

2016

Grounds for Development: In-Line Properties



#3 on USA Today's Fastest Growing Economies (2013)

Home to the largest employer and port in Mississippi

Pascagoula-Gautier School District named 100 Best Communities for Young People in America (2010, 2011, and 2012)

Jackson County, Mississippi's county seat

For more information, please contact:

Jen Dearman
Director of Community and Economic Development
P.O. Box 908
630 Delmas Avenue
Pascagoula, MS 39568
(228) 938-6651 ph
(228) 938-6637 fax
jdearman@cityofpascagoula.com

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City Manager
P.O. Box 908
630 Watts Avenue
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jhuffman@cityofpascagoula.com

HARRY J. BLEVINS
MAYOR

JOSEPH R. HUFFMAN
CITY MANAGER

EDDIE C. WILLIAMS
CITY ATTORNEY



CITY COUNCIL

MARVIN PICKETT, SR.	Councilman, Ward 1
FREDDY JACKSON	Councilman, Ward 2
DAVID TADLOCK	Councilman, Ward 3
BURT HILL	Councilman, Ward 4
SCOTT TIPTON	Councilman, Ward 5
BRENDA H. SIMKINS	Councilwoman at Large

603 WATTS AVE. • P.O. DRAWER 908
PASCAGOULA, MS 39568-0908 • TELEPHONE 228-938-6605
FAX 228-372-6851

“A Great Place to Live, Work, and Play!”

On behalf of the Pascagoula City Council, I want to encourage you to consider Pascagoula for your business expansion plans. The City of Pascagoula is Mississippi's Flagship City. As the economic engine for our state and the region, Pascagoula employment figures exceed those of other communities in several categories. Within the corporate limits of Pascagoula, Ingalls Shipyard has approximately 12,000 employees. Likewise, other major industries located in our metropolitan statistical area contribute greatly to our community in the areas of employment to the extent that Pascagoula was recently ranked the Nation's 3rd fastest growing economy by the U.S. Council of Mayors as reported by USA Today and The Wall Street Journal.

Pascagoula has everything it needs to support your business, no matter how big or small. Thriving industries have paved the way for entrepreneurs to pursue their dreams of business ownership with the help of business incubators, Main Street programs, tax incentives, and the assistance of the Jackson County Chamber of Commerce. Small businesses and a calendar full of festivals and events add vibrance and character to the City. From the largest employer in the State of Mississippi to the smallest start-up, the City of Pascagoula is dedicated to meeting business needs and living up to its slogan, “A great place to live, work, and play”.

As you will note in this document, Pascagoula offers prime commercial site locations and available existing buildings suited for most business users.

In closing, I want to offer you the opportunity to make the most of your investment options. Choose Pascagoula, Mississippi's Flagship City!

Sincerely,

A handwritten signature in cursive script that reads "Harry J. Blevins".

Harry J. Blevins
Mayor



A Great Place to Live, Work, & Play!

CITY OF PASCAGOULA COMMUNITY PROFILE

The City of Pascagoula, one of Mississippi's largest cities, is the Seat of Jackson County. The village of Pascagoula was incorporated in 1838. In 1904, Pascagoula and the village of Scranton, which had formed around the railroad station now located in downtown Pascagoula, were combined and incorporated as the City of Pascagoula. Pascagoula is home to the largest employer in the state, Huntington Ingalls Shipbuilding.

www.cityofpascagoula.com

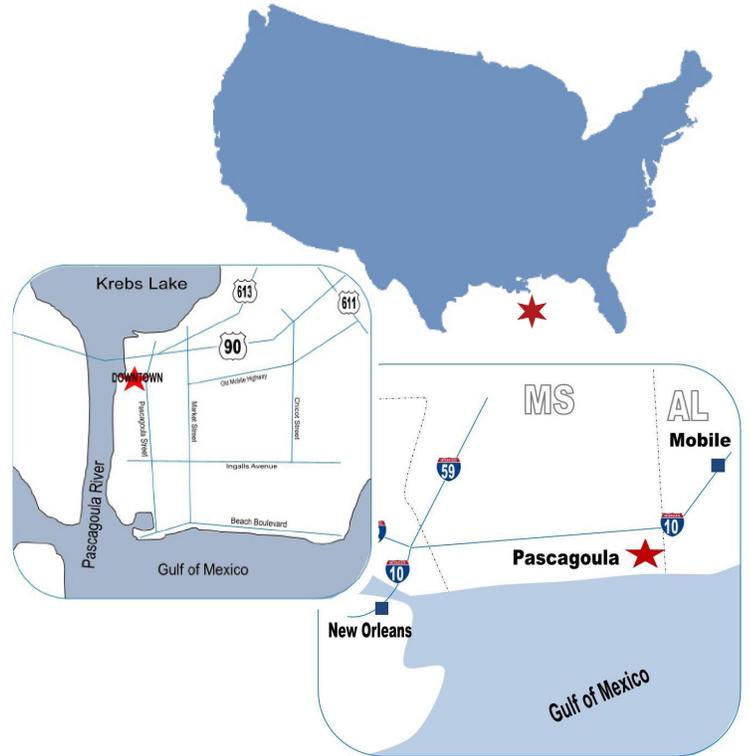
Pascagoula Quick Facts

Population (2010)	22,392
Median Age	34.97
Households	8,481
Median Household Income	\$41,929
Incorporated Square Miles	15.38
Acres of Parks	200
Median House Value	\$104,440
Organization Budget	\$25,000,000
Population Estimate (2030)	30,250

Services: Police, Water, Sewer, Street, Storm Drainage, Parks, Recreation, Open Space

In travel time, the City is located thirty minutes east of Biloxi, Mississippi and two hours east of New Orleans, Louisiana. The City is thirty minutes west of Mobile, Alabama and four hours south of Jackson, Mississippi. With Highways 90, 613, and 63 transversing it, Pascagoula can easily access Interstate 10 just to its north.

- 30 Minutes to Biloxi, Mississippi
- 30 Minutes to Mobile, Alabama
- 2 hours to New Orleans, Louisiana



Airports

Trent Lott International Airport	(8 miles)
Mobile Regional Airport	(34 miles)
Biloxi-Gulfport International Airport	(39 miles)
Louis Armstrong New Orleans	(121 miles)



LABOR FORCE

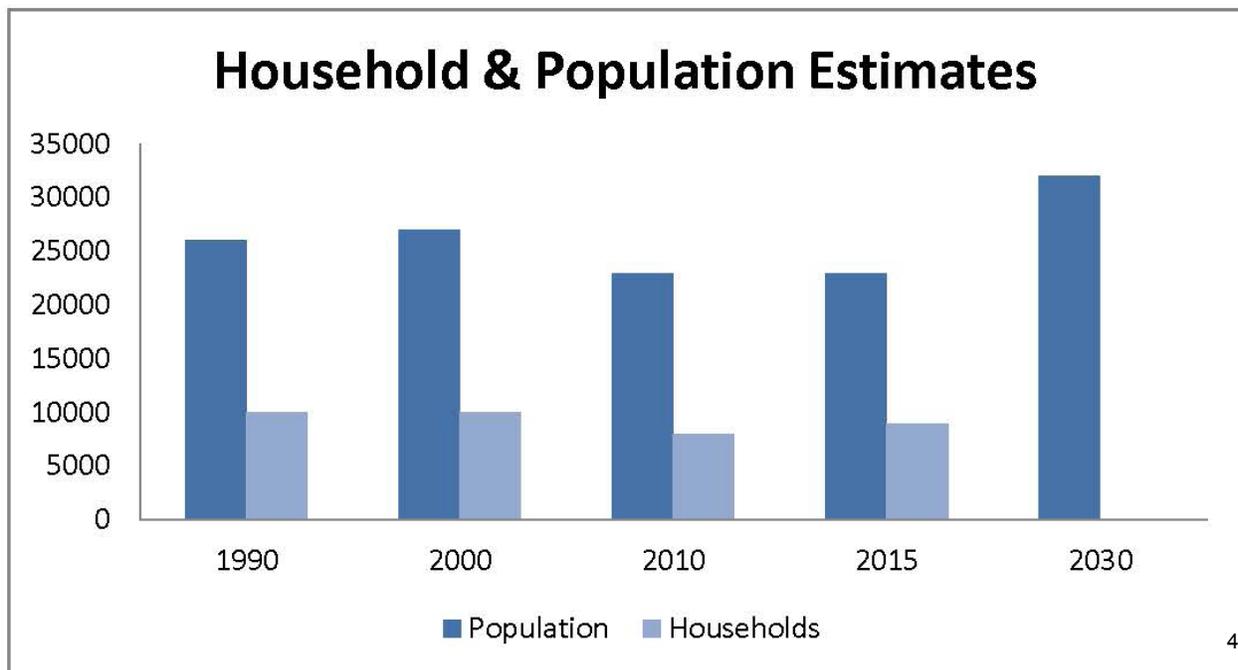
The City of Pascagoula is the county seat of Jackson County, which is the third most populous county in Mississippi and is home to the state's largest employer, Ingalls Shipbuilding. Numerous Jackson County employers — including Chevron, Ingalls Shipbuilding and countless others — build their success with the help of a remarkable pool of employees who deliver top quality in often complex positions.

Businesses with operations in Jackson County, Mississippi can count on motivated employees who are committed to their work and proud of their community's reputation for excellence.

Major Area Employers		No. Employees
1	Huntington Ingalls Shipbuilding	11300
2	Chevron Refinery	3500
3	Singing River Health System	2300
4	Signal International	2250
5	VT Halter Marine	1700
6	Pascagoula-Gautier School District	1150
7	Jackson County	775
8	SUP Ship Conversion and Repair	400
9	MS Power Company	280
10	City of Pascagoula	275



Median Household Income	
Pascagoula	\$41,929
Mississippi	\$37,881
United States	\$51,914



EDUCATION

Pascagoula's population is educated, affluent, skilled diverse and dynamic. For three consecutive years, the Pascagoula-Gautier School District (PGSD) has been named one of America's Promise Alliance's 100 Best Communities for Young People. The national award was given to the PGSD to recognize its outstanding and innovative work in addressing the dropout crisis and making it an outstanding place for youth to live, learn and grow. On the college level, Pascagoula is positioned next to the 2011 Aspen Finalist, MS Gulf Coast Community College, and between five universities with seven convenient campuses.



For more information
visit our website at
www.cityofpascagoula.com

Pascagoula School District

The Pascagoula-Gautier School District (PSD) is a public school district that houses approximately 7,500 students in 19 elementary school (K-5), middle school (6-8), high school (9-12), and specialty school campuses that serve the cities of Gautier and Pascagoula, MS.

Established in 1912, the PSD has a current school budget of \$78 million and employs over 1,100 teachers, administrators, instructional, and other support personnel.

Colleges/Universities

MS Gulf Coast Community College <i>(Jackson County Campus - 7 miles)</i>
University of Southern Mississippi <i>(Gulf Park Campus - 44 miles)</i> <i>(Hattiesburg Campus - 94 miles)</i>
William Carey University <i>(Tradition Campus - 30 miles)</i> <i>(Hattiesburg Campus - 93 miles)</i>
University of South Alabama <i>(37 miles)</i>
Spring Hill College <i>(39 miles)</i>
University of Mobile <i>(48 miles)</i>

Private Education

Resurrection Catholic Elementary
Resurrection Catholic Middle and High School
Bethel Christian Academy
Grace Christian School

Economic Development

The Department of Community and Economic Development works to bring all possible opportunities to the City. The Department acts as an advocate to recruit new businesses, retain existing businesses, and guide stakeholders to resources. The Department also partners with other City departments to ease the permitting, zoning, and incentives processes.

For information on steps to starting a business in Pascagoula, available properties, and demographics, visit the www.cityofpascagoula.com and click on the Business tab at top or contact the Director of Community and Economic Development, Jen Dearman, at (228) 938-6651 or jdearman@cityofpascagoula.com.



Medical Facilities

Singing River Health Systems

Singing River Health System is a governmental entity organized and existing pursuant to the community hospital statutes of the State of Mississippi operating as a not-for-profit organization. Singing River Health System is one of the largest employers on the Mississippi Gulf Coast, providing jobs for more than 2,700 residents of Jackson County and surrounding areas. SRHS provided \$185 million for employees' salaries and benefits in 2011. Direct and indirect impact from SRHS on Jackson County is an estimated 4,050 jobs and \$259 million per year in wages.

Pascagoula, MS Jackson County

Location

Pascagoula is a city in Jackson County, Mississippi. It is the principal city of the Pascagoula, Mississippi Metropolitan Statistical Area, as a part of the Gulfport-Biloxi-Pascagoula, Mississippi Combined Statistical Area. Pascagoula is located at 302149N, 883231W (30.363656, -88.542041), along the Mississippi Sound at the mouth of the Pascagoula River.



Business Climate

Pascagoula is the premier industrial city of Mississippi. Pascagoula is home to the states largest employer, Huntington Ingalls Shipbuilding "America's Shipbuilder." Other major industries include the nation's largest Chevron refinery, First Chemical/Dupont, VT Halter, and Signal International, an oil platform builder.

Contact

Jen Dearman
Department of Community and Economic Development
Phone: (228) 938-6651
E-mail: jdearman@cityofpascagoula.com

Demographic Information

Population

Population:	2014
Labor Market Population:	22,318
Data Source: ESRI demographic and income profile - STDB; MDES Annual Labor Force Report	57,980

Households

	2006	2014
Total Number of Households:	10,020	8,459
Average Household Size:	2.49	2.53
Median Household Income:	\$36,164.00	\$40,998.00
Data Source: ESRI demographic and income profile - STDB		

Educational Attainment: Population - Age 25 Plus

	2011
Associate Degree:	11 %
Bachelor's Degree:	14 %
Graduate or Professional Degree:	11 %

Metro Area Distances

City	Driving Distance (miles)	Flight Time	Days by Truck	Days by Rail
Atlanta, GA	365	1 hr 10 min	0	0
Dallas, TX	592	1hr 50 min	0	0
Jackson, MS	186	N/A	0	0
Memphis, TN	393	3 hrs 15 min	0	0
New Orleans, LA	111	N/A	0	0

Labor Force Characteristics

Annual Labor Force Report: JACKSON County

2015 Average Residence Based Amounts:

Civilian Labor Force: 57,960

Unemployed: 4,450

Rate: 7.7

Employed: 53,510

2015 Average Establishment Based Amounts:

Manufacturing: 14,340

Non-manufacturing: 37,010

Leading Employers

	Product or Service	Employees
Chevron Refinery	One of the top petroleum refineries in the US	3,600
Huntington Ingalls Shipbuilding	Manufacturing, engineering and management services	10,380
Singing River Health System	Health Care	2,465

Local Government

Type of Government:	Council-Manager
Comprehensive City Plan:	Yes
Year Plan Completed:	2010
Strategic City Plan:	Yes
Year Plan Completed:	2010
City Zoning Ordinance in Effect:	Yes
County Zoning Ordinance in Effect:	Yes
Percent of Streets Paved:	100.0

Local Government Services

Community & Economic Development:	Grants Management & Growing the Economy
Fire Department:	Fire Fighting & Rescue
Parks & Recreation:	Leisure Services
Planning & Building:	Permits
Planning & Zoning Department:	Reviews Development Plans
Police Department:	Law Enforcement
Public Works Department:	Public Works Services

Utilities

Water

Provider Name:	City of Pascagoula Utilities Department
Rated Capacity (mgd):	5.4
Average Capacity (mgd):	2.8
Peak Demand (mgd):	3.6
Storage Capacity (gallons):	4,025,000

Sewer

Provider Name:	City of Pascagoula Utilities Department
Rated Capacity (mgd):	0
Average Daily Demand (mgd):	2.5
Peak Demand (mgd):	0

Electric

Provider Name:	Mississippi Power
Peak Demand (kW):	2,484,000
Generation Capacity (MW):	3,867
Customers Served (state):	186,490
Customers Served (system):	4,504,000

Provider Name:	Singing River Electric
Peak Demand (kW):	442,071
Generation Capacity (MW):	0
Customers Served (state):	71,682 in MS; 329 in AL
Customers Served (system):	72,011

Transportation

Interstates and Highways

In travel time, the City is located thirty minutes east of Biloxi, Mississippi and two hours east of New Orleans, Louisiana. The City is thirty minutes west of Mobile, Alabama and four hours south of Jackson, Mississippi. With Highways 90, 613, and 63 transversing it, Pascagoula can easily access Interstate 10 just to its north.

30 Minutes to Biloxi, Mississippi
30 Minutes to Mobile, Alabama
2 hours to New Orleans, Louisiana

Motor Freight

Motor Carriers:	11
Local Terminals:	0

Railroads

CSX Transportation (CSXT); east/west
Kansas City Southern (KCS); north/south
Canadian National (CN); connects to CSXT via MSE

Piggyback Ramp Available:

Distance to Nearest Piggyback:	0
Intermodal Services Available:	

Airport

Gulfport-Biloxi International - 9 nonstop flights to Houston and connections to Dallas/Ft Worth, Memphis, Charlotte, Atlanta, Orlando-Sanford, Ft Lauderdale, and Tampa with a 9,002 ft all weather jet runway.

Mobile Regional Airport with flights to Atlanta, Houston, Charlotte, Dallas/Ft Worth, and Chicago O'Hare

Waterway

Gulf of Mexico
Pascagoula River - about 80 miles long, with permits available for boating, fishing, & hunting. The Pascagoula River is the largest free-flowing river in the continental U.S.

Public Transportation Network

Coast Transit Authority (CTA) serves the three coastal counties and all incorporated cities in these counties. They currently provide Fixed Route and ADA/Paratransit Services in Biloxi, Gautier, Gulfport, Ocean Springs & Pascagoula.

Taxation Structure

Actual Valuation (2015):	\$234,509,404.00
Bond Indebtedness (2015)	
General Obligation:	\$2,680,000.00
Revenue:	\$3,590,000.00
County:	\$0.00
School:	\$0.00

General Comments:

The City's budget for the fiscal year ending September 30, 2015 totals \$33,510,860 for the General Fund and \$62,091,904 for all funds.

The City's fiscal year 2015 operations are financed (in part) by General Fund millage of 32.17 mills.

The City's general obligation bonded debt capacity at September 30, 2014 was \$35,176,411 (15%) and \$41,282,791 (20%).

Quality of Life

Commercial Services

Number of Hotels and Motels:	22
Number of Rooms Available:	610
Number of Conference Centers:	2
Capacity of Largest Conference Center:	450

Education

Elementary and Secondary Education Overview

The Pascagoula-Gautier School District (PGSD) is a public school district with approximately 7500 students in 19 elementary (K-5), middle (6-8), high school (9-12), and specialty campuses that serve the cities of Gautier and Pascagoula, MS. The PGSD has a budget of \$78 million and employs over 1,100 people. The PGSD is a long-standing member of the SACS accreditation agency, has two Blue Ribbon high schools, and has a 4 out of 5 from the MS Dept. of Education Office of Accreditation.

Higher Education Overview

Colleges within 50 miles of Pascagoula, MS:

Bishop State Community College-Mobile, AL
MGCCC-Perkinston Campus, Perkinston, MS
MGCCC-Gautier Campus, Gautier, MS
MGCCC-Jefferson Davis Campus, Gulfport, MS
Miller-Motte Technical College-Gulfport, MS
Spring Hill College-Mobile, AL
Tulane University Biloxi Campus-Biloxi, MS
University of South Alabama-Mobile, AL
Virginia College-Biloxi, MS
William Carey University Tradition Campus-Biloxi, MS

Health Facilities and Personnel

Number of Hospitals:	1
Total Number of Beds:	435
Number of Outpatient Clinics:	6
Number of Medical Doctors:	290
Number of Dentists:	6
Number of Registered Nurses:	925
Number of Practical Nurses:	25



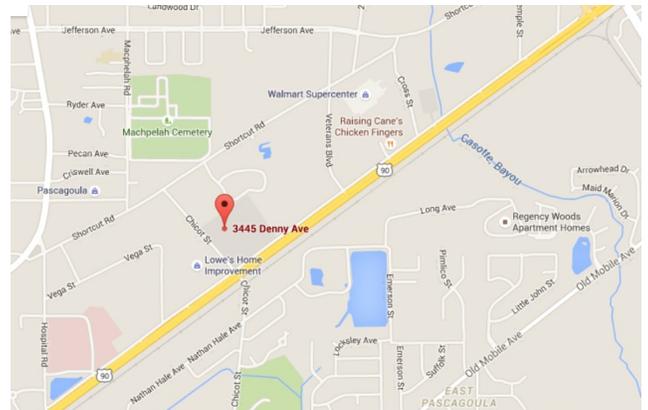
In-Line Development Site Locations



1. 3802 Hospital Road
2. 3345 Denny Avenue
3. 3527 Denny Ave
4. 5606 Telephone Road

3445 Denny Avenue (Chicot Crossing)

City Contact: Jen Dearman
Phone: (228) 938-6651
Email: jdearman@cityofpascagoula.com



Looking for Potential Tenants

Large retail space located on busy street. Lots of potential. Current tenants include Aarons, Dollar Tree, Save A Lot, Cato, Burke's, UPS Store and Sally Beauty Supply.

Property Characteristics:

- Conveniently located on Hwy 90
- Great visibility with extreme traffic counts

Realtor Contact:

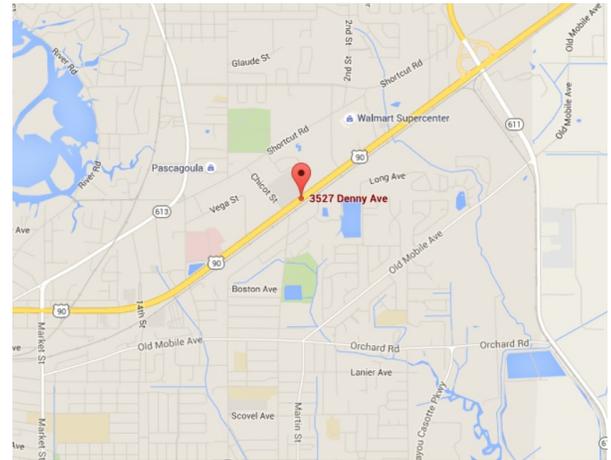
CP1 Commercial Properties, Melissa Trolinger (334) 730-4106

Specifications:

- **Buildings:** 1
- **Floors:** 1
- **Sq Ft:** 4,800 sq. ft.
- **Year built:** 1972
- **Rental Rate:** \$10.86 sq. ft
- **Daily Traffic Count:** 27,000
- **Fire Protection:** City of Pascagoula
- **Electric:** MS Power
- **Water:** City of Pascagoula
- **Waste Water:** City of Pascagoula

3527 Denny Avenue (Chicot Crossing)

City Contact: Jen Dearman
Phone: (228) 938-6651
Email: jdearman@cityofpascagoula.com



Looking for Potential Tenants

Large retail space located on busy street. Lots of potential. Current tenants include Aarons, Dollar Tree, Save A Lot, Cato, Burke's and Sally Beauty Supply.

Property Characteristics:

- Conveniently located on Hwy 90
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Realtor Contact:

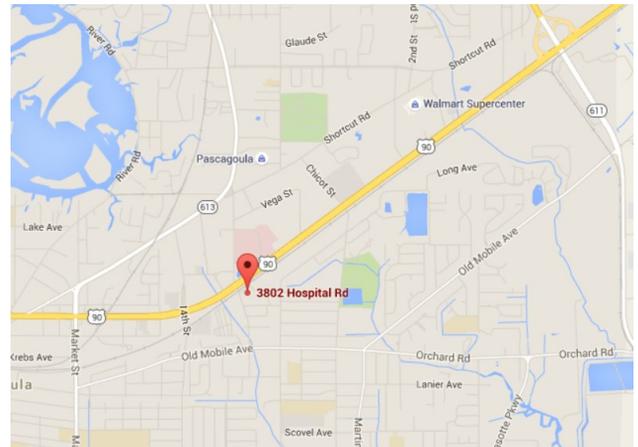
CP1 Commercial Properties, Melissa Trolinger (334) 730-4106

Specifications:

- **Buildings:** 1
- **Floors:** 1
- **Sq Ft:** 1, 152 sq. ft.
- **Year built:** 1972
- **Rental Rate:** \$10.86 sq. ft
- **Daily Traffic Count:** 27,000
- **Fire Protection:** City of Pascagoula
- **Electric:** MS Power
- **Water:** City of Pascagoula
- **Waste Water:** City of Pascagoula

3802 Hospital Road

City Contact: Jen Dearman
Phone: (228) 938-6651
Email: jdearman@cityofpascagoula.com



Looking for Potential Tenants

Large retail space located on busy street. Lots of potential. Current tenants include Pizza Hut, Sudz Laundry and Family Dental Care.

Property Characteristics:

- Conveniently located off Hwy 90
- Great visibility with extreme traffic counts

Realtor Contact:

Cumbest Realty, Mark Cumbest (228) 588-6213

Specifications:

- **Buildings:** 1
- **Floors:** 1
- **Sq Ft:** 1,500 sq. ft.
- **Daily Traffic Count:** 17,000
- **Fire Protection:** City of Pascagoula
- **Electric:** MS Power
- **Water:** City of Pascagoula
- **Waste Water:** City of Pascagoula

5606 Telephone Road (One Main Place)

City Contact: Jen Dearman
Phone: (228) 938-6651
Email: jdearman@cityofpascagoula.com



Looking for Potential Tenants

Large retail space in a highly visible corner shopping center located on busy street with several vacancies. Lots of potential. Current anchor tenant is Dollar General.

Property Characteristics:

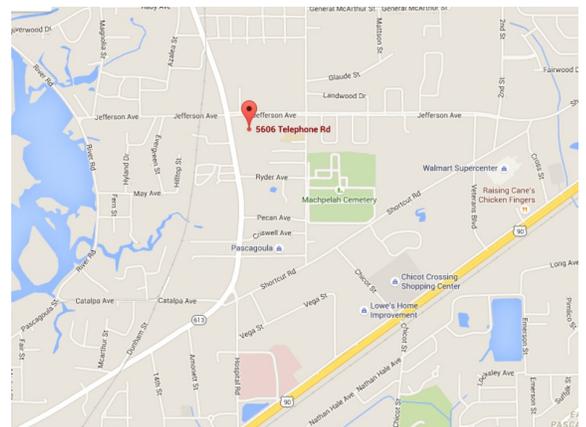
- Space A: 21,603 sq. ft.
- Space B: 26, 138 sq. Ft
- Space C: 5,100 Sq. Ft
- Parking spaces: 352

Realtor Contact:

CP1 Commercial Properties, Melissa Trolinger
(334) 730-4106

Specifications:

- **Sq Ft Available:** 52, 886
- **Year Built:** 1988
- **Daily Traffic Count:** 23,000
- **Fire Protection:** City of Pascagoula
- **Electric:** MS Power
- **Water:** City of Pascagoula
- **Waste Water:** City of Pascagoula



Pascagoula, Miss.



3841 GREEN HILLS VILLAGE DRIVE
 NASHVILLE, TENNESSEE 37215
 PHONE (615) 268-5444 FAX (615) 383-6866

250 WASHINGTON STREET
 PRATTVILLE, ALABAMA 36067
 PHONE (334) 361-8500 FAX (334) 365-4183

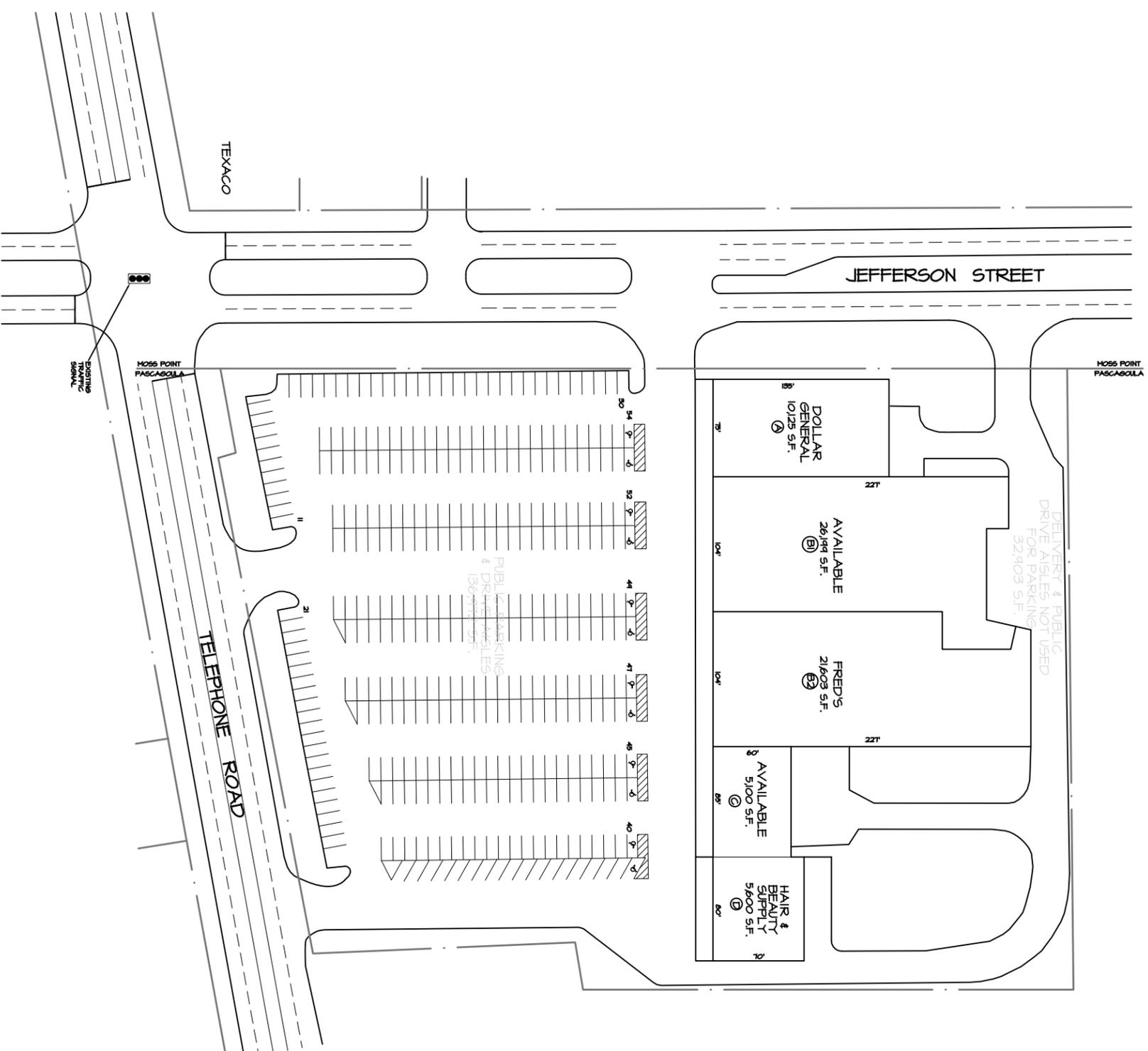
463 OHIO PIKE
 CINCINNATI, OHIO 45255
 PHONE (513) 528-5000 FAX (513) 528-5444

ONE MAIN

TELEPHONE ROAD
 AND
 JEFFERSON STREET
 PASCAGOULA, MISS.

LEASE DATA SUMMARY

SPACE	TENANT	SIZE (S.F.)
A	DOLLAR GENERAL	10,200
B1	AVAILABLE	26,194
B2	FRED'S	21,603
C	AVAILABLE	5,100
D	HAIR & BEAUTY SUPPLY	5,600



SITE PLAN

DRAWING
 JeffersonSt_3

DATE
 12-03-04

DRAWN BY
 J K-raus

REVISIONS DATE
 04-21-10

REVISED BY
 S. Apornowicz

SCALE
 1" = 100'



Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

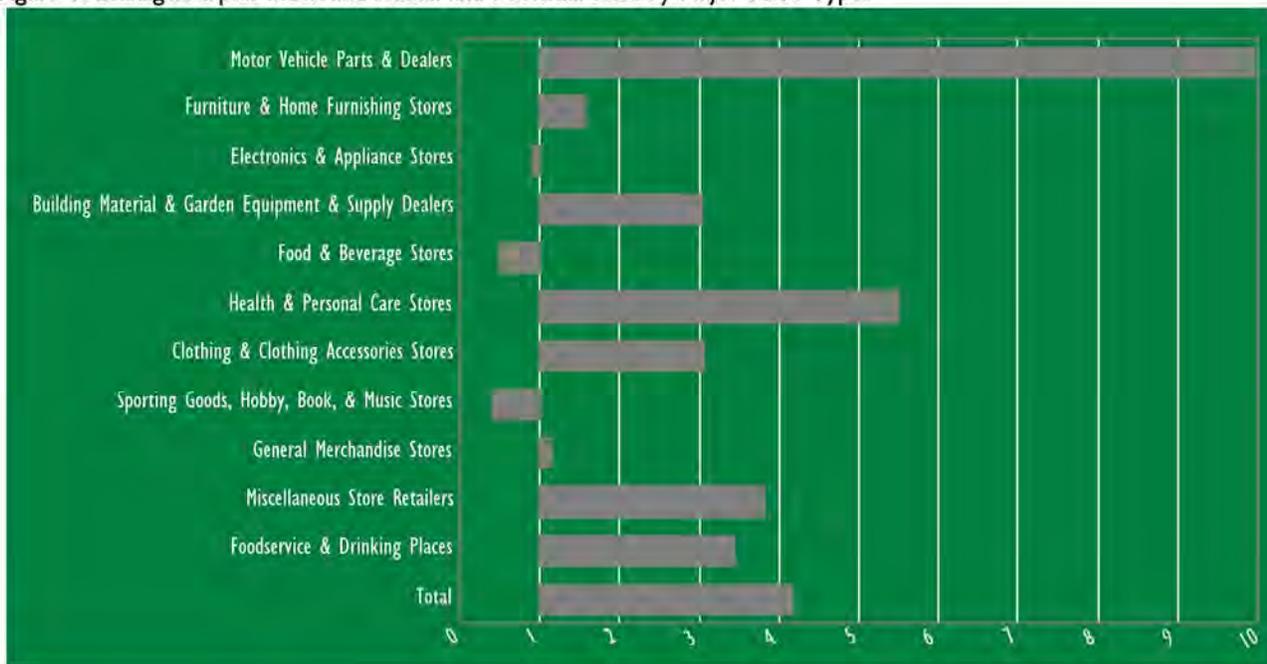
1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

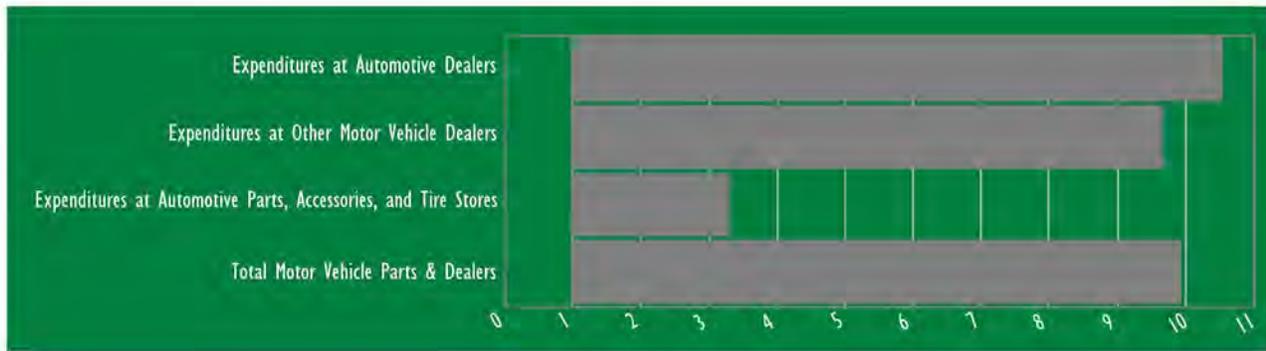
Figure 1 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 1. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



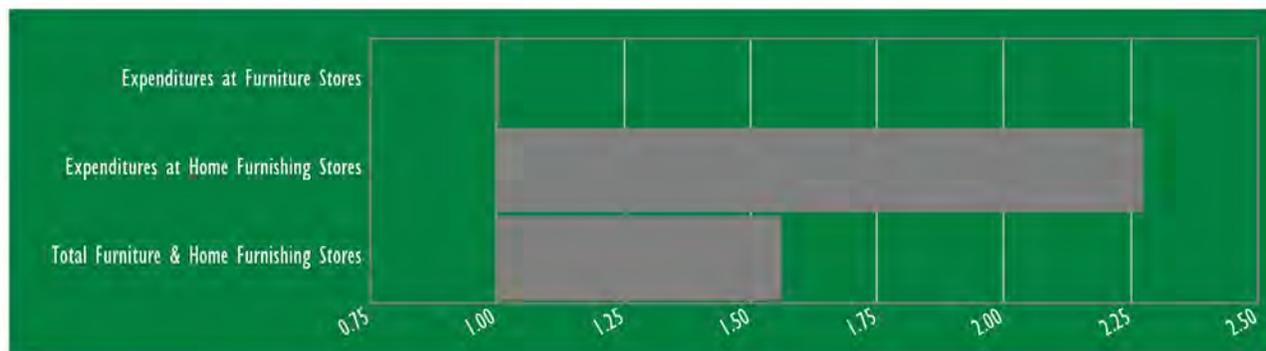
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	22,632,705	225,273,866	10.0
Furniture & Home Furnishing Stores	2,486,215	3,883,890	1.6
Electronics & Appliance Stores	2,395,226	2,152,478	0.9
Building Material & Garden Equipment & Supply Dealers	11,050,463	33,593,134	3.0
Food & Beverage Stores	14,339,453	7,277,318	0.5
Health & Personal Care Stores	7,163,260	39,305,113	5.5
Clothing & Clothing Accessories Stores	4,520,224	13,829,225	3.1
Sporting Goods, Hobby, Book, & Music Stores	1,933,999	793,652	0.4
General Merchandise Stores	13,482,070	15,445,339	1.1
Miscellaneous Store Retailers	2,643,926	10,069,619	3.8
Foodservice & Drinking Places	8,580,302	29,497,308	3.4
Total	91,227,844	381,120,941	4.2

Sub-Categories of Motor Vehicle Parts & Dealers



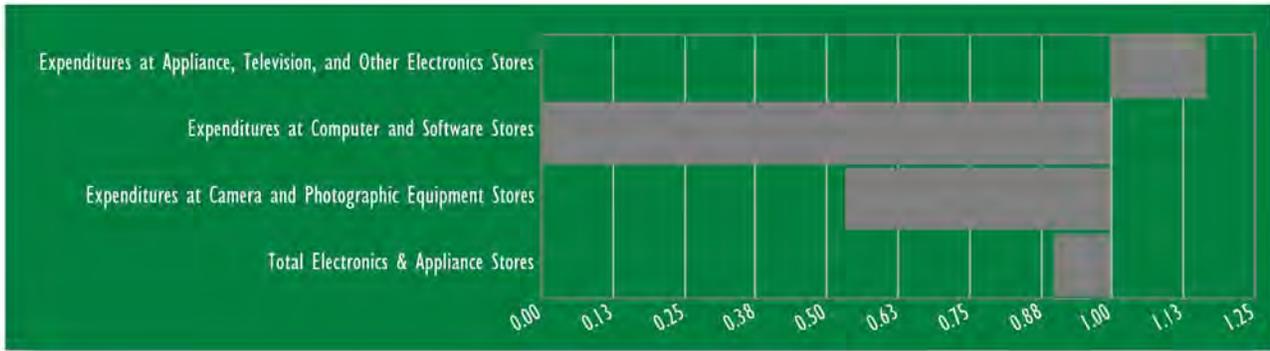
Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	19,562,303	206,428,067	10.6
Expenditures at Other Motor Vehicle Dealers	1,361,278	13,181,893	9.7
Expenditures at Automotive Parts, Accessories, and Tire Stores	1,709,124	5,663,905	3.3
Total Motor Vehicle Parts & Dealers	22,632,705	225,273,866	10.0

Sub-Categories of Furniture & Home Furnishing Stores



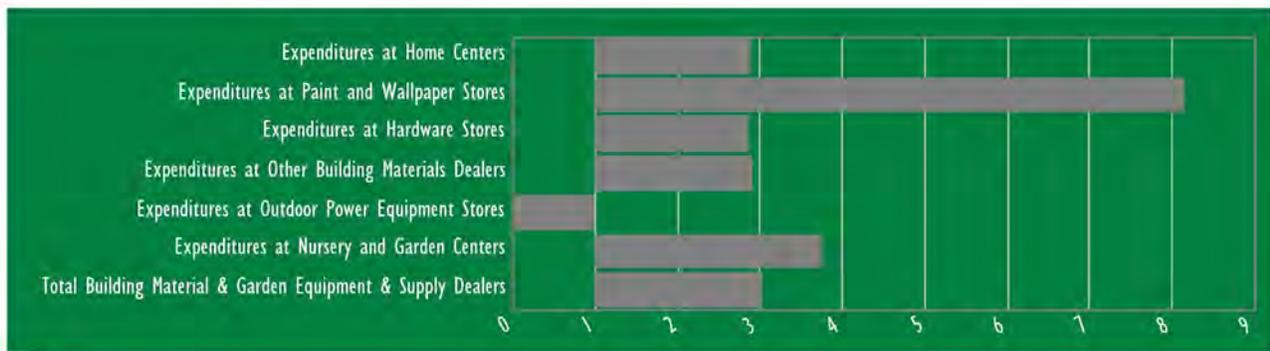
Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	1,398,045	1,407,945	1.0
Expenditures at Home Furnishing Stores	1,088,170	2,475,945	2.3
Total Furniture & Home Furnishing Stores	2,486,215	3,883,890	1.6

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	1,804,335	2,106,696	1.2
Expenditures at Computer and Software Stores	504,904	0	0.0
Expenditures at Camera and Photographic Equipment Stores	85,987	45,782	0.5
Total Electronics & Appliance Stores	2,395,226	2,152,478	0.9

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



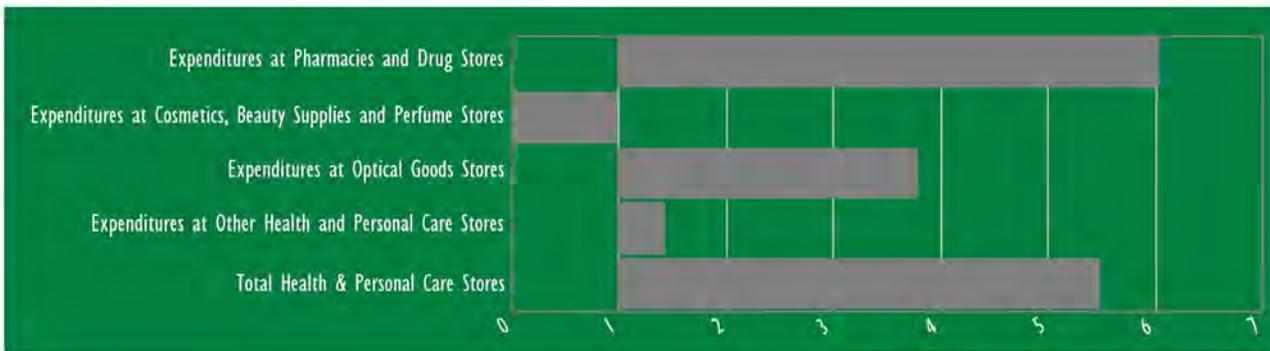
Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	4,007,951	11,654,117	2.9
Expenditures at Paint and Wallpaper Stores	228,185	1,858,377	8.1
Expenditures at Hardware Stores	820,071	2,353,730	2.9
Expenditures at Other Building Materials Dealers	5,105,158	14,917,561	2.9
Expenditures at Outdoor Power Equipment Stores	142,793	0	0.0
Expenditures at Nursery and Garden Centers	746,306	2,809,349	3.8
Total Building Material & Garden Equipment & Supply Dealers	11,050,463	33,593,134	3.0

Sub-Categories of Food & Beverage Stores



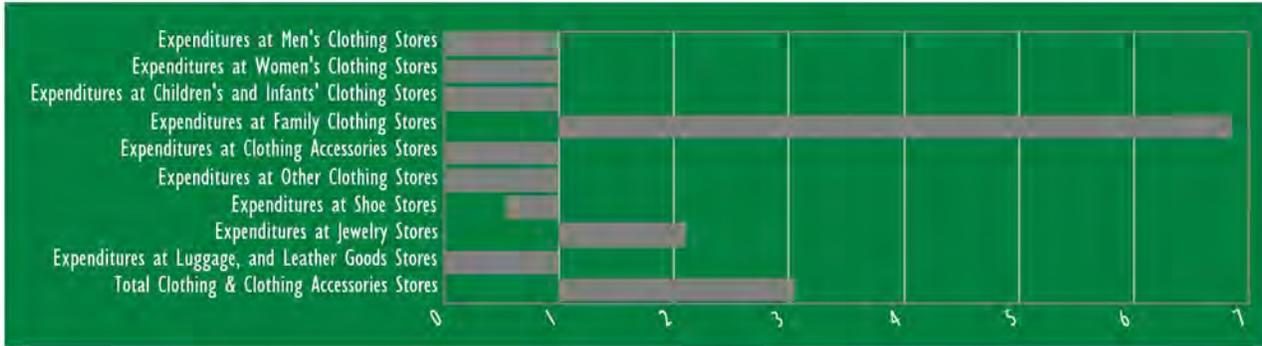
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	12,560,560	3,129,656	0.2
Expenditures at Convenience Stores	651,086	1,425,466	2.2
Expenditures at Specialty Food Stores	407,932	741,222	1.8
Expenditures at Beer, Wine, and Liquor Stores	719,876	1,980,974	2.8
Total Food & Beverage Stores	14,339,453	7,277,318	0.5

Sub-Categories of Health & Personal Care Stores



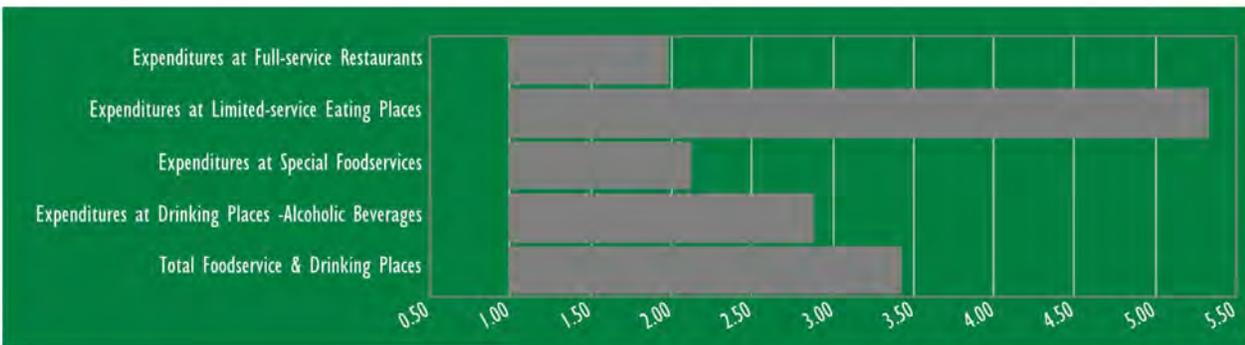
Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	6,277,502	37,985,978	6.1
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	256,347	0	0.0
Expenditures at Optical Goods Stores	175,398	664,373	3.8
Expenditures at Other Health and Personal Care Stores	454,014	654,761	1.4
Total Health & Personal Care Stores	7,163,260	39,305,113	5.5

Sub-Categories of Clothing & Clothing Accessories Stores



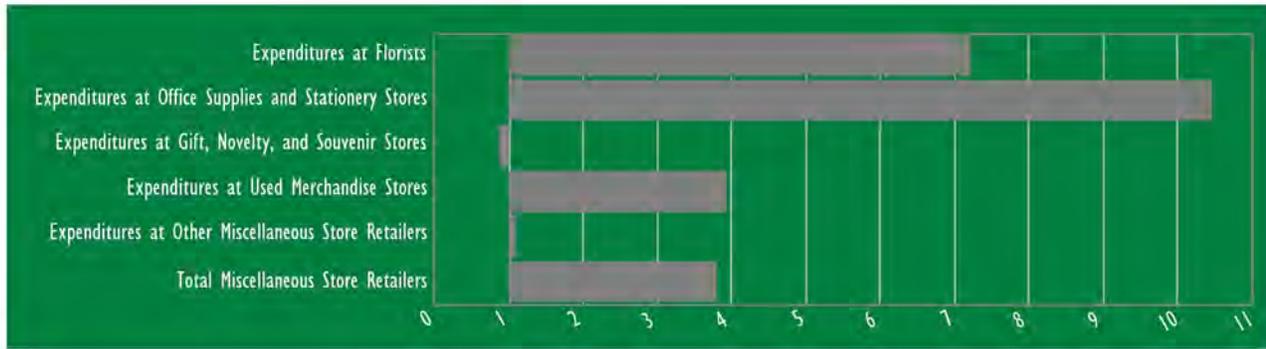
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	226,039	0	0.0
Expenditures at Women's Clothing Stores	763,502	0	0.0
Expenditures at Children's and Infants' Clothing Stores	227,476	0	0.0
Expenditures at Family Clothing Stores	1,797,431	12,338,211	6.9
Expenditures at Clothing Accessories Stores	68,878	0	0.0
Expenditures at Other Clothing Stores	204,222	0	0.0
Expenditures at Shoe Stores	644,955	348,253	0.5
Expenditures at Jewelry Stores	541,025	1,142,761	2.1
Expenditures at Luggage, and Leather Goods Stores	46,695	0	0.0
Total Clothing & Clothing Accessories Stores	4,520,224	13,829,225	3.1

Sub-Categories of Foodservice & Drinking Places



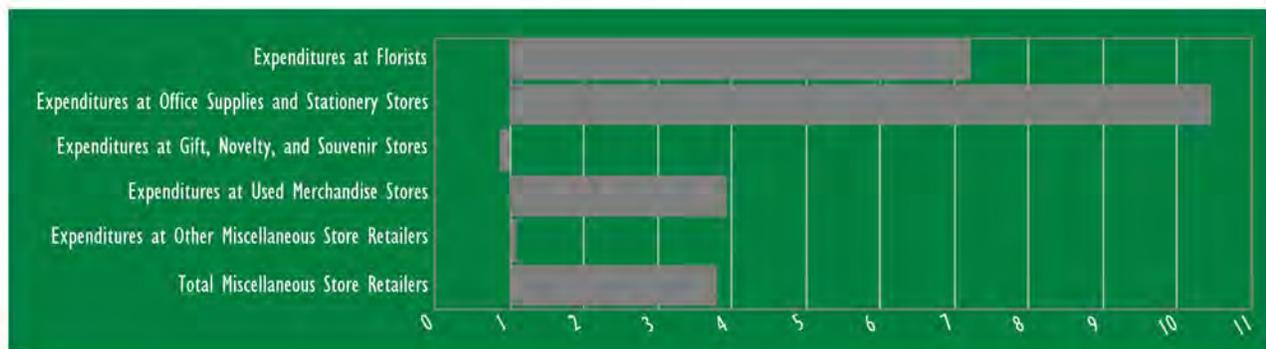
Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	3,911,346	7,798,260	2.0
Expenditures at Limited-service Eating Places	3,574,630	19,095,366	5.3
Expenditures at Special Foodservices	738,663	1,575,516	2.1
Expenditures at Drinking Places -Alcoholic Beverages	355,663	1,028,166	2.9
Total Foodservice & Drinking Places	8,580,302	29,497,308	3.4

Sub-Categories of Miscellaneous Store Retailers



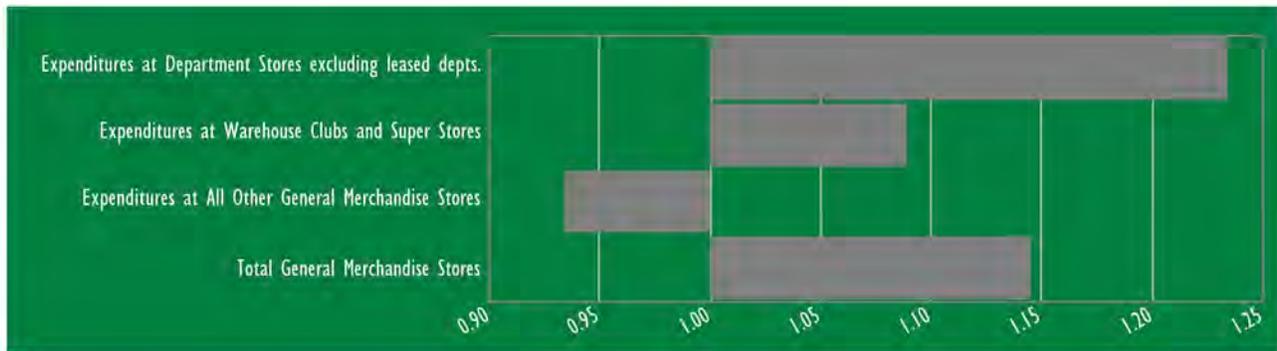
Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	192,021	1,386,814	7.2
Expenditures at Office Supplies and Stationery Stores	581,488	6,091,191	10.5
Expenditures at Gift, Novelty, and Souvenir Stores	430,914	383,487	0.9
Expenditures at Used Merchandise Stores	212,040	836,437	3.9
Expenditures at Other Miscellaneous Store Retailers	1,227,463	1,371,689	1.1
Total Miscellaneous Store Retailers	2,643,926	10,069,619	3.8

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	192,021	1,386,814	7.2
Expenditures at Office Supplies and Stationery Stores	581,488	6,091,191	10.5
Expenditures at Gift, Novelty, and Souvenir Stores	430,914	383,487	0.9
Expenditures at Used Merchandise Stores	212,040	836,437	3.9
Expenditures at Other Miscellaneous Store Retailers	1,227,463	1,371,689	1.1
Total Miscellaneous Store Retailers	2,643,926	10,069,619	3.8

Sub-Categories of General Merchandise Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	6,243,898	7,709,764	1.2
Expenditures at Warehouse Clubs and Super Stores	6,271,184	6,832,395	1.1
Expenditures at All Other General Merchandise Stores	966,988	903,180	0.9
Total General Merchandise Stores	13,482,070	15,445,339	1.1

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	759,308	179,047	0.2
Expenditures at Hobby, Toys and Games Stores	438,284	395,268	0.9
Expenditures at Sew/Needlework/Piece Goods Stores	110,817	0	0.0
Expenditures at Musical Instrument and Supplies Stores	110,201	172,004	1.6
Expenditures at Book Stores and News Dealers	361,570	0	0.0
Expenditures at Pre-recorded Tape, Compact Disc, and Record Stores	153,819	47,332	0.3
Total Sporting Goods, Hobby, Book, & Music Stores	1,933,999	793,652	0.4