



EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

TO BE HELD

May 21st, 2020 – 1:30pm

at 4512 Manchester Avenue, #100

St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on May 21st at 1:30pm via conference call, the Euclid South Community Improvement District (the "District") will hold a **Board of Directors** meeting to consider and act upon the matters on the following tentative agenda and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

1. Call to Order
2. Approval of Previous Month Minutes
3. Project Reports
 - a. Safety & Security
 - i. CWE NSI
 - ii. The City's Finest
 - b. Finance
 - c. Marketing
 - d. Public Maintenance
 - e. Public Infrastructure
4. Other Business
 - a. Kindness Meals Program
 - b. Euclid Delmar Corridor Economic Development
5. Adjournment

Please Note: Due to COVID-19 physical access to the general Board meeting by the public will be temporary closed and replaced by phone conferencing. To attend the meeting by phone, please dial

1-312-626-6799, meeting ID: 924 7729 3352

This meeting is open to the public; provided, however, that a portion of the meeting may be closed to discuss legal, real estate and/or personnel matters as provided by Sections 610.021(1), (2) and/or (3), RSMo.

Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Park Central Development, 4512 Manchester #100, St. Louis, 63110, (314)535-5311.

DATE POSTED: 4-14-20

TIME: 3:00 PM

Euclid South CID Board of Directors Meeting Minutes
April 23, 2020 at 1:30 p.m.
At 4512 Manchester Avenue, St. Louis, MO 63110

Board Members in Attendance: Mark Rubin, Brian Phillips, Josh Udelhofen, Brian Davies – via phone/video

Committee Members Not in Attendance:

Others in Attendance: Jim Whyte (NSI), Rob Betts (TCF), Ron Coleman (Neighborhood Improvement Specialist), Jes Stevens (WUMC) Abdul Abdullah, Ashley Johnson and Alayna Graham (Park Central Development) – via phone/video

1. **Call to Order:** M. Rubin called the meeting to order at 1:312 PM.
2. **Approval of Previous Meeting Minutes:** J. Udelhofen motioned to approve meeting minutes, B. Davies seconded. All in favor- motion approved.
3. **Public Comment:** n/a
4. **Project Reports:**
 - a. Safety & Security- J. Whyte presented the security report.
 - i. Crime is down over 28%. However, there is an uptick in property crimes. Cars are being stolen and broken into.
 - ii. There is also an uptick in random gun fire throughout the CWE Neighborhood. In addition to increasing supplemental patrols, the 5th district Captain has put out an extra police vehicle to assist with this issue.
 - iii. R. Betts summarized patrol schedules. There are more overnight shifts with the South SBD and consistent shifts in the evenings.
 - b. Finance- A. Johnson gave the financial report. B. Phillips motioned to approve the financial report, J. Udelhofen seconded. All in favor – motion approved.
 - c. Marketing- No update
 - d. Public Maintenance -No update
 - e. Public Infrastructure- No update
5. **Other Business**
 - a. Kindness Meals Program: A. Johnson gave an update on the Kindness Meals Program. The Board discussed how to spend the extra \$10,000. J. Udelhofen suggested adding vouchers from other businesses within the district. A. Abdullah stated that PCD will think through some ideas to get greater participation from other businesses.
 - b. Economic Development Coordinator: B. Phillips and J. Stevens summarized Economic Development Coordinator proposal. B. Phillips asked the Board to

review the proposal and provide feedback. J. Udelhofen and A. Abdullah will reach out to their contacts to help move this position forward.

- c. A. Johnson informed the Board of Sarah resignation.

6. Adjournment

Meeting adjourned at 2:28 PM.

DRAFT

Euclid South Community Improvement District
Balance Sheet
As of April 30, 2020

Apr 30, 20

ASSETS

Current Assets

Checking/Savings

10000 · Reliance Bank Checking #4652 147,048.87

10001 · Reliance Bank MM Acct #4660 621,318.77

Total Checking/Savings 768,367.64

Total Current Assets 768,367.64

TOTAL ASSETS 768,367.64

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

20000 · Accounts Payable 9,456.21

Total Accounts Payable 9,456.21

Other Current Liabilities 0.00

Total Current Liabilities 9,456.21

Total Liabilities 9,456.21

Equity

32000 · Net Assets 634,982.21

Net Income 123,929.22

Total Equity 758,911.43

TOTAL LIABILITIES & EQUITY 768,367.64

Euclid South Community Improvement District
Profit & Loss Budget Performance
April 2020

	<u>Apr 20</u>	<u>Jul '19 - Apr 20</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense				
Income				
43500 · Misc Revenue	0.00	1,503.92		
46450 · E-Cab Advertising	0.00	3,300.00		
43200 · CID 1% Sales and Use Tax	37,173.48	430,918.66	450,000.00	540,000.00
465000 Reserves			148,083.30	177,700.00
46400 · Interest Income	203.65	4,339.26		
Total Income	37,377.13	440,061.84	598,083.30	717,700.00
Expense				
90001 · Miscellaneous Expense	0.00	3,341.38		
50000 · Administration				
50702 · Marketing Admin Services	2,083.00	22,913.00		
50701 · Admin Services	2,500.00	22,917.00	25,000.00	30,000.00
50400 · Insurance - Property	0.00	0.00	417.50	501.00
50100 · Bank Charges/Fees	0.00	3.00		
50300 · Insurance-D&O; Gen Liability	0.00	1,291.00	1,166.69	1,400.00
50700 · Professional Services			25,000.00	30,000.00
50703 · Audit, Legal	0.00	5,000.00	10,833.30	13,000.00
Total 50700 · Professional Services	0.00	5,000.00	35,833.30	43,000.00
Total 50000 · Administration	4,583.00	52,124.00	62,417.49	74,901.00
55000 · Marketing & Promotions				
55701 · E-Cab	1,008.00	18,430.58	20,500.00	23,400.00
55000 Special Events			8,333.30	10,000.00
55700 · Web, Social Media	0.00	170.55	2,083.30	2,500.00
55702 Maps and Directories			2,400.00	2,880.00
55703 CWE Music Series		9,765.00	11,200.00	13,440.00
55704 Flag Program		3,038.00	833.30	1,000.00
55800 Holiday Decorations			4,166.69	5,000.00
55900 Window Walk		15,000.00	21,666.70	26,000.00
55900 · Mkt & Promo-Reserve	0.00	2,000.00	0.00	0.00
Total 55000 · Marketing & Promotions	1,008.00	48,404.13	71,183.29	84,220.00
60000 · Public Area Maint & Landscaping				
60701 · Top Care	380.00	16,496.00	17,794.19	21,353.00
60702 · ATBM	0.00	30,200.00	13,500.00	16,200.00
60700 · Cleaning & Maintenance	0.00	975.00	0.00	0.00
60900 · Mnt & Clean-Reserve	0.00	0.00	0.00	0.00
Total 60000 · Public Area Maint & Landscaping	380.00	47,671.00	31,294.19	37,553.00
65000 · Infrastructure				
65110 · Streetscape Improvements	3,800.00	26,888.94	250,000.00	300,000.00
65900 · Infrastructure Reserve	0.00	0.00	0.00	0.00
Total 65000 · Infrastructure	3,800.00	26,888.94	250,000.00	300,000.00
70000 · Public Safety & Security				
70100 · Camera System	0.00	5,827.50		
70102 4909 Laclede Park East			10,000.00	12,000.00
70103 20 S. Euclid Tom's Bar			10,000.00	12,000.00

Euclid South Community Improvement District
Profit & Loss Budget Performance
 April 2020

	<u>Apr 20</u>	<u>Jul '19 - Apr 20</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
70104 4949 West Pine			6,666.69	8,000.00
70200 · CWE-NSI Board Seat	0.00	3,750.00	4,166.69	5,000.00
70300 · Patrols	5,656.25	96,778.16	110,595.00	132,714.00
Parols Fraud		11,347.50		
701150 LPR Camera				
70155 Euclid/W. Pine (2)			17,541.70	21,050.00
70156 Euclid Forest Park			13,020.80	15,625.00
70500 · Outreach	0.00	20,000.01		
70900 · Pub Safety/Security Reserve	0.00	0.00	0.00	0.00
Total 70000 · Public Safety & Security	<u>5,656.25</u>	<u>137,703.17</u>	<u>171,990.88</u>	<u>206,389.00</u>
Total Expense	<u>15,427.25</u>	<u>316,132.62</u>	<u>586,885.85</u>	<u>703,063.00</u>
Net Ordinary Income	<u>21,949.88</u>	<u>123,929.22</u>	<u>11,197.45</u>	<u>14,637.00</u>
Other Income/Expense				
Other Expense				
80000 · Reserve Fund	0.00	0.00	0.00	0.00
Total Other Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Net Other Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u><u>21,949.88</u></u>	<u><u>123,929.22</u></u>	<u><u>11,197.45</u></u>	<u><u>14,637.00</u></u>

-7066.9

5500

-1566.9

Euclid South CID - COVID -19 Meals

Donations Received	Cash
Checks	41,550.00
PayPal Donations	17,828.50

Total Cash 59,378.50

Invoices Paid (44,424.66)
Self Check 44,424.66

Balance of Unused Funds 14,953.84

Kaldi's

Inv	Date	Amt	Paid
041320	4/13/20	650.00	CK 4/13/2020
42420	4/24/2020	650.00	Processing

Total 1,300.00

Shake Shack

Inv	Date	Amt	Paid
4/3/2020	4/3/20	600.00	Credit CardT
4/11/2020		1,500.00	Credit Card
4/15/2020	4/15/2020	600.00	Credit Card

Total 2,700.00

India's Rosai

Inv	Date	Amt	Paid
367	4/18/20	1,000.00	check
368	4/22/20	1,000.00	check
369	4/27/20	750.00	check
370	5/4/20	750.00	processing
371	5/11/20	750.00	processing
372	5/18/2020	750.00	processing

Total 5,000.00

Pickels

Inv	Date	Amt	Paid
3/28/2020	001	794.75	Credit Card T
4/3/2020	002	1,059.00	Credit Card T
4/6/2020	003	1,059.00	Credit Card T
4/17/2020	005	529.50	Credit Card
4/17/2020	006	529.50	Credit Card
5/4/2020	009	794.75	cc 5-5-20
5/11/2020	010	794.75	cc 5-5-20
5/18/2020	011	794.75	cc 5-5-20
5/25/2020	012	794.75	cc 5-5-20

Total 7,150.75

Hot Box Cookies

Inv	Date	Amt	Paid
800606	4/17/20	189.00	Check

Little Saigon

Inv	Date	Amt	Paid
INV0001	4/14/2020	1,000.00	Check
INV0002	4/24/2020	1,000.00	Check
INV0004	5/1/2020	750.00	Check
INV0005	5/8/2020	750.00	Check
INV0003	4/27/2020	750.00	Check
INV0007	5/15/2020	750.00	Processing

Total 5,189.00

ReVoaked Sandwiches

Inv	Date	Amt	Paid
1005	3/28/2020	1,000.00	check
1006	4/2/2020	1,000.00	check
1007	4/9/2020	750.00	Check
1008	4/10/2020	1,000.00	check
1009	4/17/2020	1,000.00	check
1010	4/22/2020	500.00	check
1011	4/25/2020	1,000.00	check
1013	4/29/2020	750.00	processin
1014	5/2/2020	750.00	processin

Total 7,750.00

West End Wok

Inv	Date	Amt	Paid
3/26/20	3/26/02	403.87	check
3/30/20	3/30/20	410.62	check
4/4/20	4/4/20	408.37	check
4/8/20	4/8/20	544.14	check
4/9/2020	4/9/2020	544.50	check
4/10/2020	4/10/2020	410.62	check
4/13/20	4/13/20	410.62	check
4/15/20	4/15/20	531.00	check
4/20/20	4/20/20	531.00	check
4/29/20	4/29/20	403.87	check
5/6/20	5/6/20	533.25	check
5/13/2020	5/13/2020	553.05	check

Total 5,684.91

3179

BBQ Saloon

Inv	Date	Amt	Paid
3/27-3/30	3/27/2020	1,625.00	check
3/31/2020	3/31/2020	1,950.00	check
5/5/2020	5/5/2020	975.00	check
5/9/2020	5/9/2020	1,050.00	check
5/16/2020	5/16/2020	1,050.00	processing

PokeDoke

Inv	Date	Amt	Paid
INV 154	4/30/2020	750.00	Check
Inv 155	5/8/2020	750.00	Check
Inv 157	5/15/2020	750.00	processing
Inv 158	5/22/2020	750.00	
Inv 159	5/29/2020	750.00	

Total 9,650.00

Euclid Delmar Corridor Economic Development Proposal

March 27th, 2020

Table of Contents

1. RFP Retail Market Study
2. Economic Development Director Job Description
3. Appendix A - Reference Maps
4. Appendix B - Initial Market Research Reports

RFP – Retail Market Study

Outline & Scope of Work

Notes on Outline/Proposal

- 1. The following sections of this RFP are designed to be adapted to address the desires/needs of the stakeholders:** Desired Tenant Categories, Key Questions, Scope of Assistance, Trade Area Identification, Demand Analysis, Competitive Supply Analysis, Leakage Analysis, Supportable Space Analysis, Recommendations, Selection Process
- 2. Comments that are italicized & in red text are inputs that we (WUMCRC) anticipate providing as an introduction and detailed background of the defined target area for this RFQ.**

Introduction to Target Area

- *Overview Map*
- *Map of Zones*
- *Opportunity Sites & Business Nodes*
- *Map of Resources (CIDs, SBDs, Major Anchor/Neighborhood Institutions)*
- *Map of Key Stakeholders*
 - *Including brief paragraph/description on each stakeholders*
- *General Revitalization Goals*

Information Highlighted above will be created by WUMCRC with inputs from appropriate stakeholders.

Desired Tenant Categories

Seems to narrow – More Detailed Revitalization Goals/Outcomes may be appropriate?

Key Questions

What key questions (defined by the stakeholders?) should this market analysis also address?

Scope of Assistance

A consultant will be chosen to conduct a commercial market study to evaluate _____ for the target commercial district. The components of the study should include, but are not limited to the following items:

Background Review

Consultant shall review existing research reports, community planning documents, and other written material provided by Client and conduct a walking tour of the target area jointly with Client and other key community stakeholders in order to become familiar with the current conditions and community goals for the commercial district.

Content beyond maps and information to be included in the introduction are:

- *Neighborhood Market Snapshot*
 - *ESRI Demographic & Income Profile*
 - *Business Summary*
 - *Retail Goods & Services Expenditures*
 - *Retail Marketplace Profile*
 - *Traffic Profile*
- *Current Space/Use Inventory – Broad Categories*
- *Opportunity/Vacant Sites – Detail on Previous Use*

Information highlighted above will be created by WUMCRC with inputs from appropriate stakeholders.

Trade Area Identification

Based on existing conditions and current plans for the district, identify appropriate geographic boundaries for the likely primary trade area for retail businesses located in the target district. The Trade Area should be defined in a way that takes existing physical, social and psychological boundaries into account.

Demand Analysis

Provide estimates of total consumer spending for common retail categories with emphasis on the categories containing the desired tenant types listed above.

Demand analysis shall incorporate potential spending by individuals employed within the trade area, as appropriate.

Competitive Supply Analysis

Consultant shall analyze the neighborhood's competitive position in relation to neighboring commercial districts and shopping centers. Consultant will produce a map identifying competitive destinations and a narrative description of the competitive environment and the relative strengths of each competing destination.

Consultant shall provide estimates of the total sales by retail category within the target district's identified trade area.

Leakage Analysis

Consultant shall provide detailed estimates of retail sales leakage (comparing estimated spending with sales of area businesses) for each retail and service category.

Supportable Space Analysis

For each of the desired tenant categories and any other retail or service category for which a significant market opportunity is evident, Consultant shall estimate the approximate number of additional square feet of retail space that could be supported assuming that the target district were to succeed in capturing a reasonable share of the identified retail leakage.

Recommendations:

Based on the above analysis, consultant shall provide client with recommendations for:

- a) Types of retail tenants that would be most likely to succeed in the target area given the existing and expected market conditions.
- b) Steps that community stakeholders and local government could take to improve the competitive position of the district and its marketability to prospective retailers of the recommended types.
- c) Further research tasks that could help refine Client's business development strategy.
- d) Future steps that the Client should take to update the analysis over time.

The scope of the assistance should also include regular meetings with the Client to ensure understanding of the study, and to help devise next steps.

Proposal Content

Proposals submitted in response to this RFP should contain three parts:

1. **Statement of Qualifications:** This section of the proposal should describe the general capacity of the respondent to the types of assistance listed above and the specific assignment of individuals with the background and skills to carry them out. This section should contain the following:
 - a. *Firm Profile:* Describe the applicant firm and the range of services commonly provided. Provide an overview of the firm's general approach to retail market analysis and experience performing the types of tasks identified above under Scope of Assistance. Please highlight any experience working in underserved urban neighborhoods and/or with Community Based Organizations.
 - b. *Project Team:* Identify all individuals (including any subcontractors) who will be providing the technical assistance services, including a description of their proposed assignments and the skills they bring that are appropriate to the assignments. Please attach a resume for each team member.
 - c. *References:* Provide the name, address, and phone number for three references who can comment on the respondent's qualifications.
2. **Scope of Work and Timeline:** This section should describe the specific methodology to be used in producing market studies and provide an estimate of the time commitment required for these elements.

TIMELINE

3. **Cost:** In this section, the respondent should provide a cost breakdown for the proposed costs of the research project, with appropriate explanatory detail and justifying costs and calculations. If applicable, please submit hourly rates for each individual as well.

Selection Process

A committee of local stakeholders will evaluate the proposal based on the following criteria:

- Quality of Proposal content and consistency with the RFP
- Overall qualifications and references
- Experience with the target audience
- Cost of technical assistance

Draft Job Description
Economic Development
Director

Job Description:

The Euclid South Community Improvement District seeks a seasoned professional to coordinate the agency's role in maintaining a vibrant regional commercial/entertainment district anchored by the Euclid Avenue Corridor. The ideal candidate has stellar interpersonal and relationship-building skills, with a strong desire to work with small business and property owners to advance the district and maintain its competitive advantage.

Responsibilities:

The Economic Development Director will develop and manage multiple initiatives targeted at advancing and increasing visitors, sales and the vitality of the corridor. Responsibilities include:

- Meeting one-on-one with each business and property owners to assess their needs
- Develop and maintain relevant databases and metrics for both internal and external uses to advance the district.
- Maintain effective relationships with commercial realtors, city/state/federal economic development staff.
- Develop and staff standing and ad-hoc committees made up of relevant stakeholders to address issues around economic development within the corridor.
- Develop and implement strategies, programming and partnerships to advance the economic health of the district.
- Spearhead engagement for capital improvement plan in coordination with other stakeholders and professional service providers.
- Cultivate community engagement and outreach strategies that better inform Euclid South CID commercial revitalization services, and that build strong and trusting relationships with businesses, landlords and local stakeholder groups
- Serve as a responsive and insightful representative of Euclid South CID at assigned at regular meetings and events.
- Research Economic incentives that may be available to the tenant or landlord in order to create a desirable tenant lease package.
- Other projects, contract management responsibilities, and tasks as assigned.

Preferred Skills

- Experience and strong commitment to engaging and collaborating with community-based organizations and local small business communities, and strong familiarity with urban commercial districts and development issues.
- Demonstrated ability to self-manage, as well as strong project management skills, including the ability to complete tasks in a timely fashion with minimal supervision.
- Excellent interpersonal and communication skills, with the ability to speak and write concisely, and comfort speaking before groups, including conducting/facilitating well organized meetings with community, small business and interagency partners.

Draft Job Description

Economic Development Director

- Proactive and collaborative team player, with ability to forge consensus on complex projects with diverse stakeholders.
- Enterprising and resourceful, with ability to look strategically at the big picture and search for insightful, creative solutions.
- 2+years of work experience is preferred but not required, ideally in a demanding analytical/strategic environment.
- Experience analyzing demographic and socioeconomic data, writing reports, research, creating graphs and charts, with Geographic Information Systems (GIS) and zoning/land use economic analysis skills preferred.
- Community organizing techniques and best practices, including facilitation of community meetings & charrettes.
- Retail and commercial leasing, including analysis of vacancy data and retail leakage
- Place-making tools, including best practices around public space activation, design, and programming.
- Program evaluation and data tracking, including developing metrics to measure outputs and outcomes.
- Graphic design, and making visual representations of data and processes in easy to understand formats.
- Proficiency in Microsoft Office applications, including Excel and PowerPoint, and Adobe Creative Suite.
- A master's degree from an accredited graduate school and two years of full-time professional experience in one or more of the following fields: urban planning, economic development, non-profit management, public administration, business administration, public policy, place management, or community organizing.

Qualifications:

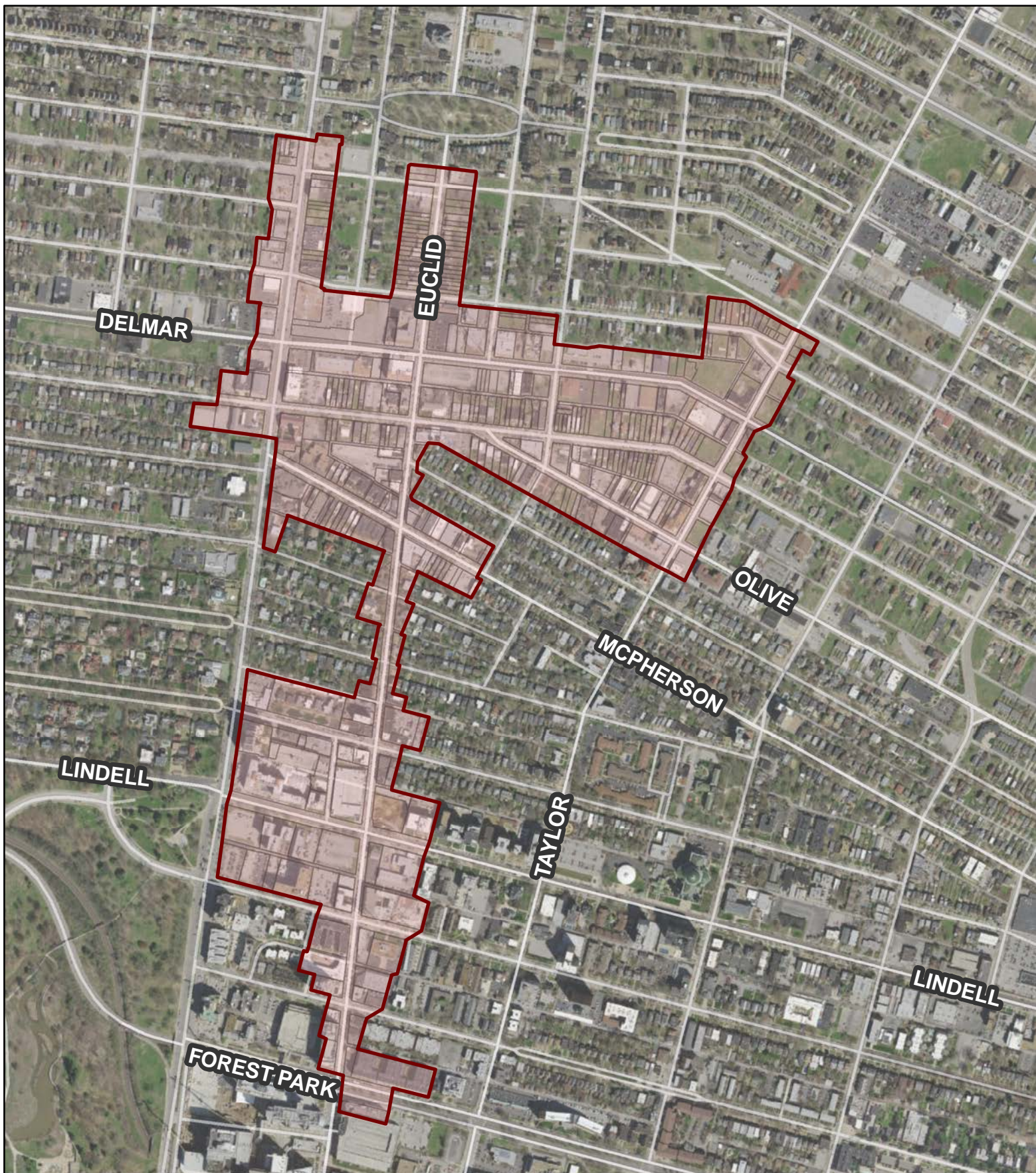
A baccalaureate degree from an accredited college and two years of experience in commercial real estate leasing/development and community centered activities in an area related to the duties described above.

APPENDIX A

Euclid Delmar Commerical Corridor Target Area

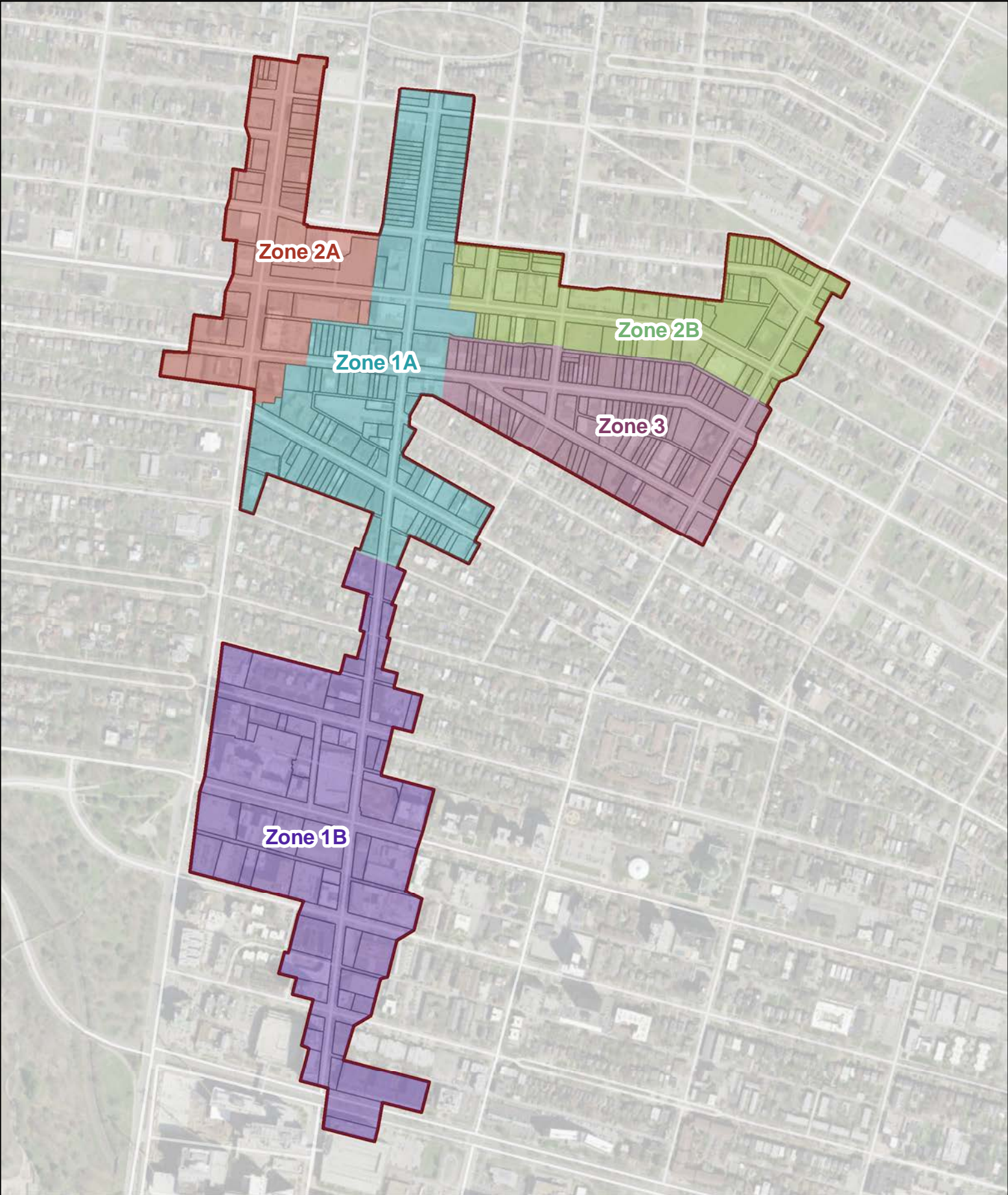
Legend

- Parcels
- Market Analysis Target Area



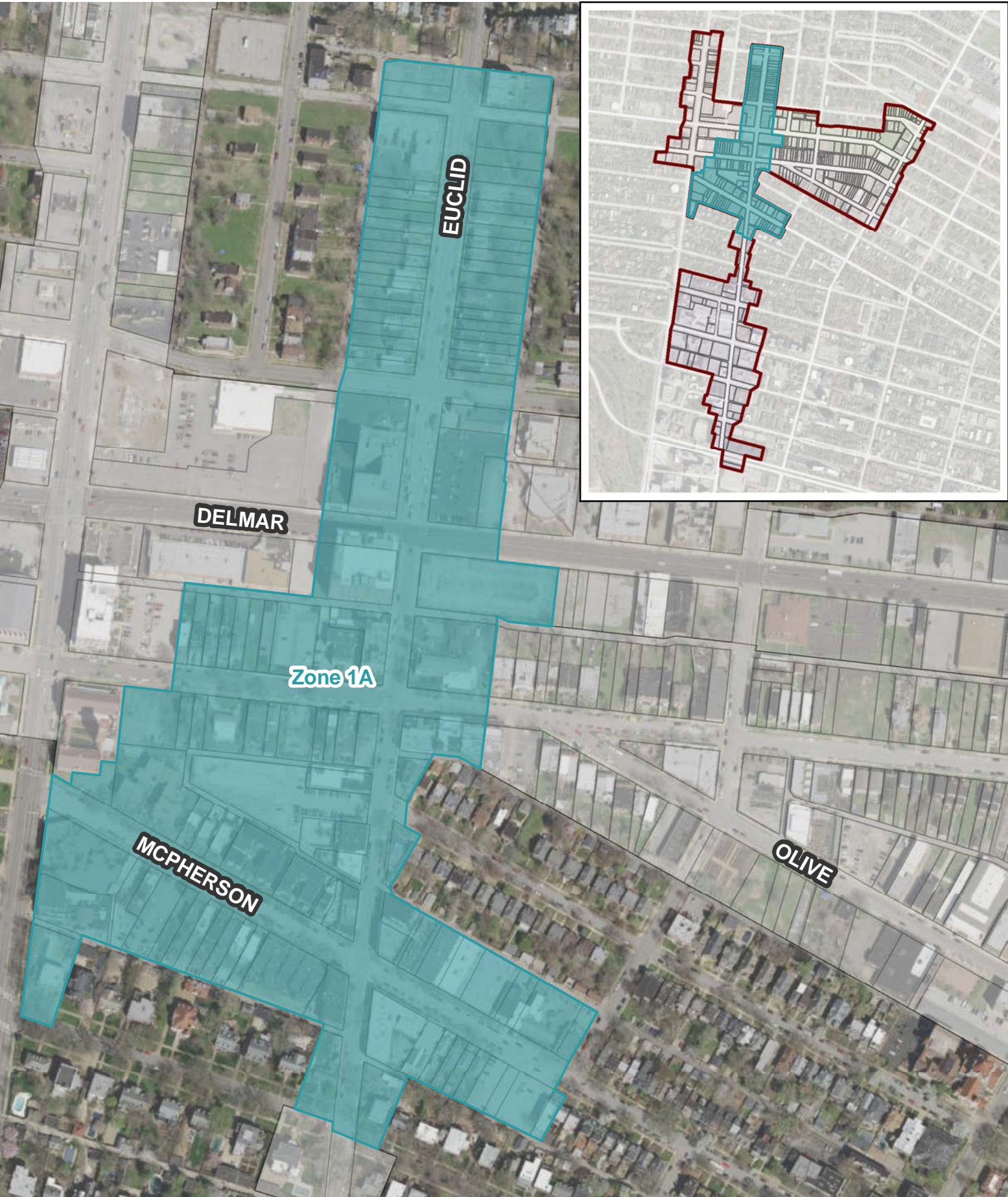
Euclid Delmar Commerical Corridor

Target Area - Commercial Zones



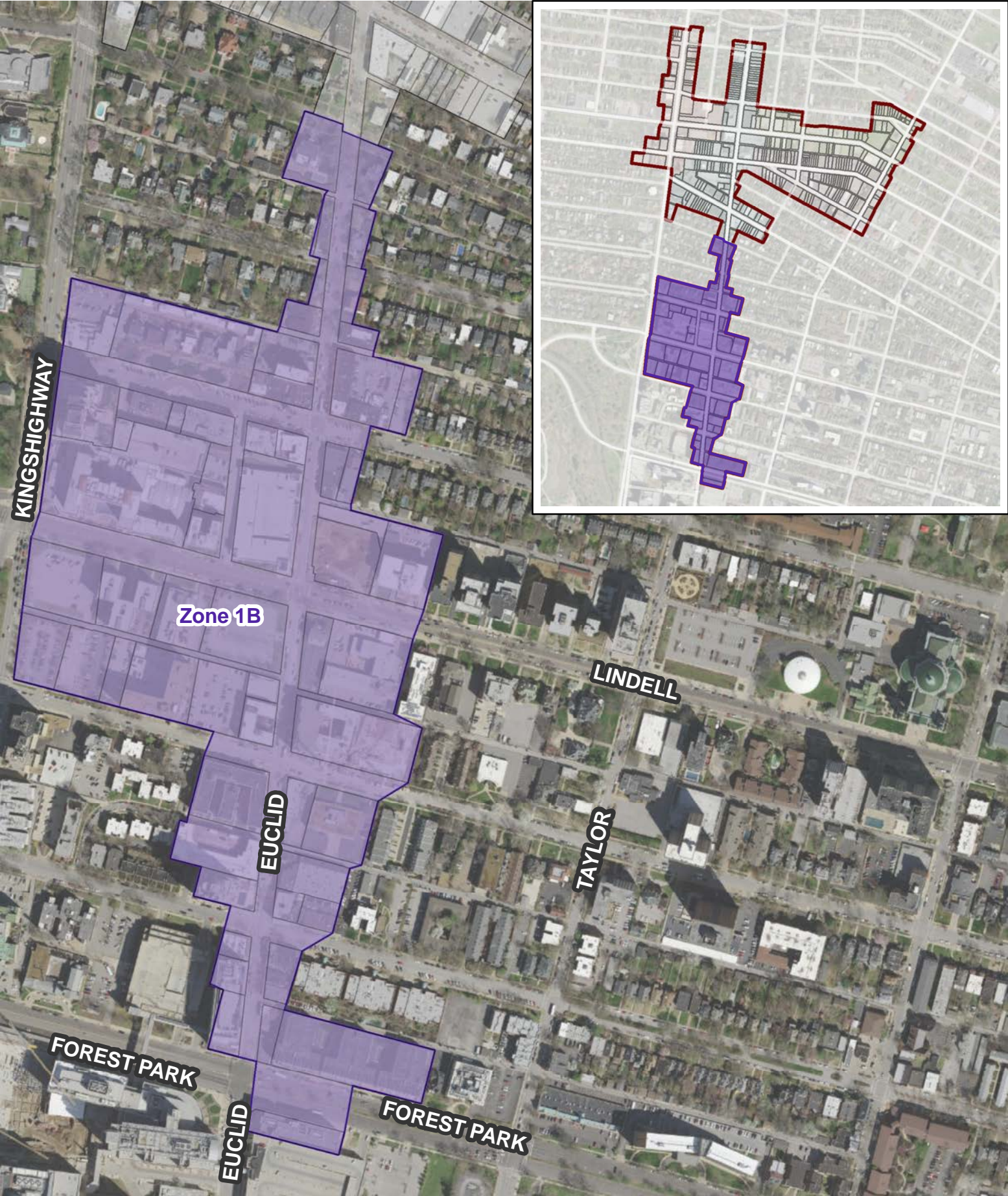
Euclid Delmar Commerical Corridor

Target Area - Commercial Zone 1A



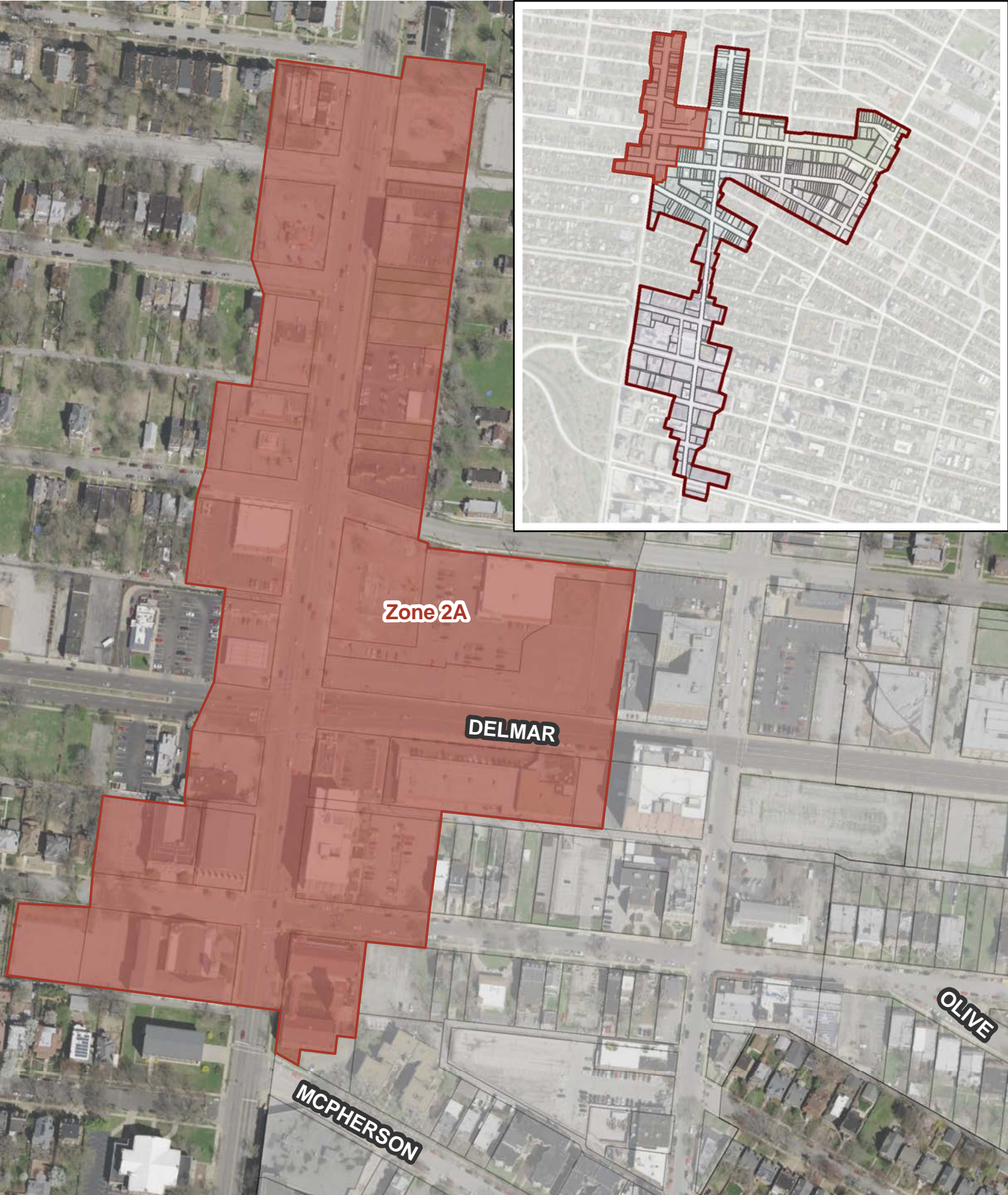
Euclid Delmar Commerical Corridor

Target Area - Commercial Zone 1B



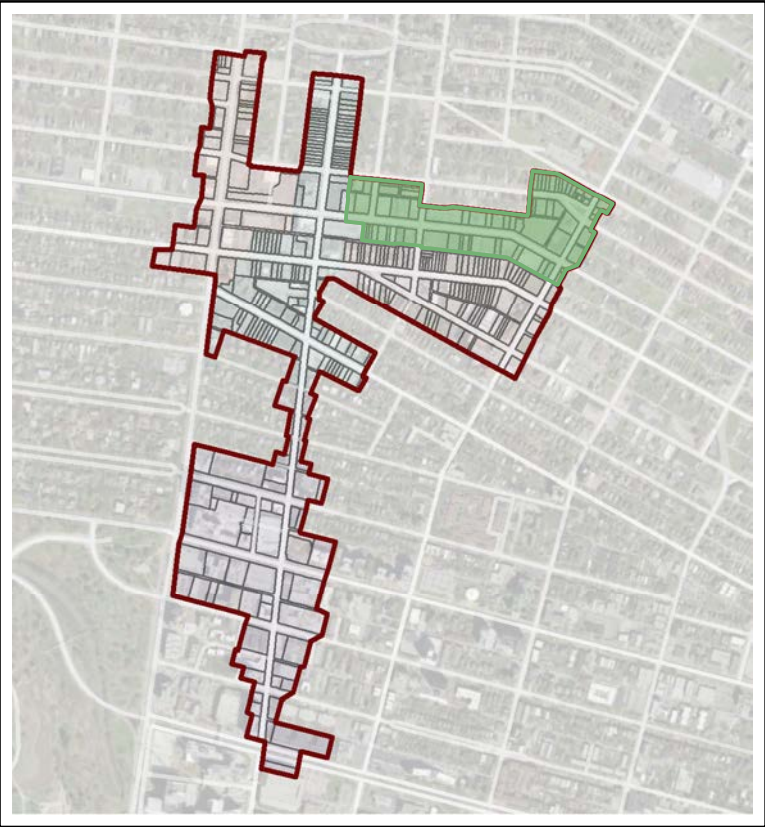
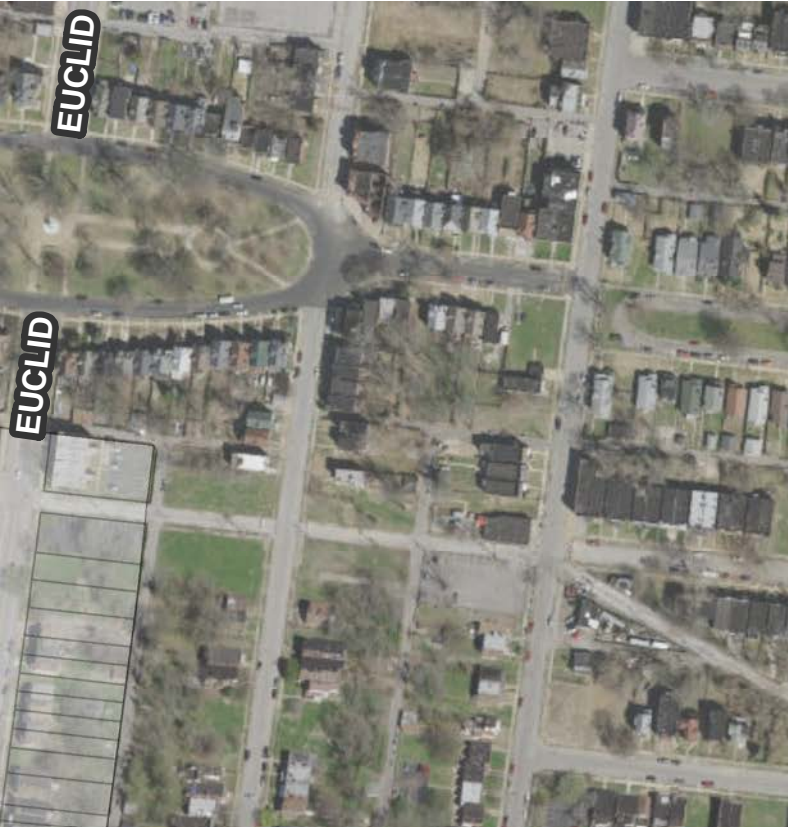
Euclid Delmar Commerical Corridor

Target Area - Commercial Zone 2A



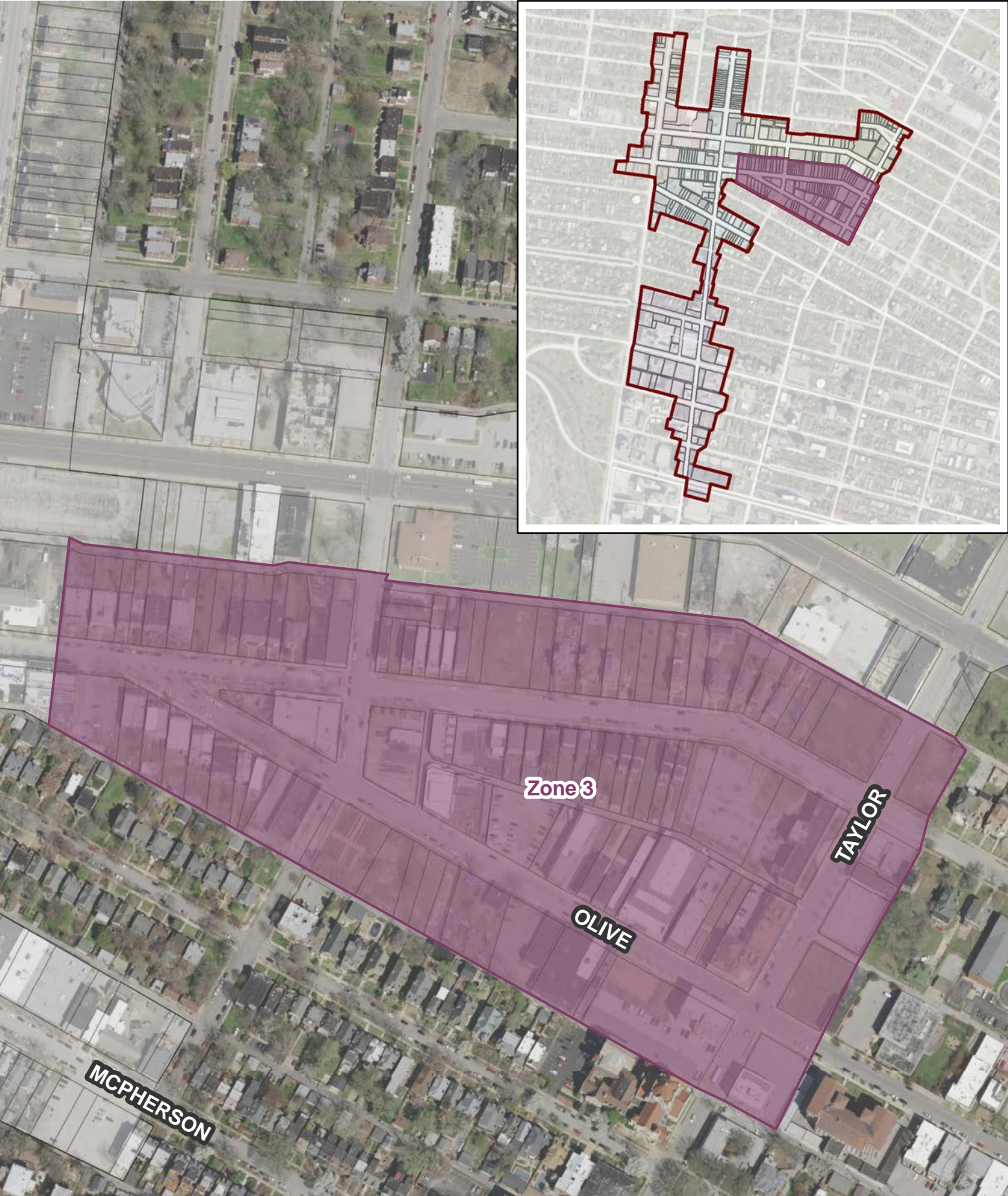
Euclid Delmar Commerical Corridor

Target Area - Commercial Zone 2B



Euclid Delmar Commerical Corridor

Target Area - Commercial Zone 3



APPENDIX B

target_area_boundary
Area: 0.27 square miles

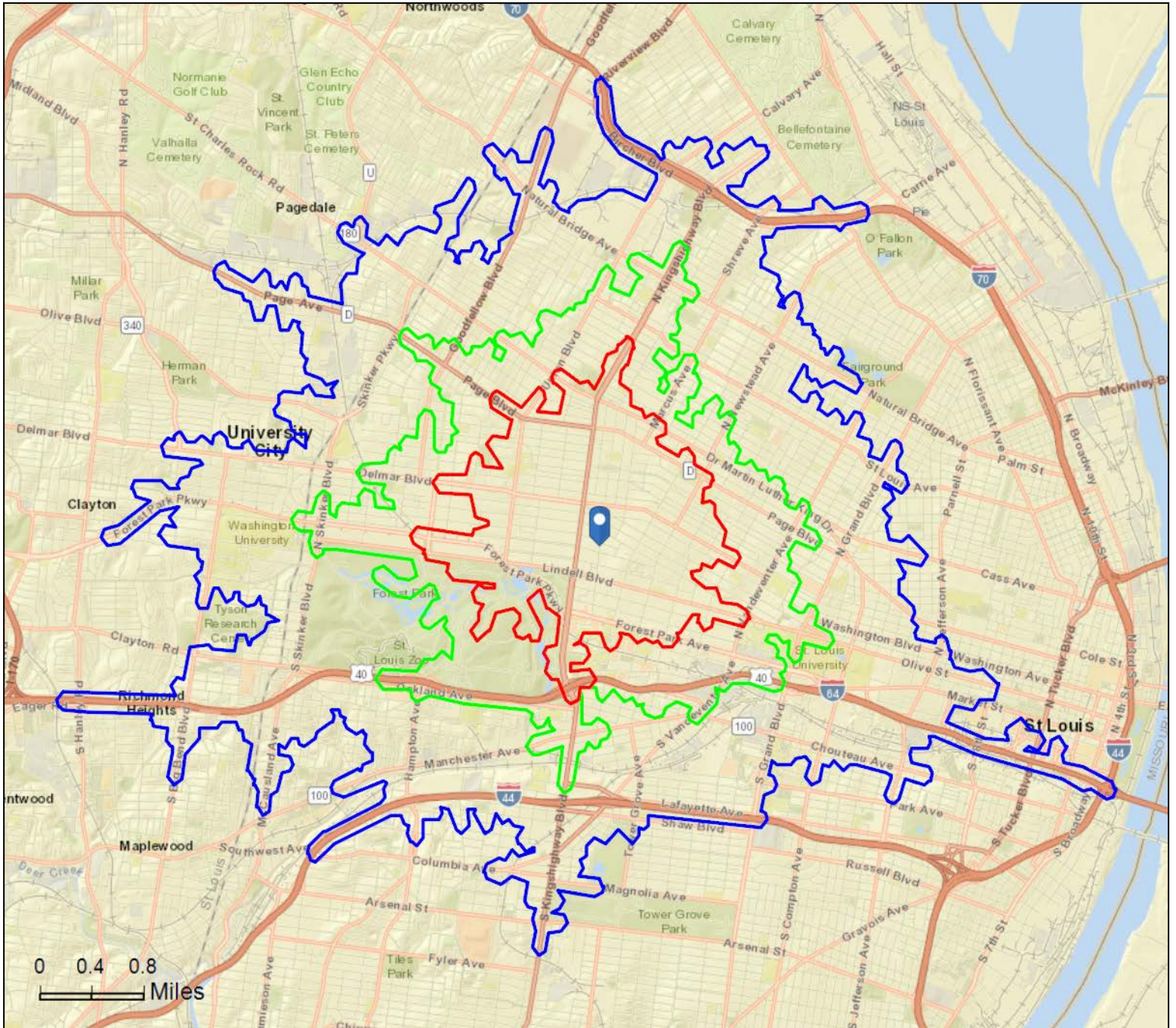


This site is located in:

- City:** St. Louis
- County:** St. Louis city
- State:** Missouri
- ZIP Code:** 63108
- Census Tract:** 29510112400
- Census Block Group:** 295101124001
- CBSA:** St. Louis, MO-IL Metropolitan Statistical Area

632-698 N Euclid Ave
332-374 N Euclid Ave, Saint Louis, Missouri, 63108
Drive Time Bands: 0-5, 5-7, 7-10 minute radii

Site Details Map
Latitude: 38.64678
Longitude: -90.26121



This site is located in:

City: St. Louis
County: St. Louis city
State: Missouri
ZIP Code: 63108
Census Tract: 29510112400
Census Block Group: 295101124002
CBSA: St. Louis, MO-IL Metropolitan Statistical Area



Demographic and Income Profile

632-698 N Euclid Ave
 332-374 N Euclid Ave, Saint Louis, Missouri, 63108
 Drive Time Band: 0 - 5 minute radius

Prepared by Esri
 Latitude: 38.64678
 Longitude: -90.26121

Summary	Census 2010	2019	2024
Population	22,735	22,552	22,788
Households	12,177	12,156	12,374
Families	3,831	3,721	3,737
Average Household Size	1.76	1.75	1.74
Owner Occupied Housing Units	3,833	3,653	3,696
Renter Occupied Housing Units	8,344	8,503	8,678
Median Age	34.5	36.6	37.2
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.21%	0.46%	0.77%
Households	0.36%	0.45%	0.75%
Families	0.09%	0.36%	0.68%
Owner HHs	0.23%	0.64%	0.92%
Median Household Income	3.73%	2.42%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	2,704	22.2%	2,143	17.3%
\$15,000 - \$24,999	1,116	9.2%	1,015	8.2%
\$25,000 - \$34,999	997	8.2%	877	7.1%
\$35,000 - \$49,999	1,279	10.5%	1,259	10.2%
\$50,000 - \$74,999	1,803	14.8%	1,878	15.2%
\$75,000 - \$99,999	1,004	8.3%	1,115	9.0%
\$100,000 - \$149,999	1,423	11.7%	1,709	13.8%
\$150,000 - \$199,999	805	6.6%	1,131	9.1%
\$200,000+	1,024	8.4%	1,246	10.1%
Median Household Income	\$49,717		\$59,696	
Average Household Income	\$82,622		\$98,594	
Per Capita Income	\$44,708		\$53,732	

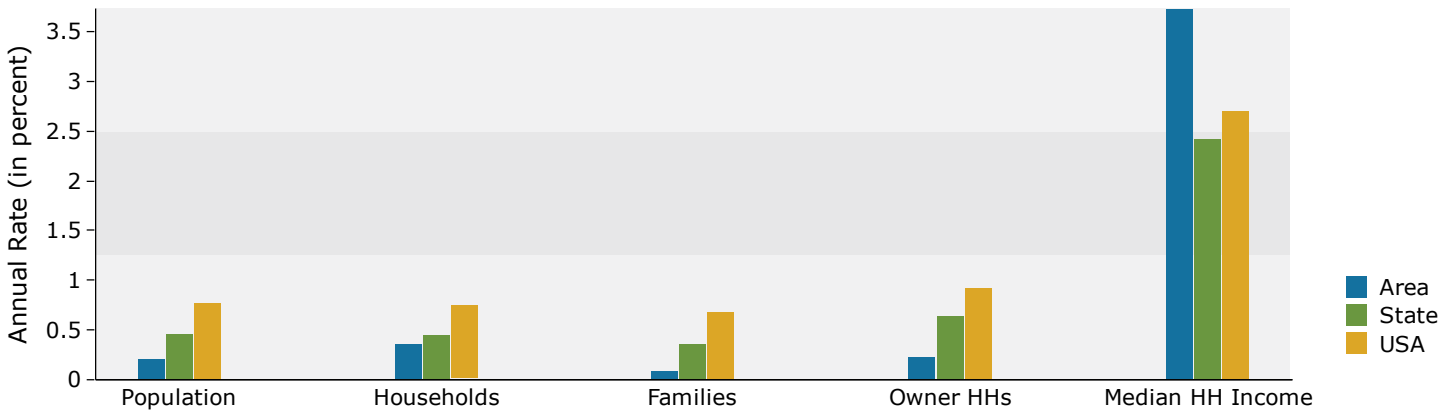
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	941	4.1%	838	3.7%	845	3.7%
5 - 9	794	3.5%	801	3.6%	740	3.2%
10 - 14	805	3.5%	762	3.4%	729	3.2%
15 - 19	1,443	6.3%	1,177	5.2%	1,162	5.1%
20 - 24	2,892	12.7%	2,428	10.8%	2,428	10.7%
25 - 34	4,677	20.6%	4,832	21.4%	4,856	21.3%
35 - 44	2,340	10.3%	2,434	10.8%	2,635	11.6%
45 - 54	2,893	12.7%	2,292	10.2%	2,211	9.7%
55 - 64	2,971	13.1%	3,170	14.1%	2,874	12.6%
65 - 74	1,590	7.0%	2,261	10.0%	2,482	10.9%
75 - 84	957	4.2%	1,076	4.8%	1,330	5.8%
85+	432	1.9%	481	2.1%	496	2.2%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,335	41.1%	9,875	43.8%	10,277	45.1%
Black Alone	11,268	49.6%	10,180	45.1%	9,665	42.4%
American Indian Alone	47	0.2%	47	0.2%	45	0.2%
Asian Alone	1,497	6.6%	1,735	7.7%	1,998	8.8%
Pacific Islander Alone	2	0.0%	3	0.0%	4	0.0%
Some Other Race Alone	107	0.5%	126	0.6%	141	0.6%
Two or More Races	478	2.1%	586	2.6%	656	2.9%
Hispanic Origin (Any Race)	506	2.2%	621	2.8%	726	3.2%

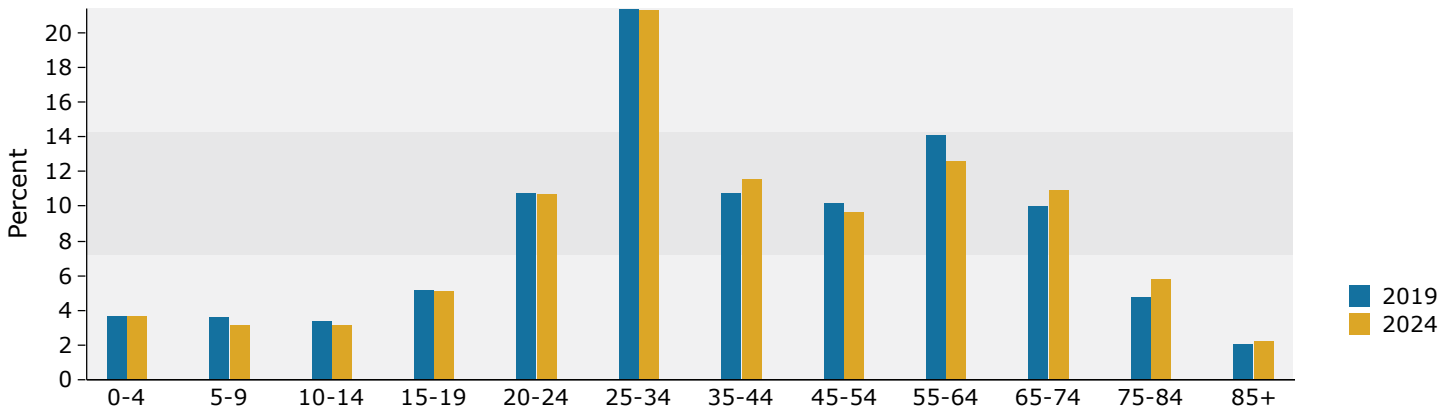
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

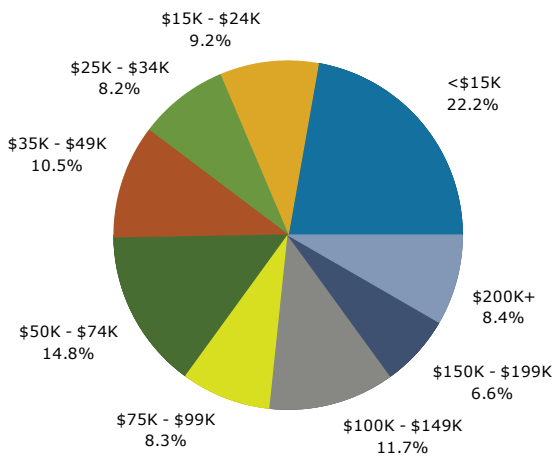
Trends 2019-2024



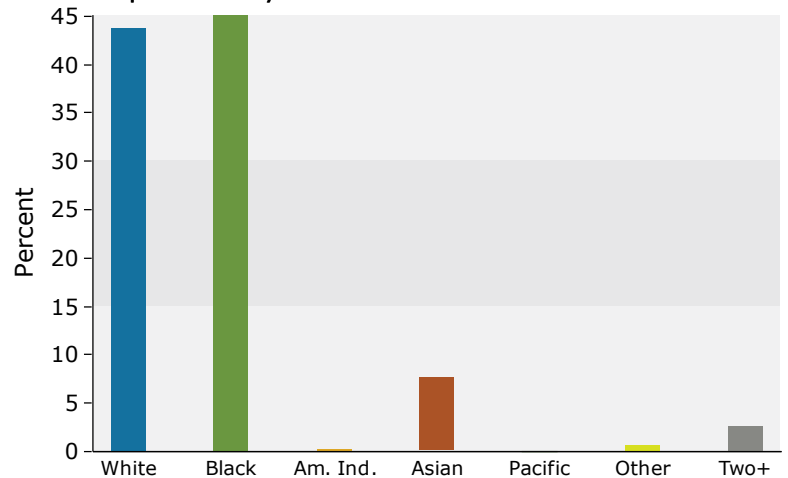
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 2.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Demographic and Income Profile

632-698 N Euclid Ave
 332-374 N Euclid Ave, Saint Louis, Missouri, 63108
 Drive Time Band: 5 - 7 minute radius

Prepared by Esri
 Latitude: 38.64678
 Longitude: -90.26121

Summary	Census 2010	2019	2024
Population	22,682	22,548	22,353
Households	9,578	9,635	9,599
Families	4,101	3,978	3,926
Average Household Size	2.09	2.06	2.05
Owner Occupied Housing Units	3,407	3,166	3,181
Renter Occupied Housing Units	6,171	6,469	6,418
Median Age	30.5	32.1	32.9
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	-0.17%	0.46%	0.77%
Households	-0.07%	0.45%	0.75%
Families	-0.26%	0.36%	0.68%
Owner HHs	0.09%	0.64%	0.92%
Median Household Income	3.42%	2.42%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	2,548	26.4%	2,048	21.3%
\$15,000 - \$24,999	1,275	13.2%	1,195	12.4%
\$25,000 - \$34,999	1,041	10.8%	973	10.1%
\$35,000 - \$49,999	1,244	12.9%	1,275	13.3%
\$50,000 - \$74,999	1,211	12.6%	1,300	13.5%
\$75,000 - \$99,999	577	6.0%	669	7.0%
\$100,000 - \$149,999	899	9.3%	1,078	11.2%
\$150,000 - \$199,999	448	4.6%	580	6.0%
\$200,000+	391	4.1%	481	5.0%
Median Household Income	\$34,420		\$40,721	
Average Household Income	\$59,577		\$70,938	
Per Capita Income	\$24,873		\$29,643	

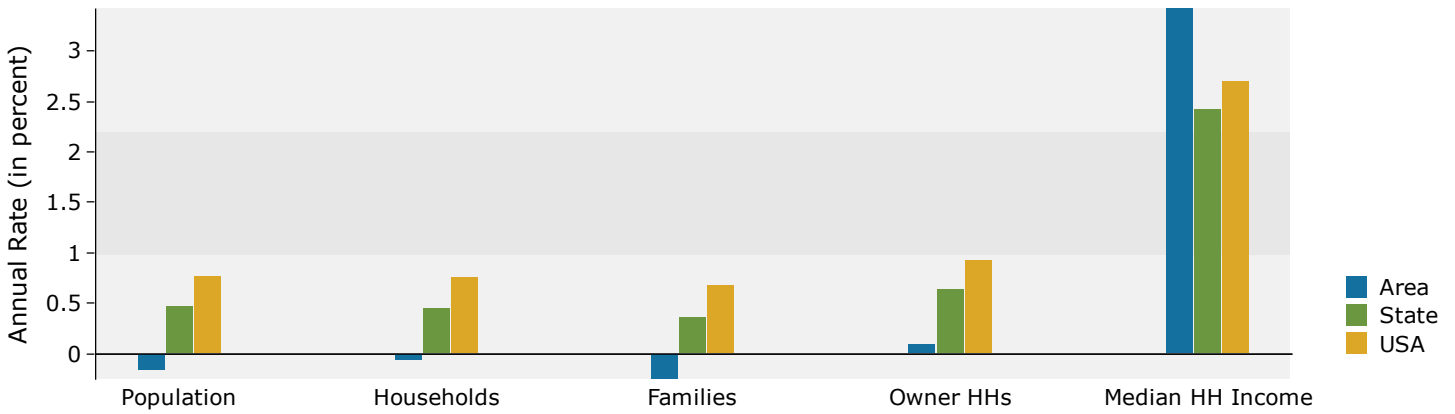
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,137	5.0%	1,023	4.5%	1,008	4.5%
5 - 9	987	4.4%	1,028	4.6%	950	4.2%
10 - 14	1,084	4.8%	983	4.4%	967	4.3%
15 - 19	2,496	11.0%	2,143	9.5%	2,167	9.7%
20 - 24	3,718	16.4%	3,604	16.0%	3,462	15.5%
25 - 34	3,101	13.7%	3,356	14.9%	3,254	14.6%
35 - 44	2,233	9.8%	2,318	10.3%	2,437	10.9%
45 - 54	2,809	12.4%	2,205	9.8%	2,110	9.4%
55 - 64	2,278	10.0%	2,604	11.5%	2,379	10.6%
65 - 74	1,325	5.8%	1,857	8.2%	2,057	9.2%
75 - 84	1,060	4.7%	955	4.2%	1,125	5.0%
85+	456	2.0%	473	2.1%	437	2.0%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,466	24.1%	6,221	27.6%	6,439	28.8%
Black Alone	15,581	68.7%	14,269	63.3%	13,607	60.9%
American Indian Alone	60	0.3%	58	0.3%	56	0.3%
Asian Alone	1,035	4.6%	1,309	5.8%	1,467	6.6%
Pacific Islander Alone	9	0.0%	16	0.1%	21	0.1%
Some Other Race Alone	116	0.5%	140	0.6%	157	0.7%
Two or More Races	415	1.8%	535	2.4%	607	2.7%
Hispanic Origin (Any Race)	400	1.8%	502	2.2%	577	2.6%

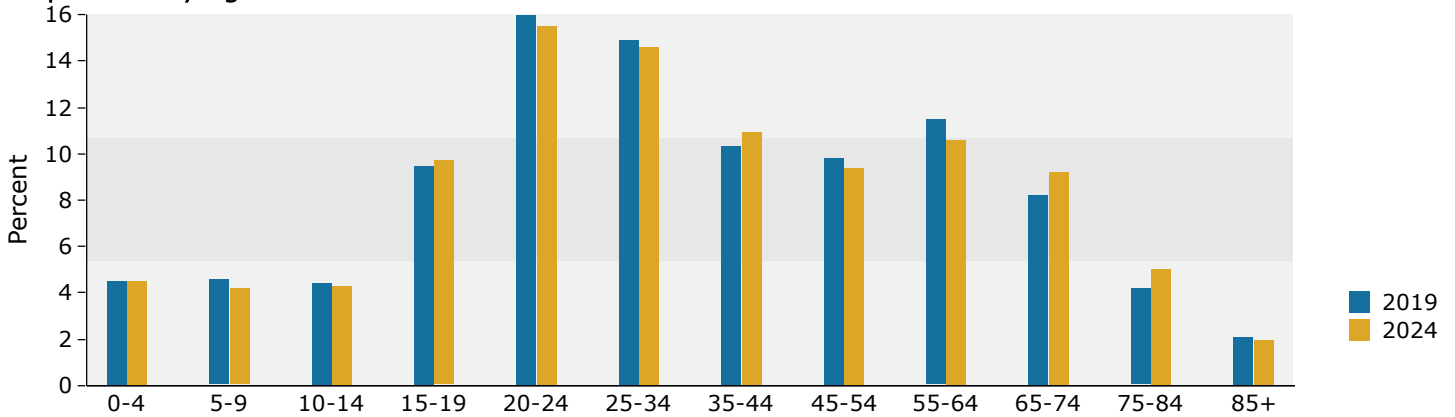
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

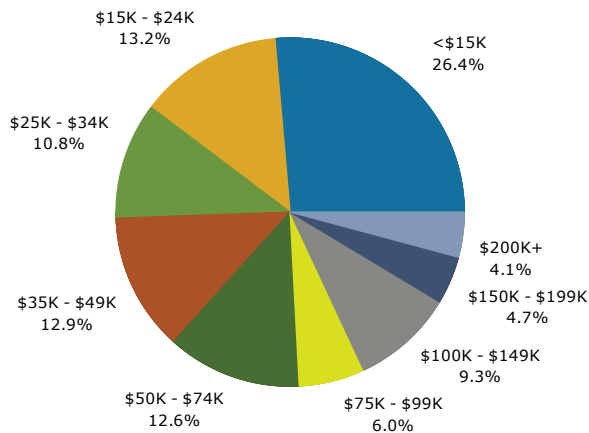
Trends 2019-2024



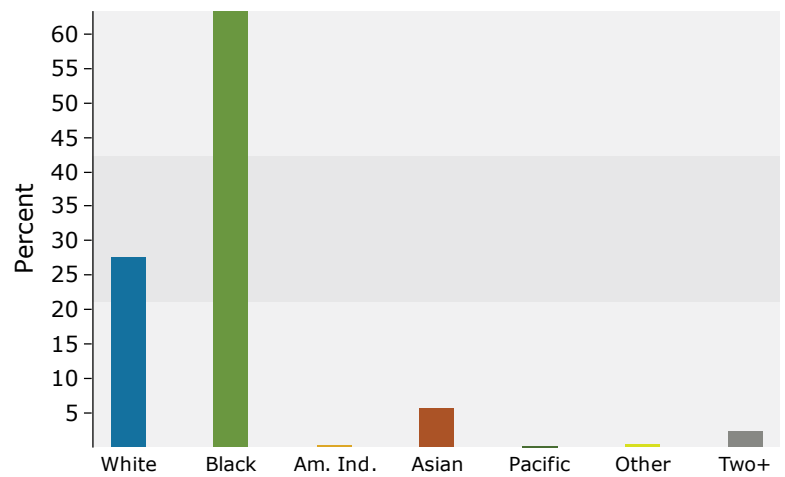
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 2.2%



Demographic and Income Profile

632-698 N Euclid Ave
 332-374 N Euclid Ave, Saint Louis, Missouri, 63108
 Drive Time Band: 7 - 10 minute radius

Prepared by Esri
 Latitude: 38.64678
 Longitude: -90.26121

Summary	Census 2010	2019	2024
Population	67,835	66,485	66,087
Households	27,396	27,045	26,829
Families	13,137	12,678	12,499
Average Household Size	2.22	2.21	2.21
Owner Occupied Housing Units	11,077	10,060	10,082
Renter Occupied Housing Units	16,319	16,985	16,747
Median Age	30.3	32.0	32.8
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	-0.12%	0.46%	0.77%
Households	-0.16%	0.45%	0.75%
Families	-0.28%	0.36%	0.68%
Owner HHs	0.04%	0.64%	0.92%
Median Household Income	3.82%	2.42%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	5,649	20.9%	4,429	16.5%
\$15,000 - \$24,999	3,550	13.1%	3,178	11.8%
\$25,000 - \$34,999	3,140	11.6%	2,832	10.6%
\$35,000 - \$49,999	3,454	12.8%	3,482	13.0%
\$50,000 - \$74,999	3,930	14.5%	4,167	15.5%
\$75,000 - \$99,999	2,157	8.0%	2,404	9.0%
\$100,000 - \$149,999	2,268	8.4%	2,792	10.4%
\$150,000 - \$199,999	1,270	4.7%	1,695	6.3%
\$200,000+	1,627	6.0%	1,851	6.9%
Median Household Income	\$39,139		\$47,210	
Average Household Income	\$70,100		\$82,061	
Per Capita Income	\$29,332		\$34,296	

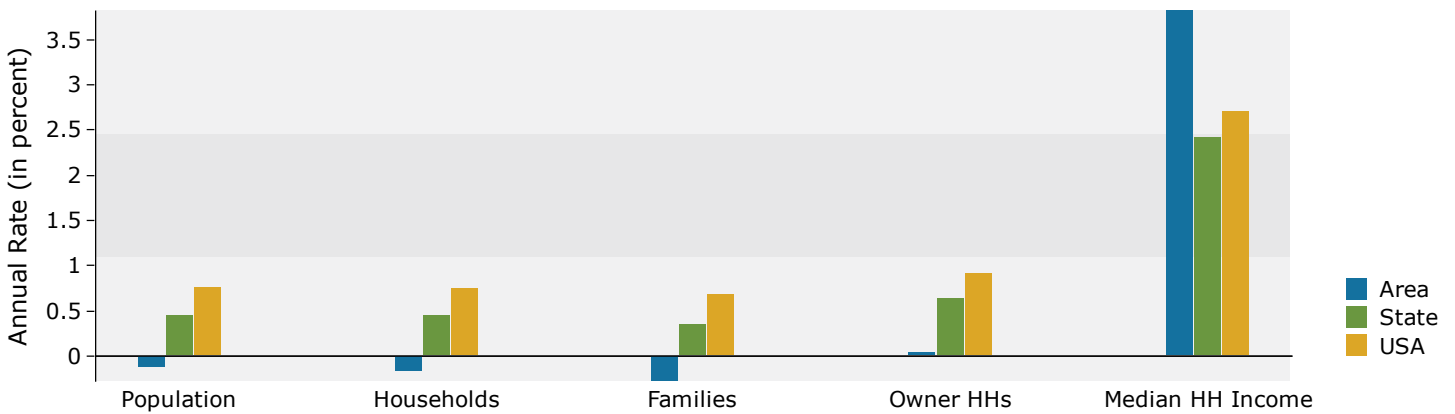
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,993	5.9%	3,592	5.4%	3,595	5.4%
5 - 9	3,637	5.4%	3,500	5.3%	3,325	5.0%
10 - 14	3,568	5.3%	3,303	5.0%	3,172	4.8%
15 - 19	7,229	10.7%	6,230	9.4%	6,084	9.2%
20 - 24	9,259	13.6%	8,407	12.6%	8,126	12.3%
25 - 34	10,421	15.4%	11,205	16.9%	10,985	16.6%
35 - 44	7,376	10.9%	7,279	10.9%	7,690	11.6%
45 - 54	8,177	12.1%	6,799	10.2%	6,544	9.9%
55 - 64	6,782	10.0%	7,532	11.3%	6,939	10.5%
65 - 74	3,667	5.4%	4,966	7.5%	5,634	8.5%
75 - 84	2,644	3.9%	2,503	3.8%	2,864	4.3%
85+	1,081	1.6%	1,169	1.8%	1,128	1.7%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	24,873	36.7%	24,698	37.1%	24,644	37.3%
Black Alone	38,081	56.1%	35,676	53.7%	34,602	52.4%
American Indian Alone	136	0.2%	131	0.2%	129	0.2%
Asian Alone	2,807	4.1%	3,542	5.3%	3,961	6.0%
Pacific Islander Alone	19	0.0%	30	0.0%	35	0.1%
Some Other Race Alone	486	0.7%	574	0.9%	651	1.0%
Two or More Races	1,433	2.1%	1,833	2.8%	2,065	3.1%
Hispanic Origin (Any Race)	1,533	2.3%	1,891	2.8%	2,161	3.3%

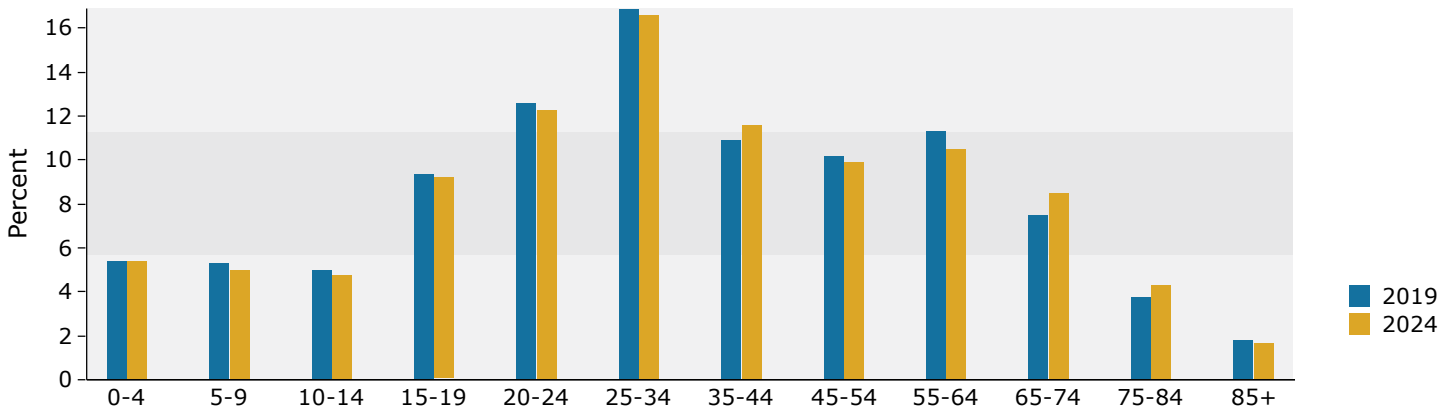
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

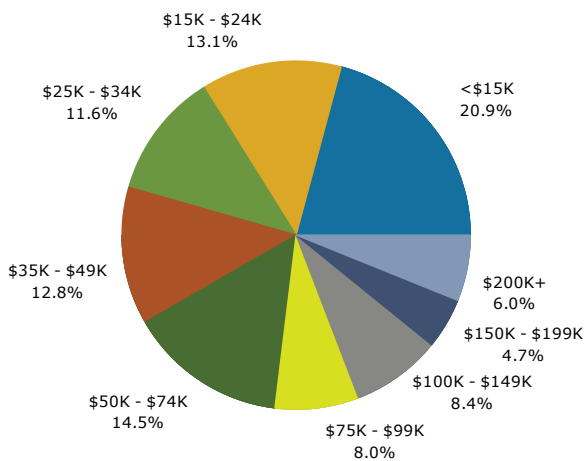
Trends 2019-2024



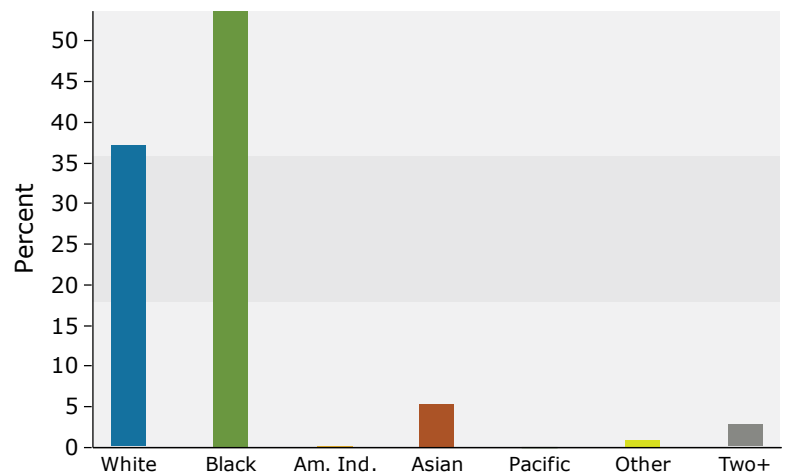
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 2.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



Demographic and Income Profile

target_area_boundary
Area: 0.27 square miles

Prepared by WUMCRC, Compiled by ESRI

Summary	Census 2010	2019	2024
Population	1,896	2,146	2,263
Households	1,233	1,363	1,463
Families	325	340	359
Average Household Size	1.42	1.47	1.45
Owner Occupied Housing Units	289	297	306
Renter Occupied Housing Units	944	1,066	1,157
Median Age	33.8	35.8	36.5
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.07%	0.46%	0.77%
Households	1.43%	0.45%	0.75%
Families	1.09%	0.36%	0.68%
Owner HHs	0.60%	0.64%	0.92%
Median Household Income	4.24%	2.42%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	360	26.4%	307	21.0%
\$15,000 - \$24,999	113	8.3%	100	6.8%
\$25,000 - \$34,999	102	7.5%	88	6.0%
\$35,000 - \$49,999	112	8.2%	115	7.9%
\$50,000 - \$74,999	213	15.6%	240	16.4%
\$75,000 - \$99,999	113	8.3%	136	9.3%
\$100,000 - \$149,999	126	9.2%	159	10.9%
\$150,000 - \$199,999	100	7.3%	154	10.5%
\$200,000+	124	9.1%	164	11.2%
Median Household Income	\$49,066		\$60,376	
Average Household Income	\$81,632		\$100,190	
Per Capita Income	\$48,138		\$59,407	

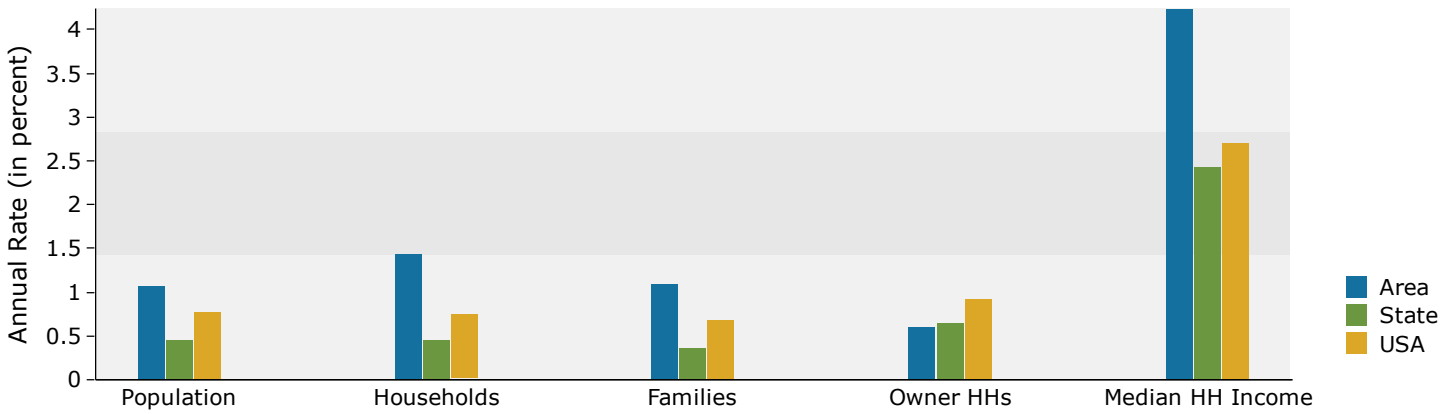
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	78	4.1%	76	3.5%	80	3.5%
5 - 9	60	3.2%	63	2.9%	58	2.6%
10 - 14	48	2.5%	56	2.6%	51	2.3%
15 - 19	135	7.1%	134	6.2%	132	5.8%
20 - 24	242	12.8%	237	11.0%	260	11.5%
25 - 34	426	22.5%	483	22.5%	510	22.5%
35 - 44	199	10.5%	238	11.1%	262	11.6%
45 - 54	207	10.9%	190	8.9%	189	8.3%
55 - 64	242	12.8%	280	13.1%	267	11.8%
65 - 74	131	6.9%	218	10.2%	244	10.8%
75 - 84	92	4.8%	118	5.5%	156	6.9%
85+	37	2.0%	52	2.4%	56	2.5%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	853	45.0%	1,067	49.7%	1,158	51.1%
Black Alone	814	42.9%	771	35.9%	737	32.5%
American Indian Alone	3	0.2%	3	0.1%	3	0.1%
Asian Alone	172	9.1%	231	10.8%	280	12.4%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	7	0.4%	13	0.6%	15	0.7%
Two or More Races	47	2.5%	62	2.9%	72	3.2%
Hispanic Origin (Any Race)	46	2.4%	68	3.2%	82	3.6%

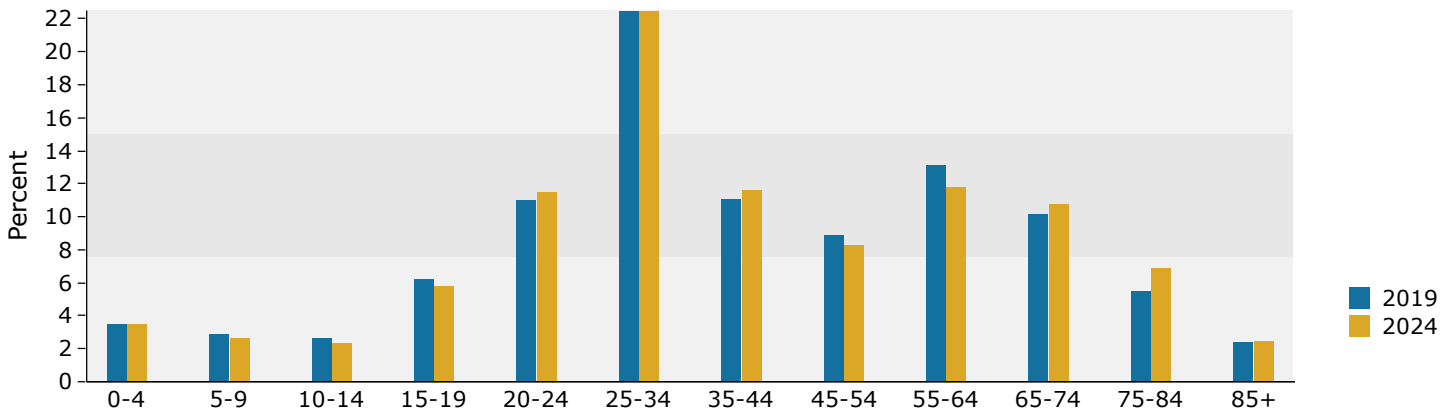
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

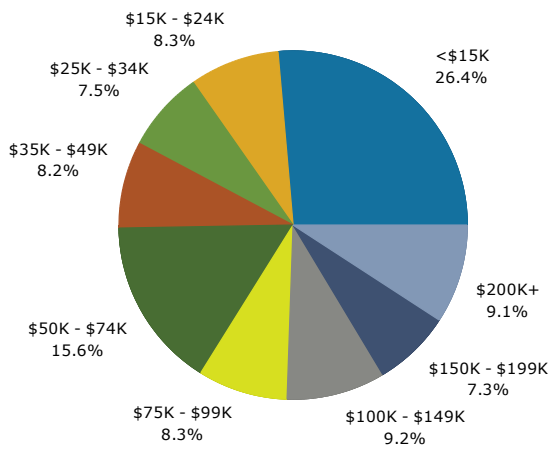
Trends 2019-2024



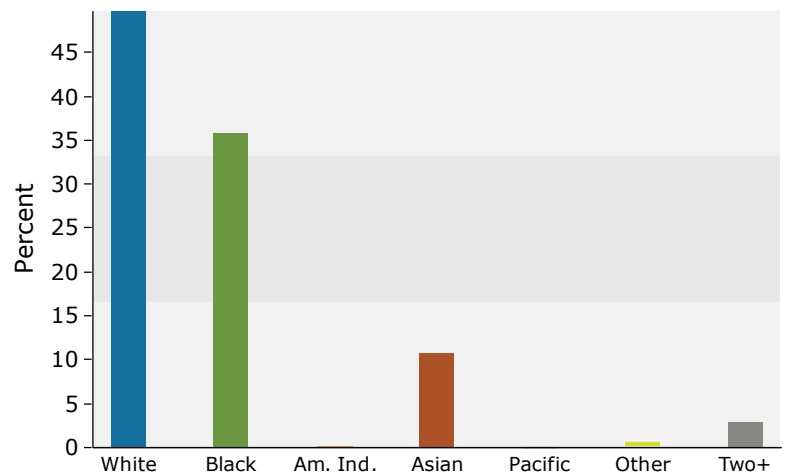
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 3.2%



Business Summary

target_area_boundary
Area: 0.27 square miles

Prepared by WUMCRC, Compiled by ESRI

Data for all businesses in area

Total Businesses:	248			
Total Employees:	12,100			
Total Residential Population:	2,146			
Employee/Residential Population Ratio (per 100 Residents)	564			
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	1	0.0%
Construction	3	1.2%	10	0.1%
Manufacturing	3	1.2%	30	0.2%
Transportation	2	0.8%	10	0.1%
Communication	3	1.2%	31	0.3%
Utility	0	0.0%	0	0.0%
Wholesale Trade	5	2.0%	23	0.2%
Retail Trade Summary	56	22.6%	747	6.2%
Home Improvement	1	0.4%	4	0.0%
General Merchandise Stores	0	0.0%	1	0.0%
Food Stores	5	2.0%	98	0.8%
Auto Dealers, Gas Stations, Auto Aftermarket	3	1.2%	8	0.1%
Apparel & Accessory Stores	4	1.6%	26	0.2%
Furniture & Home Furnishings	1	0.4%	2	0.0%
Eating & Drinking Places	25	10.1%	528	4.4%
Miscellaneous Retail	18	7.3%	80	0.7%
Finance, Insurance, Real Estate Summary	26	10.5%	200	1.7%
Banks, Savings & Lending Institutions	2	0.8%	15	0.1%
Securities Brokers	1	0.4%	11	0.1%
Insurance Carriers & Agents	3	1.2%	16	0.1%
Real Estate, Holding, Other Investment Offices	20	8.1%	158	1.3%
Services Summary	117	47.2%	11,018	91.1%
Hotels & Lodging	1	0.4%	470	3.9%
Automotive Services	2	0.8%	8	0.1%
Motion Pictures & Amusements	3	1.2%	23	0.2%
Health Services	42	16.9%	9,802	81.0%
Legal Services	6	2.4%	21	0.2%
Education Institutions & Libraries	5	2.0%	219	1.8%
Other Services	59	23.8%	476	3.9%
Government	0	0.0%	12	0.1%
Unclassified Establishments	31	12.5%	19	0.2%
Totals	248	100.0%	12,100	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 12, 2020



Business Summary

target_area_boundary
Area: 0.27 square miles

Prepared by WUMCRC, Compiled by ESRI

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	3	1.2%	10	0.1%
Manufacturing	2	0.8%	16	0.1%
Wholesale Trade	5	2.0%	23	0.2%
Retail Trade	31	12.5%	217	1.8%
Motor Vehicle & Parts Dealers	2	0.8%	4	0.0%
Furniture & Home Furnishings Stores	1	0.4%	2	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.4%	4	0.0%
Food & Beverage Stores	5	2.0%	97	0.8%
Health & Personal Care Stores	4	1.6%	20	0.2%
Gasoline Stations	1	0.4%	3	0.0%
Clothing & Clothing Accessories Stores	5	2.0%	29	0.2%
Sport Goods, Hobby, Book, & Music Stores	2	0.8%	19	0.2%
General Merchandise Stores	0	0.0%	1	0.0%
Miscellaneous Store Retailers	9	3.6%	30	0.2%
Nonstore Retailers	2	0.8%	7	0.1%
Transportation & Warehousing	1	0.4%	5	0.0%
Information	8	3.2%	63	0.5%
Finance & Insurance	7	2.8%	43	0.4%
Central Bank/Credit Intermediation & Related Activities	2	0.8%	15	0.1%
Securities, Commodity Contracts & Other Financial	2	0.8%	12	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	3	1.2%	16	0.1%
Real Estate, Rental & Leasing	20	8.1%	162	1.3%
Professional, Scientific & Tech Services	23	9.3%	146	1.2%
Legal Services	6	2.4%	21	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	8	3.2%	69	0.6%
Educational Services	6	2.4%	215	1.8%
Health Care & Social Assistance	46	18.5%	9,870	81.6%
Arts, Entertainment & Recreation	4	1.6%	37	0.3%
Accommodation & Food Services	26	10.5%	999	8.3%
Accommodation	1	0.4%	470	3.9%
Food Services & Drinking Places	25	10.1%	529	4.4%
Other Services (except Public Administration)	28	11.3%	194	1.6%
Automotive Repair & Maintenance	1	0.4%	3	0.0%
Public Administration	0	0.0%	12	0.1%
Unclassified Establishments	31	12.5%	19	0.2%
Total	248	100.0%	12,100	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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Retail MarketPlace Profile

target_area_boundary
Area: 0.27 square miles

Prepared by WUMCRC, Compiled by ESRI

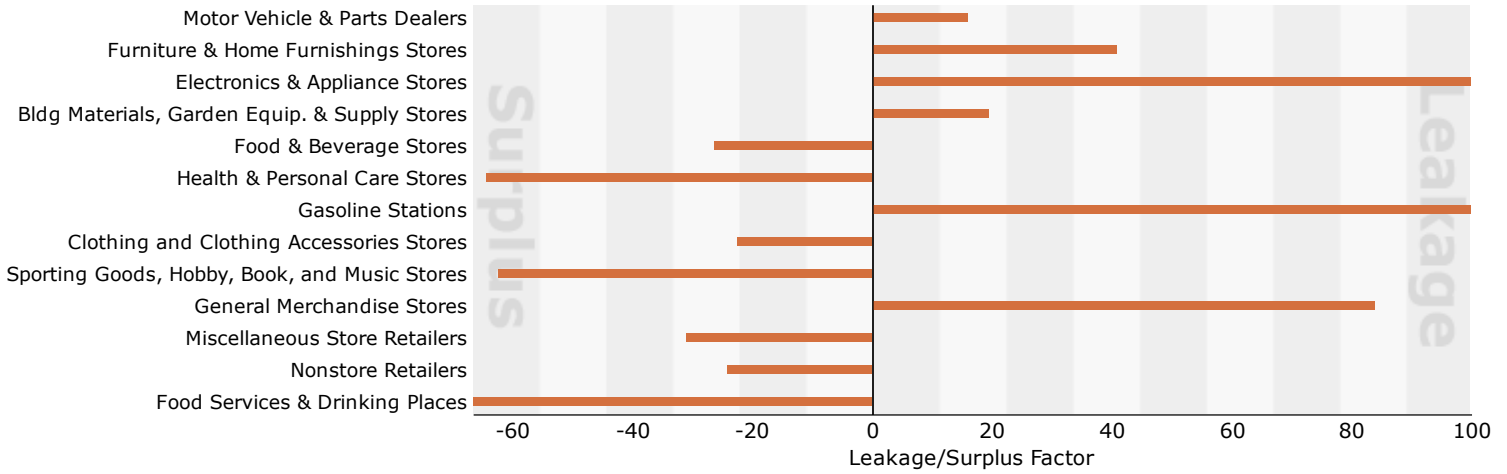
Summary Demographics						
2019 Population						2,146
2019 Households						1,363
2019 Median Disposable Income						\$38,752
2019 Per Capita Income						\$48,138
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$43,238,026	\$65,075,665	-\$21,837,639	-20.2	54
Total Retail Trade	44-45	\$38,669,499	\$42,310,264	-\$3,640,765	-4.5	29
Total Food & Drink	722	\$4,568,527	\$22,765,401	-\$18,196,874	-66.6	25
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,938,544	\$5,734,516	\$2,204,028	16.1	2
Automobile Dealers	4411	\$6,439,929	\$1,540,845	\$4,899,084	61.4	2
Other Motor Vehicle Dealers	4412	\$778,657	\$0	\$778,657	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$719,957	\$4,193,671	-\$3,473,714	-70.7	1
Furniture & Home Furnishings Stores	442	\$1,221,114	\$511,800	\$709,314	40.9	1
Furniture Stores	4421	\$786,993	\$511,800	\$275,193	21.2	1
Home Furnishings Stores	4422	\$434,121	\$0	\$434,121	100.0	0
Electronics & Appliance Stores	443	\$1,208,777	\$0	\$1,208,777	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,109,110	\$1,425,173	\$683,937	19.4	2
Bldg Material & Supplies Dealers	4441	\$1,968,511	\$1,149,539	\$818,972	26.3	1
Lawn & Garden Equip & Supply Stores	4442	\$140,599	\$275,634	-\$135,035	-32.4	1
Food & Beverage Stores	445	\$6,752,066	\$11,632,440	-\$4,880,374	-26.5	5
Grocery Stores	4451	\$6,241,318	\$9,730,456	-\$3,489,138	-21.8	1
Specialty Food Stores	4452	\$232,844	\$1,296,387	-\$1,063,543	-69.5	2
Beer, Wine & Liquor Stores	4453	\$277,904	\$605,597	-\$327,693	-37.1	1
Health & Personal Care Stores	446,4461	\$2,142,337	\$9,924,661	-\$7,782,324	-64.5	3
Gasoline Stations	447,4471	\$4,490,346	\$0	\$4,490,346	100.0	0
Clothing & Clothing Accessories Stores	448	\$1,892,231	\$3,005,086	-\$1,112,855	-22.7	4
Clothing Stores	4481	\$1,218,595	\$2,409,608	-\$1,191,013	-32.8	3
Shoe Stores	4482	\$317,385	\$0	\$317,385	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$356,251	\$595,478	-\$239,227	-25.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$1,165,407	\$5,050,100	-\$3,884,693	-62.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$975,435	\$0	\$975,435	100.0	0
Book, Periodical & Music Stores	4512	\$189,972	\$4,853,452	-\$4,663,480	-92.5	2
General Merchandise Stores	452	\$7,693,148	\$671,811	\$7,021,337	83.9	1
Department Stores Excluding Leased Depts.	4521	\$5,861,468	\$0	\$5,861,468	100.0	0
Other General Merchandise Stores	4529	\$1,831,680	\$671,811	\$1,159,869	46.3	1
Miscellaneous Store Retailers	453	\$1,591,788	\$3,033,024	-\$1,441,236	-31.2	6
Florists	4531	\$85,951	\$0	\$85,951	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$404,593	\$292,127	\$112,466	16.1	1
Used Merchandise Stores	4533	\$204,146	\$171,299	\$32,847	8.7	2
Other Miscellaneous Store Retailers	4539	\$897,098	\$2,569,599	-\$1,672,501	-48.2	4
Nonstore Retailers	454	\$464,632	\$764,366	-\$299,734	-24.4	2
Electronic Shopping & Mail-Order Houses	4541	\$317,069	\$0	\$317,069	100.0	0
Vending Machine Operators	4542	\$45,284	\$487,465	-\$442,181	-83.0	1
Direct Selling Establishments	4543	\$102,279	\$276,901	-\$174,622	-46.1	1
Food Services & Drinking Places	722	\$4,568,527	\$22,765,401	-\$18,196,874	-66.6	25
Special Food Services	7223	\$112,187	\$2,360,960	-\$2,248,773	-90.9	1
Drinking Places - Alcoholic Beverages	7224	\$154,247	\$1,110,708	-\$956,461	-75.6	2
Restaurants/Other Eating Places	7225	\$4,302,094	\$19,293,734	-\$14,991,640	-63.5	21

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

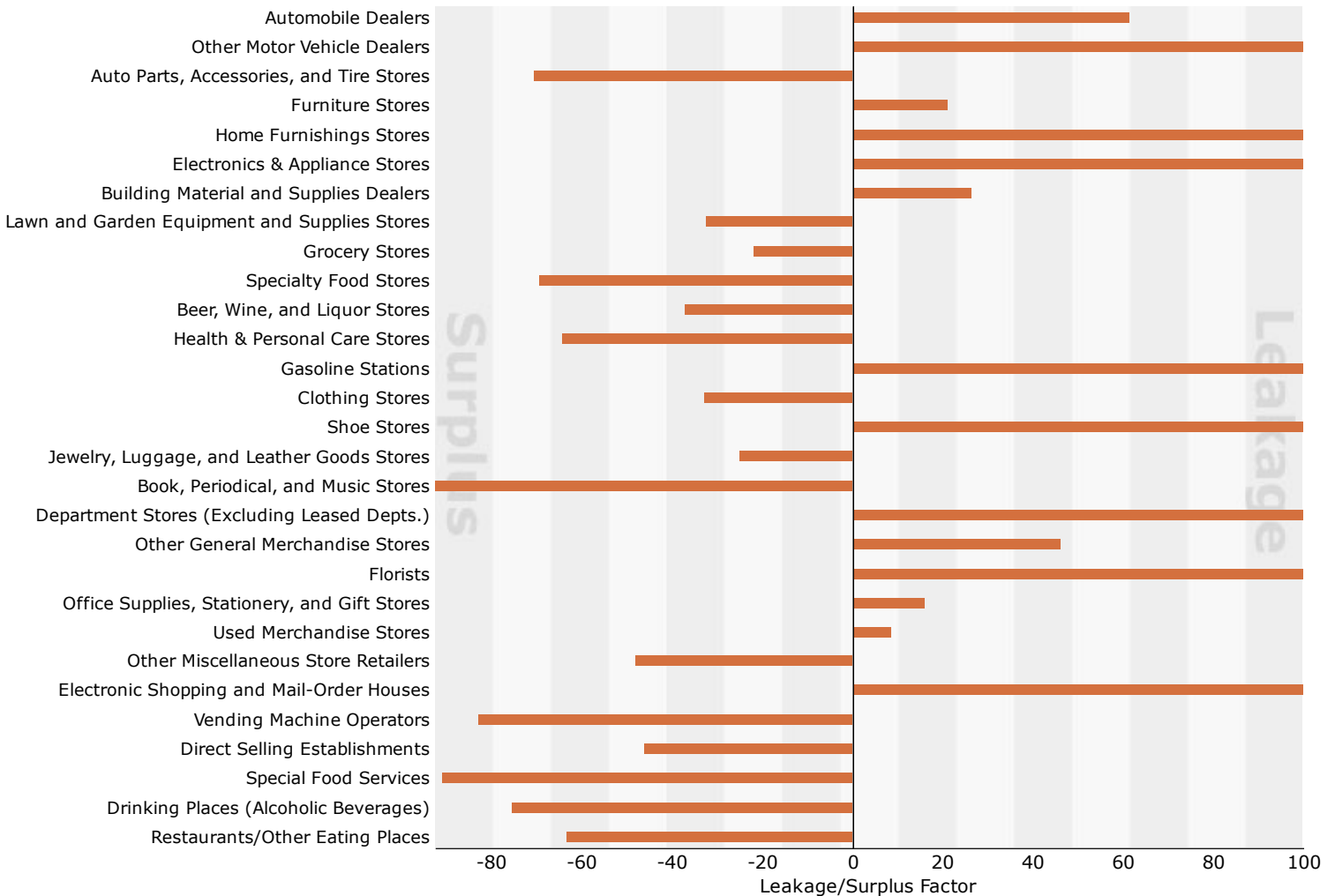
Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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



Traffic Count Profile

target_area_boundary
Area: 0.27 square miles

Prepared by WUMCRC, Compiled by ESRI

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.18	N Euclid Ave	Carriage Ln (0.02 miles N)	1994	8,148
0.18	N Euclid Ave	McPherson Ave (0.02 miles S)	2013	3,994
0.19	Olive St	N Taylor Ave (0.08 miles SE)	1996	3,524
0.27	McPherson Ave	N Kingshighway Blvd (0.07 miles NW)	1994	3,627
0.31	Delmar Blvd	Walton Ave (0.03 miles E)	1997	12,672
0.32	N Euclid Ave	Delmar Blvd (0.01 miles N)	1997	4,898
0.34	Lindell Blvd	N Kingshighway Blvd (0.06 miles NW)	1997	16,268
0.35	Delmar Blvd	N Euclid Ave (0.03 miles E)	1996	15,977
0.39	Enright Ave	N Euclid Ave (0.02 miles W)	1996	5,553
0.39	Delmar Blvd	Aubert Ave (0.02 miles E)	2013	11,036
0.40	N Kingshighway Blvd	Delmar Blvd (0.04 miles N)	2012	36,104
0.43	Buckingham Ct	N Euclid Ave (0.02 miles E)	2001	108
0.46	N Euclid Ave	Buckingham Ct (0.03 miles N)	2013	4,970
0.46	N Kingshighway Blvd	Enright Ave (0.03 miles N)	1997	24,548
0.56	Forest Park Ave	S Euclid Ave (0.05 miles W)	2013	19,036

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2019 to 1963. Over 25% of the counts were taken between 2010 and 2019 and over 77% of the counts were taken between 2000 and 2019. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2019 Kalibrate Technologies (Q3 2019).

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