



**Proposed Location**  
**205 5TH ST S**  
**MINNEAPOLIS, MN 55402**

**Site Type: Ring**

**Latitude: 44.97757**  
**Longitude: -93.26779**  
**Radius: 1 miles**

**Summary Demographics**

2009 Population	27,516
2009 Households	15,553
2009 Median Disposable Income	\$31,371
2009 Per Capita Income	\$38,670

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$382,520,618	\$1,173,423,942	\$-790,903,324	-50.8	854
Total Retail Trade (NAICS 44-45)	\$321,917,752	\$673,215,631	\$-351,297,879	-35.3	468
Total Food & Drink (NAICS 722)	\$60,602,866	\$500,208,311	\$-439,605,445	-78.4	386

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$76,942,663	\$59,819,992	\$17,122,671	12.5	9
Automobile Dealers (NAICS 4411)	\$69,494,850	\$57,990,650	\$11,504,200	9.0	6
Other Motor Vehicle Dealers (NAICS 4412)	\$4,115,714	\$337,248	\$3,778,466	84.9	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,332,099	\$1,492,094	\$1,840,005	38.1	2
Furniture & Home Furnishings Stores (NAICS 442)	\$9,643,128	\$29,124,351	\$-19,481,223	-50.3	21
Furniture Stores (NAICS 4421)	\$6,166,635	\$7,579,362	\$-1,412,727	-10.3	8
Home Furnishings Stores (NAICS 4422)	\$3,476,493	\$21,544,989	\$-18,068,496	-72.2	13
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,619,670	\$75,539,834	\$-63,920,164	-73.3	55
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$11,124,886	\$10,890,877	\$234,009	1.1	30
Building Material and Supplies Dealers (NAICS 4441)	\$9,516,380	\$10,444,005	\$-927,625	-4.6	28
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,608,506	\$446,872	\$1,161,634	56.5	2
Food & Beverage Stores (NAICS 445)	\$64,282,438	\$71,607,285	\$-7,324,847	-5.4	71
Grocery Stores (NAICS 4451)	\$57,040,402	\$54,613,310	\$2,427,092	2.2	41
Specialty Food Stores (NAICS 4452)	\$1,976,092	\$1,450,200	\$525,892	15.3	22
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,265,944	\$15,543,775	\$-10,277,831	-49.4	8
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$9,892,391	\$17,443,587	\$-7,551,196	-27.6	30
Gasoline Stations (NAICS 447/4471)	\$50,176,706	\$79,678,713	\$-29,502,007	-22.7	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$14,693,533	\$36,495,929	\$-21,802,396	-42.6	83
Clothing Stores (NAICS 4481)	\$12,067,822	\$25,250,536	\$-13,182,714	-35.3	48
Shoe Stores (NAICS 4482)	\$1,318,518	\$1,360,945	\$-42,427	-1.6	5
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,307,193	\$9,884,448	\$-8,577,255	-76.6	30
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,672,767	\$20,555,440	\$-15,882,673	-63.0	37
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,466,071	\$6,085,091	\$-3,619,020	-42.3	19
Book, Periodical, and Music Stores (NAICS 4512)	\$2,206,696	\$14,470,349	\$-12,263,653	-73.5	18

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

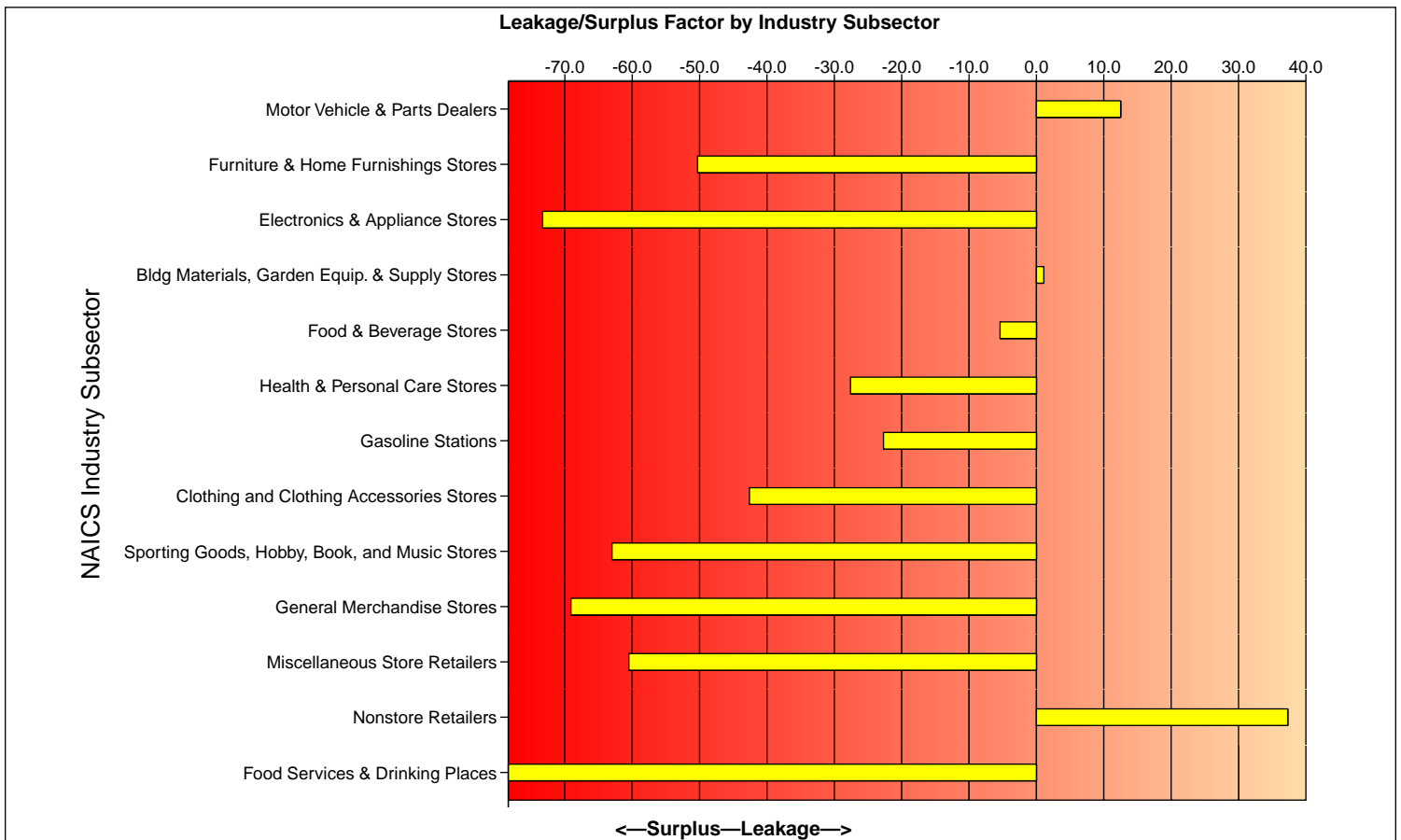


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**Site Type: Ring**

**Latitude: 44.97757**  
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**Radius: 1 miles**

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$43,526,680	\$237,784,827	\$-194,258,147	-69.1	28
Department Stores Excluding Leased Depts.(NAICS 4521)	\$25,243,617	\$114,285,032	\$-89,041,415	-63.8	10
Other General Merchandise Stores (NAICS 4529)	\$18,283,063	\$123,499,795	\$-105,216,732	-74.2	18
Miscellaneous Store Retailers (NAICS 453)	\$6,301,792	\$25,576,850	\$-19,275,058	-60.5	95
Florists (NAICS 4531)	\$598,182	\$1,448,660	\$-850,478	-41.6	10
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$888,497	\$5,716,666	\$-4,828,169	-73.1	29
Used Merchandise Stores (NAICS 4533)	\$220,511	\$387,226	\$-166,715	-27.4	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,594,602	\$18,024,298	\$-13,429,696	-59.4	48
Nonstore Retailers (NAICS 454)	\$19,041,098	\$8,697,946	\$10,343,152	37.3	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$14,957,361	\$3,817,603	\$11,139,758	59.3	1
Vending Machine Operators (NAICS 4542)	\$2,364,276	\$119,202	\$2,245,074	90.4	1
Direct Selling Establishments (NAICS 4543)	\$1,719,461	\$4,761,141	\$-3,041,680	-46.9	2
Food Services & Drinking Places (NAICS 722)	\$60,602,866	\$500,208,311	\$-439,605,445	-78.4	386
Full-Service Restaurants (NAICS 7221)	\$36,315,970	\$231,566,649	\$-195,250,679	-72.9	218
Limited-Service Eating Places (NAICS 7222)	\$17,787,851	\$88,556,572	\$-70,768,721	-66.5	101
Special Food Services (NAICS 7223)	\$4,740,619	\$62,445,250	\$-57,704,631	-85.9	19
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,758,426	\$117,639,840	\$-115,881,414	-97.1	48



Source: ESRI and infoUSA®

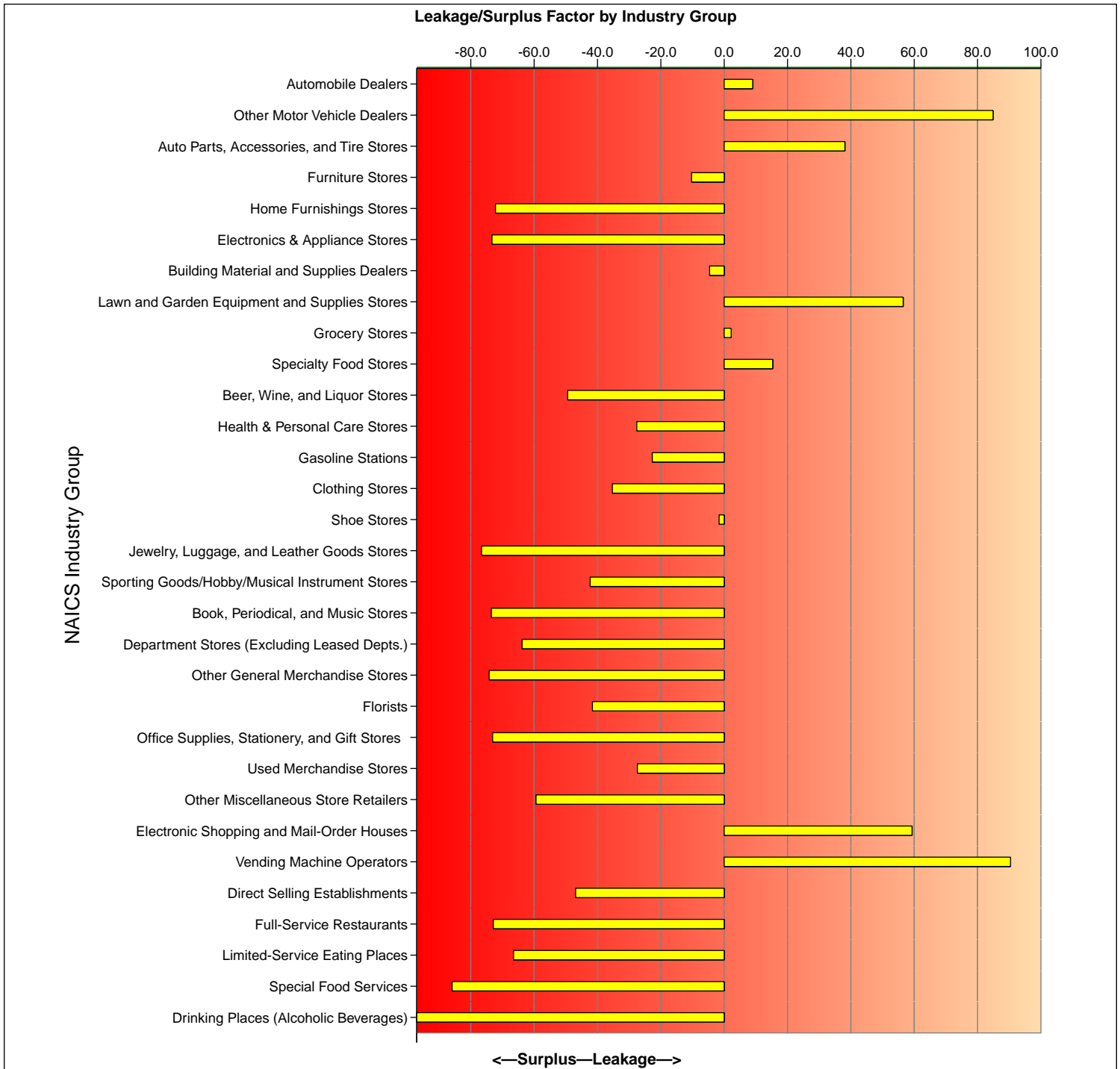


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Leakage/Surplus Factor by Industry Group



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**Site Type: Ring**

**Latitude: 44.97757**  
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**Radius: 3 miles**

**Summary Demographics**

2009 Population	231,636
2009 Households	97,637
2009 Median Disposable Income	\$33,499
2009 Per Capita Income	\$25,742

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,184,936,264	\$3,360,902,446	\$-1,175,966,182	-21.2	2,578
Total Retail Trade (NAICS 44-45)	\$1,844,065,194	\$2,366,128,659	\$-522,063,465	-12.4	1,633
Total Food & Drink (NAICS 722)	\$340,871,070	\$994,773,787	\$-653,902,717	-49.0	945

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$441,592,257	\$222,556,564	\$219,035,693	33.0	66
Automobile Dealers (NAICS 4411)	\$397,714,845	\$189,558,733	\$208,156,112	35.4	31
Other Motor Vehicle Dealers (NAICS 4412)	\$24,845,615	\$10,277,337	\$14,568,278	41.5	8
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$19,031,797	\$22,720,494	\$-3,688,697	-8.8	27
Furniture & Home Furnishings Stores (NAICS 442)	\$55,780,104	\$91,926,511	\$-36,146,407	-24.5	86
Furniture Stores (NAICS 4421)	\$35,339,440	\$39,745,880	\$-4,406,440	-5.9	40
Home Furnishings Stores (NAICS 4422)	\$20,440,664	\$52,180,631	\$-31,739,967	-43.7	46
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$66,818,439	\$140,756,172	\$-73,937,733	-35.6	116
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$66,782,123	\$108,244,758	\$-41,462,635	-23.7	96
Building Material and Supplies Dealers (NAICS 4441)	\$56,838,435	\$106,408,375	\$-49,569,940	-30.4	90
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$9,943,688	\$1,836,383	\$8,107,305	68.8	6
Food & Beverage Stores (NAICS 445)	\$363,816,432	\$607,721,667	\$-243,905,235	-25.1	299
Grocery Stores (NAICS 4451)	\$323,075,264	\$539,876,978	\$-216,801,714	-25.1	178
Specialty Food Stores (NAICS 4452)	\$11,168,624	\$17,273,838	\$-6,105,214	-21.5	90
Beer, Wine, and Liquor Stores (NAICS 4453)	\$29,572,544	\$50,570,851	\$-20,998,307	-26.2	31
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$57,369,003	\$85,741,707	\$-28,372,704	-19.8	106
Gasoline Stations (NAICS 447/4471)	\$287,981,106	\$310,857,516	\$-22,876,410	-3.8	48
Clothing and Clothing Accessories Stores (NAICS 448)	\$82,930,476	\$122,764,876	\$-39,834,400	-19.4	263
Clothing Stores (NAICS 4481)	\$68,281,763	\$94,548,039	\$-26,266,276	-16.1	170
Shoe Stores (NAICS 4482)	\$7,366,410	\$6,923,779	\$442,631	3.1	21
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$7,282,303	\$21,293,058	\$-14,010,755	-49.0	72
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$26,737,337	\$66,692,520	\$-39,955,183	-42.8	152
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$14,082,724	\$26,434,280	\$-12,351,556	-30.5	87
Book, Periodical, and Music Stores (NAICS 4512)	\$12,654,613	\$40,258,240	\$-27,603,627	-52.2	65

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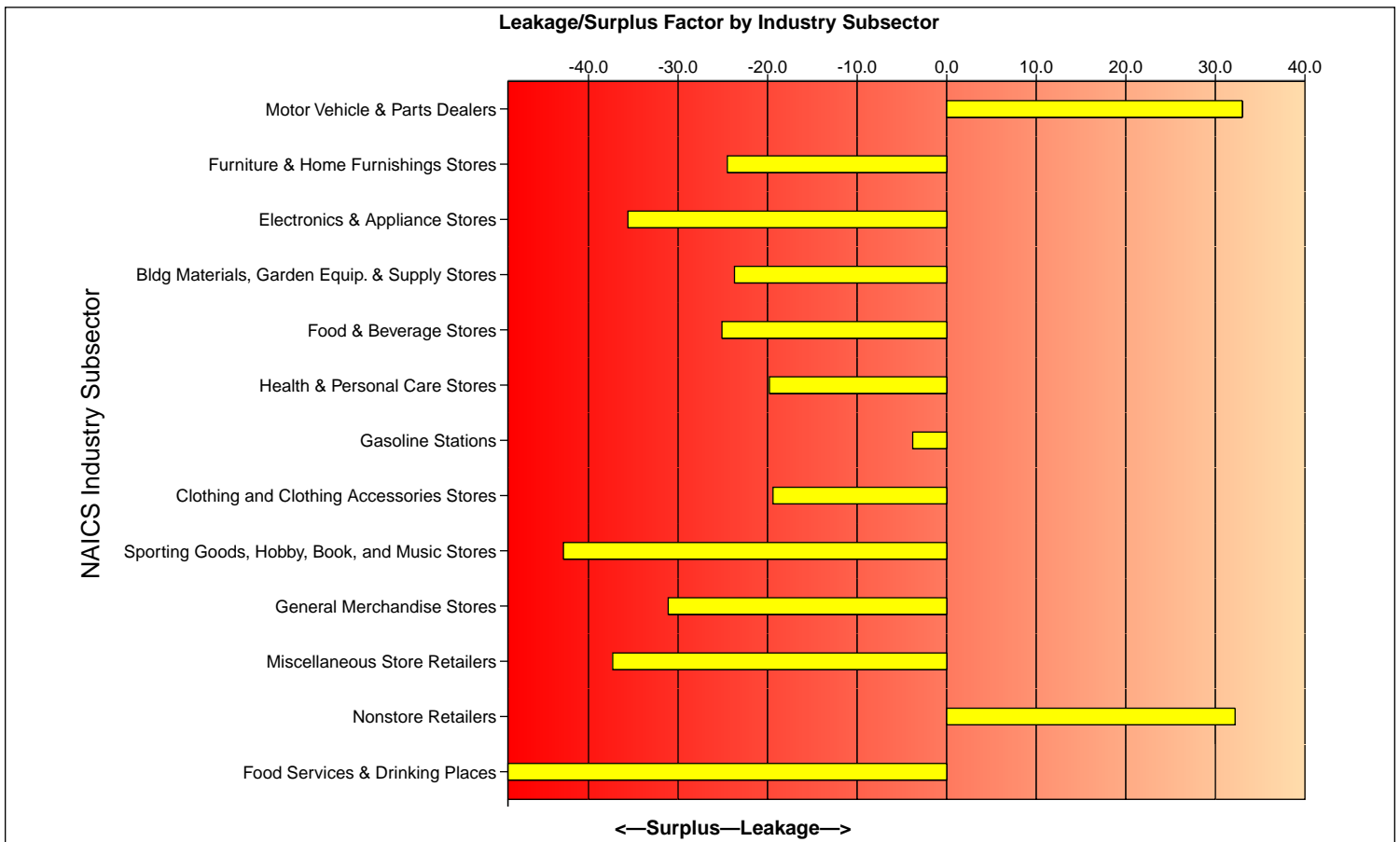


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**Radius: 3 miles**

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$248,599,818	\$472,754,913	\$-224,155,095	-31.1	78
Department Stores Excluding Leased Depts.(NAICS 4521)	\$144,222,297	\$192,061,252	\$-47,838,955	-14.2	24
Other General Merchandise Stores (NAICS 4529)	\$104,377,521	\$280,693,661	\$-176,316,140	-45.8	54
Miscellaneous Store Retailers (NAICS 453)	\$36,619,115	\$80,143,439	\$-43,524,324	-37.3	304
Florists (NAICS 4531)	\$3,781,153	\$13,553,266	\$-9,772,113	-56.4	38
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$5,108,449	\$17,205,684	\$-12,097,235	-54.2	78
Used Merchandise Stores (NAICS 4533)	\$1,259,176	\$5,613,704	\$-4,354,528	-63.4	50
Other Miscellaneous Store Retailers (NAICS 4539)	\$26,470,337	\$43,770,785	\$-17,300,448	-24.6	138
Nonstore Retailers (NAICS 454)	\$109,038,984	\$55,968,016	\$53,070,968	32.2	19
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$85,475,962	\$31,000,643	\$54,475,319	46.8	7
Vending Machine Operators (NAICS 4542)	\$13,350,162	\$1,379,984	\$11,970,178	81.3	5
Direct Selling Establishments (NAICS 4543)	\$10,212,860	\$23,587,389	\$-13,374,529	-39.6	7
Food Services & Drinking Places (NAICS 722)	\$340,871,070	\$994,773,787	\$-653,902,717	-49.0	945
Full-Service Restaurants (NAICS 7221)	\$204,301,361	\$459,260,041	\$-254,958,680	-38.4	560
Limited-Service Eating Places (NAICS 7222)	\$100,212,833	\$231,405,795	\$-131,192,962	-39.6	237
Special Food Services (NAICS 7223)	\$26,685,855	\$150,216,519	\$-123,530,664	-69.8	58
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$9,671,021	\$153,891,432	\$-144,220,411	-88.2	90



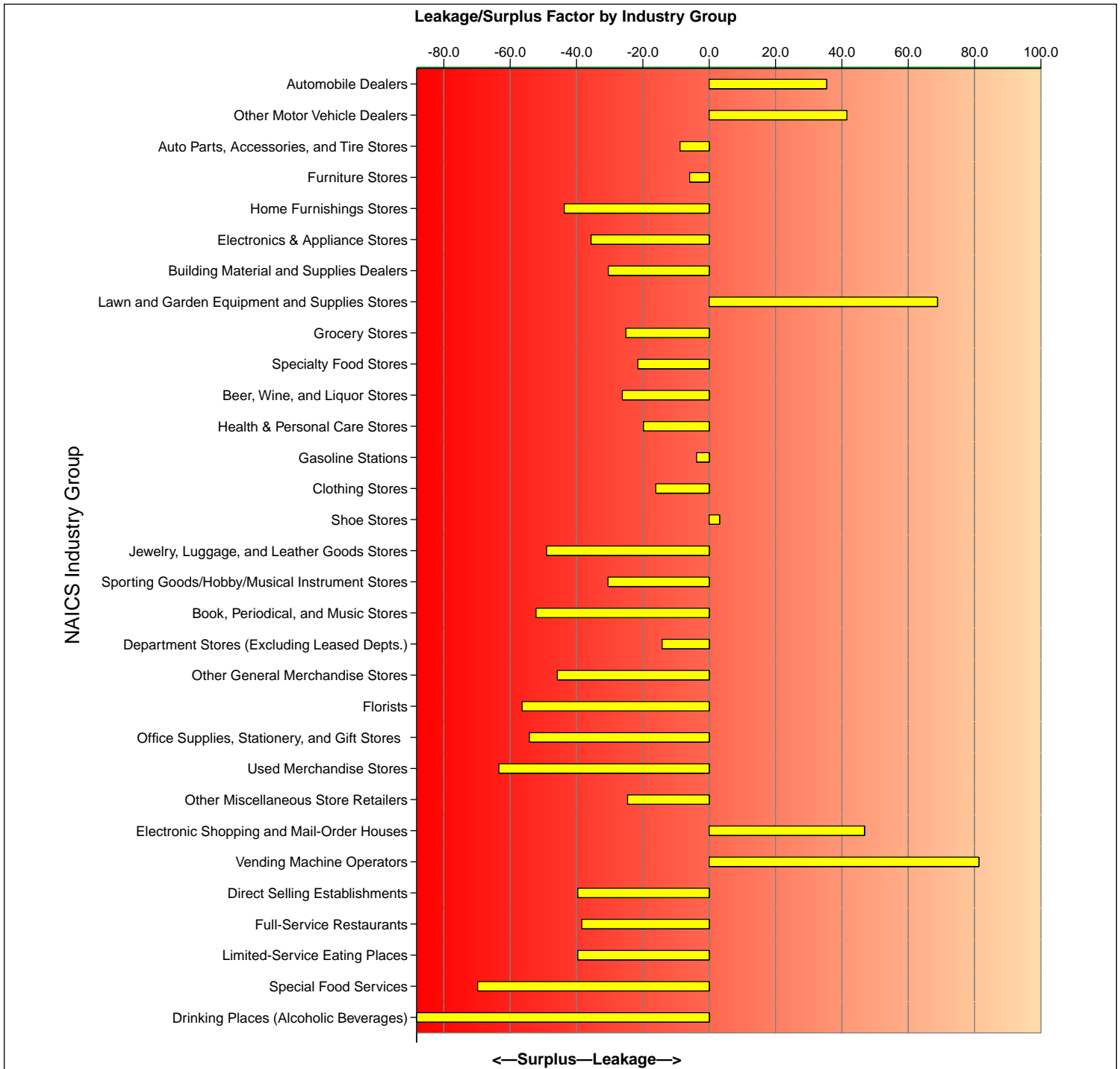
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**Latitude: 44.97757**  
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**Radius: 5 miles**

### Summary Demographics

2009 Population	443,814
2009 Households	190,545
2009 Median Disposable Income	\$41,063
2009 Per Capita Income	\$31,356

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$5,128,353,147	\$5,676,890,173	\$-548,537,026	-5.1	3,912
Total Retail Trade (NAICS 44-45)	\$4,341,489,734	\$4,348,247,788	\$-6,758,054	-0.1	2,638
Total Food & Drink (NAICS 722)	\$786,863,413	\$1,328,642,385	\$-541,778,972	-25.6	1,274

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,044,698,414	\$694,956,872	\$349,741,542	20.1	145
Automobile Dealers (NAICS 4411)	\$933,388,554	\$591,177,597	\$342,210,957	22.4	66
Other Motor Vehicle Dealers (NAICS 4412)	\$64,613,497	\$31,661,915	\$32,951,582	34.2	19
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$46,696,363	\$72,117,360	\$-25,420,997	-21.4	60
Furniture & Home Furnishings Stores (NAICS 442)	\$137,530,233	\$153,806,219	\$-16,275,986	-5.6	134
Furniture Stores (NAICS 4421)	\$86,877,298	\$76,185,206	\$10,692,092	6.6	61
Home Furnishings Stores (NAICS 4422)	\$50,652,935	\$77,621,013	\$-26,968,078	-21.0	73
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$157,109,306	\$270,706,368	\$-113,597,062	-26.6	209
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$174,491,852	\$206,122,386	\$-31,630,534	-8.3	186
Building Material and Supplies Dealers (NAICS 4441)	\$148,977,071	\$194,766,930	\$-45,789,859	-13.3	165
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$25,514,781	\$11,355,456	\$14,159,325	38.4	21
Food & Beverage Stores (NAICS 445)	\$843,981,570	\$1,034,725,881	\$-190,744,311	-10.2	428
Grocery Stores (NAICS 4451)	\$750,494,827	\$927,938,195	\$-177,443,368	-10.6	243
Specialty Food Stores (NAICS 4452)	\$25,244,234	\$21,428,902	\$3,815,332	8.2	127
Beer, Wine, and Liquor Stores (NAICS 4453)	\$68,242,509	\$85,358,784	\$-17,116,275	-11.1	58
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$138,149,474	\$159,678,087	\$-21,528,613	-7.2	180
Gasoline Stations (NAICS 447/4471)	\$670,886,000	\$584,954,159	\$85,931,841	6.8	105
Clothing and Clothing Accessories Stores (NAICS 448)	\$188,806,853	\$186,386,135	\$2,420,718	0.6	350
Clothing Stores (NAICS 4481)	\$154,235,053	\$117,067,877	\$37,167,176	13.7	229
Shoe Stores (NAICS 4482)	\$16,515,512	\$11,938,789	\$4,576,723	16.1	30
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$18,056,288	\$57,379,469	\$-39,323,181	-52.1	91
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$61,683,841	\$100,789,145	\$-39,105,304	-24.1	247
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$33,064,759	\$46,790,054	\$-13,725,295	-17.2	157
Book, Periodical, and Music Stores (NAICS 4512)	\$28,619,082	\$53,999,091	\$-25,380,009	-30.7	90

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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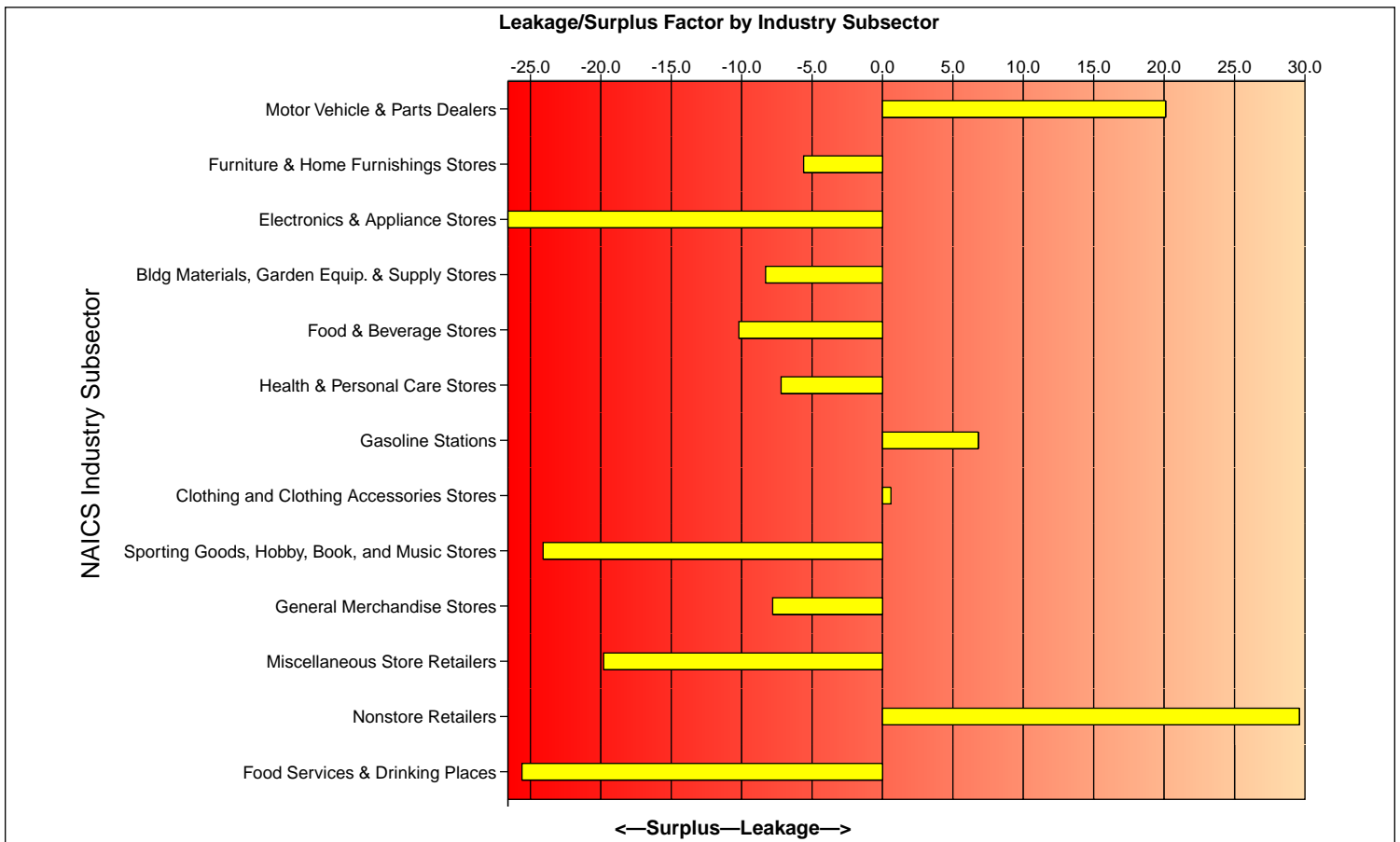


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**Radius: 5 miles**

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$593,596,356	\$693,890,611	\$-100,294,255	-7.8	111
Department Stores Excluding Leased Depts.(NAICS 4521)	\$352,312,090	\$258,306,563	\$94,005,527	15.4	32
Other General Merchandise Stores (NAICS 4529)	\$241,284,266	\$435,584,048	\$-194,299,782	-28.7	79
Miscellaneous Store Retailers (NAICS 453)	\$87,096,191	\$129,999,224	\$-42,903,033	-19.8	505
Florists (NAICS 4531)	\$9,942,713	\$23,200,566	\$-13,257,853	-40.0	66
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$13,232,909	\$28,649,534	\$-15,416,625	-36.8	131
Used Merchandise Stores (NAICS 4533)	\$3,114,367	\$12,257,411	\$-9,143,044	-59.5	93
Other Miscellaneous Store Retailers (NAICS 4539)	\$60,806,202	\$65,891,713	\$-5,085,511	-4.0	215
Nonstore Retailers (NAICS 454)	\$243,459,644	\$132,232,701	\$111,226,943	29.6	38
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$186,848,235	\$65,474,771	\$121,373,464	48.1	14
Vending Machine Operators (NAICS 4542)	\$29,158,810	\$3,060,442	\$26,098,368	81.0	12
Direct Selling Establishments (NAICS 4543)	\$27,452,599	\$63,697,488	\$-36,244,889	-39.8	12
Food Services & Drinking Places (NAICS 722)	\$786,863,413	\$1,328,642,385	\$-541,778,972	-25.6	1,274
Full-Service Restaurants (NAICS 7221)	\$449,625,518	\$589,057,987	\$-139,432,469	-13.4	745
Limited-Service Eating Places (NAICS 7222)	\$250,301,575	\$363,241,372	\$-112,939,797	-18.4	344
Special Food Services (NAICS 7223)	\$63,293,901	\$210,548,353	\$-147,254,452	-53.8	78
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$23,642,419	\$165,794,673	\$-142,152,254	-75.0	107



Source: ESRI and infoUSA®

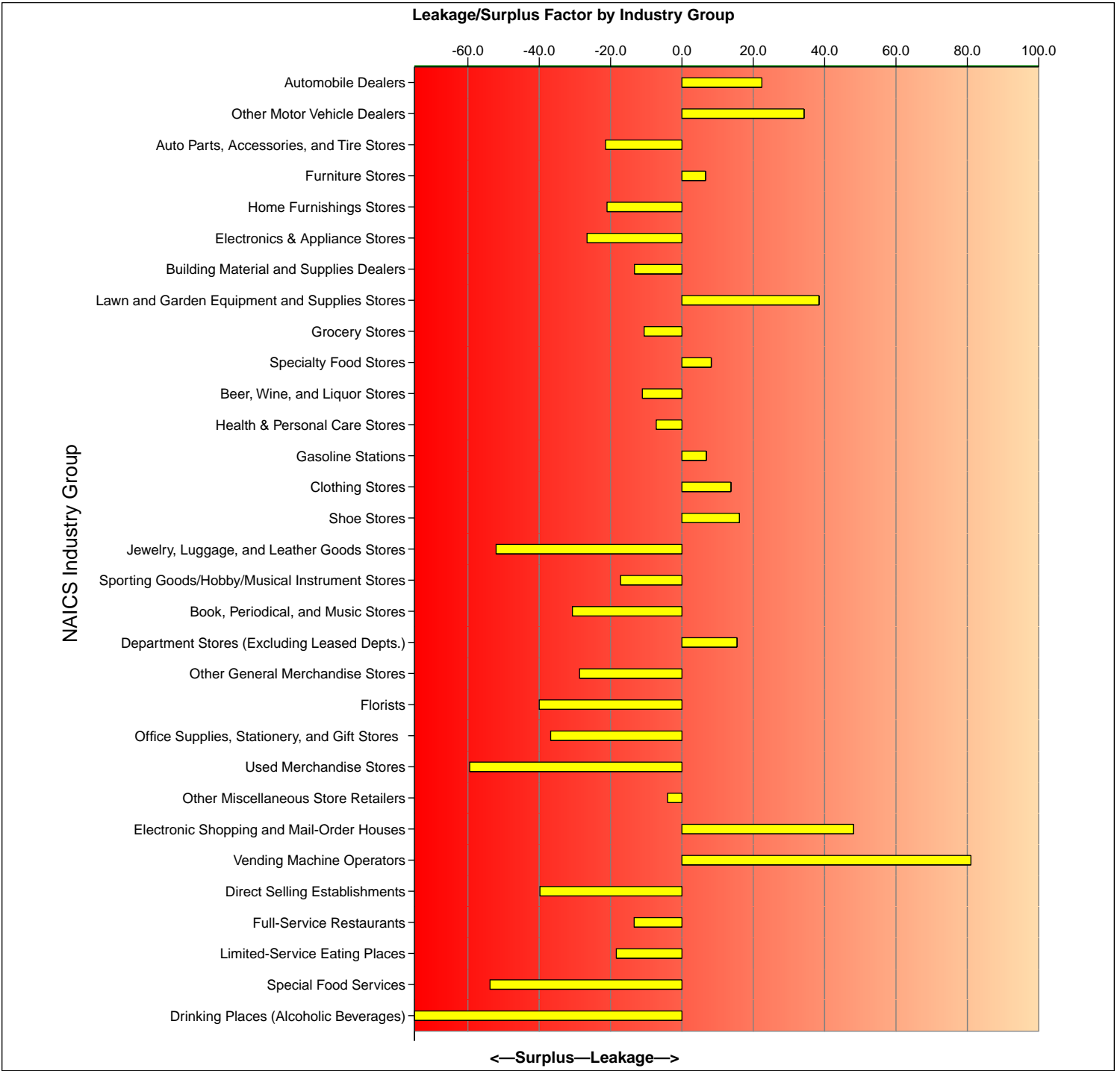


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Leakage/Surplus Factor by Industry Group



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