

Village of Manchester Retail Market Analysis



Proposal Prepared for:
Village of Manchester, Michigan

Submitted by:
Gibbs Planning Group

10 December 2014

Manchester, Michigan
RETAIL MARKET STUDY

Gibbs Planning Group, Inc.
10 December 2014



Figure 1: The Manchester study area is shown above in yellow. Manchester, Michigan can presently support an additional 58,400 sf of retail and restaurant development.

Executive Summary

This study finds that Manchester, Michigan has an existing demand for 58,400 square feet (sf) of additional retail development producing up to \$16.9 million in sales. By 2019, due to household income growth and economic development within the Manchester area, this demand will likely generate up to \$18.3 million in gross sales. Please find below a summary of the supportable retail in 2014:

12,300 sf	Grocery Stores
8,300 sf	Pharmacy Store(s)
6,500 sf	Full-Service and Limited-Service Restaurants
5,900 sf	Department Store Merchandise
3,500 sf	General Store Merchandise
2,900 sf	Apparel and Shoe Stores
2,300 sf	Hardware
1,800 sf	Auto Parts Stores
1,700sf	Bars and Pubs
1,500 sf	Special Food Services
1,400 sf	Home Furnishing Stores
1,300 sf	Beer, Wine, & Liquor Stores
1,300 sf	Lawn/Garden Supplies
1,200 sf	Electronics & Appliance Stores
1,200 sf	Specialty Food Stores
1,100 sf	Sporting Goods & Hobby Store(s)
1,100 sf	Miscellaneous Retailers
900 sf	Jewelry Stores
800 sf	Florists
700 sf	Furniture Stores
400 sf	Office Supplies & Gift Stores
300 sf	Book & Music Stores
58,410 sf	Total Supportable Retail

The supportable new retailers would be classified as a neighborhood type center by shopping center definitions and could be absorbed by existing businesses or with the opening of 20 to 30 new retailers and restaurants including: three to four full-service and limited-service restaurants, three to four general merchandise stores, a pharmacy, one to three retailers carrying department store merchandise, one hardware or lawn supply store, a specialty food store, two to three apparel and shoe stores, and several other retail offerings.

Trade Area Boundaries

This study estimates that Manchester has an approximate six to seven-mile primary trade area, limited by Interstate 94 to the North and East, U.S. Route 12 to the South, and U.S. Route 127 to the West, which could account for approximately 60 to 70 percent of the new retail's households (shown below in blue). Furthermore, a larger, total trade area for the subject site was identified. This trade area includes all of the neighborhoods south and west of Interstate 94, slightly below U.S. Route 12 and east of U.S. Route 127. This trade area is shown below in purple and could account for approximately 75 to 80 percent of the site's retail sales.

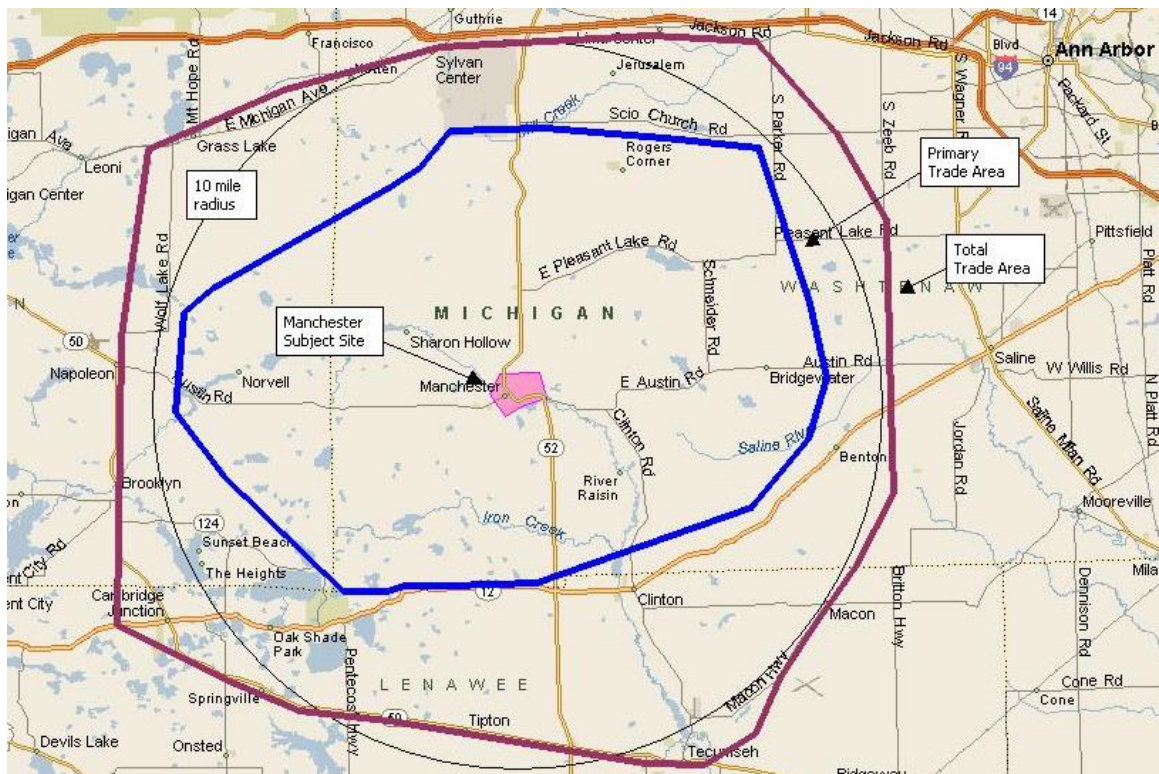


Figure 2: Manchester, Michigan has an approximate six to seven-mile Primary Trade Area (shown in blue).

Existing retail is heavily concentrated in downtown Manchester on or around W. Main Street, such as Manchester Bakery, Manchester Pharmacy and NAPA Auto Parts. Other stores include Manchester True Value Hardware on Route 52, Subway and Dairy Queen.

Trade Area Demographics

The Manchester, Michigan primary trade area includes 11,320 people and is expected to grow to 11,550 by 2019, at an annual rate of 0.40 percent. Current 2014 households number 4,500, growing to 4,600 by 2019 at an annual rate of 0.46 percent. The primary trade area's 2014 average household income is \$84,050 and is estimated to increase to \$92,075 by 2019. Median

household income in the trade area in 2014 is \$68,075 and is estimated to increase to \$77,630 by 2019. Moreover, 45.1 percent of the households earn above \$75,000 per year. The average household size of 2.51 persons in 2014 is expected to stay the same by 2019; the 2014 median age is 46.7 years old.

Table 1: Demographic Characteristics

Demographic Characteristic	Primary Trade Area	Total Trade Area
2014 Population	11,317	37,999
2014 Households	4,497	15,237
2019 Population	11,547	38,401
2014-2019 Annual Growth Rate	0.40%	0.21%
2014 Average Household Income	\$84,038	\$75,559
2014 Median Household Income	\$68,075	\$59,663
2019 Median Household Income	\$77,628	\$70,475
% Households w. incomes \$75,000 or higher	45.1%	38.7%
% Bachelor's Degree	20.1%	17.5%
% Graduate or Professional Degree	11.5%	9.9%
Average Household Size	2.51	2.49
Median Age	46.7	45.1

Table 2: Key demographic characteristics of the Manchester, Michigan Primary and Total Trade Areas.

The Manchester, Michigan total trade area includes 38,000 people and 15,240 households. The former is projected to grow at an annual rate of 0.21 percent, and the latter is projected to grow at an annual rate of 0.28 percent to 2019, when the total trade area's projected population will be 38,400 with 15,450 households. Average household income in 2014 for this trade area is \$75,560, estimated to grow to \$83,480 by 2019; median household income in 2014 is \$59,660 estimated to grow to \$70,475. More than 38.7 percent of the total trade area's population earned more than \$75,000 annually in 2014. Average household size is 2.49 persons, projected to decrease to 2.48 persons by 2018; the 2014 median age is 45.1 years old.

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 The 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: 2014 & 2019 Supportable Retail Table

Retail Category	2014 Estimated Sales	2014 Sales/SF	2014 Estimated Supportable SF	2019 Estimated Sales	2019 Sales/SF	2019 Estimated Supportable SF	No. of Stores
Retailers							
Apparel Stores	\$478,853	\$265	1,807	\$516,800	\$286	1,807	1 - 2
Auto Parts Stores	\$437,180	\$245	1,784	\$472,869	\$265	1,784	1
Beer, Wine & Liquor Stores	\$407,572	\$315	1,294	\$439,919	\$340	1,294	1
Book & Music Stores	\$62,386	\$240	260	\$67,325	\$259	260	< 1
Department Store Merchandise	\$1,875,896	\$320	5,862	\$2,028,312	\$346	5,862	1 - 4
Electronics & Appliance Stores	\$406,389	\$340	1,195	\$438,661	\$367	1,195	1
Florists	\$191,738	\$225	852	\$207,077	\$243	852	1
Furniture Stores	\$188,647	\$265	712	\$203,597	\$286	712	< 1
General Merchandise Stores	\$887,730	\$255	3,481	\$957,356	\$275	3,481	2 - 3
Grocery Stores	\$4,008,716	\$325	12,335	\$4,329,413	\$351	12,335	1 - 2
Hardware	\$524,297	\$230	2,280	\$565,329	\$248	2,280	1
Home Furnishings Stores	\$397,180	\$274	1,450	\$429,070	\$296	1,450	1
Jewelry Stores	\$312,903	\$345	907	\$338,298	\$373	907	1
Lawn & Garden Supply Stores	\$327,214	\$245	1,336	\$353,925	\$265	1,336	1
Miscellaneous Store Retailers	\$284,752	\$265	1,075	\$307,317	\$286	1,075	1
Office Supplies & Gift Stores	\$115,472	\$268	431	\$124,521	\$289	431	< 1
Pharmacy	\$2,530,921	\$305	8,298	\$2,730,075	\$329	8,298	1 - 2
Shoe Stores	\$244,377	\$235	1,040	\$264,136	\$254	1,040	1
Specialty Food Stores	\$324,963	\$265	1,226	\$350,714	\$286	1,226	1
Sporting Goods & Hobby Stores	\$275,234	\$240	1,147	\$297,023	\$259	1,147	1
Retailer Totals	\$14,282,420	\$273	48,771	\$15,421,737	\$295	48,771	18 - 28
Restaurants							
Bars, Breweries & Pubs	\$509,605	\$305	1,671	\$549,705	\$329	1,671	1
Full-Service Restaurants	\$945,691	\$310	3,051	\$1,021,956	\$335	3,051	1
Limited-Service Eating Places	\$816,863	\$240	3,404	\$881,531	\$259	3,404	1 - 2
Special Food Services	\$416,398	\$275	1,514	\$449,710	\$297	1,514	1
Restaurant Totals	\$2,688,557	\$283	9,639	\$2,902,903	\$305	9,639	4 - 5
Retailer & Restaurant Totals	\$16,970,977	\$275	58,410	\$18,324,640	\$297	58,410	22 - 33

Table 2: The Manchester Primary Trade Area has demand for roughly 58,400 sf of new retail and restaurants.

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 Manchester, Michigan trade area by 2019. 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 Manchester 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 3, 2014 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* -

EXHIBIT A-1: Community Profile

Gibbs Planning Group

Community Profile

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

Population Summary	
2000 Total Population	10,672
2010 Total Population	11,244
2014 Total Population	11,317
2014 Group Quarters	17
2019 Total Population	11,547
2014-2019 Annual Rate	0.40%
Household Summary	
2000 Households	3,971
2000 Average Household Size	2.64
2010 Households	4,432
2010 Average Household Size	2.53
2014 Households	4,497
2014 Average Household Size	2.51
2019 Households	4,601
2019 Average Household Size	2.51
2014-2019 Annual Rate	0.46%
2010 Families	3,295
2010 Average Family Size	2.94
2014 Families	3,326
2014 Average Family Size	2.93
2019 Families	3,389
2019 Average Family Size	2.93
2014-2019 Annual Rate	0.38%
Housing Unit Summary	
2000 Housing Units	4,239
Owner Occupied Housing Units	81.1%
Renter Occupied Housing Units	12.6%
Vacant Housing Units	6.3%
2010 Housing Units	4,923
Owner Occupied Housing Units	78.9%
Renter Occupied Housing Units	11.1%
Vacant Housing Units	10.0%
2014 Housing Units	4,927
Owner Occupied Housing Units	79.5%
Renter Occupied Housing Units	11.8%
Vacant Housing Units	8.7%
2019 Housing Units	4,943
Owner Occupied Housing Units	81.1%
Renter Occupied Housing Units	12.0%
Vacant Housing Units	6.9%
Median Household Income	
2014	\$68,075
2019	\$77,628
Median Home Value	
2014	\$180,966
2019	\$220,615
Per Capita Income	
2014	\$33,379
2019	\$36,658
Median Age	
2010	45.0
2014	46.7
2019	47.7

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

EXHIBIT A-2: Community Profile

Gibbs Planning Group

Community Profile

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

2014 Households by Income	
Household Income Base	4,497
<\$15,000	7.1%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	20.0%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	4.7%
\$200,000+	3.4%
Average Household Income	\$84,038
2019 Households by Income	
Household Income Base	4,601
<\$15,000	5.9%
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	9.6%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	22.3%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	5.6%
\$200,000+	4.7%
Average Household Income	\$92,074
2014 Owner Occupied Housing Units by Value	
Total	3,916
<\$50,000	2.6%
\$50,000 - \$99,999	9.2%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	25.9%
\$200,000 - \$249,999	23.1%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	3.9%
\$400,000 - \$499,999	0.9%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.2%
Average Home Value	\$189,531
2019 Owner Occupied Housing Units by Value	
Total	4,008
<\$50,000	0.4%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	25.2%
\$200,000 - \$249,999	35.7%
\$250,000 - \$299,999	18.8%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.2%
Average Home Value	\$231,163

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

EXHIBIT A-3: Community Profile

Gibbs Planning Group

Community Profile

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

2010 Population by Age	
Total	11,246
0 - 4	4.6%
5 - 9	6.1%
10 - 14	7.3%
15 - 24	10.6%
25 - 34	7.7%
35 - 44	13.8%
45 - 54	18.6%
55 - 64	16.3%
65 - 74	9.4%
75 - 84	4.1%
85 +	1.6%
18 +	77.2%
2014 Population by Age	
Total	11,317
0 - 4	4.4%
5 - 9	5.3%
10 - 14	6.7%
15 - 24	11.2%
25 - 34	8.1%
35 - 44	11.5%
45 - 54	17.0%
55 - 64	18.3%
65 - 74	11.3%
75 - 84	4.6%
85 +	1.6%
18 +	79.4%
2019 Population by Age	
Total	11,544
0 - 4	4.4%
5 - 9	5.2%
10 - 14	6.1%
15 - 24	10.4%
25 - 34	9.5%
35 - 44	10.7%
45 - 54	15.0%
55 - 64	18.1%
65 - 74	13.1%
75 - 84	5.8%
85 +	1.6%
18 +	80.4%
2010 Population by Sex	
Males	5,602
Females	5,642
2014 Population by Sex	
Males	5,649
Females	5,668
2019 Population by Sex	
Males	5,778
Females	5,768

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

EXHIBIT A-4: Community Profile

Gibbs Planning Group

Community Profile

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

2010 Population by Race/Ethnicity	
Total	11,244
White Alone	97.5%
Black Alone	0.3%
American Indian Alone	0.2%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	1.9%
Diversity Index	8.5
2014 Population by Race/Ethnicity	
Total	11,319
White Alone	97.3%
Black Alone	0.3%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.3%
Hispanic Origin	2.2%
Diversity Index	9.3
2019 Population by Race/Ethnicity	
Total	11,548
White Alone	97.0%
Black Alone	0.3%
American Indian Alone	0.3%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.4%
Hispanic Origin	2.5%
Diversity Index	10.5
2010 Population by Relationship and Household Type	
Total	11,244
In Households	99.8%
In Family Households	87.6%
Householder	29.3%
Spouse	25.1%
Child	29.7%
Other relative	2.1%
Nonrelative	1.4%
In Nonfamily Households	12.3%
In Group Quarters	0.2%
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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

EXHIBIT A-5: Community Profile

Gibbs Planning Group

Community Profile

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

2014 Population 25+ by Educational Attainment	
Total	8,185
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	4.9%
High School Graduate	23.0%
GED/Alternative Credential	1.6%
Some College, No Degree	27.4%
Associate Degree	9.6%
Bachelor's Degree	20.1%
Graduate/Professional Degree	11.5%
2014 Population 15+ by Marital Status	
Total	9,455
Never Married	20.2%
Married	64.1%
Widowed	4.5%
Divorced	11.2%
2014 Civilian Population 16+ in Labor Force	
Civilian Employed	92.7%
Civilian Unemployed	7.3%
2014 Employed Population 16+ by Industry	
Total	5,506
Agriculture/Mining	2.8%
Construction	7.4%
Manufacturing	13.9%
Wholesale Trade	2.4%
Retail Trade	11.3%
Transportation/Utilities	4.3%
Information	1.7%
Finance/Insurance/Real Estate	3.8%
Services	49.9%
Public Administration	2.7%
2014 Employed Population 16+ by Occupation	
Total	5,506
White Collar	60.2%
Management/Business/Financial	16.6%
Professional	21.8%
Sales	9.5%
Administrative Support	12.2%
Services	15.3%
Blue Collar	24.6%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	4.6%
Production	8.4%
Transportation/Material Moving	4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

EXHIBIT A-6: Community Profile

Gibbs Planning Group

Community Profile

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

2010 Households by Type	
Total	4,431
Households with 1 Person	21.0%
Households with 2+ People	79.0%
Family Households	
Husband-wife Families	63.6%
With Related Children	24.0%
Other Family (No Spouse Present)	10.7%
Other Family with Male Householder	3.8%
With Related Children	2.1%
Other Family with Female Householder	7.0%
With Related Children	4.2%
Nonfamily Households	4.6%
All Households with Children	30.7%
Multigenerational Households	2.3%
Unmarried Partner Households	5.2%
Male-female	4.6%
Same-sex	0.7%
2010 Households by Size	
Total	4,432
1 Person Household	21.0%
2 Person Household	40.8%
3 Person Household	15.5%
4 Person Household	14.2%
5 Person Household	5.6%
6 Person Household	1.8%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	4,432
Owner Occupied	87.6%
Owned with a Mortgage/Loan	62.6%
Owned Free and Clear	25.0%
Renter Occupied	12.4%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

EXHIBIT B-1: Business Profile

Gibbs Planning Group		Business Summary	
Manchester Primary Trade Area		Latitude: 42.16358024	
Area: 175.98 square miles		Longitude: -84.0337023	
Data for all businesses in area			
Total Businesses:	986		
Total Employees:	2,817		
Total Residential Population:	11,317		
Employee/Residential Population Ratio:	0.25:1		
by SIC Codes	Number	Percent	Employees Number Percent
Agriculture & Mining	158	16.0%	333 11.8%
Construction	134	13.6%	374 13.3%
Manufacturing	43	4.4%	396 14.1%
Transportation	21	2.1%	50 1.8%
Communication	1	0.1%	30 1.1%
Utility	3	0.3%	8 0.3%
Wholesale Trade	33	3.3%	107 3.8%
Retail Trade Summary	72	7.3%	300 10.6%
Home Improvement	9	0.9%	120 4.3%
General Merchandise Stores	2	0.2%	3 0.1%
Food Stores	4	0.4%	34 1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	4	0.4%	15 0.5%
Apparel & Accessory Stores	2	0.2%	3 0.1%
Furniture & Home Furnishings	6	0.6%	13 0.5%
Eating & Drinking Places	15	1.5%	54 1.9%
Miscellaneous Retail	29	2.9%	59 2.1%
Finance, Insurance, Real Estate Summary	47	4.8%	137 4.9%
Banks, Savings & Lending Institutions	7	0.7%	33 1.2%
Securities Brokers	2	0.2%	4 0.1%
Insurance Carriers & Agents	7	0.7%	17 0.6%
Real Estate, Holding, Other Investment Offices	31	3.1%	84 3.0%
Services Summary	368	37.3%	1,016 36.1%
Hotels & Lodging	6	0.6%	27 1.0%
Automotive Services	16	1.6%	37 1.3%
Motion Pictures & Amusements	16	1.6%	31 1.1%
Health Services	17	1.7%	73 2.6%
Legal Services	3	0.3%	8 0.3%
Education Institutions & Libraries	11	1.1%	226 8.0%
Other Services	298	30.2%	615 21.8%
Government	13	1.3%	65 2.3%
Unclassified Establishments	92	9.3%	0 0.0%
Totals	986	100.0%	2,817 100.0%

Sources: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Eri Total Residential Population forecasts for 2014.

EXHIBIT B-2: Business Profile

Gibbs Planning Group

Business Summary

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	117	11.9%	218	7.7%
Mining	2	0.2%	13	0.5%
Utilities	1	0.1%	3	0.1%
Construction	135	13.7%	377	13.4%
Manufacturing	42	4.3%	403	14.3%
Wholesale Trade	33	3.3%	107	3.8%
Retail Trade	55	5.6%	236	8.4%
Motor Vehicle & Parts Dealers	3	0.3%	4	0.1%
Furniture & Home Furnishings Stores	2	0.2%	6	0.2%
Electronics & Appliance Stores	5	0.5%	12	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	9	0.9%	120	4.3%
Food & Beverage Stores	4	0.4%	25	0.9%
Health & Personal Care Stores	2	0.2%	9	0.3%
Gasoline Stations	1	0.1%	11	0.4%
Clothing & Clothing Accessories Stores	2	0.2%	3	0.1%
Sport Goods, Hobby, Book, & Music Stores	5	0.5%	8	0.3%
General Merchandise Stores	2	0.2%	3	0.1%
Miscellaneous Store Retailers	14	1.4%	26	0.9%
Nonstore Retailers	6	0.6%	8	0.3%
Transportation & Warehousing	22	2.2%	53	1.9%
Information	9	0.9%	51	1.8%
Finance & Insurance	23	2.3%	67	2.4%
Central Bank/Credit Intermediation & Related Activities	7	0.7%	33	1.2%
Securities, Commodity Contracts & Other Financial	6	0.6%	11	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	10	1.0%	23	0.8%
Real Estate, Rental & Leasing	21	2.1%	64	2.3%
Professional, Scientific & Tech Services	87	8.8%	160	5.7%
Legal Services	4	0.4%	8	0.3%
Management of Companies & Enterprises	3	0.3%	7	0.2%
Administrative & Support & Waste Management & Remediation	176	17.8%	391	13.9%
Educational Services	15	1.5%	232	8.2%
Health Care & Social Assistance	32	3.2%	109	3.9%
Arts, Entertainment & Recreation	14	1.4%	25	0.9%
Accommodation & Food Services	20	2.0%	73	2.6%
Accommodation	5	0.5%	19	0.7%
Food Services & Drinking Places	15	1.5%	54	1.9%
Other Services (except Public Administration)	74	7.5%	166	5.9%
Automotive Repair & Maintenance	13	1.3%	32	1.1%
Public Administration	13	1.3%	65	2.3%
Unclassified Establishments	92	9.3%	0	0.0%
Total	986	100.0%	2,817	100.0%

Sources: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Biri Total Residential Population forecasts for 2014.

EXHIBIT C-1: Housing Profile

Gibbs Planning Group

Housing Profile

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

Population		Households	
2010 Total Population	11,244	2014 Median Household Income	\$68,075
2014 Total Population	11,317	2019 Median Household Income	\$77,628
2019 Total Population	11,547	2014-2019 Annual Rate	2.66%
2014-2019 Annual Rate	0.40%		

Housing Units by Occupancy Status and Tenure	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	4,923	100.0%	4,927	100.0%	4,943	100.0%
Occupied	4,432	90.0%	4,497	91.3%	4,601	93.1%
Owner	3,884	78.9%	3,916	79.5%	4,008	81.1%
Renter	548	11.1%	581	11.8%	593	12.0%
Vacant	491	10.0%	430	8.7%	342	6.9%

Owner Occupied Housing Units by Value	2014		2019	
	Number	Percent	Number	Percent
Total	3,914	100.0%	4,008	100.0%
<\$50,000	102	2.6%	18	0.4%
\$50,000-\$99,999	360	9.2%	59	1.5%
\$100,000-\$149,999	867	22.2%	328	8.2%
\$150,000-\$199,999	1,014	25.9%	1,009	25.2%
\$200,000-\$249,999	905	23.1%	1,431	35.7%
\$250,000-\$299,999	430	11.0%	753	18.8%
\$300,000-\$399,999	153	3.9%	273	6.8%
\$400,000-\$499,999	37	0.9%	76	1.9%
\$500,000-\$749,999	34	0.9%	43	1.1%
\$750,000-\$999,999	5	0.1%	11	0.3%
\$1,000,000+	7	0.2%	7	0.2%
Median Value		\$180,966		\$220,615
Average Value		\$189,531		\$231,163

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

EXHIBIT C-2: Housing Profile

Gibbs Planning Group

Housing Profile

Manchester Primary Trade Area
Area: 175.98 square miles

Latitude: 42.16358024
Longitude: -84.0337023

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	3,884	100.0%
Owned with a Mortgage/Loan	2,776	71.5%
Owned Free and Clear	1,108	28.5%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	491	100.0%
For Rent	63	12.8%
Rented- Not Occupied	2	0.4%
For Sale Only	71	14.5%
Sold - Not Occupied	18	3.7%
Seasonal/Recreational/Occasional Use	228	46.4%
For Migrant Workers	0	0.0%
Other Vacant	130	26.5%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,432	3,883	87.6%
15-24	46	15	32.6%
25-34	365	246	67.4%
35-44	760	651	85.7%
45-54	1,134	1,012	89.2%
55-64	1,031	932	90.4%
65-74	651	614	94.3%
75-84	313	296	94.6%
85+	132	117	88.6%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,432	3,884	87.6%
White Alone	4,369	3,832	87.7%
Black/African American	8	6	75.0%
American Indian/Alaska	8	7	87.5%
Asian Alone	11	8	72.7%
Pacific Islander Alone	1	1	100.0%
Other Race Alone	8	8	100.0%
Two or More Races	27	22	81.5%
Hispanic Origin	37	30	81.1%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	4,432	3,883	87.6%
1-Person	931	713	76.6%
2-Person	1,806	1,665	92.2%
3-Person	689	606	88.0%
4-Person	631	556	88.1%
5-Person	248	228	91.9%
6-Person	80	73	91.3%
7+ Person	47	42	89.4%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.