



# VILLAGE MALL

ST. PETERS, MO

318 MID RIVERS MALL DR



BACELINE  
GROUP



LOCATION.  
commercial real estate

# 2,316 AVAILABLE FOR LEASE



# VILLAGE MALL

## NEIGHBORHOOD VIBE

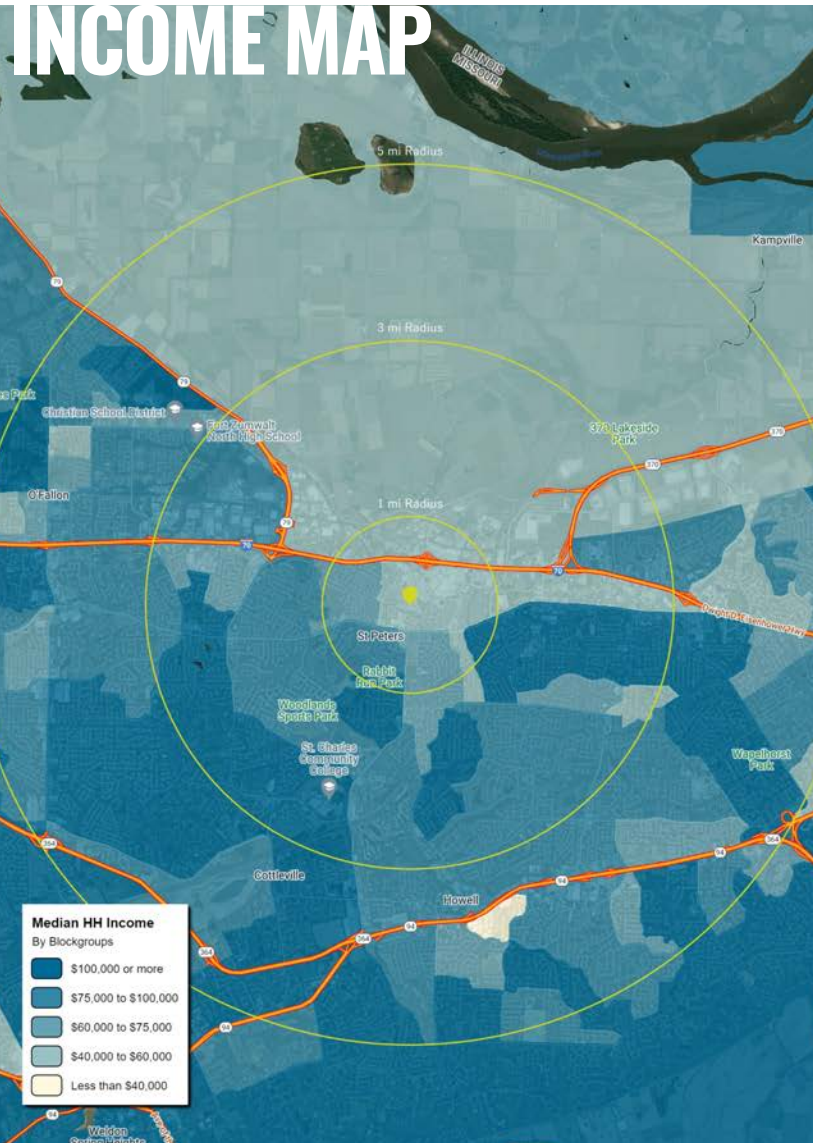
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# INCOME MAP



## TRADE AREA OVERVIEW

Nationally recognized as a great place to live, the City of St. Peters, Missouri offers affordable, quality living with top-notch amenities and services. Calling it "an ideal place to start a family," Money Magazine has ranked the City of St. Peters No. 15 in its Top 100 Best Places to Live in America for 2017, giving St. Peters its highest ranking ever in its fourth time on the list. St. Peters was Money Magazine's highest-rated community from Missouri for 2017. The publication previously ranked St. Peters among its Top 100 Best Places to Live in 2008, 2010 and 2012.

The city's economy continues to diversify with modern housing, numerous commercial enterprises, several shopping centers, support services and some industries. St. Peters sold the most homes in the St. Louis area in 2016 (1,317 homes) at the fourth-fastest rate (43 median days on the market), according to the St. Louis Business Journal. In April 2017, WalletHub ranked St. Peters the nation's 28th best small city to start a business. In 2017, more than two million square feet of commercial space opened in the City of St. Peters, including target projects at Premier 370 Business Park and the 270,000 square foot Shoppes of Mid Rivers retail development at I-70 and Mid Rivers Mall Drive. These new developments will provide more jobs for the people living in St. Peters and neighboring communities. Amazon opened their first Missouri fulfillment center in St. Peters, which employs approximately 1,500 full-time workers since opening in May 2019.

Often called the community's crown jewel, the St. Peters Rec-Plex at 5200 Mexico Road is home to family recreation and athletic events as well as fitness club-quality workout facilities, full accessible to all abilities. The Rec-Plex serves as a welcoming place year-round for people in the community to work out, get fit, and have fun. Built in 1994, the Rec-Plex opened to the U.S. Olympic Festival's aquatic events. For its 10-year anniversary, the Rec-Plex played host to the 2004 U.S. Olympic Diving Trials. In 2007, the Rec-Plex nearly doubled in size to 236,000 square feet with an expansion.

## DEMOGRAPHICS

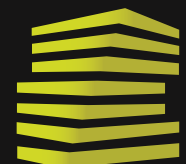
	1 mile	3 miles	5 miles
<b>POPULATION</b>	<b>10,164</b>	<b>62,658</b>	<b>169,771</b>
<b>HOUSEHOLDS</b>	<b>4,319</b>	<b>24,326</b>	<b>66,246</b>
<b>EMPLOYEES</b>	<b>6,114</b>	<b>25,698</b>	<b>54,775</b>
<b>MED HH INCOME</b>	<b>\$82,083</b>	<b>\$101,645</b>	<b>\$103,762</b>

## AREA RETAIL | RESTAURANTS



**CBD KRATOM**

**Party City**



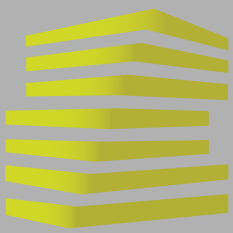
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# VILLAGE MALL

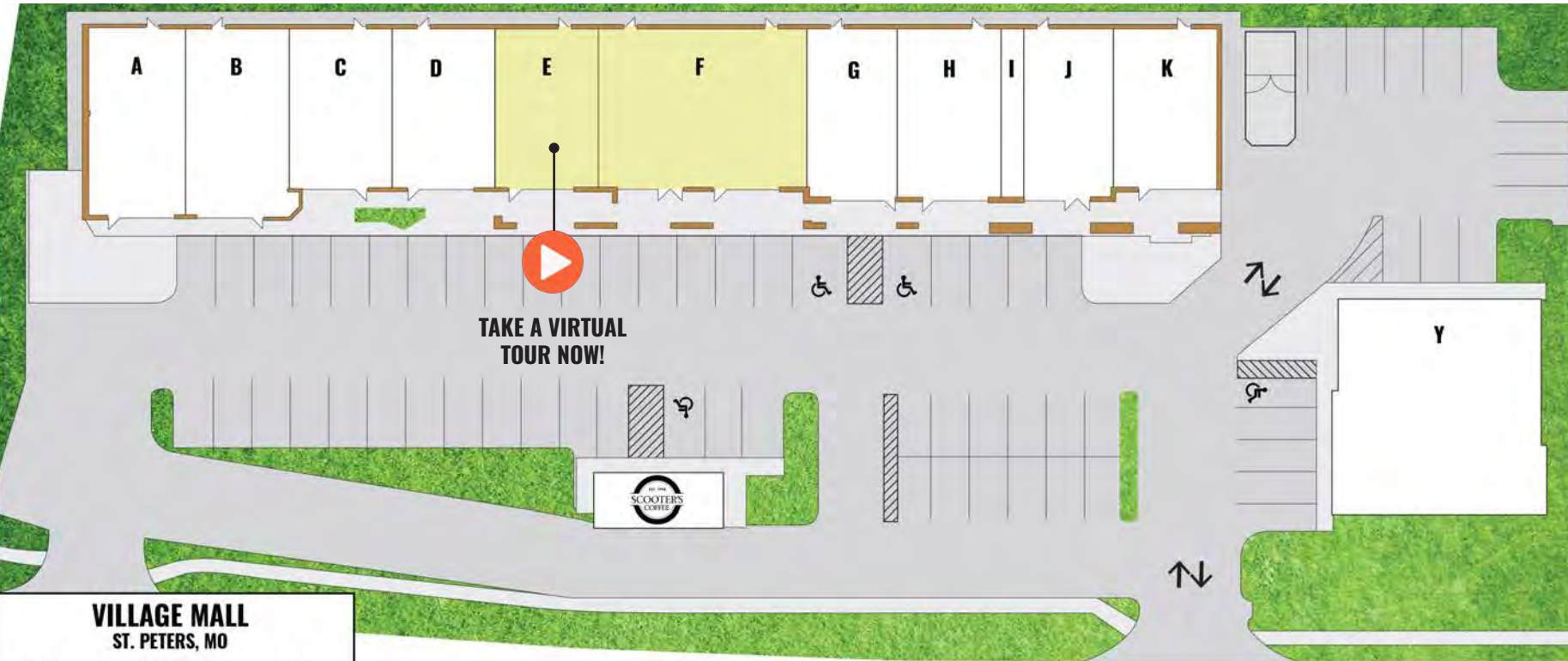
## SITE PLAN + DETAILS

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### VILLAGE MALL ST. PETERS, MO

SUITE	TENANT	SF
A	TROPICAL SMOOTHIE	1,343
B	CBD KRATOM	1,375
C-D	BEER SAUCE SHOP	2,307
E	AVAILABLE	695
F	HAIR SALON (10/1/24)	1,621
G	BODY PIERCING-FINE JEWELRY	1,175
H	BOTZ, DEAL, & CO.	1,080
I	PENN STATION	1,501
J	Z SPA	1,081
K	SOUTHWEST HEARING	1,200
Y	AT&T	3,000

- **2,316 SF AVAILABLE FOR LEASE**
- **695 SF FORMER RESTAURANT AVAILABLE**
- **EXCELLET VISIBILITY TO OVER 23,000 VPD ALONG MID RIVERS MALL DR**
- **AMPLE PARKING**
- **PROPERTY IS LOCATED JUST SOUTH OF MID RIVERS MALL - THE ONLY REGIONAL MALL IN ST. CHARLES COUNTY**
- **CALL BROKER FOR DETAILS AND PRICING**



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# VILLAGE MALL MARKET AERIAL

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# BACELINE LEASING

NEIGHBORHOOD SHOPPING CENTERS CREATING COMMUNITY VALUE

At Baceline Group, we invest in communities by acquiring and managing Neighborhood Shopping Centers. These centers are home to the businesses we rely on most in our day-to-day lives. By focusing solely on this niche property type and leveraging our comprehensive management approach, we maximize value for investors, tenants, and communities alike.

Since Baceline’s inception in 2003, our mission has been to unlock value in this overlooked asset class. Through the Great Recession and COVID-19, Neighborhood Shopping Centers have proven their resiliency and stability time and time again. Our tenant base is the lifeblood of our property operations and a critical component of our firm’s success. As an owner of Neighborhood Shopping Centers, we have a unique opportunity to invest in programs and initiatives that make a meaningful impact on our tenants’ businesses and the communities in which they serve.

## BACELINE ADVANTAGE



Baceline tenants receive access to exclusive, top-of-the-line business resources, convenient tools to automate their businesses, and a dedicated team to support them every step of the way.

### TENANT PORTAL

- Make Payments Online
- Review Charge Schedule
- Document & Forms Library

### SMALL BUSINESS HUB

- Digital Marketing Resources
- Small Business Tools & Guides
- Industry Best Practices

### DEDICATED TEAM

- Regional Team Model
- Routine Property Visits
- Mentor Match Program



CONSTRUCTION  
MANAGEMENT



IN-HOUSE  
PROPERTY MANAGEMENT



SUSTAINABILITY  
TIPS



COMMUNITY  
OUTREACH



EVENT  
SUPPORT

# OUR APPROACH

Baceline takes a strategic, hands-on approach to assure the health and viability of our Neighborhood Shopping Centers. Our Leasing Team operates from deep industry experience and thoughtfully assembles a synergistic mix of businesses to enhance the shopping experience for patrons, drive foot traffic to our centers, and ultimately maximize value to our tenants.

Our portfolio of Neighborhood Shopping Centers is divided into six regions. Every region and property are assigned a Regional Property Manager, Associate Property Manager, Leasing Portfolio Manager, Lease Transaction Manager, and Property Accountant. Every Baceline tenant has a dedicated team they can count on for anything that comes up in their daily operations.

Our collective goal is to provide our tenants with comprehensive support from maintenance requests, billing inquiries, lease renewal/expansion, and much more!

## MANAGEMENT REGIONS

-  FRONTIER
-  HEARTLAND
-  MIDWEST
-  OHIO RIVER VALLEY
-  SOUTHEAST
-  SOUTHWEST

## OUR PORTFOLIO AT A GLANCE

**132**  
Properties

**35**  
Markets

**+4.6M**  
Leasable Square Feet

**+1,450**  
Tenants

**89%**  
Occupancy Rate

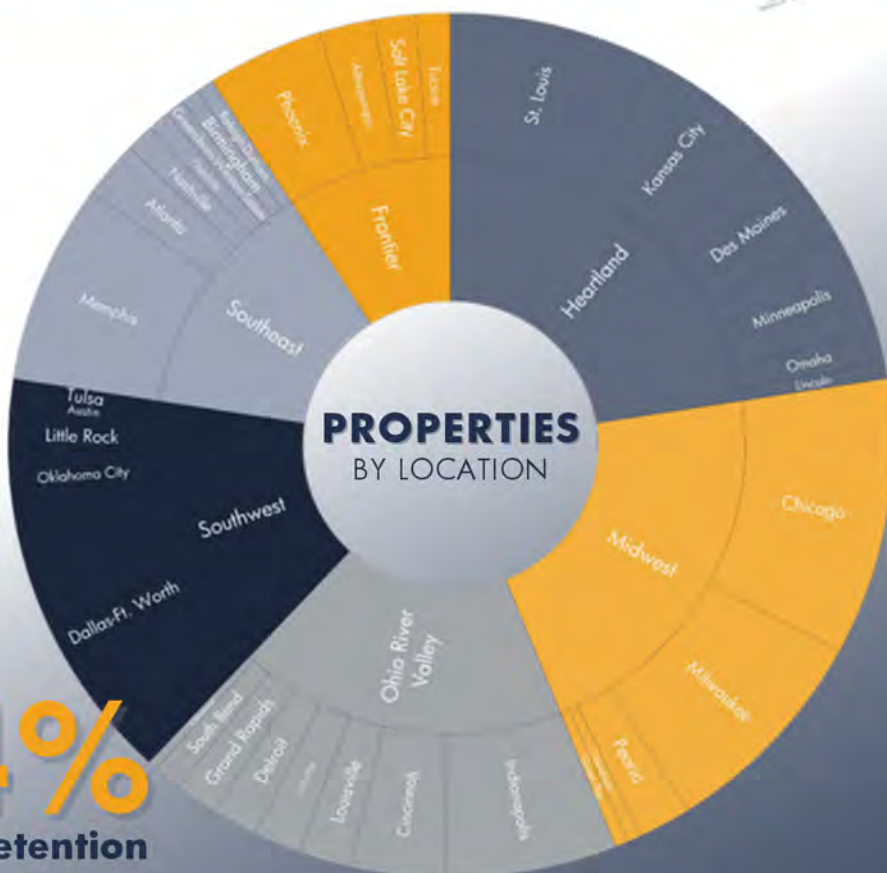
### TENANTS

BY USE CATEGORY



### PROPERTIES

BY LOCATION



**+90%**  
Small Businesses

**84%**  
Tenant Retention

# PROPERTY EVENTS

Baceline tenants have a unique opportunity to take advantage of their brick and mortar businesses and host meaningful events at their physical locations. We believe that dedicating resources and supporting tenant events, particularly those held in partnership with local non-profits and municipalities, advance the vibrancy of our Neighborhood Shopping Centers and surrounding communities. This has been a long-standing, core principle of Baceline's ownership philosophy and landlord mentality.

Our seasoned Property Management team is ready and equipped to provide everything Baceline tenants need to host successful events at their property.



CELEBRATIONS

FAIRS & FESTIVALS

DONATION DRIVES

ENTERTAINMENT

COMMUNITY RESOURCE PROGRAMS

## MENTOR MATCH PROGRAM

Baceline tenants have access to a network of over 10,000 certified mentors dedicated to serving business owners and entrepreneurs in over 1,500 communities across the country. Mentors have expertise in all sectors of business and over 25 languages spoken are offered. Tenants can be individually matched with a mentor in their area and specific industry for one-on-one advice absolutely FREE.

Business owners who have worked with a mentor reported the following statics...

**55%**  
INCREASED REVENUE

**99%**  
REMAINED IN BUSINESS

**18%**  
AVG BUSINESS GROWTH

## SMALL BUSINESS HUB

Baceline offers a comprehensive array of curated resources in our online Small Business Hub, including templates, guides, articles, webinars, and more. Tailored to the specific needs of businesses across various industries, our goal is to provide targeted assistance and support that aligns with the unique challenges and needs of Neighborhood Shopping Center tenants.

DIGITAL MARKETING RESOURCES

SMALL BUSINESS STRATEGIES

BRICK & MORTAR BUSINESSES

EDUCATIONAL PROGRAMS & WORKSHOPS

## TENANT TESTIMONIAL

Kevin Baker, Owner of Fitness Together

“The feedback that your team provided was amazing. I am still moved at how helpful and supportive everyone at Baceline has been. The action items for consideration provided are great and have good potential to be sound investments. Thank you again for brainstorming discussion and follow up suggestions. I feel very fortunate to have your team supporting our efforts.”

FITNESS TOGETHER