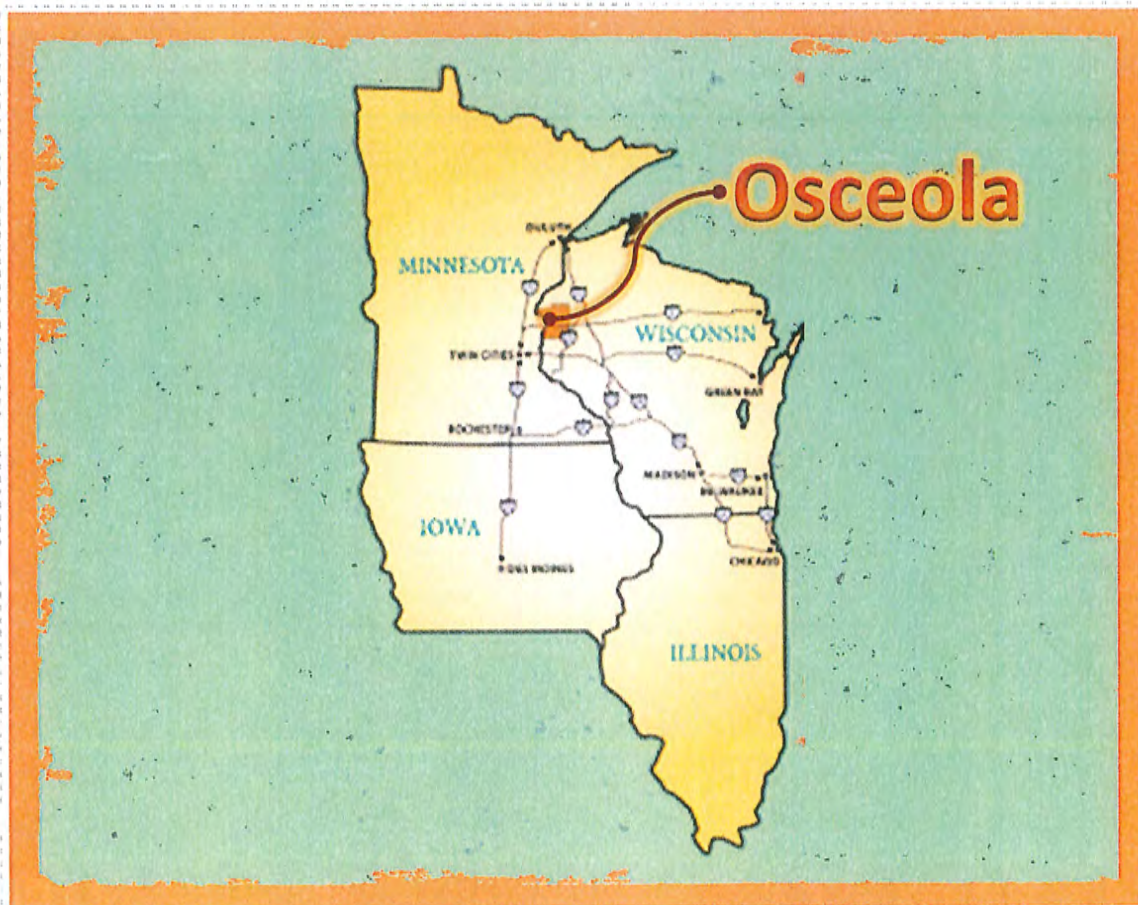




REAL. CHARMING.

VILLAGE OF OSCEOLA, WI

INDUSTRIAL AND COMMERCIAL DEVELOPMENT INFORMATION



Joel B. West
Village Administrator
joelwest@myosceola.com
715-294-3498

Village of Osceola, Municipal Offices, 310 Chieftain Street, P.O. Box 217, Osceola, WI 54020-0217

Phone: 715-294-3498 Fax: 715-294-2210



In View

Osceola, Wisconsin, located on the St. Croix National Scenic Riverway, was originally settled in 1844. A collection of buildings dating from the 1880's forms the core of downtown and contributes to Osceola's small town charm.

Located less than 40 miles northeast of the Minneapolis and St. Paul metropolitan area, the Village enjoys a perfect balance of recreation, tourism, business and industry. Osceola is an attractive place for families to live, work and do business.

The Village's elected officials, businesses and residents welcome you to our community!



Thriving Downtown

The downtown commercial district, listed on the National Register of Historic Places, tempts visitors with one-of-a-kind shops and eating establishments. Cascade Falls, located in the southwest corner of the business district, provides a cooling respite on hot summer days and a frosty landscape in the winter.

Osceola is a Wisconsin Main Street Community. In 2006, Osceola received a Crown Community Award from American City and County; and in 2007, Osceola received a designation as a Preserve America Community for its efforts in preserving and promoting its historic and cultural heritage.

Whether you're looking to start a new business or just visit, Osceola's Main Street is definitely the place to begin.

For more information contact:



Osceola Main Street & Chamber
 P.O. Box 251
 Osceola, Wisconsin 54020-0251
 ☎ (715) 755-3300 or 1-800-947-0581
 🌐 www.vil.osceola.wi.us

Osceola, Wisconsin

Community Profile

People	
Population	2,549
Labor Force	1,495
Job Growth Rate	14.38%
Median Age	35.91
Labor Force	
Bachelor's Degree or Higher	21.30%
High School Degree or Higher	94.21%
White Collar Workers	52%
Blue Collar Workers	47%
Budgets	
Household Expenditures (Average)	\$47,400
Household Income (Median)	\$44,885
Source: Locate in Wisconsin Applied Geographic Solutions	

Whether you're looking to start a new business or just visit, Osceola's Main Street is definitely the place to begin.

Osceola Main Street & Chamber is a member organization that brings together businesses, civic groups and individuals to work on projects that benefit the entire community. We have supported and promoted business and industry for more than twenty years. Membership includes local and area retailers, service professionals, industry and concerned citizens.

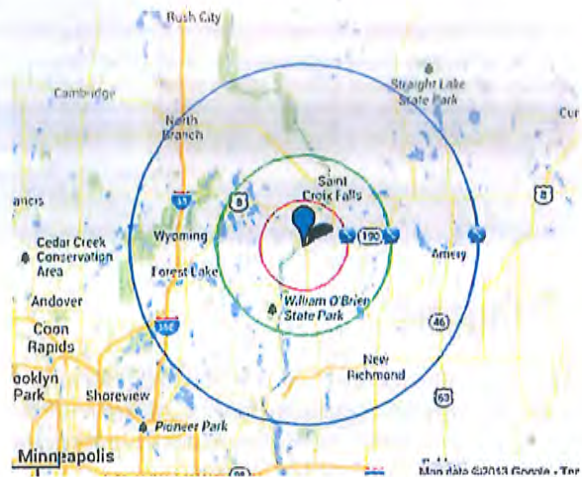
Osceola Main Street & Chamber advocates restoration of the historic character of our downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis and public improvements. These elements are part of our four-point approach to enhancing and maintaining Osceola's vibrant and beautiful historic downtown business district. We continually strive to unite area industry, retail and service businesses to create a friendly, prosperous, progressive community.

Osceola Main Street & Chamber

Main Street Reinvestment Statistics | Fiscal Years 1998 to 2012

# of Promotional Events	78
Total Event Attendance	431,251
# of Public Improvements	8
Total Public Investment	\$4,282,850.00
# of Building Rehabilitations	53
Building Rehab Investment	\$4,233,525.00
# of New Buildings	5
New Building Investment	\$4,563,392.00
# Buildings Sold	21
Total Amount of Purchase	\$3,877,500.00
Total Private Investment	\$12,674,417.00
Total Public and Private Investment	\$16,957,267.00
# New Housing Units	0
Monthly Rent	\$0.00
<hr/>	
# of New Businesses	71
# of Lost Businesses	24
Net Businesses	47
<hr/>	
# of New Jobs	143
Businesses Expanding	39
Jobs Expanded	99
Total New Jobs	242
# of Lost Jobs	147.5
Net Jobs	94.5
<hr/>	
Total Main Street Investment	\$30,000
\$ ROI per \$ M.S. Investment	\$91.29
% ROI	9,128.97%

Make Your Business Move in Osceola's Vibrant Main Street District!



Downtown Osceola Market Fast Facts

Population	5 Miles	10 Miles	20 Miles
2013 Estimate	10,760	33,636	167,873
2018 Projection	10,617	33,735	172,278
Change: 2013 - 2018	-1.3%	0.3%	2.6%
<hr/>			
Households	5 Miles	10 Miles	20 Miles
2013 Estimate	4,095	13,224	63,702
2018 Projection	4,060	13,347	65,650
Change: 2013 - 2018	-0.9%	0.9%	3.1%
<hr/>			
Housing Units	5 Miles	10 Miles	20 Miles
2013 Total Dwellings	4,483	15,362	71,770
— Owner-Occupied	79.0%	80.9%	83.1%
— Renter-Occupied	21.0%	19.1%	16.9%
— Units Occupied	91.4%	86.1%	88.8%
<hr/>			
Labor Force – 2013	5 Miles	10 Miles	20 Miles
Labor Force	6,206	18,614	93,326
— Employed	92.1%	93.3%	93.9%
— Unemployed	7.8%	6.6%	6.1%
— In Armed Forces	0.1%	0.1%	0.0%

Source: Locate In Wisconsin | Applied Geographic Solutions

JOEL B. WEST - VILLAGE
ADMINISTRATOR
PO Box 217, Osceola, WI 54020
715.294.3498

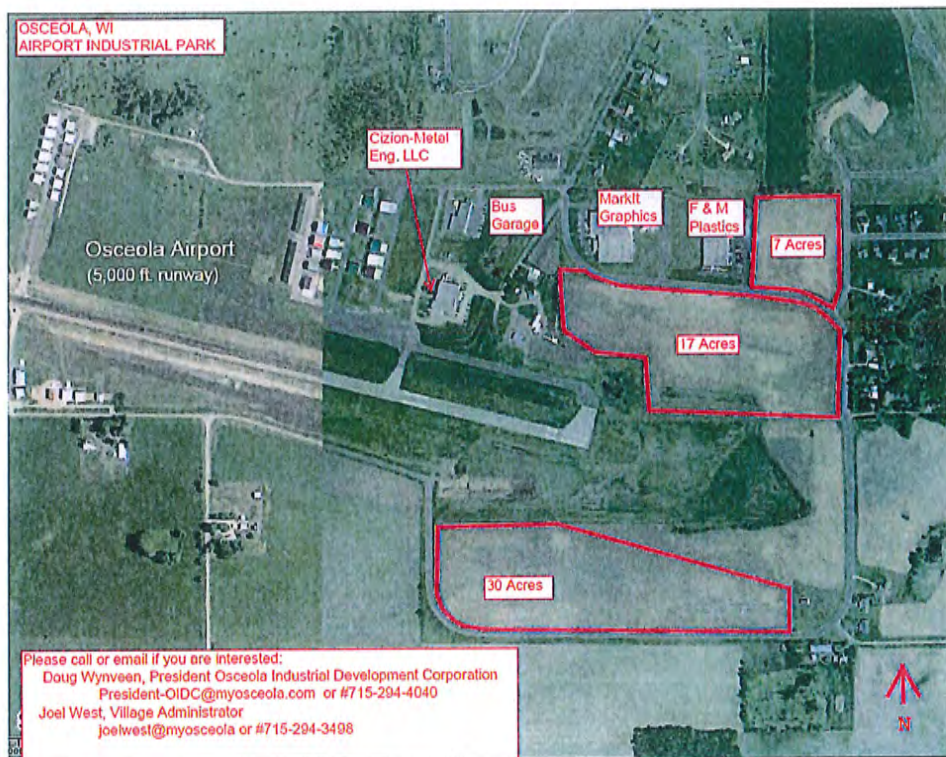
JOELWEST@MYOSCEOLA.COM



VISION 600

DOUG WYNVEEN, PRESIDENT
OSCEOLA INDUSTRIAL DEVELOPMENT CORP.
PO Box 217, Osceola, WI 54020-0217
715.294.4040
PRESIDENT-OIDC@MYOSCEOLA.COM

Osceola, Wisconsin Airport Industrial Park Site Development Information



NARRATIVE - Site Development Information

Exhibit 1 – Industrial Park Map

Exhibit 2 – Zoning

Exhibit 3 - Covenants

JOEL B. WEST - SECRETARY
OSCEOLA INDUSTRIAL DEV. CORP.
PO Box 217, Osceola, WI 54020
715.294.3498
JWEST@MYOSCEOLA.COM



STEVE HEALY
POLK COUNTY ECONOMIC DEV. CORP.
PO Box 411, Centuria, WI 54824-0411
715.646.3369
STEVE.HEALY@POLKCOUNTYEDC.COM

**Osceola, Wisconsin
Airport Business Park
(5,000 ft. runway)
Site Development Information**

I. Property Description

A. Location and Description

See attached map – Exhibit 1.

B. Land Control

The land within the Airport Business Park is owned by the Redevelopment authority of the Village of Osceola and marketed through the Osceola Industrial Development Corp. (OIDC). The contacts for the OIDC are Joel B. West, Secretary (715.294.3498). The property south of 68th Ave. is privately owned. Owner is Gary Johnson, 931 140th Lane, NW, Andover, MN 55304

C. Existing Land Use

The Airport Business Park land is zoned as light industrial (I-1). See Exhibit 2 for Village zoning. The property south of 68th Ave. is located in the Town of Farmington and is governed by their land use plan. It is anticipated that the owner would petition the Village for annexation. The property is subject to height limitation zoning due to proximity to the airport. Construction at the location would not be considered a hazard to aviation; however, any cranes or tall objects would be required to have flags during the day and flashing lights at night. The maximum building height (35') established by the local zoning code is more restrictive than the airport height limitation zoning. An environmental assessment performed for an anticipated airport expansion disclosed no archeological or environmental factors that would influence the project. There are no known or suspected on-site wells, buried tanks, abandoned septic systems, or miscellaneous conditions that would negatively affect construction on the site.

D. Site Topography

Test borings were taken to evaluate the site at the NW corner of 250th and Street 68 Ave. for a potential high-capacity water well. The static

water level at the well site was at a depth of 10'. The site is not located in proximity to a delineated flood plain so no construction requirements are anticipated. The topography of the site is relatively flat with cut and fill needed to achieve a balanced site of less than 1'. There is no known potential for encountering sinkholes. The rock layers in the area vary. Recent installations of water and sewer lines in the area have encountered rock; however, have not required blasting to remove the rock. The land is currently farmed in a commodity crop and, consequently, vegetation removal should be minimal. Retaining walls and / or reinforced slopes will not be required on the site. The USGS soils classification for the site is HrB. Due to the sandy soils, there is little surface water drainage from contiguous land. The sandy soils also preclude the need for agricultural drain tiles on the site.

E. Site Aquifer

There are no suspected or confirmed aquifers at the site. Groundwater is drawn from three sandstone formations beneath the site. The Tunnel City Formation is at a depth of 340 ft. The Wonewoc Formation at a depth of 360 ft. The Mount Simon Sandstone is located at a depth of 600ft.

The Village does have a Well-house Protection Ordinance regulating uses with 1,250' of the well location. The Village has a high capacity well at the corner of 68th Ave and 250th St.

F. Existing Utilities

Sanitary Sewers

Sanitary sewers are available along Simmon Drive. Sanitary sewer can be extended to the parcels to the south of the Airport. Currently an 8" line at a depth of 7 ft is located at the intersection of 68th Ave. and 250th Street.

Water

Water service is available along Simmon Drive. For the parcels south of the airport, water is at the corner of 68th and 250th and along the southern boundary of the airport. The depth of this waterline is currently 7 ft.

The waterline, constructed in 2002, is a looped system and will not need any modification.

Storm Water

Storm sewers are in place to service all locations within the Airport Business Park. At this time, the storm water run-off either perks into the ground or by natural run-off. Recently enacted State regulations require infiltration of 60% of the pre-development volume, retention of 80% of the suspended solids and a peak discharge of a 2-year, 24 hour design storm. A 24” storm sewer is located on 68th Ave. that could be utilized for the portion of the storm runoff not infiltrated.

II. Planning

A. Regulatory System

The developer will be required to comply with the Village of Osceola Land Use Plan, Zoning Ordinance, and the Wisconsin Version of the 2002 International Building and Energy Code. If rezoning is necessary, a development agreement would be required with the Village.

The owner will also have to submit facility design and Architectural plans for review and approval to the Wisconsin Department of Commerce Division of Buildings and Safety.

B. Zoning and Process Procedures

All land in the Airport Business Park is located within the Village and is zoned I-1. The property south of the Airport Business Park is currently in Farmington Township. If approached by the landowner the Village would look favorably on annexing the property to the Village. After annexation the property is automatically zoned R-4 (rural development). The Village Board would look favorable on a request to rezone the property to one of the industrial zoning classifications. This use is consistent to zoning adjacent to the airport. A copy of the Village zoning code for industrial districts is included as Exhibit 2.

Architectural Review would take place as a part of the review of the development agreement by the Village Board.

C. Site vs. Building Requirements and Height Restrictions

Minimum Lot Area:	None
Minimum Lot Width:	None
Minimum Front Yard Setback:	25 ft.
Minimum Side Yard Setback:	25 ft.

Minimum Back Yard Setback:	25 ft.
Maximum Building Height:	35 ft.
Impervious Site Coverage:	no requirement
Green Space Coverage:	no requirement
Building to Site Coverage:	no requirement

D. Site Standards

Attached Exhibit 3 is the Protective Covenants for the Airport Business Park. Development of adjacent parcels should also comply with these covenants.

Employee and truck parking shall be primarily restricted to side and rear areas. Any front yard parking shall be constructed with asphalt and be aesthetically attractive. Parking adjacent to the facility is acceptable as long as owner complies with the Osceola Zoning Ordinance.

Truck loading docks can face roadway adjacent to the property.

A landscaping plan is required with the site plan. All landscaping should include an acceptable, graded lawn, well kept and mowed, and trees and shrubs in good condition. Where possible utilities shall be put underground.

There is no screening of rooftop equipment required.

On-site fire lanes can be constructed of exposed aggregate. Currently, fire lanes are not required but recommended. However, the Village Fire Chief has initiated a discussion with the Village Board to establish and implement a fire lane policy.

Sidewalks are not required along the roadways.

E. Fees

The plan review fee is based on the value of the building to be constructed. The Building Inspector can provide an estimate of the fees once the scope of the project has been established. Prior to construction the developer would need to obtain an stormwater discharge permit from the Department of Natural Resources at a cost of \$350 and an erosion control permit from the Village at a cost of \$75, plus a \$1,000 escrow for the storm water plan review. In addition, there is a site plan review fee of \$75, plus a \$1,000 escrow for the site plan review

There are no additional impact or development fees associated with this project.

F. Environmental

An environmental assessment process is not required for this site. An environmental assessment was completed in 2004 for the Village's airport runway extension project (approximately 1,500' north of the proposed site). No adverse conditions were found in this report. The Wisconsin Wetlands Inventory does not indicate any wetlands on the Airport Business Park parcels. Some wetlands have been identified on the adjacent parcels.

III. Building

A. Regulatory System

The Building Code used by the Village of Osceola is the 2002 Wisconsin Version of the International Building Code.

The Energy Code used by the Village of Osceola is the 2002 Wisconsin Version International Energy Code.

B. Responsibility

The State Department of Commerce Division of Safety and Buildings reviews ADA compliance.

The inspection of and the issuance of the building permit for the construction of commercial and industrial projects is the responsibility the State of Wisconsin Department of Commerce, Division of Safety and Buildings.

The State of Wisconsin does plan review for any facility over 50,000 sq. ft. It also requires that the owner have their plans be certified by a Wisconsin architect or engineer.

Site inspection for local code compliance will be the responsibility of the Village of Osceola.

On a local level, verbal communications with the Osceola Bldg. Inspector and the owner is acceptable. Written communication with the State of Wisconsin Department of Commerce, Division of Safety and Buildings is required.

C. Plan Review Requirements

The State approves the permit process. Process takes 1-2 months. An owner can fast track a project, however, all plans by the owner must be completed (Bldg, electrical, plumbing, electrical, storm drain,) when the owner makes that request.

The State of Wisconsin Department of Commerce, Division of Safety and Buildings reviews building emergency travel distance requirements.

Screening for roof-mounted equipment is not necessary.

The Wisconsin version of the International Building Code would need to be followed regarding smoke venting, smoke evacuation or smoke bordering.

Regarding permit approvals, the state will require a two- week timeline for plan review of each phase of the project. Locally, a permit can be accessed within 24-48 hrs

D. Permit Phasing

A phased permitting process is allowed. Usual sequence allows the owner to start building the foundation. There is a separate approval process for the following:

- Building
- HVAC
- Plumbing
- Electrical

The Village can issue a grading permit within 24-48 hours of receipt of the completed permit application.

The sequence for permitting industrial projects is as follows'

- Foundation
- Plumbing
- Building
- Heating

E. Certificate of Occupancy Requirements

The Village of Osceola does provide for partial and full Certificates of Occupancy.

Facility has to receive an approval for the fire alarm and suppression system prior to day-to-day personnel having access to the building. However, we are flexible in allowing equipment to be moved into the building prior to formal approval of the Certificate of Occupancy.

F. General Information

Wind and Snow loadings are calculated by a formula within the International Building Code. The Seismic Zone is also calculated by a formula within the International Building Code.

G. Permits and Reviews Required

Plan Review

The Department of Commerce reviews plans on all Bldgs. over 50,000 square feet. The Department of Natural Resources reviews the erosion control and stormwater management plan. The Village reviews the erosion control plan that must be in place during the construction period.

Permits

A building permit, stormwater discharge permit, an erosion control permit, and site plan approval will be required to construct the project.

Upon receipt of the Certificate of Occupancy, no other operation permits are required.

State/Federal

The State of Wisconsin Department of Commerce, Division of Safety and Buildings reviews the building construction plans. The State of Wisconsin Department of Natural Resources reviews the stormwater management plan and erosion control plan.

IV. Private Franchised Utilities

A. Natural Gas

WE Energy is the natural gas provider with a gas pressure of 60 lbs.

Responsibility

The owner is responsible for the cost of installation of service from the property line to the building perimeter. Maintenance of the line is the responsibility of WE Energy.

Cost of Installation

There is a looped, 3” natural gas line throughout the industrial park. Access to the natural gas line is located at 250th and 68th Street. Construction of the natural gas is the responsibility of the utility to the property line.

B. Communication

Centurytel would be responsible for the placement and maintenance of telecommunication lines between Centurytel’s office and the customers demarc.

Centurytel would place the cable and conduit as required by the customers demarc. Any wiring or conduit structure would more than likely be designed and placed when the structure is built.

Availability and Cost of Installation

Centurytel does offer T1 service. Centurytel does not offer T2 service but does provide DS3. The cost of a T1 service from Centurytel’s switch to customers’ building is approximately \$400.00 per month.

Fiber Optic Availability

If required CenturyTel will provide the necessary fiber optic cable to the building demarc. There is existing fiber in the area. There is no cost to the customer for the placement of normal fiber optic cable facilities. The only charge would be when the customer’s request was extraordinary. An example being, requesting fiber optic OPX from the customers equipment to one building to equipment to another building.

Centurytel would maintain the facility to the demarc and for the cost of maintaining the facility. Centurytel does not require concrete encasement; in certain instances, Centurytel may require a PVC encasement.

Right of Way Requirements

No easements are necessary by Centurytel if we are feeding anyone except the customer whose property they serve.

Per month Cost (note: subject to change):

B1 line \$47.35

Key line \$52.15

Line Options

DSL1 \$59.95

DSL2 \$79.95
DSL3 \$179.95

Lakeland Communications has a fiber optic line that runs in the street right-of-way in the Airport Industrial Park. Contact information for the company is listed below:

Lisa / lisa@lakeland.ws
Lakeland Communications
Milltown WI 54858
Office: 715-825-2171
www.lakeland.ws

C. Electrical Services

Power Service

Xcel Energy provides service to the Airport Business Park. Service to parcels south of the Airport Business Park is provided by Polk Burnett. Currently 3-phase electrical service is available throughout the industrial park. The substation is located at the corner of CTM and 240th.

V. Construction Issues:

For the construction of a commercial building, a contractor's license is not required. HVAC system installation requires state certification and plumbing installation requires a state license. All other trades used on the site do not need to be licensed.

Any material needed for the construction of the facility is easily accessible. Building materials can be accessed in Osceola, Hudson or Twin Cities area. In a typical year the first frost is in October and the last frost in May. Depending on when the frost arrives, constructing a foundation can take place through the end of November.

The Airport Business Park requirements call for the use of decorative concrete, precast or tilt-wall systems.

There are no requirements regarding exterior colors. The use of earth tones is encouraged.

No design articulations beyond the "gray" shell will be required.

List of Major contractors in the area.

Concrete:

- Graley Concrete Construction, 715.294.4070
- Johnson Concrete Construction: 715.268.2159
- Droher Concrete Construction: 715.294.4496
- R&M Masonry: 612.867.5372

Ready mix Concrete:

- Gemstone-Yellow River PO Box 387, Turtle Lake WI 54889
715.755.2906

Excavating:

- Cross Country Excavating 104 Clark Rd. Dresser, WI 54009
715.294.3141
- Selzler Excavating – 715.755.3355
- J & S Contracting – 715-294-2748

Electrical:

- Comfort by Design, 302 2nd Avenue, Osceola, WI - 800-370-6545
- Don Cloutier Electric, 2586 68th Avenue, Osceola, WI 54020 –
715-294-3712

Plumbing:

- Comfort by Design, 302 2nd Avenue, Osceola, WI - 800-370-6545

Paving:

- Monarch Paving, PO Box 346, Turtle Lake, WI - 715.268.6465

List of contacts pertinent to this project:

Government:

Village of Osceola:

Joel B. West, Village Administrator
310 Chieftain St., Osceola, WI 54020-0217
715.294.3498
jwest@myosceola.com

Village of Osceola

Cliff Manwiller, Building Inspector
1644 60th Street, Turtle Lake, WI 54889
H: 715.268.9233
C: 715.554.0184

Village of Osceola
Dan Hekrdle, Public Works Director
310 Chieftain St., Osceola, WI 54020-0217
715.294.2233

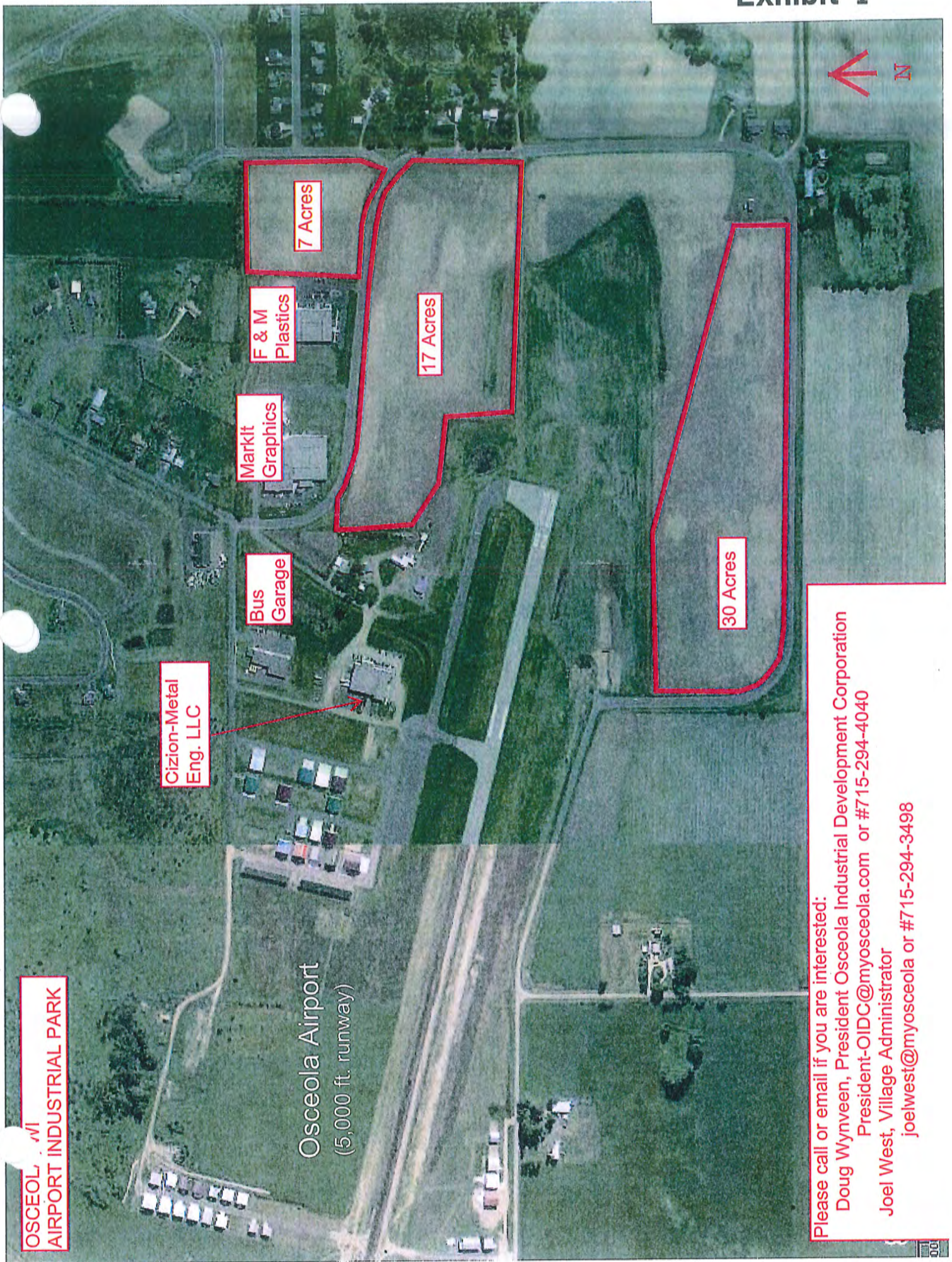
CenturyTel Communications:
Centurytel Plant Facilities, Osceola, WI 54020
Michael Vandebos 715.294.2463

Wisconsin Natural Gas:
Carol Harding, Planning 715.268.7198

Polk Burnett Electric:
1000 State Road, STH35, Centuria, WI 54824-0310
Chuck Melburg 715.646.2191

Xcel Energy
801 Keller Ave. S., Amery, WI. 54001
Vicki Breault 715.268.3227

Non-union workers perform most non-governmental construction work in the area.



OSCEOLA, MI
AIRPORT INDUSTRIAL PARK

Osceola Airport
(5,000 ft. runway)

Cizion-Metal
Eng. LLC

Bus
Garage

Markit
Graphics

F & M
Plastics

7 Acres

17 Acres

30 Acres



Please call or email if you are interested:
Doug Wymveen, President Osceola Industrial Development Corporation
President-OIDC@myosceola.com or #715-294-4040
Joel West, Village Administrator
joelwest@myosceola or #715-294-3498

VILLAGE OF OSCEOLA – AIRPORT INDUSTRIAL PARK ZONING

A. I-1 Light Industrial District. The I-1 District is intended to provide for manufacturing and industrial and related uses of a limited nature and size and is intended to exclude those industries that may be dangerous or generate a high degree of noise, smoke, traffic or air or water pollution or that would otherwise create a public or private nuisance.

(1) Permitted uses and structures: manufacturing, assembly, fabrication and processing plants of a limited scope or other operational characteristics which would adversely affect surrounding uses or be basically incompatible with the surrounding environmental character and where not more than 10% of the lot or tract is used for open storage of products, materials or equipment; experimental, testing and research laboratories not involving the keeping of animals or use of animal products or any significant degree of danger or undesirable operational characteristics; printing and publishing houses and related activities; toolmaking, cabinetry and repair shops; automobile service stations; public utility offices and installations; general warehousing, not to include open storage; lumber and building supply yards, not to include open storage; and automobile body repair shops, not including the storage of junked or wrecked automobiles and parts.

(2) Accessory building or use. An accessory building or use shall be used only for the following purposes:

(a) Office, storage, power supply and other such uses normally auxiliary to the principal use.

(b) Off-street parking, loading and service facilities.

(c) Residential quarters for the owner, resident operator, guard or caretaker.

(3) Building height: maximum 75 feet. (The airport industrial park is also subject to airport height restrictions that would limit the height to approximately 35 feet. A more precise determination of the allowable height can be determined at the time of site plan approval based on the actual location of the building on the a specific site.)

(4) Yard.

(a) Side: minimum 25 feet. In the event that a parcel of land zoned I-1 is adjacent to a parcel in a residential district, there shall be a minimum side or rear yard adjacent to or abutting the residential district of 50 feet with a planting screen not less than 15 feet wide and not less than six feet high located in the rear. In addition, each industry shall provide a loading or delivery zone such that truck deliveries and pickups shall not block or impede the flow of traffic on any of the streets or alleyways of the Village, and off-street parking shall be provided for all vehicles.

(b) Front: minimum 25 feet.

(c) Rear: minimum 25 feet. In the event that a parcel of land zoned I-1 is adjacent to a parcel in a residential district, there shall be a minimum side or rear yard adjacent to or abutting the residential district of 50 feet with a planting screen not less than 15 feet wide and not less than six

feet high located in the rear. In addition, each industry shall provide a loading or delivery zone such that truck deliveries and pickups shall not block or impede the flow of traffic on any of the streets or alleyways of the city, and off-street parking shall be provided for all vehicles.

(5) Lot size.

(a) Width: no minimum.

(b) Area: no minimum.

ZONING

219 Attachment 1

Village of Osceola

Airport Business Park Protective Covenants
(see § 219-16D)

Village of Osceola, Osceola Industrial Development Corporation
Declaration of Protective Covenants

The Village of Osceola, Wisconsin (hereinafter referred to as the "Village"), as the owner of real property designated as the Osceola Airport Business Park (hereinafter referred to as the "Park"), does hereby impose upon the real property described above the following conditions, restrictions, covenants and charges which shall run with the land and be binding on and inure to the benefit of the owners of the land, their heirs, personal representatives, administrations, successors and assigns.

The Village, acting through the duly authorized Osceola Industrial Development Corporation (hereinafter referred to as the "OIDC"), intends to keep development desirable, uniform, suitable in architectural design limited to uses specified herein and to achieve a park-like improvement with moderate structural density (building coverage and floor area ratio) and large landscaped areas.

The purpose of these covenants is to provide for the development of business, manufacturing, research and related compatible uses in an attractive and functional setting. The assurance of protection from incompatible, unsightly, or nuisance uses will serve to maintain property values and attract the quality, labor intensive, light manufacturing, business, research and development firms for which the Park has been designed.

In order to establish a general plan for the improvement and development of the Park, the Village desires to impose on it mutual, beneficial restrictions for the benefit of all lands within the Park and for the benefit of the Village of Osceola. The Village hereby declares that the property shall be sold subject to the restrictions and covenants herein set forth.

SECTION A

1. Site Plan Review and Approval. No building, or any improvement or signs, shall be erected, placed or altered on any building site in this Park until the plans for such building or improvement, including site plan, landscape plan, building plan, and specifications, have been approved by the OIDC. Said OIDC shall approve or disapprove such plans with respect to conformity with these restrictions and other applicable enactments of the Village, and with respect to harmony of external design and land use as it affects property within and adjacent to the subdivision.
2. Nuisance Control. No operation, process, manufacturing, or building use in said subdivision shall produce or create excessive noise, light, odor, smoke, vibration, heat, industrial waste or other excessive measurable external nuisance.

OSCEOLA CODE

3. Outdoor Storage. No materials, products, supplies, production equipment, company-owned or -operated vehicles, including but not limited to trash and garbage receptacles, shall be stored outside a building unless such items are stored behind a visual barrier in compliance with the following outdoor storage screening criteria:
 - a) Outdoor storage areas must be screened by structures or fences so as to completely conceal all items stored in these areas from adjoining properties and public streets.
 - b) Screening shall be 100% opaque and must consist of materials similar to, and harmonious in color, texture, and design with, the principal building on the lot.
 - c) Screening shall be at least six feet in height, and gates shall be the same height as the structures or fences providing the required screening.
 - d) The total area of outdoor storage, including trash and refuse areas, shall not exceed 50% of the area of the principal building or 10% of the lot area, whichever is less.
 - e) All screening shall be in conjunction with earth berms at least four feet in height together with evergreen and deciduous hedge and over- and understory trees in a buffer strip at least 12 feet in depth. Evergreen varieties of plantings shall consist of at least 50% of the total planting. At planting, hedge material shall be at least 2 1/2 feet in height; deciduous trees shall be at least five feet in height with a minimum of 2 1/2 inches in diameter. Evergreen trees must be at least four feet in height. The screening structures or fences shall be installed behind the earth berm and landscaping.

4. Building lines and setbacks.
 - a) Front. No part of portion of any building shall be erected, constructed or extended nearer than 25 feet to the street right-of-way line, or both street right-of-way lines on a corner lot, of any parcel in said Park. Parking of employees' motor vehicles shall be prohibited at all times within this twenty-five-foot setback area. The entire area shall be turfed and landscaped.
 - b) Rear. No part or portion of any building shall be erected, constructed, or extended nearer than 25 feet to any rear lot line.
 - c) Side. No part or portion of any building shall be erected, constructed, or extended nearer than 25 feet to any interior side lot line.

5. Parking.
 - a) All driveways, parking areas and loading zones shall be surfaced with hot-mixed asphalt, concrete or Portland Cement concrete to prevent windblown dust and provide all-weather surfaces.
 - b) Each owner of a site shall provide adequate off-street parking to accommodate all parking needs for the site. All employee parking will take place in side and/or rear yard lots. Customer/Visitor parking may be permitted in front, up to a maximum of 10 spaces, but no closer than 25 feet away from the street right-of-way. The number, size, dimensions and layout of parking areas shall be approved as part of the site plan. Stall markings shall be provided for all parking spaces. All parking lots containing over 75 stalls shall be designed to incorporate unpaved, landscaped islands in number and dimensions as required by the OI DC.

6. Landscaping. The entire setback area shall be landscaped by the owners and occupant thereof with lawn, trees, shrubs, flowers or similar features. Such landscaping shall be completed no later than 12 months after occupancy. All landscaping shall be done in a suitable manner from an acceptable plan and with the approval of the OI DC so that it will

ZONING

produce an acceptable appearance, excepting only those areas as may be required for driveways, visitor parking or walks. All walks shall be of concrete or similar material.

7. Maintenance. All land shall be maintained and kept free of noxious weeds, rubbish and debris by the property owner. It shall be the responsibility of the property owner to keep the grass mowed in the Village right-of-way abutting the owner's property up to the curb/street pavement, as well as on the private portion of the property.
8. Signs. No sign shall be erected or maintained on the property except in conformity with the following and with approval of the Commission:
 - a) Signs visible from the exterior of any building may be lighted, but no signs or any other contrivance shall be devised or constructed so as to rotate, gyrate, blink or move in any animated fashion without the prior written approval of the Commission.
 - b) Signs shall be restricted to advertising for the person, firm, company, or corporation operating the use conducted on the site or the products produced or sold therein.
 - c) All signs attached to the building shall be flush-mounted. Only one exterior wall sign per business shall be allowed. Total signage shall not cover more than 10% of the wall.
 - d) One freestanding, monument-type ground sign per business shall be allowed. The total size of the freestanding sign shall not exceed 70 square feet per face. The maximum height of all monument signs permitted shall not exceed 10 feet above the center-line street grade. These signs must be set back a minimum of 15 feet from the street right-of-way due to utility easements.
9. Buildings.
 - a) No building construction, site alteration, or outside activity shall commence prior to the approval of a site plan by the OIIC and issuance of a building permit by the Village. All construction, site alteration and outdoor activities must be in accordance with the approved site plan. Any modifications to building(s), the site or outside activities must first be received and approved in the same manner as the original site plan.
 - b) All structures and use areas shall be designed, constructed, landscaped, operated and maintained to be compatible with abutting and surrounding structures and uses.
 - c) Complete architectural design must be given to all facades of all buildings, with all side and rear elevations being given architectural treatment compatible with the front elevation of the building, and all buildings must be approved by the OIIC.
 - d) To establish a standard of quality and maintain architectural integrity, all exterior walls facing streets are to be faced with brick, decorative masonry or equivalent materials from finished grade to roof level. Standard cinder or concrete block shall not be considered sufficient for this purpose. A suitable amount of metal or other trim material will be allowed as approved in the site plan. Steel buildings must have masonry exteriors facing streets, while the steel walls not facing streets must be coated with an earth-tone colored paint.

SECTION B

1. Utility Controls. All utilities shall be underground where feasible. This shall apply to all electric, telephone, gas, water, storm and sanitary sewers, excepting electric lines exceeding 12,000 volts, the location of which must be approved by the Commission.

OSCEOLA CODE

SECTION C

1. Deemed to Constitute a Nuisance.

If any party violates any of the covenants, conditions or restrictions contained herein, any other landowner, including the Village, owning property in the Park may institute suit against the violating party to prevent the violation or to recover damages.

Nothing in this paragraph shall limit any legal redress or right of any property owner, including the Village, owning property in the Park to bring such suit. If a judgment or order is obtained which finds that any person has violated any covenant, restriction, or condition, the person so violating shall be responsible for paying all attorney's fees and other expenses of such litigation.

2. Inspection. The Commission, or its representative upon reasonable notice, may from time to time, at any reasonable hour or hours, enter and inspect any property subject to these Covenants to ascertain compliance therewith.

3. Failure to Enforce Not a Waiver of Rights. Any waiver or failure to enforce any provision of these Covenants in a particular situation shall not be deemed a waiver or abandonment of such provision as it may apply in any other situation or to the same or a similar situation at any other location in the Park or any other provision of these Covenants. The failure of the Commission or any site owner to enforce any Covenant herein contained shall in no event be deemed to be a waiver of the right to do so thereafter nor of the right to enforce any other Covenant.

4. Assignment of Commission's Rights and Duties. Any and all rights, powers, and reservations herein contained may be assigned to any person, corporation or association which will assume the duties of the Commission, subject to and duly authorized by the Village Board of Osceola, pertaining to the particular rights, powers and reservations assigned, and upon any such person, corporation or association evidencing its consent in writing to accept such assignment and assume such duties as are given to and assumed by the OIDC herein. The term "OIDC" as used herein includes all such assignees and their heirs, successors and assigns. If at any time the OIDC ceases to exist and has not made such an assignment, a successor to the OIDC may be appointed in the same manner as these Covenants may be terminated, extended, modified or amended hereunder.

5. Annexation to Include Additional Property. It is understood that the OIDC or the Village Board of Osceola may acquire additional land contiguous with the Property and annex that land so as to come under or be subject to the effect of these Covenants. OIDC may from time to time unilaterally cause separate and additional declarations and agreements to be filed subjecting portions of the additional area of land to Covenants similar to or different from those imposed upon the Property without the need for consent of the site owners, their successors and assigns. All such declarations shall evidence the intent of the OIDC to impose a general scheme of development over the entire tract forming the Project, whether such declarations differ from those contained herein or not. This provision does not in any way obligate OIDC to place these Covenants on any additional land areas.

ZONING

6. Mutuality, Reciprocity; Runs with Land. All Covenants, conditions and agreements contained herein are made for the direct, mutual and reciprocal benefit of each and every part and site in favor of every other site shall create reciprocal rights and obligations between the respective owners of all sites and privity of contract and estate between all grantees of said site, their heirs, successors and assigns; and shall, as to the owner of each site, his heirs, successors and assigns, operate as Covenants running with the land for the benefit of all other sites. The Commission, subject to and as authorized by the Village Board of Directors of Osceola, reserves the right, however, from time to time hereafter to delineate, plat, grant or reserve within the remainder of the project not hereby conveyed such public streets, roads, sidewalks, ways and appurtenances thereto, and such easements for drainage and public utilities, as it may deem necessary or desirable for the development of the business community (and from time to time to change the location of the same) free and clear of these restrictions and Covenants and to dedicate the same to public use or to grant the same to Polk County and/or appropriate public utility corporations.

SECTION D

1. Severability. The invalidity or unenforceability of any term, condition, or provision of this Declaration for any reason, whether by court order or otherwise, shall in no manner affect the validity or enforceability of any other term, condition, or provision hereof, all of which shall remain full force and effect for the term of this Declaration and any extension thereof.
2. Modification and Amendments. The covenants, agreements, conditions and reservations established herein may be waived, terminated, amended or modified, as to the whole of the Park or any portion thereof, with the written consent of the owners of 75% of the lots, but not less than 60% of the collective property owners in Park, and by resolution duly passed by the OI DC and approved by the Village of Osceola. Such modifications or amendment shall only become effective upon the execution and recording of a written document in the Register of Deeds Office, Polk County, Wisconsin.

EFFECTIVE DATE:

The Protective Covenants shall be in full force and effect upon filing with the Polk County Registrar of Deeds office.

Date recorded: _____

JOEL B. WEST - VILLAGE
ADMINISTRATOR
PO Box 217, Osceola, WI 54020
715.294.3498

JOELWEST@MYOSCEOLA.COM



VISION 600

DOUG WYNVEEN, PRESIDENT
OSCEOLA INDUSTRIAL DEVELOPMENT CORP.
PO Box 217, Osceola, WI 54020-0217
715.294.4040

PRESIDENT-OIDC@MYOSCEOLA.COM

Osceola, Wisconsin I-2 General Industrial Park Site Development Information

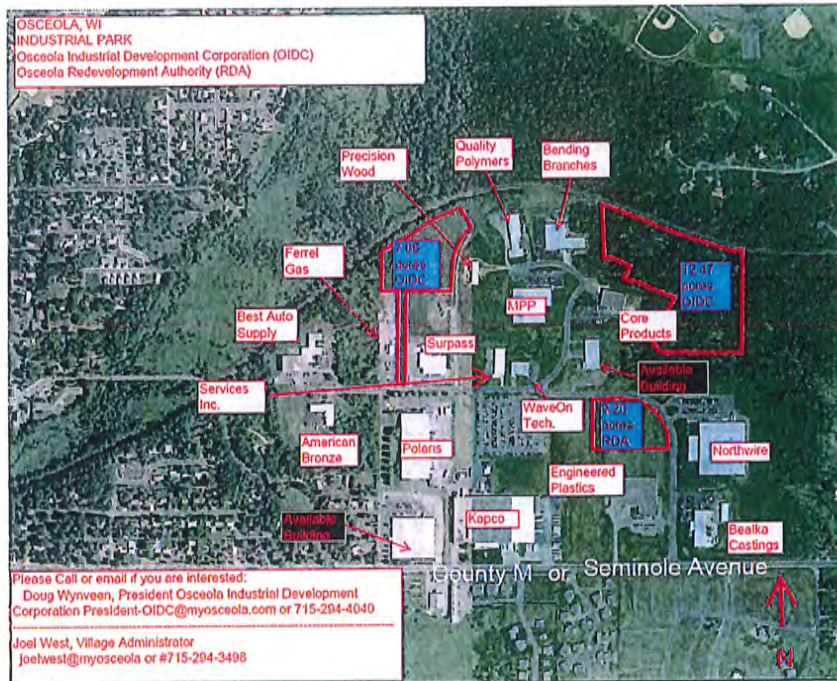
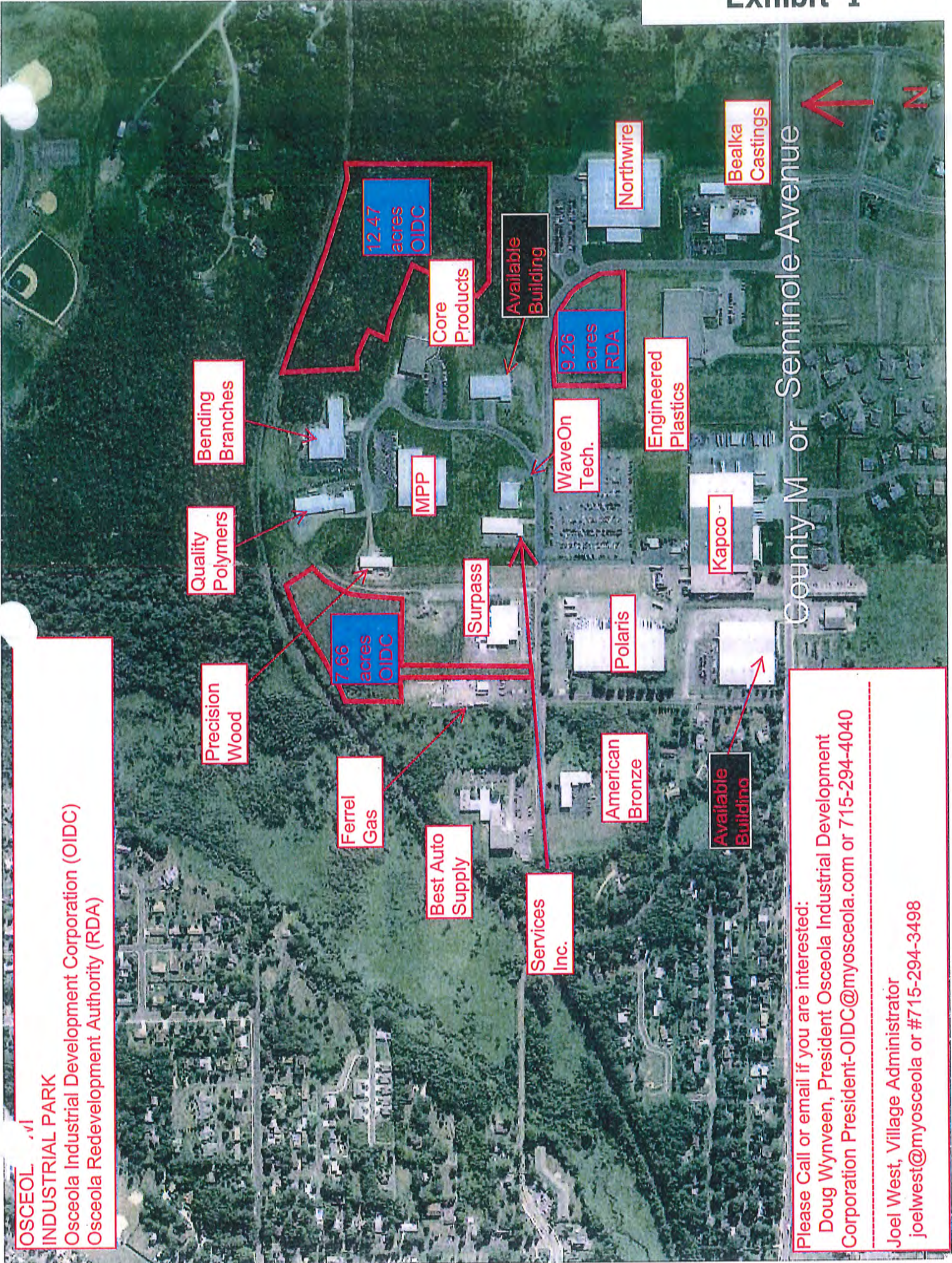


Exhibit 1 – Industrial Park Map

Exhibit 2 – Zoning

Exhibit 3 - Covenants



OSCEOLA INDUSTRIAL PARK
 Osceola Industrial Development Corporation (O IDC)
 Osceola Redevelopment Authority (RDA)

Bending Branches

Quality Polymers

Precision Wood

Ferrel Gas

Best Auto Supply

Services Inc.

Surpass

WaveOn Tech.

Core Products

Available Building

Northwire

Bealka Castings

Engineered Plastics

Kapco

Polaris

American Bronze

Available Building

County M or Seminole Avenue

N

Please Call or email if you are interested:
 Doug Wynveen, President Osceola Industrial Development Corporation
 President-O IDC@myosceola.com or 715-294-4040

Joel West, Village Administrator
 joelwest@myosceola.com or #715-294-3498

VILLAGE OF OSCEOLA

I-2 General Industrial Park

Industrial Park Covenants

I-2 General Industrial District. The I-2 District is intended to provide for manufacturing and industrial development of a more general and less restricted nature than in the I-1 District in those areas where the relationship to surrounding land use would create fewer problems of compatibility and would not necessitate as stringent regulatory controls. Such districts should not normally abut directly upon residential districts nor be less than 10 acres in area.

- (1) Permitted uses and structures: manufacturing, assembly, fabrication and processing plants; experimental, testing and research laboratories not involving the keeping of animals or use of animal products or any significant degree of danger or undesirable operational characteristics; printing and publishing houses and related activities; toolmaking, cabinetry and repair shops; automobile service stations; public utility offices and installations; general warehousing; lumber and building supply yards; transportation terminals, including trucking; and automobile repair shops, not including the storage of junked or wrecked automobiles.
- (2) Conditional uses. The following uses shall be allowed after referral to the Plan Commission and issuance of a conditional use permit by the Village Board under conditions specified in this chapter: manufacture of cement, lime, gypsum, plaster of paris, acid, explosives, fertilizers or glue; rendering plants, refineries or canneries; stockyards or slaughterhouses; junk or salvage yards; storage of explosives, except as incidental to permitted use and storage of gasoline or petroleum in excess of 50,000 gallons; experimental testing and research laboratories; automobile body repair shops, including the storage of junked or wrecked automobiles or parts; animal hospitals, kennels and laboratories using animal products; and any other uses not previously stated or permitted elsewhere.
- (3) Accessory buildings. Accessory buildings or uses shall be only for the following purposes: office, storage, power supply and other such uses normally auxiliary to the principal use; off-street parking, loading and service facilities; and residential quarters for the owner, resident operator, guard or caretaker.
- (4) Building height: maximum 75 feet.
- (5) Yards.
 - (a) Side: minimum 25 feet. In the event that a parcel of land zoned I-2 is adjacent to a parcel in the residential district, there shall be a minimum side or rear yard adjacent to or abutting the residential district of 50 feet with a planting screen not less than 15 feet wide and not less than six feet high located in the yard. In addition, each industry shall provide a loading or delivery zone such that truck deliveries and pickups shall not block or impede the flow of traffic on any of the streets or alleyways of the city, and off-street parking shall be provided for all vehicles.

(b) Rear: minimum 25 feet. In the event that a parcel of land zoned I-2 is adjacent to a parcel in the residential district, there shall be a minimum side or rear yard adjacent to or abutting the residential district of 50 feet with a planting screen not less than 15 feet wide and not less than six feet high located in the yard. In addition, each industry shall provide a loading or delivery zone such that truck deliveries and pickups shall not block or impede the flow of traffic on any of the streets or alleyways of the city, and off-street parking shall be provided for all vehicles.

(c) Front: minimum 25 feet.

(6) Lot size: no minimum width or area.

VILLAGE OF OSCEOLA

I-2 General Industrial Park

Industrial Park Covenants

Statement of purpose. In order to establish a general plan for the improvement, development and use of the Village Industrial Park, the Village Board adopts the following protective covenants for the mutual benefit of all Industrial Park users and all residents of the Village:

- (1) Use of land/site plans. Plans must be submitted to and approved by the Osceola Industrial Development Corporation, hereinafter referred to as the "OIDC," prior to any construction or expansion. Building must be completed within two years of the plan filing. On any sale of real estate within the Village Industrial Park, the OIDC has first right of refusal. Building colors are recommended in earth tones. Maximum building size for a new business locating in the Industrial Park should be less than or equal to 50% of the lot size.
- (2) Nuisance control. No operations shall produce excessive noise, light, odor, smoke, vibration, heat, industrial waste or other excessive measurable external nuisance. Violations of this subsection will be enforced by existing federal, state and local agencies. Existing Village ordinances shall apply. Trash storage, if visible from the front of the building, shall be surrounded by an approved six-foot fence or enclosure. All owners are responsible for picking up their debris on their lot or adjacent lots or roads.
- (3) Outdoor storage. Open areas should be aesthetically attractive and, as much as is feasible, free from the storage of equipment, drums, pallets, etc. In these cases, the user shall have the option of installing a fence that is at least six feet in height, painted or stained and kept in good repair, and shall plant trees or hedging that restricts the view from such outdoor storage. All outdoor storage shall be safe storage, no explosives, etc.
- (4) Employee parking. Parking shall primarily be restricted to side and rear areas. Lot surfaces should be graded and covered with trap rock or better surfaces. Any parking spaces that are in the front yard shall be constructed of asphalt and be aesthetically attractive. Except for allowances for new construction and expansions, the use of on-street parking shall be prohibited.
- (5) Landscaping requirements. A landscaping plan is required with the site plan. Landscaping shall be completed in the first 12 months of construction being completed. All landscaping should include an acceptable, graded lawn, well kept and mowed, and trees and shrubs in good condition. Where possible, utilities shall be put underground.
- (6) Signs. Signs shall be set back at least 15 feet and have a restriction of less than 70 square feet. Yard signs shall be less than 10 feet off the ground. Any lighting for signs shall be approved and shall not be a flashing type of light. Building-mounted signs shall be flush mounted, less than 10% of the wall size and shall not exceed the roofline.

- (7) Easements. Users agree to cooperate with all minor easements and for the allowance of utilities, access to railway, etc.
- (8) Drainage control. Ponding or excessive runoff is prohibited.
- (9) Building maintenance. Users shall maintain the building, which includes repairing the walls, windows and roof and keeping the building painted or stained. This also includes the care of sidewalks and parking lots. Violations of this subsection will be enforced under existing Village ordinances.
- (10) Variances. Any variance to this Subsection C shall be considered by the Village Board on a case-by-case basis. Requests for variances should be submitted, in writing, to the OI DC prior to being submitted to the Village Board.

Quarterly Census of Employment and Wages

QCEW FONT SIZE:

Location Quotient Calculator

Employment, Percentage and Location Quotients calculated from Quarterly Census of Employment and Wages Data

Data Year:	2013
Data Period:	Annual Average
Datatype:	All Employees
Ownership:	Local/State/Federal Government and Private
Establishment Sizes:	All establishment sizes
Base Industry:	Base Industry: Total, all industries
Base Area:	U.S. TOTAL

Employment calculated from Quarterly Census of Employment and Wages Data

Industry	U.S. TOTAL	Polk County, Wisconsin
Base Industry: Total, all industries	112,958,334	12,773
Natural resources and mining	2,023,732	277
Construction	5,819,950	374
Manufacturing	11,994,922	3,431
Trade, transportation, and utilities	25,606,723	2,354
Information	2,703,250	185
Financial activities	7,616,922	407
Professional and business services	18,478,164	1,667
Education and health services	20,204,352	2,486
Leisure and hospitality	14,195,179	1,337
Other services	4,149,819	256
Unclassified	165,321	NC
NAICS 11 Agriculture, forestry, fishing and hunting	1,210,474	ND
NAICS 21 Mining, quarrying, and oil and gas extraction	813,258	ND
NAICS 22 Utilities	547,807	107
NAICS 23 Construction	5,819,950	374
NAICS 31-33 Manufacturing	11,994,922	3,431
NAICS 42 Wholesale trade	5,739,082	400
NAICS 44-45 Retail trade	15,073,504	1,720
NAICS 54 Professional and technical services	8,122,350	ND
NAICS 55 Management of companies and enterprises	2,087,081	ND
NAICS 56 Administrative and waste services	8,268,733	1,262
NAICS 61 Educational services	2,629,459	18
NAICS 62 Health care and social assistance	17,574,893	2,467
NAICS 48-49 Transportation and warehousing	4,246,329	127
NAICS 51 Information	2,703,250	185
NAICS 52 Finance and insurance	5,625,736	359
NAICS 53 Real estate and rental and leasing	1,991,186	49
NAICS 71 Arts, entertainment, and recreation	2,029,671	212
NAICS 72 Accommodation and food services	12,165,508	1,124
NAICS 81 Other services, except public administration	4,149,819	256
NAICS 99 Unclassified	165,321	NC

NAICS 111 Crop production	550,459	19
NAICS 112 Animal production and aquaculture	238,480	206
NAICS 113 Forestry and logging	56,363	ND
NAICS 114 Fishing, hunting and trapping	7,819	NC
NAICS 115 Agriculture and forestry support activities	357,353	ND
NAICS 211 Oil and gas extraction	196,732	NC
NAICS 212 Mining, except oil and gas	210,511	ND
NAICS 213 Support activities for mining	406,016	NC
NAICS 221 Utilities	547,807	107
NAICS 236 Construction of buildings	1,281,387	89
NAICS 237 Heavy and civil engineering construction	869,624	90
NAICS 312 Beverage and tobacco product manufacturing	199,501	ND
NAICS 313 Textile mills	116,811	NC
NAICS 314 Textile product mills	113,868	NC
NAICS 315 Apparel manufacturing	143,535	ND
NAICS 316 Leather and allied product manufacturing	29,482	ND
NAICS 321 Wood product manufacturing	353,610	136
NAICS 322 Paper manufacturing	376,519	ND
NAICS 238 Specialty trade contractors	3,668,939	195
NAICS 311 Food manufacturing	1,467,238	496
NAICS 337 Furniture and related product manufacturing	358,243	184
NAICS 339 Miscellaneous manufacturing	577,881	97
NAICS 423 Merchant wholesalers, durable goods	2,867,522	168
NAICS 424 Merchant wholesalers, nondurable goods	1,980,354	221
NAICS 425 Electronic markets and agents and brokers	891,207	11
NAICS 441 Motor vehicle and parts dealers	1,789,864	186
NAICS 442 Furniture and home furnishings stores	445,037	33
NAICS 443 Electronics and appliance stores	490,045	19
NAICS 444 Building material and garden supply stores	1,199,903	285
NAICS 445 Food and beverage stores	2,934,003	333
NAICS 446 Health and personal care stores	1,011,394	72
NAICS 323 Printing and related support activities	452,531	49
NAICS 324 Petroleum and coal products manufacturing	111,879	NC
NAICS 325 Chemical manufacturing	793,240	NC
NAICS 326 Plastics and rubber products manufacturing	656,736	625
NAICS 327 Nonmetallic mineral product manufacturing	372,376	ND
NAICS 331 Primary metal manufacturing	395,966	ND
NAICS 332 Fabricated metal product manufacturing	1,421,941	814
NAICS 333 Machinery manufacturing	1,104,248	250
NAICS 334 Computer and electronic product manufacturing	1,061,559	ND
NAICS 335 Electrical equipment and appliance mfg.	373,866	ND
NAICS 336 Transportation equipment manufacturing	1,513,893	239
NAICS 533 Lessors of nonfinancial intangible assets	23,797	NC
NAICS 541 Professional and technical services	8,122,350	ND
NAICS 551 Management of companies and enterprises	2,087,081	ND
NAICS 561 Administrative and support services	7,893,439	1,223
NAICS 562 Waste management and remediation services	375,294	39
NAICS 611 Educational services	2,629,459	18
NAICS 621 Ambulatory health care services	6,462,954	544
NAICS 622 Hospitals	4,748,092	1,136
NAICS 623 Nursing and residential care facilities	3,219,398	623
NAICS 624 Social assistance	3,144,449	166
NAICS 447 Gasoline stations	860,533	299
NAICS 448 Clothing and clothing accessories stores	1,388,530	ND
NAICS 451 Sports, hobby, music instrument, book stores	600,085	28
NAICS 452 General merchandise stores	3,086,621	ND
NAICS 453 Miscellaneous store retailers	806,726	43
NAICS 454 Nonstore retailers	460,763	73
NAICS 481 Air transportation	448,618	NC
NAICS 482 Rail transportation	662	NC
NAICS 483 Water transportation	65,988	NC

NAICS 484 Truck transportation	1,371,104	ND
NAICS 485 Transit and ground passenger transportation	443,859	ND
NAICS 486 Pipeline transportation	43,740	NC
NAICS 487 Scenic and sightseeing transportation	29,634	NC
NAICS 488 Support activities for transportation	592,501	ND
NAICS 491 Postal service	5,528	NC
NAICS 492 Couriers and messengers	536,626	NC
NAICS 493 Warehousing and storage	708,067	NC
NAICS 511 Publishing industries, except Internet	728,215	105
NAICS 512 Motion picture and sound recording industries	380,048	ND
NAICS 515 Broadcasting, except Internet	285,202	ND
NAICS02 516 Internet publishing and broadcasting	NC	NC
NAICS 517 Telecommunications	849,782	46
NAICS 518 Data processing, hosting and related services	265,564	NC
NAICS 519 Other information services	194,440	ND
NAICS 521 Monetary authorities - central bank	17,940	NC
NAICS 522 Credit intermediation and related activities	2,608,712	264
NAICS 523 Securities, commodity contracts, investments	864,943	10
NAICS 524 Insurance carriers and related activities	2,130,569	84
NAICS 525 Funds, trusts, and other financial vehicles	3,572	NC
NAICS 531 Real estate	1,449,906	ND
NAICS 532 Rental and leasing services	517,482	ND
NAICS 711 Performing arts and spectator sports	426,482	ND
NAICS 712 Museums, historical sites, zoos, and parks	141,242	ND
NAICS 713 Amusements, gambling, and recreation	1,461,948	191
NAICS 721 Accommodation	1,849,249	151
NAICS 722 Food services and drinking places	10,316,259	974
NAICS 811 Repair and maintenance	1,207,796	102
NAICS 812 Personal and laundry services	1,339,327	117
NAICS 813 Membership associations and organizations	1,331,923	21
NAICS 814 Private households	270,773	17
NAICS 999 Unclassified	165,321	NC

Footnotes:

(NC) Not Calculable, the data does not exist or it is zero

(ND) Not Disclosable

Percentage of Employment calculated from Quarterly Census of Employment and Wages Data

Industry	U.S. TOTAL	Polk County, Wisconsin
Base Industry: Total, all industries	100.00%	100.00%
Natural resources and mining	1.79%	2.17%
Construction	5.15%	2.93%
Manufacturing	10.62%	26.86%
Trade, transportation, and utilities	22.67%	18.43%
Information	2.39%	1.45%
Financial activities	6.74%	3.19%
Professional and business services	16.36%	13.05%
Education and health services	17.89%	19.46%
Leisure and hospitality	12.57%	10.47%
Other services	3.67%	2.00%
Unclassified	0.15%	NC
NAICS 11 Agriculture, forestry, fishing and hunting	1.07%	ND%
NAICS 21 Mining, quarrying, and oil and gas extraction	0.72%	ND%
NAICS 22 Utilities	0.48%	0.84%
NAICS 23 Construction	5.15%	2.93%
NAICS 31-33 Manufacturing	10.62%	26.86%
NAICS 42 Wholesale trade	5.08%	3.13%
NAICS 44-45 Retail trade	13.34%	13.47%
NAICS 54 Professional and technical services	7.19%	ND%
NAICS 55 Management of companies and enterprises	1.85%	ND%

NAICS 56 Administrative and waste services	7.32%	9.88%
NAICS 61 Educational services	2.33%	0.14%
NAICS 62 Health care and social assistance	15.56%	19.31%
NAICS 48-49 Transportation and warehousing	3.76%	0.99%
NAICS 51 Information	2.39%	1.45%
NAICS 52 Finance and insurance	4.98%	2.81%
NAICS 53 Real estate and rental and leasing	1.76%	0.38%
NAICS 71 Arts, entertainment, and recreation	1.80%	1.66%
NAICS 72 Accommodation and food services	10.77%	8.80%
NAICS 81 Other services, except public administration	3.67%	2.00%
NAICS 99 Unclassified	0.15%	NC
NAICS 111 Crop production	0.49%	0.15%
NAICS 112 Animal production and aquaculture	0.21%	1.61%
NAICS 113 Forestry and logging	0.05%	ND%
NAICS 114 Fishing, hunting and trapping	0.01%	NC
NAICS 115 Agriculture and forestry support activities	0.32%	ND%
NAICS 211 Oil and gas extraction	0.17%	NC
NAICS 212 Mining, except oil and gas	0.19%	ND%
NAICS 213 Support activities for mining	0.36%	NC
NAICS 221 Utilities	0.48%	0.84%
NAICS 236 Construction of buildings	1.13%	0.70%
NAICS 237 Heavy and civil engineering construction	0.77%	0.70%
NAICS 312 Beverage and tobacco product manufacturing	0.18%	ND%
NAICS 313 Textile mills	0.10%	NC
NAICS 314 Textile product mills	0.10%	NC
NAICS 315 Apparel manufacturing	0.13%	ND%
NAICS 316 Leather and allied product manufacturing	0.03%	ND%
NAICS 321 Wood product manufacturing	0.31%	1.06%
NAICS 322 Paper manufacturing	0.33%	ND%
NAICS 238 Specialty trade contractors	3.25%	1.53%
NAICS 311 Food manufacturing	1.30%	3.88%
NAICS 337 Furniture and related product manufacturing	0.32%	1.44%
NAICS 339 Miscellaneous manufacturing	0.51%	0.76%
NAICS 423 Merchant wholesalers, durable goods	2.54%	1.32%
NAICS 424 Merchant wholesalers, nondurable goods	1.75%	1.73%
NAICS 425 Electronic markets and agents and brokers	0.79%	0.09%
NAICS 441 Motor vehicle and parts dealers	1.58%	1.46%
NAICS 442 Furniture and home furnishings stores	0.39%	0.26%
NAICS 443 Electronics and appliance stores	0.43%	0.15%
NAICS 444 Building material and garden supply stores	1.06%	2.23%
NAICS 445 Food and beverage stores	2.60%	2.61%
NAICS 446 Health and personal care stores	0.90%	0.56%
NAICS 323 Printing and related support activities	0.40%	0.38%
NAICS 324 Petroleum and coal products manufacturing	0.10%	NC
NAICS 325 Chemical manufacturing	0.70%	NC
NAICS 326 Plastics and rubber products manufacturing	0.58%	4.89%
NAICS 327 Nonmetallic mineral product manufacturing	0.33%	ND%
NAICS 331 Primary metal manufacturing	0.35%	ND%
NAICS 332 Fabricated metal product manufacturing	1.26%	6.37%
NAICS 333 Machinery manufacturing	0.98%	1.96%
NAICS 334 Computer and electronic product manufacturing	0.94%	ND%
NAICS 335 Electrical equipment and appliance mfg.	0.33%	ND%
NAICS 336 Transportation equipment manufacturing	1.34%	1.87%
NAICS 533 Lessors of nonfinancial intangible assets	0.02%	NC
NAICS 541 Professional and technical services	7.19%	ND%
NAICS 551 Management of companies and enterprises	1.85%	ND%
NAICS 561 Administrative and support services	6.99%	9.57%
NAICS 562 Waste management and remediation services	0.33%	0.31%
NAICS 611 Educational services	2.33%	0.14%
NAICS 621 Ambulatory health care services	5.72%	4.26%
NAICS 622 Hospitals	4.20%	8.89%

NAICS 623 Nursing and residential care facilities	2.85%	4.88%
NAICS 624 Social assistance	2.78%	1.30%
NAICS 447 Gasoline stations	0.76%	2.34%
NAICS 448 Clothing and clothing accessories stores	1.23%	ND%
NAICS 451 Sports, hobby, music instrument, book stores	0.53%	0.22%
NAICS 452 General merchandise stores	2.73%	ND%
NAICS 453 Miscellaneous store retailers	0.71%	0.34%
NAICS 454 Nonstore retailers	0.41%	0.57%
NAICS 481 Air transportation	0.40%	NC
NAICS 482 Rail transportation	0.00%	NC
NAICS 483 Water transportation	0.06%	NC
NAICS 484 Truck transportation	1.21%	ND%
NAICS 485 Transit and ground passenger transportation	0.39%	ND%
NAICS 486 Pipeline transportation	0.04%	NC
NAICS 487 Scenic and sightseeing transportation	0.03%	NC
NAICS 488 Support activities for transportation	0.52%	ND%
NAICS 491 Postal service	0.00%	NC
NAICS 492 Couriers and messengers	0.48%	NC
NAICS 493 Warehousing and storage	0.63%	NC
NAICS 511 Publishing industries, except Internet	0.64%	0.82%
NAICS 512 Motion picture and sound recording industries	0.34%	ND%
NAICS 515 Broadcasting, except Internet	0.25%	ND%
NAICS02 516 Internet publishing and broadcasting	NC	NC
NAICS 517 Telecommunications	0.75%	0.36%
NAICS 518 Data processing, hosting and related services	0.24%	NC
NAICS 519 Other information services	0.17%	ND%
NAICS 521 Monetary authorities - central bank	0.02%	NC
NAICS 522 Credit intermediation and related activities	2.31%	2.07%
NAICS 523 Securities, commodity contracts, investments	0.77%	0.08%
NAICS 524 Insurance carriers and related activities	1.89%	0.66%
NAICS 525 Funds, trusts, and other financial vehicles	0.00%	NC
NAICS 531 Real estate	1.28%	ND%
NAICS 532 Rental and leasing services	0.46%	ND%
NAICS 711 Performing arts and spectator sports	0.38%	ND%
NAICS 712 Museums, historical sites, zoos, and parks	0.13%	ND%
NAICS 713 Amusements, gambling, and recreation	1.29%	1.50%
NAICS 721 Accommodation	1.64%	1.18%
NAICS 722 Food services and drinking places	9.13%	7.63%
NAICS 811 Repair and maintenance	1.07%	0.80%
NAICS 812 Personal and laundry services	1.19%	0.92%
NAICS 813 Membership associations and organizations	1.18%	0.16%
NAICS 814 Private households	0.24%	0.13%
NAICS 999 Unclassified	0.15%	NC

Footnotes:

(NC) Not Calculable, the data does not exist or it is zero

(ND) Not Disclosable

Percentage of Employment: Ratio of industry employment to base-industry employment times 100.

Location Quotients calculated from Quarterly Census of Employment and Wages Data

Industry	Polk County, Wisconsin
Base Industry: Total, all industries	1.00
Natural resources and mining	1.21
Construction	0.57
Manufacturing	2.53
Trade, transportation, and utilities	0.81
Information	0.61
Financial activities	0.47
Professional and business services	0.80
Education and health services	1.09

Leisure and hospitality	0.83
Other services	0.55
Unclassified	NC
NAICS 11 Agriculture, forestry, fishing and hunting	ND
NAICS 21 Mining, quarrying, and oil and gas extraction	ND
NAICS 22 Utilities	1.73
NAICS 23 Construction	0.57
NAICS 31-33 Manufacturing	2.53
NAICS 42 Wholesale trade	0.62
NAICS 44-45 Retail trade	1.01
NAICS 54 Professional and technical services	ND
NAICS 55 Management of companies and enterprises	ND
NAICS 56 Administrative and waste services	1.35
NAICS 61 Educational services	0.06
NAICS 62 Health care and social assistance	1.24
NAICS 48-49 Transportation and warehousing	0.26
NAICS 51 Information	0.61
NAICS 52 Finance and insurance	0.56
NAICS 53 Real estate and rental and leasing	0.22
NAICS 71 Arts, entertainment, and recreation	0.92
NAICS 72 Accommodation and food services	0.82
NAICS 81 Other services, except public administration	0.55
NAICS 99 Unclassified	NC
NAICS 111 Crop production	0.31
NAICS 112 Animal production and aquaculture	7.64
NAICS 113 Forestry and logging	ND
NAICS 114 Fishing, hunting and trapping	NC
NAICS 115 Agriculture and forestry support activities	ND
NAICS 211 Oil and gas extraction	NC
NAICS 212 Mining, except oil and gas	ND
NAICS 213 Support activities for mining	NC
NAICS 221 Utilities	1.73
NAICS 236 Construction of buildings	0.61
NAICS 237 Heavy and civil engineering construction	0.92
NAICS 312 Beverage and tobacco product manufacturing	ND
NAICS 313 Textile mills	NC
NAICS 314 Textile product mills	NC
NAICS 315 Apparel manufacturing	ND
NAICS 316 Leather and allied product manufacturing	ND
NAICS 321 Wood product manufacturing	3.40
NAICS 322 Paper manufacturing	ND
NAICS 238 Specialty trade contractors	0.47
NAICS 311 Food manufacturing	2.99
NAICS 337 Furniture and related product manufacturing	4.54
NAICS 339 Miscellaneous manufacturing	1.48
NAICS 423 Merchant wholesalers, durable goods	0.52
NAICS 424 Merchant wholesalers, nondurable goods	0.99
NAICS 425 Electronic markets and agents and brokers	0.11
NAICS 441 Motor vehicle and parts dealers	0.92
NAICS 442 Furniture and home furnishings stores	0.66
NAICS 443 Electronics and appliance stores	0.34
NAICS 444 Building material and garden supply stores	2.10
NAICS 445 Food and beverage stores	1.00
NAICS 446 Health and personal care stores	0.63
NAICS 323 Printing and related support activities	0.96
NAICS 324 Petroleum and coal products manufacturing	NC
NAICS 325 Chemical manufacturing	NC
NAICS 326 Plastics and rubber products manufacturing	8.42
NAICS 327 Nonmetallic mineral product manufacturing	ND
NAICS 331 Primary metal manufacturing	ND
NAICS 332 Fabricated metal product manufacturing	5.06

NAICS 333 Machinery manufacturing	2.00
NAICS 334 Computer and electronic product manufacturing	ND
NAICS 335 Electrical equipment and appliance mfg.	ND
NAICS 336 Transportation equipment manufacturing	1.40
NAICS 533 Lessors of nonfinancial intangible assets	NC
NAICS 541 Professional and technical services	ND
NAICS 551 Management of companies and enterprises	ND
NAICS 561 Administrative and support services	1.37
NAICS 562 Waste management and remediation services	0.92
NAICS 611 Educational services	0.06
NAICS 621 Ambulatory health care services	0.74
NAICS 622 Hospitals	2.12
NAICS 623 Nursing and residential care facilities	1.71
NAICS 624 Social assistance	0.47
NAICS 447 Gasoline stations	3.07
NAICS 448 Clothing and clothing accessories stores	ND
NAICS 451 Sports, hobby, music instrument, book stores	0.41
NAICS 452 General merchandise stores	ND
NAICS 453 Miscellaneous store retailers	0.47
NAICS 454 Nonstore retailers	1.40
NAICS 481 Air transportation	NC
NAICS 482 Rail transportation	NC
NAICS 483 Water transportation	NC
NAICS 484 Truck transportation	ND
NAICS 485 Transit and ground passenger transportation	ND
NAICS 486 Pipeline transportation	NC
NAICS 487 Scenic and sightseeing transportation	NC
NAICS 488 Support activities for transportation	ND
NAICS 491 Postal service	NC
NAICS 492 Couriers and messengers	NC
NAICS 493 Warehousing and storage	NC
NAICS 511 Publishing industries, except Internet	1.28
NAICS 512 Motion picture and sound recording industries	ND
NAICS 515 Broadcasting, except Internet	ND
NAICS02 516 Internet publishing and broadcasting	NC
NAICS 517 Telecommunications	0.48
NAICS 518 Data processing, hosting and related services	NC
NAICS 519 Other information services	ND
NAICS 521 Monetary authorities - central bank	NC
NAICS 522 Credit intermediation and related activities	0.89
NAICS 523 Securities, commodity contracts, investments	0.10
NAICS 524 Insurance carriers and related activities	0.35
NAICS 525 Funds, trusts, and other financial vehicles	NC
NAICS 531 Real estate	ND
NAICS 532 Rental and leasing services	ND
NAICS 711 Performing arts and spectator sports	ND
NAICS 712 Museums, historical sites, zoos, and parks	ND
NAICS 713 Amusements, gambling, and recreation	1.16
NAICS 721 Accommodation	0.72
NAICS 722 Food services and drinking places	0.83
NAICS 811 Repair and maintenance	0.75
NAICS 812 Personal and laundry services	0.77
NAICS 813 Membership associations and organizations	0.14
NAICS 814 Private households	0.56
NAICS 999 Unclassified	NC

Footnotes:

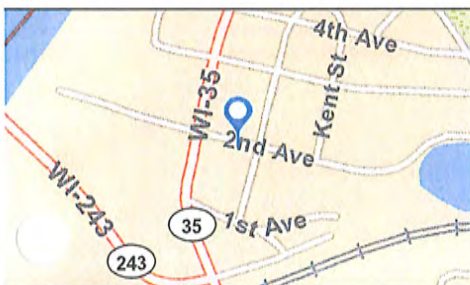
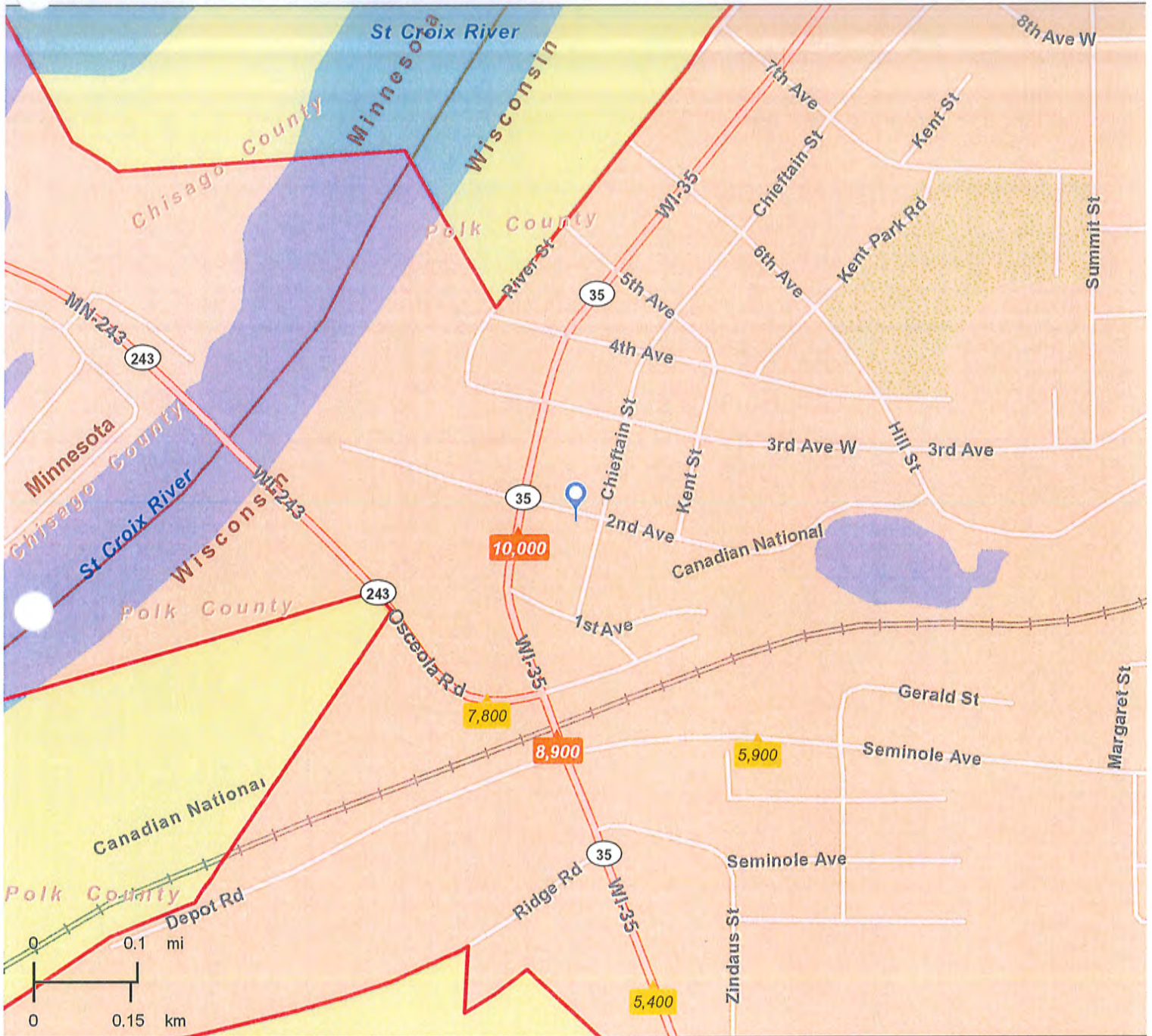
(NC) Not Calculable, the data does not exist or it is zero

(ND) Not Disclosable

Location Quotient: Ratio of analysis-industry employment in the analysis area to base-industry employment in the analysis area divided by the ratio of analysis-industry employment in the base area to base-industry employment in the base area.

Osceola, Wisconsin, United States 2
 Osceola, Wisconsin, United States
 Drive Time: 5, 10, 15 Minutes

Joel B. West, Village Administrator
 Latitude: 45.32057
 Longitude: -92.70493



- 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: ©2012 Market Planning Solutions, Inc.

June 10, 2015



Retail MarketPlace Profile

Osceola Village, WI
 Osceola village, WI (5560450)
 Geography: Place

Joel West, Village Administrator

Summary Demographics

2015 Population	2,529
2015 Households	1,141
2015 Median Disposable Income	\$40,145
2015 Per Capita Income	\$26,569

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$26,289,732	\$21,195,528	\$5,094,204	10.7	21
Total Retail Trade	44-45	\$23,587,287	\$20,932,295	\$2,654,992	6.0	20
Total Food & Drink	722	\$2,702,445	\$263,233	\$2,439,212	82.2	1
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,862,496	\$1,432,287	\$3,430,209	54.5	2
Automobile Dealers	4411	\$4,247,744	\$1,292,550	\$2,955,194	53.3	1
Other Motor Vehicle Dealers	4412	\$309,310	\$139,737	\$169,573	37.8	1
Auto Parts, Accessories & Tire Stores	4413	\$305,442	\$0	\$305,442	100.0	0
Furniture & Home Furnishings Stores	442	\$497,921	\$67,263	\$430,658	76.2	1
Furniture Stores	4421	\$311,682	\$0	\$311,682	100.0	0
Home Furnishings Stores	4422	\$186,239	\$67,263	\$118,976	46.9	1
Electronics & Appliance Stores	443	\$800,295	\$0	\$800,295	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$801,858	\$4,219,146	-\$3,417,288	-68.1	3
Bldg Material & Supplies Dealers	4441	\$668,649	\$4,219,146	-\$3,550,497	-72.6	3
Lawn & Garden Equip & Supply Stores	4442	\$133,209	\$0	\$133,209	100.0	0
Food & Beverage Stores	445	\$3,771,110	\$8,711,244	-\$4,940,134	-39.6	3
Grocery Stores	4451	\$3,488,784	\$8,653,444	-\$5,164,660	-42.5	2
Specialty Food Stores	4452	\$94,176	\$57,800	\$36,376	23.9	1
Beer, Wine & Liquor Stores	4453	\$188,150	\$0	\$188,150	100.0	0
Health & Personal Care Stores	446,4461	\$2,037,201	\$1,226,307	\$810,894	24.8	2
Gasoline Stations	447,4471	\$2,813,688	\$2,087,756	\$725,932	14.8	1
Clothing & Clothing Accessories Stores	448	\$1,304,952	\$209,825	\$1,095,127	72.3	1
Clothing Stores	4481	\$863,858	\$209,825	\$654,033	60.9	1
Shoe Stores	4482	\$226,063	\$0	\$226,063	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$215,031	\$0	\$215,031	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$528,686	\$0	\$528,686	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$404,051	\$0	\$404,051	100.0	0
Book, Periodical & Music Stores	4512	\$124,635	\$0	\$124,635	100.0	0
General Merchandise Stores	452	\$3,664,025	\$0	\$3,664,025	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,764,627	\$0	\$1,764,627	100.0	0
Other General Merchandise Stores	4529	\$1,899,398	\$0	\$1,899,398	100.0	0
Miscellaneous Store Retailers	453	\$507,619	\$327,551	\$180,068	21.6	6
Florists	4531	\$23,401	\$96,549	-\$73,148	-61.0	2
Office Supplies, Stationery & Gift Stores	4532	\$161,022	\$29,369	\$131,653	69.1	1
Used Merchandise Stores	4533	\$103,452	\$0	\$103,452	100.0	0
Other Miscellaneous Store Retailers	4539	\$219,744	\$201,633	\$18,111	4.3	3
Nonstore Retailers	454	\$1,997,436	\$2,650,916	-\$653,480	-14.1	1
Electronic Shopping & Mail-Order Houses	4541	\$1,723,855	\$0	\$1,723,855	100.0	0
Vending Machine Operators	4542	\$85,631	\$0	\$85,631	100.0	0
Direct Selling Establishments	4543	\$187,950	\$2,650,916	-\$2,462,966	-86.8	1
Food Services & Drinking Places	722	\$2,702,445	\$263,233	\$2,439,212	82.2	1
Full-Service Restaurants	7221	\$978,193	\$0	\$978,193	100.0	0
Limited-Service Eating Places	7222	\$1,422,247	\$0	\$1,422,247	100.0	0
Special Food Services	7223	\$120,322	\$0	\$120,322	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$181,683	\$263,233	-\$81,550	-18.3	1

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. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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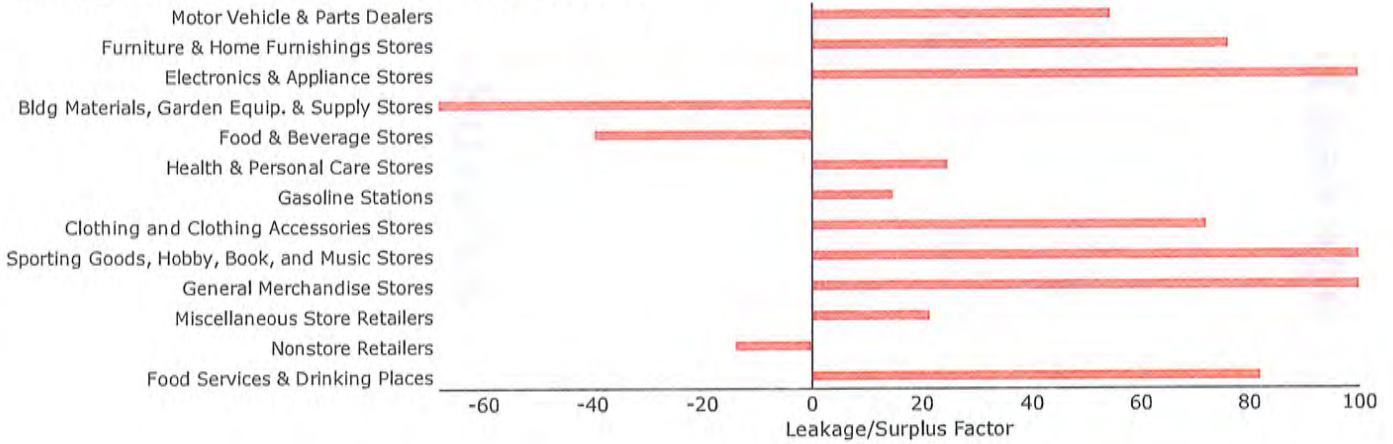


Retail MarketPlace Profile

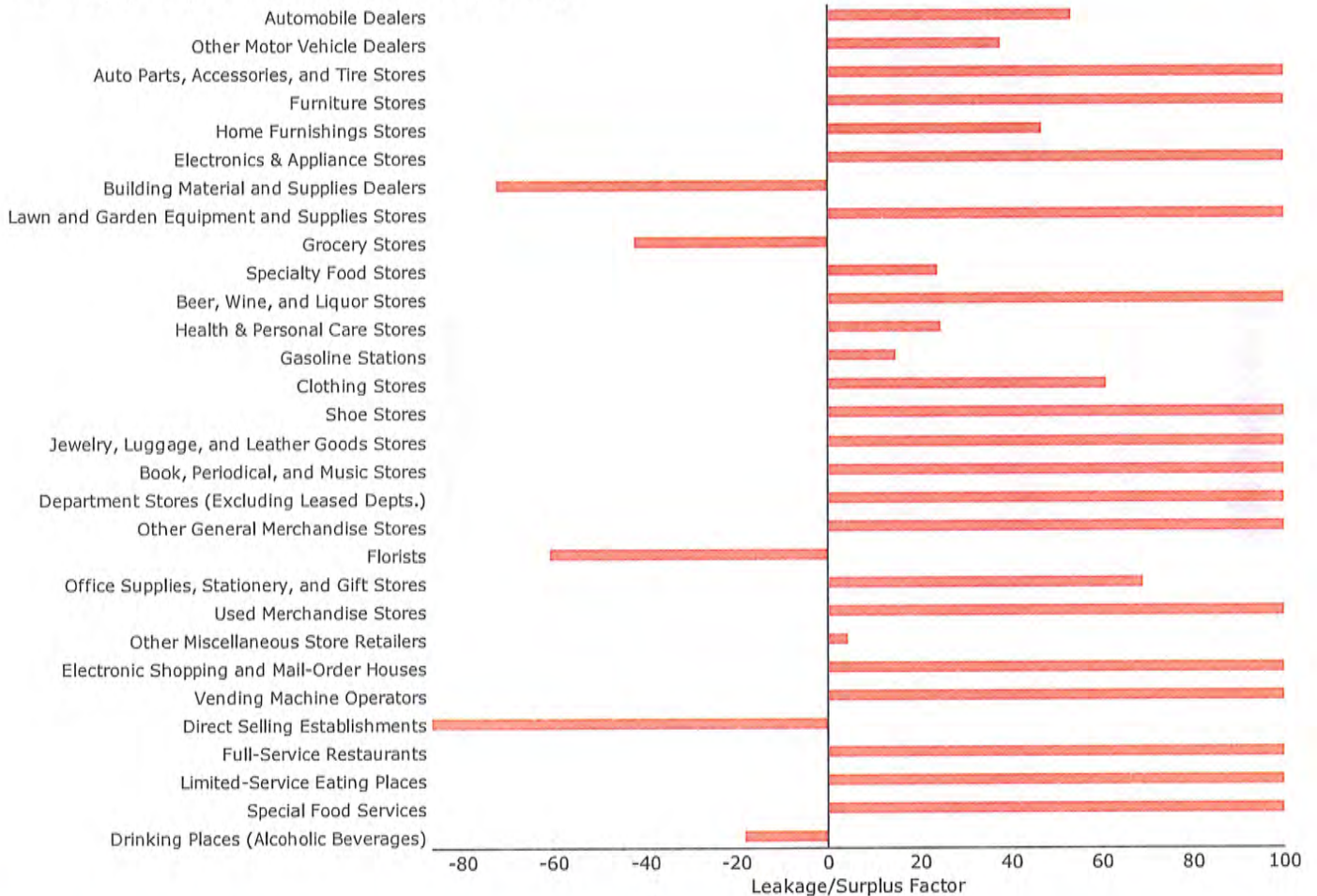
Osceola Village, WI
 Osceola village, WI (5560450)
 Geography: Place

Joel West, Village Administrator

Leakage/Surplus Factor by Industry Subsector

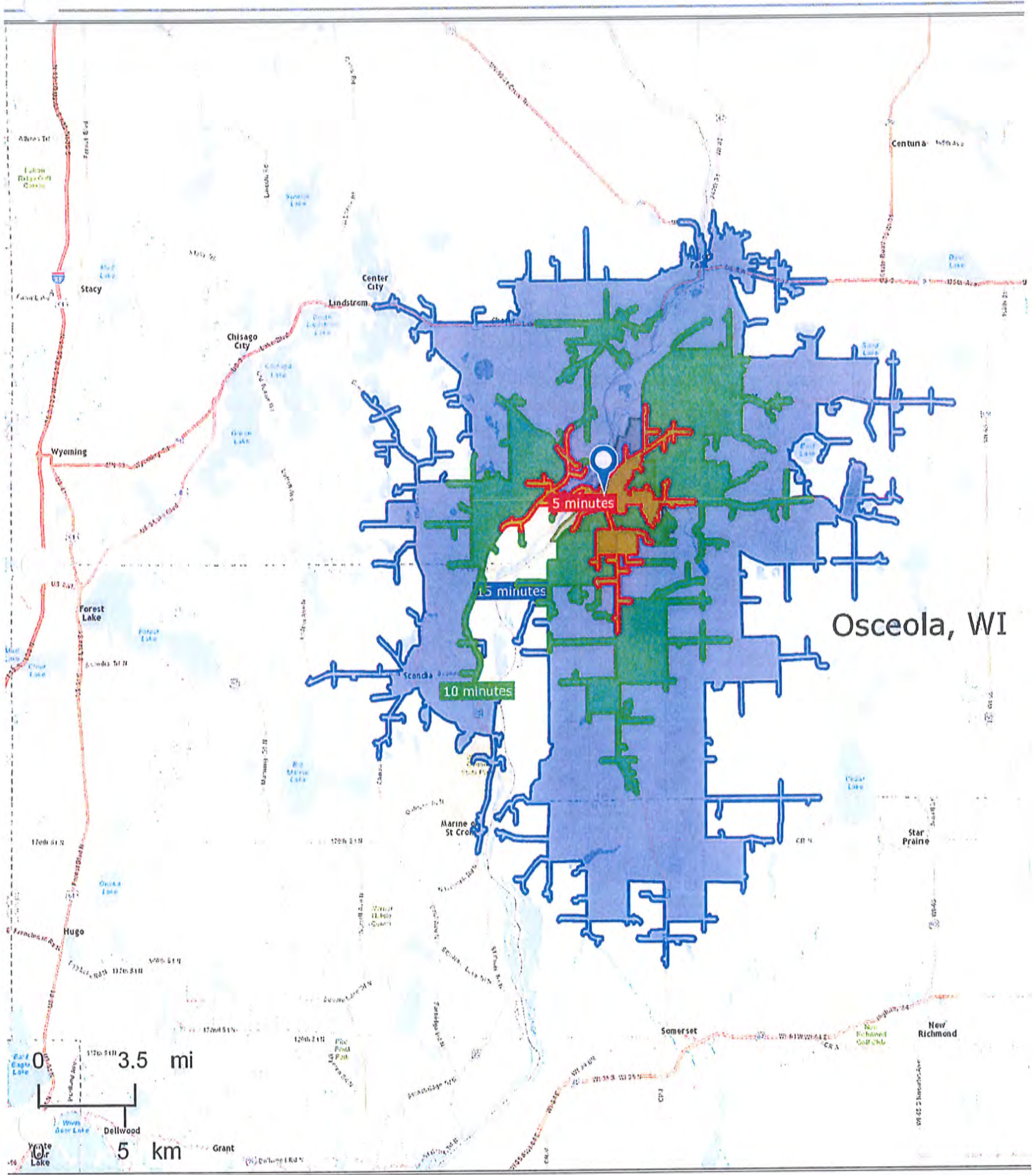


Leakage/Surplus Factor by Industry Group



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June 10, 2015



Osceola, WI



Retail MarketPlace Profile

Osceola, Wisconsin, United States
 Drive Time: 5 minute radius

Joel West, Village Administrator
 Latitude: 45.32057
 Longitude: -92.70493

Summary Demographics

2015 Population	1,677
2015 Households	773
2015 Median Disposable Income	\$42,273
2015 Per Capita Income	\$26,829

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$18,228,432	\$16,649,013	\$1,579,419	4.5	16
Total Retail Trade	44-45	\$16,363,158	\$16,376,792	-\$13,634	0.0	14
Total Food & Drink	722	\$1,865,274	\$272,222	\$1,593,052	74.5	2

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Industry Group						
Motor Vehicle & Parts Dealers	441	\$3,407,382	\$1,085,363	\$2,322,019	51.7	2
Automobile Dealers	4411	\$2,982,517	\$983,046	\$1,999,471	50.4	1
Other Motor Vehicle Dealers	4412	\$214,670	\$0	\$214,670	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$210,195	\$0	\$210,195	100.0	0
Furniture & Home Furnishings Stores	442	\$346,023	\$0	\$346,023	100.0	0
Furniture Stores	4421	\$217,961	\$0	\$217,961	100.0	0
Home Furnishings Stores	4422	\$128,062	\$0	\$128,062	100.0	0
Electronics & Appliance Stores	443	\$553,705	\$0	\$553,705	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$555,013	\$3,400,015	-\$2,845,002	-71.9	2
Bldg Material & Supplies Dealers	4441	\$462,696	\$3,400,015	-\$2,937,319	-76.0	2
Lawn & Garden Equip & Supply Stores	4442	\$92,317	\$0	\$92,317	100.0	0
Food & Beverage Stores	445	\$2,601,074	\$7,036,817	-\$4,435,743	-46.0	3
Grocery Stores	4451	\$2,406,447	\$6,989,525	-\$4,583,078	-48.8	2
Specialty Food Stores	4452	\$64,886	\$47,291	\$17,595	15.7	1
Beer, Wine & Liquor Stores	4453	\$129,741	\$0	\$129,741	100.0	0
Health & Personal Care Stores	446,4461	\$1,415,763	\$897,915	\$517,848	22.4	1
Gasoline Stations	447,4471	\$1,961,138	\$0	\$1,961,138	100.0	0
Clothing & Clothing Accessories Stores	448	\$896,476	\$155,307	\$741,169	70.5	1
Clothing Stores	4481	\$592,483	\$155,307	\$437,176	58.5	1
Shoe Stores	4482	\$154,649	\$0	\$154,649	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$149,344	\$0	\$149,344	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$365,087	\$0	\$365,087	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$279,213	\$0	\$279,213	100.0	0
Book, Periodical & Music Stores	4512	\$85,874	\$0	\$85,874	100.0	0
General Merchandise Stores	452	\$2,534,922	\$0	\$2,534,922	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,223,030	\$0	\$1,223,030	100.0	0
Other General Merchandise Stores	4529	\$1,311,892	\$0	\$1,311,892	100.0	0
Miscellaneous Store Retailers	453	\$352,018	\$250,221	\$101,797	16.9	5
Florists	4531	\$16,288	\$78,995	-\$62,707	-65.8	2
Office Supplies, Stationery & Gift Stores	4532	\$111,568	\$0	\$111,568	100.0	0
Used Merchandise Stores	4533	\$71,299	\$0	\$71,299	100.0	0
Other Miscellaneous Store Retailers	4539	\$152,862	\$149,722	\$3,140	1.0	3
Nonstore Retailers	454	\$1,374,558	\$2,168,931	-\$794,373	-22.4	1
Electronic Shopping & Mail-Order Houses	4541	\$1,192,479	\$0	\$1,192,479	100.0	0
Vending Machine Operators	4542	\$59,040	\$0	\$59,040	100.0	0
Direct Selling Establishments	4543	\$123,038	\$2,168,931	-\$2,045,893	-89.3	1
Food Services & Drinking Places	722	\$1,865,274	\$272,222	\$1,593,052	74.5	2
Full-Service Restaurants	7221	\$675,144	\$0	\$675,144	100.0	0
Limited-Service Eating Places	7222	\$983,150	\$0	\$983,150	100.0	0
Special Food Services	7223	\$82,904	\$0	\$82,904	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$124,075	\$205,635	-\$81,560	-24.7	1

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. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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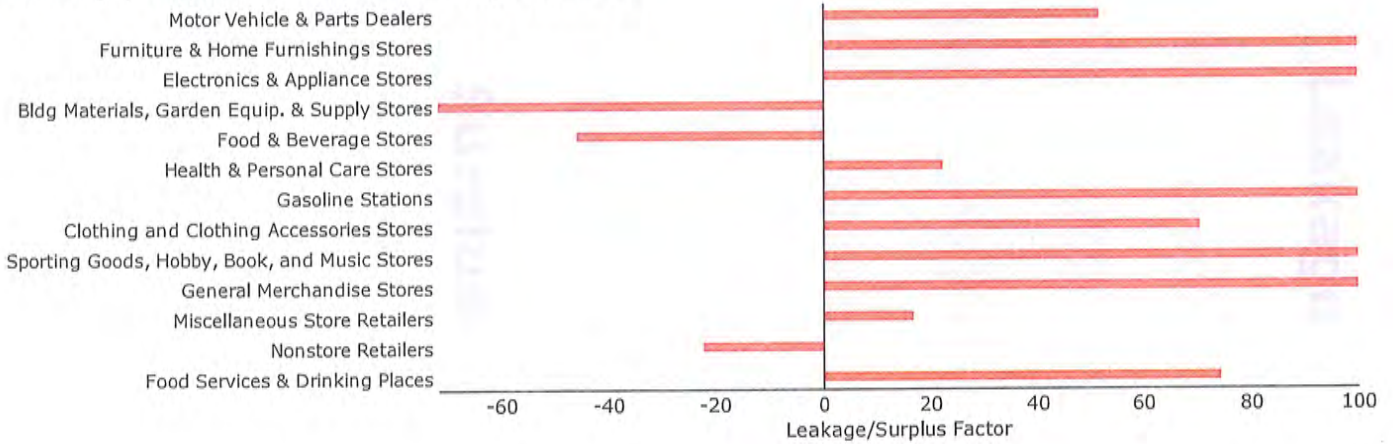


Retail MarketPlace Profile

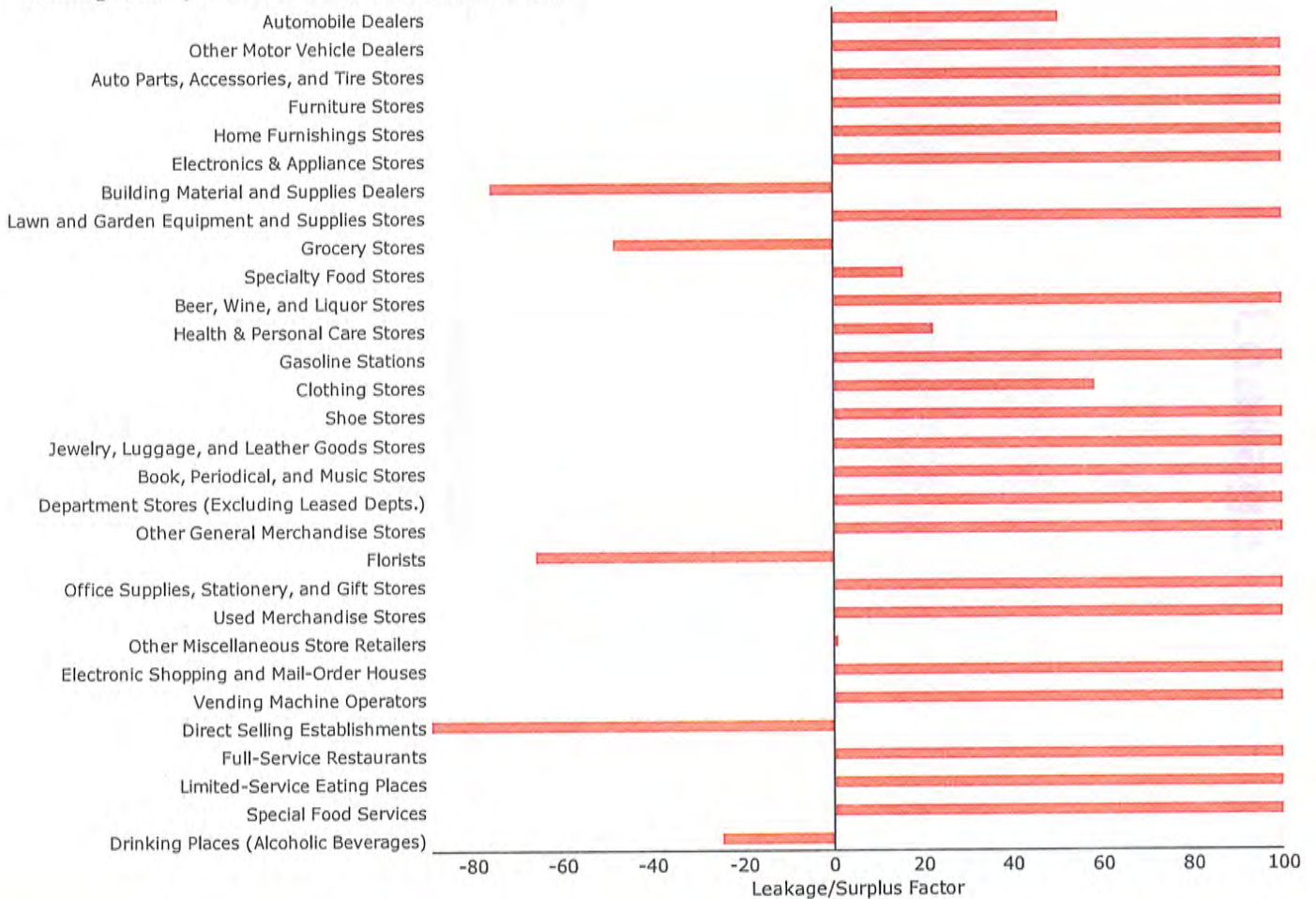
Osceola, Wisconsin, United States
 Drive Time: 5 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Osceola, Wisconsin, United States
 Drive Time: 10 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Summary Demographics

2015 Population	4,592
2015 Households	1,935
2015 Median Disposable Income	\$43,533
2015 Per Capita Income	\$28,881

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$48,191,182	\$34,830,235	\$13,360,947	16.1	30
Total Retail Trade	44-45	\$43,258,665	\$33,109,514	\$10,149,151	13.3	26
Total Food & Drink	722	\$4,932,517	\$1,720,721	\$3,211,796	48.3	4

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,037,756	\$3,925,727	\$5,112,029	39.4	3
Automobile Dealers	4411	\$7,905,877	\$3,777,831	\$4,128,046	35.3	2
Other Motor Vehicle Dealers	4412	\$574,300	\$147,896	\$426,404	59.0	1
Auto Parts, Accessories & Tire Stores	4413	\$557,579	\$0	\$557,579	100.0	0
Furniture & Home Furnishings Stores	442	\$919,891	\$112,633	\$807,258	78.2	1
Furniture Stores	4421	\$575,436	\$0	\$575,436	100.0	0
Home Furnishings Stores	4422	\$344,455	\$71,032	\$273,423	65.8	1
Electronics & Appliance Stores	443	\$1,434,837	\$0	\$1,434,837	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,493,210	\$4,682,589	-\$3,189,379	-51.6	3
Bldg Material & Supplies Dealers	4441	\$1,240,913	\$4,406,226	-\$3,165,313	-56.1	3
Lawn & Garden Equip & Supply Stores	4442	\$252,298	\$276,364	-\$24,066	-4.6	1
Food & Beverage Stores	445	\$6,827,396	\$9,081,170	-\$2,253,774	-14.2	4
Grocery Stores	4451	\$6,279,542	\$8,967,953	-\$2,688,411	-17.6	2
Specialty Food Stores	4452	\$171,428	\$113,217	\$58,211	20.5	2
Beer, Wine & Liquor Stores	4453	\$376,427	\$0	\$376,427	100.0	0
Health & Personal Care Stores	446,4461	\$3,700,588	\$1,171,753	\$2,528,835	51.9	2
Gasoline Stations	447,4471	\$5,127,153	\$9,866,511	-\$4,739,358	-31.6	1
Clothing & Clothing Accessories Stores	448	\$2,351,801	\$225,572	\$2,126,229	82.5	2
Clothing Stores	4481	\$1,575,922	\$225,572	\$1,350,350	75.0	2
Shoe Stores	4482	\$404,344	\$0	\$404,344	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$371,534	\$0	\$371,534	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$973,320	\$0	\$973,320	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$746,738	\$0	\$746,738	100.0	0
Book, Periodical & Music Stores	4512	\$226,582	\$0	\$226,582	100.0	0
General Merchandise Stores	452	\$6,787,144	\$0	\$6,787,144	100.0	0
Department Stores Excluding Leased Depts.	4521	\$3,235,371	\$0	\$3,235,371	100.0	0
Other General Merchandise Stores	4529	\$3,551,772	\$0	\$3,551,772	100.0	0
Miscellaneous Store Retailers	453	\$940,913	\$1,198,198	-\$257,285	-12.0	8
Florists	4531	\$44,873	\$860,153	-\$815,280	-90.1	3
Office Supplies, Stationery & Gift Stores	4532	\$288,870	\$28,177	\$260,693	82.2	1
Used Merchandise Stores	4533	\$187,061	\$66,415	\$120,646	47.6	1
Other Miscellaneous Store Retailers	4539	\$420,109	\$243,452	\$176,657	26.6	4
Nonstore Retailers	454	\$3,664,657	\$2,811,258	\$853,399	13.2	1
Electronic Shopping & Mail-Order Houses	4541	\$3,182,201	\$0	\$3,182,201	100.0	0
Vending Machine Operators	4542	\$152,636	\$0	\$152,636	100.0	0
Direct Selling Establishments	4543	\$329,820	\$2,776,552	-\$2,446,732	-78.8	1
Food Services & Drinking Places	722	\$4,932,517	\$1,720,721	\$3,211,796	48.3	4
Full-Service Restaurants	7221	\$1,806,225	\$0	\$1,806,225	100.0	0
Limited-Service Eating Places	7222	\$2,593,088	\$1,318,690	\$1,274,398	32.6	2
Special Food Services	7223	\$216,305	\$86,852	\$129,453	42.7	1
Drinking Places - Alcoholic Beverages	7224	\$316,898	\$265,761	\$51,137	8.8	1

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. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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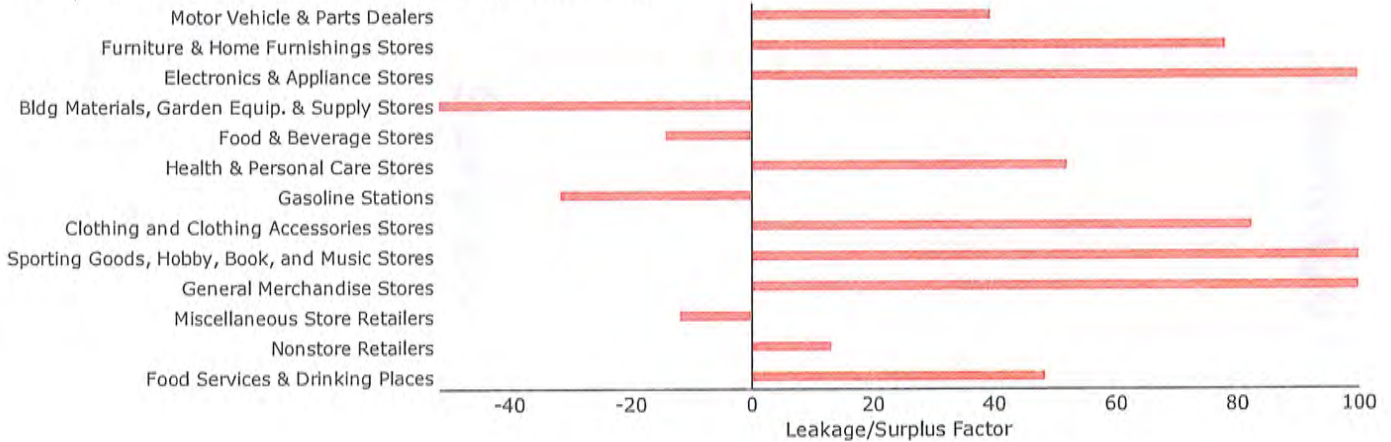


Retail MarketPlace Profile

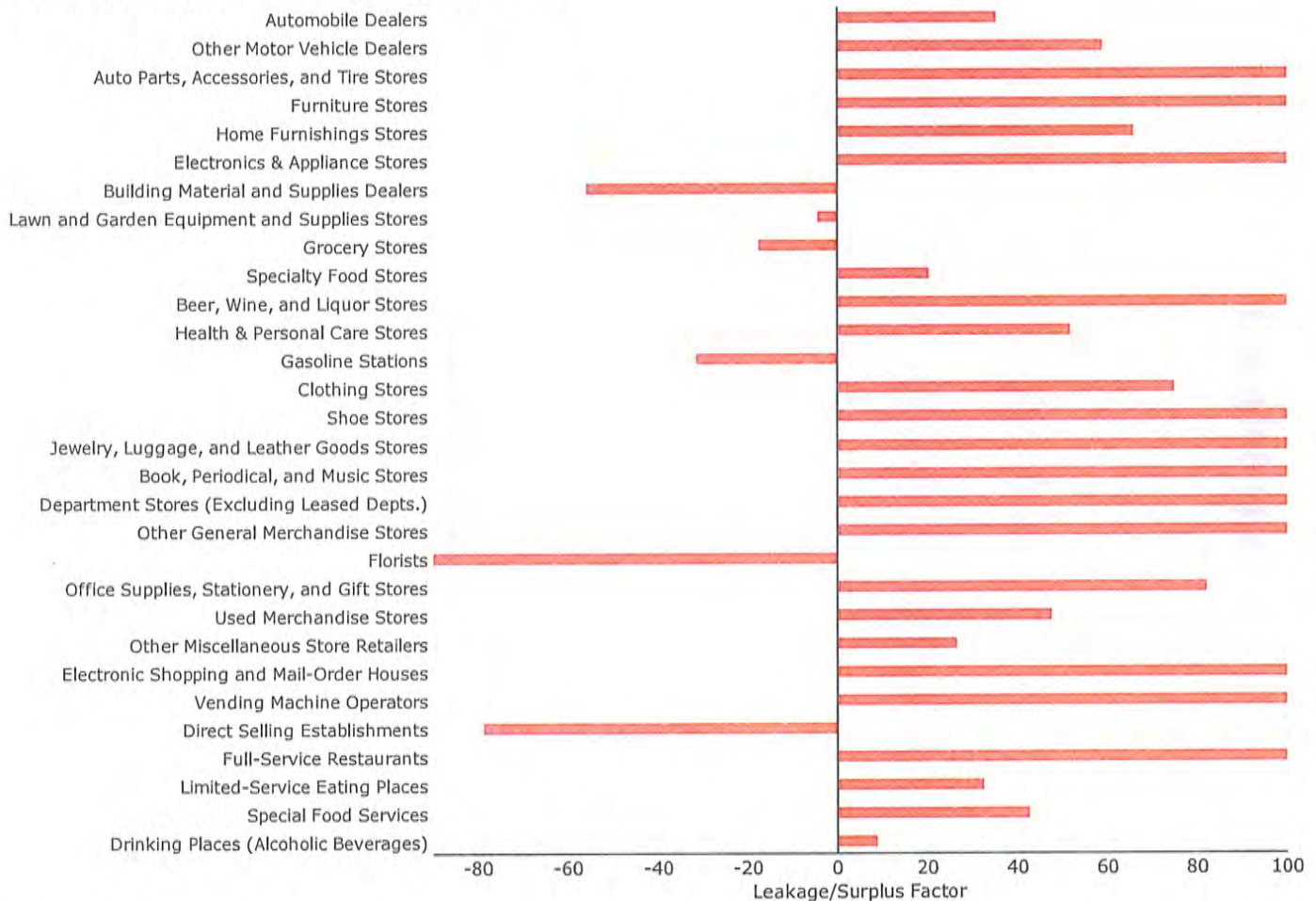
Osceola, Wisconsin, United States
 Drive Time: 10 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70413

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Osceola, Wisconsin, United States
 Drive Time: 15 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Summary Demographics

2015 Population	13,050
2015 Households	5,235
2015 Median Disposable Income	\$50,253
2015 Per Capita Income	\$31,296

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$153,021,550	\$127,738,692	\$25,282,858	9.0	100
Total Retail Trade	44-45	\$137,445,939	\$120,318,666	\$17,127,273	6.6	83
Total Food & Drink	722	\$15,575,611	\$7,420,026	\$8,155,585	35.5	17

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,830,312	\$19,656,174	\$9,174,138	18.9	6
Automobile Dealers	4411	\$25,183,399	\$19,317,171	\$5,866,228	13.2	5
Other Motor Vehicle Dealers	4412	\$1,862,795	\$337,567	\$1,525,228	69.3	2
Auto Parts, Accessories & Tire Stores	4413	\$1,784,118	\$0	\$1,784,118	100.0	0
Furniture & Home Furnishings Stores	442	\$2,937,911	\$960,718	\$1,977,193	50.7	4
Furniture Stores	4421	\$1,799,812	\$713,993	\$1,085,819	43.2	1
Home Furnishings Stores	4422	\$1,138,098	\$246,724	\$891,374	64.4	2
Electronics & Appliance Stores	443	\$4,241,902	\$156,206	\$4,085,696	92.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,957,218	\$10,776,298	-\$5,819,080	-37.0	11
Bldg Material & Supplies Dealers	4441	\$4,070,643	\$7,032,420	-\$2,961,777	-26.7	7
Lawn & Garden Equip & Supply Stores	4442	\$886,575	\$3,743,878	-\$2,857,303	-61.7	3
Food & Beverage Stores	445	\$21,333,728	\$25,045,288	-\$3,711,560	-8.0	12
Grocery Stores	4451	\$19,258,381	\$23,897,761	-\$4,639,380	-10.8	7
Specialty Food Stores	4452	\$546,860	\$279,539	\$267,321	32.3	4
Beer, Wine & Liquor Stores	4453	\$1,528,487	\$867,989	\$660,498	27.6	1
Health & Personal Care Stores	446,4461	\$11,385,866	\$3,097,528	\$8,288,338	57.2	4
Gasoline Stations	447,4471	\$15,858,609	\$32,948,501	-\$17,089,892	-35.0	4
Clothing & Clothing Accessories Stores	448	\$7,265,222	\$742,488	\$6,522,734	81.5	5
Clothing Stores	4481	\$5,083,518	\$625,422	\$4,458,096	78.1	4
Shoe Stores	4482	\$1,248,744	\$0	\$1,248,744	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$932,960	\$78,940	\$854,020	84.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,145,580	\$1,992,793	\$1,152,787	22.4	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,434,373	\$1,818,002	\$616,371	14.5	6
Book, Periodical & Music Stores	4512	\$711,207	\$174,791	\$536,416	60.5	2
General Merchandise Stores	452	\$22,440,495	\$17,032,411	\$5,408,084	13.7	2
Department Stores Excluding Leased Depts.	4521	\$10,263,380	\$16,310,203	-\$6,046,823	-22.8	1
Other General Merchandise Stores	4529	\$12,177,114	\$722,208	\$11,454,906	88.8	2
Miscellaneous Store Retailers	453	\$3,112,574	\$3,146,990	-\$34,416	-0.5	22
Florists	4531	\$159,032	\$1,092,358	-\$933,326	-74.6	3
Office Supplies, Stationery & Gift Stores	4532	\$854,002	\$157,617	\$696,385	68.8	4
Used Merchandise Stores	4533	\$576,744	\$294,311	\$282,433	32.4	3
Other Miscellaneous Store Retailers	4539	\$1,522,795	\$1,602,704	-\$79,909	-2.6	12
Nonstore Retailers	454	\$11,936,524	\$4,763,271	\$7,173,253	43.0	4
Electronic Shopping & Mail-Order Houses	4541	\$10,358,014	\$1,733,436	\$8,624,578	71.3	1
Vending Machine Operators	4542	\$452,920	\$0	\$452,920	100.0	0
Direct Selling Establishments	4543	\$1,125,591	\$2,931,791	-\$1,806,200	-44.5	3
Food Services & Drinking Places	722	\$15,575,611	\$7,420,026	\$8,155,585	35.5	17
Full-Service Restaurants	7221	\$5,900,106	\$1,231,656	\$4,668,450	65.5	4
Limited-Service Eating Places	7222	\$8,142,451	\$5,173,157	\$2,969,294	22.3	8
Special Food Services	7223	\$640,309	\$316,071	\$324,238	33.9	2
Drinking Places - Alcoholic Beverages	7224	\$892,744	\$699,142	\$193,602	12.2	3

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. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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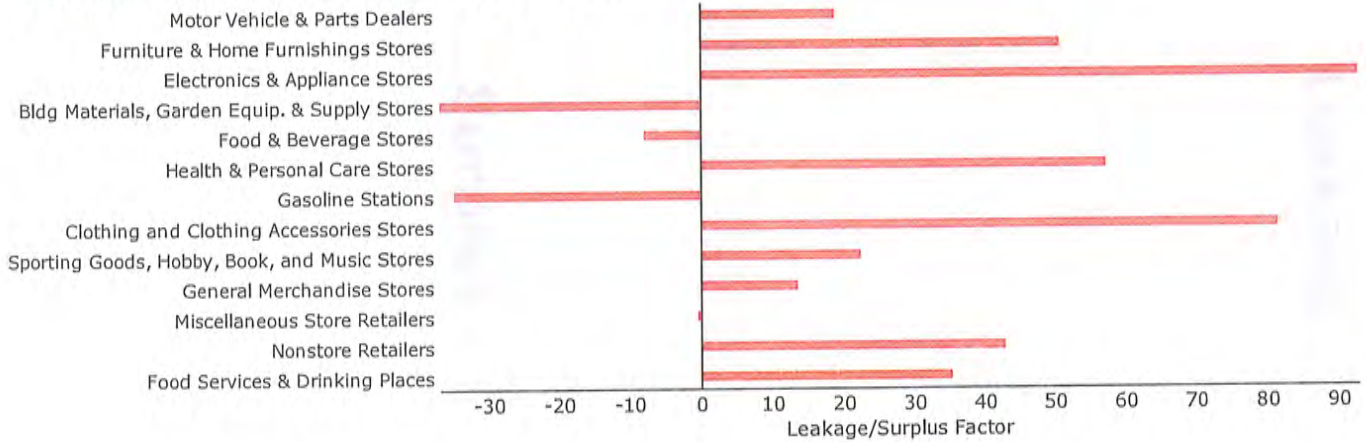


Retail MarketPlace Profile

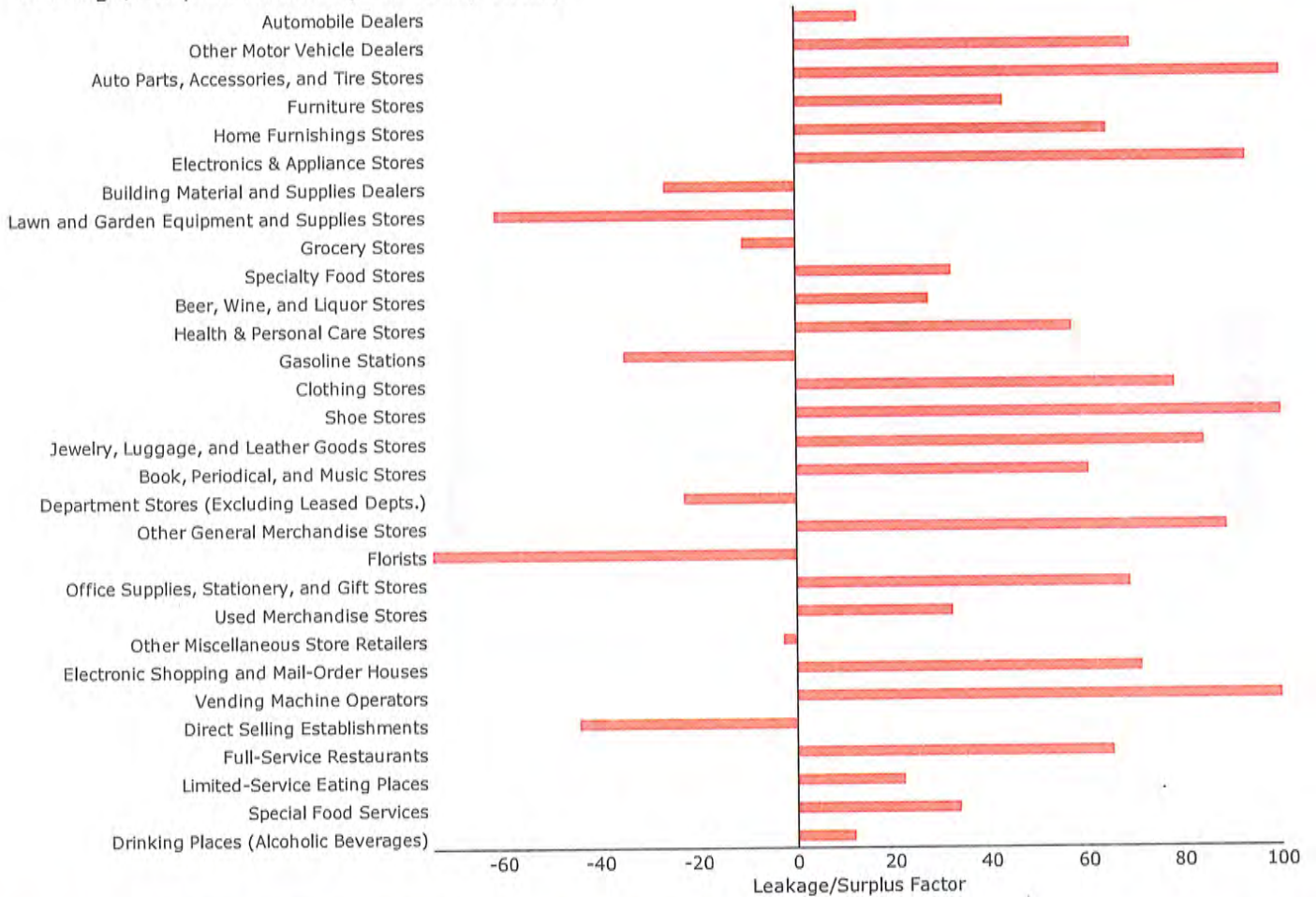
Osceola, Wisconsin, United States
 Drive Time: 15 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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June 10, 2015



Retail Market Potential

Osceola Village, WI
 Osceola village, WI (5560450)
 Place

Joel West, Village Administrator

Demographic Summary	2015	2020
Population	2,529	2,504
Population 18+	1,898	1,896
Households	1,141	1,137
Median Household Income	\$51,944	\$56,958

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	846	44.6%	92
Bought any women's clothing in last 12 months	870	45.8%	102
Bought clothing for child <13 years in last 6 months	616	32.5%	116
Bought any shoes in last 12 months	991	52.2%	95
Bought costume jewelry in last 12 months	376	19.8%	99
Bought any fine jewelry in last 12 months	345	18.2%	94
Bought a watch in last 12 months	193	10.2%	89
Automobiles (Households)			
HH owns/leases any vehicle	991	86.9%	102
HH bought/leased new vehicle last 12 mo	97	8.5%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,657	87.3%	103
Bought/changed motor oil in last 12 months	1,035	54.5%	110
Had tune-up in last 12 months	575	30.3%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,268	66.8%	102
Drank regular cola in last 6 months	939	49.5%	108
Drank beer/ale in last 6 months	760	40.0%	95
Cameras (Adults)			
Own digital point & shoot camera	612	32.2%	100
Own digital single-lens reflex (SLR) camera	159	8.4%	97
Bought any camera in last 12 months	130	6.8%	95
Bought memory card for camera in last 12 months	109	5.7%	100
Printed digital photos in last 12 months	59	3.1%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	761	40.1%	110
Have a smartphone	967	50.9%	105
Have an iPhone	277	14.6%	78
Number of cell phones in household: 1	341	29.9%	93
Number of cell phones in household: 2	439	38.5%	104
Number of cell phones in household: 3+	278	24.4%	97
HH has cell phone only (no landline telephone)	468	41.0%	108
Computers (Households)			
HH owns a computer	877	76.9%	101
HH owns desktop computer	557	48.8%	100
HH owns laptop/notebook	566	49.6%	97
Spent <\$500 on most recent home computer	175	15.3%	109
Spent \$500-\$999 on most recent home computer	231	20.2%	100
Spent \$1,000-\$1,499 on most recent home computer	115	10.1%	101
Spent \$1,500-\$1,999 on most recent home computer	44	3.9%	84
Spent \$2,000+ on most recent home computer	51	4.5%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2015 and 2020.



Retail Market Potential

Osceola Village, WI
 Osceola village, WI (5560450)
 Place

Joel West, Village Administrator

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,246	65.6%	108
Bought brewed coffee at convenience store in last 30 days	317	16.7%	109
Bought cigarettes at convenience store in last 30 days	330	17.4%	132
Bought gas at convenience store in last 30 days	720	37.9%	114
Spent at convenience store in last 30 days: <\$20	136	7.2%	87
Spent at convenience store in last 30 days: \$20-\$39	207	10.9%	120
Spent at convenience store in last 30 days: \$40-\$50	155	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	121	6.4%	140
Spent at convenience store in last 30 days: \$100+	499	26.3%	114
Entertainment (Adults)			
Attended a movie in last 6 months	1,159	61.1%	101
Went to live theater in last 12 months	215	11.3%	90
Went to a bar/night club in last 12 months	340	17.9%	105
Dined out in last 12 months	878	46.3%	103
Gambled at a casino in last 12 months	278	14.6%	99
Visited a theme park in last 12 months	359	18.9%	105
Viewed movie (video-on-demand) in last 30 days	300	15.8%	101
Viewed TV show (video-on-demand) in last 30 days	252	13.3%	108
Watched any pay-per-view TV in last 12 months	259	13.6%	104
Downloaded a movie over the Internet in last 30 days	170	9.0%	135
Downloaded any individual song in last 6 months	405	21.3%	104
Watched a movie online in the last 30 days	263	13.9%	102
Watched a TV program online in last 30 days	299	15.8%	117
Played a video/electronic game (console) in last 12 months	270	14.2%	125
Played a video/electronic game (portable) in last 12 months	90	4.7%	106
Financial (Adults)			
Have home mortgage (1st)	659	34.7%	110
Used ATM/cash machine in last 12 months	958	50.5%	104
Own any stock	105	5.5%	71
Own U.S. savings bond	83	4.4%	76
Own shares in mutual fund (stock)	101	5.3%	71
Own shares in mutual fund (bonds)	56	3.0%	60
Have interest checking account	476	25.1%	87
Have non-interest checking account	588	31.0%	110
Have savings account	1,033	54.4%	102
Have 401K retirement savings plan	294	15.5%	105
Own/used any credit/debit card in last 12 months	1,394	73.4%	99
Avg monthly credit card expenditures: <\$111	262	13.8%	116
Avg monthly credit card expenditures: \$111-\$225	124	6.5%	101
Avg monthly credit card expenditures: \$226-\$450	94	5.0%	78
Avg monthly credit card expenditures: \$451-\$700	94	5.0%	91
Avg monthly credit card expenditures: \$701-\$1,000	63	3.3%	77
Avg monthly credit card expenditures: \$1,001+	94	5.0%	54
Did banking online in last 12 months	739	38.9%	111
Did banking on mobile device in last 12 months	239	12.6%	121
Paid bills online in last 12 months	867	45.7%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2015 and 2020.



Retail Market Potential

Osceola Village, WI
 Osceola village, WI (5560450)
 Place

Joel West, Village Administrator

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,389	73.2%	102
Used bread in last 6 months	1,830	96.4%	101
Used chicken (fresh or frozen) in last 6 mos	1,373	72.3%	101
Used turkey (fresh or frozen) in last 6 mos	319	16.8%	92
Used fish/seafood (fresh or frozen) in last 6 months	1,010	53.2%	95
Used fresh fruit/vegetables in last 6 months	1,643	86.6%	100
Used fresh milk in last 6 months	1,729	91.1%	101
Used organic food in last 6 months	313	16.5%	84
Health (Adults)			
Exercise at home 2+ times per week	460	24.2%	85
Exercise at club 2+ times per week	219	11.5%	89
Visited a doctor in last 12 months	1,385	73.0%	96
Used vitamin/dietary supplement in last 6 months	885	46.6%	87
Home (Households)			
Any home improvement in last 12 months	304	26.6%	97
Used housekeeper/maid/professional HH cleaning service in last 12	104	9.1%	70
Purchased low ticket HH furnishings in last 12 months	176	15.4%	99
Purchased big ticket HH furnishings in last 12 months	244	21.4%	102
Purchased bedding/bath goods in last 12 months	588	51.5%	97
Purchased cooking/serving product in last 12 months	263	23.0%	95
Bought any small kitchen appliance in last 12 months	224	19.6%	88
Bought any large kitchen appliance in last 12 months	147	12.9%	100
Insurance (Adults/Households)			
Currently carry life insurance	804	42.4%	98
Carry medical/hospital/accident insurance	1,179	62.1%	96
Carry homeowner insurance	899	47.4%	99
Carry renter's insurance	147	7.7%	105
Have auto insurance: 1 vehicle in household covered	344	30.1%	96
Have auto insurance: 2 vehicles in household covered	334	29.3%	104
Have auto insurance: 3+ vehicles in household covered	251	22.0%	100
Pets (Households)			
Household owns any pet	660	57.8%	109
Household owns any cat	306	26.8%	118
Household owns any dog	478	41.9%	105
Psychographics (Adults)			
Buying American is important to me	807	42.5%	99
Usually buy items on credit rather than wait	197	10.4%	91
Usually buy based on quality - not price	339	17.9%	100
Price is usually more important than brand name	602	31.7%	116
Usually use coupons for brands I buy often	346	18.2%	97
Am interested in how to help the environment	328	17.3%	103
Usually pay more for environ safe product	203	10.7%	85
Usually value green products over convenience	217	11.4%	112
Likely to buy a brand that supports a charity	639	33.7%	98
Reading (Adults)			
Bought digital book in last 12 months	196	10.3%	93
Bought hardcover book in last 12 months	444	23.4%	104
Bought paperback book in last 12 month	623	32.8%	97
Read any daily newspaper (paper version)	495	26.1%	93
Read any digital newspaper in last 30 days	599	31.6%	101
Read any magazine (paper/electronic version) in last 6 months	1,719	90.6%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2015 and 2020.

June 10, 2015



Retail Market Potential

Osceola Village, WI
 Osceola village, WI (5560450)
 Place

Joel West, Village Administrator

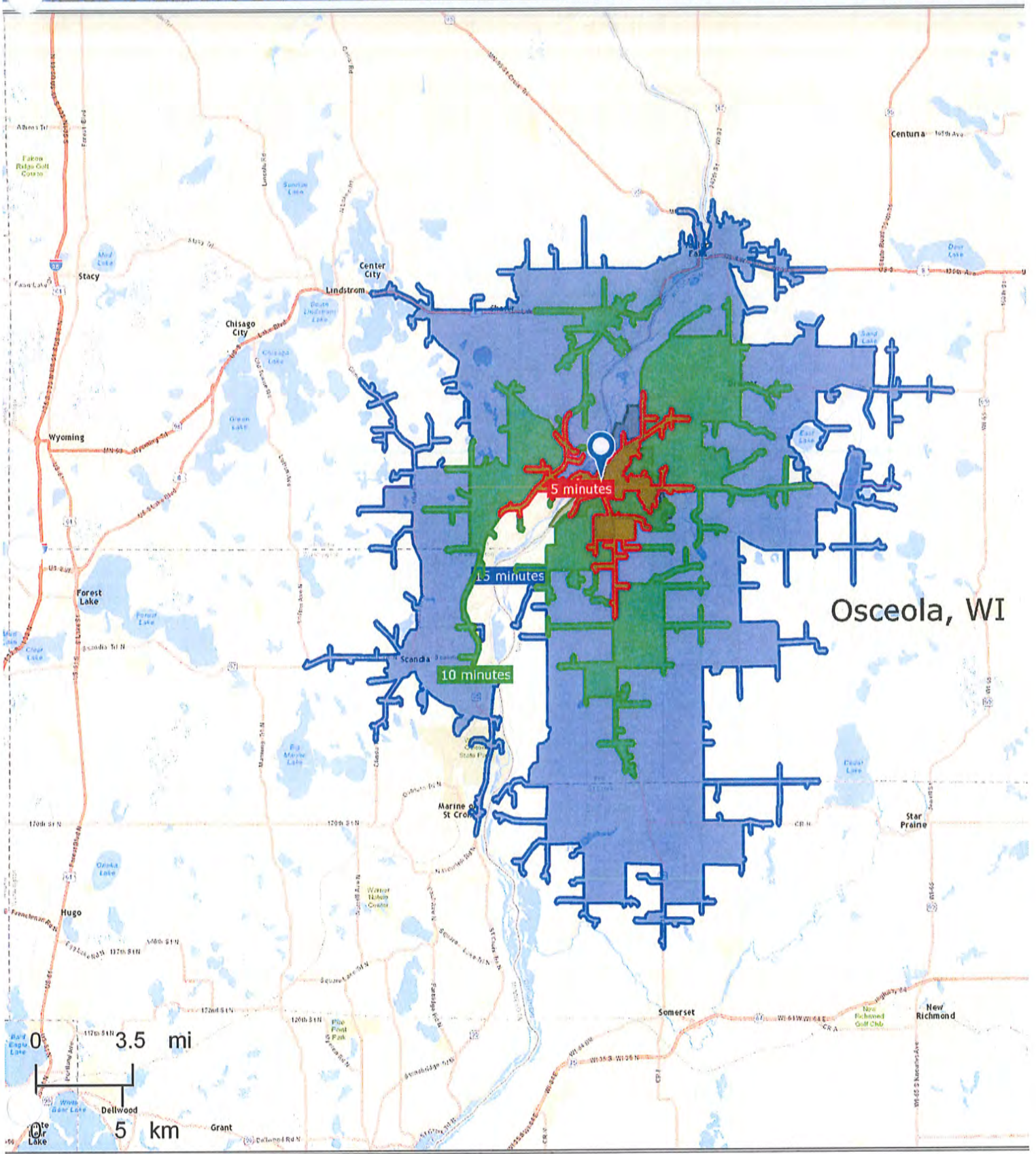
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,493	78.7%	104
Went to family restaurant/steak house: 4+ times a month	594	31.3%	109
Went to fast food/drive-in restaurant in last 6 months	1,741	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	850	44.8%	111
Fast food/drive-in last 6 months: eat in	745	39.3%	108
Fast food/drive-in last 6 months: home delivery	179	9.4%	120
Fast food/drive-in last 6 months: take-out/drive-thru	1,009	53.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	381	20.1%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	331	17.4%	82
Own any portable MP3 player	661	34.8%	104
HH owns 1 TV	218	19.1%	95
HH owns 2 TVs	275	24.1%	92
HH owns 3 TVs	263	23.0%	107
HH owns 4+ TVs	231	20.2%	103
HH subscribes to cable TV	539	47.2%	93
HH subscribes to fiber optic	53	4.6%	70
HH has satellite dish	318	27.9%	109
HH owns DVD/Blu-ray player	733	64.2%	104
HH owns camcorder	174	15.2%	98
HH owns portable GPS navigation device	295	25.9%	94
HH purchased video game system in last 12 mos	93	8.2%	88
HH owns Internet video device for TV	37	3.2%	74
Travel (Adults)			
Domestic travel in last 12 months	902	47.5%	95
Took 3+ domestic non-business trips in last 12 months	203	10.7%	86
Spent on domestic vacations in last 12 months: <\$1,000	202	10.6%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	103	5.4%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	72	3.8%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	68	3.6%	94
Spent on domestic vacations in last 12 months: \$3,000+	63	3.3%	61
Domestic travel in the 12 months: used general travel website	101	5.3%	76
Foreign travel in last 3 years	307	16.2%	68
Took 3+ foreign trips by plane in last 3 years	57	3.0%	69
Spent on foreign vacations in last 12 months: <\$1,000	66	3.5%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	56	3.0%	97
Spent on foreign vacations in last 12 months: \$3,000+	66	3.5%	71
Foreign travel in last 3 years: used general travel website	64	3.4%	62
Nights spent in hotel/motel in last 12 months: any	758	39.9%	97
Took cruise of more than one day in last 3 years	122	6.4%	73
Member of any frequent flyer program	212	11.2%	67
Member of any hotel rewards program	182	9.6%	68

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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 2015 and 2020.



esri

Osceola, WI



June 10, 2015

Made with Esri Business Analyst



Retail Market Potential

Osceola, Wisconsin, United States
 Drive Time: 5 minute radius

Joel West, Village Administrator
 Latitude: 45.32057
 Longitude: -92.70493

Demographic Summary	2015	2020
Population	1,677	1,659
Population 18+	1,253	1,251
Households	773	770
Median Household Income	\$54,315	\$59,637

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	569	45.4%	94
Bought any women's clothing in last 12 months	579	46.2%	103
Bought clothing for child <13 years in last 6 months	413	33.0%	117
Bought any shoes in last 12 months	662	52.8%	97
Bought costume jewelry in last 12 months	254	20.3%	101
Bought any fine jewelry in last 12 months	229	18.3%	94
Bought a watch in last 12 months	128	10.2%	89
Automobiles (Households)			
HH owns/leases any vehicle	678	87.7%	103
HH bought/leased new vehicle last 12 mo	67	8.7%	100
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,107	88.3%	104
Bought/changed motor oil in last 12 months	691	55.1%	111
Had tune-up in last 12 months	393	31.4%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	838	66.9%	102
Drank regular cola in last 6 months	614	49.0%	107
Drank beer/ale in last 6 months	499	39.8%	94
Cameras (Adults)			
Own digital point & shoot camera	405	32.3%	100
Own digital single-lens reflex (SLR) camera	101	8.1%	94
Bought any camera in last 12 months	86	6.9%	95
Bought memory card for camera in last 12 months	74	5.9%	103
Printed digital photos in last 12 months	41	3.3%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	495	39.5%	108
Have a smartphone	646	51.6%	106
Have an iPhone	194	15.5%	83
Number of cell phones in household: 1	226	29.2%	91
Number of cell phones in household: 2	297	38.4%	104
Number of cell phones in household: 3+	193	25.0%	99
HH has cell phone only (no landline telephone)	318	41.1%	109
Computers (Households)			
HH owns a computer	595	77.0%	101
HH owns desktop computer	384	49.7%	102
HH owns laptop/notebook	381	49.3%	96
Spent <\$500 on most recent home computer	117	15.1%	107
Spent \$500-\$999 on most recent home computer	157	20.3%	100
Spent \$1,000-\$1,499 on most recent home computer	79	10.2%	102
Spent \$1,500-\$1,999 on most recent home computer	29	3.8%	81
Spent \$2,000+ on most recent home computer	33	4.3%	111

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Retail Market Potential

Osceola, Wisconsin, United States
 Drive Time: 5 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
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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 mos	822	65.6%	108
Bought brewed coffee at convenience store in last 30 days	199	15.9%	103
Bought cigarettes at convenience store in last 30 days	220	17.6%	134
Bought gas at convenience store in last 30 days	493	39.3%	118
Spent at convenience store in last 30 days: <\$20	90	7.2%	88
Spent at convenience store in last 30 days: \$20-\$39	127	10.1%	111
Spent at convenience store in last 30 days: \$40-\$50	101	8.1%	105
Spent at convenience store in last 30 days: \$51-\$99	79	6.3%	138
Spent at convenience store in last 30 days: \$100+	342	27.3%	118
Entertainment (Adults)			
Attended a movie in last 6 months	762	60.8%	101
Went to live theater in last 12 months	137	10.9%	87
Went to a bar/night club in last 12 months	214	17.1%	100
Dined out in last 12 months	591	47.2%	105
Gambled at a casino in last 12 months	176	14.0%	95
Visited a theme park in last 12 months	231	18.4%	102
Viewed movie (video-on-demand) in last 30 days	196	15.6%	100
Viewed TV show (video-on-demand) in last 30 days	162	12.9%	106
Watched any pay-per-view TV in last 12 months	173	13.8%	105
Downloaded a movie over the Internet in last 30 days	102	8.1%	123
Downloaded any individual song in last 6 months	268	21.4%	104
Watched a movie online in the last 30 days	167	13.3%	98
Watched a TV program online in last 30 days	183	14.6%	109
Played a video/electronic game (console) in last 12 months	166	13.2%	116
Played a video/electronic game (portable) in last 12 months	57	4.5%	102
Financial (Adults)			
Have home mortgage (1st)	455	36.3%	115
Used ATM/cash machine in last 12 months	638	50.9%	105
Own any stock	69	5.5%	71
Own U.S. savings bond	50	4.0%	69
Own shares in mutual fund (stock)	66	5.3%	70
Own shares in mutual fund (bonds)	36	2.9%	58
Have interest checking account	328	26.2%	91
Have non-interest checking account	383	30.6%	108
Have savings account	687	54.8%	102
Have 401K retirement savings plan	194	15.5%	105
Own/used any credit/debit card in last 12 months	932	74.4%	101
Avg monthly credit card expenditures: <\$111	174	13.9%	117
Avg monthly credit card expenditures: \$111-\$225	84	6.7%	103
Avg monthly credit card expenditures: \$226-\$450	63	5.0%	79
Avg monthly credit card expenditures: \$451-\$700	62	4.9%	91
Avg monthly credit card expenditures: \$701-\$1,000	41	3.3%	75
Avg monthly credit card expenditures: \$1,001+	63	5.0%	55
Did banking online in last 12 months	499	39.8%	113
Did banking on mobile device in last 12 months	160	12.8%	123
Paid bills online in last 12 months	575	45.9%	110

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Retail Market Potential

Osceola, Wisconsin, United States
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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	913	72.9%	102
Used bread in last 6 months	1,207	96.3%	101
Used chicken (fresh or frozen) in last 6 mos	906	72.3%	101
Used turkey (fresh or frozen) in last 6 mos	219	17.5%	95
Used fish/seafood (fresh or frozen) in last 6 months	674	53.8%	96
Used fresh fruit/vegetables in last 6 months	1,084	86.5%	100
Used fresh milk in last 6 months	1,142	91.1%	101
Used organic food in last 6 months	198	15.8%	80
Health (Adults)			
Exercise at home 2+ times per week	314	25.1%	88
Exercise at club 2+ times per week	144	11.5%	89
Visited a doctor in last 12 months	917	73.2%	97
Used vitamin/dietary supplement in last 6 months	595	47.5%	89
Home (Households)			
Any home improvement in last 12 months	206	26.6%	97
Used housekeeper/maid/professional HH cleaning service in last 12	70	9.1%	69
Purchased low ticket HH furnishings in last 12 months	121	15.7%	100
Purchased big ticket HH furnishings in last 12 months	167	21.6%	103
Purchased bedding/bath goods in last 12 months	400	51.7%	97
Purchased cooking/serving product in last 12 months	178	23.0%	95
Bought any small kitchen appliance in last 12 months	152	19.7%	88
Bought any large kitchen appliance in last 12 months	101	13.1%	101
Insurance (Adults/Households)			
Currently carry life insurance	555	44.3%	102
Carry medical/hospital/accident insurance	777	62.0%	96
Carry homeowner insurance	623	49.7%	104
Carry renter's insurance	94	7.5%	101
Have auto insurance: 1 vehicle in household covered	232	30.0%	96
Have auto insurance: 2 vehicles in household covered	229	29.6%	106
Have auto insurance: 3+ vehicles in household covered	177	22.9%	104
Pets (Households)			
Household owns any pet	451	58.3%	110
Household owns any cat	202	26.1%	115
Household owns any dog	337	43.6%	110
Psychographics (Adults)			
Buying American is important to me	547	43.7%	102
Usually buy items on credit rather than wait	130	10.4%	91
Usually buy based on quality - not price	224	17.9%	100
Price is usually more important than brand name	392	31.3%	114
Usually use coupons for brands I buy often	228	18.2%	97
Am interested in how to help the environment	219	17.5%	105
Usually pay more for environ safe product	133	10.6%	84
Usually value green products over convenience	132	10.5%	103
Likely to buy a brand that supports a charity	423	33.8%	99
Reading (Adults)			
Bought digital book in last 12 months	133	10.6%	95
Bought hardcover book in last 12 months	296	23.6%	105
Bought paperback book in last 12 month	415	33.1%	98
Read any daily newspaper (paper version)	316	25.2%	90
Read any digital newspaper in last 30 days	392	31.3%	100
Read any magazine (paper/electronic version) in last 6 months	1,129	90.1%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	995	79.4%	105
Went to family restaurant/steak house: 4+ times a month	403	32.2%	112
Went to fast food/drive-in restaurant in last 6 months	1,154	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	574	45.8%	113
Fast food/drive-in last 6 months: eat in	498	39.7%	109
Fast food/drive-in last 6 months: home delivery	123	9.8%	125
Fast food/drive-in last 6 months: take-out/drive-thru	684	54.6%	116
Fast food/drive-in last 6 months: take-out/walk-in	252	20.1%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	224	17.9%	84
Own any portable MP3 player	440	35.1%	105
HH owns 1 TV	144	18.6%	92
HH owns 2 TVs	193	25.0%	95
HH owns 3 TVs	177	22.9%	107
HH owns 4+ TVs	156	20.2%	102
HH subscribes to cable TV	368	47.6%	94
HH subscribes to fiber optic	35	4.5%	68
HH has satellite dish	220	28.5%	112
HH owns DVD/Blu-ray player	496	64.2%	104
HH owns camcorder	118	15.3%	98
HH owns portable GPS navigation device	206	26.6%	97
HH purchased video game system in last 12 mos	64	8.3%	90
HH owns Internet video device for TV	25	3.2%	74
Travel (Adults)			
Domestic travel in last 12 months	607	48.4%	96
Took 3+ domestic non-business trips in last 12 months	135	10.8%	87
Spent on domestic vacations in last 12 months: <\$1,000	129	10.3%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	65	5.2%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	50	4.0%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	47	3.8%	98
Spent on domestic vacations in last 12 months: \$3,000+	45	3.6%	66
Domestic travel in the 12 months: used general travel website	69	5.5%	78
Foreign travel in last 3 years	207	16.5%	70
Took 3+ foreign trips by plane in last 3 years	35	2.8%	64
Spent on foreign vacations in last 12 months: <\$1,000	44	3.5%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	38	3.0%	100
Spent on foreign vacations in last 12 months: \$3,000+	41	3.3%	66
Foreign travel in last 3 years: used general travel website	43	3.4%	63
Nights spent in hotel/motel in last 12 months: any	515	41.1%	100
Took cruise of more than one day in last 3 years	89	7.1%	81
Member of any frequent flyer program	145	11.6%	69
Member of any hotel rewards program	131	10.5%	74

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Retail Market Potential

Osceola, Wisconsin, United States
 Drive Time: 10 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Demographic Summary	2015	2020
Population	4,592	4,559
Population 18+	3,443	3,435
Households	1,935	1,933
Median Household Income	\$55,745	\$61,701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,624	47.2%	98
Bought any women's clothing in last 12 months	1,598	46.4%	103
Bought clothing for child <13 years in last 6 months	1,133	32.9%	117
Bought any shoes in last 12 months	1,859	54.0%	99
Bought costume jewelry in last 12 months	712	20.7%	103
Bought any fine jewelry in last 12 months	633	18.4%	95
Bought a watch in last 12 months	365	10.6%	92
Automobiles (Households)			
HH owns/leases any vehicle	1,722	89.0%	105
HH bought/leased new vehicle last 12 mo	177	9.1%	106
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,089	89.7%	105
Bought/changed motor oil in last 12 months	1,918	55.7%	112
Had tune-up in last 12 months	1,094	31.8%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,288	66.5%	101
Drank regular cola in last 6 months	1,652	48.0%	105
Drank beer/ale in last 6 months	1,401	40.7%	96
Cameras (Adults)			
Own digital point & shoot camera	1,167	33.9%	105
Own digital single-lens reflex (SLR) camera	290	8.4%	98
Bought any camera in last 12 months	243	7.1%	98
Bought memory card for camera in last 12 months	210	6.1%	106
Printed digital photos in last 12 months	116	3.4%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,349	39.2%	107
Have a smartphone	1,792	52.0%	107
Have an iPhone	581	16.9%	90
Number of cell phones in household: 1	546	28.2%	88
Number of cell phones in household: 2	752	38.9%	105
Number of cell phones in household: 3+	507	26.2%	104
HH has cell phone only (no landline telephone)	771	39.8%	105
Computers (Households)			
HH owns a computer	1,519	78.5%	103
HH owns desktop computer	992	51.3%	105
HH owns laptop/notebook	980	50.6%	99
Spent <\$500 on most recent home computer	294	15.2%	108
Spent \$500-\$999 on most recent home computer	409	21.1%	104
Spent \$1,000-\$1,499 on most recent home computer	204	10.5%	105
Spent \$1,500-\$1,999 on most recent home computer	76	3.9%	85
Spent \$2,000+ on most recent home computer	82	4.2%	110

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Retail Market Potential

Osceola, Wisconsin, United States
 Drive Time: 10 minute radius

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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 mos	2,261	65.7%	108
Bought brewed coffee at convenience store in last 30 days	545	15.8%	103
Bought cigarettes at convenience store in last 30 days	573	16.6%	127
Bought gas at convenience store in last 30 days	1,375	39.9%	120
Spent at convenience store in last 30 days: <\$20	256	7.4%	91
Spent at convenience store in last 30 days: \$20-\$39	336	9.8%	107
Spent at convenience store in last 30 days: \$40-\$50	278	8.1%	105
Spent at convenience store in last 30 days: \$51-\$99	209	6.1%	133
Spent at convenience store in last 30 days: \$100+	951	27.6%	120
Entertainment (Adults)			
Attended a movie in last 6 months	2,114	61.4%	102
Went to live theater in last 12 months	385	11.2%	89
Went to a bar/night club in last 12 months	589	17.1%	100
Dined out in last 12 months	1,671	48.5%	108
Gambled at a casino in last 12 months	495	14.4%	98
Visited a theme park in last 12 months	640	18.6%	103
Viewed movie (video-on-demand) in last 30 days	539	15.7%	100
Viewed TV show (video-on-demand) in last 30 days	437	12.7%	104
Watched any pay-per-view TV in last 12 months	485	14.1%	107
Downloaded a movie over the Internet in last 30 days	255	7.4%	112
Downloaded any individual song in last 6 months	754	21.9%	107
Watched a movie online in the last 30 days	442	12.8%	95
Watched a TV program online in last 30 days	479	13.9%	103
Played a video/electronic game (console) in last 12 months	442	12.8%	113
Played a video/electronic game (portable) in last 12 months	154	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	1,323	38.4%	121
Used ATM/cash machine in last 12 months	1,784	51.8%	106
Own any stock	215	6.2%	80
Own U.S. savings bond	154	4.5%	78
Own shares in mutual fund (stock)	211	6.1%	82
Own shares in mutual fund (bonds)	119	3.5%	70
Have interest checking account	970	28.2%	98
Have non-interest checking account	1,064	30.9%	109
Have savings account	1,944	56.5%	105
Have 401K retirement savings plan	568	16.5%	112
Own/used any credit/debit card in last 12 months	2,620	76.1%	103
Avg monthly credit card expenditures: <\$111	474	13.8%	116
Avg monthly credit card expenditures: \$111-\$225	241	7.0%	108
Avg monthly credit card expenditures: \$226-\$450	185	5.4%	85
Avg monthly credit card expenditures: \$451-\$700	179	5.2%	95
Avg monthly credit card expenditures: \$701-\$1,000	124	3.6%	83
Avg monthly credit card expenditures: \$1,001+	209	6.1%	66
Did banking online in last 12 months	1,406	40.8%	116
Did banking on mobile device in last 12 months	443	12.9%	124
Paid bills online in last 12 months	1,605	46.6%	112

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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	2,529	73.5%	103
Used bread in last 6 months	3,322	96.5%	102
Used chicken (fresh or frozen) in last 6 mos	2,509	72.9%	102
Used turkey (fresh or frozen) in last 6 mos	629	18.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	1,884	54.7%	98
Used fresh fruit/vegetables in last 6 months	3,006	87.3%	101
Used fresh milk in last 6 months	3,150	91.5%	102
Used organic food in last 6 months	543	15.8%	80
Health (Adults)			
Exercise at home 2+ times per week	923	26.8%	94
Exercise at club 2+ times per week	416	12.1%	93
Visited a doctor in last 12 months	2,571	74.7%	99
Used vitamin/dietary supplement in last 6 months	1,693	49.2%	92
Home (Households)			
Any home improvement in last 12 months	545	28.2%	102
Used housekeeper/maid/professional HH cleaning service in last 12	187	9.7%	74
Purchased low ticket HH furnishings in last 12 months	308	15.9%	102
Purchased big ticket HH furnishings in last 12 months	423	21.9%	104
Purchased bedding/bath goods in last 12 months	1,019	52.7%	99
Purchased cooking/serving product in last 12 months	455	23.5%	97
Bought any small kitchen appliance in last 12 months	396	20.5%	92
Bought any large kitchen appliance in last 12 months	261	13.5%	105
Insurance (Adults/Households)			
Currently carry life insurance	1,600	46.5%	107
Carry medical/hospital/accident insurance	2,193	63.7%	99
Carry homeowner insurance	1,819	52.8%	111
Carry renter's insurance	252	7.3%	99
Have auto insurance: 1 vehicle in household covered	556	28.7%	92
Have auto insurance: 2 vehicles in household covered	590	30.5%	109
Have auto insurance: 3+ vehicles in household covered	480	24.8%	113
Pets (Households)			
Household owns any pet	1,152	59.5%	112
Household owns any cat	509	26.3%	116
Household owns any dog	874	45.2%	114
Psychographics (Adults)			
Buying American is important to me	1,534	44.6%	104
Usually buy items on credit rather than wait	358	10.4%	91
Usually buy based on quality - not price	610	17.7%	99
Price is usually more important than brand name	1,043	30.3%	110
Usually use coupons for brands I buy often	634	18.4%	98
Am interested in how to help the environment	580	16.8%	101
Usually pay more for environ safe product	358	10.4%	82
Usually value green products over convenience	332	9.6%	95
Likely to buy a brand that supports a charity	1,172	34.0%	99
Reading (Adults)			
Bought digital book in last 12 months	376	10.9%	98
Bought hardcover book in last 12 months	820	23.8%	106
Bought paperback book in last 12 month	1,167	33.9%	100
Read any daily newspaper (paper version)	882	25.6%	91
Read any digital newspaper in last 30 days	1,090	31.7%	101
Read any magazine (paper/electronic version) in last 6 months	3,117	90.5%	100

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Osceola, Wisconsin, United States
 Drive Time: 10 minute radius

Joel West, Village Administrator
 Latitude: 45.32052
 Longitude: -92.70493

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,765	80.3%	106
Went to family restaurant/steak house: 4+ times a month	1,122	32.6%	113
Went to fast food/drive-in restaurant in last 6 months	3,181	92.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,578	45.8%	113
Fast food/drive-in last 6 months: eat in	1,386	40.3%	111
Fast food/drive-in last 6 months: home delivery	331	9.6%	122
Fast food/drive-in last 6 months: take-out/drive-thru	1,893	55.0%	117
Fast food/drive-in last 6 months: take-out/walk-in	703	20.4%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	658	19.1%	90
Own any portable MP3 player	1,238	36.0%	107
HH owns 1 TV	342	17.7%	88
HH owns 2 TVs	489	25.3%	96
HH owns 3 TVs	448	23.2%	108
HH owns 4+ TVs	413	21.3%	108
HH subscribes to cable TV	923	47.7%	94
HH subscribes to fiber optic	90	4.7%	70
HH has satellite dish	568	29.4%	115
HH owns DVD/Blu-ray player	1,262	65.2%	105
HH owns camcorder	317	16.4%	105
HH owns portable GPS navigation device	552	28.5%	103
HH purchased video game system in last 12 mos	160	8.3%	90
HH owns Internet video device for TV	67	3.5%	79
Travel (Adults)			
Domestic travel in last 12 months	1,754	50.9%	101
Took 3+ domestic non-business trips in last 12 months	411	11.9%	96
Spent on domestic vacations in last 12 months: <\$1,000	369	10.7%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	192	5.6%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	145	4.2%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	139	4.0%	106
Spent on domestic vacations in last 12 months: \$3,000+	151	4.4%	80
Domestic travel in the 12 months: used general travel website	205	6.0%	85
Foreign travel in last 3 years	625	18.2%	76
Took 3+ foreign trips by plane in last 3 years	100	2.9%	66
Spent on foreign vacations in last 12 months: <\$1,000	127	3.7%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	104	3.0%	99
Spent on foreign vacations in last 12 months: \$3,000+	121	3.5%	71
Foreign travel in last 3 years: used general travel website	137	4.0%	73
Nights spent in hotel/motel in last 12 months: any	1,484	43.1%	104
Took cruise of more than one day in last 3 years	270	7.8%	90
Member of any frequent flyer program	454	13.2%	79
Member of any hotel rewards program	415	12.1%	85

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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 2015 and 2020.



Retail Market Potential

Osceola, Wisconsin, United States
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Demographic Summary	2015	2020
Population	13,050	13,158
Population 18+	9,856	9,994
Households	5,235	5,305
Median Household Income	\$62,706	\$72,353

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,950	50.2%	104
Bought any women's clothing in last 12 months	4,626	46.9%	105
Bought clothing for child <13 years in last 6 months	3,111	31.6%	113
Bought any shoes in last 12 months	5,495	55.8%	102
Bought costume jewelry in last 12 months	2,112	21.4%	107
Bought any fine jewelry in last 12 months	1,837	18.6%	96
Bought a watch in last 12 months	1,103	11.2%	97
Automobiles (Households)			
HH owns/leases any vehicle	4,777	91.3%	107
HH bought/leased new vehicle last 12 mo	520	9.9%	115
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,045	91.8%	108
Bought/changed motor oil in last 12 months	5,541	56.2%	113
Had tune-up in last 12 months	3,161	32.1%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,421	65.1%	99
Drank regular cola in last 6 months	4,532	46.0%	100
Drank beer/ale in last 6 months	4,175	42.4%	100
Cameras (Adults)			
Own digital point & shoot camera	3,619	36.7%	114
Own digital single-lens reflex (SLR) camera	886	9.0%	104
Bought any camera in last 12 months	715	7.3%	100
Bought memory card for camera in last 12 months	632	6.4%	111
Printed digital photos in last 12 months	356	3.6%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,713	37.7%	103
Have a smartphone	5,010	50.8%	104
Have an iPhone	1,819	18.5%	99
Number of cell phones in household: 1	1,439	27.5%	86
Number of cell phones in household: 2	2,061	39.4%	107
Number of cell phones in household: 3+	1,423	27.2%	108
HH has cell phone only (no landline telephone)	1,935	37.0%	98
Computers (Households)			
HH owns a computer	4,212	80.5%	105
HH owns desktop computer	2,809	53.7%	110
HH owns laptop/notebook	2,745	52.4%	103
Spent <\$500 on most recent home computer	797	15.2%	108
Spent \$500-\$999 on most recent home computer	1,174	22.4%	111
Spent \$1,000-\$1,499 on most recent home computer	571	10.9%	109
Spent \$1,500-\$1,999 on most recent home computer	217	4.1%	90
Spent \$2,000+ on most recent home computer	207	4.0%	102

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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 mos	6,441	65.4%	108
Bought brewed coffee at convenience store in last 30 days	1,568	15.9%	104
Bought cigarettes at convenience store in last 30 days	1,496	15.2%	116
Bought gas at convenience store in last 30 days	3,986	40.4%	122
Spent at convenience store in last 30 days: <\$20	794	8.1%	98
Spent at convenience store in last 30 days: \$20-\$39	889	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	792	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	558	5.7%	124
Spent at convenience store in last 30 days: \$100+	2,727	27.7%	120
Entertainment (Adults)			
Attended a movie in last 6 months	6,058	61.5%	102
Went to live theater in last 12 months	1,167	11.8%	94
Went to a bar/night club in last 12 months	1,697	17.2%	101
Dined out in last 12 months	5,017	50.9%	113
Gambled at a casino in last 12 months	1,470	14.9%	101
Visited a theme park in last 12 months	1,777	18.0%	100
Viewed movie (video-on-demand) in last 30 days	1,507	15.3%	98
Viewed TV show (video-on-demand) in last 30 days	1,150	11.7%	95
Watched any pay-per-view TV in last 12 months	1,377	14.0%	107
Downloaded a movie over the Internet in last 30 days	586	5.9%	90
Downloaded any individual song in last 6 months	2,182	22.1%	108
Watched a movie online in the last 30 days	1,143	11.6%	85
Watched a TV program online in last 30 days	1,218	12.4%	92
Played a video/electronic game (console) in last 12 months	1,182	12.0%	105
Played a video/electronic game (portable) in last 12 months	421	4.3%	95
Financial (Adults)			
Have home mortgage (1st)	3,995	40.5%	128
Used ATM/cash machine in last 12 months	5,177	52.5%	108
Own any stock	757	7.7%	98
Own U.S. savings bond	546	5.5%	96
Own shares in mutual fund (stock)	763	7.7%	103
Own shares in mutual fund (bonds)	459	4.7%	95
Have interest checking account	3,144	31.9%	110
Have non-interest checking account	3,102	31.5%	111
Have savings account	5,823	59.1%	110
Have 401K retirement savings plan	1,735	17.6%	119
Own/used any credit/debit card in last 12 months	7,768	78.8%	107
Avg monthly credit card expenditures: <\$111	1,331	13.5%	114
Avg monthly credit card expenditures: \$111-\$225	729	7.4%	114
Avg monthly credit card expenditures: \$226-\$450	597	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	564	5.7%	105
Avg monthly credit card expenditures: \$701-\$1,000	405	4.1%	95
Avg monthly credit card expenditures: \$1,001+	792	8.0%	88
Did banking online in last 12 months	4,081	41.4%	118
Did banking on mobile device in last 12 months	1,209	12.3%	118
Paid bills online in last 12 months	4,582	46.5%	111

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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	7,360	74.7%	104
Used bread in last 6 months	9,517	96.6%	102
Used chicken (fresh or frozen) in last 6 mos	7,242	73.5%	103
Used turkey (fresh or frozen) in last 6 mos	1,954	19.8%	108
Used fish/seafood (fresh or frozen) in last 6 months	5,564	56.5%	101
Used fresh fruit/vegetables in last 6 months	8,740	88.7%	102
Used fresh milk in last 6 months	9,086	92.2%	102
Used organic food in last 6 months	1,568	15.9%	81
Health (Adults)			
Exercise at home 2+ times per week	2,911	29.5%	103
Exercise at club 2+ times per week	1,259	12.8%	99
Visited a doctor in last 12 months	7,631	77.4%	102
Used vitamin/dietary supplement in last 6 months	5,195	52.7%	98
Home (Households)			
Any home improvement in last 12 months	1,619	30.9%	112
Used housekeeper/maid/professional HH cleaning service in last 12	593	11.3%	87
Purchased low ticket HH furnishings in last 12 months	857	16.4%	105
Purchased big ticket HH furnishings in last 12 months	1,153	22.0%	105
Purchased bedding/bath goods in last 12 months	2,843	54.3%	102
Purchased cooking/serving product in last 12 months	1,282	24.5%	101
Bought any small kitchen appliance in last 12 months	1,147	21.9%	98
Bought any large kitchen appliance in last 12 months	731	14.0%	108
Insurance (Adults/Households)			
Currently carry life insurance	4,938	50.1%	115
Carry medical/hospital/accident insurance	6,595	66.9%	104
Carry homeowner insurance	5,730	58.1%	122
Carry renter's insurance	696	7.1%	95
Have auto insurance: 1 vehicle in household covered	1,408	26.9%	86
Have auto insurance: 2 vehicles in household covered	1,654	31.6%	113
Have auto insurance: 3+ vehicles in household covered	1,498	28.6%	130
Pets (Households)			
Household owns any pet	3,212	61.4%	115
Household owns any cat	1,422	27.2%	119
Household owns any dog	2,492	47.6%	120
Psychographics (Adults)			
Buying American is important to me	4,628	47.0%	109
Usually buy items on credit rather than wait	1,024	10.4%	91
Usually buy based on quality - not price	1,706	17.3%	97
Price is usually more important than brand name	2,815	28.6%	104
Usually use coupons for brands I buy often	1,885	19.1%	101
Am interested in how to help the environment	1,538	15.6%	93
Usually pay more for environ safe product	1,004	10.2%	81
Usually value green products over convenience	808	8.2%	81
Likely to buy a brand that supports a charity	3,401	34.5%	101
Reading (Adults)			
Bought digital book in last 12 months	1,153	11.7%	105
Bought hardcover book in last 12 months	2,391	24.3%	108
Bought paperback book in last 12 month	3,451	35.0%	103
Read any daily newspaper (paper version)	2,718	27.6%	98
Read any digital newspaper in last 30 days	3,124	31.7%	101
Read any magazine (paper/electronic version) in last 6 months	8,982	91.1%	100

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Retail Market Potential

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 Drive Time: 15 minute radius

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 Latitude: -45.32052
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	8,012	81.3%	108
Went to family restaurant/steak house: 4+ times a month	3,234	32.8%	114
Went to fast food/drive-in restaurant in last 6 months	9,148	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	4,436	45.0%	111
Fast food/drive-in last 6 months: eat in	4,015	40.7%	112
Fast food/drive-in last 6 months: home delivery	889	9.0%	115
Fast food/drive-in last 6 months: take-out/drive-thru	5,405	54.8%	117
Fast food/drive-in last 6 months: take-out/walk-in	2,023	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,059	20.9%	99
Own any portable MP3 player	3,561	36.1%	108
HH owns 1 TV	870	16.6%	82
HH owns 2 TVs	1,370	26.2%	99
HH owns 3 TVs	1,213	23.2%	108
HH owns 4+ TVs	1,205	23.0%	117
HH subscribes to cable TV	2,522	48.2%	95
HH subscribes to fiber optic	241	4.6%	69
HH has satellite dish	1,616	30.9%	121
HH owns DVD/Blu-ray player	3,474	66.4%	107
HH owns camcorder	927	17.7%	113
HH owns portable GPS navigation device	1,677	32.0%	116
HH purchased video game system in last 12 mos	421	8.0%	87
HH owns Internet video device for TV	197	3.8%	86
Travel (Adults)			
Domestic travel in last 12 months	5,373	54.5%	109
Took 3+ domestic non-business trips in last 12 months	1,332	13.5%	109
Spent on domestic vacations in last 12 months: <\$1,000	1,112	11.3%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	605	6.1%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	435	4.4%	125
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	452	4.6%	120
Spent on domestic vacations in last 12 months: \$3,000+	555	5.6%	103
Domestic travel in the 12 months: used general travel website	652	6.6%	94
Foreign travel in last 3 years	2,064	20.9%	88
Took 3+ foreign trips by plane in last 3 years	306	3.1%	71
Spent on foreign vacations in last 12 months: <\$1,000	392	4.0%	95
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	293	3.0%	98
Spent on foreign vacations in last 12 months: \$3,000+	396	4.0%	81
Foreign travel in last 3 years: used general travel website	466	4.7%	86
Nights spent in hotel/motel in last 12 months: any	4,520	45.9%	111
Took cruise of more than one day in last 3 years	899	9.1%	104
Member of any frequent flyer program	1,510	15.3%	92
Member of any hotel rewards program	1,423	14.4%	102

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