

Retail Market Analysis

Keego Harbor, Michigan



Prepared For:

City of Keego Harbor

Prepared By:

Gibbs Planning Group

04 October 2019

Keego Harbor, Michigan

Retail Market Analysis



Figure 1: The City of Keego Harbor, which is roughly one-half square-mile, is located in Oakland County, Michigan and is surrounded by numerous lakes.

Executive Summary

This study analyzes the retail market potential of the City of Keego Harbor under two different scenarios: 1) under existing conditions and 2) under a setting where a walkable village center is built utilizing industry best practices. Under existing conditions, Keego Harbor can presently support up to 58,100 square feet (sf) of new retail and restaurant development, which could generate as much as \$21.9 million in sales by 2025. This new commercial development could include 13 to 18 new retail stores totaling 53,100 sf and 4 new restaurants totaling 5,100 sf. On the other hand, if a walkable village center is built, Keego Harbor could support up to 114,300 sf of new retail and restaurant development which could generate as much as \$42.3 million in sales by 2025. In that scenario, new commercial development could include 25 to 30 new retail stores totaling 90,400 sf and 8 to 10 new restaurants totaling 23,900 sf.

Under present conditions, Keego Harbor’s primary trade area is home to roughly 11,200 people and 4,400 households with a 134,500 average annual income. Over 52 percent of primary trade area residents over the age of 25 have a four-year college degree and 56.6 percent of households earn over \$75,000 per year. However, the walkable village’s primary trade area includes 55,600 people living in 21,600 households with a 143,500 average annual income. Over 55 percent of this primary trade area’s residents over the age of 25 have a four-year college degree and 62.8 percent of these households earn over \$75,000 per year.



Figure 2: Developing a walkable village center (as shown in the picture above) in the City of Keego Harbor would increase the size of the city’s trade area, as well as increase overall demand and sales for its retailers and restaurants.

Background

Gibbs Planning Group, Inc. (GPG) has been retained by the City of Keego Harbor to conduct a retail feasibility analysis to determine how much and what types of additional retail and restaurants (if any) are supportable in the city through 2025.

GPG addressed the following issues in this study:

- What is the existing and planned retail market of the City of Keego Harbor and surrounding areas?
- What are the existing and potential trade areas for the City of Keego Harbor?
- What are the population, demographic and lifestyle characteristics in the primary trade area, currently and projected for 2024?

- What is the current and projected growth for retail expenditures in the primary trade area, now and in 2024?
- How much additional retail square footage is supportable in the City of Keego Harbor and what retail uses may seek to deploy a new business there?
- What retail sales volumes can potentially be achieved in Keego Harbor by these new businesses or with the expansion of existing ones?

Trade Areas

The primary trade area is the consumer market where the study area has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. This competitive advantage equates to a potential windfall in the capture of consumer expenditure by the retailers in the study area. GPG defines a primary trade area by topography, vehicular access, strength of retail competition and residential growth patterns instead of standardized “drive-times.” We estimate that consumers inside the primary trade area will account for up to 60 to 70 percent of the total sales captured by retailers in Keego Harbor.

This analysis includes two different primary trade areas, one that applies under the current existing conditions (“existing primary trade area”) and the other if a walkable village is developed in Keego Harbor using industry best practices (“walkable village primary trade area”).

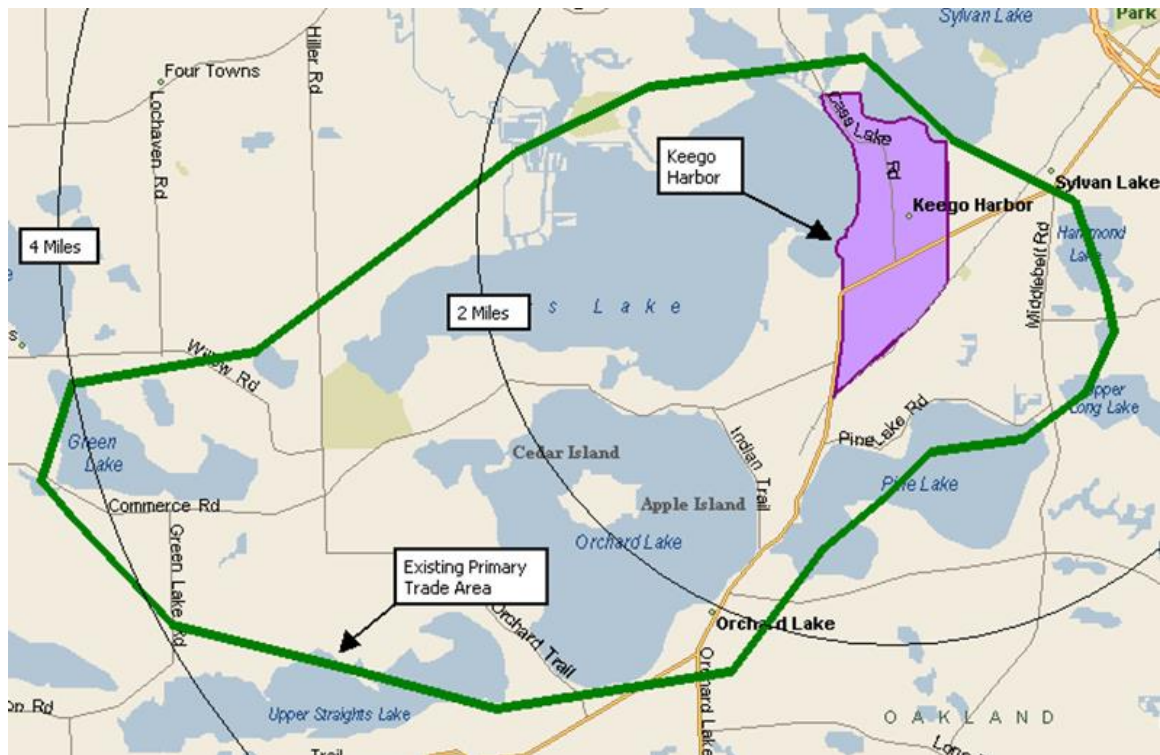


Figure 3: Keego Harbor’s existing primary trade area (shown above inside the green line) encompasses approximately 9.6 square miles.

The following borders approximately delineate the existing primary trade area:

- North – Chenlot Street & Labrosse Drive

- South – South Bay Drive & Hutchins Hill Drive
- East – Hammond Lake & Upper Long Lake & Pine Lake
- West – Warner Drive & Green Lake Road

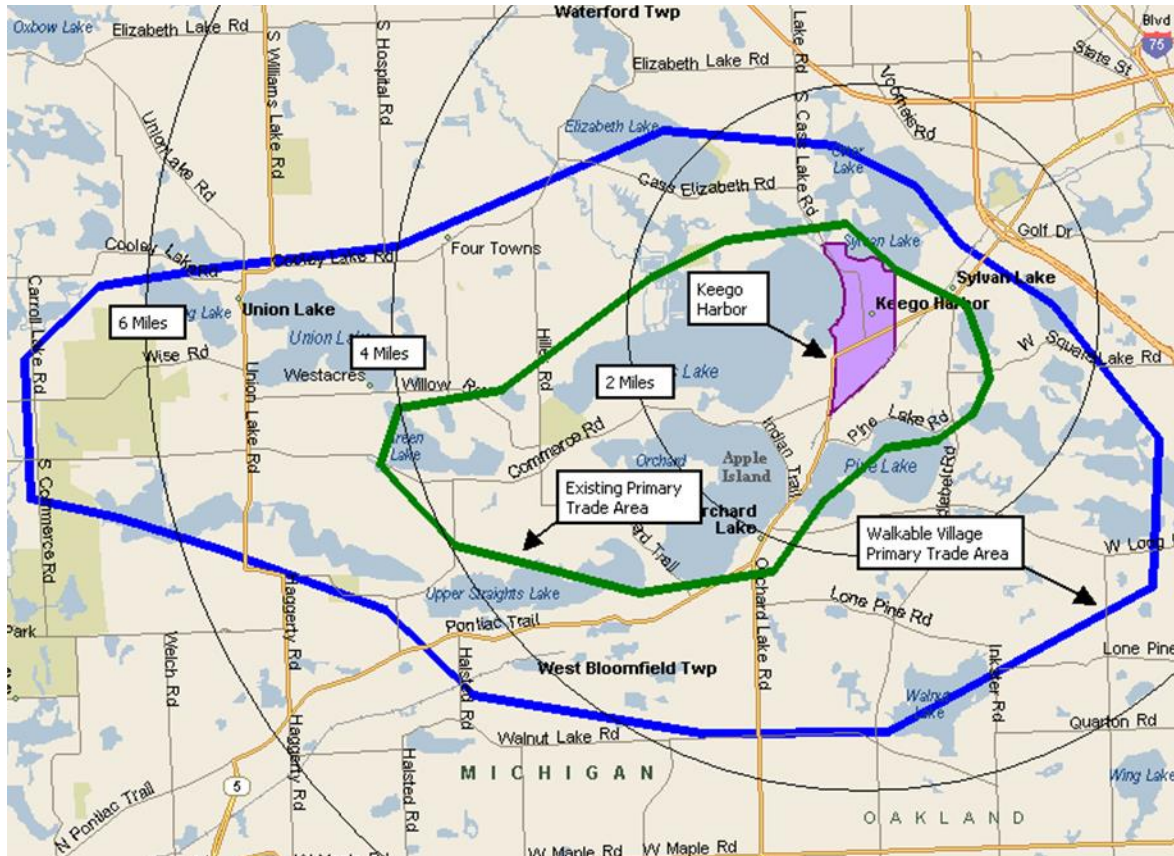


Figure 4: Keego Harbor’s existing trade area (shown inside the green line) and best practices trade area (shown inside the blue line).

Alternatively, the boundaries of the walkable village primary trade area extend north to Cooley Lake Road, Elizabeth Lake Road and Otter Lake, east to Ayershire Drive and Risdon Court, south to Walnut Lake Road, West Pond Circle and Richardson Road, and west to Carroll Lake Road and South Commerce Road.

Trade Area Demographics

Using data from Esri (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the most recent population and demographic characteristics (2019) and those projected for 2024 for the defined trade areas, 3-mile radius, 5-mile radius and Oakland County.

The existing primary trade area has an estimated 2019 population of 11,200 people, which is projected to increase at an annual rate of 0.17 percent to 11,300 by 2024. This population growth rate is lower than the growth rate projected for the village center’s trade area, 3-mile radius, 5-mile radius and Oakland County. During the next five years, the number of households in the existing primary trade area will increase from 4,400 to 4,500, holding 2.48 persons per

household. Median household income is \$87,800 and is expected to increase to \$102,500 by 2024. Average household income in the existing primary trade area is \$134,500, while 56.6 percent of households earn over \$75,000 per year – less than the village center trade area but more than for that of the county. Displaying higher levels of education than the county, 52.2 percent of residents in the primary trade area and over the age of 25 have earned a bachelor’s degree or higher, compared to 47.8 percent for Oakland County. The median age, at 43.2, is slightly older than that of the county.

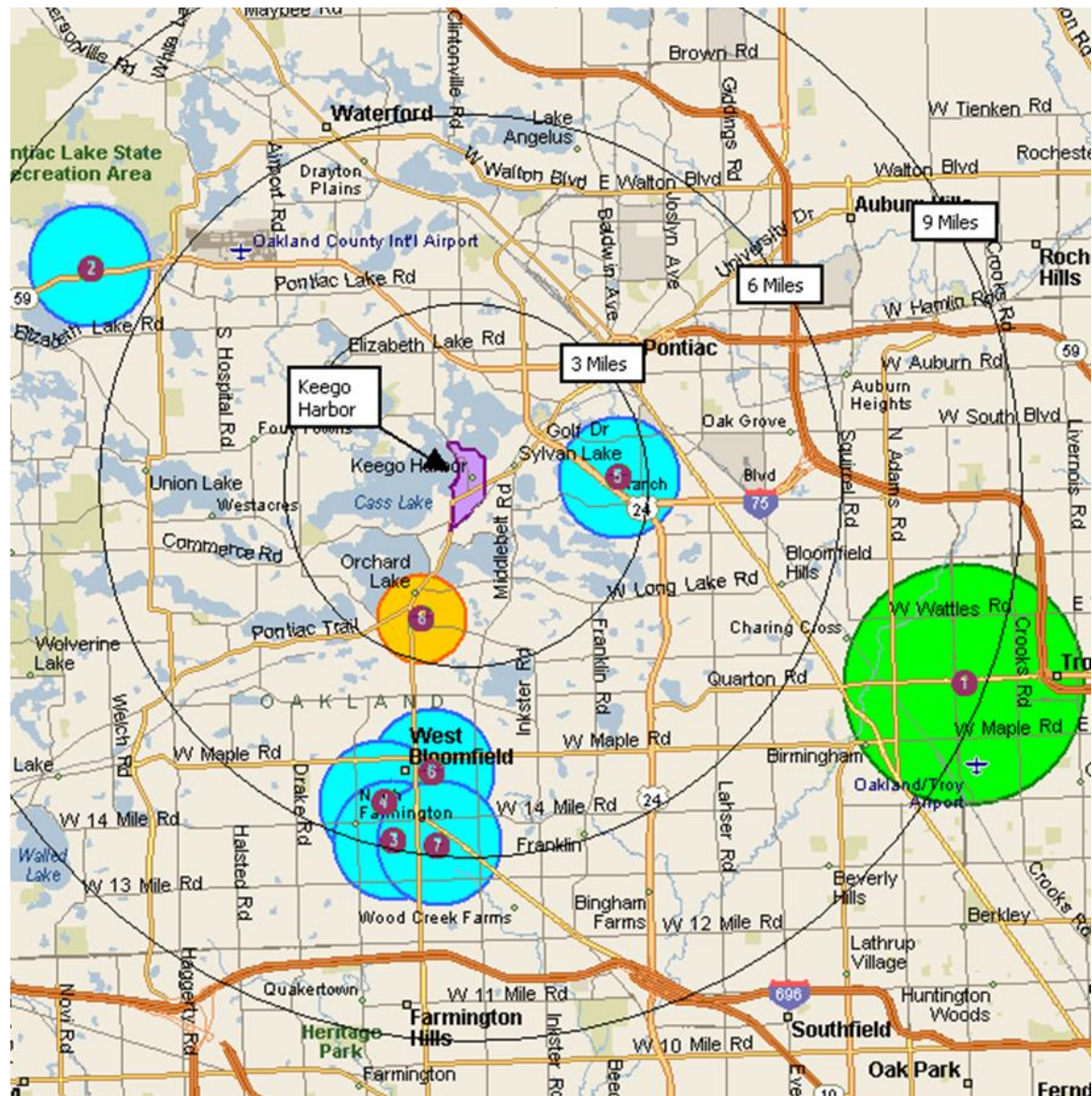
Table 1: Demographic Characteristics

<i>Demographic Characteristics</i>	<i>Existing Trade Area</i>	<i>Walkable Village Trade Area</i>	<i>3-Mile Radius</i>	<i>5-Mile Radius</i>	<i>Oakland County</i>
2019 Population	11,200	55,600	56,200	160,500	1,252,600
2024 Population	11,300	56,500	57,100	162,900	1,283,500
2019-24 Projected Annual Growth Rate	0.17%	0.32%	0.29%	0.30%	0.49%
2019 Households	4,400	21,600	23,000	63,400	506,500
2024 Households	4,500	22,000	23,400	64,600	520,100
2019-2024 Projected Annual HH Growth Rate	0.21%	0.37%	0.34%	0.36%	0.53%
Persons Per Household 2019	2.48	2.55	2.39	2.47	2.45
Median Age	43.2	45.0	41.7	42.1	42.1
2019 Median Household Income	\$87,800	\$101,800	\$64,800	\$65,900	\$80,000
2019 Average Household Income	\$134,500	\$143,500	\$105,200	\$107,500	\$110,800
2024 Median Household Income	\$102,500	\$113,800	\$76,800	\$76,900	\$92,100
2024 Average Household Income	\$150,900	\$161,100	\$120,600	\$121,600	\$126,500
% Households w. incomes \$75,000+	56.6%	62.8%	44.1%	45.2%	53.4%
% Bachelor’s Degree or higher	52.2%	55.6%	40.5%	40.0%	47.8%

Figure 5: A comparison of the key demographic characteristics of Keego Harbor’s existing primary trade area, the walkable village primary trade area, 3-mile radius, 5-mile radius and Oakland County.

The walkable village primary trade area has a higher household growth rate than that for the existing primary trade area, 3-mile radius and 5-mile radius, but a lower rate than that for the county. There are 55,600 residents increasing by 0.32 percent annually to 56,500 by 2024. This population growth rate is also higher than that for the existing trade area, 3-mile radius and 5-mile radius, but lower than that for Oakland County. The number of households is 21,600, increasing to 22,000 by 2024. Currently, the median household income in the village center’s trade area is \$101,800 and the average household income is \$143,500. By 2024, the median household income is expected to increase to \$113,800, while the average household income will have grown to \$161,100. Educational attainment of a bachelor’s degree or higher is at 55.6 percent and 62.8 percent of households earn more than \$75,000 annually. Finally, the median age is 45.0.

Competing Shopping Centers



Retail Center Name	Shopping Center Type	Retail Size (sf)	Distance to Keego Harbor
1. Somerset Collection	Regional Center	1.5 million	8.5 miles
2. White Lake Marketplace	Power Center	490,000	7.0 miles
3. Hunters Square	Power Center	360,000	6.0 miles
4. Gateway Center	Community Center	270,000	5.5 miles
5. Bloomfield Town Square	Power Center	230,000	2.5 miles
6. Orchard Mall	Community Center	170,000	4.5 miles
7. Orchard-14 Shopping Center	Power Center	150,000	6.0 miles
8. Crosswinds Mall	Neighborhood Center	130,000	2.0 miles

Figure 6: Map and table of the competing regional, power, community and neighborhood shopping centers.

1. Somerset Collection



Figure 7: Somerset Collection is one of the most profitable luxury malls in the country.

The Somerset Collection, at 1,500,000 square feet, is one of the most profitable malls in the United States not owned by a real estate investment trust. The mall first opened in 1969, anchored by the already existing Saks Fifth Avenue and the newly constructed Bonwit Teller. By 1992, Neiman Marcus replaced Bonwit Teller and the mall had become so successful that its developer (the Forbes Company) constructed a 940,000 square foot expansion (Somerset North).

The newer Somerset North connects to the original Somerset South by a 700 foot bridge – the Skywalk – that transports customers between the two buildings over Big Beaver Road. Together, Somerset North and Somerset South currently house over 180 stores. The Somerset Collection is one of the only malls in the country to be anchored by a Macy’s, a Nordstrom, a Neiman Marcus, and a Saks Fifth Avenue. This regional mall is co-owned by The Forbes Company and Frankel Associates, and is managed by the Forbes Company. It is 8.5 miles southeast of the City of Keego Harbor.

2. White Lake Marketplace



Figure 8: In terms of square footage, Home Depot (260,000 sf) and Walmart (130,000 sf) are the largest tenants at White Lake Marketplace.

Located 7 miles northwest of Keego Harbor, White Lake Marketplace is a 490,000 sf power center. Built in 1999, it is currently owned by RPT Realty. White Lake Marketplace’s major tenants are Home Depot, Walmart, Bed Bath & Beyond, Office Max and Jo-Ann Fabric & Crafts.

It is also home to some smaller retailers such as Bath & Body Works, Maurice's, GameStop and Kay Jewelers. Additionally, this shopping center features the restaurants, Applebee's and Subway. Currently, White Lake Marketplace is 99 percent occupied.

3. Hunter's Square

This 360,000 sf power center is home to retailers Bed Bath & Beyond, Marshalls, Saks Off 5th, Torrid, Justice, Old Navy, Ulta Beauty, GAP, Men's Wearhouse and Kay Jewelers, among others. Additionally, the restaurants Buffalo Wild Wings, California Pizza Kitchen and Menchie's Frozen Yogurt can be found at Hunter's Square. This shopping center, which was built in 1982, is owned by RPT Realty. It is currently 97 percent leased and is located 6 miles south of Keego Harbor.

4. Gateway Center



Figure 9: In October 2016, Stein Mart opened a 29,000 sf location at the Gateway Center in a space formerly occupied by DSW.

Owned by The Surnow Company, the Gateway Center was built in 1999 and is located at the northwest corner of Orchard Lake Road and 14 Mile in the City of West Bloomfield. This 270,000 sf community shopping center features retailers that include Walgreens, Whole Foods Market, PetSmart, Stein Mart, Kohl's and Dunham's Sports. Also, Gateway Center is home to restaurants J. Alexander's and Leo's Coney Island. Currently it is 98 percent leased and the asking rent for the available space is \$37/sf. Gateway Center is 5.5 miles south of Keego Harbor.

5. Bloomfield Town Square Shopping Center

Owned by Arcadia Realty Trust, the Bloomfield Town Square is a 230,000 square foot power center. It is located in a highly trafficked area, on Telegraph Road just north of Square Lake Road. Its anchor tenants are HomeGoods, Best Buy, TJ Maxx and Dick's Sporting Goods. Other tenants in this shopping center include Five Below, Ulta, Dollar Tree and restaurants, McDonalds, IHOP and Panera Bread. Additionally, immediately adjacent to this shopping center is a 210,000 sf Costco and 210,000 sf At Home store. The Bloomfield Town Square has a high occupancy rate, currently at 94 percent. It is situated 2.5 miles east of Keego Harbor.



Figure 10: Dick's Sporting Goods (pictured on the left) and HomeGoods (pictured on the right) occupy the largest spaces in the Bloomfield Town Square, at 48,000 square feet and 40,000 square feet, respectively.

6. Orchard Mall

The Orchard Mall is a 170,000 sf enclosed community shopping center that has an eclectic mix of upscale retailers. These include fashion and beauty retailers such as, Eleganza Boutique, Guys N Gals, Maria's Bridal Couture, Sally's Design Boutique and The Beauty Lounge. Also, Orchard Mall offers gifts, jewelry and home design, including retailers, Slades, Toyology, Tapper's Diamonds & Fine Jewelry and LaFata Kitchen & Bath Galleria. In addition, this shopping center has many tenants that focus on fitness and wellness. Specifically, Orchard Mall is home to Cycle & Row, True Martial Arts, Stretch Zone, Yoga Shelter and a 28,000 sf Planet Fitness. Lastly, the Orchard Mall is currently 88 percent leased and is situated 4.5 miles south of the City of Keego Harbor.

7. Orchard-14 Shopping Center



Figure 11: Both Aldi and Burlington opened at the Orchard-14 Shopping Center in the past year.

Situated directly across from Hunter's Square on Orchard Lake Road, Orchard-14 Shopping Center is a 150,000 sf power center with tenants Aldi, Best Buy, Burlington, Party City, Batteries Plus Bulbs and The Vitamin Store. Up until 2016, a large Kmart store was also at this shopping center. Orchard-14 Shopping Center is 6.0 miles south of Keego Harbor.

8. Crosswinds Mall

Built in 1979, the Crosswinds Mall is a 130,000 sf neighborhood shopping center located at the northeast corner of Orchard Lake and Lone Pine Roads in the City of West Bloomfield. It is anchored by a 40,000 sf Kroger supermarket, and houses many other tenants which include, CVS Pharmacy, Hallmark, Fitness 19, Yoz Yogurt, Bella Bridal Gallery, Subway, Mariomax Salon, Touch of Europe and Royal Duchess Clothing. Currently, it is 94 percent occupied and the average asking rent is advertised as \$25/sf. Crosswinds Mall is owned by Lautrec and is located 2.0 miles south of the City of Keego Harbor.

Table 2: Existing & Best Practices Supportable Retail Table

Retail Category	Existing Conditions Supportable SF	2019 Sales/SF	2019 Estimated Retail Sales	2025 Sales/SF	2025 Estimated Retail Sales	Walkable Village Supportable SF	2025 Sales/SF	2025 Estimated Retail Sales
Retailers								
Apparel Stores	-	-	-	-	-	5,400	\$345	\$1,863,000
Beer, Wine & Liquor Stores	2,300	\$465	\$1,069,500	\$490	\$1,127,000	2,300	\$490	\$1,127,000
Book & Music Stores	-	-	-	-	-	1,900	\$340	\$646,000
Department Store Merchandise	-	-	-	-	-	7,900	\$320	\$2,528,000
Electronics & Appliance Stores	5,400	\$520	\$2,808,000	\$545	\$2,943,000	4,400	\$520	\$2,288,000
Furniture Stores	-	-	-	-	-	5,600	\$385	\$2,156,000
General Merchandise Stores	3,600	\$285	\$1,026,000	\$300	\$1,080,000	11,400	\$315	\$3,591,000
Grocery Stores	14,600	\$460	\$6,716,000	\$480	\$7,008,000	16,200	\$520	\$8,424,000
Hardware	14,900	\$250	\$3,725,000	\$260	\$3,874,000	8,900	\$260	\$2,314,000
Home Furnishings Stores	-	-	-	-	-	3,800	\$375	\$1,425,000
Jewelry Stores	1,200	\$385	\$462,000	\$405	\$486,000	2,100	\$465	\$976,500
Garden Stores	1,800	\$325	\$585,000	\$340	\$612,000	2,500	\$340	\$850,000
Miscellaneous Store Retailers	1,300	\$285	\$370,500	\$300	\$390,000	3,300	\$300	\$990,000
Gift Stores	1,200	\$250	\$300,000	\$260	\$312,000	3,200	\$310	\$992,000
Pharmacy	3,200	\$425	\$1,360,000	\$445	\$1,424,000	4,800	\$450	\$2,160,000
Shoe Stores	-	-	-	-	-	1,200	\$325	\$390,000
Food: Cheese, Meats & Produce	1,400	\$295	\$413,000	\$310	\$433,650	3,400	\$310	\$1,054,000
Sporting Goods & Hobby Stores	2,100	\$310	\$651,000	\$325	\$682,500	2,100	\$325	\$682,500
Retailer Totals	53,000	\$355	\$19,486,000	\$372	\$20,372,150	90,400	\$372	\$34,457,000
Restaurants								
Bars, Breweries & Pubs	1,100	\$300	\$330,000	\$315	\$346,500	3,100	\$350	\$1,085,000
Full-Service Restaurants	1,500	\$290	\$435,000	\$305	\$456,750	9,700	\$360	\$3,492,000
Limited-Service Eating Places	1,400	\$280	\$392,000	\$295	\$413,000	9,500	\$295	\$2,802,500
Special Food Services	1,100	\$315	\$346,500	\$330	\$363,000	1,600	\$330	\$528,000
Restaurant Totals	5,100	\$296	\$1,503,500	\$311	\$1,579,250	23,900	\$334	\$7,907,500
Retailer & Restaurant Totals	58,100	\$340	\$20,989,500	\$357	\$21,951,400	114,300	\$365	\$42,364,500

Figure 12: Sales stated in constant 2019 dollars.

Methodology

To determine the amounts and types of retail supportable in Keego Harbor, GPG defined a trade areas that would serve the retail in the city based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S.

Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of Keego Harbor. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.



Figure 13: Easton Town Center in Columbus, Ohio (pictured above) is a prime example of a walkable village center that increases demand for retailers and restaurants.

For the purposes of this study, GPG has assumed the following:

- No major regional retail centers will be developed within the trade areas of this analysis through 2024.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.

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- Keego Harbor is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
 - Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
 - Any new construction in Keego Harbor will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and the Urban Land Institute.
 - Parking for new commercial development projects or businesses in Keego Harbor will meet or exceed the industry standards.
 - Visibility of any new retail is also assumed to be very good, with signage as required to assure easy visibility of the retailers.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail and restaurant businesses that should be supportable in Keego Harbor now and through 2025. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that Keego Harbor could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the city.

This study is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of October 1, 2019 and GPG has not undertaken any update of its research effort since such date.

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

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

End of Study

Appendix EXHIBIT A 1: Existing Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Existing PTA
Area: 9.59 square miles

Prepared by Esri

Population Summary	
2000 Total Population	11,083
2010 Total Population	11,169
2019 Total Population	11,208
2019 Group Quarters	197
2024 Total Population	11,304
2019-2024 Annual Rate	0.17%
2019 Total Daytime Population	8,844
Workers	3,632
Residents	5,212
Household Summary	
2000 Households	4,359
2000 Average Household Size	2.53
2010 Households	4,407
2010 Average Household Size	2.49
2019 Households	4,446
2019 Average Household Size	2.48
2024 Households	4,494
2024 Average Household Size	2.47
2019-2024 Annual Rate	0.21%
2010 Families	3,033
2010 Average Family Size	3.03
2019 Families	3,007
2019 Average Family Size	3.04
2024 Families	3,021
2024 Average Family Size	3.04
2019-2024 Annual Rate	0.09%
Housing Unit Summary	
2000 Housing Units	4,652
Owner Occupied Housing Units	77.5%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	6.3%
2010 Housing Units	4,865
Owner Occupied Housing Units	72.1%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	9.4%
2019 Housing Units	4,929
Owner Occupied Housing Units	72.1%
Renter Occupied Housing Units	18.1%
Vacant Housing Units	9.8%
2024 Housing Units	4,984
Owner Occupied Housing Units	72.7%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	9.8%
Median Household Income	
2019	\$87,832
2024	\$102,492
Median Home Value	
2019	\$333,982
2024	\$359,832
Per Capita Income	
2019	\$52,627
2024	\$59,221
Median Age	
2010	41.4
2019	43.2
2024	43.6

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

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

Appendix EXHIBIT A2: Existing Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Existing PTA
Area: 9.59 square miles

Prepared by Esri

2019 Households by Income	
Household Income Base	4,446
<\$15,000	5.0%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	10.1%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	14.7%
\$150,000 - \$199,999	10.7%
\$200,000+	19.8%
Average Household Income	\$134,472
2024 Households by Income	
Household Income Base	4,494
<\$15,000	3.9%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	4.4%
\$35,000 - \$49,999	9.2%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	13.2%
\$200,000+	22.0%
Average Household Income	\$150,931
2019 Owner Occupied Housing Units by Value	
Total	3,552
<\$50,000	0.1%
\$50,000 - \$99,999	4.0%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	15.5%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	24.6%
\$400,000 - \$499,999	12.8%
\$500,000 - \$749,999	7.6%
\$750,000 - \$999,999	4.5%
\$1,000,000 - \$1,499,999	2.8%
\$1,500,000 - \$1,999,999	2.4%
\$2,000,000 +	3.7%
Average Home Value	\$467,159
2024 Owner Occupied Housing Units by Value	
Total	3,625
<\$50,000	0.0%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	11.5%
\$200,000 - \$249,999	8.2%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	24.7%
\$400,000 - \$499,999	16.7%
\$500,000 - \$749,999	9.3%
\$750,000 - \$999,999	5.5%
\$1,000,000 - \$1,499,999	2.7%
\$1,500,000 - \$1,999,999	2.4%
\$2,000,000 +	3.6%
Average Home Value	\$492,483

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

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

Appendix EXHIBIT A3: Existing Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Existing PTA
Area: 9.59 square miles

Prepared by Esri

2010 Population by Age	
Total	11,167
0 - 4	5.5%
5 - 9	6.3%
10 - 14	7.4%
15 - 24	11.8%
25 - 34	10.6%
35 - 44	13.8%
45 - 54	17.9%
55 - 64	13.9%
65 - 74	7.7%
75 - 84	3.8%
85 +	1.2%
18 +	75.8%
2019 Population by Age	
Total	11,208
0 - 4	5.0%
5 - 9	5.9%
10 - 14	6.9%
15 - 24	11.4%
25 - 34	10.8%
35 - 44	12.3%
45 - 54	14.8%
55 - 64	15.7%
65 - 74	10.7%
75 - 84	5.0%
85 +	1.6%
18 +	77.8%
2024 Population by Age	
Total	11,303
0 - 4	5.0%
5 - 9	5.7%
10 - 14	6.7%
15 - 24	10.9%
25 - 34	10.7%
35 - 44	12.9%
45 - 54	13.7%
55 - 64	14.6%
65 - 74	12.0%
75 - 84	6.1%
85 +	1.7%
18 +	78.2%
2010 Population by Sex	
Males	5,668
Females	5,501
2019 Population by Sex	
Males	5,685
Females	5,523
2024 Population by Sex	
Males	5,736
Females	5,568

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

Appendix EXHIBIT A4: Existing Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Existing PTA
Area: 9.59 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	11,169
White Alone	85.3%
Black Alone	6.1%
American Indian Alone	0.2%
Asian Alone	4.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	2.4%
Hispanic Origin	4.5%
Diversity Index	33.0
2019 Population by Race/Ethnicity	
Total	11,208
White Alone	81.7%
Black Alone	6.6%
American Indian Alone	0.2%
Asian Alone	7.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	3.0%
Hispanic Origin	5.6%
Diversity Index	39.6
2024 Population by Race/Ethnicity	
Total	11,304
White Alone	79.1%
Black Alone	7.1%
American Indian Alone	0.2%
Asian Alone	8.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	3.3%
Hispanic Origin	6.3%
Diversity Index	43.8
2010 Population by Relationship and Household Type	
Total	11,169
In Households	98.4%
In Family Households	83.7%
Householder	26.8%
Spouse	21.6%
Child	31.3%
Other relative	2.7%
Nonrelative	1.3%
In Nonfamily Households	14.7%
In Group Quarters	1.6%
Institutionalized Population	0.3%
Noninstitutionalized Population	1.4%

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

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

Appendix EXHIBIT A5: Existing Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Existing PTA
Area: 9.59 square miles

Prepared by Esri

2019 Population 25+ by Educational Attainment	
Total	7,945
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	16.1%
GED/Alternative Credential	2.3%
Some College, No Degree	17.7%
Associate Degree	7.4%
Bachelor's Degree	27.3%
Graduate/Professional Degree	24.9%
2019 Population 15+ by Marital Status	
Total	9,224
Never Married	27.1%
Married	56.6%
Widowed	4.9%
Divorced	11.4%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.7%
Civilian Unemployed (Unemployment Rate)	3.3%
2019 Employed Population 16+ by Industry	
Total	6,099
Agriculture/Mining	0.2%
Construction	4.1%
Manufacturing	15.6%
Wholesale Trade	3.8%
Retail Trade	12.7%
Transportation/Utilities	2.1%
Information	1.4%
Finance/Insurance/Real Estate	9.3%
Services	48.0%
Public Administration	2.7%
2019 Employed Population 16+ by Occupation	
Total	6,098
White Collar	75.4%
Management/Business/Financial	25.2%
Professional	25.8%
Sales	14.8%
Administrative Support	9.6%
Services	13.0%
Blue Collar	11.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	2.2%
Production	4.6%
Transportation/Material Moving	2.0%
2010 Population By Urban/ Rural Status	
Total Population	11,169
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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

Appendix EXHIBIT A6: Existing Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Existing PTA
Area: 9.59 square miles

Prepared by Esri

2010 Households by Type	
Total	4,407
Households with 1 Person	25.9%
Households with 2+ People	74.1%
Family Households	68.8%
Husband- wife Families	55.4%
With Related Children	24.9%
Other Family (No Spouse Present)	13.4%
Other Family with Male Householder	4.4%
With Related Children	2.4%
Other Family with Female Householder	9.0%
With Related Children	5.8%
Nonfamily Households	5.3%
All Households with Children	33.4%
Multigenerational Households	2.5%
Unmarried Partner Households	4.9%
Male- female	4.3%
Same- sex	0.6%
2010 Households by Size	
Total	4,406
1 Person Household	25.9%
2 Person Household	34.4%
3 Person Household	15.7%
4 Person Household	14.3%
5 Person Household	6.4%
6 Person Household	2.4%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	4,407
Owner Occupied	79.6%
Owned with a Mortgage/Loan	60.3%
Owned Free and Clear	19.3%
Renter Occupied	20.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,865
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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

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

Appendix EXHIBIT A7: Existing Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Existing PTA
Area: 9.59 square miles

Prepared by Esri

Top 3 Tapestry Segments	
1.	Savvy Suburbanites (1D)
2.	Professional Pride (1B)
3.	Rustbelt Traditions (5D)
2019 Consumer Spending	
Apparel & Services: Total \$	\$14,261,862
Average Spent	\$3,207.80
Spending Potential Index	150
Education: Total \$	\$11,579,196
Average Spent	\$2,604.41
Spending Potential Index	163
Entertainment/Recreation: Total \$	\$22,030,913
Average Spent	\$4,955.22
Spending Potential Index	152
Food at Home: Total \$	\$33,730,738
Average Spent	\$7,586.76
Spending Potential Index	147
Food Away from Home: Total \$	\$24,412,498
Average Spent	\$5,490.89
Spending Potential Index	149
Health Care: Total \$	\$39,623,459
Average Spent	\$8,912.16
Spending Potential Index	150
HH Furnishings & Equipment: Total \$	\$14,478,316
Average Spent	\$3,256.48
Spending Potential Index	153
Personal Care Products & Services: Total \$	\$6,058,670
Average Spent	\$1,362.72
Spending Potential Index	154
Shelter: Total \$	\$125,133,267
Average Spent	\$28,145.13
Spending Potential Index	152
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,200,659
Average Spent	\$3,868.79
Spending Potential Index	156
Travel: Total \$	\$15,836,285
Average Spent	\$3,561.92
Spending Potential Index	159
Vehicle Maintenance & Repairs: Total \$	\$7,670,620
Average Spent	\$1,725.29
Spending Potential Index	151

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

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Appendix EXHIBIT B1: Walkable Village Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Walkable Village PTA
Area: 33.82 square miles

Prepared by Esri

Population Summary	
2000 Total Population	55,594
2010 Total Population	54,501
2019 Total Population	55,560
2019 Group Quarters	313
2024 Total Population	56,466
2019-2024 Annual Rate	0.32%
2019 Total Daytime Population	36,115
Workers	10,868
Residents	25,247
Household Summary	
2000 Households	21,040
2000 Average Household Size	2.63
2010 Households	21,072
2010 Average Household Size	2.57
2019 Households	21,643
2019 Average Household Size	2.55
2024 Households	22,044
2024 Average Household Size	2.55
2019-2024 Annual Rate	0.37%
2010 Families	15,308
2010 Average Family Size	3.05
2019 Families	15,480
2019 Average Family Size	3.04
2024 Families	15,680
2024 Average Family Size	3.04
2019-2024 Annual Rate	0.26%
Housing Unit Summary	
2000 Housing Units	21,969
Owner Occupied Housing Units	84.2%
Renter Occupied Housing Units	11.5%
Vacant Housing Units	4.2%
2010 Housing Units	22,722
Owner Occupied Housing Units	78.1%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	7.3%
2019 Housing Units	23,211
Owner Occupied Housing Units	78.4%
Renter Occupied Housing Units	14.8%
Vacant Housing Units	6.8%
2024 Housing Units	23,598
Owner Occupied Housing Units	79.2%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	6.6%
Median Household Income	
2019	\$10,813
2024	\$113,764
Median Home Value	
2019	\$325,494
2024	\$356,958
Per Capita Income	
2019	\$55,763
2024	\$62,721
Median Age	
2010	42.7
2019	45.0
2024	45.4

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

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

Appendix EXHIBIT B2: Walkable Village Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Walkable Village PTA
Area: 33.82 square miles

Prepared by Esri

2019 Households by Income	
Household Income Base	21,643
<\$15,000	4.7%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	4.8%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	11.4%
\$200,000+	20.9%
Average Household Income	\$143,488
2024 Households by Income	
Household Income Base	22,044
<\$15,000	3.4%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	7.6%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	14.0%
\$200,000+	23.4%
Average Household Income	\$161,060
2019 Owner Occupied Housing Units by Value	
Total	18,197
<\$50,000	0.1%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	14.1%
\$200,000 - \$249,999	11.6%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	25.0%
\$400,000 - \$499,999	13.1%
\$500,000 - \$749,999	10.0%
\$750,000 - \$999,999	3.8%
\$1,000,000 - \$1,499,999	1.7%
\$1,500,000 - \$1,999,999	1.2%
\$2,000,000 +	1.6%
Average Home Value	\$410,310
2024 Owner Occupied Housing Units by Value	
Total	18,687
<\$50,000	0.0%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	3.1%
\$150,000 - \$199,999	10.7%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	24.4%
\$400,000 - \$499,999	18.4%
\$500,000 - \$749,999	12.3%
\$750,000 - \$999,999	4.5%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	1.2%
\$2,000,000 +	1.5%
Average Home Value	\$436,404

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

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

Appendix EXHIBIT B3: Walkable Village Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Walkable Village PTA
Area: 33.82 square miles

Prepared by Esri

2010 Population by Age	
Total	54,502
0 - 4	5.3%
5 - 9	6.4%
10 - 14	7.4%
15 - 24	11.5%
25 - 34	9.5%
35 - 44	13.1%
45 - 54	17.6%
55 - 64	15.0%
65 - 74	8.4%
75 - 84	4.2%
85 +	1.5%
18 +	76.2%
2019 Population by Age	
Total	55,559
0 - 4	4.7%
5 - 9	5.7%
10 - 14	6.8%
15 - 24	10.8%
25 - 34	10.2%
35 - 44	11.8%
45 - 54	14.1%
55 - 64	16.3%
65 - 74	12.0%
75 - 84	5.6%
85 +	1.9%
18 +	78.7%
2024 Population by Age	
Total	56,465
0 - 4	4.7%
5 - 9	5.5%
10 - 14	6.5%
15 - 24	10.3%
25 - 34	9.7%
35 - 44	12.7%
45 - 54	13.2%
55 - 64	14.9%
65 - 74	13.3%
75 - 84	7.1%
85 +	2.1%
18 +	79.1%
2010 Population by Sex	
Males	27,041
Females	27,460
2019 Population by Sex	
Males	27,478
Females	28,082
2024 Population by Sex	
Males	27,937
Females	28,528

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

Appendix EXHIBIT B4: Walkable Village Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Walkable Village PTA
Area: 33.82 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	54,501
White Alone	86.2%
Black Alone	5.6%
American Indian Alone	0.2%
Asian Alone	5.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.0%
Hispanic Origin	2.9%
Diversity Index	29.3
2019 Population by Race/Ethnicity	
Total	55,560
White Alone	82.8%
Black Alone	6.0%
American Indian Alone	0.2%
Asian Alone	7.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	2.5%
Hispanic Origin	3.6%
Diversity Index	35.3
2024 Population by Race/Ethnicity	
Total	56,467
White Alone	80.4%
Black Alone	6.5%
American Indian Alone	0.2%
Asian Alone	9.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	2.7%
Hispanic Origin	4.1%
Diversity Index	39.3
2010 Population by Relationship and Household Type	
Total	54,501
In Households	99.5%
In Family Households	86.8%
Householder	28.0%
Spouse	23.1%
Child	31.8%
Other relative	2.7%
Nonrelative	1.2%
In Nonfamily Households	12.6%
In Group Quarters	0.5%
Institutionalized Population	0.2%
Noninstitutionalized Population	0.4%

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

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

Appendix EXHIBIT B5: Walkable Village Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Walkable Village PTA
Area: 33.82 square miles

Prepared by Esri

2019 Population 25+ by Educational Attainment	
Total	40,009
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	2.3%
High School Graduate	14.3%
GED/Alternative Credential	1.5%
Some College, No Degree	18.0%
Associate Degree	6.7%
Bachelor's Degree	29.3%
Graduate/Professional Degree	26.3%
2019 Population 15+ by Marital Status	
Total	45,993
Never Married	25.6%
Married	59.7%
Widowed	4.8%
Divorced	9.9%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	97.2%
Civilian Unemployed (Unemployment Rate)	2.8%
2019 Employed Population 16+ by Industry	
Total	30,823
Agriculture/Mining	0.1%
Construction	5.1%
Manufacturing	17.2%
Wholesale Trade	3.0%
Retail Trade	11.0%
Transportation/Utilities	2.5%
Information	1.5%
Finance/Insurance/Real Estate	8.4%
Services	48.9%
Public Administration	2.2%
2019 Employed Population 16+ by Occupation	
Total	30,823
White Collar	75.6%
Management/Business/Financial	22.0%
Professional	28.7%
Sales	14.2%
Administrative Support	10.7%
Services	12.5%
Blue Collar	11.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.2%
Installation/Maintenance/Repair	2.2%
Production	4.1%
Transportation/Material Moving	2.4%
2010 Population By Urban/ Rural Status	
Total Population	54,501
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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

Appendix EXHIBIT B6: Walkable Village Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Walkable Village PTA
Area: 33.82 square miles

Prepared by Esri

2010 Households by Type	
Total	21,073
Households with 1 Person	22.7%
Households with 2+ People	77.3%
Family Households	72.6%
Husband- wife Families	59.9%
With Related Children	26.0%
Other Family (No Spouse Present)	12.7%
Other Family with Male Householder	4.0%
With Related Children	2.2%
Other Family with Female Householder	8.7%
With Related Children	5.2%
Nonfamily Households	4.6%
All Households with Children	33.6%
Multigenerational Households	2.6%
Unmarried Partner Households	4.7%
Male- female	4.1%
Same- sex	0.5%
2010 Households by Size	
Total	21,072
1 Person Household	22.7%
2 Person Household	35.5%
3 Person Household	16.9%
4 Person Household	15.3%
5 Person Household	6.5%
6 Person Household	2.2%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	21,072
Owner Occupied	84.2%
Owned with a Mortgage/Loan	64.4%
Owned Free and Clear	19.8%
Renter Occupied	15.8%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	22,722
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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

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

Appendix EXHIBIT B7: Walkable Village Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Walkable Village PTA
Area: 33.82 square miles

Prepared by Esri

Top 3 Tapestry Segments	
1.	Exurbanites (E)
2.	Green Acres (6A)
3.	Savvy Suburbanites (D)
2019 Consumer Spending	
Apparel & Services: Total \$	\$72,982,710
Average Spent	\$3,372.12
Spending Potential Index	157
Education: Total \$	\$60,008,142
Average Spent	\$2,772.64
Spending Potential Index	174
Entertainment/Recreation: Total \$	\$114,821,204
Average Spent	\$5,305.24
Spending Potential Index	162
Food at Home: Total \$	\$173,294,949
Average Spent	\$8,006.97
Spending Potential Index	155
Food Away from Home: Total \$	\$125,846,192
Average Spent	\$5,814.64
Spending Potential Index	158
Health Care: Total \$	\$208,006,104
Average Spent	\$9,610.78
Spending Potential Index	162
HH Furnishings & Equipment: Total \$	\$75,832,446
Average Spent	\$3,503.79
Spending Potential Index	164
Personal Care Products & Services: Total \$	\$31,493,533
Average Spent	\$1,455.14
Spending Potential Index	164
Shelter: Total \$	\$642,299,704
Average Spent	\$29,677.02
Spending Potential Index	160
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$90,421,006
Average Spent	\$4,177.84
Spending Potential Index	168
Travel: Total \$	\$83,393,910
Average Spent	\$3,853.16
Spending Potential Index	172
Vehicle Maintenance & Repairs: Total \$	\$40,009,464
Average Spent	\$1,848.61
Spending Potential Index	162

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

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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