



# Crossroads Center

ST. CLOUD, MINNESOTA



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## CHANGING AND GROWING – THAT'S CROSSROADS CENTER

- In 2004 Crossroads Center strengthened its strong presence in the market with an aggressive expansion and renovation. These exciting changes include additional skylights, 700-seat food court, family restrooms, improved traffic flow and parking, streamlined common area and children's soft-play area.
- St. Cloud is located in central Minnesota, approximately 60 miles northwest of the Twin Cities.
- Situated along the Mississippi River, St. Cloud is Minnesota's fastest growing metropolitan area.
- The area's economy is fueled by high technology, industrial, education, medical and retail industries, along with granite, printing, and lens manufacturing industries, which have a long history in St. Cloud.
- Economic diversification has created a strong employment and growth rate for St. Cloud.
- The retail and service industry remains the largest employment category, with St. Cloud ranking third in the state just behind the Twin Cities in a recent census of retail sales.

## KEY SHOPPING FEATURES

- Largest regional shopping center outside the Twin Cities and is the only enclosed mall in the primary market.
- Strong anchors including Macy's, Target, Sears, JCPenney and Scheels.
- Exciting line-up of specialty retailers including Coldwater Creek, J.Jill, Limited, Victoria's Secret, Hot Topic, Gap, The Buckle, Gymboree, PacSun, American Eagle and Hollister, Co.

## ATTRACTIVE DEMOGRAPHICS

- The St. Cloud MSA is growing at a faster rate than the national average.
- 42% of primary trade area residents are between the ages of 25-54.
- 52% of primary trade area households earn over \$50,000 annually.
- 56% of those employed within the trade area are employed in Executive, Management or Administrative occupations.
- 51% of trade area residents have college experience.
- Market includes more than 22,000 college students.



## MALL INFORMATION

### LOCATION

Highway 15 and Division Street

### MARKET

St. Cloud, MN

### DESCRIPTION

Single-level enclosed, regional mall

### ANCHORS

Macy's, JCPenney, Sears, Target, Scheels

TOTAL RETAIL SQUARE FOOTAGE 904,271

PARKING SPACES 4,302

OPENED 1966

EXPANDED 2004

RENOVATED 2004

## TRADE AREA PROFILE

2007 POPULATION 373,077

2012 PROJECTED POPULATION 396,634

2007 HOUSEHOLDS 140,633

2012 PROJECTED HOUSEHOLDS 151,310

2007 MEDIAN AGE 34.7

2007 AVERAGE HH INCOME \$61,621

2012 PROJECTED AVERAGE HH INCOME \$68,600

## 20-MILE RADIUS PROFILE

2007 POPULATION 186,516

2012 PROJECTED POPULATION 200,402

2007 HOUSEHOLDS 69,723

2012 PROJECTED HOUSEHOLDS 76,193

2007 MEDIAN AGE 32.9

2007 AVERAGE HH INCOME \$63,946

2012 PROJECTED AVERAGE HH INCOME \$70,949

## DAYTIME EMPLOYMENT

3-MILE RADIUS 53,064

5-MILE RADIUS 74,564

SOURCE: CLARITAS, INC.