

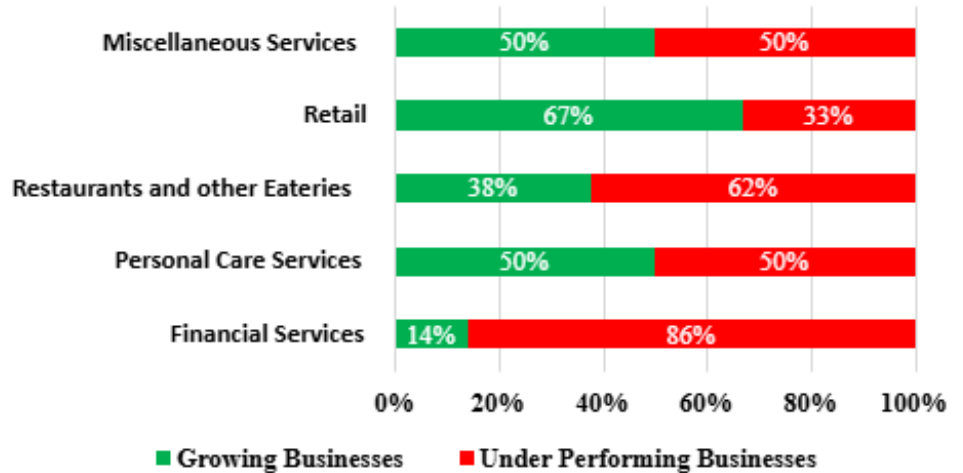
Central Business District

A Regional Destination with Built-In Daytime Activity

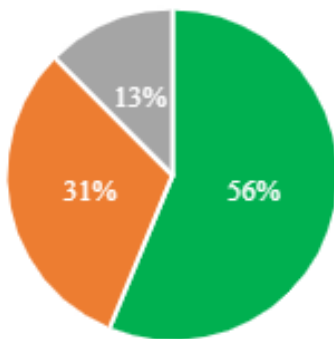
KEY DEMAND DRIVERS

- CONCENTRATED COMMERCIAL AND SERVICE HUB STRUCTURE
- PROXIMITY TO A COLLEGE CAMPUS DRIVING DAYTIME POPULATION
- MIX OF LOCAL RESIDENTS AND REGIONAL VISITORS

Business Performance by Category



Growing Businesses



- Visitors Coming From And Going To SNU
- Visitors Either Coming From Or Going To SNU
- Visitors Neither Coming From or Going To SNU



Opportunity

- WELL SUITED FOR BUSINESSES THAT RELY ON VISIBILITY AND WALK-IN TRAFFIC
- STRONG PERFORMANCE POTENTIAL FOR RETAIL AND DINING BUSINESSES
- FAVORS BUSINESSES BENEFITING FROM DAYTIME CUSTOMER ACTIVITY
- SUPPORTS SERVICES THAT DEPEND ON CONSISTENT FOOT TRAFFIC



Area Overview

THE AREA HAS A MEDIAN HOUSEHOLD INCOME OF APPROXIMATELY \$31,948 AND A HIGHER SHARE OF RENTER-OCCUPIED HOUSING THAN THE CITY AVERAGE. JOB GROWTH IS LED BY EDUCATION AND HEALTH CARE SECTORS.