



March 9, 2012

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Dear Pamela:

Thank you for the opportunity to assist in your strategic market planning needs. If you have any questions or need further assistance, please call.

Best Regards,

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# Silt, Colorado

**Prepared for: Town of Silt**

February 2012

TOS001

**By: Perkins Marketing Company**

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## **Executive Summary**

The purpose of the study is to provide an overview of the current Silt, Colorado marketplace and test volume projections for a new Silt Supermarket. There are three subject sites and each location is tested with a 20,000 square foot Silt Supermarket.

Site 1000 located at the SEQ of Frontage Road & 9th Street. (South of Interstate 70)

Site 2000 located at the SWQ of Main Street & 5th Street. (West of 9th Street)

Site 3000 located at the SEQ of 9th Street and Main Street. (East of 9th Street)

The Town of Silt is located 185 miles West of Denver, on the I-70 and Colorado River corridor. Silt's location makes it a gateway to numerous outdoor activities, including hunting & fishing, skiing & snowboarding, snowmobiling, camping, hiking and more.

Silt enjoys four beautiful seasons with mild snow in winter and high desert summers. There are many opportunities to observe wildlife such as deer and elk and the Blue Heron Rookery river corridor hosts several resident bald eagles and wintering grounds for others.

West of Silt approximately 50 miles is the Little Bookcliffs where wild mustangs habitat. To the east 14 miles is Glenwood Canyon that provides visitors and residents adventures bicycling through the canyon, rafting or fishing the Colorado River, hiking the Hanging Lake or Storm King Trails.

The defined trade area includes Silt and portions of Garfield County between Rifle and New Castle. The trade area reaches over 5 miles in each direction.

The trade area grew modestly since the 2010 Census and is anticipated to grow by 6.6% over the next three years. Sectors 1, 2, 3 and 8 are anticipated to grow at the highest rate.

Three stores are identified as receiving a significant portion of their business from the defined trade area. These facilities average 42,433 square feet and have an average volume of \$441,667 or \$10.41 per square foot. Walmart captures a 46.0% market share and City Market captures a 38.69% market share. The remaining portion of the trade areas food business is attributed to convenience stores and leakage.

Each of the three sites has positive attributes, but the best overall and highest volume achiever is Site 3000. This is the recommended location for a Silt Supermarket.

It is suggested that if Site 1000 is chosen that a shopping center is developed and additional retail added. This property will need to stop Silt consumers from traveling to Rifle and New Castle or beyond for not only food purchases, but also hard goods. Site 1000 could host a fuel option. The other properties do not have the attributes to offer fuel sales.

A pro forma is recommended to aid in the determination of profitability.

Decision Matrix				
Opening – February 2013				
Scenario	Site	1st Year End February 2014	2nd Year End February 2015	3rd Year End February 2016
<b>1A</b>	<b>1000</b> Without Dollar General	\$98,675 \$4.93	\$103,280 \$5.16	\$107,940 \$5.40
<b>1B</b>	<b>1000</b> With Dollar General	\$94,090 \$4.70	\$98,518 \$4.93	\$103,004 \$5.15
<b>2A</b>	<b>2000</b> Without Dollar General	\$88,535 \$4.43	\$92,770 \$4.64	\$97,059 \$4.85
<b>2B</b>	<b>2000</b> With Dollar General	\$84,292 \$4.21	\$88,359 \$4.42	\$92,482 \$4.62
<b>3A</b>	<b>3000</b> Without Dollar General	\$106,844 \$5.34	\$111,754 \$5.59	\$116,718 \$5.84
<b>3B</b>	<b>3000</b> With Dollar General	\$102,115 \$5.11	\$106,852 \$5.34	\$111,644 \$5.58

## Scenarios

**Scenario 1A:** 20,000 square foot supermarket opens at Site 1000 located at the SEQ of Frontage Road & 9th Street without Dollar General open.

**Scenario 1B:** 20,000 square foot supermarket opens at Site 1000 located at the SEQ of Frontage Road & 9th Street with Dollar General open.

**Scenario 2A:** 20,000 square foot supermarket opens at Site 2000 located at the SWQ of Main Street & 5th Street without Dollar General open.

**Scenario 2B:** 20,000 square foot supermarket opens at Site 2000 located at the SWQ of Main Street & 5th Street with Dollar General open.

**Scenario 3:** 20,000 square foot supermarket opens at Site 2000 located at the SEQ of 9th Street and Main Street without Dollar General open.

**Scenario 3:** 20,000 square foot supermarket opens at Site 2000 located at the SEQ of 9th Street and Main Street with Dollar General open.

## Market Change

Dollar General opens 9,100 square foot facility (4,500 square foot supermarket products) at the NEQ of West Main & 3rd Street.

## **Assumptions**

The sales projections for sites are based on the following key assumptions:

- **Silt's population growth will near prerecession levels.**
- The proposed supermarket will have above average operations and conditions.
- Pricing will be equal to supermarket competitors and competitive on key items with the supercenter and limited assortment stores.
- Store hours assumed to be 6am until 10pm daily.
- The base projections are relative to first year ending February 2014.
- 3.2% Beer are included in forecast, but not & wine, high beer and liquor sales.
- Pharmacy sales were removed from competitor sales and are not included in forecasts.
- Fuel sales were removed from competitor sales and are not included in forecasts.

### **Pharmacy competitors:**

Walmart in Rifle averages 2,400 scripts per week.

City Market in New Castle averages 900 scripts per week.

City Market in Rifle averages 1,700 scripts per week.

### **Wine, high beer and Liquor sales:**

The two stores in Silt account for majority of trade areas annual revenues.

## **Town of Silt Population History**

**2000 – 1,740**

**2007 – 2,546**

**2008 – 2,665**

**2009 – 2,780**

**2010 – 2,930**

**2011 – 2,950**

**2012 – 3,000**

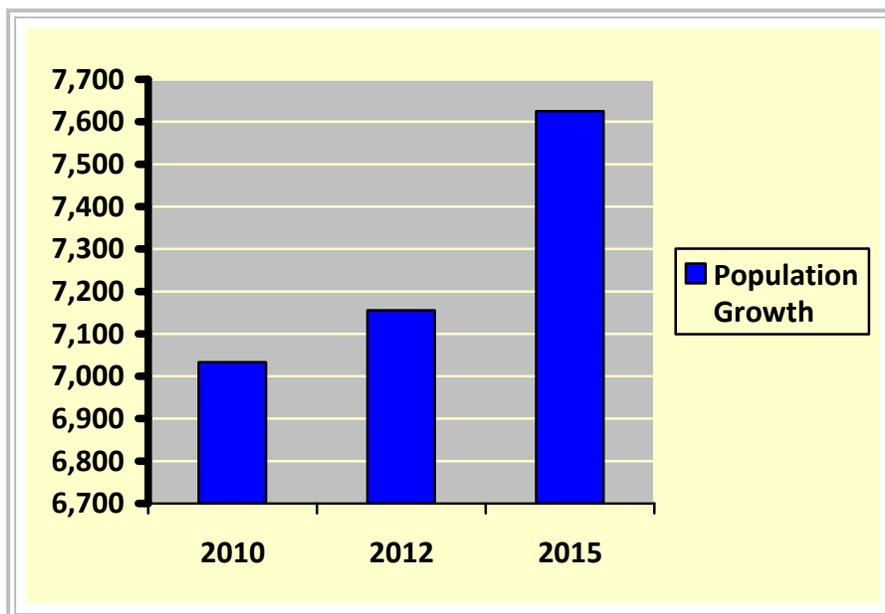
## Trade Area

The trade area is located in Garfield County and includes Silt and portions of rural Garfield County between New Castle and Rifle. The bulk of the proposed supermarket’s business will come from the trade area.

## Population/Demographics

Population & Potential Summary February 2012	
Potential	\$345,089
P.C.E.	\$48.23
2000 Census Population	7,033
2012 Estimated Population	7,155
2015 Estimated Population	7,625

The trade area has a 2012 median per household income of \$63,159. Residents are predominately White (69.6%) with Hispanics making up 28.4%. The current population in the study area is 7,155 and the average P.C.E. is \$48.23, ranging from a high of \$49.60 in Sector 18 to a low of \$47.73 in Sector 11. The total potential is \$345,089 and the 3 facilities identified are receiving \$292,250 or an 84.69% market share. Total float, which consists of C-Stores and leakage, is \$52,839 or 15.31%.



The anticipated growth was determined by Popstats and Silt City Office estimates.

**Analysis of build out on vacant lots in developments with approvals or current under review follows:**

**Analysis of Buildout on Vacant Lots in Developments with Approvals or Currently under Review**

Project	Acres	Approved lots/units	Built lots/units	vacant lots*	% unbulit	2.5 people/unit
Mira Loma	73.59	210	8	202	96%	505
Stoney Ridge	55.39	140	47	93	66%	233
Painted Pastures	36.39	153	0	153	100%	383
Camario	8.91	70	3	67	96%	168
Divide Creek	54.5	70	0	70	100%	175
Spruce Meadows	18.67	88	78	10	11%	25
Mesa Vélw	100	89	86	3	3%	8
Center Town Homes	4.57	64	55	9	14%	23
<b>Projects w/ preliminary approval but not Final</b>						
Autumn Ridge	3.05	46	0	46	100%	115
<b>Projects w/ preliminary or final approvals but not annexed</b>						
Main Street Plaza	1.33	29	0	29	100%	73
Painted Pasture North	42.26	94	0	94	100%	235
<b>Totals</b>	<b>398.66</b>	<b>1053</b>	<b>277</b>	<b>776</b>	<b>74%</b>	<b>1940</b>

Annexed

5000  $\neq$  Commercial

<b>Current estimated pop**</b>	<b>2665</b>	<b>2970</b>
	new residents/yr	divided by 2.5 people /unit
<b>If Avg Growth rate 3%</b>	79.95	31.98
<b>If Avg Growth rate 2%</b>	53.3	21.32
		Permits/yr to accomodate growth
		<b># of yrs to use vacant lots</b>
		<b>24.27</b>
		<b>36.40</b>

Permits Issued in last 5 years	
Year	Residential Permits issued
2005	70
2006	59
2007	40
2008	13
2009	2
<b>Avg</b>	<b>36.8</b>

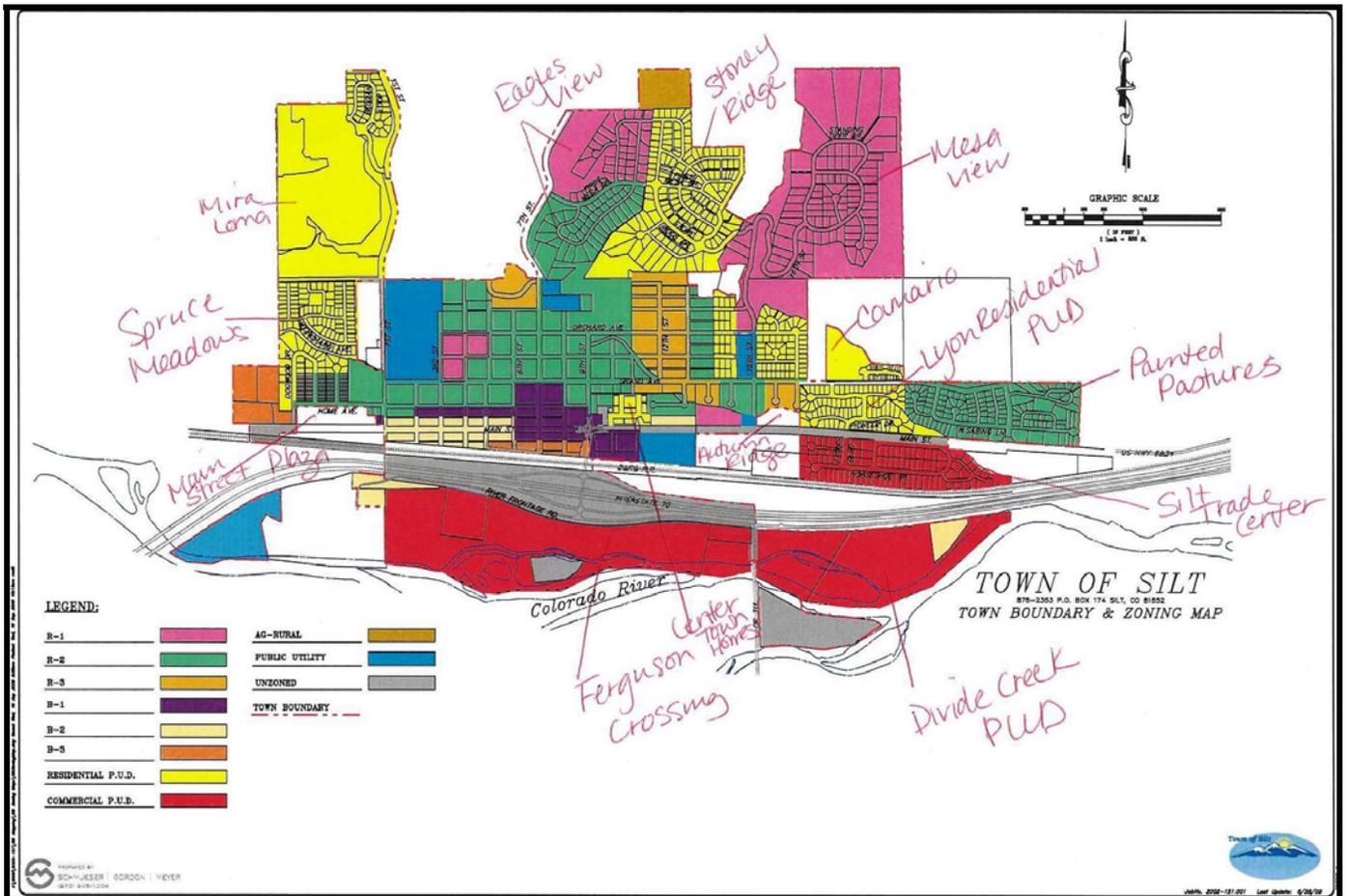
\*Does not include vacant infill lots in old town  
 \*\* Source: Colorado Department of Local Affairs, State Demography Office

2010 4SF Residential  
 2011 5<sup>sf</sup> + 2 Duplex Residential  
 2012 (to date) 2 Commercial (Library) (Dollar general)  
 5+2 SF 2/6/2010 Duplex

Y:\Planning Dept\Vacant Lot Inventory\Approved developments vacant lots

**Single-family new house construction building permits:**

- 2005: 70 buildings
- 2006: 59 buildings
- 2007: 40 buildings
- 2008: 13 buildings
- 2009: 2 buildings
- 2010: 2 buildings
- 2011: 5 buildings and 1 duplex
- 2012: 5 buildings and 1 duplex



## **Silt, Colorado**

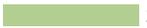
### **Garfield County**

Population in July 2009: 2,693. Population change since 2000: +54.8%

Males: 1,403  (52.1%)

Females: 1,290  (47.9%)

Median resident age:  31.4 years

Colorado median age:  34.3 years

Zip codes: 81652.

Estimated median household income in 2009: \$64,311 (it was \$44,632 in 2000)

Silt: \$64,311

Colorado: \$55,430

Estimated per capita income in 2009: \$24,030

Silt town income, earnings, and wages data

Estimated median house or condo value in 2009: \$244,200 (it was \$130,500 in 2000)

Silt: \$244,200

Colorado: \$237,800

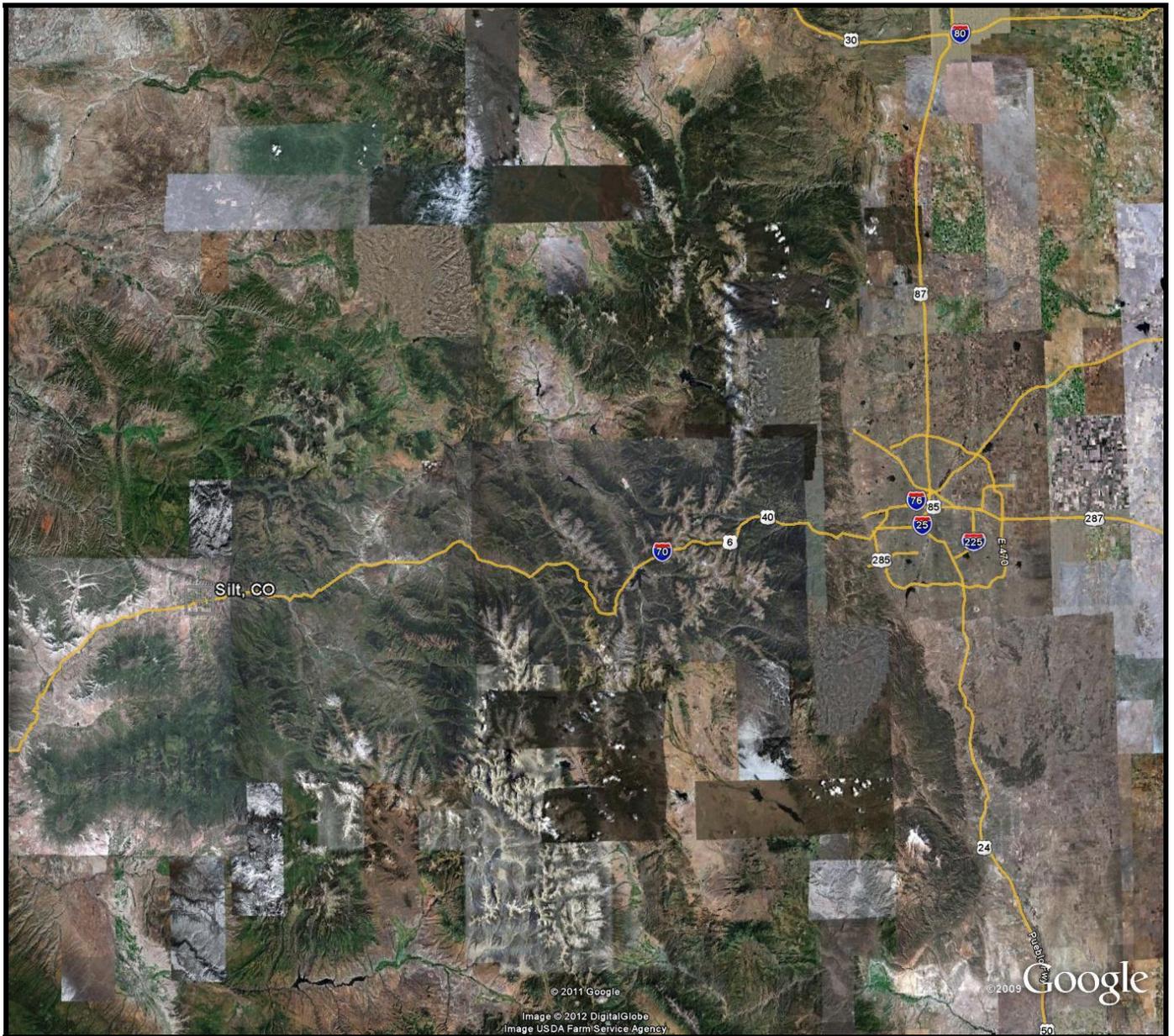
Mean prices in 2009: All housing units: \$240,378; Detached houses: \$274,226; Townhouses or other attached units: \$238,993; In 2-unit structures: \$203,688; In 3-to-4-unit structures: \$135,792; Mobile homes: \$146,991

Incorporated on 5/1915

Elevation: 5438 feet

Land area: 2.82 square miles.

# Aerial



# All Sites Aerial



# Site 1000 Aerial



<b>Site 1000 Evaluation</b>	
<b>Location</b>	SEQ of Frontage Road & 9th Street. (South of Interstate 70)
<b>Total Area</b>	20,000 square foot supermarket
<b>Sales Area</b>	Assumed 70% retail selling area
<b>Parking</b>	Assumed Adequate
<b>Co-Tenants</b>	Holiday Inn
<b>Grade of Lot</b>	Grading required with fill
<b>Current Land Use</b>	Vacant
<b>Adjacent Land Use</b>	Colorado River - Preserve
<b>Street Conditions</b>	2-lanes River Frontage Road
<b>Traffic Counts AADT 2008</b>	River Frontage Road: 3,728 vehicles daily
<b>Traffic Controls</b>	No traffic controls
<b>Traffic Flow</b>	East/west
<b>Visibility</b>	Excellent
<b>Accessibility</b>	Excellent
<b>Ingress/Egress</b>	Average
<b>Transient Exposure</b>	Excellent from Interstate 70
<b>Pros</b>	No supermarket competition in Silt East bound traffic on I-70 exits to 9th Street with easy right turns to River Frontage Road. Potential adjoining shopping center.
<b>Cons</b>	Strong competition in Rifle and New Castle. Silt side customers must use 9th Street to cross railroad and interstate to frequent the proposed Silt Supermarket.

## Site Observations

The property would function best with a minimum of two ingress/egress points on River Frontage Road. A Pylon sign on State Street is suggested to assist in capturing transient business.

An eating area would be a plus for capturing additional sales from businesses and recreationalists. Fuel option would be a plus if MPD's could be situated on property to accommodate sales for trucks (diesel) and transients.

## Ground Photos Site 1000



## Ground Photos Site 1000



Looking west on River Frontage Road



Looking east on River Frontage Road

# Site 2000 Aerial



<b>Site 2000 Evaluation</b>	
<b>Location</b>	SWQ of Main Street & 5th Street. (West of 9th Street)
<b>Total Area</b>	20,000 square foot
<b>Sales Area</b>	Assumed 70% retail selling area
<b>Parking</b>	Assumed Adequate
<b>Co-Tenants</b>	Assumed Freestanding
<b>Grade of Lot</b>	Structure to be razed and new facility constructed.
<b>Current Land Use</b>	Building
<b>Adjacent Land Use</b>	West portion of downtown Silt.
<b>Street Conditions</b>	US Hwy 6 (Main Street): 2-lanes 5th Street: 2-lanes
<b>Traffic Counts AADT 2008</b>	US Hwy 6 (Main Street): 7,300 vehicles daily at round-a-bout drops to 5,900
<b>Traffic Controls</b>	Stop signs on 5th Street
<b>Traffic Flow</b>	East/west on US Hwy 6 (Main Street)
<b>Visibility</b>	Average
<b>Accessibility</b>	Average
<b>Ingress/Egress</b>	Above Average as there are cross streets
<b>Transient Exposure</b>	Average
<b>Pros</b>	No supermarket competition in Silt west entrance to community near downtown
<b>Cons</b>	Strong competition in Rifle and New Castle. Trains parked on side rails blocking facility from interstate.

## Site Observations

A Pylon sign on Interstate 70 is suggested to alert transients of Silt Supermarket's existence to capture transient business.

An eating area would be a plus for capturing additional sales from businesses and recreationalists.

## Ground Photos Site 2000



Looking west on US Hwy 6 (Main Street)



Looking east on US Hwy 6 (Main Street)

## Ground Photos Site 2000



Looking south on 5th Street

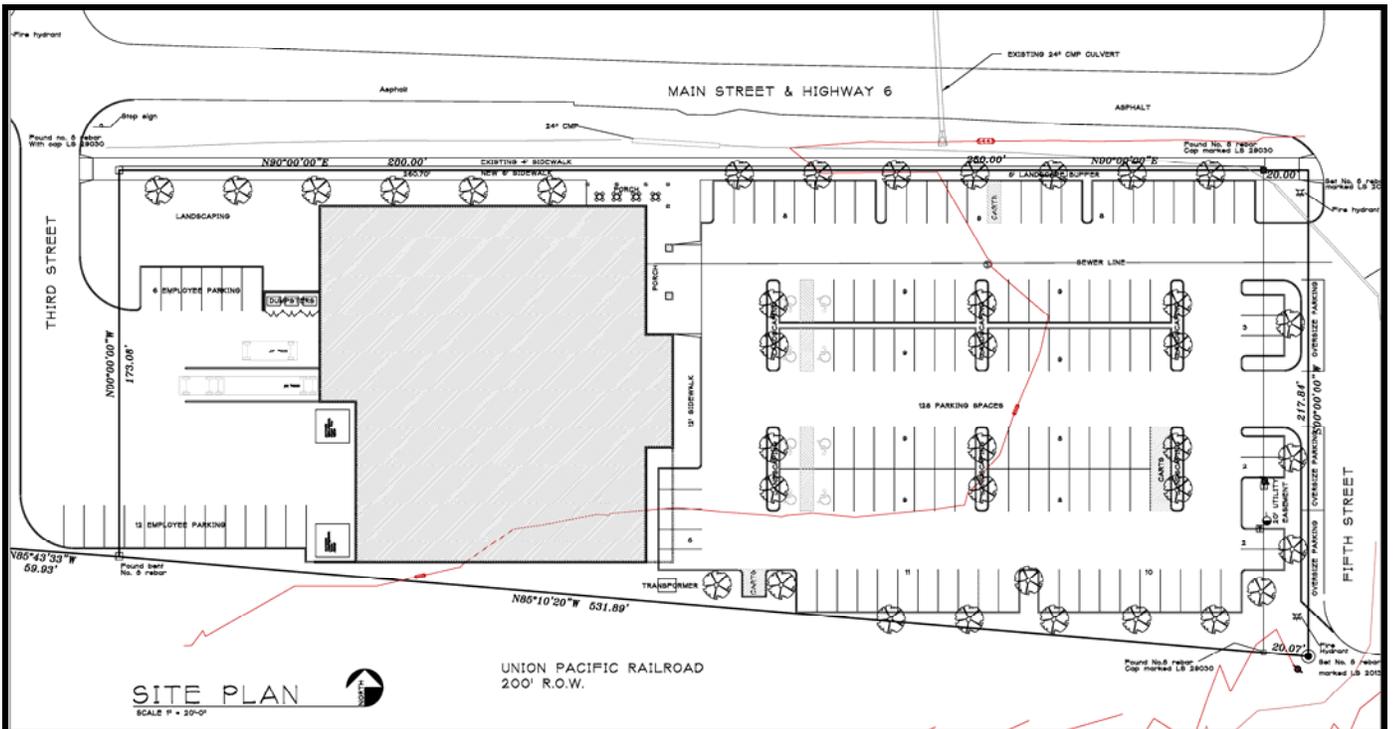


Looking north on 5th Street

### Ground Photos Site 2000



Existing vacant building on property will be razed for new facility.



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## Site 3000 Aerial



Facility would have southern exposure if it were backed up to Main Street/US Hwy 6 and face south towards interstate. This property must have significant fill added to allow for easy ingress/egress to Main Street/Hwy 6.

<b>Site 3000 Evaluation</b>	
<b>Location</b>	SEQ of 9th Street and Main Street. (East of 9th Street)
<b>Total Area</b>	20,000 square foot
<b>Sales Area</b>	Assumed 70% retail selling area
<b>Parking</b>	Assumed Adequate
<b>Co-Tenants</b>	Assumed Freestanding
<b>Grade of Lot</b>	Property is significantly below street level and may have wetlands issues. Will require additional time to make it ready for construction.
<b>Current Land Use</b>	Field
<b>Adjacent Land Use</b>	East portion of downtown Silt.
<b>Street Conditions</b>	US Hwy 6 (Main Street): 2-lanes
<b>Traffic Counts AADT 2008</b>	US Hwy 6 (Main Street): 5,200 vehicles daily at round-a-bout drops to 2,700
<b>Traffic Controls</b>	None
<b>Traffic Flow</b>	East/west on US Hwy 6 (Main Street)
<b>Visibility</b>	Average - Minimal view from interstate
<b>Accessibility</b>	Average
<b>Ingress/Egress</b>	Average, left turn from parking lot could be an issue
<b>Transient Exposure</b>	Above Average
<b>Pros</b>	No supermarket competition in Silt East entrance to community near downtown
<b>Cons</b>	Strong competition in Rifle and New Castle. Significant expense to fill property to useable height for a supermarket.

## Site Observations

The property would function best with three ingress/egress points on US Hwy 6 (Main Street)  
A Pylon sign on Interstate 70 is suggested to alert transients of Silt Supermarket's existence to capture transient business.

An eating area would be a plus for capturing additional sales from businesses and recreationalists.

## Ground Photos Site 3000



Looking east on US Hwy 6 (Main Street)



Looking west on US Hwy 6 (Main Street)

## Ground Photos Site 3000



Views from round-a-bout



South



West



North



East

## Round-a-bout

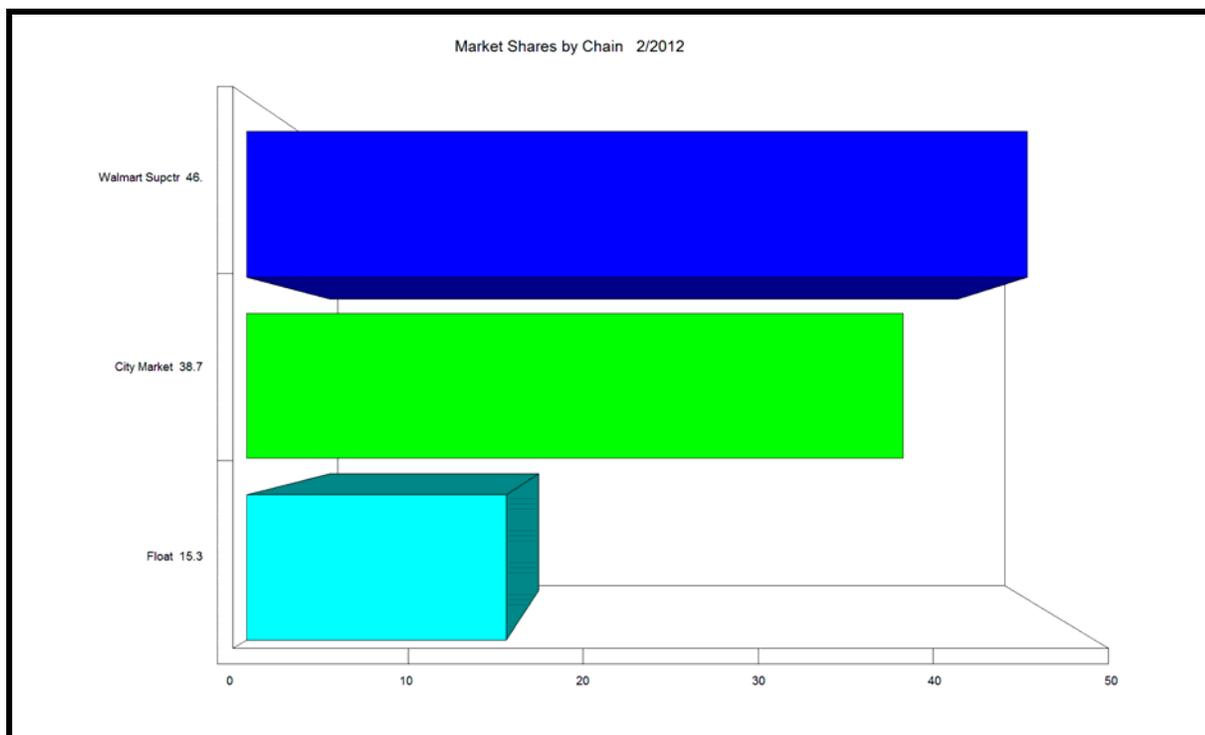


Another option for a supermarket would be to acquire the northwest quadrant of 9<sup>th</sup> Street & Main Street. Existing businesses would maintain their positioning where feasible and a central business core for residents would be created.

## Competition

Marketplace Profile	2012
Number of Facilities - Total	3
Total Trade Area Potential	\$345,089
Facility Sales Within Trade Area	\$292,250
Percent of Sales from Trade Area	84.69%
Float	\$52,839
Percent Float	15.31%
Highest Volume Facility (Walmart Supercenter - Map Key 2)	\$635,000
Largest Facility Total Area (Walmart Supercenter - Map Key 2)	55,000 SF
Sales Per Square Foot - Average	\$10.41
High (Walmart Supercenter - Map Key 2)	\$11.55
Low (City Market - Map Key 3)	\$9.23

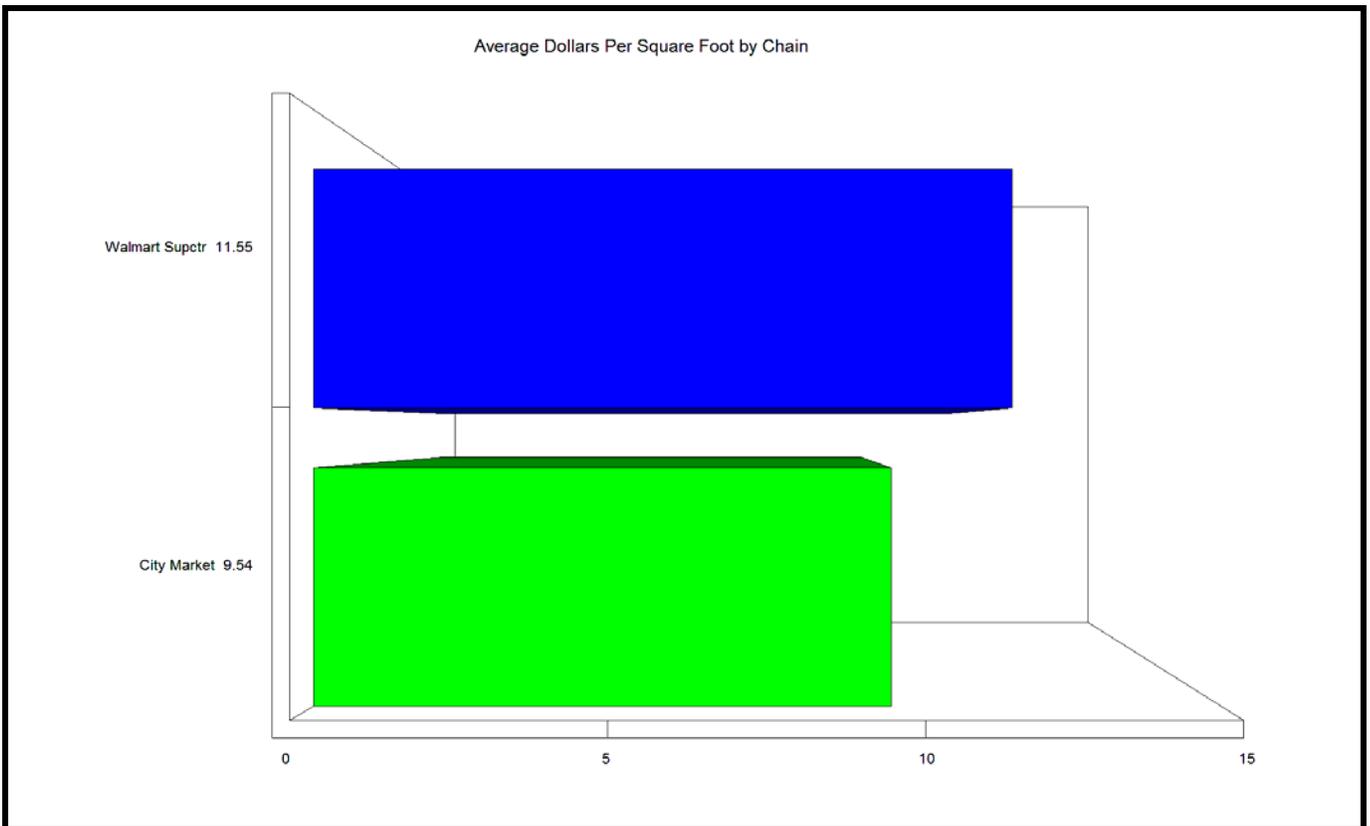
Combined the three facilities contain a total of 127,300 square feet with total sales of \$1,325,000. The facilities average 42,433 square feet and \$441,667 in sales. The average sale per square foot is \$10.41.



## Chains

**Walmart Supercenter - 1 Facility - 55,000 square feet – 46.00% Market Share**  
The average weekly sales for the chain are \$635,000 or \$11.55 per square foot

**City Market - 2 Facilities – 72,300 square feet – 38.69% Market Share**  
The average weekly sales for the chain are \$345,000 or \$9.54 per square foot



## CURRENT MARKET SIMULATION – FEBRUARY 2012 SILT, COLORADO

Trade Area	Feb 2012
Population	7,155
Potential	345,089
Facility Volume	292,250
Float Amount	52,839
Float Percent	15.31%
P.C.E.	48.23

### STORES IN OPERATION

Facility Map Key	Name	---Feb 2012 --- Volume /SqFt	Total Area	Draw	Image
1	City Market	260,000 10.12	25,700	10	97
2	Walmart Supctr	635,000 11.55	55,000	25	105
3	City Market	430,000 9.23	46,600	25	98
Total		1,325,000	127,300		
Average		441,667 10.41	42,433		100

### CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share
		Volume	Average	Size	Average			
*City Market	2	690,000	345,000	72,300	36,150	9.54	98	38.69
*Walmart Supctr	1	635,000	635,000	55,000	55,000	11.55	105	46.00
Totals	3	1,325,000		127,300				84.69
Averages			441,667		42,433	10.41		

**SECTOR SUMMARY**

Sector Map Key	-----Feb 2012-----		Potential	-----Float-----	
	Population	PCE		Percent	Amount
1	610	48.10	29,341	15.67	4,596
2	1,160	48.11	55,808	15.75	8,791
3	900	48.20	43,380	15.73	6,824
4	155	49.00	7,595	16.32	1,239
5	300	48.56	14,568	16.68	2,430
6	105	48.55	5,098	18.25	930
7	295	48.37	14,269	16.01	2,285
8	925	48.37	44,742	15.14	6,772
9	340	47.95	16,303	15.49	2,526
10	405	47.91	19,404	14.52	2,817
11	160	47.73	7,637	14.27	1,089
12	1,025	47.82	49,015	13.47	6,605
13	15	47.93	719	13.68	98
14	70	48.32	3,382	13.96	472
15	100	48.66	4,866	14.70	716
16	95	48.96	4,651	15.78	734
17	330	48.87	16,127	15.85	2,556
18	165	49.60	8,184	16.61	1,359
Total	7,155		345,089		52,839
Average		48.23		15.31	

**PROJECTED MARKETPLACE - FEBRUARY 2012  
SILT, COLORADO**

Trade Area	Feb 2012	Feb 2014	% Change
Population	7,155	7,470	4.40
Potential	345,089	360,270	4.40
Facility Volume	292,250	305,060	4.38
Float Amount	52,839	55,210	4.49
Float Percent	15.31	15.32	
P.C.E.	48.23	48.23	.00

**SCENARIO 1A  
20,000 SF SILT SUPERMARKET OPENS AT SITE 1000**

Facility Map Key	Name	Forecast		Current		T.A. Diff.	%	Fcst Total Area	Draw	Image
		---Feb Volume	2014 /SqFt	----Feb 2012 Volume	---- /SqFt					
1	City Market	251,088	9.77	260,000	10.12	-8,912	-3	25,700	10	97
2	Walmart Supctr	595,199	10.82	635,000	11.55	-39,801	-6	55,000	25	105
3	City Market	402,716	8.64	430,000	9.23	-27,284	-6	46,600	25	98
1000	Site	98,675	4.93	0	0.00	88,808	0	20,000	90	85
Totals		1,347,678		1,325,000		12,810				
Averages		336,920	9.15	441,667	10.41			36,825		96

**THREE-YEAR GROWTH**

Facility Map Key = 1000

Feb 2014

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2014)	98,675	6.58	4.93	24.65%	10%
2nd Year (2015)	103,280	6.89	5.16	25.28%	10%
3rd Year (2016)	107,940	7.20	5.40	25.89%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total-----			Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size				Volume	MktShr
City Market	2	653,804	326,902	72,300	36,150	9.04	98	27.01	-36,196 -11.68
Walmart Supctr	1	595,199	595,199	55,000	55,000	10.82	105	33.02	-39,801 -12.99
Site	1	98,675	98,675	20,000	20,000	4.93	85	24.65	88,808 24.65
Totals	4	1,347,678		147,300				84.68	
Averages			336,919		36,825	9.15			

**STORE VOLUME BY SECTOR**

Facility Map Key = 1000

Feb 2014

Draw = 90

Market Share Cutoff = 1

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
1	36.19	11,071	636	30,592	15.67	.49
2	34.44	21,044	1,270	61,100	15.75	.94
3	33.45	16,125	1,000	48,200	15.73	1.05
4	28.10	2,134	155	7,595	16.32	2.63
5	19.97	2,948	304	14,762	16.68	4.50
6	19.59	1,027	108	5,243	18.25	5.19
7	26.42	3,808	298	14,414	16.01	1.88
8	28.34	13,324	972	47,016	15.14	1.30
9	17.93	2,958	344	16,495	15.49	3.02
10	10.28	2,010	408	19,547	14.52	4.07
11	10.90	853	164	7,828	14.27	3.48
12	5.49	2,700	1,028	49,159	13.47	5.00
13	6.99	50	15	719	13.68	4.38
14	8.63	292	70	3,382	13.96	4.17
15	17.80	901	104	5,061	14.70	2.20
16	31.57	1,468	95	4,651	15.78	.58
17	22.24	3,630	334	16,323	15.85	2.73
18	30.13	2,465	165	8,184	16.61	2.55
Sub Total	24.65	88,808	7,470	360,270	15.32	
Other Sectors	.00	0	0	0	.00	
TA Total	24.65	88,808	7,470	360,270	15.32	
Outside TA		9,868				
Sales Forecast		98,675				

**STORE VOLUME BY DISTANCE**

Facility Map Key = 1000

Feb 2014

Draw = 90

Distance	Pop.	M.S.	Volume	%Sales	-----Cumulative-----			
					Pop.	M.S.	Volume	%Sales
0.00- 1.00	2,001	34.86	33,583	34.03	2,001	34.86	33,583	34.03
1.00- 2.00	2,270	30.34	33,256	33.70	4,271	32.45	66,839	67.74
2.00- 3.00	758	24.57	9,130	9.25	5,029	31.25	75,969	76.99
3.00- 4.00	508	15.67	3,811	3.86	5,537	29.83	79,780	80.85
4.00- 5.00	1,825	9.14	8,000	8.11	7,362	24.73	87,781	88.96
5.00- 6.00	108	19.59	1,027	1.04	7,470	24.65	88,808	90.00

**SCENARIO 1B**

20,000 SF SILT SUPERMARKET OPENS AT SITE 1000  
AND DOLLAR GENERAL OPENS AT MAP KEY 100

Facility Map Key	Name	Forecast		Current		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		---Feb 2014 --- Volume /SqFt	---Feb 2014 --- Volume /SqFt	----Feb 2012 ---- Volume /SqFt	----Feb 2012 ---- Volume /SqFt					
1	City Market	250,386	9.74	260,000	10.12	-9,614	-4	25,700	10	97
2	Walmart Supctr	590,857	10.74	635,000	11.55	-44,143	-7	55,000	25	105
3	City Market	399,890	8.58	430,000	9.23	-30,110	-7	46,600	25	98
100	Dollar General	12,627	2.81	0	0.00	11,996	0	4,500	95	50
1000	Site	94,090	4.70	0	0.00	84,681	0	20,000	90	85
Totals		1,347,851		1,325,000		12,810				
Averages		269,570	8.88	441,667	10.41			30,360		87

**THREE-YEAR GROWTH**

Facility Map Key = 1000

Feb 2014

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2014)	94,090	6.27	4.70	23.50%	10%
2nd Year (2015)	98,518	6.57	4.93	24.11%	10%
3rd Year (2016)	103,004	6.87	5.15	24.71%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total-----		Vol/ SqFt	Avg Image	Market Share	-----Change-----			
		Volume	Average Size				Volume	MktShr		
City Market	2	650,276	325,138	72,300	36,150	8.99	98	26.03	-39,724	-12.66
Walmart Supctr	1	590,857	590,857	55,000	55,000	10.74	105	31.81	-44,143	-14.19
Dollar General	1	12,627	12,627	4,500	4,500	2.81	50	3.33	11,996	3.33
Site	1	94,090	94,090	20,000	20,000	4.70	85	23.50	84,681	23.50
Totals	5	1,347,851		151,800				84.68		
Averages			269,570			30,360	8.88			

**STORE VOLUME BY SECTOR**

Facility Map Key = 1000

Feb 2014

Draw = 90

Market Share Cutoff = 1

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
1	34.17	10,452	636	30,592	15.67	.49
2	32.50	19,860	1,270	61,100	15.75	.94
3	31.77	15,314	1,000	48,200	15.73	1.05
4	26.90	2,043	155	7,595	16.32	2.63
5	19.36	2,858	304	14,762	16.68	4.50
6	18.90	991	108	5,243	18.25	5.19
7	25.25	3,640	298	14,414	16.01	1.88
8	26.94	12,667	972	47,016	15.14	1.30
9	17.36	2,863	344	16,495	15.49	3.02
10	10.09	1,972	408	19,547	14.52	4.07
11	10.69	837	164	7,828	14.27	3.48
12	5.44	2,674	1,028	49,159	13.47	5.00
13	6.91	50	15	719	13.68	4.38
14	8.52	288	70	3,382	13.96	4.17
15	17.34	877	104	5,061	14.70	2.20
16	30.22	1,406	95	4,651	15.78	.58
17	21.56	3,519	334	16,323	15.85	2.73
18	28.96	2,370	165	8,184	16.61	2.55
Sub Total	23.50	84,681	7,470	360,270	15.32	
Other Sectors	.00	0	0	0	.00	
TA Total	23.50	84,681	7,470	360,270	15.32	
Outside TA		9,409				
Sales Forecast		94,090				

**STORE VOLUME BY DISTANCE**

Facility Map Key = 1000

Feb 2014

Draw = 90

Distance					-----Cumulative-----			
	Pop.	M.S.	Volume	%Sales	Pop.	M.S.	Volume	%Sales
0.00- 1.00	2,001	32.92	31,718	33.71	2,001	32.92	31,718	33.71
1.00- 2.00	2,270	28.84	31,622	33.61	4,271	30.75	63,339	67.32
2.00- 3.00	758	23.71	8,810	9.36	5,029	29.67	72,150	76.68
3.00- 4.00	508	15.21	3,700	3.93	5,537	28.36	75,849	80.61
4.00- 5.00	1,825	8.95	7,841	8.33	7,362	23.57	83,690	88.95
5.00- 6.00	108	18.90	991	1.05	7,470	23.50	84,681	90.00

**SCENARIO 2A  
20,000 SF SILT SUPERMARKET OPENS AT SITE 2000**

Facility Map Key	Name	Forecast ---Feb 2014 ---		Current ----Feb 2012 ----		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	City Market	251,951	9.80	260,000	10.12	-8,049	-3	25,700	10	97
2	Walmart Supctr	597,576	10.87	635,000	11.55	-37,424	-6	55,000	25	105
3	City Market	404,175	8.67	430,000	9.23	-25,825	-6	46,600	25	98
2000	Site	88,535	4.43	0	0.00	84,108	0	20,000	95	80
Totals		1,342,237		1,325,000		12,810				
Averages		335,559	9.11	441,667	10.41			36,825		95

THREE-YEAR GROWTH

Facility Map Key = 2000

Feb 2014

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2014)	88,535	5.90	4.43	23.35%	5%
2nd Year (2015)	92,770	6.18	4.64	23.97%	5%
3rd Year (2016)	97,059	6.47	4.85	24.57%	5%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
City Market	2	666,126	328,063	72,300	36,150	9.08	98	27.65	-33,874	-11.03
Walmart Supctr	1	597,576	597,576	55,000	55,000	10.87	105	33.68	-37,424	-12.33
Site	1	88,535	88,535	20,000	20,000	4.43	80	23.35	84,108	23.35
Totals	4	1,342,237		147,300				84.68		
Averages			335,559		36,825	9.11				

**STORE VOLUME BY SECTOR**

Facility Map Key = 2000

Feb 2014

Draw = 95

Market Share Cutoff = 1

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
1	35.78	10,946	636	30,592	15.67	.25
2	34.57	21,123	1,270	61,100	15.75	.53
3	31.58	15,221	1,000	48,200	15.73	.98
4	24.49	1,860	155	7,595	16.32	2.57
5	14.93	2,203	304	14,762	16.68	4.45
6	15.65	820	108	5,243	18.25	4.78
7	25.70	3,704	298	14,414	16.01	1.46
8	29.18	13,721	972	47,016	15.14	.72
9	17.11	2,823	344	16,495	15.49	2.45
10	9.20	1,799	408	19,547	14.52	3.48
11	10.03	785	164	7,828	14.27	2.93
12	4.46	2,195	1,028	49,159	13.47	4.47
13	5.93	43	15	719	13.68	3.87
14	5.94	201	70	3,382	13.96	4.30
15	14.84	751	104	5,061	14.70	2.31
16	27.65	1,286	95	4,651	15.78	1.05
17	16.99	2,773	334	16,323	15.85	3.08
18	22.64	1,853	165	8,184	16.61	3.14
Sub Total	23.35	84,108	7,470	360,270	15.32	
Other Sectors	.00	0	0	0	.00	
TA Total	23.35	84,108	7,470	360,270	15.32	
Outside TA		4,427				
Sales Forecast		88,535				

**STORE VOLUME BY DISTANCE**

Facility Map Key = 2000

Feb 2014

Draw = 95

Distance	Pop.	M.S.	Volume	%Sales	-----Cumulative-----			
					Pop.	M.S.	Volume	%Sales
0.00- 1.00	3,878	32.64	61,011	68.91	3,878	32.64	61,011	68.91
1.00- 2.00	393	26.17	4,990	5.64	4,271	32.04	66,001	74.55
2.00- 3.00	767	16.82	6,219	7.02	5,038	29.73	72,220	81.57
3.00- 4.00	922	14.45	6,468	7.31	5,960	27.35	78,689	88.88
4.00- 5.00	1,510	7.47	5,420	6.12	7,470	23.35	84,108	95.00

**SCENARIO 2B  
20,000 SF SILT SUPERMARKET OPENS AT SITE 2000  
AND DOLLAR GENERAL OPENS AT MAP KEY 100**

Facility Map Key	Name	Forecast		Current		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		---Feb 2014 Volume	--- /SqFt	----Feb 2012 Volume	---- /SqFt					
1	City Market	251,187	9.77	260,000	10.12	-8,813	-3	25,700	10	97
2	Walmart Supctr	593,080	10.78	635,000	11.55	-41,920	-7	55,000	25	105
3	City Market	401,257	8.61	430,000	9.23	-28,743	-7	46,600	25	98
100	Dollar General	12,852	2.86	0	0.00	12,209	0	4,500	95	50
2000	Site	84,292	4.21	0	0.00	80,077	0	20,000	95	80
Totals		1,342,668		1,325,000		12,810				
Averages		268,534	8.84	441,667	10.41			30,360		86

**THREE-YEAR GROWTH**

Facility Map Key = 2000

Feb 2014

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2014)	84,292	5.62	4.21	22.23%	5%
2nd Year (2015)	88,359	5.89	4.42	22.83%	5%
3rd Year (2016)	92,482	6.17	4.62	23.42%	5%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
City Market	2	662,444	326,222	72,300	36,150	9.02	98	26.63	-37,556	-12.05
Walmart Supctr	1	593,080	593,080	55,000	55,000	10.78	105	32.43	-41,920	-13.57
Dollar General Site	1	12,852	12,852	4,500	4,500	2.86	50	3.39	12,209	3.39
	1	84,292	84,292	20,000	20,000	4.21	80	22.23	80,077	22.23
Totals		1,342,667		151,800				84.68		
Averages			268,533			8.84				

**STORE VOLUME BY SECTOR**

Facility Map Key = 2000

Feb 2014

Draw = 95

Market Share Cutoff = 1

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
1	33.76	10,329	636	30,592	15.67	.25
2	32.63	19,938	1,270	61,100	15.75	.53
3	29.94	14,429	1,000	48,200	15.73	.98
4	23.38	1,775	155	7,595	16.32	2.57
5	14.43	2,130	304	14,762	16.68	4.45
6	15.07	790	108	5,243	18.25	4.78
7	24.55	3,539	298	14,414	16.01	1.46
8	27.77	13,055	972	47,016	15.14	.72
9	16.56	2,731	344	16,495	15.49	2.45
10	9.03	1,765	408	19,547	14.52	3.48
11	9.84	770	164	7,828	14.27	2.93
12	4.42	2,173	1,028	49,159	13.47	4.47
13	5.86	42	15	719	13.68	3.87
14	5.87	199	70	3,382	13.96	4.30
15	14.44	731	104	5,061	14.70	2.31
16	26.38	1,227	95	4,651	15.78	1.05
17	16.43	2,682	334	16,323	15.85	3.08
18	21.65	1,772	165	8,184	16.61	3.14
Sub Total	22.23	80,077	7,470	360,270	15.32	
Other Sectors	.00	0	0	0	.00	
TA Total	22.23	80,077	7,470	360,270	15.32	
Outside TA		4,215				
Sales Forecast		84,292				

**STORE VOLUME BY DISTANCE**

Facility Map Key = 2000

Feb 2014

Draw = 95

Distance	Pop.	M.S.	Volume	%Sales	-----Cumulative-----			
					Pop.	M.S.	Volume	%Sales
0.00- 1.00	3,878	30.90	57,751	68.51	3,878	30.90	57,751	68.51
1.00- 2.00	393	25.00	4,766	5.65	4,271	30.35	62,517	74.17
2.00- 3.00	767	16.25	6,008	7.13	5,038	28.21	68,525	81.29
3.00- 4.00	922	13.98	6,261	7.43	5,960	25.99	74,786	88.72
4.00- 5.00	1,510	7.29	5,292	6.28	7,470	22.23	80,077	95.00

**SCENARIO 3A  
20,000 SF SILT SUPERMARKET OPENS AT SITE 3000**

Facility Map Key	Name	Forecast		Current		T.A. Diff.	%	Fcst Total Area	Draw	Image
		---Feb 2014 Volume	--- /SqFt	----Feb 2012 Volume	---- /SqFt					
1	City Market	250,332	9.74	260,000	10.12	-9,668	-4	25,700	10	97
2	Walmart Supctr	591,219	10.75	635,000	11.55	-43,781	-7	55,000	25	105
3	City Market	400,099	8.59	430,000	9.23	-29,901	-7	46,600	25	98
3000	Site	106,844	5.34	0	0.00	96,160	0	20,000	90	90
Totals		1,348,495		1,325,000		12,810				
Averages		337,124	9.15	441,667	10.41			36,825		97

**THREE-YEAR GROWTH**

Facility Map Key = 3000

Feb 2014

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2014)	106,844	7.12	5.34	26.69%	10%
2nd Year (2015)	111,754	7.45	5.59	27.35%	10%
3rd Year (2016)	116,718	7.78	5.84	28.00%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total-----		Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average		Volume	MktShr
City Market	2	650,431	325,216	72,300	36,150	9.00	98	26.07
Walmart Supctr	1	591,219	591,219	55,000	55,000	10.75	105	31.91
Site	1	106,844	106,844	20,000	20,000	5.34	90	26.69
Totals	4	1,348,495		147,300				84.68
Averages			337,124		36,825	9.15		

**STORE VOLUME BY SECTOR**

Facility Map Key = 3000

Feb 2014

Draw = 90

Market Share Cutoff = 1

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
1	38.77	11,861	636	30,592	15.67	.18
2	37.60	22,972	1,270	61,100	15.75	.52
3	36.72	17,699	1,000	48,200	15.73	.58
4	31.40	2,385	155	7,595	16.32	2.17
5	23.02	3,398	304	14,762	16.68	4.05
6	22.78	1,195	108	5,243	18.25	4.72
7	29.36	4,232	298	14,414	16.01	1.44
8	30.47	14,324	972	47,016	15.14	1.09
9	20.00	3,300	344	16,495	15.49	2.70
10	11.40	2,229	408	19,547	14.52	3.85
11	11.86	928	164	7,828	14.27	3.34
12	5.99	2,943	1,028	49,159	13.47	4.88
13	7.56	54	15	719	13.68	4.29
14	8.97	304	70	3,382	13.96	4.22
15	18.52	937	104	5,061	14.70	2.22
16	31.21	1,452	95	4,651	15.78	.97
17	22.04	3,598	334	16,323	15.85	2.99
18	28.72	2,351	165	8,184	16.61	3.05
Sub Total	26.69	96,160	7,470	360,270	15.32	
Other Sectors	.00	0	0	0	.00	
TA Total	26.69	96,160	7,470	360,270	15.32	
Outside TA		10,684				
Sales Forecast		106,844				

**STORE VOLUME BY DISTANCE**

Facility Map Key = 3000

Feb 2014

Draw = 90

Distance	Pop.	M.S.	Volume	%Sales	-----Cumulative-----			
					Pop.	M.S.	Volume	%Sales
0.00- 1.00	3,001	37.35	53,984	50.53	3,001	37.35	53,984	50.53
1.00- 2.00	1,270	30.21	18,556	17.37	4,271	35.22	72,539	67.89
2.00- 3.00	937	22.47	10,219	9.56	5,208	32.91	82,759	77.46
3.00- 4.00	737	15.49	5,507	5.15	5,945	30.75	88,266	82.61
4.00- 5.00	1,525	10.77	7,894	7.39	7,470	26.69	96,160	90.00

**SCENARIO 3B  
20,000 SF SILT SUPERMARKET OPENS AT SITE 3000  
AND DOLLAR GENERAL OPENS AT MAP KEY 100**

Facility Map Key	Name	Forecast		Current		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		---Feb 2014 Volume	--- /SqFt	----Feb 2012 Volume	---- /SqFt					
1	City Market	249,693	9.72	260,000	10.12	-10,307	-4	25,700	10	97
2	Walmart Supctr	587,236	10.68	635,000	11.55	-47,764	-8	55,000	25	105
3	City Market	397,506	8.53	430,000	9.23	-32,494	-8	46,600	25	98
100	Dollar General	12,076	2.68	0	0.00	11,472	0	4,500	95	50
3000	Site	102,115	5.11	0	0.00	91,904	0	20,000	90	90
Totals		1,348,626		1,325,000		12,810				
Averages		269,725	8.88	441,667	10.41			30,360		88

**THREE-YEAR GROWTH**

Facility Map Key = 3000

Feb 2014

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2014)	102,115	6.81	5.11	25.51%	10%
2nd Year (2015)	106,852	7.12	5.34	26.15%	10%
3rd Year (2016)	111,644	7.44	5.58	26.78%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total-----		Vol/ SqFt	Avg Image	Market Share	-----Change-----			
		Volume	Average				Size	Average	Volume	MktShr
City Market	2	647,199	323,599	72,300	36,150	8.95	98	25.18	-42,801	-13.51
Walmart Supctr	1	587,236	587,236	55,000	55,000	10.68	105	30.81	-47,764	-15.20
Dollar General	1	12,076	12,076	4,500	4,500	2.68	50	3.18	11,472	3.18
Site	1	102,115	102,115	20,000	20,000	5.11	90	25.51	91,904	25.51
Totals	5	1,348,626		151,800				84.68		
Averages			269,725			30,360	8.88			

**STORE VOLUME BY SECTOR**

Facility Map Key = 3000

Feb 2014

Draw = 90

Market Share Cutoff = 1

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
1	36.72	11,232	636	30,592	15.67	.18
2	35.61	21,758	1,270	61,100	15.75	.52
3	34.99	16,864	1,000	48,200	15.73	.58
4	30.14	2,289	155	7,595	16.32	2.17
5	22.35	3,299	304	14,762	16.68	4.05
6	22.02	1,155	108	5,243	18.25	4.72
7	28.13	4,054	298	14,414	16.01	1.44
8	29.02	13,643	972	47,016	15.14	1.09
9	19.38	3,197	344	16,495	15.49	2.70
10	11.19	2,187	408	19,547	14.52	3.85
11	11.63	910	164	7,828	14.27	3.34
12	5.93	2,914	1,028	49,159	13.47	4.88
13	7.47	54	15	719	13.68	4.29
14	8.86	300	70	3,382	13.96	4.22
15	18.04	913	104	5,061	14.70	2.22
16	29.87	1,389	95	4,651	15.78	.97
17	21.37	3,488	334	16,323	15.85	2.99
18	27.58	2,257	165	8,184	16.61	3.05
Sub Total	25.51	91,904	7,470	360,270	15.32	
Other Sectors	.00	0	0	0	.00	
TA Total	25.51	91,904	7,470	360,270	15.32	
Outside TA		10,212				
Sales Forecast		102,115				

**STORE VOLUME BY DISTANCE**

Facility Map Key = 3000

Feb 2014

Draw = 90

Distance	Pop.	M.S.	Volume	%Sales	-----Cumulative-----			
					Pop.	M.S.	Volume	%Sales
0.00- 1.00	3,001	35.45	51,243	50.18	3,001	35.45	51,243	50.18
1.00- 2.00	1,270	28.81	17,698	17.33	4,271	33.47	68,940	67.51
2.00- 3.00	937	21.74	9,887	9.68	5,208	31.35	78,828	77.19
3.00- 4.00	737	15.06	5,355	5.24	5,945	29.33	84,183	82.44
4.00- 5.00	1,525	10.54	7,721	7.56	7,470	25.51	91,904	90.00

# Appendix

## Competitive Evaluations & Pictures

### Map Key 1

#### City Market

850 Castle Valley Blvd

Weekly Volume:	\$260,000	<b>Ratings</b>	
Market Share:	7.53%	Operations:	3
Total Area:	25,700 sq. ft., \$10.12 per sq. ft.	External Conditions:	3
Sales Area:	19,000 sq. ft., \$13.68 per sq. ft.	Internal Conditions:	3
Check Outs:	8	Meat:	3
Primary Parking:	200	Produce:	4
Store Hours:	6-10 daily	Deli:	3
Draw :	10	Bakery:	3
Image:	97	Pharmacy:	3
Image Rank:	3 of 3		
Adjacent Retail:	Bowling Alley, Lounge, minors		
City:	New Castle		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



**Map Key 2**  
**Walmart Supercenter**  
**1000 Airport Rd**

Weekly Volume:	\$635,000	<b>Ratings</b>	
Market Share:	46.00%	Operations:	3
Total Area:	55,000 sq. ft., \$11.55 per sq. ft.	External Conditions:	3
Sales Area:	41,000 sq. ft., \$15.49 per sq. ft.	Internal Conditions:	3
Check Outs:	17	Meat:	2
Primary Parking:	600	Produce:	3
Store Hours:	24 hrs daily	Deli:	3
Draw :	25	Bakery:	3
Image:	105	Pharmacy:	4
Image Rank:	1 of 3		
Adjacent Retail:	Freestanding		
City:	Rifle		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



**Map Key 3  
City Market  
1320 Railroad Ave**

Weekly Volume:	\$430,000	<b>Ratings</b>	
Market Share:	31.15%	Operations:	3
Total Area:	46,600 sq. ft., \$9.23 per sq. ft.	External Conditions:	4
Sales Area:	34,500 sq. ft., \$12.46 per sq. ft.	Internal Conditions:	3
Check Outs:	12	Meat:	3
Primary Parking:	250	Produce:	4
Store Hours:	6-10 daily	Deli:	3
Draw :	25	Bakery:	4
Image:	98	Pharmacy:	3
Image Rank:	2 of 3		
Adjacent Retail:	Freestanding		
City:	Rifle		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



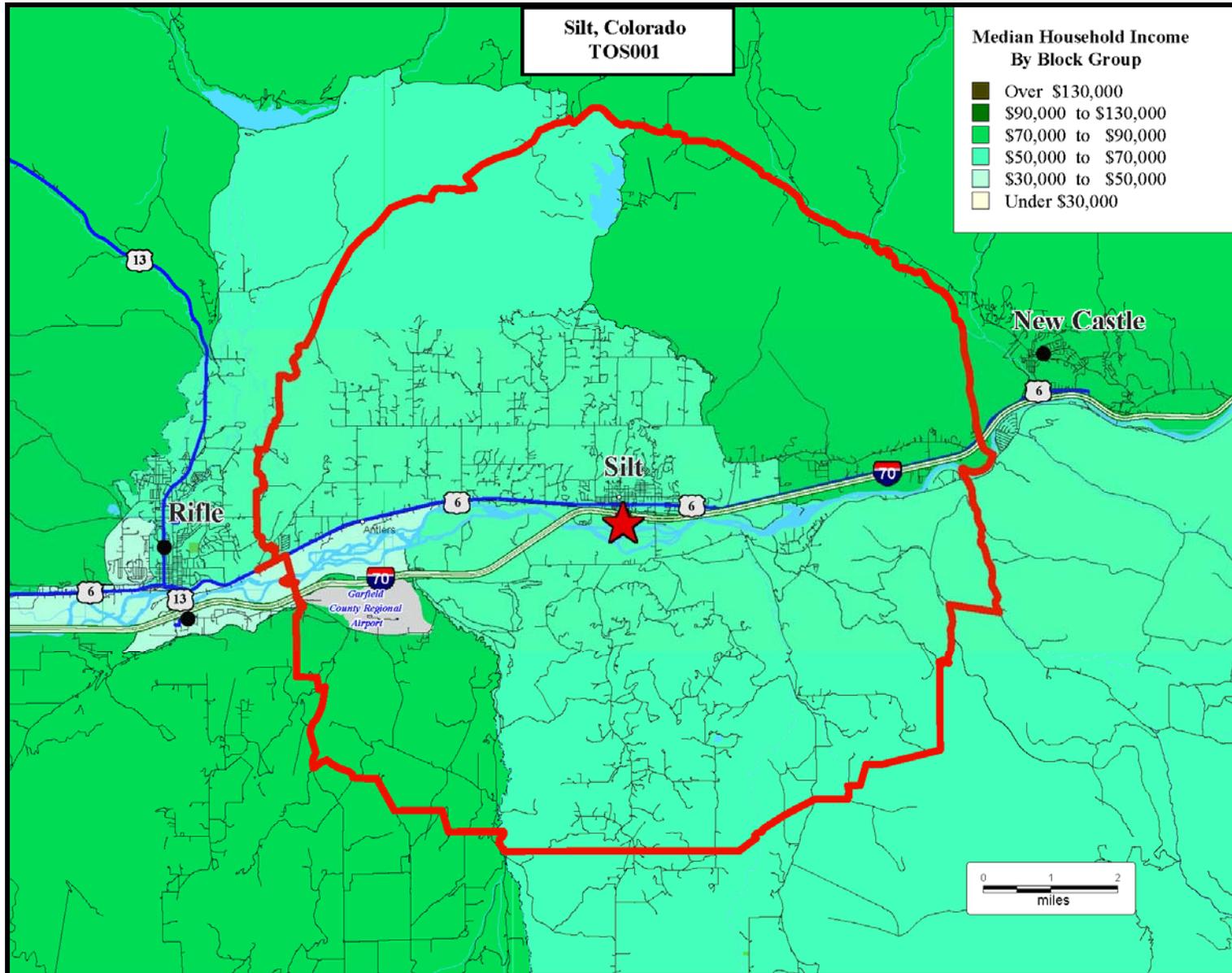
## Float Makers



## Float Makers



Trade Area Data by Sector		Est.		Est.		2010	2010	2010	2010	2010	2010	2010	2010	2010	2012
Sector	Census Tract	2010 Pop.	2012 Pop.	% Growth 2010-2012	2015 Pop.	% Growth 2012-2015	% White	% Black	% Asian	% Other	% Hisp.	% < 18	% > 65	Avg. Hhld Size	2012 Median Income
1	9519.00	596	610	2.3	650	6.6	71.9	0.2	0.5	1.5	25.9	24.4	10.1	2.56	\$62,199
2	9519.00	1,127	1,160	2.9	1,325	14.2	71.9	0.2	0.5	1.5	25.9	24.4	10.1	2.80	\$62,199
3	9519.00	869	900	3.6	1,050	16.7	71.9	0.2	0.5	1.5	25.9	24.5	10.1	3.05	\$62,199
4	9519.00	153	155	1.3	155	0.0	77.9	0.3	0.6	1.4	19.7	26.3	9.4	2.44	\$69,960
5	9519.00	300	300	0.0	305	1.7	79.6	0.4	0.7	1.4	17.9	26.0	9.3	2.67	\$72,567
6	9519.00	104	105	1.0	110	4.8	79.6	0.4	0.7	1.4	17.9	26.0	9.3	2.60	\$72,567
7	9519.00	295	295	0.0	300	1.7	71.9	0.2	0.5	1.5	25.9	24.7	10.1	2.61	\$62,199
8	9519.00	889	925	4.0	995	7.6	71.9	0.2	0.5	1.5	25.9	24.5	10.2	3.19	\$62,199
9	9520.00	342	340	-0.6	345	1.5	56.8	0.1	0.2	1.1	41.7	27.1	8.5	2.64	\$61,341
10	9520.00	405	405	0.0	410	1.2	56.8	0.1	0.2	1.1	41.7	27.1	8.5	2.82	\$61,341
11	9520.00	161	160	-0.6	165	3.1	56.8	0.1	0.2	1.1	41.7	27.0	8.5	2.92	\$61,341
12	9520.00	1,025	1,025	0.0	1,030	0.5	56.8	0.1	0.2	1.1	41.7	27.0	8.5	3.50	\$61,341
13	9520.00	15	15	0.0	15	0.0	62.4	0.2	0.0	2.6	34.8	28.4	13.0	3.18	\$44,709
14	9520.00	70	70	0.0	70	0.0	79.0	2.4	0.6	2.5	15.5	19.9	10.9	2.97	\$72,760
15	9519.00	101	100	-1.0	105	5.0	86.1	0.2	0.2	1.3	12.2	21.9	11.7	2.36	\$65,842
16	9519.00	93	95	2.2	95	0.0	86.1	0.2	0.2	1.3	12.2	22.0	11.7	2.39	\$65,842
17	9519.00	326	330	1.2	335	1.5	86.1	0.2	0.2	1.3	12.2	22.0	11.7	2.93	\$65,842
18	9519.00	162	165	1.9	165	0.0	77.2	0.4	0.3	1.6	20.5	22.3	11.9	2.50	\$61,526
Totals:		7,033	7,155		7,625										
Averages:				1.7		6.6	69.6	0.2	0.4	1.4	28.4	25.0	9.8	2.89	\$63,159



## Glossary of Terms

LOCUS™:	LOCation Under Simulation. A mathematical model combining the size-distance relationship with an analyst's judgment to determine a site's potential and market share and its effect on competition and sister stores.
Site:	The proposed location or store under consideration in the survey.
Trade Area:	The area that contains the population that could reasonable and primarily, (based on location) contribute to the sales of the site.
Study Area:	A model containing the trade area and all stores that draw significant business from the potential represented by the trade area.
Sector:	Non-overlapping divisions of the population.
Node:	An analyst's assigned point within a sector meant to represent the center of population.
PCE:	Per Capita weekly Expenditure – a monetary figure representing the weekly expenditure for food per person.
Potential:	The amount of business available in each sector. The figure is determined by multiplying the population by the P.C.E.
Pulling Power:	The attraction a store exerts upon the population. It determines how the store's business is distributed within the trade area.
Draw:	The portion of a store's total business that is derived from the trade area.
Image:	A ranking number that describes the relative acceptance of a facility as calculated by the LOCUS™ program.
Float:	That portion of the potential within the trade area that is not captured by the identified stores.
Barriers:	Physical or psychological obstacles that make it more difficult to travel from one area to another.
Market Share:	The percent of the potential obtained from the total available in a given area.
Model Radius:	A LOCUS™ parameter that identifies the density of the population.

## Qualifier

In the use of this market analysis, client acknowledges that while it believes the services to be performed hereunder by Perkins Marketing Company will be a valuable tool in management decision-making. The client also understands that an important part of said services involves subjective judgment, which is dependent upon the correctness of the information made available to Perkins Marketing Company. Therefore, the client further acknowledges its understanding that Perkins Marketing Company does not guarantee any result from the use of the analysis or other services performed hereunder, nor shall Perkins Marketing Company be responsible for any loss incurred as a result of the use of said analysis or other services.

Furthermore, these projections are based on the conditions identified in the survey. Any change within the trade area, such as the opening or closing of a competitive store or changes in economic conditions, could cause significant variation between these projections and actual sales. The possibility of this occurring increases with time.

## **Source Data**

**Number of Inhabitants**, Colorado, **2010 Census of Population**, U.S. Department of Commerce, Bureau of the Census.

**Block Statistics**, Colorado, **2010 Census of Housing**, U.S. Department of Commerce, Bureau of the Census.

**Area Statistics**, Colorado, **2007 Census of Retail Trade**, U.S. Department of Commerce, Bureau of the Census.

**Editor & Publisher**, Inc., **2011 Market Guide**

**Progressive Grocer 2011 Marketguide Book**

**Garfield County Offices**

**Silt City Offices**

**Colorado Department of Transportation**

**POPSTATS STI**

**Google Earth Pro**

**Citi-Data.com**