

## Example Market Notes

Jacksonville, FL, for Backyard Living

### SE United States Market

The Southeast is the fastest-growing market in the United States. Florida contains over half of the population in the Southeast. With its access to deep-water ports and three major interstates, Jacksonville is a prime Southeastern distribution location for supply parts and accessories from a number of industries (by example: General Motors chose Jacksonville as the site to develop their 360,000-square-foot dealer parts distribution center, which services Georgia, South Carolina and Florida. Southeast Toyota, also located here, is the largest distributor in the nation.

### Jacksonville Statistical Market Area

Jacksonville region has a total population of nearly 1.5 million. With a median age of 37.0, the population is younger than all other major Florida cities.

Two-thirds of the 50 million consumers in the Southeastern United States are located within 600 miles, and the First Coast's two deep-water ports give access to all global markets.

Duval (Jacksonville) is one of two counties in Florida that currently has a positive absolute growth in manufacturing. With a flexible, mission-oriented and skilled workforce, Jacksonville is known for its high work ethic. Less than 2 percent of the manufacturing industry here is unionized. Northeast Florida is a high in-migration area, and it's easy to attract employees to jobs in Jacksonville.

Forbes.com ranked Jacksonville in the Top Ten for Best Cities to Buy a Home. (7/08)

Jacksonville ranked 4<sup>th</sup> in *Forbes* America's Best Cities for the Outdoors. (6/08)

According to a *Newsweek* cover story "America's Best High Schools", Stanton College Prep and Paxon High School were ranked 5<sup>th</sup> and 8<sup>th</sup> best high schools in the nation. Seven area schools made the list and Duval County was the only school district to have two schools ranked in the Top 20. (5/08)

Florida ranked 5<sup>th</sup> among the 50 states on a Tax Foundation study of business-friendly tax climates in 2008.

Bizjournals ranked Jacksonville as one of its least stressful metros in the Stress Rankings for 50 U.S. Metros study. (2/08)

*Forbes* ranked Jacksonville as 3<sup>rd</sup> in its America's Cleanest Cities list.

According to *U.S. News & World Report's* Best High Schools of 2008, four Northeast Florida regional high schools were named in the top 10 percent.

A Fit Pregnancy study ranked Jacksonville #11 among The Best Cities in America to Have a Baby. Jacksonville was rated as #11 for Most Stroller-Friendly City and #9 for Best City for Childcare. (1/08)

Flagler County was named 3<sup>rd</sup> in *Money's Best Places to Live, Where the Jobs Are.* (7/07)

According to an issue of *Black Enterprise*, Jacksonville was named in the Top 10 Best Cities for African Americans to Work, Live and Play. (4/08)

According to "City Crime Rankings" published by Morgan Quitno Press, the city of Jacksonville ranked in the Top Ten Safest Cities in the U.S. for cities with a population of 500,000 or more. (10/06)

*National Geographic Adventure*, named Jacksonville as one of the Top 6 Beach Towns in the United States. (9/06)

For the second year in a row, Jacksonville was named one of the Top 25 Arts Destinations in the country for 2006 by *American Style*.

### **Supply Chain - Features**

500 mile shipping radius (from Jacksonville) will satisfy regional buying incentives defined by EPA "Smart Transportation", "Green" or sustainable purchasing and other carbon-footprint product guidelines – all which help freight cost savings. The area includes areas in eastern Texas, southern Virginia, Tennessee and Caribbean Islands. The entire State of Florida can be serviced (west through the Panhandle, south to Key West).

Area has both fresh and salt water product applications. Jacksonville area is home to regional offices for U.S. Army Corps and major utilities, water management districts and transportation services. (CSX, JaxPort).

Primary Market Area – Customer Service Area

As a neighborhood service, we have a vested interest in making customer service a fast, courteous experience. The Backyard Living service area is typically not greater than a 150 miles travel distance (to insure costs for an overnight crew are avoided).

### **Backyard Living – Features**

Located on Philips Highway approximately 3 miles south of the Avenues mall (1 mile south of 9A & Philips intersection).

Within a 10 mile radius, major residential and commercial developments are permitted and moving ahead (even in these economic times).

The site is easily accessible from every part of the Jacksonville area. The southern Jacksonville location is in one of the fastest growing areas of the southeast and has over 30,000 cars driving by on Philips Highway.

A property sign, advertising "Backyard Expos" and changing exhibit features, is permitted and installed. Additional exhibit banners and products have full site lines from the highway.

Water conservation and energy saving outdoor products are demonstrated at the site.

Customers are inspired by "live" displays and the energy conservation demonstrations at the Backyard Living outdoor showroom.