

RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Population - Trade Area

2011 Est, Population	49,554
Growth, 2000-2011	5.55%
Growth, 2011-2016	1.34%

Educational Attainment

Earned a College Degree	35.98%
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Composition

Family Households	70.52%
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Household Income - 2010 Est

Average Income	\$57,718.00
Median Income	\$46,585.00

Occupation/Workforce

White Collar Workers	59.35%
Blue Collar Workers	22.96%
Service/Farm	17.69%

Housing

Owner-Occupied Housing	75.23%
Median Housing Value	\$109,902.00
% less than 10 yrs old	12.44%

Total Opportunity Gap **\$154,521,902.00**

Furniture & Home Furnishings	\$10,399,592.00
Electronics & Appliance Stores	\$6,421,579.00
Building Material & Supply Dealers	\$37,321,540.00
Grocery Stores	\$39,183,436.00
Pharmacy & Drug Stores	\$15,875,577.00
Clothing and Clothing Accessories Stores	\$19,864,939.00
Sporting Goods	\$6,608,888.00
Other General Merchandise	\$43,330,735.00
Department Stores	\$22,792,517.00
Office Supplies, Stationery, Gift	\$6,004,531.00
Full-Service Restaurants	\$13,176,489.00
Limited Service Restaurants	\$11,722,729.00

The Opportunity Gap represents the difference between retail sales in specific categories of goods or services where reported demand (purchases by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statistics and from the Census of Retail Trade, made available through the U.S. Census.

About Mandan www.cityofmandan.com

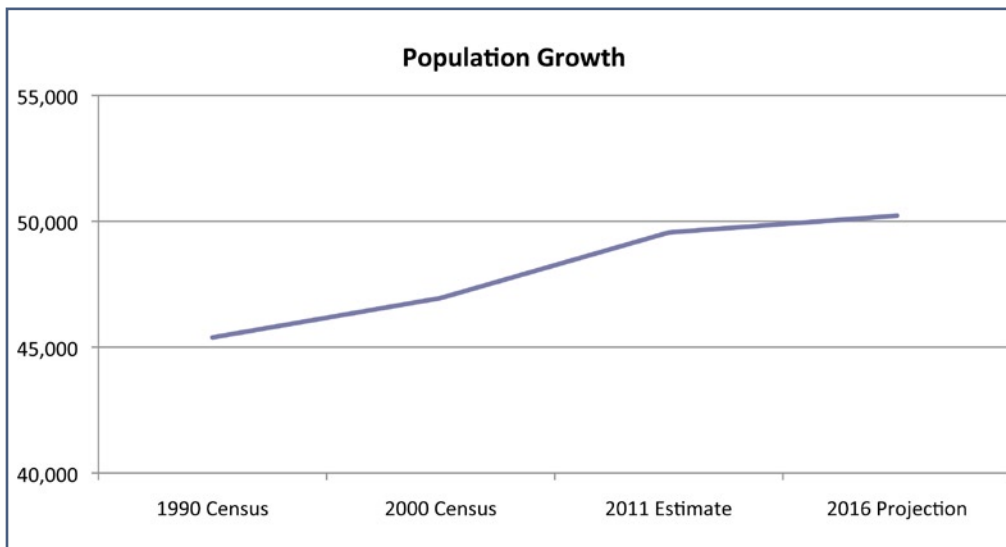
Mandan, ND is located along I-94 just west of the Missouri river. A first ring suburb of state capital Bismarck, Mandan's trade area stretches to the west, and runs north and south along the river, a natural barrier to traffic flow. No other significant market areas exist within 50 miles of the Bismarck-Mandan population center, and most of the retail choice is east of the river, leaving Mandan and points west with few convenient options. Mandan has a 2.93% unemployment rate and a highly educated population. The Mandan area has been recognized as a growth center for the Upper Great Plains and the economy remains strong due to oil, energy, diversified industries and a still evident pioneer spirit. The city has completed significant downtown, infrastructure and streetscape improvements, has a master plan and is now aggressively seeking to fill gaps in the retail and restaurant offerings in the trade area. Traffic from all points west of Bismarck enters through Mandan, so retailers have the opportunity to capture those shoppers.

Find out more about Mandan, ND and other Retail Attractions cities online: www.retailattractions.com

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Mandan



- Mandan's Renaissance Zone and Storefront Improvement programs have **generated more than \$8 million in private investment** recently.
- The city recently completed nearly **\$2 million in wastewater management** and treatment upgrades.
- Top retail requested by residents includes **clothing, sporting goods, hardware/home improvement, general merchandise/discount merchandise and casual dining restaurants.**
- **I-94 runs through Mandan, bringing 20,000 cars a day past prime retail land.**
- Top service businesses requested by area residents include movie theatre/entertainment, full service car wash and more hotel and convention/event space.
- Mandan has **built more than 100 single family homes** since 2009 with an average price of \$233,773.00. New multifamily units are now under construction.

