

# Main Street Newberry



## Economic Analysis Spring 2008

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### **COMMUNITY HISTORY**

On the western edge of Alachua County in north Central Florida, Newberry sits in the middle of one of the most picturesque, historical and fastest growing areas in the state.

Founded in the early 1890's Newberry was officially put on the map when a post office was established in 1894, followed by incorporation in 1895. Before the 1890's families had moved to the area and farmed in the region and also made a living from timbering, but it was the discovery of phosphate that brought the hidden Florida town to life as a booming mining town.

Newberry quickly grew as people came from literally everywhere to work in the mines. Subsequent businesses grew from the mining industry to serve the needs of a growing community of people who came to a town that didn't have a permanent home until 1891.

In addition to mining Newberry also became known as a railroad town. Drug stores, hotels, barbers, photographers, milliners, dentists, and doctors were among the many thriving businesses established in town. Pool halls and an opera house were two popular

forms of entertainment. And of course, schools and churches were also established to fulfill educational and spiritual needs. In many respects early Newberry resembled a town in the old west.

Prior to 1900, the Newberry Miner Newspaper reported more than 500 men working at the 14 mines located within 6 miles of town. As the mines prospered, so did the fledgling town of Newberry. By 1907 the city's occupational license rolls listed livery stables, restaurants, boarding houses, hotels, barbers, cleaners, pharmacies, meat markets, general merchandise stores, photographers, bicycle shops, pool halls, saloons, side shows, and theaters.

Newberry's population of 1,500 swelled on the weekends as the miners came to town for supplies and entertainment. Newberry's prosperity began to wane with the discovery of soft-rock phosphate near Dunnellon. An increase in soft-rock production meant a reduction in mining hard-rock phosphate found near Newberry. With the future looking bright everything suddenly came to an abrupt halt in 1914 with the outbreak of World War I, which cut off Newberry's principal buyer of its phosphate, Germany. Mines closed, businesses folded and the population dwindled. Those that remained turned to agriculture for a livelihood but continued to develop other methods to revitalize the struggling area.

Newberry's population remained stable until the advent of the Second World War. Many of Newberry's finest went away to war. These vets came home filled with energy, fresh ideas, and new skills. Many civic organizations began organizing events and activities to help support their individual communities. An American Legion was formed in 1946 and the legionnaires assumed the lead in getting the community involved in promoting the city. They looked for something that Newberry did well, and since agriculture continued as the main source of income in the area, the mainstay crop of watermelon seemed the obvious choice. And so in 1946, the first Newberry Watermelon Festival was held in celebration of the town's major cash crop. The first Watermelon Festival included a beauty contest and dance at the skating rink. Today it continues to be an annual celebration the citizens enjoy.

As the fifties ended and the sixties rolled by, the agriculturally-driven seasonal economy was gradually replaced with steady jobs and regular paychecks. Newberry today is close to the cultural attractions in Gainesville but still retains its rural nature

The City of Newberry celebrated its 100 year anniversary in 1995. With a population approaching 5,000 Newberry is the perfect blend of old and new, country and city, activity and tranquility; filled with friendly neighbors, Southern charm, and the natural beauty of the land.

(Segments of the above is printed with permission from the Newberry and Jonesville Chamber of Commerce)

## **STAKEHOLDER ECONOMIC VISION**

In April 2008 the consultant held a site visit with the Economic Restructuring Committee Chairman, Main Street Manager, board members, property owners and merchants that included a working lunch about the program's structure, priorities, and vision as well as short-term and long-term program goals. The Consultant also walked the district with the Economic Restructuring Committee Chairman and met with several merchants, toured several district stores, observed product line/price points and surveyed business square footage. Data was collected from merchant interviews about experiences and opinions about potential customer target profiles. A driving tour of the entire district also took place as well as a tour of the district's surrounding neighborhoods.

The site visit ended with a prepared detail map of buildings, vacancies and existing business types. From the data collected and a review of product lines, customer observations, and interviews, a prospective customer profile was build to begin the research process:

Target: "local residents"

Variables: (1) Households located within a reasonable drive of the Main Street District. (2) Householders between age 24 and 64. (3) Households with incomes from \$29,000 to \$99,000.

Vision: The district will serve as a traditional, walking, southern downtown for this population offering everyday goods and services for "local residents" as well as a strong regional draw toward eateries.

## **TARGET CUSTOMER AREA**

The consultant used census data to determine where prospective customers to the district live. An important measure is "drive time to work" which is tracked by the US Census. For zip code 32669 Newberry, research shows residents average 28.9 minutes to drive to work. The consultant represents a philosophy that average "drive time to work" becomes a benchmark for people when determining a reasonable time commitment for transportation to activities such as shopping, dining and entertainment.

A proposed target area was discussed with both Main Street and City officials during the April site visit. From this discussion the following target geographic area was established with just above State Road 232 to the "north," 122<sup>nd</sup> Street to the "east," State Road 24 to the "south" and County Road 337 to the "west." From this geographic information, the following zip codes were identified along with the percentage of households included in the research (some zip codes fell significantly outside the target area, but still offered a measurable household population within the target area).

Zip Code:	32669	include 100%
	32615	include 100%
	32653	include 25%
	32606	include 25%
	32607	include 25%
	32608	include 25%
	32618	include 50%
	32621	include 25%

In summary, the research positions Newberry Main Street with a “customer circle” that includes all households that meet the variables in zip codes 32669 Newberry, 32615 Alachua, as well as a percent of households (a percentage was used due to further drive time) in the zip codes 32653 Alachua (25%), 32606 Gainesville (25%), 32607 Gainesville (25%), 32608 Gainesville (25%), 32618 Archer (50%) and 32621 Bronson (25%).

ZIP CODE	TOTAL HHs	AGE & INCOME	TARGET HHs (age, income & drive time)	
32669	2,800	1,927	1,927	100%
32615	4,246	2,871	2,871	100%
32653	5,214	3,434	858	25%
32606	7,351	5,908	1,476	25%
32607	11,729	7,617	1,903	25%
32608	16,662	9,836	2,459	25%
32618	2,631	1,675	837	50%
32621	1,178	766	191	25%

TOTAL UNIVERSE: 51,811

TOTAL TARGET: 12,522

Since zip codes that are post office boxes do not provide demographic data, they are not included in the study. As a result, these additional zip codes should be treated as “bonus” and not essential to the core economic capacity of the district.

## **CAPACITY**

The consultant reviewed data from the US Census, Main Street Newberry, Florida Department of State and the Newberry Chamber of Commerce. From this data, using the target variables and zip codes, a conservative estimate of 12,522 households were identified.

## **PRIMARY TARGET CUSTOMER PROFILE**

Based on the capacity data the following target customer profile was developed:

Local Customer Population – Incorporated and unincorporated “local” adult residents age 24 to 64 with annual household incomes from \$29,000 - \$99,000 living within a 29

minute drive from downtown. Those households along the fringe of the parameter that are part of zip codes that fall just outside the parameter were captured at a rate of 25%.

This represents 12,522 households. Those households with annual incomes below \$25,000, though not included in this economic analysis due to their greater likelihood to consider “price” as the highest (and in many cases the only) factor in making purchasing decisions. They will still be captured for entertainment, some specialty and service businesses.

Further, for those households that exceed \$99,999, although included in data collection, they along with all households that earned in excess of 74,999 were factored as incomes from \$75,000 to \$99,999 to be as conservative as possible in determining economic capacity.

Once the primary target customer profile was outlined, the consultant collected data on the profile’s spending habits as tracked by the US Department of Labor.

The chart below lists each habit individually. The “potential gross” column lists the gross sales of the good or service based on the spending habits of the 12,522 target households.

For example, if every one of the 12,522 target households purchased food-away-from-home at one restaurant for an entire year, its annual gross sales would be approximately \$28.5 million. Obviously the area offers more than one eatery and the restaurant landscape is competitive. As such, the Urban Land Institute suggests downtowns target 10% of the “potential gross” as a realistic sales goal.

For example, Newberry Main Street has the potential to attract \$2.8 million in food-away-from-home sales. The “sales per household” figures are taken from the totals spent by each target age group for various goods and services and then proportioned to their percentage compared to the entire target population (all 12,522 households) to achieve a total sale per household amount weighted by age and income-related spending habits as researched by the US Department of Labor. They are:

**Income level Breakdown**

- \$25,000-34,999 = 2,331 households
- \$35,000-74,999 = 6,340 households
- \$75,000-99,999 = 3,851 households

<b>TOPIC</b>	<b>Sales per Household</b>	<b>Potential Gross</b>	<b>Downtown 10%</b>
Food away from home	\$35,000 HH = \$1,826 \$45,000 HH = \$2,208 \$55,000 HH = \$2,664	\$28.5 million	\$2.8 million
Package Alcohol	\$35,000 HH = \$319 \$45,000 HH = \$363 \$55,000 HH = \$417	\$3.2 million	\$320,000

Stationary/Postage	\$35,000 HH = \$146 \$45,000 HH = \$141 \$55,000 HH = \$164	\$1.8 million	\$180,000
Household Textiles	\$35,000 HH = \$64 \$45,000 HH = \$80 \$55,000 HH = \$113	\$1 million	\$100,000
Furniture	\$35,000 HH = \$310 \$45,000 HH = \$373 \$55,000 HH = \$580	\$5.3 million	\$530,000
Floor Coverings	\$35,000 HH = \$129 \$45,000 HH = \$137 \$55,000 HH = \$96	\$1.5 million	\$150,000
Major Appliances	\$35,000 HH = \$220 \$45,000 HH = \$167 \$55,000 HH = \$225	\$2.4 million	\$240,000
Small Appliances	\$35,000 HH = \$95 \$45,000 HH = \$77 \$55,000 HH = \$137	\$1.2 million	\$120,000
HH/Decorative	\$35,000 HH = \$1,405 \$45,000 HH = \$1,767 \$55,000 HH = \$2,214	\$23 million	\$2.3 million
Mens & Boys Apparel	\$35,000 HH = \$414 \$45,000 HH = \$471 \$55,000 HH = \$616	\$8.6 million	\$860,000
Boys (2-15) Apparel	\$35,000 HH = \$72 \$45,000 HH = \$112 \$55,000 HH = \$111	\$1.3 million	\$130,000
Women's & Girls Apparel	\$35,000 HH = \$560 \$45,000 HH = \$528 \$55,000 HH = \$903	\$8.1 million	\$810,000
Girls (2-15) Apparel	\$35,000 HH = \$122 \$45,000 HH = \$144 \$55,000 HH = \$148	\$1.7 million	\$170,000
Children (under 2) Apparel	\$35,000 HH = \$92 \$45,000 HH = \$93 \$55,000 HH = \$120	\$1.2 million	\$120,000
Footwear	\$35,000 HH = \$339 \$45,000 HH = \$343 \$55,000 HH = \$450	\$4.6 million	\$460,000
Drugs	\$35,000 HH = \$346 \$45,000 HH = \$322 \$55,000 HH = \$309	\$4 million	\$400,000
Medical Supplies	\$35,000 HH = \$118 \$45,000 HH = \$125 \$55,000 HH = \$123	\$1.5 million	\$150,000
TV/Radio/Electronics	\$35,000 HH = \$591 \$45,000 HH = \$681	\$8.6 million	\$860,000

	\$55,000 HH = \$768		
Pets & Toys	\$35,000 HH = \$309 \$45,000 HH = \$360 \$55,000 HH = \$539	\$5 million	\$500,000
Personal Care/Products	\$35,000 HH = \$594 \$45,000 HH = \$571 \$55,000 HH = \$708	\$7.7 million	\$770,000
Tobacco	\$35,000 HH = \$321 \$45,000 HH = \$286 \$55,000 HH = \$316	\$3.7 million	\$370,000
Books/Papers/Mags	\$35,000 HH = \$159 \$45,000 HH = \$170 \$55,000 HH = \$233	\$2.3 million	\$230,000
Entertainment/Fees	\$35,000 HH = \$366 \$45,000 HH = \$496 \$55,000 HH = \$668	\$6.5 million	\$650,000
Bakery Products	\$35,000 HH = \$305 \$45,000 HH = \$338 \$55,000 HH = \$353	\$4.2 million	\$420,000

The next chart reports existing sales for those spending habit topics that downtown Newberry already offers a business selling those goods/services. The existing sales figures were calculated by assessing square footage of various items being sold and their average sales per square feet as tracked by the Urban Land Institute. This was performed in April of 2008.

The figures researched by the Urban Land Institute represent those for a “typical” type established business in a downtown setting located in the southeastern United States with a similar population.

Using food-away-from-home as an example, it was calculated that the district already enjoys about 8,800 square feet of restaurant sales. With a typical such business grossing about \$168 a square foot in sales, Main Street Newberry enjoys \$1,478 million in existing food-away-from-home sales.

By taking the district’s existing restaurant sales (\$1,478,000) and subtracting that number from the 10% sales potential total (\$2.8 million), Newberry can accommodate \$1.3 million in additional food-away-from-home sales totaling 7,800 more square feet.

The last column takes the leakage amounts and calculates them into square feet. The consultant divided the leakage into the average sales per square foot to determine how many square feet could be added of a particular good or service. In the case of the restaurant example, some 7,800 additional feet of restaurant sales could be added. The addition could be in the form of new businesses, existing business expansion, or a combination of both.

The chart includes only those goods/services that are currently sold by existing, viable downtown businesses (Due to their target customer demographics, Dollar General was included in the calculations):

<b>TOPIC</b>	<b>Downtown 10%</b>	<b>Existing Sales</b>	<b>Leakage</b>	<b>Square Feet</b>
Food away from home	\$2.8 million	\$1.47 million	\$1.33 million	7,800
Bakery	\$420,000	\$128,000	\$292,000	1,140
Personal Care/Services*	\$770,000	\$336,000	\$434,000	2,932
Flooring	\$280,000	\$46,200	\$233,800	3,542

\* misleading, includes wider selection of products than currently offered

The consultant also identified and tracked several other good and service categories that not enough data was available through the Urban Land Institute to properly calculate statistics. These include: firearms, hardware, plants/greenhouse. Gifts are included in home decorative.

No categories experienced existing sales over the 10% Urban Land Institute benchmark. However, in some Florida downtowns, such an outcome occurs. When it does, it represents a particular business or retail cluster that drives sales higher than statistically expected due to various variables like store reputation, longevity, location and uniqueness.

## **BUSINESS SALES AND RENTS**

The Urban Land Institute tracks sales per square foot and rents per square foot for various goods and services. The following table reflects goods/services chosen by the consultant and Economic Restructuring Committee chairman. The amounts were calculated using various ULI tables reflecting geographic region, downtown setting and incomes. The amounts reflect established, profitable businesses. Even with the calculated rents, the consultant and ER Committee Chairman lowered the totals by 20 percent to reflect current rates. As such, an economic restructuring goal should be to see the rents listed below achieve 20 percent increases within three years (to make on par with peer downtowns).

<b>Good/Service</b>	<b>\$ Sales sq/ft</b>	<b>\$ Rent sq/ft</b>
Deli	150	15
Bakery	256	12
Doughnuts/Muffins	115	16
Health	150	13.5
Eatery w/alcohol	168	12
Eatery wo/alcohol	153	10.8
Bar	129	7

Ice Cream	214	16
Sandwich	193	10.5
Seafood Restaurant	NA	12.5
Chinese Restaurant	69	11
Mexican Restaurant	199	12.5
Women's Ready	151	11
Bridal	130	9
Children's Clothing	147	12.5
Men's Clothing	143	12.5
Family Clothing	177	8
Family Shoes	187	11
Furniture	133	8.5
HH Textiles	NA	10.5
Home Accessories	126	14.5
Appliances	NA	7
Music	245	11.5
Music Instruments	NA	9.5
Hardware	90	5
Sporting Goods	184	7.5
Hobby	118	9.5
Art Gallery	127	8.5
Toys	143	13.5
Bike	180	7.5
Arts/Crafts	61	6
Outfitters	116	7.5
Cards/Gifts	100	10.5
Books	144	10.5
Jewelry	270	13.5
Decorative Accessories	136	13
Liquor/Wine	226	8.5
Flower/Plant	91	11

NA = sample not large enough to accurately determine.

## **WHAT NEXT**

The consultant will report the findings at a Chamber Meeting on June 19, 2008. After the report is presented, it is the Economic Restructuring Committee's responsibility to begin implementing programs and services geared toward reaching the analysis' potential. This includes assessing all existing buildings and businesses, creating a recruitment/welcome kit, providing business growth services to existing businesses, and recruitment of new businesses.

Services to be considered include:

- Tie-in Main Street program with real estate community and City licensing office
- Recruitment and sales kits
- Ribbon cutting and opening program
- Create and maintain building/business assessment
- Institute a downtown floating incubator
- Establish a technology-based resource center
- Create a partnership with local entrepreneur training program
- Start mentor program for new businesses
- Begin business improvement training program
- Establish recruitment program

1. *Tie-in Main Street program with real estate community and City Licensing Office*  
- Executive Director should meet with local real estate professionals (especially those that historically work with downtown properties) to present the economic analysis and press for individual meetings with realtor clients prior to signing leases. Also, Executive Director should be included in processes within City Licensing Office for new businesses locating within the district.
2. *Recruitment and Welcome kits* – Create a simple two-pocket folder that contains the economic analysis on one side and Main Street committee work plans, event information, annual meeting schedule, membership application, etc. Such kits can serve as both the recruiting and welcome kit for the district.
3. *Ribbon Cutting and Opening Program* – Main Street office should coordinate “grand openings” for each new business that includes news releases to the media, a ribbon cutting ceremony, newsletter photo and story and event showcase space.
4. *Create and maintain Building/Business Assessment* – Each property and business should be accounted for and on file. This data assists for business recruitment, relocation and expansion. The survey should also be structured to benefit other Main Street Committees like Design, for example, that can use the survey as a disaster mitigation tool for Emergency Management.

5. *Institute a Downtown Floating Incubator* – Contact those vendors most likely to be needed by new businesses like insurance, signage, printing, awnings, etc. Request that they work on a sliding scale for the first year with new downtown business owners thus lowering their start-up costs and increasing their likelihood to make a profit. Such arrangements benefit participating vendors by attracting new clients with no marketing effort as well as potentially securing life-long clients due to their initial, first-year cooperation and support.
6. *Establish a technology-based Resource Center* – Offer district merchants with little technological resources and experience access and training. Add a computer station to the main street office with simple design software (in-store signage), poster-size color printer (window sale signs), digital camera, fax machine, and copy machine.
7. *Create a partnership with local Entrepreneur Training Program* – Creating such a partnership allows the Executive Director to offer the entire series to a prospective new business owner that needs a significant level of education BEFORE opening a business. In some cases, the prospective new business owner may need educational help with only certain topics such as accounting. The partnership should allow downtown prospective businesses owners to either enroll in the entire program or just specific course topics as needed. Such an arrangement should be free to the prospect and Main Street if the training program provider will provide “un-filled” seats to Main Street.
8. *Start a Mentor Program for new businesses* – Each new business owner should be matched with an existing neighbor business owner that will serve as a “big brother” or “big sister.” The mentor will be the new merchants “go to person” for questions about garbage pick-up, store hours, police, etc. The mentor can also introduce the new merchant to his/her neighbors, attend Main Street meetings and get involved in committees.
9. *Begin Business Improvement Training Program* – Host quarterly free breakfast seminars for downtown retailers on simple ways to improve sales. Such topics could be price points, inventory control, window displays, and store payout.
10. *Establish Recruitment Program* – Begin by visiting other downtowns within an hour drive of the district. Pick up business cards and owner information from businesses that may meet district economic analysis goals. Date base the prospects. Send them newsletters, news releases and all marketing mailings. Invite them to every event, provide a color coded “parking pass” to track attendance. Hold twice annual “open houses” to prospects. NOTE: process is a slow sale. Prospects will contact Main Street when ready and interested in considering a Newberry location.

The report should also be presented to the Promotions Committee to ensure they are truly programming toward the targeted customer profiles. The Design Committee will also

benefit from a review of the analysis so its efforts can address some of the physical challenges and opportunities as a result of the report.

## **INFORMATION SOURCES**

Newberry Main Street, Newberry Chamber of Commerce, City of Newberry, US Census, US Department of Labor, Urban Land Institute, National Main Street Center ER Committee Chairman interview, FL Department of State, Merchants/board member interviews, and Site Visits

BUILDING ADDRESS: \_\_\_\_\_

Date Completed: \_\_\_\_\_

## Newberry Main Street Building/Business Survey

Thank you for completing this survey. The information will be used for business recruitment, retention and expansion efforts as well as provide emergency officials with important disaster mitigation data.

### OWNER/CONTACT INFORMATION

Building Owner Name: \_\_\_\_\_

Owner Mail Address: \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Person Address: \_\_\_\_\_

\_\_\_\_\_

Contact Person Phone Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Contact Person Fax Number: \_\_\_\_\_

Contact Person E-mail: \_\_\_\_\_

Is This The Person to Contacted in the Case of an Emergency: \_\_\_\_\_

If Not, Emergency Contact Name: \_\_\_\_\_

Emergency Contact Phone Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Year Purchased Property: \_\_\_\_\_

Approximate Annual Property Taxes Last Year: \_\_\_\_\_

Approximate Property Insurance Last Year: \_\_\_\_\_

BUILDING INFORMATION

Year Built: \_\_\_\_\_ Exterior Wall Material: \_\_\_\_\_

Is Property Located in a Flood Zone: \_\_\_\_\_

Number of Floors: \_\_\_\_\_ Basement: \_\_\_\_\_ Age of windows: \_\_\_\_\_

Does Property offer rear entrances: \_\_\_\_\_ To all or select Units: \_\_\_\_\_

Roof Material: \_\_\_\_\_ Last Year Replaced: \_\_\_\_\_

Does Property Offer Individual Electric Meters: \_\_\_\_\_ Water Meters: \_\_\_\_\_

Does Property Offer Individual Heating/Air Conditioning (HVAC) Units: \_\_\_\_\_

Age and Condition of HVAC Units: \_\_\_\_\_

Are HVAC Units Raised Off the Ground: \_\_\_\_\_

Does Property Have Window Protection On-site for Hurricane/High Winds: \_\_\_\_\_

Does Property Offer Natural Gas: \_\_\_\_\_ Does Property Offer Propane Gas: \_\_\_\_\_

Location of Gas Shut Off – Be specific: \_\_\_\_\_

\_\_\_\_\_

Does property offer a loading dock: \_\_\_\_\_ Details: \_\_\_\_\_

Does Property offer an elevator: \_\_\_\_\_ Details: \_\_\_\_\_

Does property offer private off-street parking: \_\_\_\_\_ Details: \_\_\_\_\_

\_\_\_\_\_

Please list any desired improvements planned for the building. Grants, low-interest loans and other programs may be available to assist:

\_\_\_\_\_

\_\_\_\_\_

Total Building Square Footage: \_\_\_\_\_ Number of Units: \_\_\_\_\_

UNIT INFORMATION

Unit 1 = Square Footage: \_\_\_\_\_ Current Tenant: \_\_\_\_\_

Tenant Business Type: \_\_\_\_\_

Years at this Location: \_\_\_\_\_ Year left on Lease \_\_\_\_\_ Monthly Rent \_\_\_\_\_

Unit Number (address) \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Fax Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

Unit 2 = Square Footage: \_\_\_\_\_ Current Tenant: \_\_\_\_\_

Tenant Business Type: \_\_\_\_\_

Years at this Location: \_\_\_\_\_ Year left on Lease \_\_\_\_\_ Monthly Rent \_\_\_\_\_

Unit Number (address) \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Fax Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

Unit 3 = Square Footage: \_\_\_\_\_ Current Tenant: \_\_\_\_\_

Tenant Business Type: \_\_\_\_\_

Years at this Location: \_\_\_\_\_ Year left on Lease \_\_\_\_\_ Monthly Rent \_\_\_\_\_

Unit 4 = Square Footage: \_\_\_\_\_ Current Tenant: \_\_\_\_\_

Tenant Business Type: \_\_\_\_\_

Years at this Location: \_\_\_\_\_ Year left on Lease \_\_\_\_\_ Monthly Rent \_\_\_\_\_

Unit Number (address) \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Fax Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

Unit 5 = Square Footage: \_\_\_\_\_ Current Tenant: \_\_\_\_\_

Tenant Business Type: \_\_\_\_\_

Years at this Location: \_\_\_\_\_ Year left on Lease \_\_\_\_\_ Monthly Rent \_\_\_\_\_

Unit Number (address) \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Fax Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

Do Commercial Tenants Have Access to high-speed Internet: \_\_\_\_\_

Does Building Offer One or Individual Unit Alarm Systems: \_\_\_\_\_

What Common Areas Do Tenants Share: \_\_\_\_\_

Do Commercial Tenants Share a Common Bathroom: \_\_\_\_\_

Are Common Area Fees Included in Rent: \_\_\_\_\_ If Not, Monthly Fee: \_\_\_\_\_

If vacancies exist in your property, please describe your efforts to fill them:

\_\_\_\_\_  
\_\_\_\_\_

From feedback from prospective tenants that DID NOT sign leases, what were obstacles were you given. For example, high rents, space condition, foot traffic, local similar business, town demographics, etc.: \_\_\_\_\_

Do you offer build-out assistance with new tenants: \_\_\_\_\_ What kind: \_\_\_\_\_

\_\_\_\_\_

THANK YOU FOR COMPLETING THIS SURVEY.  
YOUR COMMENTS WILL ASSIST MAIN STREET IMPLEMENT IT  
REDEVELOPMENT AND ECONOMIC ANALYSIS PLANS

*Please fax your completed survey to: \_\_\_\_\_*