

City of Ramsey
Agenda
Economic Development Authority (EDA)
Thursday, November 9, 2017
7:30 am
Lake Itasca Room, 7550 Sunwood Drive NW

- 1. Call to Order**
- 2. Approve Agenda**
- 3. Approve Minutes**
 1. Approve the Following Meeting Minutes:
 - 1) EDA Regular Meeting - October 12, 2017
- 4. EDA Business**
 1. Preliminary Deal Structure: Case of National Auto Body & Glass User
 2. Preliminary Deal Structure: Case of Paxmar
 3. Public Infrastructure Feasibility Study for The COR
 4. Buxton Group, Review Available Services
 5. CBRE Real Estate Listing Contract: Amendment #3
 6. 2018 Annual EDA Business Expo: Select Date
- 5. Member/Staff Input**
 1. MNCAR/Xceligent Integrated Commercial Listings.
- 6. Adjournment**

Economic Development Authority (EDA)

3.1.

Meeting Date: 11/09/2017

By: Katie Schmidt, Administrative Services

Title:

Approve the Following Meeting Minutes:

- 1) EDA Regular Meeting - October 12, 2017

Purpose/Background:

Purpose: The purpose is to approve the meeting minutes for the EDA meeting held the prior month.

Background: The meeting minutes are attached for review and approval.

Notification:

Observations/Alternatives:

Funding Source:

Recommendation:

Action:

Motion to approve the following EDA meeting minutes:

- 1) EDA Regular Meeting - October 12, 2017
-

Attachments

Minutes 10-12-17

Form Review

Inbox

Patrick Brama

Kurt Ulrich

Form Started By: Katie Schmidt

Final Approval Date: 10/19/2017

Reviewed By

Patrick Brama

Kurt Ulrich

Date

10/19/2017 01:03 PM

10/19/2017 03:10 PM

Started On: 10/18/2017 02:24 PM

**ECONOMIC DEVELOPMENT AUTHORITY
CITY OF RAMSEY
ANOKA COUNTY
STATE OF MINNESOTA**

The City of Ramsey Economic Development Authority (EDA) conducted a regular meeting on Thursday, October 12, 2017, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Jim Steffen
 Member Glen Hardin
 Member John LeTourneau
 Member Chris Riley
 Member Wayne Skaff

Members Absent: Member Brian Burandt

Also Present: Patrick Brama, Econ. Dev. Mgr./Assistant City Administrator
 Kurt Ulrich, City Administrator

1. CALL TO ORDER

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

2. APPROVE AGENDA

Motion by Member Skaff, seconded by Member Hardin, to approve the agenda.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Hardin, LeTourneau, and Riley. Voting No: None. Absent: Member Burandt.

3. APPROVE MINUTES

3.01: Approve Meeting Minutes Dated September 14, 2017

Motion by Member Riley, seconded by Member Skaff, to approve the September 14, 2017, minutes as presented.

Motion carried. Voting Yes: Chairperson Steffen, Members Riley, Skaff, Hardin, and LeTourneau. Voting No: None. Absent: Member Burandt.

4. EDA BUSINESS

4.01: Receive Update on The COR Interim Development Plan

Economic Dev. Mgr./Assistant City Administrator Brama presented the staff report.

City Administrator Ulrich read aloud the vision statement, noting that the statement is less restrictive than it has been in the past, which provides the opportunity to be responsive to the current market and provides more flexibility.

Economic Dev. Mgr./Assistant City Administrator Brama highlighted the different subdistricts within The COR and the differences in opinion on the topic of floor area ratio. He provided additional details on the different colors used and the potential concepts. He stated that the Planning Commission recognized that the City needs to remain flexible in the northwest portion of The COR.

Chair Steffen noted that the plan should remain flexible throughout The COR to be open to market opportunities. He asked how the document would be used and who it would be shown to.

Economic Dev. Mgr./Assistant City Administrator Brama replied that the document is a roadmap for the Commissions and staff to make amendments to The COR Master Plan and zoning districts. He noted that the final formal adoption would occur through those documents.

City Administrator Ulrich stated that this will be a working plan used to review requests that come forward, as the City is still acting as developer.

Member Riley asked if the EDA still agrees with their comment on the plan or whether they would like to change that, specifically the green box on page six. He stated that there was a recent developer that came in and said that structured parking would be a deal killer. He stated that flexibility was created in the floor area ratio.

Chair Steffen asked how that would play out with the EDA and Planning Commission giving conflicting opinions.

City Administrator Ulrich stated that the Council would be the deciding body and perhaps the EDA would like to affirm their statement if that is still the position of this body.

Member Hardin stated that the theme seems to allow for different options and opportunities and therefore it does not seem to fit with the theme of the document to require a developer to include structured parking. He asked if the document would read in this manner in its final form, with the highlighted boxes or whether the form would be changed.

City Administrator Ulrich confirmed that the format would remain the same.

Member Skaff stated that he would like to reaffirm the statement of the EDA. He stated that shared parking works and if his church was forced to build structured parking they would not have been able to be located in that space. He stated that it has been a great success between the church, PACT, and Allina to share parking without the expense of structured parking.

Chair Steffen agreed to confirm that statement. He asked when the comment period would be ending.

Economic Dev. Mgr./Assistant City Administrator Brama reviewed the timeline, noting spring 2018 would be the end of the comment period when the document will return to the City Council.

Chair Steffen stated that he would be curious to hear a summary of the public input.

Member Hardin stated that the document has a lot of “City speak” and was unsure that the public would be able to follow some of the language.

City Administrator Ulrich noted that did come up at the Council level and noted that staff would repackage the language for presentation to the public to make the document and intent more user friendly.

Member Hardin stated that he has made some grammatic comments that he will provide to staff.

Motion by Member Skaff, seconded by Member Hardin, to reaffirm the previous EDA statement regarding The COR Interim Development Plan.

Motion carried. Voting Yes: Chairperson Steffen, Members Skaff, Hardin, LeTourneau, and Riley. Voting No: None. Absent: Member Burandt.

4.02: 2017 EDA Business Networking Event Update

Economic Dev. Mgr./Assistant City Administrator Brama presented the staff report.

Chair Steffen asked for details on the development update.

Economic Dev. Mgr./Assistant City Administrator Brama stated that the presentation would be a mix between himself, City Administrator Ulrich, and Community Development Director Gladhill and would focus on highlight updates.

5. MEMBER / STAFF UPDATE

The EDA reviewed the Staff Update. He provided updates on recent marking for development, and the Sunfish Lake gas station demolition. He provided information on an upcoming case for the EDA. He provided an update on the resilient communities program that the City has partnered with the University of Minnesota on. He stated that staff continues to work on shovel ready certifications and identified prospects within the City for development. He stated that this is the highest level of prospects that the City has ever seen, which is a good indication that the City is heading in the right direction. He highlighted some of the concerns that staff continues to hear regarding demographics. He noted that staff is concerned that there is a lag in the data regarding demographics and current development projects. He stated that the City previously worked with Buxton, noting that the group has approached the City once again with a desire to work together. He noted that Buxton has a new approach and product model. He asked if the EDA would have interest in providing Buxton with the opportunity to make a presentation to the

EDA. He stated that it is a different approach than the City has looked at in the past, noting that the City has not had overwhelming success with the other approaches and therefore believed it would be worth it to hear what they have to say.

Member Skaff stated that he heard the pitch in the past. He asked if there is a way to share the cost.

Economic Dev. Mgr./Assistant City Administrator Brama agreed that there would be value to others in the community and therefore there could be an option to share the cost. He noted that the contract time could range from one to three years.

Member Riley stated that finding out this type of information could be helpful and has been suggested by the Planning Commission in the past. He stated that although he is not certain that this is the best product. He stated that the City could buy this but retailers and developers still use their own data and therefore it could be redundant. He stated that he would be interested in hearing more but perhaps his concerns could be shared with the group prior to their presentation.

Chair Steffen stated that perhaps the deliverable from nine years ago could be dusted off to be discussed at the presentation. He asked the repeat customer range.

Economic Dev. Mgr./Assistant City Administrator Brama stated that he would prepare a good list of questions if the EDA would like to take the time to hear the presentation.

Member LeTourneau stated that the community sells itself short sometimes and believes that the City knows what is going on in the market. He stated that in instances like this perhaps the City is looking for someone to tell them what they want to hear, rather than what they already know. He stated that he is not opposed to hearing the presentation but would be skeptical. He stated that the City is emerging, but is not there yet in attracting the prospects they want to have here. He stated that this seems that the City would be spending money to hear what they already know.

Chair Steffen agreed noting that the City has seen more prospects lately than they have ever seen and are hearing the concerns from the market directly. He noted that he would be open to hearing the presentation.

City Administrator Ulrich agreed that staff could do more research. He agreed that retailers and developers are still doing their own research and is unsure that a retailer would jump on a site because Buxton says they are a good fit. He stated that perhaps \$50,000 would be better spent on the City doing its own research or on a restaurant incentive program.

City Administrator Ulrich noted that there will be a special election for former Councilmember on April 10, 2018. He stated that Member LeTourneau was the designated alternate and a formal designation will soon go before the Council to make Member LeTourneau the formal Member with a new alternate. He stated that the date has been extended to accept applications for the current vacant position on the EDA and noted that the Council will conduct interviews on October 24th. He stated that the City held a tour with the Metropolitan Council on Tuesday night.

Member Skaff stated that he spoke with two of the representatives from the Met Council who were happy to be a part of the tour.

Member Hardin stated that each one of the staff members that spoke did a great job. He commended staff for their planning of the event.

Chair Steffen advised of a new business that will be coming to The COR, My Computer Hero, was a homebased business, and is operated by two Ramsey residents. He encouraged members of the EDA to stop in and share their support.

Economic Dev. Mgr./Assistant City Administrator Brama stated that will fill the last vacancy in that retail node.

6. ADJOURNMENT

The regular meeting of the Economic Development Authority adjourned at 8:27 a.m.

Respectfully submitted,

Kurtis G. Ulrich
City Administrator

ATTEST:

Patrick Brama
Econ. Dev. Mgr/Assistant City Administrator

Draft by Amanda Staple
TimeSaver Off Site Secretarial, Inc.

Economic Development Authority (EDA)

4. 1.

Meeting Date: 11/09/2017

Submitted For: Patrick Brama, Administrative Services

By: Patrick Brama, Administrative Services

Title:

Preliminary Deal Structure: Case of National Auto Body & Glass User

Purpose/Background:

PURPOSE

Consider preliminary deal structure for the purchase of a 4.14-acre city-owned property located on the former BA Cylinder Site (CBRE Listing #37).

The purpose of this case is to provide staff preliminary input/ ask questions. The purpose of this case is not to approve the deal. Staff intends to bring back a formal purchase agreement, with a formal EDA case, in December.

BACKGROUND

The proposed users is a national auto body and glass service provider (the end user has asked to remain confidential at this point). The buyer, project manager, and developer is Oppidan--a Twin Cities based development company. Therefore, the purchase agreement is technically with Oppidan. Staff has received a LOI for this project. However, several changes are currently being negotiated. Included in this case is a summary of deal terms. Attached to this case is the CBRE Listing for this site (#37).

Oppidan will be at this meeting.

Notification:

NA

Observations/Alternatives:

Proposed Preliminary Deal Terms

- (1) 4.14 acres of city owned land. Site is the former BA Cylinder Site. Site is currently zoned E2.
- (2) Offer Price was originally \$400,000. CBRE counter offered at \$450,000. Property asking price was \$450,000. Both offers are within the City's acceptable deal range.
- (3) Earnest money is \$20,000.
- (4) Due diligence period is six months.
- (5) Developer is hoping for 2018 early construction begin/ 2018 completion.

Important Items Staff would Flag:

(1) Project would require a text amendment to the E2 Employment Zoning District. The current zoning language would not allow this use (existing zoning only allows for partial use of a building for an auto user). Therefore, as part of the inspection period for this project, the developer would undergo a zoning amendment application. Staff would request the Planning Commission review this concept project, to provide some preliminary input, before the EDA approves a purchase agreement (December). Based on very preliminary staff discussion, the proposed zoning amendment request appears to have some merit, and staff would support bringing that discussion forward.

(2) Staff completed a shovel ready application process for this property. Through that process, a couple potential contamination issues were identified. Staff has completed a Phase I ESA and a Phase II ESA. Staff is currently working with the State MPCA and Bruan Intertech to wrap up this site/ obtain a closer letter from

the MPCA and complete some final testing. At this point, staff is waiting to hear back from the MPCA and Braun Intertech. It's staff understanding the site will be usable--but, may have some soil vapor lining requirements, and potentially some monitoring requirements. Updates to come on this item. The buyer is aware of this situation.

(3) Infrastructure and access. This site will not be allowed direct access to Ramsey Boulevard. This site will obtain access from Limonite Street. As planned within the City's future public works master planning process, 142nd Ave will be vacated. Limonite Street needs to be extended into this site, including a cul-de-sac (currently terminates into a dirt road just north of this site). This infrastructure improvement (Limonite cul-de-sac) will not only serve the buyer of the 4.14 acre city-owned property (west), it will also benefit the roughly 3.5-acre city-owned property located directly east of this proposed project. Based on preliminary estimations, the cul-de-sac (including utilities) will cost roughly \$350,000. Staff would suggest the buyer construct/ pay-for this infrastructure improvement. Then, the city reimburse the developer 50% of said costs (as this improvement is needed to serve the city's parcel as well).

(4) Design/ layout is important. Staff has made the buyer aware the city needs a concept layout for this project before a purchase agreement will be approved (December). The city will require a quality building (including glass/ stone) that shields/ screens the site from Ramsey Boulevard. Any outside storage must be enclosed, screened, secure, and setback from Ramsey Boulevard. Buyer understands this site is the entrance to The COR and is important to the City.

(5) Broker Commission Payments. The original purchase agreement (offer from the buyer) called for a \$400,000 price. However, it included a \$40,000 broker payment, for the buyer broker. This \$40,000 payment was above and beyond the city's standard commission payment/ policy for CBRE (5% for single broker, and 7% for co-broker). In response to this request, CBRE is suggesting the City increase the price for the land transaction from \$400,000 to \$450,000, and have the buyer cover this extra broker commission. The buyer broker also works for CBRE (they are contracted to the end-user).

Funding Source:

NA

Recommendation:

Staff is looking for any preliminary direction, input, questions, etc. No formal direction requested.

Below are some preliminary staff comments (from an Economic Development perspective)

- Appears to be a quality building/ user that will create jobs and drive traffic to The COR
- Appears to be a good offer price
- Appears project will result in the construction of needed Limonite Street cul-de-sac
- Appears to be a good developer, willing to work with city on design
- Project will require a text zoning amendment
- No subsidy requested
- This site has challenges (odd shape, setback to BNSF, and Phase II ESA) that have made it hard to sell/ market for traditional economic development (manufacturing)--this project appears to be a good use of this site
- When project comes back in December, as a formal purchase agreement, staff will include more detailed information

Action:

Staff is looking for any preliminary direction, input, questions, etc. No formal direction requested. This case will come back as a formal purchase agreement in December.

Attachments

CBRE Listing Site 37

CBRE MEMO

ALTA

Form Review

Inbox

Kurt Ulrich

Form Started By: Patrick Brama

Final Approval Date: 11/06/2017

Reviewed By

Kurt Ulrich

Date

11/06/2017 03:24 PM

Started On: 11/05/2017 05:28 PM

CITY-OWNED LAND FOR SALE: ±4.14 ACRES OFFICE/INDUSTRIAL USE

RAMSEY, MN 55303

\$450,000



CITY PARCEL #37

LOCATION

East of Ramsey Blvd and North of Hwy 10

ACCESS

- Immediate access to Ramsey Blvd NW
- Easy access to Hwy 10 and Ramsey Blvd

AMENITIES

- Adjacent to COR retail site
- Only 30 minutes to downtown Minneapolis
- Close proximity to Northstar Rail Station

VISIBILITY

Frontage and visibility from Ramsey Blvd NW



Richard Palmiter
Vice President
+1 952 924 4603
richard.palmiter@cbre.com

Brian Pankratz
Vice President
+1 952 924 4665
brian.pankratz@cbre.com

Dan Swartz
First Vice President
+1 952 924 4652
dan.swartz@cbre.com

4400 West 78th Street, Suite 200
Minneapolis, MN 55435



CITY-OWNED LAND FOR SALE: ±4.14 ACRES OFFICE/INDUSTRIAL USE

RAMSEY, MN 55303

\$450,000



	Existing public works facility; potentially available in 3-5 years
	Poitionally available in 1-2 years

CITY PARCEL #37
ADDRESS
 14165 RAMSEY BLVD NW
PID
 273225330006
ACRES
 4.14; potential add up to ±10.44 acres if desired
ZONING
 E-2 (Employment District)
SCHOOL DISTRICT
 Anoka-Hennepin #11

DEMOGRAPHICS	1 MILE	3 MILES	5 MILES	10 MILES
Population (2013)	3,943	27,900	64,077	298,009
Growth 2013 - 2018	6.00%	4.92%	2.66%	4.08%
Average Household Income	\$77,307	\$82,528	\$78,107	\$84,316



Richard Palmiter
 Vice President
 +1 952 924 4603
 richard.palmiter@cbre.com

Brian Pankratz
 Vice President
 +1 952 924 4665
 brian.pankratz@cbre.com

Dan Swartz
 First Vice President
 +1 952 924 4652
 dan.swartz@cbre.com

4400 West 78th Street, Suite 200
 Minneapolis, MN 55435



CITY-OWNED LAND FOR SALE: ±4.14 ACRES OFFICE/INDUSTRIAL USE

RAMSEY, MN 55303

\$450,000



Richard Palmiter
 Vice President
 +1 952 924 4603
 richard.palmiter@cbre.com

Brian Pankratz
 Vice President
 +1 952 924 4665
 brian.pankratz@cbre.com

Dan Swartz
 First Vice President
 +1 952 924 4652
 dan.swartz@cbre.com

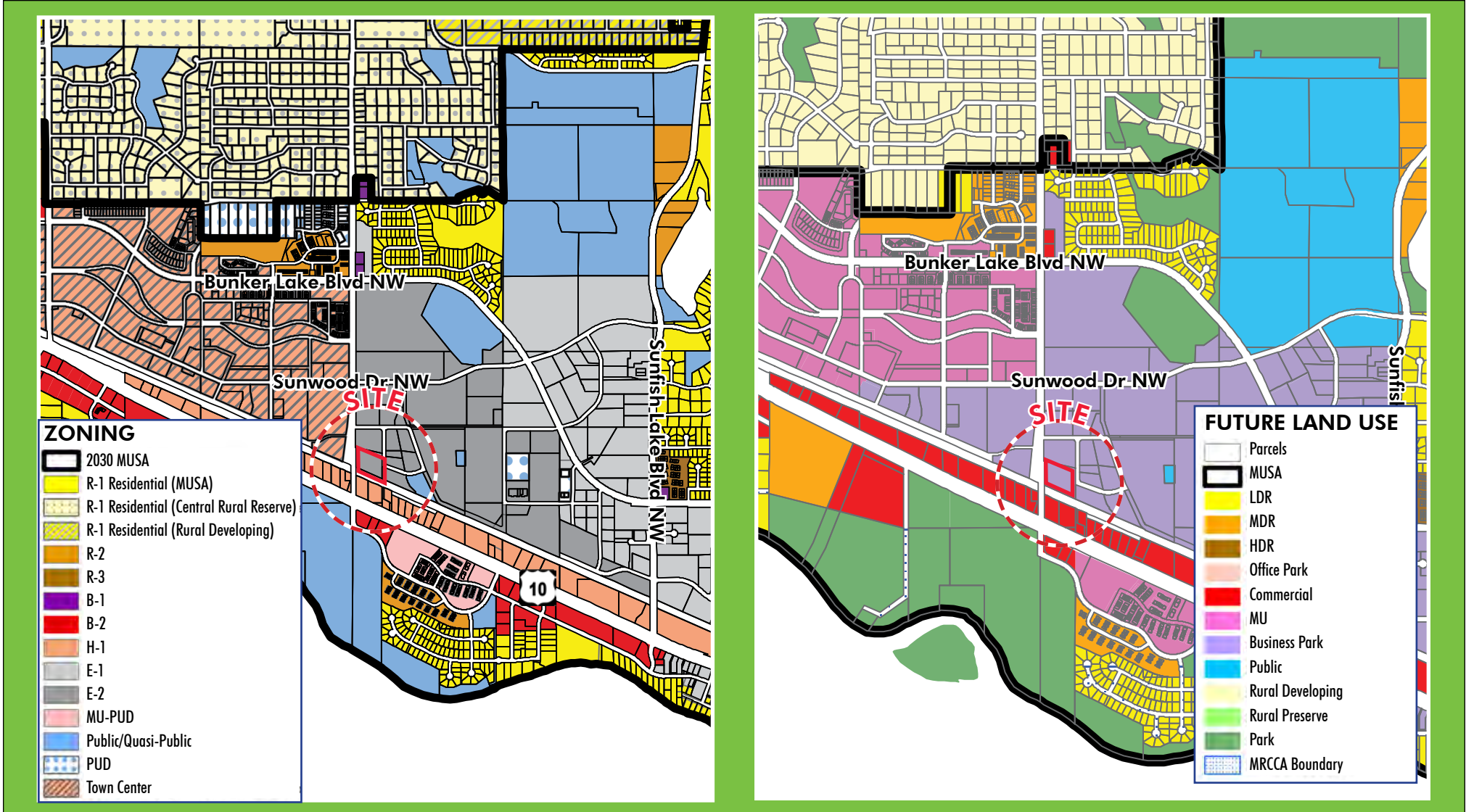
4400 West 78th Street, Suite 200
 Minneapolis, MN 55435



CITY-OWNED LAND FOR SALE: ±4.14 ACRES OFFICE/INDUSTRIAL USE

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Richard Palmiter
 Vice President
 +1 952 924 4603
 richard.palmiter@cbre.com

Brian Pankratz
 Vice President
 +1 952 924 4665
 brian.pankratz@cbre.com

Dan Swartz
 First Vice President
 +1 952 924 4652
 dan.swartz@cbre.com

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 Minneapolis, MN 55435



CITY-OWNED LAND FOR SALE: ±4.14 ACRES OFFICE/INDUSTRIAL USE

RAMSEY, MN 55303

\$450,000

Sec. 117-116. - E-2 Employment District.

- (a) Intent. The purpose of the E-2 Employment District is to provide for the mix of typically large volumes or bulk commercial goods and services, wholesale/warehouse activities and limited retail activities.
- (b) Permitted uses. The following are permitted uses, subject to general requirements and performance standards as specified by this chapter:
 - (1) Adult uses principal and accessory.
 - (2) Building materials sales stores.
 - (3) Governmental and public utility buildings and structures.
 - (4) Indoor commercial recreation.
 - (5) Manufacturing.
 - (6) Office buildings and uses.
 - (7) Radio and television offices and stations.
 - (8) Transportation terminals.
 - (9) Warehousing of non-explosive material or equipment.
 - (10) Wholesale business.
 - (11) Storage.
 - (12) Business incubators/multitenant facilities housing manufacturing, research labs, testing labs, offices, motor vehicle, implement and recreation equipment sales or repair, governmental or public uses, indoor commercial recreation, manufacturing, radio and television offices and stations, and wholesale businesses.
 - (13) Self-storage facilities.
- (c) Accessory uses.
 - (1) Commercial or business buildings and structures for a use accessory to the principal use but such use shall not exceed 50 percent of the gross floor space of the principal use.
 - (2) Off-street parking including semi-trailer trucks, as regulated and required by this chapter.
 - (3) Off-street loading as regulated and required by this chapter.
 - (4) Signing as regulated by this Code.
 - (5) Open and outdoor storage as an accessory use not to exceed 30 percent of the property.
 - (6) Enclosed retail and rental activity as an accessory to a permitted use in a business incubator or multitenant facility.
- (d) Conditional uses.
 - (1) Open and outdoor storage as a principal use.
 - (2) Open or outdoor service, sale, display and rental as a principal use.
 - (3) Oversizing of signs.
 - (4) Expansion or enlargement of lawful nonconforming uses.
 - (5) Cell towers.
 - (6) Micro-scale WECS.
 - (7) Medium-scale WECS.
 - (8) Retail sales facility for CNG (compressed natural gas) or other alternative automotive fuels.

[Click link for complete Zoning Code:](#)



Richard Palmiter
Vice President
+1 952 924 4603
richard.palmiter@cbre.com

Brian Pankratz
Vice President
+1 952 924 4665
brian.pankratz@cbre.com

Dan Swartz
First Vice President
+1 952 924 4652
dan.swartz@cbre.com

4400 West 78th Street, Suite 200
Minneapolis, MN 55435

CBRE

M E M O

Date: November 6, 2017
To: Pat Brama-City of Ramsey Community
Development Director
From: Brian Pankratz, CBRE
Subject: Oppidan Purchase of City of Ramsey Land-
Parcel 37
cc: _____

Patrick

As part of the proposed Oppidan offer, I would support the sale of the approximate 4.14 acres that consist of Parcel 37. The parcel's proposed use by a national auto body operator is a good fit for the property subject to a zoning change. Oppidan is an active developer in the Twin Cities with a variety of product types and a solid reputation.

The proposed use will help fill-in the Ramsey Blvd corridor and bring in clients located in/out of the City of Ramsey. The development will improve Limonite Street for the subject parcel and the remaining land controlled by the City of Ramsey through a cost share agreement.

As part of the offer their a few items suggested to counter the buyer including the price but overall think the proposed terms are fair. The new development will also bring new employment to the City. By selling the land the property will go back on the tax rolls, create fees from the new development, and bring additional traffic to the Ramsey retail corridor.

ALTA/ACSM Land Title Survey

for CITY OF RAMSEY

DESCRIPTION OF PROPERTY

From Commitment for Title of Old Republic National Title Insurance Company, Commitment No. 1505780 dated November 19, 2015. ("The Commitment")

Parcel 1: All that part of the West 31 rods of the Southwest Quarter of the Southwest Quarter of Section 27, Township 32, Range 25, Anoka County, Minnesota, described as follows. Commencing at a point on the West line thereof, distant 335.51 feet South from the Northwest corner thereof, as measured along said West line; thence South along said West line a distance of 335.51 feet, more or less, to its intersection with the Northernly right of way line of Northern Pacific Railway; thence Southeasterly along said Northernly right of way line to its intersection with the East line of said West 31 rods; thence North along said East line thereof a distance of 448.92 feet, more or less, to a point on said East line thereof distant 448.92 feet South from the Northeast corner of said West 31 rods as measured along said East line thereof; thence Northwesterly in a straight line to the point of beginning. EXCEPT Parcel 2, Anoka County Highway Right of Way Plat No. 16.

Parcel 2: Lot 2, Block 1, Gateway North Industrial Park, Anoka County, Minnesota.

Parcel 3: Lot 2, Block 2, Gateway North Industrial Park, Anoka County, Minnesota, EXCEPT that part of said lot lying northerly of the following described line and its extensions: Beginning at a point on the west line of said Lot 2 distant 100.00 feet south of the Northwest Corner of said Lot 2; thence Southeasterly to a point on the east line of said Lot 2 distant 135.00 feet south of the Northeast Corner of said Lot 2 and said line there terminating.

Abstract Property.

SCHEDULE B NOTES:

- Item 9 - Subject to Easement in favor of Northwest Bell Telephone Company over southerly 16.5 feet thereof, as contained in document no. 252084 and as shown on available maps (Parcel 1). (Depicted on Survey)
- Item 10 - Subject to Easement in favor of Northwest Bell Telephone Company as contained in document no. 252084 and as shown on available maps (Parcel 2, 3). (Depicted on Survey, Does Not Pertain to Parcel 3)
- Item 11 - Subject to Commuter Rail Service Easement Agreement as contained in document no. 1998378.001 (Parcel 2). (Does Not Pertain)

SURVEY NOTES:

1. The underground utilities shown have been located from field survey information per Gopher State One Call Ticket No. 153440222. The surveyor makes no guarantee that the underground utilities shown comprise all such utilities in the area, either in service or abandoned. The surveyor further does not warrant that the underground utilities shown are in the exact location indicated although he does certify that they are located as accurately as possible from information available. The surveyor has not physically located the underground utilities. Prior to any excavation, contact Gopher State One Call for an on-site location (612-454-0002). The subsurface utility information on this survey is utility quality level D. This quality level was determined according to the guidelines of CI/ASCE 38-2, entitled "Standard Guidelines for the Collection and Depiction of Existing Subsurface Utility Data."
2. The property lies in Flood Zone X (area of minimal flood hazards) as designated on Flood Insurance Rate Map (County of Anoka Map No. 27003C0280E) published by the Federal Emergency Management Agency effective date December 16, 2015.
3. Property is Abstract. (From Title Commitment)
4. Fee simple interest is in the City of Ramsey, a Municipal Corporation under the Laws of Minnesota. (From Title Commitment)
5. Area of properties are as follows:
 - Parcel 1: 191,211 Sq.Ft. or 4.390 Acres.
 - Parcel 2: 110,964 Sq.Ft. or 2.547 Acres.
 - Parcel 3: 54,423 Sq.Ft. or 1.249 Acres.
6. Property addresses are as follows: (From Title Commitment)
 - Parcel 1: 14165 Ramsey Blvd. NW, Ramsey, MN 55303
 - Parcel 2: 7060 142nd Ave. NW, Ramsey, MN 55303
 - Parcel 3: Unassigned
7. The property has direct access to Bunker Lake Boulevard NW. (No restricted access to Bunker Lake Boulevard per plat of ANOKA ENTERPRISE PARK THIRD ADDITION, plat of ANOKA COUNTY HIGHWAY RIGHT-OF-WAY PLAT NO. 78 or the commitment. Access subject to permit by Anoka County Highway Department).
8. Properties are zoned E-2 (Employment District). See City of Ramsey Zoning Code for complete information.

Building Setbacks (E-2 Employment District) are as follows: 35 feet - Front Yard
25 feet - Side Yard
25 feet - Rear Yard
95 feet - Centerline of Major/Minor Arterial Roads
65 feet - Maximum Building Height
9. Access to public roads are as follows:
 - Parcel 1: Ramsey Boulevard (C.S.A.H. No. 56) and Limonite Street NW
 - Parcel 2: Limonite Street NW and 142nd Ave. NW
 - Parcel 3: Limonite Street NW and 142nd Ave. NW
10. Wetlands (Stormwater Pond) exist on Lot 2, Block 1 (Parcel 2). These cannot be delineated at this time due to the non-growing season.
11. Soil Borings were performed by Haugo Geotechnical Services.

UTILITY COMPANY CONTACT INFORMATION

UTILITY COMPANY	PHONE NUMBER
ANOKA COUNTY	763.862.4234
CENTER POINT ENERGY	800.778.9140
CENTURYLINK	800.742.6062
CITY OF RAMSEY	763.427.8254
COMCAST	612.522.8141
CONNEXUS ENERGY	763.323.4215
DEPARTMENT OF TRANSPORTATION	651.366.5750
WINDSTREAM COMMUNICATIONS	800.289.1901
ZAYO BANDWIDTH	888.267.1063

To City of Ramsey, Old Republic National Title Insurance Company, and Title One, Inc.:

This is to certify that this map or plat and the survey on which it is based were made in accordance with the 2011 "Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys", jointly established and adopted by ALTA, and NSPS, and includes items 1, 2, 3, 4, 5, 6(b), 8, and 11(b) of Table A thereof. The field work was completed on December 22, 2015.

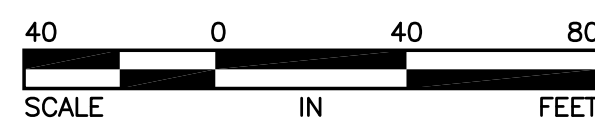
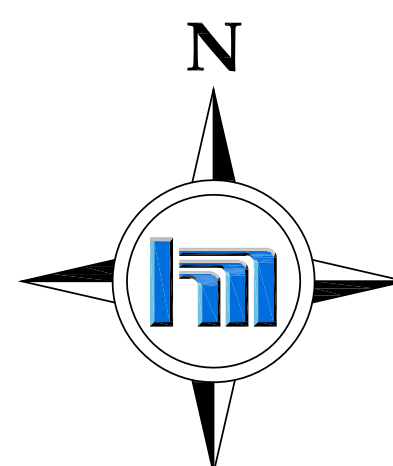
Dated: January 21, 2016

Charles R. Christopherson

Charles R. Christopherson
MN License No. 18420
Hakanson Anderson Associates, Inc.
3601 Thurston Avenue North
Anoka, MN 55303
phone (763) 427-5860

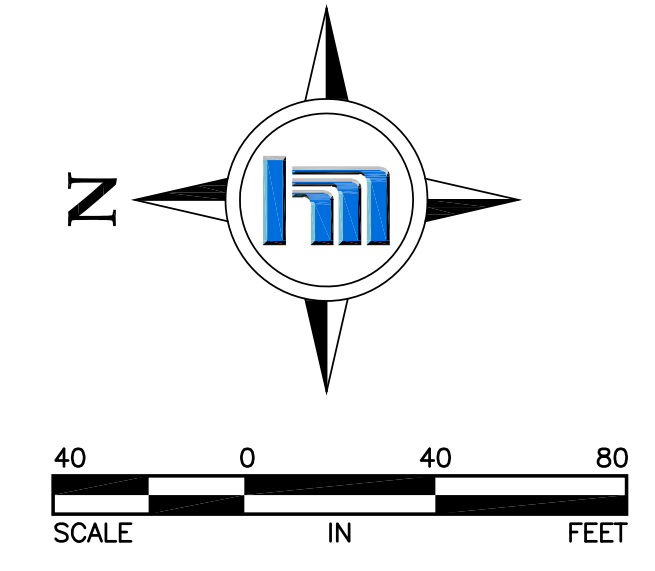
LEGEND

- = DENOTES IRON MONUMENT SET AND MARKED WITH LICENSE NO. 18420
- = DENOTES FOUND IRON MONUMENT
- ⊙ = DENOTES FOUND RIGHT OF WAY MONUMENT
- 865-- = DENOTES SURFACE CONTOUR (1 FT. INTERVAL)
- x 867.23 = DENOTES SPOT ELEVATIONS
- ⊕ = DENOTES CATCHBASIN
- ⊙ = DENOTES STORM SEWER MANHOLE
- >>> = DENOTES STORM SEWER LINE
- ⊕ = DENOTES ELECTRIC TRANSFORMER
- P-BUR = DENOTES BURIED ELECTRIC
- ⊕ = DENOTES TELEPHONE PEDESTAL
- ⊙ = DENOTES COMMUNICATION MANHOLE
- COMM = DENOTES BURIED COMMUNICATION
- G = DENOTES BURIED GAS
- S = DENOTES SIGN
- ⊕ = DENOTES EDGE OF WOODS
- ⊕ = DENOTES DECIDUOUS TREE
- ⊕ SB#1 = DENOTES SOIL BORING (SEE NOTE 11)
- = DENOTES CONCRETE SURFACE
- = DENOTES BITUMINOUS SURFACE
- = DENOTES GRAVEL SURFACE



DATE	REVISION	DESIGNED BY:	BOOK/PAGE:		Hakanson Anderson Civil Engineers and Land Surveyors 3601 Thurston Ave., Anoka, Minnesota 55303 763-427-5860 FAX 763-427-0520 www.haa-inc.com	Lot 2, Block 1, Part of Lot 2, Block 2, GATEWAY NORTH INDUSTRIAL PARK, & Part of the SW1/4 of SW1/4 of Sec.27, T.32, R.25, Anoka County, Minnesota	ALTA/ACSM Land Title Survey for City of Ramsey	SHEET 1 OF 2 SHEETS
		CRC						
		DRAWN BY:	DATE:					
		SMM	01/21/16					
		CHECKED BY:	FILE NO.:					
		CRC	RA1108					

Mar 02, 2016 - 2:18pm sethm
K:\cad_surv\Land Desktop 2008\RA1108.dwg\RA1108.dwg



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 - = DENOTES BITUMINOUS SURFACE
 - ▨ = DENOTES GRAVEL SURFACE

To City of Ramsey, Old Republic National Title Insurance Company, and Title One, Inc.:
 This is to certify that this map or plat and the survey on which it is based were made in accordance with the 2011 "Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys", jointly established and adopted by ALTA, and NSPS, and includes Items 1, 2, 3, 4, 5, 6(b), 8, and 11(b) of Table A thereof. The field work was completed on December 22, 2015.

Dated: January 21, 2016
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		CRC										
		DRWN BY:	DATE:									
		CHKD BY:	FILE NO.:									
		CRC	RA1108									

Economic Development Authority (EDA)

4. 2.

Meeting Date: 11/09/2017

By: Patrick Brama, Administrative Services

Title:

Preliminary Deal Structure: Case of Paxmar

Purpose/Background:

PURPOSE

Consider preliminary deal structure for the purchase of roughly 2.9-acres of city-owned land by Paxmar for a residential development project. The purpose of this case is not to provide formal direction. A formal purchase agreement will be brought back to the EDA in December.

BACKGROUND

Paxmar is a twin cities based residential development company. They are currently working on two separate 100+ unit single-family residential projects located near Puma Street and Alpine Drive (two different parcels, two different existing property owners, two different product types). One of their projects requires the purchase of a small remnant city-owned property . This property is known as the "former Legacy Christian Academy park dedication property" (CBRE Listing 13). This property is roughly 4-acres in size. However, Puma Street is being realigned through this city-owned property (CBRE Listing 13). As a result, a portion of the property is being sold to Capstone Homes (west side, 1.1 acres), and a portion is being sold to Paxmar (east side, 2.89 acres). The City has already approved the Capstone Purchase Agreement at \$25,000 per acre. The Paxmar purchase agreement will be nearly identical to the Capstone Purchase Agreement.

Notification:

NA

Observations/Alternatives:

Summary of Major Deal Terms

- (1) \$25,000 per acre. Final size to be determined via plat.
- (2) \$5,000 of earnest money.
- (3) Inspection Period, March 1, 2018.
- (4) Closing, May, 2018.
- (5) Two extensions allowed (\$2,500 each of additional earnest money).
- (6) Land proceeds will be deposited into the Parks Trust Fund (per previous policy direction)

Funding Source:

NA

Recommendation:

Staff is looking for any preliminary direction, input, questions, etc. No formal direction requested. This case will come back as a formal purchase agreement in December.

Action:

Staff is looking for any preliminary direction, input, questions, etc. No formal direction requested. This case will come back as a formal purchase agreement in December.

Attachments

CBRE Listing 13

Reference Map of Split

CBRE MEMO

Form Review

Inbox

Kurt Ulrich

Form Started By: Patrick Brama

Final Approval Date: 11/06/2017

Reviewed By

Kurt Ulrich

Date

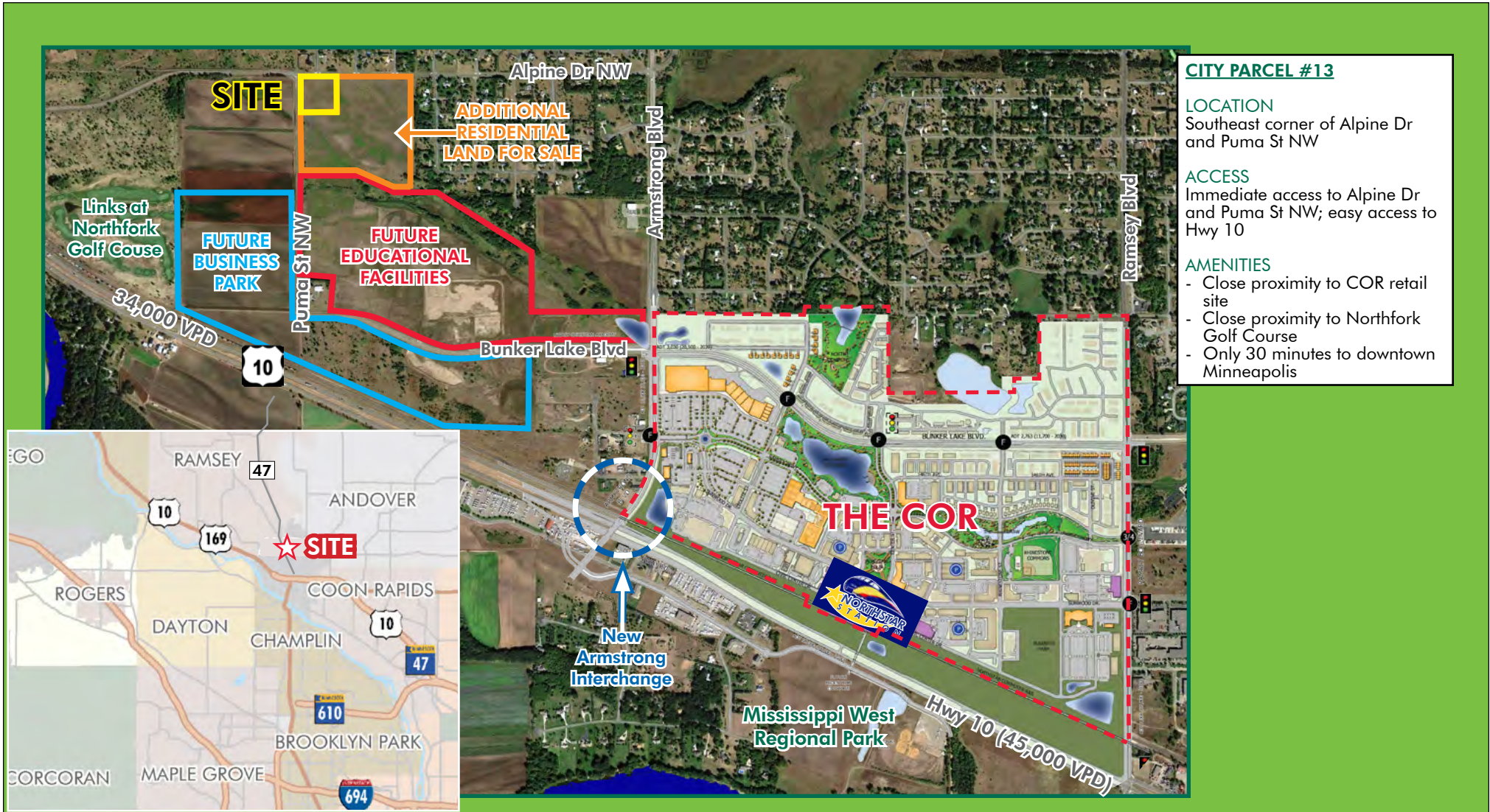
11/06/2017 03:21 PM

Started On: 11/05/2017 05:28 PM

CITY-OWNED FOR SALE: ±4.11 ACRES OF RESIDENTIAL LAND NEAR HWY 10

RAMSEY, MN 55303

\$40,000/ACRE -or- \$!64,400



CITY PARCEL #13

LOCATION
Southeast corner of Alpine Dr and Puma St NW

ACCESS
Immediate access to Alpine Dr and Puma St NW; easy access to Hwy 10

AMENITIES

- Close proximity to COR retail site
- Close proximity to Northfork Golf Course
- Only 30 minutes to downtown Minneapolis



FOR MORE INFORMATION, PLEASE CONTACT:

Richard Palmiter
Vice President
+1 952 924 4603
richard.palmiter@cbre.com

Brian Pankratz
Vice President
+1 952 924 4665
brian.pankratz@cbre.com

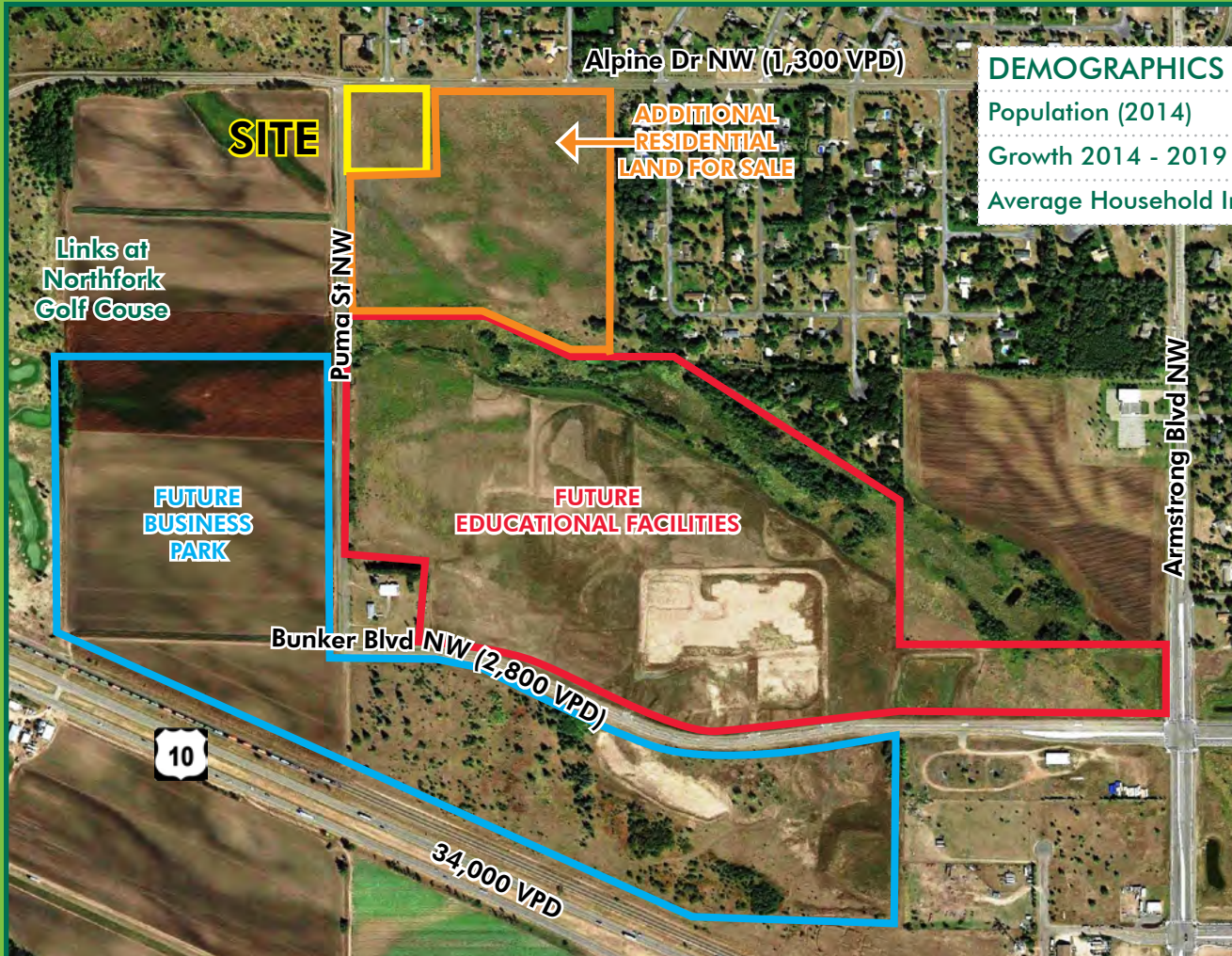
4400 West 78th Street, Suite 200
Minneapolis, MN 55435



CITY-OWNED FOR SALE: ±4.11 ACRES OF RESIDENTIAL LAND NEAR HWY 10

RAMSEY, MN 55303

\$40,000/ACRE -or- \$!64,400



DEMOGRAPHICS	1 MILE	3 MILES	5 MILES	10 MILES
Population (2014)	4,191	33,611	75,189	322,679
Growth 2014 - 2019	5.67%	5.36%	3.82%	4.83%
Average Household Income	\$77,494	\$77,769	\$79,533	\$86,478

ADDRESS

N/A

PID

20-32-25-31-0003

LEGAL

Outlot C, Alpha Development, Anoka County, MN

ACRES

4.11

VALUATION

\$69,400 (County, 2014)

ZONING: R1 (Residential)

SCHOOL DISTRICT: Anoka-Hennepin #11



FOR MORE INFORMATION, PLEASE CONTACT:

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Vice President
+1 952 924 4603
richard.palmiter@cbre.com

Brian Pankratz
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4400 West 78th Street, Suite 200
Minneapolis, MN 55435



CITY-OWNED FOR SALE: ±4.11 ACRES OF RESIDENTIAL LAND NEAR HWY 10

RAMSEY, MN 55303

\$40,000/ACRE -or- \$!64,400



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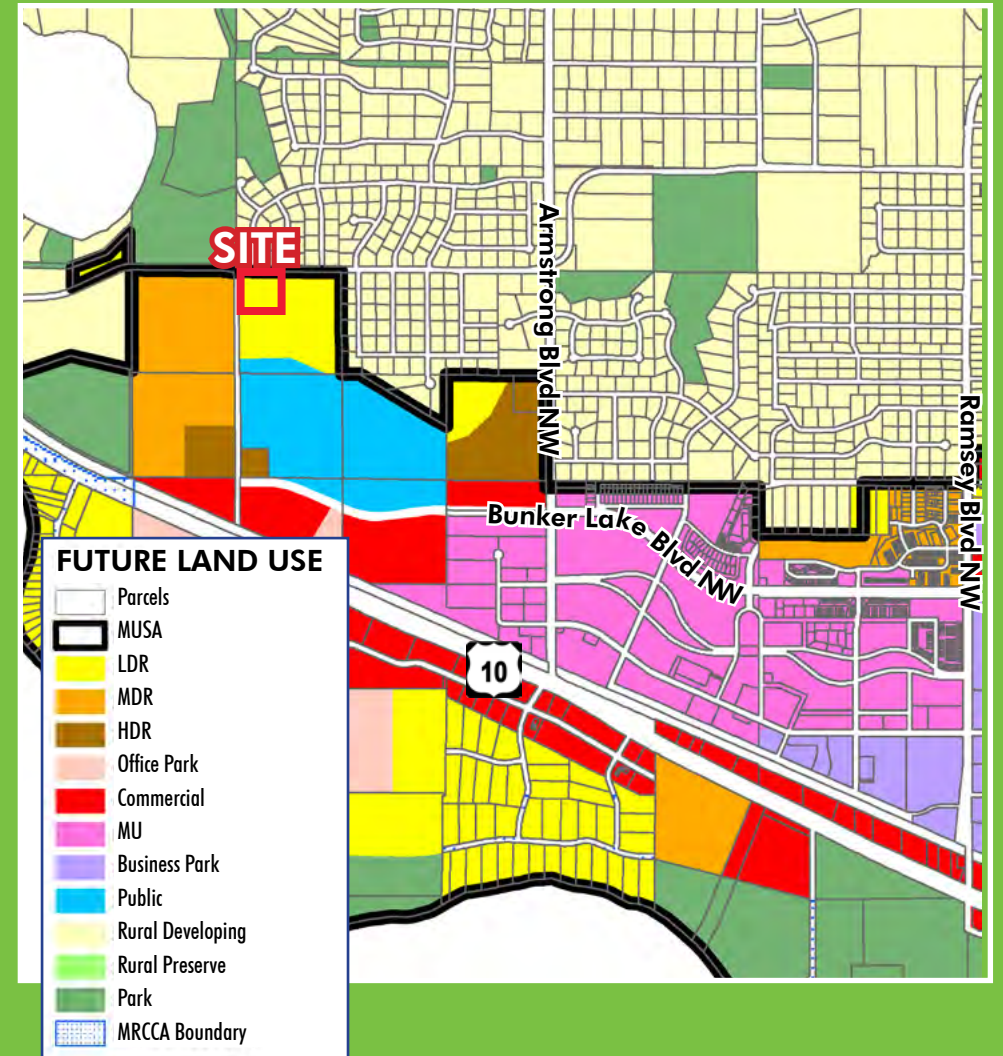
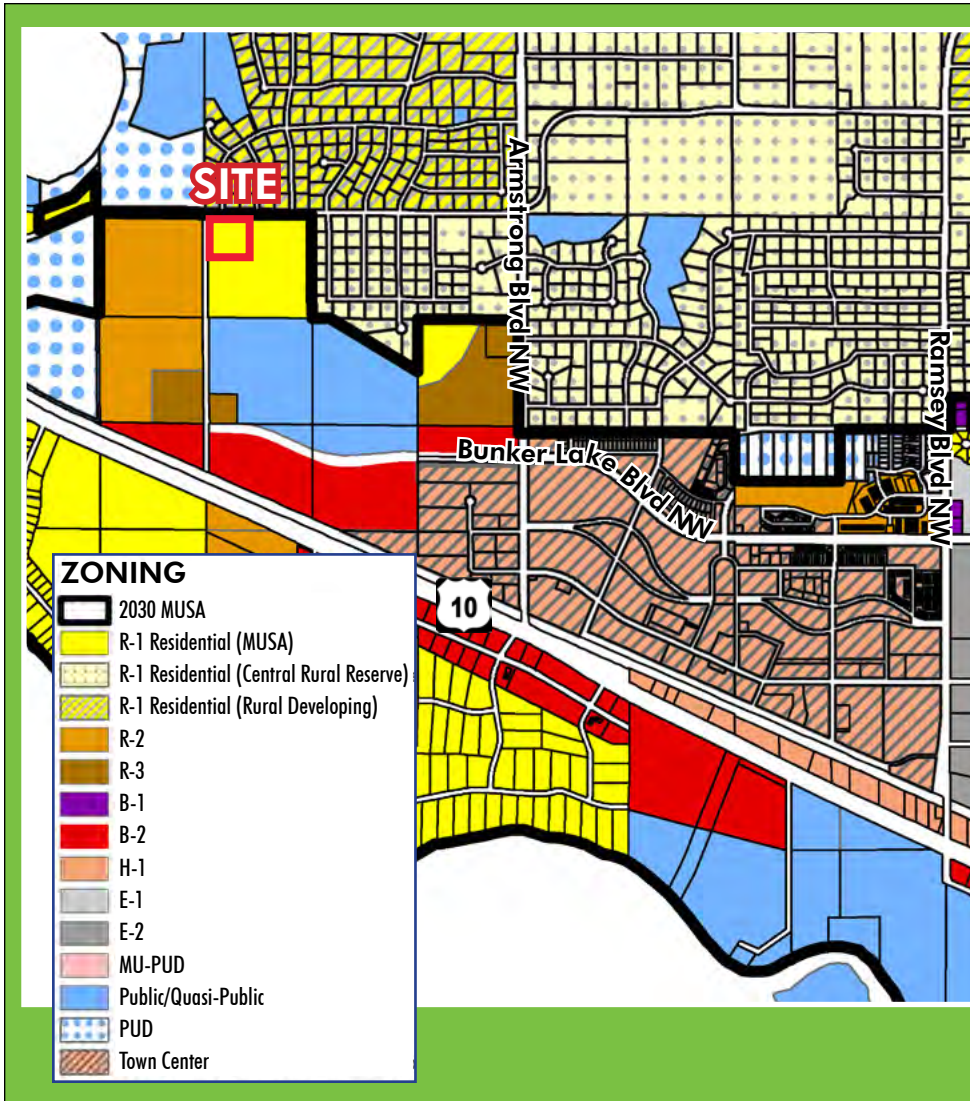
4400 West 78th Street, Suite 200
 Minneapolis, MN 55435



CITY-OWNED FOR SALE: ±4.11 ACRES OF RESIDENTIAL LAND NEAR HWY 10

RAMSEY, MN 55303

\$40,000/ACRE -or- \$!64,400



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CBRE

CITY-OWNED FOR SALE: ±4.11 ACRES OF RESIDENTIAL LAND NEAR HWY 10

RAMSEY, MN 55303

\$40,000/ACRE -or- \$!64,400

Sec. 117-111. - R-1 Residential District.

- (a) Intent. The intent of the R-1 Residential District is to accommodate single-family dwelling units on suitable land in the 2020 Metropolitan Urban Service Area (MUSA), rural developing, central rural reserve area, and rural preserve areas of the city. All newly created lots, except the remnant of a lot of record not less than five acres in size and located within the 2020 MUSA, shall be serviced by sanitary sewer and municipal water. All developing lots located within the rural preserve, rural developing and central rural preserve areas shall be served with individual septic systems and wells.
- (b) Permitted uses.
- (1) Single-family detached dwellings.
 - (2) Agriculture, excluding the raising of livestock, poultry, and fowl within the MUSA boundary.
 - (3) Public parks, municipal fire station.
 - (4) Single-family/townhome units as part of a PUD located within the 2020 MUSA. PUDs shall be designed in accordance with R-2 residential performance standards established in section 117-112
 - (5) State-licensed group homes in accordance with state statutes.
 - (6) Licensed home daycares in accordance with state statute.
 - (7) Noncommercial horse boarding.
 - (8) Home occupations as permitted by section 117-351
 - (9) Accessory uses as permitted by section 117-349
- (c) Uses permitted by conditional use permit.
- (1) Religious institutions.
 - (2) Commercial horse boarding.
 - (3) Private dog kennels.
 - (4) Commercial dog kennels.
 - (5) Oversizing of accessory structure size.
 - (6) Two-story accessory buildings.
 - (7) Cemeteries.
 - (8) Essential services.
 - (9) Cell towers in Tower Overlay District.
 - (10) Commercial garden nurseries or greenhouses with buildings.
 - (11) Micro-scale WECS.

Click link for complete Zoning Code:



**FOR MORE
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CBRE

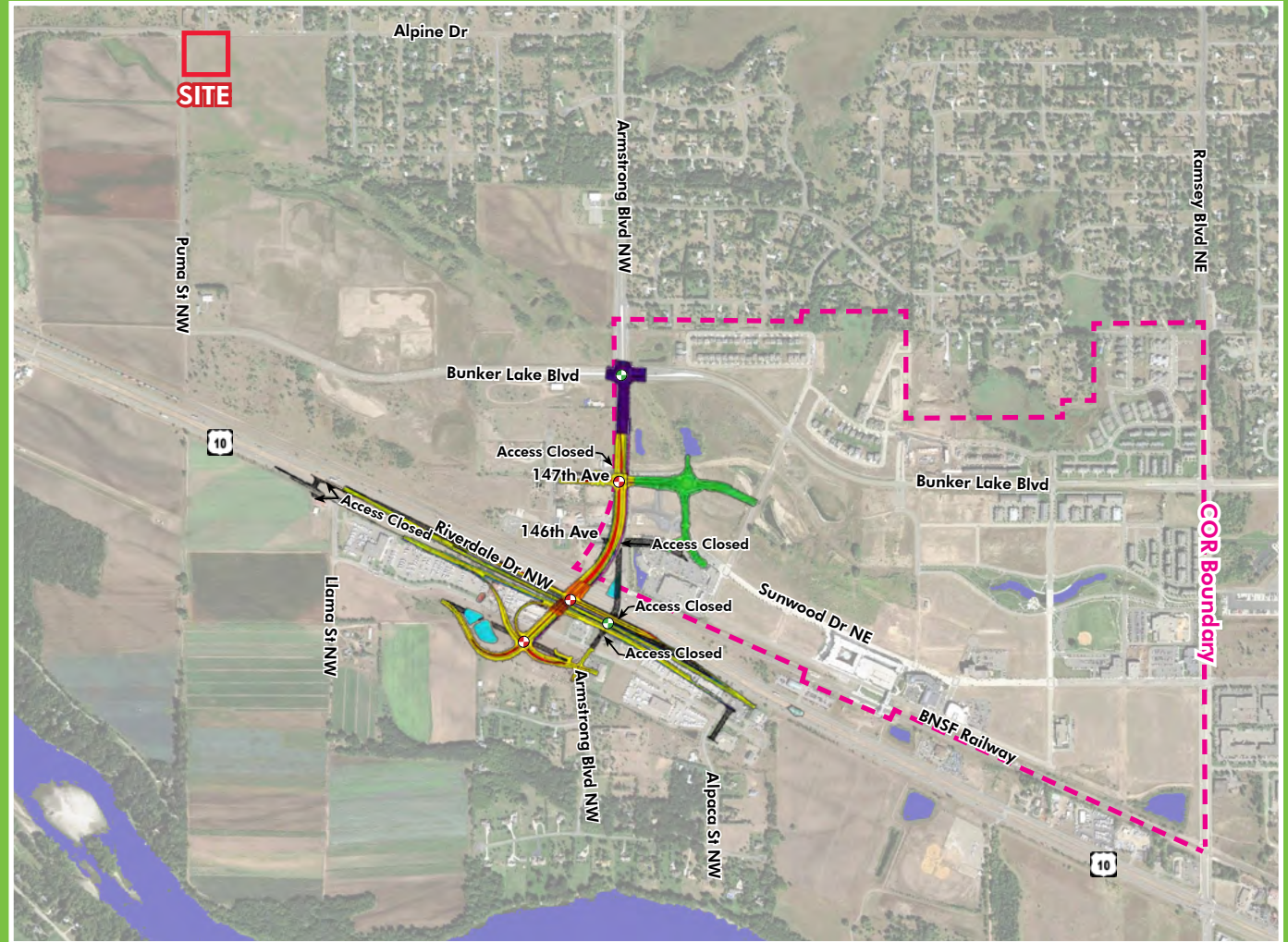
CITY-OWNED FOR SALE: ±4.11 ACRES OF RESIDENTIAL LAND NEAR HWY 10

RAMSEY, MN 55303

\$40,000/ACRE -or- \$164,400

Full access interchange construction expected to begin Fall 2014 with an 18-24 month construction period

	Roadway
	Bridge, Walls
	Shoulders (Paved)
	Median
	Sidewalk
	Inplace Roadway
	Constructed Under Separate Project
	Future Roadway
	Road Removal/Closure
	Proposed Pond
	Existing Pond
	Inplace Signal
	Proposed Signal



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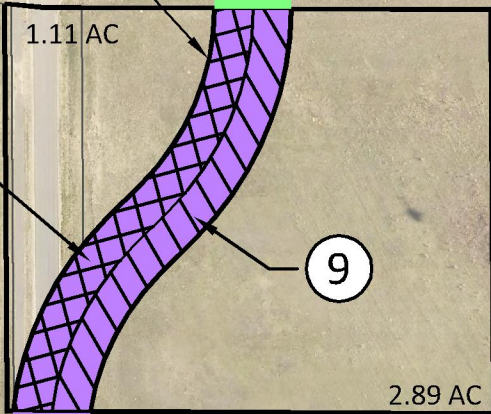




ALPINE DR

AREA INCLUDED IN PROJECT COSTS, BUT NO FRONTAGE ASSIGNED

ROW = 0.88 AC



**TOTAL COST
(ROADWAY & PUBLIC UTILITIES)**

PARCEL	FRONT FOOTAGE	APPROX. PERCENT	COST SHARE*
⑧	1368 LF	58.8 %	\$811,000
⑨	480 LF	20.6 %	\$285,000
⑩	480 LF	20.6 %	\$285,000
TOTAL	2328 LF	100%	\$1,381,000

* BASED ON FF AND ROUNDED

TOTAL COST LESS PUBLIC UTILITIES

PARCEL	FRONT FOOTAGE	APPROX. PERCENT	COST SHARE*
⑧	1368 LF	58.8 %	\$667,000
⑨	480 LF	20.6 %	\$235,000
⑩	480 LF	20.6 %	\$235,000
TOTAL	2328 LF	100%	\$1,137,000

* BASED ON FF AND ROUNDED

GENERAL NOTES:

1. PARCEL NUMBERS BASED ON MARCH 2017 UPDATE FUTURE BUSINESS PARK REPORT
2. FRONT FOOTAGE BASED ON CENTERLINE LENGTH

1.11 AC

2.89 AC

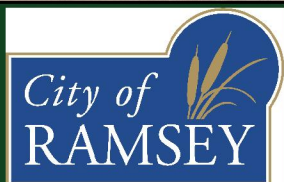
PUMA ST

PHASE 2

PHASE 1B

NOTE

THE ESTIMATED COSTS AND PERCENTAGES DEPICTED ON THIS EXHIBIT SHOULD BE CONSIDERED PRELIMINARY AND ARE SUBJECT TO CHANGE WHEN MORE DETAILED INFORMATION BECOMES AVAILABLE.



**FUTURE BUSINESS PARK
CITY OF RAMSEY, MINNESOTA
PHASE 2**

MAY, 2017

M E M O

Date: November 6, 2017
To: Pat Brama-City of Ramsey Community
Development Director
From: Brian Pankratz, CBRE
Subject: Paxmar Purchase of City of Ramsey Land-
Parcel 13
cc: _____

Patrick

As part of the proposed Paxmar North Fork Meadows development, I would support the sale of the approximate 2.89 acres remaining of Parcel 13. The parcel was originally just under 5 acres with Capstone taking a portion of the site for their development and the Puma Street realignment also taking a portion.

The North Fork Meadows residential development will provide home buyers purchase options for their new home in Ramsey. The development will help finish off the Puma Street improvements/corridor.

The proposed purchase price of \$25,000 per acre is the same that Capstone is purchasing their portion for and expect to close on next summer. By selling the land the property will go back on the tax rolls, create fees from the new development including park dedication fees that would benefit the proposed park on the north side of Alpine.

Economic Development Authority (EDA)

4.3.

Meeting Date: 11/09/2017

Submitted For: Patrick Brama, Administrative Services

By: Patrick Brama, Administrative Services

Title:

Public Infrastructure Feasibility Study for The COR

Purpose/Background:

PURPOSE

Consider approving the attached Bolton & Menk Work Order.

BACKGROUND

The attached work order provides concept level plans and a feasibility report for all remaining needed public infrastructure in The COR. The work order is not-to-exceed \$25,384. This work order is consistent with:

(A) The attached City of Ramsey EDA workplan, see tactic/ strategy #3.

The purpose of this tactic is to obtain concept/ feasibility information needed for the development of The COR. This information will be valuable for the City (help us better evaluate development proposals, help staff better negotiate development deals, help elected officials have policy discussions/ strategy discussions, help the city put together an accurate proforma for The COR, etc.). This information is needed by developers/ prospects to evaluate projects, and makes Ramsey sites more competitive (compared to sites that don't have this information available). Most prospects/ parties consider Ramsey to be the master developer for The COR, and as a result, expect the City to have this information on-hand.

(B) The work order approved by the EDA/ City Council for the Inland Group/ Affinity apartment project .

Attached is a work order that was approved by the EDA/ City Council in October. The scope of work for the Inland Group/ Affinity work order is nearly identical to the work order attached to this case. The only difference is the geographic areas being studied. The Inland/ Affinity work order was concentrated only on infrastructure located adjacent/ near said project. The attached work order finishes out the entire COR.

WORK ORDER REVIEW PROCESS

EDA, 11/09

PWC, 11/21

CCRS, 11/2

Notification:

Observations/Alternatives:

NA

Funding Source:

Staff will utilize one/ more of the following funding sources:

--The COR TIF District

--TIF District 1

--EDA Marketing Line Item

--PIR Fund

Recommendation:

Bolton & Menk has provided the City of Ramsey with similar services in the past, for the new Ramsey Business park. At that time, staff did a competitive RFP process, and selected Bolton & Menk, based on quality of services/ competitive pricing.

Considering Bolton & Menk's track record of helping staff successfully with similar projects (new business park), the fact that Bolton & Menk has completed several recent projects in The COR/ is familiar with The COR (PSD projects, Inland/ Affinity project), and that Bolton & Menk is a Ramsey business, staff is comfortable recommending Bolton & Menk be awarded this work order.

Staff would note, the Parks Commission will be considering a separate work order, from a landscape architect, to complete concept level planning for the lake Ramsey area (located in The COR). Moving the attached Bolton & Menk work order forward now will allow both studies (infrastructure and parks) to be completed at the same time, and will allow them to "talk-to-each-other" and be more cohesive/ effective.

Alternative: If the EDA prefers to complete a formal RFP process, staff will bring back a RFP document for approval in December (proposals would be received in January). A contract would be approved in January/ February. This would add about 45-60 days to the process.

Action:

Motion to recommend the City Council:

Authorize the attached Bolton & Menk Work Order, not to exceed \$25,384, to complete concept designs and feasibility reports for all remaining public infrastructure needed in The COR.

Attachments

B&M Work Order (new, this case)

B&M Work Order (old, already approved, Inland Group)

REF Map

EDA Work Plan

Form Review

Inbox	Reviewed By	Date
Kurt Ulrich	Kurt Ulrich	11/06/2017 03:16 PM
Form Started By: Patrick Brama		Started On: 10/12/2017 12:49 PM
Final Approval Date: 11/06/2017		



Real People. Real Solutions.

7533 Sunwood Drive NW
Suite 206
Ramsey, MN 55303-5119

Ph: (763) 433-2851
Fax: (763) 427-0833
Bolton-Menk.com

October 11, 2017

Mr. Patrick Brama
Economic Development Manager
City of Ramsey
7550 Sunwood Drive NW
Ramsey, Minnesota 55303

RE: City of Ramsey COR Analysis

Dear Mr. Brama:

In reviewing the COR Development Plan dated 5/15/2012, combined with development that has occurred since 2012, there appear to be several components the City may want to analyze further:

- Existing roundabout at Sunwood Drive and Ramsey Parkway,
- Bunker Lake Boulevard,
- Center Street realignment,
- Center Street intersection at Ramsey Parkway,
- Zeolite Street,
- Yolite Street,
- Peridot Street,
- Veterans Drive,
- Veterans Drive parking options,
- Earth work calculations (area south of Bunker Lake Blvd., north of Sunwood Dr., west of Center Street, and east of Armstrong Blvd.), and
- Public utilities (review existing/planned future sanitary sewer, watermain, and storm water sewer facilities to help ensure cost-effective development).

The COR area generally developed from the edges towards the center. Taking a step back to make sure the final pieces fit together appears to be a responsible next step by the City.

We have prepared the following scope of services based on adding a series of tasks to our current analysis. We essentially will review the entire COR area, with a heavier focus on the undeveloped portions.

SCOPE OF SERVICES

The expanded work scope includes:

- Receive all record drawings, GIS information and other data the City has on file for developed properties, public infrastructure and previous studies in the COR area.
- Create a base drawing based on plats, aerial photography and other information available from the City.

- Create an intelligent contour map based on information supplied by the City and supplanted with LiDAR information as needed.
- Create roadway alignments and grades for the unimproved areas of the COR.
- Review storm water routing, modeling and assumptions with the City. We don't anticipate completing further storm water analyses, only carrying concepts forward for consideration.
- Review sanitary sewer and water main routing and needs based on the comprehensive plans.
- Review property elevations for areas of future development.

Once the base map is created, and preliminary routing of roadways and alignments are completed, we'll perform a review. Based on that review, we'll meet with the City to discuss our findings.

We anticipate questions from the City based on our review and findings and will perform additional analyses as needed.

We'll finalize our analysis and present to the City a written report detailing our assumptions, findings and recommendations. We'll prepare exhibits for use as a guide for future development. In addition to the report, we anticipate delivering the following to the City:

- Drawings depicting roadway alignments and grades for the roadways to be constructed and reconstructed in the corridor. These will be considered concept level drawings, as no field survey will be completed. The drawings will be accurate to within 1 foot horizontally and 6 inches vertically.
- Cost estimates for public improvements. These will be completed using typical cost ranges for standard roadways, utilities and landscaping improvements. More detailed and thorough cost estimates can be prepared on a case by case basis as development plans become available for individual parcels. Costs will be at a preliminary level and will include construction contingencies in the range of 20 to 30 percent and administrative costs in the range of 18 to 22 percent.

We have assumed traffic analysis will include a cursory review of the area. Because these are local streets, no detailed analyses are anticipated. Intersections will most likely be all-way stops or side street stop conditions, neither of which adds significantly to public infrastructure costs.

FEES

We have prepared a fee estimate assuming this portion of the analysis will be performed in conjunction with our study of the Center Street area project.

Based on our previous work performed with the City, we estimate our fees to be as follows:

<u>Task</u>	<u>Amount</u>
Base Map Creation	\$ 6,160.00
Preliminary Design of Improvements	\$ 7,992.00
Cost Estimating	\$ 3,336.00
Graphics (2 Exhibits)	\$ 2,700.00
Report	\$ 4,456.00
Meetings (2)	\$ 740.00
Total Base Cost	\$25,384.00

Because this is a conceptual analysis, we anticipate that some of the areas will need to be refined and studied further as discussions with potential developers occur. We'll continue to work with the City to update and refine graphics, estimates and attend meetings as requested. Additional work will be invoiced hourly, with any work agreed to with the City prior to proceeding.

Mr. Patrick Brama
October 11, 2017
Page 3 of 3

If there are any questions or concerns, please call me at (651) 968-7760.

Sincerely,

Bolton & Menk, Inc.

A handwritten signature in blue ink that reads "Kevin P. Kielb". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Kevin P. Kielb, P.E.
Senior Project Manager

ACCEPTED BY:

Kurt Ulrich
City Administrator



Real People. Real Solutions.

7533 Sunwood Drive NW
Suite 206
Ramsey, MN 55303-5119

Ph: (763) 433-2851
Fax: (763) 427-0833
Bolton-Menk.com

August 14, 2017

Mr. Patrick Brama
Economic Development Manager
City of Ramsey
7550 Sunwood Drive NW
Ramsey, Minnesota 55303

RE: City of Ramsey COR Analysis
Center Street Area

Dear Mr. Brama:

We appreciated the opportunity to discuss a new area of the COR that is being primed for development. Our proposal was prepared based on our conversation and our experience in working with you on the Business Park analyses.

SCOPE OF SERVICES

The work associated with this project includes preparation of a letter report, cost estimating of improvements, along with the creation of exhibits for use by the City in discussions with interested parties.

We have assumed traffic analysis will include a cursory review of the area. Because these are local streets, no detailed analyses are anticipated.

We will obtain record drawings and GIS information from the City to use for base map creation.

We will prepare Concept Layouts based upon anticipated roadway configurations as discussed with the City. The Layouts will also include public utilities, park areas and other amenities such as sidewalks and trails. The Layouts will form the basis of cost estimating for the project.

Cost estimates will be completed for the improvements. The estimates will be broken out into a logical phasing plan for use by the City.

A letter report will be prepared that discusses the improvements. The report will include the following:

Written discussion of preliminary design findings.

Preliminary cost estimates based on estimated quantities from the Concept Layouts and unit prices from bids received for similar projects.

Cost allocation scenarios after discussion with the City.

Discussion of potential phasing of improvements.

Compilation of preliminary exhibits. We anticipate exhibits will include a series of drawings depicting stages of construction/implementation, along with potential funding allocations.

FEES

Based on our work associated with the Business Park, we estimate our fees to be as follows:

<u>Task</u>	<u>Amount</u>
Base Map Creation	\$ 1,440.00
Preliminary Design of Improvements	\$ 1,440.00
Cost Estimating	\$ 3,600.00
Graphics (6 Exhibits)	\$ 4,800.00
Letter Report	\$ 1,920.00
Meetings (2)	\$ 740.00
Total Base Cost	\$13,940.00

As additional options and alternatives present themselves, we'll continue to work with the City to update and refine graphics, estimates and attend meetings as requested. Additional work will be invoiced hourly, with any work agreed to with the City prior to proceeding.

If there are any questions or concerns, please call me at (651) 968-7760.

Sincerely,

Bolton & Menk, Inc.



Kevin P. Kielb, P.E.
Senior Project Manager

Sunwood







Bunker

Yolite



Veteran's



Center Street
Realignment?



Veteran's Parking?





Cut/ Fill?



Previous Affinity/
Inland Work
(already ordered)

2018 Economic Development Workplan

Purpose

Provide a functional plan that prioritizes the work of the City's economic development department and Economic Development Authority (EDA).

Objectives

1. Encourage, and plan for, growth of industrial, commercial, retail and housing opportunities
2. Foster the retention and expansion of existing Ramsey businesses
3. Support and maintain a positive local businesses environment
4. Leverage use of outside economic resources, partnerships and funding for economic development initiatives

Outcomes

1. Growth of the City's tax base
2. Growth in the City's job base
3. Improved quality of life

Tactics/ Description	Timeline	Additional Resources & Tools Required	Key Outcomes/Metrics
<p><u>(1) Business Retention & Expansion</u> The large majority of local economic growth comes from existing Ramsey businesses. The purpose of this goal is to develop and maintain positive relationships with existing Ramsey businesses (establish trust). This goal is implemented through quality customer service, businesses visits, and facilitating business events.</p>	Ongoing	Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.	<p>Complete 24 business visits annually.</p> <p>Host EDA business expo, business appreciation golf tournament, and fall networking event. Participate in Anoka County Broker Event, Anoka Ramsey Job Fair, and MN Marketing Partnership.</p>
<p><u>(2) Recruit Restaurants & Retail Users</u> The desire for the City of Ramsey to establish new restaurant and retail users continuous to be a high priority for Ramsey residents and elected officials alike. Feedback from the development market is Ramsey needs more rooftops and higher traffic counts to achieve this goal. Although Ramsey continues to make good progress on rooftops and traffic counts, there is a desire to be more pro-active. The purpose of this tactic is:</p> <ul style="list-style-type: none"> (A) Consider establishing a policy(ies) to provide financial incentives for said users. For example, the City had a full service restaurant subsidy program/ policy several years back. (B) Consider establishing a targeted professional information/ marketing package for said users. (C) Consider deploying staff (and CBRE) to establish/ grow relationships with developers that work directly with said target market. (D) Reconsider broker selection—is there a better broker for retail? (E) Try to define what success looks like, or what progress targets Ramsey can make? (F) Obtain annual traffic counts for The COR 	2018	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p> <p>This tactic may result in the need to create/ dedicate financial resources for incentives in the future.</p> <p>If dollars are needed for the developer information package, the EDA Budget (Marketing line item) can be utilized. Also, The COR TIF District (#14) is available to support this tactic.</p>	<p>(A) New financial incentive policy in place.</p> <p>(B) New information packet/ marketing packet.</p> <p>(C) New relationships created.</p>

Tactics/ Description	Timeline	Additional Resources & Tools Required	Key Outcomes/Metrics
<p>(3) COR Development Feasibility, Pro-Forma, and Policy The City of Ramsey has taken on the role of master developer for The COR. Currently, the City manages The COR, and our various COR development related discussions on a “case-by-case-basis” and with policy based on “past practice.” Staff would like to develop more clarity/ intentional policy/ structure on how the City manages this project.</p> <p>Completion of this tactic will put the City in a stronger position to analyze/ respond to development proposals, strategize marketing efforts, and carry out budget/ policy discussions.</p> <p>(A) Pro-Forma: from a development perspective, the list of City obligations (expenditures) for The COR is relatively long, and at this point not well-defined. Additionally, the list of revenue streams from The COR is relatively straight forward, but have been committed informally in several instances. Staff would like to develop a formal pro-forma that outlines all anticipated expenses and all anticipated revenues for the project.</p> <p>(B) Feasibility Analysis: this discussion will require the City to complete a feasibility analysis for all outstanding development items to provide a clear scope of future development costs (i.e. cut/ fill, roads, storm water, community center, signs, etc.).</p> <p>(C) Policy Positions: this discussion also warrants the City to take policy positions on various outstanding development items (i.e. expenses) and how they will be paid for (all city, all developer, split, etc.), and roughly when various improvements will be made (now, in the future, in phases, etc.).</p>	<p>2018</p>	<p>This work will require assistance from third party professionals.</p> <p><u>Feasibility Reports/ Concept Studies:</u></p> <ul style="list-style-type: none"> • infrastructure--\$25,000-\$75,000 • regional storm water --\$15,000-\$35,000 • cut & fill analysis -- \$5,000-\$25,000 • sign plan--\$5,000-\$30,000 • parking ramp(s) -- \$5,000-\$15,000 • community center-- \$10,000-\$25,000. • parks/ trails--\$15,000-\$40,000 • pro-forma assistance/ review from Ehlers--\$5,000-\$20,000. <p>The numbers outlined above are very preliminary. Staff would like to get quotes for EDA review and/or review by other boards. Staff anticipates various funding sources to be utilized. Potentially, the University of Minnesota Resilient Communities Program may play a role in completing, or speeding up, some of this work.</p>	<p>Completed feasibility analysis on various outstanding pre-development items.</p> <p>Policy positions on various development items.</p> <p>Completed development pro-forma.</p>

Tactics/ Description	Timeline	Additional Resources & Tools Required	Key Outcomes/Metrics
<p><u>(4) RALF</u> Utilize the Metropolitan Council administered, MNDOT funded, RALF (right of way acquisition loan fund) for purchasing properties needed for U.S. Highway 10 improvements in Ramsey.</p> <p>Update: staff received word from MnDOT/ MetCouncil in August 2017 that they will no longer accept applications for RALF from the City of Ramsey. The City must first complete their updated plan for improvements to US Highway 10 and must update their Official Map.</p>	Ongoing	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed. In some cases, this work does require use of third party professionals</p>	<p>Economic Development staff will continue to work with the Metropolitan Council to purchase at least property per year.</p> <p>Economic Development staff will continue to work with Engineer and Planning staff to complete an updated Official Map and Highway 10 plan for Ramsey.</p>
<p><u>(5) Sell Surplus City Owned Land</u> The City owns a large inventory of surplus land available for development. In 2017, the City completed a process to obtain shovel ready information for most city-owned property. Through that process staff has identified the following outstanding items:</p> <p>(A) Properties #37 and #45 have various potential environmental findings to further discuss and address.</p> <p>(B) North side of the new business park (i.e. former Legacy site) should become shovel ready. This would be a new shovel ready application.</p>	2018	<p>Currently Sufficient: assuming moderate customer service demand levels, sufficient resources exist to complete this tactic as proposed.</p> <p>This work item does require use of third-party professional services (Shovel Ready Certifications and subsequent due-diligence). TIF #1 has been identified as a funding source for this work.</p> <p>NOTE: the large majority of shovel-ready work was completed in 2017. This goal is nearly completed. The State of Minnesota is currently officially reviewing the City's applications for shovel ready sites. The purpose of this tactic is to keep the EDA updated on some remaining items staff is closing out.</p>	Land sales.

Tactics/ Description	Timeline	Additional Resources Required	Key Outcomes/Metrics
<p><u>(6) Business Incubator</u> Consider utilizing the roughly 3,500 square foot vacant space on the second floor of the Ramsey Municipal Center for a business incubator program.</p> <p>Staff would like to kick off the process with a scoping meeting (i.e. how should we approach this task).</p>	2018	At this point, no additional resources are being requested. Based on the scope of this project, additional resources will be needed. The City's Public Utilities Fund may be available for this project.	<p>Decide if the City has a genuine interest in starting a business incubator.</p> <p>Have a general scope for what a business incubator means in Ramsey.</p>
<p><u>(7) ZIP Code</u> In 2015, the City of Ramsey did open its doors to the first ever Ramsey substation USPS Post Office. Although this is a positive step for Ramsey, the need for an independent zip code still exists. The purpose of this tactic is to pursue an independent zip code for our community.</p> <p>Process:</p> <ol style="list-style-type: none"> 1. Meet USPS minimum standards for obtaining a new zipcode (delivery points, deliver routes, scheme items, sectors). The City needs to submit a request for an audit. 2. USPS audit made—Ramsey either meets minimum thresholds or not. If they do, move on to step 3. 3. USPS conducts a survey of community to gather feedback/ support for a new zip code. 4. USPS grants Ramsey a new zip code. 	Ongoing	No additional resources requested. Normal staff duties.	<p>Apply again.</p> <p>Approval or denial of a new Ramsey zip code.</p>

Economic Development Authority (EDA)

4. 4.

Meeting Date: 11/09/2017

Submitted For: Patrick Brama, Administrative Services

By: Patrick Brama, Administrative Services

Title:

Buxton Group, Review Available Services

Purpose/Background:

As the EDA knows, the City is actively seeking retail/ restaurant users. In order to help achieve that goal, the EDA/Council have been discussing different strategies over the past year (brokers, developers, city, professional services firms, research groups, etc.).

Staff was approached by a research group recently (Buxton). Buxton met with staff on 10/11/17, and provided an overview of their service offerings. As the EDA may recall, the City utilized Buxton about 10 years ago for similar work.

In summary, Buxton has indicated their processes/ services have been improved/ changed. Not only will they provide all the data they did in the past (detailed demographics, consumer spending reports, and market maps), they now help cities actually make connections with end users (create custom demographic/data packages for specific end users, and set up initial contact with end users), and they allow their data to be displayed in an online dashboard that's available for existing Ramsey businesses. Please see attached for details. The cost for their services is \$50K per year. The purpose of this case is to listen to what Buxton has to offer, and to ask questions (informational only). Staff is not expecting/ recommending any direction from the EDA. If the EDA is interested in further exploring this opportunity, staff will bring back a follow up case. Below are questions staff requested Buxton be prepared to answer:

- (1) Ramsey is being told, by a long list of developers, brokers, and end-users, that we do not have the minimum demographics required to support additional substantial retail development. Ramsey has been specifically told, we must obtain minimum traffic counts ranging from 15K-20K ADT and/or a market of 60,000. If those minimum thresholds are not met, no significant retail development will occur. With that in mind, one could speculate obtaining this information from Buxton may be generally interesting to have--but, it's not going to address this issue (i.e. we already know we don't meet the minimum requirements). Why does Ramsey need this detailed information?
- (2) Ramsey completed a study with Buxton in the past, and a refresh study. Ramsey invested a significant amount of time/ resources following up with the suggested prospects for several years (via Buxton). Not one project ever came to fruition. Why would the situation be different now?
- (3) Ramsey wants Buxton to show testimonials of similar cities (e.g. less than 35,000 population, with rural areas surrounding the community), that had more success with their Buxton investment? Any Minnesota cities would be preferable.
- (4) Please walk through, specifically, what the support from Buxton looks like, after the initial research is completed? How will Buxton help the city get deals going.
- (5) What credibility does Buxton have with the prospects (retail end-users) they will be making connections with? Ramsey is not interested in a generic email blast or long list of generic contacts. We are not interested in repeating our previous Buxton efforts/ processes for following up with prospects.

(6) The City already has a solid base of data in place, and has obtained a lot of feedback from the development community. Furthermore, it's the City's understanding that an end-user will end up running the Buxton style analytic research again themselves (i.e. redo what Buxton will produce for the city). Why do double work?

Notification:

NA

Observations/Alternatives:

NA

Funding Source:

NA

Recommendation:

NA

Action:

The purpose of this case is to listen to what Buxton has to offer, and to ask questions (informational only). Staff is not expecting/ recommending any direction from the EDA. If the EDA is interested in further exploring this opportunity, staff will bring back a follow up case.

Attachments

[Intro](#)

[Reports Guide](#)

[Pursuit Package Example](#)

[Case Study](#)

[Testimonials](#)

[Former Buxton Reports Combined \(2008\)](#)

Form Review

Inbox

Kurt Ulrich

Form Started By: Patrick Brama

Final Approval Date: 11/06/2017

Reviewed By

Kurt Ulrich

Date

11/06/2017 03:13 PM

Started On: 10/12/2017 10:13 AM

Retail Recruitment from the **Experts in Retail.**



Retail Matches



**WE'D DRIVE
RETAIL.**

IT'S WHAT **WE** DO.

We are Buxton. We are the experts in driving retail growth. The more than 700 communities that have partnered with us have opened more than 40 million square feet of new retail space.

We use the same methodology used by leading retail and restaurant brands when making real estate growth decisions. The solution we deliver is exactly what a retailer wants and needs to see prior to making a real estate decision.



Retail Matches



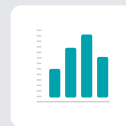
Leakage
Surplus Report



Healthcare
Report



Drive Time
Trade Area



Demographic
Report

Buxton[®]

Potential Retailer



california
PIZZA KITCHEN

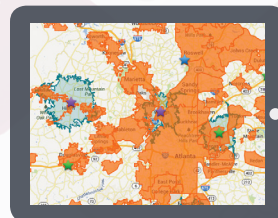


Trade Area
15 Min



Customer Profile
Match

SCOUT
TOUCH



MOBILIZE

Access information using SCOUT.
No matter where your work takes
you, you'll be connected.



SCOUT IS YOUR RETAIL RECRUITMENT TOOL.

SCOUT clearly and simply illustrates your city's development potential based on customers, where they are located, and the value of those customers to a retail or restaurant concept. The SCOUT platform gives you access to the best retail and restaurant matches for your community.

"In our retail attraction efforts, the city of Bloomington uses the Buxton SCOUT program on a daily basis."



"Buxton has been invaluable in marketing to interested businesses by showing them exactly how our trade area spends their money."

SCOUT.

ANSWERS AT THE TOUCH OF A BUTTON.

ANALYTICS

Analytics drive smart decisions. Easily understand your retail potential and quickly begin the recruitment process.

Buxton®

INVEST IN YOUR COMMUNITY.

We help you recruit new retailers to increase tax revenue, grow your local businesses and jump start your economic development efforts.

We assist city leaders with the data, insights and analytics necessary to craft a winning strategy for growth, bringing essential retail and services to your market and enhancing quality of life for your citizens.





CITY SERVICES

Apply analytics across your city services to optimize services at libraries, parks and recreation, emergency services and much more.



ECONOMIC DEVELOPMENT

We provide the tools you need to recruit retail and retain and grow local businesses.



HEALTHCARE NEEDS

Understand the gaps in supply and demand for major healthcare specialties in your community.



PLANNING INSIGHTS

As your city grows, understanding the shifts in your market is crucial. Our insights include new mover impact, life stages, race and ethnicity trends and much more.



VISITOR INSIGHTS

Identify the visitors coming to your city for events, cultural attractions, conventions and conferences so you can maximize budget dollars.

Buxton[®]

KNOW YOUR **POTENTIAL.**

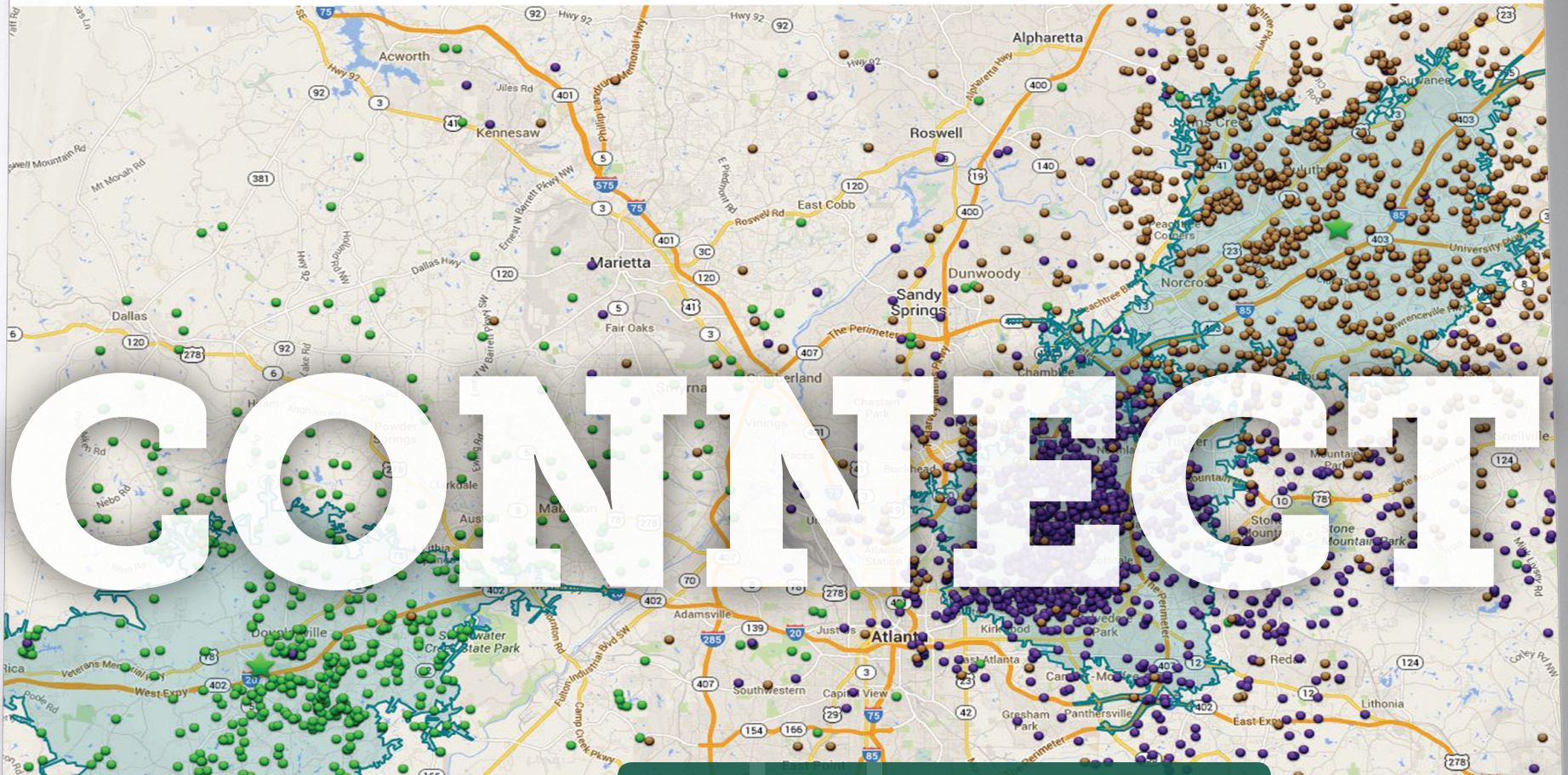
As your community grows, are you fully capturing the new citizens and households in your trade area? Census data and demographics alone don't tell the whole story. Our analysis takes your city to the next level of growth – fully preparing you to sell your city to potential retail and restaurant brands.

RETAIL MATCHING

With SCOUT you have access to your targeted retail matches, arming you with the marketing validation necessary for pursuit.

RETAIN AND SUPPORT LOCAL BUSINESSES

SCOUT gives local business owners instant access to business intelligence, giving them the data they need to be more competitive in the market.



STOP RETAIL LEAKAGE

Understand where you have gaps in the market and build a strategy to retain consumer dollars within your city limits.

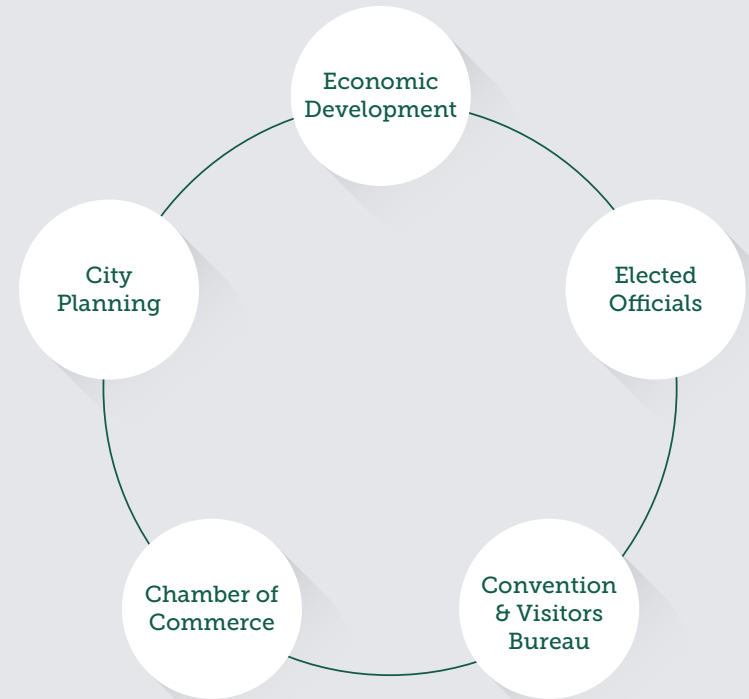


GROW WITH DEMAND

You will have the ability to truly communicate the demand for goods and services with accurate data and analytics.

CONNECT YOUR CITY LEADERS.

SCOUT provides city leaders with a data-driven approach to city management, giving decision-makers the tools necessary to create and execute growth strategies.



GROW WITH US.

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Buxton® REPORTS GUIDE



This document contains a comprehensive description of the reports contained within the SCOUT reporting suite. If you have any questions or would like further information, please contact your account manager or call the Buxton office at (817) 332-3681.

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Report #3: Create Profiles Report5

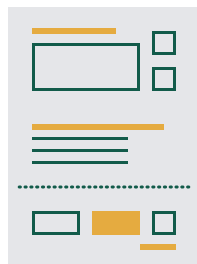
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Report #1: Custom Variable Report (Demographic Report)

Outputs Available: PDF, Microsoft Excel, Microsoft Word

How to Use This Report:

Use this report to gain a foundational understanding of the consumers in a given trade area or geography. Demographic data is useful for gathering basic insights, but is strongest when coupled with additional reports (such as the Create Profiles Report).

Contents:

The Demographic Report contains a comprehensive review of all variables as measured by the U.S. Census. Current year and future year estimates are available based on forecasts.

There are numerous variations of this report containing different insights. Please see below for a brief description of each report type:

- **Age by Sex*:** Provides the user with a breakdown of the population by age and sex. Offers total population figures for several years and breaks this information down further by sex and age range.
- **Basic Demographic Chart*:** Provides the user with a breakdown in chart form of the population by general categories. These categories include households by income; household size; age, race and ethnicity percent change; educational attainment percent change; marital status; and household and population percent change.
- **Complete Demographic*:** Provides the user with a breakdown of the population by specific groups, for 2000 and 2010 census numbers, current year estimates, and 5-year projections. These categories include population demographics, population by race/ethnicity, population by age, median age, households by income, employment, housing units, vehicles available, marital status, and educational attainment.
- **Housing Units Summary:** Provides the user with a breakdown of households within a specified geography. Information contained in this report includes total number of housing units, owner vs. renter statistics, home value of owned homes, and monthly cash rent.
- **Income by Age Summary:** Provides the user with a breakdown of household demographics and income by age of head of household for the 2000 and 2010 censuses, current year estimates, and 5-year projections.
- **Income Report*:** Provides the user with a breakdown of population demographics and splits the households into groups by income for both the 2000 and 2010 censuses, current

year estimates, and 5-year projections.

- **Mosaic Comparison Summary:** Gives the user a population and percentage breakdown of the 71 segment groups found in Mosaic 71.
- **Mosaic Detail Charts:** Gives the user a demographic overview and a graph that visually shows the breakdown of the 20 Mosaic groups that are within the specified geography. This report also informs the user which group is dominant and sorts each group by percentage.
- **Population Comparison Report:** Gives the user the total population, female vs. male population, educational attainment, marital status, race, and Hispanic ethnicity as percentages. These numbers are based on 2000 & 2010 census data, current year estimates, and 5-year projections.

*These reports can be run as summary or comparison reports. The summary report allows you to see results for multiple geographic regions combined, or a single drive time or radius. The comparison report allows you to compare up to 5 geographies side-by-side in the same output.

Report #2: Consumer Propensity Report

Outputs Available: Microsoft Excel

How to Use This Report:

The Consumer Propensity Report is an excellent barometer for how the consumers of a given trade area are likely to consume goods and services or possess certain attitudes and opinions. The information contained in this report can help local business owners and store managers better optimize their merchandise/product offerings or their local marketing strategies.

Contents:

The Consumer Propensity Report contains measurements on the likelihood of residents or workers within the examined trade area to purchase various merchandise or to exhibit particular lifestyle traits. The measurement is based on an index score, in which a score of 100 represents an "average likelihood" for the consumers in the trade area to exhibit the given characteristic. Scores below 100 represent a "less likely than average" tendency to exhibit the characteristic, whereas those above 100 are "more likely than average."

The categories evaluated within this report are below:

- **Apparel**
- **Automotive**
- **Beverages - Alcoholic Drinks**
- **Beverages - Non-Alcoholic Drinks**
- **Cable/Television/Radio**
- **Cleaning Products**
- **Computers/Internet**
- **Dining**
- **Electronics**
- **Entertainment/Leisure**
- **Financial Services**
- **Food**
- **Food - Baking**
- **Food - Condiments**
- **Food - Dairy**
- **Food - Frozen**
- **Food - General**
- **Food - Meat**
- **Food - Snack/Dessert**
- **Health and Beauty Aids**
- **Home Furnishings & Appliances**
- **Home Improvement**
- **Household Products**
- **Lawn & Garden**
- **Lifestyle Statements**
- **Medicine/Drugs/Ailments**
- **Pets & Pet Food**
- **Print Media**
- **Shopping**
- **Spanish Language Media - Topline**
- **Telecom**
- **Tobacco**

Report #3: Create Profiles Report

Outputs Available: PDF, Microsoft Excel

How to Use This Report:

Generate a profile of a specific trade area in order to determine the likes/dislikes, spending behavior, and marketing preferences of the households and workers within that geography. This information can help you evaluate a market's retail potential or enhance marketing efforts.

Contents:

The Create Profiles Report identifies the quantity and percent makeup of the residential and workforce consumer base as defined by the Mosaic segments they belong to. There are 71 segments in total, and associated numerical statistics are provided alongside bar-chart visuals.

For further information on the individual Mosaic Segments, please cross-reference the online "Mosaic Guide:" <http://www.segmentationportal.com/us/>

Report #4: Healthcare Report

Outputs Available: PDF

Contents:

The Demographic Report contains a comprehensive review of all variables as measured by the U.S. Census. Current year and future year estimates are available based on forecasts.

There are numerous variations of this report containing different insights. Please see below for a brief description of each report type:

- **Major Diagnostic Codes:** This output measures healthcare demand based on the major diagnostic categories (MDC), which are determined by dividing all possible principal diagnoses into 25 mutually exclusive diagnosis areas. The diagnoses in each MDC correspond to a single organ system or causation and, in general, are associated with a particular medical specialty.
- **Cases by DRG:** This output measures healthcare demand based on diagnosis-related groups (DRG). DRG is a system used to classify hospital cases into one of 467 groups, with the 467th group being “ungroupable.” This system of classification was developed with the intent to identify the “products” that a hospital provides. One example of a “product” is an appendectomy.
- **Physician Office Visits by Payment Source:** This output measures the estimated number of healthcare cases as it relates to the payment type used for the visit. The classifications included are:
 - Medicaid Insurance Visits
 - Medicare Insurance Visits
 - No Charge Visits
 - Other Payment for Visits
 - Private Insurance Paid Visits
 - Self-Pay Visits
 - Unknown Payment Visits
 - Workman Comp Insurance Visits

- **Physician Office Visits by Physician Setting:** This output measures the estimated number of healthcare cases received at specific physician settings. The settings quantified are:
 - Community Health Center
 - Family Planning Clinic
 - Faculty Practice Plan
 - Free Standing Clinic/Urgicenter (Non-Hospital)
 - Mental Health Center
 - Health Maintenance Organization (HMO) or Prepaid
 - Non-Federal Government Clinic
 - Private Solo or Group Practice
 - All Other

- **Physician Office Visits by Physician Specialty:** This output measures the estimated number of healthcare cases based on the type of physician specialty that provided the service. This report also includes insights on the specialty type (medical care, primary care, or surgical care visits). These physician specialties include:
 - Cardiovascular Disease
 - Dermatology
 - General Surgery
 - General and Family Medicine
 - Internal Medicine
 - Neurology
 - Obstetrics and Gynecology
 - Ophthalmology
 - Orthopedic Surgery
 - Otolaryngology
 - Pediatric
 - Psychiatry
 - Urology
 - All Other Visits

Report #5: Physician's Intelligence Report

Outputs Available: PDF, Microsoft Excel

How to Use This Report:

The Physician's Intelligence Report provides insight toward understanding the current supply of healthcare within a given market. This data can be used to determine whether there are gaps between the healthcare being provided and what the population needs.

Contents:

The Physician's Intelligence Report details the number of full-time equivalency hours (FTE's) at a given location within the examined trade area. An FTE of 1.00 indicates that there is 1 full-time employed individual at the location. An FTE of 0.5 would indicate a physician is only practicing at the location for half of his or her time. There are four types of outputs available for this report:

- **Physician Count by Practice:** This output measures the number of FTE's based on the observed physician practices, offices, or hospitals within the trade area.
- **Physician Count by Specialty:** This output measures the number of FTE's based on the specialties of the physicians practicing in the trade area. Specialty and major specialty categories are included.
- **Physician Export:** This output compiles a report detailing the practices within the measured trade area. The report provides detailed address information.
- **Dentist Export:** This output compiles a report detailing the dental practices within the measured trade area. The report provides detailed address information.

Report #6: Retail Leakage and Surplus Report

Outputs Available: PDF

How to Use This Report:

The Retail Leakage and Surplus Report 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**

Contents:

The Retail Leakage and Surplus Report contain visual and statistical representations of the potential surplus or leakage in a trade area. These figures are based on the ratio of estimated sales potential to estimated actual sales for a given retail category. Information on the following general retail categories is presented, but more specific retail categories are described within the report itself:

- **Motor Vehicle Parts & Dealers** (3 Subcategories)
- **Furniture & Home Furnishing Stores** (2 Subcategories)
- **Electronics & Appliance Stores** (3 Subcategories)
- **Building Material & Garden Equipment & Supply Dealers** (6 Subcategories)
- **Food & Beverage Stores** (4 Subcategories)
- **Health & Personal Care Stores** (4 Subcategories)
- **Clothing & Clothing Accessory Stores** (9 Subcategories)
- **Sporting Goods, Hobby, Book & Music Stores** (6 Subcategories)
- **General Merchandise Stores**
- **Miscellaneous Store Retailers** (5 Subcategories)
- **Foodservice & Drinking Places** (3 Subcategories)

The retail categories contained in the report are defined by the North American Industry Classification System (NAICS). For more information on NAICS, please visit the NAICS Association Website: <http://www.naics.com>

Report #7: Green Awareness Report

How to Use This Report:

This report can be used as a directional gauge regarding a population's reception of a city service like an enhanced recycling program. A business could also use this data to effectively target a marketing program and improve the quality of its mix of goods and services as it caters to the various "Green Segments."

Contents:

The Green Awareness Report contains summary statistics on the percent makeup of both residents and workers within a given trade area as defined by four "Green Segments." Benchmarks for the U.S., region, and state are included.

The four "Green Segments" are explained below:

- **Behavioral Green:** This segment comprises approximately 62 million Americans who think and act "Green," hold negative attitudes toward products that pollute, incorporate Green practices regularly and include Green as one of their purchasing criteria. A portion of purchases typically go toward environmental causes, and they are likely to buy from eco-friendly companies.

Behavioral Greens tend to be optimistic and have traditional values. They are concerned about their own health while balancing career and personal interests. Family is important to them, but their children are out of the house so they focus on relaxing and maintaining healthy lifestyles. Some Behavioral Greens are entering retirement and enjoying a new chapter in life.

Segment Snapshot:

- Mature adults and retirees
- College graduates or higher degrees
- Above-average incomes
- Typically own their homes
- Liberal
- Shopping behavior - brand loyalists, knowledgeable consumers and approval seekers

How to Reach Them: This group tends to be more receptive to traditional advertising than any of the other GreenAware™ segments. Behavioral Greens maintain that they remember ads when shopping, that advertising can help them learn about available products and that they expect advertising to be interesting.

- **Think Green:** This segment is concerned about the future of the environment and over the past three years the number of Think Greens, consumers who think Green but do not necessarily act Green, has increased by more than 4 million. This consumer group consists of 48 million adults and represents 22 percent of the total adult population - or twice the market share of True Browns, the least environmentally conscious and most distrustful of Green causes.

Think Greens have an active role in their health, trying to stay active and eat healthy. Home is important to them; they like to make their place homey and spend time decorating and remodeling. Their children are grown up so they have more free time to pursue their interests. They like to travel and continue learning.

Segment Snapshot:

- Established and mid-life adults
- College graduates or higher degrees
- High incomes
- Typically married
- Likely to own their homes
- Liberal or conservative
- Shopping behavior - brand loyalists and informed consumers

How to Reach Them: In reaching out to Think Green consumers, marketers are best served by a strategy that contains a strong educational component. Providing information to these people while they are still early in the evaluation process is more likely to yield brand loyalty when they move to the purchase phase. Traditional media outlets such as direct marketing will fulfill a Think Green's desire to understand.

- **Potential Green:** This segment neither thinks nor behaves along particularly environmentally conscious lines. However, 71 percent of them express concern over the future of our environment. Over the past three years, the number of Potential Greens has decreased by more than 14 million, yet this is the largest of the four segments. This consumer group consists of 71 million adults and represents 36 percent of the total adult population.

The Potential Greens segment is also the youngest GreenAware™ group. They are still into self-discovery. Always on the go, they multitask, are busy with life and like to be up-to-date. They are tech-savvy and always looking for the next upgrade. This is a perfect group for marketers to “show the way” to become Green.

Segment Snapshot:

- Mainly young, diverse adults
- Education ranges from high school through some college
- Below-average incomes
- Typically single or divorced
- Likely to rent
- Shopping behavior - up-to-date with the latest electronic products

How to Reach Them: Get your message to Potential Greens via traditional advertising, such as direct mail, periodicals, radio and transit.

- **True Brown:** This consumer segment is not environmentally conscious and may in fact have negative attitudes about the Green movement. True Browns represent an opportunity for marketers. Those who know how to connect with True Browns today are more likely to foster long-term relationships with these consumers. Then, as True Browns migrate to the environmentally friendly segments, marketers will benefit from enhanced brand loyalty and support.

True Browns are ambitious and status-driven adults who value entertainment and social life. Self-confident, they value individualism and self-discovery. They also have to make decisions quickly and prefer everything to be accessible, quick and easy. Interestingly, 60 percent of them express concern about the future of our environment.

The True Brown consumer group consists of 34 million people and represents 11 percent of the total adult population. It is the smallest of the four segments, and there is a declining trend, indicating that consumers in this group are moving into one of the other three environmental segments as ecological consciousness grows.

Segment Snapshot:

- Mainly young, established adults
- Education ranges from high school through postgraduate studies
- High incomes
- Typically single or married
- Likely to own their homes
- Conservative
- Shopping behavior - impulse shoppers

How to Reach Them: Marketers who desire to reach True Brown consumers will be best served by presenting their cases with a quick, easy and accessible approach. Product and service information should offer unambiguous, concise calls to action. Marketers also should consider using multiple media channels to influence a True Brown.

Source: <http://www.experian.com/small-business/green-consumer.jsp>

Report #8: Count Base Daytime Population Report (Workplace)

Outputs Available: Microsoft Excel

How to Use This Report:

This report allows you to gain insights about how the population in the trade area differs during work hours so local businesses can cater to different types of workers.

Contents:

The Daytime Population Report looks at the workforce in the study area and provides a count of the workforce population by industry. It also allows you to see a count of businesses in the area by two digit SIC and workforce size.

The industry categories included within this report are listed below:

- **Management**
- **Business and financial operations**
- **Computer and mathematical**
- **Architecture and engineering**
- **Life, physical, and social science**
- **Community and social services**
- **Legal**
- **Education, training, and library**
- **Arts, design, entertainment, sports, and media**
- **Healthcare practitioner and technical**
- **Healthcare support**
- **Personal care and service**
- **Fire fighting and prevention, other protective services**
- **Law enforcement workers, including supervisors**
- **Food preparation and service related**
- **Building and grounds cleaning and maintenance**
- **Sales and related**
- **Office and administrative support**
- **Farming, fishing, and forestry**
- **Construction, extraction, maintenance, and repair**
- **Production, transportation, and material moving**

Anywhere, USA

As A Location For

XYZ Retailer

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Mosaic® USA is a registered trademark of Experian. Consumer Expenditure 2013, Experian 2013A
Data. Source: Experian Marketing Services*



Executive Summary

On behalf of the XYZ City, Buxton has conducted a study to determine the viability of a site as a potential location for XYZ Retailer. Buxton, based in Fort Worth, Texas, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC and Anthropologie, as well as many other national retailers and restaurants.

This report is intended to demonstrate the viability of Anywhere as a location for consideration by XYZ Retailer. Further, it is meant to serve as a foundation for discussion between representatives of the XYZ City and XYZ Retailer.

Determination of Anywhere's Potential as a Location for XYZ Retailer

Buxton assessed five key groups of variables pertinent for retail site selection in markets where XYZ Retailer currently has locations and compared the results with characteristics present in the study site's retail trade area. This allows Buxton to qualify XYZ Retailer as a match.

The five groups of variables mentioned are as follows:

- **Customer Presence** - this metric identifies if there is a high presence of XYZ Retailer preferred customers living and working within the trade area.
- **Demographic** - highly specific demographic information pertaining to XYZ Retailer's concept is evaluated to ensure the best type of customer is present in the trade area.
- **Competitive Presence** - businesses of similar concept to XYZ Retailer are considered competitors and evaluated in terms of proximity and market share.
- **Area Draw** - proximity to factors within a marketplace known to cause increased traffic volumes are measured. These include but are not limited to Large Retail Centers, Healthcare Facilities, Universities, Schools, etc.
- **Accessibility** - the trade area and proposed retail site are evaluated for known road size, traffic volumes, and proximity to major thoroughfares.

Based on the results comparing the trade area of the potential site with XYZ Retailer's existing store network, this site is well situated to provide an opportunity for XYZ Retailer's expansion plans.

This report encapsulates the results of Buxton's analysis and details the potential for XYZ Retailer to establish a successful location in Anywhere.

For additional questions pertaining to the contents of this report, or for more information about the site analyzed, please contact:

John Doe
City Manager- XYZ City
817.123.4567
jdoe@xyzcity.gov

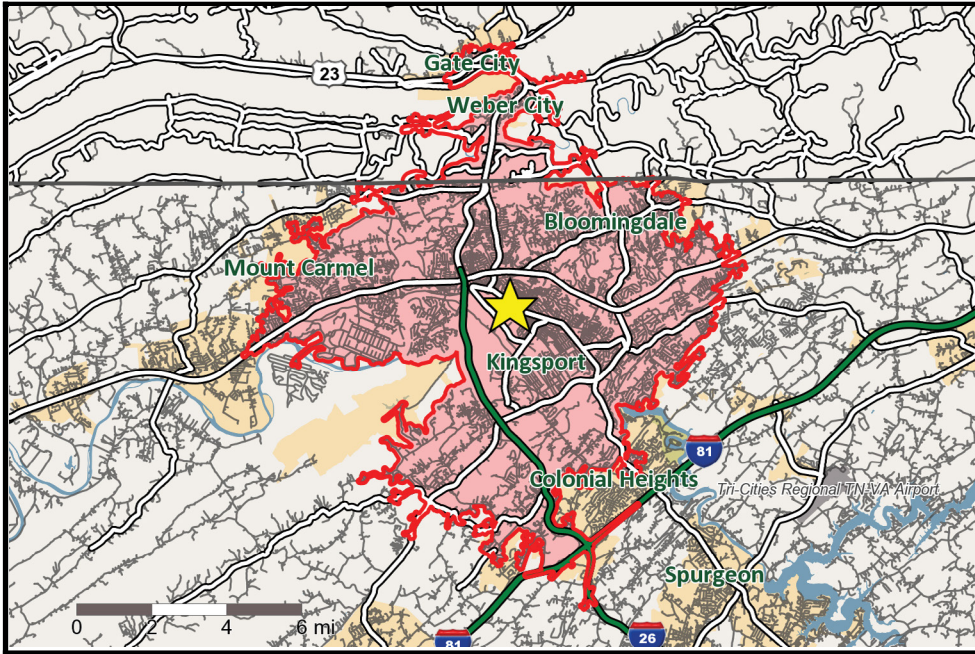


XYZ Retailer

Site Address: 123 Main Street,
Anywhere, USA

Latitude: 36.546748
Longitude: -82.560034

BUDS: Suburban (3)
Trade Area: 15 Minutes



Trade Area Snapshot

Population (Pop): 70,939
Workplace Pop: 47,325

Households (HH): 31,109
Median HH Income: \$36,514

Pop Growth ('00 - '10): 1.8%
Proj Growth ('13 - '18): 0.1%

HH Growth ('00 - '10): 2.9%
Proj Growth ('13 - '18): 1.1%

Median Age: 43.8
Per Capita Income: \$23,101



Proposed Retail Site



15 Minute Trade Area



Existing Location

Proposed Site Scores

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
XYZ City	XYZ City	USA	102	87	118	108	119

Scores Of Most Comparable XYZ Retailer Locations

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
1300 CENTRAL PARK BLVD	FREDERICKSBURG	VA	96	99	153	96	119
407 W COLISEUM BLVD	FORT WAYNE	IN	100	103	190	123	121
5300 RIVERSIDE DR	CLEVELAND	OH	97	94	161	97	88
5935 CANAL RD	VALLEY VIEW	OH	97	93	177	119	82
3220 MID AMERICA DR	COUNCIL BLUFFS	IA	99	93	105	88	72
5150 LIBERTY AVE	VERMILION	OH	97	96	90	107	125

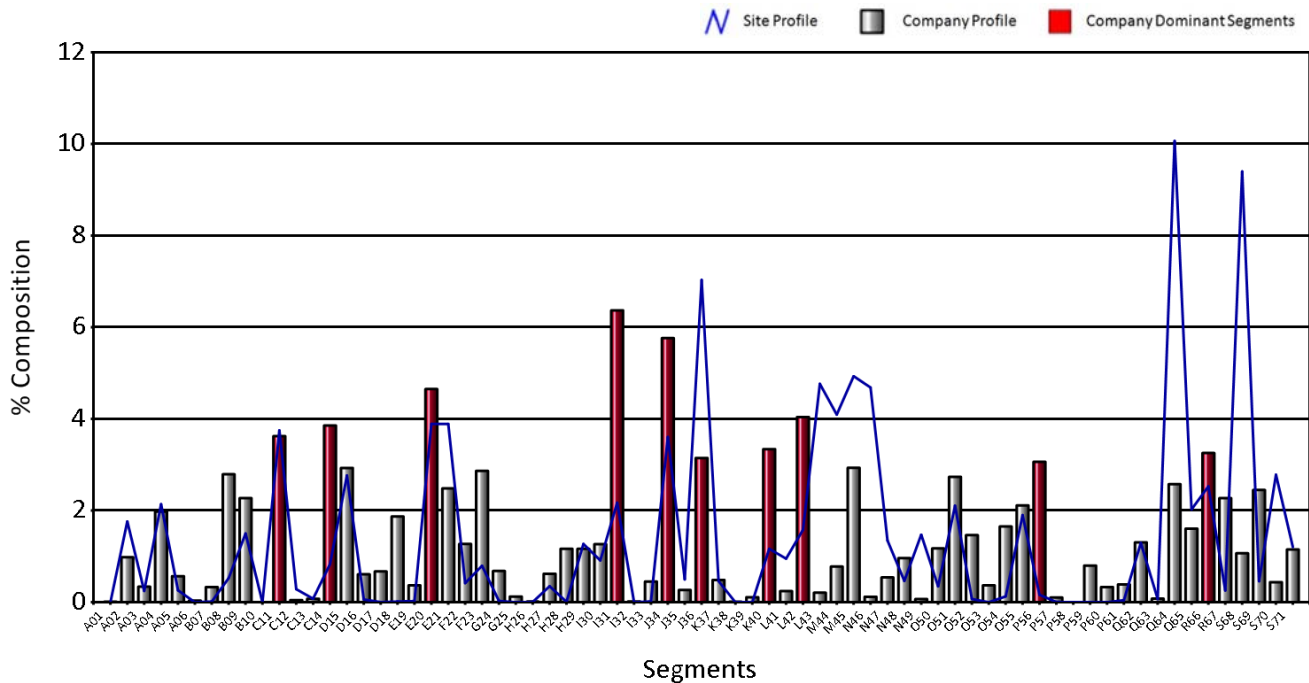
Customer Psychographic Representation

Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are compared to the segments found within the trade areas of XYZ Retailer locations of similar markets to the study site.

Any segment that represents at least 3 percent of a retailer's average profile is considered a dominant segment. These are the most represented households within the average XYZ Retailer trade area.

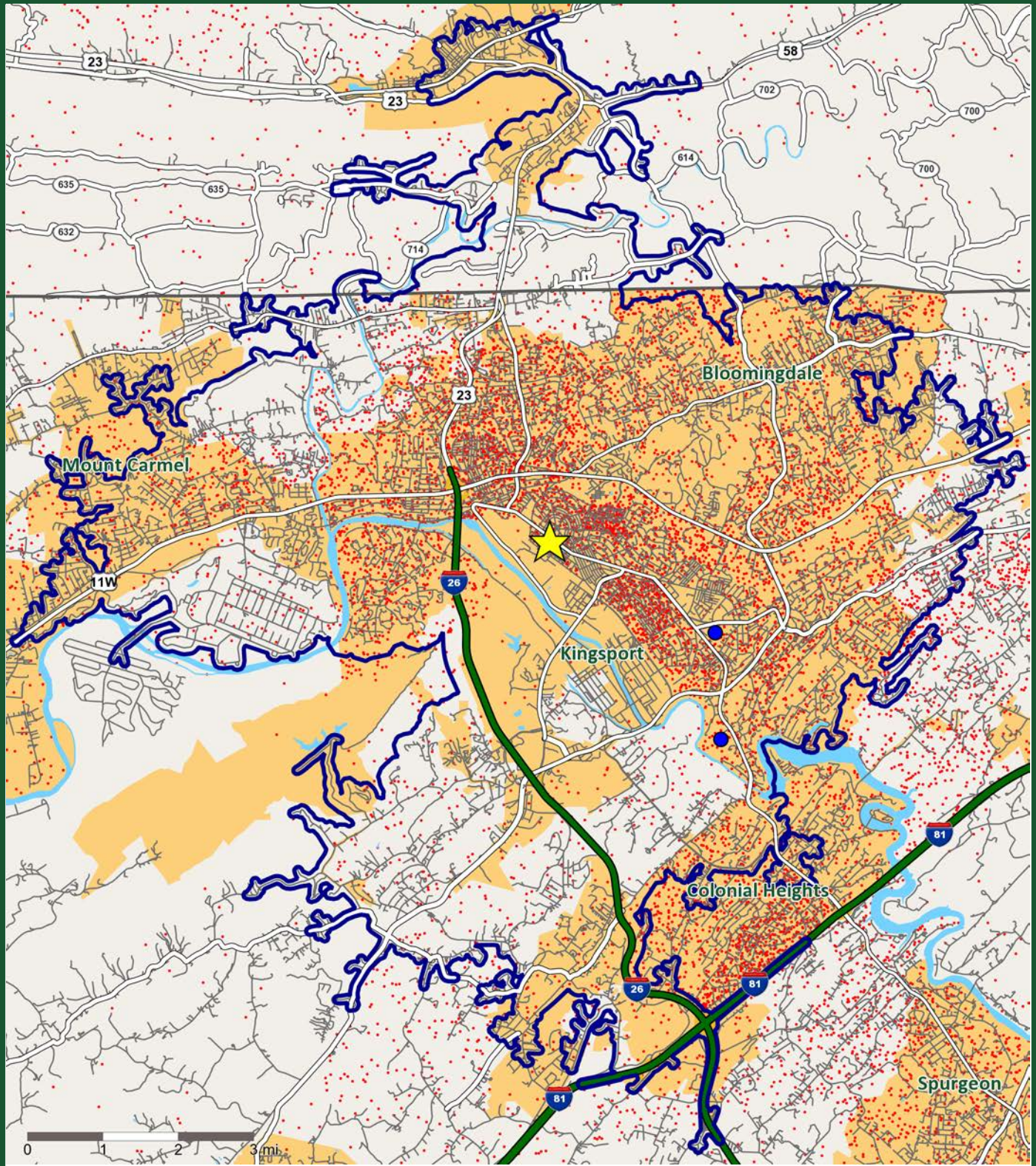
For more information regarding Mosaic Segmentation, please visit:
www.experian.com/marketing-services/consumer-segmentation.html

Segmentation Profile (15 Minute Drive Time)



Trade Area Comparison (15 Minute Drive Time)

	XYZ Retailer Average Trade Area	Anywhere, USA Site Trade Area
Total Households	86,838	31,109
Total Population	215,319	70,939
Core Dominant Segments	38,751	8,317



Anywhere, USA: XYZ Retailer Dominant Segment Density

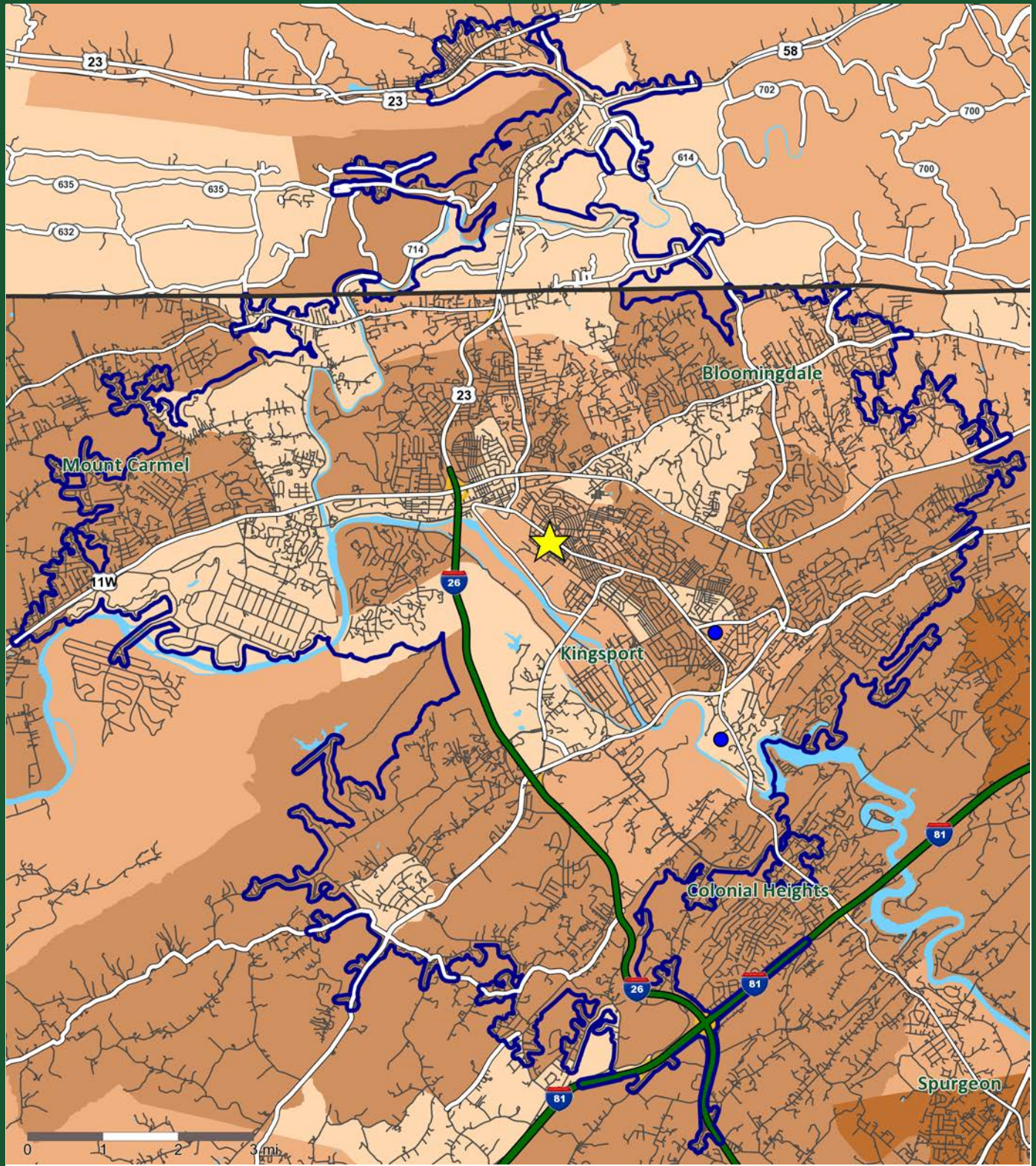


Retail Centers
 GLA in thousands
 ● 800+
 ● 400 to 800

★ Proposed Retail Location
 □ 15 Minute Trade Area

Dominant Segment Households
 1 Dot = 1 Household





Anywhere, USA: Population



Retail Centers

GLA in thousands

- 800+
- 400 to 800

- ★ Proposed Retail Location

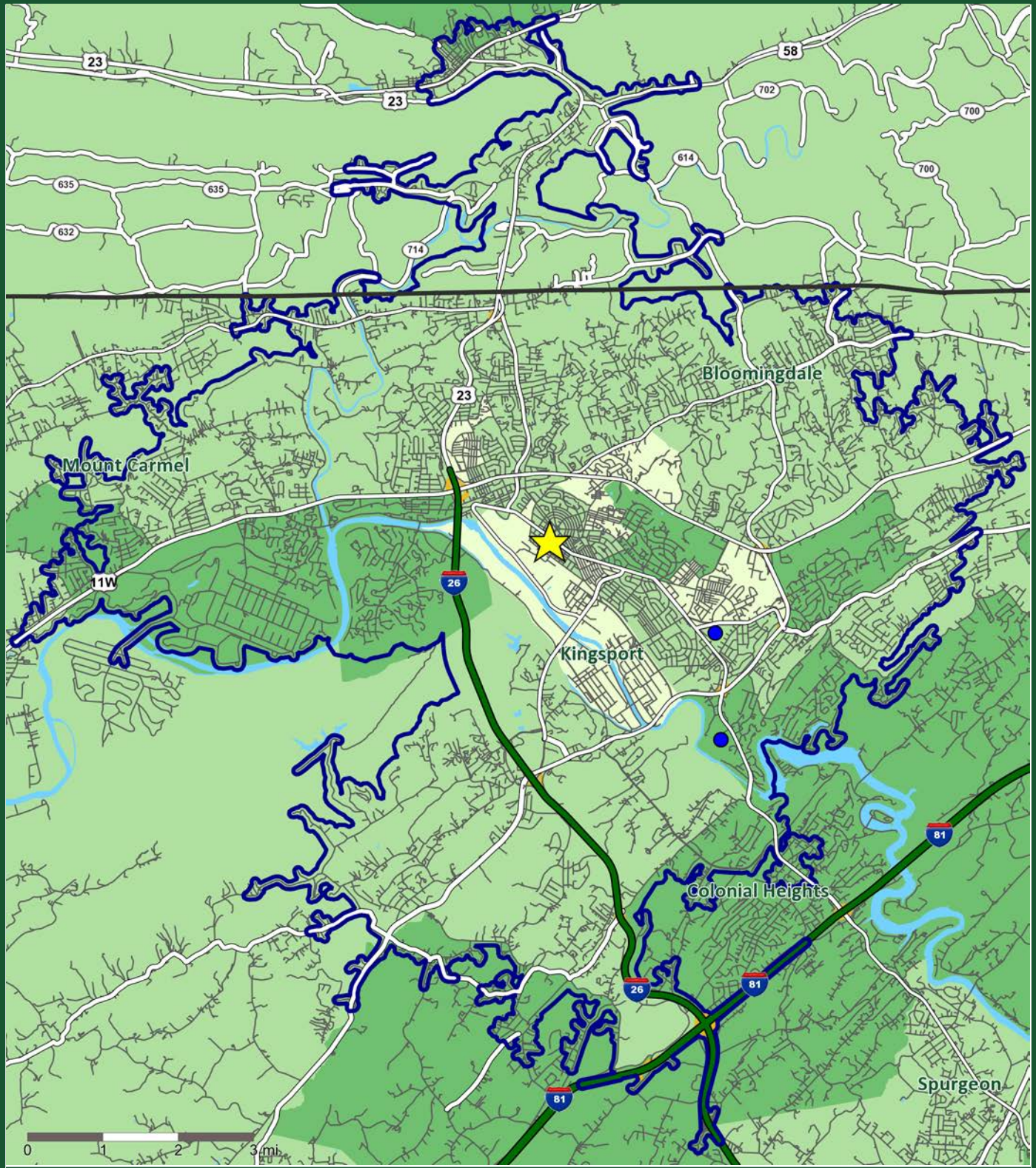
- 15 Minute Trade Area

Estimated Population (2013)

By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below





Anywhere, USA: Household Income



Retail Centers
GLA in thousands

- 800+
- 400 to 800

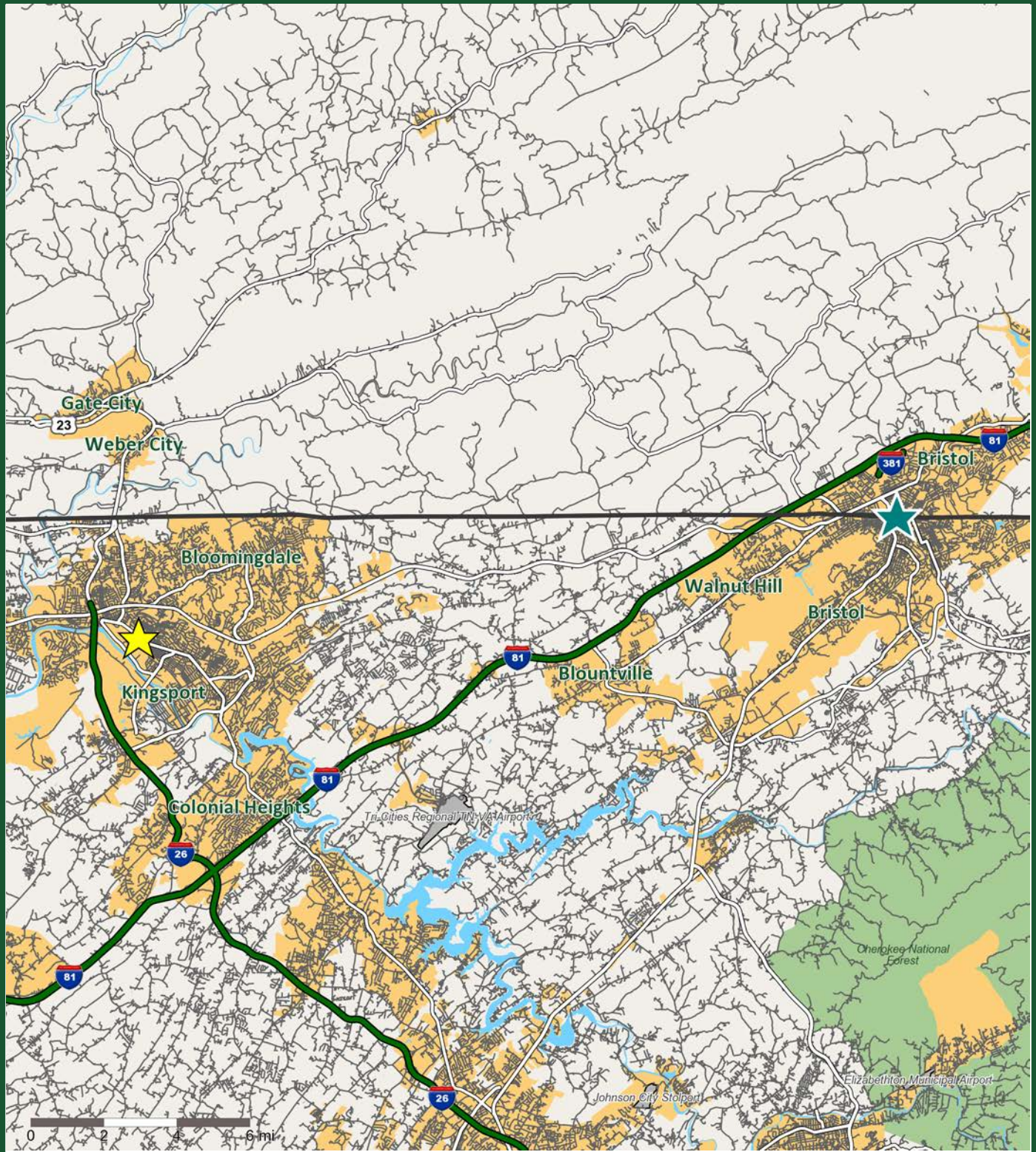
★ Proposed Retail Location

□ 15 Minute Trade Area

Median Household Income
By Block Group

- \$200,000 and Above
- \$100,000 to \$200,000
- \$50,000 to \$100,000
- \$25,000 to \$50,000
- \$25,000 and Below





Anywhere, USA: Nearest Existing XYZ Retailer

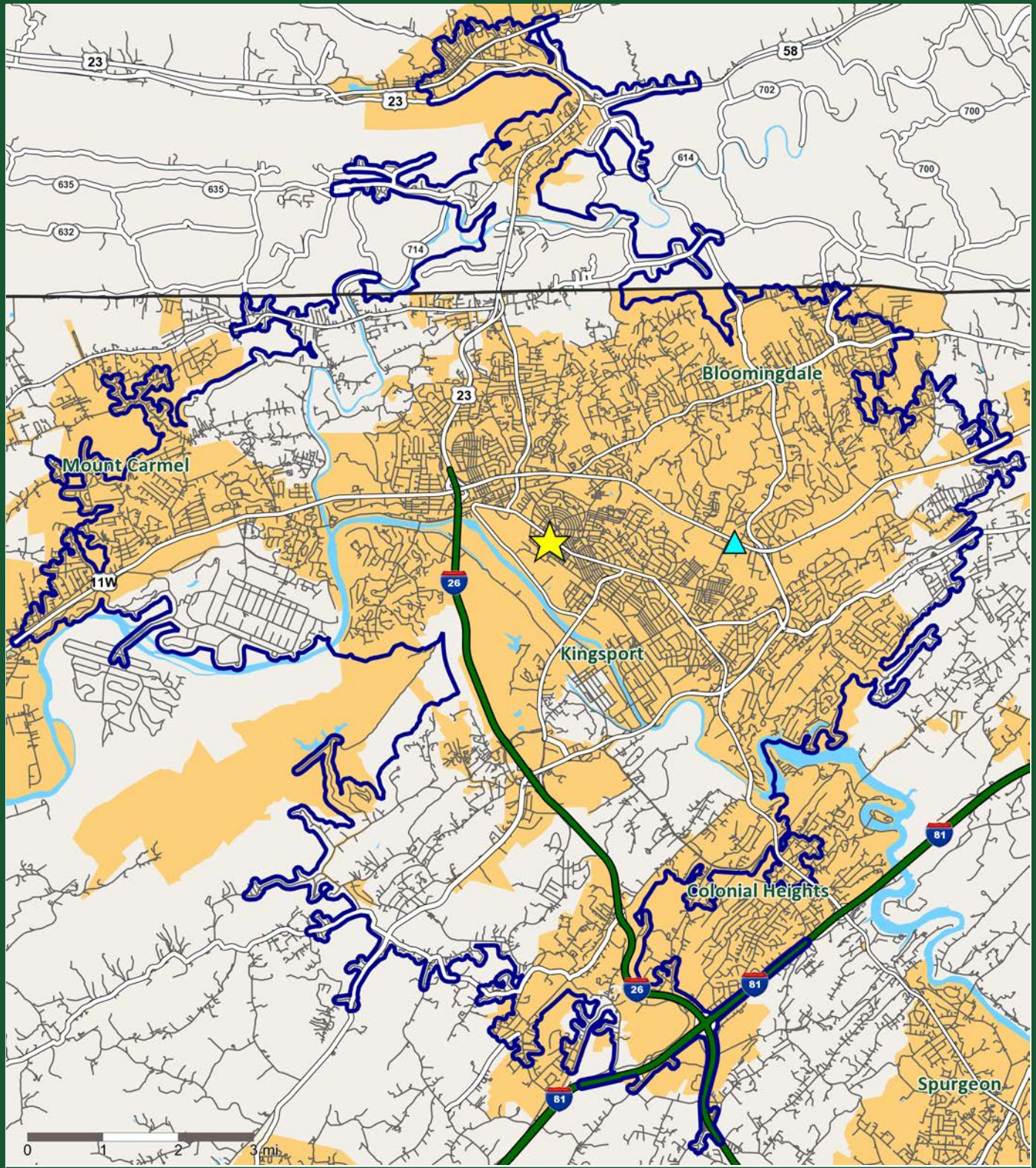


- ★ Proposed Retail Location
- ★ Nearest Existing Location
- ★ Other Existing Location

Nearest Existing:

629 STATE ST,
 BRISTOL, VA 42401
 27.4 miles (drive distance)



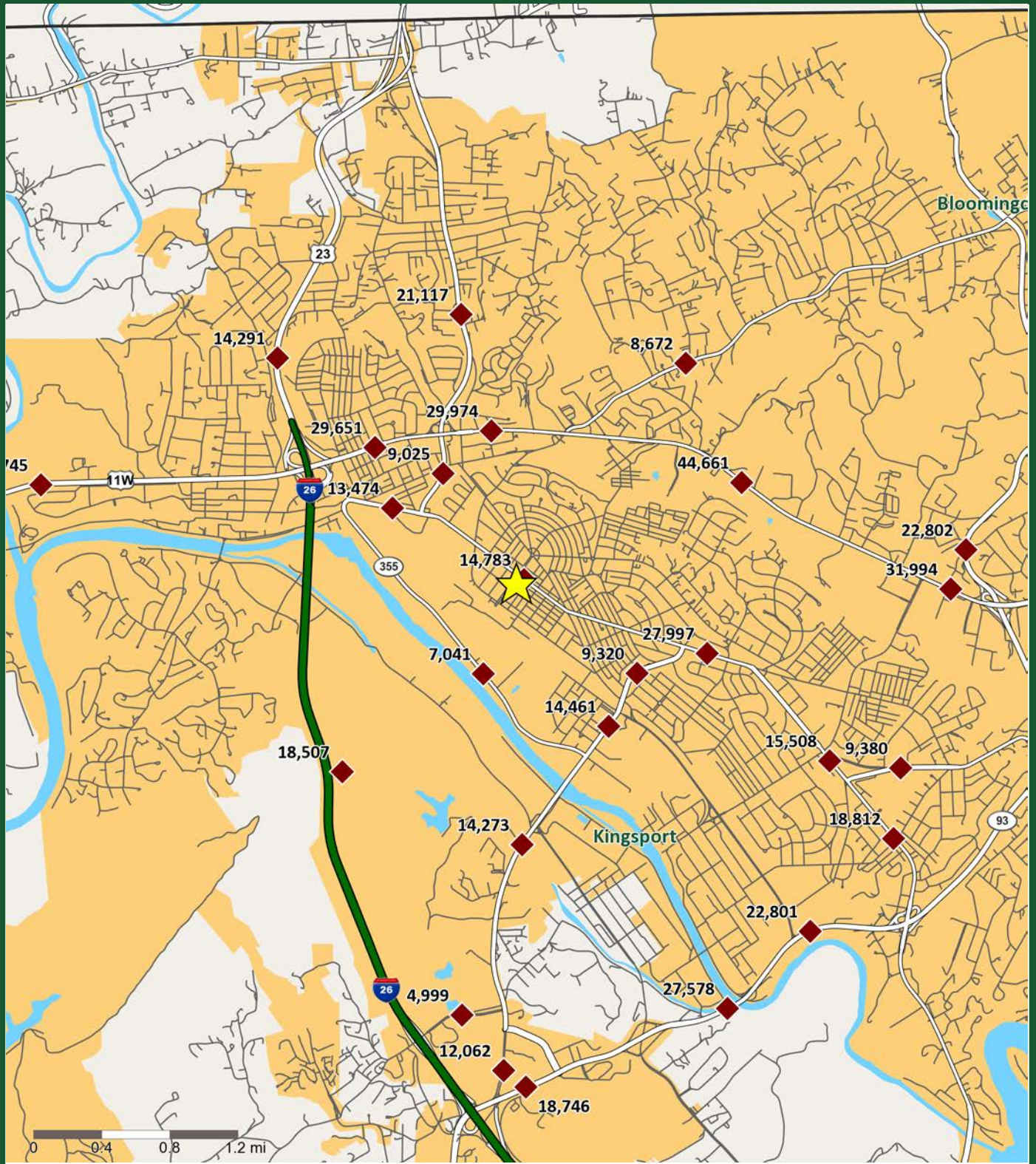


Anywhere, USA: XYZ Retailer Competition



- ★ Proposed Retail Location
- ★ Existing Location
- ▲ Competitor 1
- Competitor 2
- Competitor 3





Anywhere, USA: Traffic Counts



★ Proposed Retail Location

◆ Average Daily Traffic Volume



Contact Information

For further inquiry on the real estate opportunity for XYZ Retailer at this site location, please contact:

John Doe
City Manager- XYZ City
817.123.4567
jdoe@xyzcity.gov

About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

For further inquiry on Buxton or the analysis conducted in this study, please contact:

Cody Howell
Vice President and General Manager - Public Sector Solutions
chowell@buxtonco.com

Buxton Company
817.332.3681 - buxton@buxtonco.com
2651 S Polaris Dr, Fort Worth, TX 76137



Case Study

ROCK SOLID DEVELOPMENT IN THE GRANITE STATE

A City With Vision

The City of Rochester, New Hampshire, is located in the southeastern portion of the state, just northwest of Portsmouth. With a population of nearly 30,000, Rochester is one of the largest and fastest-growing cities in the Granite State.



Rochester city leaders wanted to attract retail and commercial development in order to broaden the commercial property tax base and create jobs. They realized, however, that they needed rock solid proof that the city had both the population and infrastructure to support commercial development. In 2007, the city took a bold step and turned to Buxton for support in making the vision a reality.

Prove It

Buxton conducted a full analysis of Rochester’s retail sector, including psychographic analysis of how Rochester’s residents behave as shoppers. Based on this analysis, the company provided a list of retailers that have a high likelihood of success in Rochester. Using the tools and resources that Buxton provides, including its web-based SCOUT platform, the city was able to present a convincing case to potential retailers and provide support for existing local businesses.

T.J. Jean, mayor of Rochester, noted that “In this day and age, it’s all about analytics and having statistics on your community. Municipalities don’t always have that at their fingertips. But with Buxton and the SCOUT program, we’ve been able to turn that around and provide prospective clients with some really good analytical data to help them make their decision to locate in Rochester.”

LOCATION:

22 miles northwest of Portsmouth, NH

POPULATION:

30,000

CHALLENGE:

Proving development potential

BUXTON CLIENT SINCE:

2007

Award-Winning Results

Rochester's investment in retail development has delivered rock solid results. In addition to retaining many existing businesses, the city has recruited more than 30 of the retailers or equivalent retailers on the list of those recommended by Buxton, including Kohl's, Lowe's, and Staples. Rochester Crossing now provides over 250,000 square feet of shopping and dining options, and a new 299,000 square foot development is nearing final approval.

Rochester Annually Earns \$91 For Every \$1 Invested In Retail Recruitment

A recent economic impact analysis estimated that **Rochester annually earns \$91 for every \$1 invested with Buxton** at the beginning of the partnership. Furthermore, the investment generated an estimated annual cash ROI of \$2.7 million in 2013 alone. The city's economic development efforts have been honored with multiple awards in the last year, highlighting their winning strategy. In early 2014, Rochester renewed its partnership with Buxton and looks forward to building on its success.

Take Your Retail Development To The Next Level

Since 1994, Buxton has provided big answers for retailers and communities. Our insights go beyond broad regional demographics by drilling down to the household-level in order to give you the clearest picture of your community. We've helped 650 communities recruit over 35 million square feet of retail space.



Buxton®

GET TO KNOW US. 1-888-2BUXTON | buxton@buxtonco.com | www.buxtonco.com

Testimonials

Please take a look at the links below of a couple client testimonials of cities very similar to Ramsey:

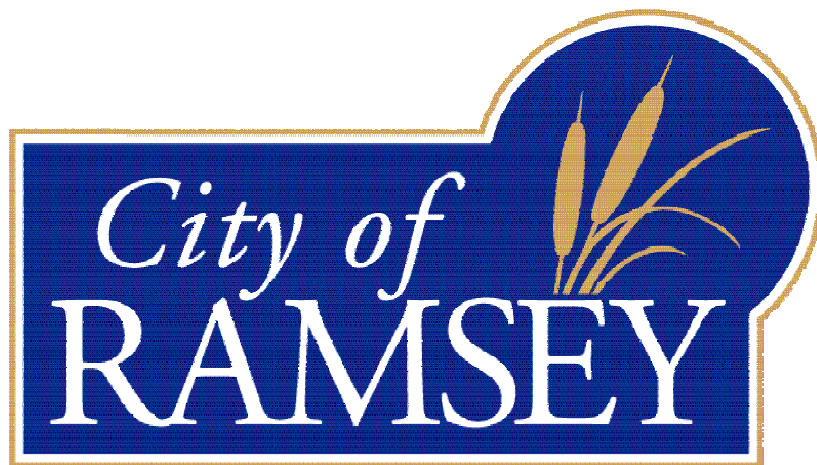
- <https://www.buxtonco.com/learn/partnering-with-buxton> Why you should partner with Buxton. Answers a lot of your questions!
- <https://www.buxtonco.com/learn/rochester-nh-uses-customer-analytics-to-grow-their-community> (Rochester, NH → Did the recent study that found for every \$1 invested in Buxton Partnership they are seeing a \$91 Yearly ROI).
- <https://www.buxtonco.com/learn/oak-park-illinois-finds-the-right-retail-recruitment-partner> (Oak Park, IL) → Very similar initiatives to Ramsey!

Cody Gunstenson

[Buxton](#) – Director of Sales

(o) 817.332.3681 (m) 214.578.5166

Follow us [@Buxtonco](#)



**Retail Site
Assessment**
August 2008

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Retail Site 2 Analysis	4
Site Comparison	6
Brief Segment Descriptions.....	7
Appendix A: Leakage and Demand Analysis	
Appendix B: Demographic Report	

Buxton CommunityID Staff

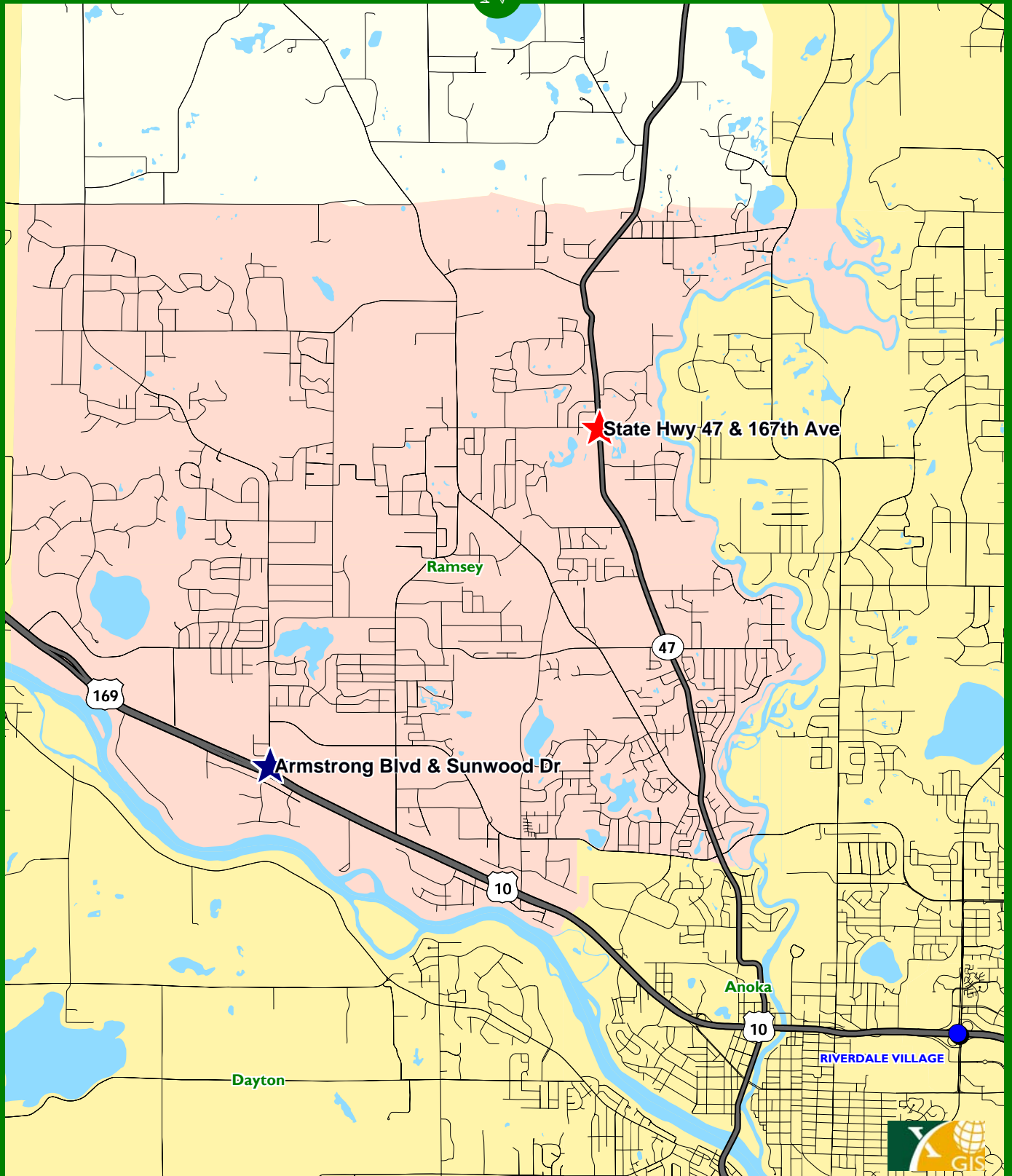
Brandon Norrell, Territory Business Manager, bnorrell@buxtonco.com

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

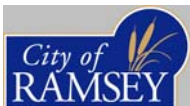
Scott Place, Senior GIS Analyst, splace@buxtonco.com

All Buxton personnel may be reached by phone at 817.332.3681





Ramsey, Minnesota: Overview



Shopping Centers

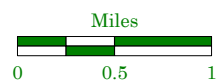
GLA in thousands



City Limits

Site 1

Site 2



Ramsey's Retail Sites

To begin the CommunityID process, the City of Ramsey selected two sites to be analyzed for possible retail development or revitalization. The locations of both sites are shown on the opposite page.

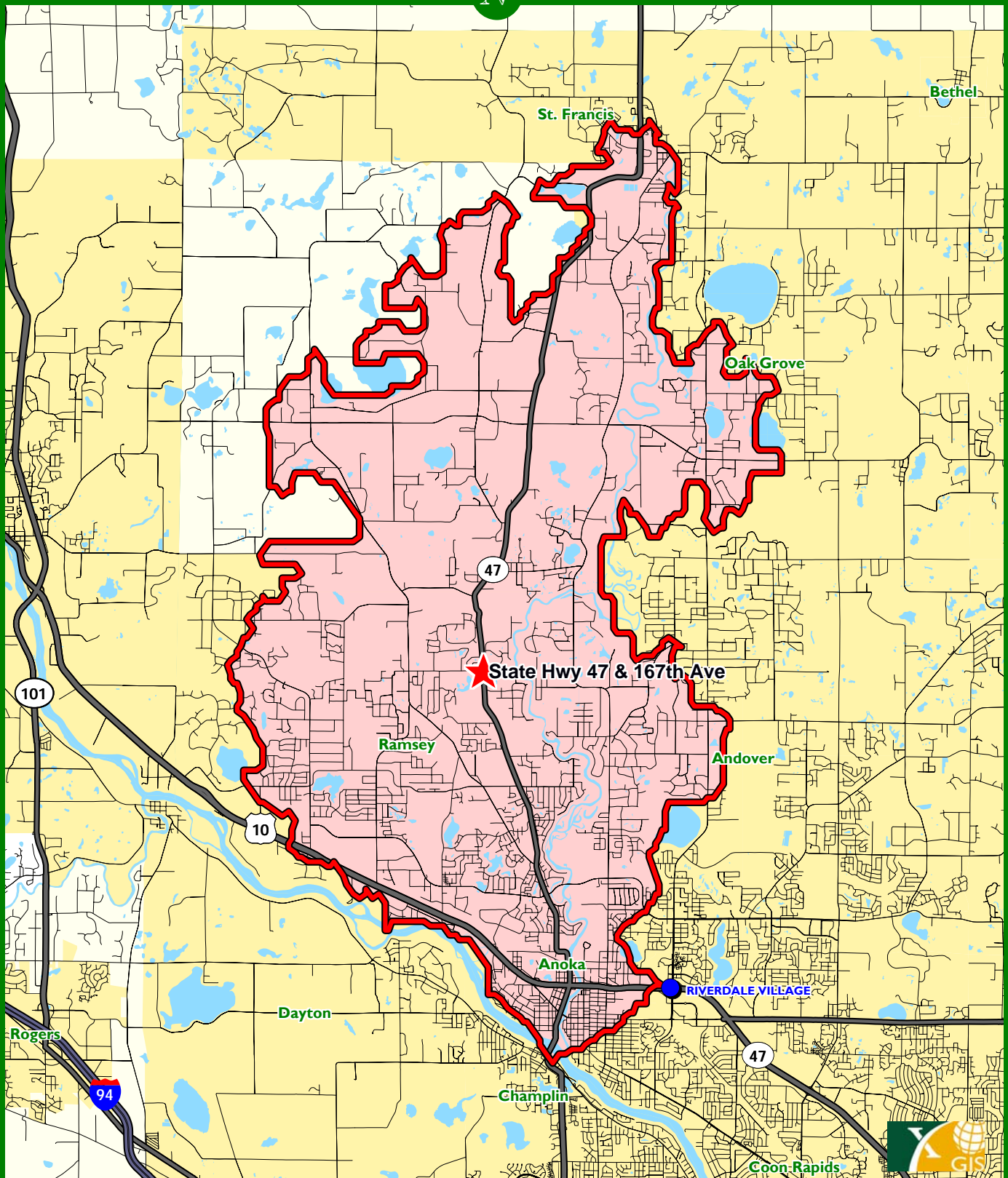
To aid in the retail recruitment process, Buxton has analyzed the retail potential of the each site based on the following analyses:

- A primary twelve-minute 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 trade area was developed
- The surplus and leakage for more than 36 product types and 74 store types was determined for each potential trade area

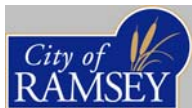
The purpose of these analyses is to develop Ramsey's Customer Profile. The Customer Profile is a snapshot of the customers that reside in Ramsey's trade area. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for a retailer's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



Ramsey, Minnesota: Trade Area



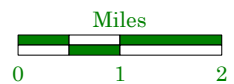
Shopping Centers

GLA in thousands



12 Minute Drive Time

Site I



Site I Analysis: State Hwy 47 & 167th Ave

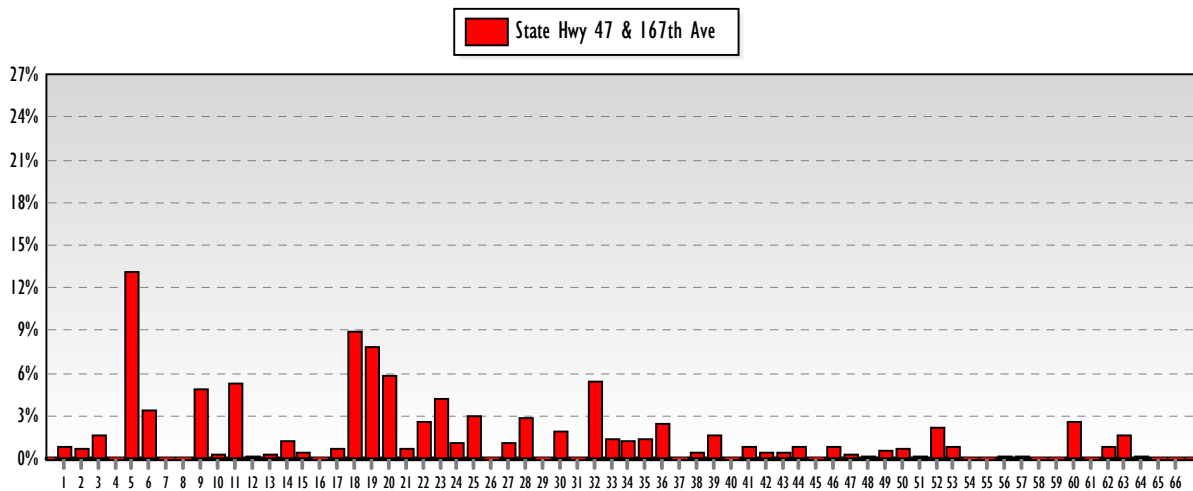
Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for Site I. 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 I is presented below.

Trade Area Segmentation



Source: Claritas, Inc. PRIZM® NE, © 2008

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site I.

Dominant Segments	Description	Households	% of All Households
5	COUNTRY SQUIRES	1,937	13.15%
6	WINNER'S CIRCLE	500	3.39%
9	BIG FISH, SMALL POND	721	4.89%
11	GOD'S COUNTRY	771	5.23%
18	KIDS & CUL-DE-SACS	1,310	8.89%
19	HOME SWEET HOME	1,148	7.79%
20	FAST-TRACK FAMILIES	853	5.79%
23	GREENBELT SPORTS	614	4.17%
25	COUNTRY CASUALS	445	3.02%
32	NEW HOMESTEADERS	793	5.38%

Source: Claritas, Inc. PRIZM® NE, © 2008

Site I 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.



*GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies

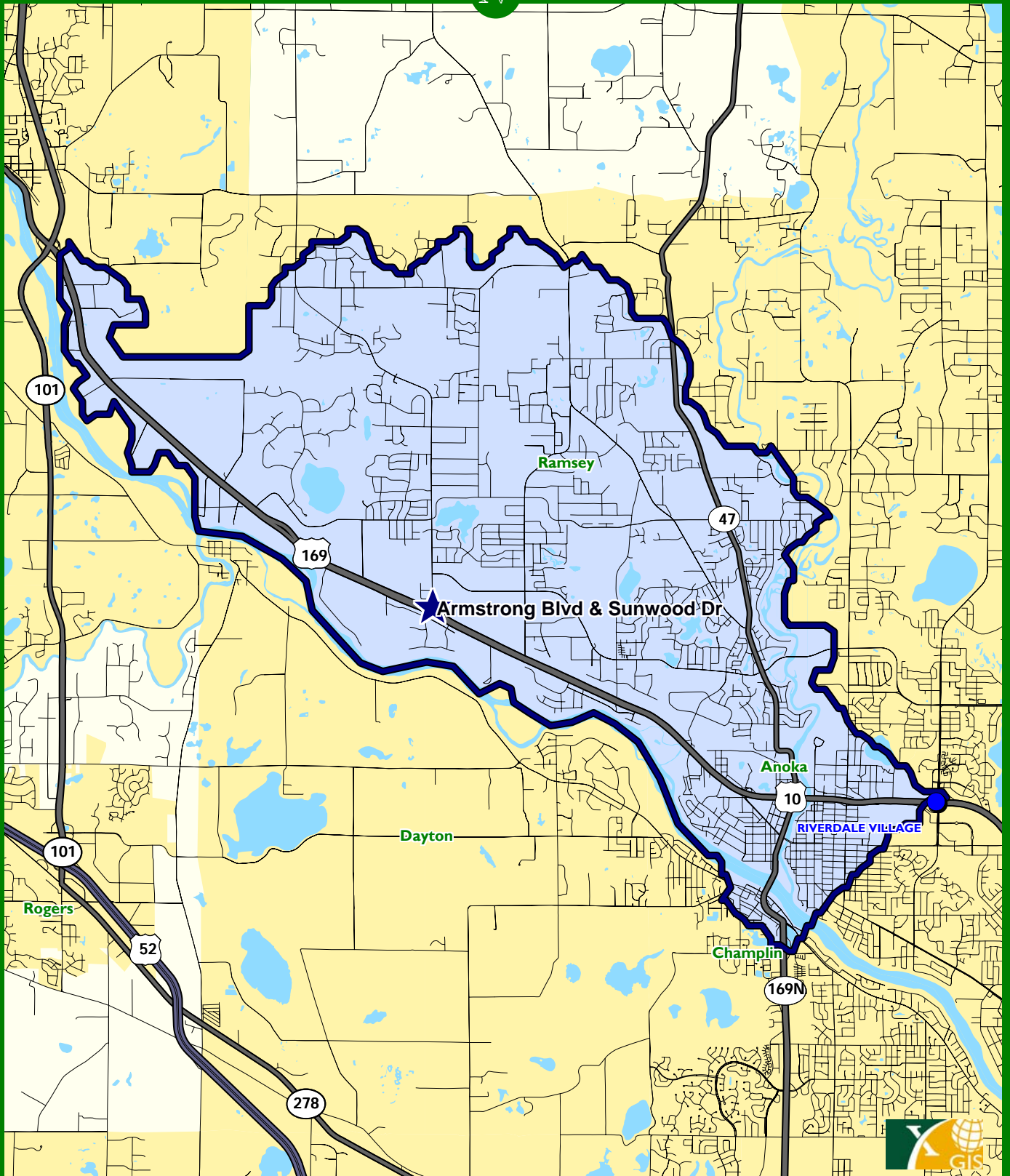
Source: Claritas, Inc, RETAIL MARKET POWER, © 2008

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

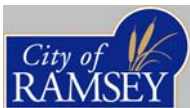
Trade Potential Variables	Site I
Estimated Household Count	14,733
Number of Households in Dominant Segments	9,092
Traffic Count	9,600
Total Demand	\$754,662,615
Total Supply	\$562,622,535
Leakage/Surplus	(\$192,040,080)

Source: Claritas, Inc, RETAIL MARKET POWER, PRIZM® NE, © 2008





Ramsey, Minnesota: Trade Area



Shopping Centers

GLA in thousands



 12 Minute Drive Time

 Site 2

Miles



0 1 2

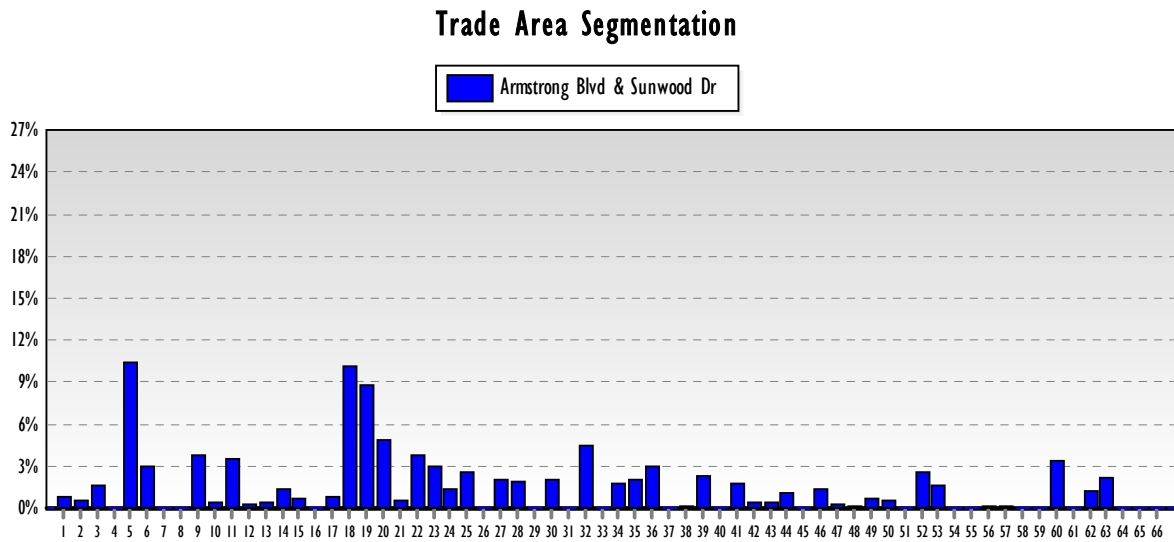
Site 2 Analysis: Armstrong Blvd & Sunwood Dr

Drive-Time Trade Area

The map on the opposite 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.



Source: Claritas, Inc, PRIZM® NE, © 2008

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site 2.

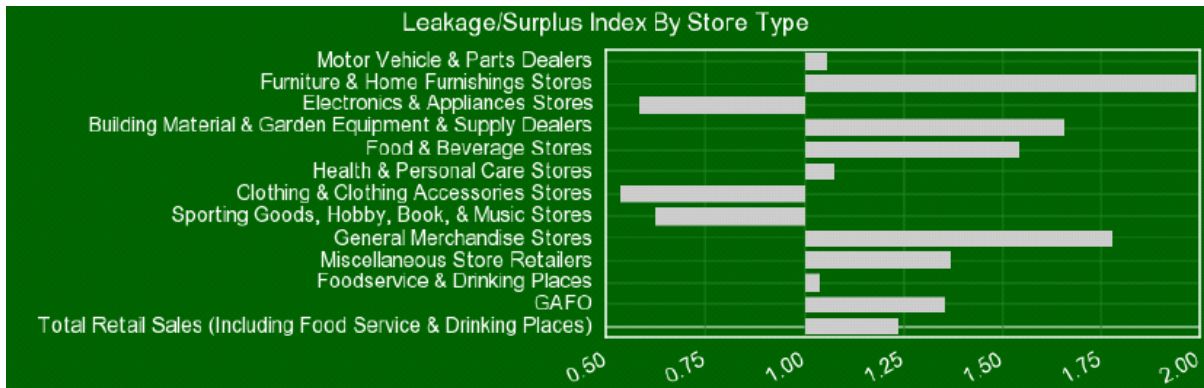
Dominant Segments	Description	Households	% of All Households
5	COUNTRY SQUIRES	1,410	10.40%
6	WINNER'S CIRCLE	409	3.02%
9	BIG FISH, SMALL POND	506	3.73%
11	GOD'S COUNTRY	484	3.57%
18	KIDS & CUL-DE-SACS	1,382	10.20%
19	HOME SWEET HOME	1,182	8.72%
20	FAST-TRACK FAMILIES	666	4.91%
22	YOUNG INFLUENTIALS	514	3.79%
32	NEW HOMESTEADERS	598	4.41%
60	PARK BENCH SENIORS	464	3.42%

Source: Claritas, Inc, PRIZM® NE, © 2008

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.



*GAF0 refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies

Source: Claritas, Inc, RETAIL MARKET POWER, © 2008

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

Trade Potential Variables	Site 2
Estimated Household Count	13,554
Number of Households in Dominant Segments	7,615
Traffic Count	39,000
Total Demand	\$1,263,042,337
Total Supply	\$1,561,717,215
Leakage/Surplus	\$298,674,878

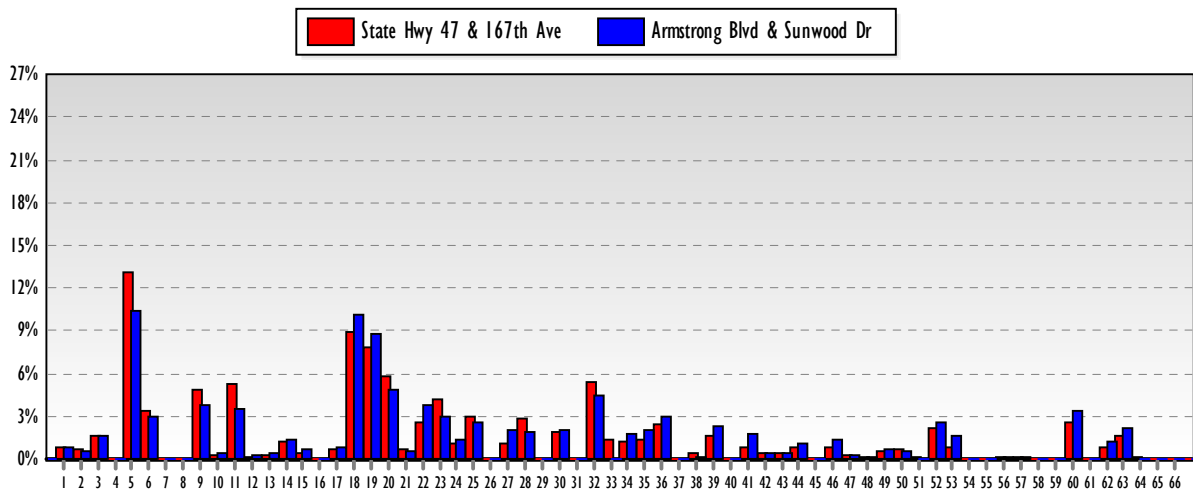
Source: Claritas, Inc, RETAIL MARKET POWER, PRIZM® NE, © 2008

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. Both trade areas have the same segmentation, but some segments are dominant in one trade area, and not the other.

Trade Area Comparison



Source: Claritas, Inc. PRIZM® NE, © 2008

12- Minute Trade Area Statistics

Trade Potential Variables	Site 1	Site 2
Estimated Household Count	14,733	13,554
Number of Households in Dominant	9,092	7,615
Traffic Count	9,600	39,000
Total Demand	\$754,662,615	\$1,263,042,337
Actual Sales	\$562,622,535	\$1,561,717,215
Leakage/Surplus Total	(\$192,040,080)	\$298,674,878

Source: Claritas, Inc. RETAIL MARKET POWER, PRIZM® NE, © 2008

Brief Segment Descriptions

- 1 UPPER CRUST – The nation’s most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree, and none has a more opulent standard of living.
- 2 BLUE BLOOD ESTATES – Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation’s second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.
- 3 MOVERS & SHAKERS – Movers & Shakers is home to America’s up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there is a decided business bent to this segment: Movers & Shakers rank number one for owning a small business and having a home office.
- 4 YOUNG DIGERATI – Young Digerati are the nation’s tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.
- 5 COUNTRY SQUIRES – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who have fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.
- 6 WINNER’S CIRCLE – Among the wealthy suburban lifestyles, Winner’s Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner’s Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.
- 7 MONEY & BRAINS – The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.

Brief Segment Descriptions

- 8 EXECUTIVE SUITES – Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation’s beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.
- 9 BIG FISH, SMALL POND – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.
- 10 SECOND CITY ELITE – There’s money to be found in the nation’s smaller cities, and you’re most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.
- 11 GOD’S COUNTRY – When city dwellers and suburbanites began moving to the country in the 1970’s, God’s Country emerged as the most affluent of the nation’s exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God’s Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.
- 12 BRITE LITES, LI’L CITY – Not all of the America’s chic sophisticates live in major metros. Brite Lights, Li’l City is a group of well-off, middle-aged couples settled in the nation’s satellite cities. Residents of these typical double income, no kids households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.
- 13 UPWARD BOUND – More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.
- 14 NEW EMPTY NESTS – With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

Brief Segment Descriptions

- 15 **POOLS & PATIOS** – Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960’s—residents work as white-collar managers and professionals, and are now at the top of their careers.
- 16 **BOHEMIAN MIX** – A collection of young, mobile urbanites, Bohemian Mix represents the nation’s most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.
- 17 **BELTWAY BOOMERS** – The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they’re pursuing kid-centered lifestyles.
- 18 **KIDS & CUL-DE-SACS** – Upscale, suburban, married couples with children is the description of Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.
- 19 **HOME SWEET HOME** – Widely scattered across the nation’s suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.
- 20 **FAST-TRACK FAMILIES** – With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.

Brief Segment Descriptions

- 21 **GRAY POWER** – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. A segment of older, mid-scale singles and couples who live in quiet comfort, Gray Power reflects this trend.
- 22 **YOUNG INFLUENTIALS** – Once known as the home of the nation’s yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.
- 23 **GREENBELT SPORTS** – A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.
- 24 **UP-AND-COMERS** – Up-and-Comers is a stopover for young, mid-scale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty-somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.
- 25 **COUNTRY CASUALS** – There’s a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white-collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.
- 26 **THE COSMOPOLITANS** – Educated, mid-scale and multi-ethnic, The Cosmopolitans are urbane couples in America’s fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami and Albuquerque—these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.
- 27 **MIDDLEBURG MANAGERS** – Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today segment residents tend to be middle-class and over 55 years old with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.

Brief Segment Descriptions

- 28 **TRADITIONAL TIMES** – Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they're big travelers, especially in recreational vehicles and campers.
- 29 **AMERICAN DREAMS** – American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods—one in ten residents speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.
- 30 **SUBURBAN SPRAWL** – Suburban Sprawl is an unusual American lifestyle: a collection of mid-scale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.
- 31 **URBAN ACHIEVERS** – Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.
- 32 **NEW HOMESTEADERS** – Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.
- 33 **BIG SKY FAMILIES** – Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball in addition to going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.
- 34 **WHITE PICKET FENCES** – Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.

Brief Segment Descriptions

- 35 **BOOMTOWN SINGLES** – Affordable housing, abundant entry-level jobs and a thriving singles scene— all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.
- 36 **BLUE-CHIP BLUES** – Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment’s aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.
- 37 **MAYBERRY-VILLE** – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.
- 38 **SIMPLE PLEASURES** – With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement, and a disproportionate number served in the military; no segment has more members of veterans clubs.
- 39 **DOMESTIC DUOS** – Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.
- 40 **CLOSE-IN COUPLES** – Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.
- 41 **SUNSET CITY BLUES** – Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to retirement. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

Brief Segment Descriptions

- 42 **RED, WHITE & BLUES** – The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.
- 43 **HEARTLANDERS** – America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.
- 44 **NEW BEGINNINGS** – Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.
- 45 **BLUE HIGHWAYS** – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.
- 46 **OLD GLORIES** – Old Glories are the nation’s downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They’re among the nation’s most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.
- 47 **CITY STARTUPS** – In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats and clubs that cater to twenty-somethings. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

Brief Segment Descriptions

- 48 **YOUNG & RUSTIC** – Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation’s exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.
- 49 **AMERICAN CLASSICS** – They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.
- 50 **KID COUNTRY, USA** – Widely scattered throughout the nation’s heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white with an above-average concentration of Hispanics, these young working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.
- 51 **SHOTGUNS & PICKUPS** – The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than any other segment.
- 52 **SUBURBAN PIONEERS** – Suburban Pioneers represents one of the nation’s eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings where the jobs are blue-collar and the money is tight. What unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.
- 53 **MOBILITY BLUES** – Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America’s satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.
- 54 **MULTI-CULTI MOSAIC** – An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first-generation Americans who are striving to improve their lower-middle-class status.

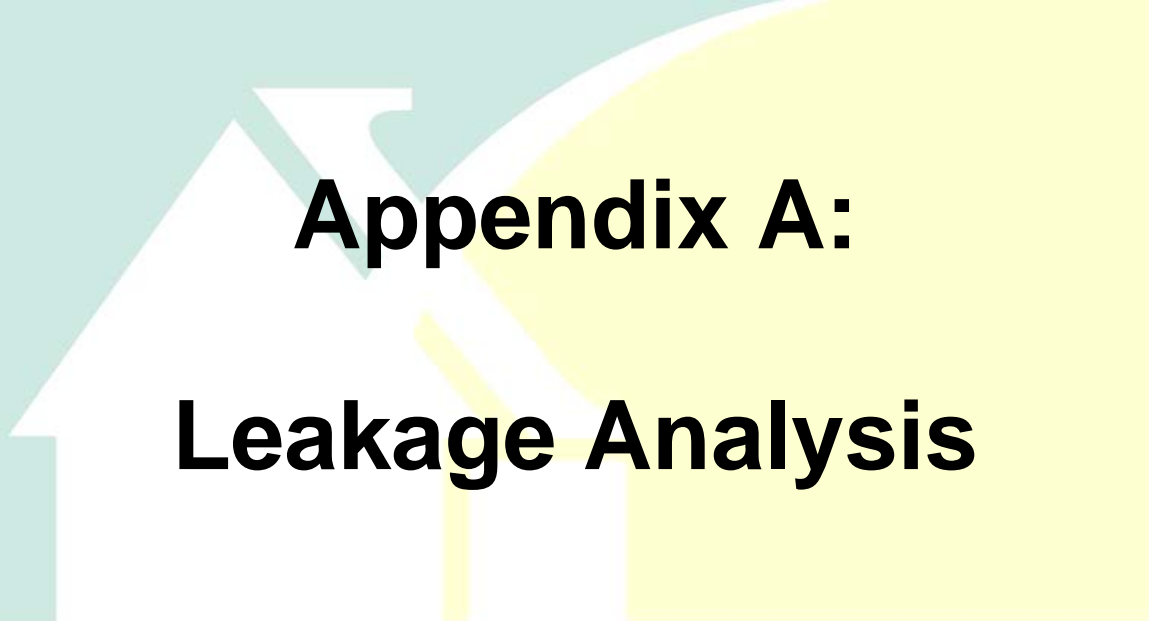
Brief Segment Descriptions

- 55 **GOLDEN PONDS** – Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.
- 56 **CROSSROADS VILLAGERS** – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated with lower-middle incomes and modest housing; one-quarter live in mobile homes. There's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.
- 57 **OLD MILLTOWNS** – America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples living on downscale incomes in pre-1960 homes and apartments. For leisure they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.
- 58 **BACK COUNTRY FOLKS** – Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.
- 59 **URBAN ELDERS** – For Urban Elders—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami—life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals.
- 60 **PARK BENCH SENIORS** – Park Bench Seniors are typically retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.
- 61 **CITY ROOTS** – Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than a third are African-American and Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

Brief Segment Descriptions

- 62 **HOMETOWN RETIRED** – With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.
- 63 **FAMILY THRIFTS** – The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.
- 64 **BEDROCK AMERICA** – Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation’s heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three has not finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.
- 65 **BIG CITY BLUES** – With a population that’s half Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation, but it’s also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40% haven’t finished high school.
- 66 **LOW-RISE LIVING** – The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then, less than a quarter of residents can afford to own real estate.

Buxton utilizes the Claritas® PRIZM®NE segmentation system in this analysis. PRIZM®NE and Claritas® are registered trademarks of Claritas Inc. The PRIZM segment nicknames (e.g., “Blue Blood Estates,” “Big Sky Families,” “Country Squires”) are trademarks of Claritas Inc.



Appendix A: Leakage Analysis

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.

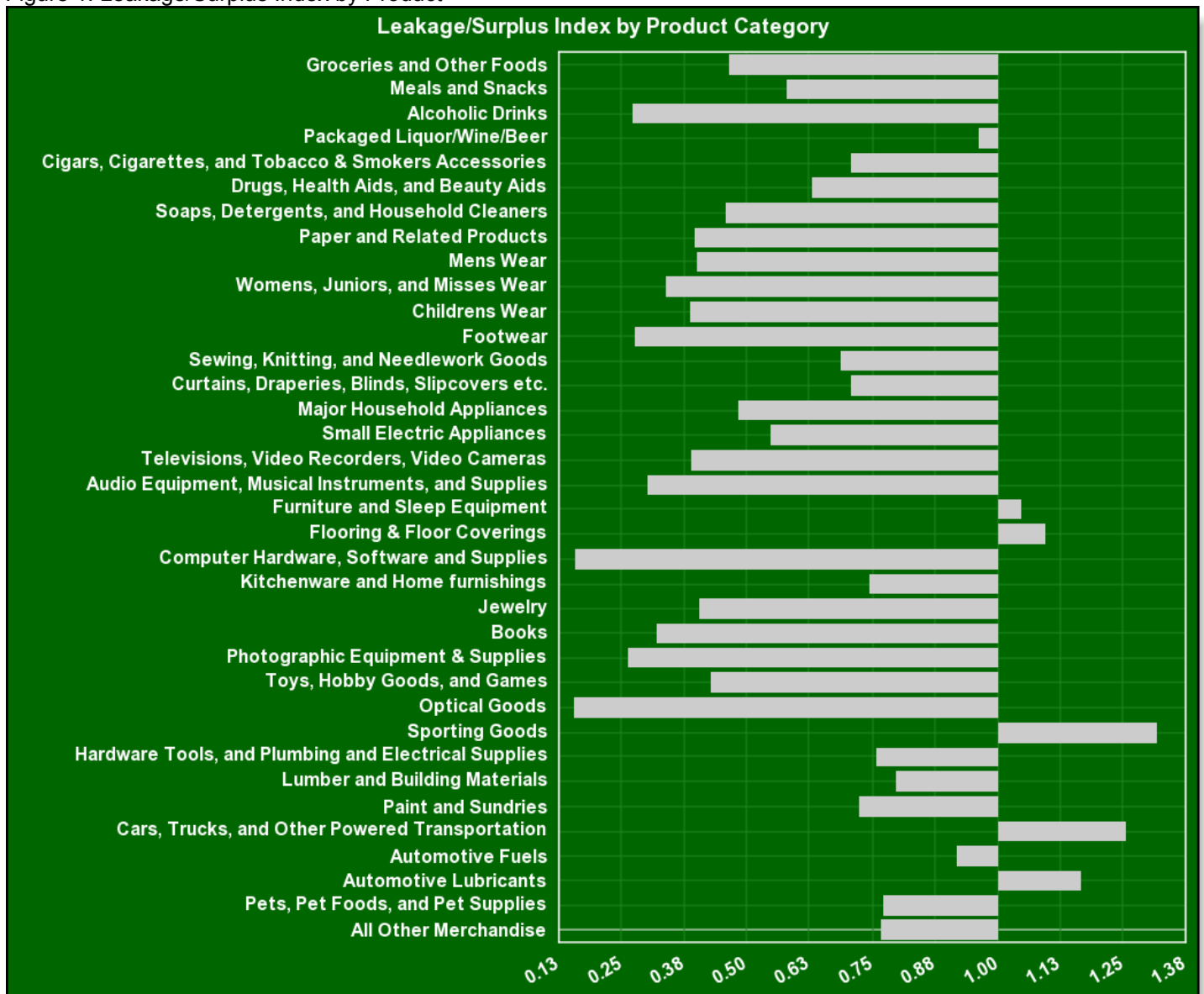
Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time

Leakage/Surplus Index by Product

The Leakage/Surplus Index provides a relative comparison of the supply and demand across retail product categories. It is calculated by dividing actual sales by potential sales. An index greater than 1.0 means that the community is attracting retail sales (surplus) from outside the trade area. If the index is less than 1.0 it means that out-shopping is taking place and the community is not successfully drawing its own residents.

Leakage/Surplus Index (Figure 1) shows the strengths and weaknesses of a community's retail market by product.

Figure 1. Leakage/Surplus Index by Product



Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time

The sales potential and the actual sales potential by product category and the resulting index are shown in Figure 2.

Figure 2. Sales Potential and Actual Sales by Product

Product Type	Potential	Actual Sales	Leakage/Surplus Index
Groceries and Other Foods	90,717,752	42,236,674	0.5
Meals and Snacks	65,616,311	38,038,204	0.6
Alcoholic Drinks	7,821,568	2,133,119	0.3
Packaged Liquor/Wine/Beer	12,059,987	11,604,911	1.0
Cigars, Cigarettes, and Tobacco & Smokers Accessories	14,063,862	9,967,592	0.7
Drugs, Health Aids, and Beauty Aids	41,357,953	26,130,253	0.6
Soaps, Detergents, and Household Cleaners	4,558,662	2,089,794	0.5
Paper and Related Products	4,603,844	1,817,801	0.4
Mens Wear	15,280,986	6,114,751	0.4
Womens, Juniors, and Misses Wear	28,755,138	9,746,406	0.3
Childrens Wear	7,310,760	2,814,752	0.4
Footwear	11,487,024	3,190,720	0.3
Sewing, Knitting, and Needlework Goods	1,252,971	862,774	0.7
Curtains, Draperies, Blinds, Slipcovers etc.	5,291,767	3,740,982	0.7
Major Household Appliances	6,221,838	3,003,511	0.5
Small Electric Appliances	2,059,130	1,125,269	0.5
Televisions, Video Recorders, Video Cameras	5,366,373	2,079,842	0.4
Audio Equipment, Musical Instruments, and Supplies	8,741,808	2,629,829	0.3
Furniture and Sleep Equipment	13,937,586	14,600,590	1.0
Flooring & Floor Coverings	7,138,207	7,819,018	1.1
Computer Hardware, Software and Supplies	18,155,709	2,851,758	0.2
Kitchenware and Home furnishings	11,061,165	8,243,776	0.7
Jewelry	9,676,302	3,915,560	0.4
Books	4,361,481	1,398,866	0.3
Photographic Equipment & Supplies	2,136,825	563,434	0.3
Toys, Hobby Goods, and Games	7,102,888	3,046,486	0.4
Optical Goods	1,960,303	301,938	0.2
Sporting Goods	12,173,703	16,046,253	1.3
Hardware Tools, and Plumbing and Electrical Supplies	53,593,343	40,591,054	0.8
Lumber and Building Materials	44,049,783	35,048,390	0.8
Paint and Sundries	6,770,039	4,905,221	0.7
Cars, Trucks, and Other Powered Transportation	120,408,652	151,459,386	1.3
Automotive Fuels	54,868,329	50,478,969	0.9
Automotive Lubricants	25,179,448	29,378,254	1.2
Pets, Pet Foods, and Pet Supplies	3,525,739	2,718,871	0.8
All Other Merchandise	25,995,377	19,927,505	0.8

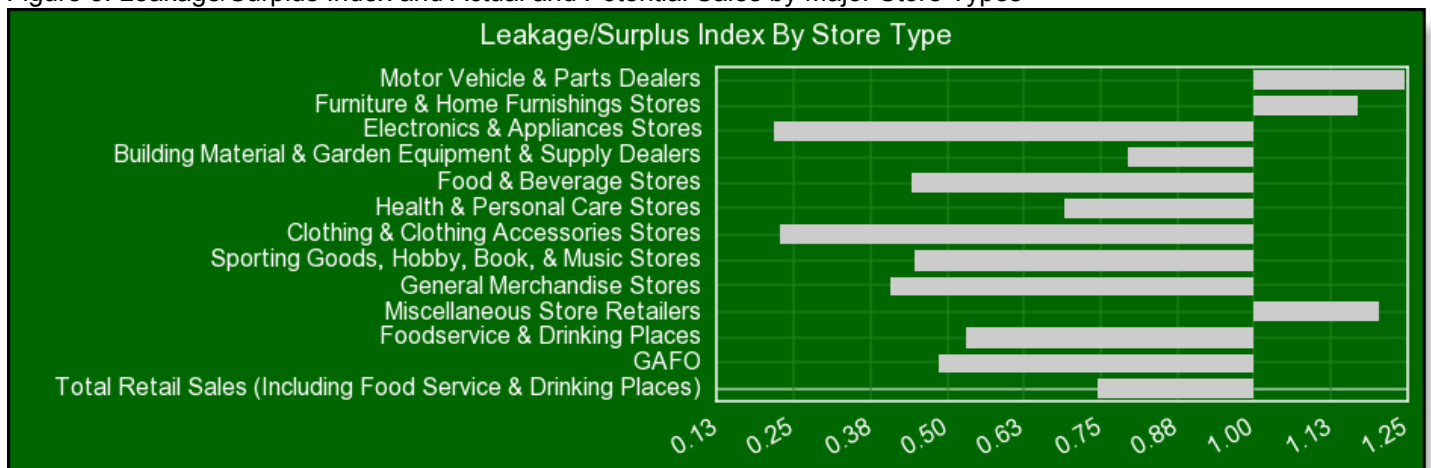
Site	Address	Analysis Geography
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Leakage/Surplus Index by Major Store Type

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.

Figure 3 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 3. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



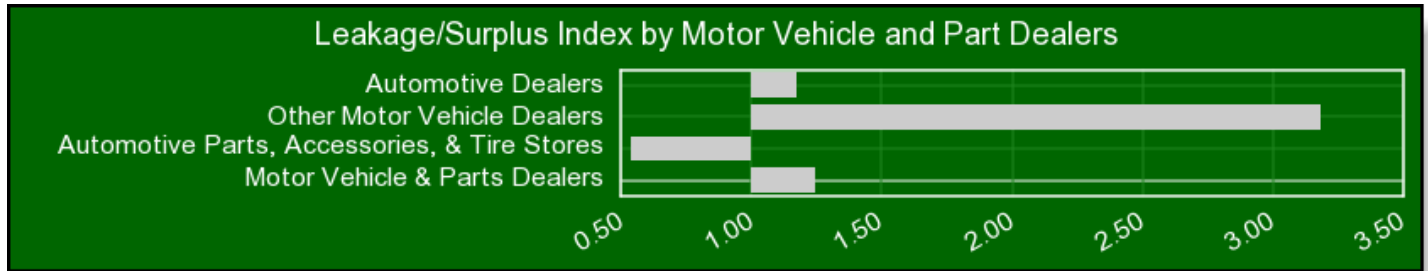
Store Type	Potential	Actual Sales	Leakage/Surplus Index
Motor Vehicle & Parts Dealers	149,388,882	185,933,601	1.24
Furniture & Home Furnishings Stores	22,126,546	25,893,941	1.17
Electronics & Appliances Stores	18,868,384	4,103,340	0.22
Building Material & Garden Equipment & Supply Dealers	97,005,144	77,175,569	0.80
Food & Beverage Stores	80,199,279	35,387,349	0.44
Health & Personal Care Stores	32,717,267	22,570,410	0.69
Clothing & Clothing Accessories Stores	37,514,137	8,563,738	0.23
Sporting Goods, Hobby, Book, & Music Stores	15,432,418	6,904,774	0.45
General Merchandise Stores	89,999,655	36,656,167	0.41
Miscellaneous Store Retailers	21,053,899	25,345,424	1.20
Foodservice & Drinking Places	68,264,518	36,213,574	0.53
GAFO	192,446,310	93,396,758	0.49
Total Retail Sales (Including Food Service & Drinking Places)	754,662,615	562,622,535	0.75

* GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies.

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time

Leakage/Surplus Analysis by Sub-Categories of Major Retail Types

Additional leakage/surplus details are provided on subcategories of stores in each of the twelve major store types. These details can help further identify possible business expansion opportunities.



Motor Vehicle and Parts Dealers	Potential	Actual Sales	Leakage/Surplus Index
Automotive Dealers	129,206,049	151,172,101	1.17
Other Motor Vehicle Dealers	9,019,519	28,760,269	3.19
Automotive Parts, Accessories, & Tire Stores	11,163,312	6,001,229	0.54
Motor Vehicle & Parts Dealers	149,388,882	185,933,601	1.24

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



Electronics and Appliance Stores	Potential	Actual Sales	Leakage/Surplus Index
Household Appliances Stores	3,188,341	266,177	0.08
Radio Television and Other Electronics Stores	11,162,821	2,958,361	0.27
Appliance, Television, and Other Electronics Stores	14,351,162	3,224,539	0.22
Computer and Software Stores	3,720,946	828,001	0.22
Camera & Photographic Equipment Stores	796,275	50,799	0.06
Electronics & Appliances Stores	18,868,384	4,103,340	0.22

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



Furniture and Home Furnishings Stores	Potential	Actual Sales	Leakage/Surplus Index
Furniture Stores	11,476,919	12,921,832	1.13
Home Furnishing Stores	10,649,626	12,972,108	1.22
Furniture & Home Furnishings Stores	22,126,546	25,893,941	1.17

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



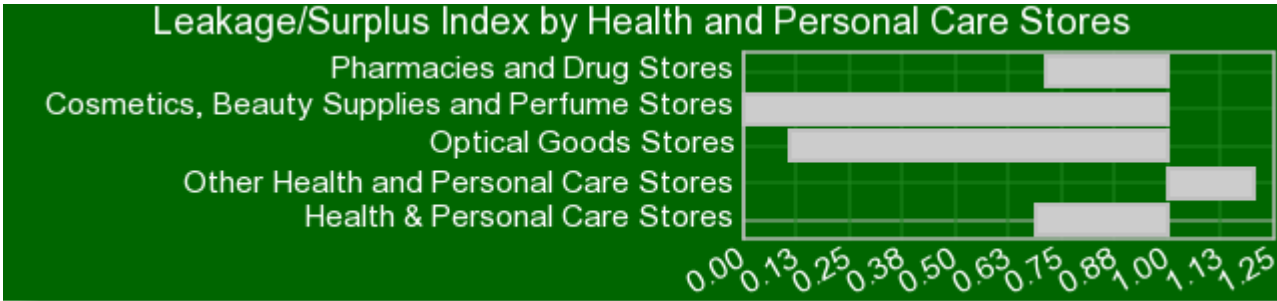
Building Material, Garden Equipment and Supply Dealers	Potential	Actual Sales	Leakage/Surplus Index
Home Centers	33,438,154	15,027,819	0.45
Paint and Wallpaper Stores	2,259,630	1,299,428	0.58
Hardware Stores	6,793,838	14,769,305	2.17
Building Materials, Lumberyards	15,701,962	14,213,616	0.91
Other Building Materials Dealers	45,829,569	41,680,807	0.91
Building Material & Supply Dealers	88,321,192	72,777,360	0.82
Outdoor Power Equipment Stores	1,273,354	1,173,868	0.92
Nursery and Garden Centers	7,410,598	3,224,340	0.44
Lawn and Garden Equipment and Supplies Stores	8,683,952	4,398,208	0.51
Building Material & Garden Equipment & Supply Dealers	97,005,144	77,175,569	0.80

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



Food and Beverage Stores	Potential	Actual Sales	Leakage/Surplus Index
Supermarkets and Other Grocery (except Convenience) Stores	68,529,480	26,947,273	0.39
Convenience Stores	3,836,037	633,482	0.17
Grocery Stores	72,365,518	27,580,756	0.38
Specialty Food Stores	2,381,410	615,241	0.26
Beer, Wine, & Liquor Stores	5,452,350	7,191,351	1.32
Food & Beverage Stores	80,199,279	35,387,349	0.44

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



Health and Personal Care Stores	Potential	Actual Sales	Leakage/Surplus Index
Pharmacies and Drug Stores	27,914,293	19,946,210	0.71
Cosmetics, Beauty Supplies and Perfume Stores	1,136,261	0	0.00
Optical Goods Stores	1,643,848	184,983	0.11
Other Health and Personal Care Stores	2,022,863	2,439,216	1.21
Health & Personal Care Stores	32,717,267	22,570,410	0.69

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



Clothing and Clothing Accessories Stores	Potential	Actual Sales	Leakage/Surplus Index
Mens Clothing Stores	1,666,340	997,905	0.60
Womens Clothing Stores	6,880,380	2,446,973	0.36
Childrens and Infants Clothing Stores	1,486,766	0	0.00
Family Clothing Stores	14,134,088	1,736,293	0.12
Clothing Accessories Stores	644,612	12,559	0.02
Other Clothing Stores	1,790,223	52,564	0.03
Clothing Stores	26,602,412	5,246,298	0.20
Shoe Stores	5,171,215	1,016,635	0.20
Jewelry Stores	5,297,263	2,300,804	0.43
Luggage, & Leather Goods Stores	443,245	0	0.00
Jewelry, Luggage, & Leather Goods Stores	5,740,509	2,300,804	0.40
Clothing & Clothing Accessories Stores	37,514,137	8,563,738	0.23

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



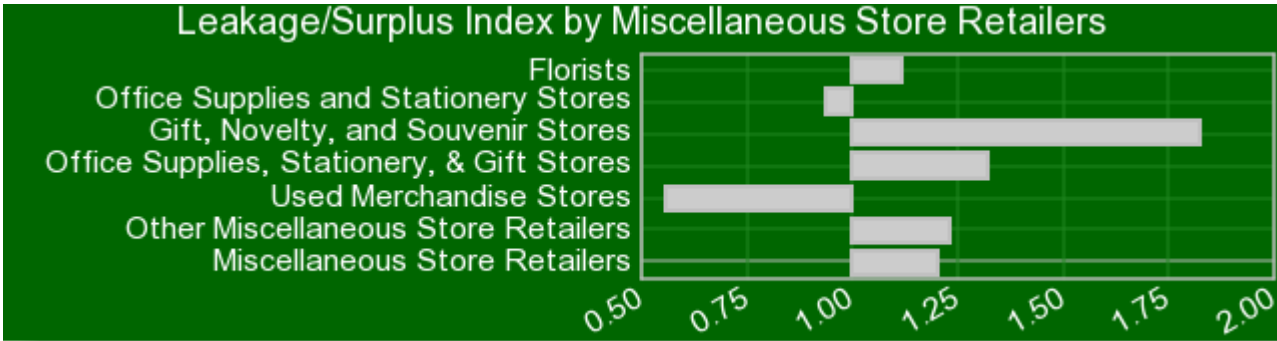
Sporting Goods, Hobby, Book and Music Stores	Potential	Actual Sales	Leakage/Surplus Index
Sporting Goods Stores	5,829,675	3,952,422	0.68
Hobby, Toys and Games Stores	3,486,887	1,339,364	0.38
Sew/Needlework/Piece Goods Stores	787,585	773,011	0.98
Musical Instrument and Supplies Stores	1,008,800	234,735	0.23
Sporting Goods, Hobby, & Musical Instrument Stores	11,112,947	6,299,533	0.57
Book Stores	2,658,552	170,233	0.06
News Dealers and Newsstands	166,748	0	0.00
Book Stores and News Dealers	2,825,300	170,233	0.06
Prerecorded Tape, Compact Disc, and Record Stores	1,494,169	435,008	0.29
Book, Periodical, & Music Stores	4,319,470	605,241	0.14
Sporting Goods, Hobby, Book, & Music Stores	15,432,418	6,904,774	0.45

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



General Merchandise Stores	Potential	Actual Sales	Leakage/Surplus Index
Department Stores excluding leased depts.	43,406,147	30,193,323	0.70
Warehouse Clubs and Super Stores	39,572,857	5,022,369	0.13
All Other General Merchandise Stores	7,020,650	1,440,474	0.21
Other General Merchandise Stores	46,593,507	6,462,843	0.14
General Merchandise Stores	89,999,655	36,656,167	0.41

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



Miscellaneous Store Retailers	Potential	Actual Sales	Leakage/Surplus Index
Florists	1,561,361	1,747,458	1.12
Office Supplies and Stationery Stores	4,790,965	4,493,738	0.94
Gift, Novelty, and Souvenir Stores	3,714,202	6,781,057	1.83
Office Supplies, Stationery, & Gift Stores	8,505,168	11,274,795	1.33
Used Merchandise Stores	1,813,431	1,019,179	0.56
Other Miscellaneous Store Retailers	9,173,937	11,303,990	1.23
Miscellaneous Store Retailers	21,053,899	25,345,424	1.20

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time



Foodservice and Drinking Places	Potential	Actual Sales	Leakage/Surplus Index
Full-service Restaurants	31,067,619	9,480,903	0.31
Limited-service Eating Places	28,584,321	23,515,254	0.82
Special Foodservices	5,525,415	2,679,126	0.48
Drinking Places -Alcoholic Beverages	3,087,162	538,289	0.17
Foodservice & Drinking Places	68,264,518	36,213,574	0.53

Site	Address	Analysis Geography
1	State Hwy 47 and 167th Ave Ramsey, MN 55303	12 minute drive time

Sources and Methodology

Household demand estimates are derived by combining data from the Consumer Expenditures Survey by the Bureau of Labor Statistics with current household demographic estimates from Claritas. The demand estimates only account for household expenditures. Demand is defined as the estimated dollar amount spent by a household that resides in the area of analysis for a specified retail store type or merchandise line item.

Supply estimates are generated from the Census of Retail Trade, a component of the Economic Census. County-level sales tax data is allocated to low levels of geography using business sales estimates, business locations, and employee counts provided by Claritas' Business Facts® database. Supply includes all products sold at retail outlets in a specified area for a one-year period. Supply is defined as the estimated total retail sales for a retail store type or merchandise line item.

Source: Retail Market Power™ (Claritas).



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.

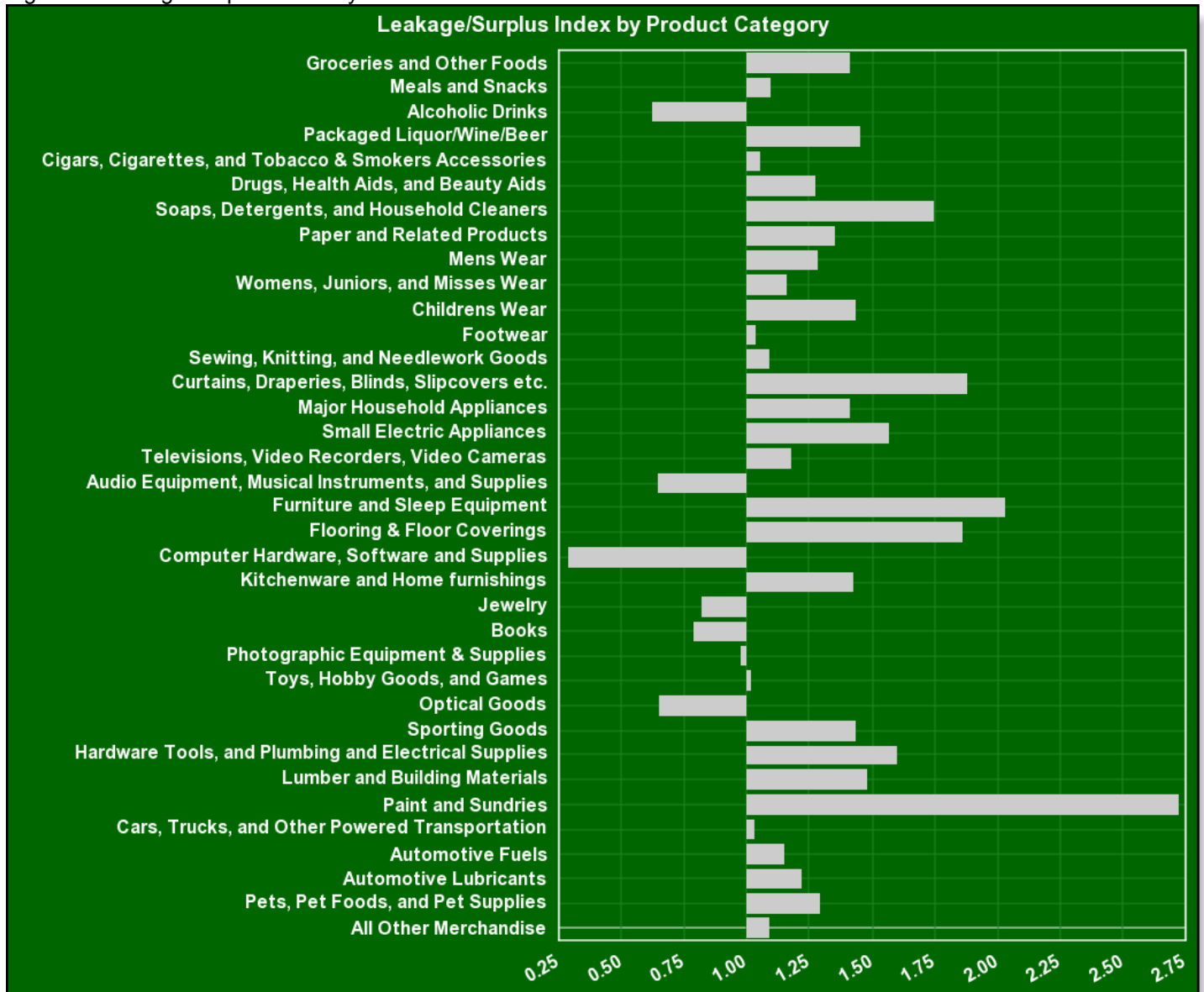
Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time

Leakage/Surplus Index by Product

The Leakage/Surplus Index provides a relative comparison of the supply and demand across retail product categories. It is calculated by dividing actual sales by potential sales. An index greater than 1.0 means that the community is attracting retail sales (surplus) from outside the trade area. If the index is less than 1.0 it means that out-shopping is taking place and the community is not successfully drawing its own residents.

Leakage/Surplus Index (Figure 1) shows the strengths and weaknesses of a community's retail market by product.

Figure 1. Leakage/Surplus Index by Product



Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time

The sales potential and the actual sales potential by product category and the resulting index are shown in Figure 2.

Figure 2. Sales Potential and Actual Sales by Product

Product Type	Potential	Actual Sales	Leakage/Surplus Index
Groceries and Other Foods	155,668,339	219,618,808	1.4
Meals and Snacks	112,335,244	122,716,270	1.1
Alcoholic Drinks	13,471,662	8,400,432	0.6
Packaged Liquor/Wine/Beer	20,778,005	30,176,394	1.5
Cigars, Cigarettes, and Tobacco & Smokers Accessories	25,676,504	27,009,800	1.1
Drugs, Health Aids, and Beauty Aids	73,044,600	93,001,762	1.3
Soaps, Detergents, and Household Cleaners	7,549,342	13,182,893	1.7
Paper and Related Products	7,719,443	10,447,998	1.4
Mens Wear	24,814,549	31,888,185	1.3
Womens, Juniors, and Misses Wear	46,134,072	53,308,389	1.2
Childrens Wear	12,283,538	17,626,113	1.4
Footwear	18,787,848	19,425,783	1.0
Sewing, Knitting, and Needlework Goods	2,056,543	2,235,997	1.1
Curtains, Draperies, Blinds, Slipcovers etc.	8,560,235	16,072,968	1.9
Major Household Appliances	10,183,683	14,356,223	1.4
Small Electric Appliances	3,501,670	5,481,153	1.6
Televisions, Video Recorders, Video Cameras	9,086,642	10,688,665	1.2
Audio Equipment, Musical Instruments, and Supplies	14,570,163	9,366,892	0.6
Furniture and Sleep Equipment	22,581,302	45,893,118	2.0
Flooring & Floor Coverings	11,027,483	20,540,589	1.9
Computer Hardware, Software and Supplies	29,723,380	8,476,802	0.3
Kitchenware and Home furnishings	17,724,474	25,225,301	1.4
Jewelry	15,173,257	12,467,961	0.8
Books	7,292,337	5,733,850	0.8
Photographic Equipment & Supplies	3,478,498	3,389,265	1.0
Toys, Hobby Goods, and Games	11,691,721	11,867,223	1.0
Optical Goods	3,264,232	2,115,094	0.6
Sporting Goods	19,651,953	28,199,181	1.4
Hardware Tools, and Plumbing and Electrical Supplies	86,063,451	137,406,558	1.6
Lumber and Building Materials	69,345,399	102,737,789	1.5
Paint and Sundries	10,443,865	28,443,106	2.7
Cars, Trucks, and Other Powered Transportation	203,114,436	209,331,922	1.0
Automotive Fuels	93,754,035	107,529,395	1.1
Automotive Lubricants	42,893,802	52,188,837	1.2
Pets, Pet Foods, and Pet Supplies	5,779,297	7,480,332	1.3
All Other Merchandise	43,817,328	47,686,156	1.1

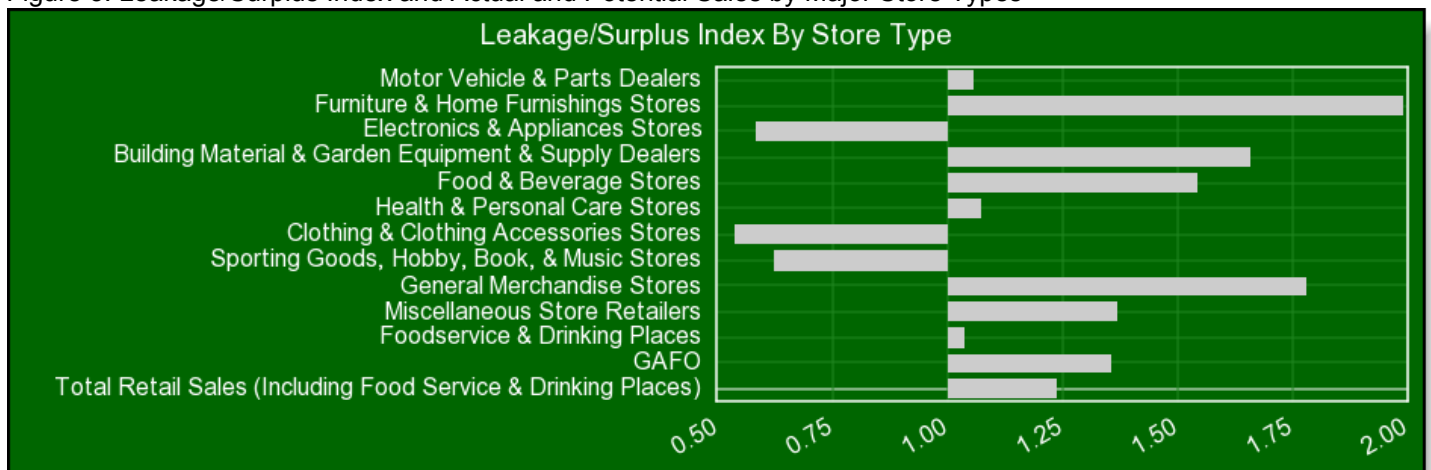
Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time

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

Figure 3. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



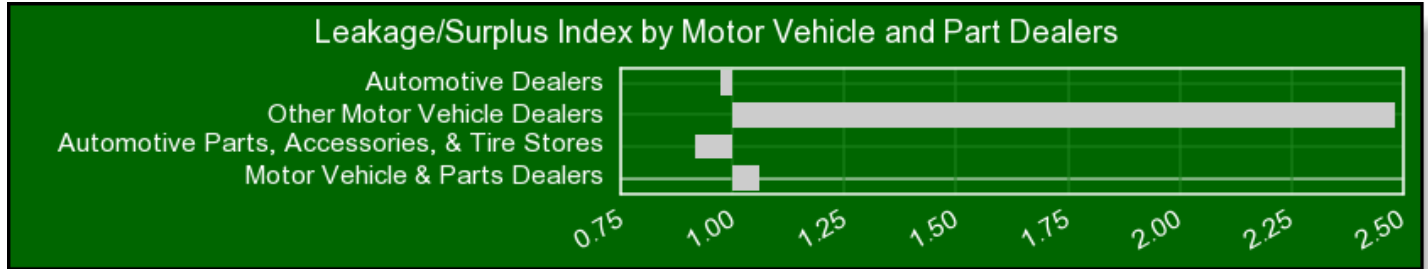
Store Type	Potential	Actual Sales	Leakage/Surplus Index
Motor Vehicle & Parts Dealers	251,781,061	266,569,160	1.06
Furniture & Home Furnishings Stores	35,478,890	70,581,222	1.99
Electronics & Appliances Stores	31,202,427	18,209,743	0.58
Building Material & Garden Equipment & Supply Dealers	154,259,516	256,104,002	1.66
Food & Beverage Stores	137,734,946	212,833,625	1.55
Health & Personal Care Stores	57,060,425	61,242,832	1.07
Clothing & Clothing Accessories Stores	60,625,638	32,693,334	0.54
Sporting Goods, Hobby, Book, & Music Stores	25,456,445	15,868,665	0.62
General Merchandise Stores	150,004,593	266,862,724	1.78
Miscellaneous Store Retailers	35,142,086	48,139,774	1.37
Foodservice & Drinking Places	116,885,829	121,339,023	1.04
GAFO	316,955,810	430,567,060	1.36
Total Retail Sales (Including Food Service & Drinking Places)	1,263,042,337	1,561,717,215	1.24

* GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies.

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time

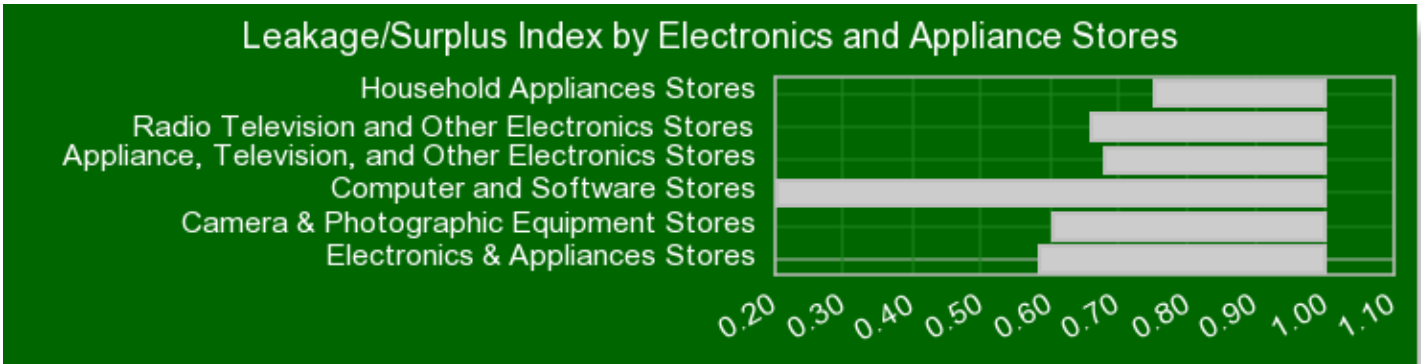
Leakage/Surplus Analysis by Sub-Categories of Major Retail Types

Additional leakage/surplus details are provided on subcategories of stores in each of the twelve major store types. These details can help further identify possible business expansion opportunities.



Motor Vehicle and Parts Dealers	Potential	Actual Sales	Leakage/Surplus Index
Automotive Dealers	217,884,214	212,144,520	0.97
Other Motor Vehicle Dealers	14,940,818	37,090,375	2.48
Automotive Parts, Accessories, & Tire Stores	18,956,028	17,334,263	0.91
Motor Vehicle & Parts Dealers	251,781,061	266,569,160	1.06

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



Electronics and Appliance Stores	Potential	Actual Sales	Leakage/Surplus Index
Household Appliances Stores	5,254,952	3,953,015	0.75
Radio Television and Other Electronics Stores	18,539,684	12,236,159	0.66
Appliance, Television, and Other Electronics Stores	23,794,637	16,189,174	0.68
Computer and Software Stores	6,103,202	1,233,169	0.20
Camera & Photographic Equipment Stores	1,304,587	787,398	0.60
Electronics & Appliances Stores	31,202,427	18,209,743	0.58

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



Furniture and Home Furnishings Stores	Potential	Actual Sales	Leakage/Surplus Index
Furniture Stores	18,603,911	40,000,979	2.15
Home Furnishing Stores	16,874,978	30,580,242	1.81
Furniture & Home Furnishings Stores	35,478,890	70,581,222	1.99

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



Building Material, Garden Equipment and Supply Dealers	Potential	Actual Sales	Leakage/Surplus Index
Home Centers	53,351,473	161,584,014	3.03
Paint and Wallpaper Stores	3,519,220	11,098,598	3.15
Hardware Stores	11,001,766	19,254,041	1.75
Building Materials, Lumberyards	24,845,716	20,307,788	0.82
Other Building Materials Dealers	72,326,818	59,551,689	0.82
Building Material & Supply Dealers	140,199,278	251,488,343	1.79
Outdoor Power Equipment Stores	2,061,405	1,423,983	0.69
Nursery and Garden Centers	11,998,832	3,191,675	0.27
Lawn and Garden Equipment and Supplies Stores	14,060,238	4,615,658	0.33
Building Material & Garden Equipment & Supply Dealers	154,259,516	256,104,002	1.66

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



Food and Beverage Stores	Potential	Actual Sales	Leakage/Surplus Index
Supermarkets and Other Grocery (except Convenience) Stores	117,574,365	193,255,979	1.64
Convenience Stores	6,670,371	1,365,779	0.20
Grocery Stores	124,244,737	194,621,759	1.57
Specialty Food Stores	4,067,912	2,276,685	0.56
Beer, Wine, & Liquor Stores	9,422,296	15,935,180	1.69
Food & Beverage Stores	137,734,946	212,833,625	1.55

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



Health and Personal Care Stores	Potential	Actual Sales	Leakage/Surplus Index
Pharmacies and Drug Stores	48,774,455	55,106,384	1.13
Cosmetics, Beauty Supplies and Perfume Stores	1,993,189	58,206	0.03
Optical Goods Stores	2,738,307	1,726,430	0.63
Other Health and Personal Care Stores	3,554,473	4,351,811	1.22
Health & Personal Care Stores	57,060,425	61,242,832	1.07

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



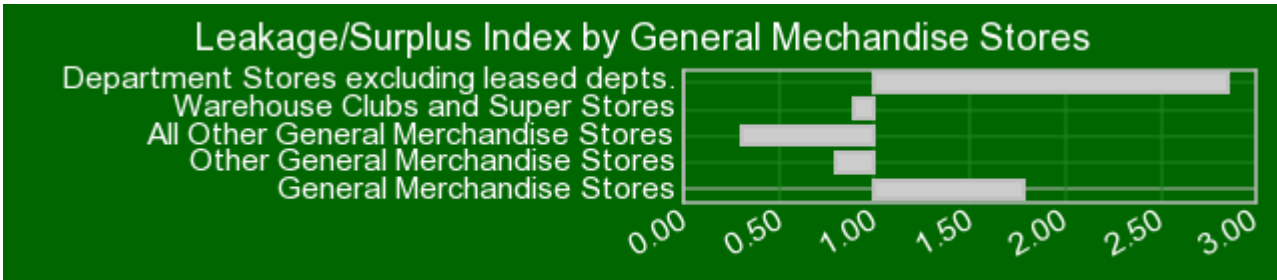
Clothing and Clothing Accessories Stores	Potential	Actual Sales	Leakage/Surplus Index
Mens Clothing Stores	2,706,839	1,769,758	0.65
Womens Clothing Stores	11,052,193	7,615,061	0.69
Childrens and Infants Clothing Stores	2,492,592	0	0.00
Family Clothing Stores	22,959,606	10,387,142	0.45
Clothing Accessories Stores	1,026,771	46,173	0.05
Other Clothing Stores	2,890,899	353,967	0.12
Clothing Stores	43,128,903	20,172,104	0.47
Shoe Stores	8,456,967	7,690,767	0.91
Jewelry Stores	8,335,627	4,830,463	0.58
Luggage, & Leather Goods Stores	704,140	0	0.00
Jewelry, Luggage, & Leather Goods Stores	9,039,768	4,830,463	0.53
Clothing & Clothing Accessories Stores	60,625,638	32,693,334	0.54

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



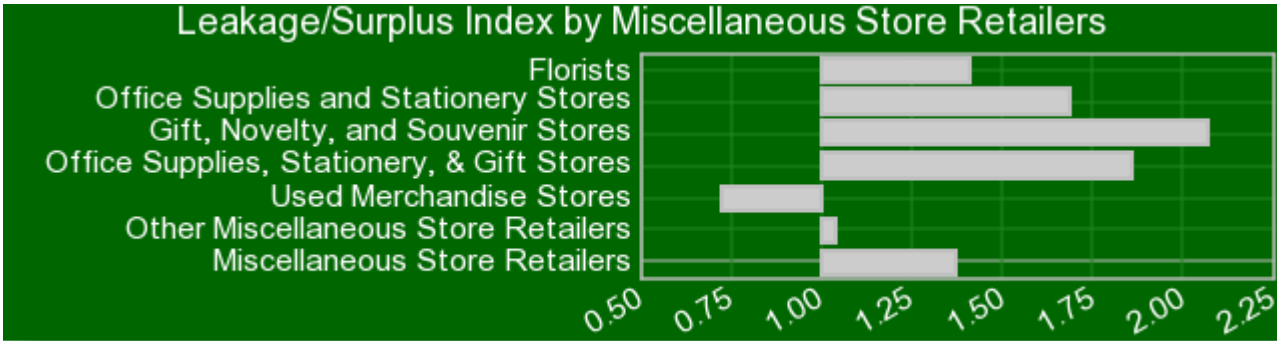
Sporting Goods, Hobby, Book and Music Stores	Potential	Actual Sales	Leakage/Surplus Index
Sporting Goods Stores	9,443,179	8,202,325	0.87
Hobby, Toys and Games Stores	5,749,767	2,087,389	0.36
Sew/Needlework/Piece Goods Stores	1,295,649	1,128,311	0.87
Musical Instrument and Supplies Stores	1,677,191	877,284	0.52
Sporting Goods, Hobby, & Musical Instrument Stores	18,165,787	12,295,310	0.68
Book Stores	4,447,672	3,018,561	0.68
News Dealers and Newsstands	289,348	0	0.00
Book Stores and News Dealers	4,737,021	3,018,561	0.64
Prerecorded Tape, Compact Disc, and Record Stores	2,553,637	554,793	0.22
Book, Periodical, & Music Stores	7,290,658	3,573,354	0.49
Sporting Goods, Hobby, Book, & Music Stores	25,456,445	15,868,665	0.62

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



General Merchandise Stores	Potential	Actual Sales	Leakage/Surplus Index
Department Stores excluding leased depts.	71,523,775	204,210,171	2.86
Warehouse Clubs and Super Stores	66,879,971	59,218,558	0.89
All Other General Merchandise Stores	11,600,846	3,433,994	0.30
Other General Merchandise Stores	78,480,817	62,652,553	0.80
General Merchandise Stores	150,004,593	266,862,724	1.78

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



Miscellaneous Store Retailers	Potential	Actual Sales	Leakage/Surplus Index
Florists	2,533,834	3,579,452	1.41
Office Supplies and Stationery Stores	8,000,027	13,534,338	1.69
Gift, Novelty, and Souvenir Stores	6,187,787	12,817,032	2.07
Office Supplies, Stationery, & Gift Stores	14,187,814	26,351,370	1.86
Used Merchandise Stores	2,982,278	2,157,900	0.72
Other Miscellaneous Store Retailers	15,438,158	16,051,051	1.04
Miscellaneous Store Retailers	35,142,086	48,139,774	1.37

Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time



Foodservice and Drinking Places	Potential	Actual Sales	Leakage/Surplus Index
Full-service Restaurants	53,210,694	48,584,771	0.91
Limited-service Eating Places	48,924,313	65,873,607	1.35
Special Foodservices	9,446,474	6,079,168	0.64
Drinking Places -Alcoholic Beverages	5,304,346	801,477	0.15
Foodservice & Drinking Places	116,885,829	121,339,023	1.04

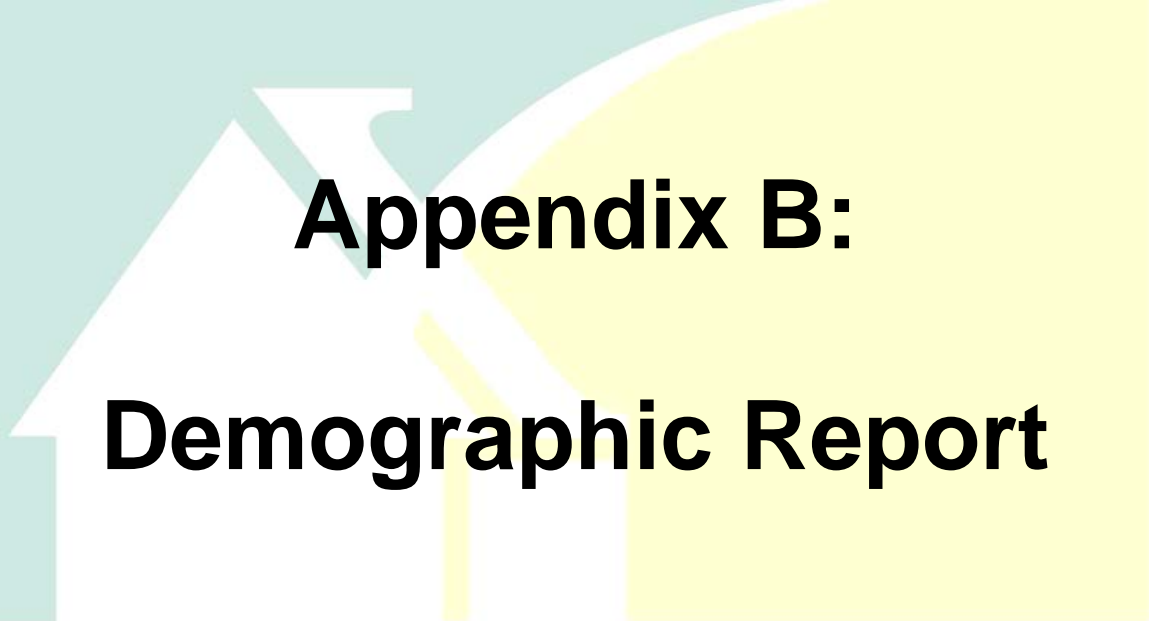
Site	Address	Analysis Geography
2	Armstrong Blvd and Sunwood Dr Ramsey, MN 55303	12 minute drive time

Sources and Methodology

Household demand estimates are derived by combining data from the Consumer Expenditures Survey by the Bureau of Labor Statistics with current household demographic estimates from Claritas. The demand estimates only account for household expenditures. Demand is defined as the estimated dollar amount spent by a household that resides in the area of analysis for a specified retail store type or merchandise line item.

Supply estimates are generated from the Census of Retail Trade, a component of the Economic Census. County-level sales tax data is allocated to low levels of geography using business sales estimates, business locations, and employee counts provided by Claritas' Business Facts® database. Supply includes all products sold at retail outlets in a specified area for a one-year period. Supply is defined as the estimated total retail sales for a retail store type or merchandise line item.

Source: Retail Market Power™ (Claritas).



Appendix B:
Demographic Report

Analysis Geography: State Hwy 47 & 167th Ave
Ramsey, MN

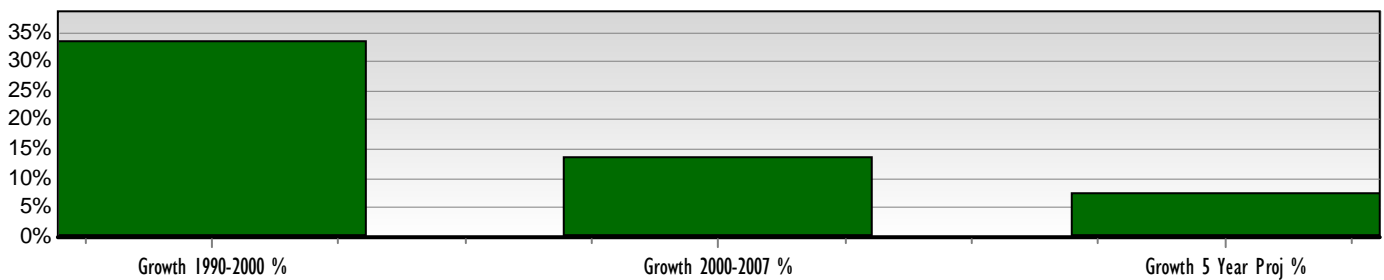
Date: 8/17/2008

Population Profile

**12 Min
Drive Time**

2012 Projection	45,230
2007 Estimate	42,128
2000 Census	37,027
1990 Census	27,743

Population Change



Work Place Population

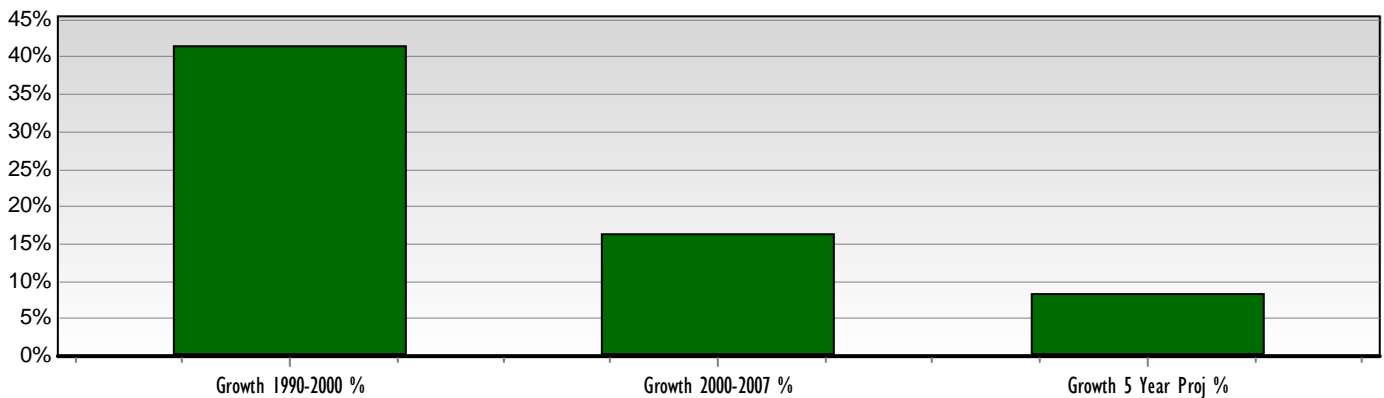
**12 Min
Drive Time**

Total	24,557
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Household Profile

2012 Projection	15,956
2007 Estimate	14,733
2000 Census	12,675
1990 Census	8,960

Household Change

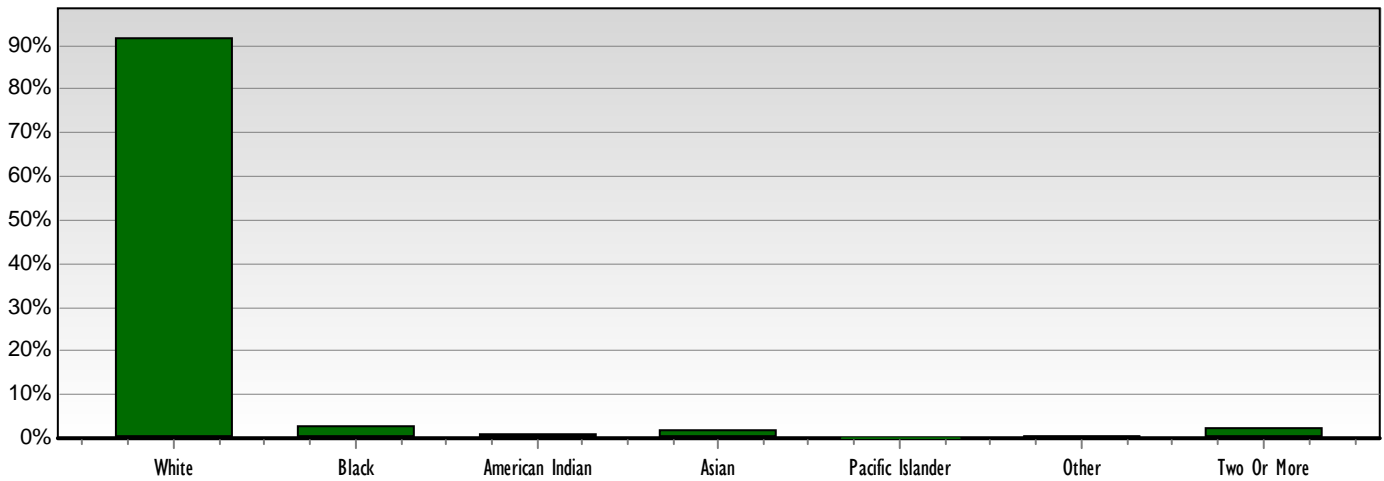


Analysis Geography: State Hwy 47 & 167th Ave
Ramsey, MN

Date: 8/17/2008

Population By Race (Current)		12 Min Drive Time
White	38,600	
Black	1,189	
American Indian	306	
Asian	828	
Pacific Islander	7	
Other	255	
Two Or More	943	
Total Population By Race		42,128

Population By Race (Current)



Population By Hispanic Origin (Current)		12 Min Drive Time
Hispanic Origin	1,088	
Non Hispanic Origin	41,040	

Analysis Geography: State Hwy 47 & 167th Ave
Ramsey, MN

Date: 8/17/2008

Population By Age (Current)

**12 Min
Drive Time**

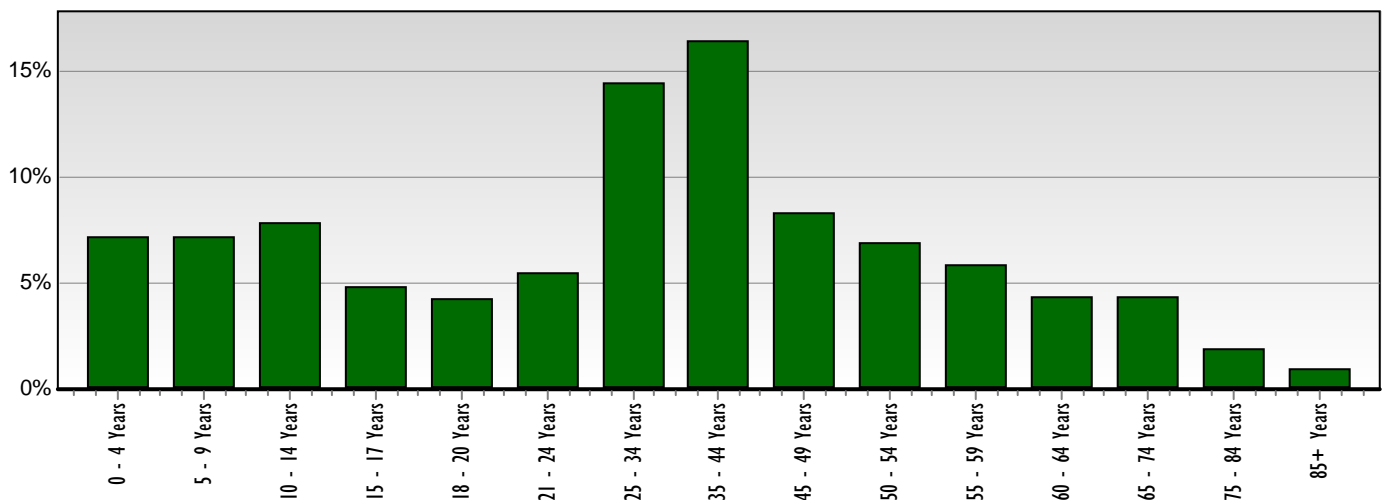
0 to 4 years	3,019
5 to 9 years	3,027
10 to 14 years	3,292
15 to 17 years	2,037
18 to 20 years	1,777
21 to 24 years	2,293
25 to 34 years	6,071
35 to 44 years	6,914
45 to 49 years	3,494
50 to 54 years	2,910
55 to 59 years	2,462
60 to 64 years	1,818
65 to 74 years	1,840
75 to 84 years	791
85+ Years	383

Total Population By Age

42,128

Average Age	34.4
Median Age	35.0

Population By Age (Current)

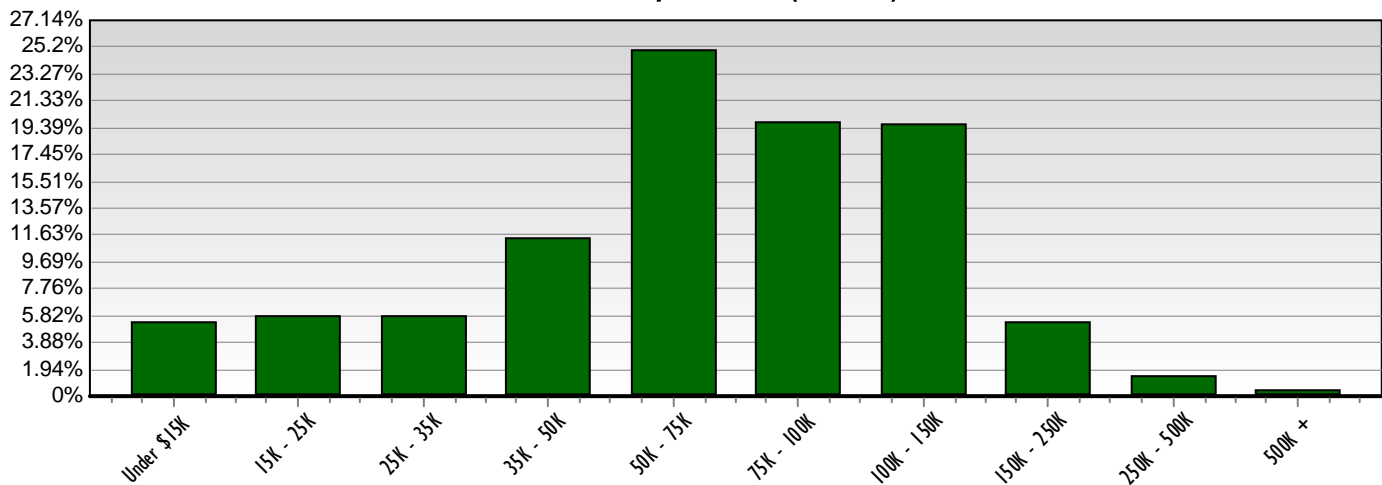


Analysis Geography: State Hwy 47 & 167th Ave
Ramsey, MN

Date: 8/17/2008

Households By Income (Current)	12 Min Drive Time
Under \$15,000	793
\$15,000 to \$24,999	856
\$25,000 to \$34,999	852
\$35,000 to \$49,999	1,679
\$50,000 to \$74,999	3,680
\$75,000 to \$99,999	2,914
\$100,000 to \$149,999	2,888
\$150,000 to \$249,999	781
\$250,000 to \$499,999	220
\$500,000 +	70
Total Households By Income	14,733
Average Household Income	\$83,052
Per Capita Income	\$30,393
Median Household Income	\$71,827

Households By Income (Current)



Analysis Geography: State Hwy 47 & 167th Ave
Ramsey, MN

Date: 8/17/2008

Housing Units By Occupancy (Current) 12 Min Drive Time

Owner - Occupied	80.0%
Renter - Occupied	17.8%
Vacant	2.2%

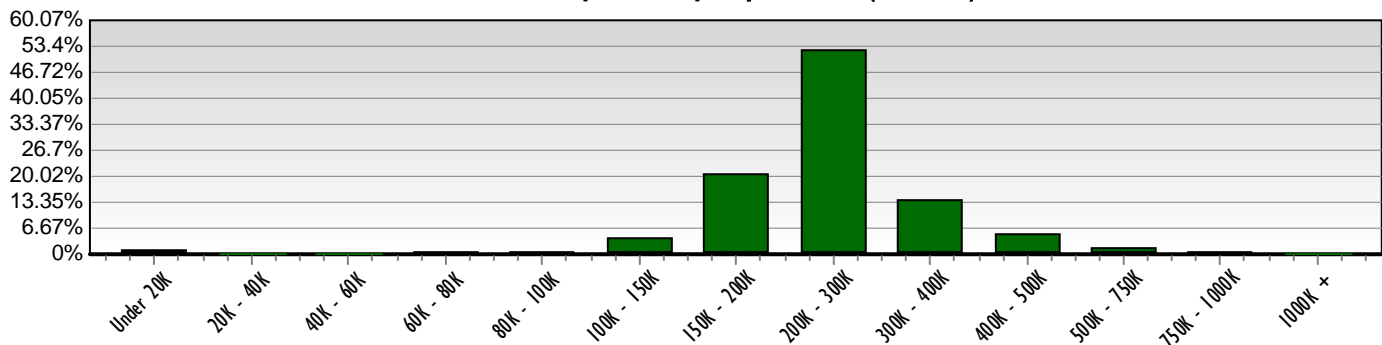
Owner - Occupied Property Values (Current)

Under \$20,000	111
\$20,000 to \$39,999	18
\$40,000 to \$59,999	18
\$60,000 to \$79,999	43
\$80,000 to \$99,999	34
\$100,000 to \$149,999	503
\$150,000 to \$199,999	2,472
\$200,000 to \$299,999	6,308
\$300,000 to \$399,999	1,639
\$400,000 to \$499,999	625
\$500,000 to \$749,999	205
\$750,000 to \$999,999	39
\$1,000,000 +	30

Total Owner - Occupied Property Values 12,045

Median Property Value 228,066

Owner - Occupied Property Values (Current)





Analysis Geography: Armstrong Blvd & Sunwood Dr
Ramsey, MN

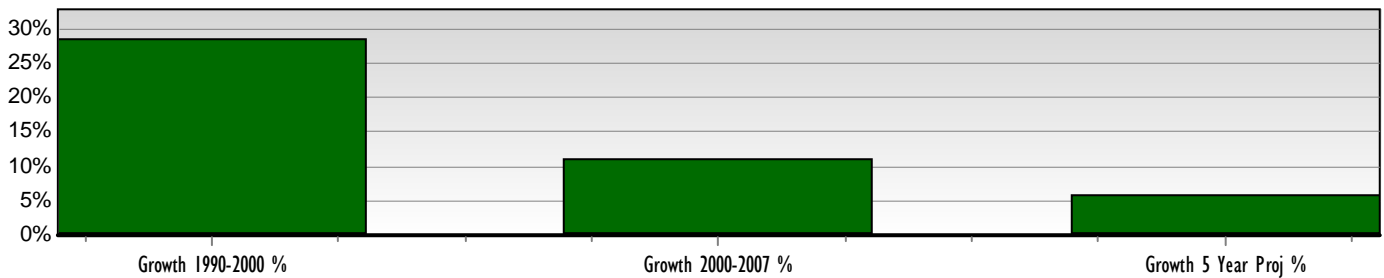
Date: 8/17/2008

Population Profile

**12 Min
Drive Time**

2012 Projection	38,802
2007 Estimate	36,651
2000 Census	32,969
1990 Census	25,670

Population Change



Work Place Population

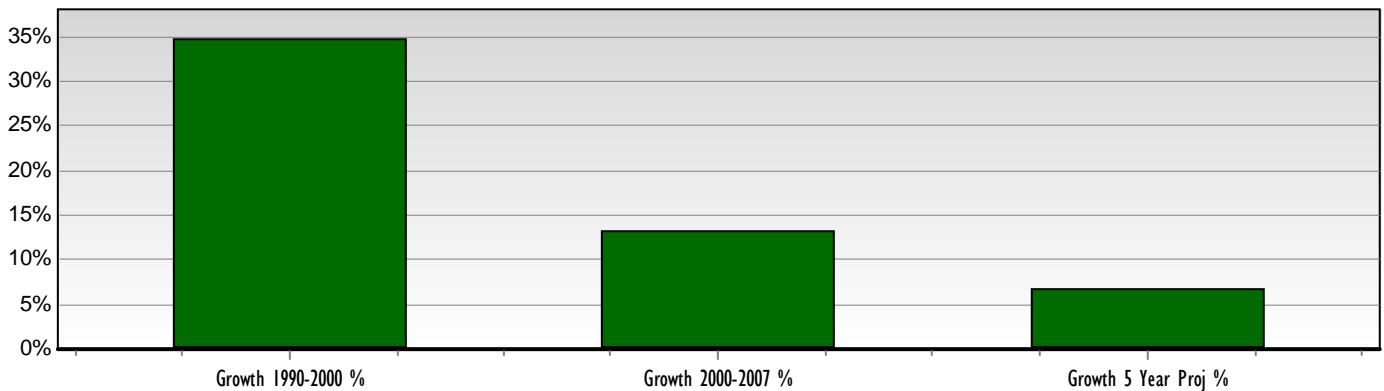
**12 Min
Drive Time**

Total	24,390
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Household Profile

2012 Projection	14,474
2007 Estimate	13,554
2000 Census	11,960
1990 Census	8,877

Household Change

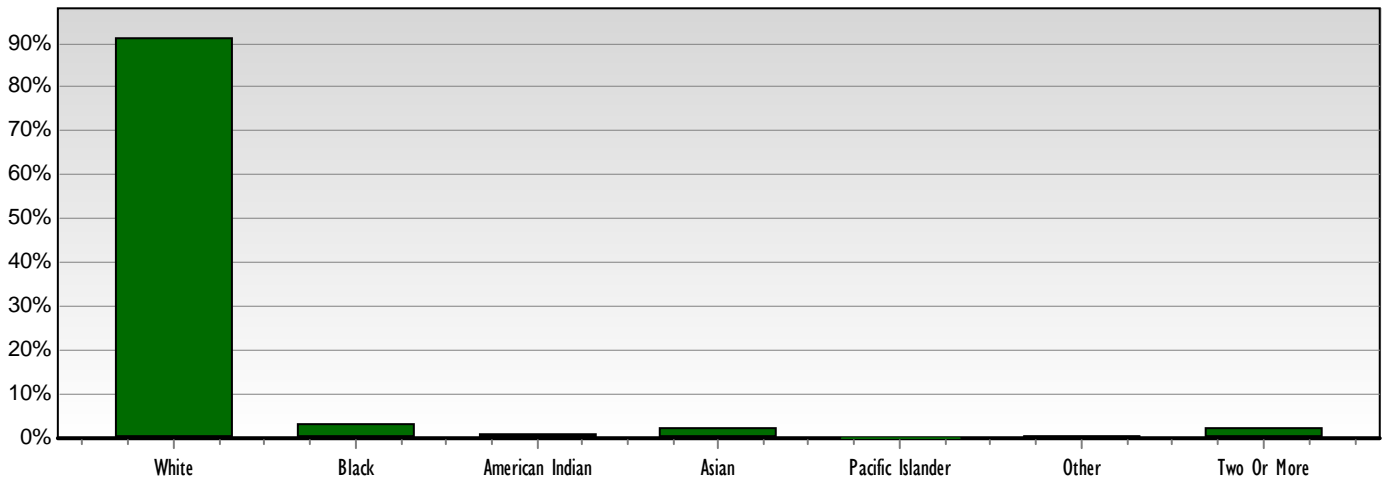


Analysis Geography: Armstrong Blvd & Sunwood Dr
Ramsay, MN

Date: 8/17/2008

Population By Race (Current)		12 Min Drive Time
White	33,410	
Black	1,101	
American Indian	290	
Asian	756	
Pacific Islander	13	
Other	232	
Two Or More	849	
Total Population By Race		36,651

Population By Race (Current)



Population By Hispanic Origin (Current)		12 Min Drive Time
Hispanic Origin	999	
Non Hispanic Origin	35,652	

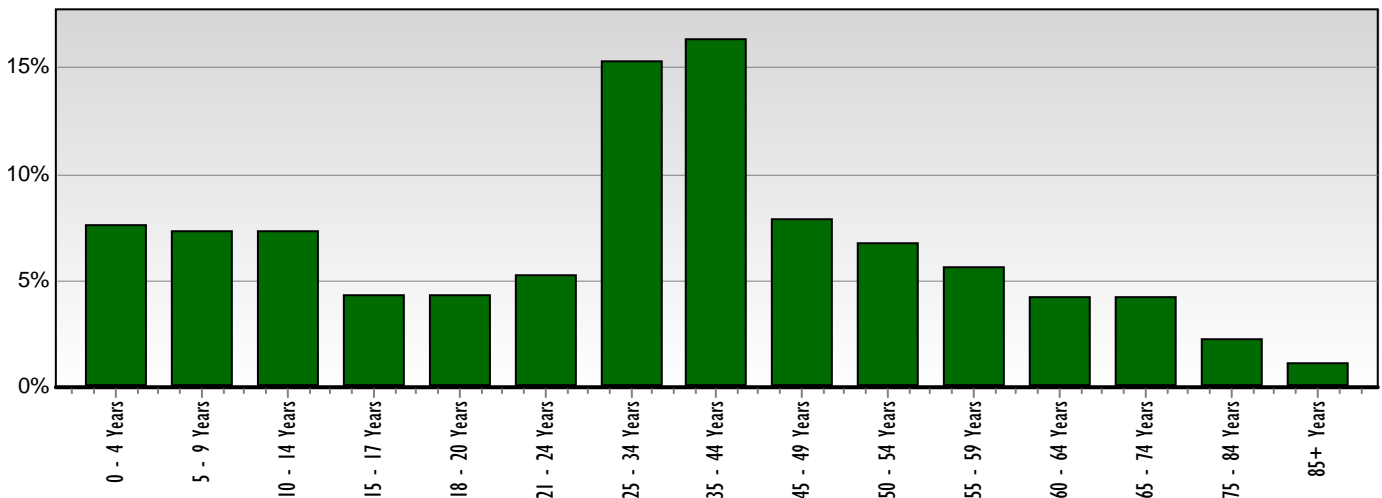
Analysis Geography: Armstrong Blvd & Sunwood Dr
Ramsay, MN

Date: 8/17/2008

Population By Age (Current)	12 Min Drive Time
0 to 4 years	2,797
5 to 9 years	2,675
10 to 14 years	2,679
15 to 17 years	1,575
18 to 20 years	1,572
21 to 24 years	1,934
25 to 34 years	5,609
35 to 44 years	5,996
45 to 49 years	2,892
50 to 54 years	2,477
55 to 59 years	2,076
60 to 64 years	1,534
65 to 74 years	1,566
75 to 84 years	840
85+ Years	429

Total Population By Age	36,651
Average Age	34.6
Median Age	34.8

Population By Age (Current)

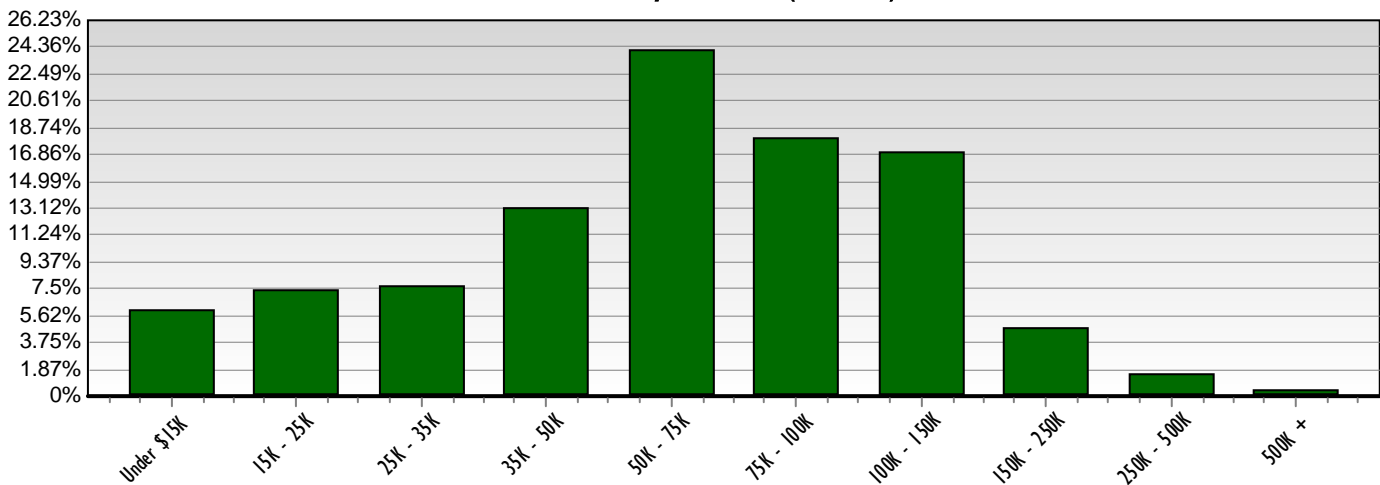


Analysis Geography: Armstrong Blvd & Sunwood Dr
Ramsay, MN

Date: 8/17/2008

Households By Income (Current)	12 Min Drive Time
Under \$15,000	808
\$15,000 to \$24,999	997
\$25,000 to \$34,999	1,038
\$35,000 to \$49,999	1,770
\$50,000 to \$74,999	3,272
\$75,000 to \$99,999	2,446
\$100,000 to \$149,999	2,308
\$150,000 to \$249,999	634
\$250,000 to \$499,999	215
\$500,000 +	66
Total Households By Income	13,554
Average Household Income	\$78,691
Per Capita Income	\$30,604
Median Household Income	\$67,373

Households By Income (Current)



Analysis Geography: Armstrong Blvd & Sunwood Dr
Ramsay, MN

Date: 8/17/2008

Housing Units By Occupancy (Current) 12 Min Drive Time

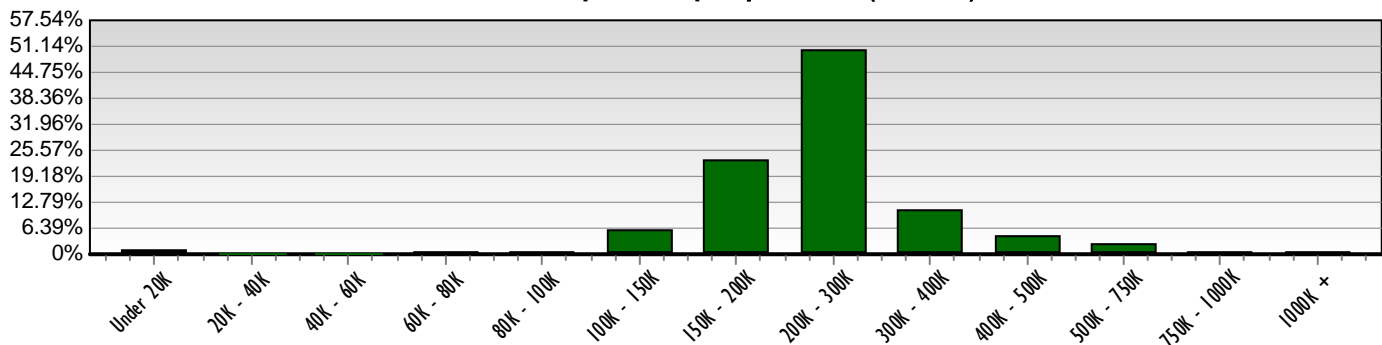
Owner - Occupied	72.5%
Renter - Occupied	25.1%
Vacant	2.5%

Owner - Occupied Property Values (Current)

Under \$20,000	105
\$20,000 to \$39,999	12
\$40,000 to \$59,999	9
\$60,000 to \$79,999	34
\$80,000 to \$99,999	48
\$100,000 to \$149,999	601
\$150,000 to \$199,999	2,329
\$200,000 to \$299,999	5,051
\$300,000 to \$399,999	1,068
\$400,000 to \$499,999	466
\$500,000 to \$749,999	253
\$750,000 to \$999,999	56
\$1,000,000 +	38

Total Owner - Occupied Property Values	10,070
Median Property Value	217,284

Owner - Occupied Property Values (Current)





Retail Site Assessment

July 2011

DRAFT

Table of Contents

Selecting Ramsey’s Retail Site	1
Retail Site 1 Analysis.....	2
Retail Site 2 Analysis.....	4
Appendix A: Leakage and Demand Analysis	
Appendix B: Segmentation Guide	

Buxton CommunityID 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

Selecting Ramsey's Retail Site

To begin the CommunityID 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.

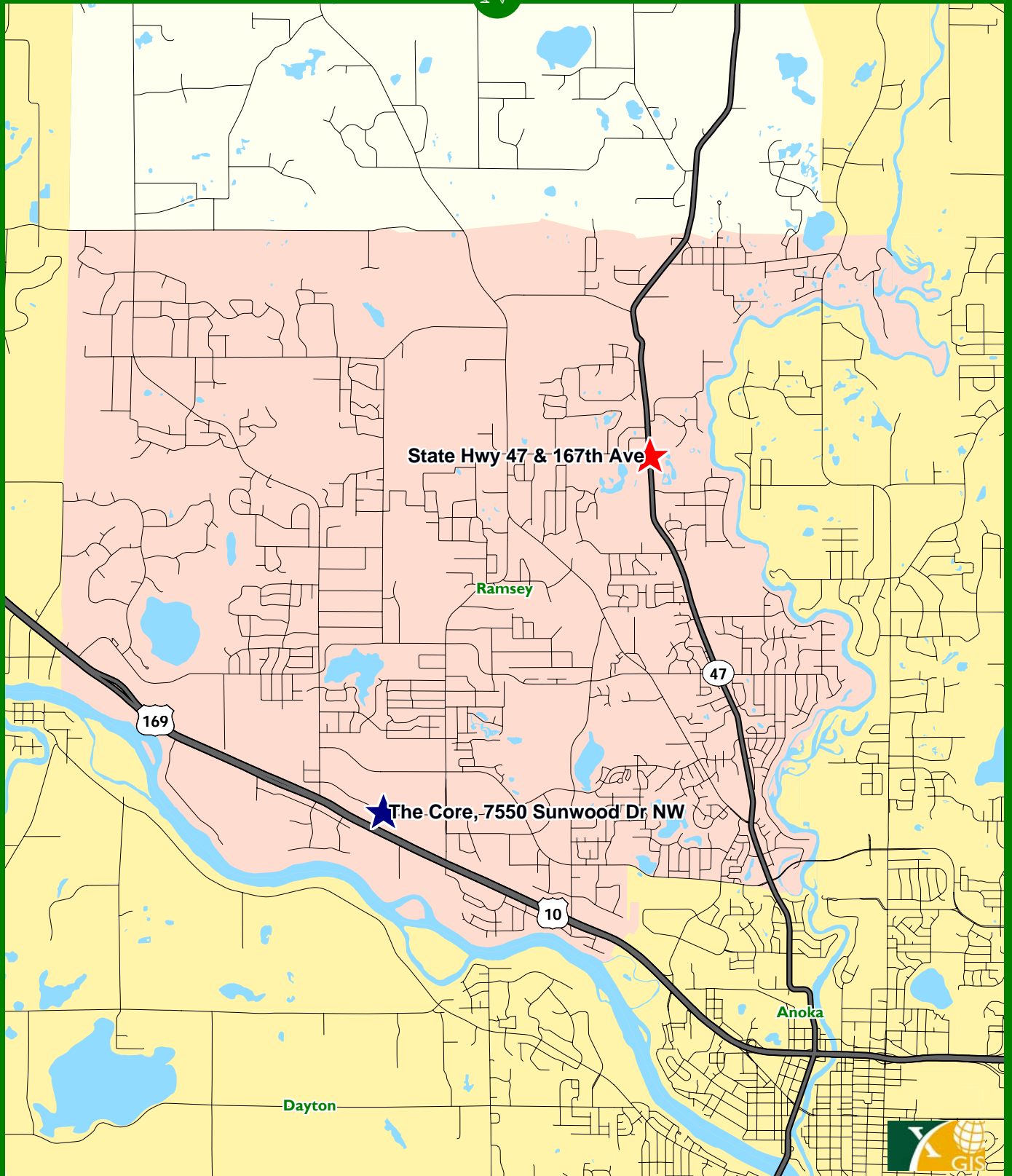
Buxton has examined the retail potential of the two sites based on the following analyses:

- 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.



Ramsey, Minnesota: Overview



Shopping Centers

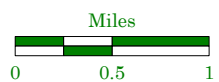
GLA in thousands

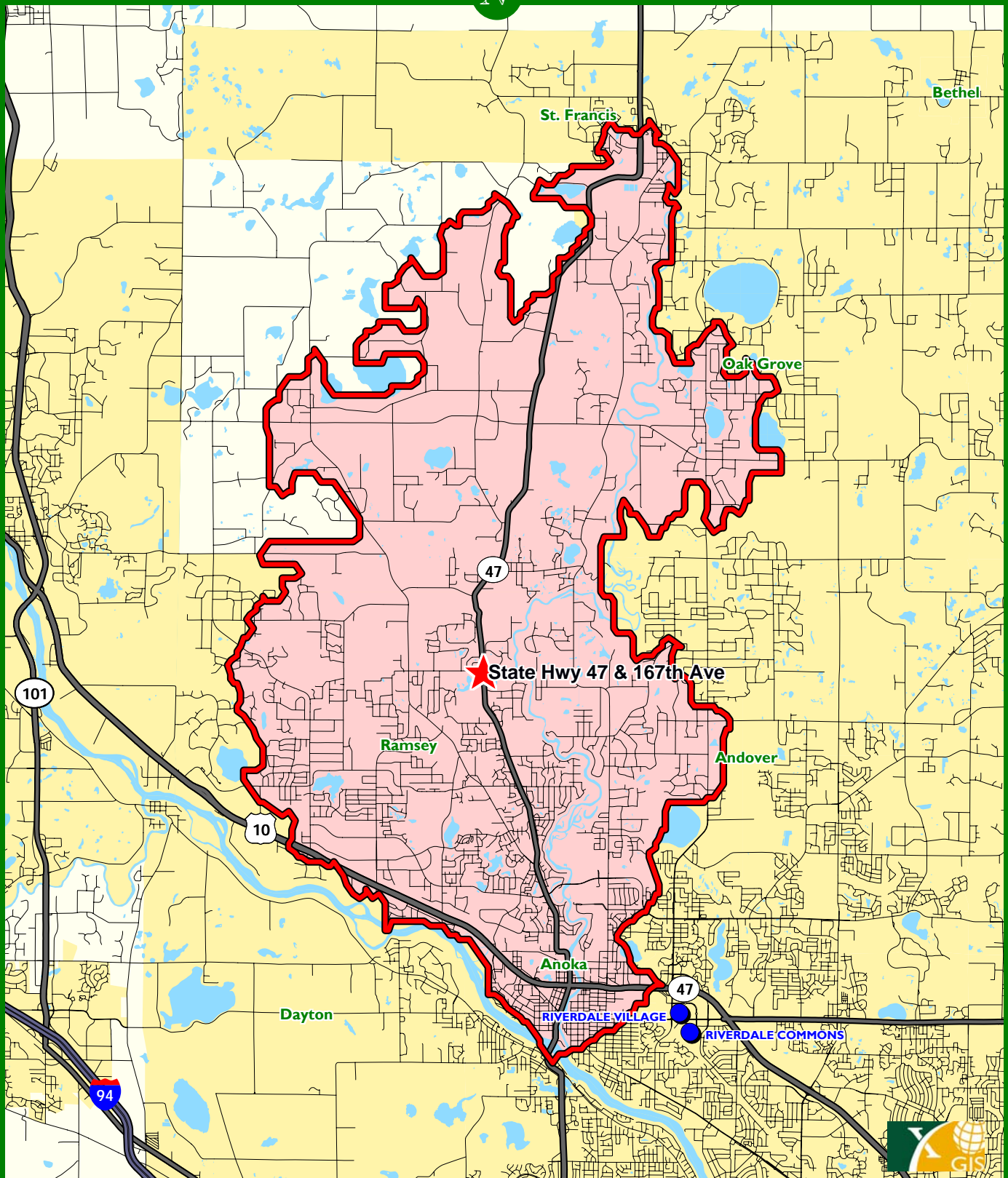


City Limits

Site 2

Site 1





Ramsey, Minnesota: Trade Area



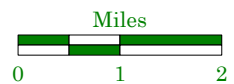
Shopping Centers

GLA in thousands



12 Minute Drive Time

Site 1



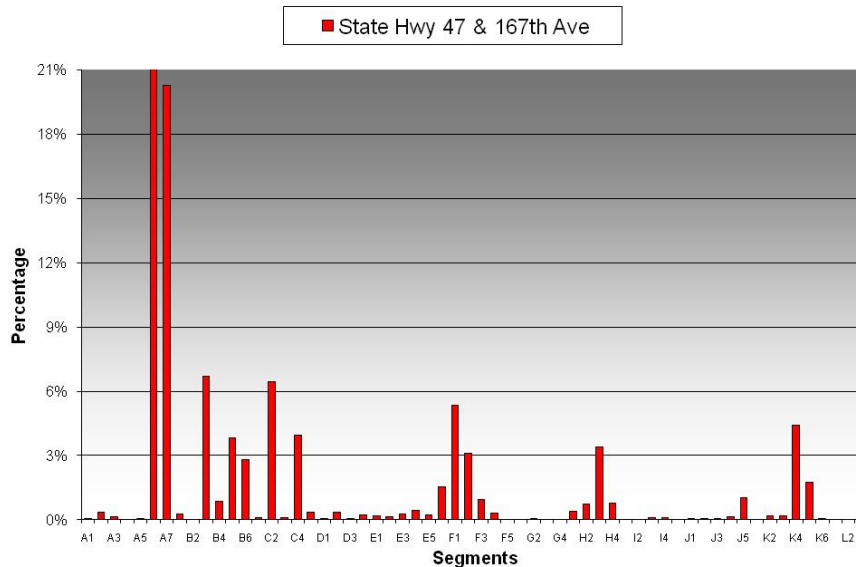
Site 1 Analysis: State Highway 47 & 167th Avenue

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.

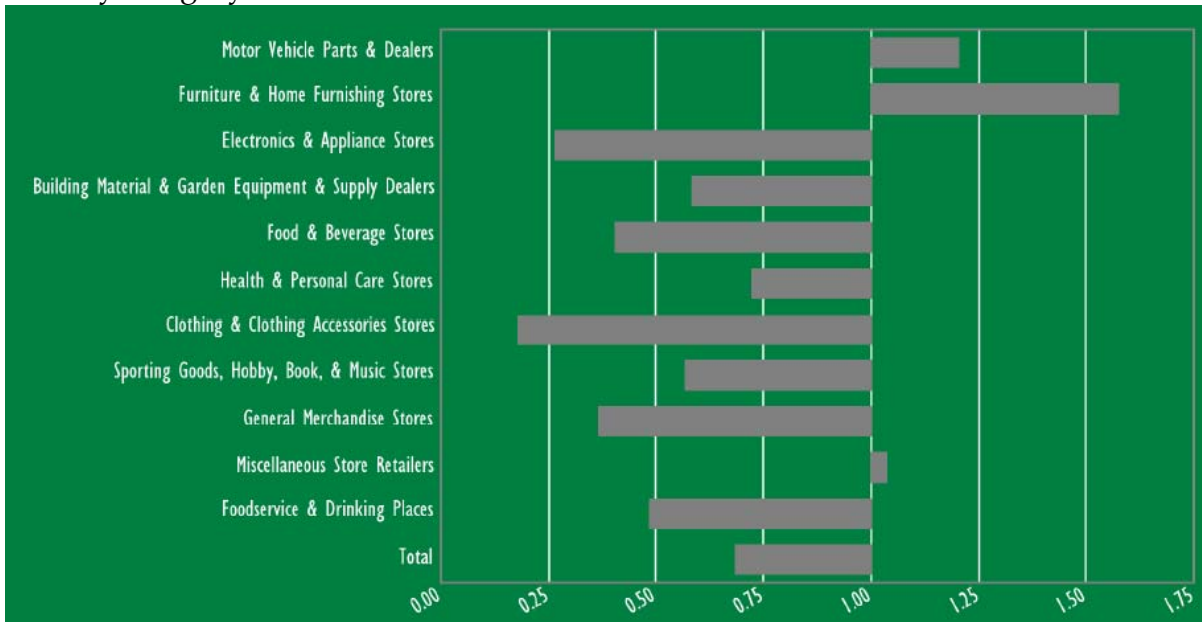
Dominant Segments	Description	Households
A06	Small-town Success	5,050
A07	New Suburbia Families	3,786
B03	Urban Commuter Families	1,249
B05	Second-generation Success	711
C02	Prime Middle America	1,208
C04	Family Convenience	741
F01	Steadfast Conservatives	999
F02	Moderate Conventionalists	581
H03	Stable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

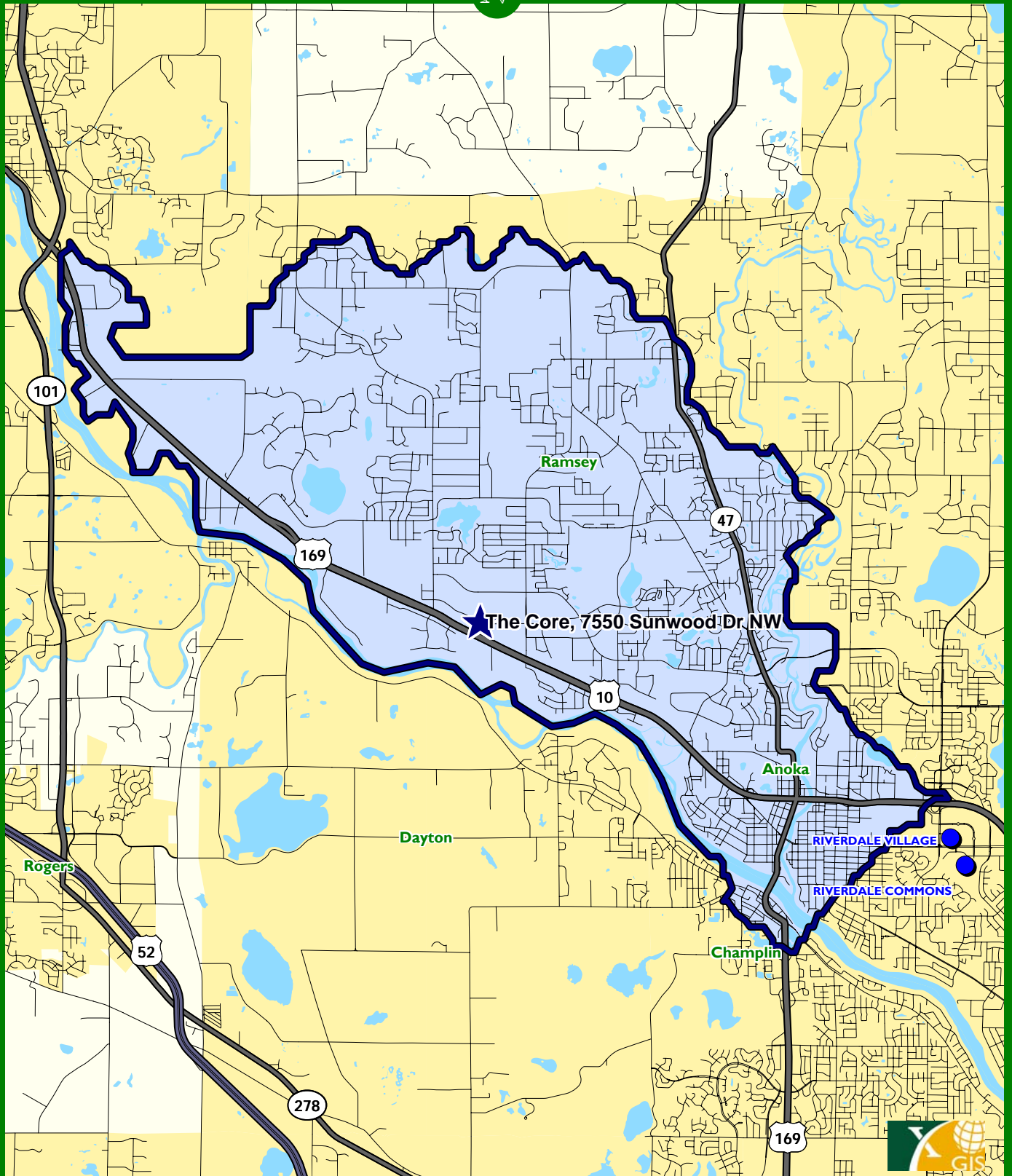


Source: Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data

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)

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



Ramsey, Minnesota: Trade Area



Shopping Centers

GLA in thousands



 12 Minute Drive Time

 Site 2

Miles



0 1 2

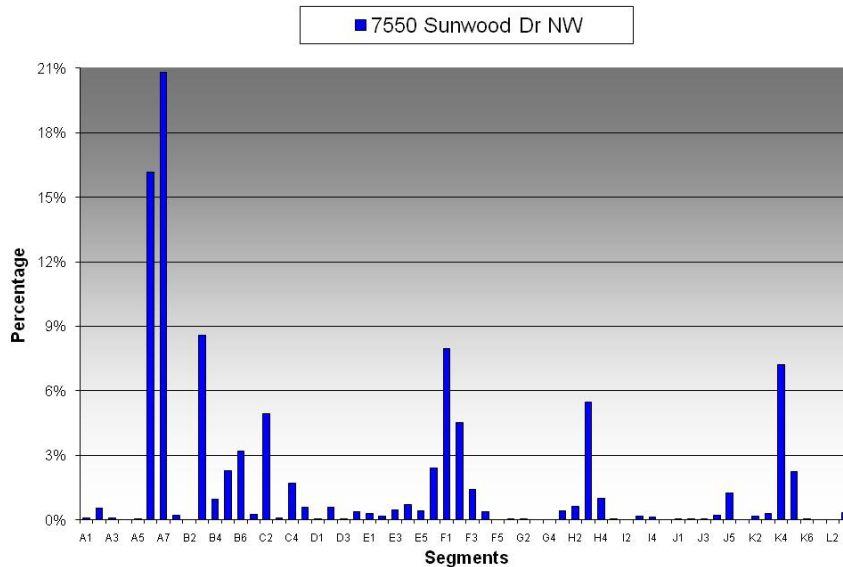
Site 2 Analysis: 7550 Sunwood Drive NW

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:

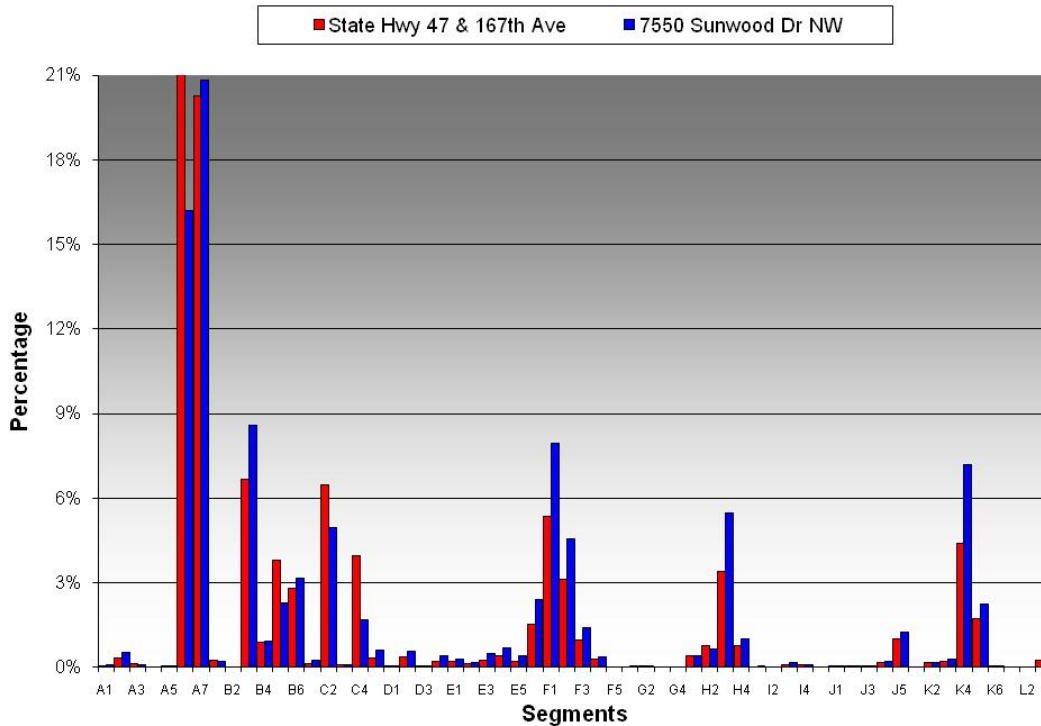
Trade Potential Variables	Site 2
Estimated Household Count	13,514
Number of Households in Dominant Segments	10,659
Traffic Count	37,500
Total Demand	\$955,227,451
Total Supply	\$1,175,177,367
Surplus	\$219,949,916

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.

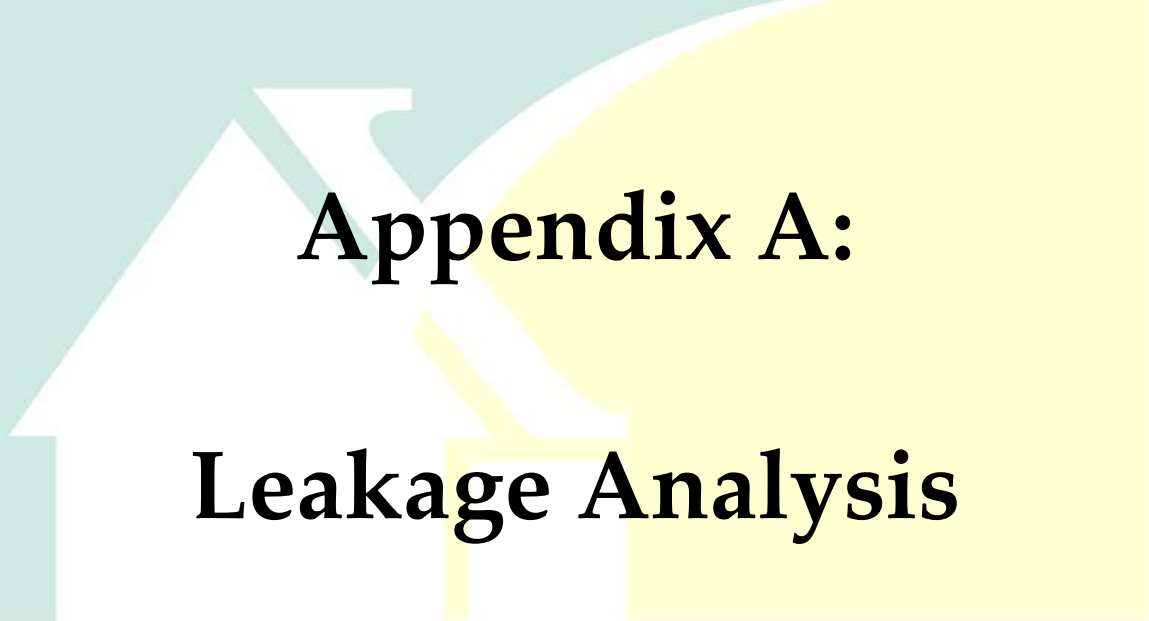


Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000: Census Estimates and Projections 2008 Data

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

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



Appendix A:
Leakage Analysis



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

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



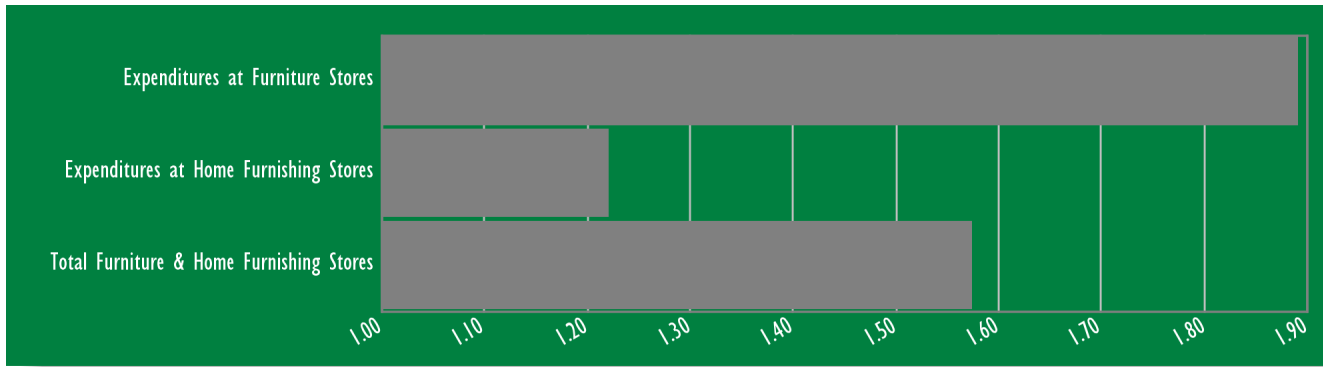
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	149,660,406	179,996,510	1.2
Furniture & Home Furnishing Stores	20,483,996	32,254,984	1.6
Electronics & Appliance Stores	18,142,728	4,881,670	0.3
Building Material & Garden Equipment & Supply Dealers	95,030,755	55,623,887	0.6
Food & 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

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

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

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

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

Sub-Categories of Food & Beverage Stores



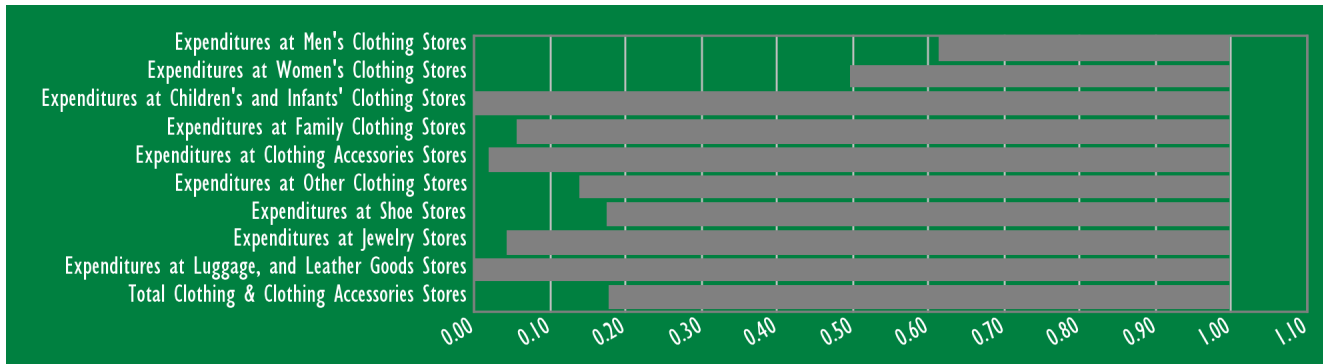
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	70,980,489	26,613,050	0.4
Expenditures at Convenience Stores	3,969,048	748,888	0.2
Expenditures at Specialty Food Stores	2,285,507	770,966	0.3
Expenditures at Beer, Wine, and Liquor Stores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

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

Sub-Categories of Clothing & Clothing Accessories Stores



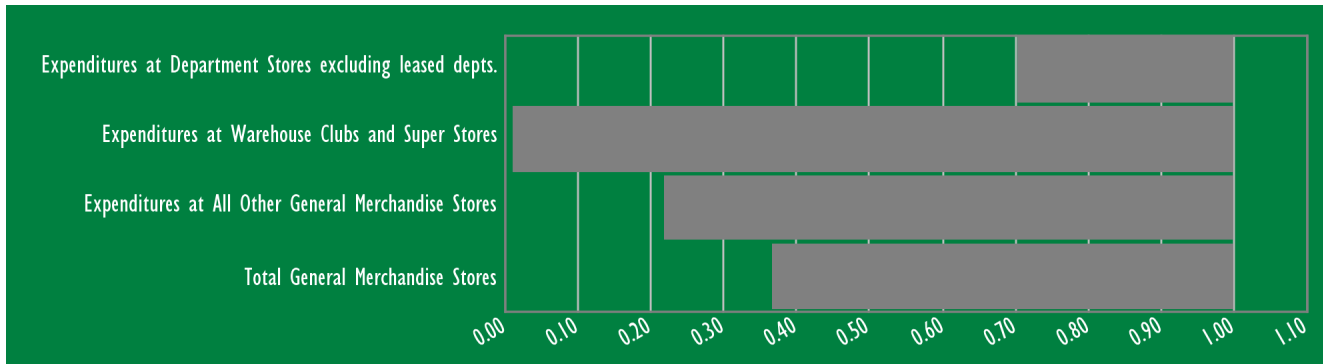
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	1,736,422	1,067,917	0.6
Expenditures at Women's Clothing Stores	6,864,316	3,415,189	0.5
Expenditures at Children's and Infants' Clothing Stores	1,443,296	0	0.0
Expenditures at Family Clothing Stores	14,380,184	817,601	0.1
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

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



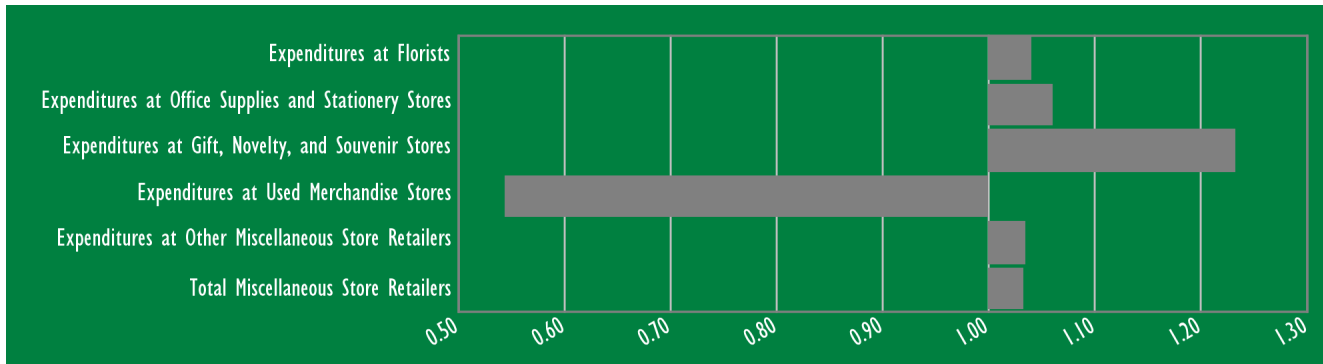
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	5,569,216	5,491,546	1.0
Expenditures at Hobby, Toys and Games Stores	3,314,160	1,304,947	0.4
Expenditures at Sew/Needlework/Piece Goods Stores	749,262	889,467	1.2
Expenditures at Musical Instrument and Supplies Stores	947,358	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

Sub-Categories of General Merchandise Stores



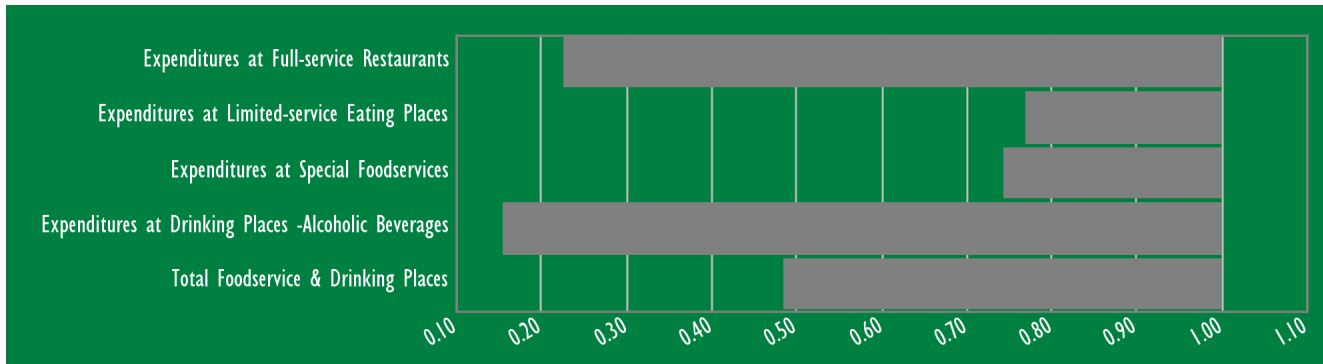
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	44,271,577	31,197,433	0.7
Expenditures at Warehouse Clubs and Super Stores	39,204,104	436,278	0.0
Expenditures at All Other General Merchandise Stores	6,889,865	1,496,860	0.2
Total General Merchandise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

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

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

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.



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.

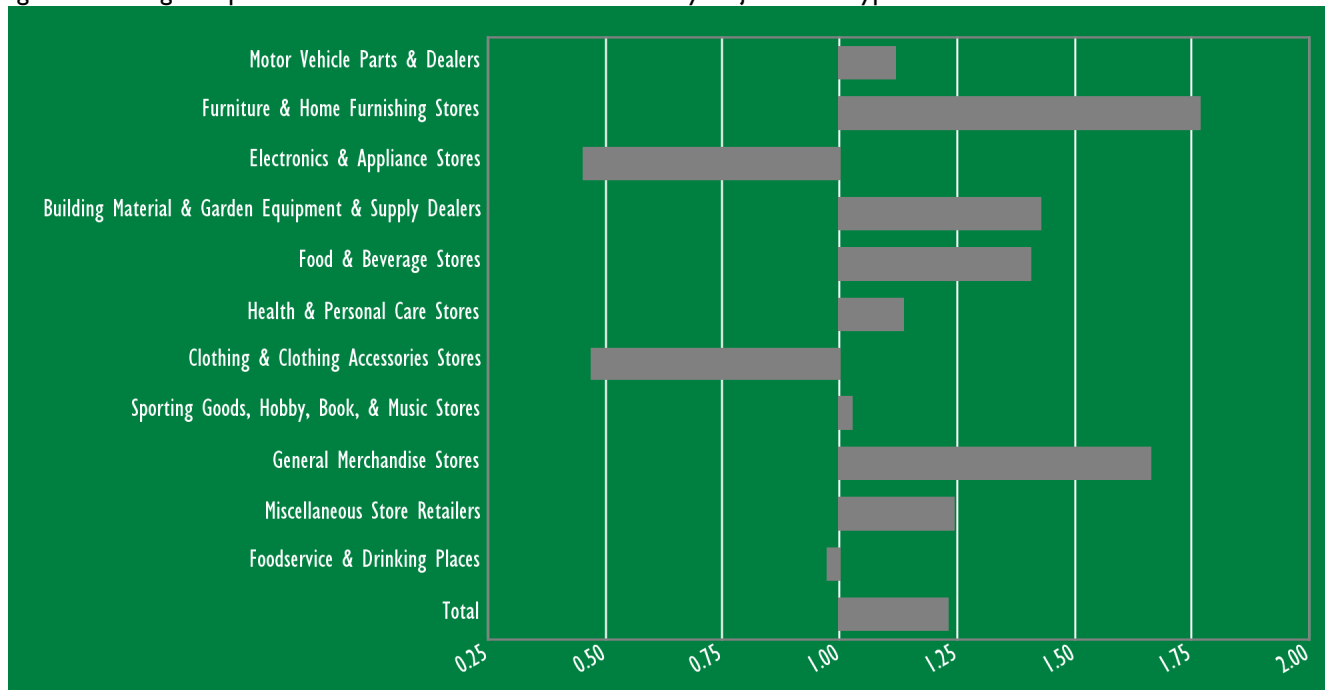
1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

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

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



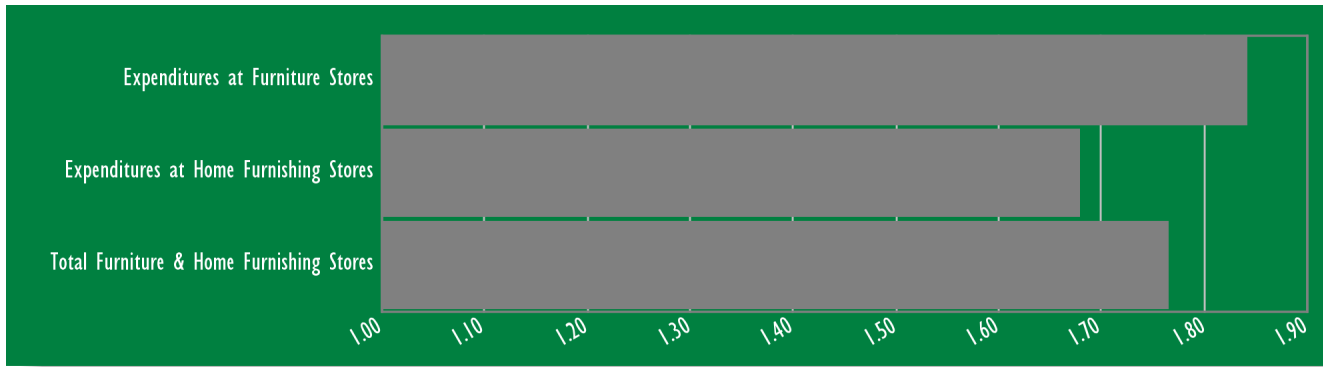
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	228,607,369	255,401,791	1.1
Furniture & Home Furnishing Stores	29,917,339	52,836,985	1.8
Electronics & Appliance Stores	27,318,974	12,428,000	0.5
Building Material & Garden Equipment & Supply Dealers	137,590,373	196,251,012	1.4
Food & 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

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

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

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

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

Sub-Categories of Food & Beverage Stores



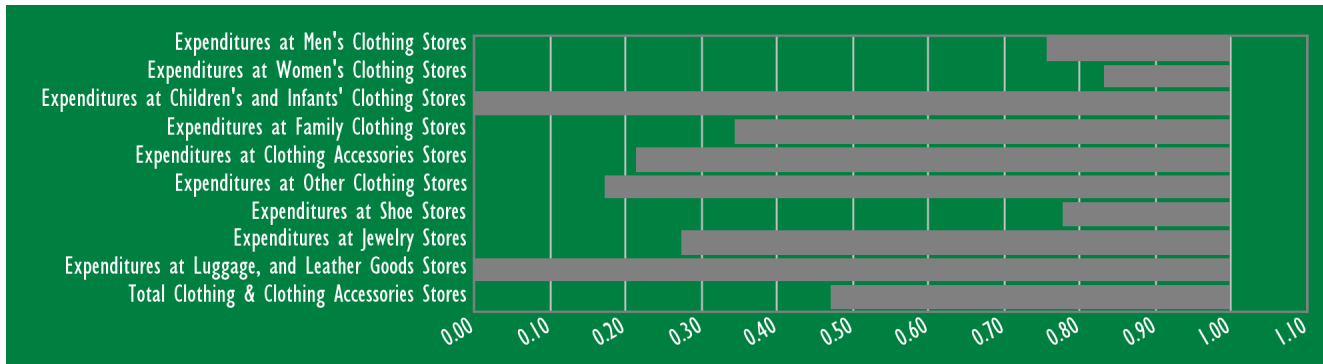
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	110,821,801	164,646,839	1.5
Expenditures at Convenience Stores	6,278,217	1,695,858	0.3
Expenditures at Specialty Food Stores	3,551,918	1,960,832	0.6
Expenditures at Beer, Wine, and Liquor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

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

Sub-Categories of Clothing & Clothing Accessories Stores



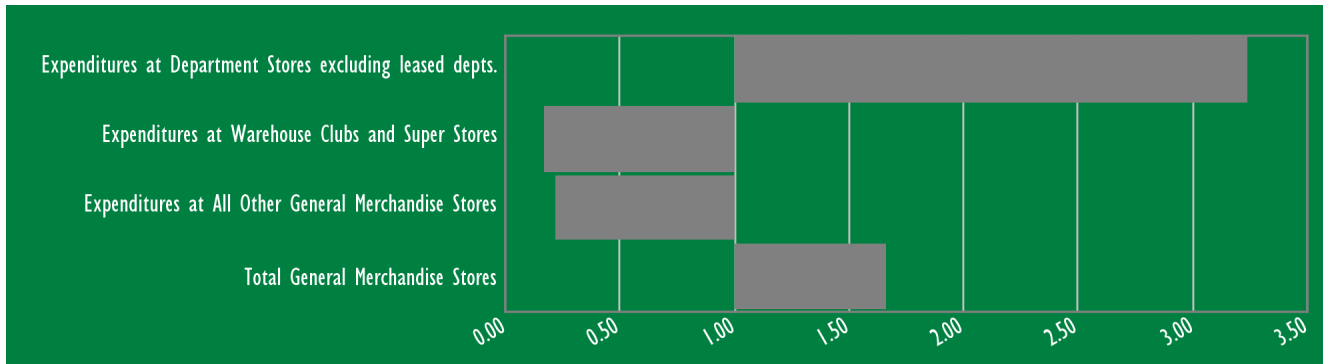
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	2,565,104	1,942,868	0.8
Expenditures at Women's Clothing Stores	9,993,395	8,331,835	0.8
Expenditures at Children's and Infants' Clothing Stores	2,208,647	0	0.0
Expenditures at Family Clothing Stores	21,224,352	7,313,832	0.3
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

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



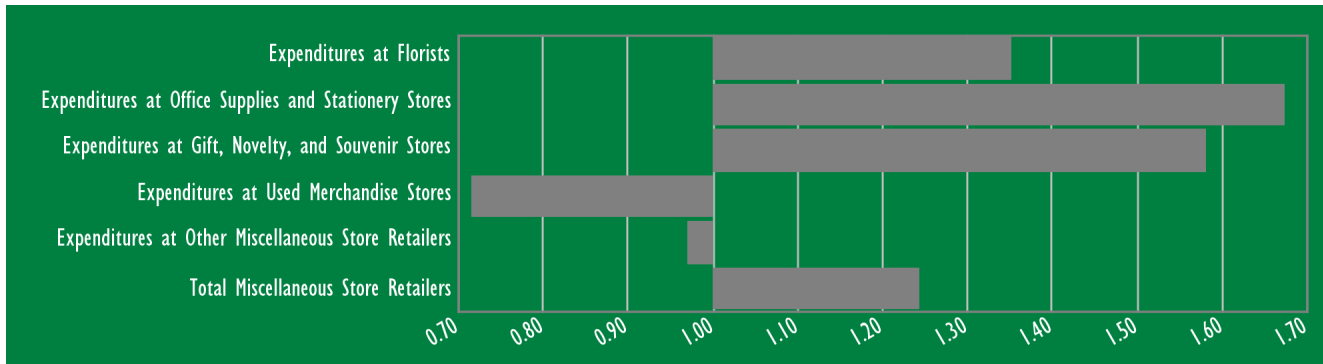
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	8,214,638	9,525,227	1.2
Expenditures at Hobby, Toys and Games Stores	4,979,785	6,062,766	1.2
Expenditures at Sew/Needlework/Piece Goods Stores	1,121,349	1,241,456	1.1
Expenditures at Musical Instrument and Supplies Stores	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

Sub-Categories of General Merchandise Stores



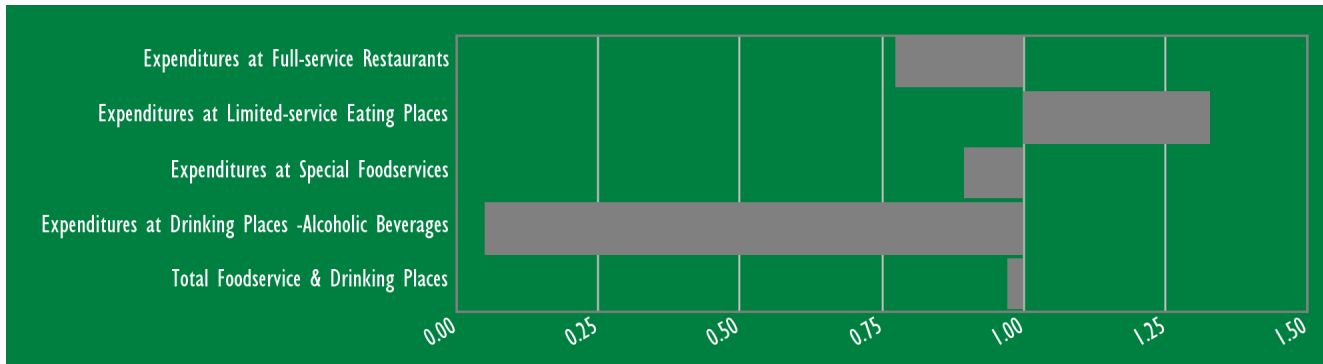
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	66,378,948	215,263,870	3.2
Expenditures at Warehouse Clubs and Super Stores	60,296,373	10,131,549	0.2
Expenditures at All Other General Merchandise Stores	10,365,307	2,318,068	0.2
Total General Merchandise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

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

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

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.



Appendix B:
Segmentation Guide

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 middle-aged 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, Joliet, 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 two-thirds 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 blue-collar 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 empty nest 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, antiques 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 white-collar 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.

Ramsey, MN
Retail Match List
St Hwy 47 & 167th Ave



These retailers are good matches.

Retailer	Distance	Address	City	State
A&W DRIVE-IN	14.1	16777 MARKETPLACE DR	BIG LAKE	MN
ABERCROMBIE & FITCH	12.5	12415 ELM CREEK BLVD	MAPLE GROVE	MN
ALDI INC	5.6	3410 NORTHDALE BLVD	COON RAPIDS	MN
AMC THEATERS	10.8	10051 WOODCREST DR NW	COON RAPIDS	MN
AMF BOWLING CTR	14.9	6440 JAMES CIR N	BROOKLYN CENTER	MN
ANN TAYLOR	12.5	12265 ELM CREEK BLVD	MAPLE GROVE	MN
ARBY'S ROAST BEEF	6.2	3385 124TH AVE NW	COON RAPIDS	MN
ASHLEY FURNITURE HOMESTORE	12.2	6497 LABEAUX AVE	ALBERTVILLE	MN
BANANA REPUBLIC	12.2	6415 LABEAUX AVE	ALBERTVILLE	MN
BARNES AND NOBLE	12.0	8040 WEDGEWOOD LANE	MAPLE GROVE	MN
BASKIN-ROBBINS ICE CREAM	NONE KNOWN TO BE IN AREA			
BATH & BODY WORKS INC	12.2	6415 LABEAUX AVE	ALBERTVILLE	MN
BIG APPLE BAGELS	21.0	508 S LAKE ST	FOREST LAKE	MN
BIG BOY	NONE KNOWN TO BE IN AREA			
BIG O TIRES	NONE KNOWN TO BE IN AREA			
BLIMPIE SUBS & SALADS	19.8	788 CLEVELAND AVE SW	NEW BRIGHTON	MN
BOOKS A MILLION	NONE KNOWN TO BE IN AREA			
BREADEAUX PIZZA	NONE KNOWN TO BE IN AREA			
BRUEGGER'S BAGEL BAKERY	10.2	12525 ULYSSES ST	BLAINE	MN
BUILD A BEAR	21.0	12567 WAYZATA BLVD	MINNETONKA	MN
BURGER KING	3.6	7205 HWY 10 N	RAMSEY	MN
CACHE	21.0	12321 WAYZATA BLVD	MINNETONKA	MN
CAMPBOWWOW	18.9	2067 E CENTER CIR	PLYMOUTH	MN
CARIBOU COFFEE CO	3.5	14050 ST FRANCIS BLVD	RAMSEY	MN
CARVEL	NONE KNOWN TO BE IN AREA			
CATHERINES STORES CORP	12.2	6415 LABEAUX AVE NE	ALBERTVILLE	MN
CHAMPS SPORTS	12.8	209 NORTH TOWN DR NE	BLAINE	MN
CHICO'S	12.5	7817 MAIN ST N	MAPLE GROVE	MN
CHILI'S GRILL & BAR	11.5	1430 109TH AVE NE	BLAINE	MN
CHIPOTLE MEXICAN GRILL	5.9	3455 RIVER RAPIDS DR NW	COON RAPIDS	MN
CHUCK E CHEESE PIZZA	12.2	8943 UNIVERSITY AVE NE	BLAINE	MN
COLD STONE CREAMERY	5.9	3461 RIVER RAPIDS DR	COON RAPIDS	MN
COST PLUS WORLD MARKET	NONE KNOWN TO BE IN AREA			
COUNTRY KITCHEN RESTAURANT	16.8	7849 42ND AVE N	NEW HOPE	MN
COUSINS SUBS	3.7	6401 W HWY 10	RAMSEY	MN
CRABTREE & EVELYN	30.2	270 W MARKET	BLOOMINGTON	MN
CRACKER BARREL	40.0	17189 KENYON AVE	LAKEVILLE	MN
CRATE & BARREL	27.8	3503 GALLERIA	EDINA	MN
CUB FOODS	5.5	12900 RIVERDALE DR	COON RAPIDS	MN
CULVER'S	4.5	800 W MAIN ST	ANOKA	MN
CURVES	6.2	646 E RIVER RD	ANOKA	MN
CVS PHARMACY	4.7	3633 BUNKER LAKE BLVD	ANDOVER	MN
DAIRY QUEEN	4.8	3511 ROUND LAKE BLVD NW	ANOKA	MN
DAVID'S BRIDAL INC	12.4	12965 ELM CREEK BLVD	MAPLE GROVE	MN
DENNY'S RESTAURANT	5.4	3565 NORTHDALE BLVD	COON RAPIDS	MN
DOLLAR TREE	5.9	2288 BUNKER LAKE BLVD	ANDOVER	MN
DOTS INC	12.6	7601 W BROADWAY AVE	BROOKLYN PARK	MN
DUNKIN DONUTS	NONE KNOWN TO BE IN AREA			
ETHAN ALLEN GALLERIES	12.5	11751 FOUNTAINS WAY N	MAPLE GROVE	MN

Distance is the straight-line mileage from your site to nearest existing retailer location.



9/20/2011

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Ramsey, MN
Retail Match List
St Hwy 47 & 167th Ave



Retailer	Distance	Address	City	State
FAMILY CHRISTIAN BOOK STORE	NONE KNOWN TO BE IN AREA			
FAMOUS DAVE'S	6.3	3211 NORTHDALE BLVD	COON RAPIDS	MN
FAZOLI'S	NONE KNOWN TO BE IN AREA			
FIGAROS ITALIAN KITCHEN	NONE KNOWN TO BE IN AREA			
FIVE GUYS	12.5	7814 MAIN ST N	MAPLE GROVE	MN
FOOTACTION U S A	30.3	102 EAST BROADWAY	BLOOMINGTON	MN
FOSSIL CO STORE	12.2	6500 LABEAUX AVE NE	ALBERTVILLE	MN
FOX'S PIZZA DEN	NONE KNOWN TO BE IN AREA			
GLIK'S DEPARTMENT STORE	NONE KNOWN TO BE IN AREA			
GLORIA JEAN'S GOURMET COFFEES	NONE KNOWN TO BE IN AREA			
GODFATHER'S PIZZA	6.5	12490 CHAMPLIN DR	CHAMPLIN	MN
GOLF U S A	29.2	8427 JOINER WAY	EDEN PRAIRIE	MN
GREAT HARVEST BREAD CO	23.3	17416 MINNETONKA BLVD	MINNETONKA	MN
GUESS RETAIL INC	30.3	260 SOUTH AVE	MINNEAPOLIS	MN
HOBBY LOBBY	NONE KNOWN TO BE IN AREA			
HOBBYTOWN USA	12.8	7632 BROOKLYN BLVD	BROOKLYN PARK	MN
HOOTERS	30.2	402 E BROADWAY	BLOOMINGTON	MN
HOT TOPIC	12.5	12455 ELM CREEK BLVD	MAPLE GROVE	MN
HY-VEE FOOD STORES INC	NONE KNOWN TO BE IN AREA			
IHOP	5.8	12792 RIVERDALE BLVD NW	COON RAPIDS	MN
J JILL THE STORE	12.5	12233 ELM CREEK BLVD	MAPLE GROVE	MN
JERSEY MIKE'S SUBMARINES	20.2	2704 HWY 88	ST ANTHONY VILLAGE	MN
JIMMY JOHN'S	3.5	14050 ST FRANCIS BLVD	RAMSEY	MN
JOSEPH A BANK CLOTHIERS	12.5	12215 ELM CREEK BLVD	MAPLE GROVE	MN
JOURNEYS	12.2	6415 LABEAUX AVE NE	ALBERTVILLE	MN
KFC	4.6	711 W MAIN ST	ANOKA	MN
KIRKLAND'S	12.5	12153 ELM CREEK BLVD	MAPLE GROVE	MN
LA Z BOY	NONE KNOWN TO BE IN AREA			
LENNY'S SUB SHOP	NONE KNOWN TO BE IN AREA			
LENS CRAFTERS INC	12.5	12131 ELM CREEK BLVD	MAPLE GROVE	MN
LITTLE CAESAR'S PIZZA	4.3	1100 W HWY 10	ANOKA	MN
LONE STAR STEAKHOUSE & SALOON	NONE KNOWN TO BE IN AREA			
LONGHORN STEAKHOUSE	NONE KNOWN TO BE IN AREA			
MAGGIE MOOS	33.1	9000 HUDSON RD	WOODBURY	MN
MARBLE SLAB CREAMERY	NONE KNOWN TO BE IN AREA			
MARCO'S PIZZA	NONE KNOWN TO BE IN AREA			
MARSHALLS	12.6	467 87TH LN NE	BLAINE	MN
MC DONALD'S	4.6	720 W MAIN ST	ANOKA	MN
MEDICINE SHOPPE	30.5	750 MAIN ST	MENDOTA HEIGHTS	MN
MERLE NORMAN COSMETICS	22.3	2100 SNELLING AVE N	ROSEVILLE	MN
MILIOS SANDWICHES	23.2	2620 E FRANKLIN AVE	MINNEAPOLIS	MN
MOES SOUTHWEST GRILL	NONE KNOWN TO BE IN AREA			
NAPA AUTO PARTS	6.2	733 E RIVER RD	ANOKA	MN
NEW YORK & CO	12.2	6415 LABEAUX AVE	ALBERTVILLE	MN
NICK-N-WILLY'S	32.2	3806 W OLD SHAKOPEE RD	BLOOMINGTON	MN
O'CHARLEY'S	NONE KNOWN TO BE IN AREA			
OLIVE GARDEN	11.8	150 COON RAPIDS BLVD	COON RAPIDS	MN
OUTBACK STEAKHOUSE	12.1	8880 SPRINGBROOK DR	COON RAPIDS	MN
PACIFIC SUNWEAR	12.3	6415 LA BEAUX AVE NE	ALBERTVILLE	MN
PAPA JOHN'S PIZZA	5.3	13055 RIVERDALE DR NW	COON RAPIDS	MN
PAPA MURPHY'S	7.7	19112 FREEPORT ST NW	ELK RIVER	MN
PENDLETON SHOPPE	27.8	3595 GALLERIA	EDINA	MN
PIZZA FACTORY	NONE KNOWN TO BE IN AREA			

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Ramsey, MN
Retail Match List
St Hwy 47 & 167th Ave



Retailer	Distance	Address	City	State
PIZZA RANCH	18.8	1220 HWY 25 S	MONTICELLO	MN
PLAY IT AGAIN SPORTS	7.7	19268 EVANS ST	ELK RIVER	MN
PLAY N TRADE	NONE KNOWN TO BE IN AREA			
POTTERY BARN	12.5	12225 ELM CREEK BLVD	MAPLE GROVE	MN
POWERHOUSE GYM	NONE KNOWN TO BE IN AREA			
PUMP IT UP	9.3	13941 LINCOLN ST NE	HAM LAKE	MN
QDOBA MEXICAN GRILL	12.5	12107 ELM CREEK BLVD	MAPLE GROVE	MN
QUIZNO	13.7	7610 UNIVERSITY AVE NE	MINNEAPOLIS	MN
RED ROBIN	18.4	2669 CAMPUS DR	PLYMOUTH	MN
REGAL CINEMAS	15.3	6420 CAMDEN AVE N	MINNEAPOLIS	MN
ROMANO'S MACARONI GRILL	20.9	11390 WAYZATA BLVD	MINNETONKA	MN
RUE 21	12.2	6415 LABEAUX AVE NE	ALBERTVILLE	MN
SAM'S WHOLESALE CLUB	10.9	16701 94TH AVE N	MAPLE GROVE	MN
SBARRO ITALIAN EATERY	22.0	1595 W HWY 36	ROSEVILLE	MN
SCHLOTZSKY'S DELI	27.4	3425 W 66TH ST	EDINA	MN
SPORT CLIPS	6.1	3540 MAIN ST NW	COON RAPIDS	MN
SPORTSMANS WAREHOUSE	NONE KNOWN TO BE IN AREA			
STAPLES THE OFFICE SUPERSTORE	20.9	11500 WAYZATA BLVD	MINNETONKA	MN
STARBUCKS	6.2	2000 BONKER LAKE BLVD NW	ANDOVER	MN
STEAK N SHAKE	NONE KNOWN TO BE IN AREA			
STRIDE RITE	27.5	2915 SOUTHDALE CENTER	EDINA	MN
T J MAXX	12.5	8081 BROOKLYN BLVD	BROOKLYN PARK	MN
TACO BELL	7.7	19131 FREEPORT AVE	ELK RIVER	MN
TACO DEL MAR	NONE KNOWN TO BE IN AREA			
THE CHILDREN'S PLACE	12.5	12157 ELM CREEK BLVD	MAPLE GROVE	MN
TUESDAY MORNING INC	19.9	10100 6TH AVE N	PLYMOUTH	MN
TUMBLEWEED SOUTHWEST MESQUITE	NONE KNOWN TO BE IN AREA			
UNO RESTAURANTS INC	NONE KNOWN TO BE IN AREA			
VICTORIA'S SECRET	12.3	UNIVERSITY AVE N & HWY 10	BLAINE	MN
WALGREENS	4.8	3605 ROUND LAKE BLVD	ANOKA	MN
WENDY'S	3.5	480 BUNKER LAKE BLVD NW	ANOKA	MN
WETZEL'S PRETZELS	NONE KNOWN TO BE IN AREA			
WHITE CASTLE RESTAURANT	6.2	3465 124TH AVE NW	COON RAPIDS	MN
WHITE HOUSE / BLACK MARKET	12.5	12277 ELM CREEK BLVD	MAPLE GROVE	MN
WILD BIRD CTR	43.4	103 DIVISION ST	WAITE PARK	MN
WILD BIRDS UNLIMITED	20.8	11210 WAYZATA BLVD	MINNETONKA	MN
WILLIAMS-SONOMA STORES INC	12.5	12229 ELM CREEK BLVD	MAPLE GROVE	MN
WINE STYLES	16.8	314 CLYDESDALE TRAIL	MEDINA	MN
WINGS TO GO	NONE KNOWN TO BE IN AREA			
ZUMIEZ	12.2	6500 LABEAUX AVE NE	ALBERTVILLE	MN

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Ramsey, MN
Retail Match List
St Hwy 47 & 167th Ave



These retailers match well but their existing locations are in close proximity of your site.

Retailer	Distance	Address	City	State
ACE HARDWARE	4.7	13735 ROUND LAKE BLVD NW	ANDOVER	MN
AEROPOSTALE INC	5.8	12768 RIVERDALE BLVD	COON RAPIDS	MN
AMERICAN EAGLE OUTFITTERS	5.8	12768 RIVERDALE BLVD NW	COON RAPIDS	MN
BATTERIES PLUS	6.5	2740 MAIN ST NW	COON RAPIDS	MN
BED BATH & BEYOND	5.8	12773 RIVERDALE BLVD	COON RAPIDS	MN
BEST BUY	5.9	12633 RIVERDALE BLVD NW	COON RAPIDS	MN
BUFFALO WILD WINGS	6.0	3395 RIVER RAPIDS DR	COON RAPIDS	MN
CARTRIDGE WORLD	5.9	12667 RIVERDALE BLVD	COON RAPIDS	MN
CHRISTOPHER & BANKS INC	5.8	12771 RIVERDALE BLVD NW	COON RAPIDS	MN
CLAIRE'S BOUTIQUE	5.8	12786 RIVERDALE BLVD	COON RAPIDS	MN
COSTCO	6.1	12547 RIVERDALE BLVD	COON RAPIDS	MN
DEB SHOP	5.9	12646 RIVERDALE BLVD	COON RAPIDS	MN
DICK'S SPORTING GOODS	5.9	12661 RIVERDALE BLVD	COON RAPIDS	MN
DISCOUNT TIRE CENTER	5.5	12921 RIVERDALE DR NW	COON RAPIDS	MN
DOMINO'S PIZZA	0.2	6014 167TH AVE NW	RAMSEY	MN
DRESS BARN	5.8	12761 RIVERDALE BLVD NW	COON RAPIDS	MN
FAMOUS FOOTWEAR	5.8	12761 RIVERDALE BLVD NW	COON RAPIDS	MN
FASHION BUG	5.5	12960 RIVERDALE DR	COON RAPIDS	MN
GREAT CLIPS	3.5	14050 ST FRANCIS BLVD	RAMSEY	MN
HALLMARK	5.8	12755 RIVERDALE BLVD NW	COON RAPIDS	MN
HOME DEPOT INC	6.1	3550 124TH AVE NW	COON RAPIDS	MN
JO-ANN FABRICS & CRAFTS	5.8	12779 RIVERDALE BLVD NW	COON RAPIDS	MN
KOHL'S DEPARTMENT STORES	5.8	12785 RIVERDALE BLVD NW	COON RAPIDS	MN
LANE BRYANT	5.8	12774 RIVERDALE BLVD NW	COON RAPIDS	MN
LIFETIME FITNESS	7.0	11989 CHAMPLIN DR	CHAMPLIN	MN
MAURICES	5.8	12776 RIVERDALE BLVD	COON RAPIDS	MN
MENARDS	6.3	3045 MAIN ST	COON RAPIDS	MN
MICHAEL'S	6.2	3460 124TH AVE NW	COON RAPIDS	MN
OLD NAVY CLOTHING CO	5.8	12767 RIVERDALE BLVD NW	COON RAPIDS	MN
ONCE UPON A CHILD	4.9	3401 ROUND LAKE BLVD	ANOKA	MN
PANERA BREAD	6.2	12465 RIVERDALE BLVD NW	COON RAPIDS	MN
PAYLESS SHOE SOURCE	5.5	12940 RIVERDALE DR NW	COON RAPIDS	MN
PEARLE VISION	5.8	12771 RIVERDALE BLVD	COON RAPIDS	MN
PEP BOYS	6.2	3325 124TH AVE NW	COON RAPIDS	MN
PERKINS	4.7	601 W MAIN ST	ANOKA	MN
PETSMART	5.9	3589 RIVER RAPIDS DR	COON RAPIDS	MN
SEPHORA	6.1	12550 RIVERDALE BLVD	COON RAPIDS	MN
SHERWIN-WILLIAMS CO	6.1	3564 MAIN ST NW	COON RAPIDS	MN
SPORTS AUTHORITY	6.2	3420 124TH AVE NW	COON RAPIDS	MN
TARGET	6.2	2000 BUNKER LAKE BLVD NW	ANDOVER	MN
TEXAS ROADHOUSE	6.5	2780 MAIN ST NW	COON RAPIDS	MN
TRACTOR SUPPLY CO	6.7	11150 179TH AVE NW	ELK RIVER	MN
TRUE VALUE HARDWARE	6.8	12325 CHAMPLIN DR	CHAMPLIN	MN
ULTA	5.9	3583 RIVER RAPIDS DR	COON RAPIDS	MN
WALMART	5.4	13020 RIVERDALE DR NW	COON RAPIDS	MN
YANKEE CANDLE CO	5.8	12782 RIVERDALE BLVD NW	COON RAPIDS	MN

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No Site Selected

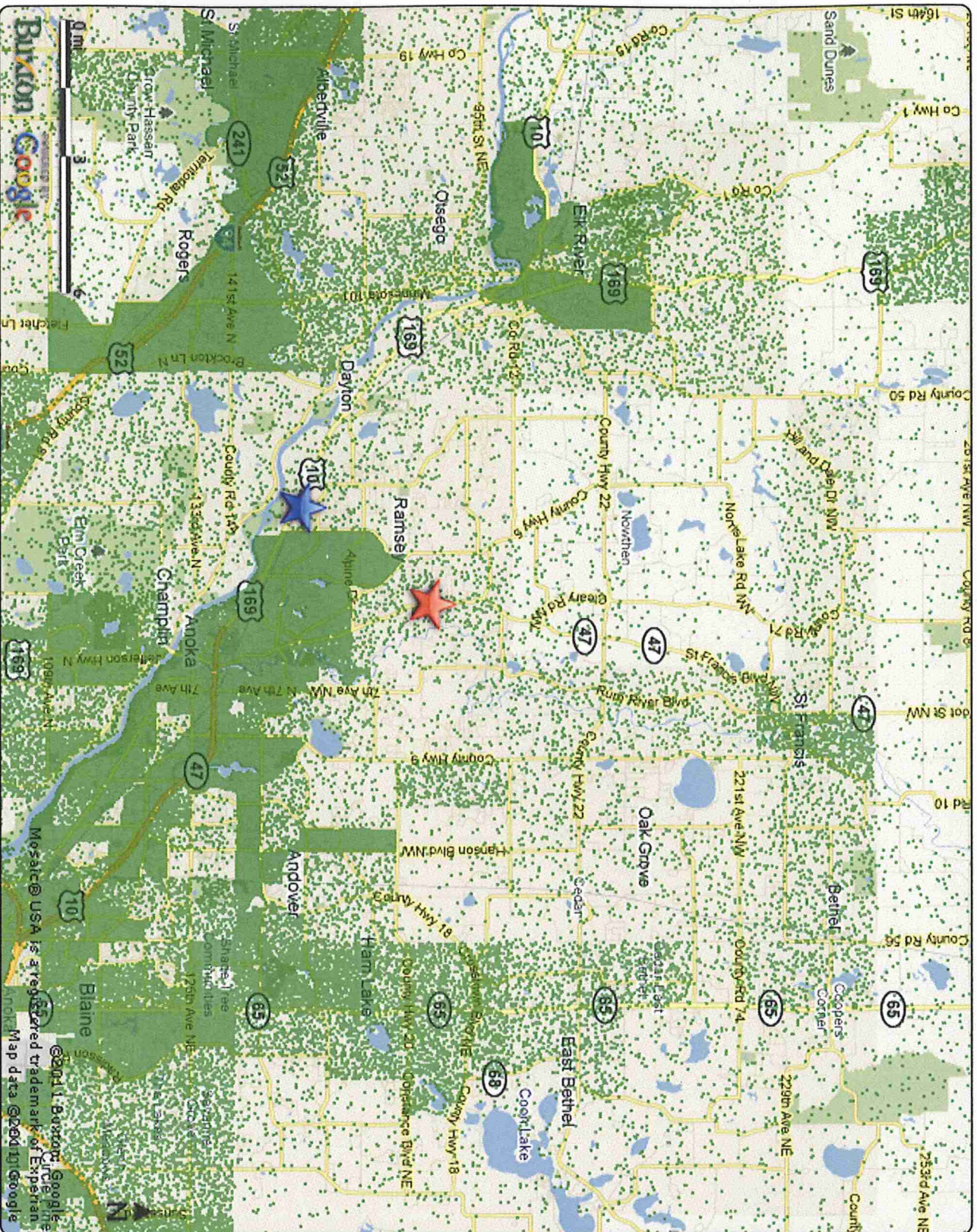


Sites

- Site1
- Site1 - 12 Minute Drive Time
- Site2
- Site2 - 12 Minute Drive Time

Dot Densities

- Daytime Population
- Daytime Population



Ramsey, MN
Operational Status of Retailers
St Hwy 47 & 167th Ave



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
A&W DRIVE-IN	Fast food	www.yum.com	2,000-3,500	YES	69%	YES	YES
ABERCROMBIE & FITCH	Apparel - children's, apparel - men's, apparel - women's	www.abercrombie.com	4,000-10,000	NO	0%	YES	YES
ACE HARDWARE	Hardware/home improvement	www.acehardware.com	10,000-20,000	NO	0%	YES	YES
AEROPOSTALE INC	Apparel - men's, apparel - women's	www.aeropostale.com	3,500	NO	0%	YES	YES
ALDI INC	Supermarkets	www.aldifoods.com	10,000-16,600	NO	0%	YES	YES
AMC THEATERS	Movie theaters	www.amctheatres.com	50,000-90,000	NO	0%	YES	YES
AMERICAN EAGLE OUTFITTERS	Apparel - men's, apparel - women's	www.ae.com	2,500-8,500	NO	0%	YES	YES
AMF BOWLING CTR	Amusement/play centers, specialty	www.amf.com	30,000-40,000	NO	0%	YES	YES
ANN TAYLOR	Apparel - women's	www.anntaylor.com	5,000-8,400	NO	0%	YES	YES
ARBY'S ROAST BEEF	Fast food	www.arbys.com	750-3,500	YES	70%	YES	YES
ASHLEY FURNITURE HOMESTORE	Furniture/beds	www.ashleyfurniture.com	55,000	NO	0%	YES	YES
BANANA REPUBLIC	Apparel - children's, apparel - men's, apparel - women's	www.gapinc.com	2,750-35,000	NO	0%	YES	YES
BARNES AND NOBLE	Book stores	www.barnesandnobleinc.com	2,800-67,500	NO	0%	YES	YES
BASKIN-ROBBINS ICE CREAM	Candy/ice cream/yogurt	www.dunkinbrands.com	1,500-2,200	YES	100%	YES	YES
BATH & BODY WORKS INC	Cosmetics/body care/fragrance	www.bathandbodyworks.com	1,700-8,000	NO	0%	YES	YES
BATTERIES PLUS	Computers/software, electronics, specialty	www.batteriesplus.com	1,200-1,800	YES	96%	YES	YES
BED BATH & BEYOND	Bed and bath linens, home decor/lamps/drapes	www.bedbathandbeyond.com	5,500-85,000	NO	0%	YES	YES
BEST BUY	Computers/software, electronics, major appliances	www.bestbuy.com	5,000-45,000	NO	0%	YES	YES
BIG APPLE BAGELS	Bakeries/bagels/pretzels, coffee bars/juice bars	www.babcorp.com	500-2,000	YES	99%	YES	YES
BIG BOY	Restaurants/bars	www.bigboy.com	5,200	YES	97%	NO	YES
BIG O TIRES	Auto supplies/car care	www.bigotires.com	35,000	YES	100%	NO	YES
BLIMPIE SUBS & SALADS	Fast food	www.kahalacorp.com	250-3,000	YES	75%	YES	YES
BOOKS A MILLION	Book stores	www.booksamillioninc.com	3,000-25,000	NO	0%	NO	YES
BREADEAUX PIZZA	Fast food	www.breadeauxpizza.com	800-2,000	YES	100%	YES	YES
BRUEGGER'S BAGEL BAKERY	Bakeries/bagels/pretzels, fast casual restaurants	www.brueggers.com	1,500-2,100	YES	50%	YES	YES
BUFFALO WILD WINGS	Restaurants/bars	www.buffalowildwings.com	5,000-7,000	YES	65%	YES	YES
BUILD A BEAR	Amusement/play centers, specialty	www.buildabear.com	1,500-3,000	NO	0%	YES	YES
BURGER KING	Fast food	www.bk.com	1,900-4,000	YES	86%	YES	YES
CACHE	Apparel - women's	www.cache.com	1,800-2,000	NO	0%	YES	YES
CAMPBOWWOW	Pets/animal supplies	www.campbowwowusa.com	7,500-10,000	NO	0%	YES	YES
CARIBOU COFFEE CO	Coffee bars/juice bars	www.cariboucoffee.com	1,600	YES	18%	YES	YES
CARTRIDGE WORLD	Specialty	www.cartridgeworld.com	800-1,400	YES	100%	YES	YES
CARVEL	Bakeries/bagels/pretzels, candy/ice cream/yogurt	www.focusbrands.com	500-3,000	YES	66%	YES	YES
CATHERINES STORES CORP	Apparel - women's	www.charmingshoppes.com	3,000-7,000	NO	0%	YES	YES
CHAMPS SPORTS	Shoes, sporting goods/athletic wear	www.footlocker-inc.com	2,000-5,000	NO	0%	YES	YES
CHICO'S	Accessories, apparel - women's	www.chicos.com	1,500-4,000	YES	1%	YES	YES
CHILI'S GRILL & BAR	Fast casual restaurants, restaurants/bars	www.brinker.com	5,000-16,000	YES	27%	YES	YES
CHIPOTLE MEXICAN GRILL	Fast casual restaurants	www.chipotle.com	1,200-2,800	NO	0%	YES	YES
CHRISTOPHER & BANKS INC	Apparel - women's	www.christopherandbanks.com	3,000-3,600	NO	0%	YES	YES
CHUCK E CHEESE PIZZA	Restaurants/bars, amusement/play centers	www.chuckecheese.com	12,000-18,000	YES	9%	YES	YES

Ramsey, MN
Operational Status of Retailers
St Hwy 47 & 167th Ave



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
CLAIRE'S BOUTIQUE	Accessories	www.clairstores.com	1,000-1,200	YES	5%	YES	YES
COLD STONE CREAMERY	Candy/ice cream/yogurt	www.kahalacorp.com	250-3,000	YES	75%	YES	YES
COST PLUS WORLD MARKET	China/glassware, furniture/beds, home decor/lamps/drapes	www.worldmarket.com	18,300	NO	0%	YES	YES
COSTCO	Furniture/beds, warehouses/wholesale clubs	www.costco.com	70,000-205,000	NO	0%	YES	YES
COUNTRY KITCHEN RESTAURANT	Restaurants/bars	www.countrykitchenrestaurants.com	4,500	YES	84%	YES	NO
COUSINS SUBS	Fast food	www.cousinssubs.com	1,400-2,000	YES	91%	YES	YES
CRABTREE & EVELYN	Cosmetics/body care/fragrance	www.crabtree-evelyn.com	700-900	NO	0%	YES	YES
CRACKER BARREL	Restaurants/bars	www.crackerbarrel.com	9,900	NO	0%	YES	YES
CRATE & BARREL	China/glassware, cutlery/kitchenware, furniture/beds, home decor/lamps/drapes	www.createandbarrel.com	6,000-40,000	NO	0%	YES	YES
CUB FOODS	Beer/wine/liquor, supermarkets	0	65,000	YES	33%	YES	YES
CULVER'S	Candy/ice cream/yogurt, fast casual restaurants	www.culvers.com	4,000	YES	98%	YES	YES
CURVES	Health clubs/gyms	www.curvesforwomen.com	1,000-1,500	YES	100%	YES	YES
CVS PHARMACY	Drug stores	www.cvs.com	10,880-19,000	NO	0%	YES	YES
DAIRY QUEEN	Candy/ice cream/yogurt, fast food	www.idq.com	500-1,200	YES	99%	YES	YES
DAVID'S BRIDAL INC	Bridal/formal wear	www.davidsbridal.com	10,650	NO	0%	YES	YES
DEB SHOP	Apparel - men's, apparel - women's	www.debshops.com	7,500	NO	0%	YES	YES
DENNY'S RESTAURANT	Fast food, restaurants/bars	www.dennys.com	3,200-4,750	YES	77%	YES	NO
DICK'S SPORTING GOODS	Sporting goods/athletic wear	www.dickssportinggoods.com	50,000-60,000	NO	0%	YES	YES
DISCOUNT TIRE CENTER	Auto supplies/car care	www.tires.com	5,000-10,000	NO	0%	YES	YES
DOLLAR TREE	Dollar/variety stores	www.dollartree.com	9,000-15,000	NO	0%	YES	YES
DOMINO'S PIZZA	Fast food	www.dominos.com	1,000-1,300	YES	89%	YES	YES
DOTS INC	Apparel - women's	www.dots.com	4,000-5,000	NO	0%	YES	YES
DRESS BARN	Apparel - women's	www.dressbarn.com	4,000-8,000	NO	0%	YES	YES
DUNKIN DONUTS	Bakeries/bagels/pretzels	www.dunkinbrands.com	1,500-2,200	YES	100%	YES	YES
ETHAN ALLEN GALLERIES	Furniture/beds	www.ethanallen.com	6,000-35,000	YES	48%	YES	YES
FAMILY CHRISTIAN BOOK STORE	Specialty	www.familychristian.com	5,000-6,000	NO	0%	NO	YES
FAMOUS DAVE'S	Restaurants/bars	www.famousdaves.com	6,000-10,500	YES	72%	YES	YES
FAMOUS FOOTWEAR	Shoes	www.famousfootwear.com	6,000-8,000	NO	0%	YES	YES
FASHION BUG	Apparel - women's	www.charmingshoppe.com	3,000-7,000	NO	0%	YES	YES
FAZOLI'S	Fast casual restaurants	www.fazolis.com	3,500	YES	64%	YES	YES
FIGAROS ITALIAN KITCHEN	Fast food	www.figaros.com	1,000-1,500	YES	100%	YES	YES
FIVE GUYS	Restaurants/bars	www.fiveguys.com	2,000-3,000	YES	100%	YES	NO
FOOTACTION U S A	Shoes, sporting goods/athletic wear	www.footlocker-inc.com	2,000-5,000	NO	0%	YES	YES
FOSSIL CO STORE	Accessories, apparel - men's, apparel - women's, fine jewelry/watches	www.fossil.com	1,600-5,000	NO	0%	YES	YES
FOX'S PIZZA DEN	Fast food	www.foxspizza.com	800-1,800	YES	100%	NO	YES
GLIK'S DEPARTMENT STORE	Apparel - men's, apparel - women's, shoes	www.gliks.com	4,000-15,000	NO	0%	YES	NO
GLORIA JEAN'S GOURMET COFFEES	Coffee bars/juice bars	www.gloriajeans.com	750-2,500	YES	100%	NO	YES
GODFATHER'S PIZZA	Fast food	www.godfathers.com	3,600-4,000	YES	84%	YES	YES
GOLF U S A	Sporting goods/athletic wear	www.golfusa.com	2,500-7,000	YES	98%	YES	YES
GREAT CLIPS	Beauty salons	www.greatclips.com	900-1,200	YES	100%	YES	YES

Ramsey, MN
Operational Status of Retailers
St Hwy 47 & 167th Ave



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
GREAT HARVEST BREAD CO	Bakeries/bagels/pretzels	www.greatharvest.com	1,500-2,500	YES	100%	YES	YES
GUESS RETAIL INC	Accessories, apparel - children's, apparel - men's, apparel - women's, off-price/outlet stores	www.guess.com	4,500	NO	0%	YES	YES
HALLMARK	Cards/stationery	www.hallmark.com	3,200-4,500	YES	86%	YES	YES
HOBBY LOBBY	Art supplies/crafts/hobbies	www.hobbylobby.com	23,000-55,000	NO	0%	YES	YES
HOBBYTOWN USA	Art supplies/crafts/hobbies, toys/games/video games	www.hobbytown.com	3,000-7,000	YES	100%	YES	YES
HOME DEPOT INC	Hardware/home improvement	www.homedepot.com	2,400-150,000	NO	0%	YES	YES
HOOTERS	Restaurants/bars	www.hooters.com	4,000-4,500	YES	73%	YES	YES
HOT TOPIC	Accessories, apparel - men's, apparel - women's	www.hottopic.com	1,500-2,500	NO	0%	YES	YES
HY-VEE FOOD STORES INC	Supermarkets, drug stores	www.hy-vee.com	15,000-42,877	NO	0%	YES	YES
IHOP	Restaurants/bars	www.ihop.com	4,020-5,000	YES	95%	YES	YES
J JILL THE STORE	Apparel - women's, shoes	www.thetalbotsinc.com	2,100-10,000	NO	0%	YES	YES
JERSEY MIKE'S SUBMARINES	Fast food	www.jerseymikes.com	1,200-1,400	YES	63%	YES	YES
JIMMY JOHN'S	Fast casual restaurants	www.jimmyjohns.com	900-1,500	YES	97%	YES	YES
JO-ANN FABRICS & CRAFTS	Fabrics, art supplies/crafts/hobbies	www.joann.com	14,000-35,000	NO	0%	YES	YES
JOSEPH A BANK CLOTHIERS	Apparel - men's, off-price/outlet stores	www.josbank.com	4,000-4,500	YES	2%	YES	YES
JOURNEYS	Accessories, apparel - men's, apparel - women's, shoes, off-price/outlet stores	www.genesco.com	150-3,000	NO	0%	YES	YES
KFC	Fast food	www.yum.com	2,000-3,500	YES	69%	YES	YES
KIRKLAND'S	Home decor/lamps/drapes	www.kirklands.com	4,200-5,000	NO	0%	YES	YES
KOHL'S DEPARTMENT STORES	Department stores	www.kohls.com	75,000-133,000	NO	0%	YES	YES
LA Z BOY	Furniture/beds	www.lazboy.com	15,519-20,479	NO	0%	YES	YES
LANE BRYANT	Apparel - women's	www.charmingshoppes.com	3,000-7,000	NO	0%	YES	YES
LENNY'S SUB SHOP	Fast food	www.lennyssubshop.com	10,000-20,000	NO	0%	NO	YES
LENS CRAFTERS INC	Optical/eyewear	www.luxottica.com	150-4,000	NO	0%	YES	YES
LIFETIME FITNESS	Health clubs/gyms	www.lifetimefitness.com	110,000	NO	0%	YES	YES
LITTLE CAESAR'S PIZZA	Fast food	www.littlecaesars.com	1,200-1,600	YES	87%	YES	YES
LONE STAR STEAKHOUSE & SALOON	Restaurants/bars	www.lonestarsteakhouse.com	5,800-16,500	NO	0%	NO	YES
LONGHORN STEAKHOUSE	Restaurants/bars	www.dardenrestaurants.com	5,500-8,600	NO	0%	YES	YES
MAGGIE MOOS	Candy/ice cream/yogurt	www.nexcenbrands.com	400-12,000	YES	60%	YES	YES
MARBLE SLAB CREAMERY	Candy/ice cream/yogurt	www.nexcenbrands.com	400-12,000	YES	60%	YES	YES
MARCO'S PIZZA	Fast food	www.marcos.com	1,200-2,200	YES	67%	NO	YES
MARSHALLS	Apparel - children's, apparel - men's, apparel - women's, home decor/lamps/drapes	www.tjx.com	25,000-65,000	NO	0%	YES	YES
MAURICES	Apparel - women's	www.maurices.com	4,500-5,500	NO	0%	YES	YES
MC DONALD'S	Fast food	www.mcdonalds.com	600-5,500	YES	76%	YES	YES
MEDICINE SHOPPE	Drug stores	www.medshoppe.com	2,000	YES	100%	YES	YES
MENARDS	Hardware/home improvement, wall coverings/paint	www.menards.com	80,000-240,000	NO	0%	YES	YES
MERLE NORMAN COSMETICS	Cosmetics/body care/fragrance	www.merlenorman.com	400-1,000	YES	100%	YES	YES
MICHAEL'S	Art/collectibles/frames, art supplies/crafts/hobbies	www.michaels.com	5,800-18,200	NO	0%	YES	YES
MILIOS SANDWICHES	Fast food	www.milios.com	2,500	NO	0%	YES	YES
MOES SOUTHWEST GRILL	Fast food	www.focusbrands.com	500-3,000	YES	66%	YES	YES
NAPA AUTO PARTS	Auto supplies/car care	www.genpt.com	5,000-7,000	YES	81%	YES	YES

Ramsey, MN
Operational Status of Retailers
St Hwy 47 & 167th Ave



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
NEW YORK & CO	Apparel - women's	www.nyandcompany.com	6,000-8,000	NO	0%	YES	YES
NICK-N-WILLY'S	Fast casual restaurants	www.nicknwillyspizza.com	1,200-1,600	YES	100%	YES	YES
O'CHARLEY'S	Restaurants/bars	www.ocharleys.com	7,000-10,000	YES	5%	NO	YES
OLD NAVY CLOTHING CO	Apparel - children's, apparel - men's, apparel - women's	www.gapinc.com	2,750-35,000	NO	0%	YES	YES
OLIVE GARDEN	Restaurants/bars	www.dardenrestaurants.com	5,500-8,600	NO	0%	YES	YES
ONCE UPON A CHILD	Apparel - children's, musical instruments/supplies, sporting goods/athletic wear, specialty	www.winmarkcorporation.com	2,500-3,500	YES	100%	YES	YES
OUTBACK STEAKHOUSE	Restaurants/bars	www.osirestaurantpartners.com	5,500-7,500	YES	14%	YES	YES
PACIFIC SUNWEAR	Apparel - men's, apparel - women's	www.pacsun.com	3,500-4,500	NO	0%	YES	YES
PANERA BREAD	Bakeries/bagels/pretzels, fast casual restaurants	www.panera.com	4,200-5,000	YES	57%	YES	YES
PAPA JOHN'S PIZZA	Fast food	www.papajohns.com	1,100-1,500	YES	77%	YES	YES
PAPA MURPHY'S	Fast food	www.papamurphys.com	1,200-1,800	YES	98%	YES	YES
PAYLESS SHOE SOURCE	Shoes	www.paylessshoesource.com	3,000	NO	0%	YES	YES
PEARLE VISION	Optical/eyewear	www.luxottica.com	150-4,000	NO	0%	YES	YES
PENDLETON SHOPPE	Apparel - men's, apparel - women's	www.pendleton-usa.com	2,000	NO	0%	YES	YES
PEP BOYS	Auto supplies/car care	www.pepboys.com	20,000	NO	0%	YES	YES
PERKINS	Restaurants/bars	www.perkinsrestaurants.com	4,200-7,100	YES	58%	YES	YES
PETSMART	Pets/animal supplies	www.petsmart.com	19,000-27,000	NO	0%	YES	YES
PIZZA FACTORY	Restaurants/bars	www.pizzafactory.com	200-5,000	YES	100%	NO	YES
PIZZA RANCH	Restaurants/bars	www.pizzaranch.com	4,000-10,000	YES	94%	YES	YES
PLAY IT AGAIN SPORTS	Sporting goods/athletic wear, specialty	www.winmarkcorporation.com	2,500-3,500	YES	100%	YES	YES
PLAY N TRADE	Toys/games/video games	www.playntrade.com	4,000-5,000	NO	0%	YES	YES
POTTERY BARN	Bed and bath linens, china/glassware, cutlery/kitchenware, home decor/lamps/drapes	www.williams-sonomainc.com	1,800-20,000	NO	0%	YES	YES
POWERHOUSE GYM	Health clubs/gyms	www.powerhousegym.com	9,000-12,000	YES	36%	YES	YES
PUMP IT UP	Amusement/play centers	www.pumpitupparty.com	3,500-12,000	YES	72%	YES	YES
QDOBA MEXICAN GRILL	Fast casual restaurants, restaurants/bars	www.qdoba.com	2,000-2,400	YES	84%	YES	YES
QUIZNO	Fast casual restaurants	www.quiznos.com	1,200-1,600	YES	100%	YES	YES
RED ROBIN	Restaurants/bars	www.redrobin.com	6,350	YES	34%	YES	YES
REGAL CINEMAS	Movie theaters	www.regalcinemas.com	60,000-100,000	NO	0%	YES	YES
ROMANO'S MACARONI GRILL	Fast casual restaurants, restaurants/bars	www.brinker.com	5,000-16,000	YES	27%	YES	YES
RUE 21	Apparel - men's, apparel - women's	www.rue21.com	4,000-5,000	NO	0%	YES	YES
SAM'S WHOLESALE CLUB	Warehouses/wholesale clubs	www.samsclub.com	110,000-130,000	NO	0%	YES	YES
SBARRO ITALIAN EATERY	Fast food, restaurants/bars	www.sbarro.com	300-5,000	YES	37%	YES	YES
SCHLOTZSKY'S DELI	Fast casual restaurants	www.schlotzskys.com	2,400-2,800	YES	94%	YES	YES
SEPHORA	Cosmetics/body care/fragrance	www.sephora.com	5,200-5,700	NO	0%	YES	YES
SHERWIN-WILLIAMS CO	Wall coverings/paint	www.sherwinwilliams.com	3,000-6,000	NO	0%	YES	YES
SPORT CLIPS	Beauty salons	www.sportclips.com	1,000-1,400	NO	0%	YES	YES
SPORTS AUTHORITY	Sporting goods/athletic wear	www.sportsauthority.com	35,000-85,000	NO	0%	YES	YES
SPORTSMANS WAREHOUSE	Sporting goods/athletic wear	www.sportsmanswarehouse.com	50,000	NO	0%	YES	YES
STAPLES THE OFFICE SUPERSTORE	Computers/software, electronics, office supplies/furniture	www.staples.com	10,000-20,000	NO	0%	YES	YES
STARBUCKS	Coffee bars/juice bars	www.starbucks.com	100-2,000	NO	0%	YES	YES

Ramsey, MN
Operational Status of Retailers
St Hwy 47 & 167th Ave



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
STEAK N SHAKE	Restaurants/bars	www.steaknshake.com	3,800	YES	12%	NO	YES
STRIDE RITE	Shoes	www.strideritecorporation.com	1,000-3,000	NO	0%	YES	YES
T J MAXX	Apparel - children's, apparel - men's, apparel - women's, home decor/lamps/drapes	www.tjx.com	25,000-65,000	NO	0%	YES	YES
TACO BELL	Fast food	www.yum.com	2,000-3,500	YES	69%	YES	YES
TACO DEL MAR	Fast food	www.tacodelmar.com	1,200-1,500	NO	0%	NO	YES
TARGET	Discount stores, supercenters	www.target.com	123,000-174,000	NO	0%	YES	YES
TEXAS ROADHOUSE	Restaurants/bars	www.texasroadhouse.com	6,300-7,100	YES	22%	YES	YES
THE CHILDREN'S PLACE	Apparel - children's, toys/games/video games	www.childrensplace.com	4,000-6,500	NO	0%	YES	YES
TRACTOR SUPPLY CO	Agricultural/farm supplies	www.mytscstore.com	20,000-25,000	NO	0%	YES	YES
TRUE VALUE HARDWARE	Hardware/home improvement	www.truevaluecompany.com	3,500-15,000	NO	0%	YES	YES
TUESDAY MORNING INC	Close-out stores	www.tuesdaymorning.com	8,000-10,000	NO	0%	YES	YES
TUMBLEWEED SOUTHWEST MESQUITE	Restaurants/bars	www.tumbleweedrestaurants.com	5,400	YES	45%	NO	YES
ULTA	Cosmetics/body care/fragrance	www.ulta.com	10,000	NO	0%	YES	YES
UNO RESTAURANTS INC	Restaurants/bars	www.unos.com	5,500-6,000	YES	38%	YES	YES
VICTORIA'S SECRET	Apparel - women's	www.victoriassecret.com	3,900-4,500	NO	0%	YES	YES
WALGREENS	Drug stores	www.walgreens.com	14,560	NO	0%	YES	YES
WALMART	Supermarkets, discount stores, supercenters	www.walmartstores.com	5,000-233,000	NO	0%	YES	YES
WENDY'S	Fast food	www.wendys.com	3,000-6,000	YES	77%	YES	YES
WETZEL'S PRETZELS	Bakeries/bagels/pretzels	www.wetzels.com	500-800	YES	100%	YES	YES
WHITE CASTLE RESTAURANT	Fast food	www.whitecastle.com	2,000-3,000	NO	0%	YES	YES
WHITE HOUSE / BLACK MARKET	Accessories, apparel - women's	www.chicos.com	1,500-4,000	YES	1%	YES	YES
WILD BIRD CTR	Pets/animal supplies	www.wildbird.com	1,500-2,400	YES	5%	YES	YES
WILD BIRDS UNLIMITED	Pets/animal supplies	www.wildbird.com	1,500-2,400	YES	5%	YES	YES
WILLIAMS-SONOMA STORES INC	Bed and bath linens, china/glassware, cutlery/kitchenware, home decor/lamps/drapes	www.williams-sonomainc.com	1,800-20,000	NO	0%	YES	YES
WINE STYLES	Beer/wine/liquor	www.winestyles.net	1,200-2,000	YES	100%	YES	YES
WINGS TO GO	Fast food	www.wingstogo.com	1,200-2,000	YES	100%	NO	YES
YANKEE CANDLE CO	Specialty	www.yankeecandle.com	1,300-2,000	NO	0%	YES	YES
ZUMIEZ	Apparel - men's, apparel - women's, shoes	www.zumiez.com	3,000	NO	0%	YES	YES

Ramsey, MN

As a Location For

Bass Pro Shops

Prepared April 2009



Table of Contents

Executive Summary

San Antonio, TX Comparison

Orlando, FL Comparison

St. Charles, MO Comparison

Executive Summary

On behalf of the City of Ramsey, MN, Buxton conducted a comparative analysis between Ramsey and three Bass Pro locations. These retailer locations were included in this analysis based on 60 minute trade area similarities to Ramsey. The three Bass Pro locations, San Antonio, TX; Orlando, FL; and St. Charles, MO are used in the comparison are located in similar markets and share Ramsey's BUDS (Buxton Urban Density) score of two. Ramsey is a BUDS2 area, but it is on the verge of becoming a BUDS3 and is adjacent to BUDS3 areas. San Antonio is a BUDS2 location, while Orlando and St. Charles are BUDS3 locations.

(BUDS) Buxton Urban Density is a classification tool that measures the range between highly urban and highly rural areas. Urban densities, as defined by Buxton, are shown in the table below.

<i>BUDS</i>	<i>Definition</i>
1	Rural
2	In Town
3	Suburban/Small City
4	Metropolitan
5	High-Rise Living/Urban

Demographic Analysis

Buxton conducted a demographic analysis based on a 60 minute drive time to compare Ramsey with each benchmark profile (the demographic profile of each comparable location). The Ramsey profile and the benchmark profile were indexed against one another to determine how Ramsey compares to the average demographic profile of the Bass Pro locations. A comparison index value of 100 indicates that Ramsey matches the benchmark profile for a given demographic variable. A score above 100 indicates that Ramsey surpasses the benchmark profile. Conversely, a score below 100 indicates that Ramsey is below the benchmark profile.

Psychographic Analysis

Indexed Variables Within the Segmentation System

One of the major advantages of the segmentation system is the embedded index values for certain behaviors and lifestyles. Thousands of lifestyle categories are indexed within the segmentation system allowing for a ranking on those lifestyle characteristics by segment. Categories include everything from vehicle purchasing habits, media usage such as television shows and magazine subscriptions, healthcare behaviors including doctor visits and prescription medication purchases, to show how each segment is most likely to spend their free time and disposable income. These indexes are given to each segment within a category, and an index above 100 is more likely than average to have that particular trait.

For Example, under a category of “Eat at Applebee’s Once a Month” Segment 20 has an index of 177 and Segment 59 has an index of 37. With the average index set at 100, we can determine that Segment 20 is 77% more likely than the average household to eat at Applebee’s once a month, and Segment 59 is 63% less likely than the average household to eat at Applebee’s once a month.

Outdoor Recreation Variables

The seven variables used in this study included the likelihood of a household segment to:

- Go Hunting With a Gun Once in the Past Year
- Go Freshwater Fishing Once in the Past Year
- Go Canoeing/Kayaking Once in the Past Year
- Go Camping 4+ Times Per Year
- Go Backpacking/Hiking Once in the Past Year
- Buy a Tent in the Past Year
- Buy Fishing Equipment in the Past Year

Only the household segments that were the most likely to exhibit the behaviors of at least four of the seven variables were included in the Outdoor Recreation Profile. A count of these outdoor-oriented household segments within 60 minutes of the Ramsey Site was compared to the counts of the households within 60 minutes of the comparable Bass Pro locations. The Ramsey trade area has a much higher density of these specific households than any of the comparable locations.

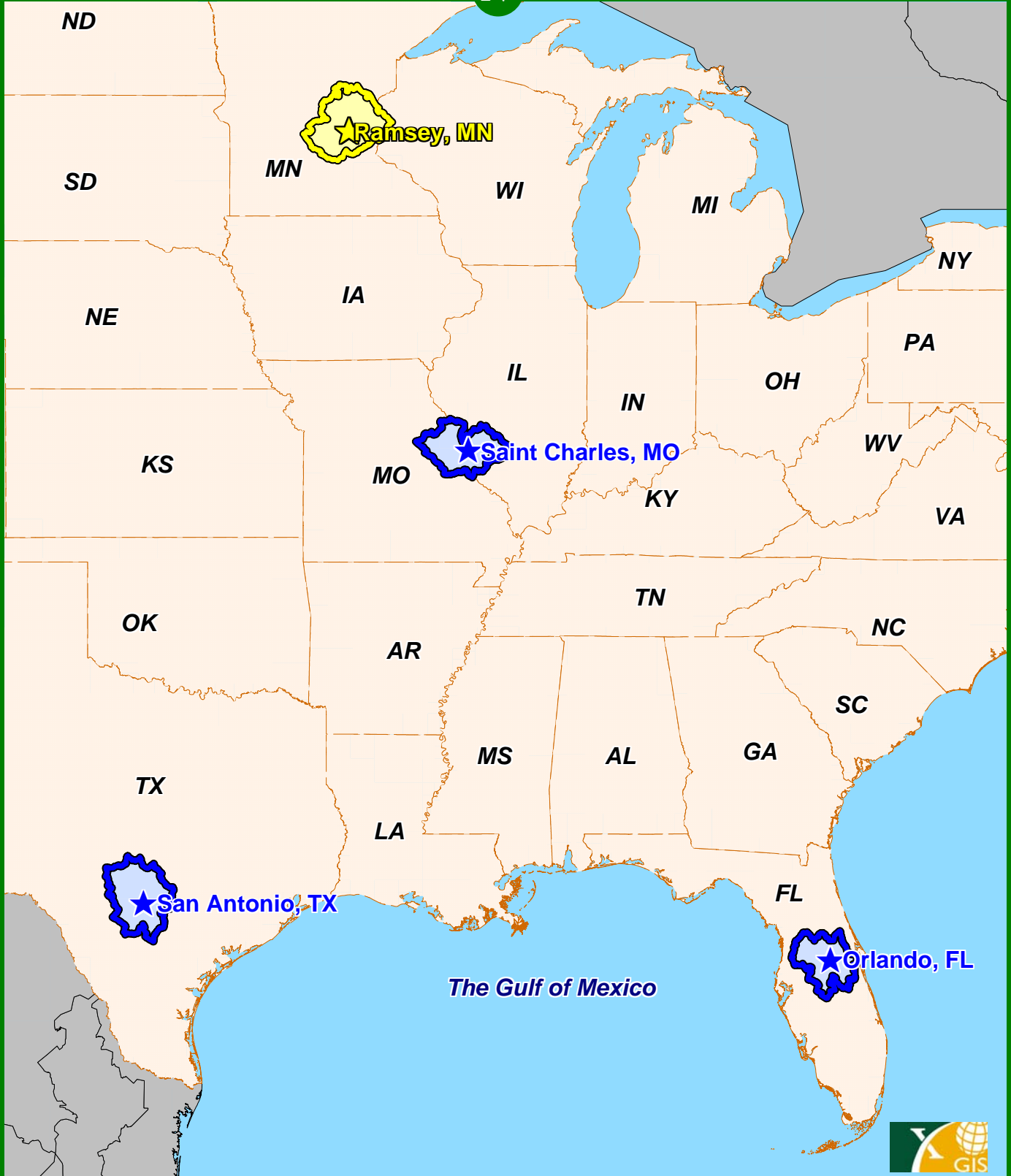
Psychographic Analysis (cont)

Using the indexes embedded in the segmentation system for each of these variables, we identified the segments that were the most likely to have the buying and leisure habits listed above. Only those segments that were in the highest group of likelihood for at least 4 out of the 7 variables were used in the Outdoor Recreation Profile for the City of Ramsey and Wayne County.

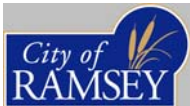
Buxton found that the household segments that had the highest propensity for the above variables are Segment 17 (Beltway Boomers), Segment 20 (Fast-Track Families), Segment 25 (Country Casuals), Segment 33 (Big Sky Families), Segment 43 (Heartlanders), Segment 45 (Blue Highways), Segment 51 (Shotguns & Pickups), Segment 64 (Bedrock America). The table below shows the counts of the households that fall within each identified segment:

<i>MRI Variable Profile</i>	<i>Segments</i>	<i>Existing Bass Pro Locations</i>			
		<i>San Antonio, TX</i>	<i>Orlando, FL</i>	<i>St. Charles, MO</i>	<i>Ramsey, MN</i>
Outdoor Recreation Profile	17,20,25,33,43,45,51,64	80,720	113,299	104,922	120,835

The maps on the following pages show the City of Ramsey and its location in respect to the comparable Bass Pro locations.



Ramsey, Minnesota: Trade Area



Comparable Bass Pro
60 Minute Drive Time



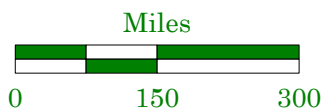
Comparable Bass Pro Locations



Ramsey, MN
60 Minute Drive Time



Ramsey, MN



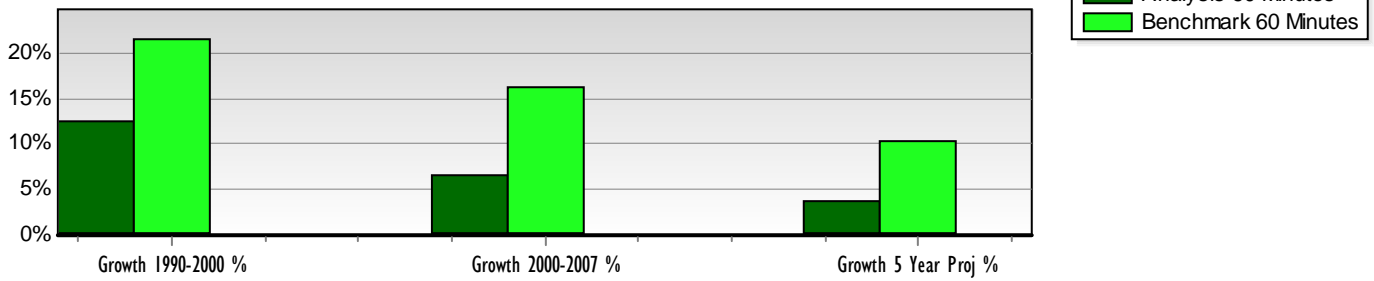
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

Population Profile	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
2012 Projection	2,759,653	2,304,499	120
2007 Estimate	2,661,842	2,089,245	127
2000 Census	2,497,294	1,798,354	139
1990 Census	2,217,956	1,479,748	150

Population Change

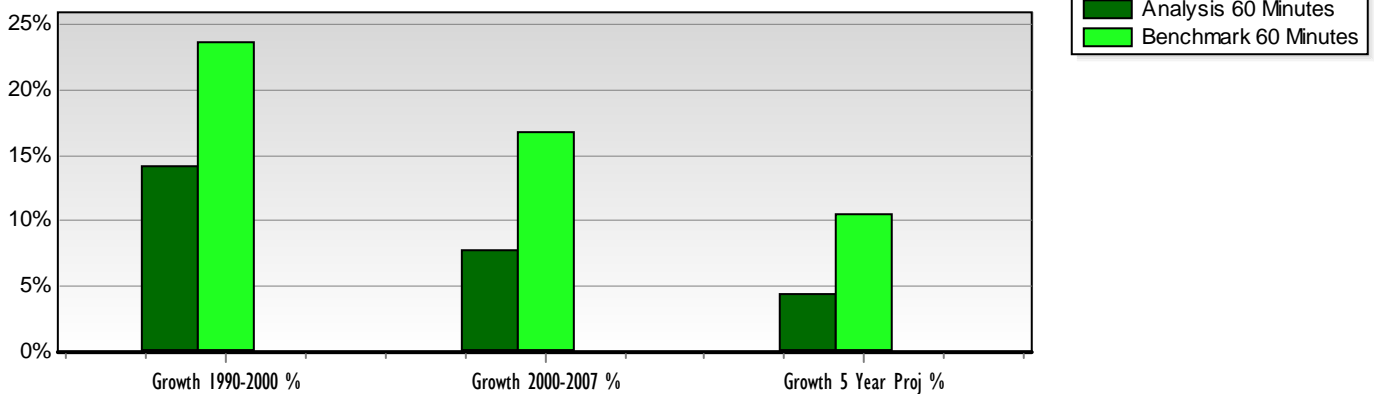


Work Place Population	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Total	1,914,486	1,171,143	163

Household Profile

2012 Projection	1,092,495	821,606	133
2007 Estimate	1,045,510	742,922	141
2000 Census	970,674	636,472	153
1990 Census	850,619	514,816	165

Household Change



Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

Population By Sex (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Male	49.7%	48.9%	102
Female	50.3%	51.1%	98

Marital Status Persons (Current)

Single Male	16.2%	13.9%	117
Single Female	13.7%	12.0%	114
Married	55.9%	57.9%	97
Male Previously Married	4.9%	5.3%	92
Female Previously Married	9.2%	10.8%	86

Households by Household Type (Current)

Family Household	64.2%	71.1%	90
Non-Family Household	35.8%	28.9%	124

Households By Type (Current)

Single Male	12.8%	10.3%	123
Single Female	16.0%	13.0%	123
Married Couple	51.1%	53.5%	95
Other Family: Male Head of Household	3.6%	4.2%	85
Other Family: Female Head of Household	9.5%	13.4%	71
Non-Family: Male Head of Household	4.0%	3.1%	128
Non-Family: Female Head of Household	3.0%	2.4%	125

Households with Kids (Current)

Total	359,559	296,713	121
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Group Quarters Population by Type (Current)

College Dormitories	20,310	12,121	168
Correctional Institutions	9,322	9,221	101
Military Quarters	1	10,426	0
Nursing Homes	19,199	10,905	176
Other Institutions	2,586	2,786	93
Other Noninstitutional	16,032	9,005	178
Total Group Quarters Population	67,450	54,464	124

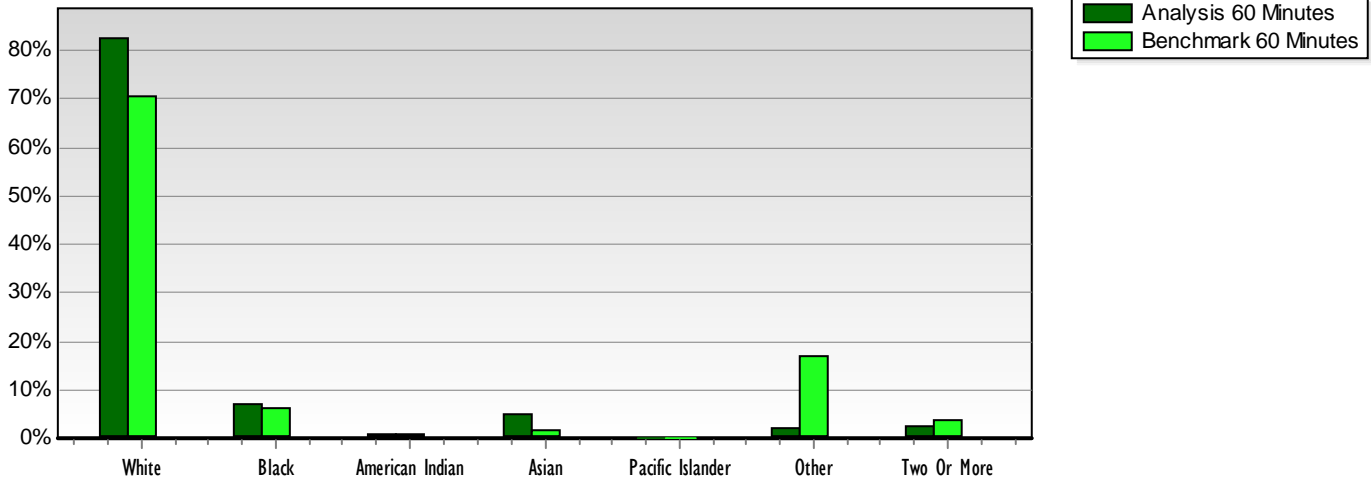
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

Population By Race (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
White	2,195,462	1,475,763	149
Black	185,855	125,968	148
American Indian	23,989	17,489	137
Asian	130,974	35,395	370
Pacific Islander	1,459	2,167	67
Other	56,341	354,913	16
Two Or More	67,762	77,550	87
Total Population By Race	2,661,842	2,089,245	127

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Hispanic Origin	124,129	1,067,586	12
Non Hispanic Origin	2,537,713	1,021,659	248

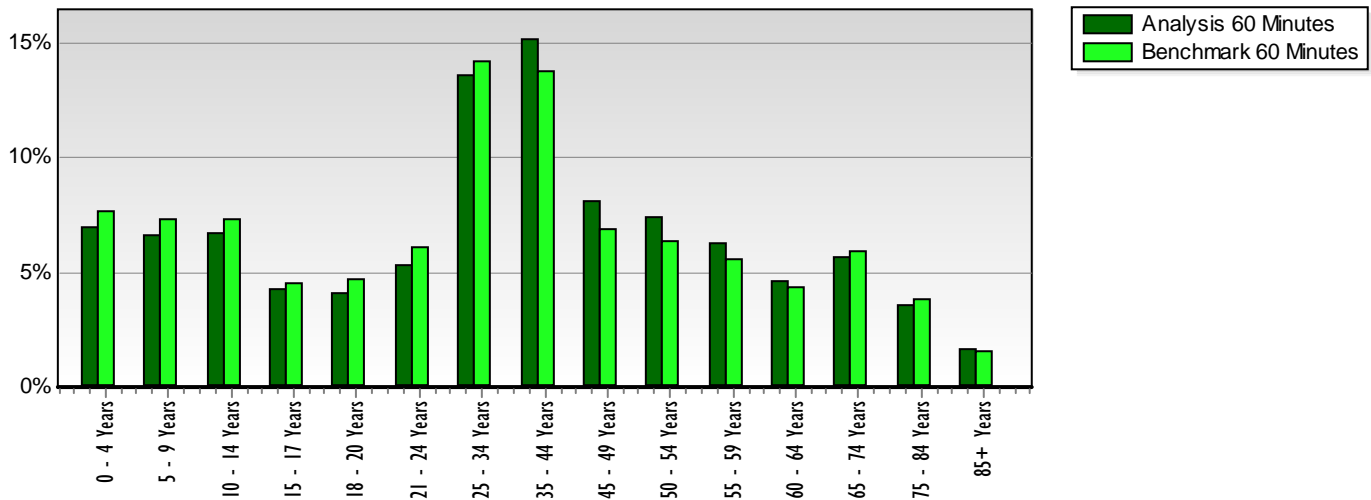
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

Population By Age (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
0 to 4 years	185,115	160,716	115
5 to 9 years	177,195	153,023	116
10 to 14 years	178,767	152,325	117
15 to 17 years	113,332	94,343	120
18 to 20 years	109,460	98,632	111
21 to 24 years	141,118	127,207	111
25 to 34 years	360,545	295,739	122
35 to 44 years	403,267	287,441	140
45 to 49 years	216,182	144,562	150
50 to 54 years	196,175	131,945	149
55 to 59 years	167,556	117,110	143
60 to 64 years	122,689	90,506	136
65 to 74 years	151,063	122,907	123
75 to 84 years	94,814	80,331	118
85+ Years	44,564	32,458	137
Total Population By Age	2,661,842	2,089,245	127
Average Age	36.9	35.5	104
Median Age	37.3	34.8	107

Population By Age (Current)



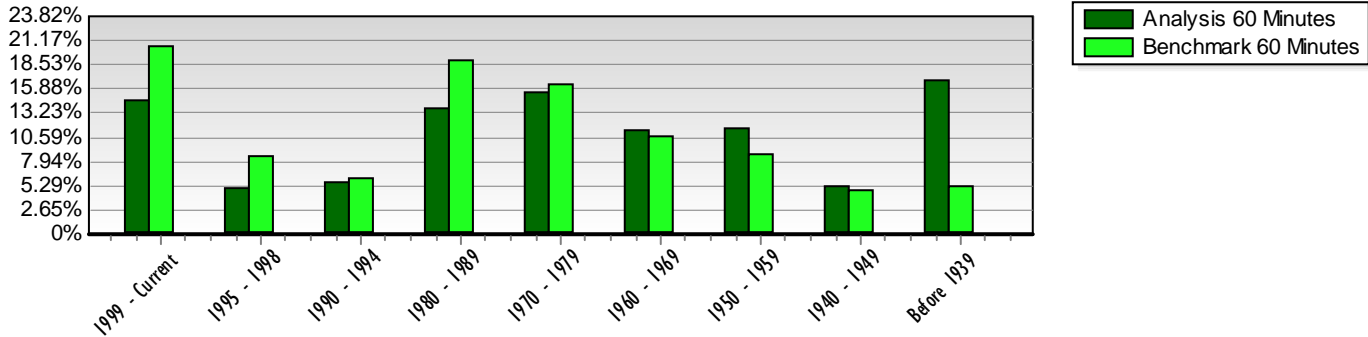
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

Housing Units By Year Built (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
1999 to Current	162,214	164,877	98
1995 to 1998	55,902	68,793	81
1990 to 1994	64,207	48,453	133
1980 to 1989	153,389	153,088	100
1970 to 1979	173,217	131,751	131
1960 to 1969	126,884	86,794	146
1950 to 1959	127,863	69,707	183
1940 to 1949	58,487	37,783	155
Before 1939	187,093	41,377	452

Housing Units By Year Built (Current)



Housing Units By Type (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Single-Unit Detached	62.7%	65.9%	95
Single-Unit Attached	6.6%	2.8%	239
Multi-Units 2	3.5%	1.9%	188
Multi-Units 3 - 19	9.7%	13.2%	73
Multi-Units 20 - 49	6.3%	2.3%	271
Multi-Units 50+	8.5%	5.5%	155
Mobile	2.5%	8.0%	31
Other	0.1%	0.3%	28

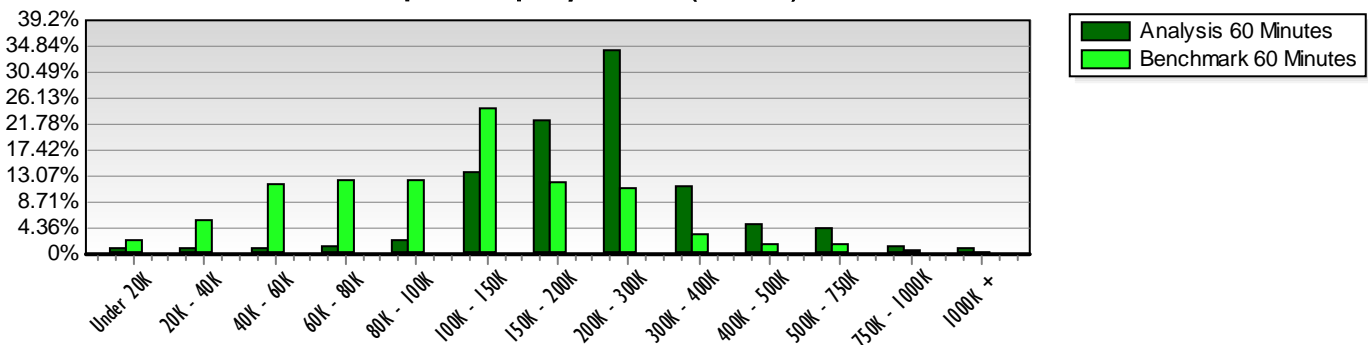
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Housing Units By Occupancy (Current)			
Owner - Occupied	67.8%	60.4%	112
Renter - Occupied	26.4%	32.1%	82
Vacant	5.7%	7.4%	77
Owner - Occupied Property Values (Current)			
Under \$20,000	7,474	11,568	65
\$20,000 to \$39,999	6,824	28,403	24
\$40,000 to \$59,999	7,087	56,159	13
\$60,000 to \$79,999	10,458	60,722	17
\$80,000 to \$99,999	18,059	60,609	30
\$100,000 to \$149,999	103,352	119,282	87
\$150,000 to \$199,999	169,228	58,420	290
\$200,000 to \$299,999	257,150	52,821	487
\$300,000 to \$399,999	85,007	16,962	501
\$400,000 to \$499,999	38,559	7,573	509
\$500,000 to \$749,999	31,944	7,633	418
\$750,000 to \$999,999	9,790	2,608	375
\$1,000,000 +	7,575	2,214	342
Total Owner - Occupied Property Values	752,507	484,974	155
Median Property Value	226,748	121,105	187

Owner - Occupied Property Values (Current)



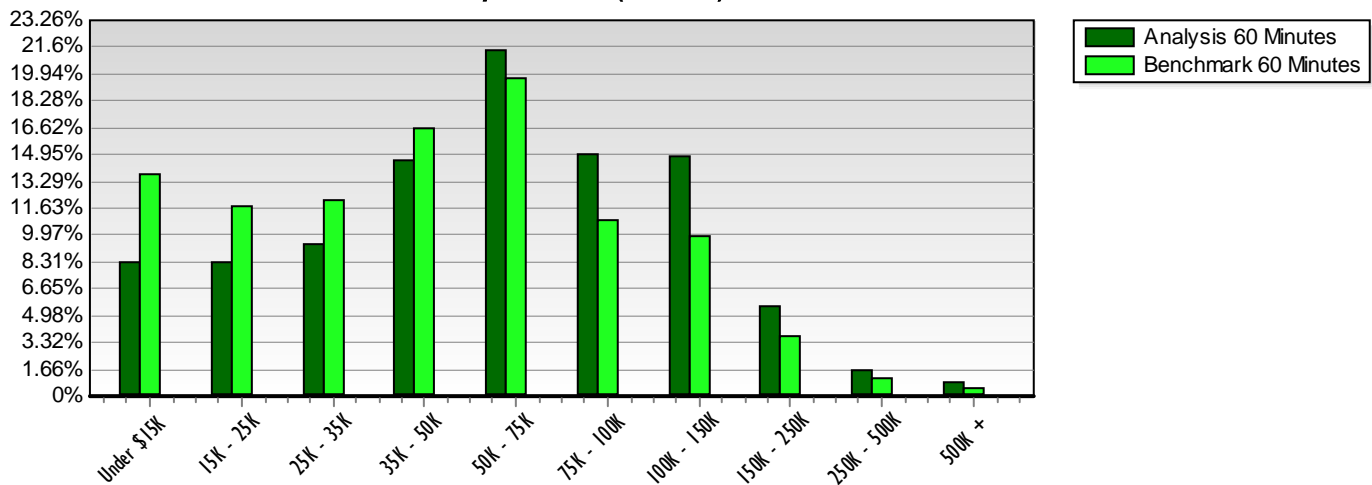
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

Households By Income (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Under \$15,000	87,029	102,137	85
\$15,000 to \$24,999	86,289	87,221	99
\$25,000 to \$34,999	98,898	90,125	110
\$35,000 to \$49,999	153,173	123,467	124
\$50,000 to \$74,999	223,797	146,173	153
\$75,000 to \$99,999	155,968	81,081	192
\$100,000 to \$149,999	155,736	73,400	212
\$150,000 to \$249,999	58,826	27,993	210
\$250,000 to \$499,999	17,321	8,074	215
\$500,000 +	8,473	3,251	261
Total Households By Income	1,045,510	742,922	141
Average Household Income	\$77,053	\$61,329	126
Per Capita Income	\$35,327	\$27,771	127
Median Household Income	\$63,601	\$50,020	127

Households By Income (Current)



Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

Civilian Labor Force (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Unemployed	55,405	53,893	103
Employed	1,474,240	932,989	158
Total Civilian Labor Force	1,529,645	986,882	155
Unemployment Rate	3.6%	5.5%	66

Population By Education Attained (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Less Than 9th Grade	3.7%	10.0%	37
Some High School, No Diploma	6.6%	10.8%	61
High School Graduate (Includes Equivalency)	26.4%	24.9%	106
Some College, No Degree	24.2%	24.3%	99
Associate Degree	7.4%	6.0%	123
Bachelor's Degree	21.9%	15.3%	143
Master's Degree	6.4%	5.9%	109
Professional School Degree	2.3%	2.0%	118
Doctorate Degree	1.1%	0.8%	135

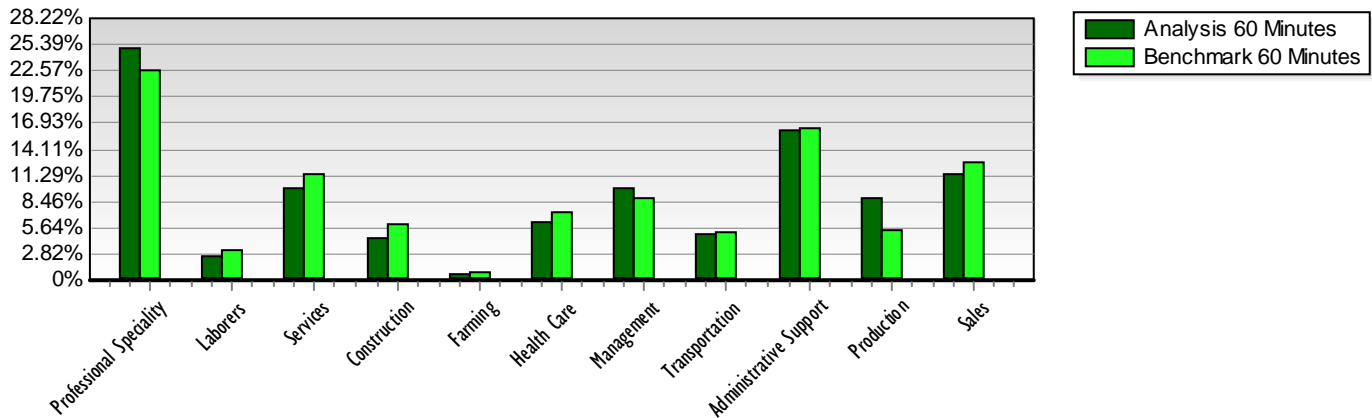
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: San Antonio, TX

Population 16+ By Occupation (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Administrative Support	237,976	153,612	155
Architecture and Engineering	35,466	14,806	240
Arts	33,325	15,241	219
Building and Grounds Cleaning	36,815	30,404	121
Business Operations	42,659	22,682	188
Computer and Mathematics	53,745	19,492	276
Construction and Extraction	66,687	56,914	117
Education, Training, Library	79,090	61,293	129
Farming	8,947	7,132	125
Financial Specialists	42,189	20,939	201
Health Care	92,282	68,919	134
Installation	47,621	40,107	119
Legal	17,327	9,290	187
Life and Social Sciences	16,910	6,546	258
Management	145,214	81,812	177
Production	129,123	49,957	258
Sales	168,250	119,163	141
Services	146,963	106,412	138
Transportation	73,651	48,268	153
Total Population 16+ By Occupation	1,474,240	932,989	158

Population 16+ By Occupation (Current)



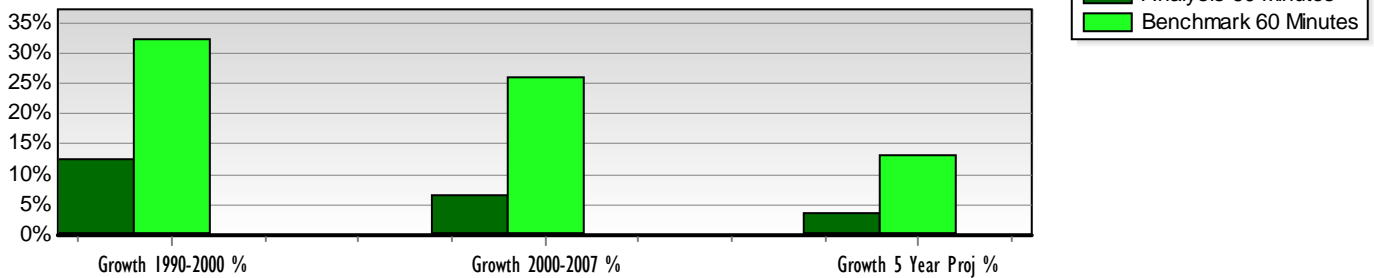
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

Population Profile	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
2012 Projection	2,759,653	3,063,964	90
2007 Estimate	2,661,842	2,710,585	98
2000 Census	2,497,294	2,152,507	116
1990 Census	2,217,956	1,627,716	136

Population Change

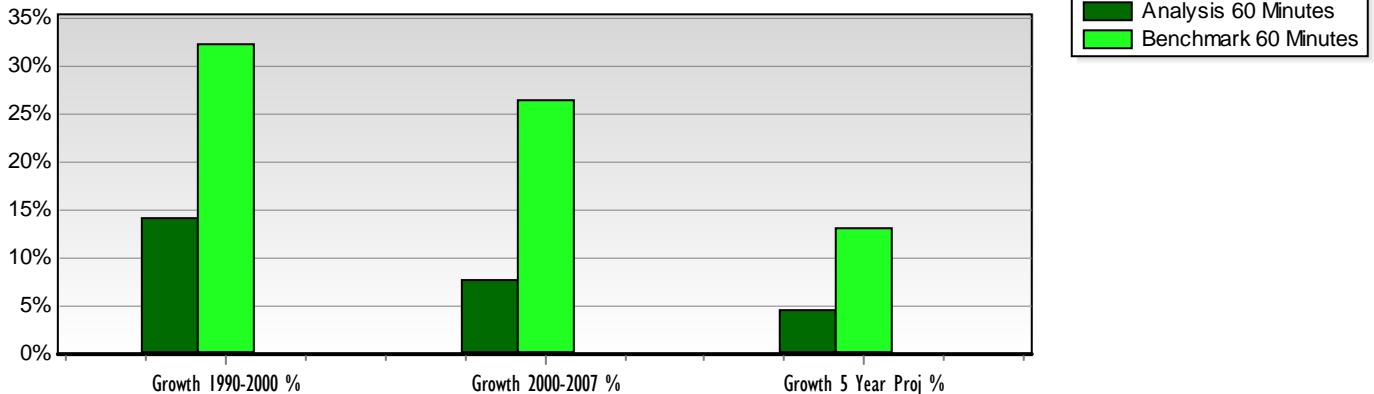


Work Place Population	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Total	1,914,486	1,622,760	118

Household Profile

Household Profile	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
2012 Projection	1,092,495	1,174,603	93
2007 Estimate	1,045,510	1,038,079	101
2000 Census	970,674	821,244	118
1990 Census	850,619	621,095	137

Household Change



Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

Population By Sex (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Male	49.7%	49.5%	100
Female	50.3%	50.5%	100

Marital Status Persons (Current)

Single Male	16.2%	13.6%	120
Single Female	13.7%	10.7%	127
Married	55.9%	58.6%	95
Male Previously Married	4.9%	6.0%	81
Female Previously Married	9.2%	11.0%	84

Households by Household Type (Current)

Family Household	64.2%	68.9%	93
Non-Family Household	35.8%	31.1%	115

Households By Type (Current)

Single Male	12.8%	10.3%	123
Single Female	16.0%	13.2%	121
Married Couple	51.1%	53.2%	96
Other Family: Male Head of Household	3.6%	4.2%	86
Other Family: Female Head of Household	9.5%	11.6%	82
Non-Family: Male Head of Household	4.0%	4.5%	88
Non-Family: Female Head of Household	3.0%	3.0%	101

Households with Kids (Current)

Total	359,559	352,258	102
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Group Quarters Population by Type (Current)

College Dormitories	20,310	4,265	476
Correctional Institutions	9,322	23,603	39
Military Quarters	1	1	100
Nursing Homes	19,199	11,573	166
Other Institutions	2,586	3,132	83
Other Noninstitutional	16,032	9,342	172
Total Group Quarters Population	67,450	51,916	130

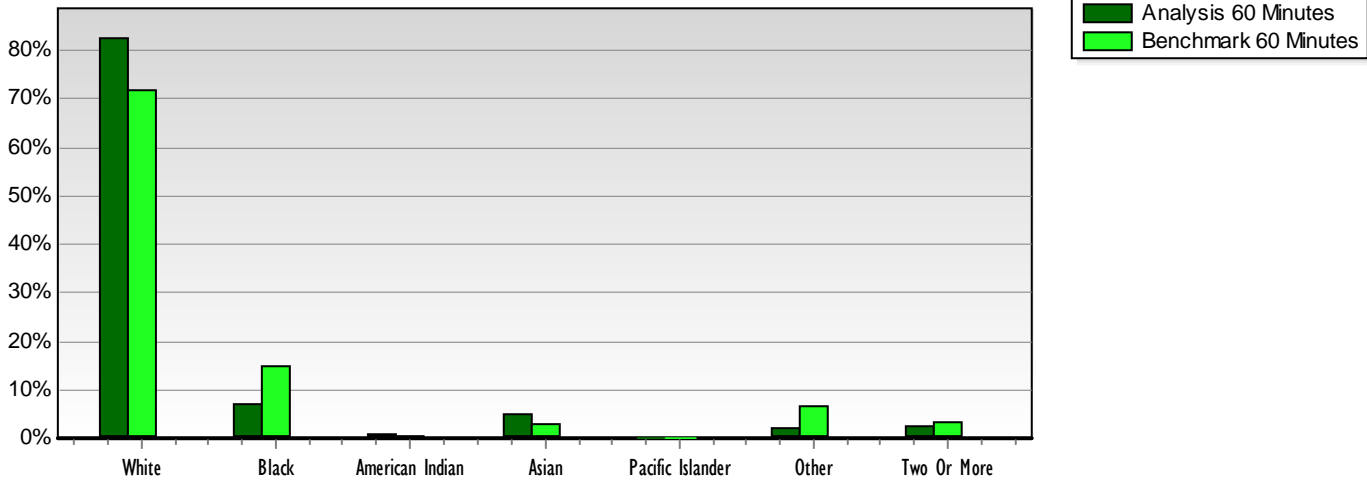
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

Population By Race (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
White	2,195,462	1,943,633	113
Black	185,855	399,178	47
American Indian	23,989	10,921	220
Asian	130,974	81,776	160
Pacific Islander	1,459	2,042	71
Other	56,341	184,355	31
Two Or More	67,762	88,680	76
Total Population By Race	2,661,842	2,710,585	98

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Hispanic Origin	124,129	580,952	21
Non Hispanic Origin	2,537,713	2,129,633	119

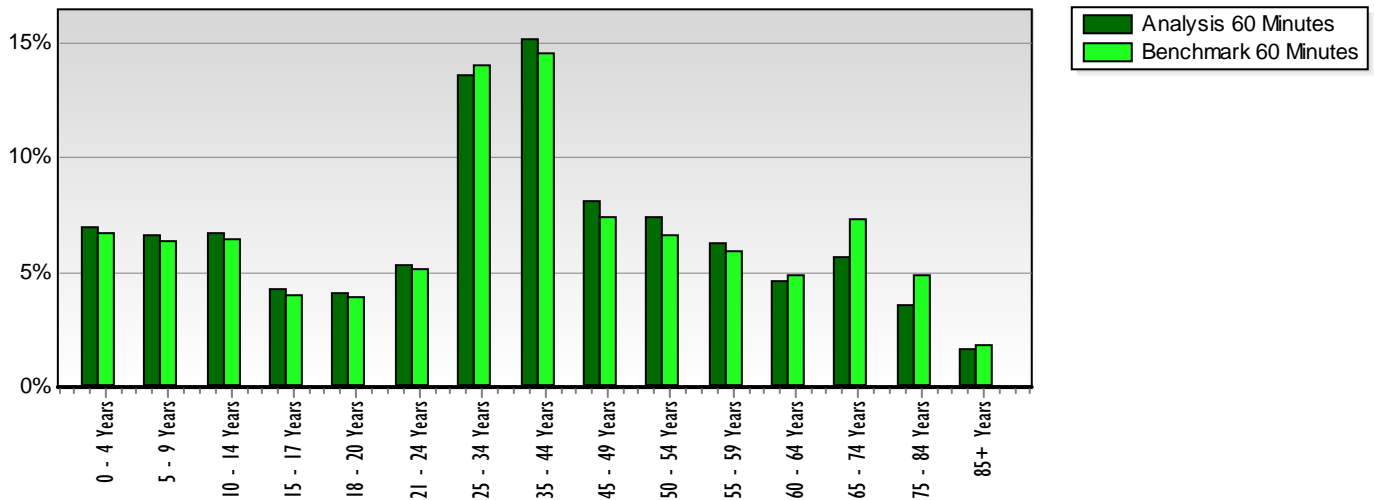
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

Population By Age (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
0 to 4 years	185,115	181,859	102
5 to 9 years	177,195	172,466	103
10 to 14 years	178,767	175,112	102
15 to 17 years	113,332	109,142	104
18 to 20 years	109,460	105,343	104
21 to 24 years	141,118	139,175	101
25 to 34 years	360,545	379,997	95
35 to 44 years	403,267	394,730	102
45 to 49 years	216,182	200,330	108
50 to 54 years	196,175	178,664	110
55 to 59 years	167,556	160,194	105
60 to 64 years	122,689	133,013	92
65 to 74 years	151,063	198,630	76
75 to 84 years	94,814	132,329	72
85+ Years	44,564	49,601	90
Total Population By Age	2,661,842	2,710,585	98
Average Age	36.9	38.2	97
Median Age	37.3	38.3	97

Population By Age (Current)



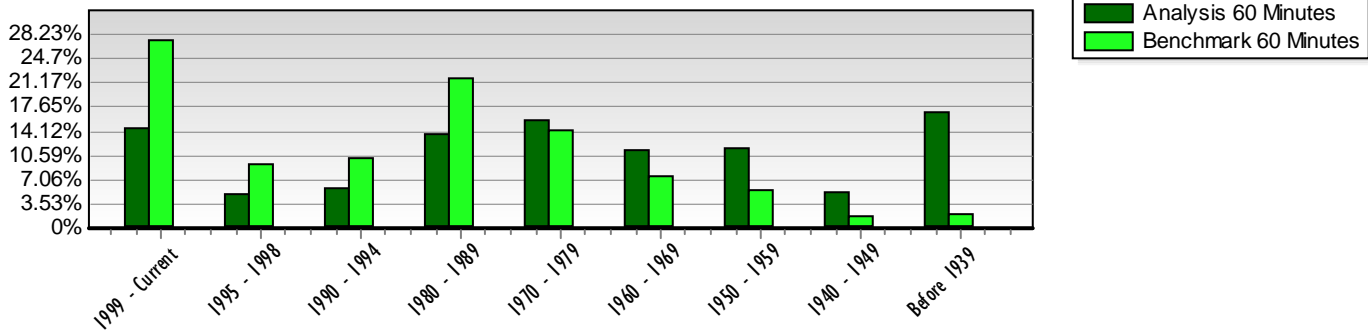
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

Housing Units By Year Built (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
1999 to Current	162,214	322,462	50
1995 to 1998	55,902	109,467	51
1990 to 1994	64,207	120,402	53
1980 to 1989	153,389	257,210	60
1970 to 1979	173,217	168,848	103
1960 to 1969	126,884	89,101	142
1950 to 1959	127,863	66,551	192
1940 to 1949	58,487	20,443	286
Before 1939	187,093	22,770	822

Housing Units By Year Built (Current)



Housing Units By Type (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Single-Unit Detached	62.7%	61.3%	102
Single-Unit Attached	6.6%	3.8%	175
Multi-Units 2	3.5%	2.1%	172
Multi-Units 3 - 19	9.7%	13.3%	73
Multi-Units 20 - 49	6.3%	2.5%	250
Multi-Units 50+	8.5%	3.0%	287
Mobile	2.5%	13.4%	18
Other	0.1%	0.7%	13

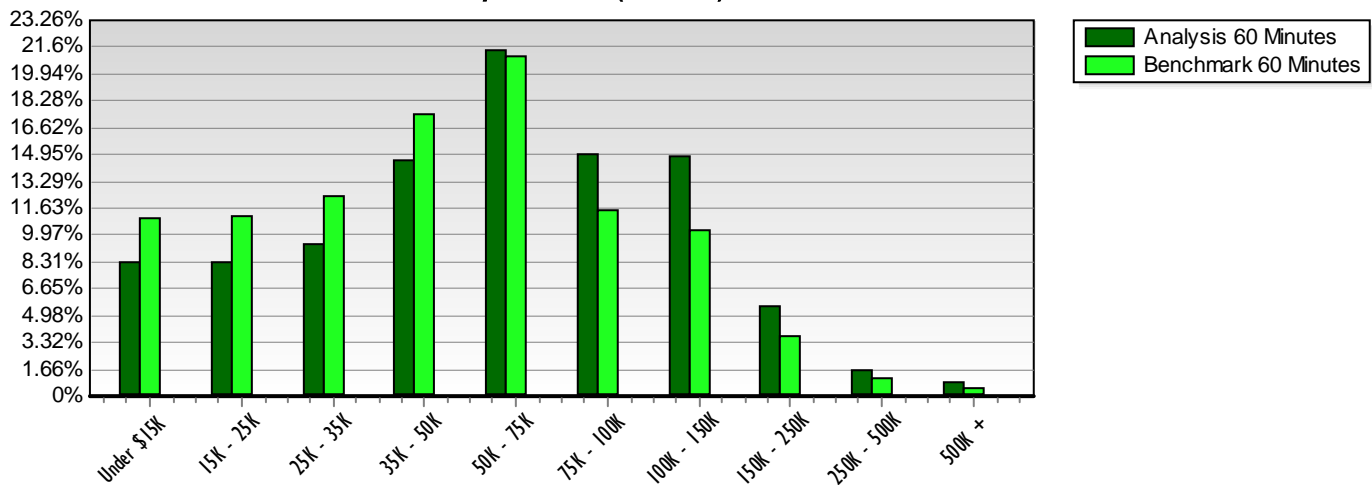
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

Households By Income (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Under \$15,000	87,029	113,923	76
\$15,000 to \$24,999	86,289	115,264	75
\$25,000 to \$34,999	98,898	128,683	77
\$35,000 to \$49,999	153,173	181,042	85
\$50,000 to \$74,999	223,797	218,672	102
\$75,000 to \$99,999	155,968	119,024	131
\$100,000 to \$149,999	155,736	106,249	147
\$150,000 to \$249,999	58,826	38,074	155
\$250,000 to \$499,999	17,321	11,888	146
\$500,000 +	8,473	5,260	161
Total Households By Income	1,045,510	1,038,079	101
Average Household Income	\$77,053	\$63,577	121
Per Capita Income	\$35,327	\$28,473	124
Median Household Income	\$63,601	\$51,602	123

Households By Income (Current)



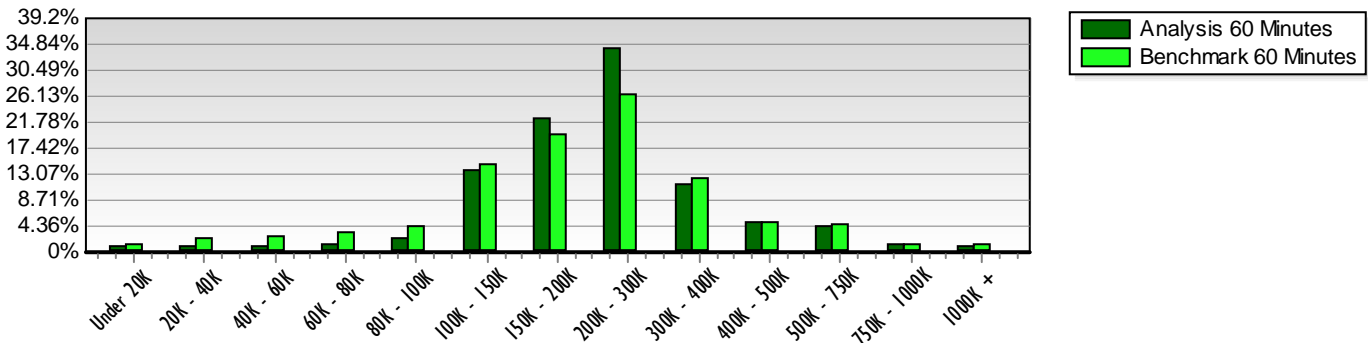
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Housing Units By Occupancy (Current)			
Owner - Occupied	67.8%	62.0%	109
Renter - Occupied	26.4%	26.2%	101
Vacant	5.7%	11.8%	49
Owner - Occupied Property Values (Current)			
Under \$20,000	7,474	10,706	70
\$20,000 to \$39,999	6,824	16,613	41
\$40,000 to \$59,999	7,087	20,609	34
\$60,000 to \$79,999	10,458	25,266	41
\$80,000 to \$99,999	18,059	32,358	56
\$100,000 to \$149,999	103,352	106,647	97
\$150,000 to \$199,999	169,228	143,134	118
\$200,000 to \$299,999	257,150	192,202	134
\$300,000 to \$399,999	85,007	90,714	94
\$400,000 to \$499,999	38,559	35,704	108
\$500,000 to \$749,999	31,944	34,817	92
\$750,000 to \$999,999	9,790	10,609	92
\$1,000,000 +	7,575	10,509	72
Total Owner - Occupied Property Values	752,507	729,888	103
Median Property Value	226,748	220,251	103

Owner - Occupied Property Values (Current)



Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

Civilian Labor Force (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Unemployed	55,405	61,704	90
Employed	1,474,240	1,287,480	115
Total Civilian Labor Force	1,529,645	1,349,184	113
Unemployment Rate	3.6%	4.6%	79

Population By Education Attained (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Less Than 9th Grade	3.7%	5.5%	66
Some High School, No Diploma	6.6%	13.0%	51
High School Graduate (Includes Equivalency)	26.4%	29.2%	91
Some College, No Degree	24.2%	22.4%	108
Associate Degree	7.4%	7.6%	97
Bachelor's Degree	21.9%	15.5%	142
Master's Degree	6.4%	4.6%	139
Professional School Degree	2.3%	1.6%	142
Doctorate Degree	1.1%	0.6%	175

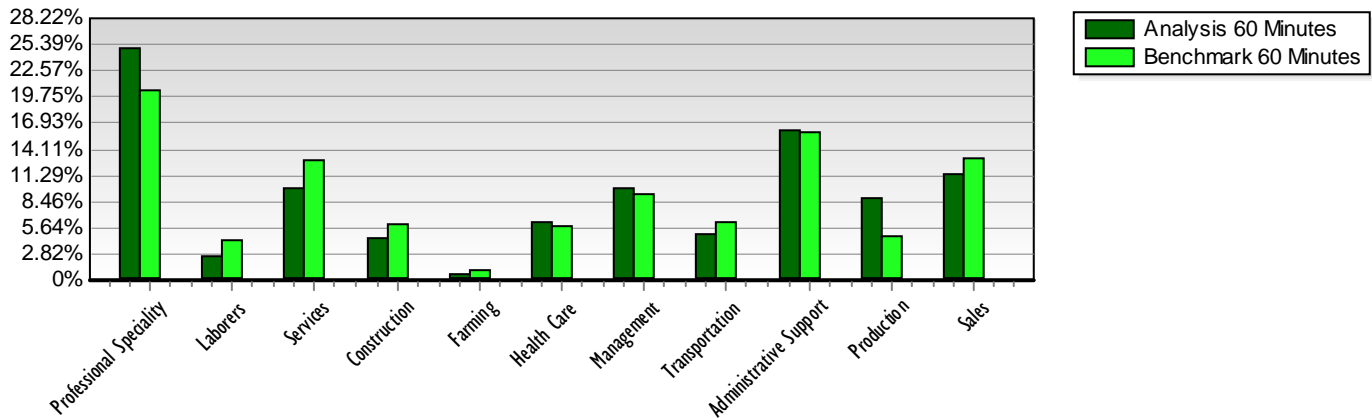
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: Orlando, FL

Population 16+ By Occupation (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Administrative Support	237,976	206,500	115
Architecture and Engineering	35,466	26,216	135
Arts	33,325	30,300	110
Building and Grounds Cleaning	36,815	54,631	67
Business Operations	42,659	28,978	147
Computer and Mathematics	53,745	28,072	191
Construction and Extraction	66,687	78,259	85
Education, Training, Library	79,090	56,956	139
Farming	8,947	12,608	71
Financial Specialists	42,189	25,102	168
Health Care	92,282	74,294	124
Installation	47,621	49,867	95
Legal	17,327	11,899	146
Life and Social Sciences	16,910	6,464	262
Management	145,214	120,266	121
Production	129,123	61,005	212
Sales	168,250	170,290	99
Services	146,963	165,758	89
Transportation	73,651	80,015	92
Total Population 16+ By Occupation	1,474,240	1,287,480	115

Population 16+ By Occupation (Current)



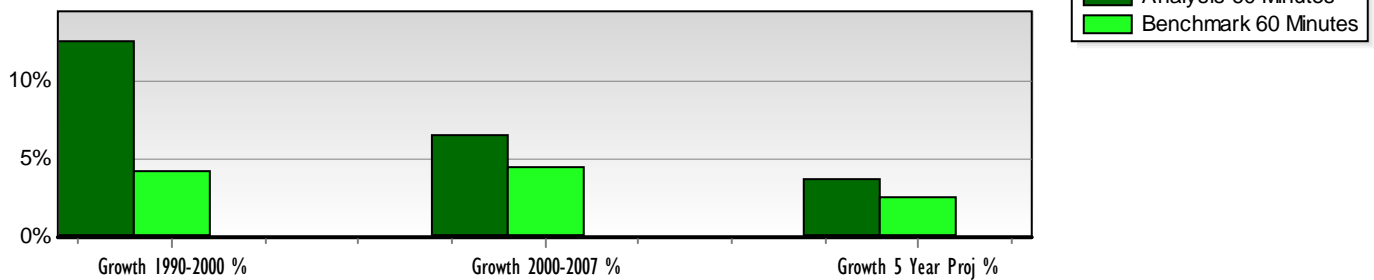
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Population Profile	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
2012 Projection	2,759,653	2,651,647	104
2007 Estimate	2,661,842	2,586,375	103
2000 Census	2,497,294	2,475,144	101
1990 Census	2,217,956	2,375,429	93

Population Change

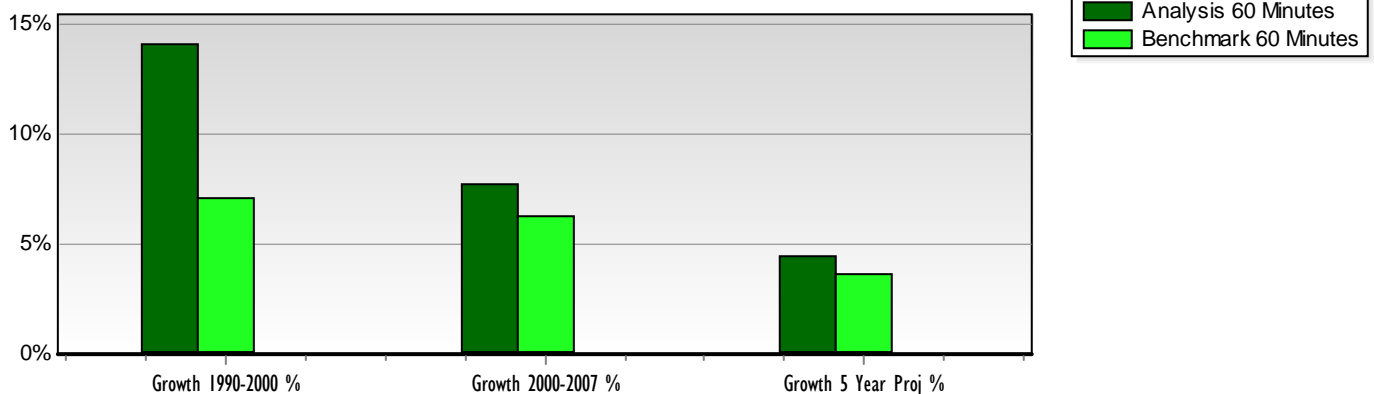


Work Place Population	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Total	1,914,486	1,591,051	120

Household Profile

Household Profile	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
2012 Projection	1,092,495	1,065,100	103
2007 Estimate	1,045,510	1,027,431	102
2000 Census	970,674	967,055	100
1990 Census	850,619	902,579	94

Household Change



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*Comparison Index: Average is 100; Less than 100: Red; 100 and Above: Green

Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Population By Sex (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Male	49.7%	48.2%	103
Female	50.3%	51.8%	97

Marital Status Persons (Current)

Single Male	16.2%	14.0%	116
Single Female	13.7%	12.9%	106
Married	55.9%	56.0%	100
Male Previously Married	4.9%	5.6%	88
Female Previously Married	9.2%	11.5%	80

Households by Household Type (Current)

Family Household	64.2%	67.4%	95
Non-Family Household	35.8%	32.6%	110

Households By Type (Current)

Single Male	12.8%	12.1%	105
Single Female	16.0%	16.5%	97
Married Couple	51.1%	50.5%	101
Other Family: Male Head of Household	3.6%	3.8%	96
Other Family: Female Head of Household	9.5%	13.2%	72
Non-Family: Male Head of Household	4.0%	2.3%	172
Non-Family: Female Head of Household	3.0%	1.7%	179

Households with Kids (Current)

Total	359,559	365,733	98
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Group Quarters Population by Type (Current)

College Dormitories	20,310	12,285	165
Correctional Institutions	9,322	5,320	175
Military Quarters	1	7	14
Nursing Homes	19,199	19,932	96
Other Institutions	2,586	2,367	109
Other Noninstitutional	16,032	8,635	186
Total Group Quarters Population	67,450	48,546	139

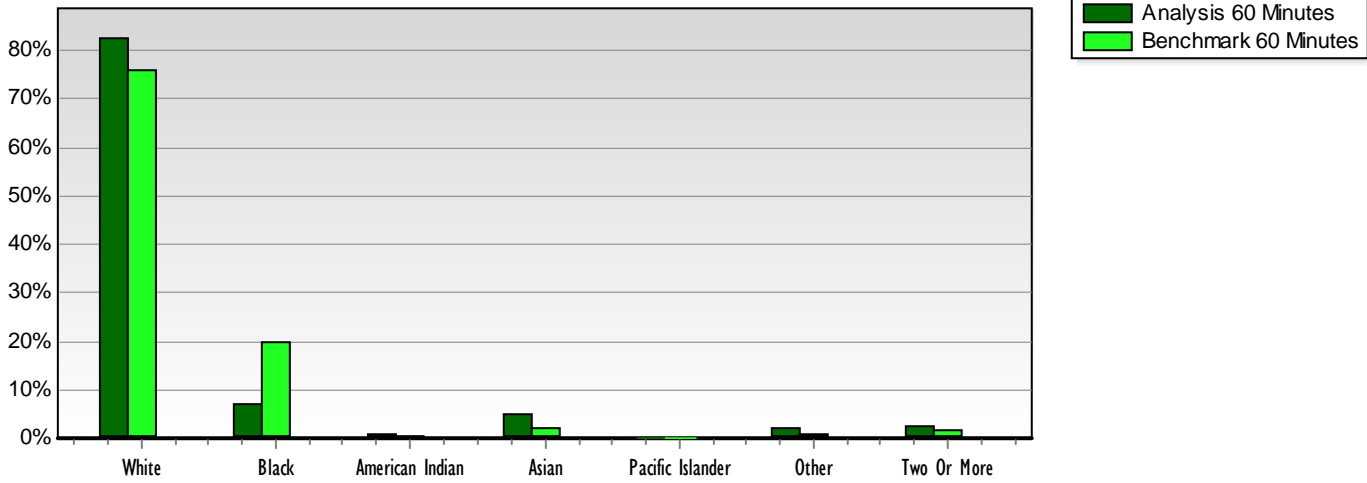
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Population By Race (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
White	2,195,462	1,961,609	112
Black	185,855	508,333	37
American Indian	23,989	6,867	349
Asian	130,974	51,106	256
Pacific Islander	1,459	1,242	117
Other	56,341	17,110	329
Two Or More	67,762	40,108	169
Total Population By Race	2,661,842	2,586,375	103

Population By Race (Current)



Population By Hispanic Origin (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Hispanic Origin	124,129	54,073	230
Non Hispanic Origin	2,537,713	2,532,302	100

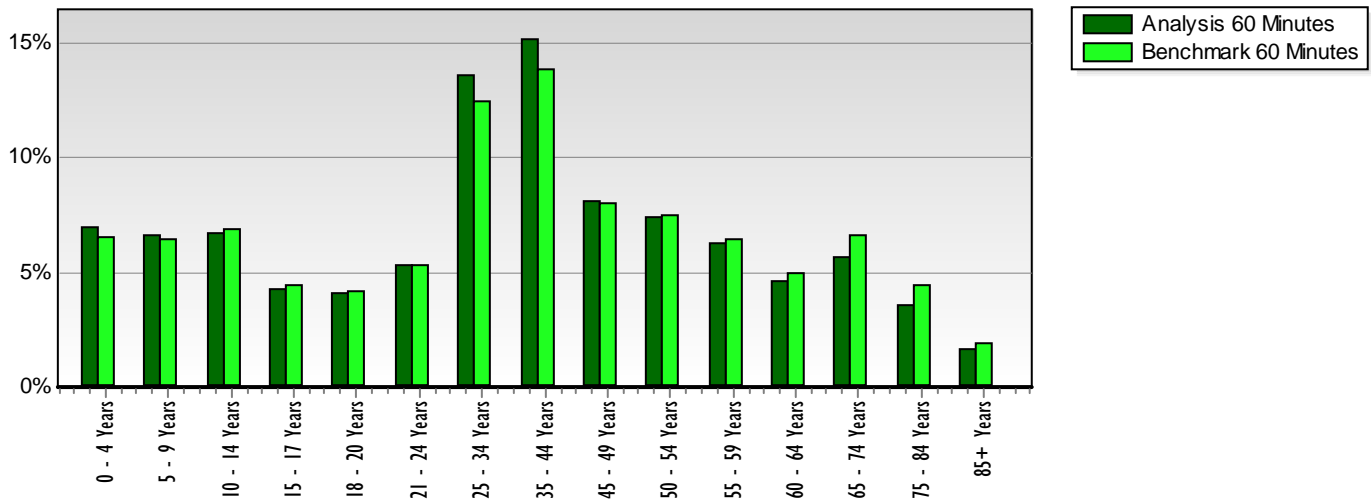
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Population By Age (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
0 to 4 years	185,115	168,807	110
5 to 9 years	177,195	167,396	106
10 to 14 years	178,767	178,065	100
15 to 17 years	113,332	115,634	98
18 to 20 years	109,460	107,005	102
21 to 24 years	141,118	138,424	102
25 to 34 years	360,545	322,521	112
35 to 44 years	403,267	359,094	112
45 to 49 years	216,182	206,999	104
50 to 54 years	196,175	193,000	102
55 to 59 years	167,556	167,107	100
60 to 64 years	122,689	127,716	96
65 to 74 years	151,063	171,000	88
75 to 84 years	94,814	114,881	83
85+ Years	44,564	48,726	91
Total Population By Age	2,661,842	2,586,375	103
Average Age	36.9	37.9	97
Median Age	37.3	38.2	98

Population By Age (Current)



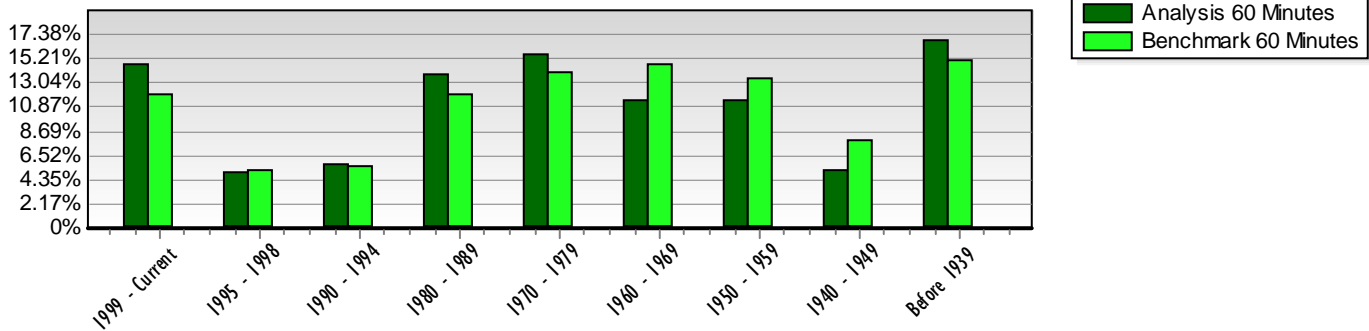
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Housing Units By Year Built (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
1999 to Current	162,214	135,013	120
1995 to 1998	55,902	57,370	97
1990 to 1994	64,207	62,171	103
1980 to 1989	153,389	135,314	113
1970 to 1979	173,217	156,104	111
1960 to 1969	126,884	164,350	77
1950 to 1959	127,863	151,564	84
1940 to 1949	58,487	87,855	67
Before 1939	187,093	169,696	110

Housing Units By Year Built (Current)



Housing Units By Type (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Single-Unit Detached	62.7%	68.1%	92
Single-Unit Attached	6.6%	3.3%	203
Multi-Units 2	3.5%	4.7%	76
Multi-Units 3 - 19	9.7%	14.7%	66
Multi-Units 20 - 49	6.3%	1.9%	325
Multi-Units 50+	8.5%	3.0%	281
Mobile	2.5%	4.2%	58
Other	0.1%	0.1%	153

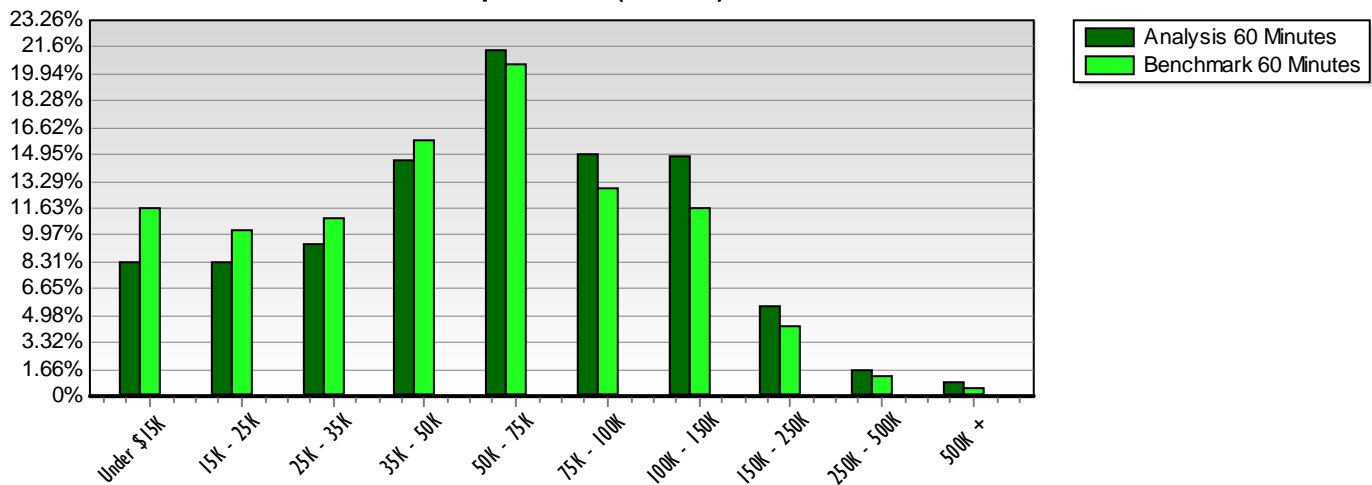
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Households By Income (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Under \$15,000	87,029	119,879	73
\$15,000 to \$24,999	86,289	105,644	82
\$25,000 to \$34,999	98,898	113,410	87
\$35,000 to \$49,999	153,173	162,561	94
\$50,000 to \$74,999	223,797	210,946	106
\$75,000 to \$99,999	155,968	132,364	118
\$100,000 to \$149,999	155,736	120,100	130
\$150,000 to \$249,999	58,826	44,652	132
\$250,000 to \$499,999	17,321	12,288	141
\$500,000 +	8,473	5,587	152
Total Households By Income	1,045,510	1,027,431	102
Average Household Income	\$77,053	\$66,791	115
Per Capita Income	\$35,327	\$31,843	111
Median Household Income	\$63,601	\$55,264	115

Households By Income (Current)



Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

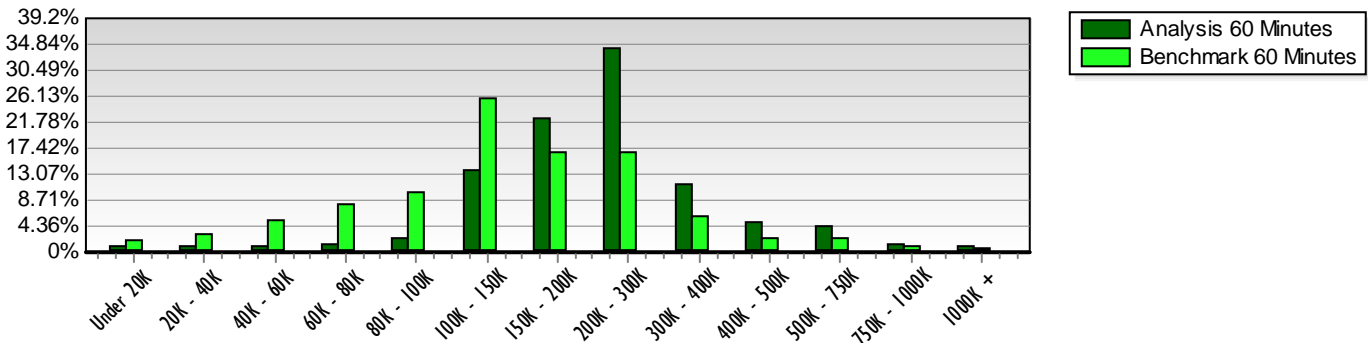
Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Housing Units By Occupancy (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Owner - Occupied	67.8%	65.9%	103
Renter - Occupied	26.4%	25.8%	102
Vacant	5.7%	8.2%	70

Owner - Occupied Property Values (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Under \$20,000	7,474	15,058	50
\$20,000 to \$39,999	6,824	21,756	31
\$40,000 to \$59,999	7,087	39,147	18
\$60,000 to \$79,999	10,458	59,255	18
\$80,000 to \$99,999	18,059	74,884	24
\$100,000 to \$149,999	103,352	190,594	54
\$150,000 to \$199,999	169,228	123,011	138
\$200,000 to \$299,999	257,150	124,380	207
\$300,000 to \$399,999	85,007	43,746	194
\$400,000 to \$499,999	38,559	17,726	218
\$500,000 to \$749,999	31,944	18,302	175
\$750,000 to \$999,999	9,790	6,366	154
\$1,000,000 +	7,575	4,016	189
Total Owner - Occupied Property Values	752,507	738,241	102
Median Property Value	226,748	158,029	143

Owner - Occupied Property Values (Current)



Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Civilian Labor Force (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Unemployed	55,405	73,050	76
Employed	1,474,240	1,289,468	114
Total Civilian Labor Force	1,529,645	1,362,518	112
Unemployment Rate	3.6%	5.4%	68

Population By Education Attained (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Less Than 9th Grade	3.7%	5.5%	67
Some High School, No Diploma	6.6%	10.7%	61
High School Graduate (Includes Equivalency)	26.4%	28.7%	92
Some College, No Degree	24.2%	23.3%	104
Associate Degree	7.4%	6.1%	121
Bachelor's Degree	21.9%	16.4%	133
Master's Degree	6.4%	6.6%	98
Professional School Degree	2.3%	1.9%	123
Doctorate Degree	1.1%	0.9%	125

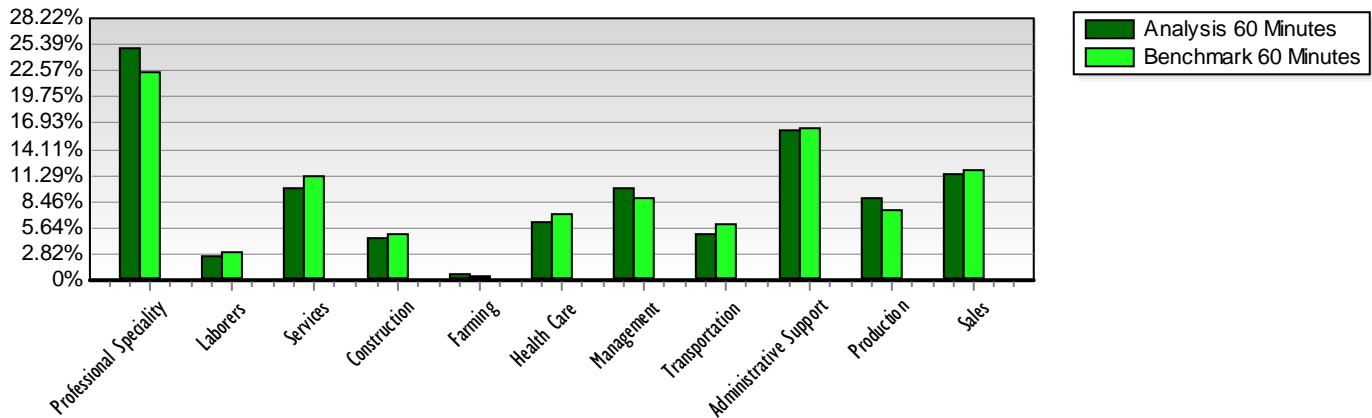
Analysis Geography: State Hwy 47 & 167th Ave, Ramsey, MN

Date: 4/9/2009

Benchmark Geography: St. Charles, MO

Population 16+ By Occupation (Current)	Analysis 60 Minutes	Benchmark 60 Minutes	Comparison Index*
Administrative Support	237,976	211,461	113
Architecture and Engineering	35,466	27,030	131
Arts	33,325	21,285	157
Building and Grounds Cleaning	36,815	38,571	95
Business Operations	42,659	29,078	147
Computer and Mathematics	53,745	37,365	144
Construction and Extraction	66,687	65,187	102
Education, Training, Library	79,090	70,481	112
Farming	8,947	5,884	152
Financial Specialists	42,189	32,111	131
Health Care	92,282	91,657	101
Installation	47,621	48,068	99
Legal	17,327	12,767	136
Life and Social Sciences	16,910	11,997	141
Management	145,214	115,000	126
Production	129,123	97,490	132
Sales	168,250	153,025	110
Services	146,963	144,041	102
Transportation	73,651	76,970	96
Total Population 16+ By Occupation	1,474,240	1,289,468	114

Population 16+ By Occupation (Current)



Economic Development Authority (EDA)

4. 5.

Meeting Date: 11/09/2017

Submitted For: Patrick Brama, Administrative Services

By: Patrick Brama, Administrative Services

Title:

CBRE Real Estate Listing Contract: Amendment #3

Purpose/Background:

PURPOSE

The purpose of this case is to approve the attached Listing Agreement Amendment #3 with CBRE. Changes summarized below.

- (1) McDonald's parcel added to the listing agreement.
 - (2) Former BA Cylinder site added to listing agreement.
- No other changes made.

Notification:

NA

Observations/Alternatives:

(1) McDonald's parcel added to the listing agreement.

As the EDA/ Council knows, the city recently took back possession of the former McDonald's site. Staff would like to update the CBRE contract accordingly. Staff would note, both staff and CBRE have been working with multiple prospects on this site.

(2) Former BA Cylinder site added to listing agreement.

This site was a part of the original CBRE contract. Staff accidentally took it off as part of the last contract amendment (#2). Staff would like to update the CBRE contract accordingly. Staff would note, CBRE has seen strong interest for this parcel from a commercial user.

Funding Source:

NA

Recommendation:

Staff is generally supportive of this amendment. The two proposed changes are consistent with past discussions. No other changes are being made (including term).

Action:

Motion to recommend the City Council:

Approve the attached Listing Agreement Amendment #3.

Attachments

Amendment 3

Amendment 2

Amendment 1

Original Contract

Listings

Form Review

Inbox

Kurt Ulrich

Form Started By: Patrick Brama

Final Approval Date: 11/06/2017

Reviewed By

Kurt Ulrich

Date

11/06/2017 03:00 PM

Started On: 09/18/2017 09:37 AM



AMENDMENT #3 TO LISTING AGREEMENT

CBRE, INC.
BROKERAGE AND MANAGEMENT
LICENSED REAL ESTATE BROKER

November ____, 2017

This is a third Amendment to the Exclusive Sales Listing Agreement ("Listing Agreement") dated January 28, 2014, between the CITY OF RAMSEY and the RAMSEY HOUSING & REDEVELOPMENT AUTHORITY ("Owner") and CBRE, INC. ("Broker") for the real property described in Exhibit A.

Owner and Broker hereby agree to amend the Listing Agreement as follows:

- 1. That Exhibit A of the original Listing Agreement shall be amended as described on page two.
2. Except as expressly set forth in this Amendment, the Listing shall remain in full force and effect.

BROKER:

CBRE, Inc.
Licensed Real Estate Broker

By: Blake R. Hastings
Title: Managing Director

Address: 1900 LaSalle Plaza
800 LaSalle Avenue
Minneapolis, MN 55402

Telephone: (952) 924-4600

Date:

OWNER:

CITY OF RAMSEY

By: Sarah Strommen
Title: Mayor

By: Kurt Ulrich
Title: City Administrator

Address: 7550 Sunwood Drive NW
Ramsey, MN 55303

Telephone: (763) 427-1410

Date:

EXHIBIT A – LISTED PROPERTIES

- #06: 283225410081 (old muni center site, Phase II, under contract with GS Land)
- #08: 253225430043 (former amoco) 5195 142nd Ave NW
- #11: 113225430004 (water tower) 16600 St Francis Blvd
- #37: 273225330006 (former BA Cylinder site) 14165 Ramsey Blvd NW
- #40: 343225130005 (former bookstore) 6710 Highway 10 NW
- #42: 283225230013, 283225230011, 283225320012 (west side of COR, former McDonald's sites)
- #45: 293225140009, 293225140010, 293225140013, 293225140014 (NW of Armstrong interchange)
- #46: 283225220058 (NW corner of COR, large retail pad)
- #48: 283225240009, 283225240011, 283225240010, 283225240013, 28322540012, 28322524003 (partial), 283225240008 (partial) (NW COR-1 and COR-2)
- #47: 283225230010 (COR west of common bond, includes Stone Brook proposal)
- #50: 283225410020 (COR east, office park area near Casey's)
- #51: 283225140094 (NE corner of The COR near bunker, residential)
- #52: 283225240005, 283225130034, 283225130033 (Aeon and the keyhole, north central COR)

Change Log

~~RED~~ – removed from Exhibit A, null/void.

GREEN – added
(due new PIDs, split PIDs, or missing PIDs)



AMENDMENT #2 TO LISTING AGREEMENT

CBRE, INC.
BROKERAGE AND MANAGEMENT
LICENSED REAL ESTATE BROKER

July 25, 2017

This is an Amendment to the Exclusive Sales Listing Agreement ("Listing Agreement") dated January 28, 2014, between the CITY OF RAMSEY and the RAMSEY HOUSING & REDEVELOPMENT AUTHORITY ("Owner") and CBRE, INC. ("Broker") for the real property described as: please see attached Exhibit A.

Owner and Broker hereby agree to amend the Listing Agreement as follows:

- 1. That the Listing Agreement Term be extended for another period commencing July 31, 2017 and ending midnight July 30, 2018.
2. The early cancellation option, outlined in Paragraph 1 in the original Listing Agreement, shall be amended from 90 days to 30 days with written notice.
3. In accordance with Paragraph 5 of the original Listing Agreement, Broker must submit the "protective list" to the Owner before this second amendment is executed.
4. Except as expressly set forth in this Amendment, the Listing shall remain in full force and effect.

BROKER:

CBRE, Inc.
Licensed Real Estate Broker

By: Blake R. Hastings
Title: Managing Director

Address: 1900 LaSalle Plaza
800 LaSalle Avenue
Minneapolis, MN 55402

Telephone: (952) 924-4600

Date:

OWNER:

CITY OF RAMSEY

By: Sarah Strommen
Title: Mayor

By: Kurt Ulrich
Title: City Administrator

Address: 7550 Sunwood Drive NW
Ramsey, MN 55303

Telephone: (763) 427-1410

Date:

EXHIBIT A – LISTED PROPERTIES

1. **253225430043** (former amoco)
2. **113225430004** (water tower)
- ~~3. 273225440003 (small industrial, issues) [removed from Exhibit A]~~
- ~~4. 063225440009 (sold, remnant residential, windsorwood) [removed from Exhibit A]~~
- ~~5. 273225330006 (ramsey blvd industrial, issues) [removed from Exhibit A]~~
6. **343225130005** (former bookstore)
- ~~7. 283225220011, 283225220013 (both PIDs don't exist) [removed from Exhibit A]~~
- ~~8. 353225310018 (former condemned residential, sold) [removed from Exhibit A]~~
9. **283225220058** (NW corner of COR)
- ~~10. 2832255230010, 283225310019 (both PIDs don't exist) [removed from Exhibit A]~~
11. **283225240009, 283225240009, 283225240011, 283225240010, 283225240013, 28322540012, 28322524003 (partial), 283225240008 (partial)** (NW COR-1 and COR-2)
- ~~12. 283225420017, 283225420018 (psd COR-1 NE, sold) [removed from Exhibit A]~~
- ~~13. 283225410009 (both PID doesn't exist) [removed from Exhibit A]~~
14. **283225140094** (cor NE corner bunker)
15. **283225240005, 283225130034, 283225130033** (aeon and keyhole, N cor)
- ~~16. 283225210035, 283225210030 (u-shape and triangle, both sold) [removed from Exhibit A]~~
- ~~17. North Commons, Four 9,000 sq. ft. Lots (no PIDs, sold) [removed from Exhibit A]~~
18. **293225140009, 293225140010, 293225140013, 293225140014** (NW of armstrong interchange)
- ~~19. 293225140013, 293225140014 (double stated) [removed from Exhibit A]~~
- ~~20. 203225310003 (too small of parcel) [removed from Exhibit A]~~
21. **283225230013, 283225230011** (COR W, pad sites, retail)
22. **283225230010** (COR W of common bond)
23. **283225410020** (COR E office park)
24. **283225410081** (old muni center site)

RED – removed from Exhibit A, null/void.

YELLOW – confirmed.

GREEN – added Exhibit A.
(due new PIDs, split PIDs, or missing PIDs)



AMENDMENT TO LISTING AGREEMENT

CBRE, INC.
BROKERAGE AND MANAGEMENT
LICENSED REAL ESTATE BROKER

January 24, 2017

This is an Amendment to the Exclusive Sales Listing Agreement ("Listing") dated January 28, 2014, between the CITY OF RAMSEY ("Owner") and CBRE, INC. ("Broker") for the real property described as: please see attached Exhibit A.

Owner and Broker hereby agree to amend the Listing as follows:

1. That the Listing Term be extended for another period commencing January 29, 2016 and ending midnight July 31, 2017.
2. All other terms and conditions remain the same.

Except as expressly set forth in this Amendment, the Listing shall remain in full force and effect.

BROKER:

CBRE, Inc.
Licensed Real Estate Broker

By: _____
Blake R. Hastings
Title: _____
Managing Director

Address: _____
1900 LaSalle Plaza

800 LaSalle Avenue

Minneapolis, MN 55402

Telephone: _____
(952) 924-4600

Date: _____

OWNER:

CITY OF RAMSEY

By: _____
Sarah Strommen
Title: _____
Mayor

By: _____
Kurt Ulrich
Title: _____
City Administrator

Address: _____
7550 Sunwood Drive NW

Ramsey, MN 55303

Telephone: _____
(763) 427-1410

Date: _____

EXHIBIT A – LISTED PROPERTIES

1. 253225430043
2. 113225430004
3. 273225440003
4. 063225140009
5. 273225330006
6. 343225130005
7. 283225220011, 283225220013
8. 353225310018
9. 283225220058
10. 2832255230010, 283225310019
11. 283225240009 (partial), 283225240009, 283225240011, 283225240010, 283225240013, 28322540012
12. 283225420017, 283225420018
13. 283225410009
14. 283225140094
15. 283225240005, 283225130034, 283225130033
16. 283225210035, 283225210030
17. North Commons, Four 9,000 sq. ft. Lots (no PIDs) (283225210033)
18. 293225140009, 293225140010
19. 293225140013, 293225140014
20. 203225310003



EXCLUSIVE SALES LISTING AGREEMENT
CBRE, INC.
BROKERAGE AND MANAGEMENT

1. In consideration of the listing for sale the real property hereinafter described (the "Property") by CBRE, Inc. ("Broker") and Broker's agreement to use commercially reasonable efforts to effect a sale of same, the City of Ramsey and the Ramsey Housing & Redevelopment Authority ("Owner") hereby grants to Broker the exclusive right to list for sale the Property for a period commencing January 28, 2014, and ending midnight January 28, 2017. This agreement will be for three (3) years, with the option to cancel after Year One with a ninety (90) day written notice (with no penalty) by either party (the "Term"), at a price of the following terms, or such other terms, as owner may agree.

The Properties are situated in the City of Ramsey, County of Anoka, State of Minnesota, is located at and is further described as (see Exhibit "A").

References herein to the Property shall be understood to include portions of the Property.

2. **NOTICE: THE COMPENSATION FOR THE SALE, LEASE, RENTAL, OR MANAGEMENT OF REAL PROPERTY SHALL BE DETERMINED BETWEEN EACH INDIVIDUAL BROKER AND THE BROKER'S CLIENT.**
Owner agrees to pay Broker a sales commission in accordance with Broker's Schedule of Sale and Lease Commissions (the "Schedule"), a copy of which is executed by Owner, attached hereto and hereby made a part hereof. This commission shall be earned for services rendered, if, during the Term: (a) the Property is sold to a purchaser procured by Broker, Owner, or anyone else; (b) any contract for the sale of the Property is entered into by Owner; (c) Property is transferred due to eminent domain or the threat thereof, foreclosure, or conveyance in lieu of foreclosure; (d) Owner contributes or conveys the Property to a partnership, joint venture, or other business entity; or (e) Owner is a corporation, partnership, or other business entity and an interest in such corporation, partnership or other business entity is transferred, whether by merger, outright purchase, or otherwise, in lieu of a sale of the Property. Broker is authorized to cooperate with and to share its commission with other licensed real estate brokers, regardless of whether said brokers represent prospective purchasers (hereinafter "Cooperating Brokers") or assist Broker.
3. As used in this Agreement the term "sale" shall include an exchange of the Property, and also the granting of an option to purchase the Property. Owner agrees that in the event such an option is granted, Owner shall pay Broker a sales commission in accordance with the Schedule on the price paid for the option and for any extensions thereof. This commission shall be paid upon receipt by Owner of any such payment(s). In the event such an option is exercised, either during the term or within one year thereafter, Owner shall also pay Broker a sales commission on the gross sales price of the Property, in accordance with the Schedule. Notwithstanding the foregoing, to the extent that all or part of the price paid for the option or any extension thereof is applied to the sales price of the Property, then any commission previously paid by Owner to Broker on account of such option payment(s) shall be credited against the commission payable to Broker on account of the exercise of the option.
4. Owner further agrees that Owner shall pay Broker a commission in accordance with the Schedule, if, within one hundred eighty (180) calendar days after the expiration or termination of the Term (the "Override Period"), the Property is sold to, or Owner enters into a contract of sale of the Property with any person or entity (including his/her/its successors, assigns or affiliates) with whom Broker has negotiated (either directly or through another broker or agent) or to whom the Property has been submitted prior to the expiration or termination of the Term. Broker is authorized to continue negotiations with such persons or entities. Broker agrees to submit a protective list of such persons or entities to Owner within seventy-two (72) hours following the expiration or termination of the Term as required by M.S.A. §82.21. The protective list may include only persons who have, during the Term, either made an affirmative showing of interest in the Property by responding to an advertisement or by contacting Broker or has been physically shown the Property by Broker, provided, however, that if a written offer has been submitted it shall not be necessary to include the offeror's name on the list. The parties on the protective list must acknowledge in writing that the Property has been presented to such party. The submitted list will include submitted offers, groups currently under contract, and groups identified on the CBRE monthly update list.
5. Broker agrees Owner shall not pay Broker commission fees in accordance with the Schedule, if, within one hundred eighty (180) calendar days after commencement of this Exclusive Sales Listing Agreement, Property is sold to, or Owner enters into a contract of sale of Property with any person or entity as indicated in Appendix B.
6. Owner further agrees that (a) if a lease of the Property is entered into during the Term by anyone, or (b) if, during the Override Period, the Property is leased to, or owner enters into a contract to lease the Property with, or negotiations continue, resume or commence and thereafter continue leading to the lease of the Property to any person or entity (including his/her/its successors, assigns or affiliates) with whom Broker has negotiated (either directly or through another broker or agent) or to whom the Property has been submitted prior to the expiration or termination of the Term, Owner shall pay Broker a leasing commission in accordance with the Schedule.

IF YOU RELIST WITH ANOTHER BROKER WITHIN THE OVERRIDE PERIOD AND THEN SELL YOUR PROPERTY TO ANYONE WHOSE NAME APPEARS ON THIS LIST, YOU COULD BE LIABLE FOR FULL COMMISSIONS TO BOTH BROKERS. IF THIS NOTICE IS NOT FULLY UNDERSTOOD, SEEK COMPETENT ADVICE.

7. Commissions shall be payable hereunder when earned or at the earlier of closing of escrow, recordation of the deed, lease execution, or taking of possession by the purchaser or tenant.

8. Check one of the following:

- Owner agrees to have Broker arrange for closing services.
 Owner shall arrange for closing services to be provided by a third-party.

8. Unless otherwise provided herein, the terms of sale shall be, at the option of the purchaser, either cash or cash to any existing loan. Any offer may contain normal and customary contingencies such as those relating to the condition of the Property, title report, and timing of closing.
9. Owner shall reimburse Broker, monthly or upon request, for its direct out-of-pocket expenses reasonably incurred and approved by Owner in the preparation of the offering brochures required for print advertising, and for other activities involved in marketing the Property hereunder. The reimbursement for these expenses shall not exceed the sum of \$0 Dollars (\$0). Except as expressly provided in this paragraph, all expenses incurred by Broker in the performance of its service shall be borne by Broker, not Owner.
10. Owner agrees to cooperate with Broker in bringing about a sale of the Property and to refer immediately to Broker all inquiries of anyone interested in the Property. All negotiations are to be through Broker. Broker is authorized to accept a deposit from any prospective purchaser and to handle it in accordance with the instructions of the parties unless contrary to applicable law. Broker is exclusively authorized to advertise the Property and, exclusively, to place a sign(s) on the Property if, in Broker's opinion, such would facilitate the sale of the Property. Owner and its counsel will be responsible for determining the legal sufficiency of any purchase and sale agreement and other documents relating to any transaction contemplated by this Agreement.
11. In the event the Property is removed from the market due to the opening of an escrow or acceptance of an offer to purchase the Property during the Term, or any extension thereof, and the sale is not consummated for any reason then, in that event, the Term shall be extended for a period of time equal to the number of days that the escrow had been opened and/or the Property had been removed from the market, whichever is longer, provided that, in no event shall such extension(s) exceed one hundred eighty (180) calendar days in the aggregate.
12. Owner agrees to disclose to Broker and to prospective tenants or purchasers any and all information which Owner has regarding present and future zoning and environmental matters affecting the Property and regarding the condition of the Property, including, but not limited to structural, mechanical and soils conditions, the presence and location of asbestos, PCB transformers, other toxic, hazardous or contaminated substances, and underground storage tanks in, on, or about the Property. Broker is authorized to disclose any such information to prospective purchasers or tenants.
13. Owner represents that it is the owner of the Property and that, except as may be set forth in an addendum attached hereto, no person or entity who has an ownership interest in the Property is a foreign person as defined in the Foreign Investment in Real Property Tax Act (commonly known as "FIRPTA").
14. If earnest money or similar deposits made by a prospective purchaser or tenant are forfeited, in addition to any other rights of Broker pursuant to this Agreement, Broker shall be entitled to one-half (1/2) thereof, but not to exceed the total amount of the anticipated commission.
15. To the extent permitted by applicable law, Broker is authorized to deduct its commissions from any deposits, payments or other funds, including proceeds of sale or rental payments, paid by a purchaser or tenant in connection with a transaction contemplated by this Agreement, and Owner hereby irrevocably assigns said funds and proceeds to Broker to the extent necessary to pay said commissions. Broker is authorized to provide a copy of this Agreement to any escrow or closing agent working on such transaction, and such escrow or closing agent, or tenant, is hereby instructed by Owner to pay Broker's commissions from any such funds or proceeds available. Owner shall remain liable for the entire amount of said commissions regardless of whether Broker exercises its rights under this paragraph.
16. Owner and Broker designate the individual(s) identified below as the legal agent(s) of Owner, to the exclusion of all other licensees of Broker (individually or collectively referred to as "Designated Agent(s)"). Owner acknowledges that Broker is a national brokerage firm and that in some cases it may represent prospective purchasers or tenants. Owner desires that the Property be presented to such persons or entities, and consents to any dual representation created in the event that such purchaser or tenant is also represented by Designated Agent(s). Designated Agent(s) shall not disclose the confidential information of one principal to the other.
- Designated Agent(s): Brian Pankratz, Richard Palmiter, Krista Flemming
17. In the event that the Property comes under the jurisdiction of a bankruptcy court, Owner shall immediately notify Broker of the same, and shall promptly take all steps necessary to obtain court approval of Broker's appointment, unless Broker shall elect to terminate this Agreement upon said notice.
18. In the event that the Property becomes the subject of foreclosure proceedings prior to the expiration of this Agreement, then Broker may, in its sole and absolute discretion (i) suspend this Agreement until such time as Broker may elect, in its sole and absolute discretion, to reinstate this Agreement, or (ii) terminate this Agreement and be free to enter into a listing agreement with any receiver, the party initiating the foreclosure, the party purchasing the Property at a foreclosure sale, or any other person having an interest in the Property.
19. In the event Owner fails to make payments within the time limits set forth herein, then from the date due until paid, the delinquent amount shall bear interest at the four percent (4%) per year.

20. Each signatory to this Agreement represents and warrants that (s)he has full authority to sign this Agreement on behalf of the party for whom (s)he signs and that this Agreement binds such party.
21. This Agreement constitutes the entire agreement between Owner and Broker and supersedes all prior discussions, negotiations and agreements, whether oral or written. Owner and Broker each represent and warrant to the other that in entering into this Agreement, they are not relying upon any discussions, representations, understandings or agreements, other than the matters specifically stated herein. No amendment, alteration, cancellation or withdrawal of this Agreement shall be valid or binding unless made in writing and signed by both Owner and Broker. This Agreement shall be binding upon, and shall benefit, the heirs, successors, and assignees of the parties. In the event any clause, provision, paragraph or term of this Agreement shall be deemed to be unenforceable or void based on any controlling state or federal law, the remaining provisions hereof, and each part, shall remain unaffected and shall continue in full force and effect.
22. The parties hereto agree to comply with all applicable federal, state and local laws, regulations, codes, ordinances and administrative orders having jurisdiction over the parties, Property or the subject matter of this Agreement, including, but not limited to, the 1964 Civil Rights Act and all amendments thereto, the Foreign Investment In Real Property Tax Act, the Comprehensive Environmental Response Compensation and Liability Act, and The Americans With Disabilities Act. Owner and Broker agree that the Property will be offered in compliance with all applicable anti-discrimination laws.

The undersigned Owner hereby acknowledges receipt of a copy of this Agreement.

BROKER:

CBRE, Inc.
Licensed Real Estate Broker

By: Richard Palmiter
 Richard Palmiter
 Title: Vice President

By: Brian Pankratz
 Brian Pankratz
 Title: Vice President

Address: 4400 West 78th Street
Suite 200
Minneapolis, MN 55435

Telephone: (952) 924-4600

Date: 1-28-14

OWNER:

City of Ramsey

By: Sarah Strommen
 Sarah Strommen
 Title: Mayor

By: Kurt Ulrich
 Kurt Ulrich
 Title: City Administrator

Address: 7550 Sunwood Drive NW
Ramsey, MN 55303

Telephone: 763-427-1410

Date: January 28, 2014

OWNER:

Ramsey Housing & Redevelopment Authority (HRA)

By: Randy Backous
 Randy Backous
 Title: HRA Chair

By: Ted LaFrance
 Ted LaFrance
 Title: Executive Director

Address: 7550 Sunwood Drive NW
Ramsey, MN 55303

Telephone: 763-427-1410

Date: January 28, 2014

CONSULT YOUR ADVISORS – This document has legal consequences. No representation or recommendation is made by Broker as to the legal or tax consequences of this Agreement or the transaction(s) which it contemplates. These are questions for your attorney and financial advisors.

Owner Marketing Approval

Property Name:	City of Ramsey Land
Property Address:	(See Exhibit "A"), City of Ramsey, MN
Broker(s):	Brian Pankratz, Richard Palmiter, Krista Flemming

I hereby authorize CBRE to actively market the above-referenced property with signage, spec sheets, brochures, postcards, company web page, MNCAR, Co-Star & Loopnet:

OWNER:

City of Ramsey

By: 
Sarah Strommen

Title: Mayor

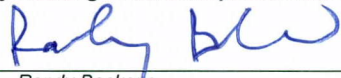
By: 
Kurt Ulrich

Title: City Administrator

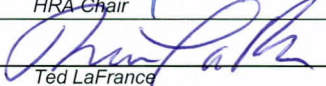
Date: January 28, 2014

OWNER:

Ramsey Housing & Redevelopment Authority (HRA)

By: 
Randy Backous

Title: HRA Chair

By: 
Ted LaFrance

Title: Executive Director

Date: January 28, 2014



SCHEDULE OF LAND SALE COMMISSIONS

CBRE, INC.
BROKERAGE AND MANAGEMENT
LICENSED REAL ESTATE BROKER

FOR PROPERTY: (See Exhibit "A")

NOTICE: THE COMMISSION RATE FOR THE SALE, LEASE, RENTAL, OR MANAGEMENT OF REAL PROPERTY SHALL BE DETERMINED BETWEEN EACH INDIVIDUAL BROKER AND ITS CLIENT.

As to all sales of real property, the commission shall be calculated on the basis of five percent (5%) of the gross sales price of the property paid to owners at closing. If a cooperative broker is involved, the total commission payable to Broker and cooperative Broker shall be calculated on the basis of seven percent (7%) of the gross sales price of the property paid to owners at closing.

The minimum gross sale price for industrial and office land, for the purpose of calculating CBRE's commission only, shall be \$2.00 per square foot. CBRE shall receive a minimum fee of \$5,000.00 for the sale of any residential parcel of land greater than \$45,000; and, a minimum fee of \$3,500.00 for the sale of any residential parcel of land less than or equal to \$45,000.

The provisions hereof are subject to the terms and provisions of any Authorization of Sale, Exclusive Leasing Agreement or other agreement to which this Schedule may be attached and which is executed by the parties hereto.

In the event Owner fails to make payments within the time limits called for herein, then from the date due until paid, the delinquent payment shall bear interest at four percent per year. In addition, should it become necessary for CBRE to take legal action to collect payments due hereunder, and if CBRE prevails in such action, Owner shall pay all reasonable attorneys fees and court costs incurred by CBRE in connection therewith.

The undersigned Owner hereby acknowledges receipt of a copy of this Schedule and further agrees that it shall be binding upon the heirs, successors and assigns of the undersigned. The term "Owner", when used herein, shall be deemed to mean the owner of the property, a tenant under a ground lease, and any tenant desiring to effect subleases.

APPROVED this 28th day of January, 2014

CBRE, Inc.
Licensed Real Estate Broker

By: Richard Palmiter
Title: Vice President

By: Brian Pankratz
Title: Vice President

OWNER:
City of Ramsey

By: Sarah Strommen
Its: Mayor

By: Kurt Ulrich
Its: City Administrator

OWNER:
Ramsey Housing and Redevelopment Authority (HRA)

By: Randy Backous
Its: HRA Chair

By: Ted LaFrance
Its: Executive Director

Exhibit A

Exclusive Sale Listing Agreement:
Property Listing Descriptions

Parcels to be listed for sale by CBRE

<u>Property Identification Number (PID)</u>	<u>Unique Ramsey Identification Number</u>
1. 253225430043	08
2. 113225430004	11
3. 273225440003	28
4. 063225140009	34
5. 273225330006	37
6. 343225130005	40
7. 283225220011, 283225220013	42
8. 353225310018	44
9. 283225220058	46
10. 2832255230010, 283225310019	47
11. 283225240009 (partial), 283225240009, 283225240011, 283225240010, 283225240013, 28322540012	48
12. 283225420017, 283225420018	49
13. 283225410009	50
14. 283225140094	51
15. 283225240005, 283225130034, 283225130033	52
16. 283225210035, 283225210030	53
17. North Commons, Four 9,000 sq. ft. Lots (no PIDs) (283225210033)	54

Exhibit B

Exclusive Sale Listing Agreement:
Owner Prospect List

Parcels CBRE receives no regular commission fees in accordance with the Schedule, during the first six months of the executed Exclusive Listing Agreement, if said properties are sold to the following prospect buyers (July 28, 2014).

Property Identification Number (PID)	Ramsey ID	Prospect Buyer
15. North Commons, Four Lots (no PIDs)	54	Greg Bauer Trilogy Homes, Inc. 9340 Highway 10 NW Ramsey, MN 55303
4. 063225140009	34	Nathan Gunn Homes of Influence, LLC 14228 Vintage Street NW Andover, MN 55304 Nathan Gunn Foundational Realty, LLC 14228 Vintage Street NW Andover, MN 55304
6. 283225220011, 283225220013	42	Casey's General Store, Inc. One Convenience Boulevard Ankeny, IA 50021
8. 353225310018	44	Nathan Gunn Homes of Influence, LLC 14228 Vintage Street NW Andover, MN 55304 Nathan Gunn Foundational Realty, LLC 14228 Vintage Street NW Andover, MN 55304
12. 283225410009	50	Casey's General Store, Inc. One Convenience Boulevard Ankeny, IA 50021

See paragraph 5 of Exclusive Listing Agreement for details.

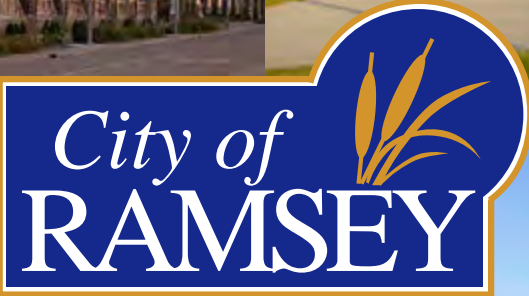


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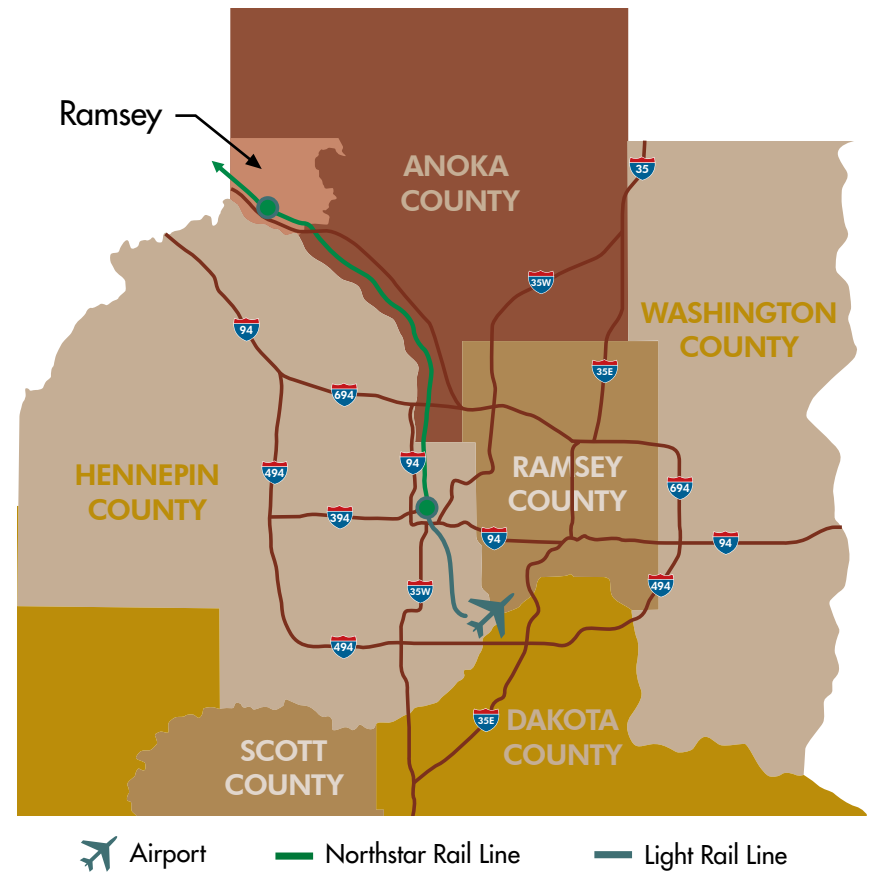
PARCEL LISTINGS.....4

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DISCLAIMER
 © 2016 CBRE, Inc. The information contained in this document has been obtained from sources believed reliable. While CBRE, Inc. does not doubt its accuracy, CBRE, Inc. has not verified it and makes no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.

EXECUTIVE SUMMARY

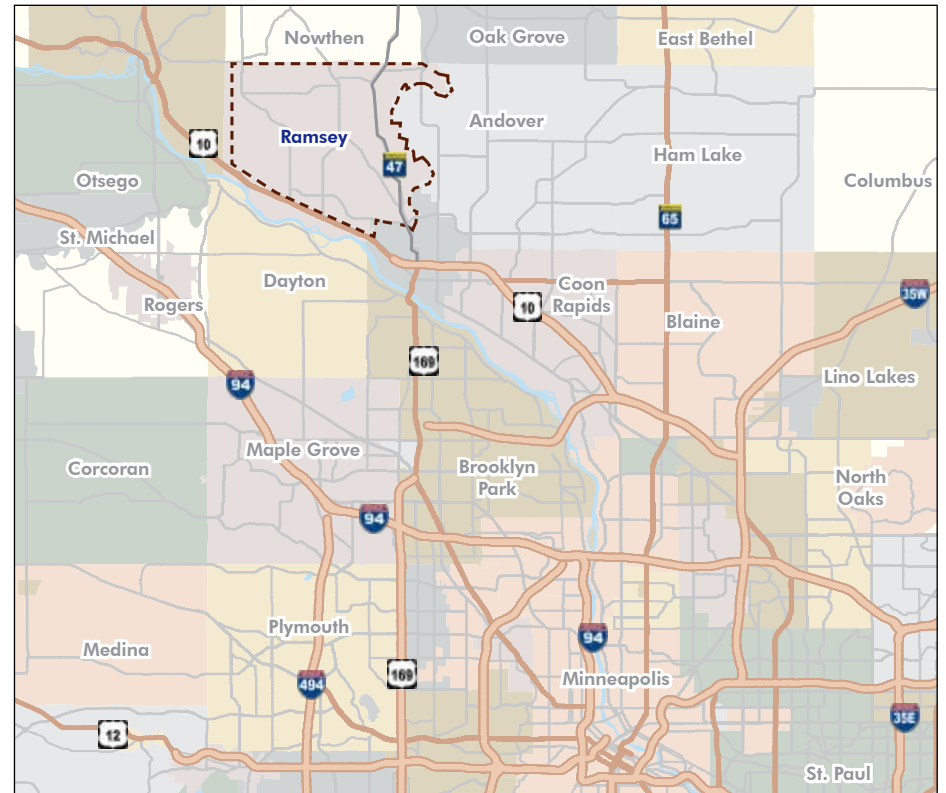
CITY OF RAMSEY OVERVIEW

Ramsey is a northwestern Twin Cities suburb in Anoka County with an estimated 2015 population of 25,580., and is the second-fastest growing city in Anoka County. It is 28 square miles with 15% wetlands, 565 acres park and open space, and bordered by the Rum and Mississippi Rivers. The City is also known for its unique COR development that encompasses over 400 acres of residential, commercial, retail, educational and recreational uses. The COR is the Twin Cities' first and only mixed-use development on the Northstar Commuter Line that services downtown Minneapolis, and offers a unique transit oriented development providing easy access to home, work, and neighborhood services. Highways 10/169 and 47 are two larger transportation routes.

As of the census of 2010, there were 23,668 people, 8,033 households, and 6,484 families residing in the city of Ramsey. The population density was 821.5 inhabitants per square mile (317.2/km²). There were 8,302 housing units at an average density of 288.2 per square mile (111.3/km²).

There were 8,033 households of which 43.9% had children under the age of 18 living with them, 67.6% were married couples living together, 8.5% had a female householder with no husband present, 4.6% had a male householder with no wife present, and 19.3% were non-families. 13.7% of all households were made up of individuals and 3% had someone living alone who was 65 years of age or older. The average household size was 2.95 and the average family size was 3.24.

The median age in the city was 34.9 years. 28.7% of residents were under the age of 18; 7.8% were between the ages of 18 and 24; 29.4% were from 25 to 44; 27.4% were from 45 to 64; and 6.7% were 65 years of age or older. The gender makeup of the city was 50.3% male and 49.7% female

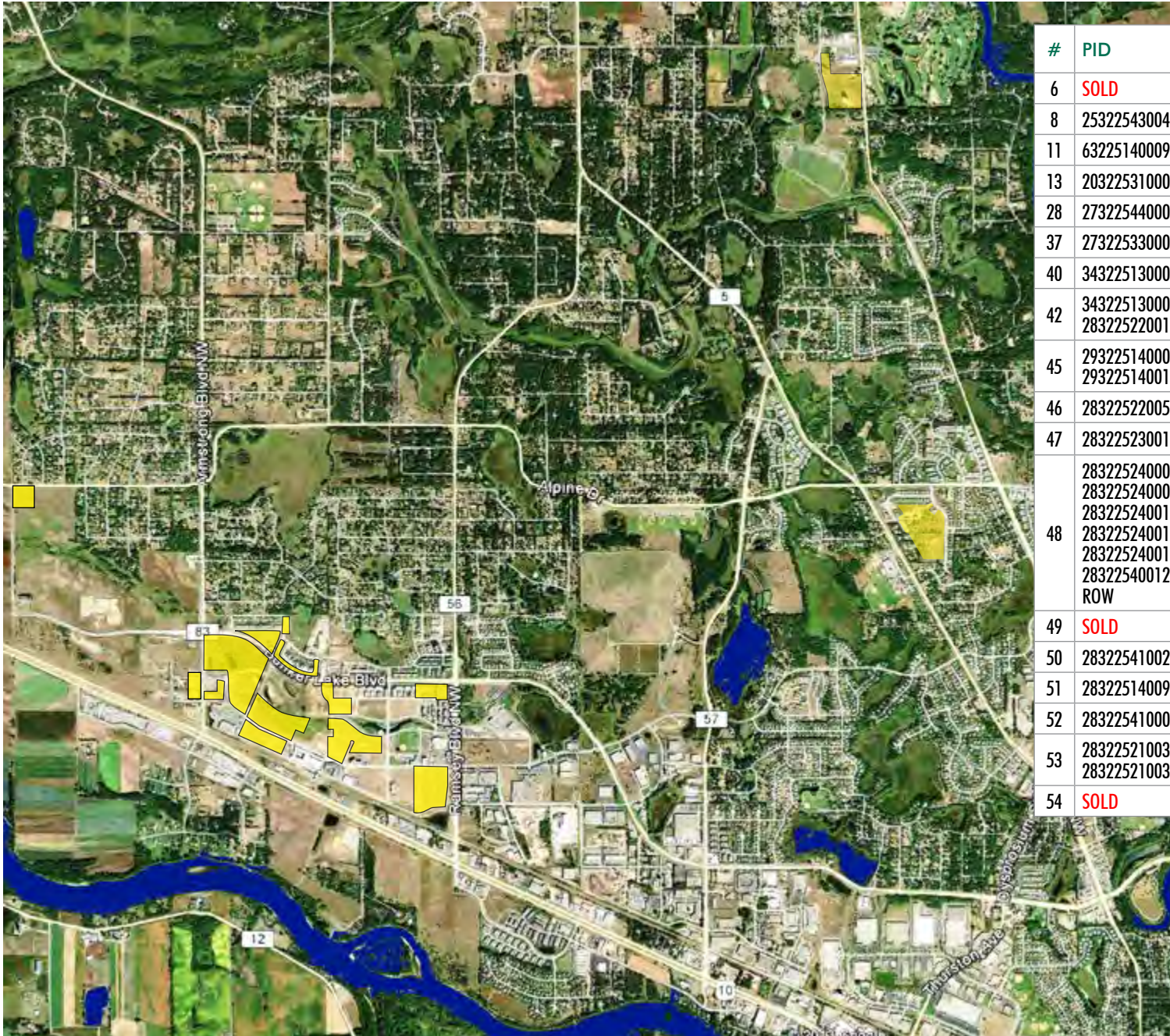


30 minutes to Downtown Minneapolis (±22 miles)

DEMOGRAPHICS, LIVABILITY, WORKFORCE

- 2015 Population 25,580
- Median Household Income: \$83,115
- Anoka County Labor Force: 194,170
- Manufacturing hub: 33% of businesses in Ramsey; second highest percentage in Anoka County
- Nearly 1,300 businesses & non-profit organizations; more than 6,000 jobs
- Top Minneapolis Suburb for young couples (movoto.com, 2015)
- Home to the Game Fair, The Draw Event Series, and Happy Days
- 565 acres of parkland and extensive trail system
- 15% of Ramsey is protected wetland

PARCEL LISTINGS



#	PID	ACRES	LAND USE	LIST PRICE
6	SOLD			
8	253225430043	1.01	Commercial	\$153,985
11	63225140009	6.75	Residential	\$256,800
13	203225310003	4.11	Residential	\$164,000
28	273225440003	0.95	Commercial	\$82,764
37	273225330006	4.14	Office	\$450,000
40	343225130005	1.23	Commercial	\$215,000
42	343225130005 283225220013	2.61	Commercial	\$1,365,000/\$12 PSF
45	293225140009 293225140010	2.88	Mixed	\$10/SF
46	283225220058	30.9	Commercial	\$6,730,000
47	283225230010	4.94	Mixed	\$1,075,932/\$5 PSF
48	283225240009 283225240009 283225240011 283225240010 283225240013 28322540012 ROW	20.00	Mixed	\$3,485,000
49	SOLD			
50	283225410020	13.34	Commercial	From \$6 PSF
51	283225140094	4.30	Residential	\$350,000
52	283225410009	4.96	Residential	\$450,000
53	283225210035 283225210030	7.38	Residential	\$210,000
54	SOLD			

Click on any numbered box to open the brochure for that parcel

THE CITY OF RAMSEY - FACTS

OVERVIEW

- Second-fastest growing City in Anoka County
- U.S. HWY 10, State Highway 169, State Highway 47 and Northstar Commuter Rail (linking to MSP) access
- Manufacturing hub (33% of businesses in Ramsey)
- Relevant, nearby, educational opportunities and workforce for manufacturing businesses
- Home to The COR, a new urban downtown development with direct access to the Northstar Commuter Rail
- Bordered by the Mississippi River, Rum River and Trott Brook, Ramsey is one of Minnesota's premier places to live

EDUCATION

- **Over 50 universities located** - within 50 miles
- **Anoka Technical College** - within 1 mile
- **PACT Charter School** - located on Ramsey Blvd & E Ramsey Pkwy, 600 current students and 2,000 on waiting list

HIGHLIGHTS

- **Coborn's Grocery Store** - anchors approximately 100,000 SF of retail in The COR and provides full service grocery, liquor, fuel and pharmacy.
- Northstar Station
- VA Clinic
- US Highway 10 - highest traveled road in the state
 - Ramsey Blvd @ Hwy 10: 44,000 VPD
 - Armstrong Blvd @ Hwy 10: 39,000 VPD

CITY and COUNTY CONTACTS

Kurt Ulrich

City Administrator
763 433 9845
kulrich@ci.ramsey.mn.us

Patrick Brama

Economic Development Manager
763 433 9868
pbrama@cityoframsey.com

Tim Gladhill

Community Development Director
763 433 9826
tgladhill@cityoframsey.com



www.ci.ramsey.mn.us

THE CITY OF RAMSEY - CONSTRUCTION & HOUSING



THE CITY OF RAMSEY - CONSTRUCTION & HOUSING

RESIDENTIAL DEVELOPMENT PATTERNS

2012, 295 total housing units

Single Family, 57 units

Townhomes, 8 units

Multi Family, 230 units

2013, 234 total housing units

Single Family, 96 units

Townhomes, 66 units

Multi Family, 72 units

2014, 66 total housing units

Single Family, 66 units

Townhomes, 0 units

Multi Family, 0 units

2015, 290 total housing units

Single Family, 83 units

Townhomes, 39 units

Multi Family, 168 units



MAJOR ACTIVE DEVELOPMENTS

- Single-family Construction – GS Land/ Harvest Estates PLAT, up to 44 lots located in east central Ramsey.
- Single-family Construction –Lennar Homes/ Woodlands PLAT, up to 85 lots located in central Ramsey.
- Townhome Construction –D.R. Horton/ The Station PLAT, up to 77 units located in The COR.



THE CITY OF RAMSEY - BUSINESS GROWTH

MANUFACTURING HOT SPOT

- Vision Ease Lens
- Diamond Graphics Printing
- Life Fitness
- Connexus Energy
- Cullinan Rigging & Erecting
- Ace Solid Waste

LABOR MARKET

- Anoka County Labor Force: 194,170
- Over 600 existing businesses and non-profit organizations in Ramsey
- **VA Clinic** - Opened in November 2011, the facility provides critical services to over 30,000 of our most honored citizens
- **Allina Clinic** - 30,000 square foot facility is the newest prototype in the Allina program featuring dominant architectural features; the general medicine facility also includes a sports medicine component

LARGEST EMPLOYERS	EMPLOYEES
Life Fitness	457
Vision Ease Lens	349
Connexus Energy	250
Anderson Dahlen Inc.	175
Zero Zone Inc.	174

BUSINESS PARKS

The City of Ramsey is proud to be a pro-economic development community. This is not only demonstrated by a rich history of successfully developing business parks, it is demonstrated by the commitment to the future of economic development within the community. The City has placed an emphasis on encouraging economic development within the Council strategic plans, EDA workplans, and Comprehensive Plan.

Both the City of Ramsey and the City of Anoka share a large business park spanning across 1,000 acres of land. This business park includes various office, warehouse, assembly, and a wide-variety of manufacturing users. Nearly 10,000 jobs have been created by this business park. The City of Ramsey and Anoka share a major economic engine that serves not only the Twin Cities, but also the national and global market place.

The City of Ramsey will consider moving forward with a new 93-acre greenfield business park located just northwest of the new full-access grade-separated Armstrong Boulevard/U.S. Highway 10 Interchange in April 2016. The new business park has 25 acres of land shovel-ready today.



THE CITY OF RAMSEY - DEMOGRAPHICS

CBRE DEMOGRAPHIC BRIEF

RAMSEY CITY CENTER

	1 Mile	3 Miles	5 Miles	10 Miles
POPULATION				
2016 Population	2,493	23,952	50,866	252,652
2021 Population	2,679	25,575	53,433	265,483
2010 Population	2,259	21,908	47,789	236,800
2000 Population	1,933	16,998	40,581	200,404
Percent Pop Change: 2010 to 2016	10.4%	9.3%	6.4%	6.7%
Percent Pop Change: 2016 to 2021	7.5%	6.8%	5.1%	5.1%
AGE				
2016 Median Age	37.7	37.0	37.8	37.9
2016 Average Age	37.5	36.6	37.5	37.5
HOUSEHOLDS				
2016 Households	891	8,094	18,110	90,502
2021 Households	969	8,687	19,114	95,240
2010 Households	784	7,368	16,897	84,665
2000 Households	626	5,373	13,501	68,453
Percent HH Change: 2010 to 2016	13.5%	9.9%	7.2%	6.9%
Percent HH Change: 2016 to 2021	8.8%	7.3%	5.5%	5.2%
Average Household Size	2.8	2.9	2.8	2.8
INCOME				
2016 Median Household Income	\$78,781	\$83,624	\$79,169	\$78,267
2016 Average Household Income	\$87,403	\$95,434	\$91,266	\$92,347
2016 Per Capita Income	\$31,224	\$32,251	\$32,494	\$33,079
HOUSING UNITS				
2016 Housing Units	915	8,341	18,757	94,083
2016 Occupied Housing Units	891	8,094	18,110	90,502
2016 Vacant Housing Units	24	247	647	3,580
2016 Owner-Occupied Housing Units	843	7,420	15,525	75,960
2016 Renter-Occupied Housing Units	48	674	2,585	14,542
EDUCATION				
2016 Population Age 25 and Over	1,667	15,545	33,618	166,878
High School thru Associates	1,144 68.6%	10,387 66.8%	22,454 66.8%	107,522 64.4%
Bachelor's Degree	301 18.1%	3,238 20.8%	6,816 20.3%	36,265 21.7%
Graduate Degree	105 6.3%	1,075 6.9%	2,366 7.0%	14,266 8.5%
PLACE OF WORK				
Total Businesses	27	627	1,564	8,672
Daytime Employment (Total Employees)	65	6,154	15,654	100,660

©2016 CBRE. This information has been obtained from sources believed reliable. We have not verified it and make no guarantee, warranty or representation about it. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. Source: Nielsen Page 1 ProjectID:81390

CBRE DEMOGRAPHIC BRIEF

RAMSEY CITY CENTER



NAME	LATITUDE	LONGITUDE
1 RAMSEY CITY CENTER	45.2611	-93.45

THE CITY OF RAMSEY - EDA FINANCING TOOLS

The City of Ramsey has a number of financial tools available for economic development projects. Below is an overview of common economic development tools.

GAP FINANCING

- Ramsey Revolving Loan Fund (RLF)
- Minnesota Investment Fund (MIF)

SBA FINANCING

- Small Business Administration (SBA) Loans
- Small Business Administration (SBA) Loan Guarantees

PROPERTY TAX PROGRAMS

- Tax Abatement
- Tax Increment Financing (TIF)

PRIMARY FINANCING

- Private Primary Lending Lender and/or Owner Equity (no involvement from city)
- Industrial Revenue Bonds (IRB)



DISCLOSURE

Eligibility for financing tools is based on the merit of an individual project, compliance with specific program requirements and in many cases approval from the Ramsey EDA and City Council. The City of Ramsey targets quality projects with high quality job growth. Typically, projects will require owner equity and/or private financing.

THE CITY OF RAMSEY - THE COR

THE COR

The COR (Center of Ramsey) is the City of Ramsey's downtown development. This 400 acre development is a true, transit oriented and walkable, urban development. The COR is centered on U.S. Highway 10/ U.S. Highway 169 and the Northstar Rail (Ramsey Station). This mixed use development is home to a long list of successful projects including residential, retail, office, recreation, government facilities, and much more!

The COR, known formerly as Ramsey Town Center, was purchased by the City of Ramsey in 2009. About 130 acres of land is available for development in The COR today; about 90 acres is City-owned. Located directly adjacent to The COR is 90 acres of additional land available for commercial (retail) development.

RECENT MAJOR ACTIVITY

1. Rental apartments – 121 units of market rate apartments being developed by PSD LLC in The COR, near The Draw Park and Amphitheatre. Construction is underway, completion is anticipated for winter 2016.
2. Rental apartments - 47 units of workforce housing being developed by Common Bond Communities in The COR, near The Ramsey Northstar Commuter Rail Station. Construction is underway, completion is anticipated for fall 2016.
3. Casey's Convenience Store – 4,500 square foot convenience retail store completed by Casey's Retail Company, near Ramsey Boulevard/ Sunwood Drive. Construction is completed, operations began in January of 2016.
4. Quick Service Restaurant – 4,500 square foot restaurant to be developed by McDonald's USA LLC in The COR, near the new Armstrong Interchange. Construction anticipated for completion in 2017.






5. Armstrong Blvd Interchange – new full-access grade-separated interchange, intersection of U.S. Highway 10 and Armstrong Boulevard. Final completion set for summer 2016.
6. Townhomes – 15 units of town homes completed in 2016, 77 additional units under review for platting by D.R. Horton within The COR, near The Draw Park & Amphitheatre.
7. Renovation – Coborn's completed a half-million dollar remodel and upgrade to their convenience and liquor spaces in late 2015. Coborn's is 60,000 square

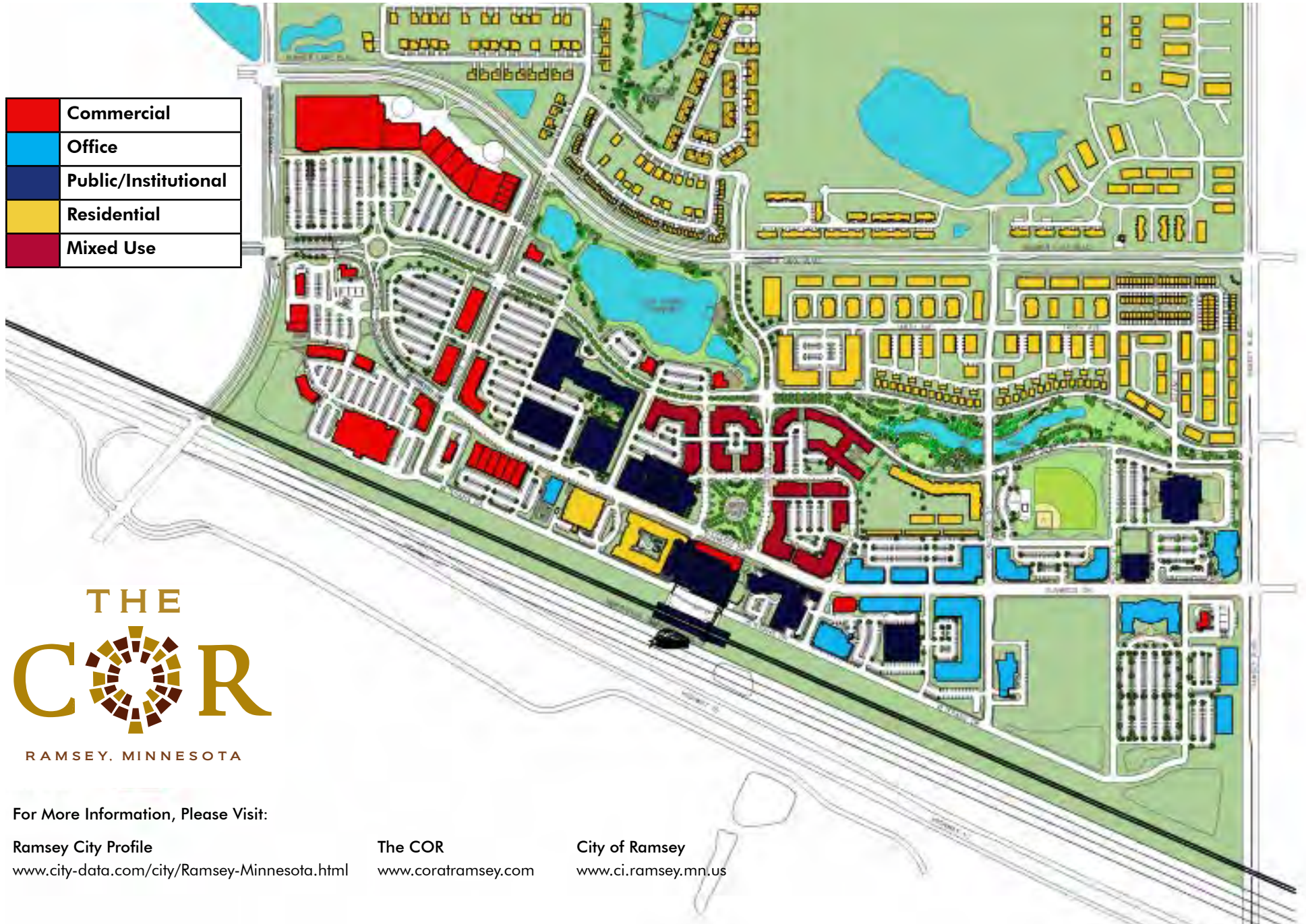
PRE-2015 COR PROJECTS INCLUDE:

- 95,000 square foot Coborn's anchored multi-tenant retail center, over 90% occupancy
- PACT Charter School (K-12)
- Ramsey Municipal Center (60,000 square feet)
- Veterans Affairs Outpatient Clinic (40,000 square feet)
- Ramsey Office Plaza (80,000 square feet), over 90% occupancy
- Midwest Medical Examiner's Office
- NAU County Insurance Office (42,000 square feet)
- Northgate Church & Community Performing Arts Center (500 seats)
- Allina Medical Clinic (25,000 square feet)
- 230-unit luxury apartment complex (Residence at The COR)
- \$3M The Draw park & amphitheater
- Ramsey Rail Station: connected to covered 800 stall parking ramp by skyway with service to Minneapolis
- Various single family and townhome developments totaling several hundred households



COR CONCEPT PLAN

	Commercial
	Office
	Public/Institutional
	Residential
	Mixed Use



THE
COR
RAMSEY, MINNESOTA

For More Information, Please Visit:

Ramsey City Profile
www.city-data.com/city/Ramsey-Minnesota.html

The COR
www.coratramsey.com

City of Ramsey
www.ci.ramsey.mn.us

COR - AVAILABLE PARCELS



For More Information, Please Visit:

Ramsey City Profile
www.city-data.com/city/Ramsey-Minnesota.html

The COR
www.coratramsey.com

City of Ramsey
www.ci.ramsey.mn.us

HWY 10/ARMSTRONG BLVD REALIGNMENT

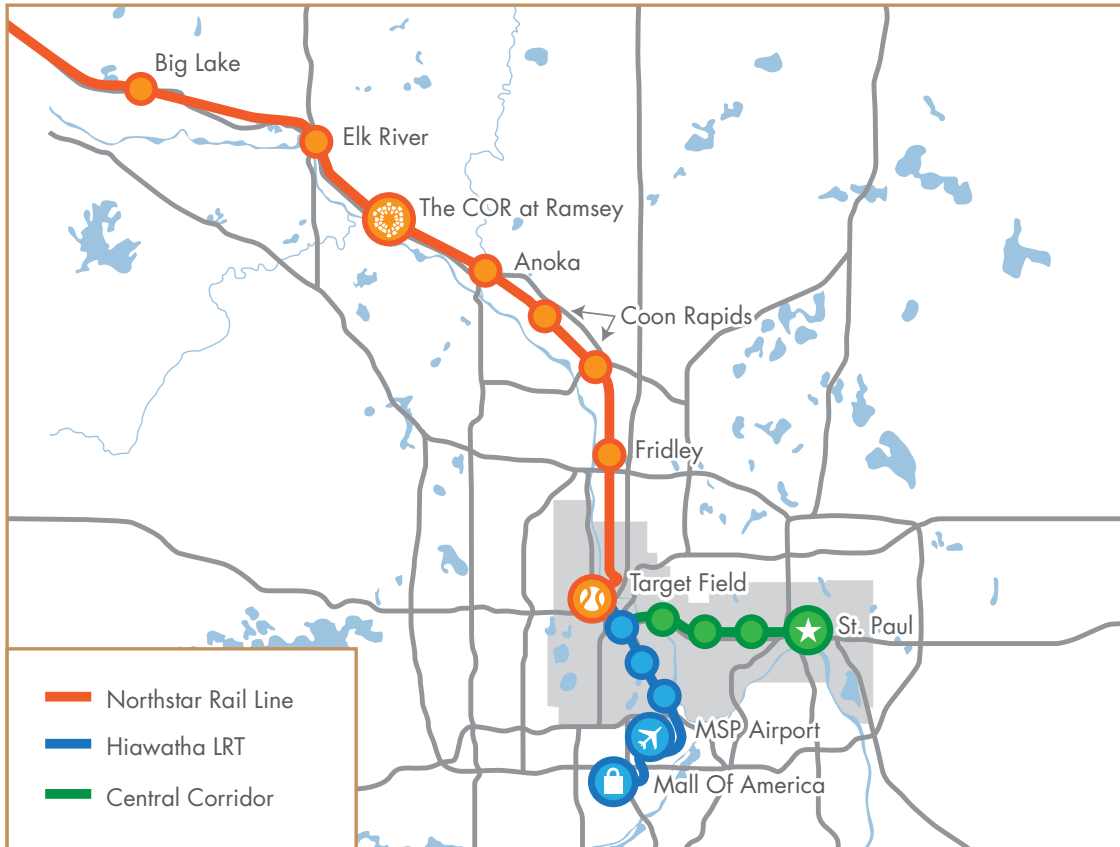
NEW FULL ACCESS INTERCHANGE - COMPLETED 2015/2016



ROAD CONSTRUCTION TIMING

Construction of the Armstrong Interchange has been completed. Additionally, there is a large Hwy 10 Access Planning Study under way to improve the safety and flow of Hwy 10. Hwy 10 is already a tremendous asset to the community but its positive impact will continue to grow with improvements to the corridor between Anoka, Ramsey and Elk River.

NORTHSTAR COMMUTER RAIL



STATION SPOTLIGHTS

The Ramsey Rail Station is now open and is the newest stop on the Northstar Commuter Rail. With safe, convenient, affordable and reliable transportation to downtown Minneapolis, and connections to the Airport and Mall of America, this regional transit solution is a critical part of the transit services provided in The COR. It's the only station connected by skyway to a public parking ramp and is located in the center of The COR, Ramsey's new downtown development.



DAILY RIDERSHIP
AVERAGES 2,539 RIDERS
PER DAY WITH A TARGET
OF 5,900 RIDERS PER
DAY BY 2030.

The \$13 million Ramsey Station investment is leveraging \$80 million in residential, retail and other investments in The COR. Rail service has also sparked new development around the station area, including the new Veterans Administration Clinic, Allina Medical Clinic, Falls Café, and Legacy Christian Academy.

Outside of downtown Minneapolis, seven stations are located along the 40-mile corridor: Target Field in Minneapolis, Fridley, Coon Rapids/Riverdale, Anoka, Ramsey, Elk River, and Big Lake. Another 3 stations are proposed in St. Cloud, Becker and Coon Rapids/Foley.

For More Information, Please Contact:

Richard Palmiter

Vice President

+1 952 924 4603

richard.palmiter@cbre.com

Brian Pankratz

Vice President

+1 952 924 4665

brian.pankratz@cbre.com

For More Information, Please Visit:

Ramsey City Profile

www.city-data.com/city/Ramsey-Minnesota.html

Northstar Commuter Rail Line

www.metrotransit.org/northstar

The COR

www.coratramsey.com

City of Ramsey

www.ci.ramsey.mn.us

AFFILIATED BUSINESS DISCLOSURE

CBRE, Inc. operates within a global family of companies with many subsidiaries and/or related entities (each an "Affiliate") engaging in a broad range of commercial real estate businesses including, but not limited to, brokerage services, property and facilities management, valuation, investment fund management and development. At times different Affiliates may represent various clients with competing interests in the same transaction. For example, this Memorandum may be received by our Affiliates, including CBRE Investors, Inc. or Trammell Crow Company. Those, or other, Affiliates may express an interest in the property described in this Memorandum (the "Property") may submit an offer to purchase the Property and may be the successful bidder for the Property. You hereby acknowledge that possibility and agree that neither CBRE, Inc. nor any involved Affiliate will have any obligation to disclose to you the involvement of any Affiliate in the sale or purchase of the Property. In all instances, however, CBRE, Inc. will act in the best interest of the client(s) it represents in the transaction described in this Memorandum and will not act in concert with or otherwise conduct its business in a way that benefits any Affiliate to the detriment of any other offeror or prospective offeror, but rather will conduct its business in a manner consistent with the law and any fiduciary duties owed to the client(s) it represents in the transaction described in this Memorandum.

CONFIDENTIALITY AGREEMENT

This is a confidential Memorandum intended solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of the Property.

This Memorandum contains selected information pertaining to the Property and does not purport to be a representation of the state of affairs of the Property or the owner of the Property (the "Owner"), to be all-inclusive or to contain all or part of the information which prospective investors may require to evaluate a purchase of real property. All financial projections and information are provided for general reference purposes only and are based on assumptions relating to the general economy, market conditions, competition and other factors beyond the control of the Owner and CBRE, Inc. Therefore, all projections, assumptions and other information provided and made herein are subject to material variation. All references to acreages, square footages, and other measurements are approximations. Additional information and an opportunity to inspect the Property will be made available to interested and qualified prospective purchasers. In this Memorandum, certain documents, including leases and other materials, are described in summary form. These summaries do not purport to be complete nor necessarily accurate descriptions of the full agreements referenced. Interested parties are expected to review all such summaries and other documents of whatever nature independently and not rely on the contents of this Memorandum in any manner.

Neither the Owner or CBRE, Inc. nor any of their respective directors, officers, Affiliates or representatives make any representation or warranty, expressed or implied, as to the accuracy or completeness of this Memorandum or any of its contents, and no legal commitment or obligation shall arise by reason of your receipt of this Memorandum or use of its contents; and you are to rely solely on your investigations and inspections of the Property in evaluating a possible purchase of the real property.

The Owner expressly reserved the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property, and/or to terminate discussions with any entity at any time with or without notice which may arise as a result of review of this Memorandum. The Owner shall have no legal commitment or obligation to any entity reviewing this Memorandum or making an offer to purchase the Property unless and until written agreement(s) for the purchase of the Property have been fully executed, delivered and approved by the Owner and any conditions to the Owner's obligations therein have been satisfied or waived.

By receipt of this Memorandum, you agree that this Memorandum and its contents are of a confidential nature, that you will hold and treat it in the strictest confidence and that you will not disclose this Memorandum or any of its contents to any other entity without the prior written authorization of the Owner or CBRE, Inc. You also agree that you will not use this Memorandum or any of its contents in any manner detrimental to the interest of the Owner or CBRE, Inc.

If after reviewing this Memorandum, you have no further interest in purchasing the Property, kindly return this Memorandum to CBRE, Inc.

CBRE

Economic Development Authority (EDA)

4. 6.

Meeting Date: 11/09/2017

By: Katie Schmidt, Administrative Services

Title:

2018 Annual EDA Business Expo: Select Date

Purpose/Background:

Annually, the Ramsey EDA sponsors a Business Expo. The purpose of this event is to promote Ramsey's businesses (typically retail and service industries) to the community. Normally, this event draws 200-300 participants and 45-50 business exhibitors. Planning for this event has begun.

Purpose of Case:

Select 2018 event date

Notification:

NA

Observations/Alternatives:

Below is a status update on a number of items related to this event:

- Venue: The Fountains of Ramsey (\$800 estimated)
- Equipment Rentals: tables, chairs, drapes (\$1,300 estimated)
- Event Flyer & Registration: not created yet (last year attached)
- Registrations Ramsey Business= \$50, Non-Ramsey Business= \$65, Electricity fee= \$5
- Preference will be given to Ramsey area retail, service, restaurant, and other industries. Craft/Merchant vendors and Non-Ramsey businesses will be placed on a waiting list.
- Giveaway: TBD (\$1,500 estimated)
- Entertainment: Balloon artist (\$600 estimated)
- Marketing:
 - Mailers, 9,600 qty, 2 weeks before event
 - Mobile Sign Boards, Five
 - Color Full Page flyer, qty 750 and Sandwich Board Posters
 - Anoka County Shopper ad space
 - Anoka County Union article
 - Ramsey Resident, Facebook, City's website

The EDA allocation budgeted for this event is \$5,500. Considering items above, expenditures will be approximately \$7,500 - \$8,000. Staff estimates revenues will be about \$2,300 (based on 2017 revenue).

Funding Source:

See observations section.

Recommendation:

Date Selection

Saturday, March 31 and Saturday, April 7 are both available at The Fountains of Ramsey. Based on input from the 2016 survey, and staff observations (feedback received in the past), it appears an earlier date is preferred by vendors and event patrons alike. Staff would lean towards March 31.

Action:

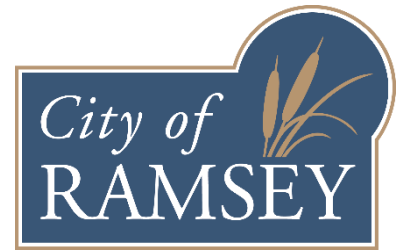
No specific action requested. Staff welcomes suggestions and comments. If no comments are made, staff will move ahead with March 31 as the 2018 event date. More updates to come.

Attachments

2017 Business Expo Flyer

Form Review

Inbox	Reviewed By	Date
Nichole Wenberg	Nichole Wenberg	11/01/2017 02:56 PM
Nichole Wenberg	Nichole Wenberg	11/02/2017 11:49 AM
Patrick Brama	Patrick Brama	11/06/2017 02:28 PM
Kurt Ulrich	Kurt Ulrich	11/06/2017 03:18 PM
Form Started By: Katie Schmidt		Started On: 11/01/2017 11:35 AM
Final Approval Date: 11/06/2017		



9th Annual City of Ramsey
Economic Development Authority (EDA)



BUSINESS EXPO

2017

Join us for the 9th Annual Ramsey EDA Business Expo

Bring the whole family for an afternoon of fun giveaways and a chance to learn about the products and services of **50 local businesses** including restaurants, professional services, retail and more!

HIGHLIGHTS

- Admission is FREE
- Receive a FREE City of Ramsey drawstring bag
- Giveaways & exciting contests
- Local business coupons, samples & information
- Balloon art by A Touch of Magic, face painting & fun for the kids!

Event: 2017 Ramsey EDA
Business Expo

Date: Saturday, April 1st
2017

Time: 10:00 am – 2:00 pm

Location:

The Fountains of Ramsey
7533 Sunwood Drive NW
Ramsey, MN 55303

For more information:
cityoframsey.com/BusinessExpo
nwenberg@cityoframsey.com
763-433-9831

Economic Development Authority (EDA)

5. 1.

Meeting Date: 11/09/2017

By: Katie Schmidt, Administrative Services

Title:

MNCAR/Xceligent Integrated Commercial Listings.

Purpose/Background:

Example - City of Elk River -

[http://www.econdev.elkrivernm.gov/elk-river/site-selectors/available-sites-and-properties.](http://www.econdev.elkrivernm.gov/elk-river/site-selectors/available-sites-and-properties)

Purpose of Case

The purpose of this case is to provide an update on how the city will list commercial properties within our website.

Notification:

NA

Observations/Alternatives:

Funding Source:

EDA Marketing Budget- \$3,345

Recommendation:

No action requested, update only. If EDA members have concerns with staff pursuing this service, staff would be happy to bring back a case for formal/ detailed discussion. Staff will add this new/ enhanced service offering to the new city website (expected for completion by March/April 2018). Staff believes this service offering is not only an opportunity to be more professional/ effective as an economic development agency, but it will also save a significant amount of staff time.

Action:

No action requested, update only.

Attachments

Xceligent Flyer

Direct Flyer

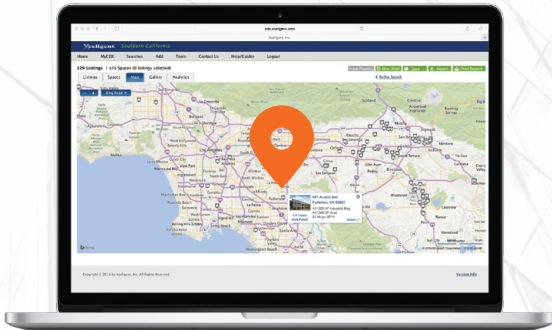
Form Review

Inbox	Reviewed By	Date
Patrick Brama	Katie Schmidt	10/19/2017 01:06 PM
Patrick Brama	Katie Schmidt	10/19/2017 01:08 PM
Patrick Brama	Patrick Brama	11/06/2017 02:26 PM
Kurt Ulrich	Kurt Ulrich	11/06/2017 03:17 PM
Form Started By: Katie Schmidt		Started On: 10/19/2017 10:40 AM

Final Approval Date: 11/06/2017

SOLUTIONS

XCELIGENT[™]
BUILDING DATA. EVERYWHERE.



We build and maintain comprehensive commercial real estate data so you don't have to.

Our full and robust local market research includes the latest property information, verified sale and lease listings, historical occupancy and lease rate trends, verified tenant information, researched sales comparable data, and much more.



COMPREHENSIVE LISTING & PROPERTY INFORMATION

Xceligent empowers users with the advanced searching tools necessary to efficiently locate commercial real estate properties that match their needs and the needs of their clients. Xceligent's proactive research model ensures that users have access to all relevant properties, including those not currently being marketed. Finding the right properties is further simplified by utilizing Xceligent's map-based searches and property-specific criteria options. Through one simple interface, search results can be viewed, mapped, saved, printed, or emailed with incredible ease and speed.



VERIFIED SALES COMPARABLES

Our sales comparable research team proactively verifies transaction information, identifying true buyer and seller information, and attaching key collateral pieces to each sales comparable. Identifying accurate and relevant sales comparable data through Xceligent's platform allows users to quickly make informed decisions, mitigate investment risk, and identify new opportunities.



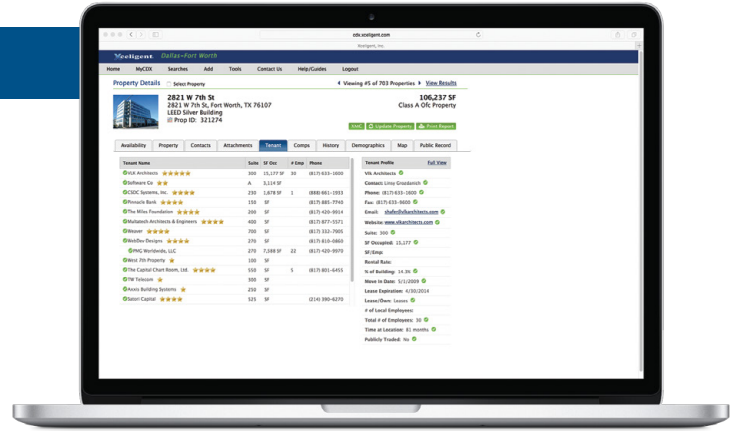
TRUE OWNER DATA

A dedicated research team pierces the corporate veil to determine true owner details for commercial properties. Xceligent enables users to generate real prospects using key contact information and identify the true investors in a market.



VERIFIED TENANT DATA

We proactively maintain the tenant rosters of commercial structures, ensuring that you have access to the most accurate and relevant information. Generate leads, gain market knowledge, and track tenant activity using our verified tenant solution, which includes key contact information, occupancy dates, occupied square footage, and more critical tenant data.



LEASE COMPARABLES

Our lease comparable research team references transactional level data with verified tenant data to provide more comprehensive lease information. Our enhanced lease comparables help users evaluate tenant needs, prospect future needs, evaluate investments, and generate leads for tenant services. Users can even create and share proprietary lease comparables and utilize our report generator to create comprehensive and confidential investment packages.



MARKET ANALYSIS

Not only do we know the commercial real estate market, we know how to disseminate our knowledge. Our comprehensive reports are second to none and our customizable analytics allow users to quickly and efficiently evaluate specific properties and user-defined subject areas. To ensure we remain your trusted source for commercial real estate data, our research and analysis is reviewed and certified quarterly by an Advisory Board comprised of the top industry professionals in the market, as nominated by their peers.



BROADCAST EMAIL

Instantly email your client needs or listing announcements to commercial practitioners in your region. Xceligent's broadcast email platform handles the management of email lists, email formatting, and message delivery, allowing you to focus on getting deals done. Quickly target your messages to specific audiences using predefined market areas, property types, and investment criteria.

For more info, contact:
Brad Parks
(816) 287-6456
bparks@xceligent.com



We are your source for commercial real estate data. [Get started at xceligent.com.](https://www.xceligent.com)



Xceligent Direct

**We Power & Promote Your Listings.
You Focus on the Close.**



Xceligent Direct is a commercial real estate application that effortlessly integrates your up-to-date listings onto your company's website.

/ Search / Target / Share /

Xceligent

Regardless if you are a global, regional, or local real estate services firm, marketing your property listings effectively is what sets you apart, and helps you to close deals. Utilizing either the customizable stand-alone application or the embedded application, you can provide your potential clients to search for properties, map results and review detailed listing data, all without the time and expense of building a custom website application yourself.

Choose the embedded app to ensure visitors remain on your site while searching

/ Product Features /



Seamless integration with your website



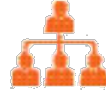
Advanced mapping platform and search filtering



Custom branding to match your identity



Single source for updating your listings

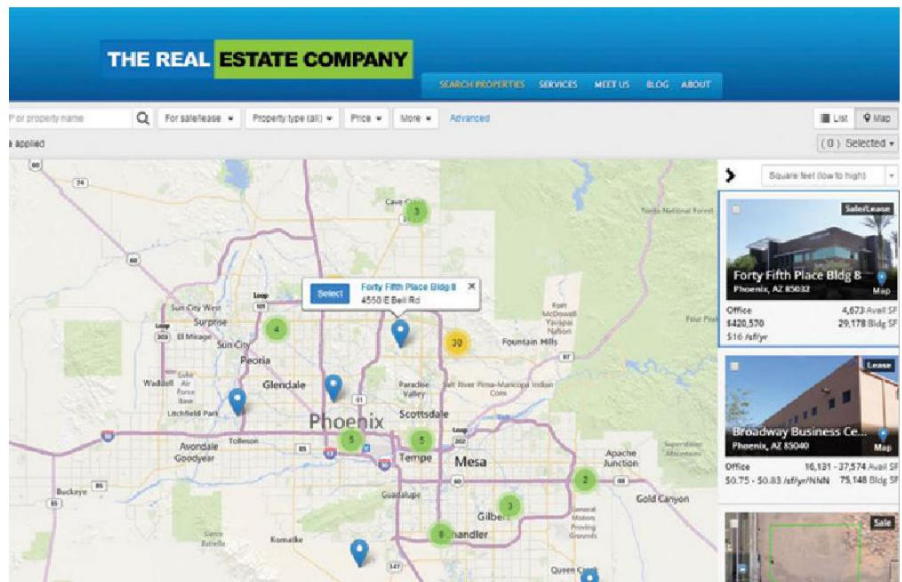


Flexibility to create personalized listing portals

Xceligent Direct is changing the landscape of how property listings are displayed and marketed - giving you the power to control the message and ensure a consistent brand experience for your clients.



Choose the standalone app for a full screen experience and branding capabilities



/ Implementation Process /

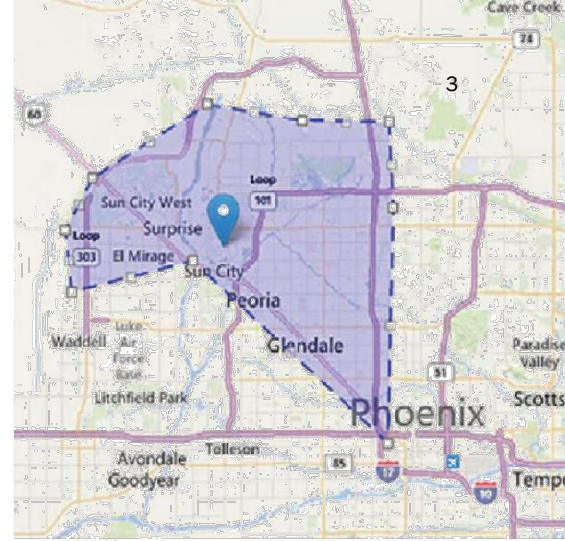
1 Provide your listings to Xcellgent, and our researchers will organize the data.



2 Xcellgent builds a custom property listing feed to market your listings. This can be customized with your company logo and brand colors.

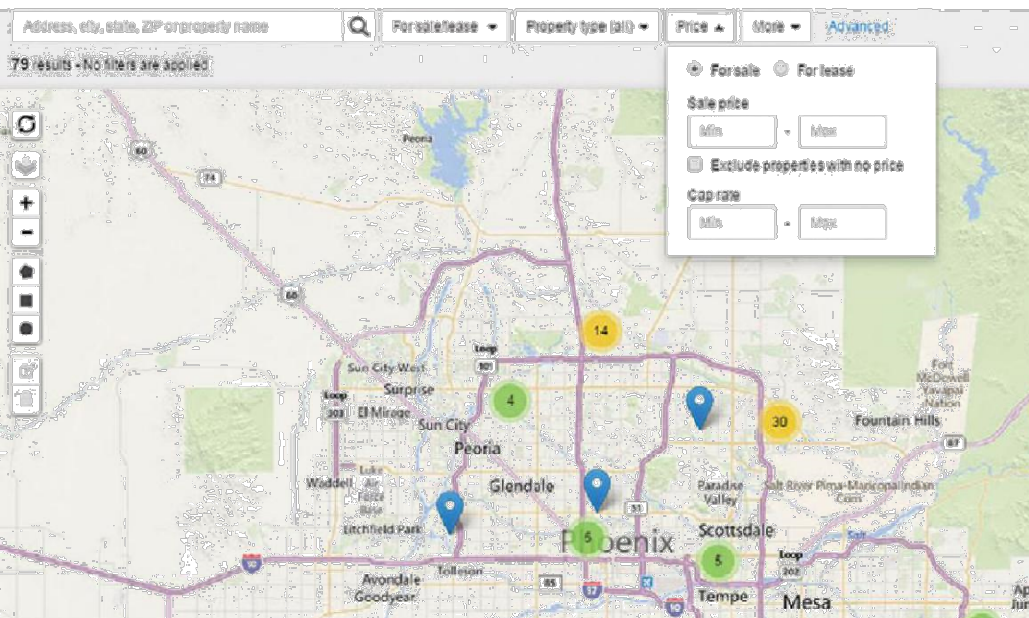


3 Once embedded on your site, the listing feed will display availability, property details, contacts, photos and maps through a user-friendly platform.



/ Benefits /

- Lightning fast mapping engine provides instant list filtering when panning or zooming.
- Map drawing tools allow visitors to quickly find listings that match their unique geographic requirements.
- Concierge services included with your subscription.
 - Call or email us to update your listings.
 - Your website is updated automatically.
- Flexibility to create personalized listing portals to tailor results to a targeted audience or geography.
- All maintenance fees included.



Sort and filter properties and view the results in real time on the map



The Plaza on Shea is a two building medical/office condo park with a very active mix of medical and professional businesses. One of the few "move-in ready" office properties in the Anacapa Country Club area, offering executive style offices, and move-in ready suites, with convenient drive up parking.

For Lease

Suite	Avail SF	Asking Rate	Available	Space Type
11	800	\$18.00 per sq ft	10/31/2012	Office

Property Details

Property Type	Office	Building SF	4,219
Year Built	1998	Floors	1
Office Class	IC	Zoning	S-R
Tenancy	Multi	Parcel (APN)	24729039C
Lot Acreage	1.94	Lot SF	84,568
County	Maricopa	Parking Spaces	27
Parking Ratio	4.44/1000		



/ About Xceligent /

Xceligent provides the foundation for making critical commercial real estate decisions. Whether leasing, lending or investing, reliable information is paramount. Clients can be confident in our data knowing our analysis comes through rigorous hands-on research verified by a true partnership with the industry. Our unique perspective and insight on the markets, coupled with our innovative platform and customizable data empowers our clients with a distinct advantage over the competition.

- **Verified Tenant Information** • **Quarterly Advisory Boards**
- **Sale & Lease Comps** • **Quarterly Analytic Reports** •
- **Provider of Choice for National Association of REALTORS® and CCIM** •

Xceligent

103 SE Magellan Dr, Blue Springs, MO 64014
(816) 427-9317 aboude@xceligent.com

