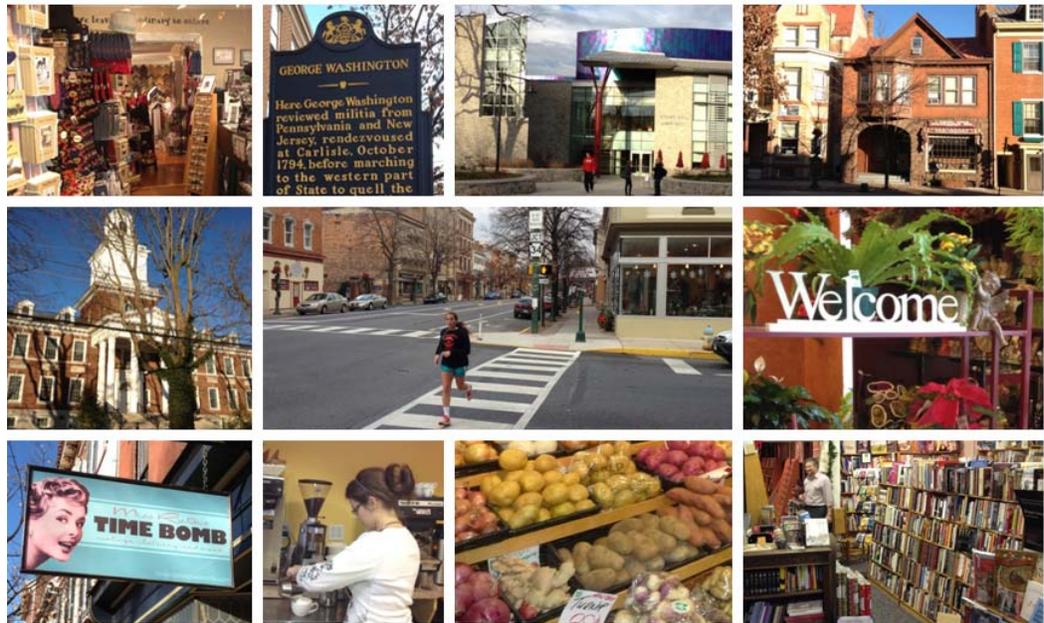


Borough of Carlisle Downtown District Retail Market Analysis



Prepared for:
Downtown Advisory Board
Borough of Carlisle

Prepared by:
Gibbs Planning Group

14 March 2012

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INTRODUCTION



Figure 1: Downtown Carlisle looking north towards High Street (PA State Highways 11, 74, 641-left to right). Hanover Street (PA State Highways 11 and 34 shown at the right /top to bottom of image). Cumberland County Courthouse and Hanover Street are shown at the right. Dickinson College is located one block to the west (left) along High Street outside of the image.

Executive Summary

After experiencing a steady loss of many of its retailers during the past four decades, downtown Carlisle is beginning to see the emergence of numerous creative specialty retailers and restaurants. The shops along Pomfret Street have recently organized and branded themselves as a unique artistic shopping district which serves as a model for future commercial growth. Cafes, apparel, gifts and a book store are clustered along High Street. However, many of the downtown businesses are primarily destination-type stores that depend upon purpose-driven visits. As a result, the downtown is not a functioning, cohesive shopping district that can attract visitors for an extended shopping or entertainment experience. Recently, leading retailers entering the Carlisle market, such as Kohl's, Target, Panera Bread and Chili's Restaurant, have opened outside of the downtown along I-81, further dispersing its commercial core.

The region remains a viable retail market, with considerable opportunities. This study finds that at present the Borough of Carlisle's downtown can support an additional 162,500 square feet of retail and restaurants, generating over \$50.3 million in new sales. By 2016, the downtown can grow to almost 200,000 square feet of total new commercial, producing nearly \$70 million in gross sales. The demand could partially be absorbed by expanding existing businesses, or by adding 60 to 80 new local, regional, and national restaurants and retailers.

If opened, these new businesses could fill a void for many of the goods and services that are desired and needed by the area's residents, college students and employees, as well as its many visitors. Carlisle's extraordinary role in American history, combined with its distinguished architectural character, could establish the borough as a regional or even national destination if state-of-the-art placemaking improvements and design standards were implemented. Surprisingly, many of the downtown's building facades, parking facilities, storefronts, streetscapes, and signage are poorly designed or in disrepair and not representative of the community's heritage.

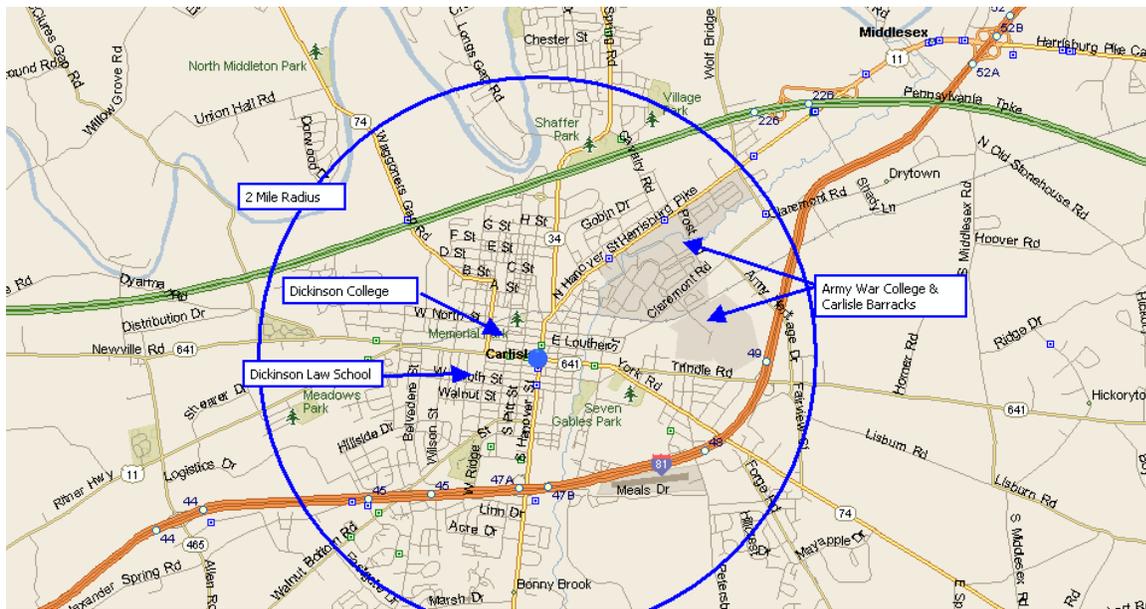


Figure 2: Carlisle is at the crossroads of central Pennsylvania, with four state highways merging through the downtown and two interstate freeways situated north and south of the borough. The Pennsylvania Turnpike, I-76, and Interstate 81 intersect three miles east of downtown Carlisle, and provide good regional access with five interchange exits.

Carlisle is located in the heart of Pennsylvania’s Cumberland Valley at the intersection of four state highways and two interstate freeways, making it an attractive location for industry, logistics, and leading retailers. State Highways 34, 11, 641, and 74 cross through the downtown’s center and The Pennsylvania Turnpike (I-76) and I-81 are situated north and south of the borough, intersecting only three miles east of the downtown. Five interchanges along the freeways provide Carlisle with unusually convenient regional accessibility. The borough has recently successfully implemented innovative traffic calming measures by redesigning its downtown state highways into shopper-friendly streets and bicycle lanes.

Carlisle is also home of the U.S. Army War College, Dickinson College, and The Dickinson - Pennsylvania State University School of Law. These institutions provide significant economic and cultural resources for the community, and act as attractions for thousands of visitors. Carlisle is also the county seat and is located just 15 miles west of Harrisburg, the state capital, making it a desirable ‘bedroom’ community for governmental workers and its own educational institutions’ faculty and staff. Located only 25 miles north of historic Gettysburg, Carlisle has an opportunity to appeal to many of its three million civil war battlefield visitors. The borough’s downtown was also attacked by the Confederates and its courthouse has evidence of the canon shell damage.

Further, this study finds that the downtown has a strong 2011 primary trade area population of 152,200 persons that is estimated to grow to 160,000 persons by 2016. The projected annual growth rate is one percent, slightly exceeding both the state and national levels. Average household income in the primary trade area is \$68,300, which is greater than the state level but less than the national average. The district’s per capita income is \$27,300—also larger than the state’s number, but below the national measure. The primary trade area has a labor base of 75,000 employees, with 60.7 percent holding white-collar management level positions.

The average asking retail rent rate of \$11.80 per square foot triple net is 10.5 percent lower than the pre-recession mid-2008 level of \$13.20 per square foot. This rate has stabilized near the 2007 level of \$11.85 per square foot, and is trending flat near this recent historic low. Carlisle's asking rent rate has historically been lower than the state, Cumberland Valley, and Harrisburg averages, and it remains so today. The Harrisburg-Carlisle metro market third quarter 2011 average asking retail sales price is down 1.3 percent from the third quarter 2010 values, currently at \$102.80 per square foot. The median retail property sale price has plummeted over the last three years from \$98 per square foot at the end of the third quarter of 2008, to 2011's third quarter level of only \$54 per square foot.

Downtown Carlisle's 2011 additional supportable retail includes the following:

Table 1: Supportable Retail Categories

Business Type	Supportable Size	Number of Stores
Apparel, Shoes & Accessories	14,900 sf	8 - 12 stores
Electronics, Appliances & Computers	18,700 sf	5 -6 stores
Food & Beverage	17,900 sf	3 - 5 stores
General Merchandise	25,200 sf	5 - 9 stores
Hardware, Lawn & Garden	2,100 sf	1 - 2 stores
Health Care & Personal Services	25,100 sf	6 - 8 stores
Home Furnishings	8,600 sf	8 - 10 stores
Jewelry, Luggage & Leather Goods	700 sf	1 store
Miscellaneous Retailers	13,300 sf	11-12 stores
Restaurants	24,500 sf	8 -10 restaurants
Sporting Goods, Hobby, Books & Music	11,200 sf	4 - 5 stores
Totals	162,500 sf	60-80 stores

See Table 11 for a detailed breakdown of the study area's supportable retail categories and sales potentials.

Background

Gibbs Planning Group, Inc. (GPG) has been retained by the Borough of Carlisle to conduct a retail feasibility analysis for its downtown commercial area. The study area is the central business district on Hanover Street, north of Interstate 81 to Penn Street, and along High Street from the Ritner Highway to York Road. At the heart of the study area lays Carlisle's historic downtown on Hanover and High Streets, both state highways. The borough is a main traffic hub, with interstate highways accessible from Hanover to both the north and south, and state roads to Mechanicsburg and Chambersburg.

The retail character of downtown Carlisle is that of small, neighborhood-class goods and service providers mixed with apparel, antiques, art, books, collectibles, gift shops, groceries, and restaurants. Residents fulfill many of their primary retail shopping needs at the large format national retailers and shopping centers located outside of the downtown or in the cities of Harrisburg, Chambersburg, Hanover, and York.

The primary trade area consumer base in Carlisle is growing at a rate greater than both the state and national levels. The local business community continues to outperform the state and national economies, with unemployment at only 6.7 percent, lower than both the state and national levels.

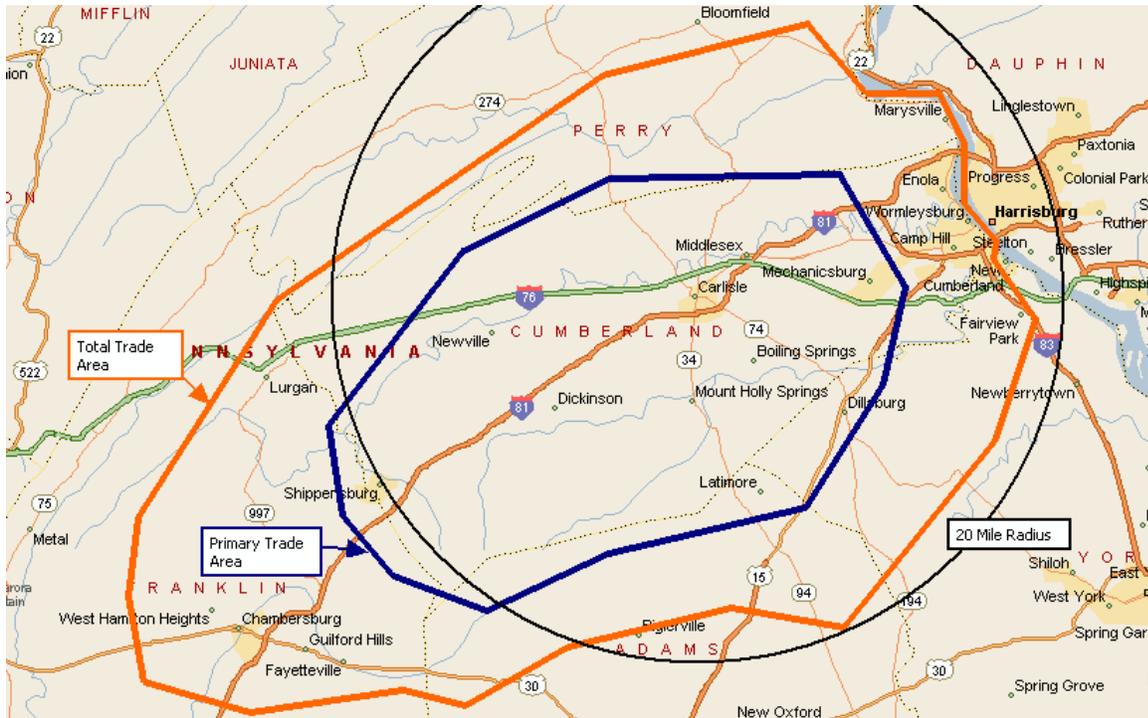


Figure 3: Consumers in the primary trade area account for 70 to 80 percent of the business generated in the study area.

The following issues are addressed by GPG in this study:

- What is the existing and planned retail market in the downtown Carlisle study and trade areas?
- What are the primary and secondary trade areas for the study area?
- What are the population, demographic and lifestyle characteristics in the trade areas, currently and projected for 2015?
- What is the current and projected growth for retail expenditures, now and for the next five years?
- How much additional retail square footage is supportable in the Downtown Carlisle study area and what retail uses should be encouraged? What sales volumes can development achieve in or near the study area?
- To prepare a list of potential local, regional and national retailers that could locate in Carlisle.
- A review of the downtown's policies and built environment as they impact retail commerce.



Figure 4: The Carlisle downtown has a mix of commercial and civic properties, with residential dwelling units above the street-level commercial storefronts.

Methodology

To address the above issues, GPG conducted a detailed evaluation of most major existing shopping centers and retail concentrations in and surrounding Carlisle, including the primary and secondary trade areas. This evaluation was conducted during December 2011. GPG visited and assessed most of the major and planned retail concentrations in and around the trade areas. In addition, GPG drove a 75-mile radius to seek out local and regional businesses that could potentially deploy a new or sister store in Carlisle.

GPG visited the area during the daytime, as well as the evening, to gain a qualitative understanding of the retail gravitational patterns and traffic patterns throughout the study area. GPG then defined a trade area that would serve the retail in the downtown based on the field evaluation, geographical and topographical considerations, traffic access/flow in the area, relative retail strengths and weakness of the competition, concentrations of daytime employment, and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics, InfoUSA, ESRI, CCIM, STDB, CBRE, Claritas, and COSTAR, and updated based on information gathered from local sources.

Finally, based on the projected consumer expenditure demand in the downtown Carlisle trade area (the gross consumer expenditure by retail category less the current existing retail sales by retail category), GPG projected the potential net consumer expenditure (gap) available to support new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary and secondary trade areas, existing and planned retail competition, traffic and retail gravitational patterns, and GPG's qualitative assessment of the Carlisle study area. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage with the use of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (a publication of the Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism of the Carlisle study area.



Figure 5: Dickinson College and the Penn State Dickinson Law School are attended by approximately 2,500 students. Along with the Army War College, they provide a unique employment and educational concentration, but their student populations, facility, staff and visitors are generally underserved by Carlisle's existing retail selection.

Study Assumptions

This study is based on the following assumptions:

- Other major community retail centers may be planned or proposed, but only the existing retail is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per square foot reflect higher sales per square foot in newly developed retail and selected increases in sales per square foot by individual retail categories.
- No major regional retail centers will be developed within the trade area defined by this study through 2016.
- The Downtown Carlisle study area is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- Annual population growth for the primary trade area is estimated to be 1.0 percent throughout the five-year period of this study.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the US Census Bureau, Experian, ESRI, CBRE, COSTAR Group, Inc., LOOPNET, and local brokerage services.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand, and growth.

-
- Any new construction in the Carlisle study area will be planned, designed, built, and managed to the best practices of the American Institute of Architects, the American Planning Association, the Congress for the New Urbanism, the International Council of Shopping Centers, the National Trust for Historic Preservation, the National Main Street Program and the Urban Land Institute.
 - The study area will capture an additional 0.025 to 2.80 percent of the existing gross household, visitor and employment retail and restaurant spending that is presently not occurring or that is currently being spent outside of downtown Carlisle.
 - Visibility of any new retail is assumed to meet or exceed industry standards, with appropriate signage to advertise the business to the consumers.
 - Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants at planned intervals and per industry standards.
 - The downtown will implement a business improvement district, lighting improvements, marketing programs, parking management practices, building façade design standards, signage standards, and other planning and management policies and practices generally accepted by the shopping center industry and downtown shopping districts.



Figure 6: Carlisle has an extraordinary array of historical buildings and storefronts. Shown above are shops located along High Street between Hanover and Dickinson College.

Key Definitions

This study utilizes the shopping centers typologies defined by the International Council of Shopping Centers (ICSC) as follows:

- **Convenience Centers:** Convenience centers are 30,000 square feet or less, unanchored, and generally will service a trade area of up to one mile. These centers include: banking, carryout foods, florists, mail centers, small restaurants, small food markets, and professional services such as real estate and financial consulting. The centers typically include six to eight businesses.

-
- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 square feet. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods, and professional services such as financial consulting and real estate.
 - **Community Centers:** Community centers typically range from 150,000 to 300,000 square feet and are almost always anchored with a full-sized department store. They also include junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.
 - **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 square feet and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets. These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as 'town centers.'
 - **Regional Centers:** Regional centers average trade areas of eight to 12 miles and are anchored with multiple department stores. The centers can range from 800,000 to 1,500,000 square feet, and often include cinemas along with 200,000 square feet of national brand fashion.

This study also utilizes the trade area typologies as defined by MapInfo and listed below:

- **Primary Trade Area:** The primary trade area (PTA) refers to that area from which the retail offerings at the site will draw approximately 70 to 75 percent of their business, and includes a population base that will make the area a primary shopping destination by typically shopping there on a weekly basis.
- **Secondary Trade Area:** The secondary trade area (STA) represents that area from which the site will draw an additional 10 to 15 percent of its business. Those residents who live in the STA, but not within the PTA, will shop the Carlisle retail zones frequently (one to two times a month), but the area will not be their primary shopping destination.
- **Tertiary Trade Area:** The tertiary trade area accounts for additional retail expenditures that the area derives from more distant communities that may not shop on a regular basis in Carlisle, but will consistently account for some percentage of sales.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail development that should be supportable in the Carlisle study area. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives.



Figure 7: Carlisle has many interesting specialty retail shops offering apparel, baked goods, books, collectibles, health foods and restaurants. Shown: The Clothes Vine, above left, and Antiques on Hanover, right.

No responsibility is assumed for inaccuracies in reporting by the governmental agencies, the client and its representatives, or in any other data source used in preparing or presenting this study. This report is based on information that was current as of January 14, 2012, and GPG has not undertaken any update of its research effort since such date. This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted.

Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for programming, planning, designing, financing, or development of any commercial center. This study is for the use of the Borough of Carlisle for general planning purposes only, and is void for other site locations or developers.

This study represents a third party analysis of the types and sizes of retail that are supportable in the Carlisle study area. GPG does not recommend that any or all of the supportable retail types or brands be recruited by the public or private sectors.

Trade Area Growth

GPG's assessment was based on our field evaluation and discussions with industry professionals, and took into account the existing retail hubs, population clusters, highway access, and retail gravitation in the market. Relying on that information, along with our experience defining trade areas for similar communities, GPG determined that consumers in the Carlisle trade areas generate demand to support a wide variety of additional neighborhood- and community- scale retailers totaling \$50.3 million in annual sales in 2012. This potential will continue to grow over the

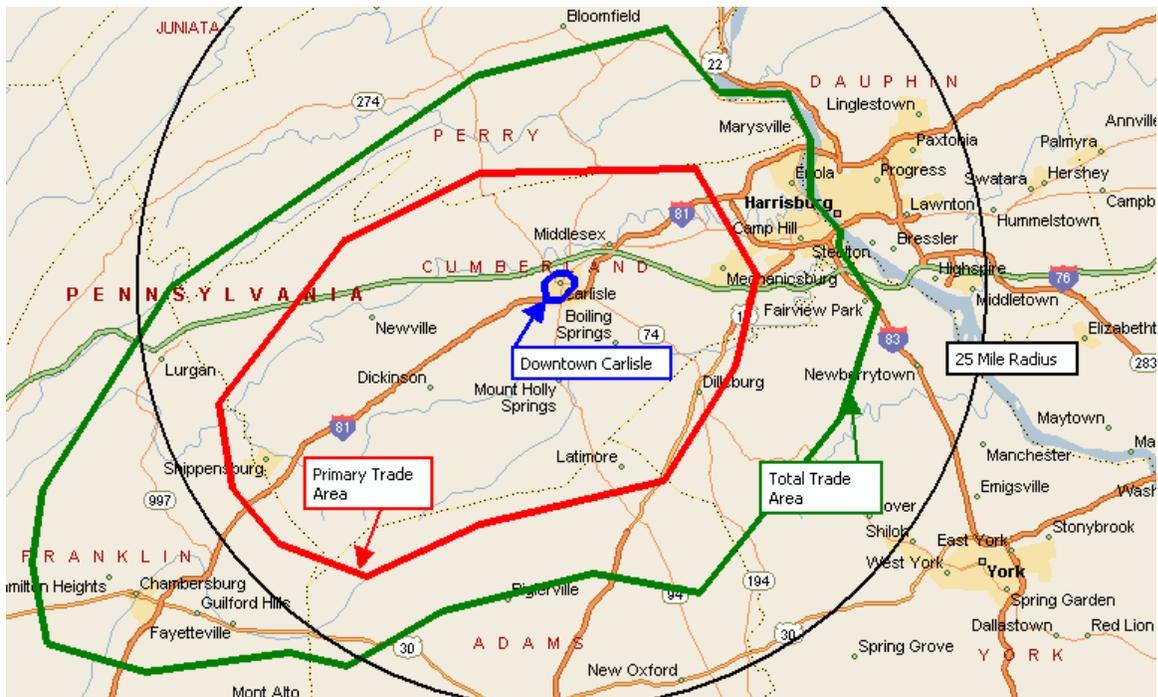


Figure 8: The Downtown Carlisle primary trade area is within the red line. The green line delineates the total trade area. The black ring illustrates a 25 mile radius to provide a scale for the graphic.

next five years, sustained by an annual population growth rate of 1.0 percent and average household income growth of 2.5 percent. Nearly 200,000 square feet of additional retail, potentially yielding almost \$200 million in new gross sales revenue, will be supportable by 2016.

The primary trade area is the consumer market where the Carlisle study area has a significant competitive advantage because of access, design, lack of competition, and traffic and commute patterns. This competitive advantage equates to a potential domination of the capture of consumer expenditure by the retailers in the study area. The secondary trade area is the consumer market which provides some capture of consumer expenditure, but the study area does not hold the position of supremacy in this market as it does in the primary trade area.

GPG defined a primary trade area by topography, vehicular access, strength of retail competition, and residential growth patterns. Consumers inside of the primary trade area will account for 70 to 80 percent of the total sales captured by retailers in the Downtown Carlisle study area. Due to the strong retail gravitational pull of Harrisburg and York, limited population density to the immediate north/west/south, limited convenient access to the north and south, and a lack of strong competition to the west along Interstate 81 or the Pennsylvania Turnpike, GPG finds that the primary trade area is centered on the downtown, while being elongated to the west along the axis of Interstates 81 & 76.

The following borders approximately delineate the primary trade area:

- State Road 944 to the north.
- Highway 581 & the Gettysburg Pike to the east.
- Downtown Shippensburg to the west.
- Pinegrove Road to the south.

Demographic Characteristics

Using data from ESRI, Experian, and Claritas, GPG obtained the population and demographic characteristics, present and projected for 2015 and 2016, for the defined trade areas, as well as national and statewide statistics.

Table 2: Demographic Comparisons

Characteristics	Primary Trade Area	Pennsylvania	U.S.
2011 Population	152,200	12,587,000	311,213,000
2016 Projected Population	160,000	12,650,000	323,209,000
2011-2016 Projected Annual Growth Rate	1.00%	0.10%	0.76%
Persons Per Household 2011	2.44	2.44	2.59
2011 Median Household Income	\$59,100	\$54,100	\$54,400
2011 Per Capita Income	\$27,300	\$27,200	\$26,700
Households w. incomes \$75,000 or higher	34.3%	31.4%	32.9%
% White	93.0%	82.6%	71.9%
% Hispanic	2.3%	5.2%	16.2%
% Median Age	40.2	40.7	37.0
% White-Collar Employed	60.7%	62.1%	61.6%

Table 2: This side-by-side table compares and contrasts primary trade area demographic statistics with those of Pennsylvania and the United States.

The Carlisle primary trade area's estimated 2011 population is 152,000 persons, which is expected to grow to 160,000 by 2016, a 5.1 percent projected increase over the total five-year period. This annual growth rate is substantially greater than the state level of 0.5 percent, and the national rate of 3.9 percent.

The number of households in the primary trade area is estimated at 59,000, holding 2.44 persons per household, and is projected to grow to 63,500 by 2016, a 7.5 percent total increase over the five-year period of 2011-2016. A small decline in persons per household, from 2.44 to 2.43, over the next five years is the cause of the imbalance in the 2.4 percent gain of households over population. Approximately 69.5 percent of households are owner-occupied—a number that is estimated to decrease by 0.4 percent in 2015. A decline in owner-occupied and rental housing is causing the projected vacant housing units statistic to increase from 5.3 percent in 2010 to 6.0 percent in 2015.

As shown in Table 2, the median household income of \$59,100 in the primary trade area is significantly higher than the Pennsylvania and national levels. The average household income by census tract map found in the appendix of this report depicts divergent incomes in the primary trade area, with lower incomes in the center and western portions and higher incomes in the northeast sector.

The median age of 40.2 years is slightly younger than the state's average of 40.7, and older than the national level of 37.0. This median age statistic has grown by 2.9 years since the 2000 Census, and is projected to continue to rise slowly to 40.8 by 2015.

The Carlisle residential employment base is concentrated in white-collar positions at 60.7 percent, blue-collar jobs at 23.4 percent, and service occupations at 15.9 percent. White-collar employment lags marginally behind both the state's 62.1 percent and the national statistic of 61.6 percent.

Persons per household in the primary trade area and the state are the same at 2.44 persons, but are less than the national level of 2.59. This lower amount reflects an older population where some of the children have left the household. Younger families still have all of their dependents living in the household.

Tapestry Lifestyles

ESRI has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level throughout the United States and used by many national retailers to help determine future potential locations.

The following table details the top Tapestry Lifestyles found in the primary trade area.

Table 3: Tapestry Lifestyles

Lifestyle	Trade Area Statistics	Short Description
 <p>Salt of the Earth</p>	<p>Population 31,200</p> <p>Median HH Income \$50,500</p> <p>20.5% Carlisle Study Area Market Share</p> <p>2.7% National Market Share</p>	<p>Salt of the Earth households are dominated by married couples with children (36 percent) and without (29 percent). Both household percentages are higher than the U.S. values. One-fifth of households are composed of singles that live alone.</p> <p>The average household size for this market is 2.60, extremely close to the U.S. value of 2.59; however, the average family size is 2.99, falling below the U.S. average of 3.14. With a median age of 41.3 years, this is a slightly older market. Because ethnic diversity in these neighborhoods is negligible—94 percent of the residents are white—Salt of the Earth neighborhoods are the least diverse of all the Community Tapestry segments.</p>
 <p>Green Acres</p>	<p>Population 22,700</p> <p>Median HH Income \$63,900</p> <p>14.9% Carlisle Study Area Market Share</p> <p>3.2% National Market Share</p>	<p>Married couples, with and without children, comprise 71 percent of the households in Green Acres. Many families are comprised of blue-collar baby boomers, many with children aged 6-17 years. With more than 10 million people, Green Acres represents the third largest population of all the Community Tapestry markets, currently more than 3 percent of the U.S. population, and growing by 1.6 percent annually.</p> <p>The median age is 40.6 years. This segment is not ethnically diverse; 93 percent of the residents are white.</p>

Lifestyle	Trade Area Statistics	Short Description
 <p>Midland Crowd</p>	<p>Population 16,300</p> <p>Median HH Income \$49,700</p> <p>10.7% Carlisle Study Area Market Share</p> <p>3.8% Nation Market Share</p>	<p>The approximately 11.6 million people in Midland Crowd neighborhoods represent the largest market of Community Tapestry, nearly 4 percent of the U.S. population, and it is still growing. Since 2000, the population growth has been 2.34 percent annually.</p> <p>The median age of 36.9 years parallels that of the U.S. median. More than half of the households (62 percent) are composed of married-couple families, half of whom have children. One-fifth of households are occupied by those who live alone. Most residents are white.</p>
 <p>Cozy & Comfortable</p>	<p>Population 16,100</p> <p>Median HH Income \$65,800</p> <p>10.6% Carlisle Study Area Market Share</p> <p>2.8% National Market Share</p>	<p>Cozy and Comfortable residents are middle-aged, married couples, comfortably settled in single-family homes in older neighborhoods. The median age is 41.9 years, slightly older than that of the U.S. median. Most residents are married, without children, or married couples with school-age and adult children.</p> <p>This is a relatively large segment, with 8.6 million people (the fifth largest population of all the Community Tapestry segments), and growing moderately by 0.7 percent annually. Most of the residents in this segment are white.</p>
 <p>Old & Newcomers</p>	<p>Population 9,100</p> <p>Median HH Income \$43,000</p> <p>6.0% Carlisle Study Area Market Share</p> <p>1.9% National Market Share</p>	<p>Old and Newcomers neighborhoods are in transition, populated by renters who are starting their careers or those who are retiring. The proportion of householders either in their 20s or aged 75 or older is higher than the proportion at the U.S. level. The median age of 37.0 years simply splits this age disparity. These neighborhoods have more single-person and shared households than families. The majority of residents are white, but the racial diversity is very similar to the U.S. level of diversity.</p>

Table 3: The top five Tapestry Lifestyle groups above portray a concentration of married families with children in the primary trade area.

The most common trade area tapestry lifestyle group is “Salt of the Earth”, representing 20.5 percent of households. They are rooted in their settled, traditional, and hardworking lifestyles. Independent and self-reliant, they take on small home improvement and remodeling projects themselves. They also spend a lot of time and money on their vegetable and flower gardens, owning the necessary tools and equipment to make them a success. Twenty-eight percent of the households own three or more vehicles, making Salt of the Earth one of the top segments with this distinction. These rural households typically own or lease many vehicles including a truck. Many own a motorcycle. Overall, they prefer domestic vehicles to imports and handle the maintenance themselves. Most residents carry insurance policies to protect themselves and their families and invest in annuities, certificates of deposit, and U.S. savings bonds. Families often have two or more pets, either dogs or cats.

Salt of the Earth residents enjoy dining out, generally at family restaurants such as Ponderosa, Big Boy, and Bob Evans Farms. However, baking is a favorite home activity. They enjoy fishing, hunting and target shooting, attending country music concerts and auto races, and flying kites. They read fishing and hunting magazines. Their radio dials are often tuned to country music stations, but they also like to follow auto racing. Many households have a satellite dish. Favorite stations include CMT, Outdoor Life Network, and the Speed Channel. In addition to watching horse racing, auto racing, and truck and tractor pulls/mud racing on TV, a favorite weekly show is *According to Jim*. Families travel to vacation destinations by car; for overnight stays, they prefer a Super 8 motel.

Tapestry Lifestyles Segmentation

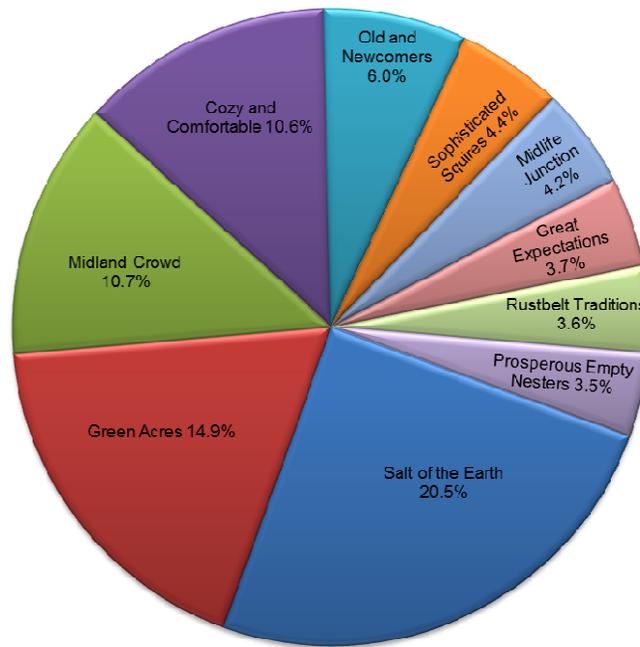


Figure 9: This pie chart shows the relative proportions of the top ten Tapestry Lifestyle segments found in the primary trade area.

Employed Salt of the Earth residents work in a variety of occupations, ranging from management and professional positions to unskilled labor jobs. Above-average proportions work in skilled labor occupations. Approximately one-fifth works in the manufacturing industry. The 66 percent labor force participation is high, and unemployment is low at five percent. The median household income is \$50,500, close to the U.S. median. Besides wages, household income is supplemented by interest income, dividends, rental income, self-employment income, retirement income, and Social Security benefits, all above national proportions. The median net worth for this market is \$108,600. One-fourth of Salt of the Earth residents aged 25 years and older has attended college; 13 percent hold a bachelor's or graduate degree.

Salt of the Earth neighborhoods are located in rural areas throughout the United States. Nearly half of the households are in the Midwest; the other half are found almost entirely in the South and Northeast. States with the highest concentrations of these households are Pennsylvania, Ohio, Indiana, and Michigan. Homeownership is at 86 percent, and the median home value is \$139,060. The majority of households are single-family units (83 percent); 12 percent are mobile homes. Twenty-two percent of the housing units were built before 1940.

Employment

The employment picture found in the study area reflects a service, retail and manufacturing base, with additional elevated levels in transportation, wholesale trade, and construction. The services sector accounts for 32.3 percent of employment found in the trade area.

As shown in Table 4 below, the above-average levels of employment in the retail, transportation, construction and wholesale sectors are at the expense of the finance, insurance, and real estate classification, and the government and services sectors. Underrepresentation in these segments of the economy explains the lower levels of white-collar employment found in the trade area.

Table 4: Employment in the Primary Trade Area by Sector

Sector	Primary Trade Area	Pennsylvania	U.S.
Agriculture and Mining	1.0%	1.2%	1.5%
Construction	5.1%	3.8%	4.5%
Manufacturing	11.2%	11.7%	9.7%
Transportation	8.4%	3.6%	3.0%
Communication	0.6%	0.9%	0.9%
Utility	0.1%	0.5%	0.6%
Wholesale Trade	8.5%	5.3%	5.4%
Retail Trade	23.6%	19.3%	19.8%
Finance, Insurance & Real Estate	3.8%	6.7%	7.0%
Services	32.3%	40.8%	40.4%
Government	5.4%	5.8%	6.7%
Other	0.1%	0.4%	0.4%

Table 4: Retail Trade, Transportation, Construction, and Wholesale Trade sector employment in the Carlisle primary trade area is greater than state or national levels.

Carlisle's large daytime employment plays a major role in supporting the downtown commercial. The borough is the county seat, and houses the county courthouse and numerous law firms, as well as Dickinson College and the Dickinson-Penn State School of Law. Additionally, the Comfort Inn Hotel located downtown attracts numerous business travelers. Carlisle's downtown is estimated to have almost 14,000 employees working within a five-minute drive, including the Carlisle Regional Medical Center. The mix of downtown employees is similar to that of the primary trade area, with services and retail trade having 4,800 and 3,300, respectively. Government is the second leading sector of employment in the downtown at just over 2,000 positions. It should be noted that jobs at educational institutions, such as those at Dickinson College and Dickinson Law School, are classified as service industry occupations, not in the government classification.

The Bureau of Labor Statistics reports that between November 2010 and October 2011, the Carlisle/ Harrisburg market saw a 3.6 percent jump in construction employment, a 3.3 percent gain in the number of education/health workers, a 1.4 percent rise in leisure & hospitality, a 1.0 percent improvement in manufacturing, and a 0.6 percent bump in the "other services" category. Weakness in the job market appeared in the information segment, which lost 3.6 percent of its workers. The government sector saw a 3.4 percent loss, and the trade/transportation/utilities division fell by 1.7 percent. Carlisle's major employers include Giant Food Stores with 3,300

employees, Cumberland County with 1,050 employees, Dickinson College's 750 full-time staff members, and Keen Transport's 610 workers.

Table 5: Existing Employment/Jobs by Industry & Distance from Downtown Carlisle*

Employment Sector	Downtown	5 minute Drive-time	10 minute Drive-time	15 minute Drive-time
Total Employment	13,962	19,971	30,330	39,246
Agriculture, Forestry, Fish & Hunt	2	5	18	40
Mining	0	0	9	16
Utilities	3	3	4	6
Construction	432	597	965	1,639
Manufacturing	592	1,182	1,724	2,177
Wholesale Trade	1,373	2,376	3,022	3,158
Retail Trade	2,129	2,973	4,561	6,827
Motor Vehicle & Parts Dealers	94	153	317	1,345
Furniture & Home Stores	34	48	74	99
Electronics & Appliance Stores	65	81	101	103
Building Material & Garden	55	309	413	608
Food & Beverage Stores	456	672	1,449	1,615
Health & Personal Care Stores	82	103	141	206
Gasoline Stations	344	375	527	530
Clothing & Accessories Stores	75	87	105	158
Sporting, Hobby, Book & Music	54	83	111	158
General Merchandise Stores	735	889	1,074	1,657
Miscellaneous Store Retailers	126	157	210	306
Nonstore Retailers	9	16	38	42
Transportation & Warehousing	789	1,431	3,972	4,331
Information	316	412	535	558
Finance and Insurance	207	287	412	826
Credit & Related Activities	151	203	275	393
Securities & Financial Investments	17	27	45	159
Insurance Carriers & Related Act.s	38	57	92	274
Real Estate and Rental & Leasing	313	414	599	720
Professional, Scientific, & Technical Serv.	649	865	1,166	1,706
Legal Services	209	217	233	281
Waste Management & Remediation	106	179	337	405
Educational Services	1,353	1,405	1,780	3,298
Health Care & Social Assistance	1,501	2,516	4,026	4,743
Arts, Entertainment, Recreation	227	304	521	643
Accommodation & Food Services	1,222	1,975	2,988	3,836
Accommodation	91	166	434	459
Food Services and Drinking Places	1,131	1,809	2,553	3,377
Other Services (except Public Admin.)	705	882	1,206	1,687
Automotive Repair & Maintenance	85	127	247	303
Public Administration	2,040	2,162	2,478	2,627
Unclassified Establishments	3	3	7	7

Table 5: Existing Employment-Jobs by type: Retail Trade, Public Administration, Health Care & Social Assistance, Wholesale Trade, and Educational Services are the main sources of employment in downtown Carlisle.

** Note, figures represent actual jobs, and does not include residents that work elsewhere.*

Consumer expenditure from daytime employment compliments that which is captured in the evenings and on weekends by households in the trade area. *Office Worker Spending Patterns*, published by the International Council of Shopping Centers in 2004, provides insight into the impact of downtown employment. Weekly office worker expenditure, adjusted for 2011 dollars, is estimated at \$157.

Table 6: Downtown Carlisle Worker Expenditure

	Weekly Expenditure	Annual Expenditure	CBD Capture	CBD Office Worker Expenditure 4,095	CBD Non-Office Worker Expenditure 9,867	Total CBD Worker Expenditure
Prepared Food & Beverage						
Limited & Full Service Restaurants	\$25	\$1,300	75.0%	\$3,513,510	\$3,132,378	\$6,645,888
Drinking Places	\$16	\$832	25.0%	\$851,760	\$759,364	\$1,611,124
Retail Goods						
General Merchandise, Apparel, Home Furnishings, Electronics	\$68	\$3,536	20.0%	\$2,751,185	\$2,452,746	\$5,203,931
Grocery	\$29	\$1,508	15.0%	\$1,173,299	\$1,046,024	\$2,219,323
Convenience Items	\$19	\$988	33.0%	\$768,713	\$685,326	\$1,454,039
Total	\$157	\$8,164		\$9,058,467	\$8,075,838	\$17,134,305

Table 6: Employees in Carlisle's CBD expend over \$17.1 million dollars annually.

Non-office workers are estimated to have slightly less disposable income, to have multiple work locations, including at home, and typically are on the road more during their workweek. Retail purchases (general merchandise, apparel, home furnishings, electronics, grocery, and convenience items) make up the majority of the office worker dollars at \$116. Restaurant expenditures (full service, limited service, and drinking places) account for the balance at \$41 per week. Annualized, each office worker expends \$8,164 before, during, and after work. Much of this potential expenditure can be captured within the CBD.

The annual impact of the almost 14,000 daytime employees working near downtown Carlisle is: \$8.3 million in prepared food and beverage establishments, \$5.2 million in retail goods sales, \$2.2 million in grocery purchases, and \$1.5 million in convenience items, totaling \$17.1 million in captured expenditure.

Dickinson College



Figure 10: Rector Science Complex at Dickinson College is located only two blocks west of the downtown.

Dickinson College, a highly respected residential liberal arts college with 2,400 students and 200 faculty, is located adjacent to the west edge of the downtown. Ninety-four percent of the students live in campus housing, while only six percent live off campus. While the typical college student

has a limited discretionary expenditure budget, many students at this affluent private school are the exception to the rule. Some form of need-based financial aid goes to 54.4 percent of Dickinson College undergraduates, averaging \$29,000 of the \$53,900 annual cost.

The impact of college students is often minimal on downtown shopping districts for a variety of reasons, including narrow category bands of retail purchasing, lack of access to the retail district due to limited links to college campus enclaves, on-campus retailers meeting narrow student needs, and rationed discretionary expenditure budgets.

The 180-acre Dickinson campus is well-integrated into the fabric of the downtown, with access along Louther, High and Pomfret Streets. On-campus retail consists mostly of coffee and snack shops located in the Holland Union Building, Waidner-Spahr Library, and the Quarry. The campus bookstore is located in the Holland Union Building.

Student, faculty, staff and visitor spending equates to \$4 to \$6 million in potential annual retail spending, or approximately 20,000 square feet of retail (equivalent to 10 to 15 restaurants and stores).

United States Army War College



Figure 11: US Army War College Logo (left); Students and faculty (right). (Source: the Army War College website)

The United States Army War College is located adjacent to the northeast edge of Carlisle's downtown on a 500-acre campus, which was formerly the Carlisle Barracks during the Civil War. At any one time, this institution trains approximately 600 senior American and allied service members, as well as some civilians. The War College offers a two-year, internet-based program and a 10-month on-site course in strategic studies. Students are offered the option of on-campus barracks housing or off-campus private lodging.

On-site retail for the War College includes the Commissary and the Post Exchange. The Commissary is a small grocery including prepared food to go. The Post Exchange is made up of limited service restaurants and personal service businesses, including a dry cleaner, barber shop, and optical shop. Students attending the College are career officers who have achieved at least the rank of Lieutenant Colonel, designated as O-5. The 2012 military pay scale shows that an O-5 officer with more than 10 years of military service has an annual base pay of \$81,200—much higher than the average household income in Carlisle. The domestic and foreign students are

welcome consumers to the local retail community and bring further opportunity for captured expenditure. Many of the base's visitors, students and staff frequently dine in downtown Carlisle and often return to live in the community upon retirement from military service.

Carlisle Special Events



Figure 12: Carlisle Special Events conducts 10 seasonal auto shows that attract thousands of visitors. There is a significant opportunity to increase commerce in the downtown from the events' visitors. (Above, photos from the Fall, 2011 car show. Source: Carlisle Events website)

Carlisle has a full calendar of events geared to attract the Pennsylvania day-tripper or overnight leisure traveler. Center stage among these events are the ten national collector auto show events held at the Carlisle fairgrounds between April and October each year. Surprisingly, many downtown businesses reported that they experienced only slight increases in trade during the auto shows and the events represent a significant opportunity for increased sales.

Cumberland County, for which Carlisle is the county seat, received \$564 million in tourism-related expenditure in 2009, which was an off year, down 13.5 percent from 2008. This placed Cumberland fifth among the nine counties in the Dutch County Road tourism region. Dauphin and Lancaster counties lead the Dutch County Roads region in tourism expenditure capture with \$2.39 billion and \$1.37 billion, respectively. Shopping and Food & Beverage direct sales accounted for \$202.1 million, or 36 percent of the total Cumberland County tourism expenditure. A state of Pennsylvania tourism report estimates that tourism expenditure in Cumberland County accounts for 5,800 full time jobs, and \$145.7 million in labor income to residents.

Gettysburg National Tourism

Gettysburg, approximately 25 miles south of Carlisle, is a national tourism destination, with over three million visitors each year. Tourism is the top industry in Adams County, and accounts for over \$381 million in expenditure, while employing an estimated 5,800 people. Most of Gettysburg's vacationers come from the Mid-Atlantic region, consisting of Pennsylvania, Virginia, New Jersey, New York, and Maryland. Average length of stay is 1.25 nights, with 10 percent of visitors staying over three nights.

Highlighting the opportunity for Carlisle to capitalize on Gettysburg's national draw is the fact that 56 percent of sightseers have been to Gettysburg on more than one occasion. Linking with Gettysburg tourism activities to make a day trip to see Carlisle's civil war sights would benefit both communities by providing another destination to uncover the historic significance of the region. Currently, Carlisle has linked with the Gettysburg Convention & Visitors Bureau to be part of the interactive map depicting sites of interest, things to do, or places to shop.

TRADE AREA CHARACTERISTICS



Figure 13: High and Hanover Streets were recently rebuilt and reduced in size from four lane state highways into two lane streets with bicycle lanes. The redesign has improved the downtown's walkability and appeal to shoppers. The bicycle lanes also make it easier for parallel parking.

Location

The Carlisle primary trade area is well defined by a combination of strong retail competition to the east and southeast, low residential density and poor vehicular access to the north, and distant towns and commercial concentrations to the far west and south. The strongest competition to downtown comes from the combined Carlisle Pike community shopping and US-15 regional/community shopping corridor, which limits the eastern boundary of Carlisle's trade area with strong and dense competition and a regional draw to the east.

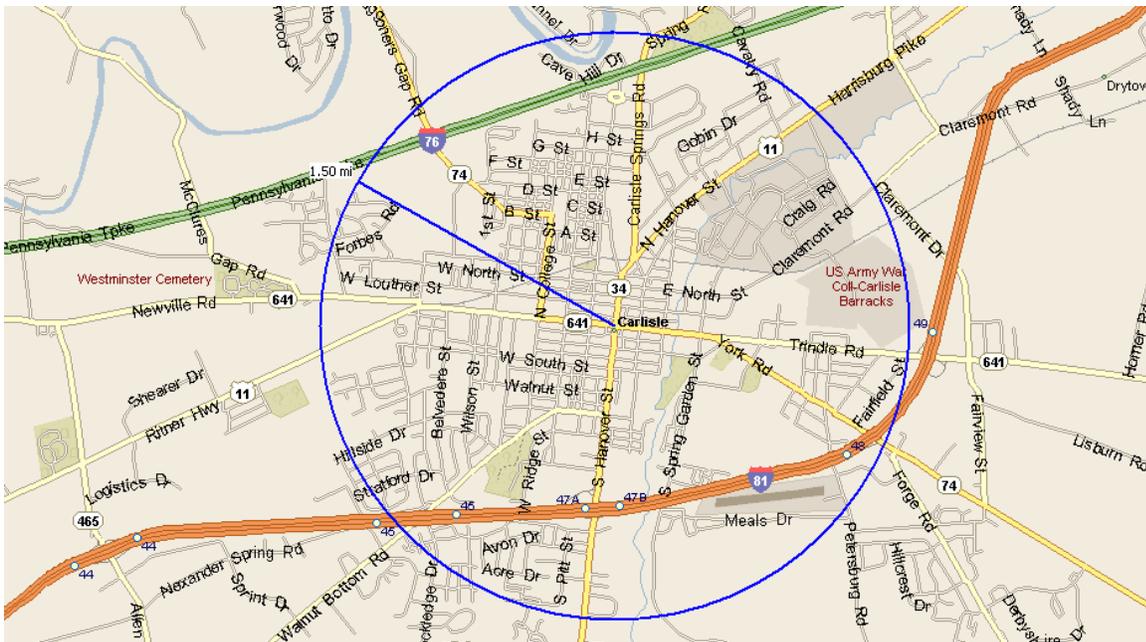


Figure 14: Regional linkage and local circulation to the study area is excellent from all directions but the north.

Access

Regional linkage to the study area is excellent from the east and west, with multiple interchanges to Interstate 81, and toll plaza access to the Pennsylvania Turnpike. Local circulation to eastern, southern, and western neighboring communities is also easy via Trindle Road, the Harrisburg Pike, York Road, SR-34, Walnut Bottom Road, and Ritner Highway. Access to the north is hampered by the Ridge-and-Valley Appalachian mountain formations, including the Tuscarora State Forest and state game lands.

The downtown is fed by heavier volumes on the surface roads from the east, Trindle and York Roads, and from the north, like Harrisburg Pike, which indicates that consumers and employees live in relative close proximity to their jobs and shopping destinations. The Pennsylvania Turnpike, with a low highway volume of 21,000 cars per day, does not feed a significant volume of people to the downtown. Interstate 81, which offers exceptional regional access from Harrisburg, Chambersburg, and Shippensburg, does not show a heavy traffic flow into downtown; only 13,000 cars per day travel on the north side of the Hanover Street interchange. The 14,000 cars per day on the south side of the Hanover Street/Interstate 81 interchange suggest that this interchange is important to commuters on the south side of Carlisle. The traffic counts in the area are provided by the Pennsylvania State Department of Transportation, and are measured in terms of two-way average daily traffic volume.

Table 7: Traffic Counts

Location	Traffic Count, AADT	Year
Hanover Street just north of High Street	15,000	2010
Hanover Street just south of High Street	15,000	2009
High Street just west of Hanover Street	12,000	2009
High Street just east of Hanover Street	16,000	2010
Hanover Street just north of Interstate 81	13,000	2010
Interstate 81 between York and Trindle Roads	57,000	2010
Interstate 81 just west of Hanover Street	69,000	2010
Interstate 81 just east of Hanover Street	69,000	2010
Interstate 81 just west of Allen Road	40,000	2010
Hanover Street just south of Interstate 81	14,000	2009
York Road just south of High Street	12,000	2009
Trindle Road just west of Interstate 81	14,000	2009
Trindle Road just east of Interstate 81	13,000	2009
Interstate 81 just north of Trindle road	65,000	2009
Harrisburg Pike just west of Pennsylvania Turnpike	15,000	2009
Pennsylvania Turnpike at the Carlisle/Harrisburg Pike Plaza	21,000	2009
Ritner Highway west of High Street	8,000	2009

Table 7: The traffic chart shows heavier traffic from local roads to the east.

Other Shopping Areas

As part of GPG’s field evaluation, neighborhood, community, and regional shopping centers near the Carlisle study area were visited to assess their retail appeal, strength of tenant mix, general maintenance, and accessibility. In addition to the onsite inspection of the most significant competing shopping concentrations to the study area, GPG used information from the Directory of Major Malls, Inc., field analysis, and discussions with shopping center leaders as the basis for each center’s data.

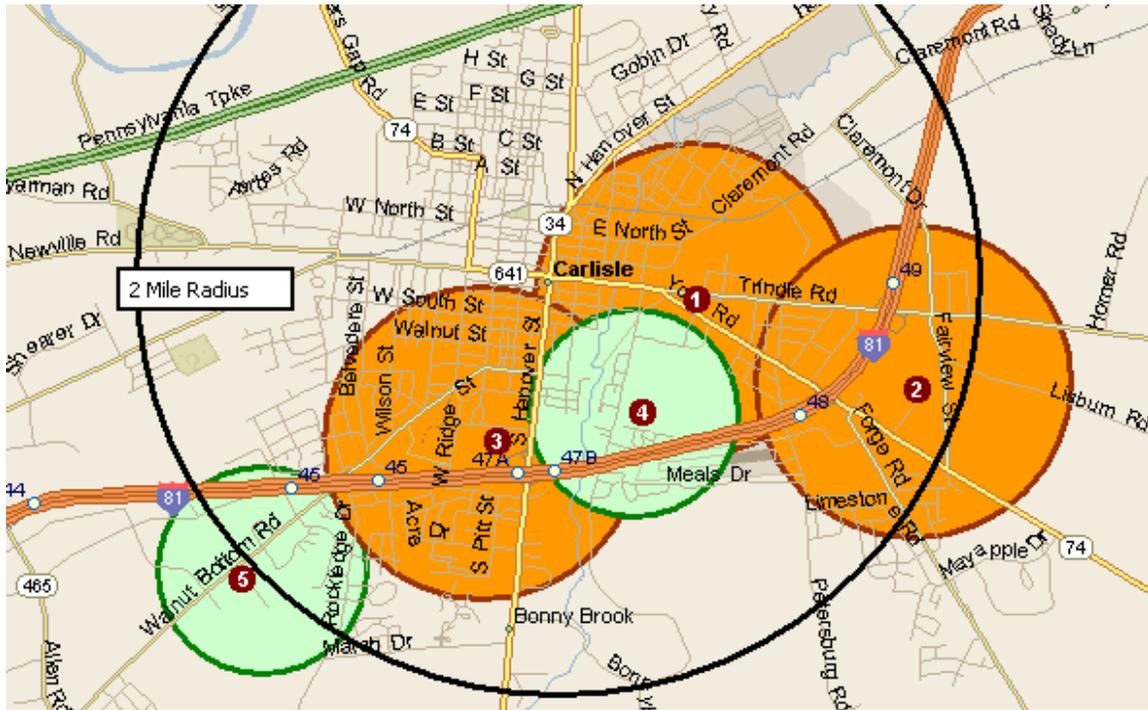


Figure 15: Local Competition Map. All of Carlisle’s shopping centers are located to the east and south of the downtown. Community centers are marked with gold rings and neighborhood centers are indicated with green rings.

Table 8: Existing Local Competition to Downtown Carlisle

Map Designation	Retail Center Name	Map Designation	Retail Center Name
1	Point at Carlisle Plaza Mall	4	Carlisle Market Place
2	Carlisle Crossing	5	Stonehedge Square
3	Carlisle Commons	--	--

Table 8: There are three community centers and two neighborhood centers in close proximity to the Carlisle study area.

1) The Pointe at Carlisle Plaza

The only enclosed mall in the immediate vicinity of the downtown area is the Point at Carlisle Plaza, which is a mix of in-line retail, enclosed mall with department store anchor, and big box retailer.

This former Crown America property has evolved over time. Originally it had three anchors: The Bon-Ton, Kmart, and JC Penney; and an onsite Giant Foods flagship store. As two of the three anchors closed, and the grocery closed as well, this mall shifted to local business, but never again thrived as it did in the 1980s. Today, The Bon-Ton remains as an anchor, but over half of the original mall has been torn down for a Lowe’s store, with new junior anchors of Office Max and Dunham’s. The mall

was 30 to 40 percent vacant at the time of our site visit, with very limited holiday shopping traffic. This site may still be suitable for future redevelopment as a lifestyle center, although Lowe's parking requirements may limit the size of a redevelopment project.



Figure 16: Anchored by the Bon-Ton department store, *The Point at Carlisle Plaza*, above left. *Carlisle Crossing*, shown above on the right, is a vibrant retail concentration with popular community-scale retailers.

2) Carlisle Crossing

Located just two miles north of the downtown, the Carlisle Crossing center opened in 2005 and contains a Super Target, Kohl's, Aldi, Old Navy, Michaels, Pier 1, Starbucks, Red Robin, and PetSmart. This 368,000-square-foot center offers many of the brands and merchandise that are preferred by the community and that were formerly sold in downtown Carlisle. Some of this center's retailers could have potentially located in the downtown.



Figure 17: *Carlisle Commons* is a 394,000-square-foot neighborhood/community-scale center located at South Hanover and the Interstate 81 interchange.

3) Carlisle Commons

The former location of Carlisle's second enclosed mall was razed in 2000 to make room for a new Wal-Mart, which is now adjacent to today's strong mix of community and neighborhood retailers at Carlisle Commons, including Wal-Mart, TJ Maxx, Ross, Staples, Rent-A-Center, AT&T, Panera Bread, Subway, Regal Cinemas 8, and Applebee's. This center is well located off of South Hanover Street at the Interstate 81 interchange. In addition to the on-site community retail, there is a Home Depot store less than a quarter of a mile south, on the other side of the highway. Carlisle Commons has location, convenience, tenant mix, and access to thank for its three percent vacancy rate and continued strong draw of local consumer expenditure.

4) Carlisle Market Place

Carlisle Market Place is a neighborhood center of only 90,000 square feet. The Giant Food & Drug store which anchors the center is a dominant grocery in the area, but the weak supporting tenant mix comprised of local restaurants and personal service businesses limits the draw for this center. The center was purchased by Kimco Realty Trust in October, 2005.

5) Stonehedge Center

Stonehedge Center is a 112,000-square foot center located along Walnut Bottom Road in southwest Carlisle. Anchored by a Nell's Market, and offering a wide mix of neighborhood scale retailers and personal services, the draw for this center is helped by a K-mart property just to the south. (This K-mart property has not been identified in the initial list of closures published in December 2011 by Sears/K-mart.)

6) The Capital Mall

Located in the West Shore community of Camp Hill, along US-13 and Hartzdale Road, the Capital Mall is a 609,000-square-foot enclosed shopping center. This regional destination mall is anchored by Macy's, Sears, and JC Penney. Built in 1974 and remodeled in 2005, the owner, Pennsylvania Real Estate Investment Trust, claims that occupancy has been greater than 90 percent for the last five years, and sales per square foot have been reported at more than \$360 (150% above the industry average) for the last four years. In addition to its three anchor tenants, it includes The Limited, Men's Warehouse, Aeropostale, The Children's Palace, Hollister Co., and Toys R Us.

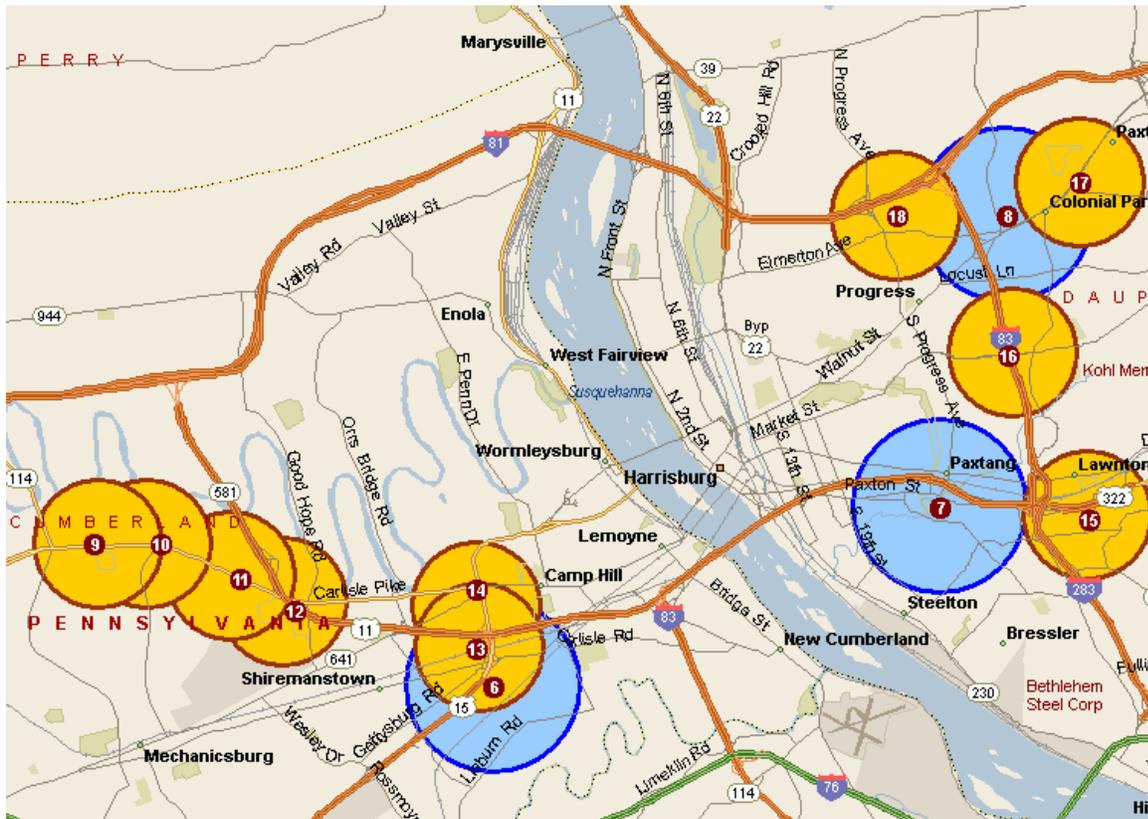


Figure 18: Harrisburg Competition Map. Harrisburg provides strong retail competition 15 miles to the east of Carlisle. The Capital City has the full spectrum of national tenants, from the upscale Shoppes at Susquehanna Market Place (#18) to the discount retailers located in the community cluster #13, along the Hartzdale Drive.

Table 9: Existing Harrisburg Competition to Downtown Carlisle

Map Designation	Retail Center Name	Map Designation	Retail Center Name
6	Capital City Mall	13	Hartzdale Drive Community Cluster
7	Harrisburg Mall	14	Camp Hill Shopping Center
8	Colonial Park Mall	15	High Pointe Commons
9	Silver Spring Commons	16	Union Deposit Road & I-283 Cluster
10	Silver Spring Square	17	Colonial Commons
11	Hampden Commons	18	Shoppes at Susquehanna Market Place
12	Gateway Square		

Table 9: Harrisburg Competition Map: There are three regional malls and ten community shopping concentrations in the Harrisburg area which compete for secondary trade area consumer expenditure.

7) Harrisburg Mall

The region’s largest shopping center is the 992,000-square-foot, two-story Harrisburg Mall, which is anchored by Macy’s, Bass Pro Shop, and the Great Escape Theater. The property also has a 188,000-square-foot vacant anchor space. Tenants include: Express, Bath & Body Works, New York & Company, Victoria’s Secret, AT&T Wireless, and Footlocker. The numerous vacancies may be the reason behind its listing for sale on the Jones Lang LaSalle website. No sale price is listed, although the broker recommends cash offers.

8) Colonial Park Mall

Owned by Glimcher Realty Trust, the 741,000-square-foot enclosed Colonial Park Mall is a significant regional destination with 95 stores, including four anchors: Boscov’s, Sears, The Bon-Ton, and the Colonial Park Cinema. Additional tenants include Hollister Co., American Eagle, Gap, Express, Aeropostale, and Victoria’s Secret. The center is easily accessible for most of Carlisle’s residents, and offers many of the brands, goods, and services that they desire and need. However, the center does not offer Carlisle’s walkability, placemaking, or historical character. It is likely that many of the mall’s retailers will eventually deploy second stores close to Carlisle as the region grows.



Figure 19: The Harrisburg Mall, above left, has a traditional anchor in Macy’s and a 188,000-square-foot vacant anchor space. The Colonial Park Mall, above, right, is a 741,000-square-foot, single-story enclosed mall.



Figure 20: The Carlisle Pike community retail corridor contains a wide variety of national big box retail as well as multiple neighborhood centers, making it strong competition for downtown Carlisle.

9-12) Carlisle Pike Community Shopping Cluster

Shopping centers 9-12 make up the Carlisle Pike corridor community shopping cluster. These centers, from west to east, include: #9 Silver Spring Commons, #10 Silver Spring Square, #11 Hampden Commons, and #12 Gateway Square. This shopping corridor contains over two million square feet of retail, with 876,000 in the Hampden Commons project alone. Anchor tenants include Wal-Mart, Marshalls, Value City Furniture, Wegmans, Best Buy, Target, Petco, Ross Dress for Less, Bed Bath & Beyond, Office Max, Kohl's, Home Depot, Lowe's, K-mart, Staples, hhgregg, Dick's Sporting Goods, PetSmart and TJ Maxx. The Carlisle Pike concentration has low vacancy, although there are vacant anchor locations in the Silver Spring Commons and Gateway Square community centers. Since the Carlisle Pike connects Carlisle to Harrisburg, the convenient direct access makes this intense shopping district a prime destination for consumers in the primary trade area.

13) The Hartzdale Road Community Shopping Cluster

Another community-sized shopping center surrounds the Capital City Mall, from Gettysburg Road, south of the Harrisburg Expressway, to Hartzdale Road, #13 as depicted in Figure 11. This assortment of retailers includes The Bon-Ton, Michaels, and BJ's Wholesale Club, as well as multiple neighborhood centers. Although this regional/community/neighborhood collection has more vacancies than the Carlisle Pike corridor, it still has a wide variety of national and local retailers meeting consumer needs in one convenient location with good freeway access.

14) Camp Hill Shopping Center

Retail center #14 is Camp Hill Shopping Center, a supersized community center at 523,000 square feet of gross leasable area. This project has the strongest tenant mix of any single community center in the region, and very good access from the Harrisburg Expressway, and local arteries Trindle Road and Carlisle Pike. Anchored by a 168,000-square-foot Boscov's department store and a 115,000-square-foot Giant Food Store, this center also draws with four junior anchors: LA Fitness, Barnes & Noble, Staples, and Pier 1 Imports. Camp Hill includes some personal service businesses, including Lenscrafters, a barber shop, hair salon, tailor shop, medical offices and four banks. Parked at approximately five spaces per 1,000 square feet of leasable space, this center offers strong competition, even at fifteen miles distance from Carlisle.



Figure 21: Camp Hill Shopping Center offers a robust tenant mix and convenient access, attracting consumers to Harrisburg's West Shore from as far away as Carlisle and Chambersburg. High Pointe Commons, pictured on the right, opened in 2006 in the East Shore area and is anchored by JCPenney and Target.

15) High Pointe Commons

The High Pointe Commons project, which opened in 2006, is community center #15 on the retail competition map. The anchors include a 99,000-square-foot JCPenney and a 127,000-square-foot Target. Additional retailers include Kelly's Sports, Famous Footwear, Five Guys, Christmas Tree Shops, Verizon Wireless, Lane Bryant, Sleepy's, and GNC. Well-positioned along Interstate 283, this 341,000-square-foot center has only three suites vacant, totaling 5,700 square feet.

16) Union Deposit Road Community Retail

Community retail cluster #16 is located at the Union Deposit Road-Interstate 83 interchange, where community and retail centers are located along Union Deposit Road on both the east and west sides of I-83. Anchored by Lowe's, Burlington Coat Factory, Staples, Ashley Furniture, Office Max, and Weis Market, these centers have both neighborhood and community appeal. However, this retail concentration does not extend its consumer draw very far into the West Shore area.

17) Colonial Commons

Colonial Commons is a 421,000-square-foot community center, located along Jonestown Road near Interstates 81 and 83. This center is anchored by a Giant Food & Drug and an AMC Theater, as well as multiple junior anchors including Ross, TJ Maxx, Office Max, Dick's Sporting Goods, Marshalls, and Pier 1 Imports. Although Colonial Commons has a desirable tenant mix, it does not have a significant portion of its trade area extending west of the Susquehanna River.

18) The Susquehanna Marketplace

The upscale Shoppes at Susquehanna Marketplace, at the North Progress Avenue and Interstate 81 interchange, is center #18 on the Harrisburg competition map. This fashionable project, which opened in the fall of 2004, hosts a variety of retailers common to lifestyle centers, including: Williams Sonoma, Chico's, White House/Black Market, Talbots, Banana Republic, Ann Taylor Loft, Eddie Bauer, Coldwater Creek, J. Jill, and Claire's Icing. The center is only 108,000 square foot, but the tenant mix and design are somewhat unique in the market, and access is good via Interstate 81. This project is somewhat exceptional among the East Shore retail centers, in that it does extend its trade base across the river into the West Shore communities. If this project had

more upmarket, custom eateries, it would generate much more traffic and expand its trade area further.

Table 10: Existing Regional Competition to Downtown Carlisle

Map Designation	Retail Center Name	Map Designation	Retail Center Name
19	Chambersburg Mall	25	Gettysburg Community Shopping
20	North Hanover Mall	26	Dillsburg Shopping Center
21	East Manchester Mall	27	Eisenhower Road Community Shopping
22	Galleria Mall	28	West York Community Shopping
23	Chambersburg Community Shopping	29	East York Community shopping
24	Shippensburg Community Shopping		

Table 10: Regional Competition Map: There are four regional malls and seven community shopping concentrations in the south central Pennsylvania region, which compete with Carlisle for secondary trade area consumer expenditure.

19) The Chambersburg Mall

Enclosed mall #19 on the Figure 17 regional competition map is the Chambersburg Mall. This 454,000-square-foot regional collection includes Sears, JCPenney, The Bon-Ton, and Burlington Coat Factory as anchors, as well as Aeropostale, Bath & Body Works, The Finish Line, The Shoe Department, Victoria’s Secret, and Zale’s. This mall, which opened in 1982, has a sprawling trade area stretching over 40 miles, bordering Carlisle to the northeast and continuing south along Interstate 81 to the Maryland state line. This trade area contains only 185,000 consumers. The mall is situated in Chambersburg to take advantage of a market void created by the low residential density found in south central Pennsylvania.

20) The North Hanover Mall

The North Hanover Mall, located approximately 30 miles south of Carlisle, is a 356,000-square-foot enclosed regional mall owned by the Pennsylvania Real Estate Invest Trust. This older center, identified as #20 on the regional competition map, was built in 1967 and transformed by a major renovation in 1999. It is anchored by Sears and JC Penney, but also has a vacant anchor space. Almost a clone of the Chambersburg mall, which is also owned by PREIT, it contains many of the same tenants: Aeropostale, American Eagle Outfitters, Finish Line, and Bath & Body Works. Although this enclosed facility is not located along a major highway, it is only 10 miles from Gettysburg.

York has the final two regional malls, # 21 West Manchester Mall, and #22 York Galleria:



Figure 22: York has two enclosed regional malls, the West Manchester Mall and the York Galleria. The West Manchester Mall just lost its Bon-Ton anchor, and is reported to be for sale.

21) The West Manchester Mall

The West Manchester Mall is a 706,000 square foot enclosed regional mall anchored by Macy's, Wal-Mart, Kohl's, and a Regal 13 Cinema. The Bon-Ton anchor just announced that it is closing. This property also has many desirable national tenants, including: f.y.e. Bath & Body Works, GNC, AT&T Wireless, Payless Shoe Source, and the Shoe Department. The combination of anchors Macy's and Wal-Mart offer little cross shopping opportunities, and suggests that the mall may be trying to reposition itself to more of a discount tier. This mall is reported to be for sale, and may become one of at least seven properties which its owner, the Lightstone Group, has sold or lost to the bank over the last five years.

22) The York Galleria

The second of York's regional malls is the York Galleria, a 765,000-square-foot, two-story enclosed mall with four anchors: Sears, JC Penney, Bon-Ton, and Boscov's. This desirable shopping location features popular national tenants like: Hollister Co., Aeropostale, The Children's Place, Gap and Gap Kids, PacSun, and Best Buy Mobile. The center is well situated along US 30, and has good regional access to Carlisle, Harrisburg, Philadelphia, and Baltimore.

23) The Chambersburg Community Retail Cluster

The Chambersburg retail concentration, # 23, is located approximately 30 miles southwest of Carlisle along Interstate 81, and consists of multiple community and neighborhood retail centers at three highway interchanges: the Walker Road, US 30 and Wayne Avenue exits. The community-sized retail center at the US 30/I-81 interchange includes the following discount community retailers: Wal-Mart, Aldi, Lowe's, JoAnn Fabrics, Hobby Lobby, and Lumber Liquidators. Just north of the US 30 interchange, Interstate 81, and Walker Road is a second retail cluster anchored by Target, Giant Foods, Wolf Furniture, Staples, Kohl's, and Michaels. This northern Chambersburg retail is the newest of the three clusters. The Wayne Road and I-81 collection includes K-mart, Giant Foods, and Dollar Tree. Although Chambersburg has three medium retail districts with convenient access right off of Interstate 81 for consumers from the Carlisle trade areas, its distance and lack of unique tenant mix does not create a strong draw for consumers.

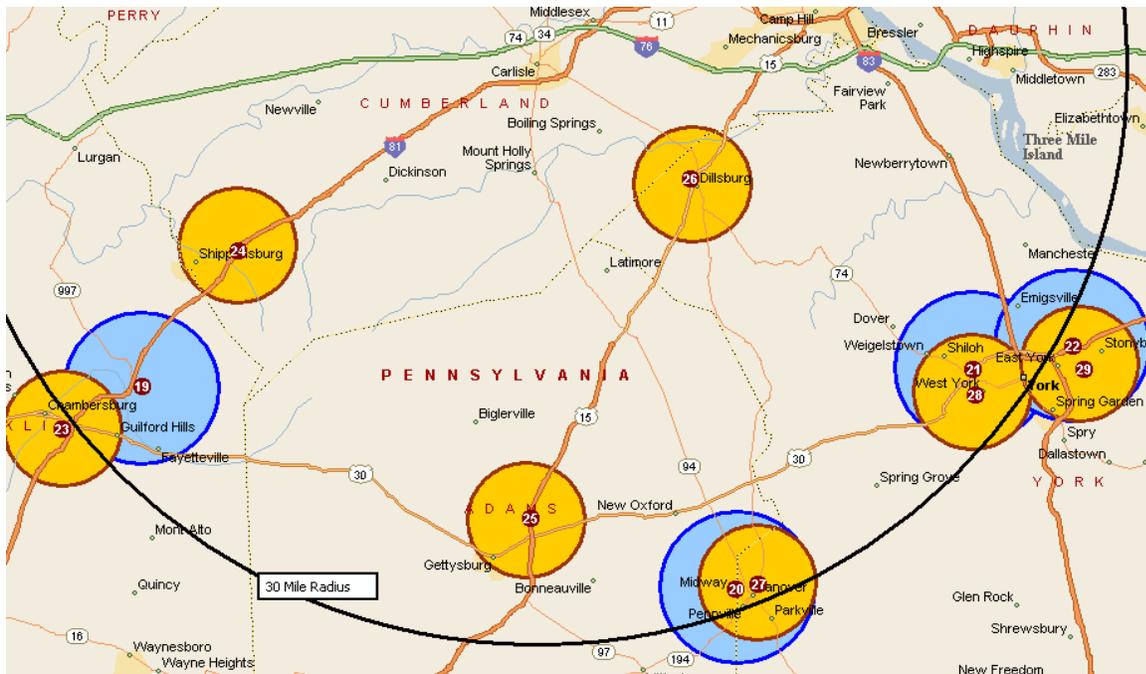


Figure 23: Regional Competition Map. There are four enclosed regional malls and six community concentrations competing for consumer expenditure with downtown Carlisle.

24) The Shippensburg Area Shopping

The Shippensburg community retail concentration is found along Interstate 81 at the Walnut Bottom Road exit, identified as #24 on the regional competition map. This small, two-center cluster is anchored by a newer Wal-Mart and Lowe’s on the north side of the road, and an older K-mart center on the south side. These freeway retail developments serve the local community, but do not have much of a draw beyond there because of the lack of exceptional tenants, or a unique product mix.

25) Gettysburg Area Shopping

A national landmark, Gettysburg is also a major leisure tourist destination in the region, with a historic downtown complete with neighborhood goods and services, as well as retail geared towards the historic nature of the community. The community-scale shopping has been located along US 30, to the east of the downtown, at two major exits at York and Baltimore Road. Identified as #25 on the competition map, these retail clusters complement each other. The Outlet Shoppes at Gettysburg, at the Baltimore Road interchange, has over 70 name brand retail outlets and 260,000 square feet, sitting on 110 acres. The York Road community retail will soon be supplemented by Gettysburg Crossing, a 540,000-square-foot center anchored by a Wal-Mart supercenter, BJ’s Warehouse Club, and five additional junior anchors. Expected to open in October 2012, this community concentration will provide strong competition once the Gettysburg Crossing project opens.

26) The Dillsburg Shopping Center

The Dillsburg Shopping Center is a very small community/neighborhood center located 10 miles outside of Carlisle. Identified as #26 on the regional map, this center has a very strong local Giant Food & Drug location, which is supported by Radio Shack, Verizon Wireless, Little Caesars, McDonald’s, and Rite-Aid. The center is approximately 25 percent vacant, and has a junior

anchor space available. Filling this space with a hardware or building supplies dealer would increase the consumer draw, and strengthen its position as a community center.

27) The Eisenhower Road Corridor Shopping Cluster

Hanover, located approximately 30 miles south of Carlisle, has a very strong community retail corridor complementing the North Hanover Mall. The Eisenhower Road corridor is over a mile of concentrated big box and community retailers, identified as #27. It is anchored on the west by the enclosed regional mall, and contains: Kohl's, Target, Wal-Mart, Best Buy, Lowe's, Home Depot, Sears, TJ Maxx, and Staples. This commercial destination creates a strong draw for convenience, but is somewhat limited by a lack of highway access from Carlisle.

28-29) The York Community Retail Shopping Clusters

York has two community retail concentrations, the west York community cluster (#28), and the east York cluster (#29). Centered near the West Manchester Mall at the Lincoln Highway and Carlisle Road interchange in western York, this community retail concentration is anchored by Target, BJ's Wholesale Club, Lowe's, and TJ Maxx. The eastern community collection is anchored by Wal-Mart, Sam's Club, and other junior anchors found in the York Marketplace center. These two community shopping districts enhance the retail experience found in the enclosed malls, but do not offer unique experiences by themselves.



Figure 24: Charleston (above, left) and Alexandria's Old Town (above, right) offer historic districts with design and planning standards that should be models for downtown Carlisle.

Placemaking Observations

Much of Carlisle's downtown physical environment is not representative of its rich history, culture and desirable demographics. Although the borough is more attractive than most of the region's other shopping districts and urban centers, there is still room for improvement. Carlisle has a unique opportunity to reinforce its distinguished architectural character and history by implementing its public realm, streetscape, landscaping, and building facades to those commonly found in leading historical downtowns. Improved street cleaning, holiday decorations, lighting, landscaping (especially flowers), signage, and storefront design are essential for the borough to meet its market potential.

Charleston, South Carolina, Frederick, Maryland, Alexandria, Virginia and Niagara on the Lake, Canada offer historic districts with design and planning standards that should be models for the borough. Most importantly, the downtown needs a business improvement district (BID) type of management organization. Such standards require a convergence of public and private

leadership, will, marketing and just plain luck. Fortunately, Carlisle has some of the most attractive historical building stock in the region. If implemented, GPG estimates that downtown could become a major destination, capture local sales that are presently shopping elsewhere, attract leading retailers and restaurants, and experience an across-the-board increase in sales for most businesses.



Figure 25: Carlisle's street furnishings are dirty, rusted and often in disrepair. Many of the downtown streets lack sufficient lighting for a competitive shopping district. Expanded holiday lighting and illumination of landmark structures should be implemented as quickly as possible. A business improvement district may be required for such improvements.

Lighting

Lighting is an essential factor for competitive shopping districts. Well-designed illumination not only reinforces the sense of safety and security, but can create a warm ambiance that especially complements historic town centers such as Carlisle. Surprisingly, GPG found much of the downtown area to be severely under-illuminated and lacking modern character lighting commonly found in desirable shopping districts and centers. The downtown was almost completely void of any holiday lighting in December. Many of the downtown's lighting fixtures were dirty and rusted. GPG recommends the following:

- Repair and refinish existing light fixtures.
- Install additional lighting to all areas of the downtown to meet or exceed industry standards. Lighting is especially poor in surface parking lots and along Louthier and Dickinson Streets.
- Install holiday lighting in trees across High and Hanover Streets and on special features.
- Coordinate extended store window lighting hours to 11:00 pm along all primary shopping streets.
- Install architectural lighting to highlight significant landmarks.
- Assist businesses with quality lighting for storefronts and exterior signage.
- Improve the Pomfret Street parking garage interior and exterior lighting to industry standards.



Figure 26: Carlisle's downtown is very walkable and has recently installed modern pedestrian signals.

On-Street Parking

Most of the downtown has convenient, metered on-street parking. The meters are fairly expensive, and start at 8:00 a.m. in most locations. The author received four parking tickets (one per day). The meters are generally tattered, rusted, and dirty, creating a negative first impression. This parking is essential for sustainable retailing and should be continued with some minor modifications:

- Delay meter start time to 9:00 a.m.
- Extend meter times to 8:00 a.m. in prime locations to discourage employee parking.
- Clean, repair, and repaint all meters.

Pomfret Street Parking Garage

Located in the southwest quadrant of the downtown, the Pomfret garage is the borough's only public parking structure. The garage provides the necessary long-term parking for the Comfort Inn Hotel, downtown workers, and residents. The garage has harsh lighting, is generally poorly maintained, covered with graffiti, and challenging for convenient shopper use. For example, the garage does not accept credit cards and requires shoppers to park on upper levels. The adjacent County parking structure is managed and designed to industry standards and should serve as a model for the Pomfret structure.

GPG recommends the following improvements for the parking garage:



Figure 27: The Pomfret Parking Structure (images above left and center) offers essential long-term parking, but is poorly managed and should be maintained to meet industry standards as are illustrated in the adjacent county parking garage (shown above right). Reserved parking should be relocated on upper levels, offer the first two hours free, and restrict first level parking to after 10:00 am on the first two levels to reserve for shoppers.

- Move reserved parking stalls to the upper two levels.
- Restrict first level parking to after 10:00 a.m. to reserve for shoppers.
- Implement a “first two hours free” fee waiver for Monday through Saturday. Keep Sundays free all day.
- Reduce the parking rates to \$1.00/hour after the first two hours of free parking.
- Remove all graffiti and repaint all surfaces.
- Repair all lighting and install improved lighting to meet new industry standards
- Install new period, historical-type signage in the interior and exterior (replace the existing front signage).
- Repair, clean up and re-design the entry gatehouse structure to have an attractive historical character.

Signage



Figure 28: Signage is an important design element for historic shopping districts. Shown: attractive Carlisle High Street store sign (above, left) and unattractive public parking signage (center). Store signage in Niagara on the Lake, Canada (above, right.)

Carlisle has an excellent way-finding signage system for most of the downtown area, making it easy to find parking and key destinations. Signage along I-81 is understated and, for some reason, does not direct Dickinson College visitors to exit at Hanover Street and through the downtown. Many of the public and private buildings have implemented a broad range of signage, from well-designed historical signage to unattractive signage that does not represent the region’s historical character. GPG recommends the borough implement the following sign improvements:

- Implement a program to assist stores and property owners to replace inappropriate signage with period historical signs. Consider a five-year sunset timeframe for all downtown commercial buildings to implement new and appropriate signage.
- Re-route Dickinson College visitors to exit at the Hanover Street I-81 exit.
- Install a historical downtown sign along I-81 and the Pennsylvania Turnpike.



Figure 29: Carlisle's historic district includes numerous buildings that are poorly designed and in disrepair. GPG recommends that the borough implement historic building design standards similar to Charleston and Alexandria. Shown above left, a Charleston storefront and above right, existing Carlisle storefronts located along High Street.

Storefronts

Well-designed and attractive storefronts reinforce a shopping area's quality as well as the individual businesses' unique selections. Shopping centers can require (and finance) uniformly attractive storefronts that, when combined, create a favorable brand. Historic downtowns have multiple owners and, therefore, inconsistent building facades. Shoppers often make unfair snap judgments of a downtown's quality and value based on the worst storefront.

While Carlisle does not need to mimic the exacting building standards of Colonial Williamsburg, it does have room for considerable improvement. Many of the downtown's historic buildings are in disrepair or have been poorly designed. GPG recommends the following storefront enhancements:

- Retain a qualified town architect to assist existing property owners with design improvements and to review proposed new store fronts.
- Publish a pattern book and detailed design standards for storefront and historic preservation in the historic district.
- Require 70 percent minimum clear glass on all first level storefronts.
- Consider an 8 to 10 year sunset-type ordinance for all existing buildings including retailers and services businesses to upgrade their store fronts and signage to the new design standards. The sunset requirement sets an absolute date for such improvements, even if the business or building remains unchanged.

Business Improvement District

Carlisle's downtown needs improved maintenance, design, landscape, signage, marketing, and business services that are only achievable through a Business Improvement District type of organization. BIDs can bridge the gap between what the public and private sectors can do, and frequently generate multiple levels of return on their investment. In general, BIDs collect revenue from downtown properties and spend the money directly on downtown enhancements that are mutually agreed upon by an independent board made up of property and business owners. It is understood that Carlisle recently chose not to implement a BID. GPG recommends that the borough reconsider this decision.



Figure 30: A new public food and specialty retail market should be considered for Carlisle's downtown. Shown: above left, Charleston's City Market and right, Redding Terminal Market, Philadelphia.

SUMMARY OF FINDINGS

This study finds that the Carlisle downtown area has a considerable opportunity to meet the desires and demands of its community and visitors by expanding its commercial goods and services offerings. Up to 80 new stores and restaurants, totaling 162,500 square feet, is presently supportable in the Carlisle study area. This new retail can potentially capture an additional \$50.3 million of expenditure, growing to \$69.6 million by 2016.

The Borough's commercial district can draw from a 2016 primary trade area population base of 158,400 people, 60.7 percent of whom are employed in management positions. There are nearly 14,000 daytime workers in the downtown area, with over \$17 million annual retail and restaurant spending potential. These workers spend almost \$6.6 million per year in restaurants, equaling up to 8 - 10 additional restaurants and specialty food businesses.

Household incomes are \$66,700 in the primary trade area, which is greater than the state and national averages. The per-capita income of \$26,700 is also higher than the state and national levels. Employment in the Carlisle primary trade area is concentrated in the services, retail, and manufacturing sectors, while being weak in the agriculture and mining, utility, and communications categories.

Tapestry lifestyles in the market reflect a majority base of "Salt of the Earth " households and are dominated by married couples with children (36 percent) and without (29 percent). Both household percentages are higher than the U.S. values. One-fifth of households are composed of singles living alone.

Supportable 2011 Retail and Potential Tenants

The following recommendations are based on a statistical analysis of retail expenditure by NAICS category. Although some recommendations may seem counterintuitive, such as a 3,000-square-foot department store, creative application of this analysis may lead to the expansion of a department store by 3,000 square feet, the creation of a catalog store with sales professionals helping in ordering and picking up merchandise, or enticing a larger than recommended user to come into the marketplace and out-compete existing competitors.

- **25,500 sf General Merchandise Stores:** This category includes 11,900 square feet of warehouse club, 6,300 square feet of used merchandise, 4,300 square feet of discount department store, and 3,000 square feet of department store. Although the typical department store or warehouse club is 40,000-120,000 square feet, recruitment should focus on the potential to outperform the market. Possible tenants include: Bargain Discounters, Chic to Chic Inc., DIRECTBUY, Dollar Village, Economy Store, Elm Department Store, Everything Wholesale, Marshall's, Ollie's Bargain Outlet, Play it Again Sports, TJ Maxx, Village Closet, or Wears Like New Inc.
- **25,100 sf Health Care & Personal Services:** Drug store is the dominant subgroup of this classification at 14,000 square feet, followed by 5,000 square feet of personal care services such as a barber shop, hair salon, nail care, sauna, tanning salon, electrolysis, or personal trainer; 4,400 square feet of optical/vision care; and 1,700 square feet of health and beauty store. Targeted renters could include Bath & Body Works, Origins, and drug stores, as well as professional services such as: CVS, Walgreen's, Continuing Care Rx, GNC, Medicine Shoppe, Wellspan Pharmacy, Williams Apothecary, Ability Prosthetics-Orthotics, Accuquest Hearing, Apria Healthcare, Associated Otolaryngology, and S.E.E. Eyewear.
- **24,500 sf of Food & Restaurant:** The majority of this category, 15,400 square feet, is found in limited service restaurants such as baked goods, bagels, coffee, a deli, and gourmet pizza. In addition, 6,200 square feet is supportable in full service restaurants, which generally includes restaurants with a liquor license. Finally, an additional 2,900 square feet of drinking places, such as another local bar or tavern, is supportable. Local restaurateurs add character to a shopping district, bringing local specialties to the table. Possible restaurants include: Chipotle Mexican Grill, Einstein's Bagels, Jimmy John's Subs, Isaac's Restaurant & Deli, Village Inn, Original Pancake House, Brother's NY Style Pizza, Carini's Italian Restaurant, Fox's Pizza Den, Garfield's Restaurant & Pub, Starbucks, and Gilligan's Bar & Grill.
- **18,700 sf of Electronics, Appliances, & Computer Retail:** This grouping is evenly split among the three classes with 7,200 square feet in general electronics, 6,400 square feet in appliances, and 5,100 square feet in computer & software retail. Potential retailers include: Apple Computer franchise, ATT Phone Center, 2K Kases Cell Phone, Capital Area Communications, Verizon, Sprint, Cellular Connection, Cranberry Electronics, EB Games, GameStop, Harris TV & Appliance, Radio Shack and Oreck Clean Home Center.
- **17,900 sf of Food & Beverage Stores:** 3,700 square feet of specialty groceries, baked goods, bagels, cheese, coffee, and wine shop. Suggested business contacts include: Adam's Country Winery, Allegro Vineyard, Greencastle Coffee, Redner's Warehouse Markets, Amelia's Grocery Outlet, Rutter's Farm Stores, Country Boy Meats, Gardner's Candies, and Kepler's Seafood. In addition, the borough should consider developing a year-round enclosed public market similar to Charleston's Public Market or The Redding Terminal.
- **14,900 sf of Apparel & Shoes:** A broad mix of apparel, accessories, handbags, favoring women's and men's apparel at 4,500 square feet and 4,000 square feet, respectively, or a combined unisex apparel store geared for students, young families

and professionals. Children's clothing can support up to 3,100 square feet, while unisex apparel is proposed is 1,900 square feet. Prospective retailers include: Aeropostale, Alfred Angelo, Buckle, Body Central, Cato, Chicos, Children's Place, Cintas, Claire's, Clarks Shoes, Cupid's Closet, Deerskin Leather, Dress Barn, Elm Street Department Store, Fast Action Shoes, Finish Line, Free People (Urban Outfitters), Foot Locker, Footaction Shoes, Jos. Banks, Jump Sportswear, Lane Bryant, Maurice's, The Runner's Sole, Men's Warehouse, New Hub Stores, Orvis, PacSun, Payless Shoes, Rue 21, Spot USA, Kid to Kid, The Rack Shoes and a Woolrich Clothing Store.

- **13,300 sf of Miscellaneous Retail:** 3,700 square feet of pet supply, 3,500 square feet of office supply store, 2,600 square feet of tobacco supplies, 1,900 square feet video store, and 1,600 square feet of gift store retail to complement the existing cluster of gift stores. Possible lessees are: Agway, Balloons Instead, Doggie Delights, Pets 'n' You, McCartney's Inc., Think Rethink, Puff n Stuff, Puff Inc., Family Video, & Edible Arrangements.
- **11,200 sf of Sporting Goods, Hobby, Books & Music Stores:** 3,500 square feet outfitter sporting goods selling camping, fishing, hiking and active sporting clothing, gears and shoes. 2,700 square feet of arts & craft space, 2,600 square feet of book & music outlet, a 1,400 square foot musical instrument shop, and 1,000 square feet of toy & hobby retail. Suggested business contacts include: A Pawn Plus, Appalachian Outdoors, Bleacher Bums, Book Warehouse, CD Warehouse, Color Me Mine, Family Christian Bookstore, Fishbone Apparel Inc., Framers Workshop, Growing Tree Toys, Guitar Center, Jo Ann, K & S Music, Longaberger. Menchey Music Service, Orvis, Princeton Sports, Sportsman's Liquidation, and Yellow Breeches Outfitters.
- **8,600 sf of Home Furnishings:** There is demand to support 6,300 square feet of furniture store, and 2,300 sf of home furnishings, lighting, rugs, either together in the same store front or in separate boutiques. Possible lessees could be: Blue Mountain Woodcraft, Capparella Furniture, Classic Interiors, Mattress World, Budget Blinds, Carpet Mart, Essis & Sons, and LA Draperies.
- **2,100 sf of Hardware, Lawn & Garden Store:** The potential demand in this retail group focuses exclusively on hardware, building materials, garden plants and supplies categories. Possible Building Materials & Supplies retailers include: Paint Store Plus Inc., Sherwin Williams, and York Building Products.
- **700 sf of Jewelry, Luggage, and Leather Goods Stores:** This classification suggests a single 700 sf jewelry or watch store. Local jewelers include: Belden Jewelers, Gordon's Jewelers, Harrisburg Jewelry, Littman Jewelers, and Plumb Gold.

Please find a summary of Carlisle's supportable retail in Table 11:

Table 11: Carlisle Supportable Retail Summary

Retail Category	2011			2016		
	Supportable Retail (SF)	Annual Sales	Sales Per S/F	Supportable Retail (SF)	Annual Sales	Sales Per S/F
Women's Apparel	4,500	\$1,192,000	\$265	4,800	\$1,454,000	\$303
Men's Apparel	4,000	\$1,036,000	\$259	4,300	\$1,281,000	\$298
Children's Apparel	3,100	\$1,007,000	\$325	3,300	\$1,214,000	\$368
Unisex Apparel	1,900	\$484,000	\$255	2,000	\$570,000	\$285
Shoe Store	1,400	\$343,000	\$245	1,500	\$412,000	\$275
Total Apparel, Shoes & Accessories	14,900 sf	\$4,062,000	\$270	15,900 sf	\$4,931,000	\$306
Computers & Software	5,100	\$2,478,000	\$486	5,500	\$2,843,000	\$517
General Electronics	7,200	\$2,088,000	\$290	7,800	\$2,526,000	\$324
Appliances	6,400	\$1,074,000	\$168	7,000	\$1,330,000	\$190
Total Electronics, Appliances, & Computers	18,700 sf	\$5,640,000	\$315	20,300 sf	\$6,699,000	\$344
Full Service Restaurant	6,200	\$2,405,000	\$388	7,900	\$3,602,000	\$456
Limited Service Restaurant	15,400	\$4,851,000	\$315	18,400	\$6,512,000	\$354
Drinking Places	2,900	\$1,319,000	\$455	3,200	\$1,686,000	\$527
Total Food & Restaurant	24,500 sf	\$8,575,000	\$386	29,500 sf	\$11,800,000	\$446
Grocery Store	3,700	\$1,147,000	\$310	21,700	\$7,334,000	\$338
Specialty Food Store	3,400	\$1,094,000	\$322	3,900	\$1,419,000	\$364
Beer, Wine & Liquor Store	10,800	\$4,050,000	\$375	11,700	\$5,053,000	\$432
Total Grocery or Public Market	17,900 sf	\$6,291,000	\$336	37,300 sf	\$13,806,000	\$378
Department Store	3,000	\$618,000	\$206	3,300	\$742,000	\$225
Discount Dept. Store	4,300	\$855,000	\$199	4,700	\$1,019,000	\$217
Warehouse Club	11,900	\$3,320,000	\$279	12,900	\$3,921,000	\$304
Used Merchandise Store	6,300	\$976,000	\$155	6,800	\$1,122,000	\$165
Total General Merchandise	25,500 sf	\$5,769,000	\$210	27,700 sf	\$6,804,000	\$228
Hardware	2,100	\$577,000	\$275	2,700	\$845,000	\$313
Total Hardware	2,100 sf	\$577,000	\$275	2,700 sf	\$845,000	\$313
Drug Store/Pharmaceutical	14,000	\$7,350,000	\$525	16,000	\$9,615,000	\$601
Health & Beauty Store	1,700	\$419,000	\$246	1,900	\$511,000	\$269
Optical/Vision Care	4,400	\$1,377,000	\$313	5,000	\$1,860,000	\$372
Personal Services	5,000	\$1,585,000	\$317	5,700	\$2,017,000	\$354
Total Health Care & Personal Services	25,100 sf	\$10,731,000	\$350	28,600 sf	\$14,003,000	\$399
Furniture Store	6,300	\$1,801,000	\$286	6,800	\$2,121,000	\$312
Home Furnishings	2,300	\$556,000	\$242	2,600	\$702,000	\$270
Total Home Furnishings Store	8,600 sf	\$2,357,000	\$264	9,400 sf	\$2,823,000	\$291
Jewelry Store	700	\$437,000	\$624	700	\$489,000	\$699
Luggage & Leather Store	0			0		
Total Jewelry, Luggage, Leather Goods	700 sf	\$437,000	\$624	700 sf	\$489,000	\$699
Art, Craft & Sewing Stores	2,700	\$540,000	\$200	3,000	\$654,000	\$218
Musical Instrument Store	1,400	\$309,000	\$221	1,500	\$370,000	\$247
Book & Music Stores	2,600	\$480,000	\$185	3,000	\$620,000	\$207
Sporting Goods Store	3,500	\$980,000	\$280	3,900	\$1,220,000	\$313
Toy & Hobby Store	1,000	\$211,000	\$211	1,100	\$260,000	\$236
Total Sporting Goods, Hobby, Books, Music Stores	11,200 sf	\$2,520,000	\$219	12,500 sf	\$3,124,000	\$244
Card/Gift Shop	1,600	\$424,000	\$265	1,700	\$510,000	\$300
Florists	0			600	\$139,000	\$232
Office Supplies, Stationary	3,500	\$843,000	\$241	3,800	\$1,037,000	\$273
Pet Supply Store	3,700	\$862,000	\$233	4,100	\$1,082,000	\$264
Tobacco Shop	2,600	\$988,000	\$380	2,800	\$1,234,000	\$441
Video/Entertainment	1,900	\$267,000	\$141	2,100	\$315,000	\$150
Total Miscellaneous Retailers	13,300 sf	\$3,384,000	\$252	15,100 sf	\$4,317,000	\$277
Total Identified Retail Expenditure	162,500 sf	\$50,343,000	\$318	199,700 sf	\$69,641,000	\$357

Table 11: Sales stated in constant 2011 dollars.

Rationale

The rationale for the findings in this study follows:

- **Existing retail infrastructure development:** Carlisle has valued and supported its downtown since 1980, with the initial formation of the Carlisle Economic Development Center, which has evolved into today's Downtown Carlisle Association. This business development entity has remained focused on encouraging professional standards for retailers, as well as concentrating on expanding its trade area and drawing new consumers who will stay for longer shopping/entertainment visits. Although there is sufficient retail in place now, the access, parking, daytime employment, and consumer base exists to support new, conversion, or infill retail development.
- **Carlisle Special Events:** Special event planning in Carlisle draws hundreds of thousands of tourists to the region each year. The most popular events are the ten auto-orientated events held between April and October, drawing mostly during the summer months as is shown by the hotel occupancy rate fluctuations. Summer 2011 occupancy rates in the Dutch County Roads tourism region reached just over 70 percent, while winter months bottomed out at 35 percent.
- **Dickinson College:** Dickinson is a highly regarded liberal arts college with 2,400 students and offers limited on-campus shopping or dining opportunities. The campus is embedded into the western edge of the downtown, offering a walkable small-town setting. In general, most of Carlisle's shops are not catering to the preferred taste and brand names sought out by college students, which could be a considerable opportunity for commercial expansion. Apparel, shoes, athletic wear, outfitters, jewelry, and specialty foods such as baked goods, coffee, sandwich shops and quality quick service food.
- **Army War College:** The War College attracts 600 career officers for classes which last ten months. While the attendees have some retail available on base, the strength of the downtown tenant mix pulls consumer expenditure off of the base into the local retail businesses.
- **Demographic growth:** Average and median household incomes are modest, but the encouraging annual growth rate in population and incomes will favorably affect new retail development. Regardless of disposable income levels, the growing base of population households in the primary study area need daily goods.
- **Single site critical mass development:** Carlisle Downtown District's potential availability of a large single site development, assembled by private developers through market transaction, could attract new retailers to the market.
- **Access to surrounding neighborhoods:** Access to surrounding neighborhoods is excellent.

-- END OF REPORT -

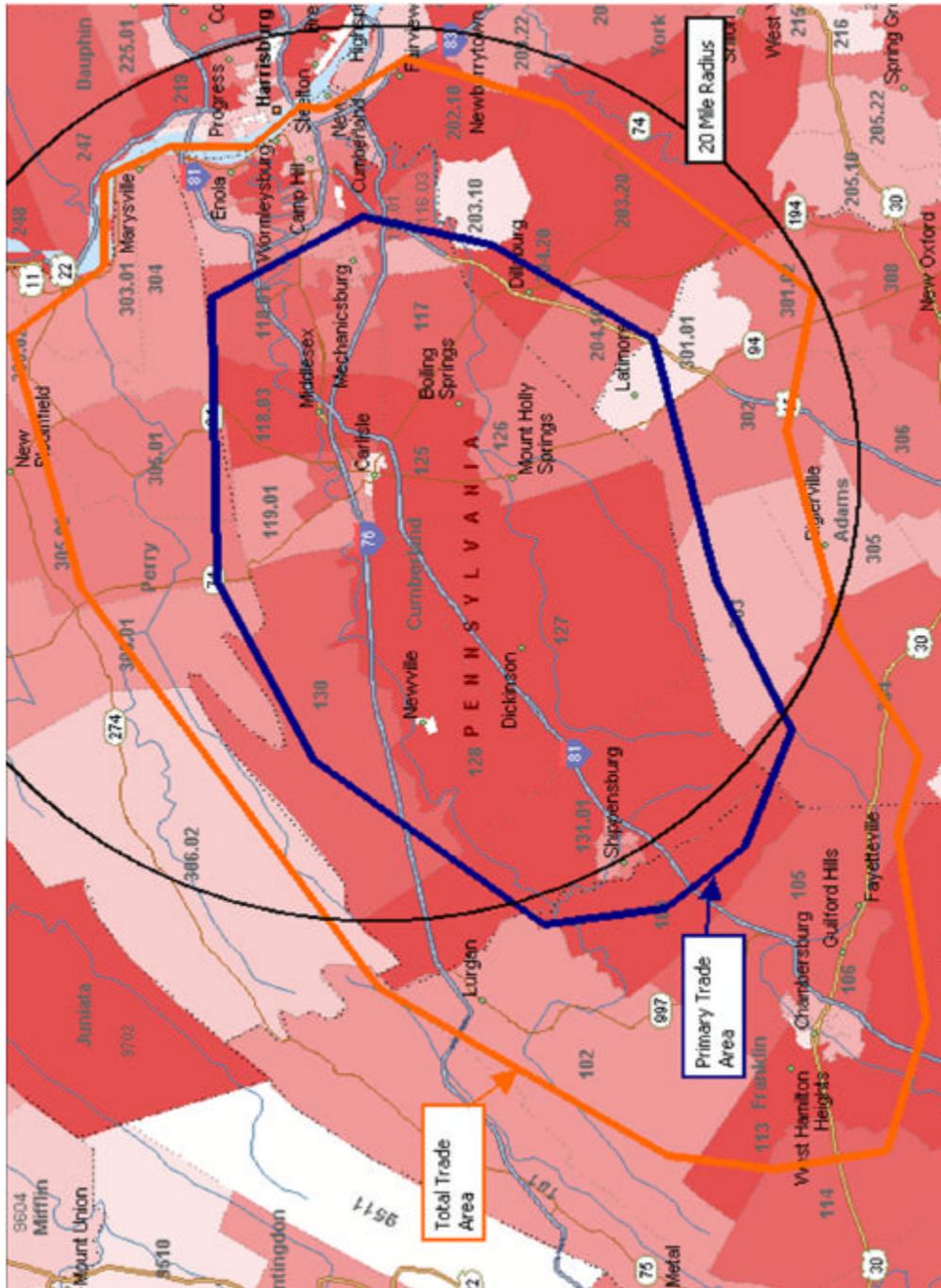
EXHIBIT A: Supportable Retail Table
Carlisle Pennsylvania Study Area

Retail Category	2011		2016		2011		2016		2011		2016		Retailers such as
	Total Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Total Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Captured Annual Sales	Sales Per S/F	Captured Annual Sales	Sales Per S/F	Captured Annual Sales	Sales Per S/F	Captured Annual Sales	Sales Per S/F	
Women's Apparel	\$32,504	4,500	\$34,317	4,800	\$1,192,000	\$265	\$1,454,000	\$303	Anne Fontaine, Betsey Johnson, Calypso, Rainbow Apparel				
Men's Apparel	\$28,111	4,000	\$29,680	4,300	\$1,036,000	\$259	\$1,281,000	\$298	Urban Outfitters, Buffalo Exchange, American Eagle Outfitters				
Children's Apparel	\$17,874	3,100	\$18,872	3,300	\$1,007,000	\$325	\$1,214,000	\$368					
Unisex Apparel	\$8,489	1,900	\$8,963	2,000	\$484,000	\$255	\$570,000	\$285	Educational Outfitters, Great Outdoor Clothing, Gymboree				
Shoe Store	\$13,461	1,400	\$14,213	1,500	\$343,000	\$245	\$412,000	\$275	Famous Footwear, Aerosoles, World Class Footwear				
Total Apparel, Shoes & Accessories	\$100,439	14,900 sf	\$106,045	15,900 sf	\$4,062,000	\$270	\$4,931,000	\$306					
Computers and Software	\$30,134	5,100	\$31,815	5,500	\$2,478,000	\$486	\$2,843,000	\$517	Micro Electronics Inc., Computer Renaissance				
General Electronics	\$40,891	7,200	\$43,173	7,800	\$2,088,000	\$290	\$2,526,000	\$324	AI & Ed's Auto Sound, Car Toys Inc., Fry's Electronics				
Appliances	\$25,713	6,400	\$27,148	7,000	\$1,074,000	\$168	\$1,330,000	\$190	Aarons, Appliance Recycling Centers of America, Inc.				
Total Electronics, Appliances, & Computers	\$96,738	18,700 sf	\$102,136	20,300 sf	\$5,640,000	\$315	\$6,699,000	\$344					
Full Service Restaurant	\$270,540	6,200	\$285,625	7,900	\$2,405,000	\$388	\$3,602,000	\$456					
Limited Service Restaurant	\$231,275	15,400	\$244,188	18,400	\$4,851,000	\$315	\$6,512,000	\$354					
Drinking Places	\$38,474	2,900	\$40,629	3,200	\$1,319,000	\$455	\$1,686,000	\$527					
Total Food & Restaurant	\$540,289	24,500 sf	\$570,442	29,500 sf	\$8,575,000	\$386	\$11,800,000	\$446					
Grocery Store	\$638,940	3,700	\$674,542	21,700	\$1,147,000	\$310	\$7,334,000	\$338	Andronico's Market, Cost Less Food, Fresh Organics				
Specialty Food Store	\$33,876	3,400	\$35,768	3,900	\$1,094,000	\$322	\$1,419,000	\$364	Penzeys Spices , Popcornopolis, Savory Spice Shop				
Beer, Wine and Liquor Store	\$56,430	10,800	\$59,580	11,700	\$4,050,000	\$375	\$5,053,000	\$432					
Total Food & Beverage Stores	\$729,246	17,900 sf	\$769,890	37,300 sf	\$6,291,000	\$336	\$13,806,000	\$378					
Department Store	\$106,178	3,000	\$112,116	3,300	\$618,000	\$206	\$742,000	\$225	Macy's, Dillard's, Nordstrom's				
Discount Department Store	\$129,773	4,300	\$137,032	4,700	\$855,000	\$199	\$1,019,000	\$217	Target, Kohl's				
Warehouse Club	\$66,054	11,900	\$69,754	12,900	\$3,320,000	\$279	\$3,921,000	\$304					
Used Merchandise Store	\$122,673	6,300	\$129,544	6,800	\$976,000	\$155	\$1,122,000	\$165	Goodwill, Salvation Army				
Total General Merchandise Stores	\$424,678	25,500 sf	\$448,446	27,700 sf	\$5,769,000	\$210	\$6,804,000	\$228					
Building Materials & Supplies	\$119,762	2,100	\$126,451	2,700	\$577,000	\$275	\$845,000	\$313					
Lawn, Garden Equipment and Supplies	\$18,851	0	\$19,904	0					Gro More Garden Supply, Green Valley Garden Supply				
Total Hardware, Lawn & Garden Store	\$138,613	2,100 sf	\$146,355	2,700 sf	\$577,000	\$275	\$845,000	\$313					

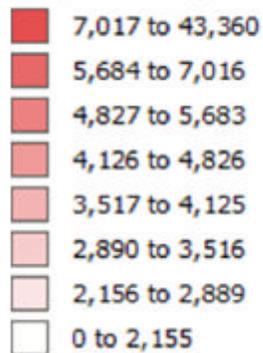
EXHIBIT A: Supportable Retail Table
Carlisle Pennsylvania Study Area

Retail Category	2011		2016		2011		2016		2011		2016		Retailers such as
	Total Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Total Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Captured Annual Sales	Sales Per S/F	Captured Annual Sales	Sales Per S/F	Captured Annual Sales	Sales Per S/F	Captured Annual Sales	Sales Per S/F	
Drug Store/Pharmaceutical	\$66,879	14,000	\$70,617	16,000	\$7,350,000	\$525	\$9,615,000	\$601		\$9,615,000	\$601	Haller's Pharmacy & Medical Supply, Medicap Pharm.	
Health and Beauty Store	\$6,578	1,700	\$6,946	1,900	\$419,000	\$246	\$511,000	\$269		\$511,000	\$269		
Optical/Vision Care	\$10,963	4,400	\$11,577	5,000	\$1,377,000	\$313	\$1,860,000	\$372		\$1,860,000	\$372	National Optical Inc., SVS Vision	
Personal Services	\$25,217	5,000	\$26,626	5,700	\$1,585,000	\$317	\$2,017,000	\$354		\$2,017,000	\$354	Mail Boxes Etc., Sir Speedy, FedEx Kinko's	
Total Health Care & Personal Services	\$109,637	25,100 sf	\$115,766	28,600 sf	\$10,731,000	\$350	\$14,003,000	\$399		\$14,003,000	\$399		
Furniture Store	\$56,791	6,300	\$59,957	6,800	\$1,801,000	\$286	\$2,121,000	\$312		\$2,121,000	\$312	Aaron's Inc., Sanford Distributing, Ashley Furniture	
Home Furnishings	\$32,240	2,300	\$34,028	2,600	\$556,000	\$242	\$702,000	\$270		\$702,000	\$270	Savers, Inc., Sleepy's Inc., Mattress Discounters	
Total Home Furnishings Store	\$89,031	8,600 sf	\$93,985	9,400 sf	\$2,357,000	\$264	\$2,823,000	\$291		\$2,823,000	\$291		
Jewelry Store	\$9,941	700	\$10,497	700	\$437,000	\$624	\$489,000	\$699		\$489,000	\$699	Zale Corp, Rogers Jewelry Co, Western Stone & Metal	
Luggage & Leather Store	\$5,348	0	\$5,648	0								Arizona Leather Co, Edwards Luggage	
Total Jewelry, Luggage, and Leather Goods Stores	\$15,289	700 sf	\$16,145	700 sf	\$437,000	\$624	\$489,000	\$699		\$489,000	\$699		
Art, Craft and Sewing Stores	\$5,537	2,700	\$5,845	3,000	\$540,000	\$200	\$654,000	\$218		\$654,000	\$218	Archiver's Inc., Hobby People, Beverly Fabrics Inc.	
Musical Instrument Store	\$4,000	1,400	\$4,224	1,500	\$309,000	\$221	\$370,000	\$247		\$370,000	\$247		
Book & Music Stores	\$27,559	2,600	\$29,095	3,000	\$480,000	\$185	\$620,000	\$207		\$620,000	\$207	Crown Book, Half Price Book, LifeWay Christian Store	
Sporting Good Store	\$18,137	3,500	\$19,150	3,900	\$980,000	\$280	\$1,220,000	\$313		\$1,220,000	\$313		
Toy and Hobby Store	\$4,534	1,000	\$4,788	1,100	\$211,000	\$211	\$260,000	\$236		\$260,000	\$236		
Sporting Goods, Hobby, Books, Music Stores	\$59,767	11,200 sf	\$63,102	12,500 sf	\$2,520,000	\$219	\$3,124,000	\$244		\$3,124,000	\$244		
Card/Gift Shop	\$12,562	1,600	\$13,265	1,700	\$424,000	\$265	\$510,000	\$300		\$510,000	\$300		
Florists	\$5,448	0	\$5,750	600			\$139,000	\$232		\$139,000	\$232		
Office Supplies, Stationary	\$12,562	3,500	\$13,265	3,800	\$843,000	\$241	\$1,037,000	\$273		\$1,037,000	\$273		
Pet Supply Store	\$14,764	3,700	\$15,587	4,100	\$862,000	\$233	\$1,082,000	\$264		\$1,082,000	\$264	Best Friend Pet Care Inc., Centinela Pet Supplies	
Tobacco Shop	\$16,610	2,600	\$17,535	2,800	\$988,000	\$380	\$1,234,000	\$441		\$1,234,000	\$441	Tinder Box International, Smoker Friendly International	
Video/Entertainment	\$4,613	1,900	\$4,871	2,100	\$267,000	\$141	\$315,000	\$150		\$315,000	\$150	Hollywood Entertainment, Movie Starz Video	
Total Miscellaneous Retailers	\$66,559	13,300 sf	\$70,273	15,100 sf	\$3,384,000	\$252	\$4,317,000	\$277		\$4,317,000	\$277		
Total Identified Retail Expenditure	\$2,370,286	162,500 sf	\$2,502,585	199,700 sf	\$50,343,000	\$318	\$69,641,000	\$357		\$69,641,000	\$357		

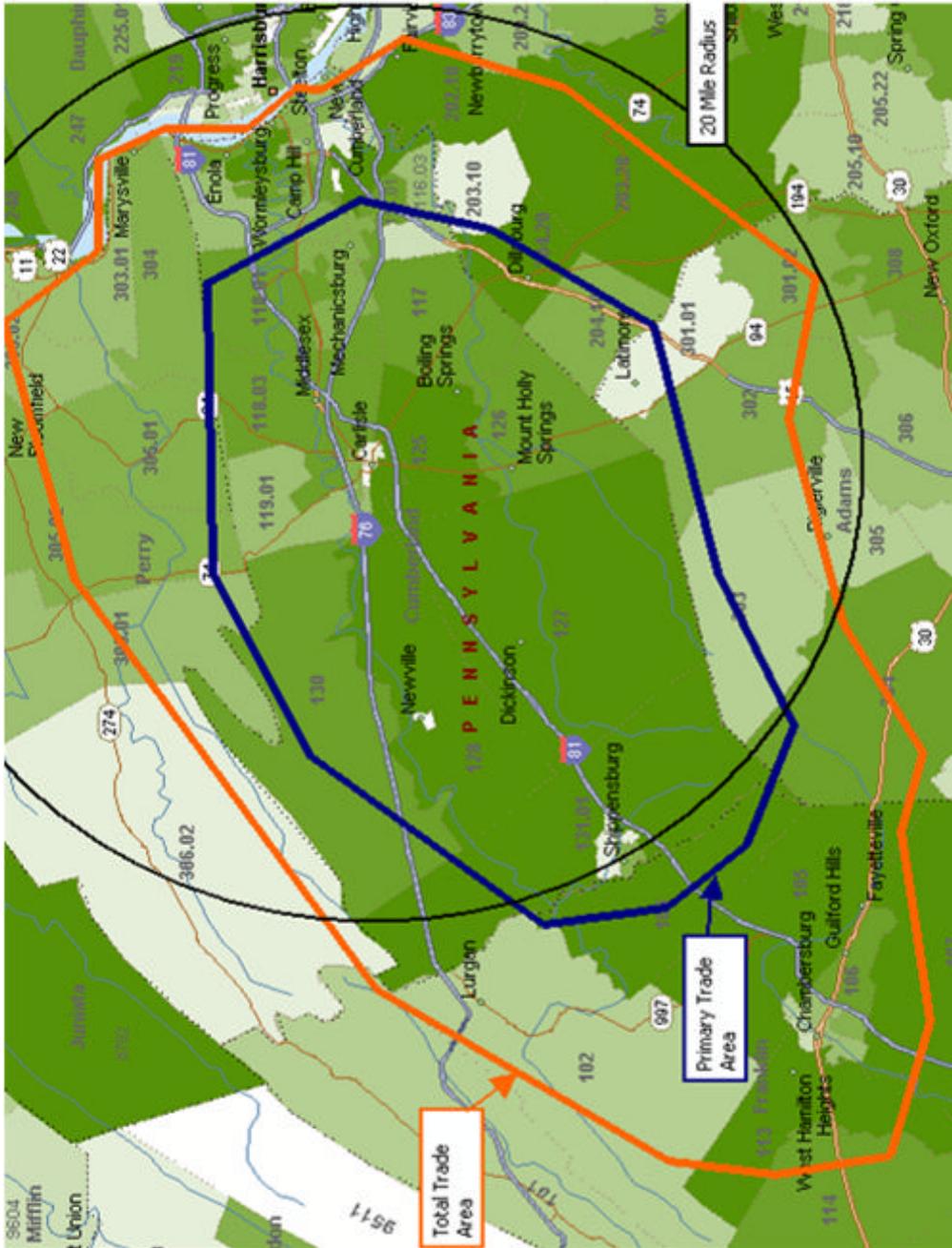
CARLISLE TRADE AREA POPULATION MAP



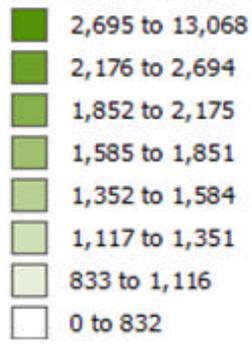
Population by Census Tract



CARLISLE TRADE AREA HOUSEHOLDS MAP

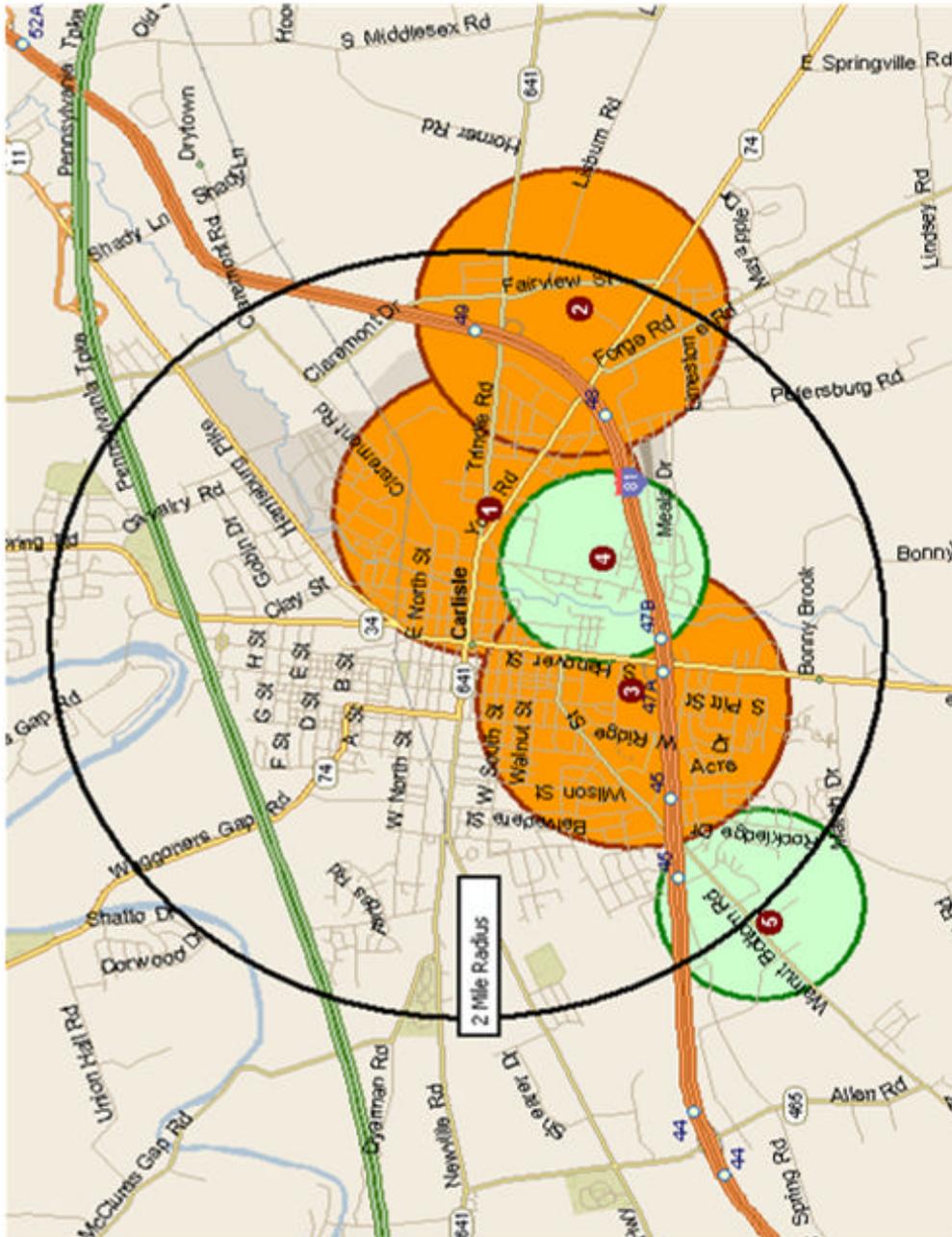


Households by Census Tract



TRADE AREA LOCAL COMPETITION MAP

COMMUNITY & NEIGHBORHOOD RETAIL CENTERS



Regional Mall



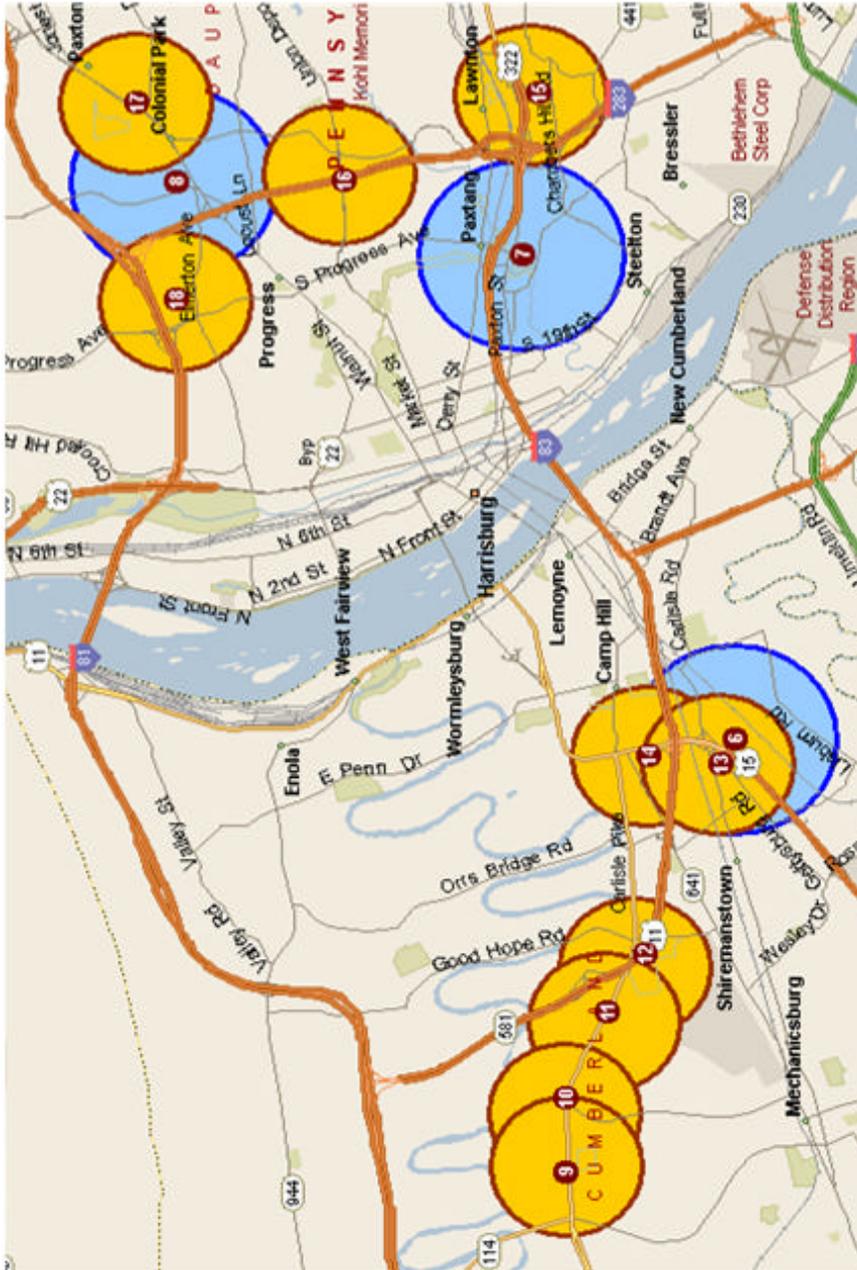
Neighborhood Center



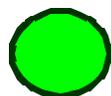
Community Center

HARRISBURG COMPETITION MAP

REGIONAL & COMMUNITY RETAIL CENTERS



Regional Mall



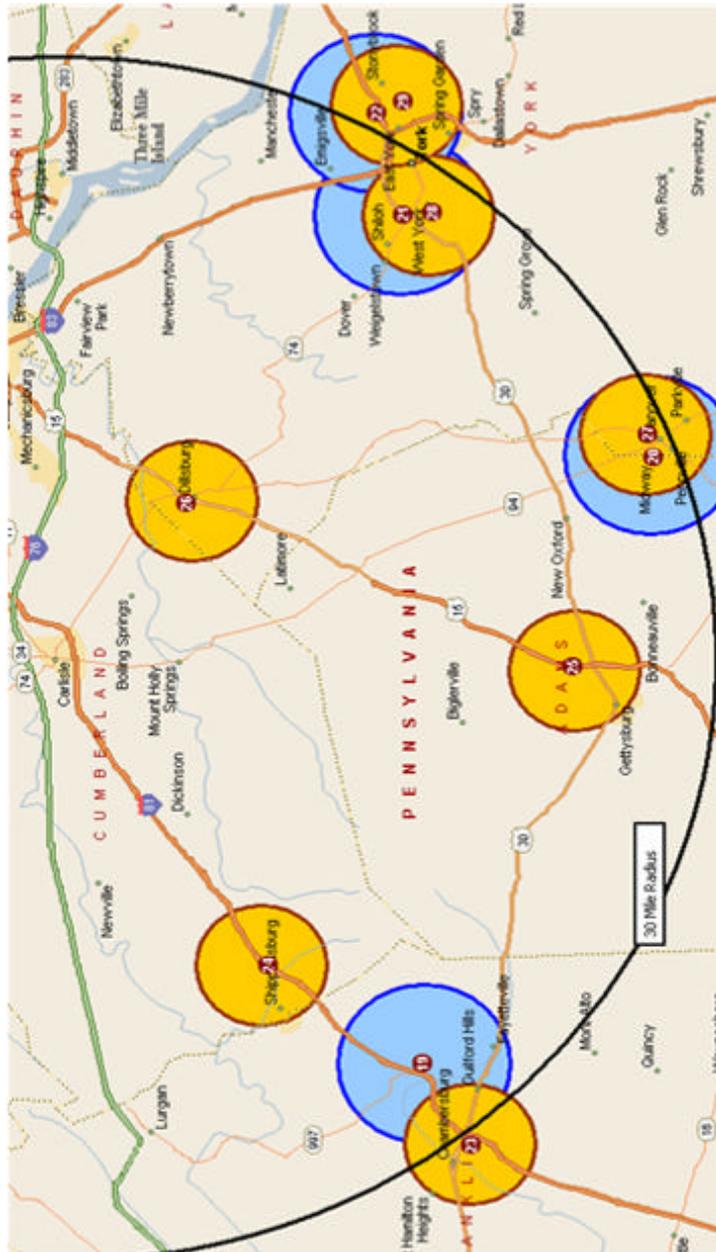
Neighborhood Center



Community Center

REGIONAL COMPETITION MAP

REGIONAL & COMMUNITY RETAIL CENTERS



Regional Mall



Neighborhood Center



Community Center

Carlisle Study Area Regional & Community Shopping Centers

Map #	Retail Location Name and Address	Center Type
1	Pointe at Carlisle Plaza 425 E High Street & York Road Carlisle, PA 17013 Anchors: Lowe's, Bon-Ton	Enclosed Mall 182,700 sf
2	Carlisle Crossing 230 Westminster Drive Carlisle, PA 17013 Anchor's: Target, Kohl's	Community Center 368,000 sf
3	Carlisle Commons 40 Noble Boulevard Carlisle, PA 17013 Anchor: Wal-Mart, TJ Maxx, Ross, Staples	Community Center 394,000 sf
4	Carlisle Market Place 200 South Spring Garden Street Carlisle, PA 17013 Anchor: Giant Food & Drug	Neighborhood Center 90,000 sf
5	Stonehedge Square 950 Walnut Bottom Road Carlisle, PA 17013 Anchor: Nell's Market	Neighborhood Center 112,000 sf
6	Capital City Mall 3506 Capital City Mall Drive Camp Hill, PA 17011 Anchors: Macy's, JCPenney, Sears	Enclosed Regional Mall 609,000 sf
7	Harrisburg Mall 3243 Paxton Street Harrisburg, PA 17111 Anchor: Macy's, Bass Pro Shop	Enclosed Regional Mall 992,000 sf
8	Colonial Park Mall 22 Colonial park Mall Harrisburg, PA 17109 Anchor: Boscov's, Sears, Bon-Ton	Enclosed Regional Mall 741,000 sf
9	Silver Springs Commons 6520 Carlisle Pike Mechanicsburg, PA 17050 Anchor: Wal-Mart, Marshall's, Vacant Anchor Space	Community Center 457,000 sf
10	Silver Springs Square 6416 Carlisle Pike Mechanicsburg, PA 17050 Anchor: Wegmans, Best Buy, Target, Kohl's, Ross	Community Center 454,000 sf

Carlisle Study Area Regional & Community Shopping Centers

Map #	Retail Location Name and Address	Center Type
11	Hampden Commons 6000 Carlisle Pike Mechanicsburg, PA 17050 Anchor: Home Depot, K-mart, Dick's Sporting Goods	Community Center 876,000 sf
12	Gateway Square 105 Gateway Square Mechanicsburg, PA 17050 Anchor: TJ Maxx,	Community Center 101,000 sf
13	Hartzdale Drive Community Cluster Hartzdale Drive to Gettysburg Road Camp Hill, PA 17011 Anchor: Bon-Ton, BJ's Wholesale Club	Community Center 500,000 sf +
14	Camp Hill Shopping Center Trindle Road & Harrisburg Expressway Fresno, CA 93720 Anchor: Giant Food, Bosco's	Community Center 523,000 sf
15	High Pointe Commons 4600 High Pointe Boulevard Harrisburg, PA 17111 Anchor: JCPenney, Target	Community Center 341,000 sf
16	Union Deposit Community Cluster Union Deposit & Interstate 83 Harrisburg, PA 17109 Anchor: Burlington Coat Factory, Staples, Office Max, Weis Market	Multiple Community Centers 526,000 sf
17	Colonial Commons Jonestown Road & Devonshire Road Harrisburg, PA 17109 Anchor: Dick's Sporting Goods, Ross, Marshall's, Giant Food	Community Center 421,000 sf
18	Shoppes at Susquehanna Market Place 2531 Brindle drive Harrisburg, PA 17110 Unanchored	Community Center 108,000 sf
19	Chambersburg Mall 864 Chambersburg Mall Chambersburg, PA 17202 Anchors: JCPenney, Sears, Bon-Ton, Burlington Coat Factory	Enclosed Regional Mall 454,000 sf
20	North Hannover Mall 1155 Carlisle Street Hanover, PA 17331 Anchors: Sears, JCPenney	Enclosed Regional Mall 356,000 sf

Carlisle Study Area Regional & Community Shopping Centers

Map #	Retail Location Name and Address	Center Type
21	West Manchester Mall 1800 Loucks Road Your, PA 17408 Anchors: Macy's, Wal-Mart, Kohl's	Enclosed Regional Mall 706,000 sf
22	Galleria Mall 2899 whiteford Road York, PA 17402 Anchors: Bon-Ton, Boscov's, JCPenney, and Sears	Enclosed Regional Mall 765,000 sf
23	Chambersburg Community Retail Interstate 81 at Walker Road, US 30, and Wayne Avenue Exits Chambersburg PA Anchors: Walmart, Lowe's, Kohl's	Community Retail Concentration
24	Shippensburg Community Retail Interstate 71 at the Walnut Bottom Road interchange Shippensburg PA Anchors: Walmart, Lowe's, K-mart	Community Retail Concentration
25	Gettysburg Community Retail Exits at Baltimore and York Roads and US30 Gettysburg , PA 17325 Anchors: Old navy, Gap, Brooks Brothers, Gap	Community Retail Concentration 350,000 sf +
26	Dillsburg Shopping Center Oresbank Road Dillsburg, PA 17019 Anchor: Giant Food & Drug	Neighborhood Center 146,000 sf
27	Eisenhower Road Community Retail Cluster Eisenhower Road Hanover, PA 17331 Anchors: Kohl's, Target, Wal-Mart, Best Buy, Lowe's, Home Depot, Sears, TJ Maxx, Staples	Community Retail Concentration
28	West York Community Retail Cluster Lincoln Highway and Carlisle Road York, PA 17404 Anchors: Target, Lowe's, BJ's Wholesale Club, TJ Maxx	Community Retail Concentration
29	East York Community Retail Cluster Mt. Zion Road and Lincoln Highway York, PA 17402 Anchors: Wal-Mart, Sam's Club, Burlington Oak factory, Lowes, Aldi's	Community Retail Concentration

Business-Facts: WorkPlace & Employment Summary

Carlisle PA Study Area	Prepared by Gibbs Planning Group			
Total Businesses:	5,095			
Total Employees:	60,591			
Total Residential Population:	150,726			
Employee/Residential Population Ratio:	0.400			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	199	3.9%	590	1.0%
Construction	560	11.0%	3,068	5.1%
Manufacturing	196	3.8%	6,802	11.2%
Transportation	147	2.9%	5,094	8.4%
Communication	26	0.5%	370	0.6%
Electric, Gas, Water, Sanitary Services	21	0.4%	60	0.1%
Wholesale Trade	229	4.5%	5,141	8.5%
Retail Trade Summary	1020	20.0%	14,281	23.6%
Home Improvement	88	1.7%	1,601	2.6%
General Merchandise Stores	27	0.5%	2,036	3.4%
Food Stores	94	1.8%	2,532	4.2%
Auto Dealers, Gas Stations, Auto Aftermarket	143	2.8%	1,740	2.9%
Apparel & Accessory Stores	29	0.6%	152	0.3%
Furniture & Home Furnishings	100	2.0%	340	0.6%
Eating & Drinking Places	270	5.3%	4,501	7.4%
Miscellaneous Retail	269	5.3%	1,379	2.3%
Finance, Insurance, Real Estate Summary	375	7.4%	2,273	3.8%
Banks, Savings & Lending Institutions	98	1.9%	706	1.2%
Securities Brokers	30	0.6%	167	0.3%
Insurance Carriers & Agents	84	1.6%	490	0.8%
Real Estate, Holding, Other Investment Offices	163	3.2%	910	1.5%
Services Summary	2061	40.5%	19,593	32.3%
Hotels & Lodging	65	1.3%	560	0.9%
Automotive Services	206	4.0%	777	1.3%
Motion Pictures & Amusements	118	2.3%	711	1.2%
Health Services	211	4.1%	4,006	6.6%
Legal Services	77	1.5%	345	0.6%
Education Institutions & Libraries	97	1.9%	5,269	8.7%
Other Services	1287	25.3%	7,925	13.1%
Government	200	3.9%	3,264	5.4%
Other	61	1.2%	55	0.1%
Totals	5,095		60,591	

Source: Business data provided by Experian, Shaumburg, Copyright 2011, all rights reserved.

EMPLOYMENT BY INDUSTRY, DOWNTOWN CARLISLE AND DRIVETIME RINGS

Sector	Downtown Carlisle	Downtown Carlisle	Downtown Carlisle	Downtown Carlisle
	CBD	5 minute drivetime	10 minute drivetime	15 minute drivetime
TOTAL EMPLOYMENT	13,962	19,971	30,330	39,246
Agriculture, Forestry, Fishing and Hunting	2	5	18	40
Mining	0	0	9	16
Utilities	3	3	4	6
Construction	432	597	965	1,639
Manufacturing	592	1,182	1,724	2,177
Wholesale Trade	1,373	2,376	3,022	3,158
Retail Trade	2,129	2,973	4,561	6,827
Motor Vehicle and Parts Dealers	94	153	317	1,345
Furniture and Home Furnishings Stores	34	48	74	99
Electronics and Appliance Stores	65	81	101	103
Building Material, Garden Equipment and Supplies	55	309	413	608
Food and Beverage Stores	456	672	1,449	1,615
Health and Personal Care Stores	82	103	141	206
Gasoline Stations	344	375	527	530
Clothing and Clothing Accessories Stores	75	87	105	158
Sporting Goods, Hobby, Book, and Music Stores	54	83	111	158
General Merchandise Stores	735	889	1,074	1,657
Miscellaneous Store Retailers	126	157	210	306
Nonstore Retailers	9	16	38	42
Transportation and Warehousing	789	1,431	3,972	4,331
Information	316	412	535	558
Finance and Insurance	207	287	412	826
Credit Intermediation and Related Activities	151	203	275	393
Securities and Other Financial Investments	17	27	45	159
Insurance Carriers and Related Activities	38	57	92	274
Real Estate and Rental and Leasing	313	414	599	720
Professional, Scientific, and Technical Services	649	865	1,166	1,706
Legal Services	209	217	233	281
Management of Companies and Enterprises	0	0	0	0
Waste Management and Remediation Services	106	179	337	405
Educational Services	1,353	1,405	1,780	3,298
Health Care and Social Assistance	1,501	2,516	4,026	4,743
Arts, Entertainment, and Recreation	227	304	521	643
Accommodation and Food Services	1,222	1,975	2,988	3,836
Accommodation	91	166	434	459
Food Services and Drinking Places	1,131	1,809	2,553	3,377
Other Services (except Public Administration)	705	882	1,206	1,687
Automotive Repair and Maintenance	85	127	247	303
Public Administration	2,040	2,162	2,478	2,627
Unclassified Establishments	3	3	7	3

MARKET PROFILE TABLE

Carlisle PA Study Area

Prepared by

Gibbs Planning Group



2000 Total Population	133,884
2000 Group Quarters	6,222
2010 Total Population	150,726
2015 Total Population	158,423
2010 - 2015 Annual Rate	1.00%



2000 Households	51,229
2000 Average Household Size	2.49
2010 Households	59,044
2010 Average Household Size	2.44
2015 Households	62,519
2015 Average Household Size	2.43
2010 - 2015 Annual Rate	1.15%
2000 Families	35,760
2000 Average Family Size	2.97
2010 Families	40,217
2010 Average Family Size	2.93
2015 Families	42,233
2015 Average Family Size	2.92
2010 - 2015 Annual Rate	0.98%



2000 Housing Units	53,999
Owner Occupied Housing Units	70.2%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	5.1%
2010 Housing Units	62,340
Owner Occupied Housing Units	69.5%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	5.3%
2015 Housing Units	66,489
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	6.0%

Median Household Income	
2000	\$45,115
2010	\$57,699
2015	\$64,806

Median Home Value	
2000	\$112,147
2010	\$175,190
2015	\$216,713

Per Capita Income	
2000	\$21,942
2010	\$26,710
2015	\$30,407

Median Age	
2000	37.3
2010	40.2
2015	40.8

Data Note: Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**2000 Households by Income**

Household Income Base	51,297
< \$15,000	12.4%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	1.3%
\$200,000 +	1.7%
Average Household Income	\$56,138

2010 Households by Income

Household Income Base	59,044
< \$15,000	8.0%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	20.2%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	2.0%
\$200,000 +	2.2%
Average Household Income	\$66,723

2015 Households by Income

Household Income Base	62,519
< \$15,000	6.7%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	11.4%
\$50,000 - \$74,999	24.6%
\$75,000 - \$99,999	21.4%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	3.0%
\$200,000 +	2.7%
Average Household Income	\$75,483

2000 Owner Occupied Housing Units by Value

Total	37,886
< \$50,000	11.3%
\$50,000 - \$99,999	29.6%
\$100,000 - \$149,999	33.6%
\$150,000 - \$199,999	14.8%
\$200,000 - \$299,999	7.2%
\$300,000 - \$499,999	2.7%
\$500,000 - \$999,999	0.7%
\$1,000,000+	0.1%
Average Home Value	\$126,775

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	13,038
With Cash Rent	93.0%
No Cash Rent	7.0%
Median Rent	\$453
Average Rent	\$448

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



2000 Population by Age

Total	133,884
Age 0 - 4	5.7%
Age 5 - 9	6.6%
Age 10 - 14	6.9%
Age 15 - 19	8.0%
Age 20 - 24	7.2%
Age 25 - 34	12.1%
Age 35 - 44	15.9%
Age 45 - 54	14.7%
Age 55 - 64	9.4%
Age 65 - 74	7.3%
Age 75 - 84	4.7%
Age 85+	1.5%
Age 18+	76.6%

2010 Population by Age

Total	150,726
Age 0 - 4	5.5%
Age 5 - 9	5.8%
Age 10 - 14	6.1%
Age 15 - 19	7.9%
Age 20 - 24	7.5%
Age 25 - 34	10.8%
Age 35 - 44	12.9%
Age 45 - 54	15.5%
Age 55 - 64	13.2%
Age 65 - 74	7.7%
Age 75 - 84	5.0%
Age 85+	2.1%
Age 18+	78.6%

2015 Population by Age

Total	158,423
Age 0 - 4	5.4%
Age 5 - 9	5.7%
Age 10 - 14	6.2%
Age 15 - 19	7.3%
Age 20 - 24	7.5%
Age 25 - 34	11.2%
Age 35 - 44	11.9%
Age 45 - 54	13.9%
Age 55 - 64	14.2%
Age 65 - 74	9.5%
Age 75 - 84	4.9%
Age 85+	2.2%
Age 18+	79.0%

2000 Population by Sex

Males	48.6%
Females	51.4%

2010 Population by Sex

Males	48.8%
Females	51.2%

2015 Population by Sex

Males	48.9%
Females	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**2000 Population by Race/Ethnicity**

Total	133,884
White Alone	95.4%
Black Alone	2.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.5%
Two or More Races	0.9%
Hispanic Origin	1.3%
Diversity Index	11.2

2010 Population by Race/Ethnicity

Total	150,726
White Alone	93.0%
Black Alone	3.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	0.8%
Two or More Races	1.3%
Hispanic Origin	2.3%
Diversity Index	17.3

2015 Population by Race/Ethnicity

Total	158,423
White Alone	91.8%
Black Alone	3.6%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	0.9%
Two or More Races	1.5%
Hispanic Origin	2.9%
Diversity Index	20.3

**2000 Population 3+ by School Enrollment**

Total	129,270
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	11.5%
Enrolled in Grade 9-12	5.5%
Enrolled in College	6.6%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	72.8%

2010 Population 25+ by Educational Attainment

Total	101,333
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	39.1%
Some College, No Degree	15.4%
Associate Degree	6.7%
Bachelor's Degree	17.4%
Graduate/Professional Degree	11.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**2010 Population 15+ by Marital Status**

Total	124,543
Never Married	27.3%
Married	57.8%
Widowed	5.9%
Divorced	9.0%

2000 Population 16+ by Employment Status

Total	106,150
In Labor Force	66.5%
Civilian Employed	63.6%
Civilian Unemployed	2.3%
In Armed Forces	0.6%
Not in Labor Force	33.5%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	92.2%
Civilian Unemployed	7.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.6%
Civilian Unemployed	6.4%

2000 Females 16+ by Employment Status and Age of Children

Total	55,171
Own Children < 6 Only	6.6%
Employed/in Armed Forces	4.4%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children <6 and 6-17	5.5%
Employed/in Armed Forces	3.1%
Unemployed	0.1%
Not in Labor Force	2.4%
Own Children 6-17 Only	16.0%
Employed/in Armed Forces	12.5%
Unemployed	0.2%
Not in Labor Force	3.2%
No Own Children <18	71.9%
Employed/in Armed Forces	37.6%
Unemployed	1.8%
Not in Labor Force	32.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**2010 Employed Population 16+ by Industry**

Total	74,875
Agriculture/Mining	1.9%
Construction	6.5%
Manufacturing	8.2%
Wholesale Trade	3.2%
Retail Trade	11.4%
Transportation/Utilities	7.2%
Information	1.6%
Finance/Insurance/Real Estate	6.4%
Services	43.6%
Public Administration	9.8%

2010 Employed Population 16+ by Occupation

Total	74,875
White Collar	60.7%
Management/Business/Financial	12.7%
Professional	21.3%
Sales	9.6%
Administrative Support	17.1%
Services	15.9%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	3.9%
Production	4.2%
Transportation/Material Moving	9.8%

**2000 Workers 16+ by Means of Transportation to Work**

Total	66,959
Drove Alone - Car, Truck, or Van	81.5%
Carpooled - Car, Truck, or Van	9.4%
Public Transportation	0.4%
Walked	4.5%
Other Means	1.0%
Worked at Home	3.2%

2000 Workers 16+ by Travel Time to Work

Total	66,959
Did not Work at Home	96.8%
Less than 5 minutes	4.0%
5 to 9 minutes	11.5%
10 to 19 minutes	30.2%
20 to 24 minutes	15.2%
25 to 34 minutes	20.5%
35 to 44 minutes	5.6%
45 to 59 minutes	5.9%
60 to 89 minutes	2.3%
90 or more minutes	1.7%
Worked at Home	3.2%
Average Travel Time to Work (in min)	22.7

2000 Households by Vehicles Available

Total	51,230
None	5.8%
1	30.2%
2	43.6%
3	15.1%
4	3.8%
5+	1.5%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**2000 Households by Type**

Total	51,229
Family Households	69.8%
Married-couple Family	58.5%
With Related Children	25.2%
Other Family (No Spouse)	11.4%
With Related Children	7.5%
Nonfamily Households	30.2%
Householder Living Alone	24.3%
Householder Not Living Alone	5.9%
Households with Related Children	32.6%
Households with Persons 65+	23.6%

2000 Households by Size

Total	51,229
1 Person Household	24.3%
2 Person Household	36.5%
3 Person Household	17.0%
4 Person Household	14.4%
5 Person Household	5.3%
6 Person Household	1.5%
7+ Person Household	0.9%

2000 Households by Year Householder Moved In

Total	51,230
Moved in 1999 to March 2000	16.5%
Moved in 1995 to 1998	25.7%
Moved in 1990 to 1994	17.4%
Moved in 1980 to 1989	18.1%
Moved in 1970 to 1979	11.4%
Moved in 1969 or Earlier	10.9%
Median Year Householder Moved In	1993

**2000 Housing Units by Units in Structure**

Total	53,959
1, Detached	61.6%
1, Attached	11.2%
2	3.8%
3 or 4	4.2%
5 to 9	4.2%
10 to 19	2.3%
20+	1.9%
Mobile Home	10.6%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	53,959
1999 to March 2000	1.9%
1995 to 1998	6.5%
1990 to 1994	9.6%
1980 to 1989	17.5%
1970 to 1979	17.5%
1969 or Earlier	46.9%
Median Year Structure Built	1972

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Top 3 Tapestry Segments

- | | |
|----|-------------------|
| 1. | Salt of the Earth |
| 2. | Green Acres |
| 3. | Midland Crowd |
-



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$93,975,548
Average Spent	\$1,591.62
Spending Potential Index	66
Computers & Accessories: Total \$	\$12,420,791
Average Spent	\$210.36
Spending Potential Index	96
Education: Total \$	\$72,621,564
Average Spent	\$1,229.96
Spending Potential Index	101
Entertainment/Recreation: Total \$	\$187,392,619
Average Spent	\$3,173.78
Spending Potential Index	98
Food at Home: Total \$	\$254,100,246
Average Spent	\$4,303.57
Spending Potential Index	96
Food Away from Home: Total \$	\$182,943,504
Average Spent	\$3,098.43
Spending Potential Index	96
Health Care: Total \$	\$221,995,624
Average Spent	\$3,759.83
Spending Potential Index	101
Household Furnishings & Equip: Total \$	\$102,322,091
Average Spent	\$1,732.98
Spending Potential Index	84
Investments: Total \$	\$100,082,769
Average Spent	\$1,695.05
Spending Potential Index	97
Retail Goods: Total \$	\$1,369,138,813
Average Spent	\$23,188.45
Spending Potential Index	93
Shelter: Total \$	\$869,724,730
Average Spent	\$14,730.11
Spending Potential Index	93
TV/Video/Audio: Total \$	\$70,643,686
Average Spent	\$1,196.46
Spending Potential Index	96
Travel: Total \$	\$106,104,365
Average Spent	\$1,797.04
Spending Potential Index	95
Vehicle Maintenance & Repairs: Total \$	\$53,863,298
Average Spent	\$912.26
Spending Potential Index	97

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Population by Age Table

Prepared by Gibbs Planning Group

Carlisle PA Study Area

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	133,884	150,726	158,423	7,697	1.00%
Households	51,229	59,044	62,519	3,475	1.15%
Average Household Size	2.49	2.44	2.43	(0.01)	-0.08%

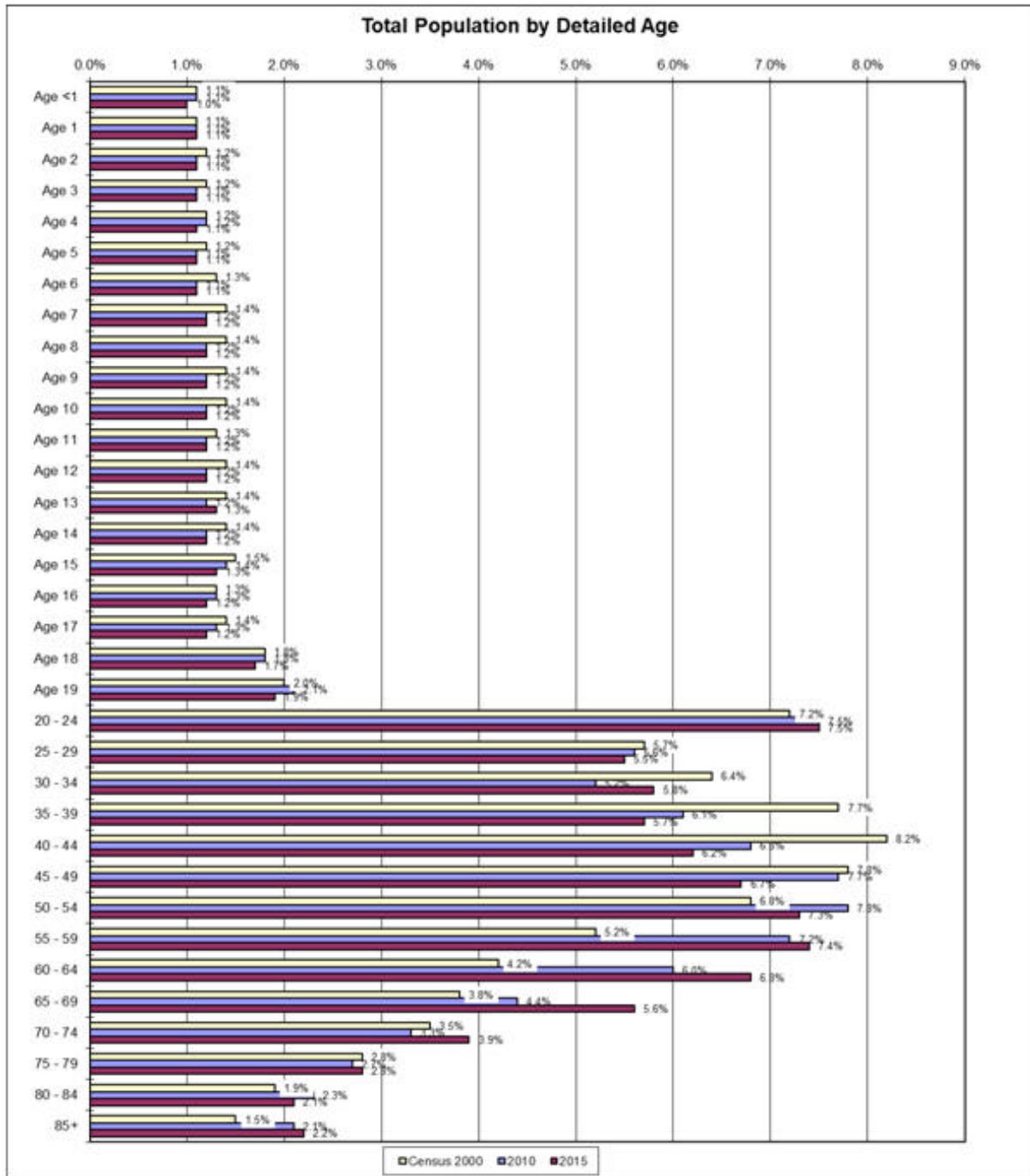
Total Population by Detailed Age

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	133,884	100.0%	150,726	100.0%	158,423	100.0%
Age <1	1,425	1.1%	1,588	1.1%	1,645	1.0%
Age 1	1,478	1.1%	1,640	1.1%	1,693	1.1%
Age 2	1,561	1.2%	1,682	1.1%	1,729	1.1%
Age 3	1,548	1.2%	1,689	1.1%	1,734	1.1%
Age 4	1,611	1.2%	1,764	1.2%	1,809	1.1%
Age 5	1,663	1.2%	1,665	1.1%	1,713	1.1%
Age 6	1,691	1.3%	1,665	1.1%	1,732	1.1%
Age 7	1,819	1.4%	1,782	1.2%	1,843	1.2%
Age 8	1,833	1.4%	1,781	1.2%	1,853	1.2%
Age 9	1,821	1.4%	1,794	1.2%	1,862	1.2%
Age 10	1,860	1.4%	1,817	1.2%	1,951	1.2%
Age 11	1,787	1.3%	1,789	1.2%	1,932	1.2%
Age 12	1,878	1.4%	1,801	1.2%	1,946	1.2%
Age 13	1,892	1.4%	1,865	1.2%	1,995	1.3%
Age 14	1,882	1.4%	1,861	1.2%	1,952	1.2%
Age 15	1,943	1.5%	2,054	1.4%	2,036	1.3%
Age 16	1,755	1.3%	1,940	1.3%	1,884	1.2%
Age 17	1,829	1.4%	2,005	1.3%	1,931	1.2%
Age 18	2,466	1.8%	2,767	1.8%	2,698	1.7%
Age 19	2,739	2.0%	3,100	2.1%	3,085	1.9%
Age 20 - 24	9,613	7.2%	11,344	7.5%	11,818	7.5%
Age 25 - 29	7,638	5.7%	8,422	5.6%	8,645	5.5%
Age 30 - 34	8,571	6.4%	7,838	5.2%	9,161	5.8%
Age 35 - 39	10,296	7.7%	9,214	6.1%	8,979	5.7%
Age 40 - 44	11,038	8.2%	10,210	6.8%	9,868	6.2%
Age 45 - 49	10,486	7.8%	11,652	7.7%	10,555	6.7%
Age 50 - 54	9,146	6.8%	11,705	7.8%	11,526	7.3%
Age 55 - 59	6,954	5.2%	10,874	7.2%	11,737	7.4%
Age 60 - 64	5,594	4.2%	9,066	6.0%	10,708	6.8%
Age 65 - 69	5,090	3.8%	6,638	4.4%	8,914	5.6%
Age 70 - 74	4,644	3.5%	4,957	3.3%	6,208	3.9%
Age 75 - 79	3,782	2.8%	4,130	2.7%	4,394	2.8%
Age 80 - 84	2,540	1.9%	3,405	2.3%	3,403	2.1%
Age 85+	2,011	1.5%	3,222	2.1%	3,484	2.2%
Age <18	31,276	23.4%	32,182	21.4%	33,240	21.0%
Age 18+	102,608	76.6%	118,544	78.6%	125,183	79.0%
Age 21+	94,966	70.9%	109,764	72.8%	116,397	73.5%
Median Age	37.3		40.2		40.8	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Carlisle PA Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

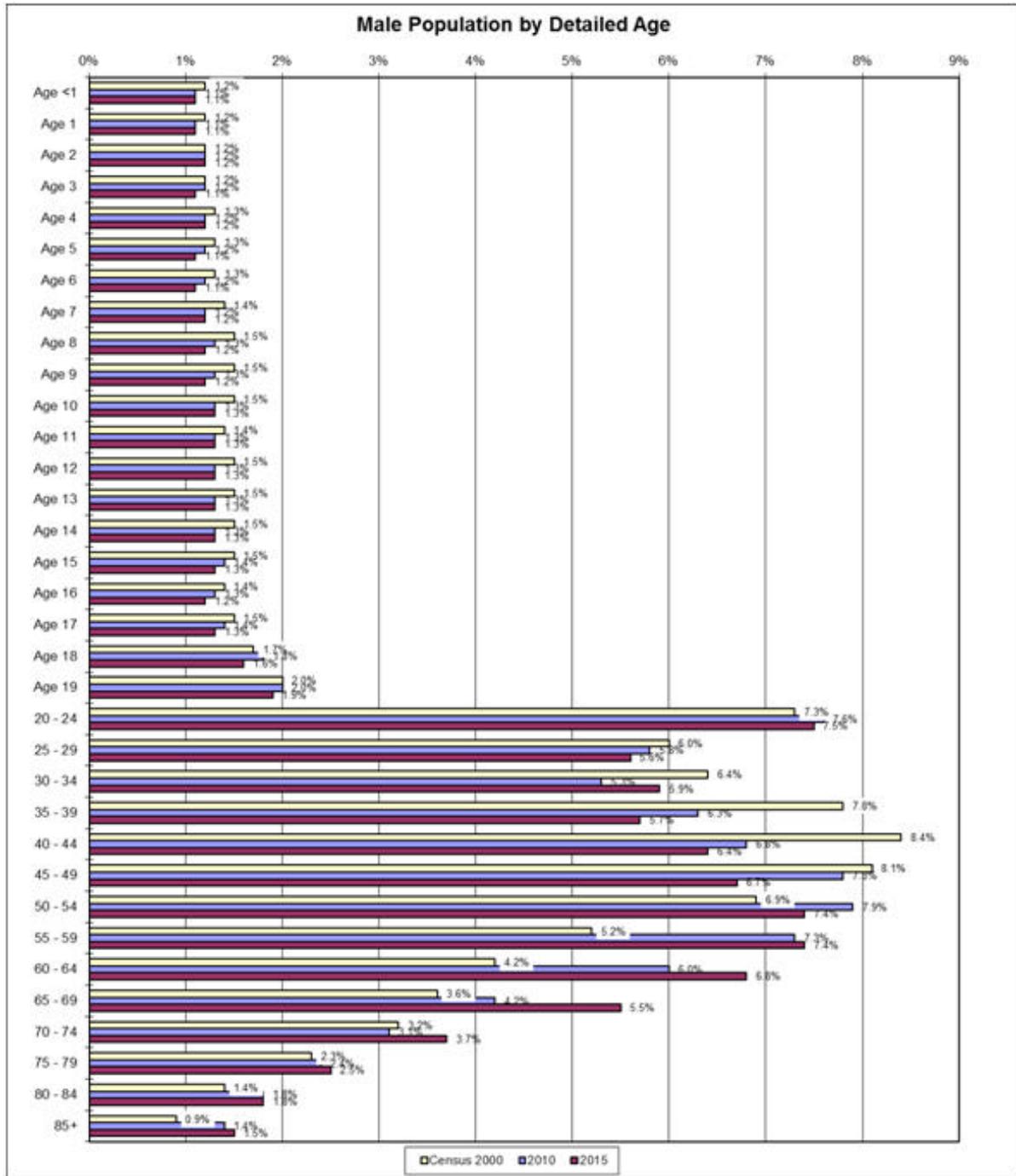
Carlisle PA Study Area

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	65,055	100.0%	73,556	100.0%	77,452	100.0%
Age <1	764	1.2%	830	1.1%	859	1.1%
Age 1	777	1.2%	834	1.1%	863	1.1%
Age 2	779	1.2%	871	1.2%	894	1.2%
Age 3	782	1.2%	853	1.2%	871	1.1%
Age 4	827	1.3%	909	1.2%	935	1.2%
Age 5	840	1.3%	855	1.2%	880	1.1%
Age 6	850	1.3%	849	1.2%	884	1.1%
Age 7	916	1.4%	905	1.2%	945	1.2%
Age 8	947	1.5%	944	1.3%	968	1.2%
Age 9	967	1.5%	931	1.3%	962	1.2%
Age 10	959	1.5%	955	1.3%	1,026	1.3%
Age 11	888	1.4%	922	1.3%	994	1.3%
Age 12	948	1.5%	933	1.3%	1,004	1.3%
Age 13	959	1.5%	953	1.3%	1,021	1.3%
Age 14	965	1.5%	947	1.3%	988	1.3%
Age 15	972	1.5%	1,026	1.4%	1,032	1.3%
Age 16	916	1.4%	976	1.3%	962	1.2%
Age 17	952	1.5%	1,042	1.4%	1,015	1.3%
Age 18	1,138	1.7%	1,293	1.8%	1,263	1.6%
Age 19	1,303	2.0%	1,491	2.0%	1,485	1.9%
Age 20 - 24	4,726	7.3%	5,618	7.6%	5,842	7.5%
Age 25 - 29	3,879	6.0%	4,251	5.8%	4,336	5.6%
Age 30 - 34	4,190	6.4%	3,883	5.3%	4,549	5.9%
Age 35 - 39	5,069	7.8%	4,649	6.3%	4,425	5.7%
Age 40 - 44	5,452	8.4%	4,994	6.8%	4,984	6.4%
Age 45 - 49	5,248	8.1%	5,766	7.8%	5,189	6.7%
Age 50 - 54	4,521	6.9%	5,790	7.9%	5,703	7.4%
Age 55 - 59	3,368	5.2%	5,380	7.3%	5,735	7.4%
Age 60 - 64	2,729	4.2%	4,407	6.0%	5,267	6.8%
Age 65 - 69	2,346	3.6%	3,124	4.2%	4,252	5.5%
Age 70 - 74	2,056	3.2%	2,272	3.1%	2,849	3.7%
Age 75 - 79	1,521	2.3%	1,752	2.4%	1,950	2.5%
Age 80 - 84	933	1.4%	1,333	1.8%	1,364	1.8%
Age 85+	568	0.9%	1,018	1.4%	1,156	1.5%
Age <18	16,008	24.6%	16,535	22.5%	17,103	22.1%
Age 18+	49,047	75.4%	57,021	77.5%	60,349	77.9%
Age 21+	45,462	69.9%	52,827	71.8%	56,144	72.5%
Median Age	36.3		39.0		39.7	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Carlisle PA Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

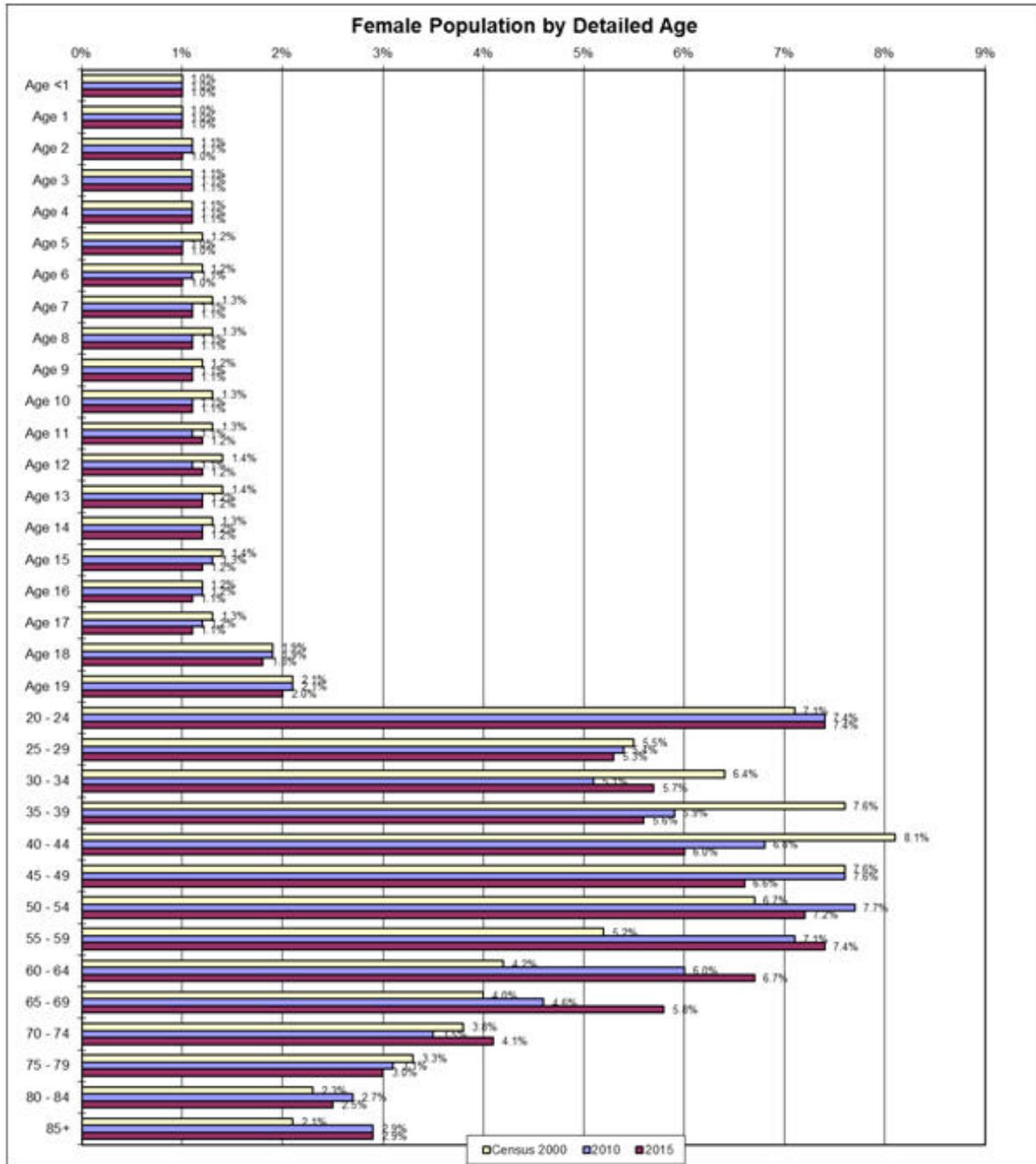
Carlisle PA Study Area

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	68,829	100.0%	77,170	100.0%	80,971	100.0%
Age <1	661	1.0%	758	1.0%	786	1.0%
Age 1	701	1.0%	806	1.0%	830	1.0%
Age 2	782	1.1%	811	1.1%	835	1.0%
Age 3	766	1.1%	836	1.1%	863	1.1%
Age 4	784	1.1%	855	1.1%	874	1.1%
Age 5	823	1.2%	810	1.0%	833	1.0%
Age 6	841	1.2%	816	1.1%	848	1.0%
Age 7	903	1.3%	877	1.1%	898	1.1%
Age 8	886	1.3%	837	1.1%	885	1.1%
Age 9	854	1.2%	863	1.1%	900	1.1%
Age 10	901	1.3%	862	1.1%	925	1.1%
Age 11	899	1.3%	867	1.1%	938	1.2%
Age 12	930	1.4%	868	1.1%	942	1.2%
Age 13	933	1.4%	912	1.2%	974	1.2%
Age 14	917	1.3%	914	1.2%	964	1.2%
Age 15	971	1.4%	1,028	1.3%	1,004	1.2%
Age 16	839	1.2%	964	1.2%	922	1.1%
Age 17	877	1.3%	963	1.2%	916	1.1%
Age 18	1,328	1.9%	1,474	1.9%	1,435	1.8%
Age 19	1,436	2.1%	1,609	2.1%	1,600	2.0%
Age 20 - 24	4,887	7.1%	5,726	7.4%	5,976	7.4%
Age 25 - 29	3,759	5.5%	4,171	5.4%	4,309	5.3%
Age 30 - 34	4,381	6.4%	3,955	5.1%	4,612	5.7%
Age 35 - 39	5,227	7.6%	4,565	5.9%	4,554	5.6%
Age 40 - 44	5,586	8.1%	5,216	6.8%	4,884	6.0%
Age 45 - 49	5,238	7.6%	5,886	7.6%	5,366	6.6%
Age 50 - 54	4,625	6.7%	5,915	7.7%	5,823	7.2%
Age 55 - 59	3,586	5.2%	5,494	7.1%	6,002	7.4%
Age 60 - 64	2,865	4.2%	4,659	6.0%	5,441	6.7%
Age 65 - 69	2,744	4.0%	3,514	4.6%	4,662	5.8%
Age 70 - 74	2,588	3.8%	2,685	3.5%	3,359	4.1%
Age 75 - 79	2,261	3.3%	2,378	3.1%	2,444	3.0%
Age 80 - 84	1,607	2.3%	2,072	2.7%	2,039	2.5%
Age 85+	1,443	2.1%	2,204	2.9%	2,328	2.9%
Age <18	15,268	22.2%	15,647	20.3%	16,137	19.9%
Age 18+	53,561	77.8%	61,523	79.7%	64,834	80.1%
Age 21+	49,504	71.9%	56,937	73.8%	60,253	74.4%
Median Age	38.2		41.4		41.9	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Carlisle PA Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

INCOME PROFILE TABLE

Prepared by Gibbs Planning Group

Carlisle PA Study Area

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	133,884	150,726	158,423	7,697	1.00%
Households	51,229	59,044	62,519	3,475	1.15%
Average Household Size	2.49	2.44	2.43	-0.01	-0.08%
Families	35,760	40,217	42,233	2,016	0.98%
Average Family Size	2.97	2.93	2.92	-0.01	-0.07%

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Households by Income						
HH Income Base	51,297	100.0%	59,044	100.0%	62,519	100.0%
<\$10,000	3,327	6.5%	2,793	4.7%	2,374	3.8%
\$10,000 - \$14,999	3,021	5.9%	1,936	3.3%	1,832	2.9%
\$15,000 - \$19,999	3,094	6.0%	2,764	4.7%	2,212	3.5%
\$20,000 - \$24,999	3,123	6.1%	2,564	4.3%	2,235	3.6%
\$25,000 - \$29,999	3,275	6.4%	2,754	4.7%	2,220	3.6%
\$30,000 - \$34,999	3,452	6.7%	3,141	5.3%	2,498	4.0%
\$35,000 - \$39,999	2,987	5.8%	2,898	4.9%	2,222	3.6%
\$40,000 - \$44,999	3,288	6.4%	3,102	5.3%	2,576	4.1%
\$45,000 - \$49,999	3,150	6.1%	2,925	5.0%	2,327	3.7%
\$50,000 - \$59,999	5,179	10.1%	5,800	9.8%	8,012	12.8%
\$60,000 - \$74,999	6,403	12.5%	8,114	13.7%	7,372	11.8%
\$75,000 - \$99,999	5,814	11.3%	11,932	20.2%	13,394	21.4%
\$100,000 - \$124,999	2,681	5.2%	4,148	7.0%	7,424	11.9%
\$125,000 - \$149,999	925	1.8%	1,715	2.9%	2,284	3.7%
\$150,000 - \$199,999	691	1.3%	1,187	2.0%	1,859	3.0%
\$200,000 - \$249,999	887	1.7%	666	1.1%	838	1.3%
\$250,000 - \$499,999	N/A		509	0.9%	719	1.2%
\$500,000 +	N/A		96	0.2%	121	0.2%
Median Household Income	\$45,115		\$57,699		\$64,806	
Average Household Income	\$56,138		\$66,723		\$75,483	
Per Capita Income	\$21,942		\$26,710		\$30,407	

Families by Income						
Family Income Base	35,911	100.0%	40,217	100.0%	42,233	100.0%
<\$10,000	1,006	2.8%	900	2.2%	610	1.4%
\$10,000 - \$14,999	1,020	2.8%	646	1.6%	628	1.5%
\$15,000 - \$19,999	1,459	4.1%	866	2.2%	665	1.6%
\$20,000 - \$24,999	1,676	4.7%	1,299	3.2%	1,107	2.6%
\$25,000 - \$29,999	1,990	5.5%	1,212	3.0%	916	2.2%
\$30,000 - \$34,999	2,165	6.0%	1,522	3.8%	1,136	2.7%
\$35,000 - \$39,999	2,073	5.8%	1,708	4.2%	1,372	3.2%
\$40,000 - \$44,999	2,457	6.8%	1,720	4.3%	1,369	3.2%
\$45,000 - \$49,999	2,509	7.0%	1,792	4.5%	1,414	3.3%
\$50,000 - \$59,999	4,217	11.7%	4,382	10.9%	5,118	12.1%
\$60,000 - \$74,999	5,583	15.5%	6,314	15.7%	6,056	14.3%
\$75,000 - \$99,999	5,046	14.1%	7,940	19.7%	7,349	17.4%
\$100,000 - \$124,999	2,361	6.6%	6,499	16.2%	9,070	21.5%
\$125,000 - \$149,999	875	2.4%	1,166	2.9%	1,817	4.3%
\$150,000 - \$199,999	675	1.9%	1,089	2.7%	1,857	4.4%
\$200,000 - \$249,999	799	2.2%	619	1.5%	974	2.3%
\$250,000 - \$499,999	N/A		463	1.2%	681	1.6%
\$500,000 +	N/A		80	0.2%	94	0.2%
Median Family Income	\$53,310		\$68,712		\$76,798	
Average Family Income	\$65,561		\$79,087		\$89,268	

Data Note: Income represents annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2010 and 2015). In 2000, the Census Bureau reported income to an upper interval of \$200,000+.

DEMOGRAPHIC AND INCOME TABLE

Prepared by Gibbs Planning Group

Carlisle PA Study Area

Summary	2000	2010	2015
Population	133,884	150,726	158,423
Households	51,229	59,044	62,519
Families	35,760	40,217	42,233
Average Household Size	2.49	2.44	2.43
Owner Occupied Housing Units	37,890	43,339	45,928
Renter Occupied Housing Units	13,339	15,705	16,591
Median Age	37.3	40.2	40.8

Trends: 2010-2015 Annual Rate	Area	State	National
Population	1.00%	0.10%	0.76%
Households	1.15%	0.17%	0.78%
Families	0.98%	0.02%	0.64%
Owner Households	1.17%	0.20%	0.82%
Median Household Income	2.35%	2.53%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	6,348	12.4%	4,729	8.0%	4,206	6.7%
\$15,000 - \$24,999	6,217	12.1%	5,328	9.0%	4,447	7.1%
\$25,000 - \$34,999	6,727	13.1%	5,895	10.0%	4,718	7.5%
\$35,000 - \$49,999	9,425	18.4%	8,925	15.1%	7,125	11.4%
\$50,000 - \$74,999	11,582	22.6%	13,914	23.6%	15,384	24.6%
\$75,000 - \$99,999	5,814	11.3%	11,932	20.2%	13,394	21.4%
\$100,000 - \$149,999	3,606	7.0%	5,863	9.9%	9,708	15.5%
\$150,000 - \$199,999	691	1.3%	1,187	2.0%	1,859	3.0%
\$200,000+	887	1.7%	1,271	2.2%	1,678	2.7%
Median Household Incom	\$45,115		\$57,699		\$64,806	
Average Household Inc	\$56,138		\$66,723		\$75,483	
Per Capita Income	\$21,942		\$26,710		\$30,407	

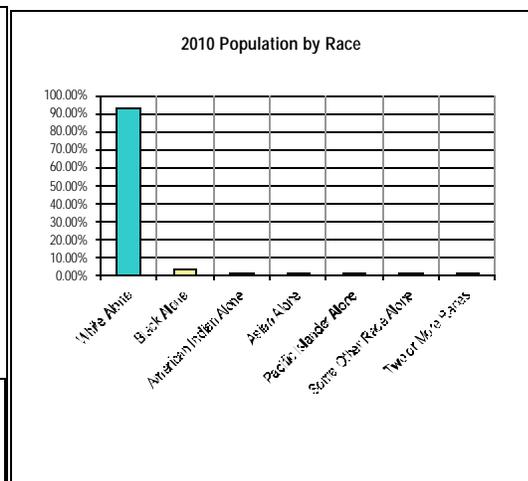
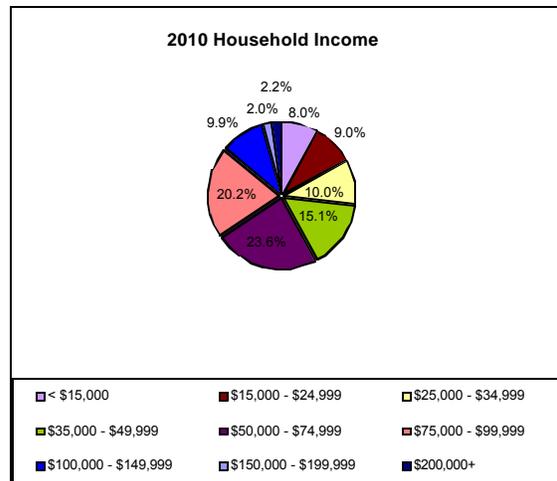
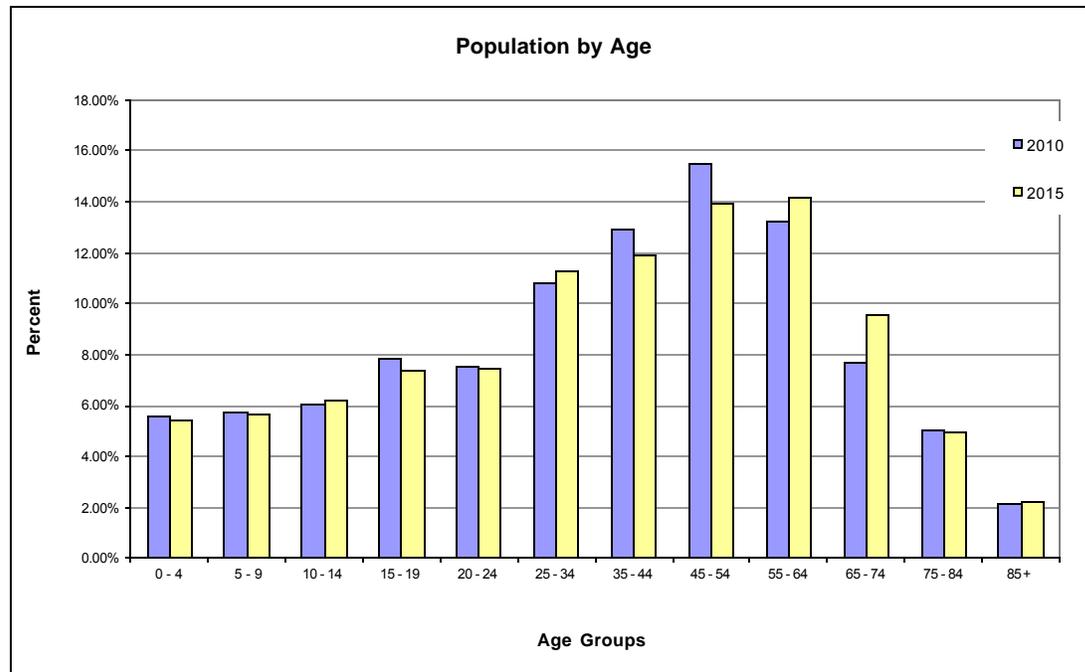
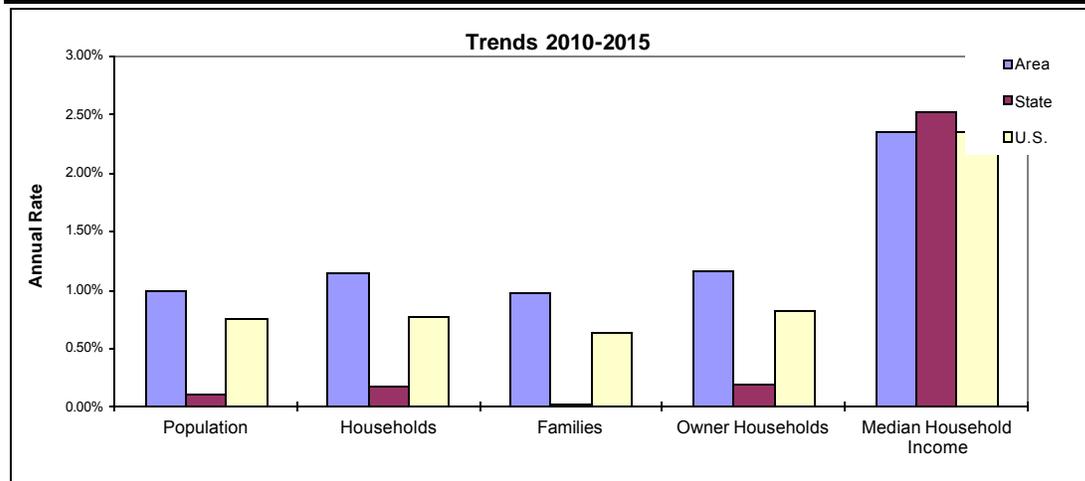
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	7,623	5.7%	8,363	5.5%	8,610	5.4%
Age 5 - 9	8,827	6.6%	8,687	5.8%	9,003	5.7%
Age 10 - 14	9,299	6.9%	9,133	6.1%	9,776	6.2%
Age 15 - 19	10,732	8.0%	11,866	7.9%	11,634	7.3%
Age 20 - 24	9,613	7.2%	11,344	7.5%	11,818	7.5%
Age 25 - 34	16,209	12.1%	16,260	10.8%	17,806	11.2%
Age 35 - 44	21,334	15.9%	19,424	12.9%	18,847	11.9%
Age 45 - 54	19,632	14.7%	23,357	15.5%	22,081	13.9%
Age 55 - 64	12,548	9.4%	19,940	13.2%	22,445	14.2%
Age 65 - 74	9,734	7.3%	11,595	7.7%	15,122	9.5%
Age 75 - 84	6,322	4.7%	7,535	5.0%	7,797	4.9%
Age 85+	2,011	1.5%	3,222	2.1%	3,484	2.2%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	127,755	95.4%	140,240	93.0%	145,453	91.8%
Black Alone	2,620	2.0%	4,544	3.0%	5,776	3.6%
American Indian Alone	169	0.1%	226	0.2%	257	0.2%
Asian Alone	1,372	1.0%	2,458	1.6%	3,047	1.9%
Pacific Islander Alone	45	0.0%	53	0.0%	55	0.0%
Some Other Race Alone	657	0.5%	1,202	0.8%	1,412	0.9%
Two or More Races	1,266	0.9%	2,003	1.3%	2,423	1.5%
Hispanic Origin (Any Ra	1,734	1.3%	3,537	2.3%	4,582	2.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

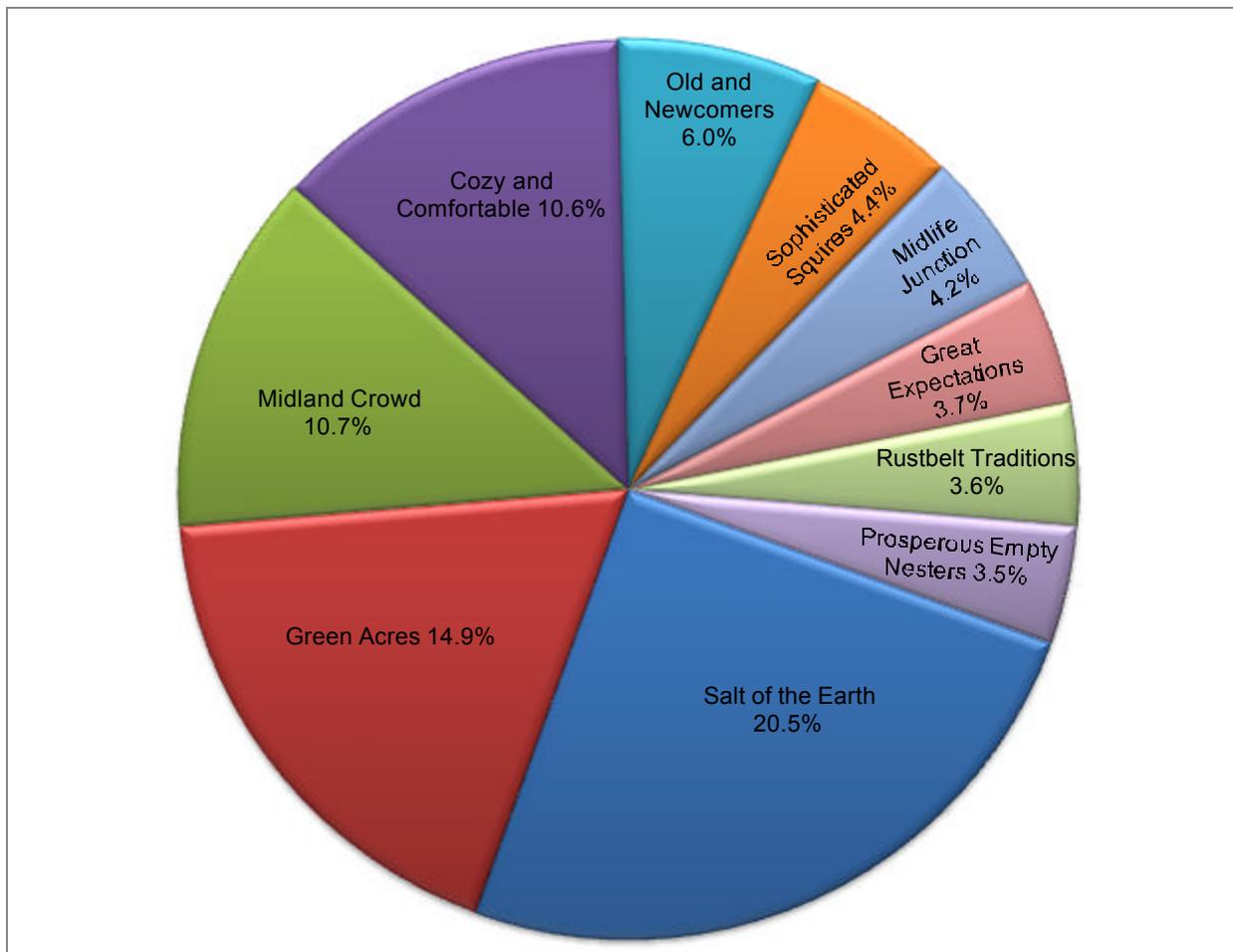
Carlisle PA Study Area



PRIMARY TAPESTRY LIFESTYLE TABLE

Carlisle PA Study Area
Top Ten Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households	
		Percent	Cumulative Percent	Percent	Cumulative Percent
1	Salt of the Earth	20.5%	20.5%	2.7%	2.7%
2	Green Acres	14.9%	35.4%	3.2%	5.9%
3	Midland Crowd	10.7%	46.1%	3.8%	9.7%
4	Cozy and Comfortable	10.6%	56.7%	2.8%	12.5%
5	Old and Newcomers	6.0%	62.7%	1.9%	14.4%
		<hr/>		<hr/>	
6	Sophisticated Squires	4.4%	67.1%	2.7%	17.1%
7	Midlife Junction	4.2%	71.3%	2.5%	19.6%
8	Great Expectations	3.7%	75.0%	1.7%	21.3%
9	Rustbelt Traditions	3.6%	78.6%	2.8%	24.1%
10	Prosperous Empty Nesters	3.5%	82.1%	1.8%	25.9%
		<hr/>		<hr/>	
		82.1%		25.9%	



Segment Name: Salt of the Earth
LifeMode Group: Factories and Farms



Demographic

Salt of the Earth households are dominated by married couples with children (36 percent) and without (29 percent). Both household percentages are higher than the U.S. values. One-fifth of households are composed of singles who live alone. The average household size for this market is 2.60, extremely close to the U.S. value of 2.59; however, the average family size is 2.99, falling below the U.S. average of 3.14. With a median age of 41.3 years, this is a slightly older market. Because ethnic diversity in these neighborhoods is negligible—94 percent of the residents are white—*Salt of the Earth* neighborhoods are the least diverse of all the Community Tapestry segments.

Socioeconomic

Employed *Salt of the Earth* residents work in a variety of occupations including management and professional positions and unskilled labor jobs. Higher-than-average proportions work in skilled labor occupations. Approximately one-fifth work in the manufacturing industry. The 66 percent labor force participation is high, and unemployment is low at 5 percent. The median household income is \$50,538, close to the U.S. median. Besides wages, household income is supplemented by interest income, dividends, rental income, self-employment income, retirement income, and Social Security benefits, all above national proportions. The median net worth for this market is \$108,631. One-fourth of *Salt of the Earth* residents aged 25 years and older have attended college; 13 percent hold a bachelor's or graduate degree.

Residential

Salt of the Earth neighborhoods are located in rural areas throughout the United States. Nearly half of the households are in the Midwest; the other half are found almost entirely in the South and Northeast. States with the highest concentrations of these households are Pennsylvania, Ohio, Indiana, and Michigan. Homeownership is at 86 percent, and the median home value is \$139,060. The majority of households are single-family units (83 percent); 12 percent are mobile homes. Twenty-two percent of the housing units were built before 1940.

Preferences

Salt of the Earth residents are rooted in their settled, traditional, and hardworking lifestyles. Independent and self-reliant, they take on small home improvement and remodeling projects themselves. They also spend a lot of time and money on their vegetable and flower gardens, owning the necessary tools and equipment to make them a success. Twenty eight percent of the households own three or more vehicles, making *Salt of the Earth* one of the top segments with this distinction. These rural households typically own or lease many vehicles including a truck. Many own a motorcycle. Overall, they prefer domestic vehicles to imports and handle the maintenance themselves. Most residents carry insurance policies to protect themselves and their families and invest in annuities, certificates of deposit, and U.S. savings bonds. Families often have two or more pets, either dogs or cats.

Salt of the Earth residents enjoy dining out, generally at family restaurants such as Ponderosa, Big Boy, and Bob Evans Farms. However, baking is a favorite home activity. They enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites. They read fishing and hunting magazines also. Their radio dials are often tuned to country music stations, but they also like to follow auto racing. Many households have a satellite dish. Favorite stations include CMT, Outdoor Life Network, and the Speed Channel. In addition to watching horse racing, auto racing, and truck and tractor pulls/mud racing on TV, a favorite weekly show is *According to Jim*. Families travel to vacation destinations by car; for overnight stays, they prefer a Super 8 motel.

Segment Name: Green Acres
LifeMode Group: Upscale Avenue



Demographic

Married couples, with and without children, comprise 71 percent of the households in *Green Acres*. Many families are comprised of blue-collar baby boomers, many with children aged 6–17 years. With more than 10 million people, *Green Acres* represents the third largest population of all the Community Tapestry markets, currently more than 3 percent of the U.S. population, and growing by 1.6 percent annually. The median age is 40.6 years. This segment is not ethnically diverse; 93 percent of the residents are white.

Socioeconomic

Green Acres residents are educated and hardworking; more than half who are aged 25 years and older hold a degree or attended college. Labor force participation is approximately 69 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Seventeen percent of households derive income from self-employment ventures. Occupation distributions are similar to the United States. The median household income is \$63,922, and the median net worth is \$163,372.

Residential

Green Acres neighborhoods are located throughout the country but mainly in the Midwest and South. The highest state concentrations are found in Michigan, Ohio, and Pennsylvania. A little bit country, *Green Acres* residents live in pastoral settings of developing suburban fringe areas. Homeownership is at 88 percent. Eighty-seven percent of the household inventory is dominated by single-family dwellings. These newer homes carry a median value of \$205,460. Typical of rural residents, *Green Acres* households own multiple vehicles: 78 percent own two or more vehicles.

Preferences

Country living describes the lifestyle of *Green Acres* residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include painting, installing carpet or insulation, or adding a deck or patio. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents maintain their lawns, flower gardens, and vegetable gardens, again with the right tools. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Fitting in with the do-it yourself mode, it is not surprising that *Green Acres* is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, *Green Acres* residents ride their mountain bikes and participate in water sports such as waterskiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto racing events. They prefer to listen to college football, auto racing, and news-talk programs on the radio and read fishing, hunting, and motorcycle magazines. Accommodating the country lifestyle, many households watch TV by satellite dish instead of cable. Events they enjoy watching on TV include alpine skiing, ski jumping, motorcycle racing, equestrian events, and bicycle racing. A favorite station is the Speed Channel.

Segment Name: Midland Crowd
LifeMode Group: American Quilt



Demographic

The approximately 11.6 million people in *Midland Crowd* neighborhoods represent the largest market of Community Tapestry, nearly 4 percent of the U.S. population, and it is still growing. Since 2000, the population growth has been 2.34 percent annually. The median age of 36.9 years parallels that of the U.S. median. More than half of the households (62 percent) are composed of married-couple families, half of whom have children. One-fifth of households are occupied by those who live alone. Most residents are white.

Socioeconomic

With more than 4.2 million households, *Midland Crowd* has the highest count of all the Community Tapestry markets, with an annual household growth of 2.6 percent since 2000. The median household income is \$49,748, slightly lower than the U.S. median. Households derive primary income from wages and salaries, although the percentage of households that receive income from self-employment ventures is slightly higher than the national level. The median net worth is \$86,362, somewhat below the U.S. median. Half of the employed residents work in white-collar occupations. Approximately 30 percent of *Midland Crowd* residents aged 25 years and older have attended college; 15 percent hold a bachelor's or graduate degree.

Residential

Midland Crowd residents live in housing developments in rural areas throughout the United States (more village or town than farm), mainly in the South. Three-fourths of the housing was built after 1969. Homeownership is at 84 percent; the median home value is \$137,727. Two-thirds of the households are single-family structures; 28 percent are mobile homes. One-fourth of the households own three or more vehicles.

Preferences

Midland Crowd is a somewhat politically conservative market. The rural location and their traditional lifestyle dictate the consumer preferences of these residents. How they take care of their homes, lawns, and vehicles demonstrates their do-it-yourself mentality. Households typically own or lease a truck; many own a used motorcycle. Hunting, fishing, and woodworking are favorite pursuits. Generally, households have pets, especially birds and dogs. Recent purchases include used vehicles, household furniture, and giant-screen TVs. Their department store of choice is Belk. When eating takeout, they often choose a fast-food restaurant and use the drive-through window.

Many households have a satellite dish. Favorite stations include CMT and Outdoor Life Network. In addition to watching rodeo/bull riding, truck and tractor pulls/mud racing, and fishing programs on TV, residents watch a variety of news programs. Fitting right in with their rural surroundings, they prefer to listen to country music on the radio and read fishing and hunting magazines.

Segment Name: Cozy and Comfortable
LifeMode Group: Upscale Avenues



Demographic

Cozy and Comfortable residents are middle-aged, married couples, comfortably settled in single-family homes in older neighborhoods. The median age is 41.9 years, slightly older than that of the U.S. median. Most residents are married, without children, or married couples with school-age and adult children. This is a relatively large segment, with 8.6 million people (the fifth largest population of all the Community Tapestry segments), and growing moderately by 0.7 percent annually. Most of the residents in this segment are white.

Socioeconomic

Although the labor force is older, they are in no hurry to retire. The labor force participation rate of 66 percent is above average. Unemployment is relatively low, at 5 percent. Employed residents represent a range of occupations, from professional or managerial to service, in a variety of industries. Occupation distributions are similar to U.S. values. The median household income is \$65,768. Income is derived from wages and salaries for 80 percent of *Cozy and Comfortable* households. Forty-six percent of households receive income from investments. The median net worth for this market is \$176,556.

Residential

Cozy and Comfortable neighborhoods are located in suburban areas, primarily in the Midwest, Northeast, and South. Many residents are still living in the homes in which they raised their children. Single-family structures make up 88 percent of the household inventory. The median home value is \$186,456. Sixty-two percent of housing units were built before 1970. Homeownership is at 88 percent, and vacancies are low at 6 percent.

Preferences

Cozy and Comfortable residents prefer to own shares in mutual funds (bonds) and consult a financial planner. Typically, they have a second mortgage, new car loan, and home equity line of credit in addition to medical insurance with Blue Cross/Blue Shield and insurance to cover loss of income from medical causes. Home improvement and remodeling work, including lawn care, are important to *Cozy and Comfortable* residents. Although they will contract for some work, these homeowners will take an active part in many projects, especially painting, hanging wallpaper, and lawn care. For exercise, they play softball and golf, and to relax, they attend ice hockey games, watch science fiction films on DVD, and gamble at casinos. Residents eat at family restaurants such as Bob Evans Farms, Perkins, Big Boy, and Friendly's. Pretzels are a favorite snack along with a caffeine-free diet cola. Vacations are domestic trips, often to the beach. Disney World is a popular destination.

Their home computers are generally several years old, because accessing the Internet is not a priority. Television is significant to *Cozy and Comfortable* residents; many households own four or more sets. Favorites include watching ice hockey and golf games along with programs such as *Live with Regis & Kelly*, *American Pickers*, and *Modern Family*. Preferred cable stations include QVC, Home & Garden Television, and the History Channel. Residents listen to ice hockey and professional football games along with classic hits, rock, and soft adult contemporary music on the radio.

Segment Name: Old and Newcomers
LifeMode Group: Solo Acts



Demographic

Old and Newcomers neighborhoods are in transition, populated by renters who are starting their careers or those who are retiring. The proportion of householders either in their 20s or aged 75 or older is higher than the proportion at the U.S. level. The median age of 37.0 years simply splits this age disparity. These neighborhoods have more single-person and shared households than families. The majority of residents are white, but the racial diversity is very similar to the U.S. level of diversity.

Socioeconomic

Labor force participation is above average at 66 percent, but the unemployment rate mirrors the U.S. rate. The median household income of \$42,971 and the median net worth of \$74,682 are below the U.S. medians. Educational attainment is above average as is college and graduate school enrollment. The distribution of employed residents by occupation is similar to the U.S. distribution, with slightly higher proportions of workers in food preparation and office/administrative support positions.

Residential

Spread throughout metropolitan areas of the United States, *Old and Newcomers* neighborhoods sustain a lot of transition. More than half the population aged five years and older has moved in the last five years. More than 60 percent of these householders rent. Approximately half of the households are mid-rise or high-rise buildings; nearly 14 percent are two- to four-unit buildings. Average gross rent is approximately \$649 per month, very close to the U.S. average. Six in 10 housing units were built from 1960 to 1989. The median home value in these neighborhoods is \$188,795.

Preferences

Purchases of *Old and Newcomers* residents reflect their unencumbered renters' and singles' lifestyle. Compact cars fit the needs of these nonfamily households. Although they prefer domestic cars, the gap is not pronounced. Typically, residents have substantial life insurance policies and renter's insurance as well as medical insurance, which includes long term and disability care.

Old and Newcomers residents like reading fiction and nonfiction, newspapers, and magazines. *Old and Newcomers* residents have the highest readership among the markets with median household income below the U.S. level. They enjoy watching television and listening to the radio, especially contemporary hit radio. They like going to the movies and renting DVDs.

Leisure activities are also as varied as the ages of *Old and Newcomers* residents. They play sports such as racquetball and golf in addition to jogging or walking. They fly kites, go to the zoo, and enjoy cooking. Age is not always obvious from their activity choices.

Segment Name: Sophisticated Squires
LifeMode Group: High Society



Demographic

Sophisticated Squires residents enjoy cultured country living in newer home developments on the fringe of urbanized areas. They now have longer commutes but fewer neighbors. These urban escapees are mostly married-couple families. The median age is 38.3 years. More than 40 percent of the households consist of married couples with children that range from toddlers to young adults. The majority of householders are between 35 and 54 years old; most are baby boomers. This segment is not ethnically diverse; most residents are white.

Socioeconomic

Sophisticated Squires residents are educated: one-third of the population aged 25 years and older holds a bachelor's or graduate degree, another third has attended college. Labor force participation rates are high for males and females. The range of occupations varies from management to unskilled labor positions, but most are in white-collar occupations. The median household income is \$85,937. Wage or salary income, earned by 90 percent of households, is supplemented with interest, dividend, or rental income for nearly half of the households. The median net worth is \$251,507.

Residential

Sophisticated Squires residents live in less-densely populated areas that are concentrated in states on the Atlantic coast and surrounding the Great Lakes. Approximately 90 percent of the homes are single-family structures; the median home value is \$286,622. Approximately 75 percent of the housing units were built before 1990; 55 percent were built between 1970 and 1989. More than 80 percent of households own at least two vehicles.

Preferences

Sophisticated Squires residents prefer to do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors, painting home interiors, staining decks, and cleaning carpets with their steam cleaners. They like to barbeque on their gas grills and use their bread-making machines. This is the top market for owning three or more vehicles. They prefer minivans and full-size SUVs; many households own a motorcycle. A typical household owns three or more cell phones. Looking toward the future, many residents own stocks and large life insurance policies. When dieting, Weight Watchers is the favored diet method, and many own a treadmill or stair-stepper to stay fit.

Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games. Adults also enjoy photography, playing golf, and riding their motorcycles. Children use the home personal computer to play games and typically own a Game Boy or Game Boy Advance video game system.

Sophisticated Squires residents prefer to read gardening and science/technology magazines and listen to soft adult contemporary music, classic hits, and all-talk radio. Although many households own four or more TVs, residents are light television viewers. When they do watch TV, they prefer news, comedies, and dramas as well as programs on the Golf Channel and Home & Garden Television.

Segment Name: Midlife Junction
LifeMode Group: Traditional Living



Demographic

Midlife Junction residents are phasing out of their childrearing years. The median age is 41.1 years; nearly one-fifth of residents are aged 65 years or older. Households in this market include a variety of family types as well as singles who live alone or share housing. Nearly half of the households are composed of married-couple families; 31 percent are single person households. Most of these residents are white.

Socioeconomic

Most *Midlife Junction* residents are still working, although at 61 percent, the labor force participation rate is slightly below average. One-third of the households are now drawing Social Security benefits. Both the median household income of \$47,683 and the median net worth of \$106,734 are slightly below the U.S. medians. Educational attainment levels are comparable to U.S. levels.

Residential

Midlife Junction communities are found in suburbs across the country, more in the South and Midwest than in the Northeast and West. Homeownership is at 67 percent, near the U.S. rate. Nearly two-thirds of the households are single family structures; most of the remainder are apartments in multiunit buildings. The median home value of \$153,336 is somewhat lower than the U.S. median.

Preferences

As *Midlife Junction* residents pass from child rearing into retirement, they live quiet, settled lives. They have been planning and saving for their retirement, owning certificates of deposit and participating in IRA or 401(k) plans. They spend their money carefully and do not succumb to fads. Mindful of their expenses, they always search for bargains.

Midlife Junction residents enjoy dining out at full-service restaurants, particularly on weekends, and also take advantage of the convenience of fast-food restaurants. They favor domestic cars, and prefer to shop by mail or phone from catalogs such as L.L. Bean and Lands' End. They are comfortable shopping by phone or over the Internet. Comfortable with computer technology, they use e-mail to communicate with friends and families. Residents enjoy practicing yoga, attending country music concerts and auto races, refinishing furniture, reading romance novels, and watching classic movies on DVD.

Segment Name: Great Expectations
LifeMode Group: High Hopes



Demographic

Young singles who live alone and married-couple families dominate the *Great Expectations* market, although all household types are represented. The median age is 33.2 years. Some residents are just beginning their careers or family lives. This segment has a higher proportion of residents in their 20s and a higher proportion of householders younger than 35 years old, compared to the U.S. proportions. The ethnic diversity and racial composition of this segment are similar to the U.S. levels.

Socioeconomic

The median household income of \$37,684 and the median net worth of \$43,152 are low compared to the U.S. values. Approximately 29 percent of residents aged 25 years and older have attended college (slightly above the U.S. average), but only 16 percent hold a bachelor's or graduate degree (somewhat below the U.S. average). Seven percent are enrolled in college or graduate school. The higher proportion of younger residents improves the 68 percent labor force participation rate. The manufacturing, retail, and service industry sectors are the primary employers in this market.

Residential

Great Expectations neighborhoods are located throughout the country, with higher proportions in the Midwest and South. Half of the householders own their homes; the other half rent. More than half of the households are single-family dwellings; approximately 40 percent are apartments in low or mid-rise buildings. The median home value of \$114,837 is approximately three-fifths that of the U.S. median. Most of the housing units in these older suburban neighborhoods were built before 1960.

Preferences

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to nightclubs. They enjoy roller-skating; roller-blading; playing Frisbee, chess, and pool; watching foreign films on DVD; and attending auto races. They read music magazines and listen to rock music on the radio. Residents watch courtroom dramas, reality shows, sitcoms, news programs, and dramas on TV. They occasionally take advantage of the convenience of fast-food restaurants. Little traveling is done in this market. Still focused on starting a career, many are not preparing for retirement by investing for the future. Residents shop at major discount and department stores, and also order frequently from catalogs.

Segment Name: Rustbelt Traditions
LifeMode Group: Traditional Living



Demographic

Rustbelt Traditions neighborhoods are primarily a mix of married-couple families, single-parent families, and singles who live alone, similar to the U.S. household type distribution. This segment has the sixth largest population of all the Community Tapestry segments, with 8.4 million people. The median age is 36.1 years, just below the U.S. median. Most of the residents are white.

Socioeconomic

The median household income is \$49,579, slightly below that of the U.S. median. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. The median net worth for this segment is \$90,754. Overall, 80 percent of residents aged 25 years and older have graduated from high school, 12 percent hold a bachelor's or graduate degree, and 29 percent have attended college.

Residential

Rustbelt Traditions neighborhoods are the backbone of older Industrial cities in states that border the Great Lakes. Most residents live in modest, single-family homes. Homeownership is at 76 percent. The median home value of \$107,222 is approximately three-fifths of the U.S. median. The relatively lower median home value is partially due to the age of the homes in these communities; nearly two-thirds of the housing units were built prior to 1960.

Preferences

Residents of *Rustbelt Traditions* are aptly named: They have lived, worked, spent, and played in the same area for years. They do not follow fads; they stick with the products and services they know. They prefer domestic car manufacturers. Some of their purchases reflect their attention to the maintenance of their homes and yards. For specialized projects, they will contract for roofing, flooring, and carpet installations.

Financially conservative, *Rustbelt Traditions* residents prefer to use a credit union and invest in certificates of deposit. They are likely to have a personal loan that is not a student or vacation loan, and hold low-value variable life and homeowner's insurance policies. Residents watch their pennies, using coupons regularly, especially at Sam's Club. They prefer to see a doctor for diet control and own a stationary bike for exercise.

Favorite leisure activities include bowling; fishing; hunting; and attending auto races, country music shows, and ice hockey games. Watching television is a common pastime for *Rustbelt Traditions* residents. They subscribe to cable TV and watch it regularly, but their favorite programs are sports events.

Segment Name: Prosperous Empty Nesters
LifeMode Group: Senior Styles



Demographic

Fifty-seven percent of householders in the *Prosperous Empty Nesters* segment are aged 55 years or older. Forty percent of households are composed of married couples with no children living at home. Residents are enjoying the lifestage segue from child rearing to retirement. The median age is 48.5 years. Population growth in this segment is increasing slowly, at 0.6 percent annually, but the pace is likely to accelerate as the baby boomers mature. *Prosperous Empty Nesters* residents are not ethnically diverse; 90 percent are white.

Socioeconomic

With a median net worth of \$228,809, *Prosperous Empty Nesters* invest prudently for the future. The median household income is \$69,834. Although 71 percent of households derive income from wages and salaries, 59 percent receive income from investments, 38 percent collect Social Security benefits, and 28 percent receive retirement income. Approximately 40 percent of residents aged 25 years and older hold a bachelor's or graduate degree; another 29 percent have attended college. Many *Prosperous Empty Nesters* residents are still working in well-established careers holding professional and management positions, especially in the education and health care industry sectors.

Residential

Prosperous Empty Nesters residents live in well-established neighborhoods located throughout the United States; approximately one-third of these households are found on the eastern seaboard. These neighborhoods experience little turnover, with nominal change from year to year. Most housing units (77 percent) were built before 1980. Most housing is single-family structures, with a median home value of \$230,594.

Preferences

Prosperous Empty Nesters residents place a high value on their physical and financial well-being. Their investments include annuities, certificates of deposit held longer than six months, mutual funds, money market funds, tax-exempt funds, and common stock. They have insurance to cover loss of income due to medical causes. Residents exercise regularly and take a multitude of vitamins. Leisure activities include refinishing furniture, playing golf and attending golf tournaments, going power boating, attending sports events (college basketball, college football, soccer, and ice hockey games), and going to the horse races. Shopping habits include ordering from catalogs by phone and using coupons. The clothing store of choice is Eddie Bauer. Households are likely to own or lease a luxury car.

Prosperous Empty Nesters residents take an active interest in their homes and communities. Home remodeling, home improvements, and lawn care are priorities. Their civic participation includes being a member of a civic club or charitable organization, engaging in fund-raising, writing to a radio station or newspaper editor, and working as a volunteer. Residents travel extensively, both at home and abroad, and are partial to staying at a Super 8, Holiday Inn, or Comfort Inn. Reading preferences include mystery books, two or more daily newspapers, and business or finance magazines. Residents enjoy listening to news-talk, public, and sports radio and watching Home & Garden Television.

HOUSING PROFILE TABLE

Carlisle PA Study Area

2000 Total Population	133,884	2000 Median HH Income	\$45,115
2010 Total Population	150,726	2010 Median HH Income	\$57,699
2015 Total Population	158,423	2015 Median HH Income	\$64,806
2010-2015 Annual Rate	1.00%	2010-2015 Annual Rate	2.35%

Housing Units by Occupancy Status and Tenure

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	53,999	100.0%	62,340	100.0%	66,489	100.0%
Occupied	51,229	94.9%	59,044	94.7%	62,519	94.0%
Owner	37,890	70.2%	43,339	69.5%	45,928	69.1%
Renter	13,339	24.7%	15,705	25.2%	16,591	25.0%
Vacant	2,770	5.1%	3,296	5.3%	3,970	6.0%

Owner Occupied Housing Units by Value

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	37,886	100.0%	43,339	100.0%	45,928	100.0%
< \$10,000	1,005	2.7%	716	1.7%	615	1.3%
\$10,000 - \$14,999	611	1.6%	277	0.6%	269	0.6%
\$15,000 - \$19,999	543	1.4%	552	1.3%	299	0.7%
\$20,000 - \$24,999	356	0.9%	351	0.8%	481	1.0%
\$25,000 - \$29,999	253	0.7%	452	1.0%	295	0.6%
\$30,000 - \$34,999	341	0.9%	238	0.5%	327	0.7%
\$35,000 - \$39,999	287	0.8%	341	0.8%	300	0.7%
\$40,000 - \$49,999	883	2.3%	420	1.0%	524	1.1%
\$50,000 - \$59,999	1,065	2.8%	493	1.1%	384	0.8%
\$60,000 - \$69,999	1,294	3.4%	553	1.3%	364	0.8%
\$70,000 - \$79,999	2,192	5.8%	817	1.9%	451	1.0%
\$80,000 - \$89,999	3,214	8.5%	673	1.6%	546	1.2%
\$90,000 - \$99,999	3,458	9.1%	1,165	2.7%	722	1.6%
\$100,000 - \$124,999	7,082	18.7%	3,303	7.6%	1,976	4.3%
\$125,000 - \$149,999	5,657	14.9%	6,046	14.0%	3,035	6.6%
\$150,000 - \$174,999	3,435	9.1%	5,234	12.1%	4,149	9.0%
\$175,000 - \$199,999	2,184	5.8%	5,079	11.7%	5,130	11.2%
\$200,000 - \$249,999	1,953	5.2%	6,900	15.9%	9,265	20.2%
\$250,000 - \$299,999	763	2.0%	3,900	9.0%	6,478	14.1%
\$300,000 - \$399,999	737	1.9%	3,504	8.1%	5,360	11.7%
\$400,000 - \$499,999	294	0.8%	835	1.9%	2,311	5.0%
\$500,000 - \$749,999	156	0.4%	1,099	2.5%	1,551	3.4%
\$750,000 - \$999,999	100	0.3%	203	0.5%	703	1.5%
\$1,000,000 +	23	0.1%	188	0.4%	393	0.9%
Median Value	\$112,147		\$175,190		\$216,713	
Average Value	\$126,775		\$200,768		\$248,283	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

	Number	Percent
Total	2,770	100.0%
For Rent	843	30.4%
For Sale Only	614	22.2%
Rented/Sold, Unoccupied	246	8.9%
Seasonal/Recreational/Occasional Use	383	13.8%
For Migrant Workers	23	0.8%
Other Vacant	661	23.9%

Census 2000 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	51,229	37,890	74.0%
15 - 24	2,596	450	17.3%
25 - 34	7,841	4,381	55.9%
35 - 44	11,424	8,539	74.7%
45 - 54	11,002	9,177	83.4%
55 - 64	7,239	6,276	86.7%
65 - 74	6,090	5,274	86.6%
75 - 84	4,062	3,125	76.9%
85+	975	668	68.5%

Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	51,229	37,890	74.0%
White Alone	49,547	37,151	75.0%
Black Alone	887	307	34.6%
American Indian Alone	59	34	57.6%
Asian Alone	351	220	62.7%
Pacific Islander Alone	9	5	55.6%
Some Other Race Alone	147	53	36.1%
Two or More Races	229	120	52.4%
Hispanic Origin	403	155	38.5%

Census 2000 Housing Units by Units in Structure and Occupancy

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	53,959	100.0%	51,230	100.0%
1, Detached	33,261	61.6%	32,310	63.1%
1, Attached	6,051	11.2%	5,696	11.1%
2	2,062	3.8%	1,834	3.6%
3 to 4	2,293	4.2%	2,021	3.9%
5 to 9	2,290	4.2%	2,038	4.0%
10 to 19	1,247	2.3%	983	1.9%
20 to 49	593	1.1%	585	1.1%
50 or More	417	0.8%	412	0.8%
Mobile Home	5,717	10.6%	5,336	10.4%
Other	28	0.1%	15	0.0%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

	Number	Percent
Total	29,751	100.0%
With Mortgage	19,946	67.0%
< \$200	17	0.1%
\$200 - \$299	41	0.1%
\$300 - \$399	161	0.5%
\$400 - \$499	406	1.4%
\$500 - \$599	802	2.7%
\$600 - \$699	1,168	3.9%
\$700 - \$799	1,776	6.0%
\$800 - \$899	2,208	7.4%
\$900 - \$999	2,437	8.2%
\$1000 - \$1249	4,609	15.5%
\$1250 - \$1499	2,959	9.9%
\$1500 - \$1999	2,492	8.4%
\$2000 - \$2499	512	1.7%
\$2500 - \$2999	206	0.7%
\$3000+	152	0.5%
With No Mortgage	9,805	33.0%
Median Monthly Owner Costs for Units with Mortgage	\$1,052	
Average Monthly Owner Costs for Units with Mortgage	\$1,142	

Census 2000 Specified Renter Occupied Housing Units by Contract Rent

	Number	Percent
Total	13,038	100.0%
Paying Cash Rent	12,124	93.0%
< \$100	330	2.5%
\$100 - \$149	255	2.0%
\$150 - \$199	420	3.2%
\$200 - \$249	534	4.1%
\$250 - \$299	562	4.3%
\$300 - \$349	1,100	8.4%
\$350 - \$399	1,352	10.4%
\$400 - \$449	1,395	10.7%
\$450 - \$499	1,678	12.9%
\$500 - \$549	1,385	10.6%
\$550 - \$599	920	7.1%
\$600 - \$649	764	5.9%
\$650 - \$699	441	3.4%
\$700 - \$749	319	2.4%
\$750 - \$799	137	1.1%
\$800 - \$899	232	1.8%
\$900 - \$999	157	1.2%
\$1000 - \$1249	95	0.7%
\$1250 - \$1499	35	0.3%
\$1500 - \$1999	6	0.0%
\$2000 +	7	0.1%
No Cash Rent	914	7.0%
Median Rent	\$453	
Average Rent	\$448	
Average Gross Rent (with Utilities)	\$548	

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

EXHIBIT B-1: BUSINESS RECRUITMENT: Apparel & Shoe Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
5-7-9	622 Park City Cir, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 293-8879	Jessica Gohn	N/A	N/A	5 - 9	1,000 - 2,499	44812010	N/A	N/A
Aeropostale	Route 83 & Paxton Street, Harrisburg, PA 17110	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 909-2702	N/A	N/A	N/A	10 - 19	1,000 - 2,499	448140	N/A	N/A
Alfred Angelo	5092 Jonestown Rd, Harrisburg, PA, 17112	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 526-4446	N/A	N/A	N/A	1 - 4	1 - 499	44812002	N/A	N/A
Baby Gap	555 Park City Cir, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 394-0667	Christine Becker	N/A	N/A	10 - 19	1,000 - 2,499	44813003	N/A	N/A
Bebe	200 E Pratt St # 1105, Baltimore, MD, 21202	Baltimore- Towson, MD Metropolitan Statistical Area	(410) 244-5008	Stacey Jones	N/A	N/A	5 - 9	1,000 - 2,499	44814001	44812010	N/A
Bickel's Surplus	1989 Old 6th Avenue Rd, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 941-2363	William Bickel	Owner	1995	10 - 19	2,500 - 4,999	44815048	N/A	N/A
Bickel's Surplus II	97 Nason Dr, Roaring Spring, PA, 16673	Altoona, PA Metropolitan Statistical Area	(814) 224-2009	Debra Bickel	Owner	2001	20 - 49	2,500 - 4,999	44815048	N/A	N/A
Body Central	3506 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 763-4159	Mechelle Candelaria	N/A	N/A	5 - 9	1,000 - 2,499	44812010	N/A	N/A
Bolton's	3506 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 737-5905	N/A	N/A	2009	5 - 9	1,000 - 2,499	44812010	N/A	N/A
Brackney Leather	2752 Plank Rd, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 943-3373	Rebecca Figard	Manager	N/A	1 - 4	1 - 499	44811005	N/A	N/A
Buckle	743 Park City Cir, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 291-7283	N/A	N/A	N/A	10 - 19	2,500 - 4,999	44814001	44812010	44811006
Cache	10300 Little Patuxent # 1970, Columbia, MD, 21044	Baltimore- Towson, MD Metropolitan Statistical Area	(410) 992-0055	Jessica Chapman	N/A	N/A	5 - 9	1,000 - 2,499	44814001	44812010	N/A
Casual Male XL	4425 Jonestown Rd, Harrisburg, PA, 17109	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 541-5690	Larry Herbst	N/A	1994	5 - 9	500 - 999	44811006	44814001	44811009
Cato	101 S Conestoga Dr, Shippensburg, PA, 17257	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 532-9759	Mel Synder	N/A	N/A	5 - 9	500 - 999	44812010	N/A	N/A

EXHIBIT B-1: BUSINESS RECRUITMENT: Apparel & Shoe Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Children's Place	2559 Brindle Dr., Harrisburg, PA 17110	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 671-3002	Shelly Miller	Manager	N/A	20-49	2,500 - 4,999	448130	N/A	N/A
Claire's	4600 Jonestown Road # 20, Harrisburg, PA 17109	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 545-8719	Ken Bataille	Manager	N/A	1 - 4	1 - 499	448150	N/A	N/A
Cinatras	31 S Beaver St, York, PA, 17401	York-Hanover, PA Metropolitan Statistical Area	(717) 843-1877	N/A	N/A	2009	1 - 4	1 - 499	44819035	N/A	N/A
Clarks	2613 Brindle Dr, Harrisburg, PA, 17110	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 657-3706	N/A	N/A	2005	5 - 9	500 - 999	44821007	N/A	N/A
Clarks Bostonian Outlet	Broadway & Center Sq, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 637-9157	Darrell Buchma	N/A	2011	5 - 9	1,000 - 2,499	45399832	44821007	N/A
Classic Weddings Rentals	214 Skyview Ln, Litz, PA, 17543	Lancaster, PA Metropolitan Statistical Area	(717) 627-8589	Elizabeth Wertz	Owner	N/A	5 - 9	500 - 999	44812002	45399870	N/A
Cloud 9 Clothing Co	2400 Boston St # 122, Baltimore, MD, 21224	Baltimore- Towson, MD Metropolitan Statistical Area	(410) 534-4200	N/A	N/A	N/A	1 - 4	1 - 499	44812010	N/A	N/A
Cupid's Closet	1013 Welsh Rd, Honey Brook, PA, 19344	Philadelphia- Camden- Wilmington, PA- NJ-DE-MD Metropolitan Statistical Area	(610) 913-8480	Robert Shank	Owner	2000	1 - 4	1 - 499	44819019	53223006	42499056
David's Bridal	5125 Jonestown Rd # 165, Harrisburg, PA, 17112	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 657-0035	Ann Cerino	N/A	N/A	20 - 49	2,500 - 4,999	44812002	N/A	N/A
Deerskin Leather	414 Park City Cir, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 393-5259	N/A	N/A	N/A	5 - 9	1,000 - 2,499	44811005	N/A	N/A
Discount Bridal Svc	Sulphur Spring Rd, Baltimore, MD, 21227	Baltimore- Towson, MD Metropolitan Statistical Area	(410) 595-0140	N/A	N/A	N/A	1 - 4	1 - 499	44812002	N/A	N/A
Doll Boutique	1177 E Newport Rd, Litz, PA, 17543	Lancaster, PA Metropolitan Statistical Area	(717) 627-0957	Elizabeth Weaver	Owner	N/A	1 - 4	1 - 499	44812001	N/A	N/A
Dress Barn	5125 Jonestown Road # 410, Harrisburg, PA 17112	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 545-1386	N/A	N/A	N/A	10 - 19	1,000 - 2,499	448120	N/A	N/A
Elm Dept. Store	12 Center Square, Greencastle, PA 17225		(717) 597-3710	Jan Martin	Pres	N/A	5 - 9	1,000 - 2,499	452111	N/A	N/A

EXHIBIT B-1: BUSINESS RECRUITMENT: Apparel & Shoe Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Factory Brand Shoes	1863 Gettysburg Vlg Dr #340, Gettysburg, PA, 17326	Gettysburg, PA Metropolitan Statistical Area	(717) 337-2001	N/A	N/A	2001	5 - 9	1,000 - 2,499	44821007	N/A	N/A
Famous Footwear	5125 Jonestown Road # 505, Harrisburg, PA 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 545-4023	indsey Dundore	Manager	N/A	5 - 9	500 - 999	448210	N/A	N/A
Fashion Finish Boutique	624 Florin Ave, Mt Joy, PA, 17552	Lancaster, PA Metropolitan Statistical Area	(717) 653-6185	Kimberly Brewer	Owner	N/A	1 - 4	1 - 499	44812001	N/A	N/A
Finish Line	3506 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-5722	Darren Diaz	N/A	2007	5 - 9	1,000 - 2,499	44821007	44819026	N/A
Footaction Shoes	Harrisburg Mall, 3501 Paxton St., Harrisburg, PA 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 564-2004	Karon Wallace	Manager	N/A	N/A	500 - 999	448210	N/A	N/A
Foot Solutions	3401 Hartzdale Dr # 128, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 731-5600	Ryan King	N/A	2008	1 - 4	1 - 499	44821007	44619901	N/A
Gap	555 Park City Ctr, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 394-0667	Christine Becker	N/A	N/A	20 - 49	5,000 - 9,999	44814001	44812010	44813003
Good's Store Inc	165 Earland Dr, New Holland, PA, 17557	Lancaster, PA Metropolitan Statistical Area	(717) 354-4026	Earnest Martin	Vice President	1992	100 - 249	N/A	45211101	44821007	44814001
Hair Again Center	1836 W Market St, York, PA, 17404	York-Hanover, PA Metropolitan Statistical Area	(717) 854-2611	Joann Richie	Owner	1984	1 - 4	500 - 999	44815045	N/A	N/A
Hat World	3506 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 612-6642	N/A	N/A	2000	1 - 4	1 - 499	44815025	N/A	N/A
Highlander Cleaners	5 S Barbara St, Mt Joy, PA, 17552	Lancaster, PA Metropolitan Statistical Area	(717) 653-2379	Sandy Heisey	Owner	1984	1 - 4	1 - 499	81232002	44819030	44819001
Hot Topic	765 Park City Ctr, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 207-0234	Ryan Henderson	N/A	N/A	10 - 19	2,500 - 4,999	44814001	44812010	44811006
Irving Shoes	3307 Trindle Rd # 212, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-8693	Brian Henry	N/A	1998	5 - 9	1,000 - 2,499	44821007	N/A	N/A
Justice Just For Girls	8200 Perry Hall Blvd # 2128, Baltimore, MD, 21236	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 933-0637	Loretta Carol	N/A	N/A	1 - 4	500 - 999	44813004	44812010	44813003

EXHIBIT B-1: BUSINESS RECRUITMENT: Apparel & Shoe Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Kasper	120 Outlet Sq, Hershey, PA, 17033	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 312-1184	Caryl Vakiyes	N/A	N/A	5 - 9	500 - 999	44812010	44814001	N/A
Kid To Kid	154 Rolling Ridge Dr, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 237-5432	Christy Muhlbauer	Owner	N/A	5 - 9	500 - 999	45331011	44813003	45112035
Koret of California Inc	1863 Gettysburg Vlg Dr # 680, Gettysburg, PA, 17325	Gettysburg, PA Metropolitan Statistical Area	(717) 481-7889	Maylee Alexander	N/A	N/A	5 - 9	500 - 999	44812010	N/A	N/A
Lane Bryant	5100 Jonestown Road, Harrisburg, PA 17112	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 541-0584	Shely Cramer	Manager	N/A	10 - 19	1,000 - 2,499	448140	N/A	N/A
Lassers Shoe Fly	3415 Pleasant Valley Blvd #108, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 941-2132	Byron Lasser	Owner	2004	10 - 19	1,000 - 2,499	44821007	N/A	N/A
Life Uniform	847 Park City Ctr, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 394-7333	Jeanette Mc Mullen	N/A	N/A	1 - 4	1 - 499	44812010	44819035	N/A
Lucaya	10300 Little Patuxent # 2340, Columbia, MD, 21044	Baltimore- Towson, MD Metropolitan Statistical Area	(410) 715-0001	N/A	N/A	N/A	5 - 9	1,000 - 2,499	44812010	42433035	N/A
Maurices	2899 Whiteford Rd # 148, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 757-6988	Tricia Manspeak	N/A	N/A	5 - 9	500 - 999	44814001	44812010	N/A
New Hub Store	51 S George St, York, PA, 17401	York-Hanover, PA Metropolitan Statistical Area	(717) 848-1776	Willie Standley	Owner	N/A	1 - 4	1 - 499	44811006	44819030	44819001
Once Upon A Child	6029 Allentown Blvd, Harrisburg, PA, 17112	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 540-7840	Nick Mc Gee	Owner	2002	1 - 4	1 - 499	45331013	45211101	44813003
Orvis	5655 Main Street # 2, Williamsville, NY 14221		(716) 631-5131	Ken Smith	Manager	N/A	1 - 4	500 - 999	451110	N/A	N/A
Pac Sun	Route 11 & Route 15, Selingsgrove, PA, 17870	Selingsgrove, PA Metropolitan Statistical Area	(570) 372-0993	Charlotte Wertman	N/A	N/A	10 - 19	1,000 - 2,499	44814001	44812010	44811006
Payless ShoeSource	5100 Jonestown Rd, Harrisburg, PA 17112	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 652-7835	Amelia Keim	Manager	N/A	5 - 9	500 - 999	448210	N/A	N/A
Plum	210 Walnut St, Harrisburg, PA, 17101	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 232-9251	Isaac Mishkin	Owner	1962	5 - 9	1,000 - 2,499	44812010	44819026	N/A
Pocadiz Bfdal	3623 Kutztown Rd, Laureldale, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 939-9322	Lupe Polanco	Owner	N/A	1 - 4	1 - 499	44812002	N/A	N/A

EXHIBIT B-1: BUSINESS RECRUITMENT: Apparel & Shoe Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Professional Uniforms-Advising	503 Lincoln Way E, Mc Connellsburg, PA, 17233	N/A	(717) 485-3188	Joseph S Antoon	Owner	2001	5 - 9	500 - 999	44819035	54189008	N/A
Rack Room Shoes	788 Woodland Rd, Reading, PA, 19610	Reading, PA Metropolitan Statistical Area	(610) 373-0186	Diana Bahn	N/A	2008	10 - 19	1,000 - 2,499	44821007	N/A	N/A
Red Wing Shoe Store	2224 Gettysburg Rd, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-1301	Ryan Brackbill	N/A	1984	1 - 4	1 - 499	44821007	44821001	N/A
Rue 21	1863 Gettysburg Village Dr., #220, Gettysburg, PA 17325	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 338-9055	Amber Coulson	Manager	N/A	5 - 9	1,000 - 2,499	448140	N/A	N/A
Sally Beauty Supply	76 Lunger Dr # 75, Bloomsburg, PA, 17815	Bloomsburg-Berwick, PA Metropolitan Statistical Area	(570) 784-3206	Mary Price	N/A	2007	5 - 9	500 - 999	44612001	61151106	44815023
Sassy	900 Market St # 26, Lemoyne, PA, 17043	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 635-2585	Elizabeth Calcagno	Owner	N/A	1 - 4	1 - 499	44812001	44812010	N/A
Shenk & Tittle Inc	888 Far Hills Dr, New Freedom, PA, 17349	York-Hanover, PA Metropolitan Statistical Area	(717) 227-9250	Harlowe Prindle	Chief Executive Officer	2011	20 - 49	N/A	44819002	44812010	44811006
Shingar Inc	6901 Security Blvd # 805, Baltimore, MD, 21244	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 298-1224	James Sings	Owner	N/A	1 - 4	1 - 499	44812010	N/A	N/A
Shingar of India	6542 Reisterstown Rd, Baltimore, MD, 21215	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 358-1011	James Singh	Owner	N/A	1 - 4	1 - 499	44812010	N/A	N/A
Shirley's Closet	14 N George St, York, PA, 17401	York-Hanover, PA Metropolitan Statistical Area	(717) 843-0879	Shirley Carter	Owner	N/A	1 - 4	1 - 499	44812010	N/A	N/A
Shoe Carnival	862 Plaza Blvd, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 394-4213	N/A	N/A	2011	5 - 9	500 - 999	44821007	N/A	N/A
Shoe Dept.	22 Colonial Park Mall, Harrisburg, PA 17109	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 657-5470	Eric Ruth	Manager	N/A	5 - 9	1,000 - 2,499	448210	N/A	N/A
Shoe Show	76 Lunger Dr # 100, Bloomsburg, PA, 17815	Bloomsburg-Berwick, PA Metropolitan Statistical Area	(570) 387-0975	Dawn Moyer	N/A	2004	5 - 9	1,000 - 2,499	44821007	N/A	N/A
Shoecoholic	400 N 6th St, Reading, PA, 19601	Reading, PA Metropolitan Statistical Area	(610) 898-4623	N/A	N/A	2010	1 - 4	1 - 499	44821007	N/A	N/A
Spencer Gifts	1155 Carlisle St # 39, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 646-0495	Cecelia Prueitt	N/A	2000	5 - 9	500 - 999	45322013	44819042	N/A

EXHIBIT B-1: BUSINESS RECRUITMENT: Apparel & Shoe Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Spot USA	1258 Millersville Pike, Lancaster, PA, 17603	Lancaster, PA Metropolitan Statistical Area	(717) 290-1116	Boyoung Kim	Owner	N/A	1 - 4	500 - 999	44811006	N/A	N/A
Sydney Mac Boutique	115 E. Beaver Ave., State College, PA 16801	State College, PA Metropolitan Statistical Area	(814) 238-8322	N/A	N/A	N/A	5 - 9	1,000 - 2,499	448140	N/A	N/A
Uniform Outlet	1863 Gettysburg Village Dr, Gettysburg, PA, 17325	Gettysburg, PA Metropolitan Statistical Area	(717) 334-2636	N/A	N/A	2009	1 - 4	1 - 499	44819035	45399832	N/A
Unique Boutique	131 N Water St, Lancaster, PA, 17603	Lancaster, PA Metropolitan Statistical Area	(717) 517-7058	N/A	N/A	N/A	1 - 4	1 - 499	44812001	N/A	N/A
Wet Seal	200 E Pratt St # 2070, Baltimore, MD, 21202	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 539-8108	Stacey Jones	N/A	N/A	10 - 19	1,000 - 2,499	44814001	44812010	N/A
Woolrich, Inc	2 Mill Street, Woolrich, PA 17779		(570) 769-7401	James Griggs	CEO	1831	5 - 9	N/A	448140	N/A	N/A
Zebop	8034 Main St, Ellicott City, MD, 21043	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 461-8045	Tom Canning	Owner	N/A	1 - 4	1 - 499	44812010	N/A	N/A

EXHIBIT B-2: BUSINESS LIST: Electronic, Appliance, & Computer Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
2 K Kases	4600 Jonestown Rd, Harrisburg, PA, 17109	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 652-1519	Erica Gordon	Manager	1 - 4	500 - 999	N/A	44311204	51721014	N/A
Aardvark Computers	437 E North St, Carlisle, PA, 17013	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 240-0604	Ken Keck	Owner	N/A	5 - 9	500 - 999	81121206	44312001	N/A
Ace Computer Sales & Svc	129 W 2nd Ave, Williamsport, PA, 17702	Williamsport, PA Metropolitan Statistical Area	(570) 772-7668	Jerry Knee	Owner	N/A	1 - 4	500 - 999	44312001	N/A	N/A
Affordable Computers	120 Frederick St, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 646-0880	Michael Shay	Owner	N/A	1 - 4	1 - 499	81121206	44312001	44312005
AI-Tech Assoc Inc	9251 Rumsey Rd # N1, Columbia, MD, 21045	Baltimore-Towson, MD Metropolitan Statistical Area	(443) 539-0500	Matt Ash	Owner	10 - 19	2,500 - 4,999	N/A	44311207	99999005	N/A
AT&T	51 Aikens Ctr, Martinsburg, WV, 25404	Hagerstown-Martinsburg, MD-WV Metropolitan Statistical Area	(304) 264-0602	Bryan Butler	N/A	10 - 19	2,500 - 4,999	N/A	51711006	44311204	N/A
AT&T Store	40 Noble Blvd # 90, Carlisle, PA, 17013	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 240-2990	N/A	N/A	5 - 9	2,500 - 4,999	N/A	51721014	44311204	N/A
Attronica Computers Inc	15867 Gaither Dr, Gaithersburg, MD, 20877	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 417-0070	Atul Tucker	Chief Executive Officer	50 - 99	N/A	100 - 249	44312001	44311207	44312008
Beiter's Appliance Furniture	1125 N 4th St, Sunbury, PA, 17801	Sunbury, PA Metropolitan Statistical Area	(570) 286-6414	Bob Beiter	Owner	N/A	20 - 49	5,000 - 9,999	44311104	N/A	N/A
Beiter's Home Ctr	560 Montgomery Pike, Williamsport, PA, 17702	Williamsport, PA Metropolitan Statistical Area	(570) 326-2073	Phylliss Hayes	N/A	1966	50 - 99	10,000 - 19,999	44311207	44211022	44311121
Big Screen Store	5271 Buckeystown Pike, Frederick, MD, 21704	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 898-2360	Roberto Lopez	Manager	1 - 4	500 - 999	N/A	44311207	N/A	N/A
Capital Area Communications	4120 Swatara Dr, Harrisburg, PA, 17113	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 561-0800	Karen Corcoran	President	20 - 49	5,000 - 9,999	N/A	51721006	42369026	44311204

EXHIBIT B-2: BUSINESS LIST: Electronic, Appliance, & Computer Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Cellular Connection	830 Route 15N, Dillsburg, PA, 17019	York-Hanover, PA Metropolitan Statistical Area	(717) 432-3801	N/A	N/A	1 - 4	500 - 999	N/A	44311204	N/A	N/A
Computer Sciences Corp	3500 Market St # 204, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 909-2220	N/A	N/A	N/A	5 - 9	2,500 - 4,999	44312001	N/A	N/A
Computer Shop	5829 Linglestown Rd # A, Harrisburg, PA, 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 657-3402	John Grove	Owner	N/A	5 - 9	1,000 - 2,499	44312001	81121206	N/A
Computer Support Svc Inc	145 N 15th St, Lewisburg, PA, 17837	Lewisburg, PA Metropolitan Statistical Area	(570) 524-4424	Tom Erickson	Vice President	N/A	20 - 49	5,000 - 9,999	44312007	54151104	N/A
Cranberry Electronics	37 S Cranberry Rd, Westminster, MD, 21157	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 848-9463	Jay Smith	Owner	1 - 4	500 - 999	N/A	44311218	51521001	44311227
Cumberland Electronics Inc	642 S 20th St, Harrisburg, PA, 17104	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 232-9715	Donald Smeltz	President	20 - 49	5,000 - 9,999	N/A	44311207	99999005	N/A
D&H Distributing Co	2525 N 7th St, Harrisburg, PA, 17110	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 236-8001	Israel Schwab	Chief Executive Officer	N/A	500 - 999	N/A	44312007	32619913	42399019
Discount Computer	234 Mill St # 2, Danville, PA, 17821	Bloomsburg-Berwick, PA Metropolitan Statistical Area	(570) 275-5077	Billy Tubberville	Owner	N/A	1 - 4	1 - 499	44312001	N/A	N/A
EB Games	3656 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 763-0844	Anthony Weiss	N/A	N/A	20 - 49	5,000 - 9,999	45112020	44312007	54151104
Electronic Manufacturing Svc	951 Monocacy Rd, York, PA, 17404	York-Hanover, PA Metropolitan Statistical Area	(717) 764-0002	Doug Hamp	President	50 - 99	20,000 - 49,999	N/A	44311207	N/A	N/A
Electronics Boutique	1 York Galleria, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 600-1504	N/A	N/A	1 - 4	1,000 - 2,499	N/A	44311235	N/A	N/A
Freedom Wireless of Pa Inc	1701 Whiteford Rd # 2, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 755-3474	Larry Bloom	Chief Executive Officer	1 - 4	1,000 - 2,499	N/A	44311218	51212004	51521001
Frye's Sewing Machine	150 Shioh Rd # 300, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 237-0089	Robert Frye	Owner	N/A	1 - 4	500 - 999	44311124	44311126	81141220
Frye's Sweeper & Sewing Ctr	1400 Valley View Blvd, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 943-1305	Robert Frye	Owner	1945	10 - 19	2,500 - 4,999	44311124	44311126	42386077
Gamestop	256 Westminster Dr, Carlisle, PA, 17013	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 249-7419	N/A	N/A	1 - 4	1 - 499	N/A	45112020	44311235	N/A

EXHIBIT B-2: BUSINESS LIST: Electronic, Appliance, & Computer Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Harris TV	385 Eastern Dr, Harrisburg, PA, 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 564-2500	Jim Harris	Owner	1960	20 - 49	5,000 - 9,999	44311104	44311226	44311122
Immix Wireless	3050 N 5th Street Hwy # C16, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 939-9377	Michael Xavois	Manager	1 - 4	1,000 - 2,499	N/A	51721014	44311204	N/A
J B Zimmerman True Value Hdwe	902 Main St Rt 23, Blue Ball, PA, 17506	Lancaster, PA Metropolitan Statistical Area	(717) 354-4955	Gerry Weaver	President	1931	50 - 99	N/A	81141201	44311104	44421004
K & A Appliances	50 Redwood Dr, Lancaster, PA, 17603	Lancaster, PA Metropolitan Statistical Area	(717) 392-3287	A Sanchez	Owner	N/A	1 - 4	500 - 999	44311104	N/A	N/A
Kitchen Collection	35 S Willowdale Dr # 107, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 293-9217	Linda Gregor	N/A	N/A	5 - 9	1,000 - 2,499	44311104	44229937	N/A
Lancaster Wireless	1910 Fruitville Pike, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 519-8840	John Basile	Owner	1 - 4	1,000 - 2,499	N/A	44311204	N/A	N/A
LH Brubaker Appl & Water Cond	340 Strasburg Pike, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 299-2351	Don Frank Sr	President	1932	50 - 99	N/A	56149907	81141201	44311104
Lightning Rent To Own Inc	646 E Main St, Waynesboro, PA, 17268	Chambersburg, PA Metropolitan Statistical Area	(717) 765-9099	Michael Lurch	Owner	N/A	1 - 4	1,000 - 2,499	44312001	53229921	53229921
M & M Electronics	8693 Lincoln Hwy, Bedford, PA, 15522	N/A	(814) 623-1213	Norman Myers	Owner	1 - 4	1 - 499	N/A	44311226	N/A	N/A
Magnolia Home Theater	1721 Osgood Dr, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 949-6750	N/A	N/A	5 - 9	1,000 - 2,499	N/A	44311227	44311207	N/A
Martin Appliance	309 W 4th St, Quarryville, PA, 17566	Lancaster, PA Metropolitan Statistical Area	(717) 207-8523	N/A	N/A	N/A	1 - 4	1,000 - 2,499	44311104	N/A	N/A
Martin Water Conditioning	4216 Oregon Pike, Brownstown, PA, 17508	Lancaster, PA Metropolitan Statistical Area	(717) 859-3131	Tom Heist	Manager	1973	20 - 49	5,000 - 9,999	56149907	44311104	42383076
Maxwell Resources Inc	2457 Perkiomen Ave, Reading, PA, 19606	Reading, PA Metropolitan Statistical Area	(610) 779-5800	Howard Maxwell	Owner	N/A	10 - 19	2,500 - 4,999	44312007	54151104	N/A
Mid-Atlantic Pro Tel	1261 E Princess St, York, PA, 17403	York-Hanover, PA Metropolitan Statistical Area	(717) 846-2337	N/A	N/A	1 - 4	1 - 499	N/A	56142102	44311231	N/A
Miles Maytag Appliance Ctr	2013 Springwood Rd, York, PA, 17403	York-Hanover, PA Metropolitan Statistical Area	(717) 600-8165	William Miles	Owner	1977	1 - 4	1,000 - 2,499	44311104	81141222	N/A
Park Audio & Video	2134 Plank Rd, Duncansville, PA, 16635	Altoona, PA Metropolitan Statistical Area	(814) 695-9500	Matt Muccitelli	N/A	10 - 19	2,500 - 4,999	N/A	44311221	42361007	44131013

EXHIBIT B-2: BUSINESS LIST: Electronic, Appliance, & Computer Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Poptronics Electronics	7719 Harford Rd, Parkville, MD, 21234	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 661-3626	N/A	N/A	1 - 4	1,000 - 2,499	N/A	44311207	44131004	N/A
Protel	51 Aikens Ctr, Martinsburg, WV, 25404	Hagerstown-Martinsburg, MD-WV Metropolitan Statistical Area	(304) 264-0602	Bryan Butler	Owner	1 - 4	500 - 999	N/A	44311204	51721006	N/A
R L Graham & Sons Inc	602 S 16th St, Columbia, PA, 17512	Lancaster, PA Metropolitan Statistical Area	(717) 684-2461	Edward Lindemberger	Owner	1954	5 - 9	500 - 999	81141201	44311104	N/A
Radioshack	1758 Lincoln Way E, Chambersburg, PA, 17202	Chambersburg, PA Metropolitan Statistical Area	(717) 267-1445	Donn Lum	Owner	N/A	1 - 4	1,000 - 2,499	44311207	44312001	42343008
Raystown Electronics Inc	14188 Croghan Pike, Mt Union, PA, 17066	Huntington, PA Metropolitan Statistical Area	(814) 542-2055	Dorothy Conson	Owner	1 - 4	500 - 999	N/A	44311207	99999005	N/A
Reliable Home Supply	219 Sunbury St, Minersville, PA, 17954	Pottsville, PA Metropolitan Statistical Area	(570) 544-2555	Mike Hashin	Owner	N/A	5 - 9	2,500 - 4,999	44211012	44311104	N/A
Satellite Video Systems Inc	37 S Cranberry Rd # 3, Westminster, MD, 21157	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 875-0422	Jay Smith	Owner	1 - 4	1,000 - 2,499	N/A	44311218	51521001	99999005
Snyders Vacuum & Sewing	3605 E Market St, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 755-5833	John Morgan	Owner	1946	1 - 4	500 - 999	44311124	45113007	44311126
Sprint	232 Westminster Dr # A2, Carlisle, PA, 17013	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 218-1015	Kevin Nelson	Manager	1 - 4	1,000 - 2,499	N/A	51721014	44311204	N/A
Stereo Barn	4631 Penn Ave, Reading, PA, 19608	Reading, PA Metropolitan Statistical Area	(610) 678-2122	Charlie Bock	Owner	5 - 9	2,500 - 4,999	N/A	44311207	44311226	44311221
Stereo Shoppe	21 N Market St, Selinsgrove, PA, 17870	Selinsgrove, PA Metropolitan Statistical Area	(570) 374-0150	Dale Bingham	Owner	1 - 4	500 - 999	N/A	44311221	N/A	N/A
Susquehanna Software Inc	500 Stanton St, Williamsport, PA, 17702	Williamsport, PA Metropolitan Statistical Area	(570) 323-2680	Jamie Flick	Owner	N/A	1 - 4	500 - 999	44312007	N/A	N/A
Synergy Software Inc	2457 Perkiomen Ave, Reading, PA, 19606	Reading, PA Metropolitan Statistical Area	(610) 779-0522	Howard Maxwell	Owner	N/A	5 - 9	2,500 - 4,999	44312007	54151104	N/A
Taco Communications	5512 Bearcreek Dr, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 763-2077	Ron Kunkle	Manager	1 - 4	500 - 999	N/A	33422008	51791916	44311202
Tara's Appliance Ctr	342 State St, Hamburg, PA, 19526	Reading, PA Metropolitan Statistical Area	(610) 562-2339	N/A	N/A	N/A	1 - 4	1,000 - 2,499	44311104	N/A	N/A

EXHIBIT B-2: BUSINESS LIST: Electronic, Appliance, & Computer Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Target Appliance Co	6316 Reisterstown Rd, Baltimore, MD, 21215	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 358-4433	N/A	N/A	N/A	10 - 19	2,500 - 4,999	44311104	33522801	N/A
T-Mobile	2238 Lebanon Valley Mall, Lebanon, PA, 17042	Lebanon, PA Metropolitan Statistical Area	(717) 270-6067	Bruce Seide	Manager	5 - 9	2,500 - 4,999	N/A	51721014	44311204	N/A
Verizon Wireless	299 Westminster Dr, Carlisle, PA, 17013	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 243-0122	N/A	N/A	1 - 4	1,000 - 2,499	N/A	51721014	44311204	N/A
Wireless Authority	30 W 11th Ave, York, PA, 17404	York-Hanover, PA Metropolitan Statistical Area	(717) 699-0674	Terry Dolan	Owner	1 - 4	500 - 999	N/A	44311204	N/A	N/A
Wireless Sales & Svc	1910 Fruitville Pike # 4, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 509-9000	John Basil	Manager	5 - 9	1,000 - 2,499	N/A	44311204	N/A	N/A
Wireless World	405 N Frederick Ave # A, Gaithersburg, MD, 20877	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 926-3000	Fernando Cabrejp	Owner	5 - 9	1,000 - 2,499	N/A	44311223	N/A	N/A

EXHIBIT B-3: BUSINESS LIST: Restaurant & Drinking Places

NAME	ADDRESS	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Brother's NY Style Pizza	204 E College Ave, State College, PA, 16801	(814) 234-9951	Juan Maldonado	Owner	N/A	1 - 4	1 - 499	72211016	72211019	N/A
Brother's Pizza	875 Lincoln Way W, Chambersburg, PA, 17202	(717) 267-0005	Juan Ramirez	Owner	N/A	5 - 9	1 - 499	72211016	72211019	N/A
Brothers Pizza & Pasta	253 Benner Pike # C, State College, PA, 16801	(814) 234-4200	Joe Pistont	Owner	N/A	10 - 19	500 - 999	72211016	72211019	N/A
Brownstone Lounge	412 Forster St, Harrisburg, PA, 17102	(717) 234-7009	Karen Kane	Owner	N/A	1 - 4	1 - 499	72241001	N/A	N/A
Carini's Italian Restaurant	633 W Main St, New Holland, PA, 17557	(717) 354-8166	N/A	N/A	N/A	10 - 19	500 - 999	72211016	72211019	N/A
Club Indigo	112 W College Ave, State College, PA, 16801	(814) 234-1031	Mike Desmond	Owner	N/A	50 - 99	2,500 - 4,999	72241003	N/A	N/A
Dairy Queen	493 Premium Outlets Blvd, Hagerstown, MD, 21740	(301) 393-8400	Jason Snyder	N/A	N/A	10 - 19	1 - 499	72221313	72211019	72221106
Delight Foods	18137 Town Center Dr, Olney, MD, 20832	(301) 570-5737	Mohammed Z Uddin	Manager	N/A	10 - 19	1 - 499	72211019	N/A	N/A
Don't Know Tavern	1453 Light St, Baltimore, MD, 21230	(410) 539-0231	Jason Zink	Owner	N/A	10 - 19	1,000 - 2,499	72241001	N/A	N/A
Five Guys Burgers & Fries	4810 Carlisle Pike, Mechanicsburg, PA, 17050	(717) 737-1112	Michelle Stolba	N/A	N/A	20 - 49	1,000 - 2,499	72211019	72221106	N/A
Fox's Pizza Den	128 W Allegheny St, Martinsburg, PA, 16662	(814) 793-3366	Stacey Kopco	Owner	N/A	10 - 19	500 - 999	72211016	72211019	72221106
Garfield's Restaurant & Pub	3524 Capital City Mall Dr, Camp Hill, PA, 17011	(717) 737-6937	Heather Hughes	Manager	N/A	20 - 49	500 - 999	72211019	72241001	N/A
Gilligans Bar & Grill	987 Eisenhower Blvd, Harrisburg, PA, 17111	(717) 939-9575	George Lois	Owner	N/A	20 - 49	1,000 - 2,499	72211019	72241001	N/A
Rake's Greencastle Coffee	164 E Baltimore Ave., Greencastle, PA 17225	(717) 597-1900	Charles Rake	Owner	1980	1 - 4	1 - 499	445299	N/A	N/A

EXHIBIT B-3: BUSINESS LIST: Restaurant & Drinking Places

NAME	ADDRESS	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Home Delivery Pizza Pub	1820 S Atherton St, State College, PA, 16801	(814) 237-7777	Rich Schmitt	Manager	1952	50 - 99	2,500 - 4,999	72211016	72211019	72241001
Hong Kong Chinese Restaurant	314 Market St, Oxford, PA, 19363	(610) 932-6711	Piqiang Lin	Owner	N/A	1 - 4	1 - 499	72211019	72221106	N/A
Hoss's Steak & Sea House	206 Pottsville St, Pottsville, PA, 17901	(570) 385-8406	Dennis Kinderman	N/A	N/A	50 - 99	1,000 - 2,499	72211019	72231001	N/A
Isaac's Restaurant & Deli	2159 White St # A101, York, PA, 17404	(717) 854-2292	David Gannett	N/A	N/A	20 - 49	1,000 - 2,499	72211019	72232001	72221106
J & TS Bar & Grill	6332 Winchester Ave, Inwood, WV, 25428	(304) 229-3731	John Tobin	Owner	N/A	1 - 4	1 - 499	72241001	N/A	N/A
Kooper's Tavern	1702 Thames St, Baltimore, MD, 21231	(410) 563-5423	Patrick Russell	Owner	N/A	20 - 49	500 - 999	72211019	72241001	N/A
Ledo Pizza	7213 Muncaster Mill Rd, Derwood, MD, 20855	(301) 869-7900	Emry Dean	Owner	1955	20 - 49	1,000 - 2,499	72211016	72211019	N/A
Marcello's Pizza	3149 Cape Horn Rd, Red Lion, PA, 17356	(717) 244-4000	Marcello Minnino	Owner	N/A	1 - 4	1 - 499	72211016	72211019	N/A
Margherita Pizza	11771 Belair Rd, Kingsville, MD, 21087	(410) 593-9800	Cesar Arquega	Owner	N/A	1 - 4	1 - 499	72211016	72211019	N/A
Netty Jazz Bar & Grill	724 Franklin St, Reading, PA, 19602	(610) 685-0451	Karen Kama	Owner	N/A	1 - 4	1 - 499	72211019	72241001	N/A
New Cassell's	1 S Curley St, Baltimore, MD, 21224	(410) 534-4884	James Cassell	Owner	N/A	1 - 4	1 - 499	72241001	N/A	N/A
No Idea	1649 S Hanover St, Baltimore, MD, 21230	(410) 685-4332	Jason Zink	Owner	N/A	1 - 4	1 - 499	72241001	N/A	N/A
Orange Julius	493 Premium Outlets Blvd, Hagerstown, MD, 21740	(301) 393-8400	Jason Snyder	N/A	N/A	10 - 19	500 - 999	72211019	72221313	72221106
Original Italian Pizza	628 Washington St, Huntingdon, PA, 16652	(814) 643-0665	Joe Passalecqua	Owner	N/A	5 - 9	1 - 499	72211016	72211019	72221106

EXHIBIT B-3: BUSINESS LIST: Restaurant & Drinking Places

NAME	ADDRESS	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Sign of the Times	139 N Belnord Ave, Baltimore, MD, 21224	(410) 522-2850	James Cassell	Manager	2003	1 - 4	1 - 499	72241001	N/A	N/A
Slainte Irish Pub & Restaurant	1700 Thames St, Baltimore, MD, 21231	(410) 563-6600	Patrick Russell	Owner	N/A	20 - 49	1,000 - 2,499	72241001	72211019	N/A
Tobin's Country Market	6332 Winchester Ave, Inwood, WV, 25428	(304) 229-3731	John Tobin	Manager	N/A	1 - 4	1 - 499	72241001	N/A	N/A
Triangle Tavern	300 Shiffer Ave, Williamsport, PA, 17701	(570) 322-9945	Frank Casale	Owner	N/A	10 - 19	500 - 999	72211019	72241001	N/A
Village Inn	54 & 254 Hwys, Washingtonville, PA, 17884	(570) 437-9288	Thomas Lawton	Owner	N/A	1 - 4	1 - 499	72211019	72221106	N/A
Village Tavern	63 N Centre Ave, Leesport, PA, 19533	(610) 926-1637	Duane Knoll	Owner	N/A	5 - 9	1 - 499	72241001	N/A	N/A
Waffle House	1021 Dillerville Rd, Lancaster, PA, 17603	(717) 293-9036	Eric Stevenson	Owner	N/A	20 - 49	500 - 999	72211019	72221106	N/A
Zeno's Pub	100 W College Ave, State College, PA, 16801	(814) 237-4350	Mike Desmond	Owner	N/A	20 - 49	1,000 - 2,499	72241001	N/A	N/A

EXHIBIT B-4: BUSINESS LIST: Food & Beverage Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
A C & T Co	11535 Hopewell Rd, Hagerstown, MD, 21740	Hagerstown- Martinsburg, MD- WV Metropolitan Statistical Area	(301) 582-5339	Adna Fulton	Chief Executive Officer	1959	20 - 49	N/A	44512001	32411005	44719005
Adams County Winery	25 Chambersburg St. #1, Gettysburg, PA 17325	Gettysburg, PA Metropolitan Statistical Area	(717) 334-4631	Wanda Eger	Manager	2005	1 - 4	1,000 - 2,499	312130	N/A	N/A
Adelphia Seafood	3024 Penn Ave # 2, Reading, PA, 19609	Reading, PA Metropolitan Statistical Area	(610) 670-2500	Jason Hurleman	President	N/A	100 - 249	20,000 - 49,999	44522004	N/A	N/A
Allegro Wine Co LLC	900 Market St, Lemoyne, PA, 17043	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 761-4877	N/A	N/A	N/A	1 - 4	500 - 999	44531005	N/A	N/A
Allegro Wine Gallery	2549 S Queen St, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 741-3072	Janna Colledge	Manager	N/A	5 - 9	2,500 - 4,999	44531005	N/A	N/A
Amelia's Grocery Outlet	120 Orlan Rd, New Holland, PA, 17557	Lancaster, PA Metropolitan Statistical Area	(717) 354-5600	Michael Mitchell	President	N/A	20 - 49	N/A	44511003	N/A	N/A
Associated Wholesalers Inc	Route 422, Robesonia, PA, 19551	Reading, PA Metropolitan Statistical Area	(610) 693-3161	J Christoph Michael	Chief Executive Officer	1928	500 - 999	N/A	44511003	N/A	N/A
Baskin-Robbins	1015 Mount Rose Ave, York, PA, 17403	York-Hanover, PA Metropolitan Statistical Area	(717) 848-3999	Saul Leavitt	Owner	N/A	10 - 19	1 - 499	72221313	72211019	44529932
Belleville Locker Plant	85 S Penn St, Belleville, PA, 17004	Lewistown, PA Metropolitan Statistical Area	(717) 935-2194	Randy Peachey	Owner	N/A	5 - 9	1,000 - 2,499	44521006	N/A	N/A
Blue Mountain Meats	2930 N 5th Street Hwy, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 929-1874	Ron Melusky	Owner	N/A	10 - 19	1,000 - 2,499	44521006	N/A	N/A
Bottom Dollar	100 Airport Rd, Coatesville, PA, 19320	PA-NJ-DE-MD Metropolitan Statistical Area	(610) 383-7270	N/A	N/A	N/A	1 - 4	500 - 999	44511003	N/A	N/A

EXHIBIT B-4: BUSINESS LIST: Food & Beverage Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Boyer's Food Market	672 Main St, Lykens, PA, 17048	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 453-7042	Bill Jones	N/A	1977	50 - 99	10,000 - 19,999	44511003	N/A	N/A
Bueno Grocery Store & Deli	1262 Spruce St, Reading, PA, 19602	Reading, PA Metropolitan Statistical Area	(610) 375-2350	Philip Bueno	Manager	N/A	1 - 4	1 - 499	44511003	N/A	N/A
Buy Rite Liquidators	1076 Park Rd, Blandon, PA, 19510	Reading, PA Metropolitan Statistical Area	(610) 926-4444	Jeffrey Young	Owner	N/A	50 - 99	10,000 - 19,999	44511003	N/A	N/A
Cogo's	7799 Woodbury Pike, Roaring Spring, PA, 16673	Altoona, PA Metropolitan Statistical Area	(814) 224-9924	N/A	N/A	N/A	10 - 19	2,500 - 4,999	44719005	44512001	N/A
Country Boy Meats	201 Memory Ln, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 757-6655	Joe Mummert	Owner	N/A	1 - 4	1 - 499	44521006	N/A	N/A
Culligan Water Conditioning	12 Waterford Dr, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 697-0657	Larry Eflinger	President	N/A	10 - 19	2,500 - 4,999	33399909	56149907	44529930
Dale Whitenight Farm Market	1500 Sunbury Rd, Danville, PA, 17821	Bloomsburg-Berwick, PA Metropolitan Statistical Area	(570) 275-4690	Dale Whitenight	Owner	N/A	1 - 4	500 - 999	44523003	N/A	N/A
Darrenkamp's Market	106 Willow Valley Sq, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 464-2708	Joe Darrenkamp	President	1980	250 - 499	N/A	44511003	N/A	N/A
Dutch Way Farm Market	649 E Lincoln Ave, Myerstown, PA, 17067	Lebanon, PA Metropolitan Statistical Area	(717) 866-5753	Cliff Snader	Owner	N/A	100 - 249	20,000 - 49,999	44511003	N/A	N/A
Fefi Grocery	604 7th St, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 946-7607	N/A	N/A	N/A	1 - 4	500 - 999	44511003	N/A	N/A
Gardners Candies	5580 Goods Ln # 1072, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 944-5725	Kathy Brua	N/A	N/A	5 - 9	500 - 999	44529202	N/A	N/A
Gertrude Hawk Chocolates	3563 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-6799	Stacey Lojak	N/A	N/A	5 - 9	1,000 - 2,499	44529202	N/A	N/A
Gita Krishna Inc	1414 Lancaster Ave, Columbia, PA, 17512	Lancaster, PA Metropolitan Statistical Area	(717) 684-7001	Nick Patel	Owner	N/A	1 - 4	500 - 999	44512001	44719005	52211001
Grocery Outlet	685 W Main St, New Holland, PA, 17557	Lancaster, PA Metropolitan Statistical Area	(717) 354-8600	Mike Wolf	Manager	N/A	20 - 49	5,000 - 9,999	44511003	N/A	N/A

EXHIBIT B-4: BUSINESS LIST: Food & Beverage Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Groff Candies	2710 Old Philadelphia Pike, Bird In Hand, PA, 17505	Lancaster, PA Metropolitan Statistical Area	(717) 392-7313	Marvin Groff	Owner	N/A	1 - 4	1 - 499	44529202	N/A	N/A
Honeybaked Ham	4713 Carlisle Pike # D, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 730-0700	Allen Battle	N/A	N/A	5 - 9	500 - 999	44521014	72211019	44521006
J & K Supermarket	1099 W Lincoln Hwy, Coatesville, PA, 19320	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area	(610) 380-3228	Shingara Singh	Owner	N/A	1 - 4	1 - 499	44512001	N/A	N/A
J-Mar Farms	1736 Camp Betty Washington Rd, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 755-0777	James Markey	Owner	N/A	1 - 4	1 - 499	44523003	N/A	N/A
Keagy's Produce	2750 Old Philadelphia Pike, Bird In Hand, PA, 17505	Lancaster, PA Metropolitan Statistical Area	(717) 392-8221	Merv Keagy	Owner	N/A	1 - 4	500 - 999	44523003	N/A	N/A
Kepler's Seafood	900 Market St, Lemoyne, PA, 17043	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-7513	Lloyd Kepler	Owner	N/A	1 - 4	1 - 499	44522004	N/A	N/A
Martin's Food Market	200 E Chestnut Ave, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 940-2550	Craig Simpson	N/A	N/A	100 - 249	20,000 - 49,999	44511003	44611009	N/A
Naylor Wine Shoppe	2960 Whiteford Rd # 2, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 755-9397	Merrill Thoman	Manager	N/A	1 - 4	500 - 999	44531005	N/A	N/A
Peachey Foods & Ice	85 S Penn St, Belleville, PA, 17004	Lewistown, PA Metropolitan Statistical Area	(717) 935-2194	Randy Peachey	Owner	1959	5 - 9	1,000 - 2,499	44521006	31161102	45399840
R G's Food Shop	10228 Lincoln Hwy, Everett, PA, 15537	N/A	(814) 623-4644	Bob Salathe	President	N/A	20 - 49	N/A	44512001	N/A	N/A
Redner's Quick Shoppe	2320 Penn Ave # 2, West Lawn, PA, 19609	Reading, PA Metropolitan Statistical Area	(610) 678-3261	Linda Maduia	N/A	N/A	10 - 19	1,000 - 2,499	44512001	44511003	44719005
Redner's Warehouse Markets	4870 Penn Ave, Sinking Spring, PA, 19608	Reading, PA Metropolitan Statistical Area	(610) 678-2900	John Music	N/A	N/A	100 - 249	20,000 - 49,999	44511003	44719005	44512001
Roaring Spring Water	N/A, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 238-1026	N/A	N/A	N/A	1 - 4	1 - 499	44529930	N/A	N/A

EXHIBIT B-4: BUSINESS LIST: Food & Beverage Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Rutter's Farm Stores	1391 S Main St, Chambersburg, PA, 17201	Chambersburg, PA Metropolitan Statistical Area	(717) 263-0638	Laura Carbaugh	N/A	N/A	20 - 49	10,000 - 19,999	44511003	N/A	N/A
Wawa Food Market	515 Lowland Rd, Hamburg, PA, 19526	Reading, PA Metropolitan Statistical Area	(610) 562-8314	N/A	N/A	N/A	1 - 4	500 - 999	44512001	N/A	N/A
Whitenight Farm Market	20 Kipps Run Rd, Danville, PA, 17821	Bloomsburg- Berwick, PA Metropolitan Statistical Area	(570) 275-4553	Dale A Whitenight	Owner	N/A	1 - 4	500 - 999	44523003	N/A	N/A
Wine & Spirits Stores	3760 Market St, Camp Hill, PA, 17011	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 731-7142	Joe Gilleran	Manager	N/A	10 - 19	2,500 - 4,999	44531004	N/A	N/A

EXHIBIT B-5: BUSINESS LIST: General Merchandise

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
American Rescue Workers Thrift	122 Maple Ave, Milton, PA, 17847	Sunbury, PA Metropolitan Statistical Area	(570) 742-2141	Carol Mudge	Manager	N/A	1 - 4	1 - 499	45331041	N/A	N/A
Antique Depot	3720 Maryland Ave, Ellicott City, MD, 21043	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 750-2674	John Lauterbach	Manager	N/A	1 - 4	1 - 499	45331001	N/A	N/A
Bappy Traders	5107 W Lexington St, Baltimore, MD, 21201	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 347-5775	Aim Islam	Owner	N/A	1 - 4	1 - 499	45291001	N/A	N/A
Bargain Discounts	44 Copperfield Cir, Litz, PA, 17543	Lancaster, PA Metropolitan Statistical Area	(717) 625-0086	N/A	N/A	N/A	5 - 9	1,000 - 2,499	45211201	N/A	N/A
Burkholder's Antique Shop	303 Newry St, Hollidaysburg, PA, 16648	Altoona, PA Metropolitan Statistical Area	(814) 695-1030	Tom Burkholder, Jr	Owner	N/A	1 - 4	1 - 499	45331001	54199001	N/A
Bwi Wholesale LLC	4815 Hollins Ferry Rd, Halethorpe, MD, 21227	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 336-0905	N/A	N/A	N/A	100 - 249	20,000 - 49,999	45291001	N/A	N/A
Capitol Wholesale	226 N Paca St, Baltimore, MD, 21201	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 385-0016	N/A	N/A	N/A	100 - 249	20,000 - 49,999	45291001	N/A	N/A
Chic To Chic Inc	22 W Patrick St, Frederick, MD, 21701	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 620-8889	Ellen Didion	Owner	N/A	1 - 4	1 - 499	45331014	N/A	N/A
Citi Trends	2493 Frederick Ave, Baltimore, MD, 21223	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 566-4130	Lady Wall	N/A	N/A	10 - 19	1,000 - 2,499	45211101	N/A	N/A
Cooks Limited Antiques	17004 York Rd, Parkton, MD, 21120	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 357-8455	N/A	N/A	N/A	1 - 4	1 - 499	45331001	N/A	N/A
D B Import Wholesale Inc	2682 W Patapasco Ave, Baltimore, MD, 21230	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 368-9919	N/A	N/A	N/A	100 - 249	20,000 - 49,999	45291001	N/A	N/A
DIRECTBUY	202 Perry Pkwy # 3, Gaithersburg, MD, 20877	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 926-1116	Robert Wagner	N/A	N/A	20 - 49	2,500 - 4,999	45291001	48851011	23611816
Dollar Village	3975 Columbia Ave # B, Columbia, PA, 17512	Lancaster, PA Metropolitan Statistical Area	(717) 285-2063	Tamer Gomaa	Owner	N/A	1 - 4	1 - 499	45211201	N/A	N/A
Economy Store York	283 W Market St, York, PA, 17401	York-Hanover, PA Metropolitan Statistical Area	(717) 845-7662	Frank Miller	Manager	N/A	10 - 19	1,000 - 2,499	45331014	45331041	N/A
Everything Wholesale	542 Spring St, Houtzdale, PA, 16651	DuBois, PA Metropolitan Statistical Area	(814) 378-7337	N/A	N/A	N/A	100 - 249	20,000 - 49,999	45291001	N/A	N/A
Good's Store	Route 501 N, Schaefferstown, PA, 17088	Lebanon, PA Metropolitan Statistical Area	(717) 949-2663	Glenn Burkholder	N/A	N/A	20 - 49	2,500 - 4,999	45211101	44511003	N/A
Goodwill	5420 Jonestown Rd, Harrisburg, PA, 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 652-4148	Mona Gibson	N/A	N/A	10 - 19	1,000 - 2,499	45331013	N/A	N/A
J C Penney Catalog Ctr	3060 N 5th Street Hwy, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 921-9201	N/A	N/A	N/A	10 - 19	2,500 - 4,999	45411302	45211101	N/A

EXHIBIT B-5: BUSINESS LIST: General Merchandise

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Jump Sportswear Inc	3601 Paxton St, Harrisburg, PA, 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 558-0800	Chung Kim	Owner	N/A	1 - 4	500 - 999	45211101	44819026	N/A
Marshalls	5099 Jonestown Rd., Harrisburg, PA 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 545-5795	Denny Titus	Site Manager	N/A	20 - 49	1,000 - 2,499	452111	N/A	N/A
Next To New Fine Clothing	1920 Lincoln Hwy E, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 299-2924	Jen Traup	Owner	N/A	5 - 9	500 - 999	45331014	44812010	N/A
Next To New Fine Furniture Inc	1929 Lincoln Hwy E # 40, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 392-0106	Diana Keener	Owner	N/A	5 - 9	500 - 999	45331014	45331041	45331019
Ollie's Bargain Outlet	6295 Alentown Blvd # 1, Harrisburg, PA, 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 657-2300	Mark Butler	Chief Executive Officer	1982	50 - 99	N/A	45399832	45211101	54161303
Plato's Closet	1528 N Atherton St, State College, PA, 16803	State College, PA Metropolitan Statistical Area	(814) 234-3150	Justin Baker	Owner	N/A	5 - 9	500 - 999	45331013	45211101	44812010
Play It Again Sports	7968 Belair Rd, Baltimore, MD, 21236	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 882-1810	Michael Szaroleta	Owner	N/A	5 - 9	500 - 999	45111055	45331037	N/A
Potapasco Wholesale Outlet	3309 Annapolis Rd, Baltimore, MD, 21230	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 354-0040	Mohammad Admani	President	N/A	1 - 4	1 - 499	45291001	N/A	N/A
S & H Wholesale Products	2652 W Patapasco Ave, Baltimore, MD, 21230	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 644-0134	Harry Sighn	Owner	2003	5 - 9	5,000 - 9,999	42392023	45291001	N/A
Salvation Army Thrift Store	3901 Trindle Rd, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 731-0576	N/A	N/A	N/A	10 - 19	1,000 - 2,499	45331041	N/A	N/A
St Vincent De Paul Society	2223 8th Ave, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 943-1981	Bunny Muccitelli	N/A	N/A	20 - 49	1,000 - 2,499	45331041	N/A	N/A
TJ Maxx	1235 Carlisle Rd., York, PA 17404	York-Hanover, PA Metropolitan Statistical Area	(717) 699-4901	Sandra McCusky	Manager	N/A	20 - 49	5,000 - 9,999	452111	N/A	N/A
Triple C Wholesalers	2801 W Patapasco Ave # B, Baltimore, MD, 21230	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 644-5500	David Han	President	1987	50 - 99	50,000 - 99,999	42392023	45291001	N/A
Twice As Nice	3741 E Market St, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 600-8543	Alanda Goshert	Owner	N/A	1 - 4	1 - 499	45331014	N/A	N/A
Verybest Inc	1012 Wilso Dr, Baltimore, MD, 21223	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 644-1275	Ray Ha	Owner	N/A	5 - 9	5,000 - 9,999	42499091	45291001	N/A
Village Closet	3922 Cove Mountain Rd, Martinsburg, PA, 16662	Altoona, PA Metropolitan Statistical Area	(814) 793-2336	Janice Colbert	Owner	N/A	5 - 9	500 - 999	45331014	N/A	N/A
We Sell Your Furniture Inc	335 Orchard Ave, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 943-1582	Chad Swope	Owner	N/A	1 - 4	1 - 499	45331019	N/A	N/A
Wears Like New Inc	4947 Carlisle Pike, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 730-3333	Lauri Fitzpatrick	Owner	N/A	5 - 9	500 - 999	45331014	45331041	N/A
Wonder Book & Video	1306 W Patrick St # 1, Frederick, MD, 21703	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 694-5955	Charles Roberts	Owner	N/A	20 - 49	1,000 - 2,499	45331008	53223006	45122001

EXHIBIT B-6: BUSINESS LIST: Building Materials & Supply

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
ABC Supply Co	2591 Centre Ave, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 921-9600	Jeff Smith	N/A	N/A	10 - 19	2,500 - 4,999	44419069	N/A	N/A
Ace Fix It Hardware	159 S Baltimore St, Dillsburg, PA, 17019	York-Hanover, PA Metropolitan Statistical Area	(717) 432-3415	Mark Conrad	Manager	N/A	10 - 19	1,000 - 2,499	44413005	N/A	N/A
Allied Building Products Corp	310 June Ave, Blandon, PA, 19510	Reading, PA Metropolitan Statistical Area	(610) 926-1009	Bill Mc Nish	N/A	N/A	20 - 49	5,000 - 9,999	44419055	44411001	99999005
America's Room & Window	4775 Rice Hollow Rd, Greencastle, PA, 17225	Chambersburg, PA Metropolitan Statistical Area	(717) 597-7500	Jim Forsyth	Owner	N/A	1 - 4	500 - 999	44419069	N/A	N/A
Baker Door Co	4698 E Trindle Rd, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 901-4056	Ed Trump	Owner	N/A	20 - 49	5,000 - 9,999	44419018	44419018	N/A
Budget Blinds	29 N 20th St, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 763-9000	Tom Cudahy	Owner	N/A	1 - 4	500 - 999	44229101	44229109	44419059
Champion Window Siding & Patio	1351 Eisenhower Blvd # 102, Harrisburg, PA, 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 910-4788	Roy Yedid	N/A	1953	10 - 19	2,500 - 4,999	44419069	23817002	23611830
Cindy Rowe Autoglass Safelite	2218 N Atherton St, State College, PA, 16803	State College, PA Metropolitan Statistical Area	(814) 234-8360	N/A	N/A	N/A	1 - 4	500 - 999	44419031	N/A	N/A
Cole's Hardware	330 Ferry St, Danville, PA, 17821	Bloomsburg-Berwick, PA Metropolitan Statistical Area	(570) 275-0191	William H Cole Jr	President	1883	10 - 19	2,500 - 4,999	44411002	44412003	44421003
Complete Door & Access	1500 Oregon Rd, Leola, PA, 17540	Lancaster, PA Metropolitan Statistical Area	(717) 656-2810	Frank Zimmerman	Owner	N/A	1 - 4	1 - 499	44419018	N/A	N/A

EXHIBIT B-6: BUSINESS LIST: Building Materials & Supply

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
De Gol Lumber	121 McFarland Rd, Tyrone, PA, 16686	Altoona, PA Metropolitan Statistical Area	(814) 684-1234	N/A	N/A	N/A	5 - 9	1,000 - 2,499	44411001	N/A	N/A
Diamond Auto Glass	N/A, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 633-9624	N/A	N/A	N/A	5 - 9	1,000 - 2,499	44419031	N/A	N/A
Glass Doctor	N/A, Coatesville, PA, 19320	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area	(610) 383-5104	N/A	N/A	1962	5 - 9	1,000 - 2,499	44419031	81112201	N/A
Glass House	927 E King St, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 390-0438	N/A	N/A	N/A	1 - 4	500 - 999	44419031	N/A	N/A
Gildden Professional	1939 Lincoln Hwy E, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 293-0717	Ken Smith	Manager	N/A	1 - 4	1,000 - 2,499	44412003	99999005	N/A
Harbor Freight Tools USA Inc	3229 N 5th Street Hwy, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 921-2192	Les Isbelle	Manager	N/A	20 - 49	10,000 - 19,999	42383006	44413015	N/A
Kaufman Metals	6146 Lincoln Hwy, Bedford, PA, 15522	N/A	(814) 623-6044	Joe Kauffman	Owner	N/A	10 - 19	5,000 - 9,999	44411001	44419021	44419055
Kohl Building Products	1047 Old Bernville Rd, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 926-8800	Richard Evans	Manager	1946	20 - 49	20,000 - 49,999	44411001	N/A	N/A
MAB Paints	3330 N 5th Street Hwy, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 929-5759	Frank Forte	N/A	1899	1 - 4	500 - 999	44412003	44412012	N/A
Miller Builders Supply Co	900 Mountain Home Rd, Sinking Spring, PA, 19608	Reading, PA Metropolitan Statistical Area	(610) 678-8814	Ted Miller	Owner	N/A	10 - 19	10,000 - 19,999	42381037	44411001	N/A

EXHIBIT B-6: BUSINESS LIST: Building Materials & Supply

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Noland Co	2605 Reach Rd # 1, Williamsport, PA, 17701	Williamsport, PA Metropolitan Statistical Area	(570) 323-3621	Hurley Kane	N/A	N/A	5 - 9	1,000 - 2,499	44419053	N/A	N/A
Overhead Door Co-Blair County	3475 Route 764, Duncansville, PA, 16635	Altoona, PA Metropolitan Statistical Area	(814) 944-0524	Dex W Meadows	President	N/A	10 - 19	2,500 - 4,999	44419017	44419018	99999005
Paint Store Plus Inc	1351 Eisenhower Blvd # 204, Harrisburg, PA, 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 986-9044	Donald Altman	Owner	N/A	1 - 4	500 - 999	44412003	N/A	N/A
Panelcraft Building Systems	6146 Lincoln Hwy, Bedford, PA, 15522	N/A	(814) 623-5559	Joe Kauffman	Owner	N/A	20 - 49	5,000 - 9,999	44411001	N/A	N/A
Pella Windows & Doors	4647 Jonestown Rd, Harrisburg, PA, 17109	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 545-0855	Ken Myers	N/A	N/A	1 - 4	1,000 - 2,499	44419069	44419017	N/A
Quality Door	50 Camp Strauss Rd, Bethel, PA, 19507	Reading, PA Metropolitan Statistical Area	(717) 861-5512	Dean Brubaker	Owner	N/A	1 - 4	1 - 499	44419018	N/A	N/A
Royal Glass Co	N/A, Catonsville, MD, 21228	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 788-1794	N/A	N/A	N/A	1 - 4	500 - 999	44419031	N/A	N/A
Safelite Autoglass	3161 Columbia Blvd, Bloomsburg, PA, 17815	Bloomsburg-Berwick, PA Micropolitan Statistical Area	(570) 784-5004	N/A	N/A	N/A	1 - 4	500 - 999	44419031	N/A	N/A
Shank Door	N/A, Columbia, PA, 17512	Lancaster, PA Metropolitan Statistical Area	(717) 207-8542	N/A	N/A	N/A	1 - 4	500 - 999	44419018	44419017	N/A
Sherwin-Williams	5258 Simpson Ferry Rd # C, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 691-1200	Dave Praster	N/A	N/A	1 - 4	500 - 999	44412003	44412012	42383090

EXHIBIT B-6: BUSINESS LIST: Building Materials & Supply

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Snap-On Tools	167 Nafzingerstown Rd, Mohrsville, PA, 19541	Reading, PA Metropolitan Statistical Area	(610) 488-6254	Bill Bowman	Owner	N/A	1 - 4	1 - 499	44413016	42371031	N/A
Valley Transit Mix	297 Quarry Rd, Chambersburg, PA, 17202	Chambersburg, PA Metropolitan Statistical Area	(717) 267-2244	Joe Zimmerman	Executive Vice President	N/A	10 - 19	2,500 - 4,999	44419012	N/A	N/A
Wallpaper Barn	118 Walters Haven Ln, Spring Mills, PA, 16875	State College, PA Metropolitan Statistical Area	(814) 422-8191	Walter Tomasch	Owner	N/A	1 - 4	500 - 999	44412012	N/A	N/A
Windshield City	N/A, Harrisburg, PA, 17101	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 232-6000	N/A	N/A	N/A	1 - 4	500 - 999	44419031	N/A	N/A
York Building Products Co Inc	910 Old Philadelphia Rd, Aberdeen, MD, 21001	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 272-1515	Doug Gruber	Manager	1940	5 - 9	1,000 - 2,499	32733102	32799102	44411001
Your Building Ctr Inc	300 S 10th St, Huntingdon, PA, 16652	Huntingdon, PA Metropolitan Statistical Area	(814) 643-0782	Keith Gruber	Manager	N/A	1 - 4	500 - 999	44419044	33711006	N/A

EXHIBIT B-7: BUSINESS LIST: Health Care & Personal Services

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Alert Pharmacy	100 Mount Allen Dr, Mechanicsburg, PA, 17055	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 796-3611	Jennifer Geedy	Manager	N/A	5 - 9	500 - 999	44611009	N/A	N/A
A & E Audiology Inc	226 Willow Valley Lakes Dr # D, Willow Street, PA, 17584	Lancaster, PA Metropolitan Statistical Area	(717) 464-2144	Kamal A Elliot	Manager	N/A	10 - 19	500 - 999	62134001	44619903	62134008
Ability Prosthetics-Orthotics	455 S Washington St # 11, Gettysburg, PA, 17325	Gettysburg, PA Metropolitan Statistical Area	(717) 337-2273	Jeffrey Brandt	Owner	N/A	5 - 9	1,000 - 2,499	44619901	44619905	99999005
Accuquest Hearing Ctr York	3601 E Market St, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 318-5732	N/A	N/A	N/A	1 - 4	1 - 499	44619903	N/A	N/A
Ace Hearing Ctr Inc	1372 N Susquehanna Trl # 150, Selinsgrove, PA, 17870	Selinsgrove, PA Metropolitan Statistical Area	(570) 743-8400	Donald G Miller	Owner	N/A	1 - 4	1 - 499	62134001	44619903	N/A
Advanced Tech Hearing Aid Ctr	1887 Litz Pike # 2, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 560-5023	Ed Kocher	Owner	N/A	5 - 9	1,000 - 2,499	44619903	62134001	N/A
Alert Pharmacy Unit II	219 N Baltimore Ave, Mt Holly Springs, PA, 17065	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 486-8606	Bryan Gobin	President	N/A	20 - 49	5,000 - 9,999	44611009	N/A	N/A
Allegany Optical	40 Noble Blvd # 120, Carlisle, PA, 17013	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 218-6656	David Paden OD	N/A	N/A	1 - 4	500 - 999	44613003	62132003	N/A
Allegheny Orthotics-Prosthetic	3500 6th Ave, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 944-0187	John Roberts	Owner	N/A	10 - 19	2,500 - 4,999	44619901	45399865	99999005
Allen Natural Foods Inc	350 S Richland Ave, York, PA, 17404	York-Hanover, PA Metropolitan Statistical Area	(717) 845-8085	Jan Allen	President	N/A	1 - 4	500 - 999	44619106	N/A	N/A
American Home Patient Inc	1965 Lycoming Creek Rd # 108, Williamsport, PA, 17701	Williamsport, PA Metropolitan Statistical Area	(570) 323-4065	Cheryl Marzzacco	N/A	N/A	1 - 4	500 - 999	33911203	62161001	44619904
America's Best Contacts	1631 Litz Pike, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 391-7660	Lillian Minney	N/A	N/A	5 - 9	1,000 - 2,499	44613003	N/A	N/A
Apria Healthcare	1544 E Pleasant Valley Blvd, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 942-4702	Peggy Ebersole	N/A	N/A	5 - 9	1,000 - 2,499	44619904	33911203	62161001
Associated Otolaryngologists	880 Poplar Church Rd, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 763-7400	Erica Colt	N/A	N/A	10 - 19	2,500 - 4,999	62111107	44619903	62199946
Audio Professional Hearing Aid	423 S Washington St, Gettysburg, PA, 17325	Gettysburg, PA Metropolitan Statistical Area	(717) 334-8661	Paul Knaub	Owner	1969	1 - 4	1 - 499	44619903	N/A	N/A
Audiological Hearing Aid Svc	501 Howard Ave # A107, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 948-0721	Crystal Deacon	Owner	N/A	1 - 4	1 - 499	62134001	44619903	44619903

EXHIBIT B-7: BUSINESS LIST: Health Care & Personal Services

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Bellone Hearing Aid Ctr	166 S Main St, Chambersburg, PA, 17201	Chambersburg, PA Metropolitan Statistical Area	(717) 267-3434	William Kovach	Owner	N/A	1 - 4	500 - 999	44619903	N/A	N/A
Better Hearing Aid Ctr	3412 E Market St, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 757-1970	Scott Firestone	Owner	N/A	1 - 4	1 - 499	44619903	44619903	N/A
BJ'S Optical	3805 Hartzdale Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 761-4820	Stephanie Grivette	N/A	N/A	1 - 4	1 - 499	44613003	N/A	N/A
Boas Surgical Inc	5970 Lemon St, East Petersburg, PA, 17520	Lancaster, PA Metropolitan Statistical Area	(717) 239-1570	Tammy Dewitt	N/A	N/A	1 - 4	1 - 499	44619901	44619901	N/A
Care Plus Oxygen Inc	2880 Pottsville Mnsvle Hw #110, Minersville, PA, 17954	Pottsville, PA Metropolitan Statistical Area	(570) 544-4700	Will Swisher	N/A	N/A	5 - 9	1,000 - 2,499	44619904	42345029	N/A
Caresite Pharmacy	200 Scenery Dr, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 231-2052	Jenny Plummer	Manager	2006	5 - 9	1,000 - 2,499	44611009	44611008	62419023
Center For Advance Orthotics	1590 Rodney Rd, York, PA, 17408	York-Hanover, PA Metropolitan Statistical Area	(717) 764-8737	Marci Strunck	Owner	N/A	10 - 19	2,500 - 4,999	33911303	42345028	44619901
Choice Family Pharmacy	6 S 6th St, Mc Sherrystown, PA, 17344	Gettysburg, PA Metropolitan Statistical Area	(717) 630-8858	Susan Altobelli	Owner	N/A	5 - 9	1,000 - 2,499	33911201	44611009	42345015
Clear Choice Hearing Aid Ctr	2159 White St # 5, York, PA, 17404	York-Hanover, PA Metropolitan Statistical Area	(717) 848-3400	Gordon Sacks	Owner	N/A	1 - 4	1 - 499	44619903	N/A	N/A
Community Help Pharmacy	141 W Beaver Ave # A, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 235-1890	Tammy Gentzel	Executive Director	N/A	50 - 99	10,000 - 19,999	44611009	N/A	N/A
Continuing Care Rx	28 S 2nd St, Newport, PA, 17074	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 567-2147	Amy Herb	N/A	N/A	10 - 19	1,000 - 2,499	44611009	N/A	N/A
Dick's Pharmacy	1903 4th St, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 944-6425	George R Dick	Chief Executive Officer	1928	10 - 19	N/A	44611009	45399865	N/A
Digital Hearing Aid Systems	300 Mahantongo St, Pottsville, PA, 17901	Pottsville, PA Metropolitan Statistical Area	(570) 622-4800	Emil Feryo Sr	Owner	N/A	5 - 9	1,000 - 2,499	44619903	N/A	N/A
Eniva Health & Wellness Prod	112 E Dauphin St, Enola, PA, 17025	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 732-2827	N/A	N/A	N/A	1 - 4	1 - 499	44619103	N/A	N/A
Eye Associates of Lancaster	1254 Lintz Pike, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 397-7377	Cheryl Gordon	Manager	N/A	20 - 49	5,000 - 9,999	44613003	62111107	44613004
Eyeland Optical	4447 5th Street Hwy # F, Temple, PA, 19560	Reading, PA Metropolitan Statistical Area	(610) 929-4444	David Hawk OD	Manager	N/A	1 - 4	500 - 999	62132003	44613003	N/A
Eyemart Express	2899 Whiteford Rd # 140, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 600-0586	N/A	N/A	2003	10 - 19	1,000 - 2,499	44613003	62132003	44613004

EXHIBIT B-7: BUSINESS LIST: Health Care & Personal Services

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Fragrance Outlet Inc	739 Reading Ave, Reading, PA, 19611	Reading, PA Metropolitan Statistical Area	(610) 378-1510	Rita Parker	Manager	N/A	1 - 4	500 - 999	44612003	N/A	N/A
Friendly Perfume & Novelty	25 E Main St, Ephrata, PA, 17522	Lancaster, PA Metropolitan Statistical Area	(717) 738-0117	Ben Rathod	Owner	N/A	1 - 4	1 - 499	44612003	N/A	N/A
Giant Eagle Pharmacy	181 Sophrira Ln, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 946-4267	Barry Gearhart	N/A	N/A	10 - 19	1,000 - 2,499	44611009	N/A	N/A
Hanger Prosthetics & Orthotics	765 5th Ave # D, Chambersburg, PA, 17201	Chambersburg, PA Metropolitan Statistical Area	(717) 264-7117	Brent Schein	N/A	N/A	1 - 4	500 - 999	44619905	N/A	N/A
Health Food Ctr	900 Market St, Lemoyne, PA, 17043	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 901-0931	Tracy Shambach	Owner	N/A	1 - 4	1 - 499	44619103	44529914	44619106
Hearing & Ear Care Ctr	200 Schneider Dr # 1, Lebanon, PA, 17046	Lebanon, PA Metropolitan Statistical Area	(717) 274-3851	Linda Gonya-Hartman	Owner	N/A	1 - 4	1 - 499	44619903	N/A	N/A
Hearing & Hearing Aid Svc	810 Plaza Blvd # 101, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 394-0700	John Ressler	Manager	N/A	20 - 49	5,000 - 9,999	44619903	62134001	N/A
Hearing Aid Assoc	6 Hearhstone Ct # 105, Reading, PA, 19606	Reading, PA Metropolitan Statistical Area	(610) 779-9522	Ed Grabarek	Owner	N/A	1 - 4	500 - 999	44619903	44619903	N/A
Herbalife	Madison St, Coatesville, PA, 19320	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area	(610) 383-5990	Jeffrey Israel	Owner	N/A	1 - 4	1 - 499	81219103	44619106	N/A
Inhome Oxygen & Med Supls Inc	PO Box 38, Temple, PA, 19560	Reading, PA Metropolitan Statistical Area	(610) 685-7702	Roberto Campitelli	President	N/A	10 - 19	2,500 - 4,999	44619904	N/A	N/A
K & K Hearing Assoc LLC	765 5th Ave # 2, Chambersburg, PA, 17201	Chambersburg, PA Metropolitan Statistical Area	(717) 267-0020	Kim Keller	Owner	N/A	1 - 4	1 - 499	44619903	N/A	N/A
Keystone Hearing Institute	2151 Linglestown Rd # 130, Harrisburg, PA, 17110	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 540-0812	Anthony Fowler	Owner	N/A	1 - 4	1 - 499	62134001	44619903	N/A
Life Care Pharmacy	2108 Harrisburg Pike # 314, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 544-3154	Sam Watchson	Manager	N/A	1 - 4	500 - 999	44611009	N/A	N/A
Lloyd-Silber Othopedic	130 Carlisle St, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 633-5616	Joe Lapinski	Owner	N/A	20 - 49	2,500 - 4,999	44619901	N/A	N/A
Longenecker Pharmacy Inc	108 W 1st Ave, Parkersburg, PA, 19365	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area	(610) 857-2114	J Richard Brown	Chief Executive Officer	1972	20 - 49	N/A	44611009	33911201	42345028
LOR-RON Optical	1 Granite Point Dr # 150, Wyomissing, PA, 19610	Reading, PA Metropolitan Statistical Area	(610) 375-1803	Richard Weiss	Manager	N/A	10 - 19	1,000 - 2,499	44613004	N/A	N/A

EXHIBIT B-7: BUSINESS LIST: Health Care & Personal Services

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Medicine Shoppe	2411 8th Ave, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 944-2095	James Rosenthal	Owner	1978	5 - 9	1,000 - 2,499	44611009	N/A	N/A
Michels Hearing Aid Ctr	253 N Claude A Lord Blvd, Pottsville, PA, 17901	Pottsville, PA Metropolitan Statistical Area	(570) 622-9151	Nick Michels	Owner	N/A	1 - 4	500 - 999	44619903	N/A	N/A
Millennium Pharmacy Systems	5020 Ritter Rd, Mechanicsburg, PA, 17055	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 766-4828	N/A	N/A	N/A	10 - 19	1,000 - 2,499	44611009	N/A	N/A
Miller Optical	845 Columbia Ave, Lancaster, PA, 17603	Lancaster, PA Metropolitan Statistical Area	(717) 393-2020	Maryanne Miller	N/A	1951	5 - 9	1,000 - 2,499	44613003	33331404	N/A
Miracle Ear Hearing Aid Ctr	125 Rolling Ridge Dr, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 237-3799	Rick Knipe	Owner	N/A	1 - 4	1 - 499	44619903	N/A	N/A
Modnur Inc Pharmacy	4495 Lincoln Way W, St Thomas, PA, 17252	Chambersburg, PA Metropolitan Statistical Area	(717) 369-4636	Tony Colangelo	Owner	N/A	10 - 19	1,000 - 2,499	44611009	N/A	N/A
Nu Ear	1125 N 4th St, Sunbury, PA, 17801	Sunbury, PA Metropolitan Statistical Area	(570) 286-4400	Emil Feryo	Owner	N/A	1 - 4	1 - 499	44619903	N/A	N/A
Pearle Vision	3593 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-3462	Tyler Wright OD	N/A	N/A	1 - 4	500 - 999	44613003	62132003	44613004
Prosthetic Care	940 Century Dr # A, Mechanicsburg, PA, 17055	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 697-3394	Marci Strone	Owner	N/A	1 - 4	500 - 999	44619901	N/A	N/A
Red Rose Hearing Ctr	222 Willow Valley Lakes # 700, Willow Street, PA, 17584	Lancaster, PA Metropolitan Statistical Area	(717) 290-7700	Tamara Bennawit	Manager	N/A	1 - 4	1 - 499	62134001	44619903	N/A
Redner's Pharmacy	2977 State Route 22, Fredericksburg, PA, 17026	Lebanon, PA Metropolitan Statistical Area	(717) 865-6566	Eric Bomberger	N/A	N/A	1 - 4	500 - 999	44611009	N/A	N/A
Rhoads Pharmacy & Gift Shop	17 W Main St, Hummelstown, PA, 17036	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 566-2525	David Lutz	Owner	1978	20 - 49	5,000 - 9,999	44611009	45322013	42345015
Royer Pharmacy	2 E Main St, Ephrata, PA, 17522	Lancaster, PA Metropolitan Statistical Area	(717) 733-6541	William Sherman	Chief Executive Officer	N/A	20 - 49	2,500 - 4,999	44611009	81292103	44619106
Savemart Inc	241 W Roseville Rd # 6, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 569-7384	Herb Morgan	President	N/A	50 - 99	5,000 - 9,999	44619106	N/A	N/A
Sloan's Mt Joy Pharmacy	61 E Main St, Mt Joy, PA, 17552	Lancaster, PA Metropolitan Statistical Area	(717) 653-6888	Tim Zuch	N/A	2004	1 - 4	500 - 999	44611009	N/A	N/A
Sonus Hearing Care Ctr	207 House Ave # 100B, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 761-7593	Brandy Stauffer	N/A	N/A	1 - 4	1 - 499	44619903	62134001	N/A
Susquehanna Hearing Aid Ctr	1900 Chestnut St, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 761-5881	Ron Allander	Manager	1981	1 - 4	1 - 499	44619903	N/A	N/A

EXHIBIT B-7: BUSINESS LIST: Health Care & Personal Services

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Susquehanna Optical	2509 N Front St # 1, Harrisburg, PA, 17110	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 238-7461	David Whipple	Administrator	N/A	1 - 4	1 - 499	44613003	44613004	N/A
Thompson Pharmacy	2329 Broad Ave, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 943-1310	Bill Thompson	Owner	1962	10 - 19	1,000 - 2,499	44611009	33911201	42345015
Total Life Care Pharmacy	300 Highland Ave, Lewistown, PA, 17044	Lewistown, PA Metropolitan Statistical Area	(717) 242-7390	Dave Trincisti	Manager	N/A	5 - 9	1,000 - 2,499	44611009	N/A	N/A
Total Vision Care	3401 Hartzdale Dr # 103, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 975-0501	Philip Davis	Owner	N/A	10 - 19	1,000 - 2,499	44613003	44613004	N/A
Ultra Beauty	205 Falon Ln, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 942-8571	Jamie Wion	N/A	N/A	1 - 4	1 - 499	44612001	N/A	N/A
USA Optical	3201 Paxton St # 1, Harrisburg, PA, 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 561-6000	Herman Stampler	Owner	N/A	5 - 9	500 - 999	44613003	N/A	N/A
Vitamin World	3534 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 730-6126	William Brandt	N/A	N/A	1 - 4	500 - 999	44619103	44619106	N/A
Wasserotts	22 Briarcrest Sq # A, Hershey, PA, 17033	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 533-8466	Josie Gingrich	Manager	N/A	1 - 4	1 - 499	44619904	62311006	N/A
Weaver Eye Assoc	2791 S Queen St, Dallastown, PA, 17313	York-Hanover, PA Metropolitan Statistical Area	(717) 741-4788	Scott S Weaver OD	Owner	1949	20 - 49	2,500 - 4,999	62132003	44613004	44613003
Wellspring Pharmacy	4910 Fairfield Rd # B, Fairfield, PA, 17320	Gettysburg, PA Metropolitan Statistical Area	(717) 642-8812	Jackie Shriner	Manager	N/A	5 - 9	1,000 - 2,499	44611009	N/A	N/A
Wiley's Pharmacy	903 Nissley Rd # C, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 898-8804	N/A	N/A	N/A	10 - 19	2,500 - 4,999	44611009	45322015	N/A
Williams Apothecary	6 W Newport Rd, Litz, PA, 17543	Lancaster, PA Metropolitan Statistical Area	(717) 626-4499	Richard Williams	Owner	2004	1 - 4	1 - 499	44611009	N/A	N/A
Wise Eyes	231 N Logan Blvd, Burnham, PA, 17009	Lewistown, PA Metropolitan Statistical Area	(717) 242-1915	Scott Renninger	Owner	N/A	5 - 9	1,000 - 2,499	44613003	44613004	N/A
York Eye Assoc	2321 E Market St, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 755-1828	George E Hayes OD	Owner	N/A	5 - 9	1,000 - 2,499	62132003	44613004	44613003

EXHIBIT B-8: BUSINESS LIST: Furniture & Home Furnishings

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Allen's Mattress Ctr	1376 E College Ave, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 238-6171	Richard Swoops	Owner	N/A	1 - 4	500 - 999	44221024	81141220	81141217
Abbey Carpet of Lancaster	1865 Columbia Ave, Lancaster, PA, 17603	Lancaster, PA Metropolitan Statistical Area	(717) 393-3001	Tony Legenstein	Owner	N/A	50 - 99	20,000 - 49,999	44221001	N/A	N/A
Advanced Floor Coverings	318 Beech Rd, Orwigsburg, PA, 17961	Pottsville, PA Metropolitan Statistical Area	(570) 366-2575	John McNulty	Owner	N/A	1 - 4	500 - 999	44221001	N/A	N/A
Advantage Flooring	4 E King St, Shippensburg, PA, 17257	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 532-9977	Troy Ramsey	Owner	N/A	5 - 9	1,000 - 2,499	44221001	N/A	N/A
Allen's Mattress Ctr	N/A, Lewistown, PA, 17044	Lewistown, PA Metropolitan Statistical Area	(717) 248-1667	N/A	N/A	N/A	1 - 4	500 - 999	44211024	N/A	N/A
Bast of Boonsboro	109 N Main St, Boonsboro, MD, 21713	Hagerstown-Martinsburg, MD-WV Metropolitan Statistical Area	(301) 432-5151	Douglas Bast	Owner	1837	5 - 9	1,000 - 2,499	44211012	54141003	44211024
Bedroom Showcase	219 Park Hills Plz, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 942-2142	Martin Halmo	President	1979	5 - 9	1,000 - 2,499	44211024	44211012	44211032
Blue Mountain Woodcraft	369 Newburg Rd, Newburg, PA, 17240	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 423-6888	Gerald Eby	Owner	N/A	1 - 4	500 - 999	44211012	N/A	N/A
Budget Blinds	29 N 20th St, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 763-9000	Tom Cudahy	Owner	N/A	1 - 4	500 - 999	44229101	44229109	44419059
Budget Furniture	31 Carlisle Ave, York, PA, 17401	York-Hanover, PA Metropolitan Statistical Area	(717) 843-5044	Gary Poe	Owner	1984	1 - 4	500 - 999	44211012	N/A	N/A
Bujno's Studio	257 W Main St, Adamstown, PA, 19501	Lancaster, PA Metropolitan Statistical Area	(717) 484-2000	Stephen Bujno	Owner	N/A	1 - 4	500 - 999	44229956	N/A	N/A
Capperella Furniture	660 Pleasant View Blvd, Bellefonte, PA, 16823	State College, PA Metropolitan Statistical Area	(814) 355-4857	David Capperella	Owner	1952	10 - 19	2,500 - 4,999	44211012	44221001	44211024
Carpet Mart	1391 Eden Rd, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 848-3905	Bill Hopkins	Manager	N/A	20 - 49	5,000 - 9,999	44221010	N/A	N/A
Classic Interiors	8307 Main St # B, Ellicott City, MD, 21043	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 465-4464	Carolyn Gaughan	Owner	N/A	10 - 19	500 - 999	54141003	44211012	N/A

EXHIBIT B-8: BUSINESS LIST: Furniture & Home Furnishings

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Colony House Furniture Inc	4231 Philadelphia Ave, Chambersburg, PA, 17202	Chambersburg, PA Metropolitan Statistical Area	(717) 263-2443	Mark Wenger	President	1973	20 - 49	5,000 - 9,999	44211012	44211024	44211022
Country Creations	321 N Star Rd, Strasburg, PA, 17579	Lancaster, PA Metropolitan Statistical Area	(717) 687-8743	Lori Bennett	Owner	N/A	10 - 19	1,000 - 2,499	45322013	44211012	N/A
Cutco Cutlery	980 Locust Grove Rd, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 843-3541	Eugene Bowmam	N/A	1949	5 - 9	500 - 999	44229923	N/A	N/A
Davids Furniture & Interiors	5078 Jonestown Rd, Harrisburg, PA, 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 233-2955	David Martin	Chief Executive Officer	1972	10 - 19	N/A	44211012	54141003	44229101
De Gol Brothers Carpet Div	851 Plank Rd, Duncansville, PA, 16635	Altoona, PA Metropolitan Statistical Area	(814) 695-1111	David Degol	Owner	N/A	20 - 49	N/A	44221010	44221001	23834005
Essis & Sons	6220 Carlisle Pike, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 697-9423	Fred Essis	Owner	1942	20 - 49	2,500 - 4,999	54141003	44221001	23834005
FAMILIES	Route 30, Parkesburg, PA, 19365	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area	(717) 442-1255	Paul Ranck	Owner	N/A	1 - 4	1 - 499	44211016	N/A	N/A
Felis Point Futon	112 W Padonia Rd, Lutherville, MD, 21093	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 561-4999	Maria Cohen	Owner	N/A	5 - 9	1,000 - 2,499	44211019	N/A	N/A
Floor Coverings Intl	904 Lincoln Way W, Chambersburg, PA, 17202	Chambersburg, PA Metropolitan Statistical Area	(717) 264-9096	Greg Meyers	Owner	N/A	10 - 19	1,000 - 2,499	23833007	44221001	23834005
Flooring America	1058 Harrisburg Pike, Carlisle, PA, 17013	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 249-7755	Tonia Roth	Vice President	N/A	1 - 4	500 - 999	44221009	N/A	N/A
Furniture & Mattress	2750 Paxton St, Harrisburg, PA, 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 564-5300	R J Bender	Owner	N/A	5 - 9	1,000 - 2,499	44211012	N/A	N/A
Furniture Medic	5 Harness Ct # C 2, Baltimore, MD, 21208	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 484-2332	Sidney Millman	Owner	N/A	1 - 4	1 - 499	81142013	44211017	N/A
Gardiner's Furniture	4241 Brookhill Rd, Baltimore, MD, 21215	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 358-1730	Bob Iwanowski	President	1942	20 - 49	N/A	44211012	42321031	44211024

EXHIBIT B-8: BUSINESS LIST: Furniture & Home Furnishings

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Gavigan's Home Furnishings	402 Englar Rd # C, Westminster, MD, 21157	Baltimore-Towson, MD Metropolitan Statistical Area	(443) 605-1317	Robert Gavigans	Owner	N/A	1 - 4	500 - 999	54119106	44211012	N/A
Gehman & Co	121 Gettysburg Pike, Mechanicsburg, PA, 17055	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 620-2323	Leon Gehman	Owner	N/A	5 - 9	500 - 999	44229111	N/A	N/A
Gish's Furniture	3424 Simpson Ferry Rd, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 761-9061	Michael Gish	Owner	N/A	5 - 9	1,000 - 2,499	44211012	N/A	N/A
Gladhill Furniture Co	10 Walnut St, Middletown, MD, 21769	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 371-6800	Shelia Duffy	Manager	1915	20 - 49	5,000 - 9,999	44211022	44211024	N/A
Healthy Back Store	6181 Old Dobbin Ln # 400, Columbia, MD, 21045	Baltimore-Towson, MD Metropolitan Statistical Area	(443) 285-0920	Ron Ferguson	N/A	1987	5 - 9	1,000 - 2,499	44211006	44211024	N/A
J & K Furniture	119 S 3rd St # 1, Oxford, PA, 19363	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area	(610) 467-0335	Jerome Rodio	Owner	N/A	1 - 4	1 - 499	44211012	N/A	N/A
Just Cabinets	6040 Carlisle Pike, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 766-0731	Dave Neely	Manager	N/A	5 - 9	1,000 - 2,499	44211024	44211017	N/A
L A Draperies Inc	101 Newport Ave, Reading, PA, 19611	Reading, PA Metropolitan Statistical Area	(610) 375-2224	Linda Denatala	Owner	N/A	1 - 4	500 - 999	44229101	31412101	42322016
Lancaster Mattress Co	4915 Jonestown Rd, Harrisburg, PA, 17109	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 920-0466	Paul Russo	Owner	N/A	1 - 4	500 - 999	44211024	N/A	N/A
Lemoyne Sleeper Inc	1150 Walnut Bottom Rd, Carlisle, PA, 17015	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 240-0405	Orlando De Bien	Owner	1964	5 - 9	1,000 - 2,499	44211003	N/A	N/A
Martin's Furniture	249 Elco Dr, Myerstown, PA, 17067	Lebanon, PA Metropolitan Statistical Area	(717) 866-4180	Lloyd Martin	Owner	N/A	1 - 4	1,000 - 2,499	44211012	N/A	N/A
Mattress Warehouse	5517 Carlisle Pike, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 697-8543	Sam Weinstein	N/A	N/A	1 - 4	500 - 999	44211024	N/A	N/A

EXHIBIT B-8: BUSINESS LIST: Furniture & Home Furnishings

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Mattress World	101 S Logan Blvd. Burnham, PA, 17009	Lewistown, PA Metropolitan Statistical Area	(717) 242-5555	John Okonski	N/A	N/A	1 - 4	500 - 999	44211024	44211012	N/A
Millers' Furniture & Carpet	220 N York St. Mechanicsburg, PA, 17055	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 766-3369	Tom Miller	Owner	N/A	1 - 4	1 - 499	44211012	N/A	N/A
Park Furniture Store	630 N 4th Ave, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 944-0887	John J Muccitelli	President	1940	5 - 9	N/A	44211022	44211012	44311104
Peaceful Valley Amish Furn	955 N State St, Ephrata, PA, 17522	Lancaster, PA Metropolitan Statistical Area	(717) 733-7626	John Glick	Owner	N/A	1 - 4	500 - 999	44211012	N/A	N/A
Penn Dutch Furnishing	6483 Brush Valley Rd, PA Rebersburg, PA, 16872	State College, PA Metropolitan Statistical Area	(814) 349-8203	Amos Yoder	Owner	N/A	1 - 4	1,000 - 2,499	44211012	N/A	N/A
Prosouce of Harrisburg Floor	7985 Grayson Rd, Harrisburg, PA, 17111	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 558-9014	Larry Weader	Manager	N/A	1 - 4	500 - 999	23833007	23611505	44221010
Reliable Home Supply	219 Sunbury St, Minersville, PA, 17954	Pottsville, PA Metropolitan Statistical Area	(570) 544-2555	Mike Hashin	Owner	N/A	5 - 9	2,500 - 4,999	44211012	44311104	N/A
Rick's Lawn Furniture	5532 Pottsville Pike, Leesport, PA, 19533	Reading, PA Metropolitan Statistical Area	(610) 926-3688	Rick Leabee	Owner	N/A	10 - 19	5,000 - 9,999	23622031	44211016	N/A
Room Store	226 Pauline Dr, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 741-6979	David Maedlinsky	N/A	N/A	10 - 19	2,500 - 4,999	44211012	N/A	N/A
Schewels Furniture	540 Lutz Ave, Martinsburg, WV, 25404	Hagerstown- Martinsburg, MD- WV Metropolitan Statistical Area	(304) 267-2931	Brenda Shoger	N/A	1897	20 - 49	5,000 - 9,999	44211012	44311104	44311226
Select Comfort	3559 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 307-3005	N/A	N/A	N/A	1 - 4	500 - 999	44211024	44211006	N/A
Sleepy's the Mattress Pros	6416 Carlisle Pike # 2900, Mechanicsburg, PA, 17050	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 691-7585	N/A	N/A	N/A	1 - 4	500 - 999	44211024	N/A	N/A
Smith Furniture	13 Pine St, Thompsonstown, PA, 17094	N/A	(717) 535-5236	Ed Smith	Owner	N/A	1 - 4	500 - 999	44211012	N/A	N/A
Smith Furniture	116 Woodward Ave, Lock Haven, PA, 17745	Lock Haven, PA Metropolitan Statistical Area	(570) 748-5587	James Smith	Owner	N/A	5 - 9	1,000 - 2,499	44211012	81142013	81142001

EXHIBIT B-8: BUSINESS LIST: Furniture & Home Furnishings

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Smith Village Clearance Ctr	31 N Main St, Jacobus, PA, 17407	York-Hanover, PA Metropolitan Statistical Area	(717) 428-4962	Dale Smith	Owner	N/A	1 - 4	500 - 999	44211012	N/A	N/A
Smith Village Furniture Outlet	34 N Main St, Jacobus, PA, 17407	York-Hanover, PA Metropolitan Statistical Area	(717) 428-1921	Dallas Smith	President	1932	50 - 99	5,000 - 9,999	44211012	44211024	44211003
Sofas Unlimited	4713 Carlisle Pike, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 761-7632	John Leshay	Owner	N/A	10 - 19	2,500 - 4,999	44211012	54141003	N/A
Unclaimed Freight Co	3019 Hempland Rd, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 397-6241	Ronald Kether	President	N/A	100 - 249	20,000 - 49,999	44211012	N/A	N/A
York Mattress	805 Baltimore St, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 632-7014	Jason Clarke	Owner	N/A	1 - 4	500 - 999	44211024	N/A	N/A

EXHIBIT B-9: BUSINESS LIST: Jewelry Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Belden Jewelers	Route 22 & Colonial Rd, Harrisburg, PA, 17109	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 652-3587	Ron Fetrow	N/A	N/A	5 - 9	1,000 - 2,499	44831012	N/A	N/A
Foss Jewelers Inc	129 S Main St # 100, Lewistown, PA, 17044	Lewistown, PA Micropolitan Statistical Area	(717) 248-7760	Howard Foss	Owner	N/A	1 - 4	500 - 999	44831006	N/A	N/A
Gordon's Jewelers	3551 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 763-1921	Aaron Warner	N/A	N/A	5 - 9	1,000 - 2,499	44831012	N/A	N/A
Jeweler's Bench	129 Falon Ln, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 944-8404	Robert Nicewonger	Owner	N/A	1 - 4	1 - 499	44831012	N/A	N/A
Jeweler's Daughter	49 Steinwehr Ave, Gettysburg, PA, 17325	Gettysburg, PA Micropolitan Statistical Area	(717) 338-0770	Susan Wicklein	Owner	N/A	1 - 4	500 - 999	44831012	N/A	N/A
Kranich's Jewelers Inc	216 E College Ave, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 234-4481	Charles Kranich	Owner	1903	5 - 9	1,000 - 2,499	44831012	81149023	N/A
Leitzel's Jewelry	607 E Lincoln Ave, Myerstown, PA, 17067	Lebanon, PA Metropolitan Statistical Area	(717) 866-4274	Ceylon Leitzel	Owner	1949	5 - 9	1,000 - 2,499	44831012	81149023	N/A
Littman Jewelers	Harrisburg Mall, 3501 Paxton St, #d-7, Harrisburg, PA 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 564-7450	Cynthia Miller	Site Manager	N/A	5 - 9	1,000 - 2,499	44831012	N/A	N/A
Mouniz Jewelers	1160 Walnut Bottom Rd, Carlisle, PA, 17015	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 763-9525	N/A	N/A	N/A	10 - 19	2,500 - 4,999	44831012	44831020	N/A
Oletowne Jewelers	2157 White St, York, PA, 17404	York-Hanover, PA Metropolitan Statistical Area	(717) 854-7788	James Bovender	Owner	N/A	5 - 9	1,000 - 2,499	44831012	44831013	54199010

EXHIBIT B-9: BUSINESS LIST: Jewelry Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Plump Gold	3495 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-1971	Lillie Cable	Manager	N/A	1 - 4	500 - 999	44831012	N/A	N/A
Scott & Co Fine Jewelers	17 Lincoln Sq, Gettysburg, PA, 17325	Gettysburg, PA Micropolitan Statistical Area	(717) 338-3902	Scott Coyle	Owner	N/A	5 - 9	1,000 - 2,499	44831012	N/A	N/A
Silvertime II	3201 Paxton St, Swatara, PA, 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 561-8101	Najib Benjelloun	Owner	N/A	1 - 4	1 - 499	44831012	N/A	N/A

EXHIBIT B-10: BUSINESS LIST: Sporting Goods, Hobby, Books, & Music

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
A Pawn Plus	524 Penn St, Reading, PA, 19602	Reading, PA Metropolitan Statistical Area	(610) 373-6000	Edward Lairkin	Owner	N/A	5 - 9	500 - 999	52229813	52232003	45114008
AC Moore	6520 Carlisle Pike # 365B, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 766-1002	Lisa Lloyd	N/A	N/A	20 - 49	5,000 - 9,999	45112011	45399825	N/A
African American Books	5116 Liberty Heights Ave, Baltimore, MD, 21207	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 664-1946	Tehuti Imhotep	Owner	N/A	1 - 4	1 - 499	45121105	N/A	N/A
All Aboard Rail Road	1952 Landis Valley Rd, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 392-1568	Catherine Board	Owner	N/A	5 - 9	500 - 999	45112021	N/A	N/A
Almoney Crafts	226 Park Pl, York, PA, 17401	York-Hanover, PA Metropolitan Statistical Area	(717) 718-8179	N/A	N/A	N/A	1 - 4	1 - 499	45112012	N/A	N/A
American Gold Eagle	3229 Pleasant Valley Blvd, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 941-2758	N/A	N/A	2002	1 - 4	1 - 499	45399823	45112021	81131043
Appalachian Outdoors	123 S. Alien St., State College, PA 16801	State College, PA Metropolitan Statistical Area	(800) 690-5220	Geoff Brugler	Owner	1975	5 - 9	1,000 - 2,499	451110	N/A	N/A
Basket Accessories	3614 Old Philadelphia Pike, Intercourse, PA, 17534	Lancaster, PA Metropolitan Statistical Area	(717) 768-7008	Diane Kreider	Owner	N/A	5 - 9	1,000 - 2,499	45112003	N/A	N/A
Battlefield & Beyond Military	777 Baltimore St # 104, Gettysburg, PA, 17325	Gettysburg, PA Micropolitan Statistical Area	(717) 334-4852	N/A	N/A	N/A	1 - 4	1 - 499	45121105	N/A	N/A
Berean Christian Stores	898 Plaza Blvd, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 397-3517	Nate Humbert	N/A	N/A	20 - 49	2,500 - 4,999	45121105	45322013	N/A
Beyond Comics	490 N Frederick Ave, Gaithersburg, MD, 20877	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 216-0007	Jon Cohen	President	N/A	5 - 9	500 - 999	45121108	N/A	N/A
Bhavani Sports Shop	Harrisburg Mall, 3501 Paxton St., Harrisburg, PA 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 901-3995	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Bleacher Bums	3533 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 545-9902	Dan Mc Ginnis	Owner	N/A	5 - 9	500 - 999	45111055	N/A	N/A
Blue Mountain Sports Apparel	763 Second St., Chambersburg, PA 17201	Harrisburg-Chambersburg, PA Micropolitan Statistical Area	(717) 263-4124	Jeremy Smith	Owner	1949	9-May	1,000 - 2,499	323113	N/A	N/A

EXHIBIT B-10: BUSINESS LIST: Sporting Goods, Hobby, Books, & Music

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Book Cellar	35 S Willowdale Dr # 716, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 295-7535	Mona Strayer	Manager	N/A	5 - 9	1,000 - 2,499	45121105	45399832	N/A
Book Store Inc	Park Hills Plz, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 943-1984	Jim Batey	Manager	N/A	10 - 19	1,000 - 2,499	45121105	45322005	N/A
Book Warehouse	1863 Gettysburg Village Dr 920, Gettysburg, PA, 17325	Gettysburg, PA Microropolitan Statistical Area	(717) 334-2829	Ryan Smith	Manager	N/A	1 - 4	500 - 999	45121105	N/A	N/A
Books-A-Million	828 Park City Ctr, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 299-7201	N/A	N/A	N/A	10 - 19	1,000 - 2,499	45121105	N/A	N/A
Burkholder Fabrics	2090 Saint Thomas Edenville Rd, Chambersburg, PA, 17202	Chambersburg, PA Microropolitan Statistical Area	(717) 369-9994	Ruth Hurkholder	Owner	N/A	1 - 4	1 - 499	45113007	N/A	N/A
Calico Corner	341 Barnstable Rd, Carlisle, PA, 17015	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 249-8644	Janet Shultzabarger	Owner	N/A	1 - 4	1 - 499	44311119	45113007	N/A
CD Warehouse	3832 Union Deposit Rd, Harrisburg, PA, 17109	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 657-5336	Amber Deets	N/A	N/A	5 - 9	500 - 999	45122001	53223006	N/A
Chucks Comics	530 Eastern Blvd, Essex, MD, 21221	Baltimore- Towson, MD Metropolitan Statistical Area	(410) 574-1496	Chuck Watson	Owner	N/A	1 - 4	1 - 499	45121108	N/A	N/A
Cokesbury Book & Church Supply	4223 Union Deposit Rd, Harrisburg, PA, 17111	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 564-2212	N/A	N/A	N/A	5 - 9	500 - 999	45121105	45399859	N/A
Color Me Mine	4830 Carlisle Pike # 124, Mechanicsburg, PA, 17050	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 731-8500	Amanda Sowards	N/A	N/A	5 - 9	1,000 - 2,499	4512006	45112007	N/A
Comic Store	28 E Mcgovern Ave, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 397-8737	Joe Miller	Owner	N/A	1 - 4	500 - 999	45121108	45322005	N/A
Comics & Paperbacks Plus	201 E Main St # 1, Palmyra, PA, 17078	Lebanon, PA Metropolitan Statistical Area	(717) 838-4854	Ralph Watts	Owner	N/A	1 - 4	1 - 499	45121108	N/A	N/A
Comix Connection	6200 Carlisle Pike, Mechanicsburg, PA, 17050	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 591-2727	Bill Wahl	Owner	N/A	5 - 9	500 - 999	45121108	45121105	N/A

EXHIBIT B-10: BUSINESS LIST: Sporting Goods, Hobby, Books, & Music

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Doubleday Large Print	1225 S Market St, Mechanicsburg, PA, 17055	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 918-2665	Christine Miller	N/A	N/A	10 - 19	1,000 - 2,499	45121105	32311009	N/A
Downtown Books	227 N Prince St, Lancaster, PA, 17603	Lancaster, PA Metropolitan Statistical Area	(717) 295-7114	Eric Hyatt	Owner	N/A	1 - 4	1 - 499	53223006	45122004	N/A
East Coast Gun Sales LLC	139 Apple St, Duncansville, PA, 16635	Altoona, PA Metropolitan Statistical Area	(814) 695-2104	Selena Steffes	Administrator	N/A	1 - 4	1 - 499	45111023	99999005	N/A
Family Christian Book Stores	6630 Marie Curie Dr, Elkridge, MD, 21075	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 290-0971	Jose Loys	N/A	N/A	10 - 19	1,000 - 2,499	45121105	45399859	N/A
Family Video	3301 6th Ave, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 949-2670	N/A	N/A	N/A	5 - 9	500 - 999	53223006	45122004	N/A
Fishbone Apparel Inc	5400 Jonestown Rd, Harrisburg, PA, 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 540-6399	Frank Gertzen	Owner	N/A	5 - 9	1,000 - 2,499	45111044	45111050	N/A
Framers' Workshop	104 Kings Mill Ct, Harrisburg, PA, 17110	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 545-3390	John Wiest	Manager	1977	1 - 4	1,000 - 2,499	45392002	N/A	N/A
Fred A Formwalt Total Piano Ct	706 Chapel Dr, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 942-1489	Fred A Formwalt	Owner	1971	1 - 4	1 - 499	81149033	45114012	N/A
FYE	3557 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-6271	Aaron Stoudt	N/A	N/A	5 - 9	1,000 - 2,499	45122001	N/A	N/A
Gideons International	5014 Carlisle Pike, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-6770	William Shaffer DC	Manager	N/A	1 - 4	N/A	81311021	62131002	N/A
Guitar Center	5082 Jonestown Rd, Harrisburg, PA, 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 652-7399	Daniel Newell	N/A	2003	10 - 19	2,500 - 4,999	45114008	N/A	N/A
H Crafts	3223 W Newport Rd, Ephrata, PA, 17522	Lancaster, PA Metropolitan Statistical Area	(717) 733-6896	N/A	N/A	N/A	1 - 4	1 - 499	45112012	N/A	N/A
Hancock Fabrics	3848 Union Deposit Rd, Harrisburg, PA, 17109	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 671-5449	N/A	N/A	N/A	10 - 19	1,000 - 2,499	45113007	54141003	44229102
His Way Christian Book Store	6300 Georgetown Blvd # 127, Eldersburg, MD, 21784	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 549-8746	Patricia Kohr	Owner	N/A	5 - 9	500 - 999	45121105	45122001	N/A

EXHIBIT B-10: BUSINESS LIST: Sporting Goods, Hobby, Books, & Music

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Hobby Lobby	1695 Lincoln Way E, Chambersburg, PA, 17202	Chambersburg, PA Metropolitan Statistical Area	(717) 709-9034	N/A	N/A	N/A	5 - 9	1,000 - 2,499	45112011	44419041	N/A
Inside Track	1659 Litz Pike, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 394-6439	Mark Amway	Owner	N/A	1 - 4	500 - 999	45111055	44819026	N/A
International Book Bank Inc	2201 Eagle St, Baltimore, MD, 21223	Baltimore- Towson, MD Metropolitan Statistical Area	(410) 362-0334	Valerie Staats	Executive Director	N/A	5 - 9	500 - 999	45121105	61171008	N/A
Jo-Ann Fabrics & Crafts	6025 Allentown Blvd, Harrisburg, PA, 17112	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 652-1267	Larry Parpenheimer	N/A	N/A	10 - 19	1,000 - 2,499	45113007	45112035	N/A
John's Hunting & Fishing Supl	806 Pleasant View Blvd, Bellefonte, PA, 16823	State College, PA Metropolitan Statistical Area	(814) 353-1005	John Lucas	Owner	N/A	1 - 4	1 - 499	45111028	N/A	N/A
John's Schwin Cyclery	9030 Bridge Rd Hummelstown, PA, 17036	Harrisburg- Carlisle, PA Metropolitan Statistical Area	(717) 273-4477	N/A	N/A	N/A	1 - 4	500 - 999	45111006	N/A	N/A
K & S Music	1247 State Route 487, Paxinos, PA, 17860	Sunbury, PA Metropolitan Statistical Area	(570) 648-8676	Dave Berkhaiser	Owner	1981	5 - 9	1,000 - 2,499	45114008	42361048	N/A
Keyboard World Inc	3050 N 5th Street Hwy # D3, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 921-3436	Rick Barham	Manager	N/A	5 - 9	1,000 - 2,499	45114012	N/A	N/A
Kramer's Piano Inc	12049 Woodsboro Pike, New Midway, MD, 21775	Washington- Arlington- Alexandria, DC- VA-MD-WV Metropolitan Statistical Area	(301) 898-3245	Dean Kramer	Owner	1974	5 - 9	1,000 - 2,499	81149033	45114008	45114012
Lifeway Christian Stores	1108 Sheller Ave # 1, Chambersburg, PA, 17201	Chambersburg, PA Metropolitan Statistical Area	(717) 264-7775	Dean Frey	N/A	N/A	20 - 49	2,500 - 4,999	45121103	45121105	N/A
Longaberger	75 Stony Brook Dr, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 751-1747	Lisa R Smith	Owner	N/A	1 - 4	1 - 499	45112003	N/A	N/A
Mary's Garden Roman Catholic	302B S Tollgate Rd, Bel Air, MD, 21014	Baltimore- Towson, MD Metropolitan Statistical Area	(410) 638-5581	Charles Casazza	Owner	N/A	1 - 4	1 - 499	45121105	N/A	N/A
Menchey Music Svc Inc	80 Weizel Dr, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 637-2185	Joel Menchey	Owner	1936	20 - 49	10,000 - 19,999	45114008	61161005	45114012

EXHIBIT B-10: BUSINESS LIST: Sporting Goods, Hobby, Books, & Music

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Olimpia Sports Inc	12777 Washington Township Blvd, Waynesboro, PA, 17288	Chambersburg, PA Metropolitan Statistical Area	(717) 765-6804	Eric Carty	Manager	N/A	5 - 9	1,000 - 2,499	45111055	N/A	N/A
Patriot-News	2020 Technology Pkwy # 300, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 255-8150	John A Kirkpatrick	President	1854	500 - 999	N/A	32212103	45121202	N/A
Paul's Bicycle Shop	123 Mill St, Danville, PA, 17821	Bloomsburg-Berwick, PA Metropolitan Statistical Area	(570) 275-1166	Paul Baskin Jr	Owner	N/A	1 - 4	1 - 499	45111006	45111005	N/A
Picture This	301 Bridge St, New Cumberland, PA, 17070	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 774-3131	Robert Zeigler	Owner	N/A	1 - 4	1 - 499	45399852	45392002	N/A
Play It Again Sports	1050 Berkshire Blvd, Reading, PA, 19610	Reading, PA Metropolitan Statistical Area	(610) 779-8360	Mike Warchol	Owner	N/A	5 - 9	1,000 - 2,499	45111055	45111015	45331037
Princeton Sports	6239 Falls Rd., Baltimore, MD 21209	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 828-1127	Alan R. Davis	President	1963	20-49	2,500 - 4,999	451110	N/A	N/A
Rich's Bait & Tackle	906 N Eagle Valley Rd, Howard, PA, 16841	State College, PA Metropolitan Statistical Area	(814) 353-8829	Rich Butler	Owner	N/A	1 - 4	1 - 499	45111019	N/A	N/A
Schuylkill Valley Sports	3050 N 5th Street Hwy # H2, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 921-2133	Tim Kissler	N/A	1971	10 - 19	1,000 - 2,499	45111055	N/A	N/A
Senior News	3912 Abel Dr, Columbia, PA, 17512	Lancaster, PA Metropolitan Statistical Area	(717) 285-1350	Donna Anderson	Owner	N/A	20 - 49	2,500 - 4,999	45121202	N/A	N/A
Shenk & Tittle Inc	2801 Whiteford Rd, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 757-6603	Tolly Rohler	N/A	N/A	10 - 19	1,000 - 2,499	44819002	45111055	N/A
Sneaker Villa	3971 Perkiomen Ave, Reading, PA, 19606	Reading, PA Metropolitan Statistical Area	(610) 370-2434	Rob Miller	Owner	N/A	10 - 19	1,000 - 2,499	44821007	45111055	N/A
Sportsmans Liquidation	2474 N George St, York, PA, 17406	York-Hanover, PA Metropolitan Statistical Area	(717) 843-1702	Crystal Collingworth	Owner	N/A	1 - 4	500 - 999	45111055	N/A	N/A
Steph's Folkart Studio LLC	232 Hartman Bridge Rd, Strasburg, PA, 17579	Lancaster, PA Metropolitan Statistical Area	(717) 687-7520	Maurice Summers	Manager	N/A	1 - 4	1 - 499	45112011	N/A	N/A

EXHIBIT B-10: BUSINESS LIST: Sporting Goods, Hobby, Books, & Music

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Suncoast Motion Picture Co	17301 Valley Mall Rd # 138, Hagerstown, MD, 21740	Hagerstown-Martinsburg, MD-WV Metropolitan Statistical Area	(301) 582-2191	Don Mcgrach	N/A	N/A	5 - 9	1,000 - 2,499	45122004	N/A	N/A
Tussey Mt. Ouffitters	308 W. Linn St., Bellefonte, PA 16823	State College, PA Metropolitan Statistical Area	(814) 355-5690	Edward Bowman	President	1980	1-4	500 - 999	441222	N/A	N/A
Urban Knowledge Book Store Llc	2401 Liberty Heights Ave #1200, Baltimore, MD, 21215	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 523-0017	Tracey Bowden	Manager	N/A	20 - 49	2,500 - 4,999	45121105	N/A	N/A
Wall Music	2901 E College Ave, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 237-2222	N/A	N/A	N/A	1 - 4	500 - 999	45122001	N/A	N/A
Watkins Scrap & Craft	145 E Main St, Lock Haven, PA, 17745	Lock Haven, PA Metropolitan Statistical Area	(570) 748-4356	Dale Watkins	Owner	N/A	1 - 4	500 - 999	42499034	45112012	N/A
Weaver's Bike Shop	729 Park Rd, Fleetwood, PA, 19522	Reading, PA Metropolitan Statistical Area	(610) 944-9565	Jason Martin	Owner	N/A	1 - 4	1 - 499	45111006	45111005	N/A
West Coast Video	595 E Main St, Hummelstown, PA, 17036	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 566-6400	Art Thomas	N/A	N/A	5 - 9	1,000 - 2,499	45122004	53223006	N/A
Whitpa Inc	3790 US Highway 15, Montgomery, PA, 17752	Williamsport, PA Metropolitan Statistical Area	(570) 547-2663	Stacie Quiggle	Manager	N/A	1 - 4	1 - 499	45121105	N/A	N/A
Wisdom Book Ctr	5116 Liberty Heights Ave, Baltimore, MD, 21207	Baltimore-Towson, MD Metropolitan Statistical Area	(410) 664-1946	Tehuti Imhotep	Owner	N/A	1 - 4	1 - 499	45121105	N/A	N/A
Wonder Book & Video	2421 Monocacy Blvd # A, Frederick, MD, 21701	Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area	(301) 694-0350	Charles Roberts	Owner	N/A	20 - 49	2,500 - 4,999	45121105	N/A	N/A
Ye Olde Huif-N-Puff	1956 Shirley Ln, Penn Furnace, PA, 16865	Huntingdon, PA Metropolitan Statistical Area	(814) 692-8334	Gene Metzgar	Owner	1965	1 - 4	1 - 499	33993208	45112032	N/A
Yellow Breeches Ouffitters	2 East First Street, P.O. Box 200, Boiling Springs, PA 17007	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717)-258-6752	Roland Harrison	Owner	1993	1-4	1 - 499	451110	N/A	N/A
Zook Crafts	209 Gap Rd, Strasburg, PA, 17579	Lancaster, PA Metropolitan Statistical Area	(717) 687-0689	Amas Zook	Owner	N/A	1 - 4	1 - 499	45113007	45112011	N/A

EXHIBIT B-11: BUSINESS LIST: Miscellaneous Retail Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
American Greetings	1665 State Hill Rd # 660, Wyomissing, PA, 19610	Reading, PA Metropolitan Statistical Area	(610) 373-2624	Debbie Keyser	N/A	N/A	5 - 9	500 - 999	45322015	45322013	44819042
ABC Lanes E	1001 Eisenhower Blvd, Harrisburg, PA, 17111	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 939-9536	Darryl Bower	Manager	N/A	20 - 49	1,000 - 2,499	71395001	45399867	N/A
Adorable Pets	3050 N 5th Street Hwy # C15, Reading, PA, 19605	Reading, PA Metropolitan Statistical Area	(610) 929-9100	Mary Ann Gehris	Owner	N/A	1 - 4	1 - 499	45391003	N/A	N/A
Agway	45 W Allen St, Mechanicsburg, PA, 17055	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 766-4726	Ken Davis	N/A	N/A	10 - 19	1,000 - 2,499	45391004	44421004	42382017
Allegheny Orthotics-Prosthetic	3500 6th Ave, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 944-0187	John Roberts	Owner	N/A	10 - 19	2,500 - 4,999	44619901	45399865	99999005
American Greetings	2246 Lebanon Valley Mall, Lebanon, PA, 17042	Lebanon, PA Metropolitan Statistical Area	(717) 272-9494	N/A	N/A	N/A	5 - 9	500 - 999	45322015	45322013	44819042
Balloons Instead	440 Grant Dr, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 637-1513	Maryjane Furfman	Owner	N/A	1 - 4	1 - 499	45322002	N/A	N/A
Bass Shoe Outlet	1863 Gettysburg Village # 320, Gettysburg, PA, 17325	Gettysburg, PA Metropolitan Statistical Area	(717) 337-3919	Ashley France	N/A	N/A	5 - 9	1,000 - 2,499	44821007	45399832	N/A
Book Store Inc	7535 Huntingdon Plz, Huntingdon, PA, 16652	Huntingdon, PA Metropolitan Statistical Area	(814) 643-0924	Jim Beatty	Manager	N/A	5 - 9	1,000 - 2,499	45121105	45122001	45322005
C A Reed Party Supply	2704 N Susquehanna Trl, Shamokin Dam, PA, 17876	Selinsgrove, PA Metropolitan Statistical Area	(570) 743-6704	Melinda Kratzer	Manager	N/A	5 - 9	500 - 999	45322026	45322002	N/A
Cartridge World	5250 Simpson Ferry Rd, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 458-0430	Linda Eyer	President	N/A	1 - 4	1 - 499	81121201	45321007	N/A
Charles A Schaefer Flower Shop	124 W Market St, York, PA, 17401	York-Hanover, PA Metropolitan Statistical Area	(717) 845-1571	Carl Sallade	Owner	1898	10 - 19	1,000 - 2,499	45311001	45322002	N/A
Christmas Tree Hill Inc	1863 Gettysburg Village # 240D, Gettysburg, PA, 17325	Gettysburg, PA Metropolitan Statistical Area	(717) 338-1292	N/A	N/A	N/A	10 - 19	1,000 - 2,499	45322013	N/A	N/A
Cigar Box	400 Terry Rich Blvd # 8, St Clair, PA, 17970	Pottsville, PA Metropolitan Statistical Area	(570) 429-1190	N/A	N/A	N/A	1 - 4	500 - 999	45399102	N/A	N/A
Cokesbury Book & Church Supply	555 W James St, Lancaster, PA, 17603	Lancaster, PA Metropolitan Statistical Area	(717) 393-1077	N/A	N/A	N/A	1 - 4	1 - 499	45121105	45399859	N/A
Crown Trophy	1106 Carlisle Rd # 2, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 761-6404	Brian Dubas	Owner	N/A	1 - 4	1 - 499	45399867	45399855	N/A
Custom Blends	12 Constitution Ave, Shrewsbury, PA, 17361	York-Hanover, PA Metropolitan Statistical Area	(717) 227-9208	Therina Himes	Owner	N/A	1 - 4	500 - 999	45399102	N/A	N/A

EXHIBIT B-11: BUSINESS LIST: Miscellaneous Retail Businesses

NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Doggie Delights Bakery & Btq	2015 Linglestown Rd, Harrisburg, PA, 17110	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 763-1999	Madeline Hershey	Owner	N/A	1 - 4	1 - 499	45391004	N/A	N/A
Dream Birthdays & Balloons	4332/4334 N George St Ext, Manchester, PA, 17345	York-Hanover, PA Metropolitan Statistical Area	(717) 266-3419	N/A	N/A	N/A	1 - 4	1 - 499	45322026	42385005	N/A
Edible Arrangements	37 S 8th St, Lebanon, PA, 17042	Lebanon, PA Metropolitan Statistical Area	(717) 274-8607	Pam Shirk	Owner	2008	1 - 4	1 - 499	45322010	45311001	45322013
End of Rainbow	29 Springside Dr, Quarryville, PA, 17566	Lancaster, PA Metropolitan Statistical Area	(717) 786-3484	Nancy Baddick	Owner	N/A	1 - 4	1 - 499	45322013	N/A	N/A
Everett Marble & Granite Works	11097 Lincoln Hwy, Everett, PA, 15537	N/A	(814) 652-2513	Jeffrey Koontz	Owner	N/A	10 - 19	2,500 - 4,999	45399850	N/A	N/A
Factory Card & Party Outlet	303 Benner Pike, State College, PA, 16801	State College, PA Metropolitan Statistical Area	(814) 235-7805	Dee Nagle	N/A	N/A	10 - 19	1,000 - 2,499	45322026	45322015	N/A
Gingrich Memorials	5243 Simpson Ferry Rd, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 766-5622	Ron Colvin	Manager	N/A	1 - 4	1 - 499	81222009	45399850	N/A
Glory Awards & Trophies	306 Shed Rd, Newville, PA, 17241	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 776-9736	Ralph Bailey	Owner	N/A	1 - 4	1 - 499	45399867	N/A	N/A
Grand Slam Inflatable Games	639 Williams Grove Rd, Mechanicsburg, PA, 17055	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 697-4201	N/A	N/A	N/A	1 - 4	1 - 499	45322026	N/A	N/A
Growing Tree Toys	202 S. Allen St., State College, PA 16801	State College, PA Metropolitan Statistical Area	(814) 237-3655	Kay Emigh	Owner	1973	10-19	N/A	451120	N/A	N/A
H & H Merchandise	1601 Camp Betty Washington Rd, York, PA, 17402	York-Hanover, PA Metropolitan Statistical Area	(717) 600-8292	Gene Howell	Owner	N/A	1 - 4	1 - 499	45322013	N/A	N/A
Heck Brothers Florist	3801 Perkiomen Ave, Reading, PA, 19606	Reading, PA Metropolitan Statistical Area	(610) 779-1700	Tom Heck	Owner	N/A	5 - 9	500 - 999	45311001	44523003	45322012
Heritage Shop	225 Columbia Mall Dr # 13, Bloomsburg, PA, 17815	Bloomsburg-Berwick, PA Metropolitan Statistical Area	(570) 387-8511	Bonnie Dewald	Manager	N/A	5 - 9	500 - 999	45322013	N/A	N/A
Invisible Fence Brand of York	2899 Carlisle Rd # B, York, PA, 17408	York-Hanover, PA Metropolitan Statistical Area	(717) 767-1880	Chris Rohrer	Owner	N/A	5 - 9	500 - 999	45391004	23899023	N/A
Jostens	401 Science Park Rd, State College, PA, 16803	State College, PA Metropolitan Statistical Area	(814) 946-9626	Gerald Hanscom	President	1972	500 - 999	100,000 - 499,999	45399867	32311009	32311009
Julie's Hallmark	1185 Berkshire Blvd, Wyomissing, PA, 19610	Reading, PA Metropolitan Statistical Area	(610) 372-1585	Gina Hammond	N/A	N/A	5 - 9	500 - 999	45322013	N/A	N/A
Keystone Novelites Inc	1503 Columbia Ave, Lancaster, PA, 17603	Lancaster, PA Metropolitan Statistical Area	(717) 290-7774	N/A	N/A	N/A	1 - 4	1 - 499	45322024	N/A	N/A

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NAME	ADDRESS	CBSA	PHONE	KEY EXECUTIVE	CONTACT TITLE	YEAR BUSINESS ESTABLISHED	EMPLOYEE SIZE	SALES VOLUME	PRIMARY NAICS CODE	NAICS CODE 1	NAICS CODE 2
Kopp Drug Inc	700 Valley View Blvd, Altoona, PA, 16602	Altoona, PA Metropolitan Statistical Area	(814) 946-0479	Larry Cicero	N/A	N/A	10 - 19	1,000 - 2,499	44611009	45322013	81292103
Lee's Gifts	Meadowbrook Farmers Market, Leola, PA, 17540	Lancaster, PA Metropolitan Statistical Area	(717) 656-0900	N/A	N/A	N/A	1 - 4	1 - 499	45322013	N/A	N/A
McCartney's Inc	819 Howard Ave, Altoona, PA, 16601	Altoona, PA Metropolitan Statistical Area	(814) 944-8139	John T Baker	Chief Executive Officer	1887	20 - 49	2,500 - 4,999	45321007	33422008	42342015
Mc Cracken's Pet Food & Supply	700 N Market St, Elizabethtown, PA, 17022	Lancaster, PA Metropolitan Statistical Area	(717) 361-8300	James Bair	Manager	N/A	1 - 4	500 - 999	45391004	N/A	N/A
Michelle's Hallmark	108 N Reading Rd # E, Ephrata, PA, 17522	Lancaster, PA Metropolitan Statistical Area	(717) 733-8722	Michelle Cable	Owner	1938	10 - 19	1,000 - 2,499	45322013	45399870	N/A
Norman's Hallmark	4600 Jonestown Rd, Harrisburg, PA, 17109	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 545-1091	Katie Porter	N/A	N/A	20 - 49	2,500 - 4,999	45322013	45322015	N/A
Ollie's Bargain Outlet	6295 Allentown Blvd # 1, Harrisburg, PA, 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 657-2300	Mark Butler	Chief Executive Officer	1982	50 - 99	N/A	45399832	45211101	54161303
Paper Factory Outlet	35 S Willowdale Dr # 312, Lancaster, PA, 17602	Lancaster, PA Metropolitan Statistical Area	(717) 299-0995	Robin Chedester	N/A	N/A	1 - 4	1 - 499	45322026	N/A	N/A
Papers Plus	299 N Sherman St, York, PA, 17403	York-Hanover, PA Metropolitan Statistical Area	(717) 843-1131	Chris Frantz	Manager	N/A	5 - 9	10,000 - 19,999	42411001	45322026	45322002
Party City	2785 Papermill Rd, Reading, PA, 19610	Reading, PA Metropolitan Statistical Area	(610) 396-9338	Ed Bryce	N/A	N/A	10 - 19	1,000 - 2,499	45322026	44819010	N/A
Pet Store	1710 Lincoln Way E # 18, Chambersburg, PA, 17202	Chambersburg, PA Metropolitan Statistical Area	(717) 263-6161	Angie Barrett	Owner	N/A	10 - 19	2,500 - 4,999	45391003	N/A	N/A
Pet Supplies Plus	1515 Litz Pike, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 392-1699	Joe Cassal	N/A	N/A	10 - 19	2,500 - 4,999	45391004	N/A	N/A
Pet Valu	44 Natural Springs Rd, Gettysburg, PA, 17325	Gettysburg, PA Metropolitan Statistical Area	(717) 338-9263	Lori Smith	Owner	N/A	1 - 4	1 - 499	45391004	N/A	N/A
Pets 'n' You	673 Lombard Rd, Red Lion, PA, 17356	York-Hanover, PA Metropolitan Statistical Area	(717) 246-1981	Jeremy Vonstein	Owner	N/A	10 - 19	1,000 - 2,499	45391003	44422024	N/A
Phillips Group	501 Fulling Mill Rd, Middletown, PA, 17057	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 944-0400	Peter Phillips	President	1940	100 - 249	N/A	45321007	42342015	99999005
Priority Systems PA	2700 Turnpike Industrial Park, Middletown, PA, 17057	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 939-2700	Andrew Orons	Owner	N/A	20 - 49	10,000 - 19,999	42342024	45321007	54186007

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Puff & Snuff	20 S Hopewell St # 1, Everett, PA, 15537	N/A	(814) 652-3952	Trica Clark	Manager	N/A	5 - 9	5,000 - 9,999	42491032	45399102	N/A
Puff Discount Cigarettes	42 N Derr Dr, Lewisburg, PA, 17837	Lewisburg, PA Metropolitan Statistical Area	(570) 522-8272	Mary La Forme	Manager	N/A	1 - 4	1,000 - 2,499	45399102	N/A	N/A
Puff Inc.	1900 Riverside Dr, Williamsport, PA, 17702	Williamsport, PA Metropolitan Statistical Area	(570) 321-1789	Greg Bischof	Manager	N/A	1 - 4	1,000 - 2,499	45399102	N/A	N/A
Puff N Snuff	939 Wayne Ave, Chambersburg, PA, 17201	Chambersburg, PA Metropolitan Statistical Area	(717) 262-2490	Melody Hopkins	N/A	N/A	1 - 4	1,000 - 2,499	45399102	N/A	N/A
Smoker's Outlet II Inc.	1636 W Market St, York, PA, 17404	York-Hanover, PA Metropolitan Statistical Area	(717) 718-3166	Fred Fogelman	Owner	N/A	1 - 4	500 - 999	45399102	N/A	N/A
Smokes R US	3901 Jonestown Rd, Harrisburg, PA, 17109	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 525-9294	N/A	N/A	N/A	1 - 4	500 - 999	45399102	N/A	N/A
Smokin Joe's	1418 Baltimore St, Hanover, PA, 17331	York-Hanover, PA Metropolitan Statistical Area	(717) 630-2535	Lisa Lowe	Manager	N/A	5 - 9	1,000 - 2,499	45399102	N/A	N/A
Spencer Gifts	3570 Capital City Mall Dr, Camp Hill, PA, 17011	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 737-6805	Bobbi Jo Winand	N/A	N/A	5 - 9	500 - 999	45322013	44819042	N/A
Steinmetz Coins & Currency	350 Centerville Rd, Lancaster, PA, 17601	Lancaster, PA Metropolitan Statistical Area	(717) 299-1211	Dennis Steinmetz	Owner	1974	5 - 9	1,000 - 2,499	45399823	45399863	44831010
Stein's Flowers & Gifts Inc	220 Market St, Lewisburg, PA, 17837	Lewisburg, PA Metropolitan Statistical Area	(570) 524-9933	Laurie Grafius	Owner	1926	1 - 4	1 - 499	45311001	45322002	45322012
Superpetz	5007 Jonestown Rd, Harrisburg, PA, 17112	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 540-0498	Gary Allison	N/A	N/A	20 - 49	2,500 - 4,999	45391003	81291021	45391004
Think Reink	166 S Main St # 1, Chambersburg, PA, 17201	Chambersburg, PA Metropolitan Statistical Area	(717) 261-1960	N/A	N/A	N/A	1 - 4	1 - 499	45321007	42383073	N/A
Tinder Box	219 N 2nd St, Harrisburg, PA, 17101	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 232-7166	Mark Jeannette	Owner	1995	1 - 4	1 - 499	45399104	N/A	N/A
Tobacco Co	239 W Chocolate Ave, Hershey, PA, 17033	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 520-5944	Greg Zimmerman	Owner	N/A	1 - 4	1,000 - 2,499	45399102	42491032	N/A
Tuesday Morning	5103 Carlisle Pike # 4, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 730-9005	Melody Curnutte	N/A	N/A	5 - 9	500 - 999	45322013	N/A	N/A
Twin Ponds West	101 Salem Church Rd, Mechanicsburg, PA, 17050	Harrisburg-Carlisle, PA Metropolitan Statistical Area	(717) 795-7663	Reed Patton	Owner	N/A	10 - 19	1,000 - 2,499	45322025	N/A	N/A
Why Buy New Upscale Consignment Shoppe	925 Lincoln Way W, Chambersburg, PA 17202	Chambersburg, PA Metropolitan Statistical Area	(717) 504-8089	J. & F. Ruiz	Owner	2009	1 - 4	N/A	448140	N/A	N/A