City of Ramsey
Agenda

Economic Development Authority (EDA)

Thursday, August 25, 2011
7:30 am
Trott Brook Room, 7550 Sunwood Drive NW

1. Call to Order

2. Approve Agenda

3. Approve Minutes

1. Approve the Following EDA Meeting Minutes:

   EDA meeting minutes dated Thursday, July 14, 2011

4. EDA Business

1. Recap of the 2011 Business Appreciation Event.
2. Recommendation for Approval of the 2012 EDA Levy
3. Update on Buxton Retail Site Assessment (RSA) Draft
4. COR Status Report

5. Member/Staff Input

6. Adjournment

Economic Development Authority (EDA) **3. 1.**

Meeting Date: 08/25/2011

By: JoAnn Shaw, Community Development

Title:

Approve the Following EDA Meeting Minutes:

EDA meeting minutes dated Thursday, July 14, 2011

Background:

n/a

Observations:

Funding Source:

Staff Recommendation:

EDA Action:

Motion to approve the July 14, 2011 EDA meeting minutes.

Attachments

07.14.11

Form Review

Inbox	Reviewed By	Date
Aaron Backman	Aaron Backman	08/19/2011 11:01 AM

Form Started By: JoAnn Shaw Started On: 08/19/2011 10:13 AM

Final Approval Date: 08/19/2011

ECONOMIC DEVELOPMENT AUTHORITY
CITY OF RAMSEY
ANOKA COUNTY
STATE OF MINNESOTA

The City of Ramsey Economic Development Authority (EDA) conducted an EDA meeting on Thursday, July 14, 2011, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Vice Chairperson Wayne Skaff
Member John LeTourneau (left at 8:37 a.m.)
Member Colin McGlone
Member Jim Steffen
Member Kristine Williams
Alternate Randy Backous

Members Absent: Chairperson Riley
Member Jeff Wise

Also Present: Aaron Backman, Economic Development/Marketing Manager
Kurt Ulrich, City Administrator

CALL TO ORDER

Vice Chairperson Skaff called the Economic Development Authority meeting to order at 7:30 a.m.

APPROVE AGENDA

Motion by Member LeTourneau, seconded by Member McGlone, to approve the agenda.

Motion carried. Voting Yes: Vice Chairperson Skaff, Members, LeTourneau, McGlone, Backous, Steffen, and Williams. Voting No: None. Absent: Chairperson Riley and Member Wise.

APPROVE MINUTES

Motion by Member Steffen, seconded by Member Williams, to approve June 9, 2011 minutes as presented.

Motion carried. Voting Yes: Vice Chairperson Skaff, Members Steffen, Williams, Backous, LeTourneau, and McGlone. Voting No: None. Absent: Chairperson Riley and Member Wise.

EDA BUSINESS

Case #1: 2011 Business of the Year Nominations

Economic Development/Marketing Manager Backman presented the Staff Report that discussed the Top Ten List of Nominees for the 2011 Business of the Year award.

Discussion ensued regarding the selection of Business of the Year.

Motion by Member Steffen, seconded by Member LeTourneau to select Green Valley Green House as the 2011 Business of the Year.

Motion carried. Voting Yes: Vice Chairperson Skaff, Members Steffen, LeTourneau, Backous, McGlone, and Williams. Voting No: None. Absent: Chairperson Riley and Member Wise.

Case #2: Minnesota Shovel Ready Program Participation

Economic Development/Marketing Manager Backman presented the Staff Report that discussed the Minnesota Shovel Ready Program. Being designated for Minnesota's Shovel Ready program means a site has done all the planning, zoning, surveys, title work, environmental studies, soil analysis and infrastructure engineering necessary before development. Minnesota's Certified Shovel Ready sites are marketed at national conferences, trade shows and on the MNPRO.com website, the state's site-selection database.

Mr. Backman continued by stating that Connexus Energy will cover the costs of the program for two locations in its service area. He stated that PSD, Inc. is also willing to pay for portions of the cost, including city owned parcels.

Member Williams asked if there was flexibility to make changes with this designation.

Mr. Backman stated it is possible to modify and update the information.

Members discussed the benefits of the Minnesota Shovel Ready Program.

Motion by Member McGlone, seconded by Member LeTourneau to participate in the Minnesota Shovel Ready Program.

Motion carried. Voting Yes: Vice Chairperson Skaff, Members Steffen, LeTourneau, Backous, McGlone, and Williams. Voting No: None. Absent: Chairperson Riley and Member Wise.

CASE #3 Buxton Study Refresh

Economic Development/Marketing Manager Backman reviewed the Staff report that discussed the Buxton Study refresh and the process of the refresh.

Member LeTourneau asked if there would be an interpretation of the data.

Vice Chairperson Skaff asked if they could do a video conference call if not able to be on site.

Mr. Backman stated he would be talking further with them regarding the analysis.

Mr. Backman stated that he talked with Darren Lazan of the Development Team for the COR and he suggested that the study focus on small retailers, stand-alone shops, specialty shops and restaurants both in the COR and the 167th node.

CASE #4 Candidate Forum Sponsorship

Economic Development/Marketing Manager Backman presented the Staff report that discussed the special election for Ward 4 and the possible EDA sponsorship of a candidate forum.

Members discussed the sponsorship; how it fits with the role of the EDA and how best to market it.

Member LeTourneau stated he would take the lead on the candidate forum.

Motion by Member LeTourneau, seconded by Member Williams to sponsor a candidate forum for the special election in Ward 4.

Motion carried. Voting Yes: Vice Chairperson Skaff, Members, LeTourneau, Williams, Backous, and Steffen. Voting No: Member McGlone. Absent: Chairperson Riley and Member Wise.

Case #5: Staff Project Update

Economic Development/Marketing Manager Backman presented the Staff report that updated the members on the following projects: Preparations for Business Appreciation, Game Fair Update/Booth, TIF District Activities/TIF Reports and EDAM Summer Conference.

Members discussed preparation for the Business Appreciation Day including the addition of team photos.

Motion by Member Steffen, seconded by Member Williams to transfer $4,500 from the EDA fund to the Business Appreciation Day.

Motion carried. Voting Yes: Vice Chairperson Skaff, Members, Steffen, Williams, Backous, and McGlone. Voting No: Member McGlone. Absent: Chairperson Riley and Member Wise.

CASE #6: The COR Status Report

City Administrator Kurt Ulrich presented the Staff Report that discussed the status of the COR.

MEMBER INPUT

ADJOURNMENT

Motion by Member Steffen, seconded by Member Williams, to adjourn the meeting.
Motion carried. Voting Yes: Vice Chairperson Skaff, Members Steffen, Williams, Backous, and McGlone. Voting No: None. Absent: Members LeTourneau and Wise.

The regular meeting of the Economic Development Authority adjourned at 9:17 a.m.

Respectfully submitted,

_____
Aaron Backman
Economic Development/Marketing Manager

ATTEST:

_____
JoAnn Shaw
Planning Division Secretary

Economic Development Authority (EDA) **4. 1.**

Meeting Date: 08/25/2011

By: JoAnn Shaw, Community Development

Title:

Recap of the 2011 Business Appreciation Event.

Background:

Information will be provided at the meeting.

Observations:

Funding Source:

Staff Recommendation:

EDA Action:

Form Review

Inbox	Reviewed By	Date
Aaron Backman	Aaron Backman	08/19/2011 02:42 PM

Form Started By: JoAnn Shaw Started On: 08/19/2011 02:36 PM

Final Approval Date: 08/19/2011

Economic Development Authority (EDA) **4. 2.**

Meeting Date: 08/25/2011

By: Aaron Backman, Administrative Services

Title:

Recommendation for Approval of the 2012 EDA Levy

Background:

On November 28, 1998 the City Council approved a resolution creating the Economic Development Authority (EDA) for the City of Ramsey. The resolution gives all the statutory powers of an EDA to the Ramsey EDA. The EDA budget has been funded primarily through two sources: 1) the EDA Levy and 2) proceeds from the sale of City/EDA owned property (there is also a small amount of investment income). Based upon the City's market value, the City would be allowed to levy up to approximately $400,000. A significant portion of the levy can be used for personnel services and other operational costs, housing and/or redevelopment costs. The EDA levy can be used to buy property, professional services, marketing activities, and the like.

City staff has prepared a draft FY2012 Economic Development Authority (EDA) budget and levy for consideration by the Ramsey EDA. The proposed 2012 Budget of $172,722 compares with a 2011 Budget of $291,705. This represents a reduction of $118,983 or 41% year to year. It is a significant reduction from what was levied over the past three years for the Economic Development Authority Fund. In an effort to be as fiscally prudent as possible with City resources and to facilitate a balanced budget, staff is proposing this level of reduction in the levy.

Observations:

While this represents a sizeable reduction from FY2011, it should be noted that this level of funding does cover projected personal services, supplies, professional services and other expenses. If there was a sizeable capital outlay for land or buildings, the EDA would be required to tap into the EDA Fund. The Fund currently has approximately $1.2 million available. This also excludes resources that may be available from the various TIF Districts. It should be noted that the salary for the City's economic development position used to be funded primarily through the TIF Districts. Since FY2010 the position has been funded mostly by the EDA Fund.

Funding Source:

EDA Levy

Staff Recommendation:

Review draft 2012 EDA budget and levy. Provide feedback to staff in preparation for City Council action to set the preliminary levy by September 13, 2011.

EDA Action:

Approve proposed budget and levy and make recommendation to the City Council regarding the proposed 2012 EDA Budget and Levy.

Attachments

2012 Requested EDA Budget

Form Review

Inbox	Reviewed By	Date
Aaron Backman (Originator)	Aaron Backman	08/19/2011 03:51 PM

Form Started By: Aaron Backman Started On: 08/19/2011 02:26 PM

Final Approval Date: 08/19/2011

CITY OF RAMSEY

ECONOMIC DEVELOPMENT AUTHORITY

REQUESTED BUDGET

For Fiscal Year 2012

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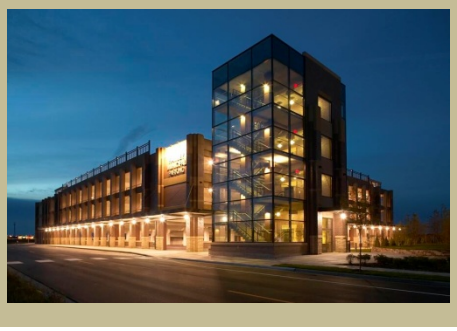


City of Ramsey
2012 Requested Economic Development Authority Fund Budget

ECONOMIC DEVELOPMENT AUTHORITY FUND 230 - SUMMARY

REVENUES

	-Actual 2008-	-Actual 2009-	-Actual 2010-	-Adopted 2011-	-Requested 2012-
TAXES	367,783	292,888	273,506	291,705	169,853
INTERGOVERNMENTAL REVENUES	8,907	3,266	-	-	-
INVESTMENT EARNINGS	49,613	38,470	3,000	3,000	3,000
MISCELLANEOUS	106,864	2,146	-	-	-
OTHER FINANCING SOURCES	-	-	-	-	-
TOTAL REVENUES	**533,167**	**336,770**	**276,506**	**294,705**	**172,853**

EXPENDITURES

	-Actual 2008-	-Actual 2009-	-Actual 2010-	-Adopted 2011-	-Requested 2012-
PERSONAL SERVICES	19,027	9,988	48,229	86,445	103,742
SUPPLIES	4,155	7,141	10,325	8,500	8,500
OTHER SERVICES & CHARGES	127,971	70,451	186,772	51,650	60,480
CAPITAL OUTLAY	349,515	-	-	145,110	-
TRANSFERS OUT	-	26,625	-	-	-
TOTAL EXPENDITURES	**500,667**	**114,205**	**245,326**	**291,705**	**172,722**

FUND BALANCE

	-Actual 2008-	-Actual 2009-	-Actual 2010-	-Adopted 2011-	-Requested 2012-
FUND BALANCE, Begining on Yr	952,028	984,527	1,207,092	1,238,272	1,241,272
Revenues & Other Sources	533,167	336,770	276,506	294,705	172,853
Expenditures & Other Uses	(500,668)	(114,205)	(245,326)	(291,705)	(172,722)
FUND BALANCE, End of Yr	984,527	1,207,092	1,238,272	1,241,272	1,241,403

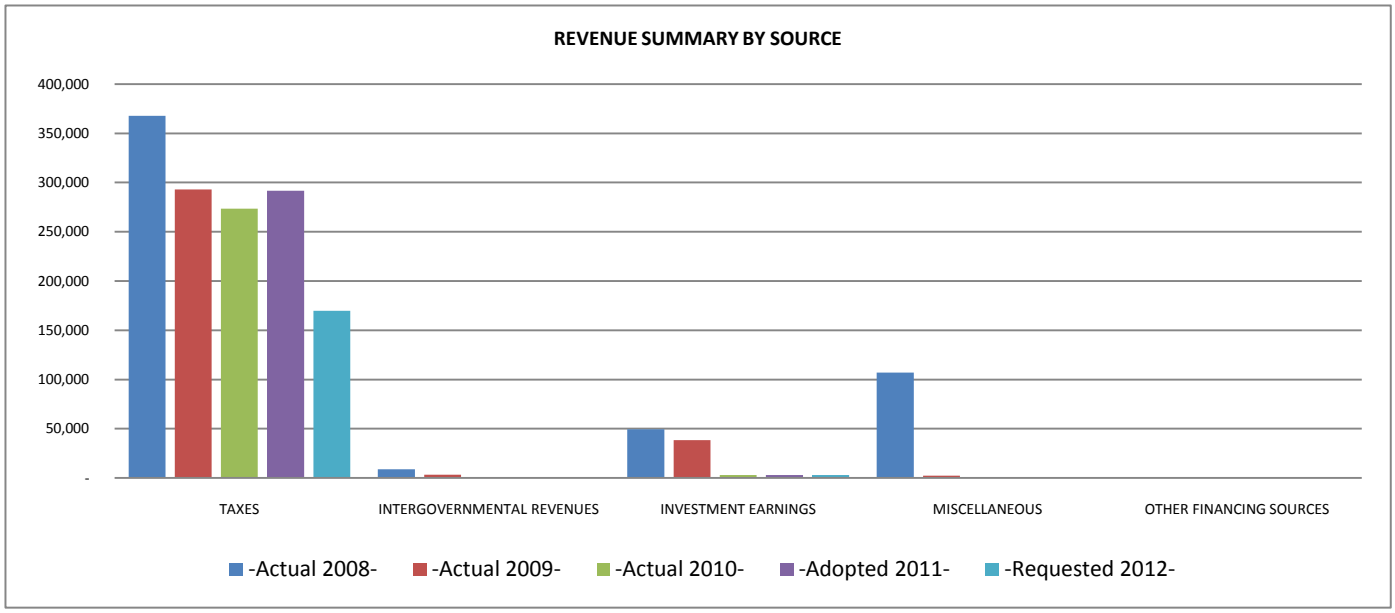
City of Ramsey

2012 Requested Economic Development Authority Fund Budget

ECONOMIC DEVELOPMENT AUTHORITY FUND 230 - REVENUE DETAIL

	2008 Actual	2009 Actual	2010 Actual	2011 Adopted	2012 Requested

EDA FUND 230 - REVENUE SUMMARY	-Actual 2008-	-Actual 2009-	-Actual 2010-	-Adopted 2011-	-Requested 2012-
TAXES	367,783	292,888	273,506	291,705	169,853
INTERGOVERNMENTAL REVENUES	8,907	3,266	-	-	-
INVESTMENT EARNINGS	49,613	38,470	3,000	3,000	3,000
MISCELLANEOUS	106,864	2,146	-	-	-
OTHER FINANCING SOURCES	-	-	-	-	-
TOTAL REVENUES	**533,167**	**336,770**	**276,506**	**294,705**	**172,853**



EDA FUND 230 - REVENUE BY SOURCE		-Actual 2008-	-Actual 2009-	-Actual 2010-	-Adopted 2011-	-Requested 2012-
TAXES						
-						
4011	CURRENT-AD VALOREM TAXES	311,517	218,172	273,506	291,705	169,853
4012	DELINQUENT-AD VALOREM TAXES	6,889	20,373	-	-	-
4014	FISCAL DISPARITIES	49,376	54,343	-	-	-
TAXES Total		**367,783**	**292,888**	**273,506**	**291,705**	**169,853**
INTERGOVERNMENTAL REVENUES						
- STATE INTERGOVERNMENTAL						
4263	MARKET VALUE HOMESTEAD CREDIT	8,907	3,266	-	-	-
INTERGOVERNMENTAL REVENUES Total		**8,907**	**3,266**	**-**	**-**	**-**
INVESTMENT EARNINGS						
-						
4701	INTEREST ON INVESTMENTS	49,613	38,470	3,000	3,000	3,000
INVESTMENT EARNINGS Total		**49,613**	**38,470**	**3,000**	**3,000**	**3,000**
MISCELLANEOUS						
-						
4609	OTHER MISCELLANEOUS REVENUES	106,864	2,146	-	-	-
MISCELLANEOUS Total		**106,864**	**2,146**	**-**	**-**	**-**
TOTAL REVENUE		**533,167**	**336,770**	**276,506**	**294,705**	**172,853**

City of Ramsey

2012 Requested Economic Development Authority Fund Budget

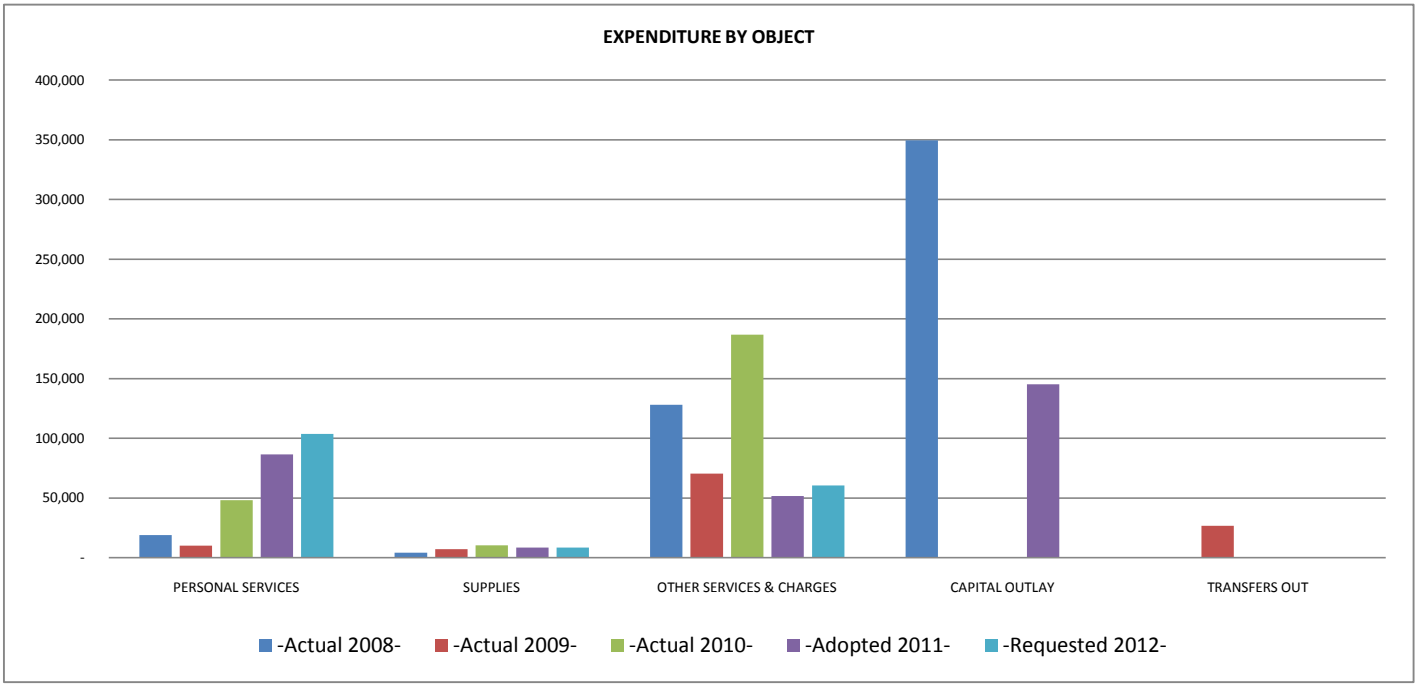
	2008 Actual	2009 Actual	2010 Actual	2011 Adopted	2012 Requested

ECONOMIC DEVELOPMENT AUTHORITY FUND 230 - REVENUE DETAIL

	2008 Actual	2009 Actual	2010 Actual	2011 Adopted	2012 Requested
Personnel Complement					
Economic Development Commission Members	7	7	7	7	7
	7	7	7	7	7
4011 Current Ad Valorem Taxes	376,690	298,300	273,506	291,705	169,853
	-	-	-	-	-
	376,690	298,300	273,506	291,705	169,853
4701 Interest Earnings	49,613	38,470	3,000	3,000	3,000
4609 Miscellaneous Revenues	106,864	2,146	-	-	-
Business Expo					

ECONOMIC DEVELOPMENT AUTHORITY FUND 230 - EXPENDITURE DETAIL

	2008 Actual	2009 Actual	2010 Actual	2011 Adopted	2012 Requested
EXPENDITURE BY OBJECT SUMMARY	**-Actual 2008-**	**-Actual 2009-**	**-Actual 2010-**	**-Adopted 2011-**	**-Requested 2012-**
PERSONAL SERVICES	19,027	9,988	48,229	86,445	103,742
SUPPLIES	4,155	7,141	10,325	8,500	8,500
OTHER SERVICES & CHARGES	127,971	70,451	186,772	51,650	60,480
CAPITAL OUTLAY	349,515	-	-	145,110	-
TRANSFERS OUT	-	26,625	-	-	-
TOTAL EXPENDITURE BY OBJECT	**500,667**	**114,205**	**245,326**	**291,705**	**172,722**



EXPENDITURE BY OBJECT RECAP		**-Actual 2008-**	**-Actual 2009-**	**-Actual 2010-**	**-Adopted 2011-**	**-Requested 2012-**
PERSONAL SERVICES						
WAGES AND SALARIES						
6102	F.T. REGULAR-WAGES & SALARIES	16,529	8,579	39,920	67,261	85,259
WAGES AND SALARIES		16,529	8,579	39,920	67,261	85,259
EMPLOYER CONTRIBUTIONS						
6121	PERA CONTRIBUTIONS	1,074	601	2,794	4,876	6,181
6122	FICA/MEDICARE CONTRIBUTIONS	1,264	656	2,999	5,196	6,522
6131	GROUP INSURANCE	-	-	2,060	8,625	5,097
6133	WORKERS COMP INSURANCE PREMIUM	159	152	456	487	683
EMPLOYER CONTRIBUTIONS		2,498	1,409	8,309	19,184	18,483
PERSONAL SERVICES Total		**19,027**	**9,988**	**48,229**	**86,445**	**103,742**
SUPPLIES						
OPERATING SUPPLIES						
6249	MISCELLANEOUS OPERATING SUPPLY	4,155	7,141	10,325	8,500	8,500
OPERATING SUPPLIES		4,155	7,141	10,325	8,500	8,500
SUPPLIES Total		**4,155**	**7,141**	**10,325**	**8,500**	**8,500**
OTHER SERVICES & CHARGES						
PROFESSIONAL SERVICES						
6304	LEGAL FEES	862	103	-	1,500	1,500
6315	MISCELLANEOUS PROFESSIONAL SER	123,078	41,467	100,161	40,000	44,000

ECONOMIC DEVELOPMENT AUTHORITY FUND 230 - EXPENDITURE DETAIL

	2008 Actual	2009 Actual	2010 Actual	2011 Adopted	2012 Requested
PROFESSIONAL SERVICES	123,940	41,570	100,161	41,500	45,500
COMMUNICATION					
6322 POSTAGE	(419)	342	240	200	200
6323 CELLULAR PHONES	733	839	308	1,000	700
COMMUNICATION	314	1,180	548	1,200	900
EMPLOYEE REIMBURSEMENTS					
6331 TRAVEL & LODGING	-	6,494	4,563	2,500	2,500
6335 TRAINING	23	4,592	3,364	2,500	2,000
EMPLOYEE REIMBURSEMENTS	23	11,086	7,927	5,000	4,500
INSURANCE					
6361 GENERAL LIABILITY/PROPERTY INS	2,771	591	1,707	1,700	1,700
INSURANCE	2,771	591	1,707	1,700	1,700
UTILITIES					
6371 ELECTRIC UTILITIES	923	1,037	1,063	1,250	1,200
UTILITIES	923	1,037	1,063	1,250	1,200
MISCELLANEOUS					
6439 OTHER MISCELLANEOUS	-	-	74,956	-	5,880
MISCELLANEOUS	-	-	74,956	-	5,880
DUES, SUBSCRIPTIONS, AND REGISTRATION FEES					
6451 MEMBERSHIP DUES	-	-	370	500	500
6452 SUBSCRIPTIONS	-	3,080	-	500	300
6453 REGISTRATION FEES	-	-	40	-	-
DUES, SUBSCRIPTIONS, AND REGISTRATION FEES	-	3,080	410	1,000	800
DONATIONS					
6491 DONATIONS	-	11,906	-	-	-
DONATIONS	-	11,906	-	-	-
OTHER SERVICES & CHARGES Total	**127,971**	**70,451**	**186,772**	**51,650**	**60,480**
CAPITAL OUTLAY					
CAPITAL OUTLAY					
6510 LAND	349,515	-	-	145,110	-
CAPITAL OUTLAY	349,515	-	-	145,110	-
CAPITAL OUTLAY Total	**349,515**	**-**	**-**	**145,110**	**-**
TRANSFERS OUT					
OPERATING TRANSFERS					
6820 OPERATING TRANSFERS TO OTHER F	-	26,625	-	-	-
OPERATING TRANSFERS	-	26,625	-	-	-
TRANSFERS OUT Total	**-**	**26,625**	**-**	**-**	**-**
TOTAL EXPENDITURES & OTHER FINANCING	**500,667**	**114,205**	**245,326**	**291,705**	**172,722**

	2008 Actual	2009 Actual	2010 Actual	2011 Adopted	2012 Requested
6102 Wages & Salaries					
Personnel	19,027	9,988	48,229	86,445	86,445
Economic Development Coordinator-Previously 100% TIF budgeted					
Now 60% EDA, 25%-TIF, 15%-191					
City Admin-5%, Deputy Admin-10%					
Sr. Planner-15%, Secretary-25%					
6249 Miscellaneous Operating Supplies					
Golf Tournament	-	-	8,345	3,500	3,500
Business Expo	-	-	556	3,500	3,500
Business Network Meeting	-	-	1,083	1,500	1,500
Miscellaneous	4,155	7,141	341	-	-
	4,155	7,141	10,325	8,500	8,500

City of Ramsey
2012 Requested Economic Development Authority Fund Budget

ECONOMIC DEVELOPMENT AUTHORITY FUND 230 - EXPENDITURE DETAIL

	2008 Actual	2009 Actual	2010 Actual	2011 Adopted	2012 Requested
6304 Legal Fees					
Legal Fees	862	103	-	1,500	1,500
6315 Miscellaneous Professional Services					
Misc Consulting Services	70,278	41,467	100,161	40,000	44,000
Buxton Study	52,000	-	-	-	-
	122,278	41,467	100,161	40,000	44,000
6322 Postage					
Postage for agendas, general information and various flyers.	381	342	240	200	200
6323 Cellular Phones					
Cell Phone Usage by Economic Development Director	733	839	308	1,000	700
6331 Travel/Meals/Lodging	-	6,494	4,563	2,500	2,500
6335 Training					
ICSC	-	-	825	-	-
NDC Training	-	4,392	2,220	-	-
EDAM Conference-Summer/Winter	23	200	319	2,500	2,000
	23	4,592	3,364	2,500	2,000
6361 General Liability/Property/Auto Insurance					
Share of applicable insurance coverage.	2,771	591	1,707	1,700	1,700
6371 Electric Utilities					
Electric service-EDA St Lights, Old Town Hall	923	1,037	1,063	1,250	1,200
6439 Other Miscellaneous					
Sophia-Ramsey Trunk payments	-	-	74,956	-	5,880
6451 Dues					
Membership Dues	-	-	370	500	500
6452 Subscriptions					
MN Real Estage Journal & Business Journal	-	3,080	40	500	300
6510 Land					
Undesignated	-	-	-	145,110	-
KIH	349,515	-	-	-	-
	349,515	-	-	145,110	-
6820 Transfers to Other Funds					
TIF expenditures in non-used Districts (TIF 11-TIF13)	-	26,625	-	-	-

Economic Development Authority (EDA) **4. 3.**

Meeting Date: 08/25/2011

By: Aaron Backman, Administrative Services

Title:

Update on Buxton Retail Site Assessment (RSA) Draft

Background:

At the latter part of June 2011 The Buxton Group did agree to undertake a "Refresh" of the Retail Site Assessment as part of the original contract signed with the EDA in the summer of 2008. Subsequently, the Trade Area Map was posted to SCOUT, the online marketing system that allows cities to use information to highlight retail sites. The Buxton Group has now posted on SCOUT the revised Ramsey Retail Site Assessment (RSA). Attached is the draft of the RSA for review by the EDA Commissioners. Changes and corrections will be forwarded onto Buxton. Also attached is the Buxton Urban Density (BUDS) classification form that measures population density.

Observations:

Funding Source:

N/A

Staff Recommendation:

Informational purposes.

EDA Action:

Review draft RSA and provide feedback to staff.

Attachments

Buxton Update - RSA 8.1.11

Buxton Update - BUDS

Form Review

Inbox	Reviewed By	Date
Aaron Backman (Originator)	Aaron Backman	08/19/2011 04:18 PM

Form Started By: Aaron Backman Started On: 08/19/2011 03:52 PM

Final Approval Date: 08/19/2011

Retail Site Assessment

July 2011

DRAFT

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Appendix A: Leakage and Demand Analysis

Appendix B: Segmentation Guide

Buxton Community*ID* Staff

Jennifer Kalil, Business Development Manager, jkalil@buxtonco.com

Diana Binz, Account Executive, dbinz@buxtonco.com

Philip Davis, Manager/Senior GIS Analyst, pdavis@buxtonco.com

Scott Place, Senior GIS Analyst, splace@buxtonco.com

All Buxton personnel may be reached by phone at 817.332.3681

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Selecting Ramsey's Retail Site

To begin the Community*ID* process, the City of Ramsey selected two sites to be analyzed for possible retail development or revitalization. The locations of the two sites are shown on the following page.

Buxton has examined the retail potential of the two sites based on the following analyses:

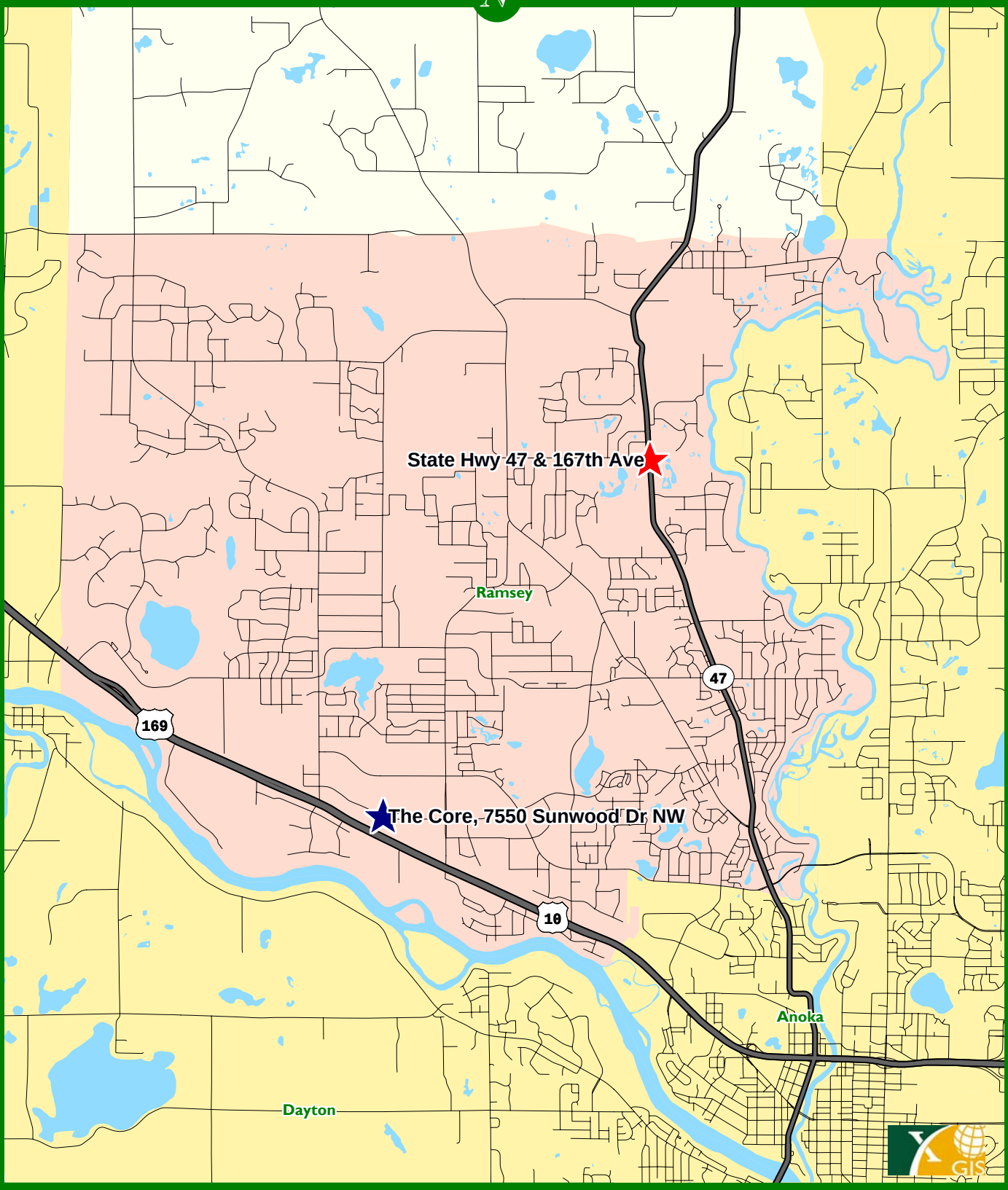
- A primary drive-time trade area was delineated for each site
- The customers in each trade area were segmented according to buying habits and lifestyles
- A profile of Ramsey's customers within each of the two trade areas was developed
- The surplus and leakage for 11 major store types and 49 minor store types were determined for the trade area

The purpose of these analyses is to develop Ramsey's Customer Profile. The Customer Profile is a snapshot of the customers that reside in Ramsey's trade area. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for a retailer's goods and services are being met within the trade area.

By overlaying Ramsey's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, we are able to identify major categories of retail that are candidates for location in Ramsey. This matching provides the basis for determining Ramsey's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, Ramsey can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.

"Mosaic® USA is a registered trademark of Experian" "National Business Database Source: Experian" "Census Estimates and Projections 2008 Data. Data Source: Applied Geographic Solutions""Source:2011 usretailcenters.com /theretailplanet.com."



Ramsey, Minnesota: Overview

Shopping Centers

GLA in thousands

- 1000+
- 500 to 1000

City Limits

Site 1

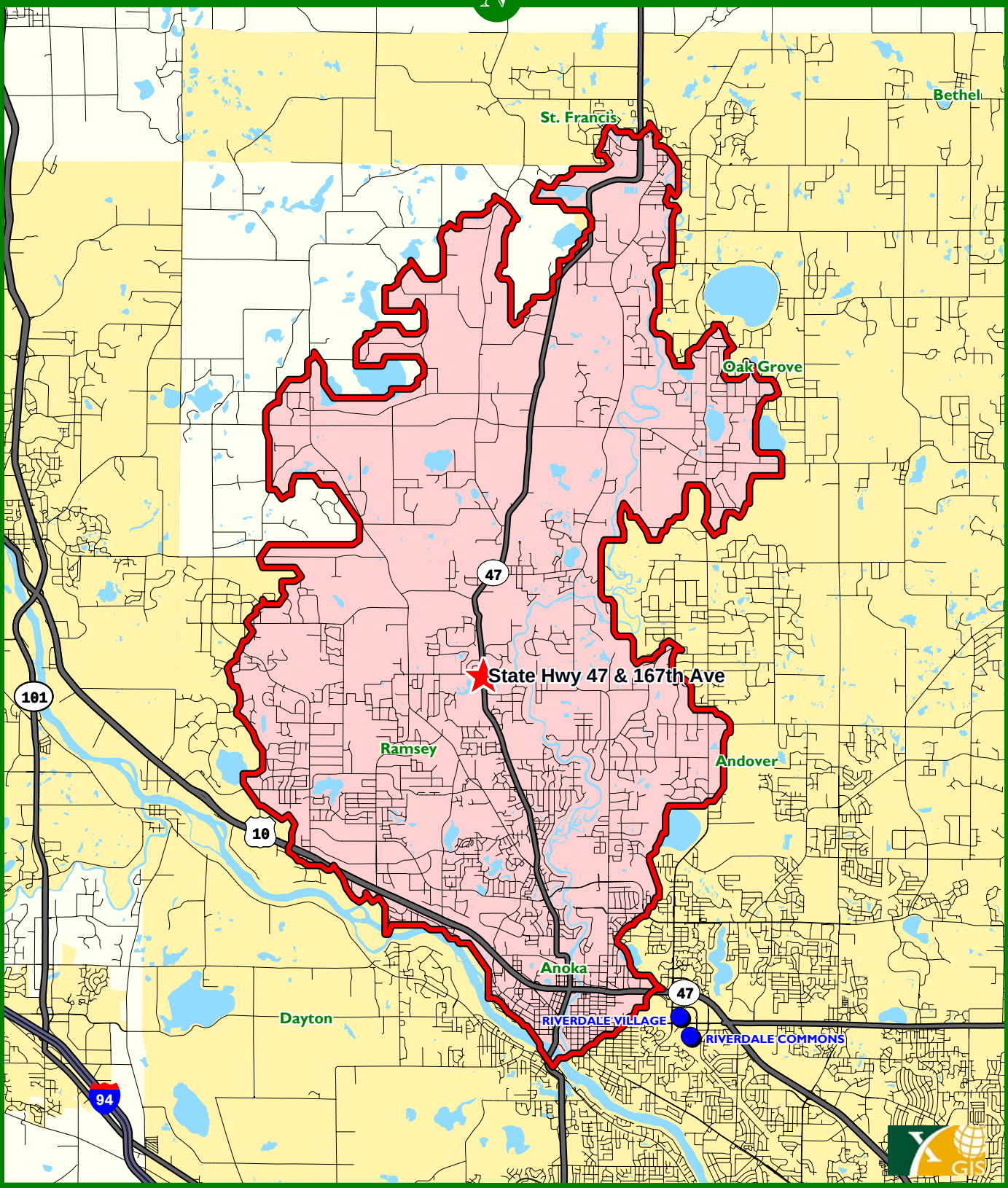
Site 2

Miles

0 0.5 1

2651 S. Polaris Dr. Fort Worth, Texas 76137 tel: 817.332.3681 fax:817.332.3686 e-mail:buxton@buxtonco.com http://www.buxtonco.com

"Mosaic® USA is a registered trademark of Experian" "National Business Database Source: Experian" "Census Estimates and Projections 2008 Data. Data Source: Applied Geographic Solutions""Source:2011 usretailcenters.com /theretailplanet.com."



Ramsey, Minnesota: Trade Area

City of RAMSEY

THE COR

CommunityID

Shopping Centers

GLA in thousands

1000+

500 to 1000

12 Minute Drive Time

Site 1

Miles

0 1 2

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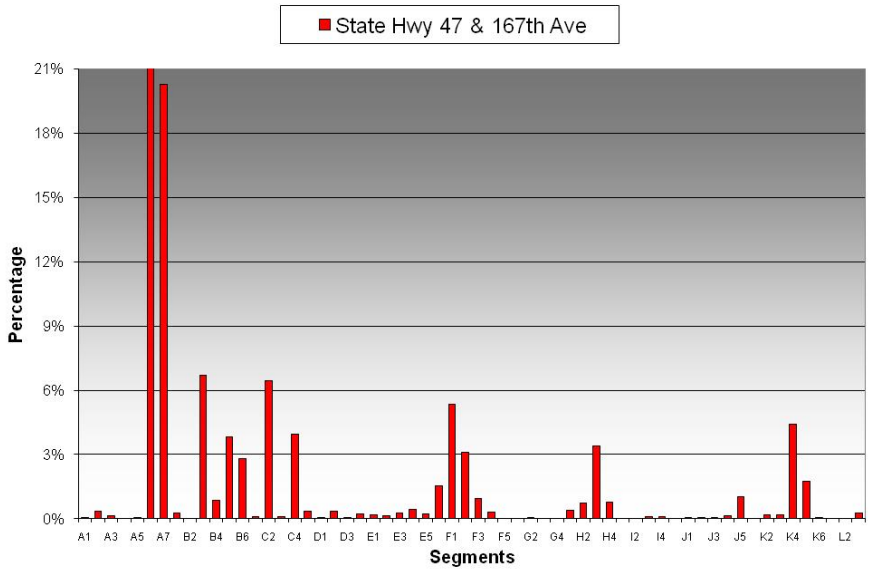
Site 1 Analysis: State Highway 47 & 167th Avenue

Drive-Time Trade Area

The map on the previous page depicts the primary trade area for Site 1. The primary trade area consists of a twelve-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a twelve-minute drive-time of Site 1 is presented below.



Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000: Census Estimates and Projections 2008 Data

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

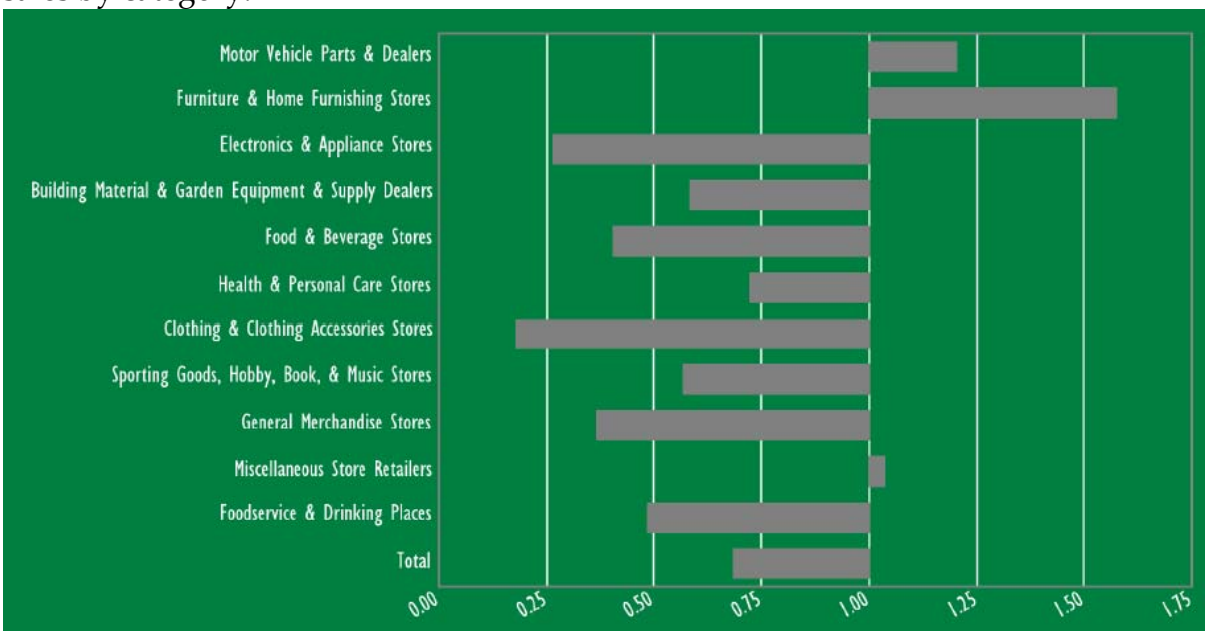
Dominant Segments	Description	Households
A06	Small-town Success	5,050
A07	New Suburbia Families	3,786
B03	Urban Commuter Families	1,249
B05	Second-generation Success	711
C02	Prime Middle America	1,208
C04	Family Convenience	741
F01	Steadfast Conservatives	999
F02	Moderate Conventionalists	581
H03	Stable Careers	639
K04	Urban Diversity	822

Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000: Census Estimates and Projections 2008 Data

Site 1 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



Source: Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000: Census Estimates and Projections 2008 Data

The following table presents the trade potential variables for Site 1:

Trade Potential Variables	Site 1
Estimated Household Count	18,678
Number of Households in Dominant Segments	15,786
Traffic Count	9,600
Total Demand	$629,316,309
Total Supply	$432,123,888
Leakage	($197,192,421)

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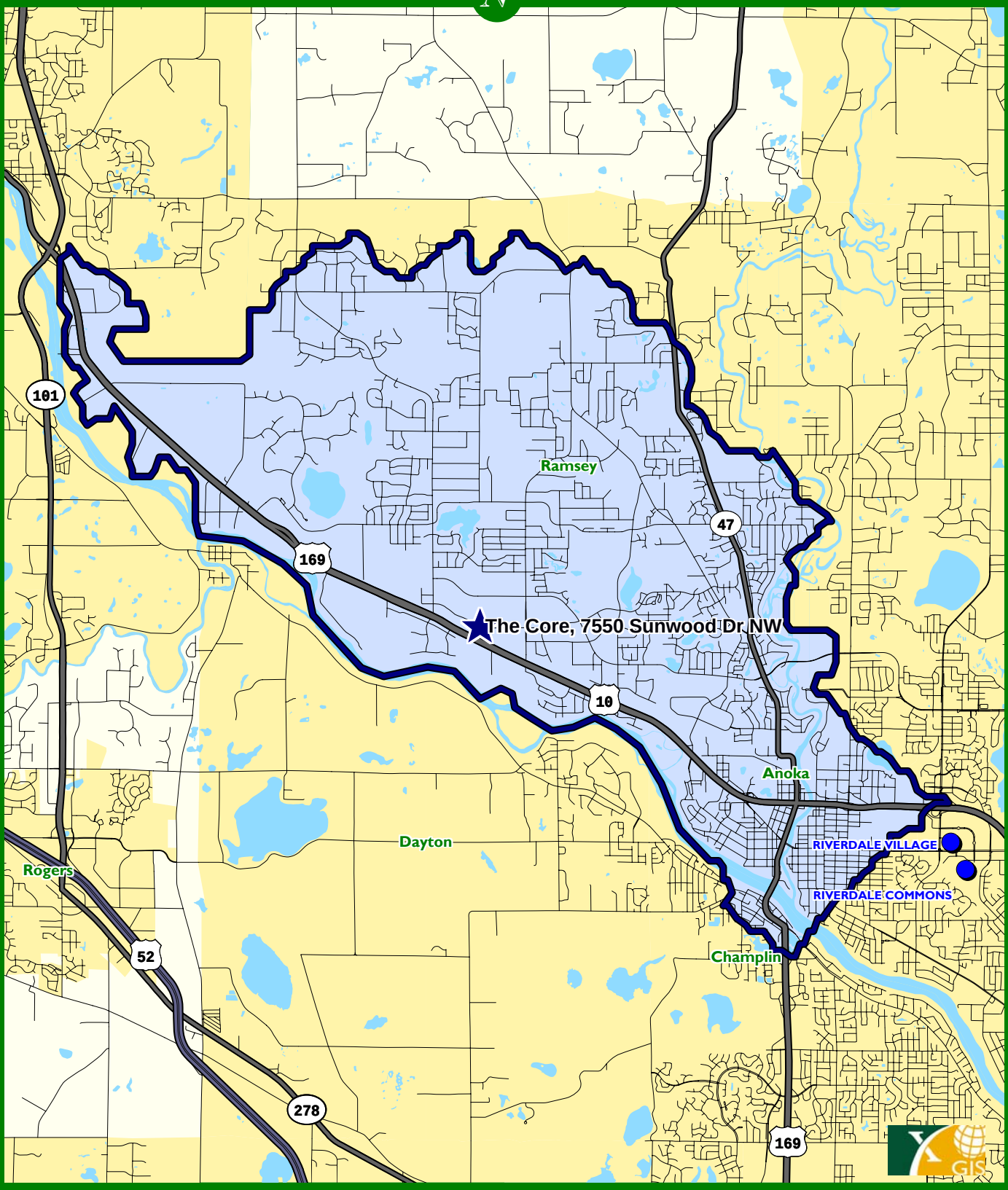


Ramsey, Minnesota: Trade Area

City of RAMSEY THE CORE

CommunityID

Shopping Centers

GLA in thousands

1000+

500 to 1000

12 Minute Drive Time

Site 2

Miles

0 1 2

2651 S. Polaris Dr. Fort Worth, Texas 76137 tel: 817.332.3681 fax:817.332.3686 e-mail:buxton@buxtonco.com http://www.buxtonco.com

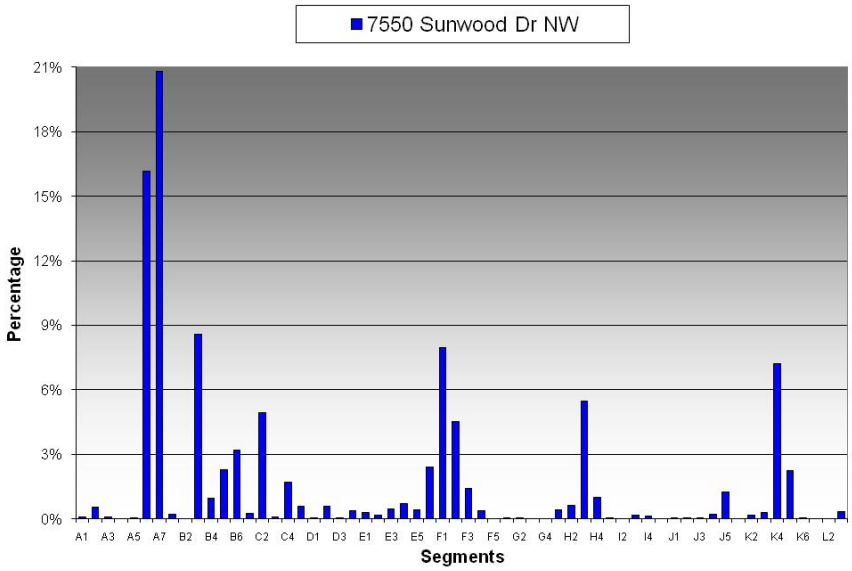
Site 2 Analysis: 7550 Sunwood Drive NW

Drive-Time Trade Area

The map on the previous page depicts the primary trade area for Site 2. The primary trade area consists of a twelve-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a twelve-minute drive-time of Site 2 is presented below.



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Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

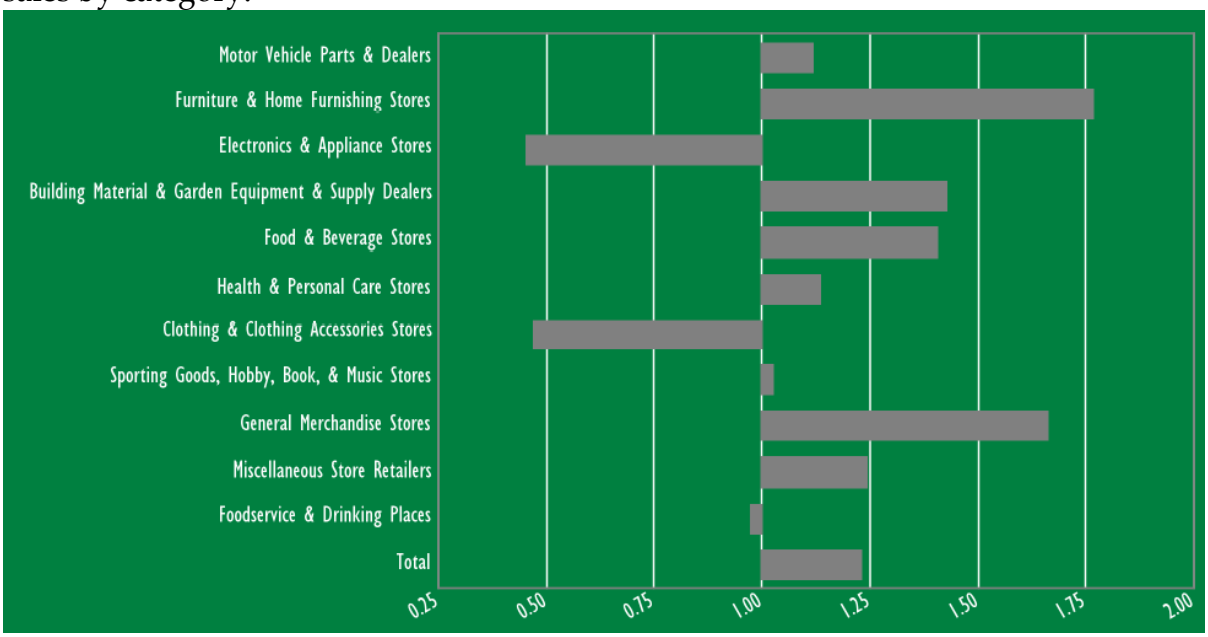
Dominant Segments	Description	Households
A06	Small-town Success	2,188
A07	New Suburbia Families	2,812
B03	Urban Commuter Families	1,158
B06	Successful Suburbia	430
C02	Prime Middle America	669
F01	Steadfast Conservatives	1,074
F02	Moderate Conventionalists	613
H03	Stable Careers	742
K04	Urban Diversity	973

Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000: Census Estimates and Projections 2008 Data

Site 2 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000: Census Estimates and Projections 2008 Data

The following table presents the trade potential variables for Site 2:

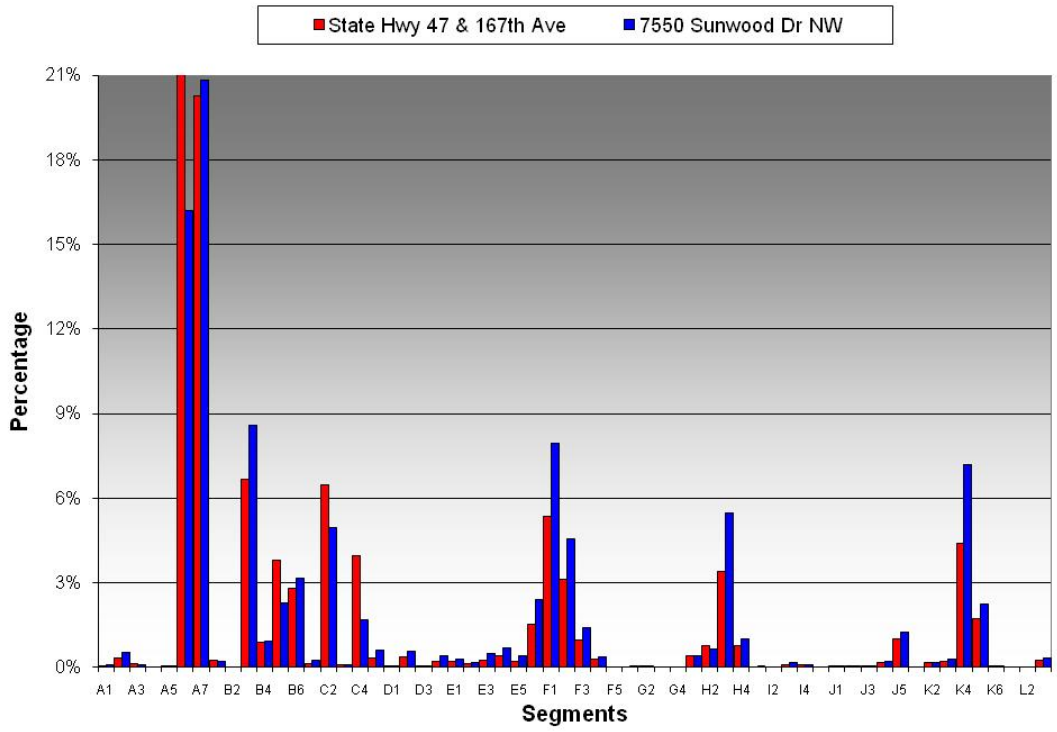
Trade Potential Variables	Site 2
Estimated Household Count	13,514
Number of Households in Dominant Segments	10,659
Traffic Count	37,500
Total Demand	$955,227,451
Total Supply	$1,175,177,367
Surplus	$219,949,916

Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000: Census Estimates and Projections 2008 Data

Site Comparison

Trade Area Segmentation

This side by side comparison of the two trade areas shows the compositions and characteristics of the households to be very similar. This is not unusual and can be expected in an area with potential sites in close proximity.



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12- Minute Trade Area Statistics

Trade Potential Variables	Site 1	Site 2
Estimated Household Count	18,678	13,514
Number of Households in Dominant Segments	15,786	10,659
Traffic Count	9,600	37,500
Total Demand	$629,316,309	$955,227,451
Total Supply	$432,123,888	$1,175,177,367
Leakage/Surplus	($197,192,421)	$219,949,916

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Appendix A:

Leakage Analysis

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Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

-Indicating how well the retail needs of local residents are being met
-Uncovering unmet demand and possible opportunities
-Understanding the strengths and weaknesses of the local retail sector
-Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

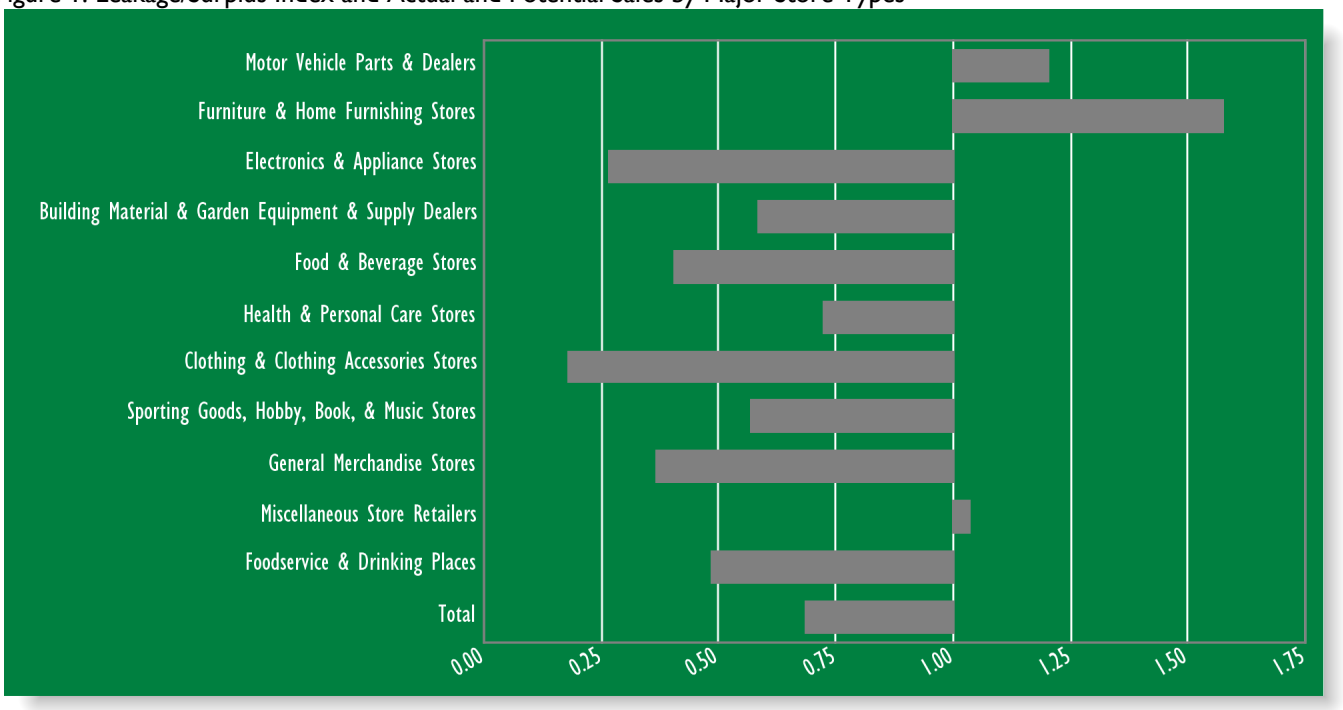
1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	149,660,406	179,996,510	1.2
Furniture & Home Furnishing Stores	20,483,996	32,254,984	1.6
Electronics & Appliance Stores	18,142,728	4,881,670	0.3
Building Material & Garden Equipment & Supply Dealers	95,030,755	55,623,887	0.6
Food & Beverage Stores	82,693,348	33,582,484	0.4
Health & Personal Care Stores	32,900,745	23,862,895	0.7
Clothing & Clothing Accessories Stores	37,271,242	6,637,591	0.2
Sporting Goods, Hobby, Book, & Music Stores	14,909,907	8,496,836	0.6
General Merchandise Stores	90,365,546	33,130,570	0.4
Miscellaneous Store Retailers	19,917,598	20,599,947	1.0
Foodservice & Drinking Places	67,940,038	33,056,514	0.5
Total	629,316,309	432,123,888	0.7

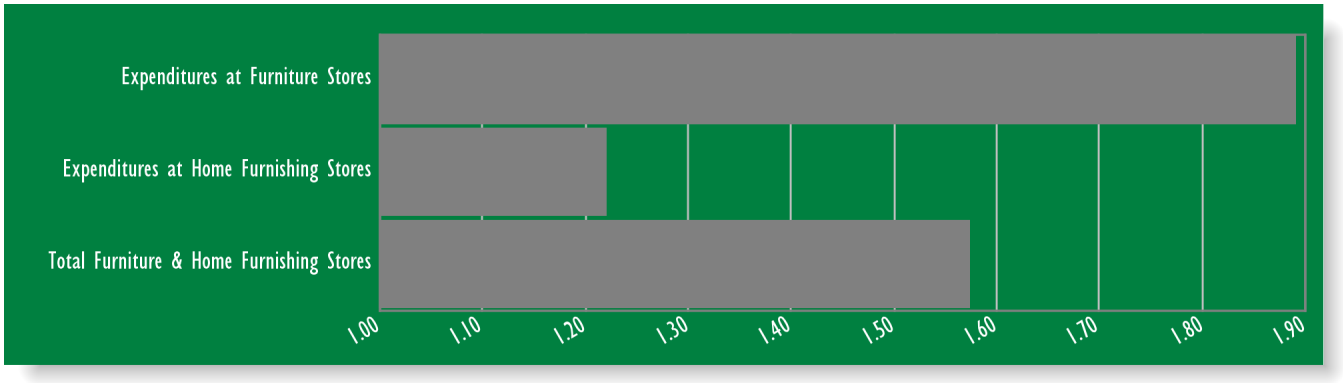
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Motor Vehicle Parts & Dealers

Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	129,146,720	140,545,858	1.1
Expenditures at Other Motor Vehicle Dealers	9,488,263	31,577,770	3.3
Expenditures at Automotive Parts, Accessories, and Tire Stores	11,025,422	7,872,882	0.7
Total Motor Vehicle Parts & Dealers	149,660,406	179,996,510	1.2

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	10,789,586	20,413,743	1.9
Expenditures at Home Furnishing Stores	9,694,410	11,841,241	1.2
Total Furniture & Home Furnishing Stores	20,483,996	32,254,984	1.6

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Electronics & Appliance Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	13,631,944	4,017,476	0.3
Expenditures at Computer and Software Stores	3,752,604	788,295	0.2
Expenditures at Camera and Photographic Equipment Stores	758,179	75,899	0.1
Total Electronics & Appliance Stores	18,142,728	4,881,670	0.3

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Building Material & Garden Equipment & Supply Dealers

Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	34,575,783	12,371,415	0.4
Expenditures at Paint and Wallpaper Stores	1,958,246	0	0.0
Expenditures at Hardware Stores	6,934,600	13,533,357	2.0
Expenditures at Other Building Materials Dealers	44,049,036	26,201,508	0.6
Expenditures at Outdoor Power Equipment Stores	1,100,267	1,054,116	1.0
Expenditures at Nursery and Garden Centers	6,412,824	2,463,490	0.4
Total Building Material & Garden Equipment & Supply Dealers	95,030,755	55,623,887	0.6

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Food & Beverage Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	70,980,489	26,613,050	0.4
Expenditures at Convenience Stores	3,969,048	748,888	0.2
Expenditures at Specialty Food Stores	2,285,507	770,966	0.3
Expenditures at Beer, Wine, and Liquor Stores	5,458,304	5,449,580	1.0
Total Food & Beverage Stores	82,693,348	33,582,484	0.4

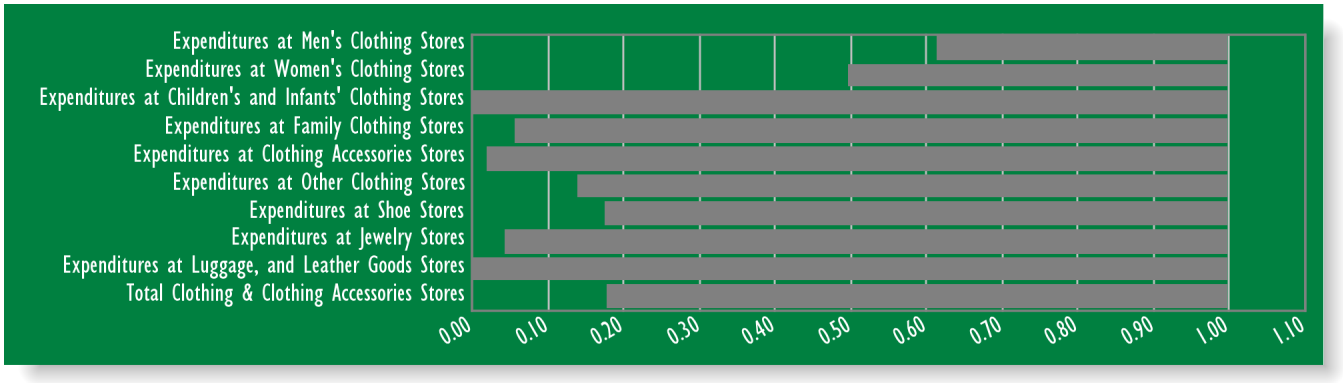
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Health & Personal Care Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	28,291,074	21,317,149	0.8
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	1,090,245	0	0.0
Expenditures at Optical Goods Stores	1,581,756	260,747	0.2
Expenditures at Other Health and Personal Care Stores	1,937,669	2,284,999	1.2
Total Health & Personal Care Stores	32,900,745	23,862,895	0.7

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Clothing & Clothing Accessories Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	1,736,422	1,067,917	0.6
Expenditures at Women's Clothing Stores	6,864,316	3,415,189	0.5
Expenditures at Children's and Infants' Clothing Stores	1,443,296	0	0.0
Expenditures at Family Clothing Stores	14,380,184	817,601	0.1
Expenditures at Clothing Accessories Stores	627,446	12,609	0.0
Expenditures at Other Clothing Stores	1,733,329	244,238	0.1
Expenditures at Shoe Stores	4,803,863	843,791	0.2
Expenditures at Jewelry Stores	5,244,567	236,245	0.0
Expenditures at Luggage, and Leather Goods Stores	437,819	0	0.0
Total Clothing & Clothing Accessories Stores	37,271,242	6,637,591	0.2

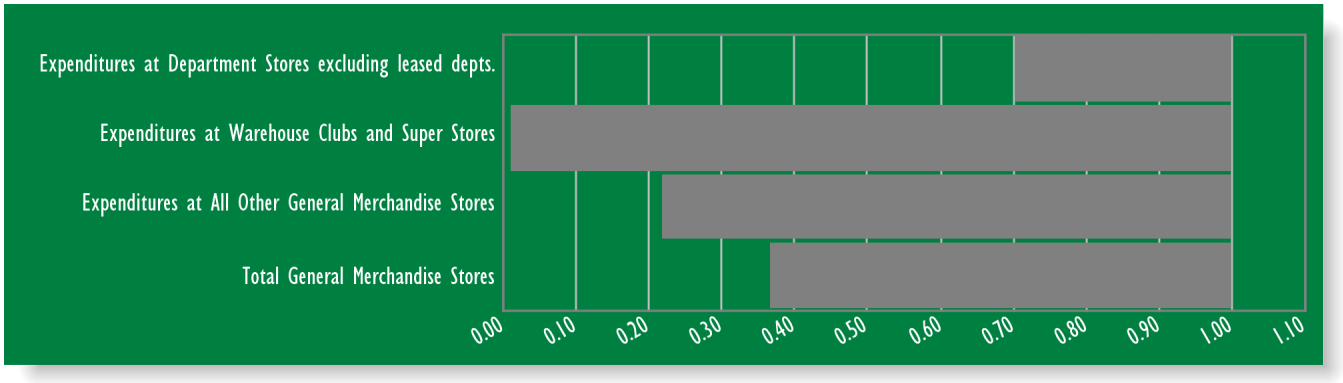
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	5,569,216	5,491,546	1.0
Expenditures at Hobby, Toys and Games Stores	3,314,160	1,304,947	0.4
Expenditures at Sew/Needlework/Piece Goods Stores	749,262	889,467	1.2
Expenditures at Musical Instrument and Supplies Stores	947,358	342,258	0.4
Expenditures at Book Stores and News Dealers	2,922,860	356,402	0.1
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	1,407,051	112,217	0.1
Total Sporting Goods, Hobby, Book, & Music Stores	14,909,907	8,496,836	0.6

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

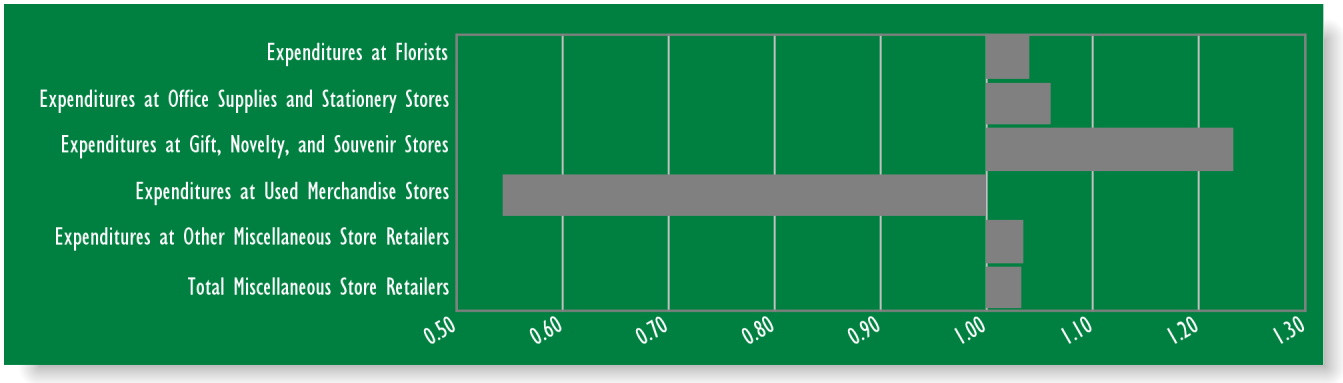
Sub-Categories of General Merchandise Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	44,271,577	31,197,433	0.7
Expenditures at Warehouse Clubs and Super Stores	39,204,104	436,278	0.0
Expenditures at All Other General Merchandise Stores	6,889,865	1,496,860	0.2
Total General Merchandise Stores	90,365,546	33,130,570	0.4

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

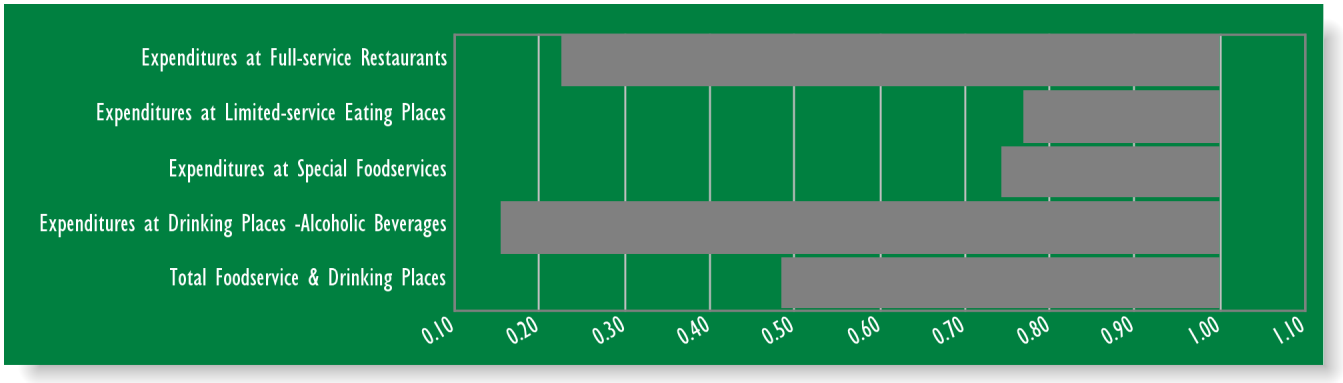
Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	1,470,743	1,530,956	1.0
Expenditures at Office Supplies and Stationery Stores	4,529,564	4,806,945	1.1
Expenditures at Gift, Novelty, and Souvenir Stores	3,491,790	4,309,653	1.2
Expenditures at Used Merchandise Stores	1,717,028	933,518	0.5
Expenditures at Other Miscellaneous Store Retailers	8,708,474	9,018,875	1.0
Total Miscellaneous Store Retailers	19,917,598	20,599,947	1.0

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	31,323,828	7,123,431	0.2
Expenditures at Limited-service Eating Places	27,507,668	21,169,395	0.8
Expenditures at Special Foodservices	5,676,962	4,229,978	0.7
Expenditures at Drinking Places -Alcoholic Beverages	3,431,581	533,710	0.2
Total Foodservice & Drinking Places	67,940,038	33,056,514	0.5

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sources and Methodology

The primary data sources used in the construction of the database include:

- Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The AGS (Applied Geographic Solutions) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the AGS Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

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Retail Leakage and Surplus Analysis

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Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

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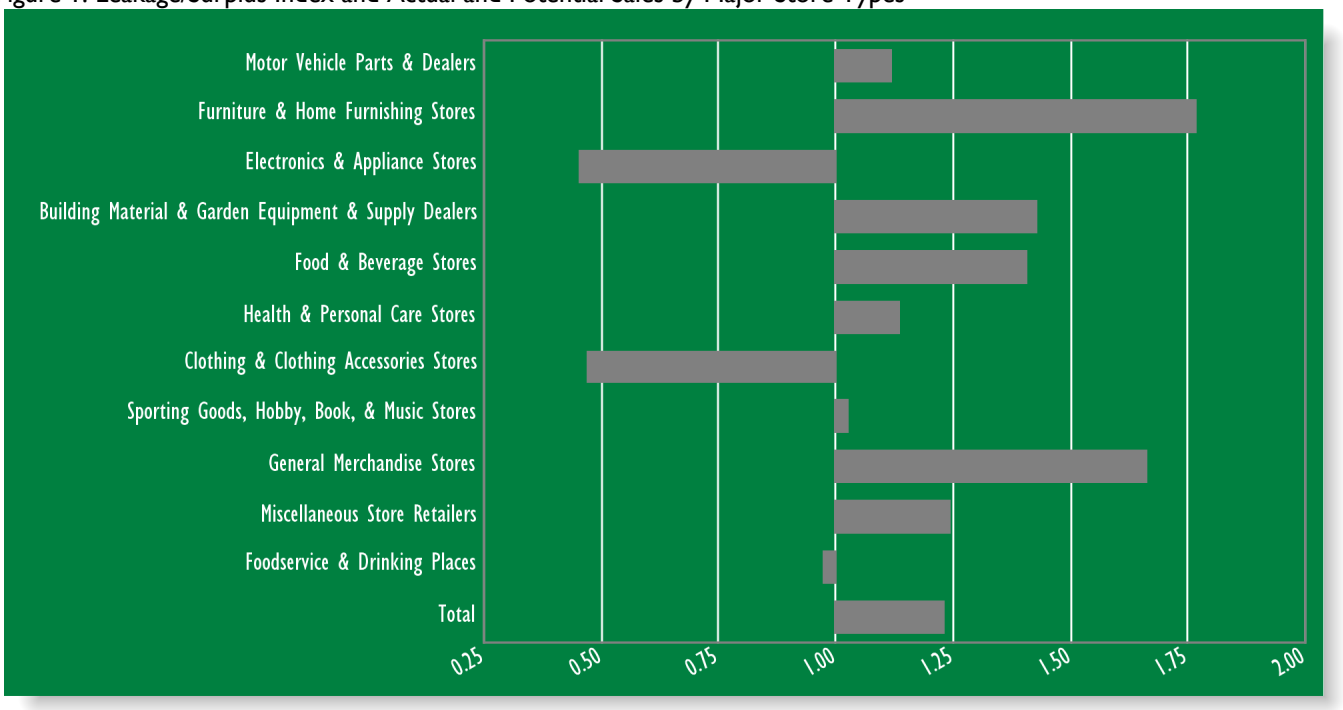


Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	228,607,369	255,401,791	1.1
Furniture & Home Furnishing Stores	29,917,339	52,836,985	1.8
Electronics & Appliance Stores	27,318,974	12,428,000	0.5
Building Material & Garden Equipment & Supply Dealers	137,590,373	196,251,012	1.4
Food & Beverage Stores	129,231,986	181,774,978	1.4
Health & Personal Care Stores	52,303,345	59,263,828	1.1
Clothing & Clothing Accessories Stores	54,744,508	25,847,066	0.5
Sporting Goods, Hobby, Book, & Music Stores	22,392,967	22,951,557	1.0
General Merchandise Stores	137,040,628	227,713,487	1.7
Miscellaneous Store Retailers	30,260,211	37,626,745	1.2
Foodservice & Drinking Places	105,819,751	103,081,917	1.0
Total	955,227,451	1,175,177,367	1.2

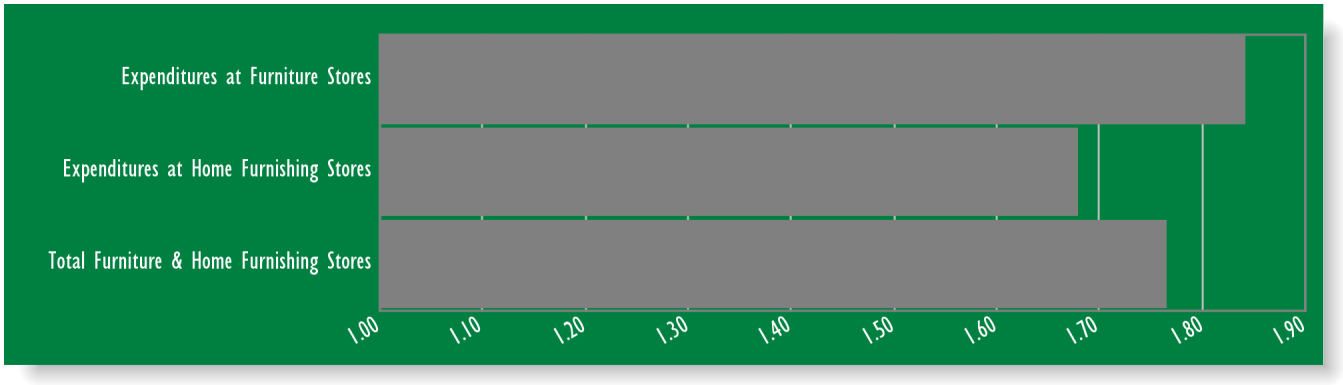
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Motor Vehicle Parts & Dealers

Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	197,332,251	192,708,424	1.0
Expenditures at Other Motor Vehicle Dealers	14,293,971	42,931,727	3.0
Expenditures at Automotive Parts, Accessories, and Tire Stores	16,981,148	19,761,640	1.2
Total Motor Vehicle Parts & Dealers	228,607,369	255,401,791	1.1

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

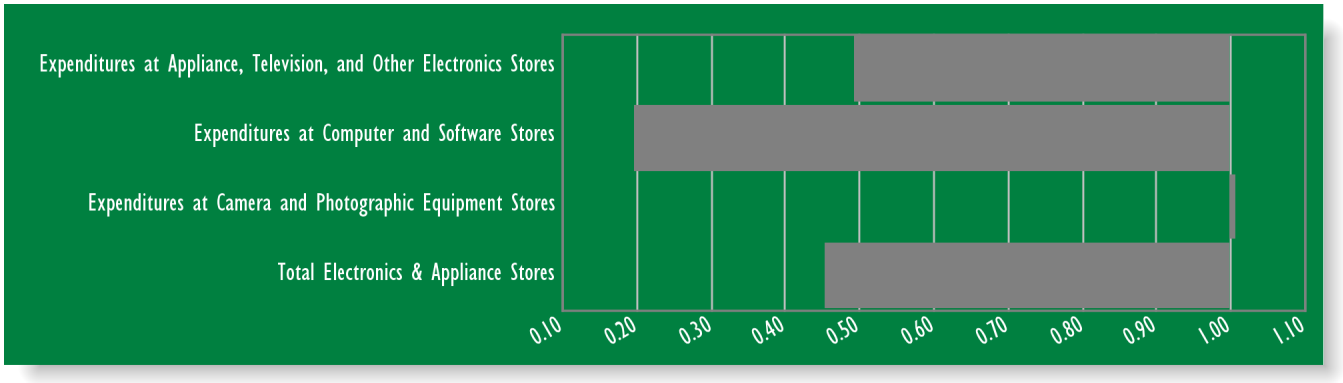
Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	15,916,445	29,317,089	1.8
Expenditures at Home Furnishing Stores	14,000,894	23,519,896	1.7
Total Furniture & Home Furnishing Stores	29,917,339	52,836,985	1.8

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	20,578,398	10,174,308	0.5
Expenditures at Computer and Software Stores	5,609,549	1,115,201	0.2
Expenditures at Camera and Photographic Equipment Stores	1,131,027	1,138,492	1.0
Total Electronics & Appliance Stores	27,318,974	12,428,000	0.5

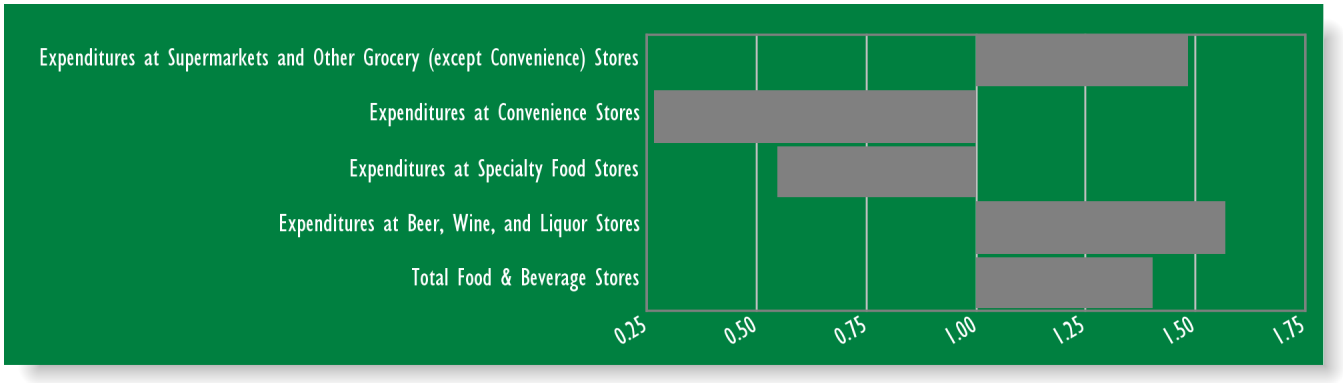
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Building Material & Garden Equipment & Supply Dealers

Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	50,224,216	128,857,531	2.6
Expenditures at Paint and Wallpaper Stores	2,772,665	4,761,072	1.7
Expenditures at Hardware Stores	10,221,953	18,180,226	1.8
Expenditures at Other Building Materials Dealers	63,288,603	40,951,888	0.6
Expenditures at Outdoor Power Equipment Stores	1,622,473	1,240,137	0.8
Expenditures at Nursery and Garden Centers	9,460,463	2,260,158	0.2
Total Building Material & Garden Equipment & Supply Dealers	137,590,373	196,251,012	1.4

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

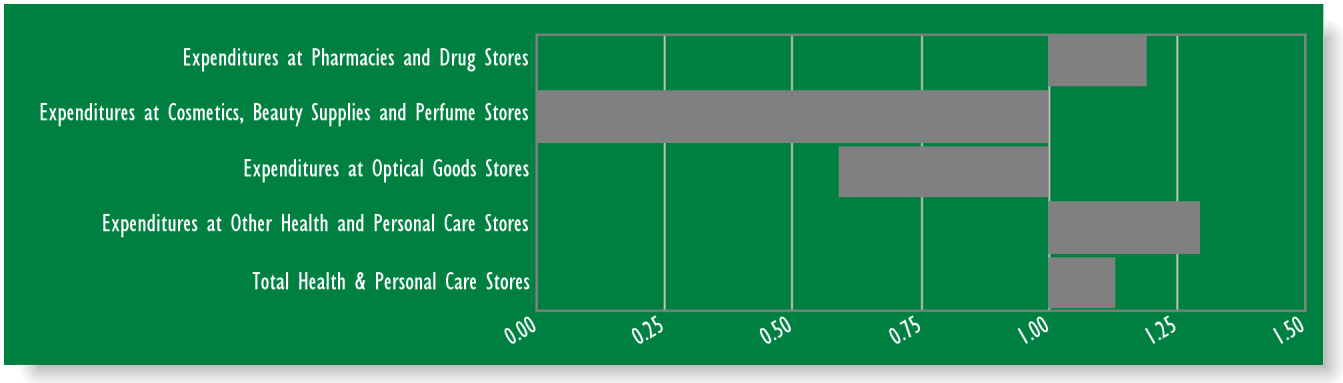
Sub-Categories of Food & Beverage Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	110,821,801	164,646,839	1.5
Expenditures at Convenience Stores	6,278,217	1,695,858	0.3
Expenditures at Specialty Food Stores	3,551,918	1,960,832	0.6
Expenditures at Beer, Wine, and Liquor Stores	8,580,049	13,471,449	1.6
Total Food & Beverage Stores	129,231,986	181,774,978	1.4

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

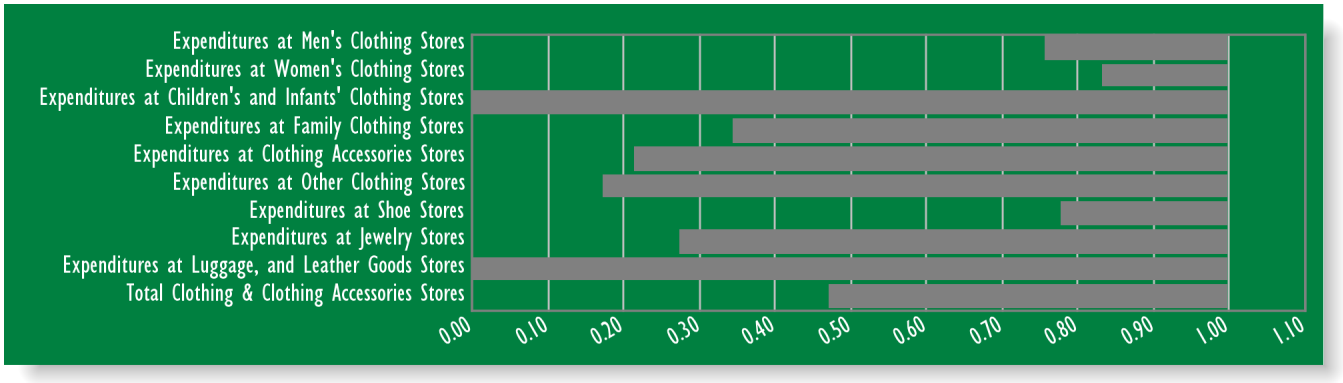
Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	45,052,907	53,816,966	1.2
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	1,743,517	5,434	0.0
Expenditures at Optical Goods Stores	2,403,744	1,421,870	0.6
Expenditures at Other Health and Personal Care Stores	3,103,177	4,019,558	1.3
Total Health & Personal Care Stores	52,303,345	59,263,828	1.1

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Clothing & Clothing Accessories Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	2,565,104	1,942,868	0.8
Expenditures at Women's Clothing Stores	9,993,395	8,331,835	0.8
Expenditures at Children's and Infants' Clothing Stores	2,208,647	0	0.0
Expenditures at Family Clothing Stores	21,224,352	7,313,832	0.3
Expenditures at Clothing Accessories Stores	909,054	195,190	0.2
Expenditures at Other Clothing Stores	2,539,496	438,828	0.2
Expenditures at Shoe Stores	7,139,416	5,557,368	0.8
Expenditures at Jewelry Stores	7,531,156	2,067,145	0.3
Expenditures at Luggage, and Leather Goods Stores	633,889	0	0.0
Total Clothing & Clothing Accessories Stores	54,744,508	25,847,066	0.5

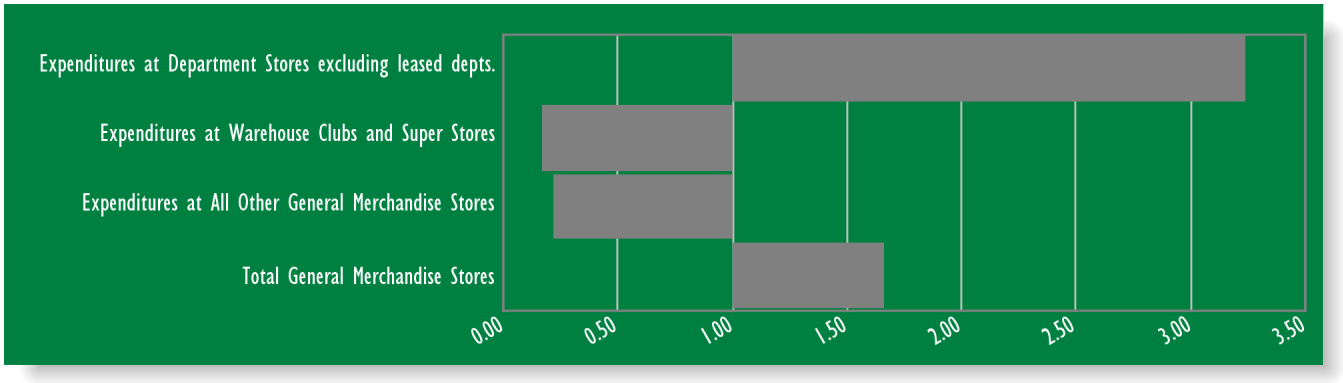
Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores

Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	8,214,638	9,525,227	1.2
Expenditures at Hobby, Toys and Games Stores	4,979,785	6,062,766	1.2
Expenditures at Sew/Needlework/Piece Goods Stores	1,121,349	1,241,456	1.1
Expenditures at Musical Instrument and Supplies Stores	1,433,780	936,900	0.7
Expenditures at Book Stores and News Dealers	4,457,297	4,389,770	1.0
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	2,186,118	795,438	0.4
Total Sporting Goods, Hobby, Book, & Music Stores	22,392,967	22,951,557	1.0

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

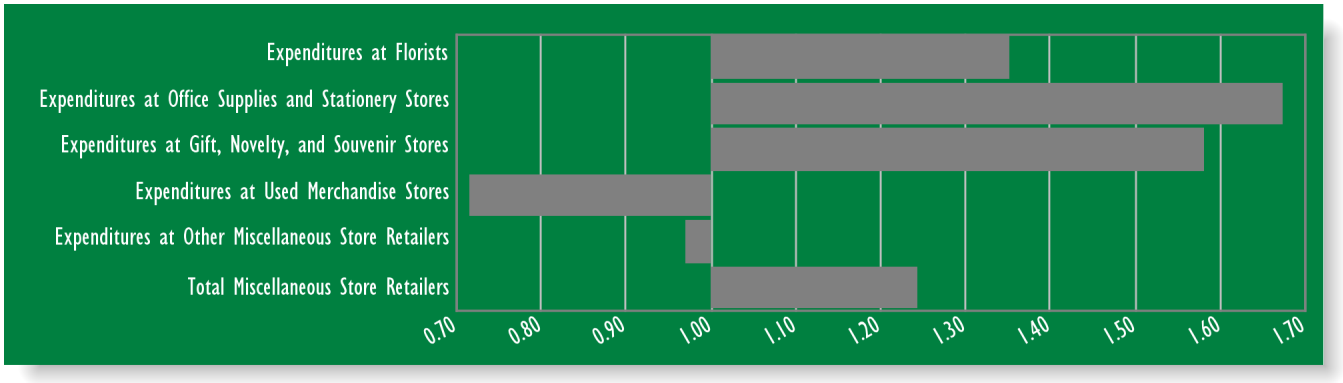
Sub-Categories of General Merchandise Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	66,378,948	215,263,870	3.2
Expenditures at Warehouse Clubs and Super Stores	60,296,373	10,131,549	0.2
Expenditures at All Other General Merchandise Stores	10,365,307	2,318,068	0.2
Total General Merchandise Stores	137,040,628	227,713,487	1.7

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

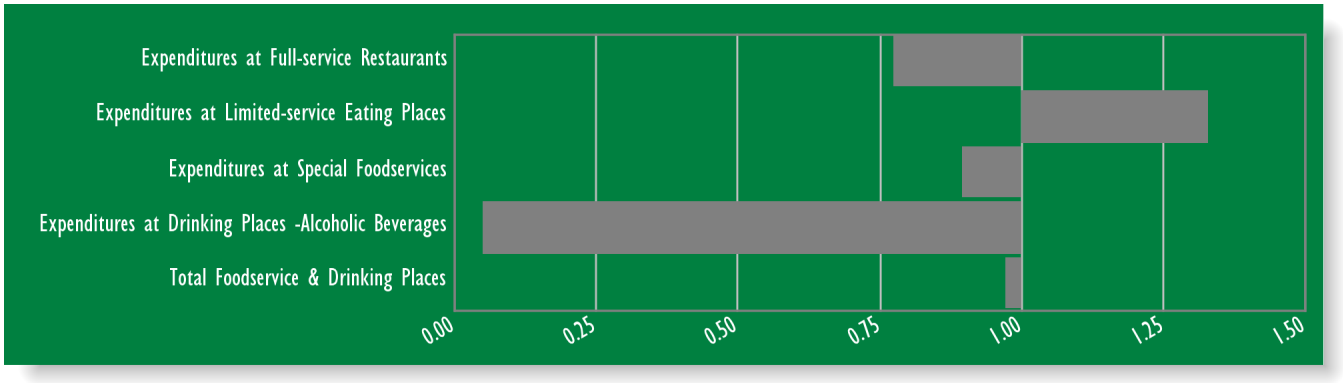
Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	2,176,533	2,945,361	1.4
Expenditures at Office Supplies and Stationery Stores	6,884,444	11,520,674	1.7
Expenditures at Gift, Novelty, and Souvenir Stores	5,295,338	8,378,151	1.6
Expenditures at Used Merchandise Stores	2,569,005	1,841,074	0.7
Expenditures at Other Miscellaneous Store Retailers	13,334,891	12,941,484	1.0
Total Miscellaneous Store Retailers	30,260,211	37,626,745	1.2

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	48,803,164	37,916,346	0.8
Expenditures at Limited-service Eating Places	42,820,669	56,954,853	1.3
Expenditures at Special Foodservices	8,827,746	7,926,997	0.9
Expenditures at Drinking Places -Alcoholic Beverages	5,368,172	283,721	0.1
Total Foodservice & Drinking Places	105,819,751	103,081,917	1.0

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Sources and Methodology

The primary data sources used in the construction of the database include:

- Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The AGS (Applied Geographic Solutions) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the AGS Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.

Data Sources: Applied Geographic Solutions, Inc., Copyright 2009

Appendix B:

Segmentation Guide

Buxton
IDentifying Customers

Group Structure

Segment Group	Label	Segment Name	% of US Households	Page #
A Affluent Suburbia 11.19%	A01	America's Wealthiest	1.14%	6
	A02	Dream Weavers	1.74%	7
	A03	White-collar Suburbia	1.43%	8
	A04	Upscale Suburbanites	0.84%	9
	A05	Enterprising Couples	0.84%	10
	A06	Small-town Success	2.38%	11
	A07	New Suburbia Families	2.82%	12
B Upscale America 13.26%	B01	Status-conscious Consumers	1.55%	13
	B02	Affluent Urban Professionals	1.44%	14
	B03	Urban Commuter Families	6.33%	15
	B04	Solid Suburban Life	0.63%	16
	B05	Second-generation Success	2.40%	17
	B06	Successful Suburbia	0.91%	18
C Small-town Contentment 7.64%	C01	Second City Homebodies	0.74%	19
	C02	Prime Middle America	3.52%	20
	C03	Suburban Optimists	0.61%	21
	C04	Family Convenience	1.93%	22
	C05	Mid-market Enterprise	0.84%	23
D Blue-collar Backbone 6.57%	D01	Nuevo Hispanic Families	2.73%	24
	D02	Working Rural Communities	1.06%	25
	D03	Lower-income Essentials	0.83%	26
	D04	Small-city Endeavors	1.95%	27
E American Diversity 9.73%	E01	Ethnic Urban Mix	1.89%	28
	E02	Urban Blues	1.74%	29
	E03	Professional Urbanites	2.09%	30
	E04	Suburban Advantage	1.15%	31
	E05	American Great Outdoors	1.37%	32
	E06	Mature America	1.48%	33
F Metro Fringe 10.63%	F01	Steadfast Conservatives	6.51%	34
	F02	Moderate Conventionalists	1.60%	35
	F03	Southern Blues	0.92%	36
	F04	Urban Grit	0.55%	37
	F05	Grass-roots Living	1.05%	38
G Remote America 7.39%	G01	Hardy Rural Families	2.70%	39
	G02	Rural Southern Living	2.71%	40
	G03	Coal and Crops	1.81%	41
	G04	Native Americana	0.18%	42
H Aspiring Contemporaries 11.18%	H01	Young Cosmopolitans	3.22%	43
	H02	Minority Metro Communities	2.20%	44
	H03	Stable Careers	4.29%	45
	H04	Aspiring Hispania	1.48%	46
I Rural Villages and Farms 4.77%	I01	Industrious Country Living	1.30%	47
	I02	America's Farmlands	1.04%	48
	I03	Comfy Country Living	0.73%	49
	I04	Small-town Connections	0.48%	50
	I05	Hinterland Families	1.23%	51
J Struggling Societies 8.20%	J01	Rugged Rural Style	1.62%	52
	J02	Latino Nuevo	2.91%	53
	J03	Struggling City Centers	1.72%	54
	J04	College Town Communities	0.98%	55
	J05	Metro Beginnings	0.98%	56
K Urban Essence 8.63%	K01	Unattached Multi-cultures	0.38%	57
	K02	Academic Influences	0.47%	58
	K03	African-American Neighborhoods	1.93%	59
	K04	Urban Diversity	2.44%	60
	K05	New Generation Activists	2.37%	61
	K06	Getting By	1.05%	62
L Varying Lifestyles 0.80%	L01	Military Family Life	0.31%	63
	L02	Major University Towns	0.27%	64
	L03	Gray Perspectives	0.22%	65

Mosaic USA Group Descriptions

A full Mosaic media guide is available online at: www.buxtonco.com/mosaic.asp

Group **A: Affluent Suburbia**

The wealthiest households in the U.S. living in exclusive suburban neighborhoods enjoying the best of everything that life has to offer

The seven Segments in the Affluent Suburbia group comprise the wealthiest households in the nation. These segments outrank all other Mosaic Segments in terms of household income, home value and educational achievement. Concentrated in exclusive suburban neighborhoods, these households are predominantly white, college educated and filled with Baby Boom parents and their children. With their managerial and executive positions paying six-figure-plus incomes, they enjoy the good life in fashionable houses outfitted with the latest technology. These are the Americans who drive luxury cars, belong to country clubs, travel abroad and relax by sailing, golfing or skiing. Many are culture buffs who attend the theater, art shows, dance performances and concerts, all at high rates. Both their purchasing behavior and media choices reflect their interests in money management, travel, computers and gourmet foods.

Group **B: Upscale America**

College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles

The six Segments in Upscale America are populated with mainly white, college-educated couples and families living in the metropolitan sprawl. Most of the adults work as executives and white-collar professionals, and their upscale incomes provide them with large homes and comfortable lifestyles. They like to spend their leisure time getting exercise—jogging, biking and swimming are popular—or shopping for the latest in-fashion and high-tech electronics. They are active in community affairs as members of business clubs, environmental groups and arts associations. They're selective media fans who prefer magazines and cable TV channels that cover business, fashion and the arts. Their one exception is the Internet. These Americans are omnivorous Web users who go online for everything from banking and trading stocks to downloading music and buying merchandise.

Group **C: Small-town Contentment**

Middle-aged, upper-middle-class families living in small towns and satellite cities with moderate educations employed in white-collar, blue-collar and service professions

The five Segments in Small-town Contentment represent the nation's middle-aged, upper-middle-class families living in small towns and satellite cities. As a group, they share moderate educations and a mix of well-paying jobs in white-collar, blue-collar and service professions. With their locations outside the nation's major metros, these households can afford recently built homes and new SUVs and pickup trucks. They enjoy outdoor sports like hiking, fishing and camping. They are also close enough to big cities to frequent comedy clubs, nightclubs and upscale malls for designer clothes and sporting goods. They tend to have varied media tastes, enjoying music and comedy shows on television, modern rock and country music on the radio and fitness and music magazines from newsstands. They are active Internet users going online for instant messaging, exchanging email and getting the latest sports scores and news.

Group **D: Blue-collar Backbone**

Budget-conscious, young and old blue-collar households living in older towns working in manufacturing, construction and retail trades

The four Segments in Blue-collar Backbone are a bastion of blue-collar diversity. This group features above-average proportions of both old and young residents, whites and Hispanics, families and singles, homeowners and apartment renters. Most residents live in older outlying towns and cities, and work at blue-collar jobs in manufacturing, construction and retail trades. Their lifestyle reflects a working-class sensibility. Their most popular leisure activities include baseball, soccer, fishing and woodworking. They're more likely to go out to a veterans club than attend a concert or play. These budget-conscious households shop at discount clothiers and department stores, and they have low rates for buying investments or insurance products. With relatively few entertainment options due to their remote location or lack of discretionary income, this group is a strong market for traditional media. Residents like to watch soaps and game shows on television, listen to country music on the radio and read a variety of outdoor and women's magazines.

Group **E: American Diversity**

A diverse group of ethnically mixed singles and couples, middle-aged and retired with middleclass incomes from blue-collar and service industry jobs

American Diversity is a reflection of how contrasting mid-America's population is. It is an ethnic mix of middleaged couples, singles and retirees. With a few exceptions, these six Mosaic Segments consist of households with average educations and middle-class incomes from blue-collar and service industry jobs. Many of the group's adults are older Americans—aging singles and couples who've already exited the workplace. They tend to have unassuming lifestyles, scoring high for reading books and newspapers, going to movies and plays, and socializing through fraternal orders and veterans clubs. They have traditional media tastes, enjoying TV news, movies and game shows as well as business and shelter magazines. Conservative in their politics and fashion, they have limited interest in new clothing styles, consumer electronics or the Internet.

Group **F: Metro Fringe**

Racially mixed, lower-middle-class clusters in older single-family homes, semi-detached houses and low-rise apartments in satellite cities

Metro Fringe is a collection of five racially mixed, lower-middle-class Mosaic Segments located primarily in satellite cities such as Kissimmee, FL, Flint MI, Joiliet, IL and Fresno, CA. Many of the group's households consist of young singles and couples who work at blue-collar and service industry jobs. They tend to live in older singlefamily homes, semidetached houses and low-rise apartments. Overall, this group is relatively active and pursues sports-oriented lifestyles participating in activities such as soccer and softball, rollerblading, skateboarding, gocarting and video gaming. As shoppers, they patronize discount retailers where they buy the latest fashion and tech gear at low prices. In their homes, they're fans of electronic media, whether it's watching youth-oriented cable channels like Spike TV, FX and Cartoon Network, or going online to chat forums and Web sites for job listings or music downloading.

Group **G: Remote America**

A mix of farming and small industrial rural communities with outdoor oriented lifestyles living primarily in America's heartland

The four Remote America Segments reflect heartland lifestyles, a mix of farming and small industrial communities mostly located in the nation's midsection. The working-class couples and families in this group tend to be employed in agriculture and blue-collar jobs that pay modest wages. The median home value is about half the national average, and a significant number of residents live in mobile homes. No group has a lower population density, and few have higher rates for outdoors-oriented lifestyles. Households spend their leisure time fishing, hunting, hiking and horseback riding. In their homes, they look to their TV sets for entertainment, especially game shows, soap operas and home improvement shows. Their magazine tastes may split along gender lines with the men reading hunting publications while the women peruse shelter magazines. On the radio, country and western is the preferred choice of music.

Group **H: Aspiring Contemporaries**

Young, mostly single, ethnically diverse, online active households living in new homes or apartments with discretionary income to spend on themselves

The four Segments in Aspiring Contemporaries are all filled with upward strivers. The households tend to be young (Generation Xers between 18 and 34 years old), ethnically diverse (about 40 percent are minorities) and unattached (about two-thirds are single or divorced). Yet despite traditional barriers to affluence, the members of these metropolitan segments are already solidly middle-class. Many live in relatively new homes or apartments valued at more than the national average—a reliable sign of upward mobility. They're big culture buffs who like to see plays, movies, comics and live bands. They spend a lot of their discretionary income on the latest fashions and consumer electronics. They're heavy media consumers, listening to jazz on the radio and reading the Sunday paper for science and technology news. Raised on technology, they are very Internet savvy, spending their leisure time online to chat, shop, job search, send instant messages, bid in auctions and frequent dating Web sites.

Group **I: Rural Villages and Farms**

Rural, middle-class married families and couples of varied ages, living and working in agricultural and mining communities

Representing America's agricultural and mining communities, Rural Villages and Farms is a collection of five low-density Segments filled with middle-class families and couples of varied ages. Most of the households in this group are married, white and high school educated. They maintain tranquil lifestyles in unpretentious houses and comfortable mobile homes. They share a fondness for outdoor sports, enjoying fishing, hunting, camping and motor sports. Many residents are do-it-yourselfers who are into woodworking and needlework. They like to shop at the big-box home improvement chains and watch how-to shows on TV. When it comes to media, nothing dominates like country music. They watch their favorite country and western stars on TV, listen to them on the radio and attend their concerts.

Group **J: Struggling Societies**

Young minorities, students and single parents trying to raise families on low-level jobs in manufacturing, health care and food services

The five Segments in Struggling Societies symbolize the challenges facing a significant number of economically challenged Americans. These households tend to be disadvantaged and uneducated. With incomes half the national average and nearly a third never completing high school, they are consigned to low-level jobs in manufacturing, health care and food services. Many of these residents are young, minorities, students and single parents trying to raise families on low incomes and tight budgets. Without much discretionary income their activities are limited and leisure pursuits include playing sports like basketball, volleyball and skateboarding. They shop at discount clothiers and sporting goods stores for casual apparel and athletic shoes. In these lessfortunate communities, television is a main source of entertainment, specifically reality programs, sitcoms, talk shows and sports. This group also relates to ethnic-oriented media, creating a strong radio market for stations that play Spanish, Mexican and urban contemporary music.

Group **K: Urban Essence**

Young, single and single-parent minorities living in older apartments working at entry-level jobs in service industries

As a whole, the six segments in Urban Essence make up the nation's least affluent group, a collection of relatively young minorities living in older apartments. More than half the households consist of African Americans and Hispanics. Many of these residents are single or single parents working at entry-level jobs in service industries. With their low education levels and household incomes, residents lead unpretentious lifestyles. Many spend their leisure time playing sports like baseball, basketball and football. With their above-average household size, they make a strong market for children's toys and electronic gear, especially video games, dolls and board games. They have high rates for enjoying traditional media, reading ethnic-targeted magazines, listening to jazz and urban contemporary radio and, especially, watching television. It's hard to find a network program or cable channel that they don't view watching comedies, cartoons, sports, soaps and game shows.

Group **L: Varying Lifestyles**

Residents who primarily live in group quarters including students, military personnel and institution populations

The three Segments that make up Varying Lifestyles are an unconventional group. What they share is the singular experience of living in group quarters. A majority of this group lives the unique lifestyles offered by the military and university dorm life. Though their daily lives are different from many Americans—as well as each other—those who have the ability are more likely than average Americans to visit museums, zoos and state fairs. They like to stay active doing aerobic exercise, hiking, bowling and playing sports like tennis, baseball and volleyball. They're frequent travelers who vacation abroad as well as within the United States. At home, they divide their time between the television and computer screens. They typically watch TV news, comedy programs and latenight talk shows. When online they frequent chat rooms, auction and banking sites and listen to Internet radio with a preference for rock 'n' roll.

Mosaic USA Segment Descriptions

Group A: Affluent Suburbia

Segment A06: Small-town Success

White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation's beltways

Demographics

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education. More than eight in ten drive alone to work, pulling out of the driveways of large single-family homes valued at 50 percent above the national median. These high-earners drive to work in comfort and have high rates for owning luxury SUVs as well as family vehicles including minivans.

Lifestyles

Small-town Success households enjoy a prosperous way of life. For athletic activities, they enjoy biking, swimming, bowling and jogging. They tend to seek out intellectual stimulation, reading books and taking adult education classes at high rates, and they don't mind driving to big cities to visit museums or see a show. They're conservative by nature and describe themselves as "smart shoppers." They like to buy quality merchandise at low prices at big-box chains such as Sam's Club, Circuit City and Bed, Bath & Beyond. They're late adopters when it comes to consumer electronics and are more likely to own 35-mm cameras than digital models, VHS players than DVD units. They own a wide range of insurance products, including life, health, disability and homeowner's coverage. However, being conservative hasn't dampened their enthusiasm for travel as they are likely to take a trip for either business or pleasure almost every month of the year.

Media

Small-town Success households share a fondness for a variety of media. They like to watch primetime crime dramas and comedies on television, especially "CSI," "Law and Order" and "Two and a Half Men." They are avid radio listeners and enjoy stations that offer news talk, golden oldies and country music. They have high rates for reading the Sunday newspaper to catch up on sports, business and entertainment news and read mainstream magazine titles as National Geographic, Good Housekeeping and Better Homes and Gardens. They have above average interest in the Internet, and they go online to get news, do their banking and buy merchandise such as books and CDs.

Group A: Affluent Suburbia

Segment A07: New Suburbia Families

Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities

Demographics

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has been built since 2000 and the median value worth nearly 50 percent above the U.S. average. Residents have both brains and bucks. More than twothirds have gone to college and many workers earn six-figure incomes. It takes hard work to have achieved success at such a young age. More than two-thirds of families have multiple workers in the labor force, gravitating to jobs as managers, executives and white-collar professionals.

Lifestyles

The members of New Suburbia Families have crafted active, children-centered lifestyles. These families participate in a number of team sports such as baseball, basketball and soccer, shuttling kids and gear to activities in their SUVs and minivans. They go to kid-friendly destinations and frequent zoos, aquariums and campgrounds. At supermarkets, they fill their grocery carts with pizza, Pop Tarts and prepared lunch kits. This is one of the top-ranked segments for owning toys, books and video games, and residents here never met a consumer electronics device they didn't like including cell phones, gaming systems and home theater systems. With their relatively large families, money still needs to be managed. They maintain that price and functionality trump style when they purchase electronics and clothing at retailers like Target, Best Buy and Wal-Mart. Contributing to 529 college savings plans is a priority, but this segment can be debt heavy due to first mortgages and home equity loans.

Media

These energetic households are only moderate consumers of most media. New Suburbia Families are often too busy to read a newspaper or magazine, although they will sit in front of a TV to watch network sitcoms and reality shows as well as sports and entertainment on cable channels such as ESPN, MTV and Comedy Central. Thanks to their lengthy commutes, they exhibit high rates for listening to radio stations that offer news and sports as well as classic rock and adult contemporary music. When they finally wind down, many go online to trade stocks, search for jobs and check out real estate listings.

Group B: Upscale America

Segment B03: Urban Commuter Families

Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe

Demographics

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services. They tend to leverage their home equity with major home improvement projects, and build their real estate holdings with recent purchases of second homes for family getaways.

Lifestyles

With its concentration of empty-nesters, Urban Commuter Families lifestyle is relatively serene. They are not into aerobic sports, preferring to get their exercise from low-impact activities such as gardening, golfing and birdwatching. They enjoy leisure activities like going to the theater or antique show rather than a rock concert or an auto race. They describe themselves as brand-loyal shoppers who prefer to buy functional clothes over expensive designer labels, shopping at stores like Sears and J.C. Penney. With limited interest in the latest electronics and technology products, their homes are more likely to contain stereos and 35-mm cameras than MP3 players and digital cameras. These conservative investors put their money to work in CDs, U.S. savings bonds and taxsheltered annuities. With their high rates of owning houses and vacation homes, they take out home improvement loans and spend their free time roaming the aisles at Home Depot and Lowe's, Linens 'N Things and Pottery Barn.

Media

The households in Urban Commuter Families are old-fashioned media fans. They subscribe to daily newspapers at high rates and spend their Sunday mornings poring over the travel section and the ad inserts. They pick up traditional general interest magazines at the supermarket, enjoying Reader's Digest, Family Circle and Good Housekeeping. On their commute to work, they listen to the calming strains of classical, golden oldies and big band music on the radio. When they finally wind down in front of a TV, these conservative households watch Fox News, the History Channel and the old movies on AMC and TMC. Their Mosaic motto could be "No surprises, please."

Group B: Upscale America

Segment B05: Second-generation Success

Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities

Demographics

These grandchildren of immigrants who live in Second-generation Success, life is sweet. These multi-ethnic households—of Asian, Hispanic and varied European descent—have achieved upper-middle-class status through hard work and devotion to family. They are primarily married couples with children. Their household size with five or more people is almost double the U.S. average. More than half of adults have attended college, landing a mix of blue- and white-collar jobs in retail, manufacturing, transportation and public administration. In these metro fringe communities, located primarily in coastal states, many households strive to balance the need to assimilate with the desire to retain their cultural traditions. For now, most have found the American Dream in a single detached house built in the early 1980s in what was then the suburban frontier.

Lifestyles

With their upscale incomes and children of all ages, Second-generation Success households enjoy active, familycentered lifestyles. They participate in a number of team sports, including soccer, basketball, football and baseball. On weekends, they typically pile into their vans and SUVs for outings to a zoo, aquarium, cinema or one of the kids' sporting games. Those vehicles also come in handy when they go on shopping excursions patronizing big-box stores such as Home Depot, Toys R Us and Best Buy. Indeed, these relatively young families make a strong market for toys, sporting goods and high-tech products, and they say they're heavily influenced by their children when shopping. With these households, most of their savings is tied up in their home equity. At the supermarket they buy a lot of fresh fish, poultry and meat for home-cooked meals.

Media

Second-generation Success is a media-filled lifestyle where residents enjoy virtually all media channels at aboveaverage rates. They watch network television programs that feature sitcoms, sports, reality shows and even animation—the grownups watching alongside their kids. They read celebrity publications such as People and Us Weekly as well as Spanish-language newspapers and magazines Radio preferences vary but with many of the households whose families are of Hispanic origin there is a tendency for ranchero and Tejano music. When it comes to the Internet, this ethnic mix has relatively high rates for surfing the Internet to download music, get sports scores, upload family pictures and search for jobs.

Group B: Upscale America

Segment B06: Successful Suburbia

Middle-age, married couples with children who enjoy an upscale life far from the downtown hustle of city living

Demographics

The households in Successful Suburbia are located primarily in East Coast towns on the metro fringe. Predominantly white and college educated, these middle-aged couples and families have settled in upscale homes built around 1985. These homeowners earn relatively high incomes from a combination of management and professional jobs in health care, retail and manufacturing. This cluster is a haven for married couples with children who enjoy life far from the downtown hustle. They rank near the top for having multiple workers and cars to commute to jobs and entertainment.

Lifestyles

Successful Suburbia households lead busy family-oriented lifestyles. They participate in varied leisure activities, from cooking and gardening to going to aquariums, bowling alleys and theaters. Many enjoy outdoor athletic activities such as golf, soccer, baseball, football and swimming. They travel frequently for business and pleasure, though mostly to domestic beaches and ski resorts. Brand loyal shoppers, they patronize stores including Kohl's, BJ's Wholesale, Old Navy, Linens 'N Things and Best Buy. In the early childrearing phase of their lives, they buy lots of home-based consumer electronics, like desktop computers, video game systems and home theater systems, bringing everything home in their SUVs. To help finance their acquisitive nature, they carry a variety of credit cards while maintaining high levels of investments in stocks, mutual funds and U.S. savings bonds.

Media

Despite their upscale profile, the households in Successful Suburbia are a tough media sell. Other than their fondness for radio, they exhibit relatively low rates for consuming most media. They will tune in family-friendly TV sitcoms, animated shows as "The Simpsons" and cable channels including ABC Family and TBS. They subscribe to a handful of home-based magazines like Popular Mechanics, Cooking Light, American Baby and Parents. On the radio, they prefer listening to country, classic rock and golden oldies. These middle-aged family households have begun to rely on the Internet for sports news, auctions and medical information. Marketers however should be warned. These busy consumers have little patience for advertising and declare that television commercials are annoying.

Group C: Small-town Contentment

Segment C02: Prime Middle America

A mix of young, upper-middle-class couples and families living in both small towns and midsized cities working in well paying white-collar and blue-collar jobs

Demographics

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes than the national average.

Lifestyles

Prime Middle America features a small-town, family-centered lifestyle. Households enjoy leisure activities like playing cards and board games as well as outdoor pursuits such as fishing, biking and swimming at a lake. Many are do-it-yourselfers who load up their SUVs and pickup trucks with home improvement supplies from stores such as Lowe's, Home Depot and True Value Hardware. Their incomes afford them a wide range of mortgages, home equity loans and college savings plans. As consumers, they describe themselves as less interested in new fashions than the latest high-tech gadgets.

Media

When the folks in this cluster put down their hammers and saws, they enjoy a variety of media. Prime Middle America residents like to gather round their large-screen TVs to watch reality shows, sports and cable channels such as MTV, FX, Discovery and Country Music Television. They're traditionalists who enjoy reading established magazines such as Woman's World, Field & Stream and Parents. The radio soundtrack usually playing features a mix of country music, classic rock and contemporary hits. The Internet has expanded the entertainment and convenience choices for residents of small towns, and Prime Middle America households are no exception. They like to go online to play games, do their banking and participate in auctions for antiques and collectibles.

Group C: Small-town Contentment

Segment C04: Family Convenience

Sprawling families living in remote towns and military bases containing dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military

Demographics

Family Convenience is a collection of sprawling families living in remote towns and military bases primarily in the Midwest and Northern Plains. Most of the households contain dual-income couples working at skilled bluecollar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middleclass incomes and have a high rate of home ownership. The vast majority own new single-family homes and have SUVs and pickup trucks in the driveway. With an above-average length of residence, many have achieved a secure lifestyle with room for the kids to grow.

Lifestyles

Life today in Family Convenience looks a lot like it did a half-century ago. Residents enjoy spending their leisure time swimming, fishing, hunting and camping. They are active in their community and belong to civic clubs and parent/teacher associations. To feed their big families, they spend their grocery money on easy-to-prepare foods like toaster pastries, lunch kits, frozen pizza and refrigerated biscuits. Discount department stores like Wal-Mart, Sam's Club and Big Lots are frequent destinations for clothing and housewares. When they take a vacation, parents are content to pile the kids into their domestic SUVs and head to a theme park or campground near a lake or beach. Financially risk-averse, they make a stronger market for insurance rather than investment products.

Media

The members of Family Convenience have traditional media tastes. They like to watch classic sitcoms on TV Land, family-friendly fare on the Disney Channel and cartoons on Nickelodeon. Many listen to radio every day, tuning in country, classic rock and adult contemporary stations. They prefer magazines that cater to their interests in the home, hunting, motor sports and entertainment. When they go online, they seek out websites that follow their leisure interests frequenting sites such as NASCAR.com, Disney.com and eBay.com all at high rates. Although their small towns may have few movie theaters, residents are avid movie goers with their favorite genre being family movies which is not surprising for this Mosaic.

Group F: Metro Fringe

Segment F01: Steadfast Conservatives

Home to high-school educated mature singles and couples living in middle-class urban bluecollar neighborhoods

Demographics

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to emptynest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health care. Their incomes go far, allowing residents to own older homes and multiple cars and trucks at higher than average rates.

Lifestyles

The residents of Steadfast Conservatives live up to their old fashioned reputation. They think the stock market is too risky, computers and the Internet too confusing and take preventive medicine before any sign of illness. They even regard aerobic exercise as too strenuous, preferring to spend their leisure time fishing, gardening, antiquing or doing needlework or woodworking. For their social life, they attend activities sponsored by fraternal orders, veterans clubs and church groups. As consumers, they're likely to be brand loyal when they shop at favorite stores like J.C. Penney for clothes, Dick's Sporting Goods for outdoor gear and Jo-Ann for needlecrafts. With their middle-class incomes, they make a strong automotive market, especially for American-made pickup trucks and mid-sized sedans. To further protect their established lifestyles, they buy a variety of insurance products— covering health, life, car and home—though primarily low-value policies.

Media

Households in Steadfast Conservatives are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives, and they have high rates for watching sitcoms, reality shows, daytime soaps and religious programs. They enjoy reading magazines that appeal to their do-it-yourself sensibilities including popular titles as Family Handyman, Better Homes & Gardens and Country Living. Their radio tastes include a mix of big band, classic rock, country and golden oldies. These households are mostly unenthusiastic about the Internet, but when online they engage in chat forums and visit NASCAR.com.

Group F: Metro Fringe

Segment F02: Moderate Conventionalists

Highly mobile, middle-class singles and childless couples living in modest homes, semidetached houses and apartments scattered throughout second-tier cities

Demographics

With many key demographic measures close to the national average—including age, income and education— members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and parlayed well-paying blue-collar and whitecollar jobs into middle-class status. These predominantly childless households have low rates of homeownership and above-average rates of mobility. Moving vans are a frequent sight in this cluster, as young singles move into their first apartments and empty-nesting couples leave their homes for smaller retirement rentals.

Lifestyles

Members of Moderate Conventionalists lead active social lives. With the majority of residents unattached, these areas present an active social scene. Their favorite activities include dancing, bar hopping, bowling and playing pool. They're avid exercise buffs who like to play softball, tennis and volleyball. They travel frequently for business and pleasure, though their destinations are frequently to ocean beaches. They're big consumers for products that help them look their best such as cosmetics, toiletries and athletic gear. With their midscale incomes, these childless households have discretionary cash to spend on clothes and the latest tech gear. However, they can't be too extravagant since many are carrying plenty of debt with education and car loans.

Media

Despite all their socializing, Moderate Conventionalists find time to enjoy a variety of media—from newspapers and TV to movies and the Internet. They like to watch reality shows, sitcoms and evening animation such as "CSI," "King of the Hill," "E.R." and "Malcolm in the Middle." They read a lot of gaming, celebrity and sports magazines, such as Entertainment Weekly, Us, Sports Illustrated and GamePro. This is only a moderate market for radio programming, with country music and contemporary hit radio stations faring the best. Many of the young residents would rather spend their free time on the Internet, downloading games, looking for better jobs, surfing to sports websites and participating in chat forums.

Group H: Aspiring Contemporaries

Segment H03: Stable Careers

Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas

Demographics

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices. Without the financial responsibilities of children, these singles and couples stretch their incomes into comfortable lifestyles. Most of the households live in relatively new apartments—in both low- and high-rise buildings—and pay above-average rents for the in-town real estate.

Lifestyles

The households in Stable Careers enjoy urbane lifestyles. They take advantage of their urban settings to go to bars, restaurants, concerts and comedy clubs. These young singles are body conscious and spend a fair portion of their free time jogging, lifting weights and doing aerobic exercises at nearby health clubs. Often on the go, they rarely set foot inside banks, preferring ATM machines to pick up cash for shopping trips to stores like Target, Old Navy, Gap and Best Buy. Although they're drawn to the clearance racks when shopping for clothes, they're willing to spend extra money for electronic devices such as MP3 players, digital cameras and laptop computers. In Stable Careers, these budget-conscious consumers enjoy traveling as often as they can, but their trips are typically to U.S. cities and staying with friends and family.

Media

The media tastes skew young in Stable Careers. The households make a strong market for a variety of network TV offerings including reality shows, sitcoms, music and late-night programs, including TV shows such as "Saturday Night Live," "American Idol" and "Fear Factor." Most residents prefer compact cars, but they make a point of having high-end radios to play alternative rock, urban contemporary and contemporary hit music. Their taste in magazines reflects their pop sensibilities, with favorite publications such as Rolling Stone, Vanity Fair and Entertainment Weekly. As early tech adopters, the members of Stable Careers are computer literate, and they go online frequently to search for jobs, chat, download music and check out the local personal ads.

Group K: Urban Essence

Segment K04: Urban Diversity

Young and mobile multi-ethnic singles and single-parent families living in inter-city neighborhoods in a mix of rowhouses and high-rise apartment buildings

Demographics

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services. With a high unemployment rate, the median income is a third below the general population, and sometimes it's a stretch for households to make the rent for their less-than-lavish apartments that nevertheless cost more than the U.S. average. Young and mobile, a disproportionate number have lived in their units less than a year and mostly alone.

Lifestyles

Modest incomes haven't kept the young members of Urban Diversity from leading vibrant lifestyles. They have high rates for going to nightclubs, theme parks, comedy clubs and bowling alleys. They enjoy an impressive number of athletic activities, from soccer and basketball to weight lifting and jogging. Residents describe themselves as the first among their friends to try a new store and fashion, but they also frequent retail chains like Old Navy, Marshalls and Mervyn's. With a third of households having children, this is a strong market for kids' products including toys, books, dolls, board games and easy-to-prepare foods such as lunch kits and frozen pizza. They buy consumer electronics for themselves and their kids, including video game devices, MP3 players and digital cameras. They claim they're not good at saving money, but prefer the safety of short-term CDs versus stocks or other investments.

Media

The households of Urban Diversity are omnivorous media fans. They describe themselves as TV addicts, radio lovers, regular movie-goers and Internet surfers. Television is still their entertainment source of choice, and they watch sitcoms, reality shows, evening animation and late-night talk shows all at high rates. On their radios, they gravitate to talk stations, Spanish programming and urban contemporary music. Residents alternate between reading ethnic-targeted magazines and mainstream titles covering music, parenting and popular culture. They pick up a daily newspaper for job and TV listings. These young households typically go online each day for a variety of activities, from finding sports scores and job openings to listening to streaming radio and trying their luck at gambling sites.

The Buxton Urban Density System (BUDS) is a measure of population density that describes the differences among highly rural areas and highly urban areas. BUDS accounts for the population and employee density decay that occurs when moving further from an urban center by examining population per square foot.

BUDS is assigned at the block group level, the lowest level of the geographic hierarchy for which the Census Bureau tabulates. Block groups are a subdivision of a census tract generally containing between 600 and 3,000 people with an optimum size of 1,500 people and totals 208,632 distinct block groups. After analyzing the average population/employee density for all of the block groups in five mile rings, the block groups are then divided up into five classifications based on average population and employee density. Thresholds for these five categories are determined by calculating the average population/employee density within these five-mile rings. Adjustments were made to these classifications based on a ten-mile radius to ensure that each block group was in the correct category.

The five BUDS classifications and their average five-mile population and employee densities are as follows:

BUDS	Definition	Average Population Density at Five Miles	Average Employee Density at Five Miles
1	Rural	15,703	375
2	In-Town	73,385	1,291
3	Suburban/Small City	150,963	1,954
4	Metropolitan	324,778	3,013
5	High-Rise Living/Urban	1,141,223	7,705

Additionally, the chart below further illustrates the five BUDS groups by comparing percentages of population to land area.

BUDS	Definition	Population	Land Area (in square miles)	Population per Square Mile	Population Percent of U.S.	Land Percent of U.S.
1	Rural	47,749,280	2,989,702	1.6	16%	89.2%
2	In-Town	42,720,350	226,375	188.7	15%	6.8%
3	Suburban	126,442,413	122,771	1,029.9	43%	3.7%
4	Metropolitan	55,446,058	12,265	4,520.7	19%	0.4%
5	Urban	12,176,327	1,307	9,316.2	7%	0.0%
	U.S. Total	**292,934,571**	**3,352,421**			

This chart illustrates how population density decreases from Urban to Rural areas. For example, Urban areas command a miniscule amount of land space but contain 7% of the U.S. residential/employee population. By contrast, 3.7% of the United States' land area is Suburban, but it contains 43% of the residential/employee population. Additionally, 89.2% of the United States' land area is Rural, but Rural areas only contain 16% of the residential population.

Economic Development Authority (EDA) **4. 4.**

Meeting Date: 08/25/2011

By: JoAnn Shaw, Community Development

Title:

COR Status Report

Background:

The COR status report will be presented at the meeting.

Observations:

Funding Source:

Staff Recommendation:

EDA Action:

Form Review

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Aaron Backman	Aaron Backman	08/19/2011 11:01 AM

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