

Ocala, Florida Supermarket Feasibility Analysis & Implementation Plan



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APPENDIX 1: Population, Demographic and Lifestyle Tables

APPENDIX 2: Competition Profile and Maps

APPENDIX 3: Current and Projected Sales Tables

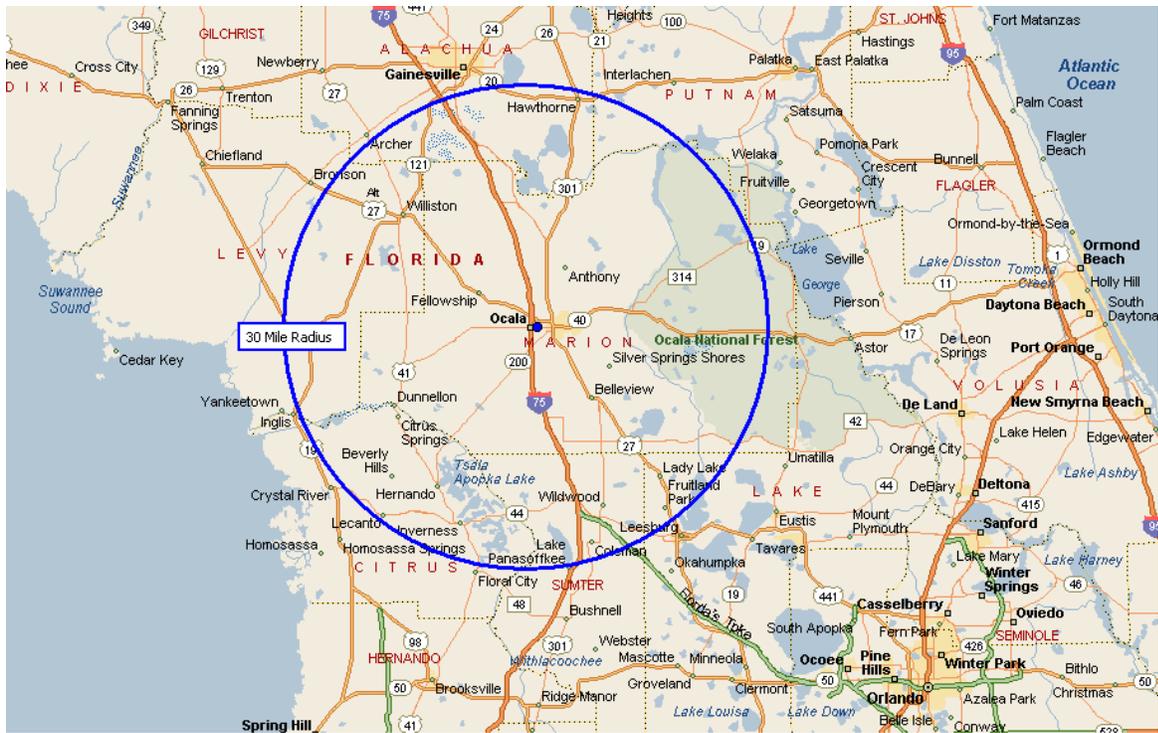


Figure 2: Ocala is located in central Florida approximately 30 miles south of Gainesville and 60 miles northwest of Orlando.

The study area serves a stable total trade area base of nearly 81,600 persons due to excellent vehicular access to a large population area. However, population density at the sites is limited, with the primary trade area offering a population base of only 3,800 persons and a density of only 5,400 persons within one mile of the center of the subject site.

Incomes in the total trade area are moderate, with median household incomes reported as \$40,600. Incomes close-in are even lower, with the primary trade area reporting median household incomes of only \$20,300. As such, a format catering to lower incomes, such as a limited assortment store, is more apt to capture stronger close-in market shares. The Tapestry Lifestyles in the area reflect a strong core of “snow-birds” and retired persons who have relocated to the area, many of which are found in the senior-oriented developments located west of Interstate 75.

Existing supermarket competition in the area is strong, with 18 stores identified to service the population base; an indication of an over-stored market that would limit the potential of a new unit entering the area. Both Publix and Wal-Mart have good market shares, capturing 44 percent and 22 percent of the available potential. Other conventional supermarkets identified include Winn-Dixie and Sweetbay, both of which are reportedly having challenges and not apt to open a new unit in the study area.

The most predominant Tapestry Lifestyle in the area, representing 30 percent of the total household base, is Senior Sun Seekers, with the core of these households found west of the defined study area. These households are primarily retired and tend to shop near their home or residence. They are apt to be found shopping at conventional formats, such as Publix or Winn-Dixie, rather than at limited assortment or supercenter formats.

INTRODUCTION

Background

Gibbs Planning Group Inc. (GPG) has been retained by VHB MillerSellen (VHB) to conduct a supermarket feasibility analysis for a study area in west Ocala, Florida. The study area is defined by the West Ocala Community Plan: NW 35th Street to the north, US 441 to the east, SW 13rd Street-SW10th Street-SR200 to the south, and Interstate 75 to the west.

Within the defined West Ocala Community Plan boundaries, GPG also identified a primary trade area that would have the needed north/south and east/west access to support a viable supermarket. Four potential locations for a supermarket were selected from within this primary trade area.

While all four sites have been identified as potential locations, it is assumed that property would be available at all four locations. No attempt has been made to identify whether land is available for sale or at what price. It is the purpose of this study to only identify the best overall locations for a supermarket in the identified study area.

The following issues are addressed in this study:

- What is the existing and planned supermarket development in the west Ocala study area and its trade areas?
- What are the primary and total trade areas for the west Ocala study area?
- What are the population, demographic and lifestyle characteristics in the trade areas, currently and projected for 2017?
- What is the current and projected growth for supermarket expenditures, now and for the next five years?
- How much additional market rate supermarket square footage is supportable in the west Ocala study area?
- What sales volumes can new supermarket development achieve in or near the study area?

Methodology

To address the above issues, GPG conducted a detailed evaluation of the identified market during the week of April 2, 2012. During this evaluation, GPG visited and evaluated most of the existing supermarkets and specialty food stores in and around the Ocala trade areas, centering our efforts on stores of over 5,000 square feet (sales area). GPG also identified all major nutritional stores in and near the defined study area.

The area was visited during the daytime as well as the evening in order to gain a qualitative understanding of the traffic and retail gravitational patterns throughout the study area. Trade areas that would serve supermarket retail in the proposed commercial zones were then defined based on the field evaluation and the retail gravitation in the market, as well as our experience defining trade areas throughout the United States. Population, demographic, and lifestyle

characteristics of the trade area residents were collected through the use of U.S. Census Tracts from national sources, and updated based on information gathered from various local sources.

The **SitePlus™** sales forecasting program was used to develop a realistic model of the study area and to forecast sales for a specialty market at the defined locations.

Finally, based on the population and demographic characteristics of the trade areas, existing and known planned supermarket competition, the results of our retail void analysis, and traffic and retail gravitational patterns, GPG developed this assessment of the west Ocala study area and forecast sales for the supportable retail.

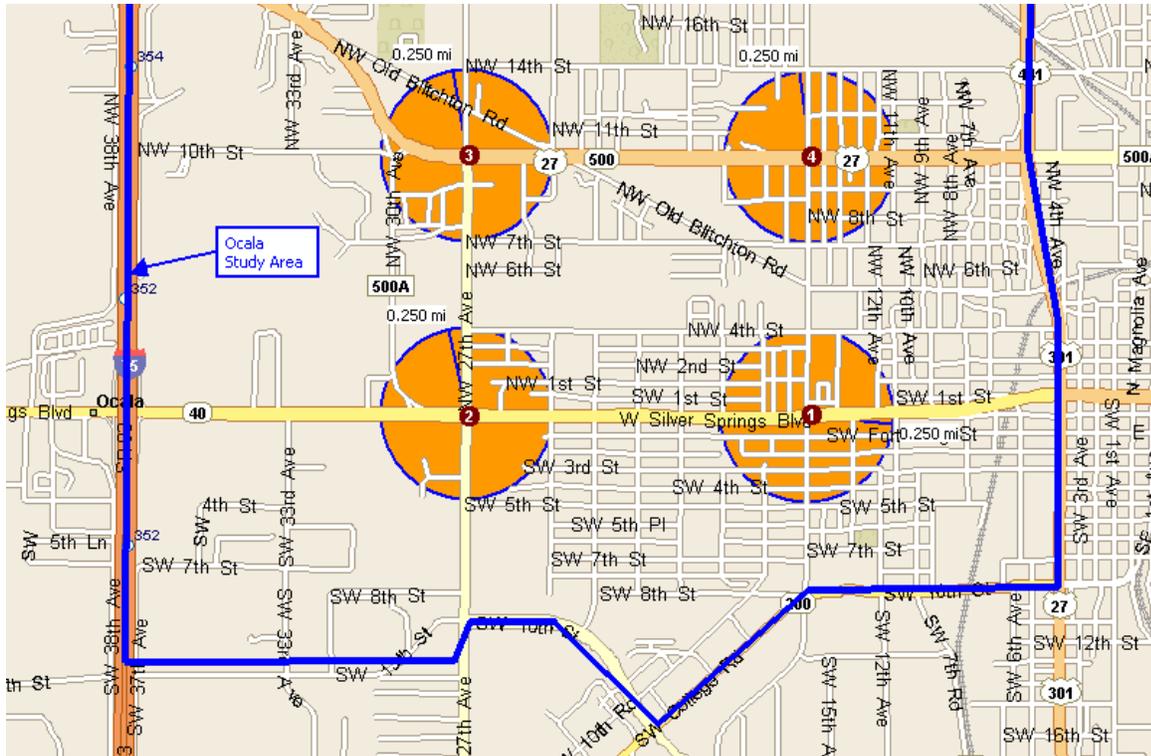


Figure 3: Location map of four potential supermarket locations in the study area. Each potential location is indicated by a number within the gold circle.

Specific Alternative Site Evaluations

Within the defined West Ocala Community Plan boundaries, GPG also identified four potential locations for a supermarket that would have the needed north/south and east/west access to support a viable supermarket. These four locations are:

- Site 1** - W Silver Springs Boulevard & NW Martin Luther King Jr. Avenue
- Site 2** - W Silver Springs Boulevard and NW 27th Avenue
- Site 3** - NW 10th Street and NW 27th Avenue
- Site 4** - NW 10th Street and Martin Luther King Jr. Avenue

The strongest identified location is the site at Silver Springs Boulevard and NW 27th Avenue (Site 2), which could average weekly sales in the first year of \$135,000 for a conventional(25,000 gross square feet/20,000 square feet) supermarket, growing to \$144,000 by the second year, and eventually maturing to \$148,000 in weekly sales.

Site 3, the site directly north at NW 10th Street, could average weekly sales in the first year of \$128,000 for a conventional supermarket, growing to \$136,000 by the second year, and eventually maturing to \$140,000 in weekly sales.

A summary of the estimated supportable retail weekly sales performance for each of the study areas can be found in Figure 2 below:

Table 1: Average Weekly Sales

Scenario	1st Year Avg. Weekly Sales*	2nd Year Avg. Weekly Sales*	Mature-Year Avg. Weekly Sales*
Site 1 - Silver Springs & MLK Conventional operation: Limited Assort. operation:	\$121,592 \$90,601	\$128,991 \$95,154	\$132,833 \$98,040
Site 2 - Silver Springs & NW27th Ave Conventional operation: Limited Assort. operation:	\$135,104 \$99,305	\$143,701 \$105,605	\$148,369 \$109,015
Site 3 - NW 10th St & NW 27th Ave Conventional operation: Limited Assort. operation:	\$127,941 \$95,223	\$135,887 \$101,124	\$140,099 \$103,051
Site 4 - NW 10th St & MLK Conventional operation: Limited Assort. operation:	\$116,233 \$87,750	\$121,924 \$92,050	\$125,747 \$94,651

* Sales stated in constant (current) dollars. No adjustment has been made for potential inflation. Assumes a January 2014 opening date with no known competitive changes.

To attract either format to the area, it may be necessary to supplement rent or start-up costs, as the forecasted sales are marginal as to the success of either the conventional or limited assortment format. The amount of rent to be paid at any of the locations may well determine if a unit can operate profitably in the area.

The greater Ocala market's total trade area includes 81,600 persons, while population density at the sites is limited, with the primary trade area offering a population base of only 3,800 persons and a density of only 5,400 persons within one mile of the center of the study area.

SITE and MARKET CHARACTERISTICS

An aerial view of the study area is shown in Figure 4 below. The study area and sites are shown in Figure 5 below.

Average persons-per-household in the total trade area is reported as 2.35, which is much lower than the US average (2.65). The City of Ocala also reports a similar persons-per-household of 2.33. The primary trade area reports persons-per-household as 2.54. An estimated 56 percent of the total trade area's household base is owner-occupied and the median age of the total trade area is reported as 41.7 years.

The total trade area is primarily white (73%), 19 percent African American and three percent Asian. Hispanic ethnicity is reported as 11 percent. By comparison, the study area is only 15 percent white, 79 percent African American and 0.4 percent Asian, with 14 percent of Hispanic ethnicity.

The total trade area has below-average education levels, with 20 percent of those age 25 years and older holding a college degree. Additionally, 56 percent of those employed are working in white-collar occupations, which is similar to the US average. Most (14%) are employed in sales positions, followed by 12 percent in administrative support and 11 percent in managerial and professional positions.

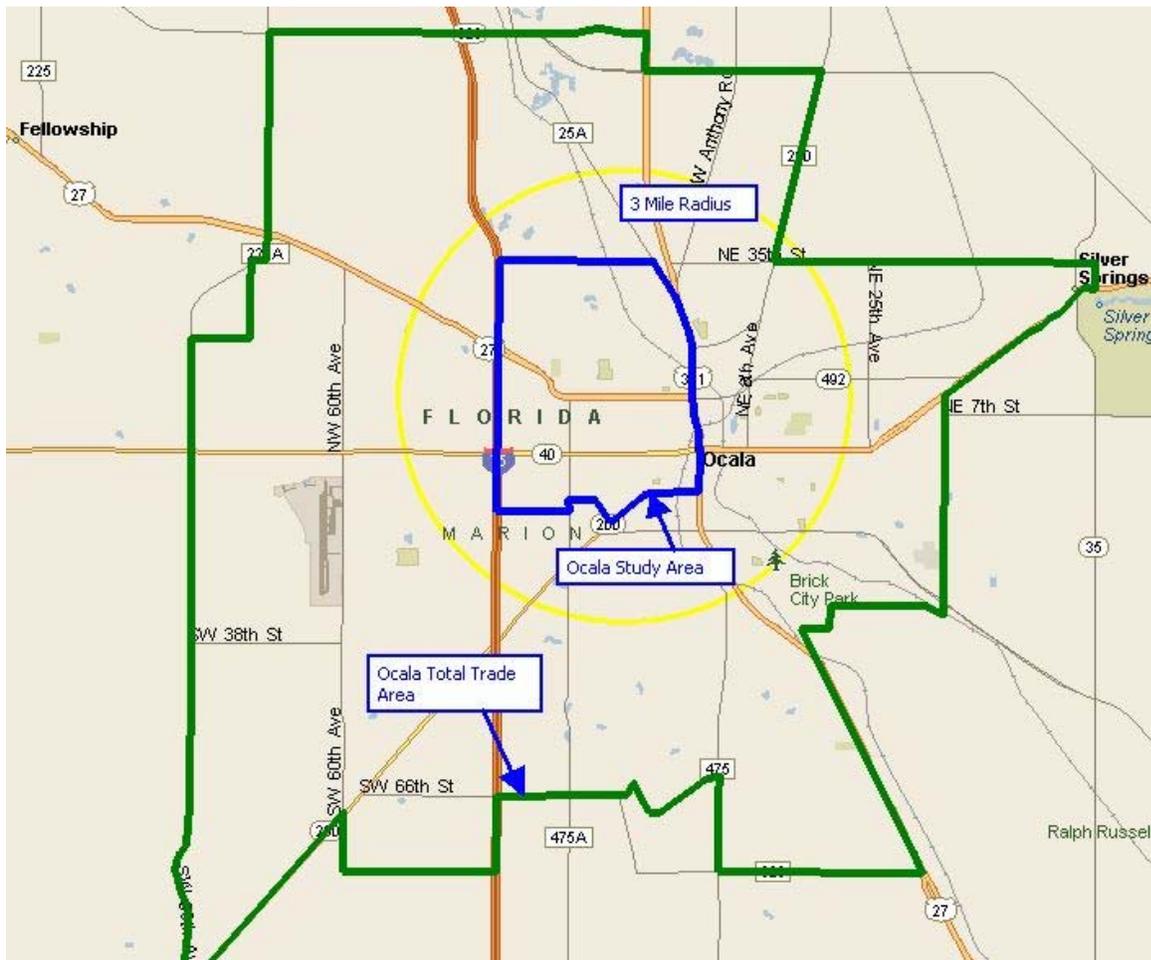


Figure 7: Trade area boundaries map. The total trade area boundary is shown in green; the study area and primary trade area boundaries are included in blue and red, respectively. The yellow circle represents a 3-mile radius from the center of the primary trade area.

The trade area reports moderate income levels, with a median household income of \$40,625. The median household income reported in the City of Ocala is slightly lower (\$39,800) and Marion County is similar (\$39,700). Per capita incomes for the trade area are also moderate, reported as \$21,600. Within the primary trade area, incomes are reported as \$20,200 (median household incomes) and \$10,400. Of the total trade area household base, 17 percent report incomes of \$75,000 or higher, compared to 30 percent that report household incomes of less than \$25,000.

The average per capita weekly food store expenditure for the study area is \$43.26, resulting in a total study area weekly food potential of \$3,528,278. Of this potential, only \$430,278, or 12 percent, is leakage to “mom and pop” convenience stores, warehouse club stores, small perishable and ethnic stores, or other food stores or farmer markets not included in the model.

The following table details the trade area’s population and demographics as well as those of the study area and the City of Ocala:

Table 2: Demographics Table

Demographic Characteristic	Total Trade Area	Study Area	Primary Trade Area	City of Ocala
Population	81,564	10,149	3,817	49,840
2017 Population	87,612		3,845	52,093
% Annual Population Growth	1.5%		0.2%	0.9%
Household Size	2.35	2.80	2.54	2.33
Median Household Income	\$40,625	\$26,025	\$20,229	\$39,806
Per Capita Income	\$21,618	\$10,206	\$10,386	\$22,215
% College Educated	20%	33%	11%	23%
% Owner-Occupied Housing	56%	43%	53%	50%
% White-Collar Employed	56%	46%	42%	60%

Tapestry Lifestyles

ESRI has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census block group level throughout the United States and are used by many national retailers to help determine future potential locations.

The following Table 3 details the top Tapestry Lifestyles found in the Ocala total trade area:

Table 3: Tapestry Lifestyles Table

Lifestyle	Trade Area Statistics	Short Description
<p>Senior Sun Seekers</p> 	<p>Households 10,967</p> <p>Median HHold Income \$37,750</p> <p>Total Trade Area Percentage 30%</p>	<p>Although the median age in this market is 51.8 years, well over half of the householders are aged 55 years or older. Most of these households are married couples without children and single persons. The segment is not very ethnically diverse; almost 90 percent of the population is white.</p> <p>Escaping from cold winter climates, many <i>Senior Sun Seekers</i> have permanently relocated to warmer areas; others are “snowbirds” who move South for the winter. To improve their landscaping, <i>Senior Sun Seekers</i> own lawnmowers and buy fertilizers and garden insecticides. Health-conscious <i>Senior Sun Seekers</i> purchase bifocals, visit their internists and take Centrum Silver vitamins. They watch cable television, read boating magazines and eat at family restaurants and steak houses.</p>
<p>Midland Crowd</p> 	<p>Households 3,357</p> <p>Median HHold Income \$50,100</p> <p>Total Trade Area Percentage 9%</p>	<p><i>Midland Crowd</i> represents Tapestry’s largest market with more than ten million people, nearly four percent of the United States population. They mirror the United States norm with a median age of 35.9 years. Their differences are striking: these neighborhoods are found in rural areas that have been growing by three percent annually since 2000. Most of these residents are white.</p> <p>The rural location and their traditional lifestyle dictate the consumer preferences of <i>Midland Crowd</i> residents. Purchases of work boots, hunting clothes and craft supplies reflect their employment, lifestyle and leisure activities. They fill prescriptions at the Wal-Mart Pharmacy, buy craft and hobby supplies by mail, phone or online and stop in the local True Value store for hardware supplies.</p> <p><i>Midland Crowd</i> residents stock their freezers with crops from their gardens and game from hunting trips. To keep up with gardening and landscaping tasks, <i>Midland Crowd</i> residents own garden tractors, lawnmowers, and trimmers and drive trucks to haul it all home. If they eat out, <i>Midland Crowd</i> residents prefer family or fast food restaurants such as Golden Corral, Chick-Fil-A or Hardee’s.</p>

Lifestyle	Trade Area Statistics	Short Description
<p>Midlife Junction</p> 	<p>Households 3,353</p> <p>Median HHold Income \$41,800</p> <p>Total Trade Area Percentage 9%</p>	<p>Most <i>Midlife Junction</i> residents are still working, earning a median household income of \$41,800 derived from wages, dividends, rental properties, retirement income and Social Security benefits. Their net worth is \$101,200. Nearly one-third draws retirement funds. Many have graduated from high school; some hold college credits. They work in the service, manufacturing, healthcare, sales and administrative industries.</p> <p>About ten percent of <i>Midlife Junction</i> residents are self-employed. As <i>Midlife Junction</i> residents pass from child rearing into retirement, they live quiet, settled lives. They spend their money carefully and don't succumb to fads. Those who are still in their houses are opting for low-maintenance conveniences such as heat pumps, trash compactors, self-cleaning ovens, riding mowers and kerosene heaters.</p> <p>Mindful of their health, <i>Midlife Junction</i> residents take vitamin supplements, arthritis medication and shop for sugar-free foods. Favorite family restaurants include Krystal's, Ruby Tuesdays and Captain D's. They search for bargains in the J.C. Penney catalog and at Belk, Lowe's and Wal-Mart. They also order from the Eddie Bauer and Land's End catalogs.</p>
<p>In Style</p> 	<p>Households 2,171</p> <p>Median HHold Income \$64,700</p> <p>Total Trade Area Percentage 6%</p>	<p>Even though they live in the suburbs, <i>In Style</i> households favor the lifestyle of city dwellers. These professional couples have careers but few children. Their median age is 37.6 years and they are predominantly white. <i>In Style</i> households do well for themselves with a median household income of \$64,700 and a median net worth of \$135,700, both of which are 1.4 times the national median.</p> <p><i>In Style</i> residents are computer-savvy; they own and use handheld PDAs, cell phones and utility software. They would probably purchase computer hardware from Dell Computer. Online activities include computer equipment purchases, researching real estate information, tracking investments and planning travel. They do some gardening; however, they leave the lawn care chores to a maintenance service.</p> <p>Physical fitness is part of their lifestyle; they subscribe to Weight Watchers for diet control, work out in a regular exercise program and take vitamins. They lift weights, practice yoga, play tennis and go scuba diving. They enjoy dining out at Cheesecake Factory, Don Pablo's, and Chili's Grill and Bar. Nordstrom, Ann Taylor, amazon.com and the L.L. Bean catalog are shopping preferences.</p>

The most predominant lifestyle in the area, representing 30 percent of the total trade area household base, is Senior Sun Seekers, with the core of these households found west of the defined study area. These households are primarily retired and have moved to the area from the colder northern climates. They are primarily white and tend to shop near their home or residence. They lead active lifestyles and spend much of their time outdoors. The Senior Sun Seekers are apt to be found shopping at conventional formats, such as Publix or Winn-Dixie, rather than at limited assortment or supercenter formats.

Supermarket Competition

All major supermarkets and specialty food stores of over 5,000 square feet (sales area) in and adjacent to the study area were evaluated. For a detailed list of the competition and departments offered, please refer to the "Competition Details" section of the Appendices. A map of competitors and their locations is also located in Appendix 2.

Table 4 below represents the major food store chains in the defined Ocala study area:

Table 4: Major Food Store Chains Competition

Chain Name	# Stores	Total Sales	Total S-Area	Ave. Sales	Ave. S-Area	Ave. Sales/SF	Ave. Power	Market Share
Sweetbay	1	\$195,000	30,300	\$195,000	30,300	\$6.44	78	2.49
Publix	7	\$2,545,000	226,125	\$363,571	32,304	\$11.25	126	43.66
Winn-Dixie	4	\$675,000	139,000	\$168,750	34,750	\$4.86	64	13.36
Earth Origins	1	\$65,000	6,175	\$65,000	6,175	\$10.53	117	1.75
Wal-Mart	2	\$1,405,000	95,465	\$702,500	47,733	\$14.72	125	21.77
Aldi	2	\$165,000	23,600	\$82,500	11,800	\$6.99	64	2.49
Save-A-Lot	1	\$85,000	9,600	\$85,000	9,600	\$8.85	88	2.29
Totals	18	\$5,135,000	530,265					87.80
Averages				\$285,278	29,459	\$9.68	100	

Publix

In total, 18 supermarkets and specialty food stores in and surrounding the defined trade area were identified. Of these, seven are Publix Supermarkets capturing 43 percent of the market share. Publix stores are bright and clean, and most have service seafood and pharmacy departments, as well as a deli and bakery. They typically have a loyal following in the Florida area and are one of the strongest regional chains found in the United States.

In addition to Publix, there are two other conventional supermarket chains in the area: Winn-Dixie and Sweetbay.

Winn-Dixie

Winn-Dixie is a regional chain that has been in and out of bankruptcy and merged with the BI-LO Supermarket chain based in South Carolina in March 2012. There are four Winn-Dixie units in the area that capture a combined 13 percent market share. The units, while clean, are dated and the service departments are minimal.

Sweetbay

Sweetbay has one store in the area, which is owned and operated by Delhaize Group, also operating Food Lion and Hannaford stores in the US. The Sweetbay stores have been rumored to be up for sale for some time as Delhaize tries to consolidate their US operations and recoup the losses they have sustained as Wal-Mart continues to expand. The identified Sweetbay unit, located north of the trade area boundary, only generates an estimated 45 percent of its sales from the defined trade area and, as such, captures a minimal two percent market share.

Wal-Mart

In addition to the conventional supermarkets in the area, there are also two Wal-Mart Supercenters that, combined, capture a 22 percent market share. The units have a strong price image, but minimal service departments and average perishables, appealing to the lower- and moderate-income households in the area.

Also appealing to the lower-income household base are three limited assortment stores: two Aldi units and one Save-A-Lot.

Aldi

The Aldi units are part of the Albrecht Discount chain of stores based in Germany. The format is very fixed, with the chain only operating new facilities constructed for the format, with very little variation. The stores offer only the top 30 to 35 SKUs of produce, and pre-packaged fresh and frozen meats with no service departments. Both of the Aldi units in the area are located near the Wal-Mart locations to capitalize on the retail support provided by the Wal-Mart stores. Combined, the Aldi stores earn a two percent market share.

Save-A-Lot

Save-A-Lot is a franchised supermarket format marketed by Super-Valu Food with independent operators. While the actual store operations vary from area to area, the unit in Ocala is a very basic format with no meat-cutting facilities and carrying only minimal fresh meat and produce variety. Most units (including the Ocala location) are located in second- or third-generation locations to keep operating costs to a minimum. This unit also earns a two percent market share.

Earth Origins

The final store in the area is an Earth Origins, a natural-and organic-food store with a strong variety of nutritional supplements. The unit is owned by United Natural Foods, Inc., operating stores in Florida, Maryland and Massachusetts. The Earth Origins unit in Ocala has a small soup and salad bar and limited fresh meats, but a good variety of fresh/organic produce and natural products. Alone, it captures a minimal two percent market share.

SUMMARY of MARKET ANALYSIS FINDINGS

The Ocala west neighborhood study area is underserved for grocery store goods and services and has an opportunity to support a 15,000 to 25,000 square foot supermarket or limited assortment grocery. These markets can potentially generate up to \$4.9 to \$7.7 million in annual sales. The strongest site of the four identified supermarket locations is the site at Silver Springs Boulevard and NW 27th Avenue, followed by the site directly north at NW 10th Street. Both of the Martin Luther King Jr. Avenue locations are weaker due to the difference in the north/south access provided by NW 27th Avenue compared to Martin Luther King Jr. Avenue. While conventional sales are much stronger compared to the limited assortment format, it may be

more feasible for a limited assortment format to be located at the identified sites, as the format is not nearly as labor intensive as the conventional format.

Table 5 details the forecasted weekly sales for the identified west Ocala study area sites opened as a conventional supermarket (25,000 gross square feet/20,000 square feet) or a limited assortment (15,000 gross square feet/12,000 square feet):

Table 5: Average Weekly Sales

Scenario	1st Year Avg. Weekly Sales*	2nd Year Avg. Weekly Sales*	Mature-Year Avg. Weekly Sales*
Site 1 - Silver Springs & MLK Conventional operation: Limited Assort. operation:	\$121,592 \$90,601	\$128,991 \$95,154	\$132,833 \$98,040
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Site 3 - NW 10th St & NW 27th Ave Conventional operation: Limited Assort. operation:	\$127,941 \$95,223	\$135,887 \$101,124	\$140,099 \$103,051
Site 4 - NW 10th St & MLK Conventional operation: Limited Assort. operation:	\$116,233 \$87,750	\$121,924 \$92,050	\$125,747 \$94,651

* Sales stated in constant (current) dollars. No adjustment has been made for potential inflation. Assumes a January 2014 opening date with no known competitive changes.

Finally, to attract either format to the area, it may be necessary to supplement rent or start-up costs, as the forecasted sales are marginal as to the success of either the conventional or limited assortment format. The amount of rent to be paid at any of the locations may well determine if a unit can operate profitably in the area.

For the conventional format, it is not likely that any of the current conventional chains would locate to the area due to either the location of sister-store operations or the financial stability of the chain. As such, it would be best to contact a local food wholesaler, such as Super-Valu, to locate an operator with experience in operating a successful conventional supermarket in an area similar to the study area.

Likewise, the best alternative for a limited assortment operator would be Save-A-Lot, as the sites do not have the adjacent retail support required for an Aldi operation. Once again, Super-Valu would be the best contact for identifying the best operator for the limited assortment format in the area.

Market Analysis Rationale

Please find below the rationale for the sales forecasts:

- The sites are positioned to serve a stable total trade area base of nearly 81,600 persons due to the east/west access provided by either Silver Springs Boulevard or NW 10th Street, both offering four lanes of traffic through the study area, connecting downtown Ocala to Interstate 75.
- Population density at the sites is limited, with the primary trade area offering a population base of only 3,800 persons and a density of only 5,400 persons within one mile of the center of the study area.
- Incomes in the total trade area are moderate, with median household and per capita incomes reported as \$40,600 and \$21,600, respectively. Incomes close-in are even lower, with the primary trade area reporting median household and per capita incomes of \$20,000 and \$10,400, respectively. *As such, a format catering to lower incomes, such as a limited assortment store, is more apt to capture stronger close-in market shares.*
- Other demographics of the total trade area include persons-per-household of 2.35, a primarily white population base (73%), and average white-collar employment (56%). However, the close-in (primary trade area) population reflects a strong African American base (79%), with a higher persons-per-household rate of 2.54 and lower white-collar employment (42%).
- The Tapestry Lifestyles in the area reflect a strong core of “snow-birds” and retired persons who have relocated to the area, many of which are found in the senior-oriented developments found west of the interstate. These consumers are more apt to shop a conventional format than either a supercenter or limited assortment format, however, and will have to travel to the study area to shop a new store located at any of the identified sites, versus the more convenient stores already located in the area.
- Existing supermarket competition in the area is strong, with 18 stores identified to service the population base; an indication of an over-stored market that would limit the potential of a new unit entering the area. Both Publix and Wal-Mart have good market shares, capturing 44 percent and 22 percent of the available potential.
- Other conventional supermarkets identified include Winn-Dixie and Sweetbay, both of which are having chain financial difficulties and not apt to open a new unit in the study area. Limited assortment operators in the area include Aldi and Save-A-Lot, both of which have a two percent market share.

Market Study Assumptions

Any market study such as this utilizes not only empirical data, but also field observations and qualitative judgments. It is important to recognize that certain of these study inputs need qualification. Therefore, as part of this analysis, the following assumptions were made:

1. All population, demographic and lifestyle data is assumed to be correct and accurately portrays the defined trade and study areas and specialty market customer base.

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2. Economic conditions will remain stable and household growth will continue as projected.
 3. The sites will have adequate visibility, ingress/egress, and parking for the proposed uses. Additionally, each zone will be professionally marketed, managed, leased and promoted to meet or exceed industry standards as a shopping destination.
 4. Visibility of any new food market is assumed very good, with signage as required to assure easy visibility of the retailers.
 5. The proposed conventional supermarket at any of the identified locations will offer fresh self-service meats, above-average quality produce and a product variety to compete with other conventional markets in the area (Winn-Dixie and Publix). The unit is further assumed to have a small service deli department and in-store bakery, as well as a small floral department to compete with the area competition. The size of the unit is assumed to be 25,000 gross square feet with approximately 20,000 square feet of selling area. Finally, the unit is assumed to be competitively priced with Winn-Dixie and to advertise to all households within the defined trade areas.
 6. The proposed limited-assortment market will offer pre-packaged fresh meats and a limited variety of produce (top 25 to 35 SKUs). The grocery and frozen selection will be similar to that found at Aldi or Save-A-Lot currently operating in the Ocala market. Pricing of the unit will also be competitive to that of the Aldi or Save-A-Lot. The unit will be advertised throughout the defined trade area detailing the variety of items carried, pricing and location of the unit. The unit is assumed to be 15,000 gross square feet with approximately 12,000 square feet of selling area.
 7. No new competitive changes have been noted in our sales forecasts. Any changes not noted may impact the forecasted sales and the performance of the proposed units.

IMPLEMENTATION STRATEGY

To develop a market-based implementation strategy for the potential grocery store in the Ocala study area, GPG completed a thorough review of local land use regulations potentially impacting a supermarket development, as well as a review of financial, policy, and development incentives that could be used to implement a grocery store in an underserved area. GPG finds that while Site 2, as discussed above, is the strongest in potential sales, Site 3 (second strongest in potential sales) possesses two distinct locational advantages which would ease both development and potential financing of a supermarket on this site relative to Site 2:

- **Greater flexibility in zoning regulations.** While both Sites 2 and 3 contain parcels zoned appropriately for a potential grocery store, the latter is surrounded by higher-intensity uses, while the former is surrounded by primarily residential uses. As discussed in detail below, site development requirements, particularly buffering requirements, become far stricter when a commercial site is developed adjacent to a lower-intensity (in this case, residential) use.
- **Designation as a “Food Desert” area.** Two of the four quadrants of the intersection of NW 10th Street and NW 27th Avenue are designated as a “Food Desert” area by the federal government. Areas meeting this definition are eligible for priority funding under several federal programs aimed at increasing local access to fresh food. Furthermore, lending

and grant-making institutions may view such a designation more favorably when considering whether to finance a potential grocery store project.

In addition, Site 2 and Site 3 enjoy the following advantages:

- **Enterprise Zone designation.** Two quadrants of the W Silver Springs Boulevard/NW 27th Avenue (Site 2) intersection, and three quadrants of the NW 10th Street/NW 27th Avenue (Site 3) intersection, are designated as Enterprise Zone areas by the state of Florida. While Enterprise Zone designation does not directly impact construction or development costs, significant tax credits are offered within the Zone.
- **New Market Tax Credit eligibility.** The entirety of the defined study and primary trade areas are eligible for this tool, which unlocks eligibility for many federally subsidized lending and financing programs, in addition to grant programs.

Review of Ocala Grocery Store Zoning Codes¹

Introduction

Grocery stores are defined in section 122-3 of the Ocala Zoning Ordinance as follows: “a store, commonly known as a supermarket, engaged in the sale of canned foods, fresh foods and dry goods, such as tea, coffee, spices, sugar, flour, fresh fruits, vegetables, meats, fish and poultry.”

Grocery stores are permitted without exception in five zoning districts: Community Business Districts (classified B-2), Limited Community Business Districts (B-2A), General Business Districts (B-4), Wholesale Business Districts (B-5), and Shopping Center Districts (SC). Additionally, certain parcels within Ocala’s Community Redevelopment Area are zoned separately to allow grocery stores, however, this area shares no concurrencies with the Study Area as defined in this report.

To implement either of the store formats recommended in this study, it would be infeasible to locate the store in either the B-2 or B-2A districts, which are “intended for community businesses, including retail sales, [and] shall be based on walk-in trade, rather than delivery of supplies and large commodities (sec. 122-621)”. Therefore, land zoned B-4, which is, “intended for larger retail establishments, businesses catering to highway trade and motorists’ needs, and businesses that receive a large number of delivery trucks (sec. 122-721)”, and land zoned B-5, which is “intended primarily for retail sales, wholesale trade and warehouse storage requiring a large site or structure (sec. 122-741)”, are appropriate for the recommended store formats. No parcels within the defined study area are zoned for Shopping Center (SC) districts.

Please refer to Figure 8, which shows the general location of land in the defined study area zoned B-4 or B-5, and its relation to the study area and primary trade area boundaries, as well as the four potential sites identified in this report. *Please note this figure is presented for reference only, and specific parcels and their zoning classifications may be identified on the official Ocala Zoning Map.*

¹ Please note that references in this section are made to the most recent updates of the Ocala Zoning Ordinance, Zoning Map, and Future Land Use Map at the time of this writing. These documents may be viewed online at: <http://www.ocalafl.org/gm/>.



Figure 8: Study area zoning map. The general location of land zoned B-4 or B-5 within the study area is highlighted in orange. Study area boundaries are shown in blue. The four potential supermarket locations are identified by numbers in purple.

It can be noted from Figure 8 that, in the vicinity of the four intersections identified as potential supermarket sites, appropriately zoned land exists at and/or in the vicinity of, sites 2, 3, and 4. Furthermore, appropriate zoning exists generally along the NW 10th St./US 27 corridor as it traverses the study area from west to east. The Pine Avenue/US 441 and College Avenue/SW 10th St. corridors generally are zoned either B-4 or B-5 along the east and south boundaries of the study area.

Lot and Buffer Requirements

Zoning districts B-4 and B-5 provide flexibility in terms of lot requirements for the proposed supermarket (sec. 122-286). There are neither setback requirements for nonresidential uses, nor are there minimum lot area or floor-area ratio (FAR) requirements for nonresidential uses in these districts. Both require a minimum 100-foot lot width, and a maximum 60-foot building height, which would not inhibit development of either proposed store type.

Both B-4 and B-5 districts require buffering if a neighboring property supports a less intensive use or is included in a less intensive zoning district. Buffering is required along such boundaries where use and zoning transitions occur. For the proposed grocery store use in the B-4 or B-5 districts, were such a boundary included on the site, the landscaped buffer area would be between 10 and 25 feet wide, dependent on whether a wall is used. In cases where a street

separates the site from a residential district, a minimum 20-foot yard must be provided along the street frontage in question. Additionally, in all cases, parking areas would require a minimum five-foot buffer strip (excluding driveways and sidewalks), and all other areas would require a minimum four feet of open space, excluding driveways and sidewalks, around the site (sec. 122-260). Specific landscaping requirements for buffer areas are required, and detailed in section 122-260.

As pertains to the four potential supermarket locations identified in this study, land in the vicinity of Site 3 (corner of NW 10th St. and SW 27th Ave.) would have the most flexibility in terms of buffering requirements, as many areas are surrounded by higher-intensity industrial zoning districts. Sites 2 and 4 are surrounded by residential areas, and would be subject to heightened buffering requirements.

Parking and Loading Areas

Aside from the buffering requirements for off-street parking noted above, the required parking ratio (number of stalls per square feet of floor area) for a retail store in the B-4 or B-5 zoning district is one stall per 300 square feet of floor area (sec. 122-1010(a)(21)). This translates to 3.3 parking stalls/1,000 sf. One handicapped parking stall must be provided for every 25 total stalls, when total parking stalls are 100 or fewer (sec. 122-1015). Interior landscaping is required, and must cover at minimum 10 percent of the parking area (sec. 122-1004).

In the case of the proposed limited assortment supermarket, a 15,000 sf building would require a minimum of 50 parking stalls, two of which would be for handicapped persons. In the case of the proposed conventional supermarket, a 25,000 sf building would require a minimum of 83 parking stalls, three of which for handicapped persons.

Assuming the parking area were designed utilizing two-way aisles, required stall dimensions would be 9.5 feet wide by 19 feet deep, with a 24-foot wide aisle (sec. 122-1003). For the limited assortment supermarket, this would equate to 9,400 sf solely devoted to parking (not including aisleways or interior landscaping). For the conventional supermarket, this would equate to 15,400 sf solely devoted to parking.

For a business between 5,000 and 25,000 sf floor area, which pertains to both proposed supermarket types, at least one off-street loading space is required. This space must be a minimum of 12 feet wide and 45 feet long, with a 12-foot vertical clearance. It must be directly accessible from an alleyway or street and have interior access (sec. 122-982).

Signs

Along the primary street fronting the site, total maximum sign area in the B-4 and B-5 zoning districts is dictated by a rule of two square feet of sign area per foot of property frontage (sec. 110-151(1)(a)). If a second street borders the site, the total maximum sign area for that street is a fixed percentage of the primary frontage sign area, based on the functional classification of the second street (sec. 110-132). Individual sign structures are limited to 150 sf of sign area each, with at most two allowed on each frontage. Together, they must not exceed half of the total sign area requirement. One roof or projecting sign is permitted, allowing that it takes up at most 25 percent of total maximum sign area. Wall signs are permitted within the maximum total sign area guidelines. Freestanding signs are capped at 30 feet in height, must be spaced a minimum of 150 feet apart, and must be set back five feet from the public right-of-way, or 25 feet from side lot lines (sec. 110-151).

Stormwater Management

There is no direct requirement that on-site stormwater retention/detention must be built. The City of Ocala operates regional stormwater management facilities, which may be used in lieu of an on-site facility. Impact fees are assessed of the developer if city facilities are used for this purpose (sec. 122-217).

Funding Source Options and Development Incentives

The funding source options discussed in this section comprise sources from which funding may be available either directly in the aim of financing grocery store development, or from which financing such a development is an eligible option. Two comprehensive documents detailing programs specifically funding increased access to retail food are the US Department of Agriculture's "Regional Food Hub Resource Guide"² and, "Financing Healthy Food Options"³, published by the US Department of the Treasury's Community Development Financial Institutions (CDFI) Fund.

State, County and Local Programs

Efforts were made in the Florida state legislature in early 2012 to enact legislation, modeled after successful state programs in Pennsylvania and Louisiana, which would provide grant and loan funds to developers, operators and non-profits bringing grocery retail projects to underserved areas. The Healthy Foods Retail Act, proposed both as individual legislation and as part of a larger package of legislation, however failed to gain support and died in March 2012^{4, 5, 6}.

State of Florida Enterprise Zones⁷: A portion of the designated study area and primary trade area is classified as an Enterprise Zone. Businesses locating within the Zone are eligible for a variety of State tax credits: for example, 20 to 30 percent of wages paid to new employees who also reside within the Zone can be credited toward either sales or corporate income tax, and 96 percent of property tax payments may be credited toward corporate income tax on newly acquired property which results in job creation. Please refer to Figure 9 for the general location of the Ocala Enterprise Zone in relation to the study and primary trade areas.

City of Ocala Economic Investment Program⁸: The city provides financial assistance under this program to companies and/or projects which can prove a net positive return on investment to municipal revenue streams. Though eligibility is primarily focused on Florida's leading high-technology industry clusters, the city will consider assisting "...regional retail, especially as part of

² "Regional Food Hub Resource Guide". United States Department of Agriculture, Agricultural Marketing Service. April 2012.

<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097957>

³ "Financing Healthy Food Options: The CDFI Fund's Capacity Building Initiative for Financing Healthy Food Options, Financial Resources Catalogue". United States Department of the Treasury, CDFI Fund Capacity Building Initiative. <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5097201>

⁴ "Florida SB 852: Healthy Foods Retail Act". <http://www.flsenate.gov/Session/Bill/2012/852>

⁵ "Florida CS/SB 1658: Underserved Communities". <http://www.flsenate.gov/Session/Bill/2012/1658>

⁶ A review of existing state-level programs is published by the Centers for Disease Control: "State Initiatives Supporting Healthier Food Retail: An Overview of the National Landscape". National Center for Chronic Disease and Prevention and Health Promotion, Division of Nutrition, Physical Activity and Obesity, 2011.

http://www.cdc.gov/obesity/downloads/Healthier_Food_Retail.pdf

⁷ "Enterprise Zones". Ocala Marion County Economic Development Corporation.

<http://www.ocalaedc.org/enterprise-zone>

⁸ "Economic Investment Program". City of Ocala, Florida. <http://www.ocalafl.org/COO3.aspx?id=458>

used for construction up to five years after the award is disbursed, which has a maximum of \$800,000 per project. The funding deadline for the current fiscal year is June 5, 2012.

Department of Commerce, Economic Development Administration: Public Works and Economic Adjustment Assistance Programs¹³: There are two programs providing grants and loan assistance: *Public Works and Economic Development Facilities* and *Economic Adjustment Assistance* programs. The former program supports construction or rehabilitation of essential public infrastructure and facilities; the latter provides a wide range of assistance, including construction, public works, technical assistance, and revolving loan fund (RLF) projects. Funds can be used broadly in urban areas so long as it can be shown that jobs will be created and private investment is enhanced. Applicants have flexibility in defining the region to be funded, provided the region meets one of a series of economic guidelines; one guideline is that per capita income in the region must be no more than 80 percent of the national average; the other is that the poverty rate must be above 20 percent. Only one criterion must be met for qualification. All three 2010 census tracts from which the study and primary trade areas are comprised qualify on both criteria¹⁴.

The applicant can be neither an individual person nor a for-profit organization. State or local units of government, non-profit organizations, district organization, Indian tribes, or higher learning institutions are eligible to apply. The next two application deadlines as of this writing are June 8 and September 14, 2012.

Department of the Treasury: New Markets Tax Credit Program¹⁵: This program provides a federal tax credit to encourage investment in low-income areas. Individual and corporate investors receive a tax credit by investing in a Community Development Entity (CED), which acts as an intermediary to distribute capital to low-income community projects. The tax credit is equal to 39% of the investment and is distributed over seven years: five percent per year for the first three years and then six percent per year for the remaining four years. Investments cannot be redeemed during the seven-year period. The per capita income and/or poverty rate criteria as described above can be used to determine if an area is eligible for investment; again, both the study and primary trade areas are eligible.

While there is no specific funding for grocery stores, FY 2011 allocatees were interviewed to see if they intended to fund HFFI activities. Fifty of seventy allocatees indicated they would invest an unspecified amount to HFFI activities¹⁶. Note that the following grocery store project was at the top of a list of project examples:

¹³ "Announcement of Federal Funding Opportunity: Public Works and Economic Adjustment Assistance Programs". U.S. Department of Commerce, Economic Development Administration.
http://www.eda.gov/PDF/FY_2012_EDAP_FFO_11-18-11_FINAL.pdf

¹⁴ Census tracts 1500, 1600, 1700 and 1800 for Marion County, Florida. Data obtained from US Department of the Treasury, Community Development Financial Institutions Fund. "Updated NMTC Program Eligibility: 2006-2010 American Community Survey Census Data". http://www.cdfifund.gov/what_we_do/acs/update-census-data.asp

¹⁵ United States Department of the Treasury, Community Development Financial Institutions Fund.
<http://www.cdfifund.gov/>

¹⁶ "Community Development Financial Institutions Fund: 2011 New Markets Tax Credits Allocations". United States Department of the Treasury.
<http://www.cdfifund.gov/docs/2011/nmtc/2011%20NMTC%20Award%20Book.pdf>, pp.10-19.

On the site of an abandoned aerospace manufacturing facility, a grocery-anchored shopping center in San Diego, California owned in part by community residents, which produced 200 jobs and allows residents to shop in their own neighborhood¹⁷

Department of the Treasury: Community Development Financial Institutions Fund¹⁸: Indirect funding via a certified intermediary known as a CDFI, which includes certain banks, credit unions, venture capital funds, with an emphasis on serving low-income areas. CDFIs may use funds to “promote economic development, develop businesses, create jobs, and to develop commercial real estate”, among other things. This program offers two distinct streams: *Funding* and *Technical Assistance*. *Funding Assistance* awards are up to \$2 million and used for operations, reserves, and capital. *Technical Assistance* awards are up to \$100,000 and used for personnel, professional services, materials, supplies, and equipment. Twenty-four funding organizations are certified as CDFIs in Florida, though none are located in the Ocala area. Other CDFIs located out-of-state serve Florida. Existing organizations may apply to be recognized as such. Please see below for a summary of several CDFIs who specialize in lending toward supermarket development in low-income areas.

Non-profit Organizations

Social Compact Investment Fund¹⁹: Social Compact, Inc. administers this fund, which loans developers and developer-led partnerships funds to develop supermarket-anchored retail projects in areas with limited access to fresh food. Eligible areas are those urban census tracts qualifying for New Markets Tax Credits (as discussed above, the defined study and primary trade areas are eligible). Applicants for funds must prove ability to control the development site, prove the ability to bring an interested store operator to the site, and prove financial feasibility for the project. If approved, funds may be used toward predevelopment expenses such as environmental analyses and/or remediation, architectural and engineering fees, surveys, market studies, appraisals, financial consultants, legal fees, down payments and option agreements, and applications and building permits and fees. Loans are made up to \$150,000 for a period of 12 months, with a 0.5 percent monthly interest rate.

W. K. Kellogg Foundation Food & Community Program²⁰: This program is one of several major foci of this international foundation’s efforts to provide conditions which promote success for vulnerable children, families and communities. A key aim of the program is “increasing access to good food and physical activity”, achieved in part through community food projects. Past grants have been focused on development of community-wide food distribution systems, though Kellogg has partnered with regional retail grocery chains as part of the effort. While the program does not provide funding for capital costs, its flexibility in entertaining a wide variety of proposals may have some application for a broader effort in expanding access to food in the Ocala study area.

Community Development Financial Institutions/Community Development Entities

The following CDFIs serve Florida, and target development of grocery stores in underserved areas in their lending and/or grant-making activities.

¹⁷ Ibid, p. 22.

¹⁸ “What We Do”. United States Department of the Treasury, Community Development Financial Institutions Fund. http://www.cdfifund.gov/what_we_do/programs_id.asp?programID=7

¹⁹ “Social Compact Investment Fund Fact Sheet”. Social Compact, Inc. <http://socialcompact.org/SCIF/>

²⁰ <http://www.foodandcommunity.org/What-We-Do/Overview/increase-access-to-good-food-and-physical-activity.aspx>

Florida Community Loan Fund²¹: This lender participates in the federal New Markets Tax Credit program (see above), with a focus on economic development projects in low-income areas. Development of grocery stores in food desert areas is cited as an example. This CDFI has been allocated over \$111 million in NMTC allocations since the program was introduced in 2000²². FLCF is additionally certified as a CED, as discussed above.

Local Initiatives Support Corporation (LISC)²³: A national organization, this CDFI makes grants and loans to low-income communities in support of five stated goals toward building sustainable communities, one of which is “supporting healthy lifestyles and environments”. LISC states that a key component of achieving this goal is attracting new neighborhood grocery stores. Grantmaking comes in the form of “project grants to help cover costs associated with real estate development that further neighborhood revitalization goals.” LISC has a Florida office in Jacksonville²⁴.

NCB Capital Impact²⁵: Headquartered in Florida and Virginia, NCB advertises financing “designed to attract [food] retailers, producers and distributors to underserved urban and rural communities,” through its Innovative Community Lending program. To determine which areas are eligible for food financing programs, a different metric than the federal “food desert” is used: a census tract must be low- or moderate-income, and have a below-average density of food markets. This metric, known as Limited Supermarket Access, applies to a portion of the defined study and trade areas, as depicted in the following Figure 11.

Potential Supermarket Operator Contact Information

Aldi

Central Florida Division
2651 State Road 17 S
Haines City, FL 33845

Contact:

Jason Povlick
(863) 353-4919, ext. 1115
realestate1.hai@aldi.us

²¹ “New Markets Tax Credit”. Florida Community Loan Fund, Inc. <http://www.fclf.org/borrowers/57-nmtc-new-markets-tax-credit>

²² “New Markets Tax Credit Program Fact Sheet”. Florida Community Loan Fund, Inc. <http://www.fclf.org/images/stories/downloadables/Borrowers/nmtc-projects-and-program-2012-02-23.pdf>

²³ “Supporting Healthy Environments and Lifestyles”. Local Initiatives Support Corporation. <http://www.lisc.org/section/ourwork/sc/healthy>

²⁴ Local Initiatives Support Corporation Jacksonville. www.liscjacksonville.org/

²⁵ “Innovative Community Lending”. NCB Capital Impact. <http://www.ncbcapitalimpact.org/default.aspx?id=1989>

Save-A-Lot

Supervalu, Inc.
Realty Department
PO Box 990
Minneapolis, MN 55440
(952) 828-4000

Contact:

Neil Kirchoff
(407) 736-9327
neil.k.kirchoff@save-a-lot.com

Sweetbay

Corporate Office
3801 Sugar Palm Drive
Tampa, FL 33619
(813) 620-1139

Contact:

Lee Allen
Director of Real Estate
(813) 620-1139
lallen@sweetbaysupermarket.com

Wal-Mart

Walmart New Store Development - Florida
2001 SE 10th Street, Dept. 8703
Bentonville, AR 72716-0550

Contact:

Jennifer Latimer
New Store Real Estate Director, West and Central Florida
(479) 270-7837
jennifer.latimer@wal-mart.com

Winn-Dixie

BI-LO, LLC
Attn: Real Estate
P.O. Box 99
Mauldin, SC 29662-0099

Contact:

Paul Moydell
Director of Real Estate
(864) 283-3536
paul.moydell@bi-lo.com

Potential Strategies

Based upon the findings from the above market analysis, GPG recommends the following:

- Stakeholders representing the West Ocala Study Area enter into an organized partnership to approach potential grant-making organizations, CDFIs and/or CEDs. The Governor's West Ocala Neighborhood Council (GWONRC), as well as the Greater Ocala Community Development Corporation (GOCDC)²⁶ appears to have been previously organized to serve a similar purpose.
- While an existing domestic corporation or partnership, either for- or non-profit may apply to be recognized as a CDE²⁷, the stakeholders could potentially work with one of the several CEDs already operating in Florida²⁸. This could save time by leveraging existing CED experience with the application process and lining up investors. Note that a CED need not have a physical presence in the state where the project is planned to take place. GPG has attempted to survey those CEDs operating in Florida for those with expertise in financing grocery store projects in underserved areas, as discussed above.

²⁶ "Community Programs". Ocala/Marion County Community Council Against Substance Abuse. <http://www.occasa.org/GrantsPrograms/AboutGrantsPrograms/tabid/441/Default.aspx>

²⁷ "New Markets Tax Credit: CDE Certification Question & Answer". United States Department of the Treasury, Community Development Financial Institutions Fund.

http://www.novoco.com/new_markets/resource_files/cde/CDE_Q_A_0705.pdf

²⁸ "5485 Certified Community Development Entities (with Subsidiaries) as of 1/31/2012". United States Department of the Treasury, Community Development Financial Institutions Fund.

http://www.novoco.com/new_markets/resource_files/cde/cde_bystate_021712.pdf

DEFINITION of TERMS

Leakage: The difference between the total expenditure potential and the actual identified sales from the sector or trade area. This unidentified sales potential is due to the presence of convenience stores, warehouse club stores, discount department stores perishable (meat and/or produce) stores, or stores too small to be included in the gravity model. Additional “leakage” may also be attributable to expenditure potential spent outside of the defined trade area.

Market Share: The percentage of the store’s sales that comes from the identified sector or trade area.

PCE (Per-capita expenditure potential): The average amount spent for the purchase of supermarket-compatible items. Included in the PCE is the amount spent for meat, produce, dairy, frozen food and grocery (food and non-food) items in a typical supermarket. While a percentage of general merchandise and health and beauty aid items are included in the PCE, items such as pharmaceuticals and gasoline are not included in the PCE. The potential also reflects beer, wine and liquor sales that are permitted at supermarkets in the area.

Power: Power is the relative acceptance of the store’s concept in the marketplace. Generally, the power is related to the store’s performance (sales per square foot) and the ability of the store to capture sales over distance. The higher the power the better the acceptance of the store’s operation in the marketplace, or the store’s ability to capture stronger market shares in the marketplace. The lower the power, the less apt the store is to capture strong market shares in the market. The average of all the stores’ power in any given marketplace is 100.

PWTA (Percent of sales within the trade area): PWTA refers to the percentage of the sales that are captured from the population base within the defined trade area. Stores in the center of the trade area will typically have a higher PWTA than those on the periphery of the trade area, unless there are unusually higher sales to a daytime population base, or to a tourist base that is not included in the model’s population base.

Limits of Study

The findings of this study represent GPG’s best estimates for the types of supermarkets that should be supportable in the west Ocala study area. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG’s independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives, or in any other data source used in preparing or presenting this study. This report is based on information that was current as of April 2, 2012, and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG’s view of reasonable expectations at a particular time, but such information, estimates, or

opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted.

Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for programming, planning, designing, financing, or development of any supermarket. This study is for the use of VHB MillerSellen for general planning purposes only, and is void for other site locations, retailers or real estate developers.

The conclusions expressed in this report are based upon analysis of the present facts and circumstances. To the extent that the data or circumstances change or new assumptions are warranted, then a reevaluation should be undertaken. The likelihood of change occurring increases with time.

- END of STUDY -

APPENDIX 1

Population, Demographic and Lifestyle Tables

POPULATION, HOUSEHOLDS AND INCOME TABLE - Ocala, FL

Sector	Est 2012 Population	Proj 2017 Population	% Annual Growth	Est 2012 Hholds	% Owner Occupied	Persons Per Hhold	Avg Hhold Income	Med Hhold Income	Per-Capita Income	% Hholds < \$25,000	% Hholds \$75,000+
13.012	3,860	4,186	1.7%	1,544	78%	2.73	\$53,804	\$45,446	\$19,682	25%	18%
13.022	2,470	2,481	0.1%	992	81%	2.62	\$57,312	\$47,354	\$21,904	16%	20%
14.011	1,899	1,863	-0.4%	836	62%	2.55	\$54,605	\$51,312	\$21,451	18%	16%
14.012	1,424	1,505	1.1%	616	63%	2.52	\$47,602	\$42,807	\$18,920	15%	12%
14.013	1,762	1,744	-0.2%	841	38%	2.56	\$32,027	\$27,421	\$12,504	44%	4%
14.021	5,897	6,324	1.4%	3,524	55%	2.03	\$40,592	\$29,780	\$19,987	43%	12%
15.001	2,237	2,362	1.1%	1,109	42%	2.43	\$38,625	\$30,961	\$15,920	40%	10%
15.002	431	410	-1.0%	264	58%	2.16	\$36,438	\$36,651	\$16,908	35%	2%
15.003	1,206	1,161	-0.7%	504	55%	2.84	\$42,107	\$24,685	\$14,839	50%	16%
15.004	457	444	-0.6%	197	54%	2.79	\$26,784	\$18,982	\$9,612	55%	3%
16.001	2,356	2,333	-0.2%	1,200	34%	2.26	\$49,667	\$43,314	\$19,334	23%	16%
17.001	1,555	1,730	2.3%	737	44%	2.60	\$28,378	\$18,942	\$11,297	56%	5%
17.002	3,750	4,184	2.3%	1,367	21%	3.16	\$34,863	\$27,208	\$11,026	46%	7%
17.003	753	783	0.8%	328	57%	2.61	\$30,631	\$24,641	\$11,756	51%	3%
18.001	641	641	0.0%	300	38%	2.47	\$22,770	\$15,766	\$9,200	66%	3%
18.002	675	665	-0.3%	328	19%	2.57	\$23,451	\$18,383	\$9,331	67%	2%
18.003	832	855	0.6%	389	46%	2.77	\$30,475	\$24,132	\$11,094	51%	6%
19.001	481	469	-0.5%	376	34%	1.89	\$26,693	\$17,761	\$14,698	59%	3%
19.002	679	655	-0.7%	441	29%	1.87	\$53,236	\$33,919	\$27,758	33%	15%
19.003	693	689	-0.1%	383	50%	2.09	\$63,671	\$45,101	\$30,411	21%	20%
19.004	357	348	-0.5%	176	43%	2.53	\$25,514	\$20,687	\$11,381	70%	3%
20.011	1,256	1,379	2.0%	806	23%	1.76	\$37,654	\$33,013	\$21,269	39%	8%
20.012	1,673	1,736	0.8%	792	64%	2.38	\$54,609	\$48,218	\$22,911	16%	19%
20.021	2,181	2,409	2.1%	1,149	30%	2.07	\$37,626	\$31,141	\$18,149	38%	9%
20.022	1,662	1,610	-0.6%	828	54%	2.34	\$43,709	\$35,680	\$18,646	35%	13%
21.001	1,036	1,062	0.5%	522	71%	2.15	\$55,000	\$53,336	\$25,589	11%	15%
21.002	1,357	1,354	0.0%	552	76%	2.55	\$58,224	\$51,975	\$22,683	15%	25%
21.003	1,744	1,720	-0.3%	684	82%	2.75	\$101,743	\$89,207	\$37,045	11%	56%
21.004	837	821	-0.4%	370	72%	2.45	\$80,315	\$64,696	\$32,817	16%	42%
23.011	6,097	6,810	2.3%	3,198	49%	2.12	\$64,606	\$46,054	\$28,661	21%	26%
23.012	680	744	1.9%	243	85%	3.02	\$118,392	\$104,406	\$39,174	0%	68%
24.011	4,955	5,610	2.6%	2,399	39%	2.28	\$99,300	\$65,253	\$41,302	20%	43%
24.021	2,861	3,087	1.6%	1,296	68%	2.61	\$66,201	\$47,453	\$25,032	32%	27%
25.011	1,063	1,167	2.0%	433	75%	2.72	\$42,705	\$38,376	\$15,708	22%	7%
25.012	1,614	1,684	0.9%	621	74%	2.86	\$49,712	\$40,861	\$17,402	12%	19%
25.013	2,117	2,330	2.0%	981	77%	2.39	\$45,921	\$43,468	\$19,197	21%	6%
25.015	4,917	5,398	2.0%	3,464	40%	1.97	\$38,698	\$31,043	\$19,636	41%	10%

POPULATION, HOUSEHOLDS AND INCOME TABLE - Ocala, FL

<i>Sector</i>	<i>Est 2012 Population</i>	<i>Proj 2017 Population</i>	<i>% Annual Growth</i>	<i>Est 2012 Hholds</i>	<i>% Owner Occupied</i>	<i>Persons Per Hhold</i>	<i>Avg Hhold Income</i>	<i>Med Hhold Income</i>	<i>Per-Capita Income</i>	<i>% Hholds < \$25,000</i>	<i>% Hholds \$75,000+</i>
25.017	664	659	-0.2%	234	46%	3.13	\$32,983	\$29,354	\$10,531	38%	4%
25.018	748	826	2.1%	256	57%	3.27	\$48,504	\$39,862	\$14,850	31%	26%
25.021	5,362	6,506	4.3%	3,046	73%	2.05	\$51,759	\$40,440	\$25,266	26%	18%
25.022	4,325	4,868	2.5%	2,102	76%	2.33	\$45,362	\$36,515	\$19,423	29%	10%
Trade Area	81,564	87,612	1.5%	40,428	56%	2.35	\$51,612	\$40,625	\$21,618	30%	17%
Ocala	49,840	52,093	0.9%	24,395	50%	2.33	\$53,379	\$39,806	\$22,215	31%	19%
Marion County	335,236	366,448	1.9%	169,110	66%	2.37	\$50,350	\$39,724	\$21,158	28%	16%

SELECT DEMOGRAPHIC TABLE - Ocala, FL

Sector	Median	% African			% Hispanic		% College	% White	Employment By Occupation			
	Age	% White	American	% Asian	Ethnicity	Educated	Collar	% Mgt & Bus	% Edu.	% Hthcare	% Sales	% Adm Support
13.012	39.7	81%	13%	1%	7%	11%	49%	11%	5%	3%	11%	14%
13.022	42.1	86%	7%	2%	11%	20%	59%	10%	6%	8%	13%	14%
14.011	36.0	85%	10%	0%	7%	10%	53%	6%	6%	6%	15%	16%
14.012	36.7	80%	14%	2%	12%	8%	39%	5%	3%	3%	6%	13%
14.013	30.1	42%	52%	1%	5%	9%	43%	2%	2%	0%	18%	16%
14.021	47.8	78%	14%	2%	11%	19%	55%	9%	5%	3%	17%	15%
15.001	34.0	54%	43%	0%	6%	11%	35%	5%	3%	4%	11%	7%
15.002	50.3	66%	26%	0%	10%	6%	40%	2%	0%	0%	28%	9%
15.003	36.1	9%	90%	1%	2%	17%	48%	7%	13%	4%	5%	14%
15.004	34.4	3%	94%	0%	0%	13%	30%	0%	13%	0%	17%	0%
16.001	31.4	58%	26%	3%	18%	20%	47%	7%	7%	10%	7%	8%
17.001	41.6	6%	91%	0%	3%	5%	34%	0%	10%	1%	7%	11%
17.002	22.9	26%	50%	3%	29%	9%	42%	5%	6%	4%	16%	9%
17.003	38.2	1%	98%	0%	1%	18%	36%	7%	11%	0%	9%	3%
18.001	39.4	3%	91%	0%	7%	10%	32%	9%	4%	0%	9%	7%
18.002	24.7	15%	65%	0%	30%	4%	34%	3%	0%	6%	6%	12%
18.003	35.5	1%	96%	1%	2%	15%	34%	3%	4%	0%	14%	10%
19.001	47.8	76%	18%	2%	11%	8%	48%	3%	3%	0%	16%	13%
19.002	37.2	90%	6%	0%	9%	47%	65%	9%	15%	4%	9%	17%
19.003	40.6	93%	2%	4%	9%	37%	72%	19%	8%	13%	14%	3%
19.004	39.3	74%	12%	10%	18%	20%	38%	0%	0%	0%	8%	11%
20.011	41.0	78%	6%	4%	19%	13%	52%	8%	6%	2%	19%	14%
20.012	39.0	89%	5%	1%	12%	22%	50%	9%	4%	6%	8%	13%
20.021	36.6	74%	17%	2%	17%	18%	54%	8%	7%	9%	10%	11%
20.022	40.8	76%	18%	1%	13%	19%	74%	14%	12%	6%	25%	13%
21.001	45.9	93%	1%	5%	9%	23%	75%	13%	13%	8%	8%	18%
21.002	43.3	93%	3%	1%	7%	15%	67%	11%	3%	13%	11%	20%
21.003	46.4	95%	1%	2%	4%	51%	86%	20%	17%	12%	13%	11%
21.004	47.6	96%	2%	0%	7%	57%	86%	22%	9%	10%	18%	10%
23.011	46.6	88%	4%	4%	9%	30%	67%	13%	8%	7%	13%	14%
23.012	43.7	92%	1%	0%	13%	57%	78%	39%	7%	16%	10%	4%
24.011	44.0	80%	6%	11%	10%	41%	84%	21%	6%	22%	19%	9%
24.021	45.9	88%	7%	2%	7%	31%	69%	16%	4%	12%	18%	11%
25.011	37.2	71%	23%	1%	11%	16%	43%	4%	9%	2%	16%	9%
25.012	35.8	69%	23%	1%	16%	9%	49%	10%	5%	11%	14%	9%
25.013	52.0	79%	16%	0%	10%	10%	52%	6%	9%	0%	18%	16%
25.015	52.7	81%	10%	3%	13%	22%	51%	16%	3%	2%	18%	9%

SELECT DEMOGRAPHIC TABLE - Ocala, FL

<i>Sector</i>	<i>Median</i>	<i>% African</i>			<i>% Hispanic</i>		<i>% College</i>	<i>% White</i>	<i>Employment By Occupation</i>				
	<i>Age</i>	<i>% White</i>	<i>American</i>	<i>% Asian</i>	<i>Ethnicity</i>		<i>Educated</i>	<i>Collar</i>	<i>% Mgt & Bus</i>	<i>% Edu.</i>	<i>% Hthcare</i>	<i>% Sales</i>	<i>% Adm Support</i>
25.017	25.8	36%	54%	0%	16%		18%	46%	7%	7%	11%	6%	12%
25.018	24.3	23%	69%	2%	8%		0%	29%	0%	3%	3%	14%	8%
25.021	56.9	89%	5%	2%	12%		16%	54%	13%	5%	5%	11%	11%
25.022	53.8	88%	5%	1%	12%		10%	53%	11%	2%	9%	15%	13%
Trade Area	41.7	73%	19%	3%	11%		20%	56%	11%	6%	7%	14%	12%
Ocala	39.6	68%	23%	3%	12%		23%	60%	12%	7%	7%	14%	12%
Marion County	48.0	81%	12%	1%	12%		17%	56%	11%	6%	7%	14%	13%

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
Population								
2017 Projection	5,373		16,991		34,199		3,845	
2012 Estimate	5,404		16,889		33,774		3,817	
2000 Census	5,675		16,733		32,178		3,859	
1990 Census	6,949		16,341		30,201		4,840	
Growth 2012-2017	-0.57%		0.60%		1.26%		0.73%	
Growth 2000-2012	-4.78%		0.93%		4.96%		-1.09%	
Growth 1990-2000	-18.33%		2.40%		6.55%		-20.27%	
2012 Est. Pop by Single Race Class								
White Alone	798	14.77	7,544	44.67	20,787	61.55	560	14.67
Black or African American Alone	4,269	79.00	7,818	46.29	10,301	30.50	3,006	78.75
Amer. Indian and Alaska Native Alone	15	0.28	71	0.42	123	0.36	11	0.29
Asian Alone	27	0.50	241	1.43	571	1.69	16	0.42
Native Hawaiian and Other Pac. Isl. Alone	0	0.00	6	0.04	14	0.04	0	0.00
Some Other Race Alone	181	3.35	746	4.42	1,121	3.32	140	3.67
Two or More Races	114	2.11	463	2.74	858	2.54	84	2.20
2012 Est. Pop Hisp or Latino by Origin								
Not Hispanic or Latino	4,733	87.58	14,325	84.82	29,514	87.39	3,282	85.98
Hispanic or Latino:	671	12.42	2,564	15.18	4,260	12.61	535	14.02
Mexican	134	19.97	625	24.38	980	23.00	104	19.44
Puerto Rican	383	57.08	1,101	42.94	1,712	40.19	316	59.07
Cuban	21	3.13	245	9.56	505	11.85	15	2.80
All Other Hispanic or Latino	133	19.82	593	23.13	1,063	24.95	100	18.69
2012 Est. Hisp or Latino by Single Race Class								
White Alone	373	55.59	1,459	56.90	2,623	61.57	299	55.89
Black or African American Alone	83	12.37	174	6.79	232	5.45	70	13.08
American Indian and Alaska Native Alone	5	0.75	36	1.40	50	1.17	3	0.56
Asian Alone	0	0.00	3	0.12	5	0.12	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00	4	0.16	8	0.19	0	0.00
Some Other Race Alone	167	24.89	703	27.42	1,050	24.65	132	24.67
Two or More Races	42	6.26	185	7.22	292	6.85	31	5.79

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Est. Pop. Asian Alone Race by Cat	27		241		571		16	
Chinese, except Taiwanese	0	0.00	2	0.83	17	2.98	0	0.00
Filipino	0	0.00	43	17.84	86	15.06	0	0.00
Japanese	0	0.00	64	26.56	88	15.41	0	0.00
Asian Indian	24	88.89	107	44.40	281	49.21	16	100.00
Korean	3	11.11	7	2.90	13	2.28	0	0.00
Vietnamese	0	0.00	0	0.00	7	1.23	0	0.00
Cambodian	0	0.00	0	0.00	1	0.18	0	0.00
Hmong	0	0.00	0	0.00	0	0.00	0	0.00
Laotian	0	0.00	0	0.00	0	0.00	0	0.00
Thai	0	0.00	1	0.41	11	1.93	0	0.00
All Other Asian Races Including 2+ Category	0	0.00	18	7.47	67	11.73	0	0.00
2012 Est. Population by Ancestry	5,404		16,889		33,774		3,817	
Pop, Arab	0	0.00	12	0.07	61	0.18	0	0.00
Pop, Czech	1	0.02	13	0.08	43	0.13	1	0.03
Pop, Danish	0	0.00	12	0.07	46	0.14	0	0.00
Pop, Dutch	11	0.20	73	0.43	198	0.59	9	0.24
Pop, English	41	0.76	732	4.33	2,063	6.11	15	0.39
Pop, French (except Basque)	9	0.17	140	0.83	452	1.34	5	0.13
Pop, French Canadian	5	0.09	25	0.15	103	0.30	2	0.05
Pop, German	118	2.18	1,065	6.31	2,933	8.68	60	1.57
Pop, Greek	0	0.00	1	0.01	12	0.04	0	0.00
Pop, Hungarian	0	0.00	6	0.04	39	0.12	0	0.00
Pop, Irish	89	1.65	814	4.82	2,127	6.30	49	1.28
Pop, Italian	53	0.98	491	2.91	1,267	3.75	32	0.84
Pop, Lithuanian	1	0.02	14	0.08	24	0.07	1	0.03
Pop, United States or American	147	2.72	674	3.99	1,538	4.55	110	2.88
Pop, Norwegian	1	0.02	12	0.07	56	0.17	1	0.03
Pop, Polish	7	0.13	109	0.65	372	1.10	2	0.05
Pop, Portuguese	0	0.00	21	0.12	72	0.21	0	0.00
Pop, Russian	11	0.20	25	0.15	63	0.19	9	0.24
Pop, Scottish	15	0.28	91	0.54	344	1.02	9	0.24
Pop, Scotch-Irish	17	0.31	101	0.60	342	1.01	11	0.29
Pop, Slovak	1	0.02	1	0.01	3	0.01	1	0.03
Pop, Sub-Saharan African	746	13.80	1,293	7.66	1,805	5.34	561	14.70
Pop, Swedish	0	0.00	6	0.04	52	0.15	0	0.00
Pop, Swiss	3	0.06	21	0.12	65	0.19	2	0.05
Pop, Ukrainian	1	0.02	16	0.09	64	0.19	1	0.03
Pop, Welsh	2	0.04	31	0.18	98	0.29	1	0.03
Pop, West Indian (exc Hisp groups)	50	0.93	149	0.88	208	0.62	38	1.00
Pop, Other ancestries	3,497	64.71	8,342	49.39	13,507	39.99	2,519	65.99

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Est. Population by Ancestry								
Pop, Ancestry Unclassified	575	10.64	2,599	15.39	5,818	17.23	376	9.85
2012 Est. Pop Age 5+ by Language Spoken At Home	4,888		15,548		31,366		3,454	
Speak Only English at Home	4,347	88.93	13,571	87.28	27,681	88.25	3,042	88.07
Speak Asian/Pac. Isl. Lang. at Home	1	0.02	103	0.66	239	0.76	1	0.03
Speak IndoEuropean Language at Home	44	0.90	147	0.95	464	1.48	32	0.93
Speak Spanish at Home	495	10.13	1,688	10.86	2,796	8.91	379	10.97
Speak Other Language at Home	0	0.00	39	0.25	187	0.60	0	0.00
2012 Est. Population by Sex	5,404		16,889		33,774		3,817	
Male	2,522	46.67	8,269	48.96	16,385	48.51	1,797	47.08
Female	2,881	53.31	8,620	51.04	17,389	51.49	2,020	52.92
2012 Est. Population by Age	5,404		16,889		33,774		3,817	
Age 5 - 9	469	8.68	1,210	7.16	2,211	6.55	363	9.51
Age 10 - 14	468	8.66	1,265	7.49	2,296	6.80	333	8.72
Age 15 - 17	291	5.38	754	4.46	1,387	4.11	205	5.37
Age 18 - 20	261	4.83	885	5.24	1,525	4.52	188	4.93
Age 21 - 24	268	4.96	876	5.19	1,596	4.73	190	4.98
Age 25 - 34	710	13.14	2,193	12.98	4,170	12.35	495	12.97
Age 35 - 44	647	11.97	2,452	14.52	4,822	14.28	439	11.50
Age 45 - 54	646	11.95	2,144	12.69	4,518	13.38	461	12.08
Age 55 - 64	475	8.79	1,529	9.05	3,586	10.62	333	8.72
Age 65 - 74	337	6.24	963	5.70	2,246	6.65	240	6.29
Age 75 - 84	204	3.77	808	4.78	1,863	5.52	148	3.88
Age 85 and over	113	2.09	468	2.77	1,146	3.39	89	2.33
Age 16 and over	3,858	71.39	12,841	76.03	26,424	78.24	2,722	71.31
Age 18 and over	3,660	67.73	12,319	72.94	25,472	75.42	2,584	67.70
Age 21 and over	3,399	62.90	11,434	67.70	23,947	70.90	2,396	62.77
Age 65 and over	654	12.10	2,239	13.26	5,255	15.56	477	12.50
2012 Est. Median Age	31.05		34.63		37.68		31.01	
2012 Est. Average Age	34.10		36.30		38.70		34.30	

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Est. Male Population by Age	2,522		8,269		16,385		1,797	
Age 5 - 9	252	9.99	642	7.76	1,149	7.01	198	11.02
Age 10 - 14	245	9.71	657	7.95	1,180	7.20	178	9.91
Age 15 - 17	146	5.79	396	4.79	730	4.46	174	9.68
Age 18 - 20	123	4.88	470	5.68	803	4.90	106	5.90
Age 21 - 24	129	5.11	505	6.11	889	5.43	90	5.01
Age 25 - 34	316	12.53	1,116	13.50	2,103	12.83	92	5.12
Age 35 - 44	269	10.67	1,196	14.46	2,393	14.60	222	12.35
Age 45 - 54	280	11.10	1,038	12.55	2,196	13.40	180	10.02
Age 55 - 64	227	9.00	731	8.84	1,730	10.56	203	11.30
Age 65 - 74	133	5.27	394	4.76	955	5.83	164	9.13
Age 75 - 84	74	2.93	240	2.90	617	3.77	97	5.40
Age 85 and over	47	1.86	151	1.83	358	2.18	54	3.01
							37	2.06
2012 Est. Median Age, Male	27.70		31.55		35.24		27.69	
2012 Est. Average Age, Male	31.90		33.70		36.20		32.20	
2012 Est. Female Population by Age	2,881		8,620		17,389		2,020	
Age 0 - 4	235	8.16	608	7.05	1,126	6.48	166	8.22
Age 5 - 9	217	7.53	567	6.58	1,061	6.10	153	7.57
Age 10 - 14	223	7.74	608	7.05	1,117	6.42	159	7.87
Age 15 - 17	144	5.00	359	4.16	657	3.78	99	4.90
Age 18 - 20	138	4.79	415	4.81	722	4.15	98	4.85
Age 21 - 24	139	4.82	371	4.30	707	4.07	98	4.85
Age 25 - 34	393	13.64	1,078	12.51	2,067	11.89	273	13.51
Age 35 - 44	378	13.12	1,256	14.57	2,429	13.97	259	12.82
Age 45 - 54	365	12.67	1,106	12.83	2,322	13.35	258	12.77
Age 55 - 64	248	8.61	797	9.25	1,856	10.67	169	8.37
Age 65 - 74	204	7.08	569	6.60	1,291	7.42	143	7.08
Age 75 - 84	130	4.51	567	6.58	1,246	7.17	94	4.65
Age 85 and over	66	2.29	317	3.68	788	4.53	51	2.52
2012 Est. Median Age, Female	33.74		37.41		40.09		33.67	
2012 Est. Average Age, Female	36.00		38.80		41.00		36.10	

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Est. Pop Age 15+ by Marital Status	3,951		13,073		26,859		2,790	
Total, Never Married	1,768	44.75	5,590	42.76	9,826	36.58	1,288	46.16
Males, Never Married	741	18.75	2,715	20.77	4,943	18.40	543	19.46
Females, Never Married	1,027	25.99	2,875	21.99	4,883	18.18	745	26.70
Married, Spouse present	1,058	26.78	3,920	29.99	9,601	35.75	684	24.52
Married, Spouse absent	319	8.07	1,132	8.66	1,827	6.80	225	8.06
Widowed	345	8.73	935	7.15	2,411	8.98	241	8.64
Males Widowed	75	1.90	229	1.75	616	2.29	50	1.79
Females Widowed	270	6.83	706	5.40	1,794	6.68	191	6.85
Divorced	461	11.67	1,496	11.44	3,195	11.90	352	12.62
Males Divorced	231	5.85	707	5.41	1,433	5.34	185	6.63
Females Divorced	230	5.82	789	6.04	1,762	6.56	166	5.95
2012 Est. Pop. Age 25+ by Edu. Attainment	3,131		10,557		22,352		2,206	
Some High School, no diploma	564	18.01	1,533	14.52	2,656	11.88	142	6.44
High School Graduate (or GED)	1,140	36.41	3,703	35.08	7,638	34.17	408	18.50
Some College, no degree	653	20.86	2,129	20.17	4,532	20.28	812	36.81
Associate Degree	221	7.06	832	7.88	1,883	8.42	450	20.40
Bachelor's Degree	233	7.44	1,068	10.12	2,740	12.26	148	6.71
Master's Degree	77	2.46	366	3.47	784	3.51	165	7.48
Professional School Degree	34	1.09	131	1.24	506	2.26	48	2.18
Doctorate Degree	18	0.57	77	0.73	212	0.95	22	1.00
							10	0.45
								v
2012 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	325		1,365		2,418		259	
Less than 9th grade	27	8.31	138	10.11	231	9.55	22	8.49
Some High School, no diploma	78	24.00	397	29.08	522	21.59	55	21.24
High School Graduate (or GED)	50	15.38	238	17.44	465	19.23	35	13.51
Some College, no degree	61	18.77	284	20.81	518	21.42	48	18.53
Associate Degree	33	10.15	110	8.06	223	9.22	29	11.20
Bachelor's Degree	38	11.69	117	8.57	289	11.95	37	14.29
Graduate or Professional Degree	38	11.69	81	5.93	170	7.03	34	13.13

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
Households								
2017 Projection	2,107		6,327		13,513		1,510	
2012 Estimate	2,108		6,279		13,393		1,497	
2000 Census	2,089		6,194		12,579		1,431	
1990 Census	2,429		6,407		12,091		1,703	
Growth 2012-2017	-0.05%		0.76%		0.90%		0.87%	
Growth 2000-2012	0.91%		1.37%		6.47%		4.61%	
Growth 1990-2000	-14.00%		-3.32%		4.04%		-15.97%	
2012 Est. Households by Household Type								
Family Households	1,378	65.37	3,820	60.84	8,181	61.08	952	63.59
Nonfamily Households	730	34.63	2,459	39.16	5,212	38.92	545	36.41
2012 Est. Group Quarters Population								
	28		1,740		2,625		20	
2012 HHs by Ethnicity, Hispanic/Latino								
	290	13.76	869	13.84	1,439	10.74	234	15.63
2012 Est. HHs by HH Income								
Income Less than \$15,000	821	38.95	1,801	28.68	3,010	22.47	605	40.41
Income \$15,000 - \$24,999	376	17.84	1,100	17.52	2,183	16.30	274	18.30
Income \$25,000 - \$34,999	293	13.90	953	15.18	1,916	14.31	219	14.63
Income \$35,000 - \$49,999	275	13.05	1,037	16.52	2,279	17.02	191	12.76
Income \$50,000 - \$74,999	218	10.34	809	12.88	2,022	15.10	144	9.62
Income \$75,000 - \$99,999	79	3.75	311	4.95	875	6.53	49	3.27
Income \$100,000 - \$124,999	22	1.04	103	1.64	422	3.15	11	0.73
Income \$125,000 - \$149,999	16	0.76	53	0.84	216	1.61	2	0.13
Income \$150,000 - \$199,999	3	0.14	41	0.65	177	1.32	2	0.13
Income \$200,000 - \$499,999	4	0.19	57	0.91	233	1.74	1	0.07
Income \$500,000 and more	1	0.05	14	0.22	60	0.45	0	0.00
2012 Est. Average Household Income								
	\$28,651		\$37,263		\$46,985		\$26,274	
2012 Est. Median Household Income								
	\$21,182		\$27,505		\$32,849		\$20,229	
2012 Est. Per Capita Income								
	\$11,247		\$14,771		\$19,332		\$10,386	

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Median HH Inc by Single Race Class. or Ethn								
White Alone	23,137		34,150		38,035		16,434	
Black or African American Alone	20,336		20,795		22,429		19,880	
American Indian and Alaska Native Alone	17,185		19,077		24,471		18,860	
Asian Alone	19,567		24,644		33,035		24,957	
Native Hawaiian and Other Pacific Islander Alone	0		87,500		87,249		0	
Some Other Race Alone	23,459		22,057		23,467		23,364	
Two or More Races	35,609		26,690		29,246		33,493	
Hispanic or Latino	28,058		27,219		30,595		29,714	
Not Hispanic or Latino	19,849		27,580		33,234		18,434	
2012 Est. Family HH Type, Presence Own Children	1,378		3,820		8,181		952	
Married-Couple Family, own children	240	17.42	746	19.53	1,746	21.34	157	16.49
Married-Couple Family, no own children	338	24.53	1,154	30.21	3,161	38.64	218	22.90
Male Householder, own children	63	4.57	187	4.90	324	3.96	46	4.83
Male Householder, no own children	48	3.48	116	3.04	221	2.70	36	3.78
Female Householder, own children	446	32.37	1,051	27.51	1,746	21.34	324	34.03
Female Householder, no own children	243	17.63	567	14.84	983	12.02	170	17.86
2012 Est. Households by Household Size	2,108		6,279		13,393		1,497	
1-person household	648	30.74	2,058	32.78	4,400	32.85	478	31.93
2-person household	578	27.42	1,856	29.56	4,430	33.08	408	27.25
3-person household	384	18.22	1,065	16.96	2,067	15.43	263	17.57
4-person household	246	11.67	703	11.20	1,424	10.63	163	10.89
5-person household	151	7.16	370	5.89	683	5.10	111	7.41
6-person household	66	3.13	157	2.50	276	2.06	47	3.14
7 or more person household	35	1.66	69	1.10	113	0.84	27	1.80
2012 Est. Average Household Size	2.55		2.41		2.33		2.54	

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Est. Households by Presence of People	2,108		6,279		13,393		1,497	
Married-Couple Family	293	33.33	890	37.51	1,957	44.83	622	41.55
Other Family, Male Householder	71	8.08	218	9.19	366	8.38	196	31.51
Other Family, Female Householder	513	58.36	1,256	52.93	2,015	46.16	54	8.68
Nonfamily, Male Householder	1	0.11	7	0.29	25	0.57	372	59.81
Nonfamily, Female Householder	1	0.11	2	0.08	2	0.05	0	0.00
Households no People under Age 18:	1,229	58.30	3,906	62.21	9,028	67.41	1	0.16
Married-Couple Family	271	22.05	1,079	27.62	2,978	32.99	875	58.45
Other Family, Male Householder	38	3.09	99	2.53	192	2.13	169	19.31
Other Family, Female Householder	148	12.04	382	9.78	713	7.90	27	3.09
Nonfamily, Male Householder	364	29.62	1,155	29.57	2,502	27.71	99	11.31
Nonfamily, Female Householder	409	33.28	1,191	30.49	2,643	29.28	279	31.89
2012 Est. Households by Number of Vehicles	2,108		6,279		13,393		1,497	
No Vehicles	452	21.44	933	14.86	1,502	11.21	356	23.78
1 Vehicle	909	43.12	2,882	45.90	6,037	45.08	647	43.22
2 Vehicles	483	22.91	1,783	28.40	4,330	32.33	309	20.64
3 Vehicles	247	11.72	600	9.56	1,249	9.33	177	11.82
4 Vehicles	13	0.62	67	1.07	221	1.65	6	0.40
5 or more Vehicles	4	0.19	14	0.22	55	0.41	2	0.13
2012 Est. Average Number of Vehicles	1.28		1.37		1.47		1.22	
Family Households								
2017 Projection	1,376		3,863		8,267		959	
2012 Estimate	1,378		3,820		8,181		952	
2000 Census	1,371		3,724		7,661		912	
1990 Census	1,631		3,996		7,682		1,118	
Growth 2012-2017	-0.15%		1.13%		1.05%		0.74%	
Growth 2000-2012	0.51%		2.58%		6.79%		4.39%	
Growth 1990-2000	-15.94%		-6.81%		-0.27%		-18.43%	
2012 Est. Families by Poverty Status	1,378		3,820		8,181		952	
2012 Families at or Above Poverty	904	65.60	2,743	71.81	6,477	79.17	603	63.34
2012 Families at or Above Poverty with Children	481	34.91	1,357	35.52	2,802	34.25	328	34.45
2012 Families Below Poverty	474	34.40	1,077	28.19	1,704	20.83	349	36.66
2012 Families Below Poverty with Children	435	31.57	960	25.13	1,476	18.04	325	34.14

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Est. Pop Age 16+ by Employment Status	3,858		12,841		26,424		2,722	
In Armed Forces	0	0.00	0	0.00	4	0.02	0	0.00
Civilian - Employed	1,911	49.53	6,095	47.47	13,179	49.88	1,325	48.68
Civilian - Unemployed	293	7.59	1,062	8.27	2,044	7.74	220	8.08
Not in Labor Force	1,655	42.90	5,683	44.26	11,197	42.37	1,178	43.28
2012 Est. Civ Employed Pop 16+ Class of Worker	1,672		6,159		13,429		1,101	
For-Profit Private Workers	1,167	69.80	4,264	69.23	9,243	68.83	770	69.94
Non-Profit Private Workers	111	6.64	387	6.28	687	5.12	74	6.72
Local Government Workers	142	8.49	571	9.27	1,273	9.48	87	7.90
State Government Workers	97	5.80	269	4.37	534	3.98	73	6.63
Federal Government Workers	22	1.32	69	1.12	170	1.27	10	0.91
Self-Emp Workers	133	7.95	589	9.56	1,489	11.09	86	7.81
Unpaid Family Workers	1	0.06	11	0.18	33	0.25	0	0.00
2012 Est. Civ Employed Pop 16+ by Occupation	1,672		6,159		13,429		1,101	
Arts/Entertain/Sports	4	0.24	48	0.78	159	1.18	7	0.64
Building Grounds Maint	145	8.67	453	7.36	763	5.68	100	9.08
Business/Financial Ops	55	3.29	212	3.44	498	3.71	38	3.45
Community/Soc Svcs	33	1.97	109	1.77	184	1.37	23	2.09
Computer/Mathematical	14	0.84	37	0.60	84	0.63	12	1.09
Construction/Extraction	89	5.32	321	5.21	624	4.65	50	4.54
Edu/Training/Library	66	3.95	276	4.48	795	5.92	37	3.36
Farm/Fish/Forestry	24	1.44	58	0.94	125	0.93	10	0.91
Food Prep/Serving	137	8.19	404	6.56	896	6.67	103	9.36
Health Practitioner/Tec	75	4.49	446	7.24	1,082	8.06	46	4.18
Healthcare Support	79	4.72	286	4.64	459	3.42	48	4.36
Maintenance Repair	40	2.39	111	1.80	276	2.06	28	2.54
Legal	5	0.30	21	0.34	96	0.71	4	0.36
Life/Phys/Soc Science	0	0.00	17	0.28	47	0.35	0	0.00
Management	60	3.59	421	6.84	1,112	8.28	31	2.82
Office/Admin Support	248	14.83	836	13.57	1,847	13.75	179	16.26
Production	130	7.78	480	7.79	817	6.08	81	7.36
Protective Svcs	97	5.80	246	3.99	450	3.35	76	6.90
Sales/Related	134	8.01	624	10.13	1,684	12.54	84	7.63
Personal Care/Svc	81	4.84	258	4.19	488	3.63	55	5.00
Transportation/Moving	144	8.61	383	6.22	666	4.96	86	7.81

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Est. Pop 16+ by Occupation Classification	1,672		6,159		13,429		1,101	
Blue Collar	403	24.10	1,295	21.03	2,383	17.75	245	22.25
White Collar	707	42.28	3,159	51.29	7,863	58.55	464	42.14
Service and Farm	562	33.61	1,706	27.70	3,182	23.69	392	35.60
2012 Est. Workers Age 16+, Transp. To Work	1,625		5,979		13,132		1,073	
Drove Alone	1,353	83.26	4,911	82.14	10,849	82.61	887	82.67
Car Pooled	194	11.94	756	12.64	1,497	11.40	138	12.86
Public Transportation	5	0.31	19	0.32	32	0.24	3	0.28
Walked	18	1.11	50	0.84	144	1.10	12	1.12
Bicycle	13	0.80	61	1.02	114	0.87	9	0.84
Other Means	10	0.62	51	0.85	163	1.24	6	0.56
Worked at Home	31	1.91	130	2.17	333	2.54	18	1.68
2012 Est. Workers Age 16+ by Travel Time to Work *								
Less than 15 Minutes	672		2,607		5,504		439	
15 - 29 Minutes	616		2,126		4,925		403	
30 - 44 Minutes	214		676		1,324		148	
45 - 59 Minutes	35		164		494		24	
60 or more Minutes	79		290		560		58	
2012 Est. Avg Travel Time to Work in Minutes	21.45		21.04		21.18		21.91	
2012 Est. Tenure of Occupied Housing Units	2,108		6,279		13,393		1,497	
Owner Occupied	1,004	47.63	2,939	46.81	7,050	52.64	692	46.23
Renter Occupied	1,104	52.37	3,340	53.19	6,343	47.36	805	53.77
2012 Owner Occ. HUs: Avg. Length of Residence	25		21		17		25	
2012 Renter Occ. HUs: Avg. Length of Residence	7		6		5		7	

Pop-Facts: Demographic Snapshot 2012 Report

Description	0.00 - 1.00 miles		0.00 - 2.00 miles		0.00 - 3.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Polygon 1	%
2012 Est. All Owner-Occupied Housing Values	1,004		2,939		7,050		692	
Value Less than \$20,000	102	10.16	243	8.27	491	6.96	83	11.99
Value \$20,000 - \$39,999	232	23.11	382	13.00	560	7.94	197	28.47
Value \$40,000 - \$59,999	196	19.52	410	13.95	713	10.11	127	18.35
Value \$60,000 - \$79,999	178	17.73	542	18.44	1,134	16.09	99	14.31
Value \$80,000 - \$99,999	148	14.74	553	18.82	1,221	17.32	80	11.56
Value \$100,000 - \$149,999	130	12.95	455	15.48	1,335	18.94	93	13.44
Value \$150,000 - \$199,999	18	1.79	175	5.95	528	7.49	12	1.73
Value \$200,000 - \$299,999	1	0.10	75	2.55	530	7.52	0	0.00
Value \$300,000 - \$399,999	1	0.10	27	0.92	236	3.35	0	0.00
Value \$400,000 - \$499,999	0	0.00	18	0.61	95	1.35	0	0.00
Value \$500,000 - \$749,999	0	0.00	38	1.29	137	1.94	0	0.00
Value \$750,000 - \$999,999	0	0.00	15	0.51	50	0.71	0	0.00
Value \$1,000,000 or more	0	0.00	5	0.17	19	0.27	0	0.00
2012 Est. Median All Owner-Occupied Housing Value	\$57,136		\$76,029		\$90,280		\$50,407	
2012 Est. Housing Units by Units in Structure	2,680		7,645		15,853		1,936	
1 Unit Attached	27	1.01	130	1.70	320	2.02	17	0.88
1 Unit Detached	1,581	58.99	4,020	52.58	8,238	51.96	1,135	58.63
2 Units	97	3.62	325	4.25	666	4.20	59	3.05
3 or 4 Units	129	4.81	537	7.02	1,107	6.98	85	4.39
5 to 19 Units	604	22.54	1,642	21.48	3,027	19.09	474	24.48
20 to 49 Units	30	1.12	170	2.22	402	2.54	20	1.03
50 or More Units	54	2.01	197	2.58	469	2.96	35	1.81
Mobile Home or Trailer	157	5.86	615	8.04	1,576	9.94	110	5.68
Boat, RV, Van, etc.	2	0.07	8	0.10	47	0.30	1	0.05
2012 Est. Housing Units by Year Structure Built	2,680		7,645		15,853		1,936	
Housing Unit Built 2005 or later	180	6.72	452	5.91	1,086	6.85	140	7.23
Housing Unit Built 2000 to 2004	366	13.66	831	10.87	1,747	11.02	283	14.62
Housing Unit Built 1990 to 1999	274	10.22	1,125	14.72	2,812	17.74	172	8.88
Housing Unit Built 1980 to 1989	366	13.66	1,413	18.48	3,345	21.10	252	13.02
Housing Unit Built 1970 to 1979	462	17.24	1,411	18.46	2,779	17.53	321	16.58
Housing Unit Built 1960 to 1969	427	15.93	831	10.87	1,597	10.07	318	16.43
Housing Unit Built 1950 to 1959	293	10.93	729	9.54	1,206	7.61	206	10.64
Housing Unit Built 1940 to 1949	116	4.33	296	3.87	493	3.11	85	4.39
Housing Unit Built 1939 or Earlier	195	7.28	558	7.30	788	4.97	160	8.26
2012 Est. Median Year Structure Built **	1977		1980		1983		1976	

Primary Tapestry Lifestyles

Ocala, FL

<i>Sector ID</i>	<i>Tap Base</i>	<i>In Style</i>	<i>Midland Crowd</i>	<i>Rustbelt Traditions</i>	<i>Midlife Junction</i>	<i>Old & Newcomers</i>	<i>Senior Sun Seekers</i>	<i>Simple Living</i>
13.011	933	0	0	0	0	0	0	0
13.012	1,519	0	1,519	0	0	0	0	0
13.021	1,439	0	1,439	0	0	0	0	0
13.022	995	0	0	0	0	0	0	0
14.011	790	0	0	790	0	0	0	0
14.012	539	0	0	539	0	0	0	0
14.013	765	0	0	0	0	0	0	0
14.021	2,957	0	0	0	0	0	2,957	0
15.001	850	0	0	0	0	0	0	0
15.002	232	0	0	0	0	0	232	0
15.003	466	0	0	0	0	0	0	0
15.004	171	0	0	0	0	0	0	0
16.001	1,117	0	0	0	0	1,117	0	0
17.001	593	0	0	0	0	0	0	0
17.002	1,154	0	0	0	0	0	0	0
17.003	290	0	0	0	0	0	0	0
18.001	255	0	0	0	0	0	0	0
18.002	259	0	0	0	0	0	0	0
18.003	301	0	0	0	0	0	0	0
19.001	256	0	0	0	0	0	0	256
19.002	388	0	0	0	0	388	0	0
19.003	333	0	0	0	0	0	0	0
19.004	141	0	0	0	0	0	0	0
20.011	635	0	0	0	0	635	0	0
20.012	688	0	0	688	0	0	0	0
20.021	1,054	0	0	0	0	0	0	1,054
20.022	785	0	0	0	0	0	0	785
21.001	503	0	0	0	503	0	0	0
21.002	551	0	0	0	0	0	0	0
21.003	640	0	0	0	0	0	0	0
21.004	358	0	0	0	0	0	0	0
23.011	2,883	0	0	0	2,883	0	0	0
23.012	192	0	0	0	0	0	0	0
24.011	1,695	1,695	0	0	0	0	0	0
24.021	1,046	0	0	0	0	0	0	0
25.011	398	0	0	0	0	0	0	0
25.012	609	0	609	0	0	0	0	0
25.013	929	0	0	0	0	0	929	0
25.015	3,042	0	0	0	0	0	3,042	0
25.017	271	0	0	0	0	0	0	0
25.018	253	0	0	0	0	0	0	0
25.021	2,167	0	0	0	0	0	2,167	0
25.022	1,766	0	0	0	0	0	1,766	0
Trade Area	37,068	2,171 6%	3,357 9%	2,015 5%	3,353 9%	2,122 6%	10,967 30%	2,015 5%
Ocala	21,387	1,323 6%	0 0%	1,690 8%	3,148 15%	2,122 10%	2,758 13%	2,015 9%
Marion County	141,708	2,171 2%	11,987 8%	2,638 2%	8,596 6%	2,122 1%	49,118 35%	2,015 1%

APPENDIX 2

Competition Profile and Maps

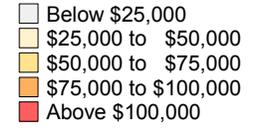
**Supermarket Competition
Proposed Supermarket, Ocala FL**

Map Code	Store Name	Address	Cross Street	City	Adj. Retail	Long	Lat	Size	Avg. Weekly						Natural Foods	Depts:
									Sales	Produce	Meat	Seafood	Bakery	Deli		
1	S Springs & MLK	Silver Springs & Martin Luther King Jr		Ocala	N/A	82.15203	29.18621	20,000								
2	S Springs & 27th	Silver Springs & NW 27th Ave		Ocala	Family Dollar	82.16865	29.18621	20,000								
3	NW 10th & 27th	NW 10th St & NW 27th Ave		Ocala	N/A	82.16847	29.19711	20,000								
4	NW 10th & MLK	NW 10th St & Martin Luther King Jr		Ocala	Anto Zone	82.15251	29.19696	20,000								
10	Sweetwater	7130 US Hwy 441	NW 70th St	Ocala	St John's Seafood	82.15054	29.26083	30,300	\$195,000	5	6	6	5	5	6	SM,SF,Rx,Br,Wn,Fl,Olive
20	Publix	2765 NW 49th	Old Blitchton Rd	Ocala	Walgreens	82.20002	29.21509	41,125	\$440,000	7	7	7	6	8	8	SM,SF,Rx,Br,Wn,Fl,Olive,Hot
21	Publix	2655 Northeast 35th St	26th Terrace	Ocala	Dollar General	82.10059	29.22419	23,800	\$320,000	6	6	6	5	6	7	Rx,Br,Wn,Fl,SF,Sushi,Hot
22	Publix	3450 East Silver Springs	NE 36th Ave	Ocala	True Value	82.08823	29.19495	30,800	\$450,000	6	6	7	5	6	7	SF,Br,Wn,Lq,Fl,Hot,Olive
23	Publix	3035 SE Maricamp	SE 24th St	Ocala	Hair Cuttery	82.09492	29.16535	31,500	\$345,000	6	7	6	5	7	7	SM,SF,Rx,Br,Wn,Fl,Olive,Hot,Sushi
24	Publix	303 Southeast 17th	SE 3rd Ave	Ocala	Longhorn Stkhouse	82.13267	29.17305	30,800	\$350,000	5	6	6	5	5	6	Br,Wn,Rx,Fl,SF,Sushi
25	Publix	3101 Southwest 34th	SW 32nd	Ocala	China Café	82.17673	29.15627	26,100	\$265,000	5	6	5	5	5	7	SF,Br,Wn,Fl
26	Publix	5400 SW College	Tartan	Ocala	St John's Seafood	82.20842	29.1259	42,000	\$375,000	6	6	7	6	7	7	SM,SF,Rx,Br,Wn,Fl,Olive,Hot
30	Winn Dixie	4417 NW Blitchton Rd	NW 44th St	Ocala	Big Apple Eatery	82.1947	29.21238	34,400	\$165,000	4	5	5	4	4	4	SM,SF,Rx,Br,Wn,Fl
31	Winn Dixie	3435 NW Pine #300	NE 35th St	Ocala	Wok & Stuff	82.14553	29.2222	34,400	\$175,000	5	5	4	4	4	5	SM,SF,Rx,Br,Wn,Fl
32	Winn Dixie	2640 NE 14th	NE 25th Ave	Ocala	Jessie's Fashions	82.10157	29.19947	35,100	\$185,000	5	5	4	4	4	5	Br,Wn,Fl,Rx
33	Winn Dixie	3535 SE Maricamp	NE 36th Ave	Ocala	Justin Pool Service	82.08833	29.16004	35,100	\$150,000	4	5	4	4	3	4	Br,Wn,Fl
50	Earth Origins	2003 Silver Springs	E 19th Ave	Ocala	Staples	82.11186	29.18748	6,175	\$65,000	5	3	N/A	N/A	4	8	Br,Wn,Spec,Bulk,SB,Soup
70	Wal-Mart SC	2600 SW 19th Ave	SW 27th Ave	Ocala	Stein Mart	82.1671	29.15845	45,065	\$630,000	4	5	3	4	5	4	Br,Wn,Fl,Rx,GM,HBA,\$
71	Wal-Mart SC	4980 E Silver Springs	NE 49th Ct	Ocala	freestanding	82.06501	29.20979	50,400	\$775,000	5	6	4	5	5	5	Br,Wn,Fl,Rx,GM,HBA,\$
80	Aldi	2450 SW 19th Ave	SW 27th Ave	Ocala	freestanding	82.16471	29.16308	11,800	\$70,000	3	3	N/A	N/A	N/A	N/A	LA
81	Aldi	2115 NE 49th Ct	Silver Springs Rd	Ocala	freestanding	82.0648	29.205	11,800	\$95,000	3	3	N/A	N/A	N/A	N/A	LA
90	Save A Lot	1926 E Silver Springs	E 19th Ave	Ocala	freestanding	82.11189	29.18675	9,600	\$85,000	3	4	N/A	N/A	N/A	N/A	LA

Department Key: SM-Service Meat, SF-Service Fish, Rx-Pharmacy, BR-Beer, Wn-Wine, \$-Bank, SB-Salad Bar, GM-Expanded General Merchandise, Spec-Expanded Specialty Food, Star-Starbucks, F-Floral, Hot - Hot Deli LA-Limited Assortment

Household Income Map Proposed Supermarket Ocala, Florida

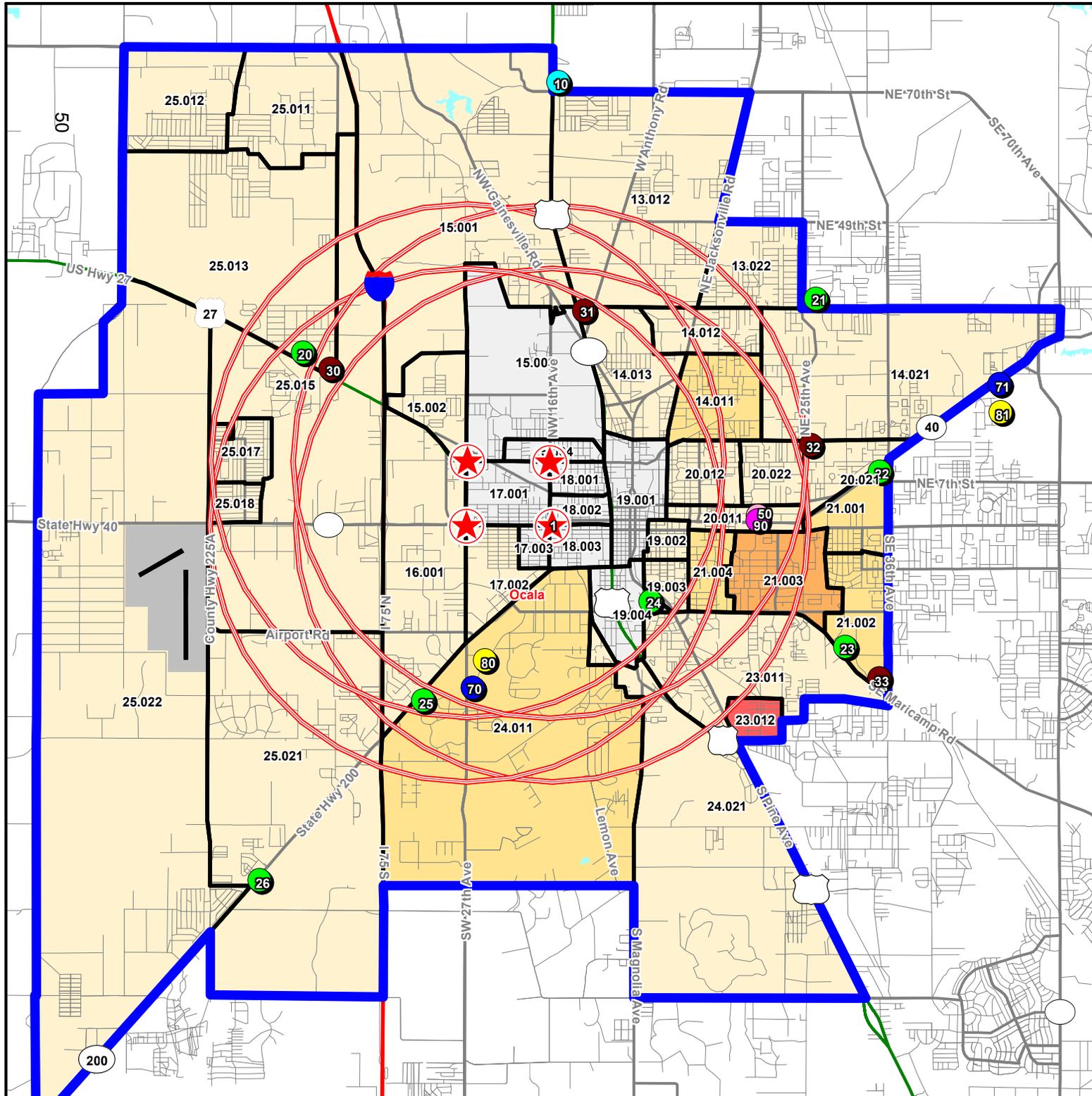
Median Household Income



- Proposed Sites:
- 1 - S Springs & MLK
 - 2 - S Springs & 27th
 - 3 - NW 10th & 27th
 - 4 - NW 10th & MLK

3 Mile Radius

Competition



APPENDIX 3

Current and Projected Sales Tables

**Current Store Report
Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>Sales /Sq Ft</i>	<i>Market Share</i>	<i>PWTA</i>	<i>Power</i>
Sweetbay	10	30300	195000	6.44	0.02	45	78
Publix	20	41125	440000	10.70	0.08	65	119
Publix	21	23800	320000	13.45	0.05	50	144
Publix	22	30800	450000	14.61	0.07	55	157
Publix	23	31500	345000	10.95	0.05	55	120
Publix	24	30800	350000	11.36	0.08	85	124
Publix	25	26100	265000	10.15	0.05	65	116
Publix	26	42000	375000	8.93	0.05	50	102
Winn Dixie	30	34400	165000	4.80	0.04	75	65
Winn Dixie	31	34400	175000	5.09	0.04	85	67
Winn Dixie	32	35100	185000	5.27	0.04	75	68
Winn Dixie	33	35100	150000	4.27	0.02	40	57
Earth Origins	50	6175	65000	10.53	0.02	95	117
Wal-Mart SC	70	45065	630000	13.98	0.15	85	121
Wal-Mart SC	71	50400	775000	15.38	0.07	30	129
Aldi	80	11800	70000	5.93	0.02	85	54
Aldi	81	11800	95000	8.05	0.01	30	74
Save A Lot	90	9600	85000	8.85	0.02	95	88
Totals		530265	5135000		0.88		
Averages		29459	285278	9.68		60	100

**Current Chain Report
Ocala, FL**

<i>Chain Name</i>	<i>Number Stores</i>	<i>Total Sales</i>	<i>Total S-Area</i>	<i>Ave. Sales</i>	<i>Ave. S-Area</i>	<i>Ave Sales /Sq.Ft.</i>	<i>Average Power</i>	<i>Market Share</i>
Sweetbay	1	\$195,000	30,300	\$195,000	30,300	\$6.44	78	2.49
Publix	7	\$2,545,000	226,125	\$363,571	32,304	\$11.25	126	43.66
Winn Dixie	4	\$675,000	139,000	\$168,750	34,750	\$4.86	64	13.36
Earth Origins	1	\$65,000	6,175	\$65,000	6,175	\$10.53	117	1.75
Wal-Mart	2	\$1,405,000	95,465	\$702,500	47,733	\$14.72	125	21.77
Aldi	2	\$165,000	23,600	\$82,500	11,800	\$6.99	64	2.49
Save-A-Lot	1	\$85,000	9,600	\$85,000	9,600	\$8.85	88	2.29
Totals	18	\$5,135,000	530,265					87.80
Averages				\$285,278	29,459	\$9.68	100	

**Trade Area Statistics
Ocala, FL**

Study Area Synopsis

Summary Totals

	<i>T.A. Total</i>	<i>Highest</i>	<i>Lowest</i>
PCW	43.26	48.84	31.35
Population	81564	6097	357
Potential	3528278	286986	13430
Store Volume	3098000	774999	65000
Leakage (\$)	430278	32911	1429
Leakage (%)	12.20	14.96	8.85
Household Size	2.35	3.27	1.76
Household Income	40625	104406	15766

Summary Statistics

	<i>Based Upon Total Volume</i>	<i>Based Upon Volume Explained</i>
Total Number of Stores:	18	12
Total Sales Volume:	5135000	3098000
Total Sales Area (Sq.Ft.):	530265	328063
Volume per Square Foot:	9.68	9.44
Square Feet per Capita:	6.50	4.02
Volume per Capita:	62.96	37.98
Population per Store:	4531	7001
Population per 1,000 SqFt:	154	249

**Current Sector Report
Ocala, FL**

Sector	Population	PCW	Potential	--- Leakage ---	
				Percent	Volume
13.012	3,860	41.37	\$159,688	13.78	\$22,010
13.022	2,470	43.06	\$106,358	12.67	\$13,480
14.011	1,899	44.37	\$84,259	11.89	\$10,016
14.012	1,424	42.75	\$60,876	12.51	\$7,616
14.013	1,762	38.53	\$67,890	12.73	\$8,643
14.021	5,897	44.91	\$264,834	10.05	\$26,623
15.001	2,237	40.47	\$90,531	14.45	\$13,083
15.002	431	44.38	\$19,128	13.33	\$2,549
15.003	1,206	34.23	\$41,281	13.23	\$5,462
15.004	457	31.35	\$14,327	12.86	\$1,842
16.001	2,356	45.04	\$106,114	12.30	\$13,047
17.001	1,555	33.52	\$52,124	12.64	\$6,591
17.002	3,750	33.91	\$127,162	11.67	\$14,842
17.003	753	36.02	\$27,123	12.01	\$3,258
18.001	641	32.55	\$20,865	12.49	\$2,606
18.002	675	35.04	\$23,652	12.22	\$2,889
18.003	832	34.37	\$28,596	11.83	\$3,384
19.001	481	42.68	\$20,529	11.92	\$2,448
19.002	679	46.31	\$31,444	11.12	\$3,498
19.003	693	47.29	\$32,772	10.53	\$3,452
19.004	357	37.62	\$13,430	10.64	\$1,429
20.011	1,256	46.95	\$58,969	10.46	\$6,168
20.012	1,673	45.28	\$75,753	11.39	\$8,628
20.021	2,181	44.89	\$97,905	8.85	\$8,668
20.022	1,662	42.97	\$71,416	10.13	\$7,236
21.001	1,036	48.02	\$49,749	9.25	\$4,601
21.002	1,357	44.75	\$60,726	10.26	\$6,232
21.003	1,744	48.79	\$85,090	10.33	\$8,794
21.004	837	47.84	\$40,042	10.67	\$4,271
23.011	6,097	47.07	\$286,986	11.47	\$32,911
23.012	680	48.76	\$33,157	12.22	\$4,051
24.011	4,955	48.84	\$242,002	11.33	\$27,413
24.021	2,861	43.04	\$123,137	14.18	\$17,457
25.011	1,063	39.91	\$42,424	14.84	\$6,297
25.012	1,614	39.31	\$63,446	14.96	\$9,490
25.013	2,117	43.93	\$93,000	14.16	\$13,173
25.015	4,917	45.67	\$224,559	13.27	\$29,793
25.017	664	34.05	\$22,609	13.67	\$3,091
25.018	748	34.74	\$25,986	13.97	\$3,630
25.021	5,362	46.71	\$250,459	12.82	\$32,117
25.022	4,325	43.44	\$187,878	14.63	\$27,490
Totals	81,564		\$3,528,279		\$430,278
Averages	1,989	43.26	\$86,056	12.20	

**Open Conventional Supermarket
Site 1 - Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>14-Dec Sales</i>	<i>Sales /Sq Ft</i>	<i>PWTA</i>	<i>Power</i>	<i>T.A. Change</i>	<i>T.A. Change %</i>
S Springs & MLK	1	20000	0	121591	6.08	80	80	97274	N/A
S Springs & 27th	2	Closed	0	0	0	80	80	0	N/A
NW 10th & 27th	3	Closed	0	0	0	80	80	0	N/A
NW 10th & MLK	4	Closed	0	0	0	80	80	0	N/A
Sweetbay	10	30300	195000	199686	6.59	45	78	1132	1.29
Publix	20	41125	440000	451713	10.98	65	119	5271	1.84
Publix	21	23800	320000	324000	13.61	50	144	472	0.29
Publix	22	30800	450000	456405	14.82	55	157	1100	0.44
Publix	23	31500	345000	352258	11.18	55	120	2011	1.06
Publix	24	30800	350000	347066	11.27	85	124	-4582	-1.54
Publix	25	26100	265000	275059	10.54	65	116	4363	2.53
Publix	26	42000	375000	408357	9.72	50	102	15796	8.42
Winn Dixie	30	34400	165000	168204	4.89	75	65	1521	1.23
Winn Dixie	31	34400	175000	172685	5.02	85	67	-2880	-1.94
Winn Dixie	32	35100	185000	185635	5.29	75	68	-386	-0.28
Winn Dixie	33	35100	150000	153924	4.39	40	57	758	1.26
Earth Origins	50	6175	65000	64818	10.5	95	117	-263	-0.43
Wal-Mart SC	70	45065	630000	637409	14.14	85	121	2669	0.5
Wal-Mart SC	71	50400	775000	792677	15.73	30	129	2235	0.96
Aldi	80	11800	70000	70140	5.94	85	54	-341	-0.57
Aldi	81	11800	95000	97172	8.23	30	74	278	0.98
Save A Lot	90	9600	85000	83925	8.74	95	88	-1174	-1.45
Totals		550265	5135000	5362733				125256	
Averages		28961	285278	282249	9.75		99		

**Open Conventional Supermarket
Site 1 - Ocala, FL**

Store 1: S Springs & MLK

<i>Dist. Range</i>	<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>	<i>--- Cumulative Totals ---</i>			
					<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>
0.00- 0.99	9007	36890	12.07	30.34	9007	36890	12.07	30.34
1.00- 1.99	8243	20648	5.74	16.98	17250	57538	8.65	47.32
2.00- 2.99	27164	26513	2.12	21.81	44414	84052	4.39	69.13
3.00- 3.99	9348	3188	0.79	2.62	53762	87240	3.76	71.75
4.00- 4.99	23653	7831	0.75	6.44	77415	95071	2.83	78.19
5.00- 5.99	5734	1940	0.79	1.6	83149	97010	2.69	79.78
6.00- 6.99	1651	263	0.41	0.22	84800	97274	2.65	80

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Conventional Supermarket
Site 1 - Ocala, FL**

Store 1: S Springs & MLK Market Share by Sector

Sector	Proj. Sales	Proj. M.S.	Proj. Pop.	Proj. Poten.	Proj. PCW	Leakage	Dist.
13.012	1955	1.17	4034	166887	41.37	13.78	4.04
13.022	871	0.82	2475	106574	43.06	12.67	3.85
14.011	2196	2.63	1880	83416	44.37	11.89	2.46
14.012	1277	2.04	1467	62714	42.75	12.51	2.9
14.013	3334	4.94	1753	67543	38.53	12.73	2.01
14.021	783	0.28	6126	275119	44.91	10.05	4.33
15.001	1835	1.97	2304	93243	40.47	14.45	4.11
15.002	1175	6.3	420	18640	44.38	13.33	2.02
15.003	2908	7.19	1182	40460	34.23	13.23	1.81
15.004	1810	12.8	451	14139	31.35	12.86	0.88
16.001	7056	6.68	2344	105574	45.04	12.3	1.61
17.001	7708	13.94	1649	55274	33.52	12.64	0.64
17.002	12772	9.46	3983	135064	33.91	11.67	0.9
17.003	4150	14.98	769	27699	36.02	12.01	0.33
18.001	2840	13.61	641	20865	32.55	12.49	0.63
18.002	3627	15.45	670	23477	35.04	12.22	0.38
18.003	3983	13.73	844	29008	34.37	11.83	0.41
19.001	1758	8.69	474	20230	42.68	11.92	1.04
19.002	1877	6.09	666	30842	46.31	11.12	1.37
19.003	1643	5.03	690	32630	47.29	10.53	1.53
19.004	730	5.52	352	13242	37.62	10.64	1.29
20.011	1422	2.29	1321	62021	46.95	10.46	2.29
20.012	3217	4.16	1706	77248	45.28	11.39	1.87
20.021	576	0.56	2303	103382	44.89	8.85	3.47
20.022	1059	1.51	1634	70213	42.97	10.13	2.65
21.001	271	0.54	1049	50373	48.02	9.25	3.62
21.002	325	0.54	1356	60681	44.75	10.26	3.77
21.003	1292	1.53	1731	84455	48.79	10.33	2.77
21.004	1459	3.68	829	39659	47.84	10.67	1.93
23.011	5743	1.88	6478	304919	47.07	11.47	2.77
23.012	517	1.48	715	34863	48.76	12.22	3.31
24.011	3917	1.51	5306	259145	48.84	11.33	3.09
24.021	1333	1.04	2981	128302	43.04	14.18	4.54
25.011	218	0.49	1119	44659	39.91	14.84	6.21
25.012	263	0.41	1651	64901	39.31	14.96	6.82
25.013	539	0.55	2230	97964	43.93	14.16	5.03
25.015	5099	2.16	5174	236297	45.67	13.27	3.09
25.017	279	1.24	661	22507	34.05	13.67	3.85
25.018	350	1.28	789	27410	34.74	13.97	4.06
25.021	1386	0.5	5978	279232	46.71	12.82	4.51
25.022	1721	0.86	4615	200476	43.44	14.63	5.38
Totals	97274	2.65	84800	3671346		12.21	
Averages	2373		2068	89545	43.29		2.77

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Conventional Supermarket
Site 2 - Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>14-Dec Sales</i>	<i>Sales /Sq Ft</i>	<i>PWTA</i>	<i>Power</i>	<i>T.A. Change</i>	<i>T.A. Change %</i>
S Springs & MLK	1	Closed	0	0	0	80	80	0	N/A
S Springs & 27th	2	20000	0	135104	6.76	80	80	108084	N/A
NW 10th & 27th	3	Closed	0	0	0	80	80	0	N/A
NW 10th & MLK	4	Closed	0	0	0	80	80	0	N/A
Sweetbay	10	30300	195000	199321	6.58	45	78	785	0.89
Publix	20	41125	440000	444569	10.81	65	119	-1717	-0.6
Publix	21	23800	320000	324929	13.65	50	144	1394	0.87
Publix	22	30800	450000	458335	14.88	55	157	3011	1.22
Publix	23	31500	345000	353980	11.24	55	120	3699	1.95
Publix	24	30800	350000	349690	11.35	85	124	-1956	-0.66
Publix	25	26100	265000	272316	10.43	65	116	1686	0.98
Publix	26	42000	375000	405382	9.65	50	102	13022	6.94
Winn Dixie	30	34400	165000	164924	4.79	75	65	-1714	-1.39
Winn Dixie	31	34400	175000	173050	5.03	85	67	-2512	-1.69
Winn Dixie	32	35100	185000	186922	5.33	75	68	898	0.65
Winn Dixie	33	35100	150000	154460	4.4	40	57	1272	2.12
Earth Origins	50	6175	65000	65279	10.57	95	117	198	0.32
Wal-Mart SC	70	45065	630000	631059	14	85	121	-3627	-0.68
Wal-Mart SC	71	50400	775000	794076	15.76	30	129	3601	1.55
Aldi	80	11800	70000	69438	5.88	85	54	-1037	-1.74
Aldi	81	11800	95000	97354	8.25	30	74	456	1.6
Save A Lot	90	9600	85000	84813	8.83	95	88	-286	-0.35
Totals		550265	5135000	5365012				125256	
Averages		28961	285278	282369	9.75		99		

**Open Conventional Supermarket
Site 2 - Ocala, FL**

Store 2: S Springs & 27th

<i>Dist. Range</i>	<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>	<i>--- Cumulative Totals ---</i>			
					<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>
0.00- 0.99	8745	41686	12.88	30.85	8745	41686	12.88	30.85
1.00- 1.99	9382	24888	6.5	18.42	18127	66575	9.42	49.28
2.00- 2.99	13226	15177	2.57	11.23	31353	81752	6.3	60.51
3.00- 3.99	22793	12603	1.21	9.33	54146	94354	4.04	69.84
4.00- 4.99	18777	10701	1.3	7.92	72923	105056	3.33	77.76
5.00- 5.99	10226	2112	0.47	1.56	83149	107168	2.97	79.32
6.00- 6.99	1651	916	1.41	0.68	84800	108084	2.94	80

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Conventional Supermarket
Site 2 - Ocala, FL**

Store 2: S Springs & 27th Market Share by Sector

Sector	Proj. Sales	Proj. M.S.	Proj. Pop.	Proj. Poten.	Proj. PCW	Leakage	Dist.
13.012	1797	1.08	4034	166887	41.37	13.78	4.4
13.022	549	0.52	2475	106574	43.06	12.67	4.59
14.011	1198	1.44	1880	83416	44.37	11.89	3.29
14.012	772	1.23	1467	62714	42.75	12.51	3.64
14.013	2044	3.03	1753	67543	38.53	12.73	2.71
14.021	424	0.15	6126	275119	44.91	10.05	5.25
15.001	2755	2.95	2304	93243	40.47	14.45	3.95
15.002	1915	10.27	420	18640	44.38	13.33	1.53
15.003	2973	7.35	1182	40460	34.23	13.23	1.9
15.004	1350	9.55	451	14139	31.35	12.86	1.34
16.001	14846	14.06	2344	105574	45.04	12.3	0.7
17.001	8001	14.48	1649	55274	33.52	12.64	0.62
17.002	15822	11.71	3983	135064	33.91	11.67	0.65
17.003	3018	10.89	769	27699	36.02	12.01	0.84
18.001	1661	7.96	641	20865	32.55	12.49	1.42
18.002	1890	8.05	670	23477	35.04	12.22	1.35
18.003	2082	7.18	844	29008	34.37	11.83	1.36
19.001	861	4.26	474	20230	42.68	11.92	2.01
19.002	880	2.85	666	30842	46.31	11.12	2.37
19.003	804	2.46	690	32630	47.29	10.53	2.47
19.004	379	2.86	352	13242	37.62	10.64	2.17
20.011	664	1.07	1321	62021	46.95	10.46	3.29
20.012	1544	2	1706	77248	45.28	11.39	2.84
20.021	282	0.27	2303	103382	44.89	8.85	4.44
20.022	506	0.72	1634	70213	42.97	10.13	3.63
21.001	131	0.26	1049	50373	48.02	9.25	4.62
21.002	162	0.27	1356	60681	44.75	10.26	4.74
21.003	614	0.73	1731	84455	48.79	10.33	3.76
21.004	692	1.74	829	39659	47.84	10.67	2.91
23.011	2995	0.98	6478	304919	47.07	11.47	3.66
23.012	278	0.8	715	34863	48.76	12.22	4.18
24.011	6174	2.38	5306	259145	48.84	11.33	2.8
24.021	970	0.76	2981	128302	43.04	14.18	5.17
25.011	718	1.61	1119	44659	39.91	14.84	5.43
25.012	916	1.41	1651	64901	39.31	14.96	6.04
25.013	1588	1.62	2230	97964	43.93	14.16	4.25
25.015	13016	5.51	5174	236297	45.67	13.27	2.22
25.017	781	3.47	661	22507	34.05	13.67	2.99
25.018	1018	3.71	789	27410	34.74	13.97	3.18
25.021	3099	1.11	5978	279232	46.71	12.82	3.98
25.022	5914	2.95	4615	200476	43.44	14.63	4.46
Totals	108084	2.94	84800	3671346		12.21	
Averages	2636		2068	89545	43.29		3.1

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Conventional Supermarket
Site 3 - Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>14-Dec Sales</i>	<i>Sales /Sq Ft</i>	<i>PWTA</i>	<i>Power</i>	<i>T.A. Change</i>	<i>T.A. Change %</i>
S Springs & MLK	1	Closed	0	0	0	80	80	0	N/A
S Springs & 27th	2	Closed	0	0	0	80	80	0	N/A
NW 10th & 27th	3	20000	0	127941	6.4	80	80	102353	N/A
NW 10th & MLK	4	Closed	0	0	0	80	80	0	N/A
Sweetbay	10	30300	195000	197630	6.52	45	78	-849	-0.97
Publix	20	41125	440000	441458	10.73	65	119	-4769	-1.67
Publix	21	23800	320000	324222	13.62	50	144	699	0.44
Publix	22	30800	450000	458247	14.88	55	157	2917	1.18
Publix	23	31500	345000	354514	11.25	55	120	4211	2.22
Publix	24	30800	350000	351497	11.41	85	124	-164	-0.06
Publix	25	26100	265000	274954	10.53	65	116	4257	2.47
Publix	26	42000	375000	407316	9.7	50	102	14817	7.9
Winn Dixie	30	34400	165000	163559	4.75	75	65	-3064	-2.48
Winn Dixie	31	34400	175000	171217	4.98	85	67	-4343	-2.92
Winn Dixie	32	35100	185000	186770	5.32	75	68	745	0.54
Winn Dixie	33	35100	150000	154637	4.41	40	57	1436	2.39
Earth Origins	50	6175	65000	65297	10.57	95	117	216	0.35
Wal-Mart SC	70	45065	630000	638274	14.16	85	121	3528	0.66
Wal-Mart SC	71	50400	775000	793710	15.75	30	129	3233	1.39
Aldi	80	11800	70000	70307	5.96	85	54	-175	-0.29
Aldi	81	11800	95000	97323	8.25	30	74	423	1.49
Save A Lot	90	9600	85000	84886	8.84	95	88	-213	-0.26
Totals		550265	5135000	5363767				125256	
Averages		28961	285278	282304	9.75		99		

**Open Conventional Supermarket
Site 3 - Ocala, FL**

Store 3: NW 10th & 27th

<i>Dist. Range</i>	<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>	<i>--- Cumulative Totals ---</i>			
					<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>
0.00- 0.99	2069	11209	15.17	8.76	2069	11209	15.17	8.76
1.00- 1.99	16532	50907	7.8	39.79	18601	62116	8.55	48.55
2.00- 2.99	6617	8508	3.13	6.65	25218	70625	7.08	55.2
3.00- 3.99	22736	19083	1.87	14.92	47954	89708	4.45	70.12
4.00- 4.99	26088	10181	0.86	7.96	74042	99888	3.12	78.07
5.00- 5.99	10758	2465	0.53	1.93	84800	102353	2.79	80

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Conventional Supermarket
Site 3 - Ocala, FL**

Store 3: NW 10th & 27th Market Share by Sector

Sector	Proj. Sales	Proj. M.S.	Proj. Pop.	Proj. Poten.	Proj. PCW	Leakage	Dist.
13.012	3329	1.99	4034	166887	41.37	13.78	3.75
13.022	863	0.81	2475	106574	43.06	12.67	4.11
14.011	1450	1.74	1880	83416	44.37	11.89	3.09
14.012	1070	1.71	1467	62714	42.75	12.51	3.29
14.013	2841	4.21	1753	67543	38.53	12.73	2.34
14.021	513	0.19	6126	275119	44.91	10.05	5.06
15.001	5419	5.81	2304	93243	40.47	14.45	3.2
15.002	3147	16.88	420	18640	44.38	13.33	0.82
15.003	4991	12.34	1182	40460	34.23	13.23	1.22
15.004	1715	12.13	451	14139	31.35	12.86	1.01
16.001	9593	9.09	2344	105574	45.04	12.3	1.32
17.001	8063	14.59	1649	55274	33.52	12.64	0.61
17.002	9466	7.01	3983	135064	33.91	11.67	1.36
17.003	2185	7.89	769	27699	36.02	12.01	1.28
18.001	1802	8.64	641	20865	32.55	12.49	1.32
18.002	1760	7.5	670	23477	35.04	12.22	1.44
18.003	1643	5.66	844	29008	34.37	11.83	1.66
19.001	870	4.3	474	20230	42.68	11.92	2
19.002	766	2.48	666	30842	46.31	11.12	2.53
19.003	622	1.91	690	32630	47.29	10.53	2.76
19.004	276	2.08	352	13242	37.62	10.64	2.54
20.011	670	1.08	1321	62021	46.95	10.46	3.28
20.012	1651	2.14	1706	77248	45.28	11.39	2.77
20.021	301	0.29	2303	103382	44.89	8.85	4.38
20.022	537	0.76	1634	70213	42.97	10.13	3.56
21.001	132	0.26	1049	50373	48.02	9.25	4.61
21.002	132	0.22	1356	60681	44.75	10.26	4.95
21.003	514	0.61	1731	84455	48.79	10.33	3.94
21.004	568	1.43	829	39659	47.84	10.67	3.13
23.011	2141	0.7	6478	304919	47.07	11.47	4.02
23.012	196	0.56	715	34863	48.76	12.22	4.55
24.011	3111	1.2	5306	259145	48.84	11.33	3.55
24.021	529	0.41	2981	128302	43.04	14.18	5.78
25.011	1106	2.48	1119	44659	39.91	14.84	4.99
25.012	1422	2.19	1651	64901	39.31	14.96	5.59
25.013	2415	2.47	2230	97964	43.93	14.16	3.8
25.015	16882	7.14	5174	236297	45.67	13.27	1.91
25.017	1030	4.58	661	22507	34.05	13.67	2.67
25.018	1322	4.82	789	27410	34.74	13.97	2.89
25.021	1633	0.58	5978	279232	46.71	12.82	4.64
25.022	3676	1.83	4615	200476	43.44	14.63	4.96
Totals	102353	2.79	84800	3671346		12.21	
Averages	2496		2068	89545	43.29		3.09

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Conventional Supermarket
Site 4 - Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>14-Dec Sales</i>	<i>Sales /Sq Ft</i>	<i>PWTA</i>	<i>Power</i>	<i>T.A. Change</i>	<i>T.A. Change %</i>
S Springs & MLK	1	Closed	0	0	0	80	80	0	N/A
S Springs & 27th	2	Closed	0	0	0	80	80	0	N/A
NW 10th & 27th	3	Closed	0	0	0	80	80	0	N/A
NW 10th & MLK	4	20000	0	116233	5.81	80	80	92987	N/A
Sweetbay	10	30300	195000	198269	6.54	45	78	-238	-0.27
Publix	20	41125	440000	450584	10.96	65	119	4154	1.45
Publix	21	23800	320000	322983	13.57	50	144	-533	-0.33
Publix	22	30800	450000	456330	14.82	55	157	1014	0.41
Publix	23	31500	345000	353317	11.22	55	120	3031	1.6
Publix	24	30800	350000	349360	11.34	85	124	-2305	-0.77
Publix	25	26100	265000	276625	10.6	65	116	5886	3.42
Publix	26	42000	375000	409044	9.74	50	102	16431	8.76
Winn Dixie	30	34400	165000	167658	4.87	75	65	978	0.79
Winn Dixie	31	34400	175000	170572	4.96	85	67	-4992	-3.36
Winn Dixie	32	35100	185000	185387	5.28	75	68	-635	-0.46
Winn Dixie	33	35100	150000	154289	4.4	40	57	1100	1.83
Earth Origins	50	6175	65000	64879	10.51	95	117	-202	-0.33
Wal-Mart SC	70	45065	630000	642214	14.25	85	121	7430	1.39
Wal-Mart SC	71	50400	775000	792186	15.72	30	129	1738	0.75
Aldi	80	11800	70000	70738	5.99	85	54	253	0.42
Aldi	81	11800	95000	97131	8.23	30	74	235	0.83
Save A Lot	90	9600	85000	84025	8.75	95	88	-1074	-1.33
Totals		550265	5135000	5361834				125256	
Averages		28961	285278	282202	9.74		99		

**Open Conventional Supermarket
Site 4 - Ocala, FL**

Store 4: NW 10th & MLK

<i>Dist. Range</i>	<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>	<i>--- Cumulative Totals ---</i>			
					<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>
0.00- 0.99	3411	17136	15.06	14.74	3411	17136	15.06	14.74
1.00- 1.99	15183	38578	6.45	33.19	18594	55714	7.83	47.93
2.00- 2.99	12305	14808	2.67	12.74	30899	70522	5.57	60.67
3.00- 3.99	27845	17140	1.37	14.75	58744	87662	3.48	75.42
4.00- 4.99	9712	1980	0.46	1.7	68456	89642	3.03	77.12
5.00- 5.99	14693	2978	0.46	2.56	83149	92620	2.57	79.68
6.00- 6.99	1651	367	0.57	0.32	84800	92987	2.53	80

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Conventional Supermarket
Site 4 - Ocala, FL**

Store 4: NW 10th & MLK Market Share by Sector

Sector	Proj. Sales	Proj. M.S.	Proj. Pop.	Proj. Poten.	Proj. PCW	Leakage	Dist.
13.012	3580	2.15	4034	166887	41.37	13.78	3.44
13.022	1356	1.27	2475	106574	43.06	12.67	3.41
14.011	3005	3.6	1880	83416	44.37	11.89	2.12
14.012	1936	3.09	1467	62714	42.75	12.51	2.47
14.013	5038	7.46	1753	67543	38.53	12.73	1.54
14.021	1006	0.37	6126	275119	44.91	10.05	4.09
15.001	3728	4	2304	93243	40.47	14.45	3.39
15.002	1786	9.58	420	18640	44.38	13.33	1.52
15.003	5246	12.97	1182	40460	34.23	13.23	1.08
15.004	2912	20.6	451	14139	31.35	12.86	0.14
16.001	5347	5.06	2344	105574	45.04	12.3	1.92
17.001	7884	14.26	1649	55274	33.52	12.64	0.6
17.002	8009	5.93	3983	135064	33.91	11.67	1.47
17.003	2536	9.16	769	27699	36.02	12.01	1.02
18.001	3345	16.03	641	20865	32.55	12.49	0.39
18.002	2995	12.76	670	23477	35.04	12.22	0.67
18.003	2495	8.6	844	29008	34.37	11.83	1.05
19.001	1729	8.55	474	20230	42.68	11.92	1.06
19.002	1458	4.73	666	30842	46.31	11.12	1.66
19.003	1092	3.35	690	32630	47.29	10.53	1.99
19.004	416	3.14	352	13242	37.62	10.64	1.94
20.011	1376	2.22	1321	62021	46.95	10.46	2.33
20.012	3425	4.43	1706	77248	45.28	11.39	1.8
20.021	608	0.59	2303	103382	44.89	8.85	3.41
20.022	1111	1.58	1634	70213	42.97	10.13	2.6
21.001	262	0.52	1049	50373	48.02	9.25	3.65
21.002	232	0.38	1356	60681	44.75	10.26	4.09
21.003	946	1.12	1731	84455	48.79	10.33	3.09
21.004	1061	2.68	829	39659	47.84	10.67	2.28
23.011	3492	1.15	6478	304919	47.07	11.47	3.28
23.012	295	0.85	715	34863	48.76	12.22	3.86
24.011	2085	0.8	5306	259145	48.84	11.33	3.73
24.021	678	0.53	2981	128302	43.04	14.18	5.19
25.011	303	0.68	1119	44659	39.91	14.84	5.91
25.012	367	0.57	1651	64901	39.31	14.96	6.52
25.013	741	0.76	2230	97964	43.93	14.16	4.72
25.015	6318	2.67	5174	236297	45.67	13.27	2.86
25.017	349	1.55	661	22507	34.05	13.67	3.63
25.018	438	1.6	789	27410	34.74	13.97	3.84
25.021	748	0.27	5978	279232	46.71	12.82	5.1
25.022	1249	0.62	4615	200476	43.44	14.63	5.68
Totals	92987	2.53	84800	3671346		12.21	
Averages	2268		2068	89545	43.29		2.79

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Limited Assortment Supermarket
Site 1 - Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>14-Dec Sales</i>	<i>Sales /Sq Ft</i>	<i>PWTA</i>	<i>Power</i>	<i>T.A. Change</i>	<i>T.A. Change %</i>
S Springs & MLK	1	12000	0	90600	7.55	85	75	77011	N/A
S Springs & 27th	2	Closed	0	0	0	85	75	0	N/A
NW 10th & 27th	3	Closed	0	0	0	85	75	0	N/A
NW 10th & MLK	4	Closed	0	0	0	85	75	0	N/A
Sweetbay	10	30300	195000	199936	6.6	45	78	1376	1.57
Publix	20	41125	440000	453166	11.02	65	119	6700	2.34
Publix	21	23800	320000	324649	13.64	50	144	1112	0.7
Publix	22	30800	450000	457646	14.86	55	157	2325	0.94
Publix	23	31500	345000	353537	11.22	55	120	3260	1.72
Publix	24	30800	350000	350126	11.37	85	124	-1533	-0.52
Publix	25	26100	265000	276482	10.59	65	116	5758	3.34
Publix	26	42000	375000	408842	9.73	50	102	16248	8.67
Winn Dixie	30	34400	165000	168954	4.91	75	65	2264	1.83
Winn Dixie	31	34400	175000	173693	5.05	85	67	-1874	-1.26
Winn Dixie	32	35100	185000	186430	5.31	75	68	406	0.29
Winn Dixie	33	35100	150000	154307	4.4	40	57	1123	1.87
Earth Origins	50	6175	65000	65299	10.57	95	117	217	0.35
Wal-Mart SC	70	45065	630000	642368	14.25	85	121	7598	1.42
Wal-Mart SC	71	50400	775000	793611	15.75	30	129	3132	1.35
Aldi	80	11800	70000	70760	6	85	54	276	0.46
Aldi	81	11800	95000	97290	8.24	30	74	392	1.37
Save A Lot	90	9600	85000	84564	8.81	95	88	-535	-0.66
Totals		542265	5135000	5352272				125256	
Averages		28540	285278	281699	9.87		99		

**Open Limited Assortment Supermarket
Site 1 - Ocala, FL**

Store 1: S Springs & MLK

<i>Dist. Range</i>	<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>	<i>--- Cumulative Totals ---</i>			
					<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>
0.00- 0.99	9007	31605	10.34	34.88	9007	31605	10.34	34.88
1.00- 1.99	8243	15191	4.22	16.77	17250	46796	7.03	51.65
2.00- 2.99	27164	19348	1.55	21.36	44414	66144	3.45	73.01
3.00- 3.99	9348	2438	0.6	2.69	53762	68582	2.96	75.7
4.00- 4.99	23653	6618	0.64	7.3	77415	75200	2.24	83
5.00- 5.99	5734	1577	0.64	1.74	83149	76777	2.13	84.74
6.00- 6.99	1651	234	0.36	0.26	84800	77011	2.1	85

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Limited Assortment Supermarket
Site 1 - Ocala, FL**

Store 1: S Springs & MLK Market Share by Sector

Sector	Proj. Sales	Proj. M.S.	Proj. Pop.	Proj. Poten.	Proj. PCW	Leakage	Dist.
13.012	1538	0.92	4034	166887	41.37	13.78	4.04
13.022	672	0.63	2475	106574	43.06	12.67	3.85
14.011	1580	1.89	1880	83416	44.37	11.89	2.46
14.012	923	1.47	1467	62714	42.75	12.51	2.9
14.013	2956	4.38	1753	67543	38.53	12.73	2.01
14.021	647	0.24	6126	275119	44.91	10.05	4.33
15.001	1806	1.94	2304	93243	40.47	14.45	4.11
15.002	789	4.23	420	18640	44.38	13.33	2.02
15.003	2463	6.09	1182	40460	34.23	13.23	1.81
15.004	1629	11.52	451	14139	31.35	12.86	0.88
16.001	5089	4.82	2344	105574	45.04	12.3	1.61
17.001	6917	12.51	1649	55274	33.52	12.64	0.64
17.002	10391	7.69	3983	135064	33.91	11.67	0.9
17.003	3496	12.62	769	27699	36.02	12.01	0.33
18.001	2620	12.56	641	20865	32.55	12.49	0.63
18.002	3092	13.17	670	23477	35.04	12.22	0.38
18.003	3460	11.93	844	29008	34.37	11.83	0.41
19.001	1715	8.48	474	20230	42.68	11.92	1.04
19.002	1395	4.52	666	30842	46.31	11.12	1.37
19.003	976	2.99	690	32630	47.29	10.53	1.53
19.004	693	5.23	352	13242	37.62	10.64	1.29
20.011	1176	1.9	1321	62021	46.95	10.46	2.29
20.012	2165	2.8	1706	77248	45.28	11.39	1.87
20.021	519	0.5	2303	103382	44.89	8.85	3.47
20.022	897	1.28	1634	70213	42.97	10.13	2.65
21.001	192	0.38	1049	50373	48.02	9.25	3.62
21.002	248	0.41	1356	60681	44.75	10.26	3.77
21.003	698	0.83	1731	84455	48.79	10.33	2.77
21.004	695	1.75	829	39659	47.84	10.67	1.93
23.011	3975	1.3	6478	304919	47.07	11.47	2.77
23.012	229	0.66	715	34863	48.76	12.22	3.31
24.011	2565	0.99	5306	259145	48.84	11.33	3.09
24.021	1217	0.95	2981	128302	43.04	14.18	4.54
25.011	218	0.49	1119	44659	39.91	14.84	6.21
25.012	234	0.36	1651	64901	39.31	14.96	6.82
25.013	379	0.39	2230	97964	43.93	14.16	5.03
25.015	3789	1.6	5174	236297	45.67	13.27	3.09
25.017	260	1.15	661	22507	34.05	13.67	3.85
25.018	319	1.16	789	27410	34.74	13.97	4.06
25.021	1031	0.37	5978	279232	46.71	12.82	4.51
25.022	1359	0.68	4615	200476	43.44	14.63	5.38
Totals	77011	2.1	84800	3671346		12.21	
Averages	1878		2068	89545	43.29		2.77

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Limited Assortment Supermarket
Site 2 - Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>14-Dec Sales</i>	<i>Sales /Sq Ft</i>	<i>PWTA</i>	<i>Power</i>	<i>T.A. Change</i>	<i>T.A. Change %</i>
S Springs & MLK	1	Closed	0	0	0	85	75	0	N/A
S Springs & 27th	2	12000	0	99304	8.28	85	75	84409	N/A
NW 10th & 27th	3	Closed	0	0	0	85	75	0	N/A
NW 10th & MLK	4	Closed	0	0	0	85	75	0	N/A
Sweetbay	10	30300	195000	199584	6.59	45	78	1039	1.18
Publix	20	41125	440000	448069	10.9	65	119	1714	0.6
Publix	21	23800	320000	325312	13.67	50	144	1771	1.11
Publix	22	30800	450000	459003	14.9	55	157	3668	1.48
Publix	23	31500	345000	354677	11.26	55	120	4378	2.31
Publix	24	30800	350000	352056	11.43	85	124	399	0.13
Publix	25	26100	265000	274607	10.52	65	116	3929	2.28
Publix	26	42000	375000	406734	9.68	50	102	14283	7.62
Winn Dixie	30	34400	165000	166632	4.84	75	65	-26	-0.02
Winn Dixie	31	34400	175000	173984	5.06	85	67	-1581	-1.06
Winn Dixie	32	35100	185000	187349	5.34	75	68	1323	0.95
Winn Dixie	33	35100	150000	154658	4.41	40	57	1460	2.43
Earth Origins	50	6175	65000	65600	10.62	95	117	518	0.84
Wal-Mart SC	70	45065	630000	638124	14.16	85	121	3393	0.63
Wal-Mart SC	71	50400	775000	794628	15.77	30	129	4126	1.77
Aldi	80	11800	70000	70294	5.96	85	54	-186	-0.31
Aldi	81	11800	95000	97423	8.26	30	74	521	1.83
Save A Lot	90	9600	85000	85219	8.88	95	88	120	0.15
Totals		542265	5135000	5353265				125256	
Averages		28540	285278	281751	9.87		99		

**Open Limited Assortment Supermarket
Site 2 - Ocala, FL**

Store 2: S Springs & 27th

<i>Dist. Range</i>	<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>	<i>--- Cumulative Totals ---</i>			
					<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>
0.00- 0.99	8745	32988	10.19	33.22	8745	32988	10.19	33.22
1.00- 1.99	9382	19416	5.07	19.55	18127	52404	7.42	52.77
2.00- 2.99	13226	11323	1.92	11.4	31353	63728	4.91	64.17
3.00- 3.99	22793	9977	0.96	10.05	54146	73704	3.15	74.22
4.00- 4.99	18777	7968	0.97	8.02	72923	81672	2.59	82.24
5.00- 5.99	10226	1971	0.44	1.99	83149	83643	2.32	84.23
6.00- 6.99	1651	766	1.18	0.77	84800	84409	2.3	85

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Limited Assortment Supermarket
Site 2 - Ocala, FL**

Store 2: S Springs & 27th Market Share by Sector

Sector	Proj. Sales	Proj. M.S.	Proj. Pop.	Proj. Poten.	Proj. PCW	Leakage	Dist.
13.012	1447	0.87	4034	166887	41.37	13.78	4.4
13.022	445	0.42	2475	106574	43.06	12.67	4.59
14.011	907	1.09	1880	83416	44.37	11.89	3.29
14.012	584	0.93	1467	62714	42.75	12.51	3.64
14.013	1891	2.8	1753	67543	38.53	12.73	2.71
14.021	374	0.14	6126	275119	44.91	10.05	5.25
15.001	2676	2.87	2304	93243	40.47	14.45	3.95
15.002	1270	6.81	420	18640	44.38	13.33	1.53
15.003	2531	6.26	1182	40460	34.23	13.23	1.9
15.004	1241	8.78	451	14139	31.35	12.86	1.34
16.001	10453	9.9	2344	105574	45.04	12.3	0.7
17.001	7178	12.99	1649	55274	33.52	12.64	0.62
17.002	12771	9.46	3983	135064	33.91	11.67	0.65
17.003	2585	9.33	769	27699	36.02	12.01	0.84
18.001	1591	7.63	641	20865	32.55	12.49	1.42
18.002	1673	7.13	670	23477	35.04	12.22	1.35
18.003	1883	6.49	844	29008	34.37	11.83	1.36
19.001	889	4.4	474	20230	42.68	11.92	2.01
19.002	690	2.24	666	30842	46.31	11.12	2.37
19.003	501	1.54	690	32630	47.29	10.53	2.47
19.004	379	2.86	352	13242	37.62	10.64	2.17
20.011	586	0.94	1321	62021	46.95	10.46	3.29
20.012	1097	1.42	1706	77248	45.28	11.39	2.84
20.021	272	0.26	2303	103382	44.89	8.85	4.44
20.022	458	0.65	1634	70213	42.97	10.13	3.63
21.001	100	0.2	1049	50373	48.02	9.25	4.62
21.002	132	0.22	1356	60681	44.75	10.26	4.74
21.003	353	0.42	1731	84455	48.79	10.33	3.76
21.004	348	0.88	829	39659	47.84	10.67	2.91
23.011	2194	0.72	6478	304919	47.07	11.47	3.66
23.012	130	0.37	715	34863	48.76	12.22	4.18
24.011	3971	1.53	5306	259145	48.84	11.33	2.8
24.021	924	0.72	2981	128302	43.04	14.18	5.17
25.011	674	1.51	1119	44659	39.91	14.84	5.43
25.012	766	1.18	1651	64901	39.31	14.96	6.04
25.013	1056	1.08	2230	97964	43.93	14.16	4.25
25.015	9228	3.91	5174	236297	45.67	13.27	2.22
25.017	685	3.04	661	22507	34.05	13.67	2.99
25.018	873	3.19	789	27410	34.74	13.97	3.18
25.021	2219	0.79	5978	279232	46.71	12.82	3.98
25.022	4385	2.19	4615	200476	43.44	14.63	4.46
Totals	84409	2.3	84800	3671346		12.21	
Averages	2059		2068	89545	43.29		3.1

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Limited Assortment Supermarket
Site 3 - Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>14-Dec Sales</i>	<i>Sales /Sq Ft</i>	<i>PWTA</i>	<i>Power</i>	<i>T.A. Change</i>	<i>T.A. Change %</i>
S Springs & MLK	1	Closed	0	0	0	85	75	0	N/A
S Springs & 27th	2	Closed	0	0	0	85	75	0	N/A
NW 10th & 27th	3	12000	0	95222	7.94	85	75	80939	N/A
NW 10th & MLK	4	Closed	0	0	0	85	75	0	N/A
Sweetbay	10	30300	195000	198185	6.54	45	78	-312	-0.36
Publix	20	41125	440000	445883	10.84	65	119	-433	-0.15
Publix	21	23800	320000	324768	13.65	50	144	1235	0.77
Publix	22	30800	450000	458911	14.9	55	157	3572	1.44
Publix	23	31500	345000	355047	11.27	55	120	4732	2.49
Publix	24	30800	350000	353333	11.47	85	124	1664	0.56
Publix	25	26100	265000	276446	10.59	65	116	5722	3.32
Publix	26	42000	375000	408067	9.72	50	102	15520	8.28
Winn Dixie	30	34400	165000	165673	4.82	75	65	-976	-0.79
Winn Dixie	31	34400	175000	172517	5.02	85	67	-3046	-2.05
Winn Dixie	32	35100	185000	187220	5.33	75	68	1193	0.86
Winn Dixie	33	35100	150000	154782	4.41	40	57	1575	2.63
Earth Origins	50	6175	65000	65600	10.62	95	117	518	0.84
Wal-Mart SC	70	45065	630000	643218	14.27	85	121	8444	1.58
Wal-Mart SC	71	50400	775000	794327	15.76	30	129	3824	1.64
Aldi	80	11800	70000	70914	6.01	85	54	430	0.72
Aldi	81	11800	95000	97396	8.25	30	74	494	1.73
Save A Lot	90	9600	85000	85260	8.88	95	88	161	0.2
Totals		542265	5135000	5352777				125256	
Averages		28540	285278	281725	9.87		99		

**Open Limited Assortment Supermarket
Site 3 - Ocala, FL**

Store 3: NW 10th & 27th

<i>Dist. Range</i>	<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>	<i>--- Cumulative Totals ---</i>			
					<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>
0.00- 0.99	2069	9299	12.58	9.77	2069	9299	12.58	9.77
1.00- 1.99	16532	39796	6.1	41.79	18601	49096	6.76	51.56
2.00- 2.99	6617	7019	2.59	7.37	25218	56114	5.62	58.93
3.00- 3.99	22736	14778	1.45	15.52	47954	70892	3.51	74.45
4.00- 4.99	26088	7922	0.67	8.32	74042	78814	2.46	82.77
5.00- 5.99	10758	2125	0.45	2.23	84800	80939	2.2	85

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Limited Assortment Supermarket
Site 3 - Ocala, FL**

Store 3: NW 10th & 27th Market Share by Sector

Sector	Proj. Sales	Proj. M.S.	Proj. Pop.	Proj. Poten.	Proj. PCW	Leakage	Dist.
13.012	2567	1.54	4034	166887	41.37	13.78	3.75
13.022	677	0.64	2475	106574	43.06	12.67	4.11
14.011	1083	1.3	1880	83416	44.37	11.89	3.09
14.012	792	1.26	1467	62714	42.75	12.51	3.29
14.013	2567	3.8	1753	67543	38.53	12.73	2.34
14.021	446	0.16	6126	275119	44.91	10.05	5.06
15.001	5015	5.38	2304	93243	40.47	14.45	3.2
15.002	2069	11.1	420	18640	44.38	13.33	0.82
15.003	4128	10.2	1182	40460	34.23	13.23	1.22
15.004	1552	10.98	451	14139	31.35	12.86	1.01
16.001	6856	6.49	2344	105574	45.04	12.3	1.32
17.001	7231	13.08	1649	55274	33.52	12.64	0.61
17.002	7858	5.82	3983	135064	33.91	11.67	1.36
17.003	1908	6.89	769	27699	36.02	12.01	1.28
18.001	1717	8.23	641	20865	32.55	12.49	1.32
18.002	1565	6.67	670	23477	35.04	12.22	1.44
18.003	1510	5.21	844	29008	34.37	11.83	1.66
19.001	897	4.44	474	20230	42.68	11.92	2
19.002	606	1.96	666	30842	46.31	11.12	2.53
19.003	395	1.21	690	32630	47.29	10.53	2.76
19.004	282	2.13	352	13242	37.62	10.64	2.54
20.011	590	0.95	1321	62021	46.95	10.46	3.28
20.012	1168	1.51	1706	77248	45.28	11.39	2.77
20.021	289	0.28	2303	103382	44.89	8.85	4.38
20.022	483	0.69	1634	70213	42.97	10.13	3.56
21.001	101	0.2	1049	50373	48.02	9.25	4.61
21.002	109	0.18	1356	60681	44.75	10.26	4.95
21.003	300	0.35	1731	84455	48.79	10.33	3.94
21.004	289	0.73	829	39659	47.84	10.67	3.13
23.011	1607	0.53	6478	304919	47.07	11.47	4.02
23.012	94	0.27	715	34863	48.76	12.22	4.55
24.011	2097	0.81	5306	259145	48.84	11.33	3.55
24.021	527	0.41	2981	128302	43.04	14.18	5.78
25.011	1006	2.25	1119	44659	39.91	14.84	4.99
25.012	1152	1.77	1651	64901	39.31	14.96	5.59
25.013	1562	1.59	2230	97964	43.93	14.16	3.8
25.015	11805	5	5174	236297	45.67	13.27	1.91
25.017	888	3.94	661	22507	34.05	13.67	2.67
25.018	1114	4.07	789	27410	34.74	13.97	2.89
25.021	1224	0.44	5978	279232	46.71	12.82	4.64
25.022	2815	1.4	4615	200476	43.44	14.63	4.96
Totals	80939	2.2	84800	3671346		12.21	
Averages	1974		2068	89545	43.29		3.09

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Limited Assortment Supermarket
Site 4 - Ocala, FL**

<i>Store Name</i>	<i>Map Key</i>	<i>Sales Area</i>	<i>Current Sales</i>	<i>14-Dec Sales</i>	<i>Sales /Sq Ft</i>	<i>PWTA</i>	<i>Power</i>	<i>T.A. Change</i>	<i>T.A. Change %</i>
S Springs & MLK	1	Closed	0	0	0	85	75	0	N/A
S Springs & 27th	2	Closed	0	0	0	85	75	0	N/A
NW 10th & 27th	3	Closed	0	0	0	85	75	0	N/A
NW 10th & MLK	4	12000	0	87750	7.31	85	75	74588	N/A
Sweetbay	10	30300	195000	198777	6.56	45	78	253	0.29
Publix	20	41125	440000	452322	11	65	119	5863	2.05
Publix	21	23800	320000	323890	13.61	50	144	361	0.23
Publix	22	30800	450000	457537	14.86	55	157	2208	0.89
Publix	23	31500	345000	354228	11.25	55	120	3925	2.07
Publix	24	30800	350000	351719	11.42	85	124	48	0.02
Publix	25	26100	265000	277606	10.64	65	116	6851	3.98
Publix	26	42000	375000	409333	9.75	50	102	16703	8.91
Winn Dixie	30	34400	165000	168544	4.9	75	65	1856	1.5
Winn Dixie	31	34400	175000	172015	5	85	67	-3551	-2.39
Winn Dixie	32	35100	185000	186223	5.31	75	68	198	0.14
Winn Dixie	33	35100	150000	154547	4.4	40	57	1348	2.25
Earth Origins	50	6175	65000	65316	10.58	95	117	235	0.38
Wal-Mart SC	70	45065	630000	645858	14.33	85	121	11056	2.06
Wal-Mart SC	71	50400	775000	793215	15.74	30	129	2731	1.17
Aldi	80	11800	70000	71200	6.03	85	54	712	1.2
Aldi	81	11800	95000	97256	8.24	30	74	356	1.25
Save A Lot	90	9600	85000	84617	8.81	95	88	-483	-0.6
Totals		542265	5135000	5351963				125256	
Averages		28540	285278	281682	9.87		99		

**Open Limited Assortment Supermarket
Site 4 - Ocala, FL**

Store 4: NW 10th & MLK

<i>Dist. Range</i>	<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>	<i>--- Cumulative Totals ---</i>			
					<i>Pop.</i>	<i>Sales</i>	<i>M.S.</i>	<i>Sales%</i>
0.00- 0.99	3411	15265	13.42	17.4	3411	15265	13.42	17.4
1.00- 1.99	15183	31014	5.18	35.34	18594	46279	6.5	52.74
2.00- 2.99	12305	10709	1.93	12.2	30899	56988	4.5	64.94
3.00- 3.99	27845	13240	1.06	15.09	58744	70228	2.79	80.03
4.00- 4.99	9712	1509	0.35	1.72	68456	71737	2.43	81.75
5.00- 5.99	14693	2532	0.39	2.89	83149	74269	2.06	84.64
6.00- 6.99	1651	318	0.49	0.36	84800	74588	2.03	85

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.

**Open Limited Assortment Supermarket
Site 4 - Ocala, FL**

Store 4: NW 10th & MLK Market Share by Sector

Sector	Proj. Sales	Proj. M.S.	Proj. Pop.	Proj. Poten.	Proj. PCW	Leakage	Dist.
13.012	2708	1.62	4034	166887	41.37	13.78	3.44
13.022	1016	0.95	2475	106574	43.06	12.67	3.41
14.011	2121	2.54	1880	83416	44.37	11.89	2.12
14.012	1364	2.17	1467	62714	42.75	12.51	2.47
14.013	4357	6.45	1753	67543	38.53	12.73	1.54
14.021	817	0.3	6126	275119	44.91	10.05	4.09
15.001	3495	3.75	2304	93243	40.47	14.45	3.39
15.002	1180	6.33	420	18640	44.38	13.33	1.52
15.003	4314	10.66	1182	40460	34.23	13.23	1.08
15.004	2564	18.14	451	14139	31.35	12.86	0.14
16.001	3912	3.71	2344	105574	45.04	12.3	1.92
17.001	7067	12.79	1649	55274	33.52	12.64	0.6
17.002	6683	4.95	3983	135064	33.91	11.67	1.47
17.003	2188	7.9	769	27699	36.02	12.01	1.02
18.001	3059	14.66	641	20865	32.55	12.49	0.39
18.002	2575	10.97	670	23477	35.04	12.22	0.67
18.003	2222	7.66	844	29008	34.37	11.83	1.05
19.001	1689	8.35	474	20230	42.68	11.92	1.06
19.002	1099	3.56	666	30842	46.31	11.12	1.66
19.003	663	2.03	690	32630	47.29	10.53	1.99
19.004	410	3.09	352	13242	37.62	10.64	1.94
20.011	1141	1.84	1321	62021	46.95	10.46	2.33
20.012	2297	2.97	1706	77248	45.28	11.39	1.8
20.021	546	0.53	2303	103382	44.89	8.85	3.41
20.022	938	1.34	1634	70213	42.97	10.13	2.6
21.001	186	0.37	1049	50373	48.02	9.25	3.65
21.002	182	0.3	1356	60681	44.75	10.26	4.09
21.003	521	0.62	1731	84455	48.79	10.33	3.09
21.004	514	1.3	829	39659	47.84	10.67	2.28
23.011	2497	0.82	6478	304919	47.07	11.47	3.28
23.012	135	0.39	715	34863	48.76	12.22	3.86
24.011	1423	0.55	5306	259145	48.84	11.33	3.73
24.021	648	0.51	2981	128302	43.04	14.18	5.19
25.011	295	0.66	1119	44659	39.91	14.84	5.91
25.012	318	0.49	1651	64901	39.31	14.96	6.52
25.013	510	0.52	2230	97964	43.93	14.16	4.72
25.015	4632	1.96	5174	236297	45.67	13.27	2.86
25.017	319	1.42	661	22507	34.05	13.67	3.63
25.018	393	1.43	789	27410	34.74	13.97	3.84
25.021	581	0.21	5978	279232	46.71	12.82	5.1
25.022	1008	0.5	4615	200476	43.44	14.63	5.68
Totals	74588	2.03	84800	3671346		12.21	
Averages	1819		2068	89545	43.29		2.79

Note: The above figures are based upon sector populations, expenditures, and potentials projected for Dec 2014.