

AGENDA
CITY OF ISANTI
CITY COUNCIL COMMITTEE OF THE WHOLE MEETING
TUESDAY, FEBRUARY 18, 2020 – 5:00 P.M.
CITY HALL

A. Call to Order

B. Pledge of Allegiance

C. Roll Call

D. Committee Meeting Items

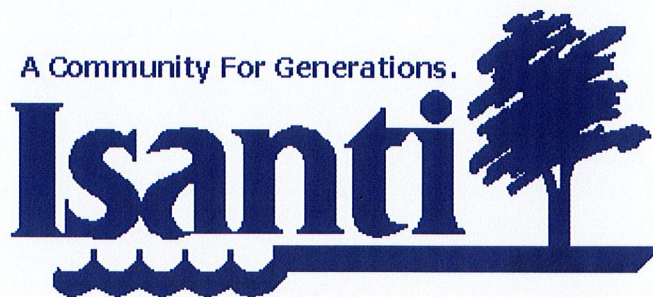
1. Police Department Updates
2. Liquor Department Updates
3. Draft ORD Annexed Parcels
4. Review 2020 Goal Setting Action Items
5. 2020 Goal Setting Events Follow Up
6. Whiskey Sidewalk Infill Update Discussion
7. Legacy Medal Nomination- BMX (Collison)
8. Vehicle Signage
9. Strikes and MN Equipment Clarification
10. 2020 Budget Discussion
11. State Aid Route Revisions

E. Adjournment

Isanti Police Department

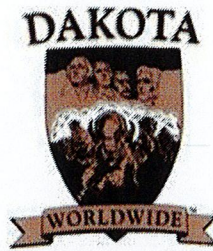
January Comparisons: 2017 - 2020

Reported Crime	2020		2019		2018		2017
Theft	8		11		10		12
Assault	1		3		3		2
Vandalism/Damage to Property	5		5		3		2
Narcotics	0		4		1		3
Burglary	0		2		2		2
Domestics	8		9		10		6
Crim Sex	1		0		1		1
Robbery	0		0		0		0
Loud Party/Disturbance	6		10		3		6
Medical	25		28		30		20
Permit to Purchase	7		10		6		5
Security Check / Extra Patrol	214		185		143		
Traffic Offenses	2020		2019		2018		2017
No Insurance	6		3		3		7
DUI	2		1		1		2
Accidents	6		7		12		9
Hit & Run	1		2		2		1
Warrant P/U	3		0		5		11
Speed	11		14		3		7
DAR/DAS	4		3		1		9
Administrative Citations (Including Speed)	12		32		3		5
Month Squad Mileage	2020		2019		2018		2017
Ford Explorer 221	566		1029		566		1,727
Ford Explorer 224	1449		1912		308		1,521
Ford F150 225	1484		1349		962		
Chevy Impala 223	421		194		438		485
Dodge Durango 226	801						
Dodge Durango 227	2176						



New Business:

1. Gross profit for the months of November - January was 27.04%. Our 2019 annual sales increased from the prior year by 5.57%. Our largest one day of sales ever was approximately \$29,000 on December 31st. We finished the year with a total of just over \$3.1 million in sales.
2. We have been included in the "Building with Beer Program" sponsored by Miller Coors. This has ensured a tasting once per month for this year. We are now permanently included in the MMBA sponsored Miller Coors group buying program.
3. A Veterans designated parking spot was asked about at the last Committee Of the Whole meeting. In regards to this discussion, our opinion is that there really isn't a need for a designated parking spot for Veterans. Our parking lot isn't big enough to make parking an issue, and on occasions where the parking lot is full, other customers aren't going to hesitate to park in any open spot except for the handicap spot. It's a great idea, but not very practical at our current location.
4. Also discussed at a recent Committee of the Whole meeting was the discount program for veterans, and the idea of offering the discount every day. Tuesday is currently the only day designated for a Senior and Veterans discount of 10% on non-sale items. Giving a discount everyday will impact our overall gross profit greatly. If we did it for veterans and not seniors, we would surely hear complaints from the senior population. Many seniors and veterans frequent the liquor store every Tuesday to receive their discount. As a compromise, we would like to extend the 10% discount to veterans on Veterans Day and Memorial Day, but not offer the discount to veterans every day.
5. Last month at Goal Setting, we discussed using a consultant to do a current market analysis. The last market analysis was performed in April of 2006 by Dakota Worldwide. Please see the attached 2006 market analysis. Doing an updated analysis would cost substantially less than the highest bid, which was up to \$30,000. In fact, the quote from Dakota Worldwide for a current market analysis is \$7,000 plus travel expenses. If it is determined that our best option is to build a new store, being next to an existing grocery store has shown to consistently generate 10-20% more wine sales overall. Please see the attached 2020 quote from Dakota Worldwide for more details.



**Market Analysis Proposal
Isanti Liquor
Isanti, Minnesota**

Scope of Project

The purpose of this project is to determine the feasibility of either expanding the existing Isanti Liquor store or relocating it to a new facility on Highway 65.

The project begins with field work. Competitors will be identified and evaluated based on facility size, sale volume and operations. Government officials for all the communities that will be affected by the new or enlarged liquor store will be queried. Building permits and subdivision activity reports will be reviewed to determine the potential market changes and population variances from the 2010 Census. Possible road changes that may affect traffic patterns will also be taken into consideration.

When the fieldwork is complete, our analyst will build a LOCUS™ model for the entire trade area. Once a model of the current marketplace has been constructed, The remodeled store and the new store will be introduced in the LOCUS™ model and three year sales forecasts generated.

Forecasts will be based on site characteristics, population changes, existing demographics and lifestyles, competitive strengths, and any possible market changes that are likely to occur.

The price for the entire project is \$7,000 plus expenses. Expenses are essentially travel expenses for Dakota's market analyst.

Deliverables

Deliverables will include a competition map and a detailed report. The report will include:

- An executive summary of the market analysis findings
- Three year sales forecasts for all sites or sizes tested
- Trade area delineation and its adult population
- Current adult population estimates, and demographic based on Census 2010 and Synergos Technologies POPstats population estimates
- Future population estimates going out five years from the market date
- Competitive evaluations that include estimated sales volumes and sales per sales area square foot as well as a brief narrative about each competitor
- Site evaluation including photographs, the site's physical characteristics, traffic patterns, ingress/egress, parking, traffic counts and adjacent retail help
- Current market reports showing the marketplace as it exists today with the liquor potential, existing stores' images, and a summary of potential by sector.
- All market changes that may occur and affect sales in the projected marketplace.
- Projected future marketplace reports that show the dollars taken away from the competition, the effects of market changes if applicable, and the market shares by sector

Dakota Worldwide requires a 50% down payment before field work commences. Once a down payment is received, your project will be scheduled. Timing is approximately three weeks from the beginning of the field work to when the final report is delivered.

Thank you for your interest in having Dakota Worldwide as a partner in your endeavors to expand your liquor operations. Please do not hesitate to contact me if you have any further questions.

Marcia Pfeifer

President

Dakota Worldwide

952-835-4505 extension 209

Cell: 612-221-5555

m.pfeifer@dakotaww.com

References

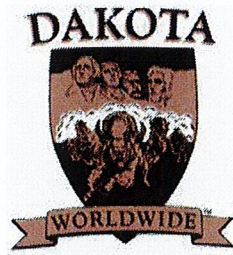
Please feel free to contact the following clients of Dakota Worldwide for their comments on our products and services.

Paul Gilbert
Director of Liquor Operations
Wegman's Food Markets Inc.
1500 Brooks Avenue
Rochester, NY 14603
585-328-8784
paul.gilbert@wegmans.com

Brenda Visnovec
Liquor Operations Director
City of Lakeville
20195 Holyoke Avenue
Lakeville, MN 55044
952-985-4901

Steve Grausam
Director of Liquor Operations
City of Edina
6755 York Avenue South
Edina, MN 55345
SGrausam@Edinamn.gov

Prepared for:
John Jacobi
Isanti Liquor
400 West Dual Boulevard Northeast
Isanti, Minnesota 55040
763-444-5063
jjacobi@cityofisanti.us



April 5, 2006

Donald Lorsung
City Administrator
City of Isanti
110 1st Avenue North, PO Box 428
Isanti, MN 55040

Dear Donald:

Enclosed please find one hard copy and one CD of the Isanti, Minnesota market analysis study conducted to determine the feasibility of building a new municipal off sale liquor store in Isanti. Two sites are tested. Site 1000 is the existing municipal off-sale liquor store. Site 1000 is tested as a remodel/expansion and as a new store located on the north side of the property site. Site 2000 is located at the intersection of Highway 65 and County Road 5. The market simulation is based on sales area square feet.

There were two confirmed market changes that surfaced at the time of the field work. The municipal liquor store in Cambridge is going to expand from 3,600 to 6,000 sales area square feet. Secondly, the City of Stacy is opening a 4,200 sales area square foot municipal liquor store on Friday March 10th.

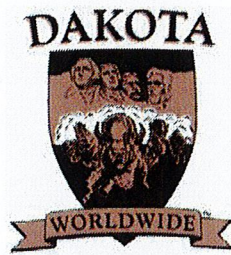
This looks to be a good opportunity for a new Isanti off-sale facility. First year ending annual sales for the remodeled and expanded Isanti Liquor at 4,800 sales area square feet are \$2,498,000 or \$520.58 per square foot. First year ending annual sales for the new Isanti Liquor, moved to the north side of the property, at 4,800 sales area square feet are \$2,598,153 or \$541.28 per square foot. First year ending annual sales for the new Isanti Liquor at 4,800 sales area square feet are \$2,874,636 or \$598.88 per square foot.

Site 2000 on Highway 65 is the best location for a new liquor facility for the current trade area and especially for future trade. Our sales projection numbers can not accurately address the additional transient business this site will receive, especially in the summer months. With this being said, it is quite possible that actual sales could exceed our projection numbers at this site. Thank you for selecting Dakota Worldwide for this market study. It was a pleasure to meet with you and your staff and to be of service to you. Please call if you have any questions or if Dakota Worldwide can be of further assistance.

Sincerely,

Mike Des Jardins

Enclosures



Isanti, Minnesota

Prepared for: City of Isanti
By: Dakota Worldwide Corporation
March 2006
COI001

Dakota Worldwide Corp.
8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

Table of Contents

	<i>Page</i>
Executive Summary	1
Three-Year Growth Pattern	3
Trade Area Delineation.....	5
Population/Demographics.....	5
Competition	6
Market Shares by Chain.....	7
Site Evaluation/Analysis.....	18
Analysis	22
Assumptions	22
Methodology	23
Competitor Information & Evaluation.....	24
Trade Area Data by Sector	26
Appendix.....	28
Current Market Reports	28
Market Change Reports	32
Scenarios/Projections.....	34
Definitions	52
Qualifier.....	53
Source Data.....	54

Executive Summary

The purpose of this market analysis study is to determine the feasibility of building a new municipal off-sale liquor store in Isanti. Two sites are tested. Site 1000 is the existing municipal off-sale liquor store located on the northeast side of the community at the intersection of County Road 5 and West Dual Boulevard. The store is located three blocks west of Highway 65 and is not visible from Highway 65. Three scenarios are tested.

Scenario 1 tests Site 1000 as a remodel and expansion. The site currently has ingress/egress from West Dual Boulevard only. The parking lot and building layout makes it difficult for vehicles with trailers and RV's to maneuver in and out of the parking area and expansion would not significantly improve these situations.

Scenario 2 tests Site 1000 as new store located on the north side of the property site. This scenario would improve visibility from County Road 5, improve ingress/egress and should have enough room to improve the parking situation; however, still does not add visibility from Highway 65.

Scenario 3 tests Site 2000 at the intersection of Highway 65 and County Road 5. This site would benefit from the north/south traffic on Highway 65. It would improve sales to recreational travelers heading north on Highway 65. Isanti is and will continue to grow on the east side of Highway 65 and 5-10 years in the future Highway 65 will centrally dissect the community. Sentiment from local shoppers and residents probably would prefer the new liquor store to stay where it is, however Site 2000 is the best site and 5 years from now crossing Highway 65 will be essentially routine to residents of the community.

The trade area is located in Isanti County with a small portion of Anoka County included. In addition to the community of Isanti, it includes portions of the communities of Cambridge, St. Francis, Bethel, East Bethel and the supporting townships. Its demographic make up is 97.1% white, 0.3% black, 0.9% Hispanic and 0.5% Asian. All the communities in the trade area are experiencing fairly rapid growth due to the close proximity to the northern metro and are functioning as bedroom communities for the metro work force. The estimated 2006 population is 41,296 people which is an increase of 27.2% or 8,838 people since the 2000 Census. The 2009 estimated population is 49,786 people which is an increase of 20.6% since the 2006 estimate. Future population growth is expected to continue at similar rates. The average household size is high at 2.89 per household.

Isanti County increased population between the 1990 Census and 2000 Census by 20.7% and the 2006 estimated population is 37,800 which is an increase of 20.8% or 6,513 people. Isanti has also experienced extreme rapid population growth. Between the census years of 1990 and 2000, population increased 1,096 people or 89.2%. The estimated population for 2006 is 4,900 people or an increase of 110% since the 2000 Census. The 2009 estimated population is roughly 7,900 people.

Currently, there are ten stores that receive a portion of their sales from inside the trade area. Northbound Liquor in Cambridge is the market leader with a 15.06% market share followed by Isanti Liquor with a 14.80% market share. St. Francis gains a 10.95% market share with Wayne's Liquor next with a 7.97% market share. The other six competitors all gain 3% or less market share individually.

There were two confirmed market changes uncovered at the time of the field work. The municipal liquor store in Cambridge is going to expand from 3,600 to 6,000 sales area square foot. The City of Stacy is opening a 4,200 sales area square foot municipal liquor store on Friday March 10th. This is a replacement store for their downtown location which converted to all on-sale last fall.

Table 1 Three Year Growth Pattern Annual Sales			
	1st Year March 2008	2nd Year March 2009	3rd Year March 2010
Scenario 1 - Site 1000			
Annual Sales	\$2,263,400	\$2,353,936	\$2,444,472
Sales/SSF	\$754.47	\$784.65	\$814.82
Scenario 1A - Site 1000			
Annual Sales	\$2,381,452	\$2,476,710	\$2,571,968
Sales/SSF	\$626.70	\$651.77	\$676.83
Scenario 1B - Site 1000			
Annual Sales	\$2,498,800	\$2,598,752	\$2,698,704
Sales/SSF	\$520.58	\$541.41	\$562.23
Scenario 2 - Site 1000			
Annual Sales	\$2,358,689	\$2,453,037	\$2,547,385
Sales/SSF	\$786.23	\$817.68	\$849.13
Scenario 2A - Site 1000			
Annual Sales	\$2,478,867	\$2,578,022	\$2,677,177
Sales/SSF	\$652.33	\$678.43	\$704.52
Scenario 2B - Site 1000			
Annual Sales	\$2,598,153	\$2,702,079	\$2,806,005
Sales/SSF	\$541.28	\$562.93	\$584.58
Scenario 3 - Site 2000			
Annual Sales	\$2,604,848	\$2,709,042	\$2,813,236
Sales/SSF	\$868.28	\$903.01	\$937.75
Scenario 3A - Site 2000			
Annual Sales	\$2,740,023	\$2,849,624	\$2,959,225
Sales/SSF	\$721.06	\$749.90	\$778.74
Scenario 3B - Site 2000			
Annual Sales	\$2,874,636	\$2,989,621	\$3,104,607
Sales/SSF	\$598.88	\$622.84	\$646.79

*SSF = Sales Area Square Feet

Market Changes:

Market Change 1: Northbound Liquor expands to 6,000 sales area square feet at Map Key 200.

Market Change 2: A new 4,200 sales area square foot Stacy Wine & Spirit Liquor opens on March 10th at Map Key 100.

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

Scenarios: **The market changes are in effect.**

Scenario 1: A newly remodeled and expanded 3,000 sales area square foot Isanti Municipal Liquor opens at Site 1000 at the intersection of West Dual Boulevard and County Road 5.

Scenario 1A: A newly remodeled and expanded 3,800 sales area square foot Isanti Municipal Liquor opens at Site 1000 at the intersection of West Dual Boulevard and County Road 5.

Scenario 1B: A newly remodeled and expanded 4,800 sales area square foot Isanti Municipal Liquor opens at Site 1000 at the intersection of West Dual Boulevard and County Road 5.

Scenario 2: A new 3,000 sales area square foot Isanti Municipal Liquor opens at Site 1000 on the north side of the property at the intersection of West Dual Boulevard and County Road 5.

Scenario 2A: A new 3,800 sales area square foot Isanti Municipal Liquor opens at Site 1000 on the north side of the property at the intersection of West Dual Boulevard and County Road 5.

Scenario 2B: A new 4,800 sales area square foot Isanti Municipal Liquor opens at Site 1000 on the north side of the property at the intersection of West Dual Boulevard and County Road 5.

Scenario 3: A new 3,000 sales area square foot Isanti Municipal Liquor opens at Site 2000 at the intersection of Highway 65 and County Road 5.

Scenario 3A: A new 3,800 sales area square foot Isanti Municipal Liquor opens at Site 2000 at the intersection of Highway 65 and County Road 5.

Scenario 3B: A new 4,800 sales area square foot Isanti Municipal Liquor opens at Site 2000 at the intersection of Highway 65 and County Road 5.

Trade Area Delineation

The trade area is determined by the existing road network, natural boundaries, shopping patterns, and the sites' relationship to competition. The trade area expands approximately 22 miles east to west and 15 miles north to south. It is assumed that 98% of the Site 1000 proposed facility's sales will come from inside this trade area and 95% of the Site 2000 proposed facility's sales will come from inside this trade area

Population/Demographics

Table 2 Population & Potential Summary March 2006	
Potential	\$12,415,211
P.C.E.	\$300.64
2000 Census Population	32,458
2006 Estimated Population	41,296
2009 Estimated Population	49,786

The current population in the trade area is 41,296 people and the average P.C.E. is \$300.64, ranging from a high of \$327.81 in Sector 6 to a low of \$285.04 in Sector 7. The total potential is \$12,415,211 and the ten facilities identified are receiving \$7,087,100 or a 57.08% market share. Total float, which consists of minor facilities and leakage, is \$5,328,111 or 42.92%. This float is higher than normal due to the amount of people employed in the Twin City metro area making liquor shopping convenient at metro stores.

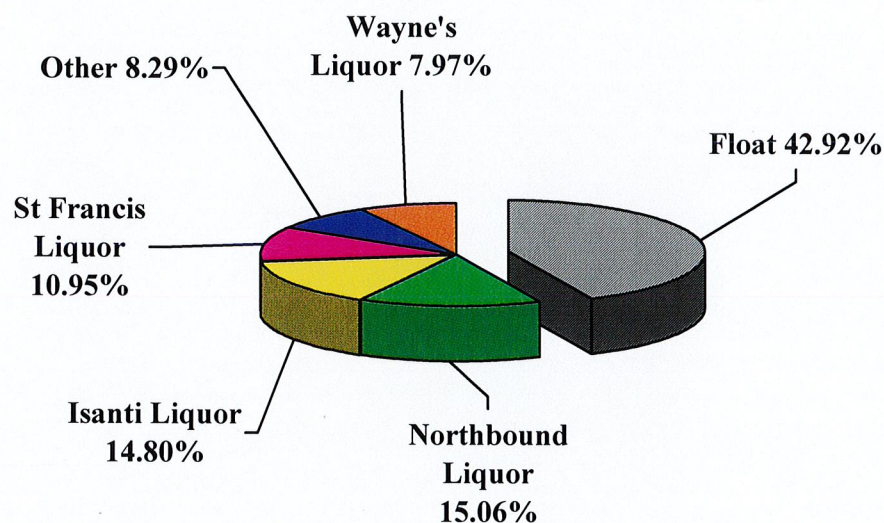
The 2006 estimated median income for the trade area is \$59,239, with an average family size of 2.89 people. The demographic makeup is 97.1% white, 0.3% black, 0.9% Hispanic and 0.5% Asian. Trade area residents under the age of 18 make up 31.6% of the population and 6.8% are over the age of 65. There are no persons with in the trade area living in college student housing or in military group quarters.

Competition

Table 3 Facility Profile	
	March 2006
Number of Facilities - Total	10
Potential	\$12,415,211
Facility Sales Within Trade Area	\$7,087,100
Facility Percent	57.08%
Float	\$5,328,110
Float Percent	42.92%
Highest Volume Facility	
Northbound Liquor (Map Key 1)	\$3,400,000
Largest Facility	
G-Wills Liquors (Map Key 6)	4,800 SF
Sales Per Sales Area Square Feet - Average	\$541.30
High (Isanti Liquor (Map Key 2)	\$961.54
Low (Volume Liquor - Map Key 8)	\$173.91

Combined, the ten facilities contain a total of 28,400 square feet with total sales of \$15,373,000. The facilities average 2,840 square feet and \$1,537,300 in sales. The average sales per square foot is \$541.30.

Market Shares by Chain



Other: Tower's Liquor 3.06%
North Branch Liquor 2.74%
G-Will Liquors 1.53%
L B Liquors 0.40%
Volume Liquor 0.32%
C T Liquor 0.24%

Stores



Map Key 1 Northbound Liquor Xylite/Highway 95

Annual Volume:	\$3,400,000	Ratings	
Market Share:	15.06%	Operations:	4
Total Area:	6,200 sq. ft., \$548.39 per sq. ft.	External Conditions:	3
Sales Area:	3,600 sq. ft., \$944.44 per sq. ft.	Internal Conditions:	3
Check Outs:	2	Beer:	4
Primary Parking:	50	Wine:	3
Store Hours:	9-9 Mon-Thur, 9-10 Fri-Sat	Liquor:	3
Draw:	55	Misc:	3
Image:	142	Merchandising:	3
Image Rank:	1 of 10		
Adjacent Retail:	Cub Foods, Freestanding		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461



Map Key 2
Isanti Liquor
W. Dual/County Road 5

Annual Volume:	\$1,875,000	Ratings	
Market Share:	14.80%	Operations:	4
Total Area:	3,600 sq. ft., \$520.83 per sq. ft.	External Conditions:	3
Sales Area:	1,950 sq. ft., \$961.54 per sq. ft.	Internal Conditions:	3
Check Outs:	2	Beer:	4
Primary Parking:	35	Wine:	3
Store Hours:	9-9 Mon-Thur, 9-10 Fri-Sat	Liquor:	3
Draw:	98	Misc:	3
Image:	122	Merchandising:	4
Image Rank:	2 of 10		
Adjacent Retail:	Hardware Hank, Freestanding		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461



**Map Key 3
Tower Liquor
Tanger/386th**

Annual Volume:	\$1,900,000	Ratings	
Market Share:	3.06%	Operations:	3
Total Area:	5,000 sq. ft., \$380.00 per sq. ft.	External Conditions:	3
Sales Area:	3,800 sq. ft., \$500.00 per sq. ft.	Internal Conditions:	3
Check Outs:	1	Beer:	3
Primary Parking:	35	Wine:	3
Store Hours:	9-10 Mon-Sat	Liquor:	3
Draw:	20	Misc:	3
Image:	108	Merchandising:	3
Image Rank:	4 of 10		
Adjacent Retail:	Freestanding		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461



Map Key 4
North Branch Liquor
Oak View/Highway 95

Annual Volume:	\$1,698,000	Ratings	
Market Share:	2.74%	Operations:	3
Total Area:	5,300 sq. ft., \$320.38 per sq. ft.	External Conditions:	4
Sales Area:	4,100 sq. ft., \$414.15 per sq. ft.	Internal Conditions:	4
Check Outs:	2	Beer:	4
Primary Parking:	35	Wine:	3
Store Hours:	9-10 Mon-Thur, 8-10 Fri-Sat	Liquor:	3
Draw:	20	Misc:	3
Image:	100	Merchandising:	3
Image Rank:	6 of 10		
Adjacent Retail:	Holiday, Freestanding		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461



Map Key 5
St. Francis Liquor
St. Francis/233rd

Annual Volume:	\$1,600,000	Ratings	
Market Share:	10.95%	Operations:	4
Total Area:	3,500 sq. ft., \$457.14 per sq. ft.	External Conditions:	4
Sales Area:	2,500 sq. ft., \$640.00 per sq. ft.	Internal Conditions:	4
Check Outs:	3	Beer:	3
Primary Parking:	40	Wine:	3
Store Hours:	9-10 Mon-Sat	Liquor:	3
Draw:	85	Misc:	3
Image:	109	Merchandising:	2
Image Rank:	3 of 10		
Adjacent Retail:	Freestanding		

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



Map Key 6
G-Will Liquors
Lake George/Viking

Annual Volume:	\$1,900,000	Ratings	
Market Share:	1.53%	Operations:	4
Total Area:	6,600 sq. ft., \$287.88 per sq. ft.	External Conditions:	4
Sales Area:	4,800 sq. ft., \$395.83 per sq. ft.	Internal Conditions:	4
Check Outs:	3	Beer:	4
Primary Parking:	40	Wine:	4
Store Hours:	9-10 Mon-Thur, 8-10 Fri-Sat	Liquor:	4
Draw:	10	Misc:	3
Image:	99	Merchandising:	3
Image Rank:	7 of 10		
Adjacent Retail:	Freestanding		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461



Map Key 7
C T Liquor
Lake George/Viking

Annual Volume:	\$300,000	Ratings	
Market Share:	0.24%	Operations:	2
Total Area:	1,900 sq. ft., \$157.89 per sq. ft.	External Conditions:	2
Sales Area:	1,400 sq. ft., \$214.29 per sq. ft.	Internal Conditions:	2
Check Outs:	1	Beer:	2
Primary Parking:	10	Wine:	2
Store Hours:	9-10 Mon-Sat	Liquor:	2
Draw:	10	Misc:	2
Image:	55	Merchandising:	2
Image Rank:	10 of 10		
Adjacent Retail:	Curves, Dentist		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461



**Map Key 8
Volume Liquor
Highway 65/187th**

Annual Volume:	\$400,000	Ratings	
Market Share:	0.32%	Operations:	3
Total Area:	3,100 sq. ft., \$129.03 per sq. ft.	External Conditions:	2
Sales Area:	2,300 sq. ft., \$173.91 per sq. ft.	Internal Conditions:	2
Check Outs:	1	Beer:	3
Primary Parking:	32	Wine:	2
Store Hours:	9-10 Mon-Sat	Liquor:	3
Draw:	10	Misc:	2
Image:	76	Merchandising:	2
Image Rank:	9 of 10		
Adjacent Retail:	Freestanding		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461



Map Key 9
L B Liquors
Leyte/County Road 22

Annual Volume:	\$500,000	Ratings	
Market Share:	0.40%	Operations:	3
Total Area:	1,300 sq. ft., \$384.62 per sq. ft.	External Conditions:	4
Sales Area:	950 sq. ft., \$526.32 per sq. ft.	Internal Conditions:	4
Check Outs:	1	Beer:	3
Primary Parking:	15	Wine:	2
Store Hours:	Mon-Fri 10-10, Sat 9-10	Liquor:	2
Draw:	10	Misc:	2
Image:	82	Merchandising:	2
Image Rank:	8 of 10		
Adjacent Retail:	Mac's Store		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461



**Map Key 10
Wayne's Liquor
Highway 65/Simms**

Annual Volume:	\$1,800,000	Ratings	
Market Share:	7.97%	Operations:	3
Total Area:	4,600 sq. ft., \$391.30 per sq. ft.	External Conditions:	3
Sales Area:	3,000 sq. ft., \$600.00 per sq. ft.	Internal Conditions:	3
Check Outs:	2	Beer:	4
Primary Parking:	40	Wine:	3
Store Hours:	9-10 Mon-Sat	Liquor:	3
Draw:	55	Misc:	3
Image:	107	Merchandising:	3
Image Rank:	5 of 10		
Adjacent Retail:	Freestanding		

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

Site 1000
West Dual Boulevard and County Road 5



Table 5 Site Evaluation West Dual Boulevard and County Road 5 Site 1000	
Sales Area	3,000, 3,800 and 4,800
Total Area	4,100, 5,200 and 6,600
Proposed Parking	Assumed Ample
Co-Tenants	N/A
Grade of Lot	Level
Current Land Use	Existing Municipal
Adjacent Land Use	Retail and Commercial
Street Conditions	West Dual Boulevard: 2-lanes (30 MPH) County Road 5: 4-lanes (30 MPH)
Traffic Controls	Stop Sign at West Dual Boulevard
Traffic Flow	Heaviest east and west
Visibility	Excellent east and west, Good north and south
Accessibility	Excellent east and west, Very Good north and south
Ingress/Egress	Poor
Transient Exposure	Good

Analysis

Site 1000 is the existing municipal off-sale liquor store located on the northeast side of the community at the intersection of County Road 5 and West Dual Boulevard. The store is located three blocks west of Highway 65 and is not visible from Highway 65. The site currently has ingress/egress from West Dual Boulevard only. The parking lot and building layout makes it difficult for vehicles with trailers and RV's to maneuver in and out of the parking area and expansion would not significantly improve these situations. This site rates average to below average.

Site 2000
Highway 65 and County Road 5



Table 5 Site Evaluation NEC Highway 65 and County Road 5 Site 2000	
Sales Area	3,000, 3,800 and 4,800
Total area	4,100, 5,200 and 6,600
Proposed Parking	Assumed Ample
Co-Tenants	N/A
Grade of Lot	Level
Current Land Use	Vacant
Adjacent Land Use	Convenience Store and Fuel
Street Conditions	Highway 65: 4-lanes (65 MPH) County Road 5: 2-lanes (30 MPH East, 55 MPH West)
Traffic Controls	Stop Light at intersection
Traffic Flow	Heaviest north and south
Visibility	Excellent north and south, Very Good east and west
Accessibility	Excellent north and south, Very Good east and west
Ingress/Egress	Assumed Good
Transient Exposure	Excellent

Analysis

Site 2000 is located at the intersection of Highway 65 and County Road 5. This site would benefit from the north/south traffic on Highway 65. It would improve sales to recreational travelers heading north on Highway 65. Isanti is and will continue to grow on the east side of Highway 65 and 5-10 years in the future Highway 65 will centrally dissect the community. Sentiment from local shoppers and residents probably would prefer the new liquor store to stay where it is, however Site 2000 is the best site and 5 years from now crossing Highway 65 will be essentially routine to residents of the community. This site rates above average.

Analysis

Assumptions

The sales projections presented in this study are based on the following key assumptions:

- The sites will have a pylon sign visible from all directions on the premise and advertisement signs posted on Highway 65 north and south.
- The new facility will be similar in layout to G-Will Liquor in Oak Grove with a walk-in beer cooler.
- Population in the trade area will be at or near levels predicted by the 2000 Census, local city and county governments, and Synergos Technologies.
- The sales projections are expressed in constant 2006 dollars, with no adjustments made for inflation.
- An opening date of March 2007 is assumed.
- Pricing will be competitive in the trade area.
- Parking will be adequate.

Methodology

Off-Sale

The sales forecasts generated in this report for Isanti's off-sale liquor are based on the use of the gravity model (LOCUS™ PRO). This is done via a market simulation of a site's primary trade area using important demand and supply information. Once a simulation is created, changes to equilibrium can be introduced for redistributing sales, forming the basis of a sales forecast.

Demand information includes determining retail potential by defining where consumers live and what they spend for liquor-at-home purchases. Trade area boundaries are determined by the existing road network, geographic, boundaries, the placement of competition, and in this case, data from the customer spotting for the existing Isanti Liquor. Population sectors (combinations of census block groups) form the basic grouping of population, and normally range in size between 1,000 and 3,500 people. Sector boundaries fall within the boundaries of census tracts/block groups and usually follow geographic features such as major roads, rivers, city limits and the like.

Each population sector is assigned a retail liquor expenditure level and adjusted by major determinants, including family sizes and household incomes. Combining a sector's population with its expenditure level yield's liquor potential formulated here on an annual basis.

The supply components of the gravity model are store sales and an estimate of how much business a particular store generates from inside the trade area. Based on a store's location, relative to an identified trade area and store size or format, the unit will receive a certain percentage of its business, or draw, from this defined area. As determined by traveling the trade area and the Isanti Liquor Store manager's knowledge, a draw of 98 was used to represent Isanti's liquor business from the trade area.

The gravity model distributes store sales throughout the trade area based on certain parameters assigned to the store. These include store size (based on sales area), annual volume, draw (business inside the trade area), pulling power and image

Store image is based on customer acceptance of a unit as exhibited by store performance. This value is fairly subjective and relates heavily to the strength of other competitors in the area, their distances to one another and their distances to the various population sectors. An image of 100 represents an average image. Stores with above average images are attracting more business than average, and those with below average images exhibit a weakness in consumer acceptance. Isanti Liquor has an image in the trade area of 122 which reflects the store's performance, uniqueness, its central location in the trade area and acceptance in the community.

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

Competitor Information and Evaluation

Map Key	Name Address	Total Area	Sales Area	Annual Volume	Check Outs	Prim Park	Ops	Ext Cond	Int Cond	Beer	Wine	Liq	Misc	Merch	Adjacent Retail	Store Hours
1	Northbound Liquor Xylite/Highway 95	6,200	3,600	\$3,400,000	2	50	4	3	3	4	3	3	3	3	Cub Foods, Freestanding	9-9 Mon-Thur, 9-10 Fri-Sat
2	Isanti Liquor W. Dual/County Road 5	3,600	1,950	\$1,875,000	2	35	4	3	3	4	3	3	3	4	Hardware Hank, Freestanding	9-9 Mon-Thur, 9-10 Fri-Sat
3	Tower Liquor Tanger/386th	5,000	3,800	\$1,900,000	1	35	3	3	3	3	3	3	3	3	Freestanding	9-10 Mon-Sat
4	North Branch Liquor Oak View/ Highway 95	5,300	4,100	\$1,698,000	2	35	3	4	4	4	3	3	3	3	Holiday, Freestanding	9-10 Mon-Thur, 8-10 Fri-Sat
5	St Francis Liquor St Francis/233rd	3,500	2,500	\$1,600,000	3	40	4	4	4	3	3	3	3	2	Freestanding	9-10 Mon-Sat
6	G-Will Liquors Lake George/Viking	6,600	4,800	\$1,900,000	3	40	4	4	4	4	4	4	3	3	Freestanding	9-10 Mon-Thur, 8-10 Fri-Sat
7	C T Liquor Lake George/Viking	1,900	1,400	\$300,000	1	10	2	2	2	2	2	2	2	2	Curves, Dentist	9-10 Mon-Sat
8	Volume Liquor Highway 65/187th	3,100	2,300	\$400,000	1	32	3	2	2	3	2	3	2	2	Freestanding	9-10 Mon-Sat
9	L B Liquors Leyte/County Road 22	1,300	950	\$500,000	1	15	3	4	4	3	2	2	2	2	Mac's Store	10-10 Mon-Thur, 9-10 Sat

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

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

Map Key	Name Address	Total Area	Sales Area	Annual Volume	Check Outs	Prim Park	Ops	Ext Cond	Int Cond	Beer	Wine	Liq	Misc	Merch	Adjacent Retail	Store Hours
10	Wayne's Liquor Highway 65/Simms	4,600	3,000	\$1,800,000	2	40	3	3	3	4	3	3	3	3	Freestanding	9-10 Mon-Sat
	Totals:	41,100	28,400	\$15,373,000												
	Averages:	4,110	2,840													
	\$/SF:	\$374.04	\$541.30													
	Total Stores = 10															

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

Dakota Worldwide Corp.
 8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461

Sector	Census Tract	2000 Pop.	Est. 2006 Pop.	% Growth 2000-2006	Est. 2009 Pop.	% Growth 2006-2009	2000 College %	2000 Military %	2000 White %	2000 Black %	2000 Asian %	2000 Other %	2000 Hisp. %	2000 < 18 %	2000 > 65 %	2000 Avg. Hhld Size	2006 Median Income
27	1305	831	1,237	48.9	1,614	30.5	0.0	0.0	96.9	0.6	0.2	1.6	0.6	31.5	8.8	2.63	\$51,547
28	1305	1,399	2,086	49.1	2,461	18.0	0.0	0.0	97.9	0.4	0.2	1.0	1.1	38.7	6.8	2.95	\$51,547
29	1305	1,295	1,486	14.7	1,684	13.3	0.0	0.0	99.0	0.0	0.3	0.6	0.8	31.6	5.5	2.98	\$61,202
30	1306	663	786	18.6	913	16.2	0.0	0.0	94.9	0.0	0.4	3.6	1.2	29.9	6.0	3.00	\$59,621
31	1306	244	308	26.2	375	21.8	0.0	0.0	99.2	0.0	0.0	0.8	0.8	24.6	10.7	2.84	\$61,442
32	1305	955	1,100	15.2	1,273	15.7	0.0	0.0	97.2	0.4	0.2	0.9	0.8	28.9	6.6	2.94	\$61,202
33	1305	573	676	18.0	774	14.5	0.0	0.0	99.1	0.0	0.2	0.0	0.3	29.5	5.9	2.98	\$57,432
34	1304	552	674	22.1	778	15.4	0.0	0.0	97.3	0.4	0.5	1.3	0.0	25.5	8.5	2.98	\$60,680
35	1304	588	669	13.8	748	11.8	0.0	0.0	97.6	0.5	0.2	1.0	0.3	29.9	5.8	2.98	\$63,863
36	501.12	1,217	1,460	20.0	1,620	11.0	0.0	0.0	97.0	0.2	0.2	2.3	1.8	32.8	4.3	3.18	\$65,505
37	501.12	544	641	17.8	707	10.3	0.0	0.0	98.2	0.9	0.4	0.4	0.7	29.4	2.2	3.02	\$69,552
38	501.09	1,884	2,188	16.1	2,475	13.1	0.0	0.0	96.4	0.3	0.3	2.5	0.8	32.2	4.2	3.05	\$70,255
39	501.09	1,442	1,755	21.7	2,007	14.4	0.0	0.0	97.2	0.3	0.4	1.0	1.4	35.1	2.0	3.18	\$65,056
40	501.15	568	706	24.3	804	13.9	0.0	0.0	93.8	0.3	0.7	2.5	1.8	35.2	2.5	3.32	\$79,321
41	501.08	845	1,382	63.6	1,851	33.9	0.0	0.0	96.9	0.1	0.7	2.0	1.3	33.8	4.0	3.01	\$57,436
42	501.08	1,110	1,687	52.0	2,205	30.7	0.0	0.0	97.5	0.2	0.0	1.8	1.0	31.0	4.7	2.71	\$60,331
43	501.08	240	326	35.8	421	29.1	0.0	0.0	97.5	0.0	0.0	2.1	2.5	38.3	2.9	3.08	\$55,545
44	501.08	1,083	1,466	35.4	1,888	28.8	0.0	0.0	92.5	0.1	5.1	1.6	0.8	39.8	1.7	3.17	\$56,080
45	501.07	2,189	3,267	49.2	4,219	29.1	0.0	0.0	96.2	0.4	0.2	2.3	0.8	35.6	3.5	3.07	\$62,147
Totals:		32,458	41,296		49,786												
Averages:				27.2		20.6	0.0	0.0	97.1	0.3	0.5	1.4	0.9	31.6	6.8	2.89	\$59,239

CURRENT MARKET SIMULATION**TRADE AREA TOTALS**

Trade Area	Mar 2006
Population	41,296
Potential	12,415,211
Facility Volume	7,087,100
Float Amount	5,328,110
Float Percent	42.92%
P.C.E.	300.64

STORES IN OPERATION

Facility Map Key	Name	---Mar 2006 --- Volume /SqFt	Sales Area	Draw	Image
1	Northbound Liq	3,400,000 944.44	3,600	55	142
2	Isanti Liquor	1,875,000 961.54	1,950	98	122
3	Tower Liquor	1,900,000 500.00	3,800	20	108
4	North Branch Liq	1,698,000 414.15	4,100	20	100
5	St Francis Liq	1,600,000 640.00	2,500	85	109
6	G-Will Liquors	1,900,000 395.83	4,800	10	99
7	C T Liquor	300,000 214.29	1,400	10	55
8	Volume Liquor	400,000 173.91	2,300	10	76
9	L B Liquors	500,000 526.32	950	10	82
10	Wayne's Liquor	1,800,000 600.00	3,000	55	107
Total		15,373,000	28,400		
Average		1,537,300 541.30	2,840		100

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share
		Volume	Average	Size	Average			
Northbound Liq	1	3,400,000	3,400,000	3,600	3,600	944.44	142	15.06
Isanti Liquor	1	1,875,000	1,875,000	1,950	1,950	961.54	122	14.80
St Francis Liq	1	1,600,000	1,600,000	2,500	2,500	640.00	109	10.95
Wayne's Liquor	1	1,800,000	1,800,000	3,000	3,000	600.00	107	7.97
Tower Liquor	1	1,900,000	1,900,000	3,800	3,800	500.00	108	3.06
North Branch Liq	1	1,698,000	1,698,000	4,100	4,100	414.15	100	2.74
G-Will Liquors	1	1,900,000	1,900,000	4,800	4,800	395.83	99	1.53
L B Liquors	1	500,000	500,000	950	950	526.32	82	.40
Volume Liquor	1	400,000	400,000	2,300	2,300	173.91	76	.32
C T Liquor	1	300,000	300,000	1,400	1,400	214.29	55	.24
Totals	10	15,373,000		28,400				
Averages			1,537,300		2,840	541.30		57.08

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461

SECTOR SUMMARY

Sector Map Key	-----Mar 2006----- Population	PCE	Potential	-----Float----- Percent	Amount
1	1,576	296.82	467,782	34.41	160,978
2	629	285.21	179,397	31.83	57,109
3	721	286.86	206,825	31.10	64,320
4	551	298.74	164,605	36.24	59,660
5	964	294.71	284,104	41.83	118,850
6	959	327.81	314,369	38.61	121,379
7	553	285.04	157,628	42.81	67,473
8	551	299.51	165,027	50.62	83,543
9	895	305.60	273,516	56.08	153,386
10	1,034	310.53	321,090	62.15	199,569
11	1,095	310.83	340,360	65.47	222,834
12	678	301.58	204,471	56.04	114,588
13	804	301.93	242,750	46.60	113,131
14	514	295.62	151,951	37.96	57,679
15	205	298.24	61,139	43.34	26,498
16	426	303.69	129,374	38.04	49,213
17	290	285.96	82,928	31.54	26,156
18	373	312.07	116,400	38.08	44,325
19	495	295.22	146,132	40.11	58,615
20	207	304.61	63,055	46.32	29,210
21	851	307.27	261,488	48.58	127,023
22	1,016	308.78	313,719	48.67	152,703
23	389	297.87	115,871	46.13	53,453
24	124	306.60	38,018	34.79	13,225
25	732	297.30	217,622	41.70	90,758
26	764	292.41	223,404	40.70	90,932
27	1,237	299.24	370,159	29.60	109,562
28	2,086	290.42	605,819	33.06	200,300
29	1,486	300.96	447,222	45.84	205,012
30	786	298.70	234,779	51.22	120,246
31	308	305.06	93,958	42.54	39,971
32	1,100	302.03	332,238	45.94	152,627
33	676	296.77	200,615	47.61	95,516
34	674	300.39	202,464	50.31	101,870
35	669	303.76	203,216	51.90	105,463
36	1,460	300.17	438,253	54.87	240,483
37	641	308.29	197,614	52.56	103,859
38	2,188	308.14	674,205	38.80	261,624
39	1,755	299.73	526,023	38.15	200,671
40	706	308.93	218,107	41.63	90,798
41	1,382	295.98	409,050	42.95	175,695
42	1,687	307.57	518,865	37.91	196,702
43	326	291.99	95,188	37.82	36,000
44	1,466	290.36	425,668	36.45	155,156
45	3,267	299.58	978,741	38.82	379,947
Total	41,296		12,415,211		5,328,110
Average		300.64		42.92	

FACILITY MARKET SHARES BY SECTOR

Mar 2006	1	2	3	4	5	6	7
Facility	Northbou	Isanti L	Tower Li	North Br	St Franc	G-Will L	C T Liqu
Sector	--M.S.--	--M.S.--	--M.S.--	--M.S.--	--M.S.--	--M.S.--	--M.S.--
1	65.35	.22	.01	.01	.00	.00	.00
2	67.99	.16	.01	.01	.00	.00	.00
3	68.72	.13	.02	.02	.00	.00	.00
4	62.78	.92	.02	.03	.00	.00	.00
5	51.36	6.76	.02	.03	.00	.00	.00
6	60.19	1.18	.01	.01	.00	.00	.00
7	56.67	.51	.01	.01	.00	.00	.00
8	40.02	9.06	.12	.15	.00	.01	.00
9	39.71	3.87	.15	.19	.00	.01	.00
10	33.28	3.91	.20	.28	.00	.12	.02
11	17.72	11.77	.44	.55	2.22	.96	.28
12	25.23	17.40	.26	.30	.15	.43	.07
13	17.43	35.42	.20	.22	.02	.06	.01
14	10.27	51.26	.20	.21	.00	.02	.00
15	45.19	11.19	.12	.14	.00	.00	.00
16	23.50	37.82	.30	.32	.00	.00	.00
17	2.40	66.03	.01	.01	.00	.00	.00
18	18.61	43.16	.08	.08	.00	.00	.00
19	54.19	2.69	1.47	1.54	.00	.00	.00
20	33.88	10.38	4.74	4.65	.00	.00	.00
21	6.31	.47	22.82	21.82	.00	.00	.00
22	1.51	.50	26.59	22.68	.00	.00	.00
23	9.46	27.51	8.04	7.39	.00	.04	.01
24	1.29	63.82	.05	.05	.00	.00	.00
25	4.79	48.20	1.29	1.24	.01	.13	.02
26	3.80	52.56	.41	.42	.05	.21	.04
27	.80	69.57	.01	.01	.00	.00	.00
28	.83	66.09	.01	.01	.00	.00	.00
29	6.31	46.52	.24	.26	.25	.31	.05
30	9.53	25.29	.32	.37	7.08	4.27	.69
31	.23	.81	.02	.02	46.10	8.31	1.25
32	3.45	21.18	.17	.19	17.80	5.56	.88
33	1.68	18.26	.43	.44	1.09	3.45	.57
34	4.04	14.72	9.51	8.64	.00	.23	.04
35	.50	.29	25.43	21.54	.00	.00	.00
36	.18	.10	23.38	20.54	.00	.01	.00
37	.80	1.22	17.24	15.31	.00	.14	.03
38	.09	.45	.29	.27	.01	.75	.14
39	.12	.93	.12	.12	.13	2.02	.35
40	.05	.34	.04	.04	10.39	11.07	1.81
41	.16	1.30	.08	.08	10.68	6.82	1.12
42	.00	.02	.00	.00	52.99	7.08	1.02
43	.01	.11	.00	.00	57.34	3.50	.51
44	.00	.00	.00	.00	61.43	1.78	.25
45	.00	.00	.00	.00	58.39	2.42	.33
Total	15.06	14.80	3.06	2.74	10.95	1.53	.24

FACILITY MARKET SHARES BY SECTOR (CONT)

Mar 2006	8	9	10	
Facility	Volume L	L B Liqu	Wayne's	Total
Sector	--M.S.--	--M.S.--	--M.S.--	--M.S.--
1	.00	.00	.00	65.59
2	.00	.00	.00	68.17
3	.00	.00	.00	68.90
4	.00	.00	.00	63.76
5	.00	.00	.00	58.17
6	.00	.00	.00	61.39
7	.00	.00	.00	57.19
8	.00	.00	.01	49.38
9	.00	.00	.00	43.92
10	.00	.00	.01	37.85
11	.06	.07	.45	34.53
12	.01	.01	.10	43.96
13	.00	.00	.03	53.40
14	.00	.01	.07	62.04
15	.00	.00	.01	56.66
16	.00	.00	.02	61.96
17	.00	.00	.00	68.46
18	.00	.00	.00	61.92
19	.00	.00	.00	59.89
20	.00	.00	.02	53.68
21	.00	.00	.00	51.42
22	.00	.01	.03	51.33
23	.05	.15	1.22	53.87
24	.00	.00	.01	65.21
25	.07	.13	2.42	58.30
26	.05	.07	1.69	59.30
27	.00	.00	.00	70.40
28	.00	.00	.01	66.94
29	.01	.01	.19	54.16
30	.08	.08	1.08	48.78
31	.08	.04	.59	57.46
32	.26	.18	4.37	54.06
33	.72	.64	25.10	52.39
34	.45	1.29	10.76	49.69
35	.02	.14	.17	48.10
36	.07	.56	.29	45.13
37	.95	4.42	7.33	47.44
38	2.36	3.31	53.52	61.20
39	1.43	1.09	55.55	61.85
40	1.99	.77	31.87	58.37
41	1.35	.72	34.74	57.05
42	.05	.02	.93	62.09
43	.02	.01	.68	62.18
44	.01	.00	.07	63.55
45	.00	.00	.03	61.18
Total	.32	.40	7.97	57.08

PROJECTED MARKETPLACE

TRADE AREA TOTALS

Trade Area	Mar 2006	Mar 2008	% Change
Population	41,296	46,958	13.71
Potential	12,415,211	14,118,143	13.72
Facility Volume	7,087,100	8,082,772	14.05
Float Amount	5,328,110	6,035,371	13.27
Float Percent	42.92	42.75	
P.C.E.	300.64	300.65	.01

Facility Map Key	Name	Forecast ---Mar 2008 ---		Current ----Mar 2006 ----		T.A. Diff.	%	Fcast Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	3,587,537	996.54	3,400,000	944.44	187,537	6	3,600	55	142
2	Isanti Liquor	2,216,562	1136.70	1,875,000	961.54	334,730	18	1,950	98	122
3	Tower Liquor			1,900,000	500.00	32,669	2	3,800	20	108
4	North Branch Liq			1,698,000	414.15	29,484	2	4,100	20	100
5	St Francis Liq	1,901,455	760.58	1,600,000	640.00	256,237	19	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	30,051	2	4,800	10	99
7	C T Liquor			300,000	214.29	4,678	2	1,400	10	55
8	Volume Liquor			400,000	173.91	4,427	1	2,300	10	76
9	L B Liquors			500,000	526.32	4,758	1	950	10	82
10	Wayne's Liquor	1,911,101	637.03	1,800,000	600.00	111,101	6	3,000	55	107
Totals		16,420,721		15,373,000		995,672				
Averages		1,642,072	578.19	1,537,300	541.30			2,840		100

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461

MARKET CHANGES**NORTHBOUND LIQUOR EXPANDS TO 6,000 SALES AREA SQUARE FOOT AT MAP KEY 200****A NEW 4,200 SALES AREA SQUARE FOOT STACY WINE AND SPIRIT LIQUOR OPENS AT MAP KEY 100**

Facility Map Key	Name	Forecast ---Mar 2008 ---		Current ----Mar 2006 ----		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	2,051,099	1051.85	1,875,000	961.54	172,577	9	1,950	98	122
3	Tower Liquor			1,900,000	500.00	-97,874	-5	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-86,131	-5	4,100	20	100
5	St Francis Liq	1,892,542	757.02	1,600,000	640.00	248,661	18	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	25,826	1	4,800	10	99
7	C T Liquor			300,000	214.29	3,862	1	1,400	10	55
8	Volume Liquor			400,000	173.91	3,026	1	2,300	10	76
9	L B Liquors			500,000	526.32	-1,418	0	950	10	82
10	Wayne's Liquor	1,896,480	632.16	1,800,000	600.00	96,480	5	3,000	55	107
100	Stacy Liquor			0	0.00	241,119	0	4,200	15	100
200	Northbound Liq	2,259,545	376.59	0	0.00	2,259,545	0	6,000	55	142
Totals		* 14,886,076		15,373,000		995,673				
Averages		1,353,280	425.32	1,537,300	541.30			3,182		104

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share
		Volume	Average	Size	Average			
Isanti Liquor	1	2,051,099	2,051,099	1,950	1,950	1051.85	122	14.24
Tower Liquor	1	1,802,127	1,802,127	3,800	3,800	474.24	108	2.00
North Branch Liq	1	1,611,869	1,611,869	4,100	4,100	393.14	100	1.80
St Francis Liq	1	1,892,542	1,892,542	2,500	2,500	757.02	109	11.39
G-Will Liquors	1	1,925,826	1,925,826	4,800	4,800	401.21	99	1.53
C T Liquor	1	303,862	303,862	1,400	1,400	217.04	55	.24
Volume Liquor	1	403,026	403,026	2,300	2,300	175.23	76	.30
L B Liquors	1	498,582	498,582	950	950	524.82	82	.34
Wayne's Liquor	1	1,896,480	1,896,480	3,000	3,000	632.16	107	7.70
Stacy Liquor	1	241,119	241,119	4,200	4,200	57.41	100	1.71
Northbound Liq	1	2,259,545	2,259,545	6,000	6,000	376.59	142	16.00
Totals	11	14,886,076		35,000				57.25
Averages			1,353,280		3,182	425.32		

Dakota Worldwide Corp.8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

SCENARIO 1

**A NEW EXPANDED AND REMODELED 3,000 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS AT SITE 1000
AT THE INTERSECTION OF WEST DUAL BOULEVARD AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT**

Facility Map Key	Name	Forecast ---Mar 2008---		Current ---Mar 2006---		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			98	122
3	Tower Liquor			1,900,000	500.00	-105,847	-6	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-93,729	-6	4,100	20	100
5	St Francis Liq	1,873,021	749.21	1,600,000	640.00	232,068	17	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	17,534	1	4,800	10	99
7	C T Liquor			300,000	214.29	2,475	1	1,400	10	55
8	Volume Liquor			400,000	173.91	2,096	1	2,300	10	76
9	L B Liquors			500,000	526.32	-2,589	-1	950	10	82
10	Wayne's Liquor	1,871,978	623.99	1,800,000	600.00	71,978	4	3,000	55	107
100	Stacy Liquor			0	0.00	240,003	0	4,200	15	100
200	Northbound Liq	2,121,053	353.51	0	0.00	2,121,053	0	6,000	55	142
1000	Isanti Liquor	2,263,400	754.47	0	0.00	2,218,132	0	3,000	98	122
Totals		14,887,394		15,373,000		995,672				
Averages		1,353,400	412.97	1,537,300	541.30			3,277		105

THREE-YEAR GROWTH PATTERN - SITE 1000

Facility Map Keys	Name	Forecast ---Mar 2008---		Forecast ---Mar 2009---		Forecast ---Mar 2010---		Draw	Image
		Volume	/SqFt	Volume	/SqFt	Volume	/SqFt		
1000	Isanti Liquor	2,263,400	754.47	2,353,936	784.65	2,444,472	814.82	98	122

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,263,400	2,263,400	3,000	3,000	754.47	122	15.71	380,632	.91
Northbound Liq	1	2,121,053	2,121,053	6,000	6,000	353.51	142	15.02	251,053	-.04
St Francis Liq	1	1,873,021	1,873,021	2,500	2,500	749.21	109	11.28	232,068	.32
Wayne's Liquor	1	1,871,978	1,871,978	3,000	3,000	623.99	107	7.52	71,977	-.45
Tower Liquor	1	1,794,153	1,794,153	3,800	3,800	472.15	108	1.94	-105,847	-1.12
North Branch Liq	1	1,604,271	1,604,271	4,100	4,100	391.29	100	1.74	-93,729	-.99
Stacy Liquor	1	240,003	240,003	4,200	4,200	57.14	100	1.70	240,003	1.70
G-Will Liquors	1	1,917,534	1,917,534	4,800	4,800	399.49	99	1.47	17,534	-.06
L B Liquors	1	497,411	497,411	950	950	523.59	82	.34	-2,589	-.07
Volume Liquor	1	402,096	402,096	2,300	2,300	174.82	76	.30	2,096	-.02
C T Liquor	1	302,475	302,475	1,400	1,400	216.05	55	.23	2,475	-.01
Totals	11	14,887,393		36,050						
Averages			1,353,399			3,277	412.97	57.25		

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 1000

Mar 2008

Draw = 98

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
5	6.30	19,526	1,052	310,039	41.83	3.32
8	8.50	15,131	594	177,906	50.62	7.41
9	3.61	10,646	966	295,214	56.08	10.82
10	3.67	13,825	1,214	376,986	62.15	16.64
11	11.87	47,401	1,285	399,418	65.47	16.87
12	16.77	36,826	728	219,550	56.04	11.54
13	34.60	90,479	866	261,470	46.60	5.80
14	50.70	83,042	554	163,776	37.96	2.87
15	10.51	6,741	215	64,121	43.34	4.92
16	36.79	53,182	476	144,559	38.04	1.95
17	65.85	85,865	456	130,397	31.54	.81
18	42.14	81,922	623	194,417	38.08	2.16
19	2.54	4,136	551	162,664	40.11	5.88
20	10.47	7,270	228	69,452	46.32	5.52
23	30.21	38,699	430	128,084	46.13	5.29
24	63.75	89,516	458	140,422	34.79	1.57
25	49.40	118,088	804	239,027	41.70	2.90
26	53.19	131,890	848	247,966	40.70	2.64
27	69.52	309,532	1,488	445,268	29.60	.48
28	66.03	447,952	2,336	678,425	33.06	1.26
29	46.46	226,257	1,618	486,948	45.84	5.49
30	27.61	71,740	870	259,870	51.22	10.68
32	26.00	95,476	1,216	367,275	45.94	7.38
33	23.23	51,149	742	220,202	47.61	5.21
34	18.10	40,445	744	223,492	50.31	6.60
Sub Total	33.97	2,176,736	21,362	6,406,946	45.12	
Other Sectors	.54	41,396	25,596	7,711,197	40.78	
TA Total	15.71	2,218,132	46,958	14,118,143	42.75	
Outside TA		45,268				
Sales Forecast		2,263,399				

SCENARIO 1A

**A NEW EXPANDED AND REMODELED 3,800 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS AT SITE 1000
AT THE INTERSECTION OF WEST DUAL BOULEVARD AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT**

Facility		Forecast ---Mar 2008 ---		Current ----Mar 2006 ----		T.A.	%	Fcst Sales		
Map Key	Name	Volume	/SqFt	Volume	/SqFt	Diff.	Chg	Area	Draw	Image
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			98	122
3	Tower Liquor			1,900,000	500.00	-110,392	-6	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-98,038	-6	4,100	20	100
5	St Francis Liq	1,861,903	744.76	1,600,000	640.00	222,618	16	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	12,853	1	4,800	10	99
7	C T Liquor			300,000	214.29	1,690	1	1,400	10	55
8	Volume Liquor			400,000	173.91	1,532	0	2,300	10	76
9	L B Liquors			500,000	526.32	-3,289	-1	950	10	82
10	Wayne's Liquor	1,857,169	619.06	1,800,000	600.00	57,169	3	3,000	55	107
100	Stacy Liquor			0	0.00	239,277	0	4,200	15	100
200	Northbound Liq	2,045,931	340.99	0	0.00	2,045,931	0	6,000	55	142
1000.1	Isanti Liquor	2,381,452	626.70	0	0.00	2,333,823	0	3,800	98	122
Totals		14,888,087		15,373,000		995,673				
Averages		1,353,463	404.02	1,537,300	541.30			3,350		105

THREE-YEAR GROWTH PATTERN - SITE 1000

Facility		Forecast ---Mar 2008---		Forecast ---Mar 2009---		Forecast ---Mar 2010---			
Map Keys	Name	Volume	/SqFt	Volume	/SqFt	Volume	/SqFt	Draw	Image
1000.1	Isanti Liquor	2,381,452	626.70	2,476,710	651.77	2,571,968	676.83	98	122

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,381,452	2,381,452	3,800	3,800	626.70	122	16.53	496,323	1.73
Northbound Liq	1	2,045,931	2,045,931	6,000	6,000	340.99	142	14.49	175,931	-.57
St Francis Liq	1	1,861,903	1,861,903	2,500	2,500	744.76	109	11.21	222,618	.26
Wayne's Liquor	1	1,857,169	1,857,169	3,000	3,000	619.06	107	7.42	57,169	-.56
Tower Liquor	1	1,789,608	1,789,608	3,800	3,800	470.95	108	1.91	-110,392	-1.15
North Branch Liq	1	1,599,962	1,599,962	4,100	4,100	390.23	100	1.71	-98,038	-1.02
Stacy Liquor	1	239,277	239,277	4,200	4,200	56.97	100	1.69	239,277	1.69
G-Will Liquors	1	1,912,853	1,912,853	4,800	4,800	398.51	99	1.44	12,853	-.09
L B Liquors	1	496,711	496,711	950	950	522.85	82	.33	-3,289	-.07
Volume Liquor	1	401,532	401,532	2,300	2,300	174.58	76	.29	1,532	-.03
C T Liquor	1	301,690	301,690	1,400	1,400	215.49	55	.22	1,690	-.02
Totals	11	14,888,087		36,850				57.25		
Averages			1,353,462		3,350	404.02				

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 1000.1

Mar 2008

Draw = 98

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
5	7.75	24,038	1,052	310,039	41.83	3.32
8	10.30	18,324	594	177,906	50.62	7.41
9	4.47	13,196	966	295,214	56.08	10.82
10	4.53	17,071	1,214	376,986	62.15	16.64
11	13.77	55,001	1,285	399,418	65.47	16.87
12	19.28	42,339	728	219,550	56.04	11.54
13	37.37	97,719	866	261,470	46.60	5.80
14	52.73	86,365	554	163,776	37.96	2.87
15	12.69	8,136	215	64,121	43.34	4.92
16	40.23	58,156	476	144,559	38.04	1.95
17	66.38	86,559	456	130,397	31.54	.81
18	45.18	87,830	623	194,417	38.08	2.16
19	3.18	5,180	551	162,664	40.11	5.88
20	12.60	8,753	228	69,452	46.32	5.52
23	33.29	42,641	430	128,084	46.13	5.29
24	64.05	89,942	458	140,422	34.79	1.57
25	51.04	122,006	804	239,027	41.70	2.90
26	54.37	134,814	848	247,966	40.70	2.64
27	69.70	310,353	1,488	445,268	29.60	.48
28	66.22	449,236	2,336	678,425	33.06	1.26
29	47.90	233,233	1,618	486,948	45.84	5.49
30	30.38	78,956	870	259,870	51.22	10.68
32	29.19	107,191	1,216	367,275	45.94	7.38
33	26.31	57,938	742	220,202	47.61	5.21
34	20.89	46,694	744	223,492	50.31	6.60
41	2.47	12,409	1,694	501,397	42.95	7.34
Sub Total	33.21	2,294,082	23,056	6,908,343	44.96	
Other Sectors	.55	39,741	23,902	7,209,800	40.63	
TA Total	16.53	2,333,823	46,958	14,118,143	42.75	
Outside TA		47,629				
Sales Forecast		2,381,452				

SCENARIO 1B

A NEW EXPANDED AND REMODELED 4,800 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS AT SITE 1000
AT THE INTERSECTION OF WEST DUAL BOULEVARD AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT

Facility Map Key	Name	Forecast ---Mar 2008---		Current ----Mar 2006----		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000				
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			55	142
3	Tower Liquor			1,900,000	500.00	-114,982	-6	3,800	98	122
4	North Branch Liq			1,698,000	414.15	-102,372	-6	4,100	20	108
5	St Francis Liq	1,850,894	740.36	1,600,000	640.00	213,260	16	2,500	20	100
6	G-Will Liquors			1,900,000	395.83	8,228	0	4,800	85	109
7	C T Liquor			300,000	214.29	912	0	1,400	10	99
8	Volume Liquor			400,000	173.91	938	0	2,300	10	55
9	L B Liquors			500,000	526.32	-4,021	-1	950	10	76
10	Wayne's Liquor	1,841,546	613.85	1,800,000	600.00	41,546	2	3,000	10	82
100	Stacy Liquor			0	0.00	238,470	0	4,200	55	107
200	Northbound Liq	1,972,369	328.73	0	0.00	1,972,369	0	4,200	15	100
1000.2	Isanti Liquor	2,498,800	520.58	0	0.00	2,448,824	0	6,000	55	142
								4,800	98	122
Totals		14,888,783		15,373,000		995,672				
Averages		1,353,526	393.36	1,537,300	541.30			3,441		105

THREE-YEAR GROWTH PATTERN - SITE 1000

Facility Map Keys	Name	Forecast ---Mar 2008---		Forecast ---Mar 2009---		Forecast ---Mar 2010---		Draw	Image
		Volume	/SqFt	Volume	/SqFt	Volume	/SqFt		
1000.2	Isanti Liquor	2,498,800	520.58	2,598,752	541.41	2,698,704	562.23	98	122

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,498,800	2,498,800	4,800	4,800	520.58	122	17.35	611,324	2.54
Northbound Liq	1	1,972,369	1,972,369	6,000	6,000	328.73	142	13.97	102,369	-1.09
St Francis Liq	1	1,850,894	1,850,894	2,500	2,500	740.36	109	11.14	213,260	.19
Wayne's Liquor	1	1,841,546	1,841,546	3,000	3,000	613.85	107	7.31	41,545	-.67
Tower Liquor	1	1,785,018	1,785,018	3,800	3,800	469.74	108	1.88	-114,982	-1.18
Stacy Liquor	1	238,470	238,470	4,200	4,200	56.78	100	1.69	238,470	1.69
North Branch Liq	1	1,595,628	1,595,628	4,100	4,100	389.18	100	1.68	-102,372	-1.06
G-Will Liquors	1	1,908,228	1,908,228	4,800	4,800	397.55	99	1.40	8,228	-.13
L B Liquors	1	495,979	495,979	950	950	522.08	82	.33	-4,021	-.08
Volume Liquor	1	400,938	400,938	2,300	2,300	174.32	76	.29	938	-.03
C T Liquor	1	300,912	300,912	1,400	1,400	214.94	55	.22	912	-.02
Totals	11	14,888,782		37,850						
Averages			1,353,526		3,441	393.36		57.25		

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 1000.2

Mar 2008

Draw = 98

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
5	9.46	29,335	1,052	310,039	41.83	3.32
8	12.33	21,941	594	177,906	50.62	7.41
9	5.50	16,234	966	295,214	56.08	10.82
10	5.55	20,905	1,214	376,986	62.15	16.64
11	15.74	62,876	1,285	399,418	65.47	16.87
12	21.84	47,945	728	219,550	56.04	11.54
13	39.87	104,236	866	261,470	46.60	5.80
14	54.43	89,151	554	163,776	37.96	2.87
15	15.14	9,705	215	64,121	43.34	4.92
16	43.40	62,740	476	144,559	38.04	1.95
17	66.80	87,110	456	130,397	31.54	.81
18	47.87	93,073	623	194,417	38.08	2.16
19	3.97	6,453	551	162,664	40.11	5.88
20	14.99	10,413	228	69,452	46.32	5.52
23	36.17	46,328	430	128,084	46.13	5.29
24	64.29	90,278	458	140,422	34.79	1.57
25	52.40	125,252	804	239,027	41.70	2.90
26	55.33	137,190	848	247,966	40.70	2.64
27	69.85	310,998	1,488	445,268	29.60	.48
28	66.37	450,245	2,336	678,425	33.06	1.26
29	49.08	238,990	1,618	486,948	45.84	5.49
30	32.97	85,690	870	259,870	51.22	10.68
32	32.28	118,556	1,216	367,275	45.94	7.38
33	29.36	64,641	742	220,202	47.61	5.21
34	23.76	53,106	744	223,492	50.31	6.60
39	2.23	12,863	1,923	576,377	38.15	6.90
41	3.09	15,498	1,694	501,397	42.95	7.34
Sub Total	32.22	2,411,753	24,979	7,484,720	44.43	
Other Sectors	.56	37,071	21,979	6,633,423	40.85	
TA Total	17.35	2,448,824	46,958	14,118,143	42.75	
Outside TA		49,976				
Sales Forecast		2,498,800				

SCENARIO 2

A NEW 3,000 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS ON THE NORTH SIDE OF THE PROPERTY AT SITE 1000 AT THE INTERSECTION OF WEST DUAL BOULEVARD AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT

Facility Map Key	Name	Forecast ---Mar 2008---		Current ---Mar 2006---		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			98	122
3	Tower Liquor			1,900,000	500.00	-109,411	-6	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-97,113	-6	4,100	20	100
5	St Francis Liq	1,863,410	745.36	1,600,000	640.00	223,899	16	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	13,553	1	4,800	10	99
7	C T Liquor			300,000	214.29	1,799	1	1,400	10	55
8	Volume Liquor			400,000	173.91	1,631	0	2,300	10	76
9	L B Liquors			500,000	526.32	-3,162	-1	950	10	82
10	Wayne's Liquor	1,860,033	620.01	1,800,000	600.00	60,033	3	3,000	55	107
100	Stacy Liquor			0	0.00	239,364	0	4,200	15	100
200	Northbound Liq	2,061,063	343.51	0	0.00	2,061,063	0	6,000	55	142
1000.3	Isanti Liquor	2,358,689	786.23	0	0.00	2,311,516	0	3,000	98	137
Totals		14,887,858		15,373,000		995,672				
Averages		1,353,442	412.98	1,537,300	541.30			3,277		106

THREE-YEAR GROWTH PATTERN - SITE 1000

Facility Map Keys	Name	Forecast ---Mar 2008---		Forecast ---Mar 2009---		Forecast ---Mar 2010---		Draw	Image
		Volume	/SqFt	Volume	/SqFt	Volume	/SqFt		
1000.3	Isanti Liquor	2,358,689	786.23	2,453,037	817.68	2,547,385	849.13	98	137

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,358,689	2,358,689	3,000	3,000	786.23	137	16.37	474,016	1.57
Northbound Liq	1	2,061,063	2,061,063	6,000	6,000	343.51	142	14.60	191,063	-.46
St Francis Liq	1	1,863,410	1,863,410	2,500	2,500	745.36	109	11.22	223,899	.26
Wayne's Liquor	1	1,860,033	1,860,033	3,000	3,000	620.01	107	7.44	60,033	-.54
Tower Liquor	1	1,790,589	1,790,589	3,800	3,800	471.21	108	1.92	-109,411	-1.14
North Branch Liq	1	1,600,887	1,600,887	4,100	4,100	390.46	100	1.72	-97,113	-1.02
Stacy Liquor	1	239,364	239,364	4,200	4,200	56.99	100	1.70	239,364	1.70
G-Will Liquors	1	1,913,554	1,913,554	4,800	4,800	398.66	99	1.44	13,553	-.09
L B Liquors	1	496,838	496,838	950	950	522.99	82	.33	-3,162	-.07
Volume Liquor	1	401,631	401,631	2,300	2,300	174.62	76	.29	1,631	-.03
C T Liquor	1	301,799	301,799	1,400	1,400	215.57	55	.23	1,799	-.02
Totals	11	14,887,857		36,050				57.25		
Averages			1,353,442			3,277	412.98			

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 1000.3

Mar 2008

Draw = 98

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
5	7.39	22,908	1,052	310,039	41.83	3.32
8	9.97	17,745	594	177,906	50.62	7.41
9	4.45	13,136	966	295,214	56.08	10.82
10	4.71	17,738	1,214	376,986	62.15	16.64
11	14.09	56,260	1,285	399,418	65.47	16.87
12	19.17	42,083	728	219,550	56.04	11.54
13	36.62	95,763	866	261,470	46.60	5.80
14	51.96	85,091	554	163,776	37.96	2.87
15	12.06	7,736	215	64,121	43.34	4.92
16	38.79	56,073	476	144,559	38.04	1.95
17	66.15	86,253	456	130,397	31.54	.81
18	44.09	85,726	623	194,417	38.08	2.16
19	3.02	4,907	551	162,664	40.11	5.88
20	11.95	8,301	228	69,452	46.32	5.52
23	32.40	41,497	430	128,084	46.13	5.29
24	63.93	89,773	458	140,422	34.79	1.57
25	50.46	120,618	804	239,027	41.70	2.90
26	53.94	133,741	848	247,966	40.70	2.64
27	69.62	309,977	1,488	445,268	29.60	.48
28	66.14	448,695	2,336	678,425	33.06	1.26
29	47.49	231,272	1,618	486,948	45.84	5.49
30	30.16	78,367	870	259,870	51.22	10.68
32	28.60	105,039	1,216	367,275	45.94	7.38
33	25.58	56,322	742	220,202	47.61	5.21
34	20.31	45,396	744	223,492	50.31	6.60
41	2.41	12,092	1,694	501,397	42.95	7.34
Sub Total	32.90	2,272,510	23,056	6,908,343	44.96	
Other Sectors	.54	39,005	23,902	7,209,800	40.63	
TA Total	16.37	2,311,516	46,958	14,118,143	42.75	
Outside TA		47,174				
Sales Forecast		2,358,689				

SCENARIO 2A

A NEW 3,800 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS ON THE NORTH SIDE OF THE PROPERTY AT SITE 1000
AT THE INTERSECTION OF WEST DUAL BOULEVARD AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT

Facility Map Key	Name	Forecast ---Mar 2008---		Current ---Mar 2006---		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			98	122
3	Tower Liquor			1,900,000	500.00	-114,093	-6	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-101,538	-6	4,100	20	100
5	St Francis Liq	1,852,217	740.89	1,600,000	640.00	214,385	16	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	8,851	0	4,800	10	99
7	C T Liquor			300,000	214.29	1,009	0	1,400	10	55
8	Volume Liquor			400,000	173.91	1,031	0	2,300	10	76
9	L B Liquors			500,000	526.32	-3,903	-1	950	10	82
10	Wayne's Liquor	1,844,254	614.75	1,800,000	600.00	44,254	2	3,000	55	107
100	Stacy Liquor			0	0.00	238,546	0	4,200	15	100
200	Northbound Liq	1,985,339	330.89	0	0.00	1,985,339	0	6,000	55	142
1000.4	Isanti Liquor	2,478,867	652.33	0	0.00	2,429,290	0	3,800	98	137
Totals		14,888,581		15,373,000		995,671				
Averages		1,353,507	404.03	1,537,300	541.30			3,350		106

THREE-YEAR GROWTH PATTERN - SITE 1000

Facility Map Keys	Name	Forecast ---Mar 2008---		Forecast ---Mar 2009---		Forecast ---Mar 2010---		Draw	Image
		Volume	/SqFt	Volume	/SqFt	Volume	/SqFt		
1000.4	Isanti Liquor	2,478,867	652.33	2,578,022	678.43	2,677,177	704.52	98	137

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,478,867	2,478,867	3,800	3,800	652.33	137	17.21	591,790	2.41
Northbound Liq	1	1,985,339	1,985,339	6,000	6,000	330.89	142	14.06	115,339	-1.00
St Francis Liq	1	1,852,217	1,852,217	2,500	2,500	740.89	109	11.15	214,385	.20
Wayne's Liquor	1	1,844,254	1,844,254	3,000	3,000	614.75	107	7.33	44,254	-.65
Tower Liquor	1	1,785,907	1,785,907	3,800	3,800	469.98	108	1.88	-114,093	-1.18
Stacy Liquor	1	238,546	238,546	4,200	4,200	56.80	100	1.69	238,546	1.69
North Branch Liq	1	1,596,462	1,596,462	4,100	4,100	389.38	100	1.69	-101,538	-1.05
G-Will Liquors	1	1,908,851	1,908,851	4,800	4,800	397.68	99	1.41	8,851	-.12
L B Liquors	1	496,097	496,097	950	950	522.21	82	.33	-3,903	-.08
Volume Liquor	1	401,031	401,031	2,300	2,300	174.36	76	.29	1,031	-.03
C T Liquor	1	301,009	301,009	1,400	1,400	215.01	55	.22	1,009	-.02
Totals	11	14,888,581		36,850				57.25		
Averages			1,353,507		3,350	404.03				

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 1000.4

Mar 2008

Draw = 98

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
5	9.05	28,066	1,052	310,039	41.83	3.32
8	11.99	21,328	594	177,906	50.62	7.41
9	5.49	16,201	966	295,214	56.08	10.82
10	5.77	21,747	1,214	376,986	62.15	16.64
11	16.09	64,272	1,285	399,418	65.47	16.87
12	21.75	47,753	728	219,550	56.04	11.54
13	39.22	102,543	866	261,470	46.60	5.80
14	53.80	88,106	554	163,776	37.96	2.87
15	14.46	9,272	215	64,121	43.34	4.92
16	42.10	60,865	476	144,559	38.04	1.95
17	66.62	86,871	456	130,397	31.54	.81
18	46.94	91,257	623	194,417	38.08	2.16
19	3.77	6,134	551	162,664	40.11	5.88
20	14.29	9,925	228	69,452	46.32	5.52
23	35.37	45,298	430	128,084	46.13	5.29
24	64.20	90,146	458	140,422	34.79	1.57
25	51.93	124,130	804	239,027	41.70	2.90
26	54.98	136,337	848	247,966	40.70	2.64
27	69.78	310,707	1,488	445,268	29.60	.48
28	66.30	449,826	2,336	678,425	33.06	1.26
29	48.76	237,423	1,618	486,948	45.84	5.49
30	32.79	85,218	870	259,870	51.22	10.68
32	31.75	116,601	1,216	367,275	45.94	7.38
33	28.67	63,123	742	220,202	47.61	5.21
34	23.20	51,850	744	223,492	50.31	6.60
39	2.18	12,542	1,923	576,377	38.15	6.90
41	3.02	15,145	1,694	501,397	42.95	7.34
Sub Total	31.97	2,392,685	24,979	7,484,720	44.43	
Other Sectors	.55	36,606	21,979	6,633,423	40.85	
TA Total	17.21	2,429,290	46,958	14,118,143	42.75	
Outside TA		49,577				
Sales Forecast		2,478,867				

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461

SCENARIO 2B

**A NEW 4,800 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS ON THE NORTH SIDE OF THE PROPERTY AT SITE 1000 AT THE INTERSECTION OF WEST DUAL BOULEVARD AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT**

Facility Map Key	Name	Forecast ---Mar 2008---		Current ---Mar 2006---		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			98	122
3	Tower Liquor			1,900,000	500.00	-118,814	-6	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-105,982	-6	4,100	20	100
5	St Francis Liq	1,841,277	736.51	1,600,000	640.00	205,086	15	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	4,254	0	4,800	10	99
7	C T Liquor			300,000	214.29	235	0	1,400	10	55
8	Volume Liquor			400,000	173.91	397	0	2,300	10	76
9	L B Liquors			500,000	526.32	-4,676	-1	950	10	82
10	Wayne's Liquor	1,827,587	609.20	1,800,000	600.00	27,587	2	3,000	55	107
100	Stacy Liquor			0	0.00	237,636	0	4,200	15	100
200	Northbound Liq	1,911,260	318.54	0	0.00	1,911,260	0	6,000	55	142
1000.5	Isanti Liquor	2,598,153	541.28	0	0.00	2,546,190	0	4,800	98	137
Totals		14,889,328		15,373,000		995,672				
Averages		1,353,575	393.38	1,537,300	541.30			3,441		106

THREE-YEAR GROWTH PATTERN - SITE 1000

Facility Map Keys	Name	Forecast ---Mar 2008---		Forecast ---Mar 2009---		Forecast ---Mar 2010---		Draw	Image
		Volume	/SqFt	Volume	/SqFt	Volume	/SqFt		
1000.5	Isanti Liquor	2,598,153	541.28	2,702,079	562.93	2,806,005	584.58	98	137

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,598,153	2,598,153	4,800	4,800	541.28	137	18.03	708,690	3.23
Northbound Liq	1	1,911,260	1,911,260	6,000	6,000	318.54	142	13.54	41,260	-1.52
St Francis Liq	1	1,841,277	1,841,277	2,500	2,500	736.51	109	11.09	205,086	.13
Wayne's Liquor	1	1,827,587	1,827,587	3,000	3,000	609.20	107	7.21	27,587	-.77
Tower Liquor	1	1,781,186	1,781,186	3,800	3,800	468.73	108	1.85	-118,814	-1.21
Stacy Liquor	1	237,636	237,636	4,200	4,200	56.58	100	1.68	237,636	1.68
North Branch Liq	1	1,592,018	1,592,018	4,100	4,100	388.30	100	1.65	-105,982	-1.08
G-Will Liquors	1	1,904,254	1,904,254	4,800	4,800	396.72	99	1.38	4,254	-.15
L B Liquors	1	495,324	495,324	950	950	521.39	82	.32	-4,676	-.08
Volume Liquor	1	400,397	400,397	2,300	2,300	174.09	76	.29	397	-.04
C T Liquor	1	300,235	300,235	1,400	1,400	214.45	55	.21	235	-.03
Totals	11	14,889,327		37,850				57.25		
Averages			1,353,575			3,441	393.38			

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 1000.5

Mar 2008

Draw = 98

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
5	10.98	34,057	1,052	310,039	41.83	3.32
6	2.09	6,927	1,010	331,087	38.61	4.31
8	14.23	25,322	594	177,906	50.62	7.41
9	6.71	19,813	966	295,214	56.08	10.82
10	7.01	26,411	1,214	376,986	62.15	16.64
11	18.11	72,317	1,285	399,418	65.47	16.87
12	24.31	53,370	728	219,550	56.04	11.54
13	41.51	108,548	866	261,470	46.60	5.80
14	55.33	90,615	554	163,776	37.96	2.87
15	17.12	10,975	215	64,121	43.34	4.92
16	45.12	65,220	476	144,559	38.04	1.95
17	67.00	87,360	456	130,397	31.54	.81
18	49.43	96,101	623	194,417	38.08	2.16
19	4.69	7,621	551	162,664	40.11	5.88
20	16.87	11,716	228	69,452	46.32	5.52
23	38.09	48,789	430	128,084	46.13	5.29
24	64.41	90,440	458	140,422	34.79	1.57
25	53.14	127,019	804	239,027	41.70	2.90
26	55.83	138,436	848	247,966	40.70	2.64
27	69.91	311,279	1,488	445,268	29.60	.48
28	66.44	450,713	2,336	678,425	33.06	1.26
29	49.79	242,461	1,618	486,948	45.84	5.49
30	35.20	91,464	870	259,870	51.22	10.68
31	2.45	2,631	352	107,380	42.54	12.36
32	34.73	127,570	1,216	367,275	45.94	7.38
33	31.65	69,698	742	220,202	47.61	5.21
34	26.10	58,327	744	223,492	50.31	6.60
37	2.30	4,857	685	211,179	52.56	10.89
39	2.72	15,697	1,923	576,377	38.15	6.90
41	3.76	18,868	1,694	501,397	42.95	7.34
Sub Total	30.91	2,514,623	27,026	8,134,366	44.38	
Other Sectors	.53	31,566	19,932	5,983,777	40.53	
TA Total	18.03	2,546,190	46,958	14,118,143	42.75	
Outside TA		51,963				
Sales Forecast		2,598,153				

SCENARIO 3

**A NEW 3,000 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS AT SITE 2000
AT THE INTERSECTION OF HIGHWAY 65 AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT**

Facility Map Key	Name	Forecast ---Mar 2008---		Current ---Mar 2006---		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			98	122
3	Tower Liquor			1,900,000	500.00	-120,520	-6	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-107,363	-6	4,100	20	100
5	St Francis Liq	1,851,149	740.46	1,600,000	640.00	213,477	16	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	8,025	0	4,800	10	99
7	C T Liquor			300,000	214.29	829	0	1,400	10	55
8	Volume Liquor			400,000	173.91	571	0	2,300	10	76
9	L B Liquors			500,000	526.32	-4,688	-1	950	10	82
10	Wayne's Liquor	1,832,983	610.99	1,800,000	600.00	32,983	2	3,000	55	107
100	Stacy Liquor			0	0.00	236,484	0	4,200	15	100
200	Northbound Liq	1,968,770	328.13	0	0.00	1,968,770	0	6,000	55	142
2000	Isanti Liquor	2,604,848	868.28	0	0.00	2,474,606	0	3,000	95	142
Totals		14,969,088		15,373,000		995,673				
Averages		1,360,826	415.23	1,537,300	541.30			3,277		106

THREE-YEAR GROWTH PATTERN - SITE 2000

Facility Map Keys	Name	Forecast ---Mar 2008---		Forecast ---Mar 2009---		Forecast ---Mar 2010---		Draw	Image
		Volume	/SqFt	Volume	/SqFt	Volume	/SqFt		
2000	Isanti Liquor	2,604,848	868.28	2,709,042	903.01	2,813,236	937.75	95	142

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,604,848	2,604,848	3,000	3,000	868.28	142	17.53	637,106	2.73
Northbound Liq	1	1,968,770	1,968,770	6,000	6,000	328.13	142	13.94	98,770	-1.12
St Francis Liq	1	1,851,149	1,851,149	2,500	2,500	740.46	109	11.15	213,477	.19
Wayne's Liquor	1	1,832,983	1,832,983	3,000	3,000	610.99	107	7.25	32,983	-.73
Tower Liquor	1	1,779,480	1,779,480	3,800	3,800	468.28	108	1.84	-120,520	-1.22
Stacy Liquor	1	236,484	236,484	4,200	4,200	56.31	100	1.68	236,484	1.68
North Branch Liq	1	1,590,637	1,590,637	4,100	4,100	387.96	100	1.64	-107,363	-1.09
G-Will Liquors	1	1,908,025	1,908,025	4,800	4,800	397.51	99	1.40	8,025	-.13
L B Liquors	1	495,312	495,312	950	950	521.38	82	.32	-4,688	-.08
Volume Liquor	1	400,571	400,571	2,300	2,300	174.16	76	.29	571	-.03
C T Liquor	1	300,829	300,829	1,400	1,400	214.88	55	.22	829	-.02
Totals	11	14,969,087		36,050				57.25		
Averages			1,360,826			3,277	415.23			

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 2000

Mar 2008

Draw = 95

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
5	9.94	30,806	1,052	310,039	41.83	3.34
6	2.08	6,886	1,010	331,087	38.61	4.31
8	11.58	20,599	594	177,906	50.62	7.88
9	6.14	18,120	966	295,214	56.08	11.29
10	7.83	29,537	1,214	376,986	62.15	17.11
11	19.06	76,113	1,285	399,418	65.47	17.34
12	22.86	50,187	728	219,550	56.04	12.01
13	37.42	97,849	866	261,470	46.60	6.27
14	51.56	84,445	554	163,776	37.96	3.34
15	12.80	8,209	215	64,121	43.34	5.39
16	39.68	57,359	476	144,559	38.04	2.18
17	65.97	86,027	456	130,397	31.54	1.17
18	48.29	93,892	623	194,417	38.08	1.87
19	4.85	7,889	551	162,664	40.11	5.52
20	17.27	11,994	228	69,452	46.32	5.07
23	38.28	49,027	430	128,084	46.13	4.86
24	64.28	90,265	458	140,422	34.79	1.19
25	52.08	124,480	804	239,027	41.70	2.70
26	54.34	134,743	848	247,966	40.70	2.91
27	69.56	309,742	1,488	445,268	29.60	.81
28	66.02	447,924	2,336	678,425	33.06	1.69
29	47.77	232,629	1,618	486,948	45.84	5.96
30	33.39	86,780	870	259,870	51.22	11.15
31	2.32	2,496	352	107,380	42.54	12.83
32	30.95	113,656	1,216	367,275	45.94	7.85
33	29.09	64,066	742	220,202	47.61	5.44
34	27.12	60,610	744	223,492	50.31	6.24
37	3.14	6,629	685	211,179	52.56	10.51
39	2.74	15,809	1,923	576,377	38.15	6.94
41	3.61	18,099	1,694	501,397	42.95	7.54
Sub Total	29.96	2,436,867	27,026	8,134,366	44.38	
Other Sectors	.63	37,739	19,932	5,983,777	40.53	
TA Total	17.53	2,474,606	46,958	14,118,143	42.75	
Outside TA		130,242				
Sales Forecast		2,604,848				

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461

SCENARIO 3A

A NEW 3,800 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS AT SITE 2000
AT THE INTERSECTION OF HIGHWAY 65 AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT

Facility Map Key	Name	Forecast ---Mar 2008---		Current ---Mar 2006---		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			98	122
3	Tower Liquor			1,900,000	500.00	-126,043	-7	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-112,527	-7	4,100	20	100
5	St Francis Liq	1,839,644	735.86	1,600,000	640.00	203,697	15	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	3,179	0	4,800	10	99
7	C T Liquor			300,000	214.29	15	0	1,400	10	55
8	Volume Liquor			400,000	173.91	-154	0	2,300	10	76
9	L B Liquors			500,000	526.32	-5,579	-1	950	10	82
10	Wayne's Liquor	1,814,041	604.68	1,800,000	600.00	14,041	1	3,000	55	107
100	Stacy Liquor			0	0.00	235,189	0	4,200	15	100
200	Northbound Liq	1,888,331	314.72	0	0.00	1,888,331	0	6,000	55	142
2000.1	Isanti Liquor	2,740,023	721.06	0	0.00	2,603,022	0	3,800	95	142
Totals		14,974,120		15,373,000		995,672				
Averages		1,361,284	406.35	1,537,300	541.30			3,350		106

THREE-YEAR GROWTH PATTERN - SITE 2000

Facility Map Keys	Name	Forecast ---Mar 2008---		Forecast ---Mar 2009---		Forecast ---Mar 2010---		Draw	Image
		Volume	/SqFt	Volume	/SqFt	Volume	/SqFt		
2000.1	Isanti Liquor	2,740,023	721.06	2,849,624	749.90	2,959,225	778.74	95	142

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,740,023	2,740,023	3,800	3,800	721.06	142	18.44	765,522	3.64
Northbound Liq	1	1,888,331	1,888,331	6,000	6,000	314.72	142	13.38	18,331	-1.69
St Francis Liq	1	1,839,644	1,839,644	2,500	2,500	735.86	109	11.08	203,697	.12
Wayne's Liquor	1	1,814,041	1,814,041	3,000	3,000	604.68	107	7.11	14,041	-.86
Tower Liquor	1	1,773,957	1,773,957	3,800	3,800	466.83	108	1.80	-126,043	-1.26
Stacy Liquor	1	235,189	235,189	4,200	4,200	56.00	100	1.67	235,189	1.67
North Branch Liq	1	1,585,473	1,585,473	4,100	4,100	386.70	100	1.61	-112,527	-1.13
G-Will Liquors	1	1,903,179	1,903,179	4,800	4,800	396.50	99	1.37	3,179	-.16
L B Liquors	1	494,421	494,421	950	950	520.44	82	.31	-5,579	-.09
Volume Liquor	1	399,846	399,846	2,300	2,300	173.85	76	.28	-154	-.04
C T Liquor	1	300,015	300,015	1,400	1,400	214.30	55	.21	15	-.03
Totals	11	14,974,120		36,850				57.25		
Averages			1,361,284			3,350	406.35			

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 2000.1

Mar 2008

Draw = 95

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
4	2.25	4,135	614	183,425	36.24	4.25
5	12.04	37,321	1,052	310,039	41.83	3.34
6	2.61	8,645	1,010	331,087	38.61	4.31
8	13.80	24,556	594	177,906	50.62	7.88
9	7.50	22,128	966	295,214	56.08	11.29
10	9.41	35,456	1,214	376,986	62.15	17.11
11	21.04	84,041	1,285	399,418	65.47	17.34
12	25.43	55,829	728	219,550	56.04	12.01
13	39.94	104,425	866	261,470	46.60	6.27
14	53.46	87,559	554	163,776	37.96	3.34
15	15.29	9,807	215	64,121	43.34	5.39
16	42.93	62,057	476	144,559	38.04	2.18
17	66.48	86,690	456	130,397	31.54	1.17
18	50.64	98,453	623	194,417	38.08	1.87
19	6.01	9,781	551	162,664	40.11	5.52
20	20.15	13,992	228	69,452	46.32	5.07
21	2.17	6,330	948	291,293	48.58	9.97
22	2.44	8,289	1,098	339,039	48.67	10.25
23	40.76	52,208	430	128,084	46.13	4.86
24	64.48	90,538	458	140,422	34.79	1.19
25	53.27	127,339	804	239,027	41.70	2.70
26	55.31	137,158	848	247,966	40.70	2.91
27	69.74	310,521	1,488	445,268	29.60	.81
28	66.21	449,214	2,336	678,425	33.06	1.69
29	48.99	238,550	1,618	486,948	45.84	5.96
30	35.77	92,954	870	259,870	51.22	11.15
31	2.91	3,128	352	107,380	42.54	12.83
32	34.01	124,899	1,216	367,275	45.94	7.85
33	32.10	70,683	742	220,202	47.61	5.44
34	29.99	67,018	744	223,492	50.31	6.24
37	3.91	8,251	685	211,179	52.56	10.51
39	3.43	19,790	1,923	576,377	38.15	6.94
41	4.50	22,545	1,694	501,397	42.95	7.54
Sub Total	28.77	2,574,291	29,686	8,948,123	44.52	
Other Sectors	.56	28,731	17,272	5,170,020	39.69	
TA Total	18.44	2,603,022	46,958	14,118,143	42.75	
Outside TA		137,001				
Sales Forecast		2,740,023				

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461

SCENARIO 3B

**A NEW 4,800 SALES AREA SQUARE FOOT ISANTI MUNICIPAL LIQUOR OPENS AT SITE 2000
AT THE INTERSECTION OF HIGHWAY 65 AND COUNTY ROAD 5
THE MARKET CHANGES ARE IN EFFECT**

Facility Map Key	Name	Forecast		Current		T.A. Diff.	% Chg	Fcst Sales Area	Draw	Image
		---Mar 2008---	---Mar 2008---	---Mar 2006---	---Mar 2006---					
		Volume	/SqFt	Volume	/SqFt					
1	Northbound Liq	--closed--	-----	3,400,000	944.44	-1,870,000			55	142
2	Isanti Liquor	--closed--	-----	1,875,000	961.54	-1,837,500			98	122
3	Tower Liquor			1,900,000	500.00	-131,701	-7	3,800	20	108
4	North Branch Liq			1,698,000	414.15	-117,791	-7	4,100	20	100
5	St Francis Liq	1,828,438	731.38	1,600,000	640.00	194,172	14	2,500	85	109
6	G-Will Liquors			1,900,000	395.83	-1,543	0	4,800	10	99
7	C T Liquor			300,000	214.29	-778	0	1,400	10	55
8	Volume Liquor			400,000	173.91	-929	0	2,300	10	76
9	L B Liquors			500,000	526.32	-6,518	-1	950	10	82
10	Wayne's Liquor	1,793,763	597.92	1,800,000	600.00	-6,237	0	3,000	55	107
100	Stacy Liquor			0	0.00	233,723	0	4,200	15	100
200	Northbound Liq	1,809,870	301.65	0	0.00	1,809,870	0	6,000	55	142
2000.2	Isanti Liquor	2,874,636	598.88	0	0.00	2,730,904	0	4,800	95	142
Totals		14,979,170		15,373,000		995,673				
Averages		1,361,743	395.75	1,537,300	541.30			3,441		106

THREE-YEAR GROWTH PATTERN - SITE 2000

Facility Map Keys	Name	Forecast		Forecast		Forecast		Draw	Image
		---Mar 2008---	---Mar 2008---	---Mar 2009---	---Mar 2009---	---Mar 2010---	---Mar 2010---		
		Volume	/SqFt	Volume	/SqFt	Volume	/SqFt		
2000.2	Isanti Liquor	2,874,636	598.88	2,989,621	622.84	3,104,607	646.79	95	142

Inflation is 0%

CHAIN SUMMARY

Chain Name	# of Facs	-----Chain Total-----				Vol/ SqFt	Avg Image	Market Share	-----Change-----	
		Volume	Average	Size	Average				Volume	MktShr
Isanti Liquor	1	2,874,636	2,874,636	4,800	4,800	598.88	142	19.34	893,404	4.54
Northbound Liq	1	1,809,870	1,809,870	6,000	6,000	301.65	142	12.82	-60,130	-2.24
St Francis Liq	1	1,828,438	1,828,438	2,500	2,500	731.38	109	11.01	194,172	.05
Wayne's Liquor	1	1,793,763	1,793,763	3,000	3,000	597.92	107	6.97	-6,237	-1.01
Tower Liquor	1	1,768,299	1,768,299	3,800	3,800	465.34	108	1.76	-131,701	-1.30
Stacy Liquor	1	233,723	233,723	4,200	4,200	55.65	100	1.66	233,723	1.66
North Branch Liq	1	1,580,209	1,580,209	4,100	4,100	385.42	100	1.57	-117,791	-1.16
G-Will Liquors	1	1,898,457	1,898,457	4,800	4,800	395.51	99	1.33	-1,543	-.20
L B Liquors	1	493,482	493,482	950	950	519.46	82	.31	-6,518	-.09
Volume Liquor	1	399,071	399,071	2,300	2,300	173.51	76	.28	-929	-.05
C T Liquor	1	299,222	299,222	1,400	1,400	213.73	55	.21	-778	-.03
Totals	11	14,979,170		37,850				57.25		
Averages			1,361,743			3,441	395.75			

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
Telephone 800.475.4505 • Fax 952.835.4461

STORE VOLUME REPORT BY SECTOR

Facility Map Key = 2000.2

Mar 2008

Draw = 95

Market Share Cutoff = 2

Sector Map Key	Sector Share	Expected Volume	Population	Potential	Float	Miles
4	2.82	5,175	614	183,425	36.24	4.25
5	14.42	44,708	1,052	310,039	41.83	3.34
6	3.26	10,799	1,010	331,087	38.61	4.31
8	16.24	28,893	594	177,906	50.62	7.88
9	9.06	26,750	966	295,214	56.08	11.29
10	11.15	42,037	1,214	376,986	62.15	17.11
11	22.91	91,487	1,285	399,418	65.47	17.34
12	27.88	61,204	728	219,550	56.04	12.01
13	42.15	110,212	866	261,470	46.60	6.27
14	55.05	90,156	554	163,776	37.96	3.34
15	18.04	11,566	215	64,121	43.34	5.39
16	45.86	66,300	476	144,559	38.04	2.18
17	66.88	87,215	456	130,397	31.54	1.17
18	52.64	102,337	623	194,417	38.08	1.87
19	7.40	12,037	551	162,664	40.11	5.52
20	23.16	16,085	228	69,452	46.32	5.07
21	2.71	7,908	948	291,293	48.58	9.97
22	3.05	10,341	1,098	339,039	48.67	10.25
23	42.94	54,996	430	128,084	46.13	4.86
24	64.63	90,752	458	140,422	34.79	1.19
25	54.25	129,666	804	239,027	41.70	2.70
26	56.10	139,105	848	247,966	40.70	2.91
27	69.88	311,131	1,488	445,268	29.60	.81
28	66.36	450,227	2,336	678,425	33.06	1.69
29	49.98	243,391	1,618	486,948	45.84	5.96
30	37.87	98,424	870	259,870	51.22	11.15
31	3.63	3,899	352	107,380	42.54	12.83
32	36.86	135,360	1,216	367,275	45.94	7.85
33	34.92	76,886	742	220,202	47.61	5.44
34	32.69	73,052	744	223,492	50.31	6.24
37	4.83	10,201	685	211,179	52.56	10.51
38	2.48	18,220	2,380	733,367	38.80	7.93
39	4.27	24,638	1,923	576,377	38.15	6.94
41	5.56	27,899	1,694	501,397	42.95	7.54
Sub Total	28.02	2,713,058	32,066	9,681,491	44.08	
Other Sectors	.40	17,846	14,892	4,436,652	39.84	
TA Total	19.34	2,730,904	46,958	14,118,143	42.75	
Outside TA		143,732				
Sales Forecast		2,874,636				

Dakota Worldwide Corp.

8200 Humboldt Avenue S., Suite 302 • Minneapolis, MN 55431
 Telephone 800.475.4505 • Fax 952.835.4461

Definitions

Trade Area	The area containing the majority of the population that could contribute to the sales of a store or stores located at a proposed site or sites, also referred to as the study area.
Pulling Power	The attraction a store exerts upon the population.
Draw	The portion of a store's total business that is derived from the trade area.
Image	Representation of stores' acceptance levels in the trade area.
P.C.E.	Per capita weekly expenditure for food.
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.
ADT	Average Daily Traffic.

Qualifier

In the use of this market analysis, client acknowledges that while it believes the services to be performed hereunder by Dakota Worldwide Corporation will be a valuable tool in management decision-making, it also understands that an important part of said services involves subjective judgment, which is dependent upon the correctness of the information made available to Dakota Worldwide Corporation. Therefore, client further acknowledges its understanding that Dakota Worldwide Corporation does not guarantee any result from the use of the analysis or other services performed hereunder, nor shall Dakota Worldwide Corporation 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,” Minnesota, 2000 Census of Population, U.S. Department of Commerce, Bureau of the Census.

“Area Statistics,” Minnesota, 1997 Census of Retail Trade, U.S. Department of Commerce, Bureau of the Census.

Editor & Publisher, Inc., 2005 Market Guide.

Progressive Grocer, 2005 Marketing Guidebook.

City offices Isanti, Minnesota.

Synergos Technologies, Inc.

Isanti, Minnesota CO1001

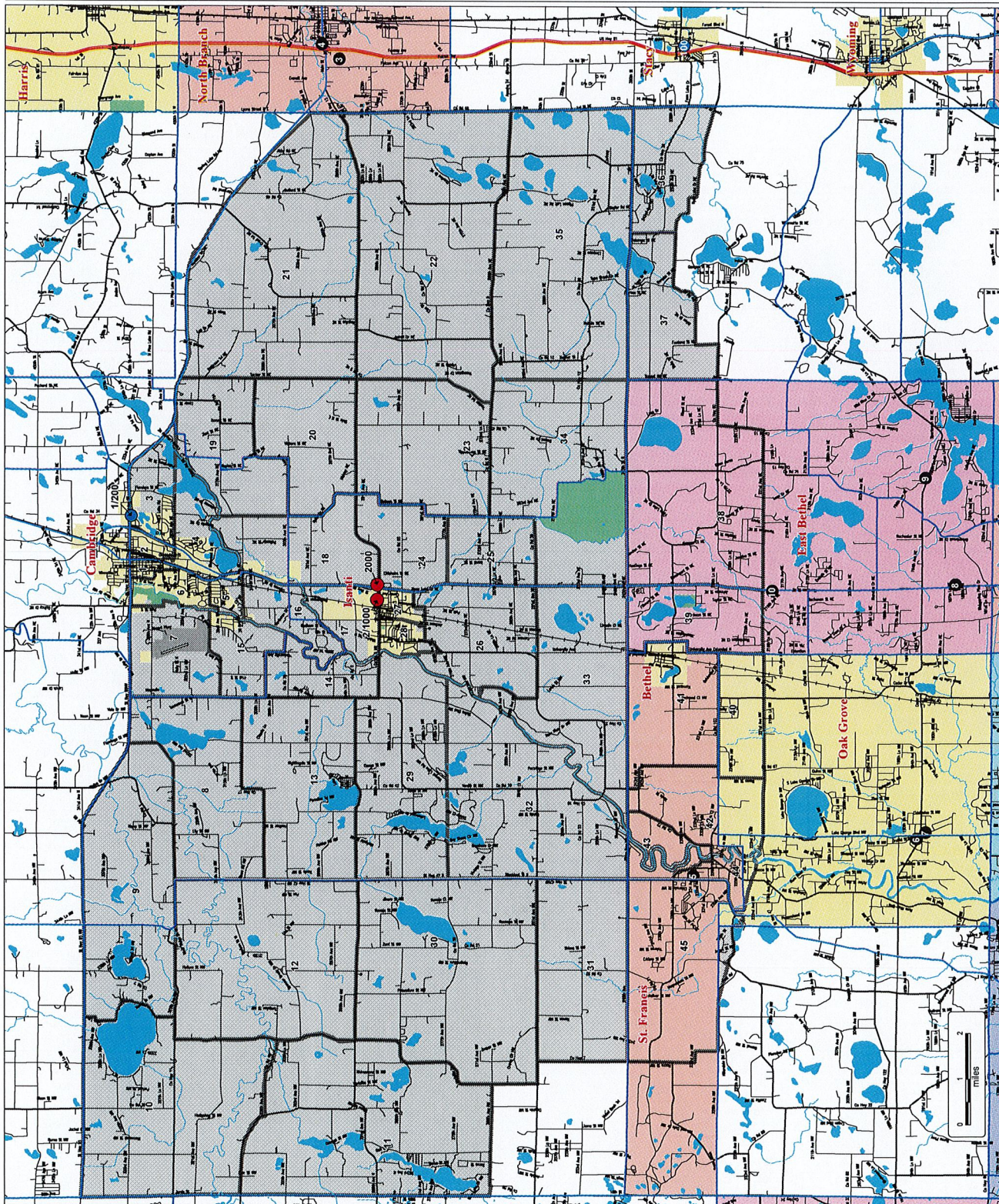
- Map Key & Legend**
- 1/200 - Northbound Liquor
 - 2/1000 - Isanti Liquor
 - 3 - Tower Liquor
 - 4 - North Branch Liquor
 - 5 - Saint Francis Liquor
 - 6 - G-Will Liquor
 - 7 - CT Liquor
 - 8 - Volume Liquor
 - 9 - L.B. Liquor
 - 10 - Wayne's Liquor
 - 100 - Stacy Wine & Spirit
 - 2000 - Site

- Site
- Competition
- Market Changes
- Sector Boundaries
- Interstates
- U.S. Highway
- Road Network
- Railroads



Produced by Dakota Worldwide Corp
8200 Humboldt Ave. Suite 302
Minneapolis, MN 55431
<http://www.dakotaworld.com>

April 2006





Memo for COW

To: Mayor Johnson and Members of the City Council
From: Sheila Sellman, Community Development Director
Date: February 12, 2020
Subject: Annexed Parking Draft Ordinance Amendment

Background:

At the December 2019 COW meeting the Council discussed general code enforcement on parcels recently annexed into the City. The focus was mostly on parking and vehicles. It was agreed that any outside storage of rubbish, junk, inoperable vehicles, miscellaneous refuse or garbage will be enforced immediately.

The discussion on parking and vehicle storage prompting an ordinance amendment. Enforcement of the current ordinance or the amended ordinance will start in June 2020.

At the direction of Council staff sent out letters to the annexed parcels notifying them of this meeting and discussion.

Request:

Direction to proceed with posting of the ordinance.

Attachments:

- Draft Ordinance

ORDINANCE NO. _____
AN ORDINANCE AMENDING THE CITY CODE CHAPTER 227 PARKING
AND STORAGE

The City Council of the City of Isanti hereby ordains:

I. Amendments

Section 227-8 Storage and Parking Restrictions is hereby amended to read as follows:

C.

(1) All vehicles and units with motors shall be parked or stored on an impervious surface, unless the parcel was Annexed after 2017 and is one acre or more.

Section 227-9 Prohibited Vehicles is hereby amended to read as follows:

- A. Licensed vehicles, other than recreational vehicles, in excess of 15,000 pounds, GVWR, unless parcel was annexed after 2017 then the limit is 50,000 pounds, GVWR

Section 227-10 Commercial vehicles allowed in residential zone or residentially zoned district is hereby amended to read as follows:

- A. Commercial vehicles or units are allowed if parked or stored in a completely enclosed building, unless annexed after 2017.
- B. Any licensed vehicle with a license decal grater than "H" or in excess of 15,000 pounds GVWR being used in conjunction with a legitimate service being provided to a residential property which will be removed upon completion of a project, for a maximum of six consecutive months in conjunction with a permit, unless annexed after 2017.

Section 227-11 Grandfather Clause is hereby amended to read as follows:

- B. In the event of new construction, reconstruction, addition to, or enlargement of any dwelling unit, garage or other accessory structure served by an existing unimproved or improved driveway, the driveway shall be brought into compliance with the provisions of the City's Zoning Ordinance, which, under the provisions of the Zoning Ordinance, would require installation of an impervious driveway unless the parcel was annexed in 2017 and is not subdivided. Any additions or alterations to the existing driveway or parking areas shall also cause the entire driveway and parking area to comply with current standards of the Zoning Ordinance.

Section 227 Attachment 1 is hereby amended to read as follows:

PARKING AND STORAGE

227 Attachment 1

City of Isanti Exhibit A

Type of Unit	Where on Lot	Surface Type	Size Limit	Screening	Number Allowed
PODs. Roll-off bins	Driveway or Side Yard: On a parking pad or extension of the driveway, unless a different location has been authorized.	Impervious or Improved	20' long Max of 10 feet in height	Not required	1
Trailers, Boats, RV's, Fishhouses (with wheels), Snowmobiles, personal watercraft, and ATVs	Front Yard: Shall 10 feet from the curb line or sidewalk. Shall be on an extension of the driveway.	No Motor - Impervious or Improved Motor - Impervious	Maximum length shall be less than the primary structure and a maximum height of fifteen (15) feet	Not required	*2 (one in front yard)
	Side yard. On an extension of the driveway or on a pad abutting the garage. No closer than 5 feet from property line.			<u>Not required</u>	
	Rear yard. No closer than 5 feet from property line.			Yes (Meet requirements of Ord No 445 Zoning)	
Fish houses (no wheels)	Rear yard only. Must meet setbacks established for an accessory structure in zoning district designation.	Impervious or Improved	Maximum width of 8.5 feet; maximum length of 12 feet	Similar to primary structure or screened in accordance with Ord. No. 445 Zoning	1
Company vehicles	Front Yard or Side Yard only: Shall be 10 feet from the curb line or sidewalk on driveway or an extension of driveway.	Impervious	Maximum of 15,000 pounds' GVWR	Not required	1

Type of Unit	Where on Lot	Surface Type	Size Limit	Screening	Number Allowed
Personal vehicles	Front and side yard. Shall be on the driveway or an extension of the driveway; or on a pad abutting the garage.	Impervious, unless property meets Section 227-11 of this Chapter.	Maximum of 15,000 pounds' GVWR	Not required	4**
	Rear yard. Shall be on the driveway or an extension of the driveway abutting a detached accessory structure if no attached garage.	Impervious, unless property meets Section 227-11 of this Chapter.	Maximum of 15,000 pounds' GVWR <u>unless annexed after 2017</u>	Not required	
Maximum Number of all vehicles/units permitted on a property is five (5), providing the requirements of this Chapter can be met unless the property is more than 1 acre then a maximum of 7 units are permitted.					
*On parcels comprised of more than one acre the number allowed is 3.					
**On parcels comprised of more than one acre the number allowed is 6.					
NOTE: NO UNITS OF ANY TYPE EXCEPT PERSONAL VEHICLES MAY BE PARKED OR STORED IN THE PUBLIC RIGHT OF WAY, INCLUDING BUT NOT LIMITED TO ANY PUBLIC STREET, UNLESS AUTHORIZED UNDER THE PROVISION OF SECTION 3, PARAGRAPH E OF THIS ORDINANCE.					

II. EFFECTIVE DATE

This ordinance shall take effect and be in force from and after its publication in the official newspaper of the City of Isanti.

Attest:

Mayor Jeff Johnson

Katie Brooks
Human Resources/City Clerk

Date Posted:
Date Adopted:
Date Published:



MEMO

To: Mayor Johnson and Members of the City Council
From: Josi Wood, City Administrator
Date: February 18, 2020
Subject: Review 2020 Goal Setting Action Items and Possible Funding

On January 27th, Council held a work session to discuss goal setting items. The following items (in no particular order) were identified as projects/items that should be discussed further through the following action(s):

- Performance Center/ Amphitheater
 - Staff will present options for inclusion of the 2021 and future budgets utilizing available capital funds.
- Lighting Infill
 - Staff will present options for inclusion of the 2021 and future budgets to set aside funds for future lighting infill projects.
- Splash Pad and Public Safety Buildings – Police and Public Works
 - Staff will present options for potential funding to COW.
- Liquor Store
 - Bolton and Menk, Inc. will evaluate the size of the lot and determine the maximum capacity and possible layout for a potential liquor store expansion.
- Isanti Fire District Lease and Building
 - Staff will meet with Fire Chief Jankovich to discuss their interest and possible appraisal of the building. Discussions will continue at COW regarding the Fire District lease and building.
- Heritage/ East Dual Intersection
 - Staff will work with the County and present options to COW to achieve an intersection control signal.
- Reducing Overall Budget
 - Staff will continue to bring forwards options that have the least impact on the budget and work to minimize debt.
- Business Marketing/ Acquiring Businesses
 - Staff will continue to market the City of Isanti, strive for adding new businesses and retaining the fantastic businesses that are currently here.
- Utility Rate Study
 - Staff will be completing an in-house utility rate study and strive for ways to reduce water, sewer and storm charges.
- Dynamic Reader Board Sign

- Staff will bring to 2021 goal setting for future discussion.
- Lodging Tax
 - Staff will present more information to COW regarding the specifics of implementing a lodging tax.
- Parks, Recreation and Culture Events
 - Staff will move forward with updating 2020 events as discussed at the meeting. More information regarding egg hunt, firework and parade events will be brought forward to COW.
- Housing Study
 - Staff will reach out to the East Central Regional Development Commission to determine if they will update the 2015 Housing Study. Staff will bring an update and potential cost to COW for more discussion.

Attachment:

- Potential Funding Mechanism (Draft)

Potential Funding Mechanisms for Goal Setting Discussion

ITEM	EARLIEST TARGET COMPLETION	COST (2020 \$'s)	FUNDING	YEAR	FUNDING SOURCE	NOTES
1) PERFORMANCE CENTER	2021	\$ 240,757				
			\$ 20,600	2020	LEAF & GRASS VAC	REVISE USEFUL LIFE FROM 15 YEAR TO 30 YEAR
			\$ 3,090	2020	LANDPRIDE DISC	REVISE USEFUL LIFE FROM 15 YEAR TO 30 YEAR
			\$ 11,593	2024	TREE SPADE	MOVE TO 2028 OR LATER
			\$ 5,796	2024	GRAPPLE BUCKET	REVISE USEFUL LIFE FROM 10 YEAR TO 20 YEAR
			\$ 15,914	2021	WHISPER RIDGE TENNIS CRT RESURF.	ELIMINATE FROM SCHEDULE
			\$ 15,071	2024	VFW PARK EQUIPMENT	ELIMINATE FROM SCHEDULE
			\$ 2,977	2020	RUM RIVER MEADOWS IRRIGATION	REVISE USEFUL LIFE FROM 15 YEAR TO 30 YEAR
			\$ 31,938	2024	ISANTI HILLS EQUIPMENT	ELIMINATE FROM SCHEDULE
			\$ 35,822	2025	ISANTI HILLS FENCE	ELIMINATE FROM SCHEDULE
			\$ 85,949	2023	RIVERSIDE PARK EQUIPMENT	REVISE USEFUL LIFE FROM 20 YEAR TO 30 YEAR
			\$ 12,007	2020	SPECIAL ASSESSMENT REVENUE	
			<u>\$ 240,757</u>			
2) RESTROOMS	2021	\$ 200,000		2020	SPECIAL ASSESSMENT REVENUE	ASSUMING REVENUE COLLECTED
			<u>\$ 200,000</u>			
3) SPLASH PAD	2023	\$ 200,000		2020	SPECIAL ASSESSMENT REVENUE	ASSUMING REVENUE COLLECTED
			\$ 126,060	2020	SPECIAL ASSESSMENT REVENUE	
			<u>\$ 73,940</u>	2021-2023	LEVY ADDITION	
			<u>\$ 200,000</u>			
4) LIGHTING INFILL	ANNUALLY	\$ 10,000	\$ 10,000	ANNUALLY	LEVY ADDITION	
5) PW STORAGE/SALT	2025	\$ 2,250,000				END OF MAJOR PROJECTS, MAINT ONLY GOING FORWARD NO DIRECT RATE CHANGE
			\$ 101,250		603 (22.50%) (\$ 506,250)	ADDRESSED IN 2020 RATE STUDY
			\$ 112,500		601 (25%) (\$ 562,500)	ADDRESSED IN 2020 RATE STUDY
			\$ 112,500		602 (25%) (\$ 562,500)	
			<u>\$ 123,750</u>		920 (27.50%) (\$ 618,750)	85K DROP IN DEBT LEVY AVAILABLE IN 2021
			<u>\$ 2,250,000</u>			85K X 5 YRS = 425K, LEAVING 193,750 TO FUND
6) LIQUOR STORE STUDY	2020	\$ 7,000	\$ 7,000	2020	609 FUND BALANCE	
7) FIRE DEPARTMENT	2020	\$ -			FINALIZE LEASE TO OWN AGREEMENT	TIMELINE SHOULD BE LONGER THAN BUILD ON NEW LIQUOR STORE IF THERE IS TO BE ONE. BUT SHORTER THAN THE MAX UTILIZATION POINT FOR PD. (BEFORE THE BUILDING SIZE CONSTRAINS EFFICIENCY AND FALSELY PRESENTS A NEED FOR MORE STAFF)
8) PUBLIC SAFETY BLDG	LEASE DEPENDENT	?			BLDG LEASE REVENUE	IDEALLY PD MOVES TO LIQUOR STORE AND LEASE REV COVERS REMODEL EXPENSES, INCLUDING DRIVE THRU GARAGE.



MEMO for COW

To: Mayor Johnson and Members of City Council
From: Jenny Garvey - Parks, Recreation, and Culture Manager
Date: February 18, 2020
Subject: 2020 Events Goal Setting follow up items

Background

Staff continued its research, that council requested, on three events that were presented at the January 27, goal setting meeting. Below are those three items and the pro's and con's for each of them.

Proposed Ideas

PRO

CON

Fireworks

- | | |
|---|--|
| <ul style="list-style-type: none"> • 20 minute show • Use of Bluebird Park and rodeo grounds • Community event and people stay in Isanti longer after parade • Bring back old tradition | <ul style="list-style-type: none"> • Cost: \$10,000 • Traffic control • Set up/tear down of launch site perimeter staff time • Mosquito control cost(in addition to fireworks cost) • People/Traffic leave town sooner • Weather dependent, back up date |
|---|--|

Float

- | | |
|---|---|
| <ul style="list-style-type: none"> • Mayor and/or council to ride in parade • Car/truck obtained from Hayford Ford, no cost, non-city staff driven • City staff in float and promote city hall | <ul style="list-style-type: none"> • City truck or vehicle: staff must drive, down time to prep or drive day of (gas and staff time) • Staff time to build/design float: \$3,000 • Staff time to be in parade: \$2,500 |
|---|---|

Egg Hunt- as the years go the event typically gets bigger and more crowds to control, parking, cost, number of volunteers, etc

- | | |
|--|---|
| <ul style="list-style-type: none"> • Established event in community by VFW and is already scheduled for April 4, 2020. • Bluebird Park – large enough space to accommodate large crowd • BB-adequate parking • Unity Park – contained area | <ul style="list-style-type: none"> • Weather dependent – NO SNOW • Controlling crowd • Advertising Cost • Cost of doing own \$1,500 • Finding Volunteers • Take away from other established community event • Will have to plan for 2021 • BB-open area more difficult to control crowd – more volunteers- more set up • Unity-limited parking – school permission to use school lot • Chaos – children getting nothing |
|--|---|



Memo for COW

To: Mayor Johnson and Members of the City Council
From: Sheila Sellman, Community Development Director
Date: February 18, 2020
Subject: Vehicle Signage

Background:

Recently there have been questions about vehicle signage, unfortunately this is not something the code currently regulates.

The City of Isanti sign code allows off premise signage – which is defined as *“A sign whose message advertises a product, service, business, event or activity which is not offered for sale, rent or does not take place on the premises in which the sign is located.”* Perhaps this is something the Council may want to look into.

The City sign ordinance does not prohibit advertising on vehicles- further the code defines a sign as *“a name, identification, display, illustration, or device which is affixed to or represented directly or indirectly upon a building, structure, or land in view of the general public and which directs attention to produce, place, activity, purpose, institution, or business.”* - A vehicle is not a structure.

To complicate matters more, it is very difficult for cities to regulate content on signs which are protected by the Constitution.

Request:

Staff is requesting direction on this item.

Attachments:

- None



Memo for COW

To: Mayor Johnson and Members of the City Council
From: Sheila Sellman, Community Development Director
Date: February 18, 2020
Subject: Strikes and MN Equipment Clarification

Background:

At a recent City Council meeting the Council discussed the effects that the highway 65 overlay district had on existing businesses, specifically Strikes Funeral Home and MN Equipment. Both of those businesses were zoned B-2 until the Highway 65 Overlay District was added, they are now B-2 with the Highway 65 Overlay. The Highway 65 Overlay is more restrictive and therefore prevails when it comes to uses and requirements. Both uses are now legal non-conforming uses. What does this mean?

1. They can maintain their business as it is today, but cannot expand.
2. They can sell their business to another funeral home or implement dealer at any time but an expansion can't happen as part of that transaction.
3. If the use is discontinued for a period of more than one year it will no longer be allowed. For example, the funeral home vacates and the building is not used as a funeral home for one year, the next use that comes in will have to comply with the Highway 65 Overlay uses and requirements.
4. If the use is destroyed by fire or other peril greater than 50% of its market value, they will need to apply for a building permit for repair within 180 days or the use can no longer continue and will need to comply with the overlay requirements.
5. The existing buildings, parking lots, and display areas can be maintained, repaired, restored etc. as long as there is no expansion.

Request:

There is no action requested at this time.



**BOLTON
& MENK**

Real People. Real Solutions.

11.

7533 Sunwood Drive NW
Suite 206
Ramsey, MN 55303-5119

Ph: (763) 433-2851
Fax: (763) 427-0833
Bolton-Menk.com

MEMORANDUM

Date: February 12, 2020
To: Honorable Mayor Johnson and Members of the City Council
From: Jason W. Cook, P.E.
City Engineer
Subject: State Aid Route Revisions
City of Isanti, MN
BMI Project No.: R13.120118

With the annexation of Tyler Street and 4th Avenue as well as the new roadway construction within the City, additional Municipal State Aid mileage is available to assign to City streets. The City doesn't receive funding on this mileage until it is assigned to a street segment.

0.89 miles of new roadways were added to the City street system in 2019. 20% of this length can be applied toward the State Aid system.

After completing a review of the existing Municipal State Aid routes throughout the City we have the following recommendations to be made to the system to maximize benefits from the Municipal State Aid system.

The following Municipal State Aid System modifications are recommended:

Routes to be Dropped			
Existing Route No.	Street Name	Length (Mi.)	Termini Location
245-109	Towns Edge Road SE	0.31	Railroad Avenue SE to TH 65
245-112	South Brookview Lane	0.22	CSAH 23 to 6 th Avenue SW
Total		0.53	

Proposed Routes to Be Added		
Street Name	Length (Mi.)	Termini Location
Main Street*	0.32	CSAH 23 to 4 th Avenue SW
Birch Street SW	0.20	CSAH 23 to 6 th Avenue SW
Dogwood Street SW	0.20	CSAH 23 to 6 th Avenue SW
Total	0.72	

A map of the recommended route modifications is attached.

In order to make these revisions official we recommend the City Council pass the required resolutions.

If you have any questions, please contact me.

CITY OF ISANTI STATE AID ROUTE MAP

ISANTI COUNTY, MINNESOTA
MAY, 2009



INDEX

- STATE AID ROUTES
- STATE HIGHWAYS
- COUNTY ROADS



BOLTON & MENK, INC.
Consulting Engineers & Surveyors

