



MALL OF AMERICA®  
always new

SPECIALTY LEASING PROGRAM



# DRAPER JAMES



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 32 million
ANNUAL MALL SALES	Over \$1 billion
SALES PER SQUARE FOOT	\$743
PUBLIC RELATIONS	Over \$400 million in free publicity annually

# OVER \$1 BILLION ANNUAL SALES

# TOOTH & NAIL



# GH LAB



# \$743 SALES PER SQUARE FOOT

# PADDLE NORTH







CANADA GOOSE



WATCHES OF SWITZERLAND

## 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 150 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 **150**  
MOA® RETAILERS HAVE  
BEEN "FIRST TO MARKET"  
IN DEBUTING THEIR BRAND



CHANEL BOUTIQUE @ NORDSTROM



ARC'TERYX



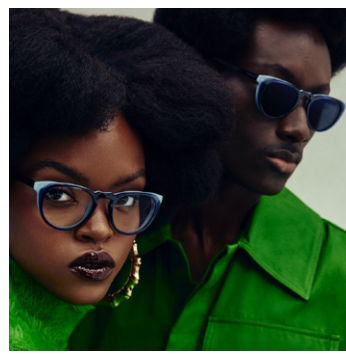
HUGO BOSS



BURBERRY



ARITZIA



WARBY PARKER



PRADA BOUTIQUE @ NORDSTROM



ZARA



DIOR BOUTIQUE @ NORDSTROM



THERABODY



MOOSE KNUCKLES



BLUE NILE





BRUNELLO CUCINELLI BOUTIQUE @ NORDSTROM

# MOA® REMIX



CHANEL BEAUTY



PURPLE



PELTON



NIKE



LULULEMON EXPERIENTIAL FLAGSHIP



KENDRA SCOTT



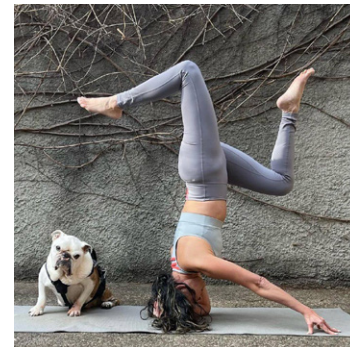
GUCCI BOUTIQUE @ NORDSTROM



TRAVISMATHEW



ANTHROPOLOGIE



FABLETICS



UGG



PYSCHO BUNNY



LIP LAB



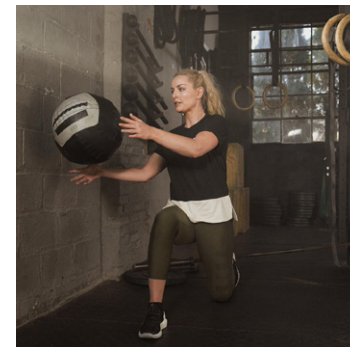
NESPRESSO



INDOCHINO



UPWEST



UNDER ARMOUR

# 99%

UNIVERSAL AWARENESS RATING OF THE BRAND MALL OF AMERICA®

Source: Ogilvy Red





APPLE FLAGSHIP



CLUB MONACO



CASPER



PACSUN KIDS



DR. MARTENS



L'OCCITANE



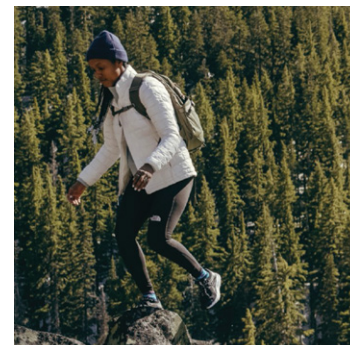
ARULA



TUMI



DRAPER JAMES

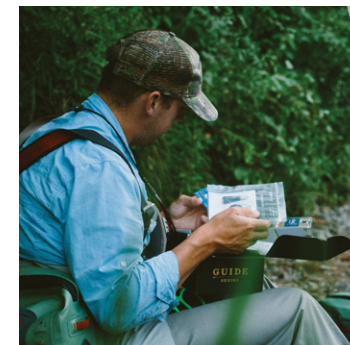


THE NORTH FACE

MOA® REMIX



RIDEMAKERZ



CATCH CO.



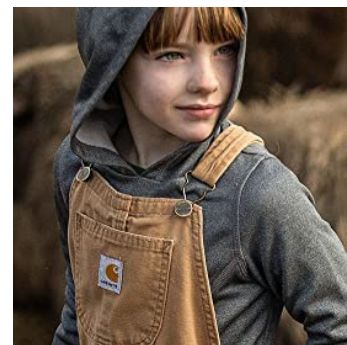
UNTUCKIT



CAPITAL ONE CAFÉ



ZWILLING



CARHARTT



TIMBERLAND



ALAND





## ENTERTAINMENT

LOCATED IN THE CENTER OF MALL OF AMERICA,<sup>®</sup>  
NICKELODEON UNIVERSE<sup>®</sup> FEATURES

SEVEN ACRES OF UNIQUE  
ENTERTAINMENT  
WITH NEARLY 30 RIDES  
AND ATTRACTIONS

FOR GUESTS OF ALL AGES AND COURAGE LEVELS!



**nickelodeon**  
**UNIVERSE**  
MALL OF AMERICA<sup>®</sup>

# 100

PLACES TO TAKE YOUR  
KIDS BEFORE THEY  
GROW UP

Frommer's



# ENTERTAINMENT

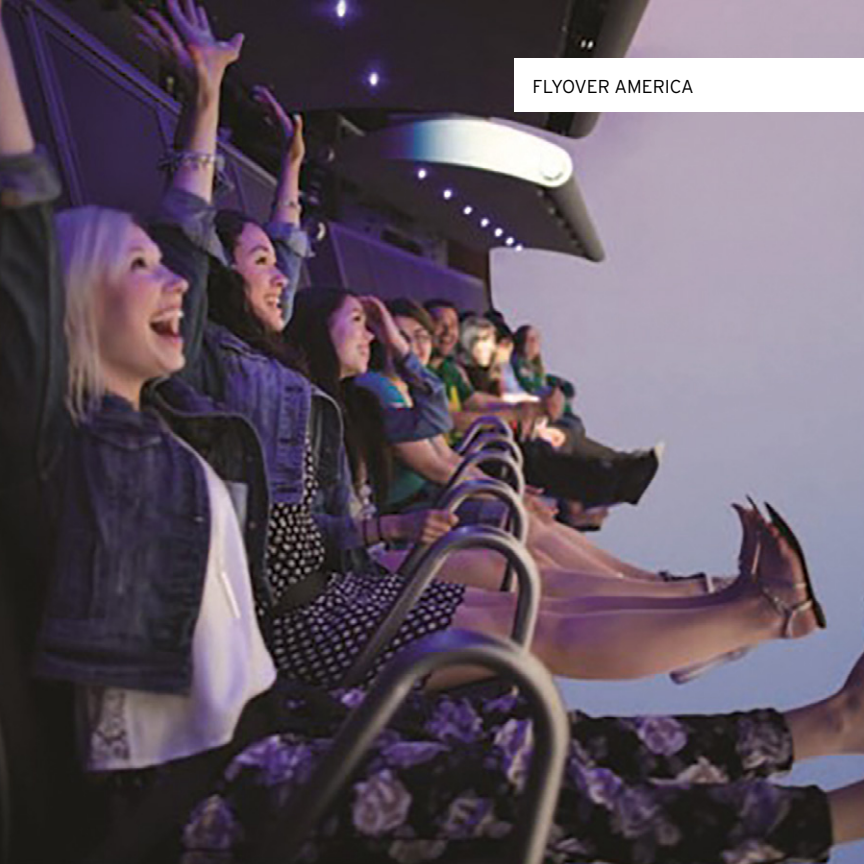
- NICKELODEON UNIVERSE®
- SEA LIFE® MINNESOTA AQUARIUM
- B&B THEATRES
- THE LEGO® STORE
- CRAYOLA EXPERIENCE
- FLYOVER AMERICA
- BUILD-A-BEAR WORKSHOP®
- MOOSE MOUNTAIN ADVENTURE GOLF
- CLIMBZONE
- M&M'S WORLD
- WISDOM GAMING
- MATRIX TECHNOLOGY
- THE ESCAPE GAME
- THE FAIR ON 4
- AMAZING MIRROR MAZE
- XSCAPE
- ROCK OF AGES BLACKLIGHT MINIGOLF
- RICK BRONSON'S HOUSE OF COMEDY
- TACTICAL URBAN COMBAT



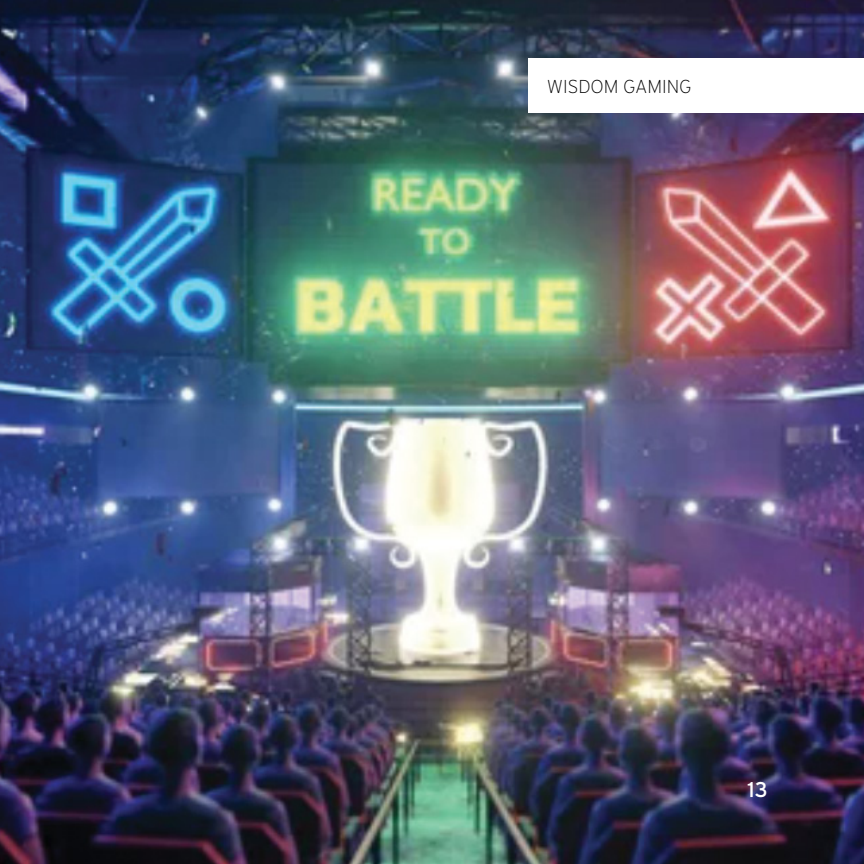
WATERPARK GROUND BREAKING  
SUMMER 2022



SEA LIFE® MINNESOTA AQUARIUM



FLYOVER AMERICA







WISDOM GAMING



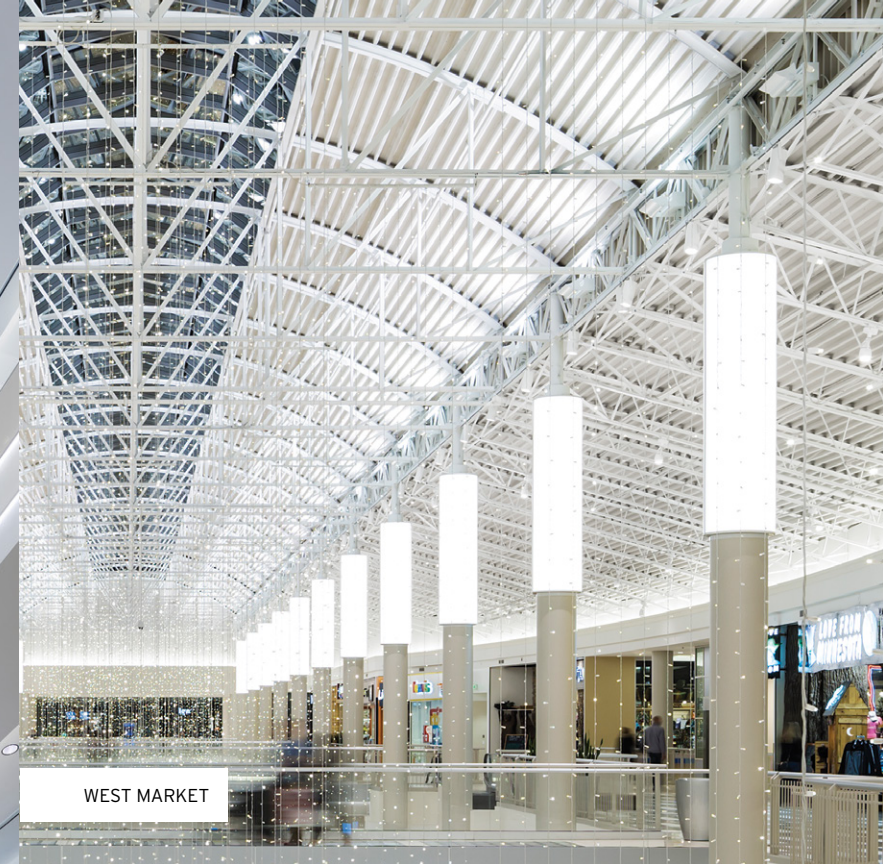
# SOCIAL MEDIA CONNECTIVITY

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

 <p>/MALLOFAMERICA 188,000+ FOLLOWERS</p>	 <p>/MALLOFAMERICA 553,000+ FOLLOWERS</p>	<p>1 POST OR INTERACTION PER MINUTE PER DAY</p>
<p>ENGAGE IN <b>60,000+</b> TEXT/WEB CHAT CONVERSATIONS WITH GUESTS PER YEAR</p>	<p>OVER <b>1 MILLION FANS</b> ACROSS ALL MOA® SOCIAL ACCOUNTS</p>	 <p>MALL OF AMERICA 102,000+ FOLLOWERS</p>
<p><b>40 MILLION+</b> ANNUAL REACH OF MOA® SOCIAL MEDIA ACCOUNTS</p>	<p><b>15 MILLION+</b> TIKTOK VIEWS ANNUALLY</p>	 <p>@MALLOFAMERICA 66,000+ FOLLOWERS</p>



EAST BROADWAY



WEST MARKET

MALL OF AMERICA® HAS SPENT OVER

# \$500M

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

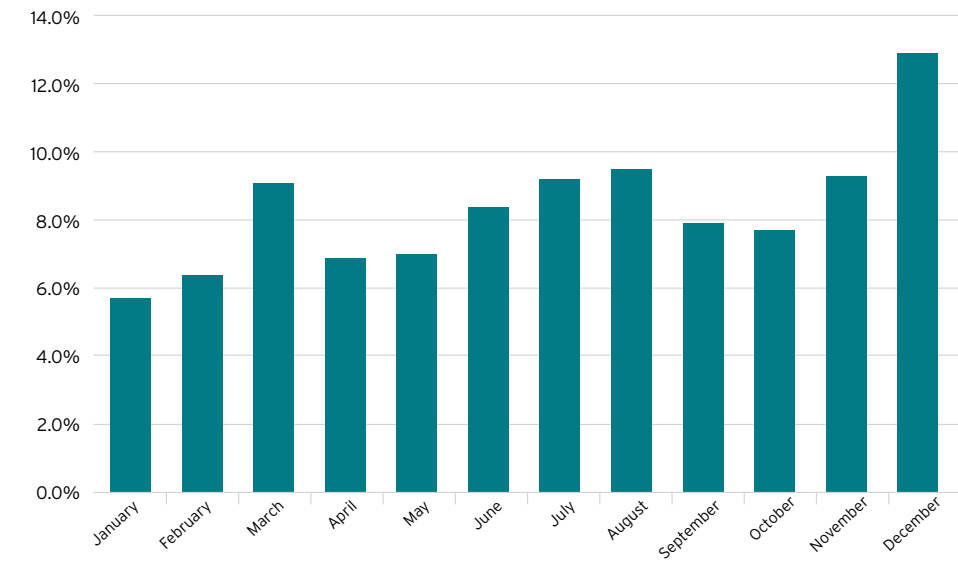


# RETAIL TRAFFIC & SALES

## TRAFFIC BY MONTH



## SALES BY MONTH





# LOCAL DEMOGRAPHICS

## MINNEAPOLIS/ST. PAUL MARKET DMA 35 MILE RADIUS

Total Population (18+)	3,386,111
Total Households	1,338,911
Adults (18+)	2,605,308
Children 0-17	780,802
Average HHI	\$123,672
Source: Claritas	



# 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

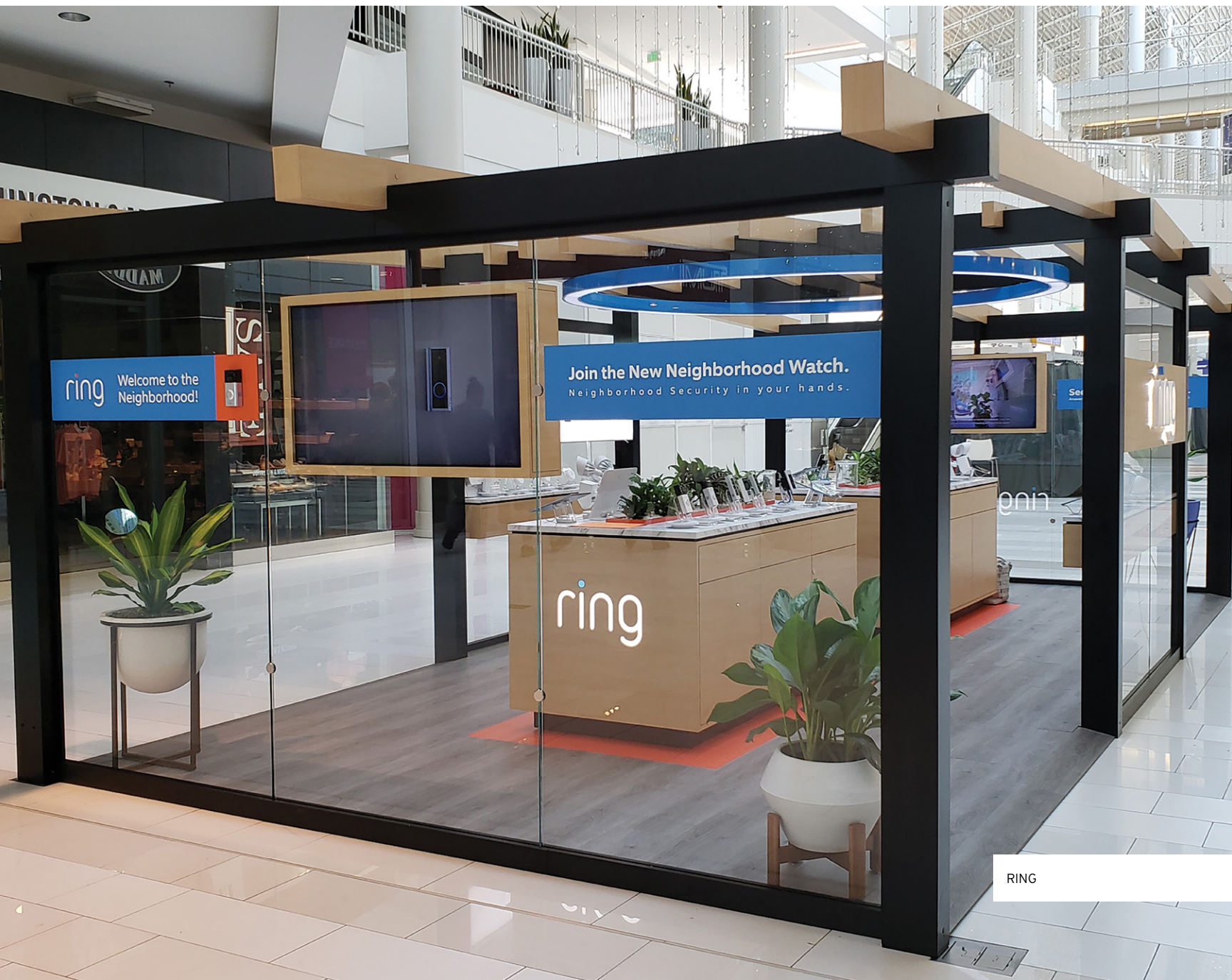
# \$123,672

AVERAGE HHI  
35 MILE RADIUS

Source: Claritas







# MALL OF AMERICA® EIGHTEEN STATE TRADE AREA

## DAY TRIP MARKET (35-150 MILES)

Total Population	2,946,595
Total Households	1,191,801
Adults 18+	32,219,653
Children 0-17	653,810
Average HHI	\$89,404

## DRIVE MARKET (150-500 MILES)

Total Population	41,433,366
Total Households	16,324,506
Adults 18+	15,895,147
Children 0-17	9,213,713
Average HHI	\$95,550

## FLY MARKET (500+ MILES)

Total Population	286,513,667
Total Households	108,218,461
Adults 18+	223,617,570
Children 0-17	62,896,098
Average HHI	\$103,625

Source: Claritas



# U.S.A. VISITOR MAP

## ZIP CODE ANALYSIS

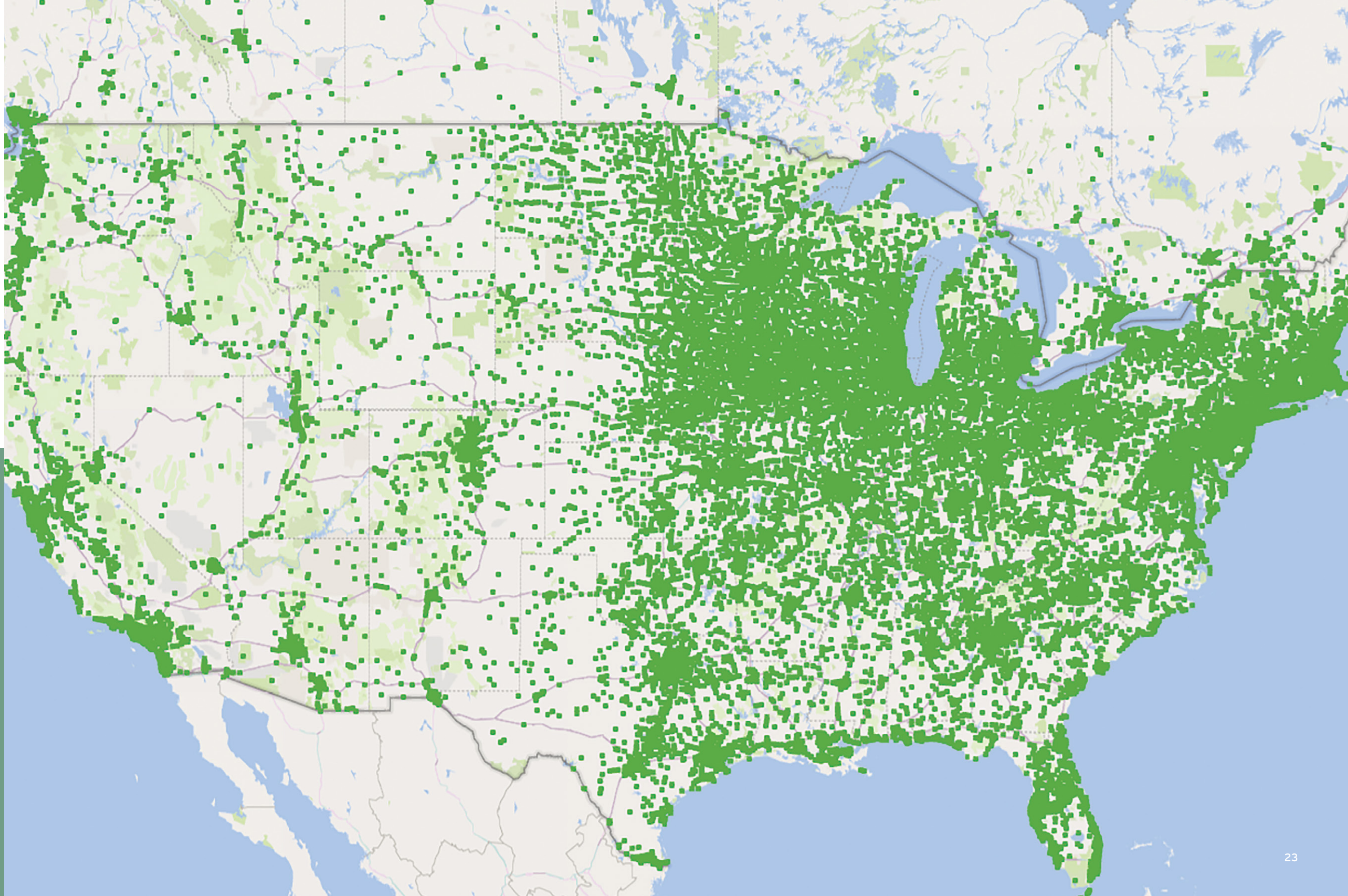
Represents shoppers who visited from across the USA during 2019, based on WiFi analytics.

## 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  
**48M**

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  
**100**  
TRAVEL PACKAGES FROM  
**38**  
COUNTRIES ON  
**5**  
CONTINENTS

40% OF TOTAL VISITS TO MOA® ARE FROM THE TOURIST CONSUMER;  
OVER **12.8 MILLION** ANNUAL VISITS

Source: Ogilvy Red





# SPECIALTY LEASING FINANCIAL PROGRAM

## CART

### BASE RENT

Base rent ranges from \$2,800 - \$10,000 per month depending upon time of the year:

January through June	\$2,800 - \$4,000 per month
July and August	\$4,500 - \$6,000 per month
September and October	\$3,400 - \$4,000 per month
November and December	\$6,000 - \$10,000 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 \$2,800 per month

• \$2,800 (base rent) ÷ .18 (18%) = \$15,555  
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.

• \$18,000 (Sales) - \$15,555 (breakpoint) = \$2,445

• \$2,445 X .18 = \$440.10

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: One Month's Rent

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:** 6 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



THIRD DEGREE HEAT



BAGGALINI BY TRAVEL STYLE LUGGAGE





# MOA® @ A GLANCE

## MALL OF AMERICA®

Annual Visits	Over 32 million
Annual Mall Sales	Over \$1 billion
Sales Per Square Foot	\$743
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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