

# Does your store meet current needs?

## MINNEHAHA-HIAWATHA CORRIDOR RETAIL SURVEY

RESPONSES TO THE QUESTION: DOES YOUR STORE MEET YOUR CURRENT BUSINESS NEEDS?

Response	Lake Street	Minnehaha North	Minnehaha South	Hiawatha Corridor Total
Yes	88.9 %	72.7 %	84.4 %	82.5 %
No	11.1	24.2	15.6	16.7
Don't Know/Maybe	-	3.0	-	0.9
Total	100.0 %	100.0 %	100.0 %	100.0 %

Source: McComb Group, Ltd.

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# Does your store meet future needs?

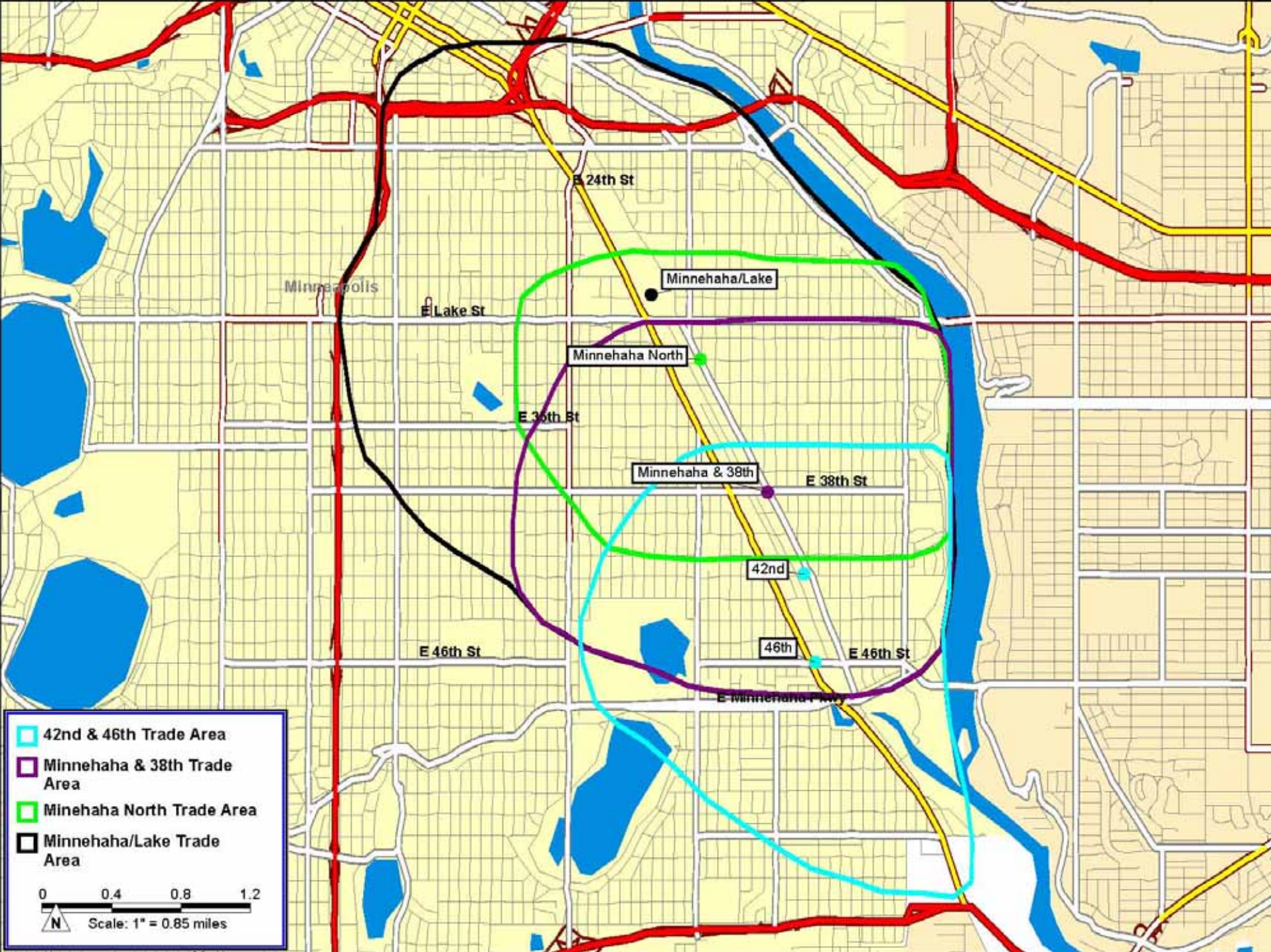
MINNEHAHA-HIAWATHA CORRIDOR RETAIL SURVEY  
 RESPONSES TO THE QUESTION: DOES YOUR STORE MEET YOUR FUTURE BUSINESS NEEDS?

Response	Lake Street	Minnehaha North	Minnehaha South	Hiawatha Corridor Total
Yes	75.0 %	54.5 %	64.4 %	64.9 %
No	13.9	39.4	17.8	22.8
Don't Know/Maybe	11.1	6.1	17.8	12.3
Total	100.0 %	100.0 %	100.0 %	100.0 %

Source: McComb Group, Ltd.

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Minneapolis

E 24th St

E Lake St

Minnehaha/Lake

Minnehaha North

E 30th St

Minnehaha & 38th

E 38th St

42nd

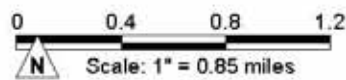
E 46th St

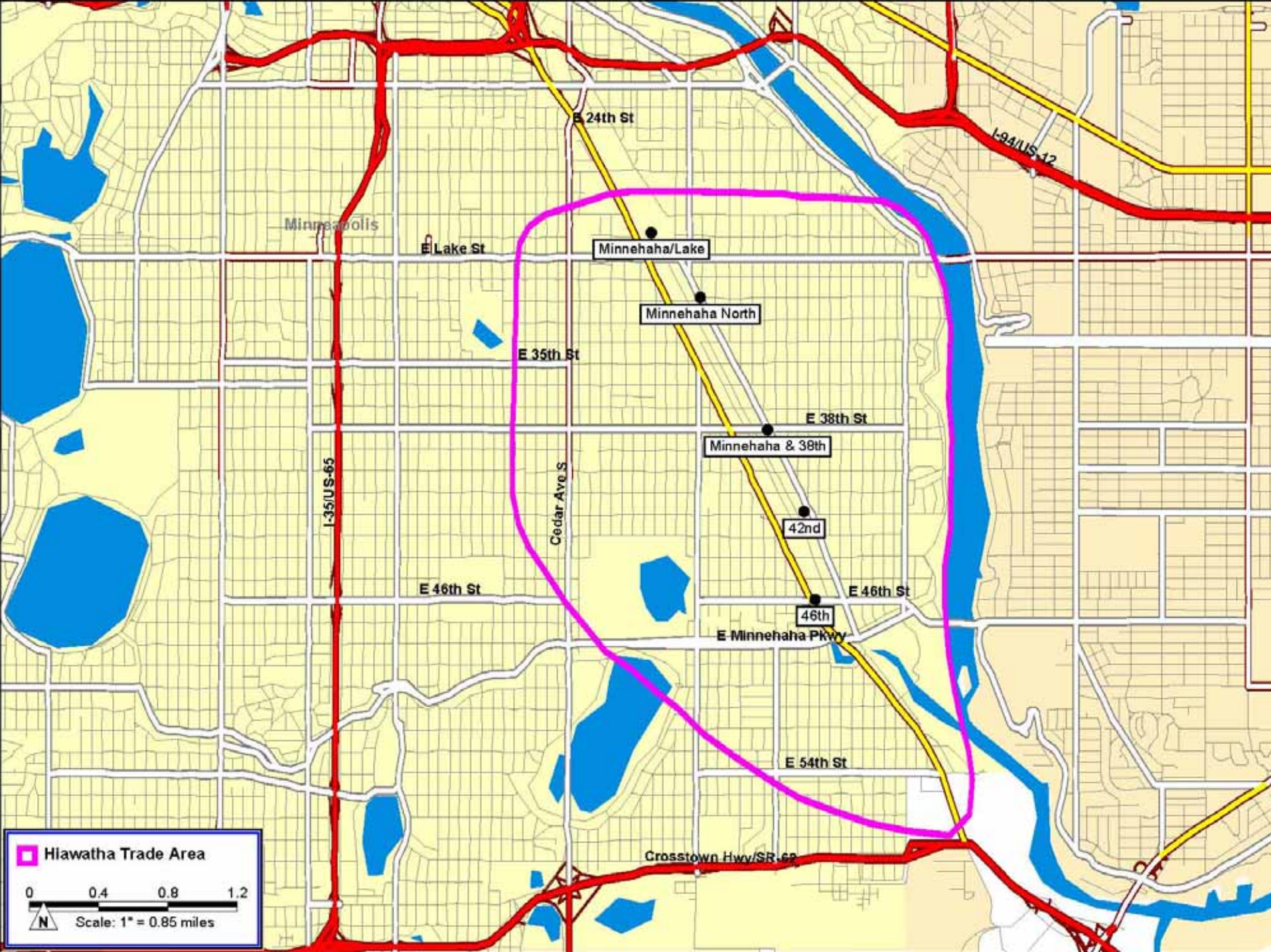
46th

E 46th St

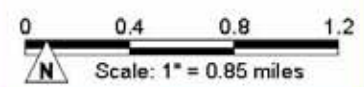
E Minnehaha Parkway

- 42nd & 46th Trade Area
- Minnehaha & 38th Trade Area
- Minnehaha North Trade Area
- Minnehaha/Lake Trade Area





 Hlawatha Trade Area



# Population/Household data

Year	Trade Area				
	Minnehaha/ Lake	Minnehaha North	Minnehaha & 38th Street	42nd & 46th Street	Minnehaha Hiawatha
<b>Population</b>					
1990	81,689	28,870	32,507	25,490	49,534
2000	89,658	29,810	32,847	24,301	49,296
2007 E	88,569	30,826	33,863	25,317	50,072
2012 E	89,871	31,878	34,915	26,369	51,334
<b>Annual Growth Rate</b>					
1990-2000	0.94 %	0.32 %	0.10 %	(0.48) %	(0.05) %
2000-2007E	(0.17)	0.48	0.44	0.59	0.22
2007E - 2012E	0.29	0.67	0.61	0.82	0.50
<b>Households</b>					
1990	34,473	12,341	14,055	10,953	21,261
2000	35,382	12,353	14,274	10,773	20,998
2007 E	35,020	13,000	14,921	11,420	21,610
2012 E	35,690	13,570	15,491	11,990	22,264
<b>Annual Growth Rate</b>					
1990-2000	0.26 %	0.01 %	0.15 %	(0.17) %	(0.12) %
2000-2007E	(0.15)	0.73	0.64	0.84	0.41
2007E - 2012E	0.38	0.86	0.75	0.98	0.60

E: Estimated.  
Source: U.S. Census, Scan/US and McComb Group, Ltd.

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# Average/Median Household Income

Year	Trade Area				
	Minnehaha/ Lake	Minnehaha North	Minnehaha & 38th Street	42nd & 46th Street	Minnehaha Hiawatha
<b>Average Household Income</b>					
1990	\$ 26,134	\$ 30,200	\$ 32,052	\$ 34,268	\$ 32,144
2000	42,101	50,270	53,126	55,105	52,494
2007 E	44,738	53,613	56,073	60,795	57,113
2012 E	47,815	57,493	60,337	65,142	61,147
<b>Median Household Income</b>					
1990	\$ 22,249	\$ 26,738	\$ 28,989	\$ 31,122	\$ 28,937
2000	33,643	41,353	44,129	46,342	43,553
2007 E	39,798	49,278	52,743	55,373	51,986
2012 E	43,603	54,240	57,855	60,750	57,041

E: Estimated.  
Source: U.S. Census, Scan/US and McComb Group, Ltd.

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# Household Income Distribution

MINNEHAHA-HIAWATHA CORRIDOR TRADE AREAS  
HOUSEHOLD INCOME DISTRIBUTION  
1990 AND 2000 CENSUS; 2007 AND 2012 ESTIMATED

Year	Trade Area				
	Minnehaha/ Lake	Minnehaha North	Minnehaha & 38th Street	42nd & 46th Street	Minnehaha Hiawatha
Households above \$75,000					
1990	971	408	547	494	818
2000	4,459	2,018	2,622	2,239	3,821
2007 E	6,946	3,323	4,268	3,625	6,136
2012 E	8,603	4,215	5,340	4,510	7,589
Households above \$100,000					
1990	368	183	196	168	301
2000	1,803	781	1,006	858	1,472
2007 E	3,388	1,629	2,107	1,822	3,024
2012 E	4,763	2,372	3,034	2,658	4,349

E: Estimated.

Source: U.S. Census, Scan/US and McComb Group, Ltd.

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# Race and Ethnicity

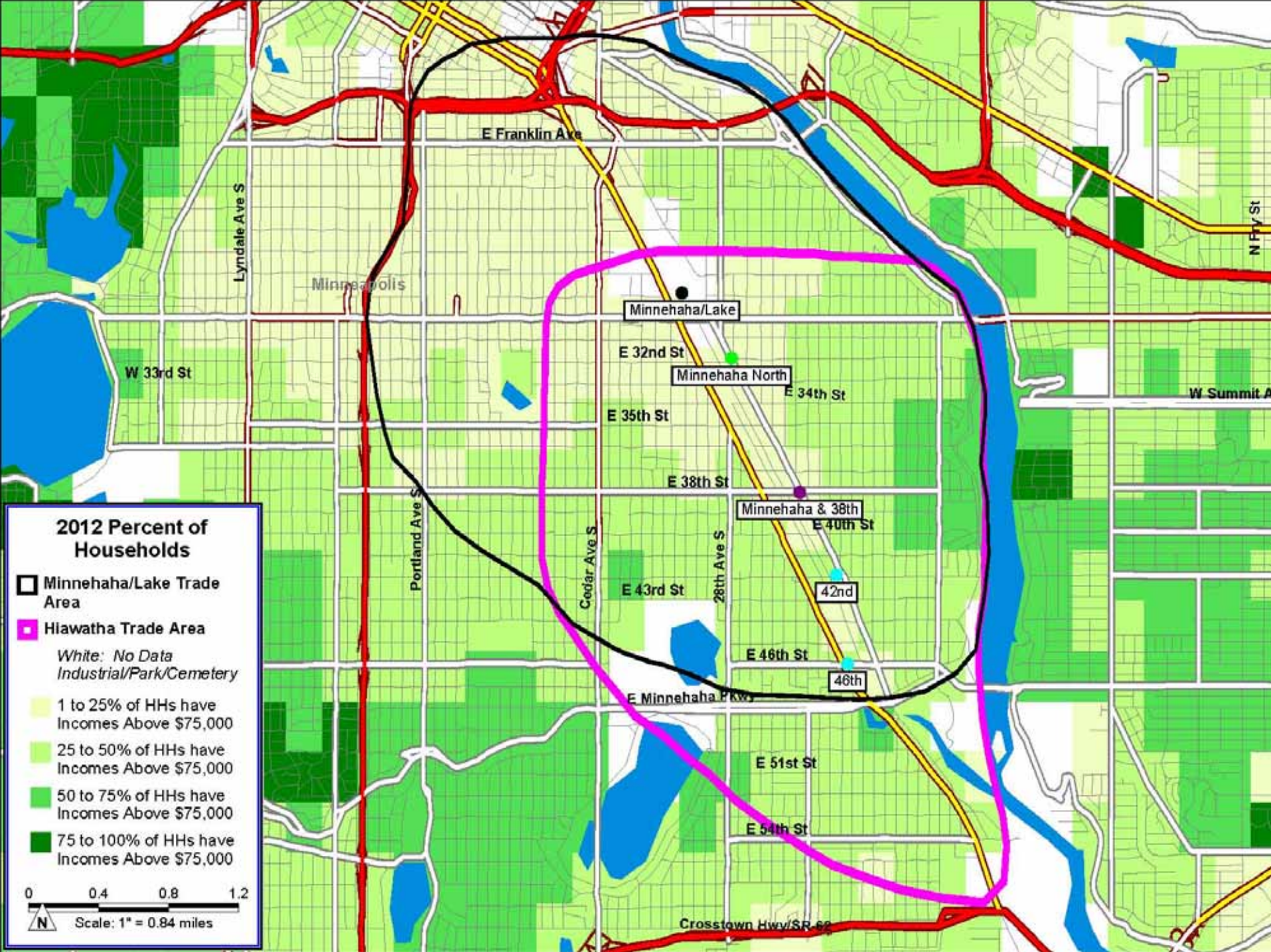
## MINNEHAHA-HIAWATHA CORRIDOR TRADE AREAS RACE AND ETHNICITY; 2007 ESTIMATED

Race and Ethnicity	Trade Area				
	Minnehaha/ Lake	Minnehaha North	Minnehaha & 38th Street	42nd & 46th Street	Minnehaha Hiawatha
Caucasian	51.2 %	64.3 %	70.8 %	79.6 %	70.5 %
African American	21.9	13.3	11.0	8.2	11.1
Native American	3.5	3.0	2.3	1.8	2.3
Asian/Pacific Islander	6.3	4.7	4.1	3.3	4.3
Other Races	17.1	14.8	11.9	7.0	11.8
Hispanic (Any Race)	19.9	17.8	12.9	6.0	13.7

Source: U.S. Census, Scan/US, Inc. and McComb Group, Ltd.

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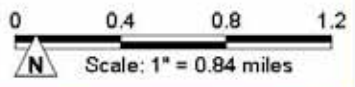


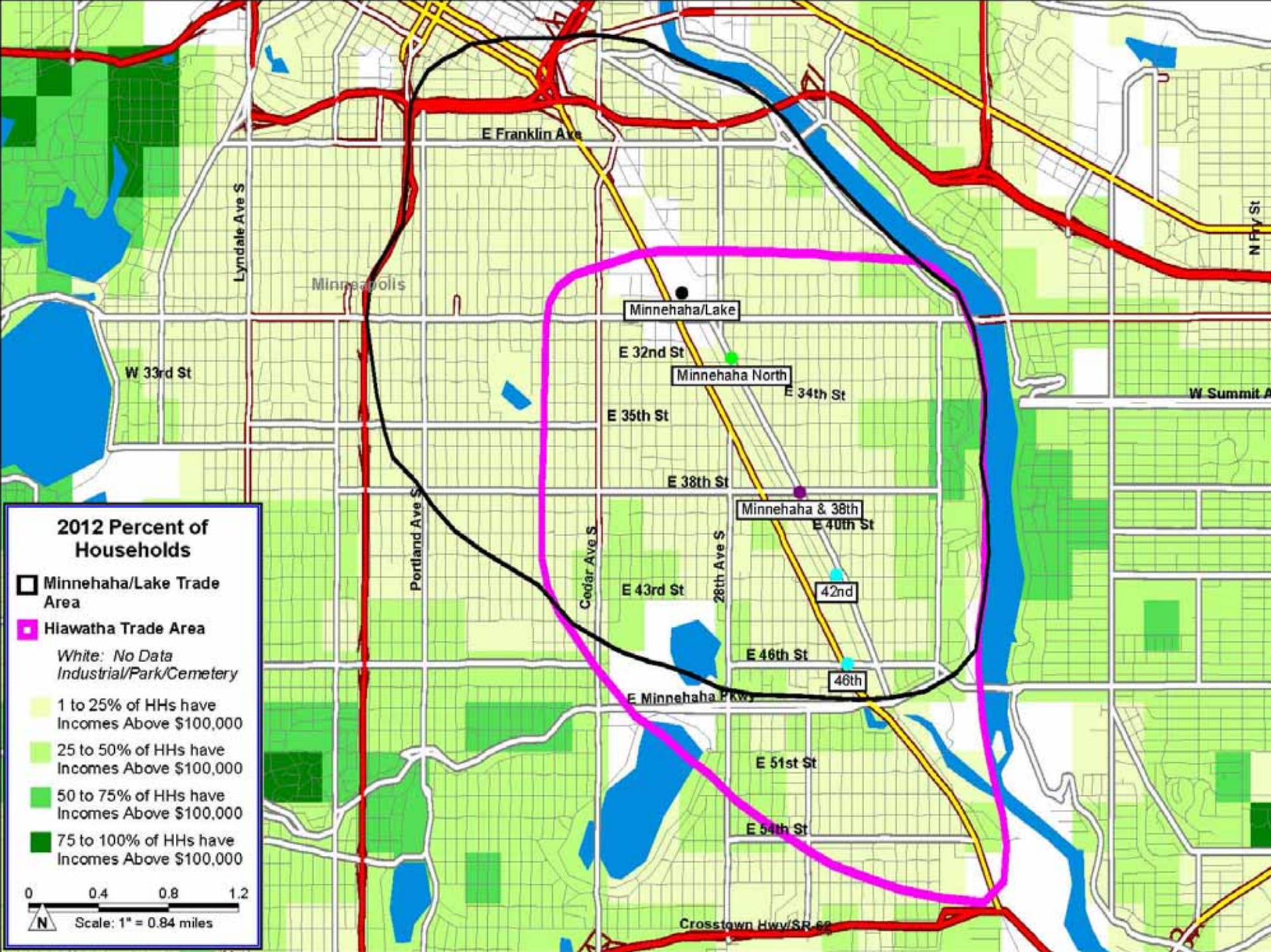
### 2012 Percent of Households

- Minnehaha/Lake Trade Area
- Hiawatha Trade Area

*White: No Data  
Industrial/Park/Cemetery*

- 1 to 25% of HHs have Incomes Above \$75,000
- 25 to 50% of HHs have Incomes Above \$75,000
- 50 to 75% of HHs have Incomes Above \$75,000
- 75 to 100% of HHs have Incomes Above \$75,000



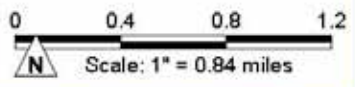


### 2012 Percent of Households

- Minnehaha/Lake Trade Area
- Hiawatha Trade Area

*White: No Data  
Industrial/Park/Cemetery*

- 1 to 25% of HHs have Incomes Above \$100,000
- 25 to 50% of HHs have Incomes Above \$100,000
- 50 to 75% of HHs have Incomes Above \$100,000
- 75 to 100% of HHs have Incomes Above \$100,000



Crosstown Hwy/SR 62

# Retail purchasing power

MINNEHAHA-HIAWATHA CORRIDOR TRADE AREAS  
 RETAIL PURCHASING POWER; 2007 AND 2012  
 (In Thousands of Dollars)

Merchandise Category	2007	2012
<b>Minnehaha/Lake Trade Area</b>		
Shopping Goods	\$ 238,585	\$ 256,782
Food Service & Drinking	89,721	96,559
Convenience Goods	175,631	189,020
Gasoline Service Stations & Convenience	68,809	74,056
Other Stores	303,929	558,423
Total	\$ 876,675	\$ 1,174,840
<b>Hiawatha Trade Area</b>		
Shopping Goods	\$ 161,385	\$ 172,552
Food Service & Drinking	60,688	64,888
Convenience Goods	118,799	127,020
Gasoline Service Stations & Convenience	46,544	49,765
Other Stores	205,582	375,260
Total	\$ 592,998	\$ 789,485

Source: McComb Group, Ltd.

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# Supportable retail space

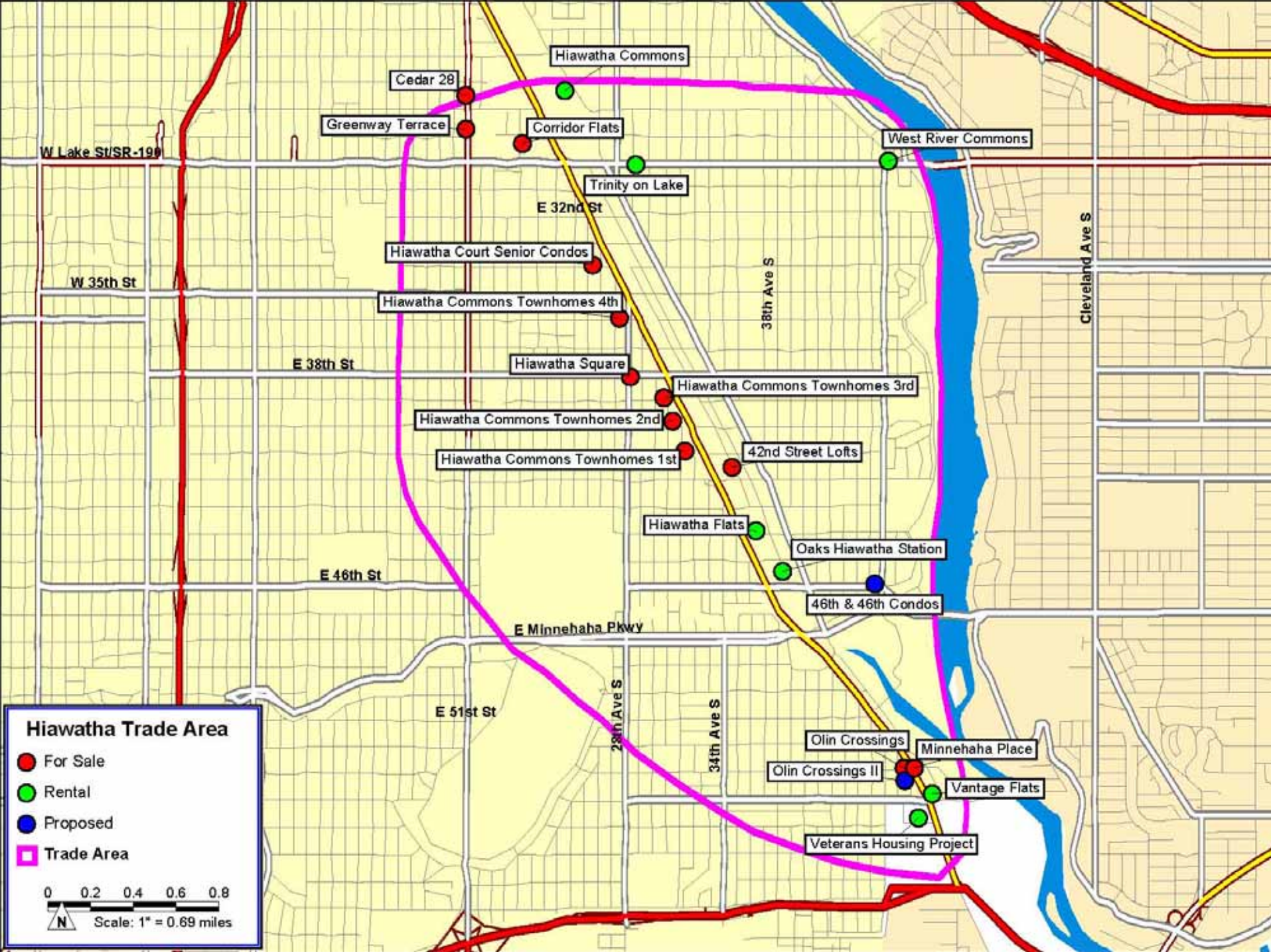
## ADDITIONAL SUPPORTABLE RETAIL SPACE; 2007 AND 2012

Potential	Minnehaha/Lake Trade Area		Hiawatha Trade Area	
	2007	2012	2007	2012
Likely	27,500	27,500	110,200	123,100
Possible	93,400	96,600	35,600	38,100
Unlikely	83,500	89,000	17,500	18,500
Total	204,400	213,100	163,300	179,700

Source: McComb Group, Ltd.

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**Hiawatha Trade Area**

- For Sale
- Rental
- Proposed
- Trade Area

0 0.2 0.4 0.6 0.8  
 N Scale: 1" = 0.69 miles

# Multi-Family Development

MULTI-FAMILY DEVELOPMENT ALONG THE HIAWATHA LRT LINE; 2003 TO 2009  
26TH STREET TO 54TH STREET

Building	Planned	Completed	Occupied
<b>CORRIDOR STUDY AREA</b>			
For Sale	178	145	129
Rental	389	328	262
Total	567	473	391
<b>CORRIDOR SOUTH</b>			
For Sale	174	139	130
Rental	177	177	152
Total	351	316	282
<b>SUMMARY</b>			
For Sale	352	284	259
Rental	566	505	414
Total	918	789	673

Source: McComb Group, Ltd.

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