



Figure 1: The Soo Township study area can presently statistically support an additional 51,200 sf of retail and restaurant development.

Executive Summary

This study finds that the Soo Township study area has an existing statistical market demand for up to 51,200 square feet (sf) of additional retail development producing up to \$14.0 million in sales.

Please find below a summary of the 2017 supportable retail:

9,400	sf	Limited-Service Eating Places
7,900	sf	Full-Service Restaurants
5,500	sf	Specialty Food Stores
5,100	sf	General Merchandise Stores
4,100	sf	Apparel Stores
3,900	sf	Electronics & Appliance Stores
3,300	sf	Special Food Services
3,200	sf	Bars, Breweries & Pubs
2,100	sf	Miscellaneous Store Retailers
1,900	sf	Cosmetics
1,600	sf	Jewelry Stores
1,200	sf	Home Furnishings Stores
1,000	sf	Beer, Wine & Liquor Stores
1,000	sf	Shoe Stores
51,200	sf	Potential Total Additional Supportable Retail

By 2022, this demand will likely generate up to \$14.7 million in gross sales. This new retail demand could be absorbed by existing businesses and/or with the opening of 20 to 28 new stores and restaurants. If constructed as a new single-site center, the development would be classified as a large convenience center by industry definitions and could include 3-4 limited-service eating places, 2-3 full-service restaurants, 2-3 specialty food stores, 2-3 general merchandise stores, 1-2 apparel stores, and an assortment of other retail offerings.

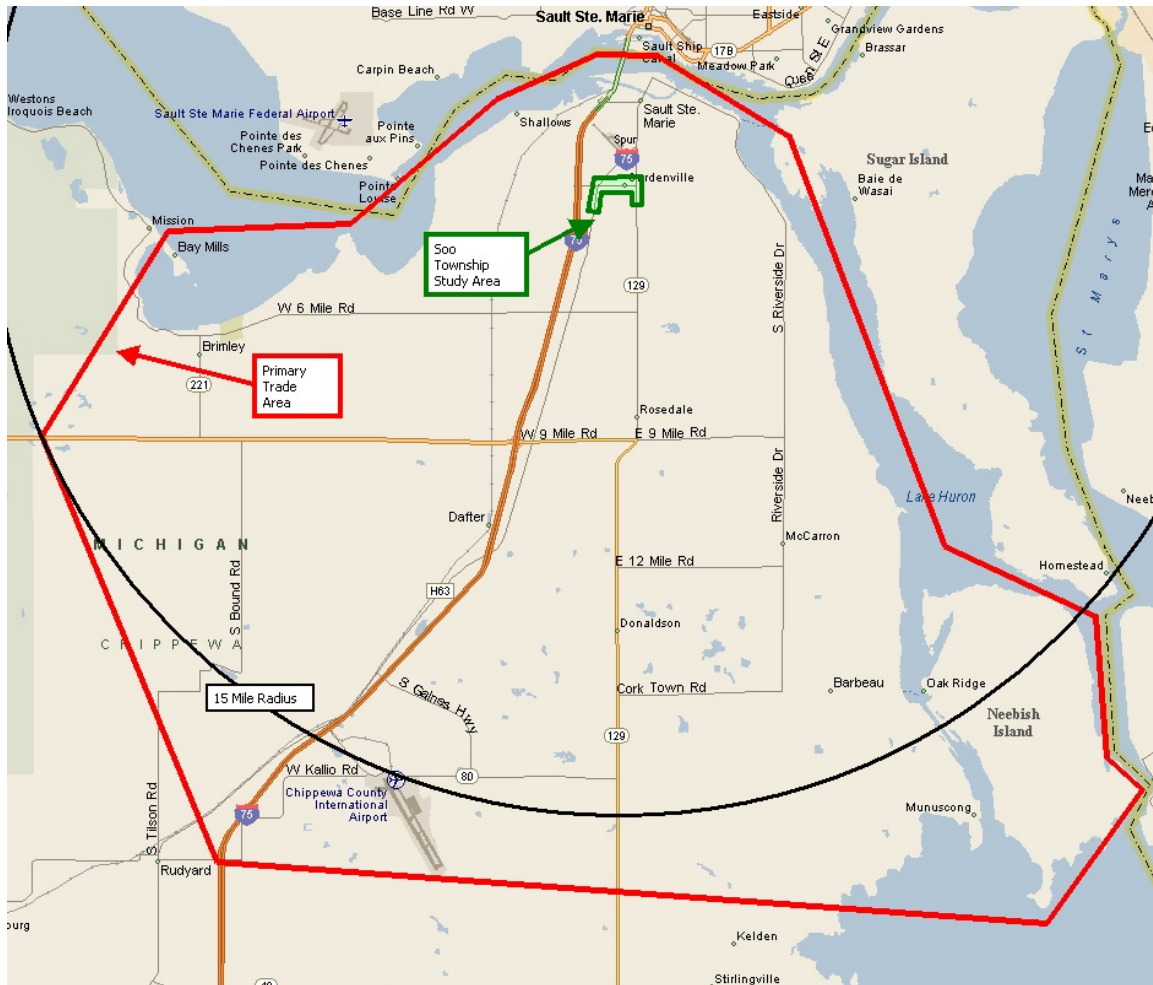


Figure 2: The Soo Township study area has an approximate 387-square-mile primary trade area (shown above in red).

Trade Area Boundaries

This study estimates that the Soo Township primary trade area is limited by the Canadian border to the north and east, Hiawatha National Forest to the west, and 20 Mile Road to the south. The boundaries roughly equate to a 387 square-mile area or a 15-20 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 29,600 people, which is expected to decrease at an annual rate of -0.48 percent to 28,900 by 2022. The current 2017 households number is 10,500, which is expected to decrease to 10,200 by 2022 at an annual rate of -0.55 percent. The 2017 average

household income is \$57,700 and is estimated to increase to \$63,600 by 2022. Median household income in the trade area is \$43,300 and is estimated to increase to \$45,900 by 2022. Moreover, 26.6 percent of the households earn above \$75,000 per year. The average household size of 2.36 persons in 2017 is expected to remain constant by 2022; the 2017 median age is 37.8 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 percent and -0.45 percent, 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	29,600	55,600	10,024,800	327,514,300
2017 Households	10,500	21,600	3,940,000	123,158,900
2022 Population	28,900	54,400	10,131,000	341,323,600
2022 Households	10,200	21,100	3,986,500	128,069,400
2017-2022 Annual Population Growth Rate	-0.48%	-0.44%	0.21%	0.83%
2017-2022 Annual HH Growth Rate	-0.55%	-0.45%	0.23%	0.79%
2017 Average Household Income	\$57,700	\$57,300	\$71,400	\$80,700
2017 Median Household Income	\$43,300	\$44,000	\$52,100	\$56,100
2022 Average Household Income	\$63,600	\$63,900	\$80,600	\$91,600
2022 Median Household Income	\$45,900	\$47,500	\$56,400	\$62,300
% Households w. incomes \$75,000 or higher	26.6%	25.3%	33.6%	38.1%
% Bachelor's Degree	12.7%	12.1%	17.4%	19.3%
% Graduate or Professional Degree	7.3%	7.0%	10.9%	11.8%
Average Household Size	2.36	2.29	2.49	2.48
Median Age	37.8	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 Stores	4,100	\$235	\$963,500	\$245	\$1,004,500	1 - 2
Beer, Wine & Liquor Stores	1,000	\$275	\$275,000	\$290	\$290,000	1
Cosmetics	1,900	\$285	\$541,500	\$300	\$570,000	1
Electronics & Appliance Stores	3,900	\$295	\$1,150,500	\$310	\$1,209,000	1 - 2
General Merchandise Stores	5,100	\$260	\$1,326,000	\$275	\$1,402,500	2 - 3
Home Furnishings Stores	1,200	\$255	\$306,000	\$270	\$324,000	1
Jewelry Stores	1,600	\$270	\$432,000	\$285	\$456,000	1
Miscellaneous Store Retailers	2,100	\$255	\$535,500	\$270	\$567,000	1 - 2
Shoe Stores	1,000	\$240	\$240,000	\$250	\$250,000	1
Specialty Food Stores	5,500	\$285	\$1,567,500	\$300	\$1,650,000	2 - 3
Retailer Totals	27,400	\$266	\$7,337,500	\$280	\$7,723,000	12 - 17
Restaurants						
Bars, Breweries & Pubs	3,200	\$270	\$864,000	\$285	\$912,000	1
Full-Service Restaurants	7,900	\$290	\$2,291,000	\$305	\$2,409,500	2 - 3
Limited-Service Eating Places	9,400	\$275	\$2,585,000	\$290	\$2,726,000	3 - 4
Special Food Services	3,300	\$265	\$874,500	\$280	\$924,000	2 - 3
Restaurant Totals	23,800	\$275	\$6,614,500	\$290	\$6,971,500	8 - 11
Retailer & Restaurant Totals	51,200	\$268	\$13,952,000	\$283	\$14,694,500	20 - 28

Table 2: The study site's primary trade area has demand for 51,200 sf of total new supportable retail and restaurants.

Methodology

To determine the amounts and types of retail supportable in the Soo Township 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 Soo Township 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 -0.48 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 Soo Township 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

Soo Township PTA
Area: 386.9 square miles

Prepared by Esri

Population Summary	
2000 Total Population	30,346
2010 Total Population	30,285
2017 Total Population	29,639
2017 Group Quarters	4,936
2022 Total Population	28,933
2017-2022 Annual Rate	-0.48%
2017 Total Daytime Population	26,827
Workers	12,700
Residents	14,127
Household Summary	
2000 Households	10,000
2000 Average Household Size	2.44
2010 Households	10,703
2010 Average Household Size	2.37
2017 Households	10,454
2017 Average Household Size	2.36
2022 Households	10,169
2022 Average Household Size	2.36
2017-2022 Annual Rate	-0.55%
2010 Families	6,664
2010 Average Family Size	2.93
2017 Families	6,405
2017 Average Family Size	2.94
2022 Families	6,186
2022 Average Family Size	2.94
2017-2022 Annual Rate	-0.69%
Housing Unit Summary	
2000 Housing Units	11,797
Owner Occupied Housing Units	58.4%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	15.2%
2010 Housing Units	12,646
Owner Occupied Housing Units	55.3%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	15.4%
2017 Housing Units	12,660
Owner Occupied Housing Units	52.3%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	17.4%
2022 Housing Units	12,911
Owner Occupied Housing Units	49.7%
Renter Occupied Housing Units	29.1%
Vacant Housing Units	21.2%
Median Household Income	
2017	\$43,348
2022	\$45,940
Median Home Value	
2017	\$98,393
2022	\$114,515
Per Capita Income	
2017	\$21,582
2022	\$23,584
Median Age	
2010	37.1
2017	37.8
2022	38.2

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

Soo Township PTA
Area: 386.9 square miles

Prepared by Esri

2017 Households by Income	
Household Income Base	10,454
<\$15,000	15.8%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	2.1%
\$200,000+	2.5%
Average Household Income	\$57,746
2022 Households by Income	
Household Income Base	10,169
<\$15,000	15.8%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	2.5%
\$200,000+	2.9%
Average Household Income	\$63,568
2017 Owner Occupied Housing Units by Value	
Total	6,615
<\$50,000	16.5%
\$50,000 - \$99,999	34.6%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	13.6%
\$200,000 - \$249,999	6.0%
\$250,000 - \$299,999	2.7%
\$300,000 - \$399,999	3.6%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.7%
Average Home Value	\$131,334
2022 Owner Occupied Housing Units by Value	
Total	6,418
<\$50,000	13.4%
\$50,000 - \$99,999	30.9%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	15.8%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	3.5%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	1.4%
Average Home Value	\$156,557

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

Soo Township PTA
Area: 386.9 square miles

Prepared by Esri

2010 Population by Age	
Total	30,287
0 - 4	5.4%
5 - 9	5.4%
10 - 14	5.8%
15 - 24	16.1%
25 - 34	14.3%
35 - 44	14.5%
45 - 54	14.9%
55 - 64	11.2%
65 - 74	6.5%
75 - 84	4.1%
85 +	1.7%
18 +	79.8%
2017 Population by Age	
Total	29,638
0 - 4	5.0%
5 - 9	5.1%
10 - 14	5.3%
15 - 24	15.1%
25 - 34	15.7%
35 - 44	13.7%
45 - 54	13.5%
55 - 64	12.3%
65 - 74	8.1%
75 - 84	4.3%
85 +	1.9%
18 +	81.6%
2022 Population by Age	
Total	28,932
0 - 4	5.0%
5 - 9	4.9%
10 - 14	5.2%
15 - 24	14.4%
25 - 34	16.0%
35 - 44	13.8%
45 - 54	12.7%
55 - 64	12.0%
65 - 74	9.1%
75 - 84	4.9%
85 +	1.9%
18 +	81.9%
2010 Population by Sex	
Males	17,046
Females	13,239
2017 Population by Sex	
Males	16,751
Females	12,888
2022 Population by Sex	
Males	16,423
Females	12,510

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

Soo Township PTA
Area: 386.9 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	30,286
White Alone	70.1%
Black Alone	8.3%
American Indian Alone	15.9%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	4.8%
Hispanic Origin	1.4%
Diversity Index	49.1
2017 Population by Race/Ethnicity	
Total	29,639
White Alone	68.5%
Black Alone	8.8%
American Indian Alone	15.6%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	5.5%
Hispanic Origin	2.2%
Diversity Index	52.0
2022 Population by Race/Ethnicity	
Total	28,934
White Alone	67.1%
Black Alone	9.2%
American Indian Alone	15.7%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	6.0%
Hispanic Origin	2.8%
Diversity Index	54.2
2010 Population by Relationship and Household Type	
Total	30,285
In Households	83.7%
In Family Households	66.7%
Householder	22.0%
Spouse	15.8%
Child	25.0%
Other relative	1.8%
Nonrelative	2.2%
In Nonfamily Households	17.0%
In Group Quarters	16.3%
Institutionalized Population	14.4%
Noninstitutionalized Population	1.8%

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

Soo Township PTA
Area: 386.9 square miles

Prepared by Esri

2017 Population 25+ by Educational Attainment	
Total	20,612
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	7.8%
High School Graduate	25.0%
GED/Alternative Credential	12.4%
Some College, No Degree	24.4%
Associate Degree	7.7%
Bachelor's Degree	12.7%
Graduate/Professional Degree	7.3%
2017 Population 15+ by Marital Status	
Total	25,089
Never Married	40.2%
Married	41.1%
Widowed	5.5%
Divorced	13.2%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	92.4%
Civilian Unemployed (Unemployment Rate)	7.6%
2017 Employed Population 16+ by Industry	
Total	11,717
Agriculture/Mining	0.9%
Construction	5.9%
Manufacturing	6.5%
Wholesale Trade	1.8%
Retail Trade	10.6%
Transportation/Utilities	2.9%
Information	2.0%
Finance/Insurance/Real Estate	4.3%
Services	55.0%
Public Administration	10.1%
2017 Employed Population 16+ by Occupation	
Total	11,716
White Collar	54.9%
Management/Business/Financial	10.1%
Professional	21.2%
Sales	9.5%
Administrative Support	14.1%
Services	26.4%
Blue Collar	18.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	3.3%
Production	5.9%
Transportation/Material Moving	5.3%
2010 Population By Urban/ Rural Status	
Total Population	30,285
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	64.9%
Rural Population	35.1%

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

Soo Township PTA
Area: 386.9 square miles

Prepared by Esri

2010 Households by Type	
Total	10,703
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	62.3%
Husband-wife Families	44.7%
With Related Children	17.7%
Other Family (No Spouse Present)	17.6%
Other Family with Male Householder	5.3%
With Related Children	3.6%
Other Family with Female Householder	12.3%
With Related Children	8.7%
Nonfamily Households	7.8%
All Households with Children	30.5%
Multigenerational Households	2.5%
Unmarried Partner Households	7.9%
Male-female	7.5%
Same-sex	0.4%
2010 Households by Size	
Total	10,703
1 Person Household	30.0%
2 Person Household	35.2%
3 Person Household	15.1%
4 Person Household	11.5%
5 Person Household	5.5%
6 Person Household	1.9%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	10,703
Owner Occupied	65.3%
Owned with a Mortgage/Loan	40.4%
Owned Free and Clear	24.9%
Renter Occupied	34.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,646
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	55.7%
Rural Housing Units	44.3%

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

Soo Township PTA
Area: 386.9 square miles

Prepared by Esri

Top 3 Tapestry Segments		
1.		Traditional Living (12B)
2.		Salt of the Earth (6B)
3.		Small Town Simplicity (12C)
2017 Consumer Spending		
Apparel & Services: Total \$		\$15,995,117
Average Spent		\$1,530.05
Spending Potential Index		71
Education: Total \$		\$10,862,646
Average Spent		\$1,039.09
Spending Potential Index		71
Entertainment/Recreation: Total \$		\$23,875,811
Average Spent		\$2,283.89
Spending Potential Index		73
Food at Home: Total \$		\$39,573,463
Average Spent		\$3,785.49
Spending Potential Index		75
Food Away from Home: Total \$		\$25,297,147
Average Spent		\$2,419.85
Spending Potential Index		73
Health Care: Total \$		\$43,607,704
Average Spent		\$4,171.39
Spending Potential Index		75
HH Furnishings & Equipment: Total \$		\$14,906,913
Average Spent		\$1,425.95
Spending Potential Index		73
Personal Care Products & Services: Total \$		\$5,962,278
Average Spent		\$570.33
Spending Potential Index		72
Shelter: Total \$		\$119,822,780
Average Spent		\$11,461.91
Spending Potential Index		71
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$17,466,869
Average Spent		\$1,670.83
Spending Potential Index		71
Travel: Total \$		\$14,783,941
Average Spent		\$1,414.19
Spending Potential Index		68
Vehicle Maintenance & Repairs: Total \$		\$8,363,187
Average Spent		\$800.00
Spending Potential Index		75

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.

Soo Township PTA
Area: 386.9 square miles

Prepared by Esri

Data for all businesses in area		Businesses		Employees	
		Number	Percent	Number	Percent
Total Businesses:		27	2.3%	86	0.6%
Total Employees:		69	5.9%	311	2.1%
Total Residential Population:		29	2.5%	579	3.8%
Employee/Residential Population Ratio (per 100 Residents)		47	4.0%	613	4.1%
		14	1.2%	124	0.8%
		11	0.9%	125	0.8%
		38	3.2%	372	2.5%
by SIC Codes					
Retail Trade Summary		225	19.1%	2,552	16.9%
Home Improvement		19	1.6%	167	1.1%
General Merchandise Stores		9	0.8%	512	3.4%
Food Stores		19	1.6%	263	1.7%
Auto Dealers, Gas Stations, Auto Aftermarket		36	3.1%	247	1.6%
Apparel & Accessory Stores		9	0.8%	33	0.2%
Furniture & Home Furnishings		13	1.1%	55	0.4%
Eating & Drinking Places		56	4.8%	898	6.0%
Miscellaneous Retail		63	5.3%	376	2.5%
Finance, Insurance, Real Estate Summary					
Banks, Savings & Lending Institutions		83	7.0%	617	4.1%
Securities Brokers		23	2.0%	270	1.8%
Insurance Carriers & Agents		7	0.6%	12	0.1%
Real Estate, Holding, Other Investment Offices		20	1.7%	91	0.6%
		32	2.7%	244	1.6%
Services Summary					
Hotels & Lodging		453	38.5%	6,758	44.8%
Automotive Services		32	2.7%	299	2.0%
Motion Pictures & Amusements		44	3.7%	173	1.1%
Health Services		30	2.5%	1,949	12.9%
Legal Services		59	5.0%	1,701	11.3%
Education Institutions & Libraries		15	1.3%	44	0.3%
Other Services		35	3.0%	1,306	8.7%
		238	20.2%	1,285	8.5%
Government		170	14.4%	2,929	19.4%
Unclassified Establishments		13	1.1%	11	0.1%
Totals		1,176	100.0%	15,077	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.

Business Summary

Gibbs Planning Group

Soo Township PTA
Area : 386.9 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	7	0.6%	12	0.1%
Mining	3	0.3%	10	0.1%
Utilities	6	0.5%	77	0.5%
Construction	71	6.0%	315	2.1%
Manufacturing	28	2.4%	500	3.3%
Wholesale Trade	36	3.1%	363	2.4%
Retail Trade	168	14.3%	1,659	11.0%
Motor Vehicle & Parts Dealers	24	2.0%	166	1.1%
Furniture & Home Furnishings Stores	8	0.7%	40	0.3%
Electronics & Appliance Stores	4	0.3%	12	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	19	1.6%	167	1.1%
Food & Beverage Stores	20	1.7%	262	1.7%
Health & Personal Care Stores	15	1.3%	124	0.8%
Gasoline Stations	12	1.0%	81	0.5%
Clothing & Clothing Accessories Stores	9	0.8%	33	0.2%
Sport Goods, Hobby, Book, & Music Stores	12	1.0%	63	0.4%
General Merchandise Stores	9	0.8%	512	3.4%
Miscellaneous Store Retailers	32	2.7%	183	1.2%
Nonstore Retailers	4	0.3%	15	0.1%
Transportation & Warehousing	32	2.7%	575	3.8%
Information	21	1.8%	192	1.3%
Finance & Insurance	52	4.4%	375	2.5%
Central Bank/Credit Intermediation & Related Activities	24	2.0%	271	1.8%
Securities, Commodity Contracts, & Other Financial	7	0.6%	12	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other	20	1.7%	91	0.6%
Real Estate, Rental & Leasing	52	4.4%	258	1.7%
Professional, Scientific & Tech Services	69	5.9%	311	2.1%
Legal Services	16	1.4%	46	0.3%
Management of Companies & Enterprises	1	0.1%	40	0.3%
Administrative & Support & Waste Management & Remediation	31	2.6%	174	1.2%
Educational Services	34	2.9%	1,302	8.6%
Health Care & Social Assistance	98	8.3%	2,112	14.0%
Arts, Entertainment & Recreation	33	2.8%	1,956	13.0%
Accommodation & Food Services	88	7.5%	1,197	7.9%
Accommodation	32	2.7%	299	2.0%
Food Services & Drinking Places	56	4.8%	898	6.0%
Other Services (except Public Administration)	165	14.0%	706	4.7%
Automotive Repair & Maintenance	34	2.9%	144	1.0%
Public Administration	171	14.5%	2,934	19.5%
Unclassified Establishments	13	1.1%	11	0.1%
Total	1,176	100.0%	15,077	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.