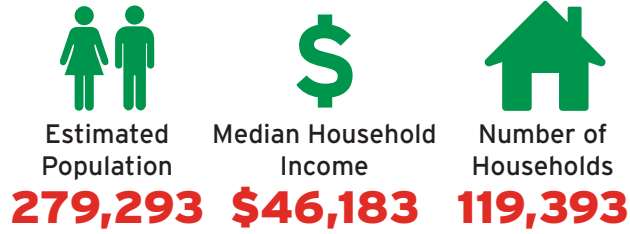




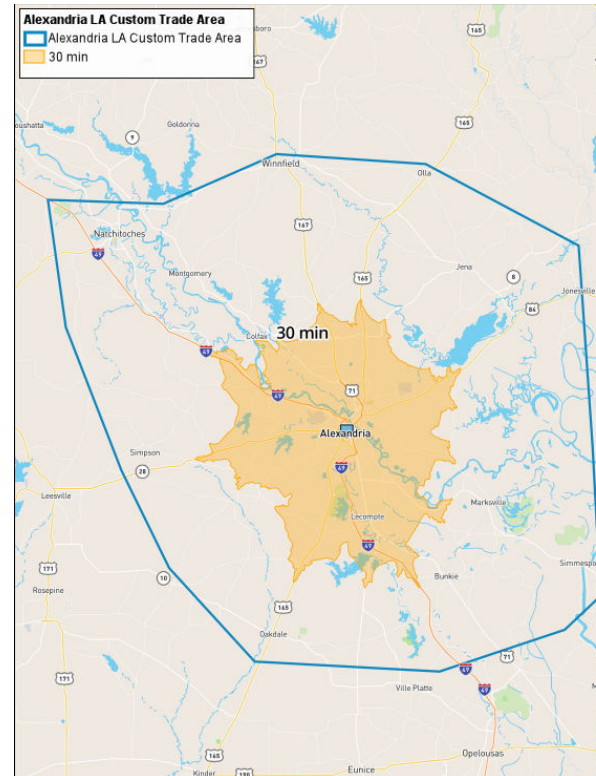
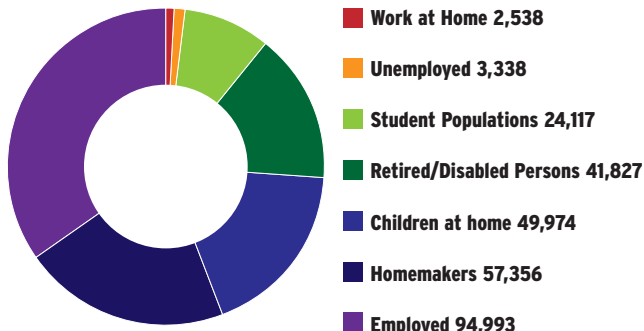
Demographics Custom Trade Area



Demographic Profile	3 Mile Radius	5 Mile Radius	10 Mile Radius
2022 Est. Population	44,966	59,002	93,658
Daytime Population	62,067	77,197	108,074
Median HH Income	\$41,974	\$43,185	\$49,028
# of Households	17,624	22,729	35,814

Drive Time (Minutes)	5	10	15
2022 Est. Population	8,754	48,753	74,699
Daytime Population	20,755	68,812	95,002
Median HH Income	\$38,481	\$42,306	\$46,522
# of Households	3,440	18,878	28,944

Daytime Population: 274,133 Custom Trade Area



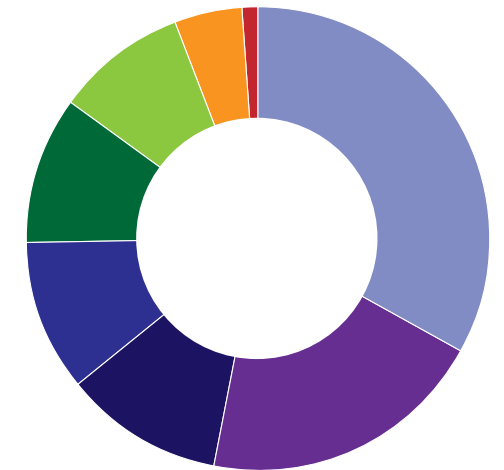
Peer Analysis

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

- San Marcos, TX
- Texarkana, TX
- Longview, TX
- Fort Smith, AR
- Bossier City, LA
- Lafayette, LA
- Conway, AR
- Jonesboro, AR
- 700 Barnes Dr
- 102 Richmond Ranch Rd
- 3092 N Eastman Rd
- 4001 Phoenix Ave
- 2735 Beene Blvd
- 3225 Louisiana Ave
- 501 Elsinger Blvd
- 3000 E Highland Rd

GAP Analysis \$497,962,463 Custom Trade Area

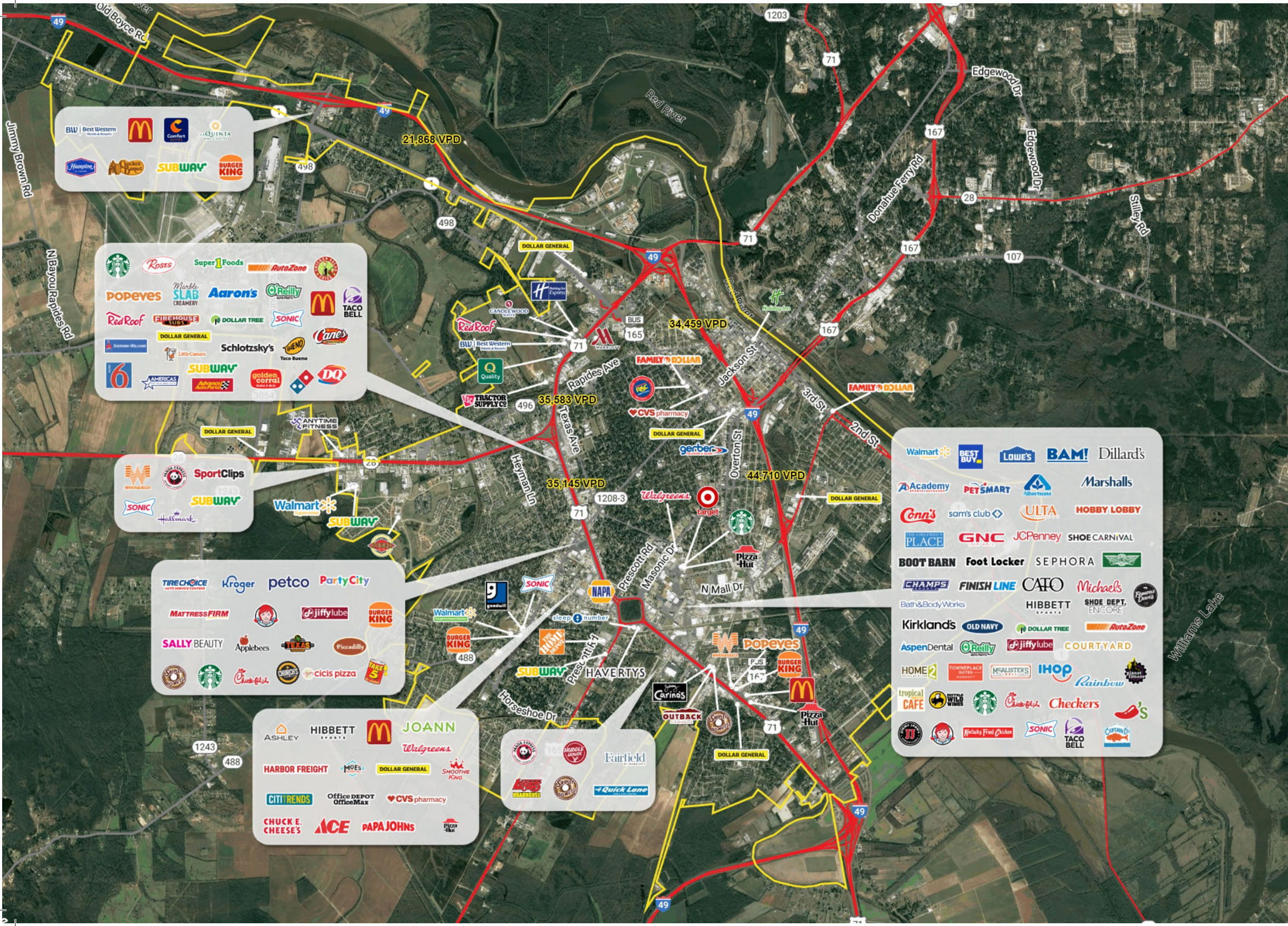
The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap Analysis is a useful tool to gauge retail supply and demand within the community.



- Food & Beverage Stores \$164,762,256
- Food Service & Drinking Places \$99,487,244
- Clothing & Clothing Accessories Stores \$55,433,925
- Furniture & Home Furnishings Stores \$53,570,618
- General Merchandise Stores \$50,251,094
- Building Material & Garden Equipment Stores \$45,913,179
- Electronics & Appliances Stores \$23,738,714
- Sporting Goods, Hobby, Book, Music Stores \$4,805,433



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The City of Alexandria has an extensive catalogue of retail commercial real estate properties. Scan the QR Code for more information or visit growwithalexandria.com/property-search to view available properties. You may also contact Rick Ranson at rick.ranson@cityofalex.com or 318-441-6735

www.GrowWithAlexandria.com

