



## Trade Area Foot Traffic and Sales Projections

Last updated: 2019

	Trade Area 1	Trade Area 2	Trade Area 3	Trade Area 4
Trade Area	Neighborhood Market (1/2 Mile Radius)	Local Market (10-minute Drive Time)	Regional Market (Dane County)	Visitor/ Tourist Market
Population	8,450	108,000	536,000	NA
Estimated Penetration (% population coming to the market)	75%	50%	25%	NA
Number of Visitors	6,338	54,000	134,000	200,000
Estimated Average Visits Per Year Per Visitor	8	5	2	1
Unique Visits	50,700	270,000	268,000	200,000
Estimated Average Spending Per Visit	\$15	\$15	\$15	\$15
Total Estimated Revenue	\$760,500	\$4,050,000	\$4,020,000	\$3,000,000
Total Visitors				394,338
Total Unique Visits				788,700
Avg Spending				15.00
Total Revenue				\$11,830,500
<b>TOTAL SALES: ROUNDED DOWN</b>				<b>\$10,000,000</b>
				Sales Comps
Grand Rapids Public Market Total Sales				\$19,500,000
Milwaukee Public Market Total Sales				\$18,200,000
				Visitor Comps
				Overture
				506,000
				Monona Terrace
				350,000
				Kohl Center
				1,030,000
				Memorial Union
				3,650,000
				DCFM
				497,000



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	Children's Museum	243,000
	Olbrich	250,000
	Vilas Zoo	975,000