

NOTICE

Notice is hereby given that the Mayor and City Council will hold a Work Session on May 09, 2012 in the Council Chambers, 45 West 100 South, beginning at 6:00 pm.

DISCUSSION ITEMS

1. Presentation by MTN Retail Advisors
2. Budget Discussion
3. General Discussion

If you are planning to attend this Public Meeting and, due to a disability, need assistance in understanding or participating in the meeting, please notify the City Office ten or more hours in advance and we will, within reason, provide what assistance may be required.

CERTIFICATE OF MAILING

The undersigned duly appointed City Recorder for the municipality of Santaquin City hereby certifies that a copy of the foregoing Notice and Agenda was e-mailed to the Payson Chronicle, Payson, UT, 84651.



By: Susan B. Farnsworth, City Recorder

Posted:

City Offices

Post Office

Zions Bank

**MINUTES OF A WORK SESSION
HELD IN THE COUNCIL CHAMBERS
MAY 09, 2012**

The meeting was called to order at 6:02 pm by Mayor James E. DeGraffenried. Council Members attending: Keith Broadhead, Matthew Carr, James Linford, and Rick Steele. Richard Payne was excused.

Others attending: City Manager Ben Reeves, MTN Retail Advisors Representatives Dave Nielson and Norman Nielson, and Brent Norton.

DISCUSSION ITEMS

Presentation by MTN Retail Advisors

Mr. Nielson reported he "comes from a grocer background". He began his career with Smith Food King working in the retail end. Mr. Nielson introduced MTN Retail Advisors as a provider of many services. One of them being Market Intelligence and other research related solutions to a variety of industries. Their techniques, tools and trade experience will help the City know their opportunity, market and their site. MTN understands and unifies stakeholder interests, analyze data and recommend actions, connect insights with opportunities, identifies and track key metrics and demonstrate service level attainment. (See attachment "A" for complete information packet)

Council Member Linford was told MTN have just recently begun working with Cities the size of Santaquin to attract businesses. Mr. Nielson reported their track record is pretty good with regard to projecting revenues for businesses.

Council Member Broadhead was told MTN could draft a preliminary study before completing "a full blown" study. The study area would extend North to Springville.

Budget Discussion

City Manager Reeves reported he met with the Insurance Broker today. With some changes and reallocations of the benefits currently there is \$77,530 in funds available. Council Member Linford stated he would like all excess money allocated to road repair or replacement. Council Member Carr is of the same opinion. Road repair/replacement is critical. Council Member Broadhead suggested using ½ of the money for raises instead of all of it being set aside for roads. It was suggested to use any available money from the refinancing of the Pressurized Irrigation Bonds towards roads. Council Member Broadhead also requested "looking at essential personnel" perhaps reassigning job duties. It was reported that the Staff Planner saves on engineering costs as he is qualified to complete some of the engineering requirements.

General Discussion

City Manager Reeves reported he was approached by EMS Representatives with regard to purchasing a used vehicle from Pleasant Grove Fire Department. The vehicle is a 2001 Chevrolet Suburban LT2500 4WD Emergency Response Vehicle with approximately 90,000 miles. The vehicle has been used as a paramedic response vehicle and is completely equipped with emergency lighting and siren. It has a pre-installed Motorola XLT 2500 mobile 800 MHz radio (must be re-assigned and re-programmed). The rear seat has been removed and a heavy duty slide out equipment tray installed (rear seat is included but not installed). This vehicle has expected wear and tear to the interior, but is essentially free of major dents and scratches. It is mechanically sound and after applying your department decals it would be ready for service.

NADA price range (without emergency related equipment installed)

Rough Trade-in \$ 6,250

Clean Retail \$10,950

Asking NADA rough trade-in price \$ 6,250

The vehicle would be used primarily as a First Response Vehicle for any Paramedic available during a 24 hour period. The State has implemented a new policy allowing Intermediate Licensed Agencies to bill for Services at a Paramedic level if there is a Paramedic on the call. The general feel of the Council was to authorize the purchase of the vehicle if it fit within the EMS budget.

City Manager Reeves reported RMT's Website Contract is due for renewal on June 15th. The Contract auto renews in 2 year increments if no action is taken. Council Member Payne has been working with City Manager Reeves on reformatting the website and making it more user friendly. City Manager Reeves will contact RMT with regard to not renewing the contract and move forward with getting the website up to date.

It was reported the Chamber of Commerce's Annual B-B-Q is scheduled for June 26th 6:00 pm. The Mayor and Council Members are invited to attend.

The monthly Employee Birthday Lunch will be held on June 16th. The Employees will be given the opportunity to sign up for assisting the Public Works with weed pulling. All office duties will be covered before anyone is allowed to spend time in the "field".

City Manager Reeves informed the Mayor and Council Members they have copies of the received garbage bids in their drop boxes. It was a concern that all the Bidders were not bidding "apples to apples". The RFP will be given to the Council Members to review along with the submitted bids before a final decision being made. The awarding of the bid will be on the May 16th Council Meeting.

Council Member Carr was told by Mayor DeGraffenried that those responsible for the problems with the planter boxes have been on site and reviewed the problem. The issue should be resolved shortly. City Manager Reeves will request the bricks that have "dropped off the boxes" be picked up daily.

It was reported the apple trees located on the WRF property will be cut up and sold. The money raised by selling of the wood will accounted for in the Sewer fund. Allowing people helping themselves it isn't allowed.

At 7:47 pm the meeting adjourned.

Approved on May 16, 2012



James E. DeGraffenried, Mayor



Susan B. Farnsworth, City Recorder

Market Intelligence Services

MTN
RETAIL ADVISORS

When all the pieces
have to fit together
perfectly

- **Public Sector**
Management means not only doing your job but satisfying **myriad bosses**, all of whom have competing interests, abilities and understandings.
- Few things can unify all those **disparate interests** faster than having access to **solid data** and **insightful analysis**.



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Industry Solutions

We provide market intelligence services and other research related solutions to a variety of industries.



Grocery
Anchored
Retail



Municipalities
& Economic
Development



Real
Estate
Development



Other
General
Retail



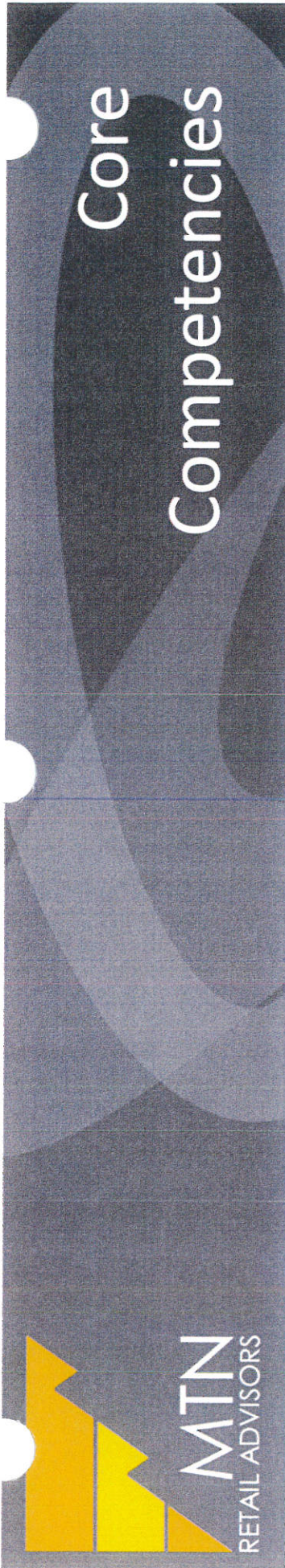
Real Estate
Investment
Analysts



Real Estate
Investment
Trusts



Consumer
Research
Surveys



Our
techniques,
tools and
trade
experience
will help
you:

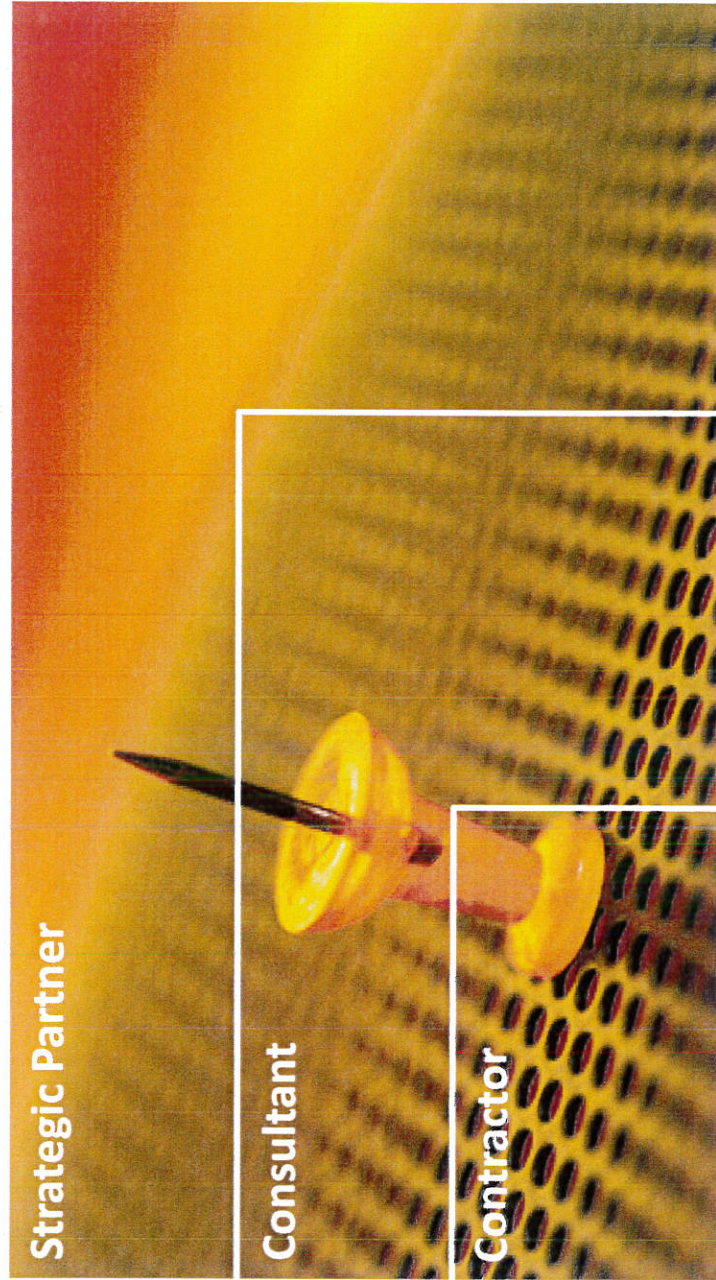
know your opportunity

Know your market

Know your site



When
placing a
pin can't
be as
risky as
placing a
bet

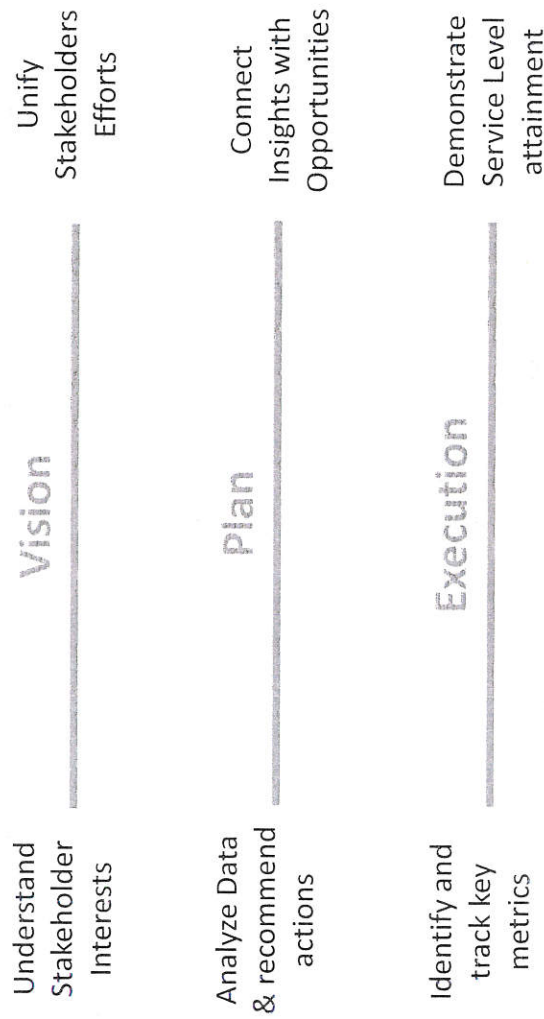
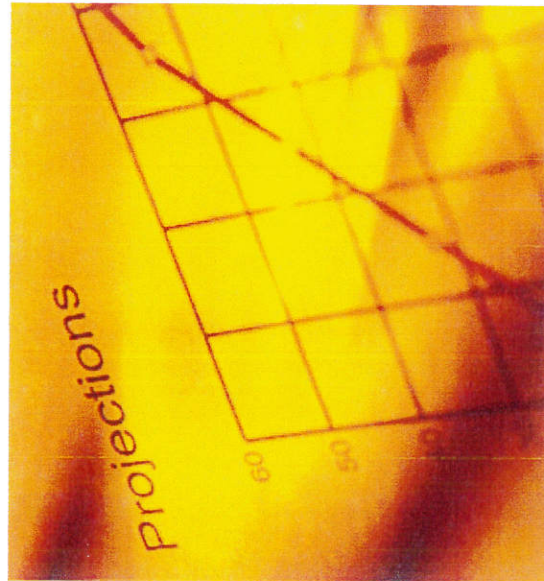




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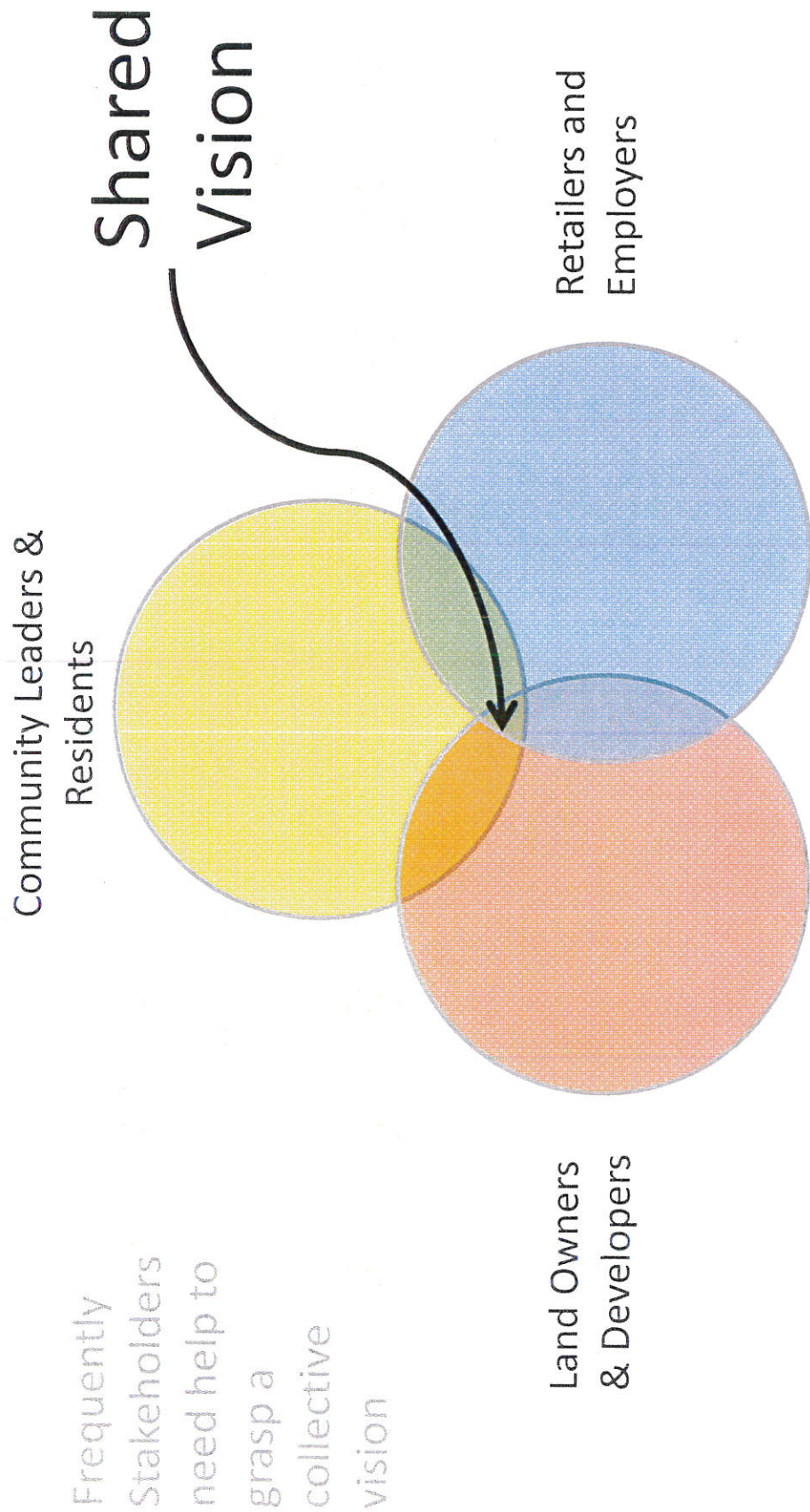
Municipalities & Economic Development

What can MTN Market Intelligence Services do for you?



*How well are you
progressing the
community
agenda?*

Municipalities & Economic Development





Municipalities & Economic Development

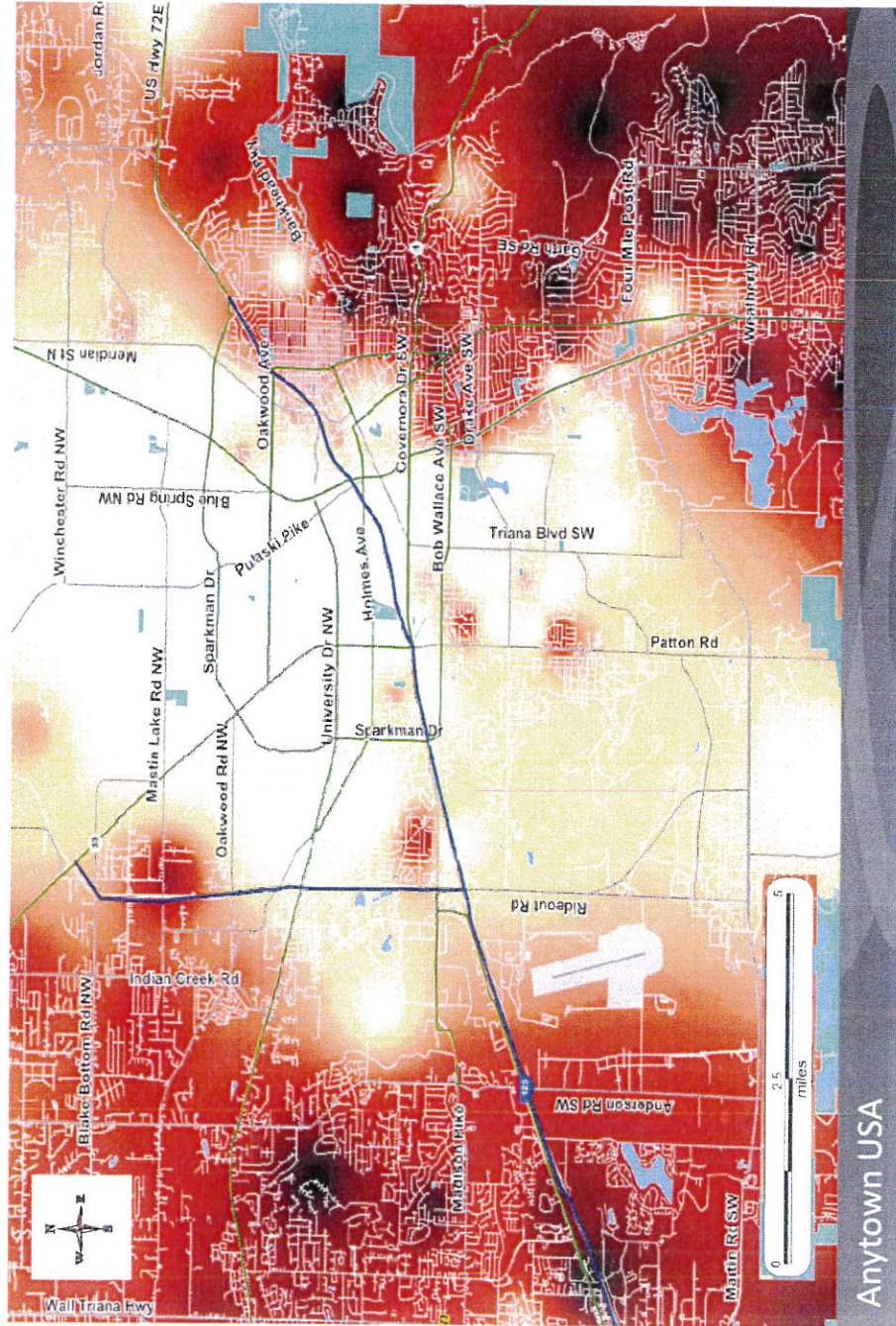
Needs Assessment

Please consider carefully the following ways comprehensive market intelligence could help you and rank the top 3 most important to you at this time

- We need data which can inform strategy
- We need data backed insights to help unify stakeholders
- We need data to inform decisions and support our actions
- We need data to attract the right businesses, employers and retailers
- We need data to help elevate our levels of service
- We need data to help align public opinion
- We need data to help influence investment or lending decisions
- We need data to open doors for new development opportunities
- We need data to avoid missing out from lost opportunities
- We need data which will help us diplomatically resolve conflicts

Sample Hot Spot Map for Anytown USA

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Note: Index score calculated by weighting the following:

- Average Household Income (25% weight) > \$75,000
- College Degree (25% weight) > 30% of the population
- Population Density (50% weight) > 5,000 people / sq. mile

Anytown USA

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ANYWHERE, USA



Development Site: NWC Main St & Center Ave



North facing

West facing

CONFIDENTIAL INFORMATION

Report Date: June 30, 2011
Field Research Date: May 2011

2290 East 4500 South, Suite 100
Salt Lake City, UT 84117
www.mtnretailadvisors.com



Analyst: Doug Munson
Office: (801) 272-1501
Cell: (801) 870-1501
Doug@mtnretailadvisors.com

Best Foods Site

Intersection, City Map Key	Store Name	Sales Area	Sep-13		Sep-14		Sep-15		Sep-16		Sep-17			
			Projected \$	\$/Sq. Ft.	Projected \$	\$/Sq. Ft.	Projected \$	\$/Sq. Ft.	Projected \$	\$/Sq. Ft.	Projected \$	\$/Sq. Ft.	Projected \$	\$/Sq. Ft.
NWC Main St & Center Ave, Anyplace														
1,000.00	Best Foods	30,000	\$675,000	\$22.50	\$705,000	\$23.50	\$712,000	\$23.73	\$720,000	\$24.00	\$725,000	\$24.17	150	

	Poor	Fair	Good	Excellent
1. The company's financial condition is sound				
2. The company's management is competent				
3. The company's products are of high quality				
4. The company's customer service is excellent				
5. The company's reputation is good				
6. The company's employees are well-trained				
7. The company's facilities are modern				
8. The company's products are innovative				
9. The company's customer service is prompt				
10. The company's reputation is excellent				

Access:

North

South

East

West

ess/

ress:

ility:

North

North
South

East

East
West

1528A

Also with
Muller

North
CarolinaSouth
East

East

West

Con-

section

1

10

Journal of Management Education 36(7) 809-824

Street Conditions:

Main St is a 5-lane north south main arterial with protected turns. Center Ave is a 5-lane east west main arterial with protected left turns.

Co-tenants:

The plans show this to be a free standing center. However, the property across Main to the east is also planned for development to increase retail synergy at this location.

Comments:

This is a high growth area with new retail synergy.

Affected Sister Store(s):

Best Foods (Map key #3)
\$30,000 or 5.6%

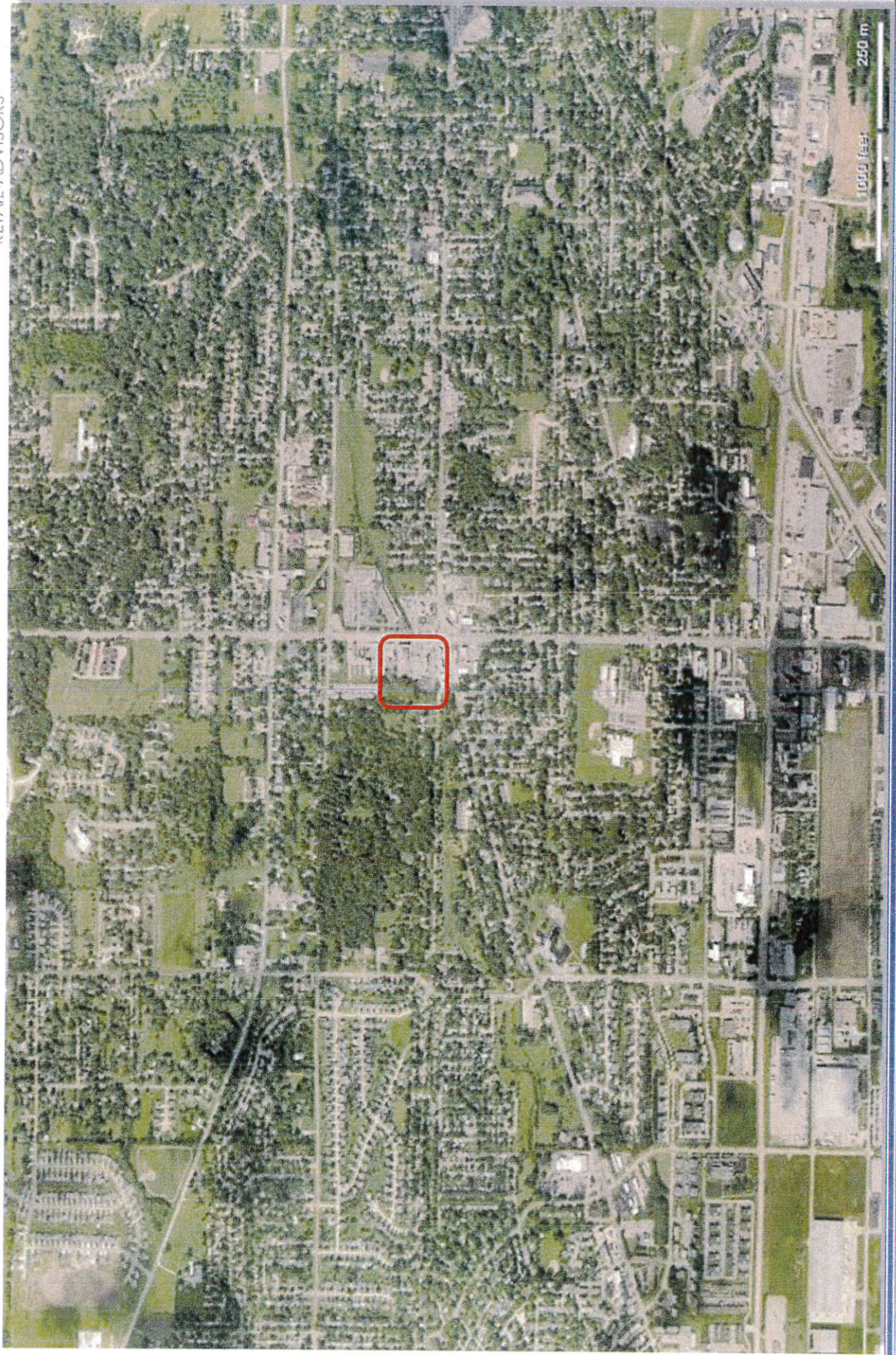
Traffic Controls: Fully signalized intersection with protected left turns.



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Development Site: NWC Main St & Center Ave



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Development Site: NWC Main St & Center Ave



Sales Potential (000's)

Assume Store Opens 2012:		
2013 - After Open 1 Year *	\$675	\$545
2014 - After Open 2 Years	\$705	\$567
2015 - After Open 3 Years	\$712	\$585
2016 - After Open 4 Years	\$720	\$591
2017 - After Open 5 Years	\$725	\$598
Projected Primary Trade Area Market Share	7.46%	
Assumed Store Size - Sales Area	30,000	
Assumed Power	150 **	145
Estimated Annual Inflation Rate	1.0%	
Additional Estimated Annual Acceptance Rate		
2nd Year Ending	3.0%	
3rd Year Ending	2.0%	

Primary Trade Area Forecast Details

	<u>Population Data</u>	
2013		137,300
2014		137,500
2015		137,700
	<u>2013 Radius Population</u>	
Within 1 Mile		44,600
Within 2 Miles		114,800
Within 3 Miles		201,900
Estimated Annual Population Growth Rate		0.1%
	<u>Estimated Household and Conventional Supermarket Data</u>	
Average Persons/Household (2010)		3.42
Median Household Income (2009)		\$50,921
Average Household Income (2009)		\$63,292
Avg. Weekly Per Capita Expenditure (2013)		\$44.46
Total \$ Available (000's) (2013)		\$6,105

* After Open 1 Year" represents the store's potential at the end of the first full year of operation and includes known competitive changes and the listed growth factor for population and inflation. In addition, the 2nd & 3rd year estimates include the listed acceptance (maturation) factor based on analogs for similar stores.

** All maps, tables, and documents contained in this report reflect a 150 Power.

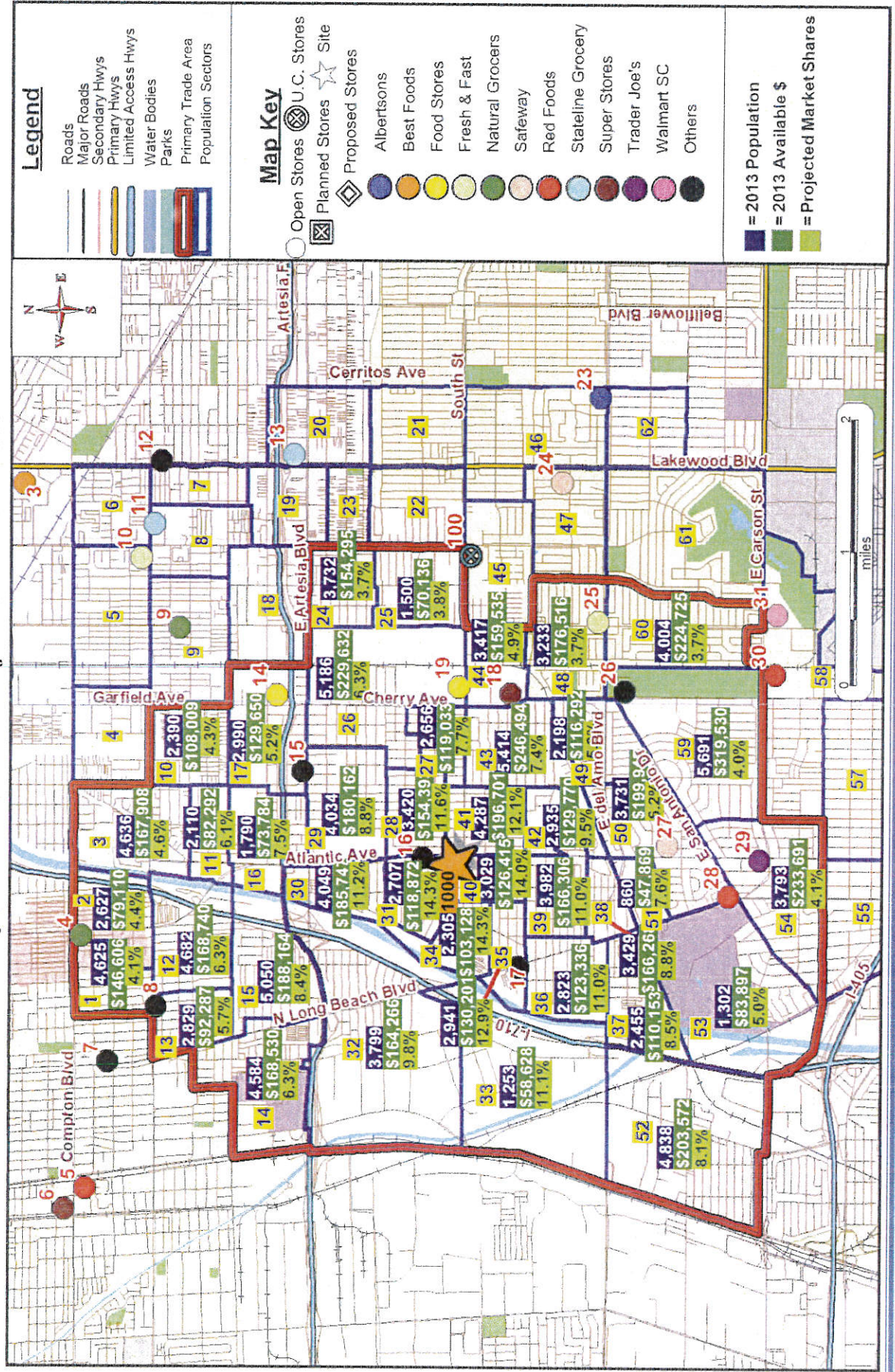
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Development Site: NWC Main St & Center Ave

Population Sectors & Projected Market Shares



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Development Site: NWC Main St & Center Ave



Source of Volume (000's)

Best Foods Site

Primary Sources of Projected Volume	Address or Intersection	Map Key	Effective Store Power	Straight Line Dist. From Site	Size (Sq. Ft.)*		Sales As of Field Research Date	+Pop Grwth, Infl. & Comp. Chngs.	2013 Volume		Resulting Volume
					Sales Area	Est. Total Area			Contribution To Site		
Company Stores:											
Best Foods	NWC Main St & Center Ave	1000.0	150	-	30,000	40,000	-	-	-	-	\$675
Best Foods	SWC Lakewood Blvd & Rosecrans Ave	3	111	3.62 mi	40,000	53,000	\$575	\$534	\$30	5.6 %	504
Existing Competition:											
Natural Foods	SWC Atlantic Ave & Compton Blvd	4	117	2.43	16,200	22,000	340	328	12	3.7	316
Red Foods	SWC Compton Blvd & Alameda St	5	70	3.11	27,400	37,000	255	248	6	2.4	242
Super Stores	NEC Compton Blvd & Willowbrook Ave	6	173	3.30	27,500	37,000	735	713	18	2.5	695
Best Way	NEC Long Beach Blvd & Myrrh St	7	108	2.54	15,000	20,000	215	210	8	3.8	202
Rons Market	SWC Alondra Blvd & Muriel Ave	8	52	2.11	7,700	10,000	45	44	2	4.5	42
Natural Foods	SWC Paramount Blvd & Alondra Blvd	9	138	2.28	26,900	36,000	590	547	28	5.1	519
Fresh & Fast	NWC Downey Ave & Alondra Blvd	10	90	2.76	10,200	14,000	125	116	4	3.4	112
Stataline Grocery	SEC Alondra Blvd & Downey Ave	11	94	2.85	33,600	45,000	425	392	13	3.3	379
Best Way	SEC Lakewood Blvd & Alondra Blvd	12	144	3.12	15,840	21,000	345	316	9	2.8	307
Stataline Grocery	NEC Artesia Blvd & Lakewood Blvd	13	81	2.74	44,000	59,000	440	392	11	2.8	381
Food Stores	NEC Cherry Ave & Hwy 91 (Artesia Fwy)	14	95	1.54	41,300	55,000	525	485	33	6.8	452
Big Saver Foods	NWC Artesia Blvd & Gundy Ave	15	115	1.12	17,500	23,000	320	299	29	9.7	270
La Bodega	NWC Atlantic Ave & 60th St	16	102	0.20	2,500	3,000	35	33	4	12.1	29
Best Food Mrlt	SWC Long Beach Blvd & Louise St	17	83	0.78	3,825	5,000	40	38	5	13.2	33
Super Stores	NEC Cherry Ave & Market St	18	147	1.11	33,000	44,000	730	666	60	9.0	606
Food Stores	NEC South St & Cherry Ave	19	70	1.09	54,990	73,000	510	463	42	9.1	421
Albertsons	NWC Del Amo Blvd & Clark Ave	23	87	3.05	28,944	39,000	340	298	7	2.3	291
Safeway	NWC Lawood Blvd & Hardwick St	24	67	2.47	24,500	33,000	205	179	6	3.4	173
Fresh & Fast	NEC Paramount Ave & Del Amo Blvd	25	80	1.76	9,900	13,000	100	90	6	6.7	84
Buy Low Whse	SEC Del Amo Blvd & Cherry Ave	26	159	1.53	23,000	31,000	570	523	35	6.7	488
Safeway	SEC Atlantic Ave & 45th Way	27	67	1.37	60,000	80,000	470	444	39	8.8	405
Red Foods	NEC Long Beach Blvd & San Antonio Dr	28	79	1.77	34,600	46,000	340	324	26	8.0	298
Trader Joe's	NWC Atlantic Ave & Cartagena St	29	248	1.96	7,400	10,000	860	848	22	2.6	826
Red Foods	SEC Carson St & Cherry St	30	70	2.37	44,000	59,000	390	364	18	4.9	346
Walmart SC	SEC Carson St & Paramount Ave	31	88	2.59	35,000	47,000	415	394	13	3.3	381
Average Power			105						\$456		
Proposed Competition:											
Wyatt's	SWC South St & Downy Ave	100.0	125	1.91	68,000	91,000	0	935	48	5.1	887
									\$48		

Sales Potential (000's)	Sales Transfers from Company Stores
Assume Store Opens 2012	\$30
2013 - After Open 1 Year	\$504
	\$534
	79.1%

Note: Sales effects based on gravity model analysis.

*Total area devoted to Food Group

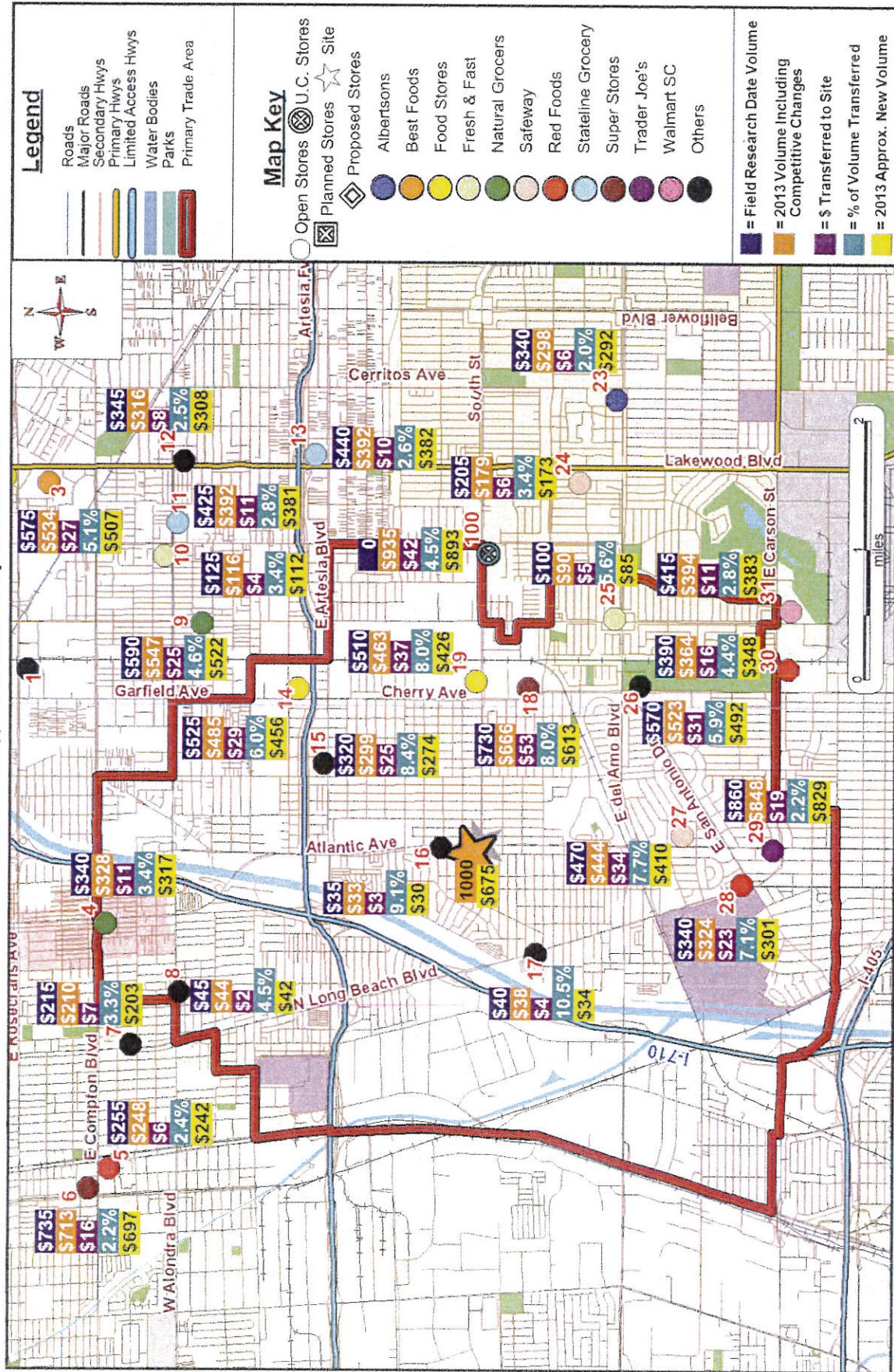
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Development Site: NWC Main St & Center Ave

Effects on Existing / Planned Supermarkets



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Development Site: NWC Main St & Center Ave



Population Profile: Growth / Ethnicity / Sex / Age

Best Foods PTA

Population	
1990	114,672
2000	135,294
2010	134,694
2015	135,917

Growth Trend

1990-2000	17.98
2000-2015	0.46

Ethnicity

White	15.07%
Black	21.26%
Asian	11.56%
Other	3.11%
Hispanic	48.99%

Sex

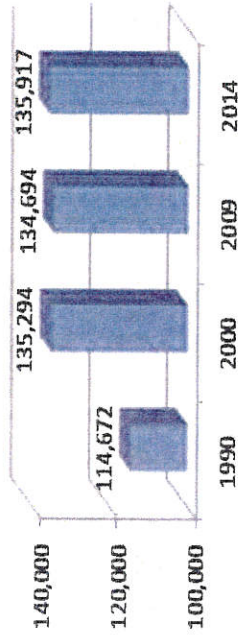
Male	49.04%
Female	50.96%

Age

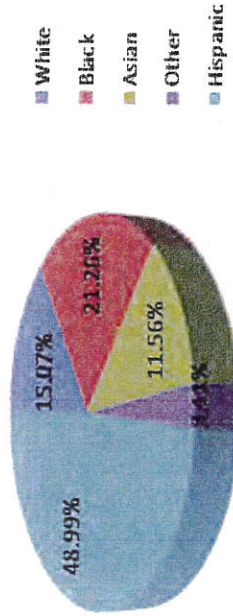
Under 5	7.46%
5 to 14	13.70%
14 to 18	7.89%
18 to 22	7.93%
22 to 25	4.43%
25 to 35	13.63%
35 to 45	14.02%
45 to 55	13.23%
55 to 65	9.21%
65 to 75	4.94%
Over 75	3.57%

Median	26.93
Average	33.53

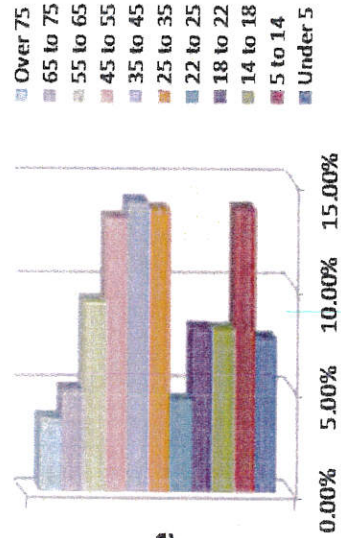
PTA Population



PTA Ethnicity



PTA Age



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Development Site: NWC Main St & Center Ave



Households

1990	38,993
2000	39,674
2010	39,406
2015	39,738

Best Foods PTA

1990	38,993
2000	39,674
2010	39,406
2015	39,738

Growth Trend

1990-2000	1.75
2000-2015	0.16

2010 Family Household Status

Married	47.48%
Male House Holder	7.05%
Female House Holder	20.98%
One Person	19.09%
Non-Family	5.40%

2000 Income Summary

Median	\$39,685
Average	\$49,478
Per Capita	\$14,742

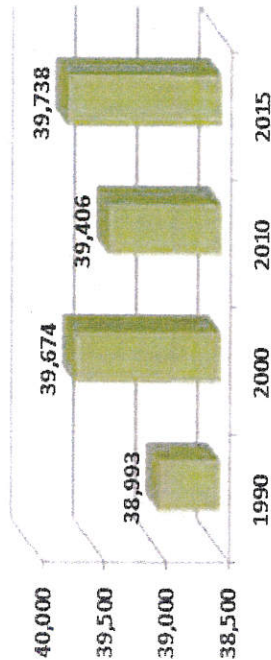
2009 Income Summary

Median	\$50,921
Average	\$63,292
Per Capita	\$18,634

2009 Annual Income by Household

Under 25	25.21%
25 to 50	27.10%
50 to 75	18.93%
75 to 100	12.38%
100 to 125	6.89%
125 to 150	3.87%
150 to 175	1.97%
Over 175	3.65%

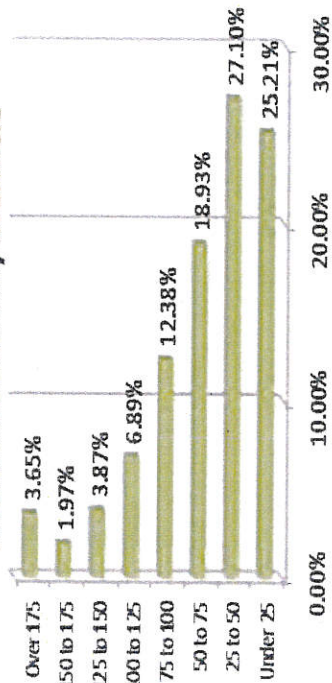
Households



Household Status



Income Distribution by Household



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Development Site: NWC Main St & Center Ave



Population Profile: Enrollment / Education

Population
2010
Best Foods PTA
134,694

Enrolled
High School or Better
34.56%
36.75%

2010 Student Enrollment
Students Enrolled

46,547
Nursery
Elementary
High School
College
5.54%
54.76%
20.59%
19.11%

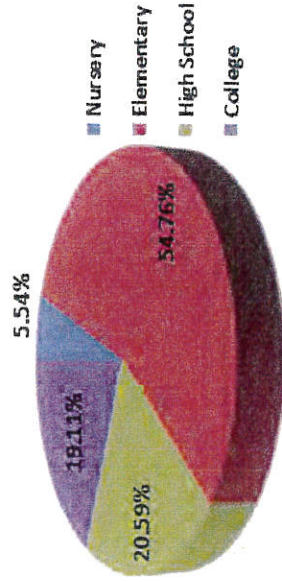
2010 Educational Attainment - Age 25+
Population Age 25+

78,927
Under 9
9 to 12
High School
Some College
College
19.24%
18.04%
21.89%
22.97%
17.85%

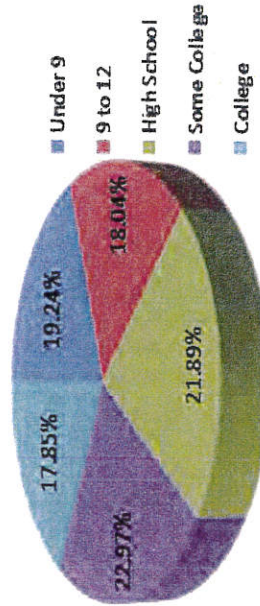
Group Quarters

Apr. 1990
Apr. 2000
Jul. 2010
Jul. 2015
Jul. 2020
426
1,028
964
964
964

Student Enrollment



Educational Attainment - Age 25+



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Development Site: NWC Main St & Center Ave



Current Stores Summary

Map Key	Store Name	Address or Intersection	City	May 2011 Volume	May 2011 /Sq. Ft.	Sales Area	PWTA	Power
3	Best Foods	SWC Lakewood Blvd & Rosecrans Ave	Anywhere	\$575,000	\$14.38	40,000	35	111
4	Natural Foods	SWC Atlantic Ave & Compton Blvd	Anywhere	340,000	20.99	16,200	40	117
5	Red Foods	SWC Compton Blvd & Alameda St	Anywhere	255,000	9.31	27,400	25	70
6	Super Stores	NEC Compton Blvd & Willowbrook Ave	Anywhere	735,000	26.73	27,500	25	173
7	Best Way	NEC Long Beach Blvd & Myrrh St	Anywhere	215,000	14.33	15,000	40	108
8	Rons Market	SWC Alondra Blvd & Muriel Ave	Anywhere	45,000	5.84	7,700	55	52
9	Natural Foods	SWC Paramount Blvd & Alondra Blvd	Anywhere	590,000	21.93	26,900	70	138
10	Fresh & Fast	NWC Downey Ave & Alondra Blvd	Anywhere	125,000	12.25	10,200	60	90
11	Stateline Grocery	SEC Alondra Blvd & Downey Ave	Anywhere	425,000	12.65	33,600	55	94
12	Best Way	SEC Lakewood Blvd & Alondra Blvd	Anywhere	345,000	21.78	15,840	50	144
13	Stateline Grocery	NEC Artesia Blvd & Lakewood Blvd	Anywhere	440,000	10.00	44,000	55	81
14	Food Stores	NEC Cherry Ave & Hwy 91 (Artesia Fwy)	Anywhere	525,000	12.71	41,300	80	95
15	Big Saver Foods	NWC Artesia Blvd & Gundy Ave	Anywhere	320,000	18.29	17,500	90	115
16	La Bodega	NWC Atlantic Ave & 60th St	Anywhere	35,000	14.00	2,500	95	102
17	Best Food Mkt	SWC Long Beach Blvd & Louise St	Anywhere	40,000	10.46	3,825	95	83
18	Super Stores	NEC Cherry Ave & Market St	Anywhere	730,000	22.12	33,000	90	147
19	Food Stores	NEC South St & Cherry Ave	Anywhere	510,000	9.27	54,990	85	70
23	Albertsons	NWC Del Amo Blvd & Clark Ave	Anywhere	340,000	11.75	28,944	45	87
24	Safeway	NWC Lakewood Blvd & Hardwick St	Anywhere	205,000	8.37	24,500	60	67
25	Fresh & Fast	NEC Paramount Ave & Del Amo Blvd	Anywhere	100,000	10.10	9,900	85	80
26	Buy Low Whse	SEC Del Amo Blvd & Cherry Ave	Anywhere	570,000	24.78	23,000	80	159
27	Safeway	SEC Atlantic Ave & 45th Way	Anywhere	470,000	7.83	60,000	90	67
28	Red Foods	NEC Long Beach Blvd & San Antonio Dr	Anywhere	340,000	9.83	34,600	85	79
29	Trader Joe's	NWC Atlantic Ave & Cartagena St	Anywhere	860,000	116.22	7,400	60	248
30	Red Foods	SEC Carson St & Cherry St	Anywhere	390,000	8.86	44,000	70	70
31	Walmart SC	SEC Carson St & Paramount Ave	Anywhere	415,000	11.86	35,000	65	88
Average				\$382,308	\$14.52	26,338		105

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Development Site: NWC Main St & Center Ave

Projected Stores Summary

Map Key	Store Name	Address or Intersection	City	September 2013 Volume /Sq. Ft.	Sales Area PWTA	Effective Power
3	Best Foods	SWC Lakewood Blvd & Rosecrans Ave	Anywhere	\$504,000	40,000	35
4	Natural Foods	SWC Atlantic Ave & Compton Blvd	Anywhere	316,000	16,200	40
5	Red Foods	SWC Compton Blvd & Alameda St	Anywhere	242,000	27,400	25
6	Super Stores	NEC Compton Blvd & Willowbrook Ave	Anywhere	695,000	27,500	25
7	Best Way	NEC Long Beach Blvd & Myrrh St	Anywhere	202,000	15,000	40
8	Rons Market	SWC Alondra Blvd & Muriel Ave	Anywhere	42,000	7,700	55
9	Natural Foods	SWC Paramount Blvd & Alondra Blvd	Anywhere	519,000	26,900	70
10	Fresh & Fast	NWC Downey Ave & Alondra Blvd	Anywhere	112,000	10,200	60
11	Stateline Grocery	SEC Alondra Blvd & Downey Ave	Anywhere	379,000	33,600	55
12	Best Way	SEC Lakewood Blvd & Alondra Blvd	Anywhere	307,000	15,840	50
13	Stateline Grocery	NEC Artesia Blvd & Lakewood Blvd	Anywhere	381,000	44,000	55
14	Food Stores	NEC Cherry Ave & Hwy 91 (Artesia Fwy)	Anywhere	452,000	41,300	80
15	Big Saver Foods	NWC Artesia Blvd & Gundy Ave	Anywhere	270,000	17,500	90
16	La Bodega	NWC Atlantic Ave & 60th St	Anywhere	29,000	2,500	95
17	Best Food Mkt	SWC Long Beach Blvd & Louise St	Anywhere	33,000	3,825	95
18	Super Stores	NEC Cherry Ave & Market St	Anywhere	606,000	33,000	90
19	Food Stores	NEC South St & Cherry Ave	Anywhere	421,000	54,990	85
23	Albertsons	NWC Del Amo Blvd & Clark Ave	Anywhere	291,000	28,944	45
24	Safeway	NWC Lawood Blvd & Hardwick St	Anywhere	173,000	24,500	60
25	Fresh & Fast	NEC Paramount Ave & Del Amo Blvd	Anywhere	84,000	9,900	85
26	Buy Low Whse	SEC Del Amo Blvd & Cherry Ave	Anywhere	488,000	23,000	80
27	Safeway	SEC Atlantic Ave & 45th Way	Anywhere	405,000	60,000	90
28	Red Foods	NEC Long Beach Blvd & San Antonio Dr	Anywhere	298,000	34,600	85
29	Trader Joe's	NWC Atlantic Ave & Cartagena St	Anywhere	826,000	7,400	60
30	Red Foods	SEC Carson St & Cherry St	Anywhere	346,000	44,000	70
31	Walmart SC	SEC Carson St & Paramount Ave	Anywhere	381,000	35,000	65
100.0	* Wyatt's	SWC South St & Downy Ave	Anywhere	887,000	68,000	75
1,000.0	Best Foods	NWC Main St & Center Ave	Anywhere	675,000	30,000	95
Average				\$370,143	\$13.24	108

* Store Changes

ABC

COMPANY

ANYWHERE, USA

Development Site: NWC Main St & Center Ave



Assumptions

This projection and data within this marketing package take into account the following assumptions:

1. Annual inflation will remain at 1.0%.
2. New store pricing will be competitive & consistent with Best Food's price model.
3. New store will offer the level of customer service offered in other Best Foods stores.
4. The proposed new facility will open by October 2012 and achieve acceptance levels consistent with other Best Foods stores.
5. The store will maintain competitive hours of operation.
6. Advertising will reach customers in the Primary Trade Area.
7. The store will maintain adequate stock for advertised and unadvertised items.
8. The economy will remain stable for the study time frame.

MTN Retail Advisors believes the information contained in this report to be accurate and sound. Client acknowledges that while it believes the services of MTN Retail Advisors will be a valuable tool in real estate and site location decision-making, it also understands that an important part of said services involves subjective judgment which is dependent upon the correctness of the information made available to MTN Retail Advisors. Therefore, Client fully acknowledges its understanding that MTN Retail Advisors does not guarantee any result from the use of the analysis or other services performed nor shall MTN Retail Advisors be responsible for any loss incurred as a result of the use of said analysis and services.