

Retail Planning Project

Eagle, Wisconsin



Project #EAGLE102

Prepared for:

The Village of Eagle

April 29, 2011

Contents

	Page
EXECUTIVE SUMMARY	
Introduction & Purpose.....	1
Survey Approach.....	2
Conclusion.....	7
Recommended Retail Tenants	8
Village of Eagle Next Tasks	15
Supermarket Prospects.....	16
Eagle Retail Market Overview	18
APPENDIX	
Ring Reports	Sets
Definitions.....	24
Source Data	25

<i>List of Tables</i>	Page
1. Eagle Demand Model	4
2. Retail Categories Model.....	5
3. Eagle Recommended Retail Model	6
4. Population Overview.....	19
4. Demographic Overview	20

EXECUTIVE SUMMARY

This report presents the Recommended Shopping Center Model as Step II of the Retail Planning Project for bringing convenient retail services to Eagle, led by supermarket service.

The purpose of this survey is to determine an associate retail shopping center for development in hand with the proposed supermarket (supermarket feasibility defined in KWA's Step I, Supermarket Survey dated May, 2010).

The site for shopping center development...designated Site 100...is a development ready property located along Eagle's primary east/west arterial route, Main Street, at the southeast corner of Markham Road.

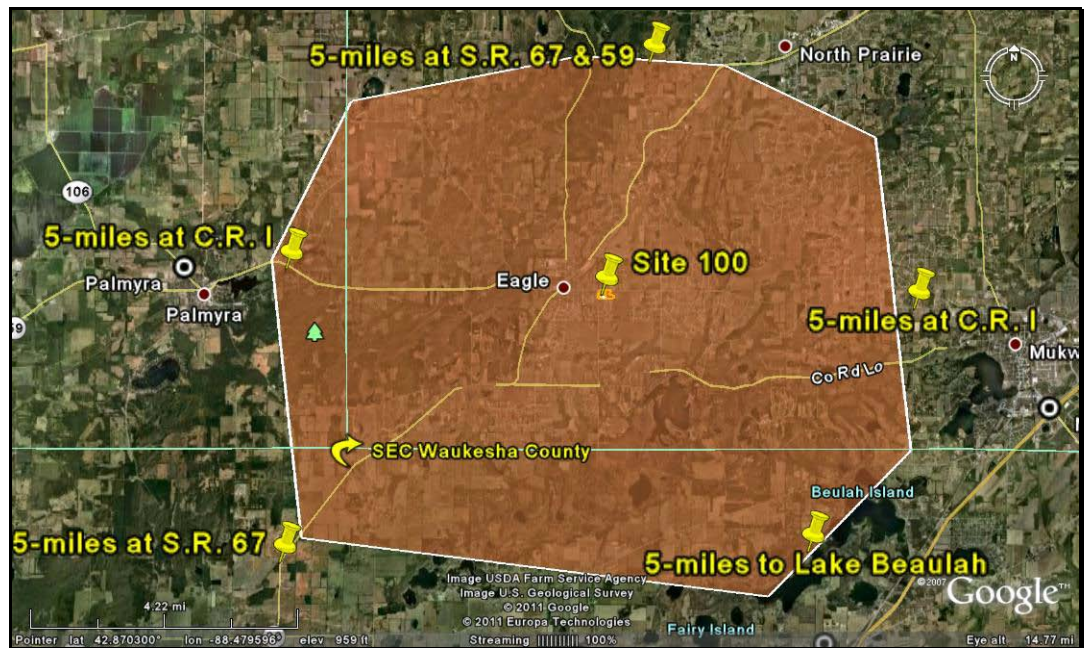


Purposes of the Recommended Shopping Center

1. **Optimize performance potential for the proposed supermarket** via a strengthened business setting and business exposure.
2. **Bring other missing or improved upon convenient retail services to the community**, in aggregate creating a contending retail district.

Survey Approach

1. **Eagle Demand Model** -- first step of this survey is with defining the primary area of retail demand, as presented on page 4.
 - a. **The reviewed area of potential is a 5-Mile radius of Site 100 as the primary trade area.** It is based on Eagle Village and Town, then reaching:
 - i. West just past Waukesha County line but short of Palmyra (which is a “beyond” area for marketing tactics).
 - ii. East to County Road I, short of Mukwonago.
 - iii. South just across the Waukesha County line to Lake Beulah, but short of East Troy.
 - iv. North to just short of North Prairie, limited by gravitation to the major markets along I-94.



The retail category forecasts consider business potential from “beyond” areas like Palmyra.

- b. **The primary trade area or Eagle’s market** is defined in terms of households, population, growth, demographics and retail expenditures.

2. **Retail Categories Model** – this survey’s next step is with reviewing the field of retail categories to consider for Eagle’s shopping center. The results are presented in the model on page 5:
 - a. Market potential by retail categories.
 - b. Estimated competitive influence and thereby defining average performance in terms of market share and sales, which is considered with forecasting the retail categories for Site 100.
 - c. First-pass performance forecasts by category for Site 100: store size, market share, sales volume and \$/SF productivity.
3. **Eagle’s Recommended Shopping Center Model** -- derived from results of the Retail Categories Model and presented on Page 6. Judged to be the logical tenant mix for the proposed Eagle shopping center, as per the objectives.
4. **This ensuing report of results, conclusions and recommendations is intended to help all involved parties** understand the development plan and the course of action. “Parties” including:
 - a. Village officials and the Eagle community.
 - b. Prospective developers.
 - c. Prospective retailers.
 - d. Financial partners.
5. **Presentation/Work Session:**
 - a. **It is recommended that this report be presented to the village board** in order to best understand the findings and to help prepare for the next tasks toward the development goals:
 - i. Discussion for **organizing a marketing campaign to identify prospective developers.**
 - ii. Discussion for organizing a person of contact and a process to log prospective retail tenants in the interim of determining a development partner, which can help expedite the development.

Eagle Market Demand	
Key Statistics	Site 100
1-Mile Convenience Area Population	2,086
Total Households	730
Median Age (years)	36.1
Level of Education (4+ yrs. college)	27.7%
Owner Occupied Housing	88.7%
HHD Size	2.90
HHD Aver. Inc.	\$83,939
HHD Med. Inc.	\$73,373
% White	94.6%
% Black	1.0%
% Seniors	9.5%
% Children	30.6%
3-Mile Community Population	5,732
Total Households	2,129
Median Age (years)	38.1
Level of Education (4+ yrs. college)	29.5%
Owner Occupied Housing	88.3%
HHD Size	2.80
HHD Aver. Inc.	\$87,296
HHD Med. Inc.	\$73,871
% White	95.3%
% Black	1.0%
% Seniors	9.6%
% Children	29.0%
5-Mile Primary Trade Area	12,688
Total Households	4,410
Median Age (years)	39.6
Level of Education (4+ yrs. college)	31.9%
Owner Occupied Housing	88.8%
HHD Size	2.90
HHD Aver. Inc.	\$96,442
HHD Med. Inc.	\$79,187
% White	96.0%
% Black	0.8%
% Seniors	9.1%
% Children	28.4%

Retail Fields Review Model

5-Mile Reach Households: 4,410	Market Potential by Category				Competitor Structure					Projected Site Potential				
	Aver. Annual	Annual	Monthly	Weekly	# Supermarket Competitors			Aver. Weekly	Average	Mkt. Shr.	Annual \$	Weekly \$	Facilities Est. Size	Wkly. \$/SF
	Expend/Hhld	Potential	Potential	Potential	Eagle	Beyond*	Total	S/Competitor	Mkt. Shr.					
Retail Categories														
Food at Home (supermarket)	\$5,737	\$25,302,353	\$2,108,529	\$486,584	0	5	5	\$97,317	20.00%	33%	\$8,434,118	\$162,195	25,000	\$6.49
Alcohol at Home (liquor store)	\$415	\$1,832,286	\$152,691	\$35,236	0	0	0	\$0	100.00%	30%	\$631,823	\$12,150	1,000	\$12.15
Pharmacy & Cosmetics	\$1,165	\$5,135,733	\$427,978	\$98,764	0	0	0	\$0	100.00%	25%	\$1,426,593	\$27,434	3,000	\$9.14
Pharmacy option										15%	\$810,905	\$15,594	500	\$31.19
Food Away From Home (restaurants)	\$4,861	\$21,436,042	\$1,786,337	\$412,232										
Full service restaurant	\$2,187	\$9,644,865	\$803,739	\$185,478	2	3	5	\$37,096	20.00%	15%	\$1,702,035	\$32,731	5,000	\$6.55
Limited service restaurant	\$2,039	\$8,992,652	\$749,388	\$172,936	4	3	7	\$24,705	14.29%	12%	\$1,269,551	\$24,414	4,000	\$6.10
Limited service option		same								7%	\$786,857	\$15,132	1,000	\$15.13
Special Food Services	\$401	\$1,769,446	\$147,454	\$34,028	0	3	3	\$11,343	33.33%	12%	\$249,804	\$4,804	1,000	\$4.80
Drinking Places; Alcohol	\$233	\$1,029,079	\$85,757	\$19,790	4	6	10	\$1,979	10.00%	10%	\$137,211	\$2,639	1,000	\$2.64
Automotive Parts	\$722	\$3,184,711	\$265,393	\$61,244	0	0	0	\$0	100.00%	30%	\$1,124,016	\$21,616	5,000	\$4.32
Gasoline Stations w/C-store	\$2,976	\$13,124,762	\$1,093,730	\$252,399										
Fuel volume					2	2	4	Fuel volume		20%	\$2,916,614	\$56,089	Canopy	n/a
C-Store retail sales					2	2	4	Retail sales		5%	\$820,298	\$15,775	2,000	\$7.89
Clothing & Accessories	\$2,464	\$10,696,061	\$891,338	\$205,693										
Clothing	\$220	\$7,663,056	\$638,588	\$147,366	0	0	0	\$0	100.00%	10%	\$774,046	\$14,886	2,000	\$7.44
Shoes	\$354	\$1,348,793	\$112,399	\$25,938	0	0	0	\$0	100.00%	20%	\$283,956	\$5,461	1,000	\$5.46
Jewelry, Luggage, Leather	\$147	\$1,684,252	\$140,354	\$32,389	0	0	0	\$0	100.00%	5%	\$99,074	\$1,905	1,000	\$1.91
Furniture & Home Furnishings	\$2,464	\$5,089,235	\$424,103	\$97,870										
Furniture	\$220	\$2,789,530	\$232,461	\$53,645	0	0	0	\$0	0.00%	10%	\$348,691	\$6,706	2,000	\$3.35
Home Furnishings	\$354	\$2,299,705	\$191,642	\$44,225	0	0	0	\$0	0.00%	10%	\$306,627	\$5,897	2,000	\$2.95
Computer & Electronics	\$822	\$3,106,903	\$258,909	\$59,748										
Misc. Computer, Software & Parts					0	0	0	\$0	0.00%	8%	\$261,634	\$5,031	2,000	\$2.52
Building Material & Supply	\$2,464	\$21,837,554	\$1,819,796	\$419,953										
Hardware	\$220	\$2,060,577	\$171,715	\$39,626	0	2	2	\$19,813	50.00%	30%	\$686,859	\$13,209	5,000	\$2.64
Paint & Wallpaper	\$354	\$502,275	\$41,856	\$9,659	0	2	2	\$4,830	50.00%	25%	\$147,728	\$2,841	2,000	\$1.42
General Merchandise	\$2,464	\$29,264,392	\$2,438,699	\$562,777										
"Other" G.M. (not dept.)	\$220	\$14,727,846	\$1,227,321	\$283,228	0	2	2	\$141,614	50.00%	5%	\$1,051,989	\$20,231	6,000	\$3.37
Office, Stationary & Gifts	\$2,464	\$2,329,701	\$194,142	\$44,802						See "dollar" store above...				
Florist --Supermarket Department	\$2,518	\$456,736	\$38,061	\$8,783	1	2	3	\$2,196	33.33%	15%	\$72,116	\$1,387	100	\$13.87
										35%	\$319,715	\$6,148	1,500	\$4.10
Entertainment Venues	\$3,420	\$15,082,200	\$1,256,850	\$290,042										
Fees & Admissions	\$893	\$3,936,454	\$328,038	\$75,701	0	0	0	\$0	100.00%	35%	\$1,837,012	\$35,327	8,000	\$4.42
										20%	\$926,225	\$17,812	2,500	\$7.12

1. Estimated and projected sales are 1st year average; full 12 period average w/holidays, etc.

2. Estimated number of competitors relates to primary competitors plus "Float \$" factor (influence by retailers in competing markets).

Eagle Recommended Shopping Center Model -- 1st Year Forecasts

Site 100 Tenants	Projected Profile & Performance								
	Market Share	Projected Annual Sales \$	Annual \$/SF	Weekly Sales \$	Weekly \$/SF	Proj. Facility Size TSF	Example Rent \$/SF	Annual Rent \$	Comments
Strip Center Tenants							Base rent; not triple net.		
1. Supermarket:	33%	\$8,434,118	\$351	\$162,195	\$6.49	24,000			Grocery only, without liquor
2. Liquor	30%	\$631,823	\$632	\$12,150	\$12.15	1,000			Supermarket liquor department
Supermarket Totals		\$9,065,940	\$363	\$174,345	\$6.97	25,000	\$10.00	\$250,000	Supermarket totals; sales forecast cross measure to supermarket survey
3. Pharmacy	25%	\$1,426,593	\$476	\$27,434	\$9.14	3,000	\$15.00	\$45,000	Start-up forecast; Rx based format like Aurora Pharmacy in East Troy.
4. Auto Parts	30%	\$1,124,016	\$225	\$21,616	\$4.32	5,000	\$18.00	\$90,000	In-line, smaller format, regional chain
5. Restaurants:									
5b. Limited service	12%	\$1,269,551	\$317	\$24,414	\$6.10	4,000	\$18.00	\$72,000	In-line, Tasty Z, Subway, independent, etc.
5c. Coffeehouse	12%	\$249,804	\$250	\$4,804	\$4.80	1,000	\$20.00	\$20,000	Limited potential; in-line position; independent operation; "shops" option.
6. Gym	20%	\$926,225	\$370	\$17,812	\$7.12	2,500	\$18.00	\$45,000	Snap Fitness-like gym; est. 250 members at \$35/mo. dues; minimal labor.
8. General Shop Space (4 bays)	Not projected.					9,500	\$20.00	\$190,000	Estimating 4 bays at 2,000 to 3,000 SF each.
Strip Center -- Totals		\$14,062,128	\$281.24	\$270,426	\$6.68	50,000	n/a	\$712,000	Strip Center Totals
Strip Center -- Averages		\$2,343,688	\$281.24	\$45,071	\$6.68	8,333	\$14.24	n/a	Strip Center Averages
Out Lots									
7a. Out Lot #1 --									
Fuel Center Fuel Only	20%	\$2,916,614	n/a	\$56,089	n/a	canopy			Fuel \$ calc'd using \$3.50/gal and 16k gal./week or 70,000/month. Upside if partnered for supermarket fuel rewards, or w/relocating BP or Marathon.
Fuel Center Retail (inside sales)	5%	\$820,298	\$205	\$15,775	\$3.94	4,000			Options: car wash, co-brand fast food, supermarket fuel rewards.
Fuel Center Totals		\$3,736,911	\$934	\$71,864	\$17.97	4,000	\$35.00	\$140,000	Fuel center totals
7b. Out Lot #2 -- 5b. Full Service Restaurant	15%	\$1,702,035	\$340	\$32,731	\$6.55	5,000	\$30.00	\$150,000	Recommending a feature look for the shopping center, in the presentation of this piece, via a patio with buffered landscaping.
7c. Out Lot #3 -- Bank	Not projected.					5,000	\$35.00	\$175,000	Bank at Out Lot #3
Out Lot Totals		\$5,438,946	\$604.33	\$104,595	n/a	14,000	\$100.00	\$465,000	Out lots totals
Out Lot Averages		\$2,719,473	\$604.33	\$17,433	n/a	4,667	\$33.21	\$35,769	Out lots averages
Shopping Center Totals		\$19,501,075	\$357.82	\$375,021	\$6.88	64,000	n/a	\$1,177,000	Totals aggregate complex
Shopping Center Averages		\$2,166,786	\$357.82	\$41,669	\$6.88	6,188	\$18.39	\$90,538	Average aggregate complex
NOTES:	1. Totals without undefined forecasts for shops & bank 54,500 6,056								
2. Retail complex totals and averages are affected by the General Shops and Out Lot #3 being identified or without the respective figure; totals & averages relate to what can be figured.									
3. See the "Recommended Retail Tenants" further explanations, beginning at page 9 (retail tenants in numbered sequence to match this chart).									
4. GLA = gross lease area.									
5. Triple Net, meaning that the example rents as indicated are triple net lease figures which include expenses such as real estate taxes, insurance, maintenance, repairs, utilities and other items.									
6. The intent of this recommended model is to address Eagle's missing, convenient retail services, and for a complimentary mix of services in order to optimize the entity's over all character and competitiveness.									

CONCLUSION

A Contending Retail District

The Recommended Eagle Shopping Center Model as presented on the previous page isn't gospel so to speak because the end developer is free to change the model and tenant mix as they see fit.

This model does suit the missing convenient retail services that a community of Eagle's size warrants. The model is a complimentary tenant mix that optimizes the entity's potential business and shopping center profile. It just as importantly helps optimize potential for the anchor supermarket.

This is a case where the successes of the individual parts (tenants) are dependent to a certain degree on effects with the whole (shopping center)...in other words, the creation of a "contending retail district".

The generally conceived site layout is as follows:



This is a conceptual illustration and not engineered, yet it presents the Recommended Shopping Center Model as defined with this survey. It is a 60-70,000 SF GLA (gross lease area) plan, with the variety of elements and options as follows.

Recommended Retail Tenants

1. **SUPERMARKET - 25,000 SF**; anchor business and lead convenience retail need for the community. Supermarket survey #EAGLE101 presents a refined assessment, forecast and recommended elements.

The financier and co-tenants will require securing a supermarket of certain character in order to commit...logically so because grocery demand presents greatest possible customer traffic (business exposure) for the entity and the most frequent customer pattern.

What the supermarket brings in anchor business exposure:

- Projected to generate about 8,000 transactions per week.
 - Transactions are augmented by the number of customers associated with each transaction (i.e., friends, spouses, parent & child); estimating 1.5 customers on average.
 - **Supermarket therefore generating anchor business exposure of about 12,000 customers, weekly.**
2. **PHARMACY -** despite this being another needed, convenient service, Eagle is a tight market for a full-format chain drug store, and noting the typical chain format includes significant grocery which would negatively impact supermarket potential.

Recommended: 3,000 SF script based format like Aurora Pharmacy in Elkhorn, or an independent owner/operator.

Option 2: 500 SF pharmacy lease within the supermarket, which reduces overhead and narrows the format to script service only. Same retailer options as with the above recommended pharmacy scenario. Success is dependent on an agreement for prominent profile both inside the store and at the store's exterior. Drive-thru service would be needed if there were a chain drug store in town in order to compete, but that's not likely into the long-term, so not necessary.

3. **LIQUOR, 1,000 SF supermarket department.** Eagle doesn't have a full service liquor store. Some off sale product is offered at the downtown taverns. **The supermarket's success relies in part on this service.**

Recommended Retail Categories (continued)

4. **Auto Parts, 6,000 SF** – like O'Reilly or NAPA Auto Parts. Can be positioned in line (best rent) or at an out parcel (where some retailers might prefer to acquire (buy) that real estate).



Option: "Dollar" store, 6000 SF – like Dollar General, Dollar Tree, Family Dollar, etc. This can be a favorable attraction in the mix especially citing no general merchandise service in town. But the chain typically requires low rent lease of \$8-9 which is challenging for the shopping center lease mode; nonetheless, identified as an option.



5. **RESTAURANTS** – an important attraction for the proposed shopping center with regard to completeness of a contending retail district.

Note 1: lunch demand is limited with Eagle's comparatively weak daytime sector of under 1,000 workers in 3-mile radius so a restaurant primarily relies on evening, weekend business and seasonal demand.

Recommended Retail Categories (continued)

Note 2: seasonal demand numbers aren't well-defined in terms of seasonal residents, day visitors and transient traffic. But this supplemental business sector is judged to be significant enough to **boost certain category sales, including restaurants, by +5 to +10% through the primary 14-week season** (Memorial to Labor Day). Seasonal attractions:

- **Kettle Moraine State Forest** providing exposure with sight-seeing traffic from spring through fall, and Village of Eagle is a stopping point for dining and taverns.
- **Area lakes seasonal living and day recreation** -- a number of lakes to the south and southeast of Eagle, plus two lakes in Palmyra to the west.
- **Old World Wisconsin** is a state historical attraction with 65-70,000 visitors annually of which 18,000 are from school events.
- **Golf courses and golf/lake resorts** in proximity.

Note 3: Site 100 positioning ranges from in-line of the strip center to an out lot. Also option for an independent versus chain operation.

FAST FOOD OPTIONS: Eagle is limited to a small independent, Tasty Z's (subs & pizza) which lease approximately 1,000 SF of downtown BP fuel center (separate entrances so limited exposure, accordingly). And Subway in the same area.

- **Freestanding, approximate 4,000 SF chain** format like McDonalds, Taco Bell, Dairy Queen, etc.



Recommended Retail Categories (continued)

5a. FAST FOOD OPTIONS (continued):

- Co-banner with the fuel center, 1,000 SF (see fuel center notes), scaled down format for economies of scale with shared facilities.
- Relocate either Tasty Z or Subway:
 - ✓ Approximate 1,000 SF co-banner with Site 100's fuel center.
 - ✓ Approximate 1,000 to 2,000 SF in line position.
 - ✓ Freestanding out lot, but noting increased size requirement in that position; 3-4,000 SF.

5b. FULL SERVICE RESTAURANT – There are five, downtown, full service restaurants: Suhmer's Saloon (suhmerssaloon.com):



Hen House Café (henhousecafe-eagle.com),
Coyote Canyon, Knucklehead Pub (www.knuckleheadpub.com)
and a small American Legion.

Two additional restaurants located south along C.R. LO, which cater to seasonal trade: Brookwood Pub & Grill and Clausen Barn Restaurant which is part of Old World Wisconsin.

Site 100 doesn't appear with enough potential for a chain restaurant like Applebee's, Perkins or Buffalo Wild Wings.

Recommended Retail Categories

5b. FULL SERVICE RESTAURANT (continued)

Best full service restaurant options:

- **Smaller venue chain 3-4,000 SF**, with limited labor like Pizza Hut or DQ Grill & Chill; a format to fit a \$1.5-\$2m sales model.



- **Or relocate an existing Eagle restaurant, 5,000 SF**, with patio. Noting advantage of increased business exposure over the downtown location, and possibility to improve parking and profile. Out lot position; banquet area might be considered.

5c. COFFEEHOUSE, 1,000 SF – There isn't the potential for a chain like Starbucks, so instead raising the opportunity for an independent coffee/beverage and snack store, in-line.

6. **Gym, 2,500 SF** -- (e.g., Snap Fitness, Anytime Fitness Express; 2,500 SF; Quote from Snap Fitness owner, Peter Taunton: *"Our product works in towns of 3,000 people and it works in the heart of the city..."*)



Snapfitness.com
Anytimefitness.com

Recommended Retail Categories

6. Gym, 2,500 SF (continued)

Small town testimonial from Anytime Fitness web site -- Colleen Braun -- *Small Town, Big Impact | First, she transformed her own life. Then, she transformed an entire community. After working 20 years as a nurse, Colleen Braun decided she needed a change. Health-conscious her entire life, Braun got the bright idea of opening her own fitness club. The only problem was she knew almost nothing about running her own business. But that little detail wasn't going to stop her. Colleen enrolled in a sales and marketing program at a local university and promptly completed the program with a 4.0 grade point average. A short while later (in April of 2006) Colleen opened the doors to Anytime Fitness Express in Springfield, MN. Within a year, 500 members had joined the club. This, despite the fact that the entire population of Springfield is only about 2,200.*

7. OUT LOTS -- the site layout on page 7 presents three possibilities:

7a. Out Lot #1, Fuel Center, 4,000 SF -- primary corner lot at shopping center property's northeast corner, at the entrance from C.R. Nn. Best option is to relocate either downtown's BP or Amoco.

Fuel center options:

- Co-brand with a fast food operation.
- Car wash service...none in the market.
- Partner with supermarket for fuel rewards customer loyalty rewards program.

Average daily traffic (ADT) -- the site is currently exposed to 5,000 vehicles per Wisconsin DOT 2009 count. Proposed Site 100 development should increase traffic volume by 25-30%, noting that the supermarket alone generates 1,000+ transactions or visits per day. Thereby projecting that the new retail district will have over 6,000 ADT compared to downtown's 4,300 ADT at BP.

Recommend: limiting fuel center retail to beverages, snacks and tobacco; other grocery negatively impacts supermarket potential.

Fuel format option: co-banner with a chain restaurant like McDonalds, Taco Bell, DQ, etc...all under one roof for economies of scale and broadened business profile.

Recommended Retail Categories (continued)

7b. Out Lot #2 - Restaurant Option 5b, Full Service, 5,000 SF - interior situation in between Out Lot #1 and post office. See explanation in "Restaurants" page 12.

Options: Lube shop like Jiffy Lube; auto parts; tourism center.

7c. Out Lot #3, bank, 4-6,000 SF - not part of Site 100 property but the prime corner of the adjacent office property owned by Mr. Cummings and of course dependent on plans for that property. Northwest corner and adjacent the shopping center entrance.

Eagle has two banks with Bank of Mukwonago in close proximity just east of Site 100, and downtown's Chase Bank (see photo) without today's standard drive-thru service and easy access ATM. So Chase would seem to be the most logical Site 100 bank tenant.



8. **General In-line Space -** small shops and services in the base strip building, identified in the recommended mix as 5,500 SF or 3-4 bays.

There are a variety of retail and commercial service possibilities. Most of the options are miscellaneous retail without a reported expenditure category so forecasts aren't included and couldn't be addressed without further clarification of the business tenant. Suggesting four bays with the 9,500 SF of identified shops space:

- (1-2) Bays for beauty care (e.g., nail and hair salon).
- (2-3) Bays for commercial services: insurance, real estate, health care like chiropractor and dentist, and raising for consideration one bay as a "local business incubator."

Nonetheless, general shop space should draw a variety of suitors upon securing the anchor supermarket and the other key tenants.

Village of Eagle now has the challenge to:

1. Commission the design of a conceptual site layout of the results for the purpose of use in marketing.
2. Add the proposed development statement and illustration to the website.
3. Consider what might be the desired architectural character and new entity name for the purpose of characterizing this development in such a way that it helps create certain personality and differentiation from the competing markets.
4. Determine what the village will do to support, subsidize or partner into the proposed development.
5. Confirm whether Site 100's owner, Mr. Cummings, intends to sell Site 100 as is.
6. Identify Site 100's value or selling price.
7. Assist the current property owner in the development process...or prepare a campaign to approach prospective development partners.
8. Decide if the board is willing or wanting to expedite the development process by approaching the prospective grocers with the village's development plan. The efforts can accomplish several positives:
 - a. Let the prospects...especially grocery wholesalers...realize the community's commitment to developing convenient service.
 - b. Forward steps with identifying and measuring the prospects' degree of interest.
 - c. Investigating any development parties that the prospects might recommend.
 - d. If fortunate, identifying a willing prospect which would be a substantial increased attraction for finding a development partner (i.e., realizing the anchor tenant is already determined).

Supermarket Prospects:

- **Retailers:**

- **Pat Fox, Fox Bros. Piggly Wiggly, Hartland**, has been presented the results of Eagle's Step I grocery survey. He has expressed other priority opportunities, yet is at minimum a good source for getting the word out on the Eagle supermarket opportunity.
- **Jim & Judy Semrad, Piggly Wiggly Muskego and Palmyra**. Rationale for Semrad's to consider Eagle first cites that Site 100's supermarket will have significant effect on the Semrad's Palmyra store, which is a low volume unit, anyway. The opportunity is to relocate that store for significantly improved conditions and potential...and this strategy helps optimize Eagle's grocery potential via (presumably) eliminating the Palmyra competitor.
- **Frank and Steve Leuptow, Frank's Piggly Wiggly, East Troy and Elkhorn**. This, too, is a retailer in close proximity and one that recently converted from SuperValu's County Market program to the Sheboygan based Piggly Wiggly program.



- **Daniels family, Sentry, Whitewater, Walworth, Janesville and Elkhorn**. Similar situation here, too, with close proximity.



Supermarket tenant prospects:

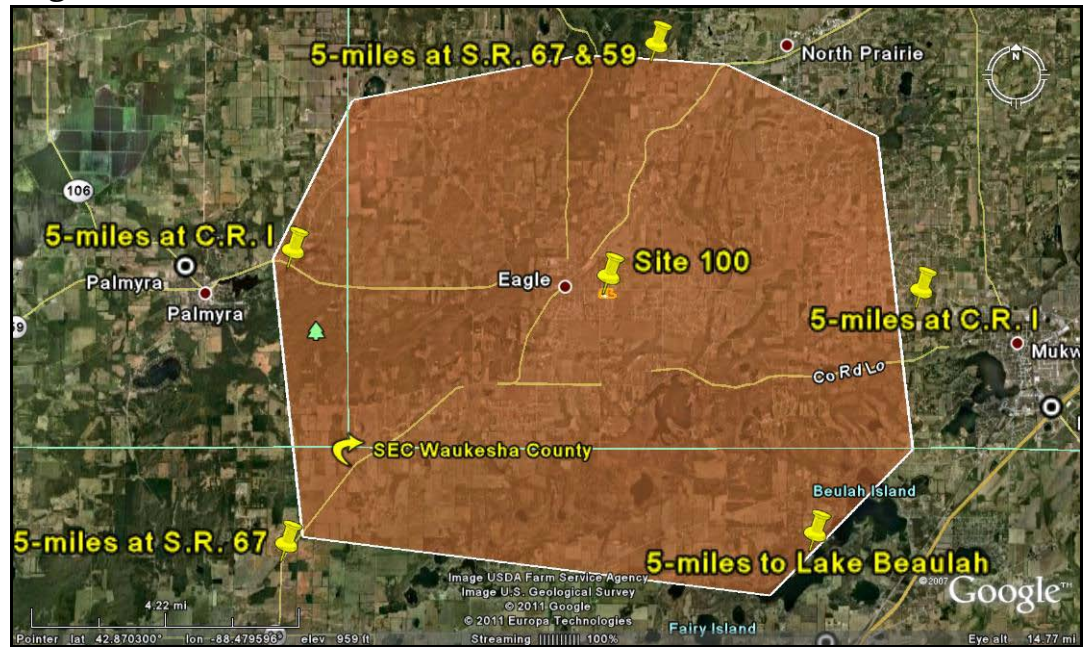
- **Wholesalers** – grocery suppliers are a central source for locating retailer candidates and resources for retail development:
 - **Piggly Wiggly Midwest, Sheboygan**
Gary Suokko, COO and retail development contact.
2215 Union Avenue
Sheboygan, WI 53177
262-835-9167
 - **Nash Finch Company**
Gary Bickmore, VP Sales & Business Development
7600 France Avenue South, Edina, MN
952-844-1310
Notes: IGA and Our Family private label retail programs.
 - **Affiliated Foods Midwest**
Wayne Hall, Director of Business Development Counselor
8100 60th Street
Kenosha, WI
262-654-4896
Notes: new warehouse opened 2009; headquarters in Norfolk, NE;
Shur Fine private label retail program.
 - **SuperValu**
7400 95th Street
Pleasant Prairie, WI
Jim Hornecker, Real Estate/New Stores
952-996-8275 (Minneapolis office)
Notes: several private label retail programs. Also offering the option of the smaller format (15,000 SF) and limited assortment grocery store, Save A Lot.

Eagle's original retail planning objective was to determine feasibility of full service grocery. Since Eagle has no local, full service grocer the feasibility assessment isn't a case of yes or no but instead a matter of determining store size and format to fit the market and shopping center model.

The supermarket survey determined that success is in part dependent on an associate "contending retail district".

The survey determines that the growing Eagle community and retail market is substantial enough to warrant convenient retail services for the fundamental needs of grocery and pharmacy, and cases made for other related services of liquor, restaurants, fuel center, banking and more.

Eagle's Retail Market Overview



Village of Eagle is located at the southwest corner of Waukesha County.

Eagle is 15 minutes south of I-94/Delafield and 10 minutes west of I-43/Mukwonago, and at the northern end of the southern section of Wisconsin's Kettle Moraine State Forest.

Site 100, therefore, is influenced by the next largest market of Mukwonago, but also by the major markets along I-94 including Delafield, Oconomowoc and Waukesha.

Site 100 is exposed to a modest seasonal business sector drawn to the state forest and to area lakes per seasonal activity and residences.

Wisconsin Department of Administration's final 2010 estimates of population identify Eagle Village and Town with aggregate population of 5,422 residents, which is an approximate 3-mile reach of Site 100.

This survey's focus for the range of small to large retail tenants is a 5-mile radius, identifying 12,688 residents and nearly double the retail potential to that of the 3-mile radius.

Comparatively, the supermarket survey identifies an extended area of reach for that business, including Palmyra, so just over 14,000 consumers.

Wisconsin Department of Administration estimates Eagle with average annual growth of +1.2% thru the past decade. There have been 20-25 new homes developed annually in the convenient area and mainly, immediately east of Site 100.

Eagle's retail market extends:

- 5 miles east to County Road I which is at the fringe of Mukwonago's western subdivisions, where consumers would have reasonable access for Eagle's alternative retail offering to Mukwonago's big-box affairs with the corporate Pick 'n Save and Walmart Supercenter.
- 5 miles south of the unincorporated community of Troy Center and to Lake Beulah, but short of East Troy.
- 5 miles west, just past the Waukesha County line, but short of Palmyra which is considered for "beyond" trade area potential draw.
- 5 miles north up to but not including North Prairie, as limited by metro gravitation and the larger competing retail districts along I-94.

Population Overview:

Area	2000 Pop.	2010 Estimate	Daytime Sector
1-Mile Radius	1,298	2,086	529
Annual Change		+0.82%	
3-Mile Radius	5,330	5,732	780
Annual Growth		+0.75%	
5-Mile Radius	11,327	12,688	1,324
Annual Growth		+1.20%	
Eagle Village	1,707	1,848	n/a
Annual Growth		+0.83%	
Town of Eagle	3,117	3,574	n/a
Annual Growth		+1.47%	
Palmyra Village	1,776	1,779	n/a
Annual Growth		+0.07%	
North Prairie Village	1,571	1,964	n/a
Annual Growth		+2.5%	
Waukesha County	64,825	69,100	n/a
		+0.66%	

Sources: ScanUs, US Census Bureau, Wisconsin Department of Administration

Eagle's Consumers (see Demand Model on page 4):

Overall, the business prospects for Site 100 will service:

9. Predominant consumer sector:
 - a. Solid, middle income.
 - b. Family-size households.
 - c. Youthful market...below average per strong share of children and light share of seniors.
 - d. Little ethnicity.
10. Relatively weak daytime worker sector. Under 1,000 workers in community radius so this is an evening/weekends active market.
11. An undefined seasonal market in terms of number of consumers and expenditures. However, other similar seasonal markets have produced seasonal, sales base increase of +5 to +10% over the 14-week holiday-to-holiday season. The aggregate can add 1-3 points to a store's year round sales...restaurants reaching that and more, depending on the format and operation.

So consumer profile is fairly homogenous per little deviation between average and median income and little ethnicity.

Modest educational level tends to weigh consumer interests more toward price than quality and service. But that point is tempered with the shopping options being inconvenient.

Recommended retail approach to this market: strong personal character, local interaction with business and residents, certain price imagery in merchandising and marketing, yet differentiating traits that compliment the smaller store (to that of big-box options) and a more comfortable shopping experience...home town experience if you will.

Site 100 Profile



Owner: Brian Cummings, commercial realtor/developer from Waukesha.

Status: Mr. Cummings reportedly is open to selling the 7-acre Site 100 for development of the proposed shopping center. He, then, would develop the adjacent 7-acre property as an office complex.

Site 100	7 acres.
Proposed GLA*	65-75,000 SF (GLA=gross lease area).
Existing Land Use	Undeveloped; development ready.
Adjacent Land Use	<p>North -- Village office/library across Main Street and then Eagle Elementary.</p> <p>East - Eagle Elementary, a daycare, Bank of Mukwonago and Eagle Medical Clinic.</p> <p>South - proposed senior housing, and then a relatively new residential subdivision.</p> <p>West - post office at northwest corner, and then across Markham Road is a converted residence by Blooms in Bloom (3-store network in the area) and the community recreation fields.</p>

Site 100 Profile (continued)

Adjacent Roads *Main Street/County Road Nn:* two-lane route, 35 mile-per-hour speed limit increasing to 55 just east.

2009 ADT = 5,000 but keep in mind that Site 100's activity should increase counts nearer 7,000 ADT.

Markham Road: Markham Road is a two-lane residential feeder. Miscellaneous traffic volume.

FYI - downtown Eagle's ADT is 4,300 for those businesses that might be considering relocation advantage at Site 100.

Traffic Controls None.

Overall Best location for Eagle's retail district, with citing:

- proximity to "hub" of roads downtown.
- Interceptive of traffic gravitating to the primary, competing market of Mukwonago.
- Close proximity to the market's growth area along County Road Nn from Site 100 east to Mukwonago.

DIRECTION	ACCESSIBILITY	VISIBILITY	INGRESS/EGRESS
General	Advantage with Eagle's road network hub.	Excellent at Main Street. No visibility to the other arterial routes, warranting remote sign tactics.	Assuming a comfortable entrance from Main Street/C.R. Nn.
North	Via State Routes 59 & 67	Off-route situation so warrants remote sign.	Site 100's primary entrance point.
South	Via State Route 67	Off-route situation warrants remote sign.	No entrance at site's south side .
East	Via Main Street/C.R. Nn	Excellent	Primary entrance
West	Via Main Street	Excellent	Primary entrance
Traffic Flow		Assumed comfortable with site layout.	
Parking		Assumes a comfortable ratio of about 5:1.	
Transient Exposure		The off-route issue warrants remote sign tactics. Interceptive of traffic gravitating to Mukwonago.	
Placement in City		Best location for room, character & growth.	
Location Relative to Population		Very good	
Overall Site Rating		Best location for Eagle's new retail district.	

Road Improvements

None known to be significant to Site 100's profile or the market's competitive structure for the assumed opening date of Spring, 2012.

Methodology

During the month of February, 2011, a field visit to the Eagle, WI area was conducted to collect demographic data, competitor identification/evaluation, changes in the marketplace, traffic flow information, and to review the characteristics of the subject site.

This data, combined with observations of the analyst, are used to produce a current market simulation. This simulation is then used to formulate the individual tactics based on supply and demand characteristics in the trade area.

Eagle is an under-serviced market with regard to convenient retail services so that there is near 100% leakage of expenditures to competing markets.

Projected market share for the field of retail categories is related to the business attraction factors identified with the more refined sales forecast for the supermarket (supermarket survey #EAGLE101 dated May, 2010).

The recommended retail categories for Eagle Shopping Center Model are judged to:

- Satisfy the fundamental, convenient retail needs for this community.
- Have reasonably productive performance potential.
- Be complimentary contribution to the shopping center entity.

The forecasts of this survey are "first pass" projections in relation to the basic assumptions made for size, format and operation. They warrant update and further refinement with regard to an actual retailer, once identified.

Definitions

TRADE AREA/MARKET: contains the primary area of consumer resident sectors from which Site 100 retailer's will draw a majority of their business potential.

SECTORS: Geographic units (population neighborhoods) of the trade area.

DRAW: Portion of a store's total sales derived from the trade area. A retail store's potential for business from "beyond" the trade area relates to:

- Consumers residing beyond the trade area but in secondary business sectors (typically in lesser convenience).
- "Other" business sectors like seasonal trade, transient traffic daytime workers within convenience.
- Potential to draw business from other retail categories than the baseline retail category that the store was projected upon (e.g., supermarket also drawing from restaurant, liquor general merchandise trade).

RETAIL EXPENDITURES: Consumer expenditures either referenced by household or per capita.

FLOAT: Portion of the potential within the study area that is not captured by the identified retailers.

BARRIERS: Physical or psychological obstacles that impair travel and accessibility to site.

Source Data

"Number of Inhabitants, Wisconsin," 2000 Census of Population, U.S. Department of Commerce, Bureau of the Census.

"Block Statistics, Wisconsin," 2000 Census of Housing, U.S. Department of Commerce, Bureau of the Census.

"2000 Census of Population and Housing" for Wisconsin CPH-5-45, FL94-171 Data, STF1A and STF3A. 2003 population estimates.

Per Capita Expenditure Program, Sector 2000, LOCUS and UDS.

Village of Eagle.

Hennepin County Planning Department.

Waukesha County Planning Department.

Wisconsin Department of Administration, final 2010 estimates for municipalities and counties.

2010/2015 population estimates, ScanUS.

Claritas Retail Expenditures.

Wisconsin Department of Transportation.

Google Earth – Aerial Photos.

Demographic Trends: 2000/2010/2015

Site located at 42.8778, 88.4619
1 Mi Ring ()

Scan/US, Inc.
05/02/2011

	2000 Census		2010 Estimates		2015 Projections	
Population	1,928		2,086		2,062	
In Households	1,928	100.0%	2,086	100.0%	2,062	100.0%
In Families	1,753	90.9%	1,894	90.8%	1,875	90.9%
In Non-family Households	175	9.1%	191	9.2%	187	9.1%
In Group Quarters	0	0.0%	0	0.0%	0	0.0%
Race:						
White	1,867	96.9%	1,973	94.6%	1,932	93.7%
Black	7	0.3%	22	1.0%	29	1.4%
American Indian	11	0.6%	13	0.6%	14	0.7%
Asian	5	0.3%	20	0.9%	33	1.6%
Pacific Islander	0	0.0%	0	0.0%	0	0.0%
Other/Multi-Racial	38	1.9%	58	2.8%	54	2.6%
Hispanic Population	46	2.4%	68	3.3%	73	3.5%
Labor Force: Pop, 16+ Years	1,357	70.4%	1,568	75.2%	1,578	76.5%
In Armed Forces	0	0.0%	0	0.0%	0	0.0%
Employed	1,024	75.4%	1,094	69.8%	1,162	73.6%
Unemployed	23	1.7%	90	5.8%	33	2.1%
Not In Labor Force	310	22.8%	383	24.4%	383	24.3%
Education: Pop, 25+ Years	1,187	61.6%	1,334	64.0%	1,328	64.4%
No HS Diploma	77	6.5%	50	3.7%	42	3.1%
HS Graduate	424	35.7%	449	33.7%	435	32.8%
College, No Degree	316	26.6%	326	24.5%	307	23.1%
Associate Degree	120	10.1%	140	10.5%	149	11.2%
College Degree	185	15.5%	248	18.6%	260	19.6%
Graduate/Professional Degree	66	5.5%	121	9.1%	135	10.2%
Households	651		730		717	
Families	529	81.3%	569	77.9%	553	77.1%
With Children	320	49.1%	300	41.1%	280	39.0%
Non-Families	122	18.7%	161	22.1%	164	22.9%
With Children	2	0.3%	0	0.0%	0	0.0%
Average Size:						
Household	3.0		2.9		2.9	
Family	3.3		3.3		3.4	
Non-Family	1.4		1.2		1.1	
Households by Persons:						
1	99	15.2%	138	18.9%	149	20.8%
2	192	29.4%	219	30.0%	204	28.4%
3+	361	55.4%	373	51.1%	364	50.7%
Total Housing Units:	665		752		739	
Vacant	14	2.2%	22	2.9%	22	3.0%
Owned	593	89.2%	667	88.7%	654	88.5%
Rented	58	8.7%	63	8.4%	63	8.5%
Vehicles Available	1,438		1,642		1,641	
Average Vehicles/HH	2.2		2.2		2.3	

Demographic Trends: 2000/2010/2015

Site located at 42.8778, 88.4619
1 Mi Ring ()

Scan/US, Inc.
05/02/2011

		2000 Census		2010 Estimates		2015 Projections	
Total Households		651		730		717	
Total Aggregate Income (\$Mil)		\$48.0		\$61.3		\$64.6	
Per Capita Income		\$24,917		\$29,399		\$31,312	
Households By Income:	< \$10,000	14	2.1%	14	1.9%	13	1.8%
	\$10,000 - \$14,999	17	2.6%	15	2.0%	15	2.1%
	\$15,000 - \$19,999	6	1.0%	8	1.0%	9	1.3%
	\$20,000 - \$24,999	8	1.2%	10	1.3%	10	1.4%
	\$25,000 - \$29,999	15	2.4%	15	2.1%	15	2.1%
	\$30,000 - \$34,999	28	4.3%	25	3.5%	20	2.8%
	\$35,000 - \$39,999	36	5.5%	32	4.3%	28	3.9%
	\$40,000 - \$49,999	62	9.5%	55	7.5%	52	7.3%
	\$50,000 - \$59,999	102	15.7%	87	11.9%	75	10.5%
	\$60,000 - \$74,999	119	18.2%	113	15.4%	100	14.0%
	\$75,000 - \$99,999	131	20.1%	150	20.5%	148	20.7%
	\$100,000 - \$124,999	54	8.3%	87	11.9%	94	13.0%
	\$125,000 - \$149,999	39	6.0%	73	10.0%	81	11.3%
	\$150,000 - \$199,999	13	2.0%	31	4.2%	38	5.2%
	\$200,000 - \$249,999	3	0.5%	9	1.3%	10	1.3%
	\$250,000+	4	0.6%	8	1.1%	10	1.4%
Average Income:	Household	\$73,793		\$83,939		\$90,058	
	Family	\$79,184		\$92,386		\$100,775	
	Non-Family	\$50,313		\$53,698		\$54,056	
Median Income:	Household	\$64,496		\$73,373		\$77,410	
	Family	\$69,109		\$80,103		\$84,879	
	Non-Family	\$42,714		\$41,839		\$45,093	
Households By Disposable Income:	< \$10,000	17	2.6%	15	2.0%	14	1.9%
	\$10,000 - \$14,999	15	2.4%	18	2.4%	13	1.8%
	\$15,000 - \$19,999	10	1.6%	12	1.6%	10	1.4%
	\$20,000 - \$24,999	12	1.8%	14	2.0%	15	2.1%
	\$25,000 - \$29,999	29	4.5%	27	3.8%	25	3.5%
	\$30,000 - \$34,999	43	6.5%	37	5.0%	35	4.8%
	\$35,000 - \$39,999	44	6.8%	43	5.9%	40	5.5%
	\$40,000 - \$49,999	125	19.2%	102	14.0%	91	12.7%
	\$50,000 - \$59,999	112	17.2%	104	14.2%	95	13.2%
	\$60,000 - \$74,999	126	19.4%	143	19.6%	140	19.6%
	\$75,000 - \$99,999	71	11.0%	113	15.5%	122	17.1%
	\$100,000 - \$124,999	32	4.9%	65	8.9%	71	10.0%
	\$125,000 - \$149,999	7	1.1%	17	2.4%	23	3.1%
	\$150,000 - \$199,999	4	0.6%	14	1.9%	15	2.1%
	\$200,000 - \$249,999	1	0.2%	3	0.4%	4	0.5%
	\$250,000+	2	0.3%	3	0.4%	4	0.6%
Disposable Aggregate (\$Mil)		\$37.3		\$49.4		\$51.7	
Disposable Average Income		\$57,277		\$67,611		\$72,128	
Disposable Median Income		\$52,551		\$59,076		\$61,521	

Demographic Trends: 2000/2010/2015

Site located at 42.8778, 88.4619
1 Mi Ring ()

Scan/US, Inc.
05/02/2011

	2000 Census		2010 Estimates		2015 Projections	
Total Population	1,928		2,086		2,062	
< 5 Years	0,175	9.1%	0,156	7.5%	0,159	7.7%
5 - 9 Years	0,193	10.0%	0,171	8.2%	0,158	7.6%
10 - 14 Years	0,168	8.7%	0,161	7.7%	0,144	7.0%
15 - 19 Years	0,128	6.6%	0,150	7.2%	0,144	7.0%
20 - 24 Years	0,076	3.9%	0,114	5.5%	0,129	6.2%
25 - 34 Years	0,317	16.4%	0,259	12.4%	0,287	13.9%
35 - 44 Years	0,409	21.2%	0,309	14.8%	0,250	12.1%
45 - 54 Years	0,238	12.3%	0,328	15.7%	0,289	14.0%
55 - 64 Years	0,115	6.0%	0,241	11.6%	0,268	13.0%
65 - 74 Years	0,063	3.3%	0,110	5.3%	0,146	7.1%
75 - 84 Years	0,037	1.9%	0,063	3.0%	0,064	3.1%
85+ Years	0,008	0.4%	0,025	1.2%	0,024	1.2%
Median Age	33.1		36.1		35.8	
Population, Female	0,973	50.5%	1,039	49.8%	1,026	49.8%
< 5 Years	0,093	9.5%	0,081	7.8%	0,079	7.7%
5 - 9 Years	0,096	9.9%	0,082	7.9%	0,078	7.6%
10 - 14 Years	0,085	8.7%	0,082	7.8%	0,073	7.1%
15 - 19 Years	0,063	6.5%	0,072	6.9%	0,068	6.6%
20 - 24 Years	0,033	3.4%	0,055	5.3%	0,061	6.0%
25 - 34 Years	0,170	17.5%	0,128	12.3%	0,145	14.2%
35 - 44 Years	0,192	19.7%	0,142	13.6%	0,110	10.8%
45 - 54 Years	0,123	12.7%	0,170	16.3%	0,150	14.7%
55 - 64 Years	0,055	5.6%	0,119	11.5%	0,132	12.9%
65 - 74 Years	0,031	3.1%	0,056	5.4%	0,074	7.2%
75 - 84 Years	0,027	2.7%	0,039	3.7%	0,040	3.9%
85+ Years	0,006	0.6%	0,015	1.4%	0,016	1.5%
Median Age (Females)	32.7		36.4		36.4	
Population, Male	0,955	49.5%	1,046	50.2%	1,036	50.2%
< 5 Years	0,082	8.6%	0,075	7.2%	0,080	7.7%
5 - 9 Years	0,097	10.2%	0,089	8.5%	0,080	7.7%
10 - 14 Years	0,083	8.7%	0,079	7.6%	0,072	6.9%
15 - 19 Years	0,065	6.8%	0,078	7.5%	0,076	7.3%
20 - 24 Years	0,042	4.4%	0,059	5.6%	0,068	6.5%
25 - 34 Years	0,147	15.4%	0,131	12.5%	0,142	13.7%
35 - 44 Years	0,218	22.8%	0,168	16.0%	0,139	13.4%
45 - 54 Years	0,115	12.0%	0,158	15.1%	0,139	13.4%
55 - 64 Years	0,060	6.3%	0,122	11.7%	0,137	13.2%
65 - 74 Years	0,033	3.4%	0,054	5.1%	0,071	6.9%
75 - 84 Years	0,010	1.0%	0,024	2.3%	0,024	2.3%
85+ Years	0,003	0.3%	0,011	1.0%	0,009	0.8%
Median Age (Males)	33.6		35.9		35.4	

Demographic Trends: 2000/2010/2015

Village of Eagle
3 Mi Ring (Site located at 42.8777, 88.4619)

Scan/US, Inc.
05/02/2011

	2000 Census		2010 Estimates		2015 Projections	
Population	5,330		5,732		5,699	
In Households	5,326	99.9%	5,729	99.9%	5,696	99.9%
In Families	4,888	91.7%	5,241	91.4%	5,208	91.4%
In Non-family Households	438	8.2%	487	8.5%	488	8.6%
In Group Quarters	4	0.1%	3	0.1%	3	0.1%
Race:						
White	5,203	97.6%	5,463	95.3%	5,386	94.5%
Black	18	0.3%	55	1.0%	79	1.4%
American Indian	16	0.3%	23	0.4%	24	0.4%
Asian	16	0.3%	52	0.9%	84	1.5%
Pacific Islander	0	0.0%	0	0.0%	0	0.0%
Other/Multi-Racial	77	1.4%	140	2.4%	126	2.2%
Hispanic Population	74	1.4%	114	2.0%	129	2.3%
Labor Force: Pop, 16+ Years	3,847	72.2%	4,398	76.7%	4,423	77.6%
In Armed Forces	0	0.0%	1	0.0%	1	0.0%
Employed	2,894	75.2%	3,089	70.2%	3,269	73.9%
Unemployed	71	1.9%	228	5.2%	89	2.0%
Not In Labor Force	882	22.9%	1,081	24.6%	1,064	24.1%
Education: Pop, 25+ Years	3,379	63.4%	3,756	65.5%	3,756	65.9%
No HS Diploma	235	7.0%	152	4.0%	121	3.2%
HS Graduate	1,143	33.8%	1,204	32.1%	1,174	31.3%
College, No Degree	884	26.2%	896	23.9%	852	22.7%
Associate Degree	324	9.6%	397	10.6%	416	11.1%
College Degree	567	16.8%	736	19.6%	771	20.5%
Graduate/Professional Degree	227	6.7%	371	9.9%	421	11.2%
Households	1,810		2,017		2,002	
Families	1,515	83.7%	1,618	80.2%	1,580	78.9%
With Children	841	46.5%	802	39.8%	746	37.3%
Non-Families	295	16.3%	399	19.8%	423	21.1%
With Children	2	0.1%	0	0.0%	0	0.0%
Average Size:						
Household	2.9		2.8		2.8	
Family	3.2		3.2		3.3	
Non-Family	1.5		1.2		1.2	
Households by Persons:						
1	226	12.5%	335	16.6%	361	18.0%
2	603	33.3%	652	32.3%	627	31.3%
3+	981	54.2%	1,031	51.1%	1,014	50.7%
Total Housing Units:	1,894		2,129		2,114	
Vacant	84	4.4%	112	5.3%	111	5.3%
Owned	1,684	88.9%	1,879	88.3%	1,865	88.2%
Rented	126	6.7%	138	6.5%	138	6.5%
Vehicles Available	4,021		4,609		4,670	
Average Vehicles/HH	2.2		2.3		2.3	

Demographic Trends: 2000/2010/2015

Village of Eagle

3 Mi Ring (Site located at 42.8777, 88.4619)

Scan/US, Inc.

05/02/2011

		2000 Census		2010 Estimates		2015 Projections	
Total Households		1,810		2,017		2,002	
Total Aggregate Income (\$Mil)		\$138.5		\$176.1		\$188.1	
Per Capita Income		\$25,990		\$30,717		\$32,999	
Households By Income:	< \$10,000	37	2.0%	44	2.2%	44	2.2%
	\$10,000 - \$14,999	56	3.1%	55	2.7%	46	2.3%
	\$15,000 - \$19,999	36	2.0%	36	1.8%	33	1.6%
	\$20,000 - \$24,999	30	1.6%	29	1.4%	27	1.4%
	\$25,000 - \$29,999	51	2.8%	56	2.8%	50	2.5%
	\$30,000 - \$34,999	71	3.9%	64	3.2%	54	2.7%
	\$35,000 - \$39,999	83	4.6%	75	3.7%	73	3.6%
	\$40,000 - \$49,999	178	9.8%	157	7.8%	145	7.3%
	\$50,000 - \$59,999	248	13.7%	202	10.0%	176	8.8%
	\$60,000 - \$74,999	313	17.3%	284	14.1%	257	12.8%
	\$75,000 - \$99,999	381	21.0%	428	21.2%	424	21.2%
	\$100,000 - \$124,999	149	8.2%	238	11.8%	260	13.0%
	\$125,000 - \$149,999	91	5.0%	168	8.3%	195	9.8%
	\$150,000 - \$199,999	49	2.7%	108	5.3%	127	6.3%
	\$200,000 - \$249,999	16	0.9%	36	1.8%	45	2.2%
	\$250,000+	21	1.1%	36	1.8%	46	2.3%
Average Income:	Household	\$76,530		\$87,296		\$93,917	
	Family	\$81,488		\$94,894		\$103,847	
	Non-Family	\$51,039		\$56,419		\$56,992	
Median Income:	Household	\$65,311		\$73,871		\$78,848	
	Family	\$69,452		\$81,324		\$86,627	
	Non-Family	\$39,956		\$40,880		\$42,245	
Households By Disposable Income:	< \$10,000	44	2.4%	47	2.3%	46	2.3%
	\$10,000 - \$14,999	55	3.1%	50	2.5%	43	2.1%
	\$15,000 - \$19,999	42	2.3%	39	1.9%	39	2.0%
	\$20,000 - \$24,999	43	2.4%	46	2.3%	46	2.3%
	\$25,000 - \$29,999	76	4.2%	74	3.7%	73	3.6%
	\$30,000 - \$34,999	108	5.9%	91	4.5%	84	4.2%
	\$35,000 - \$39,999	121	6.7%	116	5.8%	102	5.1%
	\$40,000 - \$49,999	306	16.9%	252	12.5%	220	11.0%
	\$50,000 - \$59,999	296	16.4%	261	12.9%	239	11.9%
	\$60,000 - \$74,999	369	20.4%	409	20.3%	410	20.5%
	\$75,000 - \$99,999	200	11.0%	317	15.7%	340	17.0%
	\$100,000 - \$124,999	80	4.4%	161	8.0%	185	9.2%
	\$125,000 - \$149,999	33	1.8%	68	3.4%	79	4.0%
	\$150,000 - \$199,999	23	1.3%	51	2.5%	57	2.9%
	\$200,000 - \$249,999	7	0.4%	13	0.6%	16	0.8%
	\$250,000+	8	0.4%	21	1.1%	22	1.1%
Disposable Aggregate (\$Mil)		\$106.8		\$141.3		\$149.8	
Disposable Average Income		\$59,030		\$70,046		\$74,829	
Disposable Median Income		\$53,464		\$60,311		\$62,815	

Demographic Trends: 2000/2010/2015

Village of Eagle

3 Mi Ring (Site located at 42.8777, 88.4619)

Scan/US, Inc.

05/02/2011

	2000 Census		2010 Estimates		2015 Projections	
Total Population	5,330		5,732		5,699	
< 5 Years	0,422	7.9%	0,395	6.9%	0,407	7.1%
5 - 9 Years	0,502	9.4%	0,439	7.7%	0,405	7.1%
10 - 14 Years	0,462	8.7%	0,417	7.3%	0,383	6.7%
15 - 19 Years	0,375	7.0%	0,409	7.1%	0,400	7.0%
20 - 24 Years	0,190	3.6%	0,313	5.5%	0,347	6.1%
25 - 34 Years	0,723	13.6%	0,628	11.0%	0,714	12.5%
35 - 44 Years	1,136	21.3%	0,841	14.7%	0,677	11.9%
45 - 54 Years	0,851	16.0%	1,043	18.2%	0,917	16.1%
55 - 64 Years	0,370	6.9%	0,694	12.1%	0,798	14.0%
65 - 74 Years	0,184	3.5%	0,320	5.6%	0,408	7.2%
75 - 84 Years	0,100	1.9%	0,173	3.0%	0,181	3.2%
85+ Years	0,016	0.3%	0,057	1.0%	0,060	1.1%
Median Age	35.3		38.1		38.0	
Population, Female	2,678	50.2%	2,845	49.6%	2,826	49.6%
< 5 Years	0,221	8.3%	0,197	6.9%	0,199	7.0%
5 - 9 Years	0,264	9.8%	0,222	7.8%	0,205	7.2%
10 - 14 Years	0,230	8.6%	0,208	7.3%	0,184	6.5%
15 - 19 Years	0,174	6.5%	0,195	6.9%	0,192	6.8%
20 - 24 Years	0,085	3.2%	0,151	5.3%	0,166	5.9%
25 - 34 Years	0,381	14.2%	0,311	10.9%	0,359	12.7%
35 - 44 Years	0,555	20.7%	0,398	14.0%	0,308	10.9%
45 - 54 Years	0,428	16.0%	0,528	18.6%	0,466	16.5%
55 - 64 Years	0,171	6.4%	0,328	11.5%	0,383	13.5%
65 - 74 Years	0,094	3.5%	0,162	5.7%	0,210	7.4%
75 - 84 Years	0,063	2.3%	0,105	3.7%	0,110	3.9%
85+ Years	0,013	0.5%	0,040	1.4%	0,042	1.5%
Median Age (Females)	35.1		38.4		38.4	
Population, Male	2,652	49.8%	2,886	50.3%	2,872	50.4%
< 5 Years	0,200	7.6%	0,199	6.9%	0,208	7.2%
5 - 9 Years	0,238	9.0%	0,217	7.5%	0,201	7.0%
10 - 14 Years	0,232	8.8%	0,209	7.2%	0,199	6.9%
15 - 19 Years	0,201	7.6%	0,214	7.4%	0,207	7.2%
20 - 24 Years	0,104	3.9%	0,162	5.6%	0,181	6.3%
25 - 34 Years	0,342	12.9%	0,317	11.0%	0,355	12.3%
35 - 44 Years	0,581	21.9%	0,443	15.4%	0,369	12.8%
45 - 54 Years	0,423	15.9%	0,515	17.9%	0,451	15.7%
55 - 64 Years	0,199	7.5%	0,367	12.7%	0,415	14.5%
65 - 74 Years	0,090	3.4%	0,158	5.5%	0,198	6.9%
75 - 84 Years	0,037	1.4%	0,068	2.4%	0,072	2.5%
85+ Years	0,003	0.1%	0,017	0.6%	0,018	0.6%
Median Age (Males)	35.6		37.9		37.6	

Demographic Trends: 2000/2010/2015

Village of Eagle
5 Mi Ring (Site located at 42.8777, 88.4619)

Scan/US, Inc.
05/02/2011

	2000 Census		2010 Estimates		2015 Projections	
Population	11,327		12,688		12,781	
In Households	11,308	99.8%	12,678	99.9%	12,772	99.9%
In Families	10,454	92.3%	11,681	92.1%	11,757	92.0%
In Non-family Households	854	7.5%	997	7.9%	1,015	7.9%
In Group Quarters	19	0.2%	9	0.1%	9	0.1%
Race:						
White	11,087	97.9%	12,184	96.0%	12,216	95.6%
Black	25	0.2%	79	0.6%	120	0.9%
American Indian	22	0.2%	37	0.3%	38	0.3%
Asian	38	0.3%	107	0.8%	175	1.4%
Pacific Islander	0	0.0%	1	0.0%	1	0.0%
Other/Multi-Racial	155	1.4%	281	2.2%	232	1.8%
Hispanic Population	149	1.3%	248	2.0%	287	2.2%
Labor Force: Pop, 16+ Years	8,292	73.2%	9,859	77.7%	10,017	78.4%
In Armed Forces	0	0.0%	1	0.0%	2	0.0%
Employed	6,301	76.0%	7,044	71.4%	7,498	74.9%
Unemployed	135	1.6%	442	4.5%	179	1.8%
Not In Labor Force	1,855	22.4%	2,372	24.1%	2,338	23.3%
Education: Pop, 25+ Years	7,208	63.6%	8,365	65.9%	8,492	66.4%
No HS Diploma	527	7.3%	366	4.4%	286	3.4%
HS Graduate	2,271	31.5%	2,512	30.0%	2,495	29.4%
College, No Degree	1,822	25.3%	1,915	22.9%	1,849	21.8%
Associate Degree	711	9.9%	901	10.8%	960	11.3%
College Degree	1,326	18.4%	1,761	21.0%	1,864	22.0%
Graduate/Professional Degree	550	7.6%	910	10.9%	1,037	12.2%
Households	3,813		4,410		4,449	
Families	3,242	85.0%	3,601	81.7%	3,567	80.2%
With Children	1,719	45.1%	1,716	38.9%	1,617	36.4%
Non-Families	572	15.0%	809	18.3%	883	19.8%
With Children	7	0.2%	2	0.0%	2	0.0%
Average Size:						
Household	3.0		2.9		2.9	
Family	3.2		3.2		3.3	
Non-Family	1.5		1.2		1.1	
Households by Persons:						
1	437	11.5%	663	15.0%	738	16.6%
2	1,307	34.3%	1,473	33.4%	1,433	32.2%
3+	2,068	54.2%	2,273	51.5%	2,276	51.2%
Total Housing Units:	3,986		4,661		4,700	
Vacant	173	4.3%	251	5.4%	251	5.3%
Owned	3,562	89.4%	4,137	88.8%	4,172	88.8%
Rented	252	6.3%	273	5.9%	278	5.9%
Vehicles Available	8,745		10,419		10,708	
Average Vehicles/HH	2.3		2.4		2.4	

Demographic Trends: 2000/2010/2015

Village of Eagle

5 Mi Ring (Site located at 42.8777, 88.4619)

Scan/US, Inc.

05/02/2011

		2000 Census		2010 Estimates		2015 Projections	
Total Households		3,813		4,410		4,449	
Total Aggregate Income (\$Mil)		\$310.8		\$425.3		\$461.6	
Per Capita Income		\$27,438		\$33,522		\$36,118	
Households By Income:	< \$10,000	75	2.0%	92	2.1%	97	2.2%
	\$10,000 - \$14,999	94	2.5%	84	1.9%	75	1.7%
	\$15,000 - \$19,999	67	1.8%	61	1.4%	62	1.4%
	\$20,000 - \$24,999	79	2.1%	74	1.7%	70	1.6%
	\$25,000 - \$29,999	82	2.1%	100	2.3%	91	2.0%
	\$30,000 - \$34,999	124	3.3%	109	2.5%	97	2.2%
	\$35,000 - \$39,999	161	4.2%	140	3.2%	132	3.0%
	\$40,000 - \$49,999	387	10.1%	328	7.4%	303	6.8%
	\$50,000 - \$59,999	488	12.8%	389	8.8%	349	7.8%
	\$60,000 - \$74,999	648	17.0%	591	13.4%	546	12.3%
	\$75,000 - \$99,999	838	22.0%	970	22.0%	973	21.9%
	\$100,000 - \$124,999	389	10.2%	645	14.6%	706	15.9%
	\$125,000 - \$149,999	175	4.6%	340	7.7%	391	8.8%
	\$150,000 - \$199,999	112	2.9%	269	6.1%	309	6.9%
	\$200,000 - \$249,999	38	1.0%	84	1.9%	97	2.2%
	\$250,000+	54	1.4%	130	2.9%	148	3.3%
Average Income:	Household	\$81,503		\$96,442		\$103,756	
	Family	\$86,097		\$104,572		\$113,693	
	Non-Family	\$55,455		\$59,908		\$63,427	
Median Income:	Household	\$68,178		\$79,187		\$83,377	
	Family	\$71,601		\$85,307		\$90,805	
	Non-Family	\$43,281		\$45,425		\$49,888	
Households By Disposable Income:	< \$10,000	89	2.3%	108	2.4%	107	2.4%
	\$10,000 - \$14,999	97	2.5%	83	1.9%	73	1.6%
	\$15,000 - \$19,999	85	2.2%	67	1.5%	67	1.5%
	\$20,000 - \$24,999	96	2.5%	91	2.1%	99	2.2%
	\$25,000 - \$29,999	141	3.7%	131	3.0%	126	2.8%
	\$30,000 - \$34,999	193	5.1%	173	3.9%	159	3.6%
	\$35,000 - \$39,999	243	6.4%	231	5.2%	207	4.6%
	\$40,000 - \$49,999	635	16.7%	507	11.5%	448	10.1%
	\$50,000 - \$59,999	600	15.7%	542	12.3%	499	11.2%
	\$60,000 - \$74,999	807	21.2%	918	20.8%	926	20.8%
	\$75,000 - \$99,999	490	12.9%	811	18.4%	887	19.9%
	\$100,000 - \$124,999	166	4.4%	348	7.9%	402	9.0%
	\$125,000 - \$149,999	70	1.8%	165	3.7%	189	4.3%
	\$150,000 - \$199,999	52	1.4%	118	2.7%	128	2.9%
	\$200,000 - \$249,999	14	0.4%	32	0.7%	38	0.9%
	\$250,000+	33	0.9%	83	1.9%	91	2.0%
Disposable Aggregate (\$Mil)		\$235.7		\$345.5		\$373.0	
Disposable Average Income		\$61,812		\$78,335		\$83,840	
Disposable Median Income		\$55,388		\$63,484		\$66,040	

Demographic Trends: 2000/2010/2015

Village of Eagle

5 Mi Ring (Site located at 42.8777, 88.4619)

Scan/US, Inc.

05/02/2011

	2000 Census		2010 Estimates		2015 Projections	
Total Population	11,327		12,688		12,781	
< 5 Years	0,777	6.9%	0,780	6.1%	0,822	6.4%
5 - 9 Years	0,990	8.7%	0,908	7.2%	0,859	6.7%
10 - 14 Years	1,046	9.2%	0,967	7.6%	0,901	7.0%
15 - 19 Years	0,872	7.7%	0,955	7.5%	0,931	7.3%
20 - 24 Years	0,431	3.8%	0,710	5.6%	0,772	6.0%
25 - 34 Years	1,258	11.1%	1,182	9.3%	1,402	11.0%
35 - 44 Years	2,376	21.0%	1,846	14.6%	1,527	11.9%
45 - 54 Years	1,989	17.6%	2,488	19.6%	2,229	17.4%
55 - 64 Years	0,963	8.5%	1,705	13.4%	1,959	15.3%
65 - 74 Years	0,402	3.5%	0,679	5.4%	0,883	6.9%
75 - 84 Years	0,184	1.6%	0,353	2.8%	0,375	2.9%
85+ Years	0,036	0.3%	0,112	0.9%	0,117	0.9%
Median Age	36.6		39.6		39.6	
Population, Female	5,617	49.6%	6,238	49.2%	6,281	49.1%
< 5 Years	0,410	7.3%	0,396	6.3%	0,410	6.5%
5 - 9 Years	0,510	9.1%	0,462	7.4%	0,430	6.9%
10 - 14 Years	0,501	8.9%	0,461	7.4%	0,419	6.7%
15 - 19 Years	0,406	7.2%	0,448	7.2%	0,445	7.1%
20 - 24 Years	0,185	3.3%	0,330	5.3%	0,357	5.7%
25 - 34 Years	0,663	11.8%	0,594	9.5%	0,721	11.5%
35 - 44 Years	1,180	21.0%	0,892	14.3%	0,712	11.3%
45 - 54 Years	1,001	17.8%	1,246	20.0%	1,122	17.9%
55 - 64 Years	0,438	7.8%	0,792	12.7%	0,926	14.7%
65 - 74 Years	0,185	3.3%	0,330	5.3%	0,435	6.9%
75 - 84 Years	0,109	1.9%	0,202	3.2%	0,217	3.5%
85+ Years	0,029	0.5%	0,083	1.3%	0,082	1.3%
Median Age (Females)	36.4		39.7		39.9	
Population, Male	5,710	50.4%	6,449	50.8%	6,500	50.9%
< 5 Years	0,367	6.4%	0,384	6.0%	0,412	6.3%
5 - 9 Years	0,480	8.4%	0,446	6.9%	0,429	6.6%
10 - 14 Years	0,545	9.5%	0,506	7.8%	0,482	7.4%
15 - 19 Years	0,466	8.2%	0,506	7.8%	0,486	7.5%
20 - 24 Years	0,246	4.3%	0,380	5.9%	0,415	6.4%
25 - 34 Years	0,595	10.4%	0,588	9.1%	0,681	10.5%
35 - 44 Years	1,195	20.9%	0,954	14.8%	0,815	12.5%
45 - 54 Years	0,988	17.3%	1,243	19.3%	1,107	17.0%
55 - 64 Years	0,526	9.2%	0,913	14.2%	1,033	15.9%
65 - 74 Years	0,217	3.8%	0,349	5.4%	0,448	6.9%
75 - 84 Years	0,076	1.3%	0,151	2.3%	0,158	2.4%
85+ Years	0,008	0.1%	0,029	0.5%	0,035	0.5%
Median Age (Males)	36.7		39.4		39.3	