



Figure 1: The Brimley study area can presently statistically support an additional 26,100 sf of retail and restaurant development.

Executive Summary

This study finds that the Brimley study area has an existing statistical market demand for up to 26,100 square feet (sf) of new retail development producing up to \$6.3 million in sales.

Please find below a summary of the 2017 supportable retail:

6,500	sf	Grocery Stores
4,000	sf	Full-Service Restaurants
2,700	sf	Limited-Service Eating Places
2,200	sf	General Merchandise Stores
2,000	sf	Apparel & Shoe Stores
1,700	sf	Special Food Services
1,100	sf	Electronics & Appliance Stores
1,100	sf	Bars, Breweries & Pubs
1,000	sf	Department Store Merchandise
1,000	sf	Furniture & Home Furnishings Stores
1,000	sf	Pharmacy
1,000	sf	Sporting Goods & Hobby Stores
800	sf	Gift Stores
26,100	sf	Potential Total Additional Supportable Retail

By 2022, this demand will likely generate up to \$6.6 million in gross sales. This new retail demand could be absorbed by existing businesses and/or with the opening of 13 to 18 new stores and restaurants. If constructed as a new single-site center, the development would be classified as a convenience center by industry definitions and could include a small grocery store, 1-2 full-service restaurants, 1-2 limited-service eating places, 1-2 general merchandise stores, 1-2 apparel & shoe stores, and an assortment of other retail offerings. Further planning studies are recommended to identify and locate additional retail development sites to complement existing retailers and contribute to the overall critical mass and placemaking of the study area.

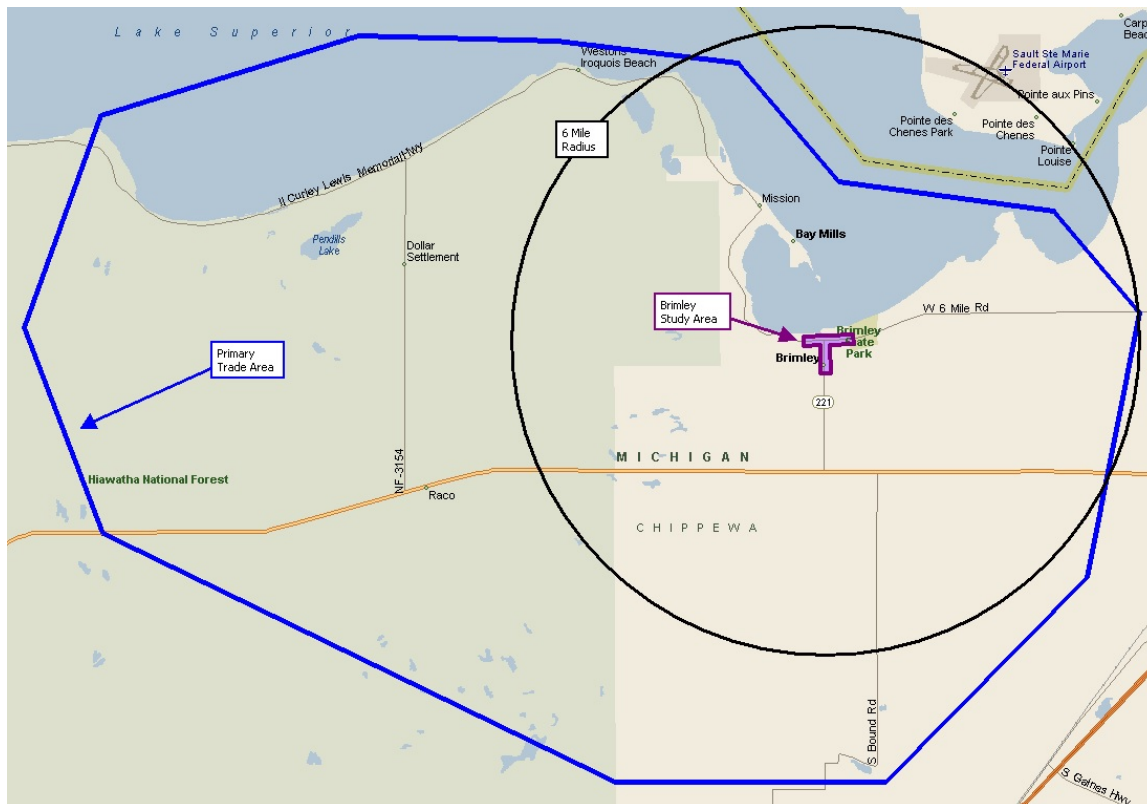


Figure 2: The Brimley study area has an approximate 219-square-mile primary trade area (shown above in blue).

Trade Area Boundaries

This study estimates that the Brimley primary trade area is limited by Lake Superior to the north, I-75 to the east, NF-3045 and High Banks Road to the west, and Thompson Road to the south. The boundaries roughly equate to a 219 square-mile area or a 5-15 mile radius. Consumers inside the primary trade area will account for up to 60 to 70 percent of the total sales captured by retailers in the study area.

Trade Area Demographics

The primary trade area includes 3,300 people, which is expected to decrease at an annual rate of -0.39 percent to 3,200 by 2022. The current 2017 households number is 1,300, which is also expected to decrease to 1,250 at an annual rate of -0.38 percent. The 2017 average household income is \$59,000 and is estimated to increase to \$63,700 by 2022. Median household income in the trade area is \$51,500 and is estimated to increase to \$52,500 by 2022. Moreover, 29.6 percent of the households earn above \$75,000 per year. The average household size of 2.54 persons in 2017 is expected to stay constant by 2022; the 2017 median age is 40.8 years old.

In comparison, the Eastern UP Counties, of which the trade area is a part, reports current average household income as \$57,300 and median household income as \$44,000. By 2022, the average household income will rise to \$63,900, with the median household income also rising to \$47,500. Population and household counts are expected to decrease, with annual growth rates through 2022 noted at -0.44% and -0.45%, respectively. The average household size is expected to decrease to 2.28 and the median age is expected to increase to 43.9 by 2022.

Table 1: Demographic Characteristics

<i>Demographic Characteristic</i>	<i>Primary Trade Area</i>	<i>Eastern UP Counties</i>	<i>State of Michigan</i>	<i>USA</i>
2017 Population	3,300	55,600	10,024,800	327,514,300
2017 Households	1,300	21,600	3,940,000	123,158,900
2022 Population	3,200	54,400	10,131,000	341,323,600
2022 Households	1,250	21,100	3,986,500	128,069,400
2017-2022 Annual Population Growth Rate	-0.39%	-0.44%	0.21%	0.83%
2017-2022 Annual HH Growth Rate	-0.38%	-0.45%	0.23%	0.79%
2017 Average Household Income	\$59,000	\$57,300	\$71,400	\$80,700
2017 Median Household Income	\$51,500	\$44,000	\$52,100	\$56,100
2022 Average Household Income	\$63,700	\$63,900	\$80,600	\$91,600
2022 Median Household Income	\$52,500	\$47,500	\$56,400	\$62,300
% Households w. incomes \$75,000 or higher	29.6%	25.3%	33.6%	38.1%
% Bachelor's Degree	14.0%	12.1%	17.4%	19.3%
% Graduate or Professional Degree	8.9%	7.0%	10.9%	11.8%
Average Household Size	2.54	2.29	2.49	2.48
Median Age	40.8	43.3	40.1	38.2

Table 1: Key demographic characteristics of the study area's primary trade area, compared to the Eastern UP Counties, State of Michigan and USA.

Assumptions

The projections of this study are based on the following assumptions:

- No other major retail centers are planned or proposed at this time and, as such, no other retail is assumed in our sales forecasts.
- No other major retail will be developed within the trade area of the subject site.
- The region's economy will stabilize at normal or above normal ranges of employment, inflation, retail demand and growth.
- The new retail development will be planned, designed, built, leased and managed as a walkable town center, to the best shopping center industry practices of the American Planning Association, Congress for New Urbanism, the International Council of Shopping Centers and Urban Land Institute.
- Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the development.
- Visibility of the shopping center or retail is assumed to meet industry standards, with signage as required to assure good visibility of the retailers.

Table 2: 2017 & 2022 Supportable Retail Table

Retail Category	Estimated Supportable SF	2017 Sales/SF	2017 Estimated Retail Sales	2022 Sales/SF	2022 Estimated Retail Sales	No. of Stores
Retailers						
Apparel & Shoe Stores	2,000	\$215	\$430,000	\$225	\$450,000	1 - 2
Department Store Merchandise	1,000	\$225	\$225,000	\$235	\$235,000	1
Electronics & Appliance Stores	1,100	\$250	\$275,000	\$265	\$291,500	1
Furniture & Home Furnishings Stores	1,000	\$180	\$180,000	\$190	\$190,000	1
General Merchandise Stores	2,200	\$195	\$429,000	\$205	\$451,000	1 - 2
Gift Stores	800	\$220	\$176,000	\$230	\$184,000	1
Grocery Stores	6,500	\$285	\$1,852,500	\$300	\$1,950,000	1
Pharmacy	1,000	\$290	\$290,000	\$305	\$305,000	1
Sporting Goods & Hobby Stores	1,000	\$220	\$220,000	\$230	\$230,000	1
Retailer Totals	16,600	\$231	\$4,077,500	\$243	\$4,286,500	9 - 11
Restaurants						
Bars, Breweries & Pubs	1,100	\$220	\$242,000	\$230	\$253,000	1
Full-Service Restaurants	4,000	\$240	\$960,000	\$250	\$1,000,000	1 - 2
Limited-Service Eating Places	2,700	\$230	\$621,000	\$240	\$648,000	1 - 2
Special Food Services	1,700	\$225	\$382,500	\$235	\$399,500	1 - 2
Restaurant Totals	9,500	\$229	\$2,205,500	\$239	\$2,300,500	4 - 7
Retailer & Restaurant Totals	26,100	\$230	\$6,283,000	\$242	\$6,587,000	13 - 18

Table 2: The study site's primary trade area has demand for 26,100 sf of total new supportable retail and restaurants.

Methodology

To determine the amounts and types of retail supportable in the Brimley study area, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Hopewell study area. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

For the purposes of this study, GPG has assumed the following:

- Other major community retail centers may be planned or proposed, but only the existing retail is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per sf reflect higher sales per sf in newly developed retail and selected increases in sales per sf by individual retail categories.
- No major regional retail centers will be developed within the trade area of this analysis through 2022 for the purposes of this study.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- The subject site is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- Annual population growth for the primary trade area is estimated to be -0.39 percent throughout the five-year period of this study.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri and local brokerage services.
- Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
- Parking for new development projects or businesses will meet or exceed the industry standards.
- Visibility of any new retail is also assumed very good, with signage as required to assure easy visibility of the retailers.
- Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in the Brimley study area's primary trade area now and through 2022. 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. It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that the study site's surrounding area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales

revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the study area.

This study is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of December 22, 2017, 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. 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 market 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 designing, financing, planning, and programming any business, real estate development, or public planning policy. This study is intended only for the use of the client and is void for other site locations, developers, or organizations.

- *End of Study*

Appendix EXHIBIT A1: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Brimley PTA
Area: 218.84 square miles

Prepared by Esri

Population Summary	
2000 Total Population	3,003
2010 Total Population	3,289
2017 Total Population	3,269
2017 Group Quarters	2
2022 Total Population	3,205
2017-2022 Annual Rate	-0.39%
2017 Total Daytime Population	3,308
Workers	1,469
Residents	1,839
Household Summary	
2000 Households	1,157
2000 Average Household Size	2.59
2010 Households	1,288
2010 Average Household Size	2.55
2017 Households	1,285
2017 Average Household Size	2.54
2022 Households	1,261
2022 Average Household Size	2.54
2017-2022 Annual Rate	-0.38%
2010 Families	908
2010 Average Family Size	3.00
2017 Families	893
2017 Average Family Size	2.99
2022 Families	871
2022 Average Family Size	2.99
2017-2022 Annual Rate	-0.50%
Housing Unit Summary	
2000 Housing Units	1,801
Owner Occupied Housing Units	53.9%
Renter Occupied Housing Units	10.3%
Vacant Housing Units	35.8%
2010 Housing Units	2,025
Owner Occupied Housing Units	50.7%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	36.4%
2017 Housing Units	2,025
Owner Occupied Housing Units	49.2%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	36.5%
2022 Housing Units	2,025
Owner Occupied Housing Units	48.2%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	37.7%
Median Household Income	
2017	\$51,521
2022	\$52,546
Median Home Value	
2017	\$123,704
2022	\$140,688
Per Capita Income	
2017	\$23,421
2022	\$25,260
Median Age	
2010	39.2
2017	40.8
2022	41.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A2: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Brimley PTA
Area: 218.84 square miles

Prepared by Esri

2017 Households by Income	
Household Income Base	1,285
<\$15,000	12.5%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	1.6%
\$200,000+	0.9%
Average Household Income	\$59,093
2022 Households by Income	
Household Income Base	1,261
<\$15,000	13.2%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	17.0%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	2.0%
\$200,000+	1.2%
Average Household Income	\$63,682
2017 Owner Occupied Housing Units by Value	
Total	996
<\$50,000	13.0%
\$50,000 - \$99,999	24.2%
\$100,000 - \$149,999	27.1%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	7.4%
\$250,000 - \$299,999	4.4%
\$300,000 - \$399,999	5.6%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.1%
Average Home Value	\$144,854
2022 Owner Occupied Housing Units by Value	
Total	976
<\$50,000	9.6%
\$50,000 - \$99,999	19.8%
\$100,000 - \$149,999	25.3%
\$150,000 - \$199,999	18.8%
\$200,000 - \$249,999	9.6%
\$250,000 - \$299,999	5.8%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.1%
Average Home Value	\$166,829

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A3: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Brimley PTA
Area: 218.84 square miles

Prepared by Esri

2010 Population by Age	
Total	3,288
0 - 4	6.3%
5 - 9	7.0%
10 - 14	7.8%
15 - 24	12.7%
25 - 34	11.1%
35 - 44	12.4%
45 - 54	15.1%
55 - 64	13.4%
65 - 74	8.1%
75 - 84	4.6%
85 +	1.4%
18 +	74.5%
2017 Population by Age	
Total	3,269
0 - 4	5.8%
5 - 9	6.5%
10 - 14	7.3%
15 - 24	11.8%
25 - 34	12.3%
35 - 44	11.0%
45 - 54	13.6%
55 - 64	14.8%
65 - 74	10.4%
75 - 84	5.0%
85 +	1.7%
18 +	76.8%
2022 Population by Age	
Total	3,204
0 - 4	5.7%
5 - 9	6.2%
10 - 14	7.1%
15 - 24	10.8%
25 - 34	12.6%
35 - 44	11.2%
45 - 54	12.4%
55 - 64	14.6%
65 - 74	11.8%
75 - 84	5.8%
85 +	1.8%
18 +	77.4%
2010 Population by Sex	
Males	1,627
Females	1,662
2017 Population by Sex	
Males	1,624
Females	1,645
2022 Population by Sex	
Males	1,597
Females	1,608

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A4: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Brimley PTA
Area: 218.84 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	3,289
White Alone	60.0%
Black Alone	0.3%
American Indian Alone	33.0%
Asian Alone	0.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.1%
Two or More Races	6.0%
Hispanic Origin	0.6%
Diversity Index	53.6
2017 Population by Race/Ethnicity	
Total	3,271
White Alone	58.7%
Black Alone	0.3%
American Indian Alone	33.0%
Asian Alone	0.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.1%
Two or More Races	7.0%
Hispanic Origin	1.0%
Diversity Index	55.5
2022 Population by Race/Ethnicity	
Total	3,206
White Alone	57.3%
Black Alone	0.3%
American Indian Alone	33.3%
Asian Alone	1.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.2%
Two or More Races	7.6%
Hispanic Origin	1.3%
Diversity Index	57.1
2010 Population by Relationship and Household Type	
Total	3,289
In Households	99.9%
In Family Households	85.8%
Householder	27.8%
Spouse	20.7%
Child	32.0%
Other relative	2.2%
Nonrelative	3.1%
In Nonfamily Households	14.1%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A5: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Brimley PTA
Area: 218.84 square miles

Prepared by Esri

2017 Population 25+ by Educational Attainment	
Total	2,243
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	4.9%
High School Graduate	27.3%
GED/Alternative Credential	2.7%
Some College, No Degree	26.8%
Associate Degree	11.5%
Bachelor's Degree	14.0%
Graduate/Professional Degree	8.9%
2017 Population 15+ by Marital Status	
Total	2,630
Never Married	32.6%
Married	49.8%
Widowed	4.5%
Divorced	13.1%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	92.2%
Civilian Unemployed (Unemployment Rate)	7.8%
2017 Employed Population 16+ by Industry	
Total	1,446
Agriculture/Mining	1.7%
Construction	4.8%
Manufacturing	5.5%
Wholesale Trade	1.7%
Retail Trade	9.7%
Transportation/Utilities	2.8%
Information	1.0%
Finance/Insurance/Real Estate	2.3%
Services	57.0%
Public Administration	13.7%
2017 Employed Population 16+ by Occupation	
Total	1,445
White Collar	55.3%
Management/Business/Financial	11.3%
Professional	24.2%
Sales	8.6%
Administrative Support	11.1%
Services	27.2%
Blue Collar	17.4%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	3.6%
Production	5.1%
Transportation/Material Moving	3.6%
2010 Population By Urban/ Rural Status	
Total Population	3,289
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	1.8%
Rural Population	98.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A6: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Brimley PTA
Area: 218.84 square miles

Prepared by Esri

2010 Households by Type	
Total	1,288
Households with 1 Person	24.1%
Households with 2+ People	75.9%
Family Households	70.5%
Husband-wife Families	52.6%
With Related Children	19.3%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	6.4%
With Related Children	4.5%
Other Family with Female Householder	11.4%
With Related Children	8.9%
Nonfamily Households	5.4%
All Households with Children	33.2%
Multigenerational Households	2.9%
Unmarried Partner Households	9.0%
Male-female	8.3%
Same-sex	0.7%
2010 Households by Size	
Total	1,287
1 Person Household	24.1%
2 Person Household	37.3%
3 Person Household	15.9%
4 Person Household	12.4%
5 Person Household	7.1%
6 Person Household	2.1%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	1,288
Owner Occupied	79.7%
Owned with a Mortgage/Loan	49.1%
Owned Free and Clear	30.7%
Renter Occupied	20.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,025
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	1.3%
Rural Housing Units	98.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT A7: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Brimley PTA
Area: 218.84 square miles

Prepared by Esri

Top 3 Tapestry Segments		
1.		Rustbelt Traditions (5D)
2.		The Great Outdoors (6C)
3.		Prairie Living (6D)
2017 Consumer Spending		
Apparel & Services: Total \$		
		\$1,968,860
	Average Spent	\$1,532.19
	Spending Potential Index	71
Education: Total \$		
		\$1,274,480
	Average Spent	\$991.81
	Spending Potential Index	68
Entertainment/Recreation: Total \$		
		\$2,999,026
	Average Spent	\$2,333.87
	Spending Potential Index	75
Food at Home: Total \$		
		\$4,835,270
	Average Spent	\$3,762.86
	Spending Potential Index	75
Food Away from Home: Total \$		
		\$3,098,516
	Average Spent	\$2,411.30
	Spending Potential Index	72
Health Care: Total \$		
		\$5,594,642
	Average Spent	\$4,353.81
	Spending Potential Index	78
HH Furnishings & Equipment: Total \$		
		\$1,883,897
	Average Spent	\$1,466.07
	Spending Potential Index	75
Personal Care Products & Services: Total \$		
		\$750,982
	Average Spent	\$584.42
	Spending Potential Index	73
Shelter: Total \$		
		\$14,724,710
	Average Spent	\$11,458.92
	Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$		
		\$2,245,705
	Average Spent	\$1,747.63
	Spending Potential Index	75
Travel: Total \$		
		\$1,938,871
	Average Spent	\$1,508.85
	Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$		
		\$1,044,739
	Average Spent	\$813.03
	Spending Potential Index	76

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B1: Eastern UP Counties Community Profile

Gibbs Planning Group

Community Profile

Eastern UP Counties
Chippewa County, MI (26033) et al.
Geography: County

Prepared by Esri

	MI(26033),MI(...)
Population Summary	
2000 Total Population	57,510
2010 Total Population	56,264
2017 Total Population	55,608
2017 Group Quarters	6,244
2022 Total Population	54,386
2017-2022 Annual Rate	-0.44%
2017 Total Daytime Population	51,253
Workers	23,451
Residents	27,802
Household Summary	
2000 Households	21,022
2000 Average Household Size	2.39
2010 Households	21,765
2010 Average Household Size	2.30
2017 Households	21,594
2017 Average Household Size	2.29
2022 Households	21,109
2022 Average Household Size	2.28
2017-2022 Annual Rate	-0.45%
2010 Families	13,867
2010 Average Family Size	2.83
2017 Families	13,540
2017 Average Family Size	2.82
2022 Families	13,143
2022 Average Family Size	2.82
2017-2022 Annual Rate	-0.59%
Housing Unit Summary	
2000 Housing Units	32,851
Owner Occupied Housing Units	48.6%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	36.0%
2010 Housing Units	36,606
Owner Occupied Housing Units	43.7%
Renter Occupied Housing Units	15.7%
Vacant Housing Units	40.5%
2017 Housing Units	37,854
Owner Occupied Housing Units	41.1%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	43.0%
2022 Housing Units	38,892
Owner Occupied Housing Units	39.1%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	45.7%
Median Household Income	
2017	\$44,052
2022	\$47,484
Median Home Value	
2017	\$112,560
2022	\$131,107
Per Capita Income	
2017	\$23,007
2022	\$25,586
Median Age	
2010	41.8
2017	43.3
2022	43.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B2: Eastern UP Counties Community Profile

Gibbs Planning Group

Community Profile

Eastern UP Counties
Chippewa County, MI (26033) et al.
Geography: County

Prepared by Esri

	MI(26033),MI(...)
2017 Households by Income	
Household Income Base	21,594
<\$15,000	13.9%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	8.7%
\$150,000 - \$199,999	1.8%
\$200,000+	2.1%
Average Household Income	\$57,301
2022 Households by Income	
Household Income Base	21,109
<\$15,000	13.8%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	2.2%
\$200,000+	2.5%
Average Household Income	\$63,930
2017 Owner Occupied Housing Units by Value	
Total	15,548
<\$50,000	14.3%
\$50,000 - \$99,999	30.7%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	15.4%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	4.4%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.7%
Average Home Value	\$147,860
2022 Owner Occupied Housing Units by Value	
Total	15,195
<\$50,000	11.4%
\$50,000 - \$99,999	26.8%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	17.5%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	1.2%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	1.2%
Average Home Value	\$170,056

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B3: Eastern UP Counties Community Profile

Gibbs Planning Group

Community Profile

Eastern UP Counties
Chippewa County, MI (26033) et al.
Geography: County

Prepared by Esri

	MI(26033),MI(...)
2010 Population by Age	
Total	56,264
0 - 4	4.9%
5 - 9	5.3%
10 - 14	5.7%
15 - 24	13.1%
25 - 34	12.1%
35 - 44	13.2%
45 - 54	15.6%
55 - 64	13.6%
65 - 74	9.3%
75 - 84	5.3%
85 +	2.0%
18 +	80.4%
2017 Population by Age	
Total	55,608
0 - 4	4.5%
5 - 9	4.9%
10 - 14	5.2%
15 - 24	12.3%
25 - 34	13.0%
35 - 44	12.2%
45 - 54	13.6%
55 - 64	15.1%
65 - 74	11.4%
75 - 84	5.7%
85 +	2.2%
18 +	82.4%
2022 Population by Age	
Total	54,386
0 - 4	4.4%
5 - 9	4.7%
10 - 14	5.1%
15 - 24	11.6%
25 - 34	13.1%
35 - 44	12.3%
45 - 54	12.4%
55 - 64	14.4%
65 - 74	12.9%
75 - 84	6.7%
85 +	2.3%
18 +	82.7%
2010 Population by Sex	
Males	30,659
Females	25,605
2017 Population by Sex	
Males	30,450
Females	25,158
2022 Population by Sex	
Males	29,935
Females	24,451

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B4: Eastern UP Counties Community Profile

Gibbs Planning Group

Community Profile

Eastern UP Counties
Chippewa County, MI (26033) et al.
Geography: County

Prepared by Esri

	MI(26033),MI(...)
2010 Population by Race/Ethnicity	
Total	56,264
White Alone	74.1%
Black Alone	5.9%
American Indian Alone	14.8%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	4.6%
Hispanic Origin	1.2%
Diversity Index	44.0
2017 Population by Race/Ethnicity	
Total	55,608
White Alone	73.1%
Black Alone	6.3%
American Indian Alone	14.5%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	5.1%
Hispanic Origin	1.9%
Diversity Index	46.3
2022 Population by Race/Ethnicity	
Total	54,386
White Alone	72.1%
Black Alone	6.5%
American Indian Alone	14.6%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	5.5%
Hispanic Origin	2.4%
Diversity Index	48.1
2010 Population by Relationship and Household Type	
Total	56,264
In Households	88.9%
In Family Households	71.8%
Householder	24.6%
Spouse	18.8%
Child	24.4%
Other relative	1.8%
Nonrelative	2.1%
In Nonfamily Households	17.1%
In Group Quarters	11.1%
Institutionalized Population	9.9%
Noninstitutionalized Population	1.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B5: Eastern UP Counties Community Profile

Gibbs Planning Group

Community Profile

Eastern UP Counties
Chippewa County, MI (26033) et al.
Geography: County

Prepared by Esri

	MI(26033),MI(...)
2017 Population 25+ by Educational Attainment	
Total	40,654
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	7.7%
High School Graduate	28.6%
GED/Alternative Credential	9.3%
Some College, No Degree	24.6%
Associate Degree	8.0%
Bachelor's Degree	12.1%
Graduate/Professional Degree	7.0%
2017 Population 15+ by Marital Status	
Total	47,486
Never Married	33.3%
Married	47.4%
Widowed	6.7%
Divorced	12.7%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	93.3%
Civilian Unemployed (Unemployment Rate)	6.7%
2017 Employed Population 16+ by Industry	
Total	22,978
Agriculture/Mining	2.1%
Construction	7.0%
Manufacturing	5.9%
Wholesale Trade	1.4%
Retail Trade	10.5%
Transportation/Utilities	4.3%
Information	1.3%
Finance/Insurance/Real Estate	4.9%
Services	52.4%
Public Administration	10.1%
2017 Employed Population 16+ by Occupation	
Total	22,978
White Collar	51.8%
Management/Business/Financial	10.3%
Professional	18.1%
Sales	10.0%
Administrative Support	13.4%
Services	26.3%
Blue Collar	21.9%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	4.2%
Production	5.6%
Transportation/Material Moving	6.0%
2010 Population By Urban/ Rural Status	
Total Population	56,264
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	45.2%
Rural Population	54.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B6: Eastern UP Counties Community Profile

Gibbs Planning Group

Community Profile

Eastern UP Counties
Chippewa County, MI (26033) et al.
Geography: County

Prepared by Esri

	MI(26033),MI(...)
2010 Households by Type	
Total	21,765
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	63.7%
Husband-wife Families	48.7%
With Related Children	16.6%
Other Family (No Spouse Present)	15.0%
Other Family with Male Householder	4.9%
With Related Children	3.2%
Other Family with Female Householder	10.1%
With Related Children	6.8%
Nonfamily Households	6.2%
All Households with Children	27.1%
Multigenerational Households	2.2%
Unmarried Partner Households	7.2%
Male-female	6.8%
Same-sex	0.4%
2010 Households by Size	
Total	21,765
1 Person Household	30.0%
2 Person Household	38.5%
3 Person Household	14.0%
4 Person Household	10.3%
5 Person Household	4.6%
6 Person Household	1.7%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	21,765
Owner Occupied	73.5%
Owned with a Mortgage/Loan	42.1%
Owned Free and Clear	31.4%
Renter Occupied	26.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	36,606
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	25.9%
Rural Housing Units	74.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix EXHIBIT B7: Eastern UP Counties Community Profile

Gibbs Planning Group

Community Profile

Eastern UP Counties
Chippewa County, MI (26033) et al.
Geography: County

Prepared by Esri

		MI(26033),MI(...)
Top 3 Tapestry Segments		
1.	Rural Resort Dwellers (6E)	
2.	Salt of the Earth (6B)	
3.	Traditional Living (12B)	
2017 Consumer Spending		
Apparel & Services: Total \$		\$31,234,774
Average Spent		\$1,446.46
Spending Potential Index		67
Education: Total \$		\$19,069,516
Average Spent		\$883.09
Spending Potential Index		61
Entertainment/Recreation: Total \$		\$50,426,578
Average Spent		\$2,335.21
Spending Potential Index		75
Food at Home: Total \$		\$83,412,595
Average Spent		\$3,862.77
Spending Potential Index		77
Food Away from Home: Total \$		\$50,542,946
Average Spent		\$2,340.60
Spending Potential Index		70
Health Care: Total \$		\$97,430,029
Average Spent		\$4,511.90
Spending Potential Index		81
HH Furnishings & Equipment: Total \$		\$30,915,605
Average Spent		\$1,431.68
Spending Potential Index		74
Personal Care Products & Services: Total \$		\$12,139,573
Average Spent		\$562.17
Spending Potential Index		71
Shelter: Total \$		\$234,396,217
Average Spent		\$10,854.69
Spending Potential Index		67
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$37,108,039
Average Spent		\$1,718.44
Spending Potential Index		73
Travel: Total \$		\$30,458,881
Average Spent		\$1,410.53
Spending Potential Index		68
Vehicle Maintenance & Repairs: Total \$		\$17,908,933
Average Spent		\$829.35
Spending Potential Index		77

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Brimley PTA

Prepared by Esri

Area: 218.84 square miles

Data for all businesses in area			
	Total Businesses:	93	
	Total Employees:	1,651	
	Total Residential Population:	3,269	
	Employee/Residential Population Ratio (per 100 Residents)	51	
by SIC Codes	Businesses	Employees	
	Number	Number	Percent
Agriculture & Mining	2	6	0.4%
Construction	7	22	1.3%
Manufacturing	5	164	9.9%
Transportation	2	50	3.0%
Communication	0	0	0.0%
Utility	0	15	0.9%
Wholesale Trade	4	21	1.3%
Retail Trade Summary	16	100	6.1%
Home Improvement	5	19	1.2%
General Merchandise Stores	0	0	0.0%
Food Stores	1	13	0.8%
Auto Dealers, Gas Stations, Auto Aftermarket	3	29	1.8%
Apparel & Accessory Stores	0	1	0.1%
Furniture & Home Furnishings	0	5	0.3%
Eating & Drinking Places	4	23	1.4%
Miscellaneous Retail	3	9	0.5%
Finance, Insurance, Real Estate Summary	3	18	1.1%
Banks, Savings & Lending Institutions	2	15	0.9%
Securities Brokers	0	0	0.0%
Insurance Carriers & Agents	0	1	0.1%
Real Estate, Holding, Other Investment Offices	0	2	0.1%
Services Summary	38	1,099	66.6%
Hotels & Lodging	5	12	0.7%
Automotive Services	2	3	0.2%
Motion Pictures & Amusements	6	782	47.4%
Health Services	5	97	5.9%
Legal Services	0	0	0.0%
Education Institutions & Libraries	4	146	8.8%
Other Services	15	59	3.6%
Government	14	157	9.5%
Unclassified Establishments	1	0	0.0%
Totals	93	1,651	100.0%

Source: Copyright 2017, Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017. Esri's Data allocation which uses census block groups to allocate business summary data to custom areas.

Business Summary

Gibbs Planning Group

Brimley PTA

Area: 218.84 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.1%	1	0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	14	0.8%
Construction	7	7.5%	22	1.3%
Manufacturing	4	4.3%	163	9.9%
Wholesale Trade	4	4.3%	21	1.3%
Retail Trade	12	12.9%	76	4.6%
Motor Vehicle & Parts Dealers	1	1.1%	14	0.8%
Furniture & Home Furnishings Stores	0	0.0%	5	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	5	5.4%	19	1.2%
Food & Beverage Stores	1	1.1%	13	0.8%
Health & Personal Care Stores	1	1.1%	5	0.3%
Gasoline Stations	2	2.2%	16	1.0%
Clothing & Clothing Accessories Stores	1	1.1%	2	0.1%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.0%	4	0.2%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	2.2%	51	3.1%
Information	3	3.2%	7	0.4%
Finance & Insurance	2	2.2%	16	1.0%
Central Bank/Credit Intermediation & Related Activities	2	2.2%	15	0.9%
Securities, Commodity Contracts, & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other	0	0.0%	1	0.1%
Real Estate, Rental & Leasing	0	0.0%	2	0.1%
Professional, Scientific & Tech Services	3	3.2%	29	1.8%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	1.1%	4	0.2%
Educational Services	4	4.3%	146	8.8%
Health Care & Social Assistance	8	8.6%	108	6.5%
Arts, Entertainment & Recreation	7	7.5%	784	47.5%
Accommodation & Food Services	9	9.7%	35	2.1%
Accommodation	5	5.4%	12	0.7%
Food Services & Drinking Places	4	4.3%	23	1.4%
Other Services (except Public Administration)	9	9.7%	14	0.8%
Automotive Repair & Maintenance	1	1.1%	2	0.1%
Public Administration	14	15.1%	157	9.5%
Unclassified Establishments	1	1.1%	0	0.0%
Total	93	100.0%	1,651	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.
Date Note: Data on the Business Summary report is calculated Esri's Data allocation which uses census block groups to allocate business summary data to custom areas.