VILLAGE OF PALMETTO BAY

Mayor Shelley Stanczyk
Vice Mayor Brian W. Pariser
Council Member Patrick Fiore
Council Member Howard Tendrich
Council Member Joan Lindsay

Village Manager Ron E. Williams
Village Attorney Eve A. Boutsis
Village Clerk Meighan J. Alexander

In accordance with the Americans with Disabilities Act of 1990, persons needing special accommodation, a sign language interpreter or hearing impaired to participate in this proceeding should contact the Village Clerk at (305) 259-1234 for assistance no later than four days prior to the meeting.

SPECIAL COUNCIL MEETING AGENDA
Thursday, March 29, 2012 - 7:00 P.M.
Village Hall Chambers
9705 E. Hibiscus Street
(305) 259-1234

1. CALL TO ORDER, ROLL CALL, PLEDGE OF ALLEGIANCE

2. PRESENTATION OF FEASIBILITY STUDIES:

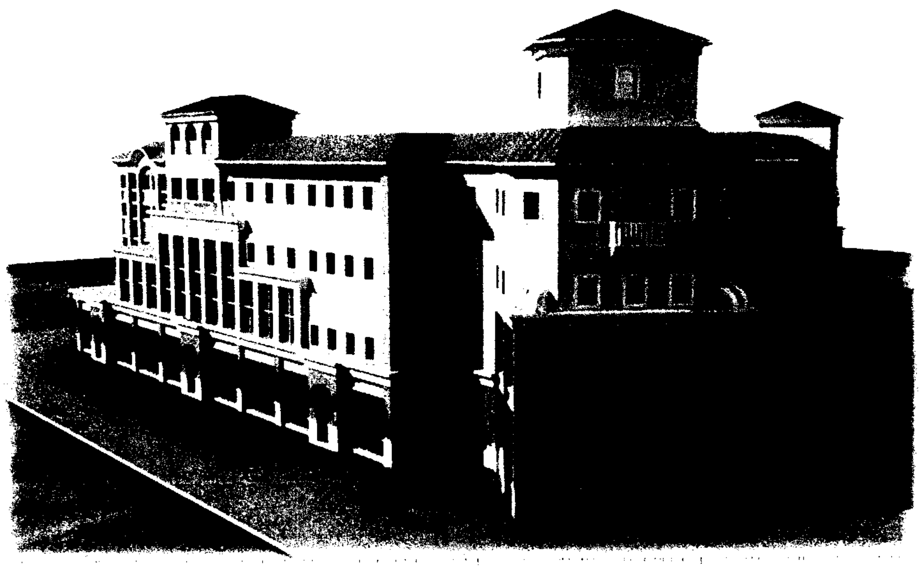
a. Garage/Multi-Modal Center
b. Thalatta Estate Park

3. NEXT MEETING AND ADJOURNMENT

PURSUANT TO FLORIDA STATUTES 286.0105, THE VILLAGE HEREBY ADVISES THE PUBLIC THAT IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THIS COUNCIL WITH RESPECT TO ANY MATTER CONSIDERED AT ITS MEETING OR HEARING, HE OR SHE WILL NEED A RECORD OF THE PROCEEDINGS, AND THAT FOR SUCH PURPOSE, THE AFFECTED PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THIS NOTICE DOES NOT CONSTITUTE CONSENT BY THE VILLAGE FOR THE INTRODUCTION OR ADMISSION OF OTHERWISE INADMISSIBLE OR IRRELEVANT EVIDENCE, NOR DOES IT AUTHORIZE CHALLENGES OR APPEALS NOT OTHERWISE ALLOWED BY LAW.

Village of Palmetto Bay Florida
Est. 2002

Final Report



BALLARD*KING
& ASSOCIATES LTD

February 8, 2012

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Section I – Project Parameters and Assumptions

The Village of Palmetto Bay is exploring the concept of developing Palmetto Bay Station in the Franjo Triangle and US 1 Island District. The following analysis looks at the financial realities of the parking garage element of the plan.

A critical determiner of the financial performance of the Palmetto Bay Station and more importantly the parking garage are the project parameters and assumptions that are in place regarding the project.

Market Realities: The following are some of the market realities of the project.

Demographics

- The Village of Palmetto Bay had a population of 23,420 in 2010.
- The age distribution in the Village indicates a significant number of households with children. However the median age is significantly older than the national population.
- Nearly 40% of the population is Hispanic (as defined by the Census Bureau) which is a rate that is significantly lower than Miami Dade County and the surrounding area.
- There is a very high median household income level of over $103,000.
- There is a strong professional population living in the Village and the surrounding area.
- A larger secondary service area has been identified that has a population of over 275,000. This area is marked by Highway 94 on the north, SW 248th St. on the south, and Highway 825 south to SW 184th St., west to SW 162nd Ave. then south again, on the west. It is not likely that the retail spaces (or parking for I-Bus service) will pull people from the far reaches of this area, but it does indicate a large population base within a relatively close proximity to the site. The demographic characteristics of this area are considerably different with a younger population base, more families, lower median household income, and larger Hispanic base.
- The population base gets younger as you go south in the Village and the secondary service area. The median household income level is higher on the north side of the community and the secondary service area.
- The demographic information is important to the project as it indicates a large enough market to support additional retail, households with higher incomes with discretionary

income for retail purchases and more of a willingness to pay for parking as a convenience.

Market

- The site is just off of the US 1 (South Dixie Highway) and it provides easy access north to the South Dadeland Metrorail station and the bus route that goes further south.
- The area surrounding the site for the project has very little upscale retail as there are a significant number of car dealerships and smaller, older offices and retail establishments.
- The three new office buildings in the Franjo Triangle District are at least 70% occupied.
- There is a noticeable absence of sit down restaurants in the immediate vicinity of the site.
- There are no public parking garages located in the immediate market area, however there is considerable surface parking available for no charge.
- For residents of the area that commute utilizing the North and South Dadeland Metrorail stations, the parking garages are usually full by no later than mid morning. The cost of parking is $4.00 a day or can be purchased for an extra $10 a month as part of a monthly $100 rail pass.

Project Definition: The project is defined below.

- The facility will be built in the Franjo Triangle District next to Palmetto Bay Village Hall.
- There will be approximately 40,000 SF of retail space on the exterior of the building.
- The parking garage will have 550 parking spaces.

Project Assumptions:

- That the project will not be built until at least 60% of the retail areas are pre-leased. Over a 10 year period the portion of the building that is leased will reach 80% and remain there on a consistent basis.
- The project will be part of larger Mainstreet Redevelopment District that will be developed at approximately the same time.

- At least 50% of the garage will be occupied by commuters that are utilizing the garage on a weekday basis year round.
- The parking garage will feature automated pay stations and will not require a manned payment booth at the exit(s).
- The exact tenant mix in the retail portions of the project will determine the demand for parking (beyond the use of the parking garage for commuters) and the rate of turnover of parking stalls. It is assumed that there will be at least two sit down restaurants as tenants.
- The South Dadeland Metrorail Station will not substantially increase its parking capacity in the near future.
- Providing a safe and secure environment in and around the site will be critical.
- The I Bus system will be in place the day the parking garage opens to ferry commuters quickly and easily to the South Dadeland Metrorail Station. This service will be available every 15 minutes on weekdays during the high commuter hours and there will not be an extra cost for the service.
- There will be weekday and weekend rates for the garage.
- Retail space in Palmetto Bay Station will lease for an average of $25 SF. This rate was not verified in the Palmetto Bay market.
- The garage will be owned and operated by the Village or a redevelopment authority. Some on-going maintenance assistance will be provided by the Village in addition to what has been outlined in the operations plan for the structure as well.
- The cost for trash pick-up and property/liability insurance has not been included in the operational cost estimates as these services are in other Village budgets.
- There has been no attempt to validate the capital cost projections or the debt financing numbers as part of this study. However, the capital cost of $9,150,000 has been utilized along with the projection of a $5,000,000 being financed on a 15 year loan at 3.5% interest.

Project Opportunities:

- The parking garage will be a viable alternative for commuters from the immediate Palmetto Bay area that are using the South Dadeland Metrorail station and having to deal with the full parking garage. There are a significant number of commuters in the general area as well.

- The parking garage will be part of a larger redevelopment effort in the area.

- The garage can establish a southern hub for commuter traffic into Miami.

- There will be a covered, safe and secure, parking option for commuters. This will be reinforced by the police department being located adjacent to the site.

- The Palmetto Bay area has strong demographic characteristics to support expanded retail operations. There are also very few sit down restaurants in the area.

Project Limitations:

- There is free surface parking currently available in the immediate area as well as at a number of key stops along the Busway north of Palmetto Bay. However, the Village is planning to limit the availability of free parking in the future in the area and this must occur at the same time that the new parking garage opens to minimize the impact.

- The Palmetto Bay Station will be one of the first developments in the immediate area and may have to "go it alone" for a period of time.

- The tenants in the retail portion of the project have yet to be confirmed making long range demand estimates much more difficult. Also the rate of occupancy above the initial 60% could vary over time.

- A major portion of the revenue stream that will come from the garage is projected to come from commuters that would use the facility on a daily basis during the work week.

Section II – Operations Analysis

The following is an operational estimate for the first full-year of operation of the parking garage and the overall building systems and is based on the parameters and assumptions outlined in the previous section. Two different revenue projections have been developed. The first is a conservative baseline estimate while the second is a much more aggressive approach based on much stronger use of the garage and a higher turnover rate. It should be noted that the aggressive projections may be difficult to obtain and maintain over time. As a result, Ballard*King & Associates believes strongly that the baseline figures should be utilized for long range planning purposes.

Expenses:

Category:	**Amount**
Full-Time Personnel	
Maintenance Worker ($33,000)	$33,000
Benefits (41%)	$13,530
Part-Time Personnel	
Maintenance Worker ($11/hr. x 16hrs/wk.)	$9,152
Benefits (13%)	$1,190
Sub-Total	$56,872
Operating Supplies (janitorial, maint. etc.)	$25,000
Utilities-Garage/Public Areas (lighting, etc.)	$45,000
Contract Maintenance (elevators, kiosks, etc.)	$50,000
Marketing/Advertising (garage-long term)	$25,000
Bank Charges (monthly parking pass)	$10,000
Leasing Agent	$60,000
Other (capital, etc.)	$10,000
Sub-Total	$225,000
Loan Repayment ($5 mill. x 15 years/3.5%)	$428,929
Grand Total	**$710,801**

Revenues:

Baseline Projection

Category:	**Amount**
Parking Revenue	
Monthly	$99,000
Long-Term Weekdays (4 hours or more)	$83,160
Short-Term Weekdays (2 hours or less)	$55,440
Short-Term Weekdays (Evenings)	$34,650
Short-Term Weekends	$29,700
Other (fines, etc.)	$2,000
Sub-Total	$303,950
Retail Lease Payment (60% occup. x $25 SF)	$600,000
Grand Total	**$903,950**

Aggressive Projection

Category:	**Amount**
Parking Revenue	
Monthly	$118,800
Long-Term Weekdays (4 hours or more)	$83,160
Short-Term Weekdays (2 hours or less)	$138,600
Short-Term Weekdays (Evenings)	$83,160
Short-Term Weekends	$53,460
Other (fines, etc.)	$2,000
Sub-Total	$479,180
Retail Lease Payment (60% occup. x $25 SF)	$600,000
Grand Total	**$1,079,180**

Expense/Revenue Differential:

Baseline Projection

Category:	Amount
Expenses	$710,801
Revenues	$903,950
Difference	**+$193,149**

Aggressive Projection

Category:	Amount
Expenses	$710,801
Revenues	$1,079,180
Difference	**+$368,379**

Expense/Revenue 10 Year Model

- Expenses (other than loan repayment) increases by 15% and revenues by larger margin (see the appendix). Retail occupancy also increases by 10% per period.
- Parking rates and lease rates have been shown without an increase.

Baseline Projections

Category:	Year 1-3	Year 4-6	Year 7-10
Expenses	$710,801	$753,082	$801,705
Revenues	$903,950	$1,070,280	$1,244,530
Difference	**+$193,149**	**+$317,198**	**+442,825**

Aggressive Projections

Category:	Year 1-3	Year 4-6	Year 7-10
Expenses	$710,801	$753,082	$801,705
Revenues	$1,079,180	$1,269,270	$1,467,280
Difference	**+$368,379**	**+$516,188**	**+665,575**

Other Operational Issues:

- This operational estimate does not include the cost of operating the planned I Bus connection service.
- There will be an on-line option for purchasing monthly parking passes.

These operations pro-formas were completed based on general information and a basic understanding of the project with a preliminary concept plan for the facility. As a result, there is no guarantee that the expense and revenue projections outlined above will be met as there are many variables that affect such estimates that either cannot be accurately measured or are not consistent in their influence on the budgetary process.

Parking Fees:

Monthly	$60.00
Long-Term – (2 hrs. plus)	$4.00 per day
Short-Term – (weekdays before 5:00pm)	$2.00 per hour (up to 2 hours max)
Short-Term – (evenings/weekends)	$1.00 per hour

Parking Rate Comparison:

South Dadeland Metrorail Station

Daily	$4.00
Monthly (with Metrorail Pass)	$10.00

Coral Gables

Short-Term (up to 4 Hours)	$1.00 per hour
Long-Term (more than 4 hours)	$2.00 per hour
Monthly (rates vary by location)	$85.00 - $95.00
Monthly (evenings and weekends)	$50.00

It should be noted that these rates are for the municipal parking garages and the rates for private parking structures in the area vary considerably based on location.

Section III – Appendix

Parking Revenue Projections:

Two different scenarios have been developed. The first is a more conservative baseline projection of garage use based on limited retail and restaurant space in the center. The second is a much more aggressive approach that is based on three sit down restaurants and other strong retail establishments driving a more aggressive rate of garage use (and a much higher turnover rate for parking).

Over the 10 year period no increase in parking fees has been shown.

Year 1-3-Baseline

Long Term 40% Capacity (Total)
Monthly
Weekday

Short Term
Weekday 20%
Weekday Even 25%
Weekends 25%

Fee Range:	Rate	% Occup	# Per Use	Turn-Over	Total Day	# Per Month	Amount per Month	Amount per Year
Monthly	$60.00	25%				138	$8,250	$99,000
Long Term (2 hrs. plus)	$4.00	15%	83	1	83	1,733	$6,930	$83,160
Short-Term (days-weekdays)	$2.00	20%	110	1	110	2,310	$4,620	$55,440
Short-Term (evenings-weekdays)	$1.00	25%	138	1	138	2,888	$2,888	$34,650
Short-Term (weekends)	$1.00	25%	138	2	275	2,475	$2,475	$29,700
Total							$25,163	$301,950

Rate – Fees for the garage
% Occupancy – The percent of the garage's 550 spaces will be occupied
 # Per Use – The rate of use of the garage
Turnover Rate – Number of times that parking will turnover during the course of the day
Total Day – Total number of parking uses per day
 # Per Month – Weekday projections are based on 21 days and weekends on 9 days.
Amount Per Month – Total revenue generated per month
Amount Per Year – Total revenue generated per year

Year 4-6-Baseline

Long Term — 50% Capacity (Total)
- Monthly
- Weekday

Short Term
- Weekday — 25%
- Weekday Even — 30%
- Weekends — 30%

Fee Range:	Rate	% Occup	# Per Use	Turn-Over	Total Day	# Per Month	Amount per Month	Amount per Year
Monthly	$60.00	35%				193	$11,550	$138,600
Long Term (2 hrs. plus)	$4.00	15%	83	1	83	1,733	$6,930	$83,160
Short-Term (days-weekdays)	$2.00	25%	138	1	138	2,888	$5,775	$69,300
Short-Term (evenings-weekdays)	$1.00	30%	165	1	165	3,465	$3,465	$41,580
Short-Term (weekends)	$1.00	30%	165	2	330	2,970	$2,970	$35,640
Total							$30,690	$368,280

Rate – Fees for the garage
% Occupancy – The percent of the garage's 550 spaces will be occupied
 # Per Use – The rate of use of the garage
Turnover Rate – Number of times that parking will turnover during the course of the day
Total Day – Total number of parking uses per day
 # Per Month – Weekday projections are based on 21 days and weekends on 9 days.
Amount Per Month – Total revenue generated per month
Amount Per Year – Total revenue generated per year

Year 7-10-Baseline

Long Term 60% Capacity (Total)
Monthly
Weekday

Short Term
Weekday 30%
Weekday Even 35%
Weekends 35%

Fee Range:	Rate	% Occup	# Per Use	Turn-Over	Total Day	# Per Month	Amount per Month	Amount per Year
Monthly	$60.00	40%				220	$13,200	$158,400
Long Term (2 hrs. plus)	$4.00	20%	110	1	110	2,310	$9,240	$110,880
Short-Term (days-weekdays)	$2.00	30%	165	1	165	3,465	$6,930	$83,160
Short-Term (evenings-weekdays)	$1.00	35%	193	1	193	4,043	$4,043	$48,510
Short-Term (weekends)	$1.00	35%	193	2	385	3,465	$3,465	$41,580
Total							$36,878	$442,530

Rate – Fees for the garage
% Occupancy – The percent of the garage's 550 spaces will be occupied
 # Per Use – The rate of use of the garage
Turnover Rate – Number of times that parking will turnover during the course of the day
Total Day – Total number of parking uses per day
 # Per Month – Weekday projections are based on 21 days and weekends on 9 days.
Amount Per Month – Total revenue generated per month
Amount Per Year – Total revenue generated per year

Year 1-3-Aggressive

Long Term 45% Capacity (Total)
Monthly
Weekday

Short Term
Weekday 25%
Weekday Even 30%
Weekends 30%

Fee Range:	Rate	% Occup	# Per Use	Turn-Over	Total Day	# Per Month	Amount per Month	Amount per Year
Monthly	$60.00	30%				165	$9,900	$118,800
Long Term (2 hrs. plus)	$4.00	15%	83	1	83	1,733	$6,930	$83,160
Short-Term (days-weekdays)	$2.00	25%	138	2	275	5,775	$11,550	$138,600
Short-Term (evenings-weekdays)	$1.00	30%	165	2	330	6,930	$6,930	$83,160
Short-Term (weekends)	$1.00	30%	165	3	495	4,455	$4,455	$53,460
Total							$39,765	$477,180

Rate – Fees for the garage
% Occupancy – The percent of the garage's 550 spaces will be occupied
 # Per Use – The rate of use of the garage
Turnover Rate – Number of times that parking will turnover during the course of the day
Total Day – Total number of parking uses per day
 # Per Month – Weekday projections are based on 21 days and weekends on 9 days.
Amount Per Month – Total revenue generated per month
Amount Per Year – Total revenue generated per year

Year 4-6-Aggressive

Long Term 55% Capacity (Total)
Monthly
Weekday

Short Term
Weekday 30%
Weekday Even 35%
Weekends 35%

Fee Range:	Rate	% Occup	# Per Use	Turn-Over	Total Day	# Per Month	Amount per Month	Amount per Year
Monthly	$60.00	40%				220	$13,200	$158,400
Long Term (2 hrs. plus)	$4.00	15%	83	1	83	1,733	$6,930	$83,160
Short-Term (days-weekdays)	$2.00	30%	165	2	330	6,930	$13,860	$166,320
Short-Term (evenings-weekdays)	$1.00	35%	193	2	385	8,085	$8,085	$97,020
Short-Term (weekends)	$1.00	35%	193	3	558	5,198	$5,198	$62,370
Total							$47,273	$567,270

Rate – Fees for the garage
% Occupancy – The percent of the garage's 550 spaces will be occupied
 # Per Use – The rate of use of the garage
Turnover Rate – Number of times that parking will turnover during the course of the day
Total Day – Total number of parking uses per day
 # Per Month – Weekday projections are based on 21 days and weekends on 9 days.
Amount Per Month – Total revenue generated per month
Amount Per Year – Total revenue generated per year

Year 7-10-Aggressive

Long Term	65% Capacity (Total)
Monthly	
Weekday	
Short Term	
Weekday	35%
Weekday Even	40%
Weekends	40%

Fee Range:	Rate	% Occup	# Per Use	Turn-Over	Total Day	# Per Month	Amount per Month	Amount per Year
Monthly	$60.00	45%				248	$14,850	$178,200
Long Term (2 hrs. plus)	$4.00	20%	110	1	110	2,310	$9,240	$110,880
Short-Term (days-weekdays)	$2.00	35%	193	2	385	8,085	$16,170	$194,040
Short-Term (evenings-weekdays)	$1.00	40%	220	2	440	9,240	$9,240	$110,880
Short-Term (weekends)	$1.00	40%	220	3	660	5,940	$5,940	$71,280
Total							$55,440	$665,280

Rate – Fees for the garage
% Occupancy – The percent of the garage's 550 spaces will be occupied
 # Per Use – The rate of use of the garage
Turnover Rate – Number of times that parking will turnover during the course of the day
Total Day – Total number of parking uses per day
 # Per Month – Weekday projections are based on 21 days and weekends on 9 days.
Amount Per Month – Total revenue generated per month
Amount Per Year – Total revenue generated per year

THE CORRADINO GROUP

Ed Silva
Director of Building and Capital Projects
Palmetto Bay Village Hall
9705 East Hibiscus Street
Palmetto Bay, FL 33157

RE: Estimating Patronage for Park-and-Ride Garage at SW 97th Avenue and Hibiscus

Mr. Silva, please find a draft of the ridership report. Should you have any questions please feel free to contact me at any time.

Regards,

Joseph M. Corradino, AICP

President

THE CORRADINO GROUP

Palmetto Bay Proposed Park and Ride Garage Patronage Determination

SUMMARY

In order to determine the general projected utilization of a transit oriented parking garage in the Franjo Triangle in Palmetto Bay, an analysis of transit ridership was performed using the transportation model used by all of the MPO's in our region (SERPM). Use of this model is a sophisticated planning level technique which benchmarks an order of magnitude for ridership demand for transit facility patronage.

The success of choice-rider transit is directly related to several factors. These include its ability to be competitive with automobile travel in travel time, and cost of travel. Once transit is competitive in these areas, amenities can impact ridership. Convenience, safety, etc. can all affect the experience.

Several model scenarios were run to explore the relationship between travel time and cost. Alternatives were:

1. A higher cost of trip making at the Palmetto Bay facility
2. No cost of trip making at any area facility
3. Costs, but equal at all area facilities

The results bear out the cost/ridership connection, with ridership being variable depending on costs.

Because transportation facilities are major public investments having 30 to 50 years of useful life, a design year has been projected to show what utilization would be like in the future. This analysis used a conservative relative near design year of 2017.

The analysis shows that there is a design year potential of 420 two way daily riders utilizing this facility. Conservative design factors were applied which shows the potential need for over 200 parking spaces, just for transit. More would be needed to handle the parking for the local uses, not associated with transit. This number will likely be increase based on newly planned routes/connections. There are several routes traverse via bus-way and do not stop at this location. There is potential for increased patronage if additional connections are planned to this station. In addition, more detailed analysis need to be performed in lieu of the changes in future proposed land uses, which can allow this park and ride lot as a parking garage. This should especially be considered, while considering the proposed downtown district planning.

To summarize, this analysis shows that there are no fatal flaws when it comes to transit ridership and parking patronage at this stage in the development of a parking garage at this location. Issues not taken into account for this analysis which will tend to underestimate ridership would be the urban design, land use, and growth factors associated with a developing community like Palmetto Bay. The Village is making a conscious effort to create a destination in the Franjo Triangle. It is highly likely that as this destination develops it will attract employment to the immediate area, which will increase parking

patronage. Following the concept and policies in place in Miami Dade County along the US-1 Corridor, transit has been put into place as transportation capacity (Busway) as opposed to traditional roadway capacity (additional US-1 lanes). As intensity is attracted to the corridor, transit becomes more attractive as it is more competitive in both time and cost to the commuter. Additionally as routes are added, whether they are existing county routes stopping at this facility, or other service to other employment centers, or charrettes areas along the busway, ridership will also increase. As it will as employment population intensifies. It is anticipated ridership numbers may be significantly higher than those presented herein.

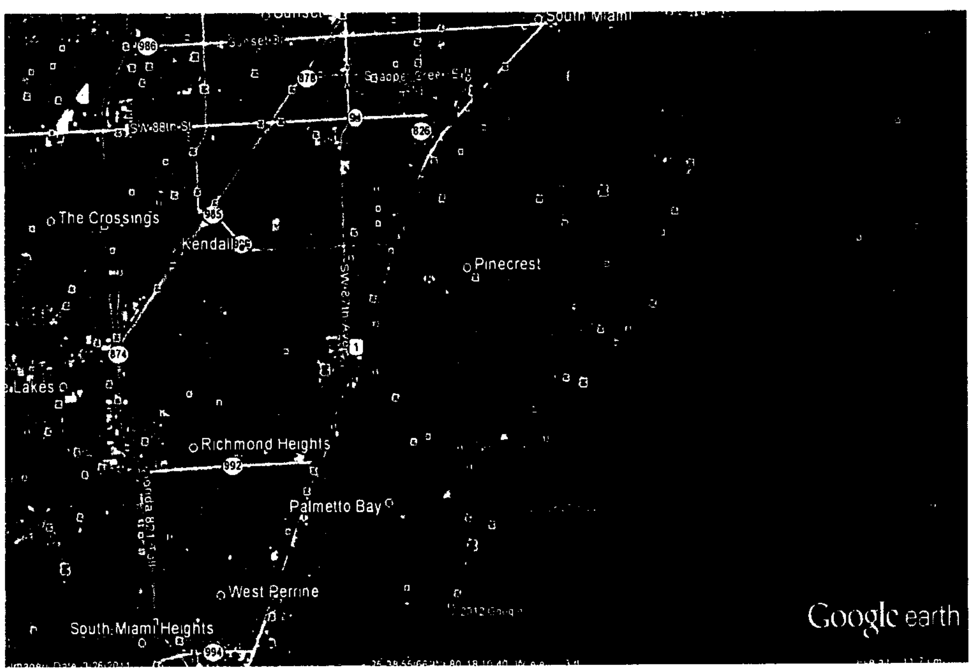
Garage and Route Location

Report

The Village of Palmetto Bay has tasked Corradino to estimate the patronage for the proposed Palmetto Bay Park and Ride (PNR) lot. The ***Southeast Florida Regional Transportation Model Version 6.52e*** (SERPM6.52e) was used for this effort. The SERPM model has a mode choice model component that can estimate ridership of bus routes.

The proposed transit route that originates from Palmetto Bay PNR station was coded in the SERPM model. The route begins at the intersection of Hibiscus Street and 87th Ave, in Palmetto Bay, at the Parking Garage (intermodal facility). The route travels on Hibiscus Street to the Bus-way, then North to Dade Land Station.

The proposed transit route was coded in the SERPM model. Headway of 15 minutes for peak and off peak was assumed. The fare of typical transit routes that applies to all other routes in the region was assumed, and no further modifications were performed on fare. The route was coded as mode 10, which refers to express bus/premium transit. This assumption was chosen to differentiate the route from rest of the local transit routes, which have multiple stops. Since the route is non-stop service, and has good frequency, and primarily targeted at commuter trips, this is a valid assumption. SERPM model uses rule-based fare structure developed as part of model calibration. PNR station was coded in the network node layer. Since PNR station spaces is an input to the model, an initial value should be assumed. To assume unlimited parking spaces, an initial value of 1000 was chosen.



Several tests were performed by running the model and observing the sensitivity to changes in fare. Initially, $1.00 parking cost was assumed for AM and midday periods. It was noted that the ridership of the transit route is highly sensitive to the parking costs in the lot. It was noted that the model has zero parking costs for all other PNR stations within 10 mile radius of the Palmetto Bay PNR. Incidentally, the ridership on the Palmetto Bay route has been significantly reduced, if a cost on the subject PNR station is assumed. To estimate maximum demand, a free option for all stations was also tested. After further discussions, another test was conducted by assuming a $1.00 fee on all other stations, in addition to the subject PNR station.

- **Test 1:** A parking cost of $1 for AM period and an additional $1 for the Midday period was assumed for the proposed PNR lot.
- **Test 2:** Zero Parking Cost was assumed for the PNR lot
- **Test 3:** A parking cost of $1 was assumed for the proposed PNR station, in addition to all the PNR stations in the area.

The following changes were performed to the model in this process:

1. Centroid 3827 was moved slightly towards the activity center. A new centroid connector was added 3827-23781
2. A new centroid connector was added to form link 3828-23781

The model was run using the selection code "MD", which makes the model, run using TAZs in Miami-Dade, and larger districts in Broward and Palm Beach. This was selected to save the run time. The "Highway only" box was unchecked to run the mode choice model. It should also be noted that the Miami-Dade Transit ***Route 52*** (from Old Cutler Rd to Dade land North Metro Station) connects to this PNR station area. The route attracts about 10-15 trips. These trips are also included in this analysis.

Table1: ***Alternative 1 Ridership- $1 Parking Cost at the Palmetto Bay Park And Ride Lot***

		2005 Daily Route Ridership		
Direction	**Description of the Route**	**Walk Access**	**Drive Access**	**Total Ridership**
Outbound	From Palmetto Bay PNR to Dade Land South	19	135	154
Inbound	From Dade Land South to Palmetto Bay PNR	6	20	26

Table2: ***Alternative 2 Ridership- Zero Parking Cost at the Palmetto Bay Park And Ride Lot***

		2005 Daily Route Ridership		
Direction	**Description of the Route**	**Walk Access**	**Drive Access**	**Total Ridership**
Outbound	From Palmetto Bay PNR to Dade Land South	19	360	379
Inbound	From Dade Land South to Palmetto Bay PNR	6	20	26

Table 3: ***Alternative 3 Ridership- $1 Parking Cost for All Nearby Park and Ride Stations***

Direction	**Description of the Route**	**2005 Daily Route Ridership**

		Walk Access	Drive Access	Total Ridership
Outbound	From Palmetto Bay PNR to Dade Land South	19	223	242
Inbound	From Dade Land South to Palmetto Bay PNR	6	19	25

Table 4: ***Estimation Steps of Park Ride Patronage***

Estimation Steps	Task Description	2005- Base Year			2017 Design Year		
		Alt1	*Alt2*	*Alt3*	*Alt1*	*Alt2*	*Alt3*
1	Drive Access Persons	135	360	223	158	420	260
2	Subtract KNR trips	122	324	201	142	378	234
3	Outbound Trips	61	162	100	71	189	117
4	Conversion to Vehicles Trips	55	147	91	64	172	106
5	Apply Design Factor	**66**	**177**	**109**	**77**	**206**	**128**

Results Discussion and Patronage Estimation

The model results are presented in Tables 1-3. The results show that, as expected, zero cost alternative shows highest demand. The total ridership on the transit routes is 379 for zero-cost alternative, 242 for $1 parking cost on all PNR stations in the area, and 154 in $1 parking cost on the new PNR station.

The model run was performed on the 2005 base year model. The 2017 design year data was estimated by applying a compound growth factor, using Miami-Dade population and employment data, a growth factor of 1.167 was used between 2005 and 2017.

The patronage estimate considered the following steps:

1. **Identify the total drive access trips.** This was done by subtracting the total trips by walk access trips.
2. **Estimating Kiss and Ride trips and subtracting them.** Kiss and Ride is a common activity in accessing the transit routes. Model does not output this data. Roughly 10% of the trips were assumed to be KNR, based on recent SERPM6.7 calibration data.
3. **Estimating outbound trips.** Since the model outputs all roundtrip data, a 50% factor was assumed to estimate outbound trips.
4. **Conversion to Vehicle Trips.** Since the transit model outputs person trips only, a vehicle occupancy factor of 1.1 was used to convert ***person trips*** to ***vehicle trips***
5. **Apply Design Factor and Estimate Final Patronage.** To account for model estimation errors and the uncertainties in future year data, a factor of 20% was applied to estimate future patronage estimation.

The analysis shows that the maximum demand for serving the current transit routes is 206 spaces. However, this can increase based on newly planned routes/connections. There are several routes traverse via bus-way and do not stop at this location. There is potential for increased patronage if additional connections are planned to this PNR station. In addition, more detailed analysis need to be performed in lieu of the changes in future proposed land uses, which can allow this park and ride lot as a parking garage. This should especially be considered, while considering the proposed downtown district planning.

ADVANCE REALTY

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Demographic and Income Profile - Appraisal Version

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157,
Ring: 1 mile radius

Prepared by Bill Planes

Summary	2000	2010	2015
Population	13,586	14,294	14,533
Households	4,228	4,461	4,530
Families	3,415	3,560	3,588
Average Household Size	3.16	3.15	3.16
Owner Occupied Housing Units	3,065	3,071	3,129
Renter Occupied Housing Units	1,163	1,390	1,402
Median Age	33.1	34.8	34.9
Trends: 2010 - 2015 Annual Rate	**Area**	**State**	**National**
Population	0.33%	0.84%	0.76%
Households	0.31%	0.83%	0.78%
Families	0.16%	0.64%	0.64%
Owner HHs	0.38%	0.89%	0.82%
Median Household Income	1.82%	2.34%	2.36%

	2000		2010		2015	
Households by Income	Number	Percent	Number	Percent	Number	Percent
<$15,000	752	18.0%	703	15.8%	616	13.6%
$15,000 - $24,999	476	11.4%	376	8.4%	315	7.0%
$25,000 - $34,999	322	7.7%	272	6.1%	209	4.6%
$35,000 - $49,999	515	12.3%	444	10.0%	373	8.2%
$50,000 - $74,999	819	19.6%	752	16.9%	917	20.3%
$75,000 - $99,999	510	12.2%	756	17.0%	718	15.9%
$100,000 - $149,999	500	12.0%	800	17.9%	964	21.3%
$150,000 - $199,999	169	4.0%	178	4.0%	215	4.7%
$200,000+	118	2.8%	179	4.0%	201	4.4%
Median Household Income	$50,530		$62,503		$68,386	
Average Household Income	$62,114		$74,521		$80,748	
Per Capita Income	$19,263		$23,406		$25,342	

	2000		2010		2015	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,065	7.8%	1,146	8.0%	1,141	7.9%
5 - 9	1,223	9.0%	1,163	8.1%	1,200	8.3%
10 - 14	1,279	9.4%	1,115	7.8%	1,183	8.1%
15 - 19	1,118	8.2%	1,092	7.6%	991	6.8%
20 - 24	758	5.6%	918	6.4%	902	6.2%
25 - 34	1,679	12.4%	1,745	12.2%	1,864	12.8%
35 - 44	2,343	17.2%	1,833	12.8%	1,823	12.5%
45 - 54	1,782	13.1%	2,201	15.4%	1,914	13.2%
55 - 64	1,085	8.0%	1,542	10.8%	1,757	12.1%
65 - 74	682	5.0%	841	5.9%	1,020	7.0%
75 - 84	401	3.0%	479	3.4%	507	3.5%
85+	170	1.3%	220	1.5%	232	1.6%

Data Note: Income is expressed in current dollars

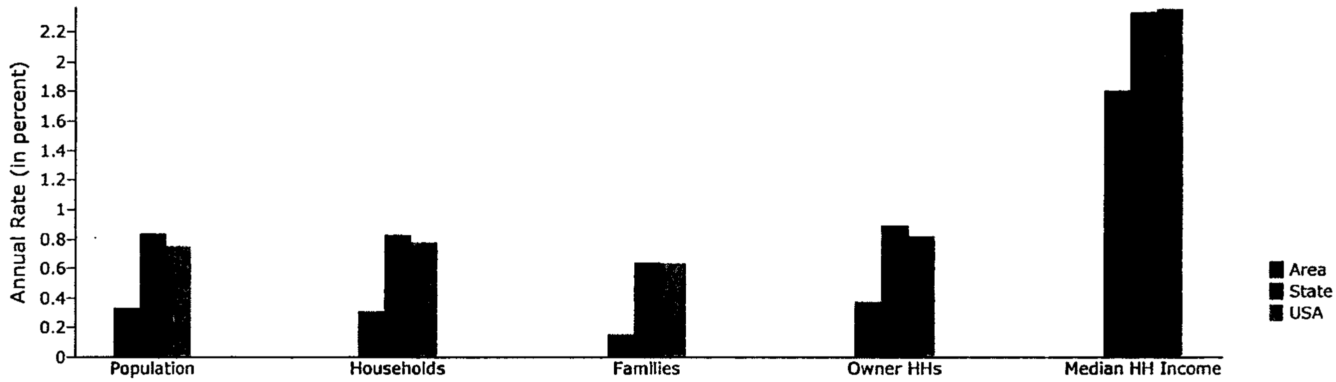
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Demographic and Income Profile - Appraisal Version

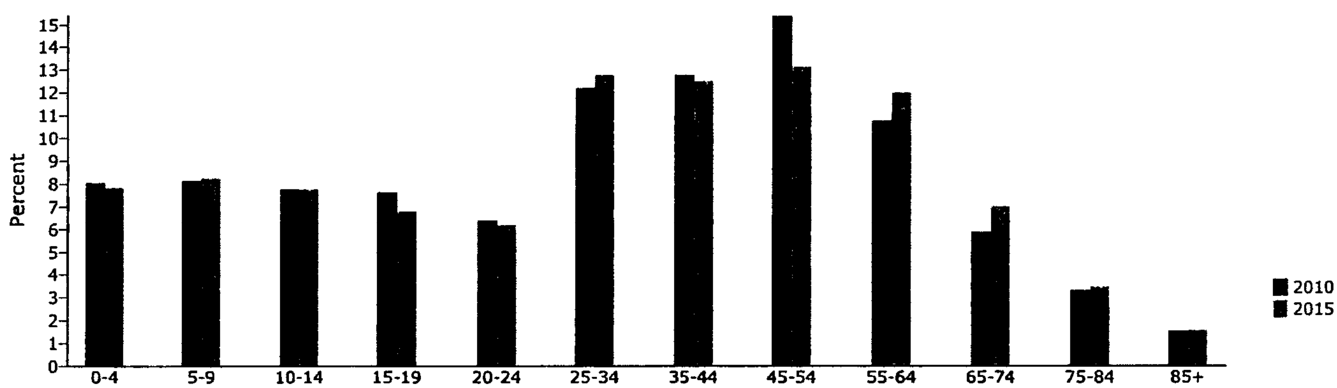
Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157,
Ring: 1 mile radius

Prepared by Bill Planes

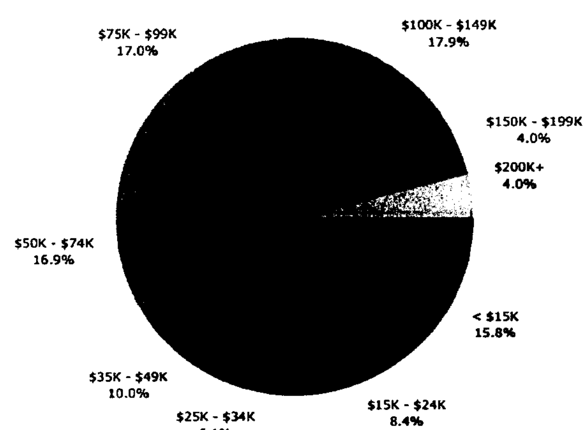
Trends 2010-2015



Population by Age



2010 Household Income



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Demographic and Income Profile - Appraisal Version

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157,
Ring: 3 miles radius

Prepared by Bill Planes

Summary	**2000**	**2010**	**2015**
Population	116,601	123,485	125,763
Households	37,446	39,714	40,380
Families	29,401	30,599	30,829
Average Household Size	3.06	3.06	3.06
Owner Occupied Housing Units	26,206	26,626	26,990
Renter Occupied Housing Units	11,240	13,088	13,389
Median Age	34.0	34.9	34.9
Trends: 2010 - 2015 Annual Rate	**Area**	**State**	**National**
Population	0.37%	0.84%	0.76%
Households	0.33%	0.83%	0.78%
Families	0.15%	0.64%	0.64%
Owner HHs	0.27%	0.89%	0.82%
Median Household Income	1.62%	2.34%	2.36%

	2000		**2010**		**2015**	
Households by Income	Number	Percent	Number	Percent	Number	Percent
<$15,000	6,017	16.1%	5,348	13.5%	4,587	11.4%
$15,000 - $24,999	4,575	12.2%	3,555	9.0%	2,925	7.2%
$25,000 - $34,999	4,083	10.9%	3,834	9.7%	3,068	7.6%
$35,000 - $49,999	5,669	15.2%	4,846	12.2%	4,204	10.4%
$50,000 - $74,999	6,828	18.3%	7,775	19.6%	9,713	24.1%
$75,000 - $99,999	4,089	10.9%	5,806	14.6%	5,597	13.9%
$100,000 - $149,999	3,686	9.9%	5,361	13.5%	6,641	16.4%
$150,000 - $199,999	1,236	3.3%	1,512	3.8%	1,798	4.5%
$200,000+	1,186	3.2%	1,674	4.2%	1,843	4.6%
Median Household Income	$45,717		$55,673		$60,334	
Average Household Income	$61,922		$72,906		$79,279	
Per Capita Income	$20,056		$23,657		$25,687	

	2000		**2010**		**2015**	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,703	7.5%	9,314	7.5%	9,364	7.4%
5 - 9	9,844	8.4%	9,268	7.5%	9,544	7.6%
10 - 14	10,189	8.7%	9,005	7.3%	9,376	7.5%
15 - 19	9,073	7.8%	9,105	7.4%	8,204	6.5%
20 - 24	6,722	5.8%	8,348	6.8%	8,192	6.5%
25 - 34	15,333	13.2%	16,783	13.6%	18,313	14.6%
35 - 44	19,729	16.9%	16,113	13.0%	16,002	12.7%
45 - 54	15,871	13.6%	18,449	14.9%	16,649	13.2%
55 - 64	9,646	8.3%	13,535	11.0%	14,695	11.7%
65 - 74	6,569	5.6%	7,398	6.0%	9,022	7.2%
75 - 84	3,579	3.1%	4,311	3.5%	4,433	3.5%
85+	1,342	1.2%	1,855	1.5%	1,970	1.6%

Data Note: Income is expressed in current dollars

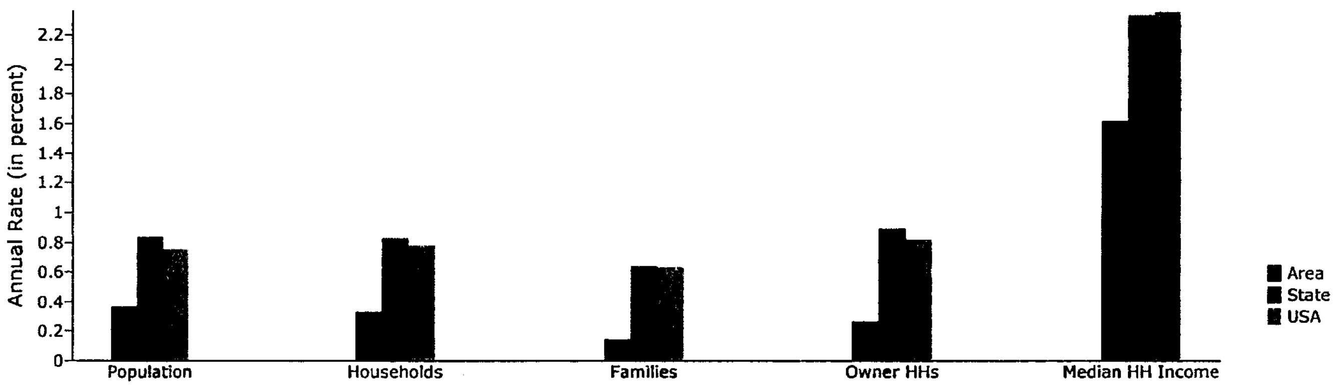
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Demographic and Income Profile - Appraisal Version

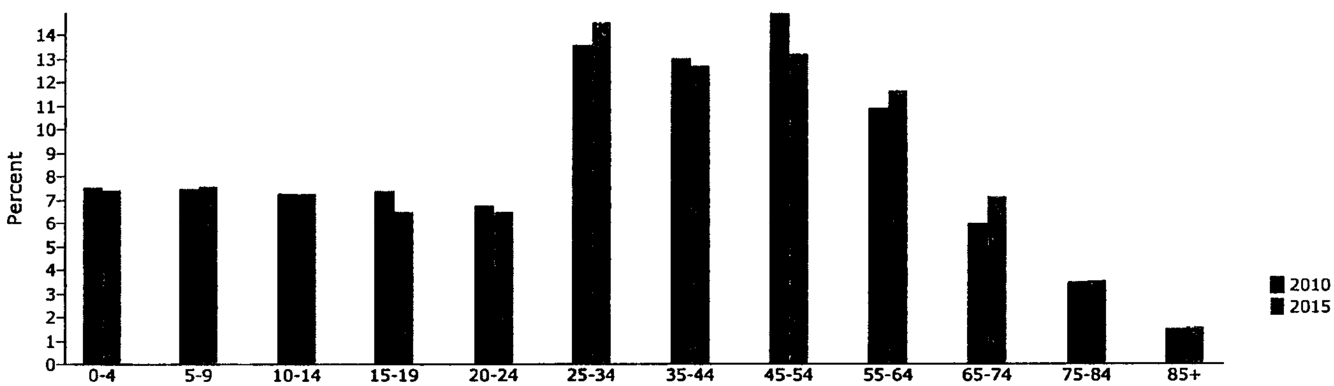
Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157,
Ring: 3 miles radius

Prepared by Bill Planes

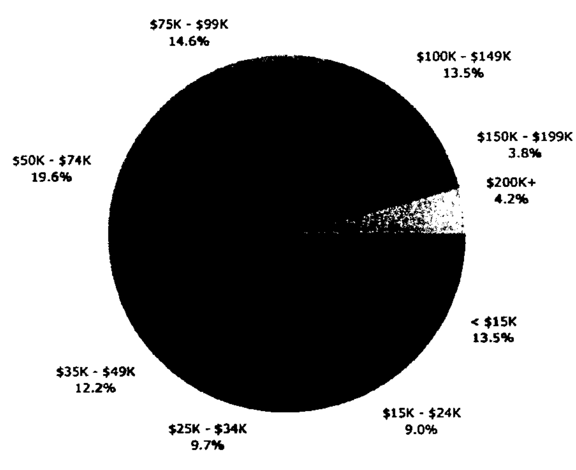
Trends 2010-2015



Population by Age



2010 Household Income



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Demographic and Income Profile - Appraisal Version

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157,
Ring: 5 miles radius

Prepared by Bill Planes

Summary	**2000**	**2010**	**2015**
Population	202,715	236,113	245,868
Households	64,751	74,097	76,843
Families	51,495	58,409	60,174
Average Household Size	3.09	3.15	3.16
Owner Occupied Housing Units	47,867	52,267	54,005
Renter Occupied Housing Units	16,883	21,831	22,838
Median Age	33.8	34.6	34.8
Trends: 2010 - 2015 Annual Rate	**Area**	**State**	**National**
Population	0.81%	0.84%	0.76%
Households	0.73%	0.83%	0.78%
Families	0.60%	0.64%	0.64%
Owner HHs	0.66%	0.89%	0.82%
Median Household Income	1.37%	2.34%	2.36%

	2000		**2010**		**2015**	
Households by Income	Number	Percent	Number	Percent	Number	Percent
<$15,000	8,823	13.6%	8,381	11.3%	7,244	9.4%
$15,000 - $24,999	6,823	10.5%	5,613	7.6%	4,621	6.0%
$25,000 - $34,999	6,585	10.2%	6,490	8.8%	5,296	6.9%
$35,000 - $49,999	10,146	15.7%	9,122	12.3%	7,908	10.3%
$50,000 - $74,999	12,479	19.3%	15,043	20.3%	18,909	24.6%
$75,000 - $99,999	7,292	11.3%	11,314	15.3%	11,002	14.3%
$100,000 - $149,999	7,133	11.0%	10,661	14.4%	13,243	17.2%
$150,000 - $199,999	2,534	3.9%	3,362	4.5%	4,069	5.3%
$200,000+	2,864	4.4%	4,107	5.5%	4,547	5.9%
Median Household Income	$49,939		$60,242		$64,491	
Average Household Income	$70,286		$81,018		$87,555	
Per Capita Income	$22,650		$25,603		$27,557	

	2000		**2010**		**2015**	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,317	7.6%	18,568	7.9%	19,173	7.8%
5 - 9	17,377	8.6%	18,329	7.8%	19,384	7.9%
10 - 14	17,736	8.7%	17,738	7.5%	18,826	7.7%
15 - 19	15,461	7.6%	17,450	7.4%	16,228	6.6%
20 - 24	11,407	5.6%	15,011	6.4%	15,274	6.2%
25 - 34	27,569	13.6%	32,154	13.6%	34,845	14.2%
35 - 44	35,160	17.3%	32,360	13.7%	32,758	13.3%
45 - 54	27,557	13.6%	35,593	15.1%	33,431	13.6%
55 - 64	16,503	8.1%	25,138	10.6%	28,127	11.4%
65 - 74	10,892	5.4%	13,342	5.7%	16,717	6.8%
75 - 84	5,734	2.8%	7,477	3.2%	7,888	3.2%
85+	2,001	1.0%	2,954	1.3%	3,215	1.3%

Data Note: Income is expressed in current dollars

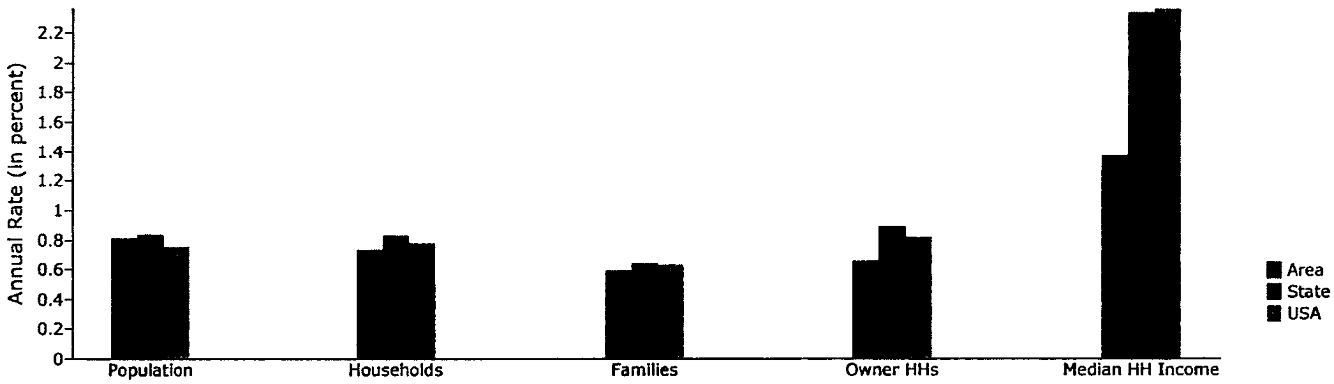
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Demographic and Income Profile - Appraisal Version

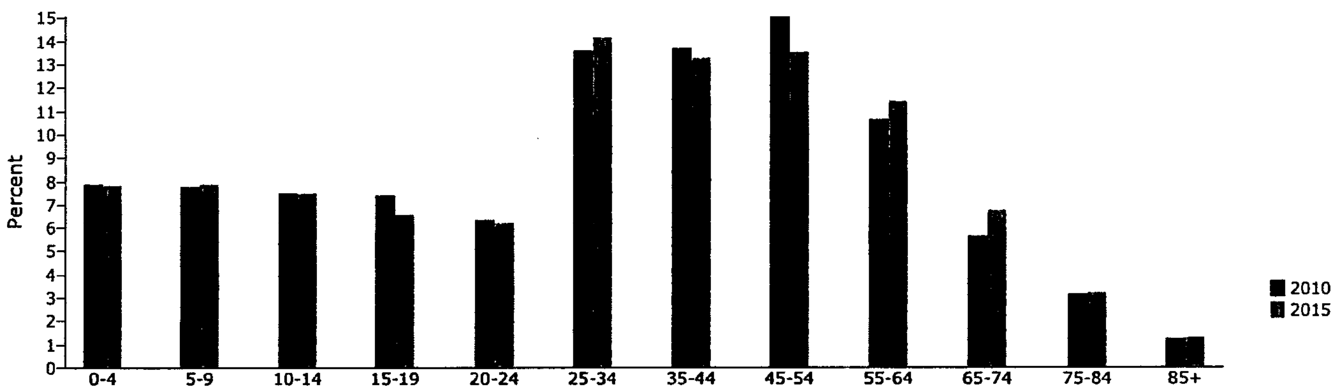
Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157,
Ring: 5 miles radius

Prepared by Bill Planes

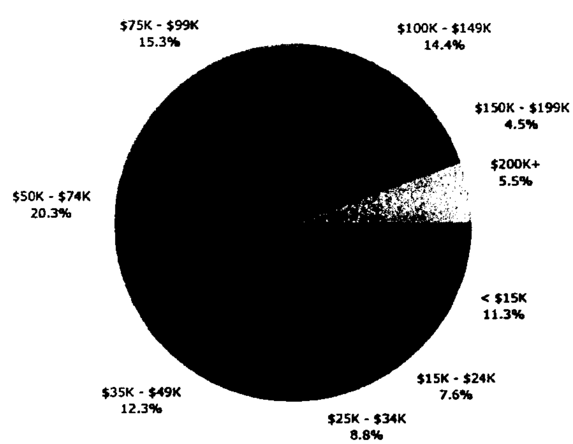
Trends 2010-2015



Population by Age



2010 Household Income



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

RE/MAX COMMERCIAL

2010 Retail MarketPlace Profile

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

Summary Demographics	
2010 Population	14,294
2010 Households	4,461
2010 Median Disposable Income	$51,218
2010 Per Capita Income	$23,406

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$120,937,019	$842,373,909	$-721,436,890	-74.9	212
Total Retail Trade (NAICS 44-45)	$102,736,000	$816,700,672	$-713,964,672	-77.7	169
Total Food & Drink (NAICS 722)	$18,201,019	$25,673,237	$-7,472,218	-17.0	43

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$24,434,536	$610,574,010	$-586,139,474	-92.3	46
Automobile Dealers (NAICS 4411)	$20,247,933	$595,923,041	$-575,675,108	-93.4	26
Other Motor Vehicle Dealers (NAICS 4412)	$2,180,183	$9,199,444	$-7,019,261	-61.7	8
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$2,006,420	$5,451,525	$-3,445,105	-46.2	12
Furniture & Home Furnishings Stores (NAICS 442)	$3,893,535	$8,448,645	$-4,555,110	-36.9	11
Furniture Stores (NAICS 4421)	$2,599,709	$6,511,010	$-3,911,301	-42.9	7
Home Furnishings Stores (NAICS 4422)	$1,293,826	$1,937,635	$-643,809	-19.9	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$3,892,565	$8,711,990	$-4,819,425	-38.2	10
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$4,436,890	$7,889,156	$-3,452,266	-28.0	14
Building Material and Supplies Dealers (NAICS 4441)	$4,140,540	$7,561,815	$-3,421,275	-29.2	11
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$296,350	$327,341	$-30,991	-5.0	3
Food & Beverage Stores (NAICS 445)	$18,225,663	$55,516,079	$-37,290,416	-50.6	18
Grocery Stores (NAICS 4451)	$16,770,494	$53,165,436	$-36,394,942	-52.0	11
Specialty Food Stores (NAICS 4452)	$778,806	$1,359,672	$-580,866	-27.2	5
Beer, Wine, and Liquor Stores (NAICS 4453)	$676,363	$990,971	$-314,608	-18.9	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$4,183,544	$7,987,938	$-3,804,394	-31.3	8
Gasoline Stations (NAICS 447/4471)	$16,523,082	$24,319,763	$-7,796,681	-19.1	7
Clothing and Clothing Accessories Stores (NAICS 448)	$5,870,451	$6,468,480	$-598,029	-4.8	19
Clothing Stores (NAICS 4481)	$4,571,959	$5,513,199	$-941,240	-9.3	14
Shoe Stores (NAICS 4482)	$683,277	$266,086	$417,191	43.9	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$615,215	$689,195	$-73,980	-5.7	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$1,277,410	$1,746,833	$-469,423	-15.5	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$485,886	$1,048,876	$-562,990	-36.7	8
Book, Periodical, and Music Stores (NAICS 4512)	$791,524	$697,957	$93,567	6.3	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

2010 Retail MarketPlace Profile

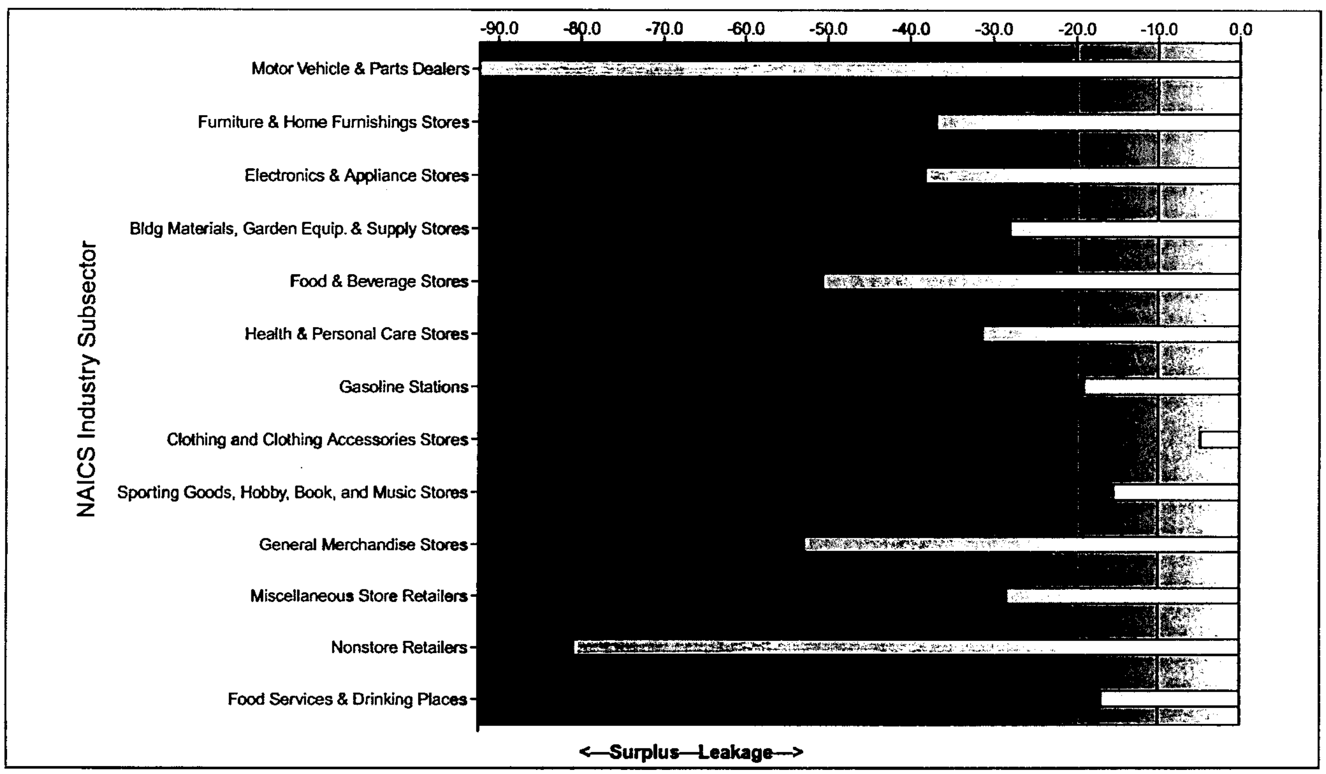
Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$14,406,606	$46,631,361	$-32,224,755	-52.8	7
Department Stores Excluding Leased Depts.(NAICS 4521)	$4,428,498	$1,504,095	$2,924,403	49.3	4
Other General Merchandise Stores (NAICS 4529)	$9,978,108	$45,127,266	$-35,149,158	-63.8	3
Miscellaneous Store Retailers (NAICS 453)	$1,899,151	$3,403,121	$-1,503,970	-28.4	16
Florists (NAICS 4531)	$232,196	$107,953	$124,243	36.5	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$810,876	$2,140,285	$-1,329,409	-45.0	4
Used Merchandise Stores (NAICS 4533)	$87,897	$139,978	$-52,081	-22.9	5
Other Miscellaneous Store Retailers (NAICS 4539)	$768,182	$1,014,905	$-246,723	-13.8	5
Nonstore Retailers (NAICS 454)	$3,692,567	$35,003,296	$-31,310,729	-80.9	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$1,903,594	$34,164,168	$-32,260,574	-89.4	2
Vending Machine Operators (NAICS 4542)	$232,096	$0	$232,096	100.0	0
Direct Selling Establishments (NAICS 4543)	$1,556,877	$839,128	$717,749	30.0	1
Food Services & Drinking Places (NAICS 722)	$18,201,019	$25,673,237	$-7,472,218	-17.0	43
Full-Service Restaurants (NAICS 7221)	$9,680,829	$12,054,649	$-2,373,820	-10.9	26
Limited-Service Eating Places (NAICS 7222)	$5,770,441	$11,220,440	$-5,449,999	-32.1	12
Special Food Services (NAICS 7223)	$2,236,325	$2,069,394	$166,931	3.9	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	$513,424	$328,754	$184,670	21.9	1

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

2010 Retail MarketPlace Profile

Prepared by Bill Planes

Village of Palmetto Bay
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Latitude: 25.603301
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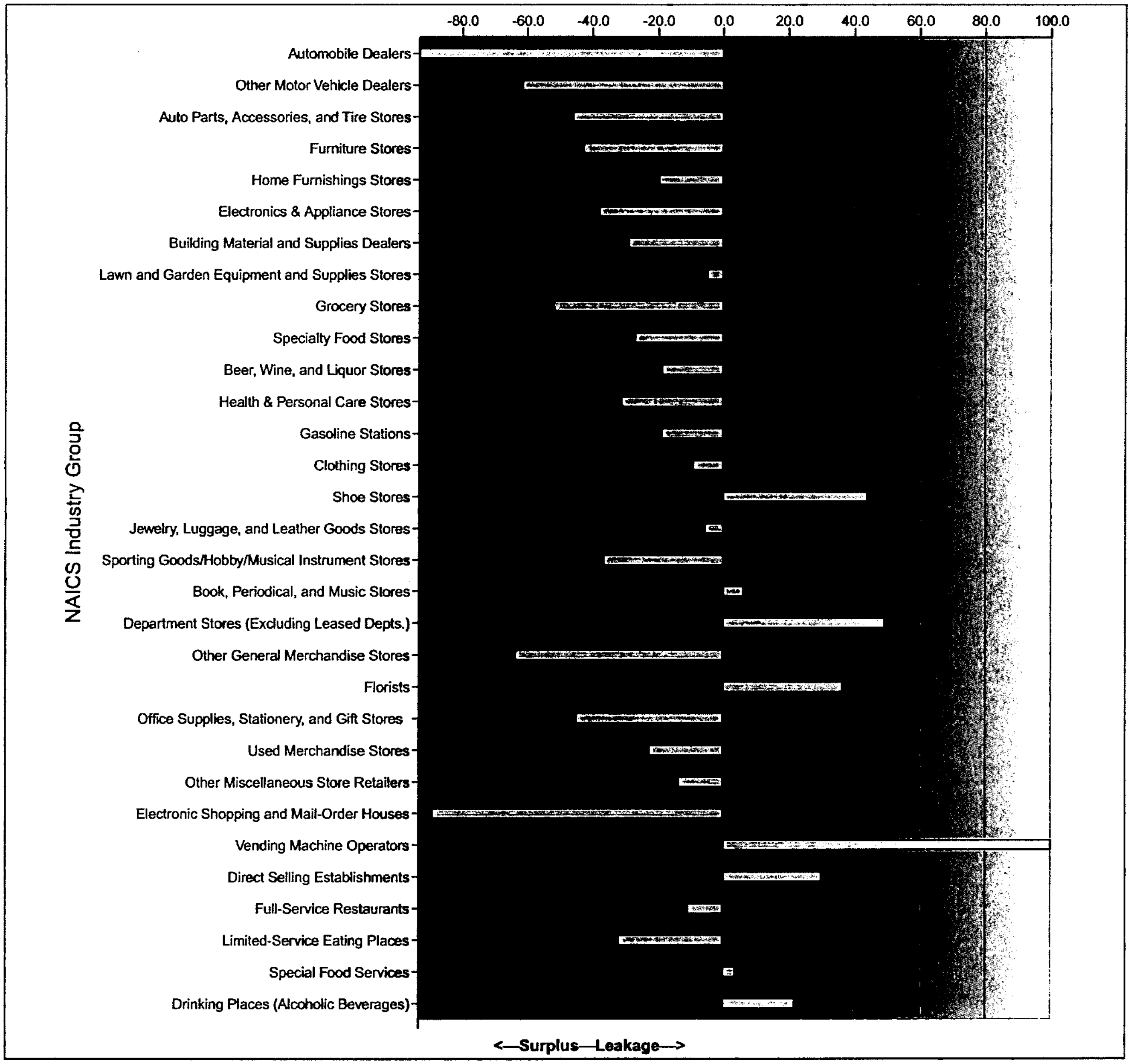
Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup

RE/MAX COMMERCIAL

2010 Retail MarketPlace Profile

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Summary Demographics	
2010 Population	123,485
2010 Households	39,714
2010 Median Disposable Income	$45,421
2010 Per Capita Income	$23,657

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$1,056,057,022	$1,912,690,163	$-856,633,141	-28.9	869
Total Retail Trade (NAICS 44-45)	$897,119,749	$1,765,332,600	$-868,212,851	-32.6	670
Total Food & Drink (NAICS 722)	$158,937,273	$147,357,563	$11,579,710	3.8	199

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$214,657,507	$902,766,488	$-688,108,981	-61.6	98
Automobile Dealers (NAICS 4411)	$178,081,381	$851,776,512	$-673,695,131	-65.4	37
Other Motor Vehicle Dealers (NAICS 4412)	$19,060,426	$32,303,259	$-13,242,833	-25.8	21
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$17,515,700	$18,686,717	$-1,171,017	-3.2	40
Furniture & Home Furnishings Stores (NAICS 442)	$33,894,085	$42,485,128	$-8,591,043	-11.2	45
Furniture Stores (NAICS 4421)	$22,721,791	$34,587,091	$-11,865,300	-20.7	31
Home Furnishings Stores (NAICS 4422)	$11,172,294	$7,898,037	$3,274,257	17.2	14
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$34,093,471	$42,152,728	$-8,059,257	-10.6	40
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$38,317,055	$28,608,624	$9,708,431	14.5	49
Building Material and Supplies Dealers (NAICS 4441)	$35,783,990	$27,662,265	$8,121,725	12.8	39
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$2,533,065	$946,359	$1,586,706	45.6	10
Food & Beverage Stores (NAICS 445)	$159,660,932	$226,151,014	$-66,490,082	-17.2	68
Grocery Stores (NAICS 4451)	$146,901,905	$217,101,401	$-70,199,496	-19.3	42
Specialty Food Stores (NAICS 4452)	$6,835,359	$3,714,412	$3,120,947	29.6	18
Beer, Wine, and Liquor Stores (NAICS 4453)	$5,923,668	$5,335,201	$588,467	5.2	8
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$36,193,584	$41,946,027	$-5,752,443	-7.4	48
Gasoline Stations (NAICS 447/4471)	$144,025,568	$170,450,251	$-26,424,683	-8.4	31
Clothing and Clothing Accessories Stores (NAICS 448)	$51,407,393	$75,234,016	$-23,826,623	-18.8	122
Clothing Stores (NAICS 4481)	$39,984,514	$56,879,742	$-16,895,228	-17.4	72
Shoe Stores (NAICS 4482)	$6,052,802	$8,856,682	$-2,803,880	-18.8	23
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$5,370,077	$9,497,592	$-4,127,515	-27.8	27
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$11,165,949	$9,870,914	$1,295,035	6.2	41
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$4,229,609	$5,824,887	$-1,595,278	-15.9	28
Book, Periodical, and Music Stores (NAICS 4512)	$6,936,340	$4,046,027	$2,890,313	26.3	13

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

2010 Retail MarketPlace Profile

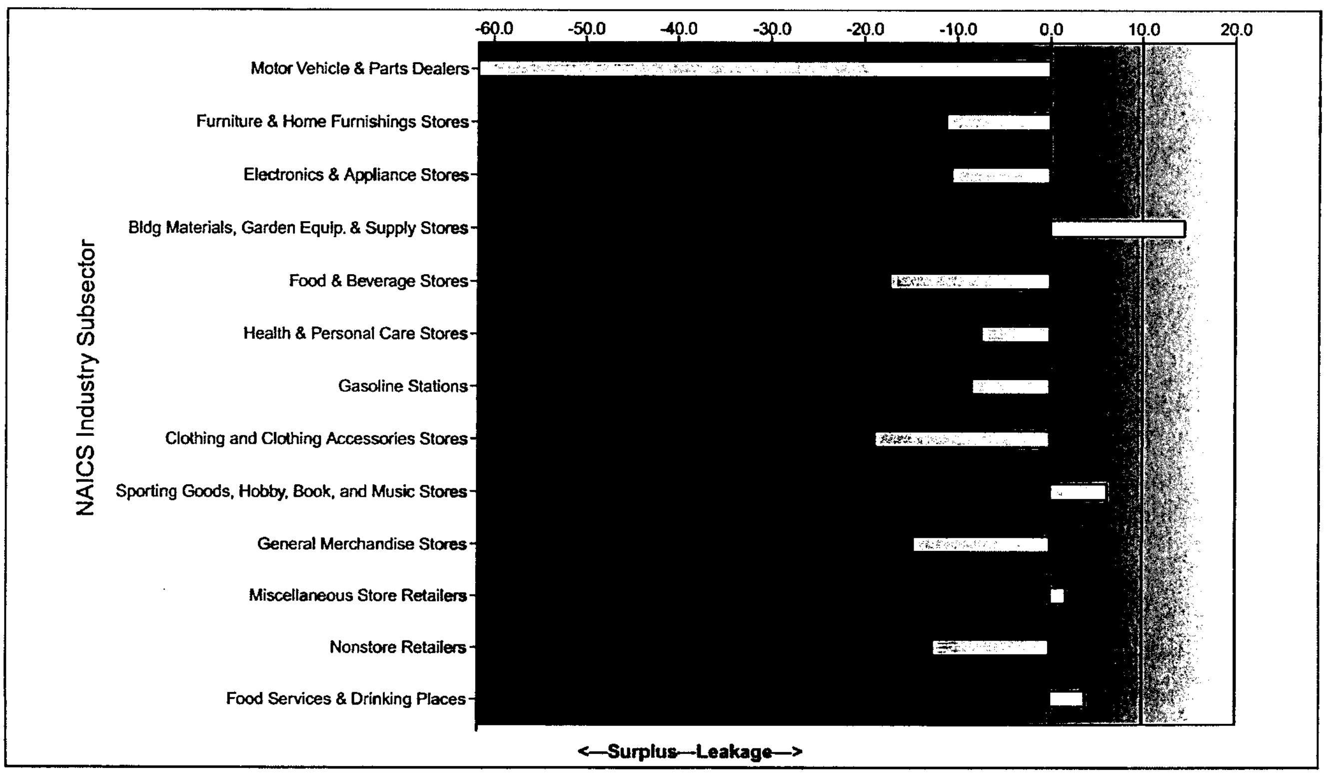
Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$125,779,851	$169,220,172	$-43,440,321	-14.7	45
Department Stores Excluding Leased Depts.(NAICS 4521)	$38,661,861	$61,631,713	$-22,969,852	-22.9	21
Other General Merchandise Stores (NAICS 4529)	$87,117,990	$107,588,459	$-20,470,469	-10.5	24
Miscellaneous Store Retailers (NAICS 453)	$16,471,828	$15,925,373	$546,455	1.7	74
Florists (NAICS 4531)	$1,982,707	$736,260	$1,246,447	45.8	9
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$7,065,961	$9,468,617	$-2,402,656	-14.5	20
Used Merchandise Stores (NAICS 4533)	$769,588	$404,780	$364,808	31.1	12
Other Miscellaneous Store Retailers (NAICS 4539)	$6,653,572	$5,315,716	$1,337,856	11.2	33
Nonstore Retailers (NAICS 454)	$31,452,526	$40,521,865	$-9,069,339	-12.6	9
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$16,580,959	$35,290,431	$-18,709,472	-36.1	2
Vending Machine Operators (NAICS 4542)	$2,033,808	$1,294,246	$739,562	22.2	1
Direct Selling Establishments (NAICS 4543)	$12,837,759	$3,937,188	$8,900,571	53.1	6
Food Services & Drinking Places (NAICS 722)	$158,937,273	$147,357,563	$11,579,710	3.8	199
Full-Service Restaurants (NAICS 7221)	$84,472,137	$63,750,161	$20,721,976	14.0	111
Limited-Service Eating Places (NAICS 7222)	$50,457,317	$75,415,032	$-24,957,715	-19.8	70
Special Food Services (NAICS 7223)	$19,558,836	$6,123,106	$13,435,730	52.3	12
Drinking Places - Alcoholic Beverages (NAICS 7224)	$4,448,983	$2,069,264	$2,379,719	36.5	6

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

RE/MAX COMMERCIAL

2010 Retail MarketPlace Profile

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

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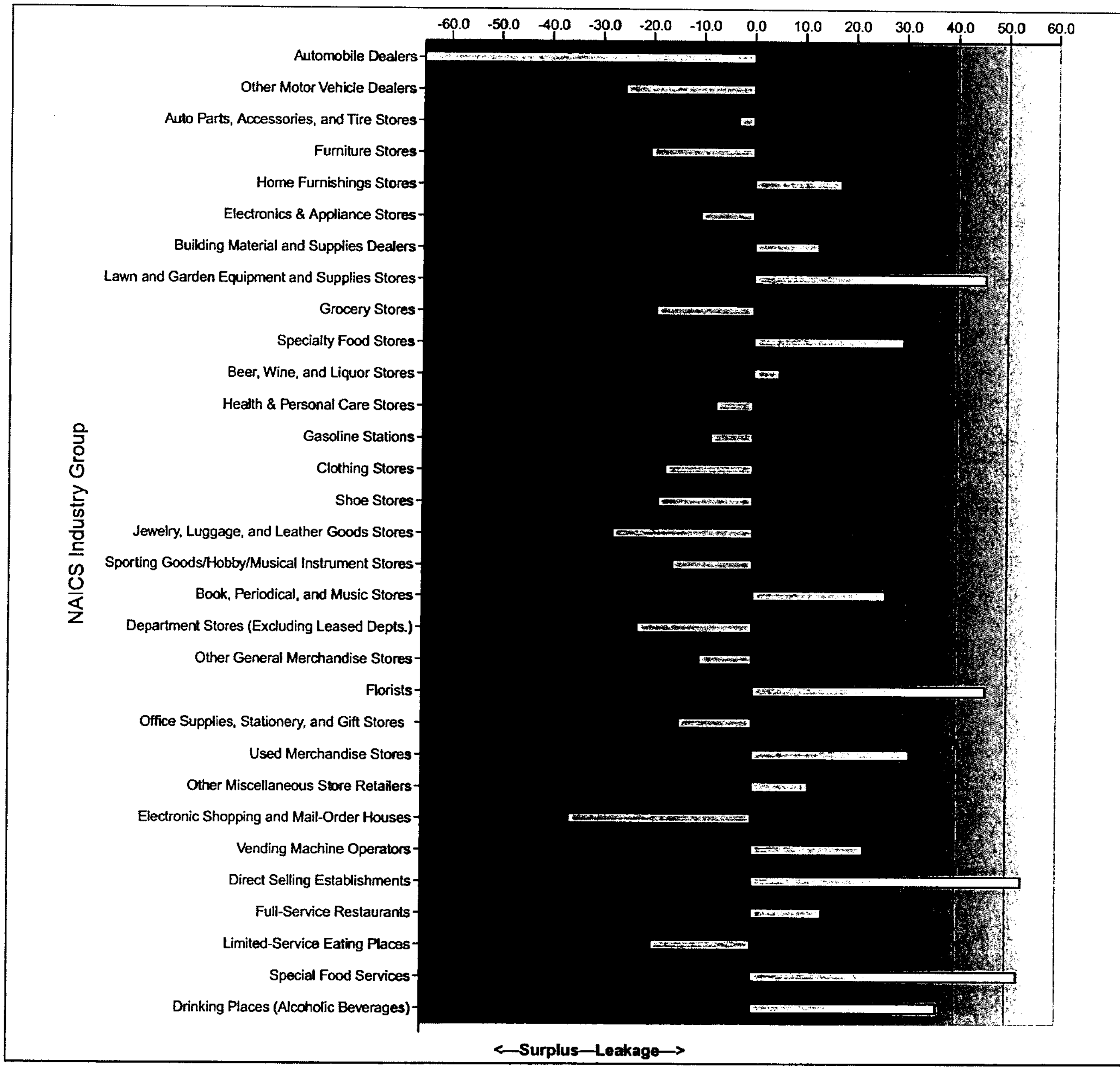
Leakage/Surplus Factor by Industry Group



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2010 Retail MarketPlace Profile

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
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Summary Demographics	
2010 Population	236,113
2010 Households	74,097
2010 Median Disposable Income	$50,155
2010 Per Capita Income	$25,603

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$2,182,448,351	$2,993,815,981	$-811,367,630	-15.7	1,627
Total Retail Trade (NAICS 44-45)	$1,854,512,562	$2,731,369,700	$-876,857,138	-19.1	1,288
Total Food & Drink (NAICS 722)	$327,935,789	$262,446,281	$65,489,508	11.1	339

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$447,078,118	$1,196,918,169	$-749,840,051	-45.6	189
Automobile Dealers (NAICS 4411)	$370,460,557	$1,077,870,889	$-707,410,332	-48.8	57
Other Motor Vehicle Dealers (NAICS 4412)	$40,475,723	$77,617,296	$-37,141,573	-31.5	59
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$36,141,838	$41,429,984	$-5,288,146	-6.8	73
Furniture & Home Furnishings Stores (NAICS 442)	$71,054,768	$75,639,298	$-4,584,530	-3.1	81
Furniture Stores (NAICS 4421)	$47,650,641	$56,019,619	$-8,368,978	-8.1	43
Home Furnishings Stores (NAICS 4422)	$23,404,127	$19,619,679	$3,784,448	8.8	38
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$70,868,615	$93,567,146	$-22,698,531	-13.8	97
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$80,838,210	$75,741,147	$5,097,063	3.3	114
Building Material and Supplies Dealers (NAICS 4441)	$75,507,064	$71,633,577	$3,873,487	2.6	89
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$5,331,146	$4,107,570	$1,223,576	13.0	25
Food & Beverage Stores (NAICS 445)	$326,609,221	$412,238,470	$-85,629,249	-11.6	111
Grocery Stores (NAICS 4451)	$300,405,854	$390,328,678	$-89,922,824	-13.0	63
Specialty Food Stores (NAICS 4452)	$13,958,897	$12,225,183	$1,733,714	6.6	33
Beer, Wine, and Liquor Stores (NAICS 4453)	$12,244,470	$9,684,609	$2,559,861	11.7	15
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$74,435,492	$76,397,854	$-1,962,362	-1.3	93
Gasoline Stations (NAICS 447/4471)	$296,452,361	$296,168,616	$283,745	0.0	56
Clothing and Clothing Accessories Stores (NAICS 448)	$106,381,932	$146,996,751	$-40,614,819	-16.0	210
Clothing Stores (NAICS 4481)	$82,694,342	$118,409,390	$-35,715,048	-17.8	131
Shoe Stores (NAICS 4482)	$12,433,463	$14,051,026	$-1,617,563	-6.1	38
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$11,254,127	$14,536,335	$-3,282,208	-12.7	41
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$23,182,840	$17,465,597	$5,717,243	14.1	77
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$8,810,113	$10,829,233	$-2,019,120	-10.3	59
Book, Periodical, and Music Stores (NAICS 4512)	$14,372,727	$6,636,364	$7,736,363	36.8	18

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

2010 Retail MarketPlace Profile

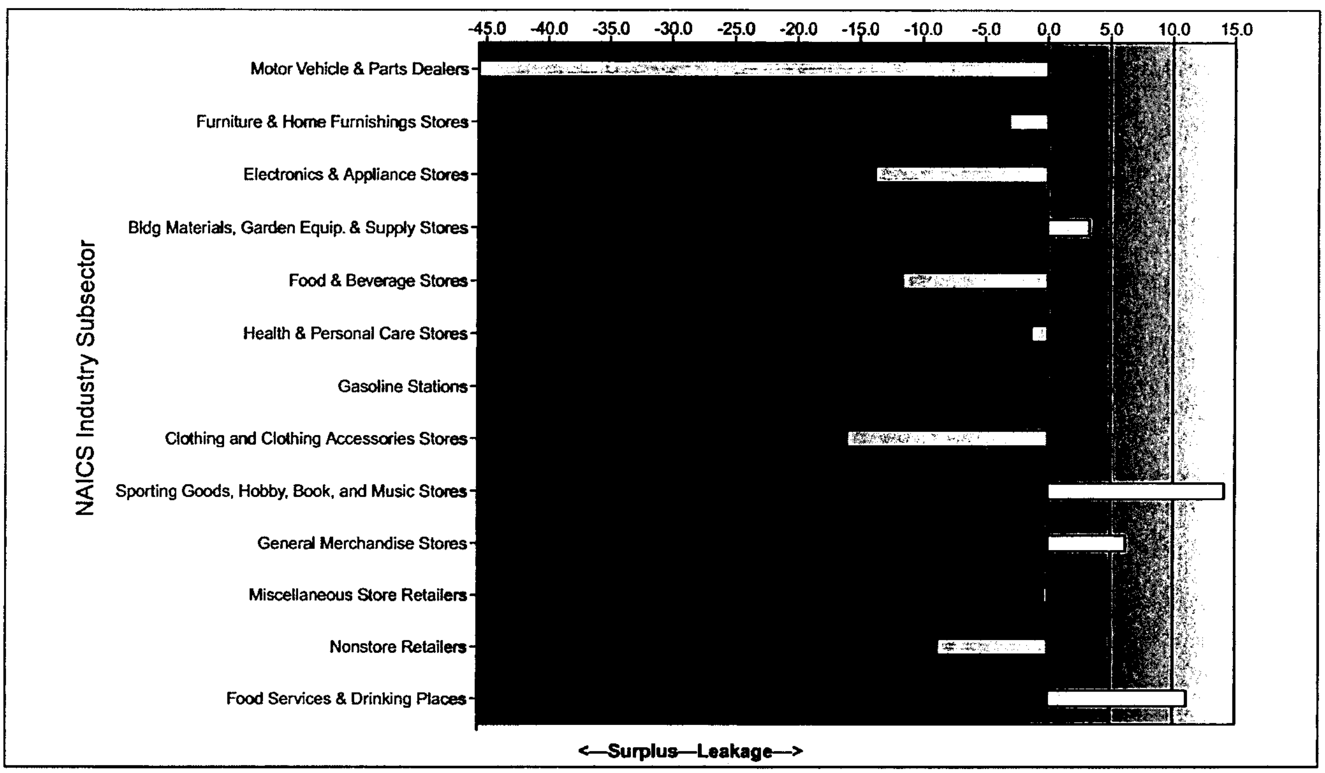
Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$258,845,986	$228,825,287	$30,020,699	6.2	65
Department Stores Excluding Leased Depts.(NAICS 4521)	$80,009,634	$83,709,055	$-3,699,421	-2.3	32
Other General Merchandise Stores (NAICS 4529)	$178,836,352	$145,116,232	$33,720,120	10.4	33
Miscellaneous Store Retailers (NAICS 453)	$34,148,793	$34,335,473	$-186,680	-0.3	165
Florists (NAICS 4531)	$4,177,034	$1,771,947	$2,405,087	40.4	16
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$14,604,592	$19,881,792	$-5,277,200	-15.3	49
Used Merchandise Stores (NAICS 4533)	$1,606,947	$768,574	$838,373	35.3	21
Other Miscellaneous Store Retailers (NAICS 4539)	$13,760,220	$11,913,160	$1,847,060	7.2	79
Nonstore Retailers (NAICS 454)	$64,616,226	$77,075,892	$-12,459,666	-8.8	30
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$34,249,784	$58,817,420	$-24,567,636	-26.4	4
Vending Machine Operators (NAICS 4542)	$4,160,664	$1,620,122	$2,540,542	43.9	2
Direct Selling Establishments (NAICS 4543)	$26,205,778	$16,638,350	$9,567,428	22.3	24
Food Services & Drinking Places (NAICS 722)	$327,935,789	$262,446,281	$65,489,508	11.1	339
Full-Service Restaurants (NAICS 7221)	$174,399,010	$110,737,604	$63,661,406	22.3	193
Limited-Service Eating Places (NAICS 7222)	$104,081,783	$121,990,772	$-17,908,989	-7.9	108
Special Food Services (NAICS 7223)	$40,322,888	$25,807,708	$14,515,180	21.9	28
Drinking Places - Alcoholic Beverages (NAICS 7224)	$9,132,108	$3,910,197	$5,221,911	40.0	10

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
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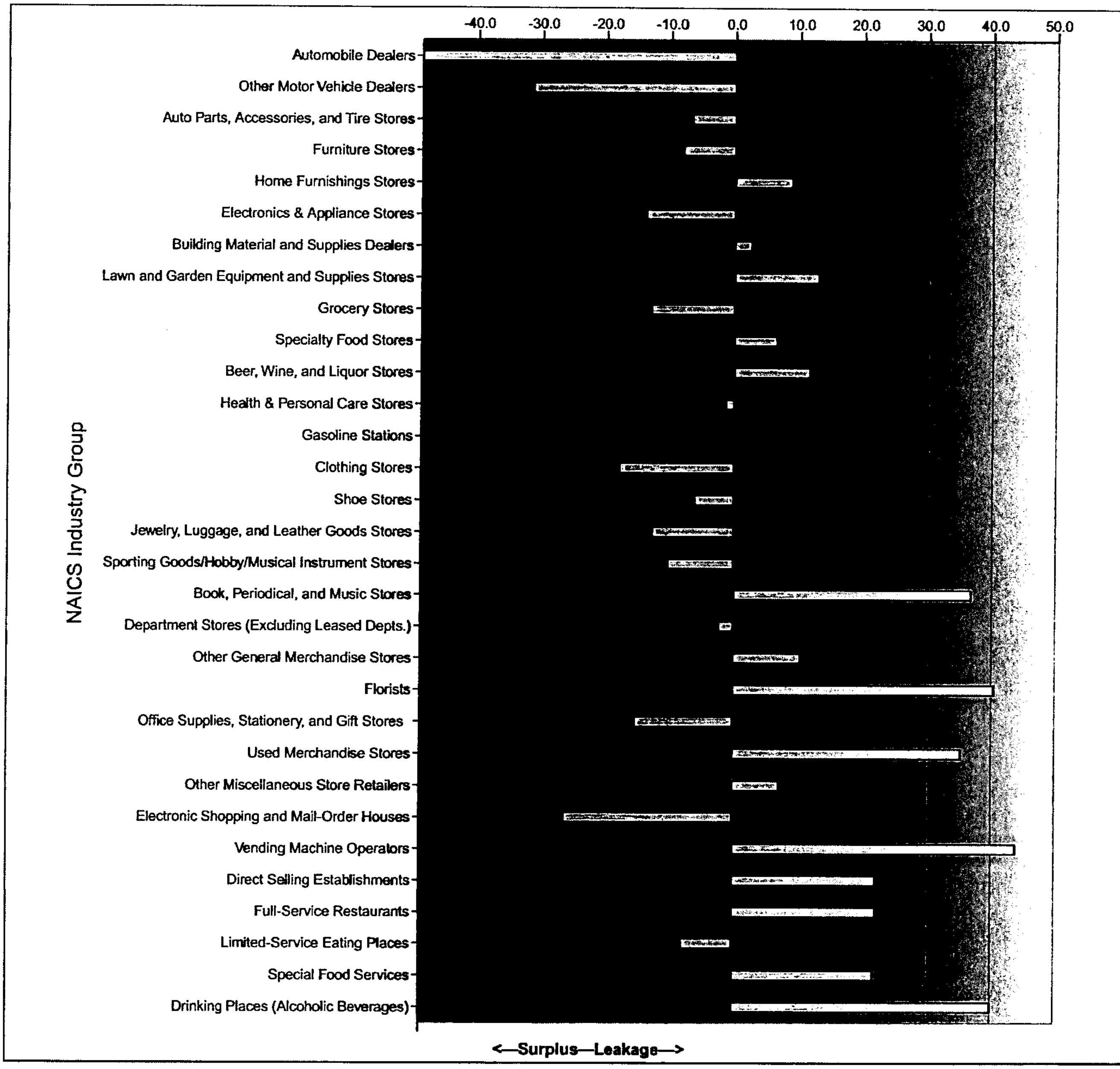
Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup

Retail Market Potential
Prepared by Bill Planes

RE/MAX COMMERCIAL

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	2010	2015
Population	14,294	14,533
Total Number of Adults	10,183	10,380
Households	4,461	4,530
Median Household Income	$62,503	$68,386

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,069	49.8%	99
Bought any women's apparel in last 12 months	4,643	45.6%	100
Bought apparel for child <13 in last 6 months	3,086	30.3%	107
Bought any shoes in last 12 months	5,312	52.2%	100
Bought costume jewelry in last 12 months	2,369	23.3%	112
Bought any fine jewelry in last 12 months	2,428	23.8%	104
Bought a watch in last 12 months	2,211	21.7%	105
Automobiles (Households)			
HH owns/leases any vehicle	3,867	86.7%	99
HH bought new vehicle in last 12 months	416	9.3%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,745	85.9%	99
Bought/changed motor oil in last 12 months	4,805	47.2%	91
Had tune-up in last 12 months	3,291	32.3%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,814	66.9%	106
Drank regular cola in last 6 months	5,419	53.2%	102
Drank beer/ale in last 6 months	4,478	44.0%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,485	14.6%	98
Bought film in last 12 months	2,358	23.2%	98
Bought digital camera in last 12 months	742	7.3%	103
Bought memory card for camera in last 12 months	853	8.4%	110
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	2,840	27.9%	95
Avg monthly cell/mobile phone/PDA bill: $1-$49	2,685	26.4%	102
Avg monthly cell/mobile phone/PDA bill: $50-99	3,285	32.3%	102
Avg monthly cell/mobile phone/PDA bill: $100+	1,586	15.6%	101
Computers (Households)			
HH owns a personal computer	3,296	73.9%	103
HH spent <$500 on home PC	398	8.9%	98
HH spent $500-$999 on home PC	805	18.0%	98
HH spent $1000-$1499 on home PC	666	14.9%	101
HH spent $1500-$1999 on home PC	416	9.3%	112
Spent $2000+ on home PC	397	8.9%	115

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Retail Market Potential

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Village of Palmetto Bay
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Latitude: 25.603301
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	6,100	59.9%	100
Bought cigarettes at convenience store in last 30 days	1,436	14.1%	96
Bought gas at convenience store in last 30 days	2,905	28.5%	86
Spent at convenience store in last 30 days: <$20	1,077	10.6%	109
Spent at convenience store in last 30 days: $20-39	1,126	11.1%	111
Spent at convenience store in last 30 days: $40+	3,237	31.8%	91
Entertainment (Adults)			
Attended movies in last 6 months	6,258	61.5%	105
Went to live theater in last 6 months	1,459	14.3%	114
Went to a bar/night club in last 12 months	1,862	18.3%	100
Dined out in last 12 months	4,958	48.7%	100
Gambled at a casino in last 12 months	1,799	17.7%	110
Visited a theme park in last 12 months	2,537	24.9%	112
DVDs rented in last 30 days: 1	275	2.7%	102
DVDs rented in last 30 days: 2	526	5.2%	110
DVDs rented in last 30 days: 3	361	3.5%	114
DVDs rented in last 30 days: 4	426	4.2%	105
DVDs rented in last 30 days: 5+	1,315	12.9%	98
DVDs purchased in last 30 days: 1	553	5.4%	101
DVDs purchased in last 30 days: 2	527	5.2%	98
DVDs purchased in last 30 days: 3-4	473	4.6%	95
DVDs purchased in last 30 days: 5+	587	5.8%	107
Spent on toys/games in last 12 months: <$50	571	5.6%	90
Spent on toys/games in last 12 months: $50-$99	271	2.7%	97
Spent on toys/games in last 12 months: $100-$199	733	7.2%	101
Spent on toys/games in last 12 months: $200-$499	1,087	10.7%	103
Spent on toys/games in last 12 months: $500+	680	6.7%	121
Financial (Adults)			
Have home mortgage (1st)	1,939	19.0%	105
Used ATM/cash machine in last 12 months	5,176	50.8%	100
Own any stock	999	9.8%	109
Own U.S. savings bond	805	7.9%	112
Own shares in mutual fund (stock)	1,086	10.7%	113
Own shares in mutual fund (bonds)	689	6.8%	117
Used full service brokerage firm in last 12 months	656	6.4%	106
Used discount brokerage firm in last 12 months	222	2.2%	111
Have 401K retirement savings	1,904	18.7%	113
Own any credit/debit card (in own name)	7,332	72.0%	98
Avg monthly credit card expenditures: <$111	1,421	14.0%	95
Avg monthly credit card expenditures: $111-225	929	9.1%	101
Avg monthly credit card expenditures: $226-450	849	8.3%	97
Avg monthly credit card expenditures: $451-700	787	7.7%	108
Avg monthly credit card expenditures: $701+	1,639	16.1%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	7,007	68.8%	99
Used bread in last 6 months	9,840	96.6%	100
Used chicken/turkey (fresh or frozen) in last 6 months	7,720	75.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	5,396	53.0%	104
Used fresh fruit/vegetables in last 6 months	8,815	86.6%	100
Used fresh milk in last 6 months	9,286	91.2%	100
Health (Adults)			
Exercise at home 2+ times per week	3,046	29.9%	102
Exercise at club 2+ times per week	1,412	13.9%	120
Visited a doctor in last 12 months	8,186	80.4%	103
Used vitamin/dietary supplement in last 6 months	4,851	47.6%	100
Home (Households)			
Any home improvement in last 12 months	1,452	32.5%	104
Used housekeeper/maid/professional cleaning service in last 12 months	742	16.6%	106
Purchased any HH furnishing in last 12 months	446	10.0%	95
Purchased bedding/bath goods in last 12 months	2,489	55.8%	102
Purchased cooking/serving product in last 12 months	1,168	26.2%	97
Bought any kitchen appliance in last 12 months	751	16.8%	95
Insurance (Adults)			
Currently carry any life insurance	4,999	49.1%	101
Have medical/hospital/accident insurance	7,505	73.7%	101
Carry homeowner insurance	5,543	54.4%	103
Carry renter insurance	554	5.4%	90
Have auto/other vehicle insurance	8,513	83.6%	99
Pets (Households)			
HH owns any pet	2,035	45.6%	96
HH owns any cat	926	20.8%	89
HH owns any dog	1,465	32.8%	95
Reading Materials (Adults)			
Bought book in last 12 months	5,194	51.0%	103
Read any daily newspaper	4,558	44.8%	104
Heavy magazine reader	2,304	22.6%	114
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	7,677	75.4%	103
Went to family restaurant/steak house last mo: <2 times	2,767	27.2%	104
Went to family restaurant/steak house last mo: 2-4 times	2,860	28.1%	102
Went to family restaurant/steak house last mo: 5+ times	2,052	20.2%	103
Went to fast food/drive-in restaurant in last 6 mo	9,151	89.9%	100
Went to fast food/drive-in restaurant <5 times/mo	3,100	30.4%	100
Went to fast food/drive-in 5-12 times/mo	3,155	31.0%	98
Went to fast food/drive-in restaurant 13+ times/mo	2,895	28.4%	103
Fast food/drive-in last 6 mo: eat in	3,426	33.6%	87
Fast food/drive-in last 6 mo: home delivery	1,123	11.0%	99
Fast food/drive-in last 6 mo: take-out/drive-thru	5,299	52.0%	100
Fast food/drive-in last 6 mo: take-out/walk-in	2,963	29.1%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	3,016	67.6%	105
HH average monthly long distance phone bill: <$16	1,193	26.7%	96
HH average monthly long distance phone bill: $16-25	520	11.7%	99
HH average monthly long distance phone bill: $26-59	473	10.6%	109
HH average monthly long distance phone bill: $60+	224	5.0%	114
Television & Sound Equipment (Households)			
HH owns 1 TV	690	15.5%	78
HH owns 2 TVs	1,099	24.6%	93
HH owns 3 TVs	1,066	23.9%	107
HH owns 4+ TVs	1,168	26.2%	125
HH subscribes to cable TV	2,851	63.9%	110
HH watched 15+ hours of cable TV last week	2,734	61.3%	102
Purchased audio equipment in last 12 months	344	7.7%	93
Purchased CD player in last 12 months	218	4.9%	93
Purchased DVD player in last 12 months	474	10.6%	101
Purchased MP3 player in last 12 months	440	9.9%	113
Purchased video game system in last 12 months	422	9.5%	109
Travel (Adults)			
Domestic travel in last 12 months	5,370	52.7%	100
Took 3+ domestic trips in last 12 months	2,077	20.4%	98
Spent on domestic vacations last 12 mo: <$1000	1,317	12.9%	102
Spent on domestic vacations last 12 mo: $1000-$1499	776	7.6%	110
Spent on domestic vacations last 12 mo: $1500-$1999	497	4.9%	121
Spent on domestic vacations last 12 mo: $2000-$2999	494	4.9%	118
Spent on domestic vacations last 12 mo: $3000+	613	6.0%	125
Foreign travel in last 3 years	2,841	27.9%	111
Took 3+ foreign trips by plane in last 3 years	552	5.4%	120
Spent on foreign vacations last 12 mo: <$1000	664	6.5%	119
Spent on foreign vacations last 12 mo: $1000-$2999	504	4.9%	124
Spent on foreign vacations: $3000+	565	5.5%	119
Stayed 1+ nights at hotel/motel in last 12 months	4,251	41.8%	101

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Retail Market Potential

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	2010	2015
Population	123,485	125,763
Total Number of Adults	90,120	92,257
Households	39,714	40,380
Median Household Income	$55,673	$60,334

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	44,892	49.8%	99
Bought any women's apparel in last 12 months	40,841	45.3%	99
Bought apparel for child <13 in last 6 months	27,619	30.6%	108
Bought any shoes in last 12 months	46,338	51.4%	98
Bought costume jewelry in last 12 months	19,433	21.6%	103
Bought any fine jewelry in last 12 months	21,726	24.1%	105
Bought a watch in last 12 months	19,067	21.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	33,106	83.4%	96
HH bought new vehicle in last 12 months	3,449	8.7%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	75,737	84.0%	97
Bought/changed motor oil in last 12 months	41,770	46.3%	89
Had tune-up in last 12 months	28,724	31.9%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	60,678	67.3%	107
Drank regular cola in last 6 months	48,267	53.6%	103
Drank beer/ale in last 6 months	39,740	44.1%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	12,905	14.3%	96
Bought film in last 12 months	21,444	23.8%	101
Bought digital camera in last 12 months	6,090	6.8%	96
Bought memory card for camera in last 12 months	6,632	7.4%	97
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	25,471	28.3%	96
Avg monthly cell/mobile phone/PDA bill: $1-$49	22,050	24.5%	95
Avg monthly cell/mobile phone/PDA bill: $50-99	29,116	32.3%	102
Avg monthly cell/mobile phone/PDA bill: $100+	15,052	16.7%	109
Computers (Households)			
HH owns a personal computer	29,002	73.0%	102
HH spent <$500 on home PC	3,529	8.9%	98
HH spent $500-$999 on home PC	6,841	17.2%	94
HH spent $1000-$1499 on home PC	5,905	14.9%	101
HH spent $1500-$1999 on home PC	3,341	8.4%	101
Spent $2000+ on home PC	3,278	8.3%	107

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Retail Market Potential
Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	52,911	58.7%	98
Bought cigarettes at convenience store in last 30 days	12,130	13.5%	91
Bought gas at convenience store in last 30 days	25,702	28.5%	86
Spent at convenience store in last 30 days: <$20	9,699	10.8%	111
Spent at convenience store in last 30 days: $20-39	9,377	10.4%	104
Spent at convenience store in last 30 days: $40+	28,681	31.8%	91
Entertainment (Adults)			
Attended movies in last 6 months	56,159	62.3%	106
Went to live theater in last 6 months	12,682	14.1%	112
Went to a bar/night club in last 12 months	16,212	18.0%	98
Dined out in last 12 months	41,974	46.6%	95
Gambled at a casino in last 12 months	15,966	17.7%	110
Visited a theme park in last 12 months	22,065	24.5%	110
DVDs rented in last 30 days: 1	2,508	2.8%	105
DVDs rented in last 30 days: 2	4,011	4.5%	95
DVDs rented in last 30 days: 3	2,776	3.1%	99
DVDs rented in last 30 days: 4	3,866	4.3%	107
DVDs rented in last 30 days: 5+	11,661	12.9%	98
DVDs purchased in last 30 days: 1	4,776	5.3%	99
DVDs purchased in last 30 days: 2	4,344	4.8%	92
DVDs purchased in last 30 days: 3-4	3,923	4.4%	89
DVDs purchased in last 30 days: 5+	5,404	6.0%	111
Spent on toys/games in last 12 months: <$50	5,345	5.9%	95
Spent on toys/games in last 12 months: $50-$99	2,378	2.6%	96
Spent on toys/games in last 12 months: $100-$199	7,168	8.0%	111
Spent on toys/games in last 12 months: $200-$499	9,628	10.7%	103
Spent on toys/games in last 12 months: $500+	5,101	5.7%	103
Financial (Adults)			
Have home mortgage (1st)	15,886	17.6%	97
Used ATM/cash machine in last 12 months	46,134	51.2%	101
Own any stock	8,143	9.0%	100
Own U.S. savings bond	5,643	6.3%	88
Own shares in mutual fund (stock)	8,396	9.3%	99
Own shares in mutual fund (bonds)	5,131	5.7%	99
Used full service brokerage firm in last 12 months	5,487	6.1%	100
Used discount brokerage firm in last 12 months	1,991	2.2%	112
Have 401K retirement savings	14,811	16.4%	99
Own any credit/debit card (in own name)	64,919	72.0%	98
Avg monthly credit card expenditures: <$111	11,853	13.2%	90
Avg monthly credit card expenditures: $111-225	7,537	8.4%	93
Avg monthly credit card expenditures: $226-450	7,726	8.6%	100
Avg monthly credit card expenditures: $451-700	6,827	7.6%	106
Avg monthly credit card expenditures: $701+	13,154	14.6%	106

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Retail Market Potential

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Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	61,330	68.1%	98
Used bread in last 6 months	86,764	96.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	66,362	73.6%	99
Used fish/seafood (fresh or frozen) in last 6 months	46,528	51.6%	101
Used fresh fruit/vegetables in last 6 months	77,194	85.7%	99
Used fresh milk in last 6 months	81,455	90.4%	100
Health (Adults)			
Exercise at home 2+ times per week	26,437	29.3%	100
Exercise at club 2+ times per week	11,428	12.7%	110
Visited a doctor in last 12 months	69,790	77.4%	99
Used vitamin/dietary supplement in last 6 months	42,262	46.9%	98
Home (Households)			
Any home improvement in last 12 months	11,992	30.2%	97
Used housekeeper/maid/professional cleaning service in last 12 months	6,779	17.1%	109
Purchased any HH furnishing in last 12 months	4,092	10.3%	97
Purchased bedding/bath goods in last 12 months	21,979	55.3%	101
Purchased cooking/serving product in last 12 months	10,741	27.0%	100
Bought any kitchen appliance in last 12 months	6,772	17.1%	96
Insurance (Adults)			
Currently carry any life insurance	40,788	45.3%	94
Have medical/hospital/accident insurance	63,581	70.6%	97
Carry homeowner insurance	44,703	49.6%	94
Carry renter insurance	5,701	6.3%	105
Have auto/other vehicle insurance	73,072	81.1%	96
Pets (Households)			
HH owns any pet	17,298	43.6%	91
HH owns any cat	8,031	20.2%	87
HH owns any dog	11,986	30.2%	87
Reading Materials (Adults)			
Bought book in last 12 months	45,877	50.9%	103
Read any daily newspaper	38,008	42.2%	98
Heavy magazine reader	20,007	22.2%	111
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	65,616	72.8%	100
Went to family restaurant/steak house last mo: <2 times	23,734	26.3%	101
Went to family restaurant/steak house last mo: 2-4 times	24,165	26.8%	98
Went to family restaurant/steak house last mo: 5+ times	17,723	19.7%	101
Went to fast food/drive-in restaurant in last 6 mo	80,239	89.0%	99
Went to fast food/drive-in restaurant <5 times/mo	28,158	31.2%	102
Went to fast food/drive-in 5-12 times/mo	27,160	30.1%	96
Went to fast food/drive-in restaurant 13+ times/mo	24,922	27.7%	100
Fast food/drive-in last 6 mo: eat in	31,535	35.0%	91
Fast food/drive-in last 6 mo: home delivery	10,341	11.5%	103
Fast food/drive-in last 6 mo: take-out/drive-thru	44,883	49.8%	95
Fast food/drive-in last 6 mo: take-out/walk-in	23,971	26.6%	108

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Retail Market Potential

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	25,333	63.8%	99
HH average monthly long distance phone bill: <$16	10,334	26.0%	93
HH average monthly long distance phone bill: $16-25	4,564	11.5%	98
HH average monthly long distance phone bill: $26-59	3,868	9.7%	100
HH average monthly long distance phone bill: $60+	1,860	4.7%	107
Television & Sound Equipment (Households)			
HH owns 1 TV	7,076	17.8%	90
HH owns 2 TVs	10,206	25.7%	97
HH owns 3 TVs	9,055	22.8%	102
HH owns 4+ TVs	9,049	22.8%	109
HH subscribes to cable TV	25,033	63.0%	109
HH watched 15+ hours of cable TV last week	23,886	60.1%	100
Purchased audio equipment in last 12 months	3,516	8.9%	107
Purchased CD player in last 12 months	2,246	5.7%	107
Purchased DVD player in last 12 months	4,524	11.4%	108
Purchased MP3 player in last 12 months	3,691	9.3%	106
Purchased video game system in last 12 months	3,804	9.6%	110
Travel (Adults)			
Domestic travel in last 12 months	47,685	52.9%	100
Took 3+ domestic trips in last 12 months	18,938	21.0%	101
Spent on domestic vacations last 12 mo: <$1000	11,283	12.5%	99
Spent on domestic vacations last 12 mo: $1000-$1499	6,075	6.7%	97
Spent on domestic vacations last 12 mo: $1500-$1999	4,138	4.6%	114
Spent on domestic vacations last 12 mo: $2000-$2999	3,742	4.2%	101
Spent on domestic vacations last 12 mo: $3000+	4,803	5.3%	110
Foreign travel in last 3 years	25,572	28.4%	113
Took 3+ foreign trips by plane in last 3 years	4,776	5.3%	117
Spent on foreign vacations last 12 mo: <$1000	5,478	6.1%	111
Spent on foreign vacations last 12 mo: $1000-$2999	4,271	4.7%	119
Spent on foreign vacations: $3000+	4,646	5.2%	111
Stayed 1+ nights at hotel/motel in last 12 months	36,513	40.5%	98

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Retail Market Potential

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	2010	2015
Population	236,113	245,868
Total Number of Adults	170,444	178,220
Households	74,097	76,843
Median Household Income	$60,242	$64,491

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	86,886	51.0%	101
Bought any women's apparel in last 12 months	78,795	46.2%	101
Bought apparel for child <13 in last 6 months	53,608	31.5%	111
Bought any shoes in last 12 months	89,551	52.5%	101
Bought costume jewelry in last 12 months	38,303	22.5%	108
Bought any fine jewelry in last 12 months	41,518	24.4%	106
Bought a watch in last 12 months	36,549	21.4%	104
Automobiles (Households)			
HH owns/leases any vehicle	63,965	86.3%	99
HH bought new vehicle in last 12 months	6,905	9.3%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	147,502	86.5%	100
Bought/changed motor oil in last 12 months	80,692	47.3%	91
Had tune-up in last 12 months	55,745	32.7%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	115,627	67.8%	108
Drank regular cola in last 6 months	89,468	52.5%	100
Drank beer/ale in last 6 months	76,276	44.8%	106
Cameras & Film (Adults)			
Bought any camera in last 12 months	25,093	14.7%	99
Bought film in last 12 months	40,370	23.7%	100
Bought digital camera in last 12 months	12,689	7.4%	106
Bought memory card for camera in last 12 months	13,404	7.9%	103
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	50,194	29.4%	100
Avg monthly cell/mobile phone/PDA bill: $1-$49	43,559	25.6%	99
Avg monthly cell/mobile phone/PDA bill: $50-99	56,209	33.0%	104
Avg monthly cell/mobile phone/PDA bill: $100+	29,272	17.2%	112
Computers (Households)			
HH owns a personal computer	56,397	76.1%	106
HH spent <$500 on home PC	6,687	9.0%	100
HH spent $500-$999 on home PC	13,434	18.1%	99
HH spent $1000-$1499 on home PC	11,832	16.0%	108
HH spent $1500-$1999 on home PC	6,746	9.1%	110
Spent $2000+ on home PC	6,836	9.2%	119

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Retail Market Potential
Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	100,829	59.2%	99
Bought cigarettes at convenience store in last 30 days	22,472	13.2%	89
Bought gas at convenience store in last 30 days	49,557	29.1%	88
Spent at convenience store in last 30 days: <$20	18,852	11.1%	114
Spent at convenience store in last 30 days: $20-39	17,628	10.3%	103
Spent at convenience store in last 30 days: $40+	54,454	31.9%	91
Entertainment (Adults)			
Attended movies in last 6 months	107,719	63.2%	108
Went to live theater in last 6 months	25,272	14.8%	118
Went to a bar/night club in last 12 months	31,571	18.5%	101
Dined out in last 12 months	83,928	49.2%	101
Gambled at a casino in last 12 months	30,169	17.7%	110
Visited a theme park in last 12 months	43,089	25.3%	114
DVDs rented in last 30 days: 1	4,739	2.8%	105
DVDs rented in last 30 days: 2	8,350	4.9%	105
DVDs rented in last 30 days: 3	5,644	3.3%	107
DVDs rented in last 30 days: 4	7,422	4.4%	109
DVDs rented in last 30 days: 5+	23,095	13.5%	103
DVDs purchased in last 30 days: 1	9,792	5.7%	107
DVDs purchased in last 30 days: 2	8,687	5.1%	97
DVDs purchased in last 30 days: 3-4	7,651	4.5%	92
DVDs purchased in last 30 days: 5+	9,710	5.7%	106
Spent on toys/games in last 12 months: <$50	10,016	5.9%	94
Spent on toys/games in last 12 months: $50-$99	4,606	2.7%	99
Spent on toys/games in last 12 months: $100-$199	13,180	7.7%	108
Spent on toys/games in last 12 months: $200-$499	19,071	11.2%	108
Spent on toys/games in last 12 months: $500+	10,800	6.3%	115
Financial (Adults)			
Have home mortgage (1st)	33,615	19.7%	109
Used ATM/cash machine in last 12 months	90,997	53.4%	105
Own any stock	17,220	10.1%	112
Own U.S. savings bond	11,826	6.9%	98
Own shares in mutual fund (stock)	17,801	10.4%	111
Own shares in mutual fund (bonds)	10,743	6.3%	109
Used full service brokerage firm in last 12 months	11,457	6.7%	111
Used discount brokerage firm in last 12 months	4,024	2.4%	120
Have 401K retirement savings	32,087	18.8%	114
Own any credit/debit card (in own name)	126,246	74.1%	101
Avg monthly credit card expenditures: <$111	22,490	13.2%	90
Avg monthly credit card expenditures: $111-225	14,782	8.7%	96
Avg monthly credit card expenditures: $226-450	14,984	8.8%	102
Avg monthly credit card expenditures: $451-700	13,775	8.1%	113
Avg monthly credit card expenditures: $701+	27,946	16.4%	120

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Retail Market Potential

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Village of Palmetto Bay
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Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	116,924	68.6%	99
Used bread in last 6 months	164,395	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	127,531	74.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	88,724	52.1%	102
Used fresh fruit/vegetables in last 6 months	147,001	86.2%	100
Used fresh milk in last 6 months	154,573	90.7%	100
Health (Adults)			
Exercise at home 2+ times per week	51,412	30.2%	102
Exercise at club 2+ times per week	23,627	13.9%	120
Visited a doctor in last 12 months	134,195	78.7%	101
Used vitamin/dietary supplement in last 6 months	81,656	47.9%	100
Home (Households)			
Any home improvement in last 12 months	23,863	32.2%	103
Used housekeeper/maid/professional cleaning service in last 12 months	13,428	18.1%	115
Purchased any HH furnishing in last 12 months	8,042	10.9%	103
Purchased bedding/bath goods in last 12 months	41,524	56.0%	103
Purchased cooking/serving product in last 12 months	20,283	27.4%	101
Bought any kitchen appliance in last 12 months	13,213	17.8%	101
Insurance (Adults)			
Currently carry any life insurance	81,474	47.8%	99
Have medical/hospital/accident insurance	124,006	72.8%	100
Carry homeowner insurance	91,627	53.8%	101
Carry renter insurance	10,339	6.1%	101
Have auto/other vehicle insurance	142,378	83.5%	99
Pets (Households)			
HH owns any pet	34,021	45.9%	96
HH owns any cat	15,625	21.1%	90
HH owns any dog	24,100	32.5%	94
Reading Materials (Adults)			
Bought book in last 12 months	89,291	52.4%	106
Read any daily newspaper	73,382	43.1%	100
Heavy magazine reader	38,001	22.3%	112
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	127,189	74.6%	102
Went to family restaurant/steak house last mo: <2 times	45,821	26.9%	103
Went to family restaurant/steak house last mo: 2-4 times	46,605	27.3%	100
Went to family restaurant/steak house last mo: 5+ times	34,771	20.4%	104
Went to fast food/drive-in restaurant in last 6 mo	152,615	89.5%	100
Went to fast food/drive-in restaurant <5 times/mo	52,447	30.8%	101
Went to fast food/drive-in 5-12 times/mo	52,206	30.6%	97
Went to fast food/drive-in restaurant 13+ times/mo	47,965	28.1%	101
Fast food/drive-in last 6 mo: eat in	60,285	35.4%	92
Fast food/drive-in last 6 mo: home delivery	19,883	11.7%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	88,183	51.7%	99
Fast food/drive-in last 6 mo: take-out/walk-in	46,045	27.0%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Retail Market Potential

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	49,082	66.2%	103
HH average monthly long distance phone bill: <$16	19,885	26.8%	96
HH average monthly long distance phone bill: $16-25	8,904	12.0%	102
HH average monthly long distance phone bill: $26-59	7,617	10.3%	106
HH average monthly long distance phone bill: $60+	3,541	4.8%	109
Television & Sound Equipment (Households)			
HH owns 1 TV	12,431	16.8%	84
HH owns 2 TVs	18,659	25.2%	95
HH owns 3 TVs	17,535	23.7%	106
HH owns 4+ TVs	17,948	24.2%	116
HH subscribes to cable TV	46,835	63.2%	109
HH watched 15+ hours of cable TV last week	44,705	60.3%	100
Purchased audio equipment in last 12 months	6,633	9.0%	108
Purchased CD player in last 12 months	4,057	5.5%	104
Purchased DVD player in last 12 months	8,559	11.6%	109
Purchased MP3 player in last 12 months	7,619	10.3%	118
Purchased video game system in last 12 months	7,294	9.8%	113
Travel (Adults)			
Domestic travel in last 12 months	94,765	55.6%	105
Took 3+ domestic trips in last 12 months	38,229	22.4%	108
Spent on domestic vacations last 12 mo: <$1000	22,596	13.3%	105
Spent on domestic vacations last 12 mo: $1000-$1499	12,563	7.4%	107
Spent on domestic vacations last 12 mo: $1500-$1999	8,375	4.9%	122
Spent on domestic vacations last 12 mo: $2000-$2999	7,958	4.7%	113
Spent on domestic vacations last 12 mo: $3000+	10,241	6.0%	124
Foreign travel in last 3 years	50,638	29.7%	118
Took 3+ foreign trips by plane in last 3 years	10,235	6.0%	133
Spent on foreign vacations last 12 mo: <$1000	10,838	6.4%	116
Spent on foreign vacations last 12 mo: $1000-$2999	8,262	4.8%	122
Spent on foreign vacations: $3000+	10,098	5.9%	127
Stayed 1+ nights at hotel/motel in last 12 months	73,554	43.2%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

RE/MAX COMMERCIAL

Restaurant Market Potential

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	2010	2015
Population	14,294	14,533
Population 18+	10,183	10,380
Households	4,461	4,530
Median Household Income	$62,503	$68,386

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	7,677	75.4%	103
Family restaurant/steak house last month: <2 times	2,767	27.2%	104
Family restaurant/steak house last month: 2-4times	2,860	28.1%	102
Family restaurant/steak house last month: 5+ times	2,052	20.2%	103
Family restaurant/steak house last 6 months: breakfast	1,269	12.5%	104
Family restaurant/steak house last 6 months: lunch	2,686	26.4%	104
Family restaurant/steak house last 6 months: snack	323	3.2%	114
Family restaurant/steak house last 6 months: dinner	5,481	53.8%	101
Family restaurant/steak house last 6 months: weekday	3,874	38.0%	98
Family restaurant/steak house last 6 months: weekend	4,712	46.3%	104
Family restaurant/steak house last 6 months: Applebee's	2,823	27.7%	107
Family restaurant/steak house last 6 months: Bennigan's	331	3.3%	113
Family restaurant/steak house last 6 months: Bob Evans Farm	365	3.6%	78
Family restaurant/steak house last 6 months: Cheesecake Factory	879	8.6%	132
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,271	12.5%	111
Family restaurant/steak house last 6 months: Cracker Barrel	1,014	10.0%	82
Family restaurant/steak house last 6 months: Denny's	1,008	9.9%	105
Family restaurant/steak house last 6 months: Friendly's	550	5.4%	143
Family restaurant/steak house last 6 months: Golden Corral	674	6.6%	86
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,194	11.7%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse	314	3.1%	101
Family restaurant/steak house last 6 months: Old Country Buffet	419	4.1%	131
Family restaurant/steak house last 6 months: Olive Garden	1,810	17.8%	105
Family restaurant/steak house last 6 months: Outback Steakhouse	1,359	13.3%	112
Family restaurant/steak house last 6 months: Perkins	394	3.9%	104
Family restaurant/steak house last 6 months: Red Lobster	1,529	15.0%	103
Family restaurant/steak house last 6 months: Red Robin	579	5.7%	115
Family restaurant/steak house last 6 months: Ruby Tuesday	978	9.6%	108
Family restaurant/steak house last 6 months: Ryan's	399	3.9%	87
Family restaurant/steak house last 6 months: Sizzler	361	3.5%	112
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,440	14.1%	133
Went to fast food/drive-in restaurant in last 6 months	9,151	89.9%	100
Went to fast food/drive-in restaurant <5 times/month	3,100	30.4%	100
Went to fast food/drive-in restaurant 5-12 times/month	3,155	31.0%	98
Went to fast food/drive-in restaurant 13+ times/month	2,895	28.4%	103
Fast food/drive-in last 6 months: breakfast	2,911	28.6%	103
Fast food/drive-in last 6 months: lunch	5,788	56.8%	96
Fast food/drive-in last 6 months: snack	1,885	18.5%	103
Fast food/drive-in last 6 months: dinner	4,773	46.9%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

RE/MAX COMMERCIAL

Restaurant Market Potential

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	6,542	64.3%	96
Fast food/drive-in last 6 months: weekend	4,978	48.9%	100
Fast food/drive-in last 6 months: A & W	466	4.6%	90
Fast food/drive-in last 6 months: Arby's	1,759	17.3%	82
Fast food/drive-in last 6 months: Boston Market	746	7.3%	137
Fast food/drive-in last 6 months: Burger King	3,880	38.1%	103
Fast food/drive-in last 6 months: Captain D's	531	5.2%	96
Fast food/drive-in last 6 months: Carl's Jr.	837	8.2%	140
Fast food/drive-in last 6 months: Checkers	376	3.7%	109
Fast food/drive-in last 6 months: Chick-fil-A	1,243	12.2%	97
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	717	7.0%	130
Fast food/drive-in last 6 months: Chuck E. Cheese's	502	4.9%	107
Fast food/drive-in last 6 months: Church's Fr. Chicken	523	5.1%	115
Fast food/drive-in last 6 months: Dairy Queen	1,331	13.1%	78
Fast food/drive-in last 6 months: Del Taco	439	4.3%	133
Fast food/drive-in last 6 months: Domino's Pizza	1,373	13.5%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	1,721	16.9%	147
Fast food/drive-in last 6 months: Fuddruckers	350	3.4%	119
Fast food/drive-in last 6 months: Hardee's	544	5.3%	68
Fast food/drive-in last 6 months: Jack in the Box	1,167	11.5%	105
Fast food/drive-in last 6 months: KFC	3,026	29.7%	102
Fast food/drive-in last 6 months: Little Caesars	656	6.4%	94
Fast food/drive-in last 6 months: Long John Silver's	551	5.4%	75
Fast food/drive-in last 6 months: McDonald's	5,762	56.6%	100
Fast food/drive-in last 6 months: Panera Bread	1,239	12.2%	130
Fast food/drive-in last 6 months: Papa John's	842	8.3%	92
Fast food/drive-in last 6 months: Pizza Hut	2,090	20.5%	87
Fast food/drive-in last 6 months: Popeyes	882	8.7%	120
Fast food/drive-in last 6 months: Quiznos	1,032	10.1%	106
Fast food/drive-in last 6 months: Sonic Drive-In	863	8.5%	74
Fast food/drive-in last 6 months: Starbucks	1,810	17.8%	121
Fast food/drive-in last 6 months: Steak n Shake	509	5.0%	91
Fast food/drive-in last 6 months: Subway	3,101	30.5%	96
Fast food/drive-in last 6 months: Taco Bell	3,041	29.9%	93
Fast food/drive-in last 6 months: Wendy's	3,353	32.9%	102
Fast food/drive-in last 6 months: Whataburger	408	4.0%	88
Fast food/drive-in last 6 months: White Castle	575	5.6%	130
Fast food/drive-in last 6 months: eat in	3,426	33.6%	87
Fast food/drive-in last 6 months: home delivery	1,123	11.0%	99
Fast food/drive-in last 6 months: take-out/drive-thru	5,299	52.0%	100
Fast food/drive-in last 6 months: take-out/walk-in	2,963	29.1%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Restaurant Market Potential

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	**2010**	**2015**
Population	123,485	125,763
Population 18+	90,120	92,257
Households	39,714	40,380
Median Household Income	$55,673	$60,334

Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Went to family restaurant/steak house in last 6 months	65,616	72.8%	100
Family restaurant/steak house last month: <2 times	23,734	26.3%	101
Family restaurant/steak house last month: 2-4times	24,165	26.8%	98
Family restaurant/steak house last month: 5+ times	17,723	19.7%	101
Family restaurant/steak house last 6 months: breakfast	11,481	12.7%	107
Family restaurant/steak house last 6 months: lunch	22,307	24.8%	98
Family restaurant/steak house last 6 months: snack	3,031	3.4%	120
Family restaurant/steak house last 6 months: dinner	46,685	51.8%	97
Family restaurant/steak house last 6 months: weekday	33,234	36.9%	95
Family restaurant/steak house last 6 months: weekend	39,551	43.9%	99
Family restaurant/steak house last 6 months: Applebee's	22,854	25.4%	98
Family restaurant/steak house last 6 months: Bennigan's	2,598	2.9%	100
Family restaurant/steak house last 6 months: Bob Evans Farm	2,705	3.0%	66
Family restaurant/steak house last 6 months: Cheesecake Factory	7,781	8.6%	132
Family restaurant/steak house last 6 months: Chili's Grill & Bar	10,971	12.2%	108
Family restaurant/steak house last 6 months: Cracker Barrel	8,002	8.9%	73
Family restaurant/steak house last 6 months: Denny's	10,114	11.2%	119
Family restaurant/steak house last 6 months: Friendly's	3,734	4.1%	110
Family restaurant/steak house last 6 months: Golden Corral	5,867	6.5%	85
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	11,693	13.0%	116
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,281	2.5%	83
Family restaurant/steak house last 6 months: Old Country Buffet	3,113	3.5%	110
Family restaurant/steak house last 6 months: Olive Garden	15,031	16.7%	98
Family restaurant/steak house last 6 months: Outback Steakhouse	10,879	12.1%	101
Family restaurant/steak house last 6 months: Perkins	2,502	2.8%	74
Family restaurant/steak house last 6 months: Red Lobster	12,944	14.4%	99
Family restaurant/steak house last 6 months: Red Robin	5,221	5.8%	117
Family restaurant/steak house last 6 months: Ruby Tuesday	7,149	7.9%	89
Family restaurant/steak house last 6 months: Ryan's	2,551	2.8%	63
Family restaurant/steak house last 6 months: Sizzler	3,703	4.1%	130
Family restaurant/steak house last 6 months: T.G.I. Friday's	10,457	11.6%	109
Went to fast food/drive-in restaurant in last 6 months	80,239	89.0%	99
Went to fast food/drive-in restaurant <5 times/month	28,158	31.2%	102
Went to fast food/drive-in restaurant 5-12 times/month	27,160	30.1%	96
Went to fast food/drive-in restaurant 13+ times/month	24,922	27.7%	100
Fast food/drive-in last 6 months: breakfast	24,266	26.9%	97
Fast food/drive-in last 6 months: lunch	50,605	56.2%	95
Fast food/drive-in last 6 months: snack	16,666	18.5%	103
Fast food/drive-in last 6 months: dinner	40,948	45.4%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Restaurant
Market Potential
Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	57,124	63.4%	95
Fast food/drive-in last 6 months: weekend	43,329	48.1%	99
Fast food/drive-in last 6 months: A & W	4,587	5.1%	100
Fast food/drive-in last 6 months: Arby's	14,625	16.2%	77
Fast food/drive-in last 6 months: Boston Market	5,560	6.2%	116
Fast food/drive-in last 6 months: Burger King	32,297	35.8%	97
Fast food/drive-in last 6 months: Captain D's	3,549	3.9%	73
Fast food/drive-in last 6 months: Carl's Jr.	8,606	9.5%	163
Fast food/drive-in last 6 months: Checkers	2,983	3.3%	97
Fast food/drive-in last 6 months: Chick-fil-A	9,820	10.9%	87
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	5,656	6.3%	116
Fast food/drive-in last 6 months: Chuck E. Cheese's	4,767	5.3%	114
Fast food/drive-in last 6 months: Church's Fr. Chicken	4,511	5.0%	112
Fast food/drive-in last 6 months: Dairy Queen	12,041	13.4%	80
Fast food/drive-in last 6 months: Del Taco	4,522	5.0%	155
Fast food/drive-in last 6 months: Domino's Pizza	12,658	14.0%	99
Fast food/drive-in last 6 months: Dunkin' Donuts	12,865	14.3%	124
Fast food/drive-in last 6 months: Fuddruckers	2,909	3.2%	111
Fast food/drive-in last 6 months: Hardee's	3,704	4.1%	53
Fast food/drive-in last 6 months: Jack in the Box	12,791	14.2%	131
Fast food/drive-in last 6 months: KFC	24,956	27.7%	95
Fast food/drive-in last 6 months: Little Caesars	6,279	7.0%	102
Fast food/drive-in last 6 months: Long John Silver's	5,054	5.6%	77
Fast food/drive-in last 6 months: McDonald's	49,855	55.3%	97
Fast food/drive-in last 6 months: Panera Bread	8,883	9.9%	105
Fast food/drive-in last 6 months: Papa John's	7,684	8.5%	95
Fast food/drive-in last 6 months: Pizza Hut	19,343	21.5%	91
Fast food/drive-in last 6 months: Popeyes	8,338	9.3%	128
Fast food/drive-in last 6 months: Quiznos	9,143	10.1%	106
Fast food/drive-in last 6 months: Sonic Drive-In	8,059	8.9%	78
Fast food/drive-in last 6 months: Starbucks	15,252	16.9%	116
Fast food/drive-in last 6 months: Steak n Shake	3,709	4.1%	75
Fast food/drive-in last 6 months: Subway	26,335	29.2%	92
Fast food/drive-in last 6 months: Taco Bell	27,375	30.4%	95
Fast food/drive-in last 6 months: Wendy's	27,051	30.0%	93
Fast food/drive-in last 6 months: Whataburger	4,720	5.2%	115
Fast food/drive-in last 6 months: White Castle	5,305	5.9%	135
Fast food/drive-in last 6 months: eat in	31,535	35.0%	91
Fast food/drive-in last 6 months: home delivery	10,341	11.5%	103
Fast food/drive-in last 6 months: take-out/drive-thru	44,883	49.8%	95
Fast food/drive-in last 6 months: take-out/walk-in	23,971	26.6%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Restaurant Market Potential

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	2010	2015
Population	236,113	245,868
Population 18+	170,444	178,220
Households	74,097	76,843
Median Household Income	$60,242	$64,491

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	127,189	74.6%	102
Family restaurant/steak house last month: <2 times	45,821	26.9%	103
Family restaurant/steak house last month: 2-4times	46,605	27.3%	100
Family restaurant/steak house last month: 5+ times	34,771	20.4%	104
Family restaurant/steak house last 6 months: breakfast	21,953	12.9%	108
Family restaurant/steak house last 6 months: lunch	43,302	25.4%	100
Family restaurant/steak house last 6 months: snack	5,610	3.3%	118
Family restaurant/steak house last 6 months: dinner	92,053	54.0%	101
Family restaurant/steak house last 6 months: weekday	65,976	38.7%	100
Family restaurant/steak house last 6 months: weekend	77,803	45.6%	103
Family restaurant/steak house last 6 months: Applebee's	44,318	26.0%	101
Family restaurant/steak house last 6 months: Bennigan's	5,443	3.2%	111
Family restaurant/steak house last 6 months: Bob Evans Farm	5,474	3.2%	70
Family restaurant/steak house last 6 months: Cheesecake Factory	15,442	9.1%	139
Family restaurant/steak house last 6 months: Chili's Grill & Bar	22,521	13.2%	118
Family restaurant/steak house last 6 months: Cracker Barrel	16,480	9.7%	80
Family restaurant/steak house last 6 months: Denny's	18,242	10.7%	114
Family restaurant/steak house last 6 months: Friendly's	6,537	3.8%	102
Family restaurant/steak house last 6 months: Golden Corral	11,246	6.6%	86
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	22,357	13.1%	118
Family restaurant/steak house last 6 months: Lone Star Steakhouse	4,571	2.7%	88
Family restaurant/steak house last 6 months: Old Country Buffet	5,955	3.5%	111
Family restaurant/steak house last 6 months: Olive Garden	30,216	17.7%	104
Family restaurant/steak house last 6 months: Outback Steakhouse	22,038	12.9%	108
Family restaurant/steak house last 6 months: Perkins	4,962	2.9%	78
Family restaurant/steak house last 6 months: Red Lobster	25,059	14.7%	101
Family restaurant/steak house last 6 months: Red Robin	10,266	6.0%	122
Family restaurant/steak house last 6 months: Ruby Tuesday	14,946	8.8%	98
Family restaurant/steak house last 6 months: Ryan's	4,681	2.7%	61
Family restaurant/steak house last 6 months: Sizzler	6,258	3.7%	116
Family restaurant/steak house last 6 months: T.G.I. Friday's	21,117	12.4%	116
Went to fast food/drive-in restaurant in last 6 months	152,615	89.5%	100
Went to fast food/drive-in restaurant <5 times/month	52,447	30.8%	101
Went to fast food/drive-in restaurant 5-12 times/month	52,206	30.6%	97
Went to fast food/drive-in restaurant 13+ times/month	47,965	28.1%	101
Fast food/drive-in last 6 months: breakfast	47,286	27.7%	100
Fast food/drive-in last 6 months: lunch	98,492	57.8%	98
Fast food/drive-in last 6 months: snack	32,143	18.9%	105
Fast food/drive-in last 6 months: dinner	79,746	46.8%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Restaurant
Market Potential
Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	110,982	65.1%	97
Fast food/drive-in last 6 months: weekend	82,852	48.6%	100
Fast food/drive-in last 6 months: A & W	8,636	5.1%	100
Fast food/drive-in last 6 months: Arby's	29,204	17.1%	82
Fast food/drive-in last 6 months: Boston Market	10,954	6.4%	120
Fast food/drive-in last 6 months: Burger King	61,180	35.9%	97
Fast food/drive-in last 6 months: Captain D's	7,187	4.2%	78
Fast food/drive-in last 6 months: Carl's Jr.	15,028	8.8%	150
Fast food/drive-in last 6 months: Checkers	5,782	3.4%	100
Fast food/drive-in last 6 months: Chick-fil-A	22,022	12.9%	103
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	11,466	6.7%	124
Fast food/drive-in last 6 months: Chuck E. Cheese's	9,367	5.5%	119
Fast food/drive-in last 6 months: Church's Fr. Chicken	7,962	4.7%	105
Fast food/drive-in last 6 months: Dairy Queen	23,809	14.0%	84
Fast food/drive-in last 6 months: Del Taco	7,999	4.7%	145
Fast food/drive-in last 6 months: Domino's Pizza	23,722	13.9%	98
Fast food/drive-in last 6 months: Dunkin' Donuts	24,186	14.2%	123
Fast food/drive-in last 6 months: Fuddruckers	6,310	3.7%	128
Fast food/drive-in last 6 months: Hardee's	7,448	4.4%	56
Fast food/drive-in last 6 months: Jack in the Box	22,254	13.1%	120
Fast food/drive-in last 6 months: KFC	47,157	27.7%	95
Fast food/drive-in last 6 months: Little Caesars	11,803	6.9%	101
Fast food/drive-in last 6 months: Long John Silver's	9,735	5.7%	79
Fast food/drive-in last 6 months: McDonald's	95,291	55.9%	98
Fast food/drive-in last 6 months: Panera Bread	18,462	10.8%	116
Fast food/drive-in last 6 months: Papa John's	15,717	9.2%	103
Fast food/drive-in last 6 months: Pizza Hut	37,193	21.8%	93
Fast food/drive-in last 6 months: Popeyes	15,112	8.9%	122
Fast food/drive-in last 6 months: Quiznos	18,863	11.1%	116
Fast food/drive-in last 6 months: Sonic Drive-In	17,005	10.0%	87
Fast food/drive-in last 6 months: Starbucks	30,657	18.0%	123
Fast food/drive-in last 6 months: Steak n Shake	8,095	4.7%	87
Fast food/drive-in last 6 months: Subway	51,868	30.4%	96
Fast food/drive-in last 6 months: Taco Bell	52,580	30.8%	96
Fast food/drive-in last 6 months: Wendy's	52,957	31.1%	96
Fast food/drive-in last 6 months: Whataburger	9,166	5.4%	118
Fast food/drive-in last 6 months: White Castle	9,353	5.5%	126
Fast food/drive-in last 6 months: eat in	60,285	35.4%	92
Fast food/drive-in last 6 months: home delivery	19,883	11.7%	105
Fast food/drive-in last 6 months: take-out/drive-thru	88,183	51.7%	99
Fast food/drive-in last 6 months: take-out/walk-in	46,045	27.0%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Recreation Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	**2010**	**2015**
Population	14,294	14,533
Households	4,461	4,530
Families	3,560	3,588
Median Age	34.8	34.9
Median Household Income	$62,503	$68,386

	Spending Potential Index	**Average Amount Spent**	**Total**
Entertainment/Recreation Fees and Admissions	114	$704.25	$3,141,679
Admission to Movies, Theater, Opera, Ballet	111	$167.80	$748,572
Admission to Sporting Events, excl. Trips	113	$66.96	$298,696
Fees for Participant Sports, excl. Trips	110	$117.85	$525,725
Fees for Recreational Lessons	120	$163.62	$729,895
Membership Fees for Social/Recreation/Civic Clubs	114	$187.20	$835,084
Dating Services	108	$0.83	$3,707
Rental of Video Cassettes and DVDs	104	$42.67	$190,351
Toys & Games	106	$153.79	$686,079
Toys and Playground Equipment	106	$149.25	$665,812
Play Arcade Pinball/Video Games	113	$2.13	$9,499
Online Entertainment and Games	104	$2.41	$10,769
Recreational Vehicles and Fees	99	$319.44	$1,425,014
Docking and Landing Fees for Boats and Planes	124	$8.77	$39,106
Camp Fees	123	$35.33	$157,629
Purchase of RVs or Boats	95	$265.85	$1,185,958
Rental of RVs or Boats	111	$9.49	$42,321
Sports, Recreation and Exercise Equipment	83	$151.06	$673,866
Exercise Equipment and Gear, Game Tables	89	$73.14	$326,256
Bicycles	112	$22.22	$99,106
Camping Equipment	41	$5.98	$26,693
Hunting and Fishing Equipment	58	$22.39	$99,901
Winter Sports Equipment	102	$6.56	$29,270
Water Sports Equipment	100	$6.66	$29,715
Other Sports Equipment	103	$9.78	$43,630
Rental/Repair of Sports/Recreation/Exercise Equipment	108	$4.33	$19,295
Photographic Equipment and Supplies	107	$110.71	$493,893
Film	101	$7.47	$33,332
Film Processing	103	$23.17	$103,371
Photographic Equipment	108	$46.12	$205,760
Photographer Fees/Other Supplies & Equip Rental/Repair	110	$33.95	$151,430
Reading	108	$167.58	$747,561
Magazine/Newspaper Subscriptions	108	$68.58	$305,934
Magazine/Newspaper Single Copies	105	$20.20	$90,104
Books	109	$78.80	$351,523

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.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Recreation Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	2010	2015
Population	123,485	125,763
Households	39,714	40,380
Families	30,599	30,829
Median Age	34.9	34.9
Median Household Income	$55,673	$60,334

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	110	$679.60	$26,989,572
Admission to Movies, Theater, Opera, Ballet	110	$167.47	$6,650,882
Admission to Sporting Events, excl. Trips	106	$62.96	$2,500,294
Fees for Participant Sports, excl. Trips	107	$113.81	$4,519,871
Fees for Recreational Lessons	114	$155.77	$6,186,295
Membership Fees for Social/Recreation/Civic Clubs	109	$178.71	$7,097,466
Dating Services	114	$0.88	$34,764
Rental of Video Cassettes and DVDs	105	$43.06	$1,710,251
Toys & Games	103	$149.99	$5,956,517
Toys and Playground Equipment	103	$145.29	$5,769,940
Play Arcade Pinball/Video Games	115	$2.18	$86,750
Online Entertainment and Games	108	$2.51	$99,826
Recreational Vehicles and Fees	95	$306.52	$12,173,180
Docking and Landing Fees for Boats and Planes	110	$7.78	$309,146
Camp Fees	109	$31.52	$1,251,652
Purchase of RVs or Boats	93	$257.90	$10,242,251
Rental of RVs or Boats	109	$9.32	$370,131
Sports, Recreation and Exercise Equipment	80	$145.40	$5,774,388
Exercise Equipment and Gear, Game Tables	85	$69.65	$2,765,970
Bicycles	108	$21.41	$850,180
Camping Equipment	43	$6.24	$247,656
Hunting and Fishing Equipment	56	$21.65	$859,720
Winter Sports Equipment	104	$6.72	$266,957
Water Sports Equipment	90	$6.02	$239,100
Other Sports Equipment	99	$9.33	$370,605
Rental/Repair of Sports/Recreation/Exercise Equipment	110	$4.39	$174,200
Photographic Equipment and Supplies	104	$107.43	$4,266,577
Film	98	$7.23	$287,132
Film Processing	98	$22.05	$875,686
Photographic Equipment	107	$45.79	$1,818,474
Photographer Fees/Other Supplies & Equip Rental/Repair	105	$32.36	$1,285,285
Reading	103	$160.22	$6,362,947
Magazine/Newspaper Subscriptions	100	$63.40	$2,517,718
Magazine/Newspaper Single Copies	102	$19.58	$777,590
Books	107	$77.24	$3,067,639

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.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Recreation Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Demographic Summary	**2010**	**2015**
Population	236,113	245,868
Households	74,097	76,843
Families	58,409	60,174
Median Age	34.6	34.8
Median Household Income	$60,242	$64,491

	Spending Potential Index	**Average Amount Spent**	**Total**
Entertainment/Recreation Fees and Admissions	124	$765.30	$56,706,770
Admission to Movies, Theater, Opera, Ballet	122	$185.71	$13,760,562
Admission to Sporting Events, excl. Trips	121	$72.08	$5,340,719
Fees for Participant Sports, excl. Trips	121	$128.99	$9,557,827
Fees for Recreational Lessons	129	$176.62	$13,087,079
Membership Fees for Social/Recreation/Civic Clubs	123	$201.00	$14,893,251
Dating Services	118	$0.91	$67,332
Rental of Video Cassettes and DVDs	116	$47.98	$3,555,418
Toys & Games	115	$167.19	$12,387,928
Toys and Playground Equipment	115	$162.16	$12,015,495
Play Arcade Pinball/Video Games	120	$2.27	$168,346
Online Entertainment and Games	119	$2.75	$204,087
Recreational Vehicles and Fees	109	$353.15	$26,167,435
Docking and Landing Fees for Boats and Planes	125	$8.84	$655,302
Camp Fees	125	$35.99	$2,667,112
Purchase of RVs or Boats	107	$297.63	$22,053,221
Rental of RVs or Boats	125	$10.69	$791,800
Sports, Recreation and Exercise Equipment	91	$165.14	$12,236,648
Exercise Equipment and Gear, Game Tables	97	$79.33	$5,878,027
Bicycles	122	$24.20	$1,792,804
Camping Equipment	48	$7.00	$518,404
Hunting and Fishing Equipment	64	$24.57	$1,820,657
Winter Sports Equipment	118	$7.64	$565,757
Water Sports Equipment	102	$6.83	$505,948
Other Sports Equipment	112	$10.61	$786,262
Rental/Repair of Sports/Recreation/Exercise Equipment	125	$4.98	$368,789
Photographic Equipment and Supplies	117	$120.85	$8,954,820
Film	108	$7.95	$589,199
Film Processing	110	$24.70	$1,830,359
Photographic Equipment	120	$51.22	$3,795,017
Photographer Fees/Other Supplies & Equip Rental/Repair	120	$36.98	$2,740,245
Reading	114	$177.19	$13,129,259
Magazine/Newspaper Subscriptions	111	$70.41	$5,217,094
Magazine/Newspaper Single Copies	110	$21.10	$1,563,135
Books	118	$85.69	$6,349,030

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.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

Top Tapestry Segments:	
In Style	16.3%
Pleasant-Ville	16.1%
Sophisticated Squires	15.2%
Modest Income Homes	11.6%
Suburban Splendor	9.6%

Demographic Summary	**2010**	**2015**
Population	14,294	14,533
Households	4,461	4,530
Families	3,560	3,588
Median Age	34.8	34.9
Median Household Income	$62,503	$68,386

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	76	$1,810.35	$8,075,962
Men's	71	$324.18	$1,446,178
Women's	68	$560.41	$2,500,002
Children's	80	$320.41	$1,429,341
Footwear	52	$218.51	$974,763
Watches & Jewelry	109	$211.68	$944,305
Apparel Products and Services[1]	187	$175.16	$781,374
Computer			
Computers and Hardware for Home Use	106	$202.99	$905,523
Software and Accessories for Home Use	106	$30.20	$134,739
Entertainment & Recreation	108	$3,497.33	$15,601,597
Fees and Admissions	114	$704.25	$3,141,679
Membership Fees for Clubs[2]	114	$187.20	$835,084
Fees for Participant Sports, excl. Trips	110	$117.85	$525,725
Admission to Movie/Theatre/Opera/Ballet	111	$167.80	$748,572
Admission to Sporting Events, excl. Trips	113	$66.96	$298,696
Fees for Recreational Lessons	120	$163.62	$729,895
Dating Services	108	$0.83	$3,707
TV/Video/Audio	105	$1,307.98	$5,834,894
Community Antenna or Cable TV	105	$760.02	$3,390,467
Televisions	109	$210.29	$938,114
VCRs, Video Cameras, and DVD Players	104	$21.17	$94,431
Video Cassettes and DVDs	103	$54.47	$242,983
Video and Computer Game Hardware and Software	109	$61.01	$272,150
Satellite Dishes	102	$1.29	$5,760
Rental of Video Cassettes and DVDs	104	$42.67	$190,351
Streaming/Downloaded Video	112	$1.57	$7,010
Audio[3]	100	$147.23	$656,794
Rental and Repair of TV/Radio/Audio	109	$8.26	$36,832
Pets	129	$554.01	$2,471,448
Toys and Games[4]	106	$153.79	$686,079
Recreational Vehicles and Fees[5]	99	$319.44	$1,425,014
Sports/Recreation/Exercise Equipment[6]	83	$151.06	$673,866
Photo Equipment and Supplies[7]	107	$110.71	$493,893
Reading[8]	108	$167.58	$747,561
Catered Affairs[9]	116	$28.51	$127,162
Food	106	$8,161.65	$36,409,130
Food at Home	106	$4,722.70	$21,067,984
Bakery and Cereal Products	106	$629.58	$2,808,571
Meat, Poultry, Fish, and Eggs	107	$1,104.13	$4,925,528
Dairy Products	104	$519.20	$2,316,129
Fruit and Vegetables	106	$835.30	$3,726,257
Snacks and Other Food at Home[10]	105	$1,634.50	$7,291,500
Food Away from Home	107	$3,438.95	$15,341,146
Alcoholic Beverages	109	$619.67	$2,764,331
Nonalcoholic Beverages at Home	105	$460.48	$2,054,216

RE/MAX COMMERCIAL

Retail Goods and Services Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	103	$1,795.44	$8,009,474
Vehicle Loans	100	$4,939.33	$22,034,350
Health			
Nonprescription Drugs	100	$102.68	$458,059
Prescription Drugs	101	$501.92	$2,239,063
Eyeglasses and Contact Lenses	108	$82.82	$369,466
Home			
Mortgage Payment and Basics[11]	113	$10,616.25	$47,359,096
Maintenance and Remodeling Services	115	$2,275.29	$10,150,075
Maintenance and Remodeling Materials[12]	105	$389.35	$1,736,893
Utilities, Fuel, and Public Services	106	$4,815.79	$21,483,225
Household Furnishings and Equipment			
Household Textiles[13]	108	$143.15	$638,572
Furniture	109	$657.81	$2,934,475
Floor Coverings	114	$85.60	$381,867
Major Appliances[14]	105	$317.09	$1,414,556
Housewares[15]	94	$80.72	$360,073
Small Appliances	105	$34.37	$153,309
Luggage	110	$10.17	$45,366
Telephones and Accessories	71	$30.20	$134,707
Household Operations			
Child Care	110	$507.27	$2,262,936
Lawn and Garden[16]	107	$448.07	$1,998,854
Moving/Storage/Freight Express	105	$63.44	$282,985
Housekeeping Supplies[17]	105	$738.39	$3,293,972
Insurance			
Owners and Renters Insurance	106	$490.14	$2,186,499
Vehicle Insurance	107	$1,240.94	$5,535,828
Life/Other Insurance	108	$448.68	$2,001,578
Health Insurance	103	$1,991.74	$8,885,155
Personal Care Products[18]	106	$423.18	$1,887,793
School Books and Supplies[19]	102	$109.04	$486,427
Smoking Products	100	$429.34	$1,915,270
Transportation			
Vehicle Purchases (Net Outlay)[20]	103	$4,527.51	$20,197,224
Gasoline and Motor Oil	103	$2,943.38	$13,130,438
Vehicle Maintenance and Repairs	106	$1,000.66	$4,463,932
Travel			
Airline Fares	114	$522.40	$2,330,427
Lodging on Trips	112	$488.63	$2,179,768
Auto/Truck/Van Rental on Trips	117	$43.03	$191,968
Food and Drink on Trips	109	$475.52	$2,121,314

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.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1 mile radius

Latitude: 25.603301
Longitude: -80.348478

[1]**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

[5]**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

[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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.

[12]**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.

[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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.

[19]**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

[20]**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Retail Goods and Services Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

Top Tapestry Segments:	
Industrious Urban Fringe	13.0%
Family Foundations	7.4%
Pleasant-Ville	7.3%
High Rise Renters	6.4%
Suburban Splendor	6.1%

Demographic Summary	**2010**	**2015**
Population	123,485	125,763
Households	39,714	40,380
Families	30,599	30,829
Median Age	34.9	34.9
Median Household Income	$55,673	$60,334

	Spending Potential Index	**Average Amount Spent**	**Total**
Apparel and Services	75	$1,803.36	$71,618,754
Men's	70	$322.27	$12,798,783
Women's	66	$550.01	$21,843,152
Children's	80	$318.89	$12,664,552
Footwear	53	$219.31	$8,709,588
Watches & Jewelry	107	$207.12	$8,225,459
Apparel Products and Services[1]	198	$185.76	$7,377,221
Computer			
Computers and Hardware for Home Use	106	$203.37	$8,076,649
Software and Accessories for Home Use	105	$30.02	$1,192,165
Entertainment & Recreation	105	$3,395.71	$134,857,036
Fees and Admissions	110	$679.60	$26,989,572
Membership Fees for Clubs[2]	109	$178.71	$7,097,466
Fees for Participant Sports, excl. Trips	107	$113.81	$4,519,871
Admission to Movie/Theatre/Opera/Ballet	110	$167.47	$6,650,882
Admission to Sporting Events, excl. Trips	106	$62.96	$2,500,294
Fees for Recreational Lessons	114	$155.77	$6,186,295
Dating Services	114	$0.88	$34,764
TV/Video/Audio	104	$1,287.33	$51,125,009
Community Antenna or Cable TV	103	$740.92	$29,425,038
Televisions	108	$208.35	$8,274,316
VCRs, Video Cameras, and DVD Players	105	$21.35	$848,072
Video Cassettes and DVDs	104	$54.92	$2,181,104
Video and Computer Game Hardware and Software	106	$59.16	$2,349,452
Satellite Dishes	102	$1.28	$50,736
Rental of Video Cassettes and DVDs	105	$43.06	$1,710,251
Streaming/Downloaded Video	115	$1.61	$63,763
Audio[3]	101	$148.31	$5,889,843
Rental and Repair of TV/Radio/Audio	110	$8.37	$332,433
Pets	124	$534.00	$21,207,458
Toys and Games[4]	103	$149.99	$5,956,517
Recreational Vehicles and Fees[5]	95	$306.52	$12,173,180
Sports/Recreation/Exercise Equipment[6]	80	$145.40	$5,774,388
Photo Equipment and Supplies[7]	104	$107.43	$4,266,577
Reading[8]	103	$160.22	$6,362,947
Catered Affairs[9]	102	$25.22	$1,001,392
Food	105	$8,101.24	$321,732,764
Food at Home	105	$4,698.43	$186,593,408
Bakery and Cereal Products	104	$621.33	$24,675,612
Meat, Poultry, Fish, and Eggs	106	$1,100.49	$43,704,730
Dairy Products	104	$515.53	$20,473,925
Fruit and Vegetables	107	$843.68	$33,505,989
Snacks and Other Food at Home[10]	104	$1,617.39	$64,233,151
Food Away from Home	106	$3,402.81	$135,139,357
Alcoholic Beverages	106	$606.25	$24,076,595
Nonalcoholic Beverages at Home	105	$458.12	$18,193,959

RE/MAX COMMERCIAL

Retail Goods and Services Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	100	$1,747.76	$69,410,620
Vehicle Loans	99	$4,857.76	$192,920,883
Health			
Nonprescription Drugs	98	$100.56	$3,993,749
Prescription Drugs	93	$464.98	$18,466,019
Eyeglasses and Contact Lenses	102	$78.50	$3,117,630
Home			
Mortgage Payment and Basics[11]	107	$10,055.44	$399,341,924
Maintenance and Remodeling Services	107	$2,113.43	$83,932,568
Maintenance and Remodeling Materials[12]	99	$367.51	$14,595,386
Utilities, Fuel, and Public Services	102	$4,625.21	$183,685,496
Household Furnishings and Equipment			
Household Textiles[13]	105	$139.87	$5,554,907
Furniture	107	$644.60	$25,599,562
Floor Coverings	105	$78.81	$3,130,053
Major Appliances[14]	100	$303.00	$12,033,476
Housewares[15]	95	$81.38	$3,232,038
Small Appliances	103	$33.60	$1,334,550
Luggage	106	$9.85	$391,103
Telephones and Accessories	71	$30.39	$1,206,834
Household Operations			
Child Care	109	$504.55	$20,037,566
Lawn and Garden[16]	100	$419.29	$16,651,872
Moving/Storage/Freight Express	109	$66.13	$2,626,386
Housekeeping Supplies[17]	103	$719.99	$28,593,817
Insurance			
Owners and Renters Insurance	98	$453.94	$18,027,778
Vehicle Insurance	104	$1,208.96	$48,012,638
Life/Other Insurance	98	$410.39	$16,298,193
Health Insurance	98	$1,890.38	$75,074,420
Personal Care Products[18]	105	$419.70	$16,667,957
School Books and Supplies[19]	102	$109.23	$4,337,902
Smoking Products	97	$413.99	$16,441,138
Transportation			
Vehicle Purchases (Net Outlay)[20]	101	$4,440.21	$176,338,629
Gasoline and Motor Oil	100	$2,861.89	$113,656,934
Vehicle Maintenance and Repairs	104	$979.55	$38,901,702
Travel			
Airline Fares	113	$516.53	$20,513,444
Lodging on Trips	107	$464.55	$18,449,315
Auto/Truck/Van Rental on Trips	113	$41.62	$1,652,746
Food and Drink on Trips	106	$460.21	$18,276,789

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.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 3 miles radius

Latitude: 25.603301
Longitude: -80.348478

[1] **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

[5] **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

[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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.

[12] **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.

[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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.

[19] **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

[20] **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Retail Goods and Services Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

Top Tapestry Segments:	
Up and Coming Families	15.1%
Industrious Urban Fringe	10.4%
Sophisticated Squires	6.9%
Pleasant-Ville	6.2%
Family Foundations	6.0%

Demographic Summary	**2010**	**2015**
Population	236,113	245,868
Households	74,097	76,843
Families	58,409	60,174
Median Age	34.6	34.8
Median Household Income	$60,242	$64,491

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	83	$1,987.33	$147,255,105
Men's	78	$356.13	$26,388,006
Women's	73	$607.75	$45,032,627
Children's	88	$353.27	$26,175,973
Footwear	58	$240.89	$17,849,464
Watches & Jewelry	119	$231.52	$17,154,991
Apparel Products and Services[1]	211	$197.77	$14,654,042
Computer			
Computers and Hardware for Home Use	118	$225.84	$16,733,798
Software and Accessories for Home Use	118	$33.49	$2,481,579
Entertainment & Recreation	118	$3,795.70	$281,250,173
Fees and Admissions	124	$765.30	$56,706,770
Membership Fees for Clubs[2]	123	$201.00	$14,893,251
Fees for Participant Sports, excl. Trips	121	$128.99	$9,557,827
Admission to Movie/Theatre/Opera/Ballet	122	$185.71	$13,760,562
Admission to Sporting Events, excl. Trips	121	$72.08	$5,340,719
Fees for Recreational Lessons	129	$176.62	$13,087,079
Dating Services	118	$0.91	$67,332
TV/Video/Audio	114	$1,419.70	$105,195,500
Community Antenna or Cable TV	112	$810.75	$60,074,349
Televisions	121	$233.72	$17,318,123
VCRs, Video Cameras, and DVD Players	117	$23.72	$1,757,288
Video Cassettes and DVDs	115	$60.65	$4,494,224
Video and Computer Game Hardware and Software	119	$66.36	$4,917,068
Satellite Dishes	117	$1.47	$109,104
Rental of Video Cassettes and DVDs	116	$47.98	$3,555,418
Streaming/Downloaded Video	124	$1.74	$128,988
Audio[3]	112	$164.14	$12,162,545
Rental and Repair of TV/Radio/Audio	121	$9.16	$678,392
Pets	139	$598.27	$44,329,850
Toys and Games[4]	115	$167.19	$12,387,928
Recreational Vehicles and Fees[5]	109	$353.15	$26,167,435
Sports/Recreation/Exercise Equipment[6]	91	$165.14	$12,236,648
Photo Equipment and Supplies[7]	117	$120.85	$8,954,820
Reading[8]	114	$177.19	$13,129,259
Catered Affairs[9]	117	$28.91	$2,141,961
Food	116	$8,888.38	$658,601,939
Food at Home	115	$5,132.68	$380,316,475
Bakery and Cereal Products	114	$679.26	$50,330,993
Meat, Poultry, Fish, and Eggs	116	$1,197.65	$88,742,014
Dairy Products	113	$563.54	$41,756,872
Fruit and Vegetables	117	$916.53	$67,912,066
Snacks and Other Food at Home[10]	114	$1,775.71	$131,574,528
Food Away from Home	117	$3,755.69	$278,285,465
Alcoholic Beverages	117	$670.13	$49,654,531
Nonalcoholic Beverages at Home	114	$501.02	$37,123,956

Retail Goods and Services Expenditures

Prepared by Bill Planes

Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 5 miles radius

Latitude: 25.603301
Longitude: -80.348478

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	113	$1,963.84	$145,514,294
Vehicle Loans	111	$5,460.40	$404,599,321
Health			
Nonprescription Drugs	108	$111.20	$8,239,538
Prescription Drugs	103	$513.58	$38,054,661
Eyeglasses and Contact Lenses	114	$87.45	$6,479,916
Home			
Mortgage Payment and Basics[11]	123	$11,503.40	$852,367,331
Maintenance and Remodeling Services	122	$2,417.47	$179,127,474
Maintenance and Remodeling Materials[12]	113	$418.70	$31,024,297
Utilities, Fuel, and Public Services	113	$5,100.35	$377,920,817
Household Furnishings and Equipment			
Household Textiles[13]	117	$156.21	$11,574,363
Furniture	120	$723.20	$53,586,685
Floor Coverings	118	$88.36	$6,547,153
Major Appliances[14]	112	$340.99	$25,266,297
Housewares[15]	104	$89.80	$6,653,712
Small Appliances	113	$36.96	$2,738,619
Luggage	120	$11.07	$820,287
Telephones and Accessories	79	$33.86	$2,509,275
Household Operations			
Child Care	124	$575.34	$42,630,726
Lawn and Garden[16]	114	$476.26	$35,289,244
Moving/Storage/Freight Express	121	$73.22	$5,425,672
Housekeeping Supplies[17]	113	$795.27	$58,927,016
Insurance			
Owners and Renters Insurance	112	$516.76	$38,290,283
Vehicle Insurance	115	$1,336.98	$99,065,905
Life/Other Insurance	111	$465.00	$34,455,034
Health Insurance	108	$2,087.46	$154,674,606
Personal Care Products[18]	117	$464.87	$34,445,141
School Books and Supplies[19]	113	$120.54	$8,932,017
Smoking Products	105	$447.48	$33,156,922
Transportation			
Vehicle Purchases (Net Outlay)[20]	114	$4,986.14	$369,457,827
Gasoline and Motor Oil	111	$3,178.67	$235,530,194
Vehicle Maintenance and Repairs	115	$1,086.82	$80,530,000
Travel			
Airline Fares	126	$576.82	$42,740,926
Lodging on Trips	120	$524.01	$38,827,666
Auto/Truck/Van Rental on Trips	128	$47.09	$3,489,385
Food and Drink on Trips	119	$515.95	$38,230,153

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.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

[1]**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

[5]**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

[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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.

[12]**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.

[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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.

[19]**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

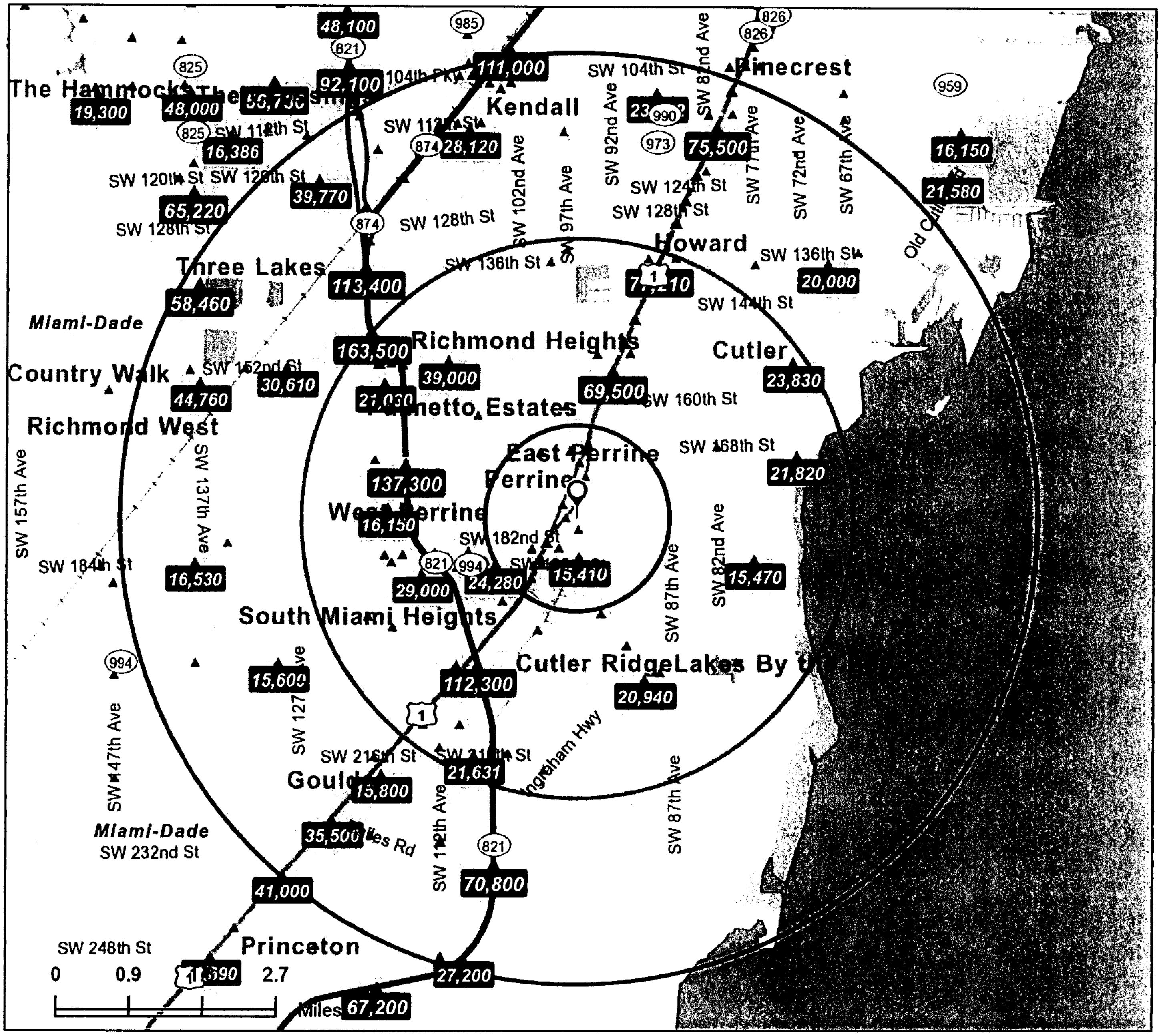
[20]**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

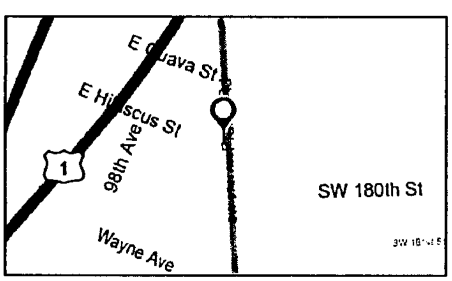
RE/MAX COMMERCIAL

Traffic Count Map

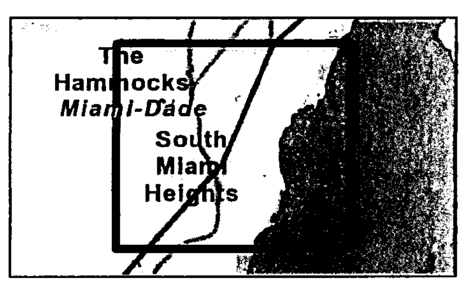
Village of Palmetto Bay
9705 E Hibiscus St, Palmetto Bay, FL, 33157
Ring: 1, 3, 5 Miles

Prepared by Bill Planes





Average Daily Traffic Volume
Up to 6,000 vehicles per day
▲6,001 - 15,000
▲15,001 - 30,000
▲30,001 - 50,000
▲50,001 - 100,000
▲More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 05, 2012

Village of Palmetto Bay Florida
Est. 2002

Final Report

BALLARD*KING
& ASSOCIATES LTD

February 27, 2012

Table of Contents

Section I – Market Analysis

The Village of Palmetto Bay is currently exploring the possibility of adding an indoor, multi-purpose, banquet space to the Thalatta Estate with the goal of expanding the number of weddings and other events that can be hosted by the facility. The following is a demographic analysis of the Village of Palmetto Bay and the surrounding area as well as an analysis of other similar facilities that are located in the south Miami area.

Service Areas: The focus of the facility would be to serve the residents of the Village of Palmetto Bay but it is recognized that a center of this nature will draw from well beyond the boundaries of the community. It is with this thought in mind that the Secondary Service Area has been identified by the following boundaries; north, highway 94, south SW 248th St., west, highway 825, south to SW 184TH St., west to 152nd and then south again. However, it is clear that people could come from throughout the greater Miami area to utilize the Thalatta Estate for weddings and other special activities. But it is difficult to analyze demographic characteristics for this large of a geographic area.

Secondary service areas are usually defined by the distance people will travel on at least an occasional basis to utilize a facility or its programs. Service areas can also vary in size with the types of components that are included in a facility.

Table A – Service Area Comparison Chart:

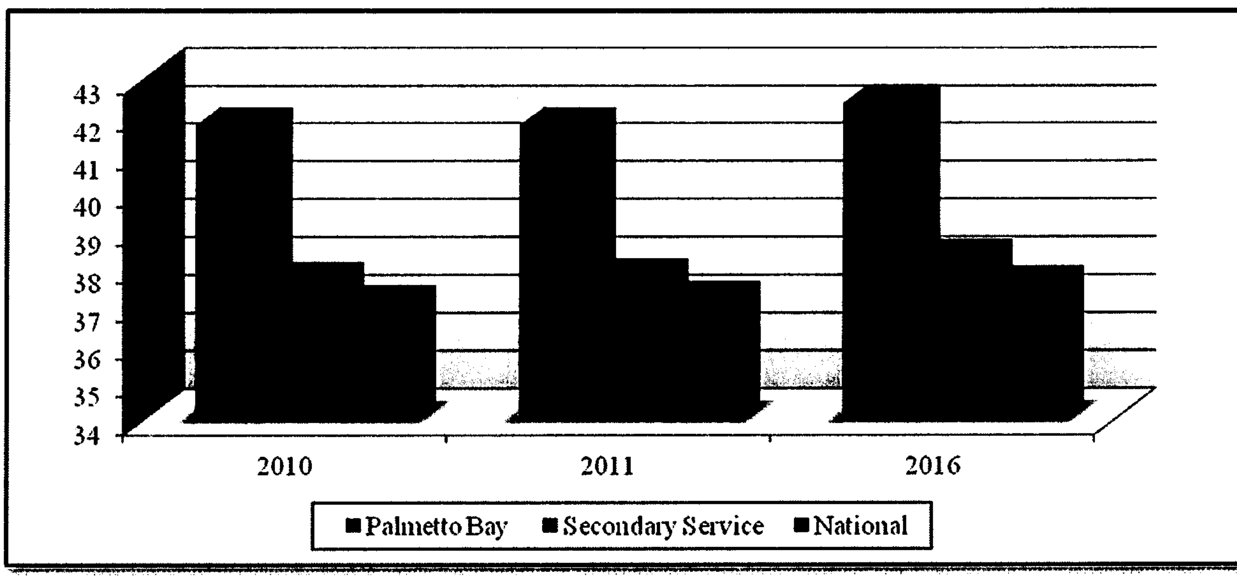
	Village of Palmetto Bay	Secondary Service Area
Population:		
2010 Census	23,410	276,393
2011 Projection	23,420	278,484
2016 Projection	23,809	288,737
Households:		
2010 Census	7,923	91,442
2011 Projection	7,930	92,112
2016 Estimate	8,108	95,676
Families:		
2010 Census	6,537	70,704
2011 Projection	6,535	71,279
2016 Projection	6,662	73,705
Average Household Size:		
2010 Census	2.95	2.99
2011 Projection	2.95	2.99
2016 Projection	2.93	2.99
Ethnicity: 2011 Estimate		
Hispanic	39.5%	55.4%
White	84.9%	73.8%
Black	6.2%	18.1%
American Indian	0.1%	0.2%
Asian	4.5%	2.6%
Pacific Islander	0.04%	0.03%
Other	2.1%	2.6%
Multiple	2.2%	2.6%
Median Age:		
2010 Census	41.8	37.7
2011 Projection	41.8	37.8
2016 Projection	42.4	38.3
Median Income:		
2011 Projection	$103,437	$54,669
2016 Projection	$112,296	$61,801

The median age and household income levels are compared with the national number as both of these factors are primary determiners of utilization of event and recreation facilities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the income level goes up.

Table B – Median Age:

	2010 Census	2011 Projection	2016 Projection
Village of Palmetto Bay	41.8	41.8	42.4
Secondary Service	37.7	37.8	38.3
Nationally	37.1	37.2	37.6

Chart A – Median Age



With the Village of Palmetto Bay and the Secondary Service Area being greatly above and slightly above respectively of the National number it would indicate an older population in Palmetto Bay and a younger population with families in the Secondary Service Area.

Map A – 2010 Median Age by Census Tract

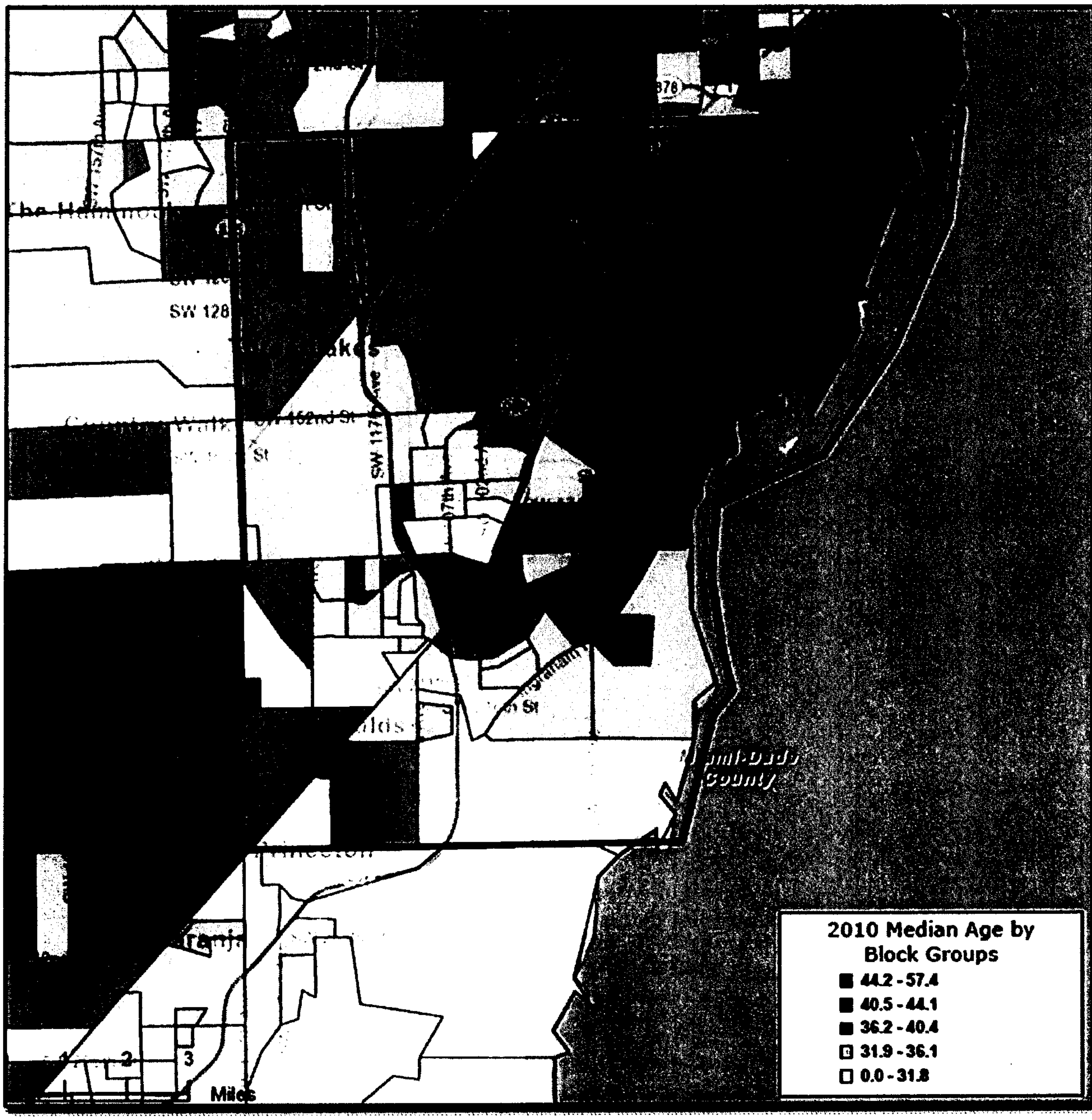
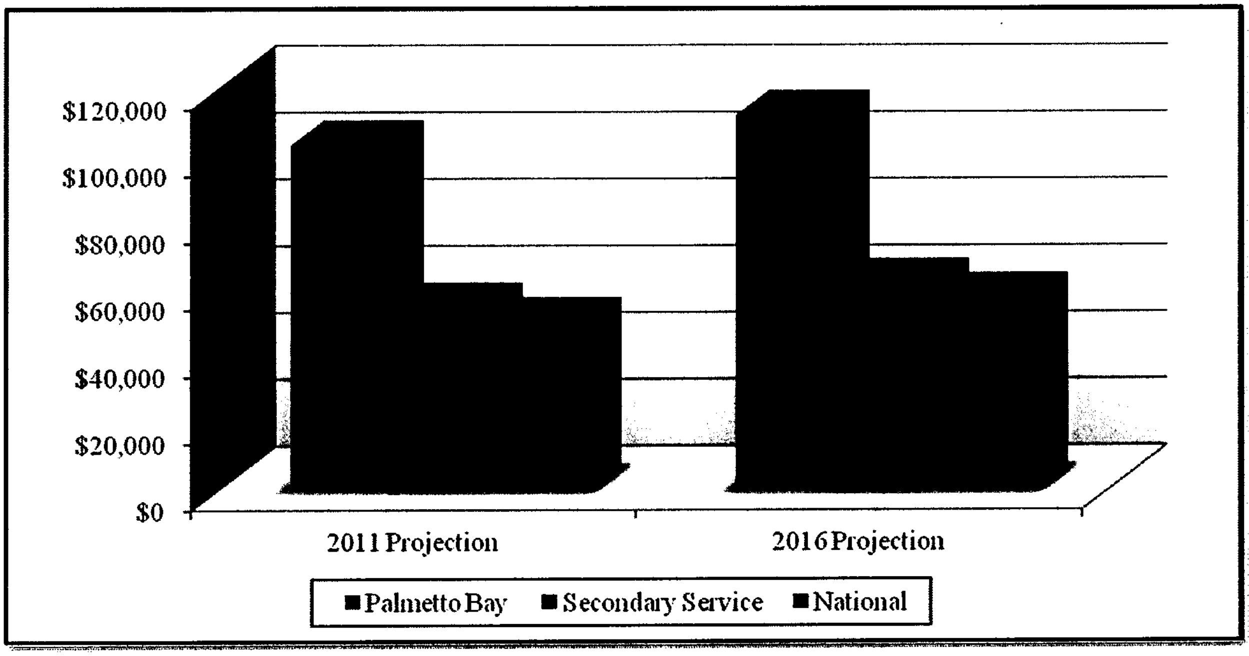


Table C – Median Household Income:

	2011 Projection	2016 Projection
Village of Palmetto Bay	$103,437	$112,296
Secondary Service	$54,669	$61,801
Nationally	$50,227	$57,536

Chart B – Median Household Income



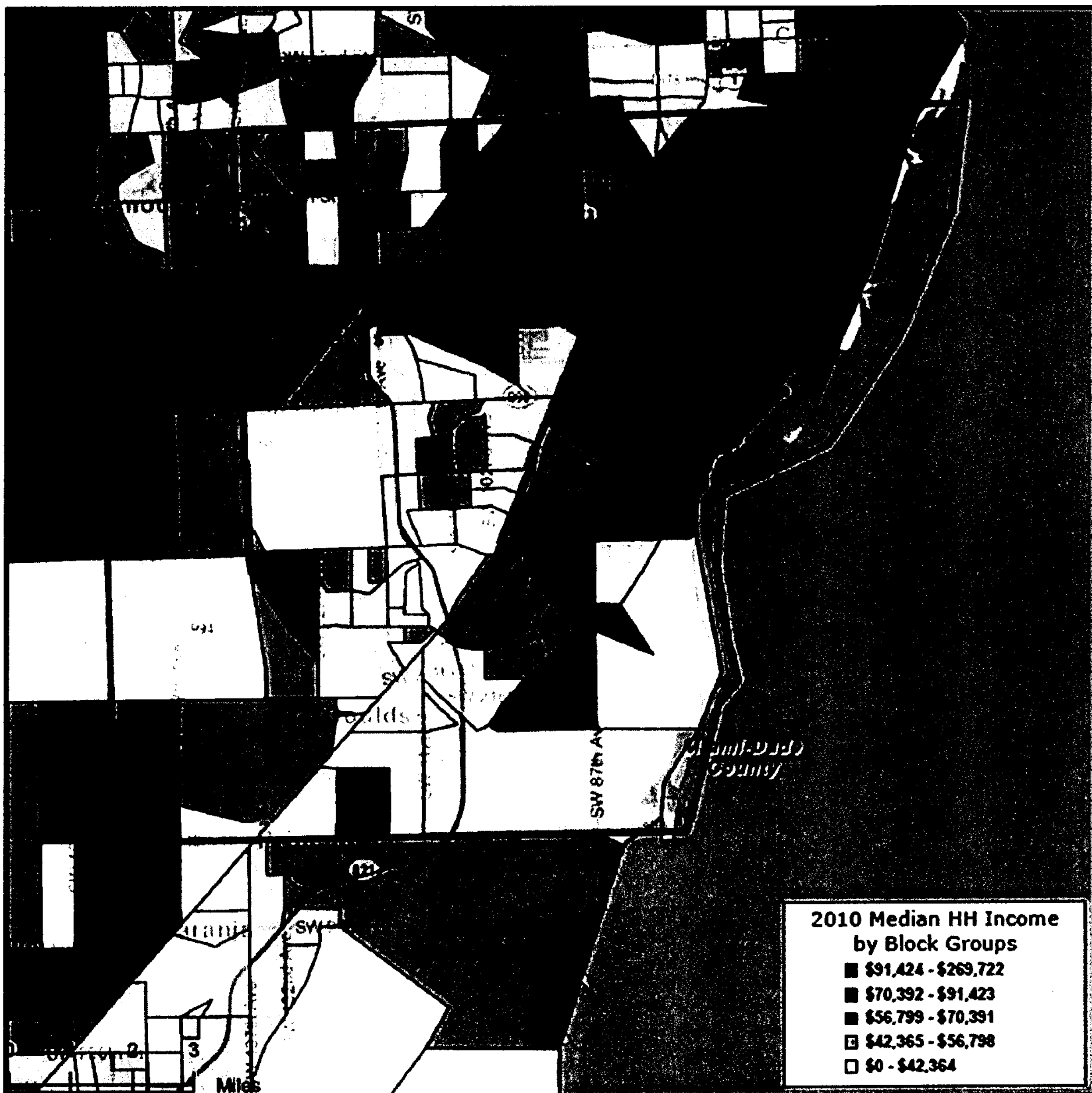
The following comparisons are made using 2011 Median Household Income Projections:

In the Village of Palmetto Bay the percentage of households with median income over $50,000 per year is 74.5% compared to 50.3% on a national level. Furthermore, the percentage of the households in the service area with median income less than $25,000 per year is 13.9% compared to a level of 24.7% nationally.

In the Secondary Service Area the percentage of households with median income over $50,000 per year is 54.4% compared to 50.3% on a national level. Furthermore, the percentage of the households in the service area with median income less than $25,000 per year is 23.1% compared to a level of 24.7% nationally.

This information needs to be kept in mind when developing a fee structure and financial goals for the operations of a facility.

Map B – 2010 Median Income by Census Tract



In addition to taking a look at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular looking at housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snap shot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the Secondary Service Area to the State of Florida.

Table D – Household Budget Expenditures[1]

Secondary Service Area	SPI	Average Amount Spent	Percent
Housing	130	$26,388.78	31.5%
Shelter	*132*	*$20,907.19*	*25.0%*
Utilities, Fuel, Public Service	*121*	*$5,481.57*	*6.6%*
Entertainment & Recreation	128	$4,115.37	4.9%

State of Florida	SPI	Average Amount Spent	Percent
Housing	93	$18,841.86	30.5%
Shelter	*92*	*$14,567.61*	*23.6%*
Utilities, Fuel, Public Service	*94*	*$4,274.25*	*6.9%*
Entertainment & Recreation	95	$3,052.87	4.9%

SPI: Spending Potential Index as compared to the National number of 100.

Average Amount Spent: The average amount spent per household.

Percent: Percent of the total 100% of household expenditures. **Note:** Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

[1] Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2010 and 2015.

Chart C – Household Budget Expenditures Spending Potential Index

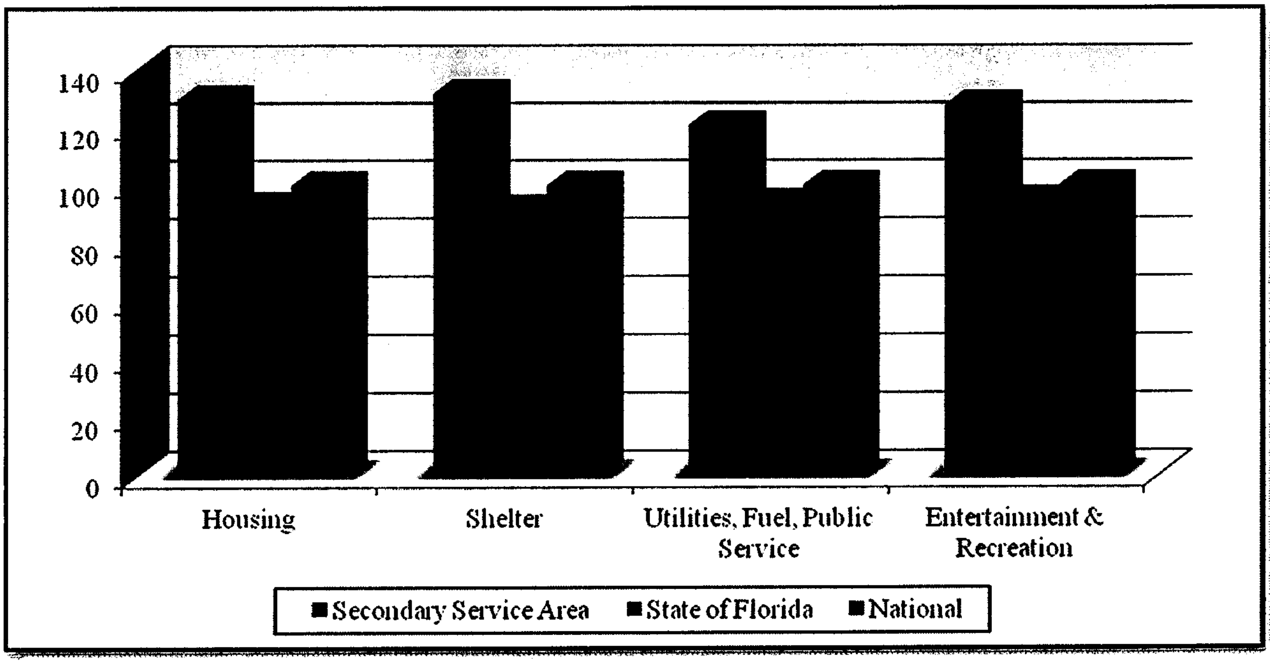


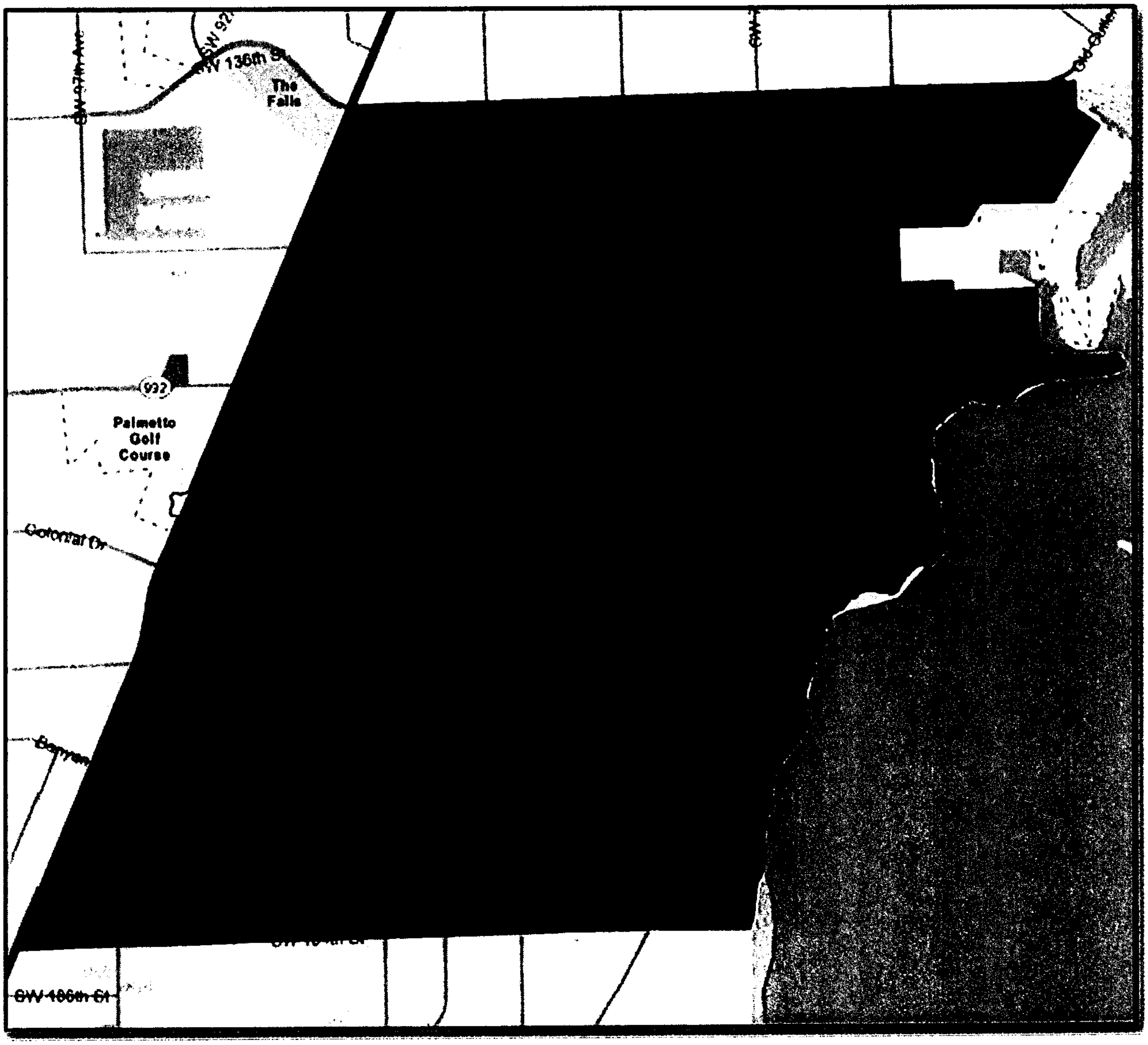
Chart C, illustrates that the Household Budget Expenditures Spending Potential Index in the State of Florida is lower than the National level indicating that as a state less dollars being spent for those services as compared to a National level.

The Household Budget Expenditures Spending Potential Index of the Secondary Service Area would indicate that the dollars being spent is considerably more than what is being spent on a state level and a National level. This would indicate a higher cost of living in the Secondary Service Area.

Additionally, it would appear that the Spending Potential Index (SPI) for Entertainment & Recreation in the Secondary Service Area is significantly higher than the State of Florida and the National Spending Potential Index of 100. This indicates a higher rate of spending for entertainment and recreation purposes.

It will be important to keep this information in mind when developing fee structure and looking at an appropriate cost recovery philosophy.

Map C – Village of Palmetto Bay



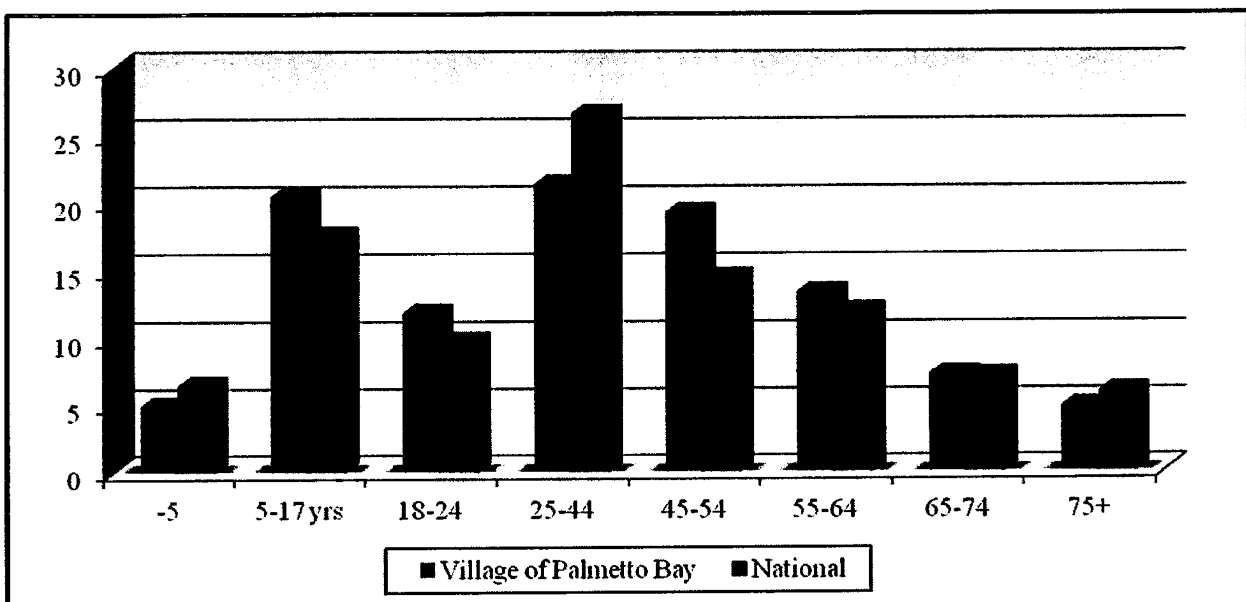
Population Distribution by Age: Utilizing census information for the Village of Palmetto Bay, the following comparisons are possible.

Table E – 2011 Village of Palmetto Bay Age Distribution
(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
-5	1,175	5.0%	6.5%	-1.5%
5-17	4,792	20.5%	17.6%	+2.9%
18-24	2,786	11.9%	9.8%	+2.1%
25-44	5,001	21.4%	26.6%	-5.2%
45-54	4,528	19.3%	14.5%	+4.8%
55-64	3,137	13.4%	12.0%	+1.4%
65-74	1,715	7.3%	7.2%	+0.1%
75+	1,144	4.9%	6.0%	-1.1%

Population:	2010 census estimates in the different age groups in the Village of Palmetto Bay.
% of Total:	Percentage of the Village of Palmetto Bay population in the age group.
National Population:	Percentage of the national population in the age group.
Difference:	Percentage difference between the Village of Palmetto Bay population and the national population.

Chart D – 2011 Village of Palmetto Bay Age Group Distribution



The demographic makeup of the Village of Palmetto Bay, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the 5-17, 18-24, 45-54, 55-64, 65-74 age groups and a smaller population in the -5, 25-44 and 75+ age groups. The largest positive variance is in the 45-54 age group with +4.8%, while the greatest negative variance is in the 25-44 age group with -5.2%.

Population Distribution Comparison by Age: Utilizing census information from the Village of Palmetto Bay, the following comparisons are possible.

Table F – 2010 Village of Palmetto Bay Population Estimates
(U.S. Census Information and ESRI)

Ages	2010 Population	2011 Population	2016 Population	Percent Change	Percent Change Nat'l
-5	1,189	1,175	1,205	+1.3%	+3.4%
5-17	4,819	4,792	4,778	-0.9%	+1.7%
18-24	1,917	2,786	1,857	-3.1%	-2.2%
25-44	4,998	5,001	4,975	-0.5%	+2.9%
45-54	4,555	4,528	4,217	-7.4%	-6.1%
55-64	3,093	3,137	3,416	+10.4%	+11.8%
65-74	1,679	1,715	2,140	+27.5%	+28.6%
75+	1,162	1,144	1,224	+5.3%	+7.0%

Chart E – Village of Palmetto Bay Population Growth

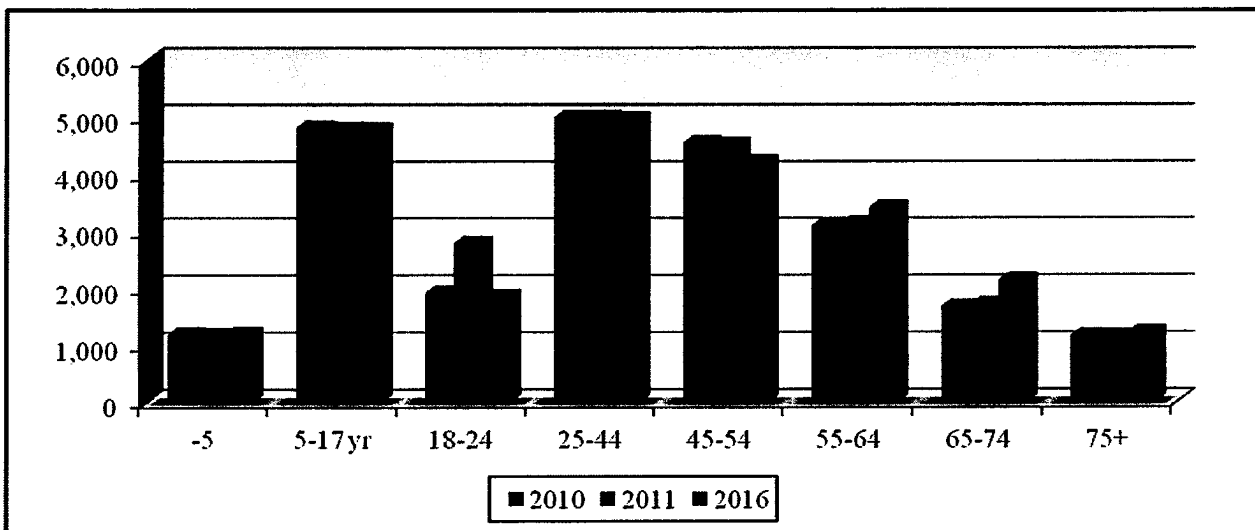


Table-F, illustrates the growth or decline in age group numbers from the 2010 census until the year 2016. It is projected that the age categories of -5, 55-64, 65-74 and 75+ will see an increase in population. It must be remembered that the population of the United States as a whole is aging and it is not unusual to find negative growth numbers in the younger age groups and net gains nearing 45% in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Below is listed the distribution of the population by race and ethnicity for the Village of Palmetto Bay based on 2011 population estimates.

Table G – Village of Palmetto Bay Ethnic Population and Median Age
(Source – U.S. Census Bureau and ESRI)

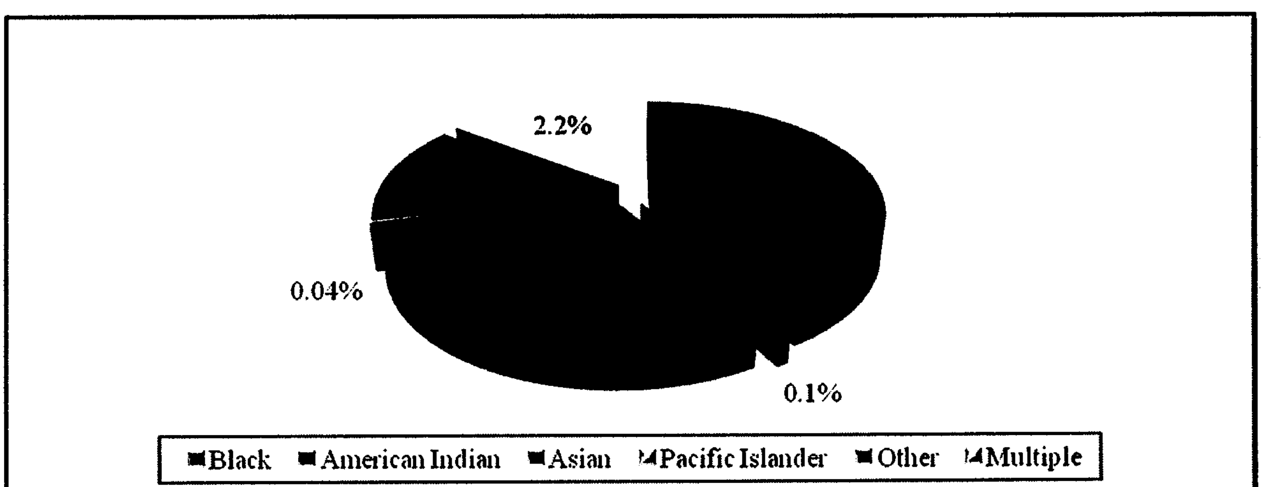
Ethnicity	Total Population	Median Age	% of Population	% of Florida Population
Hispanic	9,253	36.6	39.5%	22.5%

Table H – Village of Palmetto Bay Population by Race and Median Age
(Source – U.S. Census Bureau and ESRI)

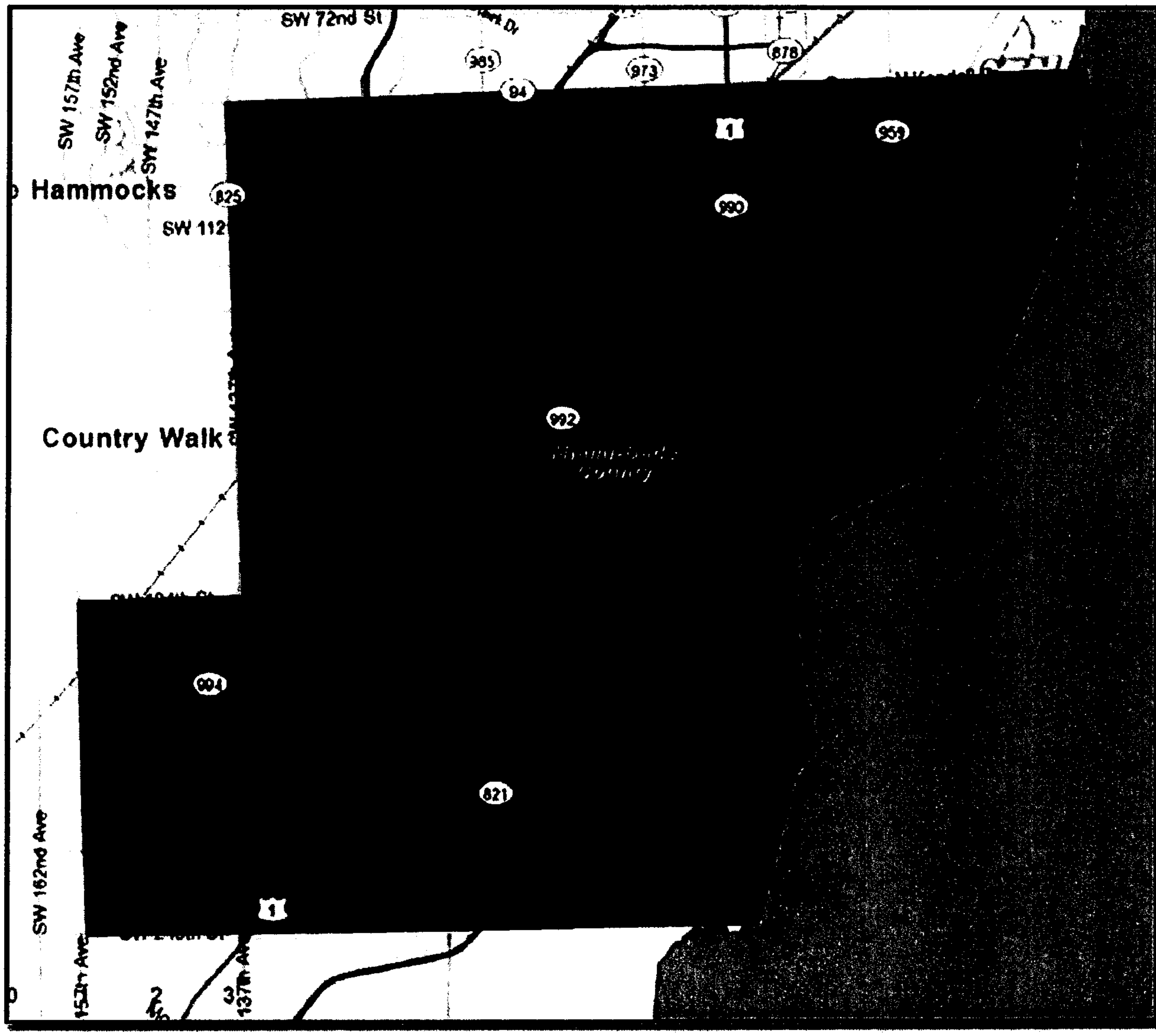
Ethnicity	Total Population	Median Age	% of Population	% of Florida Population
White	19,882	42.3	84.9%	75.0%
Black	1,448	37.6	6.2%	16.0%
American Indian	21	46.5	0.1%	0.4%
Asian	1,046	43.9	4.5%	2.4%
Pacific Islander	10	50.0	0.04%	0.1%
Other	498	32.8	2.1%	3.6%
Multiple	514	24.4	2.2%	2.5%

2011 Village of Palmetto Bay Total Population: 23,420 Residents

Chart F – Village of Palmetto Bay Non-White Population by Race



Map D – Secondary Service Area



Population Distribution by Age: Utilizing census information for the Secondary Service Area, the following comparisons are possible.

Table I – 2011 Secondary Service Area Age Distribution
(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
-5	16,913	6.1%	6.5%	-0.4%
5-17	51,959	18.7%	17.6%	+1.1%
18-24	26,236	9.4%	9.8%	-0.4%
25-44	73,583	26.4%	26.6%	-0.2%
45-54	43,787	14.7%	14.5%	+1.2%
55-64	32,649	11.7%	12.0%	-0.3%
65-74	19,153	6.9%	7.2%	-0.3%
75+	14,206	5.1%	6.0%	-0.9%

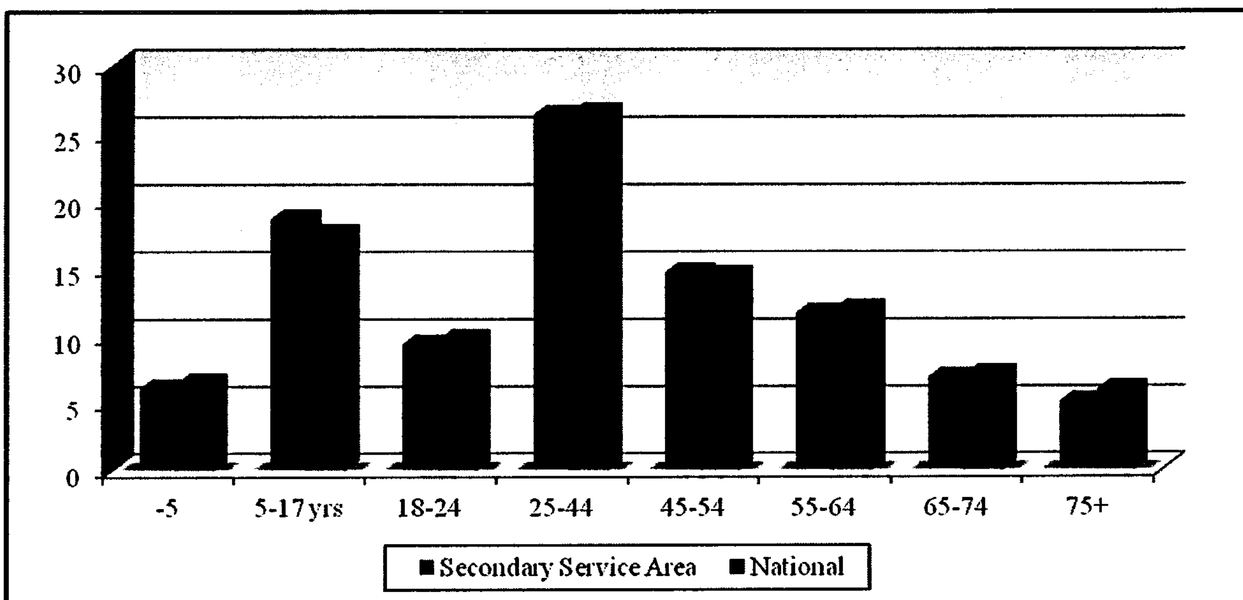
Population: 2010 census estimates in the different age groups in the Secondary Service Area.

% of Total: Percentage of the Secondary Service Area population in the age group.

National Population: Percentage of the national population in the age group.

Difference: Percentage difference between the Secondary Service Area population and the national population.

Chart G – 2011 Secondary Service Area Age Group Distribution



The demographic makeup of the Secondary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the 5-17 and 45-54 age groups and a smaller population in the -5, 18-24, 25-44, 55-64, 65-74 and 75+ age groups. The largest positive variance is in the 45-54 age group with +1.2%, while the greatest negative variance is in the 75+ age group with -0.9%.

Population Distribution Comparison by Age: Utilizing census information from the Secondary Service Area, the following comparisons are possible.

Table J – 2010 Secondary Service Area Population Estimates
(U.S. Census Information and ESRI)

Ages	2010 Population	2011 Population	2016 Population	Percent Change	Percent Change Nat'l
-5	17,018	16,913	17,685	+3.9%	+3.4%
5-17	51,736	51,959	52,825	+2.1%	+1.7%
18-24	26,040	26,236	25,794	-0.9%	-2.2%
25-44	73,208	73,583	75,078	+2.6%	+2.9%
45-54	43,785	43,787	41,465	-5.3%	-6.1%
55-64	31,965	32,649	36,217	+13.3%	+11.8%
65-74	18,535	19,153	24,248	+30.8%	+28.6%
75+	14,107	14,206	15,424	+9.3%	+7.0%

Chart H – Secondary Service Area Population Growth

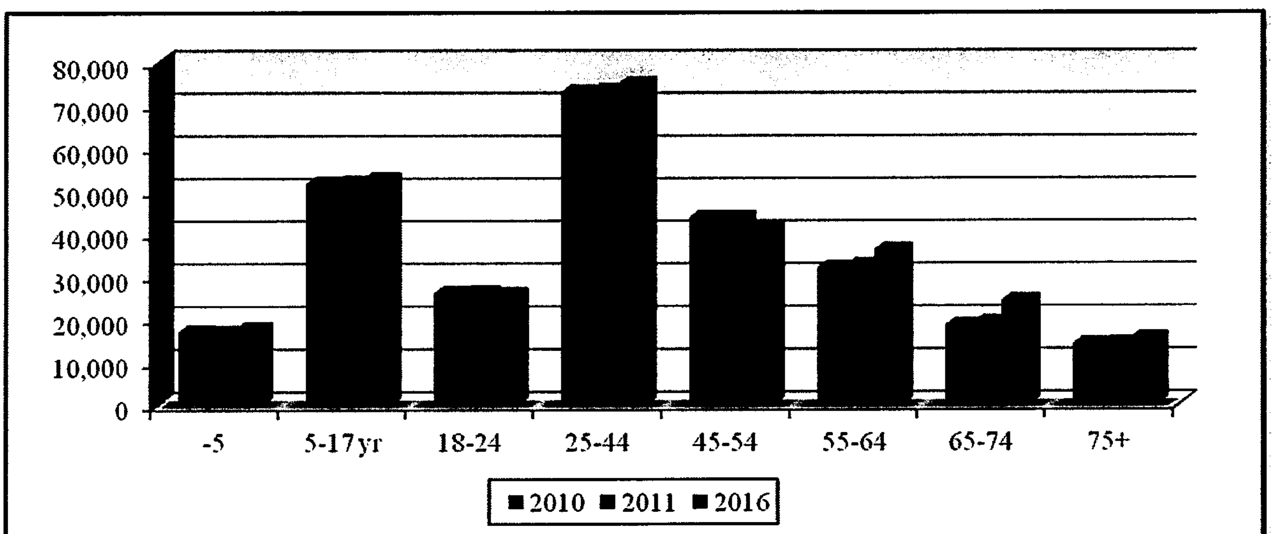


Table-J, illustrates the growth or decline in age group numbers from the 2010 census until the year 2016. It is projected that all age categories except 18-24 and 45-54 will see an increase in population. It must be remembered that the population of the United States as a whole is aging and it is not unusual to find negative growth numbers in the younger age groups and net gains nearing 45% in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Below is listed the distribution of the population by race and ethnicity for the Secondary Service Area based on 2011 population estimates.

Table K – Secondary Service Area Ethnic Population and Median Age
(Source – U.S. Census Bureau and ESRI)

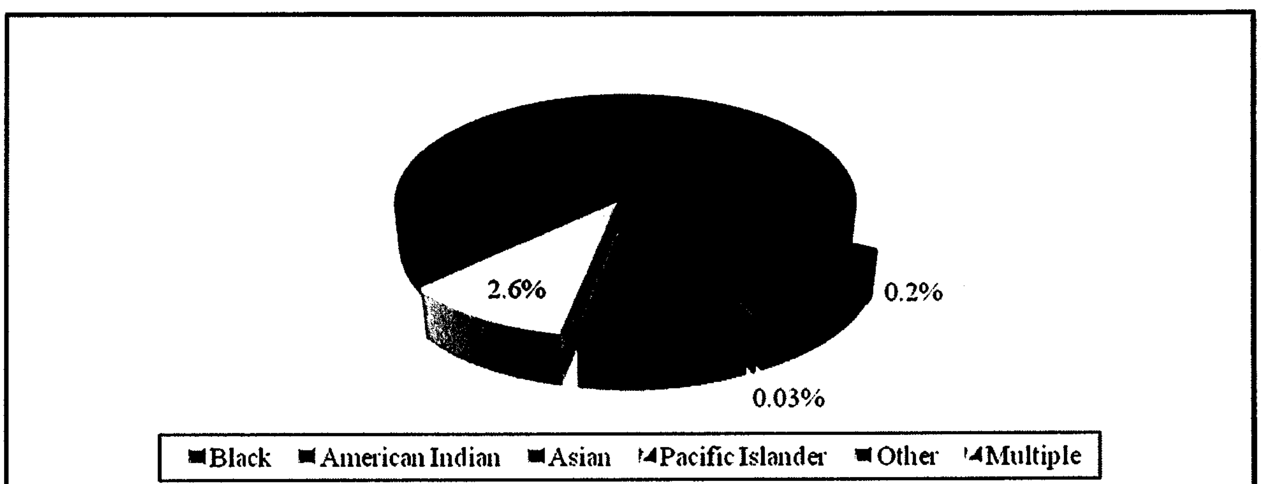
Ethnicity	Total Population	Median Age	% of Population	% of Florida Population
Hispanic	154,188	36.6	55.4%	22.5%

Table L – Secondary Service Area Population by Race and Median Age
(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of Florida Population
White	205,409	39.2	73.8%	75.0%
Black	50,524	32.8	18.1%	16.0%
American Indian	484	32.0	0.2%	0.4%
Asian	7,334	40.9	2.6%	2.4%
Pacific Islander	101	33.6	0.03%	0.1%
Other	7,301	31.9	2.6%	3.6%
Multiple	7,331	30.7	2.6%	2.5%

2011 Secondary Service Area Total Population: 278,484 Residents

Chart I – Secondary Service Area Non-White Population by Race



Other Similar Providers: There are a number of indoor and outdoor events centers in the greater Palmetto Bay area that provide opportunities for similar activities as those being offered at Thalatta Estate. The following is a brief review of each of the major facilities.

Vizcaya Museum and Gardens – Located just south of Miami and operated by Miami Dade County, the museum and gardens actively markets its facilities as a site for weddings and other events. This facility features both indoor and outdoor locations for events but it is one of the most expensive venues in the area. Indoor space is limited to 100 guests. Since the facility is open to the public it cannot be closed off for events unless they occur after hours. There are extensive regulations on what can and cannot be done at the center that limits some events. The facility is designated as a National Historic Landmark and it is a very opulent building and site. There is ample parking in close proximity to the facility. The facility is booked about 6-12 months out and Saturdays are always full.

The Kampong – Operated by the National Tropical Botanical Garden, this is a small outdoor garden and pavilion that can host a wedding of not more than 130. There is no indoor space available and events must use the preferred caterers list. For events over 110 a portable toilet must be rented. The facility is generally booked a year in advance for weekends.

Vizcaya Museum & Gardens

Fairchild Tropical Botanic Garden

Fairchild Tropical Botanic Garden – This extensive facility offers a variety of venues for weddings and events to take place. Indoor spaces include the Jean DuPont Visitor Center Ballroom that can accommodate up to 150 guests (plus the veranda), the Garden House can handle 250 and the lawn area in front even more. There are also two large tents next to the visitor center than can accommodate anywhere from 250 to 500 guests. In addition there are various garden locations that are available for smaller weddings. The rates for rental of the tents are over $10,000 an event. Most of the facility options are booked at least a year in advance. They also conduct a significant number of weekday weddings. This facility has the most options and opportunities for events in the area.

Pinecrest Gardens – Owned by the Village of Pinecrest, this facility is better known for its large music and attendee based events rather than weddings and other activities. There are several outdoor areas for small events and a large open meadow that can accommodate up to 500. Indoor space is limited to two smaller rooms (Hibiscus Room at 1,400 SF and the Historic Entrance at 510 SF) with very limited capacity. The rates for Pinecrest Gardens are considerably less than other venues due in part to the fact that there is no Biscayne Bay frontage.

Deering Estate – This venue is also owned and operated by Miami Dade County and is located just down the street from the Thalatta Estate. It is known for its expansive grass area that overlooks Biscayne Bay. It is also listed as a National Historic Landmark. One of the primary locations for events is the courtyard area in front of the Stone House and events are also held on the lawn overlooking the bay but no tents are allowed. The first floor of the Stone House is also available for events (maximum of 100) but there are a number of restrictions on its use. The park cannot be closed to the public during normal business hours and there is very limited parking on site. The house and lawn area are a long way from the main entrance making event staging more difficult. There is no catering kitchen or bride's room available. The facility books out approximately one year in advance.

In addition to hosting a number of events, the estate also conducts lectures, nature programs, community classes, and youth camps on site.

Deering Estate

The Palmetto Bay Village Center

The Palmetto Bay Village Center – Located just down the street from the Thalatta Estate, this is a large private office complex that features the Palm Room which is a 9,500 SF indoor events space that is on the second floor of one the buildings. The room has an odd L shaped layout that limits the use of some of the space. However, there are views of the bay in the distance and there is also a large outdoor balcony. Space is also available in the atrium lobby and outside on the lakeside terrace. The Palm Room is already booked for all weekends in 2012. This is due in part to the fact that this is the largest indoor space available for events in the area.

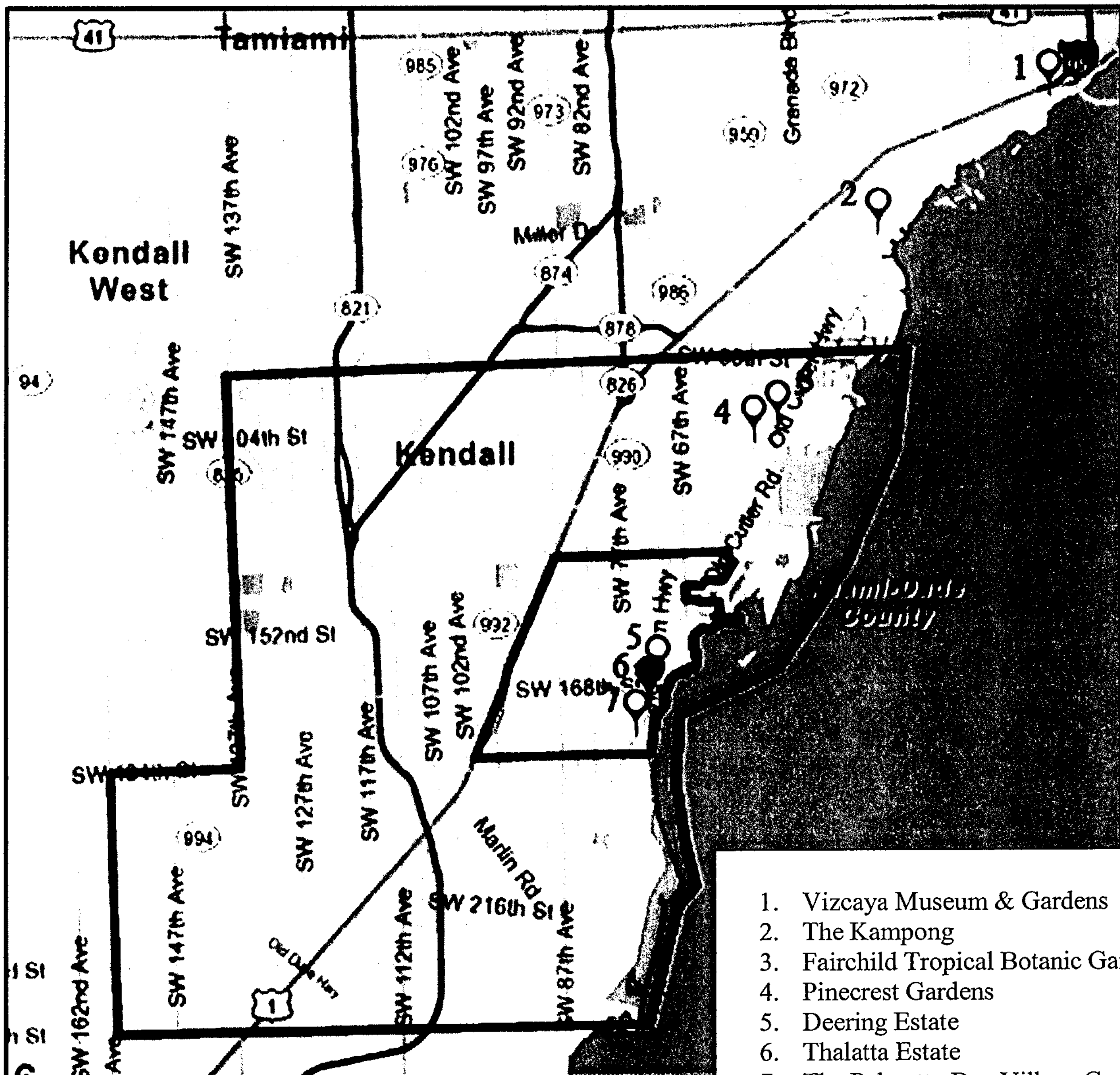
Note: More detailed information on these facilities is located in the appendix of this report.

It is significant that there are no large hotels in the immediate area that can handle large events. The closest would be the Marriott in Dadeland. Country Clubs are another site for weddings and other events but there are also very few in the immediate Palmetto Bay area.

This is a representative listing of alternative wedding/event facilities in the area and is not meant to be a total accounting of all service providers. There may be other facilities located in the greater Miami area that have an impact on the market as well.

Map E – Alternative Service Providers Map:

The following map identifies alternative service providers in and around the Village of Palmetto Bay and the Secondary Service Area.



1. Vizcaya Museum & Gardens
2. The Kampong
3. Fairchild Tropical Botanic Garden
4. Pinecrest Gardens
5. Deering Estate
6. Thalatta Estate
7. The Palmetto Bay Village Center

Summary of Other Similar Providers Findings:

The following summarizes the basic characteristics of the other primary event facilities noted above.

- Most of the venues are booked out a year in advance for prime time use (evenings and weekends) during the high season. Demand is strong for these types of facilities and as a result fees are generally very aggressive.
- The high season for outdoor weddings and events is November through March.
- Since events are not the primary business of most of the facilities, the majority of these types of activities must occur in the evenings when the facilities are closed or have limited use.
- Most of the facilities have limited support areas (catering areas, bride's rooms, etc.) available for events.
- Many of the venues have a strong historic significance and a number are designated as historic sites. These provide excellent backdrops for events, especially the historical buildings.
- Most of the facilities have some indoor space available but these are limited in size. Many allow for temporary tents to be erected increasing the size of covered event space.
- The majority of venues allow the renters to bring their own caterers, and other support staff. However fees must be paid for this privilege.
- Due to the historic nature of many sites as well as the fact that they are open to the public on a daily basis, there are a great deal of limitations on how and where events are conducted as well as the length of time they can be held.
- Almost all of the facilities have direct access and view corridors to Biscayne Bay.

Project Development Recommendations:

As a result of the market information the following are the recommendations for physical improvements to the Thalatta Estate.

- The historic nature and feel of the building must be carried throughout the new addition. The primary access to the new portion of the building should be through the existing front door. The new space must utilize high end finishes and materials that will convey a sense of elegance and value.

- The multi-purpose/banquet area must be able to accommodate a minimum of 250 guests banquet style and have room for a dance floor and serving area. It is estimated that this space will be approximately 7,500 SF.

- The main room should have large windows that open out onto a covered terrace area and provide visuals to the gardens and the bay beyond. A roof top patio should also be included with a good portion of the area being covered.

- The multi-purpose/banquet room should be divisible by air walls into three smaller spaces to be used for meetings, classes and smaller events.

- The flooring in the main room should feature a hard surface with either an integrated dance floor or the ability to overlay a portable floor.

- It is critical that there is adequate storage for all the tables and chairs that will be required for the facility. This storage area should be accessible directly from the banquet room itself.

- The catering kitchen should have easy access to the banquet area, outdoor patio and roof-top patio. This kitchen will not need a great deal of equipment as most caterers will bring their own.

- In addition to the existing restrooms that are located just outside the main house, there will have to be new indoor restrooms that are available just off of the banquet room.

- The multi-purpose/banquet area will need to have integrated AV equipment and black out curtains for the windows to serve a variety of events and functions that will take place at the estate.

- It is not recommended that the upstairs area of the estate be utilized for staff offices. Instead this portion of the house should serve as support areas for weddings and other events. A bride's room should be incorporated into the area that overlooks the lawn and bay.

- The estate will need to have a facility scheduling, class registration, and rental software program to ease management functions.

Other Improvements –

In addition to the specific indoor additions to the facility there are a number of other improvements to the estate that should be considered. These include:

- Improvements to the estate's electrical system to allow for more versatility and flexibility in the use of equipment.

- Build a gazebo at the main water front wedding location.

- A walkway should be added that goes along the canal and integrates this element into the facility.

- Strong consideration should be given to eventually building a small set of restrooms and a covered caterer's patio that is located approximately half way from the indoor area and the water front. This should be located against the south wall of the grounds.

Keys to Project Success:

The following are some of the keys to overall project success and financial viability.

- It is absolutely essential that the Thalatta Estate develops a clear market niche for events. The estate lacks the size, magnitude, opulence, historical significance and "pedigree" of many of the other event centers in the area. This is especially true of Vizcaya, Fairchild and to a certain extent Deering. However, Thalatta can provide a much greater value while still providing many of the same basic elements. The following are important market differentiators:
    - One of the finest and largest indoor venues for weddings and events.
    - An indoor catering kitchen on site.
    - Historic charm and feel without all the restrictions of a designated historic site.
    - The Thalatta Estate's primary role is for events and functions while most other venues have other operational purposes (gardens, museums, etc.).
    - The ability to have exclusive use of the estate for functions and events.

- There is a large population base in the area with relatively high levels of disposable income that provides a strong foundation for the use and rental of the Thalatta Estate. However, the estate will need to market itself throughout the Miami area and beyond.

- There should be a strong market for weddings and other events in the greater Palmetto Bay area. However the facility should not focus all of their efforts on the wedding market and there must be a broad range of events and activities that take place at the estate. Other events that should be emphasized include:

- Birthdays
- Anniversaries
- Family functions
- Holiday celebrations
- Corporate events
- Quinceaneras
- Bar and Bat Mitzvah

- In addition to special events the indoor aspects of the facility will need to focus on developing on-going programs and classes for youth, adults, and seniors that take place during weekday mornings and early afternoon. These activities should feature cultural arts activities, education programs, historical activities and other social functions. Active recreation programming (fitness, etc.) should be limited as these activities may have an adverse impact on the facility's finishes. However, the lack of on-site parking may limit the size and magnitude of some activities.

- There will need to be a well defined and funded marketing plan that appeals not only to the general public but also to individuals searching for event space as well as event and wedding planners. The "low season" from April through October will need to be heavily emphasized.

- All users should be expected to pay market driven rates for use of the estate and all fees should be increased on at least an every two year basis after benchmarking with the other providers.

- The facility will have to be maintained at a high level and updated on a regular basis.

Section II - Operations Analysis

The following operations analysis has been completed for the planned expansion of the Thalatta Estate. The following are the basic parameters for the project.

- The first year of operation will be 2013 or later.
- This operational budget represents **new** expenses and revenues only.
- The presence of other providers in the market will remain the same.
- This operations estimate is based on a very basic program and without the benefit of a concept plan for the expansion of the facility.
- Maintenance and custodial services have been shown as being provided in-house but could be a contracted service. Specific maintenance functions (HVAC, carpet cleaning, etc.) would be contracted.
- All areas of the estate will allow alcohol by permit.
- A reasonably aggressive approach to estimating revenues from events, programs and services taking place at the facility has been used for this pro-forma. A strong marketing program will also be necessary to meet these numbers.
- The proposed rental fees are at the lower range of the market.
- Sales tax payments have not been shown but are assumed to be collected and passed on directly to the county or state.

Division I - Expenditures

Expenditures have been formulated based on the costs that are typically included in the operating budget for this type of facility. The figures are based on the size of the expansion, the specific components of the facility and the projected level of use. Actual costs were utilized wherever possible and estimates for other expenses were based on similar facilities in the area. All expenses were calculated as accurately as possible but the actual costs may vary based on the final design, operational philosophy, and use considerations adopted by staff.

Estate Expansion Description – A multi/purpose/banquet area that can accommodate at least 250 guests, catering kitchen, restrooms, roof top patio, outdoor terrace, and storage - **Approximately 7,500 sq.ft.**

Operation Cost Model: (New Expenses Only)

Personnel	
Full-Time	$0
Part-Time	$136,581
TOTAL	**$136,581**

Commodities	
Office Supplies (forms, paper, etc.)	$2,000
Maintenance/Repair/Materials	$10,000
Janitor Supplies	$30,000
Rec. Supplies	$10,000
Uniforms	$2,000
Printing/Postage	$15,000
Other	$5,000
TOTAL	**$74,000**

Contractual	
Utilities (electric)[2]	$31,250
Water	$6,000
Insurance (property & liability)	N/A
Communications (phone)	$1,000
Contract Services[3]	$20,000
Rent Equipment	$3,000
Marketing/Advertising	$30,000
Conference	$2,000
Trash Pickup	$7,500
Dues & Subscriptions	$1,500
Bank Charges (charge cards, EFT)	$12,000
Other	$5,000
TOTAL	**$119,250**

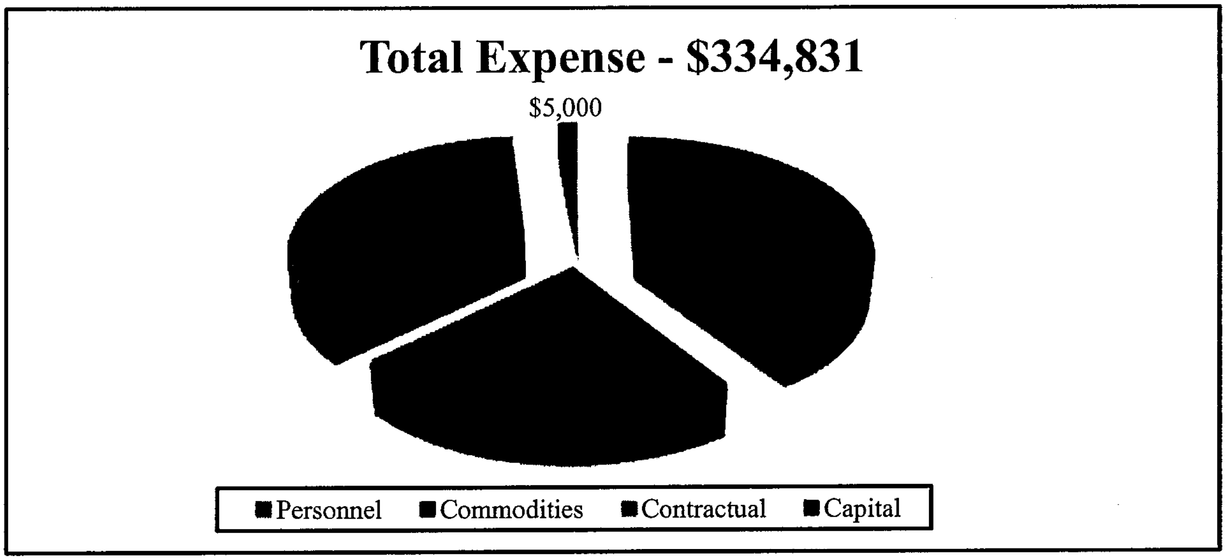
Capital	
Replacement Fund	$5,000
TOTAL	**$5,000**

All Categories	
Personnel	$136,581
Commodities	$74,000
Contractual	$119,250
Capital	$5,000
TOTAL EXPENSE	**$334,831**

NOTE: *Line items not included in this budget are insurance and any vehicle costs.*

[2] Rates are $3.50 SF. Plus $5,000 for the patio and other areas. It should be noted that rates for electricity have been very volatile and could result in higher cost for utilities over time.
[3] Contract services cover maintenance contracts, control systems work, alarm, and other services.

Graphic Representation of Total Expenses:



Staffing Levels:

No new full-time staff positions are planned.

Part-Time Positions	**Rate/Hour**	**Hours/Week**
Facility Supervisor	$13.00	42
Facility Attendant	$11.00	58
Custodian	$11.00	60
Program Instructors[4]		
General Programs	Variable	$24,980
Salaries		$120,868
Benefits (13%)		$15,713
TOTAL		**$136,581**

Note: Pay rates were determined based on Village of Palmetto Bay's job classifications and wage scales for similar positions. The positions listed are necessary to ensure adequate staffing for the facility's operation. **The wage scales for part-time staff positions reflect an anticipated wage for 2012.**

[4] Program instructors are paid at several different pay rates and some are also paid per class or in other ways. This makes an hourly breakdown difficult. General programs consist of fitness, youth, senior, cultural, and other activities.

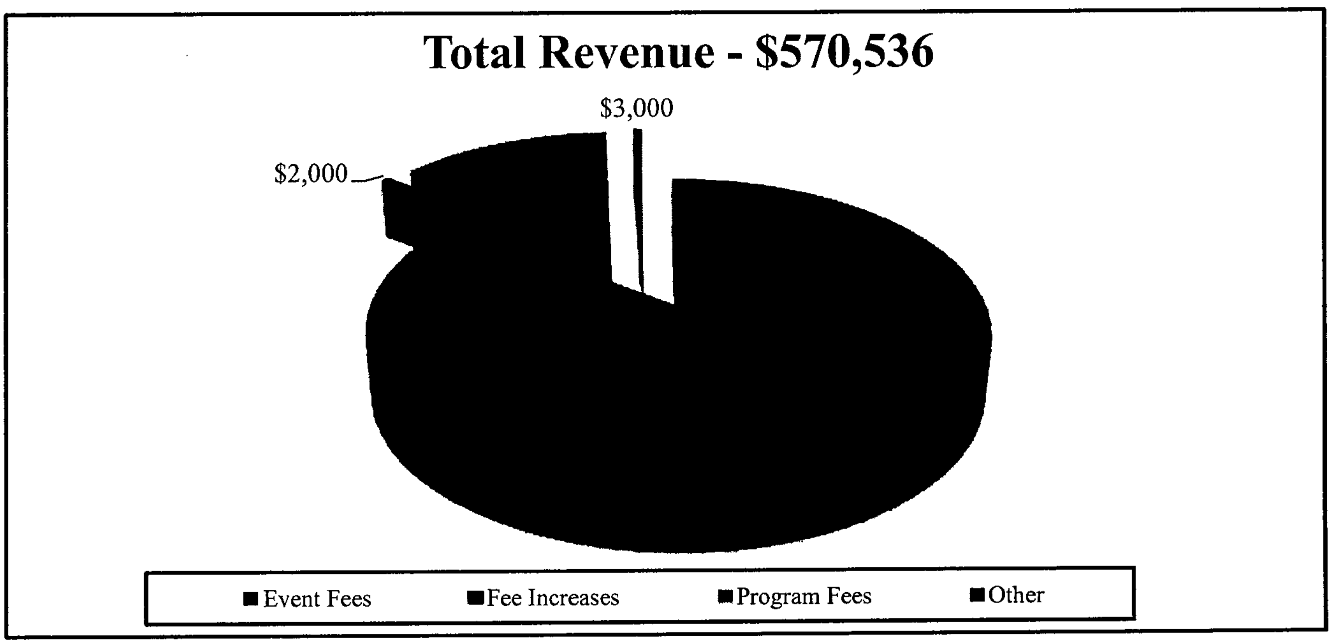
Division II - Revenues

The following revenue projections were formulated from information on the specifics of the project and the demographics of the service area as well as comparing them to other similar facilities and the competition for event venues in the area. Actual figures will vary based on the size and make-up of the components selected during final design, market stratification, philosophy of operation, fees and charges policy, and priorities of use.

Revenue Projection Model: (New Revenues Only)

Fees	
Event Fees	$488,400
Fee Increases	$2,000
Program Fees	$77,136
Other	$3,000
TOTAL REVENUES	**$570,536**

Graphic Representation of Total Revenue



Division III - Expenditure - Revenue Comparison **(New Expenses and Revenues Only)**

Category	
Expenditures	$334,831
Revenues	$570,536
Difference	-$235,705
Recovery Rate	170%

This operations pro-forma was completed based on general information and a basic understanding of the project with a very preliminary program but with no concept plan for the facility. As a result, there is no guarantee that the expense and revenue projections outlined above will be met as there are many variables that affect such estimates that either cannot be accurately measured or are not consistent in their influence on the budgetary process.

Future Years: In most facilities the first three years show tremendous growth from increasing the market share of patrons who use such facilities, but at the end of this time period revenue growth begins to flatten out. Additional revenue growth is then spurred through increases in the population within the market area, a specific marketing plan to develop alternative markets, the addition of new amenities or by increasing user fees.

For this 5 year model revenues are projected to increase by 7% during years 2 and 3 and then by 5% in year 4, and 3% in year 5. Expenses are expected to increase by 5 % as year during the five year period.

Category:	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	$334,831	$351,572	$369,151	$387,609	$406,989
Revenues	$570,536	$610,474	$653,207	$685,867	$706,443
Difference	+$235,705	+$258,901	+$284,056	+$298,258	+$299,454

Division IV - Fees

Projected Fee Schedule: Revenue projections and attendance numbers were calculated from this fee model.

New Rate Structure

Location	Weekday Rates	Weekend Rates[5]
Indoor		
Banquet Center Day[6]	$600/4hr./Min	$5,500
Banquet Center Evening	$1,500/5hr./Min	N/A
Upstairs Patio	$1,700	$2,500
Outdoor		
Garden Lawn	$700	$1,200
Outdoor Terrace	$1,200	$1,700
Waterside Ceremony Site	$200	$350
Outdoor Package A[7]	N/A	$3,700
Outdoor Package B[8]	N/A	$4,500
Total Package[9]	N/A	$8,000

Fees include catering permit fee, security, and janitorial services

Note: Rates are per day or per event unless otherwise noted. There has been an increase in the fees for some existing services based on the value that improvements to the estate will bring to that specific area.

[5] Weekends include Friday, Saturday, Sunday, and all holidays.
[6] Fees include basic tables and chairs furnished by the estate.
[7] Package rate includes garden lawn, outdoor terrace, and waterside ceremony site. It does not include the upstairs patio of the banquet center. Saturdays are Package Rate only.
[8] Package rate includes all spaces in Package A plus the upstairs patio. Saturdays are Package Rate only.
[9] Total package includes all indoor and outdoor spaces. Saturdays are Package Rate only.

Existing Rate Structure

Location	Weekday Rates	Weekend Rates[10]
Garden Lawn	$500	$1,000
Outdoor Terrace	$1,000	$2,000
Ceremony Gazebo	$155	$300
Covered Terrace	$375	$750
Package Rate[11]	N/A	$3,500

Catering Permit

75 guests or less $75.00

200 guests or less $200.00

Fee Comparisons: The above rates were determined based on the rates paid at similar facilities in the market area. The rates for these facilities are located in the Appendix of this report.

[10] Weekends include Friday, Saturday, Sunday, and all holidays.
[11] Package rate includes garden lawn, outdoor terrace, ceremony gazebo, and covered terrace. Saturdays are Package Rate only.

Division V – Hours of Operation

Hours of Operation: The adjusted hours of operation for the Thalatta Estate are as follows:

Days	Hours
Monday-Thursday	8:00am-5:00pm*
Friday-Saturday	Private Events
Sunday	9:00am-7:00pm*
Hours per Week	107

* Use of the estate after these times will be for events and rentals only. If there is a lack of events during these evening times then hours for general use may be extended.

The existing hours of operation have been adjusted upward to reflect the anticipated increased utilization of the indoor multi-purpose/banquet facility for programs and services to the public as well as for events. The hours could vary some based on center use patterns and event considerations.

Section III - Appendix

Part-Time Staff Hours

Program Revenue Projections

Event Revenue Projections

Other Providers Fee Analysis

Part-Time Staff Hours:

It is projected that the full-time Event Supervisor will work Tuesdays through Saturday and will be available during most afternoon and evening hours.

Facility Supervisor

Days	Time	Hours	Employees	Days	Total Hours/Week
Mon.-Thurs.	2:00P-10:00P	8	1	4	32
Sunday	9:00A-2:00P	5	1	1	5
	2:00P-7:00P	5	1	1	5
				TOTAL	**42**

Facility Attendant

Days	Time	Hours	Employees	Days	Total Hours/Week
Mon.-Thurs.	8:00A-1:00P	5	1	4	20
Friday	11:00A-6:00P	7	1	1	7
	6:00P-1:00A	7	1	1	7
Saturday	11:00A-6:00P	7	1	1	7
	6:00P-1:00A	7	1	1	7
Sunday	9:00A-2:00P	5	1	1	5
	2:00P-7:00P	5	1	1	5
				TOTAL	**58**

Custodian

Days	Time	Hours	Employees	Days	Total Hours/Week
Mon-Fri.	10:00P-4:00A	6	1	5	30
Sat/Sun/Mon.	5:00A-10:00A	5	2	3	30
				TOTAL	**60**

General Programs

This is a representative sample of possible general programming in the facility.

Fitness

Day	Staff	Rate/Class	Classes/Week	Weeks	Total
Mon, Wed,	1	$25.00	4	52	$5,200
Tue, Thu	1	$25.00	4	52	$5,200
TOTAL					**$10,400**

Youth/Teen Activities

Staff	Staff Rate/Class	Classes/Week	Weeks	Total
1	$15.00	9	36	$4,860
TOTAL				**$4,860**

Senior Activities

Staff	Staff Rate/Class	Classes/Week	Weeks	Total
1	$15.00	6	36	$3,240
TOTAL				**$3,240**

Cultural/Misc.

Staff	Staff Rate/Class	Classes/Week	Weeks	Total
1	$15.00	12	36	$6,480
TOTAL				**$6,480**

General Program Staffing

Category	
Fitness	$10,400
Youth/Teen Activities	$4,860
Senior Activities	$3,240
Cultural/Misc.	$6,480
TOTAL	**$24,980**

NOTE: *Some programs and classes will be on a contractual basis with the center, where the facility will take a percentage of the revenues charged and collected. These programs have not been shown in this budget as a result.*

Program Revenue Estimates:

General

This is a representative sample of possible general programming and revenue at the center.

Title	Classes	Fee	Sessions/ Weeks	Total Revenue
Fitness	8 classes/8 per class	$12.00/cl.	52 weeks	$39,936
Youth/Teen	9 classes/8 per class	$50.00/sess.	4 sessions	$14,400
Senior Activities	6 classes/8 per class	$25.00/sess.	4 sessions	$4,800
Misc.	12 classes/5 per class	$75.00/sess.	4 sessions	$18,000
			TOTAL	$77,136

General Program Revenue **$77,136**

Event Revenue Worksheets: (New Revenues Only)

Weekdays (Monday-Thursday)

Category	Fee	# Per Mon.	# Per Yr.	Total
Indoor				
Banquet Ctr. Day	$600/4/hr.	2	24	$14,400
Banquet Ctr. Even.	$1,500/5/hr.	3	36	$54,000
Upstairs Patio	$1,700	1	12	$20,400
Outdoor				
Garden Lawn	$700	.5	6	$4,200
Outdoor Terrace	$1,200	.5	6	$7,200
Waterside Cerem.	$200	1	12	$2,400
Outdoor Package A	N/A			
Outdoor Package B	N/A			
Total Package	N/A			
GRAND TOTAL				**$102,600**

Weekends (Friday-Sunday)

Category	Fee	# Per Mon.	# Per Yr.	Total
Indoor				
Banquet Center	$5,500	2	24	$132,000
Upstairs Patio	$2,500	2	24	$60,000
Outdoor				
Garden Lawn	$1,200	.5	6	$7,200
Outdoor Terrace	$1,700	.5	6	$10,200
Waterside Cerem.	$350	1	12	$4,200
Outdoor Package A	$3,700	.5	6	$22,200
Outdoor Package B	$4,500	1	12	$54,000
Total Package	$8,000	1	12	$96,000
GRAND TOTAL				**$385,800**

Summary

Category	Total
Weekday	$102,600
Weekend	$385,800
GRAND TOTAL	**$488,400**

NOTE: *These work sheets were used to project possible revenue sources and amounts. These figures are estimates only, based on basic market information and should not be considered as guaranteed absolutes. This information should be utilized as a representative revenue scenario only and to provide possible revenue target ranges.*

Fairchild Tropical Botanic Garden - Open to Public 9:30-4:30	Indoor Space	Outdoor Space	Day	Eve	M-TH Day	M-TH EVE	F,S,S Day	F,S,S Eve
Jean DuPont Shehan Visitor Center Ballroom	2,600 sq.ft.-150 guest		X	X	$ 3,000	$ 4,500	$ 4,000	$ 7,000
Jean DuPont Shehan Veranda		900 sf. - 60 guest	X	X				
Garden House Loggia & Lawn	5,600 sq. ft-250 guest				$ 2,000	$ 3,500	$ 3,000	$ 6,000
Lakeside Marquis - White Peak Tent on Lawn	60'x100' = 250 guest				$ 10,500	$ 12,050	$ 11,550	$ 14,550
	60'x130'=500 guest				$ 11,500	$ 13,050	$ 12,550	$ 15,550
Bailey Palm Glade				X	$500	$500	$500	$500
The Overlook			X	X	$500	$500	$500	$500
Fee based on min. 100 guest. Cost per guest over 100 = $25.								
Tables at 60" rounds								
Vizcaya Museum & Gardens - Open to Public 9:30-4:30PM	Indoor Space	Outdoor Space	Day	Eve	$ M-TH Day	$ M-TH EVE	$ F,S,S Day	$ F,S,S Eve
Garden Ceremony (daytime)		25 guest	X Only		$1,500			
Garden Ceremony (daytime)		50 Guest	X Only		$1,500+25/person			
Museum House	400 Inside/2000 total	with indoor				$7,000M,W,TH		12,500 F,S,S
6:30-llPM Fees for 125 Guest; 126-499+$25;500-999+$35;								
11PM-1AM $1,500/hour add.								
1/2 hr rehersal @ 4:30PM								
Rent tents, tables, chairs and other items								

Deering Estate - Open to Public 10AM-5PM	Indoor Space	Outdoor Space	Day	Eve	$ M-TH Day	$ M-TH EVE	$ F,S,S Day	$ F,S,S Eve
1st Floor of House, Courtyard, and Lawn	100			X Only		$ 3,450		$ 4,600
5PM - 12AM clean and out by 1AM/Over 125/$9.25/per								
The Kampong	**Indoor Space**	**Outdoor Space**	**Day**	**Eve**	**$ M-TH Day**	**$ M-TH EVE**	**$ F,S,S Day**	**$ F,S,S Eve**
Fri/Sat. 3PM - 12AM; Sunday 3PM - 11PM		26-80	X	X			$4,750	$4,750
Fri/Sat. 3PM - 12AM; Sunday 3PM - 11PM		81-130	X	X			$6,000	$6,000
Small Ceremony at Tree - 3 hours - Daytime Only		0-25	X only				475	
1 hour rehersal day before wedding								
Pinecrest Gardens Open to Public	**Indoor Space**	**Outdoor Space**	**Day**	**Eve**	**$ M-TH Day**	**$ M-TH EVE**	**$ F,S,S Day**	**$ F,S,S Eve**
Pergola & Lakeview Terrace - 4 Hours Add Hr. $150/hr		1,540 SF- 220 Guest						$ 950
Patio - 4 Hour Rental - Add. $75/hr		2,420 SF-120 Guest						$ 800
Meadow - 4 Hour Rental - Add. $200/hr.		13,690 - 500 Guest						$ 2,500
Hibiscus Room	1,400 Sq.Ft.							$720/4hrs
Historic Entrance	510 Sq.Ft.							$300/4hrs
Palmetto Bay Village Center – Indoor and outdoor space	50-1,000 Guest total							
Palm Room	9,500 Sq. Ft.							
Atrium								