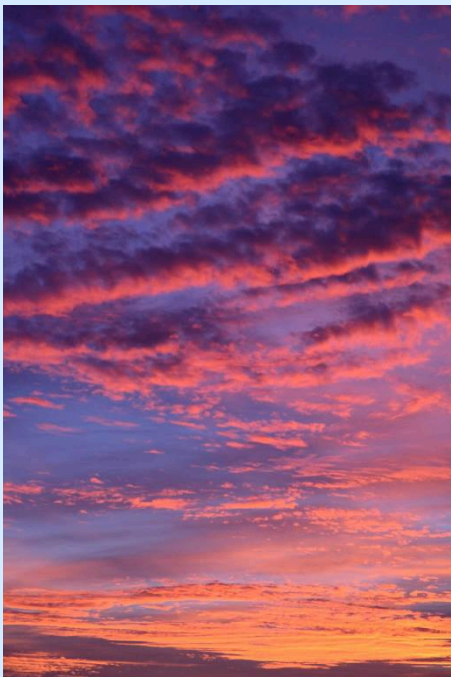
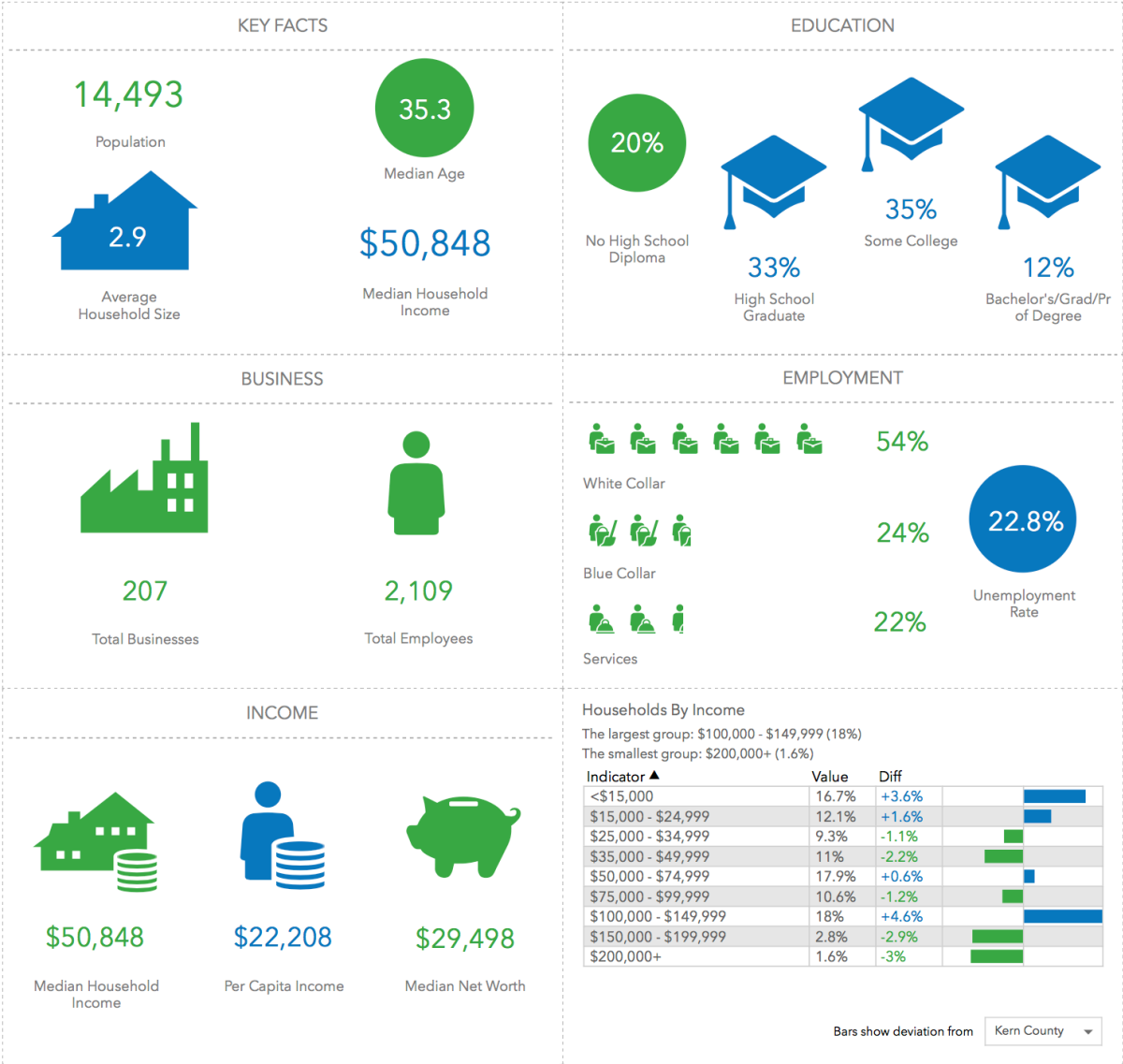


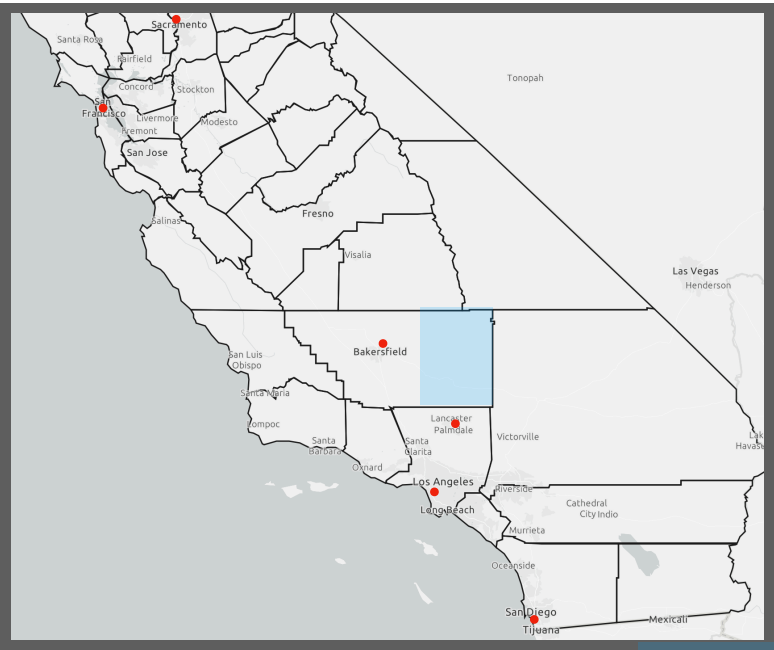
California City

Community Profile 2020



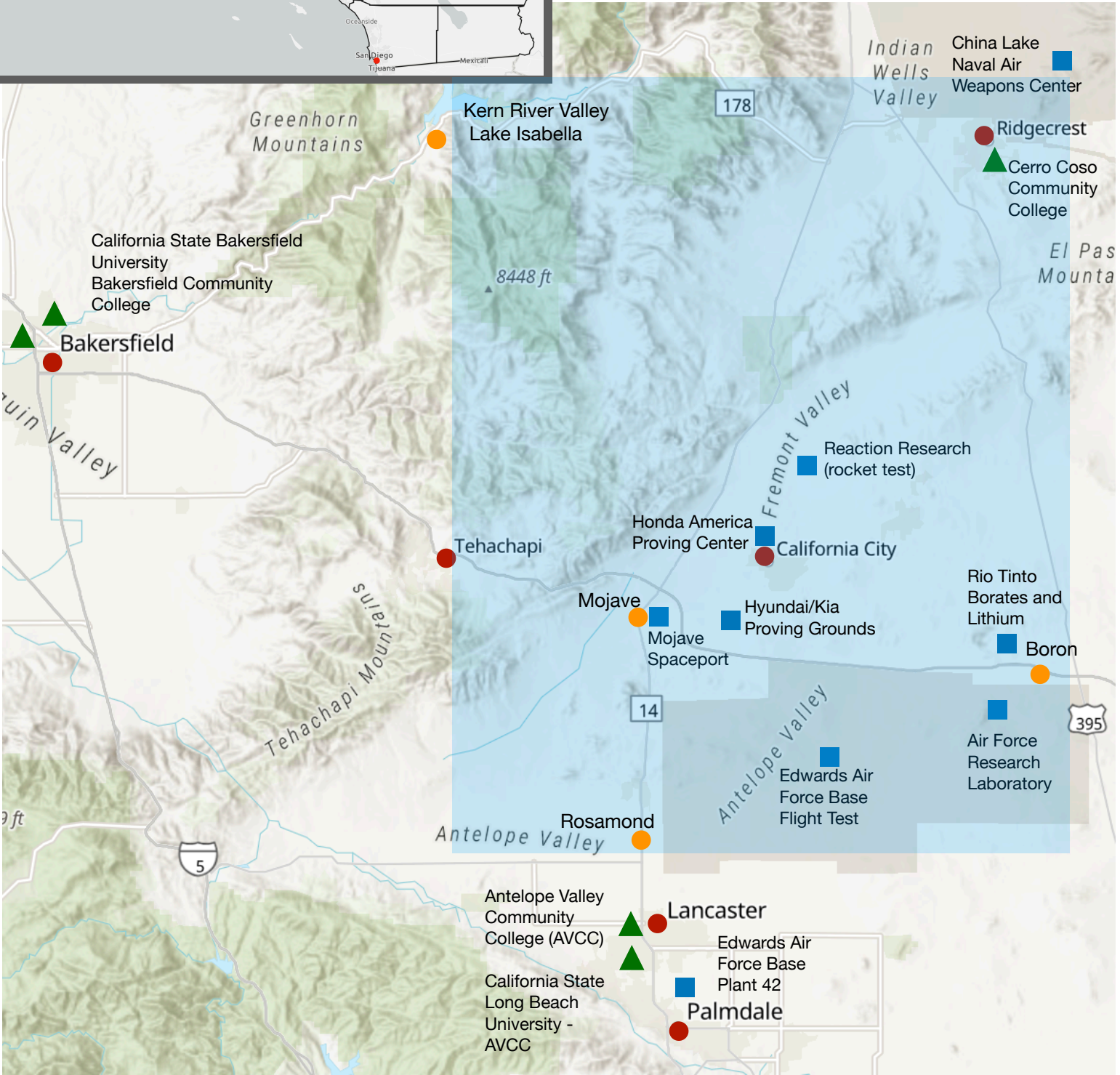
City of California City





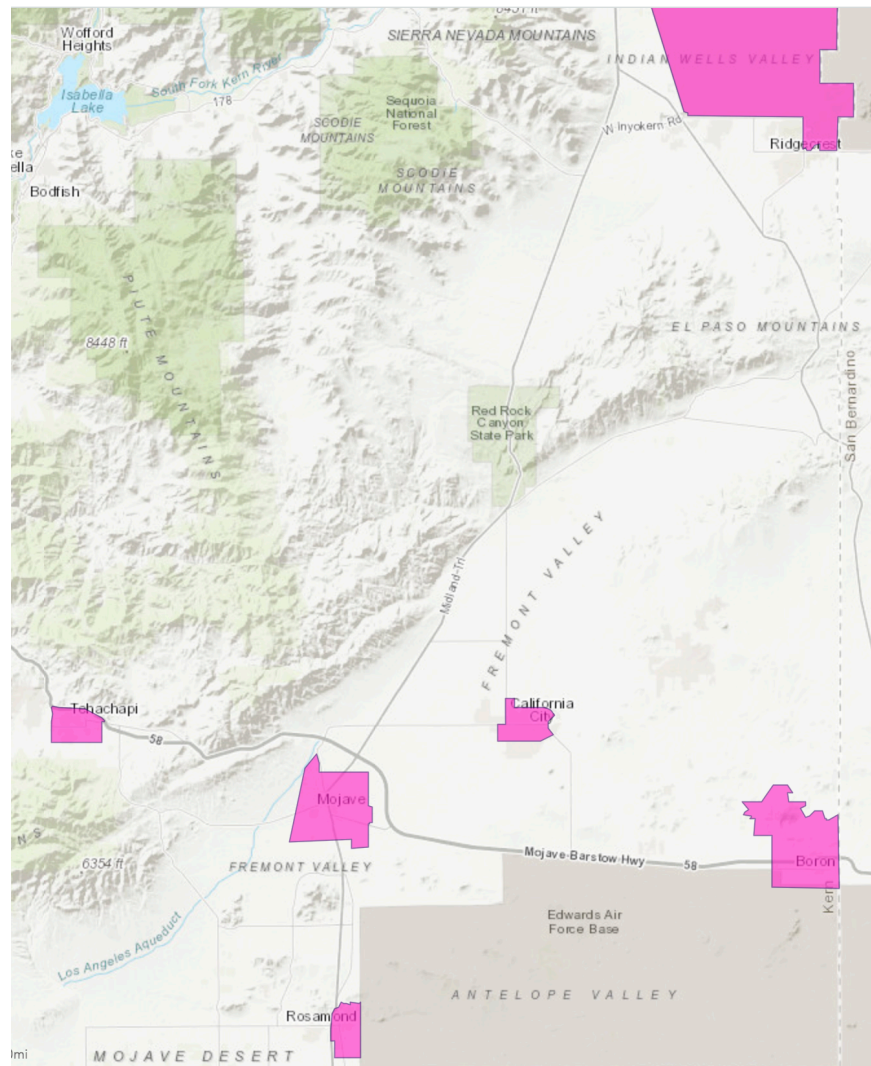
East Kern County

- Major Industry/Research/Employers
- Unincorporated Communities
- Incorporated cities
- ▲ College/University



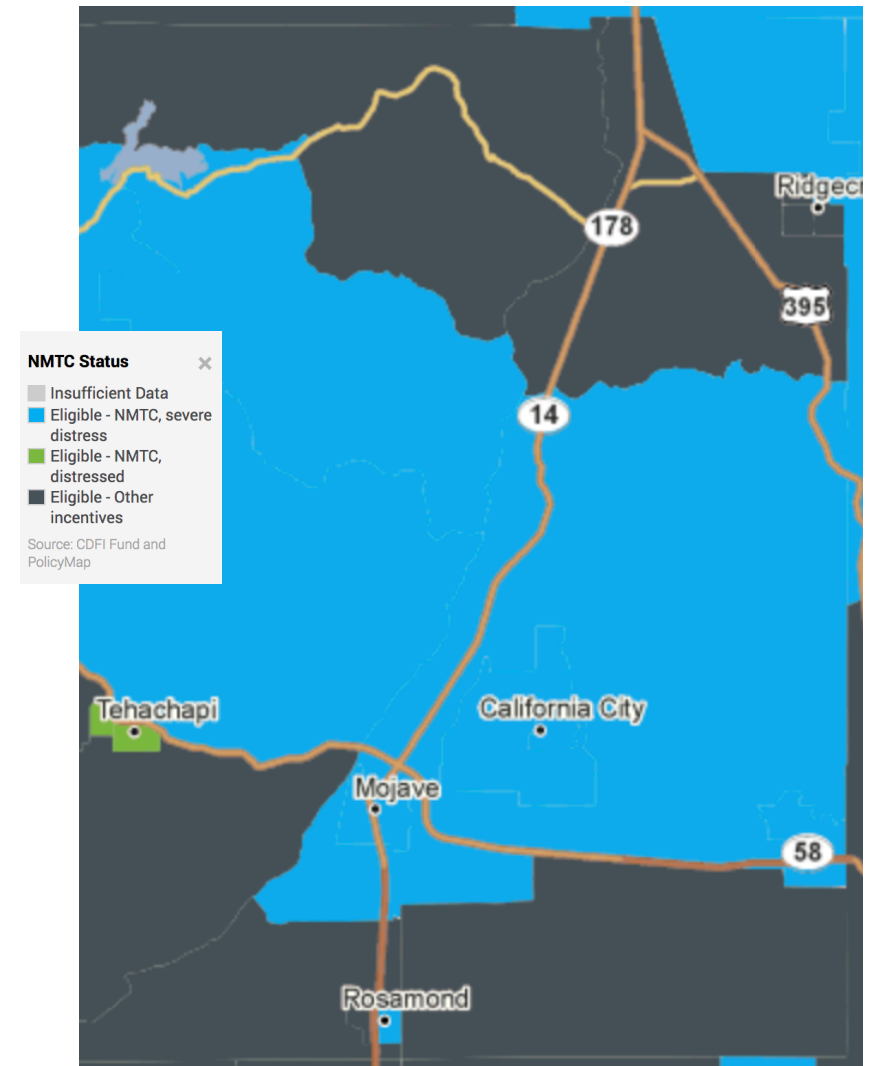
Opportunity Zones

For an interactive map and more information, visit: <https://opportunityzones.hud.gov/resources/map>

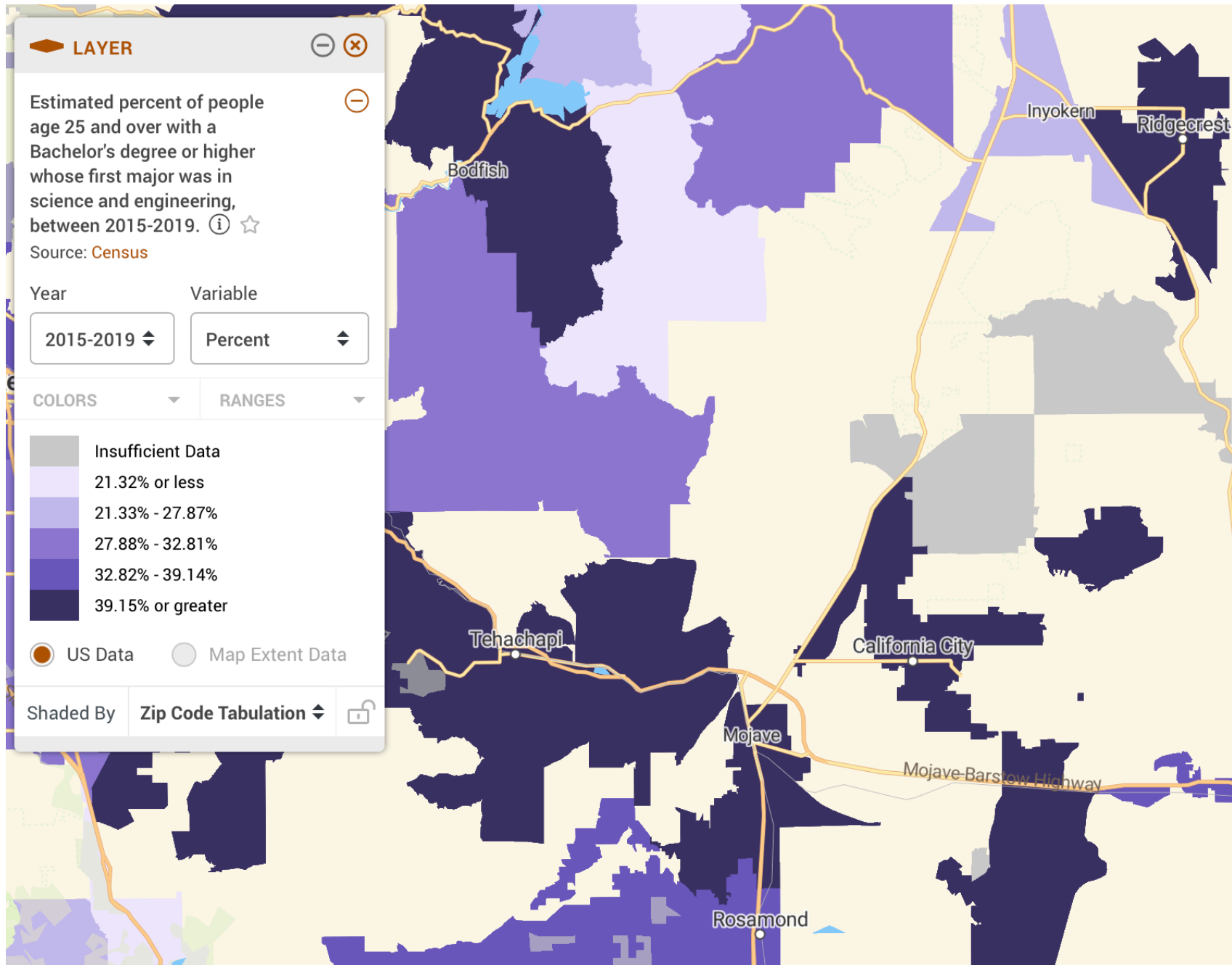


New Market Tax Credit Areas (NMTC)

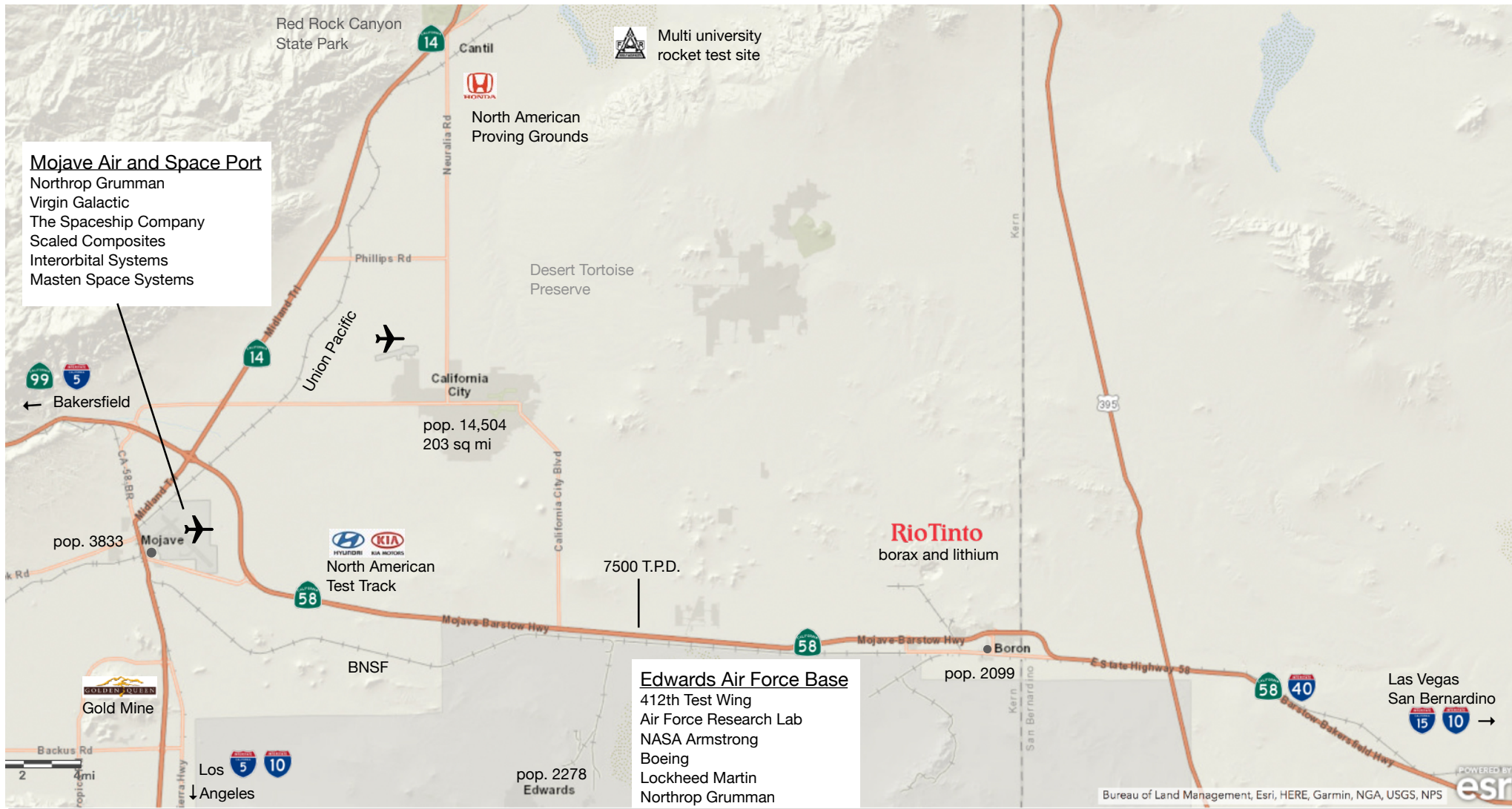
For more information visit: <https://www.cdfifund.gov/Pages/cims3.aspx>



East Kern Science and Engineering Workforce



Southeast Kern County - Innovation and Talent Crossroads



	Some College	AA	Bachelors	Advanced degree
Map Area	4765	1105	1379	551

	Some College/AA	Bachelors/Advanced Degree
Within 30 mile radius	36% or 26,262	14% or 10,213
Within 60 mile radius	34% or 449,422	19% or 251,147

Southern California Trucking Distances



■ The Ports of Los Angeles and Long Beach are the largest and second largest ports in the country.



**Approximate Drive Times
for the
Western States**

Site Selection Factors

- **Government Business Incentives:**

Federal - New Markets Tax Credit Program, Opportunity Zone

State - <http://www.businessportal.ca.gov/incentives/incentives-by-industry/>

County - <https://advancekern.com>

Other incentives:

Electric Power - https://www.sce.com/sites/default/files/inline-files/SCEI15_G1820_Marketing_Kit_ED_Rate_Flyer_AA_1.pdf

Building Design - <https://www.savingsbydesign.com>

Natural Gas - https://www.pge.com/en_US/large-business/services/economic-development/rate-discounts/rate-discounts.page

- **Labor Availability** ^{1 2}

	Daytime	Nighttime	Total leaving community to work
California City Based on two main census tracts	7173	9933	2160
Boron	3094	2157	-937
Mojave	5096	3755	-1341
Outlying (N Edwards, Backus Rd, Cantil, Randsburg, etc)	2872	4892	2020

	15 mile radius	30 miles radius	60 miles radius
Total Population	22,552	72,950	1,321,829

- **Proximity to Engineering Talent**

See maps

- **Housing costs**

Most affordable housing market in California is the City of California City at #1 according Smart Asset³ in 2019.

- **Transportation access**

Map 1 Southeastern Kern - Innovation and Talent

Map 2 Southern California Trucking Distances

Map 3 Western States Approximate Drive Time

¹ESRI "Population Movement Through the Day" <https://www.arcgis.com/home/webmap/viewer.html?webmap=4c1ff156eed9431c9b399cb2cf63a792>

² ESRI Community Analytics - radius data

³ <https://smartasset.com/mortgage/how-much-house-can-i-afford#california>

- **Proximity air service**

Local

City of California City - <https://www.airnav.com/airport/L71>

Mojave - <https://www.airnav.com/airport/KMHV>

Regional

Bakersfield 70mi - <https://www.meadowsfield.com>

Burbank 90mi - <http://hollywoodburbankairport.com>

International

Los Angeles International 110mi - <https://www.flylax.com>

Ontario

- **Proximity to deep-water port**

Long Beach and Port of Los Angeles - 130 miles

<https://www.portoflosangeles.org>

<http://www.polb.com>

Port of Oakland - 340 miles

<https://www.oaklandseaport.com>

- **Telecommunications Capacity**

4G available

- **Fiber optic availability**

Extension would be run from one of these providers depending on location.

RACE/Spectrum/SCE

- **Utility Costs** (gas and electric)

Electric - Southern California Edison https://www.sce.com/sites/default/files/inline-files/SCEI15_G1820_Marketing_Kit_ED_Rate_Flyer_AA_1.pdf

Solar and micro grid - <https://www.bakerenergyteam.com>

Gas

Sempra Energy/Southern California Energy

PG&E - https://www.pge.com/en_US/large-business/services/economic-development/rate-discounts/rate-discounts.page

Proximity to customers⁴

Southern California 22 million

Bay Area/Sacramento - 10 million

- **Speed of express package delivery**

UPS/FedEx - Next day

⁴ www.kerncog.org



Living in Southeastern Kern County is of the slower paced quality with fresh air, clean water, stress free commutes, and sunshine while having world class shopping, entertainment, beaches, mountains, and museums within a two hour drive. There is something for every interest.

Local

Red Rock Canyon State Park
Mountain Biking
Tehachapi Vineyards
Hiking
Feline Conservation Center
Birding (some of best in SW)
Off Roading/Motocross
Desert Tortoise Preserve
Golf

2 hrs or less

High Sierra mountains
Beaches
Los Angeles
World class museums
Pro Sports
Disneyland
Universal Studios
Knott's Berry Farm
Aquarium of the Pacific
Los Angeles Zoo
Hollywood
Six Flags Magic Mountain
Skiing/snowboarding
Sequoia NP

3 hrs or less

Las Vegas
San Diego
Sea World
San Diego Zoo & Safari Park
Lego Land
Mammoth skiing
Joshua Tree NP
Palm Springs
Yosemite NP
Death Valley NP
Paso Robles wine country

Education:

High school programs

All high schools offer dual enrollment/early college classes

California City has an Air Frame and Power Plant certificate program

Colleges

Cerro Coso Community College

Antelope Valley Community College

Bakersfield College Community

Barstow Community College

San Joaquin Junior College

Universities

California State University Bakersfield

California State University Bakersfield - Antelope Valley

California State University Long Beach at Antelope Valley - Engineering Program

Embry Riddle Aeronautical University

University of Phoenix

Brandman University



Market Profile

California City, CA
California City, CA (0609780)
Geography: Place

Prepared by Esri

		California Ci...
Population Summary		
2000 Total Population		8,838
2010 Total Population		14,120
2019 Total Population		14,577
2019 Group Quarters		1,892
2024 Total Population		15,087
2019-2024 Annual Rate		0.69%
2019 Total Daytime Population		10,547
Workers		2,512
Residents		8,035
Household Summary		
2000 Households		3,071
2000 Average Household Size		2.86
2010 Households		4,102
2010 Average Household Size		2.80
2019 Households		4,362
2019 Average Household Size		2.91
2024 Households		4,521
2024 Average Household Size		2.92
2019-2024 Annual Rate		0.72%
2010 Families		2,897
2010 Average Family Size		3.30
2019 Families		3,060
2019 Average Family Size		3.40
2024 Families		3,163
2024 Average Family Size		3.42
2019-2024 Annual Rate		0.66%
Housing Unit Summary		
2000 Housing Units		3,578
Owner Occupied Housing Units		57.6%
Renter Occupied Housing Units		28.3%
Vacant Housing Units		14.2%
2010 Housing Units		5,210
Owner Occupied Housing Units		47.5%
Renter Occupied Housing Units		31.2%
Vacant Housing Units		21.3%
2019 Housing Units		5,434
Owner Occupied Housing Units		46.2%
Renter Occupied Housing Units		34.0%
Vacant Housing Units		19.7%
2024 Housing Units		5,654
Owner Occupied Housing Units		47.2%
Renter Occupied Housing Units		32.8%
Vacant Housing Units		20.0%
Median Household Income		
2019		\$50,742
2024		\$59,290
Median Home Value		
2019		\$109,530
2024		\$123,008
Per Capita Income		
2019		\$21,719
2024		\$25,205
Median Age		
2010		34.7
2019		35.2
2024		35.4

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

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

March 17, 2020



Market Profile

California City, CA
California City, CA (0609780)
Geography: Place

Prepared by Esri

		California Ci...
2019 Households by Income		
Household Income Base		4,362
<\$15,000		14.5%
\$15,000 - \$24,999		13.0%
\$25,000 - \$34,999		9.2%
\$35,000 - \$49,999		12.5%
\$50,000 - \$74,999		18.8%
\$75,000 - \$99,999		9.7%
\$100,000 - \$149,999		19.0%
\$150,000 - \$199,999		2.2%
\$200,000+		1.1%
Average Household Income		\$62,076
2024 Households by Income		
Household Income Base		4,522
<\$15,000		12.1%
\$15,000 - \$24,999		10.7%
\$25,000 - \$34,999		8.1%
\$35,000 - \$49,999		10.7%
\$50,000 - \$74,999		18.1%
\$75,000 - \$99,999		11.1%
\$100,000 - \$149,999		24.3%
\$150,000 - \$199,999		3.4%
\$200,000+		1.6%
Average Household Income		\$73,511
2019 Owner Occupied Housing Units by Value		
Total		2,513
<\$50,000		9.7%
\$50,000 - \$99,999		35.6%
\$100,000 - \$149,999		25.0%
\$150,000 - \$199,999		7.8%
\$200,000 - \$249,999		11.8%
\$250,000 - \$299,999		1.6%
\$300,000 - \$399,999		0.7%
\$400,000 - \$499,999		1.9%
\$500,000 - \$749,999		1.6%
\$750,000 - \$999,999		2.7%
\$1,000,000 - \$1,499,999		1.7%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$170,623
2024 Owner Occupied Housing Units by Value		
Total		2,665
<\$50,000		10.1%
\$50,000 - \$99,999		30.8%
\$100,000 - \$149,999		19.8%
\$150,000 - \$199,999		8.4%
\$200,000 - \$249,999		14.9%
\$250,000 - \$299,999		2.4%
\$300,000 - \$399,999		1.1%
\$400,000 - \$499,999		2.1%
\$500,000 - \$749,999		2.2%
\$750,000 - \$999,999		5.8%
\$1,000,000 - \$1,499,999		2.4%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$213,424

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

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

March 17, 2020



Market Profile

California City, CA
California City, CA (0609780)
Geography: Place

Prepared by Esri

		California Ci...
2010 Population by Age		
Total		14,120
0 - 4		7.0%
5 - 9		6.4%
10 - 14		6.7%
15 - 24		13.4%
25 - 34		16.8%
35 - 44		15.9%
45 - 54		15.2%
55 - 64		10.1%
65 - 74		5.2%
75 - 84		2.5%
85 +		0.7%
18 +		75.6%
2019 Population by Age		
Total		14,575
0 - 4		6.9%
5 - 9		6.7%
10 - 14		6.5%
15 - 24		12.1%
25 - 34		17.4%
35 - 44		14.2%
45 - 54		11.7%
55 - 64		12.2%
65 - 74		7.9%
75 - 84		3.5%
85 +		0.9%
18 +		76.4%
2024 Population by Age		
Total		15,087
0 - 4		7.0%
5 - 9		6.8%
10 - 14		6.9%
15 - 24		11.7%
25 - 34		16.9%
35 - 44		15.4%
45 - 54		10.8%
55 - 64		10.4%
65 - 74		8.8%
75 - 84		4.3%
85 +		0.9%
18 +		75.5%
2010 Population by Sex		
Males		8,334
Females		5,786
2019 Population by Sex		
Males		8,177
Females		6,398
2024 Population by Sex		
Males		8,422
Females		6,665

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

March 17, 2020



Market Profile

California City, CA
California City, CA (0609780)
Geography: Place

Prepared by Esri

		California Ci...
2010 Population by Race/Ethnicity		
Total		14,120
White Alone		65.1%
Black Alone		15.2%
American Indian Alone		0.9%
Asian Alone		2.6%
Pacific Islander Alone		0.4%
Some Other Race Alone		10.1%
Two or More Races		5.6%
Hispanic Origin		38.1%
Diversity Index		76.4
2019 Population by Race/Ethnicity		
Total		14,577
White Alone		59.0%
Black Alone		16.5%
American Indian Alone		1.0%
Asian Alone		3.2%
Pacific Islander Alone		0.4%
Some Other Race Alone		13.3%
Two or More Races		6.6%
Hispanic Origin		39.9%
Diversity Index		80.4
2024 Population by Race/Ethnicity		
Total		15,088
White Alone		56.6%
Black Alone		16.8%
American Indian Alone		1.0%
Asian Alone		3.5%
Pacific Islander Alone		0.4%
Some Other Race Alone		14.8%
Two or More Races		6.9%
Hispanic Origin		43.3%
Diversity Index		82.2
2010 Population by Relationship and Household Type		
Total		14,120
In Households		81.5%
In Family Households		70.6%
Householder		20.5%
Spouse		14.0%
Child		29.4%
Other relative		3.7%
Nonrelative		3.0%
In Nonfamily Households		10.9%
In Group Quarters		18.5%
Institutionalized Population		18.5%
Noninstitutionalized Population		0.0%

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

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

March 17, 2020



Market Profile

California City, CA
California City, CA (0609780)
Geography: Place

Prepared by Esri

		California Ci...
2019 Population 25+ by Educational Attainment		
Total		9,888
Less than 9th Grade		5.8%
9th - 12th Grade, No Diploma		14.2%
High School Graduate		26.2%
GED/Alternative Credential		6.6%
Some College, No Degree		29.0%
Associate Degree		6.6%
Bachelor's Degree		7.3%
Graduate/Professional Degree		4.3%
2019 Population 15+ by Marital Status		
Total		11,651
Never Married		39.4%
Married		42.0%
Widowed		3.1%
Divorced		15.4%
2019 Civilian Population 16+ in Labor Force		
Civilian Employed		86.1%
Civilian Unemployed (Unemployment Rate)		13.9%
2019 Employed Population 16+ by Industry		
Total		4,297
Agriculture/Mining		0.5%
Construction		8.0%
Manufacturing		6.7%
Wholesale Trade		1.3%
Retail Trade		11.1%
Transportation/Utilities		5.7%
Information		1.5%
Finance/Insurance/Real Estate		5.7%
Services		42.0%
Public Administration		17.4%
2019 Employed Population 16+ by Occupation		
Total		4,297
White Collar		49.5%
Management/Business/Financial		12.1%
Professional		16.5%
Sales		10.3%
Administrative Support		10.6%
Services		26.3%
Blue Collar		24.2%
Farming/Forestry/Fishing		0.7%
Construction/Extraction		5.8%
Installation/Maintenance/Repair		7.0%
Production		4.3%
Transportation/Material Moving		6.3%
2010 Population By Urban/ Rural Status		
Total Population		14,120
Population Inside Urbanized Area		0.0%
Population Inside Urbanized Cluster		77.3%
Rural Population		22.7%

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

March 17, 2020



Market Profile

California City, CA
California City, CA (0609780)
Geography: Place

Prepared by Esri

		California Ci...
2010 Households by Type		
Total		4,102
Households with 1 Person		23.1%
Households with 2+ People		76.9%
Family Households		70.6%
Husband-wife Families		48.3%
With Related Children		22.5%
Other Family (No Spouse Present)		22.4%
Other Family with Male Householder		7.0%
With Related Children		4.6%
Other Family with Female Householder		15.4%
With Related Children		11.6%
Nonfamily Households		6.2%
All Households with Children		39.3%
Multigenerational Households		5.1%
Unmarried Partner Households		8.8%
Male-female		8.2%
Same-sex		0.5%
2010 Households by Size		
Total		4,102
1 Person Household		23.1%
2 Person Household		31.1%
3 Person Household		17.6%
4 Person Household		12.4%
5 Person Household		8.6%
6 Person Household		3.7%
7 + Person Household		3.5%
2010 Households by Tenure and Mortgage Status		
Total		4,102
Owner Occupied		60.3%
Owned with a Mortgage/Loan		49.5%
Owned Free and Clear		10.8%
Renter Occupied		39.7%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units		5,210
Housing Units Inside Urbanized Area		0.0%
Housing Units Inside Urbanized Cluster		94.0%
Rural Housing Units		6.0%

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

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

March 17, 2020



Market Profile

California City, CA
California City, CA (0609780)
Geography: Place

Prepared by Esri

California Ci...

Top 3 Tapestry Segments

1. Middleburg (4C)
2. Down the Road (10D)
3. American Dreamers (7C)

2019 Consumer Spending

Apparel & Services: Total \$	\$6,834,254
Average Spent	\$1,566.77
Spending Potential Index	73
Education: Total \$	\$4,414,409
Average Spent	\$1,012.01
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$10,185,430
Average Spent	\$2,335.04
Spending Potential Index	71
Food at Home: Total \$	\$16,591,252
Average Spent	\$3,803.59
Spending Potential Index	74
Food Away from Home: Total \$	\$11,802,087
Average Spent	\$2,705.66
Spending Potential Index	74
Health Care: Total \$	\$18,878,338
Average Spent	\$4,327.91
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$6,869,841
Average Spent	\$1,574.93
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$2,896,229
Average Spent	\$663.97
Spending Potential Index	75
Shelter: Total \$	\$57,004,767
Average Spent	\$13,068.49
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,809,659
Average Spent	\$1,790.38
Spending Potential Index	72
Travel: Total \$	\$6,848,954
Average Spent	\$1,570.14
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$3,723,149
Average Spent	\$853.54
Spending Potential Index	75

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

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

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

March 17, 2020



Retail MarketPlace Profile

California City, CA
California City, CA (0609780)
Geography: Place

Prepared by Esri

Summary Demographics

2019 Population	14,577
2019 Households	4,362
2019 Median Disposable Income	\$41,861
2019 Per Capita Income	\$21,719

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$140,714,078	\$229,858,695	-\$89,144,617	-24.1	37
Total Retail Trade	44-45	\$127,284,692	\$225,547,542	-\$98,262,850	-27.8	25
Total Food & Drink	722	\$13,429,386	\$4,311,153	\$9,118,233	51.4	12

2017 Industry Group

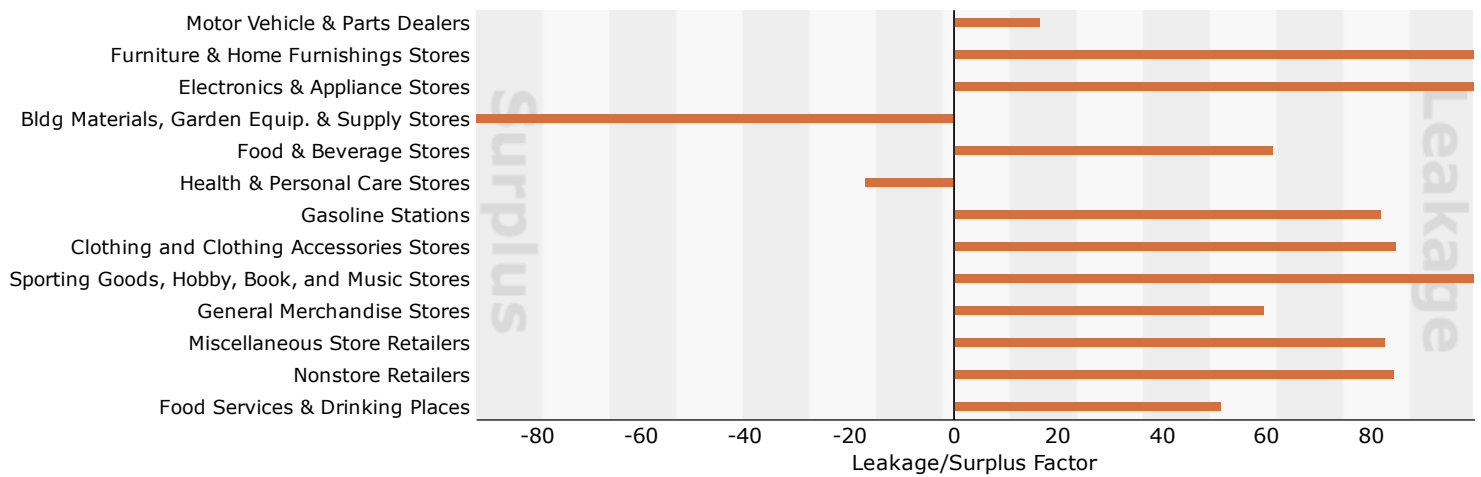
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,211,769	\$19,379,184	\$7,832,585	16.8	4
Automobile Dealers	4411	\$21,640,513	\$0	\$21,640,513	100.0	0
Other Motor Vehicle Dealers	4412	\$3,308,372	\$16,957,059	-\$13,648,687	-67.3	1
Auto Parts, Accessories & Tire Stores	4413	\$2,262,884	\$2,422,125	-\$159,241	-3.4	3
Furniture & Home Furnishings Stores	442	\$4,646,085	\$0	\$4,646,085	100.0	0
Furniture Stores	4421	\$2,433,020	\$0	\$2,433,020	100.0	0
Home Furnishings Stores	4422	\$2,213,065	\$0	\$2,213,065	100.0	0
Electronics & Appliance Stores	443	\$4,548,976	\$0	\$4,548,976	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,810,934	\$180,870,914	-\$173,059,980	-91.7	3
Bldg Material & Supplies Dealers	4441	\$7,292,904	\$180,870,914	-\$173,578,010	-92.2	3
Lawn & Garden Equip & Supply Stores	4442	\$518,030	\$0	\$518,030	100.0	0
Food & Beverage Stores	445	\$20,489,966	\$4,912,514	\$15,577,452	61.3	5
Grocery Stores	4451	\$17,558,997	\$3,654,007	\$13,904,990	65.5	3
Specialty Food Stores	4452	\$1,452,908	\$0	\$1,452,908	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,478,061	\$1,258,507	\$219,554	8.0	2
Health & Personal Care Stores	446,4461	\$8,841,895	\$12,444,338	-\$3,602,443	-16.9	4
Gasoline Stations	447,4471	\$11,714,634	\$1,157,528	\$10,557,106	82.0	2
Clothing & Clothing Accessories Stores	448	\$8,653,338	\$698,317	\$7,955,021	85.1	2
Clothing Stores	4481	\$6,235,911	\$698,317	\$5,537,594	79.9	2
Shoe Stores	4482	\$1,109,029	\$0	\$1,109,029	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,308,398	\$0	\$1,308,398	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,916,205	\$0	\$3,916,205	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,389,804	\$0	\$3,389,804	100.0	0
Book, Periodical & Music Stores	4512	\$526,401	\$0	\$526,401	100.0	0
General Merchandise Stores	452	\$21,114,546	\$5,340,919	\$15,773,627	59.6	2
Department Stores Excluding Leased Depts.	4521	\$12,455,107	\$4,267,591	\$8,187,516	49.0	1
Other General Merchandise Stores	4529	\$8,659,439	\$1,073,328	\$7,586,111	77.9	1
Miscellaneous Store Retailers	453	\$4,789,871	\$448,783	\$4,341,088	82.9	2
Florists	4531	\$203,626	\$0	\$203,626	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,065,174	\$0	\$1,065,174	100.0	0
Used Merchandise Stores	4533	\$484,980	\$296,144	\$188,836	24.2	1
Other Miscellaneous Store Retailers	4539	\$3,036,091	\$152,639	\$2,883,452	90.4	1
Nonstore Retailers	454	\$3,546,473	\$295,045	\$3,251,428	84.6	1
Electronic Shopping & Mail-Order Houses	4541	\$3,119,650	\$295,045	\$2,824,605	82.7	1
Vending Machine Operators	4542	\$56,928	\$0	\$56,928	100.0	0
Direct Selling Establishments	4543	\$369,895	\$0	\$369,895	100.0	0
Food Services & Drinking Places	722	\$13,429,386	\$4,311,153	\$9,118,233	51.4	12
Special Food Services	7223	\$274,026	\$0	\$274,026	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$276,233	\$0	\$276,233	100.0	0
Restaurants/Other Eating Places	7225	\$12,879,127	\$4,311,153	\$8,567,974	49.8	12

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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

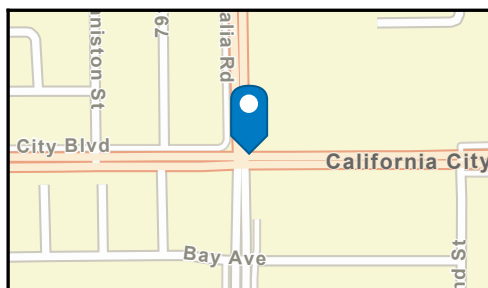
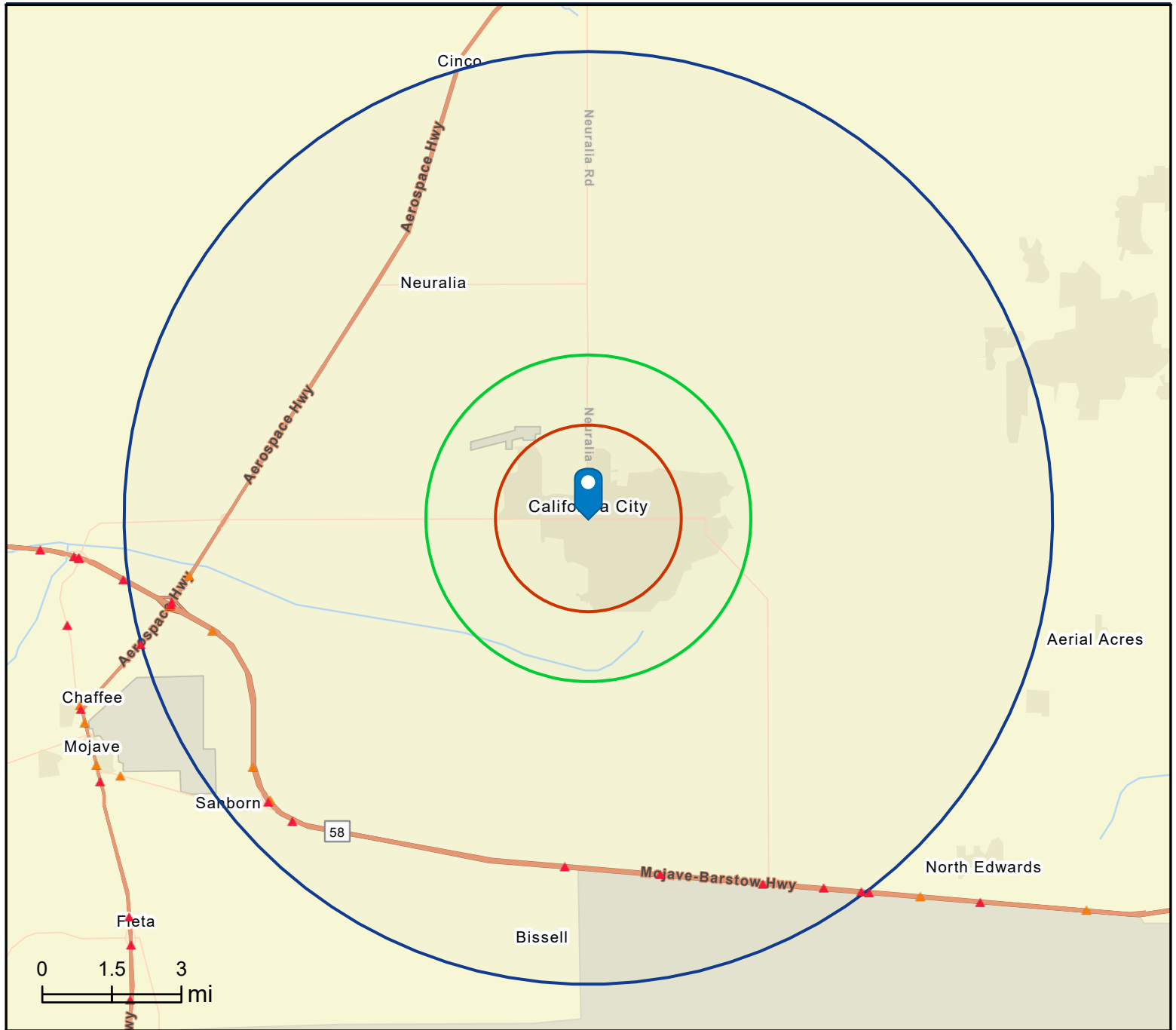
March 17, 2020

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day

