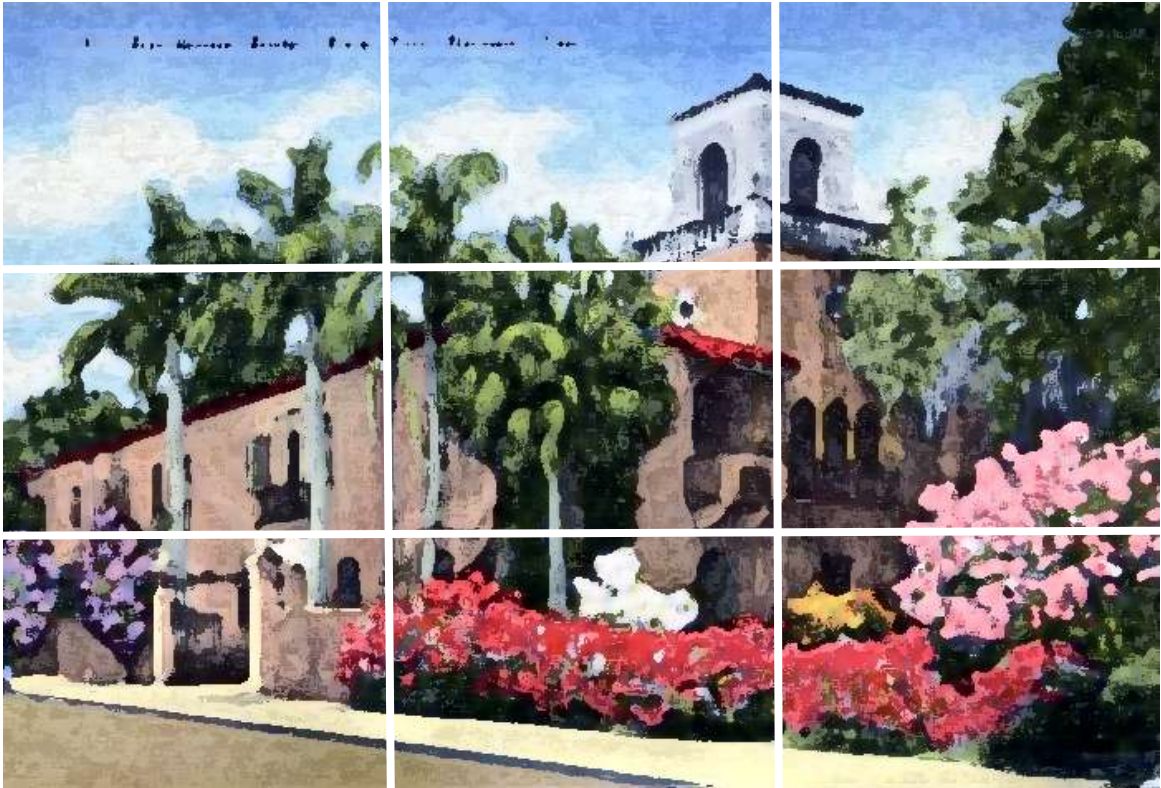

Retail Market Analysis

New Port Richey, Florida



Prepared for:
City of New Port Richey

Prepared by:
Gibbs Planning Group

20 October 2016

New Port Richey, Florida RETAIL MARKET STUDY

Gibbs Planning Group, Inc.
20 October 2016

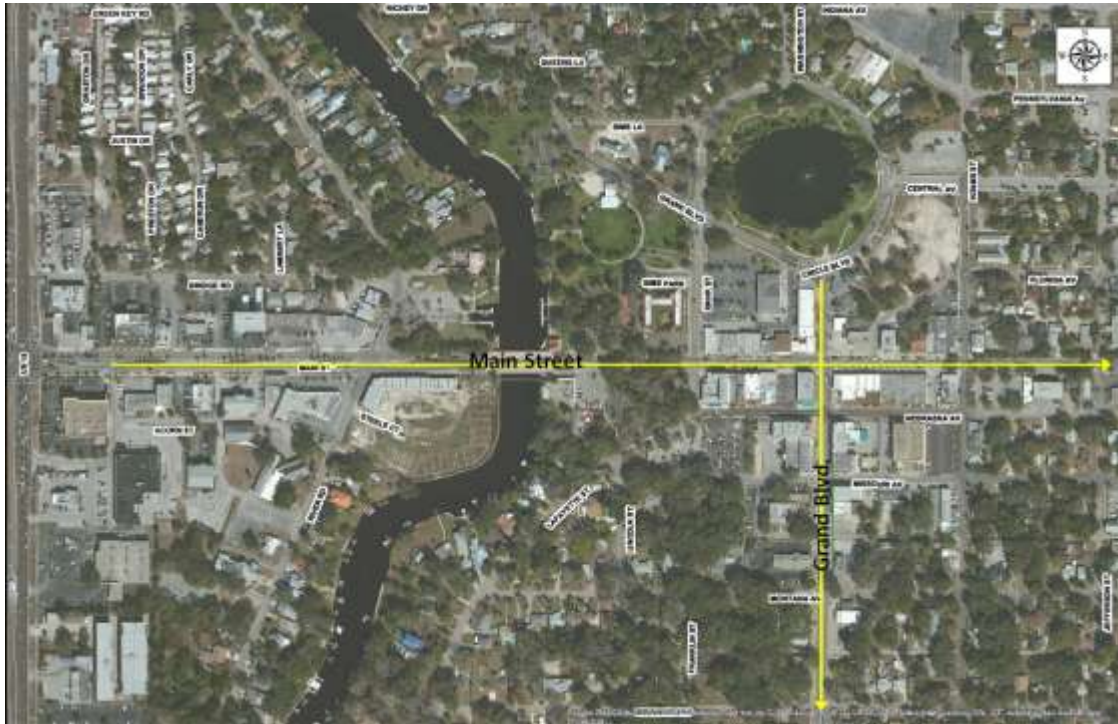


Figure 1: The New Port Richey study area, shown above, can presently support an additional 168,800 sf of retail and restaurant development.

Executive Summary

This study finds that the designated New Port Richey study area has an existing demand for up to 168,800 sf of new retail development producing up to \$50 million in sales. By 2021, this demand will likely generate up to \$52 million in gross sales.

Please find below a summary of the total new supportable retail:

28,000	sf	General Merchandise Stores
26,200	sf	Grocery Stores
19,000	sf	Limited-Service Eating Places
12,500	sf	Full-Service Restaurants
12,300	sf	Department Store Merchandise
8,700	sf	Electronics & Appliance Stores
8,400	sf	Hardware
8,300	sf	Miscellaneous Store Retailers
7,900	sf	Furniture and Home Furnishings Stores
7,800	sf	Apparel and Shoe Stores
7,100	sf	Bars, Breweries & Pubs
6,600	sf	Special Food Services
4,400	sf	Specialty Food Stores
4,300	sf	Gift Stores
2,300	sf	Beer, Wine & Liquor Stores
2,000	sf	Book & Music Stores
1,500	sf	Sporting Goods & Hobby Stores
1,500	sf	Auto Parts Stores
168,800	sf	Total New Supportable Retail

This new retail demand could be absorbed by existing businesses and/or with the opening of 50 to 65 new stores and restaurants. If constructed as a new shopping center, the development would be classified as a community or lifestyle type center by industry definitions and could include 8-9 limited service eating places, 6-7 general merchandise stores, 4-5 full-service restaurants, 3-4 apparel stores, 3-4 department stores, 3-4 electronics and appliance stores, 3-4 special food services stores, 2-3 new stores for each of home furnishings stores, specialty food stores and drinking establishments, and an assortment of other retail and restaurant offerings.

Trade Area Boundaries

This study estimates that the New Port Richey study area has an approximately 26 square-mile primary trade area, limited by Jasmine Blvd. to the North, the Gulf of Mexico to the West, Trouble Creek Road to the South, and Little Road/CR 1 to the East. The boundaries roughly equate to a three-mile north-south radius and a 2.25-mile east-west radius.



Figure 2: The New Port Richey subject site has an approximate 26 square-mile primary trade area (shown above in green). The total trade area (shown in orange) extends six to seven miles north and south along US-19/SR-55.

Shopping Competition

Southgate Center, almost one mile southwest of the New Port Richey study site, opened 238,838 sf of gross leasable area in 1966. Today, it is home to 34 stores, anchored by Bealls Outlet, Big Lots, Old Time Pottery and Publix. **Pasco Square**, which also features a Bealls Department Store and outlet, as well as a Dollar General, is about 2.35 miles southeast of New Port Richey at Rowan Road and CR 54. Opened in 1986, the 215,661 sf of GLA features 28 stores.

Gulf View Square, about 3.5 miles northeast on US 19 at Embassy Blvd., is a 754,000 sf enclosed shopping center of 100 stores anchored by Dillard's and Sears. Also in the same vicinity is the 308,552 sf **Embassy Crossing**, anchored by Bed Bath & Beyond, Michaels, Ross Dress for

Less and Sports Authority. Featuring 37 stores, this shopping center opened in 1987 in a competitive shopping area. An agglomeration of national retail big-box stores is located 5.3 miles northeast of the study site on the intersection of Ridge and Little Roads surrounding **Ridge Plaza**, home to a Dollar Tree, Hobby Lobby, Walmart and a variety of other service stores and small take-out restaurants. Surrounding chain stores at this intersection include Kohl's and Home Depot, with a variety of fast-food restaurants.

Further northeast is **Point Plaza**, 6.2 miles from the study area. Point Plaza is a 209,714 sf shopping center on US 19 and SR 52, home to 19 stores and anchored by a Bealls Department Store and a Treasure Trove. **River Crossing Centre**, grocery-anchored by Publix at Little and River Crossing Roads, is a 4.3-mile drive east from the study site.

The **Mitchell 54 West** project located at the corner of Little Road and SR 54 is a walkable mixed-use community projected to feature 875,000 sf of GLA with 90 stores and a movie theater, as well as 800 housing units, by its opening in 2017. This site is four miles southeast of New Port Richey. Just a half mile further is the 379,000 sf **Mitchell Ranch Plaza** shopping center, which offers 44 stores and is anchored by Marshalls, Publix, Ross Dress for Less and Super Target.

Trade Area Demographics

The study site's primary trade area includes 68,000 people, which is expected to increase at an annual rate of 0.67 percent to 70,300 people by 2021. The current 2016 households number is 30,000, increasing to 30,800 households by 2021 at an annual rate of 0.54 percent. The 2016 average household income is \$46,300 and is estimated to increase to \$49,400 by 2021. Median household income in the trade area is \$32,700 and estimated to decrease to \$32,200 by 2021; 14.5 percent of households in the primary trade area earn above \$75,000 per year. The average household size of 2.24 persons in 2016 is expected to remain the same through 2021; the 2016 median age is 47.8 years old.

Table 1: Demographic Characteristics

<i>Demographic Characteristic</i>	<i>Two-Mile Radius</i>	<i>Primary Trade Area</i>	<i>Total Trade Area</i>	<i>State of Florida</i>	<i>United States</i>
2016 Population	34,200	68,000	165,300	20,108,400	323,580,600
2016 Households	15,800	30,000	72,900	7,858,400	121,786,200
2021 Population	35,100	70,300	170,900	21,436,100	337,326,100
2021 Households	16,200	30,800	74,900	8,344,200	126,694,300
2016-2021 Annual Pop Growth Rate	0.56%	0.67%	0.68%	1.29%	0.84%
2016-2021 Annual HH Growth Rate	0.47%	0.54%	0.55%	1.21%	0.79%
2016 Average Household Income	\$45,100	\$46,300	\$47,500	\$69,300	\$77,000
2016 Median Household Income	\$30,700	\$32,700	\$35,300	\$48,400	\$54,100
2021 Average Household Income	\$47,900	\$49,400	\$50,600	\$76,400	\$59,500
2021 Median Household Income	\$30,000	\$32,200	\$35,200	\$54,800	\$84,000
% HHs Incomes \$75,000 or higher	13.6%	14.5%	15.7%	30.4%	36.4%
% Bachelor's Degree	9.6%	9.7%	10.2%	17.7%	18.8%
% Graduate or Professional Degree	4.8%	5.3%	4.6%	10.0%	11.6%
Average Household Size	2.13	2.24	2.25	2.50	2.59
Median Age	49.5	47.8	48.2	41.9	38.0

Table 1: Key demographic characteristics of the study area's trade areas, compared to the State of Florida and the U.S.

In comparison, the total trade area has a larger population at 165,300 people and 72,900 households. This market is expected to grow at about the same rate as the primary trade area: population growth at an annual rate of 0.68 percent, with households following at 0.55 percent. By 2021, the total trade area's population will be 170,900 and will have 74,900 households. Household incomes for the total trade area are slightly higher than those in the primary trade area, the average is \$47,500, with a median income of \$35,300, both which are estimated to rise. In 2021, it is projected that the total trade area's average household income will have risen to \$50,600, with a median income at \$35,200. A bachelor's degree has been earned by 10.2 percent of residents in the total trade area, and the median age is 48.2. The average household size is roughly the same in the trade areas, at 2.24 for the former and 2.25 for the latter; which are similar to state and national averages at 2.50 and 2.59, respectively. Residents living within the total trade will shop at the study site frequently, but it will not be their primary shopping destination.

Table 2: 2016 & 2021 Supportable Retail Table

Retail Category	Estimated Supportable SF	2016 Sales/SF	2016 Estimated Retail Sales	2021 Sales/SF	2021 Estimated Retail Sales	No. of Stores
Retailers						
Apparel Stores	6,290	\$290	\$1,824,100	\$305	\$1,918,450	3 - 4
Auto Parts Stores	1,500	\$245	\$367,500	\$255	\$382,500	1
Beer, Wine & Liquor Stores	2,330	\$315	\$733,950	\$330	\$768,900	1 - 2
Book & Music Stores	2,050	\$240	\$492,000	\$250	\$512,500	1
Department Store Merchandise	12,260	\$320	\$3,923,200	\$335	\$4,107,100	3 - 4
Electronics & Appliance Stores	8,700	\$340	\$2,958,000	\$355	\$3,088,500	3 - 4
Florists	1,090	\$225	\$245,250	\$235	\$256,150	1
Furniture Stores	3,790	\$265	\$1,004,350	\$280	\$1,061,200	1
General Merchandise Stores	27,950	\$235	\$6,568,250	\$245	\$6,847,750	6 - 7
Grocery Stores	26,170	\$395	\$10,337,150	\$415	\$10,860,550	1
Hardware	8,400	\$250	\$2,100,000	\$265	\$2,226,000	1 - 2
Home Furnishings Stores	4,150	\$275	\$1,141,250	\$290	\$1,203,500	2 - 3
Jewelry Stores	1,200	\$345	\$414,000	\$360	\$432,000	1
Lawn & Garden Supply Stores	1,480	\$245	\$362,600	\$255	\$377,400	1
Miscellaneous Store Retailers	4,520	\$265	\$1,197,800	\$280	\$1,265,600	2 - 3
Gift Stores	4,360	\$270	\$1,177,200	\$285	\$1,242,600	2 - 3
Shoe Stores	1,470	\$285	\$418,950	\$300	\$441,000	1
Specialty Food Stores	4,410	\$295	\$1,300,950	\$310	\$1,367,100	2 - 3
Sporting Goods & Hobby Stores	1,520	\$270	\$410,400	\$285	\$433,200	1
Retailer Totals	123,640	\$283	\$36,976,900	\$297	\$38,792,000	34 - 44
Restaurants						
Bars, Breweries & Pubs	7,090	\$330	\$2,339,700	\$345	\$2,446,050	2 - 3
Full-Service Restaurants	12,470	\$350	\$4,364,500	\$370	\$4,613,900	4 - 5
Limited-Service Eating Places	18,980	\$260	\$4,934,800	\$275	\$5,219,500	8 - 9
Special Food Services	6,590	\$245	\$1,614,550	\$255	\$1,680,450	3 - 4
Restaurant Totals	45,130	\$296	\$13,253,550	\$311	\$13,959,900	16 - 21
Retailer & Restaurant Totals	168,770	\$285	\$50,230,450	\$299	\$52,751,900	50 - 65

Table 2: The study site's primary trade area has demand for up to 168,800 million sf of new retail and restaurants.

Assumptions

The projections of this study are based on the following assumptions:

- No other major retail centers are planned or proposed at this time and, as such, no other retail is assumed in our sales forecasts.
- No other major retail will be developed within the trade area of the subject site.
- The region's economy will stabilize at normal or above normal ranges of employment, inflation, retail demand and growth.
- The new retail development will be planned, designed, built, leased and managed as a walkable down town center, to the best shopping center industry practices of the American Planning Association, Congress for New Urbanism, the International Council of Shopping Centers and Urban Land Institute.
- Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the development.
- Visibility of the shopping center or retail is assumed to meet industry standards, with signage as required to assure good visibility of the retailers.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in the New Port Richey study area's primary trade area by 2021. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that the study site's surrounding area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the study area.

This study is based on estimates, assumptions and other information developed by GPG as an independent third party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of October 20, 2016, and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study ***should not*** be the sole basis for designing, financing, planning, and programming any business, real estate development, or public planning policy. This study is intended only for the use of the client and is void for other site locations, developers, or organizations.

- *End of Study* -

Appendix EXHIBIT A1: Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

Population Summary	
2000 Total Population	67,062
2010 Total Population	66,905
2016 Total Population	67,961
2016 Group Quarters	659
2021 Total Population	70,271
2016-2021 Annual Rate	0.67%
Household Summary	
2000 Households	30,745
2000 Average Household Size	2.14
2010 Households	29,923
2010 Average Household Size	2.21
2016 Households	30,000
2016 Average Household Size	2.24
2021 Households	30,819
2021 Average Household Size	2.26
2016-2021 Annual Rate	0.54%
2010 Families	17,208
2010 Average Family Size	2.80
2016 Families	16,949
2016 Average Family Size	2.85
2021 Families	17,244
2021 Average Family Size	2.88
2016-2021 Annual Rate	0.35%
Housing Unit Summary	
2000 Housing Units	35,451
Owner Occupied Housing Units	63.5%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	13.3%
2010 Housing Units	36,918
Owner Occupied Housing Units	52.7%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	18.9%
2016 Housing Units	37,572
Owner Occupied Housing Units	47.4%
Renter Occupied Housing Units	32.4%
Vacant Housing Units	20.2%
2021 Housing Units	38,702
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	20.4%
Median Household Income	
2016	\$32,699
2021	\$32,186
Median Home Value	
2016	\$93,913
2021	\$117,028
Per Capita Income	
2016	\$20,827
2021	\$22,051
Median Age	
2010	45.4
2016	47.0
2021	48.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A2: Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

2016 Households by Income	
Household Income Base	30,000
<-\$15,000	20.6%
\$15,000 - \$24,999	17.1%
\$25,000 - \$34,999	15.0%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	7.0%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	1.8%
\$200,000+	1.4%
Average Household Income	\$46,291
2021 Households by Income	
Household Income Base	30,819
<-\$15,000	20.4%
\$15,000 - \$24,999	19.2%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	8.1%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	2.4%
\$200,000+	1.5%
Average Household Income	\$49,417
2016 Owner Occupied Housing Units by Value	
Total	17,814
<\$50,000	20.8%
\$50,000 - \$99,999	33.2%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	9.5%
\$200,000 - \$249,999	3.8%
\$250,000 - \$299,999	2.9%
\$300,000 - \$399,999	3.9%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	1.0%
Average Home Value	\$150,887
2021 Owner Occupied Housing Units by Value	
Total	18,037
<\$50,000	16.4%
\$50,000 - \$99,999	27.1%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	11.5%
\$200,000 - \$249,999	6.8%
\$250,000 - \$299,999	5.4%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	3.1%
\$750,000 - \$999,999	1.8%
\$1,000,000 +	1.2%
Average Home Value	\$178,181

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A3: Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

2010 Population by Age	
Total	66,906
0 - 4	5.2%
5 - 9	5.1%
10 - 14	5.3%
15 - 24	11.0%
25 - 34	11.2%
35 - 44	11.6%
45 - 54	14.4%
55 - 64	13.8%
65 - 74	10.7%
75 - 84	7.8%
85 +	3.8%
18 +	80.9%
2016 Population by Age	
Total	67,962
0 - 4	4.9%
5 - 9	4.9%
10 - 14	4.9%
15 - 24	10.4%
25 - 34	11.3%
35 - 44	11.0%
45 - 54	13.2%
55 - 64	14.9%
65 - 74	12.8%
75 - 84	7.6%
85 +	4.0%
18 +	82.2%
2021 Population by Age	
Total	70,272
0 - 4	4.8%
5 - 9	4.8%
10 - 14	5.0%
15 - 24	9.8%
25 - 34	11.0%
35 - 44	11.0%
45 - 54	12.0%
55 - 64	15.0%
65 - 74	14.4%
75 - 84	8.4%
85 +	3.8%
18 +	82.5%
2010 Population by Sex	
Males	32,237
Females	34,668
2016 Population by Sex	
Males	32,912
Females	35,049
2021 Population by Sex	
Males	34,182
Females	36,089

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A4: Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

2010 Population by Race/Ethnicity	
Total	66,905
White Alone	90.2%
Black Alone	2.7%
American Indian Alone	0.5%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.8%
Two or More Races	2.4%
Hispanic Origin	11.1%
Diversity Index	34.6
2016 Population by Race/Ethnicity	
Total	67,962
White Alone	87.8%
Black Alone	3.6%
American Indian Alone	0.5%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	2.9%
Hispanic Origin	13.9%
Diversity Index	41.2
2021 Population by Race/Ethnicity	
Total	70,270
White Alone	85.5%
Black Alone	4.4%
American Indian Alone	0.5%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	3.4%
Hispanic Origin	16.5%
Diversity Index	46.9
2010 Population by Relationship and Household Type	
Total	66,905
In Households	99.0%
In Family Households	75.3%
Householder	25.8%
Spouse	17.5%
Child	25.2%
Other relative	3.5%
Nonrelative	3.4%
In Nonfamily Households	23.7%
In Group Quarters	1.0%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A5: Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

2016 Population 25+ by Educational Attainment	
Total	50,865
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	32.0%
GED/Alternative Credential	5.5%
Some College, No Degree	22.3%
Associate Degree	11.4%
Bachelor's Degree	9.7%
Graduate/Professional Degree	5.3%
2016 Population 15+ by Marital Status	
Total	57,945
Never Married	27.8%
Married	44.9%
Widowed	11.6%
Divorced	15.7%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	91.9%
Civilian Unemployed	8.1%
2016 Employed Population 16+ by Industry	
Total	23,793
Agriculture/Mining	0.4%
Construction	7.6%
Manufacturing	5.0%
Wholesale Trade	1.9%
Retail Trade	15.5%
Transportation/Utilities	3.6%
Information	2.3%
Finance/Insurance/Real Estate	5.1%
Services	55.5%
Public Administration	3.1%
2016 Employed Population 16+ by Occupation	
Total	23,794
White Collar	53.0%
Management/Business/Financial	9.7%
Professional	15.7%
Sales	12.0%
Administrative Support	15.6%
Services	26.2%
Blue Collar	20.9%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	4.0%
Production	4.2%
Transportation/Material Moving	5.3%
2010 Population By Urban/ Rural Status	
Total Population	66,905
Population Inside Urbanized Area	98.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A6: Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

2010 Households by Type	
Total	29,923
Households with 1 Person	34.0%
Households with 2+ People	66.0%
Family Households	57.5%
Husband-wife Families	39.2%
With Related Children	12.4%
Other Family (No Spouse Present)	18.3%
Other Family with Male Householder	5.3%
With Related Children	3.1%
Other Family with Female Householder	13.1%
With Related Children	8.1%
Nonfamily Households	8.5%
 All Households with Children	 24.2%
 Multigenerational Households	 3.2%
Unmarried Partner Households	9.2%
Male-female	8.4%
Same-sex	0.9%
2010 Households by Size	
Total	29,922
1 Person Household	34.0%
2 Person Household	36.7%
3 Person Household	13.7%
4 Person Household	9.1%
5 Person Household	4.1%
6 Person Household	1.6%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	29,923
Owner Occupied	65.0%
Owned with a Mortgage/Loan	37.7%
Owned Free and Clear	27.3%
Renter Occupied	35.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	36,918
Housing Units Inside Urbanized Area	98.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A7: Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

Top 3 Tapestry Segments		
1.	Small Town Simplicity (12C)	
2.	Senior Escapes (9D)	
3.	Traditional Living (12B)	
2016 Consumer Spending		
Apparel & Services: Total \$		
	Average Spent	\$35,772,885
	Spending Potential Index	\$1,182.43
	Spending Potential Index	59
Education: Total \$		
	Average Spent	\$22,596,999
	Spending Potential Index	\$753.23
	Spending Potential Index	53
Entertainment/Recreation: Total \$		
	Average Spent	\$54,267,909
	Spending Potential Index	\$1,808.93
	Spending Potential Index	62
Food at Home: Total \$		
	Average Spent	\$96,407,417
	Spending Potential Index	\$3,213.58
	Spending Potential Index	64
Food Away from Home: Total \$		
	Average Spent	\$56,268,998
	Spending Potential Index	\$1,875.63
	Spending Potential Index	61
Health Care: Total \$		
	Average Spent	\$104,882,060
	Spending Potential Index	\$3,496.07
	Spending Potential Index	66
HH Furnishings & Equipment: Total \$		
	Average Spent	\$32,158,705
	Spending Potential Index	\$1,071.96
	Spending Potential Index	61
Personal Care Products & Services: Total \$		
	Average Spent	\$13,615,287
	Spending Potential Index	\$453.84
	Spending Potential Index	62
Shelter: Total \$		
	Average Spent	\$275,971,795
	Spending Potential Index	\$9,199.06
	Spending Potential Index	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$		
	Average Spent	\$44,758,647
	Spending Potential Index	\$1,491.95
	Spending Potential Index	64
Travel: Total \$		
	Average Spent	\$31,940,360
	Spending Potential Index	\$1,064.68
	Spending Potential Index	57
Vehicle Maintenance & Repairs: Total \$		
	Average Spent	\$19,866,475
	Spending Potential Index	\$662.22
	Spending Potential Index	64

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B1: Business Summary

Gibbs Planning Group

Business Summary

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

Data for all businesses in area

Total Businesses:	3,329
Total Employees:	28,386
Total Residential Population:	67,961
Employee/Residential Population Ratio:	0.42:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	78	2.3%	342	1.2%
Construction	336	10.1%	1,888	6.7%
Manufacturing	97	2.9%	613	2.2%
Transportation	89	2.7%	828	2.9%
Communication	26	0.8%	146	0.5%
Utility	18	0.5%	265	0.9%
Wholesale Trade	81	2.4%	462	1.6%
Retail Trade Summary	707	21.2%	7,655	27.0%
Home Improvement	55	1.7%	505	1.8%
General Merchandise Stores	27	0.8%	1,129	4.0%
Food Stores	65	2.0%	947	3.3%
Auto Dealers, Gas Stations, Auto Aftermarket	97	2.9%	784	2.8%
Apparel & Accessory Stores	40	1.2%	222	0.8%
Furniture & Home Furnishings	57	1.7%	472	1.7%
Eating & Drinking Places	164	4.9%	2,567	9.0%
Miscellaneous Retail	202	6.1%	1,029	3.6%
Finance, Insurance, Real Estate Summary	387	11.6%	1,899	6.7%
Banks, Savings & Lending Institutions	155	4.7%	357	1.3%
Securities Brokers	21	0.6%	115	0.4%
Insurance Carriers & Agents	63	1.9%	275	1.0%
Real Estate, Holding, Other Investment Offices	148	4.4%	1,152	4.1%
Services Summary	1,344	40.4%	13,057	46.0%
Hotels & Lodging	11	0.3%	96	0.3%
Automotive Services	158	4.7%	512	1.8%
Motion Pictures & Amusements	84	2.5%	565	2.0%
Health Services	245	7.4%	3,527	12.4%
Legal Services	73	2.2%	346	1.2%
Education Institutions & Libraries	50	1.5%	2,561	9.0%
Other Services	722	21.7%	5,450	19.2%
Government	82	2.5%	1,225	4.3%
Unclassified Establishments	84	2.5%	5	0.0%
Totals	3,329	100.0%	28,386	100.0%

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Appendix EXHIBIT B2: Business Summary

Gibbs Planning Group

Business Summary

Primary Trade Area NPR
Area: 26.27 square miles

Prepared by Gibbs Planning Group

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.1%	9	0.0%
Mining	0	0.0%	0	0.0%
Utilities	4	0.1%	35	0.1%
Construction	362	10.9%	2,149	7.6%
Manufacturing	100	3.0%	625	2.2%
Wholesale Trade	78	2.3%	453	1.6%
Retail Trade	526	15.8%	4,991	17.6%
Motor Vehicle & Parts Dealers	83	2.5%	734	2.6%
Furniture & Home Furnishings Stores	32	1.0%	261	0.9%
Electronics & Appliance Stores	25	0.8%	213	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	54	1.6%	502	1.8%
Food & Beverage Stores	59	1.8%	875	3.1%
Health & Personal Care Stores	60	1.8%	395	1.4%
Gasoline Stations	14	0.4%	50	0.2%
Clothing & Clothing Accessories Stores	53	1.6%	262	0.9%
Sport Goods, Hobby, Book, & Music Stores	29	0.9%	257	0.9%
General Merchandise Stores	27	0.8%	1,129	4.0%
Miscellaneous Store Retailers	83	2.5%	304	1.1%
Nonstore Retailers	7	0.2%	10	0.0%
Transportation & Warehousing	68	2.0%	646	2.3%
Information	48	1.4%	293	1.0%
Finance & Insurance	247	7.4%	787	2.8%
Central Bank/Credit Intermediation & Related Activities	162	4.9%	372	1.3%
Securities, Commodity Contracts & Other Financial Investments	22	0.7%	140	0.5%
Insurance Carriers & Related Activities; Funds, Trusts & Other	63	1.9%	275	1.0%
Real Estate, Rental & Leasing	207	6.2%	1,068	3.8%
Professional, Scientific & Tech Services	262	7.9%	1,618	5.7%
Legal Services	86	2.6%	380	1.3%
Management of Companies & Enterprises	3	0.1%	6	0.0%
Administrative & Support & Waste Management & Remediation	186	5.6%	1,310	4.6%
Educational Services	59	1.8%	2,551	9.0%
Health Care & Social Assistance	325	9.8%	5,040	17.8%
Arts, Entertainment & Recreation	54	1.6%	478	1.7%
Accommodation & Food Services	181	5.4%	2,729	9.6%
Accommodation	11	0.3%	96	0.3%
Food Services & Drinking Places	170	5.1%	2,632	9.3%
Other Services (except Public Administration)	450	13.5%	2,368	8.3%
Automotive Repair & Maintenance	15	0.5%	357	1.3%
Public Administration	82	2.5%	1,225	4.3%
Unclassified Establishments	84	2.5%	5	0.0%
Total	3,329	100.0%	28,386	100.0%

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