



# Texas Corners Market Assessment with Grocery Sales

Prepared by:



**LandUseUSA**  
UrbanStrategies

Prepared for:  
Texas Township, Michigan  
October 2018

cover images  
prepared by  
Viridis Design Group

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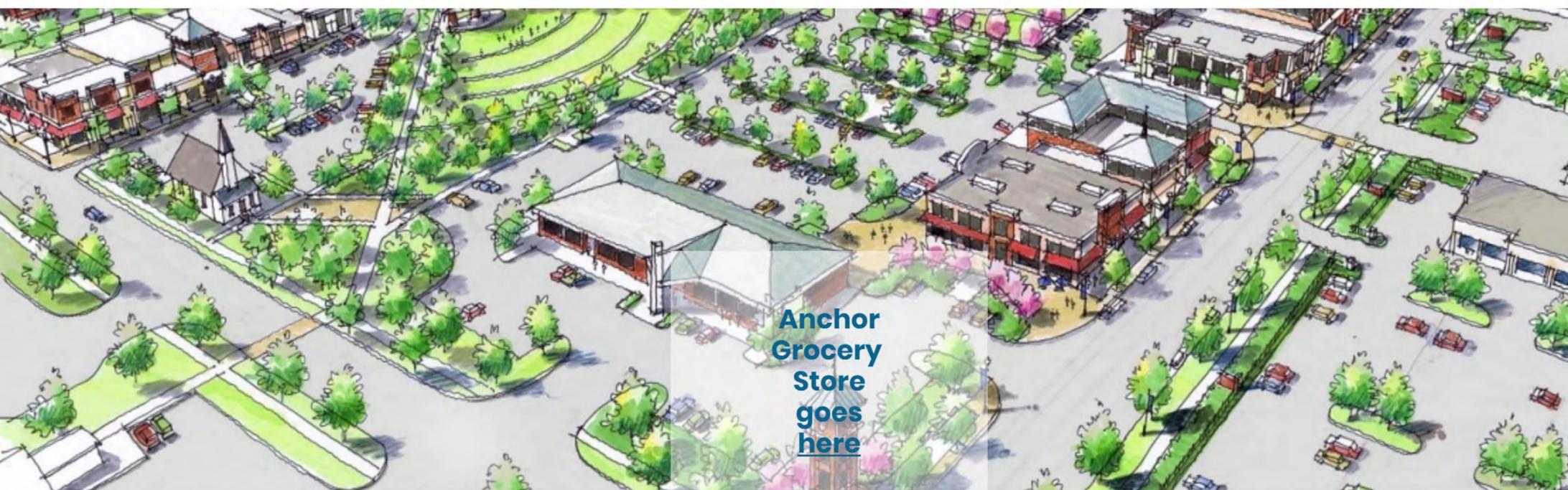
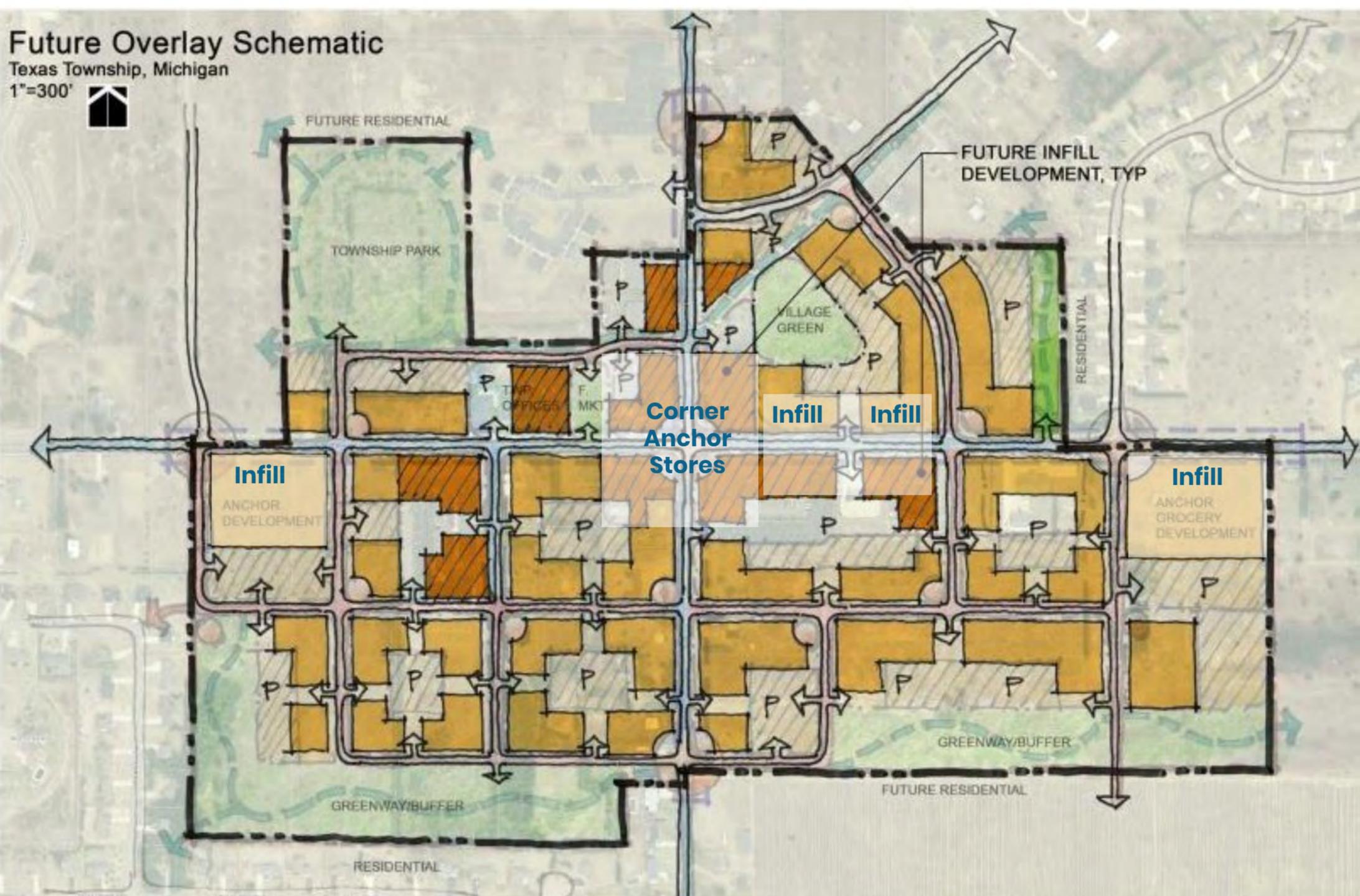
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# Section **A**

## **Summary Strategies**

# The Downtown Plan | Texas Corners

A qualitative assessment of downtown and site marketability to prospective grocery stores.



Plans, renderings, and related images all provided by Viridis Design Group; and shown here with permission from Texas Charter Township, Michigan, 2018. Exhibit is intended to demonstrate that the optimal sites for anchor stores are at the immediate intersection of Q Avenue and 8th Street; and that all other locations are "infill".



# Downtown Grocery & Marketing Strategies

A description of action items and next-steps for marketing Texas Corners and its assets.

## GROCERY STORE MARKET GAP

1. Grocery Store Size and Sales - A small grocery store is supportable with no more than 14,000 square feet, and it will probably achieve 80% of the average sales for any given brand or chain. This reflects the relatively small size of the Texas Township population base, with some offset for the market's affluence and relatively high per capita income. The productivity of larger stores will be significantly less; and mid-sized stores with 20,000 square feet or more should expect to achieve only half of the average sales for any given brand. Total sales could be as low as \$3.0 million, and as high as \$7.0 million, and depending on the size, brand, format, marketing, location, visibility to traffic, and related site attributes.
2. Prime Anchor Locations - The prime retail location is at the intersection of Q Street and 8th Street, without deviation. All retail anchors should be located immediately at this intersection, and all adjacent parcels should be viewed as "infill" sites for longer-term development. Compromises on the location could have significant negative impacts on store sales, in the magnitude of -20%.
3. Grocery Store Formats - The grocery store could be a specialty brand such as Market Square (11,000 square feet, West Bloomfield Twp). However, it could also be a small, independently operated store under the IGA franchise, Spartan supplier, or Harding's Market and D&W Fresh Market brands. Regardless, caution is recommended against facilities larger than 14,000 gross square feet.
4. Grocery Store Competitors - The need for local groceries could also be partially met with a chain pharmacy like CVS, or a dollar store like Dollar Tree. These moderate chains often include beverages, snacks, and frozen entrees that compete directly with convenience food stores. Gas station with convenience stores might also seek sites - but they should not be allowed to occupy the prime retail corner at Q Street and 8th Street.

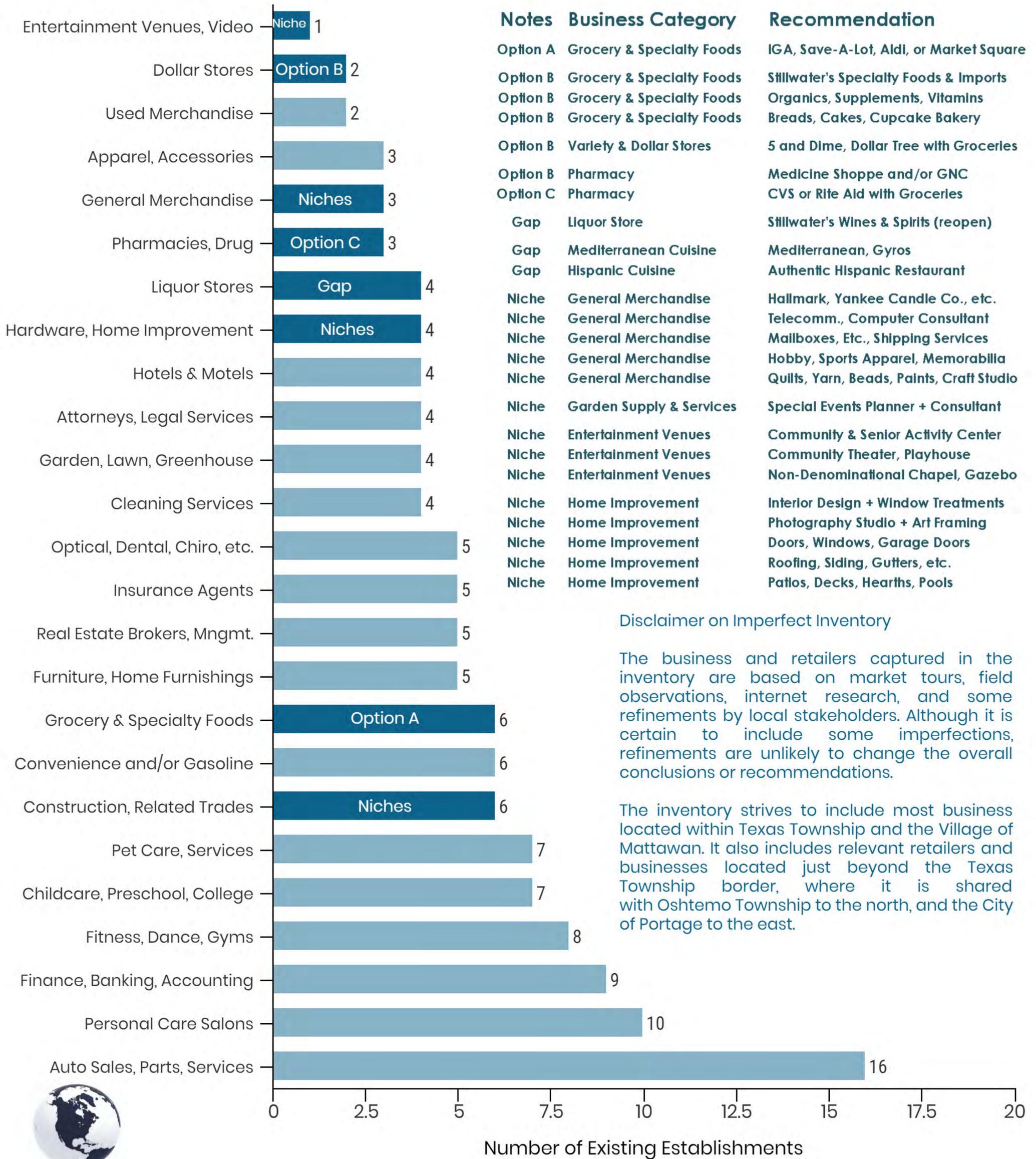
## DOWNTOWN MARKETING STRATEGIES

1. Work with a commercial real estate broker to prepare summary sheets on each available property, and post them online.
2. Write a media release and send it to the local newspapers for publication. Follow-up with updates several times a year, celebrating events, successes, and progress.
3. Add welcome signs at the highest traffic gateways into the township and Texas Corners. Add highway signs that advertise Texas Corners, its small town quality of life, amenities, and unique dining and shopping choices.
4. Improve store signage within existing shopping centers, to clearly convey the existing tenants and occupied spaces. Ensure that every tenant has a sign that is large and discernible for drive-by commuters, visitors, and impulse shoppers.
5. Work with owners of existing shopping centers to ensure that vacancies are being filled with retail merchants and restaurants. Non-retail services should be located along secondary streets that are inboard from Q Street and 8th Street.
6. Cross-market with the community college and ensure that the downtown map is included with student registration information and welcome packets. In exchange, promote the community college through local websites and social media.



# Retail Inventory & Gaps | Texas Corners

A qualitative assessment of retail recommendations based on market gaps.



## Disclaimer on Imperfect Inventory

The business and retailers captured in the inventory are based on market tours, field observations, internet research, and some refinements by local stakeholders. Although it is certain to include some imperfections, refinements are unlikely to change the overall conclusions or recommendations.

The inventory strives to include most business located within Texas Township and the Village of Mattawan. It also includes relevant retailers and businesses located just beyond the Texas Township border, where it is shared with Oshtemo Township to the north, and the City of Portage to the east.



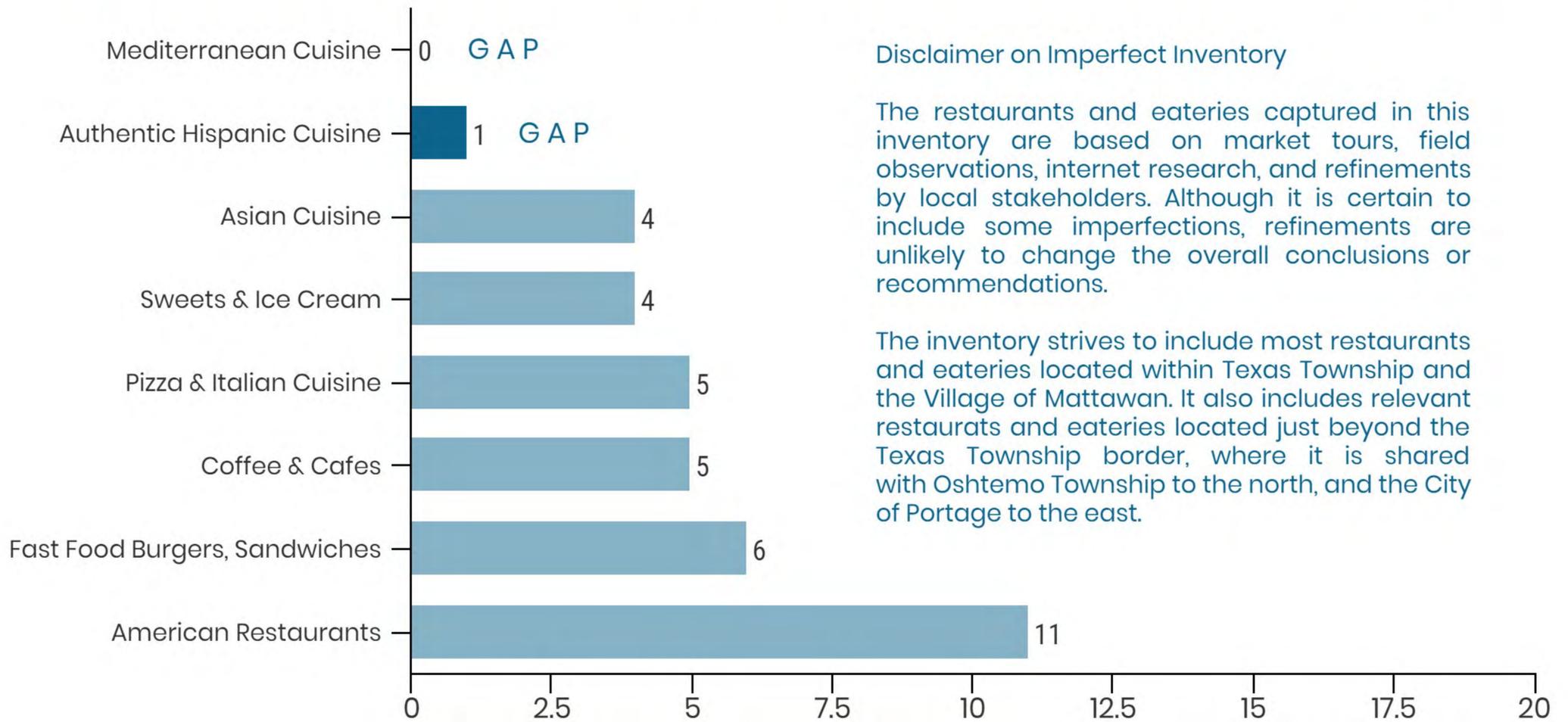
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Analysis & exhibit prepared by LandUseUSA on behalf of Texas Township, Michigan, 2018.

# Restaurant Inventory & Gaps

## Texas Corners

A qualitative assessment of recommendations based on market gaps.



### Disclaimer on Imperfect Inventory

The restaurants and eateries captured in this inventory are based on market tours, field observations, internet research, and refinements by local stakeholders. Although it is certain to include some imperfections, refinements are unlikely to change the overall conclusions or recommendations.

The inventory strives to include most restaurants and eateries located within Texas Township and the Village of Mattawan. It also includes relevant restaurants and eateries located just beyond the Texas Township border, where it is shared with Oshtemo Township to the north, and the City of Portage to the east.



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# Recruitment Strategies | Texas Corners

A description of action items and process for recruiting targeted anchors and retail brands.

## RETAIL RECRUITMENT

1. Assemble an abbreviated version of the Market Assessment, plus other marketing materials into printed packets. Marketing materials should include a brochure summarizing reinvestment incentives, master plans, broker cut-sheets of available properties. Include a cover letter with an invitation for an in-person, guided market tour and site visits.

2. Use the internet and related resources to identify the real estate representative at each of the targeted companies. Build a spreadsheet of mailing addresses, phone numbers, and emails (see example, below).

3. Mail the marketing packets to recipients at each of the targeted companies. Address the materials to the land and real estate development divisions.

4. Follow-up with phone calls to each real estate division, with a request to speak to the real estate representative responsible for Michigan and the Upper Midwest.

5. Ensure that the marketing materials were received, and repeat the invitation for a guided market tour and site visits. Follow-up with monthly calls and invitations, and offer to send additional materials if needed.

6. During each market visit, commence with a meeting to review investment incentives; conduct the tours; and then recap over lunch or dinner - and be sure to pick up the tab. Follow-up with phone calls and offer additional information as needed.



Retailer	Name	Title	Address	City	Zip	Phone 1	Email 1
Aldi, Inc.	Renee Sullivan		2625 N. Stockbridge Rd	Webberville	48892	(517) 521-3907	renee.sullivan@aldi.us
Aldi, Inc. - Michigan	David Kapusansky	Director of Real Estate	2625 N. Stockbridge Rd	Webberville	48892	(517) 521-3907 x	webberville467@aol.com;
D&W Fresh Market / Spartan	Jerry Whitehead	Account Representative	151 West Grand River	Williamston	48895	(517) 655-2230	
D&W Fresh Market / Spartan	Mike Nelson	Executive Director	151 West Grand River	Williamston	48895	(517) 655-2230	
Harding's Friendly Markets	Bryant Heffinghouse		211 East Banniser Street;	Plainwell	49080	(269) 685-9807	
IGA, Inc.	William "Rex" Harcourt	Owner	225 South Washington	Charlotte		(517) 331-6966 cell	wharco36@aol.com
IGA, Inc.	Tom Robinson	Owner, works with Rex	225 South Washington	Charlotte		(517) 331-6966 cell	wharco36@aol.com
IGA, Inc.	Bill Overman	Area Director for IGA				(773) 457-3450	boverman@igainc.com
Save-A-Lot Food Stores	Bob Ferratto	Sr. Real Estate Manager	2808 Cabin Creek Ct.	Edwardsville	62025	(314) 504-6101	bob.ferratto@charter.net
Spartan Stores, Inc.	Mark Sinclair	President	14377 E on Ave	Climax	49034	(269) 746-4242	boss738@aol.com
Spartan Stores, Inc.	Frank Bednarski	Owner	400 East Michigan	Grass Lake	49240	(517) 522-4161	
Spartan Stores, Inc.	Clifford Sasfy II	Real Estate	850 76th Street SW	Grand Rapids	49518	(616) 878-2000	cliff_sasfy@spartanstores.com
Spartan Stores, Inc.	David J. Belock Jr.	Vice President Real Estate	850 76th Street SW	Grand Rapids	49518	(616) 878-8500	dave_belock@spartanstores.com
Spartan Stores, Inc.	Dave Bristol	Research Manager	850 76th Street SW	Grand Rapids	49518	(616) 878-8550	dave_bristol@spartanstores.com
SpartanNash Company	David Belock Jr	Vice President Real Estate	850 76th Street SW	Grand Rapids	49518	(616) 878-8500	dave.belock@spartannash.com
SpartanNash Company	Daniel Merrill	Supervisor	850 76th Street SW	Grand Rapids	49518	(616) 878-8500	dan.merrill@spartannash.com



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Strategies and recommendations provided by LandUseUSA on behalf of Texas Township, Michigan, 2018.

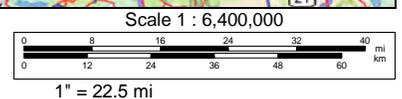
# Section **B**

## Industry Trends

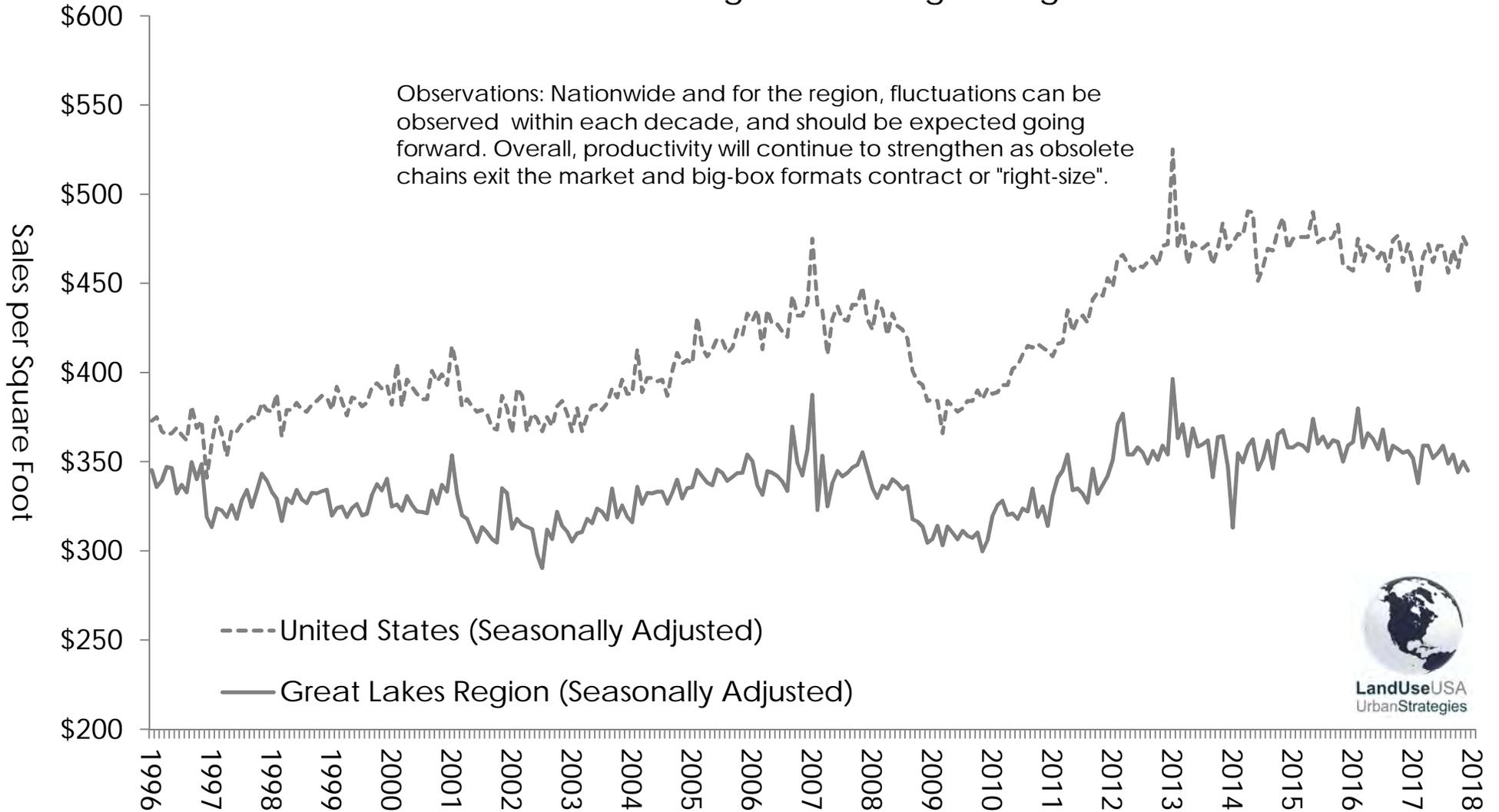




# Geographic Overview - Five Great Lakes States

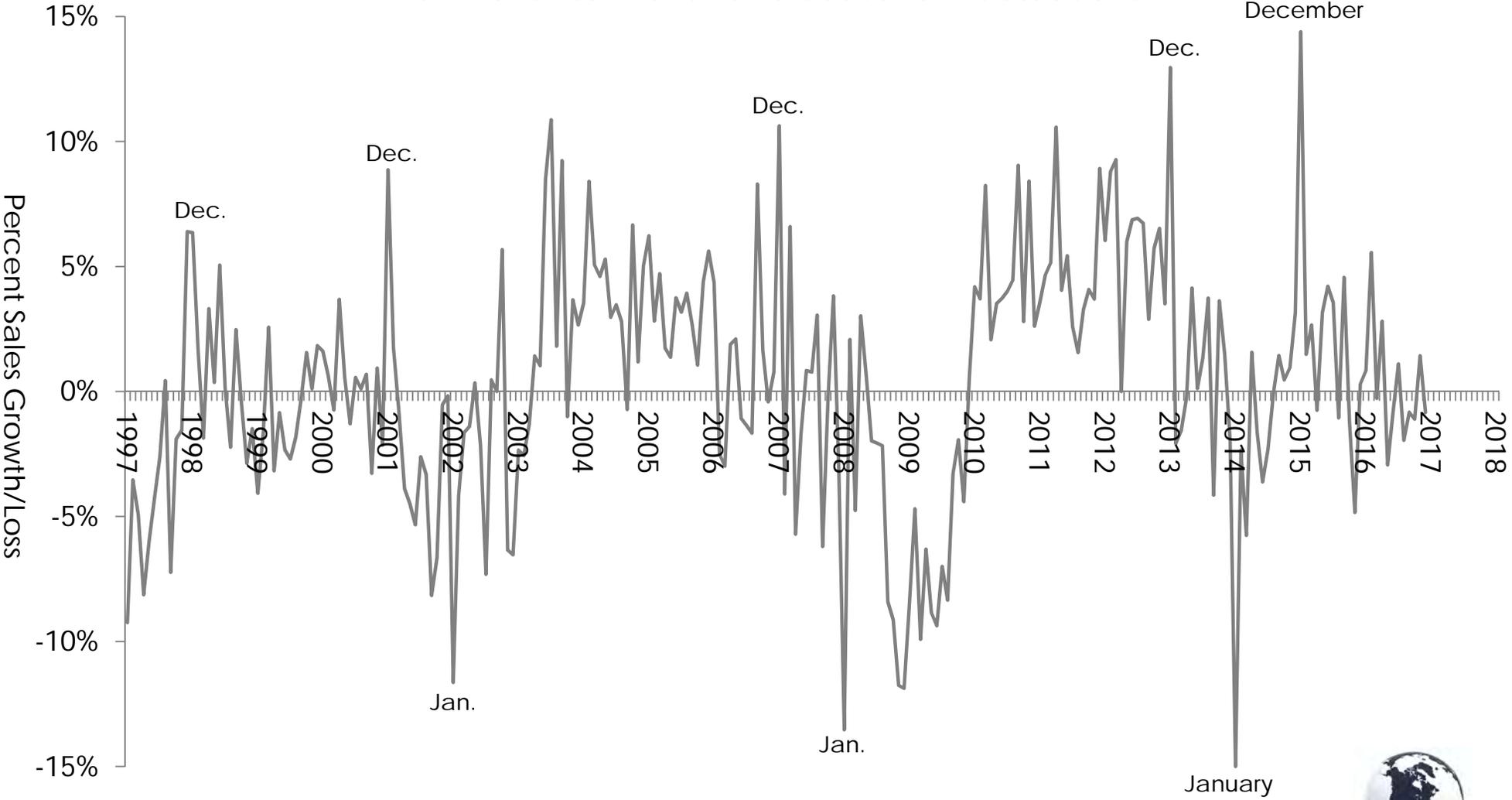


# Month-to-Month Sales per Square Foot Non-Anchor Retail Tenants | Thru December 2017 The Great Lakes Region including Michigan



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Same-Store Monthly Sales Growth/Loss v. Prior Year  
 Non-anchor Retail Tenants | Thru December 2017  
 The Great Lakes Region including Michigan  
 With Month-to-Month and Seasonal Fluctuations



Analysis and exhibit prepared by LandUseUSA© October 2018 with all rights reserved. The USA and Michigan data are seasonally adjusted; the Detroit data is not. Underlying data provided by the International Council of Shopping Centers. The Great Lakes States includes Michigan, Illinois, Indiana, Ohio, and Wisconsin.



# Retail Sales per Square Foot | Michigan

Demonstrates variations in sale productivity by retail category, forecast to 2020.



Downtown Mattawan



Northeast of Texas Corners

Photos below demonstrate the mix of retail competition in and near Mattawan.



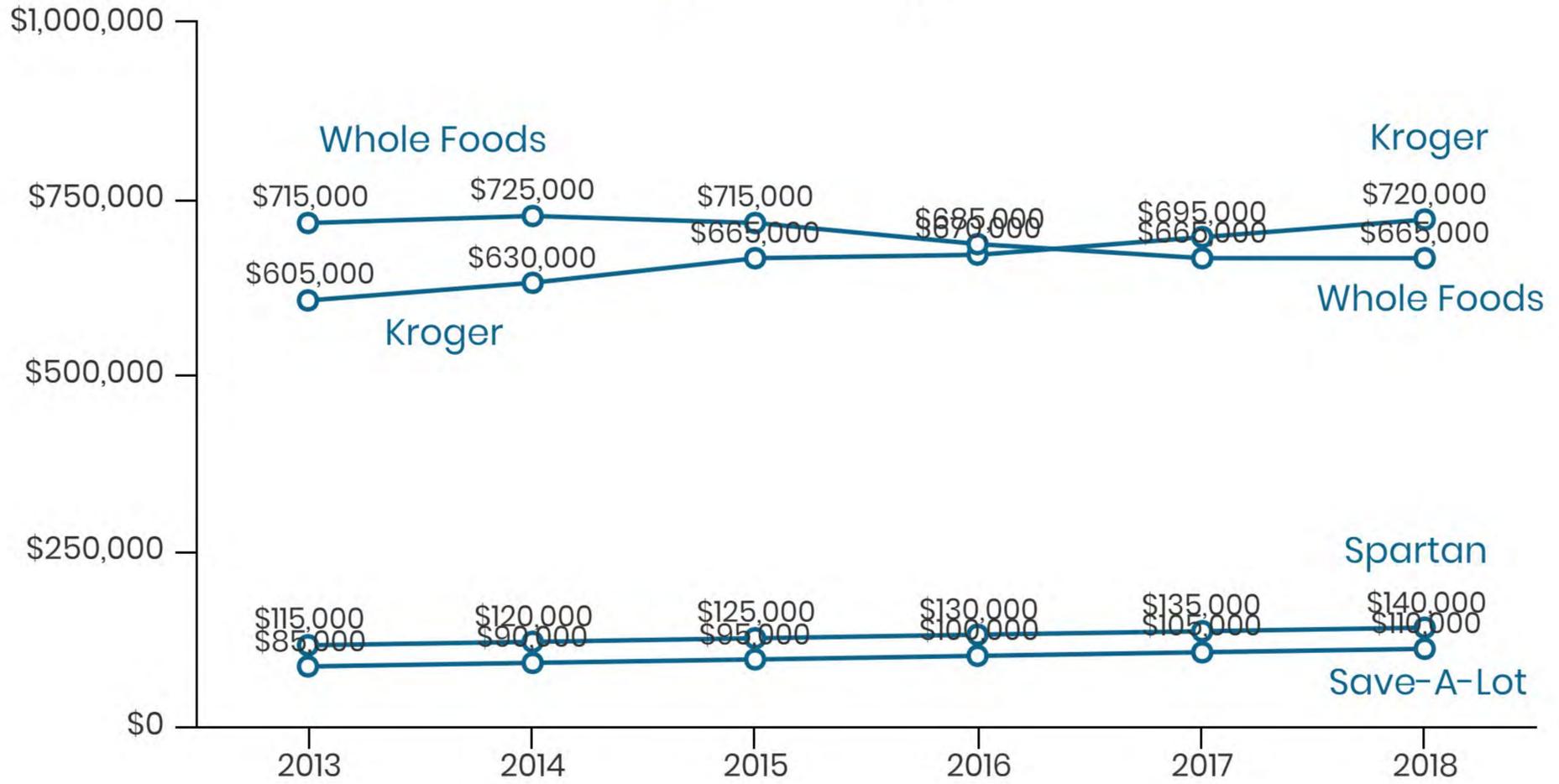
Underlying data provided by the International Council of Shopping Centers through year-end 2017. Analysis & exhibit prepared by LandUseUSA, LLC © on behalf of Texas Township, Michigan, 2018. All photos are original images by LandUseUSA and intended to demonstrate the mix of competition to the west and north of Texas Corners, and particularly in the Village of Mattawan.



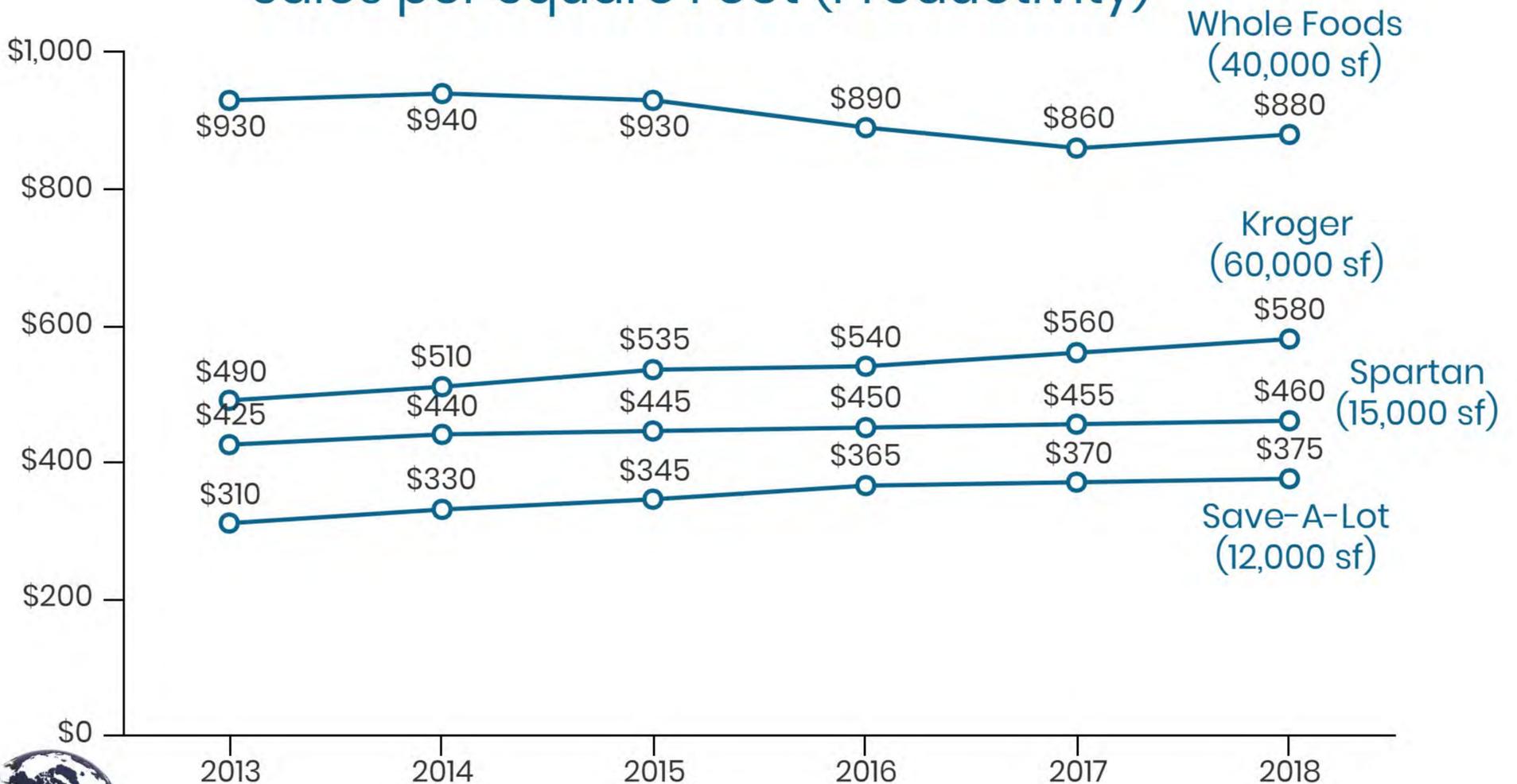
# Grocery Sales by Chain or Supplier | Michigan

Demonstrates variations in sale effectiveness by grocery store chain over time.

## Average Weekly Sales



## Sales per Square Foot (Productivity)



Underlying data represents estimates only; analysis based on proprietary industry intelligence; LandUseUSA, LLC © with full copyrights and all rights reserved. Exhibit prepared on behalf of Texas Township, Michigan, 2018.

**Section C**

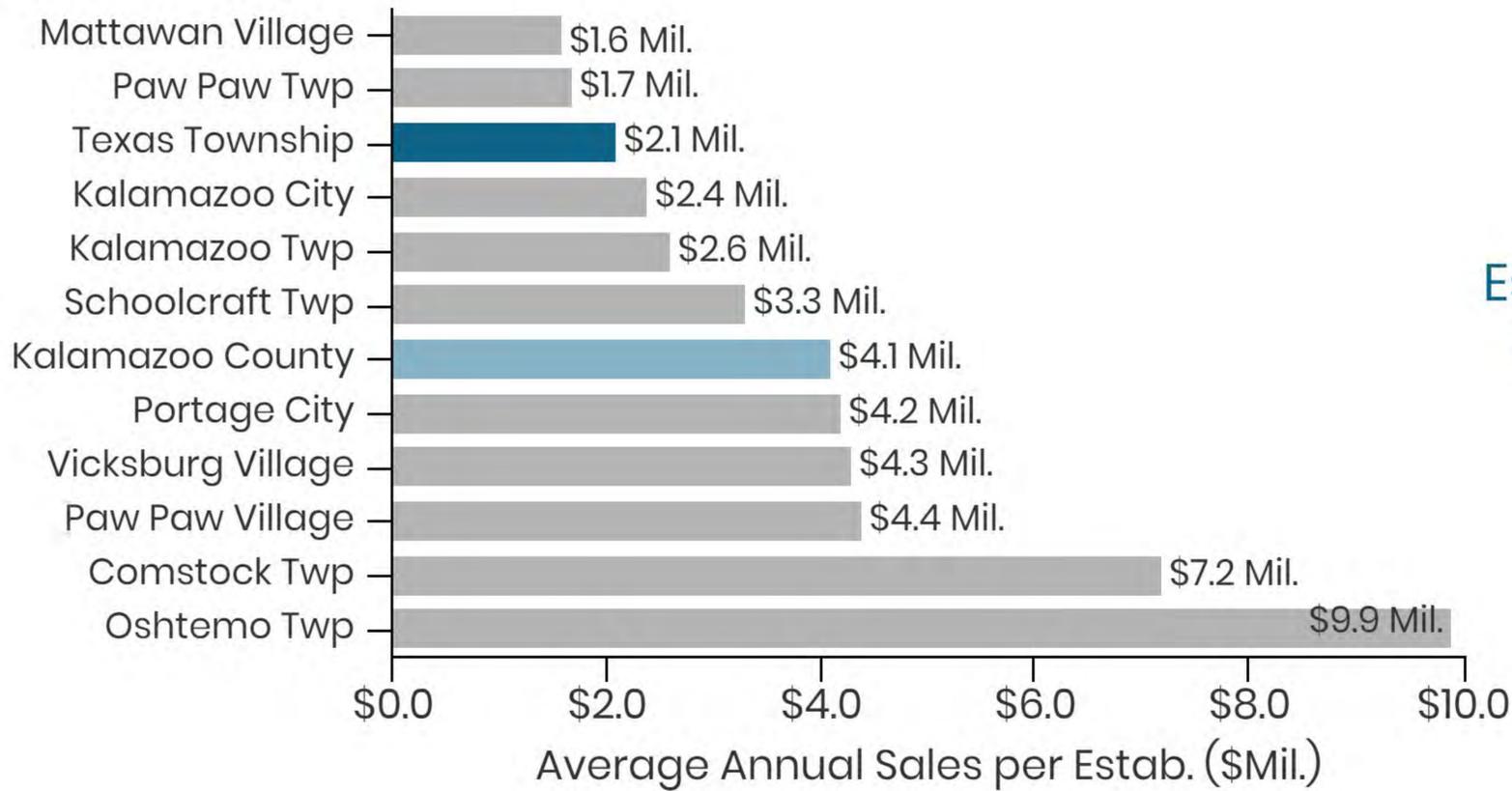
**County  
Sales & Export**





# Annual Retail Sales | Texas Township

A comparison of transacted retail sales per establishment for the year 2017.



Average  
All Retail  
Establishments  
NAICS 44-45



Food and  
Beverage  
Stores  
NAICS 445



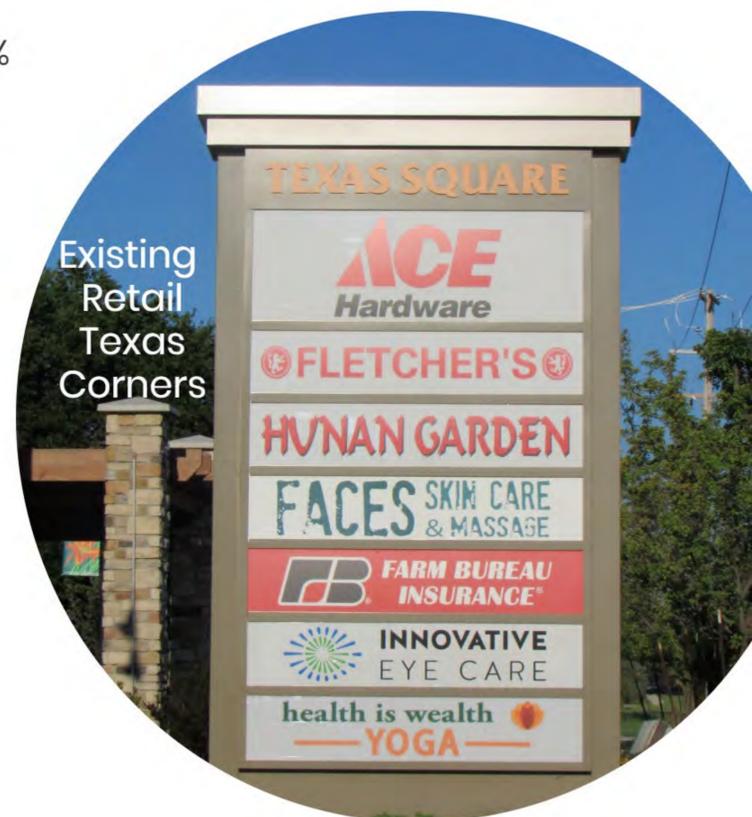
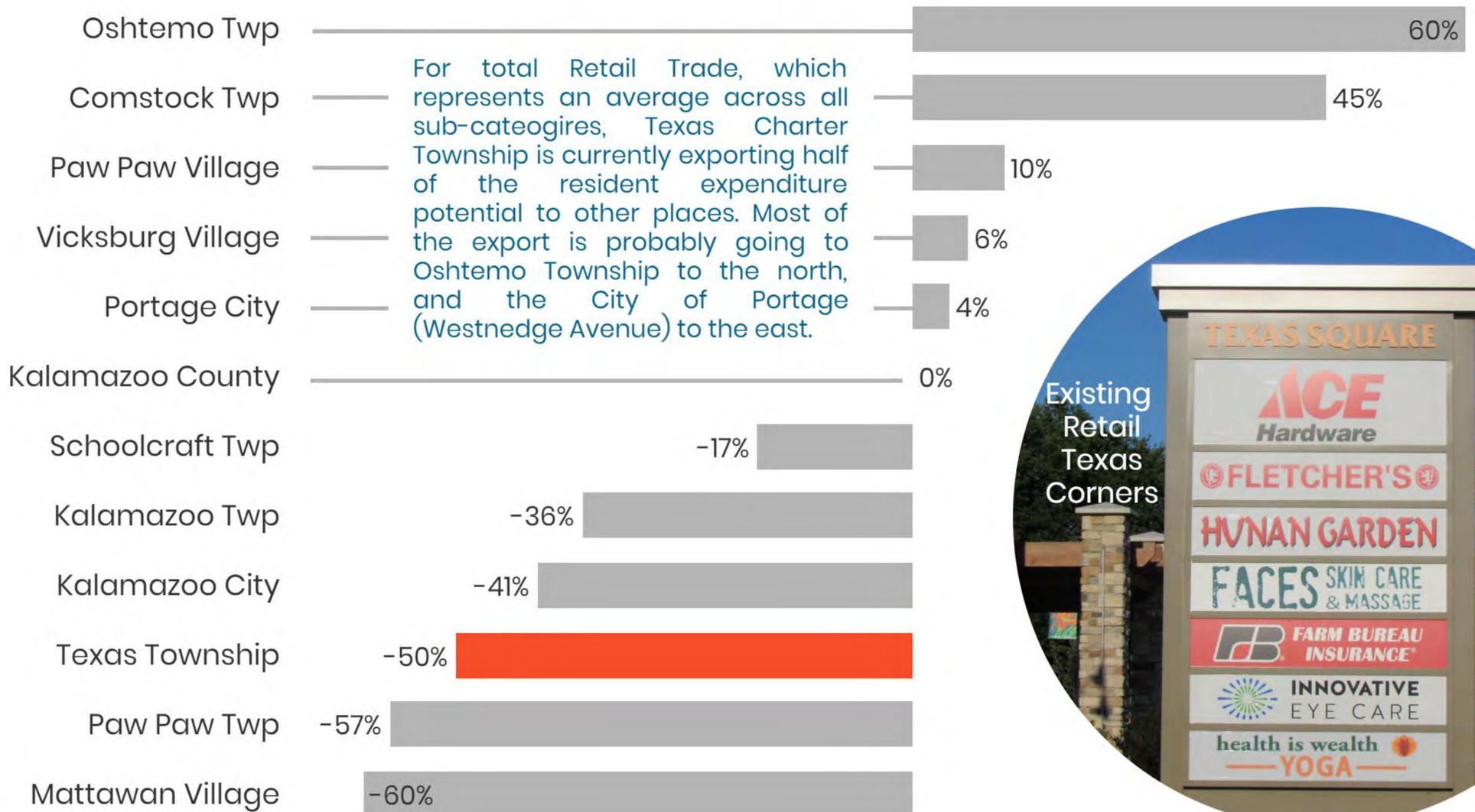
Hardware  
and Home  
Improvement  
Garden Supplies  
NAICS 444



# Retail Net Leakage | Texas Twp.

Based on transacted retail sales per establishment compared to average.

## Annual Net Import and Export Total Retail Trade | NAICS 44-45 Comparisons by Place



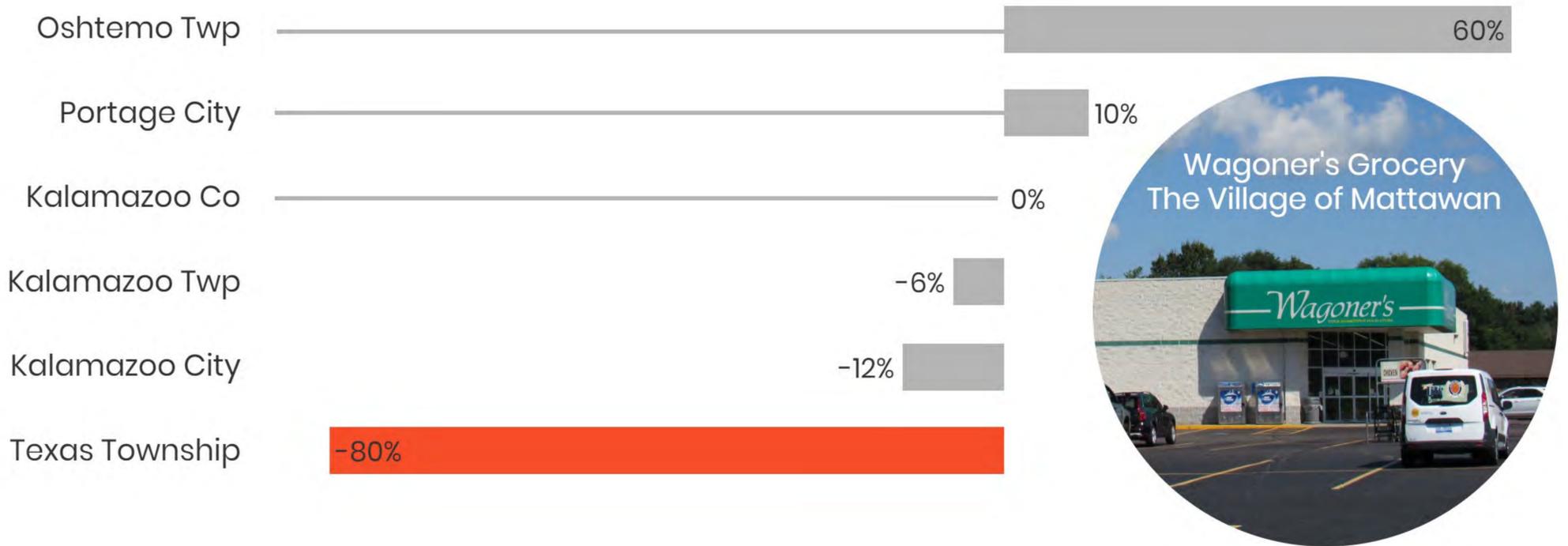
Underlying data provided by the Economic Census though 2012, with analysis by LandUseUSA in on behalf of Texas Charter Township, Michigan, 2018. Original photos by LandUseUSA ©, 2018.

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# Grocery Net Leakage | Texas Twp.

Transacted grocery revenues per establishment compared to averages.

## Annual Net Import and Export Food & Beverage Store Revenues | NAICS 445 Comparisons by Place



Among food and beverage stores, Texas Charter Township has a net export of -80% of its expenditure potential to other jurisdictions. Oshtemo Township is capturing most of this export, and is probably intercepting grocery sales from the City of Kalamazoo and Kalamazoo Township.

## Existing Specialty Food Stores Texas Corners in Texas Charter Township



**Rykse & Co.**  
MARKET EATERY

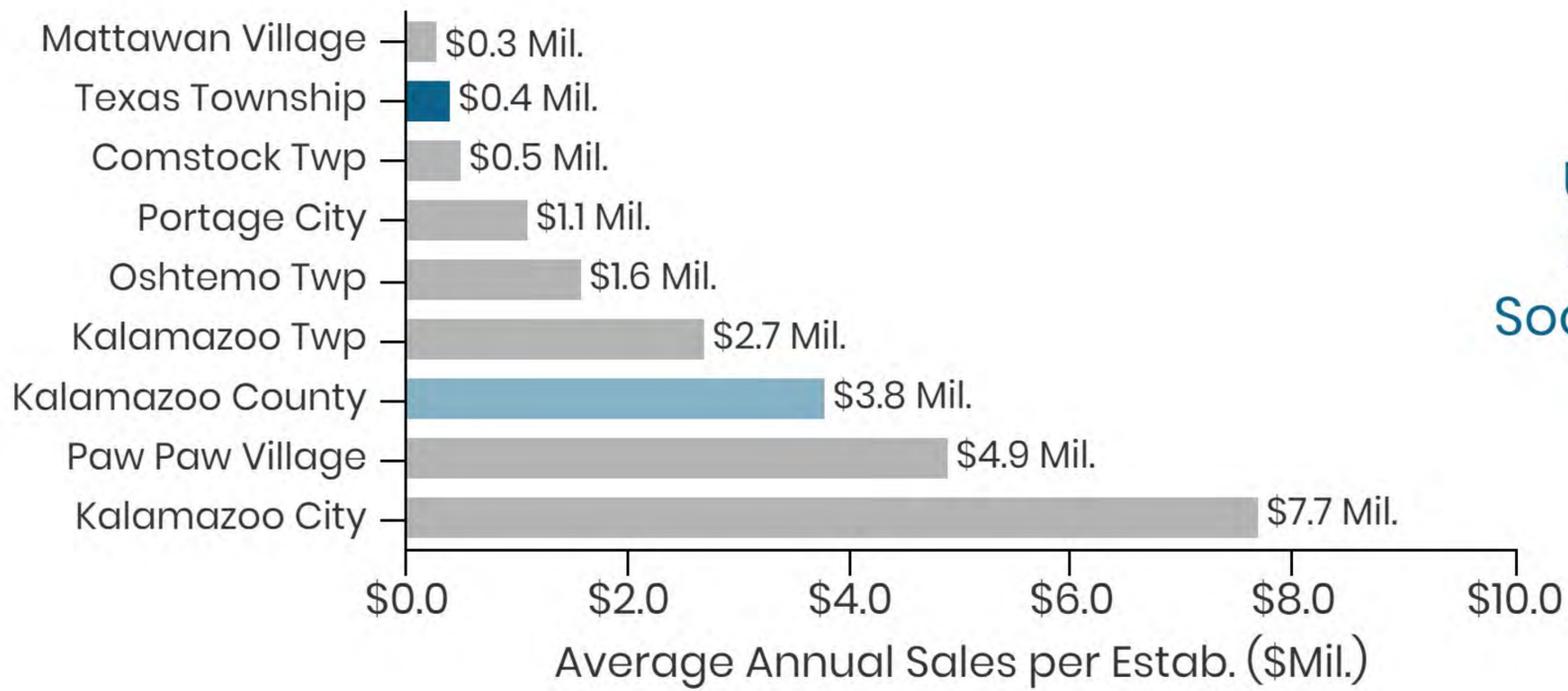


Underlying data provided by the Economic Census though 2012, with analysis by LandUseUSA in on behalf of Texas Charter Township, Michigan, 2018.

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# Annual Revenues | Texas Township

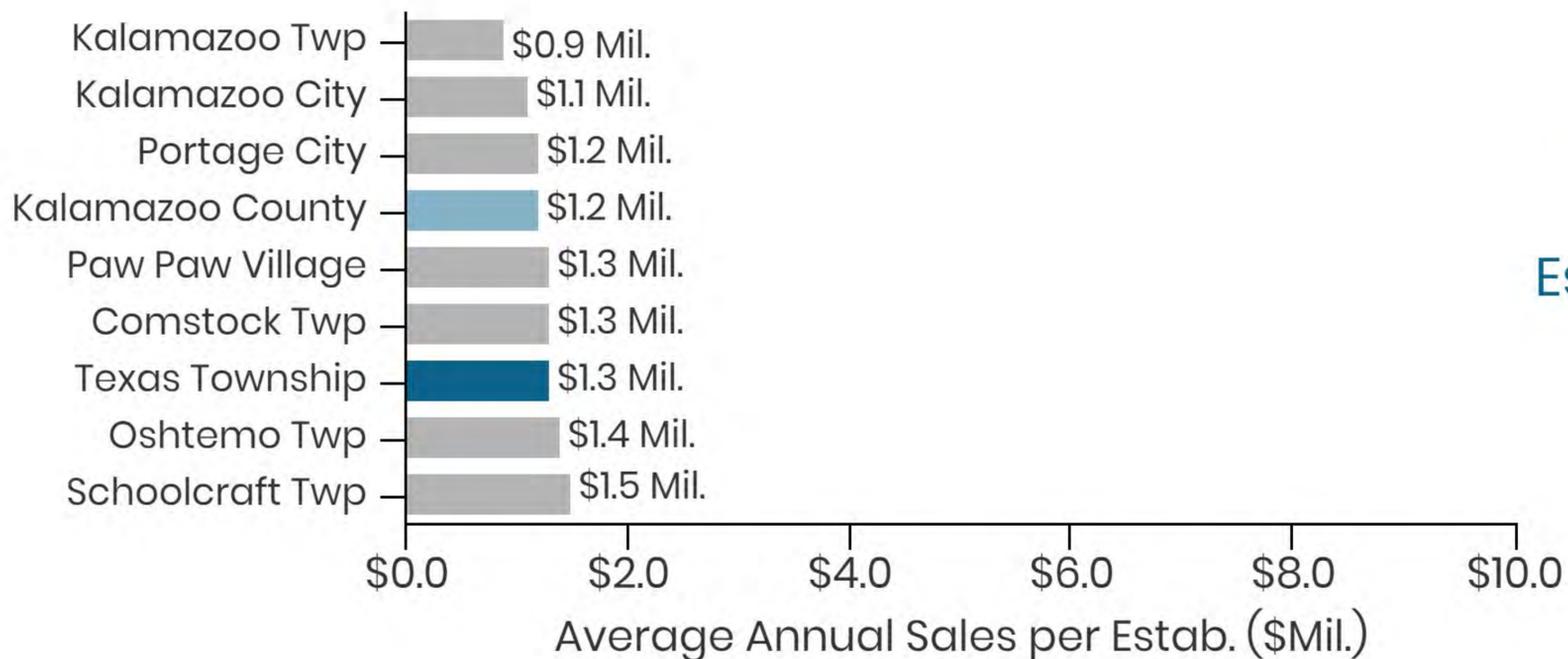
A comparison of transacted revenues per establishment for the year 2017.



Hospitals  
Urgent Care  
Health Care  
Social Assistance  
NAICS 62



Hotels &  
Motels  
NAICS 721



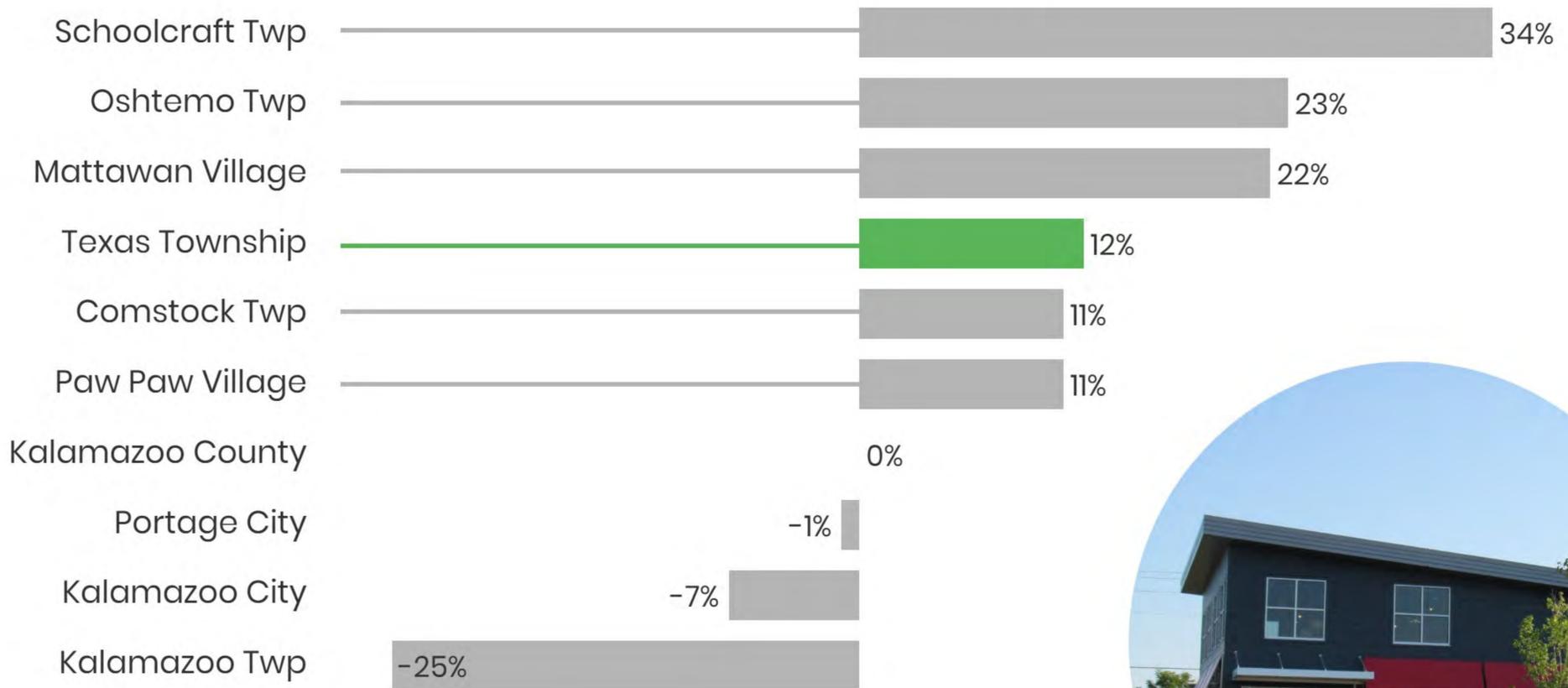
Eating and  
Drinking  
Establishments  
NAICS 7225



# Restaurant Import-Export | Texas Twp.

Transacted restaurant revenues per establishment compared to average.

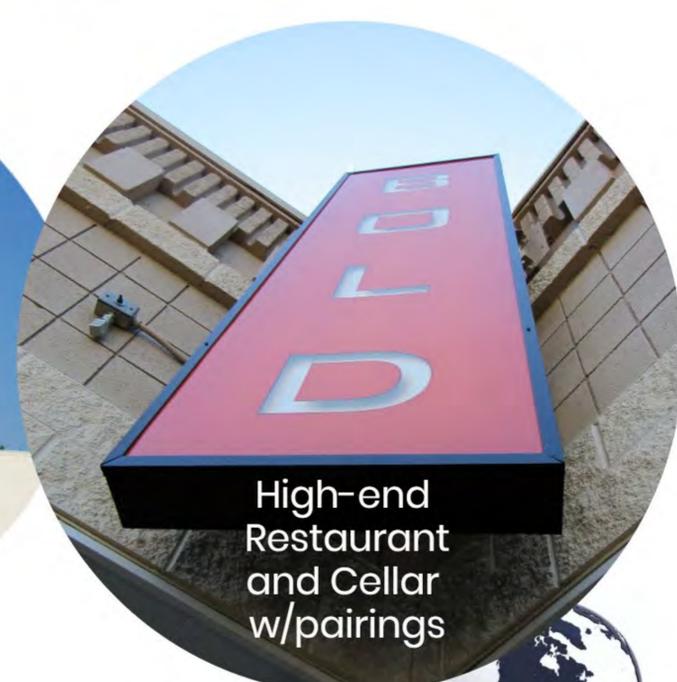
## Annual Net Import and Export Restaurant Revenues | NAICS 8225 Comparisons by Place



For total restaurant revenues, Texas Charter Township has a net import of +12% from other jurisdictions. Kalamazoo Township is the only jurisdiction with significant export; and most other areas are benefiting from import by non-resident visitors to the region.

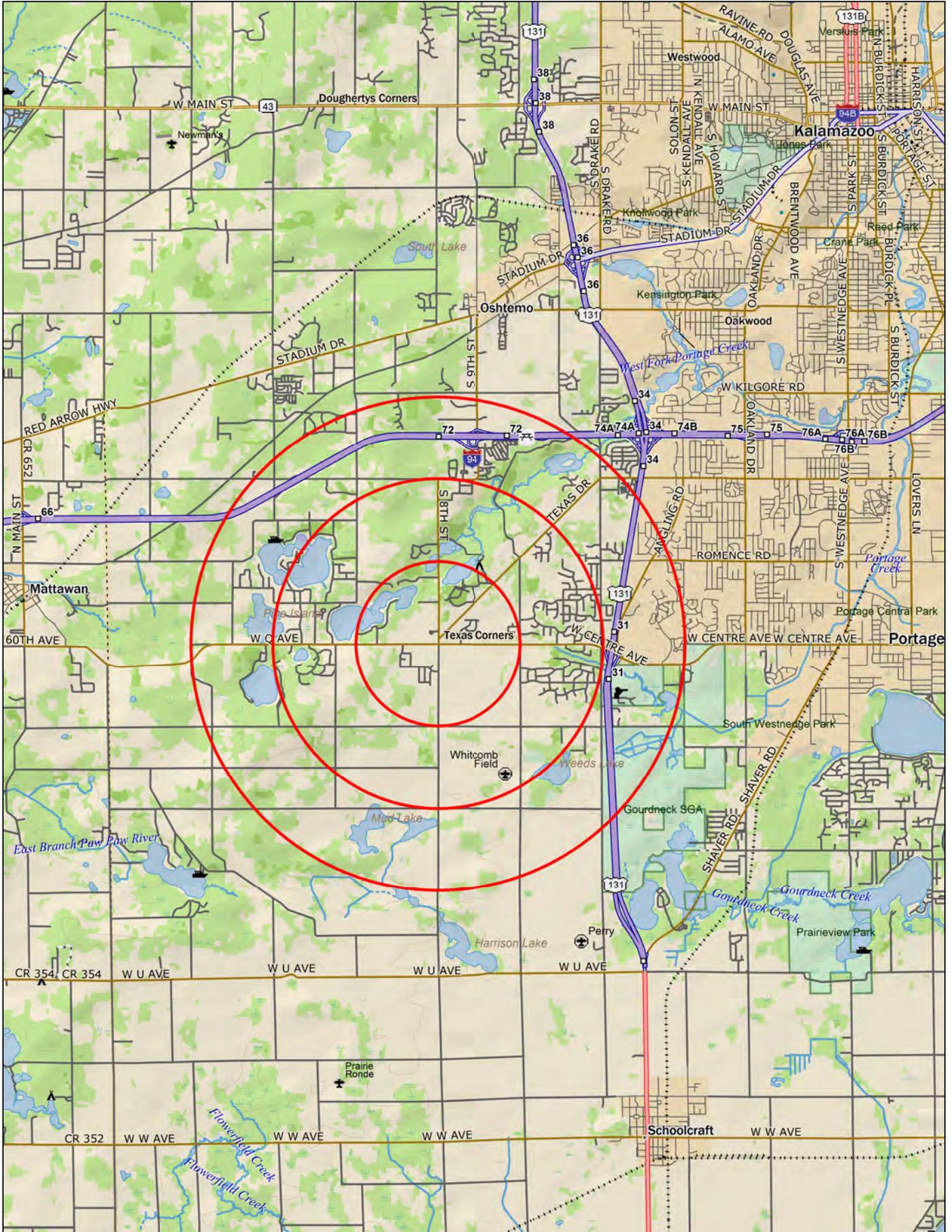


## Images show existing Restaurants and Eateries Texas Corners in Texas Charter Township



# Section **D**

## **Thresholds & Forecasts**



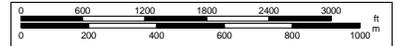
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www.delorme.com



Scale 1 : 100,000



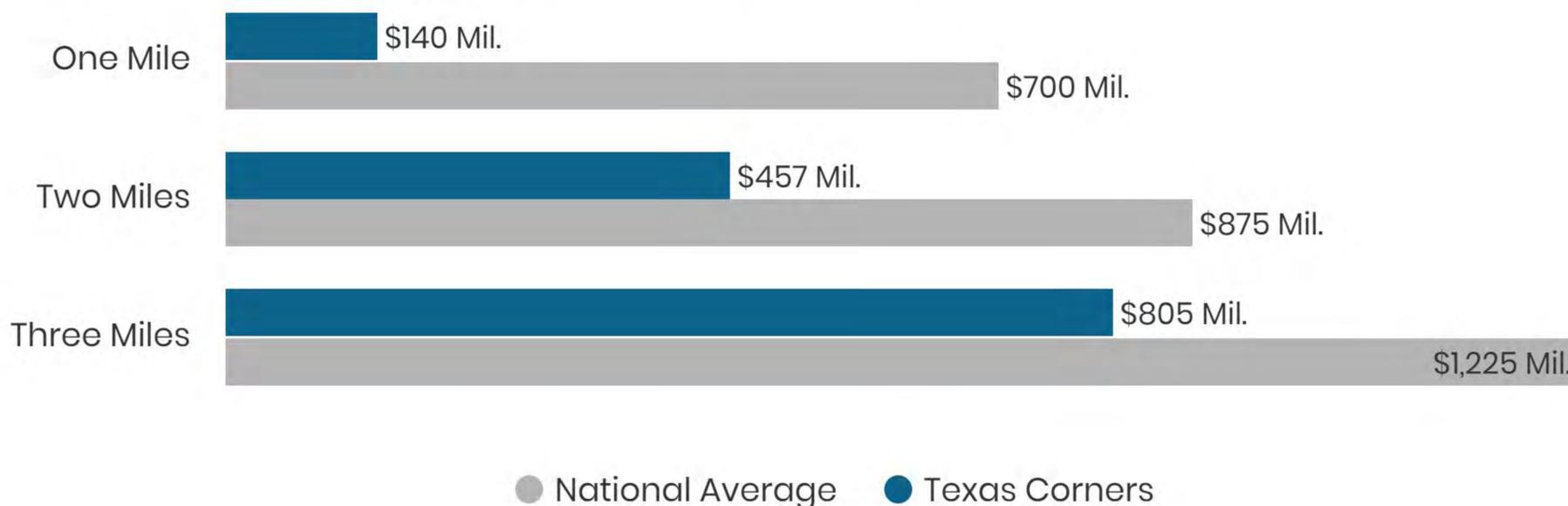
1" = 1,847.7 ft

Data Zoom 11-0

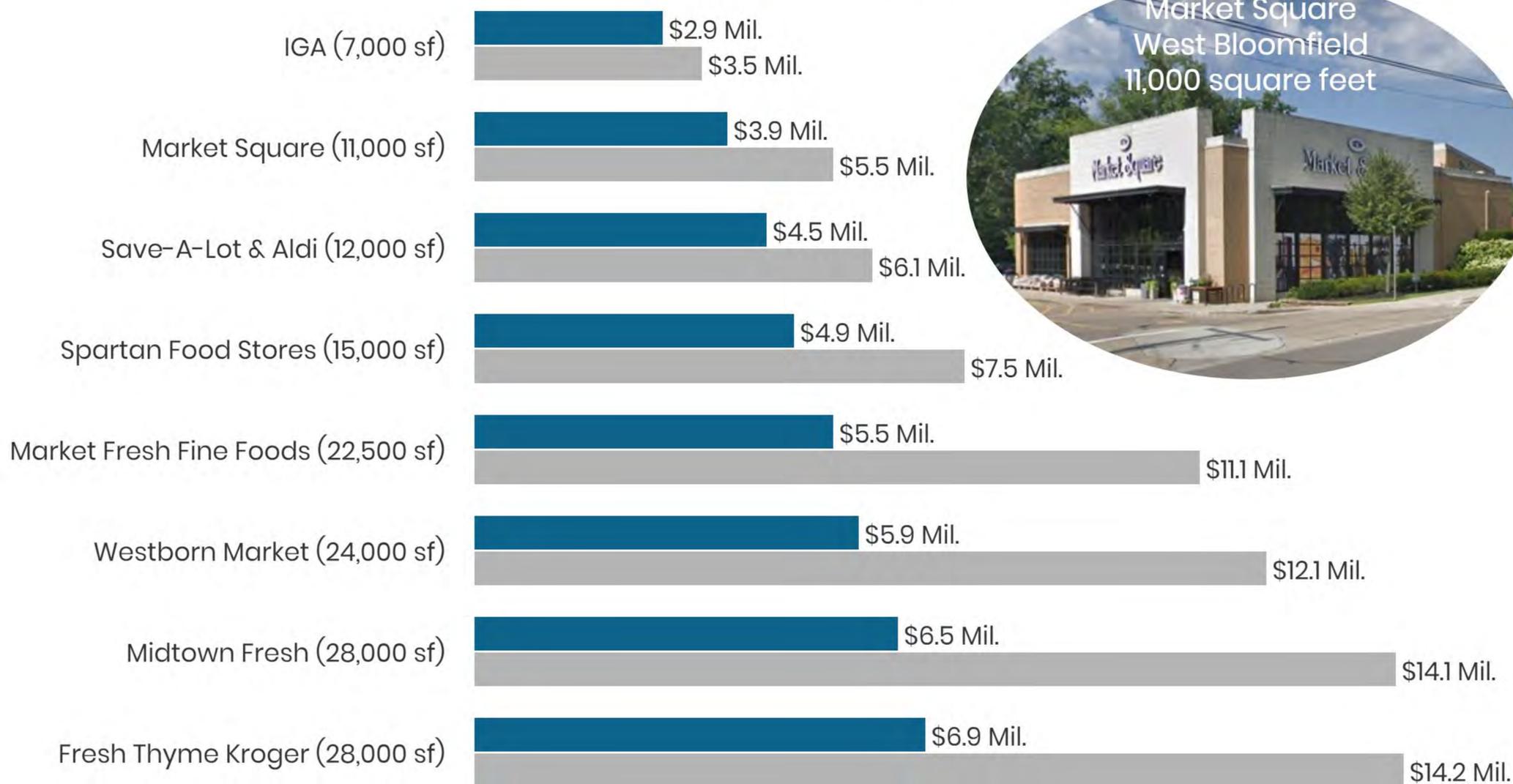
# Grocery Sales Forecasts | Texas Corners

Forecast grocery store sales per establishment v. national averages.

Total Personal Income  
 (Population) \* (Per Capita Income) = TPI  
 Texas Corners v. National Thresholds



## Annual Grocery Store Sales Texas Corners v. National Averages



Underlying data based on research and proprietary industry intelligence by LandUseUSA. Analysis and exhibit prepared on behalf of Texas Charter Township, Michigan, 2018.

# Grocery and Specialty Food Stores

## Assessment of Location Strategies for Texas Corners

Chain Store Name	Average Square Feet	Strategy for Texas Township	EXISTING LOCATIONS						And/Or nearest metro
			The Village of Paw Paw	The Village of Mattawan	Oshtemo Township	The City of Kalamazoo	The City of Portage	Comstock Township	
IGA	7,000	Corners	.	.	.	.	.	.	Charlotte
Trader Joe's	8,000	.	.	.	yes	.	.	.	Gd Rapids
Fresh Approach	10,000	.	.	.	.	.	.	.	Royal Oak
<b>Market Square</b>	<b>11,000</b>	<b>Corners</b>	.	.	.	.	.	.	<b>W Bloom</b>
Save-A-Lot	12,000	Corners	.	.	.	yes (2)	.	.	.
Aldi	12,000	Corners	.	.	.	.	yes	.	.
Spartan Food Stores <sup>1</sup>	15,000	.	.	.	.	yes (2)	.	.	Gd Rapids
Gordon Food Service	15,000	.	.	.	yes	.	yes	.	.
<b>Market Fresh Fine Foods</b>	<b>22,500</b>	.	.	.	.	.	.	.	<b>Southfield</b>
Earth Fare	23,800	.	.	.	.	.	.	.	Portage
<b>Westborn Market</b>	<b>24,000</b>	.	.	.	.	.	.	.	<b>Plymouth</b>
Whole Foods	25,000	.	.	.	.	.	.	.	So Bend
Lucky's Market	25,000	.	.	.	.	.	.	.	Ann Arbor
<b>Midtown Fresh</b>	<b>28,000</b>	.	.	.	.	.	<b>yes</b>	.	.
Fresh Thyme by Kroger	28,000	.	.	.	.	.	.	.	Gd Rapids
Busch's Fresh Foods Mkt	28,300	.	.	.	.	.	.	.	SE Mich
Sprouts Farmers Mkts.	28,400	.	.	.	.	.	.	.	.
Bridge Street Mkt by Meijer	37,000	.	.	.	.	.	.	.	GR, Lans
Plum Market	37,000	.	.	.	.	.	.	.	W Bloom
<b>Market Fresh Spartan</b>	<b>45,000</b>	.	.	.	.	.	.	.	<b>Lansing</b>

Analysis and exhibit prepared by LandUseUSA © on behalf of Texas Township, Michigan, 2018.

Underlying data provided by ChainLinks Retail Advisors with some refinements.

. Indicates zero locations, or brands that were considered but not recommended.

<sup>1</sup> Spartan stores includes Felpausch, D&W Fresh Markets, Family Fare Supermarkets, Glen's Markets, The Pharm drug stores.

# Pharmacies, Variety/Dollar, and Auto Supply Stores Assessment of Location Strategies for Texas Corners

Chain Store Name	Average Square Feet	Strategy for Texas Township	EXISTING LOCATIONS						And/Or nearest metro
			The Village of Paw Paw	The Village of Mattawan	Oshtemo Township	The City of Kalamazoo	The City of Portage	Comstock Township	
CVS/Pharmacy	10,300	Corners	.	.	yes	yes	yes	.	.
Rite Aid	12,700	Corners	.	.	.	yes	yes	.	.
Walgreens	10,700	.	yes	.	yes (2)	yes (3)	yes (2)	yes	.
Medicine Shoppe	3,000	Corners	.	.	.	.	.	.	Onsted
Dollar Tree	9,700	Corners	.	.	yes	yes (3)	yes	yes (2)	.
Dollar General	9,100	.	yes	yes	.	yes (4)	.	yes (2)	.
Family Dollar	7,500	.	yes	yes	yes	yes (5)	yes	.	.
Five Below	7,700	.	.	.	yes	.	yes	.	.
Auto Value Parts	6,000	Highway	.	.	.	yes (2)	yes	.	.
O'Reilly Auto Parts	7,300	.	yes	.	.	yes	yes	yes	.
AutoZone	6,600	.	.	.	yes	yes (2)	yes	yes	.
Advance Auto Parts	8,100	.	yes	.	.	yes (2)	.	.	.
NAPA Auto Parts	6,000	.	.	.	yes	yes	yes	.	.
Carquest	7,000	.	.	.	yes	.	.	.	.

Analysis and exhibit prepared by Seamless Collaborative and LandUse|USA ©.

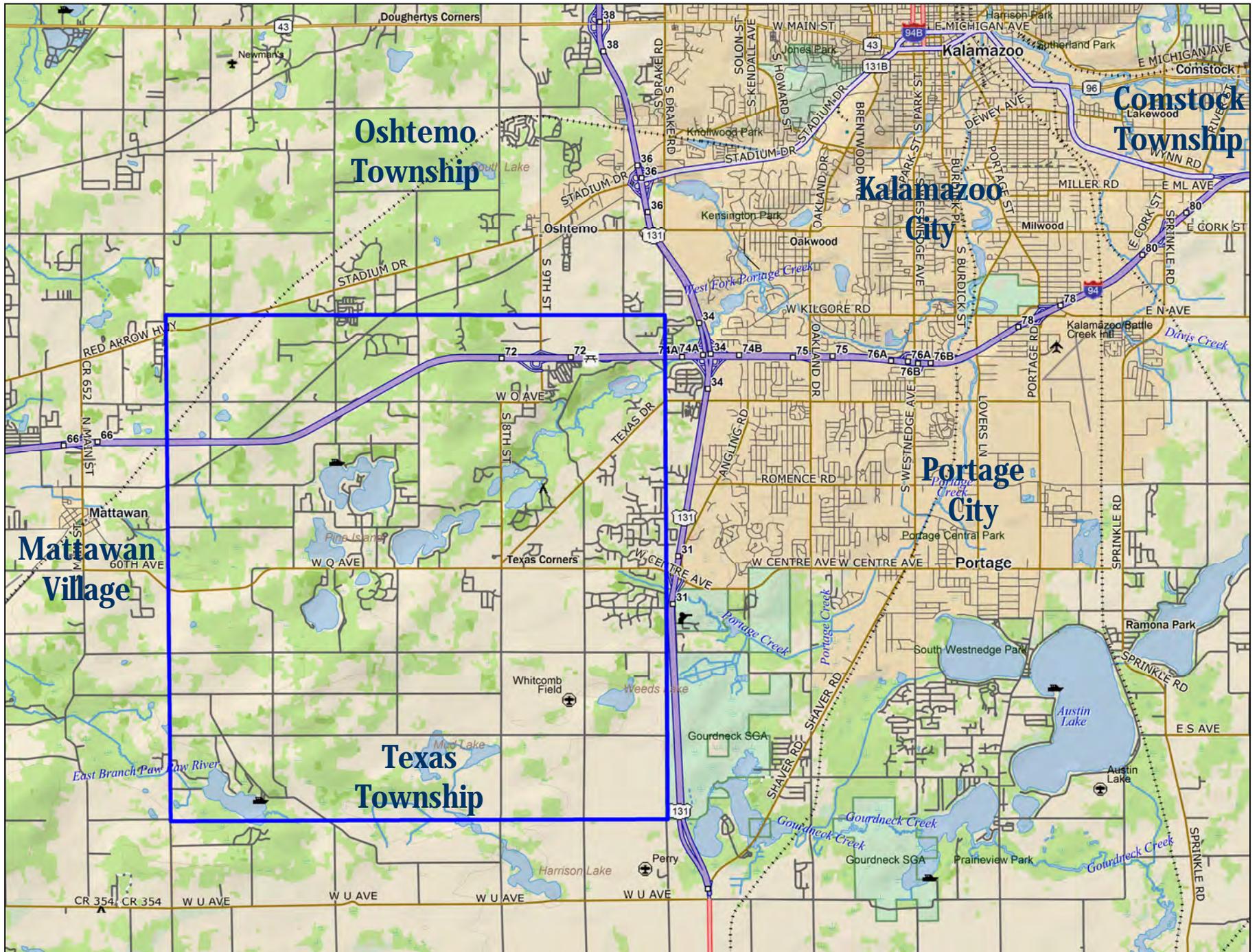
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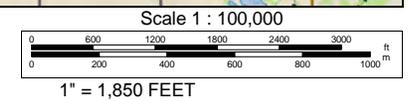
# Section **E**

## Detailed Inventory





**Geographic Setting - Texas Charter Township (in Kalamazoo County, MI)**



# Retail Cluster Analysis with Gaps and Opportunities

## Texas Township, Kalamazoo County, Michigan

Source	Submarket	Business Category	Establishment Name
0 OPTION A	Texas Corners	Grocery & Specialty Foods	IGA, Save-A-Lot, Aldi, or Market Square
0 OPTION B	Texas Corners	Grocery & Specialty Foods	Stillwater's Specialty Foods & Imports
0 OPTION B	Texas Corners	Grocery & Specialty Foods	Natural, Organics, Supplements, Vitamins
0 OPTION B	Texas Corners	Grocery & Specialty Foods	Breads, Cakes, Cupcake Bakery
1 Photos	Texas Corners	Grocery & Specialty Foods	Rykse's & Co. Market
2 Photos	Texas Corners	Grocery & Specialty Foods	Cheese Lady
3 Photos	Texas Corners	Grocery & Specialty Foods	Texas Corners Specialty Meats
4 Photos	Mattawan	Grocery & Specialty Foods	Wagoner's Hometown Food Store
5 Internet	Mattawan	Grocery & Specialty Foods	Schultz Fruitridge Farms
6 Internet	Portage Edge	Grocery & Specialty Foods	Harding's Friendly Market
x Photos	Mattawan	Grocery & Specialty Foods	Fitz's Farms Market (seasonal)
x Photos	Texas Corners	Grocery & Specialty Foods	Farmers' Market (seasonal)
0 OPTION B	Texas Corners	Variety & Dollar Stores	5 and Dime, Dollar Tree with Groceries
1 Internet	I-94 Corridor	Variety & Dollar Stores	Dollar General
2 Internet	I-94 Corridor	Variety & Dollar Stores	Family Dollar
0 OPTION B	Texas Corners	Pharmacy	Medicine Shoppe and/or GNC
0 OPTION C	Texas Corners	Pharmacy	CVS or Rite Aid with Groceries
1 Photos	Mattawan	Pharmacy	Medicine Tree Health Mart Pharmacy
2 Internet	Portage Edge	Pharmacy	Ascension Borgess Retail Pharmacy
3 Internet	I-94 Corridor	Pharmacy	Bronson Outpatient Pharmacy
x Internet	Portage Edge	Pharmacy	Nikken International Wellness (house)
0 GAP	Texas Corners	Liquor & Convenience	Stillwater's Wines & Spirits (reopen)
1 Photos	Community College	Liquor & Convenience	Valley Market Liquor
2 Internet	I-94 Corridor	Liquor & Convenience	Texas Mart Liquor Store
3 Photos	Portage Edge	Liquor & Convenience	Sunny Mart Liquor Store
4 Photos	Mattawan	Liquor & Convenience	Halftime Beverage & Food
1 Photos	Texas Corners	Convenience and/or Gasoline	Citgo Gas + Kiwi's
2 Internet	I-94 Corridor	Convenience and/or Gasoline	Speedway Gas & Convenience
3 Photos	I-94 Corridor	Convenience and/or Gasoline	Shell Gas Station
4 Internet	I-94 Corridor	Convenience and/or Gasoline	BP Gas & Convenience
5 Township	I-94 Corridor	Convenience and/or Gasoline	Citgo Gasoline
6 Internet	Portage Edge	Convenience and/or Gasoline	BP Gasoline

Inventory, clusters, and analysis by LandUseUSA on behalf of Texas Township, Michigan, October 2018. Based on field observations enhanced with internet research. The inventory is certain to include imperfections. It represents a single snapshot in time, and minor refinements are unlikely to influence the overall conclusions.

# Retail Cluster Analysis with Gaps and Opportunities

## Texas Township, Kalamazoo County, Michigan

	Source	Submarket	Business Category	Establishment Name
0	GAP	Texas Corners	Mediterranean Cuisine	Mediterranean, Gyros
0	GAP	Texas Corners	Hispanic Cuisine	Authentic Hispanic Restaurant
1	Photos	I-94 Corridor	Hispanic Cuisine	Taco Bell
1	Photos	Texas Corners	American Restaurant	Bold - Restaurant & Cellar
2	Photos	Texas Corners	American Restaurant	Rykse's & Co. Eatery
3	Photos	Texas Corners	American Restaurant	Zeb's Trading Co., Fine Food & Spirit
4	Photos	Texas Corners	American Restaurant	Texas Corners Brewing Co & Tavern
5	Photos	Texas Corners	American Restaurant	Fletcher's Pub
6	Photos	Mattawan	American Restaurant	East Egg - Breakfast Diner
7	Township	Mattawan	American Restaurant	Main Street Pub
8	Photos	Mattawan	American Restaurant	Tavern on McGillen
9	Photos	I-94 Corridor	American Restaurant	Cracker Barrel
10	Township	Portage Edge	American Restaurant	Fieldstone Grill
11	Township	Portage Edge	American Restaurant	Centre Street Taphouse
1	Photos	Mattawan	Fast Food Burgers, Sandwiches	Subway (1)
2	Township	I-94 Corridor	Fast Food Burgers, Sandwiches	Subway (2)
3	Photos	I-94 Corridor	Fast Food Burgers, Sandwiches	Culver's
4	Photos	I-94 Corridor	Fast Food Burgers, Sandwiches	McDonald's
5	Photos	I-94 Corridor	Fast Food Burgers, Sandwiches	Jimmy John's Sandwiches
6	Internet	Portage Edge	Fast Food Burgers, Sandwiches	Big Apple Bagels
1	Photos	Texas Corners	Asian Cuisine	Hunan Garden
2	Photos	Texas Corners	Asian Cuisine	Sura Korean BBQ
3	Photos	Mattawan	Asian Cuisine	Nonla Vietnames Street Food
4	Township	I-94 Corridor	Asian Cuisine	Chinn Chinn Asian Bistro
1	Photos	Texas Corners	Pizza, Italian Cuisine	Hungry Howie's Pizza
2	Township	Texas Corners	Pizza, Italian Cuisine	Gusto
3	Photos	Mattawan	Pizza, Italian Cuisine	Pizza Hut
4	Photos	Portage Edge	Pizza, Italian Cuisine	Maestro's Pizza
5	Township	I-94 Corridor	Pizza, Italian Cuisine	Samuel Mancino's
x	Internet	Mattawan	Pizza, Italian Cuisine	Kazoopy's Pizza & Grinders (closed)
x	Photos	Texas Corners	Pizza, Italian Cuisine	Angelo's Italian Eatery (closed)
1	Photos	Texas Corners	Coffee & Cafés	Biggby Coffee
2	Photos	Mattawan	Coffee & Cafés	Java Joint
3	Internet	I-94 Corridor	Coffee & Cafés	Starbucks
4	Internet	I-94 Corridor	Coffee & Cafés	Speedy Café
5	Internet	Portage Edge	Coffee & Cafés	Biggby Coffee
1	Photos	Texas Corners	Sweets & Ice Cream	Lafayette Creamery
2	Photos	Mattawan	Sweets & Ice Cream	Moo Moos' Ice Cream Joint
3	Photos	I-94 Corridor	Sweets & Ice Cream	Dunkin Donuts
4	Internet	Portage Edge	Sweets & Ice Cream	Sweet Duet Frozen Yogurt

# Retail Cluster Analysis with Gaps and Opportunities

## Texas Township, Kalamazoo County, Michigan

	Source	Submarket	Business Category	Establishment Name
1	Internet	Texas Corners	Apparel and Accessories	Excel Dance Ctr - Dance Digs
2	Photos	Mattawan	Apparel and Accessories	Oz Boutique
3	Internet	Portage Edge	Apparel and Accessories	UniQ Jewelry Gallery
1	Photos	Mattawan	Home Furnishings	Urban Cottage Home Furnishings
2	Photos	Mattawan	Home Furnishings	Revolution Design Studio LLC
3	Photos	Mattawan	Home Furnishings	Home Sweet Michigan / Livery
4	Photos	Mattawan	Home Furnishings (used)	Lesterhouse Antiques
5	Internet	I-94 Corridor	Home Furnishings	Great Lakes West Restaurant Supply
6	Internet	I-94 Corridor	Home Furnishings (used)	Vintage Inspired Home Furnishings
7	Internet	Portage Edge	Home Furnishings	Design Details Furniture
x	Internet	Mattawan	Home Furnishings	Rusty Rabbit Garden Décor (closed)
x	Internet	Mattawan	Home Furnishings (used)	Cavanaugh Antiques & Interiors (closed)
x	Internet	Portage Edge	Home Furnishings	Malone Piano Services (house)
0	<b>GAP</b>	<b>Texas Corners</b>	<b>General Merchandise</b>	<b>Hallmark, Yankee Candle Co., etc.</b>
0	<b>GAP</b>	<b>Texas Corners</b>	<b>General Merchandise</b>	<b>Telecomm., Computer Consultant</b>
0	<b>GAP</b>	<b>Texas Corners</b>	<b>General Merchandise</b>	<b>Mailboxes, Etc., Shipping Services</b>
0	<b>GAP</b>	<b>Texas Corners</b>	<b>General Merchandise</b>	<b>Hobby, Sports Apparel, Memorabilia</b>
1	Photos	Texas Corners	General Merchandise	Pink Lemonade Boutique
2	Internet	Community College	General Merchandise	KVCC Bookstore
3	Internet	Community College	General Merchandise	B J Sports - Sporting Goods
x	Internet	Portage Edge	General Merchandise	Otvest, LLC Educational Supplies
x	DDA Map	Texas Corners	General Merchandise	Oozak Craft Supplies (relocated)
x	Internet	Mattawan	General Merchandise	Gifts Local Artist (closed)
0	<b>GAP</b>	<b>Texas Corners</b>	<b>Hardware &amp; Home Improvement</b>	<b>Interior Design + Window Treatments</b>
0	<b>GAP</b>	<b>Texas Corners</b>	<b>Hardware &amp; Home Improvement</b>	<b>Photography Studio + Art Framing</b>
1	Photos	Texas Corners	Hardware & Home Improvement	Ace Hardware
2	Internet	I-94 Corridor	Hardware & Home Improvement	Neil's Hardware
3	Internet	I-94 Corridor	Hardware & Home Improvement	West Michigan Carpet
4	Internet	I-94 Corridor	Hardware & Home Improvement	Central Tile & Terrazzo Co., Inc.
x	Internet	Mattawan	Hardware & Home Improvement	Tamara & Assoc Interior Design (house)
x	Internet	Portage Edge	Hardware & Home Improvement	Palmer Interiors & Design (house)
0	<b>GAP</b>	<b>Texas Corners</b>	<b>Garden Supply &amp; Services</b>	<b>Special Events Planner + Consultant</b>
1	Photos	Mattawan	Garden Supply & Services	Briar Patch Greenhouse
2	Internet	I-94 Corridor	Garden Supply & Services	Kalamazoo Landscape Supplies Inc
3	Photos	Portage Edge	Garden Supply & Services	Wedel's Nursery, Garden Ctr., Florist
4	Photos	Mattawan	Garden Supply & Services	Allers Precision Lawn Care

Inventory, clusters, and analysis by LandUseUSA on behalf of Texas Township, Michigan, October 2018. Based on field observations enhanced with internet research. The inventory is certain to include imperfections. It represents a single snapshot in time, and minor refinements are unlikely to influence the overall conclusions.

# Retail Cluster Analysis with Gaps and Opportunities

## Texas Township, Kalamazoo County, Michigan

	Source	Submarket	Business Category	Establishment Name
1	Photos	Texas Corners	Fitness & Athletic Clubs	Health is Wealth Yoga
2	Photos	Texas Corners	Fitness & Athletic Clubs	Excel Dance Centre
3	Photos	Texas Corners	Fitness & Athletic Clubs	Fit Body Boot Camp
4	Photos	Mattawan	Fitness & Athletic Clubs	Anytime Fitness
5	Internet	Community College	Fitness & Athletic Clubs	Bronson Athletic Club
6	Photos	Community College	Fitness & Athletic Clubs	Community College Gymnasium
7	Photos	Community College	Fitness & Athletic Clubs	Wings West Ice Arena
8	Photos	Portage Edge	Fitness & Athletic Clubs	LBS Lean Body Studio
0	<b>GAP</b>	<b>Texas Corners</b>	<b>Entertainment Venues</b>	<b>Community &amp; Senior Activity Center</b>
0	<b>GAP</b>	<b>Texas Corners</b>	<b>Entertainment Venues</b>	<b>Community Theater, Playhouse</b>
0	<b>GAP</b>	<b>Texas Corners</b>	<b>Entertainment Venues</b>	<b>Non-Denominational Chapel, Gazebo</b>
1	Photos	Texas Corners	Entertainment Venues	Family Video
1	Photos	Texas Corners	Meeting Space	Texas Township Hall
2	Photos	Texas Corners	Meeting Space	Neubauer Pavilion
1	Internet	I-94 Corridor	Overnight Accommodations	Hampton Inn
2	Internet	I-94 Corridor	Overnight Accommodations	Fairfield Inn by Marriott
3	Internet	I-94 Corridor	Overnight Accommodations	Microtel Hotel by Wyndham
4	Internet	I-94 Corridor	Overnight Accommodations	TownePlace Suites by Marriott
1	Photos	Texas Corners	Personal Care Salons	Best Little Hair House in Texas Corners
2	Photos	Texas Corners	Personal Care Salons	Faces Skin Care & Massage
3	Photos	Texas Corners	Personal Care Salons	New Reflections Salon
4	Photos	Texas Corners	Personal Care Salons	Queen Nails
5	Photos	Mattawan	Personal Care Salons	Family Nails Salon
6	Photos	Mattawan	Personal Care Salons	Shear Style Hair Salon, Massage Therapy
7	Photos	Mattawan	Personal Care Salons	Create Hair Studio
8	Photos	Mattawan	Personal Care Salons	U Tan Salon & Spa
9	Photos	Mattawan	Personal Care Salons	Refuge Salon & Boutique
10	Photos	Portage Edge	Personal Care Salons	Luminous Nails & Spa

Inventory, clusters, and analysis by LandUseUSA on behalf of Texas Township, Michigan, October 2018. Based on field observations enhanced with internet research. The inventory is certain to include imperfections. It represents a single snapshot in time, and minor refinements are unlikely to influence the overall conclusions.

# Retail Cluster Analysis with Gaps and Opportunities

## Texas Township, Kalamazoo County, Michigan

	Source	Submarket	Business Category	Establishment Name
1	Photos	Texas Corners	Cleaning Services	Texas Corners Cleaners
2	Photos	Mattawan	Cleaning Services	Neighborhood Cleaners
3	Photos	Portage Edge	Cleaning Services	Hur's Cleaners
4	Township	I-94 Corridor	Cleaning Services	Paris Cleaners & Laundry
1	Internet	Portage	Health Care	Ascension Medical Center Borgess
2	Photos	Texas Corners	Health Care	Innovative Eye Care
3	Photos	Texas Corners	Health Care	Texas Corners Dental
4	Photos	Texas Corners	Health Care	Kalamazoo Valley Chiropractic, LLC
5	Photos	Mattawan	Health Care	Mattawan Chiropractic Clinic PC
1	Photos	Texas Corners	Pet Care and Services	4 Paws Spa (former Geddes Groomers)
2	Photos	Texas Corners	Pet Care and Services	Texas Corners Animal Hospital
3	Internet	I-94 Corridor	Pet Care and Services	Mattawan Pet Supplies
4	Photos	Portage Edge	Pet Care and Services	Paw Prints Grooming
5	Photos	Portage Edge	Pet Care and Services	Friendship Animal Hospital
6	Photos	Portage Edge	Pet Care and Services	Walk & Sit Kazoo Pet Care
7	Photos	I-94 Corridor	Pet Care and Services	Derspinna Kennels
<b>0</b>	<b>GAP</b>	<b>Texas Corners</b>	<b>Piece Work</b>	<b>Quilts, Yarn, Beads, Paints, Craft Studio</b>
x	Internet	Mattawan	Piece Work	Beads to You LLC (house?)
x	Internet	Mattawan	Piece Work	Stitch 'em Up Embroidery (house)
x	Internet	Portage Edge	Piece Work	Patti Ann's Teddy Bears (house)
x	Photos	Portage Edge	Piece Work	Stitches & Straw Embroidery (house)
x	Photos	Mattawan	Piece Work	Signman Graphics, Signage
<b>0</b>	<b>GAP</b>	<b>Texas Corners</b>	<b>Construction &amp; Related Trades</b>	<b>Doors, Windows, Garage Doors</b>
<b>0</b>	<b>GAP</b>	<b>Texas Corners</b>	<b>Construction &amp; Related Trades</b>	<b>Roofing, Siding, Gutters, etc.</b>
<b>0</b>	<b>GAP</b>	<b>Texas Corners</b>	<b>Construction &amp; Related Trades</b>	<b>Patios, Decks, Hearths, Pools</b>
1	Photos	Texas Corners	Construction & Related Trades	Dave's Glass Service (new structure)
2	Photos	Texas Corners	Construction & Related Trades	Bosch Architecture
3	Photos	Texas Corners	Construction & Related Trades	De Loof Construction, Inc.
4	Photos	Texas Corners	Construction & Related Trades	Lester Buildings
5	Photos	Texas Corners	Construction & Related Trades	Kerwin Electric, Inc.
6	Internet	Texas Corners	Construction & Related Trades	Briggs Plumbing
x	Internet	Mattawan	Construction & Related Trades	Blok Builders (house)
x	Internet	Mattawan	Construction & Related Trades	Portage Plumbing Inc (house)
x	Internet	Mattawan	Construction & Related Trades	R A Goris Plumbing (house)

Inventory, clusters, and analysis by LandUseUSA on behalf of Texas Township, Michigan, October 2018. Based on field observations enhanced with internet research. The inventory is certain to include imperfections. It represents a single snapshot in time, and minor refinements are unlikely to influence the overall conclusions.

# Retail Cluster Analysis with Gaps and Opportunities

## Texas Township, Kalamazoo County, Michigan

	Source	Submarket	Business Category	Establishment Name
1	Photos	Texas Corners	Finance	Advia Credit Union
2	Photos	Texas Corners	Finance	Carlson Ameriprise Financial Svc, Inc.
3	Photos	Texas Corners	Finance	Edward Jones
4	Photos	Texas Corners	Finance	Old National Bank
5	Photos	Mattawan	Finance	Edward Jones
6	Photos	Mattawan	Finance	Black Onyx Bookkeeping, Lending
7	Photos	Mattawan	Finance	Consumers Credit Union
8	Photos	I-94 Corridor	Finance	Michale Walters CPA
9	Photos	I-94 Corridor	Finance	Kalamazoo County State Bank
x	Photos	Texas Corners	Finance	Consumers Credit Union (ATM)
x	Internet	I-94 Corridor	Finance	Cask & Keg Haven Financial (ATM)
1	Photos	Texas Corners	Insurance	Bess Allstate Insurance
2	Photos	Texas Corners	Insurance	Farm Bureau Insurance
3	Photos	Mattawan	Insurance	Farm Bureau Insurance
4	Photos	Portage Edge	Insurance	Wood State Farm
5	Photos	Portage Edge	Insurance	AAA Insurance Agent
1	Photos	Texas Corners	Real Estate	Khoury Real Estate
2	DDA Map	Texas Corners	Real Estate	Property Resid. Mgmt. Inc.
3	Internet	Texas Corners	Real Estate	Primary Residential Mortgage (closed)
4	Photos	Mattawan	Real Estate	Berkshire Hathaway Real Estate
5	Photos	Portage Edge	Real Estate	Select Realtors
1	Photos	Texas Corners	Legal	McIntyre Law Offices
2	Internet	I-94 Corridor	Legal	Innovative Legal Solutions
3	Photos	I-94 Corridor	Legal	Knotek Law Office, PLG
4	Photos	I-94 Corridor	Legal	Fahey Law, PLLC

Inventory, clusters, and analysis by LandUseUSA on behalf of Texas Township, Michigan, October 2018.

Based on field observations enhanced with internet research. The inventory is certain to include imperfections. It represents a single snapshot in time, and minor refinements are unlikely to influence the overall conclusions.

# Retail Cluster Analysis with Gaps and Opportunities

## Texas Township, Kalamazoo County, Michigan

	Source	Submarket	Business Category	Establishment Name
1	Photos	Texas Corners	Automotive	Texas Corners Car Wash
2	Photos	Texas Corners	Automotive	Ultra Clean Detailing
3	Photos	Mattawan	Automotive	WCI Wolverine Coach Inc
4	Photos	Mattawan	Automotive	Meekhof Tire Sales Svc
5	Photos	Mattawan	Automotive	Spike's Auto Repair & Towing
6	Internet	Mattawan	Automotive	Westview Golf Cars
7	Township	Mattawan	Automotive	Rob's Tire & Auto Care
8	Internet	I-94 Corridor	Automotive	Freightline of Kalamazoo
9	Internet	I-94 Corridor	Automotive	Bruce's Truck & Auto Accessories
10	Internet	I-94 Corridor	Automotive	R & L Auto Sales
11	Internet	I-94 Corridor	Automotive	Marquis Auto Parts
12	Internet	I-94 Corridor	Automotive	Bronsink & Bos Equipment
13	Internet	I-94 Corridor	Automotive	West Point Auto Sales & Lube Express
14	Photos	I-94 Corridor	Automotive	Small Engine Repair
15	Photos	I-94 Corridor	Automotive	Formula K Lawn & Snow Equipment
16	Photos	I-94 Corridor	Automotive	RMI Transportation & Warehousing
x	Photos	I-94 Corridor	Automotive	Car Wash (closed)
x	Photos	Texas Corners	Automotive	Dave's Glass Service (relocating)
1	Photos	Texas Corners	Education	Literacy Center at Pine Island Church
2	Photos	Texas Corners	Education	Little Steps Childcare & Preschool
3	Photos	Texas Corners	Education	Gift of Grace Montesorri Preschool
4	Internet	Texas Corners	Education	Calvary Kids Co-op Preschool
5	Photos	Community College	Education	Kazoo Valley Comm College (twp campus)
6	Photos	Mattawan	Education	Kid Builders Preschool
7	Photos	I-94 Corridor	Education	Ashbaugh's Family Day Care

Inventory, clusters, and analysis by LandUseUSA on behalf of Texas Township, Michigan, October 2018.

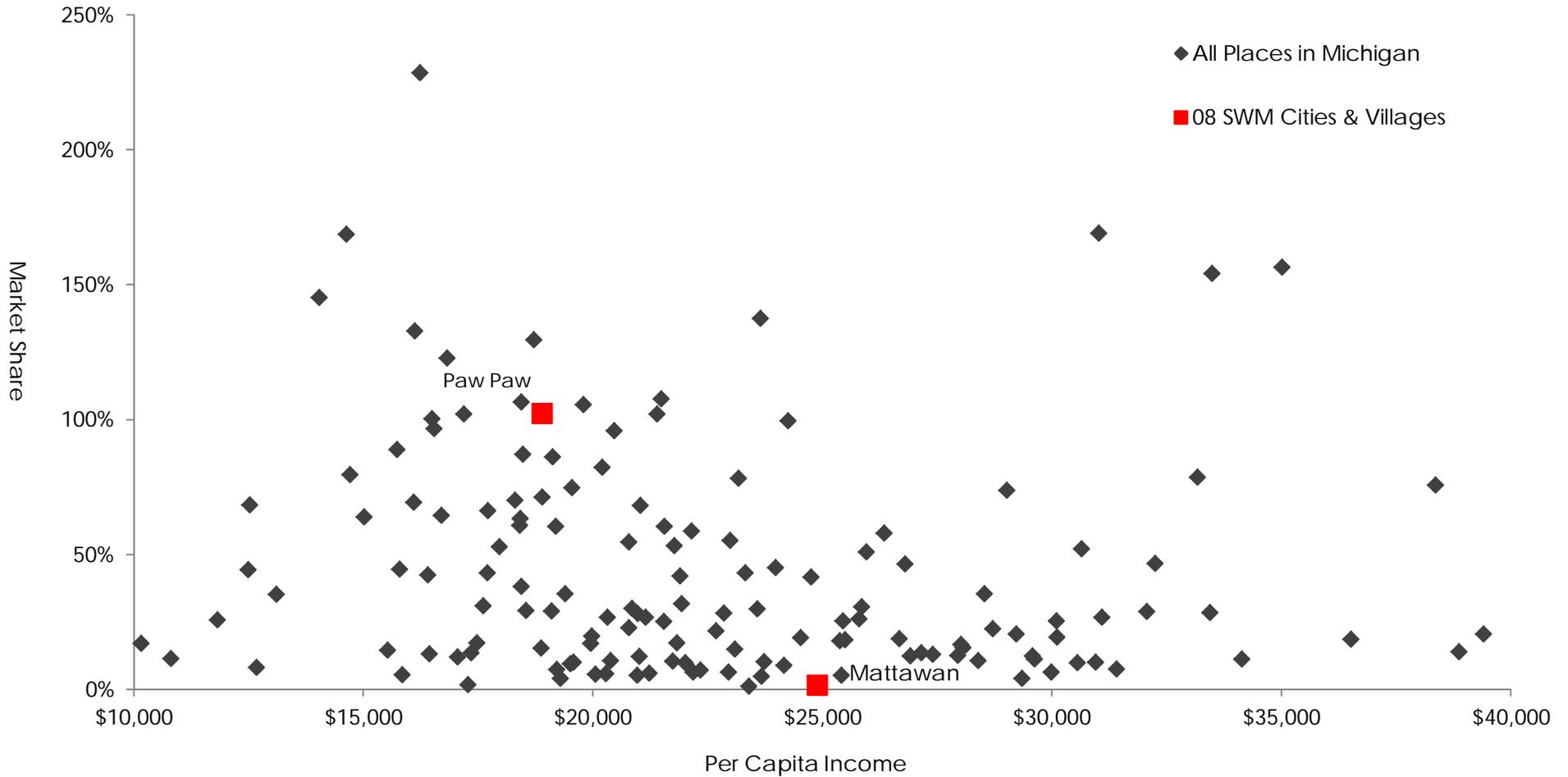
Based on field observations enhanced with internet research. The inventory is certain to include imperfections.

It represents a single snapshot in time, and minor refinements are unlikely to influence the overall conclusions.

# Section **F**

## Statewide Market Share

# Market Share v. Per Capita Income Health Care and Social Assistance | NAICS 62 Selected Places in Michigan



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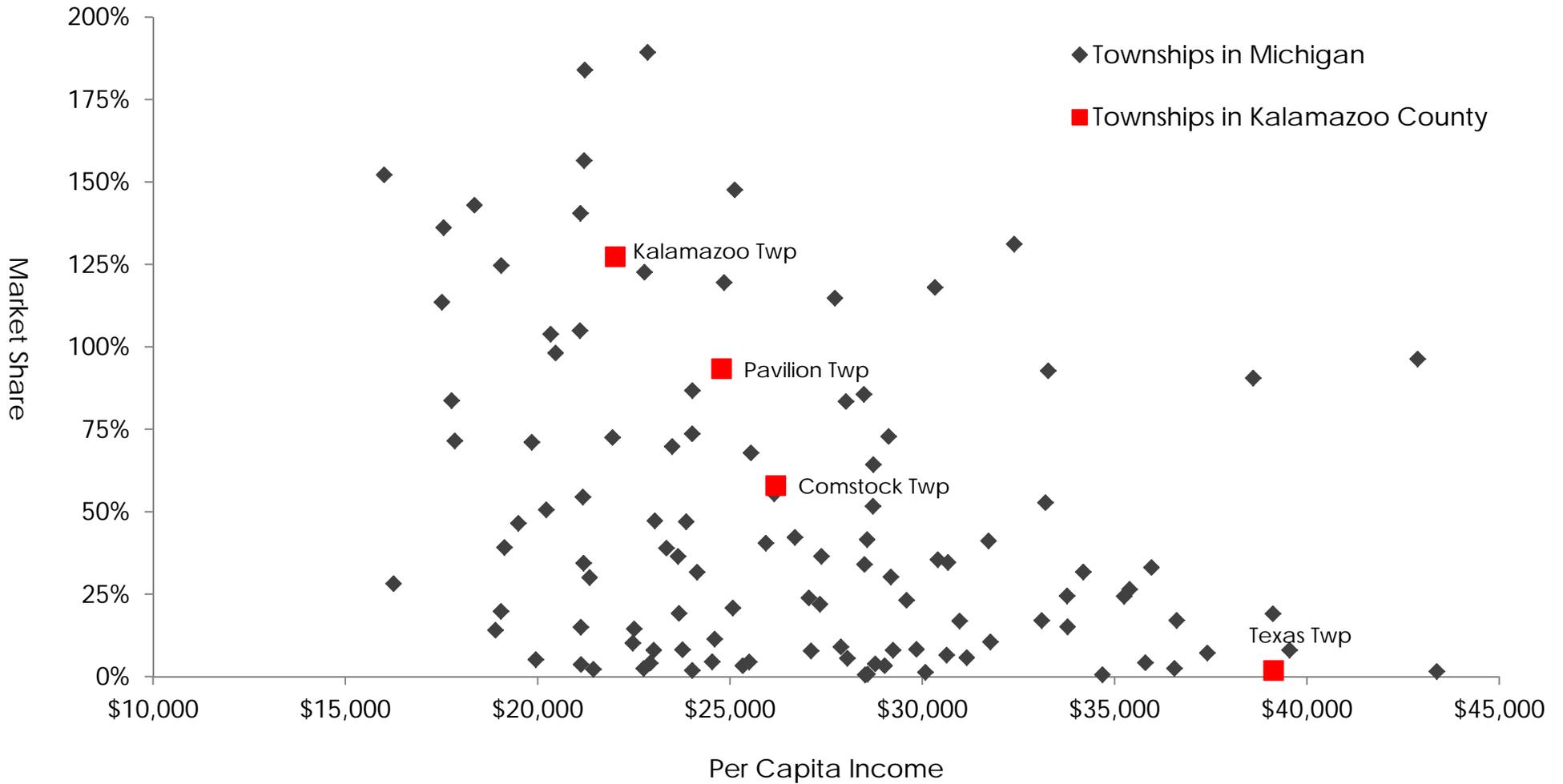
Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

# Market Share v. Per Capita Income

## Manufacturing | NAICS 31-33

### Selected Townships in the State of Michigan

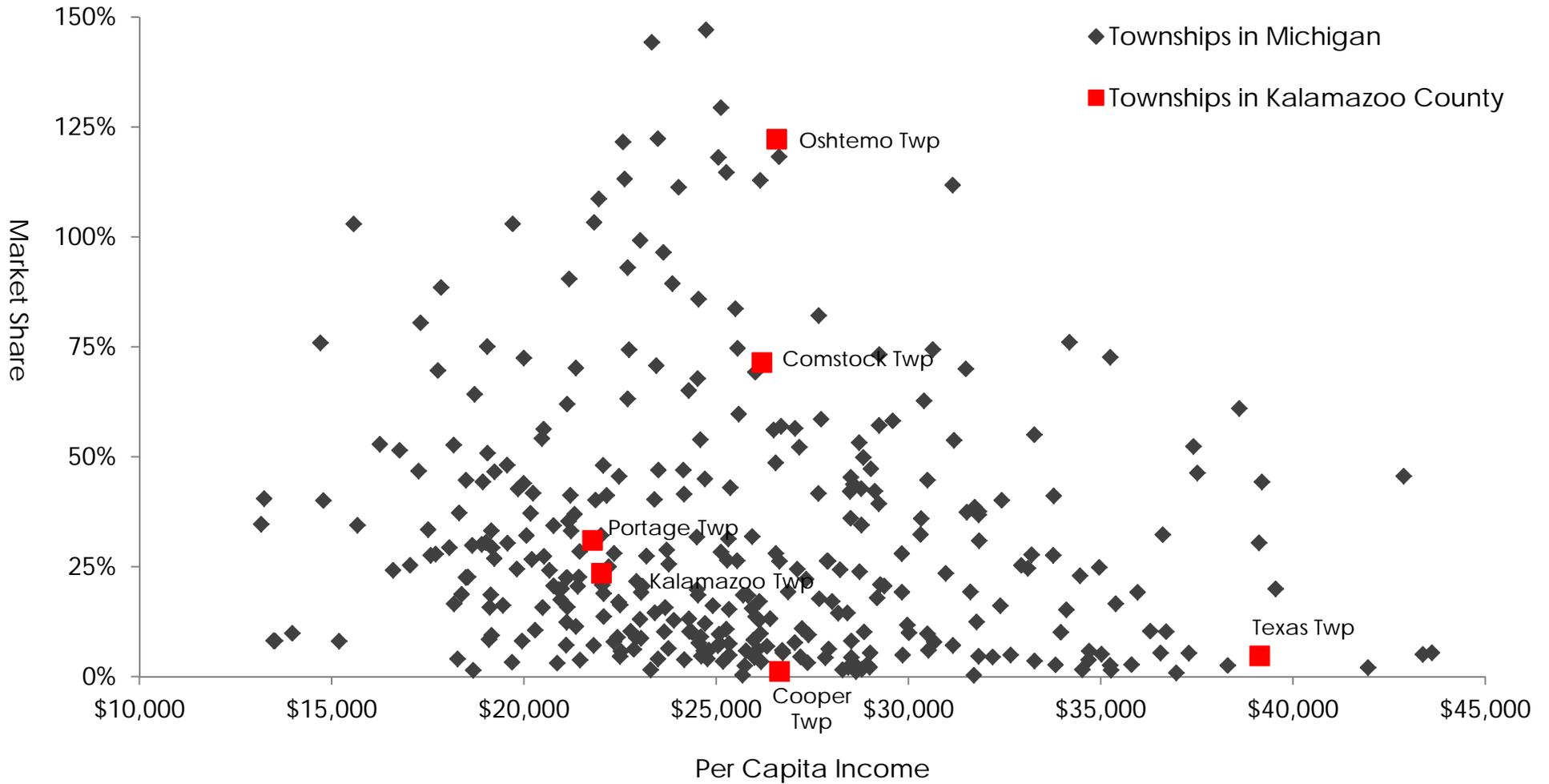


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Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

Market Share v. Per Capita Income  
Retail Trade | NAICS 44-45  
Selected Townships in the State of Michigan

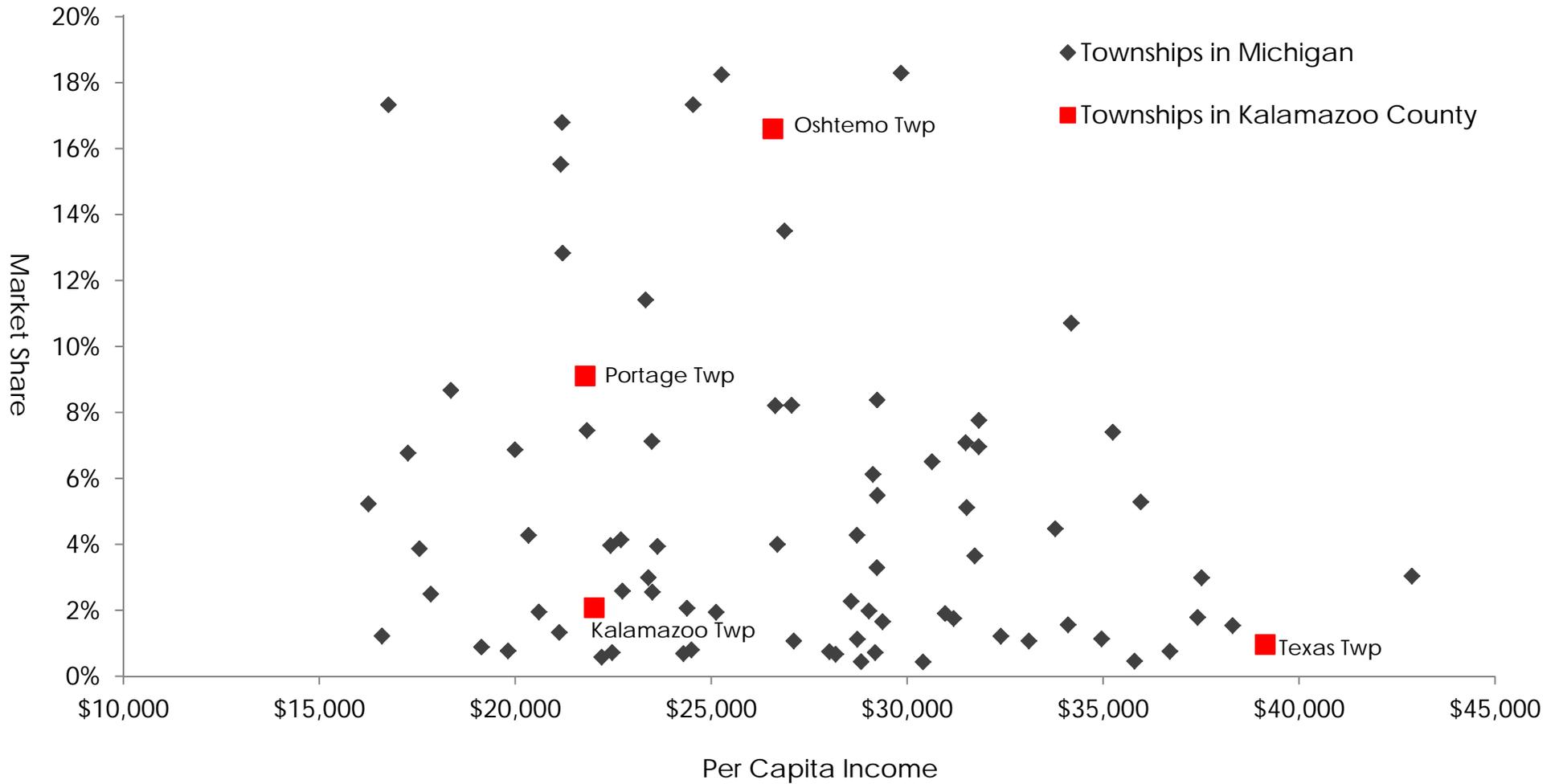


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Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

Market Share v. Per Capita Income  
Building and Garden Materials, Supplies | NAICS 444  
Selected Townships in the State of Michigan



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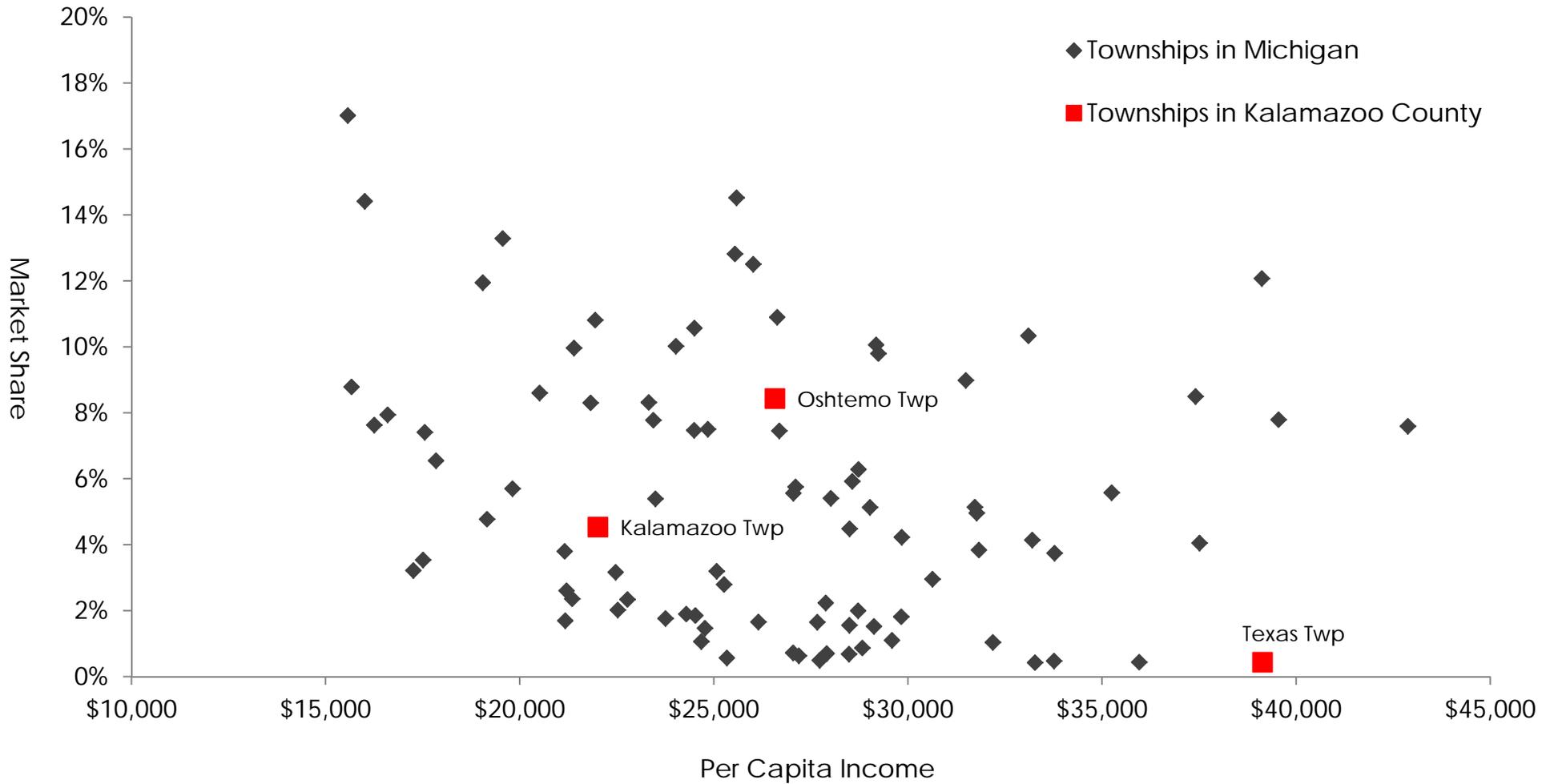
Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

# Market Share v. Per Capita Income

## Food and Beverage Stores | NAICS 445

### Selected Townships in the State of Michigan



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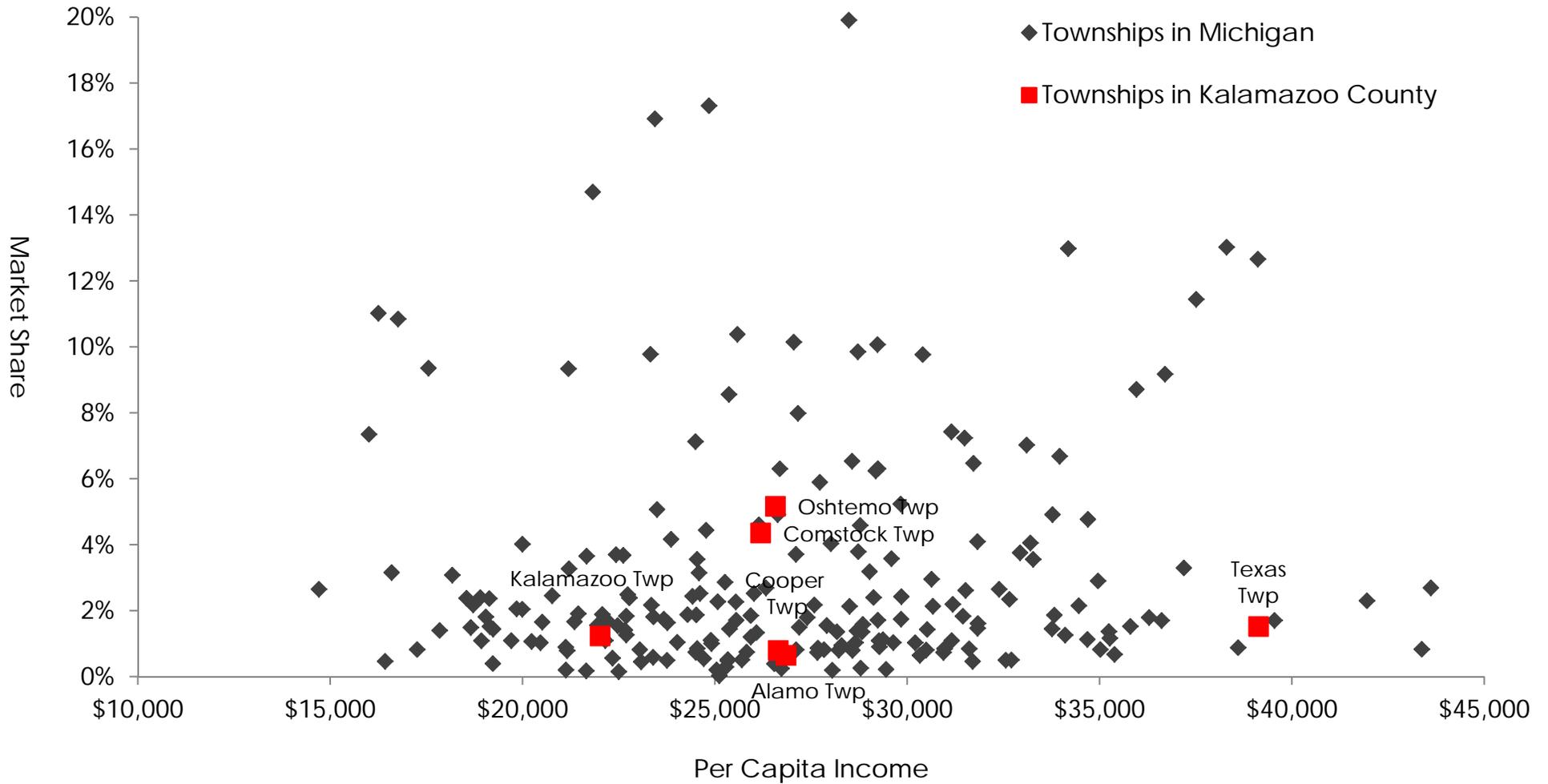
Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

# Market Share v. Per Capita Income

## Professional, Scientific, Technical Services | NAICS 54

### Selected Townships in the State of Michigan



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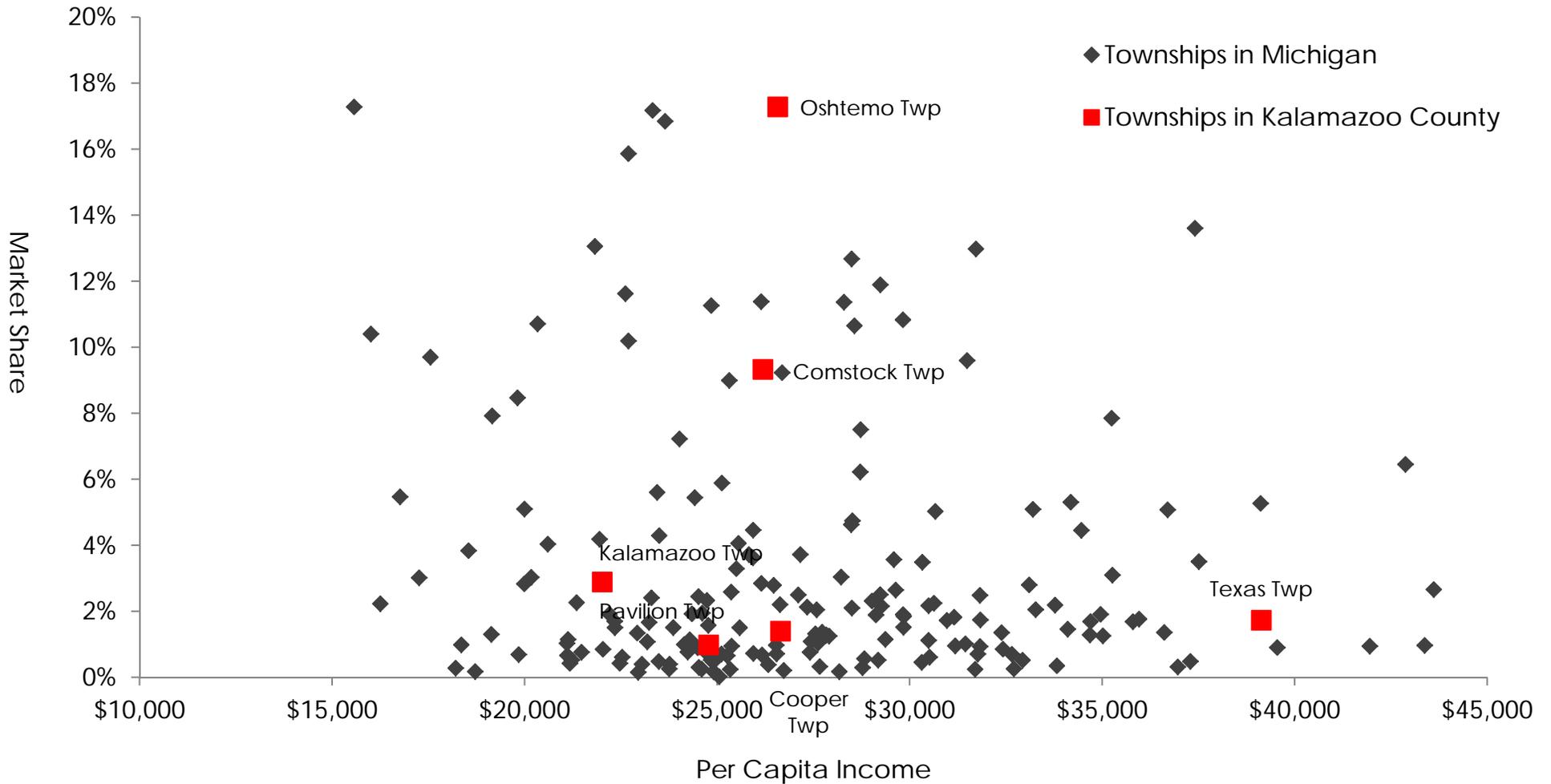
Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

# Market Share v. Per Capita Income

## Admin., Support, Waste Mgmt. Svcs. | NAICS 56

### Selected Townships in the State of Michigan

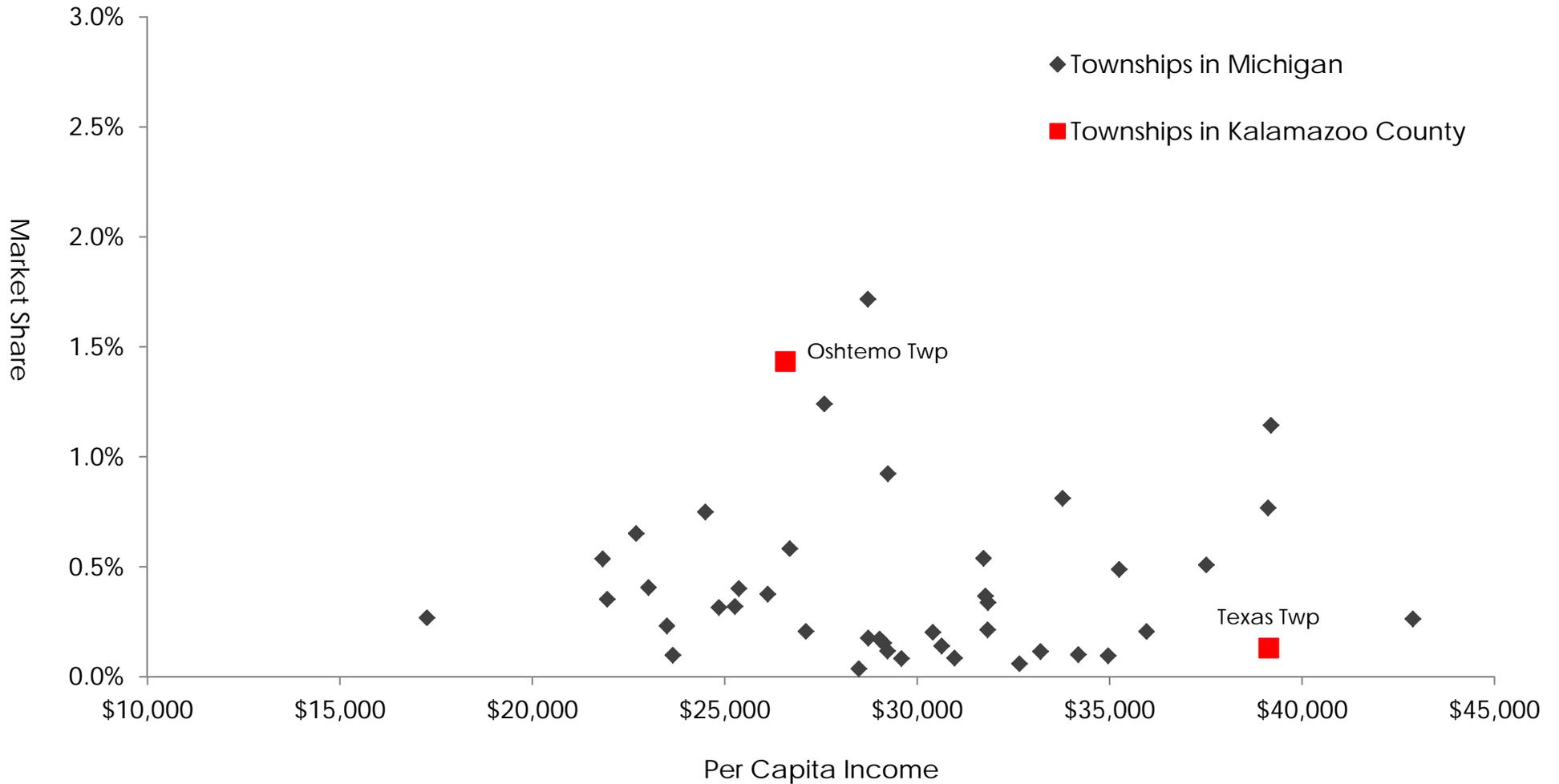


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Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

Market Share v. Per Capita Income  
Educational Services | NAICS 61  
Selected Townships in the State of Michigan

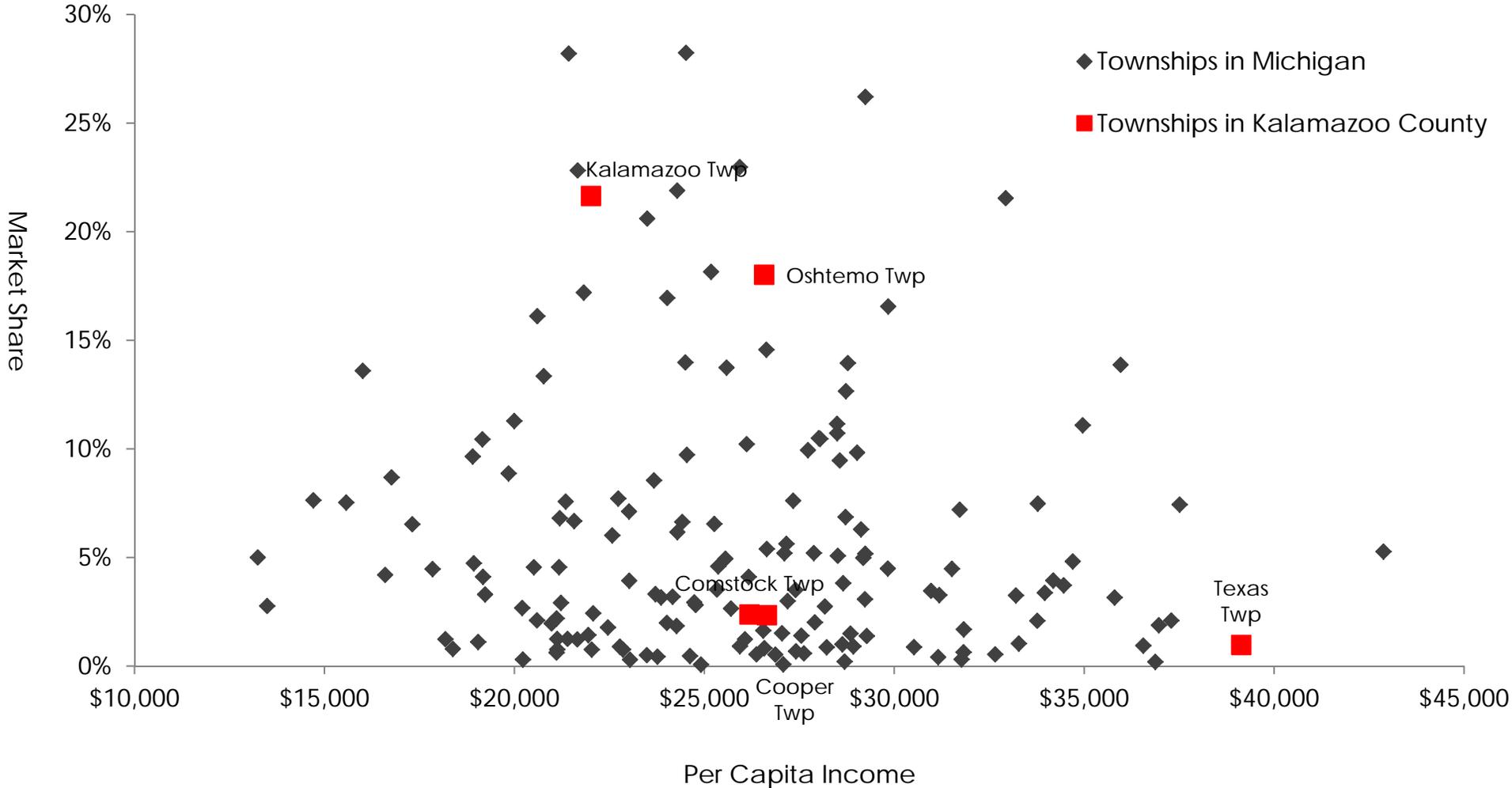


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Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

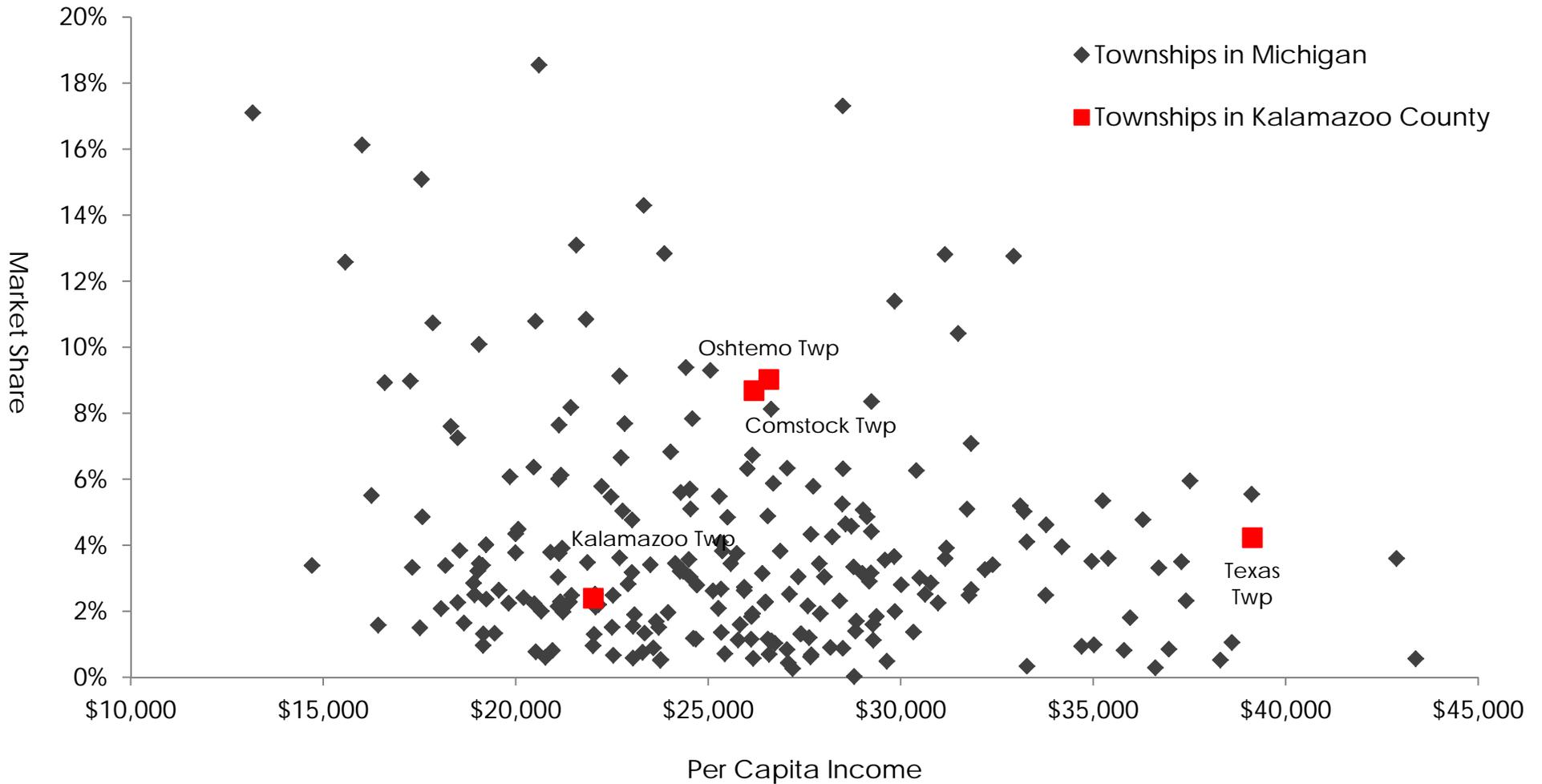
Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

Market Share v. Per Capita Income  
Health Care and Social Assistance | NAICS 62  
Selected Townships in the State of Michigan



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Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.  
Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

Market Share v. Per Capita Income  
All Traveler Accommodations | NAICS 72  
Selected Townships in the State of Michigan

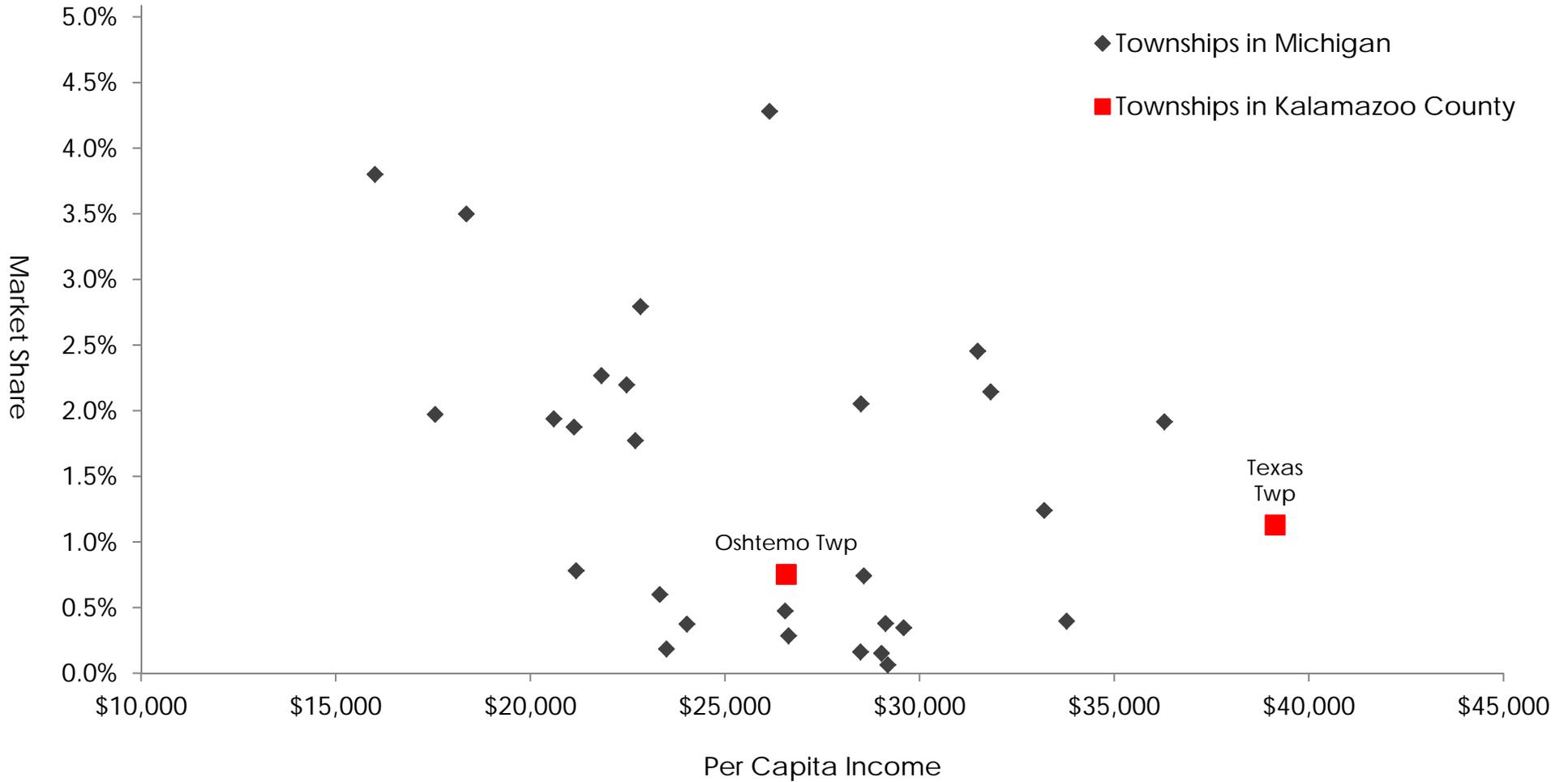


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Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

Market Share v. Per Capita Income  
Hotels and Motels, Lodging | NAICS 721  
Selected Townships in the State of Michigan



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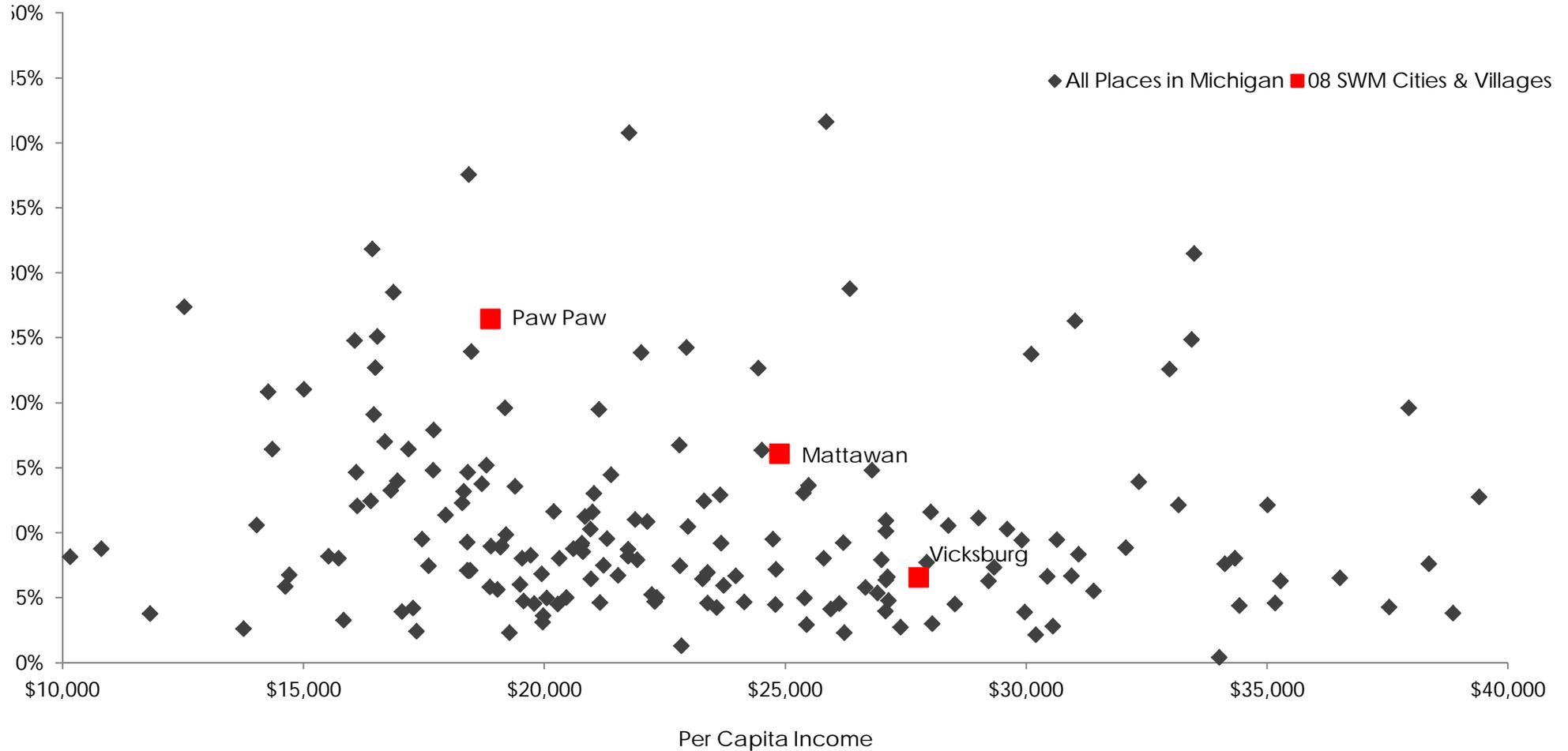
Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

# Market Share v. Per Capita Income

## Hotels, Motels, and All Restaurants | NAICS 72

### Selected Places in Michigan



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Market share is a measure of sales (or revenues) as a share of aggregate income for each respective level of geography.

Underlying data from the 2012 U.S. Economic Census; 2010 Decennial Census; and 2016 (5-yr) American Community Survey.

**Section G**

**Local Sales  
Per Employee**

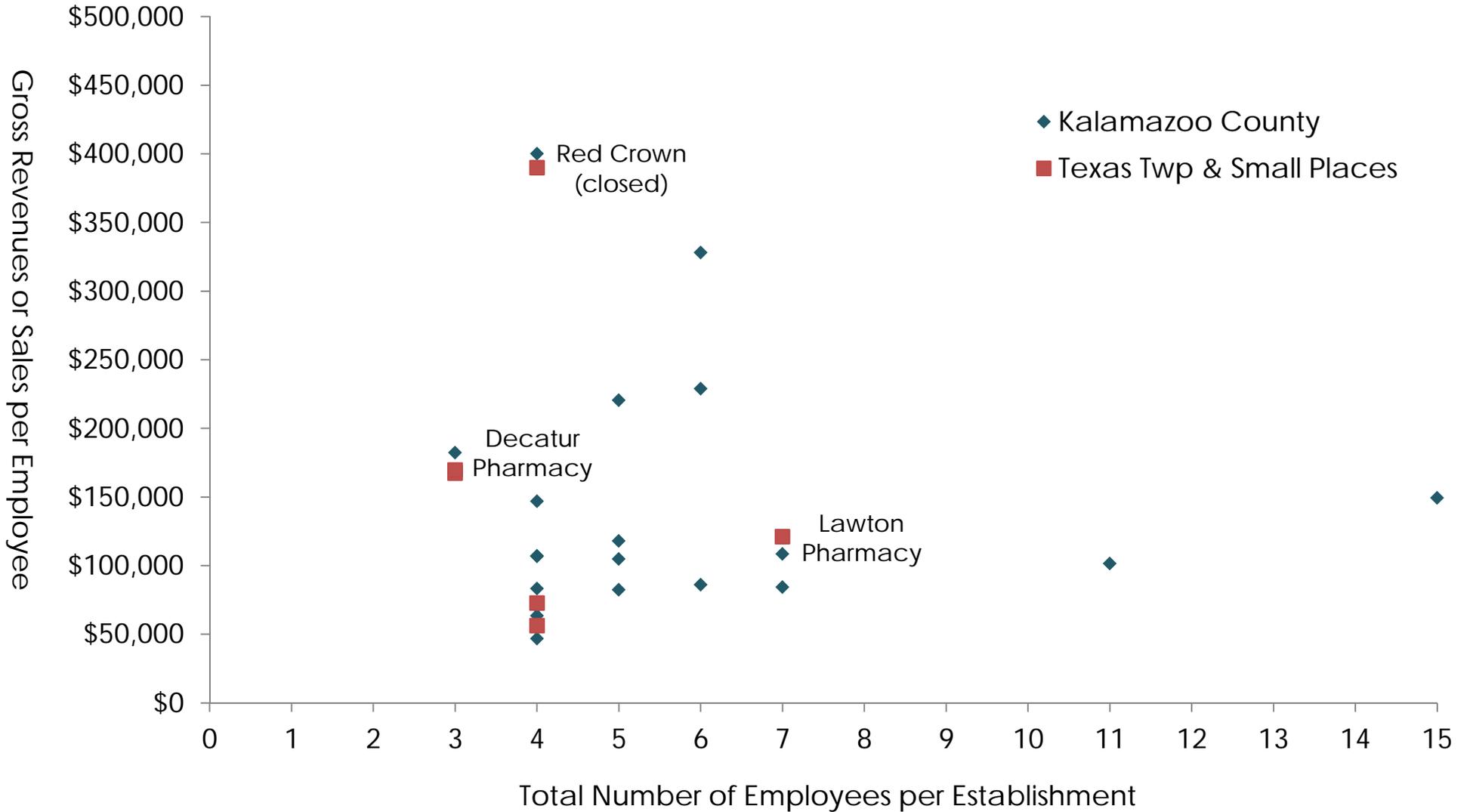


# Gross Revenues or Sales per Employee Grocery & Specialty Food Stores Texas Township & Surrounding Small Communities - 2017



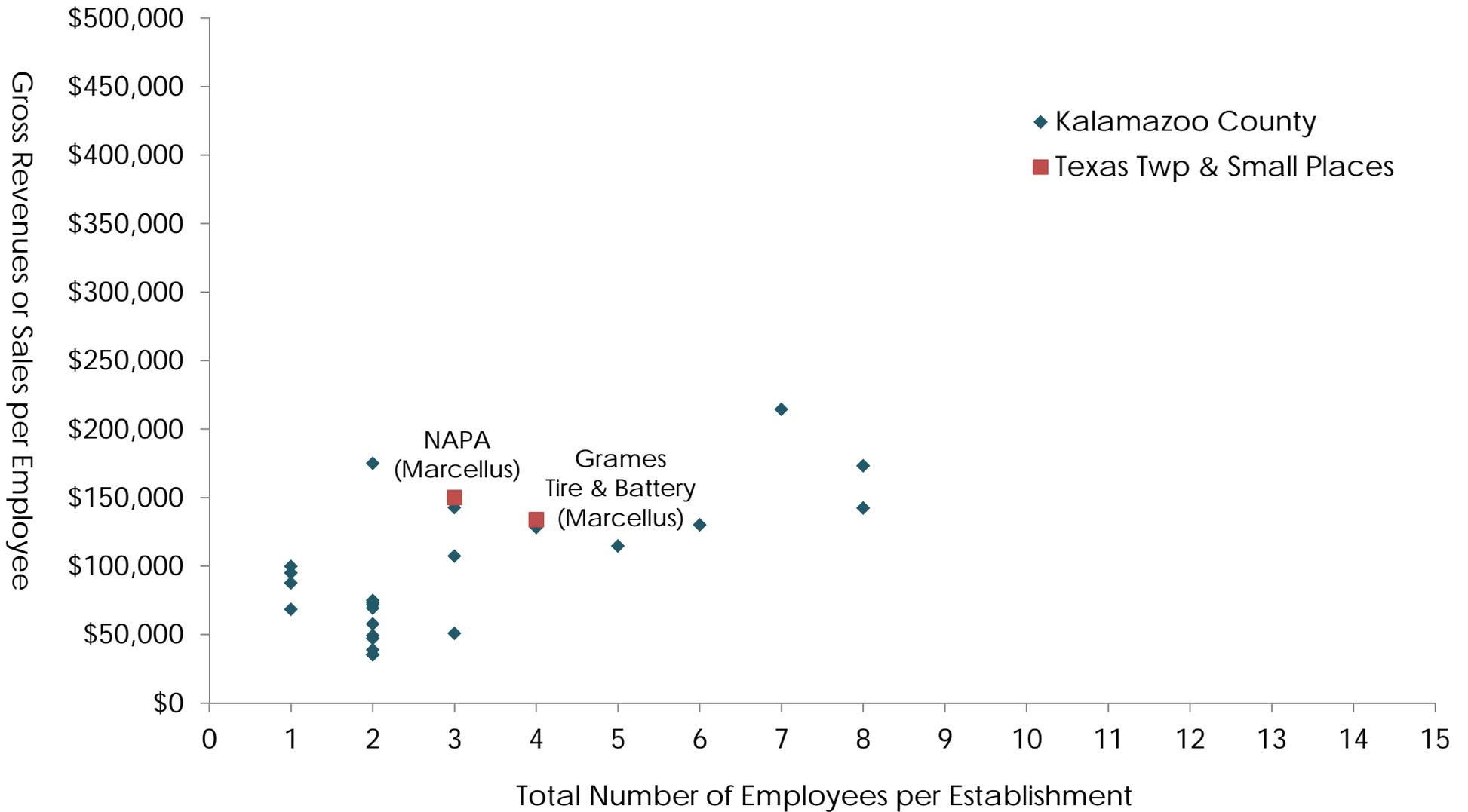
Underlying data provided by Dun & Bradstreet and licensed through Alteryx Gallery, with data for the year 2017.  
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# Gross Revenues or Sales per Employee Pharmacies and Drug Stores Texas Township & Surrounding Small Communities - 2017



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# Gross Revenues or Sales per Employee Automotive Parts & Supply Stores Texas Township & Surrounding Small Communities - 2017

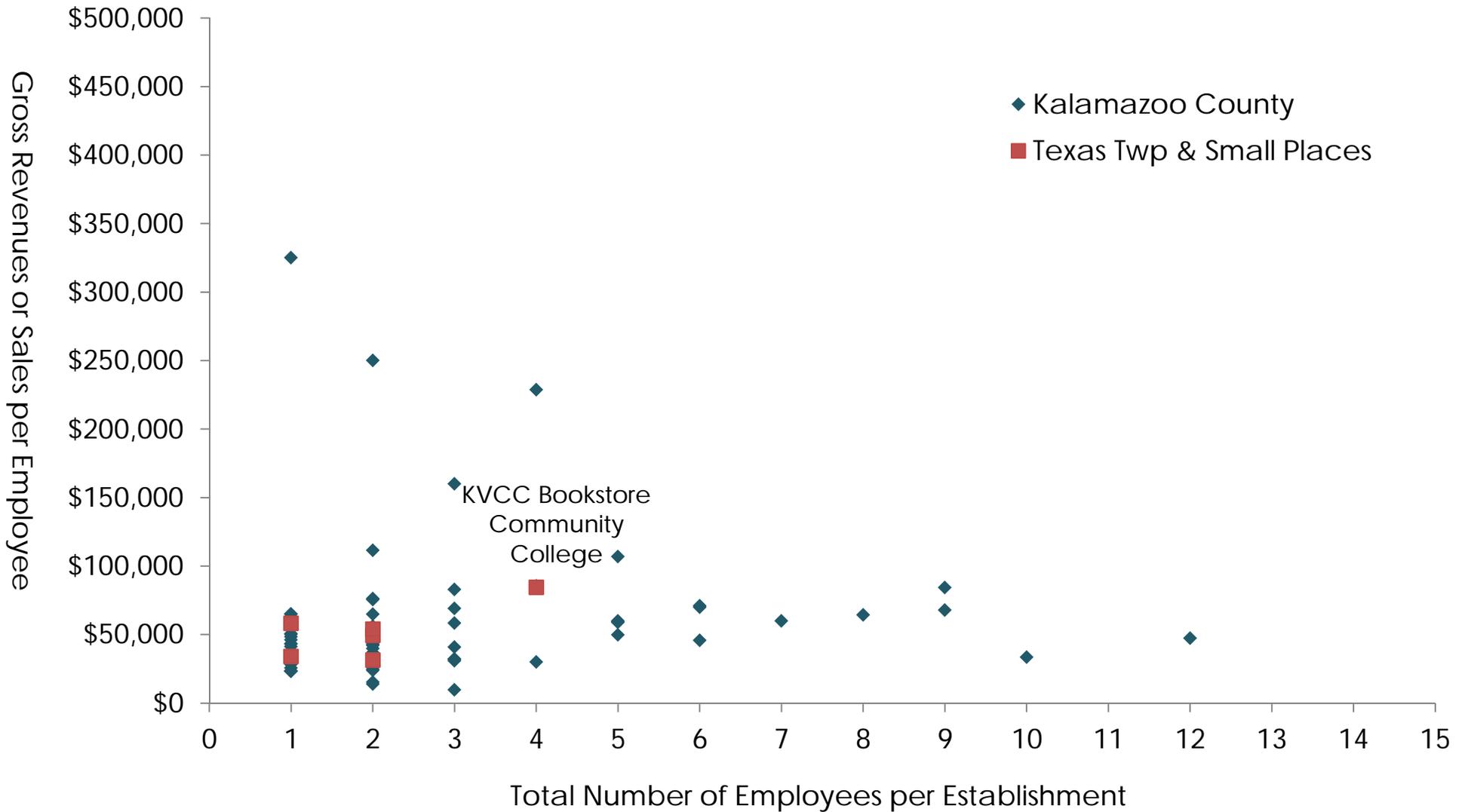


Underlying data provided by Dun & Bradstreet and licensed through Alteryx Gallery, with data for the year 2017.  
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# Gross Revenues or Sales per Employee

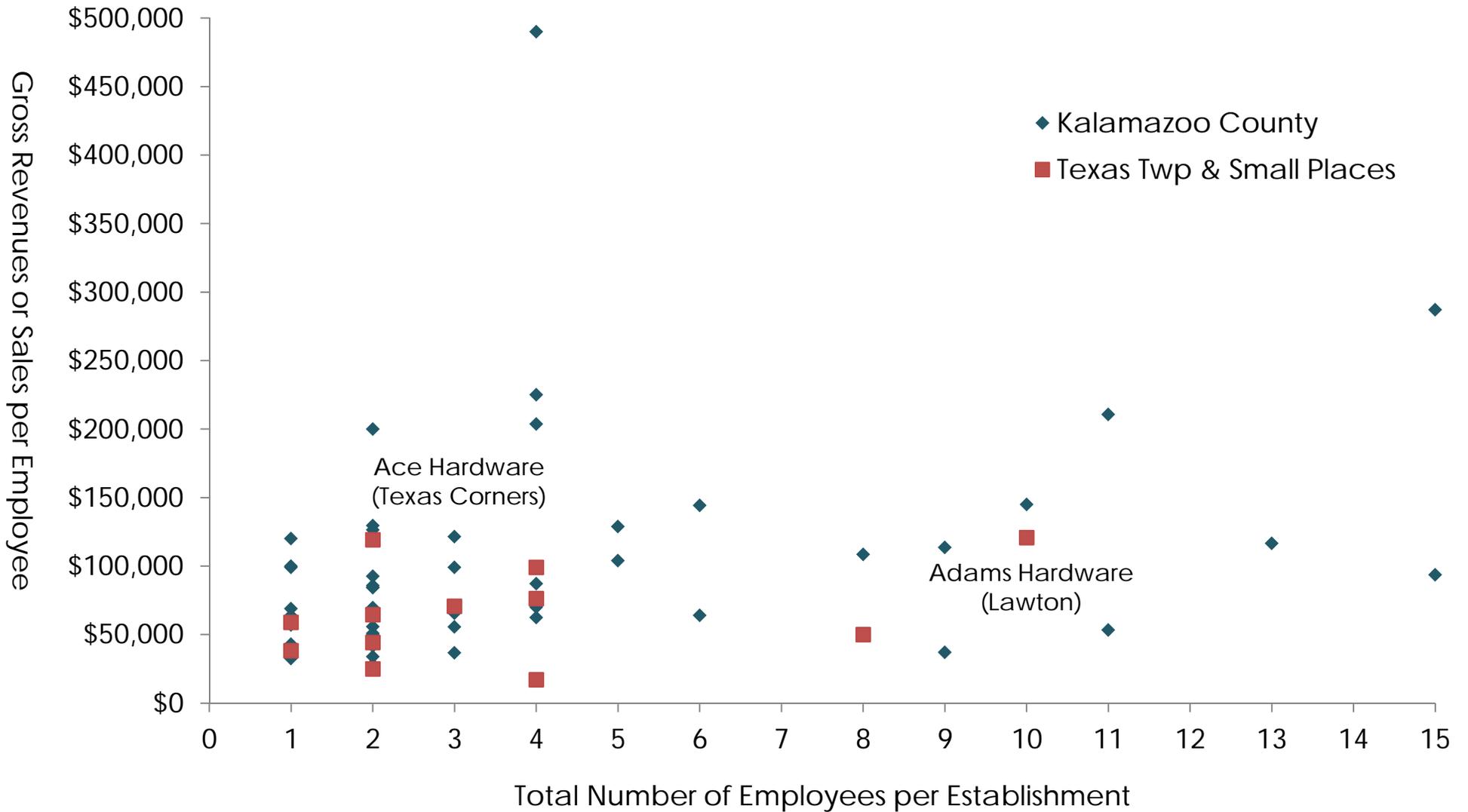
## Gifts, Novelty, Jewelry, Collectibles, Piece Good Stores

### Texas Township & Surrounding Small Communities - 2017



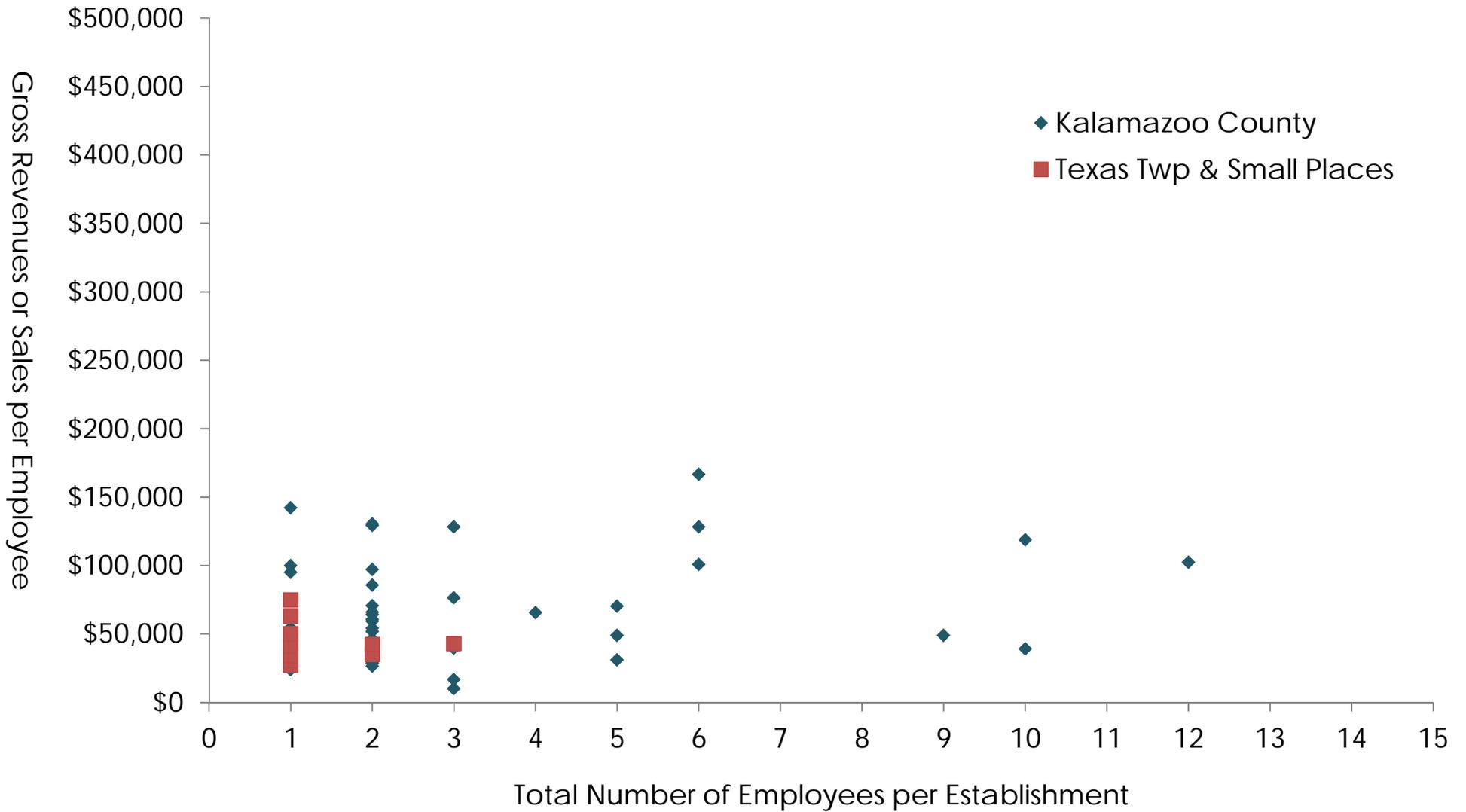
Underlying data provided by Dun & Bradstreet and licensed through Alteryx Gallery, with data for the year 2017.  
 Methodology designed by LandUseUSA (c) 2001 with all rights reserved; exhibit prepared 2018 on behalf of Texas Township, MI.

# Gross Revenues or Sales per Employee Hardware, Home Improvement, Lumber, Garden Supplies Texas Township & Surrounding Small Communities - 2017



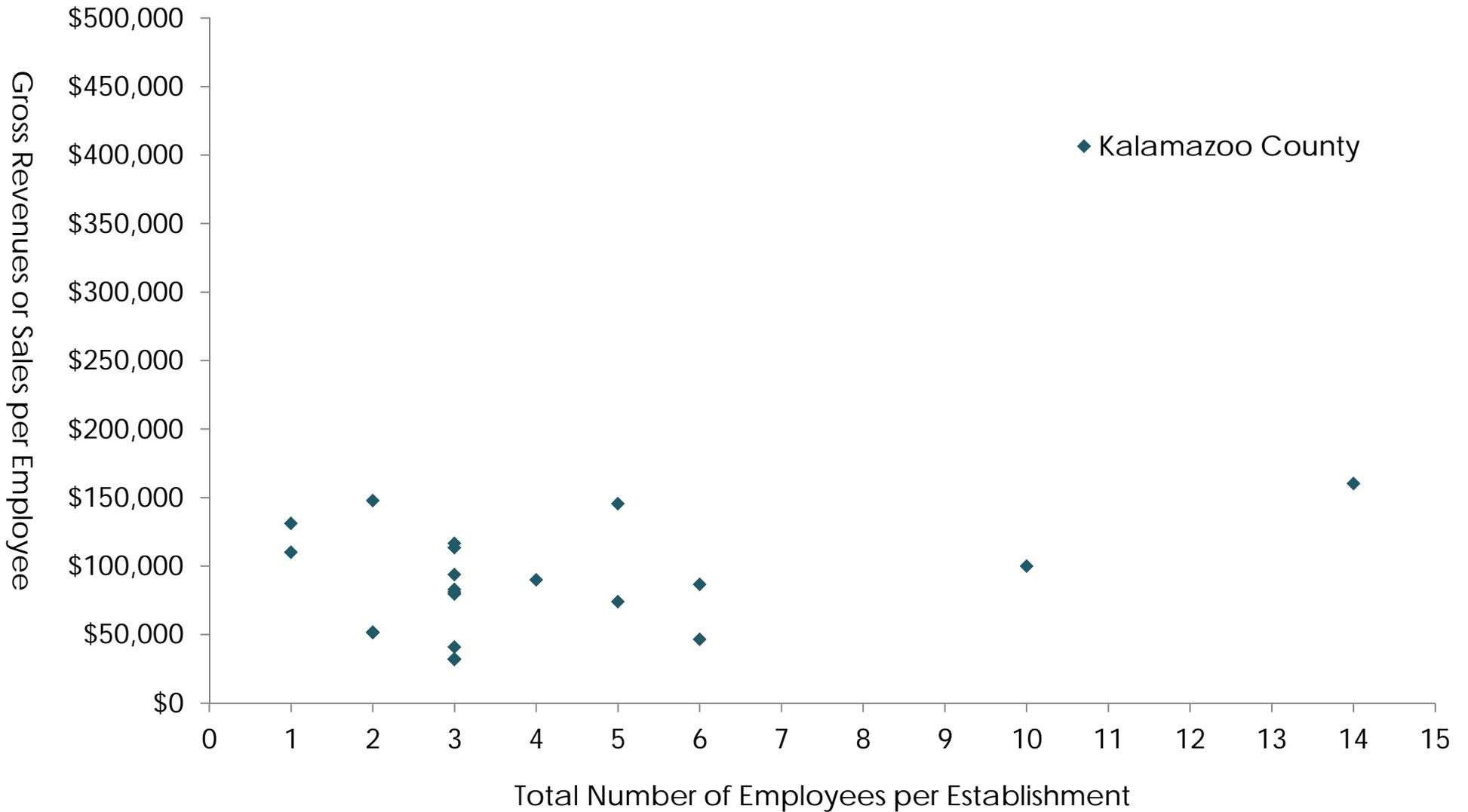
Underlying data provided by Dun & Bradstreet and licensed through Alteryx Gallery, with data for the year 2017.  
Methodology designed by LandUseUSA (c) 2001 with all rights reserved; exhibit prepared 2018 on behalf of Texas Township, MI.

# Gross Revenues or Sales per Employee Sporting Goods, Toys, Games, Hobby, Cameras Texas Township & Surrounding Small Communities - 2017



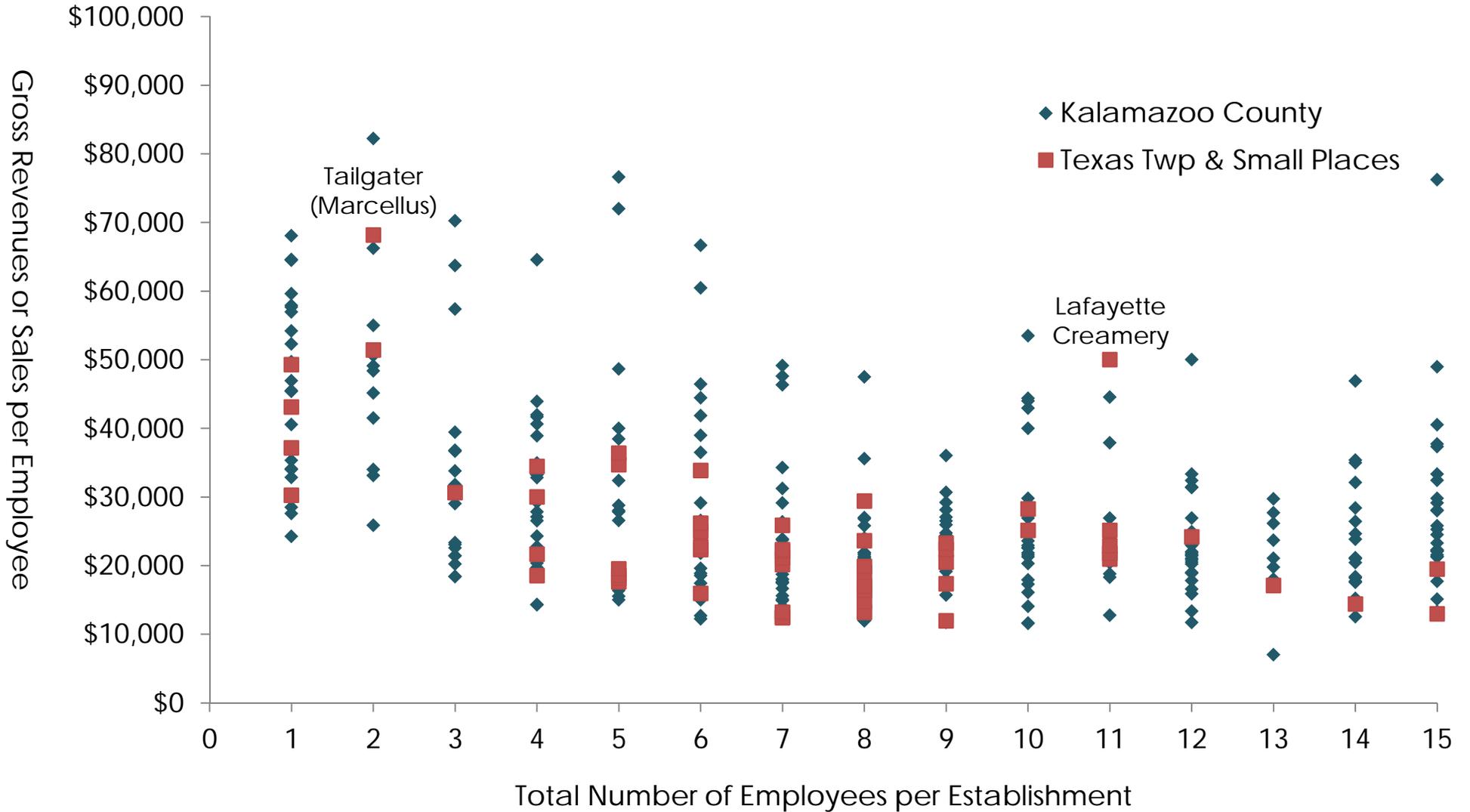
Underlying data provided by Dun & Bradstreet and licensed through Alteryx Gallery, with data for the year 2017.  
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Gross Revenues or Sales per Employee  
Liquor Stores, little if any groceries  
Texas Township & Surrounding Small Communities - 2017



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# Gross Revenues or Sales per Employee Eating and Drinking Establishments Texas Township & Surrounding Small Communities - 2017



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# Section **H**

## Target Market Profiles

**(Lifestyle Clusters)**

# 1-36 Lifestyle Clusters | Short Descriptions

As defined by Experian Decision Analytics with refinements by LandUseUSA, LLC ©

A01 - American Royalty - Wealthy influential couples and families in prestigious communities - Suburbs.

A02 - Platinum Prosperity - Wealthy and established empty-nesting couples - Suburbs.

A03 - Kids and Cabernet - Prosperous, middle-aged married couples focused on their children's lives - Suburbs.

A04 - Picture Perfect Families - Established families of child-raising households in wealthy communities - Suburbs.

A05 - Couples with Clout - Middle-aged childless couples living in affluent areas - Metros.

A06 - Jet Set Urbanites - Mix of affluent singles and couples enjoying diverse neighborhoods - Urban.

B07 - Generational Soup - Affluent couples and multi-generational families living a wide range of lifestyles - Suburbs.

B08 - Babies and Bliss - Middle-aged couples with large families and active lives - Suburbs.

B09 - Family Fun-tastic - Upscale, middle-aged families with busy lives focused on older children - Satellite Cities.

B10 - Cosmopolitan Achievers - Affluent middle-aged, established couples & families with dynamic lifestyles - Metros.

C11 - Aging of Aquarius - Upscale boomer-aged couples settled in detached houses - Cities, Nearby Suburbs.

C12 - Golf Carts and Gourmets - Upscale retirees & empty-nesters in comfortable golf communities - Urban Edges.

C13 - Silver Sophisticates - Mature, upscale couples & singles in larger detached houses - Suburbs.

C14 - Boomers and Boomerangs - Baby boomer adults with young adult children sharing their house - Suburbs.

D15 - Sports Utility Families - Upscale, multi-generational, middle-aged families with active lifestyles - Outer Suburbs.

D16 - Settled in Suburbia - Upper-middle-income diverse families & empty nesters - Established Suburbs.

D17 - Cul de Sac Diversity - Culturally diverse, middle-aged families settling into emerging communities - Suburbs.

D18 - Suburban Attainment - Upper middle-class couples and families moving to newer communities - Suburbs.

E19 - Full Pockets, Empty Nests - Empty-nesters with discretionary income and sophisticated lifestyles - Most Cities.

E20 - No Place Like Home - Middle-to-upper income, multi-generational households in detached houses - Urban Edges.

E21 - Unspoiled Splendor - Comfortably established baby boomer couples in detached houses - Small Cities, Rural Areas.

F22 - Fast Track Couples - Young, upwardly-mobile couples with active lifestyles - Inner Suburbs.

F23 - Families Matter Most - Young, middle-to-upper income families with active, family-focused lives - Suburbs.

G24 - Status Seeking Singles - Young, upwardly-mobile singles balancing work and leisure - Metros, Urban.

G25 - Urban Edge - Younger, up-and-coming singles living big-city lifestyles - Largest Metros.

H26 - Progressive Potpourri - Mature couples with comfortable and active lives - Suburbs.

H27 - Birkenstocks and Beemers - Middle-to-upper income couples living leisurely lifestyles - Small Cities.

H28 - Everyday Moderates - Multi-cultural couples & families choosing modest lifestyles - Suburbs to Mid-sized Cities.

H29 - Destination Recreation - Middle-aged couples working hard to support active lifestyles - Small Cities, Suburbs.

I30 - Stockcars and State Parks - Middle-income couples & families seeking affordable entertainment - Small Cities.

I31 - Blue Collar Comfort - Middle-income families working solid, blue-collar jobs - Small Cities.

I32 - Steadfast Conventionalists - Conventional Gen-X families living in conventional detached houses - Coastal Cities.

I33 - Balance and Harmony - Middle-income families with lively lifestyles - City-Centric Neighborhoods.

J34 - Aging in Place - Middle-income seniors established in their homes and preferring to stay there - Suburban.

J35 - Rural Escape - Older, middle-income couples & singles living modestly comfortable lives - Small Cities, Rural Edges.

J36 - Settled and Sensible - Older, middle-income, empty nesting couples & singles living sensibly - City Neighborhoods.

# 37-71 Lifestyle Clusters | Short Descriptions

As defined by Experian Decision Analytics with refinement by LandUseUSA, LLC ©

K37 - Wired for Success - Young, middle-income singles and couples living socially-active lives - Cities.

K38 - Gotham Blend - Middle-aged, middle-income singles & couples with big city lifestyles - Urban, Large Cities.

K39 - Metro Fusion - Middle-aged singles living active lifestyles - Urban.

K40 - Bohemian Groove - Older, unattached singles enjoying settled lives in detached houses - Urban Neighborhoods.

L41 - Booming and Consuming - Older empty nester couples and singles enjoying relaxed lifestyles - Small Cities.

L42 - Rooted Flower Power - Middle-income baby boomer singles & couples, rooted & nearing retirement - Suburban.

L43 - Homemade Happiness - Middle-income baby boomers in detached houses - Small Cities, Rural.

M44 - Red, White, Bluegrass - Middle-income families with diverse household dynamics - Rural.

M45 - Infants and Debit Cards - Young, working families & single parents in small houses - Urban Neighborhoods.

N46 - True Grit Americans - Older, middle-income households located in nation's mid-section - Small Cities, Rural.

N47 - Countrified Pragmatics - Middle-income couples and singles with casual lifestyles - Rural.

N48 - Rural Southern Bliss - Middle-income, multi-generational families in the nation's south - Small Cities, Rural.

N49 - Touch of Tradition - Working, middle-aged couples and singles in detached houses - Rural.

O50 - Full Steam Ahead - Young and middle-aged singles on the move forward and upward - Mid-Sized Cities.

O51 - Digital Dependents - Gen-X and Gen-Y singles living digitally-driven lifestyles - Urban.

O52 - Urban Ambition - Gen-Y singles, some with children, moving into urban places - Mid-Sized Cities, Urban.

O53 - Colleges and Cafes - Young singles, recent grads, faculty & staff connected to colleges - College Towns.

O54 - Striving Single Scene - Young singles living in the nation's midwest and south - City Centers, Urban.

O55 - Family Troopers - Families & single parents, with current or recent connections to the military - Nationwide.

P56 - Mid-Scale Medley - Middle-aged, moderate-income singles, many starting over - Mid-Sized Cities.

P57 - Modest Metro Means - Moderate-income singles settled in moderate communities - Inner-City Neighborhoods.

P58 - Heritage Heights - Moderate-income singles & families settled in apartments - Urban, Compact Neighborhoods.

P59 - Expanding Horizons - Middle-aged, middle-income families - Border Towns.

P60 - Striving Forward - Moderate-income families & single parents in newer communities - Urban Edges.

P61 - Humble Beginnings - Multi-cultural singles, some with children, starting in apartments - Inner-Cities, Urban.

Q62 - Reaping Rewards - Retired couples and widowed singles living relaxed, quiet lives in detached houses - Suburban.

Q63 - Footloose and Family Free - Older couples and widowed singles living active, comfortable lives - Urban Edges.

Q64 - Town Elders - Elders and community leaders settled into small houses and living frugally - Small Cities.

Q65 - Senior Towers - Low-income seniors settled into apartments with some rent assistance - Metros, City Edges.

R66 - Dare to Dream - Aspiring young couples & singles, some with children, just starting out - Inner-City, Urban.

R67 - Hope for Tomorrow - Hopeful, young, single parents with low-incomes, living in apartments - Mid-Sized Cities.

S68 - Small Towns, Shallow Pockets - Older, low-income empty nesters & singles with tight budgets. - Small Satellite Cities.

S69 - Urban Survivors - Older, low-income singles, some with children, settled & living modestly - Urban Neighborhoods.

S70 - Tight Money - Middle-aged, low-income, unattached singles seeking to move upward - Small Cities, Urban Edges.

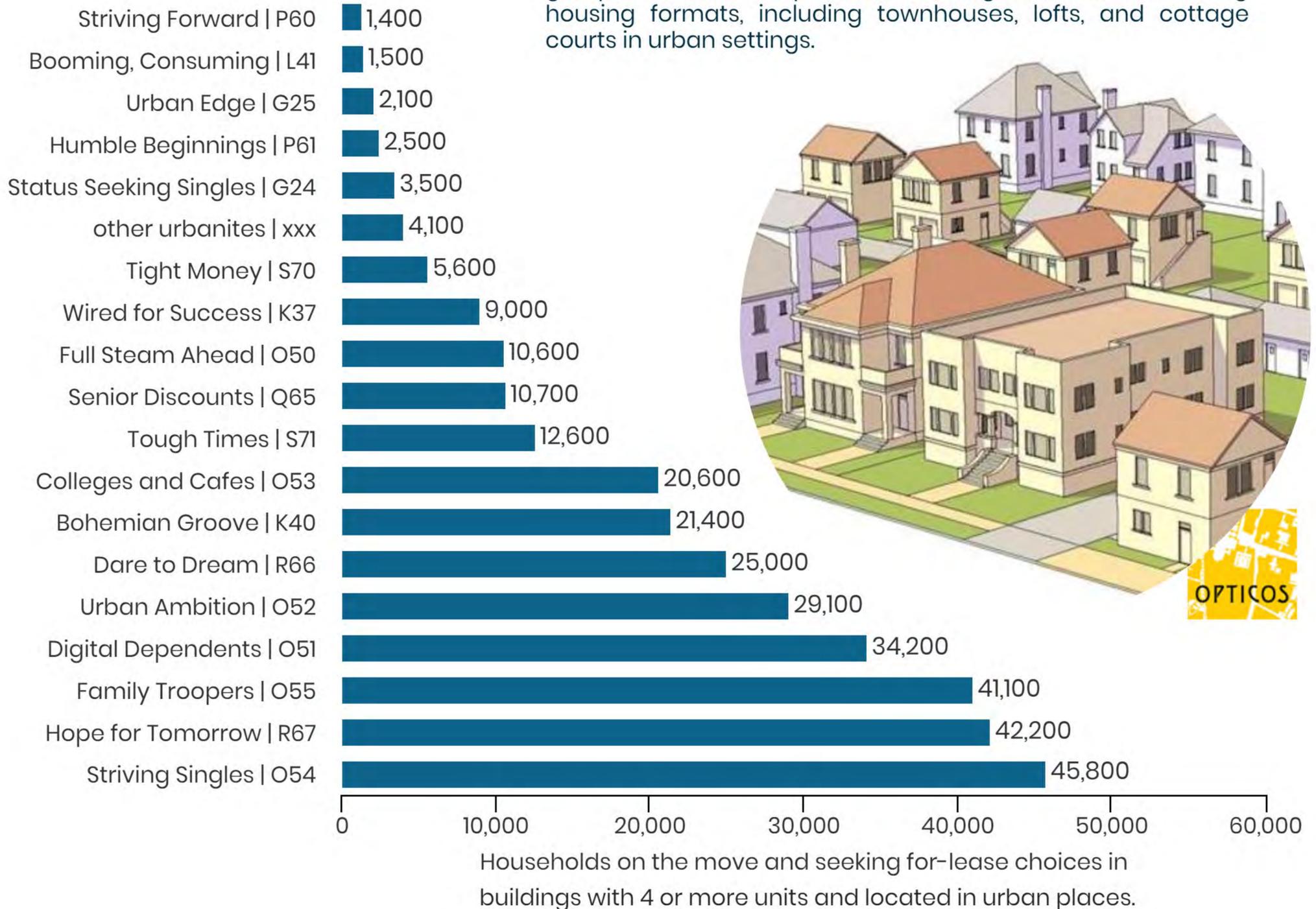
S71 - Tough Times - Older, low-income singles, struggling to get by in apartments - Inner-Cities, Compact Neighborhoods.

# Urban Target Markets | MICHIGAN

Migrating renters seeking buildings with 4 or more units in urban places.

## Urban Households on the Move Seeking For-Lease Housing in Buildings with 4+ Units

Among all new households moving into Michigan and seeking buildings with 4 or more units in urban places, the "Striving Singles" lifestyle cluster has the largest number. All of the groups shown here represent ideal target markets for missing housing formats, including townhouses, lofts, and cottage courts in urban settings.



Urban Target Markets - There are 45,800 households migrating into and within Michigan each year, and who represent "Striving Singles" seeking attached units to lease. The second largest group is "Hope for Tomorrow", followed by "Family Troopers", "Digital Dependents", "Urban Ambition", and "Dare to Dream".

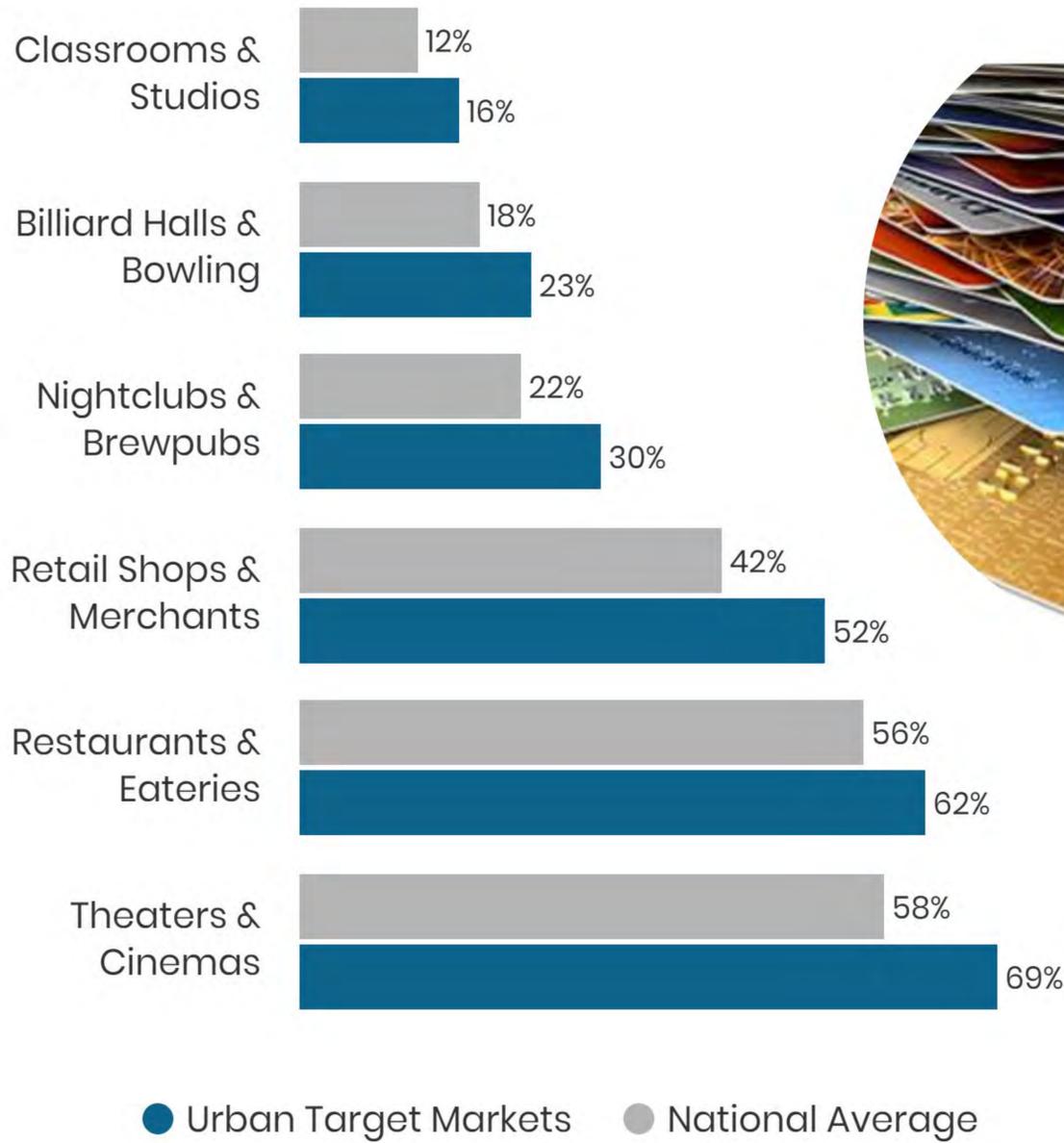
The Striving Singles group has an Experian code of O54, which generally means that it is 54th in income among 71 lifestyle clusters living across the nation. The most affluent urban target market migrating within Michigan is the "Status Seeking Singles", with the 24th highest income among the group. The lowest income target market is "Tough Times", but the "Hope for Tomorrow" group is nearly as poor and far more prevalent.

These lifestyle clusters all represent good targets for attached townhouses, lofts, and merchants in urban places, downtowns, and town centers. However, new developments must not be targeted exclusively at any single group. Income-mixed projects are needed for migrating singles of all ages. Avoiding exclusive concepts and branding like "senior housing" and "luxury living" will help new developments achieve the highest possible absorption rates while fostering diversity.



# Urban Target Markets | MICHIGAN

Share of Households Inclined to Visit Retail and Entertainment Venues



Urban Target Markets are inclined to shop at downtown merchants, and they also expect complementary amenities that help make downtowns and town centers great. Compared to national averages, they are more likely to visit and spend on theaters, restaurants, nightclubs, and billiard halls. They also have higher participation rates in educational classes and studio demonstrations.

Similar results have been observed in participation rates in recreational venues like trails, fitness centers, and waterfront attractions with beaches, marinas, and boating. Together with a smart placemaking process, all of these amenities should be integrated into each community to help intercept urban target markets who are on the move and seeking vibrant places to live.



# Family Fun-tastic | B09

Lifestyles and Spending Preferences | National Averages

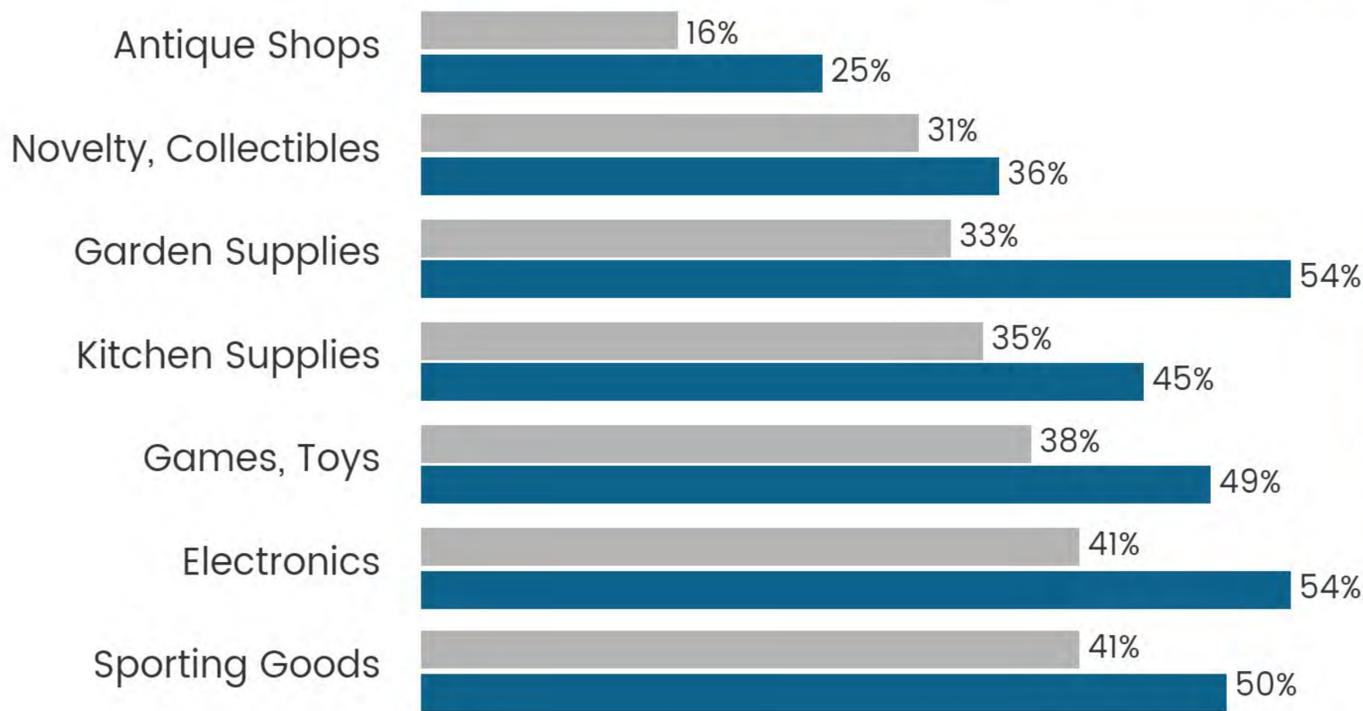
## Median Household Income



## Average Tenure

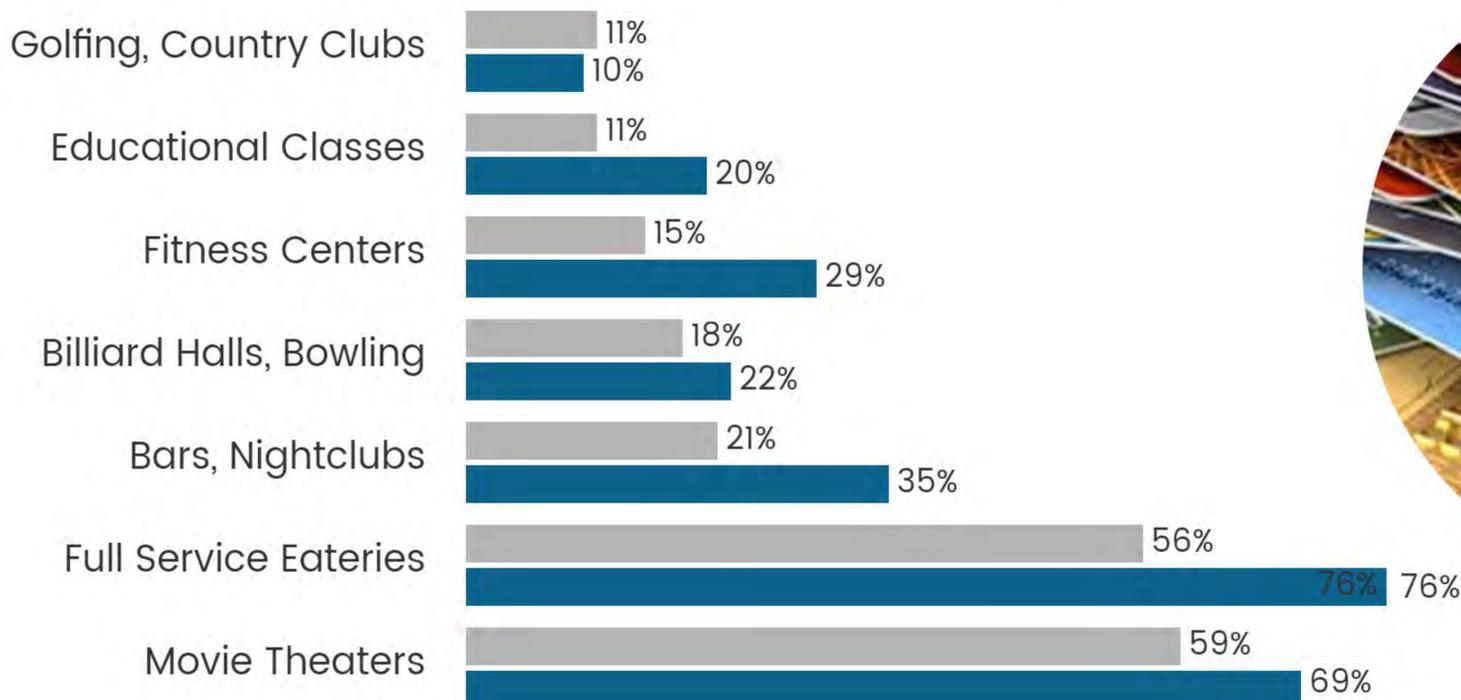


## Share of Households Inclined to Spend by Retail and Entertainment Category



Big Family Spending  
 Restaurants are Entertaining  
 Contributors to Charity  
 Sports Enthusiasts  
 Active Family Lifestyles  
 Diverse Passtimes  
 Saving for College

● Family Fun-tastic ● National Average



# Rooted Flower Power | L42

Lifestyles and Spending Preferences | National Averages

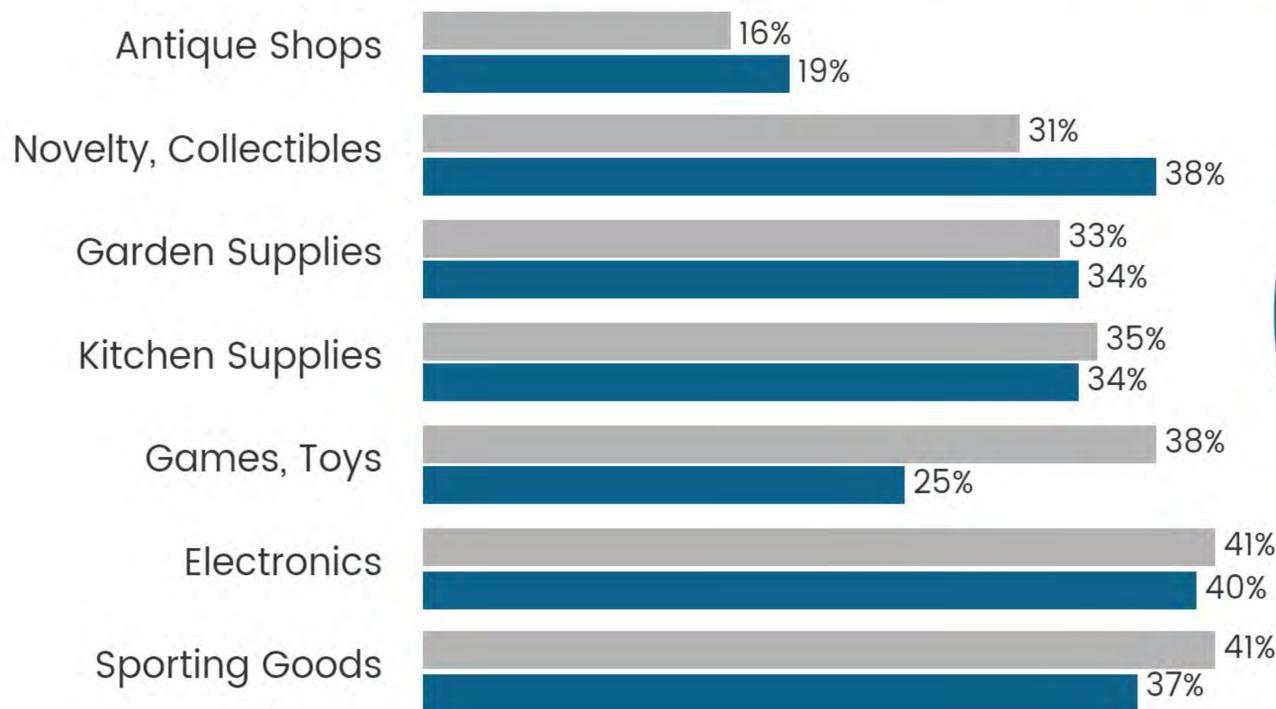
## Median Household Income



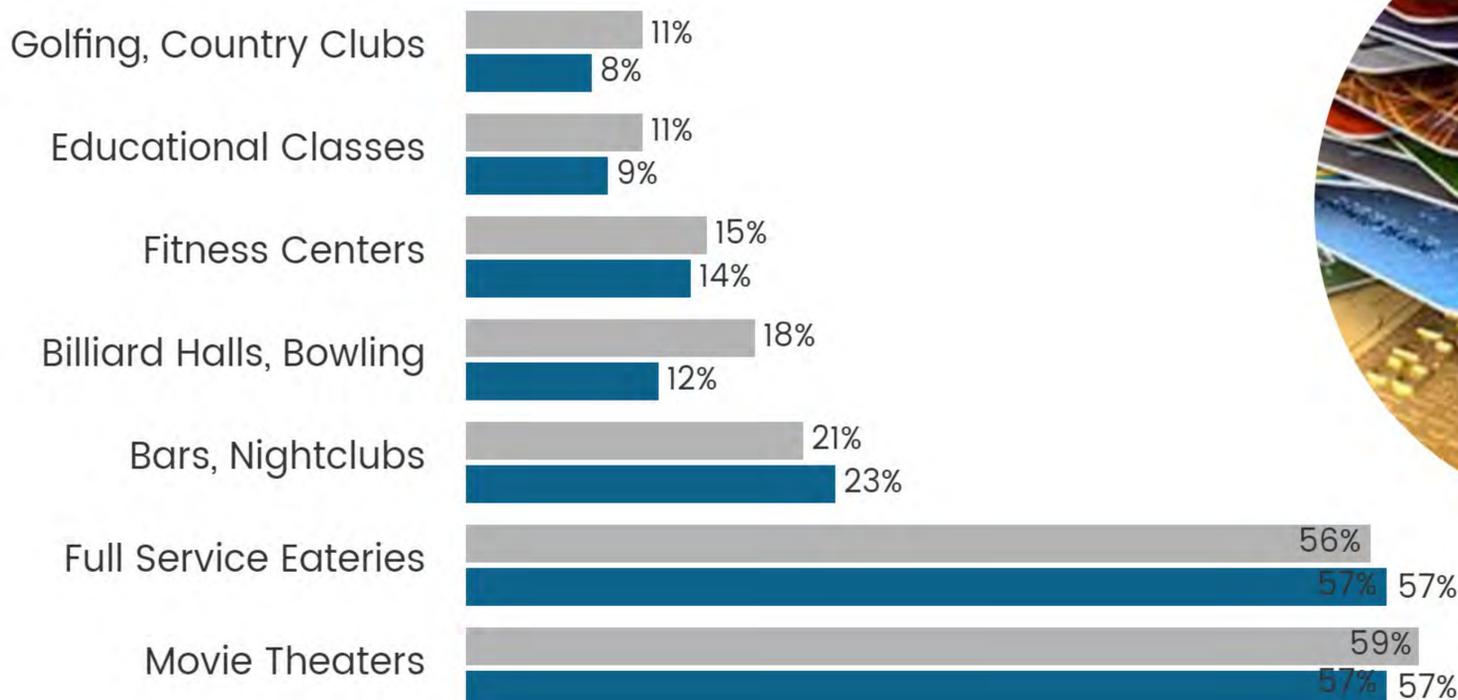
## Average Tenure



## Share of Households Inclined to Spend by Retail and Entertainment Category



● Rooted Flower Power ● National Average



# Digital Dependents | O51

Lifestyles and Spending Preferences | National Averages

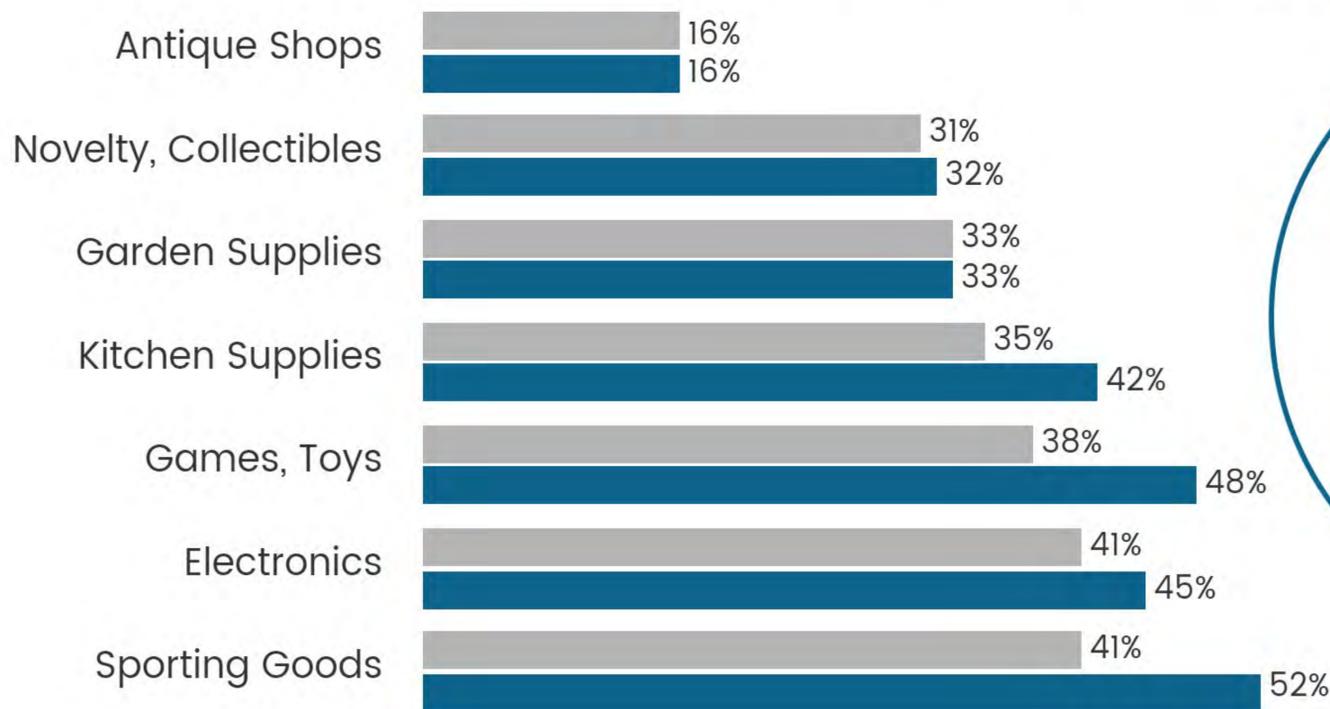
## Median Household Income



## Average Tenure

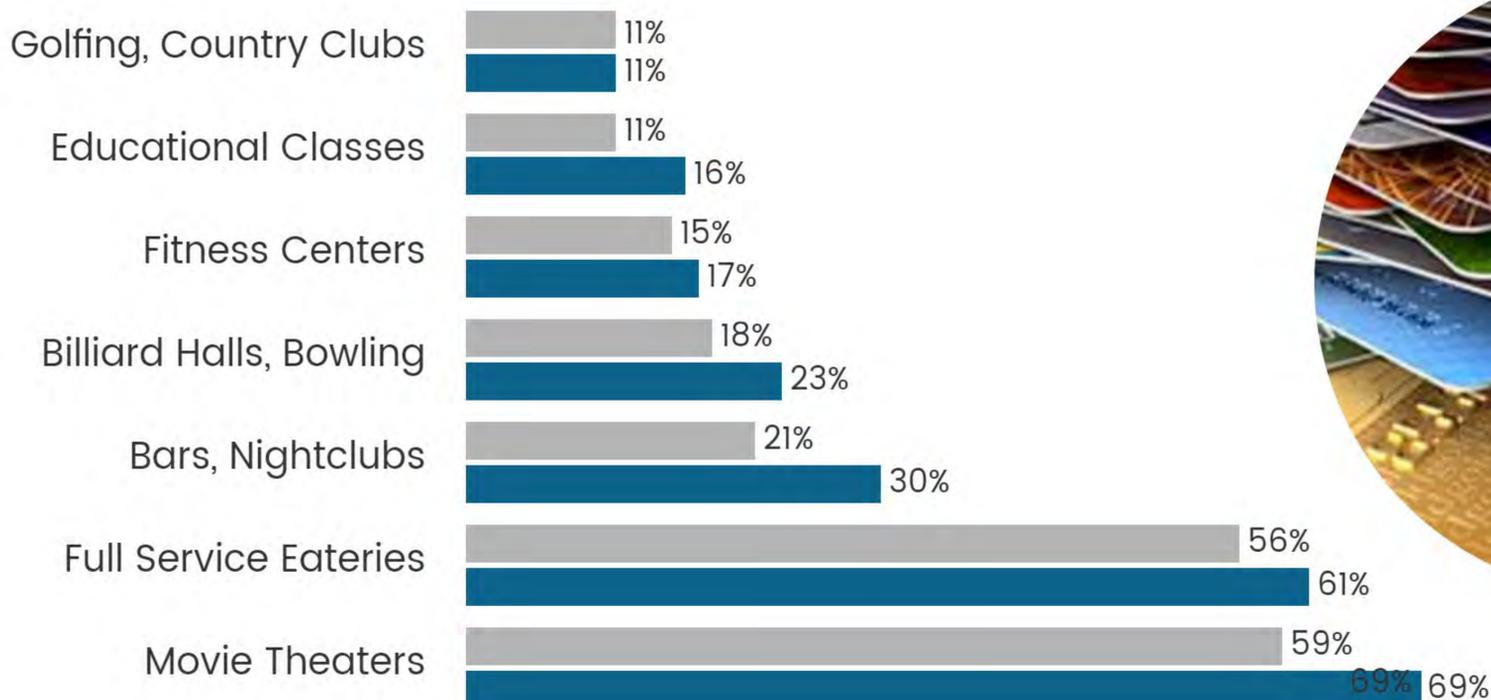


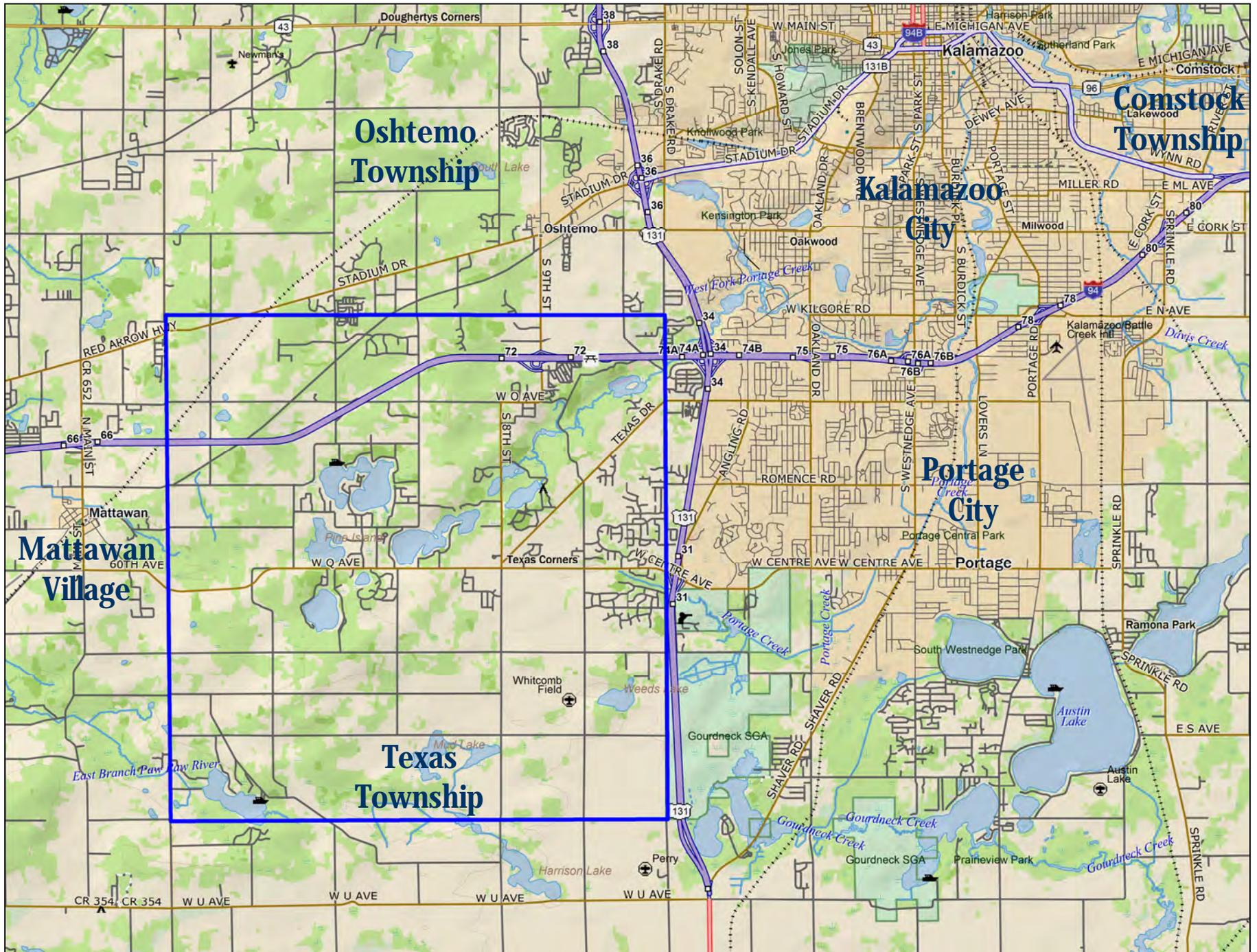
## Share of Households Inclined to Spend by Retail and Entertainment Category



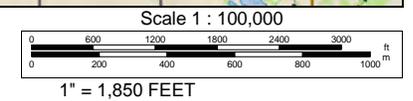
Eager to Spend  
Single and Ambitious  
Adults of All Ages  
Appearances are Important  
Particularly Fond of Music  
Digitally, Tech-Savvy

● Digital Dependents ● National Average



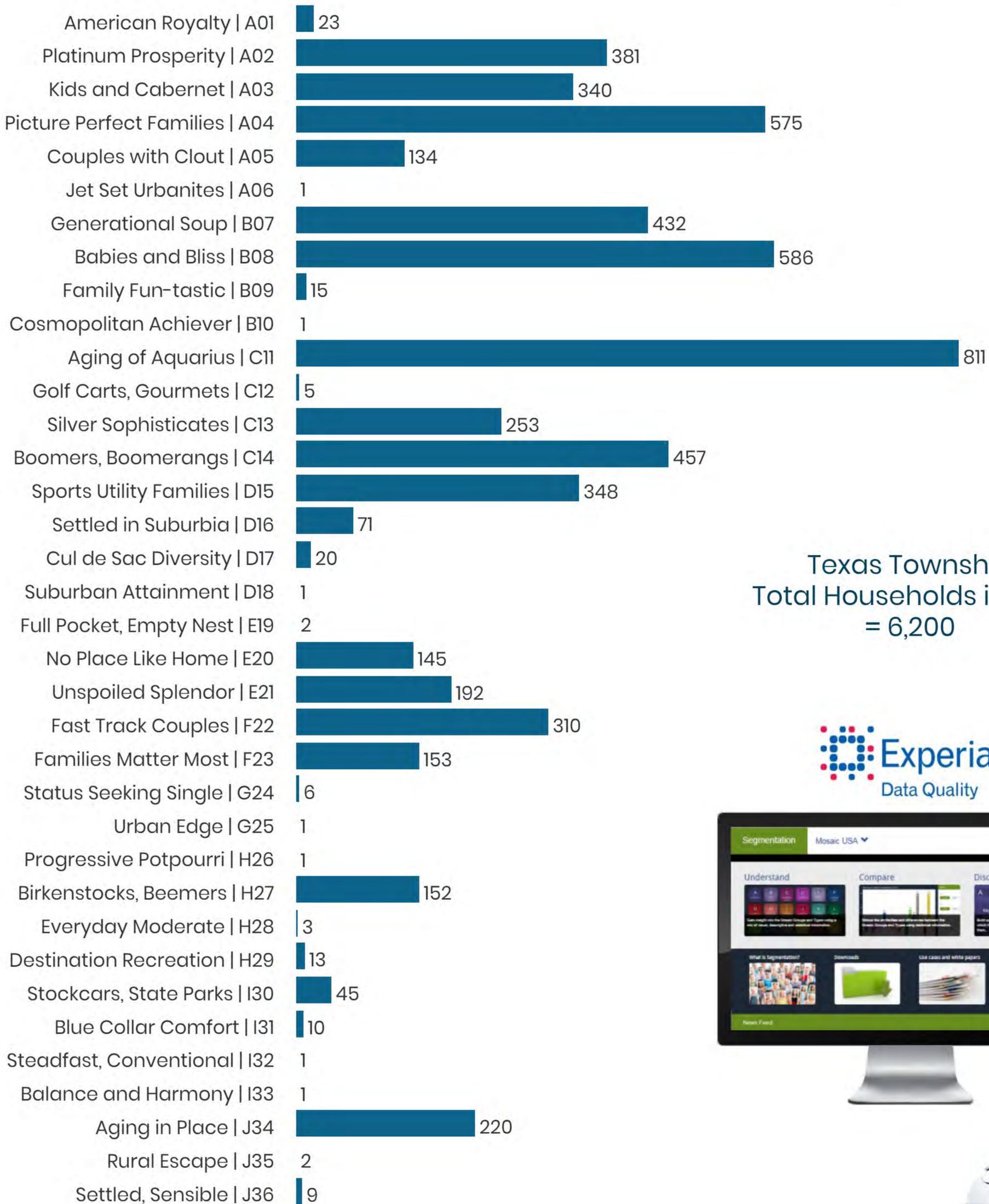


**Geographic Setting - Texas Charter Township (in Kalamazoo County, MI)**



# 1-36 Lifestyle Clusters | Texas Township

The number of households currently living within Texas Township, Michigan.



Texas Township  
Total Households in 2018  
= 6,200

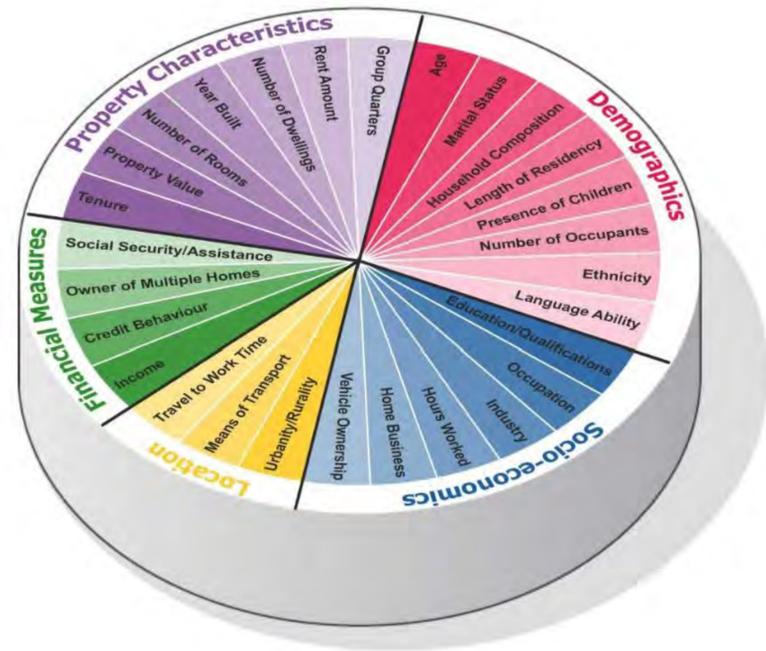


# 37-71 Lifestyle Clusters | Texas Township

The number of households currently living in Texas Township, Michigan.

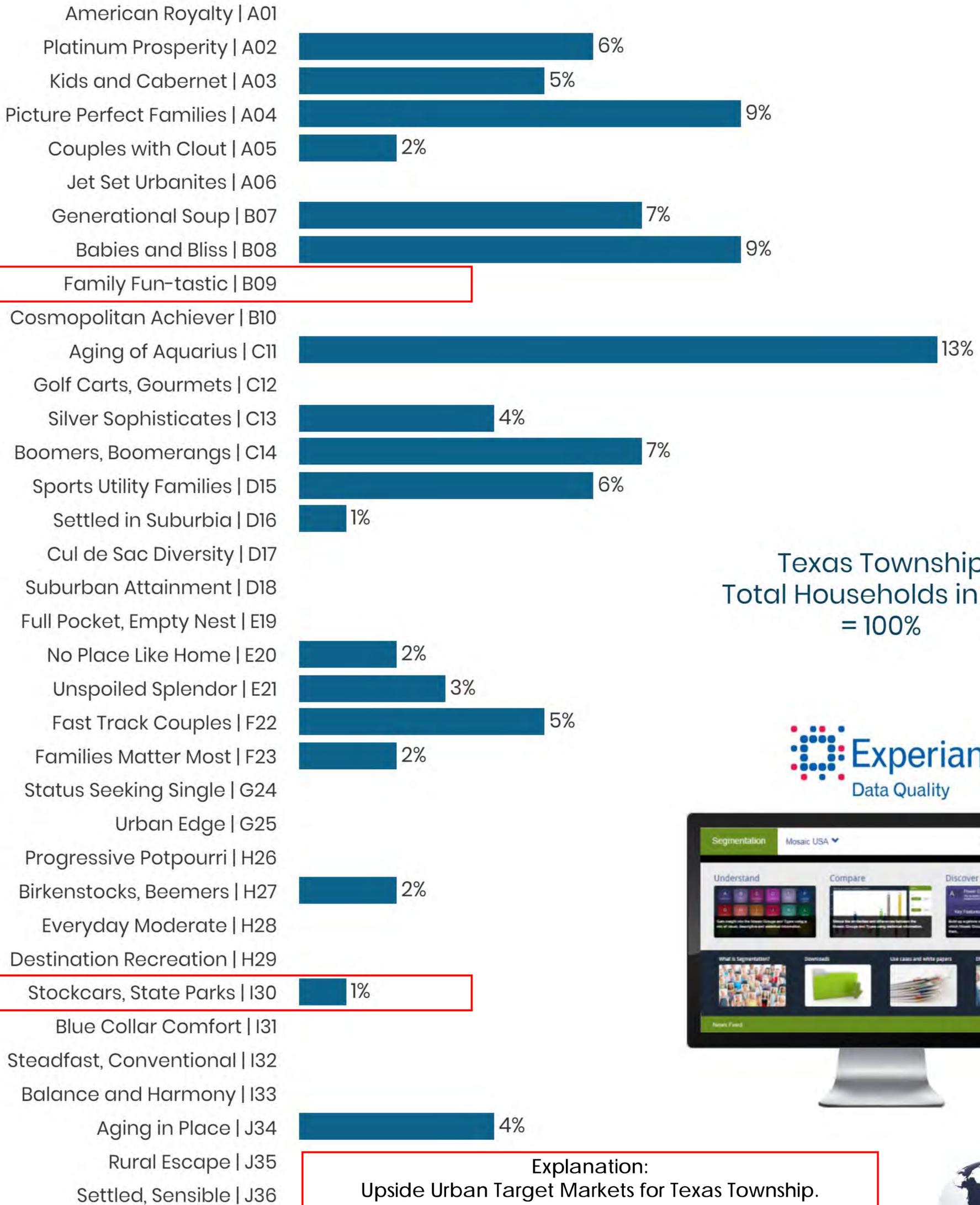
Wired for Success   K37	66
Gotham Blend   K38	1
Metro Fusion   K39	1
Bohemian Groove   K40	6
Booming, Consuming   L41	16
Rooted Flower Power   L42	6
Homemade Happiness   L43	5
Red, White, Bluegrass   M44	31
Infants, Debit Cards   M45	4
True Grit American   N46	0
Countrified Pragmatic   N47	13
Rural Southern Bliss   N48	1
Touch of Tradition   N49	1
Full Steam Ahead   O50	2
Digitally Dependent   O51	66
Urban Ambition   O52	1
Colleges, Cafes   O53	1
Striving Single Scene   O54	1
Family Trooper   O55	45
Mid-Scale Medley   P56	2
Modest Metro Means   P57	1
Heritage Heights   P58	1
Expanding Horizon   P59	1
Striving Forward   P60	1
Humble Beginning   P61	1
Reaping Rewards   Q62	202
Footloose Family Free   Q63	1
Town Elder, Leader   Q64	18
Senior Towers   Q65	3
Daring to Dream   R66	1
Hope for Tomorrow   R67	1
Small Town Pockets   S68	1
Urban Survivor   S69	1
Tight Money   S70	1
Tough Times   S71	1

Texas Township  
Total Households in 2018  
= 6,200



# 1-36 Lifestyle Clusters | Texas Township

The share of total households currently living within Texas Township, Michigan.



Texas Township  
Total Households in 2018  
= 100%

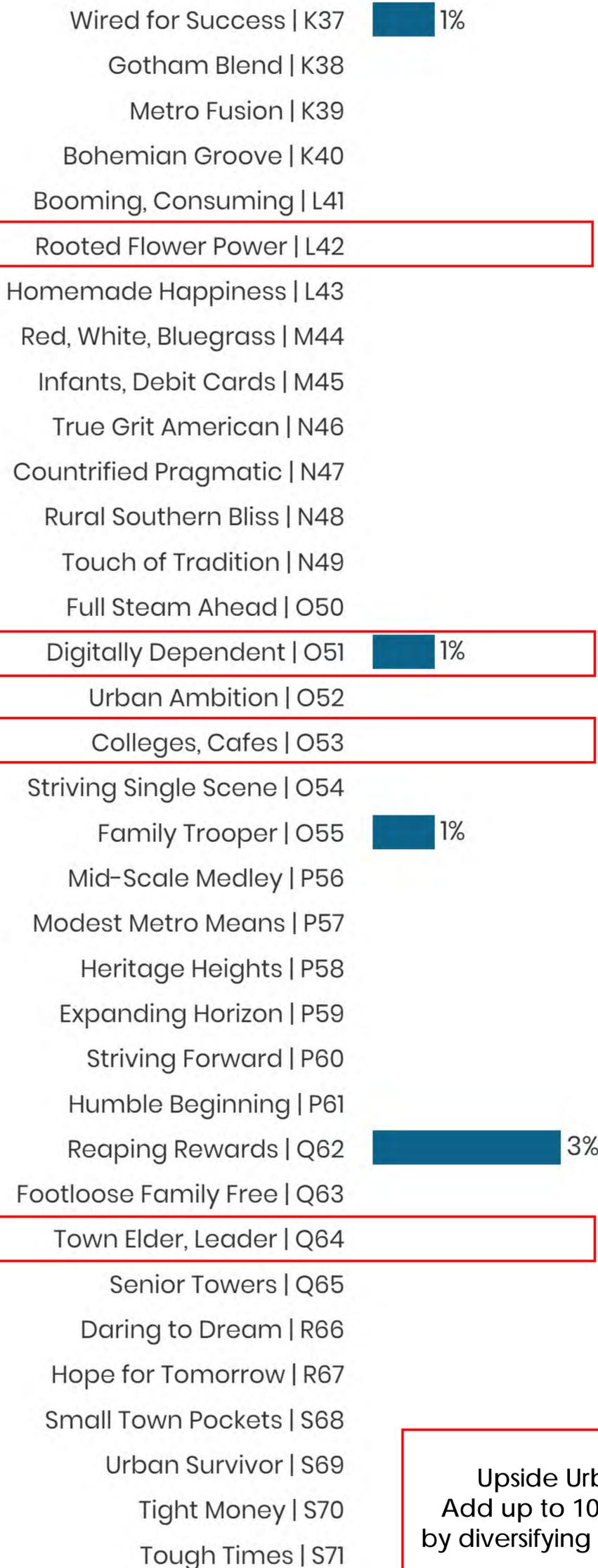


**Explanation:**  
Upside Urban Target Markets for Texas Township.  
Add up to 10 new households per year in each cluster  
by diversifying urban housing choices near Texas Corners.

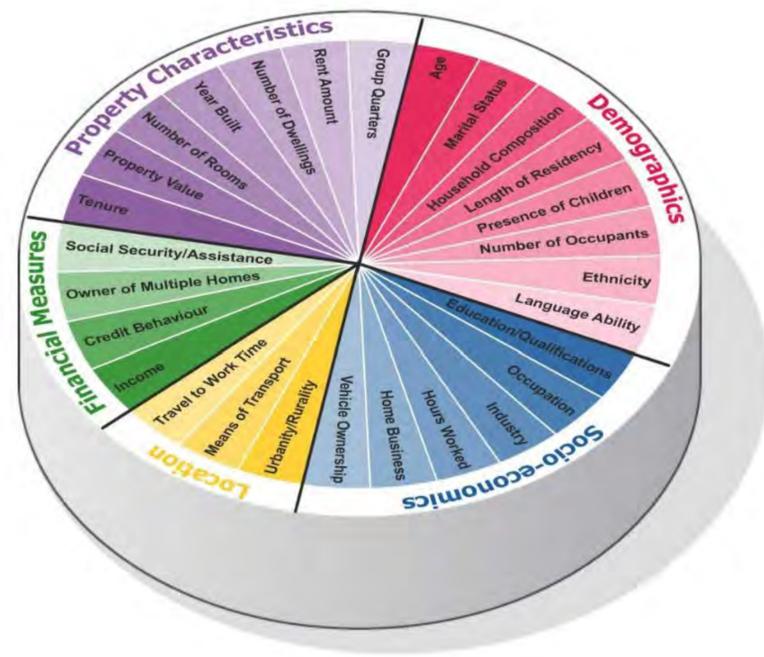


# 37-71 Lifestyle Clusters | Texas Township

The share of total households currently living in Texas Township, Michigan.



Texas Township  
Total Households in 2018  
= 100%



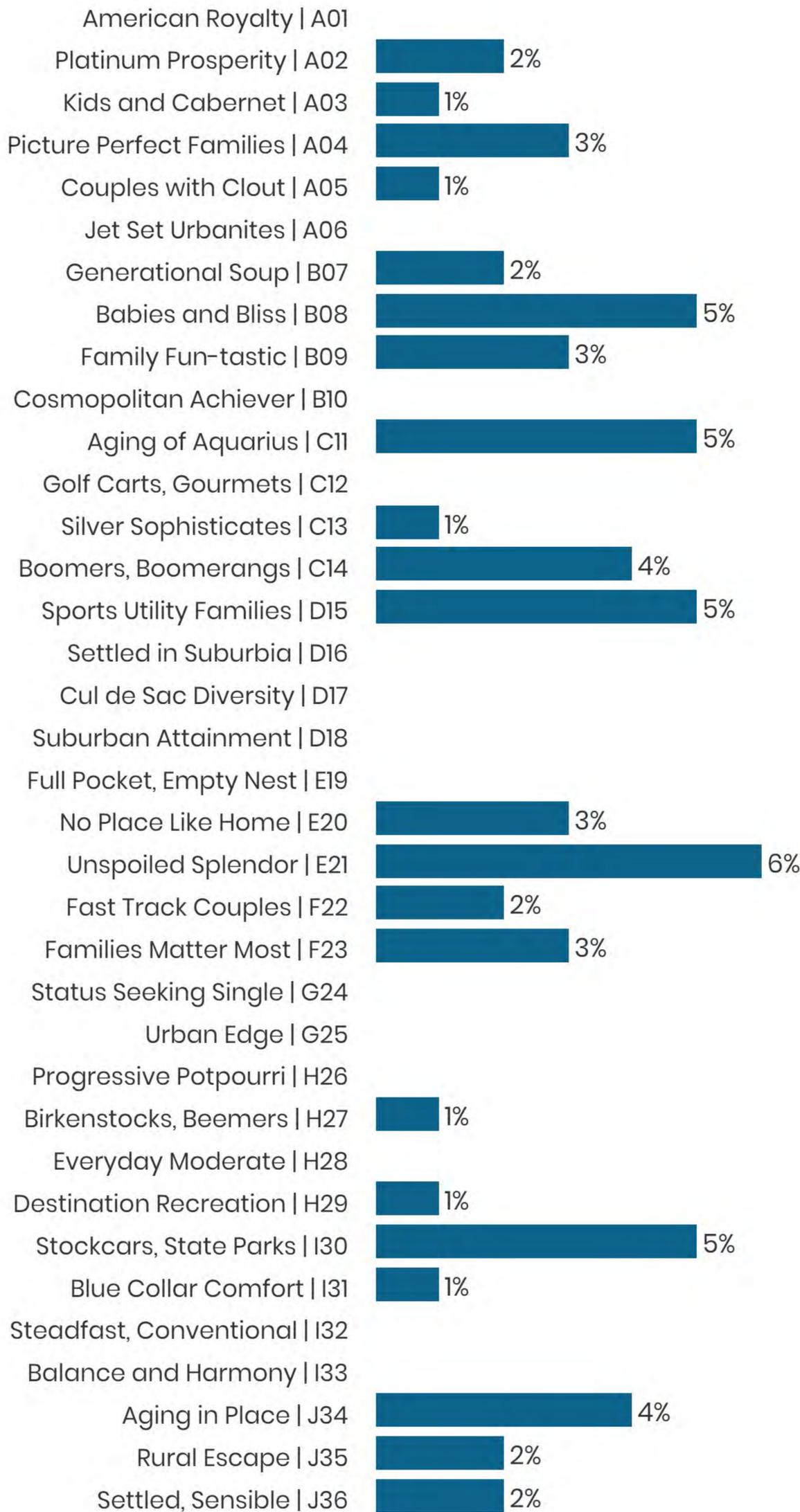
**Explanation:**  
Upside Urban Target Markets for Texas Township.  
Add up to 10 new households per year in each cluster  
by diversifying urban housing choices near Texas Corners.





# 1-36 Lifestyle Clusters | Interstate 94 Corridor

The share of total households currently living within the I-94 Corridor area.



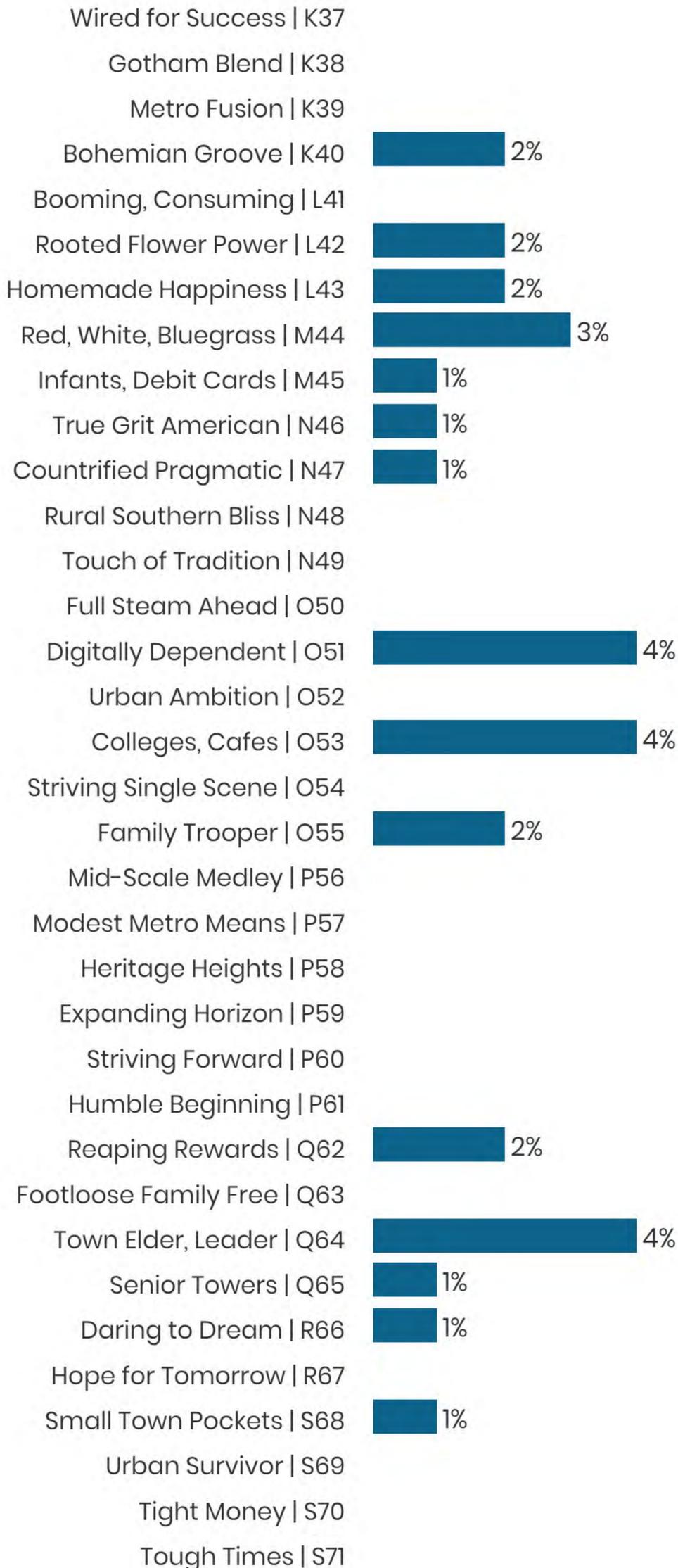
The I-94 Corridor  
Total Households in 2018  
= 100%



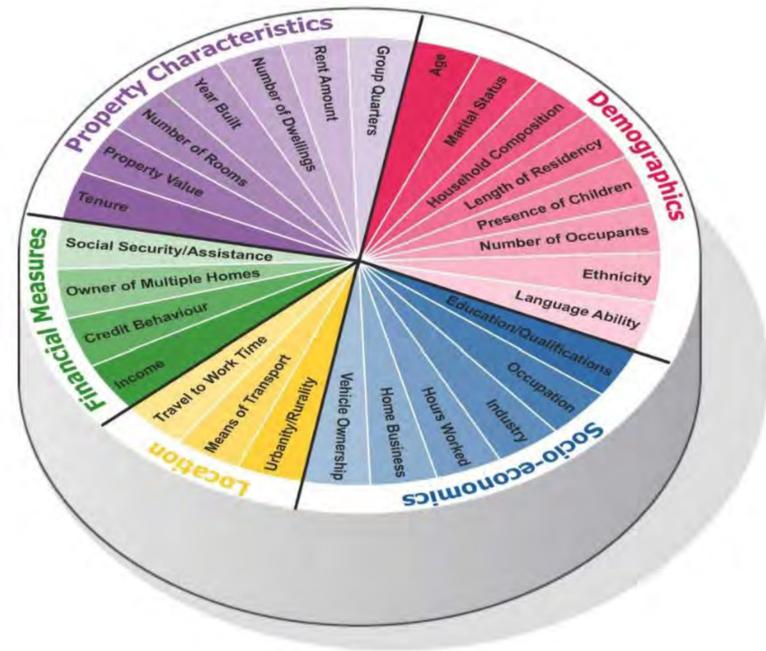
LandUseUSA  
UrbanStrategies

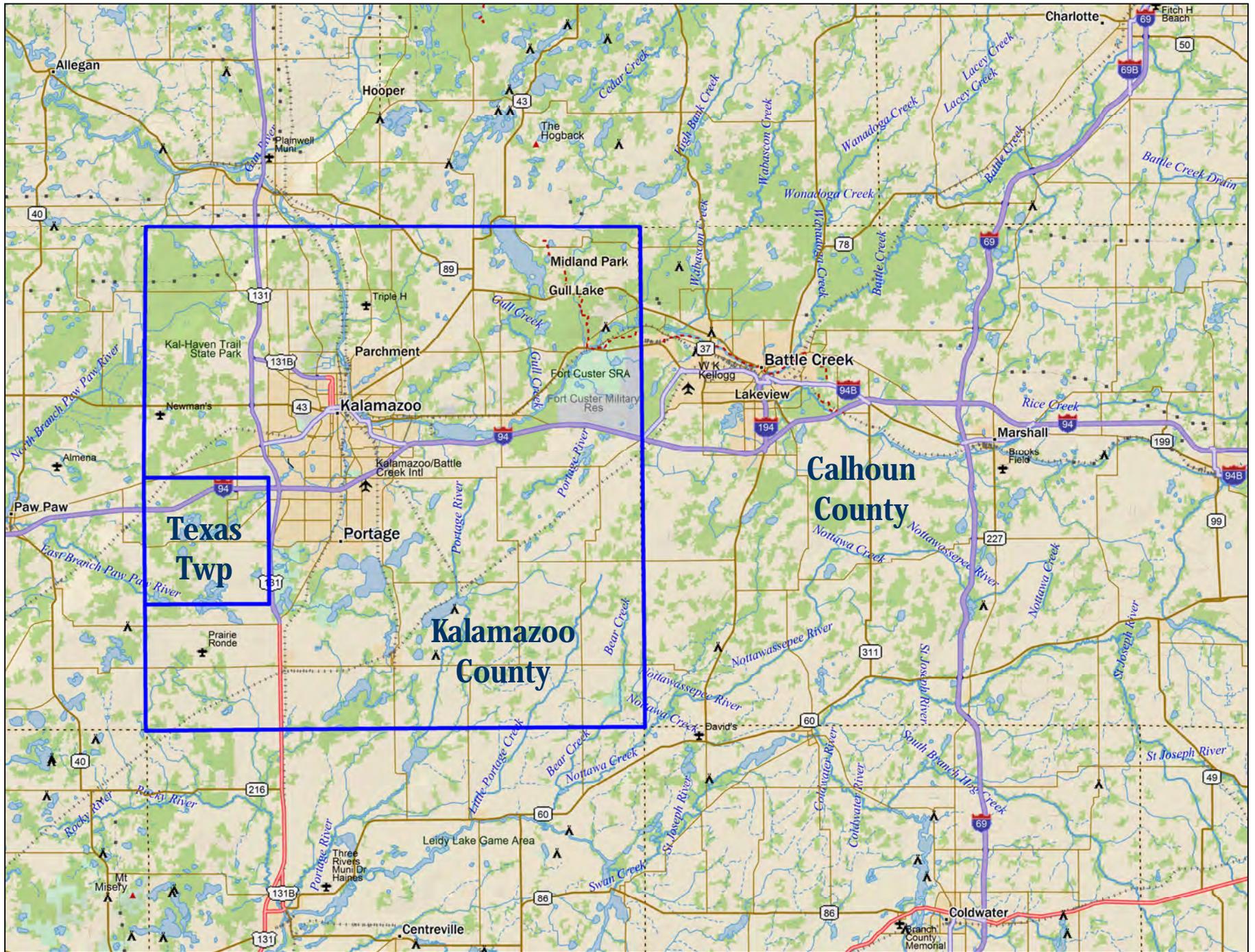
# 37-71 Lifestyle Clusters | Interstate 94 Corridor

The share of total households currently living within the I-94 Corridor area.

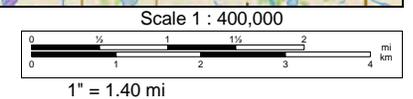


The I-94 Corridor  
Total Households in 2018  
= 100%



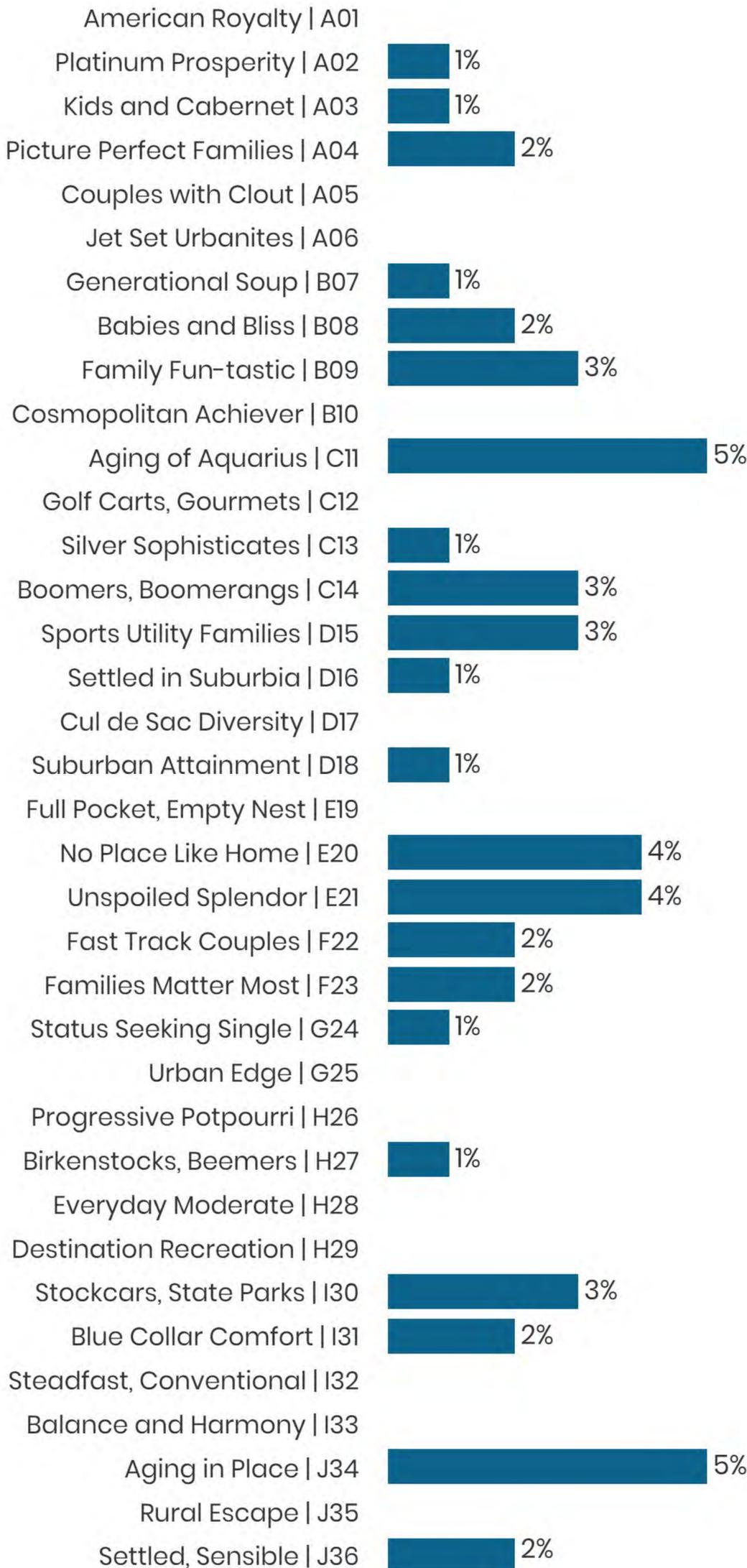


**Geographic Setting - Kalamazoo County in Southwest Michigan**



# 1-36 Lifestyle Clusters | Kalamazoo County

The share of total households currently living within Kalamazoo County.

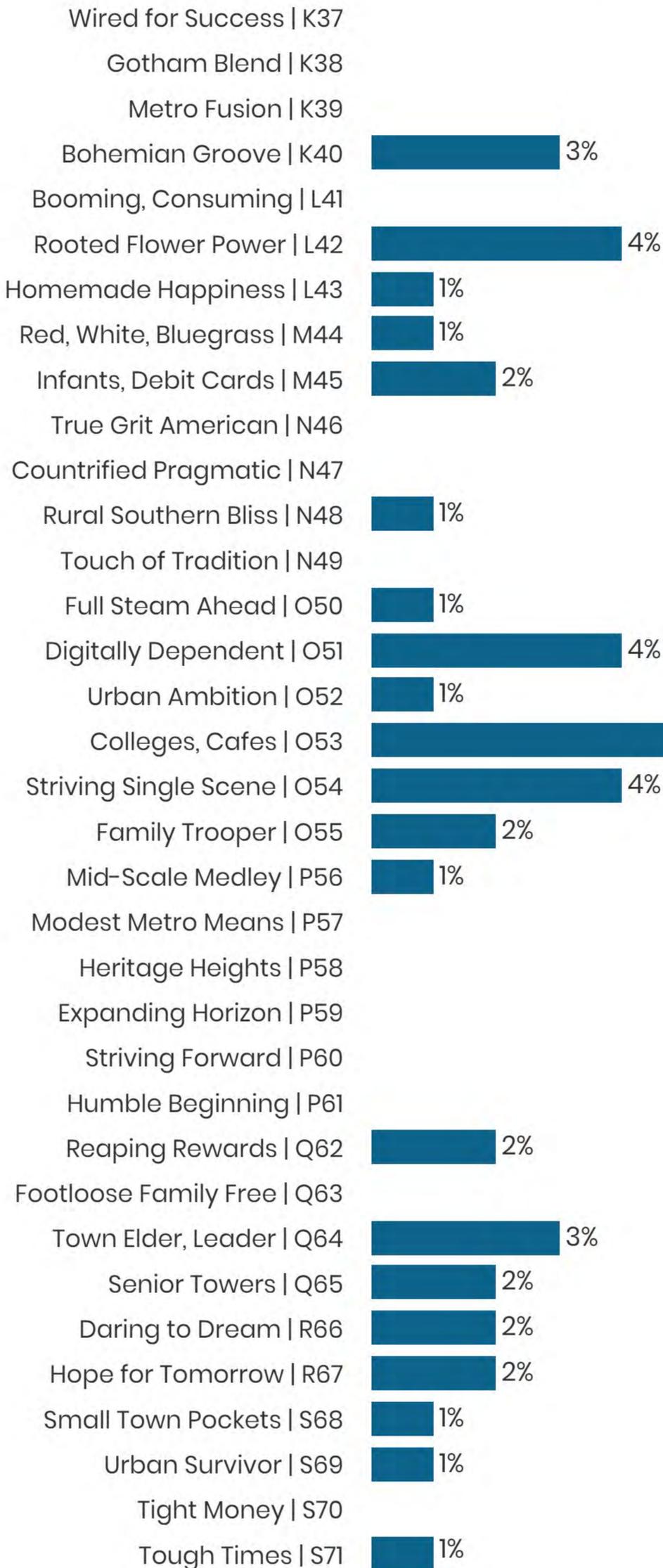


Kalamazoo County  
Total Households in 2018  
= 100%



# 37-71 Lifestyle Clusters | Kalamazoo County

The share of total households currently living within Kalamazoo County.



Kalamazoo County  
Total Households in 2018  
= 100%

