CITY OF DULUTH

RETAIL GUIDE

Minnesota Shopping Center Association | October 1, 2014

THE CITY OF DULUTH MINNESOTA

OVERVIEW

Situated on Lake Superior, Duluth is one of the most important seaport cities in the country and a major regional center. It is the fifth-largest city in Minnesota with a population of 86,128 and the second largest metro economy in the state. And thanks to its wide-array of attractions and outdoor activities, it welcomes 3.5 million tourists each year. This year, Duluth was recognized as the Best Town in America by Outside Magazine. In addition, it is home to two region-serving hospitals (St. Luke's and Essentia Health), which collectively host 750,000 annual medical visits per year. Further, there are also 25,000 students at the local colleges and universities in Duluth: University of Minnesota Duluth, The College of St. Scholastica, Lake Superior College, and Duluth Business University.

These multiple demand surfaces (residents, employees, medical, students and tourists) all contribute to the health of the city's retailers.

The Duluth retail market is comprised of five distinct submarkets: 1.) Downtown; 2.) Miller Hill; 3.) East Duluth; 4.) West Duluth and Superior. All offer a wide range of opportunities for businesses, from available properties and sites for sales to spaces for lease.

This guide provides details on some of these specific submarkets and neighborhoods and the opportunity they provide to retailers and developers to better serve the region.

BY THE NUMBERS

86,000

DULUTH POPULATION

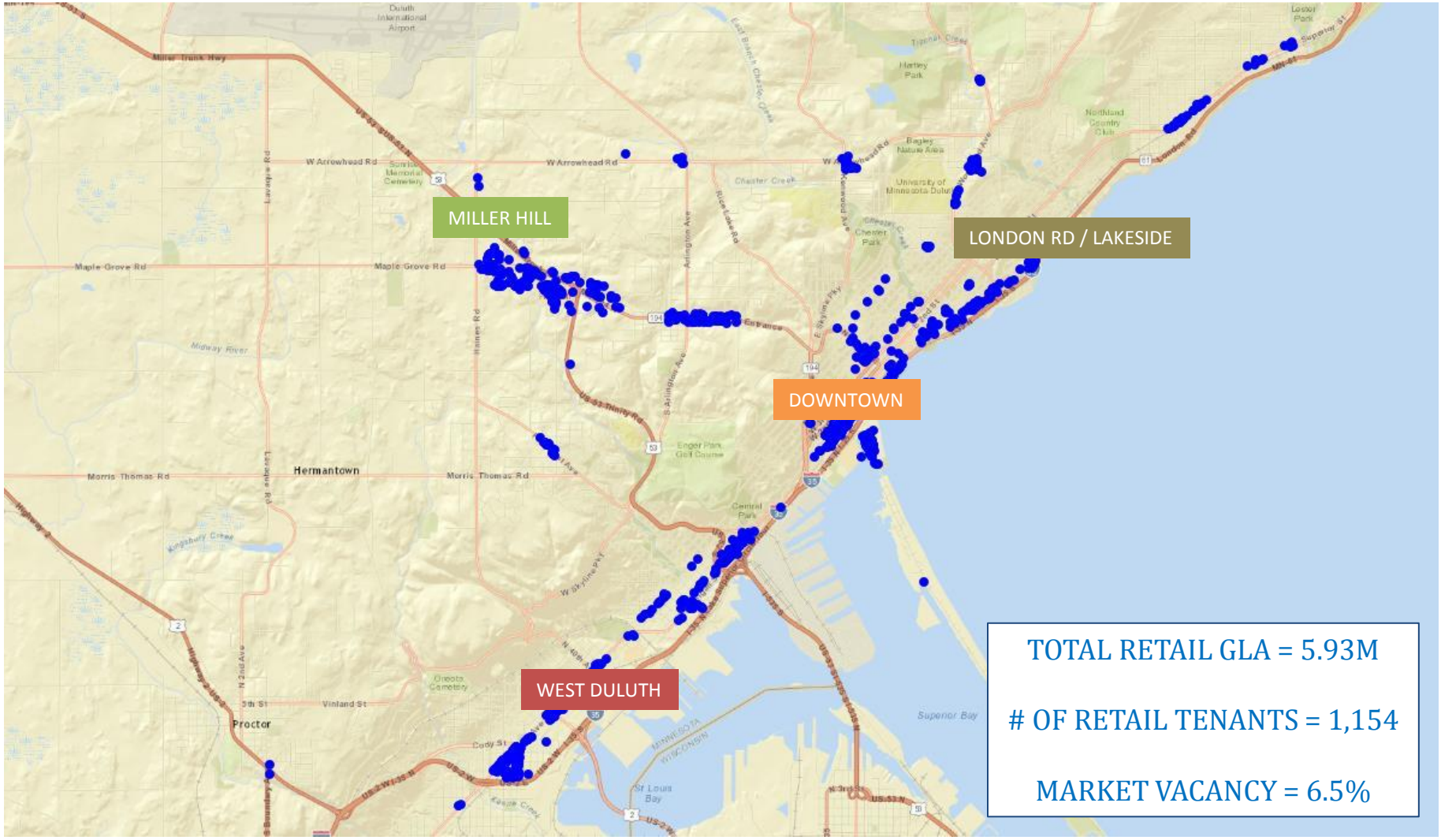
556,000

TRADE AREA POPULATION

3.5M

ANNUAL TOURISTS

AREA MAP



RETAIL TENANT

MULTI-STORE OPERATORS

The City of Duluth is a region serving hub for retail, medical, education, tourism and transportation. The following retailers and restaurants have found success in the market and have opened multiple locations:

DOWNTOWN

Downtown Duluth is the heart of economic activity for the region, the center of transportation and employment core. Boasting a unique urban experience, it is home to a diverse mix of primary uses, including office, retail, medical, education and hospitality. Everyone converges on Superior Street to live, work, shop, eat, stay and play.

On the west end is the business district. It will soon be anchored by the new 11-story, 200,000-sf headquarters for maurice's. Connected by street and skyway are an additional 18,000 employees working in downtown. These young, highly-educated professionals are the driving force behind the city's growth with a 25% increase among those age 25-34 since 2009.

On the east end is the medical district, which is anchored by St. Luke's and Essentia Health. These two region-serving hospitals employ over 7,000 medical professionals and host 750,000 annual medical visits per year.

Bridging these two ends is the booming entertainment district. It attracts residents and visitors alike throughout the year. Downtown is the beginning and end of a full day of adventure.

BY THE NUMBERS

18,000

EMPLOYEES

750,000

ANNUAL MEDICAL VISITS

4,600

TOTAL HOTEL ROOMS

DOWNTOWN

After being founded in the City of Duluth as a catalog company aimed towards tradesman in 1989, the **Duluth Trading Co.** was welcomed home with open arms in May 2014 when it opened a flagship store in the heart of downtown Duluth in the historic Woodrush Building. Today they offer a wide selection of apparel for both men and women and a variety of accessories for the professional and amateur handyman.

In 2010 the Duluth Economic Development Authority (DEDA) purchased the historic **NorShor Theatre** with the intent of returning it to its original glory as a vibrant cultural center — serving the needs of arts, dance, music and theatre organizations across the region. It will reopen in 2016 and once again be a true landmark in downtown and a main attraction for residents and tourists alike.

KEY TENANTS

RETAILERS
Apricot Lane Boutique
Art in the Alley
Duluth Trading Co.
Electric Fetus
Full Moon Imports
Game Galaxy
Hallmark
Lake Superior Art Glass
Lizards Art Gallery
Mainstream Fashions
Ragstock
Snyder's Drugs

RESTAURANTS
Blackwater
Bowery Brothers Pub
Fitger's Brewhouse
Mexico Lindo
Pizza Luce
Porter's
Hanabi Japanese Cuisine
JJ Astor Restaurant
Sammy's Pizza
Tycoon's Alehouse
Va Bene
Zeitgeist Arts Café

SERVICES
Ameriprise Financial
Beacon Bank
Cost Cutters
H&R Block
Lake Credit Union
Republic Bank
US Bank
Wells Fargo
Duluth YMCA

MILLER HILL

The Miller Hill retail market is the premier shopping destination of Northern Minnesota and Wisconsin with more than 350 stores to fit all needs. Easily accessible thanks to connections to US-53, MN-194, and I-35, it attracts a strong mix of national and regional brands. From Target to Walmart to Best Buy and Cub Foods, the area boasts a wide variety of goods and services.

Miller Hill Mall, a premier 780,000+ square foot shopping center, serves as a key anchor. It's list of tenants includes jcpenney, Sears, Younkers, Barnes & Noble, Eddie Bauer, Old Navy, Justice, American Eagle Outfitters, Lane Bryant, Victoria's Secret, DSW Shoe Warehouse, Journeys, aerie, Hollister, maurices, Five Guys Burgers & Fries and so many more! In 2014, Chipotle, Coach and Build-A-Bear Workshop opened new stores at the mall. Adjacent retailers such as Sleep Number, Bender's Shoes, and Men's Wearhouse also fulfill consumer needs.

In addition to the mall and other successful shopping centers, there are many nearby hotels and the Duluth International Airport, which serves over 300,000 passengers annually.

It is the true center of retail activity for the region and continues to grow as it welcomes new development projects and retailers each year.

BY THE NUMBERS

3.6M

TOTAL RETAIL GLA

385

OF RETAIL BUSINESSES

25,500

VEHICLES PER DAY (MILLER TRUNK HWY)

MILLER HILL

In September 2013, **DICK'S Sporting Goods**, the largest U.S. based full-line sporting goods retailer, invited the community of Duluth to a three-day grand opening weekend. The 45,000-sf store at Miller Hill Mall is the retailer's 9th store in the state of Minnesota and its 529th nationwide. It represented a major investment from both the retailer and the mall owner, Simon Property Group.

Panera Bread opened in Spring 2014 to lines around the block. The popular bakery-café joined Verizon Wireless, Mattress Firm and Vitamin Shoppe at the Hansen Center, a new multi-million dollar development that encompasses three separate 4,500 square foot buildings along Miller Trunk Highway. It is just one of many new multi-tenant retail projects that have been underway in this region-serving commercial corridor.

KEY TENANTS

RETAILERS

Barnes & Noble
Bed Bath & Beyond
Best Buy
Coach
Cub Foods
David's Bridal
Dick's Sporting Goods
Dunham Sports
DSW
Eddie Bauer
Gander Mountain
JCPenney
Hobby Lobby
Home Depot
HOM Furniture
Kohl's
Menards
Michaels
Old Navy
Pier 1 Imports
Sears
Target
TJMaxx
Wal-Mart
Younkers

RESTAURANTS

Applebee's
Buffalo Wild Wings
Chipotle
Five Guys
Grandma's Saloon & Grill
Noodles & Co.
Olive Garden
Osaka
Outback Steakhouse
Panera Bread
Texas Roadhouse

WEST DULUTH

Thanks to its easy access to I-35, the West Duluth retail submarket serves the daily needs of its surrounding residents as well as those from East Duluth and Superior. With a strong mix of high-volume retailers, it provides convenience to shoppers looking to get it all done, from groceries to take-out and from hardware to haircuts.

West Duluth has attracted a bevy of national, regional and local retailers and restaurants because of its density and critical mass of activity. With over 7,500 residents and the second highest concentration of businesses outside the downtown core, it is no wonder that is now home to CVS, Kmart, Menards, SuperOne Foods, Walgreens and countless others. They will be soon be joined by Whole Food Co-Op and Kwik Trip, who are both preparing to open brand new locations on Grand Avenue in 2015.

With its proximity to Spirit Mountain and the St. Louis River Corridor, West Duluth also welcomes the year-round outdoor enthusiasts who come to stock-up on food and supplies. Whether on foot, skis, bike or boat, they are all well served by all the goods and services that can be found in this key gateway neighborhood. And there is more room to grow thanks to a multitude of sites and properties currently available on the market.

BY THE NUMBERS

7,737

RESIDENTS

960,218

TOTAL RETAIL GLA

100+

MILES OF RECREATIONAL TRAILS AND ACCESS TO WATERFRONT ACTIVITIES

WEST DULUTH

A family-owned company started in 1960, Menards is headquartered in Eau Claire, Wisconsin and has more than 280 home improvement stores located throughout the Midwest. Today, Menards is known throughout the home improvement industry as the low price leader. Thanks to its great service and high quality products, the West Duluth location attracts customers from around the region and north of the border. In fact, approximately 30% of its annual sales come from Canada.

SuperOne Foods in West Duluth is the landmark location in a successful chain of stores owned and operated by Miner´s Inc, based in Hermantown, MN. The company was founded in 1943 by Tony and Ida Miner with humble beginnings as Miner´s Market in Grand Rapids. Thanks to a history of provide strong service and value to their customers, it has grown to be a trusted brand in the upper Midwest.

KEY TENANTS

RETAILERS
Acme Tools
Advanced Auto Parts
CVS
Dollar Tree
Holiday Stationstore
Kmart
Kwik Trip (2015)
Menards
NAPA Auto Parts
O'Reilly Auto Parts
SuperOne Foods
Walgreens
Whole Foods Co-Op (2015)

RESTAURANTS
Arby's
Beaner's Central
Clyde Iron Works
Dairy Queen
Domino's
Duluth Grill
Jimmy John's
KFC
McDonald's
Mr. D's Bar & Grill
Pak's Green Corner
Perkins
Sammy's Pizza
Subway

SERVICES
Anytime Fitness
Cost Cutters
Great Clips
H&R Block
US Bank
Wells Fargo

LONDON ROAD / LAKESIDE

The retailers, restaurants and services located along London Road and in the Lakeside neighborhood have been serving the surrounding residents and visitors for years. Running along the breathtaking shore of Lake Superior, it serves as a main commercial corridor year-round for those traveling within the city and those headed up to the famous North Shore.

From established local restaurateurs to national retailers, the area has proved successful for so many due its easy access to I-35 and connections to the Lakewalk and Rose Garden.

The dense surrounding residential community boast the strongest demographics in the City of Duluth. They are highly-educated with better than average household incomes and purchasing power.

Further, it's proximity to the University of Minnesota Duluth and St. Scholastica college campuses makes it a popular destination for the student population.

There are many development sites currently available and a great opportunity for this submarket to continue to increase density and productivity.

BY THE NUMBERS

371,918

TOTAL RETAIL GLA

150+

OF RETAIL BUSINESSES

14,939

VEHICLES PER DAY ON LONDON ROAD

LONDON ROAD / LAKESIDE

In 1976, Russ Francisco opened a sailboat hardware shop on London Road catering to the traffic heading up the shore and to inland lakes. He kept busy selling rope, pulleys, swivels, gaskets, lanyards, O-rings and D-rings to keep the sailboats seaworthy. Over time, he added to his inventory, staff and expertise, and soon expanded into larger quarters. He moved next door to 1501 London Road, where **Marine General** has been ever since, serving as an anchor to this retail corridor and catering to outdoor enthusiasts of all levels.

The Duluth Armory stands as one of city's most historic and influential buildings. Located on London Road across from the Rose Garden with unobstructed views of Lake Superior, it was built in 1915 and served as a military training facility for the Minnesota National Guard**.** Since then, the Armory has played an important role as the cultural and entertainment hub of the Duluth region. Today it represents an unparalleled development opportunity.

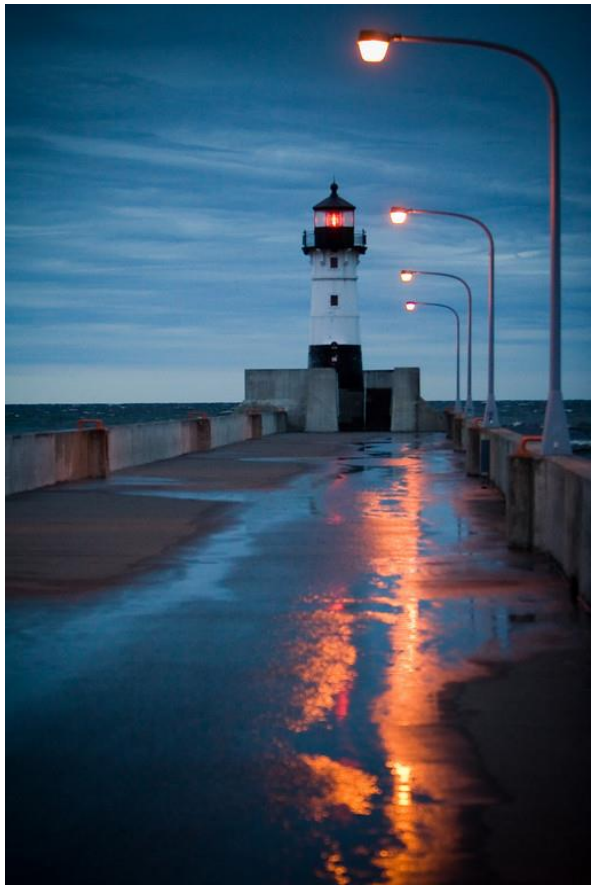
KEY TENANTS

RETAILERS
ACE Hardware
Anytime Fitness
CVS / pharmacy
Diamond Vogel Paints
Duluth Running Co.
Holiday Stationstore
ICO Travel Center
Lake Aire Bottle Shoppe
Marine General
Master Framing Gallery
O'Reilly Autoparts
SuperAmerica
SuperOne Foods
Walgreens

RESTAURANTS
Blackwoods
Dunn Bros Coffee
Great Harvest Bread Co.
Jimmy John's
KFC
McDonald's
Perkins
Sir Benedict's
Subway
Taco John's
Valentini's
Wendy's

SERVICES
BMO Harris Bank
Carlson Orthodontics
Family Dentistry
Lake Dental
London Road Car Wash
National Bank of Commerce

CONTACT US



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The full listing of available retail/commercial inventory is available on the City of Duluth website, www.duluthmn.gov/12382.aspx