



MALL OF AMERICA<sup>®</sup>  
always new

SPECIALTY LEASING PROGRAM

# LET US BE YOUR PARTNER...

...by extending and increasing brand awareness locally, regionally, nationally and globally to over 40 million annual visitors

Mall of America® is the **#1 shopping destination** in the Minneapolis/St. Paul market for attracting shoppers with the **highest household incomes**, as well as the **#1 retail and entertainment destination in the country**. Plus, **no tax** on clothing and shoes.

ANNUAL VISITS	Over 40 million
ANNUAL MALL SALES	Over \$1 billion
SALES PER SQUARE FOOT	\$718
PUBLIC RELATIONS	Over \$400 million in free publicity annually

OVER  
**\$1 BILLION**  
ANNUAL SALES



# \$718

SALES PER SQUARE FOOT



# LOCAL DEMOGRAPHICS

## MINNEAPOLIS/ST. PAUL MARKET DMA

Total Population (18+) 3,551,036  
 Total Households 1,910,700  
 Median Household Income \$74,200  
 Source: Simmons Local

Adults 25-54 1,871,200  
 Source: 2018 The Nielsen Company (U.S.)

## 35 MILE RADIUS

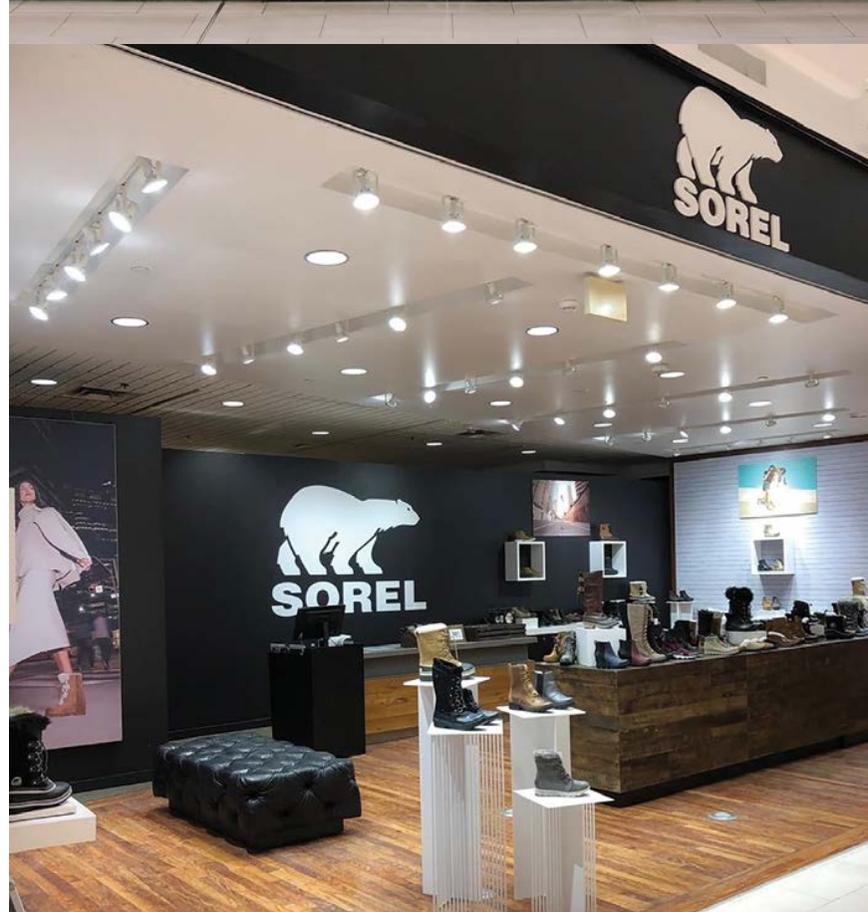
Total Population 2,953,610  
 Total Households 1,165,929  
 Average Household Income **\$104,319**

Source: August Partners Geo-Fencing Study 2018

# \$104,319

## AVERAGE HHI 35 MILE RADIUS

Source: August Partners Geo-Fencing Study 2018



# PROFITABLE DEMOGRAPHICS

- 78% of affluent shoppers choose Mall of America® to make their luxury purchases
- 42% of guests' primary reason to visit MOA is the unique mix and/or higher end & luxury brands

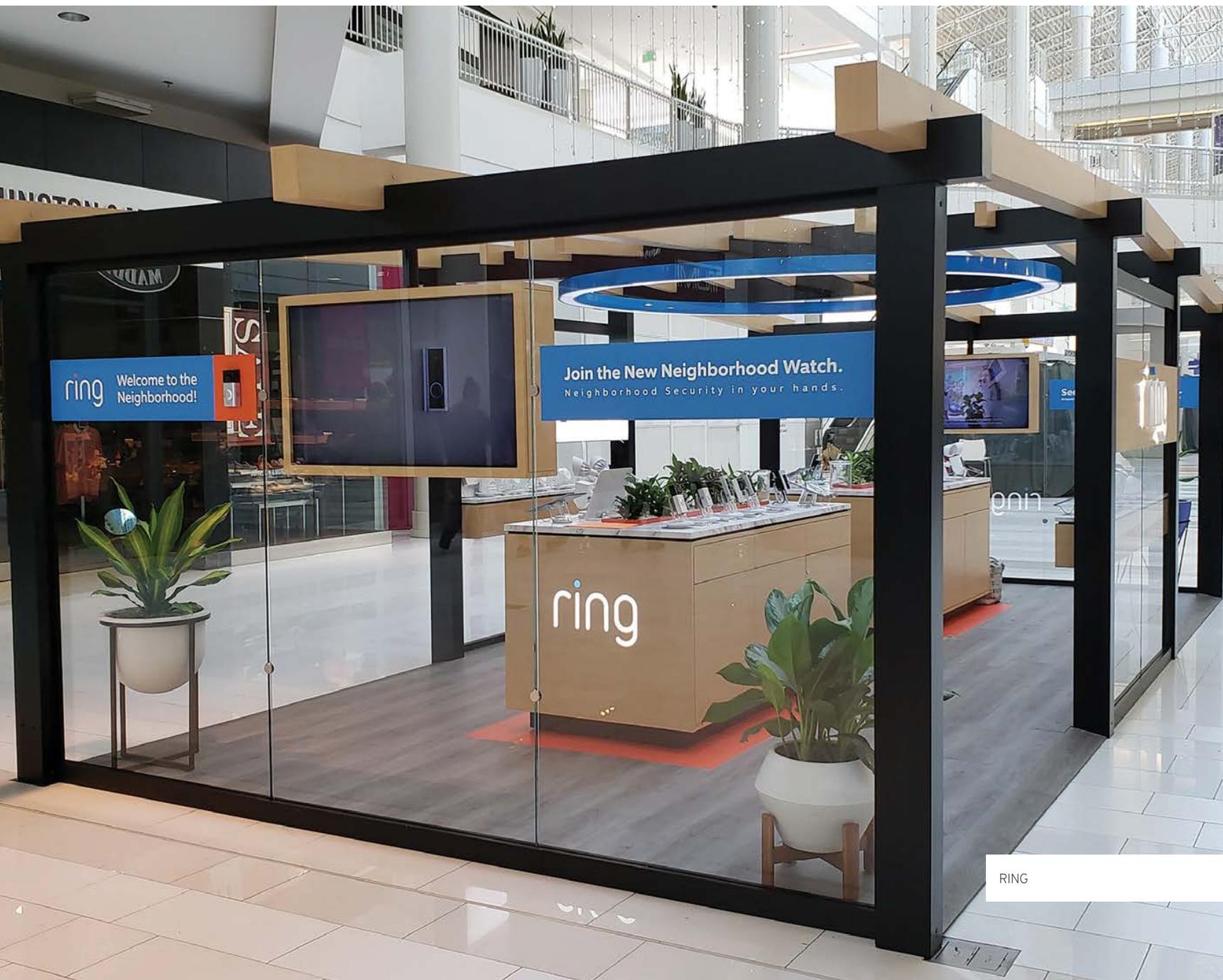
Source: Future Brand Research, Ogilvy Red

# HHI \$100k -250k+

MOA® HAS THE LARGEST NUMBER OF THE MOST PROFITABLE DEMOGRAPHICS IN THE MSP MARKET

Source: Star Tribune Scarborough Research 2019





RING

# MALL OF AMERICA® EIGHTEEN STATE TRADE AREA

## DAY TRIP MARKET (50-100 MILES)

Total Population	450,978
Total Households	1,283,517
Average Household Income	\$69,330
Adults 25-54	169,157
Children (ages 0-17)	102,626

## DRIVE MARKET (150-500 MILES)

Total Population	46,341,356
Total Households	14,537,192
Adults 25-54	10,606,513
Children (ages 0-17)	6,207,104

## FLY MARKET (500-1000 MILES)

Total Population	99,105,870
Total Households	56,784,139
Adults 25-54	39,912,453
Children (ages 0-17)	23,170,678

Source: Claritas, March 2018

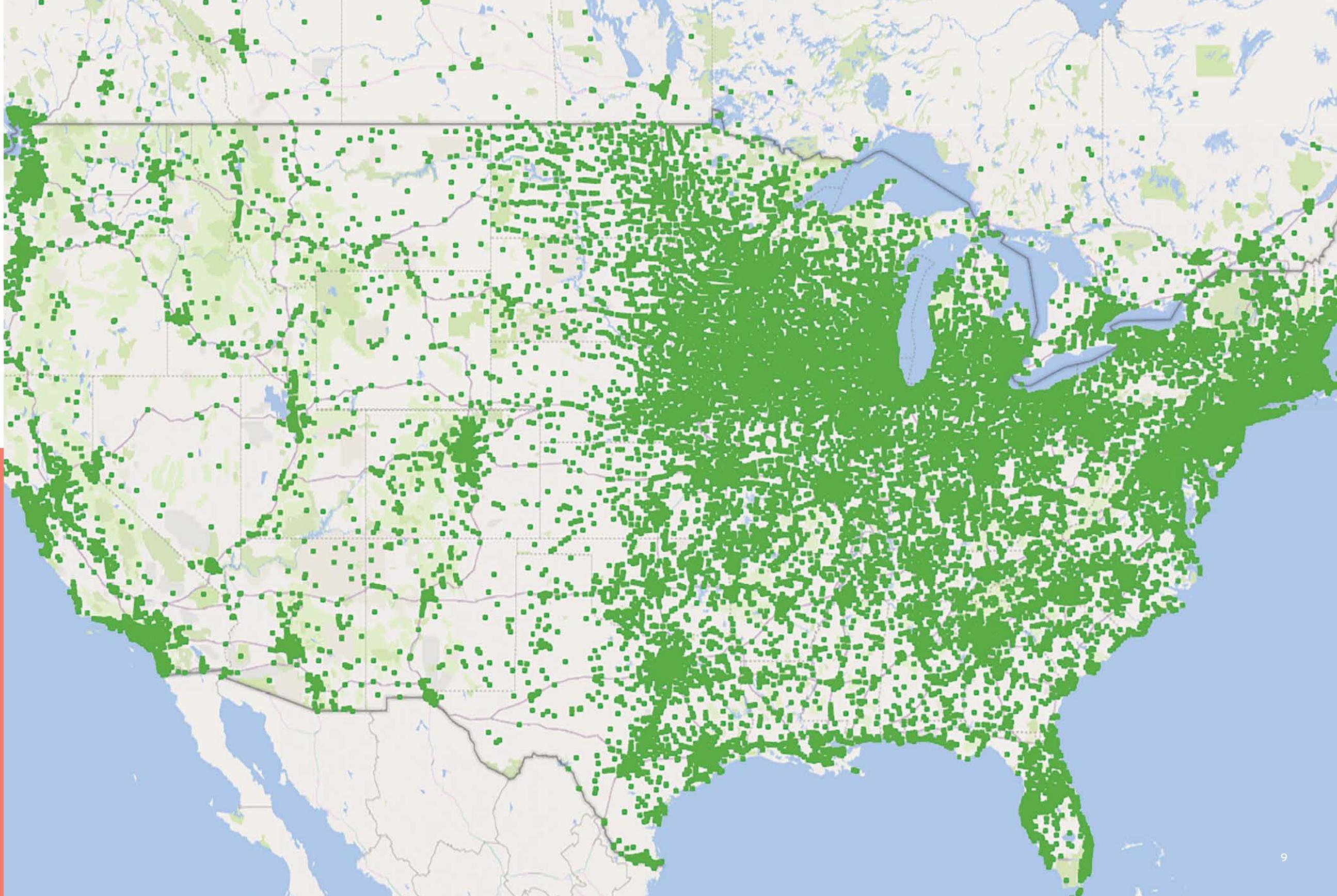
# U.S.A. VISITOR MAP

## ZIP CODE ANALYSIS

Represents shoppers who **visited** from across the USA during 2019, based on WiFi analytics.

## 18 STATE TRADE AREA

- |           |              |          |
|-----------|--------------|----------|
| Minnesota | Illinois     | Michigan |
| Wisconsin | Ohio         | Indiana  |
| Kentucky  | Tennessee    | Arkansas |
| Iowa      | South Dakota | Kansas   |
| Missouri  | North Dakota | Nebraska |
| Colorado  | Pennsylvania | Oklahoma |



OVER  
**46M**  
NUMBER OF SHOPPERS  
WHO LIVE WITHIN A  
DAY'S DRIVE



# INTERNATIONAL TOURISM

- About **40%** of visitors to Mall of America® are tourists – people who live outside the 150-mile radius of Minneapolis/St. Paul
- Nearly **10%** of visitors are from outside the United States
- International tourists spend **two-and-a-half times** more than local residents
- Mall of America offers nearly **90 travel packages** from **38 countries** on **5 continents** represented on this map
- **Over 40** Bloomington hotels offer **free shuttle service** to and from Minneapolis/St. Paul International Airport and Mall of America

Source: Ogilvy Red

## KEY INTERNATIONAL MARKETS:

Australia	Finland	Italy	Singapore
Argentina	France	Japan	Spain
Austria	Germany	Korea	Sweden
Brazil	Great Britain	Malaysia	Switzerland
Canada	Hong Kong	Mexico	Taiwan
China	Iceland	Netherlands	United States
Czech Republic	India	Norway	
Denmark	Ireland	Philippines	

NEARLY  
**90**  
TRAVEL PACKAGES FROM

**38**  
COUNTRIES ON

**5**  
CONTINENTS

40% OF TOTAL VISITS TO MOA® ARE FROM THE TOURIST CONSUMER;  
OVER **16.8 MILLION** ANNUAL VISITS

Source: Ogilvy Red

# INTERNATIONAL TOURISM

Mall of America® participates in **over 70 major travel + trade shows** annually.

## COUNTRIES PARTICIPATING IN MALL OF AMERICA TOUR OPERATOR PROGRAM:

Argentina	Great Britain	Scotland
Austria	Iceland	Singapore
Brazil	India	Slovakia
Canada	Ireland	Spain
China	Italy	Sweden
Czech Republic	Japan	Taiwan
Denmark	Korea	Thailand
Finland	Mexico	United States
France	Norway	
Germany	Philippines	

**#1 SHOPPING DESTINATION IN THE U.S.**

*Travel + Leisure, U.S.A. Today, Time Magazine*

# TOURISM

The Tourist customer accounts for **50% of total sales**.  
Mall of America® has a Welcome Video available in 5 languages (Chinese, Japanese, German, Portuguese & Spanish) & a website available in those languages as well as in French.

## MINNEAPOLIS-ST. PAUL INTERNATIONAL AIRPORT

- **17th busiest** in the U.S.
- **Over 38 million** passengers annually
- One of 5 **major airline hubs** in the country
- **163 non-stop markets** (136 domestic & 27 international non-stop)
- **Over 1100 flights daily**

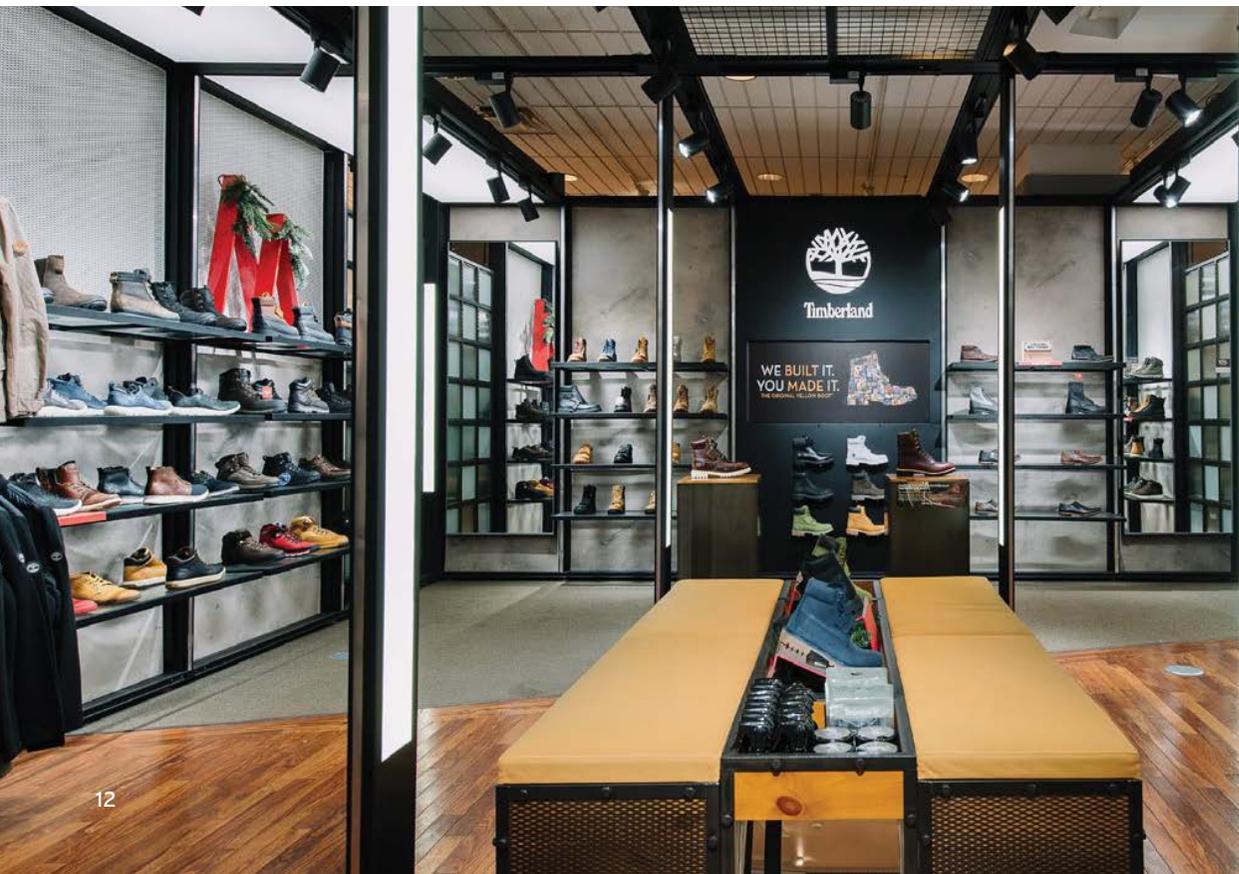
*Source: mspairport.com*

## MSP RANKED

**#1 NORTH AMERICAN AIRPORT**

FOR EFFICIENCY EXCELLENCE IN ITS SIZE CATEGORY

*Airports Council International, 2019*



# SOCIAL MEDIA CONNECTIVITY

MALL OF AMERICA® IS THE LEADER IN MALL PROPERTY SOCIAL MEDIA

 <p>/MALLOFAMERICA 548,000+ FOLLOWERS</p>	<p>MOA® SOCIAL MEDIA STATS</p>	<p>1 POST/ INTERACTION PER MINUTE PER DAY</p>
<p>ENGAGE IN <b>60,000+</b> TEX/WEB CHAT CONVERSATIONS WITH GUESTS PER YEAR</p>	<p>OVER <b>855,000 FANS</b> ACROSS ALL MOA® SOCIAL ACCOUNTS</p>	 <p>@MALLOFAMERICA <b>86,000+</b> FOLLOWERS</p>
<p><b>100 MILLION</b> PER MONTH SOCIAL REACH OF MOA®</p>	<p>AVERAGE RESPONSE TIME IS <b>75 SECONDS</b></p>	 <p>@MALLOFAMERICA <b>67,000+</b> FOLLOWERS</p>



## SQUARE FOOTAGE ALLOCATION

**67%**  
RETAIL

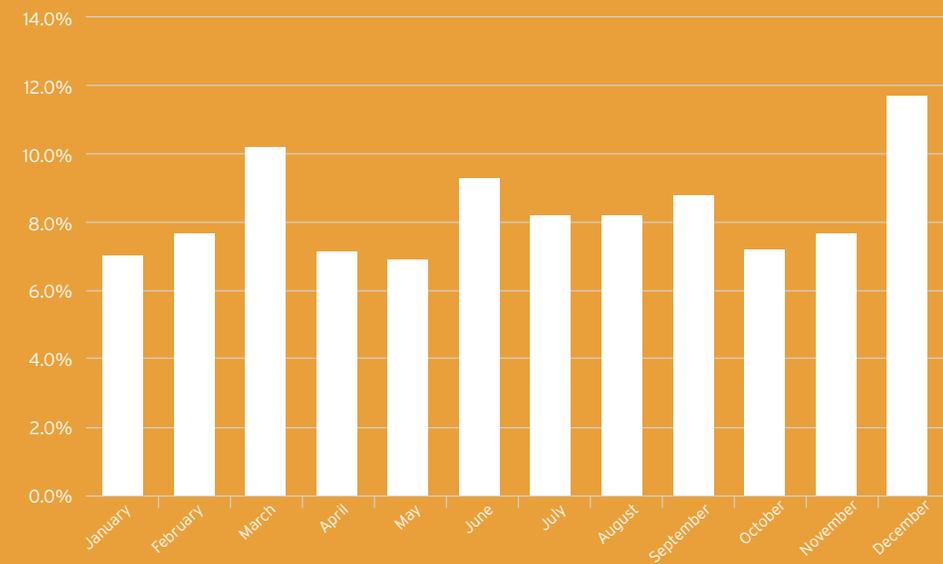
**23.6%**  
ENTERTAINMENT/ATTRACTIONS

**9.4%**  
FOOD & BEVERAGE

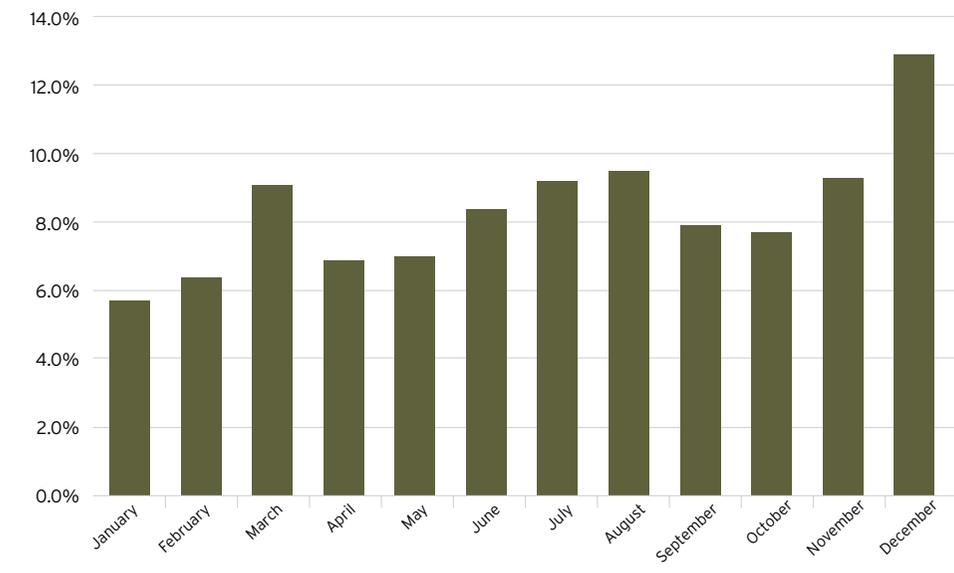
(Based on square footage of stores)

# RETAIL TRAFFIC & SALES

## 2019 TRAFFIC BY MONTH

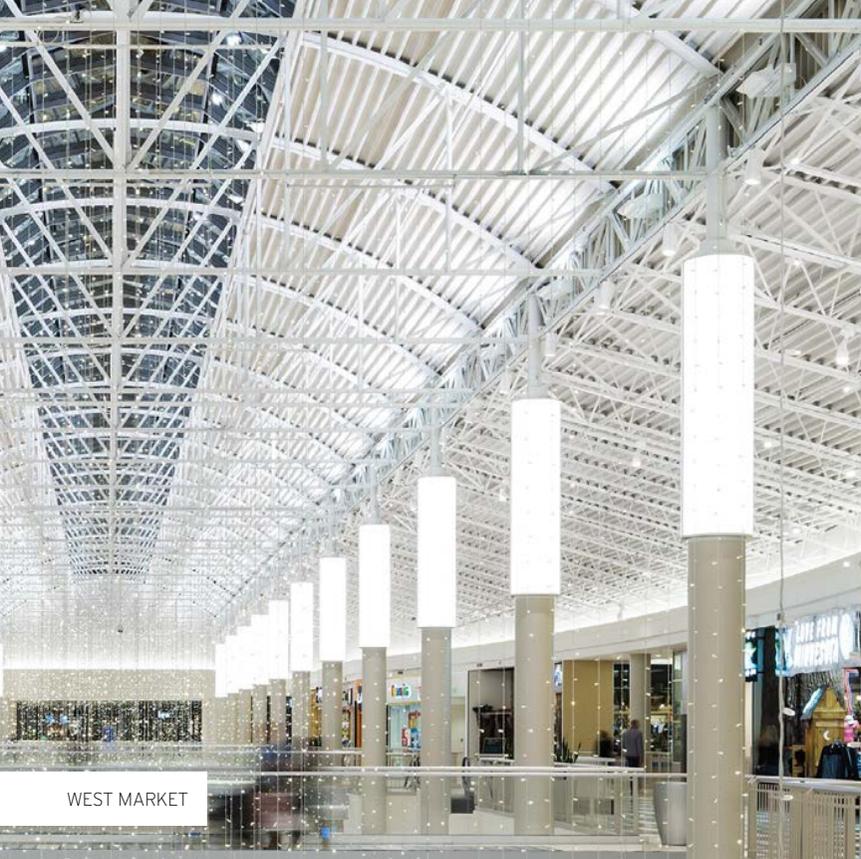


## 2019 SALES BY MONTH





EAST BROADWAY



WEST MARKET

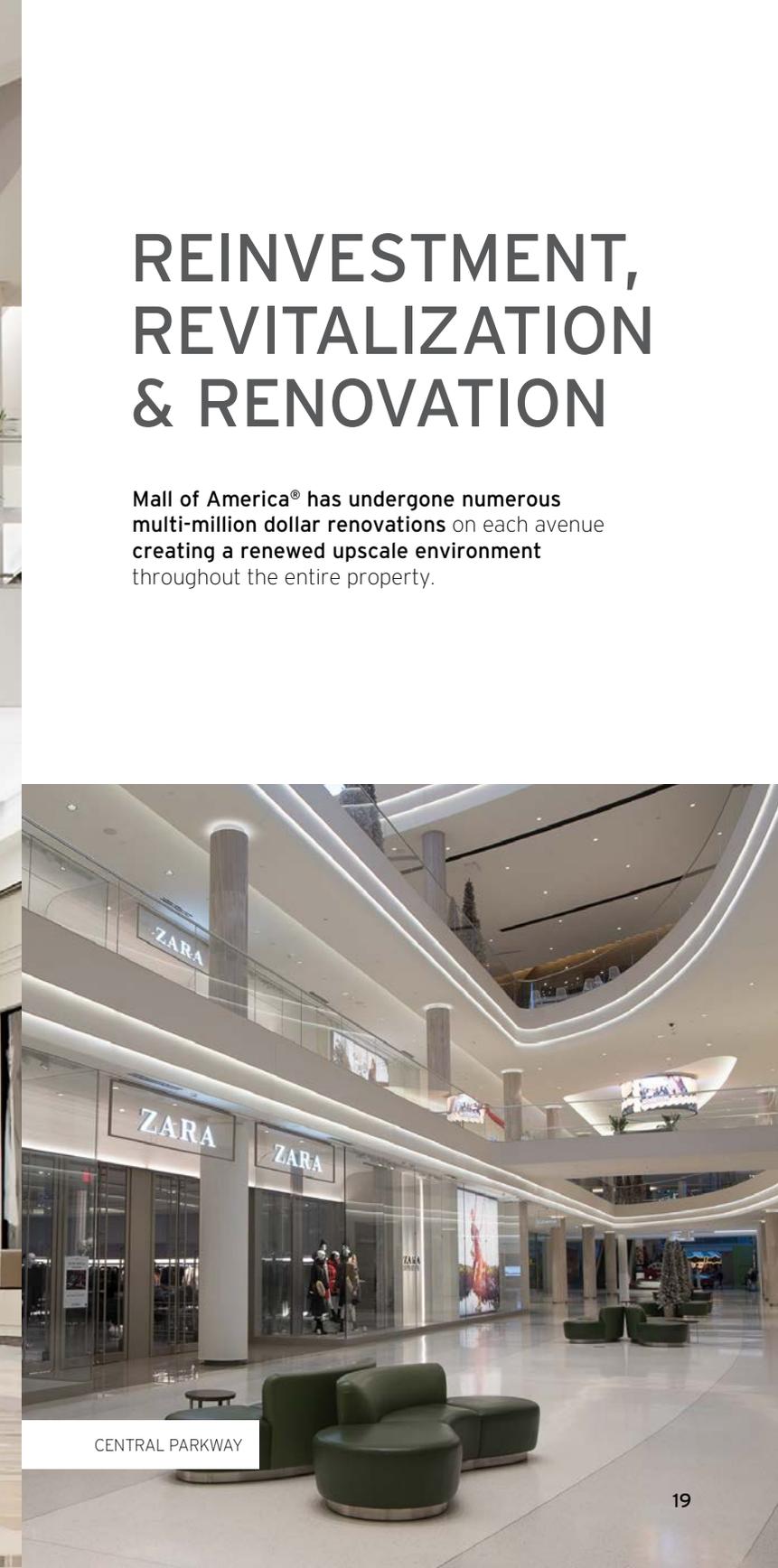
MALL OF AMERICA®  
HAS SPENT OVER

# \$500M

IN RENOVATIONS & ADDITIONS  
TO THE PROPERTY OVER  
THE LAST 8 YEARS



SOUTH AVENUE



CENTRAL PARKWAY

## REINVESTMENT, REVITALIZATION & RENOVATION

Mall of America® has undergone numerous multi-million dollar renovations on each avenue creating a renewed upscale environment throughout the entire property.



ARITZIA



CANADA GOOSE

## MOA® REMIX

# FIRST TO MARKET

Mall of America® is the **premier retail entry point** for the Minneapolis/St. Paul market & region for retailers **extending their brand.**

**Over 100 MOA® retailers have been "first to market"** in debuting their brands including Nordstrom, Apple, Canada Goose, Aritzia, Zara, Burberry, Hugo Boss, Nike, Indochino, Fabletics & Kendra Scott just to name a few!

OVER **100** MOA® RETAILERS HAVE BEEN "FIRST TO MARKET" IN DEBUTING THEIR BRAND



CHANEL BOUTIQUE @ NORDSTROM



ARC'TERYX



KENDRA SCOTT



FREE PEOPLE



HUGO BOSS



CLUB MONACO



PRADA BOUTIQUE @ NORDSTROM



ZARA



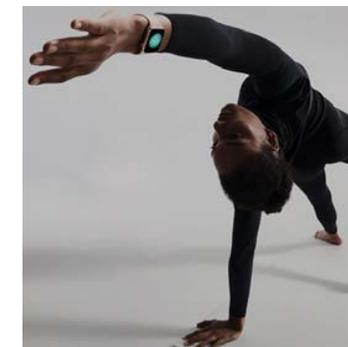
DIOR BOUTIQUE @ NORDSTROM



TUMI



MORPHE



APPLE FLAGSHIP



ANTHROPOLOGIE

# MOA® REMIX



EYEBOS



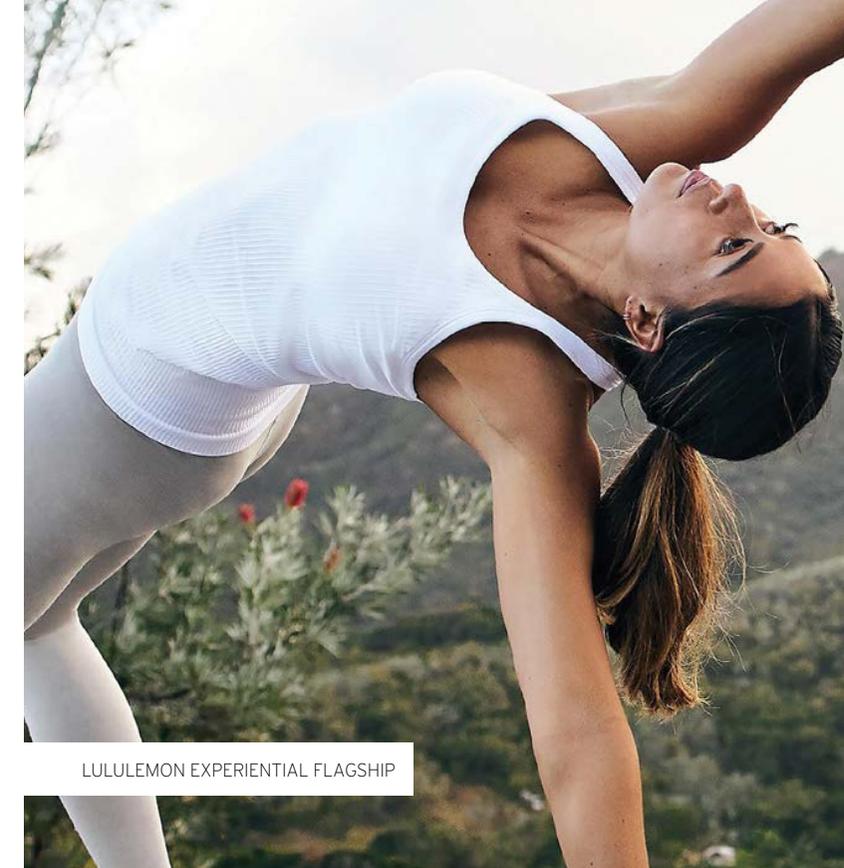
BRUNELLO CUCINELLI BOUTIQUE @ NORDSTROM



CARHARTT



ALTAR'D STATE



LULULEMON EXPERIENTIAL FLAGSHIP



MADEWELL



GUCCI BOUTIQUE @ NORDSTROM



NESPRESSO



UGG



NIKE



TIMBERLAND



THE NORTH FACE



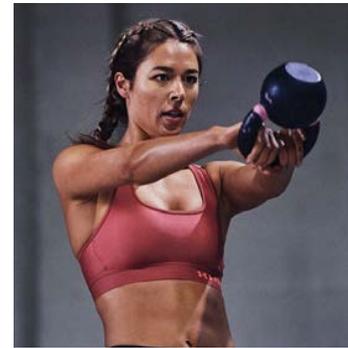
HAMMER MADE



BURBERRY



MICROSOFT



UNDER ARMOUR

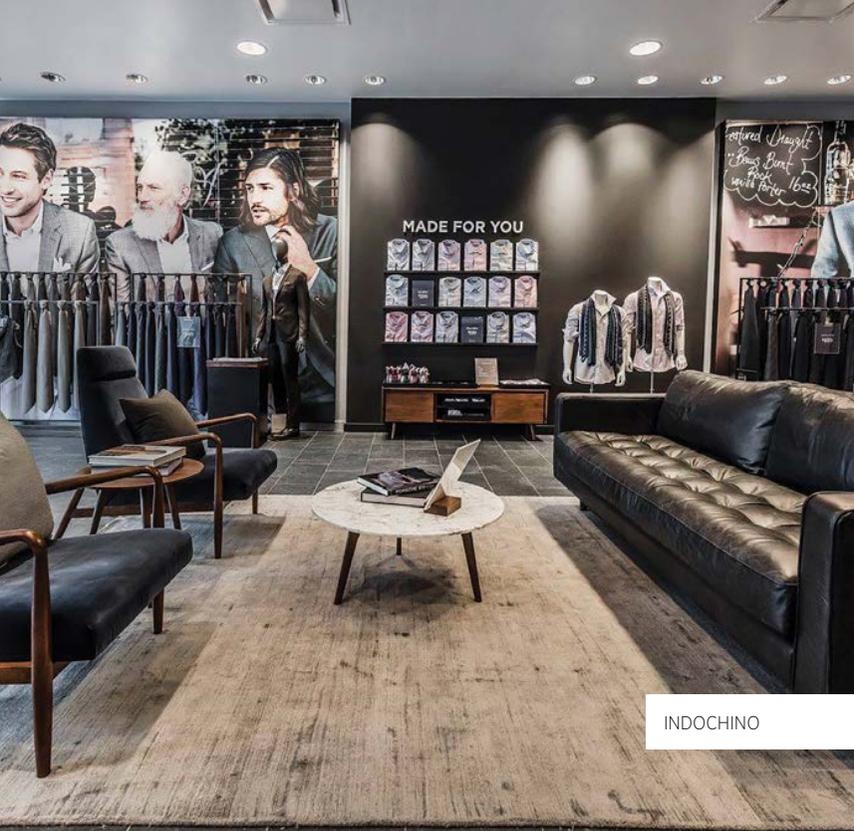


DR. MARTENS

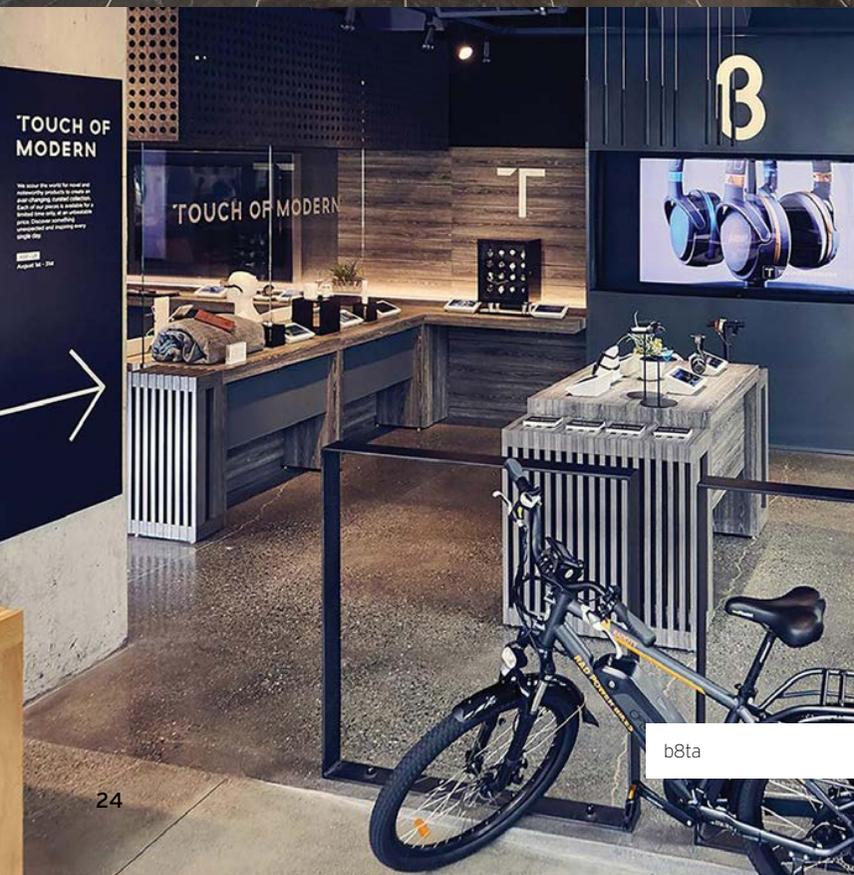
# 99%

UNIVERSAL AWARENESS RATING OF THE BRAND MALL OF AMERICA®

Source: Ogilvy Red



INDOCHINO



b8ta

## MOA® REMIX

# THE OMNI-CHANNEL EXPERIENCE

"It doesn't matter where customers are actually making purchases, be it in store, online or on their phones. He plans to **keep opening stores, thanks to the consistent flow of customer interaction and insight that comes with them;** they've changed how the company designs its monthly collections, improves upon existing designs and drives education about the brand's model."

-Gregg Throgmartin  
President, Fabletics

MALL OF AMERICA® IS THE  
**ULTIMATE GLOBAL PLATFORM**  
FOR ACTIVATING AN  
OMNI-CHANNEL EXPERIENCE

# OMNI-CHANNEL TENANTS AND EXPERIENCES THAT HAVE OPENED AT MOA®



AMAZON 4-STAR  
OPENING 2020



CASPER



FABLETICS



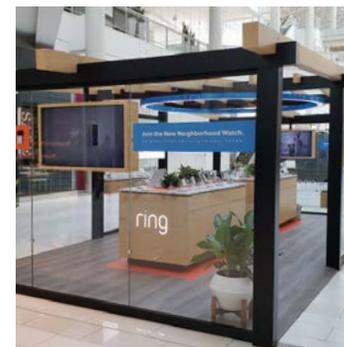
UNTUCKIT



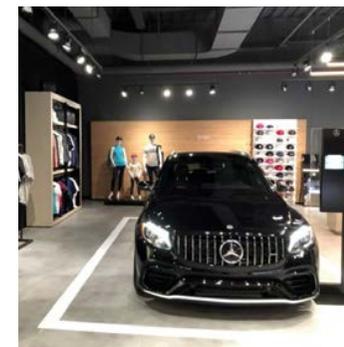
PELOTON



CAPITAL ONE CAFÉ  
OPENING 2021



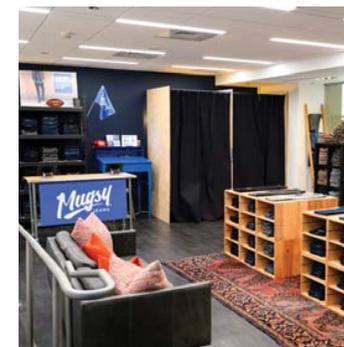
RING



MERCEDES BENZ POP UP



CANDYTOPIA



MUGSY JEANS POP UP  
OPENING 2020



# ENTERTAINMENT

Located in the center of Mall of America®, Nickelodeon Universe® features **seven acres of unique entertainment**, with nearly **30 rides and attractions** for guests of all ages and courage levels!



## MARKETING, PUBLIC RELATIONS, EVENTS & COMMUNITY INITIATIVES 2019 HIGHLIGHTS

- Over **400 events** hosted annually from celebrity appearances & book signings, notable chefs and sports exhibitions to major Holiday initiatives and Toddler Tuesday
- Community Relations initiatives raised over **\$16 million**
- Garnered over **\$400 million in free publicity**



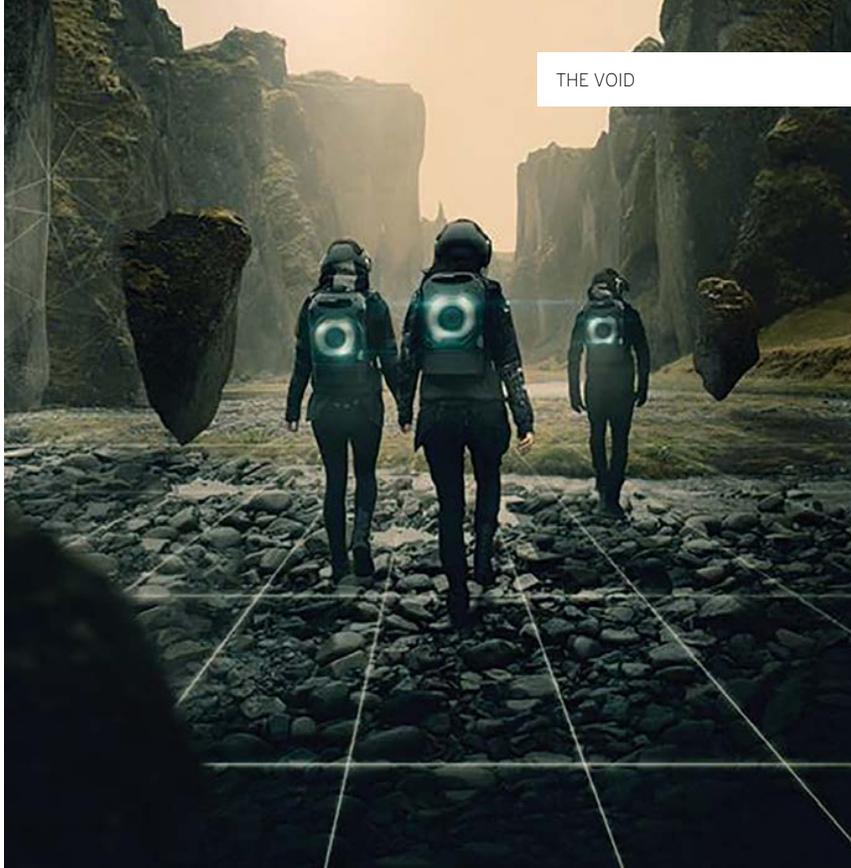
# 100

PLACES TO TAKE YOUR  
KIDS BEFORE THEY  
GROW UP

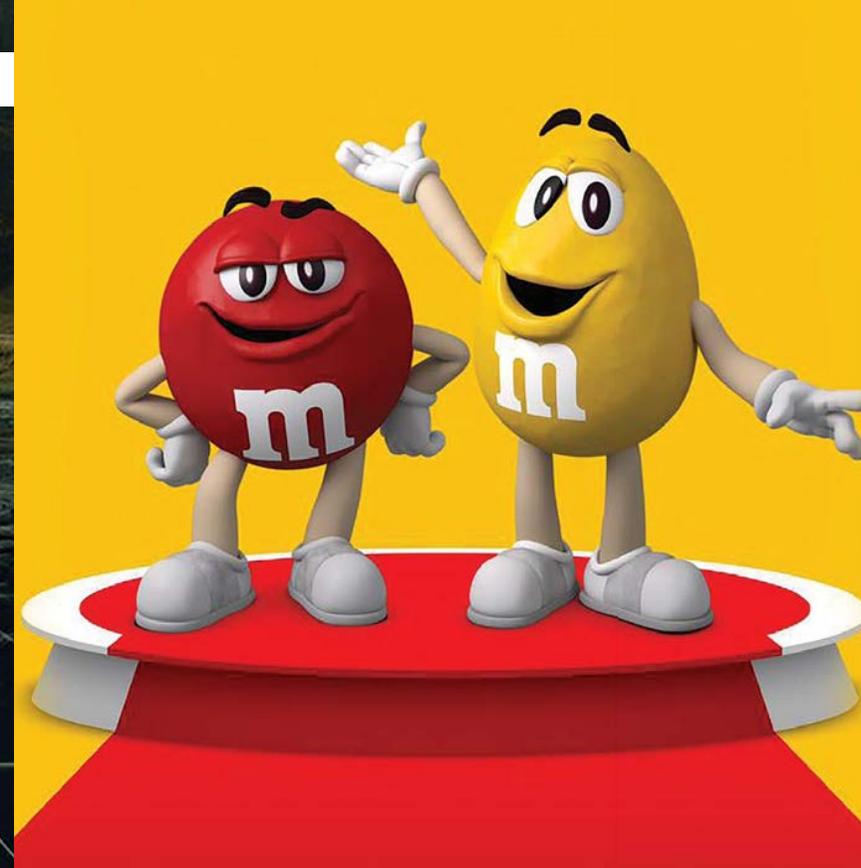
*Frommer's*

# ENTERTAINMENT

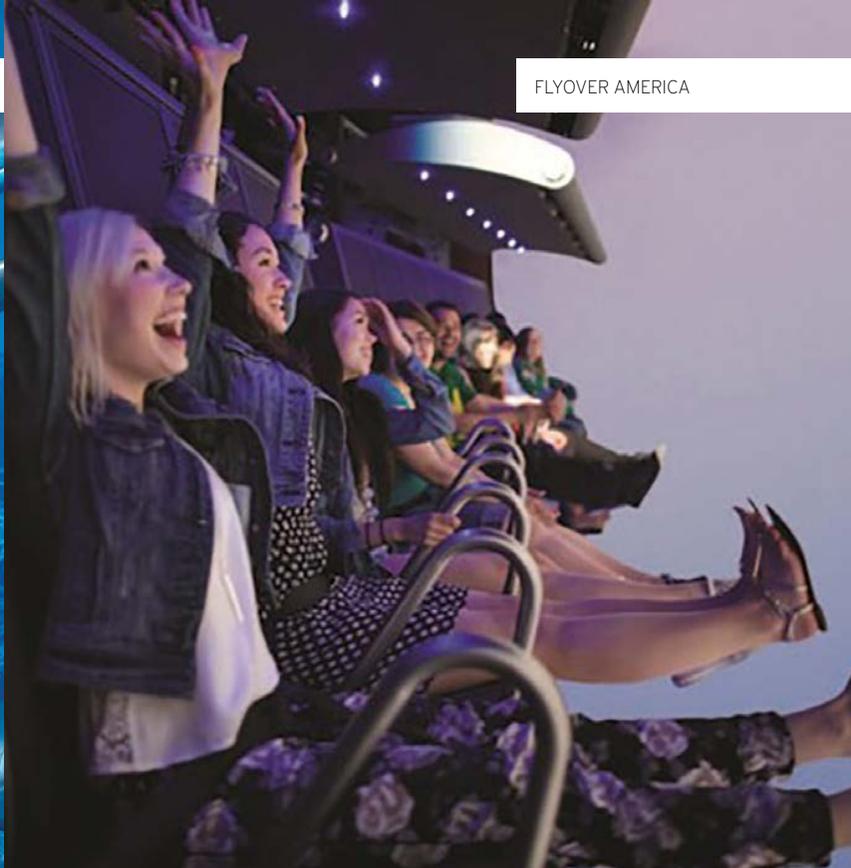
- NICKELODEON UNIVERSE®
- SEA LIFE® MINNESOTA AQUARIUM
- CMX, THE VIP CINEMA EXPERIENCE
- THE LEGO® STORE
- CRAYOLA EXPERIENCE
- FLYOVER AMERICA
- BUILD-A-BEAR WORKSHOP®
- MOOSE MOUNTAIN ADVENTURE GOLF
- XD RIDE
- M&M'S WORLD (OPENING 2020)
- THE VOID
- MATRIX TECHNOLOGY
- THE ESCAPE GAME
- GAMEWORKS
- AMAZING MIRROR MAZE
- XSCAPE
- ROCK OF AGES
- BLACKLIGHT MINIGOLF
- RICK BRONSON'S HOUSE OF COMEDY



THE VOID



SEA LIFE® MINNESOTA AQUARIUM



FLYOVER AMERICA



THE ESCAPE GAME



THIRD DEGREE HEAT



BAGGALINI BY TRAVEL STYLE LUGGAGE



# SPECIALTY LEASING FINANCIAL PROGRAM

## CART

### BASE RENT

Base rent ranges from \$2,500 - \$9,000 per month depending upon time of the year:

January through June	\$2,500 - \$3,900 per month
July and August	\$4,500 - \$5,900 per month
September and October	\$3,000 - \$3,900 per month
November and December	\$6,000 - \$9,900 per month

### OVERAGE RENT

In addition to base rent, 18% of all sales that exceed the monthly breakpoint will be due 10 days after the end of each month in the form of overage rent.

Example:

Assumption: base rent is \$2,500 per month

• \$2,500 (base rent) ÷ .18 (18%) = \$13,888  
This is known as the natural breakpoint.

• If sales for the month are \$15,000, the computation to figure the amount of overage rent owed is below.

• \$15,000 (Sales) - \$13,888 (breakpoint) = \$1,112

• \$1,112 X .18 = \$200  
This is the amount of overage rent owed.

### Visual Design & Approval Fee \$500

A one time, non-refundable charge for retail consultation, fixture design, review and primary signage. Visual merchandising assistance and set up along with additional signage are available for an additional cost.

### Security Deposit \$2,500

Fee is refundable when tenant vacates the Mall if the tenant has fulfilled all Lease term conditions and obligations.

## INLINE

### BASE RENT

Base rent ranges from \$7,000 - \$28,000 per month depending upon location and time of year. Rent is determined based upon square footage, term of the Lease Agreement, assortment of products as well as the location of the space within the Mall.

### OVERAGE RENT

In addition to base rent, 18% of all sales that exceed the monthly breakpoint will be due 10 days after the end of each month in the form of overage rent.

Example:

Assumption: base rent is \$7,000 per month

• \$7,000 (base rent) ÷ .18 (18%) = \$38,888  
This is known as the natural breakpoint.

• If sales for the month are \$40,000, the computation to figure the amount of overage rent owed is below.

• \$40,000 (Sales) - \$38,888 (breakpoint) = \$1,112

• \$1,112 X .18 = \$200  
This is the amount of overage rent owed.

### Visual Design & Approval Fee \$6,000-\$12,000

A one time, non-refundable charge for retail consultation, fixture design & construction, primary signage, visual merchandising assistance and set up. The landlord has fixture resources that may be utilized based upon availability.

### Security Deposit: One Month's Rent

Fee is refundable when tenant vacates the Mall if the tenant has fulfilled all Lease term conditions and obligations.



# SPECIALTY LEASING OPTIONS

## CART

Grouped in courtyard areas and along Mall avenues, 7' x 4' carts are utilized by retailers to sell everything from engraved key chains to electronics. Nowhere else will you find cart operators showcased with as much style and emphasis.

**Leasing Agreement:** 3 months to 1 year

## TEMPORARY INLINE

Taking advantage of temporary vacancies, inline opportunities provide a broad range of space options from approximately 500 to 10,000 square feet (depending on availability). All temporary inlines are delivered with blank walls and basic floor coverings, ready for you to implement your unique product and style.

**Leasing Agreement:** 1 year

## KIOSK

This unique opportunity allows for a tenant custom designed kiosk, in a select or creative location, showcasing the tenant's distinctive personality. All designs require approval by Mall Management as well as an agreed upon location.

Kiosk opportunities are limited, rates and design fees are available upon request.

**Leasing Agreement:** 6 months to 1 year



# MOA® @ A GLANCE

## MALL OF AMERICA®

Annual Visits	Over 40 million
Annual Mall Sales	Over \$1 billion
Sales Per Square Foot	\$718
Public Relations	Over \$400 million in free publicity

## CUSTOMER BASE

Local	60%
Tourist	40%
Average Spend per Visit	\$316
Average Length of Stay	4 hours
International Tourists Spend	2 1/2 times more than local residents

## LEASING

Gross Building Area	5.689 million square feet
Gross Leasable Retail Space	2.869 million square feet
Total Dept Store GLA	693,000 square feet
Total Small Shop GLA	2.140 million square feet
Total Hotel GLA	690,000 square feet



# SPECIALTY LEASING PROGRAM CONTACTS

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®