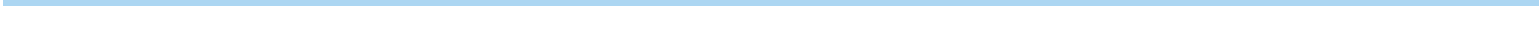
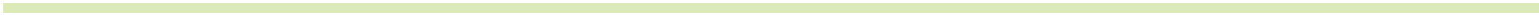


# BUENA VISTA TOWN CENTER OPPORTUNITY

BUENA VISTA CHARTER TOWNSHIP  
SAGINAW COUNTY, MICHIGAN

McKenna  
ASSOCIATES





Buena Vista Charter Township, Saginaw County, Michigan

# TOWN CENTER OPPORTUNITY



## DEMOGRAPHICS\*

	1 Mile	3 Miles	5 Miles
Population	5,200	32,189	80,623
Employee Population	2,821	15,801	31,805
Households	2,182	12,457	31,521
Average Household Size	2.38	2.52	2.49
Average Household Income	\$32,465	\$33,344	\$39,535
Per Capita Income	\$13,598	\$13,590	\$16,189

## INCENTIVES

- New Markets Tax Credit Financing
- Access to Capital
- Infrastructure Funding
- Downtown Development Authority TIF

## UTILITIES

**Electricity and Gas**  
Consumers Energy (800) 805-0490

**Telephone and Internet**  
AT&T (888) 944-0447

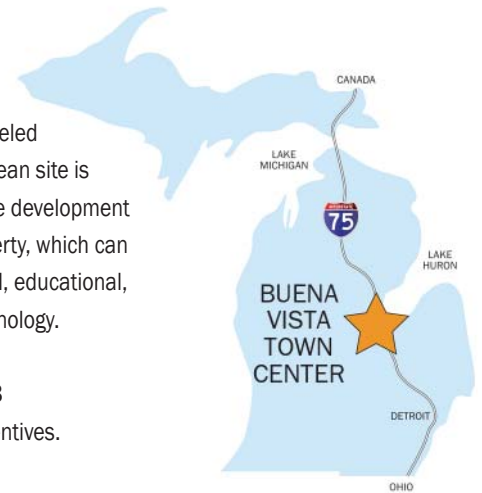
**Water and Sewer**  
Buena Vista Township (989) 754-1476

**Cable TV and Internet**  
Charter Communications (877) 728-3121

## 1 TO 33 ACRES AT I-75

The Buena Vista Town Center is strategically located on M-46 just 1,000 feet from exit 149 off heavily traveled I-75 in Buena Vista Charter Township. The cleared, clean site is owned by the Township, and is offered as a mixed-use development site. Buena Vista is willing to divide the 33-acre property, which can host a number of uses including retail, office, medical, educational, entertainment, and research and development/ technology.

Please call the Township Manager at (989) 754-7468 to discuss potential partnering and development incentives.

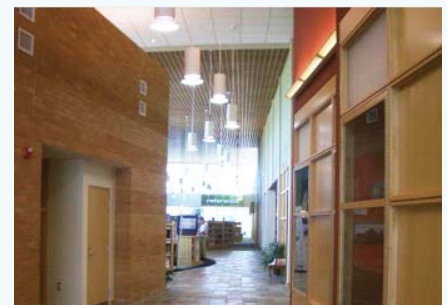


## RETAIL



The Town Center site trade area will support 185,000 sq. ft of retail.

## OFFICE



The Town Center is superbly located for office and/or institutional uses.



**TRAFFIC COUNTS**

ROAD	SEGMENT	ADT
I-75 (2012)	North of Holland	55,000
	South of Holland	55,000
Holland Ave (M-46) (2012)	West of I-75	19,500
	East of I-75	14,700
Outer Drive (2006, 2010)	North of Holland	9,667
	South of Holland	10,256

**PUBLIC/PRIVATE PARTNERSHIP**

As the Chief Executive Officer of Buena Vista Charter Township, I ask you to consider partnering with us to develop our Town Center, which is positioned for immediate redevelopment. The site is offered for mixed-use development; there is a market for 190,000 square feet of retail and the site is superbly located for office and institutional uses that benefit from ideal highway access.

Our market analysis shows 31,521 households and \$239,854,268 in annual consumer spending within the community retail trade area (appx. 5-mile radius).

In addition to our commitment to invest in and reinforce the area surrounding the site, we can offer a host of development incentives, including DDA tax increment financing (TIF) for infrastructure and New Markets Tax Credit assistance.

In short, I am confident you would be hard-pressed to find a more incentivized redevelopment site or willing, stable and capable public partner. Please call our **Township Manager** at **(989) 754-7468** or the redevelopment Project Manager, **Sarah Traxler** of **McKenna Associates**, at **(248) 596-0920** to discuss potential partnering and financing opportunities.

Buena Vista Charter Township  
Saginaw County, Michigan

*Dwayne Parker*  
Hon. Dwayne Parker  
Township Supervisor

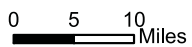


# REGIONAL LOCATION

## Buena Vista Charter Township, Saginaw County, Michigan

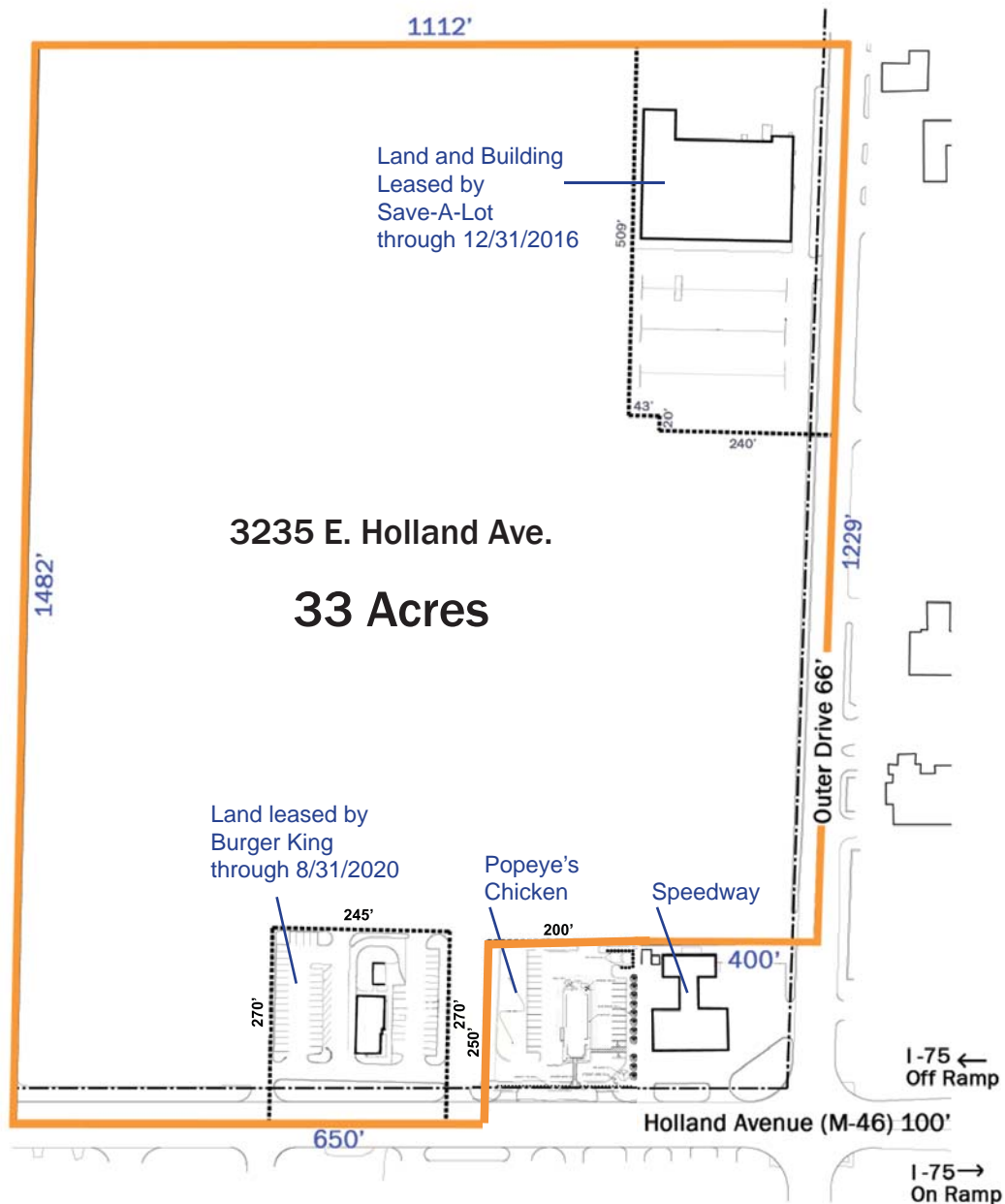


Data Source: Michigan Geographic Framework,  
Michigan Center for Geographic Information, Version 6a.



# TOWN CENTER SITE DETAILS

Buena Vista Charter Township, Saginaw County, Michigan



## SITE DETAILS:

33.15 Net Acres Available\* (willing to divide)

### Frontage:

M-46 (Holland Avenue) = 850 ft  
Outer Drive = 1,229 ft

Zoning: Town Center (Mixed Use)

### Traffic Counts (ADT)

M-46	19,500 (2012)
Outer Drive	9,667 (2006)
I-75	55,000 (2012)

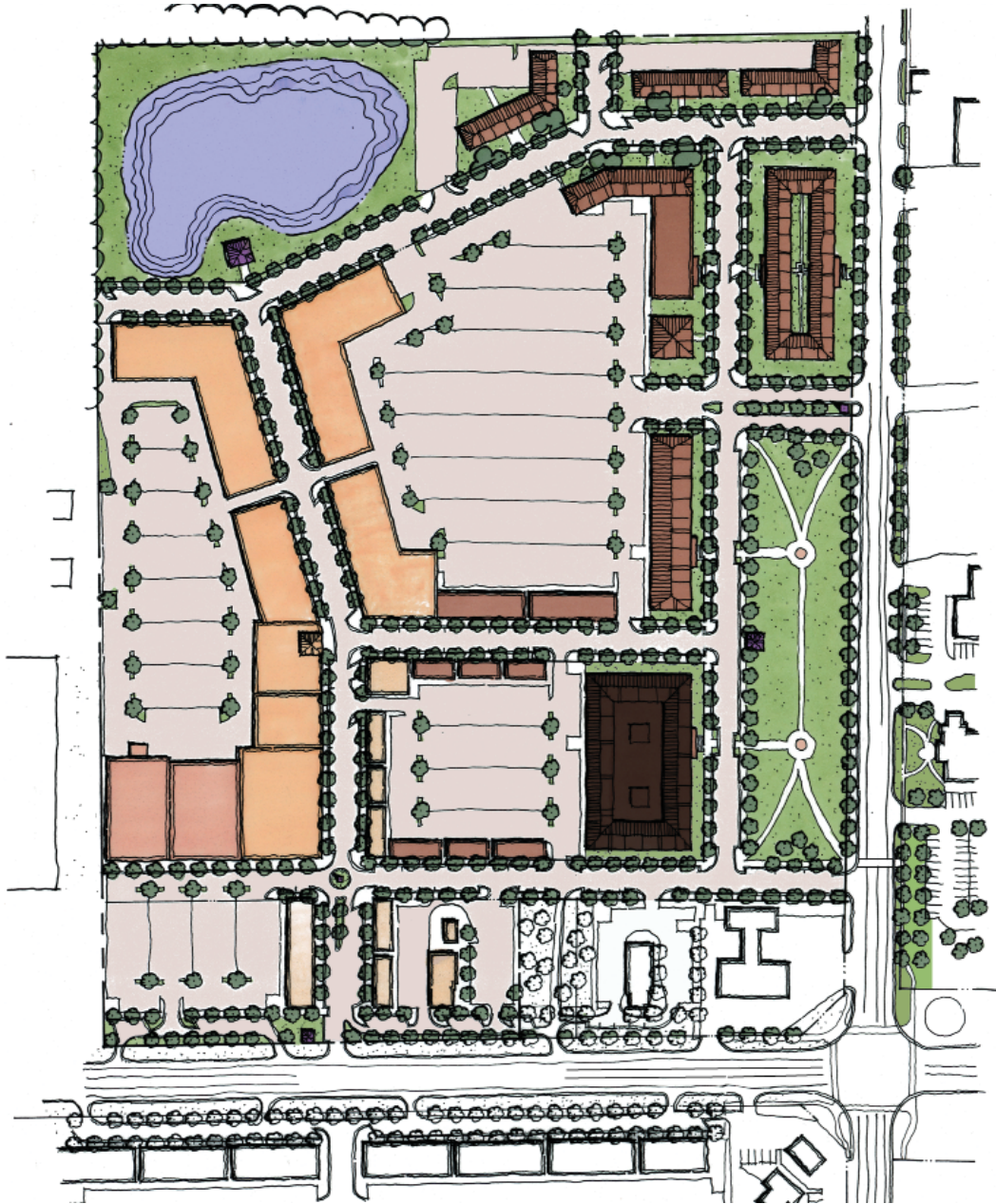
- Township Owned Site Boundary
- R.O.W
- Leased Sites Included

\* Excluding ROW; includes two leased parcels.

Data source: McKenna Associates, 2010 & 2013

# TOWN CENTER CONCEPT PLAN

Buena Vista Charter Township, Saginaw County, Michigan



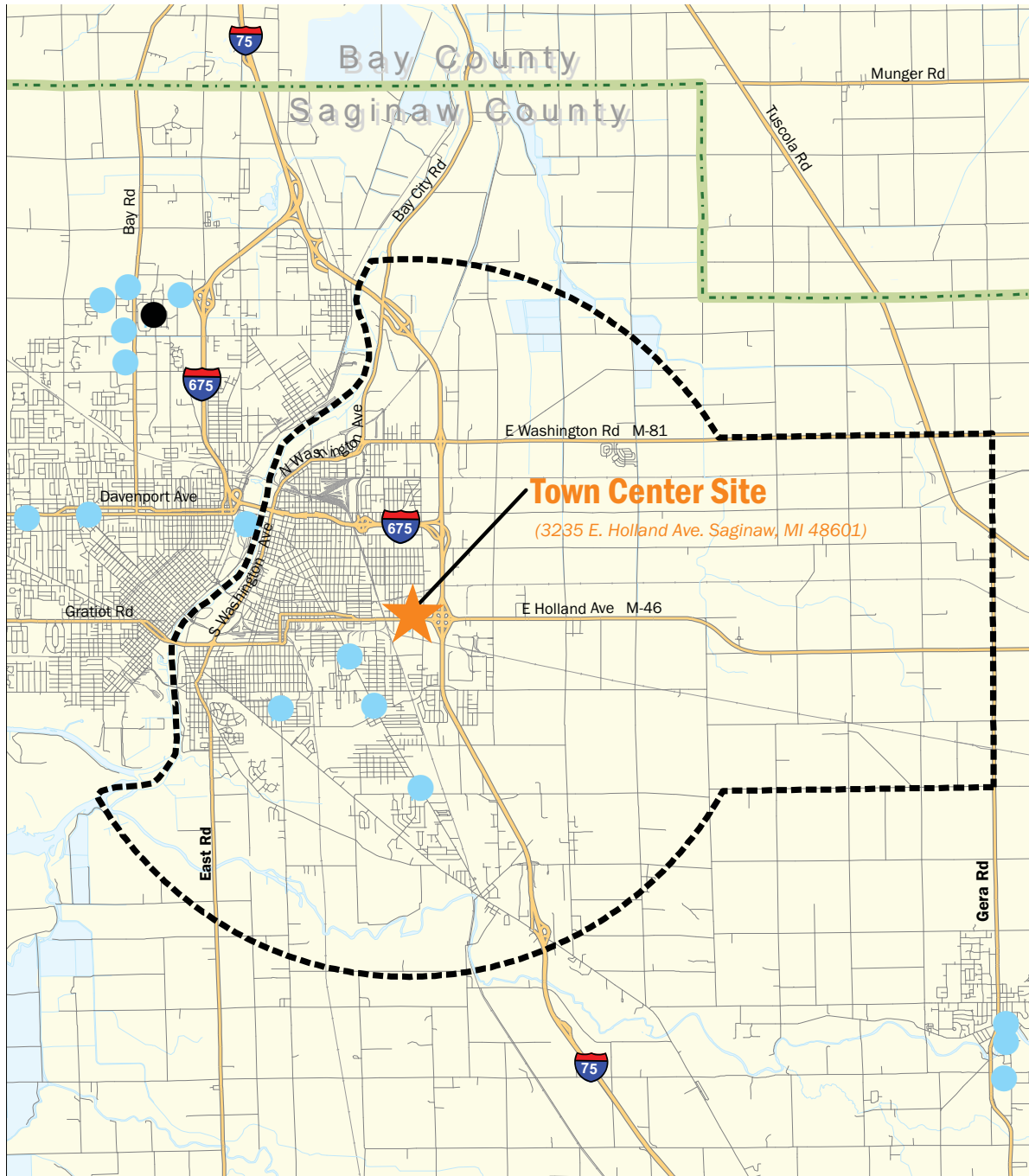
# COMMUNITY SCALE TRADE AREA – MARKET POTENTIAL

## Town Center Site, Buena Vista Charter Township, Michigan

	ESTIMATED CONSUMER SPENDING	EXISTING BUILDING SPACE (SQ. FT.)	DEVELOPMENT POTENTIAL (SQ. FT.)
<b>GENERAL MERCHANDISE STORES</b>			
Department Stores Excluding Leased Depts.	\$15,563,477	2,734	76,268
Other General Merchandise Stores	\$35,610,253	136,534	38,886
<b>FOOD SERVICE AND DRINKING PLACES</b>			
Full-Service Restaurants	\$8,986,610	30,902	0
Limited-Service Eating Places	\$10,756,677		0
Special Food Services	\$1,028,431		0
Drinking Places - Alcoholic Beverages	\$1,393,699		0
<b>FURNITURE AND HOME FURNISHINGS STORES</b>			
Furniture Stores	\$2,587,136	512	7,807
Home Furnishings Stores	\$1,430,594	913	2,803
<b>CLOTHING AND CLOTHING ACCESSORIES STORES</b>			
Clothing Stores	\$8,723,807	12,272	10,991
Shoe Stores	\$1,658,593	3,721	0
Jewelry, Luggage, and Leather Goods	\$1,714,874	524	4,802
<b>SPORTING GOODS, HOBBY, BOOK, AND MUSIC STORES</b>			
Sporting Goods/Hobby/Musical Instrument Stores	\$4,305,079	1,279	15,941
Book, Periodical, and Music Stores	\$1,314,677	3,608	2,370
<b>FOOD AND BEVERAGE STORES</b>			
Grocery Stores	\$25,781,976	92,069	0
Specialty Food Stores	\$1,443,264	2,372	1,329
Beer, Wine, and Liquor Stores	\$3,548,854	9,250	0
<b>ELECTRONICS AND APPLIANCE STORES</b>			
	\$5,904,336	14,351	985
<b>HEALTH AND PERSONAL CARE STORES</b>			
	\$18,876,846	26,008	15,663
<b>MISCELLANEOUS STORE RETAILERS</b>			
Florists	\$357,345	1,317	0
Office Supplies, Stationery and Gifts Stores	\$1,513,844	5,935	0
Used Merchandise Stores	\$471,955	463	1,217
Other Miscellaneous Store Retailers	\$3,367,573	7,587	5,588
<b>BUILDING MATERIALS, GARDEN EQUIPMENT, AND SUPPLY STORES</b>			
Building Equipment and Supplies Dealers	\$5,517,414	23,822	0
Lawn and Garden Equipment and Supplies Dealers	\$1,203,634	2,552	76
<b>MOTOR VEHICLE AND PARTS DEALERS</b>			
Automobile Dealers	\$33,631,378		
Other Motor Vehicle Dealers	\$2,217,861		
Auto Parts, Accessories, and Tire Stores	\$3,378,352		
<b>GASOLINE STATIONS</b>			
	\$22,739,898		
<b>NON-STORE RETAILERS</b>			
Electronic Shopping and Mail-Order Houses	\$11,702,641		
Vending Machine Operators	\$1,033,307		
Direct Selling Establishments	\$2,089,883		
<b>TOTAL</b>	<b>\$239,854,268</b>	<b>467,196</b>	<b>184,725</b>
<b>SUMMARY DEMOGRAPHICS</b>			
Population	40,478		
Households	\$15,653		
Median Disposable Income	\$20,293		
Per Capita Income	\$14,541		

# TRADE AREA BOUNDARY AND EXISTING CENTERS




## Buena Vista Charter Township, Saginaw County, Michigan



Draft

### Trade Area Boundary and Existing Centers

Buena Vista Charter Township, Saginaw County, Michigan

-  Community Scale Retail Trade Area Boundary
-  Existing Shopping Center
-  Regional Mall ("Fashion Square")

Base Map Source: Data Source: Michigan Geographic Framework, Michigan Center for Geographic Information, Version 9b.  
Data Source: McKenna Associates Inc., May, 2010

0 1 2 Miles 5/13/10

**McKenna**  
ASSOCIATES



# QUALITY OF LIFE

## Buena Vista Charter Township, Michigan

### LOCATION

Buena Vista Charter Township, part of the Saginaw Valley, lies in Saginaw County, Michigan. Saginaw County is 814 square miles of rich agricultural land, woodlands and waterways. Thanks to the area's convenient location on Interstate 75 and its five primary tourist areas – Birch Run, Chesaning, Frankenmuth, Saginaw City and Saginaw Township – Saginaw County ranks as the third most visited County in the State of Michigan.

### WEATHER IN BUENA VISTA

Spring has varying temperatures from 40s to upper 60s; keep a jacket on hand. Summer is often hot and sometimes humid, so pack light, comfortable clothes. Fall is cool and crisp; heavier cottons, light knits and wools are good choices with a sweater or jacket on hand. Winter can vary from the single digits to 30s and requires more layers.

### RECREATION

Saginaw County is home to 26 public and private golf courses, including three championship courses, with numerous private recreational facilities, including Apple Mountain Ski Resort and Dixie Motor Speedway. Professional team sports include the Great Lakes Loons (the L.A. Dodgers' Class "A" team), and the Saginaw Spirit – Ontario League hockey team.

The Shiawassee National Wildlife Refuge includes 9,400 acres with 12 miles of hiking, cross-country skiing and bike trails. The Wilderness Trails Zoo is a 56-acre park with over 60 species of animals, picnic grounds, petting area and play area. The William H. Haithco Recreation Area provides a swimming beach, paddleboat rentals, sailboard beach, volleyball courts, fishing dock, children's play area, five picnic pavilions and concessions. The 10-mile long Saginaw Valley Rail Trail is a linear county park open to the public year-round and is a serene place for hiking, bicycling, jogging, walking, cross-country skiing, horseback riding, and nature study.

### COST OF LIVING

Cost of living in Saginaw County is among the most reasonable in the US; in fact, *Business Week* ranked Saginaw County the 8th most affordable market in the nation. The area's historically strong and increasingly diverse economy also sustains a wide range of employment opportunities.

### EDUCATIONAL RESOURCES

The area is served by 20 public school districts, and is home to Saginaw Valley State University ([www.svsu.edu](http://www.svsu.edu)), Delta Community College ([www.delta.edu](http://www.delta.edu)) and Davenport University ([www.davenport.edu](http://www.davenport.edu)).

*For more information on the area's quality of life indicators, visit Saginaw Future's website at [www.saginawfuture.com](http://www.saginawfuture.com)*

# POTENTIAL REDEVELOPMENT INCENTIVES

Town Center Site, Buena Vista Charter Township, Saginaw County, Michigan

## FEDERAL INCENTIVE PROGRAMS

**THE NEW MARKETS TAX CREDIT PROGRAM (NMTC PROGRAM).** The program was established by Congress in 2000 to spur new or increased investments into operating businesses and real estate projects located in urban communities. NMTC employs a modest federal subsidy to stimulate private sector investment in these communities through a delivery system of private for-profit and nonprofit entities that provides patient, flexible capital to businesses and projects. Construction and development financing for the Town Center site may be available under the federal New Market Tax Credit (NMTC) Program; the site qualifies under NMTC rules and Buena Vista Charter Township is a distressed area under the NMTC law, which provides further incentive for Michigan's NMTC non-profit issuers to approve proposals for Town Center redevelopment. SFI holds a seat on the Michigan Magnet Fund Board, which is the state's New Markets Tax Credit program. Allocation is currently available through specific financial institutions and SFI partners with BV Township to package NMTC and other incentive programs.

**USDA RURAL DEVELOPMENT RURAL BUSINESS ENTERPRISE GRANTS (RBEG) PROGRAM.** The RBEG program provides grants for rural projects that finance and facilitate development of small and emerging rural businesses as defined by; under 50 employees and a million dollars in revenue. To assist with business development, RBEGs may fund a broad array of activities. There is no maximum level of grant funding. However, smaller projects are given higher priority. Generally grants range \$10,000 up to \$500,000.

The RBEG program is a broad based program that reaches to the core of rural development in a number of ways. Examples of eligible fund use include: Acquisition or development of land, easements, or rights of way; construction, conversion, renovation, of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilities.

**SMALL BUSINESS ADMINISTRATION 504 (SBA 504).** The SBA 504 Loan Program provides healthy small and medium-sized businesses with long-term fixed rate financing for the acquisition or construction of fixed assets. Projects are financed through a unique public/private partnership that involves private lenders financing 50% of project costs, MCDC covering up to 40% of project costs, and small businesses investing at least 10% of project costs. By taking a secondary collateral position on project assets, SBA provides a "collateral cushion" for the primary lender and reduces the amount of equity normally required of the borrower.

The SBA 504 Loan Program is a "take out" financing program. The SBA offers an up-front commitment to finance a project. The participating private lender provides interim financing, advancing the full amount of project funds during the construction/acquisition period. After the project is completed, the SBA reimburses or "takes out" the participating lender by the amount of the original loan commitment. MCDC loans are actually funded by the sale of 100% federally guaranteed debentures on the open market. Rates are fixed and below market rates. The rate on the SBA 504 portion is set when the SBA sells the debenture to fund the loan

**SMALL BUSINESS ADMINISTRATION 7(A) GUARANTEED LOAN.** The 7(a) Loan Program is SBA's primary program for helping start-up and established small businesses, with financing guaranteed for a variety of general business purposes. The SBA does not make loans itself, but rather guarantees the loans. This reduces the risk to the lender but not to the borrower, who remains obligated for the full debt, even in the event of default. Businesses apply for SBA 7(a) guarantee through a bank that submits the application to the SBA's Michigan office. The SBA 7(a) provides working capital for the purchase, construction or renovation of owner-occupied commercial real estate, purchase of machinery and equipment for business use, business

acquisition, debt refinance, working capital and business start-up.

Great Lakes Bay Michigan Works! The Great Lakes Bay Michigan Works! Is a regional organization devoted to strengthening the local economy through workforce development with funding provided by the federal and state government. The Business Services Team members are assigned to specific industry sectors, and can save you time and money in the following ways:

Recruitment – job postings, extended recruitment beyond the region, use of facilities for interviewing and testing, labor market information, customized recruitment

Screening – collecting and screening resumes, pre-employment assessment tools

Training – helping local employers build a competitive workforce in high-demand industries like health care, manufacturing, construction, information technology and more

Fast Start program – the Great Lakes Bay Michigan Works! and Delta College have operated the Fast Start program to meet employer demand for skilled workers on a “just in time” basis. With job placement rates approaching 90%, Fast Start has led to the Great Lakes Bay Michigan Works! receiving the highest honor awarded to workforce agencies by the National Association of Workforce Boards.

## STATE INCENTIVE PROGRAMS

### MICHIGAN COMMUNITY DEVELOPMENT BLOCK GANT PROGRAM

**INFRASTRUCTURE BUSINESS DEVELOPMENT.** Communities may request grants to provide public infrastructure necessary for the location, expansion, and/or retention of a specific, for-profit business which is engaged in an economic based activity (e.g. manufacturing, point-of-destination tourism, headquarter operations, major multi-state distribution facility). This program is restricted to infrastructure improvements tied to development activities that require additional infrastructure to create new economic opportunities and will result in the creation of full-time equivalent (FTE) positions, of which at least 51% of the created positions will be held by persons in a Low Moderate Income household.

**MICHIGAN BUSINESS DEVELOPMENT PROGRAM (MBDP).** The MBDP is designed to provide a grant, loan or other economic assistance to qualified businesses that make qualified investments, create qualified new jobs, or both, in Michigan. Under the program, qualified new jobs are in addition to jobs already located in Michigan.

**MICHIGAN BUSINESS GROWTH FUND.** The Business Growth Fund is comprised of two programs-the Collateral Support Program (CSP) and the Loan Participation Program (LPP). Both increase the availability of loans to businesses. The CSP provides collateral for companies whose property, plant, equipment, etc. are undervalued. The LPP mitigates the risk to the lender and provides support for companies experiencing short-term shortfalls in cash flow.

**PRIVATE ACTIVITY BONDS.** The Private Activity Bond program is tax exempt financing for fixed asset purchases. The Saginaw County Economic Development Corporation (EDC) authorizes issuance of the bonds that are sold to single or multiple investors. The Michigan Economic Development Corporation (MEDC) also has a statewide program to issue bonds through the Michigan Strategic Fund. Saginaw Future Inc.'s staff can assist in pursuing these tax-exempt bonds from either source as they provide long term, fixed rate, low interest financing.

**BROWNFIELD TAX CREDIT.** The Town Center Site has an approved Brownfield Plan through the Saginaw County Brownfield Redevelopment Authority in place, which allows for reimbursement for investment in eligible infrastructure and other activities of up to \$1.7 million.

**CAPITAL ACCESS PROGRAM (CAP).** Administered for the Michigan Strategic Fund (MSF) by the Michigan Economic Development Corporation (MEDC), is an innovative program available to assist businesses with capital needs. The CAP uses small amounts of public resources to generate private bank financing, providing small Michigan businesses access to capital that might not otherwise be available.

**UTILITY AND ENERGY SAVINGS PROGRAM.** Consumers Energy provides substantial business energy savings rebates that are available for achieving energy efficiencies especially useful in new construction projects.

## LOCAL INCENTIVE PROGRAMS

**P.A. 198 TAX ABATEMENT - INDUSTRIAL FACILITIES EXEMPTION.** P.A. 198 tax abatement program provides a 50% abatement of real and personal property for up to 12 years on new plant and/or machinery and equipment. Instead of the property tax, the firm pays an Industrial Facilities Tax (IFT) that reflects the abatement savings. The local unit of government is responsible for approving these abatements and their duration.

**Eligible Facilities:** *Industrial plants who primarily manufacture or process goods or materials by physical change. Related facilities of Michigan manufacturers such as offices, engineering, research and development, warehousing or parts distribution are also eligible for exemption. High technology companies as defined under PA 247 of 2000 of the law are also eligible. The exemption applies to buildings, building improvements, machinery, equipment, furniture, and fixtures. Land is specifically excluded from the benefits of the act and is fully taxable.*

**P.A. 328 TAX ABATEMENTS.** Public Act 328 allows communities to abate all new personal property taxes in certain geographic areas including Buena Vista Charter Township's Town Center. New personal property is defined as property not previously subject to property taxes in any other jurisdiction in this state. The local unit of government and the business negotiate the length of abatement for the new personal property tax. The law does not contain a maximum or a minimum number of years.

**Eligible Facilities:** *Manufacturing, mining, research and development, wholesale and trade, and office operations. Retail businesses are not eligible.*

**GREAT LAKES BAY REGIONAL REVOLVING LOAN FUND.** Is a regional loan fund that is available to businesses locating in the Town Center. The goal of the revolving loan fund is to provide credit worthy businesses with access to capital not otherwise available in the market where the provision of such credit will create economic opportunity for the residents of the region. The revolving loan fund will be used to attract new businesses, retain existing business and assist in the start-up of new businesses in the region. The focus will be on helping businesses which would require loan proceeds to be used primarily for working capital, inventory, fixed asset purchases (real and/or personal property) or other legitimate business needs

**DOWNTOWN DEVELOPMENT AUTHORITY (DDA).** The Town Center is located in the Township's DDA district. The DDA and Township Board will entertain broad assistance as allowed for in Public Act 197 of 1975.

# TOWN CENTER STREETScape DETAILS

## Town Center Site, Buena Vista Charter Township, Saginaw County, Michigan

The Phase 1 Town Center streetscape project will be constructed in 2015 – an almost \$1,000,000 investment to improve the Right-of-Way and public spaces on and surrounding the Town Center site. Phase I includes:

- The installation of the “Town Green” on the redevelopment site, which will add aesthetic value to the eventual users and tenants of the mixed-use project
- Sidewalks and main ingress/egress to the Town Center site off of Outer Drive



September 4, 2013 DRAFT

### Town Center Existing Site Conditions

BUENA VISTA CHARTER TOWNSHIP, SAGINAW COUNTY, MICHIGAN



#### LEGEND

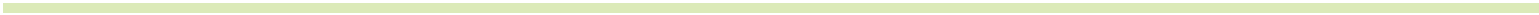
- Gateway
- Trees
- Ornamental Trees
- Flowers



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**ESRI Reports**  
*for*  
**Buena Vista Charter Township Town Center Site**

3235 E. Holland Ave.  
Saginaw, Michigan 48601





# Retail MarketPlace Profile

Buena Vista Town Center Trade Area  
Area: 79.12 Square Miles

## Summary Demographics

2012 Population	40,478
2012 Households	15,653
2012 Median Disposable Income	\$20,293
2012 Per Capita Income	\$14,541

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	\$239,494,269	\$178,662,109	\$60,832,160	14.5	230
Total Retail Trade	44-45	\$217,328,852	\$118,856,915	\$98,471,937	29.3	185
Total Food & Drink	722	\$22,165,417	\$59,805,194	-\$37,639,777	-45.9	46
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$39,227,590	\$9,453,323	\$29,774,267	61.2	20
Automobile Dealers	4411	\$33,631,378	\$5,906,875	\$27,724,503	70.1	5
Other Motor Vehicle Dealers	4412	\$2,217,861	\$567,311	\$1,650,550	59.3	4
Auto Parts, Accessories & Tire Stores	4413	\$3,378,352	\$2,979,137	\$399,215	6.3	10
Furniture & Home Furnishings Stores	442	\$4,017,730	\$164,589	\$3,853,141	92.1	2
Furniture Stores	4421	\$2,587,136	\$134,421	\$2,452,715	90.1	1
Home Furnishings Stores	4422	\$1,430,594	\$30,168	\$1,400,426	95.9	1
Electronics & Appliance Stores	4431	\$5,904,336	\$1,088,283	\$4,816,053	68.9	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,361,047	\$2,364,837	\$3,996,211	45.8	10
Bldg Material & Supplies Dealers	4441	\$5,157,414	\$774,545	\$4,382,869	73.9	6
Lawn & Garden Equip & Supply Stores	4442	\$1,203,634	\$1,590,292	-\$386,658	-13.8	3
Food & Beverage Stores	445	\$30,774,095	\$16,833,235	\$13,940,860	29.3	38
Grocery Stores	4451	\$25,781,976	\$9,832,939	\$15,949,037	44.8	24
Specialty Food Stores	4452	\$1,443,264	\$357,074	\$1,086,191	60.3	4
Beer, Wine & Liquor Stores	4453	\$3,548,854	\$6,643,222	-\$3,094,368	-30.4	10
Health & Personal Care Stores	446,4461	\$18,876,846	\$20,136,841	-\$1,259,995	-3.2	13
Gasoline Stations	447,4471	\$22,739,898	\$49,401,707	-\$26,661,809	-37.0	10
Clothing & Clothing Accessories Stores	448	\$12,097,274	\$2,285,816	\$9,811,458	68.2	20
Clothing Stores	4481	\$8,723,807	\$2,065,370	\$6,658,437	61.7	17
Shoe Stores	4482	\$1,658,593	\$0	\$1,658,593	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,714,874	\$220,445	\$1,494,428	77.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$5,619,756	\$2,703,206	\$2,916,550	35.0	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,305,079	\$2,428,367	\$1,876,713	27.9	9
Book, Periodical & Music Stores	4512	\$1,314,677	\$274,840	\$1,039,837	65.4	4
General Merchandise Stores	452	\$51,173,731	\$6,977,841	\$44,195,889	76.0	10
Department Stores Excluding Leased Depts.	4521	\$15,563,477	\$6,733,395	\$8,830,082	39.6	6
Other General Merchandise Stores	4529	\$35,610,253	\$244,446	\$35,365,807	98.6	4
Miscellaneous Store Retailers	453	\$5,710,717	\$1,662,579	\$4,048,138	54.9	30
Florists	4531	\$357,345	\$554,726	-\$197,382	-21.6	7
Office Supplies, Stationery & Gift Stores	4532	\$1,513,844	\$211,510	\$1,302,334	75.5	7
Used Merchandise Stores	4533	\$471,955	\$43,696	\$428,260	83.1	1
Other Miscellaneous Store Retailers	4539	\$3,367,573	\$852,647	\$2,514,926	59.6	15
Nonstore Retailers	454	\$14,825,831	\$5,784,658	\$9,041,174	43.9	15
Electronic Shopping & Mail-Order Houses	4541	\$11,702,641	\$479,590	\$11,223,051	92.1	1
Vending Machine Operators	4542	\$1,033,307	\$2,701,491	-\$1,668,183	-44.7	5
Direct Selling Establishments	4543	\$2,089,883	\$2,603,577	-\$513,694	-10.9	9
Food Services & Drinking Places	722	\$22,165,417	\$59,805,194	-\$37,639,777	-45.9	46
Full-Service Restaurants	7221	\$8,986,610	\$10,921,714	-\$1,935,104	-9.7	11
Limited-Service Eating Places	7222	\$10,756,677	\$47,503,480	-\$36,746,803	-63.1	25
Special Food Services	7223	\$1,028,431	\$0	\$1,028,431	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,393,699	\$1,380,001	\$13,699	0.5	10

**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>.

**Source:** Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

July 17, 2013

Made with Esri Business Analyst



# Business Summary

Buena Vista Town Center Site  
 3235 E Holland Rd, Saginaw, MI, 48601  
 Rings: 1, 3, 5 mile radii

Latitude: 43.41475  
 Longitude: -83.89907

Data for all businesses in area		1 mile		3 miles		5 miles	
Total Businesses:	165	1,529	3,681				
Total Employees:	2,824	15,804	31,805				
Total Residential Population:	5,200	32,189	80,623				
Employee/Residential Population Ratio:	0.54	0.49	0.39				

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	1.2%	2	0.1%	37	2.4%	85	0.5%	110	3.0%	275	0.9%
Construction	6	3.9%	134	4.7%	72	4.7%	572	3.6%	247	6.7%	1,416	4.5%
Manufacturing	8	4.6%	774	27.4%	61	4.0%	2,048	13.0%	159	4.3%	3,846	12.1%
Transportation	7	4.0%	150	5.3%	44	2.9%	1,084	6.9%	97	2.6%	1,509	4.7%
Communication	3	2.1%	83	2.9%	18	1.2%	316	2.0%	35	1.0%	665	2.1%
Utility	0	0.0%	0	0.0%	7	0.5%	80	0.5%	15	0.4%	215	0.7%
Wholesale Trade	5	2.8%	26	0.9%	80	5.2%	641	4.1%	195	5.3%	1,373	4.3%
Retail Trade Summary	34	20.8%	519	18.4%	230	15.0%	1,689	10.7%	555	15.1%	3,804	12.0%
Home Improvement	0	0.0%	0	0.0%	6	0.4%	21	0.1%	23	0.6%	104	0.3%
General Merchandise Stores	1	0.6%	172	6.1%	10	0.7%	211	1.3%	19	0.5%	262	0.8%
Food Stores	3	1.9%	66	2.3%	29	1.9%	230	1.5%	64	1.8%	446	1.4%
Auto Dealers, Gas Stations, Auto Aftermarket	4	2.4%	28	1.0%	23	1.5%	186	1.2%	50	1.4%	442	1.4%
Apparel & Accessory Stores	3	1.7%	4	0.2%	19	1.2%	44	0.3%	32	0.9%	78	0.2%
Furniture & Home Furnishings	1	0.6%	2	0.1%	8	0.5%	86	0.5%	35	0.9%	169	0.5%
Eating & Drinking Places	11	6.8%	216	7.6%	66	4.3%	686	4.3%	143	3.9%	1,647	5.2%
Miscellaneous Retail	11	6.8%	31	1.1%	67	4.4%	224	1.4%	188	5.1%	657	2.1%
Finance, Insurance, Real Estate Summary	6	3.6%	21	0.8%	81	5.3%	421	2.7%	190	5.2%	816	2.6%
Banks, Savings & Lending Institutions	1	0.6%	9	0.3%	20	1.3%	183	1.2%	38	1.0%	302	0.9%
Securities Brokers	0	0.0%	0	0.0%	3	0.2%	6	0.0%	5	0.1%	13	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%	15	1.0%	98	0.6%	36	1.0%	154	0.5%
Real Estate, Holding, Other Investment Offices	5	3.0%	12	0.4%	44	2.9%	134	0.8%	112	3.0%	348	1.1%
Services Summary	88	53.2%	874	31.0%	856	56.0%	7,561	47.8%	2,014	54.7%	15,300	48.1%
Hotels & Lodging	3	1.8%	21	0.7%	8	0.5%	128	0.8%	13	0.3%	193	0.6%
Automotive Services	7	4.1%	36	1.3%	53	3.4%	263	1.7%	125	3.4%	575	1.8%
Motion Pictures & Amusements	2	1.2%	2	0.1%	35	2.3%	91	0.6%	90	2.4%	280	0.9%
Health Services	3	1.8%	3	0.1%	89	5.8%	2,793	17.7%	196	5.3%	4,289	13.5%
Legal Services	1	0.6%	2	0.1%	15	1.0%	76	0.5%	70	1.9%	239	0.8%
Education Institutions & Libraries	8	5.0%	199	7.0%	45	2.9%	1,282	8.1%	98	2.7%	2,914	9.2%
Other Services	64	38.6%	612	21.7%	612	40.0%	2,928	18.5%	1,423	38.7%	6,810	21.4%
Government	6	3.6%	241	8.6%	42	2.7%	1,306	8.3%	65	1.8%	2,586	8.1%
Totals	165	100%	2,824	100%	1,529	100%	15,804	100%	3,681	100%	31,805	100%

Source: Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2012.



# Demographic and Income Profile

Buena Vista Town Center Site  
 3235 E Holland Rd, Saginaw, MI, 48601  
 Ring: 1 mile radius

Latitude: 43.41475  
 Longitude: -83.89907

Summary	Census 2010	2012	2017
Population	5,265	5,200	5,042
Households	2,224	2,182	2,150
Families	1,402	1,372	1,335
Average Household Size	2.36	2.38	2.34
Owner Occupied Housing Units	1,248	1,184	1,166
Renter Occupied Housing Units	976	997	984
Median Age	37.8	38.3	39.3

Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	-0.62%	-0.12%	0.68%
Households	-0.30%	0.03%	0.74%
Families	-0.55%	-0.17%	0.72%
Owner HHS	-0.31%	0.15%	0.91%
Median Household Income	1.25%	3.07%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	842	38.6%	838	39.0%
\$15,000 - \$24,999	368	16.9%	302	14.0%
\$25,000 - \$34,999	250	11.5%	199	9.3%
\$35,000 - \$49,999	312	14.3%	295	13.7%
\$50,000 - \$74,999	223	10.2%	282	13.1%
\$75,000 - \$99,999	78	3.6%	103	4.8%
\$100,000 - \$149,999	86	3.9%	103	4.8%
\$150,000 - \$199,999	12	0.5%	15	0.7%
\$200,000+	11	0.5%	13	0.6%

Median Household Income	\$20,804	\$22,133
Average Household Income	\$32,465	\$35,933
Per Capita Income	\$13,598	\$15,301

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	381	7.2%	373	7.2%	359	7.1%
5 - 9	405	7.7%	398	7.7%	381	7.6%
10 - 14	338	6.4%	328	6.3%	319	6.3%
15 - 19	470	8.9%	443	8.5%	404	8.0%
20 - 24	319	6.1%	319	6.1%	283	5.6%
25 - 34	571	10.8%	569	10.9%	552	10.9%
35 - 44	558	10.6%	536	10.3%	507	10.1%
45 - 54	684	13.0%	655	12.6%	583	11.6%
55 - 64	680	12.9%	698	13.4%	694	13.8%
65 - 74	455	8.6%	480	9.2%	556	11.0%
75 - 84	326	6.2%	323	6.2%	325	6.4%
85+	78	1.5%	79	1.5%	80	1.6%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	401	7.6%	391	7.5%	376	7.5%
Black Alone	4,538	86.2%	4,485	86.2%	4,349	86.2%
American Indian Alone	15	0.3%	15	0.3%	15	0.3%
Asian Alone	10	0.2%	10	0.2%	10	0.2%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	153	2.9%	151	2.9%	142	2.8%
Two or More Races	148	2.8%	149	2.9%	151	3.0%
Hispanic Origin (Any Race)	374	7.1%	369	7.1%	359	7.1%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

July 17, 2013

Made with Esri Business Analyst

**BUENA VISTA CHARTER TOWNSHIP  
BOARD OF TRUSTEES**

Dwayne Parker, Supervisor

Christina Dillard, Treasurer

Gloria Platko, Clerk

Gregory Carter, Trustee

Cheryl Merrill, Trustee

Bruce McKinney, Trustee

Cedric Townsell, Trustee



**To discuss Buena Vista projects, please contact:**

**Hon. Dwayne Parker, Township Supervisor**

Buena Vista Charter Township

1160 S. Outer Drive

Saginaw, Michigan 48601

**(989) 754-7468**

**[www.bvct.org](http://www.bvct.org)**