

North Council Road Corridor

A growing trade area with strong incomes and untapped local demand

WHY THIS LOCATION WORKS

- \$61K MEDIAN INCOME
- 11% POVERTY (BELOW AVG)
- 64% HOMEOWNERSHIP



Customer Base by Business Performance



WHAT DRIVES SUCCESS?

- OPPORTUNITY FOR BUSINESSES CATERING TO AREA OF HIGHER MEDIAN INCOME
- HIGH-PERFORMING: HIGHER-INCOME AREAS (~\$83K)
- LIMITED CAPTURE OF LOCAL RESIDENTS

UNTAPPED POTENTIAL

- STRONG LOCAL MARKET UNDERUTILIZED
- OPPORTUNITY TO ATTRACT HIGHER-INCOME CUSTOMERS
- POSITIONED FOR GROWTH AND REINVESTMENT

