



*The Village of Adams, Wisconsin
Downtown Enhancement Strategy*

MARKET ANALYSIS

*Prepared by:
LandUse|USA, LLC*



*In collaboration with:
Beckett & Raeder*



<i>NARRATIVE REPORT</i>	<i>Page</i>
<i>1.0 ~ Introduction</i>	<i>1</i>
<i>2.0 ~ Optimal Retail Strategy</i>	<i>1</i>
<i>3.0 ~ Additional Retail Materials</i>	<i>5</i>
<i>4.0 ~ Rental Housing Assessment</i>	<i>7</i>
<i>5.0 ~ Project Team</i>	<i>9</i>

Market Analysis

1.0 ~ Introduction

This narrative presents results market analysis conducted to support the City of Adams' Downtown Enhancement Strategy. This document is intended to be reviewed together with a comprehensive appendix of discussion materials that support the market analysis.

The market analysis has been completed by LandUse|USA in collaboration with Beckett & Raeder. The most key and salient portions of this market analysis will be integrated into chapters of the Downtown Enhancement Strategy. The entire packet of discussion materials will also be retained as a Technical Appendix.

2.0 ~ Optimal Retail Strategy

Exhibits A.1 and A.2 ~ Retail Categories

There is a total near-term market gap and opportunity to add up to 71,000 square feet of retail space in Adams County, and 100% of this space should be located along the Highway 13 corridors and within the City of Adams and Village of Friendship. Exhibits A.1 and A.2 show the detailed strategy by retail category.

The retail mix should appeal to several shopper groups, including year-round residents and workers of Adams County and surrounding communities; seasonal cabin renters and owners; visitors and tourists from Wisconsin Dells; and weekend vacationers, particularly hunters, campers, and boaters.

Some of the largest anchors and new venues should be designed to appeal to year-round residents, who represent a captive audience and are more likely to shop Adams on a regular basis:

Recommended Strategy – Resident Shoppers

1. Year-round farmer's market and/or organic, green grocer (8,000 sf)
2. Independently operated downtown pharmacy (2,000 sf)
3. Furniture consignment, restoration (3,000 sf)
4. Non-marine motor sports (3,000 selling sf)

5. Apparel for rugged hunting, camping, and work clothes (3,000 sf)
6. Full-service catering services, community space (2,000 sf)
7. Office supplies, printing, copying, mailing (2,000 sf)
8. Sporting goods focused on biking, skiing, golfing (2,000 sf)
9. Sporting goods focused on fishing, hunting, camping (1,000 sf)
10. Radio Shack dealer and electronics (2,000 sf)

Other categories would appeal to both residents and visitors, such as artisan shops, apparel boutique stores, novelty stores, and craft supplies. However, visitors are rarely repeat customers; they tend to respond to impulse items (rather than big-ticket purchases); and visitor shopping is more susceptible to negative impacts with economic downturns. For these reasons, the strategy should lead with stores meeting local needs and then follow with boutique stores that appeal to visitors and impulse shopping.

Exhibit A.3 ~ Entertainment, Service Categories

In addition to the traditional retail categories listed above, there is also a market need for entertainment venues, which could be served by reopening the theater; building a new community swimming pool; and adding artisan studios behind or above retail galleries and shops.

There are also gaps in some niche non-retail services, particularly in photography, veterinarian, security, graphics, and plumbing categories. Other professions (legal, surveying, accounting, real estate, etc.) are leveraging business traffic generated by the County Courthouse in Friendship; and are fully meeting the market's capacity.

Exhibit A.4 ~ Vacancies and New Space

In both Adams and Friendship, there are about 15 vacancies along Highway 13 that represent conventional and/or traditional retail space and that appear to be in reasonable condition for marketing to new retailers. There are also 132 retail facilities along the corridor, so the 15 empty facilities represent an estimated 11 percent vacancy rate. Facilities that are ineffective or otherwise not marketable due to their exterior appearance have been excluded from these estimates.

The vacancies are generally scattered along the Highway 13 corridor and fragmented by commercial space, residential houses, small vacant lots (some of which could be used for pocket parks), and some ineffective facilities. Absent of a comprehensive Downtown Enhancement Strategy, it would be difficult to fill these spaces with quality retailers while managing turn-over.

In the traditional shopping district of Adams, there are only four vacancies that are within reasonable proximity to each other and that collectively represent an opportunity to knit together a more cohesive cluster of shops within walking distance of each other. These four facilities are shown in the photos below. Again, a simple strategy of filling these and other vacancies would not be enough, and would probably be frustrated by high turnover rates.



In an effort to just fill these spaces and collect some rent, property owners and landlords might be tempted to lease the space to non-retail businesses, or to stores that are marginally profitable. Meanwhile, only the facilities that are vacant actually represent real-time “opportunities” for new retail shops. Leasing space to services essentially removes one of the choices for retailers and makes the market less appealing from a real estate perspective, so should be avoided.

A successful retailing strategy will depend on significant improvements in the overall appearance of the downtown through streetscape projects, façade renovations, signage, identity building, and marketing. With these initiatives underway, it will become much easier to fill the retail spaces shown above, and with traditional types of merchants.

Exhibit A.5 ~ Retail Incubator

In addition to filling traditional retail in downtown Adams (and other locations along the Highway 13 corridor), the City should also strive for creation of a small retail village that would appeal to both visitors and residents. The project could serve as a retail incubator with an open floor plan and retail kiosks or booths around a shared common area. Several possible locations include a) the former Tiny Town project on the south end of Highway 13; b) the former St. Joseph's Catholic Church; or c) the McGowan House and Museum area.

Exhibit A.6 ~ Cameo Catalyst

Assuming that the average vacant retail space along Highway 13 is 2,000 square feet in size, and assuming that only 12 of the 15 vacancies are eventually filled, then they could accommodate about 24,000 square feet of retail. It can be further assumed that 10,000 square feet of the balance could be used for the retail incubator described above, and that another 8,000 square feet of the balance could be allocated to a year-round farmers' and artisans' market. With a total market gap of 71,000 square feet of retail operations, this would leave an opportunity for development of up to 29,000 square feet of new and modern retail space to accommodate the balance of the gap.

Retail Gap through 2020

Filling Existing Retail Space	24,000 sf
Creating a Retail Incubator	10,000 sf
Farmers' & Artisans' Market	8,000 sf
Balance Available	<u>29,000</u> sf
Total Retail Gap	71,000 sf

These figures represent maximums for build-out through 2020. There might also be some overlap between a retail incubator and artisans' market, with some small businesses leasing a kiosk at the incubator and also having a booth at the market.

Again, implementation of the optimal retail strategy will depend on significant improvements in the overall appearance of the downtown through streetscape projects, façade renovations, signage, identity building, and marketing. After streetscape improvements are implemented, and after two or three of the vacancies in the traditional downtown district are filled with merchants, then the environment will be more conducive for developing new and cameo retail space.

A conservative approach would involve a new planned development in two phases, with 15,000 square feet in Phase I, followed by an additional 15,000 square feet in Phase II (after Phase I is 80% leased.) Ideally, the project would include street-front retail with flex-space units above. Flex-space units should be adaptable for conversion into small offices suites, residential apartments, and/or home-based businesses; and may need to adapt to fluctuating market demand over time. The flex-space would generally accommodate between 12 and 16 units in total.

Ideally, new retail space would be developed in the heart or core of the traditional downtown district. Lacking sufficient land that is vacant or available for redevelopment, alternatives could be sought at the south end of Highway 13. However, this might not pull visitors north from Wisconsin Dells into downtown Adams. A better option would be to seek alternative sites between Adams and Friendship, and to strive for a project that helps connect these two communities.

One possible location is a vacant parcel located just south of the existing Family Dollar parking lot and north of the vacant St. Joseph's Catholic Church. The corner parcel is currently occupied by the Automatic Car Wash, Sidestreet Salon, and U.S. Cellular. If the corner parcel becomes available, then it could enable the project to co-anchor the intersection with the church building.

Furthermore, if the former church is converted into a retail incubator, then the two projects could work collectively to create a retail destination and economic catalyst. Finally, the church rectory and Lion's Park could be integrated into the project and to physically link it with the traditional downtown district.

3.0 ~ Additional Retail Materials

Appendices A and B

Additional materials are included in Appendix A and B, and focus on the following:

Recommendations for a Farmers' Market	Exhibits A.7 – A.9
Identity and Marketing, Signage	Exhibits A.10 – A.13
Small Businesses and Entrepreneurs	Exhibits B.1 – B.6
Website Address for Small Businesses	Exhibit B.7
Past Store and Business Closings	Exhibit B.8

The list of small businesses and entrepreneurs is particularly important, as many of them could be candidates for a) relocation from home-based businesses into more conventional retail space; b) relocation from rural and outlying areas into the traditional downtown district; c) seasonal tenants at farmers markets or business incubators; and/or d) opening second stores in the region. Others might simply be good resources and models for new businesses interested in opening in Adams or Friendship.

The list of websites is intended to emphasize the importance of having a website presence for small businesses in small communities. Ideally, every traditional retailer or merchant in the Adams-Friendship community would have a website with direct links through the City website and Chamber of Commerce.

Appendices C through H

Appendices C through H provide additional documentation on analytic tests used to gauge the market's capacity for additional retail. Appendix C includes a study of sales leakages from Adams County; detailed table on the supply-demand and gap model; and tests of the number of retail employees and retail establishments compared to market size and income.

Appendix D provides demographic data with comparisons on income, unemployment, age, seasonality, and lifestyle clusters. Comparisons are provided for Adams County and all surrounding counties in the region, and for the market's primary and effective trade areas.

Appendix E provides comparisons for 3-mile rings around the City of Adams and 16 other small markets in South Central Wisconsin, and was conducted to help isolate variables that may be connected to the local market's low income profile. With the exception of New Lisbon, Adams is the lowest income market among the group – but ranks 6th in terms of total personal income and expenditure potential. The low incomes are attributed to a variety of factors, including age (with a large share of seniors), high seasonality among residential units, and high unemployment.

Appendix F provides the details supply inventory by block along the Highway 13 corridor; and Appendix G provides the inventory by retail category. Finally, Appendix H documents additional retail inventories in competing destinations like Stevens Point and Lake Delton; an inventory of major employers in the trade area; and exhibits showing Average Daily Traffic counts in Adams County and the City of Adams. Again, all of these materials were used in developing the optimal strategy recommendations described in this narrative report.

4.0 ~ Rental Housing Assessment

This last section of the report focuses on the feasibility of adding rental apartments in the City of Adams, and specifically along the Highway 13 corridor and in the downtown vicinity. Attached Appendix I provides market information used in the assessment, and below is a summary of key observations.

Exhibit I.1 ~ Multi-Family Building Permits

The first exhibit show the number of units, total project cost, and average cost per unit for rental apartments constructed in Adams County and the City of Adams, since 1990 and through 2007. Prior to the recession of 2008, the county gained an average of 8 new apartments annually. Roughly every four years, new project(s) were developed with an average of 24 units.

In comparison, the City of Adams gained an average of 4 apartments annually, and roughly every four years gained new project(s) that added an average of 16 units. Under normal circumstances (i.e., absent of the recent recession), it would have been reasonable to expect one new project with up to 24 units in the County. However, several more years of post-recessionary recovery are needed before activity even begins returning to trends that can be compared to the 1990's.

Exhibit I.2 ~ Single-Family Building Permits

To show regional trends in the housing market, Exhibit I.2 shows the number of single-family building permits for Adams County and over time. As shown, development activity in the county was generally consistent at 150 to 200 units annually until 2000, when activity increased. During the early half of the next decade and spurred largely by promotional lending practices, new house development activity continued to increase. Real estate activity then plummeted in the years leading up to the recession, and isn't expected to recover for several more years.

Exhibit I.3 ~ Single-Family Building Permits

Exhibit I.3 shows the average construction cost per residential unit since 1990. The cost per unit among single family units in the county overall has increased steadily and consistently, whereas the cost per unit among multi-family units has been more volatile. Generally speaking, it appears that residential units in the City of Adams have been built at a lower cost than the county overall. However, this is more likely a reflection of the quality of construction and unit size, rather than the costs of labor, materials, taxes, insurance, and other fees.

Exhibit I.4 ~ Existing Units by Contract Rent

The gap analysis begins with a comparison of Adams County with other standards in Wisconsin, in this case four other counties that include Columbia, Portage, Sauk, and Wood. Based on the 2010 Census and American Community Survey for 2008-2010, existing rental units in Adams County are priced significantly lower than those in the comparative counties. Adams County tends to have higher share of units with rents below \$550, and lower share of units with rents above that threshold.

These geographic differences in contract rent can be mostly attributed to differences in the quality and sizes of available apartments, which in turn tend to correlate with household income profiles. The last two rows of data in the table show the median household income for each county, with Adams clearly having a more moderate income profile. The next and last step of the analysis makes appropriate adjustments for these differences.

Exhibit I.5 ~ Existing Units by Contract Rent

The gap analysis for apartment units in Adams County and the City of Adams uses the comparative geographies to extrapolate the upside opportunity, with adjustments for differences in household income. For example, assuming that the distribution of apartments by rental bracket in Adams County could be similar to that of Columbia County, then theoretically it should have 37 more units in the \$600 to \$650 bracket (after the income adjustments.)

We also know that from history and experience that adding more than 24 rental units in any one bracket would be unprecedented for a community of this size. To ensure a conservative approach, we have tempered the “gap” accordingly.

We also know from history that the City of Adams tends to capture less than 70% of the county-wide activity in the rental real estate market (Exhibit I.1). So, this means that the City’s conservative “gap” would be just 16 units in the \$600 to \$650 bracket. (The estimates for the City of Adams have also been adjusted to reflect its moderate household income profile relative to Adams County.)

Following this same approach for the other brackets, there is a total foreseeable gap of 108 rental units throughout Adams County, and 70 units in the City of Adams. Based on historic trends, it is also assumed that on average, 4 new units can be added annually, and no more than its average peak of 16 units every fourth year.

In the long run, the City of Adams should be able to close the rental gaps in 15 to 20 years. This program could be accelerated if new rental units are added that are clearly unique to the market, such as lofts or flats above street-front retail.

Assuming that the market does not experience significant population growth, the magnitude of the gap should not be a moving target over time. Meanwhile, construction costs are expected to continue increasing over time, so some upward adjustments in rental prices should also be expected.

5.0 ~ Project Team

This concludes the market analysis for the City of Adams Downtown Enhancement Strategy. Questions on the market analysis, recommendations, methodology, this narrative report, or attached appendices can be addressed to:

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Questions on the overall Downtown Enhancement Strategy, downtown planning, streetscape improvements, and implementation process can be addressed to:

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~ End of Narrative Report ~



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TECHNICAL APPENDIX

*Prepared by:
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TECHNICAL APPENDIX

A. Optimal Retail Strategy

B. Entrepreneurs

C. Sales Leakage and Gaps

D. Demographics and Demand

E. Qualifying Income

F. Inventory by Block

G. Inventory by Category

H. Supplemental Materials

I. Rental Housing Assessment



*The Village of Adams, Wisconsin
Downtown Enhancement Strategy*

A. Optimal Retail Strategy

*Prepared by:
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Optimal Retail Strategy		
Adams-Friendship Community, Wisconsin		Optimal
		Sq. Ft.
Pharmacy and Specialty Grocery		
1	Year-Round Farmers and Artisans Market	8,000
2	Pharmacy (independent)	2,000
3	European Deli with Meats (replacement)	2,000
4	Hispanic, European Groceries	2,000
5	Vitamins, Nutritional Supplements	<u>500</u>
	Subtotal Square Feet (Sq. Ft.)	14,500
Restaurants and Eateries		
1	Family Affair Restaurant (reopen)	1,500
2	Taco John's Mexican Rest. & Take-Out	1,000
3	Full-Service Catering & Party Room	2,000
4	Ice Cream Parlor (reopen)	500
5	Chocolates, Nuts, Popcorn, Penny Candy	<u>500</u>
	Subtotal Square Feet (Sq. Ft.)	5,500
Hardline Categories		
1	Office Supplies, Printing, Copying, Mailing	2,000
2	Radio Shack dealer, Electronics Store	2,000
3	Wallpaper, Paint, Drapes, Blinds	1,000
4	Computer Repair Service, Custom Orders	<u>1,000</u>
	Subtotal Square Feet (Sq. Ft.)	6,000
Furniture, Home Furnishings		
1	Furniture Consignment, Restoration	3,000
2	Handcrafted wood furnishings and games	2,000
3	Cabin-style decorative furnishings	2,000
4	Decorative garden (focused on cabins, campers)	<u>1,000</u>
	Subtotal Square Feet (Sq. Ft.)	8,000
Sporting Goods and Music		
1	Snowmobile, ATV Motorsports (excl. Marine)	3,000
2	Sporting Goods - Bike, Ski, Golf equipment, repairs	2,000
3	Scooters, Motorized Bikes Dealer	2,000
4	Sporting goods – fishing, hunting, camping	1,000
5	Gun Park, Archery Target Range	--
6	Resale Music, Instruments, etc.	<u>1,000</u>
	Subtotal Square Feet (Sq. Ft.)	9,000

Source: Strategy prepared by LandUse | USA in collaboration with Beckett & Raeder; September 2012.

Optimal Retail Strategy		
Adams-Friendship Community, Wisconsin		Optimal
		Sq. Ft.
Apparel and Accessories		
1	Rugged Hunting, Camping, Work Clothes, Boots	3,000
2	Infant, Children's Boutique	500
3	Vintage Dress Boutique	500
4	Casual accessories – caps, sandals, fleece, sunglasses	<u>500</u>
	Subtotal Square Feet (Sq. Ft.)	4,500
General Merchandise, Miscellaneous		
1	Antiques, quality with gifts, not thrift (2 stores)	4,000
2	Canopy: tents, umbrellas, kites, flags, canopies, bags	1,000
3	Pottery art gallery	1,000
4	Scrapbooking Supplies, Art Paper	1,000
5	Oil, water paintings, prints	1,000
6	Coins, Cards, Comics	1,000
7	Quilting, Yarn, Specialty Fabrics	1,000
8	Jewelry boutique, beads	<u>500</u>
	Subtotal Square Feet (Sq. Ft.)	10,500
	Automotive Dealership	13,000
Total Listed Businesses (2 pages)		71,000

Source: Strategy prepared by LandUse|USA in collaboration with
Beckett & Raeder; September 2012.

- continued -

Optimal Strategy - Entertainment Venues, Other Categories
Adams-Friendship Community, Wisconsin

Optimal
Sq. Ft.

Entertainment Venues

1	Community Theater (reopen theater)	10,000
9	Community Swimming Pool (replacement)	10,000
2	Dance Studio	3,000
3	Gaming Video Rental, Arcade	2,000
4	Museum - theater and cinema history	1,000
5	Pottery Studio	500
6	Quilting Studio	500
7	Scrapbooking Studio	250
8	Beading Studio	<u>250</u>
	Subtotal Square Feet (Sq. Ft.)	27,500

Service-Oriented Businesses

1	Day Care Center (reopen)	2,000
2	Photographer	1,000
3	Veterinarian, Pet Boarding	500
4	Security Alarms	500
5	Graphic Design, Signs	500
6	Water Testing Service	500
7	Plumber, Heating Repair	<u>500</u>
	Subtotal Square Feet (Sq. Ft.)	5,500

Source: Strategy prepared by LandUse|USA in collaboration with
Beckett & Raeder; September 2012.

Available Space:



Concept: Small Retail Village, Retail Incubator



Casual picnic tables in a common area



Possible Cameo Project and Economic Catalyst
Adams-Friendship Communities, Wisconsin

Exhibit A.6

Exiting Uses:



Possible Concepts:



Links to the Traditional Downtown:



Source: Photos by LandUse | USA; September 2012.

Recommendations for a Year-Round Farmers and Artisans Market
The City of Adams, Wisconsin

Count		Count	Artisans
1	Fresh vegetables (seasonal)	1	Pottery and ceramics
2	Fresh vegetables (seasonal)	2	Candles and soaps
3	Fresh fruits (seasonal)	3	hand-crafted jewelry
4	Fresh fruits (seasonal)	4	Hand-crafted jewelry
5	Canned fruits and jams	5	Woolen and woven crafts
6	Canned fruits and jams	6	Hand-sewn quilts (not afghans)
7	Pickled Goods	7	Oil, water paintings, photography
8	Breads and Cheeses	8	Wood carvings, lawn art
9	Meats and Jerky	9	Hand-crafted chocolates, sweets
10	Flowers and Ornamentals	10	Birdhouses, bird feeders
		11	Banners, flags, lawn art
1	Firework sales		
2	Food truck - nuts, candy, popcorn		
3	Food Truck - pulled pork, tacos		

Artisans are encouraged to focus on high-quality products that would appeal to tourists and visitors staying in Wisconsin Dells. Crochet and knit products, and country crafts are not likely to be top sellers. Thrift, vintage, and/or rummage items should not be allowed. The first few years might draw fewer than 10 vendors, but the list could grow to include as many as 20 vendors, plus food trucks. Hours should be on the weekend from 8:00 a.m. to 1:00 p.m. Many of the first vendors will also have booths at the Rome Farmers market on Fridays. A survey of vendors is highly recommended before choosing a location, and it will have a significant impact on the level of participation.

Aggressive advertising is recommended throughout Wisconsin Dells, and the region, including a high-quality brochure that is made available in all hotel lobbies and visitor centers throughout the region.

Alternative Locations for a Farmer and Artisan Market
City of Adams, Wisconsin

1. South Main and Goggin Street

- + Intimate space embraced by buildings
- + Encourages downtown cross-shopping
- + Falls under Village jurisdiction; affordable
- + Activity would help slow traffic on Main St.
- + Space size would not dwarf the vendors
- Eliminates traffic access on market days
- Perceptions of available parking might be low
- Lack of covered space in inclement weather
- Maneuverability for vendor trucks would be tight
- Vendor tents are difficult to pitch on asphalt

1. South Main and Goggin St.



2. City of Adams Flea Market

- + Green turf conveys farm environment
- + Falls under Village jurisdiction; affordable
- + Ample room for large sign with map of downtown
- + Has an established identity as a market venue
- + Ample room for petting zoo, ferris wheel, go karts
- + Alternate for equestrian, tractor, vintage car shows¹
- + Ample room for both vendor and patron parking
- + Vendor garages help protect produce, trucks
- + Pavilion offers covered space for inclement weather
- + Small vendor tents are easy to pitch on turf
- Fragmented from the downtown district, shops
- Wouldn't slow down traffic flow through downtown

2. City of Adams Flea Market



¹Equestrian and other exhibit facilities are also available on the north side of Friendship, at the Adams Co. Fairgrounds. However, the alternate locations shown here are far more visible and marketable; and more likely to compell impulse shopping from tourists staying in Wisconsin Dells.

Source: Preliminary strategy recommendations prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Alternative Locations for a Farmer's Market
City of Adams, Wisconsin

3. Former Steelco Supply Buildings

- + Alternate for equestrian, tractor, vintage car shows¹
- + Garages could serve as vendor and farmer's booths
- There are better locations for year-round artisans
- Would require a negotiated real estate deal

3. Former Steelco Supply Buildings



4. Former Woodcraft Home Manufacturing

- + Alternate for equestrian, tractor, vintage car shows¹
- Would require a negotiated real estate deal
- There are better locations for year-round artisans
- Space might dwarf the number of vendor booths

4. Former Woodcraft Home Manufacturing



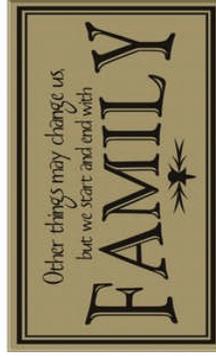
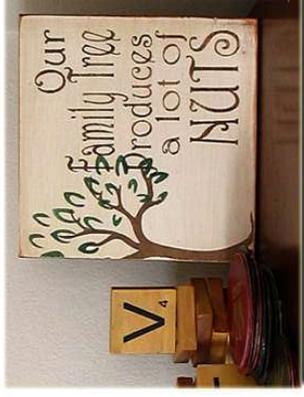
¹Equestrian and other exhibit facilities are available on the north side of Friendship, at the Adams Co. Fairgrounds. However, the alternate locations shown here are far more visible and marketable; and more likely to compell impulse shopping from tourists staying in Wisconsin Dells.



Source: Preliminary strategy recommendations prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Village of Adams' Family Values
 Identity and Marketing for Small Stores and Downtown Shops

Business Type	Quote or Phrase
Kitchen Supplies	Cook. Families are forever.
Nuts, Snacks	Our Family tree produced a lot of nuts.
Gift Shop	Celebrate Family , Friendships , and life.
Restaurant	All Friends are treated like Family .
Gift Shop	As far as anyone knows we are a nice normal Family .
Memorabilia	Other things may change us, but we start and end with Family .
Photographer	The love in our Family ... Leaving us memories...
Photographer	Family . Our refuge from the storm...



Notation: The emphasis should be on fun and creative phrases, quotes, and phrases, while avoiding signs that just say "Family." Also, signs that convey a right-wing, ultra-conservative, or other political stance should be avoided. The message is subliminal and any direct connection to the "Adams Family Values" is not necessary.

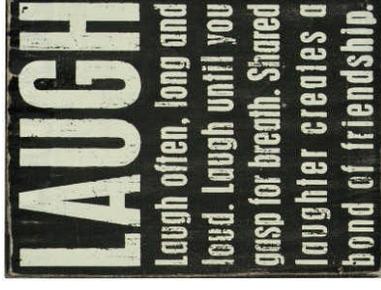
Source: Prepared by LandUse | USA in collaboration with Beckett & Raeder, September 2012.

Village of Friendship, Wisconsin
Identity and Marketing for Small Stores and Downtown Shops

Business Type	Quote or Phrase
Coffee Shop	Good coffee is like Friendship - Rich, Warm, and Strong.
Garden Shop	Start a smile, exchange a kindness, watch a Friendship grow.
Beading Store	Friendship is not a big thing, it's a million little things.
Florist	Friendship is a flower that never fades away.
Restaurant	The chill of winter is warmed by Friendship .
Craft Store	Friendship Quilts
Antique Store	This shop is blessed by Friendship and antiques.
Music Store	Love is Friendship set to Music
Sporting Goods	Friends who play together stay together.
Banners, Flags	Friendships are like stars. You don't always see them, but you know that they are there.
Gift Shop	Friendship is a gift tied with heart strings.
Water Sports	The best ship is Friendship .
CPA, Accounting	All lasting business is built on Friendship .
Comic Books	Shared laughter creates a bond of Friendship .
Restaurant	Friendship makes life happier.
Gift Shop	Friendship is... sharing and caring.
Pet Store	Came but for Friendship and took away love.

Notation: The emphasis should be on fun and creative phrases, quotes, and phrases, while avoiding signs that just say "Friendship." The goal is to instill a feeling of good-will for shoppers, reinforced by a favorable experience that are then rewarded by impulse spending and return visits.

Source: Prepared by LandUse|USA in collaboration with Beckett & Raeder, September 2012.



Branding and Image - Existing Vintage Signage
Prepared for the City of Adams, Wisconsin

Exhibit A.12



Existing Signs recommended for restoration and retention; and to serve as examples for new signs.



Existing Signs that invoke "Made in the USA" pride. These set a good standard for clarity and branding.



Recommendation:
 A more contiguous and fun shopping environment could be conveyed with consistent signage for new businesses. New signs should be easy to read while leveraging nostalgia established by the historic hotels and theater.

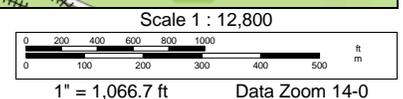


Newer signs that convey some vintage character, although there is a need for consistency.





Underlying mapping provided by DeLorme; exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; October 2012.





*The Village of Adams, Wisconsin
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B. Entrepreneurs

*Prepared by:
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Selected Small Businesses and Entrepreneurs
South Central Wisconsin - 2012

Exhibit B.1

Business Name	General Category	Street Address	Community	Zip	Phone Number
Bakery, Sweets, Catering					
Jessica's Sweet Treats	Party Catering	302 Superior St.	Friendship	53934	(608) 403-1296
Jensens Cake Tops	Bakery Catering	969 Paradise Trail	Wisconsin Rapids	54494	(715) 325-6150
Wonewoc Bakery	Baked Goods	220 Center St.	Wonewoc	53968	(608) 464-3360
Northwoods Catering & Event	Catering, Weddings	n/a	Nekoosa	54457	(715) 459-2978
Cottage Chocolates	Bakery, Sweets	495 Hill St.	Green Lake	54941	(920) 294-3410
Other Consumables					
Zinke's Village Market	Grocery	216 Washington Ave.	Wisconsin Dells	53965	(608) 254-8313
El Popo Teinda Mexicana	Grocery, Take-Out	340 East Main St.	Wautoma	54982	(920) 787-3300
Stone Ridge Meats & Country	Meats, Cheeses	983 Plaza Road	Wautoma	54982	(920) 787-5444
Nutri-Pak	Vitamins, Supplements	440 S. Townline Rd.	Wautoma	54982	(815) 648-4221
CJ's Old Tyme Marketplace	Vitamins, Supplements	531 Wisconsin 73	Nekoosa	54457	(715) 570-0973
Fox Pharmacy	Pharmacy	130 Main St.	Elroy	53929	(608) 462-8261
Raabe's Pharmacy	Pharmacy	112 South Adams St.	New Lisbon	53950	(608) 562-3302
Greenhouses, Garden Centers					
Twin Creeks Nursery, Greenhouse	Plants, Produce	1884 County Rd. N	Friendship	53934	(608) 339-9427
Ken's Garden Center	Plants, Produce	1129 County Rd. Z	Arkdale	54613	(608) 564-7200
Spees Floral & Greenhouses	Plants, Produce	Ember Drive	Westfield	53964	(608) 296-2695

Source: Field and internet research completed by LandUse|USA in collaboration with Beckett & Raeder; August 2012.

Notation: Depending on their locations, some businesses may be candidates for relocation from home-based addresses into traditional retail space. Others may be candidates for opening a second location in Adams-Friendship. Established stores could provide good advice and strategies for opening and operating a similar type of business in the region.

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Selected Small Businesses and Entrepreneurs
Wisconsin Dells North to Wisconsin Rapids

Exhibit B.2

Business Name	General Category	Street Address	Community	Zip	Phone Number
Furniture, Home Furnishings					
Clements Furniture	Furniture	249 East State St.	Mauston	53948	(608) 847-6184
Port Wood Works	Furniture	311 Morrill Avenue	Port Edwards	54469	(715) 887-4391
Kay's Kustom Kurtains	Home Furnishings	6259 Heller Street	Vesper	54489	(715) 569-4678
JSR Industries	Lighting Store	1138 Czech Pass	Friendship	53934	(608) 339-9795
Don's Upholsteryland	Furniture - repair	214 S. Main St.	Westfield	53964	(608) 835-3505
Other Hardlines					
Esser Appliance	Appliances	1102 County Rd. East	Adams	53910	(608) 339-6191
Gluchman HVAC-R, Fireplaces	Home Improvement	20th Avenue	Arkdale	54613	(608) 474-2597
Country Shed	Mattresses	1438 County Rd. F	Friendship	53934	(608) 339-6623
Fireplaces Efficient	Home Improvement	277 Geneva Trails	Nekoosa	54457	(715) 325-3333
Green & Gold Electronics	Electronics	W 7810 State Rd. 21	Wautoma	54982	(920) 787-5885
Central Security Alarms	Electronics	W 7841 State Rd. 21	Wautoma	54982	(800) 972-3399
Krueger HVAC, Flooring	Home Improvement	3127 County Road Z	Wisconsin Dells	53965	(608) 254-2377
Marcell's Specialties, Fireplaces	Home Improvement	8031 Pine Haven Court	Wisconsin Rapids	54494	(715) 325-6668
Rogers Paint Company	Home Improvement	1338 Dyke Avenue	Adams	53910	(608) 339-4896
Dellwood Plumbing, Heating	Home Improvement	1952 Czech Avenue	Arkdale	54613	(608) 339-3734

Source: Field and internet research completed by LandUse|USA in collaboration with Beckett & Raeder; August 2012.

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Selected Small Businesses and Entrepreneurs
Wisconsin Dells North to Wisconsin Rapids

Business Name	General Category	Street Address	Community	Zip	Phone Number
Apparel, Image					
Christa's Avon Service	Beauty Supplies	625 County Hwy. E	Grand Marsh	53936	(608) 415-1357
Stoney River Soap Company	Beauty Supplies	2nd Avenue	Oxford	53952	(608) 697-8480
Fantasy Costumes	Costume Rental	804 Ranger Road	Wisconsin Rapids	54494	(715) 325-3866
Nikki's Alterations	Clothing Alterations	345 Crestview Lane	Nekoosa	54457	(715) 459-1833
Mark's Jewelry	Jewelry Store	237 Main St.	Elroy	53929	(608) 462-5545
Muddy Bear	Jewelry Designer	403 N. Main St.	Westfield	53964	(608) 296-4499
Jackies Bridal & Gifts	Apparel - bridal	201 S. Front St.	Coloma	54930	(715) 228-3340
Jewelry by Mary at Ukarydee	Jewelry	2047 Cumberland Ave.	Arkdale	54613	(608) 564-2233
Marketing					
Action Shirts & Printing	Piece Work	1135 County Rd. D	Nekoosa	54457	(715) 325-3911
Sign Creations & Graphics Design	Signs, Graphics	118 West Park S.	Wautoma	54982	(920) 787-2001
Specialty Paper	Commercial Printing	313 Market St.	Nekoosa	54457	(715) 886-3179
Erin's Photo Creations	Photography	315 1st St.	Nekoosa	54457	(715) 886-3636
Oakridge Photography	Photography	592 Bighorn Avenue	Hancock	54943	(715) 249-5998
Tatumrae Photography	Photography	3219 County Hwy. B	Grand Marsh	53936	(608) 617-7112
G & L Photography	Photography	216 E. North St.	Plainfield	54966	(715) 335-4870

Source: Field and internet research completed by LandUse|USA in collaboration with Beckett & Raeder; August 2012.

Notation: Depending on their locations, some businesses may be candidates for relocation from home-based addresses into traditional retail space. Others may be candidates for opening a second location in Adams-Friendship. Established stores could provide good advice and strategies for opening and operating a similar type of business in the region.

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Selected Small Businesses and Entrepreneurs
Wisconsin Dells North to Wisconsin Rapids

Exhibit B.4

Business Name Hobby, Craft, Gift	General Category	Street Address	Community	Zip	Phone Number
Fahrow's Framing & Gallery	Framing Store	N1685 6th Ave.	Coloma	54930	(715) 228-2191
Linda's Creations	Gift Shop	1879 County Rd. J / E. Lake	Friendship	53934	
Red Geranium Framing	Framing Store	102 West State St.	Mauston	53948	(608) 847-2632
Jeweler's Bench	Custom Jewelry	8840 County Road Z	Nekoosa	54457	(715) 325-7947
Owls Nest Ceramics	Gift Shop	10017 Beppler Road	Nekoosa	54457	(715) 886-3689
Knitwise Yarns & Fiber Arts	Gift Shop	421 County Road G	Nekoosa	54457	(715) 886-1030
Deb Quilting	Craft Supplies	3048 Village Park Drive	Plover	54467	(715) 544-4787
Parchment and Palette	Design Services	n/a	Wautoma	54982	(920) 787-0647
Evergreen Gallery, Frame Shop	Framing Store	224 S. Cambridge St.	Wautoma	54982	(920) 787-4894
Amish House	Gift Shop	221 W. Main St.	Wautoma	54982	(920) 787-3491
Katie-Did Crafts	Gift Shop	1011 Seneca Road	Wisconsin Rapids	54497	(715) 887-2520
Something-4-U	Gift Shop	3976 George Road	Wisconsin Rapids	54495	(715) 423-8024
Dawnart Visual Image	Gifts, Art Gallery	4441 Heritage Lane	Wisconsin Rapids	54495	(715) 423-4446
Endless Love Doll Shop	Gifts, Collectibles	N2439 State Rd. 188	Lodi		(608) 592-7907
Dodge Station Pottery	Pottery	218 Lawrence St.	Westfield	53964	(608) 296-2457
Ben Franklin	Variety, Craft Supplies	821 Water Avenue	Hillsboro	54634	(608) 489-3233
Ben Franklin	Variety, Craft Supplies	328 Watson St.	Ripon	54971	(920) 748-3223
Creative Memories Consultant	Scrapbooking	W7952 County Rd. E	Oxford	53952	(608) 296-3425
Scrapbooking & Beyond	Scrapbooking	105 E. Main St.	Coloma	54930	(715) 228-3545

Source: Field and internet research completed by LandUse|USA in collaboration with Beckett & Raeder; August 2012.

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Selected Small Businesses and Entrepreneurs
Wisconsin Dells North to Wisconsin Rapids

Exhibit B.5

Business Name	General Category	Street Address	Community	Zip	Phone Number
Music, Recording, Photography					
608 Recording Studio	Music Recording	1044 County Rd. Z	Arkdale	54613	(608) 474-0773
Mobile Music Productions	Music Recording	258 Winchester Rd.	Nekoosa	54457	(715) 570-8054
Runnels Music Studio	Music Recording	460 S. Oxford St.	Wautoma	54982	(920) 787-3033
Kaydee Music Center	Music Store	209 W. Main St.	Wautoma	54982	(920) 787-5115
Twuck's Backyard DJ & Karaoke	Entertainment	8311 26th St. South	Wisconsin Rapids	54494	(715) 421-9595
Theater Entertainment					
McComb/Burchs Performing Ctr.	Theater	514 S. Cambridge St.	Wautoma	54982	(920) 787-2189
Beyond Ballet Comm. Arts Program	Theater	305 W. Main St.	Wautoma	54982	(920) 787-9150
Montello Theater	Theater	30 E. Montello St.	Montello	53949	(608) 297-7300
Elroy Theater	Theater	1023 Academy St.	Elroy	53929	(608) 462-4990
Roberts Dance - Arts Studio	Fitness, Dance	County Rd. J / E. Lake St.	Friendship	53934	(715) 213-9386

Source: Field and internet research completed by LandUse|USA in collaboration with Beckett & Raeder; August 2012.

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Selected Small Businesses and Entrepreneurs
Wisconsin Dells North to Wisconsin Rapids

Exhibit B.6

Business Name	General Category	Street Address	Community	Zip	Phone Number
Other Lifestyle Categories					
Bikers Haven	Motorcycle Gear	243 Main St.	Elroy	53929	n/a
Gary's Golf Club Repair	Sporting Goods	435 13th Drive	Nekoosa	54457	(715) 325-6310
Main Street Game Challenge	Video Games	205 W. Main St.	Wautoma	54982	(920) 787-4800
Jacoby Custom Cues (billiard)	Sporting Goods	309 Market St.	Nekoosa	54457	(715) 886-2900
Hyland's Big Boom Fireworks	Fireworks	451 Duffers Trail	Nekoosa	54457	(715) 325-5020
Victory Fireworks	Fireworks	1001 Commerce Dr.	New Lisbon	53950	(608) 562-6782
Club Team	Health Club Studio	480 S. Townline Rd.	Wautoma	54982	(920) 787-5207
Berlin Fitness	Fitness Center	756 Broadway St.	Berlin	54923	(920) 361-0773
Anytime Fitness	Fitness Center	1069 W. Fond Du Lac St.	Ripon	54971	(920) 748-7800
Wisconsin Cartridges	Sporting Goods	1619 County Rd. N	Friendship	53934	(608) 564-2477
Clarks Gunsmith & LAC Customs	Sporting Goods	934 South Adams St.	New Lisbon	53950	(608) 562-5574
Lewis Hunting Accessories Mnf.	Sporting Goods	933 County Highway AA	Nekoosa	54457	(715) 886-5720
Shooter's Choice Archery Supply	Sporting Goods	W 7720 State Rd. 21	Wautoma	54982	(920) 787-5659
Mikes Archery Shop	Sporting Goods	330 E. Westfield Rd.	Coloma	54930	(715) 228-5391
Smart Monkey Toys	Toys	4330 8th Street S. #130	Wisconsin Rapids	54494	(715) 424-0030
Train Shop	Hobby Shop	134 Main St.	Elroy	53929	(608) 462-8720
Phil's Hobbie & Craft	Hobby Shop	409 W. Main St.	Wautoma	54982	(920) 787-7232
D J's Pet Connection	Pet Store	109 N. Plaza Rd.	Wautoma	54982	(920) 787-7300
Pet Store	Pet Store	309 Railroad St.	Wonewoc	53968	(608) 464-7774
Honyak Polaris Snowmobiles	Motorsports	1170 18th Dr.	Arkdale	54613	(608) 564-7855
Oxford Golf Cars	Motorsports	3335 2nd Ave.	Oxford	53952	(608) 586-6061

Source: Field and internet research completed by LandUse|USA in collaboration with Beckett & Raeder; August 2012.

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Website Addresses for Selected Small Businesses
Prepared for the City of Adams, Wisconsin

Count	Business Name	Community Name	Website Address
1	Anytime Fitness	Ripon	anytimefitness.com
2	Beyond Ballet Comm. Arts Program	Wautoma	beyondballet.org
3	Central Security Alarms	Wautoma	csawireless.com
4	Clarks Gunsmith & LAC Customs	New Lisbon	clarksgunsmithing.com
5	Clements Furniture	Mauston	clementsurnitureandappliances.com
6	Dellwood Plumbing, Heating	Arkdale	dellwoodph.com
7	Dodge Station Pottery	Westfield	dodgestationpottery.com
8	El Popo Teinda Mexicana	Wautoma	elpopo.net
9	Hyland's Big Boom Fireworks	Nekoosa	bigboomfireworks.com
10	Jackies Bridal & Gifts	Coloma	jackiesbridal.com
11	Jacoby Custom Cues (billiard)	Nekoosa	jacobycustomcues.com
12	Jensens Cake Tops	Wisconsin Rapids	jensens-caketops.com
13	Katie-Did Crafts	Wisconsin Rapids	katie-did.biz
14	Knitwise Yarns & Fiber Arts	Nekoosa	knitwiseyarns.110.mb.com
15	Marcell's Specialties, Fireplaces	Wisconsin Rapids	marcells.net
16	Mobile Music Productions	Nekoosa	mobilemusicproductions.com
17	Nikki's Alterations	Nekoosa	nikkisalterationscrafts.com
18	Nutri-Pak	Wautoma	nutripakonline.com
19	Oakridge Photography	Hancock	oakridgephoto.net
20	Port Wood Works	Port Edwards	portwoodworks.com
21	Sign Creations & Graphics Design	Wautoma	2001signs.com
22	Smart Monkey Toys	Wisconsin Rapids	smartmonkeytoys.com
23	Something-4-U	Wisconsin Rapids	something-4-u.biz
24	Specialty Paper	Nekoosa	specialtypapers.net
25	Stone Ridge Meats & Country	Wautoma	stoneridgemarket.com
26	Stoney River Soap Company	Oxford	stoney-river.com
27	Tatumrae Photography	Grand Marsh	tatumraephotography.com
28	Train Shop	Elroy	aplustrains.com
29	Victory Fireworks	New Lisbon	myvictoryfireworks.com
30	Wisconsin Cartridges	Friendship	wisconsincartridge.com

Source: Internet research conducted by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Past Store and Business Closings

Adams-Friendship Communities, Wisconsin

Consumables

Red Owl grocery
Zinke's Village Market
Southern Wisconsin foods
Adam's European Deli
Family Affair Restaurant
ice cream parlor
liquor stores (2)
bakery
pharmacy

Hardlines

Don Smith Furniture Liquidation
hardware store

Apparel and Accessories

department store
Private Pleasures
jewelry store

Entertainment

Adams Theater and playhouse
Adams Theater video rental
Adams County Roller Rink
Community Swimming Pool

Miscellaneous

St. Joseph's Church
St. Joseph's Rectory
Tiny Town
Day Care Center

Source: Local residents and stakeholders.

Prepared by LandUse|USA in collaboration with
Beckett & Raeder; September 2012.



*The Village of Adams, Wisconsin
Downtown Enhancement Strategy*

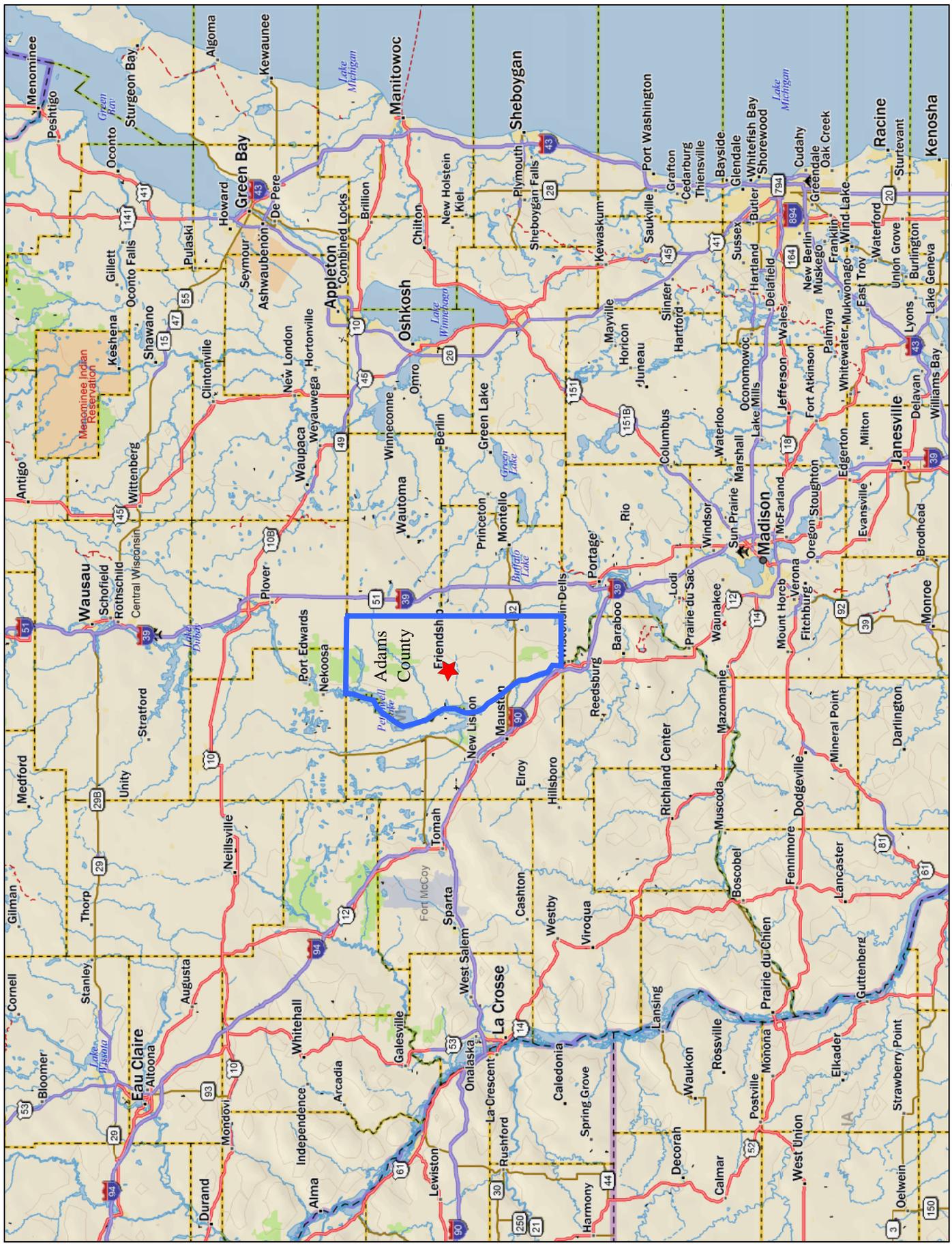
C. Sales Leakage and Gaps

*Prepared by:
LandUse|USA, LLC*



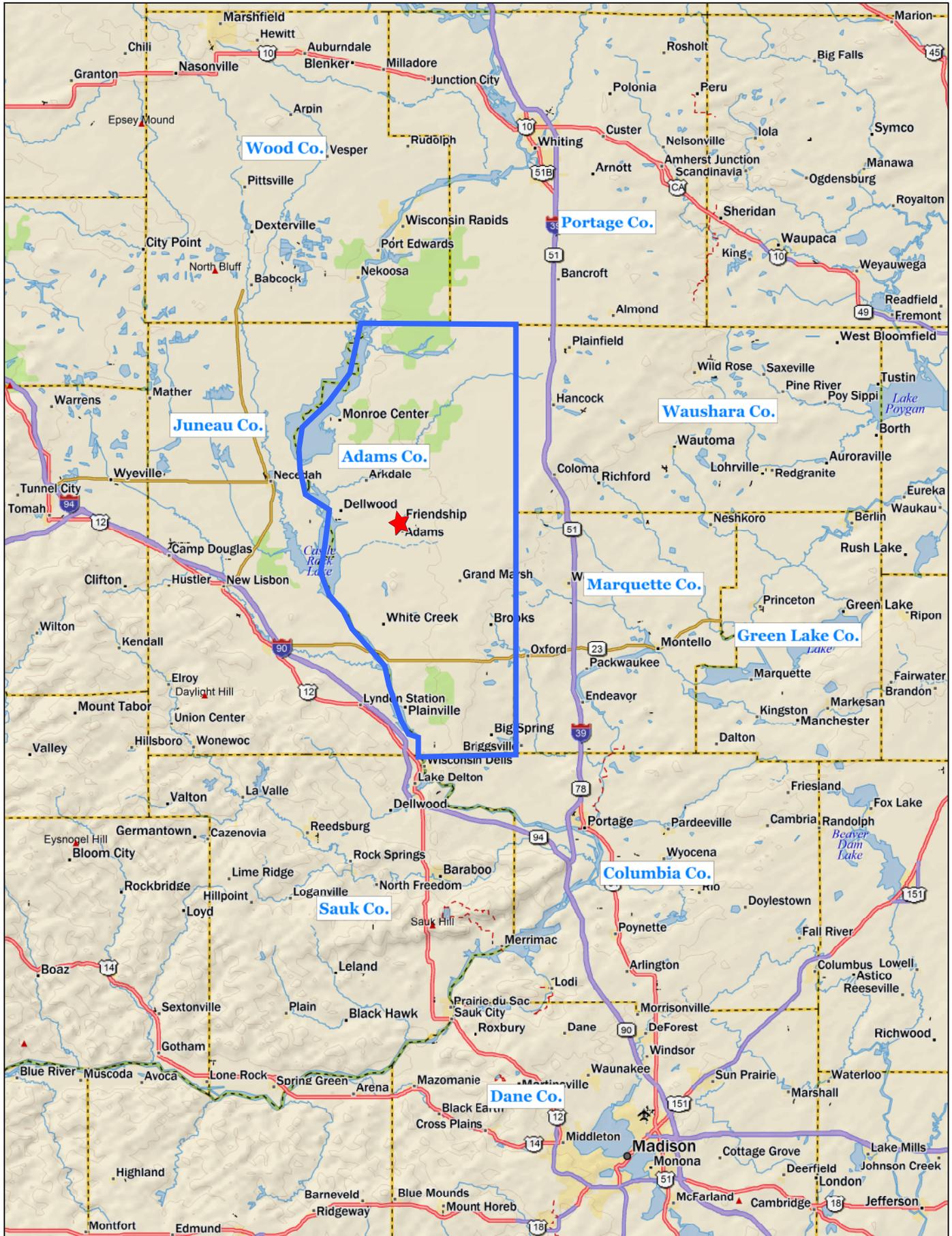
*In collaboration with:
Beckett & Raeder*



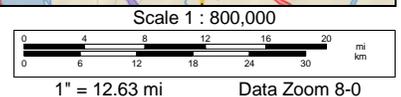


Underlying mapping provided by DeLorme; exhibit prepared by LandUseUSA in collaboration with Beckett & Raeder; October 2012.

Scale 1 : 1,600,000
1" = 25.25 mi
Data Zoom 7-0



Underlying mapping provided by DeLorme; exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; October 2012.

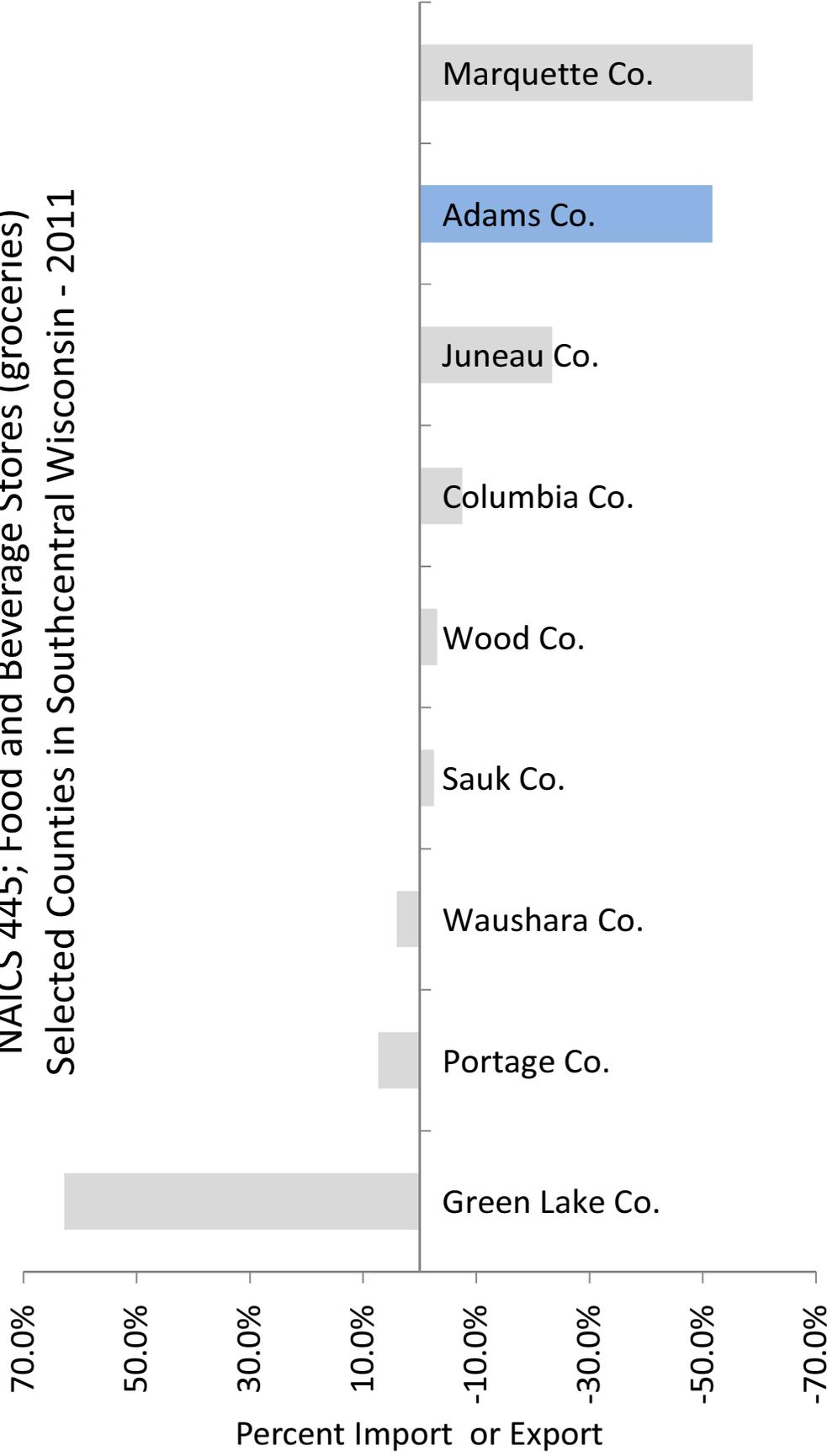


Import-Export Analysis NAICS 44-45; Total Retail Expenditures Selected Counties in Southcentral Wisconsin - 2011



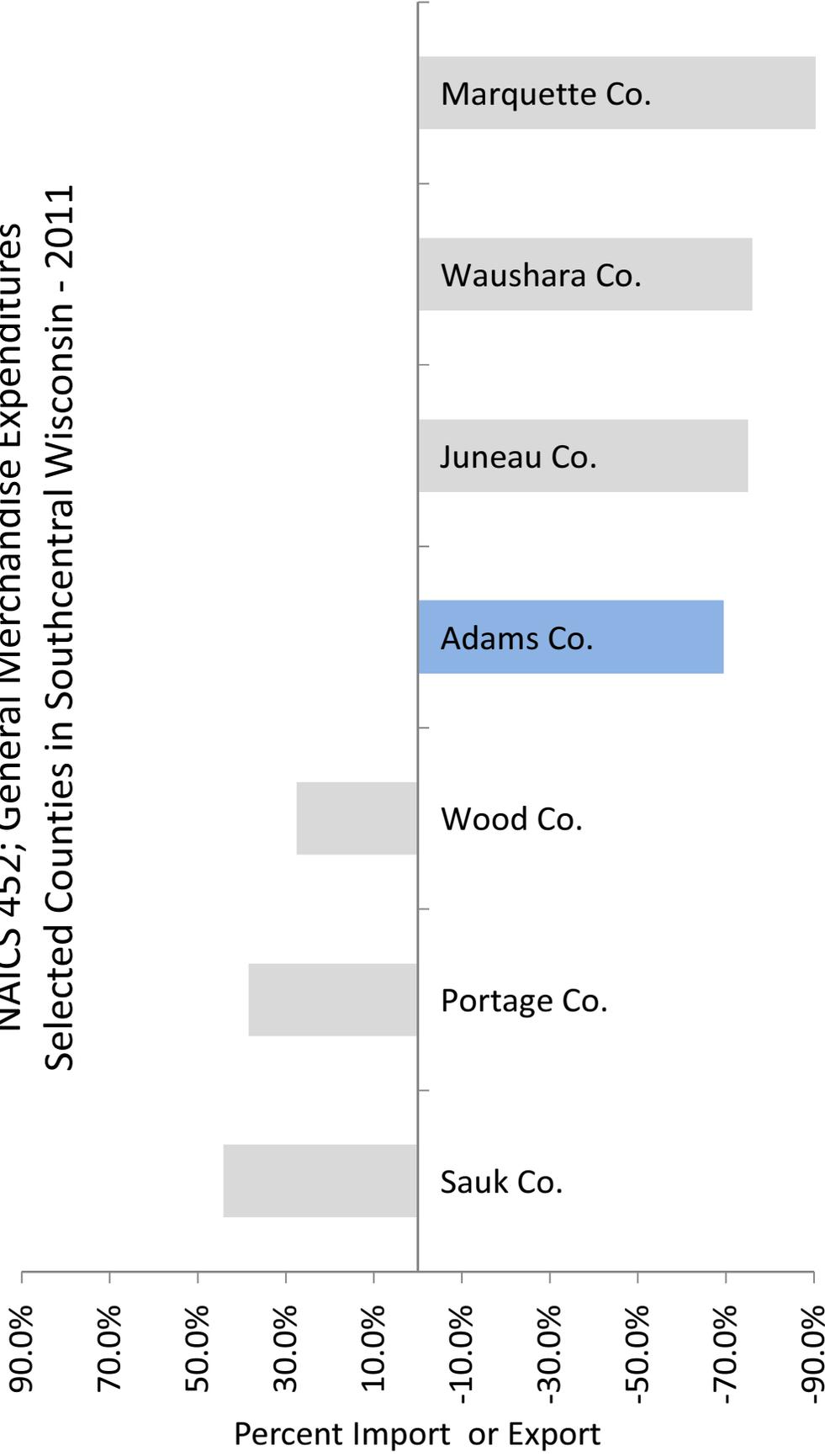
Source: Underlying data provided by the 2007 Economic Census, 2000 and 2010 Population Census; 2011 PopStats; and the Bureau of Economic Analysis. Analyses, computations, interpolations, and forecasts prepared by LandUse|USA in collaboration with Beckett & Raeder; Semptember 2012.

Import-Export Analysis NAICS 445; Food and Beverage Stores (groceries) Selected Counties in Southcentral Wisconsin - 2011



Source: Underlying data provided by the 2007 Economic Census, 2000 and 2010 Population Census; 2011 PopStats; and the Bureau of Economic Analysis. Analyses, computations, interpolations, and forecasts prepared by LandUse|USA in collaboration with Beckett & Raeder; Semptember 2012.

Import-Export Analysis NAICS 452; General Merchandise Expenditures Selected Counties in Southcentral Wisconsin - 2011



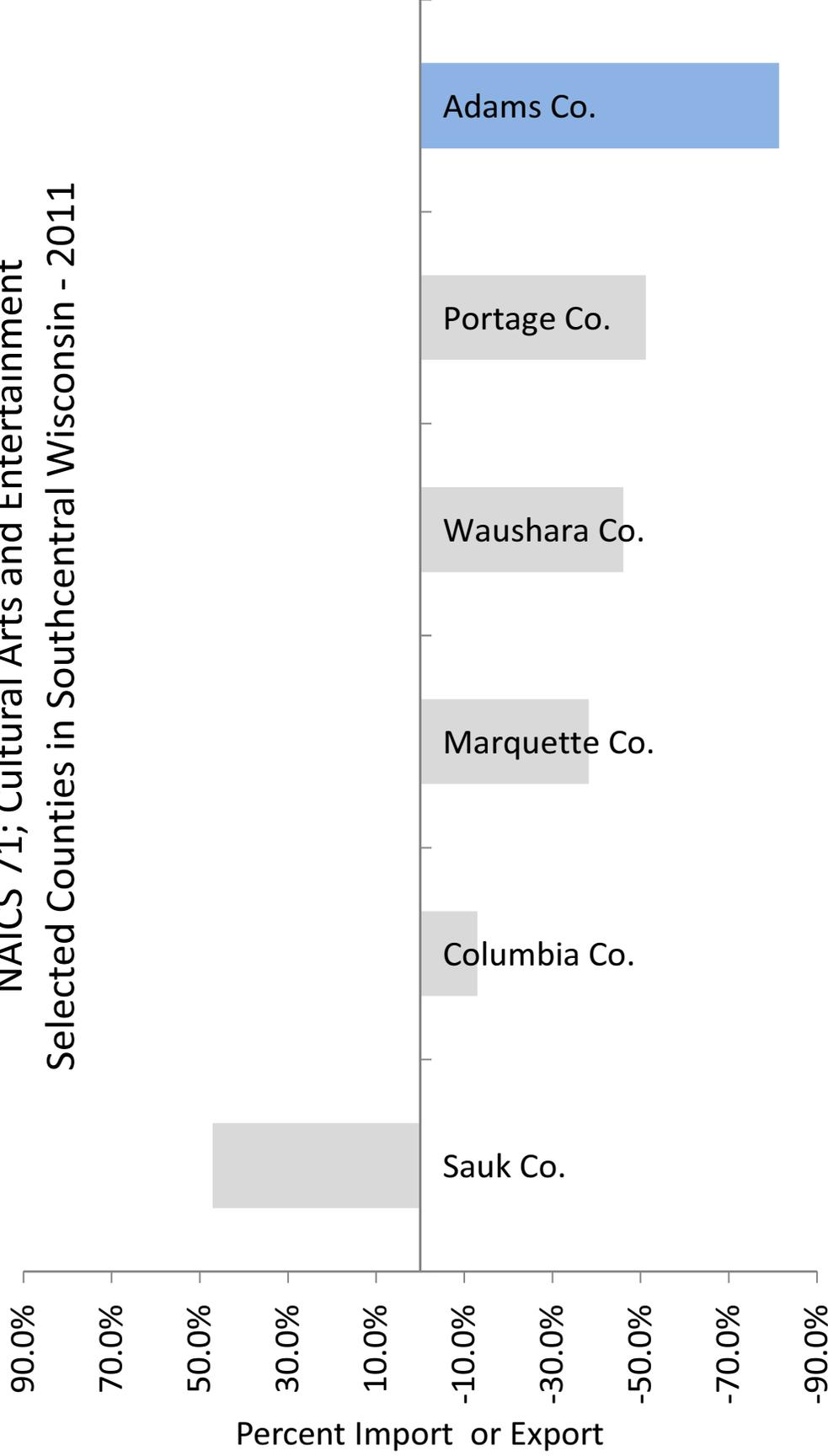
Source: Underlying data provided by the 2007 Economic Census, 2000 and 2010 Population Census; 2011 PopStats; and the Bureau of Economic Analysis. Analyses, computations, interpolations, and forecasts prepared by LandUse|USA in collaboration with Beckett & Raeder; Semptember 2012.

Import-Export Analysis NAICS 446; Health and Personal Care (drug stores) Selected Counties in Southcentral Wisconsin - 2011



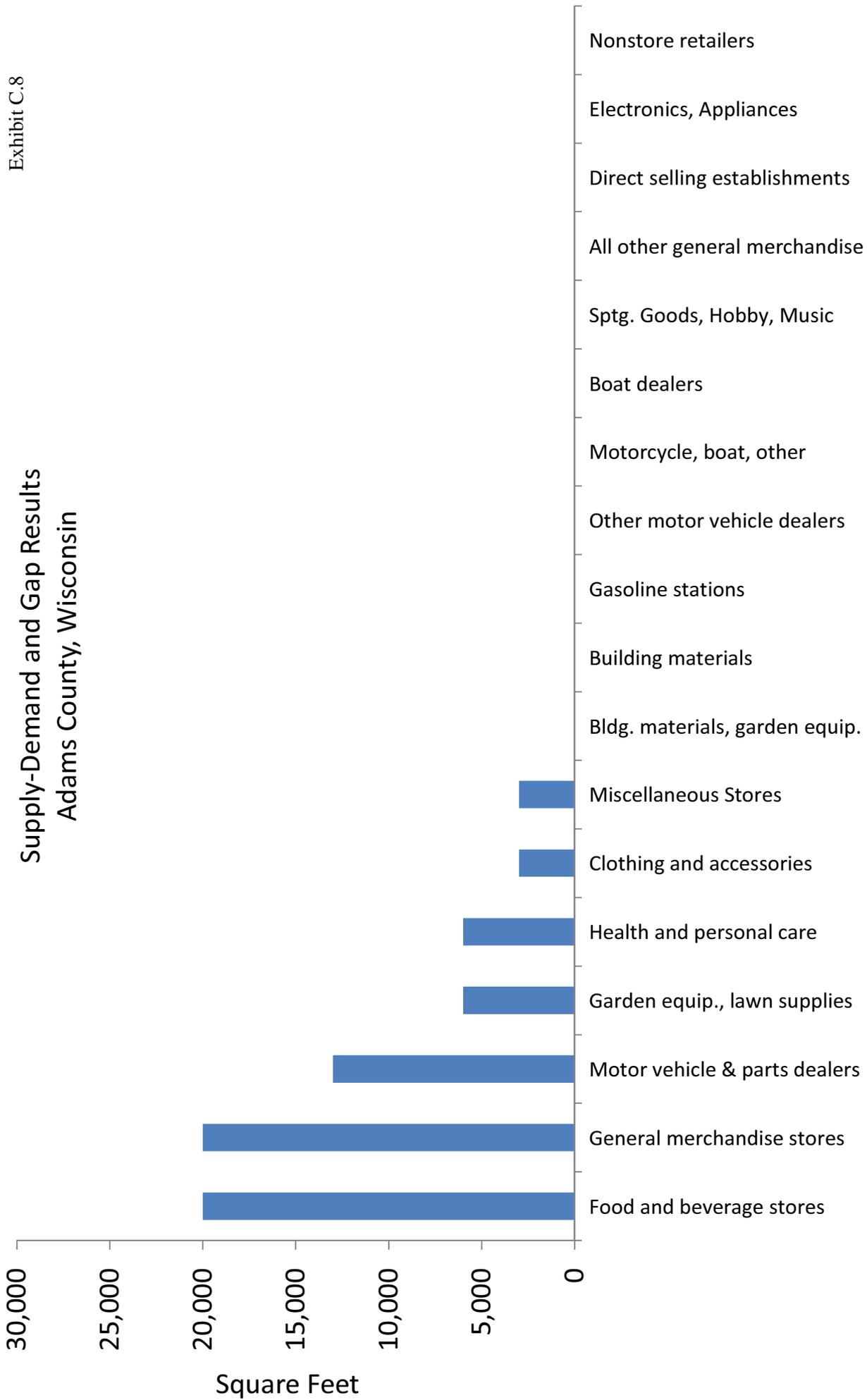
Source: Underlying data provided by the 2007 Economic Census, 2000 and 2010 Population Census; 2011 PopStats; and the Bureau of Economic Analysis. Analyses, computations, interpolations, and forecasts prepared by LandUse|USA in collaboration with Beckett & Raeder; Semptember 2012.

Import-Export Analysis NAICS 71; Cultural Arts and Entertainment Selected Counties in Southcentral Wisconsin - 2011



Source: Underlying data provided by the 2007 Economic Census, 2000 and 2010 Population Census; 2011 PopStats; and the Bureau of Economic Analysis. Analyses, computations, interpolations, and forecasts prepared by LandUse|USA in collaboration with Beckett & Raeder; Semptember 2012.

Supply-Demand and Gap Results Adams County, Wisconsin



Source: Supply-Demand and Gap model conducted by LandUse | USA in collaboration with Beckett & Raeder; September 2012.

Supply-Demand and Gap Results
Adams County, Michigan - 2011

NAICS ¹	Store Type, Description	# of Estab. ²	Transacted Sales (\$000)	Market Share ⁵	Import ³	Export ³	Paid Workers	Workers per Estab. ²	Sales per Estab. ²	Sales per Worker	Upside Sales (\$000)	Upside Estab. ²	Upside Sq. Ft. ⁴
44-45	Retail Trade - per the Census	50	\$133,623.1	33.1%	--	37.4%	440	9	\$2,672,462	\$303,689	\$27,853.1	8	70,000
44-45	Retail Trade - Sum from below	50	\$134,083.3	--	--	--	--	--	--	--	--	--	71,000
443	Electronics, Appliances ⁷	1	\$1,859.8	0.5%	--	64.8%	--	--	\$1,859,787	--	\$1,369.7	0	0
444	Bldg. materials, garden equip.	9	\$27,342.9	6.8%	28.2%	--	90	10	\$3,038,100	\$303,810	--	--	--
4441	Building materials	7	\$23,163.1	5.7%	31.9%	--	--	--	\$3,309,019	--	--	--	--
4442	Garden equip., lawn supplies	2	\$4,807.3	1.2%	19.6%	--	--	--	\$2,403,627	--	\$3,266.6	1	6,000
445	Food and beverage stores	3	\$13,723.1	3.4%	--	51.7%	--	--	\$4,574,369	--	\$10,498.3	2	20,000
446	Health and personal care	1	\$2,966.5	0.7%	--	75.6%	--	--	\$2,966,537	--	\$3,088.8	1	6,000
447	Gasoline stations	10	\$43,083.8	10.7%	26.8%	--	107	1	\$4,308,383	\$402,653	--	--	--
448	Clothing and accessories	2	\$2,130.1	0.5%	--	69.0%	--	--	\$1,065,033	--	\$1,503.1	1	3,000
441	Motor vehicle & parts dealers	12	\$21,691.1	5.4%	--	51.6%	52	1	\$1,807,588	\$417,136	\$6,567.3	1	13,000
4412	Other motor vehicle dealers	4	\$6,771.2	1.7%	33.3%	--	17	1	\$1,692,788	\$398,303	--	--	--
44122	Motorcycle, boat, other	4	\$6,771.2	1.7%	46.1%	--	17	1	\$1,692,788	\$398,303	--	--	--
441222	Boat dealers	3	\$7,736.2	1.9%	52.8%	--	--	--	\$2,578,729	--	--	--	--
451	Sptg. Goods, Hobby, Music	--	--	--	--	--	--	--	--	--	--	--	--
452	General merchandise stores	4	\$9,707.8	2.4%	--	69.4%	47	12	\$2,426,944	\$206,548	\$10,476.7	1	20,000
452990	All other general merchandise	4	\$9,707.8	2.4%	78.5%	--	47	12	\$2,426,944	\$206,548	--	--	--
453	Miscellaneous Stores ⁶	4	\$2,695.6	0.7%	--	66.6%	--	--	\$673,909	--	\$1,745.0	3	3,000
454	Nonstore retailers	4	\$8,882.7	2.2%	--	53.8%	23	1	\$2,220,663	\$386,202	\$3,228.1	1	0
4543	Direct selling establishments	4	\$8,882.7	2.2%	61.2%	--	23	1	\$2,220,663	\$386,202	--	--	--

Footnotes - see page 2.

Page 1.

Supply-Demand and Gap Results
Adams County, Michigan - 2011

NAICS ¹	Store Type, Description	# of Estab. ²	Transacted Sales (\$000)	Market Share ⁵	Import ³	Export ³	Paid Workers	Workers per Estab. ²	Sales per Estab. ²	Sales per Worker	Upside Sales (\$000)	Upside Estab. ²	Upside Sq. Ft. ⁴
71	Arts, entertain, recreate	7	\$1,669.7	0.4%	--	81.3%	15	1	\$238,532	\$111,315	\$3,174.6	3	9,000
721	Accommodation	13	\$26,240.0	6.5%	74.5%	--	592	2	\$2,018,462	\$44,324	--	--	--
7211	Traveler accommodation	10	\$25,271.4	6.3%	75.4%	--	589	2	\$2,527,138	\$42,906	--	--	--
72111	Hotels (exc. casino), motels	9	\$9,195.9	2.3%	51.0%	--	--	--	\$1,021,767	--	--	--	--
7212	RV parks, recreational camps	3	\$968.6	0.2%	54.3%	--	3	1	\$322,875	\$322,875	--	--	--
722	Food services, drinking places	47	\$16,762.9	4.2%	--	18.8%	336	1	\$356,656	\$49,889	\$1,403.2	3	4,000

Footnotes

¹ NAICS indicates the North American Industrial Classification System as established by the U.S. Economic Census.

Larger numbers are subcategories of smaller numbers, and 44-45 represents all retail trade.

² Estab. Indicates the establishments, which may be retail stores, hotels, auto dealerships, restaurants, and virtual businesses.

³ Import is measured as a share of transacted retail sales; and export is measured as a share of resident expenditure potential.

⁴ Sq. Ft. indicates square feet.

⁵ Market share indicates the share of personal income that the average person actually spends each year and in that category.

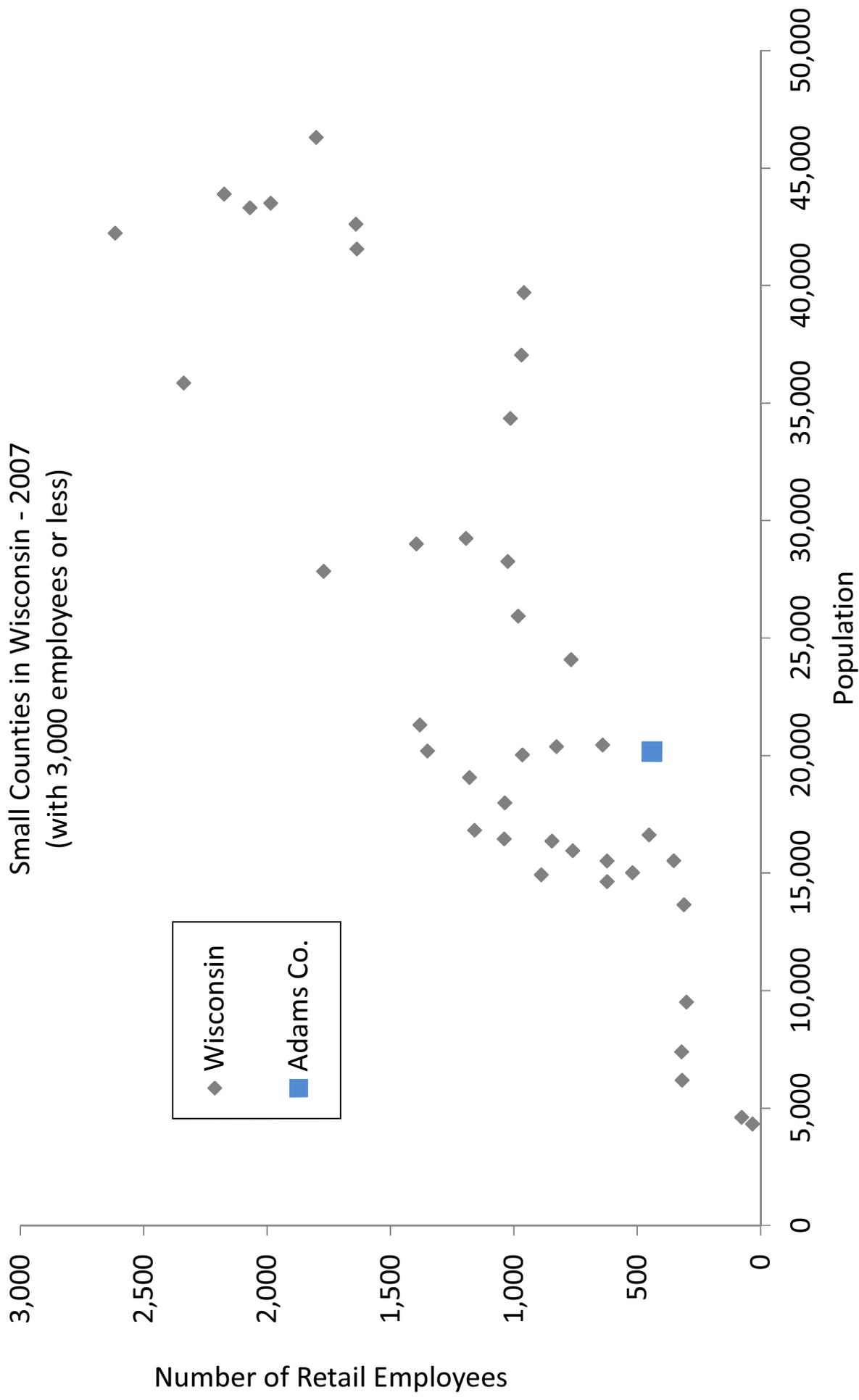
The standard of measure for the import-export analysis is the State of Wisconsin.

⁶ Miscellaneous stores includes office supplies and stationary; gift and novelty; used merchandise; art dealers; and pet supplies.

⁷ The market gap and opportunity for an appliance store was recently filled by Esser Appliances in downtown Adams.

Source: Underlying data has been collected from the 2007 U.S. Economic Census, and 2000 and 2010 Population Census; with 2011 Estimates collected from PopStats and the Bureau of Economic Analysis. Analysis, forecasts, interpolations, and gap computations have been conducted in-house by LandUse|USA and in collaboration with Beckett & Raeder, September 2012.

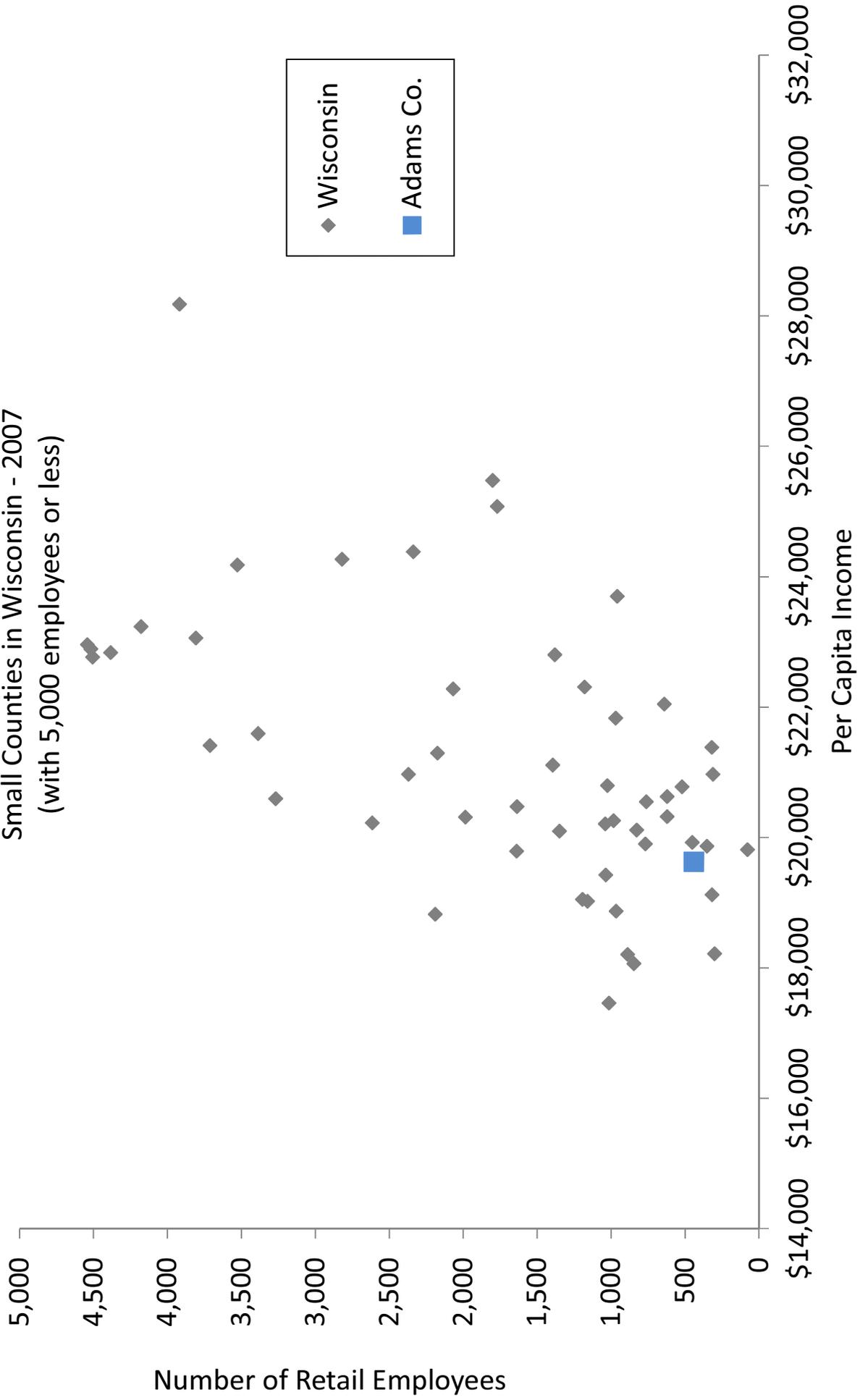
Number of Retail Employees v. Population Small Counties in Wisconsin - 2007 (with 3,000 employees or less)



Source: Underlying data provided by the 2007 Economic Census; 2000 and 2010 Population Census; and 2011 PopStats. Analysis, interpolations, and exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012. Retail includes automotive dealerships but excludes entertainment venues, hotels/motels, and restaurants.

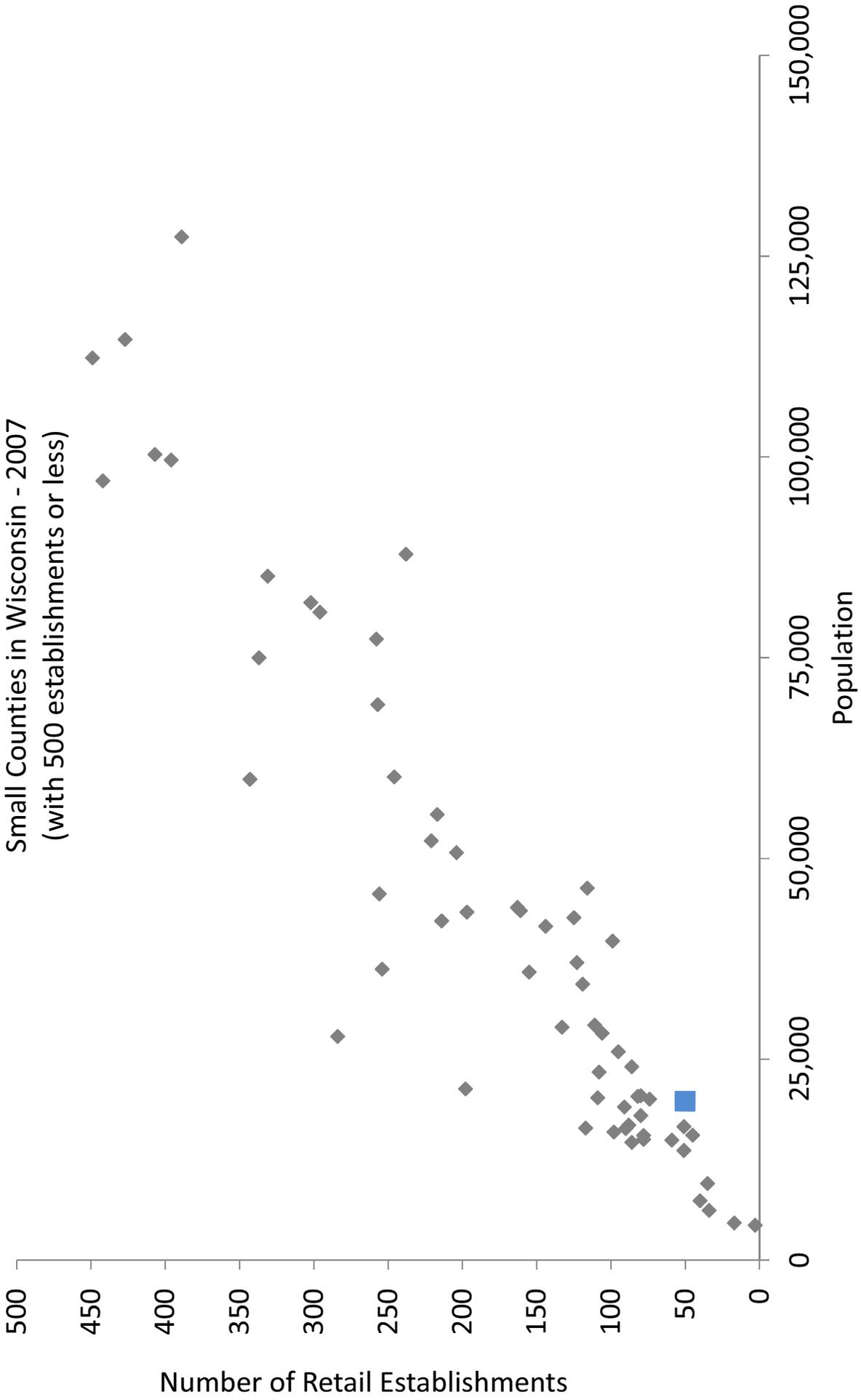
Number of Retail Employees v. Per Capita Income
 Small Counties in Wisconsin - 2007
 (with 5,000 employees or less)

Exhibit C.12



Source: Underlying data provided by the 2007 Economic Census; 2000 and 2010 Population Census; and 2011 PopStats. Analysis, interpolations, and exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012. Retail includes automotive dealerships but excludes entertainment venues, hotels/motels, and restaurants.

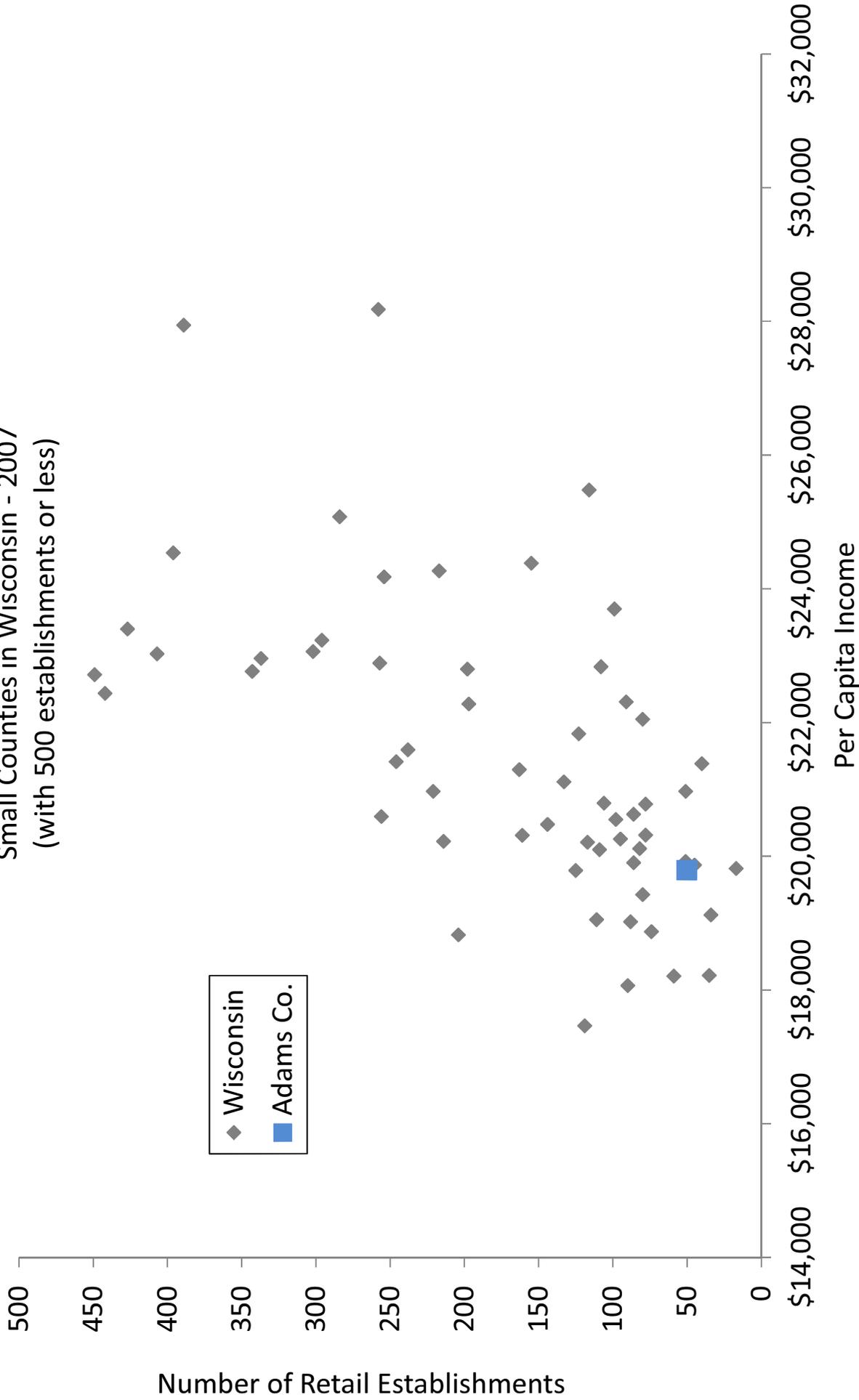
Number of Retail Establishments v. Population Small Counties in Wisconsin - 2007 (with 500 establishments or less)



Source: Underlying data provided by the 2007 Economic Census; 2000 and 2010 Population Census; and 2011 PopStats. Analysis, interpolations, and exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012. Retail includes automotive dealerships but excludes entertainment venues, hotels/motels, and restaurants.

Number of Retail Establishments v. Per Capita Income
 Small Counties in Wisconsin - 2007
 (with 500 establishments or less)

Exhibit C.14



Source: Underlying data provided by the 2007 Economic Census; 2000 and 2010 Population Census; and 2011 PopStats. Analysis, interpolations, and exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012. Retail includes automotive dealerships but excludes entertainment venues, hotels/motels, and restaurants.



*The Village of Adams, Wisconsin
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D. Demographics and Demand

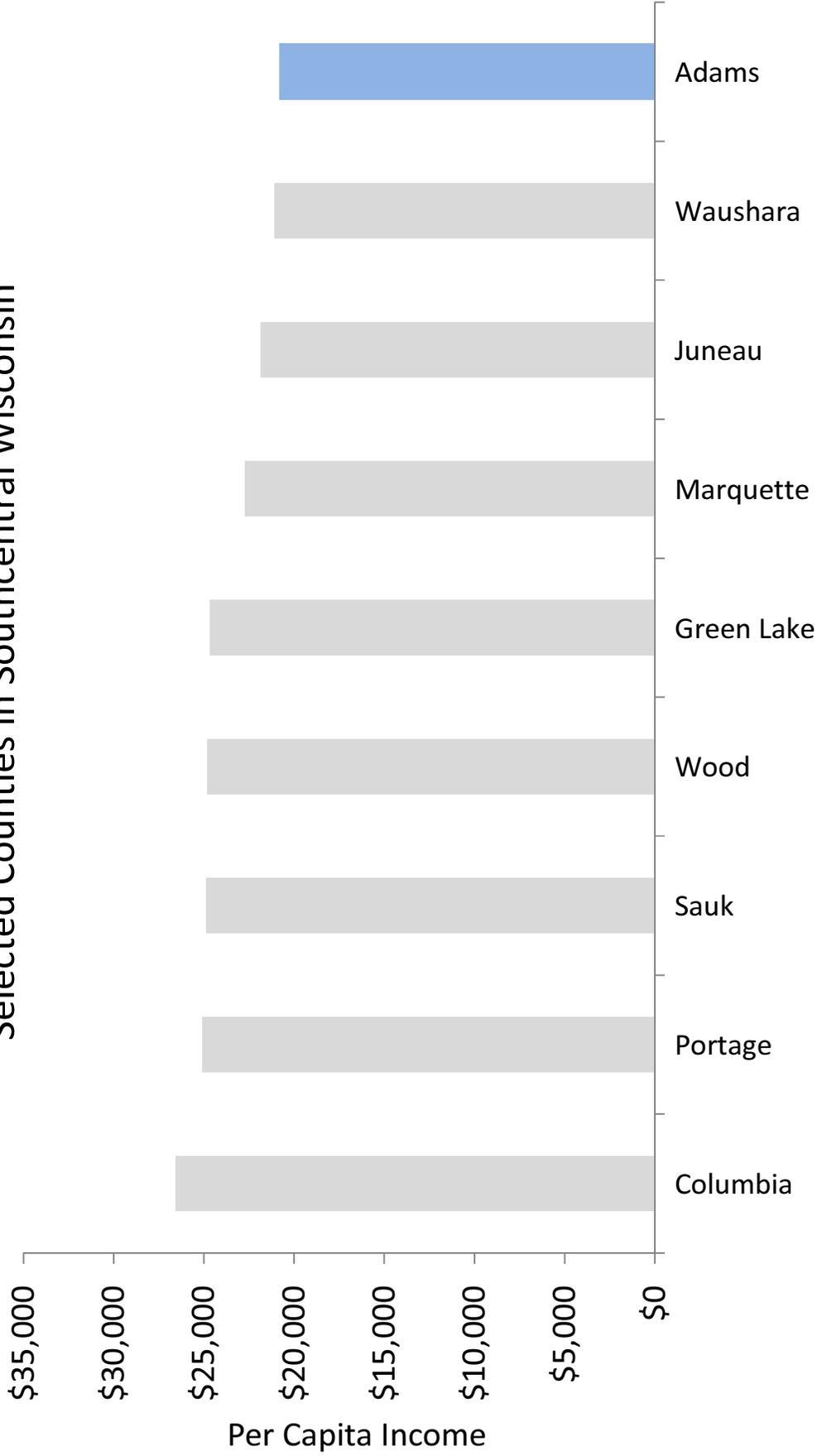
*Prepared by:
LandUse|USA, LLC*



*In collaboration with:
Beckett & Raeder*

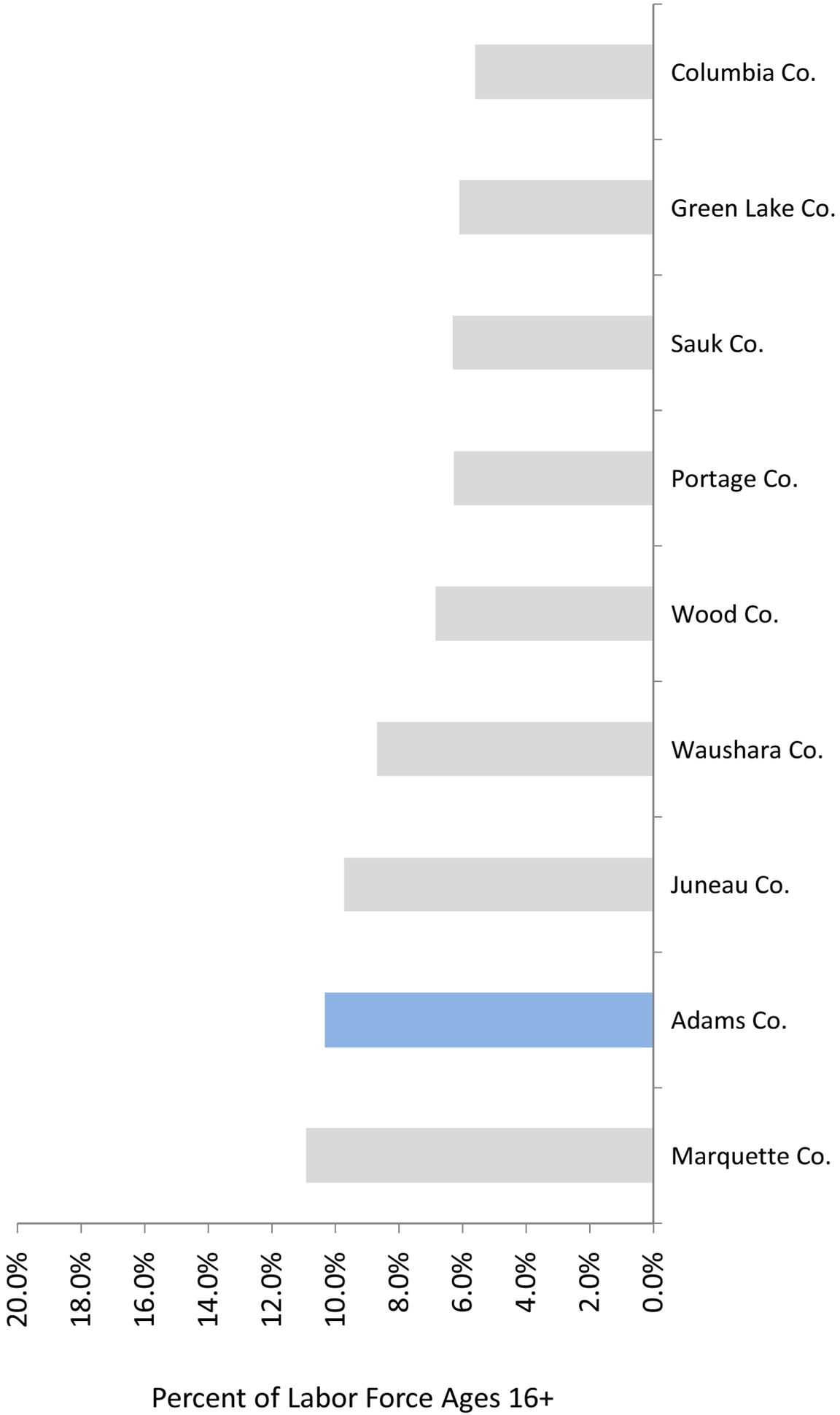


Per Capita Income - 2011 Selected Counties in Southcentral Wisconsin



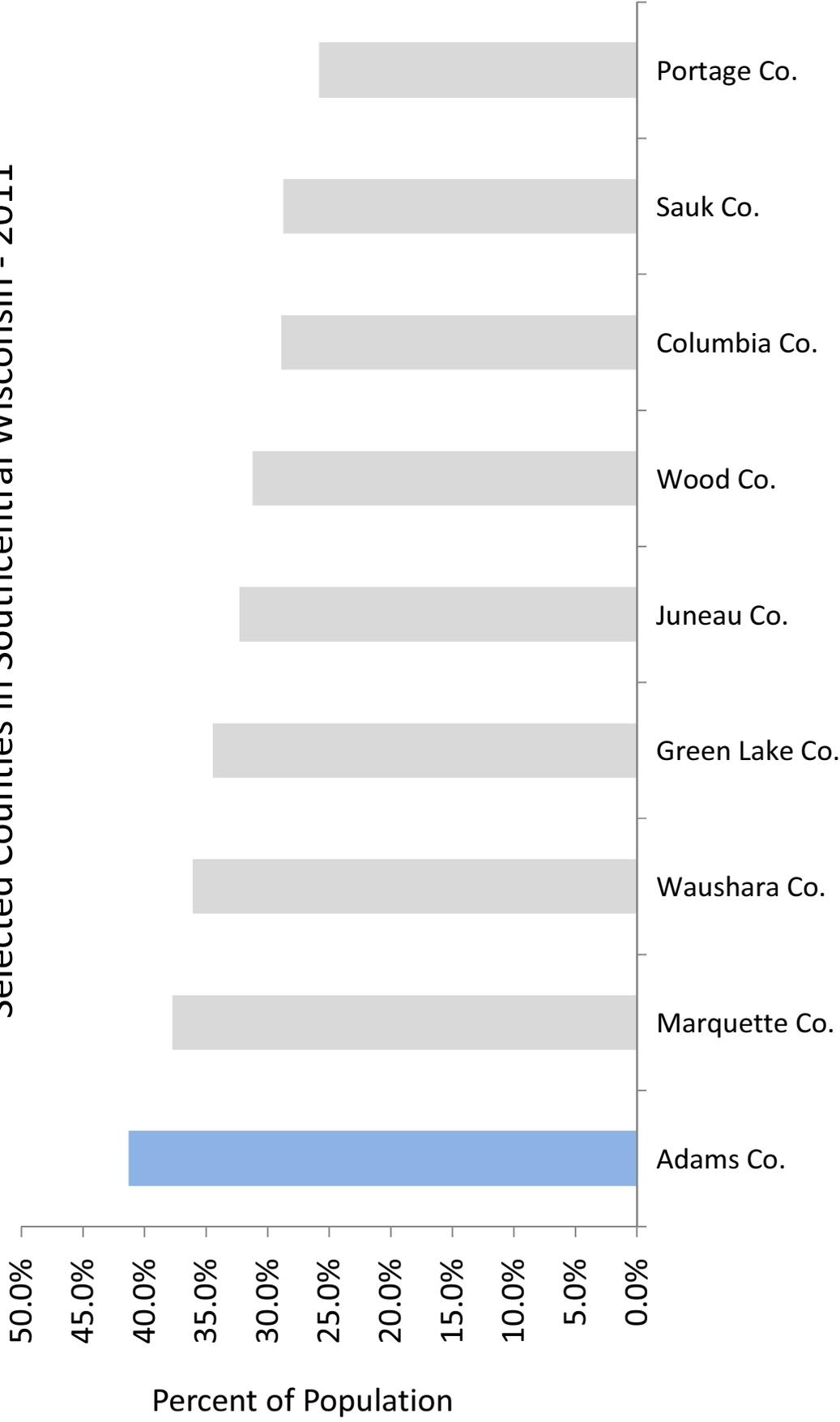
Source: Underlying data provided by the 1990, 2000, and 2010 Population Census; 2011 PopStats; and the Bureau of Economic Analysis. Analyses, computations, interpolations, and forecasts prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Labor Force Unemployment (Ages 16+) Selected Counties in Southcentral Wisconsin - 2011



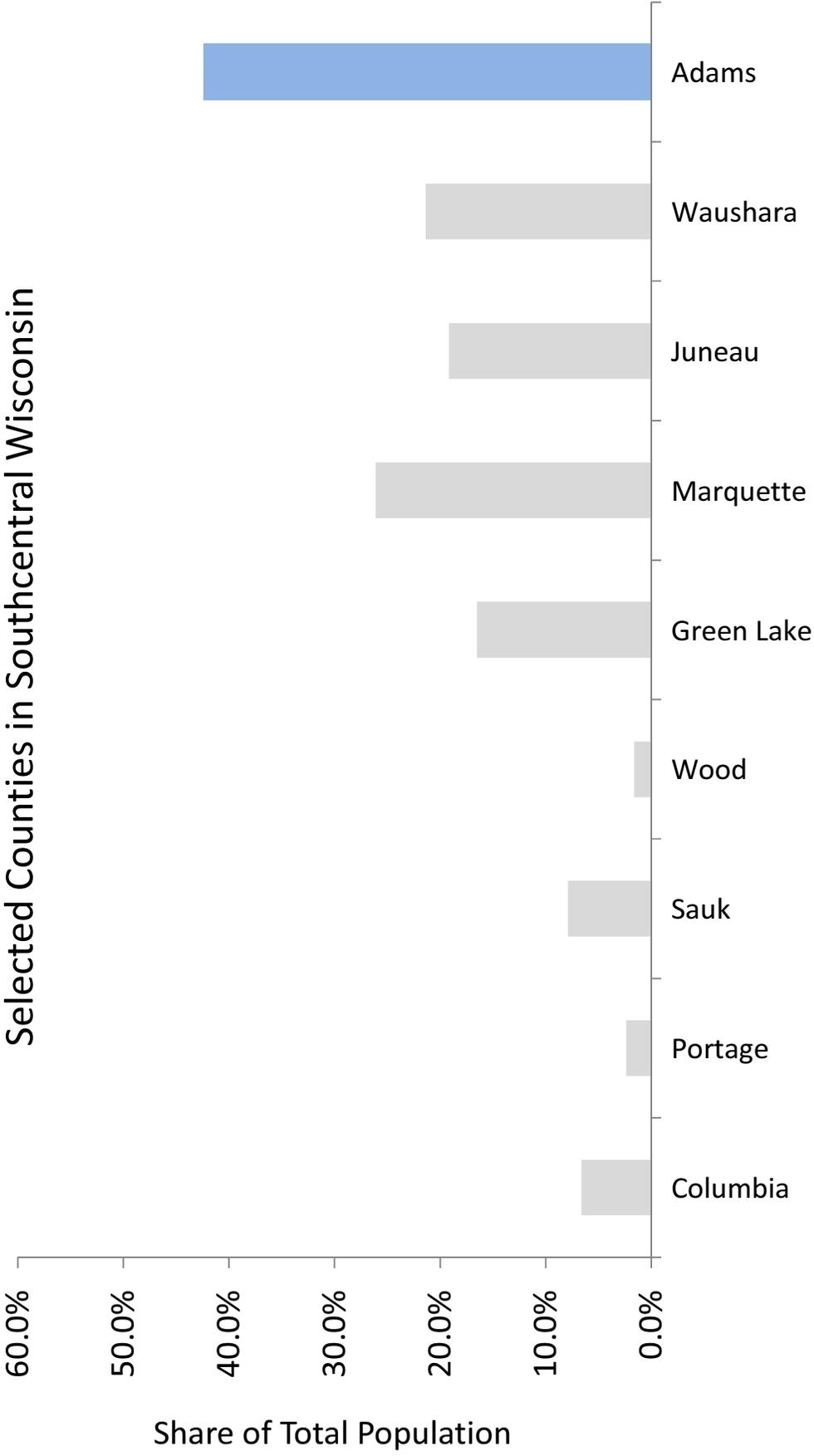
Source: 2011 PopStats. Analyses, computations, interpolations, and forecasts prepared by LandUse|USA in collaboration with Beckett & Raeder; Semptember 2012.

Percent of Population Ages 55+ Selected Counties in Southcentral Wisconsin - 2011



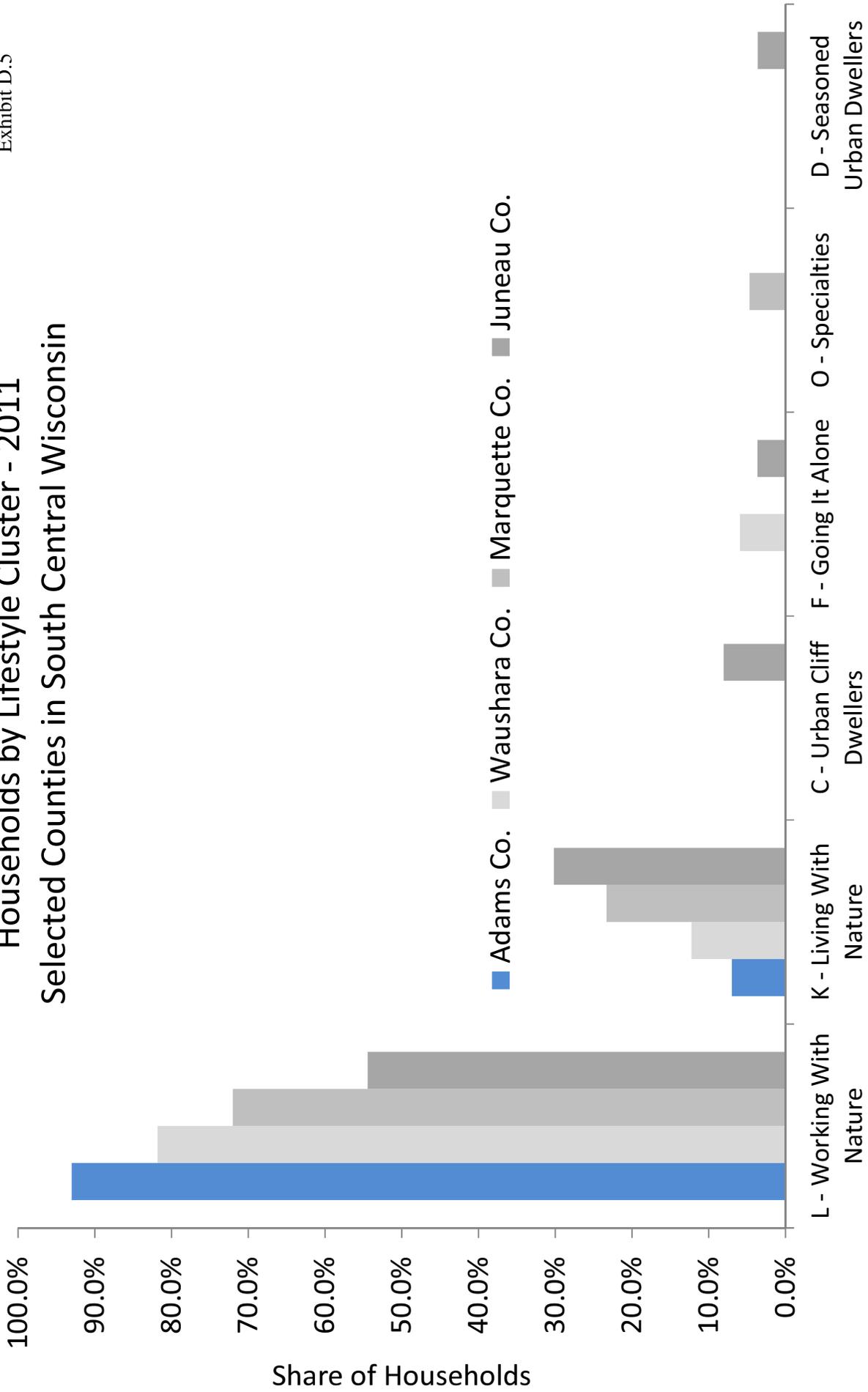
Source: 2011 PopStats. Analyses, computations, interpolations, and forecasts prepared by LandUse | USA in collaboration with Beckett & Raeder; Semptember 2012.

Peak Seasonal v. Total Population - 2011 Selected Counties in Southcentral Wisconsin



Source: 2011 PopStats. Analyses, computations, interpolations, and forecasts prepared by LandUse | USA in collaboration with Beckett & Raeder; Semptember 2012.

Households by Lifestyle Cluster - 2011 Selected Counties in South Central Wisconsin



Source: 2011 PopStats. Analyses, computations, interpolations, and forecasts prepared by LandUse | USA in collaboration with Beckett & Raeder; September 2012.

Population and Income Forecasts
Selected Counties in Southcentral Wisconsin

Exhibit D.6

Computation of Resident Expenditure Potential		Adams County	Columbia County	Green Lake County	Juneau County	Marquette County	Portage County	Sauk County	Waushara County	Wood County
POPULATION										
1990	Population	15,682	45,088	18,651	21,650	12,321	61,405	46,975	19,385	73,605
2000	Population	18,643	52,468	19,105	24,316	15,832	67,182	55,225	23,154	75,555
2007	Population	20,179	55,487	19,067	25,937	15,531	69,156	59,868	24,085	74,990
2010	Population	20,875	56,833	19,051	26,664	15,404	70,019	61,976	24,496	74,749
2011	Population	20,932	57,110	18,838	26,787	15,342	70,373	62,407	25,140	74,735
2016	Population	22,214	59,485	18,803	28,035	15,130	71,832	66,170	25,839	74,296
2021	Population	23,481	61,909	18,797	29,285	14,920	73,284	70,066	26,588	73,959
1990 - 2000	C.A.R. Growth	1.7%	1.5%	0.2%	1.2%	2.5%	0.9%	1.6%	1.8%	0.3%
2000 - 2010	C.A.R. Growth	1.1%	0.8%	0.0%	0.9%	-0.3%	0.4%	1.2%	0.6%	-0.1%
2011	Square Miles	646	766	349	767	456	801	831	626	793
2011	Persons/Sq. Mile	30	72	50	33	33	86	74	39	92
PER CAPITA INCOME										
1989	Per Capita Income	\$10,926	\$12,356	\$11,841	\$10,303	\$10,651	\$11,730	\$11,697	\$10,408	\$13,130
1999	Per Capita Income	\$17,727	\$20,689	\$18,685	\$17,727	\$15,691	\$19,475	\$19,491	\$17,974	\$20,029
2000	Per Capita Income	\$17,777	\$21,014	\$19,024	\$17,892	\$16,923	\$19,854	\$19,695	\$18,144	\$20,203
2007	Per Capita Income	\$19,518	\$24,325	\$22,379	\$20,221	\$21,011	\$23,024	\$22,709	\$19,920	\$22,897
2011	Per Capita Income	\$20,806	\$26,588	\$24,684	\$21,864	\$22,738	\$25,105	\$24,880	\$21,094	\$24,823
2016	Per Capita Income	\$21,934	\$28,923	\$26,394	\$23,332	\$24,209	\$26,793	\$25,923	\$22,541	\$25,984
2021	Per Capita Income	\$22,761	\$30,812	\$27,388	\$24,420	\$24,826	\$27,863	\$26,353	\$23,929	\$26,586
1989 - 1999	A = C.A.R. Growth	5.0%	5.3%	4.7%	5.6%	4.0%	5.2%	5.2%	5.6%	4.3%
1999 - 2011	B = C.A.R. Growth	1.3%	2.1%	2.3%	1.8%	3.1%	2.1%	2.1%	1.3%	1.8%
2011 - 2016	C = C.A.R. Growth	1.1%	1.7%	1.3%	1.3%	1.3%	1.3%	0.8%	1.3%	0.9%
2016 - 2021	D = C.A.R. Growth	0.7%	1.3%	0.7%	0.9%	0.5%	0.8%	0.3%	1.2%	0.5%
	B:A Ratio	0.27	0.40	0.50	0.32	0.79	0.41	0.39	0.24	0.42
	C:B Ratio	0.79	0.80	0.57	0.74	0.40	0.61	0.40	0.99	0.51
	D:C Ratio	0.70	0.75	0.55	0.70	0.40	0.60	0.40	0.90	0.50
1989 - 1999	C.A.R. Growth	5.0%	5.3%	4.7%	5.6%	4.0%	5.2%	5.2%	5.6%	4.3%
1999 - 2011	C.A.R. Growth	1.3%	2.1%	2.3%	1.8%	3.1%	2.1%	2.1%	1.3%	1.8%
TOTAL PERSONAL INCOME										
2007	TPI (\$Mil.)	\$393.8	\$1,349.7	\$426.7	\$524.5	\$326.3	\$1,592.2	\$1,359.6	\$479.8	\$1,717.0
2011	TPI (\$Mil.)	\$434.3	\$1,511.1	\$470.3	\$583.0	\$350.3	\$1,757.8	\$1,542.0	\$516.7	\$1,855.5
2016	TPI (\$Mil.)	\$459.1	\$1,651.8	\$497.2	\$625.0	\$371.4	\$1,885.5	\$1,617.8	\$566.7	\$1,941.9
2021	TPI (\$Mil.)	\$505.6	\$1,832.8	\$515.0	\$684.6	\$375.6	\$2,001.4	\$1,743.8	\$618.3	\$1,975.2
2007 - 2011	C.A.R. Growth	2.5%	2.9%	2.5%	2.7%	1.8%	2.5%	3.2%	1.9%	2.0%
2011 - 2016	C.A.R. Growth	1.1%	1.8%	1.1%	1.4%	1.2%	1.4%	1.0%	1.9%	0.9%
2016 - 2021	C.A.R. Growth	1.9%	2.1%	0.7%	1.8%	0.2%	1.2%	1.5%	1.8%	0.3%

Source: Underlying data includes Census 1990, 2000, and 2010 data; and PopStates estimates provided by Alteryx, Inc. Forecasts and computation prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Population and Income Forecasts
Selected States in the Upper Midwest

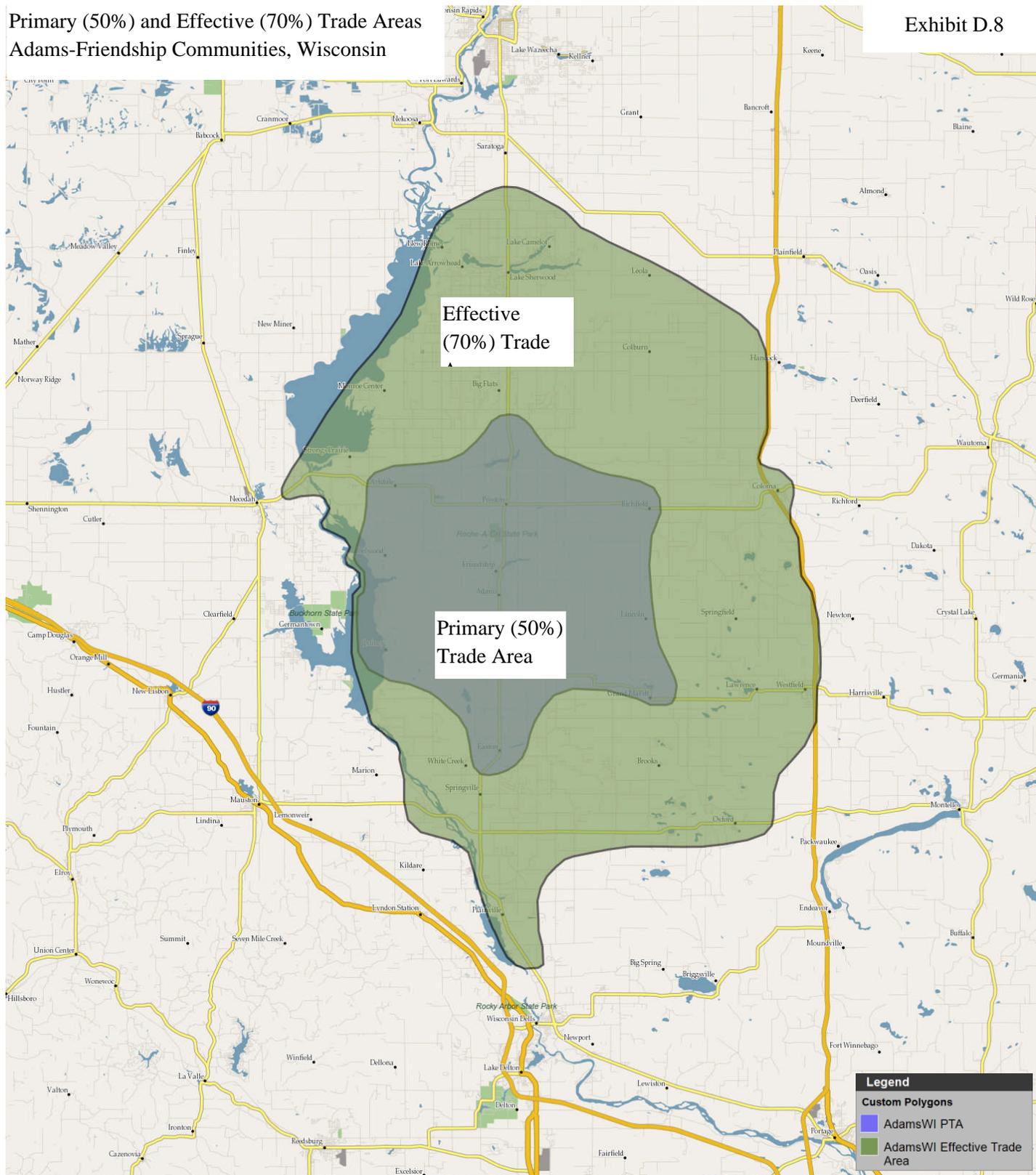
Exhibit D.7

Computation of Resident Expenditure Potential		Illinois State	Iowa State	Michigan State	Minnesota State	Wisconsin State
POPULATION						
1990	Population	11,427,840	2,775,492	9,286,474	4,370,052	4,889,798
2000	Population	12,419,283	2,926,323	9,938,452	4,919,477	5,363,677
2007	Population	12,705,817	3,009,837	9,900,052	5,185,538	5,587,999
2010	Population	12,830,632	3,046,355	9,883,640	5,303,925	5,686,986
2011	Population	12,881,445	3,066,439	9,854,323	5,339,099	5,698,273
2016	Population	13,164,335	3,142,140	9,846,556	5,564,568	5,874,859
2021	Population	13,546,048	3,234,713	9,881,347	5,825,630	6,067,571
1990 - 2000	C.A.R. Growth	0.8%	0.5%	0.7%	1.2%	0.9%
2000 - 2010	C.A.R. Growth	0.3%	0.4%	-0.1%	0.8%	0.6%
2011	Square Miles	55,519	55,857	56,539	79,627	54,158
2011	Persons/Sq. Mile	229	54	169	64	102
PER CAPITA INCOME						
1989	Per Capita Income	\$15,203	\$12,426	\$14,162	\$14,397	\$13,280
1999	Per Capita Income	\$22,760	\$19,291	\$21,882	\$22,875	\$20,951
2000	Per Capita Income	\$23,104	\$19,675	\$22,168	\$23,198	\$21,271
2007	Per Capita Income	\$26,534	\$23,013	\$24,124	\$26,807	\$24,451
2011	Per Capita Income	\$28,855	\$25,236	\$25,296	\$29,310	\$26,603
2016	Per Capita Income	\$31,119	\$28,035	\$25,932	\$31,630	\$28,511
2021	Per Capita Income	\$32,813	\$30,661	\$26,191	\$33,366	\$29,827
1989 - 1999	A = C.A.R. Growth	4.1%	4.5%	4.4%	4.7%	4.7%
1999 - 2011	B = C.A.R. Growth	2.0%	2.3%	1.2%	2.1%	2.0%
2011 - 2016	C = C.A.R. Growth	1.5%	2.1%	0.5%	1.5%	1.4%
2016 - 2021	D = C.A.R. Growth	1.1%	1.8%	0.2%	1.1%	0.9%
	B:A Ratio	0.48	0.50	0.27	0.44	0.43
	C:B Ratio	0.76	0.94	0.41	0.74	0.69
	D:C Ratio	0.70	0.85	0.40	0.70	0.65
1989 - 1999	C.A.R. Growth	4.1%	4.5%	4.4%	4.7%	4.7%
1999 - 2011	C.A.R. Growth	2.0%	2.3%	1.2%	2.1%	2.0%
TOTAL PERSONAL INCOME						
2007	TPI (\$Mil.)	\$337,133.2	\$69,264.8	\$238,832.5	\$139,009.0	\$136,631.5
2011	TPI (\$Mil.)	\$370,227.9	\$76,877.8	\$250,016.6	\$155,458.0	\$151,290.9
2016	TPI (\$Mil.)	\$400,857.7	\$85,967.6	\$255,542.3	\$168,875.7	\$162,463.5
2021	TPI (\$Mil.)	\$431,956.2	\$96,341.9	\$257,893.5	\$185,670.0	\$175,230.8
2007 - 2011	C.A.R. Growth	2.4%	2.6%	1.2%	2.8%	2.6%
2011 - 2016	C.A.R. Growth	1.6%	2.3%	0.4%	1.7%	1.4%
2016 - 2021	C.A.R. Growth	1.5%	2.3%	0.2%	1.9%	1.5%

Source: Underlying data collected from the 1990, 2000, and 2010 U.S. Census of Population; and PopStats estimates by Alteryx, Inc. Forecasts and computations prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Primary (50%) and Effective (70%) Trade Areas Adams-Friendship Communities, Wisconsin

Exhibit D.8



Source: Polygons defined by LandUse|USA based on a) drive-times; b) population distribution; c) income distribution; d) natural and man-made barriers (rivers and roads); e) geographic locations of competing shopping destination; and d) current retail climate and forecast opportunity for the Adams-Friendship communities. Underlying mapping provided by Alteryx and DemographicsNow; 2012.

Population and Income Forecasts
 Primary and Effective Trade Areas - City of Adams, Wisconsin

Exhibit D.9

Computation of Resident Expenditure Potential		Primary Trade Area	Effective Trade Area	Adams County
POPULATION				
1990	Population	7,301	13,595	15,682
2000	Population	7,985	15,288	18,643
2007	Population	8,390	16,824	20,179
2010	Population	8,570	17,528	20,875
2011	Population	8,613	17,543	20,932
2016	Population	9,160	18,187	22,214
2021	Population	9,690	18,872	23,481
1990 - 2000	C.A.R. Growth	0.9%	1.2%	1.7%
2000 - 2010	C.A.R. Growth	0.7%	1.4%	1.1%
2011	Square Miles	237	409	646
2011	Persons/Sq. Mile	41	42	30
PER CAPITA INCOME				
1989	Per Capita Income	\$9,914	\$10,480	\$10,926
1999	Per Capita Income	\$16,385	\$16,762	\$17,727
2000	Per Capita Income	\$16,881	\$17,028	\$17,777
2007	Per Capita Income	\$18,876	\$18,631	\$19,518
2011	Per Capita Income	\$19,843	\$19,558	\$20,806
2016	Per Capita Income	\$20,833	\$20,611	\$21,934
2021	Per Capita Income	\$21,452	\$21,383	\$22,761
1989 - 1999	A = C.A.R. Growth	5.2%	4.8%	5.0%
1999 - 2011	B = C.A.R. Growth	1.6%	1.3%	1.3%
2011 - 2016	C = C.A.R. Growth	1.0%	1.1%	1.1%
2016 - 2021	D = C.A.R. Growth	0.6%	0.7%	0.7%
	B:A Ratio	0.31	0.27	0.27
	C:B Ratio	0.61	0.81	0.79
	D:C Ratio	0.60	0.70	0.70
1989 - 1999	C.A.R. Growth	5.2%	4.8%	5.0%
1999 - 2011	C.A.R. Growth	1.6%	1.3%	1.3%
TOTAL PERSONAL INCOME				
2007	TPI (\$Mil.)	\$158.4	\$313.4	\$393.8
2011	TPI (\$Mil.)	\$170.1	\$342.8	\$434.3
2016	TPI (\$Mil.)	\$179.4	\$361.6	\$459.1
2021	TPI (\$Mil.)	\$196.5	\$388.9	\$505.6
2007 - 2011	C.A.R. Growth	1.8%	2.3%	2.5%
2011 - 2016	C.A.R. Growth	1.1%	1.1%	1.1%
2016 - 2021	C.A.R. Growth	1.8%	1.5%	1.9%

Source: Underlying data collected from the 1990, 2000, and 2010 U.S. Census of Population; and PopStats estimates by Alteryx, Inc. Forecasts and computations prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012.



*The Village of Adams, Wisconsin
Downtown Enhancement Strategy*

E. Qualifying Income

*Prepared by:
LandUse|USA, LLC*

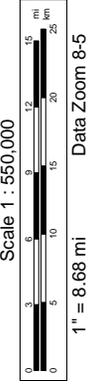
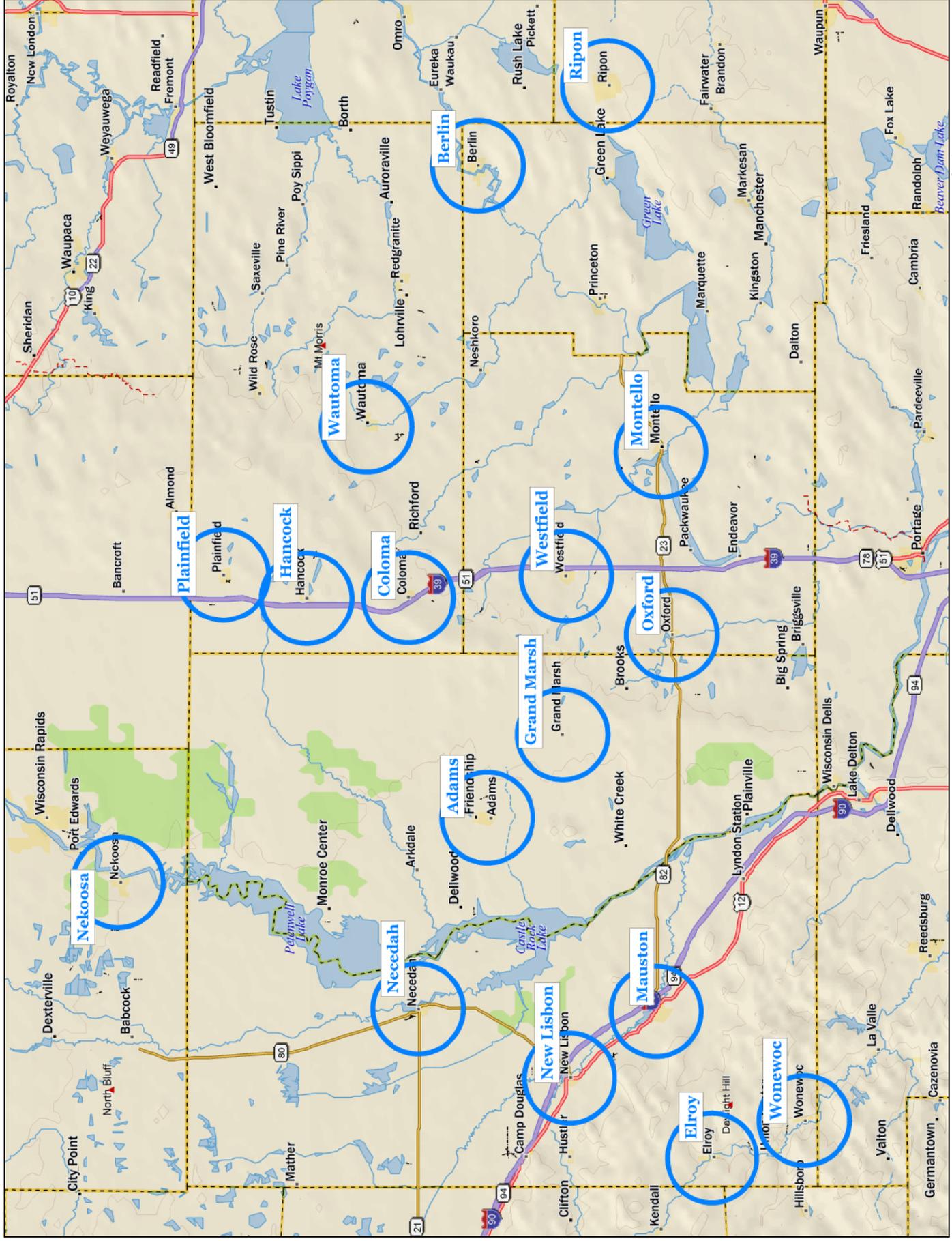


*In collaboration with:
Beckett & Raeder*



3-Mile Radii Market Comparisons for the City of Adams, Wisconsin

Exhibit E.1



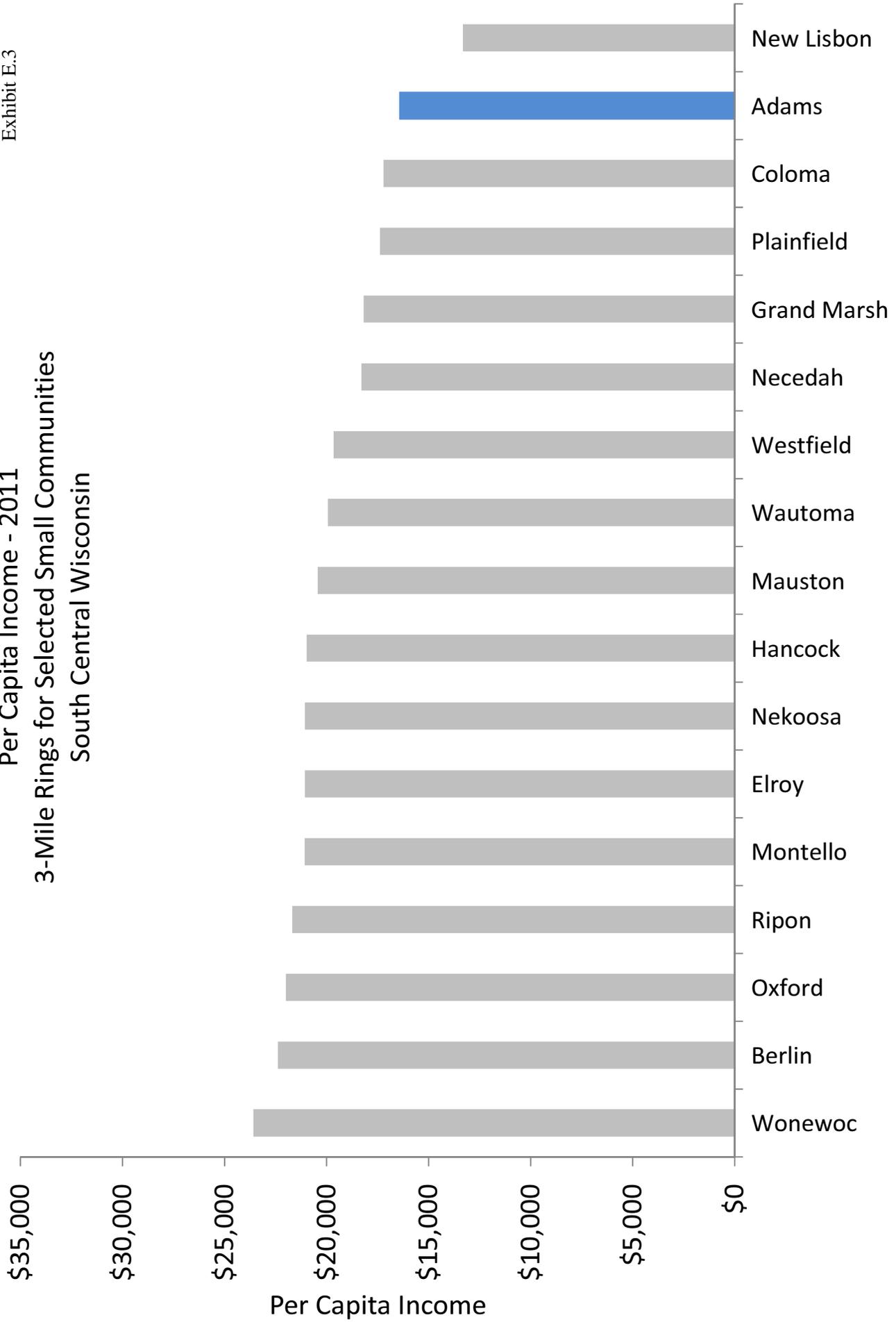
Source: Underlying mapping provided by DeLorme; exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Calculation of Resident Expenditure Potential on Retail
City of Adams, Wisconsin with Comparative Markets

Rank	Per Capita			Rank	3-Mile Radius	Population	Per Capita			Retail: TPI Ratio ¹	Retail Expenditure Potential ¹
	3-Mile Radius	Income					Income	Total Personal Income			
1	Wonewoc	\$23,592		1	Ripon	8,902	\$21,680	\$193,000,000	0.50	\$96,500,000	
2	Berlin	\$22,387		2	Berlin	6,806	\$22,387	\$152,500,000	0.50	\$76,500,000	
3	Oxford	\$21,992		3	Nekoosa	5,406	\$21,070	\$114,000,000	0.50	\$57,000,000	
4	Ripon	\$21,680		4	Mauston	5,669	\$20,434	\$116,000,000	0.50	\$58,000,000	
5	Montello	\$21,078		5	Wautoma	4,112	\$19,937	\$82,000,000	0.50	\$41,000,000	
6	Nekoosa	\$21,070		6	Adams	4,085	\$16,434	\$67,000,000	0.50	\$33,500,000	
7	Elroy	\$21,070		7	Montello	2,545	\$21,078	\$53,500,000	0.50	\$27,000,000	
8	Hancock	\$20,983		8	Necedah	2,582	\$18,287	\$47,000,000	0.50	\$23,500,000	
9	Mauston	\$20,434		9	Elroy	1,945	\$21,070	\$41,000,000	0.50	\$20,500,000	
10	Wautoma	\$19,937		10	Wonewoc	1,480	\$23,592	\$35,000,000	0.50	\$17,500,000	
11	Westfield	\$19,654		11	Westfield	1,964	\$19,654	\$38,500,000	0.50	\$19,500,000	
12	Necedah	\$18,287		12	Oxford	1,477	\$21,992	\$32,500,000	0.50	\$16,500,000	
13	Grand Marsh	\$18,188		13	New Lisbon	3,109	\$13,317	\$41,500,000	0.50	\$21,000,000	
14	Plainfield	\$17,384		14	Plainfield	1,473	\$17,384	\$25,500,000	0.50	\$13,000,000	
15	Coloma	\$17,209		15	Hancock	988	\$20,983	\$20,500,000	0.50	\$10,500,000	
16	Adams	\$16,434		16	Coloma	1,081	\$17,209	\$18,500,000	0.50	\$9,500,000	
17	New Lisbon	\$13,317		17	Grand Marsh	559	\$18,188	\$10,000,000	0.50	\$5,000,000	

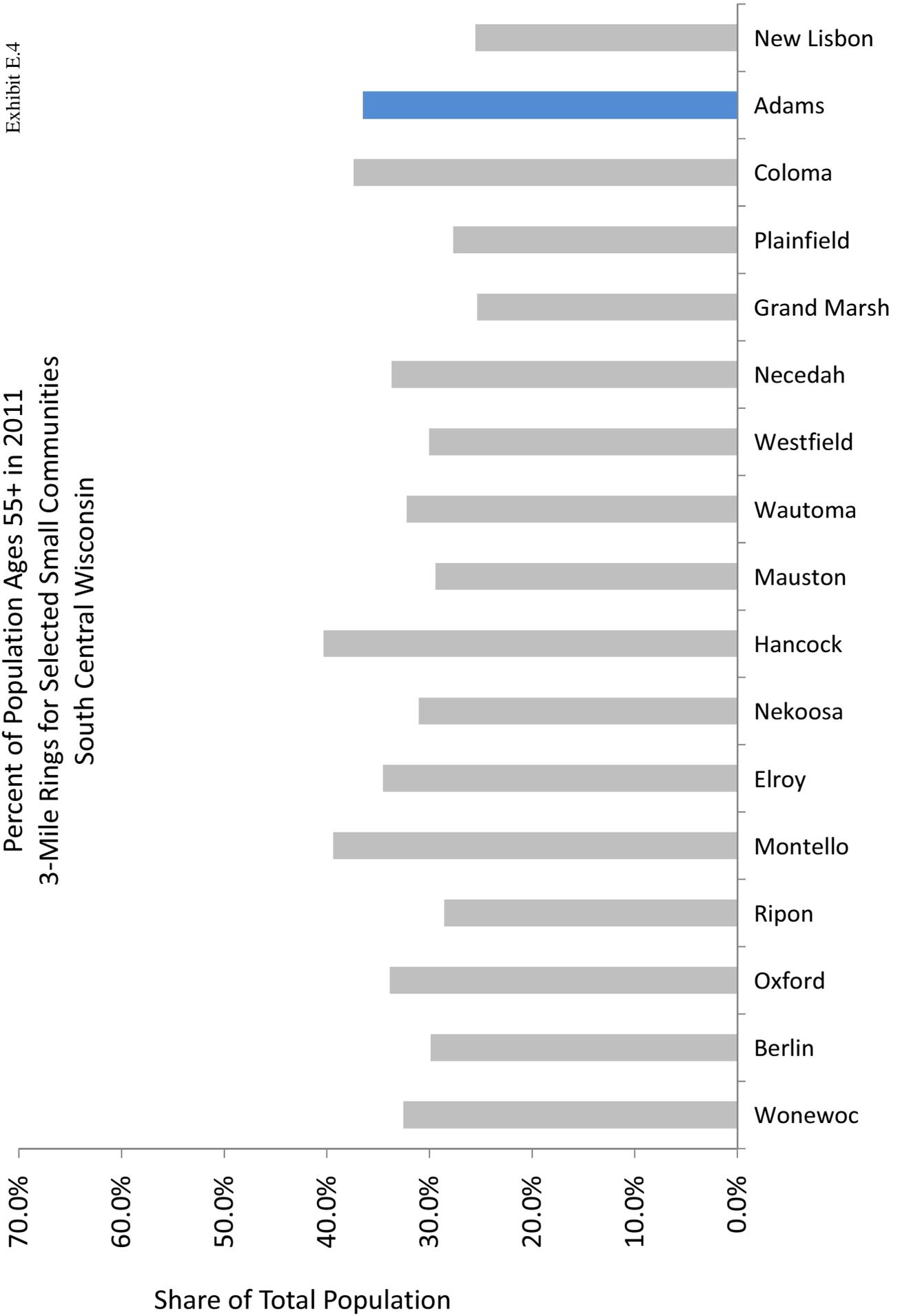
Retail includes NAICS Categories 44 and 45. NAICS indicates the North American Industrial Classification System established by the Census. On average, Wisconsin residents spend 50% of their income on retail expenditures, which includes automotive dealerships, groceries, home improvement supplies, office supplies, auto parts, appliances, electronics, furniture, sporting goods, pharmaceuticals, pet supplies, apparel, and other categories. However, "retail" does not include entertainment venues, hotels/motels, or restaurants. Source: Underlying data provided by the 2007 Economic Census; 2000 and 2010 Population Census; and 2011 PopStats. Analysis, computations, interpolations, and forecasts by LandUse|USA in collaboration with Beckett & Raeder; Sept. 2012.

Per Capita Income - 2011 3-Mile Rings for Selected Small Communities South Central Wisconsin



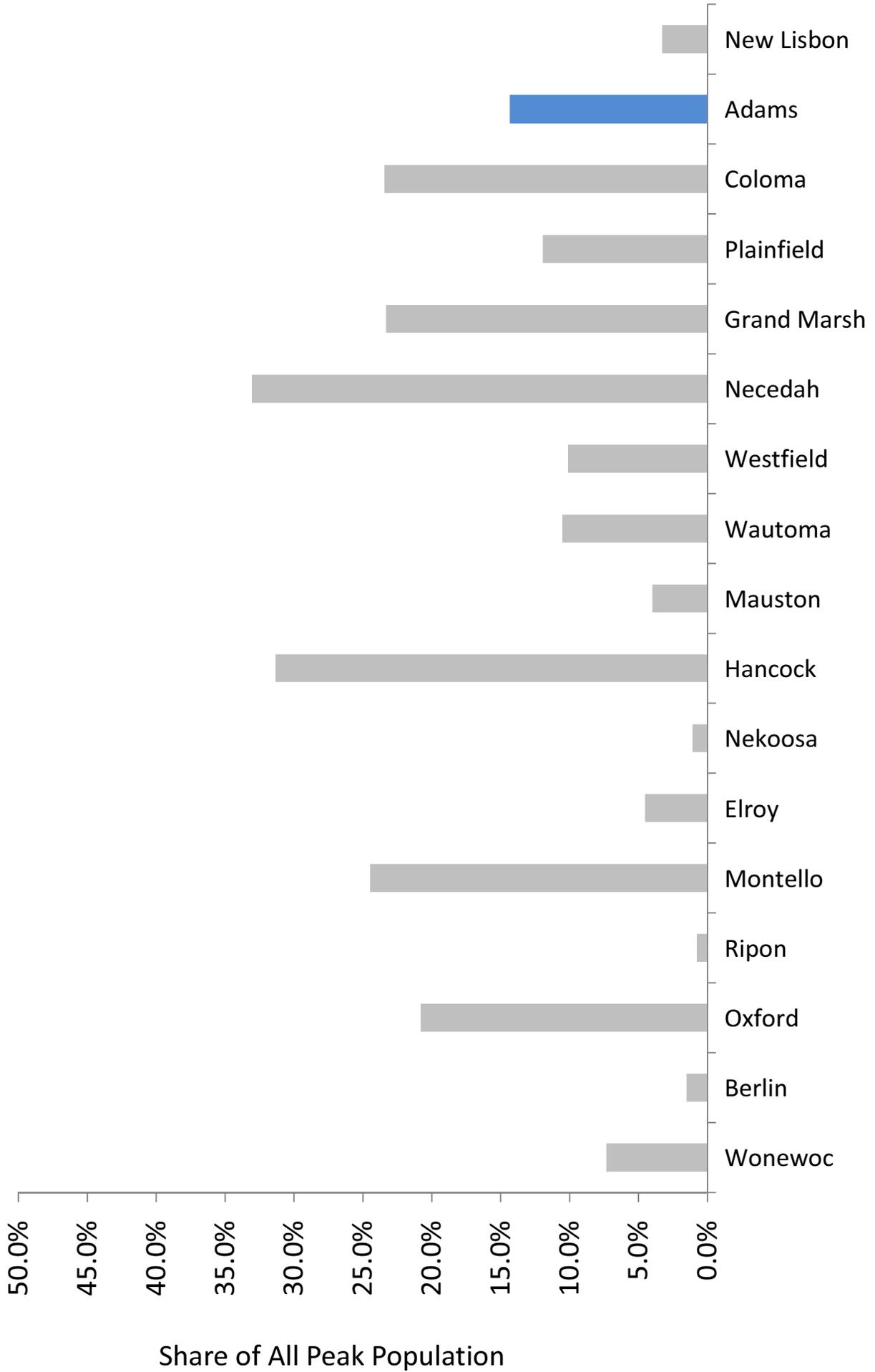
Source: 2011 PopStats. Analysis and exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; Sept. 2012.

Percent of Population Ages 55+ in 2011 3-Mile Rings for Selected Small Communities South Central Wisconsin



Share of Peak Population Attributed to Seasonal Residents - 2011
 3-Mile Rings for Selected Small Communities
 South Central Wisconsin

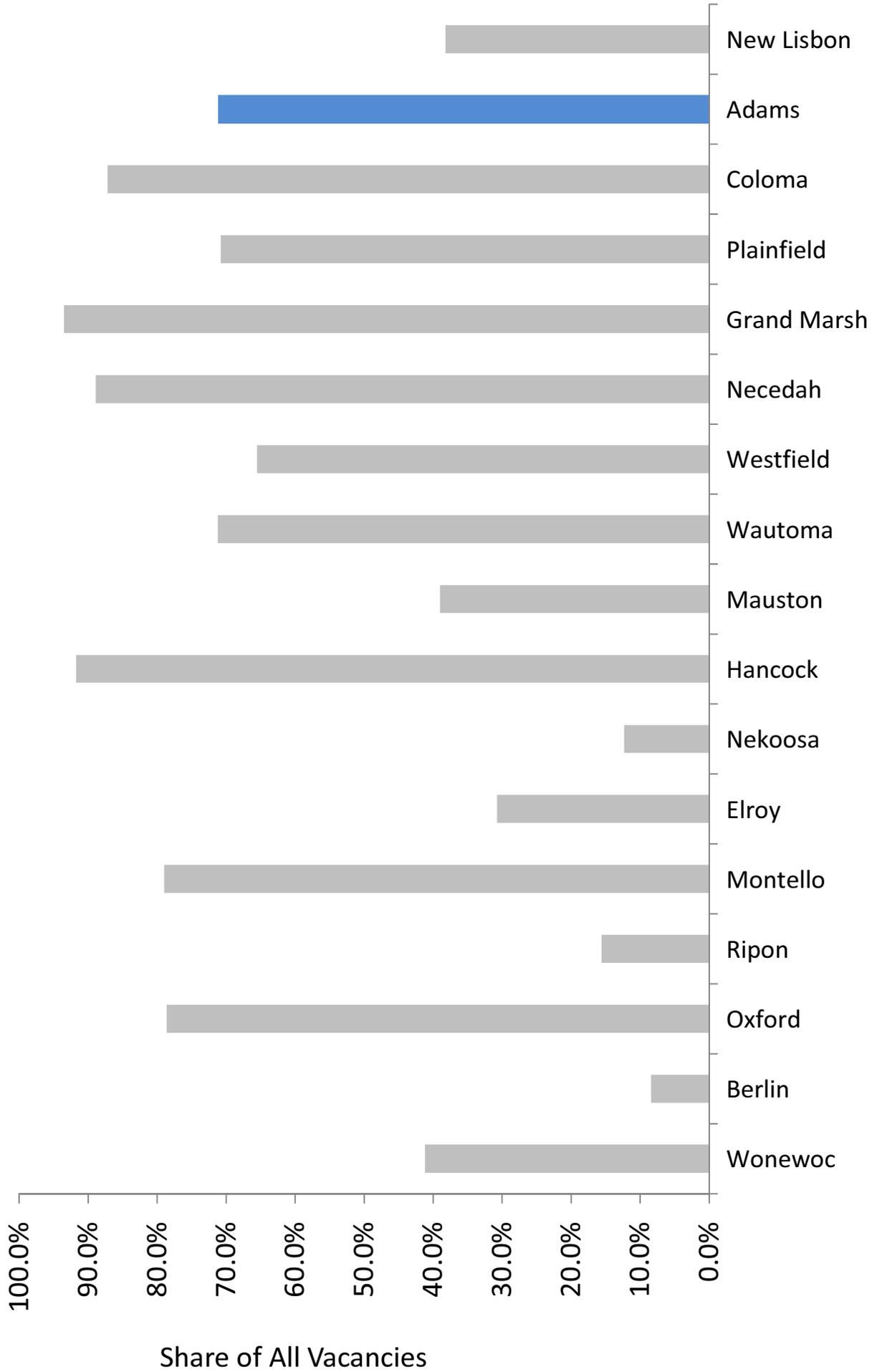
Exhibit E.5



Source: 2011 PopStats. Analysis and exhibit prepared by LandUse | USA in collaboration with Beckett & Raeder; Sept. 2012.

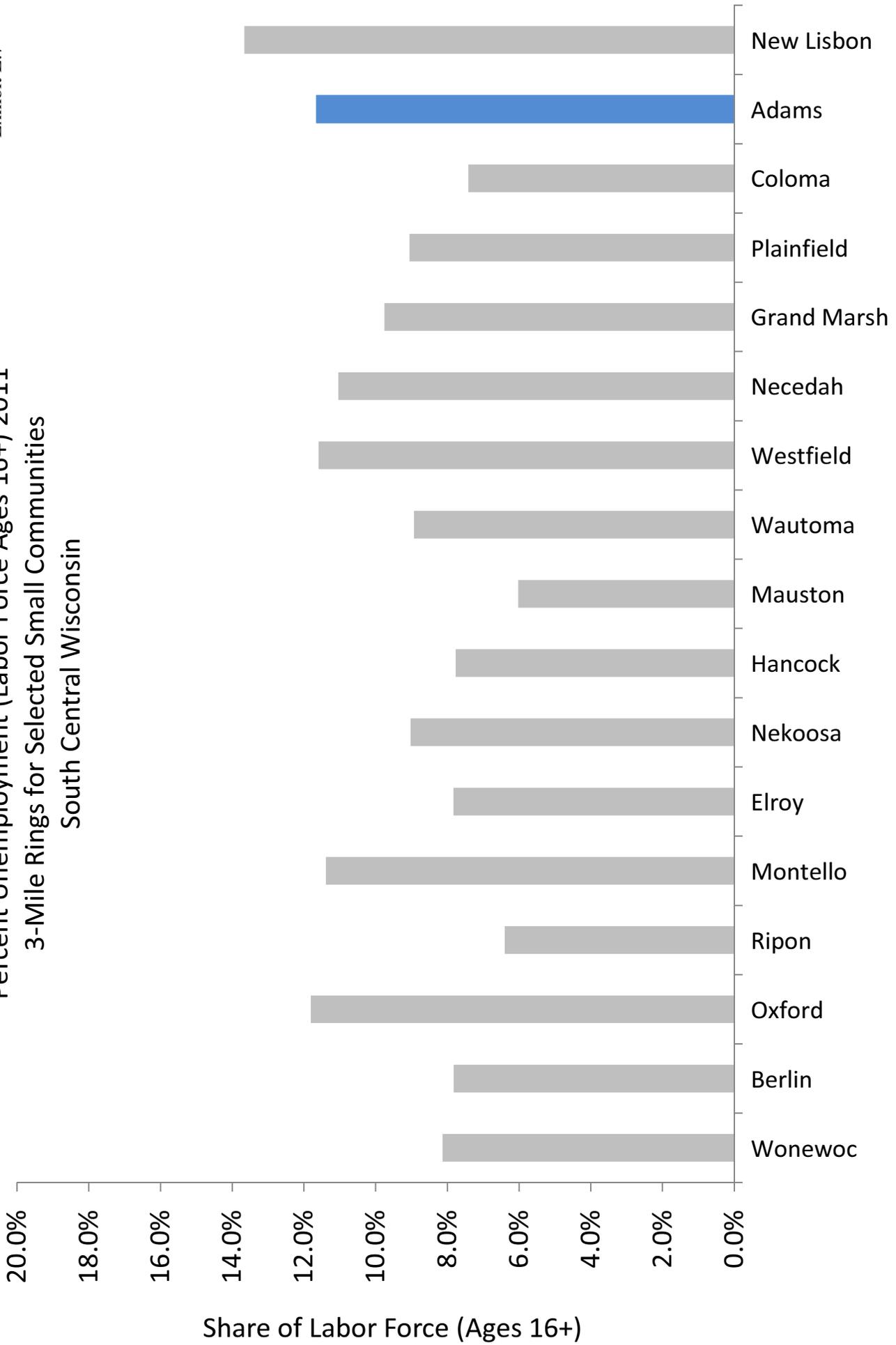
Percent of Residential Vacancies Attributed to Seasonality - 2011
 3-Mile Rings for Selected Small Communities
 South Central Wisconsin

Exhibit E.6

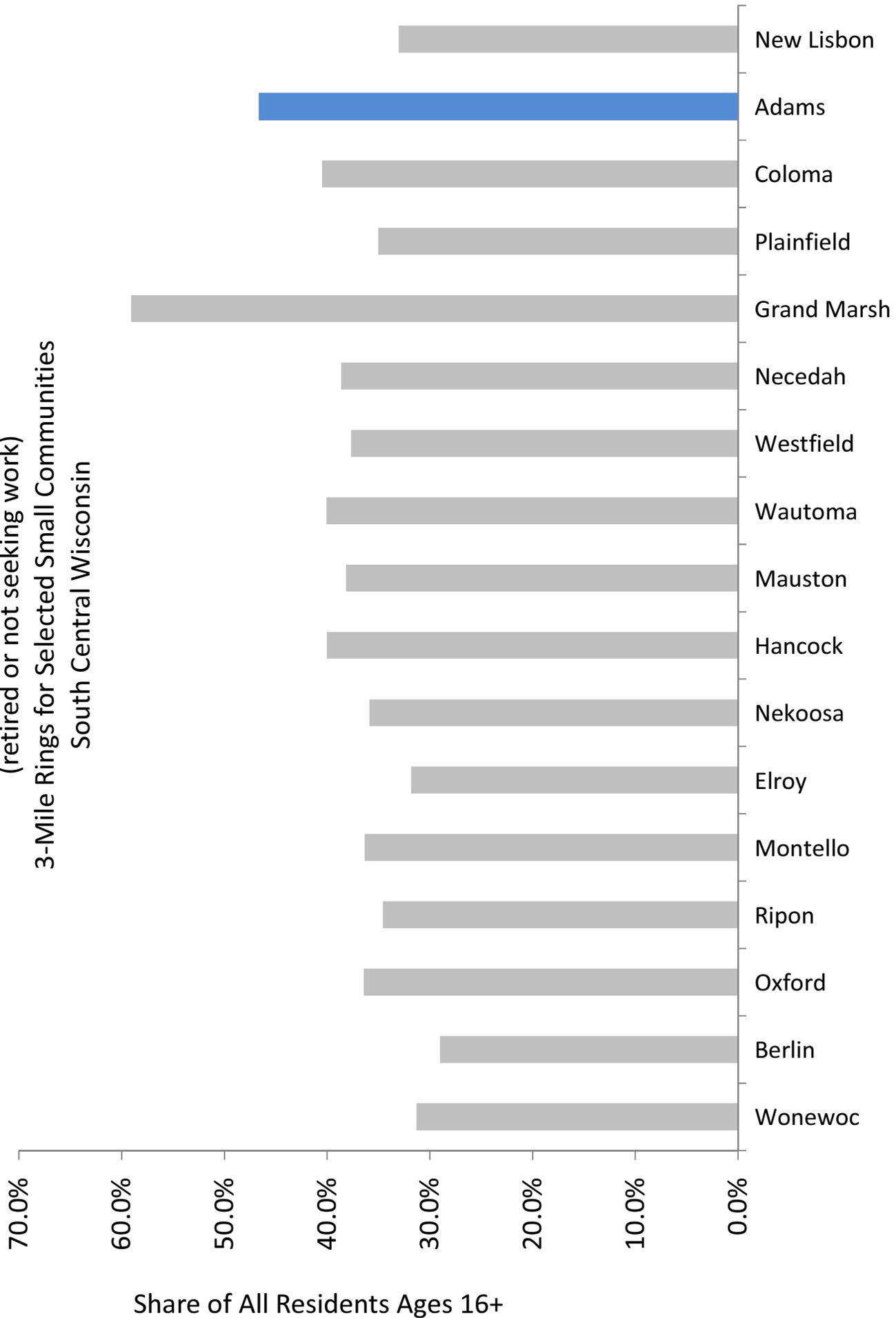


Source: 2011 PopStats. Analysis and exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; Sept. 2012.

Percent Unemployment (Labor Force Ages 16+) 2011
3-Mile Rings for Selected Small Communities
South Central Wisconsin



Percent Ages 16+ Not in the Labor Force - 2011
(retired or not seeking work)
3-Mile Rings for Selected Small Communities
South Central Wisconsin



Source: 2011 PopStats. Analysis and exhibit prepared by LandUse|USA in collaboration with Beckett & Raeder; Sept. 2012.



*The Village of Adams, Wisconsin
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F. Inventory by Block

*Prepared by:
LandUse|USA, LLC*



*In collaboration with:
Beckett & Raeder*



Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>N. Main and Co. Rd. J / E. Lake St.</i>			
East	Linda's Creations	gifts - crafts	yes
East	Roberts Dance - Arts Studio	fitness - dance	yes
West	Country Shed Mattress Stroe	furniture	--
West	City Nursery Tree Replacement Program	government	yes
West	Old Farmers Antique Museum	museum	yes
West	Adams County Roller Rink - closed	vacant	yes
West	Adams County Fair Grounds	fitness - golf	yes
West	RockTenn	commercial	yes
West	Anderson & Shapiro Eye Care	health care	--
West	Phillips Roche-A-Cri Pharmacy	pharmacy	--
West	Moundview Memorial Clinics	health care	--
West	Moundview Memorial Hospital	health care	--
West	Mid-Town Dental Associates	health care	--
West	Friendship Fire Department	government	--
<i>N. Main and E. First Street</i>			
East	vacancy (brick painted sage green, businesses) vacant		--
East	landman Realty	real estate	--
East	Masonic Center	meeting space	--
East	vacancy (1-level beige; rummage today, for rent)		--
East	vacancy (2-level small beige; rummage today, for rent)		--
West	Charm Centre Beauty Center	personal care	--
West	Friendship Bar (Pabst Blue Ribbon)	drinking estab.	--
West	Friendship Bowling Alley	entertainment	--
West	Pabst Blue Ribbon Volleyball Courts	entertainment	--

Source: Field and internet research by LandUse|USA in collaboration with Beckett & Raeder; August 2012. Lists are intended to demonstrate the magnitude of business clusters by general category and to identify categories that are under-represented. Omissions and imperfections are unintentional.

Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>N. Main and E. Second Street</i>			
East	Jessica's Sweet Treats	specialty - catering	yes
East	Friendship Home Center	home - floors	yes
East	Diamond Jim's Corner Bar (part 1)	drinking estab.	--
East	Diamond Jim's DJ (part 2)	entertainment	--
East	Diamond Jim's Food	restaur. - eatery	--
East	ATM Machine	financial	--
East	Farm Urban Realty	real estate	--
East	Len's Drywall	construction	--
East	Premo Construction	construction	--
East	Tropical Aquarium Pet Shop	pet care, supplies	--
East	vacancy white double windows, not attached buildings; for rent	vacant	--
West	All About You Salon	personal care	--
West	Friendship Café	restaurant	--
West	Who Cares? Grill	restaur. - eatery	--
West	Who Cares? Bar	drinking estab.	--
West	Adams County Heritage Center	agency	--
West	Adams County Land Titles	real estate	--
West	Hollman Pollex Attorneys	legal services	--
West	United States Post Office	office services	--
<i>N. Main and W. Third St.</i>			
East	Adams County Jail	government	--
East	Adams County Courthouse	government	--
East	single-family house with cement porch	residential	--
West	Friendship Hotel Beer Garden - reopening	drinking estab.	--
West	Friendship Hotel	hotel, motel	--
West	single family lot	residential	--
West	single family house	residential	--
West	Wood Law Office, LLC	legal services	--

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>N. Main and E. Fourth Street</i>			
East	Trez's Friendship Motors	auto dealer - used	--
East	Curves	fitness	--
East	Adams Friendship Title Company	real estate	--
East	Adams County Chamber of Commerce & Tourism	agency	--
East	Adams County Rural & Industrial Development Commission	agency	--
East	Print Shop, County Court House	office services	--
East	State Farm Insurance	insurance	--
East	single family house	residential	--
East	vacancy - building at used car lot	vacant	--
East	used car lot	auto dealer - used	--
East	Family Resource Ctr. Adams Co.	agency	--
West	Flags & Poles	gifts	--
West	single family lot	residential	--
West	McGowan House	museum	--
West	McGowan Residence	residential	--
West	Niebull Historic Schoolhouse	museum	--
<i>N. Main St. and Airport Drive</i>			
East	Roseberry's Funeral Home	funeral home	--
East	MSA Engineering and Surveying	real estate	--
East	Friendship Tax & Accounting	accounting	--
East	Friendship Motor Court	residential	--
East	single family house	residential	--
East	single family house	residential	--
West	single family lot	residential	--
West	Curtis Ambulance Adams Division	health care	--
West	single family house	residential	--
West	single family house	residential	--
West	ATM Inside	financial	--
West	Coffee A Go Go	restaur. - eatery	--
West	Friendship Lodge Motel	hotel, motel	--
West	Blossom Shop Gifts	gifts	--
West	Blossom Shop Flowers	landscape - floral	--

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>N. Main St. & W. Sixth St.</i>			
East	single family house	residential	--
East	single family house	residential	--
East	single family house	residential	--
East	single family house	residential	--
West	single family house	residential	--
West	single family house	residential	--
West	single family lot	residential	--
West	single family house	residential	--
<i>N. Main St. and E. North St.</i>			
East	Friendship Ranger Station	government	--
East	single-family house	residential	--
East	Hud-Son Forest Equipment; A-F; former swimming pool	storage - wood	--
East	Flavor Twist Ice Cream Shop	specialty - ice cream	--
East	HertzRent2Buy Used Cars	car rental	--
East	Adams County Animal Shelter	pets, supplies	--
East	Adams County Legion Field	airport	--
East	American Auto Body	auto service	yes
West	Javelec Realty	real estate	--
West	Multi-family apartments	residential	--
West	Ace Hardware, Rental	hardware	--
West	vacant outlots available	vacant	--
West	A-F County Market - photo	photo processing	--
West	A-F County Market - floral	landscape - floral	--
West	A-F County Market - deli, bakery	specialty - bakery	--
West	A-F County Market - liquor	liquor store	--
West	A-F County Market - grocery	grocery	--
West	Shopko - pharmacy	pharmacy	--
West	Shopko - sporting goods	sporting goods	--
West	Shopko - automotive parts	auto parts	--
West	Shopko - toys	toys	--
West	Shopko - gifts, cards	gifts	--
West	Shopko - home furnishings	home furnishings	--
West	Shopko - apparel	general merchandise	--
West	Shopko - shoes	apparel - shoes	--
West	Heartland Title Ltd.	real estate	--
West	Grand Marsh Insurance Agency	insurance	--
West	Grand Marsh State Bank	financial	--

Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>N. Main and W. Lincoln St.</i>			
East	Garage, white arched shed, brick facade	commercial	--
East	Garage, white arched shed, brick facade	commercial	--
East	Adams-Friendship High School	education	--
East	Adams-Friendship Middle School	education	--
West	Adams Co. Community Ctr.	entertainment	yes
West	Burt Morris Park	entertainment	yes
West	Dollar General	general merchandise	yes
West	single family house	residential	--
West	single family lot	residential	--
West	single family house	residential	--
West	single family house	residential	--
West	Wisconsin Job Center Adams County	agency	--
West	Midstate Technical College	education	--
<i>N. Main St. and W Park/E. Brevoort</i>			
East	Oak Crest Motel	hotel, motel	--
East	single family house	residential	--
East	single family house	residential	--
East	single family house	residential	--
East	single family house	residential	--
East	Main Street Motors	auto dealer - used	--
West	Don Smith Sales; Furniture Liquidation	vacant	--
West	Nanci's Tuxedo Rental	personal care	yes
West	Nanci's Salon	personal care	yes
West	A-F Laundromat	laundry	yes
West	vacant residential lot	residential	--
West	single family house	residential	--
West	Screnock Law Office	legal services	--
West	single family house	residential	--
West	single family house	residential	--
West	single family house	residential	--
West	vacant residential lot	residential	--
West	single family house	residential	--
West	Liberty Manor Assisted Living	health care	yes

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>N. Main and E. Liberty St.</i>			
East	Family Dollar	general merchandise	--
East	vacant parcel (So. Wisc. Foods)	vacant	--
East	Main Street Car Wash	auto service	--
East	U.S. Cellular	telecomm.	--
West	Blue Flame Muffler Center	auto service	yes
West	GMJ Automotive	auto service	yes
West	Kwik Trip Hot Food	restaur. - eatery	--
West	Kwik Trip Convenience	convenience	--
West	Kwik Trip Gasoline	gasoline	--
West	American Family Insurance	insurance	--
West	single family house	residential	--
West	single family house	residential	--
West	single family house	residential	--
West	single family house	residential	--
<i>N. Main & E. State St.</i>			
East	St. Joseph's Church - vacant	vacant	--
East	St. Joseph's Rectory - vacant	vacant	--
West	vacancy - for sale or rent	vacant	--
West	North Star Services Adult Day Care	health care	--
West	Wall Chiropractic	health care	--
West	single family house	residential	--
<i>N. Main & E. Hazel St.</i>			
East	Lions Park Playground	entertainment	--
East	Lions Park Shelter, Restrooms	personal care	--
East	Whitemarsh Realty	real estate	--
West	M & I Bank of Adams/Friendship	financial	--
West	Adams Co. Municipal Building	government	--
West	Adams Co. Police Dept.	government	--
West	Adams Co. Fire Dist.	government	--
West	WDKM 106.1 Radio Station	music - broadcast	yes

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
S. Main & E. Center St.			
East	vacancy - no windows	vacant	--
East	Times Reporter Printing Co.	commercial	--
East	Something Old Something New	used merchandise	--
East	Lennox Appliances	appliances	--
East	Bolder Building Services	building	--
East	Wokosin CPA	accounting	--
East	Lil Blessings - closed	vacant	yes
West	Adams County Library	entertainment	--
West	Jim's Barber Shop	personal care	--
West	Flyin Fur Pet Grooming	pet care, supplies	--
West	Presidential Campaign Office	agency	--
West	Esser Appliance, New & Used	appliances	--
West	Croke Attorney at Law	legal services	--
West	Central Wisconsin Financial Services	financial	--
West	Northland Community Service	health care	--
West	Hometown Community Insurance	insurance	--
West	Baumgart Chiropractic Clinic	health care	--
West	Family Planning Health Services	health care	--
West	GeminiCares Home Health Care	health care	--
West	Allure Day Spa	personal care	--
West	Forever Young Holistic Medicines	health care	--

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Competitive Inventory of Retail and Service-Based Businesses
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S. Main & E. Goggin St.

East	Preferred Home Health Solutions	health care	yes
East	Rank's Tavern, Music Emporium (2)	drinking estab.	--
East	Rank's Music Emporium	entertainment	--
East	Rank's Tavern Famous Pork Sandwiches (2)	restaur. - eatery	--
East	Adam's Deli - vacancy	vacant	--
East	Papa's Pizza and Pasta	restaurant	--
East	Dish Satellite	telecomm.	--
East	vacancy - green canopy (1)	vacant	--
East	vacancy - green canopy (2)	vacant	--
East	Element Mobile	telecomm.	--
West	vacancy	vacant	--
West	Adams Dental Clinic	health care	--
West	Adams Theater Snacks	restaur. - eatery	--
West	Adams Theater Video - closed	vacant	--
West	Adams Theater - reopening	entertainment	--
West	Five O'Clock Somewhere Food	restaur. - eatery	--
West	Five O'Clock Somewhere Tavern	drinking estab.	--
West	Tamarak Designs; Trophys, Medals, Plaques	gifts	--
West	Adams County Saferide	car rental - taxi	--
West	Bowtech Similation Target Archery	entertainment	--
West	My Cousin Vinny's Resale	used merchandise	--
West	Royal Bank	financial	--

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
S. Main & E. Grove St.			
East	H & R Block	accounting	--
East	Ultimate Nails	personal care	--
East	Main Street Station, Prime Rib	restaurant	--
East	Dawn's Massage Therapy	health care	--
East	A-F Family Chiropractic	health care	--
East	Sports-N-More Embroidery; A-F apparel	piece work	--
East	Carole's Fashion Delight	apparel	--
East	Professional Retirement Planning	financial	--
East	Adams County Chamber of Commerce (vac)	agency	--
East	CarQuest Auto Parts	auto parts	--
West	A-F Motors	auto dealer - new	--
West	Ron's Body Shop	auto service	--
S. Main & June St.			
East	Scottie Realty, Inc.	real estate	--
East	Bobbi's Curl Up & Dye Beauty	personal care	yes
East	Country Shed Used Appliance Repair (1)	appliances	--
East	Country Skillet	restaurant	--
East	Farmers Insurance Group; Murph's	insurance	--
S. Main & E. May St.			
East	Golden City Chinese Food	restaurant	--
East	Practical Cents Resale Store	used merchandise	--
West	home builders - vacant	commercial	--
West	Mama De Luca's Pizza Now!	restaurant	--
West	Subway	restaurant	--
West	vacant parking lot	vacant	--

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>S. Main St. & E. Ann St.</i>			
East	Dean's Cabinets	home - cabinets	yes
East	Flooring Central	home - floors	--
East	Riteway Laundromat	laundry	--
East	Riteway Car Wash	auto service	--
East	Riteway Quick Lube	auto service	--
East	Single family house	residential	--
East	Two-Level apartments	residential	--
West	Flyte Family Farm Market	convenience	--
West	McDonald's	restaurant	--
West	Cenex Convenience	convenience	--
West	Cenex Gas Station	gasoline	--
<i>S. Main St. & E. Railroad St.</i>			
East	Wisconsin River Co-op Corp. Office	commercial	
East	Napa Auto Parts	auto parts	--
East	Husqvarna Lawn Tools	hardware	--
East	Cenex Propane	utilities	--
West	Roche-A-Cri Gas Service, Inc.	utilities	--
<i>Union Pacific Railroad</i>			
East	Adams Flea Market	used merchandise	--
West	Valley Concrete Products	construction	--
West	Log Home Woodcarvings	gifts - artisan	--
West	Hintz Welding	commercial	--
West	Hintz Excavating	construction	--

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>Hwy. 13 & Cappella</i>			
East	Sheds For Sale	construction	--
East	Lamperts Lumber	home - lumber	--
East	Lamperts hardware	hardware	--
West	Hwy. 13 Store - liquor	liquor store	--
West	Hwy. 13 Cheese	convenience	--
West	Buffalo Village Crafts, Gifts	gifts - crafts	--
West	Hwy. 13 Tavern	drinking estab.	--
<i>Hwy. 13 & Vega Street</i>			
East	Coldwell Banker	financial	--
East	Safe N Sound Storage	storage	--
East	Big River Motor Sports	auto dealer - sports	--
East	City of Adams Business Park	commercial	--
West	Steeeco Supply - vacant	vacant	--
West	single family house - vacant	residential	--
West	single family house	residential	--
West	Fenner Excavating & Trucking	construction	--
West	Manscape Barber Shop	personal care	--
West	Pfeiffer's Auto Repair	auto service	--

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

			Side Street?
<i>Hwy. 13 and Dixie Lane</i>			
East	Super 8 Motel	hotel, motel	--
East	Wisconsin River Coop	commercial	--
East	Fawn Creek Winery - gift shop	gifts	--
East	Fawn Creek Winery - wine	liquor store	--
West	Schoonover Auto Salvage	used merchandise	--
West	Tiny Town - vacant	vacant	--
West	Bhive Beer	drinking estab.	--
West	Bhive Food	restaur. - eatery	--
West	Dells Christian Campground	camping	--
South	Easton Motors	auto dealer - used	--
South	Thiesen's - lumber	home - lumber	--
South	Thiesen's - hardware	hardware	--
South	DEZ Arms, Inc. Guns	sporting goods	--
South	Rogers Paint Company, Inc.	home - paint	--
Grand M	Myrt's Handi Mart	convenience	--
Grand M	Christa's Avon Service	beauty supplies	--
Grand M	United States Post Office	office services	--
<i>Other Adams Area Businesses</i>			
Adams	Main Cuts Salon	personal care	--
Adams	South Side Salon	personal care	--
Adams	Side Street Salon	personal care	--
Adams	Lenox Heating	home - heat, cool	--
Adams	Headstart (relocated)	day care	--
Adams, E	JD Electrician	electrical service	--
Adams, E	Marliss' Country Beauty Nook	personal care	--
Adams, E	Adams-Columbia Electric Co-op	utilities	yes
Adams, V	Lake View Beauty Salon	personal care	--

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*The Village of Adams, Wisconsin
Downtown Enhancement Strategy*

G. Inventory by Category

*Prepared by:
LandUse|USA, LLC*



*In collaboration with:
Beckett & Raeder*



Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

Side of Hwy. 13	Business Name - description	Category
East	Carole's Fashion Delight	apparel
Coloma	Jackie's Bridal & Gifts	apparel - bridal
Westfield	Muddy Bear Designer	apparel - jewelry
West	Shopko - shoes	apparel - shoes
Grand Marsh	Christa's Avon Service	beauty supplies
Oxford	Stoney River Soap Company	beauty supplies
West	Charm Centre Beauty Center	personal care
West	All About You Salon	personal care
West	Nanci's Tuxedo Rental	personal care
West	Nanci's Salon	personal care
East	Lions Park Shelter, Restrooms	personal care
West	Jim's Barber Shop	personal care
West	Allure Day Spa	personal care
East	Ultimate Nails	personal care
East	Bobbi's Curl Up & Dye Beauty	personal care
West	Manscape Barber Shop	personal care
Adams	Main Cuts Salon	personal care
Adams	South Side Salon	personal care
Adams	Side Street Salon	personal care
Adams, East	Marliss' Country Beauty Nook	personal care
Adams, West	Lake View Beauty Salon	personal care
Arkdale	Country Aire Beauty Salon	personal care
Rural, Other	Absolutely Nails	personal care
East	Roseberry's Funeral Home	personal care - funeral
West	A-F Laundromat	laundry
East	Riteway Laundromat	laundry
East	Tropical Aquarium Pet Shop	pet care, supplies
West	Flyin Fur Pet Grooming	pet care, supplies
West	Adams County Animal Shelter	pet care, supplies
Oxford	Adams-Marquette Veterinary Services	pet care, supplies
West	Phillips Roche-A-Cri Pharmacy	pharmacy
West	Shopko - pharmacy	pharmacy
Arkdale	Wholesale Drug Service	pharmacy

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Competitive Inventory of Retail and Service-Based Businesses
 Prepared for the City of Adams, Wisconsin

Exhibit G.2

Side of Hwy. 13	Business Name - description	Category
West	United States Post Office	office services
East	Print Shop, County Court House	office services
Grand Marsh	United States Post Office	office services
Nekoosa / Rome	Hyland's Big Boom Fireworks	party supplies
West	A-F County Market - photo	photo processing
North	Tatumrae Photography	photography
North	Oakridge Photography	photography
Nekoosa / Rome	Reese Embroidery	piece work
Nekoosa / Rome	Action Shirts & Printing	piece work
East	Sports-N-More Embroidery; A-F apparel	piece work
West	Ray's Close Outs	general merchandise
West	Shopko - apparel	general merchandise
West	Dollar General	general merchandise
East	Family Dollar	general merchandise
West	Flags & Poles	gifts
West	Blossom Shop Gifts	gifts
West	Shopko - gifts, cards	gifts
West	Tamarak Designs; Trophies, Medals, Plaques	gifts
East	Fawn Creek Winery - gift shop	gifts
Castle Rock	Castle Rock Trading Post	gifts
Lodi	Endless Love Doll Shop	gifts
West	Log Home Woodcarvings	gifts - artisan
Westfield	Dodge Station Pottery	gifts - artisan
Coloma	Gift and Craft Mall	gifts - crafts
Coloma	Scrapbooking & Beyond	gifts - crafts
East	Linda's Creations	gifts - crafts
West	Buffalo Village Crafts, Gifts	gifts - crafts
Castle Rock	MerCanvas Crafts	gifts - crafts
Oxford	Creative Memories Scrapbooking	gifts - crafts
Rural, Other	Kountry Korner Krafts & Gifts	gifts - crafts

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Competitive Inventory of Retail and Service-Based Businesses
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Side of Hwy. 13	Business Name - description	Category
Nekoosa / Rome	Gary's Golf Club Repair	sporting goods
West	Wisconsin Cartridges	sporting goods
West	Shopko - sporting goods	sporting goods
South	DEZ Arms, Inc. Guns	sporting goods
Castle Rock	Castle Rock Trading Post	sporting goods
Castle Rock	Petenwell Sport Shop	sporting goods
Castle Rock	Wik's World Outdoors Camp	sporting goods
Coloma	Mike's Archery Shop	sporting goods
West	Shopko - toys	toys
Arkdale	608 Recording Studio	music
Rural, Other	Mobile Music Productions	music
West	WDKM 106.1 Radio Station	music - broadcast
East	Curves	fitness
East	Roberts Dance - Arts Studio	fitness - dance
Nekoosa / Rome	Lake Arrowhead Golf	fitness - golf
West	Adams County Fair Grounds	fitness - golf
Arkdale	Northern Bay Golf Resort	fitness - golf
West	Friendship Bowling Alley	entertainment
East	Friendship Lake Beach	entertainment
East	Mound View Golfing	entertainment
West	Pabst Blue Ribbon Volleyball Courts	entertainment
East	Diamond Jim's DJ (part 2)	entertainment
West	Adams Co. Community Ctr.	entertainment
West	Burt Morris Park	entertainment
East	Lions Park Playground	entertainment
West	Adams County Library	entertainment
East	Rank's Music Emporium	entertainment
West	Adams Theater - reopening	entertainment
West	Bowtech Simulation Target Archery	entertainment
Rural, Other	Big Flats Fire & Rescue Street Dance	entertainment
Other	SandCo Players theater troupe	entertainment
East	Masonic Center	meeting space
West	Old Farmers Antique Museum	museum
West	McGowan House	museum
West	Niebull Historic Schoolhouse	museum

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

Side of Hwy. 13	Business Name - description	Category
East	Something Old Something New	used merchandise
West	My Cousin Vinny's Resale	used merchandise
East	Practical Cents Resale Store	used merchandise
East	Adams Flea Market	used merchandise
West	Schoonover Auto Salvage	used merchandise
Castle Rock	Dellwood Flea Market	used merchandise
West	A-F County Market - grocery	grocery
Coloma	Coloma Super Market	grocery
Westfield	Supervalu	grocery
Nekoosa / Rome	Pritzi's Trading Post	convenience
North	Country Corner Deli	convenience
North	Adams Food Pantry	convenience
North	One Stop Shop Mart	convenience
East	BP Convenience Store	convenience
West	Kwik Trip Convenience	convenience
West	Flyte Family Farm Market	convenience
West	Cenex Convenience	convenience
West	Hwy. 13 Cheese	convenience
Grand Marsh	Myrt's Handi Mart	convenience
Penetwell Lake	McCellan Mart	convenience
Castle Rock	Castle Rock Mini Mart	convenience
Castle Rock	Dan's Dam Bait Shop & Convenience	convenience
Coloma	Hoops Travel Center - convenience	convenience
Rural, Other	Braggs Corner	convenience
Rural, Other	J-B Sales - convenience	convenience
Nekoosa / Rome	BP Gasoline	gasoline
East	BP Gasoline Station	gasoline
West	Kwik Trip Gasoline	gasoline
West	Cenex Gas Station	gasoline
Castle Rock	Citgo Gasoline	gasoline
Coloma	Hoops Travel Center - gasoline	gasoline
Coloma	BP Gasoline	gasoline
Coloma	Mobile Gas	gasoline
Rural, Other	J-B Sales - gasoline	gasoline

Source: Field and internet research by LandUse|USA in collaboration with Beckett & Raeder; August 2012. Lists are intended to demonstrate the magnitude of business clusters by general category and to identify categories that are under-represented. Omissions and imperfections are unintentional.

Competitive Inventory of Retail and Service-Based Businesses
 Prepared for the City of Adams, Wisconsin

Exhibit G.5

Side of Hwy. 13	Business Name - description	Category
Coloma	Watertower Wine & Edibles	liquor store
Coloma	Coloma Liquor Store	liquor store
Nekoosa / Rome	Pritzl's Trading Post - liquor	liquor store
North	One Stop Shop Mart - liquor	liquor store
West	A-F County Market - liquor	liquor store
West	Hwy. 13 Store - liquor	liquor store
East	Fawn Creek Winery - wine	liquor store
Oxford	Village Spirits	liquor store
East	Mound View Golf - grill	restaur. - eatery
East	Diamond Jim's Food	restaur. - eatery
West	Who Cares? Grill	restaur. - eatery
West	Coffee A Go Go	restaur. - eatery
West	Kwik Trip Hot Food	restaur. - eatery
East	Rank's Tavern & Famous Pork Sandwiches (2)	restaur. - eatery
West	Adams Theater Snacks	restaur. - eatery
West	Five O'Clock Somewhere Food	restaur. - eatery
West	Bhive Food	restaur. - eatery
East	R G's Antler Ridge	restaurant
North	Reza's Lakeview Restaurant	restaurant
West	Spot in the Woods - restaurant	restaurant
West	Friendship Café	restaurant
East	Papa's Pizza and Pasta	restaurant
East	Main Street Station, Prime Rib	restaurant
East	Country Skillet	restaurant
East	Golden City Chinese Food	restaurant
West	Mama De Luca's Pizza Now!	restaurant
West	Subway	restaurant
West	McDonald's	restaurant
Castle Rock	Splash Waterfront Restaurant	restaurant
Castle Rock	Carlson's Rustic Ridge Supper Club	restaurant
Rural, Other	J-B Country Kitchen	restaurant
West	A-F County Market - deli, bakery	specialty - bakery
East	Jessica's Sweet Treats	specialty - catering
Coloma	Double J's Coffee & Cream	specialty - coffee
East	Flavor Twist Ice Cream Shop	specialty - ice cream
Coloma	Smoker's Edge	specialty - smoking

Source: Field and internet research by LandUse|USA in collaboration with Beckett & Raeder; August 2012. Lists are intended to demonstrate the magnitude of business clusters by general category and to identify categories that are under-represented. Omissions and imperfections are unintentional.

Competitive Inventory of Retail and Service-Based Businesses
 Prepared for the City of Adams, Wisconsin

Exhibit G.6

Side of Hwy. 13	Business Name - description	Category
East	Mound View Golf - bar	drinking estab.
West	Spot in the Woods - Miller High Life	drinking estab.
West	Friendship Bar (Pabst Blue Ribbon)	drinking estab.
East	Diamond Jim's Corner Bar (part 1)	drinking estab.
West	Who Cares? Bar	drinking estab.
West	Friendship Hotel Beer Garden - reopening	drinking estab.
East	Rank's Tavern, Music Emporium (2)	drinking estab.
West	Five O'Clock Somewhere Tavern	drinking estab.
West	Hwy. 13 Tavern	drinking estab.
West	Bhive Beer	drinking estab.
Castle Rock	Splash Waterfront Bar	drinking estab.
Castle Rock	Carlson's Rustic Ridge Lounge	drinking estab.
Castle Rock	Costa Ricky's Beach Bar	drinking estab.
Castle Rock	Boomer's Pub	drinking estab.
Castle Rock	Old Style Beer Tavern	drinking estab.
West	Stratford Factory Direct Log Furniture	furniture
West	Country Shed Mattress Stroe	furniture
Westfield	Don's Upholsteryland	furniture - repair
West	Shopko - home furnishings	home furnishings
Castle Rock	JPM Enterprises, Inc. Computer Repair	electronics
East	Lennox Appliances	appliances
West	Esser Appliance, New & Used	appliances
East	Country Shed Repair Used Appliance Repair (1)	appliances
East	U.S. Cellular	telecomm.
East	Dish Satellite	telecomm.
East	Element Mobile	telecomm.
Nekoosa / Rome	Reynolds - hardware	hardware
West	Ace Hardware, Rental	hardware
East	Husqvarna Lawn Tools	hardware
East	Lamperts hardware	hardware
South	Thiesen's - hardware	hardware
Castle Rock	Piatek Trading Post	hardware
Westfield	Virchs True Value	hardware
Oxford	Borud's True Value Hardware	hardware
Arkdale	Dellwood Plumbing and Heating	hardware

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Competitive Inventory of Retail and Service-Based Businesses
 Prepared for the City of Adams, Wisconsin

Exhibit G.7

Side of Hwy. 13	Business Name - description	Category
East	Dean's Cabinets	home - cabinets
Rural, Other	Andrew Bucaro Custom Cabinetry	home - cabinets
West	Woodscraft Homes - remodeling	home - design
West	Stratford Homes - design center	home - design
West	Semco Window & Doors	home - doors
Rural, Other	BK Windows and Doors, Inc.	home - doors
Nekoosa / Rome	Fireplaces Efficient	home - fireplaces
Rural, Other	Gluchman HVAC-R, Fireplaces	home - fireplaces
East	Friendship Home Center	home - floors
East	Flooring Central	home - floors
Westfield	McCartney Carpet	home - floors
Rural, Other	Krueger HVAC, Flooring	home - floors
Nekoosa / Rome	Home Pro - appliance	home - heat, cool
Adams	Lenox Heating	home - heat, cool
Rural, Other	Gluchman HVAC-R, Fireplaces	home - heat, cool
Rural, Other	Krueger HVAC	home - heat, cool
Rural, Other	JSR Industries Lighting	home - lighting
Nekoosa / Rome	Reynolds - lumber	home - lumber
East	Lamperts Lumber	home - lumber
South	Thiesen's - lumber	home - lumber
Oxford	Oxford Lumber & Supply	home - lumber
South	Rogers Paint Company, Inc.	home - paint
Nekoosa / Rome	Home Pro - roofing	home - roofs
Adams, East	JD Electrician	electrical service
Rural, Other	J C's Heating & Electrician	electrical service
West	Uninterruptible Power Products	electrical supply
West	Blossom Shop Flowers	landscape - floral
West	A-F County Market - floral	landscape - floral
Westfield	Spees Floral & Greenhouses	landscape - floral
Oxford	Expressions In Bloom	landscape - floral
West	Twin Creeks Nursery & Greenhouse	landscaping
Arkdale	Ken's Garden Center	landscaping
Rural, Other	Gary's Tree Service	landscaping
Rural, Other	R-U Stumped Stump Grinding	landscaping
Rural, Other	A1 Lawn Sprinklers	landscaping
Rural, Other	Full Cycle Tree Farm	landscaping

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Competitive Inventory of Retail and Service-Based Businesses
 Prepared for the City of Adams, Wisconsin

Exhibit G.8

Side of Hwy. 13	Business Name - description	Category
North	Akorn Inn	hotel, motel
North	Inn of the Pines	hotel, motel
North	Duck Creek Lodge	hotel, motel
East	Anchors Inn Resort	hotel, motel
West	Friendship Hotel	hotel, motel
West	Friendship Lodge Motel	hotel, motel
East	Oak Crest Motel	hotel, motel
East	Super 8 Motel	hotel, motel
Castle Rock	Michael's Landing Resort	hotel, motel
Castle Rock	Camelot Motel	hotel, motel
Castle Rock	Castle Rock Lake Motel	hotel, motel
Castle Rock	Water's Edge Resort Cabins	hotel, motel
Castle Rock	Hiawatha Resort Motel	hotel, motel
Oxford	Parker Lake Lodge	hotel, motel
North	Pineland Camping Park	camping
West	Roche-A-Chi State Park	camping
West	Dells Christian Campground	camping
Castle Rock	Castle Rock Lake R.V. Park	camping
Rural, Other	Point Bluff Resort	camping
Arkdale	Ukarydee Equestrian Camping	camping - equestrian
Friendship	Quad D Ranch Riding Stable	stable - equestrian
Castle Rock	Castle Rock Horse Trails	trails - equestrian
Vesper	Wisconsin Buskin Horse Assoc.	assoc. - equestrian

Source: Field and internet research by LandUse|USA in collaboration with Beckett & Raeder; August 2012. Lists are intended to demonstrate the magnitude of business clusters by general category and to identify categories that are under-represented. Omissions and imperfections are unintentional.

Competitive Inventory of Retail and Service-Based Businesses
 Prepared for the City of Adams, Wisconsin

Exhibit G.9

Side of Hwy. 13	Business Name - description	Category
West	U-Haul Neighborhood Dealer	car rental
East	HertzRent2Buy Used Cars	car rental
West	Adams County Saferide	car rental - taxi
West	A-F Motors	auto dealer - new
East	Big River Motor Sports	auto dealer - sports
Penetwell Lake	Evenson's Marine and Motorsports	auto dealer - sports
Arkdale	Honyak Polaris Snowmobiles	auto dealer - sports
Castle Rock	Edgewater Marine Motor Sports	auto dealer - sports
Westfield	Bignell's Power Sports	auto dealer - sports
Oxford	Oxford Golf Cars	auto dealer - sports
East	Friendship Lake Boat Launch	auto dealer - sports
Castle Rock	Bayview Marina Slips	auto dealer - sports
North	Ed's Auto	auto dealer - used
North	LRS Auto Sales	auto dealer - used
East	Trez's Friendship Motors	auto dealer - used
East	used car lot	auto dealer - used
East	Main Street Motors	auto dealer - used
South	Easton Motors	auto dealer - used
Westfield	Westfield Motor Sales	auto dealer - used
Oxford	Coast 2 Coast Motors	auto dealer - used
Rural, Other	Sparby Auto Sales	auto dealer - used
Rural, Other	LRS Auto Sales	auto dealer - used
Rural, Other	Ed's Auto	auto dealer - used
East	J & G Rebuilders & Supply	auto parts
West	Shopko - automotive parts	auto parts
East	CarQuest Auto Parts	auto parts
East	Napa Auto Parts	auto parts
Rural, Other	Morgie's Auto Parts	auto parts
Penetwell Lake	Roller's Auto Salvage	salvage
Rural, Other	KAM Recycling, Salvage	salvage
Rural, Other	Roller's Auto Salvage	salvage
Rural, Other	Harper's Salvage S&S	salvage

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

Exhibit G.10

Side of Hwy. 13	Business Name - description	Category
East	American Auto Body	auto service
East	Main Street Car Wash	auto service
West	Blue Flame Muffler Center	auto service
West	GMJ Automotive	auto service
West	Ron's Body Shop	auto service
East	Riteway Car Wash	auto service
East	Riteway Quick Lube	auto service
West	Pfeiffer's Auto Repair	auto service
Castle Rock	MerCanvas Vinyl Upholstery	auto service
Rural, Other	American Auto Body	auto service

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

Exhibit G.11

Side of Hwy. 13	Business Name - description	Category
East	Friendship Ranger Station	government
West	City Nursery Tree Replacement Program	government
West	Friendship Fire Department	government
East	Adams County Jail	government
East	Adams County Courthouse	government
West	Adams Co. Municipal Building	government
West	Adams Co. Police Dept.	government
West	Adams Co. Fire Dist.	government
West	Adams County Heritage Center	agency
East	Adams County Chamber of Commerce & Tourism	agency
East	Adams County Rural & Industrial Development Commission	agency
East	Family Resource Ctr. Adams Co.	agency
West	Wisconsin Job Center Adams County	agency
West	Presidential Campaign Office	agency
East	Adams County Chamber of Commerce - gone	agency
Rural, Other	DMV - Dept. of Motor Vehicles	agency
East	Adams-Friendship High School	education
East	Adams-Friendship Middle School	education
West	Midstate Technical College	education
West	Anderson & Shapiro Eye Care	health care
West	Moundview Memorial Clinics	health care
West	Moundview Memorial Hospital	health care
West	Mid-Town Dental Associates	health care
West	Curtis Ambulance Adams Division	health care
West	Liberty Manor Assisted Living	health care
West	North Star Services Adult Day Care	health care
West	Wall Chiropractic	health care
West	Northland Community Service	health care
West	Baumgart Chiropractic Clinic	health care
West	Family Planning Health Services	health care
West	GeminiCares Home Health Care	health care
West	Forever Young Holistic Medicines	health care
East	Preferred Home Health Solutions	health care
West	Adams Dental Clinic	health care
East	Dawn's Massage Therapy	health care
East	A-F Family Chiropractic	health care
Adams	Headstart (relocated)	day care

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Competitive Inventory of Retail and Service-Based Businesses
Prepared for the City of Adams, Wisconsin

Side of Hwy. 13	Business Name - description	Category
East	ATM Machine	financial
West	ATM Inside	financial
West	Grand Marsh State Bank	financial
West	M & I Bank of Adams/Friendship	financial
West	Central Wisconsin Financial Services	financial
West	Royal Bank	financial
East	Professional Retirement Planning	financial
East	Coldwell Banker	financial
Rural, Other	Hower Financial Retirement Planning	financial
East	State Farm Insurance	insurance
West	Grand Marsh Insurance Agency	insurance
West	American Family Insurance	insurance
West	Hometown Community Insurance	insurance
East	Farmers Insurance Group; Murph's	insurance
East	landman Realty	real estate
East	Farm Urban Realty	real estate
West	Adams County Land Titles	real estate
East	Adams Friendship Title Company	real estate
East	MSA Engineering and Surveying	real estate
West	Javelec Realty	real estate
West	Heartland Title Ltd.	real estate
East	Whitemarsh Realty	real estate
East	Scottie Realty, Inc.	real estate
Castle Rock	Coldwell Banker Realty	real estate
West	Hollman Pollex Attorneys	legal services
West	Wood Law Office, LLC	legal services
West	Srenock Law Office	legal services
West	Croke Attorney at Law	legal services
East	Friendship Tax & Accounting	accounting
East	Wokosin CPA	accounting
East	H & R Block	accounting

Source: Field and internet research by LandUse|USA in collaboration with Beckett & Raeder; August 2012. Lists are intended to demonstrate the magnitude of business clusters by general category and to identify categories that are under-represented. Omissions and imperfections are unintentional.



*The Village of Adams, Wisconsin
Downtown Enhancement Strategy*

H. Supplemental Materials

*Prepared by:
LandUse|USA, LLC*



*In collaboration with:
Beckett & Raeder*



Selected Destination and Niche Stores
Stevens Point and Plover, Wisconsin

Count	Store Name	Count	Store Name
1	Menards	19	Big Lots
2	Wal-Mart Supercenter	20	Gamestop
3	Lowe's Home Impvmt.	21	Jay-Mar Pet Supplies
4	Best Buy	22	Galaxy Hobby
5	Shopko	23	Bucks N Bulls Archery
6	Kohl's Dept. Store	24	Sally Beauty Supply
7	Petco	25	Maurices
8	Michael's Crafts	26	Hallmark
9	MC Sports	27	Deb Quilting
10	Sears	28	Extreme Scooters
11	Copps Grocery	29	Ben Franklin
12	Sears Hometown Store	30	Land's End
13	Younkers	31	Slumberland Furniture
14	Target Discount	32	Rue 21
15	Mills Fleet Farm	33	Payless Shoes
16	Walgreens Pharmacy	34	Fashion Bug
17	Kmart	35	Jo-Ann Fabric & Craft
18	Staples		

Selected Destination and Niche Stores
Wisconsin Rapids, Wisconsin

Count	Store Name	Count	Store Name
1	Tractor Supply Co.	15	Maurices
2	Wal-Mart Supercenter	16	Gamestop
3	Walgreens	17	Smart Monkey Toys
4	Shopko	18	Lighthouse Books, Gifts
5	Sears Hometown Store	19	Anderson Drapery
6	Ace Hardware	20	Aquarium Pet Shop
7	Copps Grocery	21	Bring's Cycling & Fitness
8	Aldi Grocery	22	Aurora Pharmacy
9	Younkers	23	Heid Music
10	JC Penney	24	Home Medical Equipment
11	IGA Foodliner	25	Kathy's Bridal Boutique
12	Reynolds Lumber, Hardware	26	Christopher & Banks
13	Home Depot	27	Family Natural Health Foods
14	Staples		

Source: In-person field inventory and internet research conducted by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Selected Destination and Niche Stores
Necedah, Lake Delton, and Mauston, Wisconsin

Count	Market	Store Name	Count	Market	Store Name
1	Necedah	True Value Hardware	1	Mauston	Festival Foods
2	Necedah	Napa Auto Parts	2	Mauston	Dollar General
3	Necedah	Dollar General	3	Mauston	BigKmart
4	Necedah	North Country General Store	4	Mauston	Lamperts Lumber & Hardware
5	Necedah	JMJ Books, Religious Goods	5	Mauston	True Value Hardware
6	Necedah	Carter's Antiques and Resale	6	Mauston	Mauston Home Furniture & Appliances
7	Necedah	Northland Antiques	7	Mauston	Walgreens
8	Necedah	Tru-Test Quality Paints	8	Mauston	Harley Davidson Dealership
9	Necedah	J-B Deli-Bakery	9	Mauston	Ray's Shoes
10	Necedah	Red Hen Antiques	10	Mauston	Thayer's Jewelry
11	Necedah	Lenny's Lumber	11	Mauston	Phillips Pharmacy
12	Necedah	Pawn & Gun Shop	12	Mauston	Trophy Place
13	Necedah	Papa Bears Northwoods Furn.	13	Mauston	Clement's Furniture, Appliances
1	Lake Delton	Home Depot (8/2001)	14	Mauston	Red Geranium Framing & Gifts
2	Lake Delton	Wal-Mart S.C. (5/2002)	15	Mauston	Treasured Words Book Store
3	Lake Delton	Kohl's Dept. Store (8/2004)	16	Mauston	Flooring Store
4	Lake Delton	Jo-Ann Fabric	17	Mauston	McKinney's Home Decorating
5	Lake Delton	Dollar Tree	18	Mauston	Benjamin Moore Paints
6	Lake Delton	Get It Now! Furn., Appliance	19	Mauston	Kim's Floral & Gifts
7	Lake Delton	Tanger Outlet Center	20	Mauston	Lulich Landscaping
			21	Mauston	Winding Rivers Yard, Garden, Gifts

Source: In-person field inventory and internet research conducted by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Employment and Sales by Business Category for Top Employers
City of Adams, Wisconsin - Primary Trade Area - 2011

Company Name	Community	Local No. of Workers	Total No. of Workers	Head- Quarter Location?	Local Annual Sales	Avg. Sales per Workers	NAICS-3
Public Administration							
County of Adams	Friendship	240	440	Yes	n/a	n/a	921
City of Adams City Hall	Adams	8	11	Yes	n/a	n/a	921
Friendship Village Fire Dept	Friendship	5	5	--	n/a	n/a	922
Educational Services							
Adams-Friendship Schools	Friendship	50	271	Yes	\$11,900,000	\$238,000	611
Utilities							
Adams-Columbia Electric	Friendship	53	115	Yes	\$55,703,280	\$1,051,005	221
Health Care, Social Assistance							
Esmaili Muhammed Dr	Friendship	15	15	--	\$430,000	\$28,667	621
Roche-A-Cri Clinic	Friendship	12	12	--	\$800,000	\$66,667	621
R & J Medical Transp.	Friendship	7	7	--	\$340,000	\$48,571	621
Mid-Towne Dental Assoc.	Friendship	6	6	--	\$200,000	\$33,333	621
Schindlbeck R J							
Joseph R Parlante DDS	Adams	5	5	--	\$150,000	\$30,000	621
Adams Dental Clinic							
Moundview Mem Hospital and Clinics	Friendship	0	150	Yes	\$15,707,649	\$104,718	622
Liberty Manor	Adams	27	27	--	\$720,000	\$26,667	623
Friendship Products	Adams	25	25	--	\$640,000	\$25,600	624
Adams County Child Dev Ctr Learning On Linden	Adams	5	5	--	\$135,508	\$27,102	624
Home Child Care	Adams	5	5	--	\$97,000	\$19,400	624

n/a indicates that the data is not available. Includes establishments with 5 or more employees only.

Source: Dunn & Bradstreet data; analysis by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Employment and Sales by Business Category for Top Employers
City of Adams, Wisconsin - Primary Trade Area - 2011

Company Name	Community	Local No. of Workers	Total No. of Workers	Head- Quarter Location?	Local Annual Sales	Avg. Sales per Workers	NAICS-3
Manufacturing							
Manternach Development Terrace Homes	Friendship	100	100	--	\$9,600,000	\$96,000	321
Wally World	Adams	5	5	--	\$420,000	\$84,000	321
Wisconsin Tool & Mold Co.	Friendship	25	25	--	\$2,400,000	\$96,000	326
Pingel Enterprise	Adams	18	18	--	\$1,900,000	\$105,556	336
Uninterruptible Power Pdts	Friendship	11	11	--	\$1,000,000	\$90,909	335
J & G Rebuilders & Supply	Friendship	6	6	--	\$500,000	\$83,333	336
Wholesale Trade							
Wiscosin River Coop Service Do It Best Hardware Store CENEX Travel Mart	Adams	48	85	Yes	\$19,574,895	\$407,810	424
Hintz Welding, Excavating	Adams	6	6	--	\$490,000	\$81,667	423
Construction							
Fenner Excavating & Trucking	Friendship	15	15	--	\$1,000,000	\$66,667	238
Lens Drywall Service	Adams	11	11	--	\$720,000	\$65,455	238
Docken Concrete	Adams	10	10	--	\$1,000,000	\$100,000	238
Rhinehart Metal Buildings	Friendship	8	8	--	\$760,000	\$95,000	236
Pattens Concrete	Friendship	7	7	--	\$1,000,000	\$142,857	238
Larry Jones Lj Construction	Arkdale	5	5	--	\$330,000	\$66,000	236
Andreas Enterprises	Adams	5	5	--	\$410,000	\$82,000	238
Agriculture, Forestry							
Bula-Gieringer Farms M & S Ventures	Friendship	0	25	Yes	\$1,400,000	\$56,000	111
P & R Packing	Friendship	12	12	--	\$1,100,000	\$91,667	115
Shiprock Farms	Friendship	9	9	--	\$1,000,000	\$111,111	111
Wagner Farms Adams Co.	Grand Marsh	7	7	--	\$560,000	\$80,000	111
Jeffrey B Tenpas	Friendship	5	5	--	\$220,000	\$44,000	111
Wallendal Supply	Grand Marsh	5	5	--	\$460,000	\$92,000	111

n/a indicates that the data is not available. Includes establishments with 5 or more employees only.

Source: Dunn & Bradstreet data; analysis by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Employment and Sales by Business Category for Top Employers
City of Adams, Wisconsin - Primary Trade Area - 2011

Company Name	Community	Local No. of Workers	Total No. of Workers	Head- Quarter Location?	Local Annual Sales	Avg. Sales per Workers	NAICS-3
Finance, Insurance							
Royal Neighbors of America CAMP 3468	Friendship	5	5	--	\$310,000	\$62,000	524
Information							
Media Communications Friendship Times-Reporter	Adams	12	12	--	\$570,000	\$47,500	511
Adams Theater & Video	Adams	5	5	--	\$120,000	\$24,000	512
Roche A Cri Broadcasting WDKM-FM Stereo 1061	Friendship	6	6	--	\$280,000	\$46,667	515
Real Estate Related							
Appraisal Parr & Consulting	Adams	15	15	--	\$460,000	\$30,667	531
Parr Belva M Realty Coldwell Banker	Adams	14	14	--	\$700,000	\$50,000	531
Pavelec Realty	Adams	2	9	--	\$500,000	\$250,000	531
Professional, Scientific, Technical							
Wendy Kipfer	Friendship	8	8	--	\$190,000	\$23,750	541
Adams County Land Titles Frindship	Friendship	5	5	--	\$240,000	\$48,000	541
Hollman & Pollex	Friendship	5	5	--	\$280,000	\$56,000	541
Administrative Support							
Emil L Fosnow Jr	Friendship	5	5	--	\$220,000	\$44,000	561
Other Services							
Goodvillage Foundation Tribal World Trade, Bear Clan Royalty	Friendship	10	10	--	\$360,000	\$36,000	813
Zion Temple Christian Ministries	Adams	6	6	--	\$120,000	\$20,000	813
Gmj Automotive	Adams	5	5	--	\$260,000	\$52,000	811
Arkdale Trinity Lutheran Church	Arkdale	5	5	--	\$170,000	\$34,000	813
Transportation							
First Class Taxi Service	Friendship	5	5	--	\$170,000	\$34,000	485

n/a indicates that the data is not available. Includes establishments with 5 or more employees only.

Source: Dunn & Bradstreet data; analysis by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

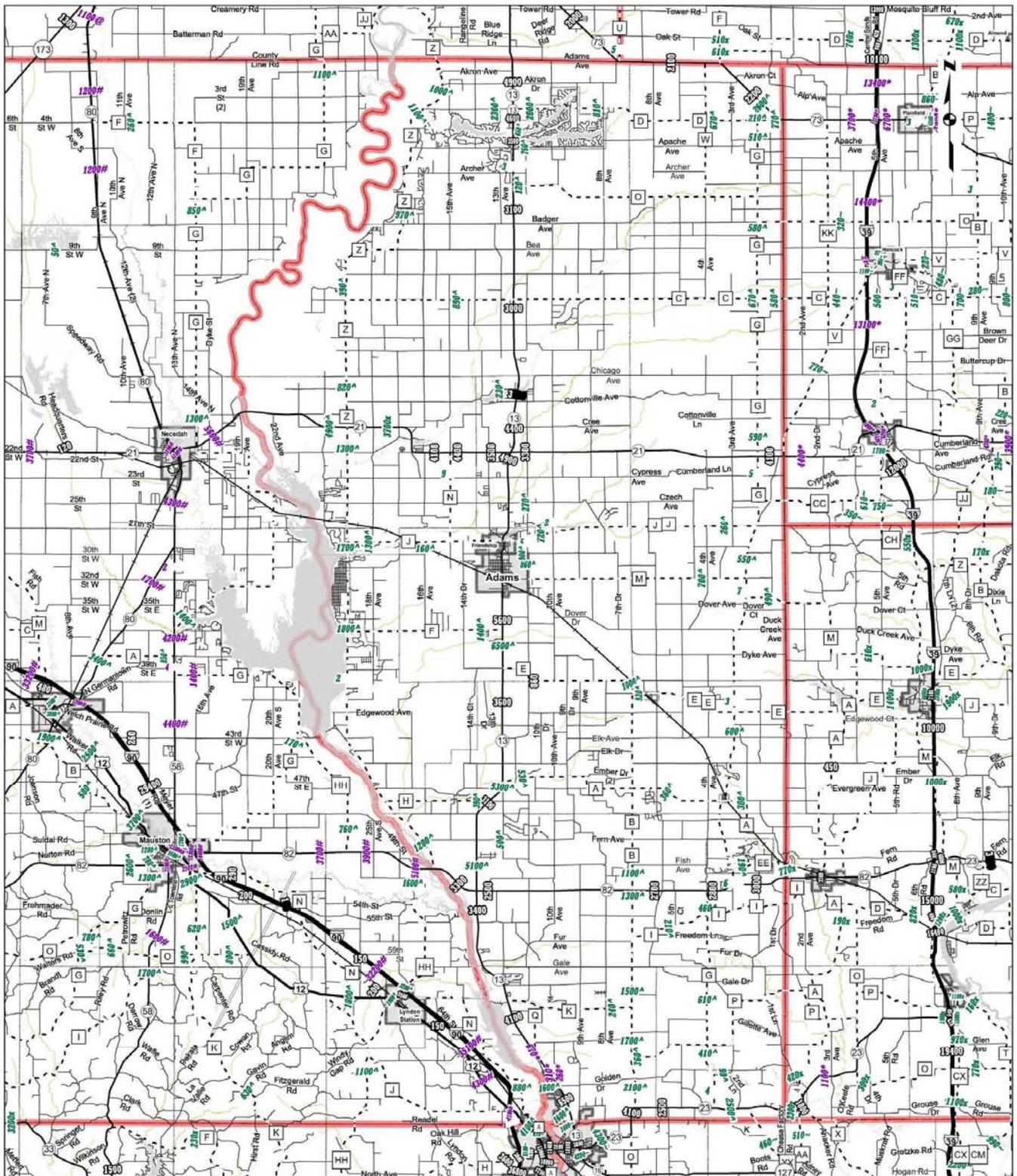
Employment and Sales by Business Category for Top Employers
City of Adams, Wisconsin - Primary Trade Area - 2011

Company Name	Community	Local No. of Workers	Total No. of Workers	Head- Quarter Location?	Local Annual Sales	Avg. Sales per Workers	NAICS-3
Retail Trade							
Shopko/Pamida ¹	Adams	25	--	--	\$4,500,000	\$180,000	44
County Market ¹	Adams	30	30	--	\$6,900,000	\$230,000	445
Cell Plus	Adams	35	35	--	\$1,800,000	\$51,429	443
Barnes Hardware LLC	Adams	25	25	--	\$2,700,000	\$108,000	444
Ace of Adams							
Practical Cents Resale	Friendship	24	24	--	\$560,000	\$23,333	453
A-F Motors	Adams	18	18	--	\$3,700,000	\$205,556	441
Roche A Cri Gas Service	Adams	12	12	--	\$800,000	\$66,667	454
Edgewater Marine	Friendship	9	9	--	\$1,500,000	\$166,667	441
Steffco Supply	Adams	5	8	Yes	\$196,604	\$39,321	444
Pump 24 Coop	Adams	8	8	--	\$710,000	\$88,750	445
Phillips Roche-A-Cri Clinic Pharmacy	Friendship	8	8	--	\$1,200,000	\$150,000	446
Crossroads Enterprises	Friendship	7	7	--	\$900,000	\$128,571	447
Friendship Corners							
Caroles Fashion Delights	Adams	6	6	--	\$240,000	\$40,000	448
Arts, Entertainment, Recreation							
Roche-A-Cri Recreation	Friendship	9	9	--	\$400,000	\$44,444	713
Longview, Moundview Golf							
Accommodations, Food Service							
Northern Bay Golf Resort Marina	Arkdale	52	52	--	\$1,900,000	\$36,538	721
Carlson & Carlson Rustic Ridge	Friendship	20	20	--	\$640,000	\$32,000	722
Kuvon Dellwood Pavilion Dellwood Pav. Supper Club	Friendship	16	16	--	\$480,000	\$30,000	722
Main Street Station	Adams	15	15	--	\$460,000	\$30,667	722
Adams Development	Adams	12	12	--	\$590,000	\$49,167	721
Super 8 Motel							
Krizan-Steberl	Friendship	7	7	--	\$143,902	\$20,557	722
Friendship Bar & Bowl							
Boomers Pub	Friendship	6	6	--	\$150,000	\$25,000	722

n/a indicates that the data is not available. Includes establishments with 5 or more employees only.

Source: Dunn & Bradstreet data; analysis by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

¹ Shopko/Pamida and County Market estimates interpolated by LandUse|USA.

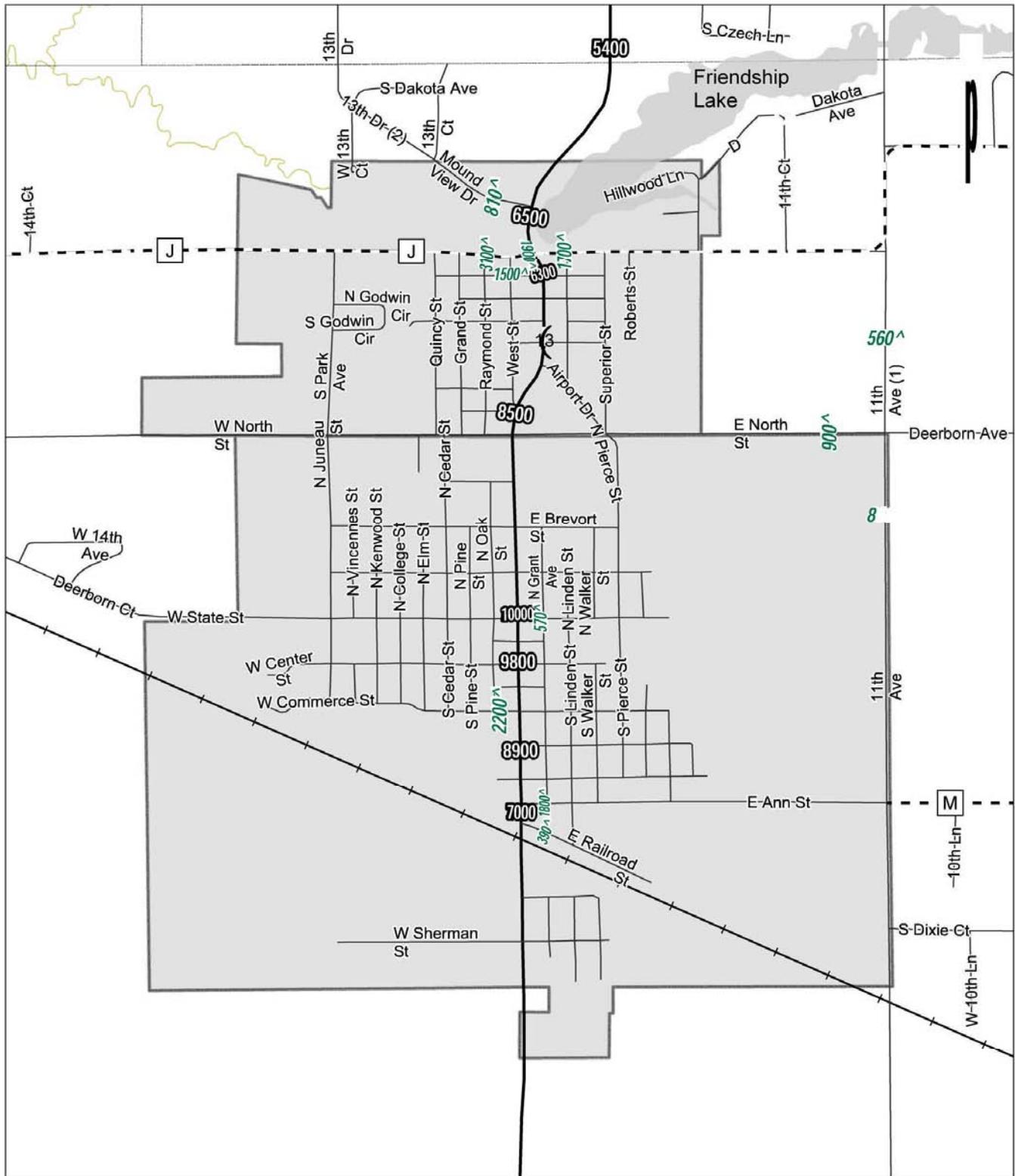


2008
 ADAMS County
 Annual Average Daily Traffic

9999 - AADT - 2003
 9999# - AADT - 2007 9999^ - AADT - 2004
 9999* - AADT - 2006 9999~ - AADT - 2003
 9999@ - AADT - 2005 9999x - AADT - 2002 or older
 - Character following AADT on map designates year
 - AADT for RAMPS lie parallel to road
 - AADT for Roads lie perpendicular to road

- Legend**
- IH
 - USH
 - STH
 - CTH
 - Local Roads
 - Railroads

Source: Wisconsin Department of Transportation.



2008
 City of ADAMS/Village of FRIENDSHIP
 ADAMS County
 Annual Average Daily Traffic

9999 - AADT - 2003
 9999# - AADT - 2007 9999^ - AADT - 2004
 9999* - AADT - 2006 9999~ - AADT - 2003
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 - Character following AADT on map designates year
 - AADT for RAMPS lie parallel to road
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Legend

- IH
- USH
- STH
- CTH
- Local Roads
- Railroads

Source: Wisconsin Department of Transportation.



*The Village of Adams, Wisconsin
Downtown Enhancement Strategy*

I. Rental Housing Assessment

*Prepared by:
LandUse|USA, LLC*



*In collaboration with:
Beckett & Raeder*



Multi-Family Residential Units - Construction Trends
 Adams County and the City of Adams, Wisconsin

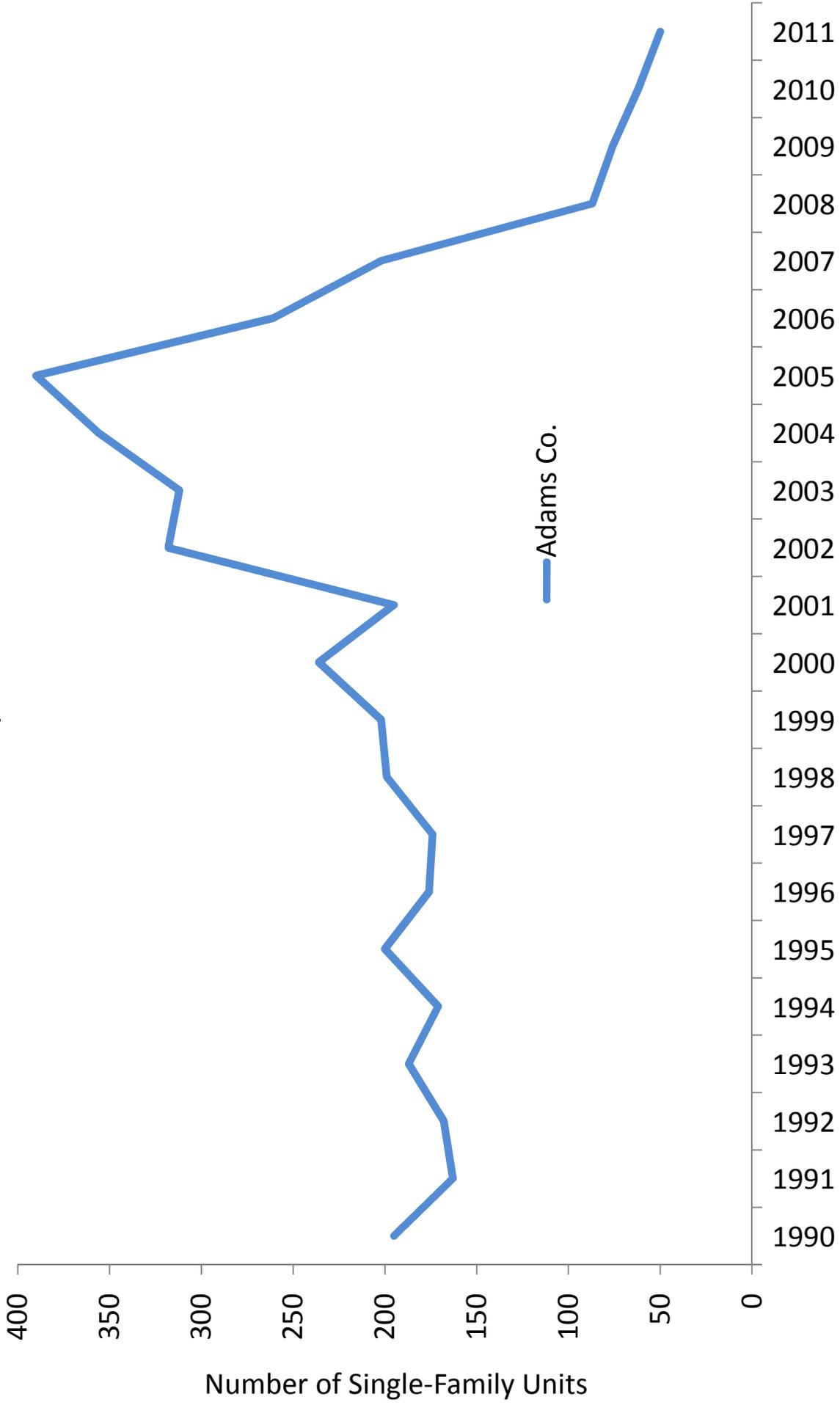
Exhibit I.1

Multi-Family Year	No. of Units Adams Co.	Construction Cost Adams Co.	Cost per Unit Adams Co.	No. of Units City of Adams	City's Share
1990	1	\$80,000	\$80,000	--	--
1991	2	\$139,000	\$69,500	--	--
1992	0	--	--	--	--
1993	0	--	--	--	--
1994	2	\$85,000	\$42,500	--	--
1995	24	\$750,000	\$31,250	--	--
1996	11	\$240,000	\$21,818	8	72.7%
1997	7	\$175,000	\$25,000	--	--
1998	2	\$300,000	\$150,000	--	--
1999	4	\$400,000	\$100,000	--	--
2000	8	\$400,000	\$50,000	4	50.0%
2001	18	\$1,155,000	\$64,167	11	61.1%
2002	0	--	--	--	--
2003	2	\$360,000	\$180,000	--	--
2004	2	\$350,000	\$175,000	--	--
2005	30	\$2,320,000	\$77,333	26	86.7%
2006	4	\$685,000	\$171,250	--	--
2007	22	\$1,757,000	\$79,864	22	100.0%
2008	--	--	--	--	--
2009	--	--	--	--	--
2010	--	--	--	--	--
2011	--	--	--	--	--
<i>Extrapolations</i>					
Average =	8	--	--	4	--
Avg. Peak =	24	--	--	16	--
Years Skipped =	4	--	--	4	--

Source: U.S. Census computations based on reported numbers.

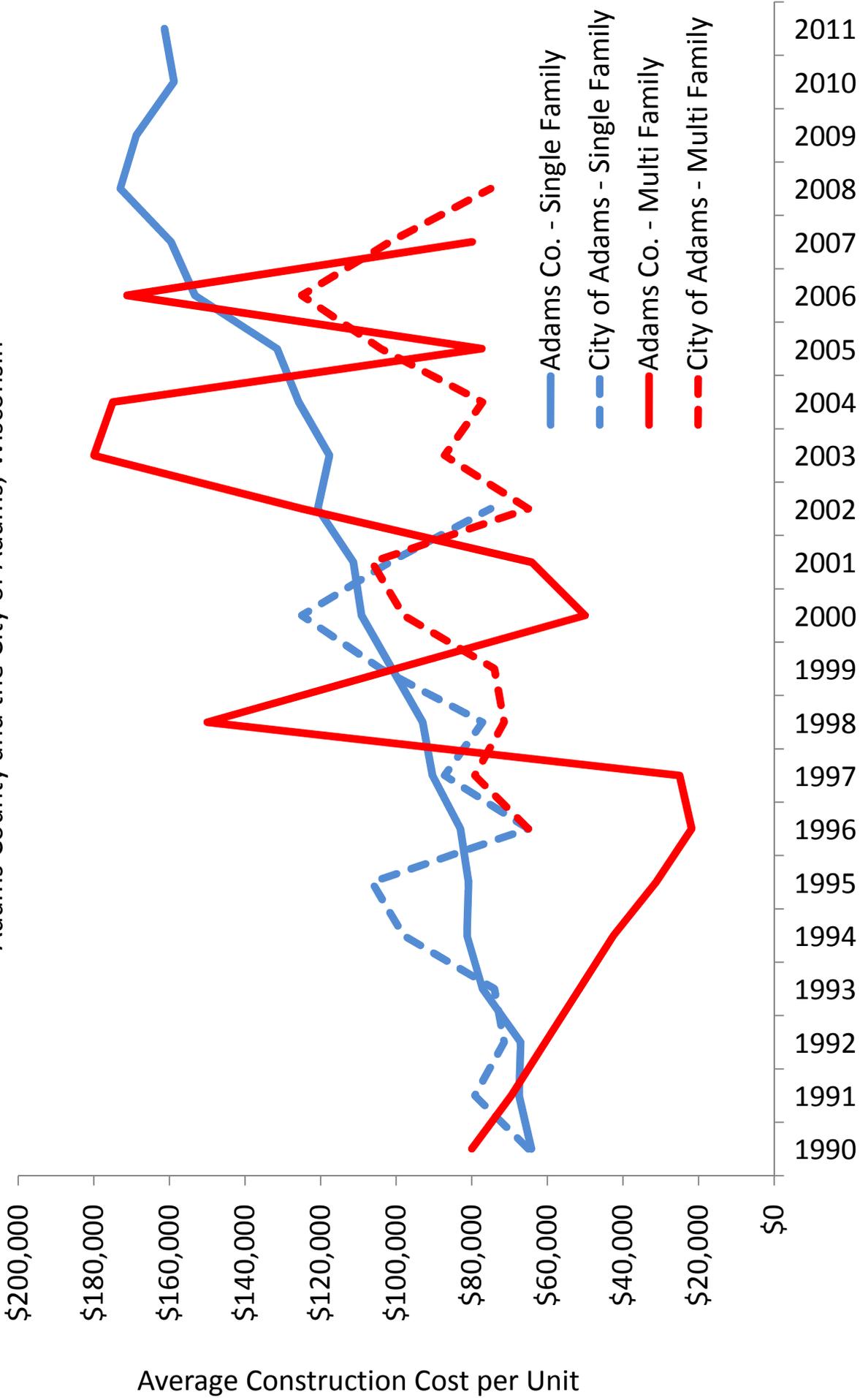
Prepared by LandUse|USA in collaboration with Beckett & Raeder; October 2012.

Number of Single-Family Building Permits Adams County, Wisconsin



Source: US Census computations based on reported numbers. Analysis by LandUse | USA in collaboration with Beckett & Raeder; September 2012.

Average Construction Cost per Unit
Adams County and the City of Adams, Wisconsin



Source: US Census computations based on reported numbers. Analysis by LandUse|USA in collaboration with Beckett & Raeder; September 2012.

Existing Rental Units by Monthly Contract Rent
Selected Counties in Wisconsin

	Adams County		Columbia County		Portage County		Sauk County		Wood County	
	Percent	County Total	Percent	County Total	Percent	County Total	Percent	County Total	Percent	County Total
Total:	--	1,613	--	5,863	--	8,889	--	7,181	--	8,101
With cash rent:	--	1,420	--	5,508	--	8,546	--	6,638	--	7,581
< \$100	0.0%	0	0.2%	9	0.3%	27	1.7%	112	1.3%	99
\$100-\$149	3.2%	46	1.0%	55	0.9%	73	1.0%	64	0.8%	59
\$150-\$199	3.7%	52	4.0%	220	0.9%	77	2.3%	150	3.3%	247
\$200-\$249	6.1%	87	2.8%	152	2.7%	229	3.7%	247	4.3%	326
\$250-\$299	4.4%	62	1.8%	97	2.1%	181	1.7%	110	2.8%	215
\$300-\$349	9.2%	130	3.2%	177	6.5%	553	3.0%	201	8.2%	620
\$350-\$399	7.0%	100	5.0%	278	6.9%	591	4.5%	296	6.9%	524
\$400-\$449	14.9%	212	9.9%	544	12.7%	1,087	7.6%	505	18.6%	1,407
\$450-\$499	9.4%	134	7.3%	401	14.2%	1,216	6.2%	410	16.9%	1,279
\$500-\$549	18.0%	255	7.9%	434	8.2%	702	11.5%	763	7.2%	549
\$550-\$599	6.5%	92	11.1%	612	11.5%	985	12.5%	828	8.5%	645
\$600-\$649	8.2%	117	9.3%	512	8.8%	750	11.1%	737	9.5%	718
\$650-\$699	3.8%	54	7.2%	397	7.3%	622	9.6%	639	3.7%	284
\$700-\$749	1.8%	26	7.6%	417	5.5%	471	9.6%	636	2.1%	160
\$750-\$799	1.1%	16	3.7%	206	4.1%	354	3.8%	249	1.8%	135
\$800-\$899	1.8%	25	9.3%	510	4.0%	346	5.3%	353	1.7%	128
\$900-\$999	0.0%	0	4.5%	246	0.6%	53	1.6%	107	0.1%	7
\$1,000-\$1,249	0.0%	0	3.2%	175	1.6%	135	2.0%	130	0.4%	29
\$1,250-\$1,499	0.0%	0	0.2%	12	0.4%	31	0.8%	53	0.2%	17
\$1,500-\$1,999	0.0%	0	0.2%	10	0.4%	37	0.4%	25	0.1%	8
\$2,000+	0.8%	12	0.8%	44	0.3%	26	0.3%	23	1.6%	125
No cash rent		193		355		343		543		520

Med. Hhld. Inc. (2011) \$40,104 \$55,976 \$52,353 \$50,739 \$47,545
 Adams Index to Comp. 1.00 0.72 0.77 0.79 0.84

Source: U.S. Census American Community Survey (ACS) with blended estimates for the past 3 years (2008-2010.)
 Exhibit and percents prepared by LandUseUSA in collaboration with Beckett & Raeder, October 2012.

Multi-Family Residential Units - Gap Analysis
Adams County and the City of Adams, Wisconsin

U.S. Census Reported Rent Brackets	Income-Adjusted Rent Brackets	Tempered Maximum Adams County	Implied Gap per Columbia County	Implied Gap per Portage County	Implied Gap per Sauk County	Implied Gap per Wood County	Tempered Maximum City of Adams
\$550-\$600	--	--	--	--	--	--	--
\$600-\$650	--	--	--	--	--	--	--
\$650-\$700	\$500-\$550	--	--	--	--	--	16
\$700-\$750	\$550-\$600	24	--	52	--	4	16
\$750-\$800	\$600-\$650	24	37	--	37	--	16
\$800-\$900	\$650-\$700	24	--	32	--	--	12
\$900-\$1,000	\$700-\$750	18	--	9	23	1	12
\$1,000-\$1,250	\$750-\$800	18	--	22	28	5	0
\$1,250-\$1,500	\$800-\$900	0	3	5	11	3	0
\$1,500-\$2,000	\$900-\$1,000	0	3	6	5	1	0
Total 15+ year Gap =		108	43	127	105	15	70
Med. Hhld. Inc. (2011)		\$40,104	\$55,976	\$52,353	\$50,739	\$47,545	\$35,809
Adams Index to Co./City		1.00	0.72	0.77	0.79	0.84	1.12

Source: U.S. Census American Community Survey (ACS) with blended estimates for the past 3 years (2008-2010.)
Gap analysis prepared by LandUseUSA in collaboration with Beckett & Raeder; October 2012.

Notes: Rents shown here represent current year dollars for 2010, and have not been inflation-adjusted.
Absorption rate for the City of Adams is a maximum of 16 units every 4 years, or an average of 4 units per year, and a forecast 15+ year build-out to reach a total of 70 units. Lower-rent apartments will absorb faster than others.
Rents represent contract rent only, and exclude fees for utilities, deposits, pets, garages, storage, and other amenities.