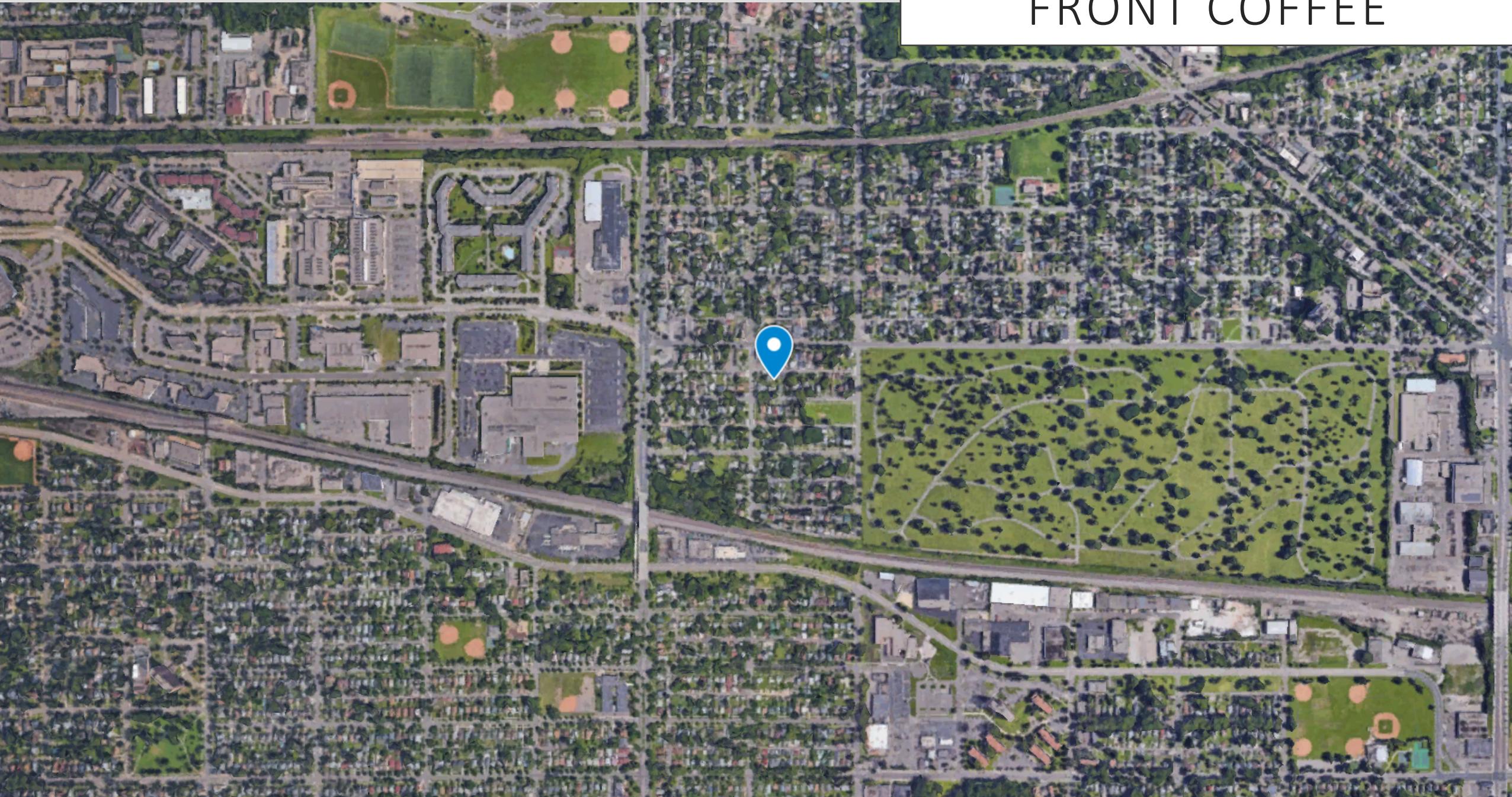


FRONT COFFEE



1036 FRONT AVE



1036 FRONT AVE





North East

1036 FRONT AVE

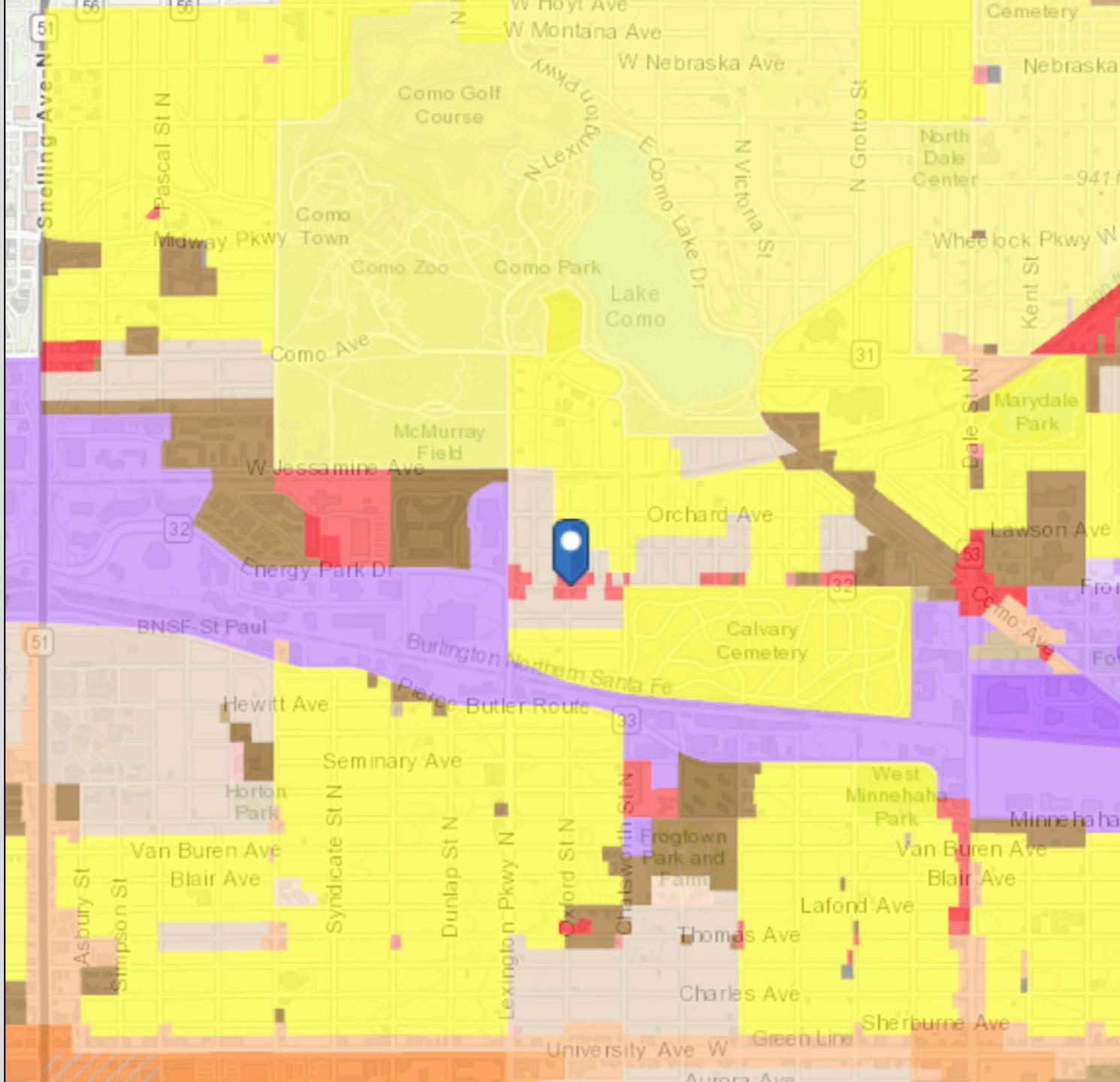


South West

# 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

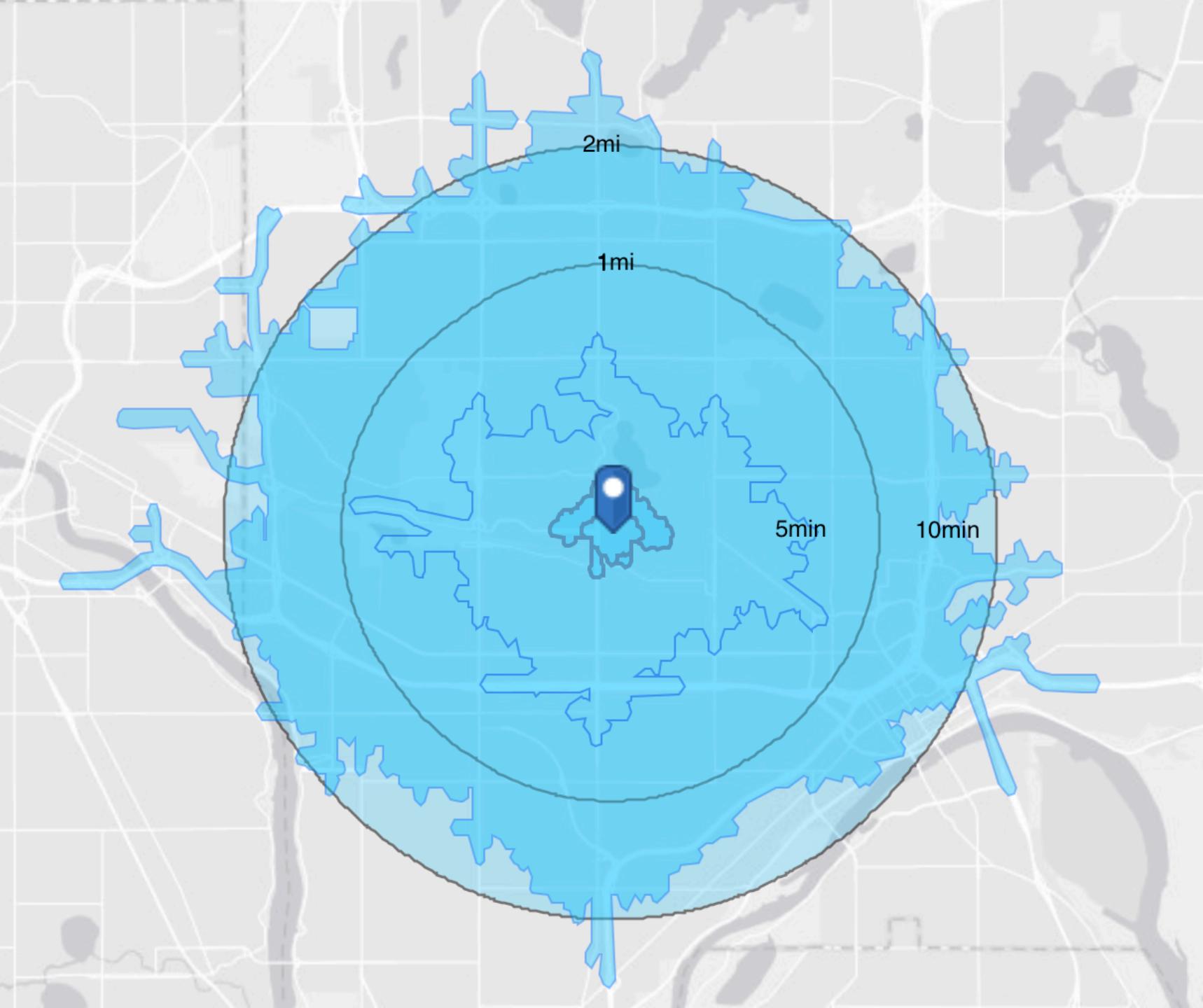
## MARKET AREA

5 min walk ~ .25 miles

10min walk ~ .5 miles

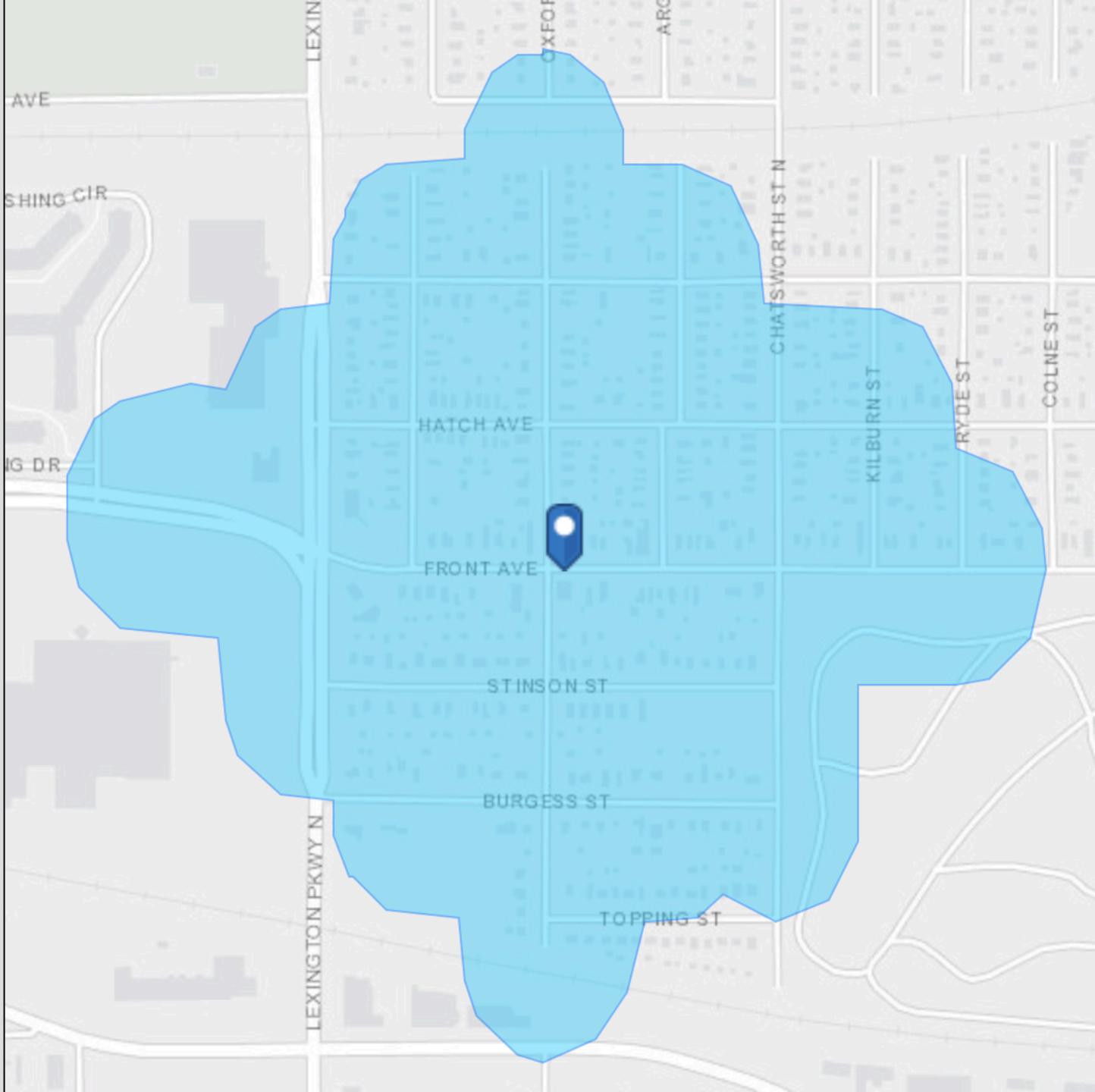
5min drive ~ 1 mile

10min drive ~ 2 miles



## 5 MINUTE WALK (.25MI)

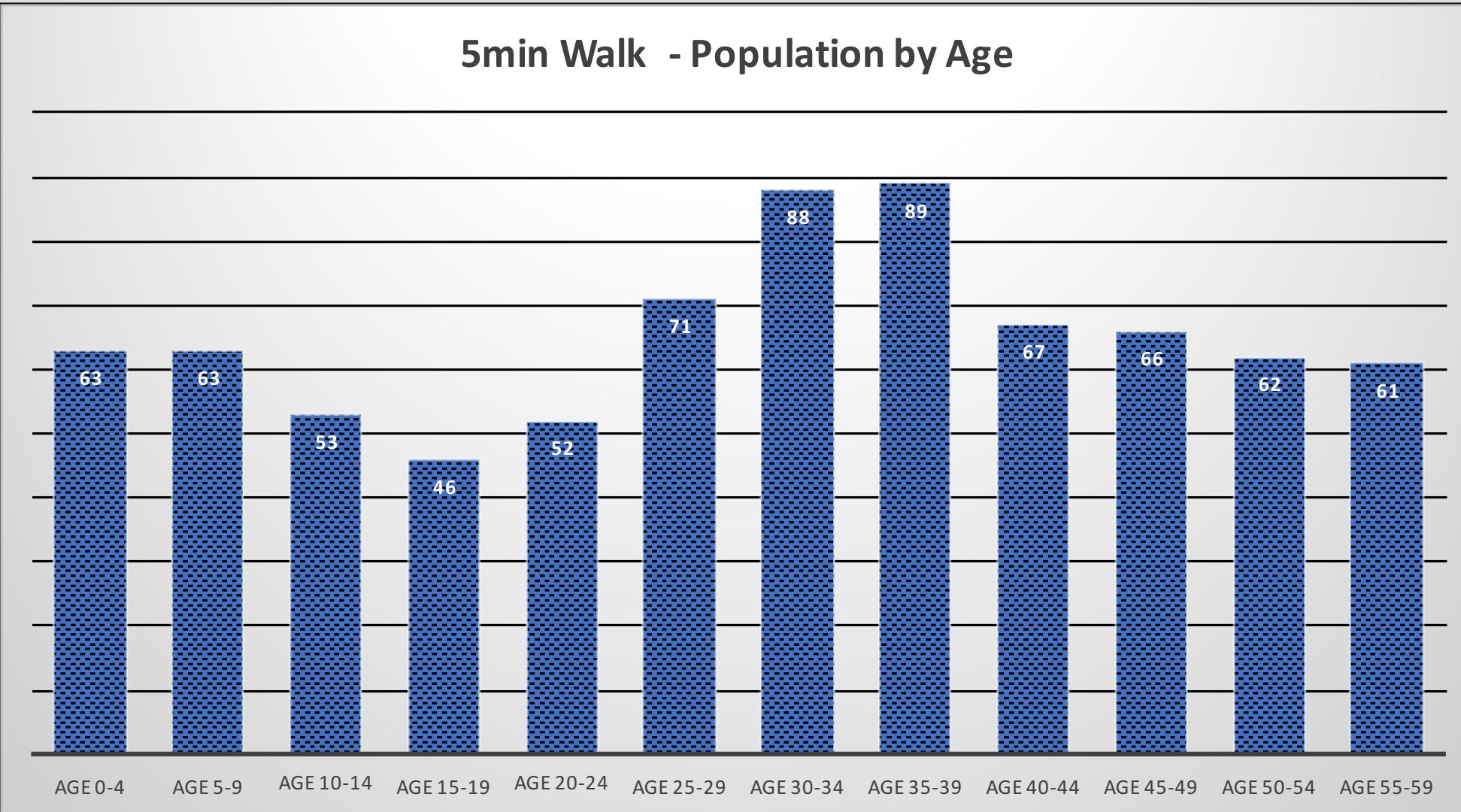
-Total Population	923	
-18+ Population	371	(40%)
-Pop. Density	5,898	sq. mi
-Racial Diversity		
White	616	(67%)
Black	139	(15%)
Hispanic	55	(6%)
Asian	83	(9%)
-Diversity Index	58	
-Med. HH Income	\$58,235	
-HH above poverty	348	(91%)
-Education		
High School	204	(22%)
Bachelors	125	(14%)
Graduate	123	(13%)



## 5 MINUTE WALK (.25MI)

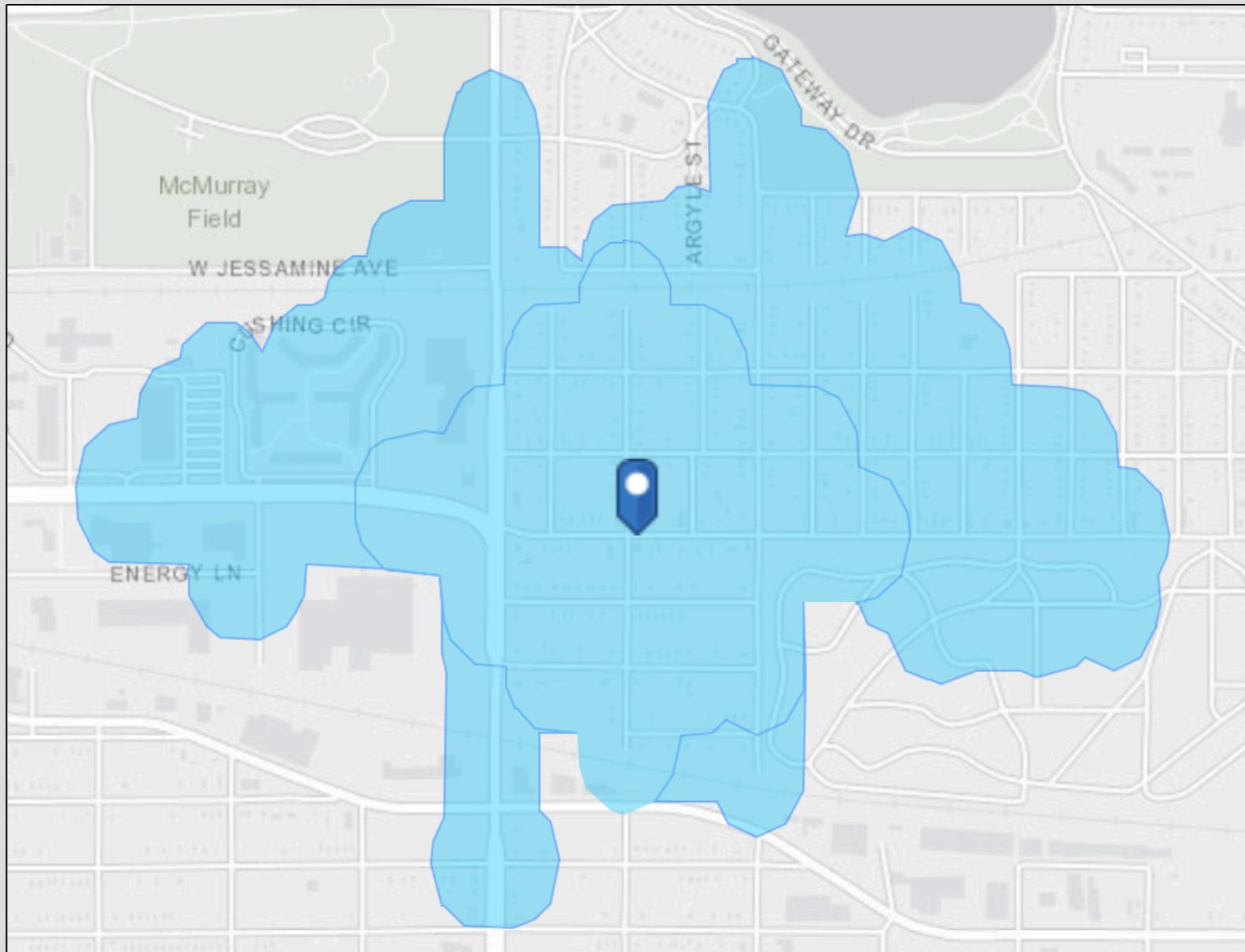
-Total Population 923  
-18+ Population 371 (40%)  
-Pop. Density 5,898 sq. mi

### 5min Walk - Population by Age



## 10 MINUTE WALK (.5 MI)

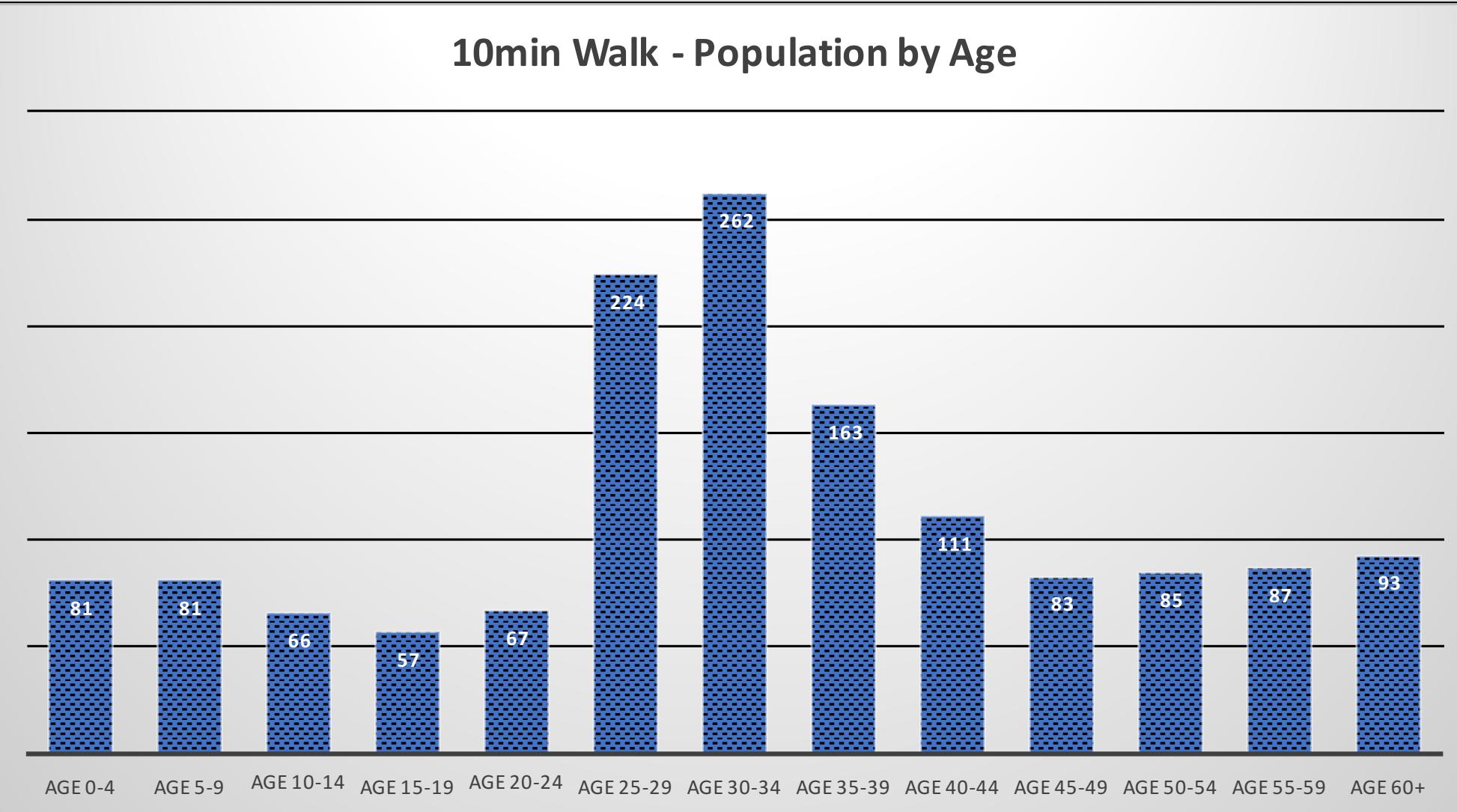
-Total Population	1630	
-18+ Population	1395	(86%)
-Pop. Density	6,139	sq. mi
-Racial Diversity		
White	1,182	(73%)
Black	168	(10%)
Hispanic	99	(6%)
Asian	166	(10%)
-Diversity Index	52	
-Med. HH Income	\$54,356	
-HH above poverty	630	(85%)
-Education		
High School	115	(7%)
Bachelors	317	(19%)
Graduate	348	(21%)



## 10 MINUTE WALK (.5 MI)

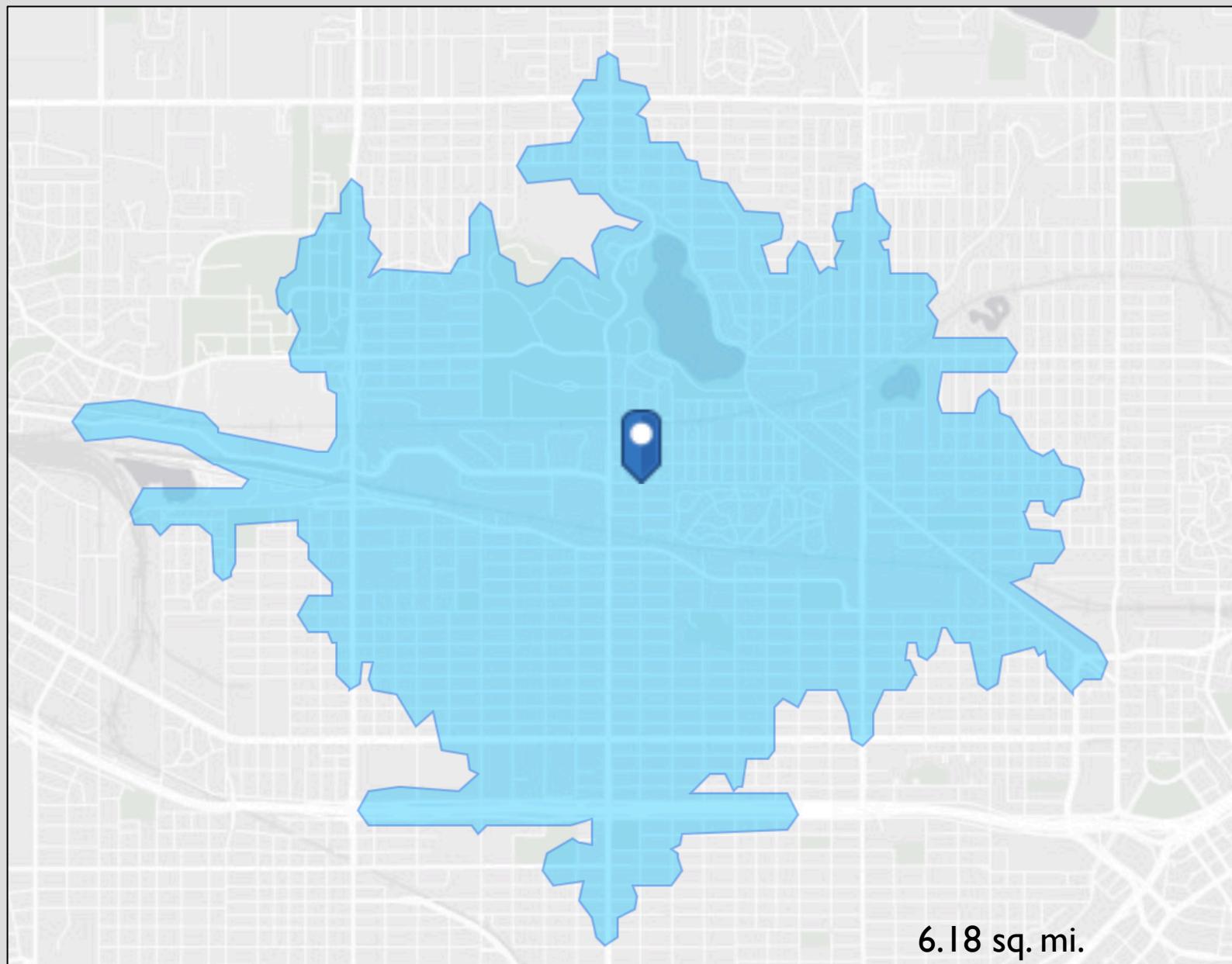
-Total Population	1630
-18+ Population	1395 (86%)
-Pop. Density	6,139 sq. mi

### 10min Walk - Population by Age



## 5 MINUTE DRIVE (1 MI)

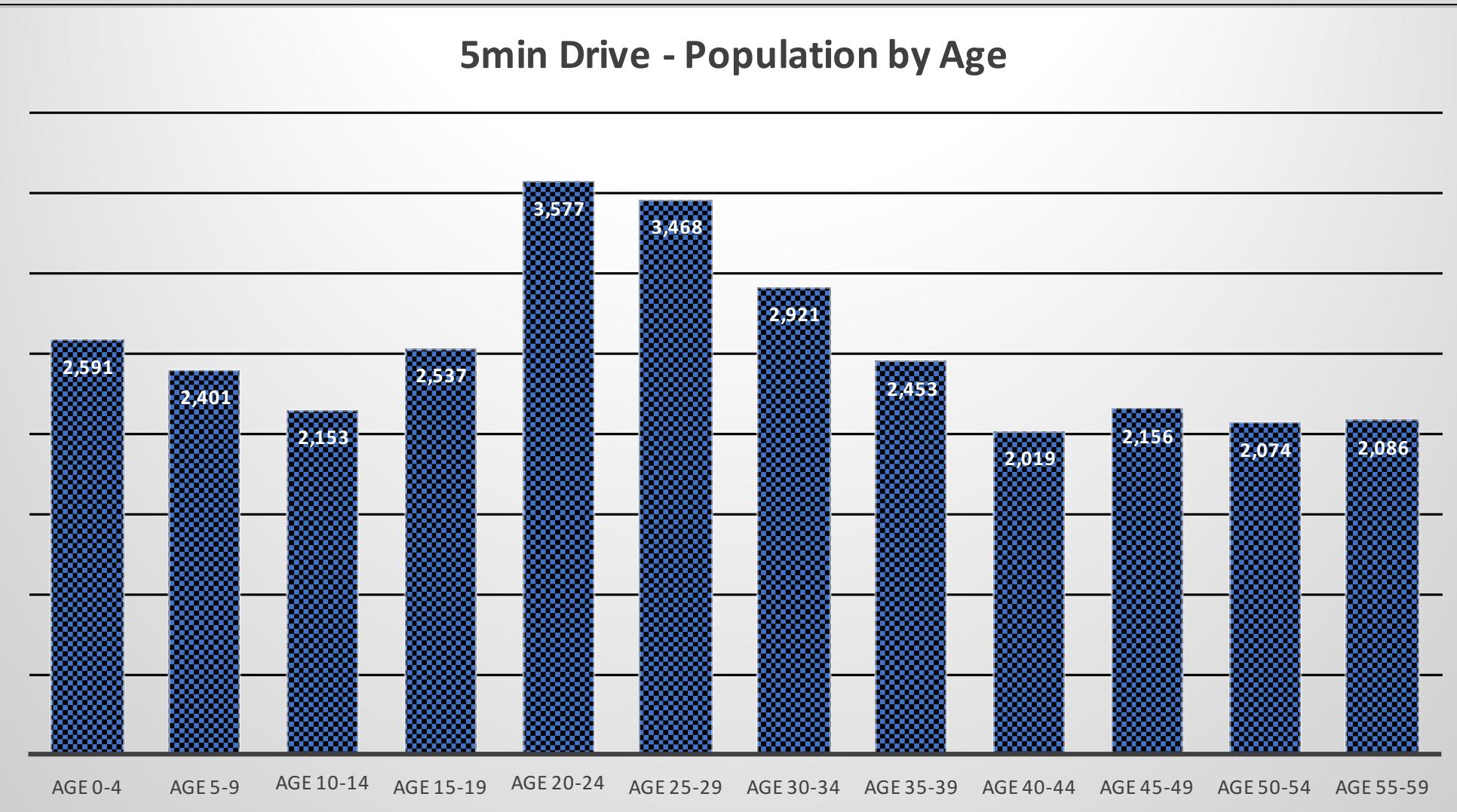
-Total Population	35,923
-18+ Population	27,580 (77%)
-Pop. Density	5,815 sq. mi
-Racial Diversity	
White	18,260 (51%)
Black	7,397 (22%)
Hispanic	1,087 (3%)
Asian	6,433 (18%)
-Diversity Index	71
-Med. HH Income	\$46,737
- HH above poverty	10,432 (78%)
-Education	
High School	4,533 (13%)
Bachelors	5,269 (15%)
Graduate	3,879 (11%)



## 5 MINUTE DRIVE (1 MI)

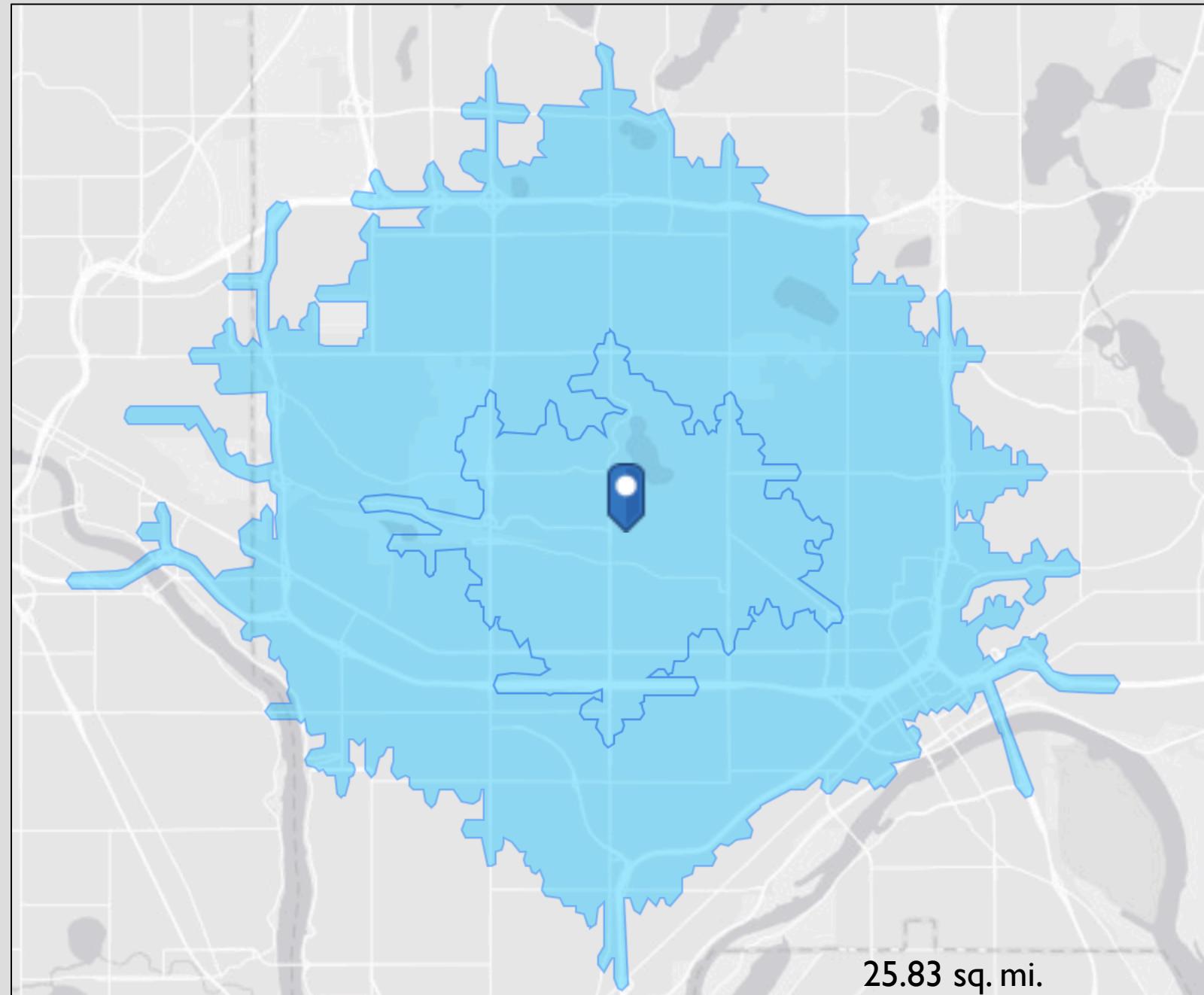
-Total Population 35,923  
-18+ Population 27,580 (77%)  
-Pop. Density 5,815 sq. mi

### 5min Drive - Population by Age



## 10 MINUTE DRIVE (2 MI)

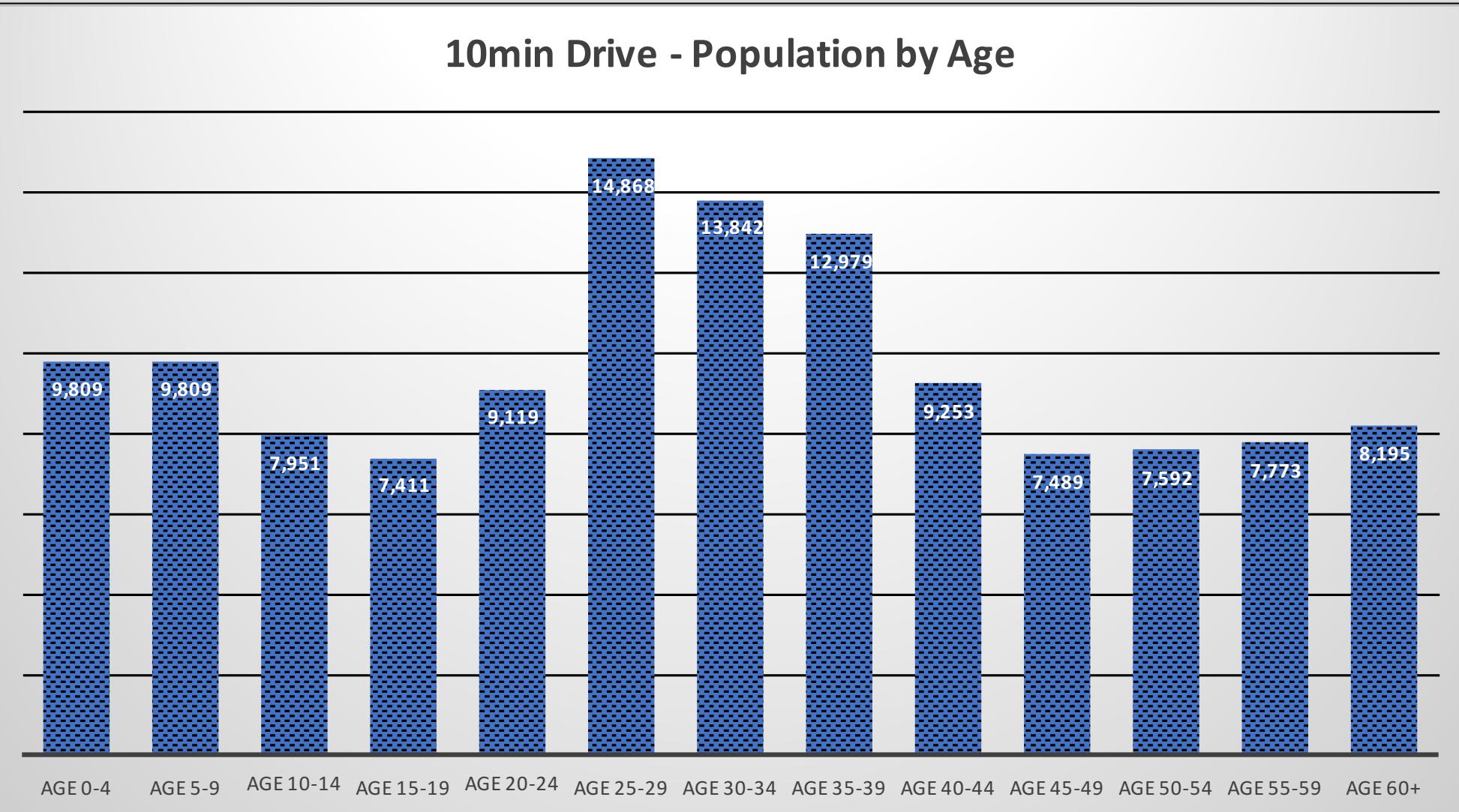
-Total Population	137,744
-18+ Population	109,118 (79%)
-Pop. Density	5,332 sq. mi
-Racial Diversity	
White	82,186 (60%)
Black	22,567 (16%)
Hispanic	8,861 (6%)
Asian	22,720 (16%)
-Diversity Index	64
-Med. HH Income	\$49,518
- HH above poverty	44,000 (81%)
-Education	
High School	15,495 (11%)
Bachelors	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

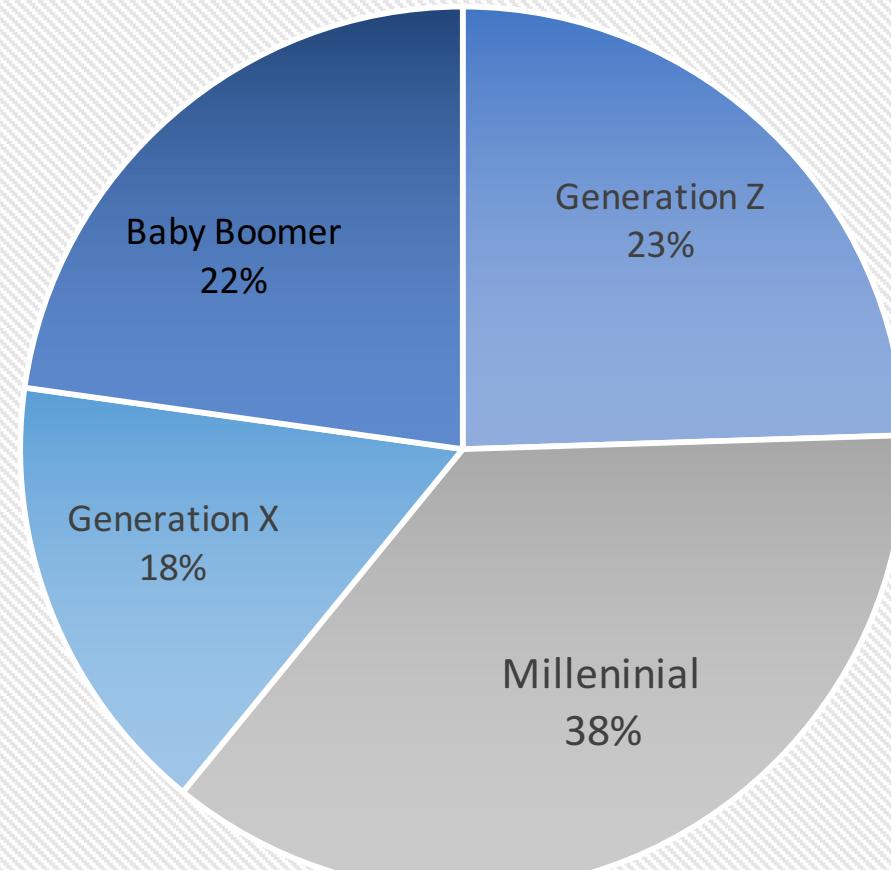
Gen Z	0-19 yrs
Millennial	20-39 yrs
Gen X	40-54 yrs
Boomer	55+ yrs

Median Age : 33

Female: 51%

Male: 49%

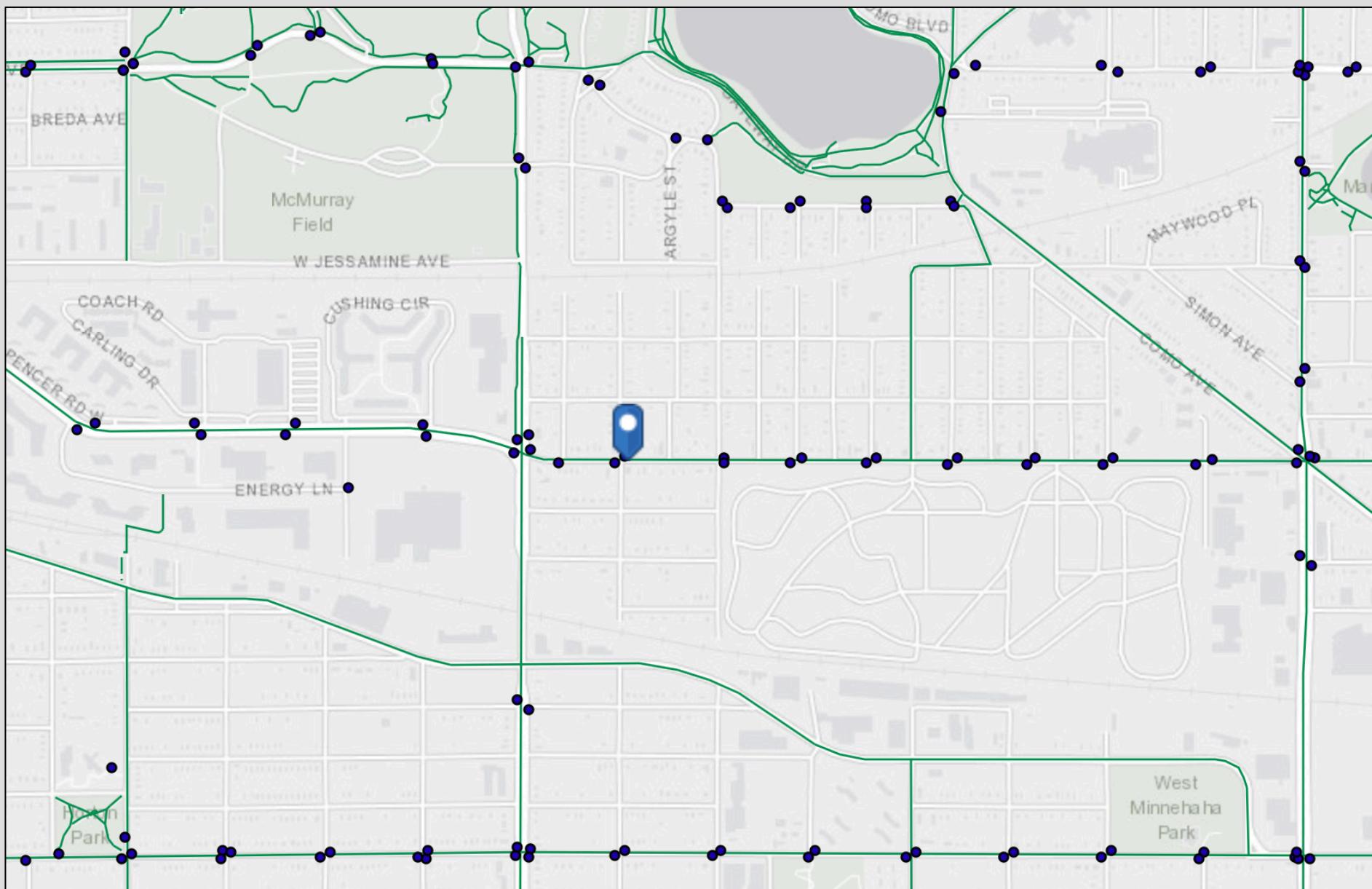
## Generation Breakdown



## BUS AND BIKE

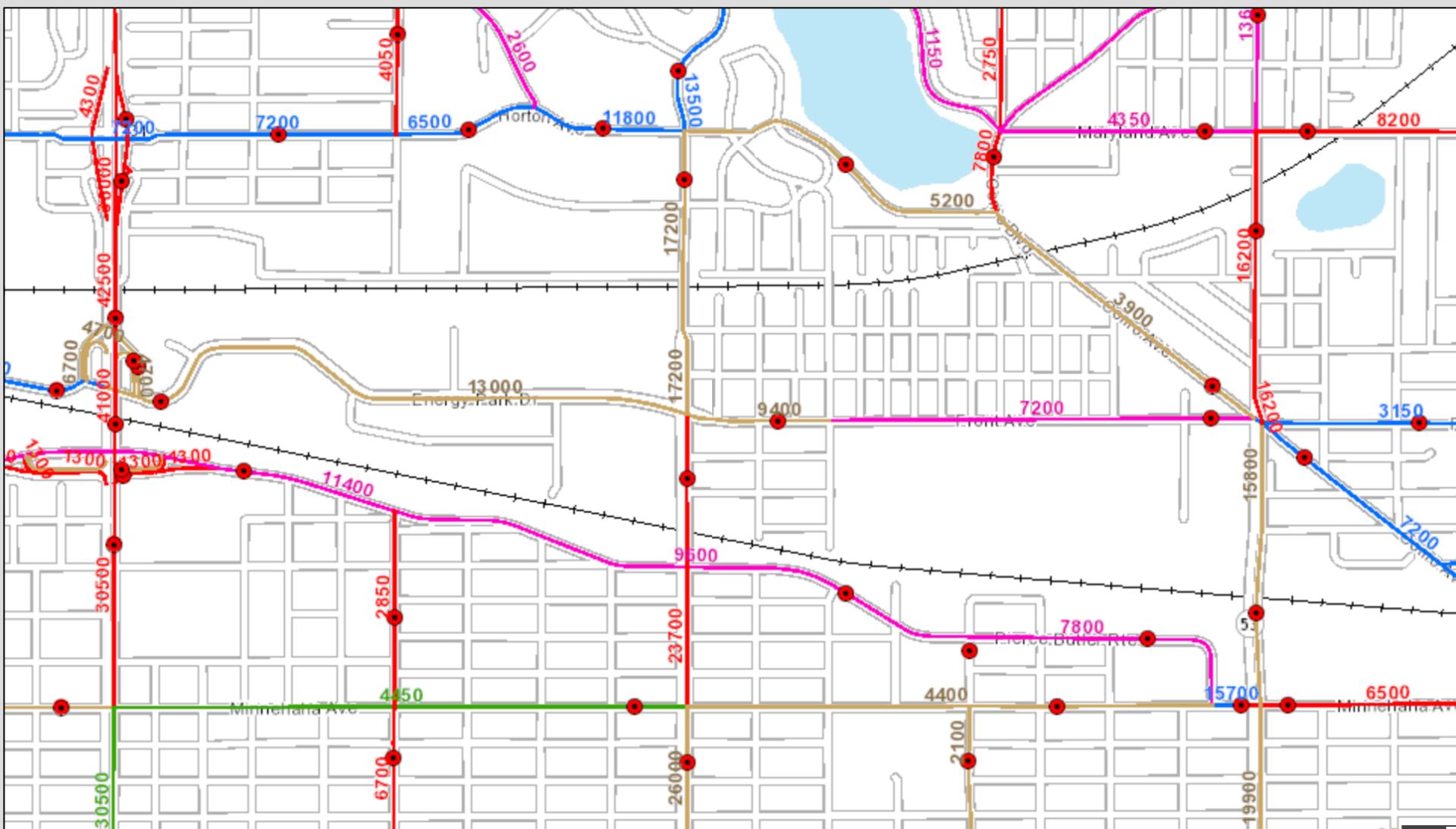
#83 Bus runs every 30 min  
N/S on Lexington Ave

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



## AVERAGE DAILY TRIPS

<u>Street</u>	<u>#of Trips</u>
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	Population	Walking				Driving			
		5	%	10	%	5	%	10	%
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	

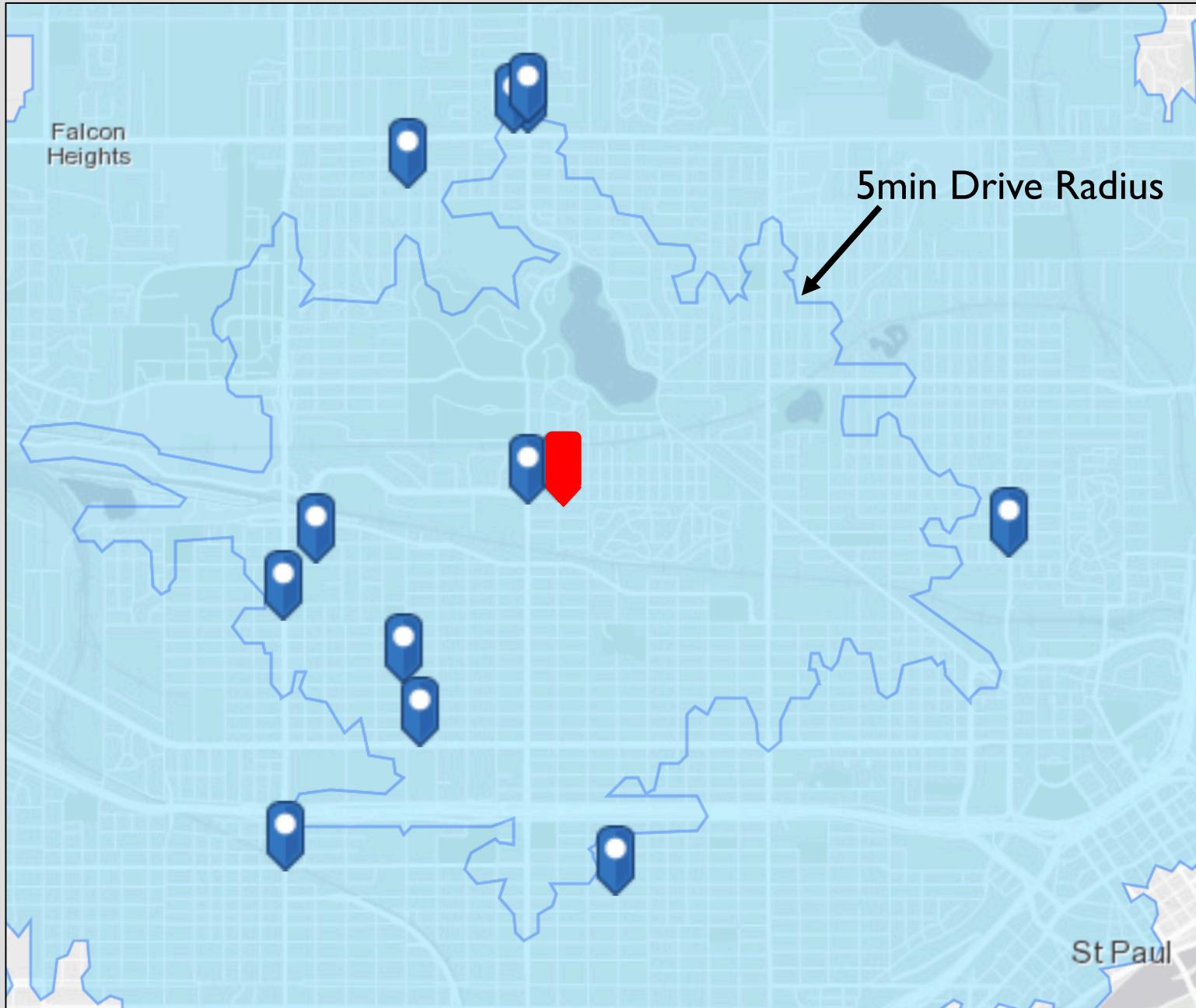
# INCOME + EDUCATION

	Walking				Driving			
	5	%	10	%	5	%	10	%
<b>Median HH Income</b>	58,235		54,356		46,737		49,518	
Per Capita Income	30,114		33,963		24,481		31,642	
<b>HH below Poverty Line</b>	33	9%	109	15%	2,930	22%	10,490	19%
<b>HH above Poverty Line</b>	348	91%	630	85%	10,432	78%	44,400	81%
Total Households	381	100%	739	100%	13,362	100%	54,890	100%
<b>Education</b>								
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%

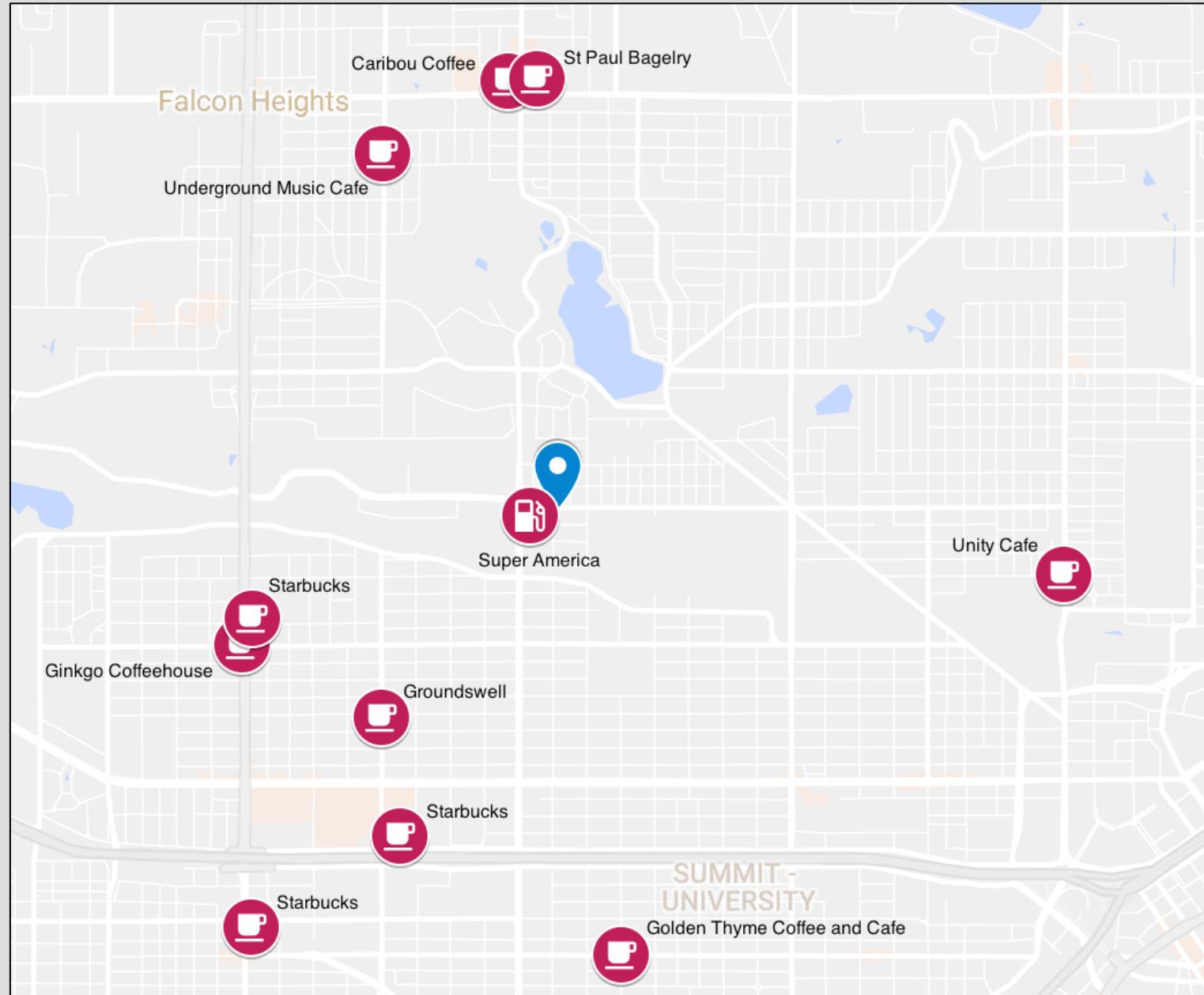
# BUSINESS

- 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

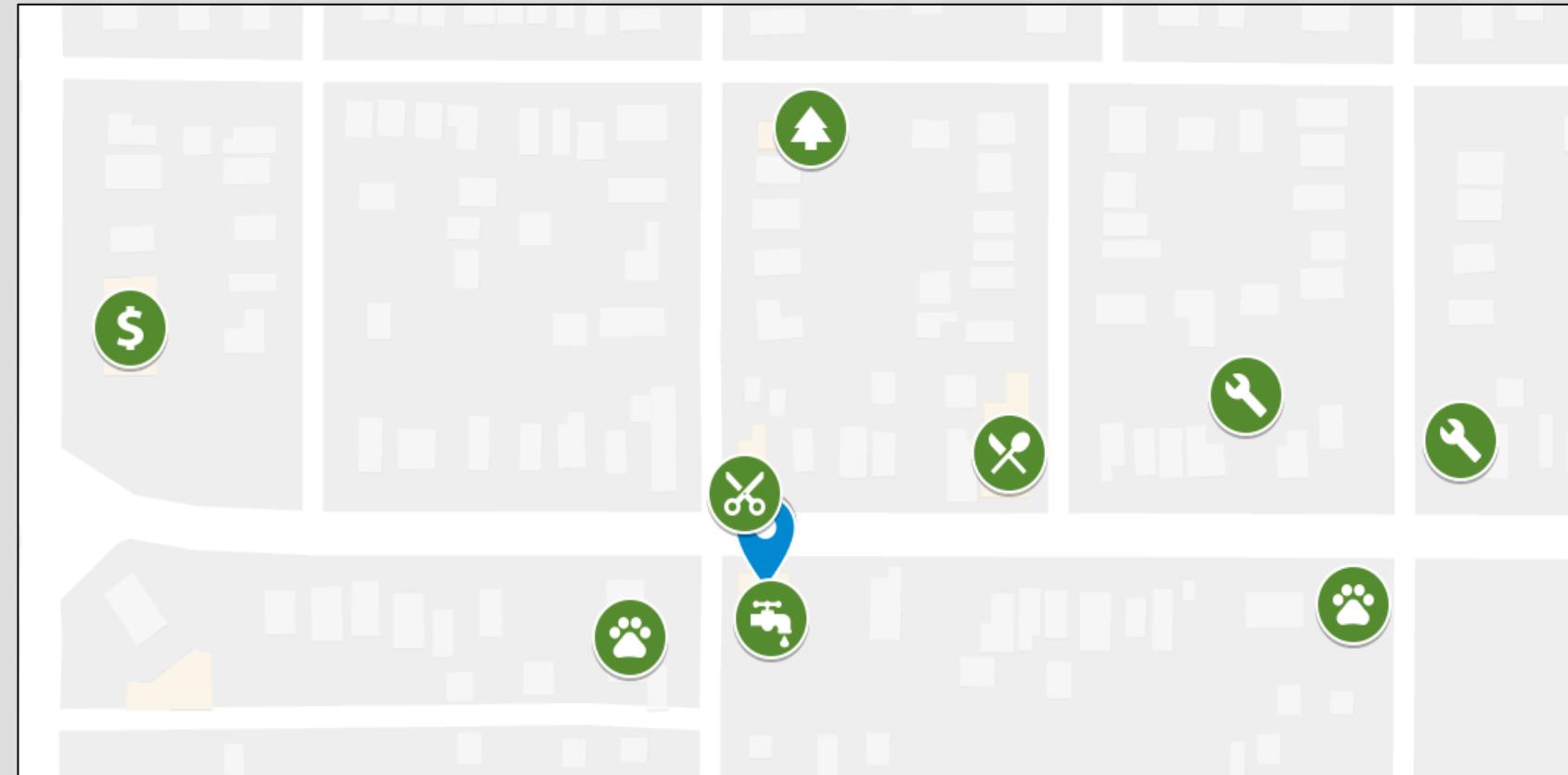
Target their customers to get a coffee while they wait

Target employees to get their daily coffee business

### +Topline Federal Credit Union – Credit Union/Bank

Target employees to get their daily coffee business

Find a way to offer perks to their members



### +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

# COMPLIMENTING BUSINESS - NEIGHBORHOOD

## +Giffy Dog – Dog training

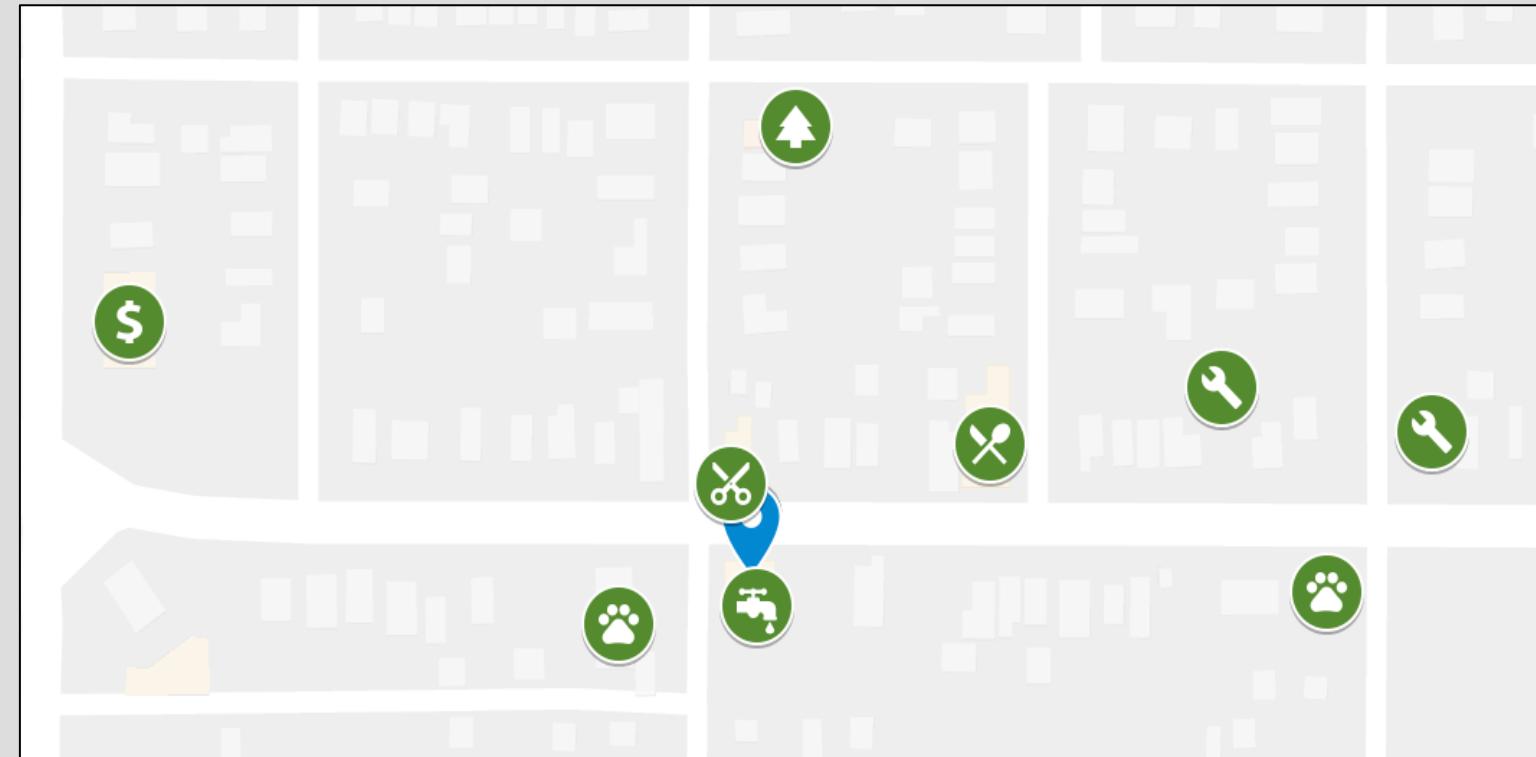
Target employees to get daily coffee business  
Find a way to offer perks to their customers

## +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