

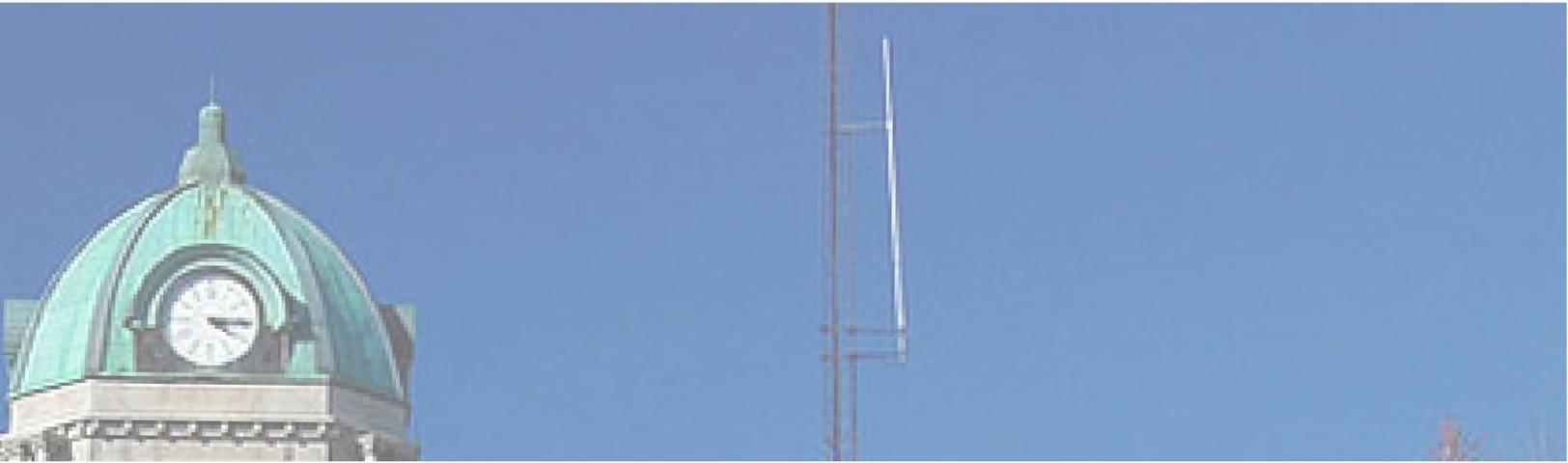


City of Jackson, Missouri
**MARKET
ASSESSMENT**

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CITY OF JACKSON, MISSOURI





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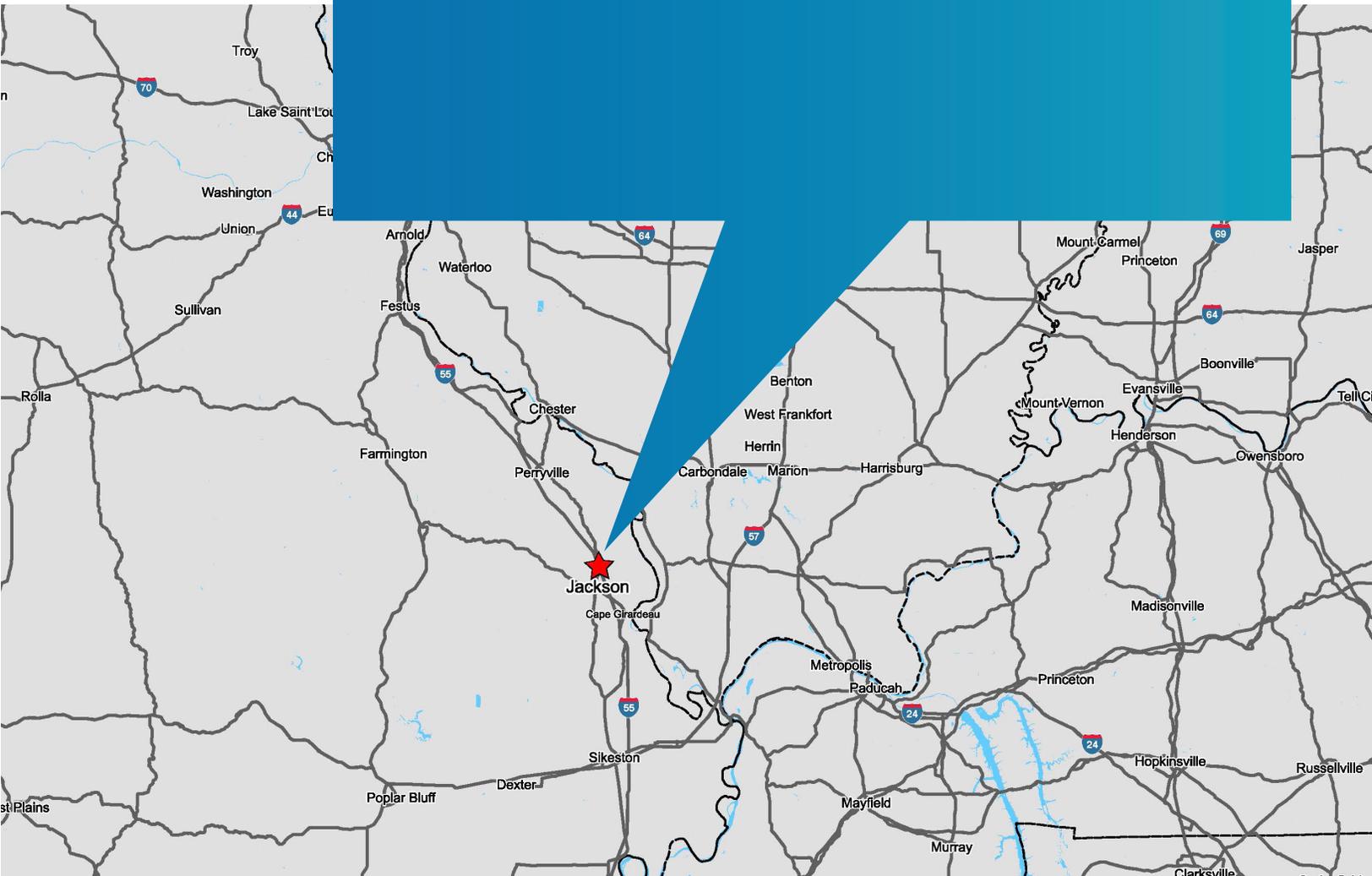


WHY

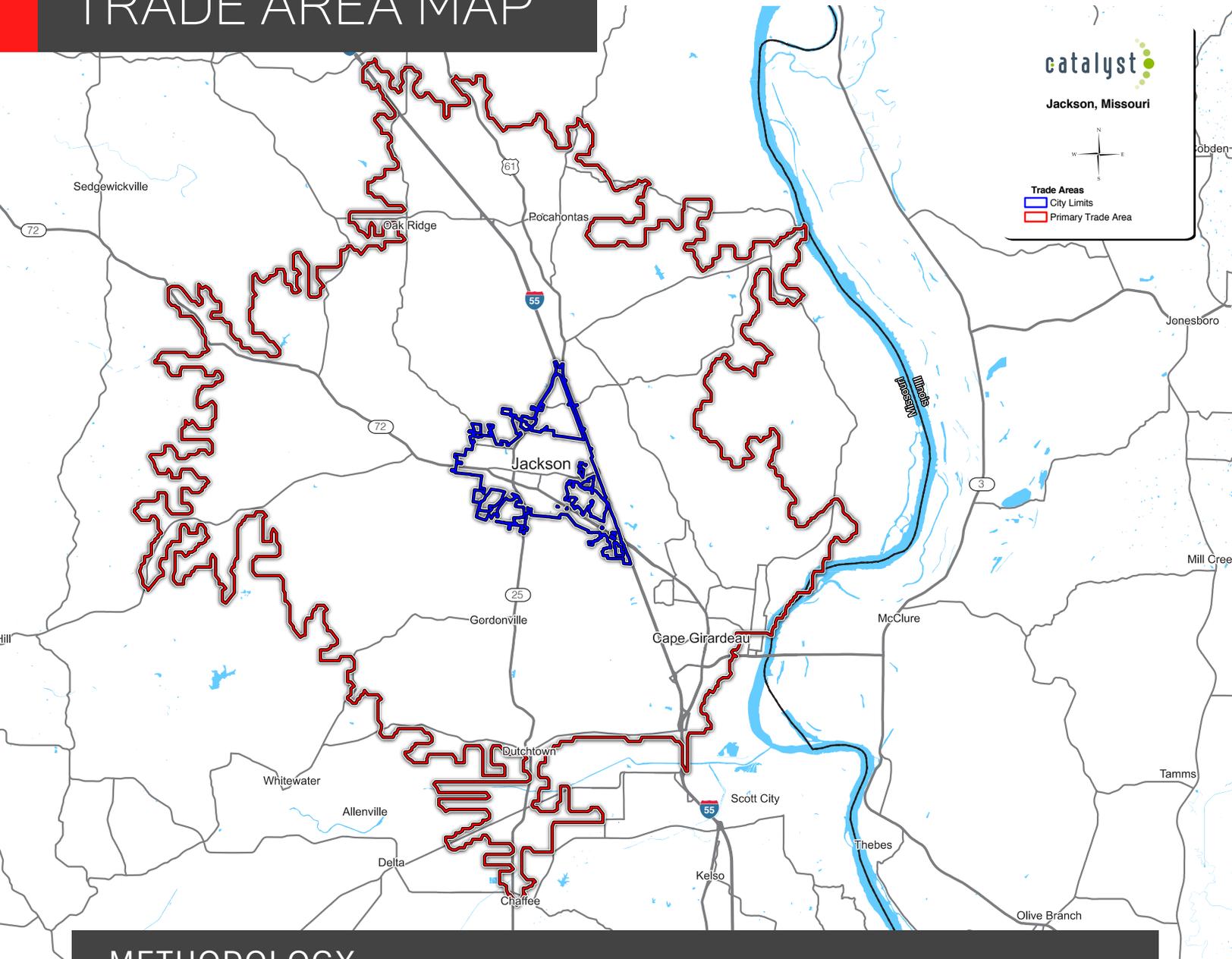
CHOOSE

JACKSON?

Jackson is located along Interstate 55, just north of Cape Girardeau, Missouri and approximately 1.5 hours south of St. Louis, Missouri. Jackson has two major retail exits along Interstate 55 (exit 99 and exit 102) which are prime for regional retail. Jackson has a historic downtown and is anchored by US Hwy 61/Jackson Boulevard. The primary trade area for Jackson exceeds 69,000 people and a workforce greater than 45,000. Jackson is well situated to attract hospitality, national retailers and neighborhood serving retail along Jackson Boulevard.



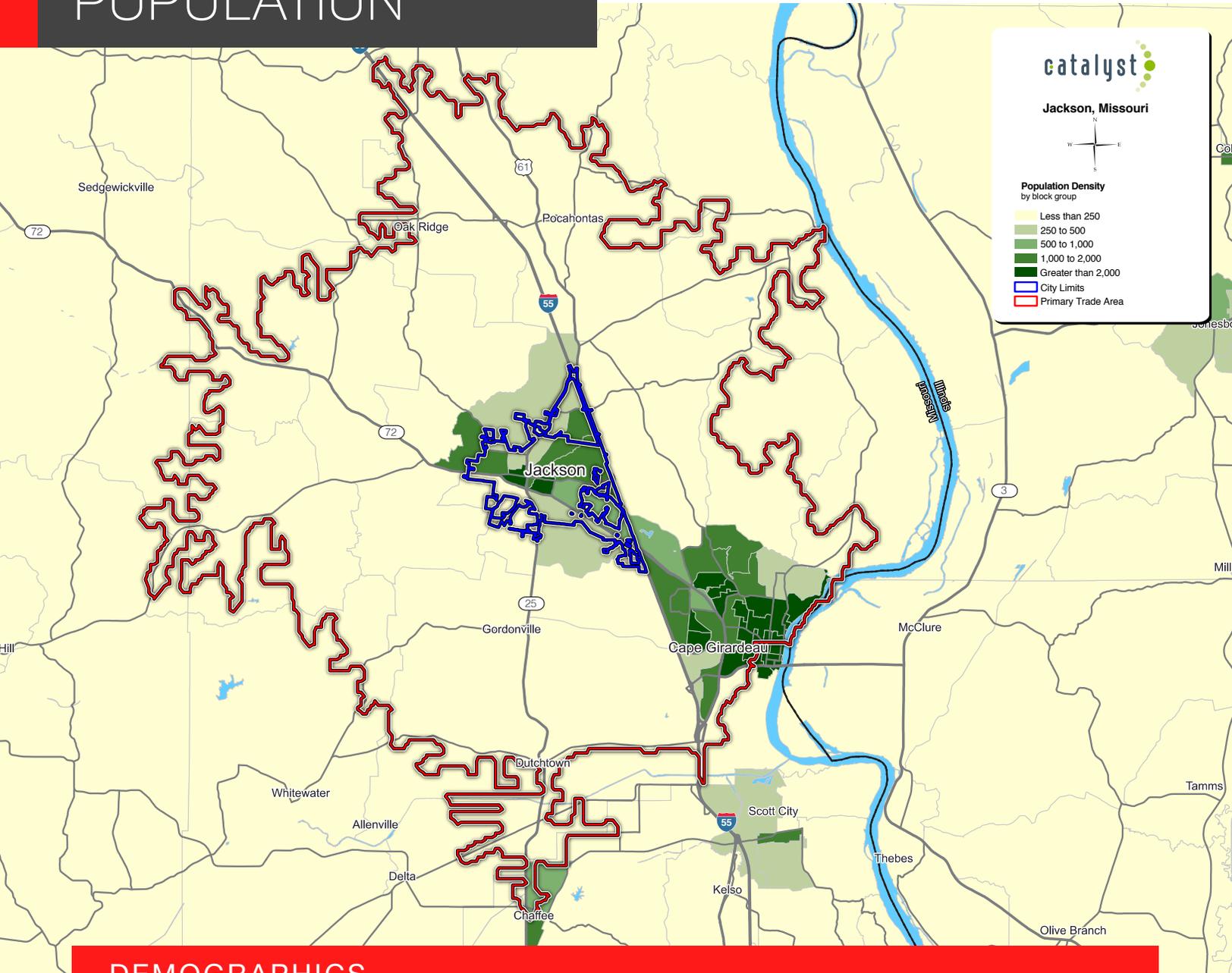
TRADE AREA MAP



METHODOLOGY

The Primary Trade Area (PTA) for the City of Jackson was constructed based on three primary methodologies; the Inverse Break-Point Model, pull factor, and primary research (on-the-ground market research). The Inverse Break-Point Model seeks to determine the break-point between two cities based on distance and population. Pull factor is utilized to determine whether a city is producing export sales, or leaking sales based on population, retail sales, and income levels. On-the-ground market research was employed to understand the geography and characteristics of competing retail nodes. These three methods combined to produce an accurate Primary Trade Area of 20-minutes driving time from the intersection of E Main St and S High St.

POPULATION

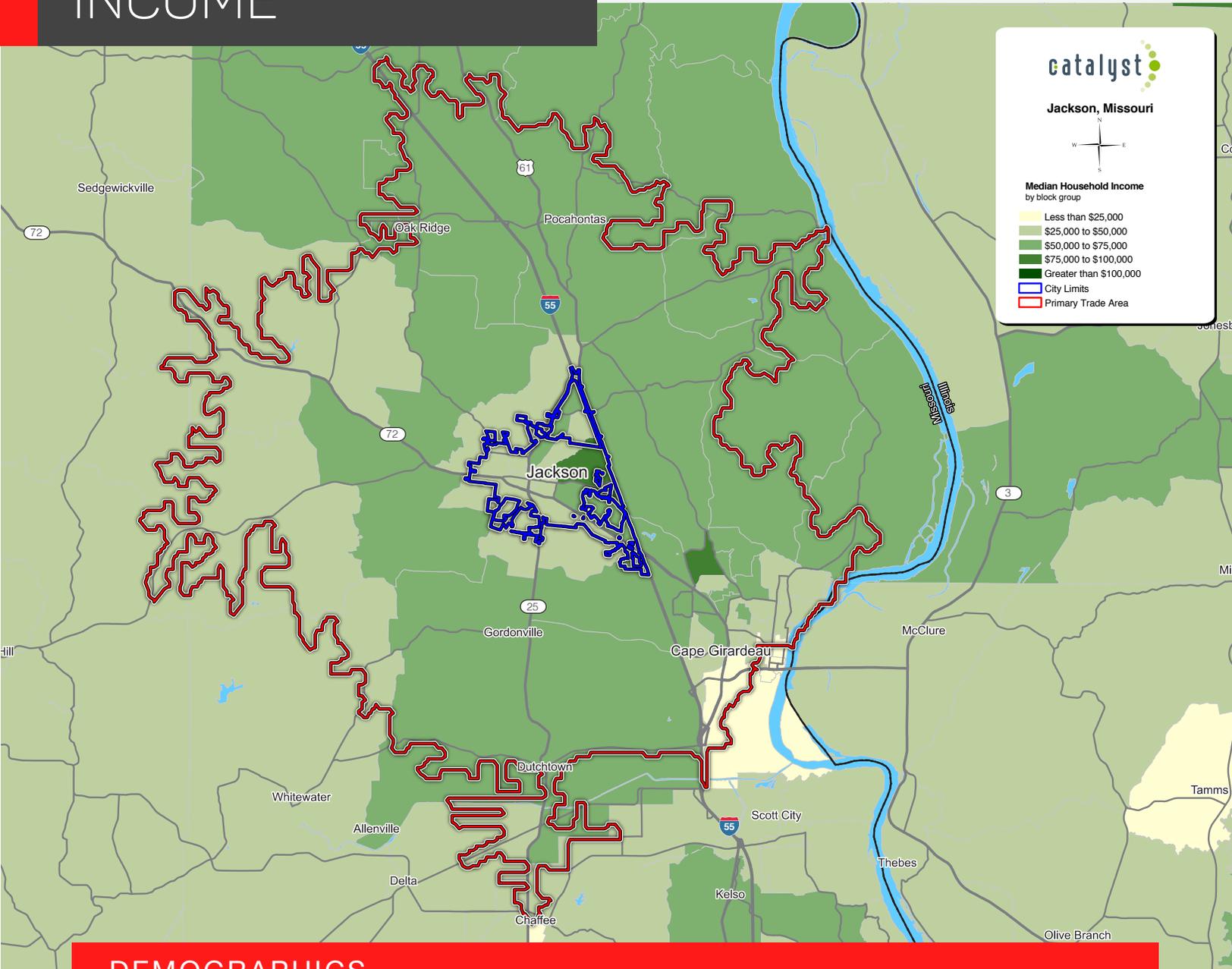


DEMOGRAPHICS

| | 1 mile | 3 miles | 5 miles | Jackson | PTA |
|----------------------|--------|---------|---------|---------|--------|
| 2016 Population | 5,803 | 17,172 | 22,974 | 14,696 | 69,384 |
| 2021 Population | 6,062 | 18,144 | 24,220 | 15,493 | 72,557 |
| % Growth 2016 - 2021 | 4.5% | 5.7% | 5.4% | 5.4% | 4.6% |
| Workplace Employees | 4,070 | 7,956 | 9,382 | 8,179 | 45,160 |
| Households | 2,485 | 6,676 | 8,762 | 5,702 | 27,011 |

Intersection of E Main Street and S High Street represents the study point used for ring analysis.

INCOME



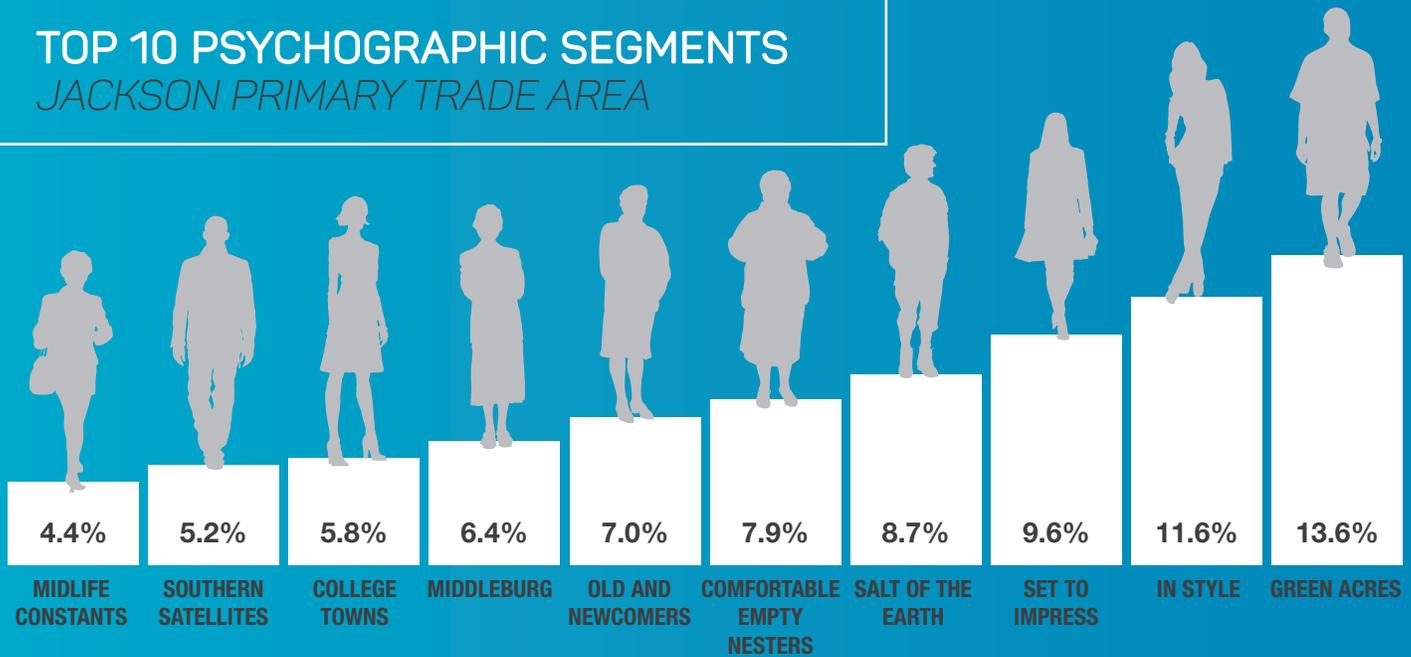
DEMOGRAPHICS

| | 1 mile | 3 miles | 5 miles | Jackson | PTA |
|--------------------------------------|----------|----------|----------|----------|----------|
| Median HH Income | \$39,245 | \$47,753 | \$51,122 | \$47,329 | \$47,424 |
| % HHs w/ Income less than \$25,000 | 29% | 24% | 21% | 24% | 24% |
| % HHs w/ Income \$25,000 - \$50,000 | 34% | 28% | 28% | 28% | 28% |
| % HHs w/ Income \$50,000 - \$75,000 | 19% | 20% | 20% | 20% | 19% |
| % HHs w/ Income \$75,000 - \$100,000 | 9% | 13% | 14% | 14% | 12% |
| % HHs w/ Income \$100,000 or greater | 9% | 15% | 18% | 15% | 17% |

Intersection of E Main Street and S High Street represents the study point used for ring analysis.

TOP 10 PSYCHOGRAPHIC SEGMENTS

JACKSON PRIMARY TRADE AREA



1

GREEN ACRES

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it. Green Acres neighborhoods tend to be rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 10 years. Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement. Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments. They are cautious consumers with a focus on quality and durability. Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.

2

IN STYLE

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement. They primarily inhabit single-family homes, in older neighborhoods (built before 1980), with a mix of town homes and smaller (5–19 units) apartment buildings. Homes are made up of married couples, primarily with no children or single households that have an average household size of 2.33 people per household. They are connected and knowledgeable, they carry smartphones and use many of the features. Attentive to price, they use coupons, especially mobile coupons.

3

SET TO IMPRESS

Set to Impress is depicted by medium to large multi-unit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene. Renters make up nearly three quarters of all households, and are found primarily in urban areas. They always have an eye out for a sale and will stock up when the price is right. Quick meals on the run are a reality of life. They maintain close relationships with family.

4

SALT OF THE EARTH

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities. Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries. Home ownership rates are very high. Single-family homes are affordable, valued at 25 percent less than the national market. Two in three households are composed of married couples; less than half have children at home. Salt of the Earth residents maintain steady employment in construction, manufacturing, and related service industries. Spending time with family is a top priority. They are cost-conscious consumers, loyal to brands they like, with a focus on buying American. Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

TOP 10 PSYCHOGRAPHIC SEGMENTS CONT.

JACKSON PRIMARY TRADE AREA

5

COMFORTABLE EMPTY NESTERS

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefiting from years of prudent investing and saving. Their net worth is well above average (Index 363). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being. Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes. Most homes in this segment were built between 1950 and 1990. They prefer eating at home instead of dining out, and live active lifestyles. Home maintenance is a priority among these homeowners.

6

OLD AND NEWCOMERS

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices. They are predominantly city dwellers residing in single households, with a mix of married couples (no children); and an average household size lower at 2.11. 45% of housing units are single-family dwellings; 44% are multiunit buildings in older neighborhoods with rent around \$800 per month, built before 1980. 30% of households are currently receiving Social Security. Consumers are price aware and coupon clippers, but open to impulse buys.

7

MIDDLEBURG

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out, with the addition of new single-family homes. Residents are conservative, family-oriented consumers. Young couples, many with children; average household size is 2.73. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets. Prefer to buy American and for a good price.

8

COLLEGE TOWNS

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives. These are nonfamily households with many students living alone or with roommates for the first time. Over three-quarters of the households are renter occupied, with one in ten remaining vacant. One-third of homes are single family; mostly occupied by local residents who own their homes. Their limited incomes result in thrifty purchases. They do not eat the healthiest foods, nor do they see a doctor regularly. They prefer environmentally friendly products and vehicles that get good gas mileage. They feel anything that can be done online is easier than in person.

9

SOUTHERN SATELLITES

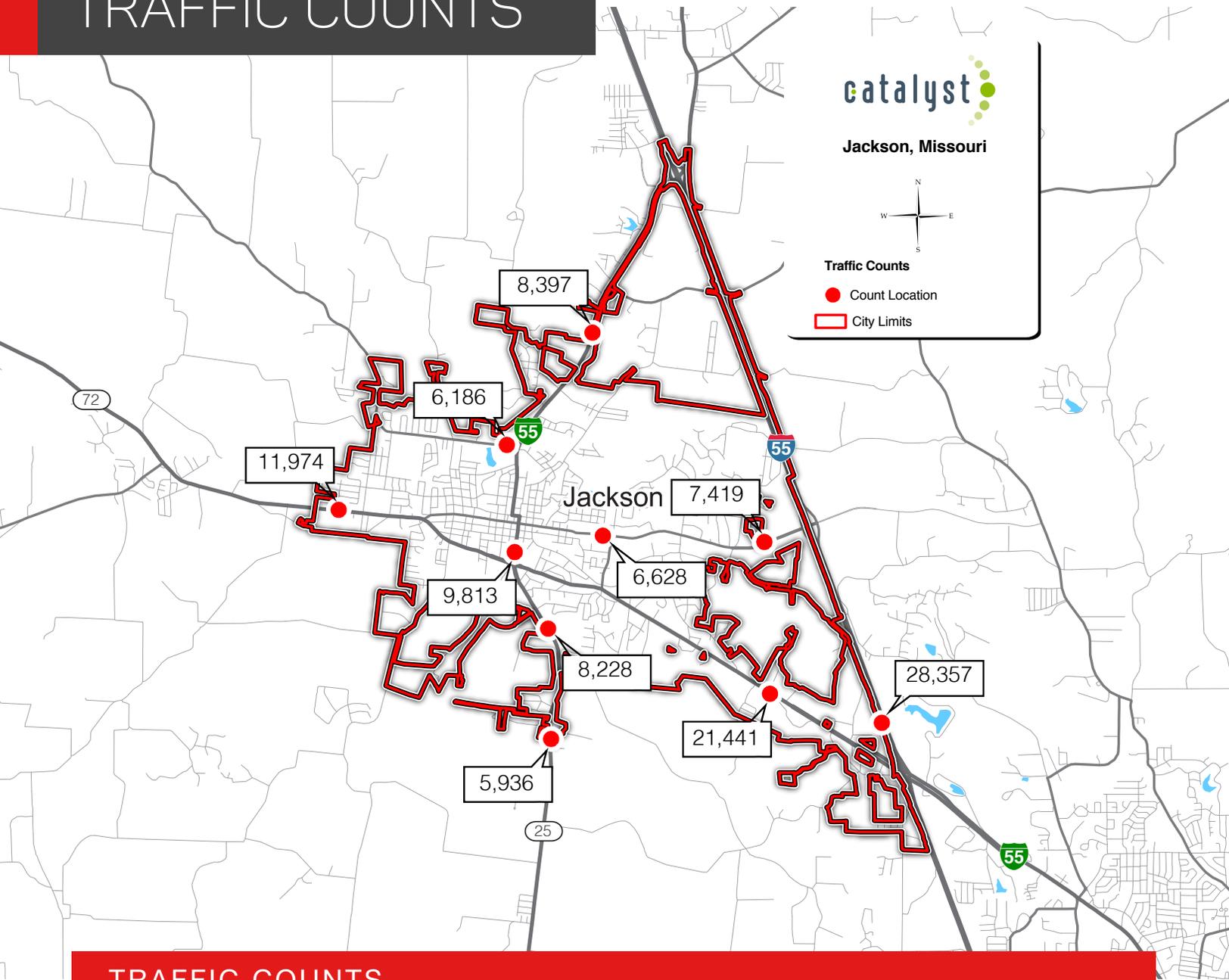
Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects. Nearly 80% of households are owned, of which 65% are single-family. Most of these houses were built in 1970 or later, and contain married couples with no children as the dominant household type, with a number of multigenerational households. These consumers are more concerned about cost rather than quality or brand loyalty.

10

MIDLIFE CONSTANTS

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts. Primarily married couples, with a growing share of singles. Settled neighborhoods with slow rates of change and residents that have lived in the same house for years. Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother. Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.

TRAFFIC COUNTS



TRAFFIC COUNTS

LOCATIONS

COUNTS

I-55 at E Jackson Blvd.

28,357

East Jackson Blvd. at Chert Ln.

21,441

W Jackson Blvd. at Pioneer Orchard Rd.

11,974

S Hope St. at W Madison St.

9,813

High St. at Harmony Ln.

8,397

S Hope St. at Jackson Trl.

8,228

E Main St. at Old Orchard Rd.

7,419

E Main St. at Shawnee Blvd.

6,628

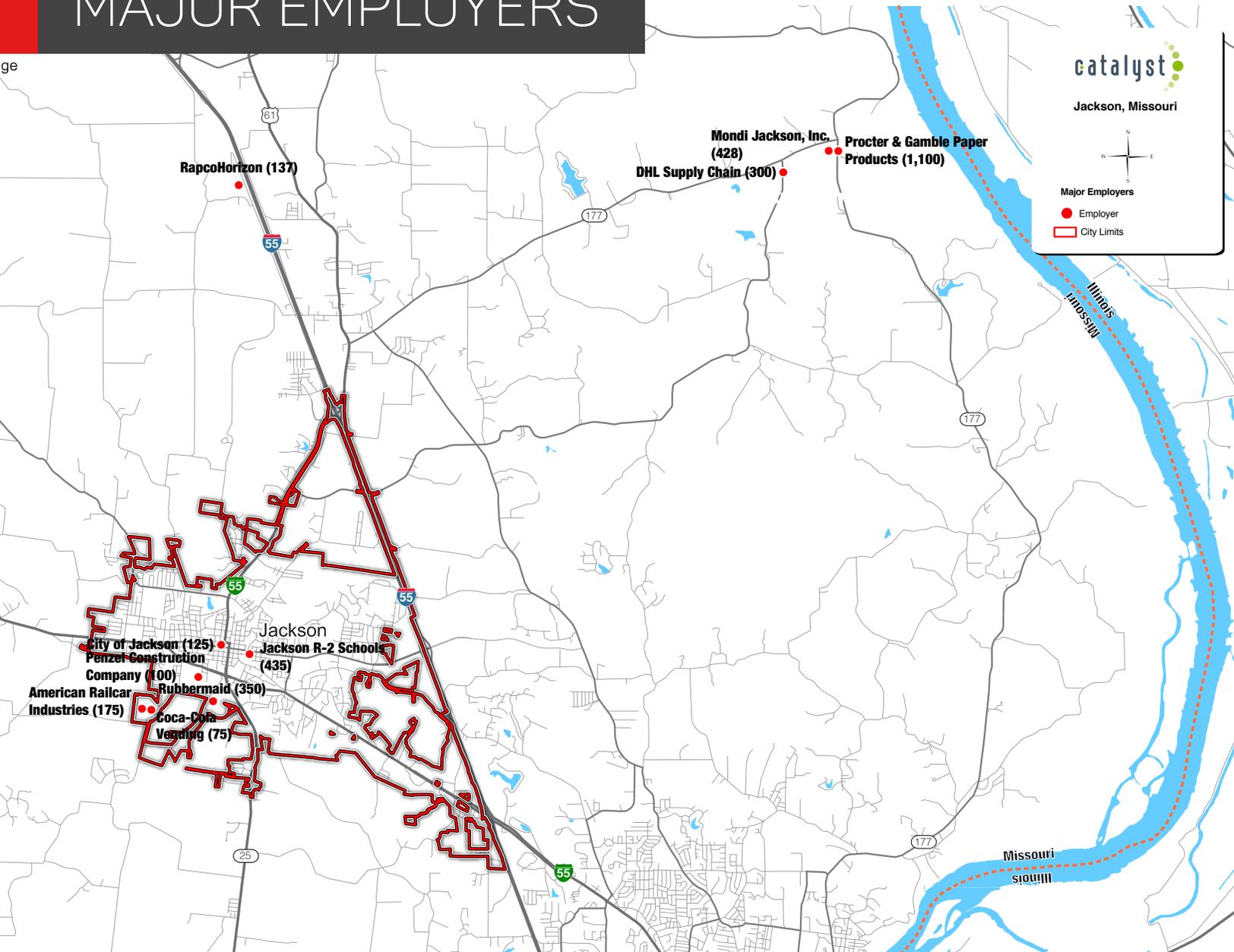
W Independence St. at N High St.

6,186

Hope St. at Titanium Ln.

5,936

MAJOR EMPLOYERS



MAJOR EMPLOYERS

| Company | Employees | Address |
|---------------------------------|-----------|-------------------------------------|
| Procter & Gamble Paper Products | 1,100 | 14484 State Highway 177, Jackson MO |
| Jackson R-2 Schools | 435 | 614 East Adams Street, Jackson MO |
| Mondi Jackson, Inc. | 428 | 14591 State Highway 177, Jackson MO |
| Rubbermaid | 350 | 1901 Lee Avenue, Jackson MO |
| DHL Supply Chain | 300 | 5920 State Highway V, Jackson MO |
| American Railcar Industries | 175 | 1305 Lenco Ave, Jackson, MO |
| RapcoHorizon | 137 | 3581 Larch Lane, Jackson MO |
| City of Jackson | 125 | 101 Court Street, Jackson MO |
| Penzel Construction Company | 100 | 325 W. Jackson Blvd, Jackson MO |
| Coca-Cola Vending | 75 | 1125 Lenco Ave, Jackson, MO |

DEMAND

Potential Supportable Retail Square Footage By Retail Category
(Note: Residential-generated retail demand only takes into account the **unmet** retail demand by retail category)

| Category | Work- force Demand | Commuter Demand | Residential Demand | 2016 Total Demand | 2016 Total Supply | 2016 Leakage "Retail Gap" | Total Demand 2016 - 2046 |
|---|--------------------------|--------------------|-----------------------|----------------------|----------------------|------------------------------|-----------------------------|
| Auto Parts, Accessories & Tire Stores | | 286 | 15,075 | 15,361 | 30,749 | - | - |
| Furniture Stores | | | 27,490 | 27,490 | 28,604 | - | - |
| Home Furnishings Stores | | | 17,186 | 17,186 | 37,701 | - | - |
| Electronics & Appliance Stores | | | 74,062 | 74,062 | 100,898 | - | - |
| Bldg Material & Supplies Dealers | | | 66,547 | 66,547 | 189,235 | - | - |
| Lawn & Garden Equip & Supply Stores | | | 10,468 | 10,468 | 10,365 | 103 | 301 |
| Grocery Stores | 8,899 | 1,023 | 169,765 | 179,687 | 124,533 | 55,154 | 62,391 |
| Specialty Food Stores | | | 20,258 | 20,258 | 53,290 | - | - |
| Beer, Wine & Liquor Stores | | | 8,155 | 8,155 | 3,030 | 5,125 | 5,643 |
| Health & Personal Care Stores | 17,172 | | 95,847 | 113,019 | 110,184 | 2,834 | 5,090 |
| Gasoline Stations | 24,107 | 3,574 | 62,872 | 90,554 | 111,444 | - | - |
| Clothing Stores | 3,202 | 393 | 42,507 | 46,102 | 106,953 | - | - |
| Shoe Stores | 4,403 | 720 | 20,578 | 25,701 | 41,947 | - | - |
| Specialty Retail (i.e. Jewelry, Luggage & Leather Goods Stores) | 3,355 | | 13,897 | 17,251 | 15,377 | 1,875 | 2,323 |
| Sporting Goods/Hobby/Musical Instr Stores | 1,908 | 360 | 32,565 | 34,833 | 53,306 | - | - |
| Book, Periodical & Music Stores | | 360 | 4,721 | 5,081 | 18,836 | - | - |
| Department Stores Excluding Leased Depts. | 5,724 | | 326,927 | 332,651 | 592,490 | - | - |
| Other General Merchandise Stores | 26,419 | 540 | 119,259 | 146,218 | 260,426 | - | - |
| Florists | | 360 | 2,175 | 2,535 | 1,867 | 668 | 763 |
| Office Supplies, Stationery & Gift Stores | 6,458 | 360 | 16,857 | 23,675 | 11,662 | 12,013 | 13,309 |
| Used Merchandise Stores | | 720 | 7,327 | 8,047 | 16,649 | - | - |
| Other Miscellaneous Store Retailers | | 502 | 58,950 | 59,452 | 56,998 | 2,455 | 3,711 |
| Full-Service Restaurants | 8,392 | 606 | 48,161 | 57,158 | 58,771 | - | - |
| Limited-Service Eating Places | 11,301 | 858 | 58,679 | 70,838 | 112,578 | - | - |
| Special Food Services | | | 3,331 | 3,331 | 3,762 | - | - |
| Entertainment | - | | | - | - | - | - |
| Lodging | | | | - | - | - | - |
| Drinking Places - Alcoholic Beverages | | | 9,955 | 9,955 | 2,943 | 7,013 | 7,699 |
| Total Demand (SF) | 121,340 | 10,663 | 1,333,613 | 1,465,616 | 2,154,600 | 87,240 | 101,227 |



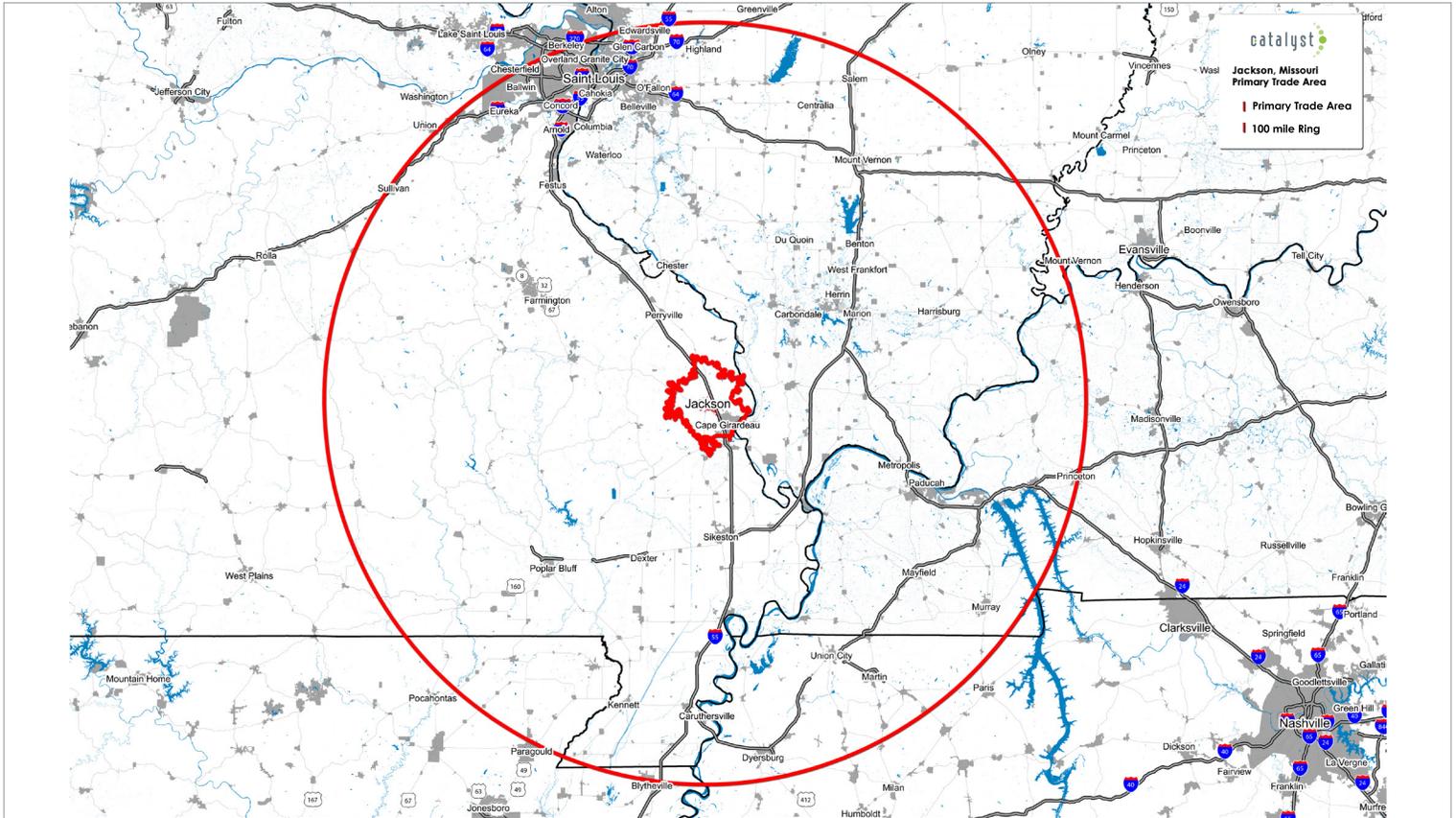
Jackson Area Chamber of Commerce

125 EAST MAIN ST | JACKSON, MO 63755 | 573.243.8131

JACKSONCHAMBER.ORG

Jackson is the county seat of Cape Girardeau County, Missouri. Strategically positioned within the Southeast Missouri region, Jackson has access to St. Louis, Missouri and Memphis, Tennessee in under two and three hours, respectively. Serving as a regional employment hub, Jackson's major employers include; Procter & Gamble, Rubbermaid, Coca Cola, and Mondi Jackson. With nearly 70,000 people living within Jackson's Primary Trade Area (PTA) and a median household income of \$47,424, the Jackson PTA has significant purchasing power of \$5.4M.

LOCATOR MAP



RETAIL PRIMARY TRADE AREA STATISTICS

| RACE | | INCOME | | GENERATION DISTRIBUTION | |
|---------------------|-------|--------------------------|----------|--------------------------------|------|
| | 2016 | | 2016 | | 2016 |
| White | 89.9% | Average Household | \$62,832 | Generation Z (0 - 18 years) | 21% |
| Black | 5.8% | Median Household | \$47,424 | Millennials (18 - 35 years) | 27% |
| Asian | 1.3% | % Owner Occupied Housing | 60.5% | Generation X (35 - 55 years) | 24% |
| Other | 2.9% | | | Baby Boomers (55 - 75 years) | 21% |
| Hispanic (Any Race) | 2.0% | | | Silent Generation (75 + years) | 8% |

| OVERVIEW | | | | TRAFFIC COUNTS | | EDUCATION | |
|------------------|------|----------|----------|---|--------|-----------------------------|--------|
| YR | PTA | CITY | | VPD | | 2016 | |
| Population | 2016 | 69,384 | 14,696 | I-55, at E Jackson Blvd. | 28,357 | Educational Base - 25 + | 45,860 |
| | 2021 | 72,557 | 15,493 | E Jackson Blvd., at Chert Ln. | 21,441 | Less than High School | 9.7% |
| Median Age | 2016 | 37.0 | 37.8 | W Jackson Blvd., at Pioneer Orchard Rd. | 11,974 | High School Graduate or GED | 32.2% |
| Median HH Income | 2016 | \$47,424 | \$47,329 | S Hope St., at W Madison St. | 9,813 | Some College, no Degree | 21.7% |
| | 2021 | \$52,673 | \$52,202 | High St., at Harmony Ln. | 8,397 | Bachelor's Degree | 20.4% |
| Households | 2016 | 27,011 | 5,802 | S Hope St., at Jackson Trl. | 8,228 | Master's Degree | 11.1% |
| Household Size | 2016 | 2.4 | 2.5 | | | | |



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