

Gas Price per Gallon (03/03/2021)		\$ 2.750		
PROJECTED AVERAGE MONTHLY VOLUME AND SALES				
	Average Gallons		Average Sales (\$)	
	Per Month	Per Year	Per Month	Per Year
Fuel	162,295	1,947,540	\$ 446,311	\$ 5,355,735
C-Store (\$)			\$ 237,874	\$ 2,854,488
Total:			\$ 684,185	\$ 8,210,223
PROJECTED ANALYTICAL (LOW) VOLUME AND SALES				
	Gallons		Sales (\$)	
	Per Month	Per Year	Per Month	Per Year
Fuel	143,790	1,725,480	\$ 395,423	\$ 4,745,070
C-Store (\$)			\$ 212,746	\$ 2,552,952
Total:			\$ 608,169	\$ 7,298,022
PROJECTED ANALYTICAL(HIGH) VOLUME AND SALES (Low & High)				
	Gallons		Sales (\$)	
	Per Month	Per Year	Per Month	Per Year
Fuel	178,001	2,136,012	\$ 489,503	\$ 5,874,033
C-Store (\$)			\$ 262,392	\$ 3,148,704
Total:			\$ 751,895	\$ 9,022,737

Exhibit 17
OZAH Case No: CU 24-15

Retail Site Analysis



Hong Cheng, LLC

Fuel Station, Convenience Store, and Fast Food
15585 Old Columbia Pike and Sandy Spring Road
Burtonsville, Maryland 20866



Project Summary

The site is located at the intersection of Old Columbia Pike and Sandy Spring Road in Burtonsville, Montgomery County, Maryland 20866. The site is strategically positioned west of U.S. Highway 29, Columbia Pike. The site is occupied by an operating 7-Eleven convenience store with fuel forecourt and freestanding retail building occupied by Mattress Liquidator. McDonald’s quick service restaurant is located at the adjacent site. It has been proposed to upgrade and expand the convenience store and fuel forecourt and develop a new-to-industry quick service restaurant brand within the adjacent retail building.

The focus of this evaluation is the anticipated fuel volume, convenience store sales, and brand fast food sales during the first three years of planned fuel, convenience store, and fast food restaurant operation. Comprehensive upgrade and development strategy has been created and analyzed for volume and sales projection purposes. Quick service restaurant sales will require calibration following brand selection.

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Site Overview

- The site is located within the southwest quadrant of the interchange of U.S. Highway 29 (Columbia Pike) and State Highway 198 (Old Columbia Pike/Sand Spring Road, in Burtonsville, Montgomery County).
- Designated 7-Eleven site address is 15585 Old Columbia Pike, Burtonsville, Maryland 20866.
- State Highway 198 (Old Columbia Pike/Sandy Spring Road) is an undivided, four-lane artery expanded relative to the site to include turn lanes and intersection median. A median crossover with turn lanes is positioned relative to the site. Posted speed – 35 MPH.
- Columbia Pike (U.S. Highway 29) is a limited access expressway with full directional access at the State Highway 198 interchange.
- The total site consists of 3.36-acres with two (2) parcels. Direct site frontage is afforded along Old Columbia Pike.
- Site access exists via two (2) drive cuts along State Highway 198. An additional cross access easement from McDonald's is anticipated in conjunction with redevelopment.
- Vehicular movement is electronically regulated at the intersection of Old Columbia Pike and Sandy Spring Road. The intersection is modernized with turn lanes and good sequencing. An additional traffic signal is planned for the crossover located at the west boundary of site frontage.
- Site visibility is unrestricted at frontage with good exposure to the intersection of Old Columbia Pike and Sandy Spring Road. Reaction ratios are supported by exterior signage and lighting.
- Trade area density class is light suburban with strategic location adjacent to Columbia Pike, west of Interstate 95. Socioeconomic score is 85 indicating high levels of education, occupation, housing value, and income. The trade area is established with household growth projected at 2.4% 2020-2025. The comparative demand index is 78 with strong site traffic and moderate household and employee counts.



Facility Upgrade Strategy: Fuel and Convenience Store

Name:	Lead Chain	Brand:	Lead Chain	Case #:	1
Location:	Old Columbia Pike and Sandy Spring Road			Intersection:	SW
Type:	Convenience Store			Fx Impact Score:	232.8

Forecourt and Exterior	Posted Prices
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6	MPD's	x	Canopy	Unleaded	\$2.79 ⁹
	Electronic	x	Air		
12	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	\$2.99 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
4	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.02 Unleaded
	Kerosene	Electronic	Traffic Regulation		-0.04 Diesel
	E-85	Crossover	Road Configuration	Facility Development Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	98.0
16	# of Self Service Hoses	35	Posted Speed	Diesel Score	16.5
	# of Full Service Hoses	4,650	Size of Store	Convenience Store Score	106.9
Parallel	Fuel Configuration	10	Up Front Parking	Fast Food Score	20.0
	Car Wash		Truck Parking		

Convenience Store

14	Walk In Cooler Doors	Lead Chain	Maintenance	Standard	Restrooms
2	Reach In Cooler Doors	Lead Chain	Interior Lighting	Lead Chain	Snack Merchandising
Lead Chain	Beverage Merchandising	Lead Chain	Interior Signage	Lead Chain	Tobacco Merchandising
5	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	Lead Chain	Fast Food Brand	x	Lottery
Lead Chain	Operation	Full Day Part	Fast Food	x	ATM



Facility Development Strategy: Fast Food

Name:	Tier I QSR	Operation:	Franchise	Case #:	1
Location:	Old Columbia Pike and Sandy Spring Road	Intersection:			SW
Type:	QSR				

Fast Food Exterior				Facility Development Impact: Fast Food	
3,000	Fast Food Restaurant SF	3	# of Access Points	FFx Impact Score	91.5
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
5	Brand Sign Facings	Electronic	Traffic Regulation		
Updated	Brand Image Compliance	Crossover	Road Configuration		
50	Parking	Retail Center	On Site Movement		
x	Drive-Thru Service	35	Posted Speed		
Retail Center	QSR Building				

Fast Food Interior					
4	Cashier Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
60	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Drive-Thru	24 Hours	x	Uniforms	x	Delivery



Projections, Analytical Range, and Metrics

15585 Old Columbia Pike and Sandy Spring Road, Burtonsville, Maryland 20866

AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	162,295	164,780	166,928
<i>Gasoline Volume (Gallons)</i>	<i>144,602</i>	<i>146,748</i>	<i>148,651</i>
<i>Diesel Volume (Gallons)</i>	<i>17,693</i>	<i>18,032</i>	<i>18,277</i>
Convenience Store Sales (Dollars)	\$237,874	\$243,178	\$247,152
<i>Convenience Sales (Dollars)</i>	<i>\$217,860</i>	<i>\$222,703</i>	<i>\$226,357</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$20,014</i>	<i>\$20,475</i>	<i>\$20,795</i>
Tier I QSR Fast Food Sales (Dollars)	\$130,480	\$133,369	\$135,830

ANALYTICAL VOLUME AND SALES RANGE

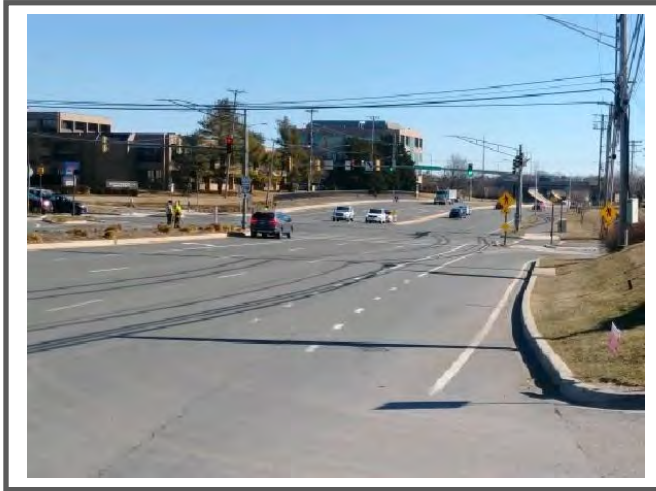
LOW	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	143,790	147,446	149,370
<i>Gasoline Volume (Gallons)</i>	<i>127,942</i>	<i>131,279</i>	<i>132,988</i>
<i>Diesel Volume (Gallons)</i>	<i>15,848</i>	<i>16,167</i>	<i>16,382</i>
Convenience Store Sales (Dollars)	\$212,746	\$215,374	\$221,643
<i>Convenience Sales (Dollars)</i>	<i>\$195,137</i>	<i>\$197,016</i>	<i>\$203,004</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$17,609</i>	<i>\$18,358</i>	<i>\$18,639</i>
Tier I QSR Fast Food Sales (Dollars)	\$114,804	\$119,577	\$121,744

HIGH	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	178,001	182,227	184,606
<i>Gasoline Volume (Gallons)</i>	<i>158,429</i>	<i>162,262</i>	<i>164,368</i>
<i>Diesel Volume (Gallons)</i>	<i>19,572</i>	<i>19,965</i>	<i>20,238</i>
Convenience Store Sales (Dollars)	\$262,392	\$266,690	\$273,863
<i>Convenience Sales (Dollars)</i>	<i>\$240,653</i>	<i>\$244,020</i>	<i>\$250,765</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$21,739</i>	<i>\$22,670</i>	<i>\$23,098</i>
Tier I QSR Fast Food Sales (Dollars)	\$141,729	\$147,667	\$150,871

PROJECTION METRICS

Primary Area of Influence	Custom	Annual Convenience Store Sales Year 1	\$2,854,488
Area in Square Miles	4.35	Annual Convenience Sales Year 1	\$2,614,320
Total Intersection Traffic VPD	40,135	Annual Fast Food Sales Year 1	\$240,168
Explained Intersection Traffic	44.3%	Convenience Store \$ per Square Foot	\$51.16
Passing Intersection Traffic	55.7%	Fast Food Sales Percent Year 1	8.4%
Annual Fuel Volume Year 1	1,947,540	Tier I QSR Fast Food Sales Year 1	\$1,565,760
Annual Gasoline Volume Year 1	1,735,224	Fuel Dispenser Count	6
Annual Diesel Volume Year 1	212,316	Convenience Store Square Feet	4,650
Fuel Gallons per Dispenser Year 1	27,049	Tier I QSR Fast Food Square Feet	3,000

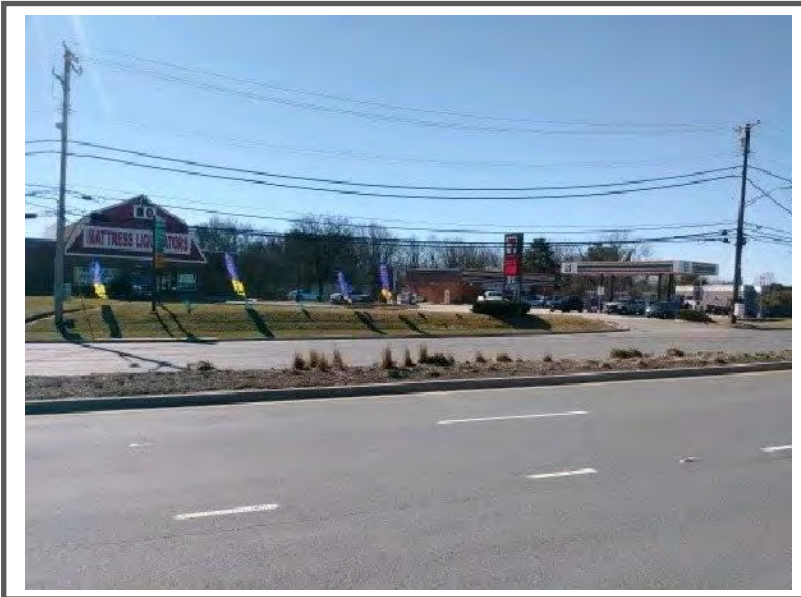
Site Photos



View facing east Old Columbia Pike at frontage



Intersection view along Sandy Spring Road facing west



Site view from across Old Columbia Pike



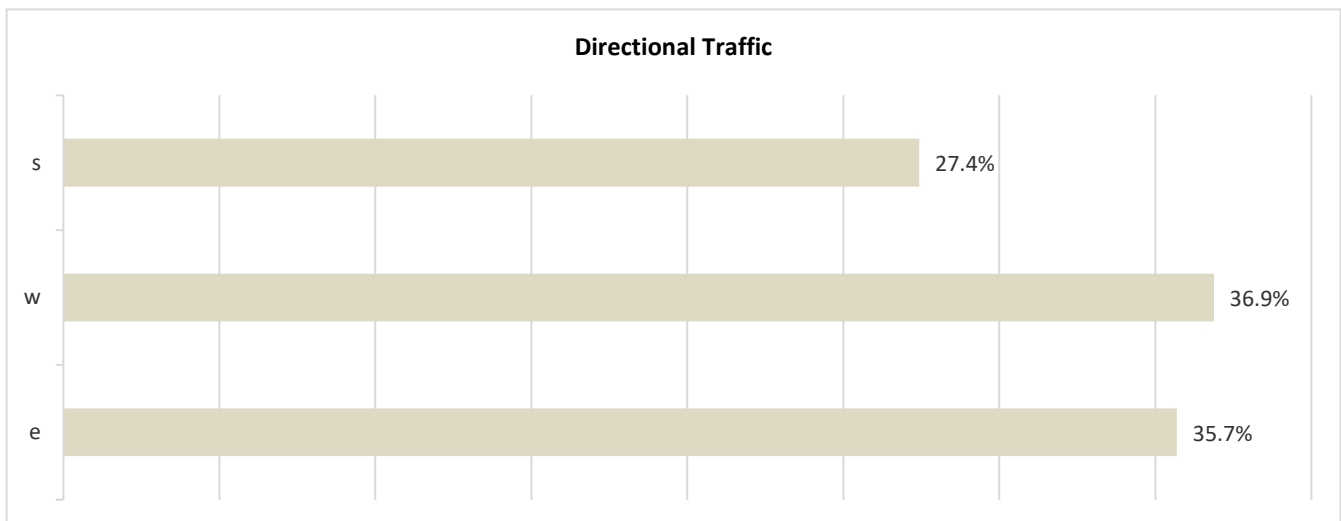
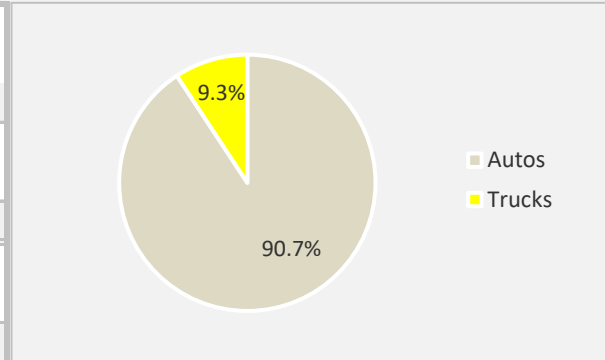
View on property

Traffic Summary

					VPD Stats	
	Direction	Count	Classification	Ingress	Egress	
Old Columbia Pike	e	12,957	Auto	Frontage	Frontage	
	w	13,431		Turn	Turn	
	e	1,367	Truck			
	w	1,369				
Old Columbia Pike	s	10,028	Auto	Turn	Turn	
	n			0	0	
	s	983	Truck			
	n					

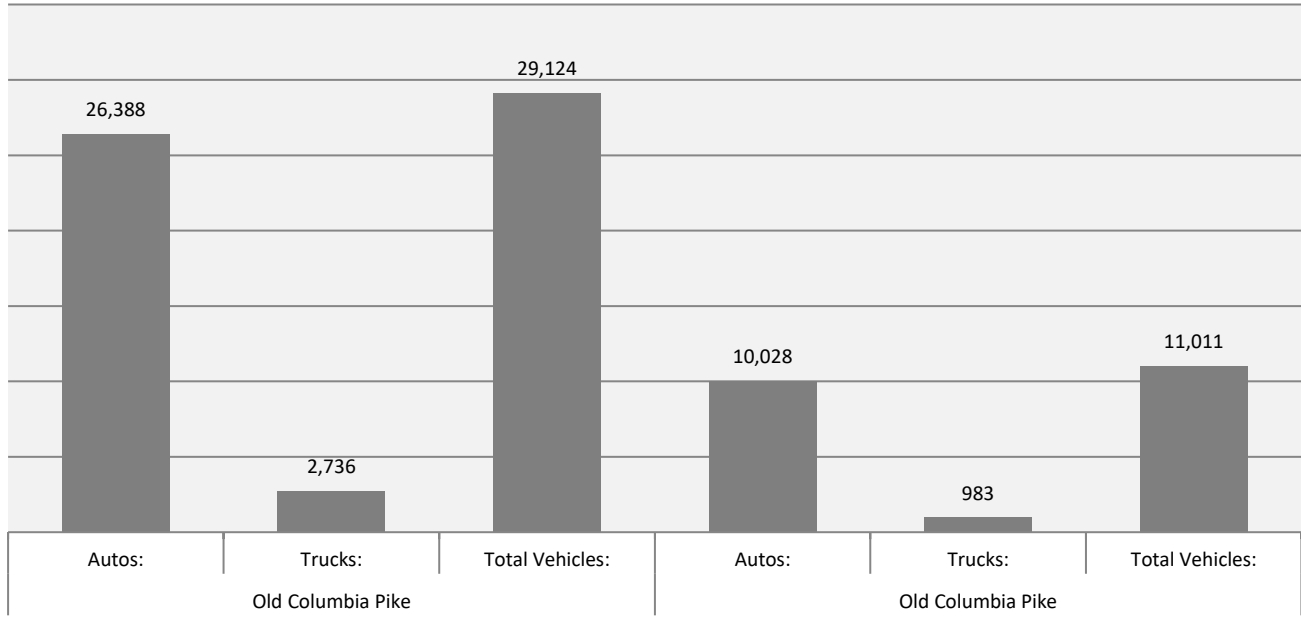
	Direction	Percent	Classification	Percent	Frontage
Old Columbia Pike	e	32.3%	Auto	90.7%	35.7%
	w	33.5%			
	e	3.4%	Truck	9.3%	
	w	3.4%			
Old Columbia Pike	s	25.0%	Auto	90.8%	0.0%
	n				
	s	2.4%	Truck	9.3%	
	n				

Total Intersection VPD	Autos:	36,416
	Trucks:	<u>3,719</u>
	Total Vehicles:	40,135
Old Columbia Pike	Autos:	26,388
	Trucks:	2,736
	Total Vehicles:	29,124
Old Columbia Pike	Autos:	10,028
	Trucks:	983
	Total Vehicles:	11,011

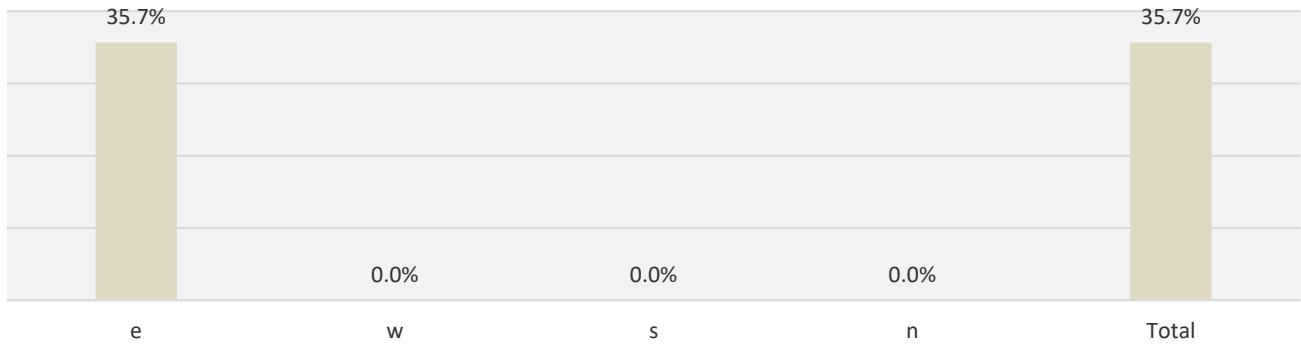


Traffic Summary

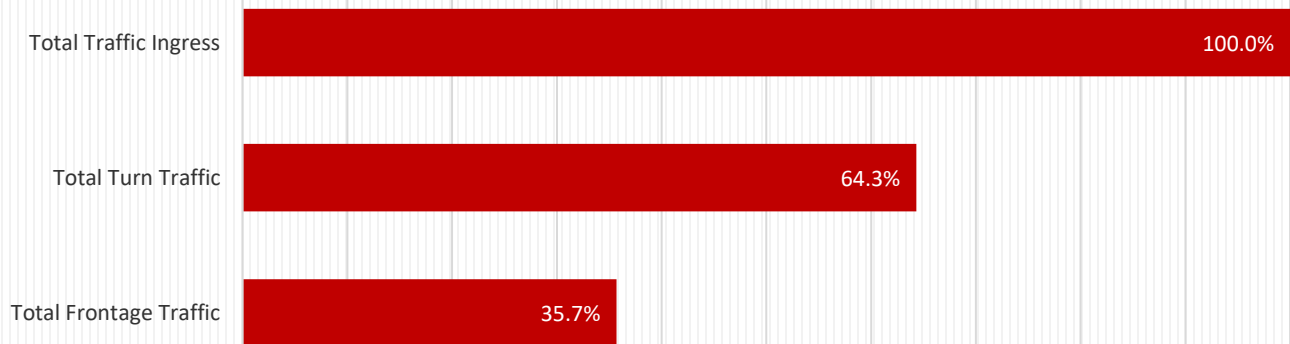
Vehicles per Day (VPD)



Total Frontage Traffic (% Total)

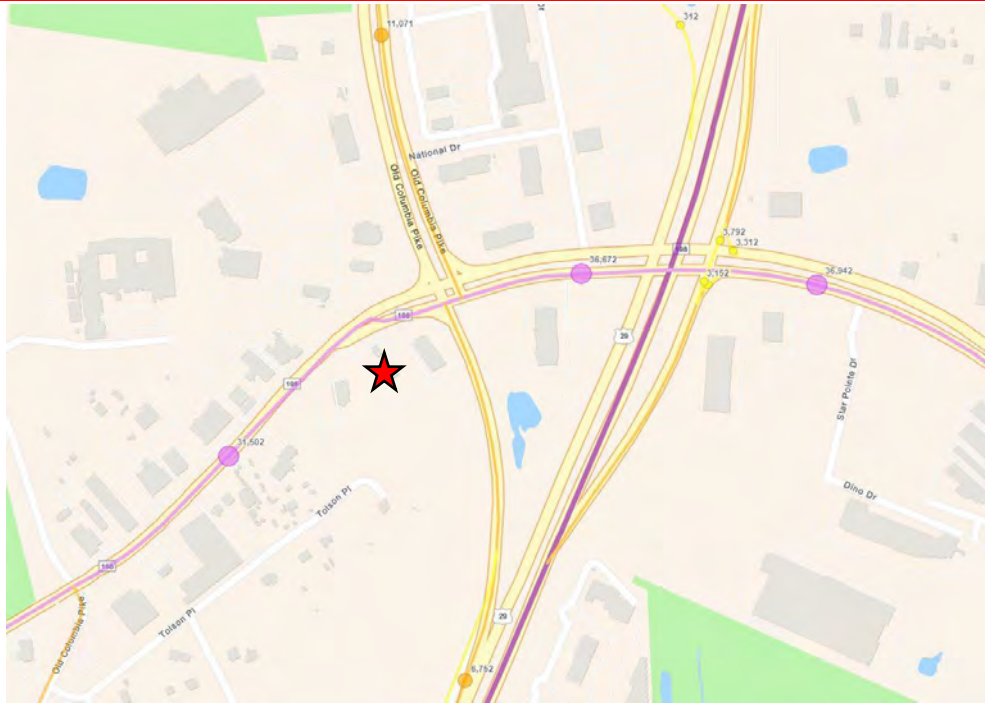


Total Traffic Ingress

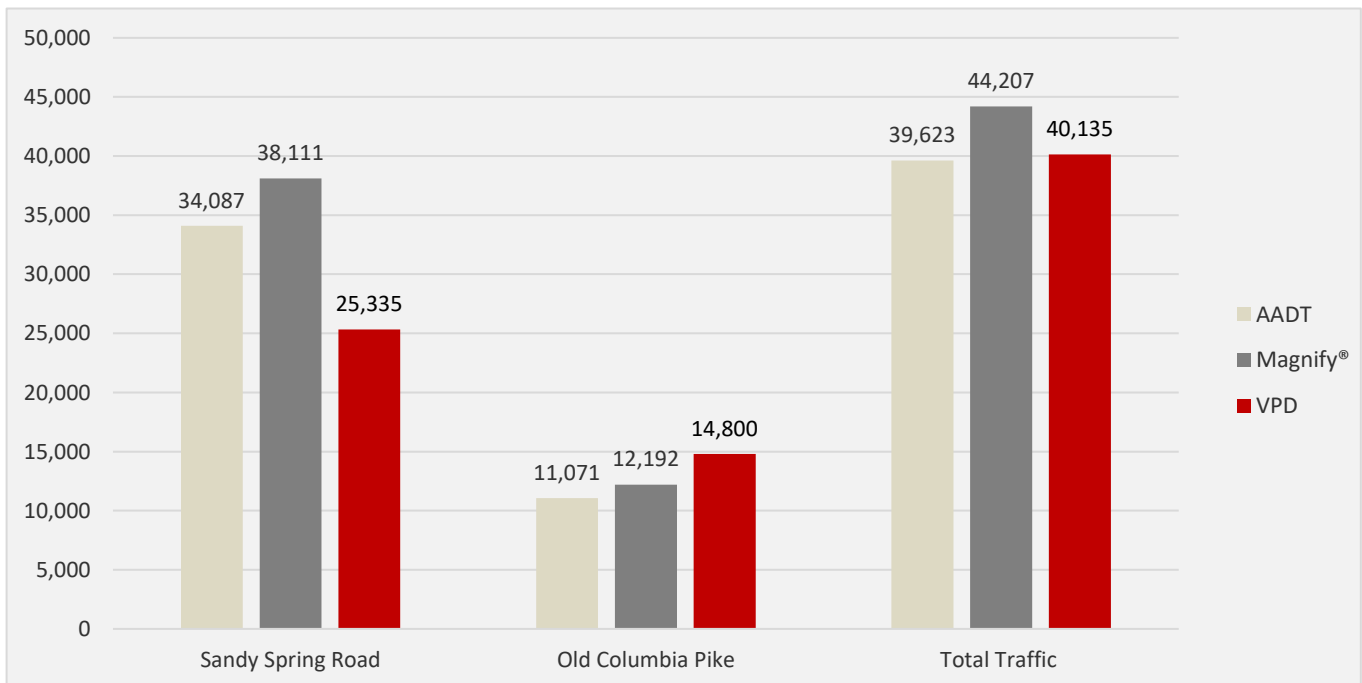


Traffic Summary

AADT Map



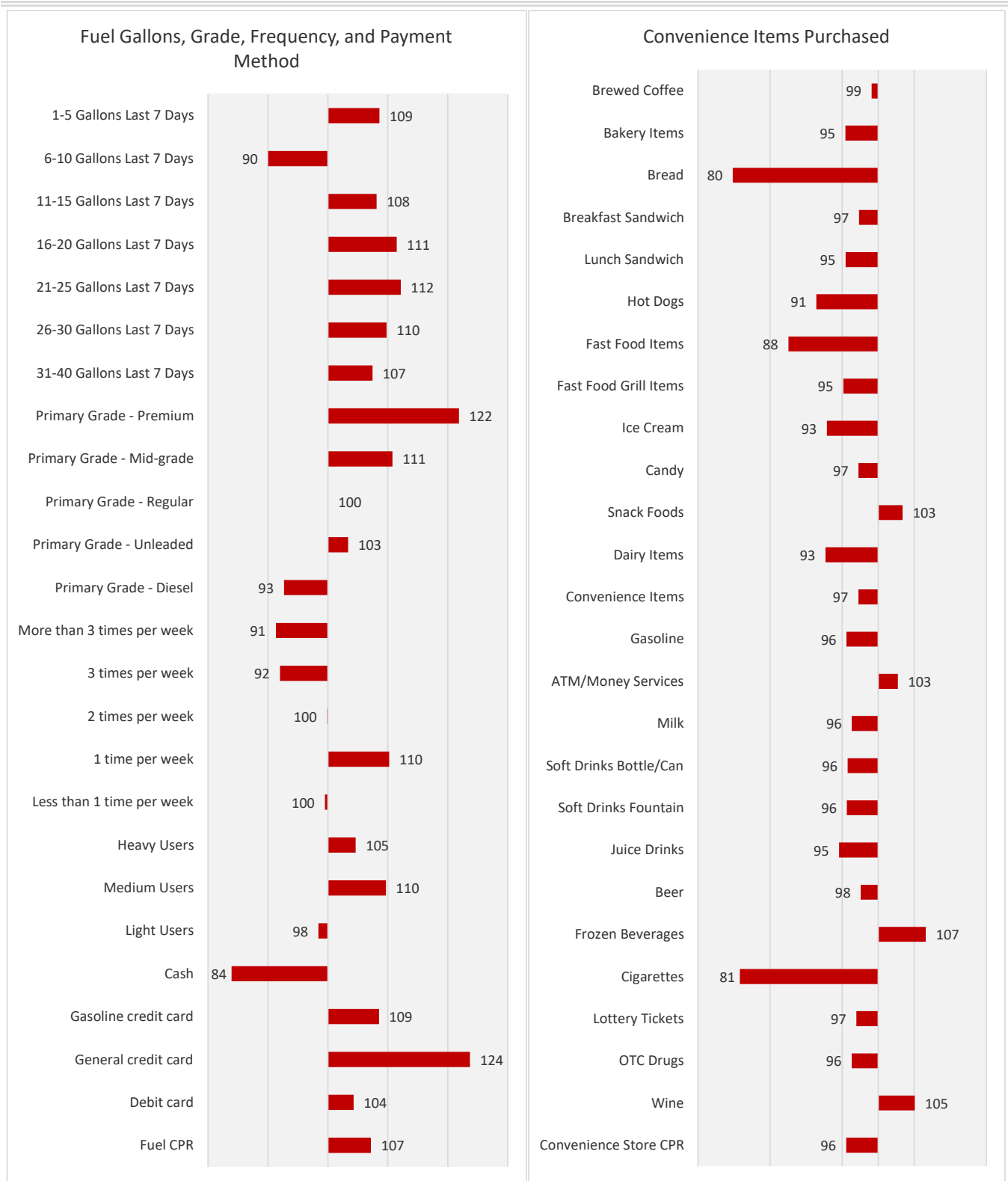
Maryland DOT/Magnify®	AADT	Location	Magnify®	Year
Old Columbia Pike	31,502	relative	38,140	2019
	36,672	east	38,081	2019
Old Columbia Pike	11,071	north	12,192	2019
	6,752	south	7,903	2019



Consumer Potential Scores

Location:
15585 Old Columbia Pike and Sandy Spring Road
Burtonsville, Maryland 20866

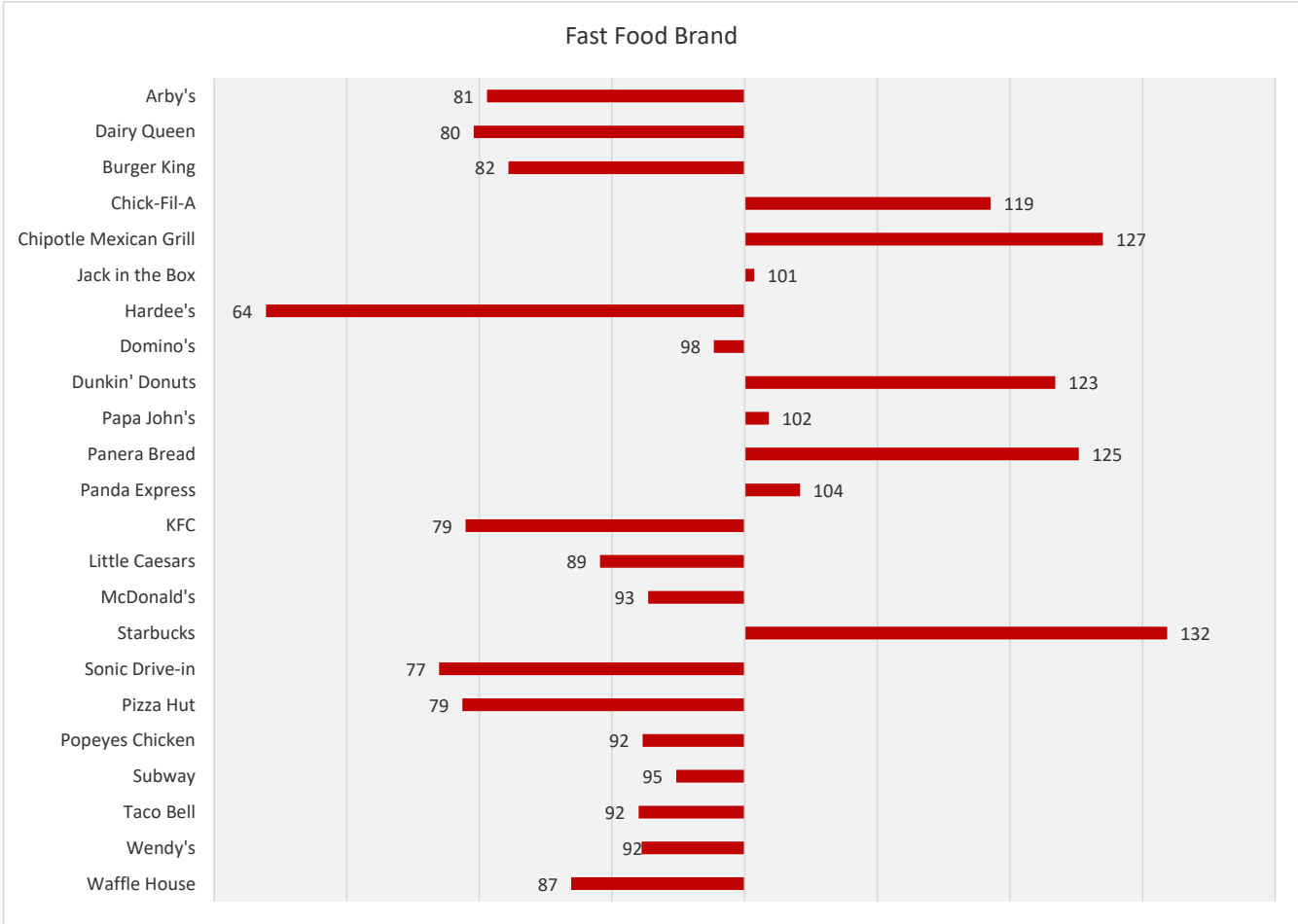
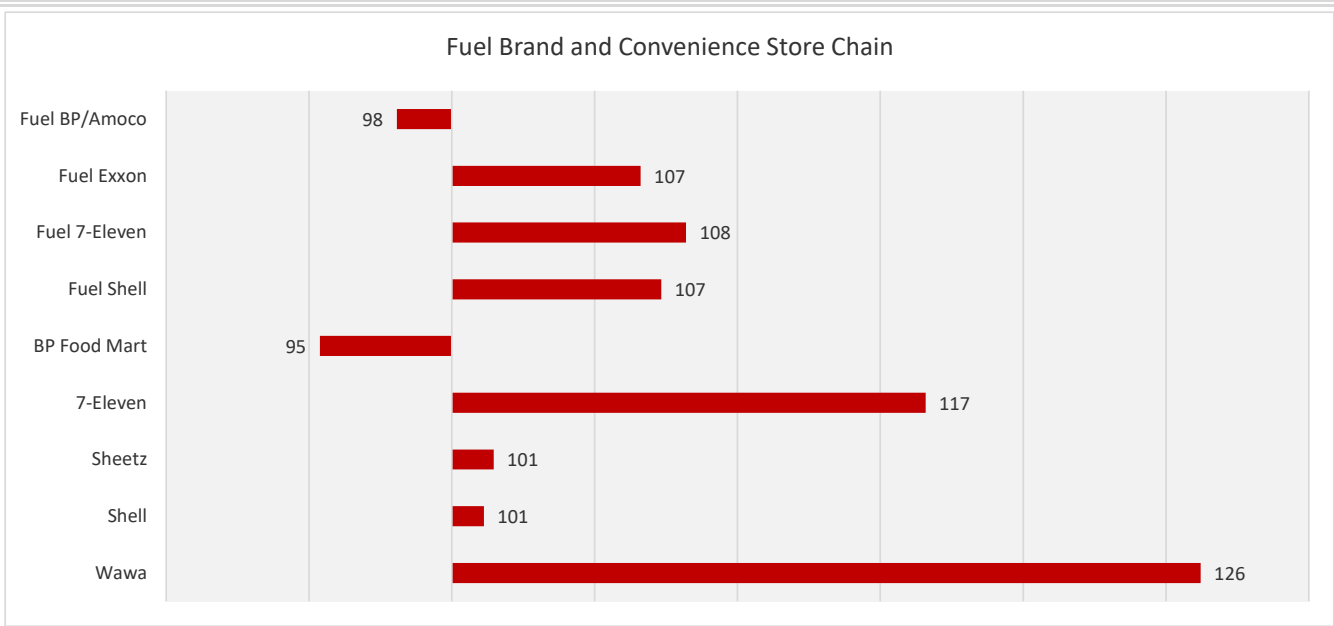
**CUSTOM
BOUNDARY
4.35 SQ/MI**



Consumer Potential Scores

Location:
 15585 Old Columbia Pike and Sandy Spring Road
 Burtonsville, Maryland 20866

**CUSTOM
 BOUNDARY
 4.35 SQ/MI**



Competitive Analysis Summary: Fuel and Convenience Store

Competitive Capacity Metrics

8	Total Competitive Units
2.3	Average Distance in Miles
92	Total Gasoline Fueling Positions
33	Total Diesel Fueling Positions
-	Total Truck Diesel Lanes
15,400	Total Convenience Store Square Footage

Brands and Convenience Store Chains



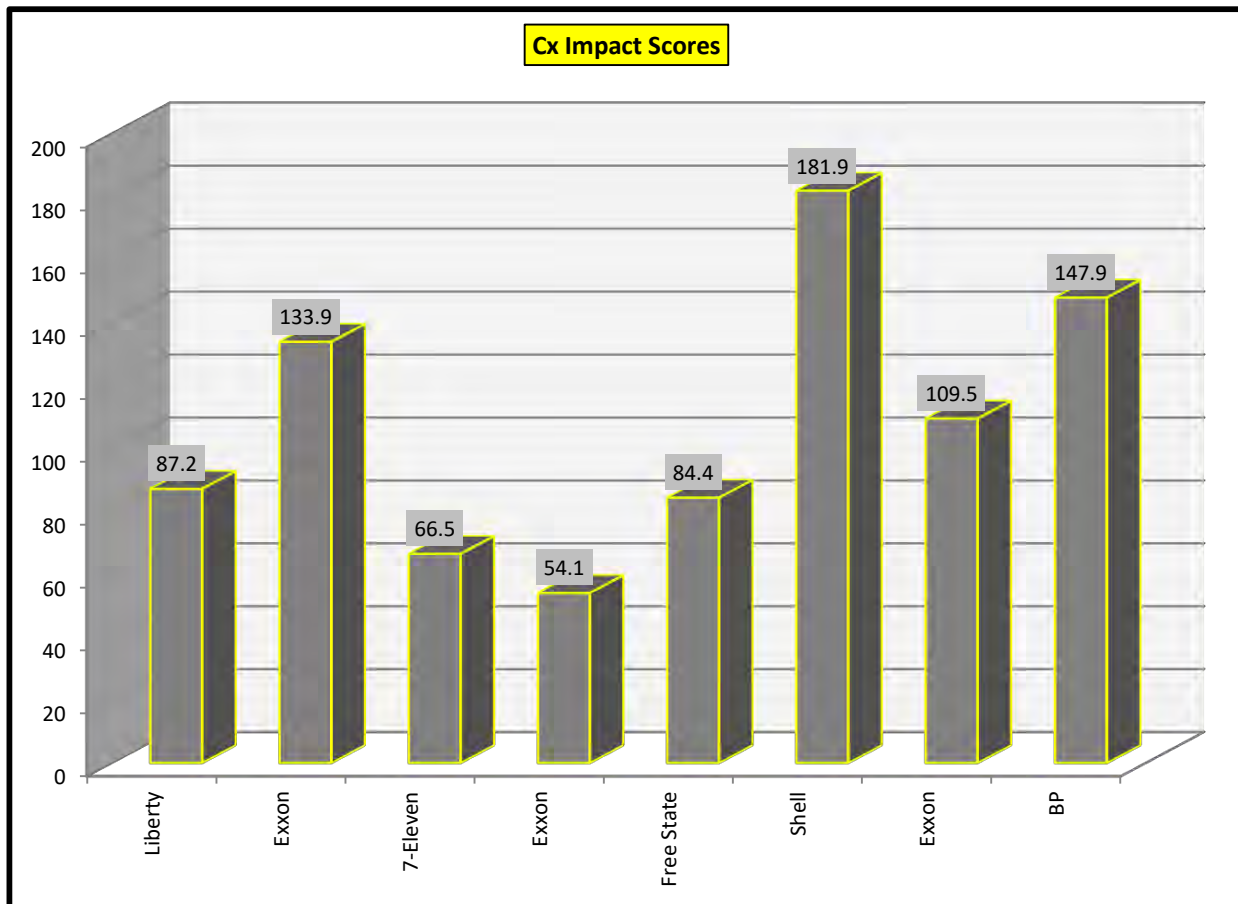
Performance and Impact Indicators

43%	Performance Auto Fuel Positions
21%	Performance Convenience Store Parking
0	Performance Truck Diesel Lanes
21,811	Audit Fuel Gallons per Forecourt Dispenser
\$27.52	Audit Convenience Store Dollars per Square Foot
0	Audit Fuel Gallons per Truck Lane
0.23	Average Distance Impact
0.08	Minimum Distance Impact
1.00	Maximum Distance Impact

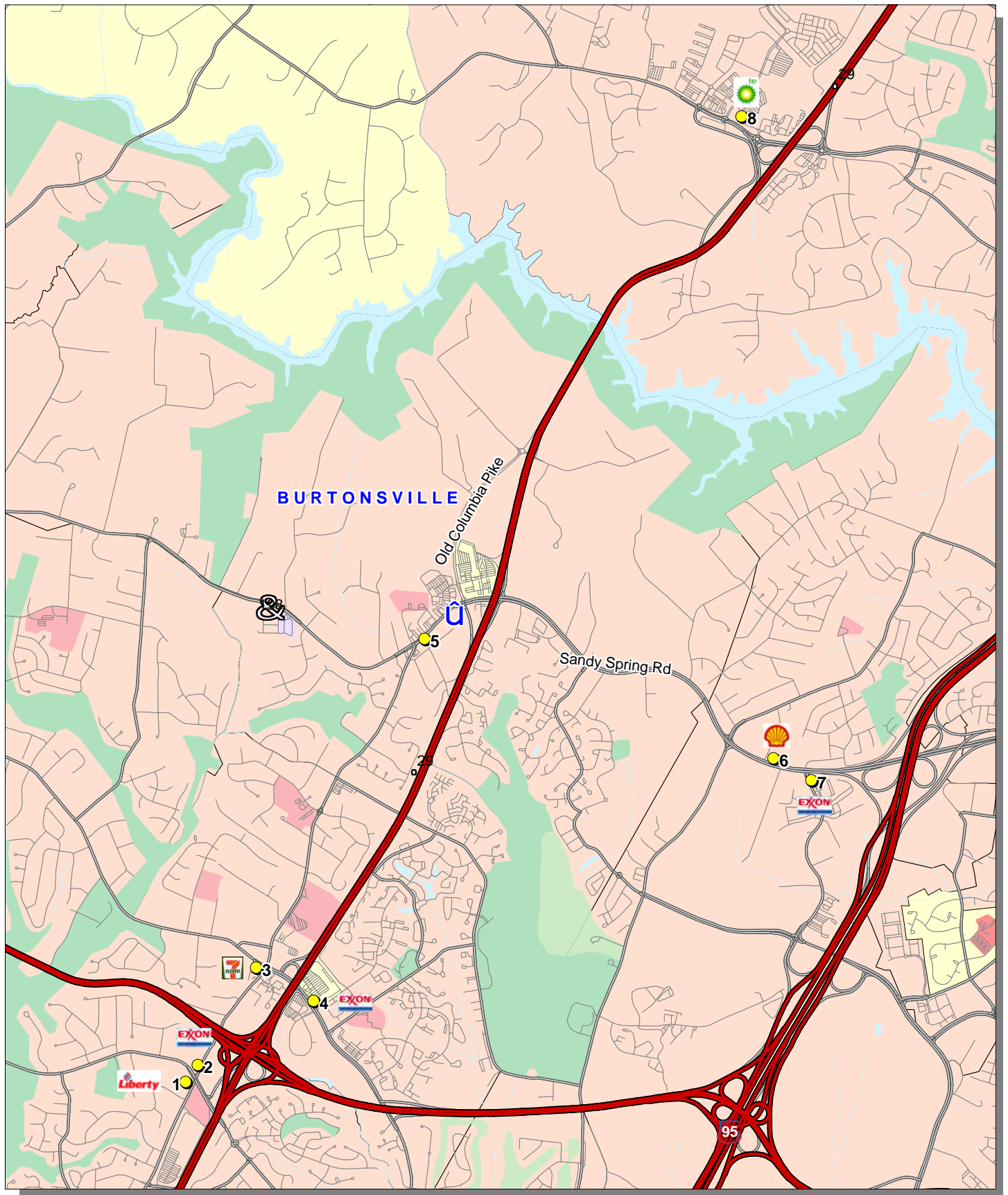
Fuel Pricing Metrics

Market Price Gasoline	\$2.77	⁹
Lead Price Gasoline	\$2.59	⁹
Max Price Gasoline	\$2.95	⁹
Variance Gasoline	\$0.36	⁹
Market Price Diesel	\$3.03	⁹
Lead Price Diesel	\$2.79	⁹
Max Price Diesel	\$3.49	⁹
Variance Diesel	\$0.70	⁹

Audit Date: 3/3/2021



Competition Map



● = Gasoline/Diesel/Convenience Store

Competition Analysis: Fuel and Convenience Store

Name:	Liberty	Brand:	Liberty	Map #:	1	
Location:	Old Columbia Pike and Fairland Road			Intersection:	SW	
Type:	Service Station			Distance:	2.9	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$2.76 ⁹
2	Electronic	x	Air		
8	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$2.85 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions		LED Price Sign	Unleaded	
3	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	-0.01 Unleaded
	Kerosene	Electronic	Traffic Regulation		-0.18 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	42.5
11	# of Self Service Hoses	35	Posted Speed	Diesel Score	16.5
	# of Full Service Hoses	500	Size of Store	Convenience Store Score	19.8
Parallel	Fuel Configuration		Up Front Parking	Fast Food Score	0.0
	Car Wash		Truck Parking	Distance Score	0.10

Convenience Store					
	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
3	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
	Freezer Doors		Fountain Beverage	18	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	1	Cashier Stations
	Beer Cave		Fast Food Brand		Lottery
Brand	Operation		Fast Food		ATM



Competition Analysis: Fuel and Convenience Store

Name:	Tiger Mart	Brand:	Exxon	Map #:	2	
Location:	Old Columbia Pike and Fairland Road			Intersection:	NW	
Type:	Convenience Store			Distance:	2.8	

Forecourt and Exterior	Posted Prices
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4	MPD's	x	Canopy	Unleaded	\$2.79 ⁹
2	Electronic	x	Air		
8	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	\$2.89 ⁹
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
4	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.02 Unleaded
	Kerosene	Electronic	Traffic Regulation		-0.14 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	72.5
12	# of Self Service Hoses	35	Posted Speed	Diesel Score	20.5
	# of Full Service Hoses	2,100	Size of Store	Convenience Store Score	51.3
Dive In	Fuel Configuration	10	Up Front Parking	Fast Food Score	30.0
	Car Wash		Truck Parking	Distance Score	0.10

Convenience Store

8	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
2	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	Katie's Tex Mex	Fast Food Brand	x	Lottery
Brand	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	7-Eleven	Brand:		Map #:	3	
Location:	Old Columbia Pike and Briggs Chaney Road			Intersection:	SW	
Type:	Convenience Store			Distance:	2.2	

Forecourt and Exterior	Posted Prices
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MPD's		Canopy	Unleaded	
Electronic		Air		
# of Gasoline Hoses	3	Brand Sign Facings	Diesel	
# of Gasoline Grades		Price Sign Facings	<i>Cash/Card Price</i>	
# of Gasoline Fueling Positions		LED Price Sign	Unleaded	
# of Diesel Fueling Positions	2	# of Access Points	Diesel	
# of Truck Diesel Lanes	Intersection	Visibility	Strategy	Unleaded
Kerosene	Electronic	Traffic Regulation		Diesel
E-85	Undivided	Road Configuration	Competitive Impact	
EV Stations		On Site Movement	Gasoline Score	0.0
# of Self Service Hoses	35	Posted Speed	Diesel Score	0.0
# of Full Service Hoses	3,000	Size of Store	Convenience Store Score	66.5
Fuel Configuration	12	Up Front Parking	Fast Food Score	20.0
Car Wash		Truck Parking	Distance Score	0.13

Convenience Store

12	Walk In Cooler Doors	Chain	Maintenance	Interior	Restrooms
1	Reach In Cooler Doors	Chain	Interior Lighting	Chain	Snack Merchandising
Chain	Beverage Merchandising	Chain	Interior Signage	Chain	Tobacco Merchandising
5	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	7-Eleven	Fast Food Brand	x	Lottery
Chain	Operation	Grab and Go	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Chaney Exxon	Brand:	Exxon	Map #:	4	
Location:	Briggs Chaney Road and Castle Boulevard			Intersection:	NW	
Type:	Convenience Store			Distance:	2.4	

Forecourt and Exterior	Posted Prices
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6	MPD's	x	Canopy	Unleaded	\$2.91 ⁹
1	Electronic	x	Air		
12	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$3.29 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.14 Unleaded
	Kerosene	Electronic	Traffic Regulation		0.26 Diesel
	E-85	Divided	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	52.5
14	# of Self Service Hoses	35	Posted Speed	Diesel Score	11.5
	# of Full Service Hoses	500	Size of Store	Convenience Store Score	22.1
Parallel	Fuel Configuration		Up Front Parking	Fast Food Score	0.0
	Car Wash		Truck Parking	Distance Score	0.12

Convenience Store

	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
3	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
1	Freezer Doors		Fountain Beverage	24	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	1	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation		Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Free State	Brand:	Unbranded	Map #:	5
Location:	Spencerville Road, east of Old Columbia Pike			Intersection:	S
Type:	Convenience Store			Distance:	0.2

Forecourt and Exterior	Posted Prices
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6	MPD's		Canopy	Unleaded	\$2.59 ⁹
3	Electronic	x	Air		
12	# of Gasoline Hoses	3	Brand Sign Facings	Diesel	\$2.79 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
6	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.18 Unleaded
1	Kerosene	Unregulated	Traffic Regulation		-0.24 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	52.5
18	# of Self Service Hoses	35	Posted Speed	Diesel Score	13.5
	# of Full Service Hoses	1,400	Size of Store	Convenience Store Score	18.4
In Line	Fuel Configuration		Up Front Parking	Fast Food Score	0.0
	Car Wash		Truck Parking	Distance Score	1.00

Convenience Store

	Walk In Cooler Doors	Independent	Maintenance		Restrooms
	Reach In Cooler Doors	Independent	Interior Lighting	Standard	Snack Merchandising
Standard	Beverage Merchandising	Independent	Interior Signage	Standard	Tobacco Merchandising
	Freezer Doors		Fountain Beverage	16	Hours of Operation
	Beer/Wine Doors		Coffee Bar	1	Cashier Stations
	Beer Cave		Fast Food Brand		Lottery
Independent	Operation		Fast Food		ATM



Competition Analysis: Fuel and Convenience Store

Name:	Dash In	Brand:	Shell	Map #:	6	
Location:	Sandy Spring Road and Bauer Lane			Intersection:	NE	
Type:	Convenience Store			Distance:	2.0	

Forecourt and Exterior	Posted Prices
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12	MPD's	x	Canopy	Unleaded	\$2.75 ⁹
1	Electronic	x	Air		
24	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.09 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
24	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	\$2.55 ⁹
6	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.02 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.06 Diesel
	E-85	Divided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	91.5
30	# of Self Service Hoses	45	Posted Speed	Diesel Score	11.5
	# of Full Service Hoses	2,900	Size of Store	Convenience Store Score	72.6
Stacked	Fuel Configuration	12	Up Front Parking	Fast Food Score	20.0
Soft Touch	Car Wash		Truck Parking	Distance Score	0.14

Convenience Store

10	Walk In Cooler Doors	Lead Brand	Maintenance	Standard	Restrooms
1	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
	Lead Brand Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
5	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	The Sandwich Bar	Fast Food Brand	x	Lottery
Lead Brand	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Tiger Mart	Brand:	Exxon	Map #:	7	
Location:	Sandy Spring Road and Sweitzer Lane			Intersection:	SE	
Type:	Convenience Store			Distance:	2.2	

Forecourt and Exterior	Posted Prices
------------------------	---------------


6	MPD's	x	Canopy	Unleaded	\$2.75 ⁹
2	Electronic	x	Air		
12	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$3.49 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
8	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.02 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.46 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	57.5
20	# of Self Service Hoses	45	Posted Speed	Diesel Score	15.5
	# of Full Service Hoses	1,200	Size of Store	Convenience Store Score	34.7
Parallel	Fuel Configuration		Up Front Parking	Fast Food Score	10.0
	Car Wash		Truck Parking	Distance Score	0.13

Convenience Store

7	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
6	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
3	Freezer Doors	x	Fountain Beverage	17	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Grab and Go	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Maple Lawn Market	Brand:	BP	Map #:	8	
Location:	State Highway 216 and Maple Lawn Boulevard			Intersection:	NE	
Type:	Convenience Store			Distance:	3.6	

Forecourt and Exterior	Posted Prices
------------------------	---------------

8	MPD's	x	Canopy	Unleaded	\$2.95 ⁹
	Electronic	x	Air		
16	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.25 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
16	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	\$2.89 ⁹
4	# of Diesel Fueling Positions	1	# of Access Points	Diesel	\$3.19 ⁹
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.18 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.22 Diesel
	E-85	LimitedAccess	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	87.5
20	# of Self Service Hoses	35	Posted Speed	Diesel Score	9.5
	# of Full Service Hoses	3,800	Size of Store	Convenience Store Score	77.6
Stacked	Fuel Configuration	10	Up Front Parking	Fast Food Score	20.0
Soft Touch	Car Wash		Truck Parking	Distance Score	0.08

Convenience Store

12	Walk In Cooler Doors	Lead Brand	Maintenance	Interior	Restrooms
3	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
Lead Brand	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	15	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	The Market Deli	Fast Food Brand	x	Lottery
Lead Brand	Operation	Made to Order	Fast Food	x	ATM



Competitive Analysis Summary: Fast Food

Competitive Fast Food Capacity Metrics

6	Total Competitive Units
0.6	Average Distance in Miles
16,150	Total Fast Food Restaurants Square Footage
306	Total Parking Spaces
23	Total Order Stations
306	Total Interior Restaurant Seating

Fast Food Brands and Chains



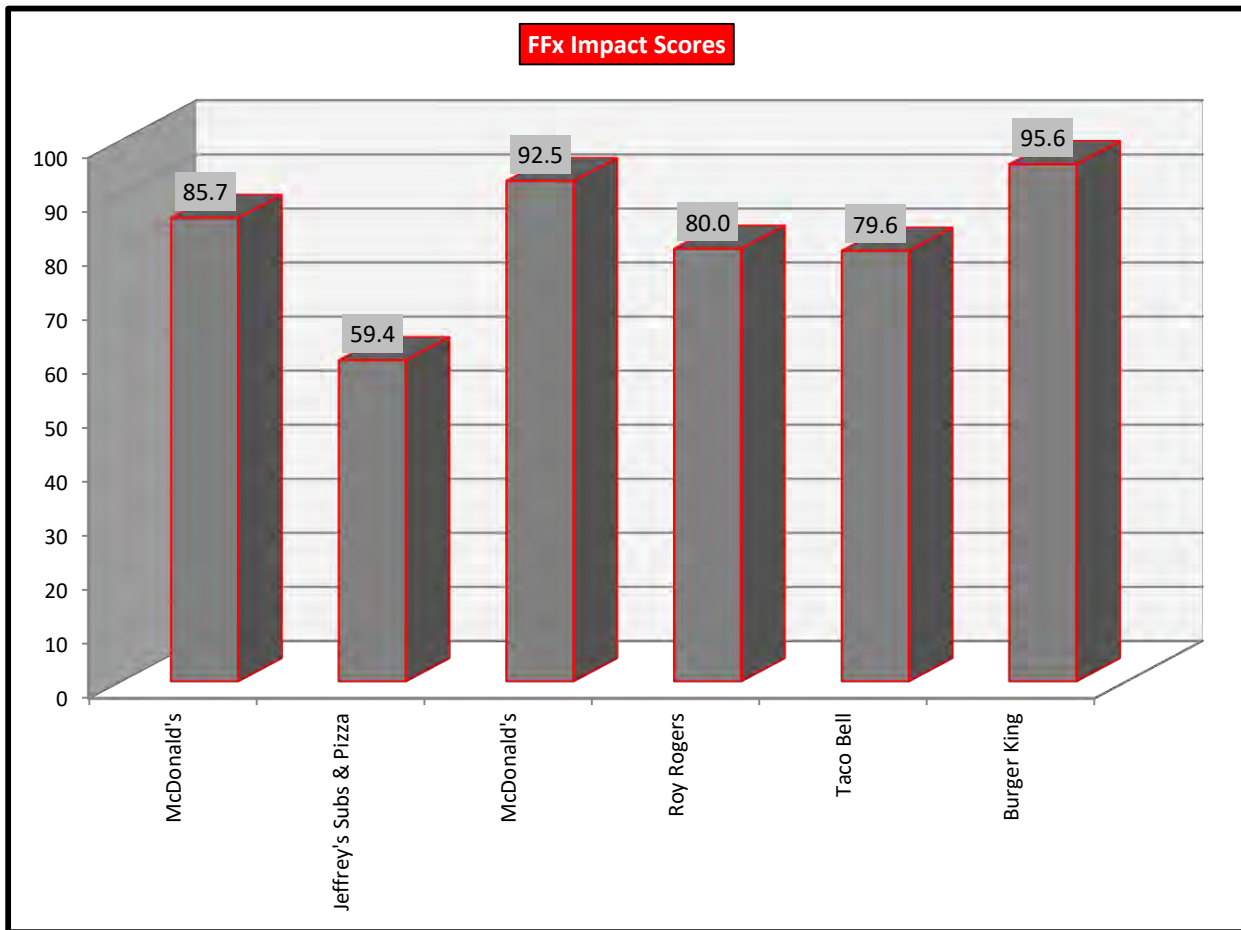
Fast Food Performance and Impact Indicators

83%	Percent Drive-Thru Service
3	Average Drive-Thru Count
19%	Capacity Parking %
0.84	Average Distance Impact
0.11	Minimum Distance Impact
1.00	Mazimum Distance Impact

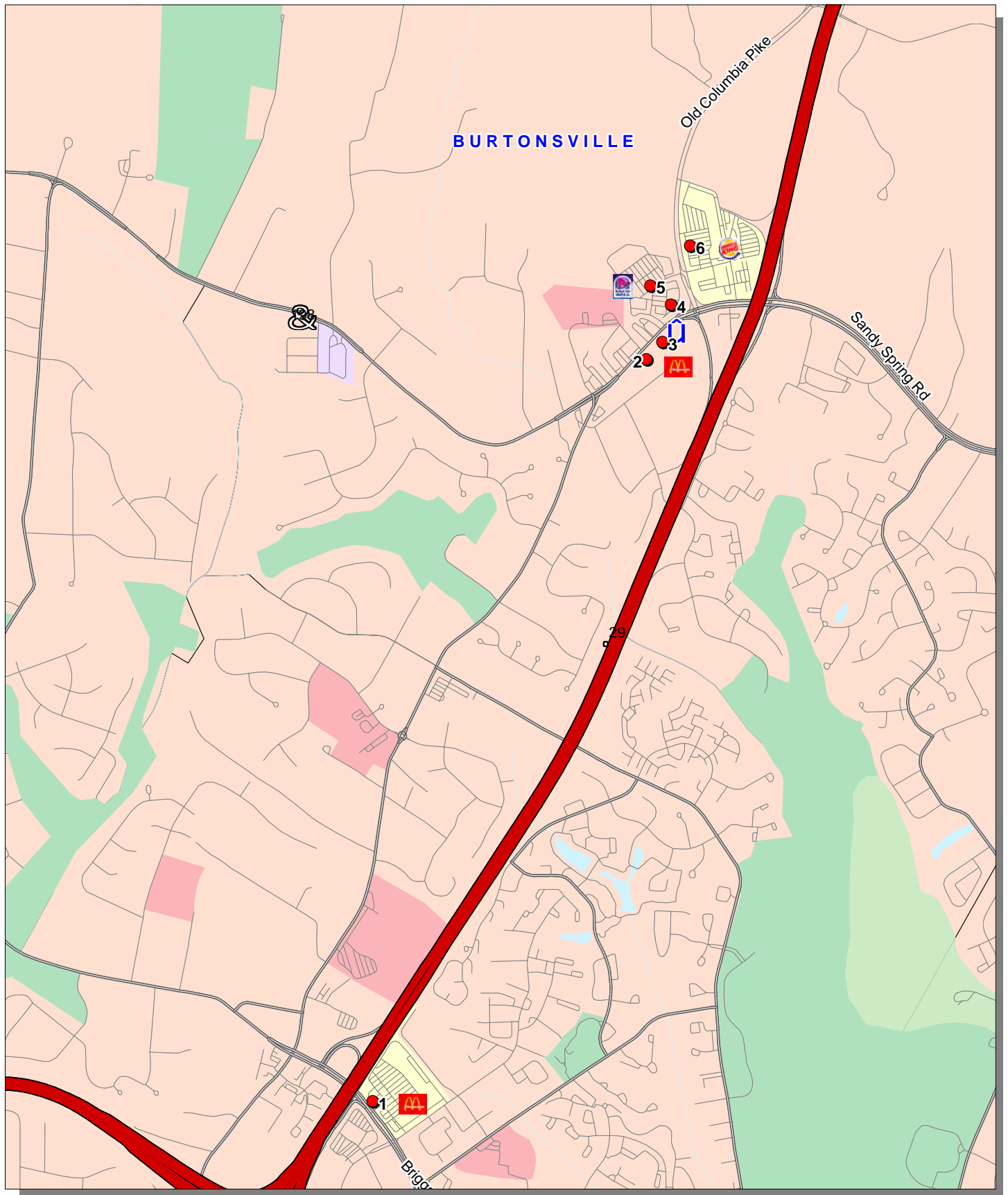
Fast Food - Category

QSR - Burger	67%
QSR - Chicken	0%
QSR - Sandwich	17%
QSR - Mexican	17%
QSR - Breakfast	0%
QSR	0%

Audit Date: 3/3/2021




Competition Map



● = Fast Food

Competition Analysis: Fast Food

Name:	McDonald's	Operation:	Franchise	Map #:	1	
Location:	U.S. Highway 29 and Briggs Chaney Road			Intersection:	NE	
Type:	QSR-Burger			Distance:	2.5	

Fast Food Exterior				Competitive Fast Food Impact	
3,000	Fast Food Restaurant SF	1	# of Access Points	Fast Food Score	85.7
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	20
2	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.11
Standard	Brand Image Compliance	Divided	Road Configuration		
56	Parking	Standard	On Site Movement		
x	Drive-Thru Service	35	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
5	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
56	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms	x	Delivery



Competition Analysis: Fast Food


Name:	Jeffrey's Subs & Pizza	Operation:	Independent	Map #:	2
Location:	Old Columbia Pike, west of U.S. Highway 29	Intersection:			S
Type:	QSR-Sandwich	Distance:			0.1

Fast Food Exterior				Competitive Fast Food Impact	
2,650	Fast Food Restaurant SF	1	# of Access Points	Fast Food Score	59.4
Independent	Brand Recognition	Interior	Visibility	Brand Score	4
2	Brand Sign Facings	Unregulated	Traffic Regulation	Distance Score	1.00
Standard	Brand Image Compliance	Undivided	Road Configuration		
34	Parking	Standard	On Site Movement		
	Drive-Thru Service	35	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
1	Order Stations	Independent	Interior Maintenance	Standard	Fountain Beverage Service
38	Interior Seats	Independent	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Independent	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms	x	Delivery



Competition Analysis: Fast Food

Name:	McDonald's	Operation:	Franchise	Map #:	3	
Location:	Old Columbia Pike, west of U.S. Highway 29	Intersection:			S	
Type:	QSR-Burger	Distance:			0.1	

Fast Food Exterior				Competitive Fast Food Impact	
2,900	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	92.5
Tier I Brand	Brand Recognition	Interior	Visibility	Brand Score	25
4	Brand Sign Facings	Unregulated	Traffic Regulation	Distance Score	1.00
Updated	Brand Image Compliance	Undivided	Road Configuration		
65	Parking	Standard	On Site Movement		
x	Drive-Thru Service	35	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
4	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
52	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Yes	24 Hours	x	Uniforms	x	Delivery



Competition Analysis: Fast Food


Name:	Roy Rogers	Operation:	Franchise	Map #:	4
Location:	Old Columbia Pike and U.S. Highway 29	Intersection:		Distance:	NW
Type:	QSR-Burger				0.1

Fast Food Exterior				Competitive Fast Food Impact	
2,400	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	80.0
Regional Brand	Brand Recognition	Intersection	Visibility	Brand Score	12
3	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	1.00
Standard	Brand Image Compliance	Undivided	Road Configuration		
19	Parking	Standard	On Site Movement		
x	Drive-Thru Service	35	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
4	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
56	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms	x	Delivery



Competition Analysis: Fast Food


Name:	Taco Bell	Operation:	Franchise	Map #:	5	
Location:	State Highway 198 and Old Columbia Pike	Intersection:			NW	
Type:	QSR-Mexican	Distance:			0.2	

Fast Food Exterior				Competitive Fast Food Impact	
2,000	Fast Food Restaurant SF	1	# of Access Points	Fast Food Score	79.6
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
2	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	1.00
Updated	Brand Image Compliance	Undivided	Road Configuration		
58	Parking	Standard	On Site Movement		
x	Drive-Thru Service	45	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
4	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
40	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms	x	Delivery



Competition Analysis: Fast Food

Name:	Burger King	Operation:	Franchise	Map #:	6	
Location:	Old Columbia Pike and National Drive	Intersection:			NE	
Type:	QSR-Burger	Distance:			0.3	

Fast Food Exterior				Competitive Fast Food Impact	
3,200	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	95.6
Tier I Brand	Brand Recognition	Intersection	Visibility	Brand Score	25
4	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.95
Updated	Brand Image Compliance	Undivided	Road Configuration		
74	Parking	Standard	On Site Movement		
x	Drive-Thru Service	45	Posted Speed		
Freestanding	QSR Building Type				

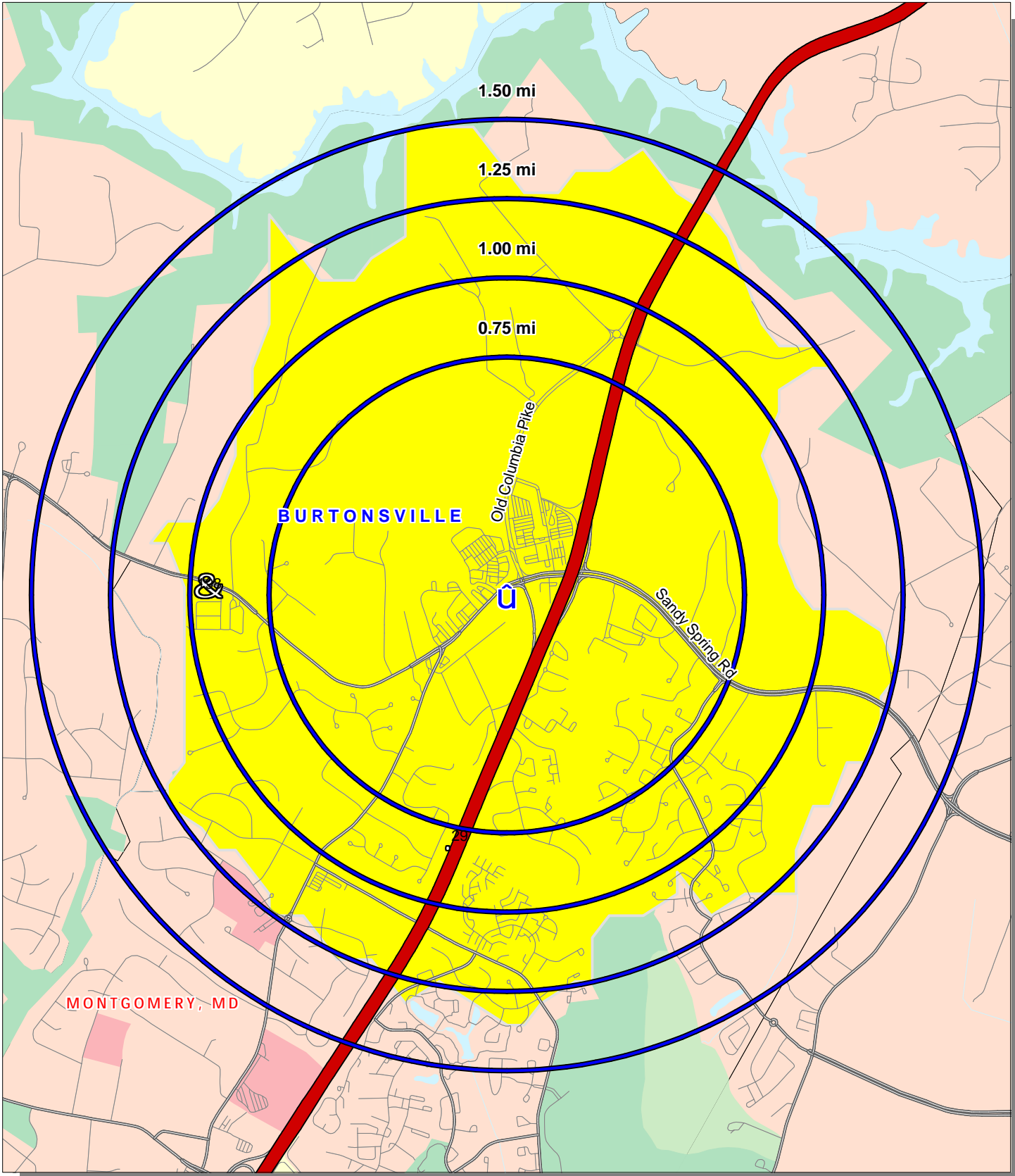
Fast Food Interior					
5	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
64	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms	x	Delivery



Trade Area Map

0.75-, 1-, 1.25-, and 1.5-Mile Rings

1585 Old Columbia Pike and Sandy Spring Road
Burtonsville, Maryland 20866



🏠 = Site

■ = Custom Area

Demand Report

Location:

15585 Old Columbia Pike
Burtonsville, Maryland 20866

	CUSTOM BOUNDARY 4.35 SQ/MI
POPULATION TREND	
2010 Total Population	7,631
2020 Total Population	8,227
2025 Total Population	8,474
% Population Change 2000 to 2010	20.6%
% Population Change 2000 to 2020	30.0%
% Population Change 2010 to 2025	11.0%
% Population Change 2020 to 2025	3.0%
2020 Total Daytime Population	7,150
2020 Total Employees	3,249
2020 Total Daytime at Home Population	3,901
2020 Total Employees (% of Daytime Population)	45.4%
2020 Total Daytime at Home Population (% of Daytime Populat	54.6%
DENSITY	
2020 Population Density	1,872
2020 Employee Density	776
HOUSEHOLDS TREND	
2010 Households	2,536
2020 Households	2,667
2025 Households	2,732
% Household Change 2000 to 2010	12.3%
% Household Change 2000 to 2020	18.1%
% Household Change 2010 to 2025	7.7%
% Household Change 2020 to 2025	2.4%
2020 Average household size: Owner occupied	2.4
2020 Average household size: Renter occupied	0.7
INCOME	
2010 Household income: Median	\$97,201
2010 Household income: Average	\$128,175
2020 Household income: Median	\$99,437
2020 Household income: Average	\$131,538
2025 Household income: Median	\$124,919
2025 Household income: Average	\$161,877
HOUSEHOLD VEHICLES	
2020 Households: Number of vehicles available	5,646
2020 Owner occupied: Number of vehicles available	4,419
2020 Renter occupied: Number of vehicles available	1,163

Demand Report

Location:

15585 Old Columbia Pike
Burtonsville, Maryland 20866

**CUSTOM
BOUNDARY
4.35 SQ/MI**

RACE & ETHNICITY

% 2020 White alone	26.2%
% 2020 Black or African American alone	47.1%
% 2020 American Indian and Alaska Native alone: Adult	.2%
% 2020 Asian alone	16.4%
% 2020 Native Hawaiian and OPI alone	.0%
% 2020 Some Other Race alone	7.0%
% 2020 Two or More Races	2.9%

% 2020 Hispanic	13.3%
% 2020 Not Hispanic	86.7%

EDUCATION & OCCUPATION

Education

% 2020 No High School Diploma	8.9%
% 2020 High school graduate, GED, or alternative	16.5%
% 2020 College No Degree	18.4%
% 2020 College Degree	33.6%
% 2020 Advanced Degree	22.7%
% 2020 College or Advanced Degree	56.2%

Occupation

% 2010 Occupation: White collar	75.6%
% 2010 Occupation: Blue collar	24.4%
% 2020 Occupation: White collar	75.1%
% 2020 Occupation: Blue collar	24.9%

AGE & OCCUPANCY

Age

2020 Total population: Median age	37
2020 Male population: Median age	34
2020 Female population: Median age	39

Occupancy

2020 Households	2,667
% 2020 Owner occupied housing units	76.1%
% 2020 Renter occupied housing units	23.9%

Demand Report

Location:

15585 Old Columbia Pike

Burtonsville, Maryland 20866

**CUSTOM
BOUNDARY
4.35 SQ/MI**

RETAIL SALES POTENTIAL

2018 Convenience stores	\$4,266,050
2020 Gasoline stations with convenience stores	\$9,917,866
2020 Beer, wine, & liquor stores	\$827,405
2020 Supermarkets & other grocery (except convenience) stores	\$13,772,432
2020 Restaurant Expenditures	\$4,205,850

HOUSEHOLD EXPENDITURES

Automotive

2020 Gasoline (Household Average)	\$2,098
2020 Diesel fuel (Household Average)	\$50
2020 Gasoline on out-of-town trips (Household Average)	\$123
2020 Motor oil (Household Average)	\$13
2020 Lube, oil change, and oil filters (Household Average)	\$111
2020 Maintenance and repairs (Household Average)	\$946

Food/Alcohol/Tobacco

2020 Food at home	\$12,642,220
2020 Food at home (Household Average)	\$4,740
2020 Food away from home (Household Average)	\$3,740
2020 Meals at restaurants, carry outs and other (Household Average)	\$3,187
2020 Breakfast and brunch (Household Average)	\$316
2020 Lunch (Household Average)	\$1,018
2020 Dinner (Household Average)	\$1,592
2020 Alcoholic beverages	\$1,635,289
2020 Alcoholic beverages (Household Average)	\$613
2020 At home (Household Average)	\$310
2020 Away from home (Household Average)	\$303
2020 Beer and ale	\$249,227
2020 Beer and ale (Household Average)	\$93
2020 Wine	\$137,734
2020 Wine (Household Average)	\$52
2020 Other alcoholic beverages	\$79,947
2020 Other alcoholic beverages (Household Average)	\$83
2020 Tobacco products and smoking supplies	\$933,664
2020 Tobacco products and smoking supplies (Household Avg)	\$350
2020 Cigarettes	\$801,139
2020 Cigarettes (Household Average)	\$300
2020 Other tobacco products	\$104,326
2020 Other tobacco products (Household Average)	\$39
2020 Smoking accessories	\$28,200
2020 Smoking accessories (Household Average)	\$11

Demand Report

Location:

15585 Old Columbia Pike
Burtonsville, Maryland 20866

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
POPULATION TREND				
2010 Total Population	3,694	5,774	7,884	12,141
2020 Total Population	3,931	6,316	8,498	13,524
2025 Total Population	4,026	6,533	8,752	14,104
% Population Change 2000 to 2010	31.5%	22.5%	20.6%	11.1%
% Population Change 2000 to 2020	39.9%	34.0%	29.9%	23.8%
% Population Change 2010 to 2025	9.0%	13.1%	11.0%	16.2%
% Population Change 2020 to 2025	2.4%	3.4%	3.0%	4.3%
2020 Daytime Population				
2020 Total Daytime Population	3,728	6,024	7,358	10,733
2020 Total Employees	1,852	3,017	3,289	4,306
2020 Total Daytime at Home Population	1,876	3,007	4,069	6,427
2020 Total Employees (% of Daytime Population)	49.7%	50.1%	44.7%	40.1%
2020 Total Daytime at Home Population (% of Daytime Population)	50.3%	49.9%	55.3%	59.9%
DENSITY				
2020 Population Density	1,753	1,647	1,667	1,884
2020 Employee Density	1,293	1,083	656	589
HOUSEHOLDS TREND				
2010 Households	1,231	1,897	2,619	4,004
2020 Households	1,278	2,014	2,754	4,331
2025 Households	1,304	2,072	2,821	4,492
% Household Change 2000 to 2010	21.6%	14.5%	12.3%	5.8%
% Household Change 2000 to 2020	26.3%	21.5%	18.0%	14.4%
% Household Change 2010 to 2025	5.9%	9.2%	7.7%	12.2%
% Household Change 2020 to 2025	2.0%	2.9%	2.4%	3.7%
2020 Average household size				
2020 Average household size: Owner occupied	2.2	2.4	2.4	2.4
2020 Average household size: Renter occupied	0.9	0.8	0.7	0.7
INCOME				
2010 Household income: Median	\$104,632	\$104,166	\$98,419	\$102,313
2010 Household income: Average	\$135,480	\$135,553	\$129,843	\$137,513
2020 Household income				
2020 Household income: Median	\$108,332	\$104,650	\$99,999	\$100,463
2020 Household income: Average	\$138,512	\$135,717	\$133,118	\$133,480
2025 Household income				
2025 Household income: Median	\$135,064	\$133,241	\$126,462	\$129,771
2025 Household income: Average	\$169,807	\$166,914	\$164,194	\$162,657
HOUSEHOLD VEHICLES				
2020 Households: Number of vehicles available	2,777	4,306	5,881	9,011
2020 Owner occupied: Number of vehicles available	2,072	3,375	4,638	7,481
2020 Renter occupied: Number of vehicles available	658	927	1,180	1,484

Demand Report

Location:

15585 Old Columbia Pike
Burtonsville, Maryland 20866

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
RACE & ETHNICITY				
% 2020 White alone	28.3%	27.3%	27.2%	25.4%
% 2020 Black or African American alone	44.2%	45.0%	46.2%	46.9%
% 2020 American Indian and Alaska Native alone: Adult	.1%	.1%	.2%	.3%
% 2020 Asian alone	16.3%	16.7%	16.4%	17.1%
% 2020 Native Hawaiian and OPI alone	.0%	.0%	.0%	.0%
% 2020 Some Other Race alone	8.4%	8.1%	6.9%	7.0%
% 2020 Two or More Races	2.6%	2.7%	3.0%	3.0%
% 2020 Hispanic	14.6%	14.4%	13.3%	12.6%
% 2020 Not Hispanic	85.4%	85.6%	86.7%	87.4%
EDUCATION & OCCUPATION				
Education				
% 2020 No High School Diploma	10.9%	10.5%	8.8%	8.8%
% 2020 High school graduate, GED, or alternative	15.6%	16.4%	16.4%	16.6%
% 2020 College No Degree	18.7%	18.0%	18.5%	17.2%
% 2020 College Degree	32.1%	33.7%	33.6%	36.2%
% 2020 Advanced Degree	22.8%	21.5%	22.7%	21.2%
% 2020 College or Advanced Degree	54.9%	55.1%	56.3%	57.4%
Occupation				
% 2010 Occupation: White collar	81.0%	78.9%	75.6%	73.1%
% 2010 Occupation: Blue collar	19.0%	21.1%	24.4%	26.9%
% 2020 Occupation: White collar	77.8%	73.8%	75.0%	71.3%
% 2020 Occupation: Blue collar	22.2%	26.2%	25.0%	28.7%
AGE & OCCUPANCY				
Age				
2020 Total population: Median age	38	37	37	37
2020 Male population: Median age	35	34	34	34
2020 Female population: Median age	40	39	39	39
Occupancy				
2020 Households	1,278	2,014	2,754	4,331
% 2020 Owner occupied housing units	70.0%	73.4%	76.5%	79.3%
% 2020 Renter occupied housing units	30.0%	26.6%	23.5%	20.7%

Demand Report

Location:

15585 Old Columbia Pike
Burtonsville, Maryland 20866

	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
RETAIL SALES POTENTIAL				
2018 Convenience stores	\$2,049,132	\$3,225,813	\$4,401,896	\$6,933,985
2020 Gasoline stations with convenience stores	\$4,755,206	\$7,497,634	\$10,242,974	\$16,138,698
2020 Beer, wine, & liquor stores	\$398,932	\$627,051	\$855,600	\$1,349,598
2020 Supermarkets & other grocery (except convenience) stores	\$6,612,688	\$10,424,184	\$14,231,763	\$22,437,304
2020 Restaurant Expenditures	\$2,025,870	\$3,187,954	\$4,345,600	\$6,860,618
HOUSEHOLD EXPENDITURES				
Automotive				
2020 Gasoline (Household Average)	\$2,096	\$2,099	\$2,099	\$2,103
2020 Diesel fuel (Household Average)	\$50	\$50	\$50	\$50
2020 Gasoline on out-of-town trips (Household Average)	\$123	\$123	\$123	\$123
2020 Motor oil (Household Average)	\$13	\$13	\$13	\$13
2020 Lube, oil change, and oil filters (Household Average)	\$111	\$111	\$111	\$111
2020 Maintenance and repairs (Household Average)	\$947	\$948	\$948	\$950
Food/Alcohol/Tobacco				
2020 Food at home	\$6,069,376	\$9,568,529	\$13,064,151	\$20,597,406
2020 Food at home (Household Average)	\$4,749	\$4,751	\$4,744	\$4,756
2020 Food away from home (Household Average)	\$3,756	\$3,750	\$3,740	\$3,751
2020 Meals at restaurants, carry outs and other (Household Average)	\$3,199	\$3,195	\$3,187	\$3,196
2020 Breakfast and brunch (Household Average)	\$316	\$316	\$316	\$316
2020 Lunch (Household Average)	\$1,021	\$1,020	\$1,018	\$1,020
2020 Dinner (Household Average)	\$1,599	\$1,597	\$1,592	\$1,597
2020 Alcoholic beverages	\$789,560	\$1,239,586	\$1,690,311	\$2,665,628
2020 Alcoholic beverages (Household Average)	\$618	\$615	\$614	\$615
2020 At home (Household Average)	\$312	\$311	\$311	\$312
2020 Away from home (Household Average)	\$306	\$304	\$303	\$304
2020 Beer and ale	\$120,535	\$189,020	\$257,477	\$405,728
2020 Beer and ale (Household Average)	\$94	\$94	\$93	\$94
2020 Wine	\$66,773	\$104,555	\$142,368	\$224,630
2020 Wine (Household Average)	\$52	\$52	\$52	\$52
2020 Other alcoholic beverages	\$38,515	\$60,405	\$82,550	\$129,818
2020 Other alcoholic beverages (Household Average)	\$84	\$83	\$83	\$83
2020 Tobacco products and smoking supplies	\$446,427	\$705,681	\$966,557	\$1,516,666
2020 Tobacco products and smoking supplies (Household Avg)	\$349	\$350	\$351	\$350
2020 Cigarettes	\$382,991	\$605,521	\$829,230	\$1,301,669
2020 Cigarettes (Household Average)	\$300	\$301	\$301	\$301
2020 Other tobacco products	\$49,901	\$78,863	\$108,136	\$169,314
2020 Other tobacco products (Household Average)	\$39	\$39	\$39	\$39
2020 Smoking accessories	\$13,536	\$21,297	\$29,191	\$45,683
2020 Smoking accessories (Household Average)	\$11	\$11	\$11	\$11

Full Demographic Report

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	0.75 MILE RING 1.77 SQ/MI	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI
POPULATION OVERVIEW				
Population Trend				
2000 Total Population	2,810	4,713	6,540	10,926
2010 Total Population	3,694	5,774	7,884	12,141
2020 Total Population	3,931	6,316	8,498	13,524
2025 Total Population	4,026	6,533	8,752	14,104
% Population Change 2000 to 2010	31.5%	22.5%	20.6%	11.1%
% Population Change 2000 to 2020	39.9%	34.0%	29.9%	23.8%
% Population Change 2010 to 2025	9.0%	13.1%	11.0%	16.2%
% Population Change 2020 to 2025	2.4%	3.4%	3.0%	4.3%
2020 Race and Ethnicity				
% 2020 White alone	28.3%	27.3%	27.2%	25.4%
% 2020 Black or African American alone	44.2%	45.0%	46.2%	46.9%
% 2020 Asian alone	16.3%	16.7%	16.4%	17.1%
% 2020 Other Race - Population	11.1%	11.0%	10.2%	10.6%
Hispanic or Latino				
% 2020 Hispanic	14.6%	14.4%	13.3%	12.6%
% 2020 Not Hispanic	85.4%	85.6%	86.7%	87.4%
2020 Age Trend				
Total population: Median age	38	37	37	37
Male population: Median age	35	34	34	34
Female population: Median age	40	39	39	39
Age 19 and Under	27.6%	27.9%	28.3%	28.4%
Age 20 to 29	13.6%	13.6%	13.5%	13.1%
Age 30 to 39	11.5%	11.8%	12.1%	12.4%
Age 40 to 49	13.3%	13.3%	13.4%	13.6%
Age 50 to 64	21.8%	21.6%	21.4%	21.4%
Age 65 and Over	12.1%	11.7%	11.2%	11.0%
2020 Male Population				
% Male population	45.8%	45.6%	46.0%	45.8%
% Male population: Under 5 years	4.3%	4.4%	4.6%	4.5%
% Male population: 5 to 9 years	2.9%	2.9%	3.0%	3.1%
% Male population: 10 to 14 years	3.6%	3.6%	3.7%	3.7%
% Male population: 15 to 19 years	3.2%	3.1%	3.1%	3.1%
% Male population: 20 to 24 years	3.4%	3.4%	3.4%	3.3%
% Male population: 25 to 29 years	3.3%	3.2%	3.2%	3.1%
% Male population: 30 to 34 years	2.4%	2.6%	2.7%	2.7%
% Male population: 35 to 39 years	2.5%	2.5%	2.7%	2.7%
% Male population: 40 to 44 years	2.3%	2.3%	2.4%	2.5%
% Male population: 45 to 49 years	3.1%	3.1%	3.1%	3.1%
% Male population: 50 to 54 years	3.1%	3.1%	3.1%	3.2%

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% Male population: 55 to 59 years	3.8%	3.8%	3.8%	3.7%
% Male population: 60 to 64 years	3.2%	3.2%	3.2%	3.1%
% Male population: 65 to 69 years	1.8%	1.7%	1.7%	1.7%
% Male population: 70 to 74 years	1.4%	1.3%	1.3%	1.2%
% Male population: 75 to 79 years	.7%	.7%	.7%	.6%
% Male population: 80 to 84 years	.5%	.4%	.4%	.4%
% Male population: 85 years and over	.3%	.3%	.3%	.3%
2020 Female Population				
% Female population	54.2%	54.4%	54.0%	54.2%
% Female population: Under 5 years	2.6%	2.5%	2.5%	2.6%
% Female population: 5 to 9 years	4.1%	4.3%	4.4%	4.4%
% Female population: 10 to 14 years	3.2%	3.3%	3.4%	3.4%
% Female population: 15 to 19 years	3.7%	3.7%	3.7%	3.8%
% Female population: 20 to 24 years	3.7%	3.8%	3.8%	3.5%
% Female population: 25 to 29 years	3.2%	3.2%	3.2%	3.1%
% Female population: 30 to 34 years	3.1%	3.2%	3.2%	3.3%
% Female population: 35 to 39 years	3.5%	3.5%	3.6%	3.7%
% Female population: 40 to 44 years	3.4%	3.5%	3.5%	3.6%
% Female population: 45 to 49 years	4.5%	4.5%	4.5%	4.5%
% Female population: 50 to 54 years	4.7%	4.7%	4.6%	4.5%
% Female population: 55 to 59 years	3.7%	3.7%	3.7%	3.7%
% Female population: 60 to 64 years	3.2%	3.2%	3.2%	3.2%
% Female population: 65 to 69 years	2.3%	2.3%	2.2%	2.2%
% Female population: 70 to 74 years	1.8%	1.8%	1.7%	1.7%
% Female population: 75 to 79 years	1.5%	1.4%	1.3%	1.3%
% Female population: 80 to 84 years	1.0%	1.0%	.9%	.9%
% Female population: 85 years and over	.9%	.8%	.7%	.7%
HOUSEHOLD OVERVIEW				
Household Trend				
2000 Households	1,012	1,657	2,333	3,786
2010 Households	1,231	1,897	2,619	4,004
2020 Households	1,278	2,014	2,754	4,331
2025 Households	1,304	2,072	2,821	4,492
% Household Change 2000 to 2010	21.6%	14.5%	12.3%	5.8%
% Household Change 2000 to 2019	26.3%	21.5%	18.0%	14.4%
% Household Change 2010 to 2024	5.9%	9.2%	7.7%	12.2%
% Household Change 2020 to 2025	2.0%	2.9%	2.4%	3.7%
2020 Household Size				
Average household size	3.1	3.1	3.1	3.1
% Family households	80.0%	79.8%	78.8%	79.1%
% Nonfamily households	19.9%	20.2%	21.2%	20.9%

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Household Income Trend				
2000 Median income	\$74,292	\$73,412	\$72,845	\$73,612
2010 Median income	\$104,632	\$104,166	\$98,419	\$102,313
2020 Median income	\$108,332	\$104,650	\$99,999	\$100,463
2025 Median income	\$135,064	\$133,241	\$126,462	\$129,771
% Median Income Change 2000 to 2010	40.8%	41.9%	35.1%	39.0%
% Median Income Change 2000 to 2019	45.8%	42.6%	37.3%	36.5%
% Median Income Change 2010 to 2024	29.1%	27.9%	28.5%	26.8%
% Median Income Change 2020 to 2025	24.7%	27.3%	26.5%	29.2%
2000 Household income: Average				
2000 Household income: Average	\$78,107	\$78,942	\$80,627	\$82,534
2010 Household income: Average				
2010 Household income: Average	\$135,480	\$135,553	\$129,843	\$137,513
2020 Household income: Average				
2020 Household income: Average	\$138,512	\$135,717	\$133,118	\$133,480
2025 Household income: Average				
2025 Household income: Average	\$169,807	\$166,914	\$164,194	\$162,657
2020 Household Income				
up to \$24,999	6.0%	6.3%	7.0%	6.9%
\$25,000 to \$49,999	13.5%	12.9%	10.5%	11.1%
\$50,000 to \$74,999	13.1%	13.3%	15.4%	14.2%
\$75,000 to \$124,999	24.7%	26.2%	28.9%	28.3%
\$125,000 to \$199,999	25.7%	25.5%	22.8%	24.8%
\$200,000 or more	16.9%	15.8%	15.4%	14.8%
Income Below \$75,000	32.6%	32.5%	32.8%	32.1%
Income \$75,000 to \$199,999	50.5%	51.7%	51.7%	53.0%
HOUSING UNITS OVERVIEW				
2020 Home Value				
Median Home Value	\$405,864	\$381,685	\$352,925	\$344,390
Average Home Value	\$460,203	\$439,948	\$418,642	\$406,464
2020 Occupancy				
Households	1,278	2,014	2,754	4,331
Owner occupied	70.0%	73.4%	76.5%	79.3%
Renter occupied	30.0%	26.6%	23.5%	20.7%
Occupancy by Number of Units				
1 Unit, Detached	42.2%	41.4%	38.0%	39.8%
1 Unit, Attached	37.9%	42.9%	49.8%	51.0%
2	.0%	.0%	.0%	.0%
3 or 4	.0%	.0%	.0%	.0%
5 to 9	3.0%	2.4%	1.8%	1.3%
10 to 19	13.0%	10.1%	7.9%	5.9%
20 to 49	3.2%	2.5%	2.0%	1.3%
50 or more	.6%	.7%	.5%	.7%
Mobile home	.0%	.0%	.0%	.0%
Boat, RV, van, etc.	.0%	.0%	.0%	.0%

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2020 Occupation				
Workers 16 years and over	2,166	3,466	4,625	7,353
White collar	77.8%	73.8%	75.0%	71.3%
Blue collar	22.2%	26.2%	25.0%	28.7%
2020 Educational Attainment				
Population 25 years and over	2,565	4,096	5,487	8,762
No High School Diploma	10.9%	10.5%	8.8%	8.8%
High school graduate, GED, or alternative	15.6%	16.4%	16.4%	16.6%
College No Degree	18.7%	18.0%	18.5%	17.2%
College Degree	32.1%	33.7%	33.6%	36.2%
Advanced Degree	22.8%	21.5%	22.7%	21.2%
College or Advanced Degree	54.9%	55.1%	56.3%	57.4%
2020 Marital Status				
Population 15 years and over	3,116	4,983	6,668	10,605
Not Married	48.7%	48.5%	46.6%	46.4%
Married	51.3%	51.5%	53.4%	53.6%
Average Travel Time to Work Trend				
2000 Travel time: Average (in minutes)	31	32	33	34
2010 Travel time: Average (in minutes)	38	38	38	38
2020 Travel time: Average (in minutes)	35	36	38	38
Work at Home Trend				
% 2000 Workers 16+ years who work at home	2.4%	2.7%	3.1%	3.4%
% 2010 Workers 16+ years who work at home	4.7%	4.2%	3.7%	3.2%
% 2020 Workers 16+ years who work at home	5.2%	4.5%	4.2%	3.5%
Did Not Work at Home Trend				
% 2000 Workers 16+ years who do not work at home	97.6%	97.3%	97.0%	96.6%
% 2010 Workers 16+ years who do not work at home	95.3%	95.8%	96.3%	96.8%
% 2020 Workers 16+ years who do not work at home	94.8%	95.5%	95.8%	96.5%
Mode of Transportation to Work				
Car, truck, or van - Drove alone	73.1%	73.2%	75.8%	75.3%
Car, truck, or van - Carpooled	14.0%	13.7%	11.2%	11.7%



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The contents of this study, including all projections, are based on information furnished by the client, customer and data collected by IMST in the field, and from other sources. IMST does not warrant that there have been no material changes in the data since generation, including merchantability and fitness for a particular purpose with regard to the study and all underlying data and analysis. IMST makes reasonable efforts to obtain all data for the study; however, market conditions are subject to change and these changes may significantly alter actual sales.

The completed study is not intended to provide a guarantee of actual business performance.

It is our understanding that the studied site has been thoroughly tested regarding potential contamination and no problems now exist that create negative environmental conditions.

If you should have any questions regarding this information, please call us at 281.398.0321.

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