

Market Overview

Target Market Demographics

	1/2 mile	2 miles	5 minutes
2008 Basic Variables			
Average Household Size	2.40	3.01	2.83
Households	429	12,532	6,605
Population	1,028	38,264	18,942
Total Population Median Age	38.03	30.28	31.26
2008 Household Income			
Average Household Income	\$56,211	\$65,311	\$61,929
Median Household Income	\$60,985	\$64,256	\$62,903
2008 Length of Residence			
Stability (% in Current Residence 5+ Years)	44.04%	41.33%	39.53%
2008 Business Summary			
Total Employees	2,413	15,615	11,690
Total Establishments	73	941	603
2008 Consumer Expenditure			
Total Retail Expenditure	\$8,598,405	\$276,469,866	\$140,772,511

* Target markets utilize the Main Street/Mill Street intersection as the center point.

- Montgomery has sufficient demographic characteristics, particularly incomes to attract the interest of the development community.
- Montgomery has nearly 2½ times more employees than residents within a ½ mile of its downtown, with nearly 19,000 employees within 5 minutes of downtown. This substantial employment base and its projected growth augment Montgomery's future opportunities.

Source: Experian/Applied Geographic Solutions, 2008.

Demographics of Nearby Communities

	Montgomery	Elburn	Oswego	Plano	Sugar Grove	Yorkville
Population: 2008						
Total Population	6,942	3,961	21,526	7,771	8,434	11,218
Median Age	35.3	35.5	31.5	30.7	35.5	33.3
Total Employees	6,693	1,861	5,330	1,509	1,720	3,835
Total Establishments	314	217	537	168	186	406
Income: 2008						
Median Household Income	\$64,445	\$95,550	\$88,615	\$62,718	\$90,777	\$79,942
Average Household Income	\$61,762	\$88,071	\$89,504	\$66,858	\$92,036	\$82,716
Households: 2008						
Total Households	2,690	1,414	7,052	2,559	2,608	3,903
Average Household Size	2.58	2.80	3.05	3.04	3.23	2.86
Ethnicity: 2008						
Hispanic	23.2%	10.0%	14.8%	47.7%	12.7%	8.5%
Non-Hispanic	76.8%	90.0%	85.2%	52.3%	87.3%	91.5%
Consumer Expenditures: 2008						
Total Retail Expenditure	\$57,264,843	\$38,587,956	\$194,657,879	\$57,541,674	\$73,176,851	\$102,078,654

- Of nearby communities, Plano and Montgomery are the most ethnically diverse and have the lowest median incomes.
- Montgomery's population growth and transit future, combined with this economic and ethnic diversity, presents a unique opportunity for Montgomery to differentiate its downtown.

Source: Experian/Applied Geographic Solutions, 2008.

15-minute Drive Time from Downtown Montgomery

- Multiple retail options exist for Montgomery residents within 15 minutes of the downtown districts. Even more options, such as Prime Outlets in Aurora, exist on the periphery of the 15-minute drive time.
- This 15-minute geography includes three economically strong, traditional downtown districts—each with varied restaurant and boutique retail offerings. Differentiating downtown Montgomery will be strategic to future success.

Source: Experian/Applied Geographic Solutions, 2008.



Neighborhood-Serving Businesses

Space Needs & Frequency with Center Business Mix

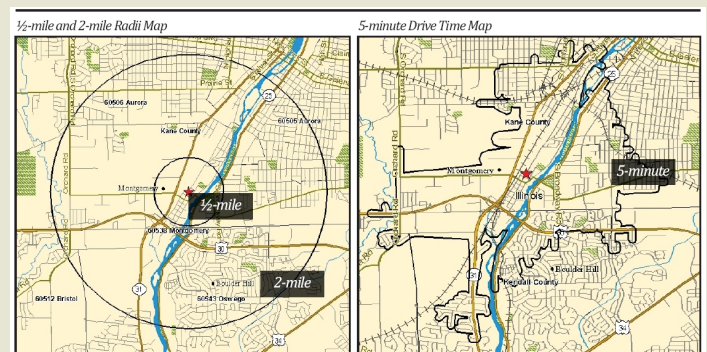
Business	Space (sq ft)	Frequency Rank*	Business	Space (sq ft)	Frequency Rank*
Day Care	10,000	N/A	Dry Cleaner	1,500	2
Drug Store	10,000	15	Coffee Shop	1,400	18
Bank	4,000	N/A	Hair Care	1,400	5
Neighborhood Bistro	4,000	3	Pizza Restaurant	1,400	9
Gas Station	3,400	N/A	Nail Care	1,200	7
Real Estate	2,000	N/A	Carry-out Restaurant	1,000	10
Dentist	1,750	1	Insurance	1,000	4
			TOTAL	44,050	-

* National Convenience Center Sample.

- Montgomery has the opportunity to reorient its downtown into the community's central place, as growth continues.
- Partnerships will be needed with downtown's private sector stakeholders to incrementally increase commercial activity over the long-term.
- Future downtown business recruitment prospects will likely be established area business operators. Such businesses would serve the surrounding neighborhoods.

Source: Business Districts, Inc.

½-mile and 2-mile Radii & 5-minute Drive Time Maps



* Radii measured from the Main Street/Mill Street intersection.

- While some variations exist between the ½-mile, the 2-mile, and the 5-minute markets, the markets are quite similar in their characteristics.
- The ½-mile market represents the typical pedestrian market of most downtowns. Montgomery's ½-mile population has a consistent population, but lacks the density, access, and visibility needed for commercial development.

Source: Experian/Applied Geographic Solutions, 2008.