



May 9, 2016

Patrick Cannon  
Whitewater CDA  
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Whitewater, Wisconsin 53190  
262-473-0148  
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Dear Pat:

Enclosed please find the Whitewater, Wisconsin market analysis study conducted to determine the feasibility of opening a supermarket in Whitewater.

Five locations were tested. Two locations were tested as convention supermarkets, two for cooperative format food stores and one for an addition of food for the existing True Value Hardware store.

Thank you for the opportunity to assist you in your strategic market planning needs. If you have any questions or need further assistance, please call. I look forward to reviewing the findings with you at your request.

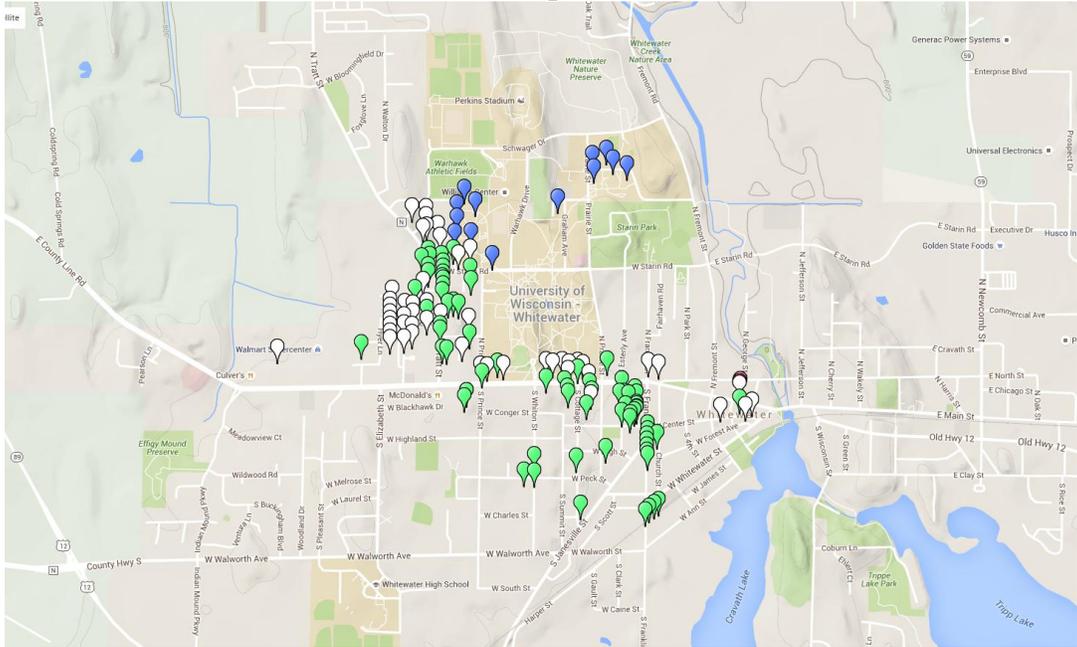
Sincerely,

Chuck Perkins

Enclosures

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# Whitewater, Wisconsin



Student Housing

**Prepared for: City of Whitewater**  
By: Perkins Marketing Company  
April 2016  
WWW001

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## Executive Summary

The purpose of this study is to determine the feasibility of opening a food store in Whitewater, Wisconsin.

Whitewater is located in Walworth County and its current trade area population is 21,941 which is a 2.1% increase over the Census 2010 population. The trade area is expected to grow to 22,305 or another 1.7% over the next three years. There are 4,001 students living in resident halls as of April 2016 and nearly 8,000 other students living in the city of Whitewater in various residences provided by private landlords.

The average weekly per capita supermarket expenditure (P.C.E.) for the trade area is \$39.50 which equals a weekly potential of \$866,639. The 9 identified competitors of the trade area are receiving \$733,500 or a 84.64 % market share. Total float, which consists of minor facilities and leakage, is \$133,139 or 15.36%. Competition is comprised of nine stores; Two Walmart supercenters, two Festival stores, and one each of Woodman's , Pick 'n Save, Jim and Judy's, Piggly Wiggly and Aldi.

There is only one food store open in Whitewater today. When Walmart converted to a supercenter the now shuttered Sentry's sales plummeted and profitability was challenged. Eventually Sentry closed their facility in December of 2015. As happens in such cases where competition is removed from a marketplace customers react by finding other sources to procure their needs. In this situation consumers have to drive considerable distances to find alternatives and the lack of convenient competition in town has created an opportunity for new entrants to offer food products.

This study considers five locations for new food purveyors with three different formats that might be able to exist in Whitewater. The Decision Matrix on page 3 compares each site opened individually with anticipated market changes open. There is one scenario tested with the highest sales producing format locations open in concert.

### Locations tested are as follows:

	<b>Selling Area</b>	<b>Total Area</b>	<b>Location</b>
Site 1000 - True Value	4,000	5,700	1415 W Main Street
Site 1000 - True Value	7,000	10,000	1415 W Main Street
Site 2000 - Closed Sentry	14,000	20,000	1260 W Main Street
Site 2000 - Closed Sentry	21,000	30,000	1260 W Main Street
Site 3000 - Chevrolet	6,600	8,800	563 S Janesville Street
Site 4000 - Ford	6,900	9,280	117 N 1st Street
Site 5000 - Elkhorn & Bluff	14,000	20,000	Elkhorn Road
Site 5000 - Elkhorn & Bluff	21,000	30,000	Elkhorn Road

Pro forma's will assist in determining the optimum format, location and size for a new Whitewater food source.

**Decision Matrix - Three Year Growth Chart  
Sites Open April 2017**

**Average Weekly Sales – 0% inflation  
Forecast Includes Anticipated Market Changes**

		Facility Size	1st Year End April 2018	2nd Year End April 2019	3rd Year End April 2020
Site 1000	Scenario 1 Hardware Food	5,700 sq. ft. 4,000 sq. ft.	\$16,025 \$2.81	\$16,591 \$2.91	\$17,162 \$3.01
Site 2000	Scenario 2A Mainstream	20,000 sq. ft. 14,000 sq. ft.	\$133,930 \$6.70	\$137,933 \$6.90	\$141,936 \$7.10
	Scenario 2B Mainstream	30,000 sq. ft. 21,000 sq. ft.	\$188,013 \$6.27	\$193,210 \$6.44	\$198,388 \$6.61
Site 3000	Scenario 3 Cooperative	8,800 sq. ft. 6,600 sq. ft.	\$47,911 \$5.44	\$49,472 \$5.62	\$51,041 \$5.80
Site 4000	Scenario 4 Cooperative	9,280 sq. ft. 6,900 sq. ft.	\$59,682 \$6.43	\$61,157 \$6.59	\$62,639 \$6.75
Site 5000	Scenario 5A Mainstream	20,000 sq. ft. 14,000 sq. ft.	\$107,477 \$5.37	\$110,253 \$5.51	\$113,024 \$5.65
	Scenario 5B Mainstream	30,000 sq. ft. 21,000 sq. ft.	\$149,114 \$4.97	\$152,770 \$5.09	\$156,410 \$5.21
<b>Site 1000, Site 2000 and Site 4000 all open</b>					
Site 1000	Scenario 6 Hardware Food	5,700 sq. ft. 4,000 sq. ft.	\$10,805 \$1.90	\$11,190 \$1.96	\$11,579 \$2.03
Site 2000	Scenario 6 Mainstream	30,000 sq. ft. 21,000 sq. ft.	\$173,620 \$5.79	\$178,542 \$5.95	\$183,454 \$6.12
Site 4000	Scenario 6 Cooperative	9,280 sq. ft. 6,900 sq. ft.	\$44,529 \$4.80	\$45,644 \$4.92	\$46,766 \$5.04



## Market Changes

Meijer is considering opening a store in Janesville, Wisconsin near the Sam's Club.

## Scenarios

**Scenario 1** - True Value Hardware at Site 1000 adds food to its product mix utilizing 5,700 square foot of his existing total building and 4,000 square foot of his selling area.

**Scenario 2A** - Mainstream Supermarket at Site 2000 opens a 20,000 square foot facility with 14,000 square foot retail selling area in the shuttered Sentry store.

**Scenario 2B** - Mainstream Supermarket at Site 2000 opens a 30,000 square foot facility with 21,000 square foot retail selling area in the shuttered Sentry store.

**Scenario 3** - Co-op opens at Site 3000 a 8,800 square foot facility with 6,600 square foot of retail selling area in the Chevrolet Dealerships existing building.

**Scenario 4** - Co-op opens at Site 4000 a 9,280 square foot facility with 6,900 square foot of retail selling area in the Ford Dealerships existing building.

**Scenario 5A** - Mainstream Supermarket at Site 5000 opens a 20,000 square foot facility with 14,000 square foot retail selling area in the shuttered Sentry store.

**Scenario 5B** - Mainstream Supermarket at Site 5000 opens a 30,000 square foot facility with 21,000 square foot retail selling area in the shuttered Sentry store.

**Scenario 6** - True Value Hardware at Site 1000 adds food to its product mix utilizing 5,700 square foot of his existing total building and 4,000 square foot of his selling area. Mainstream Supermarket at Site 2000 opens a 30,000 square foot facility with 21,000 square foot retail selling area in the shuttered Sentry store. Co-op opens at Site 4000 a 9,280 square foot facility with 6,900 square foot of retail selling area in the Ford Dealerships existing building.

## Assumptions for sites

The sales projections for the proposed Whitewater locations are all based on the individual property and unique food purveyor format with the following key assumptions:

- Store hours for the hardware location will be open minimally 8 am to 7 pm daily.
- Store hours for the mainstream locations will be open minimally 6 am to 10 pm daily.
- Store hours for the cooperative locations will be open minimally 8 am to 8 pm daily.
- Store will be staffed with experienced knowledgeable and friendly employees.
- Base projections are relative to first year ending April 2018.
- Fresh perishables will be an important part of the mainstream and cooperative locations.
- Eating area, Self Service grab and go case, salads and slicing meats in mainstream and cooperative locations.
- The mainstream and cooperative facilities will offer beer/wine, bulk foods, deli/bakery with seating, service meat, exceptional perishables and an attractive interior and exterior décor.
- Produce multideck case, cut fruit, produce table and value added products area in mainstream and cooperative locations.
- Bakery with self-service case for donuts, pastries, buns, rolls, grab and go emphasis of department in mainstream and cooperative locations.
- Dairy & Frozen departments will have updated case presentation to maximize sales potential.
- Pylon signs will be included for transient visibility.
- Promotional and merchandising plans will be instituted to drive sales.
- Parking lots will be at least 4/1 ratio and designed to enhance customer shopping experience.
- There will be at least two ingress/egress points to each sites parking lot.
- No competitive changes will take place other than those identified.
- Population growth will occur at, or near, the estimate rate.
- Customer services will include check cashing, copies, gift certificates, lottery sales, money orders, phone cards, postage stamps, return/refunds, utility payments and Western Union.
- The stores will have prices equal to competition on key items.
- An aggressive advertising and promotional plan will be initiated throughout the entire study area for grand opening and through the year to ensure maximum market exposure.
- It is assumed that there will be an appropriate and effective response to all competitive challenges.
- Competitive pricing with Festival, Piggly Wiggly and Pick 'n Save with quality, value & service.
- Population in the trade area will be at or near levels predicted by the 2010 Census, local governments, and Synergos Technologies.
- The sales projections are expressed in 2016 dollars with no adjustments made for inflation.

## Analysis Trade Area

The Whitewater trade area includes Whitewater and Palmyra and portions of Walworth, Jefferson and Rock counties.

<b>Whitewater, Wisconsin Trade Area Profile - April 2016</b>	
Number of Facilities - Total	9
Mainstream Supermarkets	5
Mega Superstore	1
Supercenters	2
Limited Assortment	1
2010 Census Population	21,495
2016 Estimated Population	21,941
2019 Estimated Population	22,305
P.C.E.	\$39.50
Total Trade Area Potential	\$866,639

## Population/Demographics

The current population in the trade area is 21,941 people and the average P.C.E. is \$39.50, ranging from a high of \$52.04 in Sector 23 to a low of \$19.10 in Sector 17. The total potential is \$866,639, and the 9 facilities identified are receiving \$733,500 or a 84.64% market share. Total float, which consists of minor facilities and leakage, is \$133,139 or 15.36%.

The 2016 estimated median income for the trade area is \$43,406 with an average household size of 2.37 people. The demographic makeup is 85.9% white, 2.3% black, 8.9% Hispanic and 1.5% Asian. Additionally, 14.1% of the trade area residents are under the age of 18, 11.1% are over the age of 65, 15.5% are in college housing and 0.0% are in military housing.

## Competition

<b>Marketplace Profile – April 2016</b>	
Number of Facilities - Total	9
Total Trade Area Potential	\$866,639
Facility Sales Within Trade Area	\$733,500
Percent of Sales from Trade Area	84.64%
Float	\$133,139
Percent Float	15.36%
Highest Volume Facility (Woodman's - Map Key 8)	\$1,700,000
Largest Facility Total Area (Woodman's - Map Key 8)	145,600 SF
Sales Per Square Foot - Average	\$9.95
High (Woodman's - Map Key 8)	\$11.68
Low (Jim and Judy's – Map Key 2)	\$6.56

Combined, the 9 facilities contain a total of 467,800 square feet with total sales of \$4,655,000. The facilities average 51,978 square feet and \$517,222 in sales. The average sales per square foot is \$9.95. There are 21.32 square feet per capita and 2,438 persons per facility.

### Marketplace Profile Summary

**April 2016**

	T. A. Total	Highest	Sector / Store	Lowest	Sector / Store
P.C.E.	\$39.50	\$52.04	23	\$19.10	17
Population	21,941	3,363	2	311	9
Potential	\$866,639	\$64,570	2	\$15,783	9
Leakage (\$)	\$133,139	\$10,724	8	\$2,919	23
Leakage (%)	15.36%	22.47%	8	13.48%	22
Household Size	2.37	2.91	22	1.74	18
Household Income	\$43,406	\$81,667	7	\$12,394	16
Black Population	498	158	2	0	23
Asian Population	327	71	2	0	22
Hispanic Population	1,943	451	2	8	1
Store Volume	\$4,655,000	\$1,700,000	Woodman's MK=8	\$40,000	Jim and Judy's MK=2

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## Chains

**Walmart Supercenter** - 2 Facilities - 108,300 square feet - 50.37% Market Share

The average weekly sales for the chain are \$605,000 or \$11.17 per square foot

**Festival** - 2 Facilities - 125,000 square feet - 14.60% Market Share

The average weekly sales for the chain are \$522,500 or \$8.36 per square foot

**Woodman's** - 1 Facility - 145,600 square feet - 9.81% Market Share

The average weekly sales for the chain are \$1,700,000 or \$11.68 per square foot

**Pick 'n Save** - 1 Facility - 45,600 square feet - 3.92% Market Share

The average weekly sales for the chain are \$340,000 or \$7.46 per square foot

**Jim and Judy's** - 1 Facility - 6,100 square feet - 3.69% Market Share

The average weekly sales for the chain are \$40,000 or \$6.56 per square foot

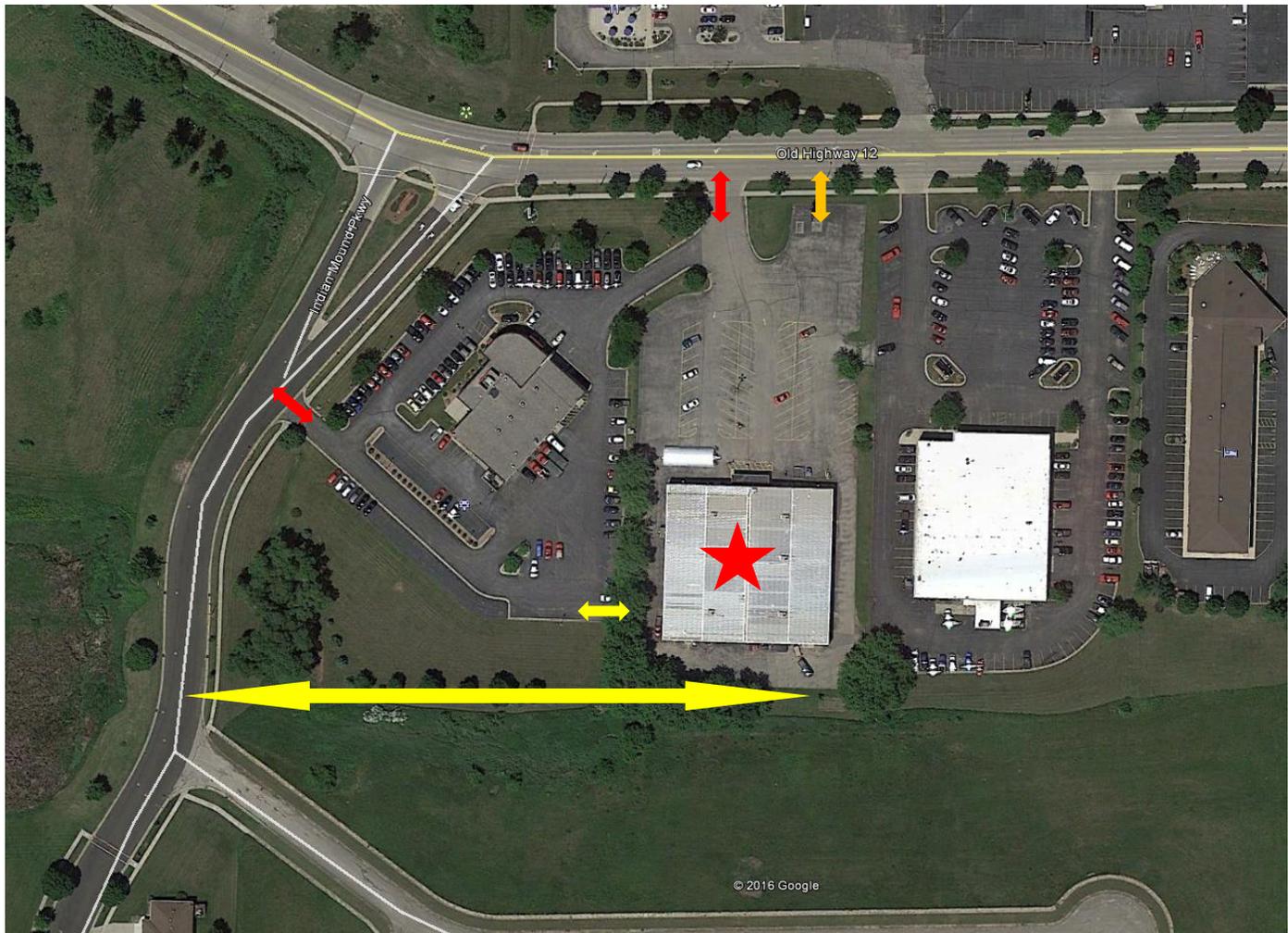
**Piggly Wiggly** - 1 Facility - 21,000 square feet - 1.41% Market Share

The average weekly sales for the chain are \$175,000 or \$8.33 per square foot

**Aldi** - 1 Facility - 16,200 square feet - 0.84% Market Share

The average weekly sales for the chain are \$145,000 or \$8.95 per square foot

## Aerial Site 1000

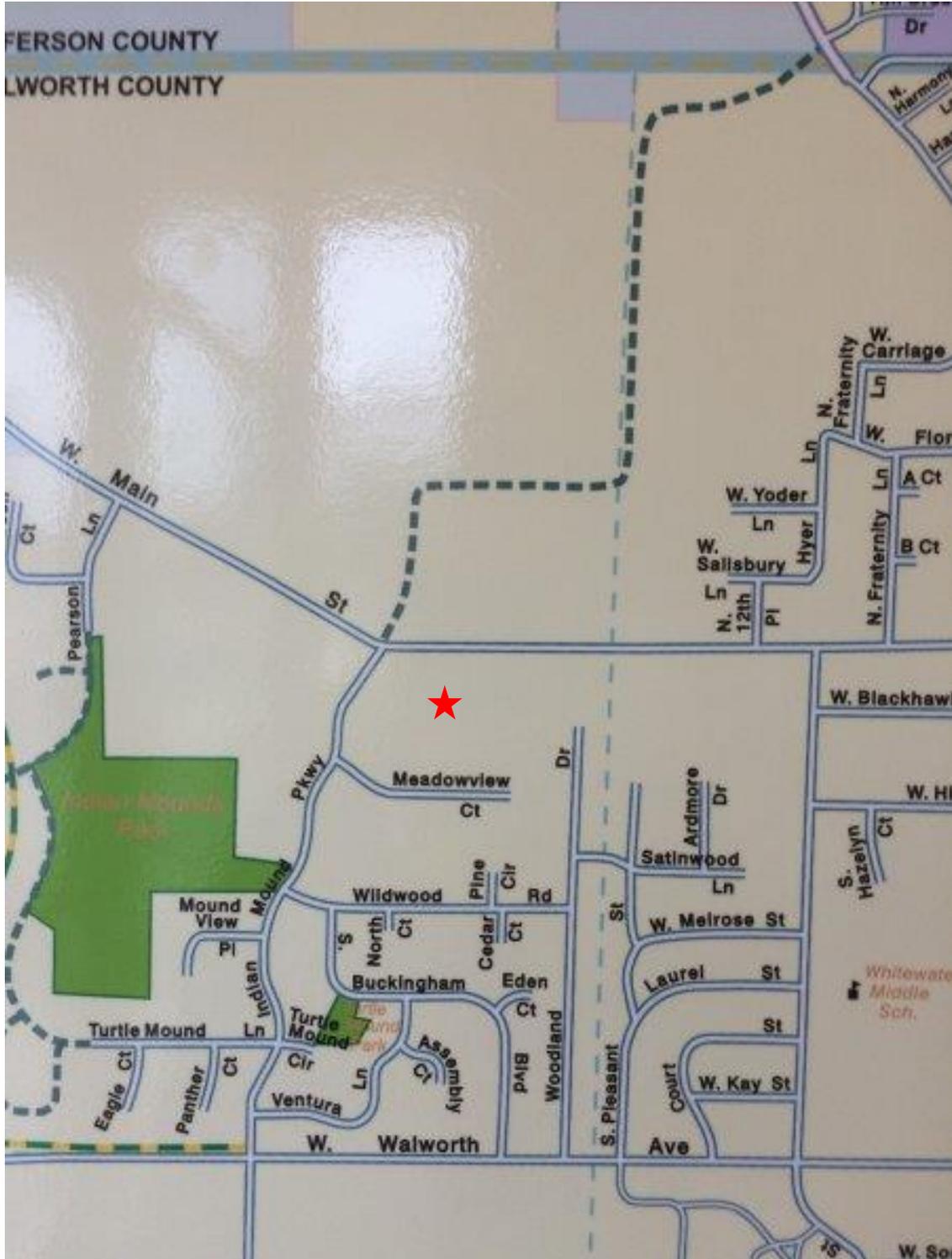


There is only one curb cut and it is a common entrance/exit with the car dealership. The site now will need a shared back entrance/exit with the car dealer to enhance the traffic flow.

This property needs a back entrance to parking lot. A food store requires easy ingress/egress to efficiently handle the customer flow from highway to and from the parking lot.

A second curb cut to Old Highway 12, shown by orange arrow, would also facilitate improved ingress/egress.

## Site 1000 - True Value



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### Evaluation Site 1000

<b>Total Area</b>	5,700 sq. ft. of total building - 4,000 sq. ft. selling area
<b>Parking</b>	Average
<b>Co-Tenants</b>	Site is sandwiched between Zingg Chrysler Plymouth-Dodge to the west and Zingg Buick GMC to the east.
<b>Grade of Lot</b>	Existing building with paved parking lot.
<b>Current Land Use</b>	Winchester True Value
<b>Adjacent Land Use</b>	Commercial
<b>Street Conditions</b>	Old Highway 12: 4-lanes at entrance/exit with 25 MPH east and 35 MPH west
<b>Traffic Counts</b>	Old Highway 12: 5,400 east & 2,900 west June 2015 Indian Mound Parkway: 3,200 June 2015
<b>Traffic Controls</b>	Signal at intersection of Old Highway 12 & Elizabeth Street.
<b>Traffic Flow</b>	East/West
<b>Visibility</b>	Building has Below Average visibility from Old Highway 12.
<b>Accessibility</b>	Above Average
<b>Ingress/Egress</b>	Below Average - Only one common entrance/exit shared with car dealer.
<b>Transient Exposure</b>	Average - Pylon sign helps capture transients attention. Facility is not visible from street until you are at the parking lot entrance.
<b>Pros</b>	Near the Walmart Supercenter which is the major retail player inside the trade area.
<b>Cons</b>	Limited visibility and Below Average ingress/egress.



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## Site 1000 Ground Photos



### Site 1000 Ground Photos



## Site 1000 Ground Photos



## Site 1000 Ground Photos



## Site 1000 Ground Photos



**Site 1000 Ground Photos**



### Site 1000 Ground Photos



## Aerial Site 2000





## Evaluation Site 2000

<b>Total Area</b>	20,000 sq. ft. total building - 14,000 sq. ft. retail selling area 30,000 sq. ft. total building - 21000 sq. ft. retail selling area
<b>Parking</b>	Above Average
<b>Co-Tenants</b>	Site is east of Walmart Supercenter.
<b>Grade of Lot</b>	Existing building with paved parking lot.
<b>Current Land Use</b>	Shuttered Sentry
<b>Adjacent Land Use</b>	Commercial
<b>Street Conditions</b>	Old Highway 12: 4-lanes at entrance/exit with 25 MPH east and 35 MPH west
<b>Traffic Counts</b>	Old Highway 12: 5,400 June 2015
<b>Traffic Controls</b>	Signal at intersection of Old Highway 12 & Elizabeth Street.
<b>Traffic Flow</b>	East/West
<b>Visibility</b>	Building has Below Average visibility from Old Highway 12.
<b>Accessibility</b>	Above Average
<b>Ingress/Egress</b>	Average
<b>Transient Exposure</b>	Average - Pylon sign helps capture transients attention. Facility is not visible from street until you are at the parking lot entrance.
<b>Pros</b>	The Walmart Supercenter which is the major retail player inside the trade area shares the shopping center with this prospective site.
<b>Cons</b>	Limited visibility as trees block visibility from the east.



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## Site 2000 Ground Photos



### Site 2000 Ground Photos



## Site 2000 Ground Photos



## Site 2000 Ground Photos



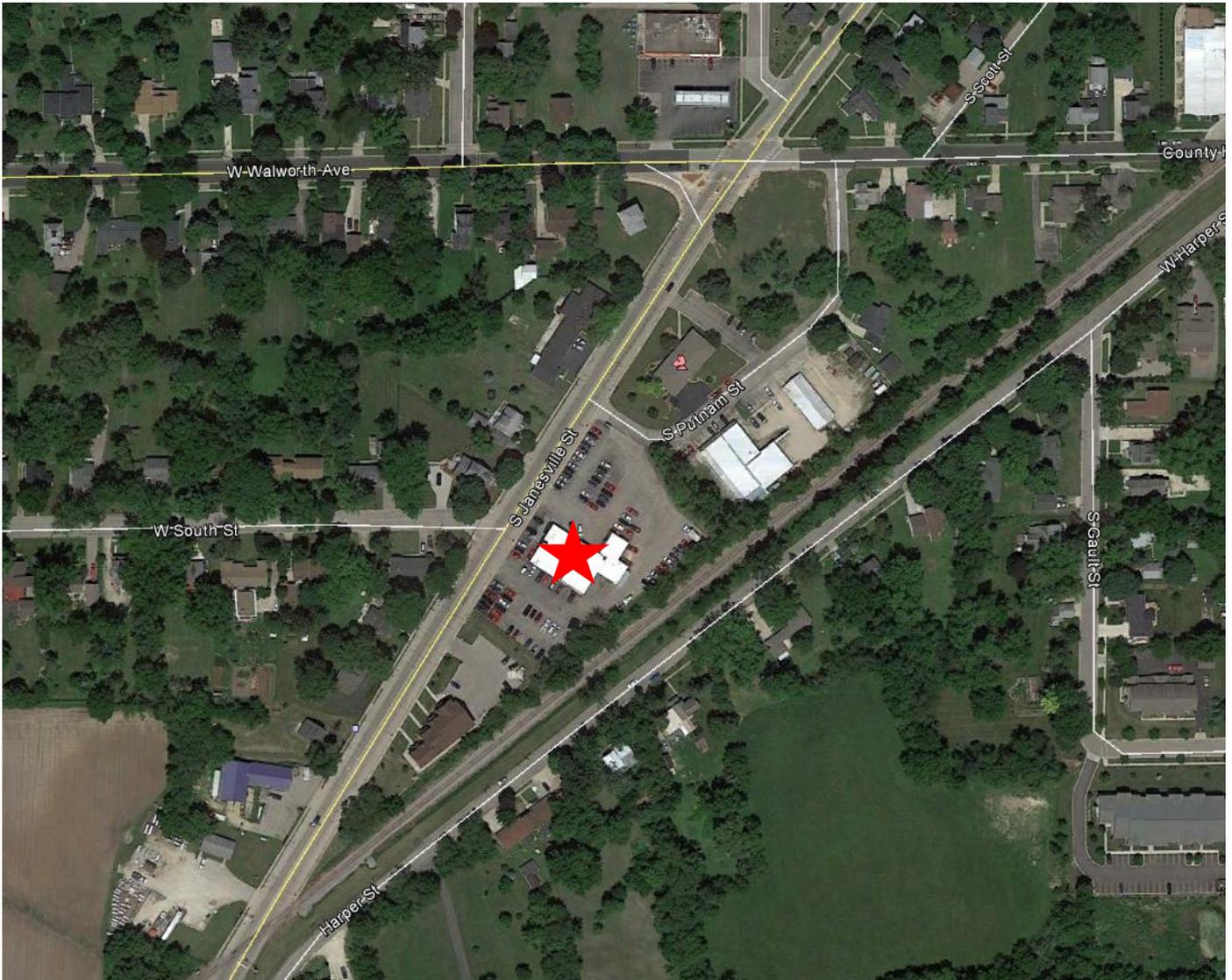
## Site 2000 Ground Photos



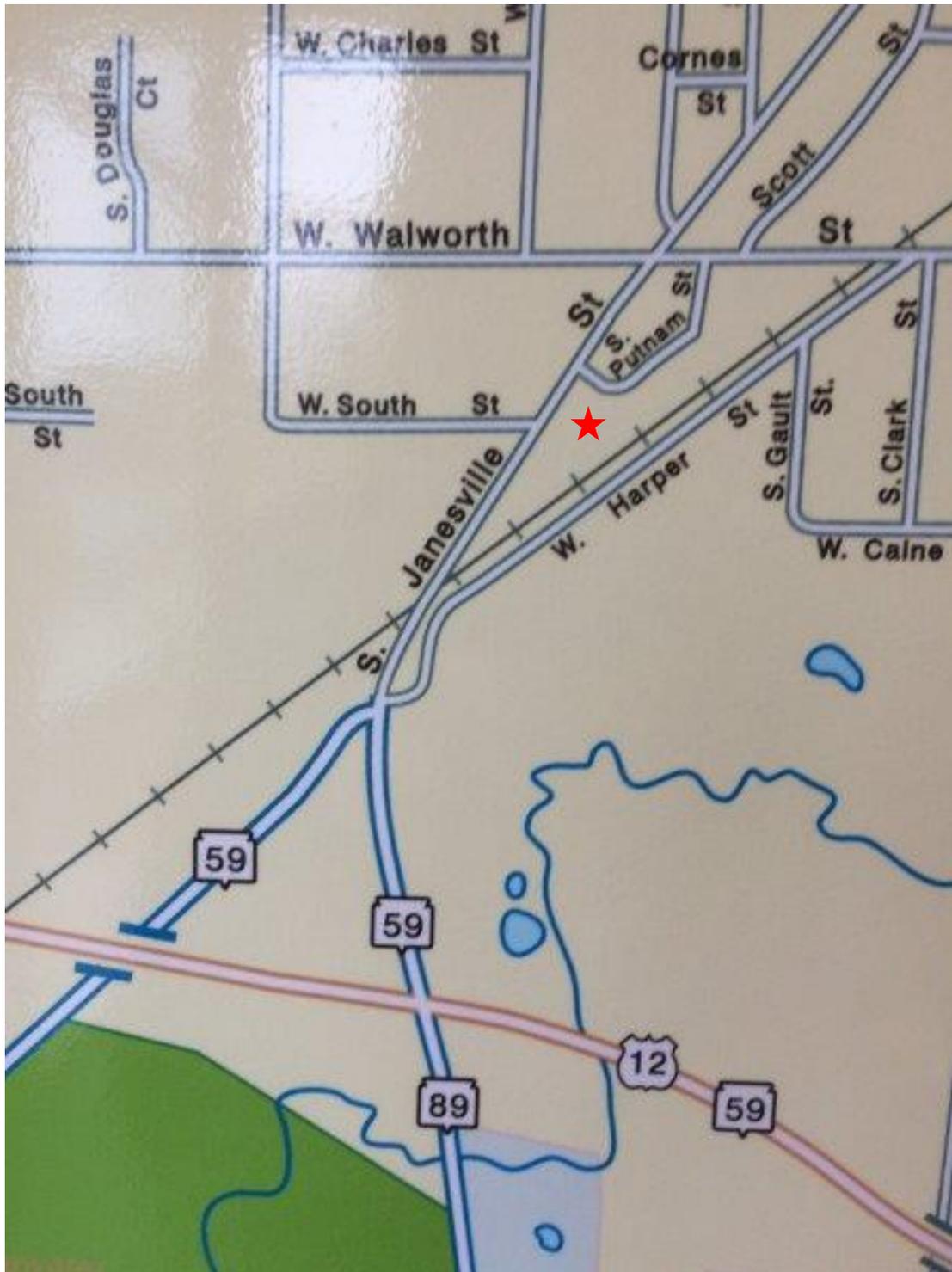
## Site 2000 Ground Photos



## Aerial Site 3000



## Site 3000 - Chevrolet Dealership Property



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**Evaluation**  
**Site 3000 - Chevrolet Dealership property**  
**563 South Janesville Street**

<b>Total Area</b>	8,800 square foot assumed 6,600 sq. ft. of retail space.
<b>Parking</b>	Average
<b>Co-Tenants</b>	Near BP Five Points
<b>Grade of Lot</b>	Existing Building
<b>Current Land Use</b>	Burtness Chevrolet Dealer
<b>Adjacent Land Use</b>	Commercial/Medical
<b>Street Conditions</b>	South Janesville Street: 2-lanes, 35 MPH West South Street: 2-lanes 25 MPH South Putnam Street: 2-lanes 25 MPH
<b>Traffic Counts</b>	South Janesville Street: 4,700 June 2015
<b>Traffic Controls</b>	Stop signs on Putnam and South Street at South Janesville Street
<b>Traffic Flow</b>	North/South
<b>Visibility</b>	Average
<b>Accessibility</b>	Average
<b>Ingress/Egress</b>	Average
<b>Transient Exposure</b>	Above Average
<b>Pros</b>	Neighborhood location with rural draw from south
<b>Cons</b>	Secondary arterial and location removed from population core.



### Site 3000 Ground Photos



**Site 3000 Ground Photos**



## Site 3000 Ground Photos



## Aerial Site 4000



## Site 4000 - Ford Dealership Property



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## Evaluation Site 4000- Ford Dealership property

<b>Total Area</b>	9,280 sq. ft. with assumed 6,900 sq. ft. of retail space.
<b>Parking</b>	Above Average including city lot near site.
<b>Co-Tenants</b>	1 block north of Central Business District
<b>Grade of Lot</b>	Existing building.
<b>Current Land Use</b>	Ketterhagen Ford Dealership
<b>Adjacent Land Use</b>	Commercial/Residential
<b>Street Conditions</b>	North Street: 2-lanes, 25 MPH 1 <sup>st</sup> Street: 2-lanes 25MPH Main Street: 2-lanes one block south of site
<b>Traffic Counts AADT 2010 Map</b>	North Street: 2,800 west - 2,600 east May 2009 Main Street: 8,000 June 2015
<b>Traffic Controls</b>	Stop sign on 1 <sup>st</sup> at Main Street and on 1 <sup>st</sup> at North Street
<b>Traffic Flow</b>	East/West
<b>Visibility</b>	Below Average
<b>Accessibility</b>	Above Average
<b>Ingress/Egress</b>	Average
<b>Transient Exposure</b>	Below Average
<b>Pros</b>	Central Business District
<b>Cons</b>	Small property size and sloped terrain .



### Site 4000 Ground Photos



**Site 4000 Ground Photos**



**Site 4000 Ground Photos**



**Site 4000 Ground Photos**



## Site 4000 Ground Photos



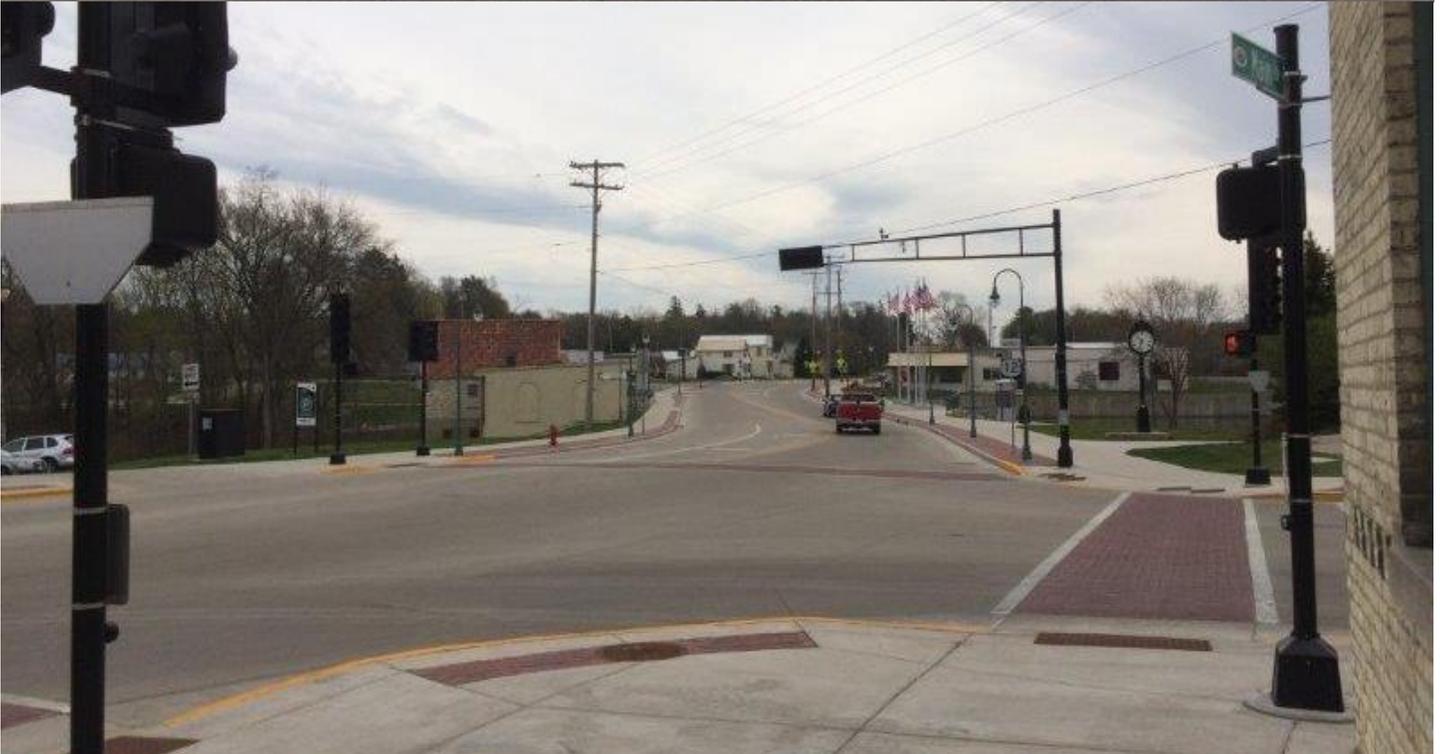
## Site 4000 Ground Photos



## Site 4000 Ground Photos



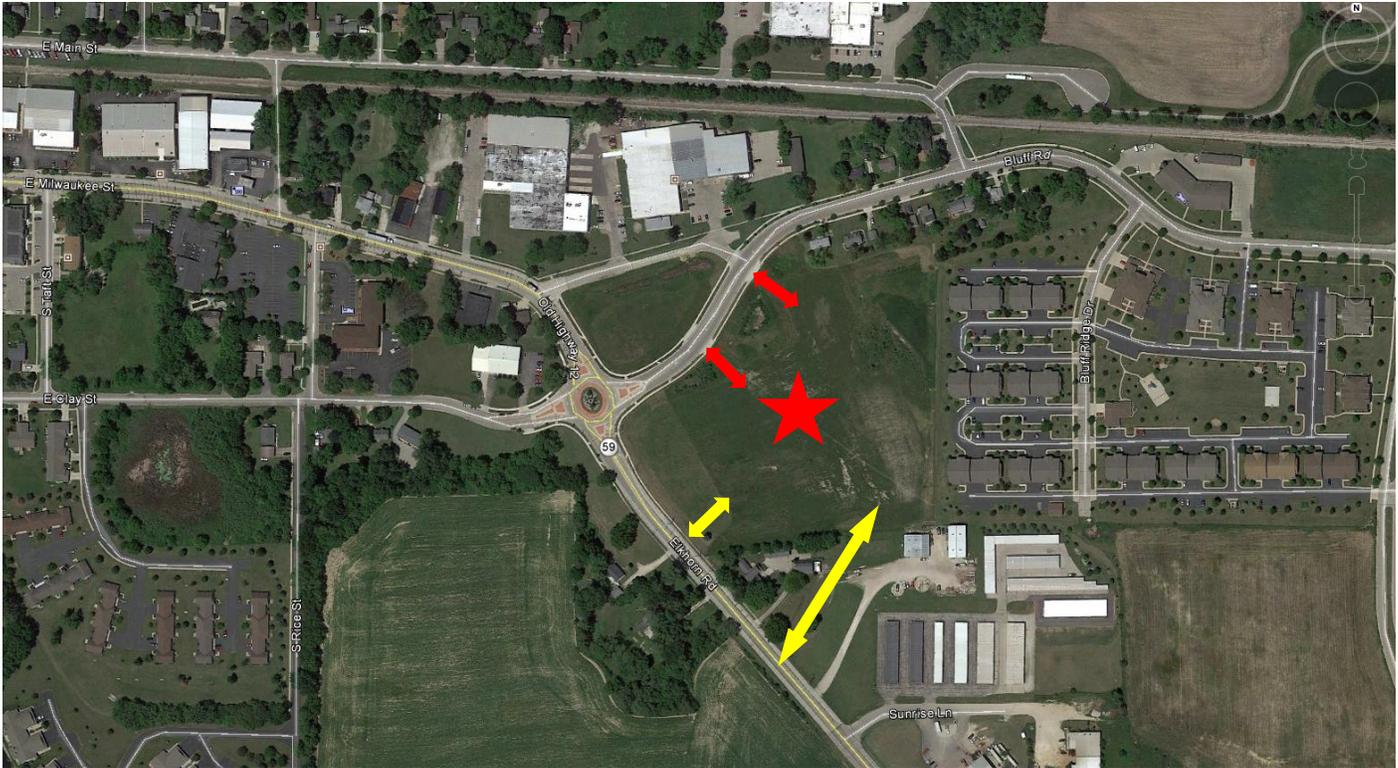
## Site 4000 Ground Photos



### Site 4000 Ground Photos



## Aerial Site 5000



Red Arrows are existing curb cuts.

This site needs a third ingress/egress point shown by yellow arrows.

Either on north side of House or south of house.

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## Site 5000



## Evaluation Site 5000

<b>Total Area Tested</b>	20,000 square foot - 30,000 square foot
<b>Parking</b>	Assumed Excellent
<b>Co-Tenants</b>	Unknown – room for adjacent retail
<b>Grade of Lot</b>	Site preparation needed
<b>Current Land Use</b>	Ready to develop
<b>Adjacent Land Use</b>	Commercial/Residential
<b>Street Conditions</b>	Elkhorn Bus Hwy 12: 2-lanes 25 MPH at site Bluff Road: 2-lanes 25 MPH at site Clay Street: 2-lanes 25 MPH at site
<b>Traffic Counts</b>	Bus Hwy 12: – 7,200 west & 4,500 east June 2015 Bluff Road: 1,200 May 2012
<b>Traffic Controls</b>	Roundabout connects Hwy 12, Bluff Road and Clay Street.
<b>Traffic Flow</b>	East/West on Bus Hwy 12
<b>Visibility</b>	Above Average
<b>Accessibility</b>	Above Average
<b>Ingress/Egress</b>	Below Average – Property needs direct access from Hwy 12 at or before house and barn which blocks visibility from west bound motorists. Traffic at times is tricky to navigate as the roundabout is small in size and complicates turns to the two entrance points that are only on Bluff Road. Entrance from Sunrise Lane or at the Tannis Construction driveway. House and barns should be removed for visibility.
<b>Transient Exposure</b>	Average
<b>Pros</b>	Business park is north of site and workers could most easily frequent the deli/bakery during lunch time breaks.
<b>Cons</b>	Limited, but growing population base near site. West side residents need to travel across town at 25 MPH to access store.

## Site 5000 Ground Photos



## Site 5000 Ground Photos



## Site 5000 Ground Photos



## Site 5000 Ground Photos



### Site 5000 Ground Photos



### Site 5000 Ground Photos



**Site 5000 Ground Photos**



**Site 5000 Ground Photos**



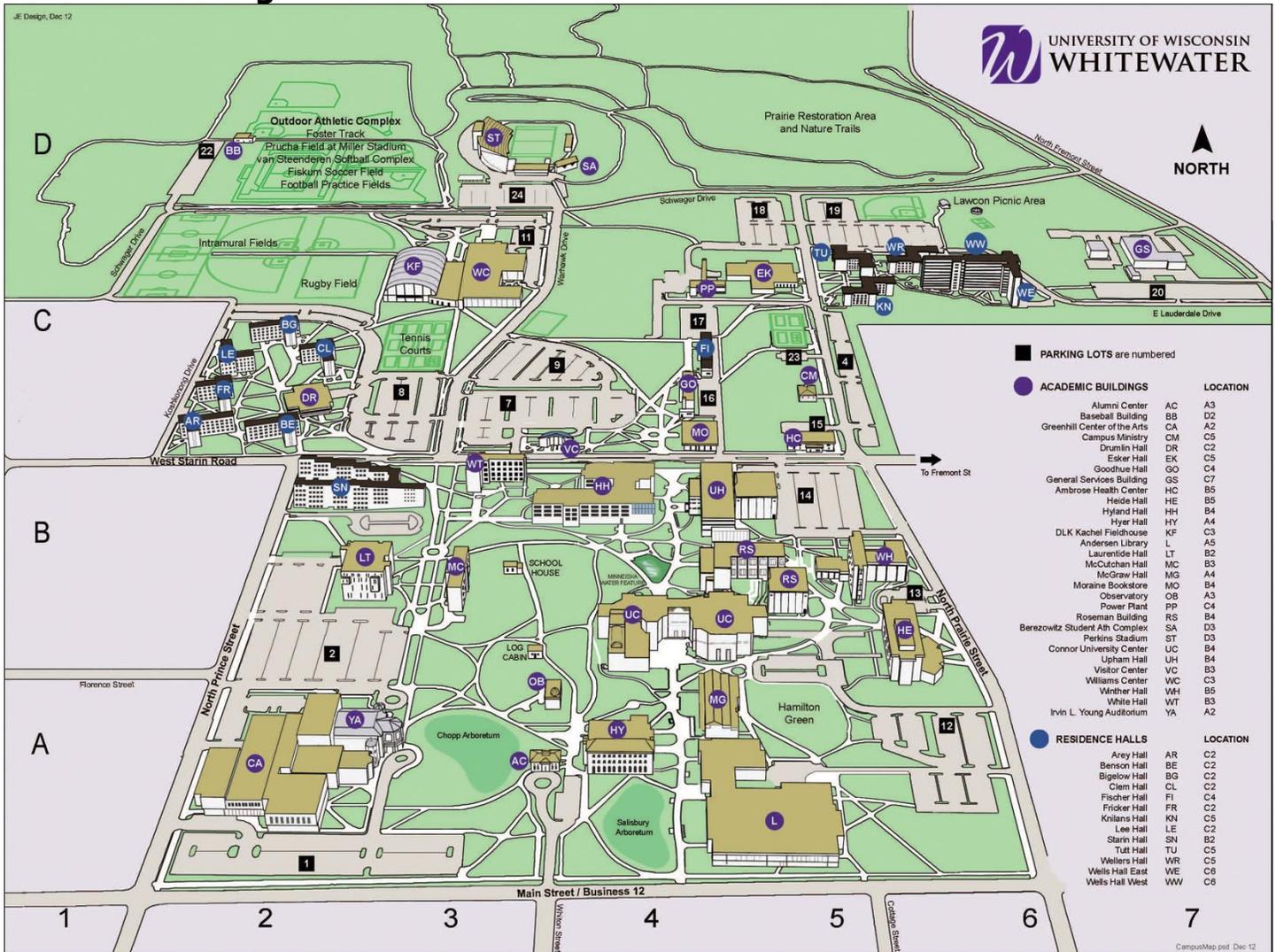
### Site 5000 Ground Photos



### Site 5000 Ground Photos



# Student Housing



The student resident halls are highlighted in the blue dots and are located with the exception of one hall (Fischer Hall) is clusters in the NE (D5/6 on map) and on the western edge (C2).

Whitewater has many off campus student residents ranging from apartment complexes to single family homes. Most units are privately owned and are close to the campus. The new University owned housing is currently on hold as the State has placed a moratorium on any new construction.

One new private new unit is under construction right next to campus on Main Street.



### Student Housing: 4,001 living in the halls as of April 2016

There are a variety of housing types including the traditional double loaded corridor (10 halls), a ten-story high rise hall that houses 1,200, a suite style residence hall, and two off campus apartment building which are leased from private landlords.

The traditional halls house between 225 and 260 students each. There are 446 students in the suite style hall and 450 in the combined two buildings off campus.

specific information about each hall on our website: <http://www.uww.edu/housing/residencehalls/hall-tours>

Recent Renovated halls. Arey and Fricker.

As far as kitchen facilities go, all of the traditional halls (which includes the high rise) have a community kitchen located in the basement of the hall. students in these halls utilize the dining halls purchasing meal plans and using the kitchen for supplementary purposes.

Students in the suite style and off campus apartments have kitchens in each unit and are not required to purchase meal plans. We are about to begin the process for a new residence hall which will house approximately 450 students. It will be a modified double loaded corridor, with shared bathrooms for a smaller number of student rooms. Kitchen facilities will not be included in each unit.

Please keep in mind that the state process for building will take us at least 3½ years before we are able to move students in.

Here is a link to the locations of the residence halls. <http://www.uww.edu/campus-info/map-and-directions> We have six clustered together on the west side of campus. The suite style hall and off campus apartments are located on that side as well. Fischer Hall is centrally located and the remainder of the halls are located on the east side of campus. University Housing

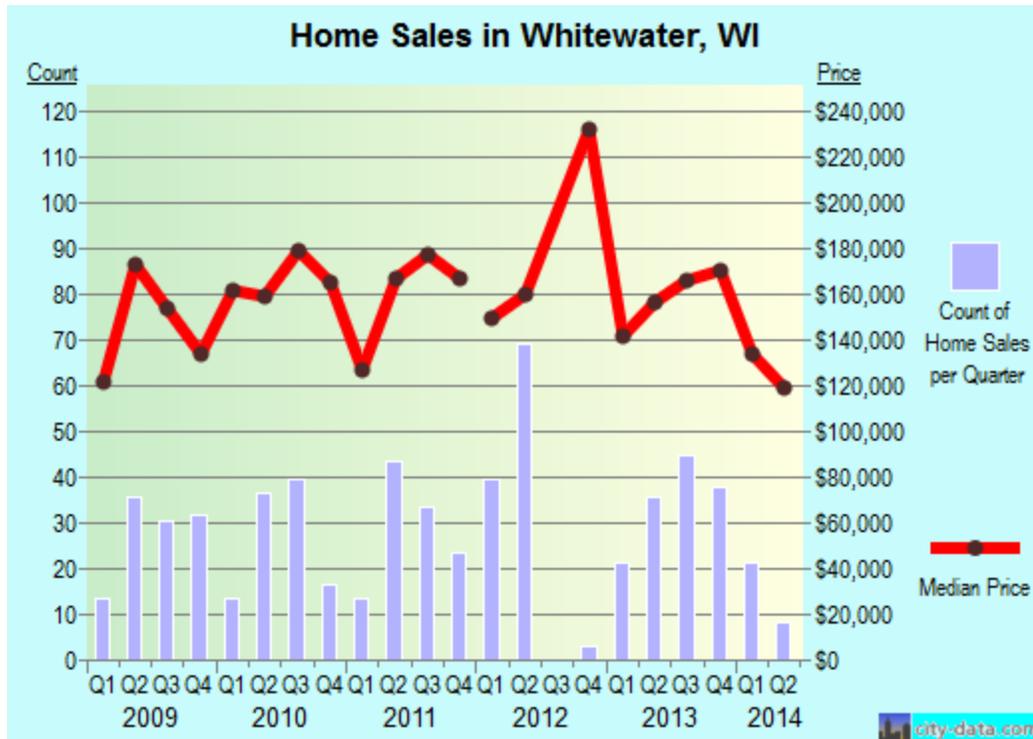
**Perkins Marketing Company**

1017 Whittier Court – Northfield, MN 55057 – 507-645-7537

[www.perkinsmarketing.com](http://www.perkinsmarketing.com)

## Residential Building Permits

- Ancestries: **German** (32.0%), **Irish** (11.3%), **Polish** (7.8%), **English** (6.9%), **Norwegian** (4.5%), **Swedish** (2.7%).
- **Incorporated in 1885**
- **Elevation: 840 feet**
- **Land area: 6.99 square miles.**



### Single-family new house construction building permits:

- 2000: 21 buildings, average cost: \$108,100
- 2001: 17 buildings, average cost: \$121,200
- 2002: 23 buildings, average cost: \$132,700
- 2003: 26 buildings, average cost: \$144,200
- 2004: 40 buildings, average cost: \$120,700
- 2005: 50 buildings, average cost: \$130,500
- 2006: 32 buildings, average cost: \$183,900
- 2007: 10 buildings, average cost: \$186,700
- 2008: 5 buildings, average cost: \$208,400
- 2009: 3 buildings, average cost: \$126,000
- 2010: 7 buildings, average cost: \$194,900
- 2012: 6 buildings, average cost: \$123,300
- Read more: <http://www.city-data.com/city/Whitewater-Wisconsin.html#ixzz47Ey5oP8Q>

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## Reports

### CURRENT MARKET SIMULATION - APRIL 2016 WHITEWATER, WISCONSIN

Trade Area	Apr 2016
Population	21,941
Potential	866,639
Facility Volume	733,500
Float Amount	133,139
Float Percent	15.36%
P.C.E.	39.50

### STORES IN OPERATION

Facility Map Key	Name	---Apr 2016 --- Volume	/SqFt	Total Area	Draw	Image
1	Walmart Supctr	470,000	10.85	43,300	85	114
2	Jim and Judy's	40,000	6.56	6,100	80	58
3	Festival	495,000	10.31	48,000	20	110
4	Pick 'n Save	340,000	7.46	45,600	10	90
5	Piggly Wiggly	175,000	8.33	21,000	7	95
6	Walmart Supctr	740,000	11.38	65,000	5	126
7	Festival	550,000	7.14	77,000	5	82
8	Woodman's	1,700,000	11.68	145,600	5	126
9	Aldi	145,000	8.95	16,200	5	99
Total		4,655,000		467,800		
Average		517,222	9.95	51,978		100

### CHAIN SUMMARY

Chain Avg Market Name	# of Facs	Volume	Average	Size	-----Chain Total-----				Vol/ Share
					Average	SqFt	Image	Share	
Walmart Supctr	2	1,210,000	605,000	108,300	54,150	11.17	120	50.37	
Festival	2	1,045,000	522,500	125,000	62,500	8.36	96	14.60	
Woodmans	1	1,700,000	1,700,000	145,600	145,600	11.68	126	9.81	
Pick 'n Save	1	340,000	340,000	45,600	45,600	7.46	90	3.92	
Jim and Judy's	1	40,000	40,000	6,100	6,100	6.56	58	3.69	
Piggly Wiggly	1	175,000	175,000	21,000	21,000	8.33	95	1.41	
Aldi	1	145,000	145,000	16,200	16,200	8.95	99	.84	
Totals	9	4,655,000		467,800				84.64	
Averages			517,222		51,978	9.95			

**SECTOR SUMMARY**

Sector Map Key	-----Apr 2016-----		Potential	-----Float-----	
	Population	PCE		Percent	Amount
1	525	51.10	26,827	13.49	3,620
2	3,363	19.20	64,570	14.06	9,079
3	460	50.00	23,000	14.36	3,302
4	489	50.79	24,836	15.32	3,806
5	1,251	49.11	61,437	17.07	10,488
6	1,043	49.59	51,722	17.27	8,933
7	672	50.45	33,902	19.25	6,526
8	936	50.99	47,727	22.47	10,724
9	311	50.75	15,783	20.00	3,157
10	905	48.38	43,784	14.90	6,523
11	874	48.38	42,284	14.66	6,197
12	755	48.44	36,572	14.54	5,319
13	534	49.28	26,316	14.32	3,767
14	728	38.46	27,999	14.37	4,024
15	624	49.10	30,638	14.26	4,369
16	1,100	38.84	42,724	14.16	6,050
17	2,649	19.10	50,596	14.15	7,157
18	1,193	39.15	46,706	13.89	6,488
19	767	38.98	29,898	14.07	4,208
20	1,244	50.21	62,461	13.90	8,685
21	471	50.48	23,776	14.74	3,505
22	639	49.84	31,848	13.48	4,293
23	408	52.04	21,232	13.75	2,919
Total	21,941		866,639		133,139
Average		39.50		15.36	

**FACILITY MARKET SHARES BY SECTOR**

Apr 2016	1	2	3	4	5	6	7
Facility Sector	Walmart --M.S.--	Jim and --M.S.--	Festival --M.S.--	Pick 'n --M.S.--	Piggly W --M.S.--	Walmart --M.S.--	Festival --M.S.--
1	28.97	.00	26.59	11.33	2.00	4.33	3.15
2	64.26	.00	9.16	3.28	.79	2.03	1.49
3	29.10	.02	33.46	12.48	.84	2.31	1.72
4	38.20	.31	23.78	7.66	.99	3.20	2.41
5	25.14	26.74	14.71	4.83	.53	2.46	1.92
6	24.26	29.22	13.07	4.18	.53	2.55	2.00
7	8.68	.85	15.47	3.95	2.29	11.06	8.54
8	8.42	.02	7.16	1.95	3.06	13.06	9.86
9	31.69	.17	13.39	3.91	1.86	6.72	5.05
10	54.72	.05	12.01	3.89	1.05	3.16	2.35
11	58.88	.02	9.63	3.18	1.04	2.99	2.21
12	60.31	.02	10.17	3.43	.90	2.53	1.87
13	63.11	.01	9.13	3.15	.83	2.26	1.67
14	62.74	.01	8.56	2.92	.91	2.51	1.85
15	63.30	.01	7.60	2.61	1.01	2.69	1.98
16	64.96	.00	7.73	2.70	.87	2.30	1.69
17	64.67	.01	8.59	3.03	.80	2.11	1.55
18	66.58	.00	7.68	2.79	.80	2.00	1.46
19	65.05	.00	7.20	2.53	.95	2.46	1.80
20	63.97	.00	7.33	2.65	1.09	2.68	1.96
21	33.88	.00	7.94	2.55	3.06	9.05	6.64
22	28.65	.00	14.54	5.93	4.06	8.29	5.95
23	6.86	.00	5.27	1.93	7.00	16.21	11.55
Total	46.10	3.69	11.42	3.92	1.41	4.27	3.17

**FACILITY MARKET SHARES BY SECTOR**

Apr 2016	8	9	
Facility	Woodman'	Aldi	Total
Sector	--M.S.--	--M.S.--	--M.S.--
1	9.36	.79	86.51
2	4.54	.38	85.94
3	5.27	.43	85.64
4	7.51	.61	84.68
5	6.13	.48	82.93
6	6.41	.50	82.73
7	27.65	2.27	80.75
8	31.28	2.72	77.53
9	15.87	1.34	80.00
10	7.26	.61	85.10
11	6.81	.58	85.34
12	5.75	.48	85.46
13	5.09	.43	85.68
14	5.65	.48	85.63
15	6.03	.52	85.74
16	5.14	.44	85.84
17	4.71	.40	85.85
18	4.43	.38	86.11
19	5.46	.47	85.93
20	5.90	.51	86.10
21	20.33	1.80	85.26
22	17.56	1.54	86.52
23	34.24	3.19	86.25
Total	9.81	.84	84.64

## PROJECTED MARKETPLACE WHITEWATER, WISCONSIN - APRIL 2018

Trade Area	Apr 2016	Apr 2018	% Change
Population	21,941	22,183	1.10
Potential	866,639	875,651	1.04
Facility Volume	733,500	741,202	1.05
Float Amount	133,139	134,449	.98
Float Percent	15.36	15.35	
P.C.E.	39.50	39.47	-.06

### SCENARIO 1 MEIJER OPENS MAP KEY 100 IN JANESVILLE TRUE VALUE REMERCHANDISES TO OFFER 5,700 SF OF FOOD ITEMS

Facility Map Key	Name	Forecast		Current		T.A. Diff.	%	Fcst Total Area	Draw	Image
		---Apr 2018 --- Volume	/SqFt	----Apr 2016 ---- Volume	/SqFt					
1	Walmart Supctr	465,980	10.76	470,000	10.85	-4,020	-1	43,300	85	114
2	Jim and Judy's	38,976	6.39	40,000	6.56	-1,024	-3	6,100	80	58
3	Festival	472,845	9.85	495,000	10.31	-22,155	-4	48,000	20	110
4	Pick 'n Save	338,585	7.43	340,000	7.46	-1,415	0	45,600	10	90
5	Piggly Wiggly	174,009	8.29	175,000	8.33	-991	-1	21,000	7	95
6	Walmart Supctr	736,912	11.34	740,000	11.38	-3,088	0	65,000	5	126
7	Festival	547,709	7.11	550,000	7.14	-2,291	0	77,000	5	82
8	Woodman's	1,692,903	11.63	1,700,000	11.68	-7,097	0	145,600	5	126
9	Aldi	144,384	8.91	145,000	8.95	-616	0	16,200	5	99
100	Meijer	719,531	9.59	0	0.00	35,977	0	75,000	5	115
1000	True Value	16,025	2.81	0	0.00	14,422	0	5,700	90	50
Totals		5,347,859		4,655,000		7,702				
Averages		486,169	9.75	517,222	9.95			49,864		97

The low draw for forecast volumes is 85

\* Forecast total includes low draw stores whose volumes are not shown.

### THREE-YEAR GROWTH

Facility Map Key = 1000

Apr 2018

#### Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	16,025	4.01	2.81	1.65%	10%
2nd Year (2019)	16,591	4.15	2.91	1.70%	10%
3rd Year (2020)	17,162	4.29	3.01	1.75%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Walmart Supctr	2	1,202,892	601,446	108,300	54,150	11.11	120	49.04	-7,108	-1.33
Jim and Judy's	1	38,976	38,976	6,100	6,100	6.39	58	3.54	-1,024	-.15
Festival	2	1,020,554	510,277	125,000	62,500	8.16	96	11.65	-24,446	-2.94
Pick 'n Save	1	338,585	338,585	45,600	45,600	7.43	90	3.72	-1,415	-.20
Piggly Wiggly	1	174,009	174,009	21,000	21,000	8.29	95	1.29	-991	-.13
Woodmans	1	1,692,903	1,692,903	145,600	145,600	11.63	126	8.90	-7,097	-.91
Aldi	1	144,384	144,384	16,200	16,200	8.91	99	.76	-616	-.08
Meijer	1	719,531	719,531	75,000	75,000	9.59	115	4.11	35,977	4.11
True Value	1	16,025	16,025	5,700	5,700	2.81	50	1.65	14,422	1.65
Totals	11	5,347,859		548,500				84.65		
Averages			486,169		49,864	9.75				

**STORE VOLUME BY SECTOR**

Facility Map Key = 1000  
Market Share Cutoff = 1

Apr 2018

Draw = 90

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
2	2.59	1,694	3,404	65,357	14.06	.92	45,597
10	1.31	590	928	44,897	14.90	2.53	48,781
11	1.75	732	862	41,704	14.66	1.98	48,781
12	1.88	689	758	36,718	14.54	1.79	42,184
13	2.30	614	542	26,710	14.32	1.31	41,627
14	2.29	648	736	28,307	14.37	1.38	17,990
15	2.61	806	628	30,835	14.26	1.12	52,118
16	2.76	1,191	1,110	43,112	14.16	.91	12,394
17	2.61	1,337	2,686	51,303	14.15	.96	17,841
18	3.06	1,479	1,234	48,311	13.89	.43	13,478
19	3.08	926	772	30,093	14.07	.68	42,202
20	3.56	2,250	1,258	63,164	13.90	.33	58,835
Sub Total	2.54	12,956	14,918	510,508	14.24		
Other Sectors	.40	1,467	7,265	365,143	16.91		
TA Total	1.65	14,422	22,183	875,651	15.35		
Outside TA		1,602					
Sales Forecast		16,025					

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**SCENARIO 2A  
MEIJER OPENS MAP KEY 100 IN JANESVILLE  
SUPERMARKET OPENS IN OLD SENTRY MAP KEY 2000  
WITH 20,000 SF TOTAL AREA AND 14,000 SF SELLING AREA**

Facility Map Key	Name	Forecast ---Apr 2018 ---		Current ----Apr 2016 ----		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Walmart Supctr			470,000	10.85	-72,979	-16	43,300	85	114
2	Jim and Judy's			40,000	6.56	-3,502	-9	6,100	80	58
3	Festival			495,000	10.31	-32,505	-7	48,000	20	110
4	Pick 'n Save			340,000	7.46	-5,804	-2	45,600	10	90
5	Piggly Wiggly			175,000	8.33	-2,263	-1	21,000	7	95
6	Walmart Supctr			740,000	11.38	-6,636	-1	65,000	5	126
7	Festival			550,000	7.14	-4,915	-1	77,000	5	82
8	Woodman's			1,700,000	11.68	-15,137	-1	145,600	5	126
9	Aldi			145,000	8.95	-1,297	-1	16,200	5	99
100	Meijer			0	0.00	32,205	0	75,000	5	115
2000	Old Sentry	133,930	6.70	0	0.00	120,537	0	20,000	90	100
Totals		* 5,287,984		4,655,000		7,702				
Averages		480,726	9.40	517,222	9.95			51,164		101

The low draw for forecast volumes is 85

\* Forecast total includes low draw stores whose volumes are not shown.

**THREE-YEAR GROWTH**

Facility Map Key = 2000

Apr 2018

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	133,930	9.57	6.70	13.77%	10%
2nd Year (2019)	137,933	9.85	6.90	14.10%	10%
3rd Year (2020)	141,936	10.14	7.10	14.44%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total----- Volume	Average	Size	Average	Vol/ SqFt	Avg Image	Market Share	-----Change----- Volume	MktShr
*Walmart Supctr	2	1,130,384	565,192	108,300	54,150	10.44	120	40.76	-79,616	-9.61
*Jim and Judy's	1	36,498	36,498	6,100	6,100	5.98	58	3.25	-3,502	-.44
*Festival	2	1,007,580	503,790	125,000	62,500	8.06	96	10.17	-37,420	-4.42
*Pick 'n Save	1	334,196	334,196	45,600	45,600	7.33	90	3.22	-5,804	-.70
*Piggly Wiggly	1	172,737	172,737	21,000	21,000	8.23	95	1.14	-2,263	-.27
*Woodmans	1	1,684,863	1,684,863	145,600	145,600	11.57	126	7.98	-15,137	-1.83
*Aldi	1	143,703	143,703	16,200	16,200	8.87	99	.68	-1,297	-.16
*Meijer	1	644,093	644,093	75,000	75,000	8.59	115	3.68	32,205	3.68
Old Sentry	1	133,930	133,930	20,000	20,000	6.70	100	13.77	120,537	13.77
Totals	11	5,287,983		562,800				84.65		
Averages			480,726		51,164	9.40				

**STORE VOLUME BY SECTOR**Facility Map Key = 2000  
Market Share Cutoff = 1

Apr 2018

Draw = 90

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
1	8.35	2,355	552	28,207	13.49	2.51	73,592
2	19.87	12,987	3,404	65,357	14.06	.61	45,597
3	8.88	2,113	476	23,800	14.36	3.03	71,409
4	11.11	2,822	500	25,395	15.32	3.54	68,884
5	7.09	4,402	1,264	62,075	17.07	8.57	51,268
6	6.77	3,471	1,034	51,276	17.27	8.90	51,937
7	1.99	674	670	33,802	19.25	7.55	81,667
8	1.94	925	936	47,727	22.47	6.41	67,008
9	8.43	1,386	324	16,443	20.00	4.34	79,455
10	16.03	7,195	928	44,897	14.90	2.29	48,781
11	17.49	7,292	862	41,704	14.66	1.78	48,781
12	18.20	6,681	758	36,718	14.54	1.52	42,184
13	19.35	5,169	542	26,710	14.32	1.03	41,627
14	19.08	5,400	736	28,307	14.37	1.17	17,990
15	19.18	5,915	628	30,835	14.26	1.00	52,118
16	20.00	8,623	1,110	43,112	14.16	.70	12,394
17	20.02	10,271	2,686	51,303	14.15	.67	17,841
18	20.57	9,936	1,234	48,311	13.89	.13	13,478
19	19.87	5,980	772	30,093	14.07	.60	42,202
20	19.06	12,039	1,258	63,164	13.90	.55	58,835
21	9.07	2,106	460	23,221	14.74	3.27	77,465
22	7.74	2,443	633	31,549	13.48	2.64	46,982
23	1.62	351	416	21,649	13.75	4.62	71,613
Sub Total	13.77	120,537	22,183	875,651	15.35		
Other Sectors	.00	0	0	0	.00		
TA Total	13.77	120,537	22,183	875,651	15.35		
Outside TA		13,393					
Sales Forecast		133,930					

**SCENARIO 2B  
MEIJER OPENS MAP KEY 100 IN JANESVILLE  
SUPERMARKET OPENS IN OLD SENTRY MAP KEY 2000  
WITH 30,000 SF TOTAL AREA AND 21,000 SF SELLING AREA**

Facility Map Key	Name	Forecast ---Apr 2018 ---		Current ----Apr 2016 ----		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Walmart Supctr			470,000	10.85	-103,261	-22	43,300	85	114
2	Jim and Judy's			40,000	6.56	-5,033	-13	6,100	80	58
3	Festival			495,000	10.31	-37,447	-8	48,000	20	110
4	Pick 'n Save			340,000	7.46	-7,900	-2	45,600	10	90
5	Piggly Wiggly			175,000	8.33	-2,876	-2	21,000	7	95
6	Walmart Supctr			740,000	11.38	-8,383	-1	65,000	5	126
7	Festival			550,000	7.14	-6,209	-1	77,000	5	82
8	Woodman's			1,700,000	11.68	-19,114	-1	145,600	5	126
9	Aldi			145,000	8.95	-1,634	-1	16,200	5	99
100	Meijer			0	0.00	30,348	0	75,000	5	115
2000.1	Old Sentry	188,013	6.27	0	0.00	169,212	0	30,000	90	100
Totals		* 5,258,119		4,655,000		7,702				
Averages		478,011	9.18	517,222	9.95			52,073		101

The low draw for forecast volumes is 85

\* Forecast total includes low draw stores whose volumes are not shown.

**THREE-YEAR GROWTH**

Facility Map Key = 2000.1

Apr 2018

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	188,013	8.95	6.27	19.32%	10%
2nd Year (2019)	193,210	9.20	6.44	19.76%	10%
3rd Year (2020)	198,388	9.45	6.61	20.18%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	Volume	Average	Chain Total Size	Average	Vol/ SqFt	Avg Image	Market Share	Change Volume	MktShr
*Walmart Supctr	2	1,098,355	549,178	108,300	54,150	10.14	120	37.10	-111,645	-13.27
*Jim and Judy's	1	34,967	34,967	6,100	6,100	5.73	58	3.08	-5,033	-.61
*Festival	2	1,001,344	500,672	125,000	62,500	8.01	96	9.46	-43,656	-5.14
*Pick 'n Save	1	332,100	332,100	45,600	45,600	7.28	90	2.98	-7,900	-.94
*Piggly Wiggly	1	172,124	172,124	21,000	21,000	8.20	95	1.07	-2,876	-.34
*Woodmans	1	1,680,886	1,680,886	145,600	145,600	11.54	126	7.52	-19,114	-2.28
*Aldi	1	143,366	143,366	16,200	16,200	8.85	99	.64	-1,634	-.20
*Meijer	1	606,964	606,964	75,000	75,000	8.09	115	3.47	30,348	3.47
Old Sentry	1	188,013	188,013	30,000	30,000	6.27	100	19.32	169,212	19.32
Totals	11	5,258,119		572,800				84.65		
Averages			478,011			9.18				

**STORE VOLUME BY SECTOR**Facility Map Key = 2000.1  
Market Share Cutoff = 1

Apr 2018

Draw = 90

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
1	12.57	3,546	552	28,207	13.49	2.51	73,592
2	26.89	17,576	3,404	65,357	14.06	.61	45,597
3	13.49	3,210	476	23,800	14.36	3.03	71,409
4	16.82	4,270	500	25,395	15.32	3.54	68,884
5	11.24	6,976	1,264	62,075	17.07	8.57	51,268
6	10.80	5,536	1,034	51,276	17.27	8.90	51,937
7	3.58	1,211	670	33,802	19.25	7.55	81,667
8	3.38	1,614	936	47,727	22.47	6.41	67,008
9	13.21	2,171	324	16,443	20.00	4.34	79,455
10	22.84	10,254	928	44,897	14.90	2.29	48,781
11	24.45	10,195	862	41,704	14.66	1.78	48,781
12	25.22	9,258	758	36,718	14.54	1.52	42,184
13	26.42	7,057	542	26,710	14.32	1.03	41,627
14	26.14	7,399	736	28,307	14.37	1.17	17,990
15	26.20	8,079	628	30,835	14.26	1.00	52,118
16	27.08	11,676	1,110	43,112	14.16	.70	12,394
17	27.09	13,900	2,686	51,303	14.15	.67	17,841
18	27.59	13,330	1,234	48,311	13.89	.13	13,478
19	26.89	8,092	772	30,093	14.07	.60	42,202
20	25.89	16,355	1,258	63,164	13.90	.55	58,835
21	13.84	3,214	460	23,221	14.74	3.27	77,465
22	11.74	3,705	633	31,549	13.48	2.64	46,982
23	2.71	587	416	21,649	13.75	4.62	71,613
Sub Total	19.32	169,212	22,183	875,651	15.35		
Other Sectors	.00	0	0	0	.00		
TA Total	19.32	169,212	22,183	875,651	15.35		
Outside TA		18,801					
Sales Forecast		188,013					

**SCENARIO 3****MEIJER OPENS MAP KEY 100 IN JANESVILLE****COOPERATIVE OPENS 8,800 SF TOTAL AREA AND 6,600 SF RETAIL AREA STORE****AT SITE 3000 - EXISTING CHEVROLET DEALER'S BUILDING**

Facility Map Key	Name	Forecast ---Apr 2018 ---		Current ----Apr 2016 ----		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Walmart Supctr			470,000	10.85	-22,592	-5	43,300	85	114
2	Jim and Judy's			40,000	6.56	-1,648	-4	6,100	80	58
3	Festival			495,000	10.31	-24,797	-5	48,000	20	110
4	Pick 'n Save			340,000	7.46	-2,515	-1	45,600	10	90
5	Piggly Wiggly			175,000	8.33	-1,339	-1	21,000	7	95
6	Walmart Supctr			740,000	11.38	-4,112	-1	65,000	5	126
7	Festival			550,000	7.14	-3,051	-1	77,000	5	82
8	Woodman's			1,700,000	11.68	-9,438	-1	145,600	5	126
9	Aldi			145,000	8.95	-814	-1	16,200	5	99
100	Meijer			0	0.00	34,889	0	75,000	5	115
3000	Chevrolet Bld	47,911	5.44	0	0.00	43,120	0	8,800	90	70
Totals		* 5,330,378		4,655,000		7,702				
Averages		484,580	9.66	517,222	9.95			50,145		99

The low draw for forecast volumes is 85

\* Forecast total includes low draw stores whose volumes are not shown.

**THREE-YEAR GROWTH**

Facility Map Key = 3000

Apr 2018

## Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	47,911	7.26	5.44	4.92%	10%
2nd Year (2019)	49,472	7.50	5.62	5.06%	10%
3rd Year (2020)	51,041	7.73	5.80	5.19%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	Volume	Average	Chain Total Size	Average	Vol/ SqFt	Avg Image	Market Share	Change Volume	Change MktShr
*Walmart Supctr	2	1,183,296	591,648	108,300	54,150	10.93	120	46.80	-26,704	-3.57
*Jim and Judy's	1	38,352	38,352	6,100	6,100	6.29	58	3.47	-1,648	-.23
*Festival	2	1,017,152	508,576	125,000	62,500	8.14	96	11.27	-27,848	-3.33
*Pick 'n Save	1	337,485	337,485	45,600	45,600	7.40	90	3.60	-2,515	-.33
*Piggly Wiggly	1	173,661	173,661	21,000	21,000	8.27	95	1.25	-1,339	-.17
*Woodmans	1	1,690,562	1,690,562	145,600	145,600	11.61	126	8.63	-9,438	-1.18
*Aldi	1	144,186	144,186	16,200	16,200	8.90	99	.73	-814	-.10
*Meijer	1	697,773	697,773	75,000	75,000	9.30	115	3.98	34,889	3.98
Chevrolet Bld	1	47,911	47,911	8,800	8,800	5.44	70	4.92	43,120	4.92
Totals	11	5,330,378		551,600				84.65		
Averages			484,580			50,145	9.66			

**Perkins Marketing Company**

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**STORE VOLUME BY SECTOR**

Facility Map Key = 3000  
Market Share Cutoff = 1

Apr 2018

Draw = 90

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
1	1.09	306	552	28,207	13.49	3.41	73,592
2	5.34	3,488	3,404	65,357	14.06	1.10	45,597
3	1.44	343	476	23,800	14.36	3.63	71,409
4	3.44	875	500	25,395	15.32	3.39	68,884
5	2.01	1,247	1,264	62,075	17.07	8.29	51,268
6	1.95	1,002	1,034	51,276	17.27	8.55	51,937
9	4.45	732	324	16,443	20.00	3.52	79,455
10	7.44	3,340	928	44,897	14.90	1.77	48,781
11	8.87	3,697	862	41,704	14.66	1.14	48,781
12	7.69	2,824	758	36,718	14.54	1.18	42,184
13	7.30	1,951	542	26,710	14.32	.90	41,627
14	8.77	2,482	736	28,307	14.37	.68	17,990
15	10.17	3,135	628	30,835	14.26	.20	52,118
16	8.09	3,488	1,110	43,112	14.16	.46	12,394
17	6.44	3,302	2,686	51,303	14.15	.86	17,841
18	4.81	2,326	1,234	48,311	13.89	1.00	13,478
19	8.17	2,457	772	30,093	14.07	.32	42,202
20	5.88	3,713	1,258	63,164	13.90	.81	58,835
21	4.91	1,140	460	23,221	14.74	2.47	77,465
22	1.41	445	633	31,549	13.48	3.13	46,982
Sub Total	5.47	42,291	20,161	772,474	14.79		
Other Sectors	.80	829	2,022	103,177	19.59		
TA Total	4.92	43,120	22,183	875,651	15.35		
Outside TA		4,791					
Sales Forecast		47,911					

**SCENARIO 4****MEIJER OPENS MAP KEY 100 IN JANESVILLE****COOPERATIVE OPENS 9,280 SF TOTAL AREA AND 6,900 SF RETAIL AREA STORE AT SITE 4000 - EXISTING FORD DEALER'S BUILDING**

Facility Map Key	Name	Forecast ---Apr 2018 ---		Current ----Apr 2016 ----		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Walmart Supctr			470,000	10.85	-27,614	-6	43,300	85	114
2	Jim and Judy's			40,000	6.56	-2,714	-7	6,100	80	58
3	Festival			495,000	10.31	-26,238	-5	48,000	20	110
4	Pick 'n Save			340,000	7.46	-3,106	-1	45,600	10	90
5	Piggly Wiggly			175,000	8.33	-1,455	-1	21,000	7	95
6	Walmart Supctr			740,000	11.38	-4,548	-1	65,000	5	126
7	Festival			550,000	7.14	-3,382	-1	77,000	5	82
8	Woodman's			1,700,000	11.68	-10,483	-1	145,600	5	126
9	Aldi			145,000	8.95	-900	-1	16,200	5	99
100	Meijer			0	0.00	34,427	0	75,000	5	115
4000	Ford Bld	59,682	6.43	0	0.00	53,714	0	9,280	90	70
Totals		* 5,322,790		4,655,000		7,702				
Averages		483,890	9.64	517,222	9.95			50,189		99

The low draw for forecast volumes is 85

\* Forecast total includes low draw stores whose volumes are not shown.

**THREE-YEAR GROWTH**

Facility Map Key = 4000

Apr 2018

## Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	59,682	8.65	6.43	6.13%	10%
2nd Year (2019)	61,157	8.86	6.59	6.25%	10%
3rd Year (2020)	62,639	9.08	6.75	6.37%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	Mkt Shr
*Walmart Supctr	2	1,177,838	588,919	108,300	54,150	10.88	120	46.18	-32,162	-4.19
*Jim and Judy's	1	37,286	37,286	6,100	6,100	6.11	58	3.34	-2,714	-.35
*Festival	2	1,015,380	507,690	125,000	62,500	8.12	96	11.06	-29,620	-3.53
*Pick 'n Save	1	336,894	336,894	45,600	45,600	7.39	90	3.53	-3,106	-.40
*Piggly Wiggly	1	173,545	173,545	21,000	21,000	8.26	95	1.23	-1,455	-.18
*Woodmans	1	1,689,517	1,689,517	145,600	145,600	11.60	126	8.51	-10,483	-1.30
*Aldi	1	144,100	144,100	16,200	16,200	8.90	99	.73	-900	-.11
*Meijer	1	688,547	688,547	75,000	75,000	9.18	115	3.93	34,427	3.93
Ford Bld	1	59,682	59,682	9,280	9,280	6.43	70	6.13	53,714	6.13
Totals	11	5,322,790		552,080				84.65		
Averages			483,890		50,189	9.64				

**Perkins Marketing Company**

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**STORE VOLUME BY SECTOR**Facility Map Key = 4000  
Market Share Cutoff = 1

Apr 2018

Draw = 90

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
1	1.44	405	552	28,207	13.49	3.66	73,592
2	6.70	4,380	3,404	65,357	14.06	.94	45,597
3	3.62	861	476	23,800	14.36	3.07	71,409
4	8.59	2,181	500	25,395	15.32	2.52	68,884
5	4.86	3,020	1,264	62,075	17.07	7.46	51,268
6	4.78	2,452	1,034	51,276	17.27	7.74	51,937
7	2.76	934	670	33,802	19.25	6.38	81,667
8	1.79	852	936	47,727	22.47	5.66	67,008
9	7.70	1,266	324	16,443	20.00	3.20	79,455
10	9.24	4,147	928	44,897	14.90	1.04	48,781
11	9.74	4,063	862	41,704	14.66	.59	48,781
12	10.58	3,886	758	36,718	14.54	.31	42,184
13	10.62	2,838	542	26,710	14.32	.31	41,627
14	11.66	3,300	736	28,307	14.37	.20	17,990
15	8.83	2,723	628	30,835	14.26	.69	52,118
16	8.24	3,552	1,110	43,112	14.16	.61	12,394
17	7.95	4,080	2,686	51,303	14.15	.66	17,841
18	4.87	2,351	1,234	48,311	13.89	1.23	13,478
19	6.61	1,990	772	30,093	14.07	.96	42,202
20	4.59	2,898	1,258	63,164	13.90	1.50	58,835
21	4.50	1,045	460	23,221	14.74	3.06	77,465
22	1.28	404	633	31,549	13.48	3.83	46,982
Sub Total	6.28	53,626	21,767	854,002	15.39		
Other Sectors	.40	87	416	21,649	13.75		
TA Total	6.13	53,714	22,183	875,651	15.35		
Outside TA		5,968					
Sales Forecast		59,682					

**SCENARIO 5A  
MEIJER OPENS MAP KEY 100 IN JANESVILLE  
SUPERMARKET OPENS MAP KEY 5000 ON VACANT LOT  
WITH 20,000 SF TOTAL AREA AND 14,000 SF SELLING AREA**

Facility Map Key	Name	Forecast ---Apr 2018 ---		Current ----Apr 2016 ----		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Walmart Supctr			470,000	10.85	-51,345	-11	43,300	85	114
2	Jim and Judy's			40,000	6.56	-5,042	-13	6,100	80	58
3	Festival			495,000	10.31	-31,062	-6	48,000	20	110
4	Pick 'n Save			340,000	7.46	-5,057	-1	45,600	10	90
5	Piggly Wiggly			175,000	8.33	-1,980	-1	21,000	7	95
6	Walmart Supctr			740,000	11.38	-6,347	-1	65,000	5	126
7	Festival			550,000	7.14	-4,736	-1	77,000	5	82
8	Woodman's			1,700,000	11.68	-14,723	-1	145,600	5	126
9	Aldi			145,000	8.95	-1,253	-1	16,200	5	99
100	Meijer			0	0.00	32,519	0	75,000	5	115
5000	Elkhorn & Bluff	107,477	5.37	0	0.00	96,729	0	20,000	90	90
Totals		* 5,291,306		4,655,000		7,702				
Averages		481,028	9.40	517,222	9.95			51,164		100

The low draw for forecast volumes is 85

\* Forecast total includes low draw stores whose volumes are not shown.

**THREE-YEAR GROWTH**

Facility Map Key = 5000

Apr 2018

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	107,477	7.68	5.37	11.05%	10%
2nd Year (2019)	110,253	7.88	5.51	11.27%	10%
3rd Year (2020)	113,024	8.07	5.65	11.50%	10%

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	Volume	Average	Chain Total Size	Average	Vol/ SqFt	Avg Image	Market Share	Change Volume	MktShr
*Walmart Supctr	2	1,152,308	576,154	108,300	54,150	10.64	120	43.26	-57,692	-7.11
*Jim and Judy's	1	34,958	34,958	6,100	6,100	5.73	58	3.08	-5,042	-.61
*Festival	2	1,009,202	504,601	125,000	62,500	8.07	96	10.36	-35,798	-4.24
*Pick 'n Save	1	334,943	334,943	45,600	45,600	7.35	90	3.31	-5,057	-.62
*Piggly Wiggly	1	173,020	173,020	21,000	21,000	8.24	95	1.17	-1,980	-.24
*Woodmans	1	1,685,277	1,685,277	145,600	145,600	11.57	126	8.03	-14,723	-1.78
*Aldi	1	143,747	143,747	16,200	16,200	8.87	99	.68	-1,253	-.15
*Meijer	1	650,374	650,374	75,000	75,000	8.67	115	3.71	32,519	3.71
Elkhorn & Bluff	1	107,477	107,477	20,000	20,000	5.37	90	11.05	96,729	11.05
Totals	11	5,291,305		562,800				84.65		
Averages			481,028		51,164	9.40				

**STORE VOLUME BY SECTOR**

Facility Map Key = 5000  
Market Share Cutoff = 1

Apr 2018

Draw = 90

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
2	7.32	4,783	3,404	65,357	14.06	2.04	45,597
3	3.88	924	476	23,800	14.36	3.63	71,409
4	24.44	6,206	500	25,395	15.32	2.01	68,884
5	11.02	6,843	1,264	62,075	17.07	6.59	51,268
6	10.96	5,621	1,034	51,276	17.27	6.81	51,937
7	8.00	2,705	670	33,802	19.25	5.30	81,667
8	3.94	1,880	936	47,727	22.47	5.01	67,008
9	23.07	3,794	324	16,443	20.00	2.18	79,455
10	31.78	14,267	928	44,897	14.90	.22	48,781
11	26.88	11,208	862	41,704	14.66	.65	48,781
12	21.71	7,971	758	36,718	14.54	.92	42,184
13	13.71	3,661	542	26,710	14.32	1.40	41,627
14	16.10	4,556	736	28,307	14.37	1.22	17,990
15	11.85	3,653	628	30,835	14.26	1.59	52,118
16	9.89	4,266	1,110	43,112	14.16	1.70	12,394
17	9.23	4,733	2,686	51,303	14.15	1.78	17,841
18	4.79	2,315	1,234	48,311	13.89	2.36	13,478
19	7.56	2,276	772	30,093	14.07	1.99	42,202
20	4.49	2,837	1,258	63,164	13.90	2.55	58,835
21	7.34	1,703	460	23,221	14.74	3.14	77,465
Sub Total	12.11	96,202	20,582	794,247	15.54		
Other Sectors	.65	527	1,601	81,405	13.56		
TA Total	11.05	96,729	22,183	875,651	15.35		
Outside TA		10,748					
Sales Forecast		107,477					

**Perkins Marketing Company**

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**SCENARIO 5B  
MEIJER OPENS MAP KEY 100 IN JANESVILLE  
SUPERMARKET OPENS MAP KEY 5000 ON VACANT LOT  
WITH 30,000 SF TOTAL AREA AND 21,000 SF SELLING AREA**

Facility Map Key	Name	Forecast ---Apr 2018 ---		Current ----Apr 2016 ----		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Walmart Supctr			470,000	10.85	-73,051	-16	43,300	85	114
2	Jim and Judy's			40,000	6.56	-6,926	-17	6,100	80	58
3	Festival			495,000	10.31	-34,963	-7	48,000	20	110
4	Pick 'n Save			340,000	7.46	-6,668	-2	45,600	10	90
5	Piggly Wiggly			175,000	8.33	-2,436	-1	21,000	7	95
6	Walmart Supctr			740,000	11.38	-7,829	-1	65,000	5	126
7	Festival			550,000	7.14	-5,847	-1	77,000	5	82
8	Woodman's			1,700,000	11.68	-18,183	-1	145,600	5	126
9	Aldi			145,000	8.95	-1,543	-1	16,200	5	99
100	Meijer			0	0.00	30,946	0	75,000	5	115
5000.1	Elkhorn & Bluff	149,114	4.97	0	0.00	134,202	0	30,000	90	90
Totals		* 5,265,594		4,655,000		7,702				
Averages		478,690	9.19	517,222	9.95			52,073		100

The low draw for forecast volumes is 85  
\* Forecast total includes low draw stores whose volumes are not shown.

**THREE-YEAR GROWTH**

Facility Map Key = 5000.1	Sales Forecast					Apr 2018
	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond	
1st Year (2018)	149,114	7.10	4.97	15.33%	10%	
2nd Year (2019)	152,770	7.27	5.09	15.62%	10%	
3rd Year (2020)	156,410	7.45	5.21	15.91%	10%	

Inflation is 0%

**CHAIN SUMMARY**

Chain Name	# of Facs	Volume	Average	Chain Total Size	Average	Vol/ SqFt	Avg Image	Market Share	Change Volume	MktShr
*Walmart Supctr	2	1,129,120	564,560	108,300	54,150	10.43	120	40.61	-80,880	-9.75
*Jim and Judy's	1	33,074	33,074	6,100	6,100	5.42	58	2.86	-6,926	-.83
*Festival	2	1,004,190	502,095	125,000	62,500	8.03	96	9.79	-40,810	-4.81
*Pick 'n Save	1	333,332	333,332	45,600	45,600	7.31	90	3.12	-6,668	-.80
*Piggly Wiggly	1	172,564	172,564	21,000	21,000	8.22	95	1.12	-2,436	-.29
*Woodmans	1	1,681,818	1,681,818	145,600	145,600	11.55	126	7.63	-18,183	-2.18
*Aldi	1	143,457	143,457	16,200	16,200	8.86	99	.65	-1,543	-.18
*Meijer	1	618,927	618,927	75,000	75,000	8.25	115	3.53	30,946	3.53
Elkhorn & Bluff	1	149,114	149,114	30,000	30,000	4.97	90	15.33	134,202	15.33
Totals	11	5,265,594			572,800					84.65
Averages			478,690				52,073	9.19		

**STORE VOLUME BY SECTOR**

Facility Map Key = 5000.1  
Market Share Cutoff = 1

Apr 2018

Draw = 90

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
1	1.31	371	552	28,207	13.49	4.78	73,592
2	10.75	7,024	3,404	65,357	14.06	2.04	45,597
3	5.95	1,416	476	23,800	14.36	3.63	71,409
4	32.49	8,251	500	25,395	15.32	2.01	68,884
5	16.04	9,956	1,264	62,075	17.07	6.59	51,268
6	15.97	8,191	1,034	51,276	17.27	6.81	51,937
7	12.14	4,105	670	33,802	19.25	5.30	81,667
8	6.12	2,923	936	47,727	22.47	5.01	67,008
9	30.25	4,974	324	16,443	20.00	2.18	79,455
10	40.20	18,048	928	44,897	14.90	.22	48,781
11	34.94	14,570	862	41,704	14.66	.65	48,781
12	29.05	10,667	758	36,718	14.54	.92	42,184
13	19.25	5,141	542	26,710	14.32	1.40	41,627
14	22.27	6,303	736	28,307	14.37	1.22	17,990
15	16.85	5,195	628	30,835	14.26	1.59	52,118
16	14.25	6,143	1,110	43,112	14.16	1.70	12,394
17	13.35	6,850	2,686	51,303	14.15	1.78	17,841
18	7.18	3,467	1,234	48,311	13.89	2.36	13,478
19	11.09	3,336	772	30,093	14.07	1.99	42,202
20	6.76	4,268	1,258	63,164	13.90	2.55	58,835
21	10.92	2,536	460	23,221	14.74	3.14	77,465
22	1.19	376	633	31,549	13.48	4.90	46,982
Sub Total	15.70	134,109	21,767	854,002	15.39		
Other Sectors	.43	93	416	21,649	13.75		
TA Total	15.33	134,202	22,183	875,651	15.35		
Outside TA		14,911					
Sales Forecast		149,114					

**SCENARIO 6****MEIJER OPENS MAP KEY 100 IN JANESVILLE****TRUE VALUE REMERCHANDISES TO OFFER 5,700 SF OF FOOD ITEMS****SUPERMARKET OPENS IN OLD SENTRY MAP KEY 2000****WITH 30,000 SF TOTAL AREA AND 21,000 SF SELLING AREA****COOPERATIVE OPENS 9,280 SF TOTAL AREA AND 6,900 SF RETAIL AREA STORE****AT SITE 4000 - EXISTING FORD DEALER'S BUILDING**

Facility Map Key	Name	Forecast		Current		T.A. Diff.	%	Total Area	Draw	Image	Fcst
		---Apr 2018--- Volume	---Apr 2018--- /SqFt	---Apr 2016--- Volume	---Apr 2016--- /SqFt						
1	Walmart Supctr			470,000	10.85	-125,513	-27	43,300	85	114	
2	Jim and Judy's			40,000	6.56	-6,487	-16	6,100	80	58	
3	Festival			495,000	10.31	-41,203	-8	48,000	20	110	
4	Pick 'n Save			340,000	7.46	-9,472	-3	45,600	10	90	
5	Piggly Wiggly			175,000	8.33	-3,332	-2	21,000	7	95	
6	Walmart Supctr			740,000	11.38	-9,770	-1	65,000	5	126	
7	Festival			550,000	7.14	-7,242	-1	77,000	5	82	
8	Woodman's			1,700,000	11.68	-22,311	-1	145,600	5	126	
9	Aldi			145,000	8.95	-1,903	-1	16,200	5	99	
100	Meijer			0	0.00	28,876	0	75,000	5	115	
1000	True Value	10,805	1.90	0	0.00	9,725	0	5,700	90	50	
2000.1	Old Sentry	173,620	5.79	0	0.00	156,258	0	30,000	90	100	
4000	Ford Bld	44,529	4.80	0	0.00	40,076	0	9,280	90	70	
Totals		* 5,234,249		4,655,000		7,702					
Averages		402,635	8.91	517,222	9.95			45,214		95	

The low draw for forecast volumes is 85

\* Forecast total includes low draw stores whose volumes are not shown.

**THREE-YEAR GROWTH**

Facility Map Keys	Name	Forecast		Forecast		Forecast		Draw	Image
		---Apr 2018--- Volume	---Apr 2018--- /SqFt	---Apr 2019--- Volume	---Apr 2019--- /SqFt	---Apr 2020--- Volume	---Apr 2020--- /SqFt		
1000	True Value	10,805	1.90	11,190	1.96	11,579	2.03	90	50
2000.1	Old Sentry	173,620	5.79	178,542	5.95	183,454	6.12	90	100
4000	Ford Bld	44,529	4.80	45,644	4.92	46,766	5.04	90	70
Averages		76,318	5.09	78,459	5.23	80,599	5.38		73

Inflation is 0%

## Competitor Pictures & Evaluations

### Map Key 1

#### Walmart Supctr

1362 W Main St, Whitewater

Weekly Volume:	\$470,000	<b>Ratings</b>	
Market Share:	46.10%	Operations:	3
Total Area:	43,300 sq. ft., \$10.85 per sq. ft.	External Conditions:	3
Sales Area:	32,500 sq. ft., \$14.46 per sq. ft.	Internal Conditions:	3
Check Outs:	17	Meat:	3
Primary Parking:	450	Produce:	3
Store Hours:	6-Midnight daily	Deli:	2
Draw :	85	Bakery:	2
Image:	114	Pharmacy:	4
Image Rank:	3 of 9		
Adjacent Retail:	Shutered Sentry		
Adjacent Retail 2:	Near University		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



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**Map Key 2**  
**Jim and Judy's**  
**117 W Taft St, Palmyra**

Weekly Volume:	\$40,000	<b>Ratings</b>	
Market Share:	3.69%	Operations:	2
Total Area:	6,100 sq. ft., \$6.56 per sq. ft.	External Conditions:	2
Sales Area:	3,900 sq. ft., \$10.26 per sq. ft.	Internal Conditions:	2
Check Outs:	3	Meat:	2
Primary Parking:	25	Produce:	2
Store Hours:	6-10 Daily	Deli:	2
Draw :	80	Bakery:	0
Image:	58	Pharmacy:	0
Image Rank:	9 of 9		
Adjacent Retail:	Freestanding		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



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**Map Key 3****Festival****328 Washington St, Fort Atkinson**

Weekly Volume:	\$495,000	<b>Ratings</b>	
Market Share:	11.42%	Operations:	4
Total Area:	48,000 sq. ft., \$10.31 per sq. ft.	External Conditions:	4
Sales Area:	33,100 sq. ft., \$14.95 per sq. ft.	Internal Conditions:	4
Check Outs:	10	Meat:	4
Primary Parking:	200	Produce:	4
Store Hours:	24 Hours Daily	Deli:	4
Draw :	20	Bakery:	4
Image:	110	Pharmacy:	0
Image Rank:	4 of 9		
Adjacent Retail:	Freestanding		
Adjacent Retail 2:	Old Fort Center		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent

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**Map Key 4****Pick 'n Save****1505 Madison Ave, Fort Atkinson**

Weekly Volume:	\$340,000	<b>Ratings</b>	
Market Share:	3.92%	Operations:	4
Total Area:	45,600 sq. ft., \$7.46 per sq. ft.	External Conditions:	4
Sales Area:	31,700 sq. ft., \$10.73 per sq. ft.	Internal Conditions:	4
Check Outs:	12	Meat:	3
Primary Parking:	300	Produce:	4
Store Hours:	6-Midnight Daily	Deli:	4
Draw :	10	Bakery:	4
Image:	90	Pharmacy:	4
Image Rank:	7 of 9		
Adjacent Retail:	Family Dollar, Small Shops		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent

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**Map Key 5**  
**Piggly Wiggly**  
**727 S Janesville St, Milton**

Weekly Volume:	\$175,000	<b>Ratings</b>	
Market Share:	1.41%	Operations:	3
Total Area:	21,000 sq. ft., \$8.33 per sq. ft.	External Conditions:	4
Sales Area:	14,900 sq. ft., \$11.74 per sq. ft.	Internal Conditions:	3
Check Outs:	5	Meat:	3
Primary Parking:	150	Produce:	3
Store Hours:	7-9 Daily	Deli:	3
Draw :	7	Bakery:	3
Image:	95	Pharmacy:	0
Image Rank:	6 of 9		
Adjacent Retail:	Anytime Fitness		
Adjacent Retail 2:	Milton Square		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



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**Map Key 6**  
**Walmart Supctr**  
**3800 Deerfield Dr, Janesville**

Weekly Volume:	\$740,000	<b>Ratings</b>	
Market Share:	4.27%	Operations:	3
Total Area:	65,000 sq. ft., \$11.38 per sq. ft.	External Conditions:	3
Sales Area:	45,500 sq. ft., \$16.26 per sq. ft.	Internal Conditions:	3
Check Outs:	27	Meat:	2
Primary Parking:	750	Produce:	2
Store Hours:	24 Hours Daily	Deli:	2
Draw :	5	Bakery:	2
Image:	126	Pharmacy:	4
Image Rank:	1 of 9		
Adjacent Retail:	Sam's Club		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



**Map Key 7****Festival****2233 Humes Road, Janesville**

Weekly Volume:	\$550,000	<b>Ratings</b>	
Market Share:	3.17%	Operations:	4
Total Area:	77,000 sq. ft., \$7.14 per sq. ft.	External Conditions:	4
Sales Area:	55,000 sq. ft., \$10.00 per sq. ft.	Internal Conditions:	4
Check Outs:	15	Meat:	4
Primary Parking:	350	Produce:	4
Store Hours:	24 Hours Daily	Deli:	4
Draw :	5	Bakery:	4
Image:	82	Pharmacy:	0
Image Rank:	8 of 9		
Adjacent Retail:	October 30 2015 opened		
Adjacent Retail 2:	minors u/c		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



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**Map Key 8**  
**Woodman's**  
**2819 N Lexington Dr, Janesville**

Weekly Volume:	\$1,700,000	<b>Ratings</b>	
Market Share:	9.81%	Operations:	4
Total Area:	145,600 sq. ft., \$11.68 per sq. ft.	External Conditions:	3
Sales Area:	105,000 sq. ft., \$16.19 per sq. ft.	Internal Conditions:	3
Check Outs:	30	Meat:	3
Primary Parking:	700	Produce:	3
Store Hours:	24 Hours Daily	Deli:	3
Draw :	5	Bakery:	3
Image:	126	Pharmacy:	3
Image Rank:	2 of 9		
Adjacent Retail:	Woodman's Fuel		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



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**Map Key 9****Aldi****2901 Deerfield Drive, Janesville**

Weekly Volume:	\$145,000	<b>Ratings</b>	
Market Share:	0.84%	Operations:	4
Total Area:	16,200 sq. ft., \$8.95 per sq. ft.	External Conditions:	4
Sales Area:	10,500 sq. ft., \$13.81 per sq. ft.	Internal Conditions:	4
Check Outs:	4	Meat:	2
Primary Parking:	110	Produce:	2
Store Hours:	9-8, M-Sat, 9-7 Sunday	Deli:	0
Draw :	5	Bakery:	0
Image:	99	Pharmacy:	0
Image Rank:	5 of 9		
Adjacent Retail:	Freestanding near other retail		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent

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## Float Makers Elkhorn, Wisconsin



## Float Makers Delavan, Wisconsin



## Float Makers Janesville, Wisconsin



## Float Makers Janesville, Wisconsin



**Whitewater, Wisconsin****Trade Area Data by Sector**

Sector	Census Tract	2010 Pop.	Est.	% Growth 2010-2016	Est.	% Growth 2016-2019	2016	2016	2016	2016	2016	2016	2016	2016	Avg. Hhld Size	2016 Median Income
			2016 Pop.		2019 Pop.		%	%	%	%	%	%	%	%		
1	1012.02	408	525	28.7	565	7.6	97.0	0.2	0.4	1.5	0.0	5.8	21.5	16.1	2.65	\$73,592
2	1016.00	3,333	3,363	0.9	3,425	1.8	78.0	4.7	2.1	13.4	54.5	30.4	7.0	3.1	2.52	\$45,597
3	1016.00	348	460	32.2	485	5.4	90.0	0.4	0.5	8.0	0.0	5.1	20.0	17.1	2.52	\$71,409
4	1016.00	432	489	13.2	505	3.3	89.1	0.4	0.4	8.8	0.0	4.9	19.8	17.5	2.86	\$68,884
5	1016.00	1,222	1,251	2.4	1,270	1.5	89.7	0.6	0.5	7.4	0.0	4.1	23.9	15.9	2.59	\$51,268
6	1016.00	1,079	1,043	-3.3	1,030	-1.2	90.0	0.1	0.2	9.1	0.0	3.9	18.8	19.3	2.34	\$51,937
7	3.01	673	672	-0.1	670	-0.3	95.6	0.1	0.6	3.3	0.0	4.2	18.2	18.1	2.57	\$81,667
8	3.01	939	936	-0.3	935	-0.1	97.8	0.3	0.1	1.6	0.0	4.8	13.0	25.5	2.34	\$67,008
9	3.01	288	311	8.0	330	6.1	92.1	0.3	1.3	4.6	0.0	4.7	19.6	16.0	2.52	\$79,455
10	4.00	820	905	10.4	940	3.9	79.7	2.0	3.0	13.6	0.0	1.2	23.4	11.9	2.47	\$48,781
11	4.00	952	874	-8.2	855	-2.2	79.7	2.0	3.0	13.6	0.0	1.2	23.4	11.9	2.26	\$48,781
12	4.00	752	755	0.4	760	0.7	71.9	1.3	2.5	19.9	0.0	4.5	25.8	9.7	2.75	\$42,184
13	4.00	527	534	1.3	545	2.1	93.6	0.2	0.3	4.6	0.6	1.0	13.1	33.9	2.02	\$41,627
14	4.00	709	728	2.7	740	1.6	86.7	1.9	1.0	10.2	0.0	14.7	7.8	4.3	2.13	\$17,990
15	5.02	621	624	0.5	630	1.0	85.9	2.1	1.7	9.2	0.0	8.0	17.3	15.9	2.77	\$52,118
16	5.02	1,079	1,100	1.9	1,115	1.4	90.1	1.0	0.6	6.6	3.2	15.7	6.6	3.1	2.56	\$12,394
17	5.01	2,624	2,649	1.0	2,705	2.1	88.1	4.3	2.0	3.8	57.9	38.9	2.0	0.9	2.13	\$17,841
18	5.01	1,142	1,193	4.5	1,255	5.2	82.3	6.5	3.4	6.0	0.0	16.9	10.4	2.5	1.74	\$13,478
19	5.02	759	767	1.1	775	1.0	83.2	2.1	0.9	12.7	0.0	14.8	16.2	13.9	2.29	\$42,202
20	5.02	1,181	1,244	5.3	1,265	1.7	87.8	2.1	2.3	6.6	0.0	3.1	18.2	17.4	2.29	\$58,835
21	3.01	520	471	-9.4	455	-3.4	92.4	0.3	1.2	4.4	0.0	4.7	19.6	16.1	2.76	\$77,465

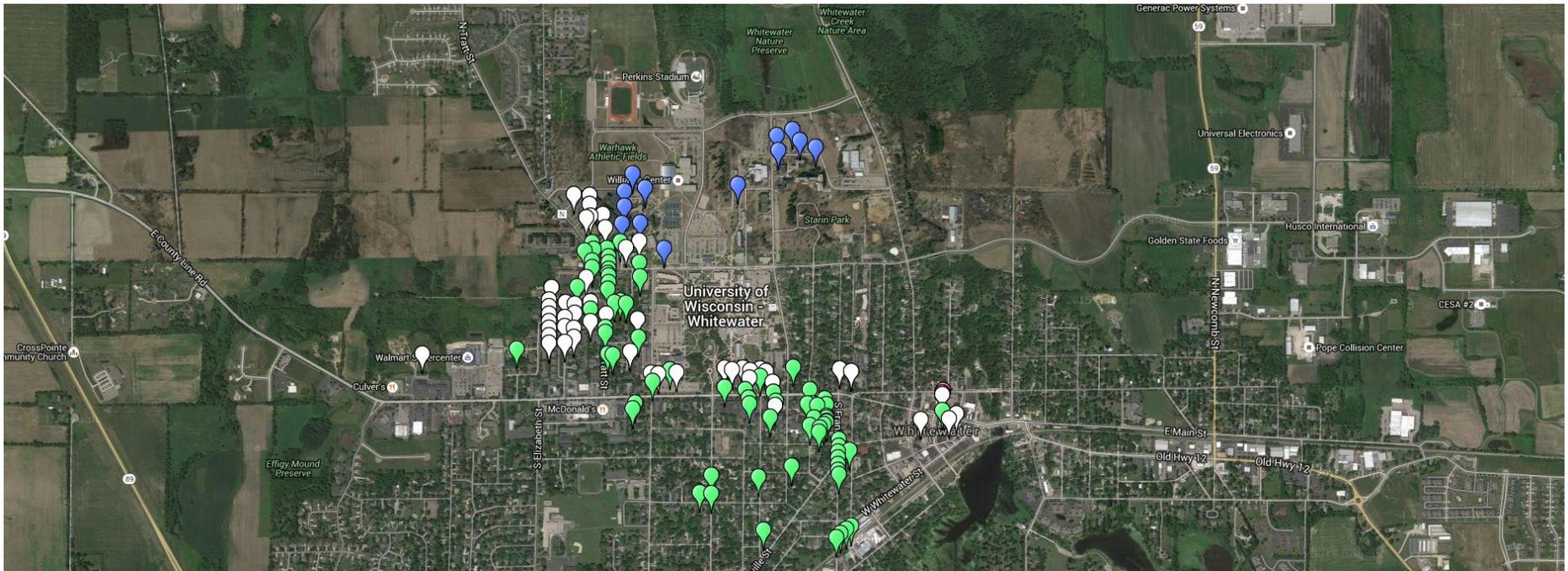
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**Whitewater, Wisconsin**

Trade Area Data by Sector			Est.	Est.	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016	2016
Sector	Census Tract	2010 Pop.	2016 Pop.	% Growth 2010-2016	2019 Pop.	% Growth 2016-2019	% White	% Black	% Asian	% Hisp.	% College	% 18-21	% < 18	% > 65	Avg. Hhld Size	Median Income
22	32.00	695	639	-8.1	630	-1.4	75.9	0.4	0.0	23.3	0.0	6.1	22.6	15.9	2.91	\$46,982
23	32.00	392	408	4.1	420	2.9	93.8	0.1	0.0	5.7	0.0	4.8	18.1	19.0	2.46	\$71,613
<b>Totals:</b>		21,495	21,941		22,305											
<b>Averages:</b>				2.1		1.7	85.9	2.3	1.5	8.9	15.5	14.3	14.1	11.1	2.37	\$43,406



Student Housing (blue = on campus university owned resident halls, white = off campus privately owned buildings rented to students, green = off campus privately owned houses rented to students)

## **Appendix**

### **Natural Food Propensity**

Exclusive to forecasting sales for natural food supermarkets, heavy consideration is placed on how area demographics will affect a new site's performance. Natural food supermarkets attract customers with strong education and income levels. This is consistent with documented demographic characteristics and traits shared by other health and natural foods shoppers. In addition to having high household incomes and low family sizes, patrons are typically college educated, below 44 years of age and have a professional, managerial, technical or service occupation. These attributes are extremely important considerations as to the site selection process.

The Natural Foods Propensity Buying Index and its supporting Propensity Map show where people with important natural foods traits live in the trade area. These areas are dramatically shown by color coding with "**best**" areas, those areas with strong income and education levels are shown in dark red.

The Natural Food Propensity GIS Map displays the census tracts visually and the Natural Foods Propensity Buying Index ranks the census tracts from the strongest to the weakest.

## Methodology

The sales forecasts generated in this report are based on the use of a gravity model (LOCUS Pro™). This is done via a market simulation of a site's primary trade area using important demand and supply information. Once a simulation is created, changes to equilibrium can be introduced for redistributing sales, forming the basis of a sales forecast.

Demand information includes determining retail potential by defining where consumers live and what they spend for food-at-home purchases. Population sectors (combinations of census block groups) form the basic grouping of population. Sectors usually follow geographic features such as neighborhoods, major roads, rivers, city limits and the like.

Each population sector is assigned a retail food expenditure level. Major determinants include family sizes and household incomes. Income is assumed to have a positive relationship with retail food spending, and family size is assumed to have an inverse relationship with spending. Student expenditure levels are also adjusted downward to account for participation in on-campus meal plans. Combining a sector's population with its expenditure level yields food potential and this is typically formulated on a per week basis.

The supply components of the gravity model are store sales and an estimate of how much business a particular store generates from inside the trade area. Based on a store's location, relative to an identified trade area and store size or format, the unit will receive a certain percentage of its business from this defined area.

The gravity model distributes store sales throughout the trade area based on certain parameters assigned to the store. These include store size, volume, draw (business inside the trade area), pulling power and image. Stores with stronger pulling power, such as Supercenters have "flatter" market shares over distance. Stores with weaker pulling powers, such as neighborhood supermarkets have more of a convenience orientation and a higher percentage of sales are generated closer to the store.

Store image is based on customer acceptance of a unit within the trade area. The value is fairly subjective and relates heavily to the strength of other competitors in the area, their distances to one another and their distances to the various population sectors and store format. An image of 100 represents an average image for a supermarket. Stores with above average images are attracting more business than average, and those with below average images exhibit a weakness in consumer acceptance.

## Glossary of Terms

**LOCUSTM:** LOcAtion Under Simulation. A mathematical model combining the Size-distance relationship with an analyst's judgment to determine a site's potential and market share and its effect on competition and sister stores.

**Site:** The proposed location or store under consideration in the survey.

**Trade Area:** The area that contains the population that could reasonably and primarily, (based on location) contribute to the sales of the site.

**Study Area:** A model containing the trade area and all stores that draw significant business from the potential represented by the trade area.

**Sector:** Non-overlapping divisions of the population.

**Node:** An analyst's assigned point within a sector meant to represent the center of population.

**PCE:** Per Capita weekly Expenditure – a monetary figure representing the weekly expenditure of food per person.

**Potential:** The amount of business available in each sector. The figure is determined by multiplying the population by the P.C.E.

**Pulling Power:** The attraction a store exerts upon the population. It determines how the store's business is distributed within the trade area.

**Draw:** The portion of a store's total business that is derived from the trade area.

**Image:** A ranking number that describes the relative acceptance of a facility as calculated by the LOCUSTM program.

**Float:** That portion of the potential within the trade area that is not captured by the identified stores.

**Barriers:** Physical or psychological obstacles that make it more difficult to travel from one area to another.

**Market Share:** The percent of the potential obtained from the total available in a given area.

**Model Radius:** A LOCUSTM parameter that identifies the density of the population.

## Qualifier

In the use of this market analysis, client acknowledges that while it believes the services to be performed hereunder by Perkins Marketing Company will be a valuable tool in management decision-making, it also understands that an important part of said services involves subjective judgment, which is dependent upon the correctness of the information made available to Perkins Marketing Company. Therefore, client further acknowledges its understanding that Perkins Marketing Company does not guarantee any result from the use of the analysis or other services performed hereunder, nor shall Perkins Marketing Company be responsible for any loss incurred as a result of the use of said analysis or other services.

Furthermore, these projections are based on the conditions identified in the survey. Any change within the trade area, such as the opening or closing of a competitive store or changes in economic conditions, could cause significant variation between these projections and actual sales. The possibility of this occurring increases with time.

## Source Data

"Number of Inhabitants," Wisconsin, 2010 Census of Population, U.S. Department of Commerce, Bureau of the Census

"Area Statistics," Wisconsin, 2012 Census of Retail Trade, U.S. Department of Commerce, Bureau of the Census

Editor & Publisher, Inc., 2016 Market Guide

Progressive Grocer, 2016 Marketing Guidebook

City Offices, Whitewater, Wisconsin

Walworth County Offices

Wisconsin Department of Transportation

Synergos Technologies, Inc. (Popstats)