Retail Market Analysis

City of Portage, Michigan

April 2020

PORTAGE
A Natural Place to Move

Gibbs
Planning Group

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INTRODUCTION

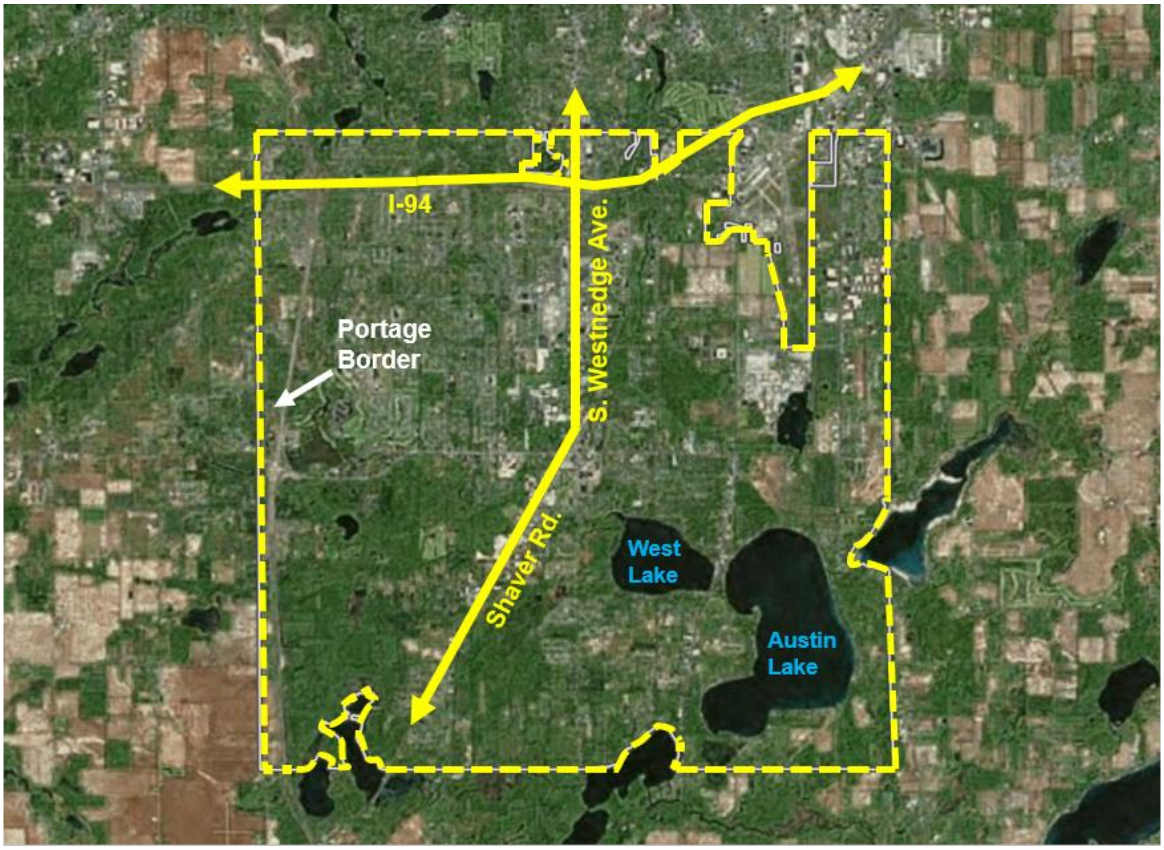

Figure 1: *Aerial photo of the City of Portage, Michigan.*

Executive Summary

This study finds that the City of Portage can presently support up to 85,000 additional square feet (sf) of retail and restaurant development, generating as much as $35.7 million in new sales by 2025. This new commercial development could include 20 to 25 new retail stores totaling 70,000 sf and 5 to 8 new restaurants totaling 15,000 sf. The supportable new development includes businesses offering apparel, furniture, gifts, jewelry and electronics, as well as full-service and fast-casual restaurants. The 85,000 sf of additional retail and restaurant development represents a 1.4 percent increase in Portage's existing 5.9 million sf of commercial space.

Overall, residents, visitors and workers located in Portage's primary trade area (Figure 5) spent $1.5 billion in combined restaurant and retail goods and services during the past year. Over 13 percent of this spending occurred via the internet or in shopping destinations outside of Portage. GPG estimates that retail stores and restaurants within Portage captured $1.3 billion in total sales over the past year.

Portage's primary trade area is home to roughly 370,000 year-round residents and 145,000 households with an average income of $78,700 per year. Many trade area residents are gainfully employed, and the median age is 37.5 years – 2.9 years lower than the state average. Over 33 percent of the trade area's residents have a four-year college degree and 37.4 percent of households earn over $75,000 per year.

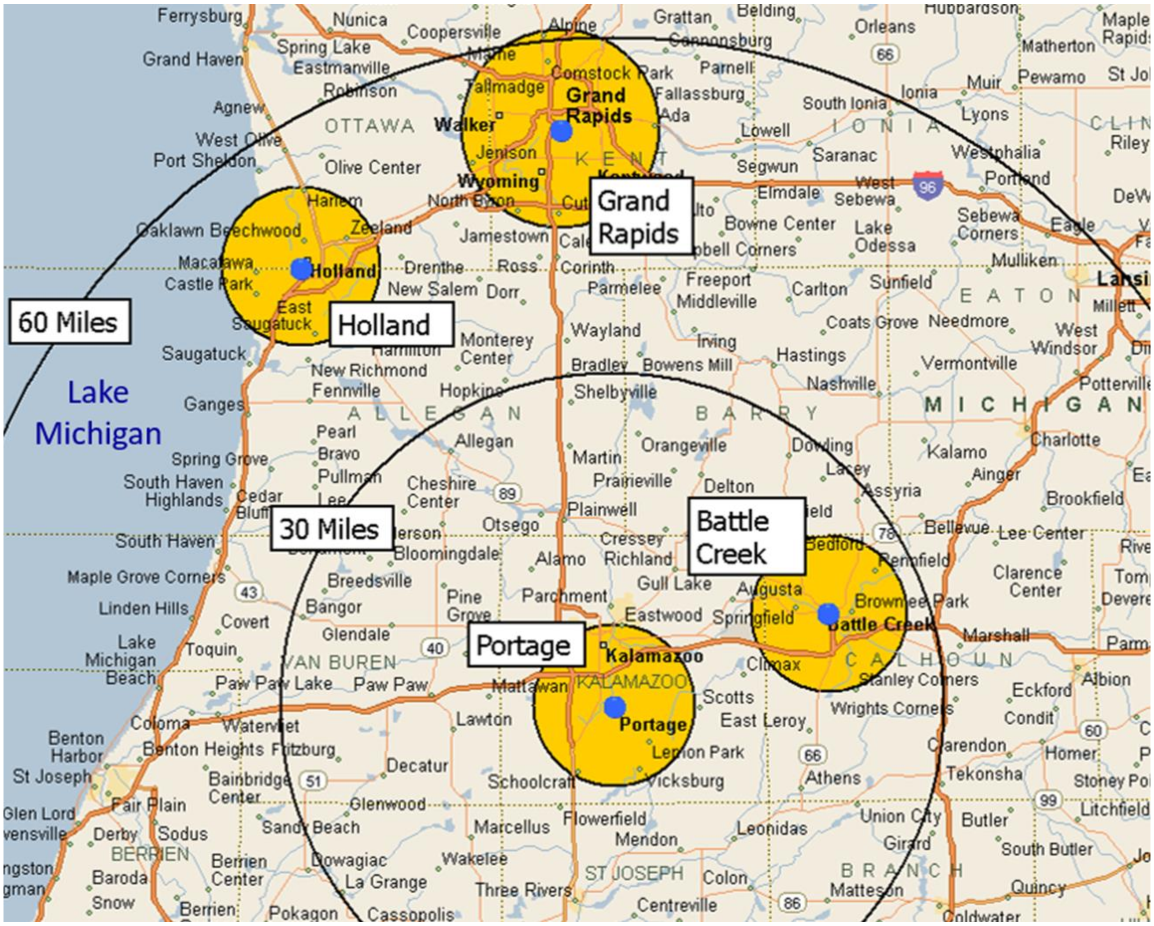

Figure 2: *The City of Portage is located in southwest Michigan, approximately 20 miles west of Battle Creek, 50 miles southeast of Holland and 55 miles south of Grand Rapids.*

Background

Gibbs Planning Group, Inc. (GPG) has been retained as a sub-consultant by SmithGroup to conduct a retail feasibility analysis for the City of Portage. This work is being done as part of the Michigan Economic Development Corporation's Redevelopment Ready Communities Technical Assistance program.

GPG addressed the following issues in this study:

- What is the existing and planned retail market in Portage and surrounding areas?
- What are the existing and potential trade areas for Portage?
- What are the population, demographic and lifestyle characteristics of Portage currently and projected for 2025?

- What is the current and projected growth for retail expenditures in Portage, now and in 2025?
- How much additional retail square footage is supportable in Portage and what retailers may seek to deploy a new business there by 2025?
- What retail sales volumes can potentially be achieved in Portage by these new businesses?

Methodology
To address the above issues, GPG defined existing and potential trade areas that would likely serve the existing and new retail development in the City of Portage based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets.

Figure 3: *The City of Portage is home to The Crossroads Mall, which at 770,000 sf is the largest shopping center in southwestern Michigan.*

Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Environmental Systems Research Institute (ESRI).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new commercial development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the trade areas, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of Portage.

Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of Portage.

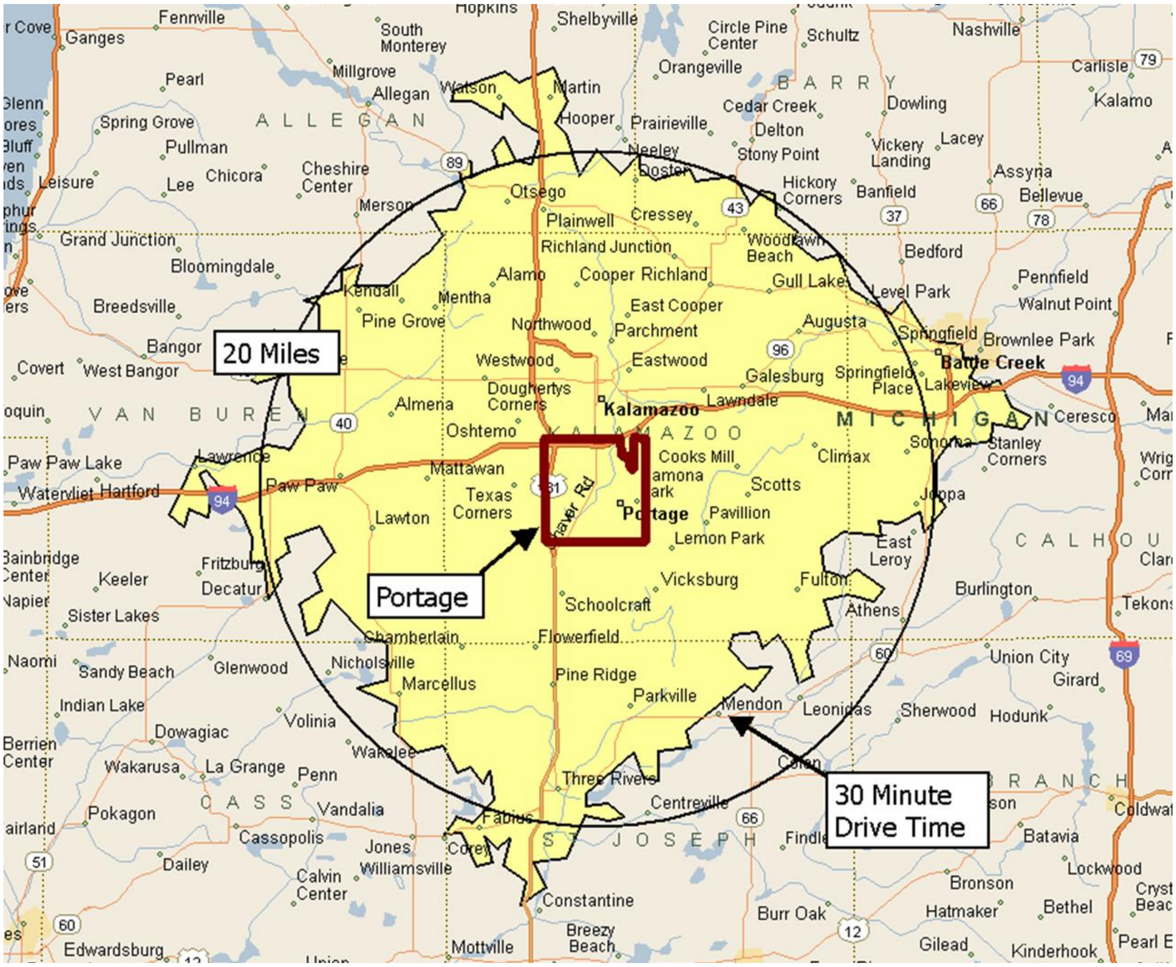

Figure 4: *Portage's 30-minute drive time range shown above.*

Retail Trade Areas

Based on GPG's analysis of the existing Portage region's commercial centers, population clusters, employment, visitors, highway access and the retail gravitation in the market, this study estimates that Portage has two trade areas, a primary and a secondary. Using data from ESRI (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the most recent population and demographic characteristics (2020), and those projected for 2025 for the defined trade areas, Kalamazoo County and the State of Michigan.

Primary Trade Area

The primary trade area is the consumer market where the study area has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. This study find that the City of Portage's primary retail trade area covers 1,450 square miles and includes roughly 370,000 year-round residents. By 2025, the primary trade area's population is estimated to grow by 9,900 people, or 0.53 percent annually. This growth rate is higher than that for the secondary trade area and State of Michigan, but lower than that for Kalamazoo County. The number of households in the primary trade area will increase from 146,200 to 150,200 and will include an average of 2.46 people per household.

Portage's primary trade area's median household income is $56,300 and is expected to increase to $64,000 by 2025. Its average household income is $78,700, with 37.4 percent of households earning over $75,000 per year – higher than that for the secondary trade area and State of Michigan. Over 33 percent of the primary trade area's residents over the age of 25 have earned a bachelor's degree or higher, compared to 29.7 percent for the State of Michigan. The median age of residents living in the primary trade area, 37.5 years old, is younger than that of the state.

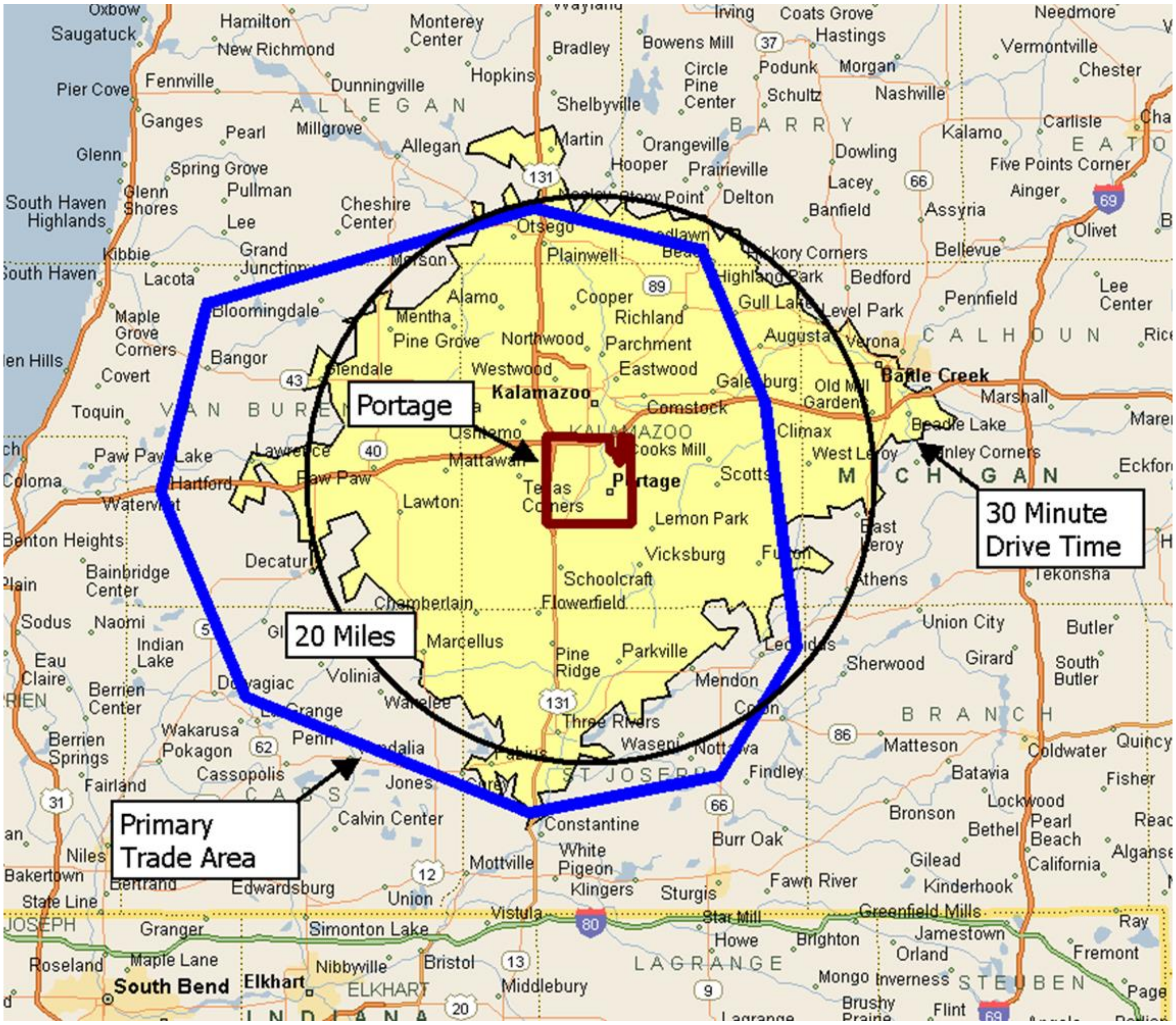

***Figure 5:** The City of Portage's estimated primary trade area is shown above in blue; the city boundaries are in brown.*

Approximately 89.7 percent of primary trade area homes are occupied, and the median home value is estimated to be $171,500. Of the primary trade area's households, 60.9 percent are owner-occupied, a number that has increased 0.1 percent since 2011 and is expected to further increase to 61.4 percent by 2025. Renter-occupied households have increased from 28.6 percent in 2011 to 28.8 percent in 2020 and are expected to decrease to 28.3 percent by 2025. The primary trade area's current residential vacancy rate is 10.3 percent, a number that has decreased 0.3 percent since 2011 and is projected to remain constant through 2025. The percentage of housing units valued at over $250,000 is expected to increase from 26.6 percent to 36.3 percent – coinciding with an increase in the median home value to $196,200 by 2025.

The following borders approximately delineate Portage's primary trade area (see Figure 5 above):

- North – CR-384, 108th Avenue and West Bendere Road
- South – Findley Road and Zerbe Road
- East – Fort Custer Training Center and Shannon Road
- West – Mill Pond Road, CR-687 and 59th Street

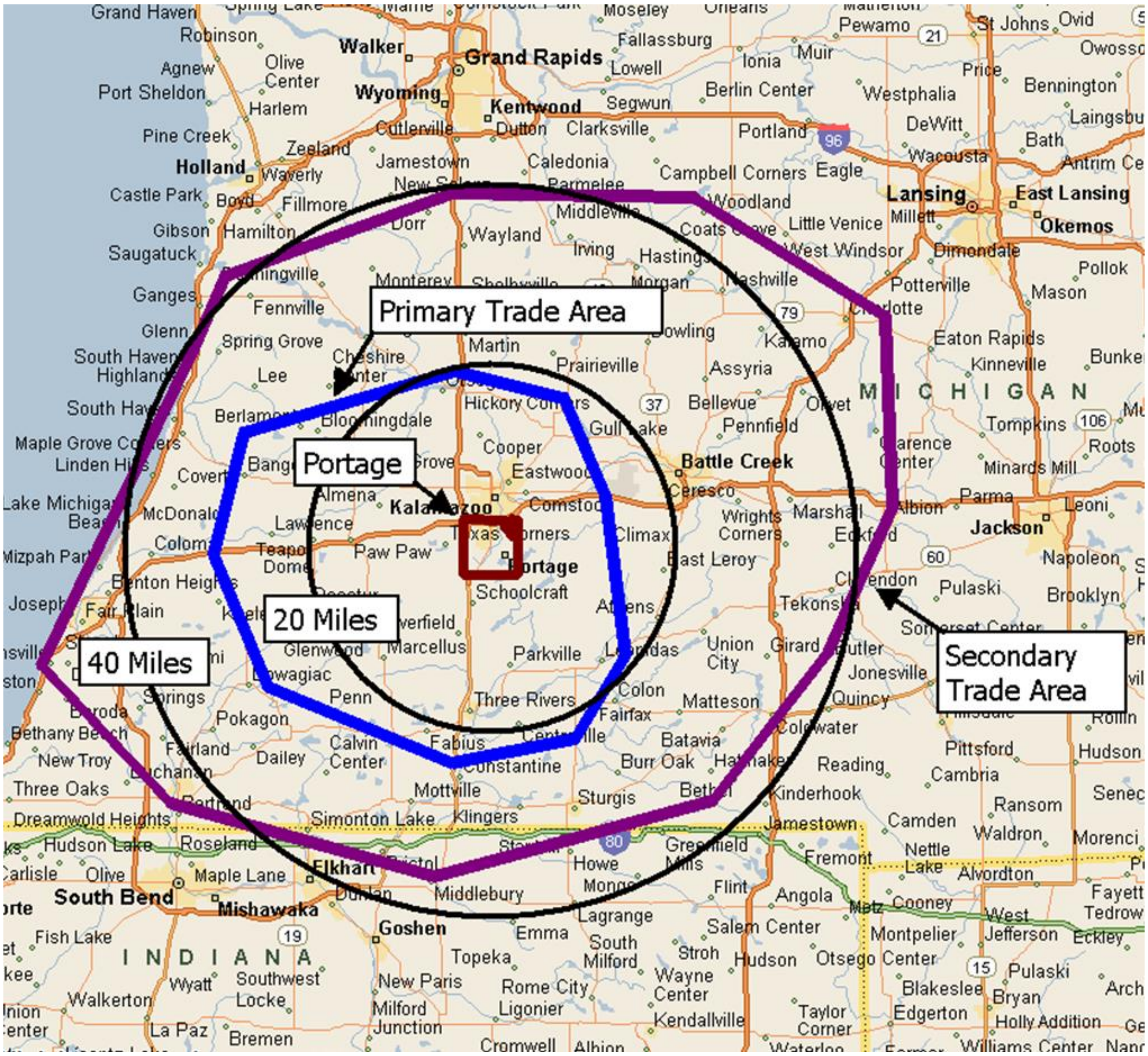

Figure 6: *The City of Portage's estimated secondary trade area is shown above in purpose and the primary trade area in blue. Secondary trade area residents can conveniently reach Portage, but it will not be their preferred shopping destination.*

Secondary Trade Area

The City of Portage's secondary trade area is roughly 5,140 square miles and includes 920,000 residents. GPG estimates that residents, workers and visitors in the secondary trade area will only account for a minimal amount of Portage's retail and restaurant commerce due to other more convenient commercial centers. However, Portage businesses that offer unique, exceptional goods and services could potentially attract customers from the secondary trade area on a regular basis.

The secondary trade area demonstrates a lower household growth rate (0.33 percent annually) than that for the primary trade area and Kalamazoo County, but slightly higher than that for the State of Michigan. The number of households is 361,500, increasing to 367,600 by 2025. The population is expected to grow by 0.30 percent annually to 936,800 by 2025. This rate is lower than the annual growth rate for the primary trade area and Kalamazoo County, but higher than that for the State of Michigan. Median household income in the secondary trade area is $53,700 and the average household income is $72,600, both of which are lower than the state's figures. Median household incomes are expected to increase to $60,000 by 2025, while average household incomes will have grown by 14.1 percent to $83,600. Educational attainment of a bachelor's degree or higher is at 26.3 percent and 34.7 percent of households earn more than $75,000 annually. The median age in the secondary trade area is 39.6 years, which is slightly lower than the state figure of 40.4.

Figure 7: Portage Demographic Comparisons

Demographic Characteristics	*Primary Trade Area*	*Secondary Trade Area*	*Kalamazoo County*	*State of Michigan*
2020 Population	**369,600**	922,700	264,400	10,097,900
2025 Population	**379,500**	936,800	273,500	10,233,600
2020-2025 Projected Annual Growth Rate	**0.53%**	0.30%	0.68%	0.27%
2020 Households	**146,200**	361,500	106,100	3,983,300
2025 Households	**150,200**	367,600	109,800	4,047,600
2020-2025 Projected Annual HH Growth Rate	**0.54%**	0.33%	0.67%	0.32%
Persons Per Household 2020	**2.46**	2.49	2.41	2.48
Median Age	**37.5**	39.6	36.1	40.4
2020 Median Household Income	**$56,300**	$53,700	$57,200	$55,900
2020 Average Household Income	**$78,700**	$72,600	$82,600	$78,200
2025 Median Household Income	**$64,000**	$60,000	$65,700	$63,500
2025 Average Household Income	**$91,100**	$83,600	$95,900	$90,100
% Households w. incomes $75,000+	**37.4%**	34.7%	38.6%	37.3%
% Bachelor's Degree	**20.0%**	16.3%	22.9%	17.9%
% Graduate Degree	**13.6%**	10.0%	16.2%	11.8%

Figure 7: *This side-by-side table compares and contrasts the primary trade area's demographic statistics with those of the secondary trade area, Kalamazoo County and the State of Michigan.*

LIFESTYLE TAPESTRY DEMOGRAPHICS

As a part of this analysis, GPG has purchased third-party demographic research prepared by ESRI. The ESRI data includes tapestry lifestyles, which creates 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level and used by many national retailers to help determine future potential locations. The top ESRI lifestyle groups in the Portage primary trade area are Salt of the Earth, Green Acres, Traditional Living, Rustbelt Traditions and College Towns.

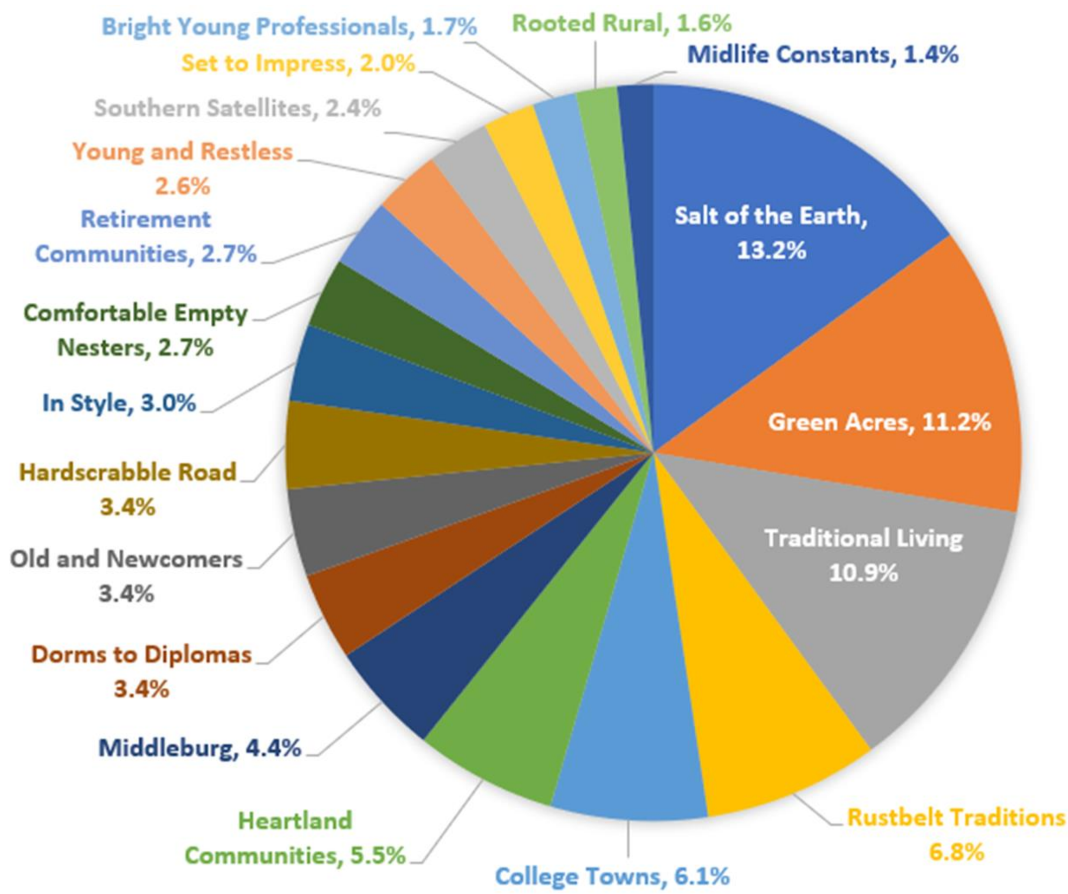

Figure 8*: The relative proportions of the top Tapestry Lifestyle segments found in the primary trade area*

Salt of the Earth: The primary trade area's most prominent lifestyle group is *"Salt of the Earth,"* which represent 13.2 percent of households. This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania and Indiana. Their average household size is 2.59, and nearly two in three *Salt of the Earth* households are composed of married couples (and less than half have children at home).

Home ownership rates among this group are very high, as 83.1 percent own their home. Their single-family homes are affordable, valued at 25 percent less than the national market. For *Salt of the Earth* residents, spending time with family is their top priority. As consumers, they are cost-conscious and loyal to brands they like (and prefer buying American products). They focus on practicality and are the last to buy the latest and greatest products. These conservative consumers prefer to conduct their business in person rather than online.

Salt of the Earth residents have steady employment in construction, manufacturing and related service industries. Forty percent only have a high school diploma. Their median household income of $56,300 is slightly above the U.S. median of $56,100. However, their median net worth of $167,700 is nearly double the US median of $93,300.

Green Acres: This is an older market primarily composed of married couples without children. *Green Acres* neighborhoods are found in rural enclaves of metropolitan areas. Most of these residents live in single-family, owner-occupied housing, with a median value of $235,500. More than 60 percent of this group is college educated, and they enjoy a low unemployment rate of 3.8 percent. *Green Acres* residents have a median household income of $76,800 and a median net worth of $267,700. Their income is not only derived from wages and salaries but also from self-employment (more than 13 percent of households), investments (27 percent of households) and retirement. They are cautious consumers who focus on quality and durability. While their economic outlook is professed as pessimistic, they are comfortable with debt, primarily as home, auto loans and investments. Over 11 percent (or 16,300) of Portage's primary trade area households are categorized as *Green Acres*.
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Traditional Living: Most *Traditional Living* neighborhoods are located in lower-density urban clusters of metro area throughout the Midwest and South. These households are a mix of married-couple families and singles, and the average household size is 2.51. *Traditional Living* residents primarily live in older single-family homes or duplexes built before 1940. Over 70 percent of this group has completed high school or some college, and their unemployment rate is 7.3 percent. Almost three quarters of these households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Their median household income ($39,300) and median net worth ($33,900) are both significantly lower than national averages. They are cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high. It is therefore not surprising that they tend to shop for groceries at discount stores such as Walmart supercenters.

Rustbelt Traditions: Roughly 10,000 households (or 6.8 percent) of Portage's primary trade area households are classified as *Rustbelt Traditions*, a group that consists of both married-couple families and singles living in modest single-family homes in older neighborhoods. A large and growing market, these residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South. While most of their income is derived from wages and salaries, nearly 31 percent of these households collect Social Security and nearly 20 percent draw income from retirement accounts. Their median household income is $51,800 and median net worth is $98,100. As consumers, they are budget aware shoppers that favor American-made products. *Rustbelt Traditions* residents take advantage of convenience stores for fueling up and picking up incidentals. Their favorite restaurants include Applebee's, Arby's and Texas Roadhouse.

College Towns: These are nonfamily households, many of which are students living alone or with roommates for the first time. Roughly 8,900 of Portage's primary trade area households are classified as belonging to this group. This group primarily lives in either student housing or off-campus, low rent apartments. Over three-quarters of these households are renter occupied. The limited incomes of *College Towns* residents result in thrifty purchases. They do not eat the healthiest foods, nor do they see a doctor regularly. They prefer environmentally friendly products and vehicles that get good gas mileage. Their preference is to purchase items online rather than in person.

Figure 9: Portage Primary Trade Area Tapestry Lifestyles

Lifestyle Group	*Primary Trade Area Statistics*	*Lifestyle Summary*
 ***Salt of the Earth***	Population **40,200** Households **19,300** Median HH Income **$56,300** Primary Trade Area Households **13.2%** US Market Share **2.9 %**	*Salt of the Earth* residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend much of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte.
 ***Green Acres***	Population **34,600** Households **16,300** Median HH Income **$76,800** Primary Trade Area Households **11.2 %** US Market Share **3.2 %**	The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.
 ***Traditional Living***	Population **30,700** Households **16,000** Median HH Income **$39,300** Primary Trade Area Households **10.9 %** US Market Share **1.9 %**	*Traditional Living* includes a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market – beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Lifestyle Group	*Primary Trade Area Statistics*	*Lifestyle Summary*
 ***Rustbelt Traditions***	Population **19,300** Households **10,000** Median HH Income **$51,800** Primary Trade Area Households **6.8 %** US Market Share **2.2 %**	The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.
 ***College Towns***	Population **17,200** Households **8,900** Median HH Income **$32,200** Primary Trade Area Households **6.1 %** US Market Share **1.0 %**	About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. *College Towns* are all about new experiences, and residents seek out variety and adventure in their lives.

Figure 9: *The top five tapestry lifestyle groups profiled above are composed of cost-conscious consumers of different ages.*

EMPLOYMENT BASE

The employment picture found in Portage's primary trade area reflects a concentrated services and retail trade sector foundation, comprising 67.8 percent of total employment. As shown in Figure 10, the services sector employs the single largest percentage (47.1 percent) of people in Portage's primary trade area. This proportion of workers engaged in the services sector is higher than that for the secondary trade area and State of Michigan, but lower than that for Kalamazoo County. Within the primary trade area's services sector, the largest percentage (17.0 percent of total employment in the primary trade area) work in other services, followed by 16.1 percent in health services and 9.2 percent in education institutions & libraries.

Figure 10: Employment Comparison by Sector (SIC)

Employment Sector	*Primary Trade Area*	*Secondary Trade Area*	*Kalamazoo County*	*State of Michigan*
Agriculture and Mining	**2.4%**	2.1%	2.1%	1.4%
Construction	**3.6%**	3.3%	3.8%	3.2%
Manufacturing	**12.0%**	14.9%	10.4%	11.7%
Transportation	**2.1%**	2.1%	2.1%	2.4%
Communication	**`0.5%**	0.5%	0.6%	0.6%
Utility	**0.3%**	0.4%	0.2%	0.5%
Wholesale Trade	**3.2%**	4.4%	3.3%	6.3%
Retail Trade	**20.7%**	19.7%	20.5%	20.5%
Finance, Insurance & Real Estate	**4.3%**	4.0%	4.8%	5.5%
Services	**47.1%**	43.0%	48.9%	43.0%
Government	**3.5%**	5.1%	2.8%	4.6%
Unclassified	**0.4%**	0.4%	0.4%	0.4%

Figure 10: *Services and Retail Trade comprise the bulk of primary trade area employment.*

As the second leading category of employment, retail workers account for 20.7 percent of employment within the primary trade area. Within this category, eating & drinking places is the leading subcategory of employment comprising 8.6 percent of total employment, followed by food stores (3.5 percent) and miscellaneous retail (2.7 percent). However, the fact that retail is the second largest employment sector in the City of Portage's primary trade area does not necessarily mean that there is an oversupply of retail in the area; the size and scale of retailers may require a significant number of workers, but this is not indicative of how well these retailers are supplying goods and services to the surrounding community.

Figure 11: *Stryker and Pfizer are two of the largest employers in Portage.*

Daytime employment plays a large role in supporting retail. The primary trade area is estimated to have 203,000 employees; roughly 45,000 of them are office employees who are known to expend at much higher rates, often eating out for lunch and shopping on the way to and from work. The mix of employees throughout the 10-minute drive time varies from the primary trade area most noticeably in the services industry sector, with an additional 80,700 employees within the primary trade area. Services, retail and manufacturing employ the most people by industry within the 10 minute drive time with 14,800, 13,300 and 7,400 jobs, respectively. With over 45,000 workers within a ten-minute drive time, there appears to be many captive daytime consumers in Portage.

Figure 12: Drive Time and Trade Area Employment by Industry Sector

Employment Sector	*10-Minute Drive Time*	*Primary Trade Area*	*Kalamazoo County*
Agriculture & Mining	700	4,800	3,500
Construction	2,000	7,300	6,300
Manufacturing	7,400	24,400	17,200
Transportation	800	4,200	3,500
Communication	500	1,100	1,000
Utility	70	700	400
Wholesale Trade	1,600	6,500	5,500
Retail Trade	13,300	41,900	33,800
Home Improvement	500	2,300	1,500
General Merchandise Stores	1,600	3,600	2,800
Food Stores	1,800	7,100	4,900
Auto Dealers, Gas Stations, Auto Aftermarket	700	3,700	2,800
Apparel & Accessory Stores	700	1,100	1,000
Furniture & Home Furnishings	800	1,400	1,300
Eating & Drinking Places	4,600	17,400	14,800
Miscellaneous Retail	2,600	5,400	4,700
Finance, Insurance & Real Estate	3,400	8,800	7,900
Banks, Savings, & Lending Institutions	500	1,800	1,500
Securities Brokers	700	1,300	1,200
Insurance Carriers & Agents	500	1,300	1,100
Real Estate, Holding, Other Investment Offices	1,700	4,400	4,200
Services	14,800	95,500	80,800
Hotels & Lodging	300	2,500	1,400
Automotive Services	600	2,300	1,700
Motion Pictures & Amusements	600	3,800	3,000
Health Services	3,600	32,700	28,500
Legal Services	200	1,100	1,000
Education Institutions & Libraries	3,100	18,600	14,200
Other Services	6,400	34,600	31,000
Government	800	7,000	4,700
Unclassified Establishments	300	800	700
Total Employment	**45,500**	**203,000**	**165,500**

Figure 12: *Portage's drivetime and area employment by sector.*

Consumer expenditure from daytime employment compliments that captured in the evenings and on weekends by households in the trade area. "*Office Worker Retail Spending in a Digital Age*," published by the International Council of Shopping Centers in 2012, provides insight into the impact of office worker employment. Weekly office worker expenditure, adjusted for 2020 dollars, is estimated at $180. Weekly non-office worker expenditure is estimated at 37 percent of office workers.

Figure 13: 10-Minute Drivetime Worker Expenditure

Category	*Weekly Expenditure*	*Annual Expenditure*	*Office Worker Expenditure*	*Non-Office Worker Expenditure*	*Total Expenditure*
Prepared Food & Beverage					
Limited & Full-Service Restaurants	$40	$2,300	$23,000,000	$29,785,000	$52,785,000
Drinking Places	$20	$900	$9,000,000	$11,655,000	$20,655,000
Retail Goods					
General Merchandise, Apparel, Home Furnishings, Electronics	$70	$3,600	$36,000,000	$46,620,000	$82,620,000
Grocery	$30	$1,600	$16,000,000	$20,720,000	$36,720,000
Convenience Items	$20	$1,000	$10,000,000	$12,950,000	$22,950,000
Total	**$180**	**$9,400**	**$94,000,000**	**$121,730,000**	**$215,730,000**

***Figure 13**: Workers within a 10-minute drive time of the center of Portage expend over $215.7 million dollars annually.*

Non-office workers are estimated to have slightly less disposable income, to have multiple work locations including at home and typically are on the road more during their work-week. Retail purchases (general merchandise, apparel, home furnishings, electronics, grocery and convenience items) make up the majority of the office worker dollars, at $120 per week. Restaurant expenditures (full service, limited service and drinking places) account for the balance at $40 per week. Annualized, each office worker expends $9,400 before, during and after work.

The annual impact of 45,500 workers within a 10-minute drive time of the center of Portage is $215.7 million. This expenditure breaks down to include $73.4 million in prepared food and beverage establishments, $36.7 million in grocery purchases, $23.0 million in convenience items and $82.6 million in other retail goods.

Portage Area Characteristics

Location

The City of Portage covers roughly 35.2 square miles. It is located in southwestern Michigan, approximately 20 miles west of Battle Creek, 50 miles southeast of Holland and 55 miles south of Grand Rapids. Portage stretches north to West Kilgore and East Kilgore Roads, south to T Avenue East, east to Long Lake and west to 12th Street South. I-94 runs east-west through the very northern part of Portage, and U.S. 131 runs north-south through the city's most western part. Portage has a Walk Score of 69, classifying it as "somewhat walkable."

Although retailers and restaurants can be found in many parts of Portage, the largest concentration of its commercial development is situated along South Westnedge Avenue in northcentral Portage. Indeed, the so-called South Westnedge Avenue corridor features nearly 4 million sf of retail space and includes the largest shopping center in southwest Michigan (Crossroads Mall).

Environmental and recreational features contribute to the attractiveness of Portage. The city is in an area with several rather large inland lakes. These include Upjohn Lake in the eastern section of the city, and Austin Lake, West Lake and Hampton Lake in its southern half. Additionally, Portage has a sizeable parks system. Its 19 different parks are scattered throughout the city, ranging in size from the 150-acre Bishop's Bog Preserve to various small neighborhood parks.

General Retail Market Conditions

According to CoStar, the City of Portage has a total of 5.9 million sf of retail space. The current retail vacancy rate is 4.3 percent, which has increased by 2.1 percent over the past year but is still below the city's 10-year historical average of 5.5 percent. The average retail market rent in Portage is $14.44/sf, down from $14.19/sf one year ago. No new retail space has been delivered in Portage over the last year, nor is any currently under construction. However, during the past year there was significant retail investment sales activity in Portage, and properties sold at an average cap rate of 8.6 percent (which was $99/sf).

Access

Regional linkage is strong in Portage. US 131, which runs north-south through the west side of Portage, connects the city to Grand Rapids to the north. Also, I-94, which runs east-west through the north portion of Portage, connects the city to Battle Creek and Ann Arbor to the east.

Figure 14: Traffic Counts

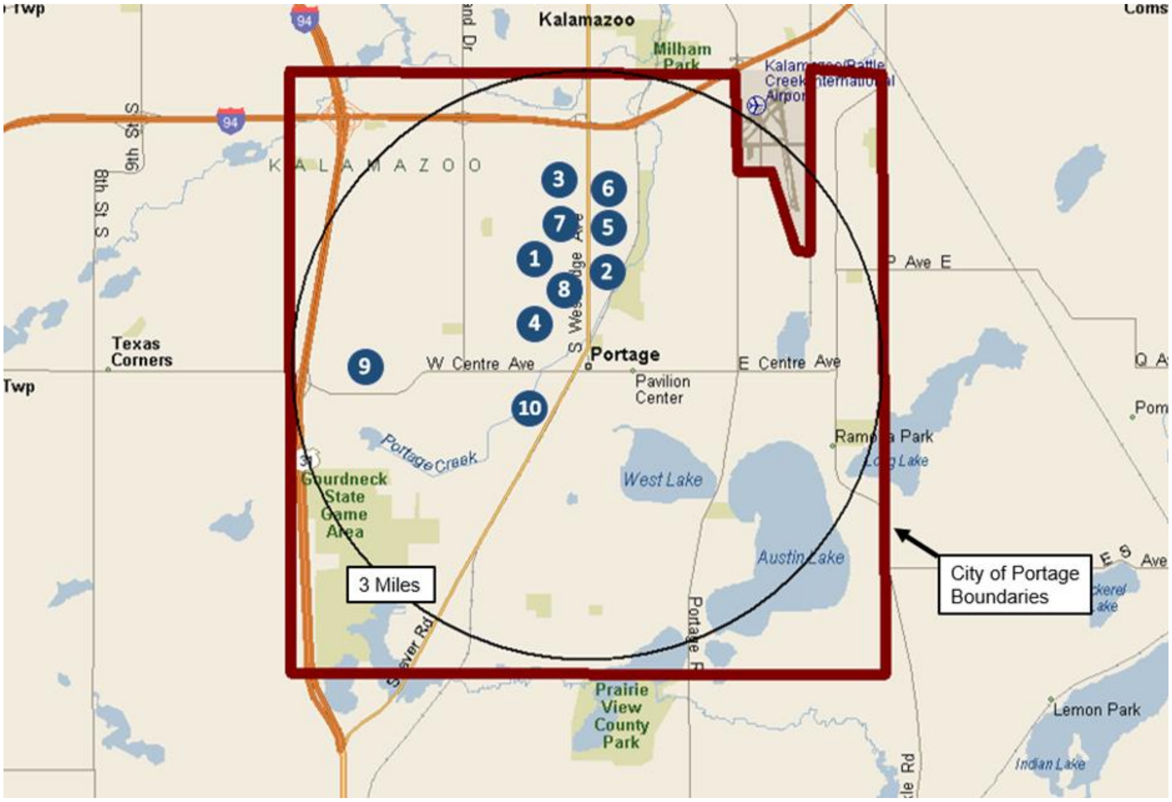
Road	*AADT (Year)*
I-94 west of South Westnedge Avenue	88,200 (2018)
South Westnedge Avenue north of East Milham Ave.	41,500 (2019)
South Westnedge Avenue south of Mall Drive	32,000 (2019)
U.S. 131 south of West Milham Avenue	22,800 (2018)
Portage Road north of East Milham Avenue	22,400 (2019)
West Centre Avenue west of Shaver Road	22,600 (2019)
Portage Road south of Prosperity Drive	20,300 (2019)
West Milham Avenue west of Oakland Drive	15,800 (2017)
Portage Road north of Stanley Avenue	15,500 (2019)
Romence Road west of South Westnedge Avenue	15,000 (2019)
Shaver Road north of Vanderbilt Avenue	13,100 (2018)

Figure 14*: The traffic chart shows the heaviest traffic on I-94 and South Westnedge Avenue (Sources: Kalamazoo Transportation Study and Michigan Department of Transportation).*

Figure 14 shows the thoroughfares within Portage that have the highest traffic volumes: the main commuting routes of I-94, South Westnedge Avenue and U.S. 131. Furthermore, there is a dense network of local roads surrounding Portage that makes it easily accessible. In particular, significant traffic enters Portage from the north via South Westnedge Avenue and Oakland Drive, from the south via South Sprinkle Road, Oakland Drive and Portage Road, from the west via Texas Drive and West Q Avenue, and from the east via East N Avenue.

Portage Shopping Centers

Figure 15: Shopping Centers Within Portage



Retail Center Name	*Shopping Center Type*	*Retail Size (sf)*
1. The Crossroads Mall	Regional Center	770,000 sf
2. Portage Crossings	Community Center	400,000 sf
3. Southland Mall	Power Center	340,000 sf
4. The Shoppes at Romence Village	Neighborhood Center	180,000 sf
5. South Westnedge Avenue Power Center	Power Center	140,000 sf
6. Toys R' Us Plaza	Power Center	120,000 sf
7. Crossroads Galleria	Neighborhood Center	120,000 sf
8. Carillon Centre	Lifestyle Center	70,000 sf
9. Woodbridge Shopping Village	Neighborhood Center	65,000 sf
10. Walmart Supercenter	-	180,000 sf

Figure 15: *Map and Table of Portage's regional, community, power, lifestyle and neighborhood shopping centers.*

1. The Crossroads Mall

The Crossroads was developed in 1980 by Westcor and the Dayton-Hudson Corporation. When it opened The Crossroads was the only two-level shopping center in Michigan outside metro Detroit. JCPenney and Hudson's were its first anchor stores, and its other stores upon opening included

Arby's, Casual Corner, Claire's, County Seat, B. Dalton, Hickory Farms, Kinney Shoes and Consumer Value Stores.

Today, The Crossroads is a 770,000 sf regional shopping center. Its three anchor stores are Macy's, JCPenney and Burlington Coat Factory. Additionally, The Crossroads is home to over 90 other retailers such as ALDO, Bath & Body Works, Best Chico's, Charming Charlie, Pandora, Victoria's Secret, Aeropostale, Buckle, Chico's and H&M. Lastly, it is owned by Brookfield Properties Retail Group (and its predecessor General Growth Properties).

***Figure 16**: In terms of square footage, The Crossroads is the largest shopping center in southwest Michigan.*

2. Portage Crossings

Spanning nearly 65 acres, Portage Crossing is a 400,000 sf community shopping center. It was built in 1980 and is currently 100 percent leased. Its retailers and restaurants include Home Depot, Target, Michaels, Party City, Sally Beauty, The UPS Store, Scrubs & Beyond, GameStop, Applebee's and Logan's Roadhouse. Portage Crossings is managed by Tailor Made Property Services.

***Figure 17**: Portage Crossings is home to the only Target and Home Depot locations in the City of Portage.*

3. Southland Mall

Southland Mall is located midway between the I-94 interchange and the Crossroads Mall. Built in 1970, this 340,000 sf power center currently enjoys full occupancy. It is anchored by Barnes & Noble, Fresh Thyme Farmers Market, Old Navy, Ulta, Kohl's, T.J. Maxx, Office Depot, Petco and

ABC Warehouse. Fresh Thyme Market is this center's newest anchor tenant, as it opened in August 2019 (which was the grocery store chain's first location in southwest Michigan). In addition to its anchor tenants, Southland Mall is home to Maurices, Helzberg Diamonds, Carters, Five Guys and Jimmy John's. It is owned by the Meyer C. Weiner Company.

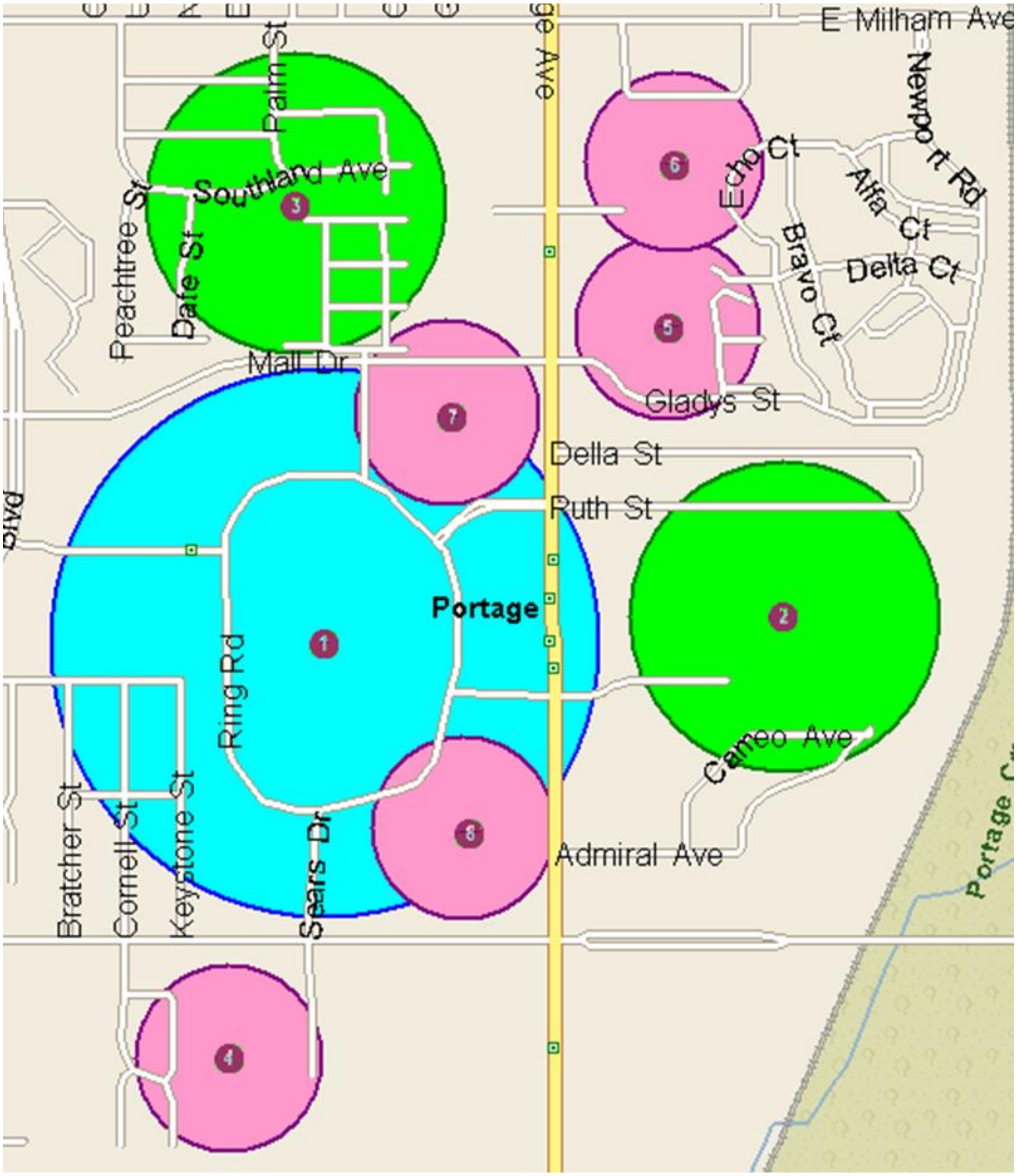


***Figure 18**: Close-up map of the City of Portage Shopping Centers situated along South Westnedge Avenue.*

4. The Shoppes at Romence Village

Built in 2000, The Shoppes at Romence Village is a large (180,000 sf) neighborhood shopping center. This center is anchored by a 40,000 sf Stein Mart, and features other retailers such as Once

Upon a Child, Island Heat Tanning Spa, Jet's Pizza, Great Clips, Wild Ginger, Clothes Mentor, Savvy Bridal & Formal Exchange and Title Boxing Club. In March 2019 a 50,000 sf D & W Fresh Markets closed at this center, and its former space still sits vacant. The Shoppes at Romence Village is owned by Bleznak Real Estate Investments Group and managed by Callander Commercial.

5. South Westnedge Avenue Power Center

***Figure 19**: Formerly occupied by a Big Kmart and Ace Hardware, in 2014 Dick's Sporting Goods, Hobby Lobby and Aldi all opened locations at the South Westnedge Avenue Power Center. At that time, the Dick's Sporting Goods that opened here was the first in the Kalamazoo/Portage area, while the Hobby Lobby was the second in the area.*

The South Westnedge Avenue Power Center is located directly south of Toys R' Us Plaza and across from the Southland Mall. Built in 1970 and last renovated in 2013, this 140,000 sf center is occupied by Dick's Sporting Goods, Hobby Lobby, Aldi, Jared Galleria of Jewelry and Verizon. Up until 2014, Big Kmart and Ace Hardware were also at the South Westnedge Avenue Power Center. Currently, this center is presently 100 percent leased.

6. Toys R' Us Plaza

***Figure 20**: In April 2019, Big Lots moved into the space left vacant after Toys R' Us closed at the Toys R' Us Plaza in 2018.*

Built in 1964, Toys R'Us Plaza is located on South Westnedge Avenue across from the Southland Mall. The current tenants at this 120,000 sf power center include JOANN Fabrics and Crafts, Chuck E. Cheese, Big Lots, Antique Kitchen, Moe's Southwest Grill, Chili's Grill & Bar and Mattress Firm. Toys R' Us had been at this center prior to the company's liquidation in 2018. The

Toys R' Us Plaza is currently 83 percent leased and is owned and managed by Bluejay Management.

7. Crossroads Galleria

Located directly south of the Southland Mall, Crossroads Galleria is a neighborhood shopping center anchored by a 50,000 sf Harding's Friendly Market. Encompassing a total of 120,000 sf of retail space, the Crossroads Galleria also features Planet Fitness, Dollar Tree, SalonCentric, Plato's Closet, SuitsU and Kumo Hibachi & Sushi. It is owned by the Meyer C. Weiner Company.

8. Carillon Centre

The Carillion Centre is a lifestyle center that is home to major tenants such as Talbots, J. Jill, America's Best Contacts & Eyeglasses, Jos. A. Bank, Qdoba, Cold Stone Creamery and Biggby Coffee. This shopping center is located directly in front of the Crossroads Mall and features 70,000 sf of retail space. The Carillon Centre was built in 1980 and has a current occupancy rate of 88 percent. It is managed by Treystar.

9. Woodbridge Shopping Village

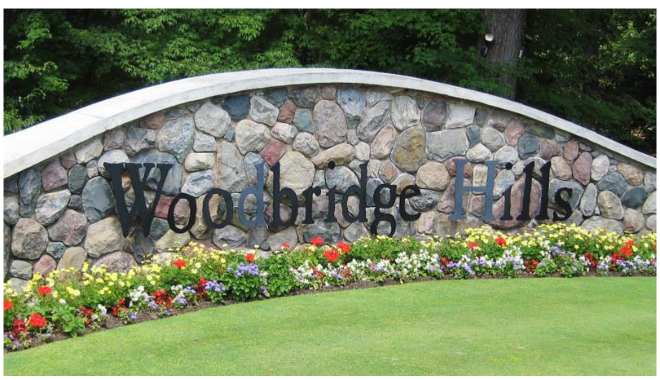


Figure 21*: The Woodbridge Shopping Village is located within Woodbridge Hills, a planned unit development (PUD) featuring a variety of home types and an 18-hole championship golf course.*

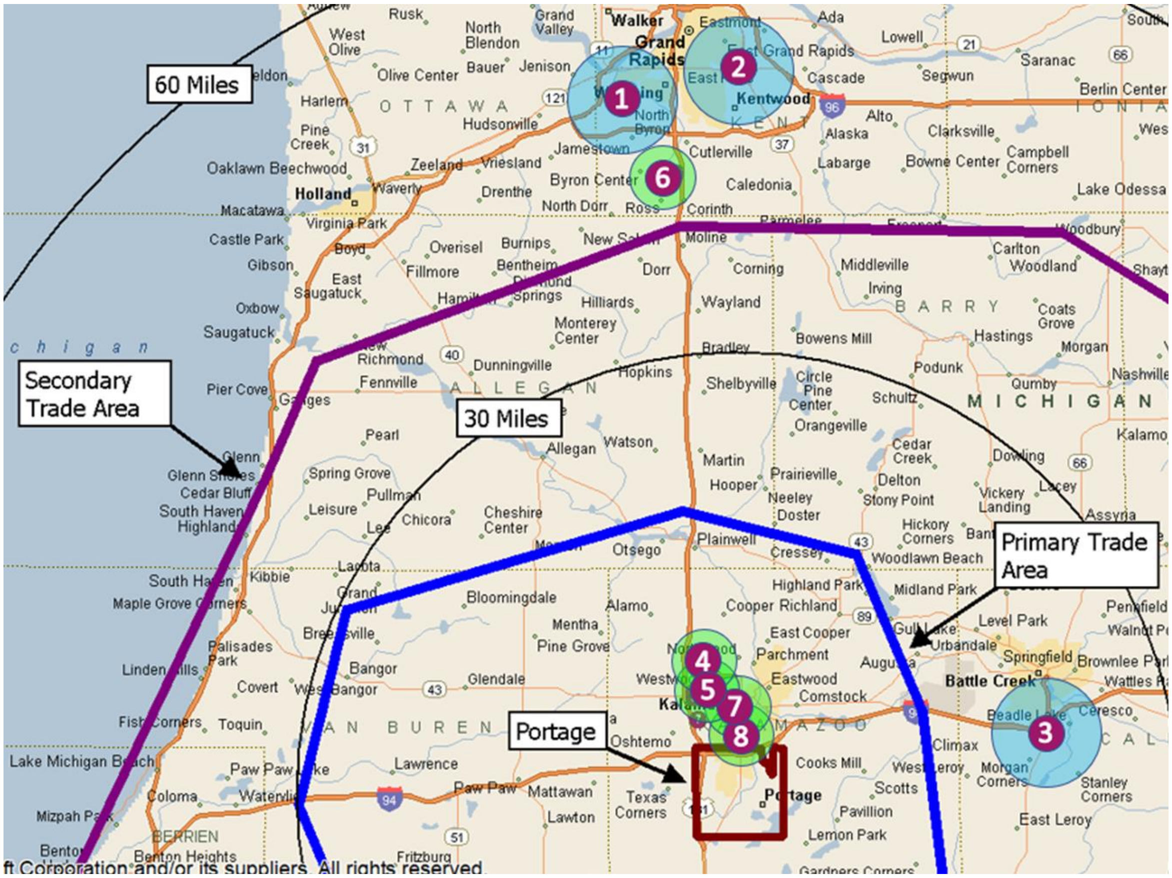
Located one-half mile east of US-131, Woodbridge Shopping Village is a 65,000 sf neighborhood shopping center. It was built in 1985 and is situated within Woodbridge Hills, a sprawling and picturesque planned urban development. This center is anchored by a 35,000 sf Harding's Market and features other retail and restaurant tenants such as Fieldstone Grill, Design Details, McIntyre's Salon, Big Apple Bagels, Fiesta Burrito, Subway and Little Caesars. The Woodbridge Shopping Village is currently 97 percent occupied. It is owned by 633 Group and managed by Treystar.

10. Walmart Supercenter

In addition to the above shopping centers, the City of Portage also has a 150,000 sf Walmart Supercenter at 8350 Shaver Road. The building occupies a 35-acre lot and was constructed in 2004.

COMPETING SHOPPING CENTERS

Figure 22: Competing Shopping Centers



Retail Center Name	*Shopping Center Type*	*Retail Size (sf)*	*Distance to Portage*
1. RiverTown Crossings	Regional Center	1.3 million sf	45 miles
2. Woodland Mall	Regional Center	1.2 million sf	45 miles
3. Lakeview Square Mall	Regional Center	600,000 sf	20 miles
4. Maple Hill Pavilion	Power Center	400,000 sf	4 miles
5. Westmain Shopping Center	Power Center	370,000 sf	3.5 miles
6. Tanger Outlets Grand Rapids	Outlet Center	360,000 sf	40 miles
7. University Commons	Power Center	200,000 sf	2 miles
8. Westnedge Corners	Community Center	165,000 sf	<1 miles

Figure 22: *Map and Table of the competing regional, community, town, lifestyle and neighborhood shopping centers.*

1. RiverTown Crossings

RiverTown Crossings is a 1.3 million sf regional shopping center located in the City of Grandville. Developed by General Growth Properties in 1999, today RiverTown Crossings has six anchor tenants: Sears, Macy's, Kohl's, JCPenney, Dick's Sporting Goods and Celebration Cinema. Some of its other retailers and restaurants are Aeropostale, American Eagle Outfitters, Banana

Republic, Barnes & Noble Booksellers, Chico's, Duluth Trading Company, Fred Meyer Jewelers, Helzberg Diamonds, Olive Garden, On the Border Mexican Grill & Cantina, Panera Bread, Sephora, The Toy Shelf and Zales. RiverTown Crossings also has a food court with a carousel in the center that is surrounded by eight quick service restaurants. This shopping center is currently owned and managed by Brookfield Properties Retail Group (which acquired General Growth Properties in 2018), and it is located 45 miles north of the City of Portage.

Figure 23: *In terms of square footage, RiverTown Crossings is the largest shopping center in western Michigan.*

2. Woodland Mall

Developed by Taubman Centers in 1968, the Woodland Mall is a 1.2 million sf regional shopping center. It is located in the City of Kentwood, approximately 45 miles north of the City of Portage. The Woodland Mall is anchored by JCPenney, Macy's, Kohl's, Celebration! Cinema, Von Maur and Barnes & Noble. Some of the other notable retailers and restaurants at this shopping center are Apple, Dry Goods, Forever 21, J.Crew, Johnston & Murphy, The North Face, Pottery Barn, Soma, Teavana, Torrid, Vera Bradley, Williams-Sonoma, Red Robin, Olga's Kitchen and The Cheesecake Factory.

Figure 24: *Last year a handful of retailers opened new locations at the Woodland Mall, including new to the Grand Rapids market Von Maur and Urban Outfitters.*

In October 2019, a $100 million expansion of the Woodland Mall was completed that added a new wing (the "Von Maur wing"). In addition to Von Maur, new retailers in this wing include Williams Sonoma, Paddle North, Urban Outfitters, The Made in Michigan Store and Bath & Body

Works. The Woodland Mall is owned and managed by Pennsylvania Real Estate Investment Trust.

3. Lakeview Square Mall

***Figure 25**: Lakeview Square Mall has several entertainment offerings, which include laser tag (left), a skate park (right), an escape room and arcade.*

Sidney Forbes and Maurice Cohen, owners of Forbes/Cohen Properties, developed the Lakeview Square Mall in 1983. Upon opening it featured three anchor stores: JCPenney, Sears and Hudson's (which became Marshall Field's in 2001 and Macy's in 2006). Some of its other inaugural tenants were Casual Corner, Hanover Shoes, Waldenbooks, Camelot Music, Imperial Sports, Ups & Downs and Women's World.

Today, the Lakeview Square Mall is a 600,000 sf regional shopping center. It is currently 65 percent leased and does not have any anchor stores. Macy's and JCPenney closed their anchor locations in 2017, and Sears left the shopping center in February 2019. Some of the major tenants presently at the Lakeview Square Mall include Barnes & Noble, Bath & Body Works, Buffalo Wild Wings, Buckle, Claire's. Kay Jewelers, Maurice's, Men's Warehouse and Dunham's Sports. The Lakeview Square Mall is owned and managed by GK Development. It is located in the City of Battle Creek, approximately 20 miles east of the City of Portage.

4. Maple Hill Pavilion

What is now Maple Hill Pavilion opened as Maple Hill Mall in 1971. Maple Hill Mall was originally anchored by Montgomery Ward, as well as three local department stores: Grand Rapids-based Steketee's and Wurzburg's, and Kalamazoo-based Gilmore Brothers. In the mid 1980's, a Meijer location opened at the Maple Hill Mall, which was the first Meijer store at an enclosed mall. However, in the 1990s the Maple Hill Mall began to lose its anchor tenants. By the early 1990s, Meijer relocated to downtown Kalamazoo. Gilmore Brothers closed in 1995, and Montgomery Ward and Steketee followed (in 2000 and 2003, respectively).

In 2004, Kimco (the owner at that time) demolished the Maple Hill Mall. In its place, the Maple Hill Pavilion was built. Today, the Maple Hill Pavilion features 400,000 sf of retail space and is fully leased. Its tenants include DSW Shoe Warehouse, Office Max, Old Navy, Target, Dunham's Sports, Goodrich Quality Theaters, Hobby Lobby, Marshalls, PetSmart, Pier 1 Imports and Value

City Furniture. The Maple Hill Pavilion is owned and managed by Devonshire REIT. It is located 4 miles north of the City of Portage.

5. Westmain Shopping Center

Located 3.5 miles north of the City of Portage in the City of Kalamazoo, the Westmain Shopping Center is a fully leased power center. It's 370,000 sf of retail space is occupied by tenants such as Lowe's Improvement, Kohl's, Harding's Marketplace, Family Dollar, Mattress Mart, Panera Bread, Five Guys and Jimmy John's. It is owned and managed by the Meyer C. Weiner Company.

6. Tanger Outlets Grand Rapids

Figure 26*: Tanger Outlets Grand Rapids is one of only two outlet centers that the REIT owns within the State of Michigan.*

Opened in 2015, Tanger Outlets Grand Rapids features a total of 360,000 sf of retail space. This large outlet center has a wide variety of stores offering accessories and jewelry (such as Francesca's, Johnston & Murphy, Kate Space New York, Nike Factory Store and Shinola Detroit); apparel (including Banana Republic Factory, Brooks Brothers Factory Store, Express Factory Outlet, Polo Ralph Lauren Factory Store and Tommy Hilfiger); and food (including Starbucks, Subway and Rise Pies Handcrafted Pizza). Tanger Outlets Grand Rapids has great visibility, as it is situated directly off I-131 (with an average of 70,000 vehicles per day).   It is located 40 miles north of the City of Portage.

7. University Commons

University Commons is located east of U.S. 131 at the northeast corner of Stadium Drive and Drake Road in the City of Kalamazoo. This 200,000 sf power center is currently fully leased. Built in 1975, it now features tenants such as at Home, Harbor Freight Tools, Planet Fitness, Revel & Roll West, Save a Lot, Barrett's Smoke House, Jimmy John's and Starbuck's Coffee. It is owned and managed by Treystar. University Commons is situated 2 miles north of the City of Portage.

8. Westnedge Corners

Westnedge Corners is a 165,000 sf community shopping center in Kalamazoo. It is currently 39 percent leased and asking rents range from $7/sf - $12/sf. Built in 1960, current tenants at

Westnedge Corners include Citi Trends, Powerhouse Gym and Hibachi Sushi. Westnedge Corners is managed by Argos East and is located less than a mile north of the City of Portage.

***Figure 27**: In terms of square footage, the largest tenants at University Commons are at Home (85,000 sf) and Revel & Roll West (45,000 sf)*

ANALYSIS ASSUMPTIONS

Gibbs Planning Group, Inc. has assumed the following factors in the completion of this commercial market analysis:

- No major regional retail centers will be developed within the defined Portage trade areas through 2025.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- Properties within Portage will be properly zoned and have the necessary infrastructure to support new commercial development.
- Annual population growth for the primary trade area is estimated to be 0.53 percent from 2020 to 2025.
- Any new commercial development in the City of Portage will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for New Urbanism, International Council of Shopping Centers and the ULI.

RETAIL & RESTAURANT DEMAND

This study estimates that existing or new commercial businesses located in the City of Portage can realistically expand by up to $34.0 million in additional sales in 2020, potentially growing to as much as $35.7 million by 2025. If achieved, this growth would support 71,600 sf of new retailers and 14,700 sf of new restaurants, for a total of 86,300 square feet. This growth could be absorbed with the opening of 25 - 35 new businesses or by existing stores through expanded operations and marketing. If managed per industry best practices, these new stores could generate sales of $378 per square foot per year.

See below GPG's supportable retail table, Figure 28. Note, these supportable numbers are in addition to existing Portage businesses and only reflect potential new demand. This study does not necessarily recommend that Portage pursue any or all of this forecast commercial demand.

Figure 28: Supportable Retail Table

Retail Category	Total Demand	Est. Supp. SF	2020 Sales/SF	2020 Est. Sales	2025 Sales/SF	2025 Est. Sales
Retailers						
Apparel Stores	$149,399,500	13,900 sf	$360	$5,004,000	$380	$5,282,000
Beer, Wine & Liquor Stores	$56,384,177	5,400 sf	$465	$2,511,000	$490	$2,646,000
Electronics & Appliance Stores	$137,354,908	11,600 sf	$540	$6,264,000	$565	$6,554,000
Furniture Stores	$86,704,463	5,900 sf	$445	$2,625,500	$465	$2,743,500
Jewelry Stores	$41,295,475	5,600 sf	$545	$3,052,000	$570	$3,192,000
Miscellaneous Store Retailers	$91,653,018	13,400 sf	$265	$3,551,000	$280	$3,752,000
Gift Stores	$32,658,458	1,900 sf	$270	$513,000	$285	$541,500
Pharmacy	$306,949,022	11,900 sf	$415	$4,938,500	$435	$5,176,500
Shoe Stores	$31,815,367	2,000 sf	$340	$680,000	$355	$710,000
Retailer Totals	**$934,214,388**	**71,600 sf**	**$405**	**$29,139,000**	**$425**	**$30,597,500**
Restaurants						
Bars, Breweries & Pubs	$34,165,396	5,200 sf	$380	$1,976,000	$400	$2,080,000
Full-Service Restaurants	$272,973,712	3,600 sf	$350	$1,260,000	$370	$1,332,000
Limited-Service Eating Places	$210,961,380	3,800 sf	$280	$1,064,000	$295	$1,121,000
Coffee, Bagels, Ice Cream, etc.	$21,897,713	2,100 sf	$265	$556,500	$280	$588,000
Restaurant Totals	**$539,998,201**	**14,700 sf**	**$319**	**$4,856,500**	**$336**	**$5,121,000**
Retailer & Restaurant Totals	**$1,474,212,590**	**86,300 sf**	**$378**	**$33,995,500**	**$398**	**$35,718,500**

***Figure 28**: Estimated additional retail and restaurant 2020-2025 demand for the City of Portage. Note: Sales stated in constant 2020 dollars.*

Retail Category Definitions

Retail categories in the Supportable Retail Table correspond to the North American Industry Classification System (NAICS), the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The following NAICS codes and definitions are provided by the U.S. Census Bureau:

Retail

Auto Supply Stores (4411): establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories, automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; establishments primarily engaged in retailing and installing automotive accessories; and establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

Furniture Stores (4421): establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings and/or floor coverings.

Home Furnishings Stores (4422): establishments primarily engaged in retailing new home furnishings (except furniture).

Electronics and Appliance Stores (4431)**:** establishments primarily engaged in retailing the following new products: household-type appliances (refrigerator, dishwasher, oven), cameras, computers/software, televisions and other electronic goods.

Hardware Stores (4441): establishments primarily engaged in retailing new building materials and supplies (lumber, plumbing, electrical, tools, housewares, hardware, paint, and wallpaper).

Lawn and Garden Supply Stores (4442): establishments primarily engaged in retailing new lawn and garden equipment and supplies. (Nursery, farm and garden products, outdoor power equipment).

Grocery Stores (4451): establishments primarily engaged in retailing a general line of food products (canned/frozen food, fruits and vegetables, meat, fish, poultry, milk, bread, eggs, soda).

Specialty Food Stores (4452)**:** establishments primarily engaged in retailing specialized lines of food (meat, fish/seafood, fruits/vegetables, baked goods, candy, nuts, confections, popcorn, ice cream, items not made on the premises).

Beer, Wine, and Liquor Stores (4453): establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine and liquor.

Health & Personal Care Stores (4461): establishments primarily engaged in retailing health and personal care products (pharmacies/drug stores, first aid, beauty products, household supplies, candy, prepackaged snacks, optical goods, vitamins/supplements).

Clothing stores (4481): men's and boys' clothing stores; women's and girls' clothing stores; children's and infants' clothing stores; family clothing stores; clothing accessories stores.

Shoe Stores (4482): Shoes (men's, women's, child/infant, athletic).

Jewelry Stores (4483): Jewelry, luggage, and leather goods (silverware, watches, clocks, handbags, briefcases, belts, gloves).

Sporting Goods Stores (4511): establishments primarily engaged in retailing new sporting goods (fitness equipment, bikes, camping, uniforms and footwear).

Book & Music Stores (4512): establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

Department Stores (4521): establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Merchandise lines are normally arranged in separate departments.

General Merchandise Stores (4529): establishments primarily engaged in retailing new goods in general merchandise stores (except department stores) (warehouse clubs, supercenters, apparel, auto parts, dry goods, hardware, groceries, housewares, no line predominating).

Florists (4531): establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

Office Supplies & Gift Stores (4532): establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations and curios.

Miscellaneous Retailers (4539)**:** establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores). Pet supplies, art dealers, manufactured home dealers, tobacco/cigar stores,

Restaurants

Full-Service Restaurants (7221): establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide these types of food services to patrons with any combination of other services, such as carryout services are classified in this industry.

Limited-Service Restaurants (7222): establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery (cafeterias, snack/ juice bar, ice cream/soft serve shops, cookie shops, popcorn shops, donut shops, coffee shops, bagel shops).

Special Food Services (7223): establishments primarily engaged in providing one of the following food services (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

- Food Service Contractors: Establishments may be engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based (cafeteria, restaurant, and fast food eating-place) on contractual arrangements with these types of organizations for a specified period of time. Management staff is always provided by the food services contractor.

- Caterers: providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons and trade shows.

- Mobile Food Services: establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or non-motorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts and ice cream trucks.

Drinking Places (Alcoholic Beverages) (7224): establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption (bars, taverns, nightclubs).

Shopping Center Definitions

This study utilizes the shopping centers typologies defined by the International Council of Shopping Centers (ICSC) as follows:

- **Convenience Centers:** Convenience centers are 30,000 sf or less, unanchored, and generally will service a trade area of up to one mile. These centers include banking, carryout foods, florists, mail centers, small restaurants, small food markets, and professional services such as real estate and financial consulting. The centers typically include six to eight businesses.

- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 sf. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods and professional services such as financial consulting and real estate.

- **Community Centers:** Community centers typically range from 150,000 to 300,000 sf and are almost always anchored with a full-sized department store. They also include junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.

- **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 sf and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets. These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as ‘town centers.’

- **Regional Centers:** Regional centers average trade areas of eight to 12 miles and are anchored with multiple department stores. The centers can range from 800,000 to 1,500,000 sf, and often include cinemas along with 200,000 sf of national brand fashion.

Limits of Study

The findings of this study represent GPG’s best estimates for the amounts and types of retailers and restaurants that may be reasonably supportable in Portage, Michigan. 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.

This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third-party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of 06 April 2020 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, but 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. The actual amounts of supportable retail could be significantly higher or lower depending on multiple market and not market factors including the type, design and quality of the new development.

Actual results achieved during the period covered by our prospective financial 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 programming, planning, designing, financing, or development of any commercial center.

END OF STUDY

Appendix A1: Primary Trade Area Business Summary

Gibbs Planning Group

Business Summary

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

Data for all businesses in area				
Total Businesses:	12,444			
Total Employees:	203,010			
Total Residential Population:	369,552			
Employee/Residential Population Ratio (per 100 Residents)	55			

	Businesses		Employees	
by SIC Codes	Number	Percent	Number	Percent
Agriculture & Mining	396	3.2%	4,821	2.4%
Construction	826	6.6%	7,299	3.6%
Manufacturing	587	4.7%	24,421	12.0%
Transportation	297	2.4%	4,212	2.1%
Communication	95	0.8%	1,054	0.5%
Utility	30	0.2%	684	0.3%
Wholesale Trade	410	3.3%	6,455	3.2%
Retail Trade Summary	2,512	20.2%	41,929	20.7%
Home Improvement	191	1.5%	2,327	1.1%
General Merchandise Stores	98	0.8%	3,588	1.8%
Food Stores	266	2.1%	7,069	3.5%
Auto Dealers, Gas Stations, Auto Aftermarket	341	2.7%	3,659	1.8%
Apparel & Accessory Stores	122	1.0%	1,077	0.5%
Furniture & Home Furnishings	164	1.3%	1,433	0.7%
Eating & Drinking Places	748	6.0%	17,394	8.6%
Miscellaneous Retail	582	4.7%	5,381	2.7%
Finance, Insurance, Real Estate Summary	1,135	9.1%	8,755	4.3%
Banks, Savings & Lending Institutions	199	1.6%	1,767	0.9%
Securities Brokers	165	1.3%	1,291	0.6%
Insurance Carriers & Agents	238	1.9%	1,269	0.6%
Real Estate, Holding, Other Investment Offices	532	4.3%	4,429	2.2%
Services Summary	5,135	41.3%	95,526	47.1%
Hotels & Lodging	105	0.8%	2,453	1.2%
Automotive Services	380	3.1%	2,255	1.1%
Motion Pictures & Amusements	338	2.7%	3,845	1.9%
Health Services	913	7.3%	32,653	16.1%
Legal Services	185	1.5%	1,115	0.5%
Education Institutions & Libraries	377	3.0%	18,593	9.2%
Other Services	2,837	22.8%	34,612	17.0%
Government	420	3.4%	7,043	3.5%
Unclassified Establishments	602	4.8%	809	0.4%
Totals	12,444	100.0%	203,010	100.0%

Date Note: Data on the Business Summary report is calculated **Esri's Data allocation** which uses census block groups to allocate business summary data to custom areas.

Appendix A2: Primary Trade Area Business Summary

Gibbs Planning Group

Business Summary

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	157	1.3%	3,285	1.6%
Mining	9	0.1%	180	0.1%
Utilities	16	0.1%	436	0.2%
Construction	877	7.0%	8,087	4.0%
Manufacturing	603	4.8%	24,212	11.9%
Wholesale Trade	403	3.2%	6,428	3.2%
Retail Trade	1,707	13.7%	23,932	11.8%
Motor Vehicle & Parts Dealers	260	2.1%	3,122	1.5%
Furniture & Home Furnishings Stores	77	0.6%	866	0.4%
Electronics & Appliance Stores	63	0.5%	467	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	187	1.5%	2,304	1.1%
Food & Beverage Stores	245	2.0%	6,578	3.2%
Health & Personal Care Stores	161	1.3%	2,115	1.0%
Gasoline Stations	81	0.7%	537	0.3%
Clothing & Clothing Accessories Stores	155	1.2%	1,244	0.6%
Sport Goods, Hobby, Book, & Music Stores	116	0.9%	1,469	0.7%
General Merchandise Stores	98	0.8%	3,588	1.8%
Miscellaneous Store Retailers	238	1.9%	1,551	0.8%
Nonstore Retailers	26	0.2%	91	0.0%
Transportation & Warehousing	212	1.7%	3,582	1.8%
Information	228	1.8%	2,609	1.3%
Finance & Insurance	612	4.9%	4,349	2.1%
Central Bank/Credit Intermediation & Related Activities	203	1.6%	1,774	0.9%
Securities, Commodity Contracts & Other Financial	170	1.4%	1,306	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	239	1.9%	1,270	0.6%
Real Estate, Rental & Leasing	664	5.3%	4,491	2.2%
Professional, Scientific & Tech Services	953	7.7%	15,236	7.5%
Legal Services	203	1.6%	1,273	0.6%
Management of Companies & Enterprises	12	0.1%	307	0.2%
Administrative & Support & Waste Management &	444	3.6%	3,741	1.8%
Educational Services	409	3.3%	18,527	9.1%
Health Care & Social Assistance	1,318	10.6%	41,389	20.4%
Arts, Entertainment & Recreation	268	2.2%	3,601	1.8%
Accommodation & Food Services	870	7.0%	20,058	9.9%
Accommodation	105	0.8%	2,453	1.2%
Food Services & Drinking Places	765	6.1%	17,605	8.7%
Other Services (except Public Administration)	1,656	13.3%	10,608	5.2%
Automotive Repair & Maintenance	282	2.3%	1,448	0.7%
Public Administration	424	3.4%	7,141	3.5%
Unclassified Establishments	602	4.8%	809	0.4%
Total	12,444	100.0%	203,010	100.0%

Date Note: Data on the Business Summary report is calculated **Esri's Data allocation** which uses census block groups to allocate business summary data to custom areas.

Appendix B1: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

Population Summary	
2000 Total Population	340,388
2010 Total Population	354,244
2019 Total Population	369,552
2019 Group Quarters	9,470
2024 Total Population	379,453
2019-2024 Annual Rate	0.53%
2019 Total Daytime Population	362,578
Workers	177,741
Residents	184,837
Household Summary	
2000 Households	130,823
2000 Average Household Size	2.50
2010 Households	140,030
2010 Average Household Size	2.46
2019 Households	146,245
2019 Average Household Size	2.46
2024 Households	150,245
2024 Average Household Size	2.46
2019-2024 Annual Rate	0.54%
2010 Families	88,423
2010 Average Family Size	3.01
2019 Families	90,514
2019 Average Family Size	3.02
2024 Families	92,304
2024 Average Family Size	3.03
2019-2024 Annual Rate	0.39%
Housing Unit Summary	
2000 Housing Units	142,087
Owner Occupied Housing Units	64.4%
Renter Occupied Housing Units	27.6%
Vacant Housing Units	7.9%
2010 Housing Units	156,588
Owner Occupied Housing Units	60.8%
Renter Occupied Housing Units	28.6%
Vacant Housing Units	10.6%
2019 Housing Units	163,039
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	10.3%
2024 Housing Units	167,504
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	10.3%
Median Household Income	
2019	$56,294
2024	$64,013
Median Home Value	
2019	$171,447
2024	$196,168
Per Capita Income	
2019	$31,198
2024	$36,107
Median Age	
2010	35.8
2019	37.5
2024	38.4

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Appendix B2: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

2019 Households by Income	
Household Income Base	146,245
<$15,000	9.2%
$15,000 - $24,999	8.6%
$25,000 - $34,999	11.0%
$35,000 - $49,999	14.9%
$50,000 - $74,999	18.8%
$75,000 - $99,999	13.0%
$100,000 - $149,999	13.6%
$150,000 - $199,999	5.6%
$200,000+	5.2%
Average Household Income	$78,695
2024 Households by Income	
Household Income Base	150,245
<$15,000	7.3%
$15,000 - $24,999	7.1%
$25,000 - $34,999	9.7%
$35,000 - $49,999	13.9%
$50,000 - $74,999	18.4%
$75,000 - $99,999	13.5%
$100,000 - $149,999	16.0%
$150,000 - $199,999	7.7%
$200,000+	6.4%
Average Household Income	$91,056
2019 Owner Occupied Housing Units by Value	
Total	99,217
<$50,000	5.7%
$50,000 - $99,999	13.0%
$100,000 - $149,999	22.2%
$150,000 - $199,999	21.1%
$200,000 - $249,999	11.4%
$250,000 - $299,999	8.9%
$300,000 - $399,999	8.4%
$400,000 - $499,999	4.9%
$500,000 - $749,999	3.1%
$750,000 - $999,999	0.7%
$1,000,000 - $1,499,999	0.3%
$1,500,000 - $1,999,999	0.2%
$2,000,000 +	0.1%
Average Home Value	$211,200
2024 Owner Occupied Housing Units by Value	
Total	102,848
<$50,000	3.7%
$50,000 - $99,999	9.4%
$100,000 - $149,999	18.5%
$150,000 - $199,999	19.9%
$200,000 - $249,999	12.1%
$250,000 - $299,999	10.8%
$300,000 - $399,999	10.4%
$400,000 - $499,999	8.5%
$500,000 - $749,999	4.9%
$750,000 - $999,999	1.0%
$1,000,000 - $1,499,999	0.4%
$1,500,000 - $1,999,999	0.2%
$2,000,000 +	0.1%
Average Home Value	$247,767

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Appendix B3: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Fresno PTA
Area: 44.48 square miles

Prepared by Esri

2010 Population by Age	
Total	224,650
0 - 4	10.1%
5 - 9	8.9%
10 - 14	8.7%
15 - 24	18.5%
25 - 34	14.9%
35 - 44	11.9%
45 - 54	10.8%
55 - 64	8.0%
65 - 74	4.3%
75 - 84	2.6%
85 +	1.3%
18 +	66.6%
2018 Population by Age	
Total	233,611
0 - 4	9.9%
5 - 9	9.0%
10 - 14	8.1%
15 - 24	16.4%
25 - 34	17.2%
35 - 44	11.6%
45 - 54	9.8%
55 - 64	8.6%
65 - 74	5.7%
75 - 84	2.5%
85 +	1.2%
18 +	68.5%
2023 Population by Age	
Total	241,600
0 - 4	10.0%
5 - 9	9.0%
10 - 14	8.3%
15 - 24	15.0%
25 - 34	17.0%
35 - 44	13.1%
45 - 54	9.3%
55 - 64	8.2%
65 - 74	6.1%
75 - 84	2.9%
85 +	1.1%
18 +	68.2%
2010 Population by Sex	
Males	113,212
Females	111,439
2018 Population by Sex	
Males	117,978
Females	115,631
2023 Population by Sex	
Males	122,061
Females	119,541

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

Appendix B4: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	354,243
White Alone	84.5%
Black Alone	8.5%
American Indian Alone	0.5%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	3.0%
Hispanic Origin	4.5%
Diversity Index	34.0
2019 Population by Race/Ethnicity	
Total	369,551
White Alone	82.5%
Black Alone	9.0%
American Indian Alone	0.5%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	3.7%
Hispanic Origin	5.8%
Diversity Index	38.6
2024 Population by Race/Ethnicity	
Total	379,452
White Alone	81.2%
Black Alone	9.3%
American Indian Alone	0.5%
Asian Alone	2.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	4.1%
Hispanic Origin	6.6%
Diversity Index	41.5
2010 Population by Relationship and Household Type	
Total	354,244
In Households	97.2%
In Family Households	77.5%
Householder	25.0%
Spouse	18.5%
Child	29.1%
Other relative	2.4%
Nonrelative	2.5%
In Nonfamily Households	19.7%
In Group Quarters	2.8%
Institutionalized Population	0.7%
Noninstitutionalized Population	2.0%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Appendix B5: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

2019 Population 25+ by Educational Attainment	
Total	244,875
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	5.0%
High School Graduate	21.9%
GED/Alternative Credential	3.5%
Some College, No Degree	24.0%
Associate Degree	10.0%
Bachelor's Degree	20.0%
Graduate/Professional Degree	13.6%
2019 Population 15+ by Marital Status	
Total	305,016
Never Married	35.4%
Married	48.4%
Widowed	5.0%
Divorced	11.2%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.6%
Civilian Unemployed (Unemployment Rate)	3.4%
2019 Employed Population 16+ by Industry	
Total	187,851
Agriculture/Mining	1.4%
Construction	5.5%
Manufacturing	20.3%
Wholesale Trade	2.5%
Retail Trade	10.5%
Transportation/Utilities	3.2%
Information	1.1%
Finance/Insurance/Real Estate	5.5%
Services	47.0%
Public Administration	3.1%
2019 Employed Population 16+ by Occupation	
Total	187,852
White Collar	57.9%
Management/Business/Financial	13.9%
Professional	22.2%
Sales	9.8%
Administrative Support	12.0%
Services	18.4%
Blue Collar	23.7%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	3.3%
Production	9.6%
Transportation/Material Moving	5.7%
2010 Population By Urban/ Rural Status	
Total Population	354,244
Population Inside Urbanized Area	59.2%
Population Inside Urbanized Cluster	9.4%
Rural Population	31.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Appendix B6: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area — Prepared by Esri
Area: 1,456.3 square miles

2010 Households by Type	
Total	140,030
Households with 1 Person	27.8%
Households with 2+ People	72.2%
Family Households	63.1%
Husband-wife Families	46.8%
With Related Children	19.5%
Other Family (No Spouse Present)	16.3%
Other Family with Male Householder	4.6%
With Related Children	2.8%
Other Family with Female Householder	11.8%
With Related Children	8.0%
Nonfamily Households	9.0%
All Households with Children	30.9%
Multigenerational Households	2.7%
Unmarried Partner Households	7.4%
Male-female	6.8%
Same-sex	0.6%
2010 Households by Size	
Total	140,030
1 Person Household	27.8%
2 Person Household	35.1%
3 Person Household	15.2%
4 Person Household	12.7%
5 Person Household	5.7%
6 Person Household	2.2%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	140,030
Owner Occupied	68.0%
Owned with a Mortgage/Loan	47.7%
Owned Free and Clear	20.2%
Renter Occupied	32.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	156,588
Housing Units Inside Urbanized Area	59.5%
Housing Units Inside Urbanized Cluster	9.2%
Rural Housing Units	31.3%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Appendix B7: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

Top 3 Tapestry Segments	
1.	Salt of the Earth (6B)
2.	Green Acres (6A)
3.	Traditional Living (12B)
2019 Consumer Spending	
Apparel & Services: Total $	$282,948,603
Average Spent	$1,934.76
Spending Potential Index	90
Education: Total $	$207,743,090
Average Spent	$1,420.51
Spending Potential Index	89
Entertainment/Recreation: Total $	$438,017,623
Average Spent	$2,995.09
Spending Potential Index	92
Food at Home: Total $	$700,040,591
Average Spent	$4,786.77
Spending Potential Index	93
Food Away from Home: Total $	$492,458,245
Average Spent	$3,367.35
Spending Potential Index	92
Health Care: Total $	$824,411,459
Average Spent	$5,637.19
Spending Potential Index	95
HH Furnishings & Equipment: Total $	$285,183,582
Average Spent	$1,950.04
Spending Potential Index	91
Personal Care Products & Services: Total $	$119,150,803
Average Spent	$814.73
Spending Potential Index	92
Shelter: Total $	$2,397,709,198
Average Spent	$16,395.15
Spending Potential Index	89
Support Payments/Cash Contributions/Gifts in Kind: Total $	$331,204,524
Average Spent	$2,264.72
Spending Potential Index	91
Travel: Total $	$285,118,320
Average Spent	$1,949.59
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total $	$158,986,463
Average Spent	$1,087.12
Spending Potential Index	95

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Appendix C1: Primary Trade Area Housing Profile

Gibbs Planning Group

Housing Profile

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

Population		Households	
2010 Total Population	354,244	2019 Median Household Income	$56,294
2019 Total Population	369,552	2024 Median Household Income	$64,013
2024 Total Population	379,453	2019-2024 Annual Rate	2.60%
2019-2024 Annual Rate	0.53%		

	Census 2010		2019		2024	
Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	156,588	100.0%	163,039	100.0%	167,504	100.0%
Occupied	140,030	89.4%	146,245	89.7%	150,245	89.7%
Owner	95,182	60.8%	99,230	60.9%	102,863	61.4%
Renter	44,848	28.6%	47,015	28.8%	47,382	28.3%
Vacant	16,558	10.6%	16,794	10.3%	17,259	10.3%

	2019		2024	
Owner Occupied Housing Units by Value	Number	Percent	Number	Percent
Total	99,216	100.0%	102,848	100.0%
<$50,000	5,696	5.7%	3,852	3.7%
$50,000-$99,999	12,935	13.0%	9,663	9.4%
$100,000-$149,999	21,990	22.2%	19,042	18.5%
$150,000-$199,999	20,952	21.1%	20,433	19.9%
$200,000-$249,999	11,290	11.4%	12,485	12.1%
$250,000-$299,999	8,817	8.9%	11,108	10.8%
$300,000-$399,999	8,330	8.4%	10,673	10.4%
$400,000-$499,999	4,896	4.9%	8,775	8.5%
$500,000-$749,999	3,104	3.1%	5,082	4.9%
$750,000-$999,999	695	0.7%	1,045	1.0%
$1,000,000-$1,499,999	280	0.3%	385	0.4%
$1,500,000-$1,999,999	150	0.2%	202	0.2%
$2,000,000+	81	0.1%	103	0.1%
Median Value	$171,447		$196,168	
Average Value	$211,200		$247,767	

Census 2010 Housing Units	Number	Percent
Total	156,588	100.0%
In Urbanized Areas	93,126	59.5%
In Urban Clusters	14,471	9.2%
Rural Housing Units	48,991	31.3%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

Appendix C2: Primary Trade Area Housing Profile

Gibbs Planning Group

Housing Profile

Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	95,181	100.0%
Owned with a Mortgage/Loan	66,842	70.2%
Owned Free and Clear	28,339	29.8%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	16,618	100.0%
For Rent	5,000	30.1%
Rented- Not Occupied	186	1.1%
For Sale Only	2,427	14.6%
Sold - Not Occupied	450	2.7%
Seasonal/Recreational/Occasional Use	4,751	28.6%
For Migrant Workers	117	0.7%
Other Vacant	3,687	22.2%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	140,029	95,181	68.0%
15-24	11,522	1,271	11.0%
25-34	22,103	10,975	49.7%
35-44	23,072	16,257	70.5%
45-54	28,328	22,100	78.0%
55-64	25,030	20,817	83.2%
65-74	15,321	12,905	84.2%
75-84	10,095	8,112	80.4%
85+	4,558	2,744	60.2%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	140,030	95,182	68.0%
White Alone	122,375	87,940	71.9%
Black/African American	11,094	3,919	35.3%
American Indian/Alaska	668	381	57.0%
Asian Alone	1,880	998	53.1%
Pacific Islander Alone	27	17	63.0%
Other Race Alone	1,707	869	50.9%
Two or More Races	2,279	1,058	46.4%
Hispanic Origin	4,040	2,120	52.5%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	140,030	95,182	68.0%
1-Person	38,975	20,361	52.2%
2-Person	49,148	36,842	75.0%
3-Person	21,331	15,071	70.7%
4-Person	17,742	13,447	75.8%
5-Person	8,002	6,009	75.1%
6-Person	3,039	2,169	71.4%
7+ Person	1,793	1,283	71.6%

2019 Housing Affordability	
Housing Affordability Index	139
Percent of Income for	14.9%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

Appendix D1: Primary Trade Area Dominant Tapestry Descriptions

Gibbs Planning Group

Tapestry Segmentation Area Profile

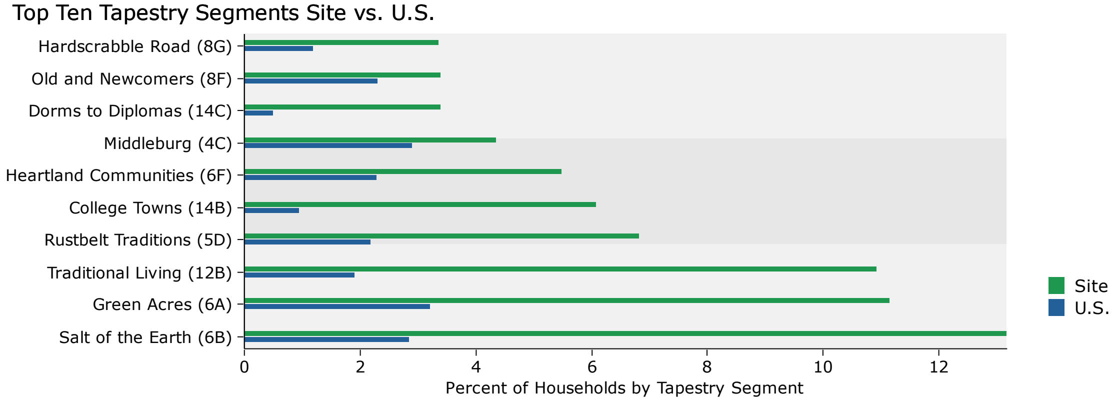
Primary Trade Area
Area: 1,456.3 square miles

Prepared by Esri

Top Twenty Tapestry Segments

		2019 Households		2019 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Salt of the Earth (6B)	13.2%	13.2%	2.9%	2.9%	460
2	Green Acres (6A)	11.2%	24.4%	3.2%	6.1%	347
3	Traditional Living (12B)	10.9%	35.3%	1.9%	8.0%	570
4	Rustbelt Traditions (5D)	6.8%	42.1%	2.2%	10.2%	312
5	College Towns (14B)	6.1%	48.2%	1.0%	11.2%	639
	Subtotal	**48.2%**		**11.2%**		
6	Heartland Communities (6F)	5.5%	53.7%	2.3%	13.5%	240
7	Middleburg (4C)	4.4%	58.1%	2.9%	16.4%	150
8	Dorms to Diplomas (14C)	3.4%	61.5%	0.5%	16.9%	670
9	Old and Newcomers (8F)	3.4%	64.9%	2.3%	19.2%	148
10	Hardscrabble Road (8G)	3.4%	68.3%	1.2%	20.4%	280
	Subtotal	**20.1%**		**9.2%**		
11	In Style (5B)	3.0%	71.3%	2.2%	22.6%	135
12	Comfortable Empty Nesters (5A)	2.7%	74.0%	2.4%	25.0%	111
13	Retirement Communities (9E)	2.7%	76.7%	1.2%	26.2%	222
14	Young and Restless (11B)	2.6%	79.3%	1.7%	27.9%	152
15	Southern Satellites (10A)	2.4%	81.7%	3.1%	31.0%	77
	Subtotal	**13.4%**		**10.6%**		
16	Set to Impress (11D)	2.0%	83.7%	1.4%	32.4%	145
17	Bright Young Professionals (8C)	1.7%	85.4%	2.3%	34.7%	77
18	Rooted Rural (10B)	1.6%	87.0%	2.0%	36.7%	82
19	Midlife Constants (5E)	1.4%	88.4%	2.5%	39.2%	56
20	Soccer Moms (4A)	1.3%	89.7%	2.9%	42.1%	44
	Subtotal	**8.0%**		**11.1%**		
	Total	**89.7%**		**42.1%**		**213**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

Appendix D2: Primary Trade Area Dominant Tapestry Descriptions

LifeMode Group: Cozy Country Living

Salt of the Earth

6B

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: $56,300

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are com posed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.