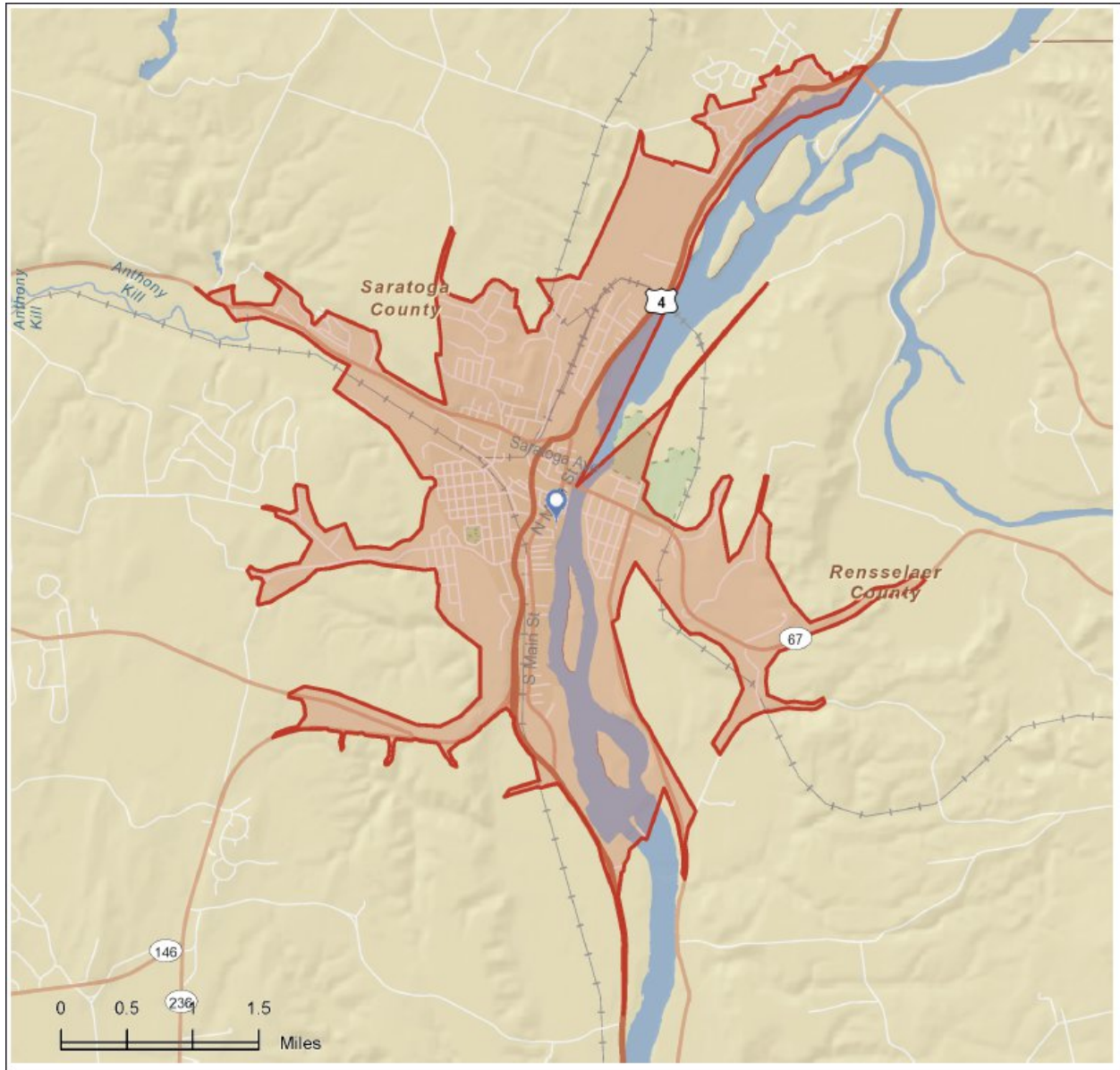
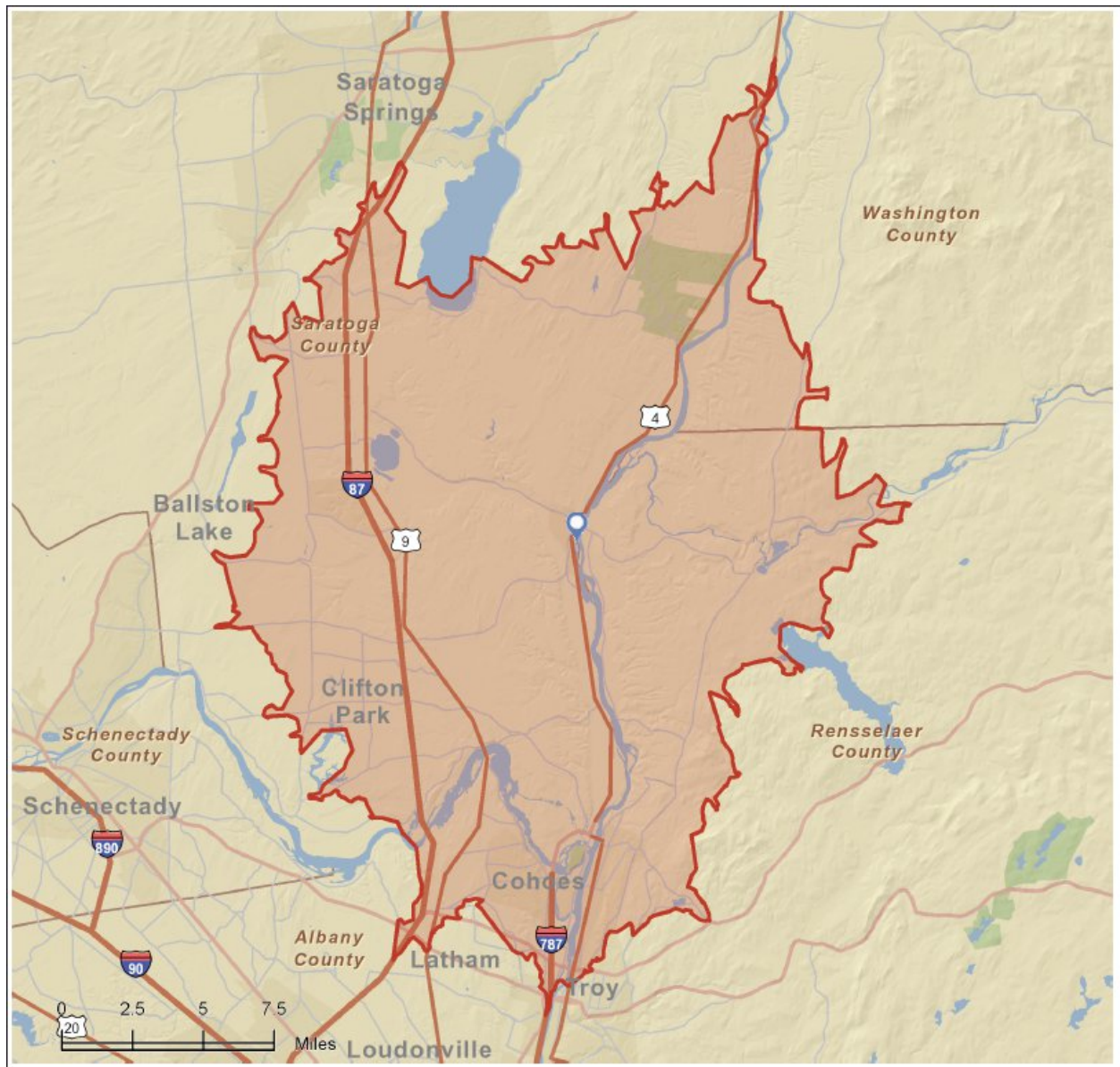


### Tier 1: Five-Minute Drive Time from City Hall, Mechanicville



5 minute drive time will show us current and projected LOCAL demographics, as well as current local sales leakage, which could help identify some retail businesses that may be a good fit. We will discuss the change in local consumer demographics that would come with the Esplanade project.

## Tier 2: Twenty-Minute Drive Time from City Hall, Mechanicville



20 minute drive time will show us the “recreation retail consumer market” in the surrounding area. This would provide data on the spending patterns and preferences for the market that may visit Mechanicville on evenings and weekends for leisure activities and associated spending.



**Both Trade Areas on One Map for Comparison**

