

**Supportable Retail Table**  
**Vilano Beach, FL - With Supermarket Anchor**

	2005 Total Trade Area ( <u>'000's</u> )	2010 Total Trade Area ( <u>'000's</u> )	Rec. Supportable Retail	Forecast Sales*	Sales* Sq. Ft.	Retailers Such As:
Department Store	\$6,298	\$9,877	0	\$0	\$0	
Discount Department Store	\$15,683	\$24,498	0	\$0	\$0	
Women's Apparel	\$3,174	\$4,575	2,500	\$812,500	\$325	Casual womens apparel
Men's Apparel	\$1,757	\$2,419	0	\$0	\$0	
Unisex Apparel	\$3,048	\$4,126	4,500	\$1,552,500	\$345	Casual beach apparel
Children's Apparel	\$1,473	\$2,091	0	\$0	\$0	
Shoes & Accessories	\$1,296	\$1,693	0	\$0	\$0	
<b>Total Apparel, Shoes &amp; Accessories</b>			<b>7,000</b>	<b>\$2,365,000</b>	<b>\$338</b>	
Grocery	\$14,172	\$19,604	25,000	\$10,625,000	\$425	Publix or Harris Teeter
Specialty Food Stores	\$2,258	\$3,537	0	\$0	\$0	
Alcoholic Beverages	\$1,921	\$2,630	0	\$0	\$0	
Restaurant W/Liquor	\$6,503	\$8,579	0	\$0	\$0	
Restaurant W/O Liquor	\$5,921	\$8,626	4,500	\$1,575,000	\$350	Starbucks, Subway or sub shop, Thai/Sushi Rest or similar
<b>Total Food &amp; Restaurant</b>			<b>29,500</b>	<b>\$12,200,000</b>	<b>\$414</b>	
Appliances, Computers and Electronics Store	\$4,200	\$6,279	2,500	\$812,500	\$325	Radio Shack
Art, Craft, and Sewing Stores	\$1,813	\$2,640	0	\$0	\$0	
Book & Music Stores	\$1,927	\$2,676	2,500	\$375,000	\$150	Used Book Shop
Card / Gift Shops	\$1,315	\$1,830	1,500	\$442,500	\$295	Local card/gift shop
Drug Store / Pharmaceutical	\$6,802	\$13,773	0	\$0	\$0	
Florists	\$884	\$1,321	0	\$0	\$0	
Health and Beauty Store	\$2,352	\$3,472	1,500	\$637,500	\$425	Bath & Body Works or similar
Furniture, Home Décor and Accessories Stores	\$4,636	\$6,253	3,500	\$1,382,500	\$395	Art Gallery/Home Décor
			2,000	\$640,000	\$320	Pottery/Glassware
Home Improvement	\$4,183	\$5,679	0	\$0	\$0	
Jewelry Store	\$3,650	\$5,557	0	\$0	\$0	
Laundry / Dry Cleaning	\$1,371	\$2,241	500	\$55,000	\$110	Local cleaner
Luggage Shops	\$434	\$722	0	\$0	\$0	
Musical Instrument Shops	\$150	\$251	0	\$0	\$0	
Office Supplies	\$433	\$616	0	\$0	\$0	
Optical / Vision Care	\$1,580	\$2,307	500	\$225,000	\$450	Local Optical/Sunglass Hut
Personal Services	\$2,856	\$4,042	3,500	\$1,277,500	\$365	Local day spa/hair salon
			1,500	\$487,500	\$325	Nail Salon/Barber
Pet Supply Store	\$1,047	\$1,758	0	\$0	\$0	
Photographic Equip & Devel.	\$298	\$384	0	\$0	\$0	
Shoe Repair and Service	\$564	\$920	0	\$0	\$0	
Sporting Goods Store	\$2,924	\$5,114	4,000	\$1,500,000	\$375	Surf/bike shop with rentals
			1,500	\$442,500	\$295	Kite Shop
Tobacco Shop	\$2,397	\$3,328	0	\$0	\$0	
Toy and Hobby Shops	\$1,344	\$2,047	0	\$0	\$0	
Video / Entertainment	\$1,074	\$88,250	2,500	\$487,500	\$195	Expanded video shop
<b>Total Other Retail</b>			<b>27,500</b>	<b>\$8,765,000</b>	<b>\$319</b>	
<b>Total Supportable Retail</b>			<b>64,000</b>	<b>\$23,330,000</b>	<b>\$365</b>	

\* Sales stated in constant dollars - no adjustment has been made for potential inflation