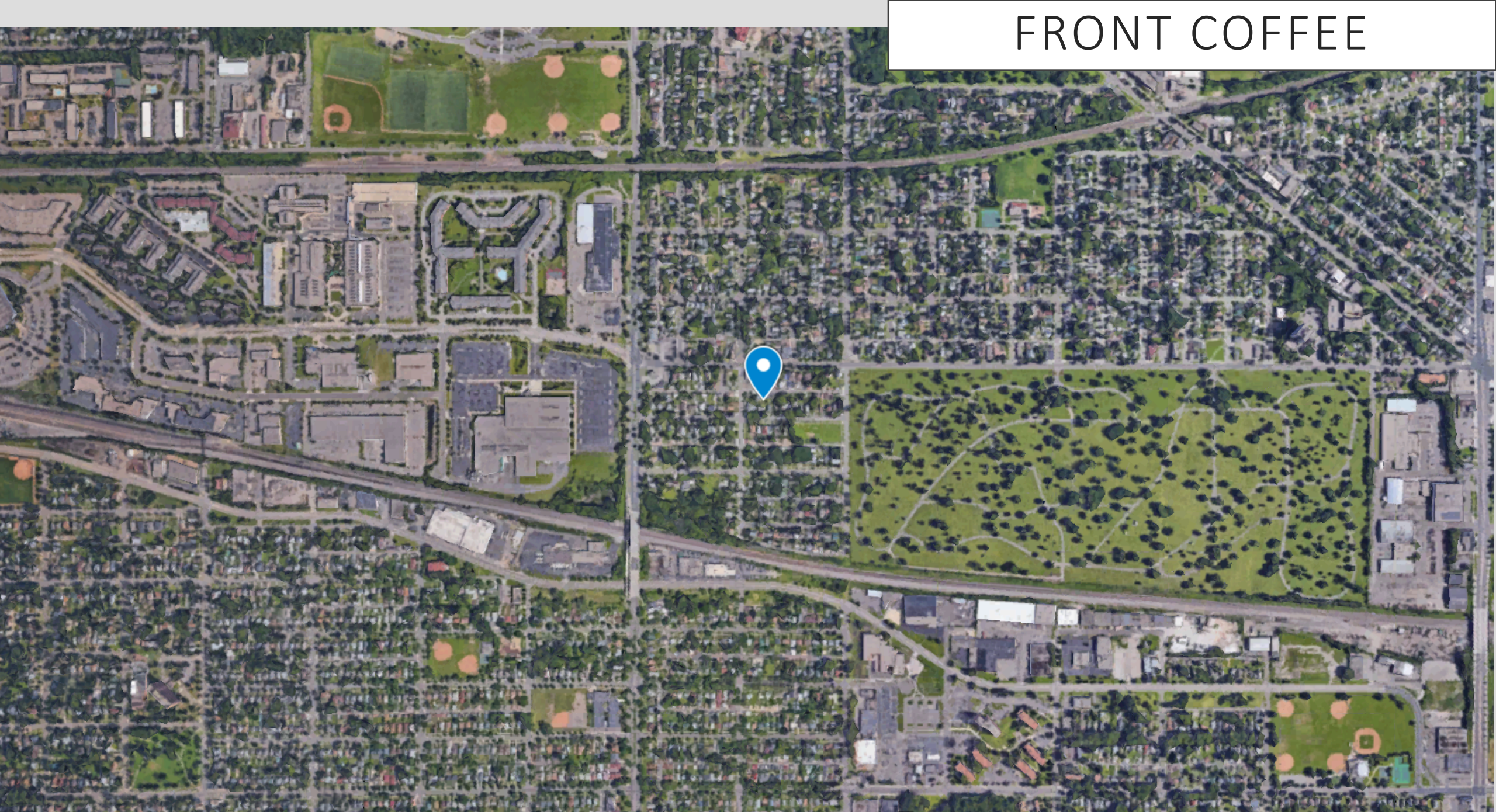


FRONT COFFEE



1036 FRONT AVE



1036 FRONT AVE



1036 FRONT AVE

South West



North East



ST. PAUL ZONING

OS Office-Service

B1 Local Business

BC Community
Business
(converted)

B2 Community
Business

B3 General Business

B4 Central Business

B5 Central Business
Service

IT Transitional
Industrial

ITM IT with Master
Plan

I1 Light Industrial

I2 General Industrial

I3 Restricted
Industrial

F1 River Residential

F2 Residential Low

F3 Residential Mid

F4 Residential High

F5 Business

F6 Gateway

RL One-Family Large
Lot

R1 One-Family

R2 One-Family

R3 One-Family

R4 One-Family

RT1 Two-Family

RT2 Townhouse

RM1 Multiple-Family

RM2 Multiple-Family

RM3 Multiple-Family

T1 Traditional
Neighborhood

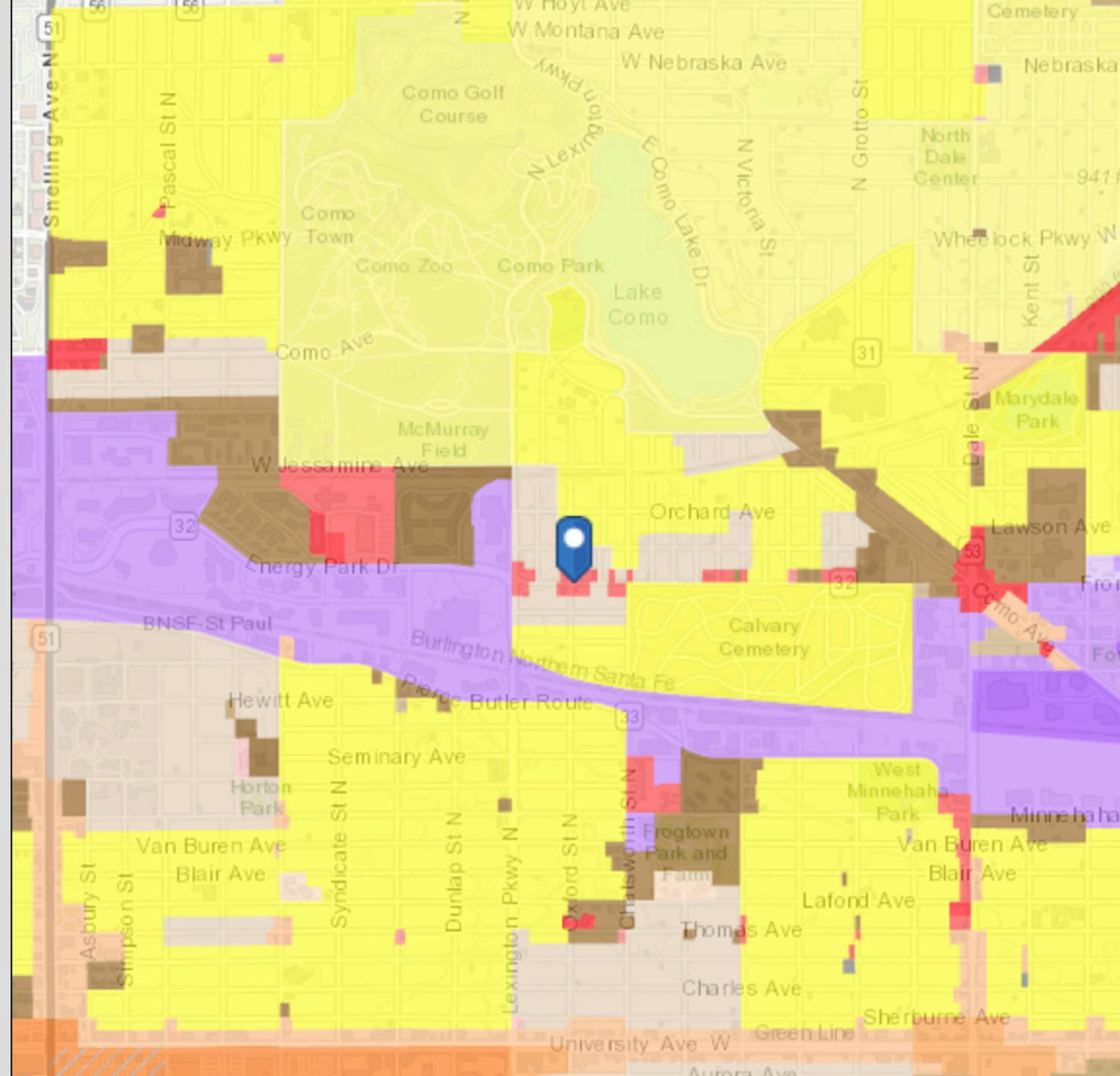
T2 Traditional
Neighborhood

T3 Traditional
Neighborhood

T3M T3 with Master
Plan

T4 Traditional
Neighborhood

T4M T4 with Master
Plan



MARKET DEMOGRAPHIC STUDY

- Market Area
- 5 min Walk
- 10 min Walk
- 5 min Drive
- 10 min Drive
- Alt. Transportation
- Average Daily Trips
- Parking

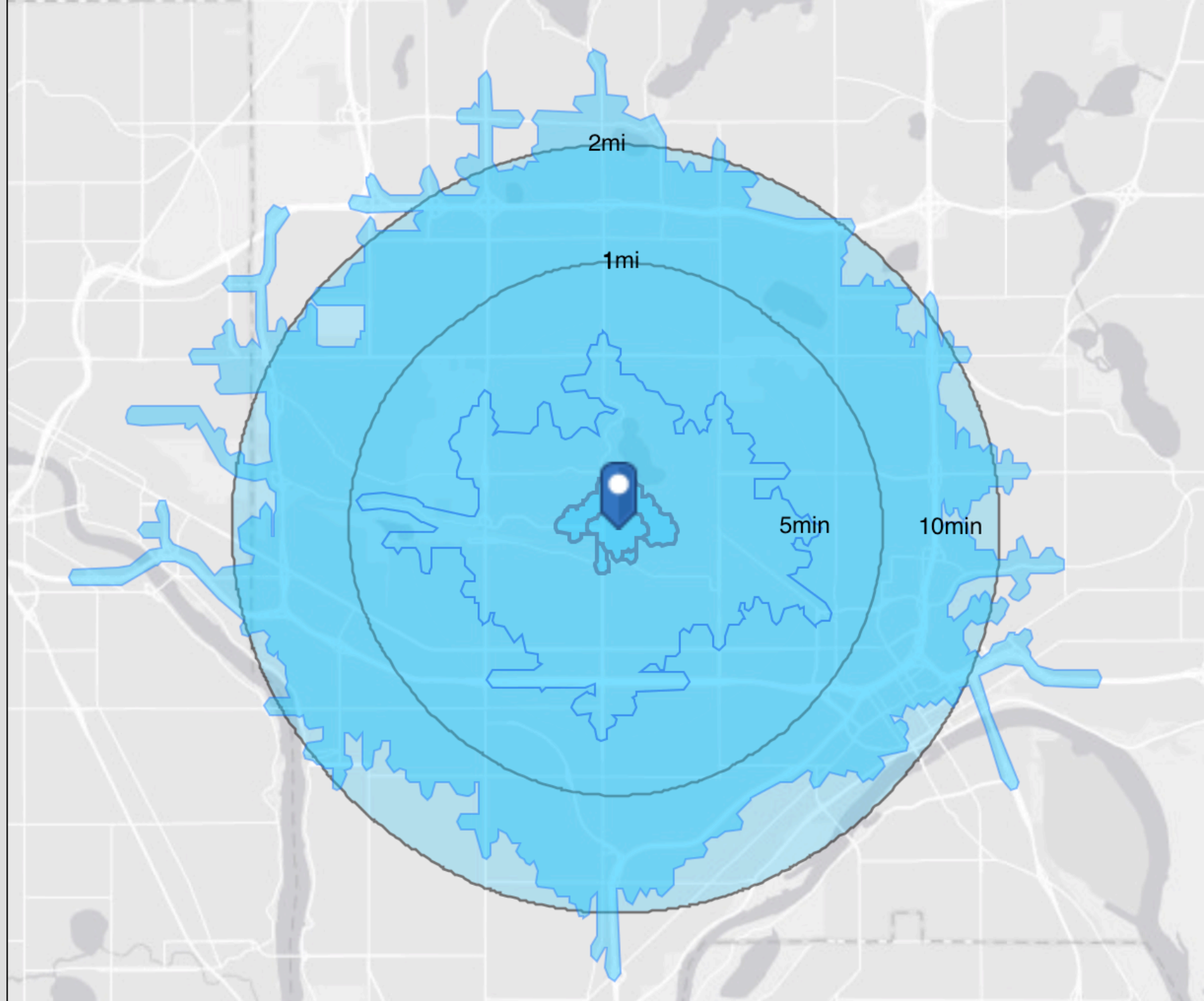
MARKET AREA

5 min walk ~ .25 miles

10min walk ~ .5 miles

5min drive ~ 1 mile

10min drive ~ 2 miles



5 MINUTE WALK (.25MI)

-Total Population 923
-18+ Population 371 (40%)
-Pop. Density 5,898 sq. mi

-Racial Diversity

White	616	(67%)
Black	139	(15%)
Hispanic	55	(6%)
Asian	83	(9%)

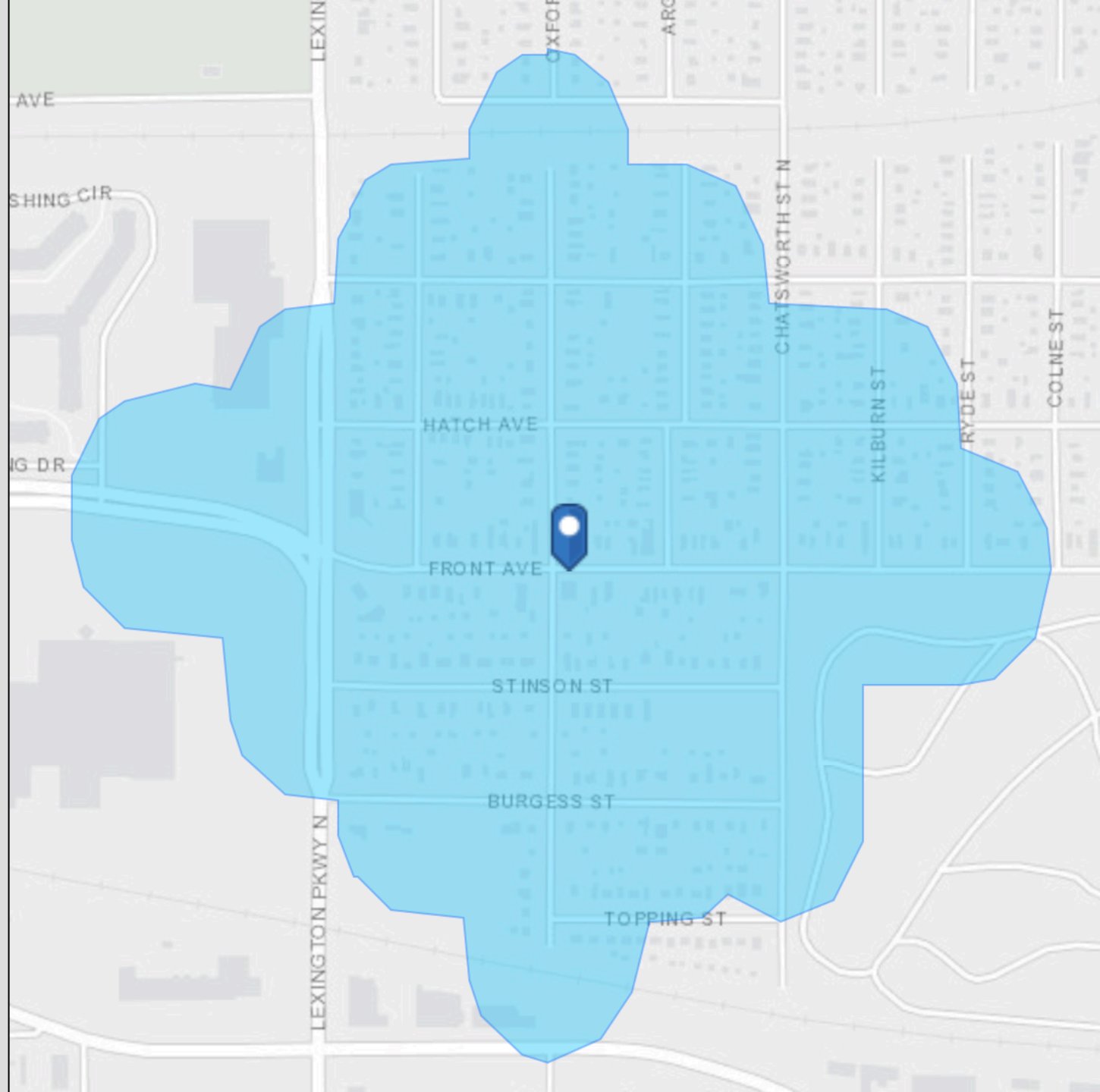
-Diversity Index 58

-Med. HH Income \$58,235

-HH above poverty 348 (91%)

-Education

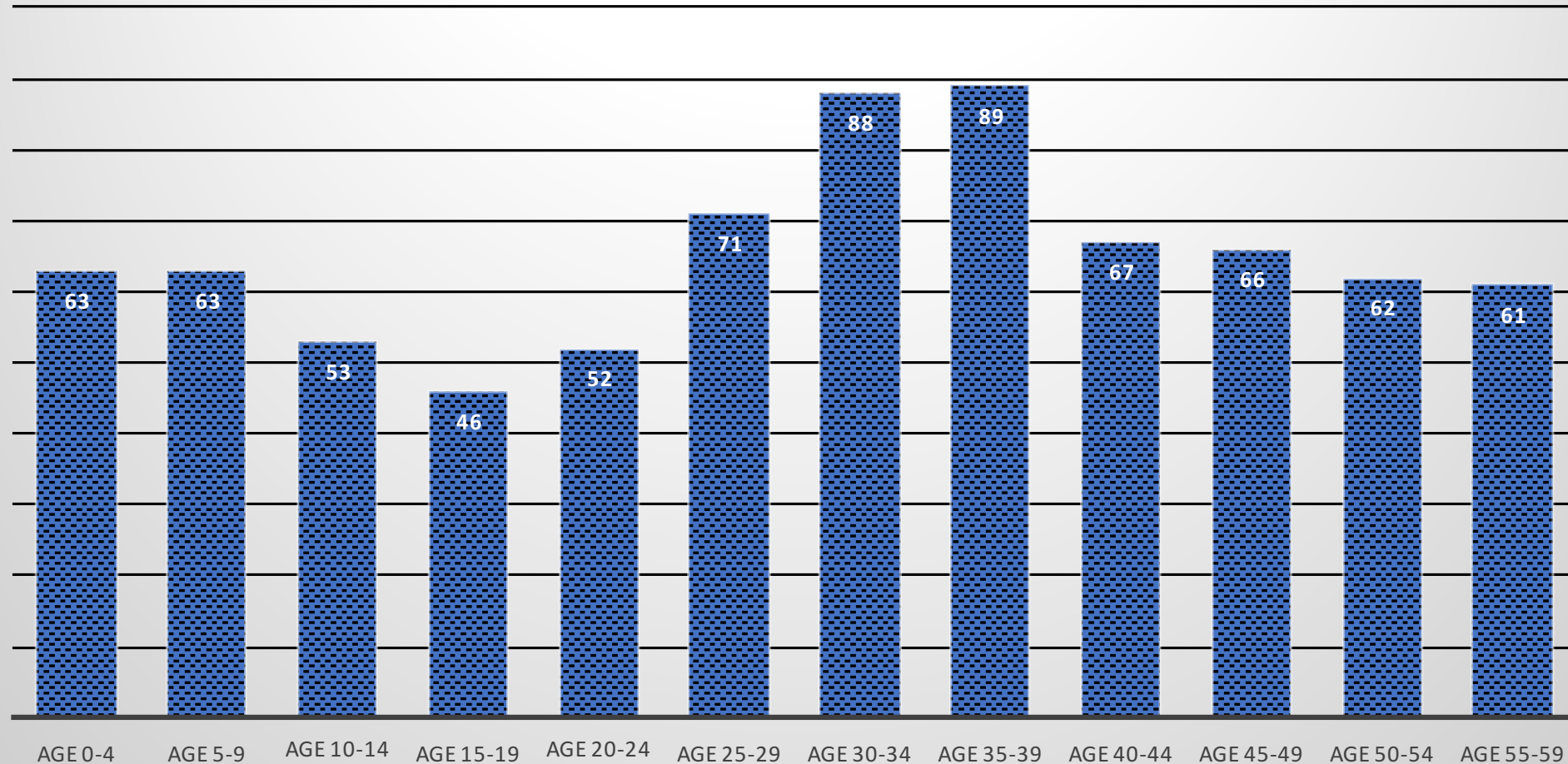
High School	204	(22%)
Bachelors	125	(14%)
Graduate	123	(13%)



5 MINUTE WALK (.25MI)

-Total Population 923
-18+ Population 371 (40%)
-Pop. Density 5,898 sq. mi

5min Walk - Population by Age



10 MINUTE WALK (.5 MI)

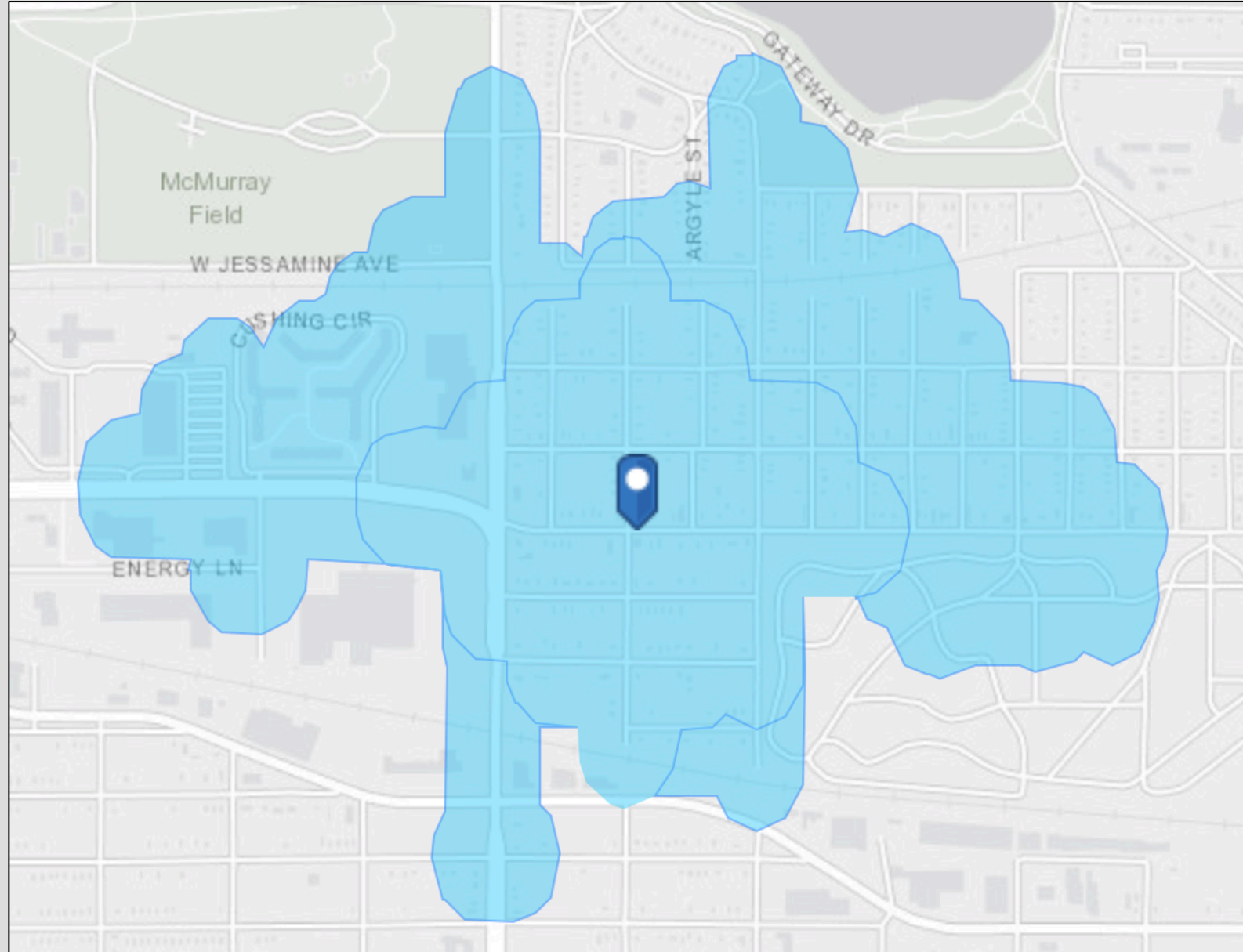
-Total Population 1630
-18+ Population 1395 (86%)
-Pop. Density 6,139 sq. mi

-Racial Diversity
White 1,182 (73%)
Black 168 (10%)
Hispanic 99 (6%)
Asian 166 (10%)

-Diversity Index 52

-Med. HH Income \$54,356
-HH above poverty 630 (85%)

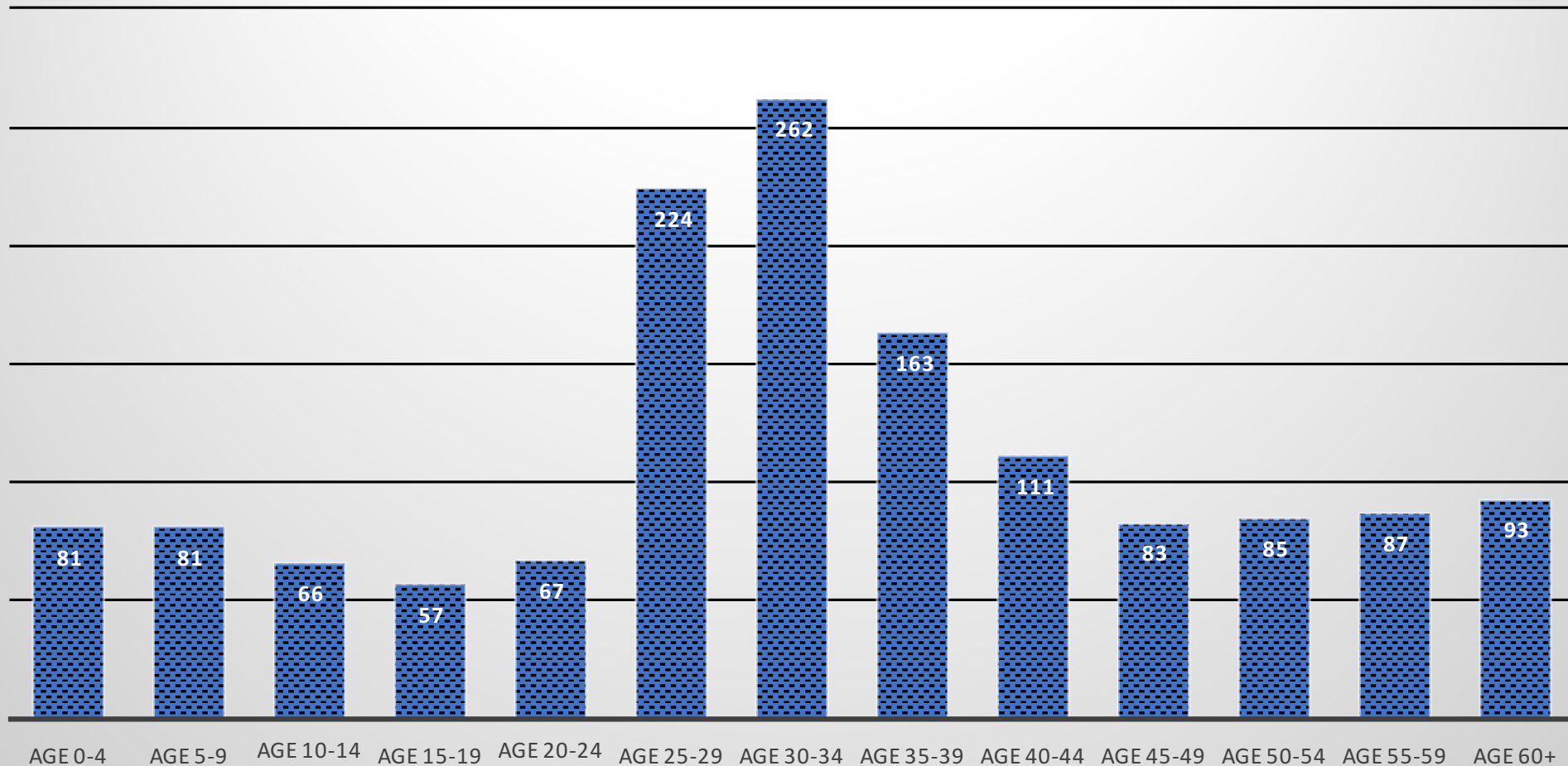
-Education
High School 115 (7%)
Bachelors 317 (19%)
Graduate 348 (21%)



10 MINUTE WALK (.5 MI)

-Total Population 1630
-18+ Population 1395 (86%)
-Pop. Density 6,139 sq. mi

10min Walk - Population by Age



5 MINUTE DRIVE (1 MI)

-Total Population 35,923
-18+ Population 27,580 (77%)
-Pop. Density 5,815 sq. mi

-Racial Diversity

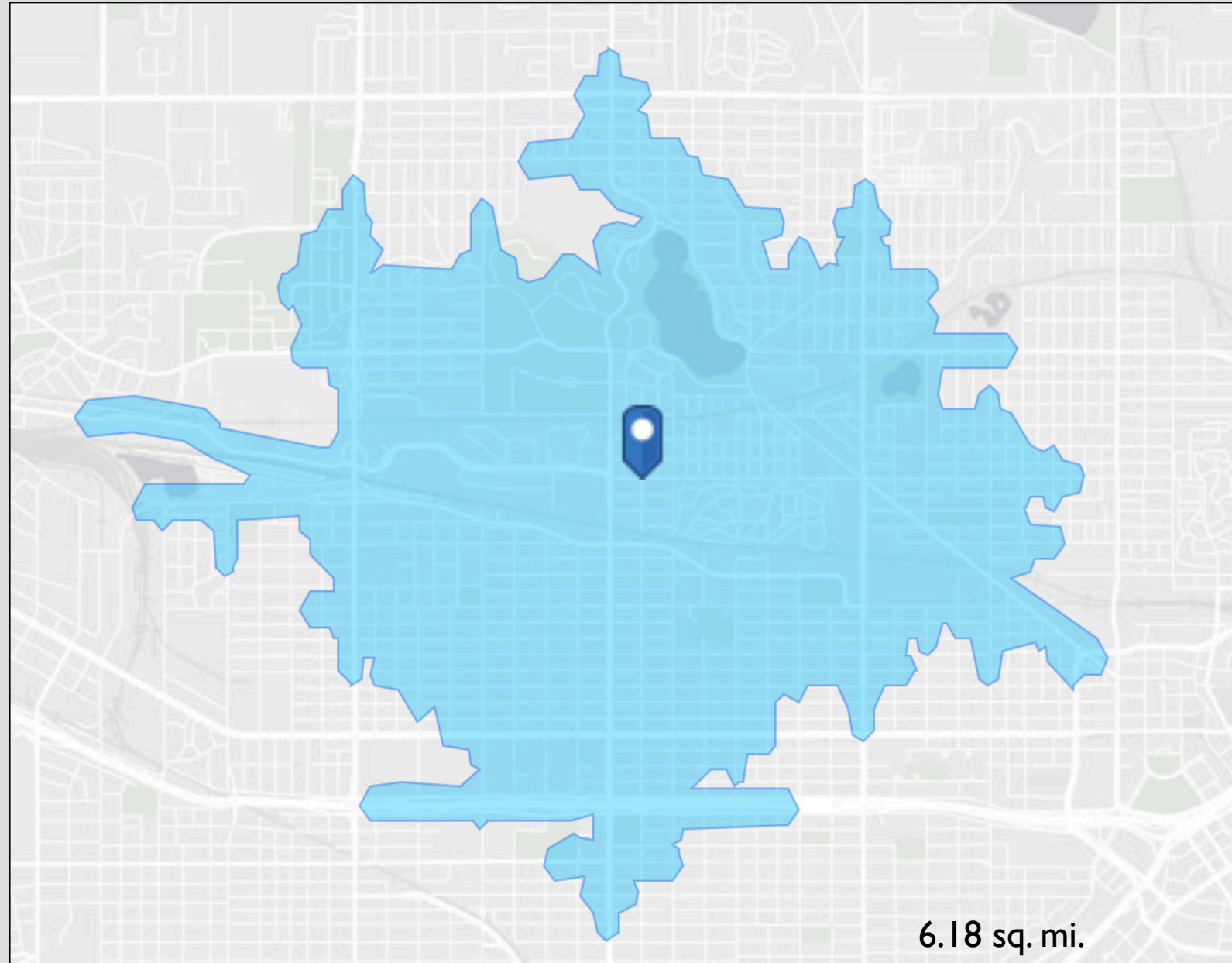
White	18,260	(51%)
Black	7,397	(22%)
Hispanic	1,087	(3%)
Asian	6,433	(18%)

-Diversity Index 71

-Med. HH Income \$46,737
- HH above poverty 10,432 (78%)

-Education

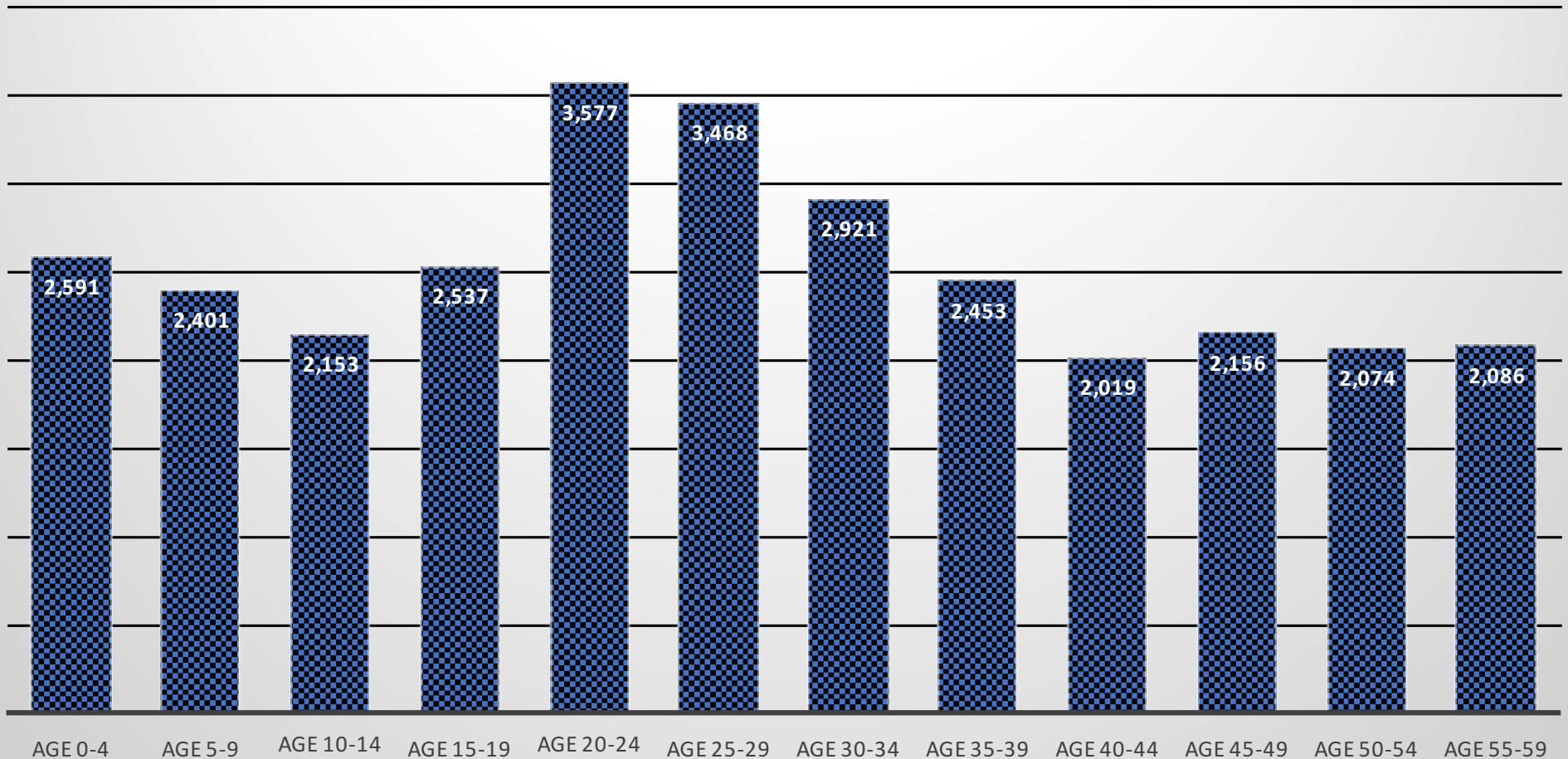
High School	4,533	(13%)
Bachelors	5,269	(15%)
Graduate	3,879	(11%)



5 MINUTE DRIVE (1 MI)

-Total Population 35,923
-18+ Population 27,580 (77%)
-Pop. Density 5,815 sq. mi

5min Drive - Population by Age



10 MINUTE DRIVE (2 MI)

-Total Population 137,744
-18+ Population 109,118 (79%)
-Pop. Density 5,332 sq. mi

-Racial Diversity

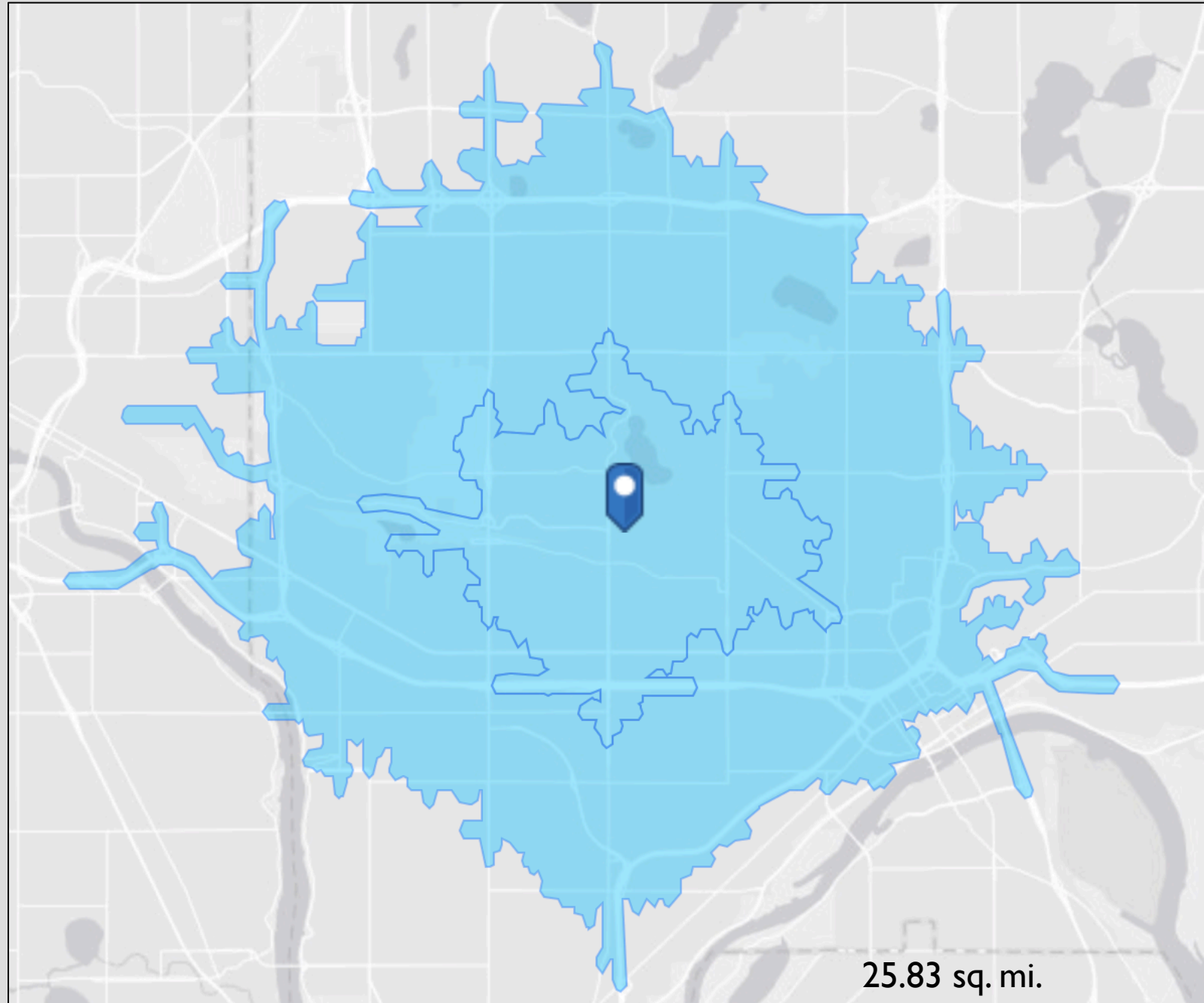
White	82,186	(60%)
Black	22,567	(16%)
Hispanic	8,861	(6%)
Asian	22,720	(16%)

-Diversity Index 64

-Med. HH Income \$49,518
- HH above poverty 44,000 (81%)

-Education

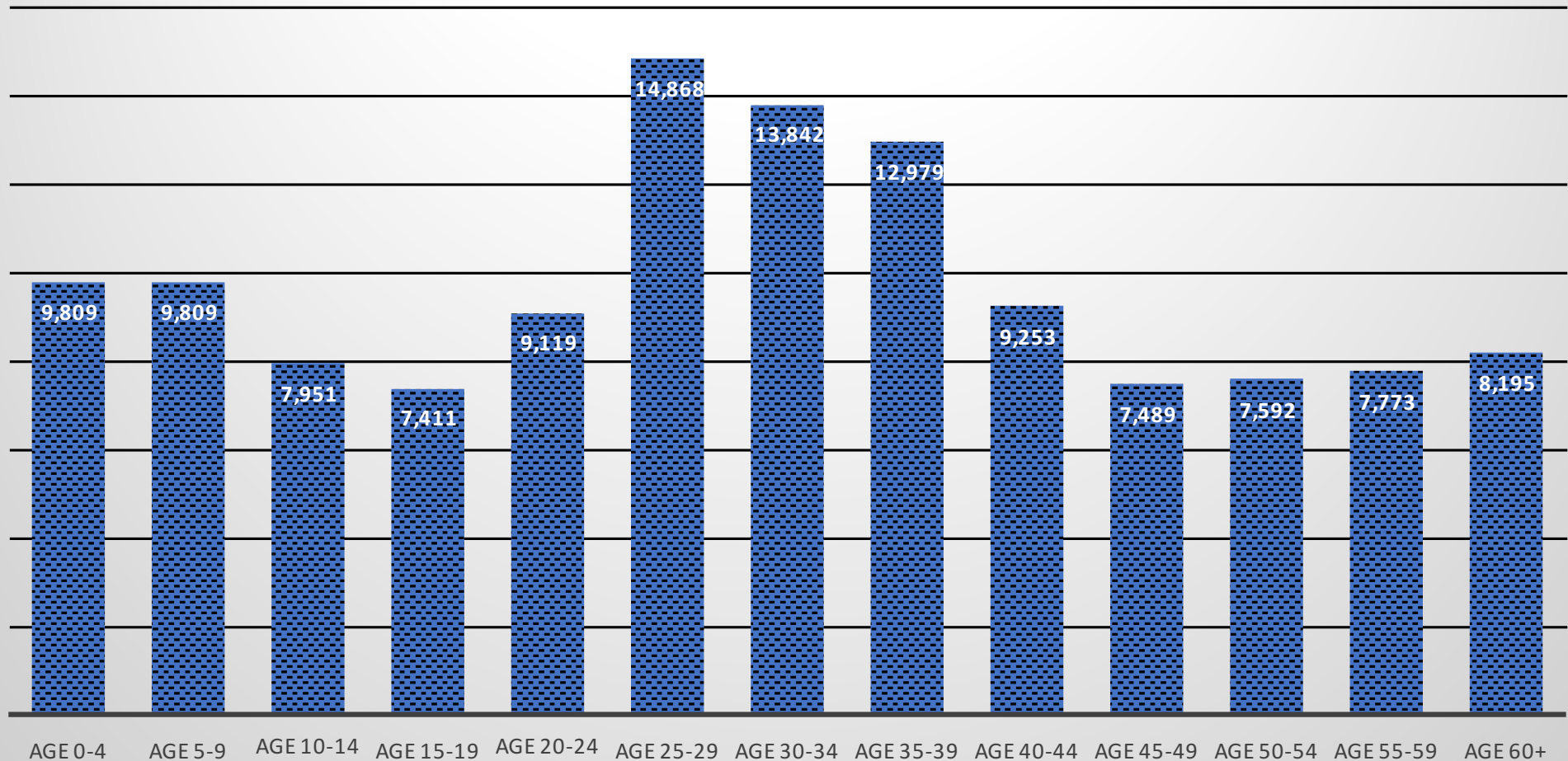
High School	15,495	(11%)
Bachelors	23,339	(17%)
Graduate	20,210	(15%)



10 MINUTE DRIVE (2 MI)

-Total Population 137,744
-18+ Population 109,118 (79%)
-Pop. Density 5,332 sq. mi

10min Drive - Population by Age



MARKET STUDY SUMMARY

Generation Breakdown

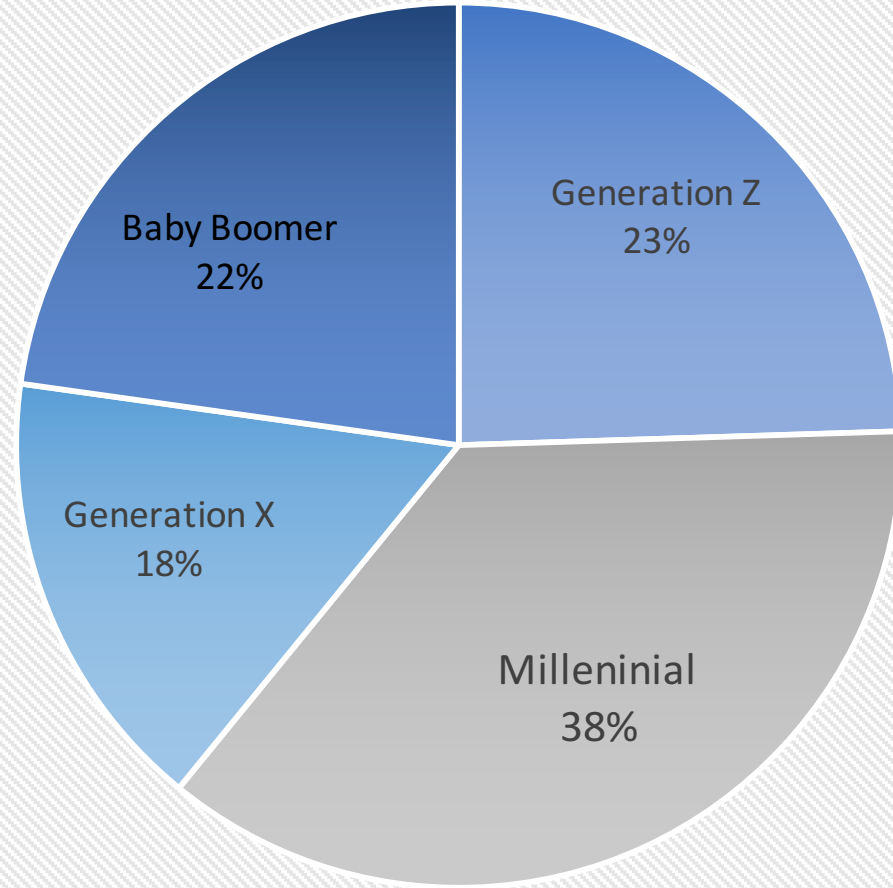
Gen Z	0-19 yrs
Millennial	20-39 yrs
Gen X	40-54 yrs
Boomer	55+ yrs

Median Age : 33

Female: 51%

Male: 49%

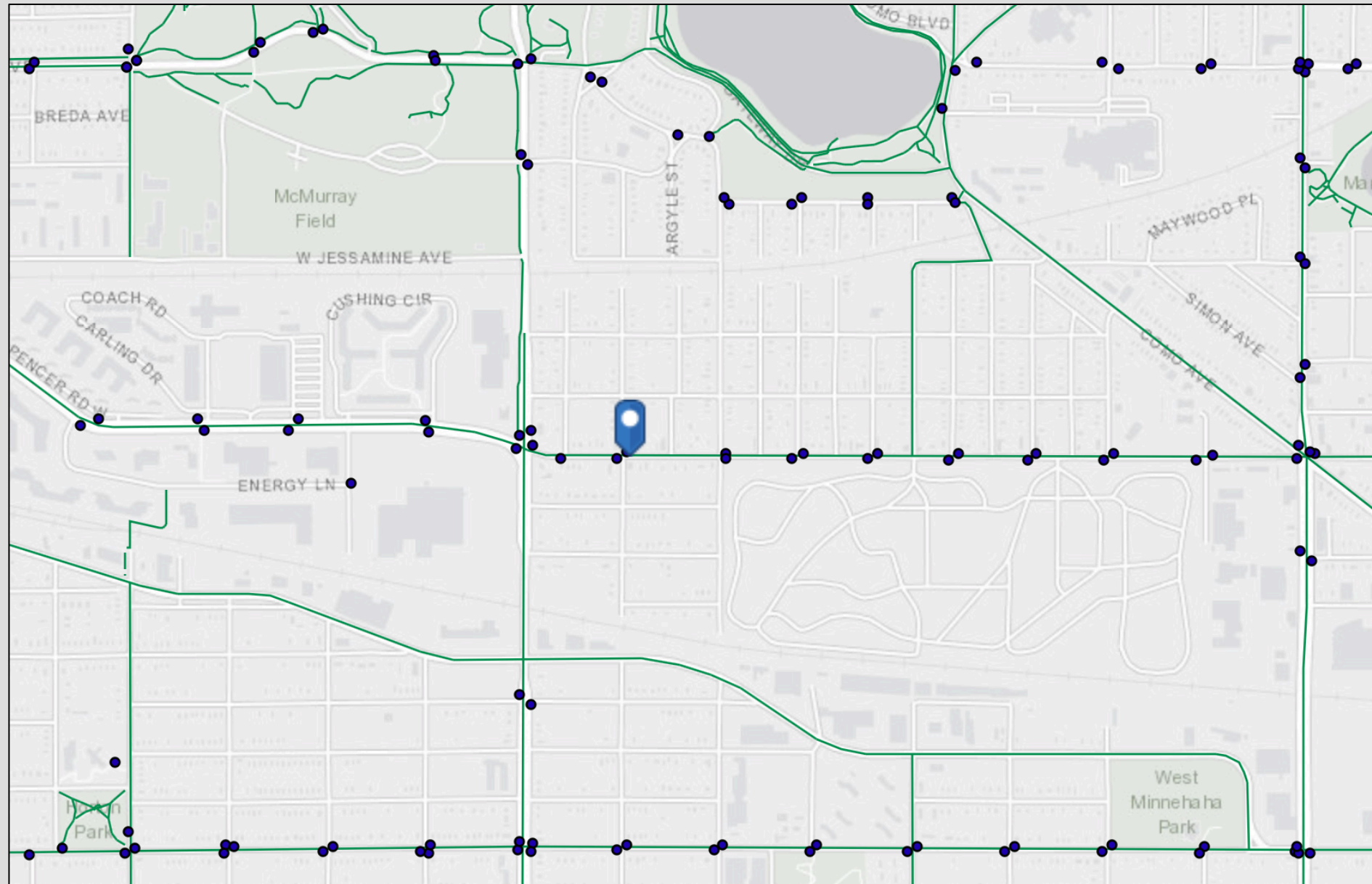
Generation Breakdown



BUS AND BIKE

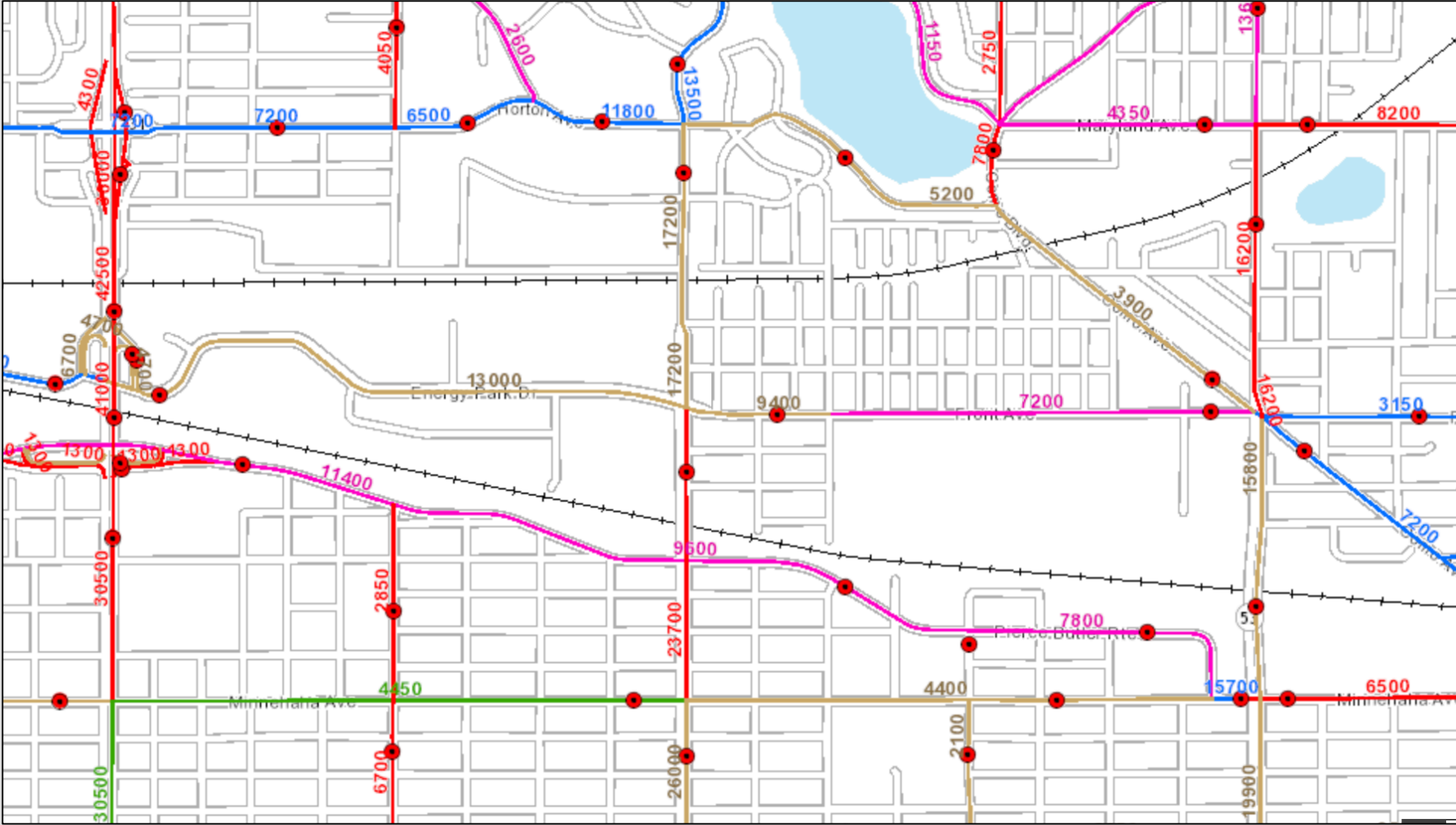
#83 Bus runs every 30 min
N/S on Lexington Ave

#3 bus runs every 30 min
E/W on Front Ave



AVERAGE DAILY TRIPS

Street	#of Trips
Front Ave	9,400
Lex (N)	17,200
Lex (S)	23,700
Enrgy Prk Dr.	13,000
Pierce Butler	9,600



PARKING

- On Street:
Free parking throughout the neighborhood
- Off Street:
Parking Lot (paved and painted)
 - 4-6 for customers
 - 2-3 for Tschida
 - 2-4 for Apartments



COMPLETE DEMOGRAPHICS

- Population
- Population Cont.
- Income + Education

POPULATION

	Walking				Driving			
	5	%	10	%	5	%	10	%
Population								
Age 0-4	63	7%	81	5%	2,591	7%	9,809	7%
Age 5-9	63	7%	66	4%	2,401	7%	7,951	6%
Age 10-14	53	6%	57	3%	2,153	6%	7,411	5%
Age 15-19	46	5%	67	4%	2,537	7%	9,119	7%
Generation Z	225	24%	271	17%	9,682	27%	34,290	24%
Age 20-24	52	6%	224	14%	3,577	10%	14,868	11%
Age 25-29	71	8%	262	16%	3,468	10%	13,842	10%
Age 30-34	88	10%	163	10%	2,921	8%	12,979	9%
Age 35-39	89	10%	111	7%	2,453	7%	9,253	7%
Millennial	300	33%	760	47%	12,419	35%	50,942	36%
Age 40-44	67	7%	83	5%	2,019	6%	7,489	5%
Age 45-49	66	7%	85	5%	2,156	6%	7,592	5%
Age 50-54	62	7%	87	5%	2,074	6%	7,773	6%
Generation X	195	21%	255	16%	6,249	17%	22,854	16%
Age 55-59	61	7%	93	6%	2,086	6%	8,195	6%
Age 60+	142	15%	250	15%	5,487	15%	23,688	17%
Baby Boomer	203	22%	343	21%	7,573	21%	31,883	23%
Total	923	100%	1,629	100%	35,923	100%	139,969	100%

POPULATION CONT.

	Walking				Driving			
	5	%	10	%	5	%	10	%
Population Cont.								
Pop. Density (sq.mi)	5,898		6,139		5,815		5,332	
18+	371	40%	1,395	86%	27,580	77%	109,118	78%
Median Age	37		32		32		33	
Male	455	49%	782	48%	17,429	49%	68,889	49%
Female	468	51%	848	52%	18,484	51%	71,080	51%
Total	923	100%	1,630	100%	35,913	100%	139,969	100%
White	616	67%	1,182	73%	18,260	51%	82,186	59%
Black	139	15%	168	10%	7,937	22%	22,567	16%
American Indian	20	2%	15	1%	368	1%	1,112	1%
Asian	83	9%	166	10%	6,433	18%	22,720	16%
Hispanic	55	6%	98	6%	1,087	3%	8,861	6%
other	10	1%	-	0%	1,838	5%	2,523	2%
Total	923	100%	1,629	100%	35,923	100%	139,969	100%
Diversity Index	58		52		71		64	

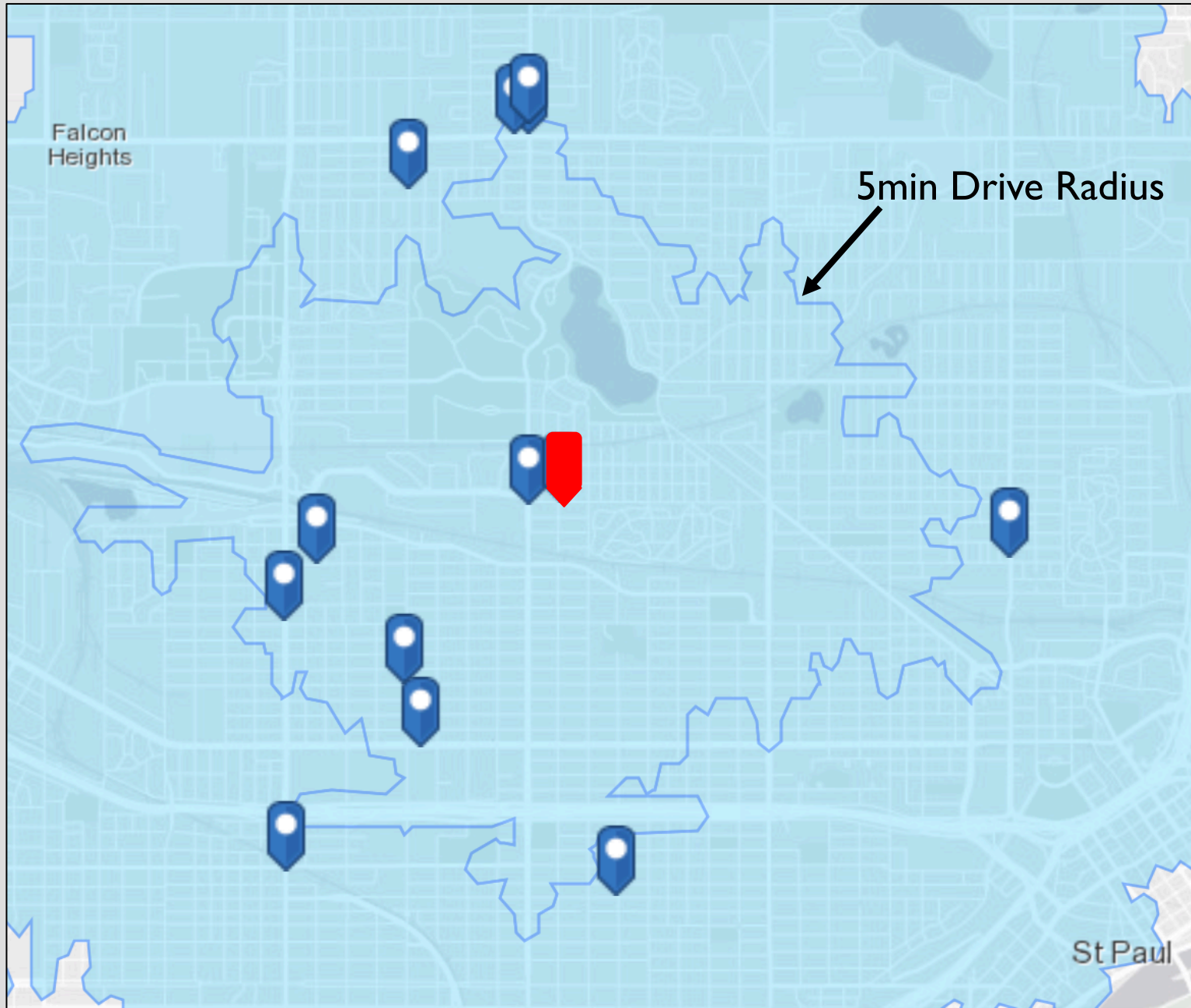
INCOME + EDUCATION

	Walking					Driving			
	5	%	10	%		5	%	10	%
Median HH Income	58,235		54,356			46,737		49,518	
Per Capita Income	30,114		33,963			24,481		31,642	
HH below Poverty Line	33	9%	109	15%		2,930	22%	10,490	19%
HH above Poverty Line	348	91%	630	85%		10,432	78%	44,400	81%
Total Households	381	100%	739	100%		13,362	100%	54,890	100%
Education									
No diploma	40	4%	36	2%		2,729	8%	9,595	7%
High School	204	22%	115	7%		4,533	13%	15,495	11%
Some College	154	17%	319	20%		6,218	17%	20,948	15%
Bachelors	125	14%	317	19%		5,269	15%	23,339	17%
Graduate+	123	13%	348	21%		3,879	11%	20,210	14%
other	277	30%	494	30%		13,295	37%	50,382	36%

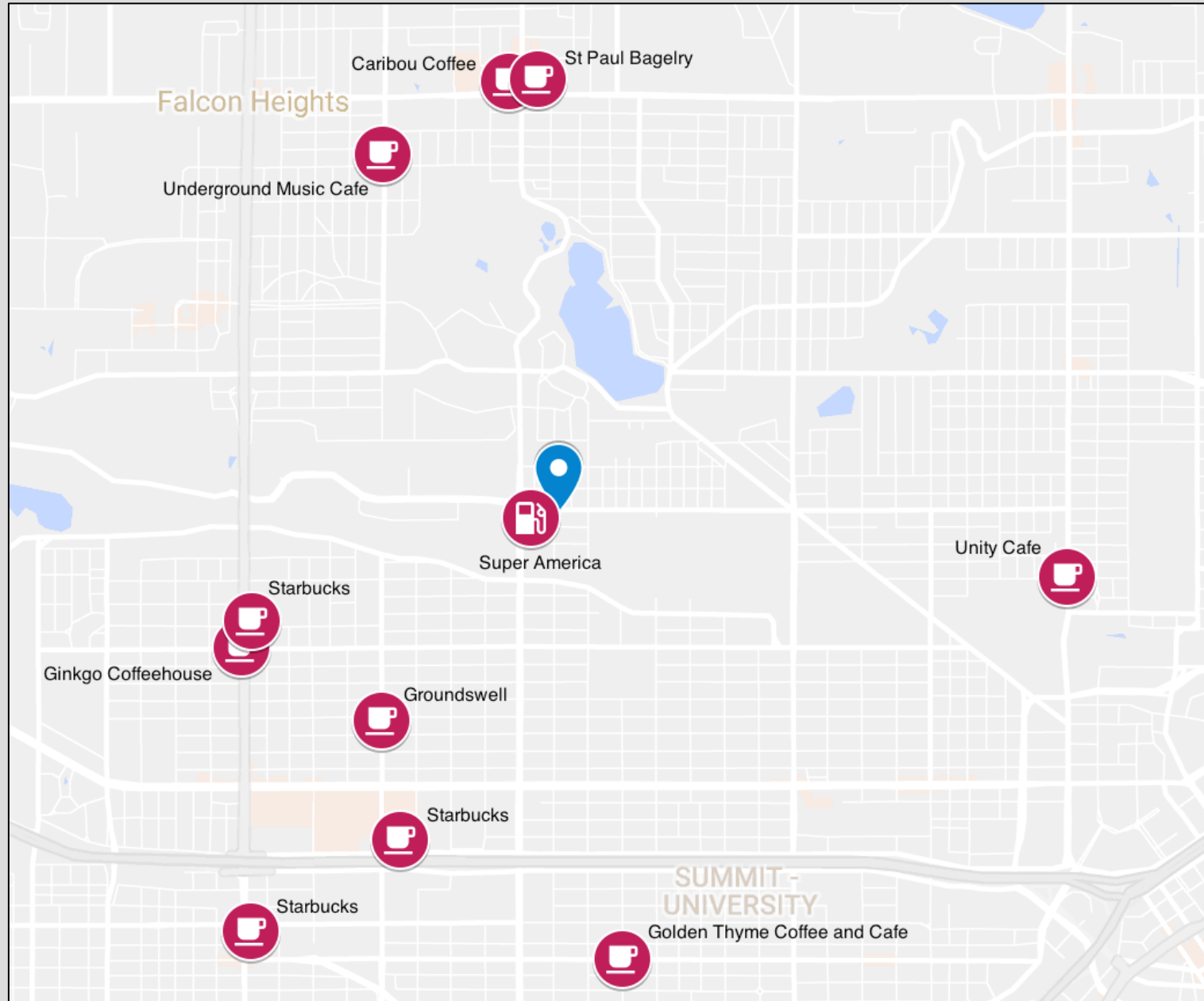
BUSINESS

- Competing
- Complimenting

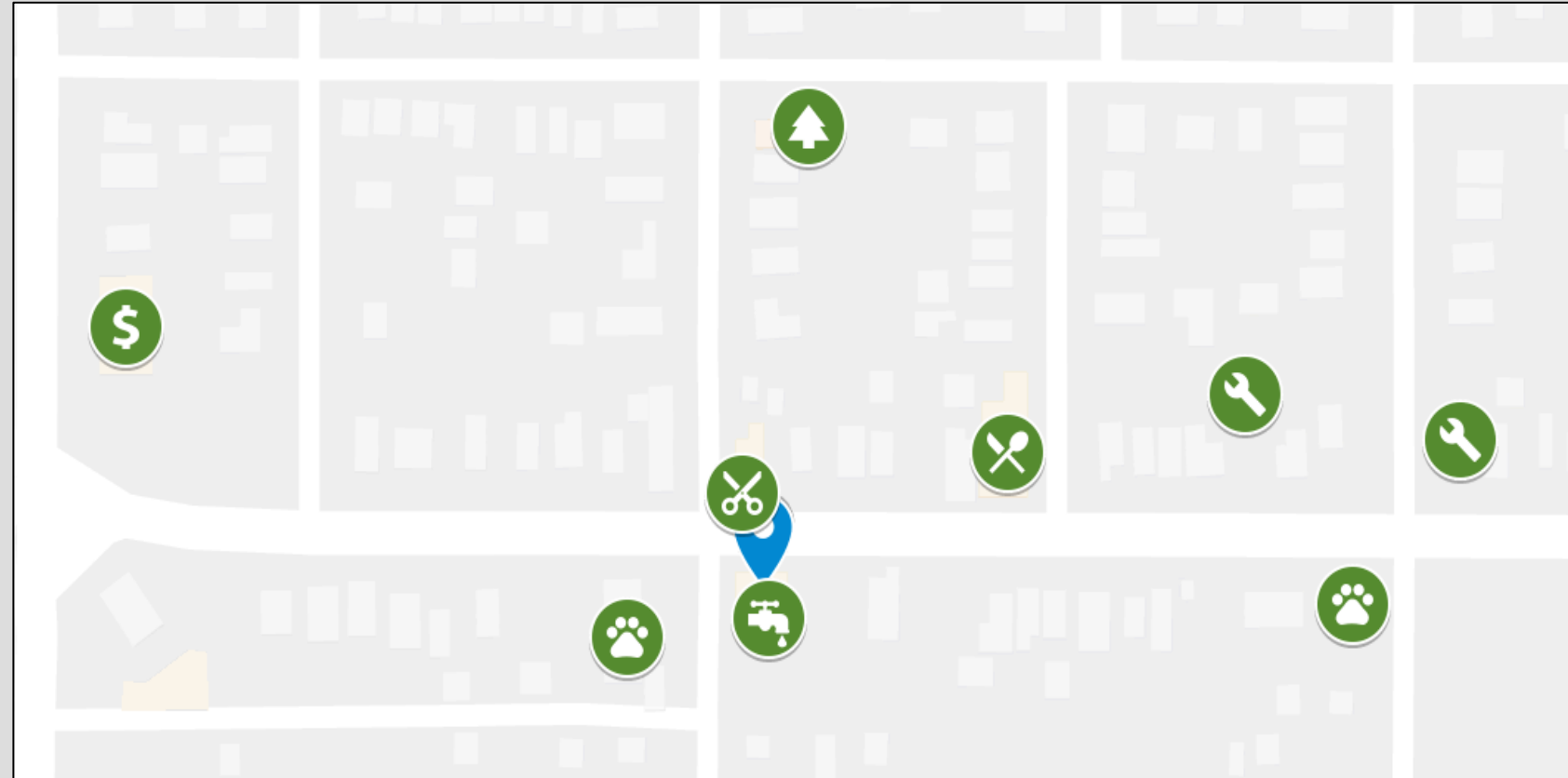
COMPETITION



COMPETITION



COMPLIMENTING BUSINESS - NEIGHBORHOOD



+Sibrinica Designs – Landscape/Garden/Floral Design

Potential to get them to hold meetings or office out of the coffee shop

+The Canine Coach – Dog training

Target their customers to get a coffee while they wait

Target employees to get their daily coffee business

+Halftime Rec – Bar/Restaurant

Target their lunch customers (before or after) with coupons
Potential to become their coffee supplier

+Certified Auto Repair – Car Repair

Target employees to get their daily coffee business

Target their customers to get coffee while they wait for their car

+Topline Federal Credit Union – Credit Union/Bank

Target employees to get their daily coffee business

Find a way to offer perks to their members

COMPLIMENTING BUSINESS - NEIGHBORHOOD

+Giffy Dog – Dog training

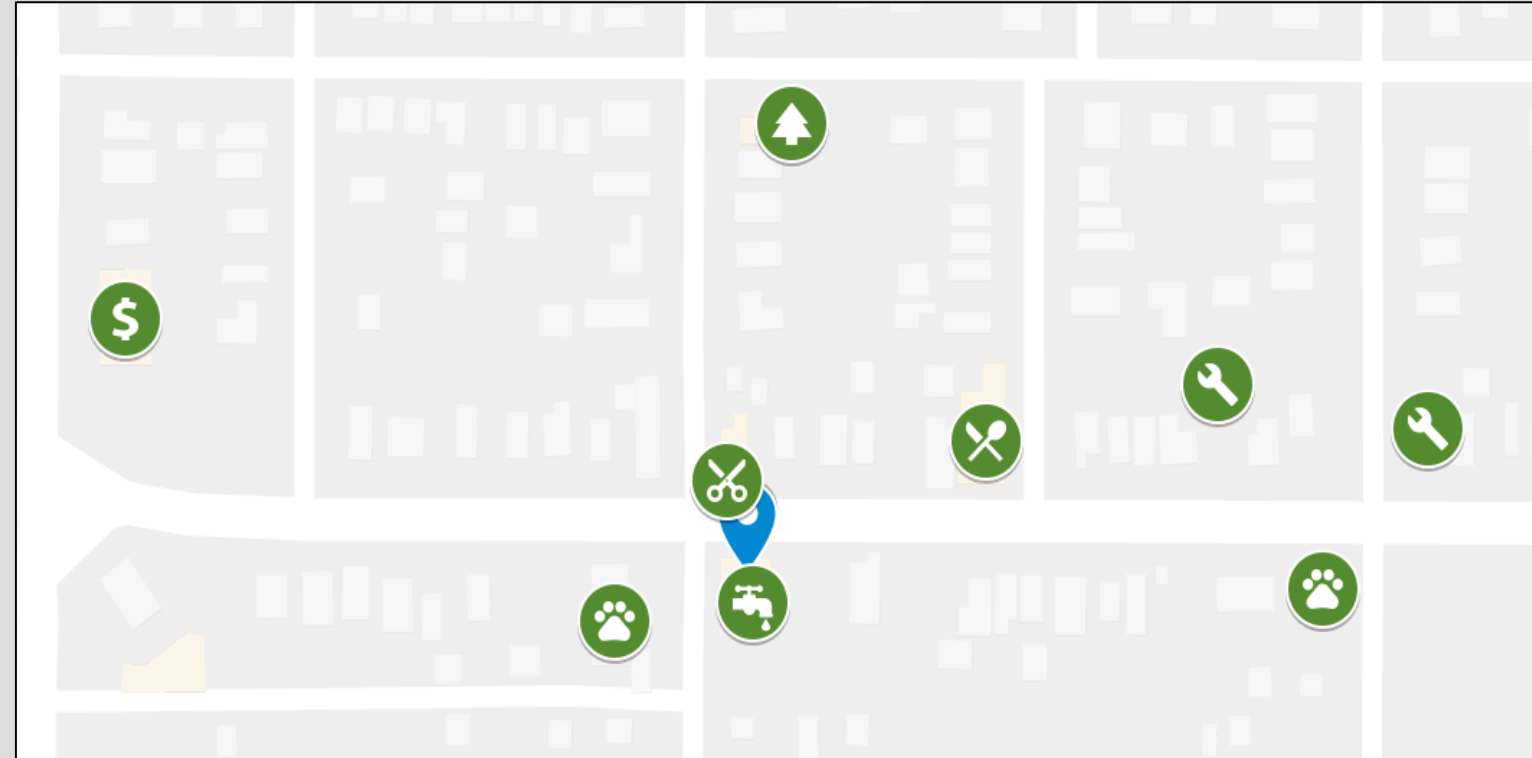
Target employees to get daily coffee business
Find a way to offer perks to their customers

+Pope Automotive

Target employee to get daily coffee business
Target their customers to get coffee while
they wait for their car

+Upfront Styling

Target employees to get their daily coffee
business
Target customers to get coffee before or after
their appointments



+Tschida Brothers Plumbing

Target employees to get their daily coffee business
Target customers to get coffee before/after appts.
or to hold meetings in the coffee shop

SUMMARY

- There is no direct competition in the area
- Largest demographic group is Millennial and the younger Gen Z (61% total)
- The current neighborhood businesses serve a variety of populations and services
- 9,400 people drive directly in front of the store daily