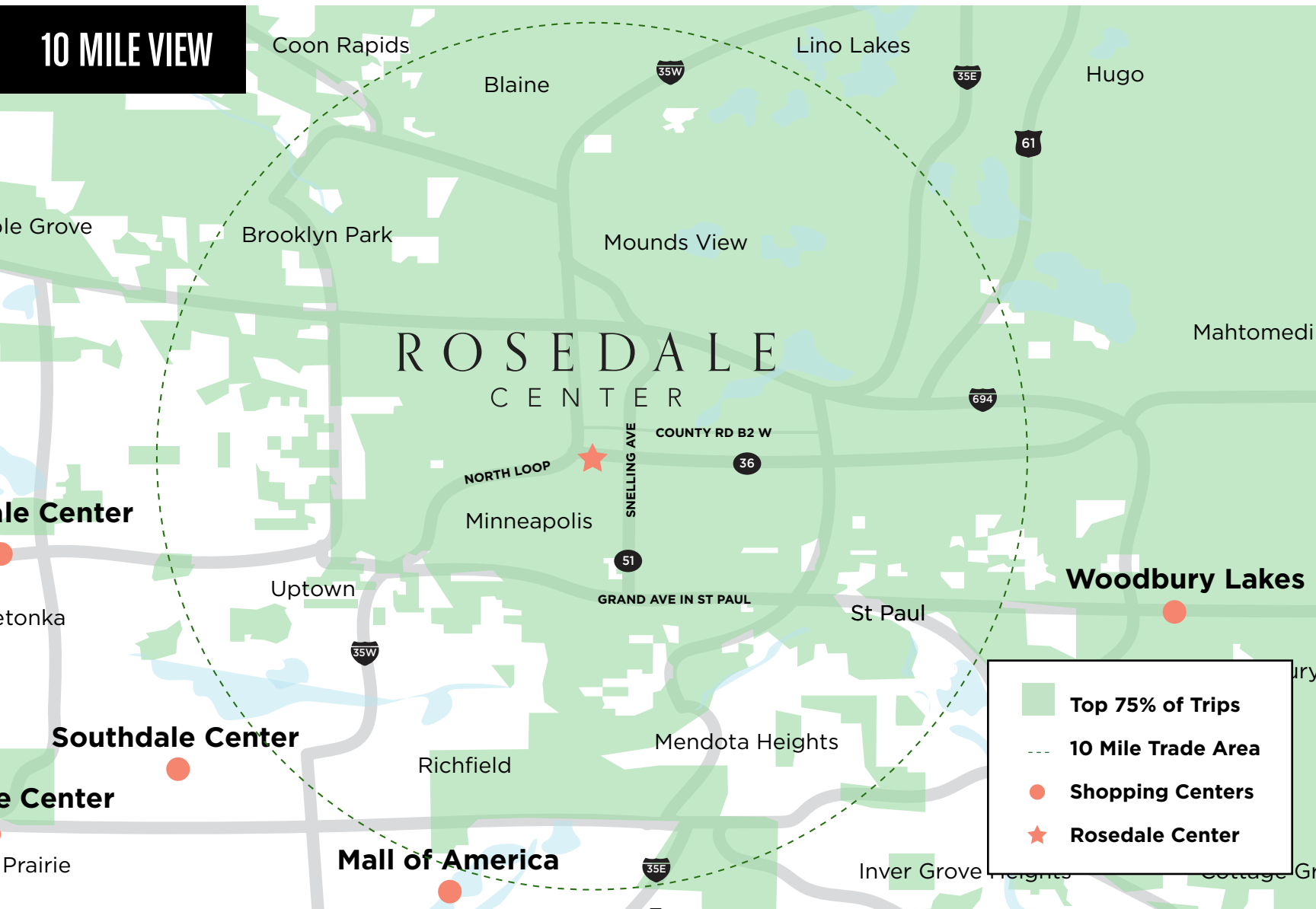
Minneapolis-St. Paul is home to 19 Fortune 500 Companies, the most in the U.S., including:

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

5 MILE VIEW



10 MILE VIEW



Education

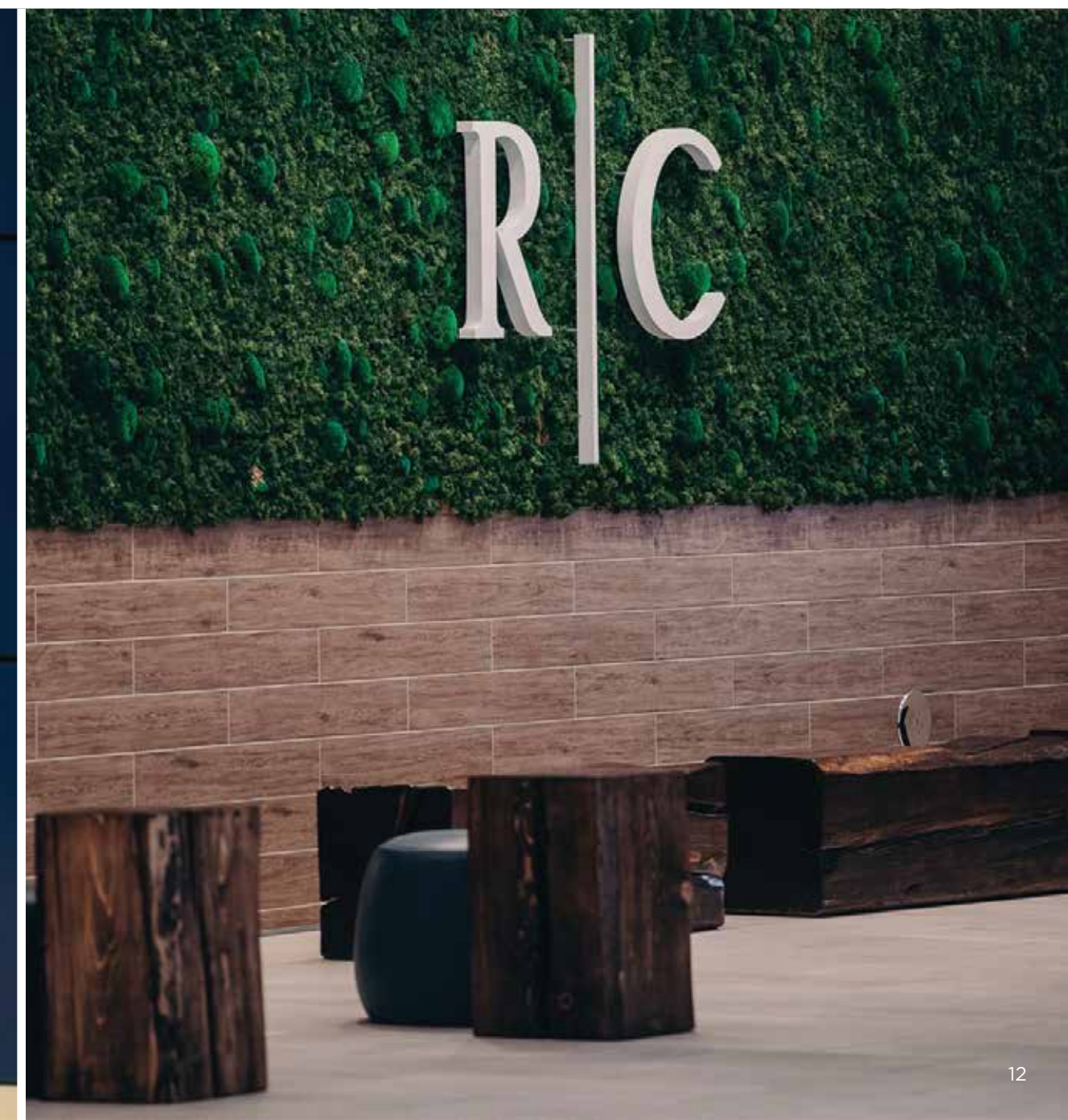
Rosedale Center shoppers are educated:

- 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.

ESRI

THE SHOPPER

- Core shoppers include young families with children and Millennials who are fully engaged in the experiential aspects of modern shopping
 - Is 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
 - Is 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
- ESRI & Facebook Insights



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

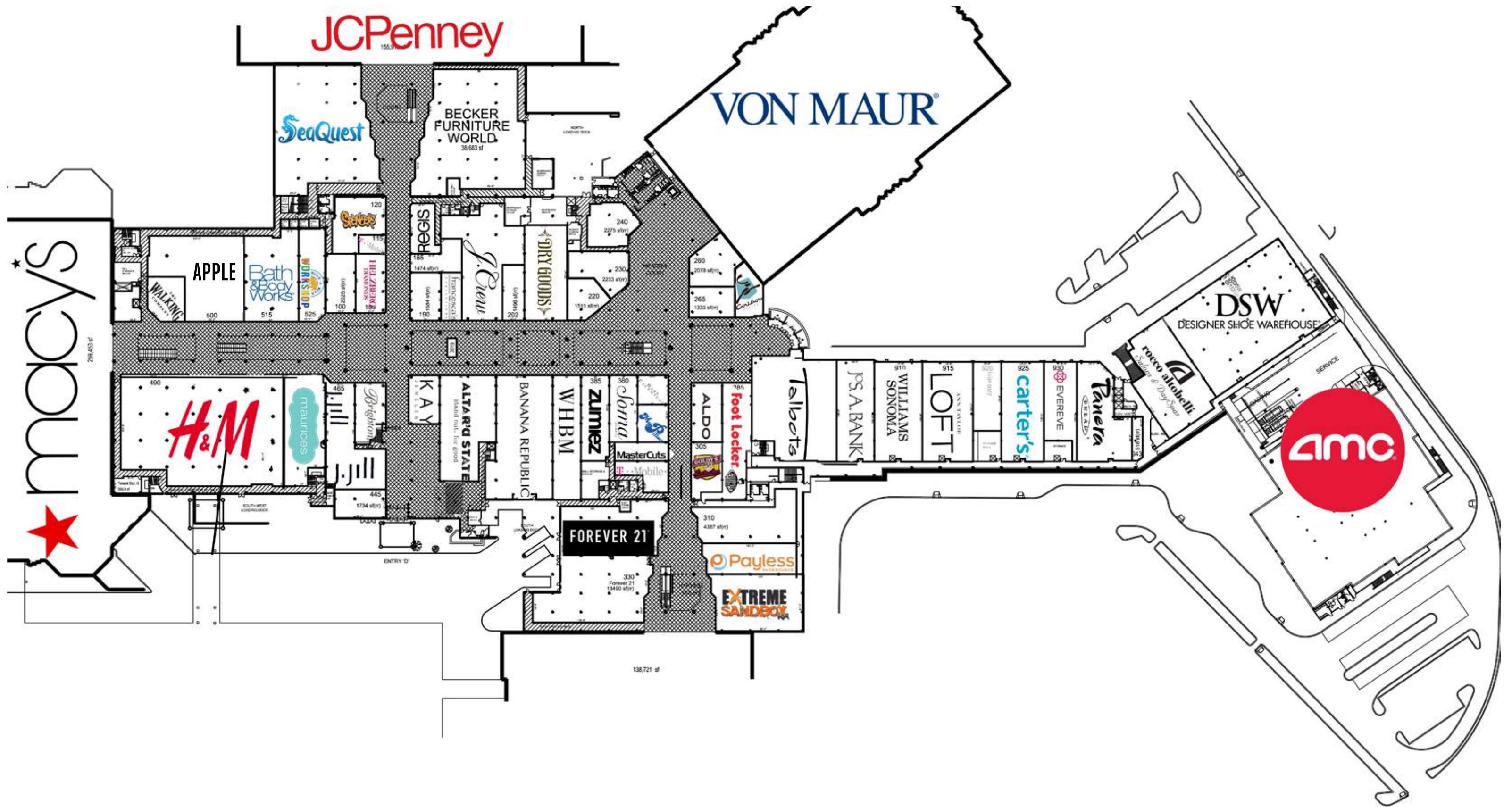
Median Age: **24.3**

Average Household Size: **2.12**

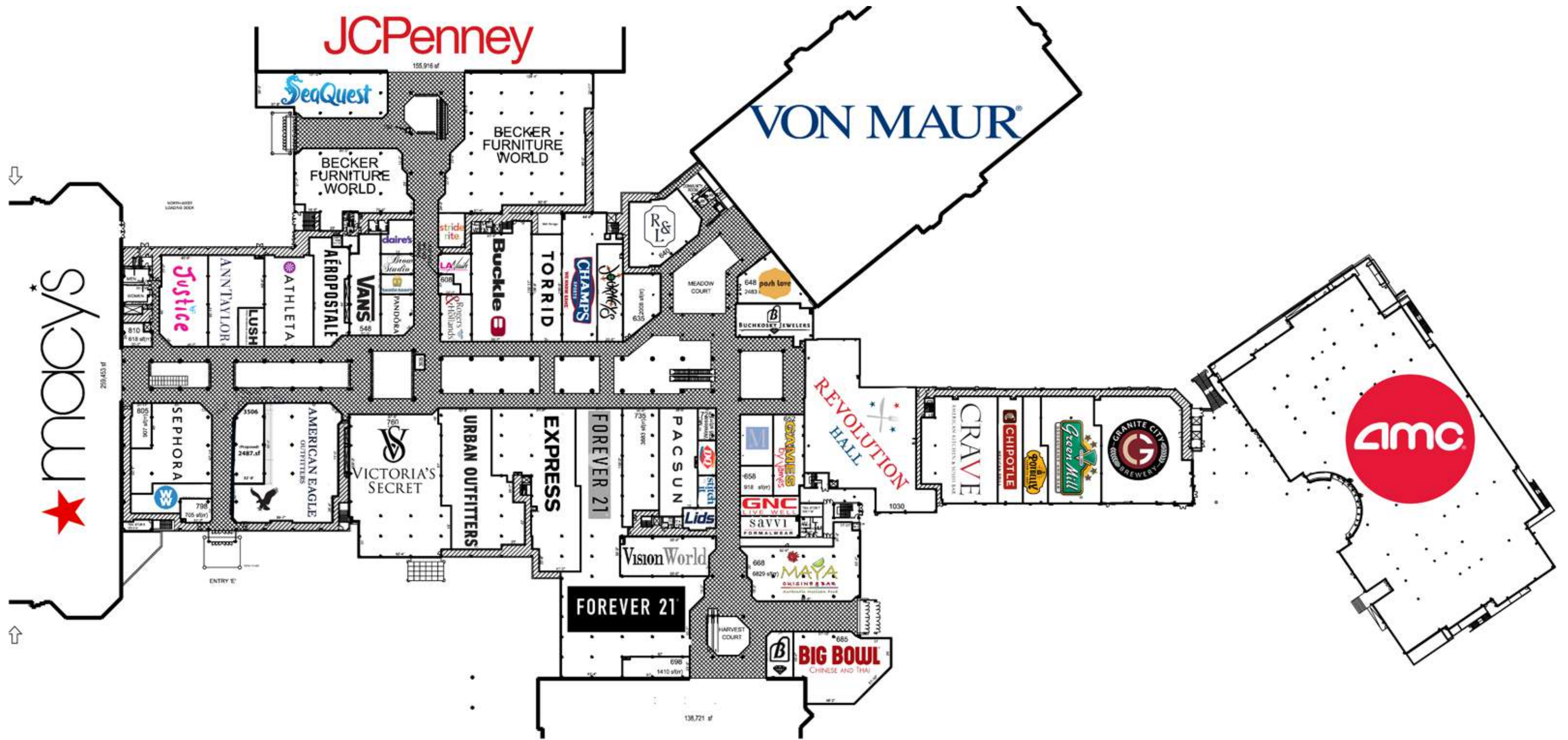
Median Household Income: **\$28,000**

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

Into: **Technology**



Existing Mall Site Plan - Level 1



Existing Mall Site Plan - Level 2



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