RETAIL MARKET ANALYSIS

RIVERFRONT MARKETPLACE
DAYTONA BEACH, FLORIDA

Prepared For:
CITY OF DAYTONA BEACH CRA
301 South Ridgewood Avenue
Daytona Beach, Florida 32114

Prepared By:
GIBBS PLANNING GROUP, Inc.
201 W. Mitchell Street, #150
Petoskey, Michigan 49770

4 April, 2011
FINAL

TABLE OF CONTENTS

APPENDIX

INTRODUCTION

Figure 1: Daytona Beach's Old Downtown, looking west. The historic shopping district fronts a waterfront park and has excellent access from the surrounding neighborhoods and highways. (Photo source: Bing Maps)

Executive Summary

This study finds that the greater Daytona Beach region is significantly under-serving the commercial desires and needs of its local and visitor community, as well as not fully taking advantage of its powerful international brand. Many of Daytona's visitors lodge outside of the region, or limit their stay and spending. The defined Daytona Beach Street district is attracting neither enough of the trade area residential base, nor the tourism spending, to maximize its potential.

Daytona's Beach Street has the potential to expand its existing commercial area by an additional 86,000 square feet of new retail, restaurant and entertainment venues by 2015. This expansion can be achieved by capturing existing retail and restaurant spending that is presently leaking outside of Daytona Beach by its residents, employment base and visitors. If implemented, this expanded retail could generate up to $38.8 million in additional annual sales by 2015. It is plausible, given Dayton's international brand and proximity to major markets, that the Beach Street area could support 120,000 to 180,000 square feet of additional market rate restaurants and retailers if a qualified third party developer were to team with the City. While every market is unique, similar public-private partnerships have successfully been implemented across the county, including along Third Street in Santa Monica, California.

While the commercial area is an attractive historic destination, it simply lacks the popular regional and national brands that are preferred by many of its residents, workers and visitors. As a result, over $34.6 million of annual spending presently occurs elsewhere, or not at all. The existing businesses would likely experience significant increased traffic and sales with the addition of new entertainment, dining and retailers, such as Dave & Buster’s, Lucky Strike, Starbucks and large themed restaurants.

This study finds that the following amounts of retail and restaurants are supportable in the defined Beach Street study area in addition to the existing businesses:

- 30,000 square feet of entertainment such as Dave & Buster’s or Lucky Strike
- 26,000 square feet of restaurants, such as Famous Dave’s or Chima and/or Rio’s Brazilian Steakhouse
- 12,000 square feet of apparel and shoes
- 18,000 square feet of gifts and misc. retailers

In addition, GPG finds that a year round, full time public market should also be considered for the Beach Street area. These markets operate seven days per week and include a full range of locally grown fresh food, produce and quick service foods. GPG recommends that a 20,000 square foot market be studied in more detail. The North Market in Columbus, Ohio and London, Ontario’s Covent Garden Market could serve as models for Daytona.

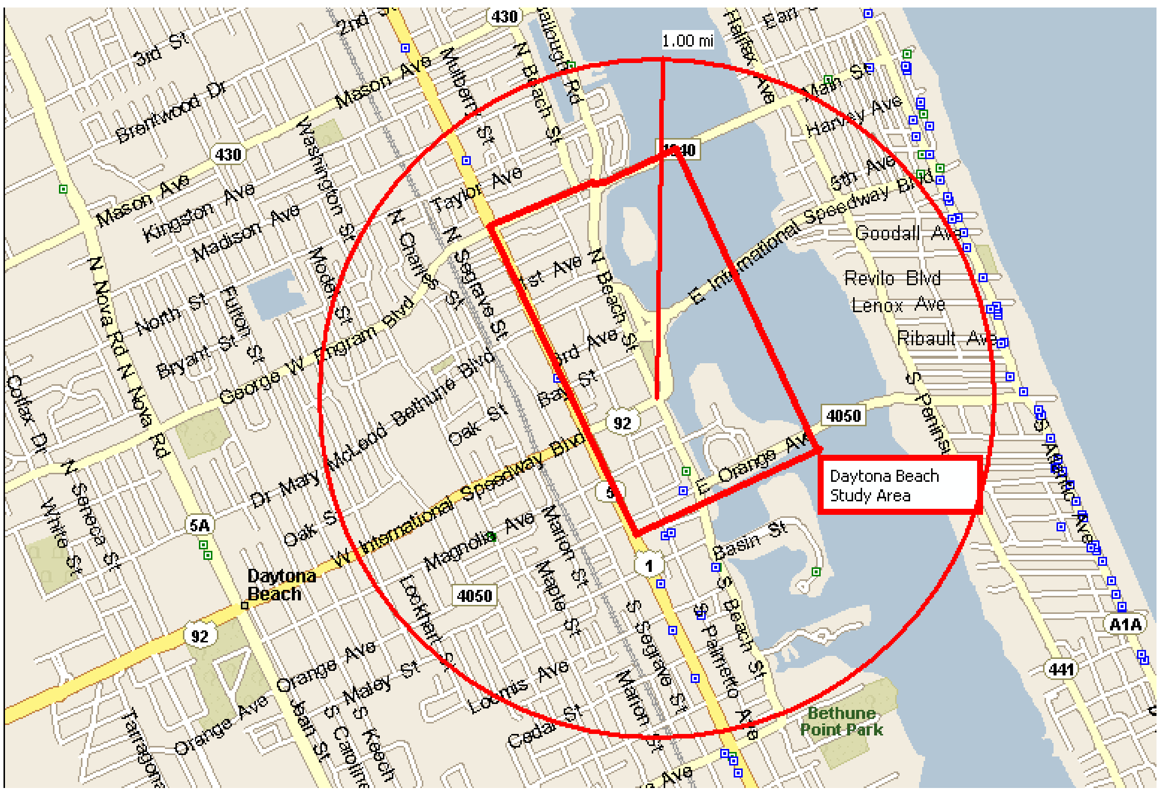


Figure 2: One mile radius map of the Daytona Beach study area includes most of the historic central business district along Beach Street.

The greater Daytona Beach market appeals to a broad and diverse population that includes a stable 260,000 residential base, 23,000 college students and 66,000 daytime workers. The region is also a world class tourist destination with 7.75 million visitors enjoying its pristine beaches, the famous Daytona 500 Speedway and several special events. In 2010, the Daytona trade area (as defined in this study below) generated an estimated $2.6 billion in annual retail sales, including $811 million from tourism and $136 million worker spending. By 2015, the trade area's total spending is estimated to grow to $3.4 billion. A recent proposal from a major national restaurant to open a flagship unit on the waterfront underscores the region's economic vitality. Daytona's world brand potential cannot be overstated.

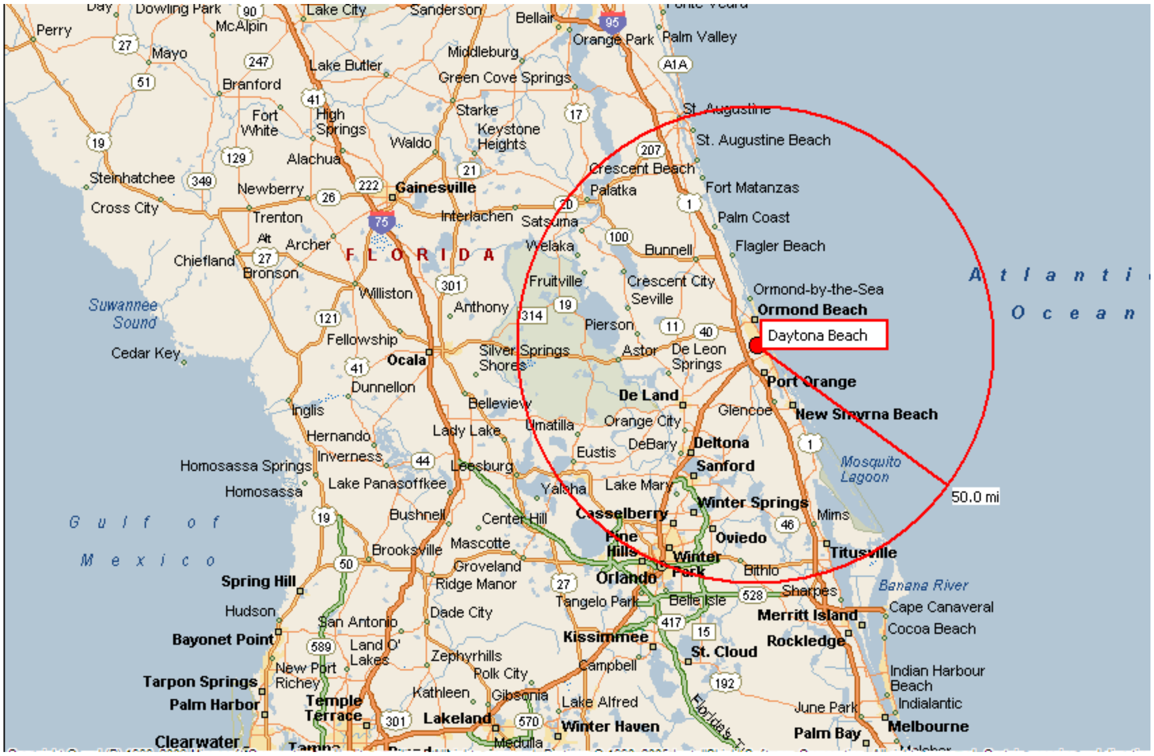
The Beach Street shopping district commercial area is located on the east side of the mainland and near the tourist district, enabling it to appeal to all the various demographics of the area. The existing retail and restaurant base is largely locally owned and operated, and in most cases unique to the market. The shopping district is anchored by numerous restaurants, jewelry stores, a candy factory and specialty destination businesses. The northern periphery of the study district, with the southern boundary, is anchored by municipal uses (5th District Court and a firehouse). The primary shopping district is found between Orange Avenue and Bay Avenue along Beach Street (see Figure 2).

Daytona's trade area population includes a wide range of desirable population segments including active seniors, empty nesters and young families. The market is divided into specific subcategories and includes 16,000 "*Senior Sun Seekers,"* who are generally health-conscious, watch cable television, read boating magazines and eat at family restaurants and steak houses. Approximately 23,000 or 20 percent of Daytona's trade area population is classified as "*Silver and Golds"*. These seniors are well educated and financially prosperous. They drink imported wines, tend to own common stock, shop at Publix grocery stores, and order from the L.L. Bean, Eddie Bauer, and Land's End catalogs. They purchase golf clothing, go to the beach and dine out at least once a week. They go sailing, power boating, fishing and golfing, and have taken an overseas cruise vacation.

Daytona's trade area is also made up of 9,500 *"Old and New Comers",* who are either starting their careers or retiring. Their income is derived from wages, dividends, rental properties and retirement income; almost one-fourth of *Old and Newcomers* receive Social Security benefits. They purchase children's books, drink domestic table wines, buy home office furniture and go to the movies about once a month. They listen to classic hits, classical and Hispanic radio, and watch The Golf Channel and MTV2 on television. They also shop at Pier 1 and Harris-Teeter, and their favorite restaurants include Tony Roma's, Steak 'n Shake, and Red Robin.

The *"Midlife Junction"* demographic lifestyle group represents 10 percent of the trade area and includes 12,000 persons. Midlifers are phasing out of the child-rearing years and approaching retirement. Most *Midlife Junction* residents are still working and live quiet, settled lives. They spend their money carefully and don't succumb to fads. Favorite family restaurants include Krystal's, Ruby Tuesday and Captain D's. They search for bargains in the JC Penney catalog and at Belk, Lowe's and Wal-Mart. They also order from the Eddie Bauer and Land's End catalogs.

This study defined primary and secondary trade areas for the study area that are made up of current population bases of nearly 137,000 persons and 254,000 persons, respectively. This population is projected to increase to over 138,800 persons and 266,000 persons by 2015. The base reflects an older consumer (median age of 45.7 and 48.4 for the primary and total trade areas) with small household sizes (2.11 and 2.20, respectively). The home-ownership base is good (61% and 71%), with a strong seasonal household base found along the Atlantic Ocean in the community of Daytona Beach Shores (44%).



.

Figure 3: Daytona Beach is located on the Atlantic coast of Florida just 50 miles northeast of Orlando, and is a popular vacation destination for both the region and the U.S. Eastern Seaboard.

The region's large amount of retired population contributes to moderate household incomes of $37,285 in the primary trade area. However, 23 percent of the total trade area residents aged 25 and older has a college or higher degree. Nearly 60 percent of the total trade area's residents are employed in white collar positions.

In addition to the trade area's residential base, the Beach Street shopping district is well positioned to serve a strong employment base of over 66,000 daytime workers located within 10 miles. More than a third is employed in high paying executive and professional positions. The district is also located near a strong student population base of over 23,000 students attending Bethune-Cookman University and Daytona State College. These workers and students would likely shop and dine more frequently in the North Beach Street commercial area if it were better marketed and offered a broader selection of restaurants and retailers.

Finally, Daytona's Beach Street area is well situated to capture additional sales from the area's strong tourism base due to both the location and the other traffic generators located near the shopping district, including the ball park, Halifax Museum, City Library, and the Daytona State College-News Journal Center. The Daytona Beach market is a strong tourist destination that has an estimated $4.6 billion impact on the local economy. There is an especially large potential to attract more day and overnight visitors from the Orlando markets.

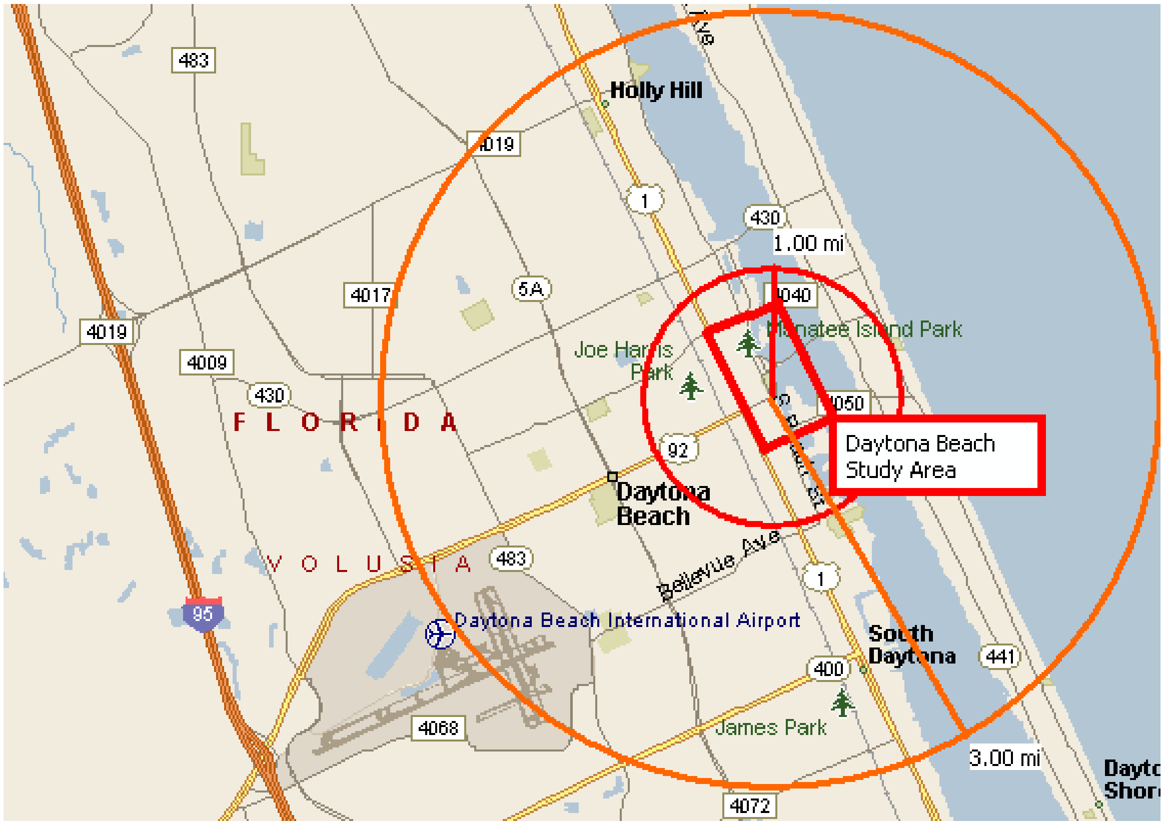


Figure 4: Daytona's Beach Street shopping district study area is located on the mainland, and within one mile of the beaches.

Background
Gibbs Planning Group, Inc. (GPG) has been retained by the City of Daytona Beach CRA to access the viability of retail for the Beach Street shopping district (also called Riverfront Marketplace) in Daytona Beach, Florida. The study area is located between Fairview Avenue and Orange Avenues (north to south) and Ridgewood Avenue (US Highway 1) and the Intercoastal Waterway (west to east).

Issues
The following issues were addressed in this analysis:

- What is the existing and planned retail market in the greater Daytona Beach, Florida market?
- What is the primary trade area that would be served by retail in the study area?
- What are the current and projected trade area population and demographic characteristics? What are the trade area psychographics (lifestyles)?
- What is the current and projected growth for retail expenditures for 2010 to 2015?

- What additional components (i.e. tourism and college students) are available to help support retail in the district?

- What type of retail is supportable and should be attracted to the Daytona Beach site? What are their anticipated sales volumes?

Methodology

To address the above issues, a detailed evaluation of the retail in Daytona Beach Heights, as well as all major existing and planned shopping centers and retail concentrations in and surrounding the defined trade area, were conducted during the week of August 30, 2010. During this evaluation, GPG thoroughly drove the market and evaluated the major existing and planned retail concentrations in the area. The area was visited during the daytime, as well as the evening, to gain a qualitative understanding of the retail gravitational and traffic patterns throughout the study area.

GPG then defined a primary and secondary trade area for the Daytona Beach location based on the field evaluation. Population, demographic and lifestyle characteristics of trade area residents were collected by Census Tract from national sources, and updated based on information gathered from various local sources.

Additionally, GPG identified the other sources of sales for the district, including college students and tourism that would not be included in the Census data. Current and projected estimates of retail expenditure potential were computed using out proprietary models of expenditure potential, the US Census of Retail Trade, sales tax information, and trade area population levels. Using average sales per square foot (sf) for the identified retail categories, a retail void analysis of the market was conducted.

Finally, based on the population and demographic characteristics of the trade area, existing and known planned retail competition, the results of the retail void analysis, and traffic and retail gravitational patterns, GPG developed this assessment of the Daytona Beach Heights site and forecast sales for the supportable retail.

Assumptions

Any study such as this analysis needs to make certain assumptions that may change over time. For the purposes of this analysis, the following assumptions have been made:

1) The economic conditions of the greater Daytona Beach, Volusia County market will remain stable and grow as projected through 2015, and the housing and time-share market will continue to stabilize. Given the current economic conditions in eastern Florida, this is a conservative assumption.

2) The district will be developed to maintain the existing building structures and the non-retail uses in the area (Halifax Museum, City Library, Daytona Beach Cubs minor league baseball team, and News Journal Center (Daytona State College of the Arts) will continue to be utilized. It is assumed that the new recommended retail, restaurant and entertainment venues will be opened by 2012.

3) The retail will have adequate visibility, ingress/egress and parking for the proposed uses. *Additionally, they will be marketed as a single shopping destination in the area's tourist guides*.

4) The district will continue to be managed as a walkable district, to the best practices of The American Planning Association, The Congress for the New Urbanism, The International Council of Shopping Centers and The Urban Land Institute.

5) Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the development. An overall parking ratio that meets industry standards or higher, is anticipated for this area. Additionally, the parking is assumed to continue to be free for off-street lots and that meters will be installed for prime on-street locations.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable at the subject site through 2015. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of August 31, 2010, and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for programming, planning, designing, financing or development of a commercial center. Further research and analysis is advised prior to implementing development or land use policy stragetyies.

The Trade Area

Based on GPG's field evaluation and the existing retail nodes in the greater Daytona Beach market, it was determined that future retail in the study area could have both a neighborhood/community, as well as a more regional appeal. As such, the primary trade area (that would be served by the neighborhood and community-oriented retail) is approximately delimited by the following boundaries:

- North to State Highway 40 (Granada Boulevard) (Six miles).
- East to the Atlantic Ocean (One Mile).
- South to Dunlawton Avenue (State Highway 421) (Six Miles).
- West to Interstate 95 (Five Miles).

Please refer to the following Figure 5 for boundaries of the primary trade area:

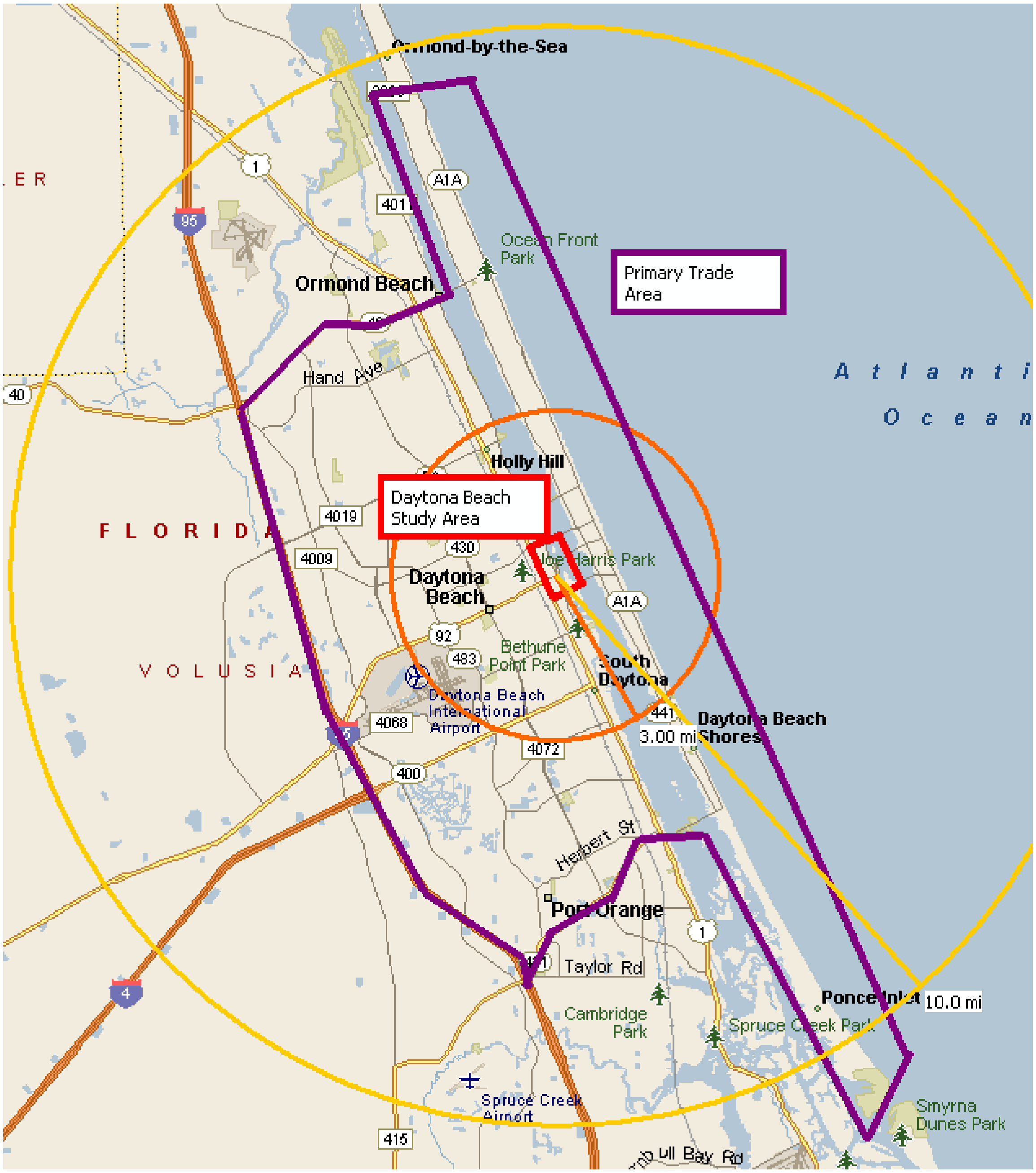


Figure 5: The estimated primary trade area boundary estimated by this study is shown above, inside of the purple lines.

The secondary trade area extends further north to the Volusia County Line, south to State Highway 44 (Lytle Avenue) and west to State Highway 11 and Deland as shown in the following Figure 6.

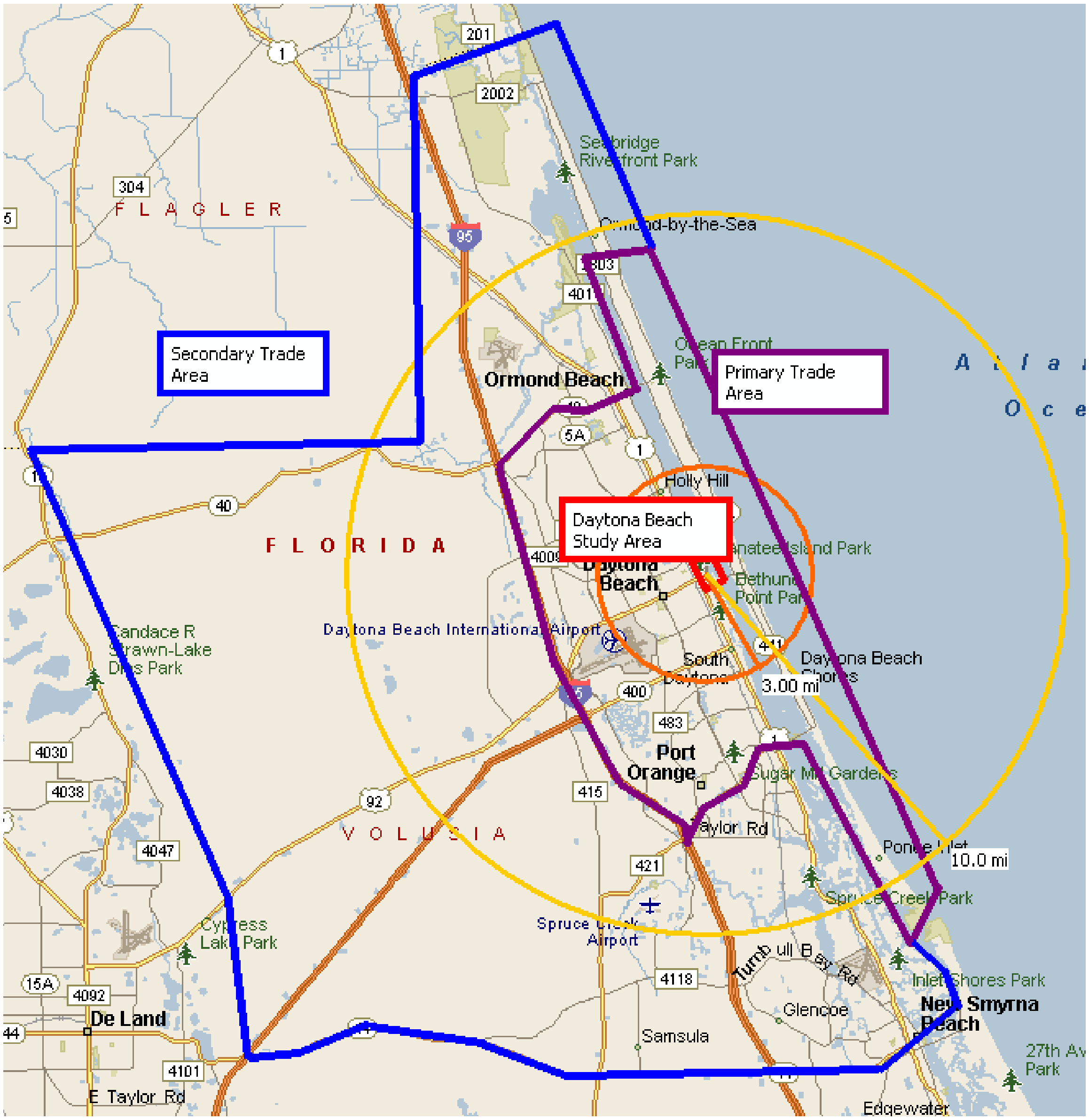


Figure 6: The secondary trade area described in this study is shown above, inside of the blue lines.

Demographic Characteristics

Using data from both ESRI and Claritas, GPG obtained the population and demographic characteristics for the defined trade area, as well as for Daytona Beach and surrounding communities and Volusia County.

The primary trade area has an estimated 2010 population of 136,850 persons, which is projected to grow to 138,807 persons by 2015, a 1.4 projected increase over the five-year period. The number of households in the primary trade area, currently estimated at 62,050, is also expected to grow to 63,219, or 1.9 percent by 2015. Currently there are an estimated 2.11 persons-per-household, most (61%) of the household base is owner-occupied, and 17 percent of the household base is seasonal.

The highest projected growth in the defined primary trade area is found in Census Tracts 808.04 and 824.09 (13% and 7%, respectively) located in the northwest and south west periphery of the primary trade area.

The secondary trade area offers an additional 117,340 persons for a total trade area population base of 254,200 persons. The population base is projected to grow 8.6 percent in the secondary trade area by 2015, resulting in a total trade area population base of 266,183 persons, a 4.7 percent projected growth rate. The household base in the secondary trade area is approximately 50,000, producing a total trade area household base of 112,028. This base is projected to grow to 117,060 households (or 4.5%) by 2015. The persons-per-household in the secondary trade area is 2.30 and 2.20 in the total trade area. The total trade area's household base is 71 percent owner-occupied and only 12 percent seasonal.

Table 7 presents and compares the demographic characteristics found in the defined primary trade area to that of the City of Daytona Beach and Volusia County:

Figure 7: Demographic Characteristics Table

Characteristics	Primary Trade Area	Total Trade Area	Daytona Beach	Volusia County
2010 Population	136,848	**254,187**	66,207	515,563
2015 Population	138,807	**266,183**	66,651	545,523
Projected 5-Year Growth	1.4%	**4.7%**	0.7%	5.8%
2010 Households	62,043	**112,028**	29,591	213,973
2010 Median Household Income	$37,258	**$44,259**	$32,238	$45,451
2010 Per Capita Income	$24,021	**$27,158**	$21,600	$25,100
% Households with Incomes $100,000 or higher	10%	**13%**	8%	13%
Persons Per Household	2.11	**2.20**	2.04	2.34
% Households Owner -Occupied	61%	**71%**	47%	75%
% Seasonal Households	17%	**12%**	9%	8%
Median Age	45.7	**48.4**	38.8	46.3
% White-Collar Employed	57%	**59%**	55%	58%
% College Educated	21%	**23%**	21%	20%

As shown in Figure 7, incomes in the defined trade areas are moderate, but stronger in the total trade area than that found in the primary trade area. Close-in to the site, incomes are strongest in the census tracts found along the Atlantic Ocean.

The cost of living in the area, according to Kiplinger, is comparable to the US average as shown in Figure 8 below:

Figure 8: Daytona Metropolitan Area Cost of Living

Metropolitan Area	Cost of Living*	Median Income	Income Growth
Daytona Beach/Deltona/Ormond Beach, FL	100	$41,772	4.4%
Jacksonville FL	94	$51,269	4.0%
Orlando Kissimmee, FL	98	$49,789	4.3%
Miami/Ft Lauderdale FL	120	$47,527	3.7%
Tampa/St Petersburg/Clearwater, FL	99	$45,243	4.7%

*Where 100 is the US Average

The average age in the market is much older than the US average (45.7/48.4 versus 35.6), resulting in a lower persons per household (2.11/2.20). Additionally, the area is primarily White (73%/82%), although the City of Daytona Beach has a strong African American base as well (37%).

The housing base is primarily owner-occupied (61%/71%), with the stronger owner-occupied base found on the periphery of the primary trade area and in the secondary trade area. The housing base along the Atlantic Ocean is more apt to be seasonal housing than in the other areas of the defined trade areas.

When compared on a mile ring basis, there are 10,850 persons within one-mile of the site, growing to 61,840 persons in three-miles and 120,800 persons in five-miles. This base is projected to be stable close-in, but grow 0.2 percent and 0.6 percent at three- and five-miles over the next five years. The persons-per-household in the one-, three- and five-mile radius is reported as 1.87, 2.14 and 2.13, respectively. Year 2010 incomes (median household income/per capita income) in these radii are reported as $21,850/$15,727, $29,692/$18,578 and $34,043/$21,119. The median age is reported as 37.0, 37.3 and 41.1 at the same radii. Home ownership is reported as 30 percent, 47 percent and 59 percent at one-, three- and five miles.

Tapestry Lifestyles

As a part of the research for this study, ESRI demographic data was purchased by GPG. ESRI is an international research group that has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census block group level throughout the United States and are used by many national retailers to help determine future potential locations. Figure 9 details the top Tapestry Lifestyles found in the greater primary and total Daytona Beach trade areas.

Figure 9: Tapestry Lifestyles

Lifestyle	Primary Trade Area	Total Trade Area	Short Description
Senior Sunseekers	8,476 14%	15,900 14%	Although the median age in this market is 51.8 years, well over half of the householders are aged 55 years or older. Most of these households are married couples without children and single persons. The segment is not very ethnically diverse; almost 90 percent of the population is white. Escaping from cold winter climates, many *Senior Sun Seekers* have permanently relocated to warmer areas; others are "snowbirds" who move South for the winter. Trash compactors are popular appliances with *Senior Sun Seekers* residents. They belong to a car dealer's auto club, drink low- or no-alcohol beer and tomato juice, and buy books at a warehouse store or by mail order. Health-conscious *Senior Sun Seekers* purchase bifocals, visit their internists and take Centrum Silver vitamins. They watch cable television, read boating magazines and eat at family restaurants and steak houses.
Silver & Gold	7,896 13%	23,243 20%	With a median age of 57.6 years, more than 20 years above the national average, *Silver and Gold* households are made up primarily of older married couples without children. *Silver and Gold* neighborhoods are not ethnically diverse; more than 90 percent of these residents are white. These seniors are well educated and financially prosperous. *Silver and Gold* residents drink imported wines, buy books at a warehouse store, would buy a PC directly from the manufacturer, and own a fax machine. They tend to own common stock, bank by mail, use a stock rating service, and hold personal liability insurance policies. They shop at Publix grocery stores and take prescription medications for arthritis. *Silver and Gold* residents are prototypes of active seniors. *Silver and Gold* residents order from the L.L. Bean, Eddie Bauer, and Land's End catalogs. They order cookware, kitchen accessories and flowers by phone, mail and online. They purchase golf clothing and women's swimsuits, own a hot tub or whirlpool spa, go to the beach and dine out at least once a week. They go sailing, power boating, fishing and golfing and have taken an overseas cruise vacation.
Old & New Comers	7,843 13%	9,568 8%	*Old and Newcomers* are neighborhoods in transition, populated by renters who are either starting their careers or retiring. The general population indexes higher than the U.S. for age groups 20-29 and over 75. *Old and Newcomers'* median household income of $39,400 is derived from wages, dividends, rental properties, retirement income; almost one-fourth of *Old and Newcomers* receive Social Security benefits. Purchases of children's books, osteoporosis medications and long-term-care insurance policies reflect the disparate ages of the residents in *Old and Newcomers* neighborhoods. They take their cars to chain stores for service, drink domestic table wines and buy home office furniture. Younger *Old and*

Lifestyle	Primary Trade Area	Total Trade Area	Short Description
			Newcomers go to the movies about once a month, visit the zoo and gamble in Las Vegas. They listen to classic hits, classical, and Hispanic radio and watch The Golf Channel and MTV2 on television. They shop at Pier 1, Harris-Teeter and Walgreen's stores, order from priceline.com and own a pet cat. Although they don't dine out very often, when they do their favorite restaurants include Tony Roma's, Steak 'n Shake, and Red Robin.
Midlife Junction	7,268 12%	11,872 10%	The segment name says it all: *Midlife Junction* residents are phasing out of the child-rearing years and approaching retirement. Most *Midlife Junction* residents are still working, earning a median household income of $41,800 derived from wages, dividends, rental properties, retirement income and Social Security benefits. As *Midlife Junction* residents pass from child rearing into retirement, they live quiet, settled lives. They spend their money carefully and don't succumb to fads. Fiscally conservative *Midlife Junction* residents belong to senior banking clubs, own savings certificates and consult financial planners. They hold boat owners', travel and homeowners insurance policies. Mindful of their health, *Midlife Junction* residents take vitamin supplements, arthritis medication and shop for sugar-free foods. Favorite family restaurants include Krystal's, Ruby Tuesdays and Captain D's. They search for bargains in the J.C. Penney catalog and at Belk, Lowe's and Wal-Mart. They also order from the Eddie Bauer and Land's End catalogs.

Daytime Employment

In addition to the residential base, Daytona Beach's Beach Street district has the opportunity to serve a sizeable daytime employment base. Within a five-minute drive time of the site, there are 28,000 employees, of which 32 percent are employed in executive and professional positions. This base grows to 66,140 employees within ten-minutes, of which 34 percent are employed in executive and professional positions. Figure 10 details the near-by daytime employment base by employment type.

Major employers in the Volusia County area include:

Halifax Health	4,230 employees
Florida Hospital	3,720 employees
Publix	2,415 employees
Wal-Mart	2,140 employees
Embry Riddle Aeronautical Univ.	1,200 employees
Florida Health Care	870 employees
Bright House Networks	660 employees
Bert Fish Memorial	640 employees
Covidien Healthcare	580 employees

Figure 10: Business Facts: Workplace Population 2009

Description	5 Minute(s)		10 Minute(s)	
	Count	*Percent*	*Count*	*Percent*
Total Employment	28,004		66,136	
Executive and Professional	9,091	32%	22,719	34%
Management	1,936	7%	4,624	7%
Sales and Marketing	2,549	9%	8,980	12%
Health-Legal-Social	2,470	9%	3,980	8%
Engineer-Science-Computer Professional	451	2%	929	1%
Educators	1,091	4%	2,796	4%
Journalists-Creative Professional	594	2%	1,411	2%
Administration and Support	7,521	27%	16,643	26%
Management Support	867	3%	1,733	3%
Admin-Clerical Support	5,293	19%	12,409	19%
Technical Support	1,361	5%	2,501	5%
Service Personnel	5,161	18%	11,448	18%
Health Care Personnel	732	3%	1,568	3%
Food and Beverage	2,842	10%	6,458	10%
Personal Services	858	3%	2,094	3%
Protective Services	728	3%	1,328	2%
Trade and Labor	6,231	22%	15,326	22%
Construction	960	3%	2,140	3%
Installation and Repair	2,444	9%	5,915	8%
Craft Production	255	1%	830	1%
Machine Operators	373	1%	1,086	1%
Assemblers	147	1%	543	1%
Transportation	953	3%	2,011	3%
Agriculture	356	1%	737	1%
Laborers	743	3%	2,064	3%

Unemployment in the Daytona Beach area is reported as 11.9 percent for the second quarter of 2010.

College Student Population Base

The site is well positioned to serve a strong and growing student population base. Both Bethune-Cookman University and Daytona State College are located within two miles of the study area, more than close enough to serve the retail and/or restaurants in the area. Bethune-Cookman University is affiliated with the United Methodist Church and offers degrees in 35 majors in seven academic schools.The University was founded in 1904, and boasts a diverse and international faculty and student body of more than 3,600 persons. The University is also one of three private historically Black colleges in the State of Florida.

Daytona State College is located approximately two miles west of the study area and offers more than 100 certificate and associate degrees of science, as well as bachelor degrees in applied sciences, supervision and management, and education. The school was established in 1957.The college student population of approximately 19,000 students is up from approximately 12,000 in 2004. In the past three years alone, the student base has risen 24 percent. Most of the increase is thought to be due to the current economic conditions and the re-training of personnel for new careers.

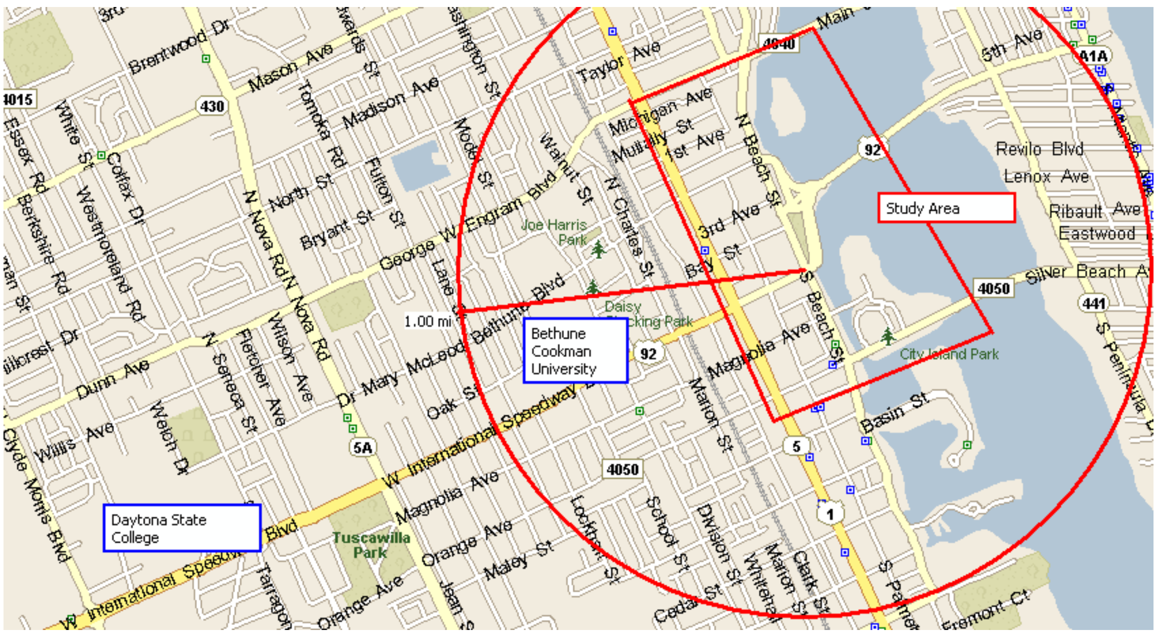


Figure 11: Location of Colleges to the Daytona Beach study area.

Tourist Component

Finally, Daytona Beach is a strong tourist destination attracting 7.75 million visitors each year (2008 counts), which has an estimated $4.6 billion impact on the local economy. By expenditures, Figure 12 details the added expenditure potential added to the Daytona Beach market.

Figure 12: Tourist Added Expenditure Potential

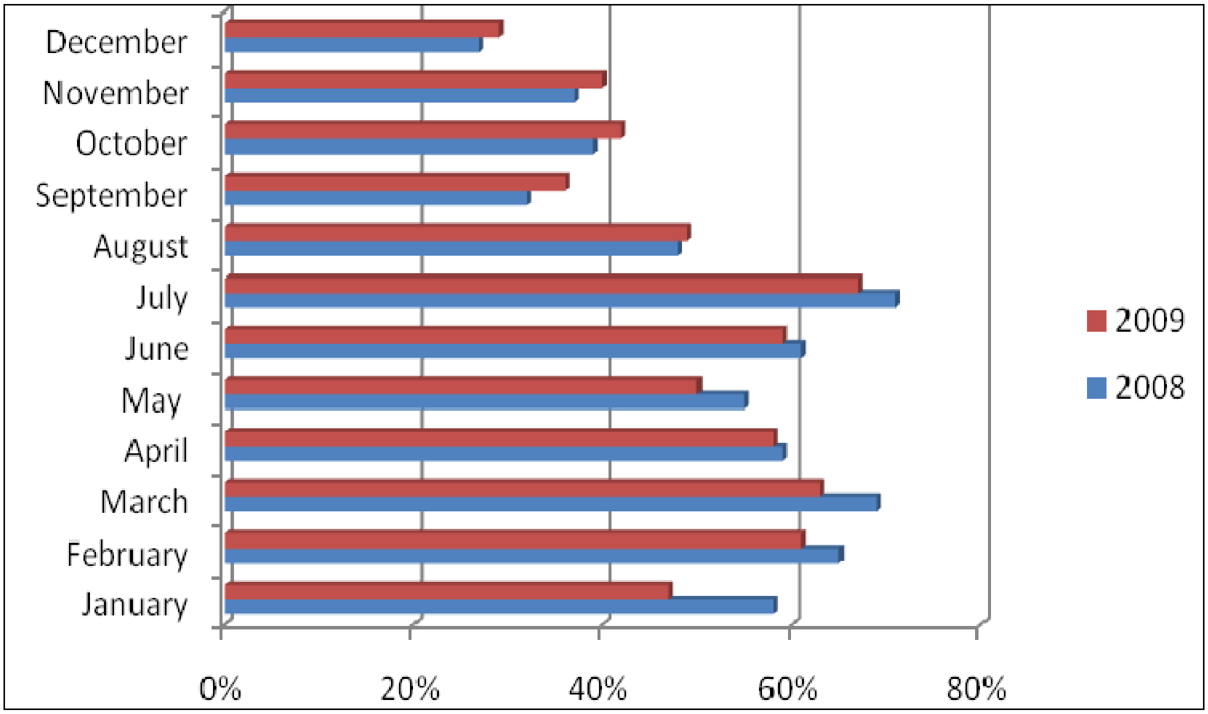
Tourist Expenditures	Amount	Percent Added Impact
Hotel Expense	$763,310,000	48%
Other Expenditures	$811,167,000	52%
Total	***$1,574,477,000***	

The major attraction to the area, other than the pristine beaches, is the Daytona 500, which alone attracts an estimated 185,000 persons per year. Aptly named, the Daytona

500 is a 200 lap, 500 mile race that takes place in February. The Daytona International Raceway is also known as the “official attraction of NASCAR” offering 60,000 square feet of exhibit areas open year-round.

Hotel occupancy is highest in July, followed by March, February and June, as shown in Figure 13 for the past two years:

Figure 13: Daytona Beach Hotel Occupancy for 2008-2009



By far, most visitors reach Daytona Beach via car (81-84%), with the Daytona Beach Airport reporting a total of 211,831 passengers arriving in 2009, down slightly from the 244,084 that utilized the airport in 2008.The average party size was reported as 2.5 and the average length of stay is 4.0 days.

Figure 14: Visitor Demographics

	1st Qtr 2009	2nd Qtr 2009	3rd Qtr 2009	4th Qtr 2009	Annual 2009
% First Time Visitor	28.3	27.0	27.7	25.0	27.0
Average Party Size	2.4	2.6	2.7	2.4	2.5
% Traveled with no Kids	83.7	76.3	70.0	77.0	76.8
Average Length of Stay	5.2	3.5	3.7	3.7	4.0
Average Daily Expenditure*	$117.33	$96.33	$99.00	$106.00	$104.67
Average Room Rate	$119.81	$93.17	$92.58	$88.40	$98.49

**Expenditures excluding hotel expense Source: Daytona Beach Convention & Visitors Bureau*

Major Museums and Performing Venues

- **Ocean Center**. The newly expanded Ocean Center is a major attraction for conventions as well as an entertainment complex, offering 94,700 square feet of exhibition space, 25,400 square feet of meeting rooms, a 9,600 seat arena and a 12,000 square foot ballroom.

- **Halifax Historical Museum**. The museum is housed in the former Merchant's Bank building located along Beach Street in the downtown historical district. It displays photographs from the late 1890's as well as historical data of the local Native Americans, the Spanish and British colonial eras, and early auto racing. It also has a theater with seating for 70.

- **Southeast Museum of Photography**. This 10,000 square foot facility is one of the only Southeast museums to be devoted entirely to the art of photography.

- **Daytona Beach Bandshell**. Located in Oceanfront Park, the bandshell offers over 190,000 square feet of flexible space with seating for up to 9,000 persons. It plays host to a variety of performances including concerts, art exhibits and trade shows.

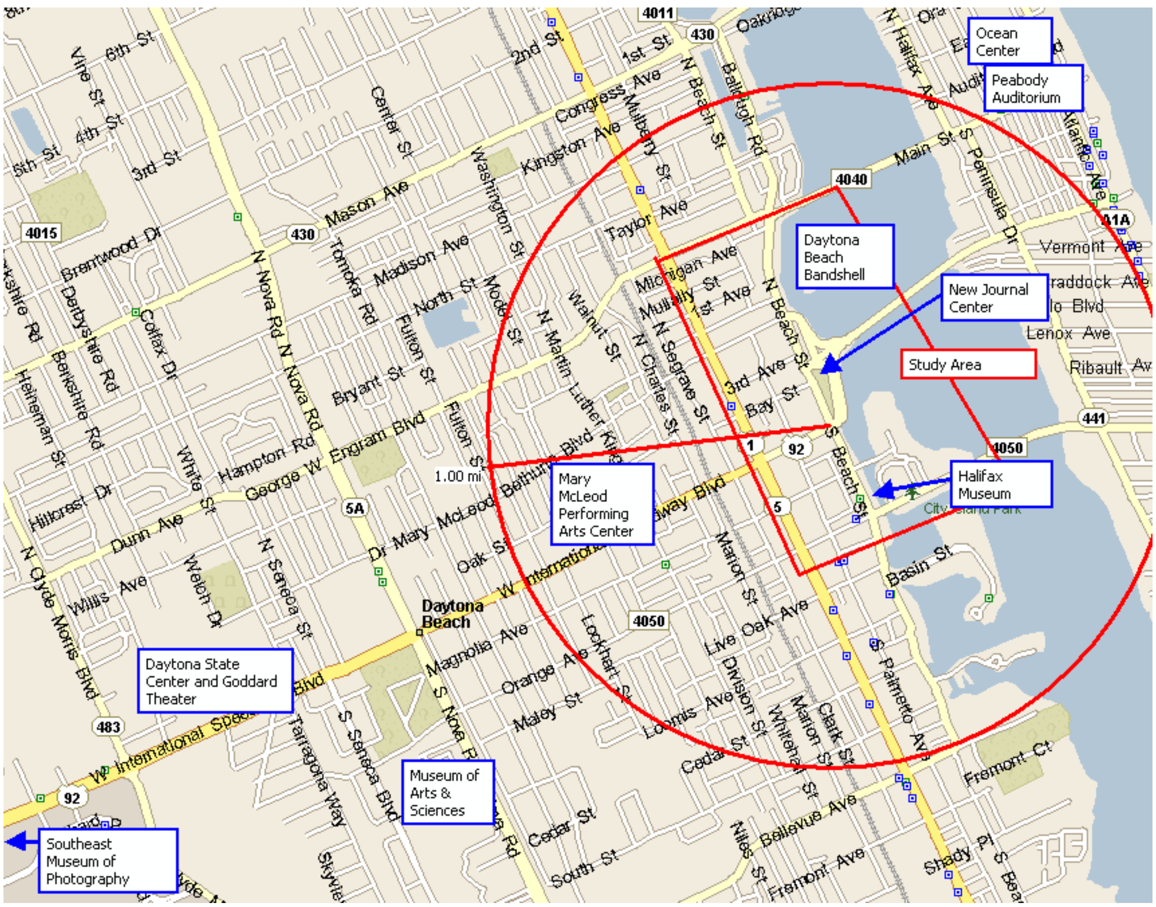


Figure 15: Map of the major museums and performing arts venues in the Daytona Beach trade area.

- **Museum of Arts & Sciences**. The area's largest museum sits on a 90 acre park preserve and is home to Chapman Root Hall (seating 260), the Root Family Museum, the Cuban Foundation Museum, the Williams Family Children's Museum and a planetarium. The museum is home to the largest Coca-Cola memorabilia collection in the State of Florida and offers a total of 98,000 square feet.

- **Peabody Auditorium.** Situated across from the Ocean Center, the Peabody Auditorium is an historic 2,560-seat performing arts theater attracting renowned artists, symphony orchestras and ballet companies.

- **News Journal Center at Daytona State College.** Situated on Beach Street, the venue is perfect for medium-sized musical and theatrical performances. The main theater seats 859 guests and the smaller studio theater seats 264.

- **The Goddard Theater and Daytona State University Center.** Located on Daytona State's main campus, the university theater seats 490 people, while the Goddard Theater seats 150.

- **Mary McLeod Bethune Performing Arts Center.** Located on the campus of Bethune-Cookman University, the center is a $23 million state-of-the-art facility that hosts a variety of performing events.

STUDY AREA CHARACTERISTICS

Location

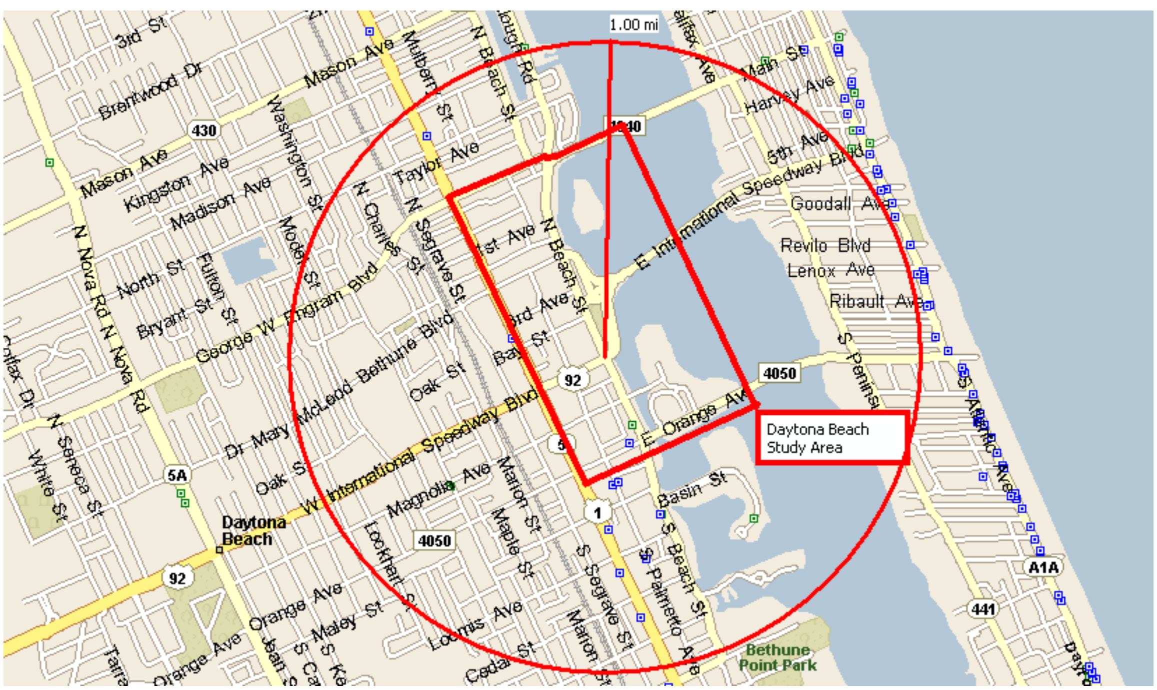


Figure 16: The Beach Street Shopping District study area is shown above, inside of the red box.

The study area is located between Fairview and Orange Avenues (north to south) and Ridgewood Avenue (US Highway 1) and the Intercoastal Waterway (west to east) as shown in Figure 16. Beach Street offers the majority of the retail in the district, with retail/restaurants facing east towards the waterway. The district is anchored on the northern periphery by the Daytona State College-News Journal Center and a collection of service businesses.

Figure 17: Old Town's shopping district offers a collection of attractive historic buildings and unique restaurants and businesses. The district's market has the potential to support an additional 86,000 square feet of new restaurants and retailers.

Figure 18: The News Journal Center, home of the Daytona State College of the Arts, is located on Beach Street between Bay Street and International Speedway Boulevard.

However, most of the shopping in the district is found between Bay Street and Orange Avenue, with International Speedway Boulevard the center point of the district. This portion of the area is easily walkable, with brick sidewalks and a landscaped center boulevard. The existing major destinations in the area include Coliseum Music Theater, News Journal Center (home of the Daytona State College of the Arts), Angell & Phelps Chocolate Factory and Café, Halifax Historical Museum and the Daytona Cubs Ball Park. The southern periphery of the study area is bounded by a Daytona Beach Firehouse and the 5th District Court of Appeals.

Figure 19: The main shopping area along Beach Road (above, left) includes the Halifax Historical Building (right).

A mixture of some retail can be found between Beach Street and Ridgewood Avenue (US Highway 1), but non-retail uses such as churches, government buildings (city and state services as well as a US Post Office and Justice Center) and residential housing (single family) are prevalent.

Figure 20: Non-retail uses such as the Daytona Beach Service Center (left), and the US Post Office (right) provide major employment centers and anchors for Daytona's Old Town and are vital for its commercial sustainability.

Figure 21: Daytona Beach's 1st Baptist Church (left) and The Basilica of St Paul (right) are significant contributors to the downtown's historic fabric as well as important anchors for its commerce.

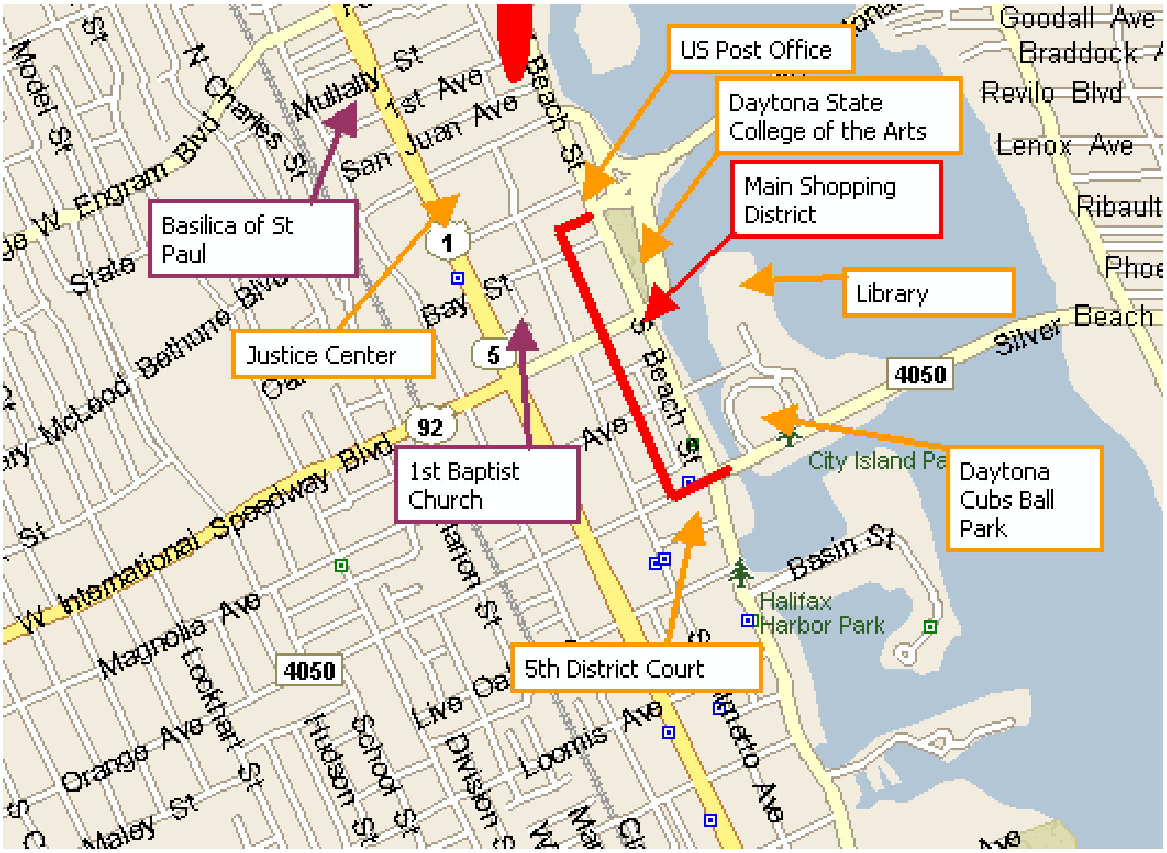


Figure 22: Significant buildings and destinations around the study area.

Figure 23: The Volusia County Early Learning Coalition (left) and the Daytona Beach City Center Building (right) provide major employment centers for Old Town's restaurants and retailers.

Figure 24: Old Town is surrounded by numerous historic walkable neighborhoods that include a variety of good housing stock. The above homes are found between Beach Street and US Highway 1.

Access

Daytona is only 50 miles northeast of Orlando, and therefore benefits from quick access to major population centers. The Beach Street shopping district is less than five miles from I-95. Regional access is easily available via International Speedway Boulevard (US Highway 92), connecting Highway A1A along the Atlantic Coast to Interstate 95 (directly) and Interstate 4 (indirectly). Interstate 95 is the primary north/south interstate in eastern Florida. Interstate 4 connects the Daytona Beach area to Orlando and central Florida.

Local access to the site is also primarily provided by International Speedway Boulevard, with four lanes of traffic (35 miles per hour) at the site. Other east/west local access to the site is provided by Fairview and Orange Avenues, both of which offer additional access across the Intercoastal Waterway (Fairview turning into Main Street and Orange Avenue turning into Silver Beach Avenue). North/south local access to the area is provided by Ridgewood Avenue (US Highway 1). Both regional and local access could be easier with improved way-finding signage.

Figure 25 details the latest 24 hour average traffic counts as provided by the Volusia County Traffic Engineering Department.

Figure 25: Traffic Counts

Location	Traffic Count	Year of Count
Interstate 4 at Interstate 95	45,500	2009
Interstate 95 at International Speedway	119,000	2008
International Speedway at Beach Street	17,700	2009
Ridgewood (US Hwy 1) at Fairview Avenue	28,000	2009
Ridgewood (US Hwy 1) at Orange Avenue	29,000	2009
Orange Ave at Beach Street	9,780	2009

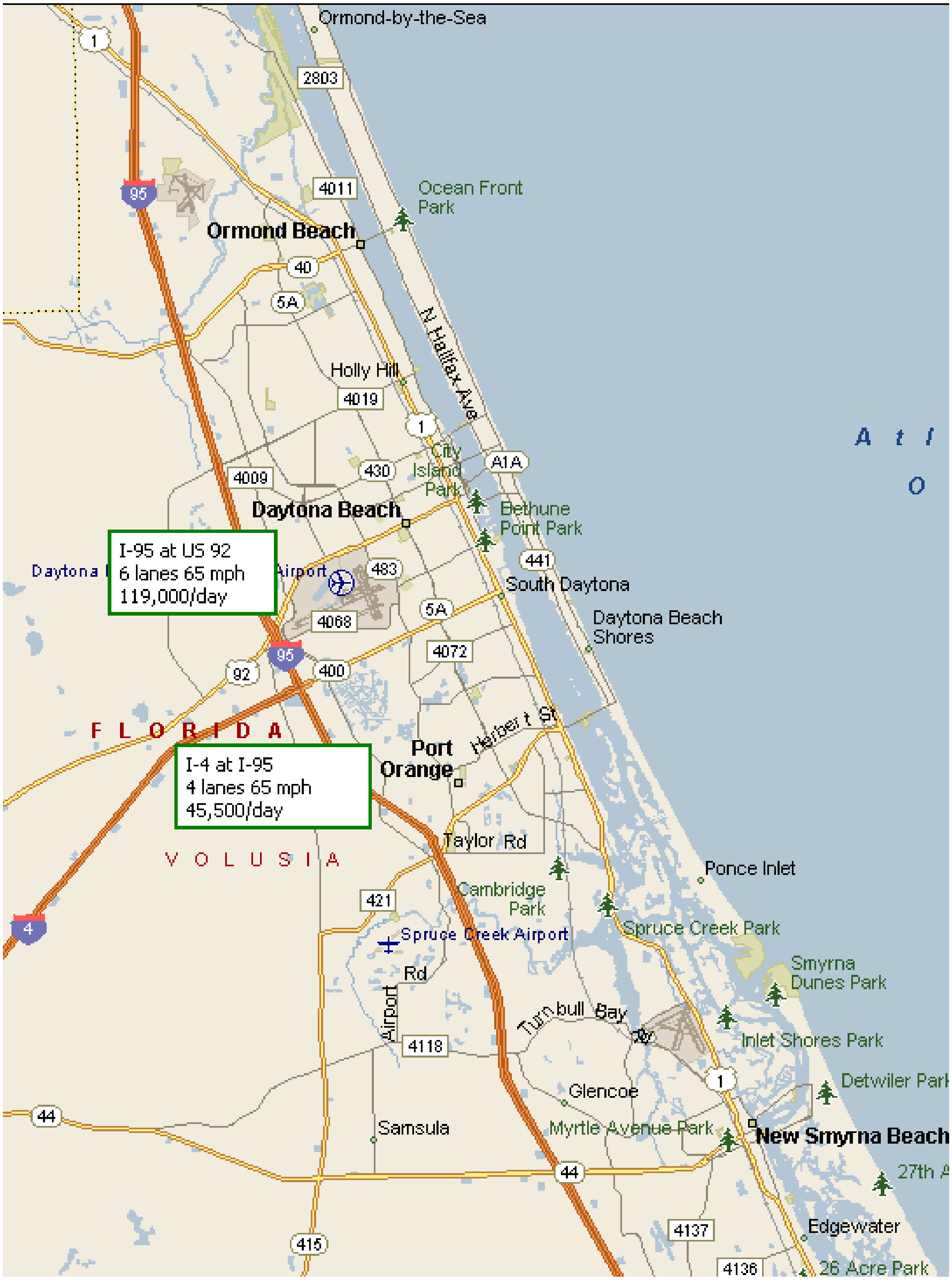


Figure 26: Map detailing regional access to the study area.

Figure 27: Map detailing local access to the study area.

Visibility

Retail stores along Beach Street are challenged by their location between the heavily traveled beach roadways. In general, the commercial area has limited visibility due to the east/west traffic flow between the Atlantic Ocean and Interstate 95, and the retail's orientation, facing towards the east. Those staying along the ocean have no visibility of the district due to the buildings located between the hotels along the ocean and the waterway. Furthermore, those traveling along Ridgewood have no visibility of the retail located along Beach Street.

The introduction of new regional and national retail restaurant and retail anchors would provide needed pedestrian and shopper traffic for the existing independent retailers and improve their sustainability. Additional way-finding signage, marketing and advertisement can also supplement Beach Street's visibility challenge.

Parking

Parking for the retail/restaurant uses in the district is provided along Beach Street, (angled parking for south-bound traffic and parallel parking for north-bound traffic) as well as lot parking provided behind the retail between Beach and Palmetto Streets. The downtown appears to have the necessary numbers of parking stalls for its size of commercial. However, GPG noted that most of the Beach Street parking stalls was filled, even during the early morning, indicating that residents and employees likely park in front of the stores, rather in the rear surface lots. This is a common fact of urban commercial districts that can only be resolved with metered parking.

Today's urban shoppers consider time to be the new luxury, and prefer to park in front of the destination store or restaurant rather than in its back. Most of these shoppers will gladly pay a small fee for the convenience of close store front parking. Free remote parking should be provided for those more spend thrift shoppers. GPG has found that metered on-street parking stalls can generate up to $200,000 per stall in annual retail sales, or every two metered stalls can directly support one small business. The City has plans to widen Beach Streets sidewalks and add additional on-street parking. GPG recommends that all of the prime Beach Street parking stalls be metered with simple coin operated individual meters at a rate of $0.50 per hour 9:00 am to 8:00 pm Monday to Saturday.

Public Transportation

Almost all of the visitors to the Beach Street area will travel by cars or in a group tour bus. A considerable number of workers and residents live within a ten minute walk and make up a significant potential portion of the business districts commerce. There are several public bus stops provided along Beach Street as provided by Voltran, the area's public transportation service. The region is not served by light rail or high speed regional rail.

Figure 28: The Volusia Mall is the primary shopping destination in the City of Daytona Beach, featuring anchors including Dillard's.

Other Shopping Areas

As part of GPG's field evaluation, most major shopping concentrations in and around the periphery of both the primary and secondary trade areas were visited. The primary shopping destination in the City of Daytona Beach is the *Volusia Mall*, located on US Highway 92/International Speedway Blvd. and Bill France Boulevard. The center offers 1.06 million square feet of retail space in a single level enclosed shopping experience. Anchors at the center include Dillard's, JC Penney, Macy's and Sears (56 percent of the total available space). The ancillary space at the center has only three vacancies and has a strong appeal to the area's moderate incomes.

The center anchors the eastern boundary of a strong core of big-box anchored retail along International Speedway Boulevard that extends to Interstate 95. In total, there are seven centers offering an additional 1.2 million GLA along the corridor, making the corridor the strongest shopping district in the area.

Figure 29: Shopping Centers along International Speedway Boulevard

Center	Location	Total GLA	Anchors
Volusia Square	2455 International Speedway	373,383	Home Depot, Hobby Lobby, HHGregg, Toys'R'Us
International Speedway Square	2500 International Speedway	258,189	Bed Bath & Beyond, Dicks Sporting Goods, Stein Mart
Volusia Marketplace	2400 International Speedway	145,000	Ashley Furniture, World Market
Best Buy Plaza	1900 International Speedway	246,735	Best Buy, American Signature Furniture, Barnes & Noble
Speedway Village	2254-2296 International Speedway	56,000	Vitamin Shoppe
Unnamed Center	2200 International Speedway	60,294	Haynes Bros. Furniture
Volusia Plaza	1800 International Speedway	75,000	Marshall's

Figure 30: Volusia Square features major retail anchors.

Figure 31: International Speedway Square (left) and Best Buy Plaza (right) include leading retailers such as Best Buy, Dick's Sporting Goods and Old Navy.

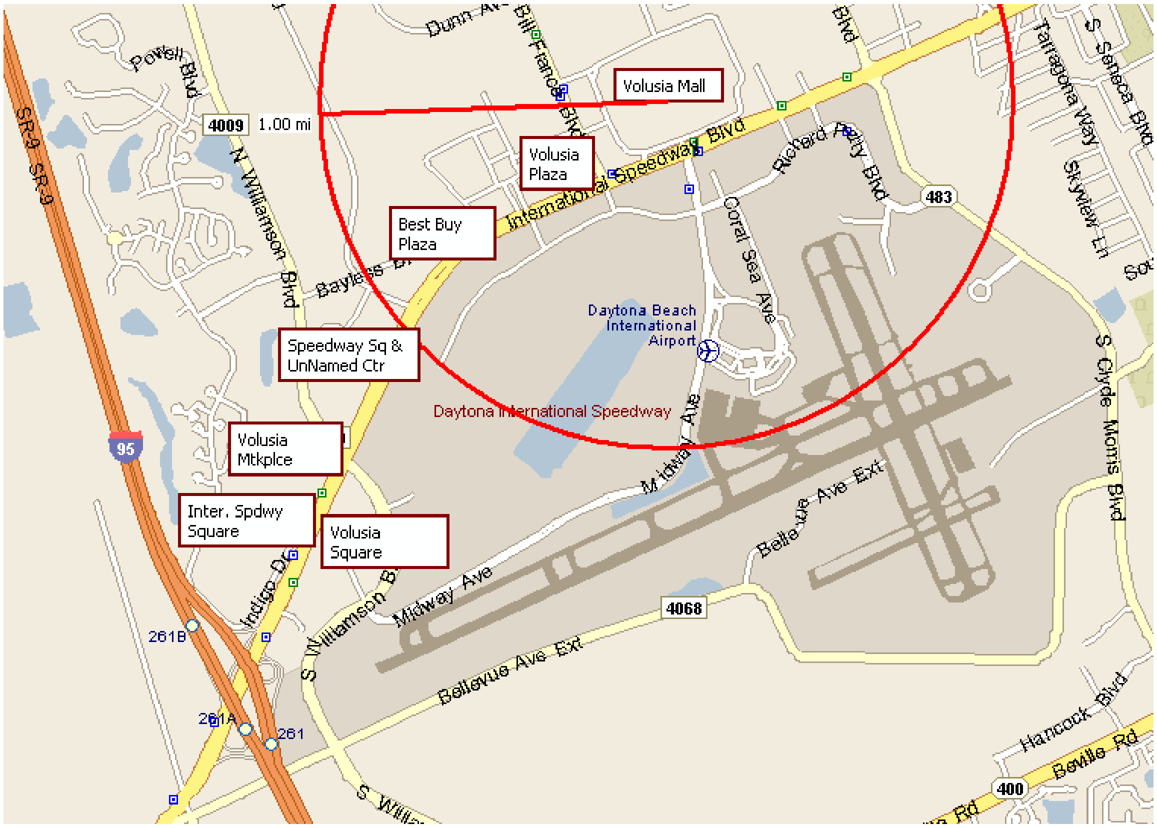


Figure 32: Map detailing the locations of shopping centers along International Speedway Boulevard.

The other regional-oriented retail center, located on the southern periphery of the defined trade area is the Pavilion at Port Orange. The Pavilion is a new open-air lifestyle center anchored by Belk's and Hollywood Cinema, located at Williamson and Dunlawton just off Interstate 95. The center is still being developed and offers a mix of category-killer box retailers (Michaels, HomeGoods/Marshall's, Ulta and Petco) as well as smaller specialty/lifestyle retail such as Maurice's, David's Bridal, Rackroom Shoes, Rue 21, Malibu Beach Club and Kirkland's.

Finally, there is a blended-lifestyle center (Trails Shopping Center) located north of the site at Nova Road and Main Trail. The center is anchored by Publix, but also offers a core of specialty retailers such as Chico's, Ann Taylor Loft, Talbots, Coldwater Creek and Jos. A. Banks. The center has a strong restaurant component, with a Panera Bread and Ormond Steakhouse.

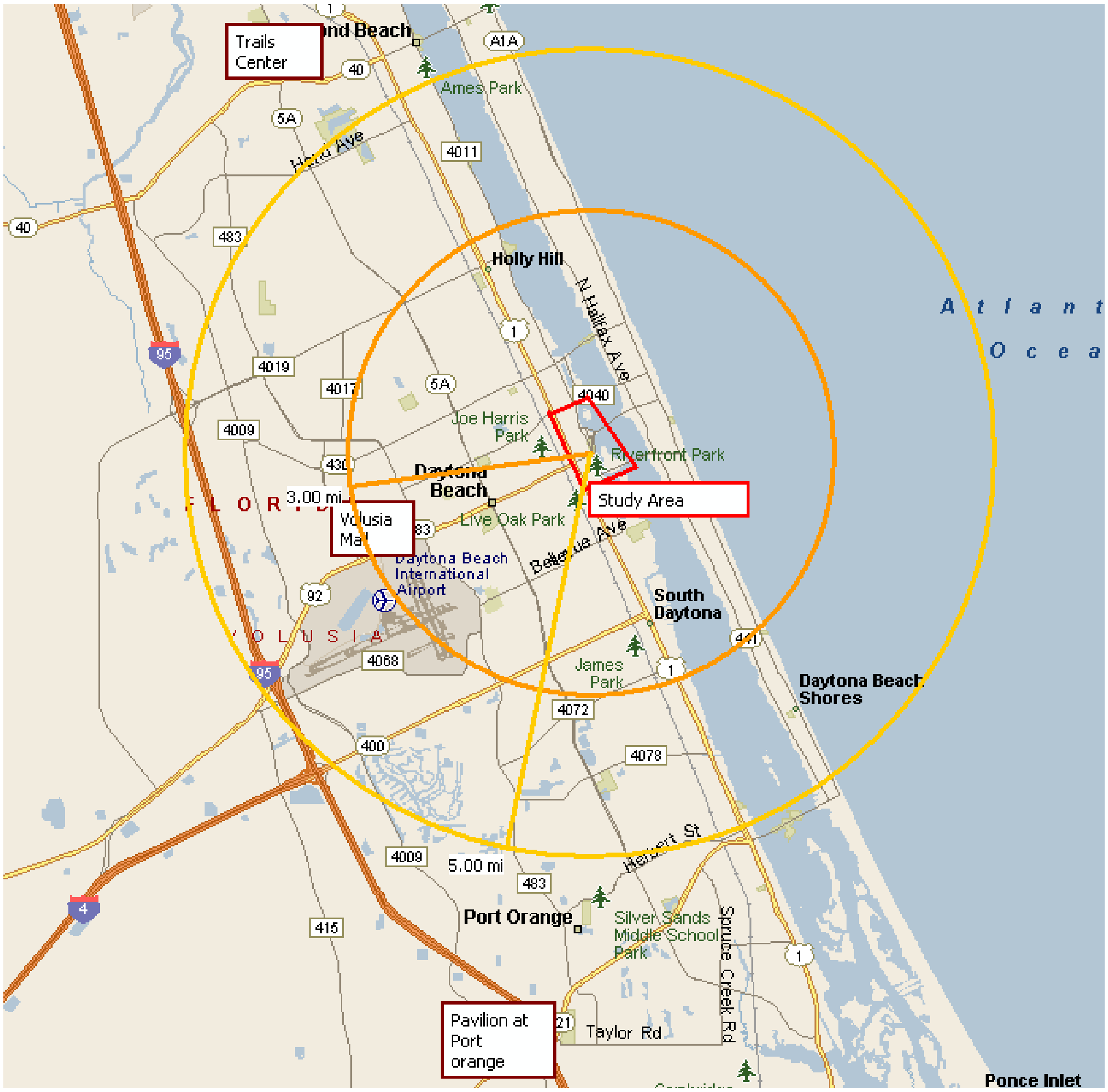


Figure 33: other regional-oriented retail centers, located on the far northern and southern periphery of the defined trade area.

Figure 34: The Pavilion at Port Orange (left) and the Trails Shopping Center (right).

Closer-in to the site, the most competitive retail to the study area is found east of the site along US Highway A1A (Atlantic Avenue). Atlantic Avenue is home to most of the area's resorts and timeshares, as such, offers a strong core of restaurant venues as well as the typical "beachwear" shops and convenience-oriented retail. Most of the core of the venues are located between International Speedway and Seabreeze Boulevard; however, the only retail center is Ocean Walk Village, located across from the Ocean Center and adjacent to the Hilton Hotel. Ocean Walk Village is anchored by a 10 screen cinema and offers a mix of casual restaurants, but has a high vacancy rate (43 percent of the available shop space).

Figure 35: Ocean Walk Village is anchored by a 10 screen cinema and offers a mix of casual restaurants.

Additionally, Main Street offers the strongest core of bars and restaurants in the area, including Hog Heaven BBQ, Froggy's Saloon, the Pump Station, Full Moon Saloon, Boot Hill Saloon, Dirty Harry, and Cruzin Café. The retail in the Main Street district appeals primarily to the biker crowd.

On the mainland, close-in retail to the site is primarily located along Nova Road, and is neighborhood in orientation, as shown on the map in Figure 36.

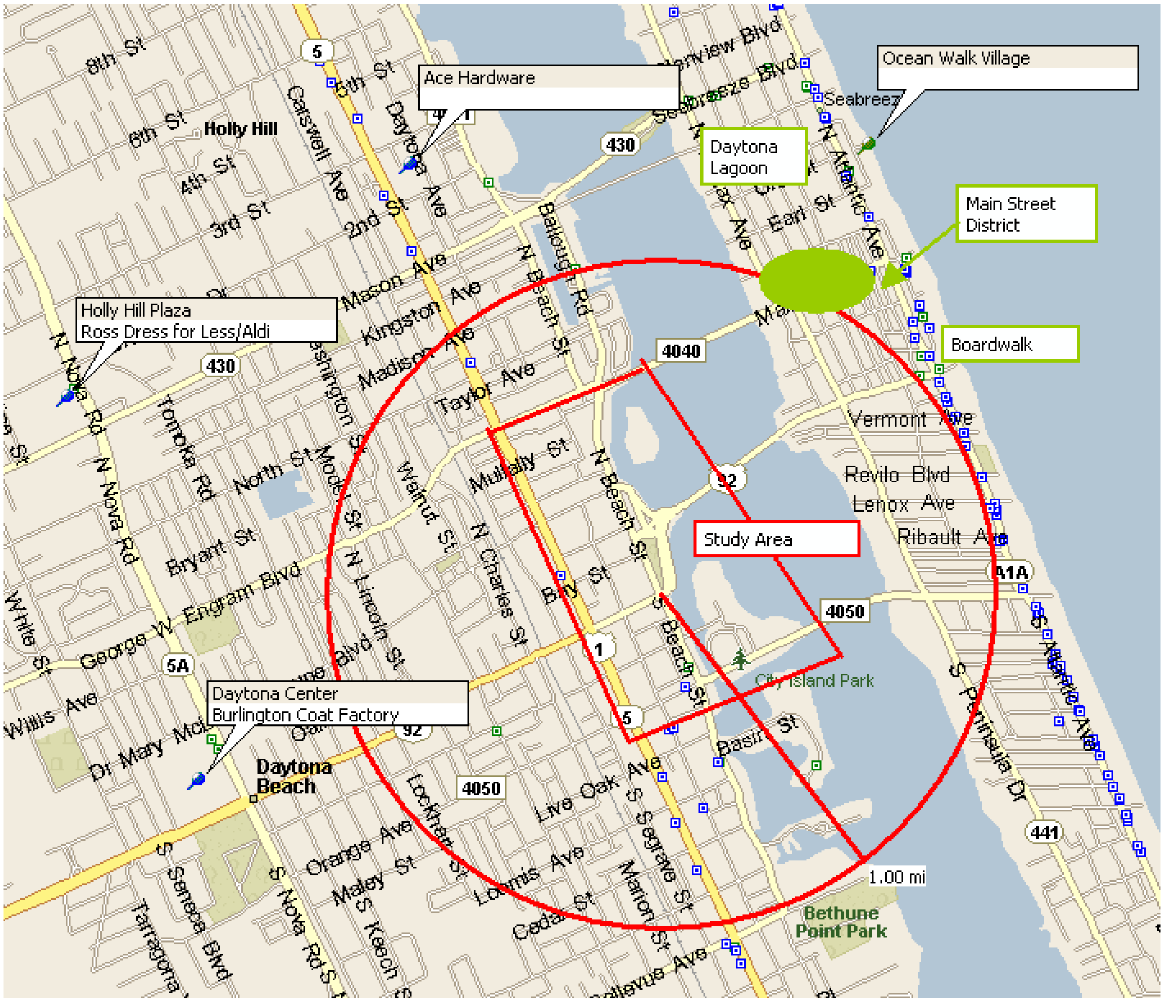


Figure 36: Close-in retail to the study area is primarily located along Nova Road, and is neighborhood in orientation.

SUMMARY OF FINDINGS

As a result of GPG's qualitative analysis, this study finds that the Beach Street shopping district area lacks enough retail and entertainment strength to attract its share of either the trade area's population base or the tourist potential. The primary retail attraction to the district is the Daytona State College-News Journal Center which anchors the northern end of the district.

This study also finds that while the existing restaurant base offers a diverse variety of independent operators, the base needs to be strengthened with several larger units having a wider appeal. As such, this analysis recommends several new restaurants for the district (both regional and national chains), as well as several smaller venues to further complement the existing base.

Figure 37: The London, Ontario Covent Garden Market and the North Market in Columbus Ohio are successful mid-sized public markets that could serve as a model for a Daytona Beach public market.

A year round, full time public market should also be supportable in the Beach Street area. These markets operate seven days per week and include poultry, meat, cheeses, vegetables, fruits, flowers, prepared foods, and quick service foods. In general, the markets are more successful when there are two of each category (to promote competition). Such a market would provide needed goods and services for local residents, workers as well as the region and Daytona's many visitors. GPG recommends that a 20,000 square foot market be studied in more detail. The North Market in Columbus, Ohio could serve as a model for Daytona. The U.S. Department of Agriculture and other public and private agencies offer research and grants for markets.

The district also needs to add more entertainment to attract the tourist component, as well as college students and local residents. As such, this study recommends either a Dave & Buster's or Lucky Strike (or similar entertainment venues).

Finally, with added entertainment and restaurant, the remainder of the district will be able to support additional small local shops (apparel, gifts and other retail). Recommendations include shops from either the Daytona Beach area (some as relocation) or from other Florida beach towns, to further complement the existing retail in the district. The added businesses will help to strengthen the retail base and increase exposure and sales of the existing base.

In total, this study finds that 86,000 square feet of additional retail, restaurants and entertainment venues is supportable in the defined Daytona Beach study area, as follows:

- 30,000 square feet of entertainment venues such as *Dave & Buster's or Lucky Strike Bowling center*
- 18,000 square feet of casual restaurants serving liquor, such as *Famous Dave's, Chima or Rio's Brazilian Steakhouse*
- 8,000 square feet of casual restaurants and foods such as *5 and Diner, Cupcake Bakery or Heavenly Cheesecake*, a local Burrito shop and/or a Vegan restaurant
- 12,000 square feet of casual and beach apparel and shoes
- 18,000 square feet of gifts and misc. retailers
- 20,000 square foot potential for a public market

Please refer to the Appendix Tables for a complete recommended retail, restaurant and entertainment uses for the site.

Rationale
The rationale for recommending the above tenants is presented below:

- **Stable Trade Area Population Base** The *primary* trade area, as defined, has a population base of 136,848 persons, growing 1.4 percent to 138,807 persons by 2015. The base grows to a *total* trade area total of 254,187 persons that is projected to grow to 266,183 persons by 2015 (4.7%). *The primary trade area will account for 50-65 percent of the retail/restaurant sales, depending on the individual retailer or restaurant. The secondary trade area will account for an additional 10%-15% of the total sales.*

- **Strong Tourist Potential** However, the site is well situated to capture additional sales from the area's strong tourism base due to both the location and the other traffic generators located near the shopping district, including the ball park, Halifax Museum, City Library and the News Journal Center. The Daytona Beach market is a strong tourist destination, attracting 7.75 million visitors each year (2008 counts) that have an estimated $4.6 billion impact on the local economy. It is estimated that approximately $811 million is spent for transportation, entertainment, and food and shopping by this tourist base annually. *As such, we estimate that an additional 25-35% of the sales will be generated from the tourist population base.*

- **Strong Daytime Population Base** The site also has the potential to capture strong sales (10-15%) from the close-in daytime population base. Within a five-minute drive time of the site, there are 28,004 employees, of which 50 percent are employed in of which 32 percent are employed in executive and professional positions. Within ten minutes of the site this base grows to 66,136 employees, of which 34 percent are employed in executive and professional positions.

- **Strong Student Population Base** The site is positioned near the Bethune-Cookman University which boasts a diverse and international faculty and student body of more than 3,600 persons. Additionally, Daytona State College is located approximately two miles west of the study area, and boasts a student population of approximately 19,000 students, up from approximately 12,000 in 2004.

- **Moderate Household Income Levels** The primary trade area offers moderate household and per capita incomes levels reported as $37,258 and $24,021, respectively. The incomes levels are stronger in the secondary trade area resulting in higher, but still moderate, trade area incomes of $44,259 and $27,158.

- **Trade Area Demographics** The total trade area base offers an older consumer (median age of 48.4) that has average education levels (23 percent of those aged 25 and older have a college degree) and primarily white collar employed (59%). Most of those employed are employed in sales (14%) or administrative support (12%) positions. Racially, the base is primarily white (82%), but has a stronger African American base close-in (37 percent in a three-mile radius).

- **Tapestry Lifestyles** The trade area's Tapestry lifestyles depict an older consumer with conservative purchasing habits. Many have relocated to the area and are either retired or semi-retired however maintain an active lifestyle. They typically dine at casual restaurants and shop for moderately priced apparel.

- **Site Characteristics** The shopping district of the area is located on Beach Street, both north and south of International Speedway (US Highway 92). Visibility of the existing retail and restaurants is limited from International Speedway, with the exception of those few retailers located at the intersection. Parking in the area is ample for the uses, with spaces provided along Beach Street as well as behind the retail between Beach and Palmetto Streets. Beach Street is easily walkable and well maintained.

  The district is currently anchored by Bruce Rossmeyer's Daytona Harley-Davidson, the world's largest Harley-Davidson dealer, on the northern end of the district, with municipal uses to the south.

- **Shopping Center Competition** Existing shopping center competition to the study area is found primarily three miles west between the Volusia Mall and Interstate 95. Competition close-in is neighborhood in orientation (west of the Intercoastal Waterway), or appeals to the area's tourist base along Atlantic Ocean (east of the waterway).

- END OF DOCUMENT -

APPENDIX TABLE 1: SUPPORTABLE RETAIL

Retail Categories	2010 Total Exp. Pot. ('000's)	2015 Total Exp. Pot. ('000's)	Recommended Sq Ft	*2010* Annual Sales**	*2010* Sales Per Sq Ft	*2015* Annual Sales**	*2015* Sales Per Sq Ft	Retailers Such As:
Women's Apparel	$129,418	$140,211	4,500	$1,687,500	$375	$1,777,500	$395	Island Images, Gabriel's Closet, Freestyle Clothing or similar
Unisex Apparel	$108,114	$128,077	6,000	$2,250,000	$375	$2,370,000	$395	East Coast Outdoors, Ocean Zone, Mad Dog or Salty Dogs Surf Shop, Renegade Classics
Shoes & Accessories	$50,698	$105,047	1,500	$450,000	$300	$487,500	$325	Spikes Footwear (relo)
Total Apparel, Shoes & Accessories			*12,000*	*$4,387,500*	*$366*	*$4,635,000*	*$386*	
Specialty Food Stores	$107,428	$116,868	2,500	$1,000,000	$400	$1,075,000	$430	Vitamin Shoppe or GNC
Restaurant W/Liquor	$296,992	$363,954	18,000	$10,350,000	$575	$12,150,000	$675	Famous Dave's, Chima or Rio's Brazilian Steakhouse,
Restaurant W/O Liquor	$320,055	$372,167	8,000	$2,760,000	$345	$3,080,000	$385	5 and Diner, Cupcake Bakery, Heavenly Cheesecake (relo), local Burrito or Vegan restaurant
Total Food & Restaurant			*28,500*	*$14,110,000*	*$495*	*$16,305,000*	*$572*	
Card / Gift Shops	$84,429	$117,855	6,500	$2,112,500	$325	$2,275,000	$350	Metalartz, Mystic Gifts, Critter Corner, Pink Petunia or similar
Florists	$22,622	$25,330	1,000	$295,000	$295	$315,000	$315	Heavenly Skin
Health and Beauty Store	$111,486	$125,066	5,500	$2,337,500	$425	$2,612,500	$475	Knife Factory
Sporting Goods Store	$135,795	$149,201	2,500	$750,000	$300	$812,500	$325	Extreme Kites
Video / Entertainment	$123,899	$127,283	30,000	$10,650,000	$355	$11,850,000	$395	Dave & Busters or Lucky Strike
Total Other Retail			*45,500*	*$16,145,000*	*$355*	*$17,865,000*	*$393*	
Total Recommended Retail			86,000	$34,642,500	$403	$38,805,000	$451	

** Sales stated in constant (2010) dollars - No adjustment has been made for potential inflation.

APPENDIX TABLE 2: RETAIL EXPENDITURE POTENTIAL

Retail Categories	Tourist Potential ('000's)**	Daytime Business ('000's)**	2010 Primary Trade Area ('000's)**	2015 Primary Trade Area ('000's)**	2010 Total Trade Area ('000's)**	2015 Total Trade Area ('000's)**	2010 Total Exp. Pot. ('000's)**	2015 Total Exp. Pot. ('000's)**	Residential Mkt Index* to USA Primary TA 2010	Residential Mkt Index* to USA Total TA 2010
Department Store	$19,306	$8,015	$98,462	$108,355	$211,173	$238,317	$238,493	$265,637	83	86
Discount Department/Warehouse Store	$38,060	$15,800	$122,411	$134,710	$225,400	$254,373	$279,260	$308,233	89	90
Women's Apparel	$30,338	$12,594	$45,105	$49,943	$86,486	$97,279	$129,418	$140,211	58	65
Men's Apparel	$2,758	$1,145	$26,182	$35,972	$49,180	$69,301	$53,083	$73,204	65	61
Unisex Apparel	$33,096	$13,739	$32,883	$39,133	$61,279	$81,242	$108,114	$128,077	62	65
Children's Apparel	$21,512	$8,931	$23,452	$28,259	$42,907	$46,123	$73,349	$76,565	67	66
Shoes & Accessories	$7,722	$3,206	$21,839	$24,023	$39,770	$94,119	$50,698	$105,047	71	72
Total Apparel, Shoes & Accessories	*$152,791*	*$39,615*	*$149,462*	*$177,329*	*$279,622*	*$388,064*	*$414,662*	*$523,104*		
Grocery	$9,929	$4,122	$262,876	$332,153	$504,014	$652,743	$518,064	$666,794	75	80
Specialty Food Stores	$1,103	$458	$55,839	$60,058	$105,866	$115,307	$107,428	$116,868	72	78
Alcoholic Beverages	$1,103	$458	$52,612	$76,685	$100,041	$149,021	$101,602	$150,582	84	89
Restaurant W/Liquor	$146,010	$166,703	$67,503	$93,880	$130,289	$197,251	$443,002	$509,964	66	75
Restaurant W/O Liquor	$113,563	$202,425	$60,678	$84,081	$117,629	$169,741	$433,618	$485,730	70	72
Total Food & Restaurant	*$271,708*	*$374,166*	*$499,508*	*$646,857*	*$957,839*	*$1,284,064*	*$1,603,714*	*$1,929,939*		
Appliances, Computers & Electronics	$6,619	$2,748	$64,401	$83,133	$124,239	$165,410	$133,606	$174,777	71	74
Art, Craft, and Sewing Stores	$11,032	$4,580	$20,474	$22,531	$43,243	$48,801	$58,854	$64,413	88	89
Book & Music Stores	$18,203	$7,557	$20,288	$17,828	$43,691	$38,163	$69,450	$63,922	53	68
Card / Gift Shops	$40,266	$16,716	$14,890	$16,386	$27,447	$60,873	$84,429	$117,855	88	89
Drug Store / Pharmaceutical	$88,255	$36,638	$131,841	$203,692	$278,502	$438,284	$403,395	$563,177	87	102
Florists	$1,103	$458	$10,423	$11,470	$21,061	$23,768	$22,622	$25,330	56	58
Health & Beauty Store	$14,341	$5,954	$47,153	$52,914	$91,191	$104,771	$111,486	$125,066	71	76
Furniture, Home Décor & Accessories	$12,135	$5,038	$46,098	$59,552	$97,128	$128,418	$114,301	$145,591	71	73
Home Improvement	$6,619	$2,748	$40,824	$44,926	$73,938	$83,443	$83,305	$92,809	86	90
Jewelry Store	$2,344	$973	$54,226	$59,674	$103,626	$116,946	$106,943	$120,263	72	74
Musical Instrument Shops	$55	$23	$5,088	$5,599	$9,410	$10,620	$9,488	$10,698	71	72
Office Supplies	$441	$183	$12,533	$13,792	$25,206	$28,446	$25,831	$29,071	77	78
Optical / Vision Care	$5,516	$2,290	$26,865	$29,564	$48,508	$54,743	$56,314	$62,549	86	88
Personal Services	$7,171	$2,977	$19,233	$25,098	$37,641	$50,220	$47,789	$60,368	66	72
Pet Supply Store	$4,964	$2,061	$23,700	$26,082	$42,795	$48,296	$49,820	$55,321	81	82
Photographic Equip & Devel.	$5,516	$2,290	$3,226	$3,035	$6,610	$6,438	$14,415	$14,244	49	56
Sporting Goods Store	$22,257	$9,240	$55,404	$60,971	$104,298	$117,705	$135,795	$149,201	84	87
Tobacco Shop	$12,135	$5,038	$54,474	$55,696	$100,041	$103,601	$117,214	$120,774	99	101
Toy and Hobby Shops	$1,379	$572	$21,467	$23,624	$39,882	$45,008	$41,833	$46,960	82	84
Video / Entertainment	$68,949	$28,624	$14,518	$15,089	$26,327	$29,711	$123,899	$127,283	82	82
Total Other Retail	*$329,301*	*$136,706*	*$687,126*	*$830,655*	*$1,344,784*	*$1,703,665*	*$1,810,791*	*$2,169,672*		
Total Identified Retail Expenditure	$811,167	$574,302	$1,336,096	$1,654,841	$2,582,245	$3,375,793	$4,346,921	$5,196,585		

* Market Index as compared to the US average, where the US average is 100

** Expenditure potentials stated in constant (2010) dollars - No adjustment has been made for potential inflation.

APPENDIX TABLE 3: POPULATION, HOUSEHOLD AND MARITIAL STATUS

Sector	Est Current Population	Proj. 2015 Population	Proj. 5 Yr Growth	Est Current Hholds	Proj. 2015 Hholds	Proj. 5 Yr Growth	% Owner Occupied	% Seasonal Hholds	Average Persons Per Hhold	% Single Male	% Single Female	% Married
804.00	3,754	3,752	-0.1%	1,744	1,746	0.1%	84.3%	16.7%	2.15	16%	20%	64%
805.00	2,629	2,604	-1.0%	1,273	1,267	-0.5%	68.2%	24.5%	2.07	21%	27%	51%
806.00	3,871	3,875	0.1%	1,724	1,730	0.3%	68.0%	3.2%	2.17	25%	29%	47%
808.03	5,411	5,423	0.2%	2,278	2,288	0.4%	80.2%	1.6%	2.37	17%	25%	58%
808.04	6,731	7,564	12.4%	3,146	3,564	13.3%	74.6%	4.9%	2.06	16%	25%	58%
808.05	6,238	6,294	0.9%	2,615	2,651	1.4%	80.9%	2.6%	2.36	20%	27%	53%
809.00	8,170	8,298	1.6%	3,571	3,640	1.9%	60.1%	2.8%	2.25	21%	30%	50%
810.00	4,323	4,334	0.3%	2,192	2,203	0.5%	56.2%	3.5%	1.94	25%	27%	47%
811.00	4,799	4,743	-1.2%	2,497	2,479	-0.7%	69.4%	30.5%	1.92	22%	27%	52%
812.00	4,465	4,377	-2.0%	2,546	2,503	-1.7%	28.6%	7.5%	1.75	44%	30%	26%
813.00	2,510	2,489	-0.8%	1,314	1,307	-0.5%	52.1%	37.1%	1.85	25%	22%	53%
815.00	1,982	1,970	-0.6%	1,101	1,098	-0.3%	24.0%	3.5%	1.78	37%	37%	26%
816.00	2,251	2,211	-1.8%	938	926	-1.3%	53.7%	1.7%	2.40	26%	31%	43%
817.00	7,101	7,096	-0.1%	2,708	2,712	0.1%	58.3%	3.8%	2.52	20%	31%	49%
818.00	3,607	3,593	-0.4%	1,172	1,167	-0.4%	70.4%	0.7%	2.78	24%	33%	43%
819.00	2,301	2,262	-1.7%	923	912	-1.2%	36.4%	0.0%	2.49	32%	44%	24%
820.00	3,432	3,402	-0.9%	982	973	-0.9%	21.9%	18.3%	1.93	23%	35%	42%
821.00	4,688	4,619	-1.5%	1,683	1,661	-1.3%	44.0%	0.0%	2.75	28%	44%	29%
822.01	4,617	4,597	-0.4%	2,350	2,343	-0.3%	21.4%	3.8%	1.79	35%	35%	30%
822.02	1,760	1,751	-0.5%	751	748	-0.4%	89.7%	2.3%	2.32	16%	23%	60%
823.01	6,397	6,720	5.0%	3,003	3,178	5.8%	22.6%	2.4%	1.94	34%	27%	39%
823.02	2,201	2,188	-0.6%	398	391	-1.8%	3.5%	0.0%	1.49	54%	13%	33%
823.03	3,773	3,756	-0.5%	1,836	1,829	-0.4%	29.9%	1.5%	1.98	35%	30%	35%
824.01	3,748	3,713	-0.9%	1,771	1,761	-0.6%	34.7%	6.3%	2.12	28%	30%	41%
824.04	2,975	2,960	-0.5%	1,285	1,283	-0.2%	70.8%	3.0%	2.32	24%	28%	47%
824.05	4,373	4,352	-0.5%	1,968	1,964	-0.2%	77.5%	6.6%	2.20	19%	26%	55%
824.06	2,702	2,797	3.5%	1,085	1,127	3.9%	90.8%	0.0%	2.48	12%	18%	70%
824.08	5,807	5,914	1.8%	3,128	3,200	2.3%	84.3%	7.9%	1.85	17%	25%	58%
824.09	9,511	10,067	5.8%	4,529	4,827	6.6%	67.6%	3.4%	2.06	18%	23%	58%
826.01	6,590	6,692	1.5%	3,440	3,504	1.9%	77.4%	38.9%	1.92	17%	23%	60%
826.02	5,513	5,799	5.2%	2,781	2,935	5.5%	81.0%	44.1%	1.98	16%	20%	64%
Primary TA	*136,848*	*138,807*	*1.4%*	*62,043*	*63,219*	*1.9%*	*60.7%*	*10.2%*	*2.11*	*24%*	*28%*	*49%*
801.00	9,114	11,070	21.5%	3,986	4,846	21.6%	93.8%	4.6%	2.29	13%	18%	69%
802.00	6,134	6,218	1.4%	3,083	3,131	1.6%	85.3%	23.5%	1.99	14%	22%	63%
803.00	3,695	3,655	-1.1%	1,913	1,900	-0.7%	73.2%	29.8%	1.92	20%	27%	53%
807.00	5,029	4,984	-0.9%	2,032	2,024	-0.4%	90.1%	1.1%	2.47	14%	18%	67%
808.01	8,016	8,198	2.3%	3,405	3,499	2.8%	74.0%	1.1%	2.25	17%	23%	60%
824.10	5,522	5,701	3.2%	2,411	2,496	3.5%	78.3%	2.7%	2.27	18%	21%	62%
825.01	6,621	6,590	-0.5%	3,296	3,293	-0.1%	74.7%	10.9%	1.99	20%	26%	54%
825.03	6,532	6,823	4.5%	2,852	2,976	4.3%	78.7%	4.4%	2.29	20%	25%	55%
825.05	9,777	9,860	0.8%	3,520	3,563	1.2%	90.3%	2.0%	2.77	17%	19%	64%
825.06	5,202	5,301	1.9%	2,416	2,466	2.1%	70.7%	4.6%	2.13	19%	27%	53%

APPENDIX TABLE 3: POPULATION, HOUSEHOLD AND MARITIAL STATUS

Sector	Est Current Population	Proj. 2015 Population	Proj. 5 Yr Growth	Est Current Hholds	Proj. 2015 Hholds	Proj. 5 Yr Growth	% Owner Occupied	% Seasonal Hholds	Average Persons Per Hhold	% Single Male	% Single Female	% Married
825.07	7,454	7,691	3.2%	3,050	3,165	3.8%	76.1%	1.7%	2.34	16%	25%	59%
827.01	2,366	2,598	9.8%	1,185	1,304	10.0%	75.7%	29.0%	1.99	21%	17%	62%
828.00	6,937	7,171	3.4%	3,278	3,395	3.6%	74.8%	5.2%	2.11	21%	26%	54%
829.01	8,990	9,245	2.8%	4,154	4,283	3.1%	78.6%	5.8%	2.16	15%	25%	60%
832.03	6,818	7,680	12.6%	2,414	2,733	13.2%	90.3%	1.5%	2.82	13%	15%	71%
832.04	19,132	24,591	28.5%	6,990	8,770	25.5%	91.0%	3.0%	2.46	24%	12%	64%
Secondary TA	*117,339*	*127,376*	*8.6%*	*49,985*	*53,844*	*7.7%*	*82.8%*	*6.4%*	*2.30*	*18%*	*21%*	*61%*
Total TA	*254,187*	*266,183*	*4.7%*	*112,028*	*117,063*	*4.5%*	*70.7%*	*8.4%*	*2.20*	*21%*	*25%*	*54%*
Daytona Beach	66,207	66,651	0.7%	29,591	29,977	1.3%	47.2%	8.5%	2.04	28%	30%	42%
Daytona Beach Shores	4,547	4,583	0.8%	2,567	2,600	1.3%	79.6%	43.7%	1.77	16%	22%	62%
Holly Hill	12,597	12,736	1.1%	5,794	5,874	1.4%	58.9%	3.1%	2.14	22%	29%	49%
Ormond Beach	40,656	42,379	4.2%	17,444	18,232	4.5%	80.2%	5.3%	2.29	17%	23%	60%
Port Orange	57,445	61,411	6.9%	24,492	26,262	7.2%	81.2%	4.4%	2.32	18%	22%	60%
South Daytona	13,384	13,393	0.1%	5,949	5,969	0.3%	65.4%	4.8%	2.24	22%	27%	51%
Volusia County	515,563	545,523	5.8%	213,973	226,689	5.9%	74.8%	7.6%	2.34	19%	23%	57%

APPENDIX TABLE 4: POPULATION BY AGE

Sector	Median Age	Aged Less than 10		Aged 10-19		Aged 20-34		Aged 35-49		Aged 50-64		Aged 65 and Older	
804.00	59.0	197	5.2%	254	6.8%	314	8.4%	499	13.3%	1,066	28.4%	1,424	37.9%
805.00	49.9	203	7.7%	203	7.7%	420	16.0%	493	18.8%	579	22.0%	731	27.8%
806.00	46.6	377	9.7%	395	10.2%	612	15.8%	744	19.2%	832	21.5%	911	23.5%
808.03	44.9	577	10.7%	642	11.9%	812	15.0%	1,128	20.8%	1,237	22.9%	1,015	18.8%
808.04	55.8	486	7.2%	567	8.4%	681	10.1%	1,080	16.0%	1,672	24.8%	2,245	33.4%
808.05	45.5	623	10.0%	674	10.8%	1,018	16.3%	1,258	20.2%	1,299	20.8%	1,366	21.9%
809.00	43.4	944	11.6%	921	11.3%	1,402	17.2%	1,558	19.1%	1,625	19.9%	1,720	21.1%
810.00	47.4	347	8.0%	375	8.7%	685	15.8%	954	22.1%	1,013	23.4%	949	22.0%
811.00	54.1	331	6.9%	338	7.0%	561	11.7%	870	18.1%	1,149	23.9%	1,550	32.3%
812.00	41.7	333	7.5%	339	7.6%	1,118	25.0%	1,045	23.4%	942	21.1%	688	15.4%
813.00	48.0	161	6.4%	147	5.9%	523	20.8%	501	20.0%	608	24.2%	570	22.7%
815.00	44.1	205	10.3%	175	8.8%	373	18.8%	436	22.0%	405	20.4%	388	19.6%
816.00	37.4	318	14.1%	317	14.1%	421	18.7%	450	20.0%	425	18.9%	320	14.2%
817.00	39.4	851	12.0%	960	13.5%	1,377	19.4%	1,344	18.9%	1,307	18.4%	1,262	17.8%
818.00	33.9	439	12.2%	734	20.3%	665	18.4%	704	19.5%	611	16.9%	454	12.6%
819.00	31.2	410	17.8%	374	16.3%	480	20.9%	389	16.9%	374	16.3%	274	11.9%
820.00	23.7	290	8.4%	883	25.7%	1,002	29.2%	407	11.9%	360	10.5%	490	14.3%
821.00	28.9	965	20.6%	804	17.2%	885	18.9%	726	15.5%	708	15.1%	600	12.8%
822.01	40.6	374	8.1%	333	7.2%	1,323	28.7%	762	16.5%	801	17.3%	1,024	22.2%
822.02	51.4	142	8.1%	147	8.4%	178	10.1%	374	21.3%	415	23.6%	504	28.6%
823.01	30.1	535	8.4%	620	9.7%	2,566	40.1%	961	15.0%	649	10.1%	1,066	16.7%
823.02	20.0	11	0.5%	1,097	49.8%	922	41.9%	68	3.1%	55	2.5%	48	2.2%
823.03	29.6	341	9.0%	366	9.7%	1,453	38.5%	591	15.7%	562	14.9%	460	12.2%
824.01	32.9	502	13.4%	403	10.8%	1,103	29.4%	655	17.5%	593	15.8%	492	13.1%
824.04	43.1	308	10.4%	339	11.4%	522	17.5%	665	22.4%	596	20.0%	545	18.3%
824.05	49.0	379	8.7%	403	9.2%	592	13.5%	882	20.2%	1,000	22.9%	1,117	25.5%
824.06	43.9	312	11.5%	364	13.5%	330	12.2%	616	22.8%	566	20.9%	514	19.0%
824.08	61.5	301	5.2%	324	5.6%	542	9.3%	773	13.3%	1,345	23.2%	2,522	43.4%
824.09	48.7	689	7.2%	693	7.3%	1,878	19.7%	1,646	17.3%	2,050	21.6%	2,555	26.9%
826.01	62.2	251	3.8%	304	4.6%	599	9.1%	870	13.2%	1,697	25.8%	2,869	43.5%
826.02	61.4	177	3.2%	251	4.6%	367	6.7%	719	13.0%	1,778	32.3%	2,221	40.3%
Primary TA	*45.7*	*12,265*	*9.0%*	*14,641*	*10.7%*	*25,314*	*18.5%*	*23,924*	*17.5%*	*28,057*	*20.5%*	*32,647*	*23.9%*
801.00	57.5	563	6.2%	687	7.5%	701	7.7%	1,347	14.8%	2,776	30.5%	3,040	33.4%
802.00	61.2	265	4.3%	331	5.4%	410	6.7%	767	12.5%	1,861	30.3%	2,500	40.8%
803.00	51.4	284	7.7%	342	9.3%	418	11.3%	724	19.6%	912	24.7%	1,015	27.5%
807.00	50.6	395	7.9%	551	11.0%	607	12.1%	905	18.0%	1,290	25.7%	1,281	25.5%
808.01	50.6	656	8.2%	822	10.3%	1,066	13.3%	1,384	17.3%	1,953	24.4%	2,135	26.6%
824.10	50.7	392	7.1%	478	8.7%	847	15.3%	983	17.8%	1,171	21.2%	1,651	29.9%
825.01	53.9	490	7.4%	511	7.7%	786	11.9%	1,134	17.1%	1,626	24.6%	2,074	31.3%
825.03	46.5	603	9.2%	685	10.5%	1,042	16.0%	1,246	19.1%	1,453	22.2%	1,503	23.0%
825.05	44.3	1,038	10.6%	1,390	14.2%	1,275	13.0%	2,225	22.8%	2,365	24.2%	1,484	15.2%
825.06	48.6	372	7.2%	433	8.3%	929	17.9%	973	18.7%	1,233	23.7%	1,262	24.3%

APPENDIX TABLE 4: POPULATION BY AGE

Sector	Median Age	Aged Less than 10		Aged 10-19		Aged 20-34		Aged 35-49		Aged 50-64		Aged 65 and Older	
825.07	47.2	773	10.4%	807	10.8%	1,077	14.4%	1,362	18.3%	1,523	20.4%	1,912	25.7%
827.01	57.2	115	4.9%	154	6.5%	233	9.8%	362	15.3%	764	32.3%	738	31.2%
828.00	51.5	521	7.5%	609	8.8%	811	11.7%	1,344	19.4%	1,890	27.2%	1,762	25.4%
829.01	58.2	648	7.2%	667	7.4%	974	10.8%	1,185	13.2%	2,222	24.7%	3,294	36.6%
832.03	45.3	719	10.5%	1,043	15.3%	723	10.6%	1,571	23.0%	1,758	25.8%	1,004	14.7%
832.04	48.9	1,396	7.3%	1,971	10.3%	2,583	13.5%	3,940	20.6%	4,981	26.0%	4,262	22.3%
Secondary TA	*50.9*	*9,230*	*7.9%*	*11,481*	*9.8%*	*14,482*	*12.3%*	*21,452*	*18.3%*	*29,778*	*25.4%*	*30,917*	*26.3%*
Total TA	*48.4*	*21,495*	*8.5%*	*26,122*	*10.3%*	*39,796*	*15.7%*	*45,376*	*17.9%*	*57,835*	*22.8%*	*63,564*	*25.0%*
Daytona Beach	38.8	6,290	9.5%	8,341	12.6%	15,690	23.7%	11,497	17.4%	11,680	17.6%	12,707	19.2%
Daytona Beach Shores	64.2	140	3.1%	175	3.8%	302	6.6%	549	12.1%	1,191	26.2%	2,188	48.1%
Holly Hill	45.0	1,304	10.4%	1,311	10.4%	2,104	16.7%	2,536	20.1%	2,661	21.1%	2,682	21.3%
Ormond Beach	50.6	3,389	8.3%	4,177	10.3%	4,982	12.3%	7,371	18.1%	9,968	24.5%	10,769	26.5%
Port Orange	50.2	4,760	8.3%	5,578	9.7%	7,643	13.3%	10,548	18.4%	14,023	24.4%	14,891	25.9%
South Daytona	42.9	1,442	10.8%	1,441	10.8%	2,490	18.6%	2,708	20.2%	2,672	20.0%	2,629	19.6%
Volusia County	46.3	49,748	9.6%	57,657	11.2%	81,563	15.8%	96,326	18.7%	113,262	22.0%	117,007	22.7%

APPENDIX TABLE 5: INCOME AND HOUSEHOLDS BY INCOME

Sector	Average Hhold Income	Median Hhold Income	Per-Capita Income	Less Than $25,000		$25,000-$49,999		$50,000-$74,999		$75,000-$99,999		$100,000-$149,999		$150,000 and Higher	
804.00	$101,070	$71,011	$46,954	218	13%	322	18%	384	22%	250	14%	303	17%	267	15%
805.00	$59,485	$40,199	$28,803	394	31%	366	29%	226	18%	122	10%	96	8%	69	5%
806.00	$47,812	$40,074	$21,863	494	29%	581	34%	404	23%	116	7%	105	6%	24	1%
808.03	$59,801	$48,967	$25,203	550	24%	612	27%	532	23%	295	13%	185	8%	104	5%
808.04	$51,301	$42,538	$24,572	765	24%	1,115	35%	769	24%	205	7%	211	7%	81	3%
808.05	$42,402	$38,151	$17,975	727	28%	1,087	42%	569	22%	129	5%	85	3%	18	1%
809.00	$44,138	$36,063	$19,556	1,021	29%	1,405	39%	681	19%	274	8%	151	4%	39	1%
810.00	$39,592	$30,546	$20,341	854	39%	753	34%	390	18%	98	4%	56	3%	41	2%
811.00	$64,183	$42,378	$33,423	629	25%	827	33%	493	20%	203	8%	149	6%	196	8%
812.00	$36,590	$26,869	$20,915	1,173	46%	893	35%	279	11%	69	3%	68	3%	64	3%
813.00	$48,919	$37,928	$26,145	481	37%	332	25%	264	20%	82	6%	124	9%	31	2%
815.00	$27,275	$18,051	$15,298	702	64%	266	24%	84	8%	25	2%	11	1%	13	1%
816.00	$33,236	$27,550	$13,849	409	44%	345	37%	126	13%	40	4%	18	2%	0	0%
817.00	$41,150	$27,754	$16,325	1,199	44%	834	31%	347	13%	161	6%	109	4%	58	2%
818.00	$49,597	$37,994	$17,691	345	29%	369	31%	274	23%	89	8%	63	5%	32	3%
819.00	$29,721	$17,681	$11,950	555	60%	210	23%	109	12%	26	3%	7	1%	16	2%
820.00	$34,061	$18,396	$17,008	632	64%	254	26%	43	4%	25	3%	8	1%	20	2%
821.00	$31,160	$24,666	$11,384	847	50%	500	30%	238	14%	51	3%	38	2%	9	1%
822.01	$32,609	$27,262	$18,067	1,070	46%	824	35%	304	13%	81	3%	52	2%	19	1%
822.02	$62,423	$53,014	$26,802	170	23%	176	23%	168	22%	154	21%	51	7%	32	4%
823.01	$47,627	$33,441	$23,806	1,035	34%	1,186	39%	387	13%	184	6%	122	4%	89	3%
823.02	$31,847	$21,714	$17,584	212	53%	127	32%	38	10%	13	3%	4	1%	4	1%
823.03	$37,614	$28,987	$18,862	756	41%	686	37%	254	14%	66	4%	33	2%	41	2%
824.01	$45,212	$30,405	$21,363	605	34%	718	41%	245	14%	89	5%	51	3%	63	4%
824.04	$48,778	$41,445	$21,069	322	25%	449	35%	298	23%	147	11%	43	3%	26	2%
824.05	$50,329	$43,144	$22,842	439	22%	675	34%	531	27%	222	11%	82	4%	19	1%
824.06	$63,786	$53,210	$25,679	125	12%	375	35%	304	28%	170	16%	78	7%	33	3%
824.08	$39,931	$32,817	$21,565	1,063	34%	1,251	40%	517	17%	161	5%	110	4%	26	1%
824.09	$66,597	$48,950	$32,048	970	21%	1,349	30%	988	22%	494	11%	394	9%	334	7%
826.01	$72,858	$52,450	$38,032	655	19%	986	29%	723	21%	440	13%	374	11%	262	8%
826.02	$86,634	$58,678	$43,702	432	16%	744	27%	587	21%	332	12%	371	13%	315	11%
Primary TA	*$51,444*	*$37,285*	*$24,021*	*19,622*	*32%*	*20,383*	*33%*	*11,438*	*18%*	*4,769*	*8%*	*3,518*	*6%*	*2,317*	*4%*
801.00	$75,482	$60,495	$33,012	512	13%	1,132	28%	922	23%	636	16%	473	12%	311	8%
802.00	$61,144	$48,645	$30,760	527	17%	1,079	35%	697	23%	378	12%	266	9%	136	4%
803.00	$56,400	$41,241	$29,274	411	21%	745	39%	379	20%	168	9%	139	7%	71	4%
807.00	$76,962	$63,113	$31,142	211	10%	523	26%	528	26%	358	18%	270	13%	142	7%
808.01	$88,177	$62,293	$38,149	483	14%	912	27%	625	18%	533	16%	457	13%	395	12%
824.10	$55,061	$43,961	$24,152	445	18%	935	39%	549	23%	259	11%	141	6%	82	3%
825.01	$48,375	$34,464	$24,265	1,085	33%	1,233	37%	538	16%	256	8%	103	3%	81	2%
825.03	$51,879	$43,312	$22,652	585	21%	1,057	37%	750	26%	246	9%	158	6%	56	2%
825.05	$82,492	$69,234	$29,754	259	7%	716	20%	970	28%	644	18%	657	19%	274	8%
825.06	$52,987	$43,605	$24,752	605	25%	807	33%	570	24%	241	10%	104	4%	89	4%

APPENDIX TABLE 5: INCOME AND HOUSEHOLDS BY INCOME

Sector	Average Hhold Income	Median Hhold Income	Per-Capita Income	Less Than $25,000		$25,000-$49,999		$50,000-$74,999		$75,000-$99,999		$100,000-$149,999		$150,000 and Higher	
825.07	$59,129	$49,960	$24,850	621	20%	905	30%	864	28%	312	10%	221	7%	127	4%
827.01	$76,423	$56,990	$38,310	209	18%	289	24%	278	23%	148	12%	119	10%	142	12%
828.00	$56,510	$41,055	$26,761	922	28%	1,042	32%	672	21%	253	8%	206	6%	183	6%
829.01	$56,025	$40,925	$25,934	1,215	29%	1,243	30%	903	22%	351	8%	234	6%	208	5%
832.03	$112,609	$82,211	$39,873	212	9%	447	19%	406	17%	397	16%	466	19%	486	20%
832.04	$89,810	$69,939	$34,309	588	8%	1,435	21%	1,359	19%	985	14%	1,194	17%	711	10%
Secondary TA	*$71,352*	*$53,911*	*$30,531*	*8,890*	*18%*	*14,500*	*29%*	*11,010*	*22%*	*6,165*	*12%*	*5,208*	*10%*	*3,494*	*7%*
Total TA	*$60,605*	*$44,259*	*$27,158*	*28,512*	*25%*	*34,883*	*31%*	*22,448*	*20%*	*10,934*	*10%*	*8,726*	*8%*	*5,811*	*5%*
Daytona Beach	$46,443	$32,238	$21,600	11,331	38%	9,466	32%	4,516	15%	1,843	6%	1,458	5%	975	3%
Daytona Beach Shores	$74,911	$53,655	$40,233	478	19%	718	28%	540	21%	348	14%	273	11%	211	8%
Holly Hill	$42,477	$34,251	$19,824	1,878	32%	2,168	37%	1,086	19%	375	6%	209	4%	80	1%
Ormond Beach	$74,882	$54,208	$32,397	3,228	19%	4,798	28%	3,699	21%	2,240	13%	2,009	12%	1,471	8%
Port Orange	$67,114	$51,998	$28,986	4,479	18%	7,261	30%	5,746	23%	2,969	12%	2,467	10%	1,571	6%
South Daytona	$50,288	$40,707	$22,468	1,487	25%	2,163	36%	1,328	22%	596	10%	240	4%	134	2%
Volusia County	$59,326	$45,451	$25,100	49,605	23%	68,129	32%	46,724	22%	23,058	11%	16,536	8%	9,921	5%

APPENDIX TABLE 6: POPULATION BY RACE AND EMPLOYMENT

Sector	% White	% African American	% Asian & Pac. Islander	% Hispanic Ethnicity	% College Educated	% White Collar Employee	% Mgt. or Farmer	% Bus. Or Finance	% Comp.	% Edu	% Healthcare	% Sales	% Admin. Support
804.00	95.8%	0.6%	1.4%	4.3%	45%	83%	12%	6%	1%	7%	15%	20%	9%
805.00	93.5%	1.4%	2.5%	6.9%	30%	60%	9%	2%	0%	7%	7%	15%	11%
806.00	75.6%	21.8%	0.6%	3.7%	19%	58%	9%	3%	0%	7%	5%	13%	15%
808.03	91.0%	5.2%	1.5%	4.0%	20%	62%	12%	4%	1%	5%	7%	13%	15%
808.04	91.1%	3.8%	2.7%	4.5%	20%	60%	9%	4%	0%	6%	5%	13%	16%
808.05	90.3%	4.6%	1.3%	7.0%	9%	51%	6%	1%	0%	1%	9%	17%	15%
809.00	77.4%	17.1%	1.4%	7.1%	11%	43%	4%	1%	1%	5%	6%	12%	11%
810.00	85.4%	8.9%	1.6%	8.9%	11%	49%	6%	2%	0%	3%	7%	13%	12%
811.00	93.2%	1.8%	2.0%	7.2%	28%	60%	8%	2%	0%	6%	5%	20%	9%
812.00	87.5%	5.4%	2.1%	7.0%	15%	44%	8%	2%	1%	2%	3%	11%	14%
813.00	88.9%	4.7%	3.5%	4.8%	26%	52%	14%	3%	1%	5%	5%	9%	8%
815.00	70.4%	23.0%	2.2%	6.7%	9%	34%	5%	0%	0%	0%	2%	12%	12%
816.00	25.7%	69.0%	0.9%	19.4%	10%	36%	4%	2%	1%	2%	4%	10%	8%
817.00	33.2%	62.9%	1.1%	11.7%	11%	47%	3%	2%	0%	6%	6%	11%	13%
818.00	21.2%	75.1%	0.4%	15.5%	19%	49%	5%	0%	1%	5%	6%	13%	11%
819.00	1.2%	97.8%	0.2%	96.3%	12%	37%	1%	0%	0%	5%	2%	13%	9%
820.00	22.6%	74.2%	0.4%	12.9%	18%	48%	4%	2%	0%	5%	1%	13%	14%
821.00	3.1%	95.3%	0.1%	48.3%	13%	31%	2%	0%	0%	4%	2%	8%	8%
822.01	61.0%	31.3%	1.9%	11.3%	16%	55%	8%	2%	0%	3%	3%	14%	19%
822.02	69.4%	24.3%	2.4%	8.7%	24%	75%	10%	5%	2%	7%	10%	16%	18%
823.01	57.2%	32.9%	4.1%	13.4%	32%	68%	9%	2%	2%	11%	8%	13%	13%
823.02	72.6%	12.5%	6.5%	13.1%	32%	66%	3%	0%	5%	14%	2%	12%	25%
823.03	63.2%	26.0%	5.3%	11.9%	19%	56%	7%	3%	1%	7%	3%	12%	17%
824.01	66.8%	26.5%	2.3%	9.9%	14%	49%	11%	3%	1%	3%	4%	12%	14%
824.04	82.4%	11.9%	2.3%	4.9%	14%	61%	8%	2%	0%	8%	9%	17%	15%
824.05	93.3%	3.6%	1.0%	4.3%	18%	58%	8%	3%	0%	6%	9%	11%	14%
824.06	94.9%	2.1%	1.1%	4.2%	17%	69%	10%	2%	1%	6%	5%	19%	20%
824.08	91.2%	5.6%	0.8%	4.4%	13%	57%	8%	3%	0%	4%	7%	15%	17%
824.09	83.8%	7.2%	4.9%	7.7%	32%	71%	10%	4%	1%	10%	8%	17%	16%
826.01	93.6%	1.2%	2.7%	3.2%	29%	65%	15%	3%	1%	2%	6%	19%	13%
826.02	97.2%	0.8%	0.9%	3.0%	33%	70%	19%	5%	0%	7%	8%	13%	10%
Primary TA	*72.7%*	*21.9%*	*2.0%*	*6.8%*	*21%*	*57%*	*8%*	*2%*	*1%*	*6%*	*6%*	*14%*	*14%*
801.00	97.1%	1.2%	0.7%	3.1%	31%	60%	9%	4%	2%	5%	9%	12%	13%
802.00	96.7%	0.4%	0.9%	3.8%	25%	67%	10%	5%	0%	6%	13%	16%	10%
803.00	95.2%	0.7%	1.0%	4.8%	23%	51%	5%	2%	2%	5%	9%	12%	10%
807.00	94.7%	1.0%	2.4%	2.8%	30%	70%	9%	4%	1%	7%	10%	17%	14%
808.01	93.2%	2.0%	2.5%	5.4%	39%	78%	15%	4%	3%	7%	13%	15%	11%
824.10	94.1%	2.4%	1.2%	4.8%	21%	59%	7%	2%	1%	7%	10%	11%	14%
825.01	95.1%	1.4%	1.1%	4.0%	10%	50%	6%	2%	1%	4%	5%	16%	13%
825.03	93.3%	2.5%	1.8%	5.4%	17%	57%	7%	3%	1%	6%	5%	12%	16%
825.05	94.2%	2.2%	1.6%	4.0%	25%	66%	11%	5%	1%	5%	7%	16%	14%
825.06	93.5%	2.5%	1.1%	4.2%	15%	56%	7%	4%	0%	5%	8%	12%	14%

APPENDIX TABLE 6: POPULATION BY RACE AND EMPLOYMENT

Sector	% White	% African American	% Asian & Pac. Islander	% Hispanic Ethnicity	% College Educated	% White Collar Employee	% Mgt. or Farmer	% Bus. Or Finance	% Comp.	% Edu	% Healthcare	% Sales	% Admin. Support
825.07	94.0%	2.4%	1.5%	4.7%	17%	62%	10%	4%	0%	5%	10%	18%	12%
827.01	96.2%	0.6%	0.5%	4.4%	39%	64%	13%	4%	1%	9%	8%	15%	9%
828.00	96.1%	1.0%	0.6%	3.2%	21%	57%	10%	3%	1%	6%	5%	17%	10%
829.01	75.9%	21.3%	0.6%	2.8%	22%	52%	8%	4%	1%	5%	5%	14%	11%
832.03	92.8%	2.5%	3.0%	2.6%	38%	71%	18%	4%	1%	4%	8%	16%	10%
832.04	85.6%	9.6%	1.8%	5.2%	26%	60%	10%	3%	1%	5%	8%	13%	13%
Secondary TA	*91.3%*	*4.9%*	*1.5%*	*4.2%*	*25%*	*62%*	*10%*	*4%*	*1%*	*5%*	*8%*	*14%*	*12%*
Total TA	*81.6%*	*13.8%*	*1.8%*	*5.4%*	*23%*	*59%*	*9%*	*3%*	*1%*	*5%*	*7%*	*14%*	*13%*
Daytona Beach	56.5%	37.1%	2.4%	9.5%	21%	55%	7%	2%	1%	6%	5%	14%	14%
Daytona Beach Shores	95.1%	1.0%	2.0%	2.8%	28%	67%	15%	3%	1%	4%	7%	17%	13%
Holly Hill	80.3%	14.1%	1.4%	7.7%	11%	45%	5%	1%	0%	4%	6%	13%	11%
Ormond Beach	91.9%	4.0%	2.0%	4.1%	31%	68%	12%	4%	1%	6%	9%	15%	12%
Port Orange	93.3%	2.5%	1.8%	4.5%	22%	61%	9%	4%	1%	5%	7%	15%	14%
South Daytona	83.7%	11.6%	1.7%	5.7%	16%	58%	9%	2%	1%	5%	7%	14%	15%
Volusia County	82.3%	11.2%	1.5%	12.4%	20%	58%	9%	3%	1%	6%	6%	13%	13%

APPENDIX TABLE 7: MAJOR SHOPPING CENTER COMPETITION - DAYTONA BEACH, FL

Map Code	Center Name	Center Address	Center City	Center RBA/GLA	Anchor Tenants	Anchor GLA (SF)	Apparel, Shoes & Acc.	Food & Rest.	Personal Services	Financial Services	Other Retail	Vacancies	Total Ancillary
Regional Shoppping Centers													
R1	Volusia Mall	1700 W Int'l. Speedway Blvd.	Daytona Beach	1,060,770	Dillard's JC Penney Macy's Sears	100,151 145,668 157,530 192,096	37	15	9	1	23	3	88
Lifestyle Shopping Centers													
L1	Trails Shopping Center	330 N Nova Rd	Ormond Beach	297,014	Publix Coldwater Creek	57,266 4,900	8	4	3	1	6	8	30
L2	Pavillion at Port Orange	Williamson & Dunlawton	Port Orange	525,000	Belks Hollywood Cinema 14 Marshalls/Home Goods	76,000 47,000 50,000	12	6 Still under development	4	0	7	10	39
Power & Community Shopping Centers													
C1	Volusia Square	2455 W Int'l. Speedway Blvd.	Daytona Beach	373,383	Home Depot Hobby Lobby HHGregg Toys'R Us	121,000 48,000 32,000 31,000	4	2	5	2	5	2	20
C2	International Speeway Square	2500 International Speedway	Daytona Beach	258,189	Bed Bath & Beyond Dick's Sporting Goods Stein Mart	43,900 U/C 32,000	4	2	1	1	6	3	17
C3	Volusia Marketplace	2400 International Speedway	Daytona Beach	145,000	Ashley Furniture World Market	63,000 21,000	0	2	0	1	3	0	6
C4	Best Buy Plaza	1900 W Int'l. Speedway Blvd.	Daytona Beach	246,735	Best Buy American Signature Furn. Barnes & Noble	55,000 68,000 26,000	0	0	0	1	3	1	5
C5	Daytona Plaza	1300-1388 W Int'l. Speedway Blvd.	Daytona Beach	141,253	Kmart	116,907	1	2	1	1	0	2	7
C6	Daytona Center	Nova & Int'l. Speedway	Daytona beach	326,000	Burlington Coat Factory Save-A-Lot	83,000 15,000	0	2	2	1	6	8	19
C7	Ormond Towne Square	I-95 & SR 40	Ormond Beach	234,045	Beall's Publix Ross Dress for Less	91,266 47,814 29,963	0	6	4	3	8	4	25
C8	Bellair Plaza	2500 N Atlantic Ave	Daytona Beach	346,250	Beall's Beall's Outlet Publix	40,000 21,190 44,270	3	9	4	1	3	9	29
C9	Ocean Walk Village	Atlantic Ave & Ora St	Daytona Beach		Ocean Walk Cinema 10	N/A	2	9	0	0	1	9	21

APPENDIX TABLE 7: MAJOR SHOPPING CENTER COMPETITION - DAYTONA BEACH, FL

Map Code	Center Name	Center Address	Center City	Center RBA/GLA	Anchor Tenants	Anchor GLA (SF)	Apparel, Shoes & Acc.	Food & Rest.	Personal Services	Financial Services	Other Retail	Vacancies	Total Ancillary
Neighborhood Shopping Centers													
N1	Speedway Village	2254-2296 Int'l. Speedway	Daytona Beach	56,000	Vitamin Shoppe	4,500	0	2	3	1	1	0	7
N2	UnNamed Center	2200 W Intl Speedway Blvd	Daytona Beach	60,294	Haynes Bros. Furniture	18,000	0	3	0	0	1	0	4
N3	Volusia Plaza	1800 Inter Speedway Blvd	Daytona Beach	75,000	Marshall's	27,000	2	5	3	0	2	3	15
N4	Holly Hill Plaza	800-898 N Nova Rd	Daytona Beach	248,840	Ross Dress For Less Aldi	30,000 14,000	4	2	4	0	5	3	18
N5	Masonova Plaza	1015-1069 Mason Ave	Daytona Beach	158,000	Mason Storage	34,941	0	0	2	0	3	4	9
N6	Daytona Promenade	1415-1565 S Nova Rd	Daytona Beach	151,430	Planet Fitness	20,000	0	1	3	1	2	5	12
N7	The Shoppes At Beville Road	1401-1500 Beville Rd	Daytona Beach	105,050	Publix	38,500	2	6	4	1	5	2	20
N8	Nova Village	1124 Beville Rd	Daytona Beach	90,071	Office Depot	18,500	0	3	0	0	1	0	4
N9	Big Tree Plaza	2051 S Ridgewood Ave	Daytona Beach	59,370	Ace Hardware	16,000	0	1	2	1	2	5	11
N10	Unnamed SC	2400 S Ridgewood Ave	South Daytona	338,562	Publix West Marine Daytona Ice Rink	69,000 14,500 N/A	2	1	4	2	4	4	17
N11	Dunlawton Square	3821 S Nova Rd	Port Orange	221,298	Publix Vacant	58,000 84,500	0	6	5	2	6	1	20
N12	Park Place Plaza	3761-3781 S Nova Rd	Port Orange	87,341	Ross Dress for Less Bealls	32,000 18,000	1	5	8	2	4	3	23
N13	Unnamed SC	3818-3860 S Nova Rd	Port Orange	134,082	Big Lots	32,836	0	3	2	1	4	2	12
N14	Holly Hill Shopping Center	1523-1595 N Nova Rd	Holly Hill	129,827	Winn Dixie Goodwill	43,000 13,000	0	4	4	3	2	3	16
N15	Shoppes of Holly Hill	1609 Nova Rd	Holly Hill	56,000	Vacant	32,000	0	1	2	2	2	3	10
N16	Publix In Holly Hill	1850 Ridgewood Ave	Holly Hill	57,771	Publix	45,570	0	2	1	1	0	1	5
N17	Rivergate Village	120-160 S Nova Rd	Ormond Beach	76,370	Big Lots	22,000	0	5	4	2	0	3	14
N18	Winn Dixie Center	Granada & Orchard	Ormond Beach	67,000	Winn Dixie	46,500	0	4	1	1	2	0	8
N19	Granada Plaza	205-247 E Granada Blvd	Ormond Beach	117,550	Walgreens TGI Fridays	18,300 7,500	1	6	3	2	5	1	18
N20	Winn-Dixie Plaza	2136 S Atlantic Ave	Daytona Beach Shores	51,046	Winn-Dixie	28,896	0	0	2	1	1	3	7
N21	Publix Center	Atlantic & Bellmeade	Daytona Beach Shores	46,950	Publix	36,500	0	0	0	0	1	0	1

APPENDIX TABLE 8: Business-Facts: WORKPLACE & EMPLOYMENT SUMMARY 2009

Business Description	5 Minute Drive Time			10 Minute Drive Time		
	Total Establishment	Total Employees	Percent To Total	Total Establishment	Total Employees	Percent To Total
Industries (All)	2,794	28,004		5,840	66,136	
Industries (Private Sector)	2,403	21,949	78%	5,205	54,867	83%
Industries (Government and Non-Profit)*	391	6,055	22%	635	11,269	17%
Agriculture (All)	57	232	1%	119	486	1%
Mining (All)	0	0	0%	0	0	0%
Construction (All)	216	1,507	5%	490	3,228	5%
Manufacturing (All)	92	729	3%	242	3,642	6%
Transportation, Communications/Public Utilities	94	1,210	4%	210	2,505	4%
Wholesale Trade (All)	108	907	3%	249	2,297	3%
Retail (All Retail)	579	4,873	17%	1,381	16,809	25%
Building Matls and Garden Supply	41	283	1%	93	741	1%
General Merchandise Stores	12	261	1%	40	2,199	3%
Food Stores	44	208	1%	112	1,386	2%
Auto Dealers and Gas Stations	89	784	3%	179	2,905	4%
Apparel and Accessory Stores	36	167	1%	107	831	1%
Home Furniture, Furnishings and Equipment	37	153	1%	132	1,136	2%
Eating and Drinking Places	164	2,243	8%	349	5,297	8%
Miscellaneous Retail Stores	156	774	3%	369	2,314	3%
Finance (All)	237	1,304	5%	474	2,935	4%
Bank, Savings and Lending Institutions	40	237	1%	84	552	1%
Security and Commodity Brokers	15	38	0%	32	98	0%
Insurance Carriers and Agencies	42	314	1%	86	903	1%
Real Estate	138	711	3%	268	1,371	2%
Trusts, Holdings and Other Investments	2	4	0%	4	11	0%
Service (All)	1,246	14,372	51%	2,454	30,601	46%
Hotel and Other Lodging	67	2,126	8%	142	4,252	6%
Personal Services	294	1,110	4%	654	2,775	4%
Business Services	242	1,543	6%	464	4,153	6%
Motion Picture and Amusement	63	578	2%	131	1,580	2%
Health Services	127	4,698	17%	330	8,777	13%
Legal Services	149	802	3%	177	894	1%
Educational Services	34	1,421	5%	78	4,127	6%
Social Services	82	1,129	4%	139	2,173	3%
Misc, Membership Orgs and Nonclassified	188	965	3%	339	1,870	3%
Public Administration (All)	165	2,870	10%	221	3,633	5%
CY Population	26,891			92,482		
CY Residential Pop per Business	10			16		
CY Households	12,016			40,997		
CY HHs per Businesses	4			7		

APPENDIX TABLE 9: PRIMARY TAPESTRY LIFESTYLES - DAYTONA BEACH, FL

Sector	Exurbanites		Silver & Gold		Cozy & Comfortable		Rustbelt Retirees		Retirement Communities		Midlife Junction		Old and Newcomers		Senior Sunseekers		College Towns		Simple Living	
804.00	0	0%	1,404	81%	0	0%	0	0%	340	19%	0	0%	0	0%	0	0%	0	0%	0	0%
805.00	0	0%	0	0%	0	0%	0	0%	784	62%	489	38%	0	0%	0	0%	0	0%	0	0%
806.00	0	0%	0	0%	0	0%	625	36%	0	0%	869	50%	0	0%	0	0%	0	0%	230	13%
808.03	0	0%	0	0%	316	14%	0	0%	0	0%	1,962	86%	0	0%	0	0%	0	0%	0	0%
808.04	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	3,146	100%	0	0%	0	0%
808.05	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	879	34%	0	0%	0	0%
809.00	0	0%	0	0%	0	0%	0	0%	0	0%	802	22%	0	0%	0	0%	0	0%	0	0%
810.00	0	0%	0	0%	0	0%	0	0%	0	0%	512	23%	0	0%	0	0%	0	0%	1,265	58%
811.00	0	0%	0	0%	0	0%	0	0%	780	31%	717	29%	0	0%	676	27%	0	0%	0	0%
812.00	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2,253	88%	0	0%	293	12%	0	0%
813.00	0	0%	0	0%	0	0%	0	0%	441	34%	0	0%	873	66%	0	0%	0	0%	0	0%
815.00	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	257	23%
816.00	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
817.00	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
818.00	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
819.00	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
820.00	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
821.00	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
822.01	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	327	14%
822.02	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
823.01	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1,241	41%	0	0%	1,762	59%	0	0%
823.02	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
823.03	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	685	37%	0	0%	1,151	63%	0	0%
824.01	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	711	40%	0	0%	0	0%	0	0%
824.04	0	0%	0	0%	0	0%	0	0%	0	0%	1,285	100%	0	0%	0	0%	0	0%	0	0%
824.05	0	0%	0	0%	0	0%	343	17%	0	0%	632	32%	0	0%	647	33%	0	0%	0	0%
824.06	0	0%	0	0%	1,085	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
824.08	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	3,128	100%	0	0%	0	0%
824.09	0	0%	2,394	53%	0	0%	0	0%	0	0%	0	0%	2,135	47%	0	0%	0	0%	0	0%
826.01	0	0%	2,045	59%	0	0%	0	0%	1,056	31%	0	0%	0	0%	0	0%	0	0%	0	0%
826.02	0	0%	2,261	81%	0	0%	0	0%	520	19%	0	0%	0	0%	0	0%	0	0%	0	0%
Primary TA	*0*	*0%*	*7,896*	*13%*	*1,385*	*2%*	*1,013*	*2%*	*3,901*	*6%*	*7,268*	*12%*	*7,843*	*13%*	*8,476*	*14%*	*3,206*	*5%*	*2,062*	*3%*
801.00	0	0%	3,044	76%	0	0%	0	0%	0	0%	0	0%	0	0%	942	24%	0	0%	0	0%
802.00	0	0%	2,333	76%	0	0%	0	0%	0	0%	0	0%	0	0%	750	24%	0	0%	0	0%
803.00	0	0%	0	0%	0	0%	509	27%	0	0%	679	35%	0	0%	725	38%	0	0%	0	0%
807.00	0	0%	0	0%	0	0%	550	27%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
808.01	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	767	23%	0	0%	0	0%	0	0%
824.10	0	0%	0	0%	0	0%	0	0%	0	0%	1,570	65%	0	0%	0	0%	0	0%	0	0%
825.01	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2,588	79%	0	0%	434	13%
825.03	0	0%	0	0%	0	0%	0	0%	0	0%	2,355	83%	0	0%	497	17%	0	0%	0	0%
825.05	2,166	62%	0	0%	1,354	38%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
825.06	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	903	37%	1,513	63%	0	0%	0	0%
825.07	0	0%	0	0%	0	0%	0	0%	1,012	33%	0	0%	0	0%	0	0%	0	0%	0	0%
827.01	0	0%	1,185	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
828.00	0	0%	580	18%	0	0%	470	14%	0	0%	0	0%	0	0%	409	12%	0	0%	526	16%
829.01	0	0%	970	23%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	951	23%
832.03	2,414	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
832.04	0	0%	7,127	68%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Secondary TA	*4,580*	*9%*	*15,239*	*28%*	*1,354*	*3%*	*1,529*	*3%*	*1,012*	*2%*	*4,604*	*9%*	*1,670*	*3%*	*7,424*	*14%*	*0*	*0%*	*1,911*	*4%*
Total TA	*4,580*	*4%*	*23,343*	*20%*	*2,755*	*2%*	*2,497*	*2%*	*4,933*	*4%*	*11,872*	*10%*	*9,568*	*8%*	*15,900*	*14%*	*3,206*	*3%*	*3,990*	*3%*
Daytona Beach	0	0%	2,183	7%	0	0%	0	0%	1,525	5%	717	2%	6,501	22%	1,832	6%	3,206	11%	584	2%
Daytona Beach Shores	0	0%	1,851	72%	0	0%	0	0%	682	27%	0	0%	0	0%	0	0%	0	0%	0	0%
Holly Hill	0	0%	0	0%	18	0%	0	0%	0	0%	1,327	23%	0	0%	0	0%	0	0%	1,237	21%
Ormond Beach	1,893	11%	1,844	11%	286	2%	1,092	6%	1,124	6%	3,169	18%	767	4%	3,163	18%	0	0%	135	1%
Port Orange	2,141	9%	5,628	23%	1,509	6%	0	0%	1,227	5%	3,925	16%	1,589	6%	5,261	21%	0	0%	434	2%
South Daytona	0	0%	0	0%	860	14%	343	6%	0	0%	1,917	32%	711	12%	712	12%	0	0%	0	0%
Volusia County	6,022	3%	28,884	13%	13,087	6%	14,753	7%	7,083	3%	20,066	9%	11,222	5%	26,572	12%	3,206	1%	5,860	3%

APPENDIX TABLE 10A: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	%	*Radius 2*	%	*Radius 3*	%	*Radius 2*	%	*Polygon 1*	%
Population										
2015 Projection	10,750		62,598		124,535		232,247		959	
2010 Estimate	10,852		61,841		120,805		222,794		952	
2000 Census	11,313		61,754		115,748		205,432		945	
1990 Census	12,256		61,116		109,415		185,814		1,017	
Annual Growth 2010-2015	-0.19%		0.24%		0.62%		0.85%		0.15%	
Annual Growth 2000-2010	-0.41%		0.01%		0.44%		0.85%		0.07%	
Annual Growth 1990-2000	-0.77%		0.10%		0.58%		1.06%		-0.71%	
2010 Est. Pop by Single Race Class	10,852		61,841		120,805		222,794		952	
White Alone	5,615	51.74	35,035	56.65	85,080	70.43	179,944	80.77	591	62.08
Black or African American Alone	4,633	42.69	22,598	36.54	28,144	23.30	31,146	13.98	306	32.14
Amer. Indian and Alaska Native Alone	43	0.40	245	0.40	439	0.36	759	0.34	3	0.32
Asian Alone	192	1.77	1,408	2.28	2,718	2.25	4,435	1.99	20	2.10
Native Hawaiian and Other Pac. Isl. Alone	7	0.06	33	0.05	53	0.04	76	0.03	0	0.00
Some Other Race Alone	109	1.00	947	1.53	1,524	1.26	2,198	0.99	9	0.95
Two or More Races	254	2.34	1,575	2.55	2,846	2.36	4,236	1.90	22	2.31
2010 Est. Pop Hisp or Latino by Origin	10,852		61,841		120,805		222,794		952	
Not Hispanic or Latino	10,354	95.41	58,658	94.85	114,785	95.02	213,025	95.62	891	93.59
Hispanic or Latino:	498	4.59	3,183	5.15	6,020	4.98	9,769	4.38	61	6.41
Mexican	57	11.45	307	9.64	517	8.59	753	7.71	9	14.75
Puerto Rican	180	36.14	1,205	37.86	2,178	36.18	3,508	35.91	23	37.70
Cuban	57	11.45	392	12.32	775	12.87	1,388	14.21	3	4.92
All Other Hispanic or Latino	203	40.76	1,278	40.15	2,549	42.34	4,120	42.17	27	44.26
2010 Est. Hisp or Latino by Single Race Class	498		3,183		6,020		9,769		61	
White Alone	312	62.65	1,786	56.11	3,720	61.79	6,577	67.33	49	80.33
Black or African American Alone	66	13.25	273	8.58	420	6.98	497	5.09	5	8.20
American Indian and Alaska Native Alone	3	0.60	30	0.94	47	0.78	55	0.56	0	0.00
Asian Alone	2	0.40	23	0.72	36	0.60	49	0.50	0	0.00
Native Hawaiian and Other Pacific Islander Alo	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Some Other Race Alone	88	17.67	840	26.39	1,358	22.56	1,947	19.93	5	8.20
Two or More Races	28	5.62	232	7.29	438	7.28	644	6.59	2	3.28

APPENDIX TABLE 10B: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	%	*Radius 2*	%	*Radius 3*	%	*Radius 2*	%	*Polygon 1*	%
2010 Est. Pop. Asian Alone Race by Cat	192		1,408		2,718		4,435		20	
Chinese, except Taiwanese	25	13.02	185	13.14	349	12.84	627	14.14	4	20.00
Filipino	14	7.29	174	12.36	327	12.03	614	13.84	3	15.00
Japanese	3	1.56	80	5.68	176	6.48	267	6.02	0	0.00
Asian Indian	96	50.00	529	37.57	982	36.13	1,539	34.70	6	30.00
Korean	33	17.19	206	14.63	397	14.61	572	12.90	4	20.00
Vietnamese	11	5.73	110	7.81	236	8.68	357	8.05	2	10.00
Cambodian	0	0.00	2	0.14	4	0.15	9	0.20	0	0.00
Hmong	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Laotian	0	0.00	2	0.14	10	0.37	19	0.43	0	0.00
Thai	5	2.60	23	1.63	37	1.36	70	1.58	0	0.00
All Other Asian Races Including 2+ Category	4	2.08	97	6.89	198	7.28	361	8.14	0	0.00
2010 Est. Population by Ancestry	10,852		61,841		120,805		222,794		952	
Pop, Arab	117	1.08	701	1.13	1,709	1.41	2,782	1.25	0	0.00
Pop, Czech	37	0.34	135	0.22	286	0.24	497	0.22	1	0.11
Pop, Danish	10	0.09	107	0.17	227	0.19	412	0.18	0	0.00
Pop, Dutch	36	0.33	318	0.51	903	0.75	1,836	0.82	4	0.42
Pop, English	422	3.89	3,325	5.38	8,568	7.09	18,723	8.40	32	3.36
Pop, French (except Basque)	185	1.70	1,241	2.01	2,791	2.31	5,476	2.46	24	2.52
Pop, French Canadian	39	0.36	248	0.40	651	0.54	1,520	0.68	1	0.11
Pop, German	716	6.60	4,668	7.55	11,367	9.41	24,294	10.90	45	4.73
Pop, Greek	61	0.56	428	0.69	973	0.81	2,000	0.90	0	0.00
Pop, Hungarian	15	0.14	189	0.31	482	0.40	1,045	0.47	0	0.00
Pop, Irish	610	5.62	4,215	6.82	10,153	8.40	20,824	9.35	46	4.83
Pop, Italian	429	3.95	3,059	4.95	7,491	6.20	16,897	7.58	48	5.04
Pop, Lithuanian	17	0.16	121	0.20	314	0.26	666	0.30	0	0.00
Pop, United States or American	367	3.38	2,707	4.38	6,773	5.61	13,775	6.18	61	6.41
Pop, Norwegian	43	0.40	274	0.44	637	0.53	1,294	0.58	2	0.21
Pop, Polish	177	1.63	1,135	1.84	2,916	2.41	6,275	2.82	21	2.21
Pop, Portuguese	15	0.14	232	0.38	508	0.42	1,128	0.51	3	0.32
Pop, Russian	41	0.38	341	0.55	633	0.52	1,675	0.75	1	0.11
Pop, Scottish	98	0.90	731	1.18	1,622	1.34	3,624	1.63	5	0.53
Pop, Scotch-Irish	52	0.48	452	0.73	1,057	0.87	2,573	1.15	8	0.84
Pop, Slovak	2	0.02	13	0.02	81	0.07	243	0.11	0	0.00
Pop, Subsaharan African	38	0.35	289	0.47	403	0.33	551	0.25	2	0.21
Pop, Swedish	85	0.78	404	0.65	924	0.76	1,910	0.86	4	0.42
Pop, Swiss	13	0.12	64	0.10	136	0.11	260	0.12	0	0.00
Pop, Ukrainian	30	0.28	171	0.28	364	0.30	857	0.38	6	0.63
Pop, Welsh	15	0.14	78	0.13	244	0.20	707	0.32	2	0.21
Pop, West Indian (exc Hisp groups)	138	1.27	835	1.35	1,241	1.03	1,604	0.72	23	2.42
Pop, Other ancestries	5,432	50.06	26,781	43.31	40,293	33.35	57,581	25.84	449	47.16

APPENDIX TABLE 10C: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	%	*Radius 2*	%	*Radius 3*	%	*Radius 2*	%	*Polygon 1*	%
2010 Est. Population by Ancestry										
Pop, Ancestry Unclassified	1,614	14.87	8,579	13.87	17,058	14.12	31,766	14.26	166	17.44
2010 Est. Pop Age 5+ by Language Spoken At Home	10,337		58,341		114,600		212,077		921	
Speak Only English at Home	9,151	88.53	51,789	88.77	101,919	88.93	191,057	90.09	840	91.21
Speak Asian/Pac. Isl. Lang. at Home	72	0.70	556	0.95	1,006	0.88	1,665	0.79	0	0.00
Speak IndoEuropean Language at Home	471	4.56	2,376	4.07	4,489	3.92	8,339	3.93	28	3.04
Speak Spanish at Home	503	4.87	2,888	4.95	5,643	4.92	8,876	4.19	35	3.80
Speak Other Language at Home	141	1.36	732	1.25	1,542	1.35	2,140	1.01	19	2.06
2010 Est. Population by Sex	10,852		61,841		120,805		222,794		952	
Male	5,517	50.84	31,053	50.21	59,815	49.51	109,763	49.27	471	49.47
Female	5,335	49.16	30,788	49.79	60,989	50.49	113,031	50.73	481	50.53
2010 Est. Population by Age	10,852		61,841		120,805		222,794		952	
Age 0 - 4	515	4.75	3,500	5.66	6,204	5.14	10,717	4.81	31	3.26
Age 5 - 9	499	4.60	3,390	5.48	6,088	5.04	10,615	4.76	31	3.26
Age 10 - 14	503	4.64	3,396	5.49	6,134	5.08	10,816	4.85	33	3.47
Age 15 - 17	253	2.33	1,849	2.99	3,445	2.85	7,190	3.23	23	2.42
Age 18 - 20	1,127	10.39	4,027	6.51	6,120	5.07	9,198	4.13	105	11.03
Age 21 - 24	701	6.46	3,689	5.97	6,150	5.09	10,487	4.71	56	5.88
Age 25 - 34	1,532	14.12	9,138	14.78	16,672	13.80	27,846	12.50	117	12.29
Age 35 - 44	1,453	13.39	8,390	13.57	15,680	12.98	26,741	12.00	118	12.39
Age 45 - 54	1,443	13.30	8,030	12.98	15,243	12.62	29,933	13.44	120	12.61
Age 55 - 64	1,049	9.67	6,436	10.41	13,763	11.39	28,562	12.82	79	8.30
Age 65 - 74	680	6.27	4,365	7.06	11,419	9.45	23,741	10.66	60	6.30
Age 75 - 84	674	6.21	3,591	5.81	9,299	7.70	18,424	8.27	94	9.87
Age 85 and over	422	3.89	2,041	3.30	4,586	3.80	8,525	3.83	84	8.82
Age 16 and over	9,262	85.35	50,933	82.36	101,235	83.80	188,211	84.48	850	89.29
Age 18 and over	9,082	83.69	49,706	80.38	98,933	81.89	183,456	82.34	834	87.61
Age 21 and over	7,955	73.30	45,679	73.87	92,813	76.83	174,258	78.21	729	76.58
Age 65 and over	1,776	16.37	9,996	16.16	25,304	20.95	50,690	22.75	238	25.00
2010 Est. Median Age	37.04		37.30		41.12		44.17		41.72	
2010 Est. Average Age	39.80		39.50		42.40		43.90		44.80	

APPENDIX TABLE 10D: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	%	*Radius 2*	%	*Radius 3*	%	*Radius 2*	%	*Polygon 1*	%
2010 Est. Male Population by Age	5,517		31,053		59,815		109,763		471	
Age 0 - 4	271	4.91	1,825	5.88	3,202	5.35	5,495	5.01	15	3.18
Age 5 - 9	258	4.68	1,734	5.58	3,119	5.21	5,442	4.96	17	3.61
Age 10 - 14	255	4.62	1,742	5.61	3,164	5.29	5,527	5.04	17	3.61
Age 15 - 17	130	2.36	971	3.13	1,787	2.99	3,737	3.40	14	2.97
Age 18 - 20	562	10.19	2,369	7.63	3,612	6.04	5,254	4.79	55	11.68
Age 21 - 24	395	7.16	2,087	6.72	3,476	5.81	5,762	5.25	34	7.22
Age 25 - 34	788	14.28	4,681	15.07	8,676	14.50	14,788	13.47	61	12.95
Age 35 - 44	778	14.10	4,341	13.98	8,073	13.50	13,812	12.58	68	14.44
Age 45 - 54	820	14.86	4,134	13.31	7,693	12.86	14,817	13.50	74	15.71
Age 55 - 64	574	10.40	3,148	10.14	6,429	10.75	13,405	12.21	48	10.19
Age 65 - 74	331	6.00	1,951	6.28	5,069	8.47	10,680	9.73	29	6.16
Age 75 - 84	235	4.26	1,397	4.50	3,892	6.51	7,893	7.19	20	4.25
Age 85 and over	121	2.19	672	2.16	1,625	2.72	3,153	2.87	19	4.03
2010 Est. Median Age, Male	36.29		35.27		38.56		41.43		38.33	
2010 Est. Average Age, Male	38.20		37.50		40.30		42.00		40.20	
2010 Est. Female Population by Age	5,335		30,788		60,989		113,031		481	
Age 0 - 4	244	4.57	1,675	5.44	3,002	4.92	5,222	4.62	16	3.33
Age 5 - 9	241	4.52	1,656	5.38	2,969	4.87	5,173	4.58	14	2.91
Age 10 - 14	248	4.65	1,654	5.37	2,970	4.87	5,290	4.68	16	3.33
Age 15 - 17	123	2.31	878	2.85	1,658	2.72	3,453	3.05	9	1.87
Age 18 - 20	566	10.61	1,658	5.39	2,508	4.11	3,944	3.49	50	10.40
Age 21 - 24	306	5.74	1,602	5.20	2,675	4.39	4,725	4.18	22	4.57
Age 25 - 34	744	13.95	4,457	14.48	7,996	13.11	13,058	11.55	56	11.64
Age 35 - 44	676	12.67	4,049	13.15	7,607	12.47	12,930	11.44	50	10.40
Age 45 - 54	623	11.68	3,896	12.65	7,551	12.38	15,116	13.37	46	9.56
Age 55 - 64	475	8.90	3,288	10.68	7,333	12.02	15,157	13.41	31	6.44
Age 65 - 74	349	6.54	2,413	7.84	6,350	10.41	13,061	11.56	31	6.44
Age 75 - 84	439	8.23	2,193	7.12	5,407	8.87	10,531	9.32	75	15.59
Age 85 and over	302	5.66	1,369	4.45	2,962	4.86	5,372	4.75	65	13.51
2010 Est. Median Age, Female	37.90		39.48		43.83		46.80		46.70	
2010 Est. Average Age, Female	41.40		41.40		44.40		45.70		49.40	

APPENDIX TABLE 10E: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	%	*Radius 2*	%	*Radius 3*	%	*Radius 2*	%	*Polygon 1*	%
2010 Est. Pop Age 15+ by Marital Status	9,335		51,555		102,378		190,646		857	
Total, Never Married	4,068	43.58	21,439	41.58	35,908	35.07	56,792	29.79	335	39.09
Males, Never Married	2,266	24.27	12,208	23.68	20,434	19.96	32,857	17.23	171	19.95
Females, Never Married	1,803	19.31	9,231	17.91	15,474	15.11	23,935	12.55	164	19.14
Married, Spouse present	1,885	20.19	14,205	27.55	36,380	35.53	81,429	42.71	129	15.05
Married, Spouse absent	939	10.06	3,349	6.50	5,286	5.16	8,521	4.47	96	11.20
Widowed	915	9.80	4,767	9.25	10,035	9.80	18,598	9.76	133	15.52
Males Widowed	221	2.37	1,088	2.11	2,239	2.19	4,135	2.17	18	2.10
Females Widowed	694	7.43	3,679	7.14	7,796	7.61	14,463	7.59	115	13.42
Divorced	1,528	16.37	7,795	15.12	14,769	14.43	25,306	13.27	163	19.02
Males Divorced	735	7.87	3,571	6.93	6,532	6.38	11,154	5.85	96	11.20
Females Divorced	793	8.49	4,225	8.20	8,237	8.05	14,151	7.42	67	7.82
2010 Est. Pop. Age 25+ by Edu. Attainment	7,254		41,990		86,662		163,771		673	
Less than 9th grade	406	5.60	1,848	4.40	3,064	3.54	4,613	2.82	43	6.39
Some High School, no diploma	969	13.36	4,676	11.14	8,443	9.74	14,023	8.56	94	13.97
High School Graduate (or GED)	2,275	31.36	13,790	32.84	28,427	32.80	52,065	31.79	263	39.08
Some College, no degree	1,715	23.64	10,364	24.68	21,173	24.43	39,680	24.23	144	21.40
Associate Degree	546	7.53	3,683	8.77	7,966	9.19	15,170	9.26	19	2.82
Bachelor's Degree	860	11.86	5,254	12.51	11,978	13.82	25,361	15.49	78	11.59
Master's Degree	329	4.54	1,681	4.00	4,015	4.63	8,964	5.47	31	4.61
Professional School Degree	52	0.72	439	1.05	1,050	1.21	2,542	1.55	0	0.00
Doctorate Degree	102	1.41	254	0.60	548	0.63	1,352	0.83	1	0.15
2010 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	341		1,875		3,599		5,947		46	
Less than 9th grade	6	1.76	103	5.49	245	6.81	329	5.53	1	2.17
Some High School, no diploma	45	13.20	237	12.64	419	11.64	799	13.44	6	13.04
High School Graduate (or GED)	122	35.78	522	27.84	896	24.90	1,414	23.78	10	21.74
Some College, no degree	95	27.86	433	23.09	826	22.95	1,407	23.66	22	47.83
Associate Degree	39	11.44	287	15.31	496	13.78	799	13.44	3	6.52
Bachelor's Degree	16	4.69	189	10.08	497	13.81	774	13.01	2	4.35
Graduate or Professional Degree	18	5.28	104	5.55	219	6.09	424	7.13	2	4.35

APPENDIX TABLE 10F: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	%	*Radius 2*	%	*Radius 3*	%	*Radius 2*	%	*Polygon 1*	%
Households										
2015 Projection	4,810		27,332		55,859		101,602		469	
2010 Estimate	4,857		26,987		54,085		97,303		467	
2000 Census	5,105		27,070		51,855		89,905		474	
1990 Census	5,320		26,629		48,426		80,361		488	
Growth 2010-2015	-0.97%		1.28%		3.28%		4.42%		0.43%	
Growth 2000-2010	-4.86%		-0.31%		4.30%		8.23%		-1.48%	
Growth 1990-2000	-4.04%		1.66%		7.08%		11.88%		-2.87%	
2010 Est. Households by Household Type	4,857		26,987		54,085		97,303		467	
Family Households	1,742	35.87	13,076	48.45	28,698	53.06	57,798	59.40	116	24.84
Nonfamily Households	3,115	64.13	13,912	51.55	25,387	46.94	39,505	40.60	351	75.16
2010 Est. Group Quarters Population	1,748		4,188		5,863		9,459		199	
2010 HHs by Ethnicity, Hispanic/Latino	217	4.47	1,166	4.32	2,154	3.98	3,339	3.43	30	6.42
2010 Est. HHs by HH Income	4,857		26,987		54,085		97,303		467	
Income Less than $15,000	1,807	37.20	6,737	24.96	10,628	19.65	14,230	14.62	222	47.54
Income $15,000 - $24,999	907	18.67	4,756	17.62	8,759	16.19	13,291	13.66	90	19.27
Income $25,000 - $34,999	579	11.92	4,266	15.81	8,466	15.65	13,512	13.89	47	10.06
Income $35,000 - $49,999	638	13.14	4,140	15.34	9,382	17.35	16,471	16.93	55	11.78
Income $50,000 - $74,999	513	10.56	3,851	14.27	8,958	16.56	17,989	18.49	27	5.78
Income $75,000 - $99,999	157	3.23	1,519	5.63	3,710	6.86	9,021	9.27	12	2.57
Income $100,000 - $124,999	103	2.12	721	2.67	1,858	3.44	5,315	5.46	5	1.07
Income $125,000 - $149,999	66	1.36	321	1.19	774	1.43	2,400	2.47	2	0.43
Income $150,000 - $199,999	46	0.95	300	1.11	720	1.33	2,331	2.40	4	0.86
Income $200,000 - $499,999	38	0.78	318	1.18	709	1.31	2,289	2.35	3	0.64
Income $500,000 and more	3	0.06	60	0.22	123	0.23	454	0.47	0	0.00
2010 Est. Average Household Income	$33,387		$41,503		$46,199		$57,945		$26,767	
2010 Est. Median Household Income	$21,850		$29,692		$34,043		$41,938		$16,319	
2010 Est. Per Capita Income	$15,727		$18,578		$21,119		$25,710		$13,919	

APPENDIX TABLE 10G: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Radius 2	%	Polygon 1	%
2010 Median HH Inc by Single Race Class. or Ethn										
White Alone	22,829		32,212		36,777		44,320		17,628	
Black or African American Alone	18,728		24,521		25,339		26,279		11,939	
American Indian and Alaska Native Alone	45,000		42,500		40,690		46,489		100,000	
Asian Alone	35,438		32,692		29,503		36,178		12,188	
Native Hawaiian and Other Pacific Islander Alo	20,000		25,000		30,000		42,500		0	
Some Other Race Alone	26,875		23,362		24,817		29,936		10,000	
Two or More Races	19,592		22,147		26,680		34,272		13,125	
Hispanic or Latino	17,258		27,300		31,968		36,765		10,109	
Not Hispanic or Latino	22,013		29,818		34,132		42,145		17,056	
2010 Est. Family HH Type, Presence Own Children	1,742		13,076		28,698		57,798		116	
Married-Couple Family, own children	251	14.41	2,352	17.99	5,314	18.52	12,522	21.67	19	16.38
Married-Couple Family, no own children	665	38.17	5,297	40.51	14,051	48.96	30,919	53.49	50	43.10
Male Householder, own children	96	5.51	607	4.64	1,116	3.89	1,838	3.18	11	9.48
Male Householder, no own children	102	5.86	615	4.70	1,107	3.86	1,760	3.05	4	3.45
Female Householder, own children	389	22.33	2,422	18.52	3,948	13.76	5,796	10.03	23	19.83
Female Householder, no own children	239	13.72	1,783	13.64	3,161	11.01	4,963	8.59	9	7.76
2010 Est. Households by Household Size	4,857		26,987		54,085		97,303		467	
1-person household	2,505	51.58	10,421	38.61	19,240	35.57	30,557	31.40	299	64.03
2-person household	1,365	28.10	9,035	33.48	20,399	37.72	39,266	40.35	106	22.70
3-person household	472	9.72	3,660	13.56	7,346	13.58	13,511	13.89	32	6.85
4-person household	296	6.09	2,241	8.30	4,323	7.99	8,813	9.06	18	3.85
5-person household	126	2.59	1,015	3.76	1,764	3.26	3,429	3.52	9	1.93
6-person household	51	1.05	364	1.35	630	1.16	1,164	1.20	2	0.43
7 or more person household	43	0.89	251	0.93	384	0.71	562	0.58	2	0.43
2010 Est. Average Household Size	1.87		2.14		2.13		2.19		1.61	

APPENDIX TABLE 10H: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*	*Radius 2*	*%*	*Polygon 1*	*%*
2010 Est. Households by Presence of People	4,857		26,987		54,085		97,303		467	
Households with 1 or more People under Age 1	795	16.37	5,906	21.88	11,198	20.70	21,409	22.00	53	11.35
Married-Couple Family	255	32.08	2,461	41.67	5,495	49.07	12,801	59.79	19	35.85
Other Family, Male Householder	103	12.96	674	11.41	1,216	10.86	1,997	9.33	10	18.87
Other Family, Female Householder	418	52.58	2,677	45.33	4,325	38.62	6,341	29.62	22	41.51
Nonfamily, Male Householder	15	1.89	74	1.25	134	1.20	226	1.06	3	5.66
Nonfamily, Female Householder	3	0.38	19	0.32	28	0.25	44	0.21	0	0.00
Households no People under Age 18:	4,062	83.63	21,082	78.12	42,887	79.30	75,893	78.00	414	88.65
Married-Couple Family	587	14.45	4,724	22.41	12,772	29.78	28,542	37.61	43	10.39
Other Family, Male Householder	82	2.02	487	2.31	891	2.08	1,430	1.88	4	0.97
Other Family, Female Householder	167	4.11	1,294	6.14	2,413	5.63	3,908	5.15	7	1.69
Nonfamily, Male Householder	1,729	42.57	7,569	35.90	13,076	30.49	19,190	25.29	164	39.61
Nonfamily, Female Householder	1,498	36.88	7,007	33.24	13,736	32.03	22,824	30.07	196	47.34
2010 Est. Households by Number of Vehicles	4,857		26,987		54,085		97,303		467	
No Vehicles	1,335	27.49	3,834	14.21	5,335	9.86	7,115	7.31	182	38.97
1 Vehicle	2,456	50.57	13,796	51.12	27,458	50.77	44,661	45.90	229	49.04
2 Vehicles	756	15.57	6,865	25.44	16,249	30.04	33,702	34.64	49	10.49
3 Vehicles	243	5.00	1,955	7.24	3,941	7.29	8,924	9.17	4	0.86
4 Vehicles	54	1.11	426	1.58	879	1.63	2,237	2.30	1	0.21
5 or more Vehicles	14	0.29	112	0.42	223	0.41	664	0.68	4	0.86
2010 Est. Average Number of Vehicles	1.03		1.33		1.42		1.56		0.78	
Family Households										
2015 Projection	1,717		13,228		29,667		60,589		116	
2010 Estimate	1,742		13,076		28,698		57,798		116	
2000 Census	1,888		13,374		27,896		53,480		120	
1990 Census	2,165		13,853		27,301		49,685		138	
Growth 2010-2015	-1.44%		1.16%		3.38%		4.83%		0.00%	
Growth 2000-2010	-7.73%		-2.23%		2.87%		8.07%		-3.33%	
Growth 1990-2000	-12.79%		-3.46%		2.18%		7.64%		-13.04%	
2010 Est. Families by Poverty Status	1,742		13,076		28,698		57,798		116	
2010 Families at or Above Poverty	1,195	68.60	10,207	78.06	24,286	84.63	51,675	89.41	82	70.69
2010 Families at or Above Poverty with Childr	485	27.84	4,257	32.56	8,927	31.11	18,296	31.66	35	30.17
2010 Families Below Poverty	547	31.40	2,869	21.94	4,412	15.37	6,123	10.59	35	30.17
2010 Families Below Poverty with Children	403	23.13	2,076	15.88	3,107	10.83	4,172	7.22	32	27.59

APPENDIX TABLE 10I: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	%	Radius 2	%	Radius 3	%	Radius 2	%	Polygon 1	%
2010 Est. Pop Age 16+ by Employment Status	9,262		50,933		101,235		188,211		850	
In Armed Forces	18	0.19	79	0.16	138	0.14	305	0.16	1	0.12
Civilian - Employed	4,308	46.51	27,771	54.52	54,606	53.94	100,268	53.27	324	38.12
Civilian - Unemployed	1,005	10.85	2,835	5.57	4,264	4.21	5,657	3.01	124	14.59
Not in Labor Force	3,931	42.44	20,248	39.75	42,228	41.71	81,982	43.56	400	47.06
2010 Est. Civ Employed Pop 16+ Class of Worker	4,127		26,805		52,694		96,660		306	
For-Profit Private Workers	3,268	79.19	21,000	78.34	40,538	76.93	73,025	75.55	251	82.03
Non-Profit Private Workers	239	5.79	1,624	6.06	3,423	6.50	6,721	6.95	29	9.48
Local Government Workers	307	7.44	2,018	7.53	4,154	7.88	7,980	8.26	12	3.92
State Government Workers	66	1.60	731	2.73	1,509	2.86	2,647	2.74	3	0.98
Federal Government Workers	46	1.11	303	1.13	635	1.21	1,188	1.23	4	1.31
Self-Emp Workers	191	4.63	1,114	4.16	2,399	4.55	5,009	5.18	8	2.61
Unpaid Family Workers	10	0.24	17	0.06	36	0.07	91	0.09	0	0.00
2010 Est. Civ Employed Pop 16+ by Occupation	4,127		26,805		52,694		96,660		306	
Architect/Engineer	29	0.70	326	1.22	625	1.19	1,382	1.43	2	0.65
Arts/Entertain/Sports	75	1.82	400	1.49	952	1.81	1,921	1.99	8	2.61
Building Grounds Maint	413	10.01	2,019	7.53	3,455	6.56	5,382	5.57	30	9.80
Business/Financial Ops	71	1.72	503	1.88	1,146	2.17	2,868	2.97	1	0.33
Community/Soc Svcs	80	1.94	630	2.35	1,051	1.99	1,884	1.95	6	1.96
Computer/Mathematical	23	0.56	266	0.99	592	1.12	1,255	1.30	0	0.00
Construction/Extraction	309	7.49	1,821	6.79	3,362	6.38	6,107	6.32	46	15.03
Edu/Training/Library	149	3.61	1,104	4.12	2,602	4.94	4,922	5.09	2	0.65
Farm/Fish/Forestry	2	0.05	55	0.21	167	0.32	231	0.24	0	0.00
Food Prep/Serving	582	14.10	3,056	11.40	5,133	9.74	7,908	8.18	20	6.54
Health Practitioner/Tec	87	2.11	992	3.70	2,481	4.71	5,554	5.75	5	1.63
Healthcare Support	202	4.89	1,237	4.61	1,968	3.73	2,801	2.90	19	6.21
Maintenance Repair	115	2.79	880	3.28	1,834	3.48	3,284	3.40	10	3.27
Legal	37	0.90	212	0.79	516	0.98	1,278	1.32	0	0.00
Life/Phys/Soc Science	2	0.05	35	0.13	154	0.29	310	0.32	0	0.00
Management	300	7.27	1,802	6.72	3,965	7.52	8,863	9.17	18	5.88
Office/Admin Support	535	12.96	3,772	14.07	7,929	15.05	14,130	14.62	50	16.34
Production	252	6.11	1,321	4.93	2,218	4.21	3,563	3.69	34	11.11
Protective Svcs	65	1.57	581	2.17	1,334	2.53	2,453	2.54	1	0.33
Sales/Related	447	10.83	3,486	13.01	7,053	13.38	13,488	13.95	26	8.50
Personal Care/Svc	114	2.76	953	3.56	1,743	3.31	3,046	3.15	12	3.92
Transportation/Moving	236	5.72	1,355	5.06	2,414	4.58	4,031	4.17	15	4.90

APPENDIX TABLE 10J: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*	*Radius 2*	*%*	*Polygon 1*	*%*
2010 Est. Pop 16+ by Occupation Classification	4,127		26,805		52,694		96,660		306	
Blue Collar	913	22.12	5,377	20.06	9,828	18.65	16,985	17.57	105	34.31
White Collar	1,836	44.49	13,528	50.47	29,065	55.16	57,855	59.85	118	38.56
Service and Farm	1,378	33.39	7,901	29.48	13,800	26.19	21,821	22.58	83	27.12
2010 Est. Workers Age 16+, Transp. To Work	4,084		26,224		51,700		95,212		304	
Drove Alone	2,340	57.30	19,012	72.50	40,315	77.98	76,886	80.75	164	53.95
Car Pooled	490	12.00	2,956	11.27	4,886	9.45	7,876	8.27	44	14.47
Public Transportation	271	6.64	891	3.40	1,125	2.18	1,314	1.38	18	5.92
Walked	458	11.21	1,209	4.61	1,679	3.25	1,996	2.10	47	15.46
Bicycle	103	2.52	414	1.58	565	1.09	822	0.86	2	0.66
Other Means	199	4.87	863	3.29	1,346	2.60	2,125	2.23	10	3.29
Worked at Home	223	5.46	878	3.35	1,785	3.45	4,193	4.40	17	5.59
2010 Est. Workers Age 16+ by Travel Time to Work *										
Less than 15 Minutes	1,592		10,828		19,950		31,292		104	
15 - 29 Minutes	1,475		10,493		22,096		43,349		151	
30 - 44 Minutes	420		2,419		4,824		10,487		18	
45 - 59 Minutes	134		588		1,213		2,512		5	
60 or more Minutes	318		1,326		2,452		4,805		13	
2010 Est. Avg Travel Time to Work in Minutes	22.60		20.65		20.88		22.08		20.04	
2010 Est. Tenure of Occupied Housing Units	4,857		26,987		54,085		97,303		467	
Owner Occupied	1,455	29.96	12,736	47.19	31,700	58.61	67,512	69.38	82	17.56
Renter Occupied	3,402	70.04	14,251	52.81	22,385	41.39	29,791	30.62	386	82.66
2010 Owner Occ. HUs: Avg. Length of Residence	10		13		13		13		7	
2010 Renter Occ. HUs: Avg. Length of Residence	8		7		7		7		8	

APPENDIX TABLE 10K: Pop-Facts: DEMOGRAPHIC SNAPSHOT 2010 REPORT

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles		Study Area	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*	*Radius 2*	*%*	*Polygon 1*	*%*
2010 Est. All Owner-Occupied Housing Values	1,455		12,736		31,700		67,512		82	
Value Less than $20,000	17	1.17	483	3.79	1,601	5.05	2,391	3.54	6	7.32
Value $20,000 - $39,999	39	2.68	267	2.10	1,114	3.51	2,306	3.42	5	6.10
Value $40,000 - $59,999	133	9.14	638	5.01	1,292	4.08	2,300	3.41	10	12.20
Value $60,000 - $79,999	218	14.98	1,534	12.04	2,691	8.49	3,874	5.74	19	23.17
Value $80,000 - $99,999	202	13.88	1,725	13.54	3,412	10.76	5,331	7.90	9	10.98
Value $100,000 - $149,999	413	28.38	4,382	34.41	10,195	32.16	18,181	26.93	23	28.05
Value $150,000 - $199,999	162	11.13	1,921	15.08	5,696	17.97	13,496	19.99	0	0.00
Value $200,000 - $299,999	170	11.68	1,041	8.17	3,638	11.48	11,216	16.61	7	8.54
Value $300,000 - $399,999	37	2.54	290	2.28	987	3.11	3,978	5.89	0	0.00
Value $400,000 - $499,999	26	1.79	150	1.18	438	1.38	2,028	3.00	2	2.44
Value $500,000 - $749,999	13	0.89	127	1.00	341	1.08	1,414	2.09	0	0.00
Value $750,000 - $999,999	9	0.62	91	0.71	150	0.47	540	0.80	0	0.00
Value $1,000,000 or more	17	1.17	88	0.69	144	0.45	456	0.68	1	1.22
2010 Est. Median All Owner-Occupied Housing Value	$114,432		$119,644		$128,148		$148,273		$83,000	
2010 Est. Housing Units by Units in Structure	6,358		32,526		64,609		114,647		593	
1 Unit Attached	168	2.64	982	3.02	3,065	4.74	6,519	5.69	13	2.19
1 Unit Detached	2,064	32.46	15,286	47.00	30,173	46.70	62,098	54.16	132	22.26
2 Units	455	7.16	1,262	3.88	1,729	2.68	2,084	1.82	47	7.93
3 or 4 Units	455	7.16	1,745	5.36	2,582	4.00	3,372	2.94	51	8.60
5 to 19 Units	910	14.31	5,586	17.17	9,719	15.04	12,032	10.49	47	7.93
20 to 49 Units	728	11.45	2,375	7.30	3,543	5.48	5,374	4.69	72	12.14
50 or More Units	1,465	23.04	4,370	13.44	8,492	13.14	11,548	10.07	214	36.09
Mobile Home or Trailer	70	1.10	874	2.69	5,256	8.14	11,559	10.08	3	0.51
Boat, RV, Van, etc.	42	0.66	46	0.14	48	0.07	61	0.05	14	2.36
2010 Est. Housing Units by Year Structure Built	6,358		32,526		64,609		114,647		593	
Housing Unit Built 2000 or later	247	3.88	2,404	7.39	6,740	10.43	14,813	12.92	29	4.89
Housing Unit Built 1990 to 1999	259	4.07	1,982	6.09	6,724	10.41	15,047	13.12	45	7.59
Housing Unit Built 1980 to 1989	465	7.31	4,443	13.66	12,816	19.84	27,025	23.57	79	13.32
Housing Unit Built 1970 to 1979	1,300	20.45	6,800	20.91	13,933	21.57	25,386	22.14	85	14.33
Housing Unit Built 1960 to 1969	941	14.80	6,139	18.87	9,972	15.43	13,878	12.10	74	12.48
Housing Unit Built 1950 to 1959	1,094	17.21	5,756	17.70	8,461	13.10	11,535	10.06	47	7.93
Housing Unit Built 1940 to 1949	858	13.49	2,350	7.22	3,005	4.65	3,553	3.10	90	15.18
Housing Unit Built 1939 or Earlier	1,192	18.75	2,651	8.15	2,956	4.58	3,410	2.97	144	24.28
2010 Est. Median Year Structure Built **	1960		1969		1976		1980		1962	

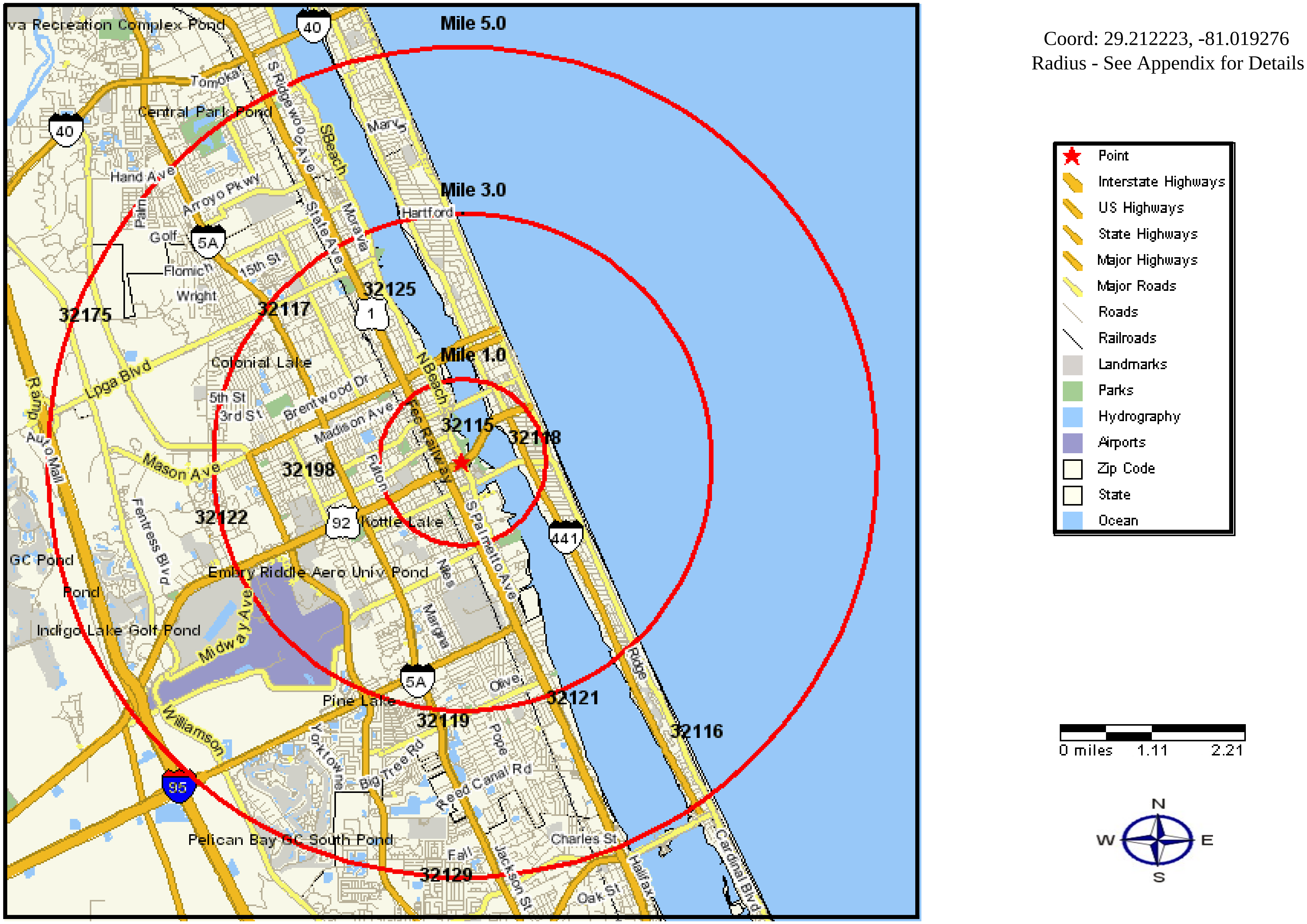
*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Area Map

Prepared For: Gibbs Planning Group
Project Code: jh daytona beach

Order #: 969117588
Site: 01



Prepared on: September 2, 2010

Nielsen Solution Center 1 800 866 6511

SiteReports

Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

E INTERNATIONAL SPEEDWAY BLVD AT N BEACH ST	Center Point:	29.212223		-81.019276
DAYTONA BEACH, FL 32114	Circle/Band:	0.00	-	1.00

Area Name:

Type: Radius 2

Radius Definition:

E INTERNATIONAL SPEEDWAY BLVD AT N BEACH ST	Center Point:	29.212223		-81.019276
DAYTONA BEACH, FL 32114	Circle/Band:	0.00	-	3.00

Area Name:

Type: Radius 3

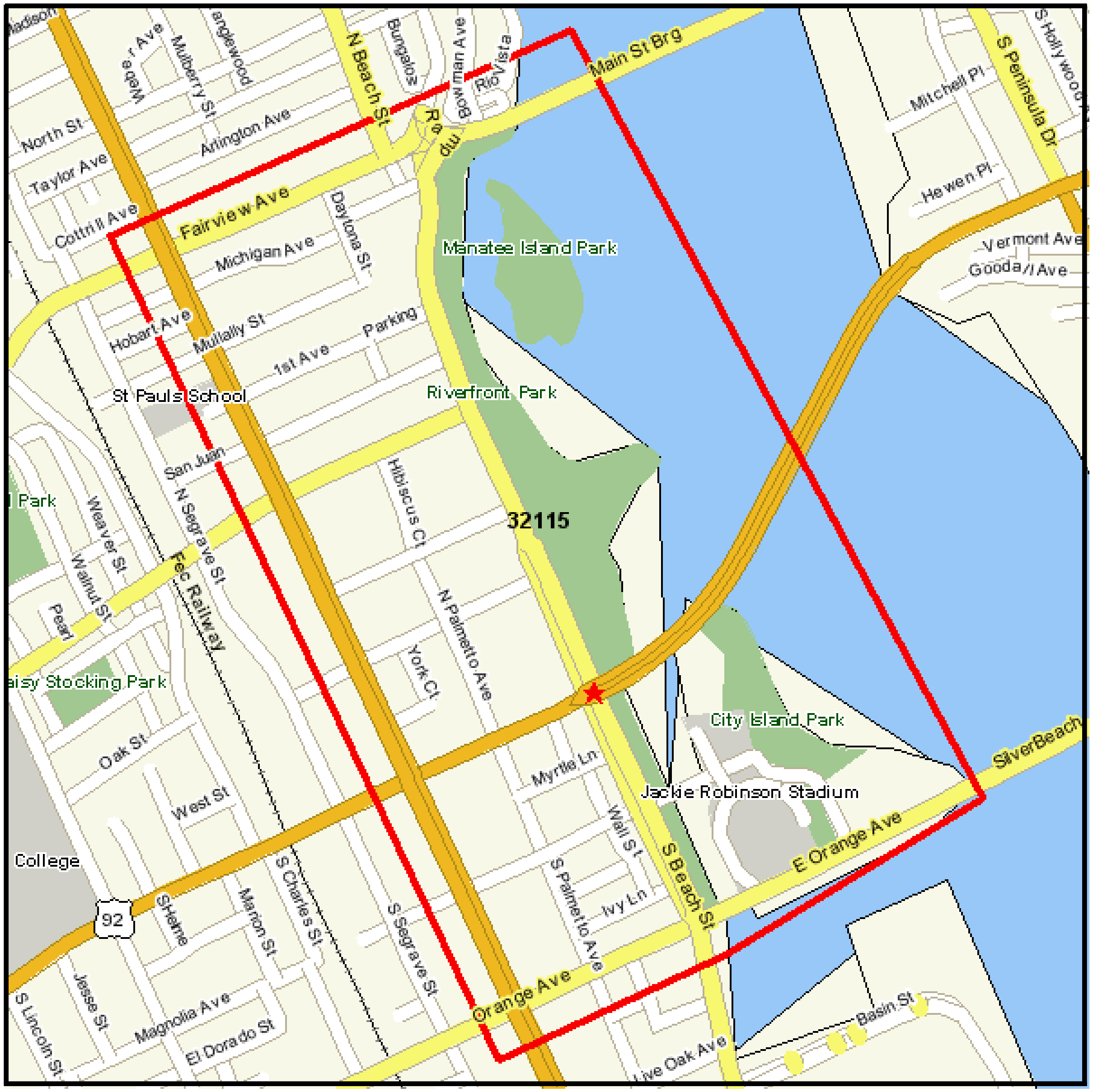
Radius Definition:

E INTERNATIONAL SPEEDWAY BLVD AT N BEACH ST	Center Point:	29.212223		-81.019276
DAYTONA BEACH, FL 32114	Circle/Band:	0.00	-	5.00

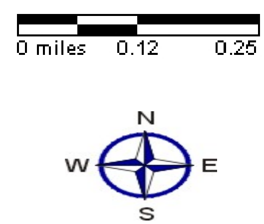
Area Map

Prepared For:
Project Code: jh daytona beach

Order #: 969117588
Site: 05



Coord: 29.212223, -81.019276
Polygon - See Appendix for Points



Nielsen Solution Center 1 800 866 6511

SITEREPORTS

Area Map

Prepared For:
Project Code: jh daytona beach

Order #: 969117588
Site: 05

Appendix: Area Listing

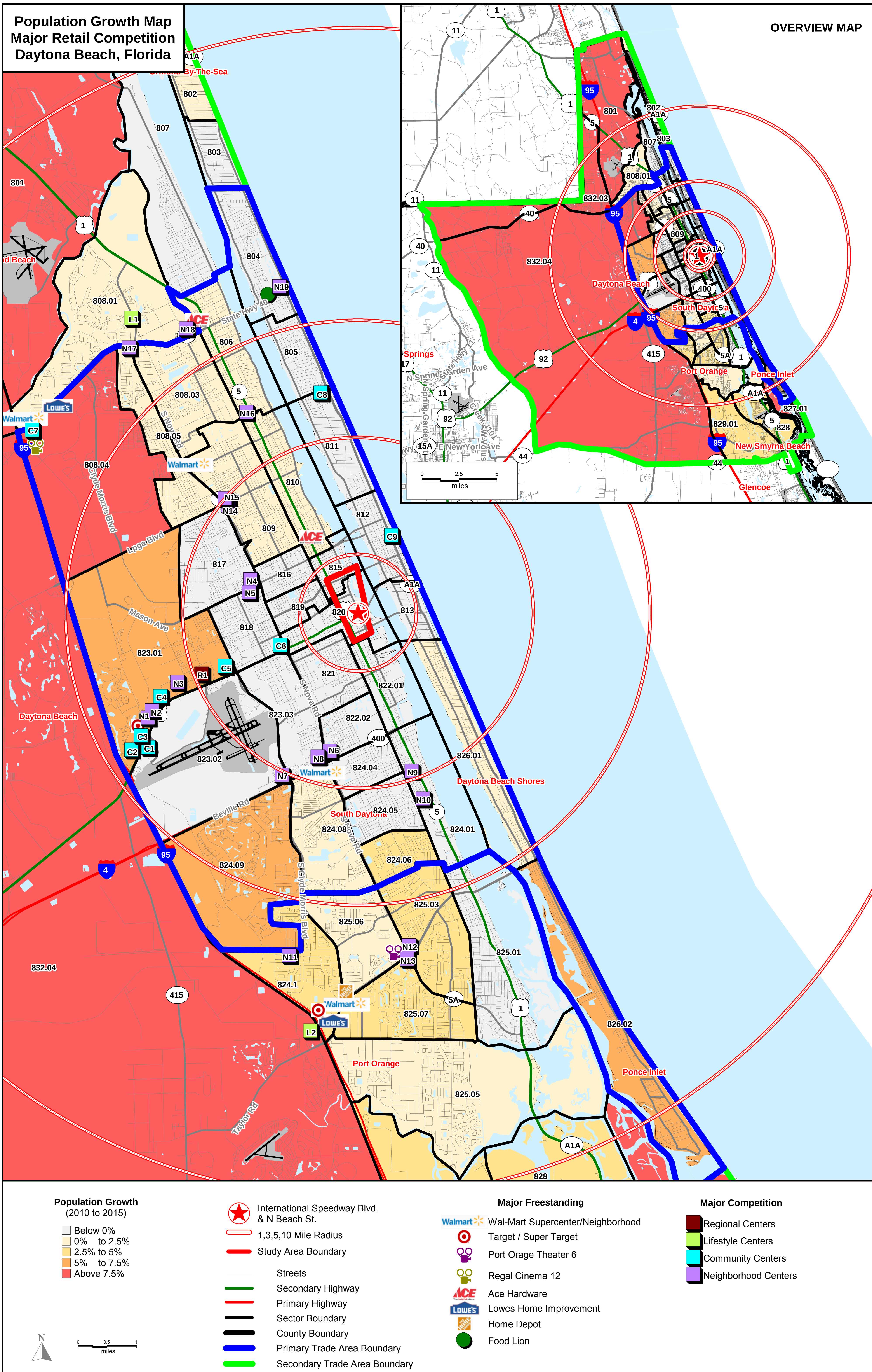
Area Name:

E INTERNATIONAL SPEEDWAY BLVD AT N BEACH ST, DAYTONA BEACH, FL 32114

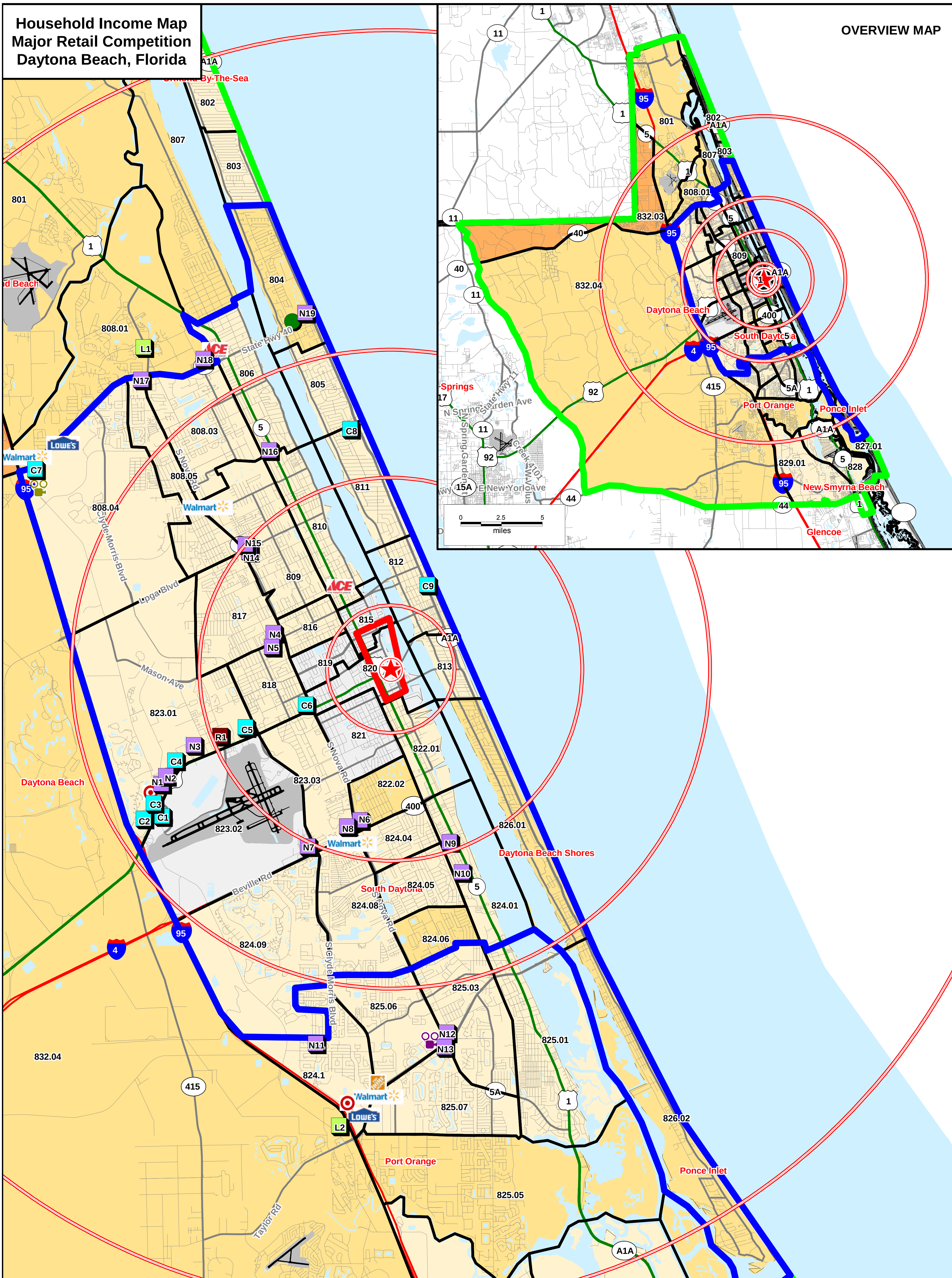
Type: Polygon 1

Polygon Points:

29.219825	-81.028525	29.223256	-81.019738	29.210474	-81.011877	29.207850	-81.016810
29.206101	-81.021126	29.219825	-81.028525	29.210474	-81.011877	29.207850	-81.016810


Population Growth Map
Major Retail Competition
Daytona Beach, Florida
OVERVIEW MAP
Ormond-By-The-Sea
Daytona Beach
South Daytona
Daytona Beach Shores
Port Orange
Ponce Inlet
New Smyrna Beach
Glencoe
Springs
State Hwy 40
Mason Ave
Lpga Blvd
Clyde Morris Blvd
S Nova Rd
Beville Rd
Taylor Rd
Population Growth
(2010 to 2015)
Below 0%
0% to 2.5%
2.5% to 5%
5% to 7.5%
Above 7.5%
International Speedway Blvd. & N Beach St.
1,3,5,10 Mile Radius
Study Area Boundary
Streets
Secondary Highway
Primary Highway
Sector Boundary
County Boundary
Primary Trade Area Boundary
Secondary Trade Area Boundary
Major Freestanding
Wal-Mart Supercenter/Neighborhood
Target / Super Target
Port Orage Theater 6
Regal Cinema 12
Ace Hardware
Lowes Home Improvement
Home Depot
Food Lion
Major Competition
Regional Centers
Lifestyle Centers
Community Centers
Neighborhood Centers
miles

Household Income Map
Major Retail Competition
Daytona Beach, Florida



Median Household Income
- Below $25,000
- $25,000 to $50,000
- $50,000 to $75,000
- $75,000 to $100,000
- Above $100,000

International Speedway Blvd. & N Beach St.
1,3,5,10 Mile Radius
Study Area Boundary

Streets
Secondary Highway
Primary Highway
Sector Boundary
County Boundary
Primary Trade Area Boundary
Secondary Trade Area Boundary

Major Freestanding
- Wal-Mart Supercenter/Neighborhood
- Target / Super Target
- Port Orage Theater 6
- Regal Cinema 12
- Ace Hardware
- Lowes Home Improvement
- Home Depot
- Food Lion

Major Competition
- Regional Centers
- Lifestyle Centers
- Community Centers
- Neighborhood Centers

N

0 0.5 1
miles