retail academy

retail strategies .com

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2200 Magnolia Ave, Suite 100
Birmingham, AL

Memberships, Subscriptions & Customized Reports

Crittenden Research

RLT
RETAIL LEASE TRAC

salesgenie

NATION'S
Restaurant News

PlainVanillaShell

SN
SUPERMARKET NEWS

UberRetail

Research Partners & Geographic Information Systems

TETRAD

Sitewise

CCIM STDB

SitesUSA

REGIS online

where does all this information come from?
here are a few of the demographic data sources used

Discover: Research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community.

The following are the highlights from a data and analytic perspective.

Demographic Overview

Cell Phone Tracking Data

Customized Trade Area Analysis

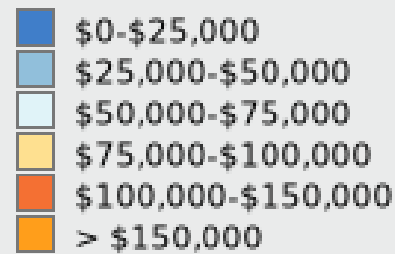**Lifestyle Segmentation**

Retail Gap Analysis

Peer Analysis
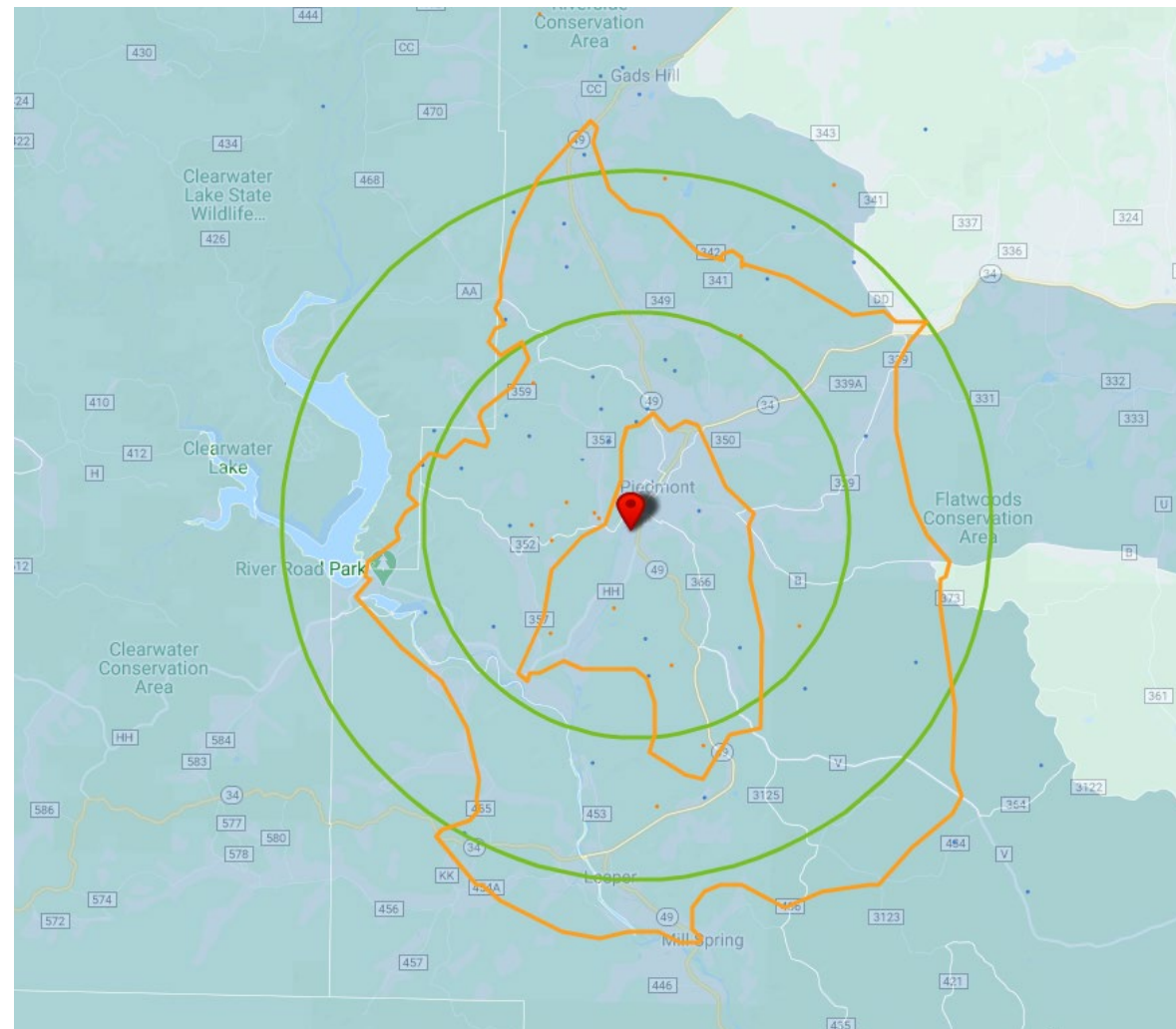
Discover

Residential Population Density
• 1 dot = 100

Daytime Employee Population Density
• 1 dot = 100

Median Household Income
- ■ $0-$25,000
- ■ $25,000-$50,000
- ■ $50,000-$75,000
- ■ $75,000-$100,000
- ■ $100,000-$150,000
- ■ > $150,000

Study Area
- □ 3.00 mi
- □ 5.00 mi
- □ 0-5 min
- □ 0-10 min
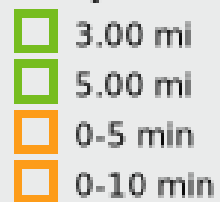
Discover: Mile Radius and Drive Time Demographics

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	10-Minute Drive Time	15-Minute Drive Time	20-Minute Drive Time
Current Year Estimated Population	3,107	4,167	6,563	3,780	6,642	13,454
Number of Households	1,302	1,739	2,756	1,577	2,773	5,560
Projected Annual Growth (5 YR)	-5.69%	-5.50%	-4.93%	-5.82%	-4.88%	-3.87%
Median HH Income 2019	$32,416	$32,726	$34,273	$32,895	$34,318	$35,983
Current Year Average Age	42.9	43.3	43.6	43	43.6	43.1
Average Home Value	$122,238	$124,858	$126,355	$121,496	$125,062	$120,388
Current Year % Bachelor's Degree	8%	8%	8%	8%	8%	8%
Daytime Population	4,173	4,373	6,204	4,122	6,384	13,102
Labor Force	1,180	1,591	2,568	1,426	2,601	5,424

Discover: Custom Trade Area

Mobile Data Collection

The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period.

The location tracked was
Town and Country Supermarket

for the time period of
March 20, 2019 – March 20, 2020

This tool is intended to support the trade area but does not solely define the trade area.
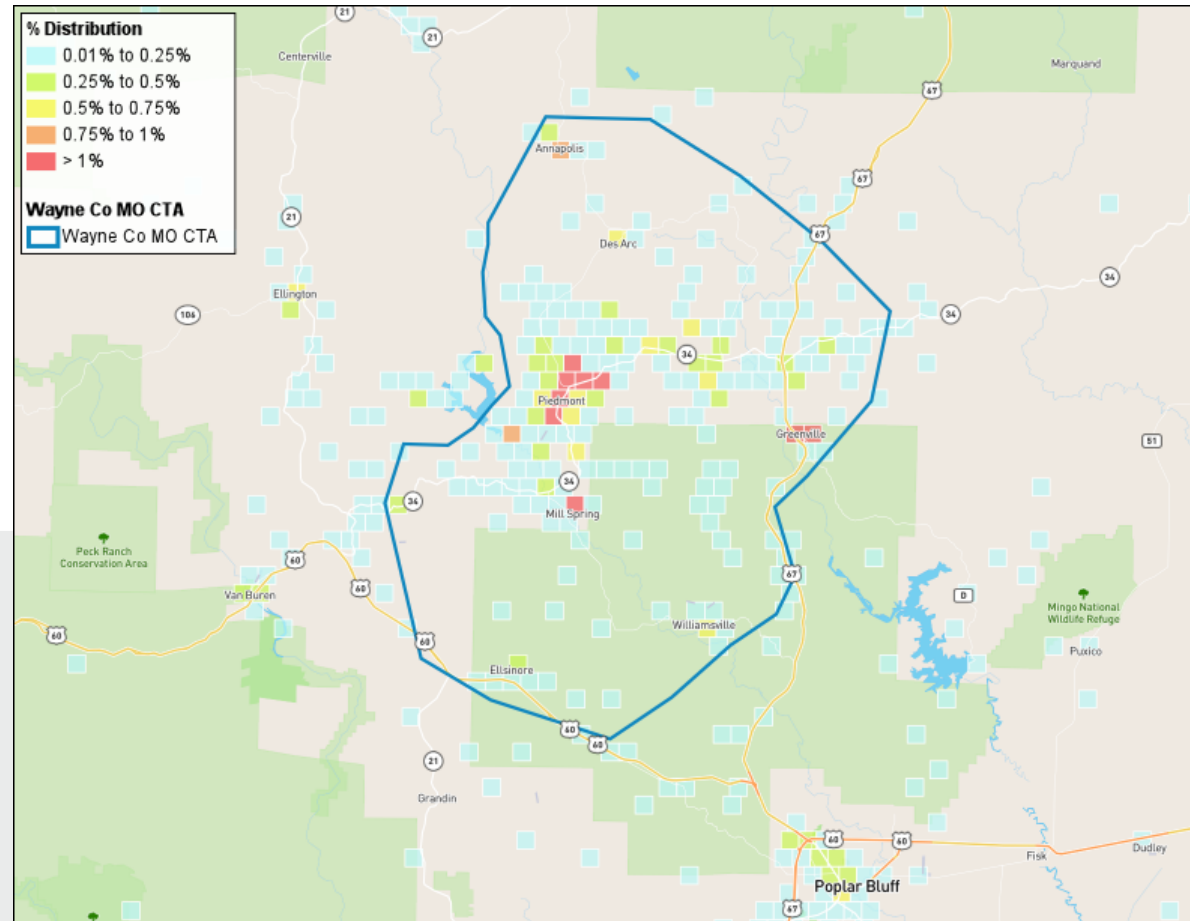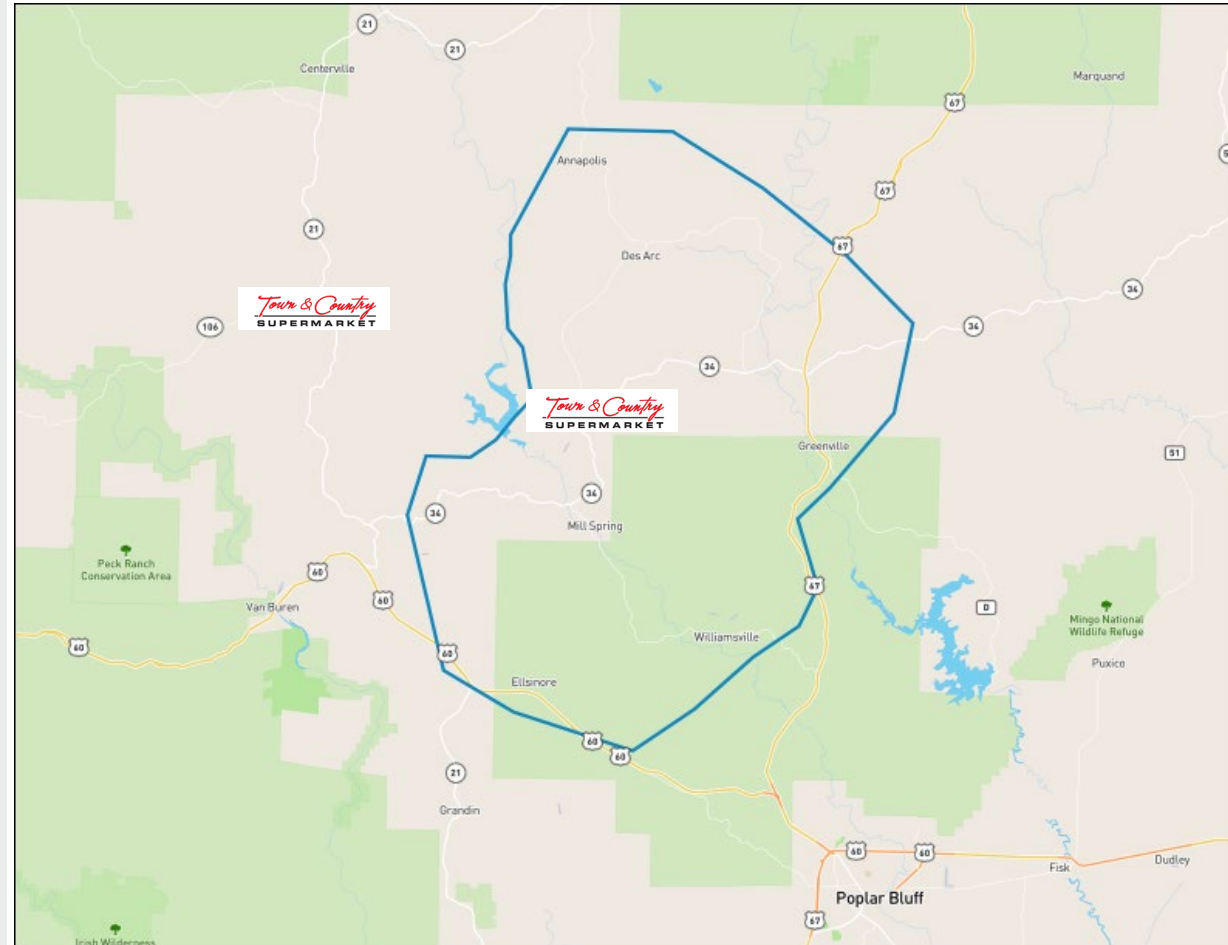
Discover: Custom Trade Area

Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times area is a start.

A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month.

Your trade area has been created by combining a series of drive times, mobile data analysis, geographic boundaries and proximity to neighboring shopping destinations.
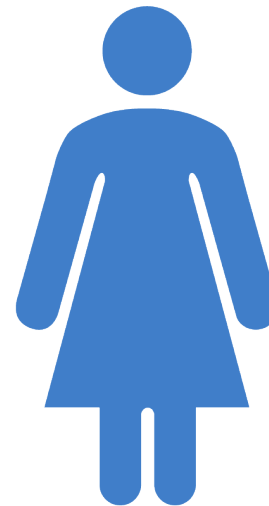
Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Discover: Custom Trade Area

12,651
2019 estimated population

12,152
projected 2024 population

-3.9%
projected growth rate
2019-2024

42
male average age

44
female average age

Discover: Custom Trade Area

Race

- Asian
- Black
- Latino
- White
- Other

1%
0%
0%
2%
96%
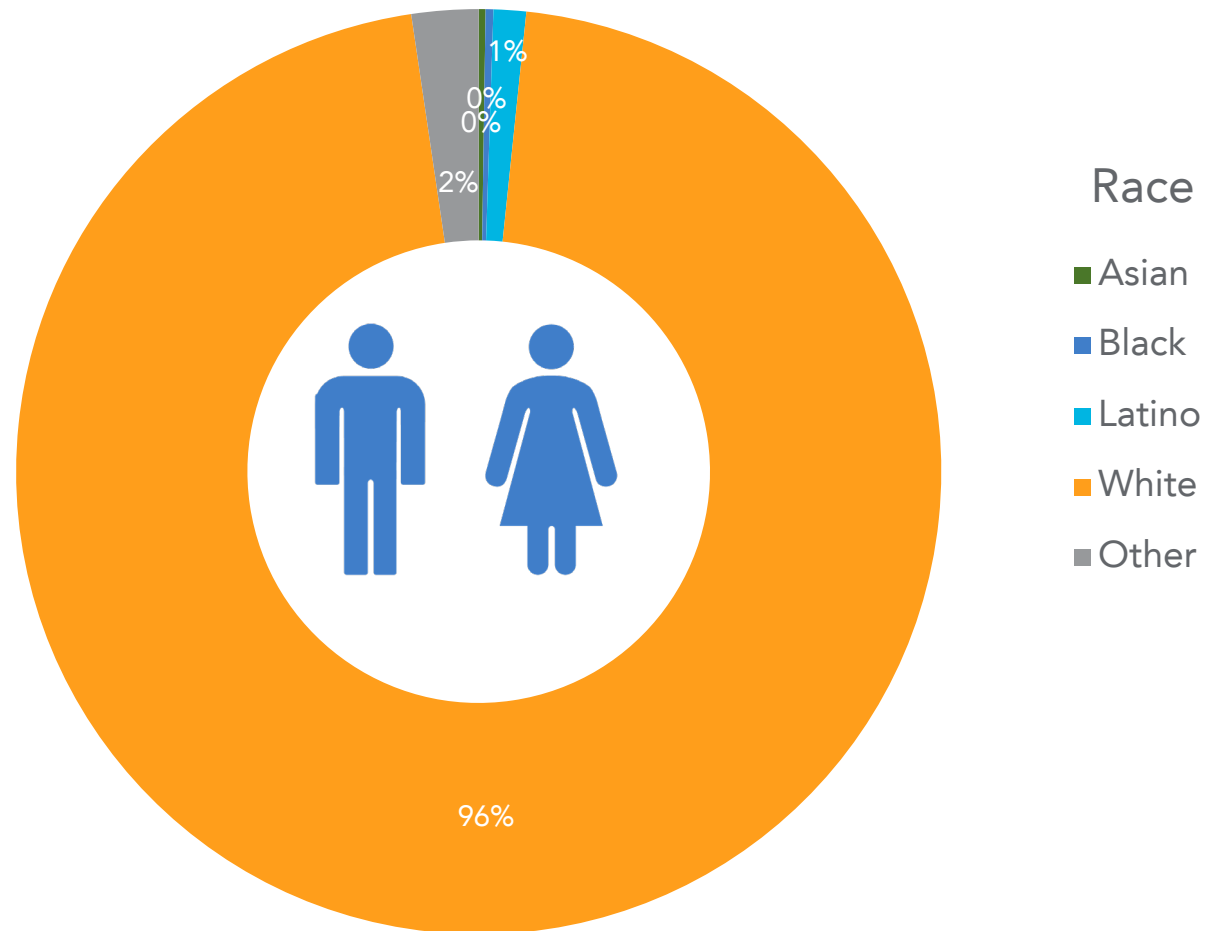
Discover: Custom Trade Area

6,744

number of households

$35,753

median household income

1,418

1,974

796

596

293

92

52

27%	38%	15%	11%	6%	2%	1%
1-person household	2-person household	3-person household	4-person household	5-person household	6-person household	7 or more person household

Discover: Custom Trade Area

Nonfamily Households — 5%

No own children under 18 years — 7%

With own children under 18 years — 6%

Female Householder: no husband present: — 13%

No own children under 18 years — 2%

With own children under 18 years — 2%

Male Householder: no wife present: — 4%

No own children under 18 years — 33%

With own children under 18 years — 17%

Married-couple family — 50%

Family Households — 68%

1 Person Households — 27%

2.39
Average people per household

Discover: Custom Trade Area

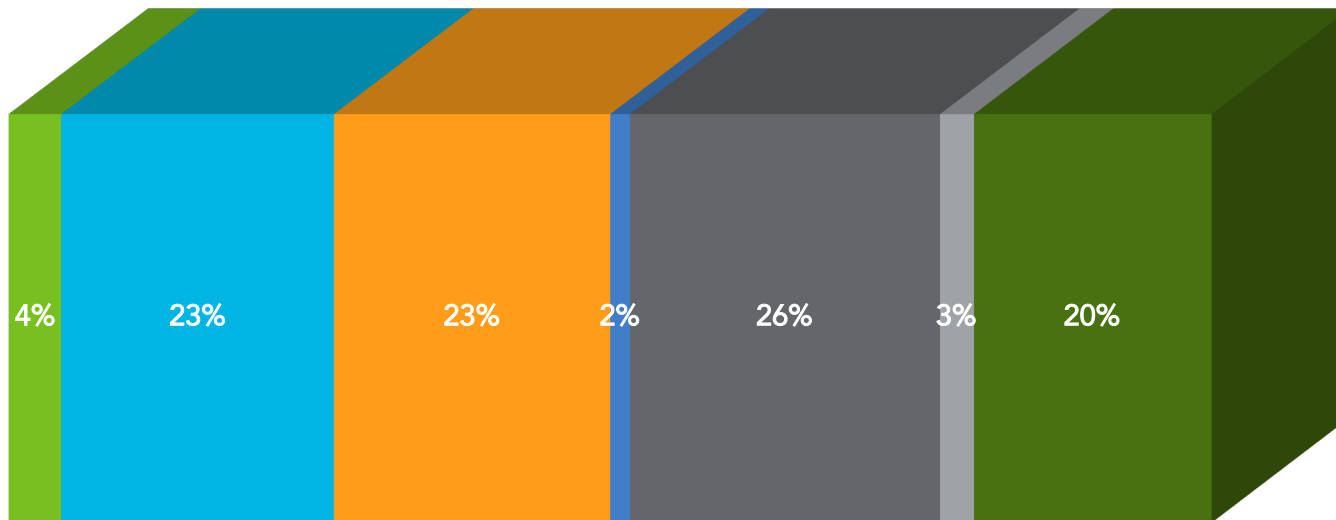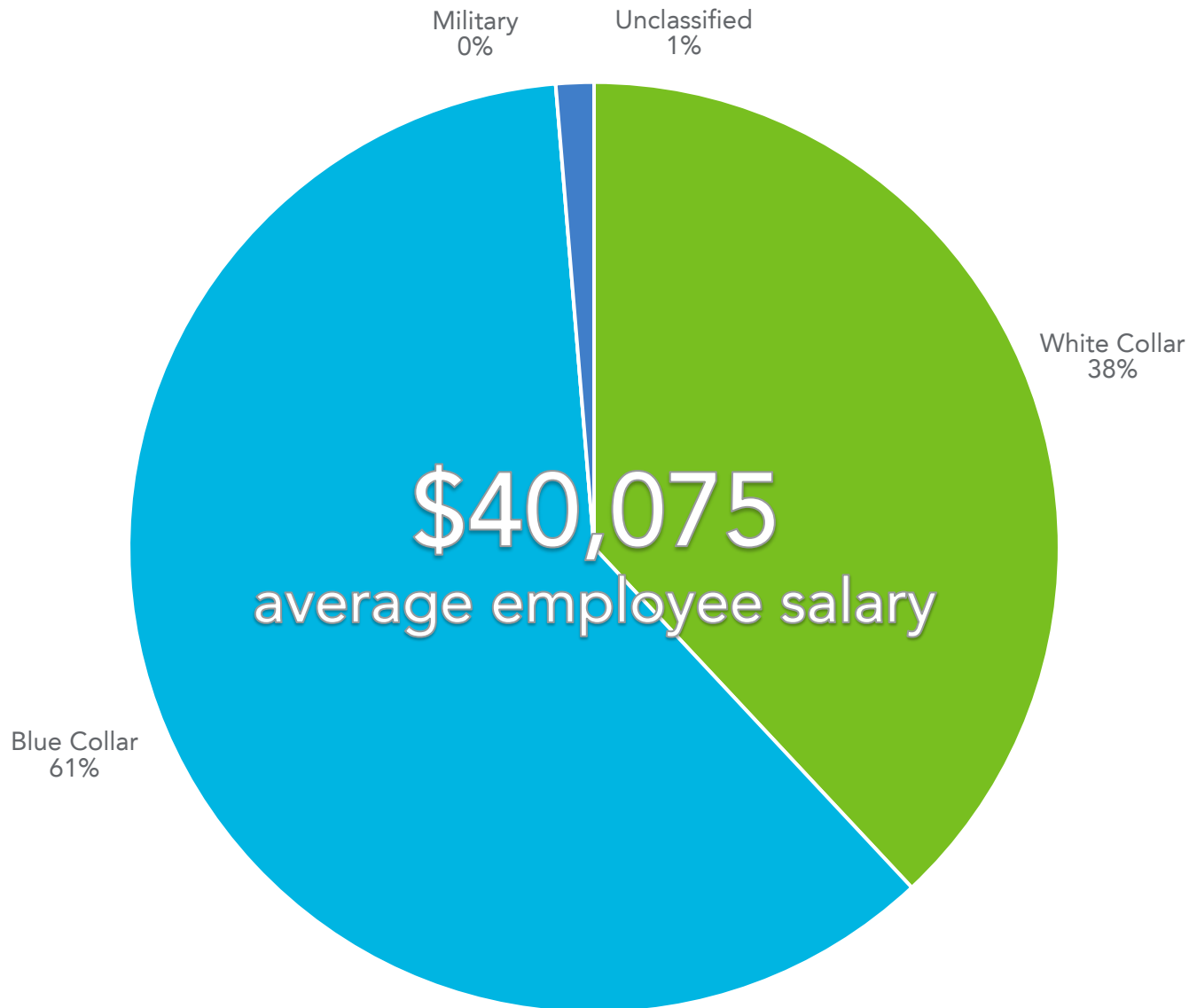## DAYTIME POPULATION

- ■ Children at home
- ■ Retired/Disable persons
- ■ Homemakers
- ■ Work at Home
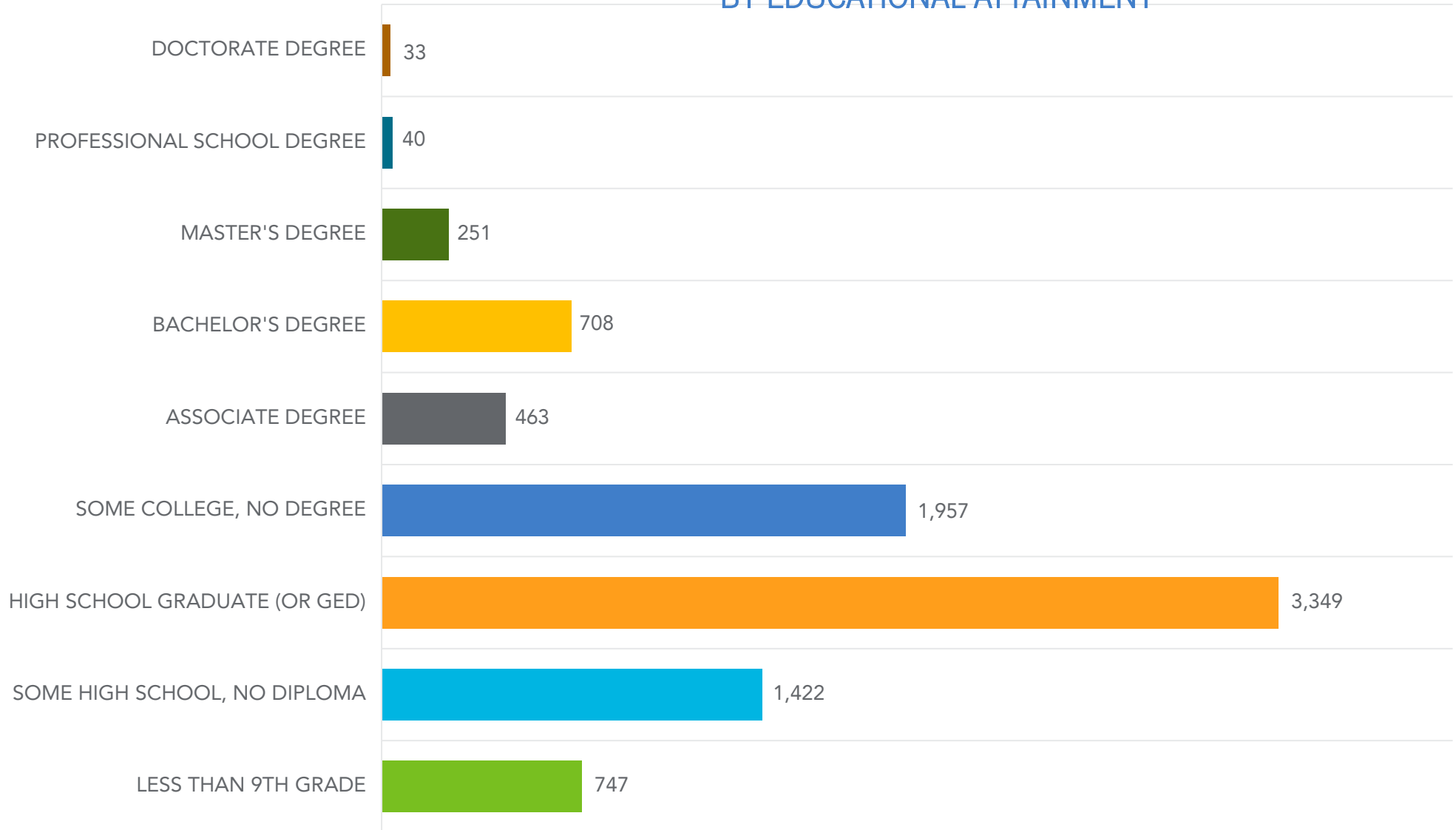- ■ Employed
- ■ Unemployed
- ■ Student Populations

11,792 daytime population

4% | 23% | 23% | 2% | 26% | 3% | 20%

Military
0%

Unclassified
1%

White Collar
38%

$40,075
average employee salary

Blue Collar
61%

Discover: Custom Trade Area

CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT

Educational Attainment	Population
DOCTORATE DEGREE	33
PROFESSIONAL SCHOOL DEGREE	40
MASTER'S DEGREE	251
BACHELOR'S DEGREE	708
ASSOCIATE DEGREE	463
SOME COLLEGE, NO DEGREE	1,957
HIGH SCHOOL GRADUATE (OR GED)	3,349
SOME HIGH SCHOOL, NO DIPLOMA	1,422
LESS THAN 9TH GRADE	747

Discover: Custom Trade Area

CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT

101

353

772

1,476

- Nursery school/preschool
- High School
- Kindergarten/Elementary School
- College/Graduate/Professional school

Discover: Research & Analytics
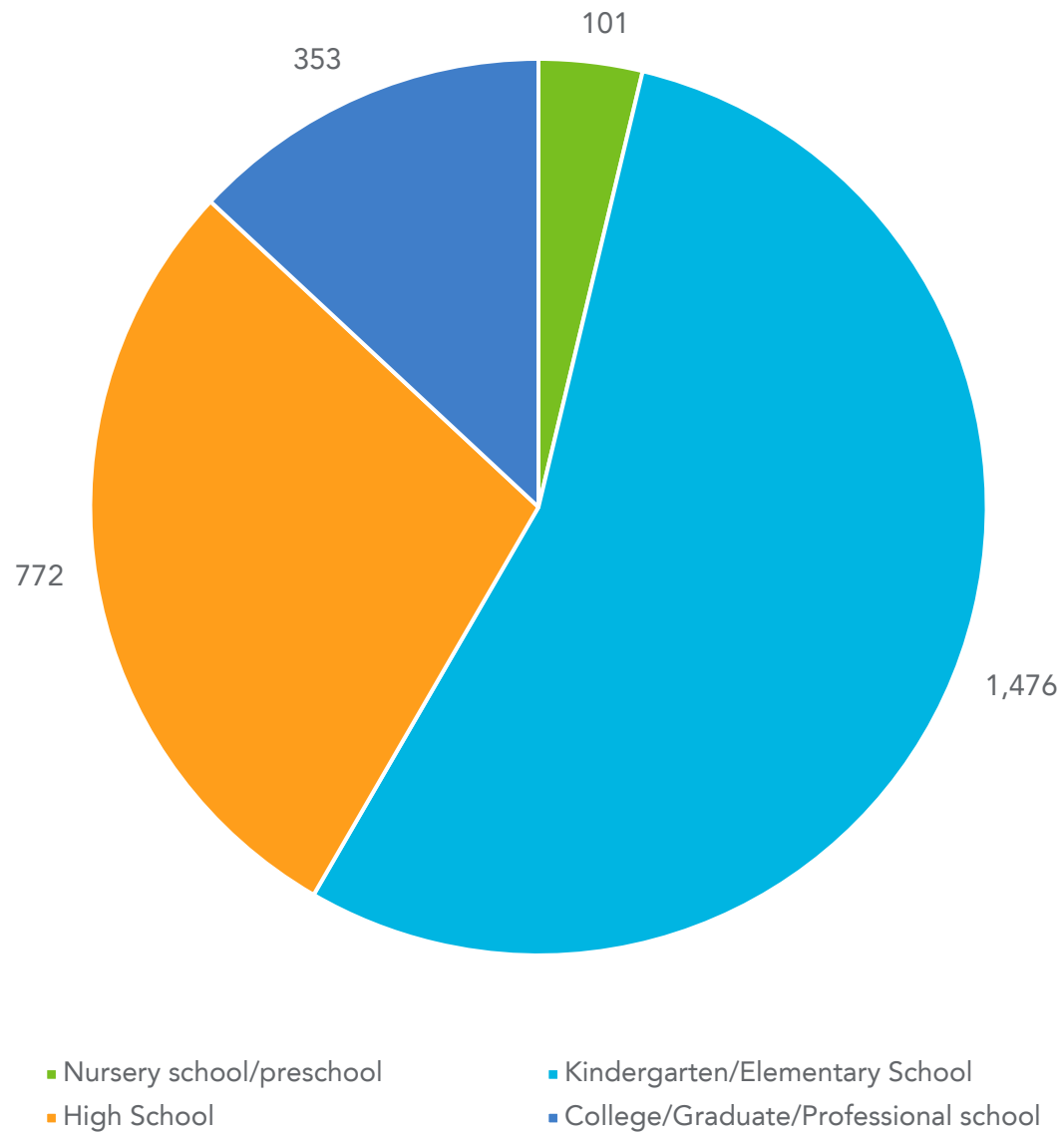
Lifestyle Reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe "Who is Wayne Co., MO?", often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer shopping patterns based on personality allow Retail strategies to better align the retail prospects with the purchasing patterns.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

ESRI Tapestry Segmentation

is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Discover: Research & Analytics

5 – Mile Radius Dollar General

- Small Town Simplicity (12C)
- Heartland Communities (6F)
- Rural Bypasses (10E)
- Rooted Rural (10B)
- Salt of the Earth (6B)

40.6%
27.3%
20.9%
11.1%
0.2%

TAPESTRY SEGMENTATION
The Fabric of America's Neighborhoods
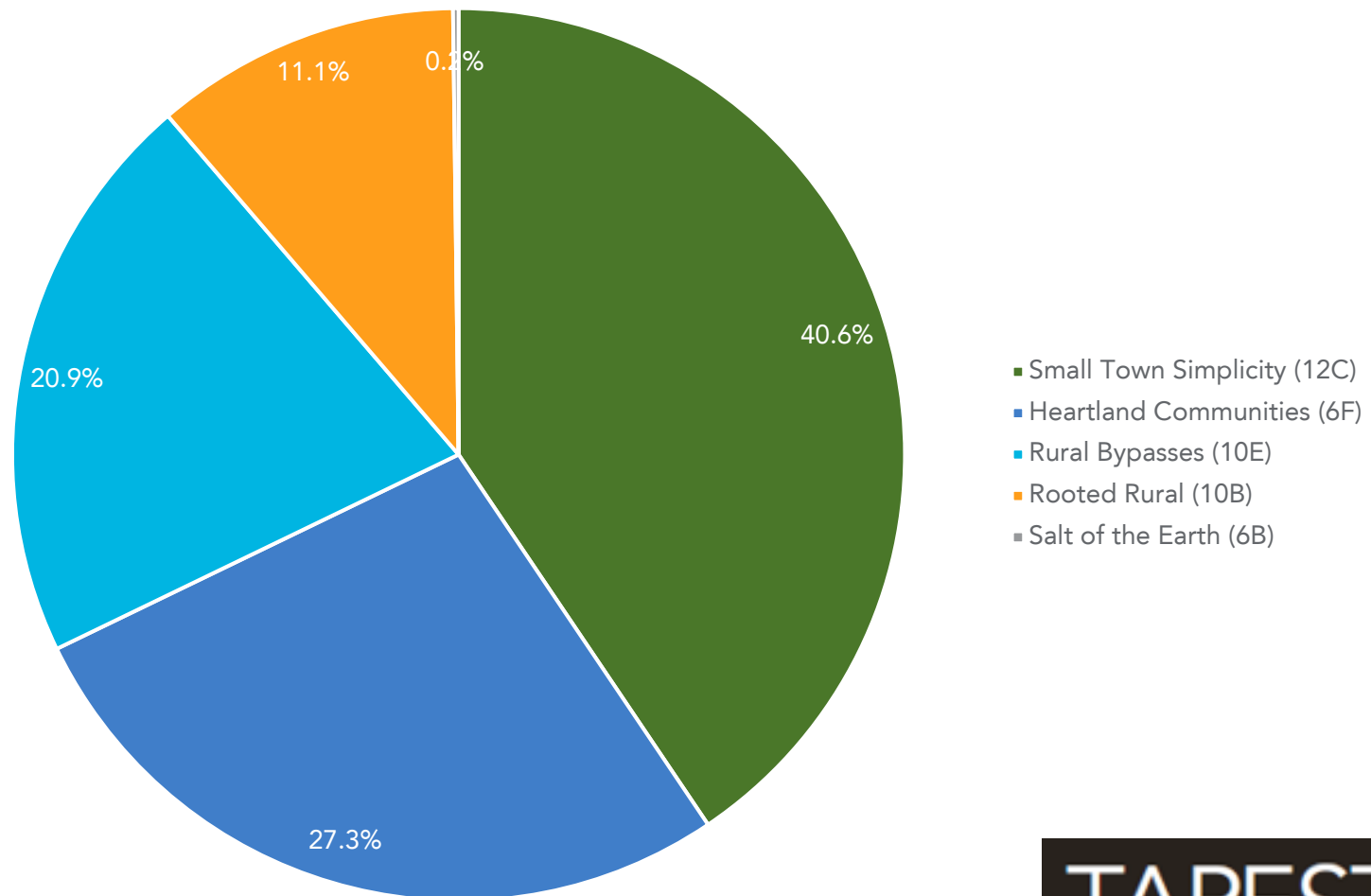
Small Town Simplicity

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: $31,500

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of $92,300 is about half the US median.
- Average rent is $639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

12C
Small Town Simplicity

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.

- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.

- A large senior population visit doctors and health practitioners regularly.

- However, a largely single population favors convenience over cooking—frozen meals and fast food.

- Home improvement is not a priority, but vehicle maintenance is.
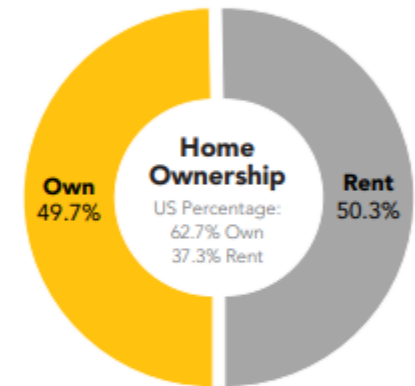
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
Own 49.7%
Rent 50.3%
US Percentage:
62.7% Own
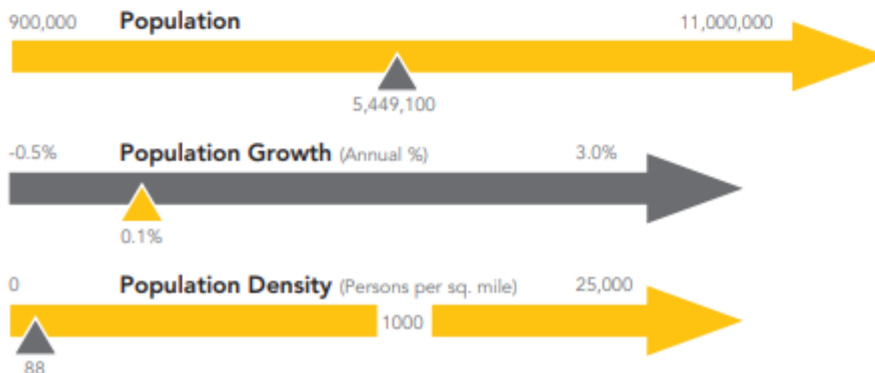37.3% Rent

Typical Housing:
Single Family

Median Value:
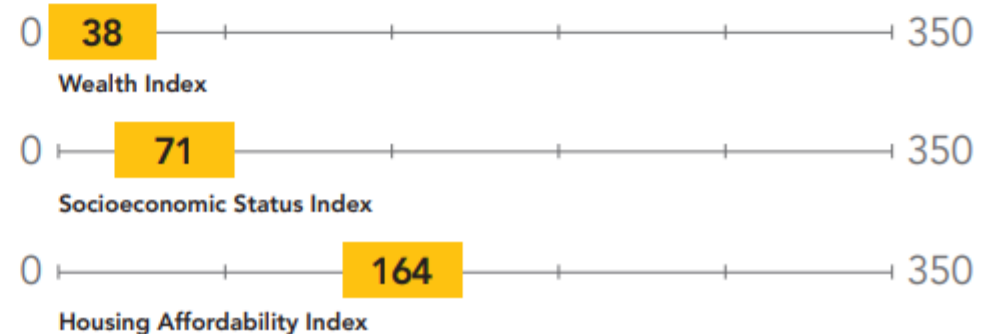$92,300
US Median: $207,300

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
5,449,100

Population Growth (Annual %)
-0.5% — 3.0%
0.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
88

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **38** — 350
Wealth Index

0 — **71** — 350
Socioeconomic Status Index

0 — **164** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Simplicity* Tapestry Segment by households.
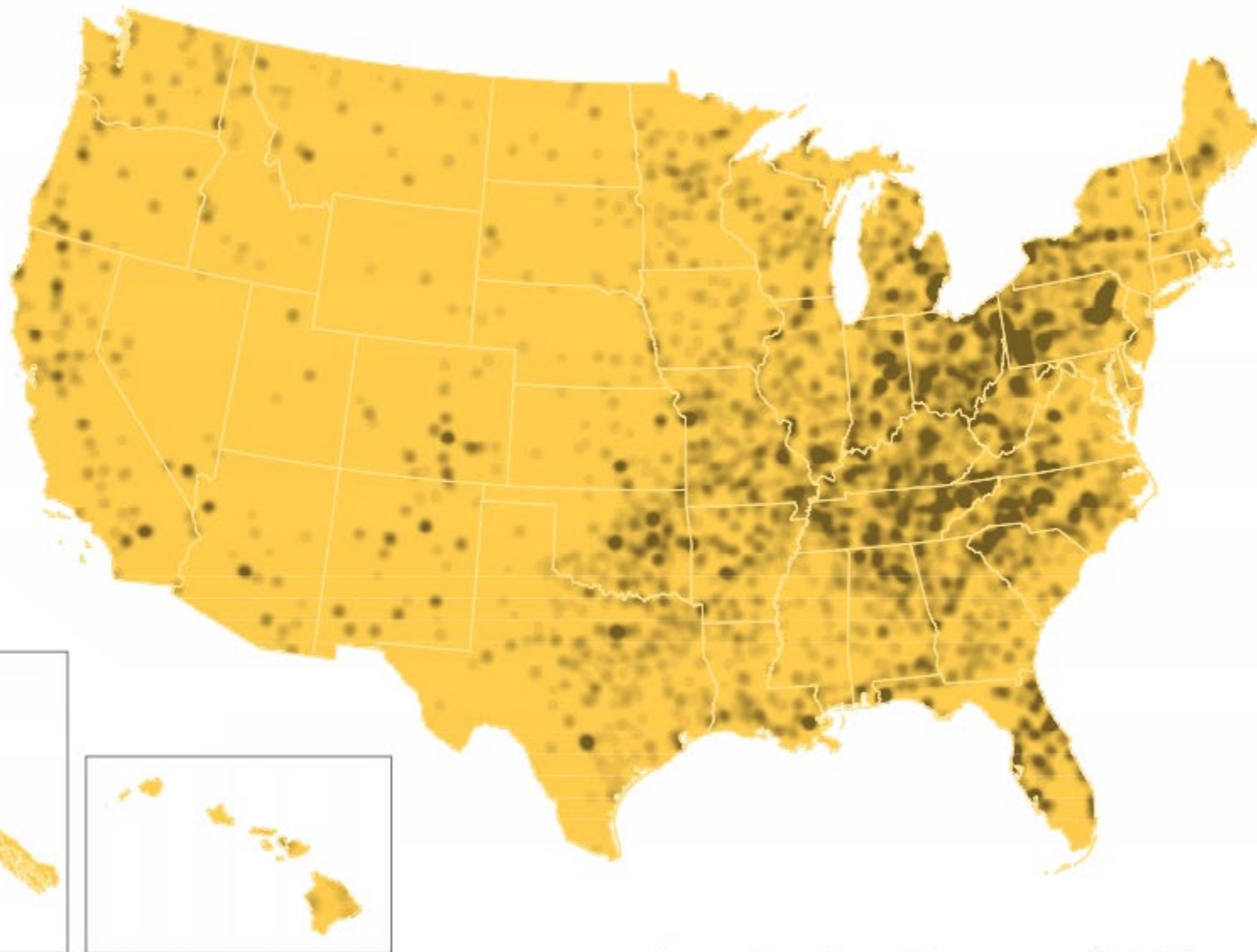
High

Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri

THE
SCIENCE
OF
WHERE

Heartland Communities

6F

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: $42,400

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.

- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.

- Residents own modest, single-family homes built before 1970.

- They own one or two vehicles; commutes are short (Index 82).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.

- More workers are white collar than blue collar; more skilled than unskilled.

- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.

- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.

- Daily life is busy, but routine. Working on the weekends is not uncommon.

- Residents trust TV and newspapers more than any other media.

- Skeptical about their financial future, they stick to community banks and low-risk investments.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.

- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.

- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.

- To support their local community, residents participate in public activities.

- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.

- They enjoy country music and watch CMT.

- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.

- To get around these semirural communities, residents prefer domestic trucks or SUVs.
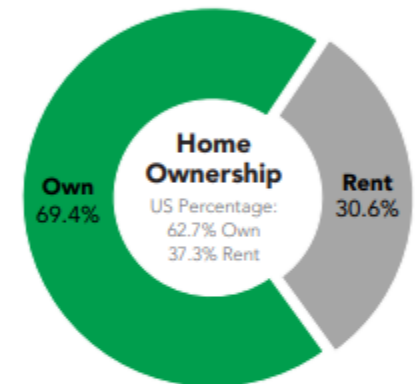
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$95,700

US Median: $207,300

Home Ownership
Own 69.4%
Rent 30.6%
US Percentage:
62.7% Own
37.3% Rent

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,980,600

Population Growth (Annual %)
-0.5% — 3.0%
0.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
93

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **60** — 350
Wealth Index

0 — **86** — 350
Socioeconomic Status Index

0 — **205** — 350
Housing Affordability Index
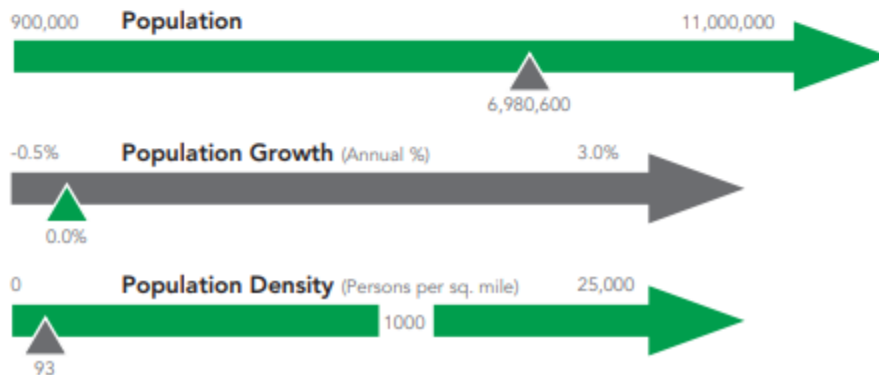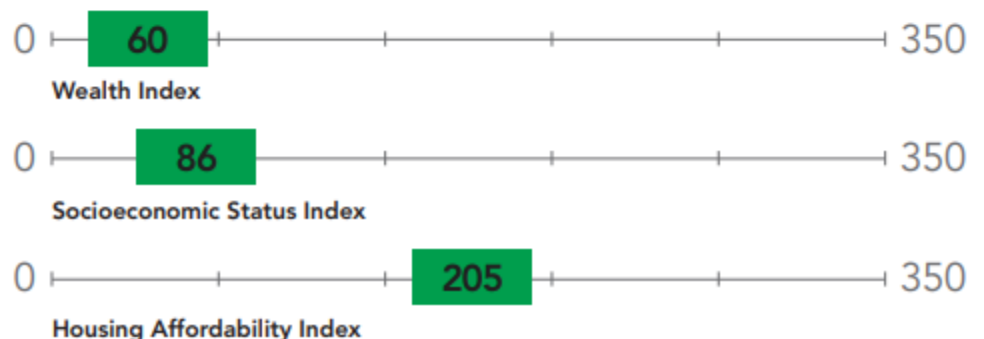
SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.

High

Low

For more information
1-800-447-9778
info@esri.com
esri.com

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THE
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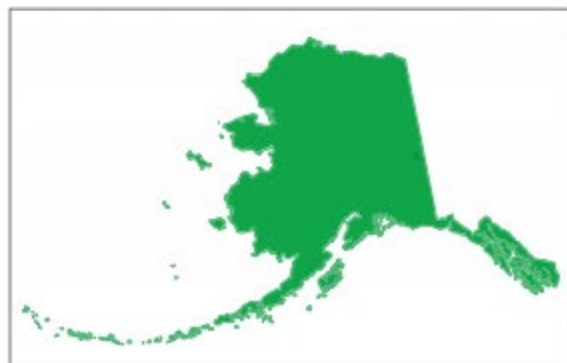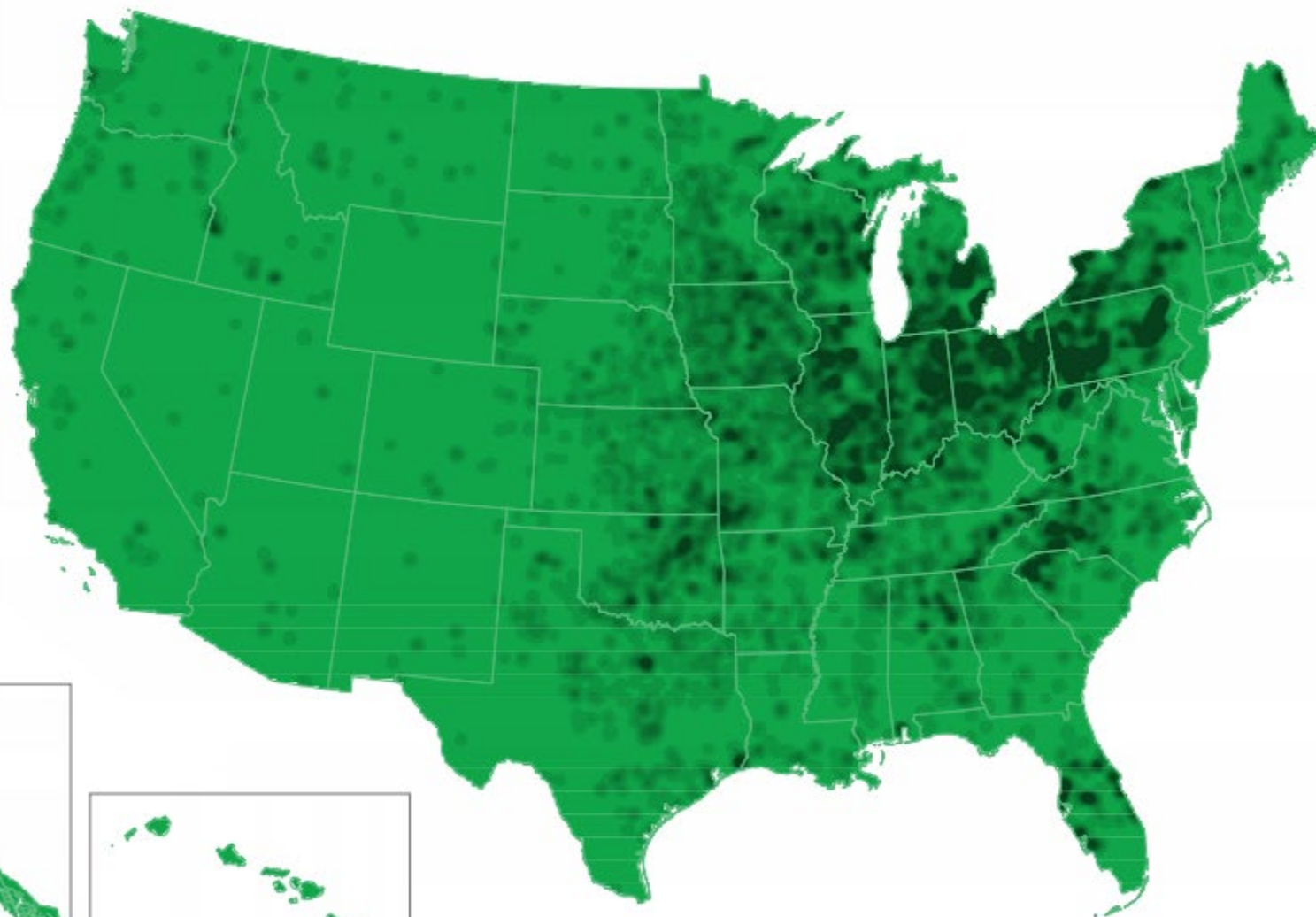
Understanding the GAP Analysis:

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus)for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI:PopStats as our provider of the Consumer Demand and Supply by Establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.
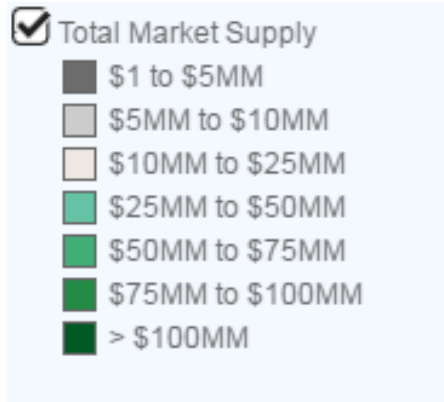
The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

Data is rarely perfect, but with proper analysis can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus or more on the category than the actual dollar amounts.

Total Market Supply
- $1 to $5MM
- $5MM to $10MM
- $10MM to $25MM
- $25MM to $50MM
- $50MM to $75MM
- $75MM to $100MM
- > $100MM

Total Market Supply

$129,218,597

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

Total Consumer Demand
- ■ $1 to $5MM
- ■ $5MM to $10MM
- □ $10MM to $25MM
- ■ $25MM to $50MM
- ■ $50MM to $75MM
- ■ $75MM to $100MM
- ■ > $100MM
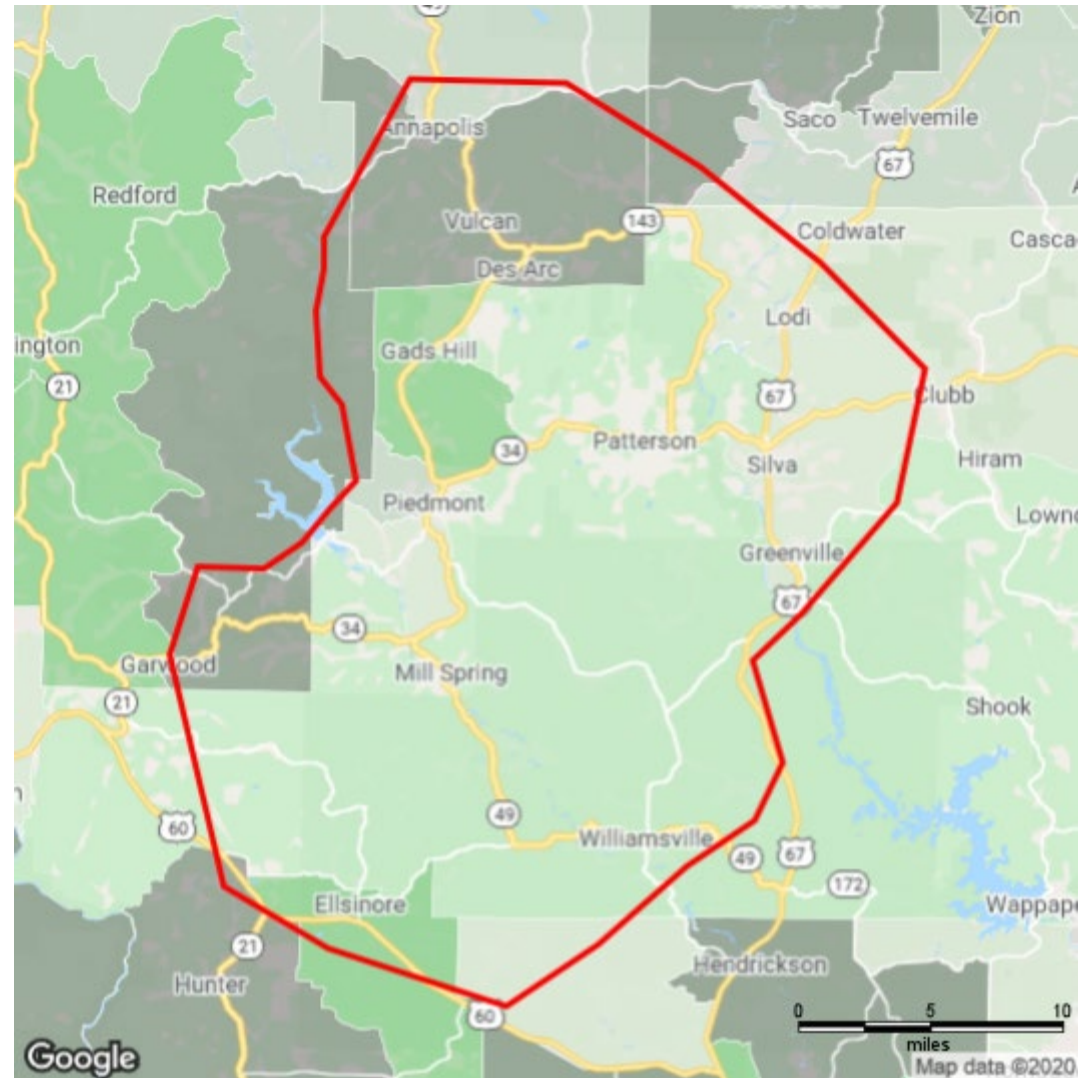
Total Market Demand

$213,461,955

This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

☑ Opportunity Gap
- ■ < -$50MM
- ■ -$50MM to -$25MM
- □ -$25MM to -$0
- ■ $0.00-$25,000,000.00
- ■ $25MM to $50MM
- ■ $50MM to $100MM
- ■ > $100MM
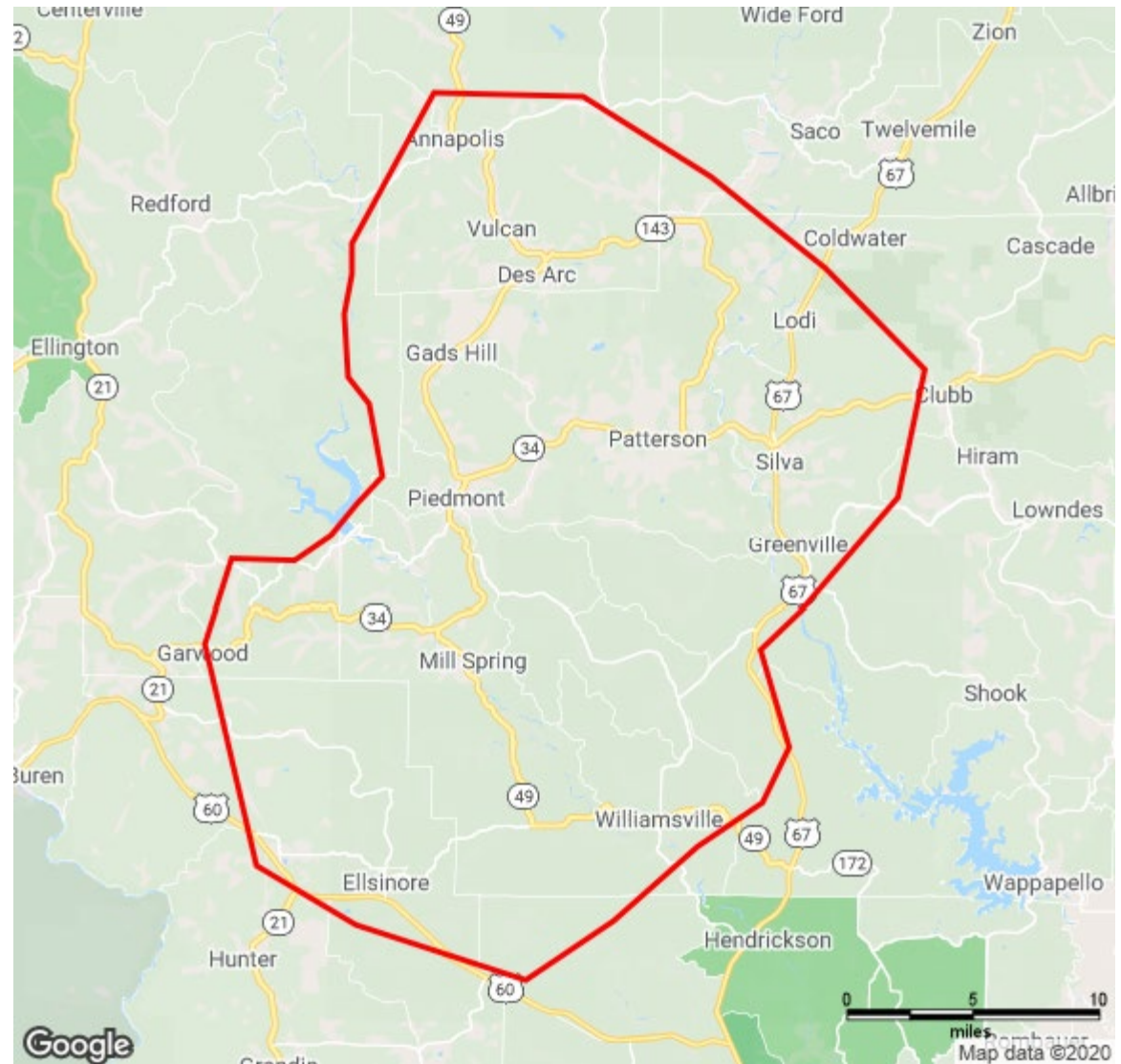
Total Market Leakage of

$84,243,357

This means more people purchase items outside of the defined trade area than in the defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.

Discover: Leakage (Custom Trade Area)
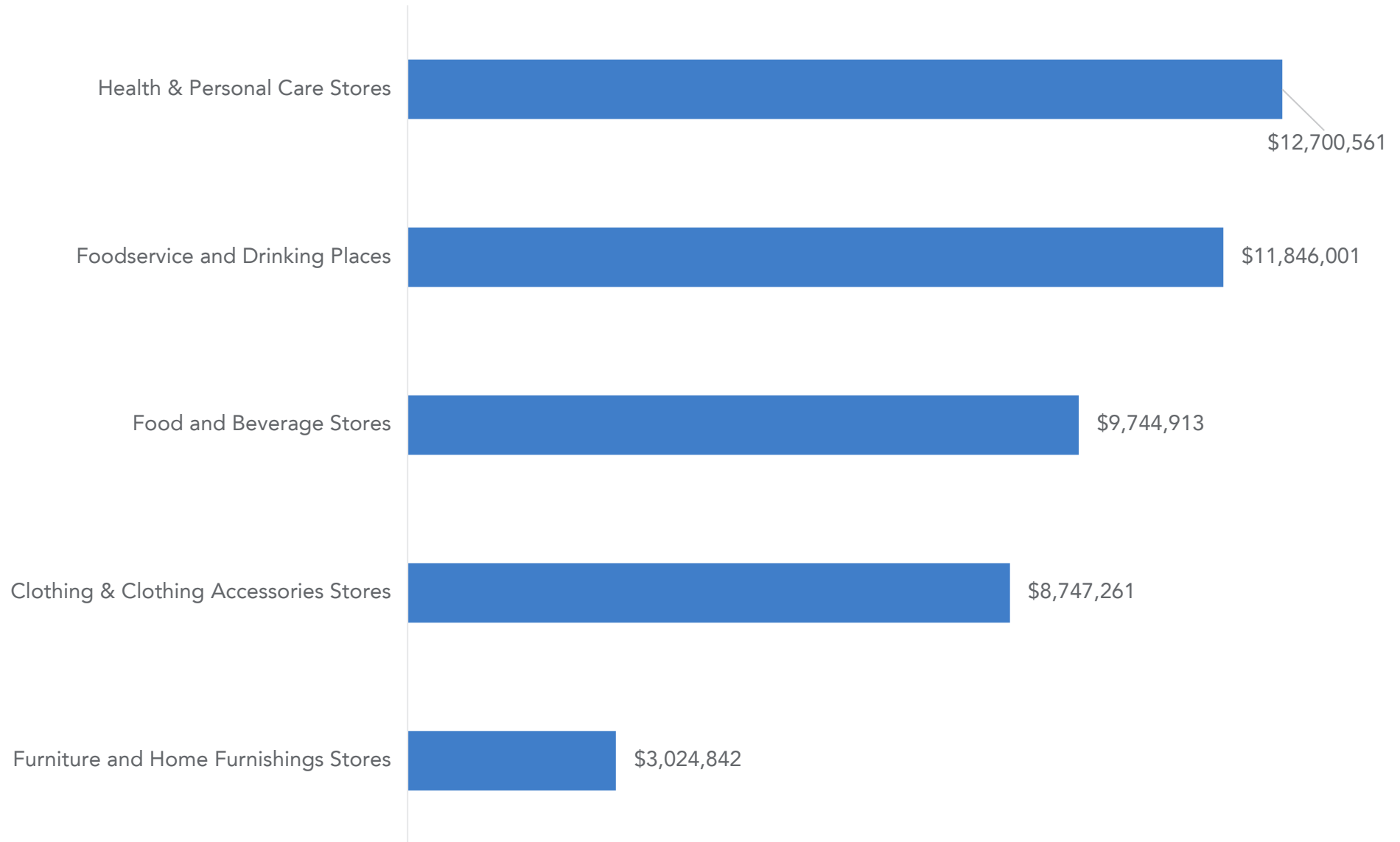
Category	Value
Health & Personal Care Stores	$12,700,561
Foodservice and Drinking Places	$11,846,001
Food and Beverage Stores	$9,744,913
Clothing & Clothing Accessories Stores	$8,747,261
Furniture and Home Furnishings Stores	$3,024,842

Retail Prospects

Discover: Peer Analysis

Dollar General 10 - Minute Drive Time

City	State	Residential Pop	Employed Daytime Pop	Median HH Income	Market Supply
Piedmont	MO	3,780	4,122	$32,895	$55,457,204
Doniphan	MO	5,447	6,189	$34,869	$92,317,293
Harviell	MO	5,731	5,219	$35,356	$64,269,207
Versailles	MO	4,772	6,374	$32,536	$122,291,120
Lilbourn	MO	3,899	3,603	$34,603	$75,984,585
New Madrid	MO	5,346	5,044	$35,233	$105,331,992
Carrollton	MO	4,340	4,898	$34,167	$57,556,019

Peer Analysis

Retail Prospects

PEER RETAILERS

4	3	2	2	1	1	1			
Pizza Hut	CARQUEST Auto Parts	Dollar Tree	Do It Best	AT&T	CVS	Save-A-Lot	Taco Bell	Hardees	Huddle House
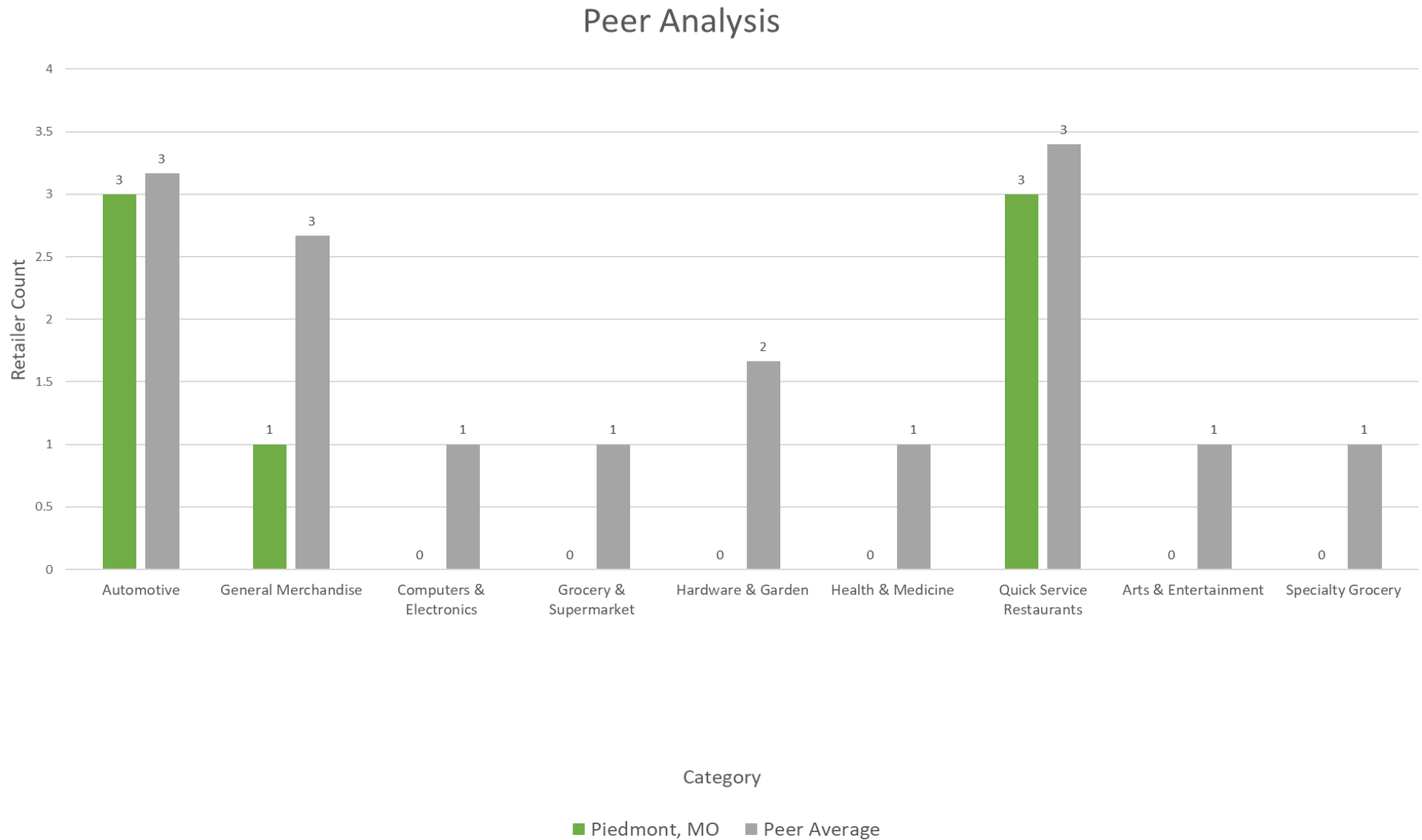
Other prospects
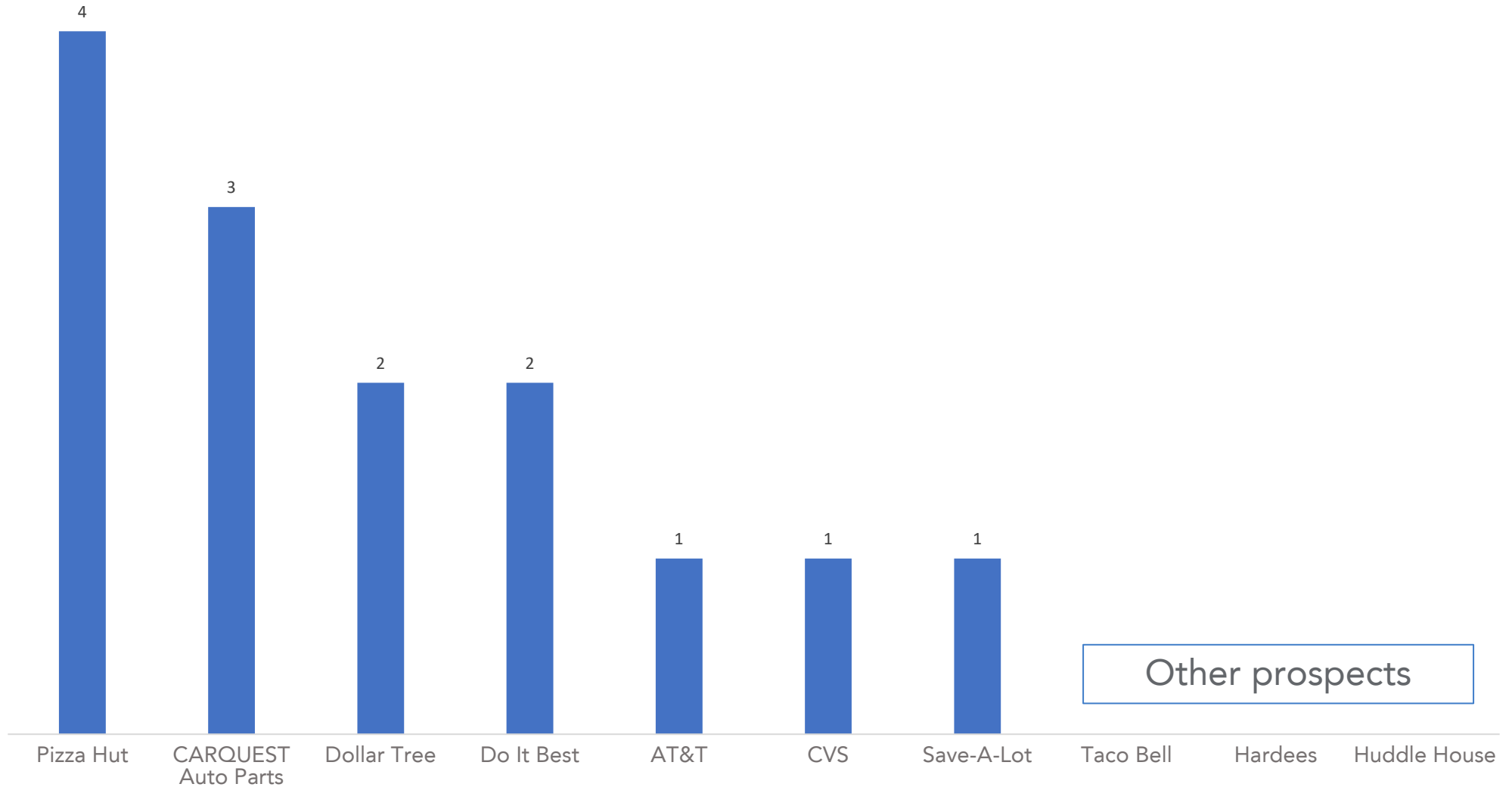
Huddle House

Category:	Restaurant (family)
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	7,000+
Traffic Count:	8,000 VPD
Demographic Comments:	Household income ($28,000) to ($70,000). Civilian Unemployment in area (5% - 7%). If less than 5%, finding staff may present a challenge.
Number of Square Feet and/or Acres:	1,800 SF
Comments on Desired Location:	Lot size 0.6 acre (min) unless parking can be shared. Parking of roughly one space per 2.5 seats. Limited competition and positioning of store. Co-Branding Options are available.
Facility Type:	Free Standing

Taco Bell

Category:	Fast Food
Demographic Requirement Radius Ring:	1
Demographic Requirement Minimum Population Requirement:	15,000
Traffic Count:	30,000 VPD
Demographic Comments:	Population: Freestanding: 15,000 in TA.
Number of Square Feet and/or Acres:	1,900 SF
Comments on Desired Location:	Free standing with drive thru. Prefers site locations at corner of lighted intersections and shopping center outparcels with high visibility, prominence and easy accessibility. Purchase or ground lease with purchase option. Seating for 50 to 70. Minimum Free Standing, Lifestyle Center, Regional Strip, Special Strip

TACO BELL

Carquest Auto Parts

Category:	Auto Parts
Demographic Requirement Radius Ring:	Varies
Traffic Count:	Varies
Number of Square Feet and/or Acres:	6,000 SF
Comments on Desired Location:	Free Standing, Neighborhood Strip

CARQUEST AUTO PARTS

AT&T

Category:	Cellular/Wireless
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	10,000
Traffic Count:	25,000 VPD
Demographic Comments:	Population: 10k in 5 minute drive time. High traffic, signalized intersections preferred. .
Number of Square Feet and/or Acres:	600 SF
Comments on Desired Location:	Vanilla shell preferred. Convenient ingress/egress. Visibility from major roadways. Parking of minimum 25 spaces within the center. Downtown, Free Standing, Kiosk, Lifestyle Center, Neighborhood Strip, Power Center, Regional Mall, Regional Strip.

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Do It Best

Category: Hardware Store

Demographic Requirement Radius Ring: Varies

Number of Square Feet and/or Acres: 2,500 SF

Facility Type: Free Standing, Neighborhood Strip, Regional Strip, Specialty Strip

Dollar Tree

Category:	Variety Store
Demographic Requirement Radius Ring:	5
Demographic Requirement Minimum Population Requirement:	25,000
Demographic Requirement Household Income Requirement:	$25,000+
Demographic Comments:	Strong traffic counts. Requires average household income levels of $25,000-$60,000.
Number of Square Feet and/or Acres:	10,000 SF
Comments on Desired Location:	Average store size is 11,500 square feet with 70 feet of frontage. Freestanding locations in a strong retail corridor, with street presence, easy ingress/egress and ample parking. Shopping centers must also have high visibility and strong traffic counts Free Standing, Neighborhood Strip, Regional Strip, Special Strip

DOLLAR TREE

Pizza Hut

Category:	Restaurant (family)
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	15,000+
Demographic Comments:	Population: Freestanding w/ drive thru- 15000 in immediate TA; Inline/End Cap- 5000 in immediate TA.
Number of Square Feet and/or Acres:	900 SF
Comments on Desired Location:	Inline/Endcap requires 900-1,500 SF. Freestanding requires 2,200-3,000 SF, parking 30-60, seating 50-90. EXPANSION INCLUDES ALL CONCEPTS COMBINED.
Facility Type:	Free Standing, Neighborhood Strip, Regional Strip, Special Strip

Hardee's

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	25,000+
Demographic Requirement Household Income Requirement:	47,000+
Traffic Count:	20,000 VPD
Demographic Comments:	Prefers at least 55%+ of consumer population to be between the ages 18-49. Family size: 3+. Median household income: $35,000 - $60,000.
Number of Square Feet and/or Acres:	2, 300SF
Comments on Desired Location:	Requires site locations (freestanding with a drive-thru) to have a minimum of 155 feet of frontage with maximum signage and 18-32+ parking spaces. Site must also be on/near a signalized intersection with high visibility and excellent accessibility.
Facility Type:	Free Standing

CVS Pharmacy

Category:	Drug Store/Pharmacy
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	18,000
Traffic Count:	High traffic area preferred.
Demographic Comments:	Considers multicultural neighborhoods and college towns. Highly visible with pylon sign identity. Easy access with electronic traffic control. High traffic intersections. Freestanding sites with drive-thru pharmacy capability (1.5-2 acres preferred). Parking for 70-85 cars.
Number of Square Feet and/or Acres:	11,000 SF
Comments on Desired Location:	Prefers freestanding (12,900 sq ft) sites with drive-thru pharmacy capability and easy access with electronic traffic control. Require pylon sign identity and parking for 75-80 vehicles. Also requires site locations to be at high traffic intersections. Downtown, Free Standing, Lifestyle Center, Neighborhood Strip, Power Center, Regional Strip, Special Strip

Save-A-Lot

Category:	Supermarket / Grocery Store
Demographic Requirement Radius Ring:	10
Demographic Requirement Minimum Population Requirement:	20,000
Demographic Requirement Household Income Requirement:	$ 40,000 +
Demographic Comments:	Population of at least 30,000 in the primary urban trade area, 20,000 in rural areas. High percentage of families with children. .
Number of Square Feet and/or Acres:	12,000 SF
Comments on Desired Location:	Sites zoned to allow grocery retail. Existing, inline retail space preferred; standard store layout of 100' frontage, 150' depth. Excellent line of sight for visibility. 5 parking spaces per 1,000 sq. ft. Ground up sites considered; minimum 2 acres requ Free Standing, Neighborhood Strip, Regional Strip, Special Strip

Save a Lot

Real Estate Analysis

Real Estate Analysis

Purpose:

To identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals,

Retail Academy professionals have reviewed the market's real estate to identify underexposed real estate assets. No retail expansion can take place without the right piece of real estate. The following slides describe the primary underexposed real estate sites and development zones in the market.

Focus Recruitment Zone Analysis

Address	Property Type	Property Name	Property Comments
525 S Main St	Building	Storage unit redevelopment	These storage units occupy some pretty good real estate. I'd work with the owner to relocate this and redevelop their site
634 N Main St	Vacant Land	Potential Site	Combine these lots with the auto sales and you have a viable QSR site
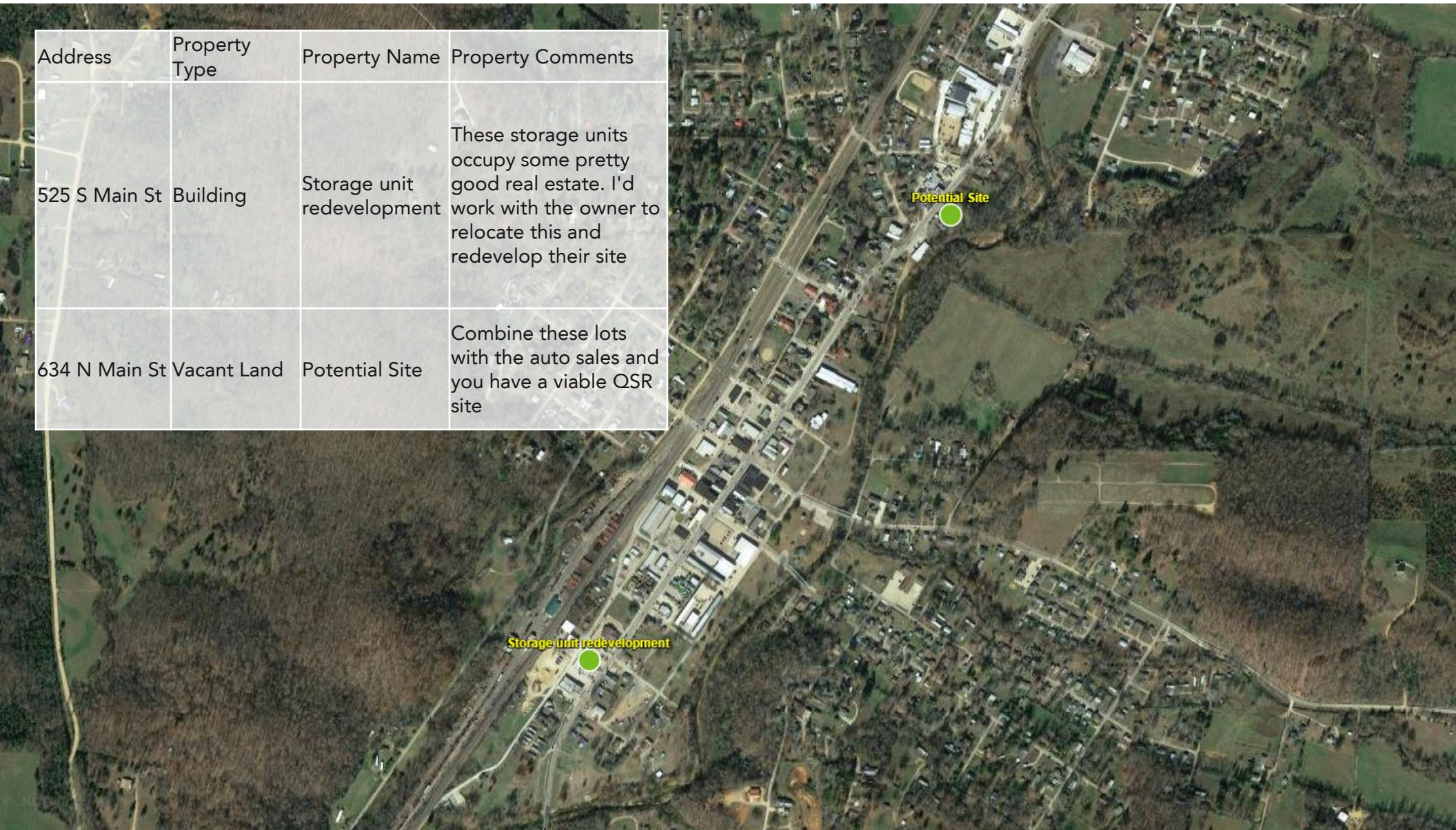
Address	Property Type	Property Name
920 S Main St	Building	Vacant Building
915 S Main St	Vacant Land	Possible HBU

Focus Recruitment Zone Analysis - 3

Address	Property Type	Property Name
1489 State Hwy HH	Vacant Land	Church Parcel
15 Hal's Plaza Dr	Building	Vacant Walmart
State Hwy HH	Building	Old Vacant Supermarket
402 Montgomery St	Vacant Land	Vacant Lot Chamber Identified
15 Hal's Plaza Dr	Vacant Land	Vacant Lot Chamber Identified

Focus Recruitment Zone Analysis - 4

Address	Property Type	Property Name
1233 Mary Duncan Dr	Vacant Land	Vacant Lot Chamber Identified
1606 Winn St	Vacant Land	Vacant Lot Chamber Identified
420 Piedmont Ave	Vacant Land	Vacant Lot Chamber Identified
MO-34	Vacant Land	Vacant Lot Chamber Identified

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Spring 2020

Thank you!