

FOUNTAIN - COLORADO

*FRONT-RANGE POSITIONING
TO SERVICE THE VALLEY*

**101,244 GREATER
VALLEY POPULATION**



Best Places in CO for Young Families *Nerd Wallet*

American City on the Rise *Nerd Wallet*

All America City *National Civic League*

Millennium City *New York Times*



\$73,121 Average HH Income

32.9 Median Age

1.7% below Cost of Living national avg.

30,303 pop. Ft. Carson Base

(largest employer in the city/region/state)

Fountain Colorado Retail Guide

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City of Fountain
 Office of the Economic Development
 116 South Main Street
 Fountain, CO 80817
 Voice (719) 322-2056
 Fax (719) 322-2002
kbailey@fountaincolorado.org

Greetings from Fountain! We represent the **second largest city** in El Paso County and serve as the “gateway” to the Pikes Peak region. Our market has continued to experienced yearly **double digit growth** and continually seeks to attract personal and lifestyle amenity services. Fountain offers “*Pure Colorado*” living at its finest with expansive vistas, quality housing developments, and top-notch k-12 education.

What we need is your business services in Fountain! We offer four distinctive business corridor markets to establish your presence with **land sites available**. Currently, we are seeking the following placements in our growing community:

South Academy Highlands (SAH) – Destination Center across from Community College and Military Base

- **Urban setting along public transit access corridor**

S Hwy US 85 – Mixed Use Towne Center development with healthcare and dining services

- **Offers daily traffic count of 22,527**

Mesa Ridge – Sit down dining, home improvement, and personal services

- **Offers highest HH Income \$73,718**

Olde Town – Second Tier Grocer/ Fresh produce provider/ Multi-Family developments

- **LMI and Food Dessert Community**

Join the following new retailers in our market:



August 2015 – Paired with a Walmart @ SAH



2017 (SAH)



2017 (Mesa Ridge)



Fall 2019 Opening (SAH)



2017 (Mesa Ridge)



2016 (Mesa Ridge)



2017 (US85)

Additional information on the city’s business climate, marketplace statistics, Enterprise & Opportunity Zone, business incentives, and financing opportunities can be located online at www.fountaincolorado.org.

Let’s talk to arrange a site tour in our prime market for retailer brands and new business developments!

My best,

Kimberly A. Bailey



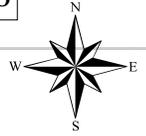
Greater Fountain Valley

COLORADO SPRINGS, CO
Population of 471,059
10 Miles North of Fountain, CO

PUEBLO, CO
Population of 111,240
30 Miles South of Fountain, CO

For More Information Contact:
Economic Development Office
City of Fountain
116 S. Main St.
Fountain, CO 80817
(719) 322-2056

- Fountain Epicenter
- Olde Town
- 3 Mile Drive Radius *Population = 49,912*
- South Academy Highlands
- Mesa Ridge
- 5 Mile Drive Radius *Population = 90,908*
- North US 85
- Fountain City Limits
- 10 Mile Drive Radius *Population = 241,632*



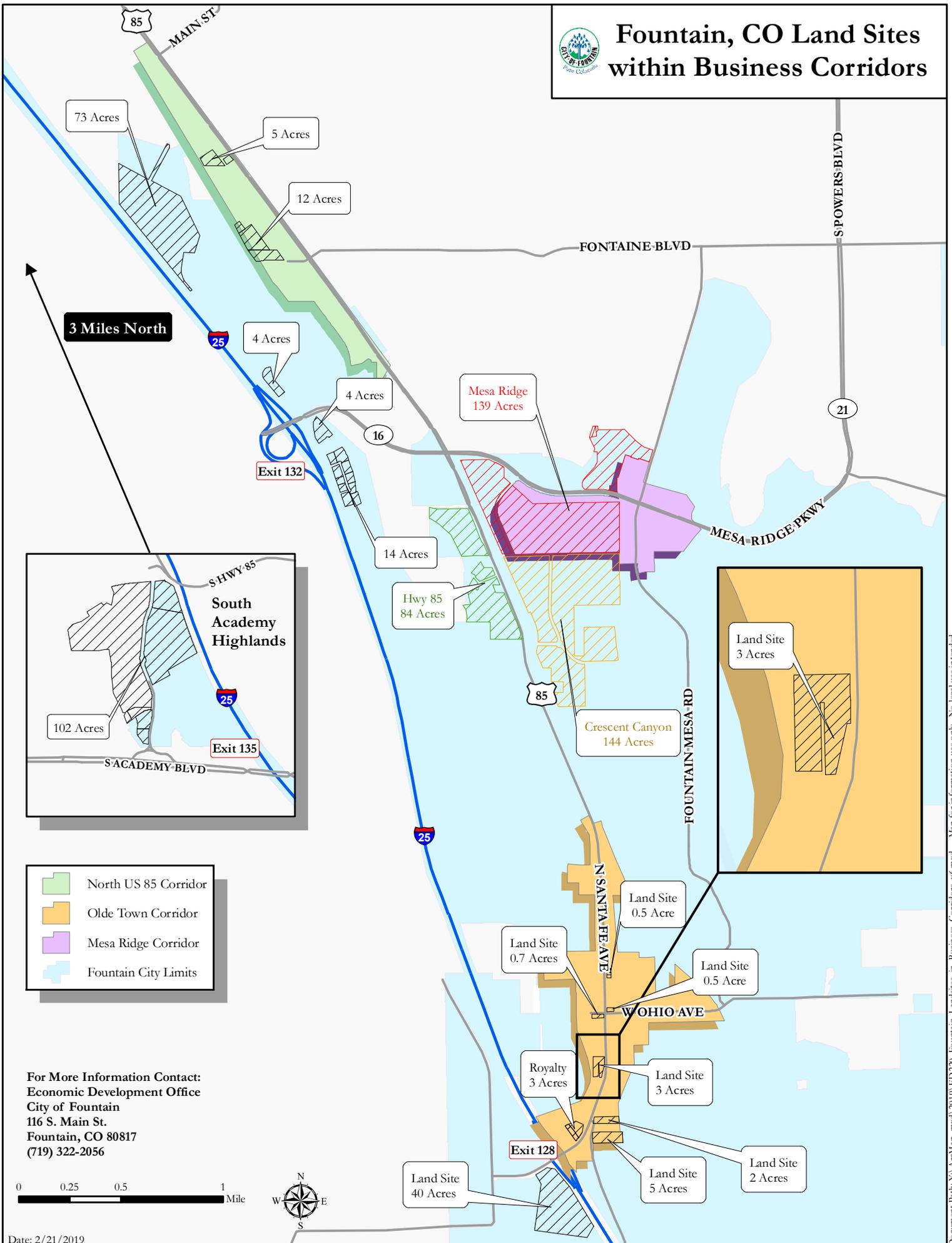
Population Source: ESRI's Business Analyst Online

Date: 2/14/2019

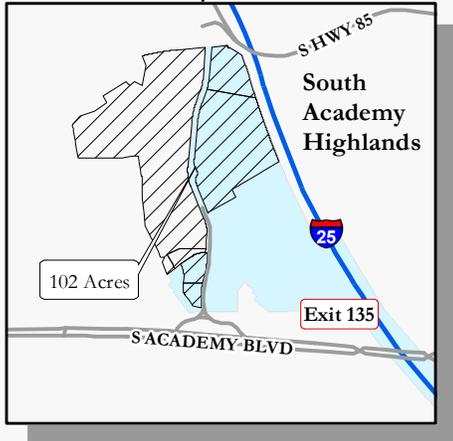
Document Path: Y:\V\Map\msd\2019\EP221_Fountain_City_Limit_Business_Corridors_w\Bifires_v7.mxd Map for informational use only. No legal use intended.



Fountain, CO Land Sites within Business Corridors



3 Miles North



- North US 85 Corridor
- Olde Town Corridor
- Mesa Ridge Corridor
- Fountain City Limits

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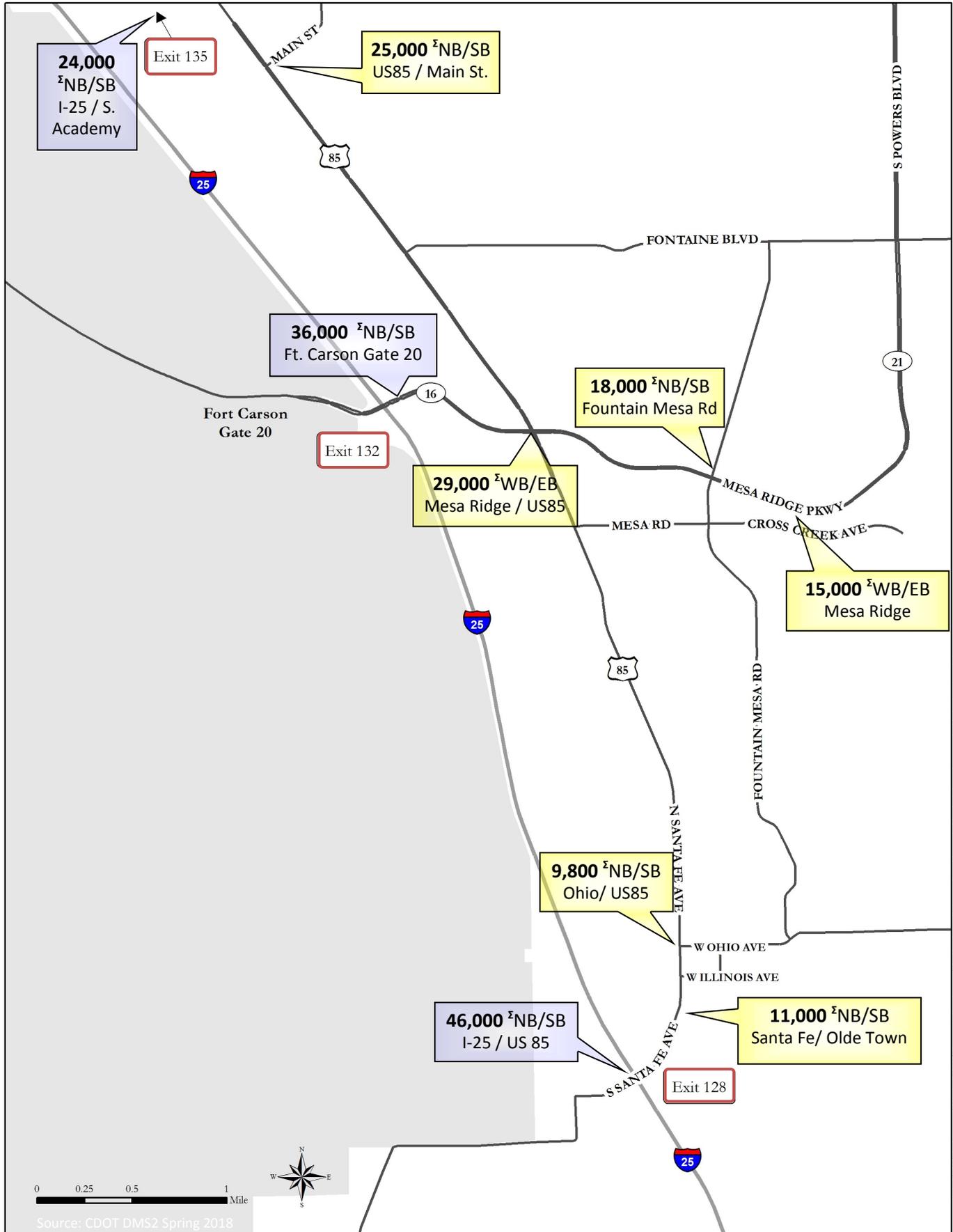
0 0.25 0.5 1 Mile



Date: 2/21/2019



Fountain, CO 2019 Daily Traffic Counts



Document Path: S:\GIS\DevMap_mxd\Nicol_P\2015\Economic_Development\Traffic_Count_Estimate_Basic_Map.mxd Map for information use only. No legal use intended.



South Academy Highlands Business Corridor

City of Colorado Springs

102 Acres Total

- Available Land Sites
- South Academy Highlands
- Fountain City Limits
- Outside of Fountain City Limits

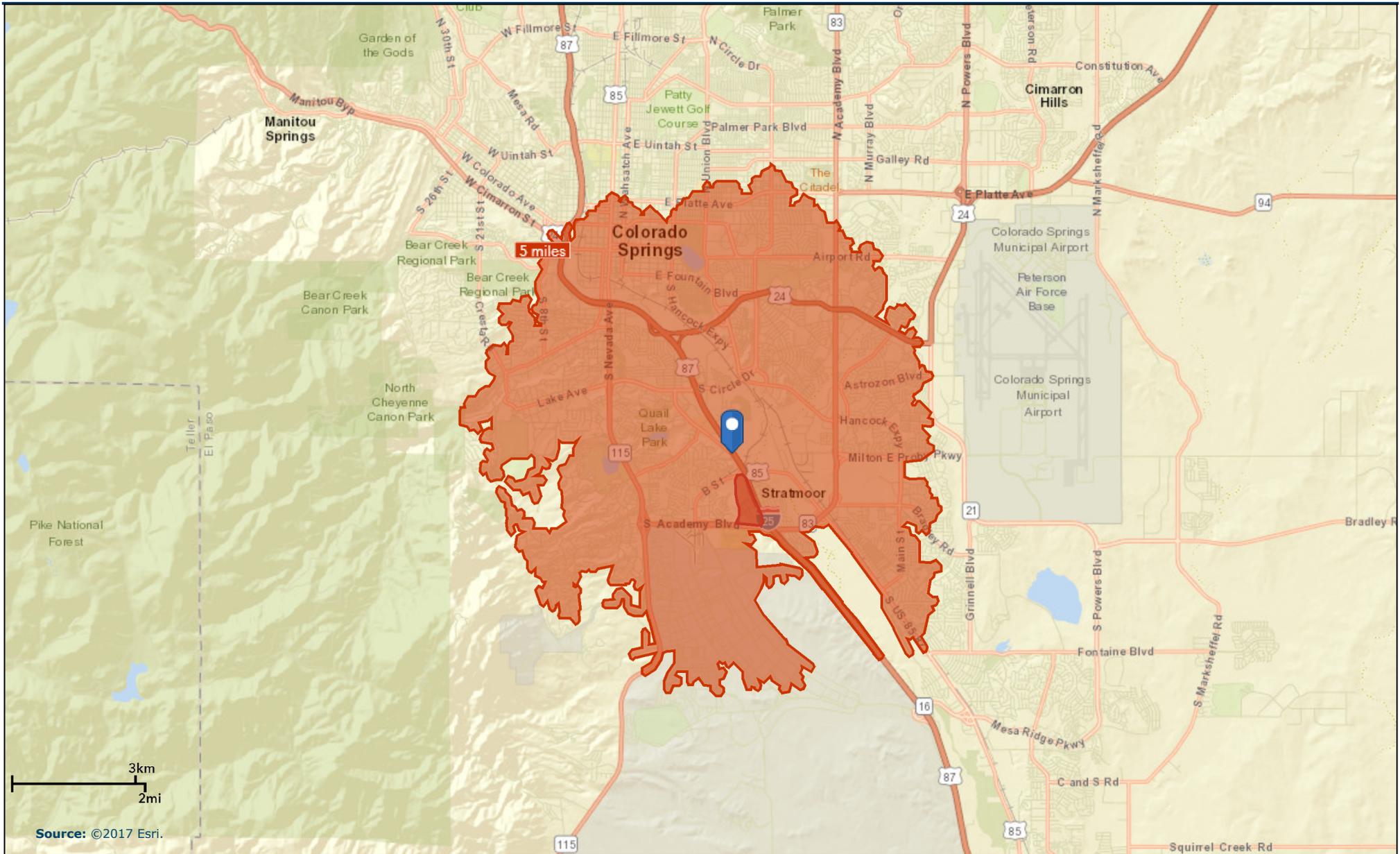


City of Fountain

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 116 S. Main St.
 Fountain, CO 80817
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Date: 3/22/2019





Executive Summary R2

Venetucci Blvd
4381-4399 Venetucci Blvd, Colorado Springs, Colorado, 80906
Rings: 5 mile radii

Prepared by Esri
Latitude: 38.76873
Longitude: -104.78393

5 miles

Population

2018 Population	174,661
2023 Population	183,021
2010-2018 Annual Rate	1.01%
2018-2023 Annual Rate	0.94%
2018 Male Population	50.5%
2018 Female Population	49.5%
2018 Median Age	32.0

In the identified area, the current year population is 174,661. In 2010, the Census count in the area was 160,811. The rate of change since 2010 was 1.01% annually. The five-year projection for the population in the area is 183,021 representing a change of 0.94% annually from 2018 to 2023. Currently, the population is 50.5% male and 49.5% female.

Median Age

The median age in this area is 32.0, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	66.8%
2018 Black Alone	11.5%
2018 American Indian/Alaska Native Alone	1.3%
2018 Asian Alone	2.7%
2018 Pacific Islander Alone	0.7%
2018 Other Race	10.0%
2018 Two or More Races	7.1%
2018 Hispanic Origin (Any Race)	26.5%

Persons of Hispanic origin represent 26.5% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 71.9 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2018 Total Households	65,724
2023 Total Households	69,120
2000-2010 Annual Rate	0.93%
2010-2018 Annual Rate	1.08%
2018-2023 Annual Rate	1.01%
2018 Average Household Size	2.52

The household count in this area has changed from 60,141 in 2010 to 65,724 in the current year, a change of 1.08% annually. The five-year projection of households is 69,120, a change of 1.01% annually from the current year total. Average household size is currently 2.52, compared to 2.52 in the year 2010. The number of families in the current year is 41,932 in the specified area.



Executive Summary R2

Venetucci Blvd
4381-4399 Venetucci Blvd, Colorado Springs, Colorado, 80906
Rings: 5 mile radii

Prepared by Esri
Latitude: 38.76873
Longitude: -104.78393

5 miles

Median Household Income

2018 Median Household Income	\$49,734
2023 Median Household Income	\$55,324
2018-2023 Annual Rate	2.15%

Average Household Income

2018 Average Household Income	\$67,437
2023 Average Household Income	\$76,059
2018-2023 Annual Rate	2.44%

Per Capita Income

2018 Per Capita Income	\$26,399
2023 Per Capita Income	\$29,699
2018-2023 Annual Rate	2.38%

Households by Income

Current median household income is \$49,734 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$55,324 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$67,437 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$76,059 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$26,399 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$29,699 in five years, compared to \$36,530 for all U.S. households

Housing

2018 Total Housing Units	69,683
2018 Owner Occupied Housing Units	33,911
2018 Renter Occupied Housing Units	31,813
2018 Vacant Housing Units	3,959
2023 Total Housing Units	72,800
2023 Owner Occupied Housing Units	37,196
2023 Renter Occupied Housing Units	31,924
2023 Vacant Housing Units	3,680

Currently, 48.7% of the 69,683 housing units in the area are owner occupied; 45.7%, renter occupied; and 5.7% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 65,469 housing units in the area - 48.3% owner occupied, 43.5% renter occupied, and 8.1% vacant. The annual rate of change in housing units since 2010 is 2.81%. Median home value in the area is \$199,899, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 6.41% annually to \$272,684.



Retail Goods and Services Expenditures

Venetucci Blvd, Colorado Springs, Colorado, 80906
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.77033
 Longitude: -104.78516

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Metro Fusion (11C)	11.7%	Population	177,559	186,163
Front Porches (8E)	9.7%	Households	67,057	70,570
Young and Restless (11B)	8.9%	Families	42,449	44,282
Old and Newcomers (8F)	6.7%	Median Age	32.0	32.7
American Dreamers (7C)	6.6%	Median Household Income	\$49,322	\$55,006
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		83	\$1,812.19	\$121,519,972
Men's		83	\$341.71	\$22,914,212
Women's		83	\$613.52	\$41,140,616
Children's		86	\$276.61	\$18,548,858
Footwear		84	\$396.48	\$26,586,733
Watches & Jewelry		81	\$116.76	\$7,829,756
Apparel Products and Services (1)		81	\$67.10	\$4,499,797
Computer				
Computers and Hardware for Home Use		86	\$146.99	\$9,856,638
Portable Memory		88	\$4.76	\$319,343
Computer Software		89	\$9.40	\$630,487
Computer Accessories		84	\$15.84	\$1,062,475
Entertainment & Recreation		80	\$2,575.93	\$172,734,367
Fees and Admissions		79	\$538.55	\$36,113,371
Membership Fees for Clubs (2)		78	\$175.54	\$11,771,348
Fees for Participant Sports, excl. Trips		80	\$89.89	\$6,027,801
Tickets to Theatre/Operas/Concerts		79	\$52.25	\$3,503,698
Tickets to Movies/Museums/Parks		86	\$68.81	\$4,614,343
Admission to Sporting Events, excl. Trips		75	\$44.74	\$2,999,996
Fees for Recreational Lessons		77	\$106.61	\$7,149,115
Dating Services		104	\$0.70	\$47,069
TV/Video/Audio		83	\$1,080.15	\$72,431,364
Cable and Satellite Television Services		81	\$784.31	\$52,593,177
Televisions		86	\$102.19	\$6,852,668
Satellite Dishes		81	\$1.42	\$94,906
VCRs, Video Cameras, and DVD Players		90	\$4.95	\$332,095
Miscellaneous Video Equipment		77	\$11.12	\$745,564
Video Cassettes and DVDs		87	\$10.81	\$725,096
Video Game Hardware/Accessories		93	\$27.57	\$1,849,017
Video Game Software		94	\$14.09	\$944,723
Streaming/Downloaded Video		91	\$30.22	\$2,026,562
Rental of Video Cassettes and DVDs		89	\$11.37	\$762,254
Installation of Televisions		77	\$0.71	\$47,284
Audio (3)		84	\$78.16	\$5,241,473
Rental and Repair of TV/Radio/Sound Equipment		94	\$3.23	\$216,546
Pets		76	\$484.66	\$32,499,868
Toys/Games/Crafts/Hobbies (4)		84	\$96.59	\$6,476,958
Recreational Vehicles and Fees (5)		70	\$76.98	\$5,162,111
Sports/Recreation/Exercise Equipment (6)		80	\$143.11	\$9,596,724
Photo Equipment and Supplies (7)		83	\$44.31	\$2,971,519
Reading (8)		79	\$89.16	\$5,978,764
Catered Affairs (9)		83	\$22.42	\$1,503,689
Food		83	\$7,112.76	\$476,960,601
Food at Home		83	\$4,166.85	\$279,416,420
Bakery and Cereal Products		83	\$545.95	\$36,609,843
Meats, Poultry, Fish, and Eggs		83	\$940.62	\$63,074,823
Dairy Products		82	\$424.25	\$28,449,163
Fruits and Vegetables		83	\$817.11	\$54,792,973
Snacks and Other Food at Home (10)		83	\$1,438.92	\$96,489,618
Food Away from Home		84	\$2,945.91	\$197,544,181
Alcoholic Beverages		83	\$465.42	\$31,209,980

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Venetucci Blvd, Colorado Springs, Colorado, 80906
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.77033
Longitude: -104.78516

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$3,633.81	\$243,672,389
Value of Retirement Plans	71	\$16,540.55	\$1,109,159,611
Value of Other Financial Assets	77	\$1,081.64	\$72,531,827
Vehicle Loan Amount excluding Interest	81	\$2,266.41	\$151,978,824
Value of Credit Card Debt	81	\$474.81	\$31,839,156
Health			
Nonprescription Drugs	80	\$106.81	\$7,162,387
Prescription Drugs	77	\$276.54	\$18,544,113
Eyeglasses and Contact Lenses	78	\$72.48	\$4,860,377
Home			
Mortgage Payment and Basics (11)	72	\$6,185.18	\$414,759,451
Maintenance and Remodeling Services	70	\$1,438.31	\$96,448,554
Maintenance and Remodeling Materials (12)	68	\$332.72	\$22,311,283
Utilities, Fuel, and Public Services	81	\$4,019.01	\$269,502,844
Household Furnishings and Equipment			
Household Textiles (13)	83	\$82.37	\$5,523,223
Furniture	83	\$508.30	\$34,085,302
Rugs	76	\$18.80	\$1,260,802
Major Appliances (14)	77	\$267.84	\$17,960,553
Housewares (15)	80	\$82.63	\$5,540,759
Small Appliances	84	\$41.21	\$2,763,598
Luggage	84	\$11.48	\$769,699
Telephones and Accessories	84	\$59.14	\$3,966,060
Household Operations			
Child Care	81	\$415.97	\$27,893,803
Lawn and Garden (16)	73	\$312.75	\$20,972,249
Moving/Storage/Freight Express	96	\$61.91	\$4,151,407
Housekeeping Supplies (17)	81	\$579.30	\$38,846,441
Insurance			
Owners and Renters Insurance	72	\$410.44	\$27,522,976
Vehicle Insurance	82	\$1,035.54	\$69,440,225
Life/Other Insurance	73	\$302.68	\$20,296,636
Health Insurance	78	\$2,947.33	\$197,639,194
Personal Care Products (18)	84	\$406.26	\$27,242,825
School Books and Supplies (19)	86	\$129.09	\$8,656,655
Smoking Products	84	\$347.36	\$23,292,915
Transportation			
Payments on Vehicles excluding Leases	81	\$1,947.64	\$130,602,747
Gasoline and Motor Oil	83	\$1,997.01	\$133,913,672
Vehicle Maintenance and Repairs	82	\$880.44	\$59,039,507
Travel			
Airline Fares	80	\$421.77	\$28,282,760
Lodging on Trips	76	\$437.22	\$29,318,479
Auto/Truck Rental on Trips	80	\$22.03	\$1,477,212
Food and Drink on Trips	79	\$407.86	\$27,349,789

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

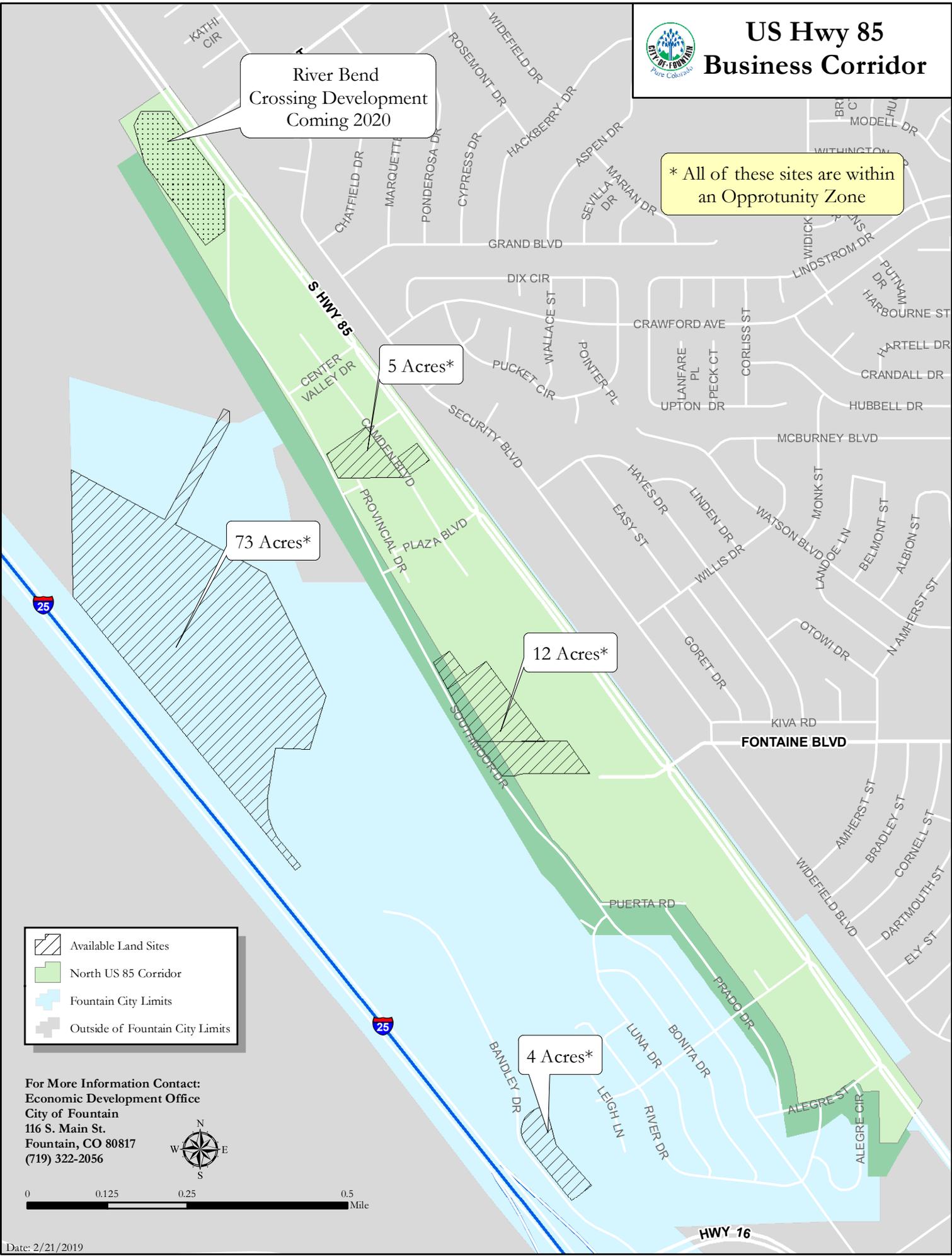
Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



US Hwy 85 Business Corridor

River Bend Crossing Development Coming 2020

* All of these sites are within an Opportunity Zone



- Available Land Sites
- North US 85 Corridor
- Fountain City Limits
- Outside of Fountain City Limits

For More Information Contact:
Economic Development Office
City of Fountain
116 S. Main St.
Fountain, CO 80817
(719) 322-2056



Population

2018 Population	38,042
2023 Population	42,657
2010-2018 Annual Rate	1.70%
2018-2023 Annual Rate	2.32%
2018 Male Population	48.6%
2018 Female Population	51.4%
2018 Median Age	35.3

In the identified area, the current year population is 38,042. In 2010, the Census count in the area was 33,093. The rate of change since 2010 was 1.70% annually. The five-year projection for the population in the area is 42,657 representing a change of 2.32% annually from 2018 to 2023. Currently, the population is 48.6% male and 51.4% female.

Median Age

The median age in this area is 35.3, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	70.5%
2018 Black Alone	10.8%
2018 American Indian/Alaska Native Alone	1.1%
2018 Asian Alone	3.0%
2018 Pacific Islander Alone	0.8%
2018 Other Race	6.3%
2018 Two or More Races	7.5%
2018 Hispanic Origin (Any Race)	20.3%

Persons of Hispanic origin represent 20.3% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.5 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2018 Total Households	13,075
2023 Total Households	14,588
2000-2010 Annual Rate	1.68%
2010-2018 Annual Rate	1.64%
2018-2023 Annual Rate	2.21%
2018 Average Household Size	2.90

The household count in this area has changed from 11,429 in 2010 to 13,075 in the current year, a change of 1.64% annually. The five-year projection of households is 14,588, a change of 2.21% annually from the current year total. Average household size is currently 2.90, compared to 2.88 in the year 2010. The number of families in the current year is 10,232 in the specified area.



Executive Summary R2

US Hwy 85 Business Corridor
Area: 14.29 square miles

Prepared by Esri

Median Household Income

2018 Median Household Income	\$64,980
2023 Median Household Income	\$74,818
2018-2023 Annual Rate	2.86%

Average Household Income

2018 Average Household Income	\$76,675
2023 Average Household Income	\$86,977
2018-2023 Annual Rate	2.55%

Per Capita Income

2018 Per Capita Income	\$26,488
2023 Per Capita Income	\$29,858
2018-2023 Annual Rate	2.42%

Households by Income

Current median household income is \$64,980 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$74,818 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$76,675 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$86,977 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$26,488 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$29,858 in five years, compared to \$36,530 for all U.S. households

Housing

2018 Total Housing Units	13,428
2018 Owner Occupied Housing Units	10,559
2018 Renter Occupied Housing Units	2,517
2018 Vacant Housing Units	353
2023 Total Housing Units	14,929
2023 Owner Occupied Housing Units	12,200
2023 Renter Occupied Housing Units	2,388
2023 Vacant Housing Units	341

Currently, 78.6% of the 13,428 housing units in the area are owner occupied; 18.7%, renter occupied; and 2.6% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 11,937 housing units in the area - 76.7% owner occupied, 19.1% renter occupied, and 4.3% vacant. The annual rate of change in housing units since 2010 is 5.37%. Median home value in the area is \$215,610, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 6.93% annually to \$301,402.



Retail Goods and Services Expenditures

US Hwy 85 Business Corridor
Area: 14.29 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Home Improvement (4B)	21.2%	Population	38,042	42,657
Soccer Moms (4A)	18.6%	Households	13,075	14,588
Up and Coming Families (7A)	14.6%	Families	10,232	11,408
Rustbelt Traditions (5D)	10.7%	Median Age	35.3	35.5
Middleburg (4C)	8.5%	Median Household Income	\$64,980	\$74,818
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		91	\$1,988.14	\$25,994,925
Men's		90	\$371.23	\$4,853,877
Women's		91	\$676.24	\$8,841,853
Children's		94	\$304.00	\$3,974,748
Footwear		90	\$423.46	\$5,536,754
Watches & Jewelry		94	\$134.40	\$1,757,243
Apparel Products and Services (1)		95	\$78.81	\$1,030,451
Computer				
Computers and Hardware for Home Use		91	\$155.81	\$2,037,199
Portable Memory		94	\$5.11	\$66,782
Computer Software		89	\$9.42	\$123,142
Computer Accessories		94	\$17.67	\$231,084
Entertainment & Recreation		91	\$2,942.13	\$38,468,369
Fees and Admissions		95	\$647.70	\$8,468,717
Membership Fees for Clubs (2)		94	\$212.12	\$2,773,483
Fees for Participant Sports, excl. Trips		97	\$109.82	\$1,435,928
Tickets to Theatre/Operas/Concerts		90	\$59.72	\$780,901
Tickets to Movies/Museums/Parks		92	\$73.13	\$956,143
Admission to Sporting Events, excl. Trips		97	\$57.75	\$755,026
Fees for Recreational Lessons		97	\$134.55	\$1,759,267
Dating Services		91	\$0.61	\$7,969
TV/Video/Audio		89	\$1,160.68	\$15,175,890
Cable and Satellite Television Services		88	\$852.27	\$11,143,429
Televisions		91	\$107.02	\$1,399,349
Satellite Dishes		94	\$1.65	\$21,514
VCRs, Video Cameras, and DVD Players		90	\$4.99	\$65,268
Miscellaneous Video Equipment		95	\$13.71	\$179,305
Video Cassettes and DVDs		92	\$11.41	\$149,128
Video Game Hardware/Accessories		88	\$26.33	\$344,252
Video Game Software		88	\$13.17	\$172,184
Streaming/Downloaded Video		92	\$30.34	\$396,742
Rental of Video Cassettes and DVDs		89	\$11.39	\$148,905
Installation of Televisions		96	\$0.88	\$11,546
Audio (3)		91	\$84.61	\$1,106,260
Rental and Repair of TV/Radio/Sound Equipment		85	\$2.91	\$38,008
Pets		91	\$577.61	\$7,552,243
Toys/Games/Crafts/Hobbies (4)		92	\$106.63	\$1,394,157
Recreational Vehicles and Fees (5)		92	\$101.26	\$1,323,999
Sports/Recreation/Exercise Equipment (6)		96	\$170.67	\$2,231,516
Photo Equipment and Supplies (7)		96	\$51.31	\$670,928
Reading (8)		90	\$101.13	\$1,322,339
Catered Affairs (9)		93	\$25.13	\$328,579
Food		90	\$7,720.32	\$100,943,172
Food at Home		90	\$4,494.81	\$58,769,608
Bakery and Cereal Products		90	\$590.87	\$7,725,672
Meats, Poultry, Fish, and Eggs		89	\$1,001.40	\$13,093,272
Dairy Products		89	\$460.67	\$6,023,279
Fruits and Vegetables		90	\$881.41	\$11,524,390
Snacks and Other Food at Home (10)		90	\$1,560.46	\$20,402,995
Food Away from Home		92	\$3,225.51	\$42,173,563
Alcoholic Beverages		91	\$510.70	\$6,677,364

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

US Hwy 85 Business Corridor
Area: 14.29 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	92	\$4,660.37	\$60,934,352
Value of Retirement Plans	96	\$22,324.10	\$291,887,656
Value of Other Financial Assets	92	\$1,293.30	\$16,909,899
Vehicle Loan Amount excluding Interest	92	\$2,564.29	\$33,528,067
Value of Credit Card Debt	94	\$554.78	\$7,253,690
Health			
Nonprescription Drugs	91	\$121.83	\$1,592,954
Prescription Drugs	90	\$326.44	\$4,268,260
Eyeglasses and Contact Lenses	93	\$85.95	\$1,123,780
Home			
Mortgage Payment and Basics (11)	100	\$8,653.77	\$113,147,986
Maintenance and Remodeling Services	98	\$2,005.78	\$26,225,569
Maintenance and Remodeling Materials (12)	97	\$474.93	\$6,209,704
Utilities, Fuel, and Public Services	90	\$4,463.74	\$58,363,412
Household Furnishings and Equipment			
Household Textiles (13)	91	\$90.10	\$1,178,067
Furniture	93	\$571.12	\$7,467,424
Rugs	89	\$21.81	\$285,108
Major Appliances (14)	95	\$330.15	\$4,316,723
Housewares (15)	92	\$95.19	\$1,244,571
Small Appliances	88	\$43.07	\$563,138
Luggage	94	\$12.89	\$168,521
Telephones and Accessories	90	\$62.98	\$823,416
Household Operations			
Child Care	96	\$493.98	\$6,458,763
Lawn and Garden (16)	95	\$409.40	\$5,352,946
Moving/Storage/Freight Express	90	\$58.20	\$760,957
Housekeeping Supplies (17)	91	\$650.01	\$8,498,902
Insurance			
Owners and Renters Insurance	96	\$544.83	\$7,123,600
Vehicle Insurance	90	\$1,135.56	\$14,847,429
Life/Other Insurance	95	\$393.67	\$5,147,272
Health Insurance	92	\$3,471.14	\$45,385,098
Personal Care Products (18)	91	\$443.63	\$5,800,455
School Books and Supplies (19)	91	\$135.97	\$1,777,803
Smoking Products	82	\$341.52	\$4,465,337
Transportation			
Payments on Vehicles excluding Leases	93	\$2,233.53	\$29,203,415
Gasoline and Motor Oil	90	\$2,166.29	\$28,324,186
Vehicle Maintenance and Repairs	92	\$984.40	\$12,871,012
Travel			
Airline Fares	92	\$485.10	\$6,342,618
Lodging on Trips	94	\$539.09	\$7,048,606
Auto/Truck Rental on Trips	95	\$26.36	\$344,615
Food and Drink on Trips	93	\$482.72	\$6,311,563

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SITE

225
Single Family
Residential Lots

18,416 VPD



Telephones
Main St

School



PROJECT DETAILS

- 9.90 acre mixed use
- 62,231 sq ft commercial development
- 225 new single family housing units adjacent to site
- Business Improvement District and Urban Renewal Area
- Growing market (13.7% in 5 years)

INVESTMENT DETAILS

- Phase 1 buildings to be delivered in 2019
- \$13.5 million estimated construction costs
- \$20 million estimated revenue at stabilization
- **Seeking \$5-\$10 million in equity investment**
- **Projected 10% IRR**

Population

2018 Population	19,895
2023 Population	22,726
2010-2018 Annual Rate	2.80%
2018-2023 Annual Rate	2.70%
2018 Male Population	49.1%
2018 Female Population	50.9%
2018 Median Age	30.4

In the identified area, the current year population is 19,895. In 2010, the Census count in the area was 15,847. The rate of change since 2010 was 2.80% annually. The five-year projection for the population in the area is 22,726 representing a change of 2.70% annually from 2018 to 2023. Currently, the population is 49.1% male and 50.9% female.

Median Age

The median age in this area is 30.4, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	67.6%
2018 Black Alone	11.9%
2018 American Indian/Alaska Native Alone	1.6%
2018 Asian Alone	2.8%
2018 Pacific Islander Alone	0.8%
2018 Other Race	6.8%
2018 Two or More Races	8.5%
2018 Hispanic Origin (Any Race)	21.4%

Persons of Hispanic origin represent 21.4% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 68.6 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2018 Total Households	6,480
2023 Total Households	7,408
2000-2010 Annual Rate	8.22%
2010-2018 Annual Rate	2.92%
2018-2023 Annual Rate	2.71%
2018 Average Household Size	3.07

The household count in this area has changed from 5,111 in 2010 to 6,480 in the current year, a change of 2.92% annually. The five-year projection of households is 7,408, a change of 2.71% annually from the current year total. Average household size is currently 3.07, compared to 3.10 in the year 2010. The number of families in the current year is 5,369 in the specified area.



Executive Summary R2

Mesa Ridge Corridor
Area: 4.65 square miles

Prepared by Esri

Median Household Income

2018 Median Household Income	\$70,709
2023 Median Household Income	\$79,240
2018-2023 Annual Rate	2.30%

Average Household Income

2018 Average Household Income	\$80,043
2023 Average Household Income	\$91,100
2018-2023 Annual Rate	2.62%

Per Capita Income

2018 Per Capita Income	\$25,894
2023 Per Capita Income	\$29,493
2018-2023 Annual Rate	2.64%

Households by Income

Current median household income is \$70,709 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$79,240 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$80,043 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$91,100 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$25,894 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$29,493 in five years, compared to \$36,530 for all U.S. households

Housing

2018 Total Housing Units	6,545
2018 Owner Occupied Housing Units	5,017
2018 Renter Occupied Housing Units	1,463
2018 Vacant Housing Units	65
2023 Total Housing Units	7,526
2023 Owner Occupied Housing Units	5,974
2023 Renter Occupied Housing Units	1,434
2023 Vacant Housing Units	118

Currently, 76.7% of the 6,545 housing units in the area are owner occupied; 22.4%, renter occupied; and 1.0% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 5,390 housing units in the area - 72.4% owner occupied, 22.4% renter occupied, and 5.2% vacant. The annual rate of change in housing units since 2010 is 9.01%. Median home value in the area is \$300,142, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 4.39% annually to \$372,044.



Retail Goods and Services Expenditures

Mesa Ridge Corridor
Area: 4.65 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Up and Coming Families (7A)	75.2%	Population	19,895	22,726
Middleburg (4C)	14.8%	Households	6,480	7,408
Comfortable Empty Nesters (5A)	5.4%	Families	5,369	6,115
Home Improvement (4B)	4.5%	Median Age	30.4	30.4
Top Tier (1A)	0.0%	Median Household Income	\$70,709	\$79,240
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		99	\$2,152.24	\$13,946,520
Men's		95	\$392.56	\$2,543,769
Women's		96	\$711.49	\$4,610,469
Children's		108	\$349.07	\$2,261,962
Footwear		99	\$464.50	\$3,009,975
Watches & Jewelry		102	\$145.80	\$944,790
Apparel Products and Services (1)		107	\$88.82	\$575,554
Computer				
Computers and Hardware for Home Use		98	\$166.95	\$1,081,814
Portable Memory		104	\$5.65	\$36,635
Computer Software		97	\$10.19	\$66,026
Computer Accessories		101	\$18.94	\$122,699
Entertainment & Recreation		95	\$3,061.23	\$19,836,755
Fees and Admissions		100	\$682.15	\$4,420,319
Membership Fees for Clubs (2)		97	\$218.29	\$1,414,503
Fees for Participant Sports, excl. Trips		102	\$115.39	\$747,695
Tickets to Theatre/Operas/Concerts		89	\$58.75	\$380,717
Tickets to Movies/Museums/Parks		104	\$82.87	\$537,020
Admission to Sporting Events, excl. Trips		95	\$56.65	\$367,079
Fees for Recreational Lessons		108	\$149.57	\$969,206
Dating Services		94	\$0.63	\$4,098
TV/Video/Audio		92	\$1,203.33	\$7,797,589
Cable and Satellite Television Services		90	\$866.85	\$5,617,190
Televisions		96	\$113.74	\$737,010
Satellite Dishes		109	\$1.92	\$12,469
VCRs, Video Cameras, and DVD Players		97	\$5.38	\$34,878
Miscellaneous Video Equipment		99	\$14.34	\$92,896
Video Cassettes and DVDs		101	\$12.53	\$81,193
Video Game Hardware/Accessories		98	\$29.29	\$189,787
Video Game Software		96	\$14.40	\$93,325
Streaming/Downloaded Video		104	\$34.36	\$222,640
Rental of Video Cassettes and DVDs		102	\$13.03	\$84,405
Installation of Televisions		110	\$1.01	\$6,534
Audio (3)		100	\$93.23	\$604,105
Rental and Repair of TV/Radio/Sound Equipment		95	\$3.26	\$21,157
Pets		92	\$588.04	\$3,810,530
Toys/Games/Crafts/Hobbies (4)		100	\$115.52	\$748,596
Recreational Vehicles and Fees (5)		95	\$104.65	\$678,141
Sports/Recreation/Exercise Equipment (6)		102	\$181.39	\$1,175,375
Photo Equipment and Supplies (7)		110	\$58.83	\$381,191
Reading (8)		89	\$100.58	\$651,740
Catered Affairs (9)		99	\$26.74	\$173,274
Food		96	\$8,211.64	\$53,211,431
Food at Home		94	\$4,724.22	\$30,612,930
Bakery and Cereal Products		93	\$615.80	\$3,990,364
Meats, Poultry, Fish, and Eggs		94	\$1,054.96	\$6,836,117
Dairy Products		92	\$478.59	\$3,101,278
Fruits and Vegetables		94	\$927.23	\$6,008,480
Snacks and Other Food at Home (10)		95	\$1,647.64	\$10,676,690
Food Away from Home		99	\$3,487.42	\$22,598,502
Alcoholic Beverages		94	\$527.12	\$3,415,769

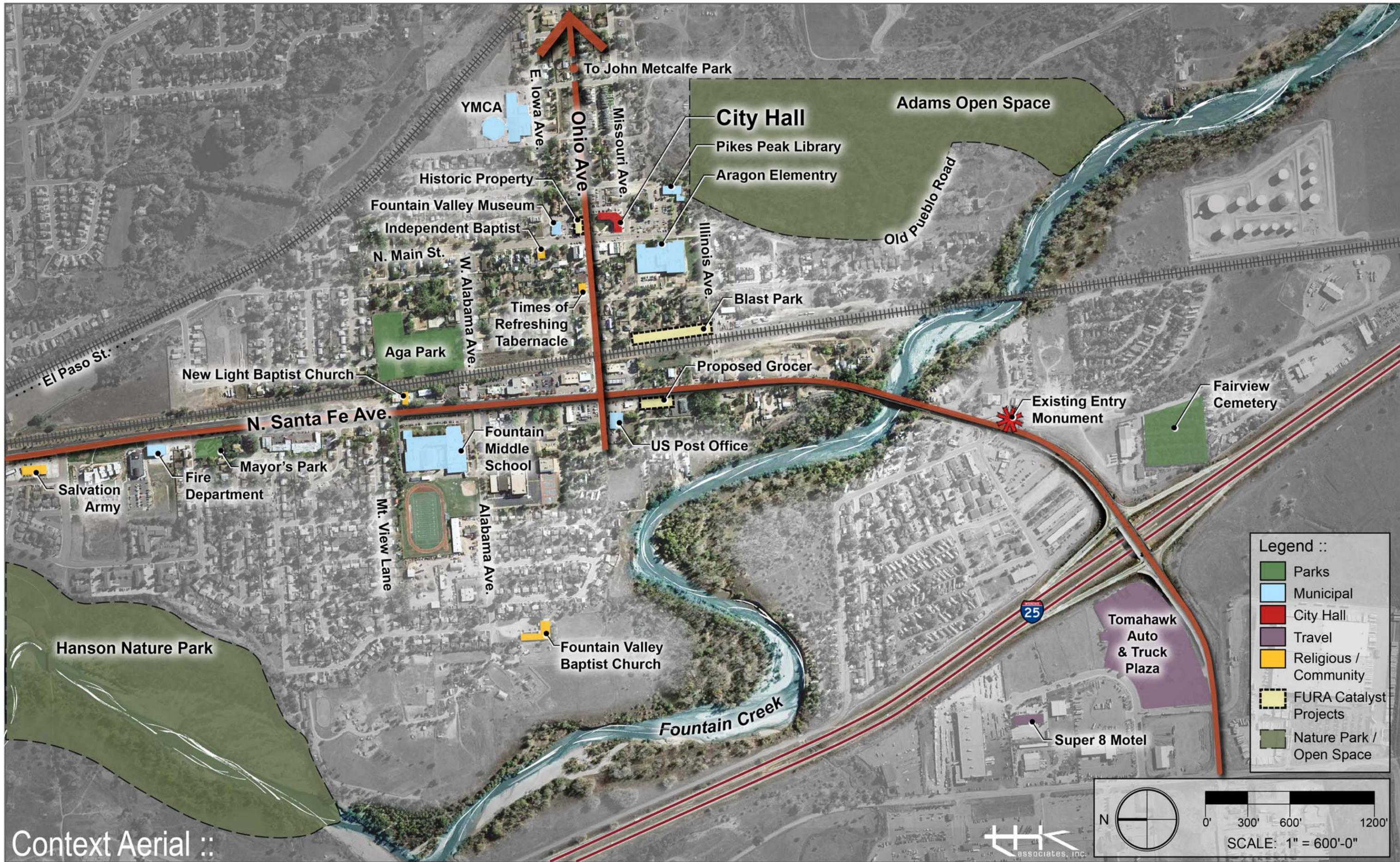
Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

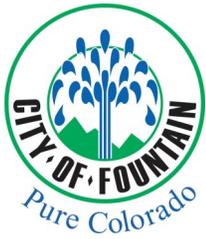
Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	87	\$4,372.95	\$28,336,686
Value of Retirement Plans	89	\$20,689.30	\$134,066,634
Value of Other Financial Assets	84	\$1,189.06	\$7,705,101
Vehicle Loan Amount excluding Interest	101	\$2,828.75	\$18,330,290
Value of Credit Card Debt	98	\$577.39	\$3,741,493
Health			
Nonprescription Drugs	92	\$123.21	\$798,385
Prescription Drugs	87	\$315.68	\$2,045,635
Eyeglasses and Contact Lenses	92	\$85.86	\$556,345
Home			
Mortgage Payment and Basics (11)	104	\$9,012.02	\$58,397,901
Maintenance and Remodeling Services	100	\$2,039.68	\$13,217,133
Maintenance and Remodeling Materials (12)	94	\$462.90	\$2,999,606
Utilities, Fuel, and Public Services	93	\$4,616.78	\$29,916,751
Household Furnishings and Equipment			
Household Textiles (13)	97	\$95.62	\$619,621
Furniture	100	\$610.09	\$3,953,381
Rugs	82	\$20.21	\$130,945
Major Appliances (14)	99	\$345.57	\$2,239,272
Housewares (15)	93	\$96.81	\$627,342
Small Appliances	92	\$44.82	\$290,414
Luggage	104	\$14.28	\$92,558
Telephones and Accessories	104	\$73.02	\$473,165
Household Operations			
Child Care	110	\$564.23	\$3,656,222
Lawn and Garden (16)	95	\$408.20	\$2,645,119
Moving/Storage/Freight Express	104	\$67.38	\$436,646
Housekeeping Supplies (17)	94	\$673.73	\$4,365,799
Insurance			
Owners and Renters Insurance	96	\$546.71	\$3,542,654
Vehicle Insurance	95	\$1,191.19	\$7,718,936
Life/Other Insurance	92	\$384.55	\$2,491,891
Health Insurance	93	\$3,512.61	\$22,761,694
Personal Care Products (18)	98	\$475.22	\$3,079,432
School Books and Supplies (19)	101	\$150.74	\$976,798
Smoking Products	80	\$332.97	\$2,157,665
Transportation			
Payments on Vehicles excluding Leases	102	\$2,443.78	\$15,835,706
Gasoline and Motor Oil	98	\$2,350.06	\$15,228,372
Vehicle Maintenance and Repairs	96	\$1,035.32	\$6,708,868
Travel			
Airline Fares	97	\$510.10	\$3,305,466
Lodging on Trips	96	\$551.67	\$3,574,834
Auto/Truck Rental on Trips	102	\$28.23	\$182,946
Food and Drink on Trips	97	\$502.90	\$3,258,781

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

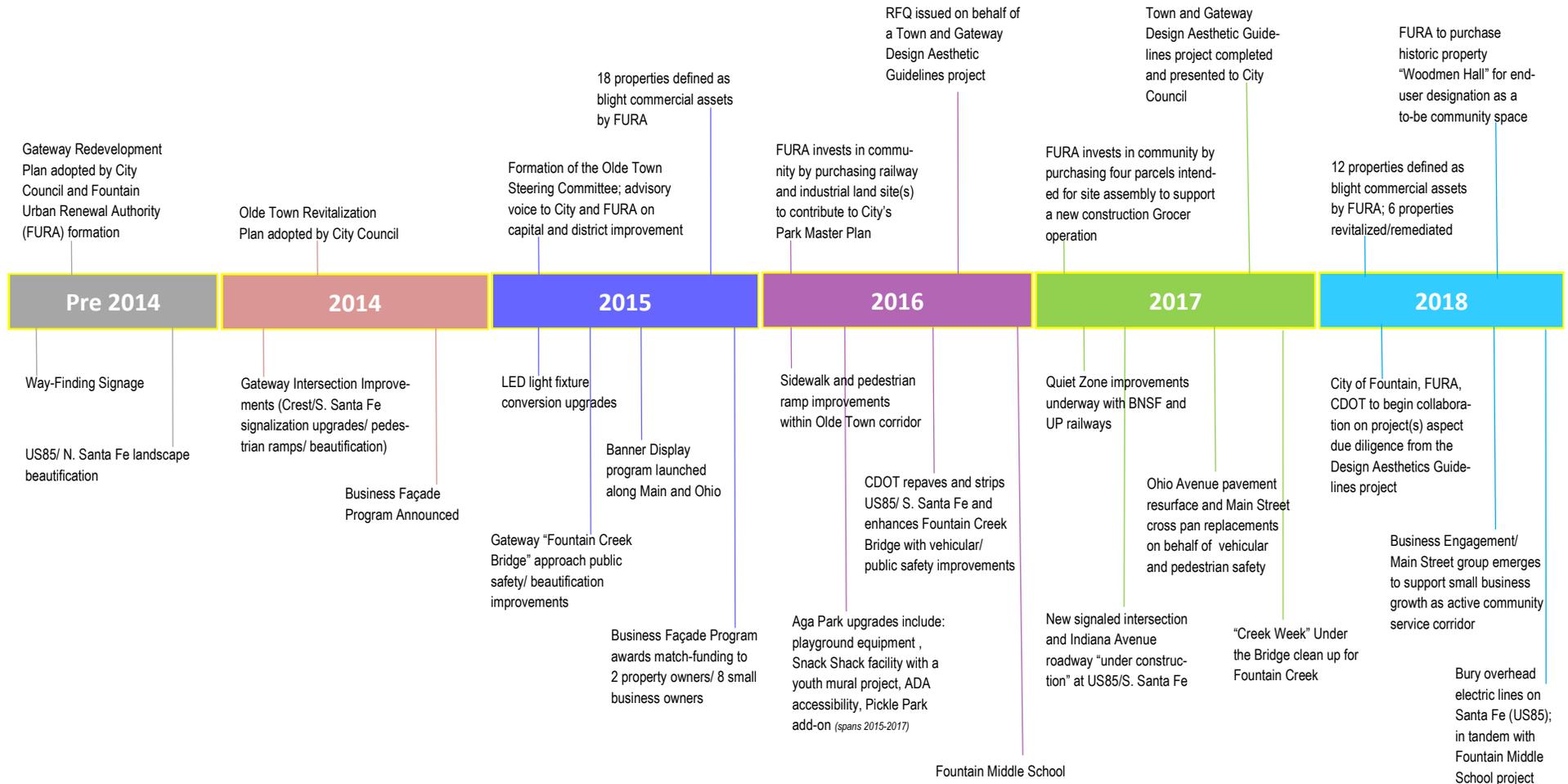
Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.





Olde Town & Gateway

Improvements/ Activity Timeline



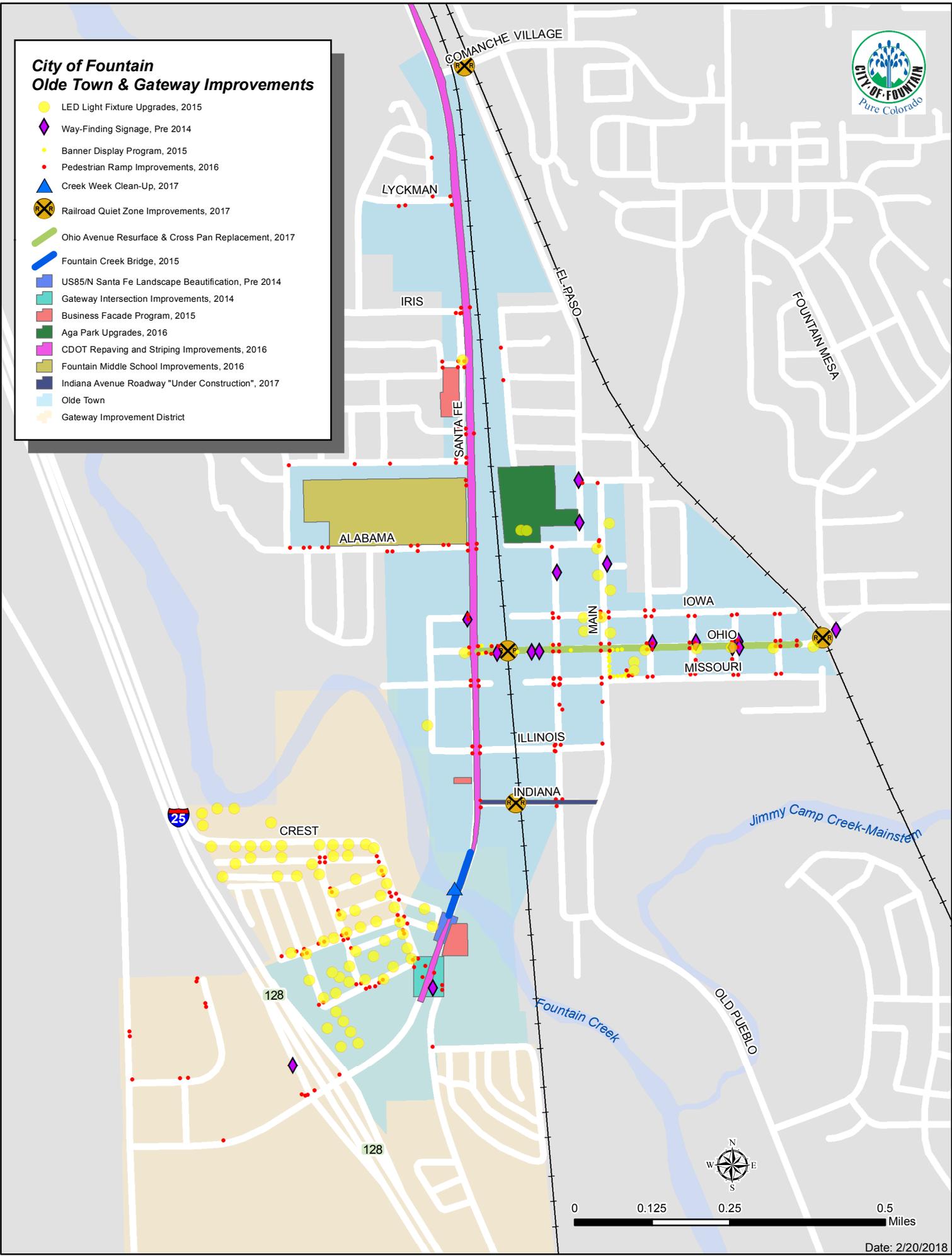
- ◆ Several private property investment/upgrades within the district have transpired since 2014 and unaccounted for within the timeline
- ◆ Blight sites map can be found at www.FURACO.org
- ◆ Support funding partners include: City of Fountain, Fountain Utilities, Fountain-Fort Carson School District 8, Downtown Events Association, Fountain Urban Renewal Authority, CDOT, El Paso County CDBG

Total area investment value = ~\$10.8M



City of Fountain Olde Town & Gateway Improvements

- LED Light Fixture Upgrades, 2015
- Way-Finding Signage, Pre 2014
- Banner Display Program, 2015
- Pedestrian Ramp Improvements, 2016
- Creek Week Clean-Up, 2017
- Railroad Quiet Zone Improvements, 2017
- Ohio Avenue Resurface & Cross Pan Replacement, 2017
- Fountain Creek Bridge, 2015
- US85/N Santa Fe Landscape Beautification, Pre 2014
- Gateway Intersection Improvements, 2014
- Business Facade Program, 2015
- Aga Park Upgrades, 2016
- CDOT Repaving and Striping Improvements, 2016
- Fountain Middle School Improvements, 2016
- Indiana Avenue Roadway "Under Construction", 2017
- Olde Town
- Gateway Improvement District



Date: 2/20/2018

Map for informational use only. No legal use intended. Document Path: \\cityhall\file\GIS_Dep\Ar\ch\map_mxd\2018\ED195_OldeTown_Gateway_Timeline_v3.mxd

Population

2018 Population	9,346
2023 Population	10,044
2010-2018 Annual Rate	1.66%
2018-2023 Annual Rate	1.45%
2018 Male Population	48.5%
2018 Female Population	51.5%
2018 Median Age	32.2

In the identified area, the current year population is 9,346. In 2010, the Census count in the area was 8,156. The rate of change since 2010 was 1.66% annually. The five-year projection for the population in the area is 10,044 representing a change of 1.45% annually from 2018 to 2023. Currently, the population is 48.5% male and 51.5% female.

Median Age

The median age in this area is 32.2, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	73.7%
2018 Black Alone	8.3%
2018 American Indian/Alaska Native Alone	1.8%
2018 Asian Alone	1.9%
2018 Pacific Islander Alone	0.7%
2018 Other Race	5.8%
2018 Two or More Races	7.7%
2018 Hispanic Origin (Any Race)	20.4%

Persons of Hispanic origin represent 20.4% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 62.7 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2018 Total Households	3,268
2023 Total Households	3,512
2000-2010 Annual Rate	4.21%
2010-2018 Annual Rate	1.69%
2018-2023 Annual Rate	1.45%
2018 Average Household Size	2.86

The household count in this area has changed from 2,846 in 2010 to 3,268 in the current year, a change of 1.69% annually. The five-year projection of households is 3,512, a change of 1.45% annually from the current year total. Average household size is currently 2.86, compared to 2.87 in the year 2010. The number of families in the current year is 2,489 in the specified area.

Median Household Income

2018 Median Household Income	\$57,263
2023 Median Household Income	\$64,478
2018-2023 Annual Rate	2.40%

Average Household Income

2018 Average Household Income	\$68,495
2023 Average Household Income	\$79,018
2018-2023 Annual Rate	2.90%

Per Capita Income

2018 Per Capita Income	\$24,022
2023 Per Capita Income	\$27,698
2018-2023 Annual Rate	2.89%

Households by Income

Current median household income is \$57,263 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$64,478 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$68,495 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$79,018 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$24,022 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$27,698 in five years, compared to \$36,530 for all U.S. households

Housing

2018 Total Housing Units	3,359
2018 Owner Occupied Housing Units	2,462
2018 Renter Occupied Housing Units	805
2018 Vacant Housing Units	91
2023 Total Housing Units	3,631
2023 Owner Occupied Housing Units	2,715
2023 Renter Occupied Housing Units	798
2023 Vacant Housing Units	119

Currently, 73.3% of the 3,359 housing units in the area are owner occupied; 24.0%, renter occupied; and 2.7% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 3,069 housing units in the area - 68.3% owner occupied, 24.4% renter occupied, and 7.3% vacant. The annual rate of change in housing units since 2010 is 4.09%. Median home value in the area is \$243,403, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 7.18% annually to \$344,332.



Retail Goods and Services Expenditures

Olde Town
Area: 5.26 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Up and Coming Families (7A)	58.1%	Population	9,346	10,044
Front Porches (8E)	25.9%	Households	3,268	3,512
Southern Satellites (10A)	8.8%	Families	2,489	2,667
Comfortable Empty Nesters (5A)	7.2%	Median Age	32.2	32.1
Top Tier (1A)	0.0%	Median Household Income	\$57,263	\$64,478
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		84	\$1,832.71	\$5,989,309
Men's		82	\$338.49	\$1,106,186
Women's		82	\$612.09	\$2,000,299
Children's		90	\$290.03	\$947,808
Footwear		84	\$397.72	\$1,299,738
Watches & Jewelry		85	\$121.16	\$395,959
Apparel Products and Services (1)		89	\$73.23	\$239,318
Computer				
Computers and Hardware for Home Use		84	\$142.96	\$467,177
Portable Memory		88	\$4.76	\$15,557
Computer Software		84	\$8.88	\$29,031
Computer Accessories		85	\$15.99	\$52,254
Entertainment & Recreation		81	\$2,620.51	\$8,563,824
Fees and Admissions		84	\$572.93	\$1,872,337
Membership Fees for Clubs (2)		82	\$184.82	\$603,999
Fees for Participant Sports, excl. Trips		85	\$95.56	\$312,298
Tickets to Theatre/Operas/Concerts		78	\$51.54	\$168,425
Tickets to Movies/Museums/Parks		88	\$70.22	\$229,495
Admission to Sporting Events, excl. Trips		79	\$46.98	\$153,526
Fees for Recreational Lessons		89	\$123.24	\$402,762
Dating Services		84	\$0.56	\$1,832
TV/Video/Audio		81	\$1,051.10	\$3,435,007
Cable and Satellite Television Services		79	\$764.12	\$2,497,147
Televisions		83	\$97.59	\$318,920
Satellite Dishes		92	\$1.62	\$5,288
VCRs, Video Cameras, and DVD Players		84	\$4.64	\$15,168
Miscellaneous Video Equipment		82	\$11.93	\$38,993
Video Cassettes and DVDs		86	\$10.61	\$34,665
Video Game Hardware/Accessories		85	\$25.21	\$82,371
Video Game Software		83	\$12.48	\$40,789
Streaming/Downloaded Video		88	\$29.08	\$95,018
Rental of Video Cassettes and DVDs		88	\$11.25	\$36,763
Installation of Televisions		89	\$0.82	\$2,664
Audio (3)		85	\$78.94	\$257,991
Rental and Repair of TV/Radio/Sound Equipment		82	\$2.82	\$9,230
Pets		79	\$501.35	\$1,638,413
Toys/Games/Crafts/Hobbies (4)		85	\$98.31	\$321,272
Recreational Vehicles and Fees (5)		80	\$87.48	\$285,894
Sports/Recreation/Exercise Equipment (6)		84	\$150.49	\$491,790
Photo Equipment and Supplies (7)		91	\$48.47	\$158,397
Reading (8)		78	\$87.88	\$287,195
Catered Affairs (9)		83	\$22.50	\$73,519
Food		83	\$7,051.30	\$23,043,636
Food at Home		82	\$4,091.10	\$13,369,709
Bakery and Cereal Products		81	\$534.94	\$1,748,181
Meats, Poultry, Fish, and Eggs		81	\$917.59	\$2,998,675
Dairy Products		80	\$416.99	\$1,362,713
Fruits and Vegetables		82	\$805.05	\$2,630,898
Snacks and Other Food at Home (10)		82	\$1,416.54	\$4,629,240
Food Away from Home		84	\$2,960.20	\$9,673,927
Alcoholic Beverages		81	\$454.71	\$1,485,995

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February 26, 2019



Retail Goods and Services Expenditures

Olde Town
Area: 5.26 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	75	\$3,796.31	\$12,406,329
Value of Retirement Plans	76	\$17,579.11	\$57,448,525
Value of Other Financial Assets	73	\$1,030.35	\$3,367,199
Vehicle Loan Amount excluding Interest	85	\$2,372.12	\$7,752,096
Value of Credit Card Debt	84	\$494.52	\$1,616,079
Health			
Nonprescription Drugs	79	\$105.69	\$345,383
Prescription Drugs	76	\$275.04	\$898,819
Eyeglasses and Contact Lenses	79	\$73.46	\$240,054
Home			
Mortgage Payment and Basics (11)	86	\$7,401.81	\$24,189,129
Maintenance and Remodeling Services	83	\$1,689.33	\$5,520,721
Maintenance and Remodeling Materials (12)	79	\$386.54	\$1,263,203
Utilities, Fuel, and Public Services	81	\$4,014.51	\$13,119,412
Household Furnishings and Equipment			
Household Textiles (13)	83	\$81.86	\$267,512
Furniture	84	\$513.78	\$1,679,043
Rugs	74	\$18.26	\$59,688
Major Appliances (14)	83	\$289.41	\$945,784
Housewares (15)	80	\$82.85	\$270,769
Small Appliances	81	\$39.44	\$128,883
Luggage	87	\$11.95	\$39,067
Telephones and Accessories	88	\$61.52	\$201,039
Household Operations			
Child Care	91	\$466.60	\$1,524,846
Lawn and Garden (16)	79	\$341.17	\$1,114,943
Moving/Storage/Freight Express	89	\$57.40	\$187,591
Housekeeping Supplies (17)	81	\$579.75	\$1,894,636
Insurance			
Owners and Renters Insurance	81	\$458.86	\$1,499,556
Vehicle Insurance	82	\$1,030.76	\$3,368,539
Life/Other Insurance	78	\$325.98	\$1,065,302
Health Insurance	80	\$3,022.30	\$9,876,881
Personal Care Products (18)	84	\$406.03	\$1,326,898
School Books and Supplies (19)	86	\$128.16	\$418,843
Smoking Products	74	\$306.22	\$1,000,741
Transportation			
Payments on Vehicles excluding Leases	85	\$2,039.99	\$6,666,693
Gasoline and Motor Oil	84	\$2,009.45	\$6,566,877
Vehicle Maintenance and Repairs	82	\$887.13	\$2,899,126
Travel			
Airline Fares	83	\$435.63	\$1,423,624
Lodging on Trips	81	\$464.67	\$1,518,554
Auto/Truck Rental on Trips	85	\$23.43	\$76,556
Food and Drink on Trips	82	\$426.61	\$1,394,148

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February 26, 2019



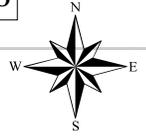
Greater Fountain Valley

COLORADO SPRINGS, CO
Population of 471,059
10 Miles North of Fountain, CO

PUEBLO, CO
Population of 111,240
30 Miles South of Fountain, CO

For More Information Contact:
Economic Development Office
City of Fountain
116 S. Main St.
Fountain, CO 80817
(719) 322-2056

- Fountain Epicenter
- Olde Town
- 3 Mile Drive Radius *Population = 49,912*
- South Academy Highlands
- Mesa Ridge
- 5 Mile Drive Radius *Population = 90,908*
- North US 85
- Fountain City Limits
- 10 Mile Drive Radius *Population = 241,632*



Population Source: ESRI's Business Analyst Online

Date: 2/14/2019

Document Path: Y:\V\Map\msd\2019\EP221_Fountain_City_Limit_Business_Corridors_w\Bifires_v7.mxd Map for informational use only. No legal use intended.



Executive Summary R2

Greater Valley
Area: 315.28 square miles

Prepared by Esri

Population

2018 Population	101,244
2023 Population	111,841
2010-2018 Annual Rate	2.00%
2018-2023 Annual Rate	2.01%
2018 Male Population	51.3%
2018 Female Population	48.7%
2018 Median Age	29.8

In the identified area, the current year population is 101,244. In 2010, the Census count in the area was 86,003. The rate of change since 2010 was 2.00% annually. The five-year projection for the population in the area is 111,841 representing a change of 2.01% annually from 2018 to 2023. Currently, the population is 51.3% male and 48.7% female.

Median Age

The median age in this area is 29.8, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	70.8%
2018 Black Alone	10.7%
2018 American Indian/Alaska Native Alone	1.3%
2018 Asian Alone	2.5%
2018 Pacific Islander Alone	0.8%
2018 Other Race	6.3%
2018 Two or More Races	7.5%
2018 Hispanic Origin (Any Race)	20.8%

Persons of Hispanic origin represent 20.8% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.5 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2018 Total Households	32,010
2023 Total Households	35,518
2000-2010 Annual Rate	2.93%
2010-2018 Annual Rate	2.14%
2018-2023 Annual Rate	2.10%
2018 Average Household Size	2.98

The household count in this area has changed from 26,876 in 2010 to 32,010 in the current year, a change of 2.14% annually. The five-year projection of households is 35,518, a change of 2.10% annually from the current year total. Average household size is currently 2.98, compared to 2.97 in the year 2010. The number of families in the current year is 25,506 in the specified area.



Executive Summary R2

Greater Valley
Area: 315.28 square miles

Prepared by Esri

Median Household Income

2018 Median Household Income	\$59,785
2023 Median Household Income	\$68,316
2018-2023 Annual Rate	2.70%

Average Household Income

2018 Average Household Income	\$72,525
2023 Average Household Income	\$83,445
2018-2023 Annual Rate	2.84%

Per Capita Income

2018 Per Capita Income	\$24,173
2023 Per Capita Income	\$27,628
2018-2023 Annual Rate	2.71%

Households by Income

Current median household income is \$59,785 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$68,316 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$72,525 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$83,445 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$24,173 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$27,628 in five years, compared to \$36,530 for all U.S. households

Housing

2018 Total Housing Units	32,989
2018 Owner Occupied Housing Units	22,555
2018 Renter Occupied Housing Units	9,455
2018 Vacant Housing Units	979
2023 Total Housing Units	36,616
2023 Owner Occupied Housing Units	26,156
2023 Renter Occupied Housing Units	9,363
2023 Vacant Housing Units	1,098

Currently, 68.4% of the 32,989 housing units in the area are owner occupied; 28.7%, renter occupied; and 3.0% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 28,544 housing units in the area - 64.2% owner occupied, 30.0% renter occupied, and 5.8% vacant. The annual rate of change in housing units since 2010 is 6.64%. Median home value in the area is \$242,365, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 6.59% annually to \$333,392.



Retail Goods and Services Expenditures

Greater Valley
Area: 315.28 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Up and Coming Families (7A)	28.5%	Population	101,244	111,841
Middleburg (4C)	11.9%	Households	32,010	35,518
Home Improvement (4B)	9.8%	Families	25,506	28,236
Military Proximity (14A)	9.1%	Median Age	29.8	30.6
Soccer Moms (4A)	7.6%	Median Household Income	\$59,785	\$68,316
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$1,931.70	\$61,833,754
Men's		86	\$357.24	\$11,435,398
Women's		87	\$644.50	\$20,630,359
Children's		95	\$307.96	\$9,857,642
Footwear		89	\$417.48	\$13,363,457
Watches & Jewelry		90	\$128.28	\$4,106,292
Apparel Products and Services (1)		92	\$76.25	\$2,440,606
Computer				
Computers and Hardware for Home Use		89	\$152.09	\$4,868,434
Portable Memory		93	\$5.04	\$161,234
Computer Software		88	\$9.29	\$297,217
Computer Accessories		90	\$16.88	\$540,431
Entertainment & Recreation		86	\$2,778.96	\$88,954,515
Fees and Admissions		88	\$603.01	\$19,302,454
Membership Fees for Clubs (2)		86	\$195.11	\$6,245,339
Fees for Participant Sports, excl. Trips		90	\$101.56	\$3,250,979
Tickets to Theatre/Operas/Concerts		82	\$54.42	\$1,742,082
Tickets to Movies/Museums/Parks		91	\$72.94	\$2,334,652
Admission to Sporting Events, excl. Trips		86	\$51.26	\$1,640,934
Fees for Recreational Lessons		92	\$127.11	\$4,068,754
Dating Services		93	\$0.62	\$19,715
TV/Video/Audio		86	\$1,116.73	\$35,746,491
Cable and Satellite Television Services		84	\$811.25	\$25,968,000
Televisions		88	\$104.38	\$3,341,053
Satellite Dishes		90	\$1.59	\$50,925
VCRs, Video Cameras, and DVD Players		90	\$4.97	\$159,143
Miscellaneous Video Equipment		87	\$12.58	\$402,751
Video Cassettes and DVDs		91	\$11.27	\$360,867
Video Game Hardware/Accessories		91	\$27.26	\$872,641
Video Game Software		91	\$13.65	\$436,933
Streaming/Downloaded Video		93	\$30.95	\$990,729
Rental of Video Cassettes and DVDs		92	\$11.74	\$375,713
Installation of Televisions		88	\$0.81	\$26,075
Audio (3)		89	\$83.22	\$2,663,918
Rental and Repair of TV/Radio/Sound Equipment		89	\$3.05	\$97,743
Pets		84	\$534.06	\$17,095,203
Toys/Games/Crafts/Hobbies (4)		90	\$104.00	\$3,328,972
Recreational Vehicles and Fees (5)		84	\$92.25	\$2,953,013
Sports/Recreation/Exercise Equipment (6)		90	\$160.35	\$5,132,886
Photo Equipment and Supplies (7)		95	\$50.65	\$1,621,437
Reading (8)		83	\$93.20	\$2,983,485
Catered Affairs (9)		92	\$24.70	\$790,574
Food		88	\$7,485.09	\$239,597,604
Food at Home		87	\$4,342.81	\$139,013,314
Bakery and Cereal Products		86	\$568.79	\$18,207,082
Meats, Poultry, Fish, and Eggs		86	\$972.89	\$31,142,154
Dairy Products		85	\$442.32	\$14,158,580
Fruits and Vegetables		86	\$850.54	\$27,225,707
Snacks and Other Food at Home (10)		87	\$1,508.27	\$48,279,791
Food Away from Home		89	\$3,142.28	\$100,584,290
Alcoholic Beverages		86	\$483.16	\$15,465,892

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Retail Goods and Services Expenditures

Greater Valley
Area: 315.28 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	79	\$4,002.77	\$128,128,790
Value of Retirement Plans	82	\$19,039.41	\$609,451,625
Value of Other Financial Assets	79	\$1,120.02	\$35,851,746
Vehicle Loan Amount excluding Interest	91	\$2,538.37	\$81,253,155
Value of Credit Card Debt	88	\$520.02	\$16,645,988
Health			
Nonprescription Drugs	85	\$113.40	\$3,629,909
Prescription Drugs	82	\$296.63	\$9,495,279
Eyeglasses and Contact Lenses	85	\$78.87	\$2,524,762
Home			
Mortgage Payment and Basics (11)	89	\$7,705.92	\$246,666,372
Maintenance and Remodeling Services	86	\$1,763.65	\$56,454,439
Maintenance and Remodeling Materials (12)	84	\$413.44	\$13,234,307
Utilities, Fuel, and Public Services	86	\$4,260.27	\$136,371,103
Household Furnishings and Equipment			
Household Textiles (13)	87	\$86.20	\$2,759,303
Furniture	89	\$545.24	\$17,453,152
Rugs	79	\$19.39	\$620,533
Major Appliances (14)	88	\$306.78	\$9,819,937
Housewares (15)	85	\$88.30	\$2,826,516
Small Appliances	85	\$41.77	\$1,336,992
Luggage	91	\$12.47	\$399,319
Telephones and Accessories	90	\$63.37	\$2,028,469
Household Operations			
Child Care	95	\$488.82	\$15,646,991
Lawn and Garden (16)	85	\$365.41	\$11,696,738
Moving/Storage/Freight Express	94	\$60.54	\$1,937,997
Housekeeping Supplies (17)	86	\$617.03	\$19,751,097
Insurance			
Owners and Renters Insurance	86	\$487.83	\$15,615,322
Vehicle Insurance	87	\$1,093.31	\$34,996,778
Life/Other Insurance	84	\$349.50	\$11,187,427
Health Insurance	85	\$3,217.32	\$102,986,459
Personal Care Products (18)	88	\$429.39	\$13,744,853
School Books and Supplies (19)	91	\$135.92	\$4,350,891
Smoking Products	80	\$333.24	\$10,667,144
Transportation			
Payments on Vehicles excluding Leases	91	\$2,181.31	\$69,823,872
Gasoline and Motor Oil	89	\$2,131.41	\$68,226,331
Vehicle Maintenance and Repairs	88	\$941.19	\$30,127,482
Travel			
Airline Fares	86	\$454.30	\$14,542,093
Lodging on Trips	86	\$493.11	\$15,784,573
Auto/Truck Rental on Trips	88	\$24.46	\$782,940
Food and Drink on Trips	87	\$450.01	\$14,404,663

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February 26, 2019



Retail Goods and Services Expenditures

Greater Valley
Area: 315.28 square miles

Prepared by Esri

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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February 26, 2019

CITY ACCOLADES

- ◆ **Best Places in CO for Young Families** (Nerd Wallet)
- ◆ **American City on the Rise** (Nerd Wallet)
- ◆ **All-American City** (National Civic League)
- ◆ **Millennium City** (New York Times)



29.8% Reduction in Waste tonnage for Metro; Renewable Mission

LIFESTYLE AMMENITIES

- ◆ 50 miles of Trails and Bike paths
- ◆ 1000+ acres of Open Space Parks
- ◆ Summer Farmer's Market
- ◆ 8+ Cultural/Equestrian/Naturalist Centers
- ◆ 13+ Community Events and Festivals annually
- ◆ 18+ City Sponsored Youth Sport/Rec Programs

Cost-of-Living 3.9% below the National Average

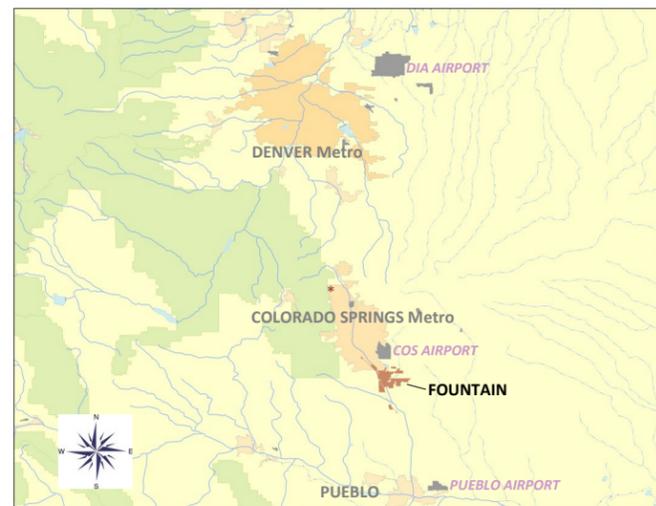


ACCESSIBILITY

- 10 minutes/ 7mi Colorado Springs Airport www.flycos.com
- 15 minutes/ 12 mi Downtown Colorado Springs
- 25 minutes/ 27 mi City of Pueblo (south)
- 1.25 hours/ 75 mi City of Denver (north)
- 1.50 hours/ 95 mi Denver International Airport www.flydenver.com

**denotes military bases*

23.4 mins average Workforce Commute



ABOUT US

Fountain is the gateway to the Pikes Peak region, offering access to affordable lifestyle in a pure Colorado setting; variety of activities, local fare, and entertainment abound.

2nd largest City within El Paso County



DEMOGRAPHICS

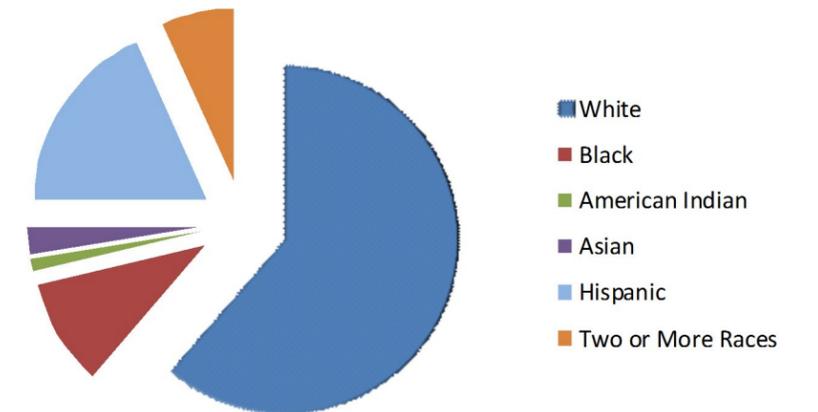
	City	Valley	Metro
Population	29,148	96,276	675,509
Median Age	32.9	29.3	34.4
Median Income	\$62,409	\$56,679	\$54,228
Single Family Home <i>(median Sales price)</i>	\$195,319	\$183,286	\$239,979
Total Households	10,315		
New Housing <i>(7 yr. development que)</i>	3,257		

Source: ESRI; SpryMedia

POPULATION DIVERSITY

White	69.6%
Black	11.3%
American Indian	1.3%
Asian	2.9%
Hispanic	20.7%
Two or More Races	7.6%

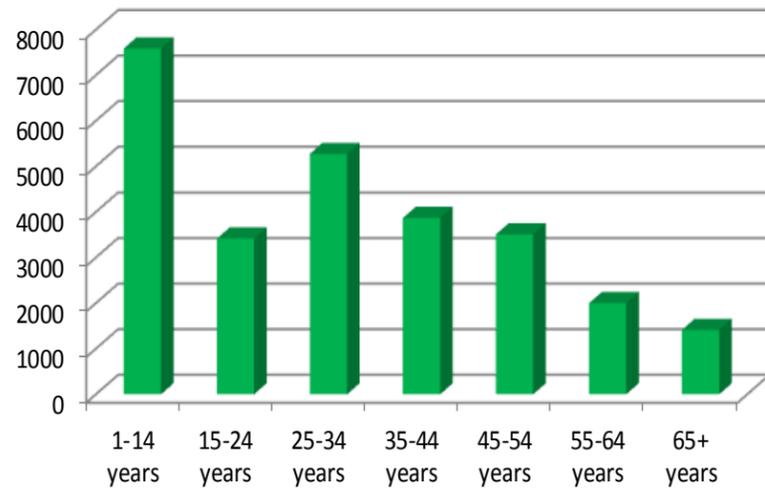
Source: ESRI



SEGMENTATION

Male	48.7%
Female	51.3%
Avg HH Size	2.93





AGE % OF POPULATION

0-14 years	7586
15-24 years	3414
25-34 years	5274
35-44 years	3868
45-54 years	3509
55-64 years	1998
65+ years	1415

54% Growth in Population since 2000

Source: ESRI

TOP EMPLOYMENT INDUSTRIES

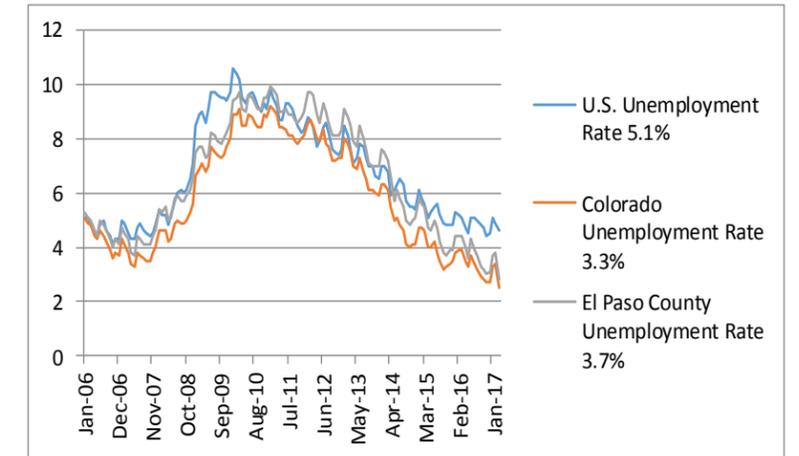
362 businesses with 23,510 EE

- ◆ Homeland Security
- ◆ Trade & Transportation Logistics
- ◆ Specialized Manufacturing
- ◆ Creative Industries
- ◆ Retail Trade

Military Veterans' Skill-sets

- ◆ Welding
- ◆ CDL-A
- ◆ Management
- ◆ CyberSecurity/ IT
- ◆ Construction

UNEMPLOYMENT RATE



Source: UCCS College of Business

500 Veterans exit Ft. Carson Army Base monthly



INCOME

HH = Household

Avg HH Income \$73,121

(U.S. National \$77,008)

Median HH Income \$62,409

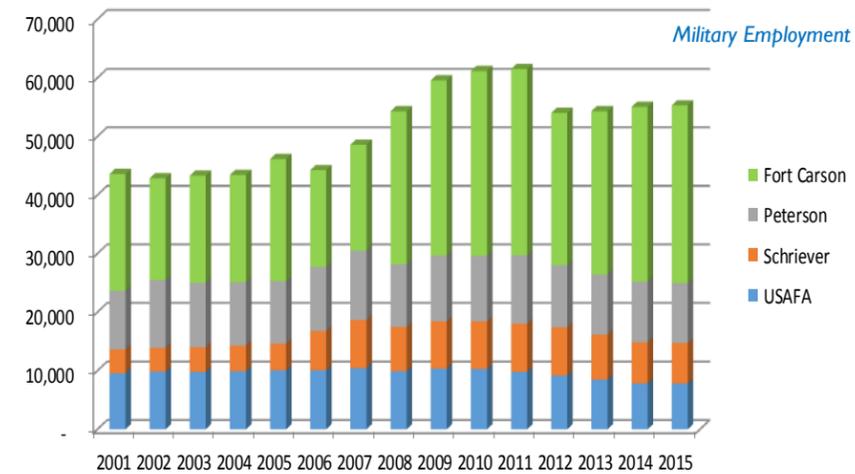
(U.S. National \$54,149)

Per Capita Income (PCI) \$24,913

(U.S. National \$29,472)

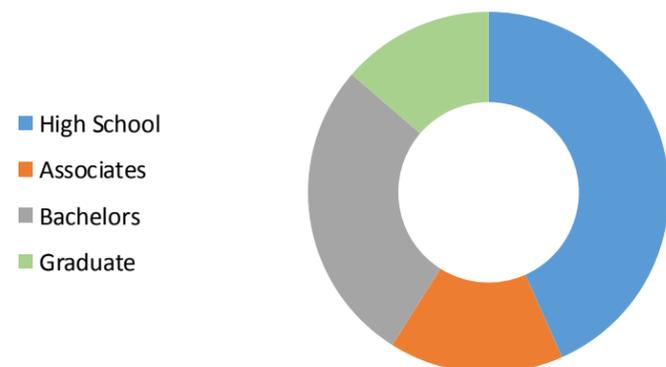
1 of 4 Fastest Growing Counties in Colorado

MILITARY BASES in REGION



30,303 Ft. Carson Army Base population; largest State employer

EDUCATION

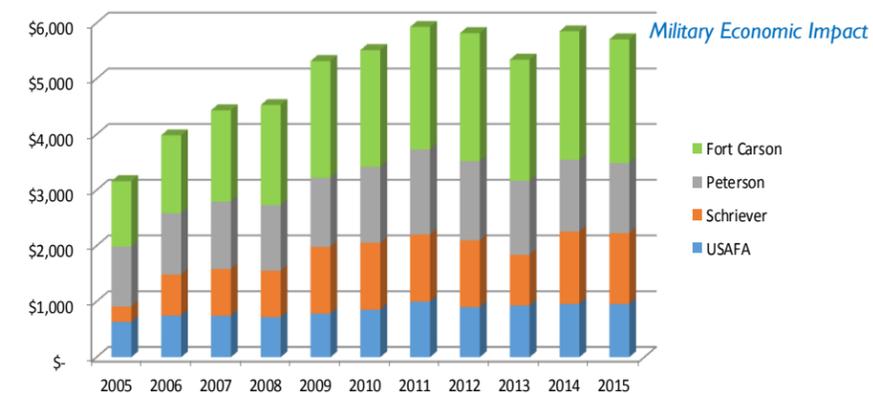


High School Graduate (or GED)	4,066
Associate's Degree	1,467
Bachelor's Degree	2,569
Graduate Degree	1,284

** #2 Most-Educated State in U.S.

86.5% k-12 Graduation Rate

32% Higher Education attainment



\$2,022m Ft. Carson Army Base Economic Impact Value

\$5,704m Economic Impact Value of Four Military bases in the Region

Source: ESRI; Yahoo

Source: UCCS College of Business



FOUNTAIN, COLORADO

Market Guide

City Contact Information



Kimberly A. Bailey
Economic Development / Urban Renewal
kbailey@fountaincolorado.org

116 S. Main Street
Fountain, CO 80916
719.322.2056 office
fountaincolorado.org

Focus Properties

Fountain Colorado is an expanding community with a 5-year projected growth rate of >13.7%; Serving the greater Fountain Valley population of 97,653, Fountain is in need of community services to support their growing consumer base.



Retail Strategies has a catalog of commercial retail real estate properties currently available in this market.

For more information, please contact:

Kimberly Bailey, Economic Development & Urban Renewal
kbailey@fountaincolorado.org

Demographics (5 Mile Radius)



Population
55,945



Average Age
34.5



Household Income (Median)
\$60,500



Growth Rate
11.64%



Number of Households
18,454



Household Income (Average)
\$70,817

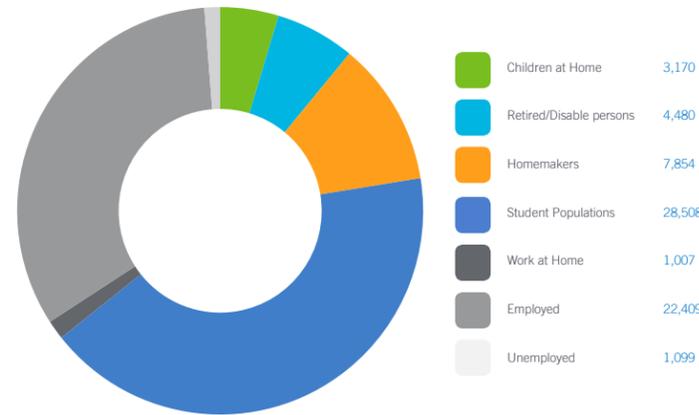
Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Lafayette, CO	745 Us Highway 287
Woodland, CA	1720 E Main St
Arvada, CO	14605 W 64th Ave
Grand Junction, CO	541 Warrior Way
Marysville, CA	1131 N Beale Rd
Pueblo, CO	2730 S. Prairie Ave.

Daytime Population 68,528 (5 Mile Radius)



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Full-Service & Limited-Service Restaurants



Health & Wellness



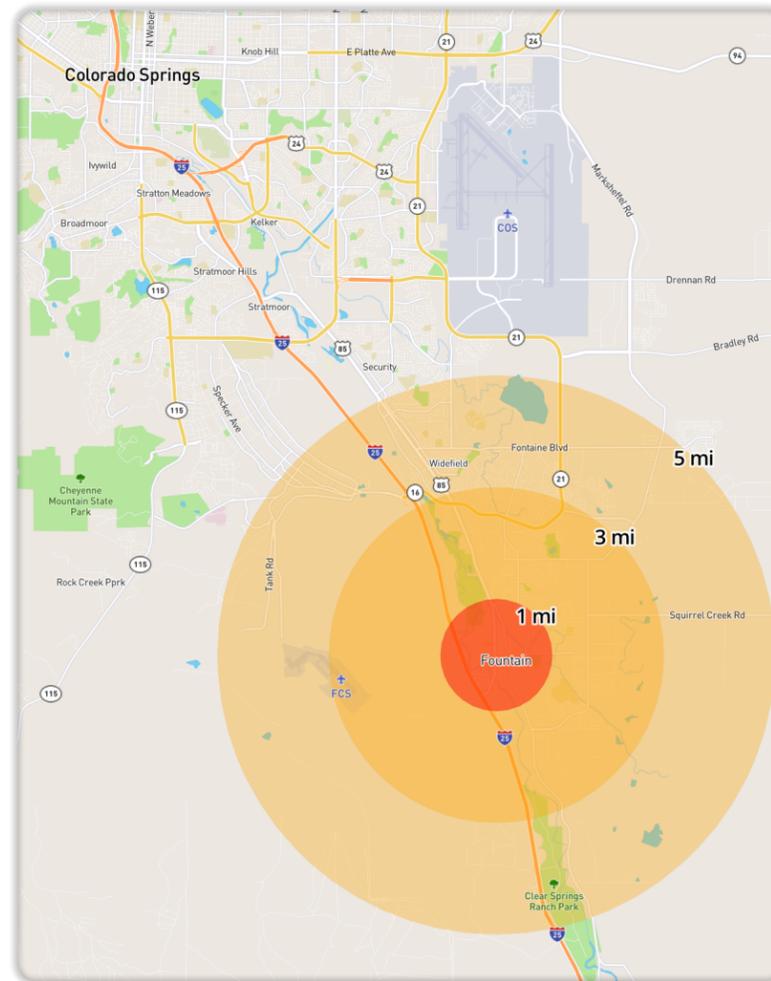
Clothing



Sporting Goods



There's a lot of potential here.



DEMOGRAPHIC PROFILE	1 Mile Radius	3 Mile Radius	5 Mile Radius
2018 Estimated Population	7,785	30,118	55,945
Daytime Population	19,289	33,286	68,528
Median HH Income	\$48,461	\$60,999	\$60,500
Number of Households	2,949	10,131	18,454

	3 Minute DT	5 Minute DT	10 Minute DT
2018 Estimated Population	5,400	12,902	54,619
Daytime Population	10,867	21,927	68,710
Median HH Income	\$39,835	\$56,079	\$58,970
Number of Households	2,131	4,592	18,343

*Source: STI PopStats

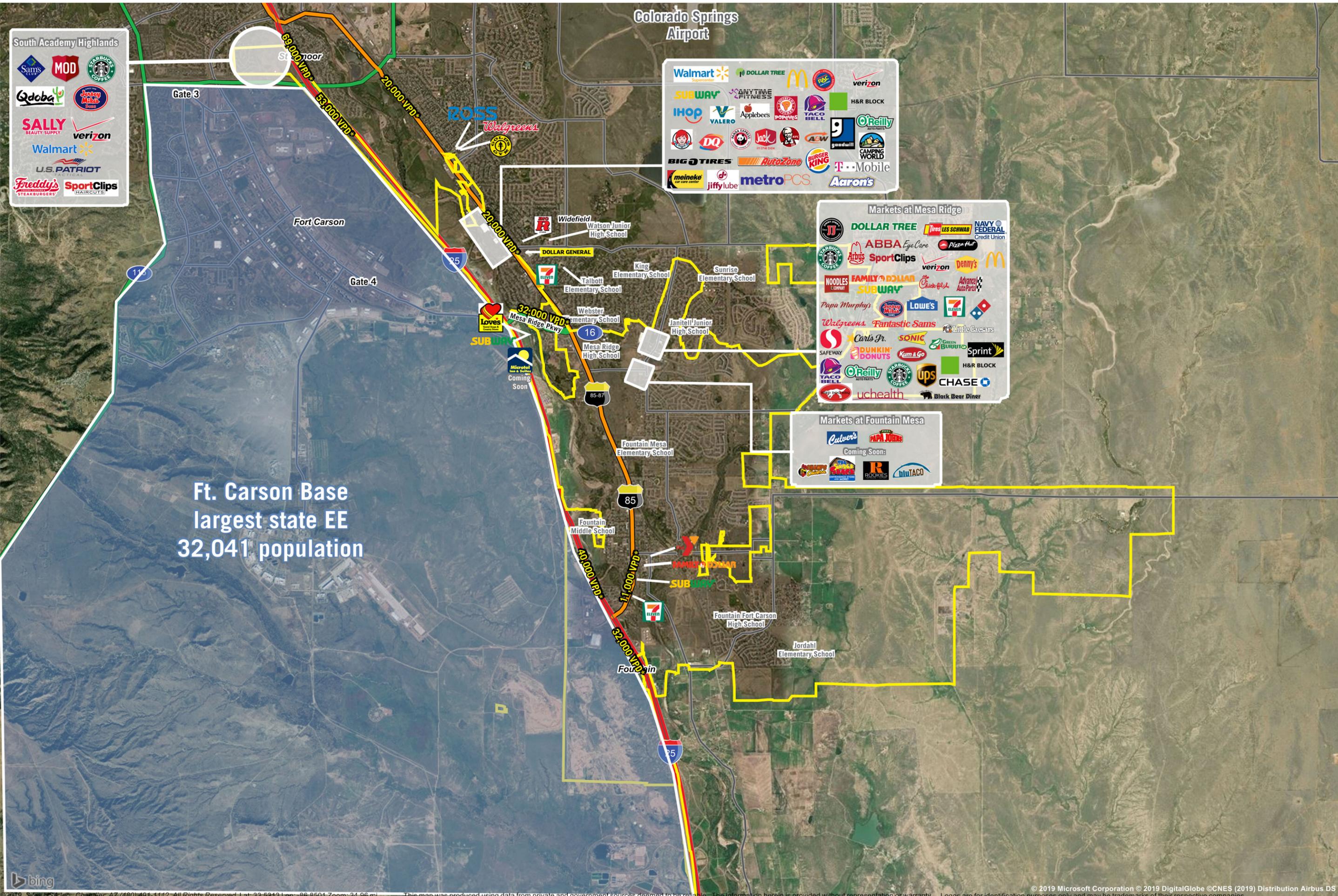


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Ft. Carson Base
largest state EE
32,041 population



FOUNTAIN, COLORADO
Major Retail & Restaurants



Cattail Marsh Rd & N Santa Fe Ave, Fountain CO 80817
Sitewise Online
STI: Market Outlook Opportunity Gap Report By Establishment Type

STI: Market Outlook Opportunity Gap Report By Establishment Type	Cattail Marsh Rd & N Santa Fe Ave, Fountain CO 80817 0-5 min			Cattail Marsh Rd & N Santa Fe Ave, Fountain CO 80817 0-10 min			Cattail Marsh Rd & N Santa Fe Ave, Fountain CO 80817 0-15 min		
	2017 Consumer Demand	2017 Market Supply	Opportunity Gap Surplus/Shortage	2017 Consumer Demand	2017 Market Supply	Opportunity Gap Surplus/Shortage	2017 Consumer Demand	2017 Market Supply	Opportunity Gap Surplus/Shortage
Total Consumer Demand and Market Supply by Establishment Type	\$ 325,106,995	\$ 112,234,830	\$ 212,872,164	\$ 1,323,196,766	\$ 1,016,152,708	\$ 307,044,058	\$ 3,473,838,994	\$ 3,719,405,140	\$ 245,566,145
Motor Vehicle and Parts Dealers	\$ 73,052,894	\$ 7,702,757	\$ 65,350,138	\$ 291,400,524	\$ 143,748,896	\$ 147,651,628	\$ 735,620,667	\$ 1,062,568,595	\$ 326,947,928
Automobile dealers	\$ 58,984,794	\$ 575,306	\$ 58,409,488	\$ 235,292,482	\$ 106,439,657	\$ 128,852,824	\$ 593,041,257	\$ 932,681,958	\$ 339,640,701
Other Motor Vehicle Dealers	\$ 6,898,286	\$ 492,315	\$ 6,405,971	\$ 27,535,935	\$ 3,304,307	\$ 24,231,628	\$ 69,483,264	\$ 38,664,226	\$ 30,819,038
Automotive Parts, Accessories, & Tire Stores	\$ 7,169,814	\$ 6,635,136	\$ 534,679	\$ 28,572,107	\$ 34,004,931	\$ 5,432,824	\$ 73,096,147	\$ 91,222,412	\$ 18,126,265
Furniture and Home Furnishings Stores	\$ 9,888,363	\$ 12,085	\$ 9,876,278	\$ 39,409,142	\$ 5,898,752	\$ 33,510,391	\$ 100,010,562	\$ 25,560,572	\$ 74,449,989
Furniture Stores	\$ 6,320,919	\$ 0	\$ 6,320,919	\$ 25,194,890	\$ 1,638,659	\$ 23,556,231	\$ 63,748,601	\$ 7,121,294	\$ 56,627,308
Home Furnishings Stores	\$ 3,567,444	\$ 12,085	\$ 3,555,359	\$ 14,214,252	\$ 4,260,093	\$ 9,954,159	\$ 36,261,960	\$ 18,439,279	\$ 17,822,682
Electronics & Appliance Stores	\$ 5,487,893	\$ 539,474	\$ 4,948,420	\$ 24,159,051	\$ 11,964,368	\$ 12,194,683	\$ 70,829,740	\$ 69,646,520	\$ 1,183,220
Building Material and Garden Equipment Stores	\$ 23,220,328	\$ 7,182,532	\$ 16,037,796	\$ 92,441,724	\$ 33,680,053	\$ 58,761,671	\$ 235,572,471	\$ 141,943,618	\$ 93,628,852
Building Material & Supplies Dealers	\$ 20,554,896	\$ 6,791,857	\$ 13,763,040	\$ 81,803,432	\$ 31,975,372	\$ 49,828,060	\$ 208,568,745	\$ 129,929,200	\$ 78,639,545
Lawn & Garden Equipment & Supplies Stores	\$ 2,665,431	\$ 390,675	\$ 2,274,756	\$ 10,638,292	\$ 1,704,681	\$ 8,933,611	\$ 27,003,725	\$ 12,014,418	\$ 14,989,307
Food and Beverage Stores	\$ 58,354,630	\$ 34,664,840	\$ 23,689,790	\$ 233,249,889	\$ 368,711,741	\$ 135,461,852	\$ 598,676,132	\$ 671,175,375	\$ 72,499,243
Grocery Stores	\$ 52,155,677	\$ 29,802,982	\$ 22,352,695	\$ 208,488,004	\$ 339,065,376	\$ 130,577,371	\$ 535,807,843	\$ 600,032,825	\$ 64,224,982
Specialty Food Stores	\$ 857,796	\$ 489,365	\$ 368,432	\$ 3,421,764	\$ 3,969,535	\$ 547,771	\$ 8,769,819	\$ 9,245,384	\$ 475,565
Beer, Wine & Liquor Stores	\$ 5,341,157	\$ 4,372,493	\$ 968,664	\$ 21,340,120	\$ 25,676,830	\$ 4,336,710	\$ 54,098,469	\$ 61,897,165	\$ 7,798,696
Health & Personal Care Stores	\$ 17,673,262	\$ 9,553,651	\$ 8,119,611	\$ 70,393,233	\$ 59,285,481	\$ 11,107,752	\$ 180,634,435	\$ 194,022,189	\$ 13,387,754
Gasoline Stations	\$ 22,919,462	\$ 7,474,096	\$ 15,445,366	\$ 91,881,370	\$ 63,902,942	\$ 27,978,428	\$ 233,224,721	\$ 156,273,761	\$ 76,950,960
Clothing & Clothing Accessories Stores	\$ 14,421,779	\$ 3,329,724	\$ 11,092,055	\$ 57,467,499	\$ 11,729,844	\$ 45,737,655	\$ 145,796,101	\$ 53,552,233	\$ 92,243,868
Clothing Stores	\$ 10,075,090	\$ 3,119,907	\$ 6,955,183	\$ 40,150,743	\$ 9,403,804	\$ 30,746,939	\$ 101,952,763	\$ 34,508,695	\$ 67,444,067
Shoe Stores	\$ 2,178,738	\$ 53,535	\$ 2,125,203	\$ 8,679,429	\$ 1,383,197	\$ 7,296,232	\$ 21,881,772	\$ 6,587,714	\$ 15,294,058
Jewelry, Luggage & Leather Goods Stores	\$ 2,167,951	\$ 156,282	\$ 2,011,669	\$ 8,637,327	\$ 942,843	\$ 7,694,484	\$ 21,961,566	\$ 12,455,824	\$ 9,505,742
Sporting Goods, Hobby, Book, Music Stores	\$ 5,645,212	\$ 1,223,805	\$ 4,421,407	\$ 22,507,615	\$ 7,145,160	\$ 15,362,455	\$ 57,132,551	\$ 53,341,567	\$ 3,790,984
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 4,237,451	\$ 1,064,196	\$ 3,173,255	\$ 16,903,464	\$ 6,763,121	\$ 10,140,343	\$ 42,790,950	\$ 35,602,535	\$ 7,188,415
Book, Periodical & Music Stores	\$ 1,407,762	\$ 159,609	\$ 1,248,152	\$ 5,604,151	\$ 382,040	\$ 5,222,112	\$ 14,341,601	\$ 17,739,032	\$ 3,397,431
General Merchandise Stores	\$ 48,985,513	\$ 17,877,647	\$ 31,107,866	\$ 195,733,857	\$ 145,026,449	\$ 50,707,409	\$ 502,091,508	\$ 756,158,005	\$ 254,066,497
Department Stores	\$ 7,771,152	\$ 180,745	\$ 7,590,407	\$ 31,002,910	\$ 32,158,979	\$ 1,156,068	\$ 79,102,888	\$ 104,171,454	\$ 25,068,565
Other General Merchandise Stores	\$ 41,214,361	\$ 17,696,902	\$ 23,517,459	\$ 164,730,947	\$ 112,867,470	\$ 51,863,477	\$ 422,988,620	\$ 651,986,552	\$ 228,997,931
Miscellaneous Store Retailers	\$ 7,450,508	\$ 2,509,691	\$ 4,940,817	\$ 29,925,267	\$ 24,942,280	\$ 4,982,987	\$ 77,127,058	\$ 76,589,100	\$ 537,959
Florists and Miscellaneous Store Retailers	\$ 301,189	\$ 42,697	\$ 258,492	\$ 1,202,164	\$ 440,273	\$ 761,891	\$ 3,051,899	\$ 3,644,034	\$ 592,135
Office Supplies, Stationery & Gift Stores	\$ 1,523,634	\$ 0	\$ 1,523,634	\$ 6,281,313	\$ 2,402,059	\$ 3,879,254	\$ 16,850,333	\$ 13,025,216	\$ 3,825,117
Used Merchandise Stores	\$ 1,061,196	\$ 0	\$ 1,061,196	\$ 4,231,286	\$ 1,578,469	\$ 2,652,817	\$ 10,766,343	\$ 10,343,963	\$ 422,380
Other miscellaneous store retailers	\$ 4,564,489	\$ 2,466,994	\$ 2,097,495	\$ 18,210,504	\$ 20,521,480	\$ 2,310,976	\$ 46,458,484	\$ 49,575,887	\$ 3,117,403
Non-Store Retailers	\$ 8,748,388	\$ 538,264	\$ 8,210,124	\$ 35,177,407	\$ 9,844,286	\$ 25,333,121	\$ 91,217,203	\$ 22,521,657	\$ 68,695,545
Vending machine operators (Nonstore retailers)	\$ 973,530	\$ 0	\$ 973,530	\$ 3,956,715	\$ 7,354,477	\$ 3,397,763	\$ 10,419,351	\$ 9,709,243	\$ 710,109
Direct Selling Establishments	\$ 980,679	\$ 538,264	\$ 442,415	\$ 3,915,458	\$ 2,489,809	\$ 1,425,649	\$ 10,020,827	\$ 12,812,415	\$ 2,791,588
Electronic Shopping & Mail-Order Houses	\$ 6,794,179	\$ 0	\$ 6,794,179	\$ 27,305,235	\$ 0	\$ 27,305,235	\$ 70,777,024	\$ 0	\$ 70,777,024
Foodservice and Drinking Places	\$ 29,258,762	\$ 19,626,266	\$ 9,632,497	\$ 139,450,187	\$ 130,272,457	\$ 9,177,731	\$ 445,905,846	\$ 436,051,948	\$ 9,853,898
Full-Service Restaurants	\$ 12,485,826	\$ 7,050,039	\$ 5,435,786	\$ 60,801,643	\$ 60,672,987	\$ 128,656	\$ 199,211,438	\$ 210,347,977	\$ 11,136,539
Limited-Service Eating Places	\$ 13,444,959	\$ 9,788,019	\$ 3,656,940	\$ 62,530,434	\$ 57,957,924	\$ 4,572,510	\$ 194,199,953	\$ 174,963,707	\$ 19,236,246
Special Food Services	\$ 2,403,989	\$ 2,394,094	\$ 9,895	\$ 11,166,550	\$ 7,804,983	\$ 3,361,567	\$ 34,625,324	\$ 29,548,101	\$ 5,077,223
Bars/Drinking Places (Alcoholic Beverages)	\$ 923,988	\$ 394,113	\$ 529,875	\$ 4,951,561	\$ 3,836,563	\$ 1,114,998	\$ 17,869,131	\$ 21,192,163	\$ 3,323,032
<p>The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.</p>									
<p>Demand > Supply = Shortage (Leakage) Demand < Supply = Surplus (Needs Met)</p>									