



AGENDA

Call Meeting to Order

Additions to the Agenda

Citizen Comments

Consent Agenda

1. Approve Minutes
 - a. Regular Council Meeting – December 6, 2016.
2. Appropriation Ordinance
 - a. Ordinance #12-20-2016 for \$28,951.49.
3. Approve invoice which was over the authorized spending authority.
 - a. WESCO-#086407-\$58,733.06-Automatic Meter Reading

Solid Waste Contract for upcoming year-Unruh Brothers

Leslie Lomas-Great Plains-CDBG Sidewalk Grant

Department Head & Committee Reports

1. Grocery Store Task Force – Report
2. Grant Administrator –Report
3. Police – Report
4. Fire – Report
 - ❖ Weis Fire & Safety Equipment
5. City Clerk – Report
 - ❖ Year End Meeting-Dec 29th at 7:00 pm
6. Interim-City Superintendent
 - ❖ Skid Steer Lease
 - ❖ Storm Sewer
7. City Attorney- Report

Old Business

- ❖ Annexation of Short Stop.

New Business

Monthly Balance Sheet

NOVEMBER 2016

Fund	Balance 10/31/2016	Receipts	Appropriations	+LIEAP Liability	-Prior Yr. Encum.	Balance 11/30/2016	Encum.	Unencum. Balance
10 General	565,411.86	13,351.11	43,522.89		872.15	534,367.93	83,156.97	451,210.96
11 Meter Deposit	13,437.03	518.40	0.00			13,955.43	0.00	13,955.43
12 Jubilee Fund	3,837.64	0.00	0.00			3,837.64	0.00	3,837.64
14 Witt Memorial	63,102.33	0.00	0.00			63,102.33	0.00	63,102.33
15 Edna Smith Memorial	11,842.00	10.05	0.00			11,852.05	0.00	11,852.05
16 HJ or AW Cornwell	194,977.99	642.63	0.00			195,620.62	0.00	195,620.62
17 Section 125	5,415.97	201.70	179.77			5,437.90	0.00	5,437.90
18 Insurance Proceeds	0.00	0.00	0.00			0.00	0.00	0.00
22 Library Fund	1,457.80	0.00	634.94			822.86	0.00	822.86
23 Special Highway	65,658.16	0.00	0.00			65,658.16	20,000.00	45,658.16
34 Storm Water Utility	35,292.11	1,386.99	0.00			36,679.10	0.00	36,679.10
35 Special Parks	11,230.22	0.00	0.00			11,230.22	0.00	11,230.22
36 Solid Waste	56,268.03	8,882.90	9,248.50			55,902.43	0.00	55,902.43
37 Sewer Replacement	194,023.50	117.00	0.00			194,140.50	0.00	194,140.50
40 Sewer Utility	143,306.79	6,928.21	3,549.26			146,685.74	25,400.00	121,285.74
41 Water & Light	964,796.14	130,499.19	86,647.05	(265.13)		1,008,383.15	34,500.00	973,883.15
42 Capital Improvement	321,943.50	4,310.47	0.00			326,253.97	0.00	326,253.97
44 P & I Storm Water Utility	120,000.00	0.00	0.00			120,000.00	0.00	120,000.00
45 Series 2001 Spec.Assess.	4,160.11	0.00	0.00			4,160.11	0.00	4,160.11
50 Capital Project	33,921.32	0.00	0.00			33,921.32	0.00	33,921.32
51 Nitrate Removal Plant Loan	0.00	0.00	0.00			0.00	0.00	0.00
52 CDBG Sidewalk Grant	(18,161.65)	22,298.40	12,766.70			(8,629.95)	0.00	(8,629.95)
60 Bond & Int.2003 G.O. Bond	1,327.02	0.00	0.00			1,327.02	0.00	1,327.02
61 Equipment Reserve	126,047.25	0.00	0.00			126,047.25	0.00	126,047.25
70 Water & Light Surplus	423,527.32	0.00	0.00			423,527.32	0.00	423,527.32
TOTALS	\$3,342,822.44	\$189,147.05	\$156,549.11	(\$265.13)	\$872.15	\$3,374,283.10	\$163,056.97	\$3,211,226.13

BALANCE IN BANKS AND INVESTMENTS:

St. John Ntl. Checking	\$906,129.78
St. John Ntl. Savings	\$401,212.50
Money Market	\$9,076.65
Diversion Fund	\$756.06
Section 125 Checking	\$5,617.67
Tree Board Checking	\$108.09
SJNB Petty Cash	\$1,516.66
Cash On Hand	\$150.00
Sub Total	\$1,324,567.41
Warrants Outstanding	(\$2,756.94)
Add Investments	\$2,039,324.49
Returned Checks	\$0.00
Deposits Outstanding	\$13,148.14
Total Cash & Investments	\$3,374,283.10

BONDS OUTSTANDING:

2001 G.O. Bond - Centennial Court	\$0.00
2003 G.O. Bond - Fire Truck	\$20,000.00
Total Bonds	\$20,000.00

OTHER LOANS & LEASES:

Nitrate Removal Project	\$1,018,770.43
Catalytic Converters	\$57,854.62
Electric Trucks	\$39,599.07
2014 Dodge Charger	\$4,046.88
Total Loans & Leases	\$1,120,271.00

December 6, 2016, 7:00 pm | Meeting called to order by Mayor Bobby Stimatzé | Kevin Davis opened with prayer.

Attendance

Council members absent:

⌘ Marshal Sanders

Council members present:

⌘ Bobby Stimatzé, Mayor

⌘ Kevin Davis

⌘ Ryan Christie

⌘ Shari Williamson, President

⌘ Mark Bryant

Additions to the Agenda-

- ⌘ Under Interim City Superintendent- update on Elster and automatic metering system.
- ⌘ Under Interim City Superintendent-Purchase approval for overhead door at power plant.

Davis moved to approve the additions to the agenda. Seconded by Bryant. No discussion. Motion Carried 4-0.

Citizen Comments-No Comments

Consent Agenda

- ⌘ Approve Minutes of Regular Council Meeting on 11-15-2016.
- ⌘ Approve Appropriation Ordinance #12-6-2016 in the amount of \$86,626.79.
General-\$14,032.64; Jubilee Fund-\$309.75; Solid Waste Collection-\$8,553.69; Sewer Utility-\$328.51; Water & Light-\$62702.20; CDBG Sidewalk Grant-\$400.00; Equipment Reserve-\$300.00
- ⌘ Approve two invoices for prior year encumbrance fund, which were over the authorized spending authority:
HD Supply-\$2,398.21 for Automatic Meter Reading; Bob's Hauling Service INC-\$3,039.36 for repairs to West St.

Bryant moved to approve these items included in the consent agenda. Seconded by Williamson. No discussion. Motion Carried 4-0.

Grant Unruh with Unruh Brother's Waste Collection, LLC

- ⌘ Unruh presented his three fee proposals for the upcoming solid waste collection.
- ⌘ There was discussion between, Unruh, Garcia, and Council.
- ⌘ Beverlin will construct amendments to the current agreement and present them to council on December 20, 2016.

Committee & Department Head Reports

Grocery Store Task Force- Tonya Sanders, President-No Report

Grant Administrator- Lisa Cornwell- No Report

Police Department-Chief Adam Sagler-No Report

Fire Department-Chief Michael Sanders-No Report

Administration-

City Clerk-La Dona Garcia

- ⌘ Garcia updated council on the injunction which was placed on the FLSA Overtime rule.
- ⌘ There was discussion between Garcia, Mayor, Council, and Beverlin.

Davis move to revoke Sanders motion to increase the Chief of Police and City Clerk's Salary to \$47,500.00 which took effect on December 1st due to the federal injunction placed on the FLSA Overtime Rule, to be effective December 6, 2016, all hours worked prior will be paid with \$47,500.00 salary. Seconded by Williamson. No discussion. Motion carried 4-0.

- ⌘ Garcia updated council on the tentative close date of the CDBG Sidewalk Grant will be on December 20, 2016.
- ⌘ Garcia inquired on when council wanted to hold the final meeting of the year. Either December 27th or December 29th.
- ⌘ Consensus of Council was to hold the final meeting of the year on December 29th at 7:00 pm
- ⌘ Garcia invited council to the Christmas lunch on December 21st from 12-1 which will be held at the Stafford County Annex.

Interim City Superintendent-

- ⌘ Williamson request approval to replace governor engine #5 with an electric one at the cost of \$20,000.00
- ⌘ There was discussion between Williamson, Mayor and Council.

Davis moved to approve the purchase of an electric governor engine for \$20,000.00. Second by Bryant. No discussion. Motion Carried 4-0.

- ⌘ Williamson requested approval to lease/purchase a T4 Bobcat Compact Track Loader for \$50,621.59 with a 4,400.00 warranty total equaling \$55,021.59.
- ⌘ There was discussion between Williamson, Mayor, and council.
- ⌘ Issue was tabled until December, 20th to allow council additional time to process the information.
- ⌘ Williamson informed on the current meters which are nonconforming to the upcoming automatic metering system
- ⌘ There was discussion between Williamson, Mayor, and Council.
- ⌘ Williamson requested approval for purchasing a new overhead door for the power plant in the amount of \$2,514.23 from Sturdi-Bilt.

Bryant moved to approve the purchase of the new power plant overhead door for \$2,514.23 from Sturdi-Belt. Seconded by Davis. No discussion. Motion Carried. 4-0.

City Attorney-John D Beverlin II

- ⌘ Updated on the annexation of the short stop.

Old Business

- ⌘ Consensus of council was to table this Axman sidewalk project until written documentation could be presented showing Dollar General's contribution to the project.

New Business-No New Business

Executive Session

Bryant moved to for a fifteen minute executive session to include Interim City Superintendent, City Clerk, City Attorney, Mayor, and Council; pursuant to discussion of nonelected personnel to review employee performance with the regular open meeting to convene at 8:42 pm. Seconded by Davis. No discussion. Motion carried 4-0.

Shari and Jeff Williamson excused themselves from the executive session at 8:27 pm. They reentered at 8:37 pm.

Mayor Stimatz reconvened the regular council meeting at 8:42 pm

Davis moved to for a ten minute executive session to include City Clerk, Interim City Superintendent, City Attorney, Mayor, and Council; pursuant to discussion of nonelected personnel to review employee performance with the regular open meeting to convene at 8:52 pm. Seconded by Bryant. No discussion. Motion carried 4-0.

Mayor Stimatz reconvened the regular council meeting at 8:52pm

Byrant moved to approve the \$100.00 Christmas bonus for all full time city employees. Second by Williamson. No discussion. Motion Carried 3-1. Davis opposed.

With no further business, Bryant moved to adjourn the meeting at 8:54 pm. Seconded by Christie. No discussion. Motion Carried 3-1. Davis opposed.

Next regular council meeting will be Tuesday, December 20, 2016, at 7:00 pm.

Bobby Stimatze, Mayor

LaDona S Garcia, City Clerk

APPROPRIATION ORD. #12-20-2016

My Report Subtitle

Friday, December 16, 2016

Check	Vendor	Invoice ID	Invoice ID	Invoice Description	Invoice Amount
-910	DIR OF TAX-SALES TAX	11/2016	11/2016	November Sales Tax Return - filing pre-paid monthly (Includes the 1st	\$2,557.46
109633	BERRY TRACTOR & EQUIPMENT CO.	01043430	01043430	Motor Ass'y - Komatsu Loader	\$325.38
109633	BERRY TRACTOR & EQUIPMENT CO.	01043475	01043475	Fan - Komatsu Loader	\$96.98
109634	Bob's Hauling Service Inc.	23535	23535	Haul AB3 from Florence - West Street Repair	\$3,039.36
109635	Cintas Corporation	5006654369	5006654369	Cabinet Supplies	\$57.70
109635	Cintas Corporation	5006654389	5006654389	Ninja Ice Glove	\$62.66
109636	Class C Solutions Group	8922022001	8922022001	Metered fresh linen, bulk pack; metered dispenser; towels	\$196.50
109637	Davis & Stanton	127055	127055	Badges/Nameplates	\$116.00
109638	DIRKS COPY PRODUCTS INC.	W8362	W8362	Billing Sheets	\$161.46
109639	DOLLAR GENERAL-MS-C 410526	12/2016	12/2016	Christmas Lights for square; Cleaning Supplies	\$78.75
109640	DPC ENTERPRISES, L.P.	DE28000452-16	DE28000452-16	Chlorine	\$10.00
109641	EMG	4498	4498	Key Account & Energy Consulting Agreement; mileage; additional hou	\$1,265.30
109642	FISHER SERVICE CENTER	4823	4823	Complete Lube oil and filter service LT truck - 2013 Ram 1500	\$81.94
109642	FISHER SERVICE CENTER	4864	4864	2 Wheel Alignment-2013 Ram 1500	\$71.96
109642	FISHER SERVICE CENTER	4876	4876	2001 Dodge Truck Ram - Remove & Replace Water Pump; Antifreeze;	\$385.99
109643	Forget Me Not Floral	98571	98571	Plant for Bobby's mothers funeral	\$46.00
109644	Foster & Associates, Planning Consultant	12/15/2016	12/15/2016	Planning Services - 10/27/16 - 12/14/16	\$155.50
109645	GOLDEN BELT TELEPHONE ASSN.	10539209	10539209	December Internet Charges	\$127.95
109646	GRAINGER	9300364123	9300364123	2 - Electric Utility Heaters	\$552.50
109647	Great Bend Redi-Mix, Inc.	50006	50006	S. of 3rd & Main - 12.5 yards	\$1,457.50
109647	Great Bend Redi-Mix, Inc.	50072	50072	4th & Broadway - 3 yds	\$381.00
109647	Great Bend Redi-Mix, Inc.	50092	50092	3rd & Pearl - 3 yards	\$381.00
109647	Great Bend Redi-Mix, Inc.	50121	50121	1st & Prairie - 3.5 yds	\$434.50
109648	Great Plains Development, Inc.	12/20/16	12/20/16	CDBG #15-PF-070 Close Out of Project	\$1,490.00
109648	Great Plains Development, Inc.	12/20/2016	12/20/2016	12/14/16 CDBG-Side Walk Project #15-PF-070 - Performance Public	\$33.00
109649	HARTER AUTO	11/2016	11/2016	November Statement	\$1,255.34
109650	HD Supply Waterworks, Br. 226	G399906	G399906	Automated Meter Reading	\$2,398.21
109650	HD Supply Waterworks, Br. 226	G443586	G443586	Automated Meter Reading	\$275.00
109651	Independent Electric Machinery	WI-HSRI1263	WI-HSRI1263	Annual hoist inspection 2016	\$258.50
109652	Kansas Pest Inc.	1173	1173	Pesticide Applied at Fire Station	\$50.00

My Application

This software is registered to My Report Subtitle

12/16/2016 9:33:33 AM

Page 1 of 3

Check	Vendor	Invoice ID	Invoice ID	Invoice Description	Invoice Amount
109653	KANSASLAND TIRE OF GREAT BEND	12/2016	12/2016	INTCHG	\$12.82
109654	KANZA CO-OPERATIVE ASSOCIATION	11/16	11/16	November Statement	\$734.50
109654	KANZA CO-OPERATIVE ASSOCIATION	11/30/2016	11/30/2016	Fire Dept. - November Statement	\$1.82
109655	OFFICE PRODUCTS, INC.	705183	705183	Post it flags	\$4.99
109655	OFFICE PRODUCTS, INC.	G11917	G11917	Office Chair for City Clerk	\$210.99
109655	OFFICE PRODUCTS, INC.	G13780	G13780	Copy Paper	\$47.50
109656	S & S Tire Inc.	2439	2439	Dismount and Mount, Balance, Tire Disposal Fee	\$134.00
109657	SCHULZ CLEANING SERVICE	12/2016	12/2016	City Hall & Witt Center Cleaning Agreement	\$500.00
109658	ST. JOHN LUMBER CO., INC.	11/30/16 - City B	11/30/16 - City B	November Statement - Shelf for Projector in the Office	\$18.86
109658	ST. JOHN LUMBER CO., INC.	11/30/16 - Electri	11/30/16 - Electri	November Statement - Plunge Blade	\$17.19
109658	ST. JOHN LUMBER CO., INC.	11/30/16 - Parks	11/30/16 - Parks	November Statement - Xmas Supplies	\$81.56
109658	ST. JOHN LUMBER CO., INC.	11/30/16 - Police	11/30/16 - Police	November Statement - Hay bails for Pound	\$11.98
109658	ST. JOHN LUMBER CO., INC.	11/30/16 - Powe	11/30/16 - Powe	November Statement	\$51.54
109658	ST. JOHN LUMBER CO., INC.	11/30/16 - Street	11/30/16 - Street	November Statement	\$259.29
109658	ST. JOHN LUMBER CO., INC.	11/30/16 - Water	11/30/16 - Water	November Statement	\$8.93
109658	ST. JOHN LUMBER CO., INC.	11/30/16 - Witt C	11/30/16 - Witt C	November Statement - Witt Center Heater Repair	\$18.17
109659	STAFFORD COUNTY TREASURER	1220	1220	2016 Property Taxes	\$2,872.96
109659	STAFFORD COUNTY TREASURER	1865	1865	2016 Property Taxes	\$9.10
109659	STAFFORD COUNTY TREASURER	3840	3840	2016 Property Taxes	\$389.27
109659	STAFFORD COUNTY TREASURER	43	43	2016 Property Taxes	\$18.00
109659	STAFFORD COUNTY TREASURER	5407	5407	2016 Property Taxes	\$325.00
109660	STANION WHOLESALE ELE CO	4204695-00	4204695-00	Bolt Mach, Nut Lock	\$354.75
109661	Stull, Beverlin, Nicolay, & Haas, LLC	13832	13832	November Services	\$1,667.00
109662	THE ST JOHN NEWS	11/09/2016	11/09/2016	Legal Ordinance #1042 Summary	\$18.00
109663	Triplet Enterprises	347124	347124	LED tubes	\$741.75
109664	Unifirst Corporation	240 0674175	240 0674175	Electric Dept. Uniforms	\$41.58
109664	Unifirst Corporation	240 0674183	240 0674183	Reuben, Chris, Champ, David Uniforms	\$34.12
109664	Unifirst Corporation	240 0675517	240 0675517	Laundry Supplies	\$37.80
109664	Unifirst Corporation	240 0675757	240 0675757	Reuben, Chris, Champ, & David Uniforms	\$34.12
109665	Unruh Brothers Waste, LLC.	2817	2817	30 yrd Rolloff dumpster picked up on 10/19/16, 11/03/16, and 11/23/1	\$923.37
109666	VERIZON WIRELESS	3497426796	3497426796	WIFI Hot Spot for Electric Dept.	\$77.28
109667	VISA	11/30/16 - Card	11/30/16 - Card	Card #0679 - November Statement	\$653.73
109667	VISA	11/30/16 - Card	11/30/16 - Card	Card #0695 - November Statement	\$58.62
109667	VISA	11/30/16 - Card#	11/30/16 - Card#	Card# 0687 - November Statement	\$68.47
109667	VISA	11/30/2016 - Car	11/30/2016 - Car	Card# 0711- November Statement	\$248.99

Check	Vendor	Invoice ID	Invoice ID	Invoice Description	Invoice Amount
109668	WSU CONFERENCE OFFICE	66861	66861	City Clerks Institute - 11/14/16 - 11/18/16 - Registration for Treasurer	\$460.00
					\$28,951.49

32544



WESCO
DISTRIBUTION®

2301 E Truman Rd
PO Box 270077
Kansas City MO 64127

ORIGINAL

CUSTOMER NUMBER	INVOICE DATE	PACKING SLIP NO.	INVOICE NUMBER
24100-01	11/28/2016	08555701	086407
BRANCH CODE	CUSTOMER ORDER NUMBER		PAGE
7866	JEFF AMI SYSTEM		1 of 1

REMIT TO:

WESCO RECEIVABLES CORP.
LOCKBOX #771751
1751 SOLUTIONS CENTER DR
CHICAGO IL 60677-1007

SOLD TO:

3280 1 AB 0.399 E0127X I0227 D2036170756 S2 P3690946 0001:0001



CITY OF ST. JOHN
115 E 4TH AVE
PO BOX 367
SAINT JOHN KS 67576-0367

SHIP TO:

CITY OF ST. JOHN
424 SOUTH BROADWAY
ELECT DEPT.
ST. JOHN, KS 67576

INVOICE		***INVOICE***		***INVOICE***		RETURN MATERIAL WILL NOT BE ACCEPTED WITHOUT AUTHORIZATION
SHIPPING DATE & ROUTING	FOB	SHIPPING TERMS	NO. OF INVOICES	B/L	INV. REQ.	
11/26/2016 BEST WAY	P/S	PREPAID-NO CHARGE	02	N		

LINE NO.	CATALOG NUMBER AND DESCRIPTION	I.D. NUMBER	QUANTITY		UNIT PRICE	U/M	SELLING PRICE		EXTENSION
			QUANTITY SHIPPED	BALANCE DUE			DISCOUNT	CASH	
010	ELS**ZFCWM000000 REX2 2S CL200 240V	786672	717	0	76.200	E	0.00	0.00	54,635.40
	SUB TOTAL								54,635.40
	KS SALES TAX								4,097.66

41-43-3160
COUNCIL APPROVED

UNLESS THERE ARE DIFFERENT OR ADDITIONAL TERMS AND CONDITIONS CONTAINED IN A MASTER AGREEMENT THAT MODIFY WESCO'S STANDARD TERMS, BUYER AGREES THAT THE ACKNOWLEDGEMENT AND ACCEPTANCE OF THIS INVOICE WILL BE GOVERNED BY WESCO'S TERMS AND CONDITIONS AVAILABLE AT [HTTP://WWW.WESCO.COM/TERMS](http://www.wesco.com/terms) AND CONDITIONS OF SALE. PDF, AS SUCH TERMS MAY BE UPDATED FROM TIME TO TIME, WHICH ARE INCORPORATED HEREIN BY REFERENCE AND MADE PART HEREOF. PLEASE CONTACT THE SELLER IDENTIFIED ON THIS INVOICE IF YOU REQUIRE A PRINTED COPY.

TERMS	YOU MAY DEDUCT IF PAID WITHIN 10 DAYS - NET 30 DAYS >	0.00	TOTAL >	58,733.06
PAST DUE ACCOUNTS SUBJECT TO CHARGE OF 1.5% OR MAXIMUM PERMITTED BY LAW				

St. John, Kansas



Prepared for: City of St. John

October 2016
STJ001

By: Perkins Marketing Company
1017 Whittier Court
Northfield, MN 55057
www.perkinsmarketing.com
507.645.7537

Table of Contents

	Page
Introduction	1
Executive Summary.....	1
Marketplace Profile Summary.....	1
Aerial of St. John.....	2
Decision Matrix.....	3
Market Change - Scenarios.....	3
Assumptions.....	4
Analysis	5
Trade Area.....	5
Overview of Stafford County.....	7
Population/Demographics.....	8
Competition.....	9
Site 1000 Aerial.....	12
Site 1000 Evaluation.....	13
Ground Photos Site 1000.....	14
Site 2000 Aerial.....	22
Site 2000 Evaluation.....	23
Ground Photos Site 2000.....	24
Site 3000 Aerial.....	28
Site 3000 Evaluation.....	29
Ground Photos Site 3000.....	30
Reports	39
Current Market Simulation.....	39
Projected Marketplace.....	41
Competitor Evaluations & Pictures.....	47
Float Makers.....	55
Trade Area Data by Sector.....	65
Appendix	66
St. John, Kansas.....	66
Glossary of Terms.....	68
Qualifier.....	69
Source Data.....	70

Introduction

Executive Summary

The purpose of the study is to provide an overview of the St. John, Kansas supermarket business and determine the feasibility of opening a store in the former Dillon's or at an alternate location.

A Grocery Consumer Survey of St. John residents, coordinated by Stafford County Economic Development in the fall of 2016, assisted in identifying food stores to include in this study. Dillon stores in Great Bend, Larned and Pratt and Walmart stores in Great Bend and Pratt are included as are the Paul's in Stafford and Dollar General in St. John. These eight facilities are the major competition for a St. John food store. They average 32,188 square feet and \$272,500 in sales. Their average sales per square foot is \$8.47. Other competitors located in Hutchinson and convenience stores in St. John, Stafford, and Macksville are considered float makers.

The city of St. John was established in 1875, originally known as Zion Valley and settled by members of the Church of Jesus Christ or Mormons. In 1879 St. John was named after Governor John Pierce St. John. It is the county seat of Stafford County.

The population was 4,449 at the 2010 census. The current population in the trade area is 4,279 people and the average P.C.E. is \$47.45, ranging from a high of \$47.97 in Sector 2 to a low of \$47.12 in Sector 5. The total potential is \$203,057, and the 8 facilities identified are receiving \$169,750 or a 83.6% market share. Total float, which consists of minor facilities and leakage, is \$33,307 or 16.4%.

The 2016 estimated median income for the trade area is \$44,892 with an average household size of 2.29 people. The demographic makeup is 85.5% white, 0.3% black, 12.1% Hispanic and 0.3% Asian. Additionally, 21.1% of the trade area residents are under the age of 18, 21.4% are over the age of 65, 0.0% are in college housing and 0.0% are in military housing.

Marketplace Profile Summary

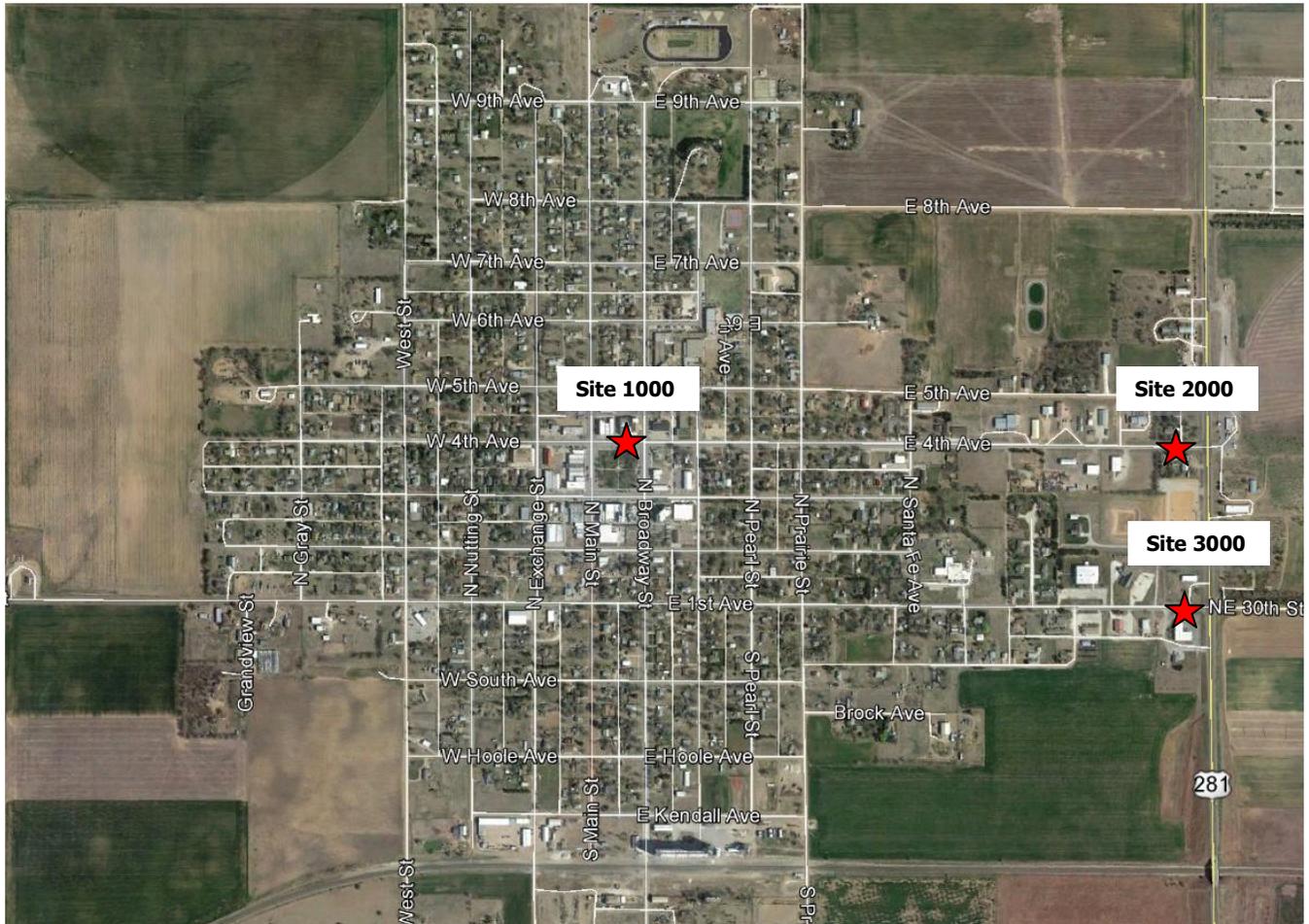
October 2016

	T. A. Total	Highest	Sector / Store	Lowest	Sector / Store
P.C.E.	\$47.45	\$47.97	2	\$47.12	5
Population	4,279	1,037	6	106	2
Potential	\$203,057	\$48,926	6	\$5,085	2
Leakage (\$)	\$33,307	\$7,484	6	\$961	2
Leakage (%)	16.40%	19.55%	3	14.52%	11
Household Size	2.29	2.77	3	2.01	10
Household Income	\$44,892	\$58,790	2	\$37,912	10
Black Population	15	5	10	0	1
Asian Population	14	5	6	0	7
Hispanic Population	518	165	6	9	7
Store Volume	\$2,180,000	\$785,000	Walmart Supctr MK=13	\$25,000	Dollar General MK=16

Perkins Marketing Company

1017 Whittier Court. Northfield, MN 55057
 Telephone: 507.645.7537 www.perkinsmarketing.com

Aerial of St. John



- **Site 1000** - 109 E. 4th Avenue, St. John, Kansas.
- **Site 2000** – NWQ 4th Avenue & Hwy 281
- **Site 3000** - NWQ 1st Avenue & Hwy 281

St. John's residents need to travel to other communities for basic household goods and services. There is no pharmacy in town nor are there clothing stores, mass merchants, fast food stores and since February 6, 2016 there is no longer a supermarket. Kroger's decision to service St. John from other communities Dillon stores has left a fresh food offering void. There is an opportunity for a well operated conventional supermarket.

The highest performing location is Site 2000 and its property size is large enough to house other retail businesses. Residents would benefit from adding a pharmacy, deli with seating area, daycare, laundry, and a UPS and FedEx shipping center. St. John should become Stafford County's place to shop. **A pro forma is recommended to determine profitability.**

Decision Matrix St. John Supermarket Average Weekly Sales				
Scenarios Map Key	Facility Size	1st Year End October 2018	2nd Year End October 2019	3rd Year End October 2020
Scenario 1 Site 1000	Forecast 6,500 sq. ft. TA 3,800 sq. ft. SA	\$41,455 \$6.38 \$10.91	\$42,422 \$6.53 \$11.16	\$42,883 \$6.60 \$11.28
Scenario 2 Site 2000	Forecast 10,000 sq. ft. TA 7,000 sq. ft. SA	\$58,815 \$5.88 \$8.40	\$59,983 \$6.00 \$8.57	\$60,532 \$6.05 \$8.65
Scenario 3 Site 3000	Forecast 10,000 sq. ft. TA 7,000 sq. ft. SA	\$55,691 \$5.57 \$7.96	\$56,839 \$5.68 \$8.12	\$57,380 \$5.74 \$8.20

Pharmacy sales not included.

Market Changes

There are no known market changes.

Scenarios

- **Site 1000** - 109 E. 4th Avenue, St. John, Kansas.
Projected at 6,500 square foot total area and 3,800 square foot selling area.
- **Site 2000** – NWQ 4th Avenue & US Hwy 281
Projected at 10,000 square foot total area with 7,000 square foot selling area.
- **Site 3000** - NWQ 1st Avenue & US Hwy 281
Projected at 10,000 square foot total area with 7,000 square foot selling area.

What if the Population in St. John were 300 more residents than today?

Scenario's show what sales could be if there were 300 more residents in St. John.

This forecast is shown to motivate population growth in the city of St. John.

Scenarios Map Key	Facility Size	1st Year End October 2018	2nd Year End October 2019	3rd Year End October 2020
Scenario 1 Site 1000	Forecast 6,500 sq. ft. TA	\$47,945 \$7.38	\$49,035 \$7.54	\$49,555 \$7.62
Scenario 2 Site 2000	Forecast 10,000 sq. ft. TA	\$66,917 \$6.69	\$68,198 \$6.82	\$68,801 \$6.88
Scenario 3 Site 3000	Forecast 10,000 sq. ft. TA	\$63,433 \$6.34	\$64,698 \$6.47	\$65,296 \$6.53

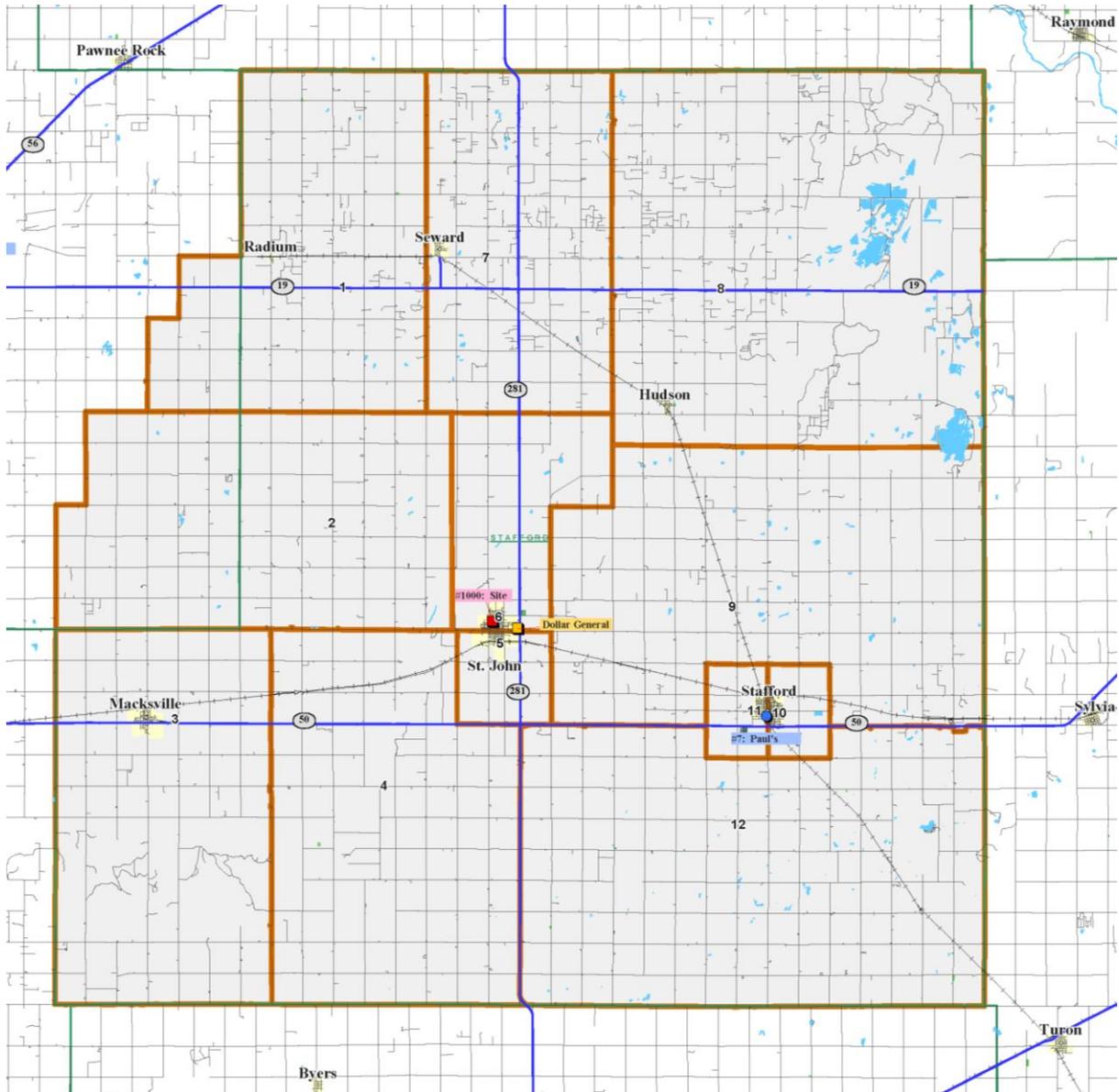
Assumptions for the St. John Supermarket

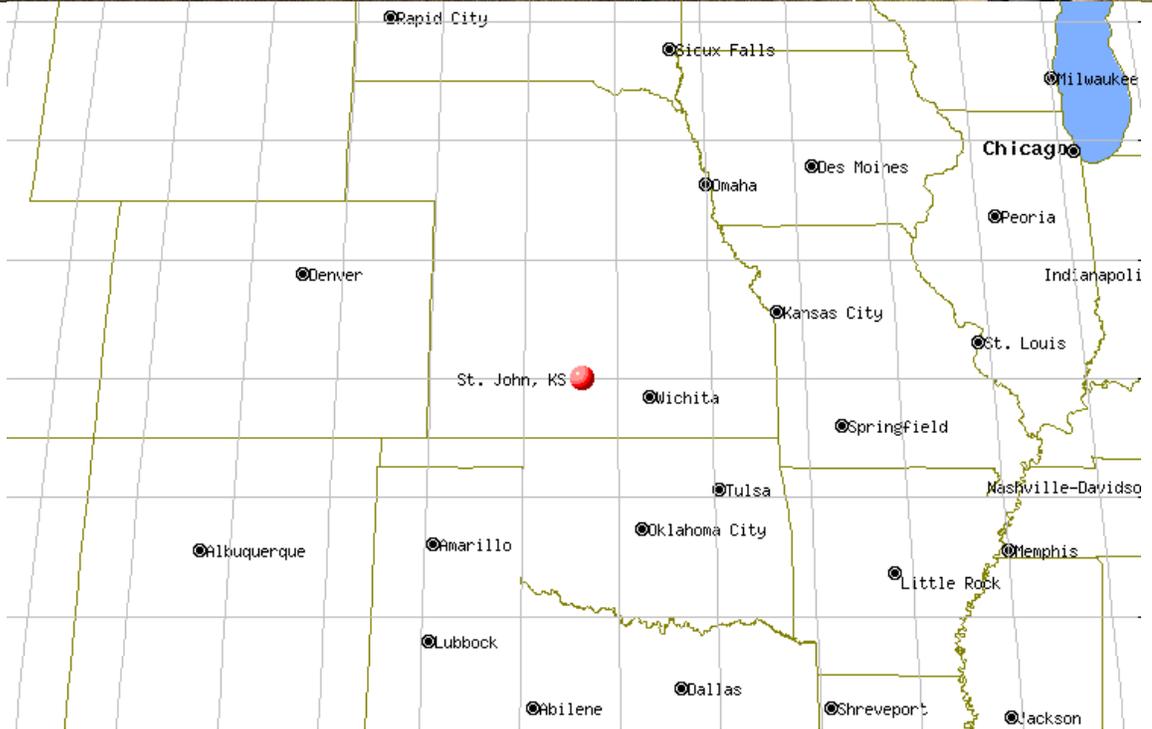
The sales projections for the proposed food store are based on the following key assumptions:

- Store hours will be open minimally 7am-9pm daily.
- Store will be staffed with experienced knowledgeable and friendly employees.
- Base projections are relative to first year ending October 2018.
- Fresh perishables will be an important part of the overall merchandising plan.
- The Pylon sign will be used for transient visibility.
- Promotional and merchandising plans will be instituted to drive sales.
- Parking lots at the highway locations will be at least 4/1 ratio and designed to enhance customer shopping experience. There should be a few large RV/farm rig parking spaces.
- There will be at least two ingress/egress points to parking lot.
- No competitive changes will take place other than those identified.
- Population remains at current declining levels.
- The facility will offer deli/bakery, quality meats and produce, exceptional perishables and an attractive interior and exterior décor.
- Customer services will include check cashing, copies, gift certificates, lottery sales, money orders, phone cards, postage stamps, return/refunds, utility payments and Western Union.
- St. John Supermarket will have price equality with competitors on key items.
- An aggressive advertising and promotional plan will be initiated throughout the entire study area for grand opening and through the year to ensure maximum market exposure.
- Store personnel will be trained to meet the new stores guidelines.
- It is assumed that there will be an appropriate and effective response to all competitive challenges.

Analysis Trade Area

St. John is located in south central Kansas approximately 100 miles west of Wichita. Its trade area includes all of Stafford County and portions of Pawnee County. The trade area is bounded on the north by Barton County, on the east by Reno County, on the south by Pratt County and on the west by Edwards County and rural roads in Pawnee County.





Perkins Marketing Company
 1017 Whittier Court, Northfield, MN 55057
 Telephone: 507.645.7537 www.perkinsmarketing.com

Overview for Stafford County, Kansas St. John is the County Seat of Stafford County

People & Income Overview (By Place of Residence)	Value	Rank in Industry Overview, 2015 U.S. (By Place of Work)	Value	Rank in U.S.
Population (2015)	4,236	2,908 Covered Employment	1,307	2,854
Growth (%) since 2010 Census	-4.2 %	2,856 Avg Wage per Job	\$28,853	2,974
Households (2014)	1,877	2,848 Manufacturing - % All Jobs in County	4.2 %	2,254
Labor Force (persons) (2015)	2,207	2,850 Avg Wage per Job	\$34,106	2,416
Unemployment Rate (2015)	4.0	2,437 Transportation & Warehousing - % All Jobs in County	2.5 %	1,391
Per Capita Personal Income (2014)	\$36,663	1,655 Avg Wage per Job	\$55,214	402
Median Household Income (2014)	\$45,945	1,487 Health Care, Social Assist. - % All Jobs in County	0.0 %	2,238
Poverty Rate (2014)	14.1	1,927 Avg Wage per Job	N/A	
High School Diploma or More - % of Adults 25+ (2014)	88.2 %	1,196 Finance and Insurance - % All Jobs in County	4.1 %	356
Bachelor's Degree or More - % of Adults 25+ (2014)	20.3 %	1,160 Avg Wage per Job	\$44,017	1,692

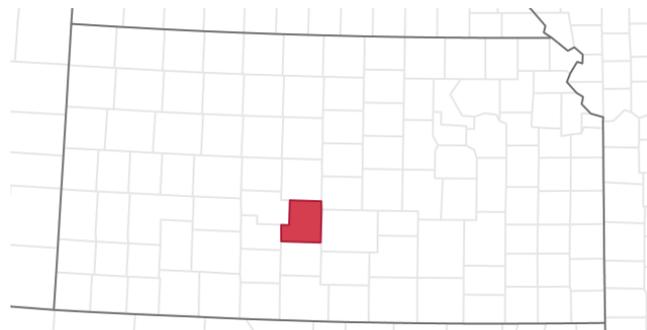


There are 3,142 counties and county-equivalents in the U.S.
StatsAmerica is a service of the Indiana Business Research Center at Indiana University's Kelley School of Business.
This initiative is funded in part by the U.S. Commerce Department's Economic Development Administration.

Stafford County Population Change over Time

Population over Time	Number	Rank in U.S.	Percent of U.S.	U.S.
2015	4,236	2,908	0.0 %	321,418,820
2010	4,421	2,899	0.0 %	309,346,863
2000	4,740	2,887	0.0 %	282,162,411
1990	5,321	2,842	0.0 %	249,464,396
1980	5,694	2,799	0.0 %	226,542,250
2000 to 2010 % Change	-6.7 %	2,794		9.6 %
1990 to 2010 % Change	-16.9 %	2,993		24.0 %
1980 to 2010 % Change	-22.4 %	2,865		36.6 %

Source: U.S. Census Bureau



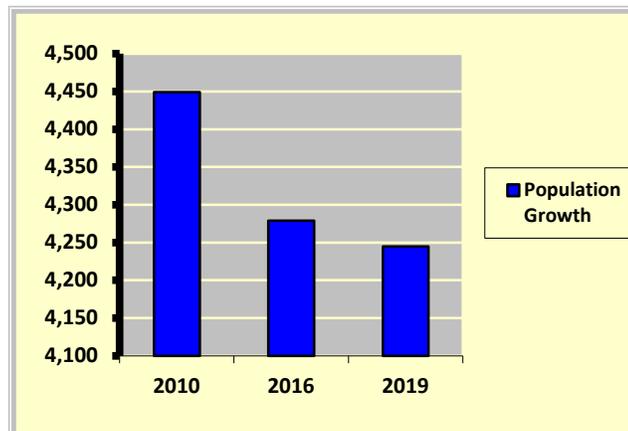
Perkins Marketing Company
1017 Whittier Court, Northfield, MN 55057
Telephone: 507.645.7537 www.perkinsmarketing.com

Population/Demographics

Population & Potential Summary October 2016	
Potential P.C.E.	\$203,057 \$47.45
2000 Census Population	4,449
2016 Estimated Population	4,279
2019 Estimated Population	4,245
Total Trade Area Potential	\$203,057
Facility Sales Within Trade Area	\$169,750
Facility Percent	83.6%
Float Dollars	\$33,307
Float Percent	16.4%

The current population in the trade area is 4,279 people and the average P.C.E. is \$47.45, ranging from a high of \$47.97 in Sector 2 to a low of \$47.12 in Sector 5. The total potential is \$203,057, and the 8 facilities identified are receiving \$169,750 or a 83.6% market share. Total float, which consists of minor facilities and leakage, is \$33,307 or 16.4%.

The 2016 estimated median income for the trade area is \$44,892 with an average household size of 2.29 people. The demographic makeup is 85.5% white, 0.3% black, 12.1% Hispanic and 0.3% Asian. Additionally, 21.1% of the trade area residents are under the age of 18, 21.4% are over the age of 65, 0.0% are in college housing and 0.0% are in military housing.



The trade area has decreased by 170 residents since the 2010 census, and is expected to decrease by 34 over the next three years.

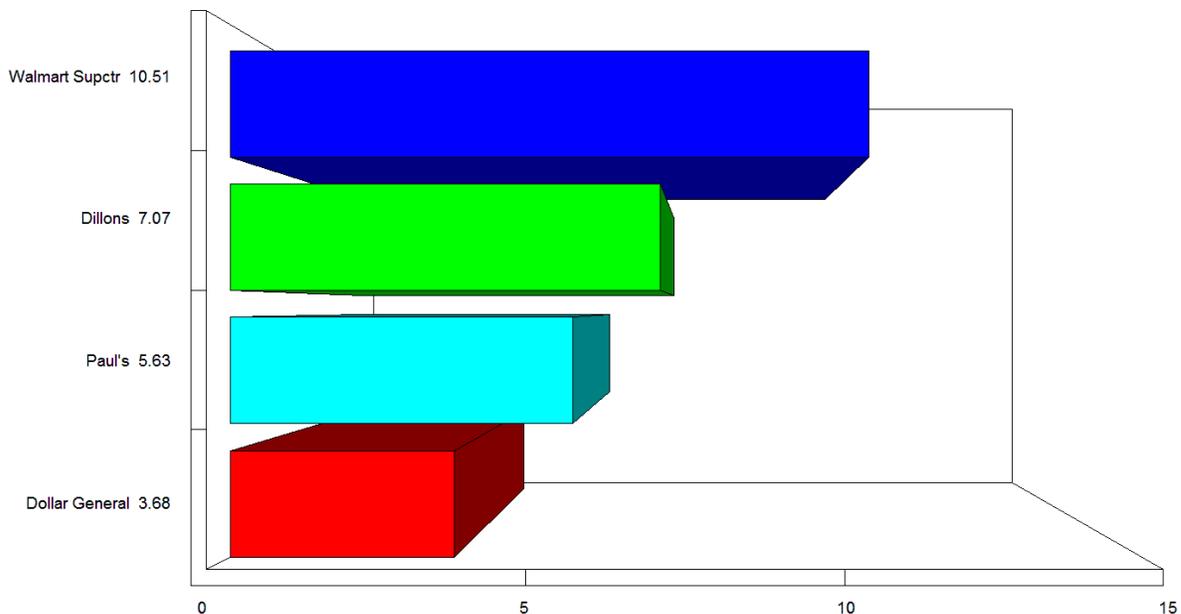
Competition

St. John Competitor Profile – October 2016	
Number of Facilities - Total	8
Highest Volume Facility (Walmart Supercenter - Map Key 13)	\$785,000
Largest Facility Total Area (Walmart Supercenter - Map Key 13)	69,000 SF
Sales Per Square Foot - Average	\$8.47
High (Walmart Supercenter - Map Key 13)	\$11.38
Low (Dollar General Map Key 16)	\$3.68

Combined, the 8 facilities contain a total of 257,500 square feet with total sales of \$2,180,000. The facilities average 32,188 square feet and \$272,500 in sales. The average sales per square foot is \$8.47. There are 60.18 square feet per capita, 0.02 persons per square foot and 535 persons per facility.

Dollar General has a store located at 202 N Us Highway 281 and offers food and general merchandise. Dollar stores have changed the marketplace and have taken business from supermarkets in small rural American towns and have contributed to their demise. Supercenters positioned in larger regional cities like Great Bend, Pratt and Hutchinson also are a factor in the shuttering of small town supermarkets.

Average Dollars Per Square Foot by Chain



Chains

Walmart Supercenter - 2 Facilities - 114,700 square feet - 29.67% Market Share

The average weekly sales per store for this chain are \$602,500 or \$10.51 per square foot.

Dillons - 4 Facilities - 128,000 square feet - 22.28% Market Share

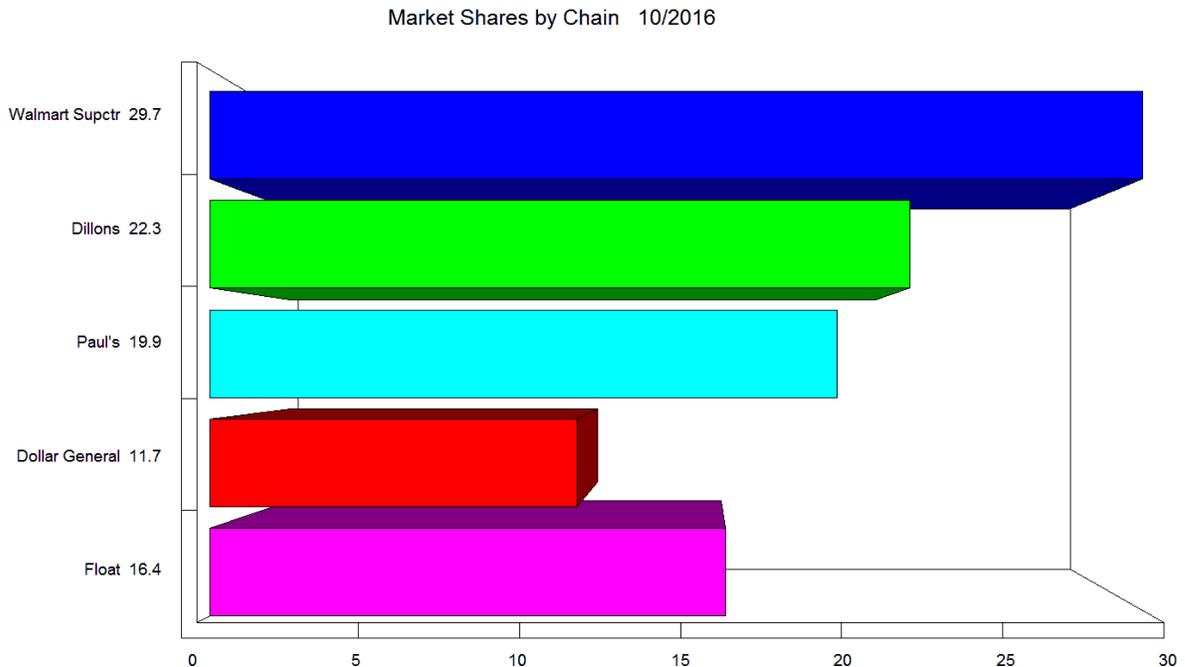
The average weekly sales per store for this chain are \$226,250 or \$7.07 per square foot.

Paul's - 1 Facility - 8,000 square feet - 19.95% Market Share

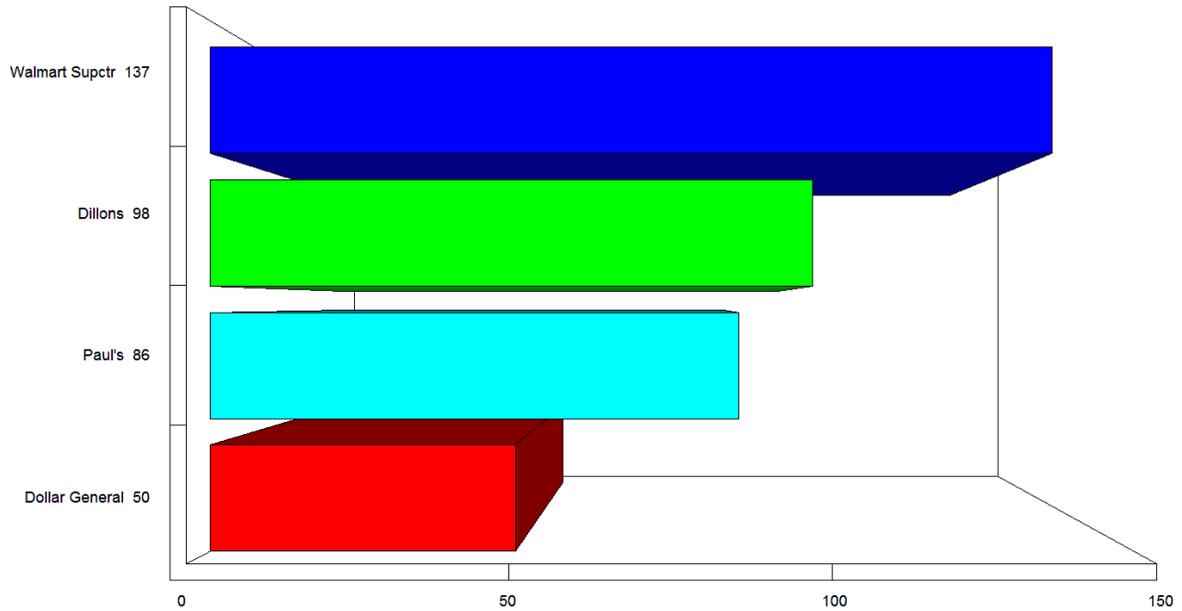
The average weekly sales per store for this chain are \$45,000 or \$5.63 per square foot.

Dollar General - 1 Facility - 6,800 square feet - 11.70% Market Share

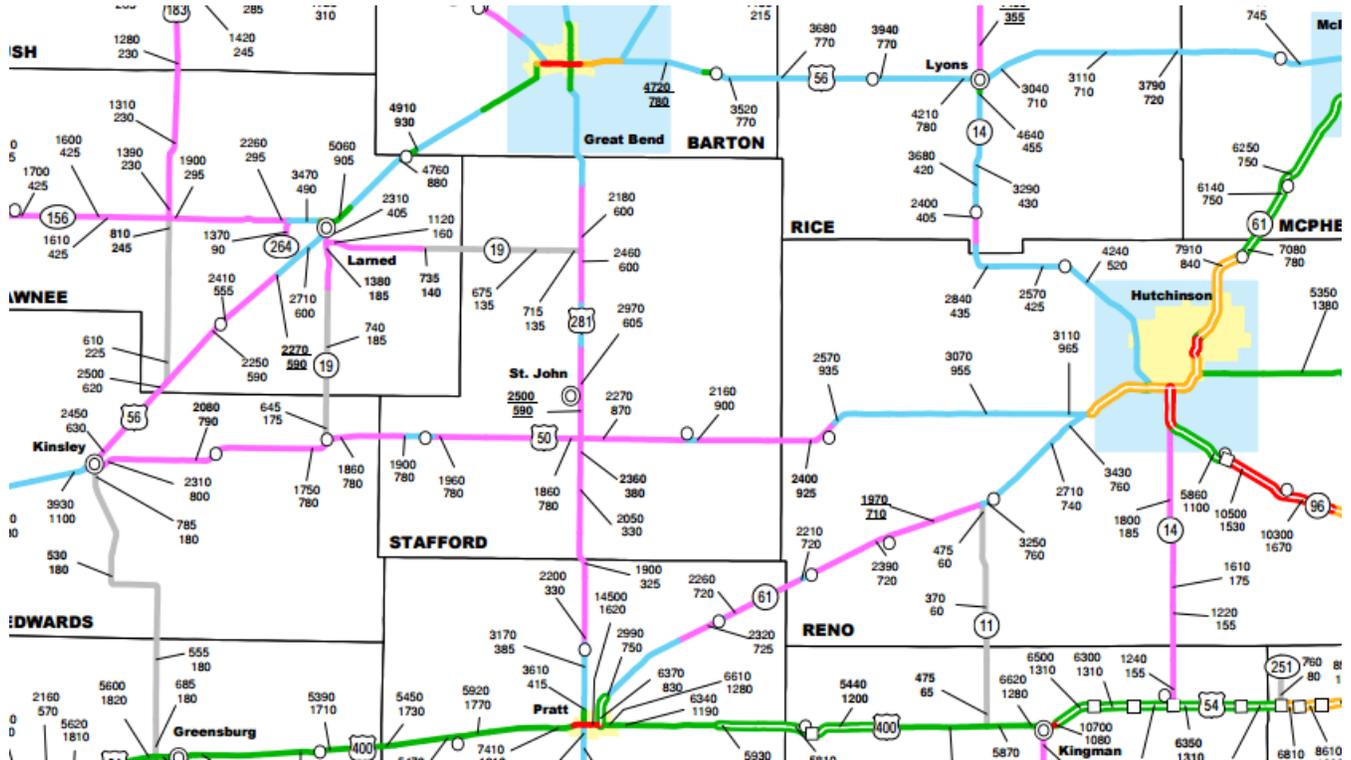
The average weekly sales per store for this chain are \$25,000 or \$3.68 per square foot.



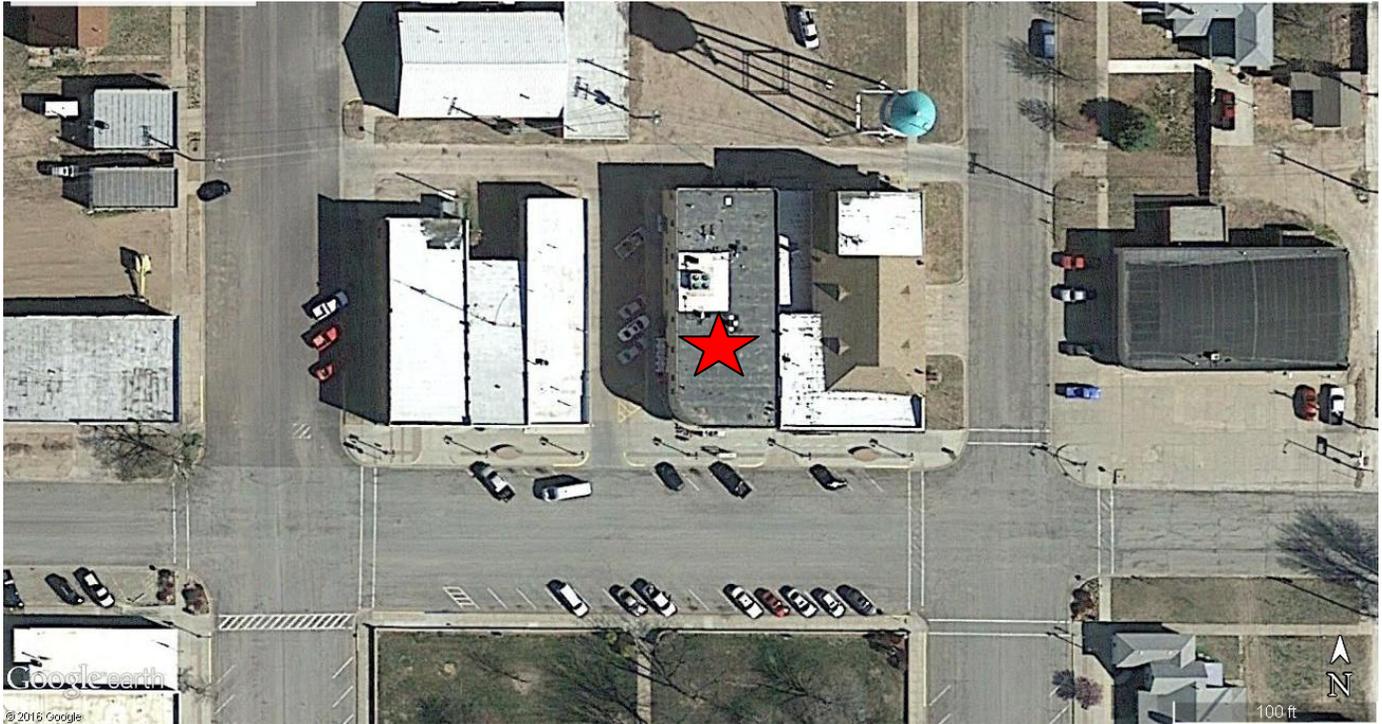
Average Image by Chain



Traffic Counts



Aerial – Site 1000
109 East 4th Avenue



Evaluation – Site 1000 109 East 4th Avenue	
Total Area	4,800 sq. ft. footprint 3,800 sq. ft. and 6,500 sq. ft. total (includes portion of 2 nd floor)
Parking	8 on parking lot and 15 on street spaces plus other angle parking around square.
Grade of Lot	Level
Current Land Use	Former Dillon store that shuttered in February 2016
Adjacent Land Use	CBD
Street Conditions	Broadway: 2-lanes (30 MPH) 4 th Avenue: 2-lanes (30 MPH)
Traffic Counts	N/A
Traffic Controls	4 way stop at intersection.
Visibility	Average
Accessibility	Average
Ingress/Egress	Average
Transient Exposure	Average in town exposure.
Note	Former Dillons.
Pros	Long time food store.
Cons	Two level supermarket spaces are not efficient as they require extra handling of food products during receiving and stocking.



Ground Photos – Site 1000



Looking north on Broadway



Looking south on Broadway

Ground Photos – Site 1000



Looking east on 4th Avenue



Looking west on 4th Avenue

Ground Photos – Site 1000



Ground Photos – Site 1000



Perkins Marketing Company
1017 Whittier Court, Northfield, MN 55057
Telephone: 507.645.7537 www.perkinsmarketing.com

Interior Photos – Site 1000



Ground Photos – Downtown St. John



Ground Photos – Downtown St. John



Ground Photos – Downtown St. John



1

Perkins Marketing Company
1017 Whittier Court, Northfield, MN 55057
Telephone: 507.645.7537 www.perkinsmarketing.com

Aerial – Site 2000



Evaluation Site 2000	
Total Area	10,000 sq. ft. - 7,000 sq. ft. selling area
Parking	Above Average
Grade of Lot	Level
Current Land Use	Modular home on property.
Adjacent Land Use	Cenex across US Hwy 281
Street Conditions	US Hwy 281: 4 lanes (50 MPH) 1 st Avenue: 2-lanes (30 MPH)
Traffic Counts AADT 2016	US Hwy 281: 2,970 of which 605 are Heavy Commercial
Traffic Controls	Stop sign on 4 th Avenue at US Hwy 281. Stop sign on 5 th Avenue at US Hwy 281.
Traffic Flow	North/south
Visibility	Above Average
Accessibility	Average
Ingress/Egress	Above Average Two street ingress/egress at Hwy 281: 4 th Avenue at US Hwy 281. and 5 th Avenue at US Hwy 281
Transient Exposure	Above Average
Note	It is recommended that US Hwy 281 speed be reduced to 35 MPH for safety of shoppers ingress/egress to parking lot.
Pros	Large property that could support additional retail: Liquor store, Laundry, Fuel Pumps connected to Supermarket/C-Store combo like Greenburg Dillon store, and Pharmacy. A deli seating area with a drive up window for coffee would attract customers.
Cons	50 MPH speed limit is more than recommended for ingress/egress to a retail store let alone a supermarket. It needs to be reduced to 35 MPH for safety. Consider designated left turn lanes from US Hwy 281. 5th Avenue is not a paved road.



Speed Limit on US Hwy 281 should be reduced to 35 MPH with turn lanes.

Ground Photos – Site 2000



Looking east on 5th Avenue at US Hwy 281 - 5th Avenue should be paved.



Looking west on 5th Avenue at US Hwy 281

Ground Photos – Site 2000



Looking west on 4th Avenue at US Hwy 281



Looking east on 4th Avenue at US Hwy 281

Ground Photos – Site 2000



Looking north on US Hwy 281 at 4th Avenue



Looking south on US Hwy 281 at 5th Avenue

Ground Photos – Site 2000



Aerial – Site 3000



Evaluation Site 3000	
Total Area	10,000 sq. ft. - 7,000 sq. ft. selling area
Parking	Assumed Adequate
Grade of Lot	Level
Current Land Use	Joe's Electric building on property.
Adjacent Land Use	Dollar General
Street Conditions	US Hwy 281: 4 lanes (50 MPH) 1 st Avenue: 2-lanes (30 MPH)
Traffic Counts AADT 2016	US Hwy 281: 2,970 of which 605 are Heavy Commercial
Traffic Controls	Stop sign on 1 st Avenue at US Hwy 281.
Traffic Flow	North/south
Visibility	Above Average
Accessibility	Average
Ingress/Egress	Average
Transient Exposure	Above Average
Note	Dollar General is adjacent positioned to north of this property. It is recommended that US Hwy 281 speed be reduced to 35 MPH for safety of shoppers ingress/egress to parking lot.
Pros	Creates a shopping center environment. The store would also benefit by offering a deli seating area with a drive up window for coffee. Additional retail offerings are recommended and if possible the relocation of the liquor store to this property would be positive.
Cons	It is a small lot and may not be adequate in size to house a 10,000 square foot facility and other retail. Supermarket located here will require ingress/egress from Hwy 281 and from 1st Avenue.



Ground Photos – Site 3000



Looking south on US Hwy 281 at 1st Avenue



Looking north on US Hwy 281 at 1st Avenue

Ground Photos – Site 3000



Looking west on 1st Avenue at US Hwy 281



Looking east on 1st Avenue at US Hwy 281

Ground Photos – Site 3000



Ground Photos – Site 3000 Adjacent businesses



Ideas for St. John Supermarket



Add drive up windows for coffee and deli and or Pharmacy
Add fuel pumps



White's Kingman, Kansas

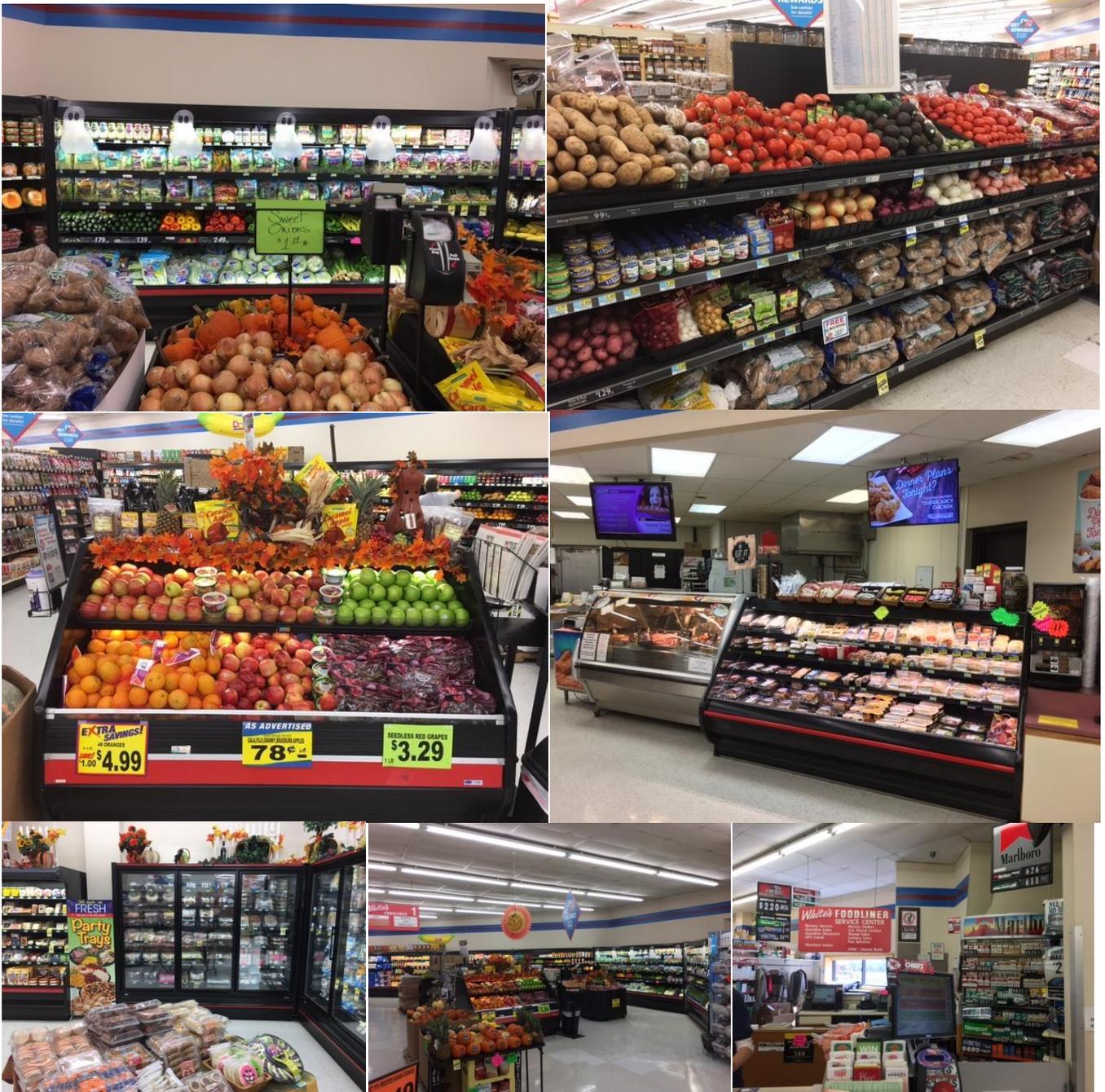


Perkins Marketing Company
1017 Whittier Court. Northfield, MN 55057
Telephone: 507.645.7537 www.perkinsmarketing.com

White's Kingman - Interior Pictures



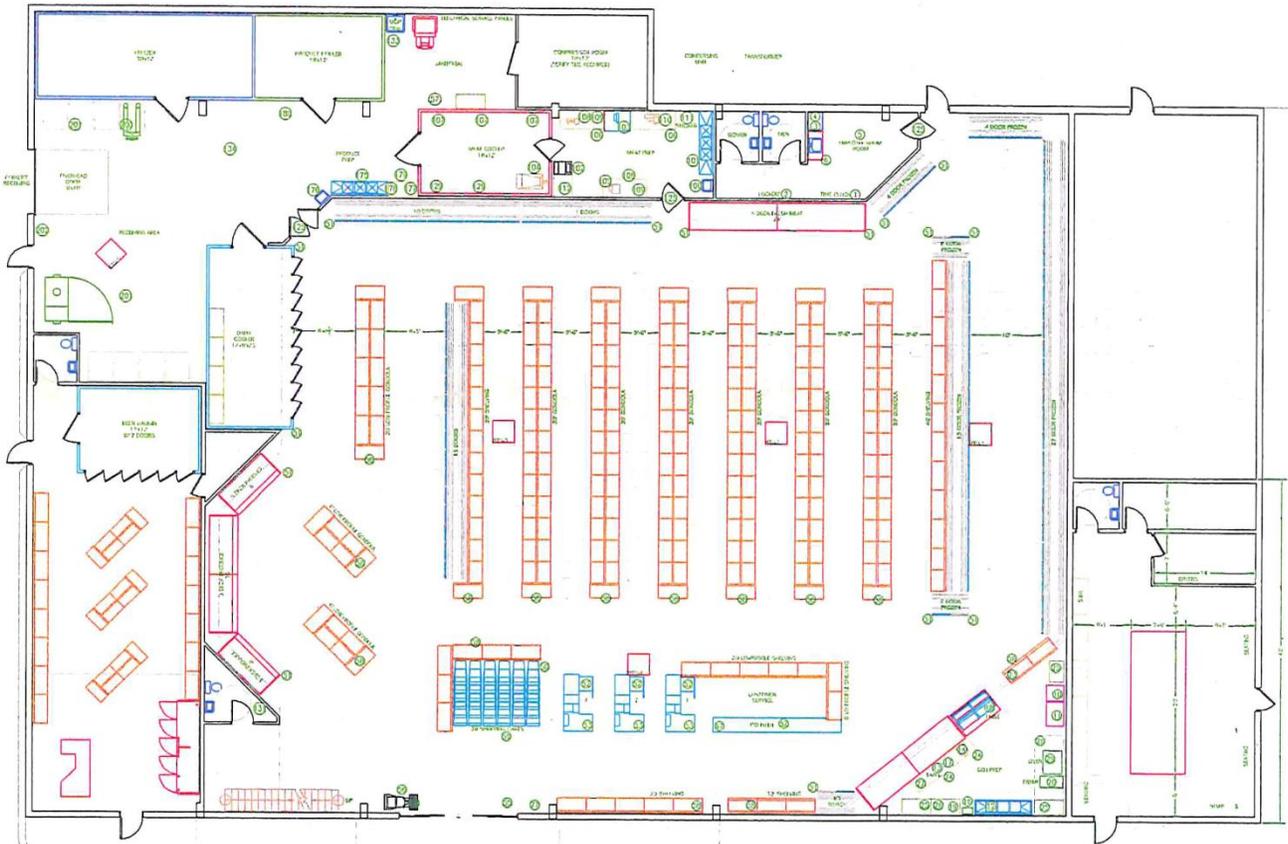
White's Kingman - Interior Pictures



White's Medicine Lodge, Kansas



White's Medicine Lodge Store Layout



Main building is 17,850 sq. ft.
Laundry and storage is 2500 sq. ft.
Liquor store is about 1800 sq. f sq. ft.
Back rooms with walk-ins and motor room 850 sq. ft.
Supermarket is approximately 13,550 sq. ft.

Site 2000 and Site 3000 are tested at 10,000 sq. ft. with assumed similar layout.

Perkins Marketing Company
1017 Whittier Court. Northfield, MN 55057
Telephone: 507.645.7537 www.perkinsmarketing.com

Reports

CURRENT MARKET SIMULATION ST. JOHN, KANSAS OCTOBER 2016

Trade Area	Oct 2016
Population	4,279
Potential	203,057
Facility Volume	169,750
Float Amount	33,307
Float Percent	16.4%
P.C.E.	47.45

STORES IN OPERATION

Facility Map Key	Name	---Oct 2016 --- Volume	/SqFt	Total Area	Draw	Image
7	Paul's	45,000	5.63	8,000	90	86
8	Dillons #23	260,000	6.90	37,700	5	92
9	Walmart Supctr	420,000	9.19	45,700	5	127
11	Dillons #9	190,000	9.05	21,000	5	123
12	Dillons #51	345,000	6.85	50,400	5	91
13	Walmart Supctr	785,000	11.38	69,000	5	146
14	Dillons #3	110,000	5.82	18,900	5	85
16	Dollar General	25,000	3.68	6,800	95	50
Total		2,180,000		257,500		
Average		272,500	8.47	32,188		100

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Volume	Average	Total Size	----- Average	Vol/ SqFt	Avg Image	Market Share
Paul's	1	45,000	45,000	8,000	8,000	5.63	86	19.95
*Dillons	4	905,000	226,250	128,000	32,000	7.07	98	22.28
*Walmart Supctr	2	1,205,000	602,500	114,700	57,350	10.51	137	29.67
Dollar General	1	25,000	25,000	6,800	6,800	3.68	50	11.70
Totals	8	2,180,000		257,500				83.60
Averages			272,500		32,188	8.47		

* Chain includes facilities with draw less than 30.

SECTOR SUMMARY

Sector Map Key	-----Oct 2016-----		Potential	-----Float-----	
	Population	PCE		Percent	Amount
1	233	47.65	11,102	17.63	1,957
2	106	47.97	5,085	18.91	961
3	517	47.49	24,552	19.55	4,800
4	231	47.49	10,970	18.79	2,061
5	281	47.12	13,241	15.25	2,020
6	1,037	47.18	48,926	15.30	7,484
7	174	47.85	8,326	16.45	1,370
8	237	47.85	11,340	19.10	2,166
9	232	47.85	11,101	16.22	1,800
10	567	47.37	26,859	14.58	3,916
11	453	47.37	21,459	14.52	3,116
12	211	47.85	10,096	16.41	1,657
Total	4,279		203,057		33,307
Average		47.45		16.40	

**PROJECTED MARKETPLACE
ST. JOHN, KANSAS
OCTOBER 2018**

Trade Area	Oct 2016	Oct 2018	% Change
Population	4,279	4,257	-.51
Potential	203,057	202,010	-.52
Facility Volume	169,750	168,892	-.51
Float Amount	33,307	33,118	-.57
Float Percent	16.40	16.39	
P.C.E.	47.45	47.45	.00

**SCENARIO 1
SITE 1000 OPENS**

Facility Map Key	Name	Forecast		Current		T.A. Diff.	%	Fcst Total Area	Draw	Image
		---Oct 2018 --- Volume	/SqFt	---Oct 2016 --- Volume	/SqFt					
7	Paul's	38,170	4.77	45,000	5.63	-6,147	-15	8,000	90	86
8	Dillons #23	256,421	6.80	260,000	6.90	-3,579	-1	37,700	5	92
9	Walmart Supctr	414,264	9.06	420,000	9.19	-5,736	-1	45,700	5	127
11	Dillons #9	187,350	8.92	190,000	9.05	-2,650	-1	21,000	5	123
12	Dillons #51	339,894	6.74	345,000	6.85	-5,106	-1	50,400	5	91
13	Walmart Supctr	773,411	11.21	785,000	11.38	-11,589	-1	69,000	5	146
14	Dillons #3	108,374	5.73	110,000	5.82	-1,626	-1	18,900	5	85
16	Dollar General	20,992	3.09	25,000	3.68	-3,808	-16	6,800	95	50
1000	Site	41,455	6.38	0	0.00	39,383	0	6,500	95	90
Totals		2,180,331		2,180,000		-858				
Averages		242,259	8.26	272,500	8.47			29,333		99

THREE YEAR GROWTH

Facility Map Key = 1000

Oct 2018

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	41,455	10.91	6.38	19.50%	5%
2nd Year (2019)	42,422	11.16	6.53	20.01%	5%
3rd Year (2020)	42,883	11.28	6.60	20.28%	5%

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total----- Volume	Average	Size	Average	Vol/ SqFt	Avg Image	Market Share	-----Change----- Volume	MktShr
Paul's	1	38,170	38,170	8,000	8,000	4.77	86	17.01	-6,147	-2.94
Dillons	4	892,039	223,010	128,000	32,000	6.97	98	15.98	-12,961	-6.30
Walmart Supctr	2	1,187,675	593,838	114,700	57,350	10.35	137	21.25	-17,325	-8.42
Dollar General	1	20,992	20,992	6,800	6,800	3.09	50	9.87	-3,808	-1.82
Site	1	41,455	41,455	6,500	6,500	6.38	90	19.50	39,383	19.50
Totals	9	2,180,331		264,000				83.61		
Averages			242,259		29,333	8.26				

STORE VOLUME BY SECTOR

Facility Map Key = 1000
Market Share Cutoff = 1

Oct 2018

Draw = 95

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
1	1.80	196	228	10,864	17.63	11.75	50,376
2	14.91	758	106	5,085	18.91	5.73	58,790
3	10.54	2,564	512	24,315	19.55	10.15	48,710
4	18.58	2,064	234	11,113	18.79	5.35	48,710
5	42.72	5,516	274	12,911	15.25	.89	41,081
6	43.55	21,412	1,042	49,162	15.30	.67	41,724
7	1.69	133	164	7,847	16.45	11.50	53,251
8	2.34	253	226	10,814	19.10	12.12	53,251
9	15.06	1,686	234	11,197	16.22	5.87	53,251
10	7.95	2,106	559	26,480	14.58	8.92	37,912
11	9.11	1,976	458	21,695	14.52	8.15	37,912
12	6.82	718	220	10,527	16.41	9.63	53,251
TA Total	19.50	39,383	4,257	202,010	16.39		
Outside TA		2,073					
Sales Forecast		41,455					

What If

Facility Map Key 1000

Oct 2018

Tactic	Volume	/Sq.Ft.	Mkt Shr	Size	Draw	Image
Base	41,455	6.38	19.50	6,500	95	90.00
1	38,553	5.93	18.13	6,500	95	80.00
2	44,145	6.79	20.76	6,500	95	100.00

**SCENARIO 2
SITE 2000 OPENS**

Facility Map Key	Name	Forecast ---Oct 2018 ---		Current ---Oct 2016 ---		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
7	Paul's	32,491	4.06	45,000	5.63	-11,258	-28	8,000	90	86
8	Dillons #23	254,960	6.76	260,000	6.90	-5,040	-2	37,700	5	92
9	Walmart Supctr	411,918	9.01	420,000	9.19	-8,082	-2	45,700	5	127
11	Dillons #9	186,298	8.87	190,000	9.05	-3,702	-2	21,000	5	123
12	Dillons #51	338,555	6.72	345,000	6.85	-6,445	-2	50,400	5	91
13	Walmart Supctr	770,361	11.16	785,000	11.38	-14,639	-2	69,000	5	146
14	Dillons #3	107,955	5.71	110,000	5.82	-2,045	-2	18,900	5	85
16	Dollar General	19,188	2.82	25,000	3.68	-5,521	-23	6,800	95	50
2000	Site	58,815	5.88	0	0.00	55,875	0	10,000	95	100
Totals		2,180,541		2,180,000		-858				
Averages		242,282	8.15	272,500	8.47			29,722		100

THREE YEAR GROWTH

Facility Map Key = 2000

Oct 2018

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	58,815	8.40	5.88	27.66%	5%
2nd Year (2019)	59,983	8.57	6.00	28.29%	5%
3rd Year (2020)	60,532	8.65	6.05	28.63%	5%

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Paul's	1	32,491	32,491	8,000	8,000	4.06	86	14.48	-11,258	-5.47
Dillons	4	887,768	221,942	128,000	32,000	6.94	98	13.87	-17,232	-8.41
Walmart Supctr	2	1,182,279	591,139	114,700	57,350	10.31	137	18.58	-22,721	-11.09
Dollar General	1	19,188	19,188	6,800	6,800	2.82	50	9.02	-5,521	-2.67
Site	1	58,815	58,815	10,000	10,000	5.88	100	27.66	55,875	27.66
Totals	9	2,180,541		267,500				83.61		
Averages			242,282		29,722	8.15				

STORE VOLUME BY SECTOR

Facility Map Key = 2000
Market Share Cutoff = 1

Oct 2018

Draw = 95

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
1	4.09	444	228	10,864	17.63	11.76	50,376
2	24.03	1,222	106	5,085	18.91	5.74	58,790
3	19.55	4,754	512	24,315	19.55	10.18	48,710
4	28.62	3,180	234	11,113	18.79	5.35	48,710
5	53.73	6,937	274	12,911	15.25	.88	41,081
6	54.38	26,734	1,042	49,162	15.30	.66	41,724
7	3.82	300	164	7,847	16.45	11.50	53,251
8	5.30	573	226	10,814	19.10	12.14	53,251
9	24.40	2,732	234	11,197	16.22	5.90	53,251
10	15.05	3,985	559	26,480	14.58	8.96	37,912
11	16.65	3,612	458	21,695	14.52	8.18	37,912
12	13.33	1,403	220	10,527	16.41	9.65	53,251
TA Total	27.66	55,875	4,257	202,010	16.39		
Outside TA		2,941					
Sales Forecast		58,815					

WHAT IF

Facility Map Key 2000

Oct 2018

Tactic	Volume	/Sq.Ft.	Mkt Shr	Size	Draw	Image
Base	58,815	5.88	27.66	10,000	95	100.00
1	55,616	5.56	26.15	10,000	95	90.00
2	61,771	6.18	29.05	10,000	95	110.00

**SCENARIO 3
SITE 3000 OPENS**

Facility Map Key	Name	Forecast ---Oct 2018 ---		Current ----Oct 2016 ----		T.A. Diff.	% Chg	Fcst Total Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
7	Paul's	33,265	4.16	45,000	5.63	-10,562	-26	8,000	90	86
8	Dillons #23	255,134	6.77	260,000	6.90	-4,866	-2	37,700	5	92
9	Walmart Supctr	412,197	9.02	420,000	9.19	-7,803	-2	45,700	5	127
11	Dillons #9	186,429	8.88	190,000	9.05	-3,571	-2	21,000	5	123
12	Dillons #51	338,755	6.72	345,000	6.85	-6,245	-2	50,400	5	91
13	Walmart Supctr	770,818	11.17	785,000	11.38	-14,182	-2	69,000	5	146
14	Dillons #3	108,018	5.72	110,000	5.82	-1,982	-2	18,900	5	85
16	Dollar General	20,207	2.97	25,000	3.68	-4,554	-19	6,800	95	50
3000	Site	55,691	5.57	0	0.00	52,907	0	10,000	95	90
Totals		2,180,513		2,180,000		-858				
Averages		242,279	8.15	272,500	8.47			29,722		99

THREE YEAR GROWTH

Facility Map Key = 3000

Oct 2018

Sales Forecast

	Estimated Weekly Sales	Sales/Sq. Ft. Selling Area	Sales/Sq. Ft. Total Area	Share of Market	% Beyond
1st Year (2018)	55,691	7.96	5.57	26.19%	5%
2nd Year (2019)	56,839	8.12	5.68	26.81%	5%
3rd Year (2020)	57,380	8.20	5.74	27.14%	5%

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Paul's	1	33,265	33,265	8,000	8,000	4.16	86	14.82	-10,562	-5.12
Dillons	4	888,336	222,084	128,000	32,000	6.94	98	14.15	-16,664	-8.13
Walmart Supctr	2	1,183,015	591,508	114,700	57,350	10.31	137	18.94	-21,985	-10.73
Dollar General	1	20,207	20,207	6,800	6,800	2.97	50	9.50	-4,554	-2.19
Site	1	55,691	55,691	10,000	10,000	5.57	90	26.19	52,907	26.19
Totals	9	2,180,513		267,500				83.61		
Averages			242,279		29,722	8.15				

STORE VOLUME BY SECTOR

Facility Map Key = 3000
Market Share Cutoff = 1

Oct 2018

Draw = 95

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles	Household Income
1	3.53	384	228	10,864	17.63	11.99	50,376
2	21.98	1,117	106	5,085	18.91	5.86	58,790
3	18.26	4,439	512	24,315	19.55	10.10	48,710
4	27.33	3,038	234	11,113	18.79	5.13	48,710
5	52.20	6,740	274	12,911	15.25	.71	41,081
6	51.96	25,546	1,042	49,162	15.30	.77	41,724
7	3.28	257	164	7,847	16.45	11.76	53,251
8	4.59	496	226	10,814	19.10	12.37	53,251
9	22.50	2,520	234	11,197	16.22	5.94	53,251
10	13.95	3,695	559	26,480	14.58	8.88	37,912
11	15.47	3,356	458	21,695	14.52	8.10	37,912
12	12.54	1,320	220	10,527	16.41	9.48	53,251
TA Total	26.19	52,907	4,257	202,010	16.39		
Outside TA		2,785					
Sales Forecast		55,691					

WHAT IF

Facility Map Key 3000

Oct 2018

Tactic	Volume	/Sq.Ft.	Mkt Shr	Size	Draw	Image
Base	55,691	5.57	26.19	10,000	95	90.00
1	52,193	5.22	24.54	10,000	95	80.00
2	58,901	5.89	27.70	10,000	95	100.00

Competitor Evaluations & Pictures

Map Key 7

Paul's

309 S Main Street, Stafford

Weekly Volume:	\$45,000	Ratings	
Market Share:	19.95%	Operations:	3
Total Area:	8,000 sq. ft., \$5.63 per sq. ft.	External Conditions:	3
Sales Area:	6,000 sq. ft., \$7.50 per sq. ft.	Internal Conditions:	3
Check Outs:	2	Meat:	3
Primary Parking:	18	Produce:	2
Store Hours:	7-8 M-Sat, Noon-6 Sunday	Deli:	2
Draw :	90	Bakery:	0
Image:	86	Pharmacy:	0
Image Rank:	6 of 8		
Adjacent Retail:	near Central Business District		
Note:	Beer in refrigerated case		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 8

Dillons #23

1108 E 1st Street, Pratt

Weekly Volume:	\$260,000	Ratings	
Market Share:	6.40%	Operations:	4
Total Area:	37,700 sq. ft., \$6.90 per sq. ft.	External Conditions:	3
Sales Area:	24,800 sq. ft., \$10.48 per sq. ft.	Internal Conditions:	4
Check Outs:	8	Meat:	4
Primary Parking:	140	Produce:	4
Store Hours:	7-10 daily	Deli:	4
Draw :	5	Bakery:	4
Image:	92	Pharmacy:	4
Image Rank:	4 of 8		
Adjacent Retail:	Freestanding		
Note:	Fuel		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 9
Walmart Supercenter
2003 E 1st Street, Pratt

Weekly Volume:	\$420,000	Ratings	
Market Share:	10.34%	Operations:	3
Total Area:	45,700 sq. ft., \$9.19 per sq. ft.	External Conditions:	3
Sales Area:	34,300 sq. ft., \$12.24 per sq. ft.	Internal Conditions:	3
Check Outs:	18	Meat:	3
Primary Parking:	600	Produce:	3
Store Hours:	24 hours daily	Deli:	2
Draw :	5	Bakery:	2
Image:	127	Pharmacy:	3
Image Rank:	2 of 8		
Adjacent Retail:	Freestanding		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 11

Dillons #9

423 Main Street, Larned

Weekly Volume:	\$190,000	Ratings	
Market Share:	4.68%	Operations:	3
Total Area:	21,000 sq. ft., \$9.05 per sq. ft.	External Conditions:	3
Sales Area:	15,100 sq. ft., \$12.58 per sq. ft.	Internal Conditions:	3
Check Outs:	6	Meat:	3
Primary Parking:	80	Produce:	3
Store Hours:	7-10 daily	Deli:	0
Draw :	5	Bakery:	3
Image:	123	Pharmacy:	0
Image Rank:	3 of 8		
Adjacent Retail:	near Central Business District		
Note:	There is a Shopko in Larned		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 12

Dillons #51

4107 10th Street, Great Bend

Weekly Volume:	\$345,000	Ratings	
Market Share:	8.50%	Operations:	4
Total Area:	50,400 sq. ft., \$6.85 per sq. ft.	External Conditions:	3
Sales Area:	34,900 sq. ft., \$9.89 per sq. ft.	Internal Conditions:	4
Check Outs:	10	Meat:	4
Primary Parking:	180	Produce:	4
Store Hours:	6-11 daily	Deli:	3
Draw :	5	Bakery:	3
Image:	91	Pharmacy:	4
Image Rank:	5 of 8		
Adjacent Retail:	Freestanding		
Note:	Fuel		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 13
Walmart Supercenter
3503 10th Street, Great Bend

Weekly Volume:	\$785,000	Ratings	
Market Share:	19.33%	Operations:	3
Total Area:	69,000 sq. ft., \$11.38 per sq. ft.	External Conditions:	3
Sales Area:	52,000 sq. ft., \$15.10 per sq. ft.	Internal Conditions:	3
Check Outs:	34	Meat:	2
Primary Parking:	1,000	Produce:	4
Store Hours:	24 hours daily	Deli:	2
Draw :	5	Bakery:	2
Image:	146	Pharmacy:	3
Image Rank:	1 of 8		
Adjacent Retail:	Sally's Beauty Shop, others		
Note:	Fuel		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 14

Dillons #3

1811 Main St, Great Bend

Weekly Volume:	\$110,000	Ratings	
Market Share:	2.71%	Operations:	3
Total Area:	18,900 sq. ft., \$5.82 per sq. ft.	External Conditions:	3
Sales Area:	11,300 sq. ft., \$9.73 per sq. ft.	Internal Conditions:	3
Check Outs:	4	Meat:	3
Primary Parking:	120	Produce:	3
Store Hours:	7-10 daily	Deli:	0
Draw :	5	Bakery:	0
Image:	85	Pharmacy:	0
Image Rank:	7 of 8		
Adjacent Retail:	near Central Business District		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 16

Dollar General

202 N US Highway 281, St. John

Weekly Volume:	\$25,000	Ratings	
Market Share:	11.70%	Operations:	3
Total Area:	6,800 sq. ft., \$3.68 per sq. ft.	External Conditions:	3
Sales Area:	5,800 sq. ft., \$4.31 per sq. ft.	Internal Conditions:	3
Check Outs:	3	Meat:	0
Primary Parking:	30	Produce:	0
Store Hours:	8-10 daily	Deli:	0
Draw :	95	Bakery:	0
Image:	50	Pharmacy:	0
Image Rank:	8 of 8		
Adjacent Retail:	Freestanding		
Note:	Food business is up 50%		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Float Makers

Map Key 1

Dillons Marketplace #97

3200 Plaza East Drive, Hutchinson

Weekly Volume:	\$915,000	Ratings	
Market Share:	45.93%	Operations:	4
Total Area:	94,500 sq. ft., \$9.68 per sq. ft.	External Conditions:	4
Sales Area:	67,000 sq. ft., \$13.66 per sq. ft.	Internal Conditions:	4
Check Outs:	22	Meat:	4
Primary Parking:	600	Produce:	4
Store Hours:	24 hours daily	Deli:	4
Draw :		Bakery:	4
Image:		Pharmacy:	4
Image Rank:			
Adjacent Retail:	Liquor store, fuel		
Note:	4,500 Rx scripts		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 2

Aldi

1711 N Waldron St, Hutchinson

Weekly Volume: \$160,000
 Market Share: 7.19%
 Total Area: 14,400 sq. ft., \$11.11 per sq. ft.
 Sales Area: 10,200 sq. ft., \$15.69 per sq. ft.
 Check Outs: 4
 Primary Parking: 120
 Store Hours: 9-8 M-Sat, 10-8 Sun
 Draw :
 Image:
 Image Rank:
 Adjacent Retail: Freestanding

Ratings

Operations: 4
 External Conditions: 3
 Internal Conditions: 3
 Meat: 2
 Produce: 2
 Deli: 0
 Bakery: 0
 Pharmacy: 0

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 3

**Walmart Supercenter
1905 E 17th Avenue, Hutchinson**

Weekly Volume:	\$1,000,000	Ratings	
Market Share:	40.26%	Operations:	3
Total Area:	69,000 sq. ft., \$14.49 per sq. ft.	External Conditions:	3
Sales Area:	52,000 sq. ft., \$19.23 per sq. ft.	Internal Conditions:	3
Check Outs:	30	Meat:	2
Primary Parking:	1,000	Produce:	2
Store Hours:	24 hours daily	Deli:	2
Draw :	1	Bakery:	2
Image:	134	Pharmacy:	4
Image Rank:	1 of 8		
Adjacent Retail:	Home Depot		
Note:	3,200 Rx Scripts		

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 4

Dillons #8

1321 Main street, Hutchinson

Weekly Volume:	\$90,000
Market Share:	0.18%
Total Area:	13,000 sq. ft., \$7.08 per sq. ft.
Sales Area:	9,000 sq. ft., \$10.22 per sq. ft.
Check Outs:	5
Primary Parking:	50
Store Hours:	7-10 daily
Draw :	
Image:	
Image Rank:	
Adjacent Retail:	Business district

Ratings

Operations:	4
External Conditions:	3
Internal Conditions:	3
Meat:	4
Produce:	3
Deli:	2
Bakery:	2
Pharmacy:	0

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 5

Dillons #10

1321 E 4th Avenue, Hutchinson

Weekly Volume: \$210,000
 Market Share: 0.46%
 Total Area: 32,000 sq. ft., \$6.63 per sq. ft.
 Sales Area: 20,000 sq. ft., \$10.60 per sq. ft.
 Check Outs: 8
 Primary Parking: 3
 Store Hours: 7-11 daily
 Draw :
 Image:
 Image Rank:
 Adjacent Retail: Freestanding

Ratings

Operations: 3
 External Conditions: 3
 Internal Conditions: 3
 Meat: 3
 Produce: 4
 Deli: 3
 Bakery: 3
 Pharmacy: 3

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 6

Dillons #25

206 W 5th Avenue, Hutchinson

Weekly Volume: \$348,000
 Market Share: 0.55%
 Total Area: 37,000 sq. ft., \$9.41 per sq. ft.
 Sales Area: 24,000 sq. ft., \$14.50 per sq. ft.
 Check Outs: 9
 Primary Parking: 3
 Store Hours: 6-11 M-Sat, 7-11 Sun
 Draw : 3
 Image:
 Image Rank: 0 of 8
 Adjacent Retail: Cox Solutions Store
 Note: 2,700 Rx Scripts

Ratings

Operations: 4
 External Conditions: 3
 Internal Conditions: 3
 Meat: 4
 Produce: 4
 Deli: 4
 Bakery: 4
 Pharmacy: 4

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 10

Food Pride

615 Niles Avenue, Kinsley

Weekly Volume: \$45,000
 Market Share: 0.28%
 Total Area: 7,400 sq. ft., \$6.08 per sq. ft.
 Sales Area: 5,000 sq. ft., \$9.00 per sq. ft.
 Check Outs: 3
 Primary Parking: 20
 Store Hours: 7-8 M-Sat, 9-7 Sunday
 Draw :
 Image:
 Image Rank:
 Adjacent Retail: CBD

Ratings

Operations: 3
 External Conditions: 3
 Internal Conditions: 3
 Meat: 3
 Produce: 3
 Deli: 3
 Bakery: 0
 Pharmacy: 0

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Map Key 15

Dillons #7

212 S Broadway Ave, Sterling

Weekly Volume:	\$73,000
Market Share:	0.14%
Total Area:	8,500 sq. ft., \$8.59 per sq. ft.
Sales Area:	5,900 sq. ft., \$12.37 per sq. ft.
Check Outs:	3
Primary Parking:	50
Store Hours:	8-8 Mon - Sat, 10-6 Sunday
Draw :	
Image:	
Image Rank:	Well accepted small town store!
Adjacent Retail:	CBD

Ratings

Operations:	4
External Conditions:	3
Internal Conditions:	4
Meat:	3
Produce:	3
Deli:	3
Bakery:	3
Pharmacy:	0

Evaluation Ratings: 0-N/A; 1-Poor; 2-Below Average; 3-Average; 4-Above Average; 5-Excellent



Other Float Makers



Cenex in St. John



Cenex in Stafford



C-Stores in Macksville

Dillons "small town" Format



Dillons Conventional/Convenience format store in Greensburg



Wichita Costco

Trade Area Data by Sector

Sector	Census Tract	2010 Pop.	Est. 2016 Pop.	Est. 2019 Pop.	2016 % White	2016 % Black	2016 % Asian	2016 % Other	2016 % Hisp.	2016 % < 18	2016 % > 65	2016 Avg. Hhld Size	2016 Median Income
1	4707.00	252	233	225	80.4	0.0	0.3	1.3	18.0	22.0	17.3	2.42	\$50,376
2	9703.00	116	106	105	86.0	0.0	0.2	1.1	12.7	20.5	18.0	2.23	\$58,790
3	4707.00	655	517	510	79.0	0.0	0.4	1.4	19.2	22.4	17.1	2.77	\$48,710
4	4707.00	127	231	235	79.0	0.0	0.4	1.4	19.2	22.4	17.1	2.60	\$48,710
5	4707.00	319	281	270	81.8	0.5	0.5	1.5	15.7	23.2	19.7	2.15	\$41,081
6	4707.00	1,011	1,037	1,045	81.7	0.4	0.5	1.5	15.9	23.1	19.5	2.37	\$41,724
7	4706.00	215	174	160	92.9	0.1	0.1	1.9	5.0	17.5	23.9	2.17	\$53,251
8	4706.00	286	237	220	92.9	0.1	0.1	1.9	5.0	17.5	23.9	2.19	\$53,251
9	4706.00	226	232	235	92.9	0.1	0.1	1.9	5.0	17.5	23.9	2.36	\$53,251
10	4706.00	618	567	555	90.2	0.8	0.3	2.2	6.6	20.6	26.2	2.01	\$37,912
11	4706.00	445	453	460	90.2	0.8	0.3	2.2	6.6	20.6	26.2	2.06	\$37,912
12	4706.00	179	211	225	92.9	0.1	0.1	1.9	5.0	17.5	23.9	2.35	\$53,251
Totals:		4,449	4,279	4,245									
Averages:					85.5	0.3	0.3	1.7	12.1	21.1	21.4	2.29	\$44,892

Appendix St. John, Kansas

The city was established in 1875, originally known as Zion Valley settled by members of the Church of Jesus Christ, a.k.a Later Day Saints or Mormons. The first building in what would later become St. John was a small white church on a hill, called the Mormon Temple. An elder in the church blessed St. John and said that as long as a member of this faith lived there, the town would never be destroyed by a cyclone.

In 1879, the St. John Town Company platted the town, which was named after then Governor John Pierce St. John. The first county courthouse was constructed in 1886. St. John is famous for its downtown city square, fountain, and small town appeal. The three-tier fountain in the center of the city square is a draw for many.

The local economy is based on ranching, farming and oil production and is surrounded by fields of wheat, corn, milo, soybeans, garden crops, pine trees and large groves of shelter belts, and timber claims.

St. John's Jubilee is held annually on Memorial Day weekend. The community traditionally welcomes summer with alumni homecomings, entertainment, and special events.

Each December, Christmas Magic brings horse-drawn carriage rides, Santa, a community soup supper, and business open houses.

In the fall, the Lucille M Hall museum offers a Victorian Tea event showcasing different themes and interests of the early pioneers of the area. The museum carries on her passion of introducing children to the cultures outside their community.

St. John is home to the St. John Science Museum A.K.A. Hood's Haven that has a collection of electrical displays depicting developments in electricity and sound through the nation's Industrial Revolution. Noted displays are the Tesla's coil and Jacob's ladder and hydrogen-powered engine.

The small community also boasts a progressive library in the Ida Long Goodman Memorial Library, with high-speed wireless Internet, Wi-Fi Station, and community room.

St. John is one of the southern gateways to Quivira National Wildlife Refuge, a wetland refuge of significant importance to a variety of migrating waterfowl. QNWR is the winter home for several Bald and Golden eagles. It offers opportunities for birdwatchers, hunters, fisherman and nature lovers of all ages. It is also the southern starting point for the Wetlands and Wildlife National Scenic Byway that passes through QNWR and Cheyenne Bottoms in Barton County.

Population trends of Stafford Counties largest communities.

St. John, Kansas Historical population

Census	Pop.	%±
1880	56	—
1890	865	1,444.6%
1900	869	0.5%
1910	1,785	105.4%
1920	1,671	-6.4%
1930	1,552	-7.1%
1940	1,735	11.8%
1950	1,735	0.0%
1960	1,753	1.0%
1970	1,477	-15.7%
1980	1,501	1.6%
1990	1,357	-9.6%
2000	1,318	-2.9%
2010	1,295	-1.7%
Est. 2015	1,225	-5.4%

Stafford, Kansas Historical population

Census	Pop.	%±
1890	640	—
1900	1,068	66.9%
1910	1,927	80.4%
1920	1,752	-9.1%
1930	1,614	-7.9%
1940	2,011	24.6%
1950	2,005	-0.3%
1960	1,862	-7.1%
1970	1,414	-24.1%
1980	1,425	0.8%
1990	1,344	-5.7%
2000	1,161	-13.6%
2010	1,042	-10.2%
Est. 2015	986	-5.4%

[U.S. Decennial Census](#)

Glossary of Terms

LOCUS™:	LOCation Under Simulation. A mathematical model combining the size-distance relationship with an analyst's judgment to determine a site's potential and market share and its effect on competition and sister stores.
Site:	The proposed location or store under consideration in the survey.
Trade Area:	The area that contains the population that could reasonable and primarily, (based on location) contribute to the sales of the site.
Study Area:	A model containing the trade area and all stores that draw significant business from the potential represented by the trade area.
Sector:	Non-overlapping divisions of the population.
Node:	An analyst's assigned point within a sector meant to represent the center of population.
PCE:	Per Capita weekly Expenditure – a monetary figure representing the weekly expenditure for food per person.
Potential:	The amount of business available in each sector. The figure is determined by multiplying the population by the P.C.E.
Pulling Power:	The attraction a store exerts upon the population. It determines how the store's business is distributed within the trade area.
Draw:	The portion of a store's total business that is derived from the trade area.
Image:	A ranking number that describes the relative acceptance of a facility as calculated by the LOCUS™ program.
Float:	That portion of the potential within the trade area that is not captured by the identified stores.
Barriers:	Physical or psychological obstacles that make it more difficult to travel from one area to another.
Market Share:	The percent of the potential obtained from the total available in a given area.
Model Radius:	A LOCUS™ parameter that identifies the density of the population.

Qualifier

In the use of this market analysis, client acknowledges that while it believes the services to be performed hereunder by Perkins Marketing Company will be a valuable tool in management decision-making. The client also understands that an important part of said services involves subjective judgment, which is dependent upon the correctness of the information made available to Perkins Marketing Company. Therefore, the client further acknowledges its understanding that Perkins Marketing Company does not guarantee any result from the use of the analysis or other services performed hereunder, nor shall Perkins Marketing Company be responsible for any loss incurred as a result of the use of said analysis or other services.

Furthermore, these projections are based on the conditions identified in the survey. Any change within the trade area, such as the opening or closing of a competitive store or changes in economic conditions, could cause significant variation between these projections and actual sales. The possibility of this occurring increases with time.

Source Data

Number of Inhabitants, Kansas, **2010 Census of Population**, U.S. Department of Commerce, Bureau of the Census

Block Statistics, Kansas, **2010 Census of Housing**, U.S. Department of Commerce, Bureau of the Census

Area Statistics, Kansas, **2012 Census of Retail Trade**, U.S. Department of Commerce, Bureau of the Census

Editor & Publisher, Inc., **2016 Market Guide**

Progressive Grocer 2016 Marketguide Book

County Offices: St. John, Kansas

Kansas Department of Transportation

Kansas Department of Labor and Industry

POPSTATS STI

Google Earth

City-Data.com