

# Merriman Valley, Ohio

## Commercial Target Market Analysis

### The Final Market Study

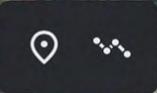
November 1, 2021

Analysis prepared by:



**LandUseUSA**  
UrbanStrategies

In collaboration with  
Farr Associates:



## Acknowledgements

LandUseUSA | Urban Strategies has prepared this 2021 Commercial Market Analysis for Merriman Valley and Schumacher Subareas within the cities of Akron and Cuyahoga Falls (Summit County, Ohio). The study area is located south and southeast of the Cuyahoga Valley National Park, which is a major recreational destination for the region and state.

The market studies have been completed with considerable support and dedication by the City of Akron and Cuyahoga Falls administrative and planning staff, including the following:

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The market analyses have been prepared by LandUseUSA | Urban Strategies, a professional consulting firm located in the Greater Lansing Metropolitan Area. The firm specializes in utilizing Target Market Analysis methods for conducting both Residential and Commercial / Retail Market Studies. LandUseUSA's contact information is provided below:

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The market analyses are also part of a larger project that has been underway by Farr Associates of Chicago, Illinois. Farr is currently working on development of a Merriman Valley – Schumacher Area Master Plan with in-person studios and public events that will take place on August 17<sup>th</sup>, 18<sup>th</sup>, and 19<sup>th</sup> of 2021. LandUseUSA will participate in that event and will refine this narrative report based on some of the stakeholder input.

Any questions regarding the project and master plan goals and objectives, process, timeline, or anticipated deliverables and outcomes may be directed to Farr Associates and their leadership team:



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## General Work Approach

## Introduction

Results from the Residential and Commercial Market Analyses are documented in three reports that have been customized for the Merriman Valley – Schumacher Subarea Master Plan. They include .pdf reports with narratives and attachments as follows: 1) Residential Target Market Analysis; 2) Commercial Market Analysis; and 3) Appendix One with TMA Resources. The appendix is shared by the two market analyses reports.

The analyses have included a study of supply, demand, and gaps to deduce the magnitude of market potential for new housing units and retail merchants. The work approach has been empirical, quantitative, and generally comprehensive.

LandUseUSA also conducted field work, market tours, and an in-person supply inventory in early 2021; and will be returning for additional field work during a master plan studio that is planned for August 2021. The results documented in this report reflect qualitative observations during that market visit. In other words, an element of artistic and creative thinking has been applied to the quantitative analysis to customize the recommendations.

Results of the market analyses may be refined based on stakeholder input during the August studio events; and based on input during virtual meetings, workshops, and preference surveys. Until then, the following study results, findings, conclusions, and recommendations are drafts and subject to revision at a later date.

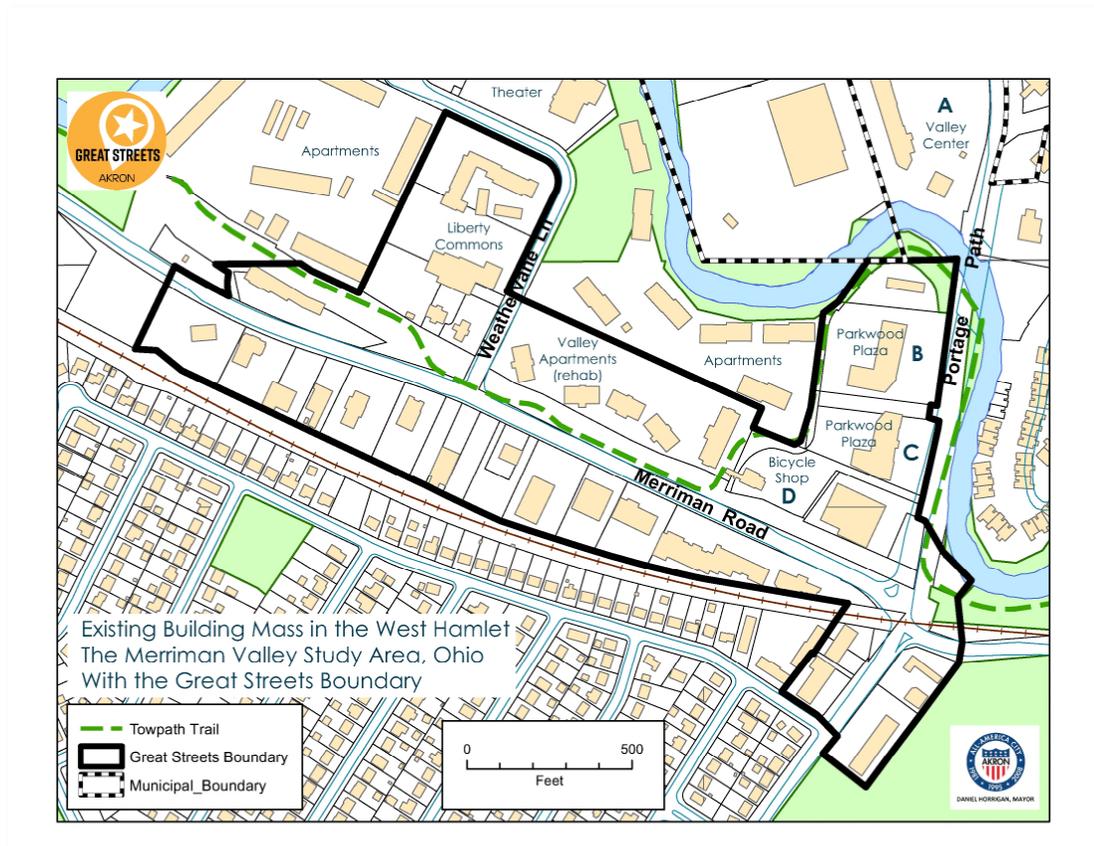
Geography Clarification: The residential analysis has been completed for the entire study area and has not been split out for each of the “Merriman Valley” and “Schumacher” subareas. For the sake of brevity only, the two subareas are collectively referred to as “Merriman Valley” within this report and on all accompanying exhibits.

## Location Strategies

## Section A

The optimal location strategy for adding new retail space is straight-forward and would pivot around the redesign of the existing Valley Center and/or Parkwood Plazas located within the west subarea and hamlet. This hamlet pivots around the intersection of Portage Path and Merriman Roads, and is currently the most prominent shopping destination within the study area.

Concentrating more retail within this same hamlet makes the most strategic sense. In general, retail can best thrive when clustered together to leverage the synergies of adjacencies and critical mass.





A secondary node or Hamlet is also emerging within the Schumacher subarea, or the east subarea. This hamlet pivots around the intersection of Portage Trail Extension West (east-west) and Northampton Road (north-east). It is named after the Schumacher Area trail head in the Cascade Valley Metro Park (located about three blocks south on Northampton Road).

Greenfield and developable land is available at all four quadrants, and they are all candidates for investment into a small amount of retail like unique restaurants and conveniences. However, caution is advised against over-developing the amount of new retail space; developing small merchant spaces on speculation; and developing retail space that lacks a committed anchor like a unique restaurant.

It may be tempting to add a significant amount of new retail space on the greenfield sites located within the east hamlet. It may be perceived as an easier and less expensive alternative to redesigning the Valley Center or Parkwood Plaza within the west hamlet. However, the development of too much speculative merchant space in the east hamlet would result in retail fragmentation and would undermine and weaken the strength of the west hamlet. Therefore, it is not a recommended location strategy.

## Summary of Opportunities

## Section B

Based on the results of the Commercial Market Analysis, there is a gap and opportunity for up to 92,000 square feet of new retailers and merchants for the Merriman Valley study area, including the west and east hamlets combined. This is roughly equivalent to about 55 new establishments.

Most of the new retailers should be located within the west hamlet; and only a few restaurants, eateries, and conveniences should be strategically located in the east hamlet. Again, this is intended to ensure the long-term economic sustainability and viability of the west hamlet.

The market potential for the west hamlet includes several relatively small retail anchors like a small neighborhood grocery store or supermarket, plus stores specializing in hardware; furniture, deck / patio / hearth furnishings; lawn and garden supplies; automotive parts and supplies; craft supplies; sporting goods; entertainment venues (bowling, billiards, arcade / bounce house, etc.); and pet supplies.

Anchors should be the focus of future recruitment by prospective developers interested in adding retail space in the study area. Letters of interest should be obtained from anchors before attempting to secure leases with small tenants and merchants. New retail centers that lack anchors should not be developed at any location within the study area.

Summary of the Gaps and Potential Opportunities  
 Merriman Valley Study Area – Both Hamlets Combined  
 (About 55 New Establishments)

Grocery Store	6,000
Specialty Food Stores	4,500
Farmers' Market	.
Convenience, Pharmacy	4,500
Apparel, Accessories	8,500
Hardware	8,000
Deck, Patio, Hearth	3,000
Other Home Improvement	7,000
Furniture Gallery	3,000
Other Furniture	5,500
Home Furnishings	5,500
Lawn, Garden Supply, Svc	3,500
Automotive Parts, Supplies	4,000
Office Supplies	3,500
Crafts, Arts, Gifts, Studios	8,000
Games, Hobbies, Sports, Pets	9,000
Fitness Center, Gym, Dance	2,000
Bounce House, Arcade	3,000
Billiard Hall, Bowling	.
Hotel - Bed & Breakfast	.
Hotel – Boutique	.
Restaurants, Eateries	<u>3,500</u>
Grand Total	92,000

## Detailed Retail Inventory

## Section C

The market gaps and opportunities identified in this Commercial Market Study rely heavily upon deductive reasoning and extrapolation from a detailed inventory of existing businesses and retailers located throughout the Merriman Valley study area and the two hamlets. The recommendations have also been qualified based on other steps of the work, including a study of national retail trends since the recent Covid-19 pandemic and economic crisis.

The retail and business inventory is provided in a detailed 20-page list attached to this narrative report (see Section C). Each category of businesses has two pages of information; and the the street addresses and shopping center names are provided on the second page of each set.

The list is also color-coded with the following guide:

**Green = Gaps and potential opportunities**

**Blue / Black = Existing businesses (numbered)**

**Red = Closed businesses**

This narrative report does not attempt to address every business category, and instead highlights a few of the most key and salient observations. In general, gaps and opportunities have been identified based on two criteria: 1) there is an absence of existing choices within the category, or very few choices; and/or 2) there is strength within the category with a few niche opportunities to leverage the cluster and enhance the mix.

For example, the Merriman Valley study area already has three (3) smoke shops, so it is not recommended that even more businesses open in these general categories. However, it does not have a hydroponics / grow store, which typically cluster with smoke shops. Therefore, a grow store might be a viable opportunity for a new small business (note: gaps and opportunities have not been qualified or filtered based on local policies or stakeholder preferences for businesses like grow stores).

The study area also has one chain pharmacy (CVS), but does not have a vitamin or nutrition store. It also has several convenience stores but does not have a grocery store or any specialty food stores like a bakery, seafood or fish market, and meat / butcher / deli.

Other opportunities are available for small businesses to open a few apparel shops, fashion accessories, and a shoe store (these would all be tenants rather than anchors). However, the market is saturated with personal care salons and related types of services.

The study area is also lacking a neighborhood hardware store, such as an Ace Hardware, True Value, or Do-It Center. If a hardware store is added as a new anchor (ideally in the west Hamlet), then that would also help generate additional support for other home improvement specialty stores. There is also a need for furniture and lawn and garden supply stores, which can help generate additional support for home furnishings and complementary categories like a framing shops and artisan studios.

There are also ten (10) bars, pubs, and taverns in the study area, plus eighteen (18) other types of restaurants and eateries, for a total of twenty-eight establishments (28). Although another drinking establishment is not needed, there is room in the market for unique eateries specializing the Hispanic, Southern, and/or Soul Food cuisines, plus a small snack shop offering sweets and treats.

In the entertainment and recreation industries, there are also niche opportunities for a fitness supply store, fishing store, kayak rental, pet supply store, dance studio, billiard hall and bowling alley, and bounce house and arcade. Some of these will also help generate additional support for a bed and breakfast inn and boutique-style hotel.

## Commuter Inflow

## Section D

Section D of this report includes one exhibit designed to demonstrate the economic region for Summit County, with a focus on net worker inflow. Based on this mini analysis, Summit County is doing an exceptionally good job of retaining local workers and attracting commuters from all adjacent counties. After adjusting for commuter outflow, Summit County has a net daily inflow of +18,550 workers. This is just one demonstration of the market's overall strength and regional draw.

## Market Parameters

## Section E

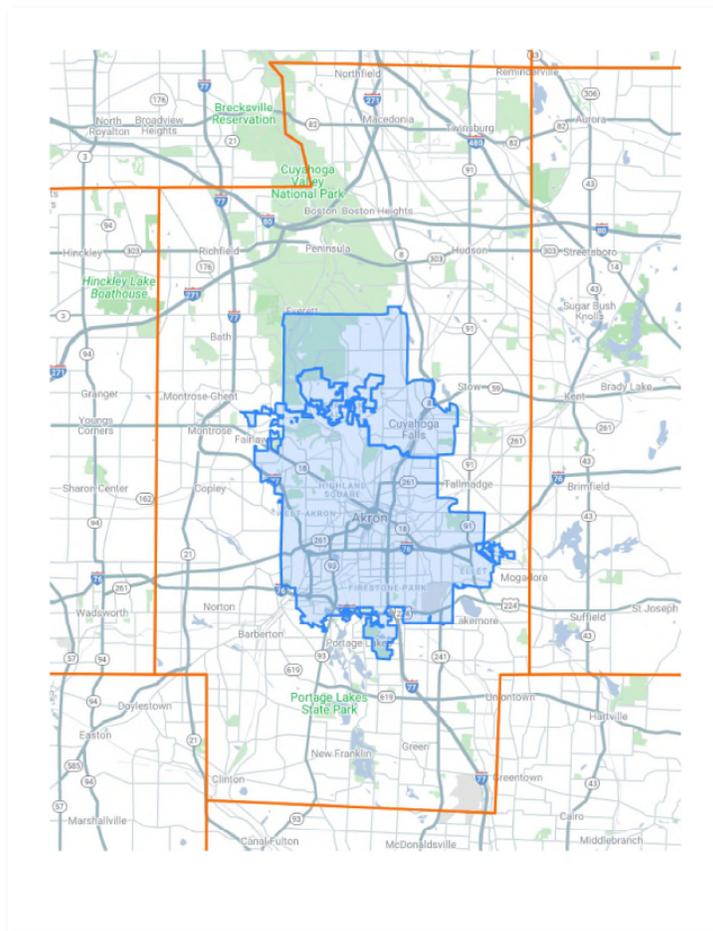
Section E includes tables with market parameters that are relevant to the Commercial Market Analysis, including population (with age brackets); labor force participation; and per capita income. From the demographic profile, the most important variables are population and per capita income, which yield a total personal income when multiplied together. Total personal income is the basis for calculating the resident expenditure potential for the primary trade area.

Summary of Key Market Parameters  
Cuyahoga Falls and Akron, Ohio | 2021

City Name	Estimated Population (#)	Per Capita Income (\$)	Total Personal Income (\$Million)	Resident Expenditure Potential (\$Million)
Cuyahoga Falls	50,000	\$35,000	\$1,750.0	\$ 787.5
Akron	195,000	\$25,000	\$4,875.0	\$2,193.8

Although Akron has a lower per capita income than Cuyahoga Falls (about \$25,000 compared to \$35,000), it is also much smaller in population (50,000 residents compared to 195,000). Cuyahoga Falls has a total personal income of about \$1,750.0 million (about \$1.75 billion); and Akron has a total personal income of \$4,875.0 million (\$4.9 billion). Assuming that local residents spend about 45% of their income on retail trade (which is the national average), then the resident expenditure potential is \$787.5 million for Cuyahoga Falls and \$2,193.8 million (\$2.2 billion) for Akron.

These figures help demonstrate the large market size for the two cities and the combined region. For a sense of perspective only, a typical discount supercenter, home improvement mega store, or membership warehouse club typically achieves about \$75 million in annual sales.



## State and National Retail Trends

## Sections F - G

Disclaimer – The following narrative focuses on retail trends across the United States rather than local or regional trends for Cuyahoga Falls, Akron, Summit County, or the State of Ohio. This has not been customized for the Merriman Valley Study Area, but rather is intended for more universal use and reference.

Introduction - “Retail Apocalypse” is a concept being actively promoted through media headlines, and largely based on closures among national chain stores across the nation – both before and during the recent Covid-19 pandemic and economic crisis. However, it is only a myth and can be easily debunked with real data.

It is important to debunk the myth and change the dialogue about the future of retail nationwide, in our cities, and all urban settings. By challenging mainstream media and shifting the conversation, we can instill new faith and encouragement for urban and town planners, developers, merchants, and small businesses.

This section of the report explores real data and demonstrates that the total number of retail establishments and aggregate retail sales are increasing; new chain stores and restaurant openings are offsetting closures; e-commerce still represents just 15% of total retail trade; and the annual growth of rate of e-commerce has slowed to the low teens, with a temporary boost during the pandemic shutdown. This narrative also touches on some emerging retail trends, including leveraging the “Halo Effect” of Omni-channel marketing to optimize retail sales.

Increasing Number of Retail Establishments – The media-purported Retail Apocalypse should be supported by a decline in the total number of retail establishments – but nothing could be farther from the truth. In fact, the United States had over 1 million retail establishments in 2020, and +415 more than the prior year of 2019. More specifically, the Bureau of Labor Statistics (BLS) reported 1,044,175 establishments for 2020, with a net gain of +415 establishments since 2019 (1,043,760). The 2020 figure also represents a net gain of +20,480 establishments since the trough in 2011. Considering that nine months of 2020 were during the Covid-19 pandemic, this is quite remarkable.

The same BLS source also provides data on the timeline of e-commerce establishments and mail order houses (i.e., non-stores). They currently total about 60,000 businesses and represent about 6% of all retail establishments. E-commerce sales are addressed in greater detail later in this narrative.

**New Stores Offset the Closings** – The growth of retail trade can be tough to imagine given the ongoing announcements of store closings across the nation, and particularly with media channels fanning the flames. Chain store closings get negative and inflated media coverage because it helps sell the news. With that primary objective, reports too quickly ignore new store and restaurant openings that offset the closures.

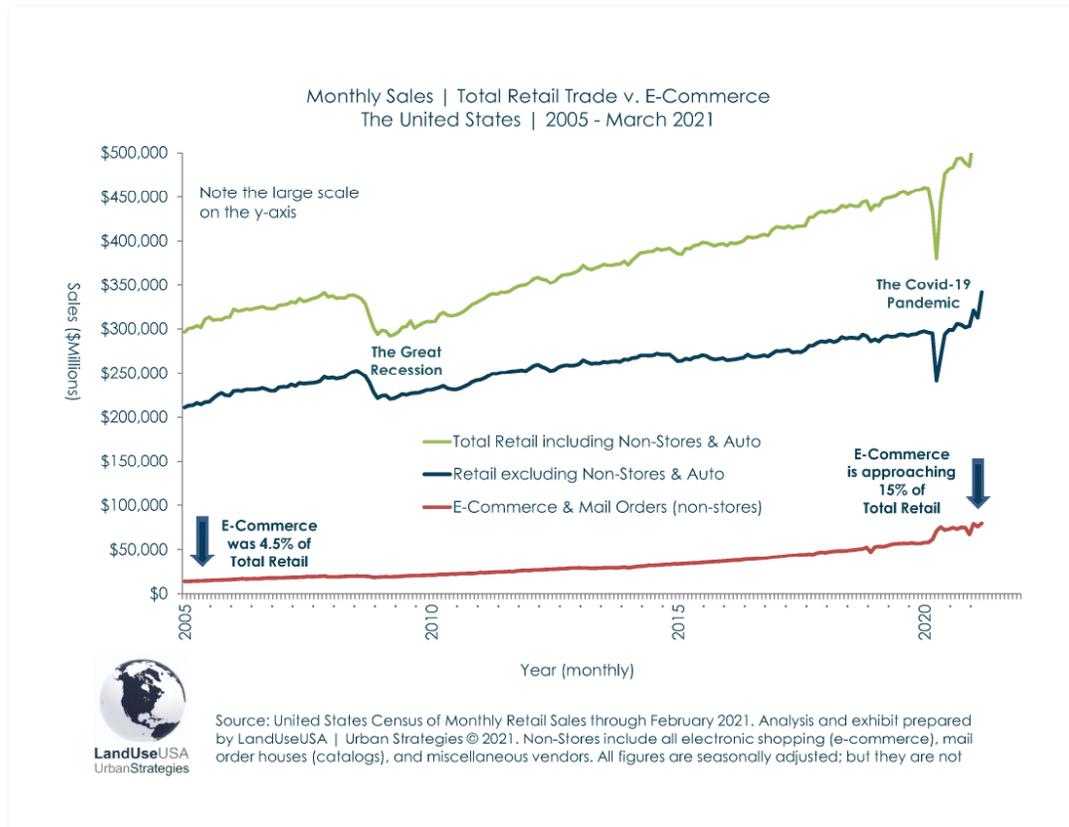
To further debunk the myth of the Retail Apocalypse, we conducted an in-depth survey of the Top 52 announced chain store closings and the Top 45 chain store openings. Based on these inventories, at least -10,038 chain store closings closed in 2019 and early 2020, including -2,590 Payless shoe stores. Other chain closings are in the hundreds and include Gymboree (-805), Dress Barn (-650), Charlotte Russe (-520), Family Dollar (-390), Shopko (-363), Sears/Kmart (-96), and the Gap (-230).

Here are some more facts to help keep the record straight. First, the Top 52 chain store closures represent less than 1% (one percent) of all retail establishments reported in 2019. That is 10 stores out of every one thousand (10/1,000); and the other 99% of all retail establishments are actually growing in total numbers.

In addition, the nation's new store and restaurant openings totaled about +5,283 in 2019, representing 0.5% of all establishments for that same year. There were also about +2,500 new restaurants that opened in 2019 (this is a conservative estimate), which helps make up most of the remaining gap between store closings and openings.

It is also worth noting that the Payless shoe store closings represent about 25% of the Top 52 chain store closures. If Payless Shoes is removed from the tally, then all other losses are nearly offset by new store openings. If the new restaurants (+2,500) are added to the mix, then there is actually a net gain rather than a net loss.

Increasing Retail Sales – The hypothetical Retail Apocalypse should also be supported by a decline in brick-n-mortar retail sales – but again, that notion can be refuted with real data. Exhibits are provided demonstrating the modest growth in total retail sales and sales by retail subcategory.



Results demonstrate that monthly sales for total retail trade, grocery stores, and restaurants have continued to grow. However, grocery store sales experienced a spike during the Covid-19 pandemic, offsetting the plummet in restaurant sales. In comparison, sales among general merchandise stores have been volatile; sales for building materials have steadily increased; sales for apparel stores plummeted and were slow to recover; and sales for furniture, electronics, and appliances plummeted and then rebounded fast.

Many of the post-pandemic rebounds can be attributed to shifting lifestyles, and particularly investment into home offices due to stay-at-home orders; and investment into other remodel projects that had been deferred during the Great Recession.

**The Lion in the Room: E-Commerce** – It is quite popular to blame the purported “Retail Apocalypse” myth on the growth of e-commerce, with Amazon leading the charge. The impact of e-commerce is real, but not as profound or as negative as the media would have us believe. Contrary to popular belief, e-commerce has not killed retail. It has certainly had a negative impact on some relatively small retail subcategories, namely electronics, appliances, sporting goods, and books. However, the Halo Effects of Omni-Channel marketing and e-commerce can also be leveraged by physical stores to build and solidify customer loyalties.

**E-Commerce Market Share** – There currently are about 60,000 non-store e-commerce businesses in the nation, and they represent about 6% of all retail establishments. Based on data provided by the United State Census with Monthly Retail Sales through 2020, e-commerce also represents about 15% of total retail sales. This is considerably higher than the early 1990’s when e-commerce represented less than 5% of total retail sales. Most retail analysts and forecasters seem to agree that it will plateau at about 30%.

**E-Commerce Growth is Slowing Down** – The growth of e-commerce was exceptionally high during the late 1990’s and then slowed to about 14% annually over the past five years. E-commerce experienced a boost during the Covid-19 pandemic and grew 36% between 2019 and 2020. However, we anticipate that the growth between 2020 and 2021 will drop off considerably, and that it will then plateau at about 10% annually.

**The Halo Effect of Omni-Channeling** – The costs of building and maintaining an e-commerce presence can seem to be prohibitively expensive because it can require considerable up-front investment into information technology, marketing, fulfillment, returns, and customer service. Yet, even with the high upstart costs, many chain stores have been defying Amazon with their own online and Omni-channel marketing strategies.

In fact, a market transformation is currently underway (and bolstered by the pandemic), with brick-n-mortar stores leveraging e-commerce to build Omni-channel experiences that solidify brand loyalties among shoppers. The fastest growing trend is e-commerce sales bolstered by brick-n-mortar stores that enable shoppers to explore and test the merchandise; check sizes, colors, and quality; click online and then collect at the store (“click and collect”); and avoid delivery fees for returns. E-commerce and brick-n-mortar are now building a symbiotic relationship, with channel generating a halo effect for the other.

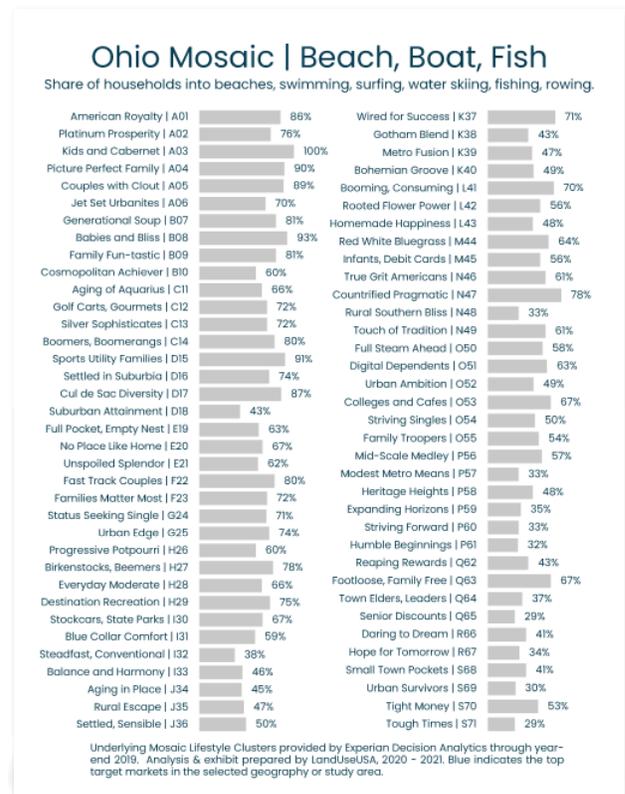
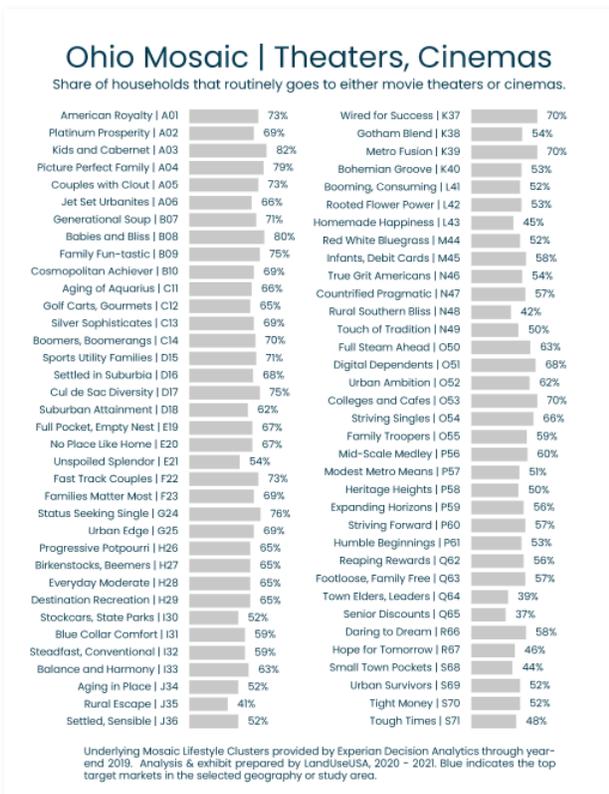
The ongoing cycle of chain store closings and new store openings reflects a market in flux and transformation, and this will continue through the balance of 2020 and beyond. Consumers are seeking unique merchandise, high service levels, and a complete sensory experience with their shopping excursions. Omni-channel shopping helps bridge these preferences with the convenience of online shopping and the gratification of an enjoyable shopping experience in brick-n-mortar stores. The combination is powerful and is being used by many retailers to help solidify brand loyalties during and while recovering from the recent economic crisis.

## The Appendix

## TMA Resources

Readers are also encouraged to review the Appendix, which demonstrate the housing preferences for each of the target markets for the Merriman Valley study area; behavior data for the 70+ discrete lifestyle clusters living across the nation and the State of Ohio; detailed lifestyle cluster profiles for the study area and the cities of Cuyahoga Falls and Akron; and other information that supports the Commercial Market Analysis.

Interested readers are encouraged to browse these resources and contact LandUseUSA directly with any questions regarding the work approach, methodology, findings, conclusions, or recommendations.



# Commercial TMA

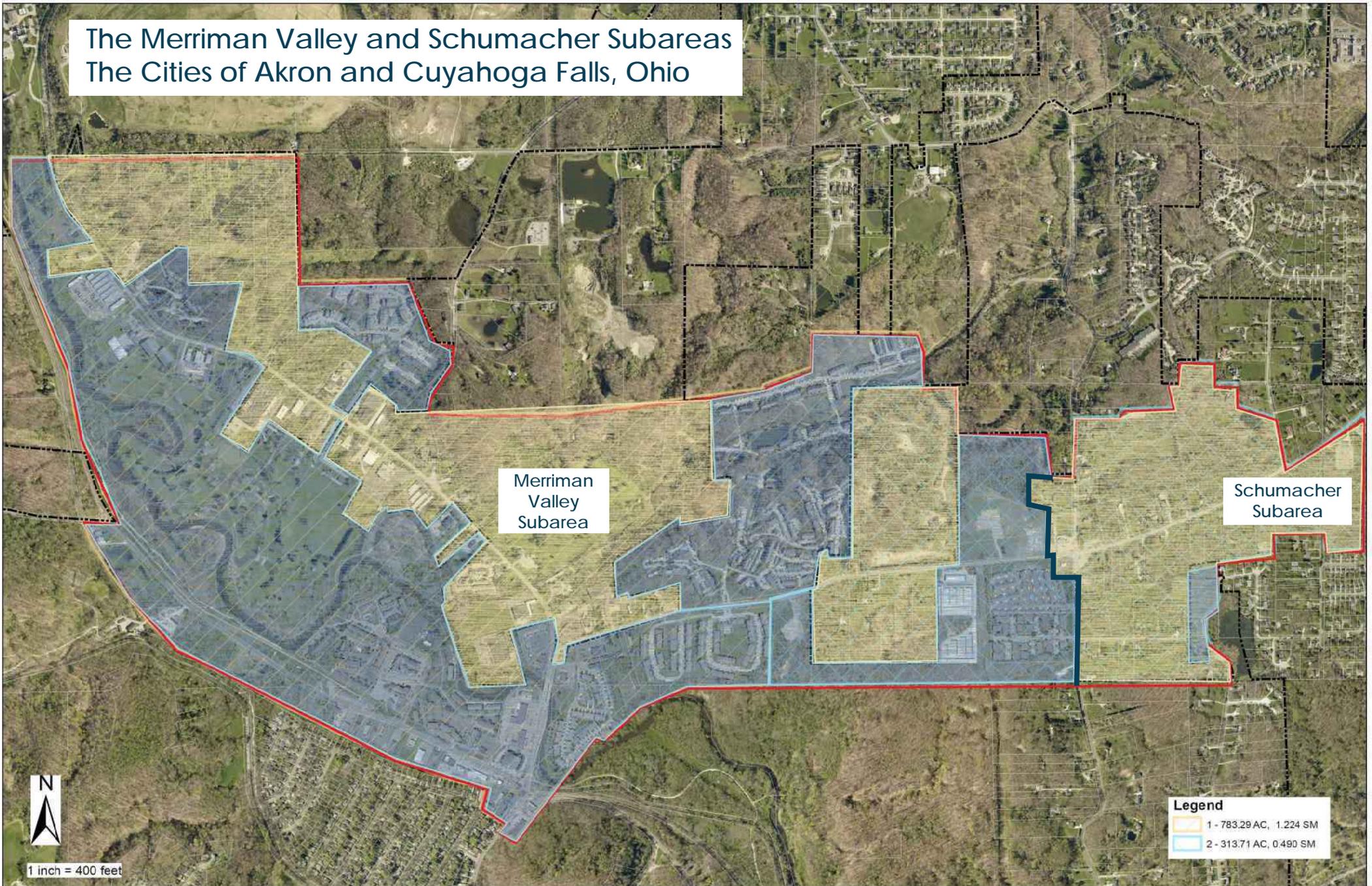
## The Market Study

Narrative Report

Section A	Location Strategies
Section B	Summary of Opportunities
Section C	Inventory of Supply
Section D	Commuter Inflow
Section E	Market Parameters
Section F	Statewide Retail Trends
Section G	National Retail Trends

# Section A

# The Merriman Valley and Schumacher Subareas The Cities of Akron and Cuyahoga Falls, Ohio



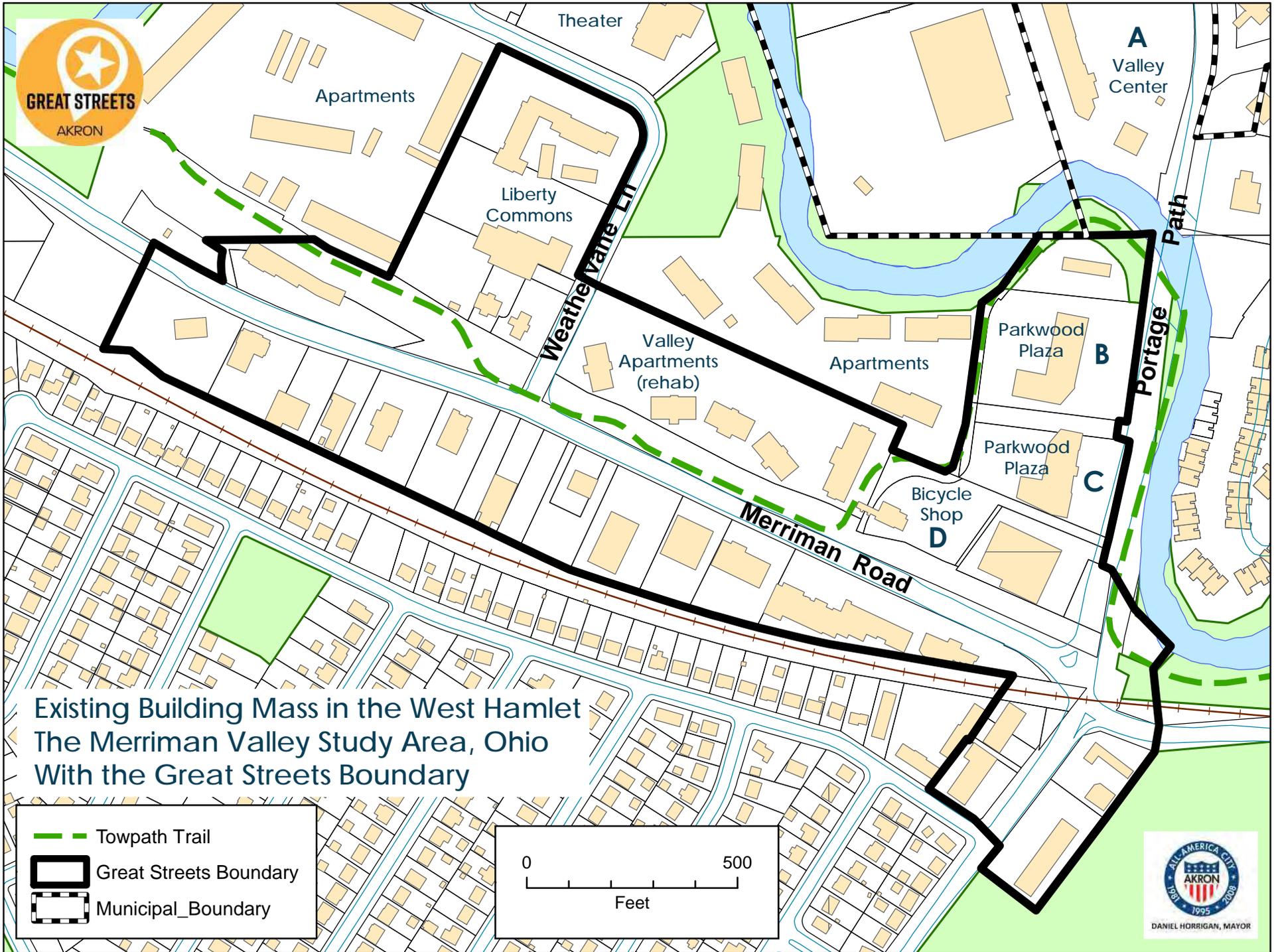
Merriman  
Valley  
Subarea

Schumacher  
Subarea

**Legend**

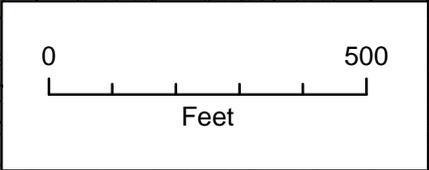
	1 - 783.29 AC, 1.224 SM
	2 - 313.71 AC, 0.490 SM

1 inch = 400 feet



Existing Building Mass in the West Hamlet  
The Merriman Valley Study Area, Ohio  
With the Great Streets Boundary

- Towpath Trail
- Great Streets Boundary
- Municipal\_Boundary





Aerial Photo of the West Hamlet  
The Merriman Valley Study Area, Ohio

Aerial Photo of the East Hamlet  
The Merriman Valley Study Area, Ohio



# Section B

## Summary of Gaps and Potential Opportunities Merriman Valley and Schumacher Subareas, Ohio

Count	Retail Trade / General Category	Retail Sq. Ft.
.	Indoor Retail Square Feet (Total)	92,000
1	Grocery Store	6,000
2	Specialty - Seafood, Fish Mkt	1,000
3	Specialty - Farmers' Market	.
4	Specialty - Meat, Butcher, Deli	1,000
5	Specialty - Bakery, Cupcakes	1,000
6	Specialty - Sweets, Snacks	500
7	Specialty - Cheese, Charcuterie	1,000
1	Convenience, Party Store	1,500
1	Pharmacies - Vitamins, Nutrition	1,500
1	Tobacco - Hydroponics	1,500
1	Apparel - Mens Tuxedo, Big & Tall	1,500
2	Apparel - Childrens	1,500
3	Apparel - Womens	1,500
4	Apparel - Consignment Only	1,500
5	Apparel - Family, Athletic, T-Shirts	1,500
6	Accessories - Jewelry, Novelty	1,000

## Summary of Gaps and Potential Opportunities Merriman Valley and Schumacher Subareas, Ohio

Count	Retail Trade / General Category	Retail Sq. Ft.
.	Indoor Retail Square Feet (Total)	92,000
1	Home Improv - Hardware	8,000
2	Home Improv - Kitchen Countertop	2,000
3	Home Improv - Deck, Patio, Hearth	3,000
4	Home Improv - Lighting, Electrical	2,000
5	Home Improv - Paint, Wall Covering	2,000
6	Home Improv - Interior Designer	1,000
1	Furniture - Gallery, General	3,000
2	Furniture - Ready to Assemble	1,500
3	Furniture - Dinettes, Patio Furniture	2,000
4	Furniture - Used, Refurbished	1,000
5	Furniture - Upholstery Repair	1,000
1	Home Furnishings - General Décor	1,500
2	Home Furnishings - Decorative Rugs	1,500
3	Home Furnishings - Kitchen Supply	1,500
4	Home Furnishings - Windows	1,000
1	Lawn, Garden - General Supply	3,000
2	Lawn, Garden - Landscape Svcs	500
1	Automotive - Parts, Supplies	4,000
1	Office Supplies - General Supply	1,500
2	Office Supplies - Shipping, Mailing	1,000
3	Office Supplies - Printing, Graphics	1,000

## Summary of Gaps and Potential Opportunities Merriman Valley and Schumacher Subareas, Ohio

Count	Retail Trade / General Category	Retail Sq. Ft.
.	Indoor Retail Square Feet (Total)	92,000
1	Arts, Gifts, Novelty - Craft Supply	2,000
2	Arts, Gifts, Novelty - Gifts	1,500
1	Art Studio - Framing Shop	1,000
2	Art Studio - Photography	1,000
3	Art Studio - Pottery, Painting	1,500
4	Art Studio - Music Video Recording	1,000
1	Games and Hobbies - Hobby	1,000
1	Sporting Goods - Fitness Supply	2,000
2	Sporting Goods - Anglers, Fishing	500
2	Sporting Goods - Kayak Rental	500
1	Pets, Pet Supplies - General Supply	2,000
2	Pets, Pet Supplies - Boarding	3,000
1	Fitness Centers, Gyms - Dance	2,000
1	Entertain - Billiard Hall, Bowling Alley	.
2	Entertain - Bounce House, Arcade	3,000
1	Overnight Accommodations - Bed Breakfast	.
2	Overnight Accommodations - Boutique Hotel	.
1	Ethnic Cuisine - Hispanic	1,500
2	Ethnic Cuisine - Southern, Soul Food	1,500
3	Restaurant - Sweets, Treats, Snacks	500

# Section C

Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
.	Indoor Retail Square Feet (Total)	Gap, Potential Opportunity	91,500	.	.	.	.	.
.	Grocery Store	Gap, Potential Opportunity	6,000	.	.	.	.	.
.	Grocery Store	Freshway Markets	.	.	Closed	.	.	SE
.	Specialty - Seafood, Fish Mkt	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Specialty - Farmers' Market	Gap, Potential Opportunity	.	.	.	.	.	.
.	Specialty - Meat, Butcher, Deli	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Specialty - Bakery, Cupcakes	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Specialty - Sweets, Snacks	Gap, Potential Opportunity	500	.	.	.	.	.
.	Specialty - Cheese, Charcuterie	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Convenience, Party Store	Wine Store Outlet	1,500	.	.	.	.	.
1	Convenience, Party Store	Silver Spirits State Liquor	.	.	.	.	.	SE
2	Convenience, Party Store	Valley Mart	.	.	.	Valley	.	SW
.	Convenience, Party Store	Portage Path Mini Mart	.	.	Closed	Portage Path	.	SE
1	Convenience Store w/ Gas	7 - Eleven & BP Gas	.	.	.	.	.	SE
2	Convenience Store w/ Gas	Circle K with Gasoline	.	.	.	.	East	NW
.	Pharmacies - Vitamins, Nutrition	Gap, Potential Opportunity	1,500	.	.	.	.	.
1	Pharmacies - Drug Stores	CVS	.	.	.	.	.	SE
2	Pharmacies - Drug Stores	Uti Medical Supply	.	.	.	.	.	SE
.	Pharmacies - Vitamins, Nutrition	Max Muscle Nutrition	.	.	Closed	.	.	SE
.	Tobacco - Hydroponics	Gap, Potential Opportunity	1,500	.	.	.	.	.
1	Tobacco - Smoke Shops	Valley Smoke Shop	.	.	.	Valley	.	SE
2	Tobacco - Smoke Shops	Cousin's Cigar	.	.	.	.	.	SW
3	Tobacco - Smoke Shops	Buckeye Smoke Shop	.	.	.	Buckeye	.	SE
1	Variety, Dollar Stores	Dollar General	.	.	.	.	.	SW

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
.	Indoor Retail Square Feet (Total)	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Grocery Store	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Grocery Store	Freshway Markets	1496 N Portage Path	Parkwood Plaza
.	Specialty - Seafood, Fish Mkt	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Specialty - Farmers' Market	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Specialty - Meat, Butcher, Deli	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Specialty - Bakery, Cupcakes	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Specialty - Sweets, Snacks	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Specialty - Cheese, Charcuterie	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Convenience, Party Store	Wine Store Outlet	Gap and Potential Opportunity	.
1	Convenience, Party Store	Silver Spirits State Liquor	1482 N Portage Path	Parkwood Plaza
2	Convenience, Party Store	Valley Mart	1752 Merriman Rd / US - 9	.
.	Convenience, Party Store	Portage Path Mini Mart	1390 N Portage Path	Indian Rock Ctr
1	Convenience Store w/ Gas	7 - Eleven & BP Gas	1614 Merriman Rd	Indian Rock Ctr
2	Convenience Store w/ Gas	Circle K with Gasoline	641 Portage Tr Ext W / Northampton Rd	.
.	Pharmacies - Vitamins, Nutrition	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Pharmacies - Drug Stores	CVS	1140 Portage Tr Ext W / US - 10	.
2	Pharmacies - Drug Stores	Uti Medical Supply	1376 N Portage Path / Barcelona Dr	Indian Rock Ctr
.	Pharmacies - Vitamins, Nutrition	Max Muscle Nutrition	1456 N Portage Path	Parkwood Plaza
.	Tobacco - Hydroponics	Gap, Potential Opportunity		
1	Tobacco - Smoke Shops	Valley Smoke Shop	1668 Merriman Rd / US - 9	.
2	Tobacco - Smoke Shops	Cousin's Cigar	1812 Merriman Rd / US - 9	.
3	Tobacco - Smoke Shops	Buckeye Smoke Shop	1376 N Portage Path / Barcelona Dr	Indian Rock Ctr
1	Variety, Dollar Stores	Dollar General	1736 Merriman Rd / US - 9	.

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
.	Apparel - Mens Tuxedo, Big & Tall	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Apparel - Childrens	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Apparel - Womens	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Apparel - Consignment Only	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Apparel - Family, Athletic, T-Shirts	Gap, Potential Opportunity	1,500	.	.	.	.	.
1	Apparel - Womens	Worldwide Woman Clothing	.	.	.	.	.	SW
2	Apparel - Womens	Becca's Boutique	.	.	.	.	.	SE
3	Apparel - Bridal	KR Bridal & Tailoring	.	.	.	.	.	SW
4	Apparel - Mens	MA Workwear	.	.	.	.	.	NW
5	Apparel - Fitness	Towpath Tennis Ctr Pro Shop	.	.	.	Towpath	.	NW
.	Apparel - Mens	Jabbour's Clothing	.	.	Closed	.	.	SE
.	Accessories - Jewelry, Novelty	Gap, Potential Opportunity	1,000	.	.	.	.	.
1	Accessories - Shoes	Second Sole	.	.	.	.	.	SE
2	Accessories - Eyewear	Kennedy Eye Center	.	.	.	.	.	SE
1	Laundromat, Dry Cleaning	Dry Cleaning World	.	.	.	.	.	SE
2	Laundromat, Dry Cleaning	Valley Laundry Services	.	.	.	Valley	.	SE
1	Beauty Supplies - Wigs	Slay 10A Hair Extensions Wigs	.	.	.	.	.	SW
.	Beauty Supplies - Supplier	611 Hair Studio	.	.	Closed	.	.	SW
1	Personal Care - Skin Care	Luxe Beauty Brand	.	.	.	.	.	SW
2	Personal Care - Skin Care	Esthetics Love Skincare Lash	.	.	.	.	.	SW
.	Personal Care - Skin Care	Clear Choice Laser Center	.	.	Closed	.	.	SE

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
.	Apparel - Mens Tuxedo, Big & Tall	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Apparel - Childrens	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Apparel - Womens	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Apparel - Consignment Only	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Apparel - Family, Athletic, T-Shirts	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Apparel - Womens	Worldwide Woman Clothing	1236 Weathervane Ln / Merriman Rd	Liberty Commons
2	Apparel - Womens	Becca's Boutique	1574 Akron Peninsula Rd / US - 10	.
3	Apparel - Bridal	KR Bridal & Tailoring	1720 Merriman Rd / US - 9	.
4	Apparel - Mens	MA Workwear	2048 Akron Peninsula Rd / US - 10	.
5	Apparel - Fitness	Towpath Tennis Ctr Pro Shop	2108 Akron Peninsula Rd / US - 10	.
	Apparel - Mens	Jabbour's Clothing	1454 N Portage Path	Parkwood Plaza
.	Accessories - Jewelry, Novelty	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Accessories - Shoes	Second Sole	1466 N Portage Path	Parkwood Plaza
2	Accessories - Eyewear	Kennedy Eye Center	1558 Akron Peninsula Rd / US - 10	Valley Center
1	Laundromat, Dry Cleaning	Dry Cleaning World	1490 N Portage Path	Parkwood Plaza
2	Laundromat, Dry Cleaning	Valley Laundry Services	1375 N Portage Path / Barcelona Dr	Alder Creek Plaza
1	Beauty Supplies - Wigs	Slay 10A Hair Extensions Wigs	1236 Weathervane Ln / Merriman Rd	Liberty Commons
.	Beauty Supplies - Supplier	611 Hair Studio	1236 Weathervane Ln / Merriman Rd	Liberty Commons
1	Personal Care - Skin Care	Luxe Beauty Brand	1562 Akron Peninsula Rd / US -10	Liberty Commons
2	Personal Care - Skin Care	Esthetics Love Skincare Lash	1236 Weathervane Ln / Merriman Rd	Liberty Commons
	Personal Care - Skin Care	Clear Choice Laser Center	1558 Akron Peninsula Rd / US - 10	Valley Center

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
1	Personal Care - Psychic	Psychic Julianna	.	Home	.	.	East	SE
2	Personal Care - Psychic	Healing Brew	.	.	.	.	.	South
1	Personal Care - Salon	Lavender Lane Beauty Studio	.	.	.	.	.	SE
2	Personal Care - Salon	Beauty Inc Urban Hair Retreat	.	.	.	.	.	SE
3	Personal Care - Salon	Salon Savage	.	.	.	.	.	South
4	Personal Care - Salon	Bessay Salon	.	.	.	.	.	SW
5	Personal Care - Salon	Textura Curl Studio	.	.	.	.	.	SW
6	Personal Care - Salon	Hairology House of Beauty	.	.	.	.	.	SW
7	Personal Care - Salon	A Fresh Look Beauty	.	.	.	.	.	SW
8	Personal Care - Salon	Valley Hair Group	.	.	.	Valley	.	SE
9	Personal Care - Barber Shop	High and Tight	.	.	.	.	.	South
1	Personal Care - Nail Salon	Ready Set Glow Hair Nail Artist	.	.	.	.	.	SW
2	Personal Care - Nail Salon	Q V Nails	.	.	.	.	.	SE
3	Personal Care - Nail Salon	Your Beautiful Nails	.	.	.	.	.	SW
1	Personal Care - Tanning	Bella Bronze Hair Salon, Tan	.	.	.	.	.	SE
2	Personal Care - Tanning	Nicole's Connection	.	.	.	.	.	SE
3	Personal Care - Ink	Arkham Tattoo	.	.	.	.	.	SE
4	Personal Care - Piercing	Lucid Body Piercing	.	.	.	.	.	SE

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
1	Personal Care - Psychic	Psychic Julianna	640 Portage Tr Ext W	.
2	Personal Care - Psychic	Healing Brew	1672 Merriman Rd / US - 9	Liberty Commons
1	Personal Care - Salon	Lavender Lane Beauty Studio	1562 Akron Peninsula Rd / US -10	Valley Center
2	Personal Care - Salon	Beauty Inc Urban Hair Retreat	1478 N Portage Path	Parkwood Plaza
3	Personal Care - Salon	Salon Savage	1694 Merriman Rd / US - 9	Liberty Commons
4	Personal Care - Salon	Bessay Salon	1718 Merriman Rd / US - 9	Liberty Commons
5	Personal Care - Salon	Textura Curl Studio	1236 Weathervane Ln / Merriman Rd	Liberty Commons
6	Personal Care - Salon	Hairology House of Beauty	1252 Weathervane Ln / Merriman Rd	Liberty Commons
7	Personal Care - Salon	A Fresh Look Beauty	1236 Weathervane Ln / Merriman Rd	Liberty Commons
8	Personal Care - Salon	Valley Hair Group	1668 Merriman Rd / US - 9	.
9	Personal Care - Barber Shop	High and Tight	1674 Merriman Rd / US - 9	Liberty Commons
1	Personal Care - Nail Salon	Ready Set Glow Hair Nail Artist	1236 Weathervane Ln / Merriman Rd	Liberty Commons
2	Personal Care - Nail Salon	Q V Nails	1562 Akron Peninsula Rd / US -10	Valley Center
3	Personal Care - Nail Salon	Your Beautiful Nails	1236 Weathervane Ln / Merriman Rd	Liberty Commons
1	Personal Care - Tanning	Bella Bronze Hair Salon, Tan	1486 N Portage Path	Parkwood Plaza
2	Personal Care - Tanning	Nicole's Connection	1562 Akron Peninsula Rd / US -10	Valley Center
3	Personal Care - Ink	Arkham Tattoo	1562 Akron Peninsula Rd / US -10	Valley Center
4	Personal Care - Piercing	Lucid Body Piercing	1376 N Portage Path / Barcelona Dr	Indian Rock Ctr

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
1	Personal Care - Massage, Chiro	Well Being Massage	.	.	.	.	.	South
2	Personal Care - Massage, Chiro	Sweetest Massage & Therapy	.	.	.	.	.	SW
3	Personal Care - Massage, Chiro	Arrow Chiropractic	.	.	.	.	.	SW
1	Health Care - Dental Only	DiPiero Family Dental	.	.	.	.	.	SE
2	Health Care - Dental Only	Valley Dental	.	.	.	Valley	.	SW
1	Personal Care - Wellness, Nutrition	Summit Natural Wellness Ctr	.	.	.	Summit	.	North
2	Personal Care - Wellness, Nutrition	Personalized Wellness Center	.	.	.	.	.	SE
1	Health Care, Social Services	Care Medical	.	.	.	.	.	SE
2	Health Care, Social Services	Physio Orthopedic Perform	.	.	.	.	.	SW
3	Health Care, Social Services	Home Helpers Home Care	.	.	.	.	.	SW
4	Health Care, Social Services	Psychological Counseling	.	.	.	.	.	SW
.	Health Care, Social Services	Arbor Home Health Care	.	.	Closed	.	.	South
.	Health Care, Social Services	Valley Family Care	.	.	Closed	Valley	.	South

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
1	Personal Care - Health & Wellness	Well Being Massage	1692 Merriman Rd / US - 9	Liberty Commons
2	Personal Care - Health & Wellness	Sweetest Massage & Therapy	1236 Weathervane Ln / Merriman Rd	Liberty Commons
3	Health Care, Social Svcs	Arrow Chiropractic	1236 Weathervane Ln / Merriman Rd	Liberty Commons
1	Health Care, Social Svcs	DiPiero Family Dental	1376 N Portage Path / Barcelona Dr	Indian Rock Ctr
2	Health Care, Social Svcs	Valley Dental	1852 Merriman Rd	
1	Personal Care - Health & Wellness	Summit Natural Wellness Ctr	1680 Akron Peninsula Rd / US - 10	Valley Office Park
2	Personal Care - Health & Wellness	Personalized Wellness Center	1653 Merriman Rd / US - 9	Parkwood Plaza
1	Health Care, Social Svcs	Care Medical	1376 N Portage Path / Barcelona Dr	Indian Rock Ctr
2	Health Care, Social Svcs	Physio Orthopedic Perform	1236 Weathervane Ln / Merriman Rd	Liberty Commons
3	Health Care, Social Svcs	Home Helpers Home Care	1720 Merriman Rd / US - 9	Liberty Commons
4	Health Care, Social Svcs	Psychological Counseling	1252 Weathervane Ln / Merriman Rd	Liberty Commons
.	Health Care, Social Svcs	Arbor Home Health Care	Merriman Rd	Liberty Commons
.	Health Care, Social Svcs	Valley Family Care	1708 Merriman Rd / US - 9	Liberty Commons

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
.	Home Improv - Hardware	Gap, Potential Opportunity	8,000	.	.	.	.	.
.	Home Improv - Kitchen Countertop	Gap, Potential Opportunity	2,000	.	.	.	.	.
.	Home Improv - Deck, Patio, Hearth	Gap, Potential Opportunity	3,000	.	.	.	.	.
.	Home Improv - Lighting, Electrical	Gap, Potential Opportunity	2,000	.	.	.	.	.
.	Home Improv - Paint, Wall Covering	Gap, Potential Opportunity	2,000	.	.	.	.	.
.	Home Improv - Interior Designer	Gap, Potential Opportunity	1,000	.	.	.	.	.
1	Home Improvement - Flooring	Quality Carpet Flooring	.	.	.	.	.	NW
2	Home Improvement - Flooring	Northport Flooring America	.	.	.	.	East	NW
1	Contractor - Remodeling	ProSpace Solutions	.	.	.	.	.	SE
2	Contractor - Remodeling	Omega Home Improv	.	Home	.	.	.	North
.	Furniture - Gallery, General	Gap, Potential Opportunity	3,000	.	.	.	.	.
.	Furniture - Ready to Assemble	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Furniture - Dinettes, Patio Furniture	Gap, Potential Opportunity	2,000	.	.	.	.	.
.	Furniture - Used, Refurbished	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Furniture - Upholstery Repair	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Home Furnishings - General Décor	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Home Furnishings - Decorative Rugs	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Home Furnishings - Kitchen Supply	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Home Furnishings - Windows	Gap, Potential Opportunity	1,000	.	.	.	.	.
1	Home Furnishings - Used Merch	Happy Tails Thrift Shop	.	.	.	.	.	SW
.	Lawn, Garden - General Supply	Gap, Potential Opportunity	3,000	.	.	.	.	.
.	Lawn, Garden - Landscape Svcs	Gap, Potential Opportunity	500	.	.	.	.	.

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
.	Home Improv - Hardware	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Improv - Kitchen Countertop	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Improv - Deck, Patio, Hearth	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Improv - Lighting, Electrical	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Improv - Paint, Wall Covering	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Improv - Interior Designer	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Home Improvement - Flooring	Quality Carpet Flooring	1755 Akron Peninsula Rd / US - 10	.
2	Home Improvement - Flooring	Northport Flooring America	661 Portage Tr Ext W / Northampton Rd	.
1	Contractor - Remodeling	ProSpace Solutions	1570 Akron Peninsula Rd / US - 10	.
2	Contractor - Remodeling	Omega Home Improv	1710 Akron Peninsula Rd / US - 10	.
.	Furniture - Gallery, General	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Furniture - Ready to Assemble	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Furniture - Dinettes, Patio Furniture	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Furniture - Used, Refurbished	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Furniture - Upholstery Repair	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Furnishings - General Décor	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Furnishings - Decorative Rugs	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Furnishings - Kitchen Supply	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Home Furnishings - Windows	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Home Furnishings - Used Merch	Happy Tails Thrift Shop	1770 Merriman Rd / US - 9	.
.	Lawn, Garden - General Supply	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Lawn, Garden - Landscape Svcs	Gap, Potential Opportunity	Gap and Potential Opportunity	.

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
	Automotive - Parts, Supplies	Gap, Potential Opportunity	4,000	.	.	.	.	.
1	Automotive - Repair - Tires	Firestone Trace	.	.	.	.	.	SE
2	Automotive - Repair - Tires	Rad Air Car Care, Tire Ctr	.	.	.	.	.	SW
.	Office Supplies - General Supply	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Office Supplies - Shipping, Mailing	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Office Supplies - Printing, Graphics	Gap, Potential Opportunity	1,000	.	.	.	.	.
1	Electronics, Computers	CEC Electronics Corp	.	.	.	.	East	East
2	Electronics, Computers - Repair	Centerlink Technologies	.	.	.	.	.	SE
3	Electronics, Computers - Repair	Paradigm IT Network	.	.	.	.	.	South
.	Arts, Gifts, Novelty - Craft Supply	Gap, Potential Opportunity	2,000	.	.	.	.	.
.	Arts, Gifts, Novelty - Gifts	Gap, Potential Opportunity	1,500	.	.	.	.	.
1	Arts, Gifts, Novelty - Florist	House of Plants Florist	.	.	.	.	.	SE
2	Arts, Gifts, Novelty - Collectibles	Momma's Rock's	.	.	.	.	.	South
.	Art Studio - Framing Shop	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Art Studio - Photography	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Art Studio - Pottery, Painting	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Art Studio - Music Video Recording	Gap, Potential Opportunity	1,000	.	.	.	.	.
.	Games and Hobbies - Hobby	Gap, Potential Opportunity	1,000	.	.	.	.	.
1	Games and Hobbies	D & C Games	.	.	.	.	.	SE
2	Games and Hobbies	Jac Games	.	.	.	.	.	SE

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 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
	Automotive - Parts, Supplies	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Automotive - Repair - Tires	Firestone Trace	1653 Merriman Rd / US - 9	Parkwood Plaza
2	Automotive - Repair - Tires	Rad Air Car Care, Tire Ctr	1200 Portage Tr Ext W / N Portage Path	.
.	Office Supplies - General Supply	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Office Supplies - Shipping, Mailing	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Office Supplies - Printing, Graphics	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Electronics, Computers	CEC Electronics Corp	1739 Akron Peninsula Rd / US - 10	.
2	Electronics, Computers - Repair	Centerlink Technologies	1611 Akron Peninsula Rd / US - 10	.
3	Electronics, Computers - Repair	Paradigm IT Network	1824 Thornapple Ave / Merriman Rd	Liberty Commons
.	Arts, Gifts, Novelty - Craft Supply	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Arts, Gifts, Novelty - Gifts	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Arts, Gifts, Novelty - Florist	House of Plants Florist	1670 Merriman Rd / US - 9	.
2	Arts, Gifts, Novelty - Collectibles	Momma's Rock's	1698 Merriman Rd / US - 9	Liberty Commons
.	Art Studio - Framing Shop	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Art Studio - Photography	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Art Studio - Pottery, Painting	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Art Studio - Music Video Recording	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Games and Hobbies - Hobby	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Games and Hobbies	D & C Games	1167 Portage Tr Ext W	.
2	Games and Hobbies	Jac Games	1101 Portage Tr Ext W	.

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
.	Sporting Goods - Fitness Supply	Gap, Potential Opportunity	2,000	.	.	.	.	.
.	Sporting Goods - Anglers, Fishing	Gap, Potential Opportunity	500	.	.	.	.	.
.	Sporting Goods - Kayak Rental	Gap, Potential Opportunity	500	.	.	.	.	.
1	Sporting Goods - Bicycles	Blimp City Bike & Hike	.	.	.	Blimp City	.	SE
2	Sporting Goods - Diving	Weathervane Corp Dive Shop	.	Home	.	Weathervane	.	SW
.	Pets, Pet Supplies - General Supply	Gap, Potential Opportunity	2,000	.	.	.	.	.
.	Pets, Pet Supplies - Boarding	Gap, Potential Opportunity	3,000	.	.	.	.	.
1	Pets, Pet Supplies - Grooming	Wash Wag Dog Wash, Groom	.	.	.	.	.	SW
2	Pets, Pet Supplies - Veterinarian	Peninsula Veterinary Office	.	.	.	Peninsula	.	NW
3	Pets, Pet Supplies - Veterinarian	Valley Animal Hospital	.	.	.	Valley	.	SW
.	Fitness Centers, Gyms - Dance	Gap, Potential Opportunity	2,000	.	.	.	.	.
1	Fitness Centers, Gyms	Zahand's Martial Arts	.	.	.	.	.	SE
2	Fitness Centers, Gyms	Yoga 108, School of Yoga	.	.	.	.	.	SW
3	Fitness Centers, Gyms	Big Tree Fitness	.	.	.	.	.	South
4	Fitness Centers, Gyms	Alchemy Pole Fitness	.	.	.	.	.	SE
5	Fitness Centers, Gyms	Regenerative Self Care, Well	.	.	.	.	.	SW
6	Fitness Centers, Gyms	Towpath Tennis Center	.	.	.	Towpath	.	NW
.	Entertain - Billiard Hall, Bowling Alley	Gap, Potential Opportunity	.	.	.	.	.	.
.	Entertain - Bounce House, Arcade	Gap, Potential Opportunity	3,000	.	.	.	.	.
1	Entertain - Performing Arts Theater	Weathervane Playhouse	.	.	.	Weathervane	.	SW
2	Entertain - Performing Arts - Choir	ETC All Amer Youth Show Choir	.	.	.	.	.	NW
3	Entertain - Video Production	Consult JDSD	.	.	.	.	.	SW
4	Entertain - Party, Event Space	Todaro's Party Center	.	.	.	.	.	NE
5	Entertain - Event Space	Towpath Tennis Ctr Lodge	.	.	.	Towpath	.	NW
.	Overnight Accommodations - Bed Breakfast	Gap, Potential Opportunity	.	.	.	.	.	.
.	Overnight Accommodations - Boutique Hotel	Gap, Potential Opportunity	.	.	.	.	.	.

Source: Field and internet research by LandUseUSA | Urban Strategies; 2019 - 2021.  
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 List is not intended to be all-inclusive and imperfections are unlikely to alter the conclusions.

Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
.	Sporting Goods - Fitness Supply	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Sporting Goods - Anglers, Fishing	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Sporting Goods - Kayak Rental	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Sporting Goods - Bicycles	Blimp City Bike & Hike	1675 Merriman Rd / US - 9	Parkwood Plaza
2	Sporting Goods - Diving	Weathervane Corp Dive Shop	1331 Weathervane Ln / Merriman Rd	.
.	Pets, Pet Supplies - General Supply	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Pets, Pet Supplies - Boarding	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Pets, Pet Supplies - Grooming	Wash Wag Dog Wash, Groom	1521 Akron Peninsula Rd / N Portage Path	.
2	Pets, Pet Supplies - Veterinarian	Peninsula Veterinary Office	2002 Akron Peninsula Rd / US - 10	.
3	Pets, Pet Supplies - Veterinarian	Valley Animal Hospital	1830 Merriman Rd / US - 9	.
.	Fitness Centers, Gyms - Dance	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Fitness Centers, Gyms	Zahand's Martial Arts	1576 Akron Peninsula Rd / US - 10	.
2	Fitness Centers, Gyms	Yoga 108, School of Yoga	1300 Weathervane Ln / Merriman Rd	Liberty Commons
3	Fitness Centers, Gyms	Big Tree Fitness	1698 Merriman Rd / US - 9	Liberty Commons
4	Fitness Centers, Gyms	Alchemy Pole Fitness	1458 N Portage Path	Parkwood Plaza
5	Fitness Centers, Gyms	Regenerative Self Care, Well	1236 Weathervane Ln / Merriman Rd	Liberty Commons
6	Fitness Centers, Gyms	Towpath Tennis Center	2108 Akron Peninsula Rd / US - 10	.
.	Entertain - Billiard Hall, Bowling Alley	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Entertain - Bounce House, Arcade	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Entertain - Performing Arts Theater	Weathervane Playhouse	1301 Weathervane Ln / Merriman Rd	.
2	Entertain - Performing Arts - Choir	ETC All Amer Youth Show Choir	1932 Akron Peninsula Rd / US - 10	.
3	Entertain - Video Production	Consult JDSD	Weathervane Ln / Merriman Rd	Liberty Commons
4	Entertain - Party, Event Space	Todaro's Party Center	1820 Akron Peninsula Rd / US - 10	.
5	Entertain - Event Space	Towpath Tennis Ctr Lodge	2108 Akron Peninsula Rd / US - 10	.
.	Overnight Accommodations - Bed Breakfast	Gap, Potential Opportunity	.	.
.	Overnight Accommodations - Boutique Hotel	Gap, Potential Opportunity	.	.

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
.	Ethnic Cuisine - Hispanic	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Ethnic Cuisine - Southern, Soul Food	Gap, Potential Opportunity	1,500	.	.	.	.	.
.	Restaurant - Southern, Soul Food	da Bayou Authen Cajun Creole	.	.	Closed	Bayou	.	SE
.	Restaurant - Sweets, Treats, Snacks	Gap, Potential Opportunity	500	.	.	.	.	.
1	Restaurant - Ice Cream	McMoo's	.	.	.	.	.	SE
2	Restaurant - Smoothies	Valley Nutrition	.	.	.	Valley	.	SE
1	Restaurant - Seafood	King Crab	.	.	.	.	.	SE
2	Restaurant - Seafood	Chowder House Café	.	.	.	.	.	SW
1	Restaurant - Asian	Sushi Asia Gourmet	.	.	.	.	.	SE
2	Restaurant - Asian	Sushi Katsu	.	.	.	.	.	SE
1	Restaurant - Middle Eastern	Saffron Patch in the Valley	.	.	.	Valley	.	SW
1	Restaurant - Deli	Vine Valley	.	.	.	Valley	.	SE
2	Restaurant - Mediterranean	Vasili's Greek Cuisine	.	.	.	.	.	SW
3	Restaurant - Italian	Papa Joe's Lacomini's	.	.	.	.	.	SE
4	Restaurant - Pizza	pizzaBOGO	.	.	.	.	.	SE
5	Restaurant - Pizza	Gionino's Pizzeria	.	.	.	.	.	SE
6	Restaurant - Pizza	Dicarlos Pizza	.	.	.	.	East	SW

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
.	Ethnic Cuisine - Hispanic	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Ethnic Cuisine - Southern, Soul Food	Gap, Potential Opportunity	Gap and Potential Opportunity	.
.	Restaurant - Southern, Soul Food	da Bayou Authen Cajun Creole	1562 Akron Peninsula Rd / US - 10	Valley Center
.	Restaurant - Sweets, Treats, Snacks	Gap, Potential Opportunity	Gap and Potential Opportunity	.
1	Restaurant - Ice Cream	McMoo's	1562 Akron Peninsula Rd / US -10	Valley Center
2	Restaurant - Smoothies	Valley Nutrition Smoothies	1456 N Portage Path	Parkwood Plaza
1	Restaurant - Seafood	King Crab	1562 Akron Peninsula Rd / US -10	Valley Center
2	Restaurant - Seafood	Chowder House Café	1244 Weathervane Ln / Merriman Rd	Liberty Commons
1	Restaurant - Asian	Sushi Asia Gourmet	1375 N Portage Path / Barcelona Dr	Alder Creek Plaza
2	Restaurant - Asian	Sushi Katsu	1446 N Portage Path	Parkwood Plaza
1	Restaurant - Middle Eastern	Saffron Patch in the Valley	1238 Weathervane Ln / Merriman Rd	Liberty Commons
1	Restaurant - Deli	Vine Valley	1450 N Portage Path	Parkwood Plaza
2	Restaurant - Mediterranean	Vasili's Greek Cuisine	1702 Merriman Rd / US - 9	.
3	Restaurant - Italian	Papa Joe's Lacomini's	1561 Akron Peninsula Rd / US - 10	.
4	Restaurant - Pizza	pizzaBOGO	1392 N Portage Path / US - 9 & 10 intersect	Indian Rock Ctr
5	Restaurant - Pizza	Gionino's Pizzeria	1376 N Portage Path / Barcelona Dr	Indian Rock Ctr
6	Restaurant - Pizza	Dicarlos Pizza	640 Portage Tr Ext W / Northampton Rd	.

Source: Field and internet research by LandUseUSA | Urban Strategies; 2019 - 2021.

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
1	Restaurant - American	Dolly's Bar and Grille	.	.	.	.	.	SW
2	Restaurant - American	Social 8	.	.	.	.	.	SW
3	Restaurant - American	Shaboys	.	Home	.	.	.	SE
.	Restaurant - American	Putty's Kitchen	.	.	Closed	.	.	SW
1	Restaurant - Fast Food Chain	McDonald's	.	.	.	.	.	SW
1	Restaurant - Café	Michael's AM	.	.	.	.	.	SE
2	Restaurant - Café	Valley Café Restaurant	.	.	.	Valley	.	SW
.	Restaurant - Café	Bruegger's Bagels	.	.	Closed	.	.	SW
1	Bars, Pubs, Taverns, Breweries	Merchant Tavern	.	.	.	.	.	SW
2	Bars, Pubs, Taverns, Breweries	Mickey's In The Valley	.	.	.	Valley	.	SW
3	Bars, Pubs, Taverns, Breweries	Shots	.	.	.	.	.	SW
4	Bars, Pubs, Taverns, Breweries	Getaway Pub	.	.	.	.	.	SE
5	Bars, Pubs, Taverns, Breweries	Quarter Up Bar Arcade	.	.	.	.	.	SE
6	Bars, Pubs, Taverns, Breweries	Basement Sports Bar & Grill	.	.	.	.	.	SW
7	Bars, Pubs, Taverns, Breweries	Drink Slingers Mobile Bartend	.	.	.	.	.	SW
8	Bars, Pubs, Taverns, Breweries	R. Shea Brewing	.	.	.	.	.	SE
9	Bars, Pubs, Taverns, Breweries	Pub Bricco	.	.	.	.	.	SW
10	Bars, Pubs, Taverns, Breweries	Noisy Oyster Pub	.	.	.	.	.	SE

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
1	Restaurant - American	Dolly's Bar and Grille	1714 Merriman Rd / US - 9	.
2	Restaurant - American	Social 8	1800 Merriman Rd / US - 9	.
3	Restaurant - American	Shaboys	1810 Amber Hills Dr / Portage Tr Ext W	.
.	Restaurant - American	Putty's Kitchen	1714 Merriman Rd / US - 9	.
1	Restaurant - Fast Food Chain	McDonald's	1810 Merriman Rd / US - 9	.
1	Restaurant - Café	Michael's AM	1562 Akron Peninsula Rd / US -10	Valley Center
2	Restaurant - Café	Valley Café Restaurant	1212 Weathervane Ln / Merriman Rd	Liberty Commons
.	Restaurant - Café	Bruegger's Bagels	1821 Merriman Rd / US - 9	Lock 22 Plaza
1	Bars, Pubs, Taverns, Breweries	Merchant Tavern	1824 Merriman Rd / US - 9	.
2	Bars, Pubs, Taverns, Breweries	Mickey's In The Valley	1310 Weathervane Ln / Merriman Rd	Liberty Commons
3	Bars, Pubs, Taverns, Breweries	Shots	1256 Weathervane Ln / Merriman Rd	Liberty Commons
4	Bars, Pubs, Taverns, Breweries	Getaway Pub	1462 N Portage Path	Parkwood Plaza
5	Bars, Pubs, Taverns, Breweries	Quarter Up Bar Arcade	1452 N Portage Path	Parkwood Plaza
6	Bars, Pubs, Taverns, Breweries	Basement Sports Bar & Grill	1282 Weathervane Ln / Merriman Rd	Liberty Commons
7	Bars, Pubs, Taverns, Breweries	Drink Slingers Mobile Bartend	1246 Weathervane Ln / Merriman Rd	Liberty Commons
8	Bars, Pubs, Taverns, Breweries	R. Shea Brewing	1662 Merriman Rd / US - 9	.
9	Bars, Pubs, Taverns, Breweries	Pub Bricco	1841 Merriman Rd	Lock 22 Plaza
10	Bars, Pubs, Taverns, Breweries	Noisy Oyster Pub	1375 N Portage Path / Barcelona Dr	Alder Creek Plaza

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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

Count	Retail Trade / General Category	Store Name	Retail Sq. Ft.	Home Based	Closed	Place Name	East Hamlet	Hamlet Quad
1	Agency - Insurance	Allstate Insurance, Billy Glass	.	.	.	.	.	SE
1	Agency - Marketing	Integrity Marketing Solutions	.	.	.	.	.	NE
2	Agency - Marketing	Knox Marketing	.	.	.	.	.	East
3	Agency - Marketing	Burk Gina	.	Home	.	.	.	NE
4	Agency - Marketing	Marelle Sales, Marketing	.	.	.	.	.	SW
5	Agency - Marketing	Rubber & Tire Digest	.	.	.	.	.	East
1	Agency - Travel	SeaMore Travel	.	.	.	.	.	SE
1	Financial - Accountant	Snow Rick D	.	.	.	.	.	SW
2	Financial - Tax Service	Summit Tax Service	.	.	.	Summit	.	South
3	Financial - Loans	Payless Title Loan	.	.	.	.	.	SW
1	Legal Services, Attorneys	Emerson Thomson Bennett	.	.	.	.	.	NW
1	Childcare Services	Valley Kids Day Care	.	.	.	Valley	.	North
1	Storage Facilities	Store - N - More Self Storage	.	.	.	.	.	NW
2	Storage Facilities	Mutual - Mini Storage	.	.	.	.	.	NE
3	Storage Facilities	Guardian Self Storage	.	.	.	.	East	SW
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	.	.	.	Liberty	.	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	.	.	.	Indian Rock	.	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	.	.	.	Alder Creek	.	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	.	.	.	Lock 22	.	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	.	.	.	Parkwood	.	.

Source: Field and internet research by LandUseUSA | Urban Strategies; 2019 - 2021.  
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Retailers, Merchants, and Businesses | Inventory and Opportunities  
 Merriman Valley and Schumacher Subareas, Ohio | June 2021

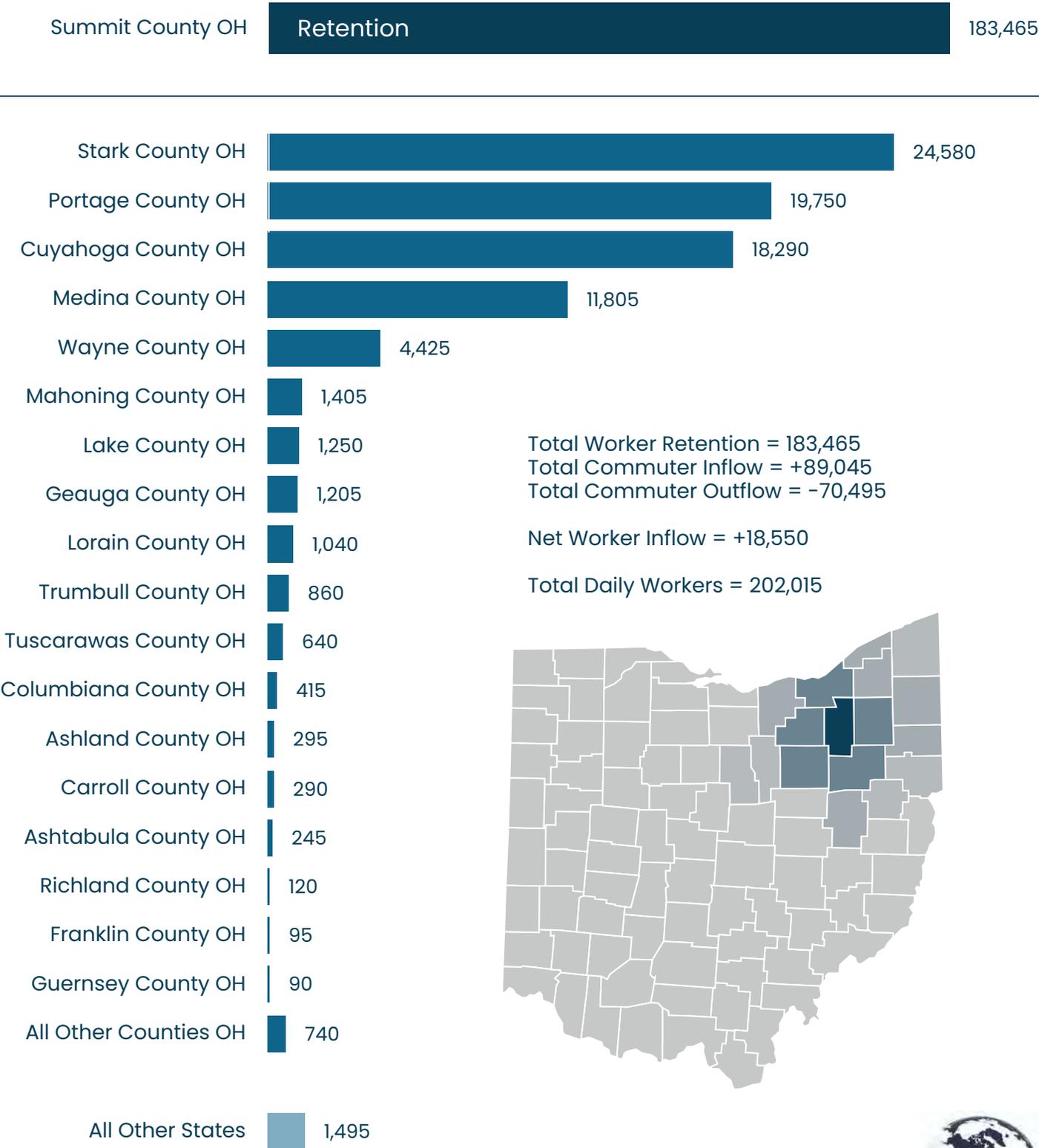
Count	Retail Trade / General Category	Store Name	Street Address / Retail Corridor	Shopping Center
1	Agency - Insurance	Allstate Insurance, Billy Glass	1376 N Portage Path / Barcelona Dr	Indian Rock Ctr
1	Agency - Marketing	Integrity Marketing Solutions	1799 Akron Peninsula Rd / US - 10	.
2	Agency - Marketing	Knox Marketing	1730 Akron Peninsula Rd / US - 10	.
3	Agency - Marketing	Burk Gina	1701 Akron Peninsula Rd	.
4	Agency - Marketing	Marelle Sales, Marketing	1300 Weathervane Ln / Merriman Rd	Liberty Commons
5	Agency - Marketing	Rubber & Tire Digest	1741 Akron Peninsula Rd / US - 10	.
1	Agency - Travel	SeaMore Travel	Merriman Rd / US - 9	.
1	Financial - Accountant	Snow Rick D	1735 Merriman Rd / US - 9	.
2	Financial - Tax Service	Summit Tax Service	1676 Merriman Rd / US - 9	Liberty Commons
3	Financial - Loans	Payless Title Loan	1208 Weathervane Ln / Merriman Rd	Liberty Commons
1	Legal Services, Attorneys	Emerson Thomson Bennett	1914 Akron Peninsula Rd / US - 10	.
1	Childcare Services	Valley Kids Day Care	1670 Akron Peninsula Rd / US - 10	Valley Office Park
1	Storage Facilities	Store - N - More Self Storage	2200 Akron Peninsula Rd / US - 10	.
2	Storage Facilities	Mutual - Mini Storage	1770 Akron Peninsula Rd / US -10	.
3	Storage Facilities	Guardian Self Storage	730 Portage Tr Ext W	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	Place Names - Shopping Centers	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	Place Names - Shopping Centers	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	Place Names - Shopping Centers	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	Place Names - Shopping Centers	.
.	Place Names - Shopping Ctrs	Place Names - Shopping Ctrs	Place Names - Shopping Centers	.

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# Section D

# Commuter In-Flow | Summit County

Origins of local workers reported as commuting into the county in 2015.

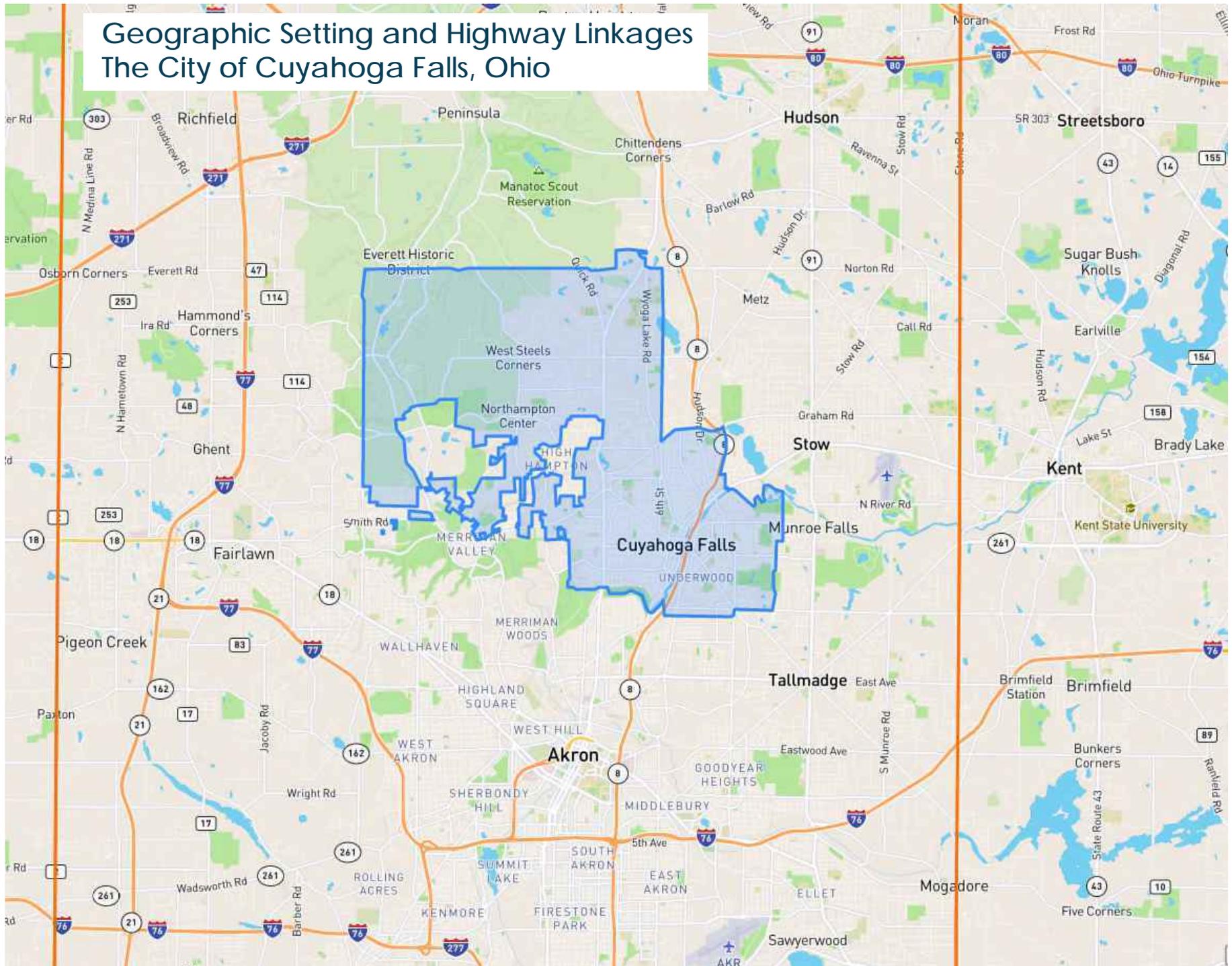


Underlying data by the American Community Survey with 5-year estimates through 2015. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Farr Associates; 2021.

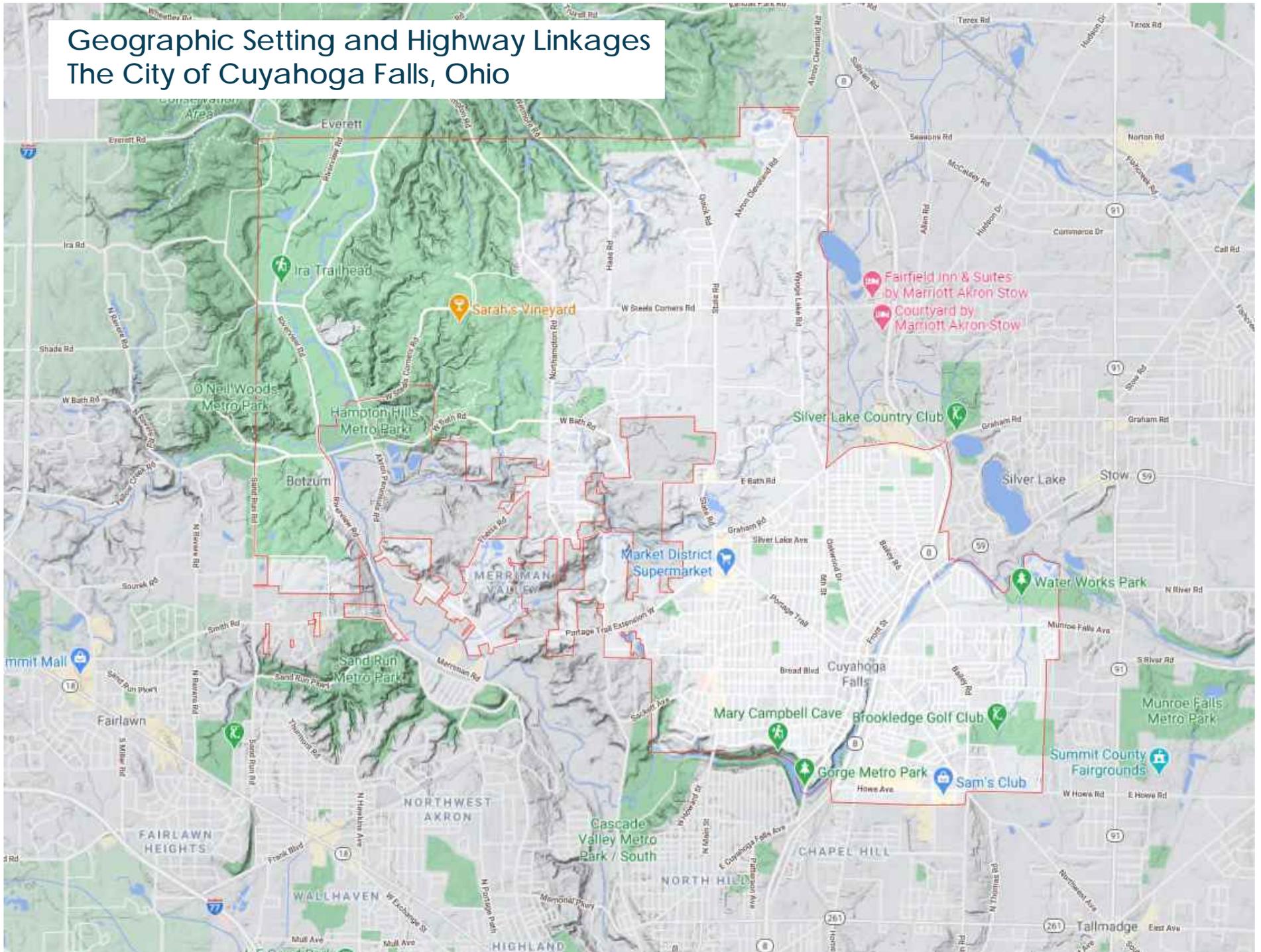
# Section E



# Geographic Setting and Highway Linkages The City of Cuyahoga Falls, Ohio



# Geographic Setting and Highway Linkages The City of Cuyahoga Falls, Ohio



## Commercial Market Parameters The City of Cuyahoga Falls, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Population by Age								
0 to 4	3,255	7%	2,862	6%	2,893	6%	2,926	6%
5 to 14	6,180	12%	5,659	11%	5,384	11%	5,432	11%
15 to 19	2,757	6%	2,837	6%	2,532	5%	2,463	5%
20 to 24	3,029	6%	3,196	6%	2,755	6%	2,534	5%
25 to 34	7,892	16%	7,525	15%	8,360	17%	7,830	16%
35 to 44	8,104	16%	6,315	13%	6,236	12%	6,625	13%
45 to 54	6,551	13%	7,359	15%	6,195	12%	5,696	11%
55 to 64	4,153	8%	6,343	13%	6,888	14%	6,451	13%
65 to 74	4,096	8%	3,550	7%	4,711	9%	5,243	11%
75 to 84	3,134	6%	2,787	6%	2,635	5%	3,001	6%
85+	<u>756</u>	<u>2%</u>	<u>1,283</u>	<u>3%</u>	<u>1,379</u>	<u>3%</u>	<u>1,341</u>	<u>3%</u>
Total Population	49,908	100%	49,716	100%	49,969	100%	49,544	100%
Median Age	37	.	39	.	39	.	40	.
Seasonal Population	87	0%	86	0%	87	0%	86	0%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Commercial Market Parameters The City of Cuyahoga Falls, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Educational Attainment								
Grade K - 8	433	1%	468	1%	367	1%	362	1%
Grade 9 - 11	2,600	8%	2,031	6%	1,544	4%	1,513	4%
High School Graduate	11,369	33%	12,147	35%	11,310	31%	11,109	31%
Some College, No Degree	9,232	27%	6,981	20%	7,734	21%	7,724	21%
Associates Degree	1,842	5%	3,140	9%	3,542	10%	3,548	10%
Bachelor's Degree	6,263	18%	7,081	20%	7,909	22%	7,909	22%
Graduate Degree	2,805	8%	3,138	9%	3,758	10%	3,783	10%
No Schooling	<u>123</u>	<u>0%</u>	<u>176</u>	<u>1%</u>	<u>239</u>	<u>1%</u>	<u>240</u>	<u>1%</u>
Age 25+ Population	34,668	100%	35,162	100%	36,405	100%	36,189	100%
Some College or a Degree	20,142	58%	20,340	58%	22,944	63%	22,964	63%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

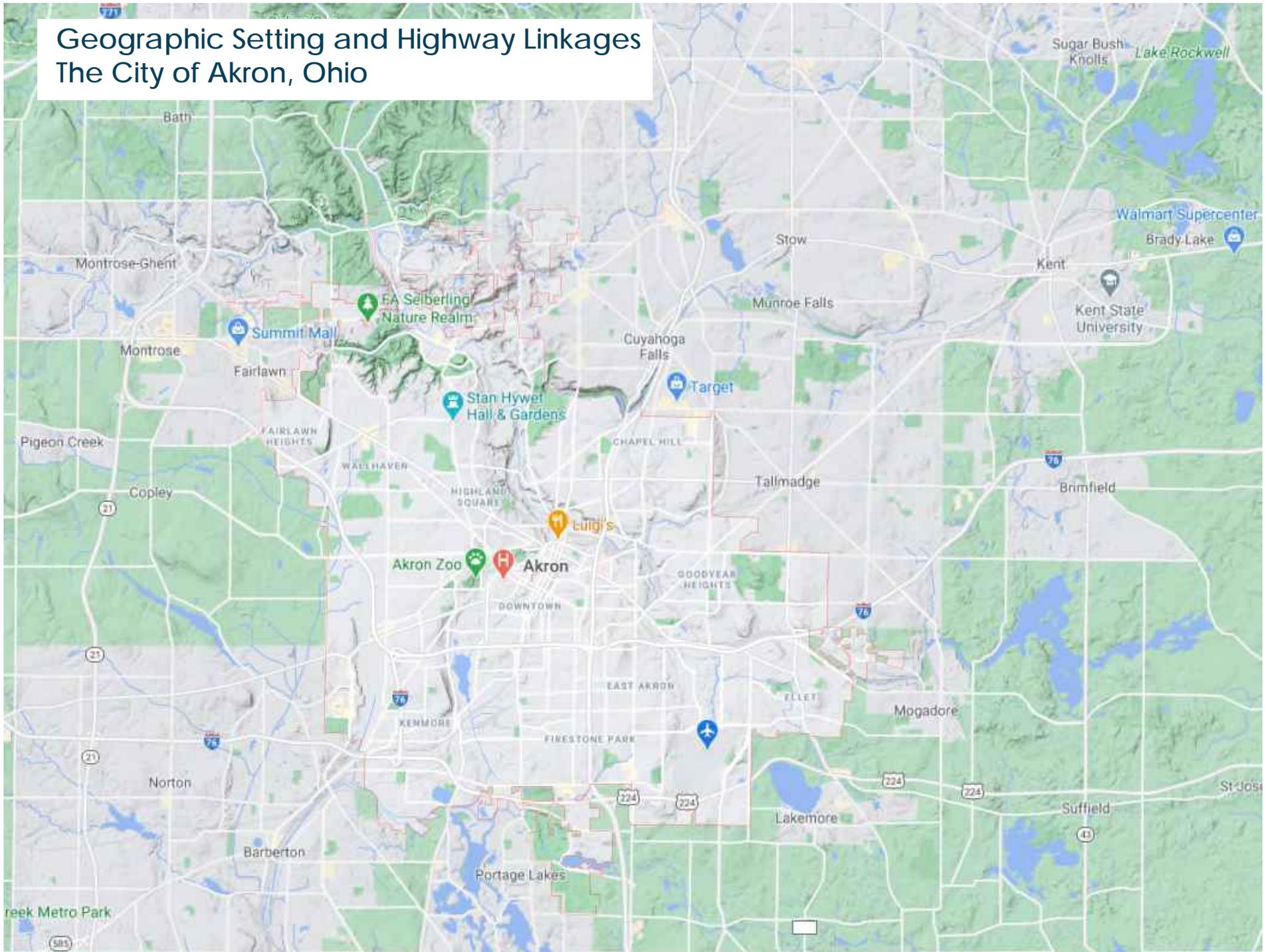
## Commercial Market Parameters The City of Cuyahoga Falls, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Employment								
Civilian, Employed	25,926	97%	23,848	90%	25,795	96%	25,423	95%
Civilian, Unemployed	877	3%	2,618	10%	1,188	4%	1,381	5%
In Armed Forces	<u>22</u>	<u>0%</u>	<u>28</u>	<u>0%</u>	<u>28</u>	<u>0%</u>	<u>28</u>	<u>0%</u>
Total Labor Force Ages 16+	26,826	100%	26,494	100%	27,010	100%	26,832	100%
In the Labor Force	26,826	67%	26,494	65%	27,010	66%	26,832	66%
Not In Labor Force	<u>13,018</u>	<u>33%</u>	<u>14,127</u>	<u>35%</u>	<u>14,153</u>	<u>34%</u>	<u>13,814</u>	<u>34%</u>
Total Population Ages 16+	39,844	100%	40,621	100%	41,163	100%	40,646	100%
Blue Collar Workers	8,641	33%	8,916	37%	9,333	36%	9,172	36%
White Collar Workers	<u>17,289</u>	<u>67%</u>	<u>14,932</u>	<u>63%</u>	<u>16,462</u>	<u>64%</u>	<u>16,252</u>	<u>64%</u>
Total Labor Force Ages 16+	25,930	100%	23,848	100%	25,795	100%	25,423	100%
Per Capita Income	\$22,356	.	\$26,719	.	\$30,877	.	\$35,239	.

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.



# Geographic Setting and Highway Linkages The City of Akron, Ohio



## Commercial Market Parameters The City of Akron, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Population by Age								
0 to 4	15,464	7%	13,400	7%	13,070	7%	12,749	7%
5 to 14	31,297	14%	24,350	12%	23,592	12%	23,535	12%
15 to 19	14,751	7%	15,432	8%	13,257	7%	12,605	7%
20 to 24	15,960	7%	17,312	9%	16,024	8%	15,035	8%
25 to 34	33,287	15%	27,432	14%	30,473	15%	28,896	15%
35 to 44	33,053	15%	24,446	12%	22,954	12%	23,530	12%
45 to 54	27,404	13%	28,008	14%	23,251	12%	20,995	11%
55 to 64	16,406	8%	23,756	12%	25,209	13%	23,058	12%
65 to 74	14,845	7%	12,409	6%	16,379	8%	18,336	10%
75 to 84	11,528	5%	8,780	4%	8,494	4%	9,821	5%
85+	<u>3,499</u>	<u>2%</u>	<u>3,931</u>	<u>2%</u>	<u>4,061</u>	<u>2%</u>	<u>3,889</u>	<u>2%</u>
Total Population	217,493	100%	199,255	100%	196,765	100%	192,449	100%
Median Age	34	.	36	.	36	.	36	.
Seasonal Population	354	0%	324	0%	320	0%	313	0%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Commercial Market Parameters The City of Akron, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Educational Attainment								
Grade K - 8	5,241	4%	4,024	3%	3,170	2%	3,071	2%
Grade 9 - 11	21,877	16%	15,343	12%	12,555	10%	12,112	9%
High School Graduate	49,792	36%	42,770	33%	44,526	34%	43,747	34%
Some College, No Degree	30,425	22%	27,664	21%	29,611	23%	29,161	23%
Associates Degree	6,708	5%	10,126	8%	11,176	9%	11,030	9%
Bachelor's Degree	16,499	12%	18,546	14%	18,550	14%	18,243	14%
Graduate Degree	8,316	6%	9,084	7%	9,406	7%	9,327	7%
No Schooling	<u>973</u>	<u>1%</u>	<u>1,204</u>	<u>1%</u>	<u>1,827</u>	<u>1%</u>	<u>1,835</u>	<u>1%</u>
Age 25+ Population	139,831	100%	128,761	100%	130,821	100%	128,525	100%
Some College or a Degree	61,948	44%	65,421	51%	68,743	53%	67,761	53%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Commercial Market Parameters The City of Akron, Ohio

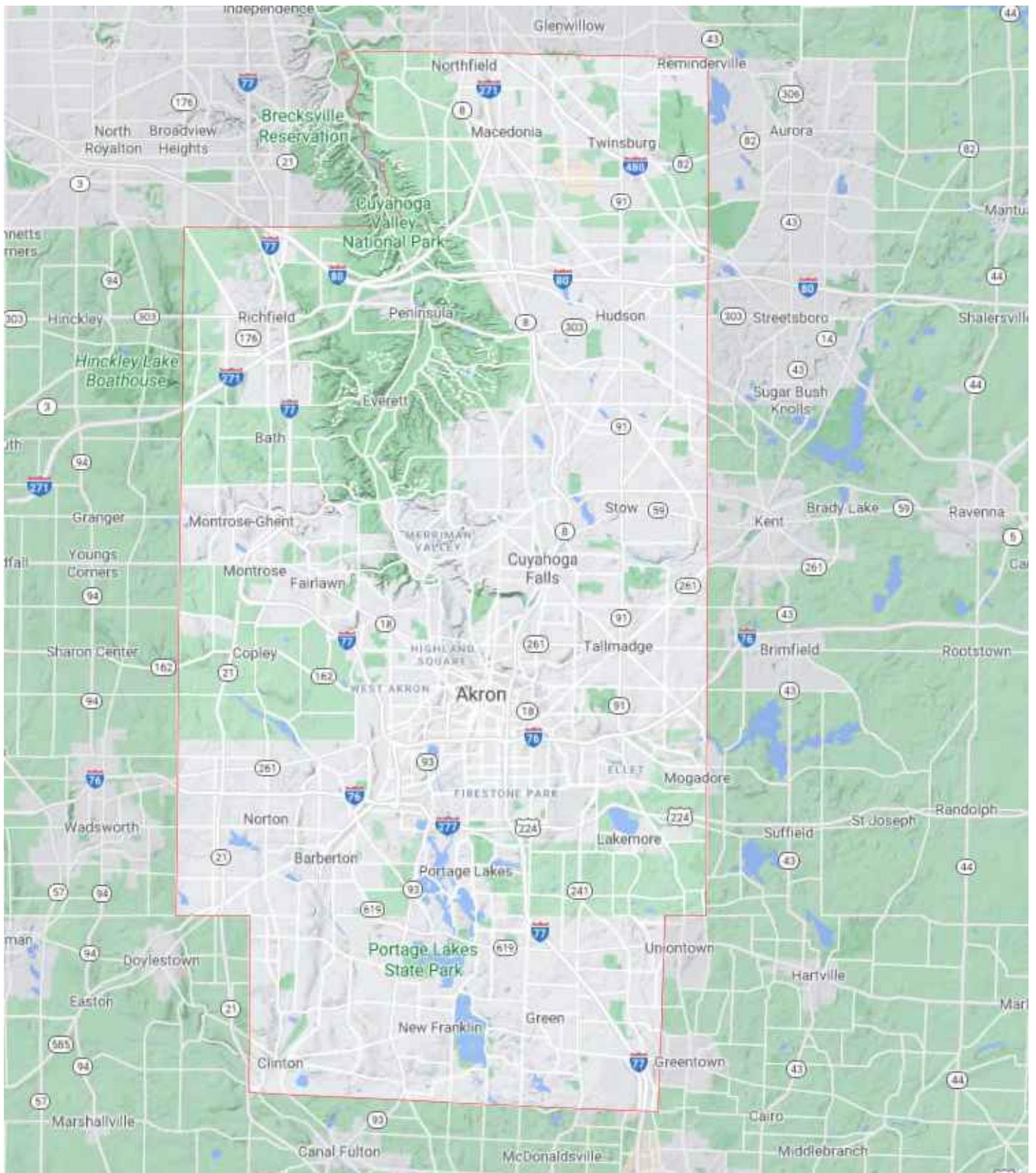
	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Employment								
Civilian, Employed	99,611	93%	86,323	85%	93,216	93%	90,616	92%
Civilian, Unemployed	7,931	7%	14,684	15%	6,695	7%	7,660	8%
In Armed Forces	<u>70</u>	<u>0%</u>	<u>246</u>	<u>0%</u>	<u>253</u>	<u>0%</u>	<u>247</u>	<u>0%</u>
Total Labor Force Ages 16+	107,613	100%	101,253	100%	100,164	100%	98,523	100%
In the Labor Force	107,613	64%	101,253	64%	100,164	63%	98,523	64%
Not In Labor Force	<u>60,381</u>	<u>36%</u>	<u>57,687</u>	<u>36%</u>	<u>57,617</u>	<u>37%</u>	<u>55,342</u>	<u>36%</u>
Total Population Ages 16+	167,994	100%	158,939	100%	157,780	100%	153,865	100%
Blue Collar Workers	42,581	43%	38,043	44%	43,140	46%	41,930	46%
White Collar Workers	<u>56,883</u>	<u>57%</u>	<u>48,280</u>	<u>56%</u>	<u>50,076</u>	<u>54%</u>	<u>48,686</u>	<u>54%</u>
Total Labor Force Ages 16+	99,464	100%	86,323	100%	93,216	100%	90,616	100%
Per Capita Income	\$17,281	.	\$20,451	.	\$23,287	.	\$26,709	.

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

# Geographic Setting, Highway Linkages The State of Ohio



# Geographic Setting and Highway Linkages Summit County, Ohio



## Commercial Market Parameters Summit County, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Population by Age								
0 to 4	35,827	7%	31,524	6%	30,218	6%	29,652	6%
5 to 14	77,793	14%	69,084	13%	62,579	12%	60,816	11%
15 to 19	35,500	7%	38,225	7%	33,392	6%	31,869	6%
20 to 24	30,765	6%	34,111	6%	33,240	6%	32,770	6%
25 to 34	72,654	13%	64,539	12%	72,087	13%	69,481	13%
35 to 44	88,898	16%	69,371	13%	63,008	12%	64,056	12%
45 to 54	77,065	14%	84,435	16%	70,866	13%	64,533	12%
55 to 64	47,368	9%	71,524	13%	78,503	15%	72,742	14%
65 to 74	39,789	7%	39,456	7%	56,085	10%	62,550	12%
75 to 84	28,418	5%	27,334	5%	27,667	5%	33,182	6%
85+	<u>8,700</u>	<u>2%</u>	<u>12,178</u>	<u>2%</u>	<u>13,118</u>	<u>2%</u>	<u>12,930</u>	<u>2%</u>
Total Population	542,779	100%	541,783	100%	540,765	100%	534,583	100%
Median Age	37	.	40	.	41	.	42	.
Seasonal Population	1,606	0%	1,603	0%	1,600	0%	1,582	0%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Commercial Market Parameters Summit County, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Educational Attainment								
Grade K - 8	9,617	3%	7,264	2%	5,692	1%	5,555	1%
Grade 9 - 11	40,661	11%	30,388	8%	24,304	6%	23,641	6%
High School Graduate	121,675	34%	117,836	32%	116,886	31%	115,457	30%
Some College, No Degree	78,797	22%	72,205	20%	77,241	20%	76,915	20%
Associates Degree	19,160	5%	29,490	8%	32,410	9%	32,373	9%
Bachelor's Degree	60,660	17%	72,786	20%	77,849	20%	77,947	21%
Graduate Degree	30,422	8%	36,741	10%	43,889	12%	44,499	12%
No Schooling	<u>1,599</u>	<u>0%</u>	<u>2,128</u>	<u>1%</u>	<u>3,064</u>	<u>1%</u>	<u>3,088</u>	<u>1%</u>
Age 25+ Population	362,592	100%	368,839	100%	381,336	100%	379,476	100%
Some College or a Degree	189,039	52%	211,223	57%	231,390	61%	231,735	61%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Commercial Market Parameters Summit County, Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Employment								
Civilian, Employed	263,211	95%	253,263	89%	274,721	95%	272,171	94%
Civilian, Unemployed	13,921	5%	29,399	10%	13,424	5%	15,586	5%
In Armed Forces	<u>230</u>	<u>0%</u>	<u>430</u>	<u>0%</u>	<u>448</u>	<u>0%</u>	<u>445</u>	<u>0%</u>
Total Labor Force Ages 16+	277,362	100%	283,092	100%	288,593	100%	288,202	100%
In the Labor Force	277,362	66%	283,092	65%	288,593	65%	288,202	66%
Not In Labor Force	<u>144,325</u>	<u>34%</u>	<u>150,629</u>	<u>35%</u>	<u>152,847</u>	<u>35%</u>	<u>149,589</u>	<u>34%</u>
Total Population Ages 16+	421,686	100%	433,721	100%	441,440	100%	437,791	100%
Blue Collar Workers	95,929	36%	96,287	38%	104,294	38%	102,658	38%
White Collar Workers	<u>167,170</u>	<u>64%</u>	<u>156,976</u>	<u>62%</u>	<u>170,427</u>	<u>62%</u>	<u>169,513</u>	<u>62%</u>
Total Labor Force Ages 16+	263,099	100%	253,263	100%	274,721	100%	272,171	100%
Per Capita Income	\$22,407	.	\$28,023	.	\$33,252	.	\$37,746	.

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.



## Commercial Market Parameters The State of Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Population by Age								
0 to 4	752,034	7%	720,856	6%	698,434	6%	692,401	6%
5 to 14	1,644,160	14%	1,522,588	13%	1,452,812	12%	1,424,597	12%
15 to 19	803,059	7%	823,682	7%	766,137	7%	748,548	6%
20 to 24	736,588	6%	763,117	7%	763,154	7%	764,048	6%
25 to 34	1,513,786	13%	1,409,959	12%	1,547,249	13%	1,523,097	13%
35 to 44	1,822,371	16%	1,479,831	13%	1,397,170	12%	1,442,835	12%
45 to 54	1,561,029	14%	1,742,191	15%	1,494,832	13%	1,388,745	12%
55 to 64	1,008,916	9%	1,452,267	13%	1,617,414	14%	1,516,975	13%
65 to 74	797,785	7%	850,234	7%	1,154,296	10%	1,300,631	11%
75 to 84	541,291	5%	541,352	5%	590,691	5%	716,221	6%
85+	<u>172,234</u>	<u>2%</u>	<u>230,429</u>	<u>2%</u>	<u>257,573</u>	<u>2%</u>	<u>261,133</u>	<u>2%</u>
Total Population	#####	100%	#####	100%	11,739,764	100%	11,779,233	100%
Median Age	36	.	39	.	39	.	40	.
Seasonal Population	137,161	1%	139,375	1%	141,831	1%	142,307	1%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Commercial Market Parameters The State of Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Educational Attainment								
Grade K - 8	287,942	4%	194,394	3%	165,339	2%	164,527	2%
Grade 9 - 11	930,314	13%	659,732	9%	592,065	7%	588,280	7%
High School Graduate	2,674,605	36%	2,714,964	35%	2,706,439	34%	2,712,526	33%
Some College, No Degree	1,471,929	20%	1,580,094	21%	1,647,520	20%	1,662,423	20%
Associates Degree	439,615	6%	601,357	8%	679,754	8%	691,315	8%
Bachelor's Degree	1,016,267	14%	1,207,894	16%	1,373,553	17%	1,409,192	17%
Graduate Degree	547,274	7%	688,418	9%	827,347	10%	853,493	10%
No Schooling	<u>43,851</u>	<u>1%</u>	<u>59,411</u>	<u>1%</u>	<u>67,209</u>	<u>1%</u>	<u>67,881</u>	<u>1%</u>
Age 25+ Population	7,411,796	100%	7,706,264	100%	8,059,226	100%	8,149,638	100%
Some College or a Degree	3,475,085	47%	4,077,762	53%	4,528,174	56%	4,616,424	57%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

## Commercial Market Parameters The State of Ohio

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Employment								
Civilian, Employed	5,403,574	95%	5,241,906	90%	5,798,714	95%	5,787,892	95%
Civilian, Unemployed	282,585	5%	599,770	10%	281,591	5%	324,422	5%
In Armed Forces	<u>9,910</u>	<u>0%</u>	<u>11,395</u>	<u>0%</u>	<u>11,817</u>	<u>0%</u>	<u>11,814</u>	<u>0%</u>
Total Labor Force Ages 16+	5,696,069	100%	5,853,072	100%	6,092,122	100%	6,124,129	100%
In the Labor Force	5,696,069	65%	5,853,072	64%	6,092,122	65%	6,124,129	64%
Not In Labor Force	<u>3,097,085</u>	<u>35%</u>	<u>3,280,762</u>	<u>36%</u>	<u>3,348,086</u>	<u>35%</u>	<u>3,391,663</u>	<u>36%</u>
Total Population Ages 16+	8,793,154	100%	9,133,834	100%	9,440,208	100%	9,515,792	100%
Blue Collar Workers	2,206,314	41%	2,145,721	41%	2,393,819	41%	2,373,033	41%
White Collar Workers	<u>3,195,906</u>	<u>59%</u>	<u>3,096,186</u>	<u>59%</u>	<u>3,404,895</u>	<u>59%</u>	<u>3,414,859</u>	<u>59%</u>
Total Labor Force Ages 16+	5,402,220	100%	5,241,906	100%	5,798,714	100%	5,787,892	100%
Per Capita Income	\$20,694	.	\$25,819	.	\$31,434	.	\$35,774	.

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

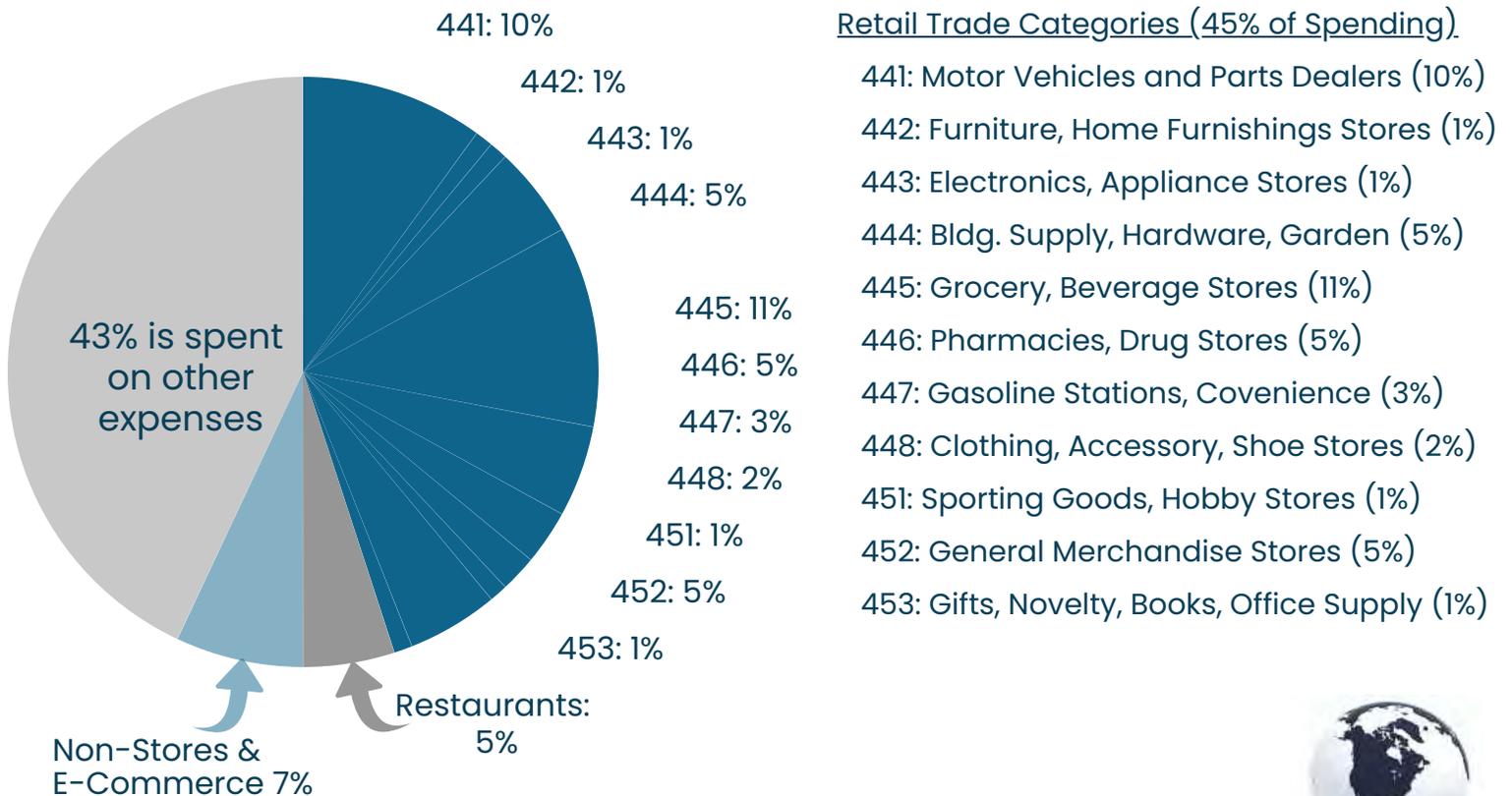
# Section F



# Retail Expenditures | Ohio



## 2020 Annual Expenditures As a Share of Per Capita Income by Retail Category | Ohio



Underlying data represents estimates only; analysis based on the U.S. Census Bureau's Advance Monthly Retail Trade Survey through 2020. Prepared by LandUseUSA | Urban Strategies © with full copyrights and all rights reserved.



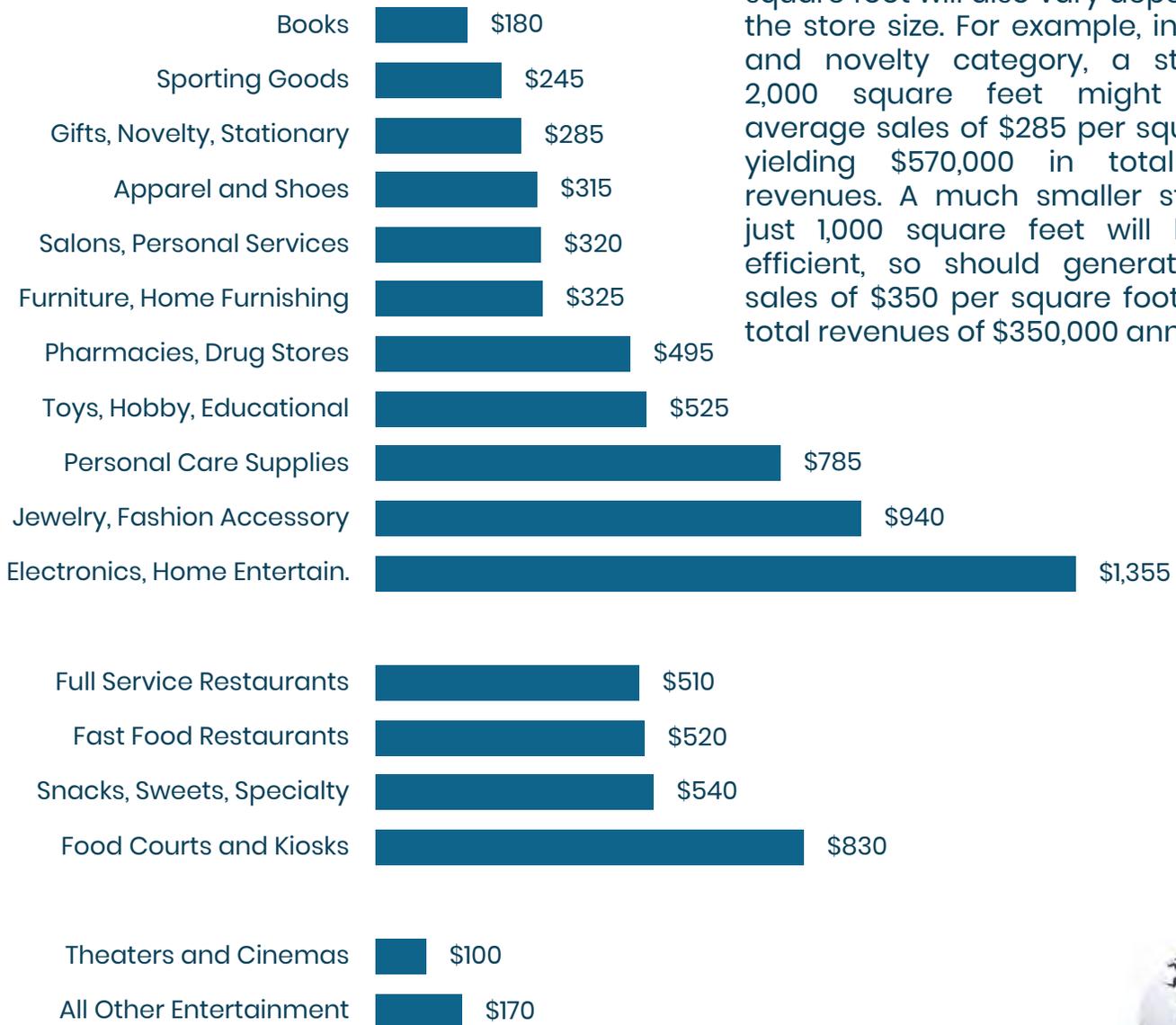
# Retail Sales per Square Foot | Ohio

Demonstrates variations in sale productivity by retail category, forecast to 2020.

Average sales per square foot will vary by retail category, stores size, geographic location, visibility to vehicular traffic, resident and visitor incomes, and many related factors. This chart demonstrates the variations between retail categories, with averages for the State of Ohio and forecast to the year 2020.

Drug stores, pharmacies and personal care stores, jewelry, and electronics categories tend to have the high sales per square foot. In contrast, categories like gifts, novelty, apparel, salons, books, cinemas, and entertainment have lower sales per square foot. The average across the entire retail trade category is about \$350 per square foot.

Within each category, the sales per square foot will also vary depending on the store size. For example, in the gifts and novelty category, a store with 2,000 square feet might achieve average sales of \$285 per square foot, yielding \$570,000 in total annual revenues. A much smaller store with just 1,000 square feet will be more efficient, so should generate higher sales of \$350 per square foot, yielding total revenues of \$350,000 annually.



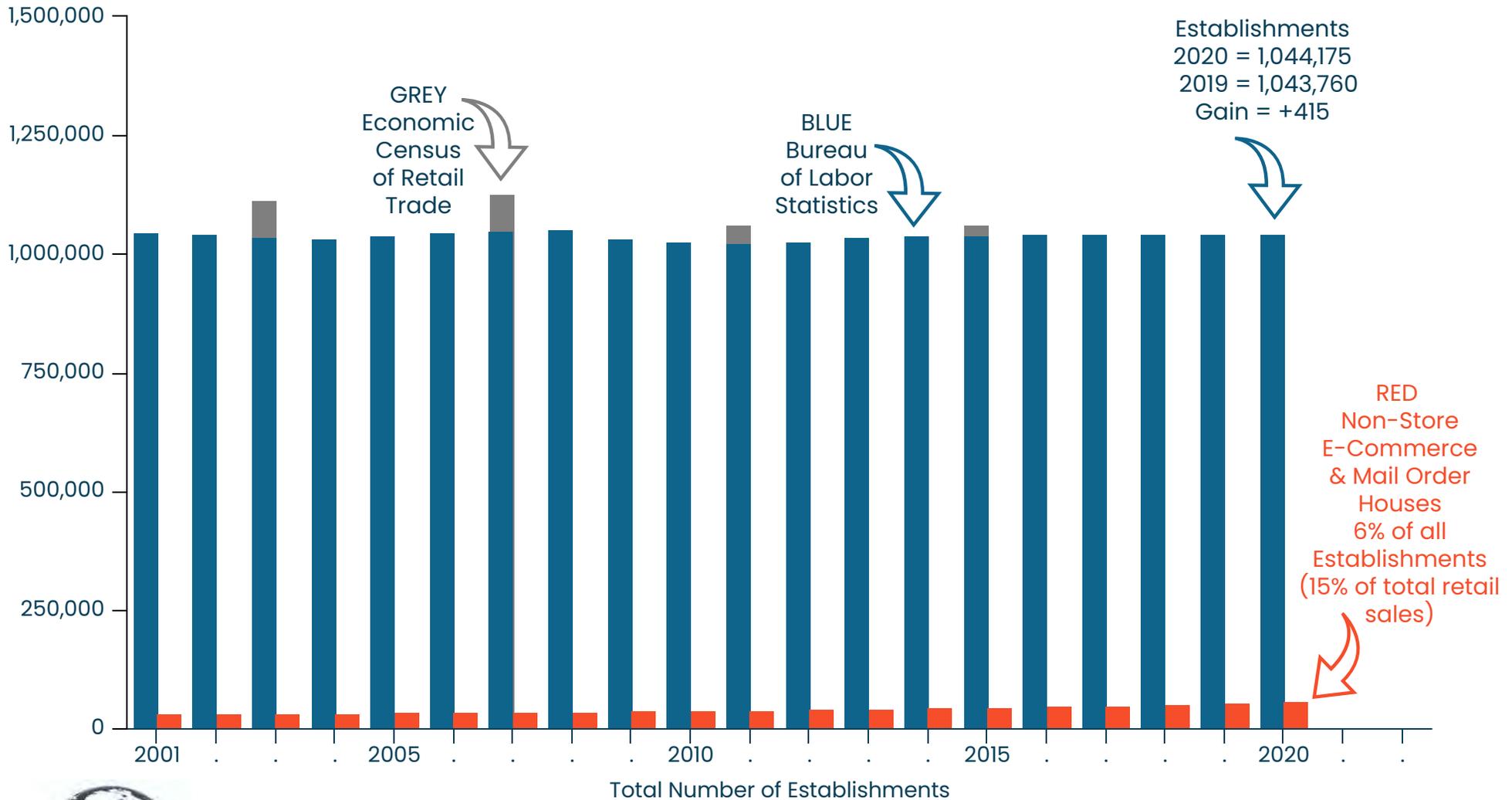
Underlying data provided by the International Council of Shopping Centers through year-end 2017. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2020 - 2021



# Section G



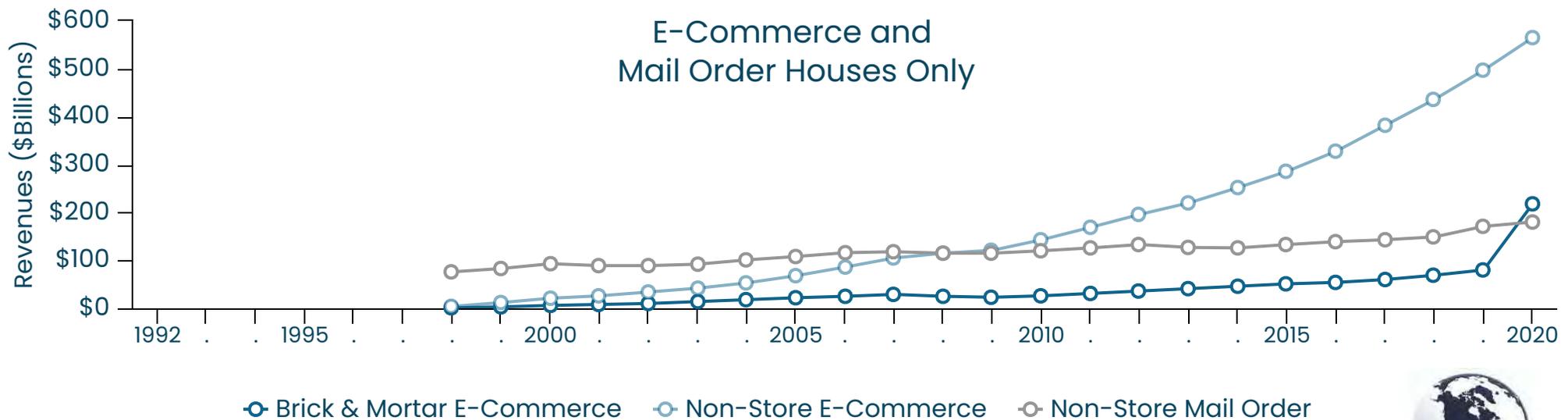
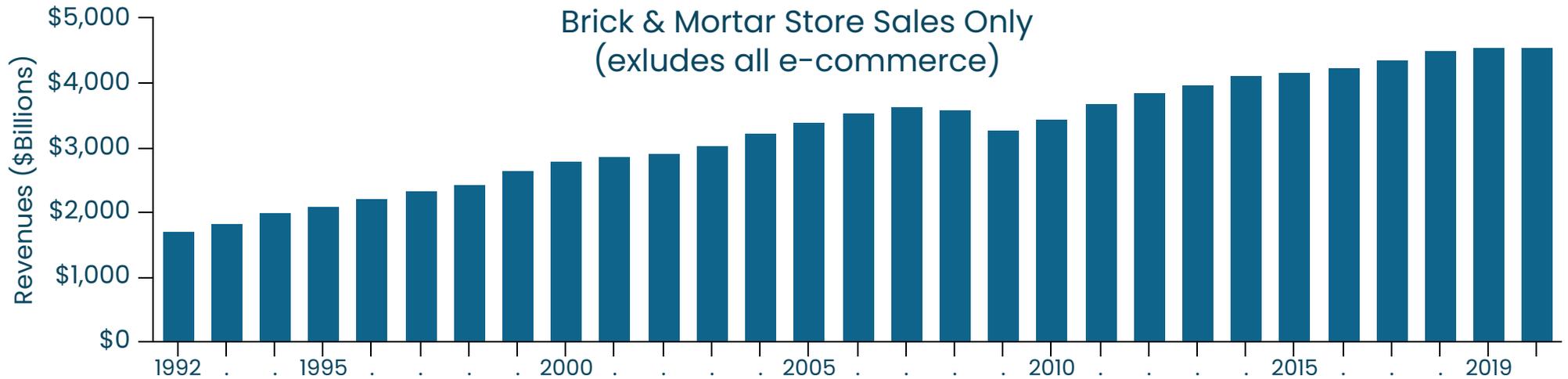
# Number of Retail Establishments The United States | 2001 - 2020



Sources: Underlying data provided by the Bureau of Labor Statistics and the United States Economic Census of Retail Trade. Analysis and exhibit prepared by LandUseUSA | Urban Strategies, 2021.

# Annual Sales for the United States | 1998 - 2020

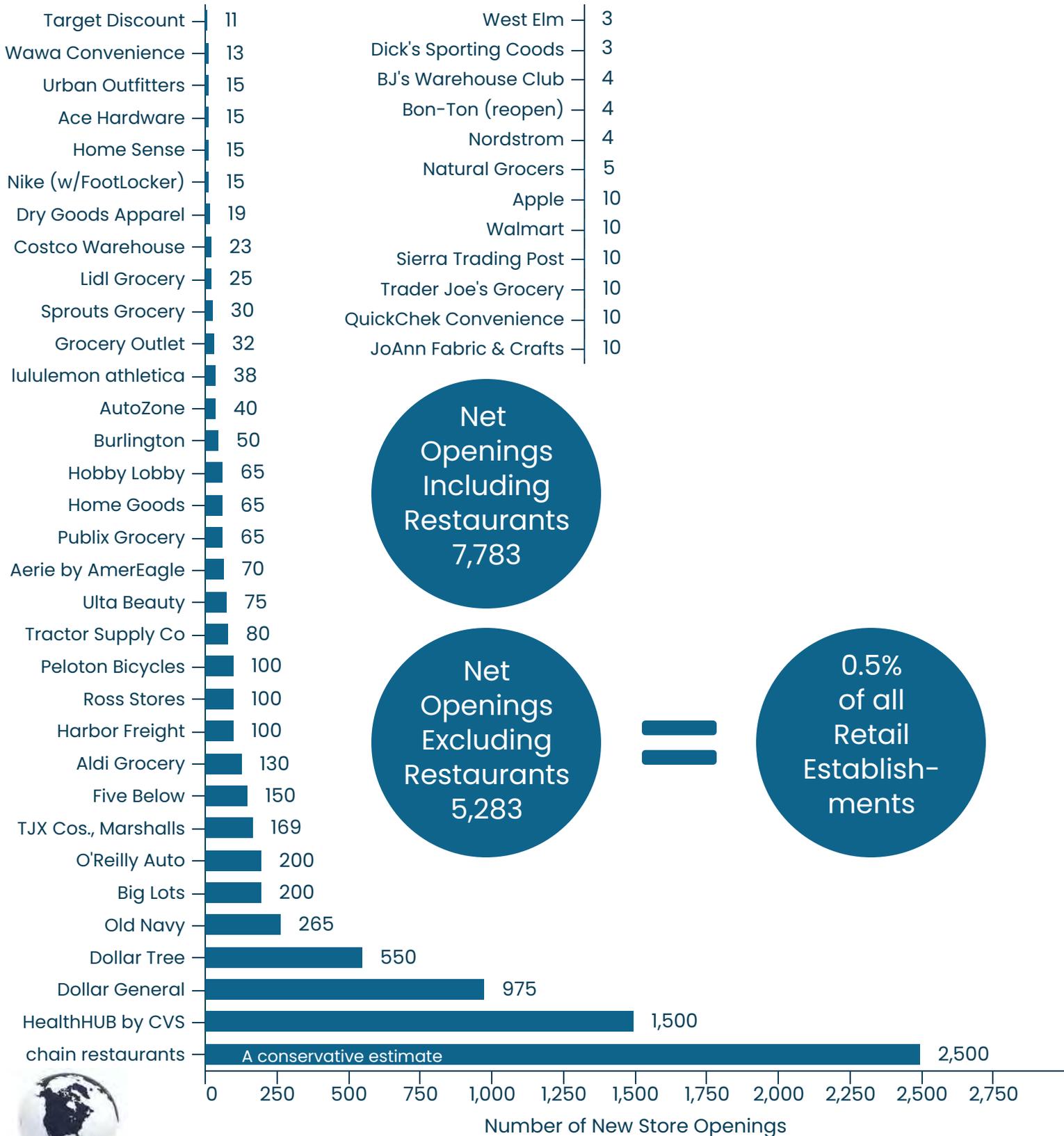
## Brick & Mortar, E-Commerce, and Mail Order Sales



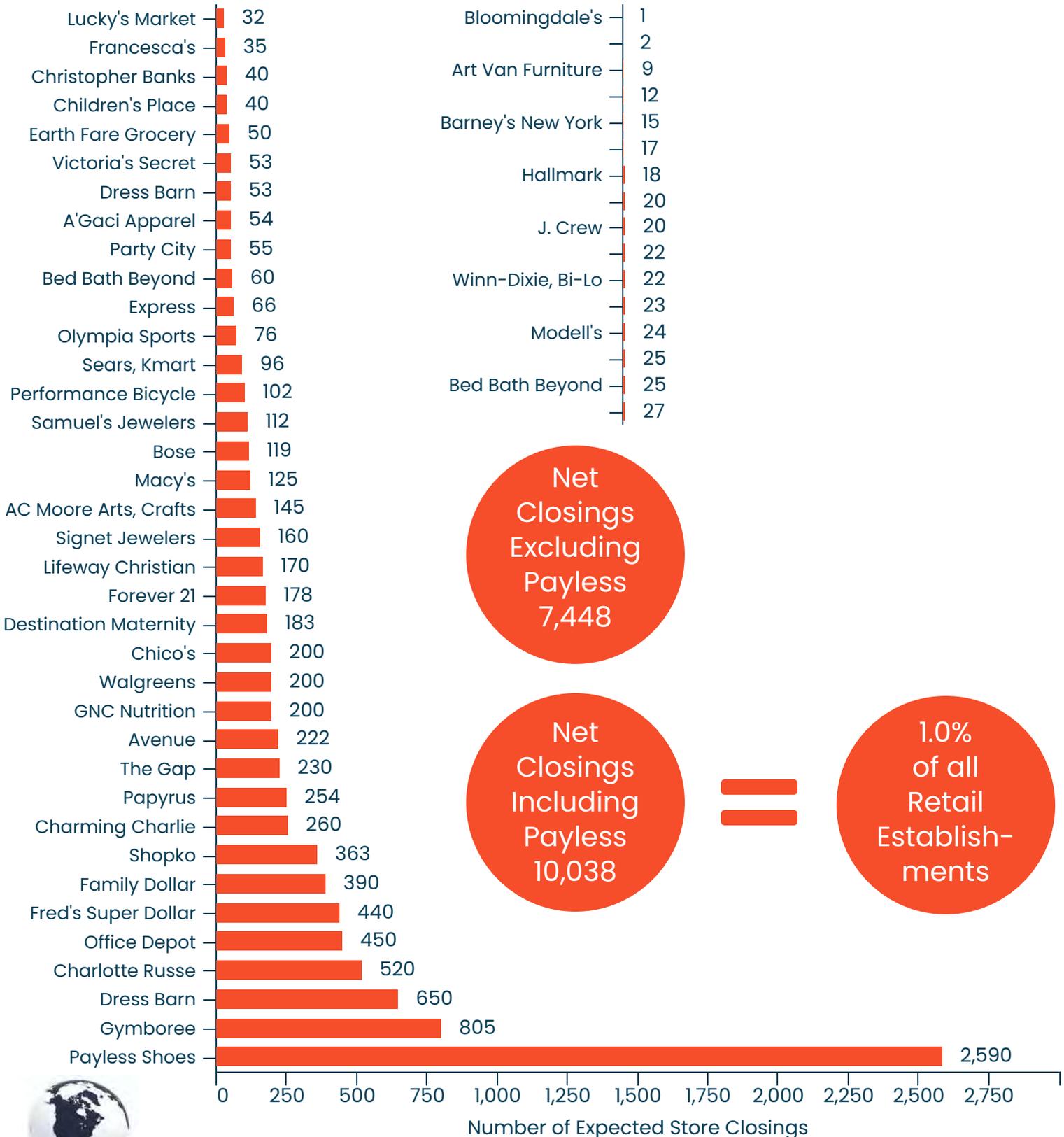
○ Brick & Mortar E-Commerce
○ Non-Store E-Commerce
○ Non-Store Mail Order



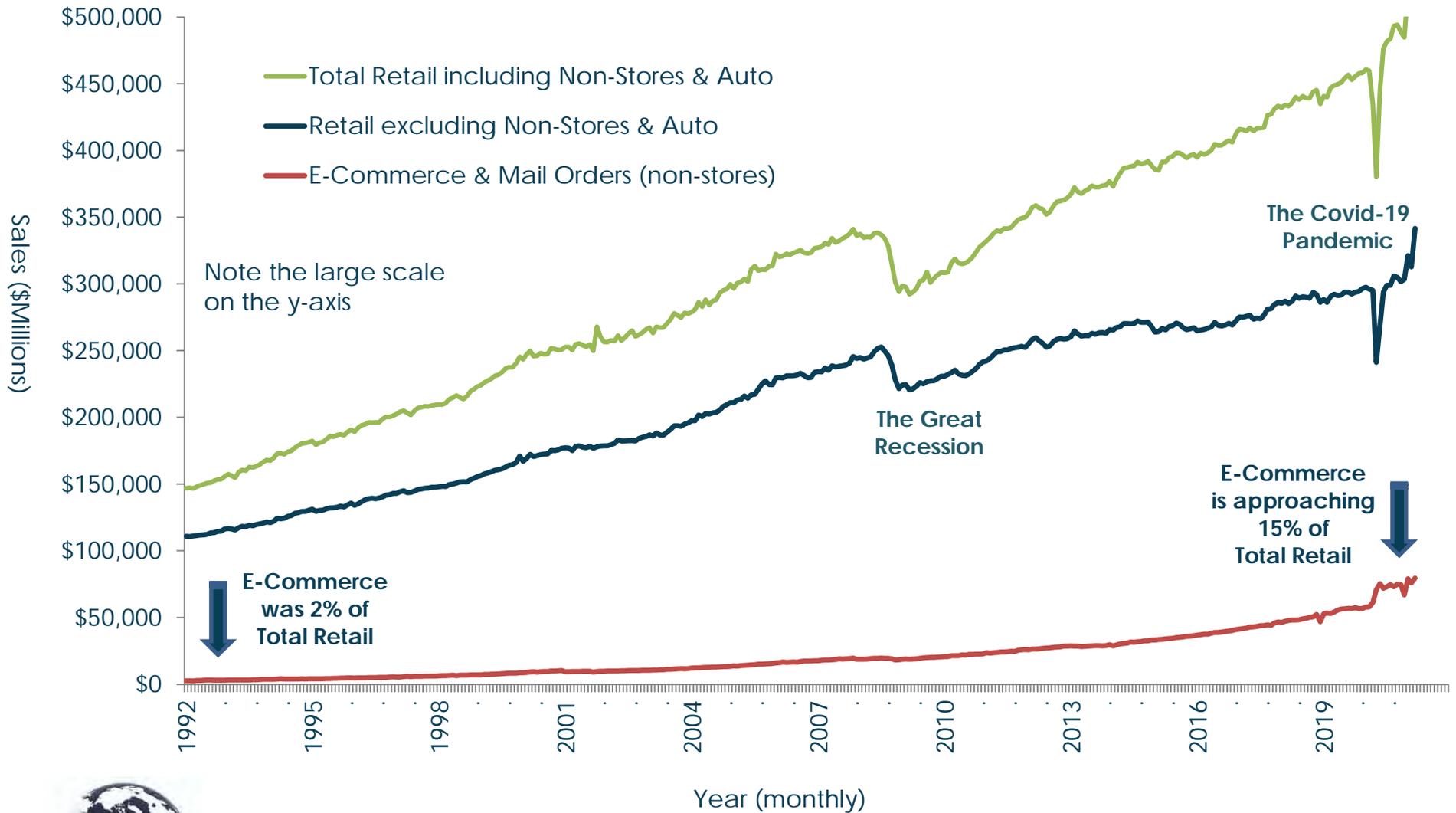
# Net Store Openings | 45 Chains Nationwide | Annually 2019-2020



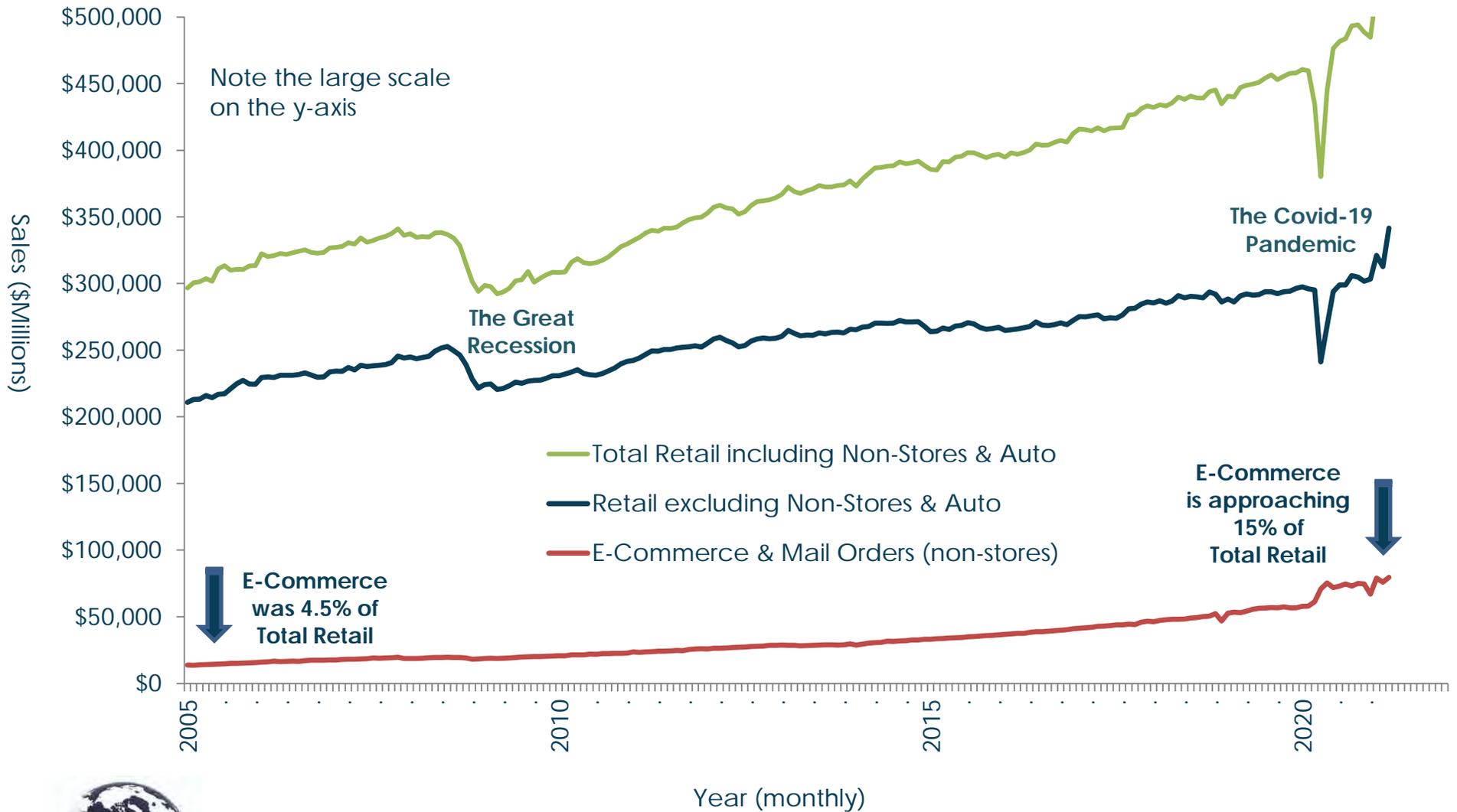
# Net Store Closings | 52 Chains Nationwide | Annually 2019-2020



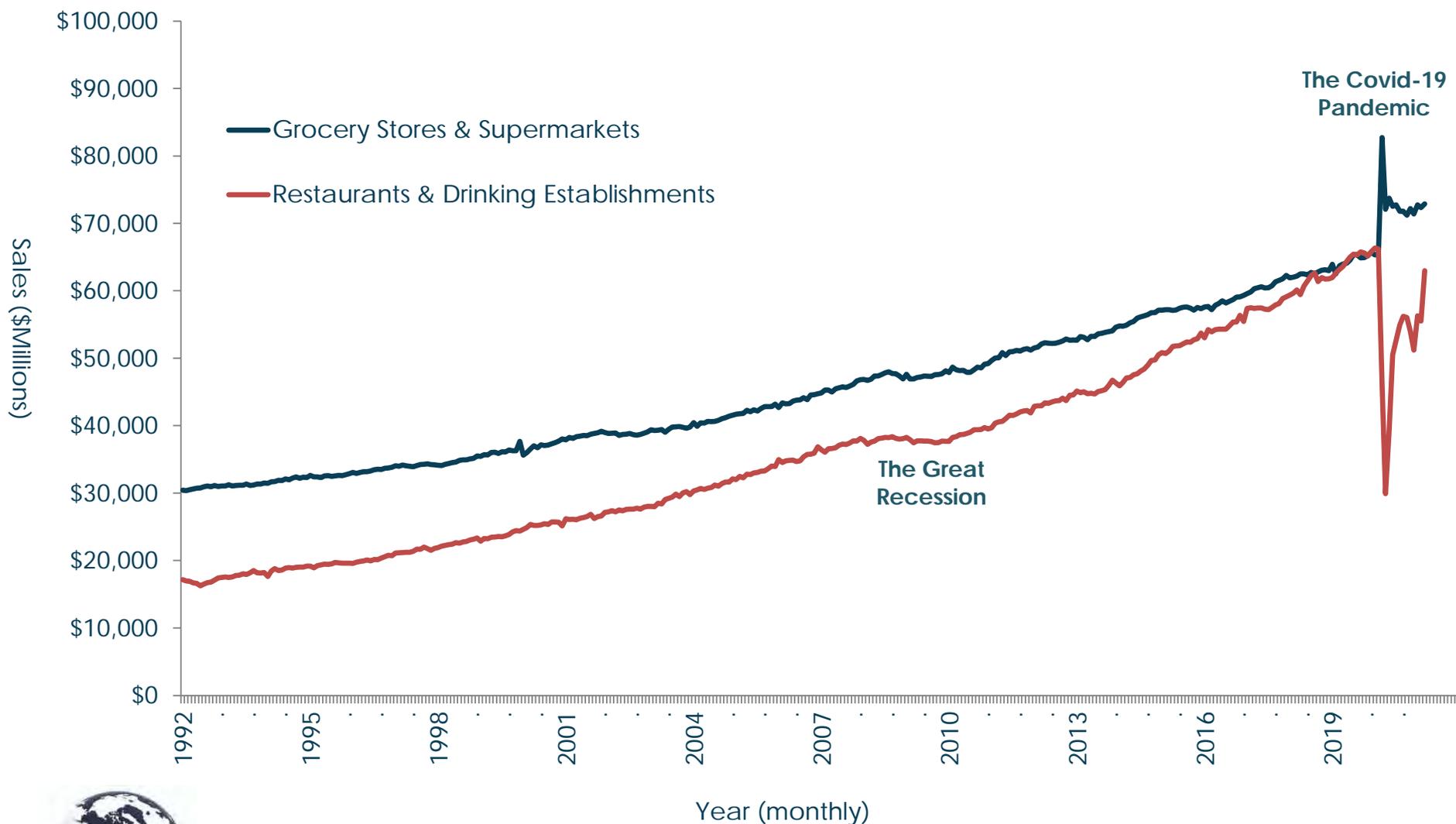
# Monthly Sales | Total Retail Trade v. E-Commerce The United States | 1992 - March 2021



## Monthly Sales | Total Retail Trade v. E-Commerce The United States | 2005 - March 2021

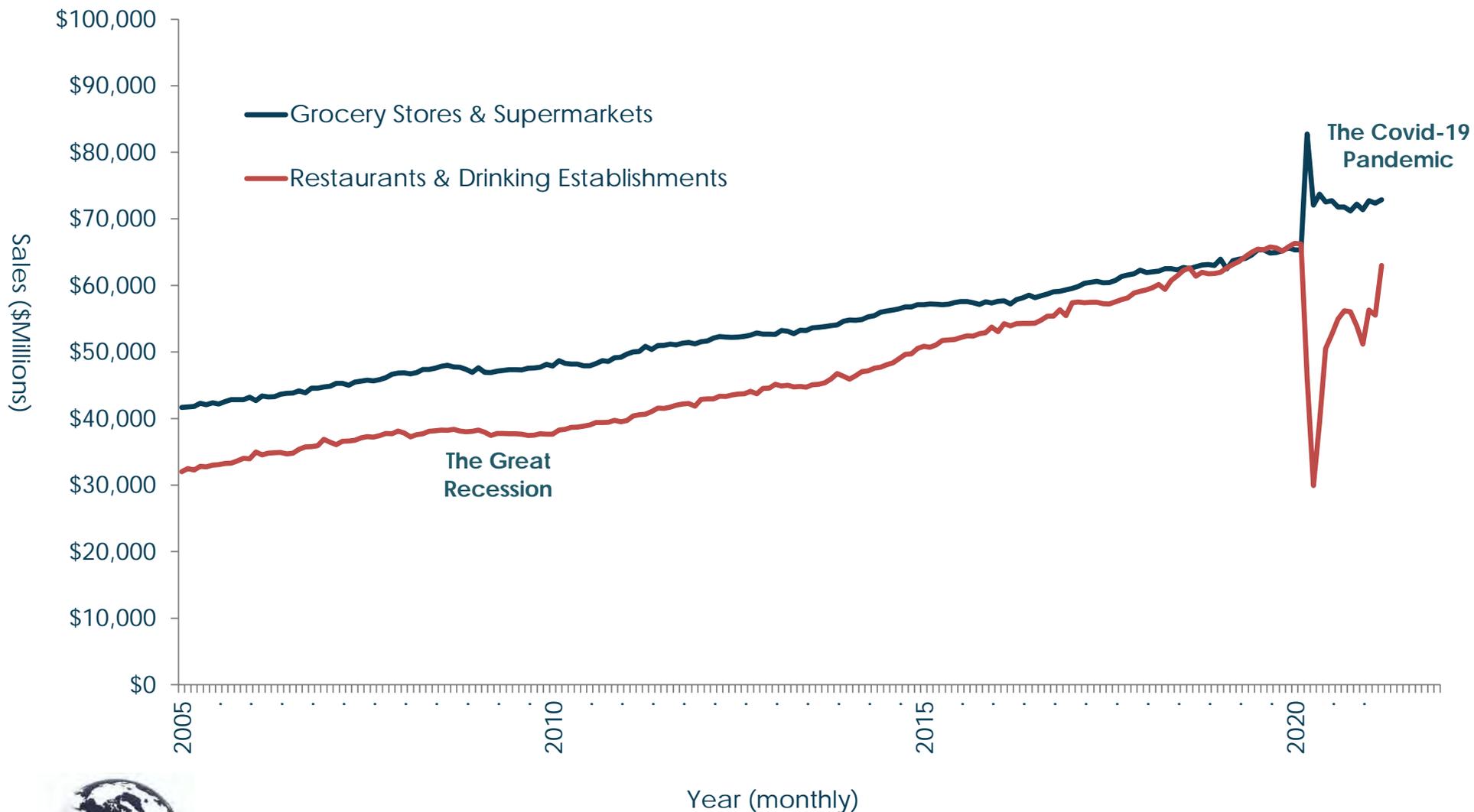


# Monthly Sales | Grocery Stores v. Restaurants The United States | 1992 - March 2021



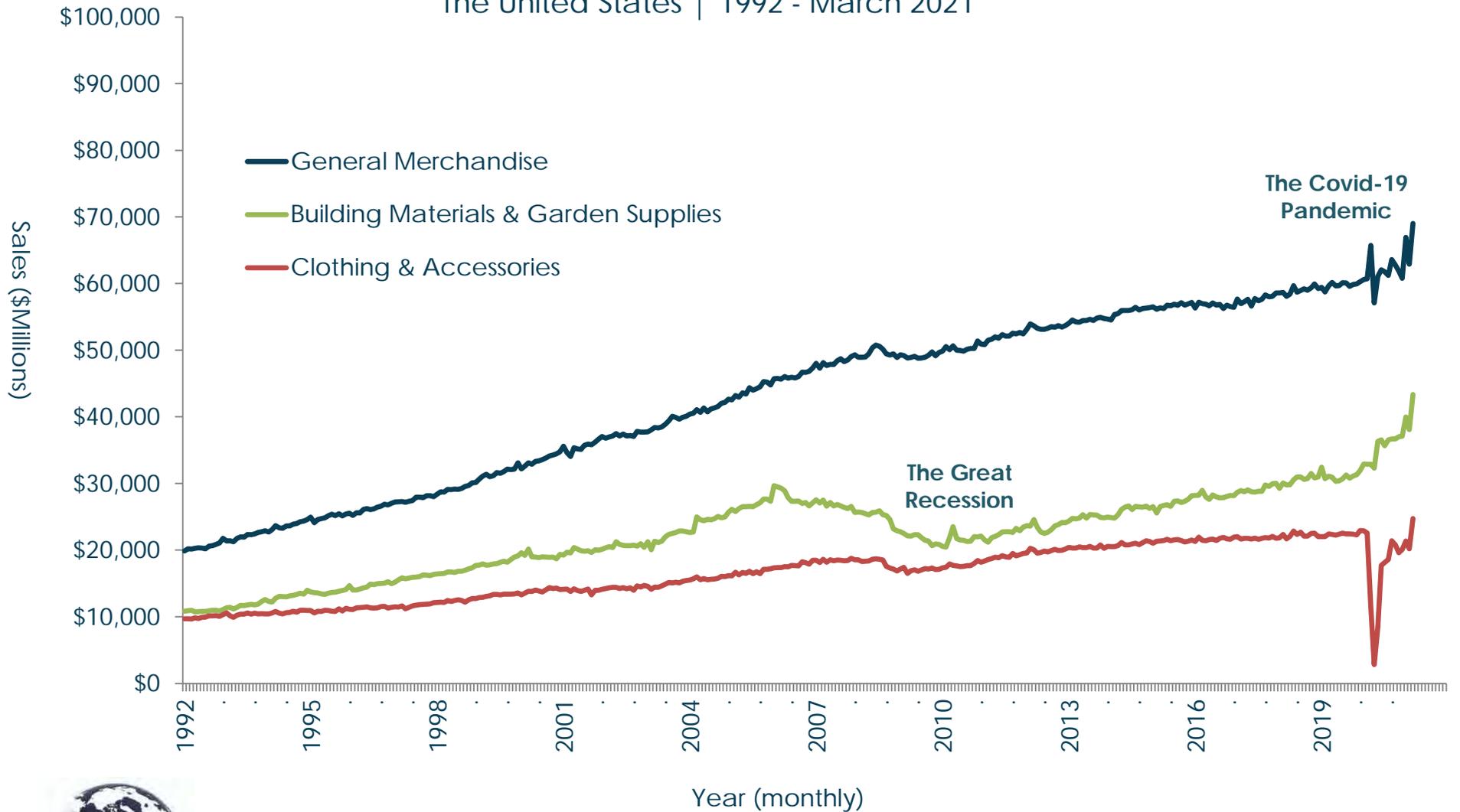
Source: United States Census of Monthly Retail Sales through February 2021. Analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2021. Grocery stores and supermarkets include liquor stores. All figures are seasonally adjusted; but they are not adjusted for inflation.

# Monthly Sales | Grocery Stores v. Restaurants The United States | 2005 - March 2021



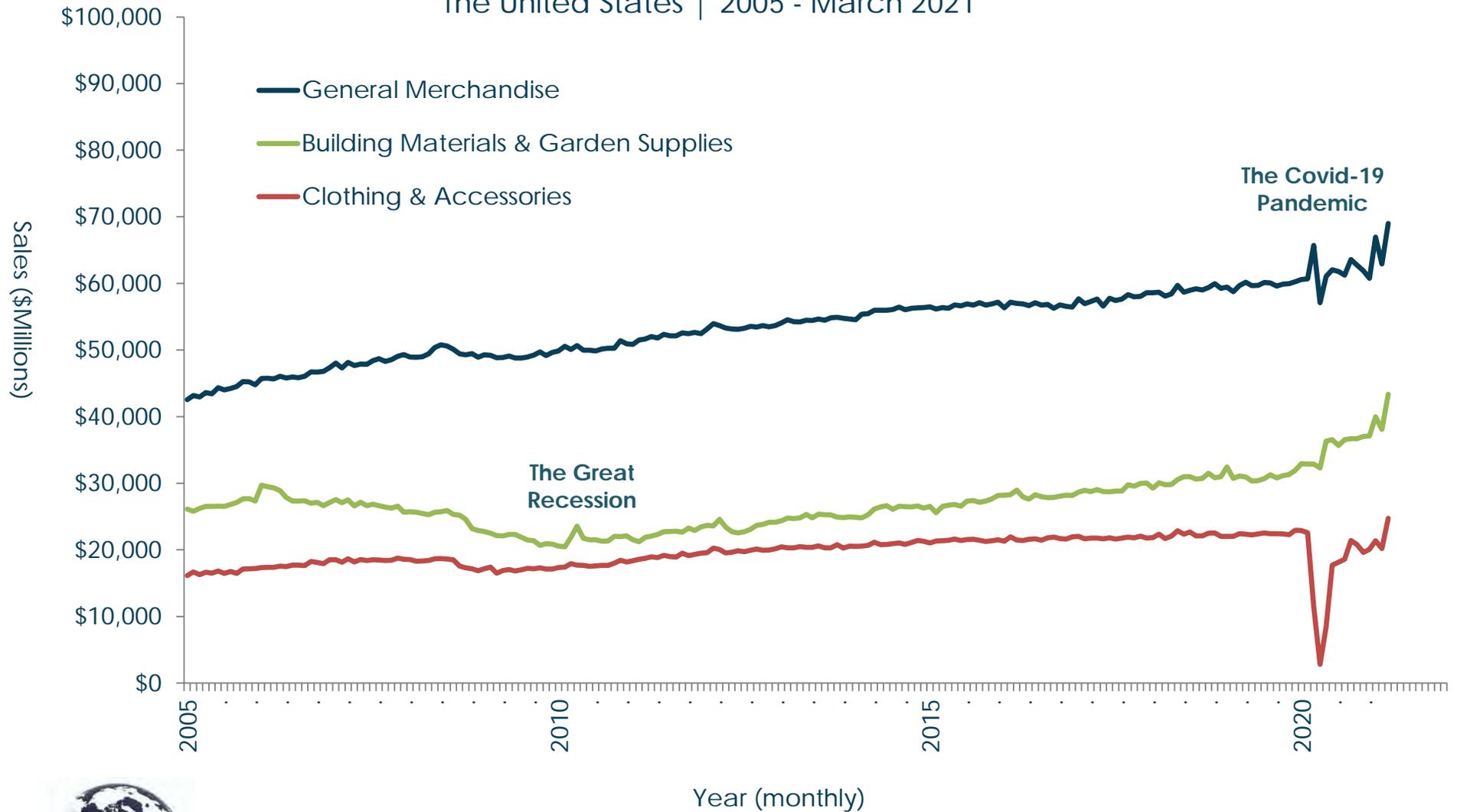
Source: United States Census of Monthly Retail Sales through February 2021. Analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2021. Grocery stores and supermarkets include liquor stores. All figures are seasonally adjusted; but they are not adjusted for inflation.

# Monthly Sales | General Merchandise v. Clothing Building Materials & Garden Supplies The United States | 1992 - March 2021



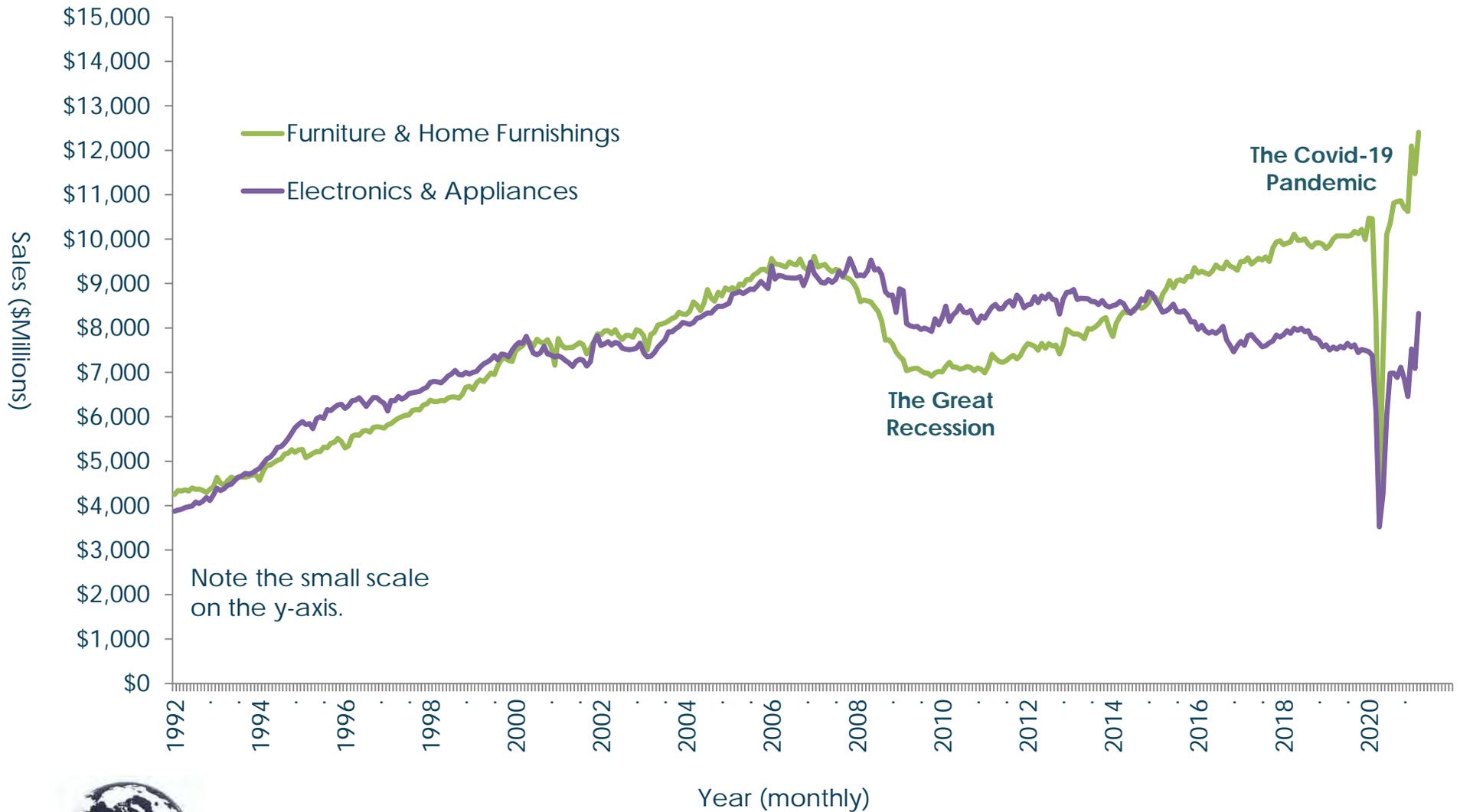
Source: United States Census of Monthly Retail Sales through February 2021. Analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2021. General Merchandise includes all department, discount, dollar, membership warehouse, and other stores. All figures are seasonally adjusted; but they are not adjusted for

# Monthly Sales | General Merchandise v. Clothing Building Materials & Garden Supplies The United States | 2005 - March 2021



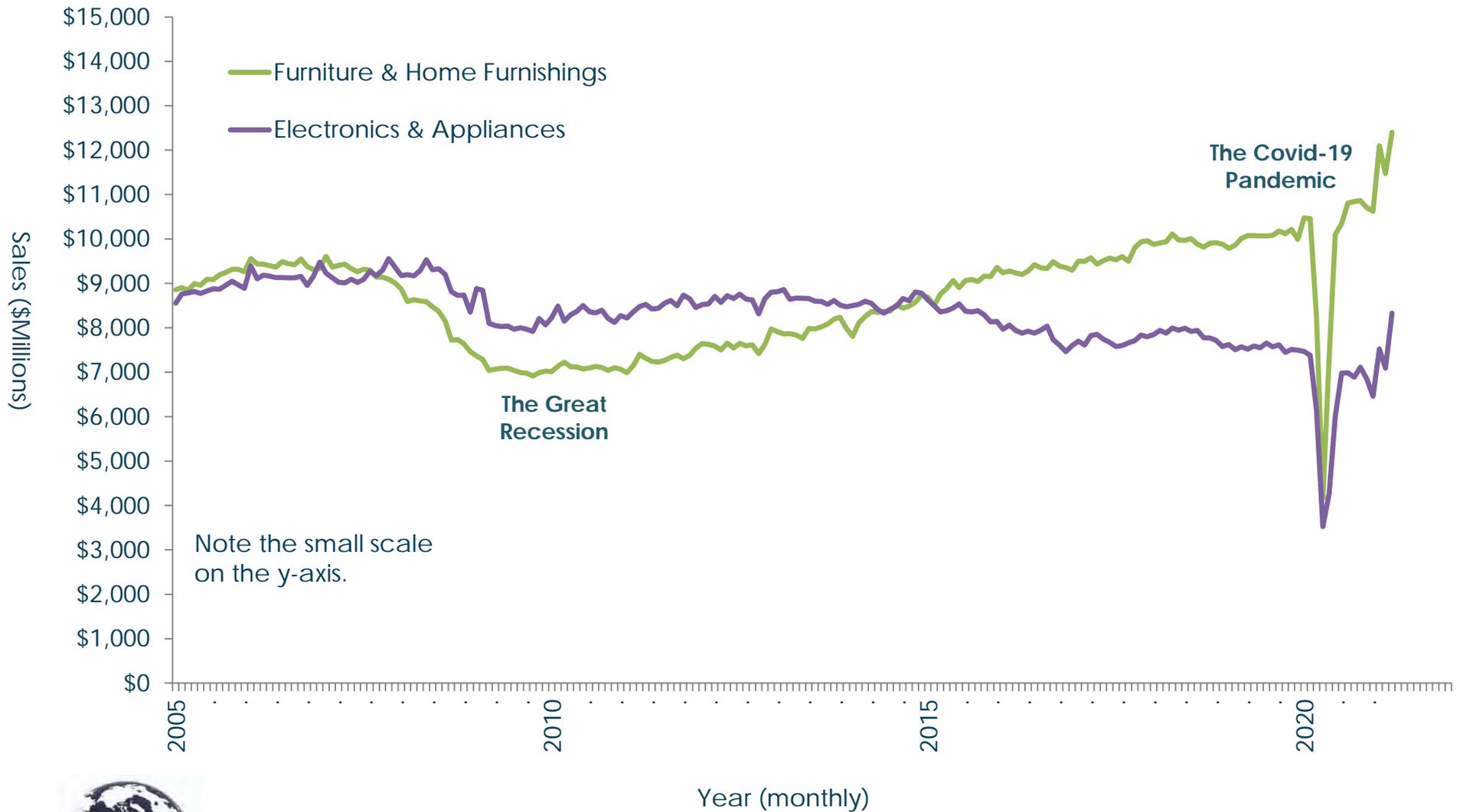
Source: United States Census of Monthly Retail Sales through February 2021. Analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2021. General Merchandise includes all department, discount, dollar, membership warehouse, and other stores. All figures are seasonally adjusted; but they are not adjusted for

# Monthly Sales | Small Retail Categories The United States | 1992 - March 2021



Source: United States Census of Monthly Retail Sales through February 2021. Analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2021. Office supplies, gifts & novelty stores include antique and other used merchandise stores. All figures are seasonally adjusted; but they are not adjusted for inflation.

# Monthly Sales | Small Retail Categories The United States | 2005 - March 2021



Note the small scale on the y-axis.



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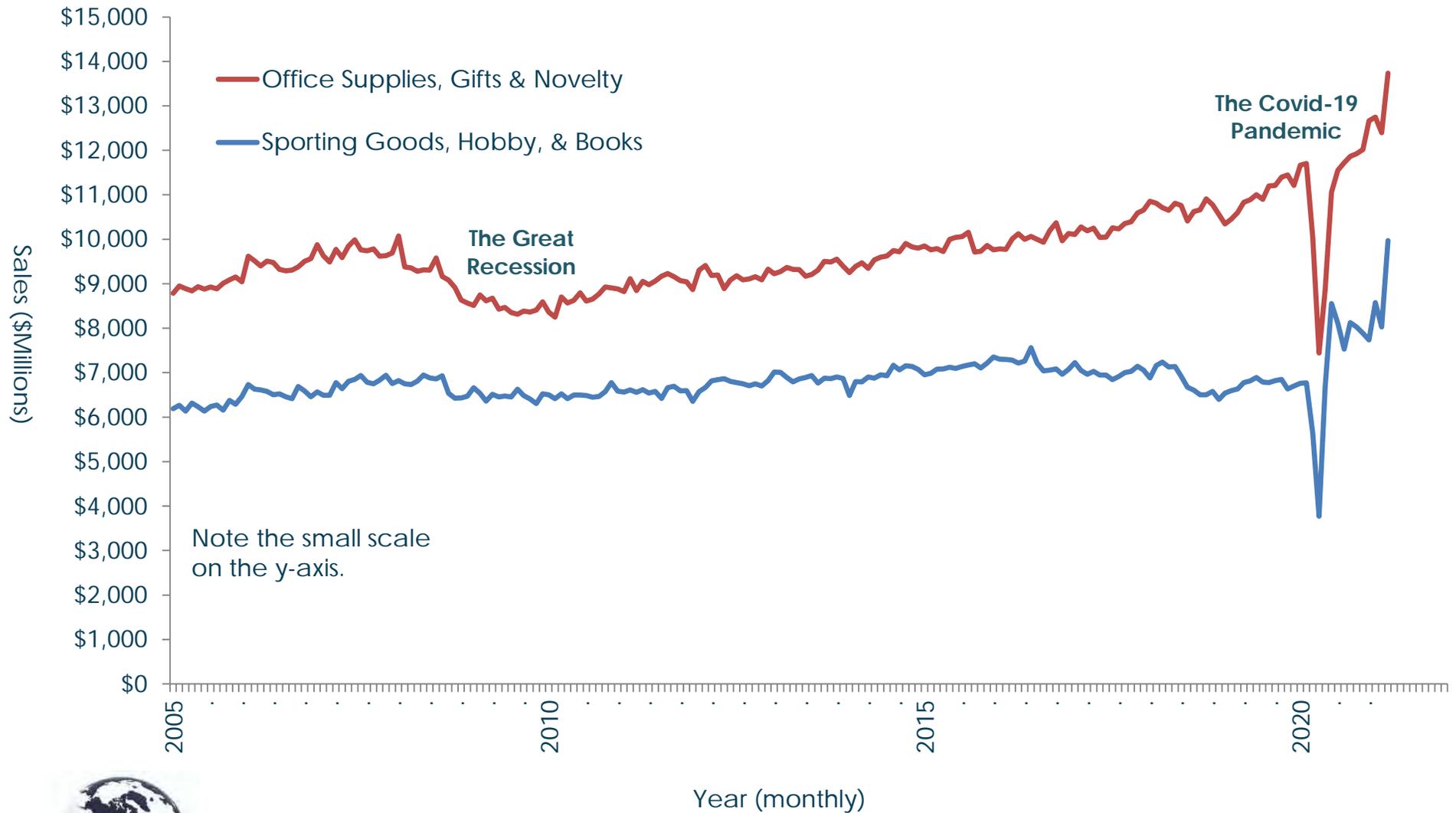
Source: United States Census of Monthly Retail Sales through February 2021. Analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2021. Office supplies, gifts & novelty stores include antique and other used merchandise stores. All figures are seasonally adjusted; but they are not adjusted for inflation.

# Monthly Sales | Small Retail Categories The United States | 1992 - March 2021



Source: United States Census of Monthly Retail Sales through February 2021. Analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2021. Office supplies, gifts & novelty stores include antique and other used merchandise stores. All figures are seasonally adjusted; but they are not adjusted for inflation.

# Monthly Sales | Small Retail Categories The United States | 2005 - March 2021

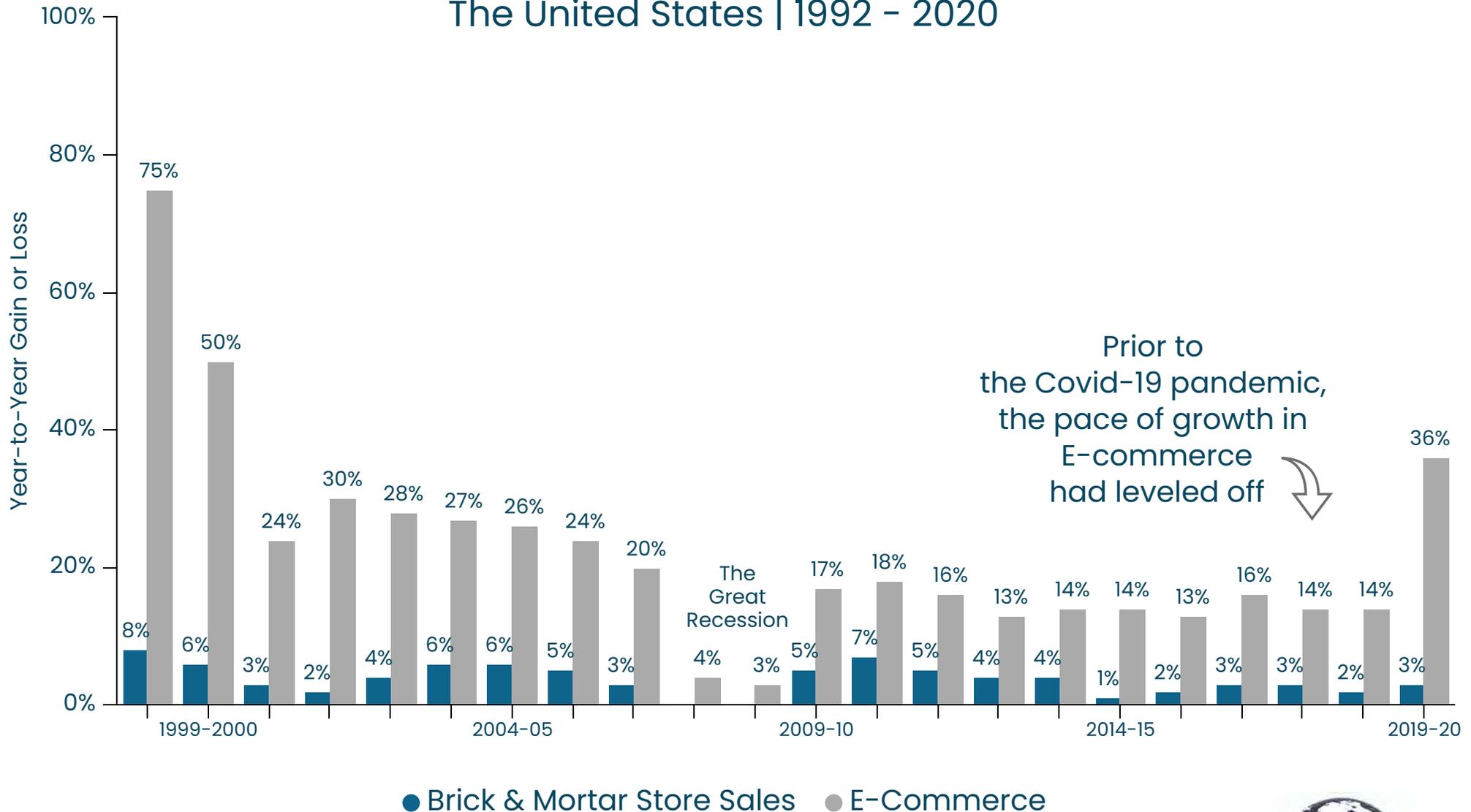


Source: United States Census of Monthly Retail Sales through February 2021. Analysis and exhibit prepared by LandUseUSA | Urban Strategies © 2021. Office supplies, gifts & novelty stores include antique and other used merchandise stores. All figures are seasonally adjusted; but they are not adjusted for inflation.

# Brick-and-Mortar Stores vs. E-Commerce

## Year-to-Year Growth Rates

### The United States | 1992 - 2020



Analysis and exhibit prepared by LandUseUSA | Urban Strategies © with all rights reserved; 2020 - 2021. Underlying data provided by the United States Census with interpolations, calculations, and forecasts provided by LandUseUSA. "E-Commerce" includes all electronic shopping, mail order houses (catalogs), and miscellaneous vendors; and includes e-commerce by both brick-and-mortar stores and by non-stores.

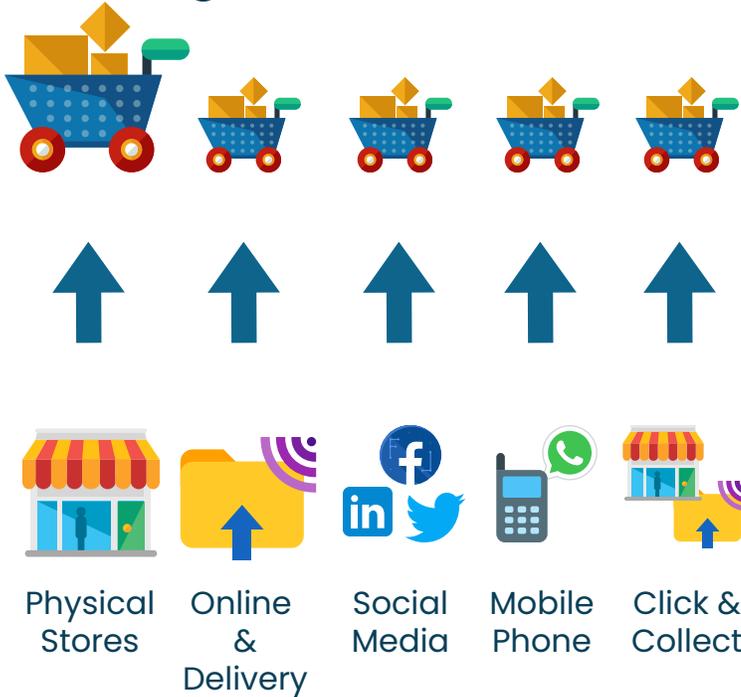


# The Halo Effect of Omni Channels

Consumers are most loyal to brick & mortar stores with online and phone ordering & delivery, click & collect, and promotions through social media.

## Single & Dual Channels

## The Omni Channel



The "Halo Effect"

