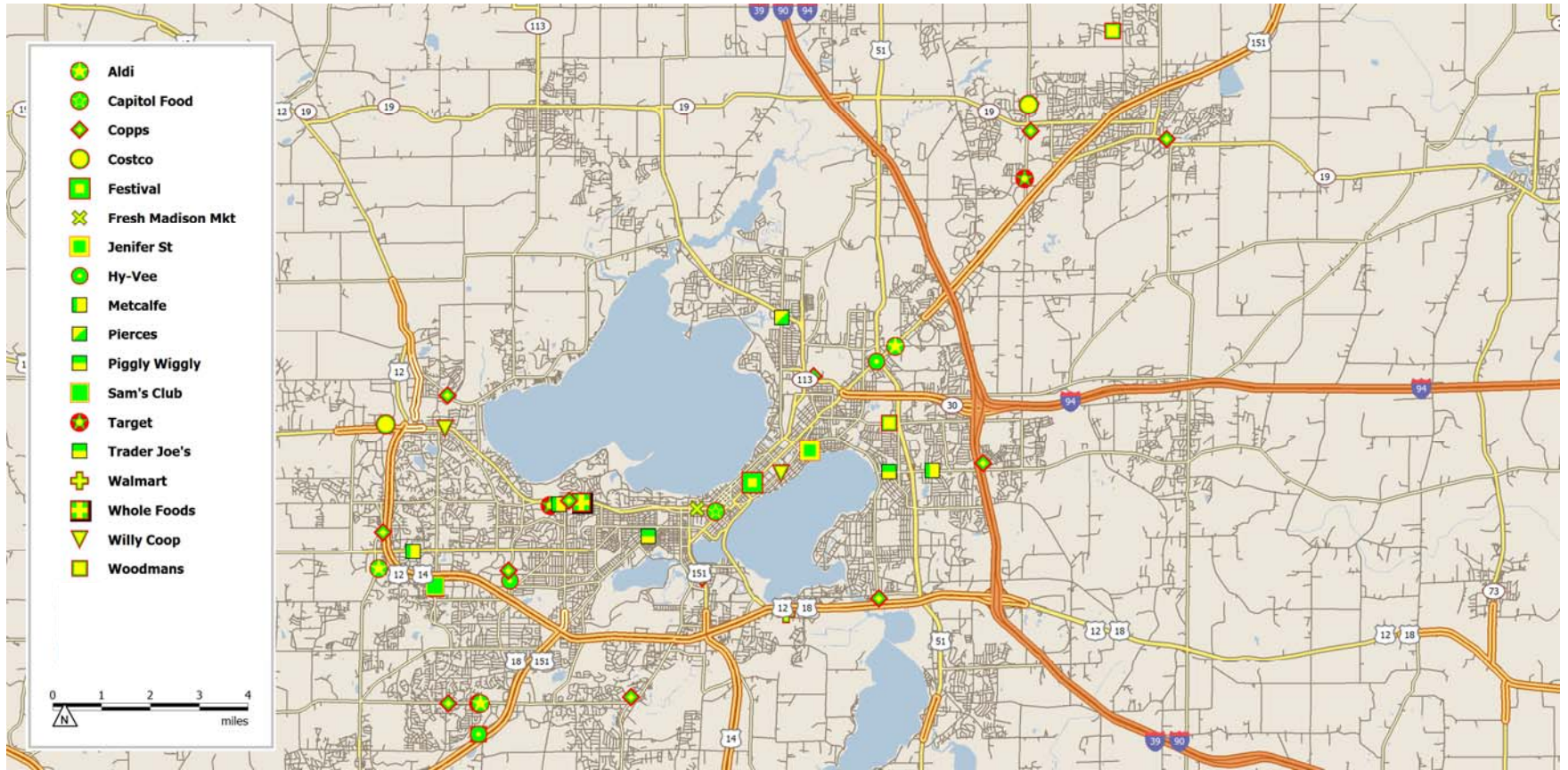
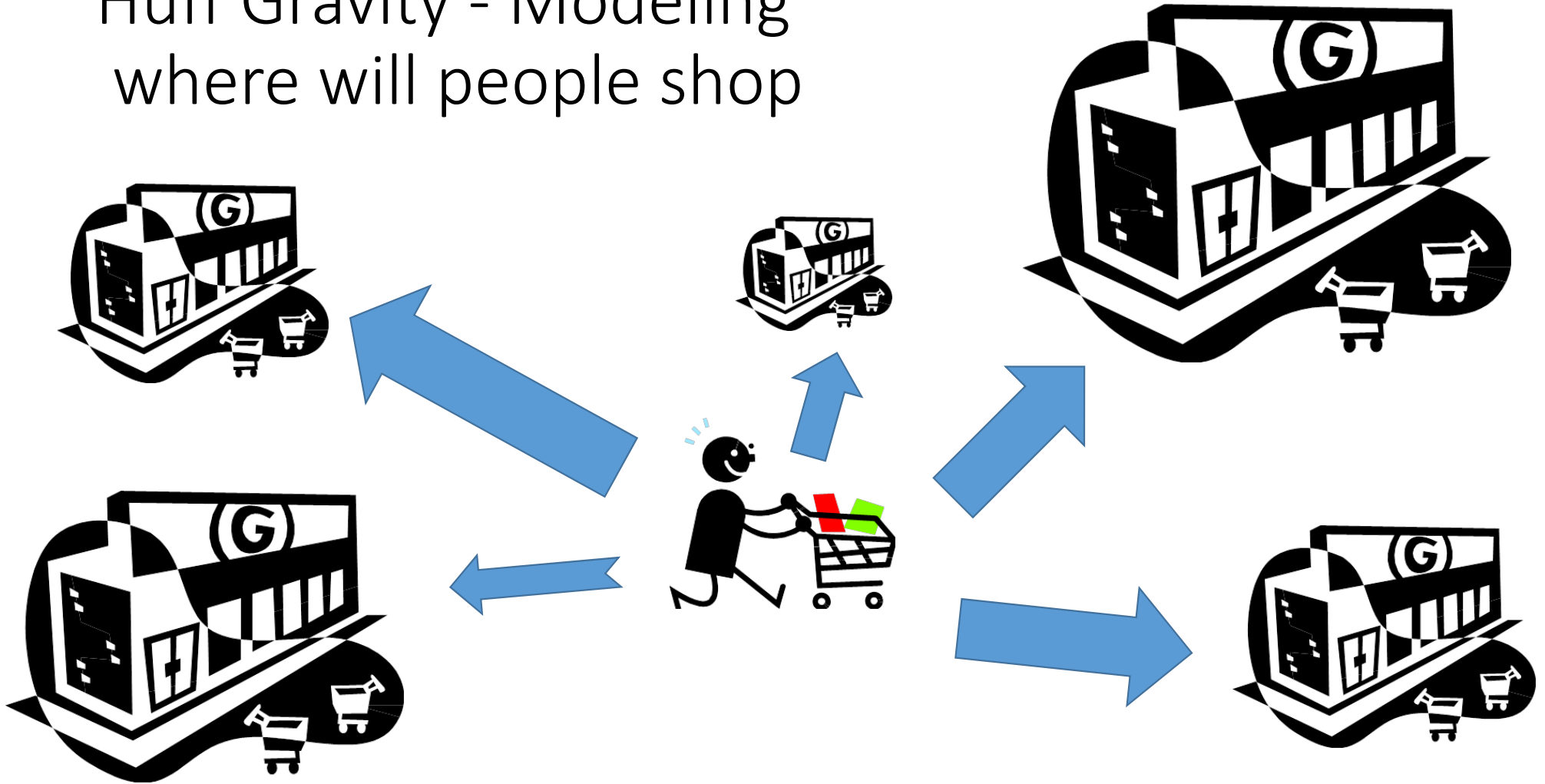


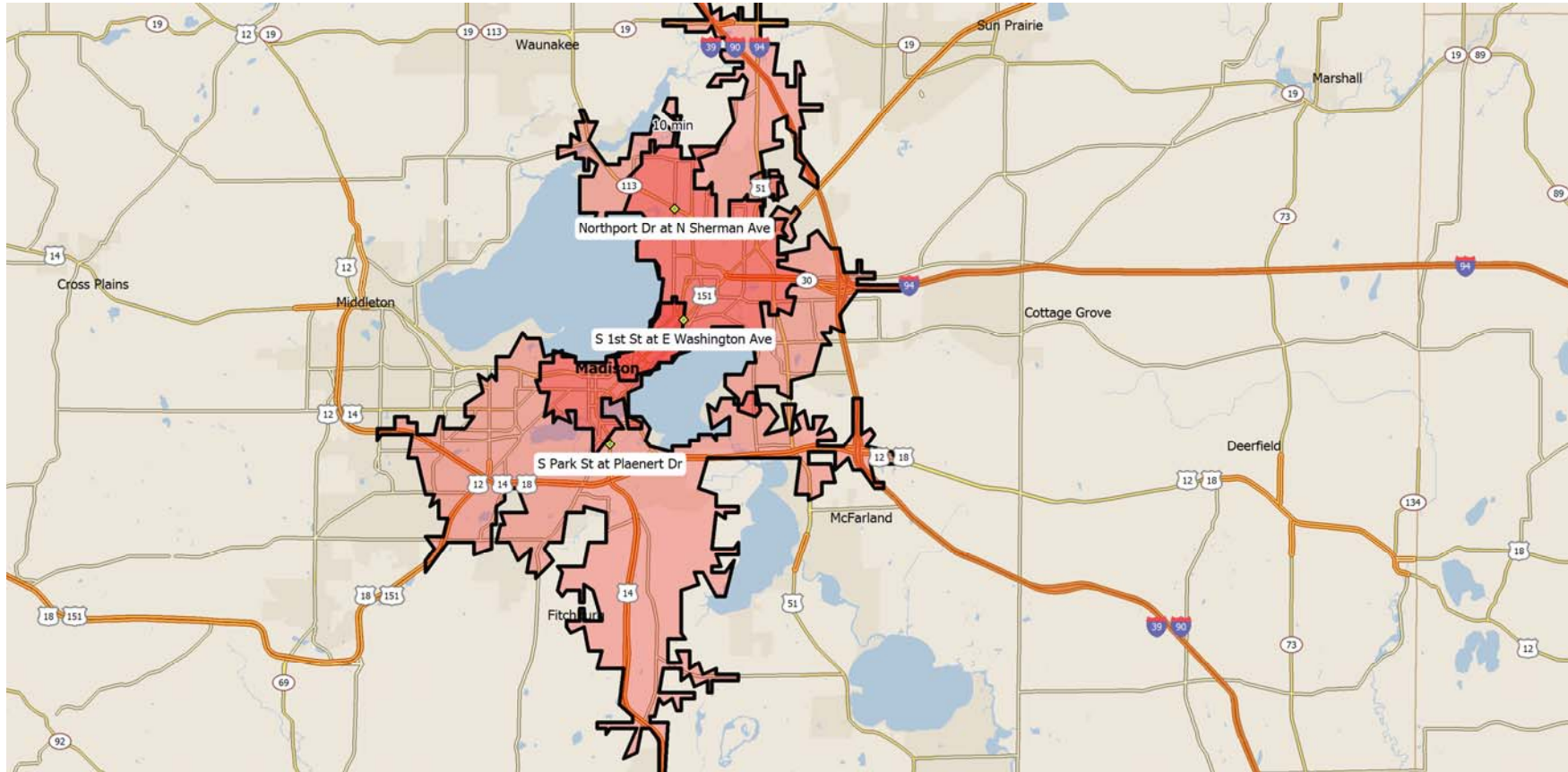
It's crowded out there!



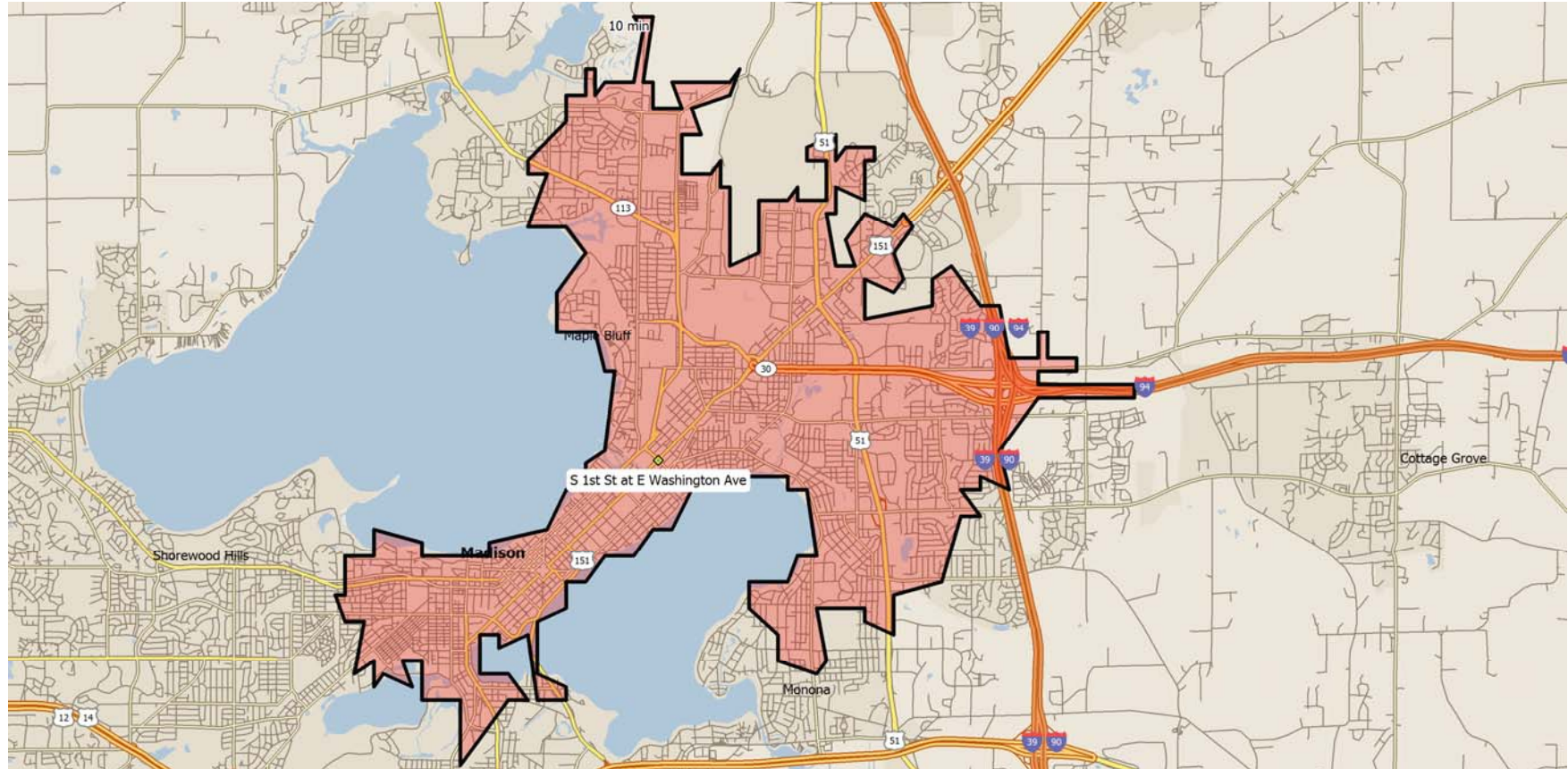
# Huff Gravity - Modeling where will people shop



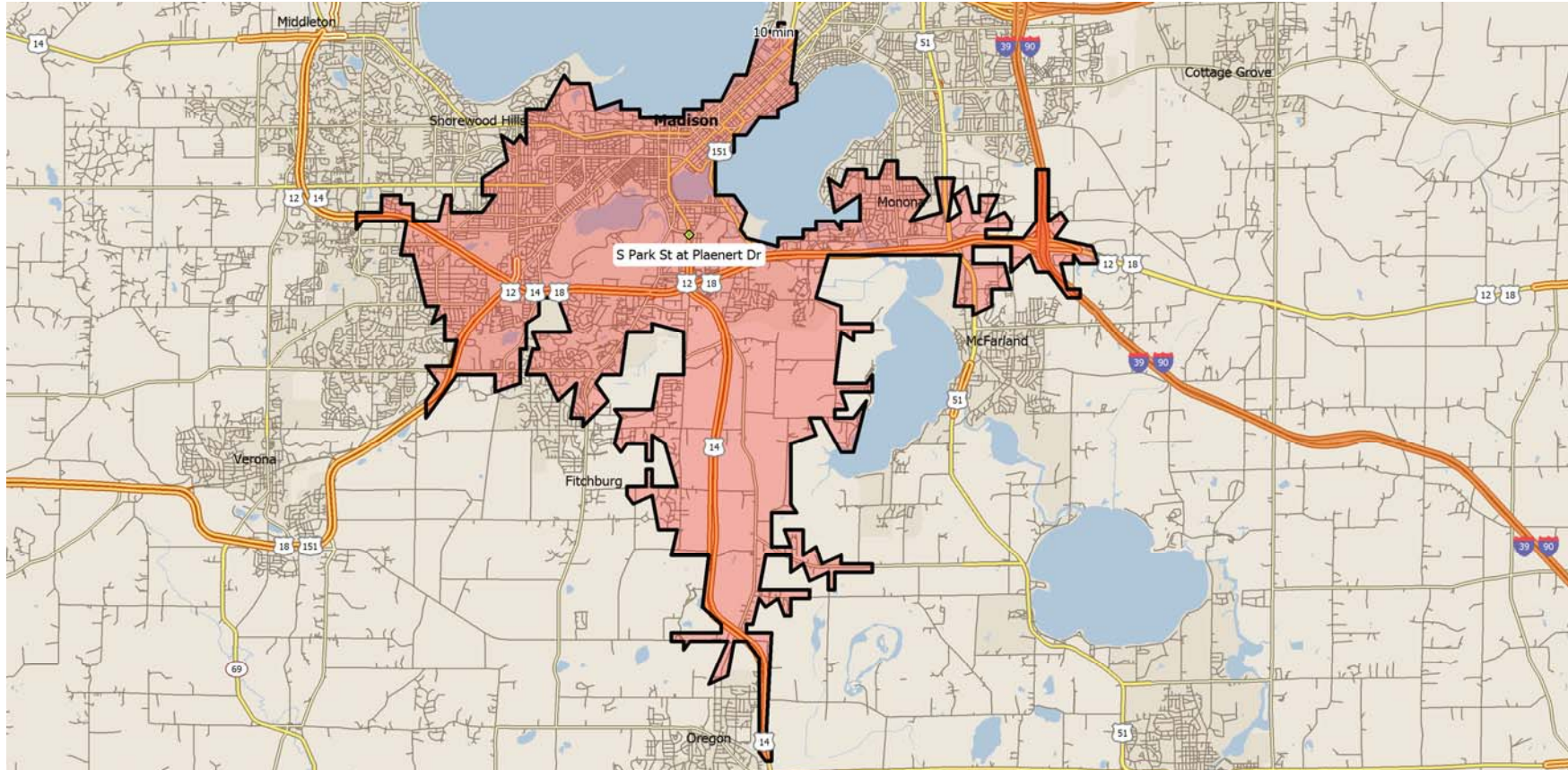
# Three Potential Public Market Locations With 10-minute Drive-time Contour



# East Washington Street Site 10-minute Drive-time Contour

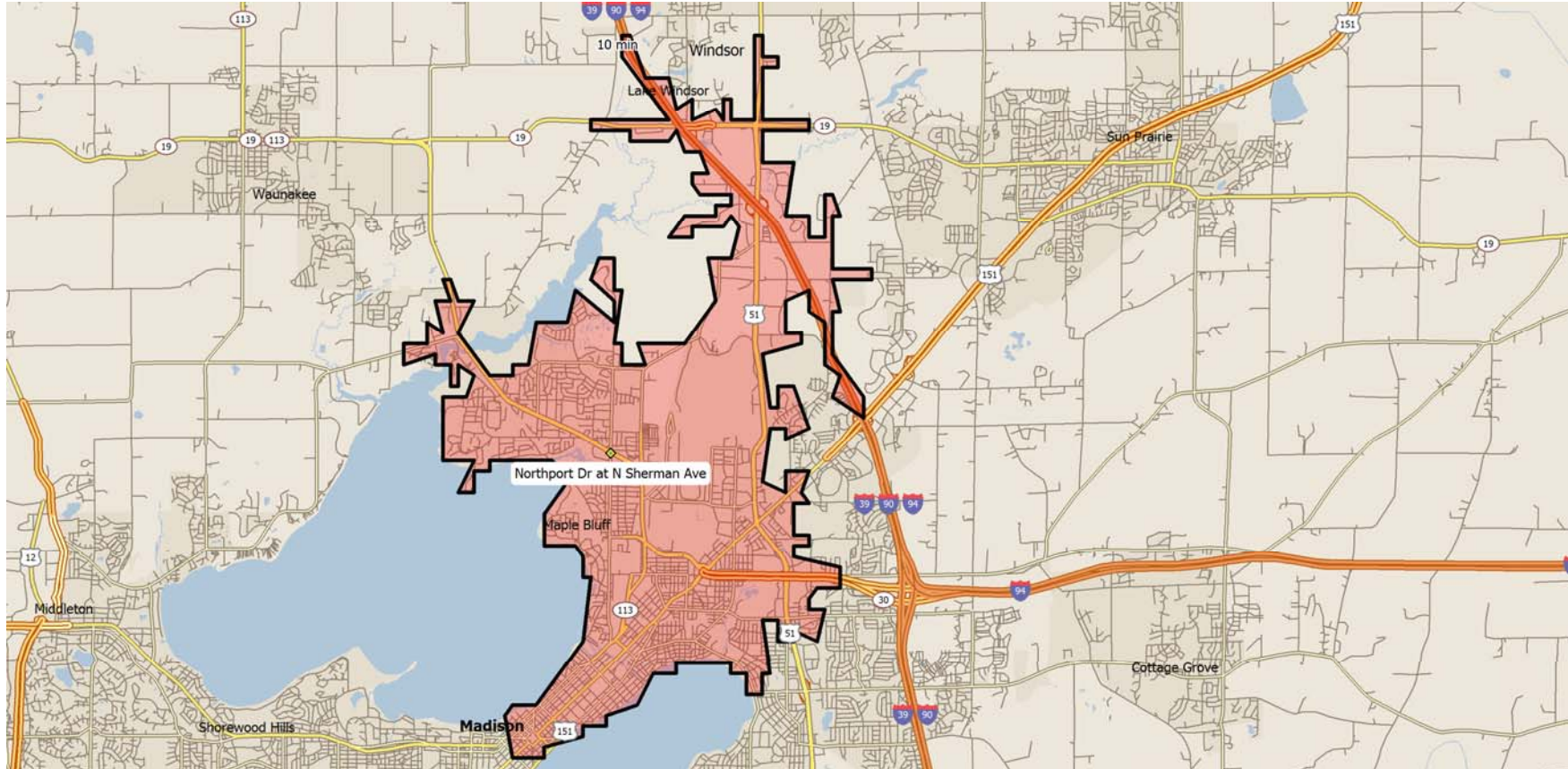


# South Park Street Site 10-Minute Drive-time Contour



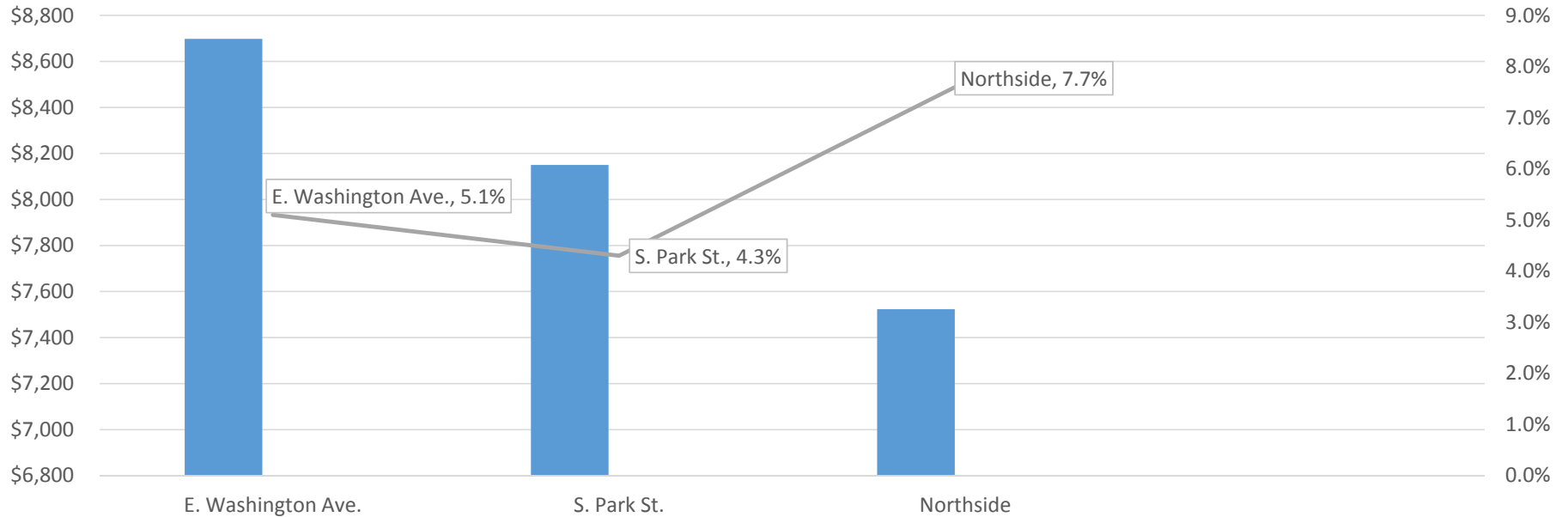
# Northside Site

## 10-Minute Drive-time Contour



# Locations' Potential Market Share and Potential Food @ Home Capture Amount from Huff Gravity Model

## Locational Strength



Gross food at home \$ potential (in 000).

■ Location Strength — Market Share

Market share within a 10-minute drive-time contour

# Retailing Locational Principles

- Public Markets are “fragile”
- Public Markets have two customers: Vendors and Customers
- Hotelling’s Locational Principle and Nash’s Equilibrium – maximize sales by central location and agglomeration.
- Zipf’s Principle of Least Effort – Law of Convenience
- Reilly’s Law of Retail Gravitation – Essence of the Gravity Model – We go to the closest place where we can get what we want – also includes adjacencies – and size does matter