

EDEN PRAIRIE CENTER

EDEN PRAIRIE, MINNESOTA



EXCITING SHOPPING

- Eden Prairie Center features an exciting variety of the most appealing retailers, including LOFT, Coldwater Creek, Chico's, Talbots, Express/Express Men, JoS. A. Bank, Men's Wearhouse, GAP, GapKids, Charlotte Russe, Old Navy, Archiver's and a Scheels concept store.
- Recent retailer announcements include DSW Shoe Warehouse, francesca's collections, Cotton On, Earthbound Trading Company, Sub Zero Ice Cream and Yogurt and Teavana.
- Beautiful Food Court showcases nine quick-serve restaurants and a towering three-story stone fireplace.
- Eden Prairie Center is proud to be home to the first upscale Von Maur department store in Minnesota.
- An entertainment wing features an 18-screen AMC Theatre and IMAX, Barnes & Noble, Wildfire Steaks, Chops & Seafood, Biaggi's Ristorante Italiano and Panera Bread.

IMPRESSIVE AMENITIES

- 1,600-square-foot indoor children's soft play area.
- Family restrooms featuring private nursing suites and baby changing areas.
- Designated "Family First" parking spaces make access to the mall easier for customers.
- Soft seating featuring luxurious leather club chairs and upholstered couches located throughout the mall.

THE CUSTOMERS YOU WANT

- Eden Prairie ranked #3 on Money Magazine's Best Places to Live in 2012 and #1 in 2010. Neighboring community Chanhassen ranked #10 in 2011.
- Average household income within 3 miles is \$110,058, compared to the Minneapolis metro average of \$81,232 and the U.S. average of \$69,637.
- Trade area households earning \$75,000 or more are projected to increase 9.2% over the next five years.
- Population during the next five years in the trade area is expected to grow by 5.2%, which is 60% greater than the U.S. average growth rate of 3.3%.
- In 2013, the total employment within a 5-mile radius was 161,575 workers.
- Nearly 48% of the trade area residents age 25 and older have earned at least a Bachelor's Degree.

TOP 3 PERFORMING CATEGORIES

- Food Court & specialty food, women's accessories & specialty and personal services.

MALL INFORMATION

LOCATION: I-494 and Flying Cloud Drive

MARKET: Minneapolis / St. Paul

DESCRIPTION: Two-level, enclosed, super-regional center

ANCHORS: jcpenney, Von Maur, Kohl's, Target, Sears and AMC 18 Theatre

TOTAL RETAIL SQUARE FOOTAGE: 1,135,549

PARKING SPACES: 5,300

OPENED: 1976

EXPANDED/RENOVATED: 2001

TRAFFIC: Average of 12 million visitors per year

PERIPHERAL LAND USE: Retail, bank, daycare, restaurant, strip center

TRADE AREA PROFILE

2013 POPULATION 387,692

2018 PROJECTED POPULATION 407,720

2013 HOUSEHOLDS 149,264

2018 PROJECTED HOUSEHOLDS 157,356

2013 MEDIAN AGE 38.4

2013 AVERAGE HOUSEHOLD INCOME \$104,095

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$108,343

5 - MILE RADIUS

2013 POPULATION 146,007

2018 PROJECTED POPULATION 152,512

2013 HOUSEHOLDS 61,881

2018 PROJECTED HOUSEHOLDS 64,890

2013 MEDIAN AGE 42.0

2013 AVERAGE HOUSEHOLD INCOME \$107,355

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$106,550

DAYTIME EMPLOYMENT

3 - MILE RADIUS 63,838

5 - MILE RADIUS 161,575

Source: Nielsen

