

# RETAIL, OFFICE, & LODGING MARKET ANALYSIS

WASILLA, ALASKA

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## INTRODUCTION



*Wasilla's historic downtown was settled in 1917. The town's first commercial building is shown above.*

### **Executive Summary**

This study finds that the Wasilla study area can support up to 177,000 square feet (sf) of new retail and restaurant space in 2009, producing \$50.6 million in additional annual sales. By 2014, this new retail's sales could potentially generate up to \$59.9 million annual gross revenue.

The Wasilla study area can support an additional 37,300 square feet of office space by the year 2014, comprised of 8,700 sf of Medical Use and 28,600 sf of General Office Use.

Wasilla can also statistically capture up to \$1,880,000 in additional gross lodging revenue, which at current revenue per available room levels could support up to a 70 room Midscale w/o Food and Beverage Hotel/Motel.

The Wasilla study area has a 2009 trade area population of 87,000 persons, increasing to 105,000 persons by 2014. Average household incomes in the Wasilla Trade Area (\$73,700) are lower than the State level (\$79,400), while per-capita income is also lower at \$26,000. The corridor also has a somewhat weak employment base, with over 24,000 employees, 58.2% of which are white collar positions. One third of Wasilla's working residents commute 41 minutes to the Anchorage market.

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The new supportable retail includes: 72,600 sf of General Merchandise Stores, 34,600 sf of dine in and carry out Restaurants, 17,000 sf of Apparel & Accessories stores, 14,000 sf of Hardware and Lawn/Garden retail, 9,000 sf of Sporting Goods and Hobby retail, 6,600 sf of Electronic & Appliance retail, 5,900 sf of Home Furnishings, 3,900 sf of Specialty Food stores, 2,500 sf of Health Care and Personal Services, 1,400 sf of Jewelry, Luggage and Leather retail, and 9,500 sf of Miscellaneous Neighborhood Retailers such as Florists, Pet Supplies, Tobacco, Video and Gift Shops. See Table 6 for a detailed breakdown of the corridor's supportable retail categories and sales potentials.



*A number of leading retailers and restaurants have recently deployed new units in Wasilla.*

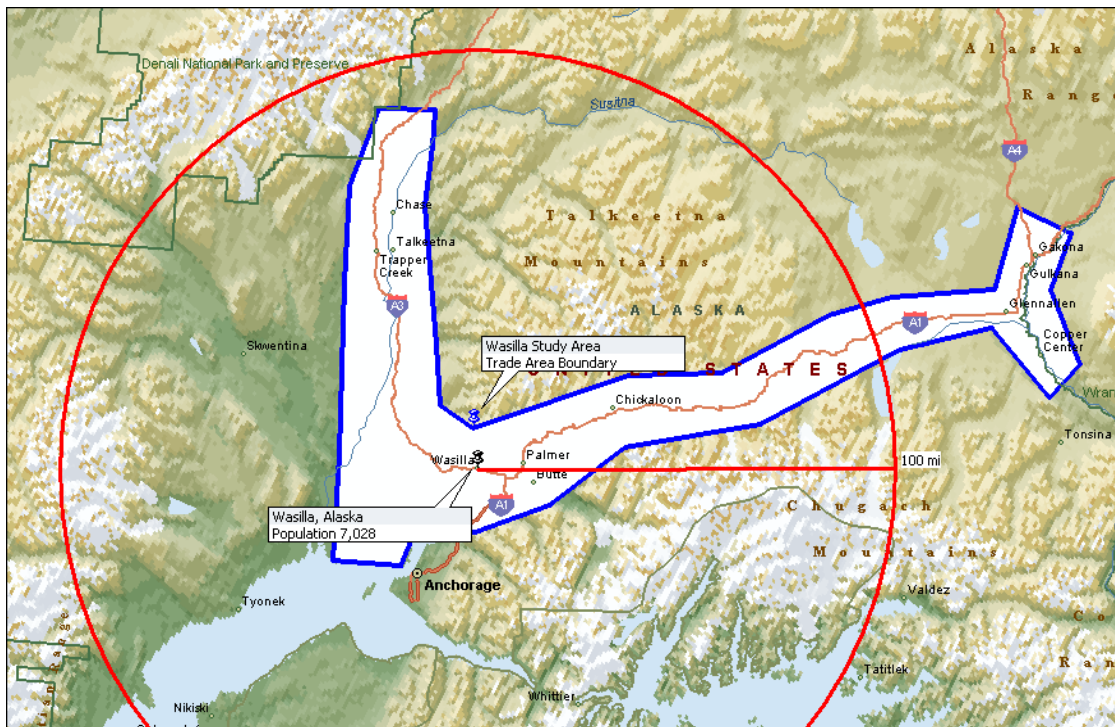
Wasilla is in the midst of evolving from a bedroom community of Anchorage to a more self sufficient community, meeting some regional retail needs. Although Wasilla's historic retailers have been convenience and neighborhood retailers in size and scale, the City of Wasilla has attracted community scale retailers (Target, Sears & Walmart), and will continue to sustain growth in retail development, once the national financial/lending issues are resolved.

This additional supportable retail could be accommodated with the redevelopment and expansion of the area's existing shopping centers and some new mixed use development.

# Retail, Office, and Lodging Market Analysis

## Background

Gibbs Planning Group (GPG) has been retained by the City of Wasilla, Alaska to conduct a retail, office and hospitality/lodging feasibility analysis of the Wasilla study area. The trade area serviced by the Wasilla study area is located in south central Alaska, stretching north from the Knik Arm of the Cook Inlet, along Highway A3 to the Denali National Park and Preserve, and east along Highway A1 to the communities of Glennallen and Copper Center. These corridors have very low residential populations, and are defined by the topography and highway access. The majority of the projected residential growth will be found in or near the City of Wasilla, in the south central portion of the valley.



*The Wasilla Trade Area is mostly constrained by topography and highway access.*

From a commercial development perspective, this study area is challenged by low residential densities and great distances between settlements. Wasilla, which was incorporated as a city in 1974, has at times seen significant growth, and quickly overtook the City of Palmer as the largest city in the Matanuska-Susitna Borough.

The following issues were addressed by GPG in this study:

- What is the existing and planned retail market in the Wasilla Study and Trade Areas?

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- What is the trade area that would be served by the City of Wasilla?
- What is the potential for growth in the Office Space Market?
- Can the growth in local and regional tourism support additional lodging facilities, and what is the potential tourism expenditure captured by new facilities.
- What are the population, demographic and lifestyle characteristics in the trade area, currently and projected for 2014?
- What is the current and projected growth for retail expenditures, currently and projected for the next five years?
- How much retail square footage is supportable in the Wasilla, and what retail uses should be encourage? What sales volumes can be achieved by new development in or near the City?

### **Methodology**

To address the above issues, GPG conducted a detailed evaluation of most major existing shopping centers and retail concentrations in and surrounding the defined study area. This evaluation was conducted during September, 2009. During this evaluation, GPG thoroughly drove the market and visited and evaluated most major and planned retail concentrations in the area.

GPG visited the area during the daytime, as well as the evening, to gain a qualitative understanding of the retail gravitational patterns and traffic patterns throughout the study area. GPG then defined a trade area that would serve the retail in the study area based on the field evaluation, geographical and topographical considerations, traffic access/flow in the area, relative retail strengths and weakness 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 US Bureau of the Census, US Bureau of Labor Statistics, InfoUSA, ESRI, CCIM, STDB, Claritas, and COSTAR, and updated based on information gathered from local planning sources.

Finally, based on the projected consumer expenditure capture in the Wasilla study area of the gross consumer expenditure by retail category (trade area) less the current existing retail sales by retail category (trade area), GPG projects the potential net consumer expenditure. The projected consumer expenditure capture is based on population and

## Retail, Office, and Lodging Market Analysis

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demographic characteristics of the trade area, existing and known planned retail competition, traffic and retail gravitational patterns, and GPG's qualitative assessment of the Wasilla study area. Net potential captured consumer expenditure is equated to potential retail development square footage with the help of retail sales per square foot data provided by Dollars & Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism of the Wasilla study area.

For the purposes of this study GPG has assumed the following:

- Although there are future expansions planned for the Creekside Town Square Project, including a possible Warehouse Club location, soil and financing exist for the site, and only the existing retail is considered in the evaluation.
- The existing City of Wasilla sales tax of 2.5% is projected to remain in place throughout the five year term of this study.
- Other major community retail centers are planned or proposed at this time, but only the existing retail is considered at this time. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per square foot reflect higher sales per square foot in the newly developed retail and selected projected increases in sales per square foot by individual retail categories.
- No other major regional retail centers will be developed within the trade area of this study until 2014.
- The Wasilla study area 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 City of Wasilla is estimated to be 3.78% throughout the five year period of this study.
- Employment distribution is considered to remain constant, without a spike or decline in employment by NAICS category.
- Office space required as an ancillary need to a main business function is not included in the office space market inventory made for this study, nor are the employees who work in that space included in the count of employees who require dedicated office

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space. The main factor in this assumption is that the ancillary office space is often a part of the premises where the primary business operation occurs, such as Agriculture & Mining, Manufacturing, Wholesale Trade, and Retail Trade business.

- No other major office projects will be developed within the submarket during the next five years.
- Projected lease and vacancy rates model 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 US Census Bureau, Experian, ESRI, COSTAR Group, Inc., LOOPNET, and local brokerage services.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- Any new construction in the Wasilla study area will be planned, designed, built and managed to the best practices of The American Planning Association, The Congress for the New Urbanism, The International Council of Shopping Centers and The Urban Land Institute.
- Parking for new projects will be per the recommendations of this study, with easy access to the retailers in the development via on street, surface lots, or deck parking. An overall parking ratio of 4.5 cars per 1000 square feet gross, or higher, is anticipated for new commercial development.
- Visibility of any new retail is also assumed to be 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 projects that should be supportable in the study area. 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. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives.



No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of September 23<sup>rd</sup>, 2009, 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, but 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 prospective financial 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 programming, planning, designing, financing or development of any commercial center. This study is intended for the use of the city of Wasilla for general planning purposes only and is void for other site locations or developers.

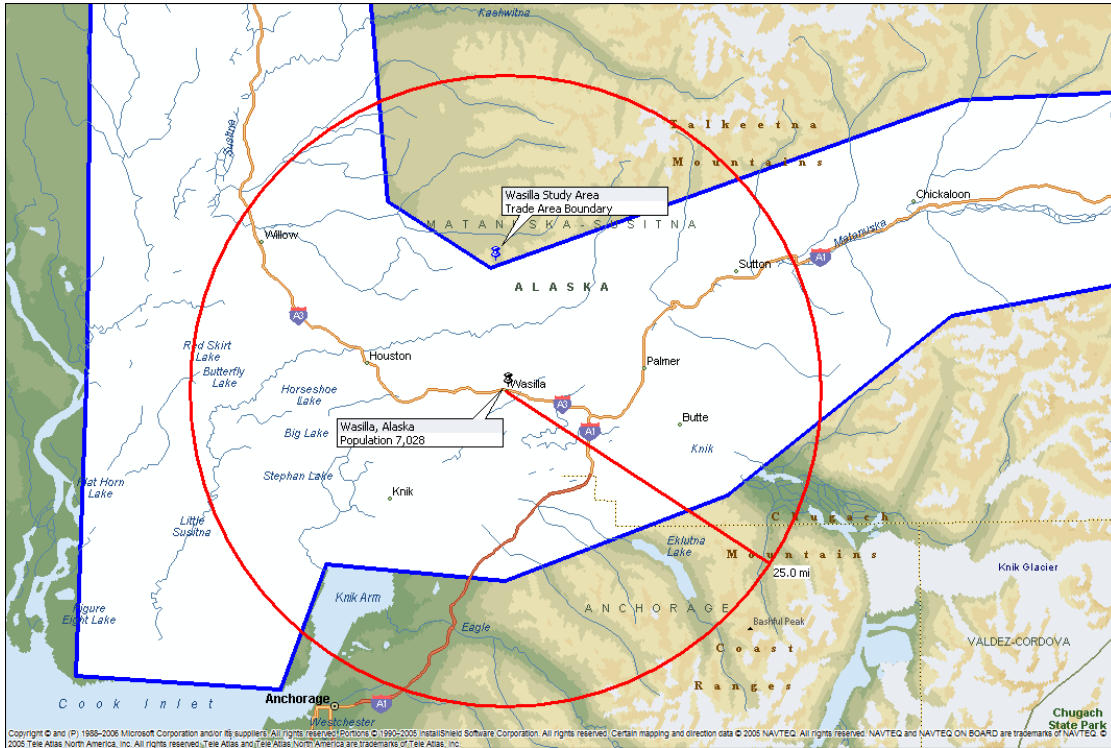
### **Trade Area**

Based on GPG's field evaluation, the existing retail hubs, population clusters, highway access, and the retail gravitation in the market, as well as our experience defining trade areas for similar rural communities throughout the United States, it was determined that retail in the Wasilla study area is currently evolving from a limited neighborhood appeal. In five to ten years, the study area will grow to have a community appeal, as well as meeting its neighborhood retail requirements.

GPG defined a Trade Area by topography, vehicular access and residential growth patterns which will account for 70% to 80% of the total sales of the retailers in the Wasilla study area. The remaining sales in the study will come from consumers passing through, as well as employees working in the study area who live outside of it.

The primary trade area is approximately delimited by the following boundaries:

- North along Highway A3 to the Denali National Park and Preserve
- East along Highway A1 to the Wrangell St-Elias National Park
- South to the Knik Arm of the Cook Inlet
- West to the Susitna River



The eastern and northern portions of the trade area are significantly constrained by topography.

## Demographic Characteristics

Using data from ESRI (Environmental Systems Research Institute), Experian, and Claritas, GPG obtained the population and demographic characteristics, present and projected for 2014, for the defined trade area, as well as national and statewide statistics.

The Wasilla trade area has an estimated 2009 population of 87,488 persons, which is projected to grow to 105,295 by 2014, a 3.78% projected increase over the total five-year period (2009-2014). The strongest growth (18.18%) is projected in the Hispanic Origin segment of the population. This growth rate is approximately 4 times the Alaskan and National growth rates.

The number of households in the primary trade area is currently estimated at 2.83 persons per household, and is projected to increase from 30,583 to 37,005 by 2014, a 3.62% total increase over the five year period of 2009-2014. Approximately 62.5% of households are owner occupied, a number which is projected to remain stable into 2014.

# Retail, Office, and Lodging Market Analysis

Table 1: Demographic Comparisons

Characteristics	Study Area	Alaska	U.S.
2009 Population	<b>87,448</b>	693,413	309,731,508
2014 Population	<b>105,295</b>	726,990	324,062,684
2009-2014 Projected Growth	<b>3.78%</b>	0.95%	0.91%
Persons Per Household 2009	<b>2.83</b>	2.74	2.59
2009 Median Household Income	<b>\$63,328</b>	\$65,464	\$54,719
2009 Per Capita Income	<b>\$26,037</b>	\$28,744	\$27,277
% Households w. incomes \$75,000 or higher	<b>39.6%</b>	42.9%	33.3%
% White	<b>84.1%</b>	66.7%	70.3%
% Hispanic Ethnicity	<b>3.7%</b>	5.7%	17.5%
Median Age	<b>35.7</b>	33.6	36.9
% White-Collar Employed	<b>58.2%</b>	62.7%	61.5%

As shown in Table 1, the median household and per capita incomes (\$63,328 and \$26,037) in the trade area are slightly below the Alaskan averages. The strongest household incomes are found in the eastern portion of Wasilla, near the junction of highways A1 and A3.

The median age within the trade area (35.7 years) is slightly older than the State (33.6) average and younger than the National average. This median age statistic has increased significantly since the 2000 Census, at which time it was 33.8 years. This two year median age increase has significant implications on Employment and Health Care expenditure. The median age is projected to be stable, rising by only one tenth of a year by 2014.

The area's workforce, estimated to be just over 24,000 employees, consists of 58.2% white-collar, with a concentration of employees in Professional Services (23.0%), Administrative Support (15.3%), Management/Business/Financial (10.0%), and Sales (9.9%). The Wasilla study area lags the State and National averages in white collar employment.

Racially, the trade area is mostly of White origin (84.1%), which is considerably higher than the Alaskan State or National levels. By 2014, there will be some gains in American Indian and Hispanic populations, however the projections still suggest sizeable disparity with the White population estimated at 82.7%.

Persons-per-household in the Wasilla trade area (2.83) is greater than the National (2.59) and State averages (2.74). The majority of this

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difference comes from more households which have children under 18, and fewer non-traditional households made up of non-family members.

### Tapestry Lifestyles




ESRI has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level throughout the United States and are used by many national retailers to help determine future potential locations.

The following Table 2 details the top Tapestry Lifestyles found in the primary and total trade areas.

Table 2: Tapestry Lifestyles

Lifestyle	Defined Trade Area	Short Description
 <p>Midland Crowd</p>	<p>Population 16,877</p> <p>Median HH Income \$49,748</p> <p>19.3% Wasilla Study Area Market Share</p> <p>3.8% National Market Share</p>	<p>With more than 4.2 million households, <i>Midland Crowd</i> has the highest count of all the Community Tapestry markets, with an annual household growth of 2.6 percent since 2000. The median household income is \$49,748, slightly lower than the U.S. median. Households derive primary income from wages and salaries, although the percentage of households that receive income from self-employment ventures is slightly higher than the national level. The median net worth is \$86,362, somewhat below the U.S. median. Half of the employed residents work in white-collar occupations. Approximately 30 percent of <i>Midland Crowd</i> residents aged 25 years and older have attended college; 15 percent hold a bachelor's or graduate degree.</p>
 <p>Rural Resort Dwellers</p>	<p>Population 15,216</p> <p>Median HH Income \$47,311</p> <p>17.4% Wasilla Study Area Market Share</p> <p>1.6% National Market Share</p>	<p>Although retirement officially looms for many <i>Rural Resort Dwellers</i> residents, most of them still work. The median household income is \$47,311, slightly below the U.S. level. Six percent of all who are employed work at home, twice that of the U.S. percentage. Because of the higher-than-average presence of residents aged 65 or older, receipt of retirement income and Social Security benefits is common for these households. More than two-fifths of households collect investment income; approximately one-fifth earn self-employment income. More than half of the population aged 25 years and older hold a bachelor's or graduate degree or have attended college, comparable to the U.S. level. The median net worth is \$105,077, slightly below the U.S. median.</p>

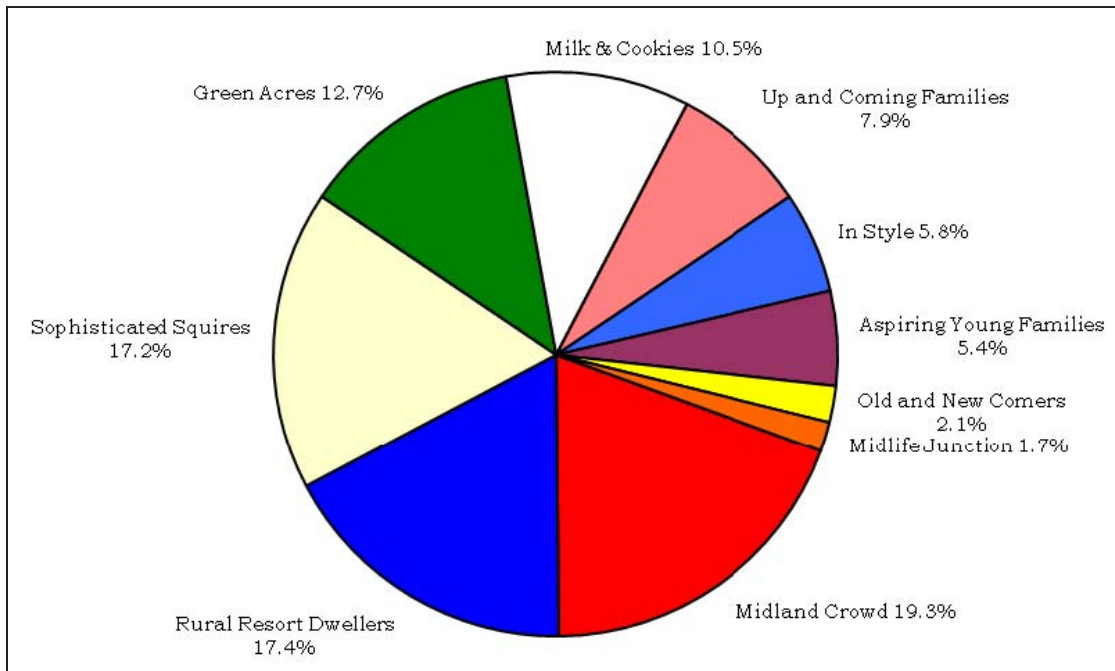
# Retail, Office, and Lodging Market Analysis

Lifestyle	Defined Trade Area	Short Description
 <p data-bbox="321 594 570 617">Sophisticated Squires</p>	<p data-bbox="613 338 737 394">Population 15,041</p> <p data-bbox="613 428 737 516">Median HH Income \$85,937</p> <p data-bbox="613 550 737 695">17.2% Wasilla Study Area Market Share</p> <p data-bbox="613 728 737 816">2.7% National Market Share</p>	<p data-bbox="792 338 1388 695"><i>Sophisticated Squires</i> residents are educated: one-third of the population aged 25 years and older holds a bachelor's or graduate degree, another third has attended college. Labor force participation rates are high for males and females. The range of occupations varies from management to unskilled labor positions, but most are in white-collar occupations. The median household income is \$85,937. Wage or salary income, earned by 90 percent of households, is supplemented with interest, dividend, or rental income for nearly half of the households. The median net worth is \$251,507.</p>
 <p data-bbox="375 1098 516 1121">Green Acres</p>	<p data-bbox="613 854 737 911">Population 11,106</p> <p data-bbox="613 945 737 1033">Median HH Income \$63,922</p> <p data-bbox="613 1066 737 1211">12.7% Wasilla Study Area Market Share</p> <p data-bbox="613 1245 737 1333">3.2% National Market Share</p>	<p data-bbox="792 854 1388 1182"><i>Green Acres</i> residents are educated and hardworking; more than half who are aged 25 years and older hold a degree or attended college. Labor force participation is approximately 69 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Seventeen percent of households derive income from self-employment ventures. Occupation distributions are similar to the United States. The median household income is \$63,922, and the median net worth is \$163,372.</p>
 <p data-bbox="358 1656 532 1680">Milk &amp; Cookies</p>	<p data-bbox="613 1392 737 1449">Population 9,182</p> <p data-bbox="613 1482 737 1570">Median HH Income \$63,574</p> <p data-bbox="613 1604 737 1749">10.5% Wasilla Study Area Market Share</p> <p data-bbox="613 1782 737 1871">2.0% Nation Market Share</p>	<p data-bbox="792 1392 1388 1698">For 90 percent of <i>Milk and Cookies</i> households, income is derived from wages. The labor force participation of 71 percent is above average. Although unemployment is at 6 percent, this market has one of the highest concentrations of multiple wage earners in the family. The median household income is \$63,574, and the median net worth is \$139,152. Approximately 58 percent of residents aged 25 years and older hold a bachelor's or graduate degree or has attended college.</p>

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The trade area tapestry lifestyles reflect a 19.3% base of “Midland Crowd” households. The typical member of this demographic group is married, with children, and is a homeowner. The economics of this group closely resemble the national averages in terms of household income, disposable income, and average home value. Their lifestyle reflects the traditional, conservative, rural residential communities in which they live. Households generally have pets, enjoy hunting and fishing, and satellite TV.

**Graph 1: Tapestry Lifestyles Segmentation**



### **Employment Base**

The employment base in the Wasilla study area is reflective of its status as being a bedroom community to Anchorage, with 24,406 employees. Over 33% of the workers in Wasilla commute to Anchorage. The major categories of employment are Retail Trade Services, Government, Healthcare Services, Construction, and Educational Institutions. White collar employment is projected at 58.2%, blue collar employment at 25.2%, and services at 16.6%.

GPG projects that the only industry sectors in which employment will grow faster than the general population growth rate are the Retail Trade Services and Construction categories. The Health Care Services industry, though nationally growing at a pace greater than the population growth rate, will not exceed the Wasilla study area's population growth rate. Driven by two major factors, Health Care employment has led the employment growth in the Wasilla study area over the last five years.

## Retail, Office, and Lodging Market Analysis

One reason for this is the rapid population growth, which has positively impacted all sectors of employment in the study area. The second cause is the increase in the median age over the last five years from 33.8 years to 35.7 years. As the population grows older and the median age increases, health care expenditure and employment grows. The median age in the Wasilla study area is projected to be stable over the next five years, removing the increasing need of health care services caused by an expanding elderly population.

### Office Market Analysis

The Mat-Su Region, at 232,000 sf of dedicated office space, makes up only 2.15% of the South Central Alaska Regional Office Market, which has 10,767,000 sf. The Spenard Office District in Anchorage, with 4,036,000 sf, has the largest share of the regional office market, followed by the Anchorage Central Business District at 3,467,000 sf of office space. GPG has found that in the last year the Office Space Market in the Mat-Su Region Market has seen an increase in vacancy rates from mid single digits to the high teens because of an additional 30,000 sf of office space which came into the marketplace in the 4<sup>th</sup> quarter of 2008. The average market rent for the Mat-Su Office Market has also seen a decline as the vacancy rate has increased. Additional local and regional market information is found in the appendix of this study, and has been collected by COSTAR Group, Inc., a national commercial listing service.

Of the 232,000 sf of office space in the Mat-Su Office Market, 51.6% (117,000 sf) is located in Wasilla. 59,000 sf (50.3%) of the Wasilla buildings are Medical Use, 45,000 sf (38.4%) are Class B office space, and 13,000 sf (11.2%) is Class C/Conversion Office Space. Vacancy Rates by Class as reported by COSTAR Group, Inc. at the end of the 2009 2<sup>nd</sup> Quarter in the City of Wasilla are 23.0% for Class B office, 14.2% for Class C office, and 25.8% for Medical Space. These vacancy rates are higher than the other portions of the Mat-Su Office Market, and significantly higher than the South Central Alaska Regional Office Market, with vacancy rates of 5.3% for Class A, 5.6% for Class B, and 6.3% for Class C office space.

**Table 3: Office Space Vacancy and Lease Rates**

<b>Mat-Su Office Market Vacancy and Lease Rates</b>									
	Q3 2007	Q4 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008	Q1 2009	Q2 2009	
<b>Vacancy Rate</b>	2.5%	2.5%	5.8%	5.6%	15.8%	18.2%	19.4%	17.8%	
<b>Lease Rates</b>	\$27.00	\$27.00	\$27.00	\$27.00	\$27.00	\$19.76	\$19.76	\$19.76	

The Mat-Su Office Market has had an average absorption rate of 5,660 sf per year over the last two years. During the last two years an additional

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48,000 sf of office space has come on line in the market. Although there have been new office projects discussed and build-to-suit office land for sale, at this time GPG is not projecting any new projects coming on line.

Demand for office space is driven by two main components: need for office space for local services such as dental, medical, legal, and financial services, and the need for office space for non-local services, such as management for regional and national companies. Office space demand driven by public sector employment is statistically limited because of the tendency of governmental entities to meet their work place needs on civic campuses, mixing the different government services at one central location. Satellite government offices, like those required by the Department of Motor Vehicles, typically locate in convenient retail locations.

Estimation of the office space gap (need or over supply) is based on an inventory of the existing office square footage in a market less the current vacancy rate, quantifying and disaggregating the base employment by category, determining the number of employees who require office space by employment category, and then estimating the market specific existing office space (per square foot) per employee. This statistic is then applied to the estimated job growth, which is a derivative of population growth driving the need for additional local services and businesses. Therefore the demand for office space is indirectly tied to the population growth. The new demand created indirectly by population growth is then added to the existing demand, adjusted by a market specific Stabilized Vacancy Factor, and compared to the office space supply. Office space supply is adjusted by the amount of office space which is added to the market, less the office space which is removed from the market because of functional obsolescence, adaptive reuse, or destruction.

For purposes of this study, the existing inventory in the Mat-Su Office Market is 232,000 sf. GPG estimates that during the next five years approximately 15,300 sf (72%) of the Class C office space and 4,000 sf (4%) of Medical space will become functionally obsolescent. The Stabilized Vacancy Factor for the Mat-Su Office Market is estimated to be 8.0%. Based on the “*WorkPlace & Employment Summary*” found in the appendix of this report, the total number of employees in the Mat-Su Office Market is 24,406, of which 1,203 are estimated to be Dedicated Office Employees. The largest Dedicated Office Employee categories are Health Services, Finance/Insurance/Real Estate Services, and Legal Services. The estimated 2014 office space required per dedicated office worker in the Mat-Su Office Market is 159 sf/worker. The estimated 2014 total market demand is 230,000 sf, adjusted for the Stabilized



Vacancy Factor is 250,000 sf. The 2014 estimated office space supply is 212,700 sf. **GPG finds an 8,700 sf gap in the supply and demand of medical office space in the Mat-Su Office Market in 2014**, with a Stabilized Vacancy Factor of 8%. **GPG also finds a 28,600 sf gap in the supply and demand of general office space in the Mat-Su Office Market in 2014**, with a Stabilized Vacancy Factor of 8%. **Total office space gap for the Mat-Su Office Market is 37,300 square feet.**

### **Tourist Retail Expenditure**

Alaska has two distinct tourism seasons, Summer and Fall/Winter. The Summer season accounts for the bulk of tourism to the state, having more than 1.7 million summer tourists during the summer of 2008. On the other hand, the winter of 2007-2008 had 246,500 tourists. Roughly 73% of tourism is for purposes of Vacation/Pleasure. The next most common category is Visiting Friends/Relatives, which accounts for 13% of the aggregated tourism number. Business and Business/Pleasure account for the remaining 14%. While tourism was down slightly in 2008, the number of tourists rose 5% from 2006 to 2007. Looking on at the five year trend, tourism is up a total of 28% since 2003. Tourist expenditure captured in the Wasilla study area amounted to \$28.41 million dollars in 2008.

According to the State of Alaska, Department of Commerce, Community and Economic Development, in 2006, 14% of the tourists who came to Alaska visited the Wasilla/Palmer Market. The average statewide tourist stay was an average of 8.8 nights. 46% of tourists visiting the state of Alaska stayed in Hotels/Motels, 44% stayed in Private Homes, and the balance in other lodging including Bed & Breakfasts and Campgrounds. Of the tourists visiting the Wasilla/Palmer Market, approximately 40% were there for Vacation/Pleasure, 40% were Visiting Friends/Relatives, and 20% were there for Business. 92% of the tourists were visiting from other US States, 4% from Canada, and the remaining balance from other parts of the world. Of the American tourists, 57% were from Western US states, 18% from Southern States, 10% from the Midwest, and 6% were from the East. 79% of the tourists who visited the Wasilla/Palmer Trade Area had been to Alaska before this visit.

The typical tourist in the Wasilla/Palmer Market expends an average total of \$783 during the trip to Alaska, however only \$171 of that is spent in the Wasilla/Palmer Market. In-Market expenditure is broken down in the follow categories: \$34 for Lodging, \$20 for Tours/Entertainment, \$31 for Gifts/Souvenirs, \$65 for Food and Beverages, \$18 on Transportation, and \$3 for other items. The average tourist uses the Wasilla/Palmer location as a base from which they make day and overnight trips to other parts of the State. The average

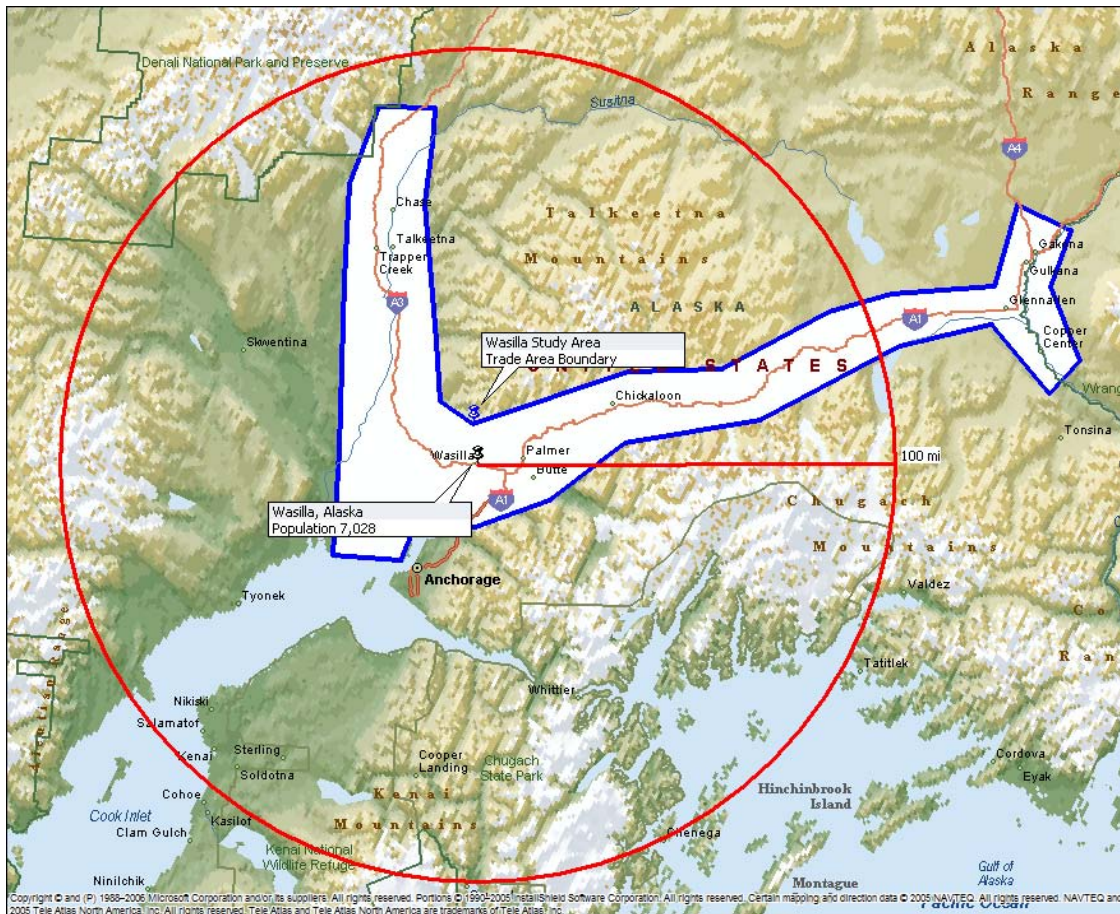
expenditure numbers are far below average in the categories of Lodging, Gifts/Souvenirs, and Food & Beverage. The Lodging number is low because of the tourists specifically visiting the Wasilla/Palmer Market, 59.0% stayed in private homes, and only 46.0% stay in Hotels/Motels.

### **Hotel/Hospitality Market Analysis**

GPG has found that there is unmet demand for the accommodation use in the South Central Alaska Market in general, and in the Wasilla/Palmer submarket in particular. GPG concludes that statistically, up to \$1,880,000 in gross lodging revenue could be captured in the Wasilla/Palmer submarket, which at current Revenue per Available Room levels would translate to a 70 room Hotel/Motel. The following points are the rationale for these conclusions:

- There are 501 rooms available in the Wasilla/Palmer Submarket - 54 rooms Midscale w/Food & Beverage Service, the balance being Independent Operators.
- The Wasilla/Palmer submarket stabilized projected average occupancy is 62.62%, with a Revenue per Available Room projected at \$68.04
- There is an estimated demand of \$20,677,000 (Appendix Chart, Potential Expenditure Capture from Tourism) and supply of \$12,441,000, yielding an estimated lodging capture of \$1,880,000 of unmet demand.
- Gross Lodging Potential Gross Revenue for the Wasilla/Palmer submarket is \$24,398,000 (Appendix Chart, Potential Expenditure Capture from Tourism).
- Revenue per Available Room \$79.16, South Central Alaska Market (Appendix Graph #6, Sensitivity Analysis).
- Annual Occupancy for 2009 has decreased slightly from the 2008 level of 66.52% (Appendix Graph #1) for the South Central Alaska Market.
- Average Daily Rate, the amount collected per occupied room per overnight stay, has trended upward for 5 of the last 6 years from \$90.07 to \$112.94, an average annual increase of 4.57% (Appendix Graph #2), although 2009 looks to be off by approximately 7%.
- Revenue per Available Room, the total collected revenue divided by the total number of available rooms (occupied or unoccupied) has steadily increased for the last five years; however, the 2009 RevPar number is also projected to decline by 7% (Appendix Graph #3).

## TRADE AREA CHARACTERISTICS



The Wasilla Trade Area is outlined in blue, above.

### Location

The trade area is anchored by the City of Wasilla, which lies approximately 28 miles north of Anchorage, Alaska and is the largest city in the Matanuska-Susitna Borough. The trade area stretches east along Highway A1 to the Copper River Valley near the settlement of Glennallen. The northern boundary of the Wasilla trade area is the Denali National Park and Preserve, approximately 80 miles away, near the settlements of Trappers Creek and Talkeetna. The trade area lies in the Matanuska-Susitna river valleys. Residential development to the north and east is severely constrained by topography, utility access, and climate.

### Access

Regional access to the Wasilla trade area is good. External linkages are made by State Highways A1 & A3. The Glenn Highway, connecting Wasilla and Anchorage, was the original catalyst for the growth of

## Appendix B

Wasilla. Internal vehicular access is accommodated by the Palmer-Wasilla Highway, Knik-Goose Bay Road, and Big Lake Road.

The 2008 traffic counts in the area, as provided by the Alaska Department of Transportation and Public Facilities, are shown in the following table.

**Table 4: Traffic Counts, 2008**

Location	Traffic Count, AADT	Year
Glenn Hwy, South of Parks Hwy Junction	25,260	2008
Parks Hwy, East of City of Wasilla	28,543	2008
Parks Hwy, West of City of Wasilla	19,210	2008
Glenn Hwy, North of City of Palmer	10,450	2008
Glenn Hwy, South of City of Palmer	13,840	2008
Parks Hwy, North of Talkeetna	1,150	2008
Glenn Hwy, East of Sutton	1,393	2008

### **Other Shopping Areas**

As part of GPG's field evaluation, neighborhood and community centers near the Wasilla study area were visited to assess their retail appeal, strength of tenant mix, general maintenance, and accessibility. GPG also visited the regional shopping malls in Anchorage to assess their strengths. In addition to the onsite inspection of the most significant competing shopping concentrations to the study area, GPG used information, including opening dates and square footage, from the Directory of Major Malls, Inc.

As discussed earlier in this report, the Wasilla study area is evolving from a neighborhood bedroom community to a larger community which is beginning to support some larger community retail needs, as exhibited by the opening of the new Target store at Parks Highway and Palmer-Wasilla Highway. Currently, all of the regional shopping is concentrated in the four major enclosed malls in Anchorage. Anchorage has the advantage of relatively dense population, as well as no retail sales tax.

## Retail, Office, and Lodging Market Analysis



*The 5<sup>th</sup> Avenue Mall, located in Central Anchorage, is a 446,000 sf enclosed mall.*

The 5<sup>th</sup> Avenue Mall, which opened in 1987, is located in central Anchorage. It is the region's largest mall with 446,000 sf on four levels, which takes up two whole city blocks, plus two garage parking lots, and a Nordstrom anchor store linked to the mall via skywalks. This enclosed mall is anchored by JC Penney and Nordstrom, and has major national tenants such as Abercrombie & Fitch, Banana Republic, Eddie Bauer and Footlocker. Owned and managed by the Simon Property Group, Inc., it has a very strong tenant mix, and only 9 vacant retail spaces as of July 1<sup>st</sup>, 2009.



*The Northway Mall is located in the Northern section of Anchorage just off of the Glenn Hwy (A1).*

The Northway Mall is the region's second largest mall at 340,000 sf. It is located in Anchorage just off of the Glenn Highway (A1). It is anchored by Gottschalks, Office Max, and JoAnn Fabrics. This older mall is getting outdated, has a weak tenant mix, and seems to be a prime candidate for redevelopment or rebranding in the next 10 years.

## Appendix B



*The Dimond Center is a mixed use retail center featuring 334,000 sf of retail, 120,000 sf of office and 95,000 sf of recreation and cinemas.*

The Dimond Center, located in South Central Anchorage, is a 728,000 sf mixed use center. It includes 332,000 sf of retail, 120,000 sf of office space, 100,000 sf of recreation use (Athletic Club, Bowling and Ice Rink), a Public Library, a Regal 9 Cinemas, and a 109 room hotel. The center is anchored by Best Buy, Gottschalks, Gap and Old Navy. The mall owners report sales of \$529/sf for the small shops, which is very strong for this region.



*The Mall at Sears is a 330,000 enclosed Regional mall.*

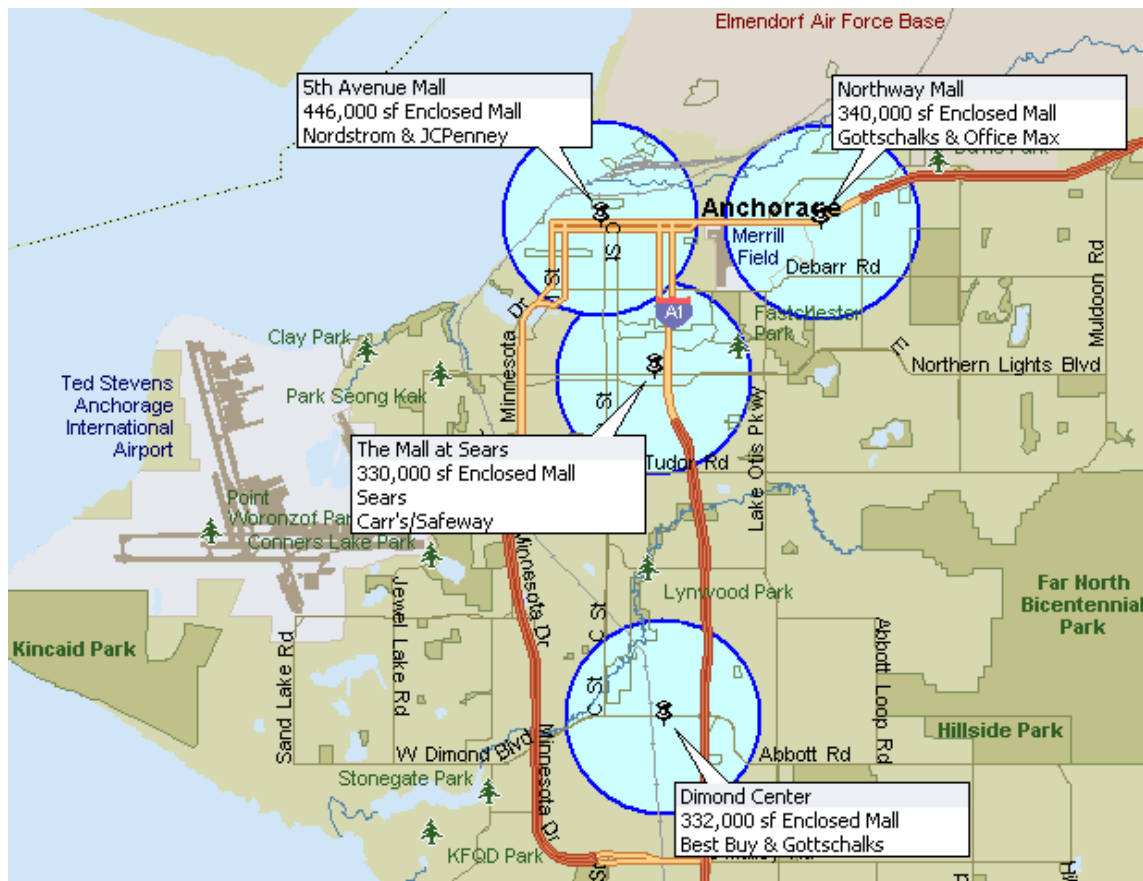
The Mall at Sears, built in 1967, is located in central Anchorage along the A1 Highway at Northern Lights Boulevard. This 330,000 sf center,

# Retail, Office, and Lodging Market Analysis

Anchorage's first mall, is anchored by Sears and Carr's/Safeway Food Store. The balance of the tenants are neighborhood retail and services, like AT&T Wireless, Anchorage Opticians, Hallmark, Evergreen Florist, and the Grand Nail Spa. This mall is one of many commercial properties owned by Carr Gottstein Properties in the South Central Alaska market.

Table 5: Existing Regional Centers

	Retail Center Name		Retail Center Name
1	5 <sup>th</sup> Avenue Mall	3	The Mall at Sears
2	Northway Mall	4	Dimond Center



Regional Mall Location Map.

## SUMMARY OF FINDINGS

It is GPG's professional opinion that up to 177,000 square feet of additional retail and restaurant space is presently supportable in the Wasilla Corridor Study Area, given the proper combination of private and public sector resources. This new retail can potentially capture an additional \$33.9 million of expenditure in 2009, growing to \$42.2 million by 2014.

## Appendix B

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The demographics of the trade area population base reflect a sparse core of consumers (87,448 persons) that is projected to grow 3.78% per year to 105,295 persons by 2014. Most (58.2%) are white-collar employed in Professional (23.0%) and Administrative Support (15.3%). Only 29.6% hold some level of a college degree. The persons-per-household is reported as 2.83, and median age is 35.5.

Tapestry lifestyles in the market reflect a solid (19.3%) base of “Midland Crowd” households. This group represents a somewhat politically conservative demographic. Home ownership is at 84%, with the Midland Crowd tapestry lifestyle favoring rural locations. The median age is 36.9 years. Hunting and fishing are favored recreation activities, and residents commonly own a truck.

Household incomes in the Wasilla trade area are lower than the state average, being reported as \$63,329. The per-capita income (\$26,037) is also lower than the state and national averages. Only 39.6% of households had a household income over \$75,000 per year.

- **72,600 sf of General Merchandise Stores:** The focus of this category should be on a junior (<50,000sf) Warehouse Club facility.
- **34,600 sf Food and Restaurants:** Full (w/Alcohol) Service restaurants have the greatest potential at 13,800 sf. Limited Service restaurants have a similar potential at 12,500 sf. These carry-out or limited seating establishments typically range from 1,000 sf (Carry-out pizza) to 4,000 sf (Panera Bread Shop).
- **17,000 sf of Apparel, Shoes & Accessories:** This category is fairly balanced between Women’s, Men’s and Children’s clothing.
- **14,000 sf Hardware, Lawn & Garden:** The majority of the potential growth in this category is in the Building Materials & Supply category.
- **9,000 sf Sporting Goods, Hobby, Books, and Music:** The greatest potential for supportable retail growth in this category is in the area of Sporting Goods and Books/Music stores
- **6,600 sf Consumer Electronics:** Electronics, Appliances & Computers/Software retail with the major focus on a small consumer appliances store.



## Retail, Office, and Lodging Market Analysis

- **5,900 sf Home Furnishings:** All focus should be on a Furniture store, or a significant furniture department in a larger multiproduct superstore.
- **3,900 sf Food & Beverage Stores:** Recommended Specialty Food stores would include a delicatessen, butcher, seafood market, baked goods store, confectionery store, or other niche specialty food stores retailing products for off site consumption.
- **2,500 sf Health Care & Personal Services:** This category includes the following retail groups: Pharmacies, Cosmetics and Beauty supplies, Nutrition store, Medical Equipment and Supplies, and Optical retailers.
- **1,400 sf Jewelry/Luxury Goods:** The projected need focuses on Jewelry, Luggage and Leather Good Stores.
- **9,500 sf of Miscellaneous Retailers:** Card/Gift Stores, Florists, Office Supplies, Pet Supplies, Tobacco, and Video/Entertainment Stores.

A detailed examination of the supportable square footage of retail uses can be found in Table 6 below.

Table 6: Supportable Retail  
Wasilla Study Area

Retail Category	Supportable Retail (SF)	2009		2014	
		Annual Sales	Sales Per S/F	Annual Sales	Sales Per S/F
Women's Apparel	4,500	\$1,215,000	\$270	\$1,309,000	\$291
Men's Apparel	5,100	\$770,000	\$151	\$826,000	\$162
Children's Apparel	3,100	\$753,000	\$243	\$796,000	\$257
Unisex Apparel	2,900	\$498,000	\$172	\$536,000	\$185
Shoe Store	1,400	\$225,000	\$161	\$240,000	\$172
<b>Total Apparel, Shoes &amp; Accessories</b>	<b>17,000 sf</b>	<b>\$3,461,000</b>	<b>\$199</b>	<b>\$3,707,000</b>	<b>\$213</b>
Computers and Software	500	\$232,000	\$465	\$273,000	\$547
General Electronics	1,900	\$733,000	\$386	\$860,000	\$453

## Appendix B

Appliances	4,200	\$1,062,000	\$253	\$1,247,000	\$297
<b>Electronics, Appliances, &amp; Computers</b>	<b>6,600 sf</b>	<b>\$2,027,000</b>	<b>\$368</b>	<b>\$2,380,000</b>	<b>\$432</b>
Full Service Restaurant	13,800	\$4,981,000	\$361	\$5,299,000	\$384
Limited Service Restaurant	12,500	\$3,425,000	\$274	\$3,700,000	\$296
Drinking Places	8,300	\$3,643,000	\$439	\$3,859,000	\$465
<b>Total Food &amp; Restaurant</b>	<b>34,600 sf</b>	<b>\$12,049,000</b>	<b>\$358</b>	<b>\$12,858,000</b>	<b>\$382</b>
Grocery Store	0	\$0	\$394	\$0	\$426
Specialty Food Store	3,900	\$1,614,000	\$414	\$1,739,000	\$446
Beer, Wine and Liquor Store	0	\$0	\$421	\$0	\$452
<b>Total Food &amp; Beverage Stores</b>	<b>3,900 sf</b>	<b>\$1,614,000</b>	<b>\$410</b>	<b>\$1,739,000</b>	<b>\$441</b>
Department Store	0	\$0	\$218	\$0	\$233
Discount Store	0	\$0	\$197	\$0	\$211
Warehouse Club	69,000	\$19,872,000	\$288	\$21,114,000	\$306
Used Merchandise Store	3,600	\$518,000	\$144	\$554,000	\$154
<b>Total General Merchandise Stores</b>	<b>72,600 sf</b>	<b>\$20,390,000</b>	<b>\$216</b>	<b>\$21,668,000</b>	<b>\$230</b>
Building Materials & Supplies	13,500	\$4,333,000	\$321	\$4,590,000	\$340
Lawn, Garden Equipment and Supplies	500	\$122,000	\$245	\$132,000	\$264
<b>Total Hardware, Lawn &amp; Garden Store</b>	<b>14,000 sf</b>	<b>\$4,455,000</b>	<b>\$283</b>	<b>\$4,722,000</b>	<b>\$302</b>
Drug Store/Pharmaceutical	1,000	\$517,000	\$517	\$547,000	\$547
Health and Beauty Store	200	\$71,000	\$358	\$76,000	\$381
Optical/Vision Care	300	\$84,000	\$281	\$89,000	\$299
Personal Services	1,000	\$332,000	\$332	\$354,000	\$354
<b>Total Health Care &amp; Personal Services</b>	<b>2,500 sf</b>	<b>\$1,004,000</b>	<b>\$372</b>	<b>\$1,066,000</b>	<b>\$395</b>
Furniture Store	5,900	\$1,362,000	\$231	\$1,445,000	\$245
Home Furnishings	0	\$0	\$168	\$0	\$180
<b>Total Home Furnishings Store</b>	<b>5,900 sf</b>	<b>\$1,362,000</b>	<b>\$200</b>	<b>\$1,445,000</b>	<b>\$213</b>

## Retail, Office, and Lodging Market Analysis

Jewelry Store	600	\$250,000	\$418	\$275,000	\$459
Luggage & Leather Store	800	\$167,000	\$209	\$183,000	\$229
<b>Total Jewelry, Luggage, and Leather Goods Stores</b>	<b>1,400 sf</b>	<b>\$417,000</b>	<b>\$314</b>	<b>\$458,000</b>	<b>\$344</b>
Art, Craft and Sewing Stores	1,200	\$231,000	\$193	\$265,000	\$221
Musical Instrument Store	800	\$115,000	\$144	\$133,000	\$167
Book & Music Stores	2,800	\$624,000	\$223	\$428,000	\$153
Sporting Good Store	3,300	\$620,000	\$188	\$6,486,000	\$225
Toy and Hobby Store	900	\$151,000	\$168	\$170,000	\$189
<b>Sporting Goods, Hobby, Books, Music Stores</b>	<b>9,000 sf</b>	<b>\$1,741,000</b>	<b>\$183</b>	<b>\$7,482,000</b>	<b>\$191</b>
Card/Gift Shop	1,200	\$252,000	\$210	\$289,000	\$241
Florists	1,800	\$424,000	\$236	\$491,000	\$273
Office Supplies, Stationary	1,200	\$265,000	\$221	\$314,000	\$262
Pet Supply Store	2,400	\$456,000	\$190	\$544,000	\$227
Tobacco Shop	1,500	\$487,000	\$325	\$549,000	\$366
Video/Entertainment	1,400	\$231,000	\$165	\$250,000	\$179
<b>Total Miscellaneous Retailers</b>	<b>9,500 sf</b>	<b>\$2,115,000</b>	<b>\$225</b>	<b>\$2,437,000</b>	<b>\$258</b>
<b>Total Identified Retail Expenditure</b>	<b>177,000 sf</b>	<b>\$50,635,000</b>	<b>\$284</b>	<b>\$59,962,000</b>	<b>\$309</b>

*Sales stated in constant 2009 dollars - No adjustment has been made for potential inflation.*

### Rationale

The rationale for the findings in this study follows:

- **"Path of Progress" Population Growth:** The Wasilla trade area has an estimated 2009-2014 population growth rate of 3.78, which should increase the population base by just over 20% in 5 years. These 17,847 new consumers will provide a hefty punch to consumer expenditure.
- **Retail Competition:** The retail competition is extremely limited in the study area. Anchorage has a number of malls, however, vehicular access via Highways A1 & A3, along with strong population growth will fuel additional retail in the study area.

# Appendix B

## EXHIBIT A: Supportable Retail Table, Wasilla Study Area

Retail Category	2009	2014	Supportable Retail (SF)	2009		2014		Retailers such as
	Trade Area ('000s)	Trade Area ('000's)		Annual Sales	Sales Per S/F	Annual Sales	Sales Per S/F	
Women's Apparel	\$3,433	\$3,947	4,500	\$1,215,000	\$270	\$1,309,000	\$291	Styles for Less, Dress Barn
Men's Apparel	\$2,969	\$3,413	5,100	\$770,000	\$151	\$826,000	\$162	Casual Male, Jockey International
Children's Apparel	\$1,888	\$2,171	3,100	\$753,000	\$243	\$796,000	\$257	Children's Orchard, Anchor Blue Retail Group
Unisex Apparel	\$1,334	\$1,304	2,900	\$498,000	\$172	\$536,000	\$185	Old Navy, Levi Strauss Co.
Shoe Store	\$2,179	\$2,505	1,400	\$225,000	\$161	\$240,000	\$172	Famous Footware, Aerosoles
<b>Total Apparel, Shoes &amp; Accessories</b>	<b>\$11,803</b>	<b>\$13,340</b>	<b>17,000 sf</b>	<b>\$3,461,000</b>	<b>\$199</b>	<b>\$3,707,000</b>	<b>\$213</b>	
Computers and Software	\$2,148	\$2,345	500	\$232,000	\$465	\$273,000	\$547	Micro Electronics, Apple, Computer Renaissance
General Electronics	\$3,416	\$3,748	1,900	\$733,000	\$386	\$860,000	\$453	Alltel Corp, Verizon, Radio Shack
Appliances	\$2,517	\$2,757	4,200	\$1,062,000	\$253	\$1,247,000	\$297	Aarons Rents, Best Buy, Singer Sewing
<b>Total Electronics, Appliances, &amp; Computers</b>	<b>\$8,081</b>	<b>\$8,850</b>	<b>6,600 sf</b>	<b>\$2,027,000</b>	<b>\$368</b>	<b>\$2,380,000</b>	<b>\$432</b>	
Full Service Restaurant	\$47,698	\$52,241	13,800	\$4,981,000	\$361	\$5,299,000	\$384	Darden Rest. Group, Maggiano's
Limited Service Restaurant	\$44,633	\$48,883	12,500	\$3,425,000	\$274	\$3,700,000	\$296	Great Wraps, Baja Fresh, Atlanta Bread Co.
Drinking Places	\$11,278	\$12,352	8,300	\$3,643,000	\$439	\$3,859,000	\$465	Claim Jumper Restaurants, Local Tavern
<b>Total Food &amp; Restaurant</b>	<b>\$103,609</b>	<b>\$113,476</b>	<b>34,600 sf</b>	<b>\$12,049,000</b>	<b>\$358</b>	<b>\$12,858,000</b>	<b>\$382</b>	
Grocery Store	\$103,127	\$112,949	0	\$0	\$394	\$0	\$426	
Specialty Food Store	\$5,540	\$6,067	3,900	\$1,614,000	\$414	\$1,739,000	\$446	Crumbs Corp LLC, Edible Arrangements, Honeybake Ham
Beer, Wine and Liquor Store	\$7,652	\$8,380	0	\$0	\$421	\$0	\$452	
<b>Total Food &amp; Beverage Stores</b>	<b>\$116,319</b>	<b>\$127,396</b>	<b>3,900 sf</b>	<b>\$1,614,000</b>	<b>\$410</b>	<b>\$1,739,000</b>	<b>\$441</b>	
Department Store	\$7,969	\$8,728	0	\$0	\$218	\$0	\$233	
Discount Department Store	\$5,452	\$5,972	0	\$0	\$197	\$0	\$211	
Warehouse Club	\$207,133	\$226,860	69,000	\$19,872,000	\$288	\$21,114,000	\$306	BJ's Wholesale Club, Costco, Sam's
Used Merchandise Store	\$4,611	\$5,050	3,600	\$518,000	\$144	\$554,000	\$154	Salvation Army, Saver's Inc.
<b>Total General Merchandise Stores</b>	<b>\$225,165</b>	<b>\$246,610</b>	<b>72,600 sf</b>	<b>\$20,390,000</b>	<b>\$216</b>	<b>\$21,668,000</b>	<b>\$230</b>	
Building Materials & Supplies	\$27,207	\$29,798	13,500	\$4,333,000	\$321	\$4,590,000	\$340	Do It Best Corp., Ace Hardware, Tru Value Hardware
Lawn, Garden Equipment and Supplies	\$755	\$827	500	\$122,000	\$245	\$132,000	\$264	Burke Nursery
<b>Total Hardware, Lawn &amp; Garden Store</b>	<b>\$27,962</b>	<b>\$30,625</b>	<b>14,000 sf</b>	<b>\$4,455,000</b>	<b>\$283</b>	<b>\$4,722,000</b>	<b>\$302</b>	
Drug Store/Pharmaceutical	\$6,917	\$8,229	1,000	\$517,000	\$517	\$547,000	\$547	CVS, WalGreen's, Giant Food Pharmacy
Health and Beauty Store	\$814	\$954	200	\$71,000	\$358	\$76,000	\$381	Beauty Management Inc., Crabtree & Evelyn
Optical/Vision Care	\$1,356	\$1,620	300	\$84,000	\$281	\$89,000	\$299	National Optical Inc., SVS Vision
Personal Services	\$4,476	\$5,234	1,000	\$332,000	\$332	\$354,000	\$354	Mail Boxes Etc., Sir Speedy, FedEx Kinko's
<b>Total Health Care &amp; Personal Services</b>	<b>\$13,563</b>	<b>\$16,037</b>	<b>2,500 sf</b>	<b>\$1,004,000</b>	<b>\$372</b>	<b>\$1,066,000</b>	<b>\$395</b>	
Furniture Store	\$15,910	\$17,425	5,900	\$1,362,000	\$231	\$1,445,000	\$245	Aaron's Inc., Sanford Distributing, Ashley Furniture
Home Furnishings	\$6,020	\$6,593	0	\$0	\$168	\$0	\$180	
<b>Total Home Furnishings Store</b>	<b>\$21,930</b>	<b>\$24,018</b>	<b>5,900 sf</b>	<b>\$1,362,000</b>	<b>\$200</b>	<b>\$1,445,000</b>	<b>\$213</b>	
Jewelry Store	\$2,093	\$2,446	600	\$250,000	\$418	\$275,000	\$459	Finlay Jewelry, Lemons' Jewelry Inc
Luggage & Leather Store	\$1,123	\$1,335	800	\$167,000	\$209	\$183,000	\$229	Tandy Leather Factory, Mori Luggage
<b>Total Jewelry, Luggage, and Leather Goods Stores</b>	<b>\$3,216</b>	<b>\$3,781</b>	<b>1,400 sf</b>	<b>\$417,000</b>	<b>\$314</b>	<b>\$458,000</b>	<b>\$344</b>	
Art, Craft and Sewing Stores	\$1,665	\$1,911	1,200	\$231,000	\$193	\$265,000	\$221	JoAnne's, AC Moore Arts & Craft, Hancock
Musical Instrument Store	\$1,064	\$1,231	800	\$115,000	\$144	\$133,000	\$167	Music & Arts Center, Guitar Center Inc.
Book & Music Stores	\$2,551	\$2,793	2,800	\$624,000	\$223	\$428,000	\$153	Books-a-Million, Logos Books
Sporting Good Store	\$4,822	\$5,763	3,300	\$620,000	\$188	\$6,486,000	\$225	Eastern Mt. Sports, Omega Sports,
Toy and Hobby Store	\$1,206	\$1,358	900	\$151,000	\$168	\$170,000	\$189	GameStop Inc., Games Workshop
<b>Sporting Goods, Hobby, Books, Music Stores</b>	<b>\$11,308</b>	<b>\$13,056</b>	<b>9,000 sf</b>	<b>\$1,741,000</b>	<b>\$183</b>	<b>\$7,482,000</b>	<b>\$191</b>	
Card/Gift Shop	\$77,396	\$48,646	1,200	\$252,000	\$210	\$289,000	\$241	Irrestibles, Hallmark, Factory Card & Party
Florists	\$31,368	\$33,525	1,800	\$424,000	\$236	\$491,000	\$273	Local Florist or Bridal Salon
Office Supplies, Stationary	\$51,597	\$54,861	1,200	\$265,000	\$221	\$314,000	\$262	Papyrus, Xpedx Paper & Graphic
Pet Supply Store	\$51,190	\$54,333	2,400	\$456,000	\$190	\$544,000	\$227	Pet Supermarket, Pet Valu, PetSmart
Tobacco Shop	\$31,994	\$34,110	1,500	\$487,000	\$325	\$549,000	\$366	Tinder Box International, Smoker Friendly International
Video/Entertainment	\$38,392	\$41,010	1,400	\$231,000	\$165	\$250,000	\$179	Hollywood Entertainment, Movie Starz Video
<b>Total Miscellaneous Retailers</b>	<b>\$281,937</b>	<b>\$266,485</b>	<b>9,500 sf</b>	<b>\$2,115,000</b>	<b>\$225</b>	<b>\$2,437,000</b>	<b>\$258</b>	
<b>Total Identified Retail Expenditure</b>	<b>\$824,893,000</b>	<b>\$863,674,000</b>	<b>177,000 sf</b>	<b>\$50,635,000</b>	<b>\$284</b>	<b>\$59,962,000</b>	<b>\$309</b>	

# Retail, Office, and Lodging Market Analysis

EXHIBIT B: Retail Expenditure Potential Table, Wasilla Study Area

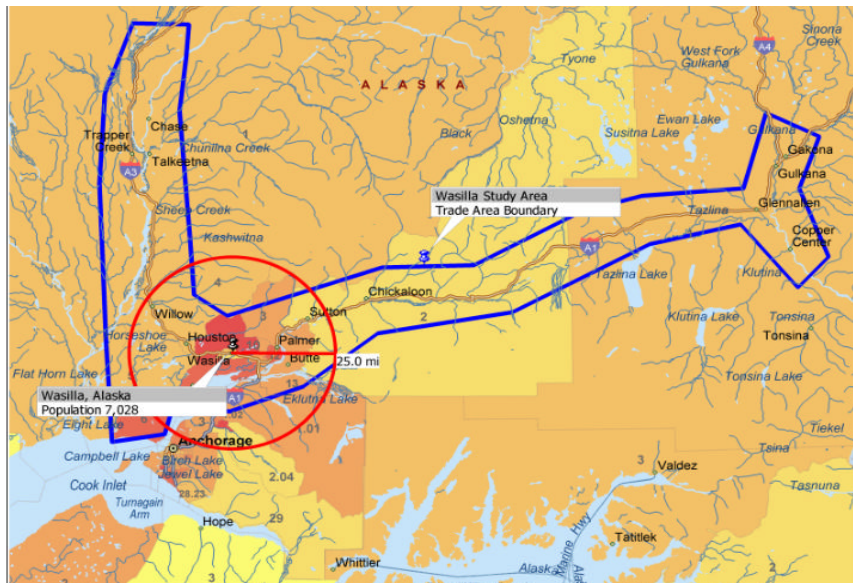
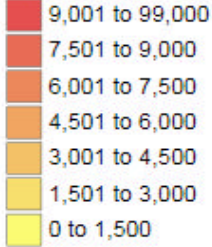
Retail Category	2009	2012	2014
	Trade Area ('000's)	Trade Area ('000's)	Trade Area ('000's)
Women's Apparel	\$3,433	\$3,753	\$3,947
Men's Apparel	\$2,969	\$3,241	\$3,413
Children's Apparel	\$1,888	\$2,070	\$2,171
Unisex Apparel	\$1,334	\$1,316	\$1,304
Shoe Store	\$2,179	\$2,363	\$2,505
<b>Total Apparel, Shoes &amp; Accessories</b>	<b>\$11,803</b>	<b>\$12,743</b>	<b>\$13,340</b>
Computers and Software	\$2,148	\$2,272	\$2,345
General Electronics	\$3,416	\$3,610	\$3,748
Appliances	\$2,517	\$2,661	\$2,757
<b>Electronics, Appliances, &amp; Computers</b>	<b>\$8,081</b>	<b>\$8,543</b>	<b>\$8,850</b>
Full Service Restaurant	\$47,698	\$50,636	\$52,241
Limited Service Restaurant	\$44,633	\$47,262	\$48,883
Drinking Places	\$11,278	\$11,882	\$12,352
<b>Total Food &amp; Restaurant</b>	<b>\$103,609</b>	<b>\$109,780</b>	<b>\$113,476</b>
Grocery Store	\$103,127	\$108,872	\$112,949
Specialty Food Store	\$5,540	\$5,836	\$6,067
Beer, Wine and Liquor Store	\$7,652	\$8,091	\$8,380
<b>Total Food &amp; Beverage Stores</b>	<b>\$116,319</b>	<b>\$122,799</b>	<b>\$127,396</b>
Department Store	\$7,969	\$8,451	\$8,728
Discount Store	\$5,452	\$5,769	\$5,972
Used Merchandise Store	\$207,133	\$218,147	\$226,860
Warehouse Club	\$4,611	\$4,873	\$5,050
<b>Total General Merchandise Stores</b>	<b>\$225,165</b>	<b>\$237,240</b>	<b>\$246,610</b>
Building Materials & Supplies	\$27,207	\$28,835	\$29,798
Lawn, Garden Equipment and Supplies	\$755	\$801	\$827
<b>Total Hardware, Lawn &amp; Garden Store</b>	<b>\$27,962</b>	<b>\$29,636</b>	<b>\$30,625</b>
Drug Store/Pharmaceutical	\$6,917	\$7,761	\$8,229
Health and Beauty Store	\$814	\$904	\$954
Optical/Vision Care	\$1,356	\$1,524	\$1,620
Personal Services	\$4,476	\$4,957	\$5,234
<b>Total Health Care &amp; Personal Services</b>	<b>\$13,563</b>	<b>\$15,146</b>	<b>\$16,037</b>
Furniture Store	\$15,910	\$16,806	\$17,425
Home Furnishings	\$6,020	\$6,342	\$6,593
<b>Total Home Furnishings Store</b>	<b>\$21,930</b>	<b>\$23,148</b>	<b>\$24,018</b>
Jewelry Store	\$2,093	\$2,301	\$2,446
Luggage & Leather Store	\$1,123	\$1,260	\$1,335
<b>Stores</b>	<b>\$3,216</b>	<b>\$3,561</b>	<b>\$3,781</b>
Art, Craft and Sewing Stores	\$1,665	\$1,807	\$1,911
Musical Instrument Store	\$1,064	\$1,172	\$1,231
Book & Music Stores	\$2,551	\$2,701	\$2,793
Sporting Good Store	\$4,822	\$5,378	\$5,763
Toy and Hobby Store	\$1,206	\$1,301	\$1,358
<b>Sporting Goods, Hobby, Books, Music Stores</b>	<b>\$11,308</b>	<b>\$12,359</b>	<b>\$13,056</b>
Card/Gift Shop	\$77,396	\$59,494	\$48,646
Florists	\$31,368	\$32,575	\$33,525
Office Supplies, Stationary	\$51,597	\$53,622	\$54,861
Pet Supply Store	\$51,190	\$53,149	\$54,333
Tobacco Shop	\$31,994	\$33,259	\$34,110
Video/Entertainment	\$38,392	\$39,924	\$41,010
<b>Total Miscellaneous Retailers</b>	<b>\$281,937</b>	<b>\$272,023</b>	<b>\$266,485</b>
<b>Total Identified Retail Expenditure</b>	<b>\$824,893,000</b>	<b>\$846,978,000</b>	<b>\$863,674,000</b>

# Appendix B

## Wasilla Population Map



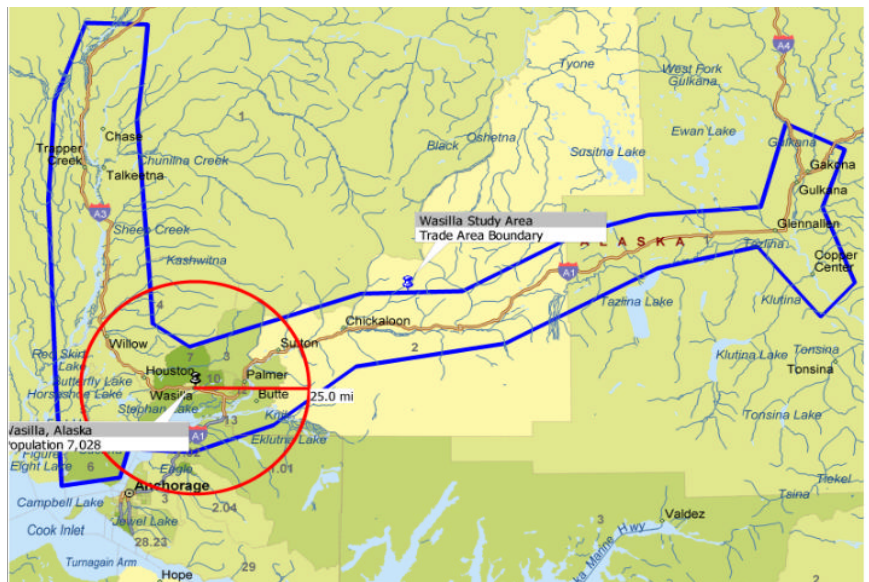
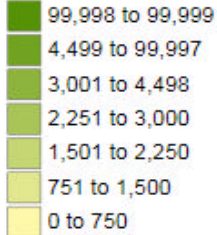
### Population (2004) by Census Tract



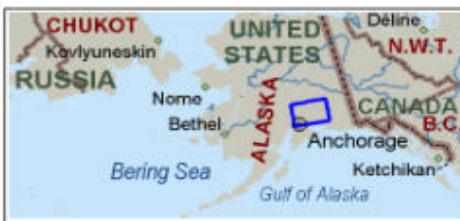
## Wasilla Household Map



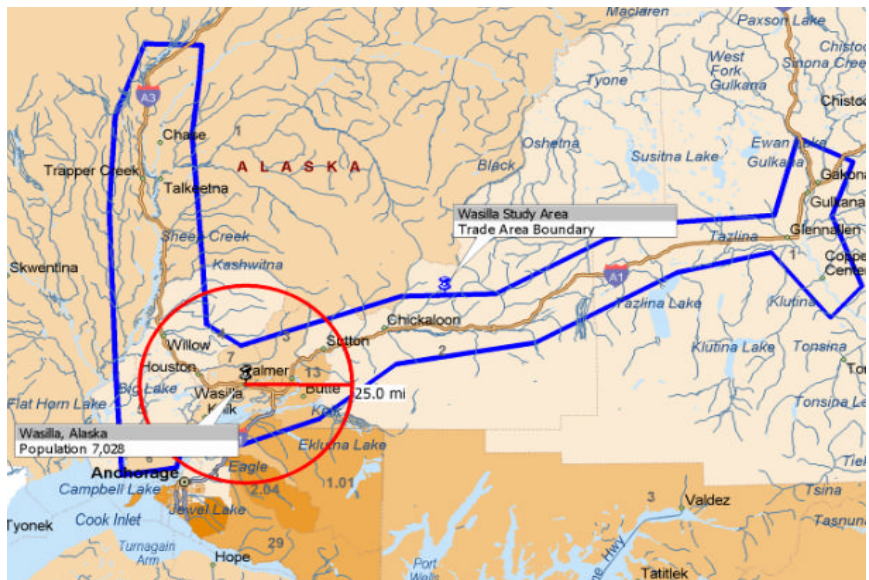
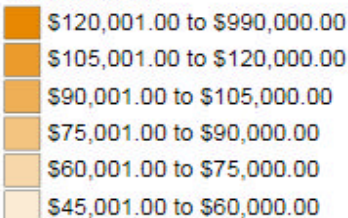
### Households by Census Tract



## Wasilla Household Income Map

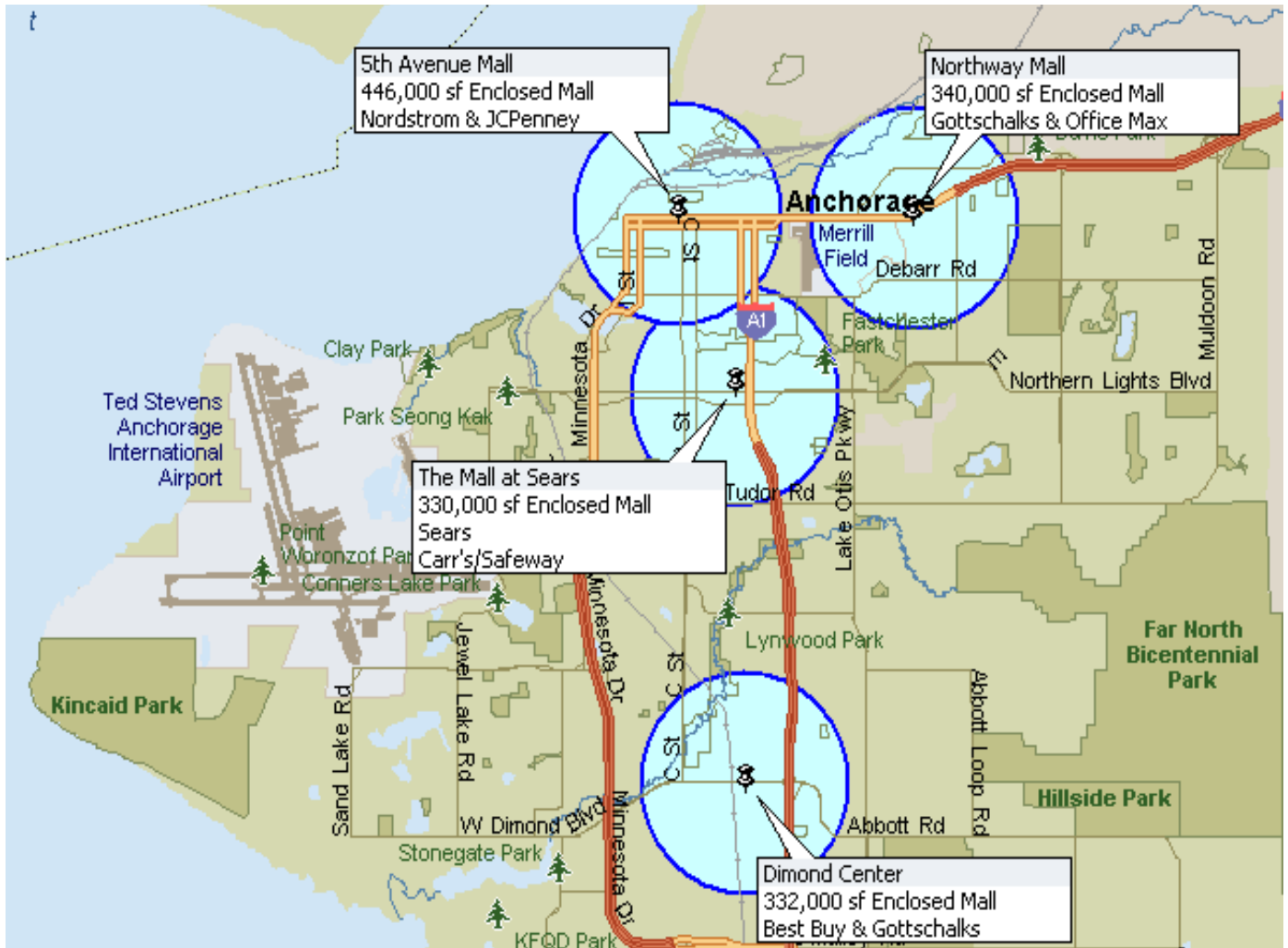


### Average Household Income (2004) by Census Tract



# Retail, Office, and Lodging Market Analysis

Trade Area Competition Map, Regional Retail Centers



## Appendix B

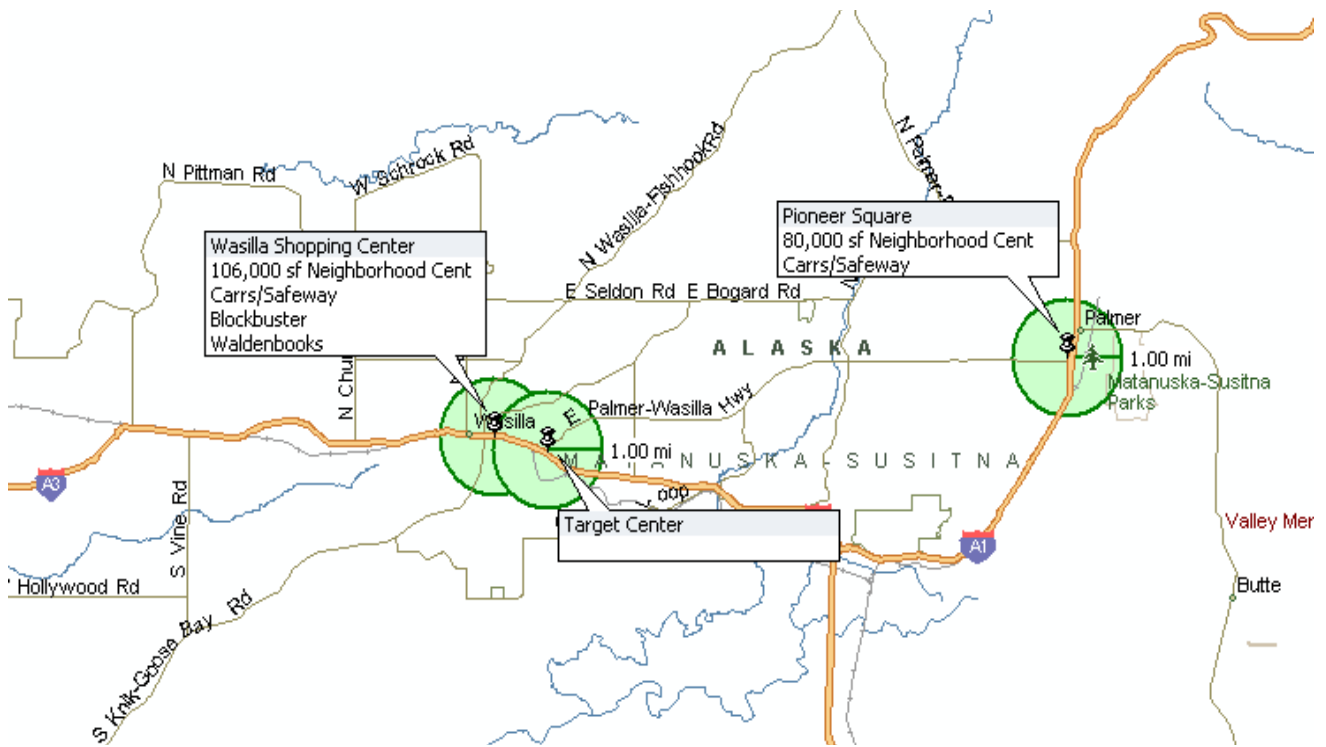
South Central Alaska Retail Centers	
Retail Location Name and Address	Square Feet
ANCHORAGE 5TH AVENUE MALL 320 W 5th Ave Anchorage, AK 99501	497,303
NORTHWAY MALL 3101 Penland Pkwy Anchorage, AK 99508	340,000
DIMOND SHOPPING CENTER 800 E Dimond Blvd Anchorage, AK 99515	332,499
THE MALL AT SEARS 600 E Northern Lights Blvd Anchorage, AK 99503	330,000
BAYSHORE MALL 1920 Dimond Blvd. Anchorage, AK 99515	150,000
NORTHERN LIGHTS SHOPPING CENTER 1400 W Northern Lights Blvd Anchorage, AK 99503	143,853
WASILLA SHOPPING CENTER 591-595 E Parks Hwy Wasilla, AK 99654	106,800
AURORA VILLAGE 1650 W Northern Lights Blvd Anchorage, AK 99517	97,000
NORTHERN LIGHTS & MULDOON SHOPPING CENTER 7731 E Northern Lights Blvd Anchorage, AK 99504	92,424
HUFFMAN PARK 1501 Huffman Rd Anchorage, AK 99515	88,000

South Central Alaska Retail Centers	
Retail Location Name and Address	Square Feet
JEWEL LAKE WEST SHOPPING CENTER 4000 W Dimond Blvd Anchorage, AK 99502	85,788
LONGS-DIMOND CENTER 601 E. dimond Blvd. Anchorage, AK 99515	80,000
PIONEER SQUARE SHOPPING CENTER 535 W Evergreen Palmer, AK 99645	79,936
EASTGATE SHOPPING CENTER 5600 Debarr Rd. Anchorage, AK 99504	57,088
LAKE OTIS & TUDOR CENTER n/a Anchorage, AK 99507	55,000
MOUNTAINVIEW CENTER 131 S Bragaw Anchorage, AK 99508	54,000
SEWARD DIAMOND SHOPPING CENTER 8500 Seward Hwy. Anchorage, AK 99515	46,607
FAIRVIEW SHOPPING CENTER 1340 Gambell St. Anchorage, AK 99501	42,054
CHUGACH SQUARE 6901 E Tudor Rd Anchorage, AK 99507	34,599



**TRADE AREA COMPETITION MAP**

**COMMUNITY RETAIL CENTERS**



## Appendix B

### Business-Facts: WorkPlace & Employment Summary

Wasilla Study Area	Prepared by Gibbs Planning Group			
Total Businesses:	4,471			
Total Employees:	24,406			
Total Residential Population:	87,448			
Employee/Residential Population Ratio:	0.279			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	57	1.3%	395	1.6%
Construction	512	11.5%	1,952	8.0%
Manufacturing	200	4.5%	578	2.4%
Transportation	144	3.2%	368	1.5%
Communication	90	2.0%	504	2.1%
Electric, Gas, Water, Sanitary Services	64	1.4%	335	1.4%
Wholesale Trade	294	6.6%	1,500	6.1%
Retail Trade Summary	857	19.1%	4,673	16.8%
Home Improvement	90	2.0%	348	1.4%
General Merchandise Stores	86	1.9%	225	0.9%
Food Stores	103	2.3%	482	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	50	1.1%	517	2.1%
Apparel & Accessory Stores	59	1.3%	154	0.6%
Furniture & Home Furnishings	77	1.7%	243	1.0%
Eating & Drinking Places	91	2.0%	606	2.5%
Miscellaneous Retail	302	6.8%	1,529	6.3%
Finance, Insurance, Real Estate Summary	475	10.7%	2,481	10.1%
Banks, Savings & Lending Institutions	84	1.9%	902	3.7%
Securities Brokers	121	2.7%	622	2.5%
Insurance Carriers & Agents	61	1.4%	254	1.0%
Real Estate, Holding, Other Investment Offices	210	4.7%	703	2.9%
Services Summary	1171	26.3%	7,262	29.6%
Hotels & Lodging	102	2.3%	344	1.4%
Automotive Services	140	3.1%	543	2.2%
Motion Pictures & Amusements	209	4.7%	1,402	5.7%
Health Services	329	7.4%	2,321	9.5%
Legal Services	176	3.9%	515	2.1%
Education Institutions & Libraries	156	3.5%	1,814	7.4%
Other Services	61	1.4%	323	1.3%
Government	41	0.9%	3,426	14.0%
Other	566	12.7%	932	3.8%
Totals	4,471		24,406	




Source: Business data provided by Experian, Shaumburg, Copyright 2009, all rights reserved.

## MARKET PROFILE TABLE

Wasilla Study Area

Prepared by

Gibbs Planning Group

	2000 Total Population	59,661
	2000 Group Quarters	1,003
	2009 Total Population	87,448
	2014 Total Population	105,295
	2009 - 2014 Annual Rate	3.78%
	2000 Households	20,613
	2000 Average Household Size	2.85
	2009 Households	30,583
	2009 Average Household Size	2.83
	2014 Households	37,005
	2014 Average Household Size	2.82
	2009 - 2014 Annual Rate	3.89%
	2000 Families	15,110
	2000 Average Family Size	3.29
	2009 Families	22,004
	2009 Average Family Size	3.29
	2014 Families	26,281
2014 Average Family Size	3.30	
2009 - 2014 Annual Rate	3.62%	
	<b>2000 Housing Units</b>	25,828
	Owner Occupied Housing Units	62.1%
	Renter Occupied Housing Units	17.0%
	Vacant Housing Units	20.9%
	<b>2009 Housing Units</b>	38,122
	Owner Occupied Housing Units	62.5%
	Renter Occupied Housing Units	17.7%
	Vacant Housing Units	19.8%
	<b>2014 Housing Units</b>	45,696
	Owner Occupied Housing Units	62.5%
	Renter Occupied Housing Units	18.5%
	Vacant Housing Units	19.0%
	<b>Median Household Income</b>	
	2000	\$50,954
	2009	\$63,328
2014	\$66,368	
<b>Median Home Value</b>		
2000	\$122,902	
2009	\$243,527	
2014	\$327,544	
<b>Per Capita Income</b>		
2000	\$21,055	
2009	\$26,037	

## Appendix B



### 2000 Population by Age

Total	59,662
0 - 4	7.0%
5 - 9	8.8%
10 - 14	10.2%
15 - 19	9.0%
20 - 24	4.8%
25 - 34	11.7%
35 - 44	19.4%
45 - 54	15.9%
55 - 64	7.3%
65 - 74	3.9%
75 - 84	1.6%
85+	3.0%
18+	67.7%

### 2009 Population by Age

Total	87
0 - 4	7.0%
5 - 9	7.4%
10 - 14	8.1%
15 - 19	8.3%
20 - 24	6.0%
25 - 34	12.3%
35 - 44	14.6%
45 - 54	17.5%
55 - 64	11.5%
65 - 74	4.7%
75 - 84	2.1%
85+	60.0%
18+	72.1%

### 2014 Population by Age

Total	105,295
0 - 4	7.0%
5 - 9	7.4%
10 - 14	8.0%
15 - 19	7.3%
20 - 24	5.7%
25 - 34	13.5%
35 - 44	14.0%
45 - 54	15.1%
55 - 64	13.0%
65 - 74	6.1%
75 - 84	2.2%
85+	60.0%
18+	72.8%

### 2000 Population by Sex

Males	52.0%
Females	48.0%

### 2009 Population by Sex

Males	51.4%
Females	48.6%

### 2014 Population by Sex

Males	51.3%
Females	48.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

# Retail, Office, and Lodging Market Analysis



## 2000 Households by Income

Household Income Base	20,628
< \$15,000	11.8%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	2.0%
\$200,000 +	1.6%
Average Household Income	\$59,788

## 2009 Households by Income

Household Income Base	30,583
< \$15,000	8.5%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	17.8%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	4.3%
\$200,000 +	2.7%
Average Household Income	\$73,759

## 2014 Households by Income

Household Income Base	37,005
< \$15,000	8.3%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	21.4%
\$100,000 - \$149,999	14.0%
\$150,000 - \$199,999	4.5%
\$200,000 +	3.0%
Average Household Income	\$76,537

## 2000 Owner Occupied HUs by Value

Total	16,167
< \$50,000	11.5%
\$50,000 - \$99,999	22.5%
\$100,000 - \$149,999	35.9%
\$150,000 - \$199,999	17.9%
\$200,000 - \$299,999	8.5%
\$300,000 - \$499,999	2.8%
\$500,000 - \$999,999	0.5%
\$1,000,000+	0.3%
Average Home Value	\$133,063

# Appendix B



## 2000 Population by Race/Ethnicity

Total	59,660
White Alone	87.4%
Black Alone	0.7%
American Indian Alone	5.7%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.9%
Two or More Races	4.6%
Hispanic Origin	2.5%
Diversity Index	27.1

## 2009 Population by Race/Ethnicity

Total	87,448
White Alone	84.1%
Black Alone	0.6%
American Indian Alone	6.4%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	1.1%
Two or More Races	6.7%
Hispanic Origin	3.7%
Diversity Index	33.9

## 2014 Population by Race/Ethnicity

Total	105,295
White Alone	82.7%
Black Alone	0.6%
American Indian Alone	6.7%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	1.3%
Two or More Races	7.7%
Hispanic Origin	4.2%
Diversity Index	36.6



## 2000 Population 3+ by School Enrollment

Total	57,408
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	16.7%
Enrolled in Grade 9-12	8.0%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	68.4%

## 2009 Population 25+ by Educational Attainment

Total	55,352
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	32.8%
Some College, No Degree	27.8%
Associate Degree	9.6%
Bachelor's Degree	13.3%
Graduate/Professional Degree	6.7%

**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.

# Retail, Office, and Lodging Market Analysis

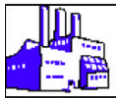


## 2009 Population 15+ by Marital Status

Total	67,847
Never Married	26.5%
Married	58.5%
Widowed	3.3%
Divorced	11.7%

## 2000 Population 16+ by Employment Status

Total	33,957
In Labor Force	66.2%
Civilian Employed	58.6%
Civilian Unemployed	6.8%
In Armed Forces	0.9%
Not in Labor Force	33.8%



## 2009 Civilian Population 16+ in Labor Force

Civilian Employed	89.4%
Civilian Unemployed	10.6%

## 2014 Civilian Population 16+ in Labor Force

<b>Civilian Employed</b>	91.0%
Civilian Unemployed	9.0%

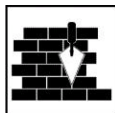
## 2000 Females 16+ by Employment Status and Age of Children

Total	20,550
Own Children < 6 Only	7.7%
Employed/in Armed Forces	4.0%
<b>Unemployed</b>	0.4%
Not in Labor Force	3.2%
Own Children <6 and 6-17	8.6%
Employed/in Armed Forces	4.4%
Unemployed	0.4%
Not in Labor Force	3.8%
Own Children 6-17 Only	24.5%
Employed/in Armed Forces	16.9%
Unemployed	0.9%
Not in Labor Force	6.7%
No Own Children <18	59.2%
Employed/in Armed Forces	29.6%
Unemployed	3.9%
Not in Labor Force	25.8%

---

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

## Appendix B



### 2009 Employed Population 16+ by Industry

Total	24,406
Agriculture/Mining	1.6%
Construction	8.0%
Manufacturing	2.4%
Wholesale Trade	6.1%
Retail Trade	16.8%
Transportation/Utilities	2.9%
Information	2.1%
Finance/Insurance/Real Estate	10.1%
Services	29.6%
Public Administration	14.0%

### 2009 Employed Population 16+ by Occupation

Total	24,406
White Collar	58.2%
Management/Business/Financial	10.0%
Professional	23.0%
Sales	9.9%
Administrative Support	15.3%
Services	16.6%
Blue Collar	25.2%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	10.5%
Installation/Maintenance/Repair	5.4%
Production	2.4%
Transportation/Material Moving	6.2%



### 2000 Workers 16+ by Means of Transportation to Work

Total	22,480
Drove Alone - Car, Truck, or Van	69.1%
Carpooled - Car, Truck, or Van	16.2%
Public Transportation	0.6%
Walked	3.0%
Other Means	5.0%
Worked at Home	6.0%

### 2000 Workers 16+ by Travel Time to Work

Total	22,480
Did not Work at Home	94.0%
Less than 5 minutes	4.2%
5 to 9 minutes	10.3%
10 to 19 minutes	23.8%
20 to 24 minutes	8.3%
25 to 34 minutes	9.5%
35 to 44 minutes	3.6%
45 to 59 minutes	9.7%
60 to 89 minutes	15.2%
90 or more minutes	9.4%
Worked at Home	6.0%
Average Travel Time to Work (in min)	40.3

### 2000 Households by Vehicles Available

Total	20,619
None	3.4%
1	27.2%
2	42.7%
3	19.1%
4	5.3%
5+	2.3%
Average Number of Vehicles Available	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



# Retail, Office, and Lodging Market Analysis



## 2000 Households by Type

Total	20,611
Family Households	73.3%
Married-couple Family	58.9%
With Related Children	32.9%
Other Family (No Spouse)	14.4%
With Related Children	11.5%
Nonfamily Households	26.7%
Householder Living Alone	20.3%
Householder Not Living Alone	6.4%
Households with Related Children	44.4%
Households with Persons 65+	12.5%

## 2000 Households by Size

Total	20,613
1 Person Household	20.3%
2 Person Household	31.4%
3 Person Household	17.0%
4 Person Household	16.9%
5 Person Household	8.4%
6 Person Household	3.5%
7+ Person Household	2.6%

## 2000 Households by Year Householder Moved In

Total	20,619
Moved in 1999 to March 2000	20.9%
Moved in 1995 to 1998	35.2%
Moved in 1990 to 1994	17.9%
Moved in 1980 to 1989	18.6%
Moved in 1970 to 1979	5.8%
Moved in 1969 or Earlier	1.6%
Median Year Householder Moved In	1996



## 2000 Housing Units by Units in Structure

Total	26,055
1, Detached	80.2%
1, Attached	1.3%
2	2.8%
3 or 4	4.3%
5 to 9	1.9%
10 to 19	0.6%
20+	0.8%
Mobile Home	7.1%
Other	0.9%

## 2000 Housing Units by Year Structure Built

Total	25,823
1999 to March 2000	5.3%
1995 to 1998	14.9%
1990 to 1994	8.6%
1980 to 1989	38.8%
1970 to 1979	21.7%
1969 or Earlier	10.7%
Median Year Structure Built	1985

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

## Appendix B

### Top 3 Tapestry Segments

1. Midland Crowd
2. Rural Resort Dweller
3. Sophisticated Squires



**2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business r**

Apparel & Services: Total \$	\$54,950,008
Average Spent	\$1,796.75
Spending Potential Index	72
Computers & Accessories: Total \$	\$7,259,684
Average Spent	\$237.38
Spending Potential Index	104
Education: Total \$	\$38,398,257
Average Spent	\$1,255.54
Spending Potential Index	100
Entertainment/Recreation: Total \$	\$106,099,205
Average Spent	\$3,469.22
Spending Potential Index	107
Food at Home: Total \$	\$143,338,457
Average Spent	\$4,686.87
Spending Potential Index	103
Food Away from Home: Total \$	\$105,550,358
Average Spent	\$3,451.28
Spending Potential Index	104
Health Care: Total \$	\$121,708,118
Average Spent	\$3,979.60
Spending Potential Index	106
HH Furnishings & Equipment: Total \$	\$62,852,103
Average Spent	\$2,055.13
Spending Potential Index	95
Investments: Total \$	\$48,260,360
Average Spent	\$1,578.01
Spending Potential Index	110
Retail Goods: Total \$	\$800,724,916
Average Spent	\$26,182.03
Spending Potential Index	102
Shelter: Total \$	\$485,963,068
Average Spent	\$15,889.97
Spending Potential Index	102
TV/Video/Sound Equipment: Total \$	\$38,242,094
Average Spent	\$1,250.44
Spending Potential Index	103
Travel: Total \$	\$59,513,810
Average Spent	\$1,945.98
Spending Potential Index	105
Vehicle Maintenance & Repairs: Total \$	\$30,168,517
Average Spent	\$986.45
Spending Potential Index	105

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail, Office, and Lodging Market Analysis

## Population by Age Table

Prepared by Gibbs Planning Group

### Wasilla Study Area

	Census 2000	2009	2014	2009-2014 Change	2009-2014 Annual Rate
Population	59,661	87,448	105,295	17,847	3.78%
Households	20,613	30,583	37,005	6,422	3.89%
Average Household Size	2.85	2.83	2.82	0	-0.07%

### Total Population by Detailed Age

	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total	59,670	100.0%	87,448	100.0%	105,295	100.0%
Age <1	774	1.3%	1,185	1.4%	1,422	1.4%
Age 1	766	1.3%	1,161	1.3%	1,395	1.3%
Age 2	833	1.4%	1,206	1.4%	1,453	1.4%
Age 3	884	1.5%	1,270	1.5%	1,518	1.4%
Age 4	952	1.6%	1,276	1.5%	1,543	1.5%
Age 5	944	1.6%	1,210	1.4%	1,464	1.4%
Age 6	967	1.6%	1,248	1.4%	1,500	1.4%
Age 7	1,066	1.8%	1,286	1.5%	1,549	1.5%
Age 8	1,084	1.8%	1,311	1.5%	1,578	1.5%
Age 9	1,198	2.0%	1,396	1.6%	1,699	1.6%
Age 10	1,192	2.0%	1,355	1.5%	1,635	1.6%
Age 11	1,187	2.0%	1,418	1.6%	1,718	1.6%
Age 12	1,242	2.1%	1,439	1.6%	1,754	1.7%
Age 13	1,171	2.0%	1,375	1.6%	1,644	1.6%
Age 14	1,293	2.2%	1,465	1.7%	1,721	1.6%
Age 15	1,306	2.2%	1,597	1.8%	1,712	1.6%
Age 16	1,209	2.0%	1,590	1.8%	1,690	1.6%
Age 17	1,226	2.1%	1,577	1.8%	1,656	1.6%
Age 18	928	1.6%	1,380	1.6%	1,458	1.4%
Age 19	678	1.1%	1,110	1.3%	1,179	1.1%
Age 20 - 24	2,849	4.8%	5,241	6.0%	6,007	5.7%
Age 25 - 29	3,106	5.2%	5,572	6.4%	6,539	6.2%
Age 30 - 34	3,886	6.5%	5,195	5.9%	7,679	7.3%
Age 35 - 39	5,317	8.9%	5,974	6.8%	7,055	6.7%
Age 40 - 44	6,247	10.5%	6,800	7.8%	7,634	7.3%
Age 45 - 49	5,657	9.5%	7,972	9.1%	7,764	7.4%
Age 50 - 54	3,826	6.4%	7,334	8.4%	8,175	7.8%
Age 55 - 59	2,646	4.4%	6,070	6.9%	7,766	7.4%
Age 60 - 64	1,722	2.9%	3,979	4.6%	5,942	5.6%
Age 65 - 69	1,351	2.3%	2,501	2.9%	3,951	3.8%
Age 70 - 74	996	1.7%	1,644	1.9%	2,494	2.4%
Age 75 - 79	639	1.1%	1,130	1.3%	1,452	1.4%
Age 80 - 84	318	0.5%	682	0.8%	874	0.8%
Age 85+	203	0.3%	499	0.6%	675	0.6%
Age <18	19,290	32.3%	24,365	27.9%	28,651	27.2%
Age 18+	40,371	67.7%	63,083	72.1%	76,644	72.8%
Age 21+	38,071	63.8%	59,405	67.9%	72,661	69.0%
Median Age	33.8		35.7		35.8	

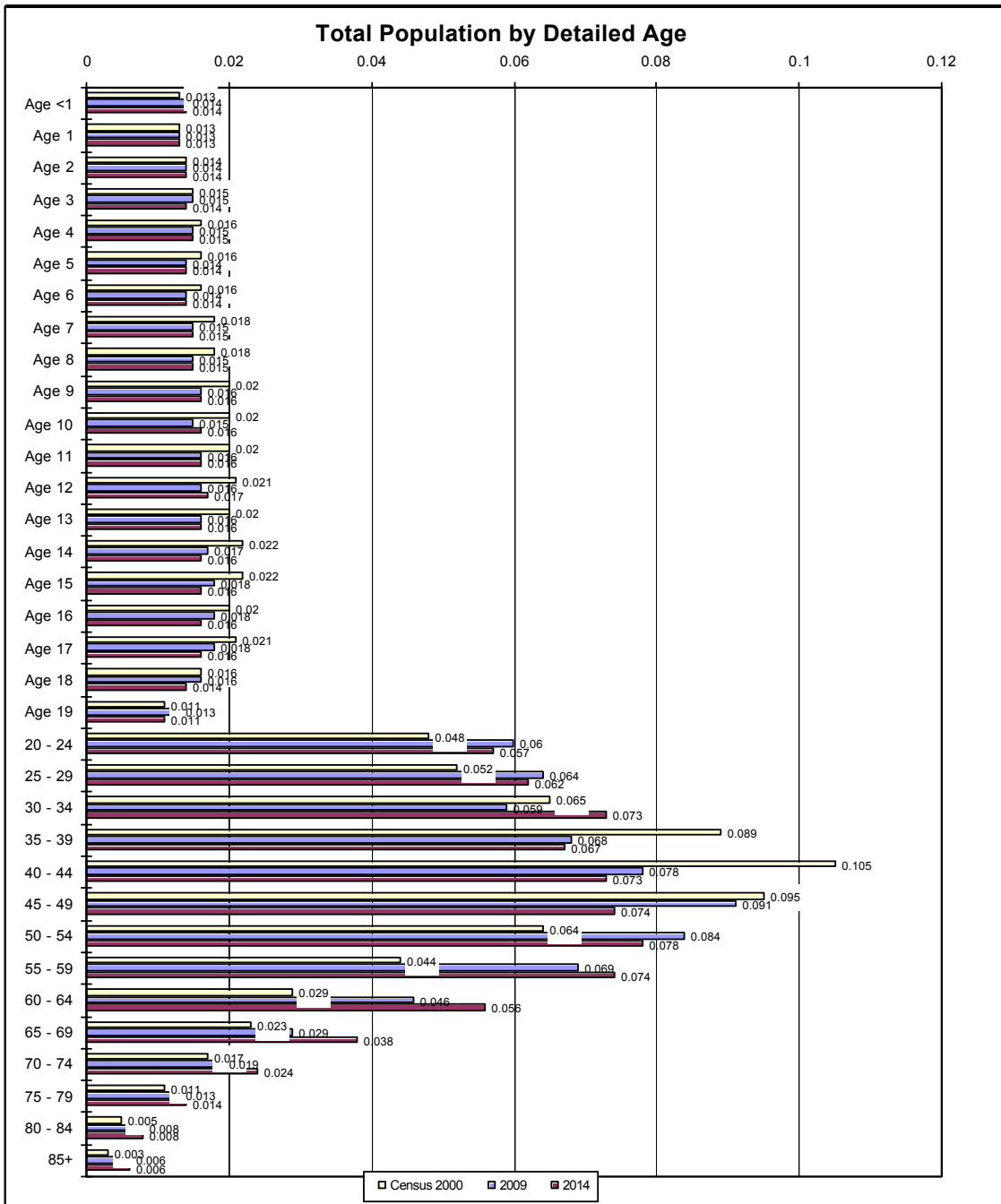
Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

# Appendix B

Prepared by Gibbs Planning Group

## Wasilla Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

# Retail, Office, and Lodging Market Analysis

Prepared by Gibbs Planning Group

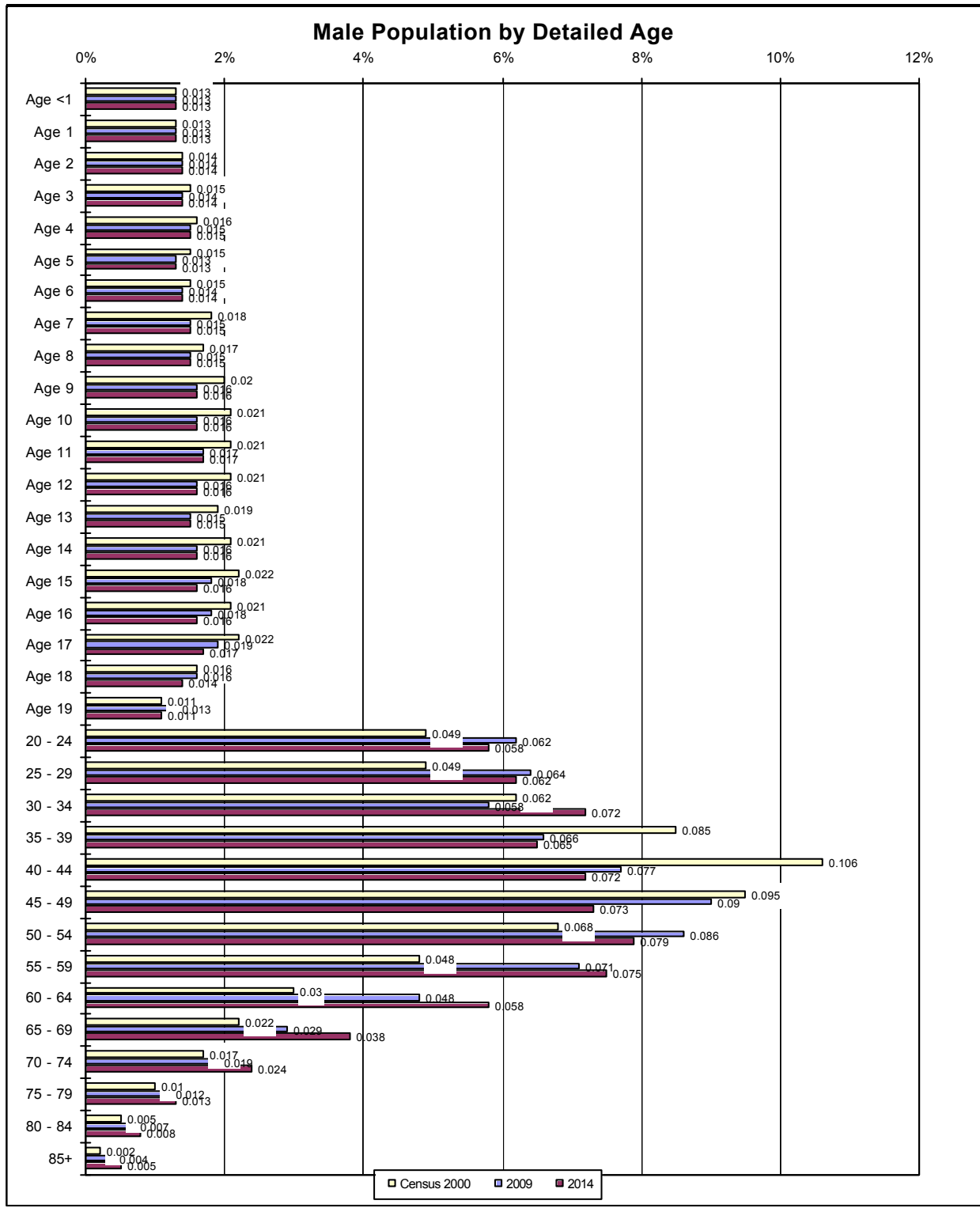
## Wasilla Study Area

	Male Population by Detailed Age					
	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total	31,004	100.0%	44,909	100.0%	54,028	100.0%
Age <1	394	1.3%	587	1.3%	710	1.3%
Age 1	401	1.3%	604	1.3%	724	1.3%
Age 2	422	1.4%	621	1.4%	754	1.4%
Age 3	464	1.5%	651	1.4%	772	1.4%
Age 4	492	1.6%	660	1.5%	793	1.5%
Age 5	479	1.5%	603	1.3%	727	1.3%
Age 6	476	1.5%	635	1.4%	760	1.4%
Age 7	553	1.8%	670	1.5%	810	1.5%
Age 8	535	1.7%	672	1.5%	806	1.5%
Age 9	613	2.0%	725	1.6%	884	1.6%
Age 10	638	2.1%	698	1.6%	845	1.6%
Age 11	661	2.1%	761	1.7%	918	1.7%
Age 12	639	2.1%	730	1.6%	884	1.6%
Age 13	585	1.9%	676	1.5%	815	1.5%
Age 14	662	2.1%	737	1.6%	870	1.6%
Age 15	693	2.2%	815	1.8%	888	1.6%
Age 16	658	2.1%	817	1.8%	875	1.6%
Age 17	676	2.2%	840	1.9%	899	1.7%
Age 18	509	1.6%	723	1.6%	768	1.4%
Age 19	349	1.1%	571	1.3%	608	1.1%
Age 20 - 24	1,517	4.9%	2,796	6.2%	3,109	5.8%
Age 25 - 29	1,530	4.9%	2,860	6.4%	3,333	6.2%
Age 30 - 34	1,937	6.2%	2,585	5.8%	3,876	7.2%
Age 35 - 39	2,634	8.5%	2,957	6.6%	3,530	6.5%
Age 40 - 44	3,277	10.6%	3,468	7.7%	3,898	7.2%
Age 45 - 49	2,959	9.5%	4,033	9.0%	3,958	7.3%
Age 50 - 54	2,095	6.8%	3,871	8.6%	4,263	7.9%
Age 55 - 59	1,475	4.8%	3,189	7.1%	4,062	7.5%
Age 60 - 64	936	3.0%	2,134	4.8%	3,126	5.8%
Age 65 - 69	696	2.2%	1,316	2.9%	2,048	3.8%
Age 70 - 74	529	1.7%	842	1.9%	1,305	2.4%
Age 75 - 79	310	1.0%	549	1.2%	719	1.3%
Age 80 - 84	140	0.5%	324	0.7%	419	0.8%
Age 85+	65	0.2%	189	0.4%	272	0.5%
Age <18	10,041	32.4%	12,502	27.8%	14,734	27.3%
Age 18+	20,958	67.6%	32,407	72.2%	39,294	72.7%
Age 21+	19,724	63.6%	30,465	67.8%	37,197	68.8%
Median Age	34.0		35.7		35.8	

**Data Note:** Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

## Wasilla Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

# Retail, Office, and Lodging Market Analysis

Prepared by Gibbs Planning Group

## Wasilla Study Area

	Female Population by Detailed Age					
	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total	28,664	100.0%	42,539	100.0%	51,267	100.0%
Age <1	380	1.3%	598	1.4%	712	1.4%
Age 1	365	1.3%	557	1.3%	671	1.3%
Age 2	411	1.4%	585	1.4%	699	1.4%
Age 3	420	1.5%	619	1.5%	746	1.5%
Age 4	460	1.6%	616	1.4%	750	1.5%
Age 5	465	1.6%	607	1.4%	737	1.4%
Age 6	491	1.7%	613	1.4%	740	1.4%
Age 7	513	1.8%	616	1.4%	739	1.4%
Age 8	549	1.9%	639	1.5%	772	1.5%
Age 9	585	2.0%	671	1.6%	815	1.6%
Age 10	554	1.9%	657	1.5%	790	1.5%
Age 11	526	1.8%	657	1.5%	800	1.6%
Age 12	603	2.1%	709	1.7%	870	1.7%
Age 13	586	2.0%	699	1.6%	829	1.6%
Age 14	631	2.2%	728	1.7%	851	1.7%
Age 15	613	2.1%	782	1.8%	824	1.6%
Age 16	551	1.9%	773	1.8%	815	1.6%
Age 17	550	1.9%	737	1.7%	757	1.5%
Age 18	419	1.5%	657	1.5%	690	1.3%
Age 19	329	1.1%	539	1.3%	571	1.1%
Age 20 - 24	1,332	4.6%	2,445	5.7%	2,898	5.7%
Age 25 - 29	1,576	5.5%	2,712	6.4%	3,206	6.3%
Age 30 - 34	1,949	6.8%	2,610	6.1%	3,803	7.4%
Age 35 - 39	2,683	9.4%	3,017	7.1%	3,525	6.9%
Age 40 - 44	2,970	10.4%	3,332	7.8%	3,736	7.3%
Age 45 - 49	2,698	9.4%	3,939	9.3%	3,806	7.4%
Age 50 - 54	1,731	6.0%	3,463	8.1%	3,912	7.6%
Age 55 - 59	1,171	4.1%	2,881	6.8%	3,704	7.2%
Age 60 - 64	786	2.7%	1,845	4.3%	2,816	5.5%
Age 65 - 69	655	2.3%	1,185	2.8%	1,903	3.7%
Age 70 - 74	467	1.6%	802	1.9%	1,189	2.3%
Age 75 - 79	329	1.1%	581	1.4%	733	1.4%
Age 80 - 84	178	0.6%	358	0.8%	455	0.9%
Age 85+	138	0.5%	310	0.7%	403	0.8%
Age <18	9,253	32.3%	11,863	27.9%	13,917	27.1%
Age 18+	19,411	67.7%	30,676	72.1%	37,350	72.9%
Age 21+	18,347	64.0%	28,940	68.0%	35,464	69.2%
Median Age	33.7		35.7		35.8	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Wasilla Study Area

	Female Population by Detailed Age					
	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total	28,664	100.0%	42,539	100.0%	51,267	100.0%
Age <1	380	1.3%	598	1.4%	712	1.4%
Age 1	365	1.3%	557	1.3%	671	1.3%
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Age 9	585	2.0%	671	1.6%	815	1.6%
Age 10	554	1.9%	657	1.5%	790	1.5%
Age 11	526	1.8%	657	1.5%	800	1.6%
Age 12	603	2.1%	709	1.7%	870	1.7%
Age 13	586	2.0%	699	1.6%	829	1.6%
Age 14	631	2.2%	728	1.7%	851	1.7%
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Age 16	551	1.9%	773	1.8%	815	1.6%
Age 17	550	1.9%	737	1.7%	757	1.5%
Age 18	419	1.5%	657	1.5%	690	1.3%
Age 19	329	1.1%	539	1.3%	571	1.1%
Age 20 - 24	1,332	4.6%	2,445	5.7%	2,898	5.7%
Age 25 - 29	1,576	5.5%	2,712	6.4%	3,206	6.3%
Age 30 - 34	1,949	6.8%	2,610	6.1%	3,803	7.4%
Age 35 - 39	2,683	9.4%	3,017	7.1%	3,525	6.9%
Age 40 - 44	2,970	10.4%	3,332	7.8%	3,736	7.3%
Age 45 - 49	2,698	9.4%	3,939	9.3%	3,806	7.4%
Age 50 - 54	1,731	6.0%	3,463	8.1%	3,912	7.6%
Age 55 - 59	1,171	4.1%	2,881	6.8%	3,704	7.2%
Age 60 - 64	786	2.7%	1,845	4.3%	2,816	5.5%
Age 65 - 69	655	2.3%	1,185	2.8%	1,903	3.7%
Age 70 - 74	467	1.6%	802	1.9%	1,189	2.3%
Age 75 - 79	329	1.1%	581	1.4%	733	1.4%
Age 80 - 84	178	0.6%	358	0.8%	455	0.9%
Age 85+	138	0.5%	310	0.7%	403	0.8%
Age <18	9,253	32.3%	11,863	27.9%	13,917	27.1%
Age 18+	19,411	67.7%	30,676	72.1%	37,350	72.9%
Age 21+	18,347	64.0%	28,940	68.0%	35,464	69.2%
Median Age	33.7		35.7		35.8	

**Data Note:** Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.



# Retail, Office, and Lodging Market Analysis

## INCOME PROFILE TABLE

Wasilla Study Area		Prepared by Gibbs Planning Group				
	Census 2000	2009	2014	2009-2014 Change	2009-2014 Annual Rate	
Population	59,661	87,448	105,295	17,847	3.78%	
Households	20,613	30,583	37,005	6,422	3.89%	
Average Household Size	2.85	2.83	2.82	-0.01	-0.07%	
Families	15,110	22,004	26,281	4,277	3.62%	
Average Family Size	3.29	3.29	3.30	0.01	0.06%	

	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
<b>Households by Income</b>						
HH Income Base	20,628	100.0%	30,583	100.0%	37,005	100.0%
<\$10,000	1,378	6.7%	1,534	5.0%	1,669	4.5%
\$10,000 - \$14,999	1,058	5.1%	1,053	3.4%	1,408	3.8%
\$15,000 - \$19,999	1,149	5.6%	1,298	4.2%	1,479	4.0%
\$20,000 - \$24,999	1,003	4.9%	1,433	4.7%	1,415	3.8%
\$25,000 - \$29,999	1,191	5.8%	884	2.9%	1,161	3.1%
\$30,000 - \$34,999	1,067	5.2%	1,408	4.6%	1,473	4.0%
\$35,000 - \$39,999	1,194	5.8%	1,533	5.0%	1,538	4.2%
\$40,000 - \$44,999	1,104	5.4%	1,290	4.2%	1,379	3.7%
\$45,000 - \$49,999	918	4.5%	1,121	3.7%	1,836	5.0%
\$50,000 - \$59,999	2,194	10.6%	2,571	8.4%	2,632	7.1%
\$60,000 - \$74,999	2,644	12.8%	4,313	14.1%	5,159	13.9%
\$75,000 - \$99,999	2,869	13.9%	5,453	17.8%	7,908	21.4%
\$100,000 - \$124,999	1,456	7.1%	3,198	10.5%	3,582	9.7%
\$125,000 - \$149,999	664	3.2%	1,334	4.4%	1,585	4.3%
\$150,000 - \$199,999	410	2.0%	1,329	4.3%	1,662	4.5%
\$200,000 - \$249,999	329	1.6%	450	1.5%	562	1.5%
\$250,000 - \$499,999	N/A		331	1.1%	459	1.2%
\$500,000 +	N/A		50	0.2%	98	0.3%
Median Household Income	\$50,954		\$63,328		\$66,368	
Average Household Income	\$59,788		\$73,759		\$76,537	
Per Capita Income	\$21,055		\$26,037		\$27,126	
<b>Families by Income</b>						
Family Income Base	15,237	100.0%	22,004	100.0%	26,281	100.0%
<\$10,000	624	4.1%	686	3.1%	708	2.7%
\$10,000 - \$14,999	616	4.0%	543	2.5%	775	2.9%
\$15,000 - \$19,999	700	4.6%	720	3.3%	819	3.1%
\$20,000 - \$24,999	637	4.2%	886	4.0%	904	3.4%
\$25,000 - \$29,999	728	4.8%	671	3.0%	766	2.9%
\$30,000 - \$34,999	721	4.7%	816	3.7%	997	3.8%
\$35,000 - \$39,999	805	5.3%	848	3.9%	743	2.8%
\$40,000 - \$44,999	827	5.4%	902	4.1%	950	3.6%
\$45,000 - \$49,999	692	4.5%	945	4.3%	1,221	4.6%
\$50,000 - \$59,999	1,808	11.9%	1,747	7.9%	2,540	9.7%
\$60,000 - \$74,999	2,103	13.8%	3,064	13.9%	2,470	9.4%
\$75,000 - \$99,999	2,479	16.3%	4,193	19.1%	5,874	22.4%
\$100,000 - \$124,999	1,265	8.3%	3,183	14.5%	3,627	13.8%
\$125,000 - \$149,999	588	3.9%	1,213	5.5%	1,790	6.8%
\$150,000 - \$199,999	356	2.3%	972	4.4%	1,254	4.8%
\$200,000 - \$249,999	288	1.9%	337	1.5%	444	1.7%
\$250,000 - \$499,999	N/A		244	1.1%	333	1.3%
\$500,000 +	N/A		34	0.2%	66	0.3%
Median Family Income	\$56,570		\$70,198		\$75,700	
Average Family Income	\$66,037		\$79,803		\$83,430	

**Data Note:** Income represents annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2009 and 2014). In 2000, the Census Bureau reported income to an upper interval of \$200,000+.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

## DEMOGRAPHIC AND INCOME TABLE

Prepared by Gibbs Planning Group

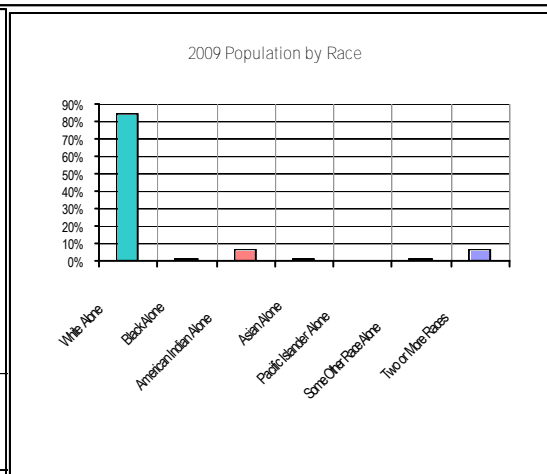
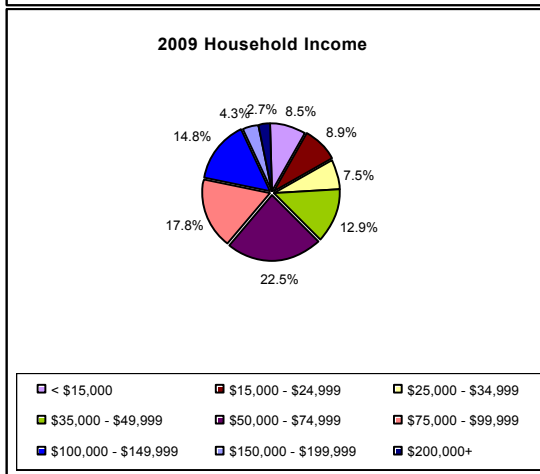
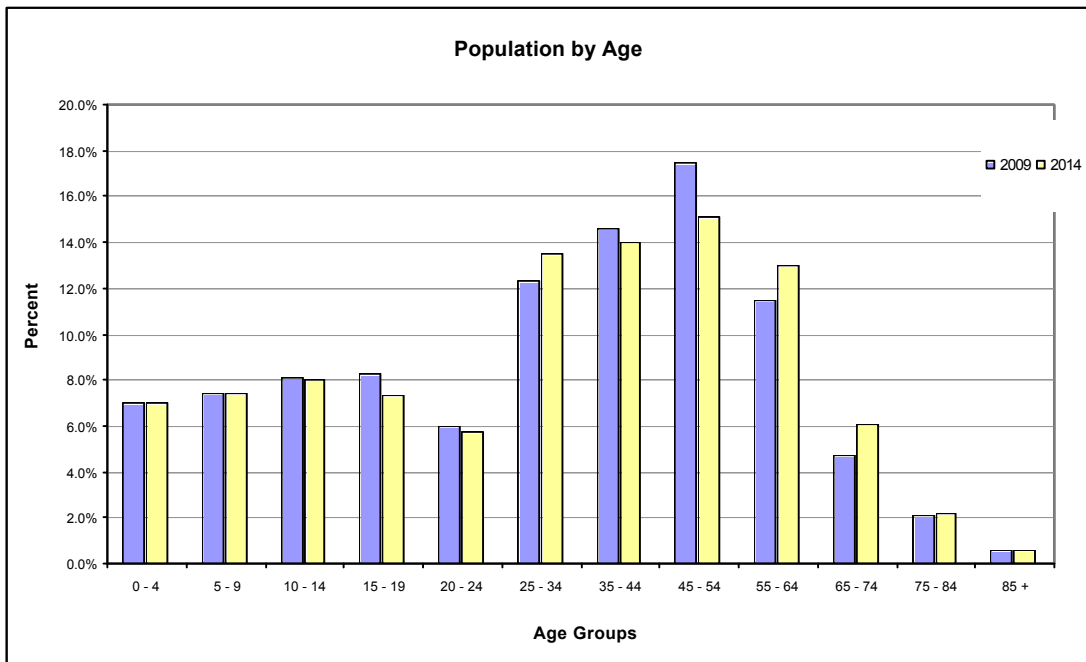
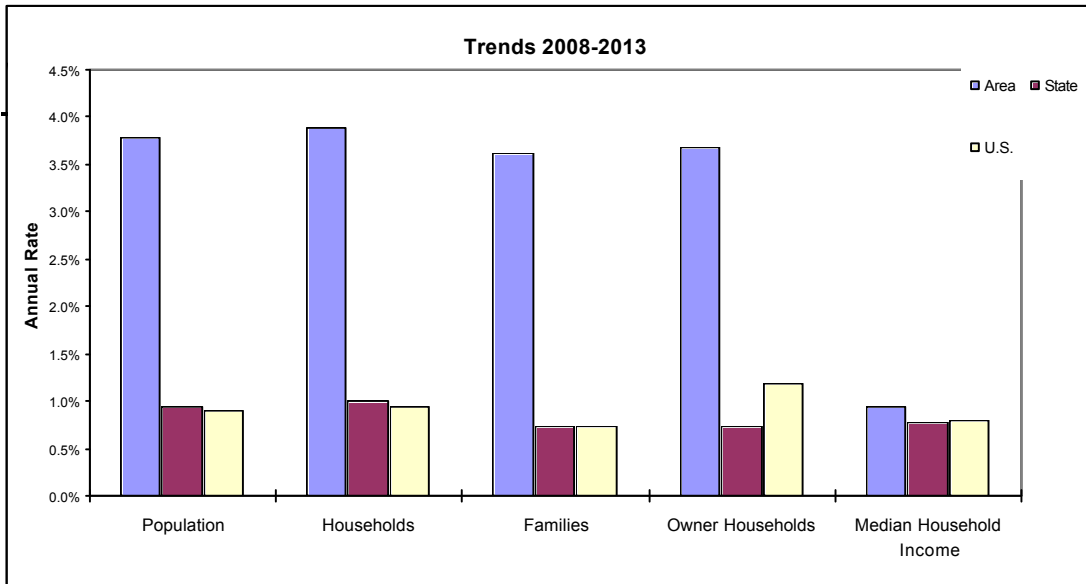
### Wasilla Study Area

Summary	2000		2009		2014	
Population	59,661		87,448		105,295	
Households	20,613		30,583		37,005	
Families	15,110		22,004		26,281	
Average Household Size	2.85		2.83		2.82	
Owner Occupied Housing Units	16,177		23,828		28,566	
Renter Occupied Housing Units	4,436		6,755		8,439	
Median Age	33.8		35.7		35.8	
<b>Trends: 2009-2014 Annual Rate</b>	<b>Area</b>		<b>State</b>		<b>National</b>	
Population	3.78%		0.95%		0.91%	
Households	3.89%		1.01%		0.94%	
Families	3.62%		0.74%		0.74%	
Owner Households	3.69%		0.73%		1.19%	
Median Household Income	0.94%		0.77%		0.80%	
	<b>2000</b>		<b>2009</b>		<b>2014</b>	
<b>Households by Income</b>	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,436	11.8%	2,587	8.5%	3,077	8.3%
\$15,000 - \$24,999	2,152	10.4%	2,731	8.9%	2,894	7.8%
\$25,000 - \$34,999	2,258	10.9%	2,292	7.5%	2,634	7.1%
\$35,000 - \$49,999	3,216	15.6%	3,944	12.9%	4,753	12.8%
\$50,000 - \$74,999	4,838	23.5%	6,884	22.5%	7,791	21.1%
\$75,000 - \$99,999	2,869	13.9%	5,453	17.8%	7,908	21.4%
\$100,000 - \$149,999	2,120	10.3%	4,532	14.8%	5,167	14.0%
\$150,000 - \$199,999	410	2.0%	1,329	4.3%	1,662	4.5%
\$200,000+	329	1.6%	831	2.7%	1,119	3.0%
Median Household Income	\$50,954		\$63,328		\$66,368	
Average Household Income	\$59,788		\$73,759		\$76,537	
Per Capita Income	\$21,055		\$26,037		\$27,126	
	<b>2000</b>		<b>2009</b>		<b>2014</b>	
<b>Population by Age</b>	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	4,206	7.0%	6,098	7.0%	7,331	7.0%
Age 5 - 9	5,254	8.8%	6,451	7.4%	7,790	7.4%
Age 10 - 14	6,085	10.2%	7,052	8.1%	8,472	8.0%
Age 15 - 19	5,354	9.0%	7,254	8.3%	7,695	7.3%
Age 20 - 24	2,849	4.8%	5,241	6.0%	6,007	5.7%
Age 25 - 34	6,992	11.7%	10,767	12.3%	14,218	13.5%
Age 35 - 44	11,564	19.4%	12,774	14.6%	14,689	14.0%
Age 45 - 54	9,483	15.9%	15,306	17.5%	15,939	15.1%
Age 55 - 64	4,368	7.3%	10,049	11.5%	13,708	13.0%
Age 65 - 74	2,347	3.9%	4,145	4.7%	6,445	6.1%
Age 75 - 84	957	1.6%	1,812	2.1%	2,326	2.2%
Age 85+	203	0.3%	499	0.6%	675	0.6%
	<b>2000</b>		<b>2009</b>		<b>2014</b>	
<b>Race and Ethnicity</b>	Number	Percent	Number	Percent	Number	Percent
White Alone	52,117	87.4%	73,549	84.1%	87,102	82.7%
Black Alone	409	0.7%	561	0.6%	637	0.6%
American Indian Alone	3,371	5.7%	5,589	6.4%	7,069	6.7%
Asian Alone	414	0.7%	737	0.8%	954	0.9%
Pacific Islander Alone	81	0.1%	123	0.1%	146	0.1%
Some Other Race Alone	509	0.9%	993	1.1%	1,323	1.3%
Two or More Races	2,759	4.6%	5,896	6.7%	8,064	7.7%
Hispanic Origin (Any Race)	1,485	2.5%	3,219	3.7%	4,415	4.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

# Retail, Office, and Lodging Market Analysis

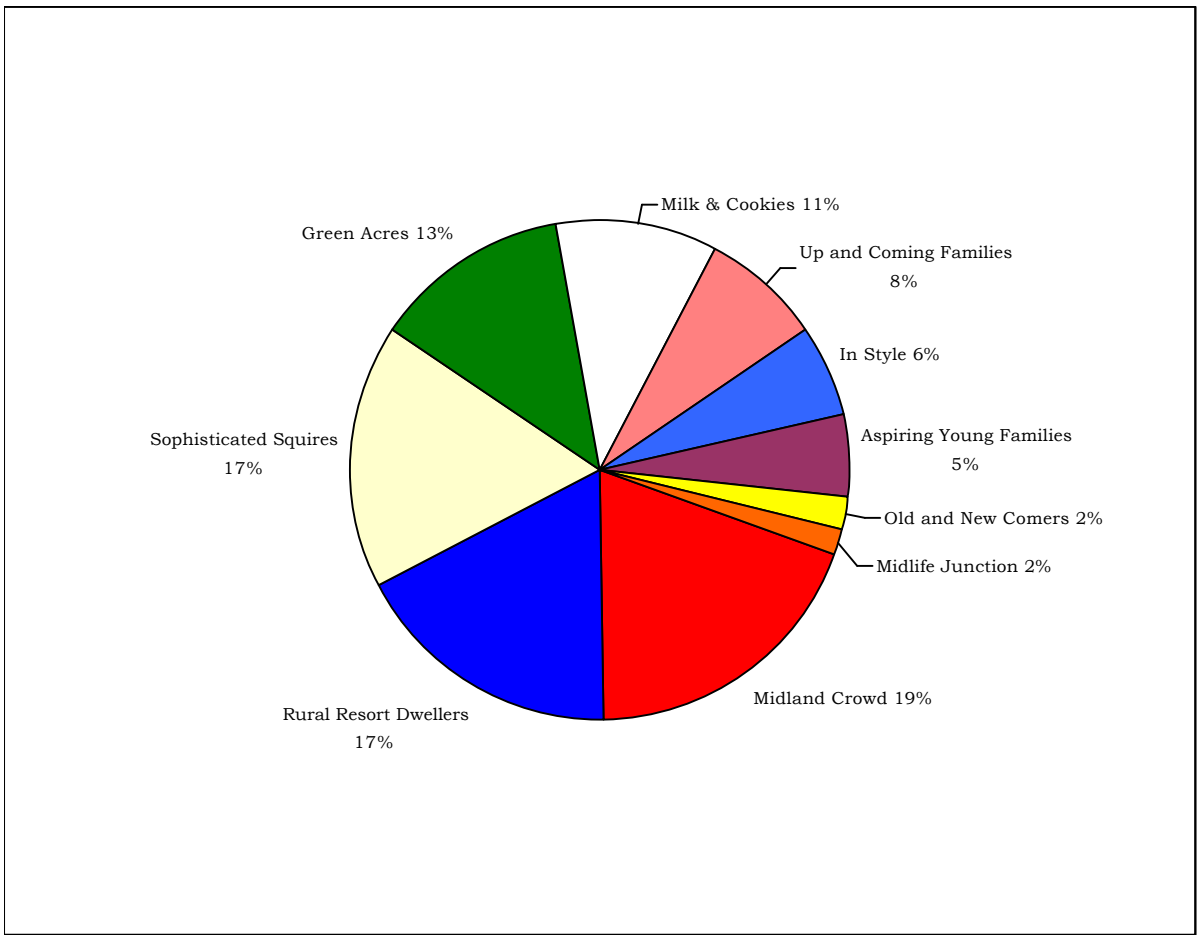


# Appendix B

## PRIMARY TAPESTRY LIFESTYLE TABLE

Wasilla Study Area  
Top Ten Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households	
		Percent	Cumulative Percent	Percent	Cumulative Percent
1	Midland Crowd	19.3%	19.3%	3.8%	3.8%
2	Rural Resort Dwellers	17.4%	36.7%	1.6%	5.4%
3	Sophisticated Squires	17.2%	53.9%	2.7%	8.1%
4	Green Acres	12.7%	66.6%	3.2%	11.3%
5	Milk & Cookies	10.5%	77.1%	2.0%	13.3%
		77.1%		13.3%	
6	Up and Coming Families	7.9%	85.0%	3.4%	16.7%
7	In Style	5.8%	90.8%	2.5%	19.2%
8	Aspiring Young Families	5.4%	96.2%	2.4%	21.6%
9	Old and New Comers	2.1%	98.3%	1.9%	23.5%
10	Midlife Junction	1.7%	100.0%	2.5%	26.0%
		100.0%		26.0%	



**Segment Name:** Midland Crowd  
**LifeMode Group:** American Quilt



## Demographic

The approximately 11.6 million people in *Midland Crowd* neighborhoods represent the largest market of Community Tapestry, nearly 4 percent of the U.S. population, and it is still growing. Since 2000, the population growth has been 2.34 percent annually. The median age of 36.9 years parallels that of the U.S. median. More than half of the households (62 percent) are composed of married-couple families, half of whom have children. One-fifth of households are occupied by those who live alone. Most residents are white.

## Socioeconomic

With more than 4.2 million households, *Midland Crowd* has the highest count of all the Community Tapestry markets, with an annual household growth of 2.6 percent since 2000. The median household income is \$49,748, slightly lower than the U.S. median. Households derive primary income from wages and salaries, although the percentage of households that receive income from self-employment ventures is slightly higher than the national level. The median net worth is \$86,362, somewhat below the U.S. median. Half of the employed residents work in white-collar occupations. Approximately 30 percent of *Midland Crowd* residents aged 25 years and older have attended college; 15 percent hold a bachelor's or graduate degree.

## Residential

*Midland Crowd* residents live in housing developments in rural areas throughout the United States (more village or town than farm), mainly in the South. Three-fourths of the housing was built after 1969. Homeownership is at 84 percent; the median home value is \$137,727. Two-thirds of the households are single-family structures; 28 percent are mobile homes. One-fourth of the households own three or more vehicles.

## Preferences

*Midland Crowd* is a somewhat politically conservative market. The rural location and their traditional lifestyle dictate the consumer preferences of these residents. How they take care of their homes, lawns, and vehicles demonstrates their do-it-yourself mentality. Households typically own or lease a truck; many own a used motorcycle. Hunting, fishing, and woodworking are favorite pursuits. Generally, households have pets, especially birds and dogs. Recent purchases include used vehicles, household furniture, and giant-screen TVs. Their department store of choice is Belk. When eating takeout, they often choose a fast-food restaurant and use the drive-through window.

Many households have a satellite dish. Favorite stations include CMT and Outdoor Life Network. In addition to watching rodeo/bull riding, truck and tractor pulls/mud racing, and fishing programs on TV, residents watch a variety of news programs. Fitting right in with their rural surroundings, they prefer to listen to country music on the radio and read fishing and hunting magazines.

## Appendix B

**Segment Name:** Rural Resort Dwellers  
**LifeMode Group:** American Quilt



### Demographic

Preferring milder climates and pastoral settings, *Rural Resort Dwellers* residents live in rural non-farm areas throughout the United States. The chief household type (39 percent of households) for this segment is a married couple with no children living at home. Other significant household types include singles who live alone (24 percent) and married couples with children (21 percent). This somewhat older segment has a median age of 46.9 years. Approximately 35 percent of the population and half of the householders are aged 55 years or older. There is little diversity in these communities: most residents are white.

### Socioeconomic

Although retirement officially looms for many *Rural Resort Dwellers* residents, most of them still work. The median household income is \$47,311, slightly below the U.S. level. Six percent of all who are employed work at home, twice that of the U.S. percentage. Because of the higher-than-average presence of residents aged 65 or older, receipt of retirement income and Social Security benefits is common for these households. More than two-fifths of households collect investment income; approximately one-fifth earn self-employment income. More than half of the population aged 25 years and older hold a bachelor's or graduate degree or have attended college, comparable to the U.S. level. The median net worth is \$105,077, slightly below the U.S. median.

### Residential

Although these low-density communities are small, households are growing at 2.1 percent annually. Typical of areas with rustic appeal, the household inventory features single-family structures (78 percent) and mobile homes (15 percent). Homeownership is at 83 percent, and the median home value is \$221,645. A significant inventory of seasonal housing exists in these communities; the *Rural Resort Dwellers* market has the highest percentage of seasonal housing of all the Community Tapestry segments, 18 times higher than the national level.

### Preferences

Modest living and simple consumer tastes describe *Rural Resort Dwellers* residents. Gardening tools and equipment are an integral part of maintaining their properties. They often work on home remodeling and improvement projects. Their simple lifestyle also includes baking and preparing home-cooked meals. Many households have pets, particularly dogs. The rural setting means higher-than-average numbers of riding lawn mowers and satellite dishes. Many households also own multiple vehicles including a truck. *Rural Resort Dwellers* residents actively participate in local civic issues. They enjoy boating, hunting, fishing, snorkeling, and canoeing. They listen to country music on the radio. The older population focuses on age-related issues such as general health care, prescription medications, and financial and retirement related matters. Many *Rural Resort Dwellers* residents actively manage or plan their investments and retirement savings. IRA accounts are more popular than 401(k) plans with this high proportion of self-employed residents.

**Segment Name:** Sophisticated Squires  
**LifeMode Group:** High Society



## Demographic

*Sophisticated Squires* residents enjoy cultured country living in newer home developments on the fringe of urbanized areas. They now have longer commutes but fewer neighbors. These urban escapees are mostly married-couple families. The median age is 38.3 years. More than 40 percent of the households consist of married couples with children that range from toddlers to young adults. The majority of householders are between 35 and 54 years old; most are baby boomers. This segment is not ethnically diverse; most residents are white.

## Socioeconomic

*Sophisticated Squires* residents are educated: one-third of the population aged 25 years and older holds a bachelor's or graduate degree, another third has attended college. Labor force participation rates are high for males and females. The range of occupations varies from management to unskilled labor positions, but most are in white-collar occupations. The median household income is \$85,937. Wage or salary income, earned by 90 percent of households, is supplemented with interest, dividend, or rental income for nearly half of the households. The median net worth is \$251,507.

## Residential

*Sophisticated Squires* residents live in less-densely populated areas that are concentrated in states on the Atlantic coast and surrounding the Great Lakes. Approximately 90 percent of the homes are single-family structures; the median home value is \$286,622. Approximately 75 percent of the housing units were built before 1990; 55 percent were built between 1970 and 1989. More than 80 percent of households own at least two vehicles.

## Preferences

*Sophisticated Squires* residents prefer to do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors, painting home interiors, staining decks, and cleaning carpets with their steam cleaners. They like to barbeque on their gas grills and use their bread-making machines. This is the top market for owning three or more vehicles. They prefer minivans and full-size SUVs; many households own a motorcycle. A typical household owns three or more cell phones. Looking toward the future, many residents own stocks and large life insurance policies. When dieting, Weight Watchers is the favored diet method, and many own a treadmill or stair-stepper to stay fit.

Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games. Adults also enjoy photography, playing golf, and riding their motorcycles. Children use the home personal computer to play games and typically own a Game Boy or Game Boy Advance video game system.

*Sophisticated Squires* residents prefer to read gardening and science/technology magazines and listen to soft adult contemporary music, classic hits, and all-talk radio. Although many households own four or more TVs, residents are light television viewers. When they do watch TV, they prefer news, comedies, and dramas as well as programs on the Golf Channel and Home & Garden Television.

## Appendix B

**Segment Name:** Green Acres  
**LifeMode Group:** Upscale Avenue



### Demographic

Married couples, with and without children, comprise 71 percent of the households in *Green Acres*. Many families are comprised of blue-collar baby boomers, many with children aged 6–17 years. With more than 10 million people, *Green Acres* represents the third largest population of all the Community Tapestry markets, currently more than 3 percent of the U.S. population, and growing by 1.6 percent annually. The median age is 40.6 years. This segment is not ethnically diverse; 93 percent of the residents are white.

### Socioeconomic

*Green Acres* residents are educated and hardworking; more than half who are aged 25 years and older hold a degree or attended college. Labor force participation is approximately 69 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Seventeen percent of households derive income from self-employment ventures. Occupation distributions are similar to the United States. The median household income is \$63,922, and the median net worth is \$163,372.

### Residential

*Green Acres* neighborhoods are located throughout the country but mainly in the Midwest and South. The highest state concentrations are found in Michigan, Ohio, and Pennsylvania. A little bit country, *Green Acres* residents live in pastoral settings of developing suburban fringe areas. Homeownership is at 88 percent. Eighty-seven percent of the household inventory is dominated by single-family dwellings. These newer homes carry a median value of \$205,460. Typical of rural residents, *Green Acres* households own multiple vehicles: 78 percent own two or more vehicles.

### Preferences

Country living describes the lifestyle of *Green Acres* residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include painting, installing carpet or insulation, or adding a deck or patio. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents maintain their lawns, flower gardens, and vegetable gardens, again with the right tools. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Fitting in with the do-it yourself mode, it is not surprising that *Green Acres* is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, *Green Acres* residents ride their mountain bikes and participate in water sports such as waterskiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto racing events. They prefer to listen to college football, auto racing, and news-talk programs on the radio and read fishing, hunting, and motorcycle magazines. Accommodating the country lifestyle, many households watch TV by satellite dish instead of cable. Events they enjoy watching on TV include alpine skiing, ski jumping, motorcycle racing, equestrian events, and bicycle racing. A favorite station is the Speed Channel.



**Segment Name:** Milk & Cookies

**LifeMode Group:** Family Portrait



## Demographic

Upscale living with a family allowance, *Milk and Cookies* represents young, affluent married couples who are starting their families or already have young children. The median age of 34.2 years represents the presence of kids; nearly half of the households include children. Approximately 70 percent of these householders are aged 25–54 years. The diversity of the population is comparable to the U.S. diversity, and the proportions of population by race and Hispanic origin are close to the U.S. distributions, with slightly above-average ratios of black and Hispanic residents.

## Socioeconomic

For 90 percent of *Milk and Cookies* households, income is derived from wages. The labor force participation of 71 percent is above average. Although unemployment is at 6 percent, this market has one of the highest concentrations of multiple wage earners in the family. The median household income is \$63,574, and the median net worth is \$139,152. Approximately 58 percent of residents aged 25 years and older hold a bachelor's or graduate degree or have attended college.

## Residential

*Milk and Cookies* residents prefer single-family homes in suburban neighborhoods of cities, largely in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$155,183. Housing units are generally 20–30 years old. Given the concentration of dual-income families, 71 percent of households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods.

## Preferences

As *Milk and Cookies* residents settle into their family oriented lifestyle, they focus on family and the future. They are properly insured, carry life and accidental death and dismemberment insurance at a minimum, and contribute to 401(k) retirement plans. They use a credit union, have overdraft protection, and usually have a new car loan. They prefer motorcycles, pickup trucks, SUVs, and minivans. Many households own a dog. The presence of children in *Milk and Cookies* households drives their large purchases of baby and children's products including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games, and children's DVDs. Most households own a video game system, whether it's a Game Boy Advance, Xbox, or PlayStation 2. Although many households have older personal computers, they invest in software.

To save time in their busy lives, they frequently buy prepared dinners from the grocery store, and fast food (especially from Little Caesars, Whataburger, or Sonic Drive-In). For fun, *Milk and Cookies* residents play various games including chess and backgammon, participate in football, or fly kites. Their interest in basketball is evident: they play basketball, attend professional basketball games, watch games on TV, and listen to them on the radio. Favorite cable channels include Toon Disney, Discovery Health Channel, ESPNNews, and Lifetime Movie Network. In their spare time, *Milk and Cookies* residents work on their lawns, paint the inside of their homes, or do minor maintenance on their vehicles.

## Appendix B

**Segment Name:** Up and Coming Families

**LifeMode Group:** Family Portrait



### Demographic

With an annual growth rate of 4.2 percent, *Up and Coming Families* represents the second highest household growth market and the youngest affluent family market (with a median age of 32.0 years) of Community Tapestry. Residents are a mix of Generation X'ers and baby boomers. The profile for this market is young, affluent families with younger children. Eighty percent of households are composed of families. Approximately two-fifths of households consist of married couples with children. Most of the residents in this segment are white; however, the diversity of the population is increasing with its size.

### Socioeconomic

At the beginning of their careers, *Up and Coming Families* residents are earning above-average income but have not had time to accumulate much wealth. The median household income is \$77,444, well above the national median. The median net worth is \$162,486. Nearly two-thirds of residents aged 25 years and older have a degree or some college credits. Labor force participation is well above average at 73 percent, and unemployment is low. Understandably, 91 percent of households derive income from wage and salary compensation. Although half of the households have children, they also have working parents.

### Residential

Nearly half of *Up and Coming Families* segments are concentrated in the South, the other half in the West and Midwest. These neighborhoods are located in suburban outskirts of midsized metropolitan areas with populations higher than 250,000. Households are mainly new single-family dwellings. Homeownership is at 85 percent. More than half of the housing units were built in the last 10 years. Houses in these neighborhoods are valued at \$221,956, slightly above the U.S. median.

### Preferences

Consumer choices for *Up and Coming Families* are dictated by family and home. Many are beginning or expanding their families, so maternity clothes and baby equipment are essential purchases in addition to children's clothing and toys. Because many are first-time homeowners, purchases such as basic household furniture and lawn fertilizer, weed control, and insecticide are important. Vying for attention in the family budget are car loans, student loans, and mortgage payments. *Up and Coming Families* residents most likely own or lease an SUV or minivan. They enjoy eating out at family restaurants such as Red Robin, Chili's Grill & Bar, and Olive Garden and fast-food restaurants such as Chick-fil-A, Chuck E. Cheese's, and Papa John's.

Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally Sea World or Disney World), where they make good use of their digital camera or camcorder. They enjoy renting science fiction, comedy, and family type DVDs. A favorite TV show is *24*. Favorite cable stations are Oxygen, E!, and the Discovery Health Channel. Residents prefer to listen to soft adult contemporary, sports, and classic hits radio.

**Segment Name:** In Style  
**LifeMode Group:** Upscale Avenues



## Demographic

*In Style* residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent 54 percent of households. Households without children (married couples without children, single-person, shared, and other family types), comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of 40.2 years. There is little racial diversity in this market.

## Socioeconomic

*In Style* residents are prosperous, with a median household income of \$72,112 and a median net worth of \$187,956 (more than one and one-half times that of the national median). Wages and salaries provide income for 84 percent of the households; 47 percent also receive some form of investment income. *In Style* residents are more educated compared to the U.S. level: nearly 40 percent of the population aged 25 years and older hold a bachelor's or graduate degree, and 31 percent have attended college. At 70 percent, labor force participation is above average, and the unemployment figure of 4 percent is low. Forty-five percent of employed residents have professional or management positions, with above average concentrations in the finance, insurance, technical services, and education industry sectors.

## Residential

*In Style* residents live in affluent neighborhoods of metropolitan areas, scattered all over the country. More suburban than urban, they nevertheless embrace an urbane lifestyle; many prefer town homes (14 percent of households) to traditional single-family dwellings (56 percent of households). The median home value is \$271,279. Homeownership is just slightly above average at 71 percent. More than three-fourths of the housing units were built in the last 30 years.

## Preferences

Computer savvy, *In Style* residents use the Internet daily. Online activities include obtaining information about real estate, new or used cars, medical issues, general news, or sports; tracking investments; trading stocks; making travel arrangements; and buying computer hardware or software, clothes, toys, and concert or sporting events tickets. They use a financial planner and invest in stocks, bonds, money market funds, money market bank accounts, and securities. Looking toward the future, residents have long-term care and universal life insurance and contribute to IRA and 401(k) retirement accounts. To maintain their homes, they hire professional household cleaning services and contractors. To keep fit, residents exercise, follow a healthy diet method for weight control, buy food specifically labeled as low fat, and take vitamins. They enjoy going to the beach, snorkeling, playing golf, and casino gambling. They favor domestic travel and keep golf in mind when choosing a vacation destination.

*In Style* residents read boating, business, and finance magazines and listen to news-talk, classical, and alternative radio formats. TV viewing includes bicycle racing, ski jumping, and golf, so it is not surprising that the Golf Channel is a favorite cable station.

## Appendix B

**Segment Name:** Aspiring Young Families  
**LifeMode Group:** High Hopes



### Demographic

Most *Aspiring Young Families* residents are young, startup families, a mix of married-couple families with and without children and single parents with children. The average family size is 3.12, near the U.S. average. Approximately two-thirds of the households are families, 27 percent are single-person households, and 9 percent are shared. Annual population growth is 1.37 percent, higher than the U.S. growth. The median age is 30.5 years; one-fifth of residents are in their 20s. This market is ethnically diverse. Although most residents are white, other race groups are also represented. Seventeen percent of residents are black, and 17 percent are of Hispanic origin.

### Socioeconomic

The median household income is \$50,392, and income is derived mainly from wages. The median net worth for this market is \$74,245. Approximately 60 percent of employed residents have professional, management, sales, or office/ administrative support positions. Overall, 85 percent of residents aged 25 years and older have graduated from high school, 35 percent have attended college, and 22 percent hold a bachelor's or graduate degree.

### Residential

*Aspiring Young Families* neighborhoods are located in the large, growing metropolitan areas primarily in the South and West, with the highest state concentrations in California, Florida, and Texas. Although almost three-fourths of the households are in the South and West, one-fifth of the housing is located in the Midwest. Half of the households are occupied by renters, half by homeowners. Residents live in moderately priced apartments, single-family houses, and startup townhomes. The average gross rent is approximately \$674 per month, just slightly higher than the U.S. average. The median home value is \$170,342. Most of the housing units were built after 1969.

### Preferences

*Aspiring Young Families* residents spend much of their discretionary income on their children and their homes. They buy baby and children's products and toys and furniture for the home. Electronic purchases include cameras and video game systems. Residents spend time online visiting chat rooms, searching for employment, playing games, researching real estate, and making travel arrangements. They carry multiple life insurance policies.

Vacations are likely to include visits to theme parks. Leisure time includes dining out, dancing, going to the movies, and attending professional football games. Other activities include fishing, weight lifting, playing basketball, and watching dramas or horror movies on DVD. Residents listen to urban stations and professional basketball games on the radio. When watching TV, they favor sports, news, and entertainment programs and courtroom TV shows. When eating out, *Aspiring Young Families* residents prefer family restaurants such as Tony Roma's and IHOP and fast-food establishments such as Checkers and Jack-in-the-Box.

**Segment Name:** Old and Newcomers  
**LifeMode Group:** Solo Acts



## Demographic

*Old and Newcomers* neighborhoods are in transition, populated by renters who are starting their careers or those who are retiring. The proportion of householders either in their 20s or aged 75 or older is higher than the proportion at the U.S. level. The median age of 37.0 years simply splits this age disparity. These neighborhoods have more single-person and shared households than families. The majority of residents are white, but the racial diversity is very similar to the U.S. level of diversity.

## Socioeconomic

Labor force participation is above average at 66 percent, but the unemployment rate mirrors the U.S. rate. The median household income of \$42,971 and the median net worth of \$74,682 are below the U.S. medians. Educational attainment is above average as is college and graduate school enrollment. The distribution of employed residents by occupation is similar to the U.S. distribution, with slightly higher proportions of workers in food preparation and office/administrative support positions.

## Residential

Spread throughout metropolitan areas of the United States, *Old and Newcomers* neighborhoods sustain a lot of transition. More than half the population aged five years and older has moved in the last five years. More than 60 percent of these householders rent. Approximately half of the households are mid-rise or high-rise buildings; nearly 14 percent are two- to four-unit buildings. Average gross rent is approximately \$649 per month, very close to the U.S. average. Six in 10 housing units were built from 1960 to 1989. The median home value in these neighborhoods is \$188,795.

## Preferences

Purchases of *Old and Newcomers* residents reflect their unencumbered renters' and singles' lifestyle. Compact cars fit the needs of these non-family households. Although they prefer domestic cars, the gap is not pronounced. Typically, residents have substantial life insurance policies and renter's insurance as well as medical insurance, which includes long term and disability care.

*Old and Newcomers* residents like reading fiction and nonfiction, newspapers, and magazines. *Old and Newcomers* residents have the highest readership among the markets with median household income below the U.S. level. They enjoy watching television and listening to the radio, especially contemporary hit radio. They like going to the movies and renting DVDs.

Leisure activities are also as varied as the ages of *Old and Newcomers* residents. They play sports such as racquetball and golf in addition to jogging or walking. They fly kites, go to the zoo, and enjoy cooking. Age is not always obvious from their activity choices.

**Segment Name:** Midlife Junction  
**LifeMode Group:** Traditional Living



### Demographic

*Midlife Junction* residents are phasing out of their childrearing years. The median age is 41.1 years; nearly one-fifth of residents are aged 65 years or older. Households in this market include a variety of family types as well as singles who live alone or share housing. Nearly half of the households are composed of married-couple families; 31 percent are single person households. Most of these residents are white.

### Socioeconomic

Most *Midlife Junction* residents are still working, although at 61 percent, the labor force participation rate is slightly below average. One-third of the households are now drawing Social Security benefits. Both the median household income of \$47,683 and the median net worth of \$106,734 are slightly below the U.S. medians. Educational attainment levels are comparable to U.S. levels.

### Residential

*Midlife Junction* communities are found in suburbs across the country, more in the South and Midwest than in the Northeast and West. Homeownership is at 67 percent, near the U.S. rate. Nearly two-thirds of the households are single family structures; most of the remainder are apartments in multiunit buildings. The median home value of \$153,336 is somewhat lower than the U.S. median.

### Preferences

As *Midlife Junction* residents pass from child rearing into retirement, they live quiet, settled lives. They have been planning and saving for their retirement, owning certificates of deposit and participating in IRA or 401(k) plans. They spend their money carefully and do not succumb to fads. Mindful of their expenses, they always search for bargains.

*Midlife Junction* residents enjoy dining out at full-service restaurants, particularly on weekends, and also take advantage of the convenience of fast-food restaurants. They favor domestic cars, and prefer to shop by mail or phone from catalogs such as L.L. Bean and Lands' End. They are comfortable shopping by phone or over the Internet. Comfortable with computer technology, they use e-mail to communicate with friends and families. Residents enjoy practicing yoga, attending country music concerts and auto races, refinishing furniture, reading romance novels, and watching classic movies on DVD.

# Retail, Office, and Lodging Market Analysis

## HOUSING PROFILE TABLE

### Wasilla Study Area

2000 Total Population	59,661	2000 Median HH Income	\$50,954
2009 Total Population	87,448	2009 Median HH Income	\$63,328
2014 Total Population	105,295	2014 Median HH Income	\$66,368
2009-2014 Annual Rate	3.78%	2009-2014 Annual Rate	0.94%

### Housing Units by Occupancy Status and Tenure

	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	26,060	100.0%	38,122	100.0%	45,696	100.0%
Occupied	20,613	79.1%	30,583	80.2%	37,005	81.0%
Owner	16,177	62.1%	23,828	62.5%	28,566	62.5%
Renter	4,436	17.0%	6,755	17.7%	8,439	18.5%
Vacant	5,447	20.9%	7,539	19.8%	8,691	19.0%

### Owner Occupied Housing Units by Value

	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total	16,167	100.0%	23,828	100.0%	28,566	100.0%
< \$10,000	198	1.2%	154	0.6%	129	0.5%
\$10,000 - \$14,999	181	1.1%	72	0.3%	64	0.2%
\$15,000 - \$19,999	186	1.2%	81	0.3%	71	0.2%
\$20,000 - \$24,999	230	1.4%	135	0.6%	65	0.2%
\$25,000 - \$29,999	227	1.4%	112	0.5%	91	0.3%
\$30,000 - \$34,999	226	1.4%	158	0.7%	122	0.4%
\$35,000 - \$39,999	201	1.2%	152	0.6%	100	0.4%
\$40,000 - \$49,999	416	2.6%	350	1.5%	237	0.8%
\$50,000 - \$59,999	433	2.7%	366	1.5%	290	1.0%
\$60,000 - \$69,999	438	2.7%	331	1.4%	334	1.2%
\$70,000 - \$79,999	715	4.4%	247	1.0%	305	1.1%
\$80,000 - \$89,999	923	5.7%	257	1.1%	293	1.0%
\$90,000 - \$99,999	1,128	7.0%	315	1.3%	247	0.9%
\$100,000 - \$124,999	2,818	17.4%	627	2.6%	522	1.8%
\$125,000 - \$149,999	2,994	18.5%	1,204	5.1%	625	2.2%
\$150,000 - \$174,999	1,959	12.1%	2,111	8.9%	674	2.4%
\$175,000 - \$199,999	929	5.7%	1,577	6.6%	1,216	4.3%
\$200,000 - \$249,999	895	5.5%	4,210	17.7%	2,869	10.0%
\$250,000 - \$299,999	485	3.0%	4,317	18.1%	3,669	12.8%
\$300,000 - \$399,999	347	2.1%	3,585	15.0%	8,568	30.0%
\$400,000 - \$499,999	106	0.7%	1,874	7.9%	3,777	13.2%
\$500,000 - \$749,999	78	0.5%	1,202	5.0%	3,074	10.8%
\$750,000 - \$999,999	3	0.0%	213	0.9%	819	2.9%
\$1,000,000 +	51	0.3%	178	0.7%	405	1.4%
Median Value	\$122,902		\$243,527		\$327,544	
Average Value	\$135,063		\$269,227		\$354,029	

**Data Note:** Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

## Appendix B

### Wasilla Study Area

#### Census 2000 Vacant Housing Units by Status

	Number	Percent
Total	5,449	100.0%
For Rent	339	6.2%
For Sale Only	308	5.7%
Rented/Sold, Unoccupied	320	5.9%
Seasonal/Recreational/Occasional Use	3,926	72.0%
For Migrant Workers	2	0.0%
Other Vacant	554	10.2%

#### Census 2000 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units		Owner Occupied Units	
	Number	Percent	Number	% of Occupied
Total	20,616		16,182	78.5%
15 - 24	847		270	31.9%
25 - 34	3,232		2,142	66.3%
35 - 44	6,172		4,948	80.2%
45 - 54	5,496		4,636	84.4%
55 - 64	2,647		2,321	87.7%
65 - 74	1,481		1,271	85.8%
75 - 84	637		516	81.0%
85+	104		78	75.0%

#### Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units		Owner Occupied Units	
	Number	Percent	Number	% of Occupied
Total	20,612		16,178	78.5%
White Alone	18,926		15,011	79.3%
Black Alone	120		79	65.8%
American Indian Alone	709		488	68.8%
Asian Alone	81		48	59.3%
Pacific Islander Alone	20		14	70.0%
Some Other Race Alone	140		105	75.0%
Two or More Races	616		433	70.3%
Hispanic Origin	338		214	63.3%

#### Census 2000 Housing Units by Units in Structure and Occupancy

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	26,055	100.0%	20,616	100.0%
1, Detached	20,905	80.2%	16,210	78.6%
1, Attached	326	1.3%	270	1.3%
2	739	2.8%	680	3.3%
3 to 4	1,133	4.3%	1,013	4.9%
5 to 9	508	1.9%	454	2.2%
10 to 19	161	0.6%	148	0.7%
20 to 49	206	0.8%	196	1.0%
50 or More	0	0.0%	0	0.0%
Mobile Home	1,838	7.1%	1,509	7.3%
Other	239	0.9%	136	0.7%

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.



# Retail, Office, and Lodging Market Analysis

## Wasilla Study Area

### Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Costs

	Number	Percent
Total	12,407	100.0%
With Mortgage	9,472	76.3%
< \$200	2	0.0%
\$200 - \$299	38	0.3%
\$300 - \$399	140	1.1%
\$400 - \$499	212	1.7%
\$500 - \$599	351	2.8%
\$600 - \$699	585	4.7%
\$700 - \$799	633	5.1%
\$800 - \$899	785	6.3%
\$900 - \$999	914	7.4%
\$1000 - \$1249	2,443	19.7%
\$1250 - \$1499	1,506	12.1%
\$1500 - \$1999	1,381	11.1%
\$2000 - \$2499	340	2.7%
\$2500 - \$2999	89	0.7%
\$3000+	53	0.4%
With No Mortgage	2,935	23.7%
Median Monthly Owner Costs for Units with Mortgage	\$1,110	
Average Monthly Owner Costs for Units with Mortgage	\$1,169	

### Census 2000 Specified Renter Occupied Housing Units by Contract Rent

	Number	Percent
Total	4,286	100.0%
Paying Cash Rent	3,851	89.9%
< \$100	47	1.1%
\$100 - \$149	33	0.8%
\$150 - \$199	49	1.1%
\$200 - \$249	153	3.6%
\$250 - \$299	62	1.4%
\$300 - \$349	137	3.2%
\$350 - \$399	182	4.2%
\$400 - \$449	153	3.6%
\$450 - \$499	221	5.2%
\$500 - \$549	315	7.3%
\$550 - \$599	309	7.2%
\$600 - \$649	409	9.5%
\$650 - \$699	529	12.3%
\$700 - \$749	263	6.1%
\$750 - \$799	223	5.2%
\$800 - \$899	329	7.7%
\$900 - \$999	160	3.7%
\$1000 - \$1249	176	4.1%
\$1250 - \$1499	76	1.8%
\$1500 - \$1999	25	0.6%
\$2000 +	0	0.0%
No Cash Rent	435	10.1%
Median Rent	\$632	
Average Rent	\$618	
Average Gross Rent (with Utilities)	\$720	

**Data Note:** Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

## Appendix B

### Appendix : Potential Expenditure Capture from Tourism

		U.S.	South Central Alaska	Wasilla/Palmer Submarket **
Per Tourist Expenditure				
	Daily Average	\$117	\$130	\$76
	Trip Average		\$1,138	\$783

\* \$/Day/Person based on 2008 Dollars, \*\* Adjusted to net out tourists staying in Private Homes and Campgro

Proportion of Total Tourism Expenditure by Category				
		U.S.	Alaska	Wasilla/Palmer Submarket
	Transportation	17.1%	20.2%	26.8%
	Food & Drinking (NAICS 722)	25.1%	14.2%	24.2%
	Lodging	17.9%	13.1%	19.9%
	Shopping (NAICS 448, 451, 452)	8.4%	18.1%	14.4%
	Tours/Entertainment	12.3%	3.7%	4.4%
	Miscellaneous (NAICS 453)	19.3%	30.7%	10.2%
Alaska Tourism Districts		Percent of Gross Tourists Captured by District	Alaska Gross Tourism Expenditure by District	Potential Gross Lodging Expenditure in Captured by District (2008)
	South Central	49.0%	1,089,534,000	407,713,474
	Wasilla/Palmer	4.0%	100,821,000	20,677,305

Proportion of Total Expenditure	Wasilla/Palmer Submarket	Total Wasilla Trade Area Tourism Expenditure	Potential Captured Expenditure for Wasilla Study Area
<b>Total Trade Area Tourism Expenditure</b>		<b>\$100,821,000</b>	<b>\$28,409,342</b>
Transportation	26.8%	\$27,020,000	
Accommodations	24.2%	\$24,398,000	\$20,677,305
Food & Drinking (NAICS 722)	19.9%	\$20,063,000	\$3,957,427
Shopping (NAICS 448, 451, 452)	14.4%	\$14,518,000	\$2,540,650
Entertainment	4.4%	\$4,436,000	
Miscellaneous (NAICS 453)	10.2%	\$10,283,000	\$1,233,960

# Retail, Office, and Lodging Market Analysis

## Appendix: Existing and Planned Lodging in the South Central Alaska Lodging Market

Status	Hotel Name	Brand	Rooms	(Anticipated)		Address	Phone
				Open Date			

### Upper Upscale

Open	Preferred Captain Cook Hotel	Preferred	547	Jun-65		939 W 5th Ave, Anchorage, AK 99501-2019	(907) 276-6000
Open	Embassy Suites Anchorage	Embassy Suites	169	Jun-08		600 E Benson Blvd, Anchorage, AK 99503-4123	(907) 332-7000
Open	Hilton Anchorage	Hilton	600	Jun-72		500 W 3rd Ave, Anchorage, AK 99501-2210	(907) 272-7411
Open	Marriott Anchorage Downtown	Marriott	393	Mar-00		820 W 7th Ave, Anchorage, AK 99501-3407	(907) 279-8000
Open	Millennium Anchorage	Millennium	248	Jun-86		4800 Spenard Rd, Anchorage, AK 99517-3236	(907) 243-2300
Open	Sheraton Hotel & Spa Anchorage	Sheraton Hotel	370	Jun-79		401 E 6th Ave, Anchorage, AK 99501-2638	(907) 276-8700

### Upscale

Open	Coast Hotel International Inn	Coast Hotel	141	Jun-75		3333 W Intrntl Airport Rd, Anchorage, AK 99502-1099	(907) 243-2233
Open	Courtyard Anchorage Airport	Courtyard	154	May-97		4901 Spenard Rd, Anchorage, AK 99517-3295	(907) 245-0322
Open	Crowne Plaza Anchorage Midtown	Crowne Plaza	165	Jul-09		109 W Intrntl Airport Rd, Anchorage, AK 99518-1206	(907) 433-4100
Open	Hawthorn Suites By Wyndham Anchorage	Hawthorn Suites	110	May-99		1110 W 8th Ave, Anchorage, AK 99501-3350	(907) 222-5005
Open	Hilton Garden Inn Anchorage	Hilton Garden Inn	125	Jun-02		4555 Union Square Dr, Anchorage, AK 99503-7245	(907) 729-7000
Open	Homewood Suites Anchorage	Homewood Suites	122	Mar-04		101 W 48th Ave, Anchorage, AK 99503-7249	(907) 762-7000
Open	Residence Inn Anchorage Midtown	Residence Inn	148	May-99		1025 35th Ave, Anchorage, AK 99508-4200	(907) 563-9844
Open	Springhill Suites Anchorage University Lake	Springhill Suites	159	Aug-09		4050 University Lake Dr, Anchorage, AK 99508-4600	(907) 751-6300
Open	Springhill Suites Anchorage Midtown	Springhill Suites	101	Apr-98		3401 A St, Anchorage, AK 99503-4012	(907) 562-3247
Planning	Hyatt Place Anchorage	Hyatt Place				Nhn Business Park Blvd, Anchorage, AK 99503	
Planning	Staybridge Suites Anchorage	Staybridge Suites	120	Oct-10		Tudor Rd & Artic Blvd, Anchorage, AK 99501	

### Midscale with Food & Beverage

Open	Best Western Lake Lucille Inn	Best Western	54	Oct-93		1300 W Lake Lucille Dr, Wasilla, AK 99654-7923	(907) 373-1776
Open	Howard Johnson Plaza Anchorage	Howard Johnson	247	May-71		239 W 4th Ave, Anchorage, AK 99501-2318	(907) 793-5500
Open	Westmark Anchorage	Westmark	198	Jun-70		720 W 5th Ave, Anchorage, AK 99501-2118	(907) 276-7676
Open	Quality Inn Airport Anchorage	Quality Inn	122	Jun-63		4616 Spenard Rd, Anchorage, AK 99517-3234	(907) 243-3131
Open	Clarion Suites Anchorage	Clarion	110	Apr-98		325 W 8th Ave, Anchorage, AK 99501-3541	(907) 274-1000
Open	Ramada Anchorage	Ramada	90	Jun-65		115 E 3rd Ave, Anchorage, AK 99501-2501	(907) 272-7561
Open	Best Western Golden Lion Hotel	Best Western	83	Jun-77		1000 E 36th Ave, Anchorage, AK 99508-4304	(907) 561-1522
Open	Best Western Bidarka Inn	Best Western	74	Mar-72		575 Sterling Hwy, Homer, AK 99603-7447	(907) 235-8148
Open	Best Western Hotel Edgewater	Best Western	76	Jul-99		202 5th Ave, Seward, AK 99664	(907) 224-2700
Open	Best Western King Salmon Motel	Best Western	48	Dec-87		35546a Kenai Spur Hwy, Soldotna, AK 99669-7655	(907) 262-5857
Open	Best Western Valdez Harbor Inn	Best Western	88	Jun-65		100 Harbor Dr, Valdez, AK 99686	(907) 835-3434
Pre-Planning	Holiday Inn Anchorage	Holiday Inn	150	Dec-11		International Rd & Airport Blvd, Anchorage, AK 99501	

### Midscale w/out Food & Beverage

Open	Extended Stay Deluxe Anchorage Midtown	Extended Stay Deluxe	138	Aug-04		700 E 34th Ave, Anchorage, AK 99503-4120	(907) 646-4208
Open	Holiday Inn Express Anchorage Airport	Holiday Inn Express	128	Jun-99		4411 Spenard Rd, Anchorage, AK 99517-2912	(907) 248-8848
Open	Fairfield Inn & Suites Anchorage Midtown	Fairfield Inn	106	Aug-04		5060 A St, Anchorage, AK 99503-7400	(907) 222-9000
Open	Hampton Inn Anchorage	Hampton Inn	101	Oct-97		4301 Credit Union Dr, Anchorage, AK 99503-6658	(907) 550-7000
Open	Comfort Inn Ship Creek	Comfort Inn	100	Jun-92		111 Ship Creek Ave, Anchorage, AK 99501-1670	(907) 277-6887
Open	Extended Stay Deluxe Anchorage Downtown	Extended Stay Deluxe	90	Apr-03		108 E 8th Ave, Anchorage, AK 99501-3614	(907) 868-1605
Open	Comfort Suites Anchorage International Arprt	Comfort Suites	78	Mar-09		2919 W Intrntl Airport Rd, Anchorage, AK 99502	(907) 243-8080
Open	Holiday Inn Express Seward Harbor	Holiday Inn Express	82	May-05		1412 4th Ave, Seward, AK 99664	(907) 224-2550
Planning	Candlewood Suites Anchorage	Candlewood Suites	83	Nov-10		Tudor Rd & Artic Blvd, Anchorage, AK 99501	
Final Planning	Towneplace Suites Anchorage Midtown	TownePlace Suites	118	Sep-10		4291 Bering Cir, Anchorage, AK 99503	
Pre-Planning	Holiday Inn Express & Suites Anchorage	Holiday Inn Express	142	Oct-11		International Rd & Business Park Blvd, Anchorage, AK 99503	
Pre-Planning	Fairfield Inn & Suites Anchorage Addition	Fairfield Inn	30			5060 A St, Anchorage, AK 99503-7400	

### Economy

Open	America's Best Suites Anchorage	America's Best Suites	35	Jun-73		4110 Spenard Rd, Anchorage, AK 99517-2903	(907) 243-3433
Open	Americas Best Value Inn Executive Suites Anchorage	Americas Best Value Inn	102	Jun-72		4360 Spenard Rd, Anchorage, AK 99517-2909	(907) 243-6366
Open	Americas Best Value Inn Anchorage	Americas Best Value Inn	16	Jun-72		826 K St, Anchorage, AK 99501-3332	(907) 258-7669
Open	Days Inn Anchorage Downtown	Days Inn	130	Jun-84		321 E 5th Ave, Anchorage, AK 99501-2632	(907) 276-7226
Open	Econo Lodge Airport Anchorage	Econo Lodge	95	May-08		4619 Spenard Rd, Anchorage, AK 99517-3235	(907) 865-4600
Open	Microtel Inn & Suites Anchorage	Microtel Inn	77	Sep-97		5205 Northwood Dr, Anchorage, AK 99517-3147	(907) 245-5002
Open	Motel 6 Anchorage Midtown	Motel 6	85	Jun-04		5000 A St, Anchorage, AK 99503-7400	(907) 677-8000
Open	Red Roof Inn Anchorage	Red Roof Inn	55	Jun-73		1104 E 5th Ave, Anchorage, AK 99501-2759	(907) 274-1650
Open	Super 8 Anchorage	Super 8	84	Nov-84		3501 Minnesota Dr, Anchorage, AK 99503-3650	(907) 276-8884
Open	Microtel Inn & Suites Eagle River	Microtel Inn	59	Jun-03		13049 Old Glenn Hwy, Eagle River, AK 99577-7562	(907) 622-6000
Pre-Planning	Motel 6 Anchorage Addition	Motel 6				5000 A St, Anchorage, AK 99503-7400	

# Appendix B

## Appendix: Existing and Planned Lodging in the South Central Alaska Lodging Market

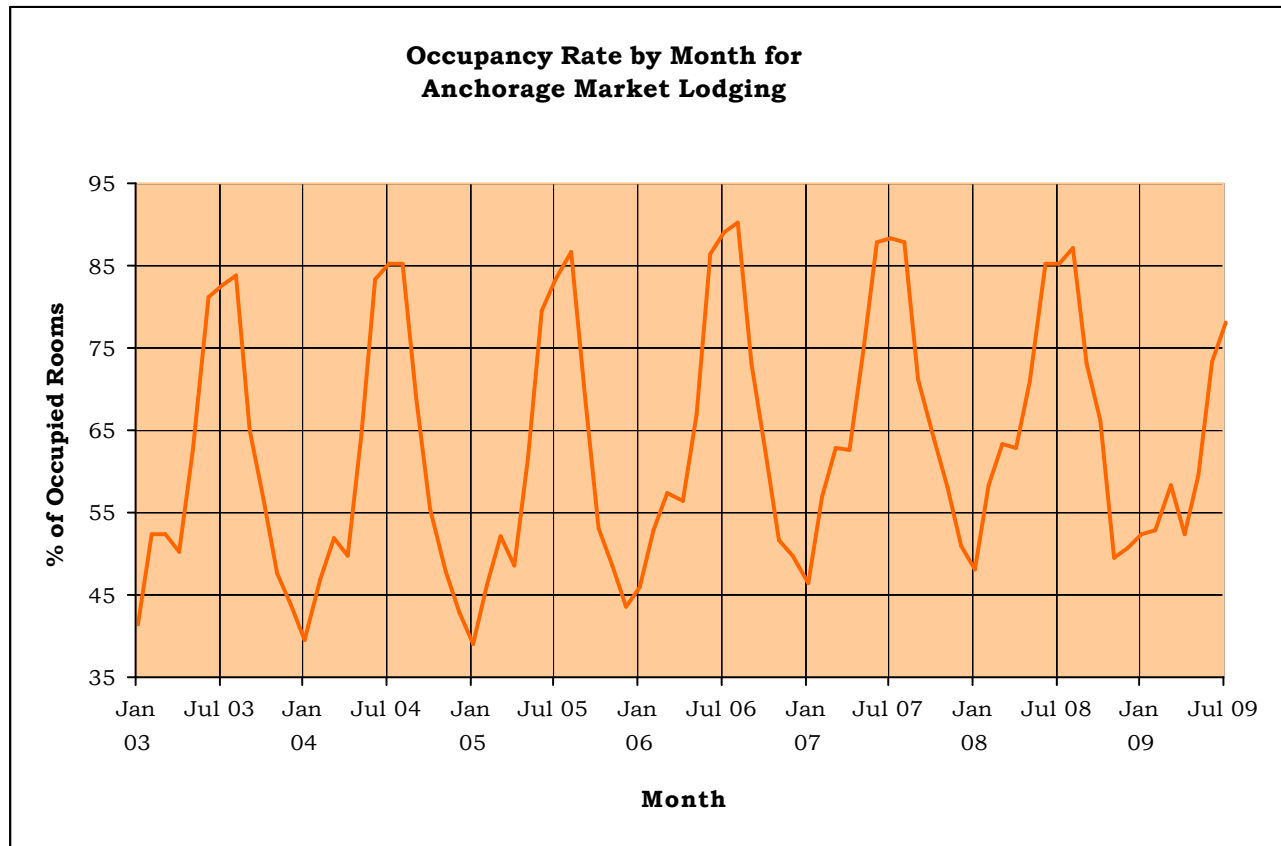
Status	Hotel Name	Brand	Rooms	(Anticipated)		Address	Phone
				Open Date			
<b>Independents</b>							
Open	Grand View Inn & Suites	N/A	300	Jun-04		2900 E Parks Hwy, Wasilla, AK 99654-7362	(907) 357-7666
Open	Alaskan View Motel	N/A	26	Oct-98		2650 E Parks Hwy, Wasilla, AK 99687-7359	(907) 376-6787
Open	Mat Su Resort	N/A	15	Jun-80		1850 Bogard Rd, Wasilla, AK 99654-6534	(907) 376-3228
Open	Valley Hotel	N/A	33	Jun-48		606 S Alaska St, Palmer, AK 99645-6394	(907) 745-3330
Open	Alaska Choice Inn	N/A	30			1930 Glenn Hwy, Palmer, AK 99645-6769	(907) 745-1505
Open	Golden Miner's Hotel	N/A	28	Jun-80		918 S Colony Way, Palmer, AK 99645-6928	(907) 745-6160
Open	Knik River Lodge	N/A	15			29979 E Knik River Rd, Palmer, AK 99645-7311	(907) 745-5002
Open	Anchor River Inn	N/A	20	Jun-65		Mile 157 Sterling Hwy, Anchor Point, AK 99556	(907) 235-8531
Open	Inlet Tower Hotel & Suites	N/A	176	Jun-89		1200 L St, Anchorage, AK 99501-4265	(907) 276-0110
Open	Dimond Center Hotel	N/A	109	Jun-02		700 E Dimond Blvd, Anchorage, AK 99515-2003	(907) 770-5000
Open	Mush Inn Motel	N/A	94	Jun-60		333 Concrete St, Anchorage, AK 99501-2822	(907) 277-4554
Open	Puffin Inn	N/A	85	Jun-55		4400 Spenard Rd, Anchorage, AK 99517-2914	(907) 243-4044
Open	Inlet Inn	N/A	83	Jun-68		539 H St, Anchorage, AK 99501-2120	(907) 277-5541
Open	Travel Inn	N/A	70	Jun-65		720 Gambell St, Anchorage, AK 99501-3755	(907) 277-1511
Open	Black Angus Inn	N/A	65	Jun-62		1430 Gambell St, Anchorage, AK 99501-5338	(907) 272-7503
Open	Long House Alaskan Hotel	N/A	54	Jun-96		4335 Wisconson St, Anchorage, AK 99517-2884	(907) 243-2133
Open	Royal Suite Lodge	N/A	54	Jun-82		3811 Minnesota Dr, Anchorage, AK 99503-5645	(907) 563-3114
Open	Parkwood Inn	N/A	50	Jun-71		4455 Juneau St, Anchorage, AK 99503-7513	(907) 563-3590
Open	Lakeshore Motor Inn	N/A	45	Oct-95		3009 Lakeshore Dr, Anchorage, AK 99517-2806	(907) 248-3485
Open	Anchor Arms Hotel	N/A	44	Jun-65		433 Eagle St, Anchorage, AK 99501-2630	(907) 272-9619
Open	Econo Inn	N/A	41	Jun-70		642 E 5th Ave, Anchorage, AK 99501-2731	(907) 274-1515
Open	Voyager Hotel	N/A	40	May-66		501 K St, Anchorage, AK 99501-2027	(907) 277-9501
Open	Artic Tern Inn	N/A	39	Jun-60		5000 Taku Dr, Anchorage, AK 99508-2426	(907) 337-1544
Open	Merrill Field Inn	N/A	39	Jun-91		420 Sitka St, Anchorage, AK 99501-2830	(907) 276-4547
Open	Spenard Motel	N/A	38	Jun-62		3960 Spenard Rd, Anchorage, AK 99517-3003	(907) 243-6917
Open	Chelsea Inn Hotel	N/A	35	May-90		3836 Spenard Rd, Anchorage, AK 99517-2680	(907) 276-5002
Open	Kennicott Glacier Lodge	N/A	35	Jun-87		Lot 15 Millsite Sub, Anchorage, AK 99510	(907) 258-2350
Open	Anchorage Suites Lodge	N/A	34	Jun-79		441 E 15th Ave, Anchorage, AK 99501-5211	(907) 276-3114
Open	Sourdough Visitors Lodge	N/A	32	May-88		801 Erickson St, Anchorage, AK 99501-1138	(907) 279-4148
Open	Grand Hotel	N/A	31	Jan-52		505 W 2nd Ave, Anchorage, AK 99501-2207	(907) 929-8888
Open	Duke's 8th Avenue Hotel	N/A	28	Jul-84		630 W 8th Ave, Anchorage, AK 99501-3435	(907) 274-6213
Open	Airport Bed & Breakfast	N/A	28			2904 Aspen Dr, Anchorage, AK 99517-3253	(907) 243-6050
Open	Big Timber Motel	N/A	27	Jun-75		2037 E 5th Ave, Anchorage, AK 99501-2920	(907) 222-1955
Open	Historic Anchorage Hotel	N/A	26	Jun-16		330 E St, Anchorage, AK 99501-2307	(907) 272-4553
Open	Creekwood Inn	N/A	26	Jun-65		2150 Gambell St, Anchorage, AK 99503-2217	(907) 258-6006
Open	Al's Alaskan Inn	N/A	24	Jan-64		7830 Old Seward Hwy, Anchorage, AK 99518-3234	(907) 344-6223
Open	Arctic Inn Motel	N/A	24			842 W Intrntl Airport Rd, Anchorage, AK 99518-1001	(907) 561-1328
Open	Anchorage Uptown Hotel	N/A	20	Jun-63		234 E 2nd Ave, Anchorage, AK 99501-2402	(907) 279-4232
Open	John's Motel	N/A	20			3543 Mountain View Dr, Anchorage, AK 99508-1111	(907) 277-4332
Open	Young Lodge	N/A	20	Jun-75		337 W 33rd Ave, Anchorage, AK 99503-4706	(907) 562-5700
Open	Alaska Tudor Motel	N/A	19	Jun-90		4423 Lake Otis Pkwy, Anchorage, AK 99507-1481	(907) 561-2234
Open	Brooks Lodge & Cabins	N/A	16	Jun-65		Katmai National Park, Anchorage, AK 99502	(907) 243-5448
Open	Big Lake Motel	N/A	19	Jun-91		Mile 1.5 S Big Lake Rd, Big Lake, AK 99652	(907) 892-7976
Open	Kenai Princess Lodge	N/A	86	Jun-90		Mile 2 Bean Creek Rd, Cooper Landing, AK 99572	(907) 595-1425
Open	Copper River Princess Lodge	N/A	85	Jun-02		Mile 102 Richardson Hwy, Copper Center, AK 99573	(907) 822-4000
Open	Copper Center Lodge	N/A	19	Jun-32		101 Richardson Hwy, Copper Center, AK 99573	(907) 822-3245
Open	Reluctant Fisherman Motel	N/A	44	Jun-72		501 Railroad Ave, Cordova, AK 99574	(907) 424-3272
Open	Orca Lodge	N/A	34	Jun-01		2500 Orca Rd, Cordova, AK 99574	(907) 424-7249
Open	Prince William Motel	N/A	16	Jun-64		501 2nd St, Cordova, AK 99574-0908	(907) 424-3201
Open	The Hotel Alyeska	N/A	304	Aug-94		1000 Arlberg Ave, Girdwood, AK 99587	(907) 754-1111
Open	New Caribou Motel	N/A	86	Sep-90		Mile 187 Glennallen Hwy, Glennallen, AK 99588	(907) 822-3302
Open	Lands End Resort	N/A	108	Apr-58		4786 Homer Spit Rd, Homer, AK 99603-8001	(907) 235-0400
Open	Ocean Shores Motel & Resort	N/A	38	Jun-65		3500 Crittenden Dr, Homer, AK 99603-7462	(907) 235-7775
Open	Heritage Hotel	N/A	37	Jun-49		147 E Pioneer Ave, Homer, AK 99603-7531	(907) 235-7787
Open	Beluga Lake Lodge	N/A	35	Jun-75		204 Ocean Dr Loop, Homer, AK 99603-7964	(907) 235-5995
Open	Driftwood Inn	N/A	20	Jun-18		135 W Bunnell Ave, Homer, AK 99603-7826	(907) 235-8019
Open	Aspen Kenai Extended Stay Stes	N/A	78	Apr-08		10431 Kenai Spur Hwy, Kenai, AK 99611-7812	(907) 283-2272
Open	Kenai Merit Inn	N/A	60	Jun-70		260 S Willow St, Kenai, AK 99611-7746	(907) 283-6131
Open	Kings Inn	N/A	52	Jun-86		10352 Kenai Spur Hwy, Kenai, AK 99611-7809	(907) 283-6060
Open	Uptown Motel	N/A	50	Jun-84		47 Spur View Dr, Kenai, AK 99611-6879	(907) 283-3660
Open	Kenai Landing	N/A	48	May-07		2101 Bowpicker Ln, Kenai, AK 99611-5801	(907) 335-2500
Open	Katmai Pine Lodge	N/A	32			10800 Kenai Spur Hwy, Kenai, AK 99611-7849	(907) 283-6101
Open	The Place Motel	N/A	15	Jun-85		44705 Kenai Spur Hwy, Kenai, AK 99611	(907) 283-7071
Open	Seward Windsong Lodge	N/A	108	Jun-97		Mile Half Exit Glacier Rd, Seward, AK 99664	(907) 224-7116
Open	Breeze Inn Motel	N/A	86	Jun-74		1306 Seward Hwy, Seward, AK 99664	(907) 224-5238
Open	Hotel Seward	N/A	62	Sep-89		221 5th Ave, Seward, AK 99664	(907) 224-2378
Open	Harborview Inn	N/A	37	Jun-98		804 3rd Ave, Seward, AK 99664	(907) 224-3217
Open	Marina Motel	N/A	26	Jun-62		1603 Seward Hwy, Seward, AK 99664	(907) 224-5518

# Retail, Office, and Lodging Market Analysis

## Appendix: Existing and Planned Lodging in the South Central Alaska Lodging Market

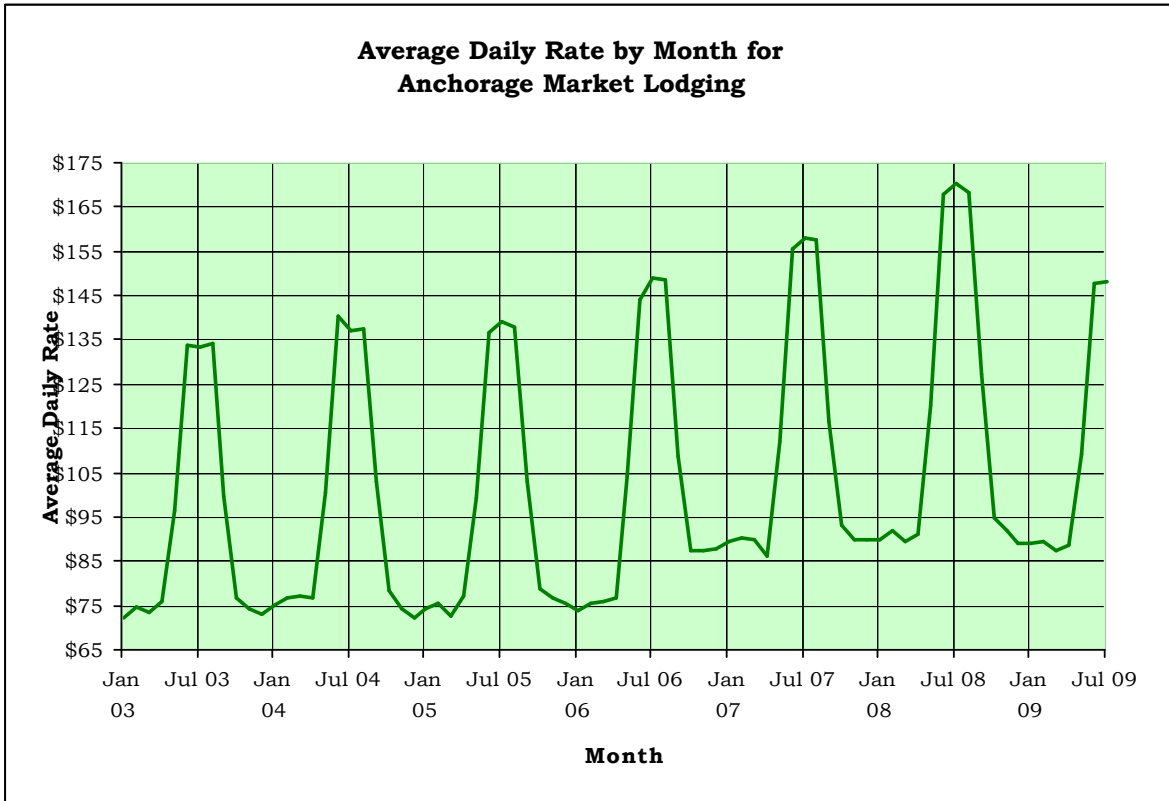
Status	Hotel Name	Brand	Rooms	(Anticipated)		Address	Phone
				Open Date			
Open	Van Gilder Hotel	N/A	23	Jun-16		308 Adams St, Seward, AK 99664	(907) 224-3079
Open	Murphey's Motel	N/A	23	Jun-53		911 4th Ave, Seward, AK 99664	(907) 224-8090
Open	Aspen Hotel Soldotna	N/A	63	Nov-02		326 Binkley Cir, Soldotna, AK 99669-8058	(907) 260-7736
Open	Hooligan's Lodge	N/A	33			44715 Sterling Hwy, Soldotna, AK 99669-7939	(907) 262-9388
Open	Riverside House	N/A	28	Jun-66		44611 Sterling Hwy, Soldotna, AK 99669-7938	(907) 262-0500
Open	Soldotna Inn	N/A	28	Jun-78		35041 Kenai Spur Hwy, Soldotna, AK 99669-7621	(907) 262-9169
Open	Kenai River Lodge	N/A	25	Jun-68		393 Riverside Dr, Soldotna, AK 99669-7846	(907) 262-4292
Open	Loon Lake Resort	N/A	25			43645 Sports Lake Rd, Soldotna, AK 99669-6824	(907) 262-8435
Open	Duck Inn	N/A	20			43187 Kalifonsky Beach Rd, Soldotna, AK 99669-8261	(907) 262-1849
Open	Soldotna B & B Lodge	N/A	16	Jun-85		399 Lovers Ln, Soldotna, AK 99669-7946	(907) 262-4779
Open	Redfish Lodge	N/A	15			Mile Post 81 Anna St, Sterling, AK 99672	(907) 260-6535
Open	Talkeetna Alaskan Lodge	N/A	98	Jun-99		Talkeetna Spur Rd Mile 12, Talkeetna, AK 99676	(907) 733-9500
Open	Talkeetna Motel	N/A	23			B St, Talkeetna, AK 99676	(907) 733-2323
Open	Keystone Hotel	N/A	104	Apr-94		401 W Egan Dr, Valdez, AK 99686	(907) 835-3851
Open	Aspen Hotel	N/A	103	Jun-99		100 Meals Ave, Valdez, AK 99686	(907) 835-4445
Open	Totem Inn	N/A	70	Jun-75		144 E Egan Dr, Valdez, AK 99686	(907) 834-4443
Open	Glacier Sound Inn	N/A	40			210 Egan Dr, Valdez, AK 99686	(907) 835-4485
Open	Downtown Bed & Breakfast Inn	N/A	21	Jun-89		113 Galena Dr, Valdez, AK 99686	(907) 835-2791
Open	Pipeline Inn	N/A	16	Jun-67		112 Eagan Dr, Valdez, AK 99686	(907) 835-4444
Open	Anchor Inn	N/A	27	Jun-78		100 Whittier St, Whittier, AK 99693	(907) 472-2354
Open	The Inn @ Whittier	N/A	25			Horbor Loop Rd, Whittier, AK 99693	(907) 472-7000

**GRAPH #1, Occupancy Rate**

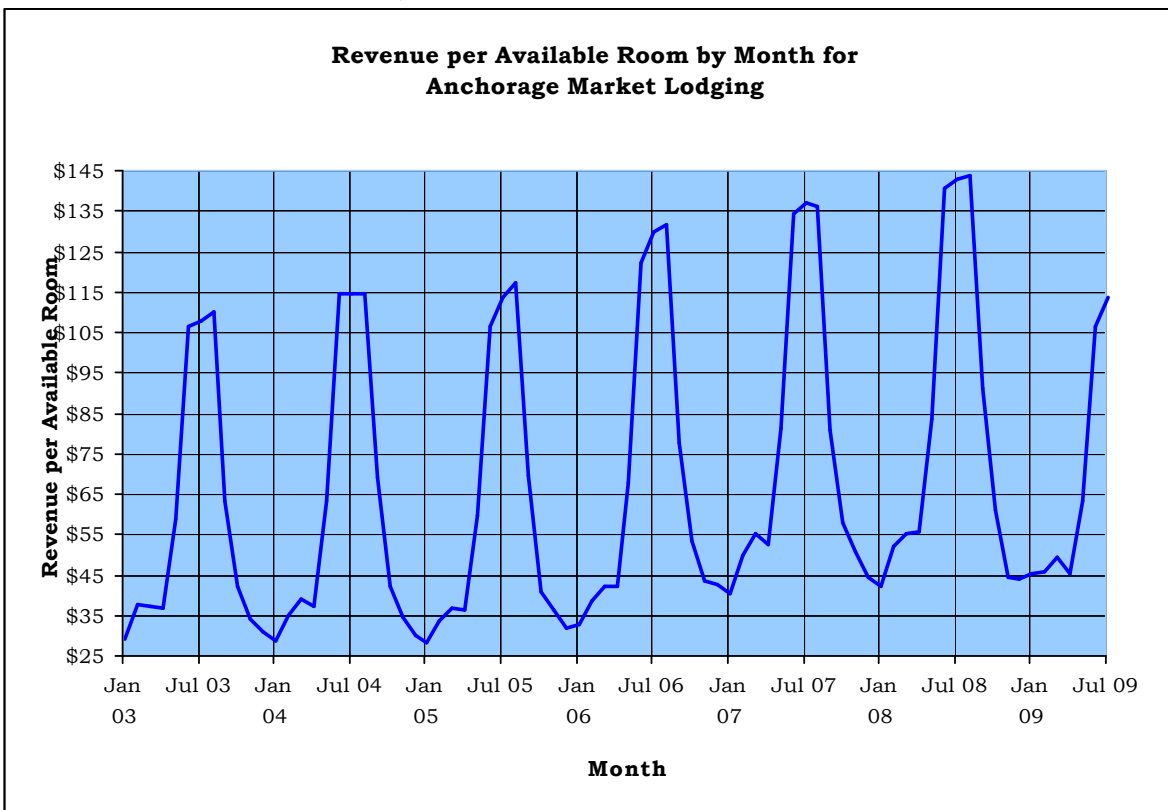


# Appendix B

**GRAPH #2, Average Daily Room Rate**

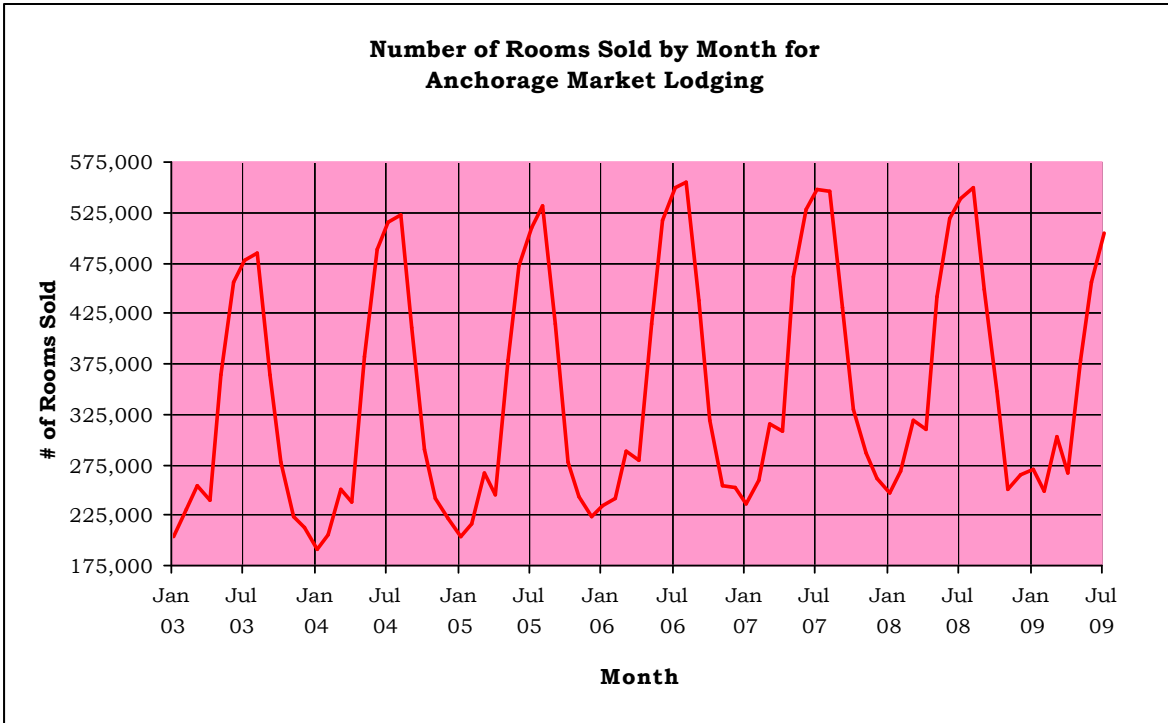


**GRAPH #3, Revenue Per Available Room**

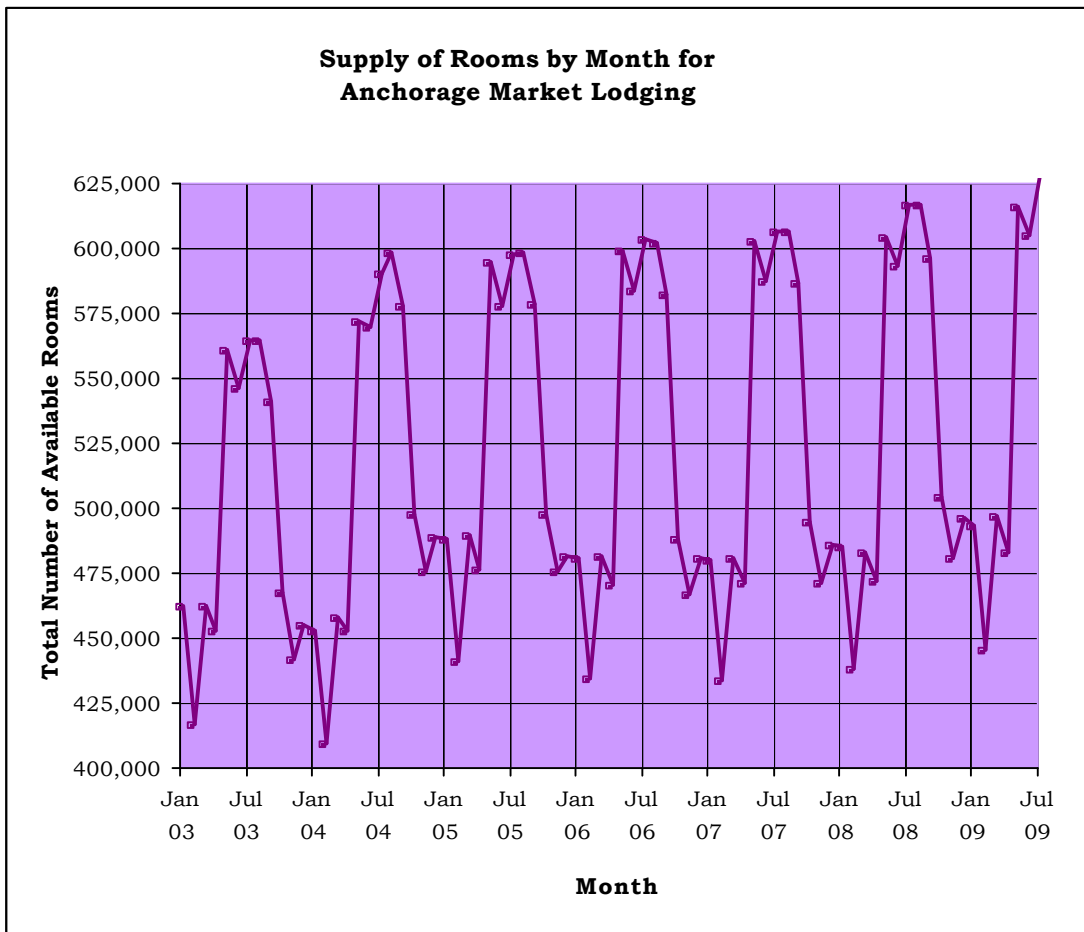


# Retail, Office, and Lodging Market Analysis

**GRAPH #4, DEMAND, Number of Rooms Sold**

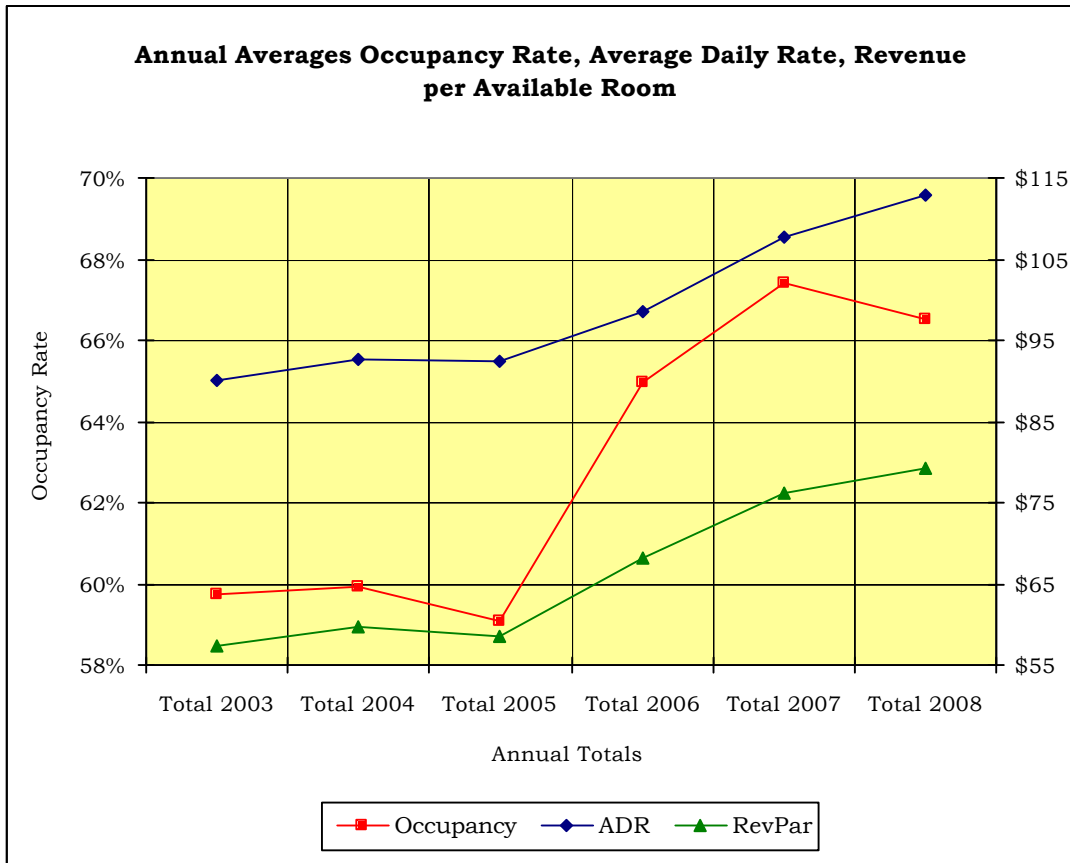


**GRAPH #5, Supply of Available Rooms**



# Appendix B

**GRAPH #6, Sensitivity Analysis, Occupancy/ADR/RevPar**



**GRAPH #7, Rooms Sold (Demand) vs. Available Rooms (Supply)**

