



Figure 1: The Newberry study area can presently statistically support an additional 38,100 sf of retail and restaurant development by promoting industry standards for storefront design, parking, signage, advertising and operations.

Executive Summary

This study finds that the Newberry study area has an existing statistical market demand for up to 38,100 square feet (sf) of new retail development producing up to \$8 million in sales.

Please find below a summary of the 2017 supportable retail:

7,200	sf	Full-Service Restaurants
5,700	sf	Limited-Service Eating Places
4,900	sf	Specialty Food Stores and Services
4,800	sf	Apparel & Shoe Stores
2,900	sf	Department Store Merchandise
2,900	sf	General Merchandise Stores
1,900	sf	Bars, Breweries, & Pubs
1,500	sf	Furniture & Home Furnishings Stores
1,300	sf	Electronics & Appliance Stores
1,300	sf	Office Supplies & Gift Stores
1,100	sf	Miscellaneous Store Retailers
1,000	sf	Sporting Goods & Hobby Stores
900	sf	Jewelry Stores
700	sf	Book & Music Stores
38,100	sf	Potential Total Additional Supportable Retail

By 2022, this demand will likely generate up to \$9 million in gross sales. This new retail demand could be absorbed by existing businesses and/or with the opening of 20 to 25 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 2-3 apparel stores, 2-3 full-service restaurants, 2-3 limited-service eating places, 2-3 special food services, 1-2 general merchandise stores, and an assortment of other retail offerings.



Figure 2: The Newberry study area has an approximate 1,192-square-mile primary trade area (shown above in blue).

Trade Area Boundaries

This study estimates that the Newberry primary trade area is limited by Lake Superior to the north, Hulbert Road to the east, MI-77 to the west, and Hiawatha Trail Road to the south. The boundaries roughly equate to a 1,192 square-mile area or a 15-25 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 8,750 people, which is expected to decrease at an annual rate of -0.15 percent to 8,700 by 2022. The current 2017 households number is 3,400, which is projected to remain constant by 2022 but could decrease by up to 0.15 percent. The 2017 average household income is \$51,800 and is estimated to increase to \$58,800 by 2022. Median household income in the trade area is \$40,800 and is estimated to increase to \$44,500 by 2022. Moreover, 22.2 percent of the households earn above \$75,000 per year. The average household size of 2.21 persons in 2017 is expected to stay constant by 2022; the 2017 median age is 47.0 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	8,750	55,600	10,024,800	327,514,300
2017 Households	3,400	21,600	3,940,000	123,158,900
2022 Population	8,700	54,400	10,131,000	341,323,600
2022 Households	3,400	21,100	3,986,500	128,069,400
2017-2022 Annual Population Growth Rate	-0.15%	-0.44%	0.21%	0.83%
2017-2022 Annual HH Growth Rate	-0.15%	-0.45%	0.23%	0.79%
2017 Average Household Income	\$51,800	\$57,300	\$71,400	\$80,700
2017 Median Household Income	\$40,800	\$44,000	\$52,100	\$56,100
2022 Average Household Income	\$58,800	\$63,900	\$80,600	\$91,600
2022 Median Household Income	\$44,500	\$47,500	\$56,400	\$62,300
% Households w. incomes \$75,000 or higher	22.2%	25.3%	33.6%	38.1%
% Bachelor's Degree	9.2%	12.1%	17.4%	19.3%
% Graduate or Professional Degree	4.4%	7.0%	10.9%	11.8%
Average Household Size	2.21	2.29	2.49	2.48
Median Age	47.0	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	3,800	\$205	\$779,000	\$215	\$817,000	2 - 3
Book & Music Stores	700	\$135	\$94,500	\$140	\$98,000	1
Department Store Merchandise	2,900	\$215	\$623,500	\$225	\$652,500	1
Electronics & Appliance Stores	1,300	\$240	\$312,000	\$250	\$325,000	1
Furniture & Home Furnishings Stores	1,500	\$175	\$262,500	\$185	\$277,500	1
General Merchandise Stores	2,900	\$185	\$536,500	\$195	\$565,500	1 - 2
Jewelry Stores	900	\$245	\$220,500	\$255	\$229,500	1
Miscellaneous Store Retailers	1,100	\$175	\$192,500	\$185	\$203,500	1
Office Supplies & Gift Stores	1,300	\$195	\$253,500	\$205	\$266,500	1
Shoe Stores	1,000	\$200	\$200,000	\$210	\$210,000	1
Specialty Food Stores	1,500	\$215	\$322,500	\$225	\$337,500	1
Sporting Goods & Hobby Stores	1,000	\$165	\$165,000	\$175	\$175,000	1
Retailer Totals	19,900	\$196	\$3,962,000	\$205	\$4,157,500	13 - 15
Restaurants						
Bars, Breweries & Pubs	1,900	\$240	\$456,000	\$250	\$475,000	1
Full-Service Restaurants	7,200	\$260	\$1,872,000	\$275	\$1,980,000	2 - 3
Limited-Service Eating Places	5,700	\$245	\$1,396,500	\$255	\$1,453,500	2 - 3
Special Food Services	3,400	\$235	\$799,000	\$245	\$833,000	2 - 3
Restaurant Totals	18,200	\$245	\$4,523,500	\$256	\$4,741,500	7 - 10
Retailer & Restaurant Totals	38,100	\$208	\$8,485,500	\$218	\$8,899,000	20 - 25

Table 2: The study site's primary trade area has demand for 38,100 sf of total new supportable retail and restaurants.

Methodology

To determine the amounts and types of retail supportable in the Newberry 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 Newberry 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 -0.15 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, CBRE 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.

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- 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 Newberry 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 November 9, 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

Newberry PTA
Area: 1,191.61 square miles

Prepared by Esri

Population Summary	
2000 Total Population	9,159
2010 Total Population	8,644
2017 Total Population	8,744
2017 Group Quarters	1,219
2022 Total Population	8,679
2017-2022 Annual Rate	-0.15%
2017 Total Daytime Population	7,654
Workers	2,998
Residents	4,656
Household Summary	
2000 Households	3,405
2000 Average Household Size	2.37
2010 Households	3,352
2010 Average Household Size	2.22
2017 Households	3,408
2017 Average Household Size	2.21
2022 Households	3,382
2022 Average Household Size	2.21
2017-2022 Annual Rate	-0.15%
2010 Families	2,157
2010 Average Family Size	2.73
2017 Families	2,158
2017 Average Family Size	2.73
2022 Families	2,127
2022 Average Family Size	2.73
2017-2022 Annual Rate	-0.29%
Housing Unit Summary	
2000 Housing Units	5,897
Owner Occupied Housing Units	47.4%
Renter Occupied Housing Units	10.3%
Vacant Housing Units	42.3%
2010 Housing Units	6,547
Owner Occupied Housing Units	41.8%
Renter Occupied Housing Units	9.4%
Vacant Housing Units	48.8%
2017 Housing Units	6,964
Owner Occupied Housing Units	39.2%
Renter Occupied Housing Units	9.7%
Vacant Housing Units	51.1%
2022 Housing Units	7,197
Owner Occupied Housing Units	37.6%
Renter Occupied Housing Units	9.4%
Vacant Housing Units	53.0%
Median Household Income	
2017	\$40,769
2022	\$44,504
Median Home Value	
2017	\$94,091
2022	\$105,543
Per Capita Income	
2017	\$20,609
2022	\$23,318
Median Age	
2010	45.4
2017	47.0
2022	47.9

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 A2: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Newberry PTA
Area: 1,191.61 square miles

Prepared by Esri

2017 Households by Income	
Household Income Base	3,408
<\$15,000	14.0%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	1.1%
\$200,000+	0.9%
Average Household Income	\$51,808
2022 Households by Income	
Household Income Base	3,382
<\$15,000	13.6%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	8.7%
\$150,000 - \$199,999	1.5%
\$200,000+	1.2%
Average Household Income	\$58,764
2017 Owner Occupied Housing Units by Value	
Total	2,731
<\$50,000	17.5%
\$50,000 - \$99,999	36.9%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	14.2%
\$200,000 - \$249,999	7.1%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	2.7%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.3%
Average Home Value	\$123,645
2022 Owner Occupied Housing Units by Value	
Total	2,709
<\$50,000	14.6%
\$50,000 - \$99,999	33.6%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	16.8%
\$200,000 - \$249,999	9.6%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	2.9%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.3%
Average Home Value	\$133,946

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

Newberry PTA
Area: 1,191.61 square miles

Prepared by Esri

2010 Population by Age	
Total	8,647
0 - 4	4.4%
5 - 9	4.8%
10 - 14	5.0%
15 - 24	9.9%
25 - 34	11.9%
35 - 44	13.3%
45 - 54	16.1%
55 - 64	14.8%
65 - 74	11.5%
75 - 84	5.9%
85 +	2.3%
18 +	82.1%
2017 Population by Age	
Total	8,745
0 - 4	4.2%
5 - 9	4.5%
10 - 14	4.7%
15 - 24	9.6%
25 - 34	12.0%
35 - 44	12.3%
45 - 54	13.7%
55 - 64	16.7%
65 - 74	13.2%
75 - 84	6.6%
85 +	2.5%
18 +	83.8%
2022 Population by Age	
Total	8,680
0 - 4	4.0%
5 - 9	4.4%
10 - 14	4.9%
15 - 24	9.2%
25 - 34	11.6%
35 - 44	12.5%
45 - 54	12.5%
55 - 64	15.5%
65 - 74	15.0%
75 - 84	7.9%
85 +	2.6%
18 +	83.8%
2010 Population by Sex	
Males	4,873
Females	3,771
2017 Population by Sex	
Males	4,952
Females	3,793
2022 Population by Sex	
Males	4,949
Females	3,730

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

Newberry PTA
Area: 1,191.61 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	8,644
White Alone	81.8%
Black Alone	8.6%
American Indian Alone	5.9%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	3.3%
Hispanic Origin	1.1%
Diversity Index	33.4
2017 Population by Race/Ethnicity	
Total	8,745
White Alone	81.0%
Black Alone	9.3%
American Indian Alone	5.8%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	3.5%
Hispanic Origin	1.5%
Diversity Index	35.1
2022 Population by Race/Ethnicity	
Total	8,679
White Alone	80.8%
Black Alone	9.4%
American Indian Alone	5.8%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	3.5%
Hispanic Origin	1.6%
Diversity Index	35.6
2010 Population by Relationship and Household Type	
Total	8,644
In Households	85.9%
In Family Households	69.9%
Householder	24.9%
Spouse	20.0%
Child	21.5%
Other relative	1.6%
Nonrelative	1.9%
In Nonfamily Households	15.9%
In Group Quarters	14.1%
Institutionalized Population	13.3%
Noninstitutionalized Population	0.8%

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

Newberry PTA
Area: 1,191.61 square miles

Prepared by Esri

2017 Population 25+ by Educational Attainment	
Total	6,737
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	8.1%
High School Graduate	32.9%
GED/Alternative Credential	11.0%
Some College, No Degree	22.5%
Associate Degree	8.6%
Bachelor's Degree	9.2%
Graduate/Professional Degree	4.4%
2017 Population 15+ by Marital Status	
Total	7,576
Never Married	29.5%
Married	50.8%
Widowed	8.1%
Divorced	11.7%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	92.8%
Civilian Unemployed (Unemployment Rate)	7.1%
2017 Employed Population 16+ by Industry	
Total	3,025
Agriculture/Mining	6.5%
Construction	6.0%
Manufacturing	9.2%
Wholesale Trade	0.7%
Retail Trade	11.8%
Transportation/Utilities	6.3%
Information	0.4%
Finance/Insurance/Real Estate	4.3%
Services	43.6%
Public Administration	11.3%
2017 Employed Population 16+ by Occupation	
Total	3,026
White Collar	46.6%
Management/Business/Financial	9.9%
Professional	14.3%
Sales	8.4%
Administrative Support	14.0%
Services	23.7%
Blue Collar	29.8%
Farming/Forestry/Fishing	3.8%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	3.4%
Production	6.9%
Transportation/Material Moving	8.9%
2010 Population By Urban/ Rural Status	
Total Population	8,644
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	37.3%
Rural Population	62.7%

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

Newberry PTA
Area: 1,191.61 square miles

Prepared by Esri

2010 Households by Type	
Total	3,352
Households with 1 Person	31.2%
Households with 2+ People	68.8%
Family Households	64.3%
Husband-wife Families	51.7%
With Related Children	16.2%
Other Family (No Spouse Present)	12.6%
Other Family with Male Householder	4.3%
With Related Children	2.8%
Other Family with Female Householder	8.4%
With Related Children	5.1%
Nonfamily Households	4.4%
All Households with Children	24.8%
Multigenerational Households	1.9%
Unmarried Partner Households	6.6%
Male-female	6.3%
Same-sex	0.3%
2010 Households by Size	
Total	3,351
1 Person Household	31.2%
2 Person Household	40.3%
3 Person Household	12.8%
4 Person Household	10.1%
5 Person Household	3.7%
6 Person Household	1.2%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	3,352
Owner Occupied	81.6%
Owned with a Mortgage/Loan	42.2%
Owned Free and Clear	39.4%
Renter Occupied	18.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,547
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	16.8%
Rural Housing Units	83.2%

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

Newberry PTA
Area: 1,191.61 square miles

Prepared by Esri

Top 3 Tapestry Segments		
	1	Rural Resort Dwellers (6E)
	2	Heartland Communities (6F)
	3	Top Tier (1A)
2017 Consumer Spending		
Apparel & Services: Total \$		\$4,223,568
Average Spent		\$1,239.31
Spending Potential Index		57
Education: Total \$		\$2,247,070
Average Spent		\$659.35
Spending Potential Index		45
Entertainment/Recreation: Total \$		\$7,444,975
Average Spent		\$2,184.56
Spending Potential Index		70
Food at Home: Total \$		\$12,367,525
Average Spent		\$3,628.97
Spending Potential Index		72
Food Away from Home: Total \$		\$7,034,410
Average Spent		\$2,064.09
Spending Potential Index		62
Health Care: Total \$		\$15,153,884
Average Spent		\$4,446.56
Spending Potential Index		79
HH Furnishings & Equipment: Total \$		\$4,473,140
Average Spent		\$1,312.54
Spending Potential Index		68
Personal Care Products & Services: Total \$		\$1,712,756
Average Spent		\$502.57
Spending Potential Index		63
Shelter: Total \$		\$31,658,154
Average Spent		\$9,289.36
Spending Potential Index		57
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$5,465,344
Average Spent		\$1,603.68
Spending Potential Index		68
Travel: Total \$		\$4,308,645
Average Spent		\$1,264.27
Spending Potential Index		61
Vehicle Maintenance & Repairs: Total \$		\$2,685,465
Average Spent		\$787.99
Spending Potential Index		73

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.

Newberry PTA
 Area: 1,191.61 square miles
 Prepared by Esri

Data for all businesses in area			
Total Businesses:		425	
Total Employees:		3,911	
Total Residential Population:		8,744	
Employee/Residential Population Ratio (per 100 Residents)		45	
by SIC Codes	Businesses Number	Percent	Employees Number Percent
Agriculture & Mining	13	3.1%	32 0.8%
Construction	20	4.7%	60 1.5%
Manufacturing	8	1.9%	66 1.7%
Transportation	15	3.5%	66 1.7%
Communication	3	0.7%	60 1.5%
Utility	5	1.2%	21 0.5%
Wholesale Trade	14	3.3%	81 2.1%
Retail Trade Summary	91	21.4%	932 23.8%
Home Improvement	11	2.6%	297 7.6%
General Merchandise Stores	3	0.7%	17 0.4%
Food Stores	11	2.6%	138 3.5%
Auto Dealers, Gas Stations, Auto Aftermarket	17	4.0%	90 2.3%
Apparel & Accessory Stores	0	0.0%	0 0.0%
Furniture & Home Furnishings	4	0.9%	8 0.2%
Eating & Drinking Places	28	6.6%	293 7.5%
Miscellaneous Retail	18	4.2%	90 2.3%
Finance, Insurance, Real Estate Summary	28	6.6%	152 3.9%
Banks, Savings & Lending Institutions	6	1.4%	55 1.4%
Securities Brokers	1	0.2%	20 0.5%
Insurance Carriers & Agents	8	1.9%	39 1.0%
Real Estate, Holding, Other Investment Offices	13	3.1%	39 1.0%
Services Summary	177	41.6%	1722 44.0%
Hotels & Lodging	43	10.1%	133 3.4%
Automotive Services	8	1.9%	20 0.5%
Motion Pictures & Amusements	13	3.1%	55 1.4%
Health Services	25	5.9%	575 14.7%
Legal Services	1	0.2%	5 0.1%
Education Institutions & Libraries	9	2.1%	371 9.5%
Other Services	79	18.6%	565 14.4%
Government	45	10.6%	716 18.3%
Unclassified Establishments	6	1.4%	4 0.1%
Totals	425	100.0%	3,911 100.0%

Source: Copyright 2017 Info group, 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

Prepared by Esri

Newberry PTA
Area: 1,191.61 square miles

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	10	2.4%	25	0.6%
Mining	0	0.0%	0	0.0%
Utilities	4	0.9%	10	0.5%
Construction	22	5.2%	65	1.7%
Manufacturing	9	2.1%	62	1.6%
Wholesale Trade	14	3.3%	81	2.1%
Retail Trade	62	14.6%	638	16.3%
Motor Vehicle & Parts Dealers	12	2.8%	60	1.5%
Furniture & Home Furnishings Stores	2	0.5%	5	0.1%
Electronics & Appliance Stores	1	0.2%	2	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	11	2.6%	297	7.6%
Food & Beverage Stores	12	2.8%	143	3.7%
Health & Personal Care Stores	4	0.9%	32	0.8%
Gasoline Stations	5	1.2%	30	0.8%
Clothing & Clothing Accessories Stores	1	0.2%	2	0.1%
Sport Goods, Hobby, Book, & Music Stores	3	0.7%	6	0.2%
General Merchandise Stores	3	0.7%	17	0.4%
Miscellaneous Store Retailers	6	1.4%	33	0.8%
Nonstore Retailers	2	0.5%	13	0.3%
Transportation & Warehousing	14	3.3%	68	1.7%
Information	6	1.4%	78	2.0%
Finance & Insurance	16	3.5%	114	2.9%
Central Bank/Credit Intermediation & Related Activities	6	1.4%	55	1.4%
Securities, Commodity Contracts & Other Financial	1	0.2%	20	0.5%
Insurance Carriers & Related Activities; Funds, Trusts & Other	8	1.9%	39	1.0%
Real Estate, Rental & Leasing	17	4.0%	44	1.1%
Professional, Scientific & Tech Services	18	4.2%	92	2.4%
Legal Services	1	0.2%	5	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	6	1.4%	266	6.8%
Educational Services	8	1.9%	368	9.4%
Health Care & Social Assistance	35	8.2%	667	17.1%
Arts, Entertainment & Recreation	11	2.6%	46	1.2%
Accommodation & Food Services	71	16.7%	426	10.9%
Accommodation	43	10.1%	133	3.4%
Food Services & Drinking Places	28	6.6%	293	7.5%
Other Services (except Public Administration)	52	12.2%	133	3.4%
Automotive Repair & Maintenance	4	0.9%	10	0.3%
Public Administration	45	10.6%	716	18.3%
Unclassified Establishments	6	1.4%	4	0.1%
Total	425	100.0%	3,911	100.0%

Source: Copyright 2017 Info group, 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.