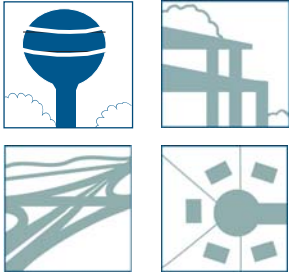


RUSHFORD MARKET ANALYSIS



Yaggy Colby Associates was hired in 2008 to prepare a market analysis to determine the minimum population or threshold, to support a hardware store in the community, the market area, and the population within the market area. In addition four separate sites were evaluated.

- Market area was determined to be on approximately 15 mile drive time around Rushford
- 2007 population in market area estimated at 3,030
- Store size estimated to be between 10,000 to 12,000 square feet to meet demand

Client:

City of Rushford

Location:

Rushford, MN

Services Provided:

- Demand Threshold Analysis
- Determination of Market Area
- Estimated Store Size for Market Area
- Population within Market Area
- Drive Time Analysis
- Analysis of four proposed sites

Site Analysis

The site analysis involved analyzing four separate sites, two in the downtown and two on the edge of town. One site on each location proved favorable to meet the business owners needs and city requirements. An analysis of the impact of the store location, cautioned the location outside the downtown since it would require the creation of more retail zoning. Analysis indicated it could create an over supply and have a negative affect on downtown.

