



Potential Pastry Restaurant Sites in Tampa



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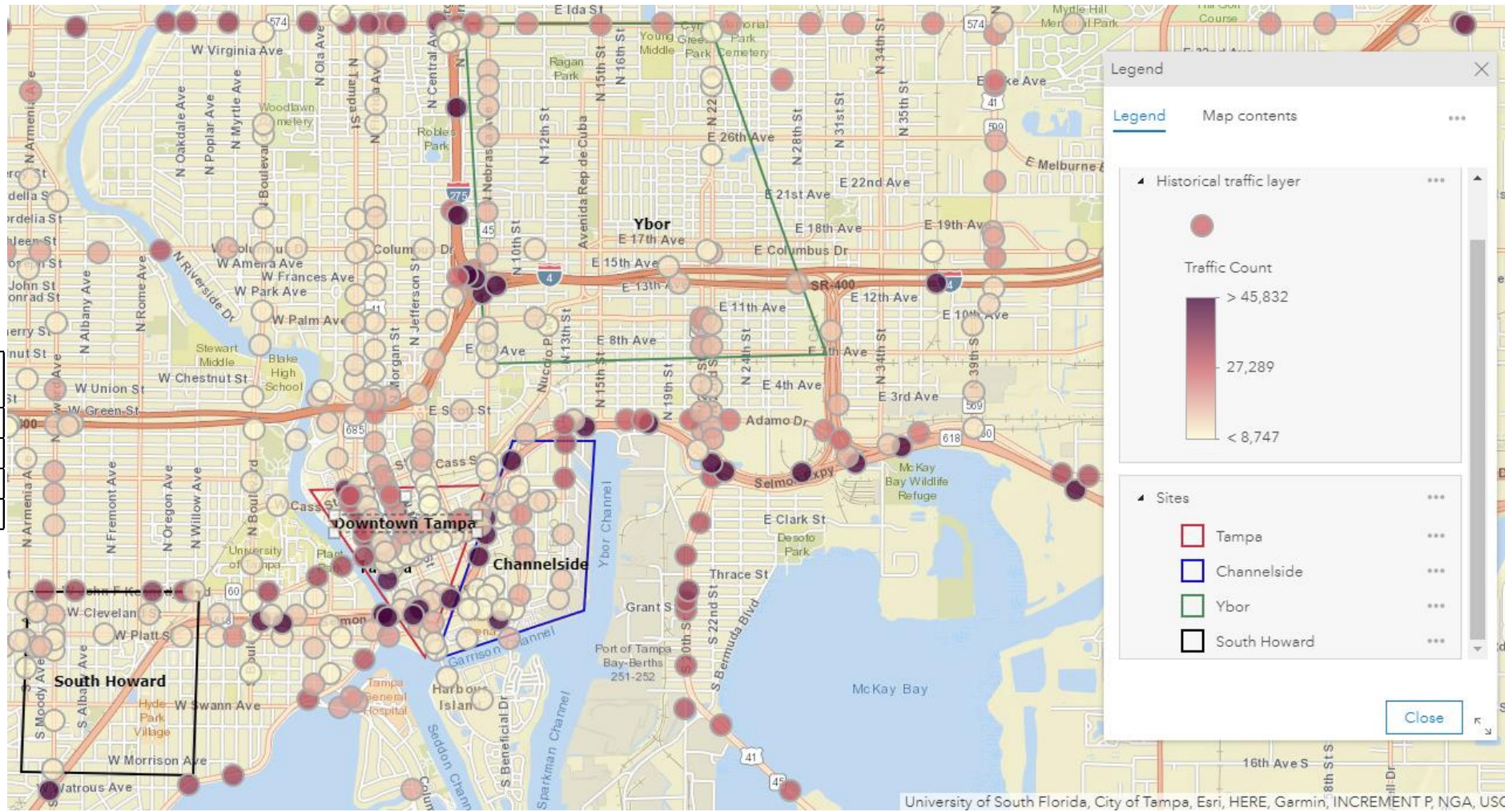
Potential Pastry Restaurant Sites

There are four potential sites in and near Tampa considered to be the best areas for growth in retail; South Howard, Downtown Tampa, Channelside and Ybor.

South Howard area draws traffic off Kennedy and Downtown Tampa generating the most retail sales and potential in retail sales.

Potential Site	Total Retail Sales	Total Retail Sales Potential
South Howard	\$188,702,154	\$162,662,601
Ybor	\$137,112,213	\$85,644,856
Tampa	\$120,373,986	\$28,391,917
Channelside	\$32,954,973	\$102,517,621

Channelside draws traffic from Downtown Tampa and the Selmon Expressway from Brandon generating the least retail sales yet more potential in retail sales than Ybor or Tampa. This is due to new construction developments between 2019 and 2020.



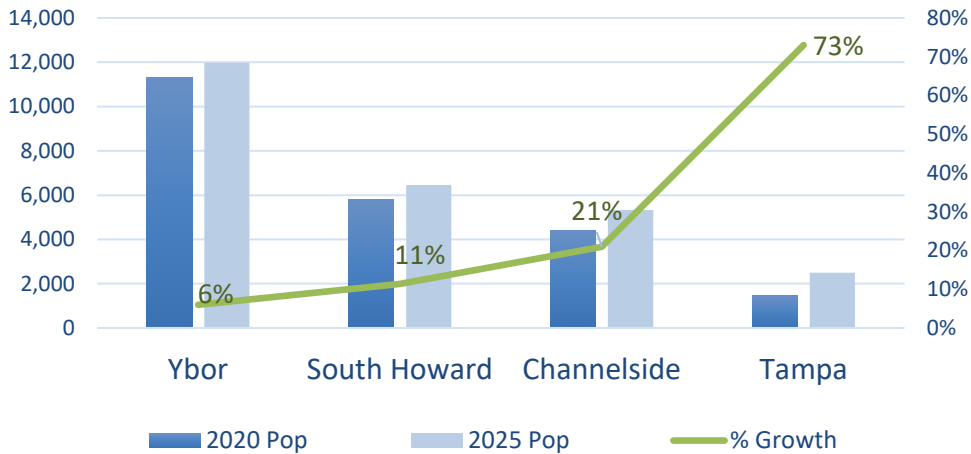
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Demographics and Retail Growth By Site

Population Growth By Site



Ybor:

- Has the most population but is projected to grow the least by 2025
- Has the lowest household income
- 2nd highest retail businesses
- Projected to grow the least in retail goods.

Downtown Tampa:

- Has the least population but is projected to grow the most
- Above average household income
- The most retail businesses
- The least \$ in retail goods but projected to grow the most.

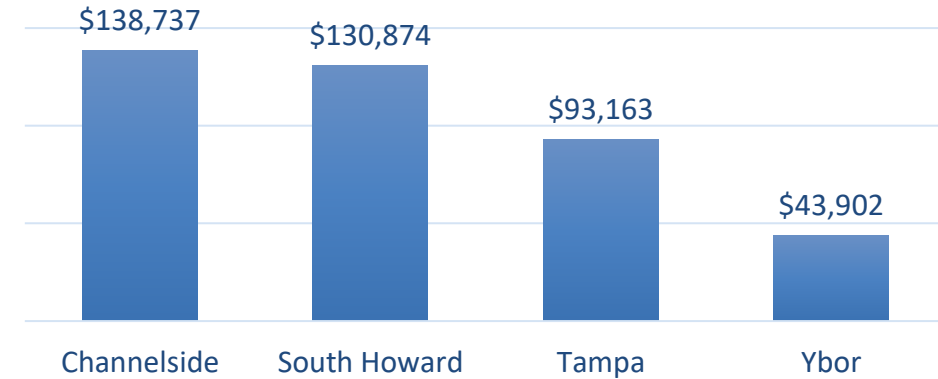
Channelside:

- Population is projected to grow 21% by 2025
- Affluent household income
- Has the least retail businesses
- Tied with South Howard in total retail goods by 2025 but is projected to grow more.

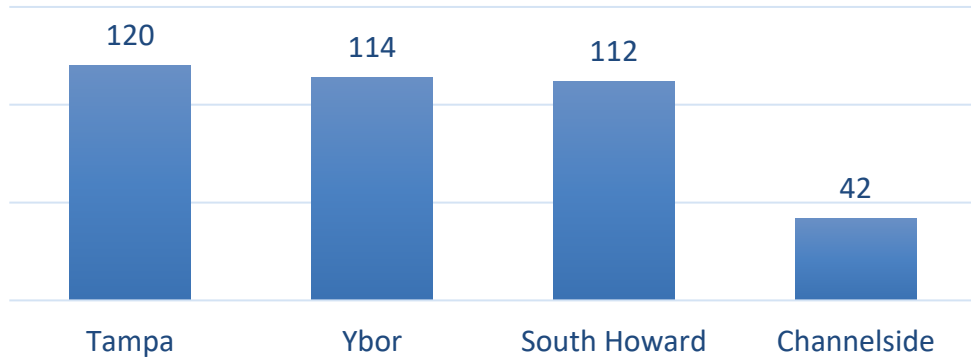
South Howard:

- Has the 2nd highest population and projected to grow 11% by 2025
- Affluent household income
- Has 112 retail businesses
- Tied with Channelside in total retail goods by 2025 and projected to grow 25%.

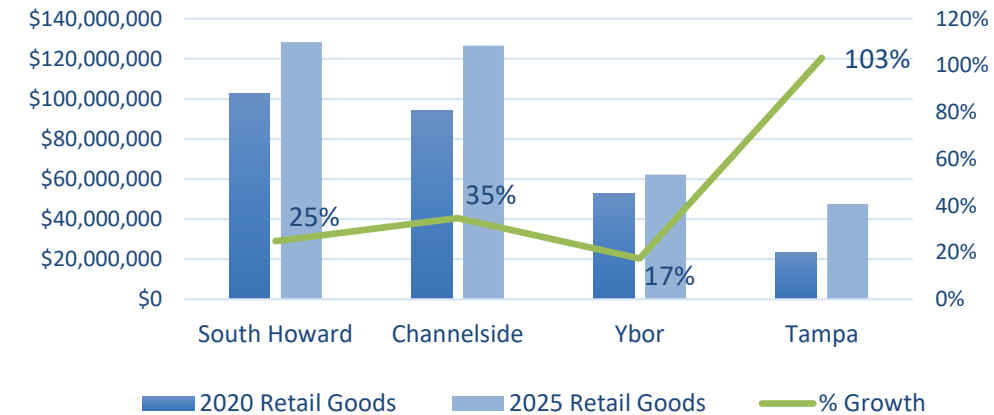
Average Household Income By Site



Total Retail Businesses By Site



Retail Goods Growth By Site



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