

Tim Gladhill

From: Tina Goodroad <Tina.Goodroad@bonestroo.com>
Sent: Thursday, September 22, 2011 2:56 PM
To: Tim Gladhill
Subject: FW: Ramsey retail study
Attachments: image001.jpg

Here is the estimate.

Tina Goodroad

Associate
Direct 651-967-4537
Cell 651-253-6509
tina.goodroad@bonestroo.com



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From: Jay Demma
Sent: Thursday, September 22, 2011 8:33 AM
To: Tina Goodroad
Subject: Ramsey retail study

Tina,

I looked through McComb's 2003 report and here's what I think needs to be done to update the research so that we can confidently supply the charrette participants with a good sense of what is possible in the study area:

- 1) Redefine the Trade Area to account for the impact of Ramsey Town Center and changes/additions at other competitive retail districts.
- 2) Reassess the demographic and employment situation within the redefined Trade Area taking into consideration the 2010 Census as well as likely changes to forecasted growth given the impact of the Recession and changing residential construction trends. Data to be collected and analyzed would include:
 - a. Population
 - b. Households
 - c. Household incomes
 - d. Number of jobs by wages
- 3) Recalculate purchasing power within the redefined Trade Area
- 4) Adjust market share percentages and Trade Area sales from the 2003 report (page 36) to reflect a redefined Trade Area and changes in the competitive environment.
- 5) Recalculate sales potential and future development potential within the study area.

Estimated cost for the above tasks would be \$7,500. The findings would be summarized in a brief memo with a map showing the new Trade Area. If a detailed memo or report is desired this would be an additional \$3,000.

Jay Demma

Direct 651-967-4551
jay.demma@bonestroo.com



2335 Highway 36 W
St. Paul, MN 55113
Tel 651-636-4600
Fax 651-636-1311

www.bonestroo.com

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