

**HIGHLY VISIBLE SITE!  
EASY ACCESS TO I-25 & 599**



**4494 Hwy 14**  
Santa Fe, NM 87508

**808**

**SALE PRICE**  
**\$2,000,000.00**

**LOT/LAND**  
**± 7.03 Acres**  
(± \$6.53/SF)

**ZONING**  
**Commercial**  
Shopping Center, Retail

- FEATURES**
- All utilities to site
  - Corner lot with traffic light
  - Scenic views
  - High visibility
  - Potential for 55,000 sq ft of retail and a pad site of 3,000 sq ft
  - See drive times in flyer and demographics
  - See flyer for 6 new housing developments close by
  - This is a one-of-a-kind property in Santa Fe, NM

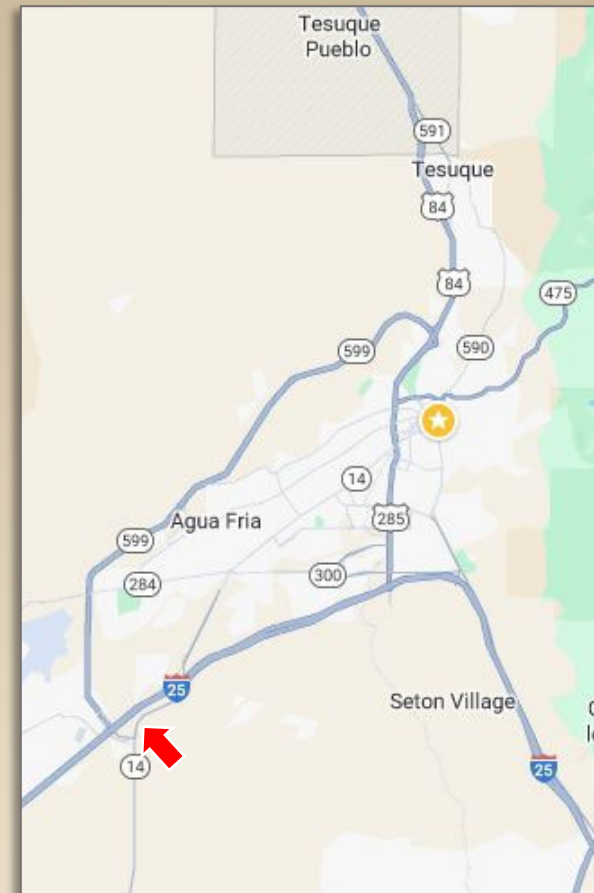
**COMMERCIAL  
PROPERTIES, INC**  
**(505) 216-1500**

**2019 GALISTEO ST. SUITE L-1 SANTA FE, NM 87505**

INFORMATION ENCLOSED IS DEEMED TO BE FROM RELIABLE SOURCES, HOWEVER, IT IS SUBJECT TO CHANGE, WITHDRAWAL FROM THE MARKET AND INDEPENDENT VERIFICATION BY PROSPECTIVE BUYER OR LESSEE, AS A PART OF THEIR DUE DILIGENCE IN DETERMINING THE FEASIBILITY AND ACCURACY OF INFORMATION OF THE PROPERTY FOR THEIR USE.

**[www.CPI-NM.com](http://www.CPI-NM.com)**

**JAMES WHEELER, CCIM**  
**(505) 470-8081 (CELL)**  
**LICENSE # 18725**



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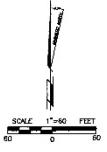
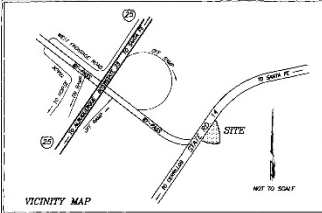
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**REFERENCE DOCUMENTS**

- 1. NOTICE OF REAL ESTATE CONTRACT, SELLER: THURBORN ENTERPRISES L.L.C., BUYER: TURQUOISE TRAIL DEVELOPMENT CO. L.L.C., REC. FEB. 01, 2006 AT 10:52 (STAYED)
- 2. LOT COMPARISON AND LOT LINE ADJUSTMENT PLAT RECORDED IN BOOK 568 PAGE 003, SANTA FE COUNTY N.M., PREPARED BY G. DAWSON SURVEYS INC.
- 3. CERTIFICATE OF THURBORN ENTERPRISES, LTD. APPLICANT'S OF LIMITED AUTHORITY, RECORDED FEB. 28, 1998 IN BOOK 342, PAGE 377-383, SANTA FE COUNTY N.M.
- 4. LOT SPLIT & LOT LINE ADJUSTMENT PLAT PREPARED FOR THURBORN ENTERPRISES LTD. RECORDED JULY 26, 1994 IN BOOK 338, PAGE 078, SANTA FE COUNTY N.M.

**UTILITIES**

IN APPROVING THIS PLAT, FROM ELECTRIC SERVICES AND GAS SERVICES (PNU) DID NOT CONDUCT A TITLE SEARCH OF THE PROPERTIES SHOWN HEREON. CONSEQUENTLY, PNU DOES NOT WAIVE NOR RELEASE ANY EASEMENT OF EGRESS RIGHTS WHICH MAY HAVE BEEN GRANTED BY PRIOR PLATS, WRITS, OR OTHER DOCUMENTS WHICH ARE NOT SHOWN ON THIS PLAT.

*Paul A. Smith* 2-16-2007  
DATE

*Paul A. Smith* 3-14-2007  
DATE

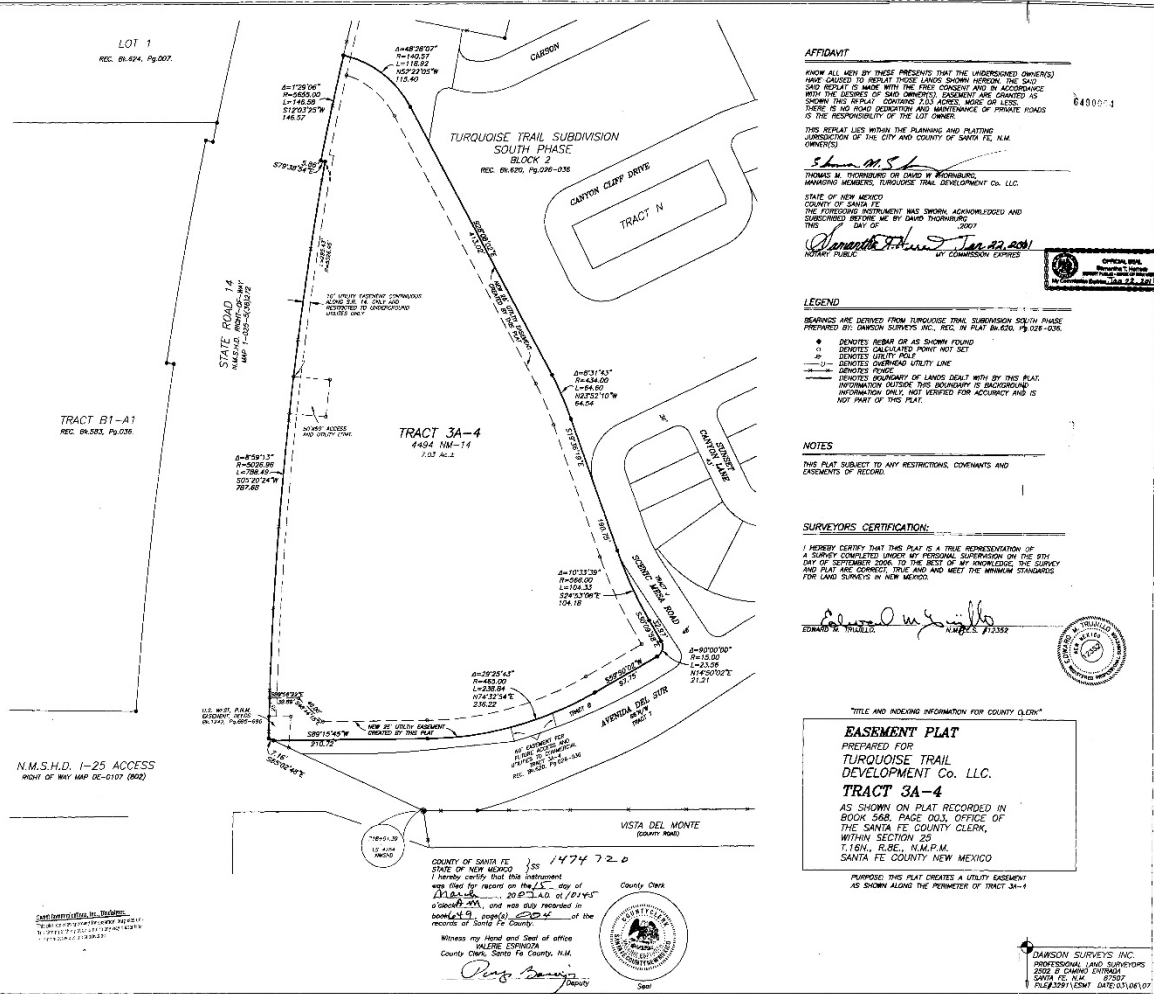
**SANTA FE COUNTY PUBLIC NOTICE**

THE SANTA FE COUNTY LAND USE ADMINISTRATION HAS NOT RECORDED THIS PLAT OF SURVEY BEFORE IT FILED IN THE OFFICE OF THE COUNTY CLERK. THIS PLAT IS NOT BEING FILED FOR THE PURPOSE OF CREATING A SUBDIVISION OR NEW LOTS, ALTERING THE BOUNDARIES OF ANY EXISTING LOTS, OR FOR THE PURPOSE OF "DECLASSIFICATION" AS DEFINED IN THE SANTA FE COUNTY LAND DEVELOPMENT LOCAL EXTERMINATION ZONING ORDINANCE OR CONSTITUTIONAL PROVISION REGARDING LAND. THIS STATEMENT DOES NOT IN ANY WAY REPRESENT OFFICIAL COUNTY APPROVAL OF THIS PLAT.

LOT 1  
REC. 05-23-04, Pg.007.

TRACT B1-A1  
REC. 04-28-03, Pg.036

N.M.S.H.D. 1-25 ACCESS  
RIGHT OF WAY MAP DE-0107 (002)



**AFFIDAVIT**

KNOW ALL MEN BY THESE PRESENTS THAT THE UNDERSIGNED OWNER(S) HAVE CAUSED THIS PLAT AND THE LANDS SHOWN HEREON, THE SAID SPLIT AND SPLIT TO BE MADE WITH THE FREE CONSENT AND BY AGREEMENT WITH THE LESSEES OF SAID UNDERSIGNED LAND(S) SHOWN AS SHOWN ON THIS PLAT, CONTAINING 3.133 ACRES, MORE OR LESS, THERE IS NO HEAVY DESTRUCTION AND MAINTENANCE OF PRIVATE RIGHTS IS THE RESPONSIBILITY OF THE LOT OWNER.

THIS INSTRUMENT LIES WITHIN THE PLANNING AND PLATTING JURISDICTION OF THE CITY AND COUNTY OF SANTA FE, N.M. (OWNER'S)

*Thomas M. Thurborne*  
THOMAS M. THURBORNE FOR SALES & MANAGEMENT,  
MANAGING MEMBER, TURQUOISE TRAIL DEVELOPMENT CO. L.L.C.

STATE OF NEW MEXICO  
COUNTY OF SANTA FE  
THE FOREGOING INSTRUMENT WAS SWORN, ACKNOWLEDGED AND FORWARDED BEFORE ME, BY SAID THURBORNE,  
THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2007  
*Deborah A. Galisteo* Jan. 22, 2007  
NOTARY PUBLIC BY COMMISSION EXPIRES \_\_\_\_\_

**LEGEND**

BEREAVES ARE DERIVED FROM TURQUOISE TRAIL SUBDIVISION SOUTH PHASE PREPARED BY GANSON SURVEYS, INC., REC. IN PLAT 64-004, 8-12-04.

- DENOTES BEARER OR AS SHOWN FOUND
- DENOTES CALCULATED POINT NOT SET
- ⊖ DENOTES UTILITY POLE
- ⊕ DENOTES OVERHEAD UTILITY LINE
- ⊗ DENOTES PUMP
- DENOTES BOUNDARY OF LANDS DEALT WITH BY THIS PLAT
- - - - - INFORMATION OUTSIDE THIS BOUNDARY IS BACKGROUND INFORMATION ONLY, NOT VERIFIED FOR ACCURACY AND IS NOT PART OF THIS PLAT.

**NOTES**

THIS PLAT SUBJECT TO ANY RESTRICTIONS, COVENANTS AND EASEMENTS OF RECORD.

**SURVEYORS CERTIFICATION:**

I HEREBY CERTIFY THAT THIS PLAT IS A TRUE REPRESENTATION OF A SURVEY COMPLETED UNDER MY PERSONAL SUPERVISION ON THE 07TH DAY OF SEPTEMBER 2006, TO THE BEST OF MY KNOWLEDGE, THE SURVEY AND PLAT ARE CORRECT, TRUE AND ACCURATE AND MEET THE MINIMUM STANDARDS FOR LAND SURVEYS IN NEW MEXICO.

*Edward M. Trullio* 11/23/06  
EDWARD M. TRULLIO, LICENSE # 21332

**EASEMENT PLAT**

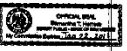
PREPARED FOR  
TURQUOISE TRAIL DEVELOPMENT CO. L.L.C.  
TRACT 3A-4

AS SHOWN ON PLAT RECORDED IN BOOK 568, PAGE 003, OFFICE OF THE SANTA FE COUNTY CLERK, WITHIN SECTION 25 T.18N., R.6E., N.M.P.M., SANTA FE COUNTY NEW MEXICO

PURPOSE: THIS PLAT CREATES A UTILITY EASEMENT AS SHOWN ALONG THE PERIMETER OF TRACT 3A-4

COUNTY OF SANTA FE, STATE OF NEW MEXICO, 1474 72.0  
I HEREBY CERTIFY THAT THIS INSTRUMENT WAS FILED BY REASON OF THE 15th DAY OF JULY 2007, 2007 A.D. AT 07:49:56 (LOCAL TIME), AND WAS DEPOSITED IN BOOK 568, PAGE 003 OF THE OFFICE OF SANTA FE COUNTY.

Witness my Hand and Seal of office  
VALERIE ESPINOZA  
County Clerk, Santa Fe County, N.M.



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<b>SHOPPING CENTER SITE PROJECTED SQ FT</b>	
	<b>SQ FT</b>
<b>GROCERY STORE</b>	23,271
<b>RETAIL</b>	14,340
<b>SMALL RETAIL</b>	
1	2,000
2	2,000
3	2,000
4	2,000
5	2,000
6	2,000
7	2,179
8	2,478
<b>FREE STANDING PAD SITE</b>	3,221
<b>TOTAL</b>	<b>57,489</b>

**NOTES**

1. This Information has been obtained from sources believed to be reliable.
2. We have not verified it and make no guarantee, warranty or representation about it.
3. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property.
4. You and your advisors should conduct a careful, independent investigation for the property to determine to your satisfaction the suitability of the property for your intended use.
5. Property is subject to prior sale, lease or withdrawal without notice

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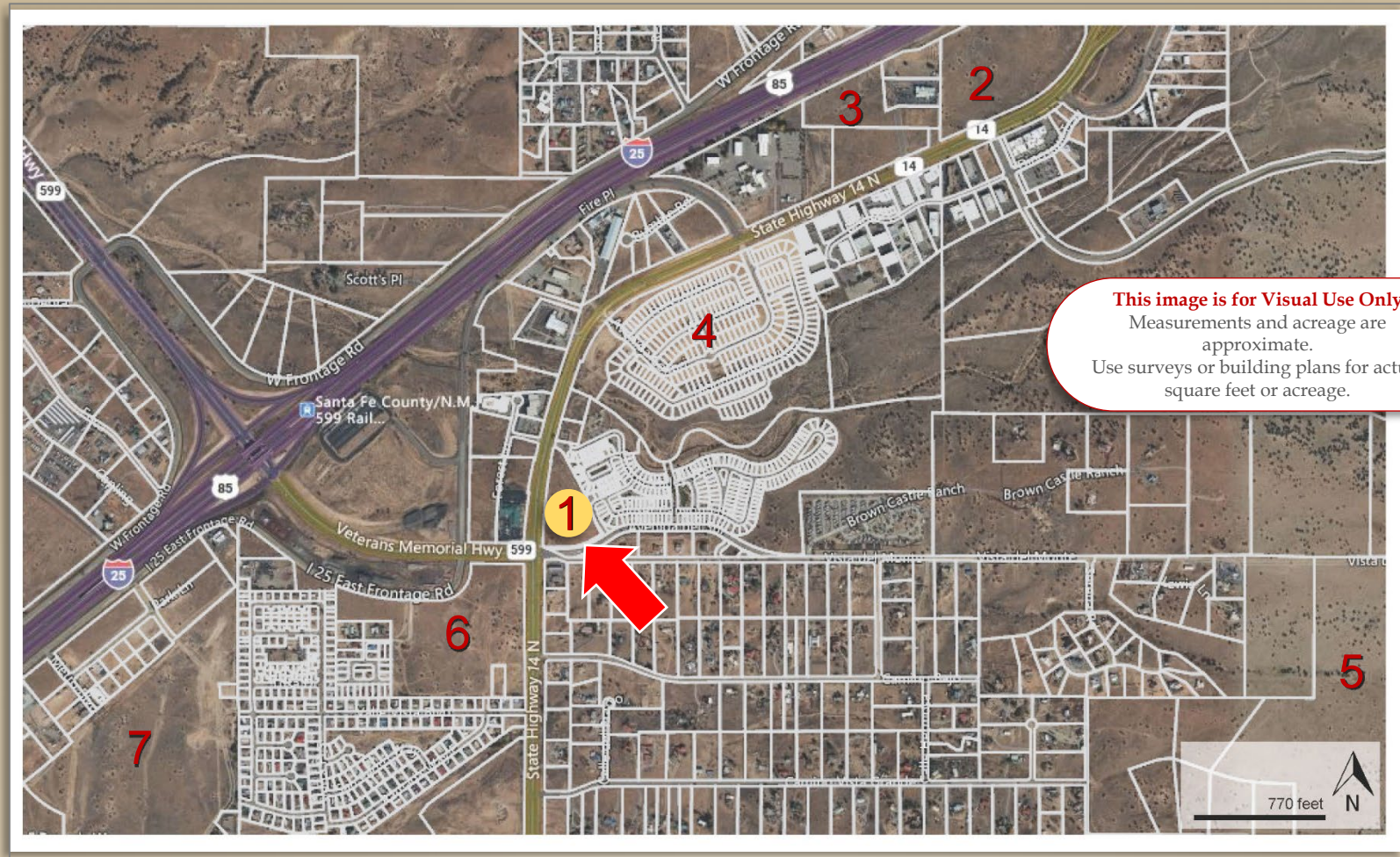
### HOUSING NEAR SHOPPING CENTER SITE

No.	PROJECT OR DEVELOPER	ACRES	UNITS	TYPE	NOTES	PROJECTED START OF CONSTRUCTION
1	<b>SUBJECT PROPERTY (SHOPPING CENTER SITE)</b>	7.2		Grocery, store, larger retail, 8 smaller retail sites and free standing pad site	Potential for +/- 55,000 sq ft (see broker)	Use is approved but Buyer will have to get their master plan approved by Santa Fe County
2	<b>TURQUOISE TRAIL</b>	17.06	312	Apartments		2024/2025
3	<b>CRESTA RIDGE</b>	9.84	224	Apartments		2024/2025
4	<b>COLIBRI</b>	101	232	Homes		Under construction
5	<b>ESENCIA</b>	277	710	Homes		2024/2025
6	<b>TIERRA PINTADA</b>	32.16	138	Homes		Under construction
7	<b>METRO PARK</b>	84	267	Manufactured home sites for sale	Starting process for approval for an affordable home project	2024/2025
<b>TOTALS</b>		<b>528.26</b>	<b>1,883</b>			

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# Retail Specialty Report

Search result

Drive time: 10 minute radius

Prepared by Site To Do Business

Latitude: 35.58920

Longitude: -106.05257

Summary Demographics		Census 2010	2023	2028
Population		24,696	29,384	31,478
Households		8,555	10,746	11,825
Families		5,768	6,766	7,342
Average Household Size		2.85	2.68	2.62
Owner Occupied Housing Units		5,738	7,574	8,364
Renter Occupied Housing Units		2,817	3,172	3,460
Median Age		31.7	34.7	35.8
Trends: 2023 - 2028 Annual Rate		Area	State	National
Population		1.39%		0.77%
Households		1.93%		0.75%
Families		1.65%		0.68%
Owner HHs		2.00%		0.92%
Median Household Income		2.99%		2.70%

Population Summary		2023	2028
2000 Total Population		16,917	16,917
2010 Total Population		24,696	24,696
2023 Total Population		29,384	29,384
2023 Group Quarters		541	541
2028 Total Population		31,478	31,478
2018-2023 Annual Rate		1.39%	1.39%
2023 Total Daytime Population		25,411	25,411
Workers		9,860	9,860
Residents		15,551	15,551

Housing Units by Occupancy Status and Tenure			
	Census 2010	2023	2028
Total Housing Units	Number	Number	Number
Occupied	9,176	11,432	12,585
Owner	8,555	10,746	11,824
Renter	5,738	7,574	8,364
Vacant	2,817	3,172	3,460
	621	686	760
	Percent	Percent	Percent
	100.0%	100.0%	100.0%
	93.2%	94.0%	94.0%
	62.5%	66.3%	66.5%
	30.7%	27.7%	27.5%
	6.8%	6.0%	6.0%

Owner Occupied Housing Units by Value			
	2023	2028	2028
Total	Number	Number	Percent
<\$50,000	7,575	8,364	100.0%
\$50,000-\$99,999	1,118	771	9.2%
\$100,000-\$149,999	133	133	1.6%
\$150,000-\$199,999	318	201	2.4%
\$200,000-\$249,999	547	472	5.6%
\$250,000-\$299,999	816	808	9.7%
\$300,000-\$399,999	905	905	10.8%
\$400,000-\$499,999	1,799	2,080	24.9%
\$500,000-\$749,999	891	1,290	15.4%
\$750,000-\$999,999	719	1,064	12.7%
\$1,000,000-\$1,499,999	242	481	5.8%
\$1,500,000-\$1,999,999	25	52	0.6%
\$2,000,000+	13	28	0.3%
	49	79	0.9%

Median Value	\$297,265	\$342,885
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## 2023 Households

		2023 Households		2023 U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	In Style (5B)	27.1%	27.1%	2.2%	2.2%	1211
2	Urban Edge Families (7C)	21.8%	48.9%	1.5%	3.8%	1,444
3	NeWest Residents (13C)	12.1%	61.1%	0.8%	4.6%	1,515
4	Up and Coming Families (7A)	10.0%	71.1%	2.8%	7.3%	359
5	Bright Young Professionals (8C)	6.0%	77.1%	2.3%	9.6%	262
	<b>Subtotal</b>	<b>77.0%</b>		<b>9.6%</b>		
6	Metro Fusion (11C)	5.5%	82.6%	1.5%	11.1%	376
7	Down the Road (10D)	5.2%	87.8%	1.2%	12.3%	448
8	Forging Opportunity (7D)	4.1%	91.9%	1.0%	13.3%	394
9	Emerald City (8B)	2.3%	94.2%	1.4%	14.7%	160
10	The Great Outdoors (6C)	2.3%	96.4%	1.5%	16.3%	146
	<b>Subtotal</b>	<b>19.4%</b>		<b>6.6%</b>		
11	Diverse Convergence (13A)	1.8%	98.2%	1.2%	17.5%	144
12	Retirement Communities (9E)	1.1%	99.3%	1.2%	18.7%	93
13	Golden Years (9B)	0.3%	99.6%	1.3%	20.0%	25
14	Unclassified (15)	0.2%	99.9%	0.0%	20.0%	6,983
15	Exurbanites (1E)	0.1%	100.0%	1.9%	22.0%	4
	<b>Subtotal</b>	<b>3.5%</b>		<b>5.6%</b>		
16	Urban Chic (2A)	0.0%	100.0%	1.3%	23.2%	3

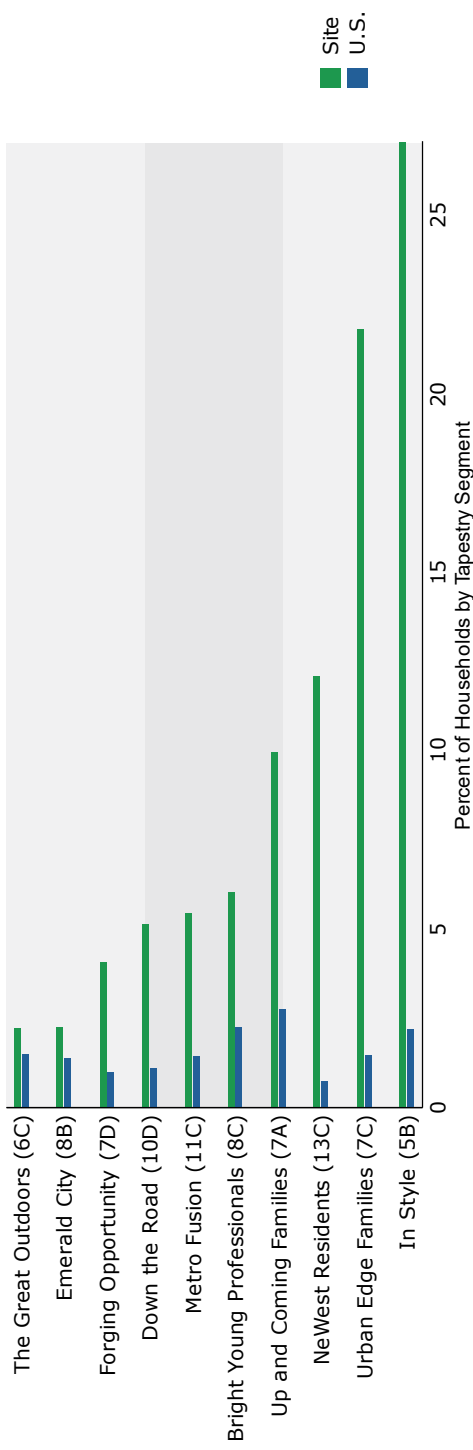
## Total

1.3%

100.0%

430

## Top Ten Tapestry Segments Site vs. U.S.







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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	13,557	61.8%	101
Bought any women's clothing in last 12 months	11,682	53.2%	103
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	16,436	74.9%	101
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	4,591	20.9%	102
Bought a watch in last 12 months	3,343	15.2%	110
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	9,937	92.5%	101
HH bought/leased new vehicle last 12 mo	1,109	10.3%	102
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	19,983	91.1%	101
Bought/changed motor oil in last 12 months	11,969	54.5%	106
Had tune-up in last 12 months	5,577	25.4%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	9,078	41.4%	112
Drank beer/ale in last 6 months	8,951	40.8%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,964	8.9%	81
Own digital SLR camera/camcorder	2,108	9.6%	89
Printed digital photos in last 12 months	5,820	26.5%	98
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,793	35.5%	102
Have a smartphone	20,596	93.9%	100
Have a smartphone: Android phone (any brand)	8,787	40.0%	104
Have a smartphone: Apple iPhone	12,155	55.4%	98
Number of cell phones in household: 1	3,164	29.4%	97
Number of cell phones in household: 2	3,894	36.2%	93
Number of cell phones in household: 3+	3,480	32.4%	113
HH has cell phone only (no landline telephone)	7,624	70.9%	104
<b>Computers (Households)</b>			
HH owns a computer	8,888	82.7%	97
HH owns desktop computer	3,992	37.1%	93
HH owns laptop/notebook	7,371	68.6%	97
HH owns any Apple/Mac brand computer	2,443	22.7%	94
HH owns any PC/non-Apple brand computer	7,435	69.2%	98
HH purchased most recent computer in a store	4,032	37.5%	96
HH purchased most recent computer online	2,796	26.0%	95
Spent <\$500 on most recent home computer	1,664	15.5%	98
Spent \$500-\$999 on most recent home computer	2,129	19.8%	97
Spent \$1,000-\$1,499 on most recent home computer	1,154	10.7%	89
Spent \$1,500-\$1,999 on most recent home computer	452	4.2%	91
Spent \$2,000+ on most recent home computer	553	5.1%	95



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	14,046	64.0%	100
Bought brewed coffee at convenience store in last 30 days	2,795	12.7%	106
Bought cigarettes at convenience store in last 30 days	1,368	6.2%	102
Bought gas at convenience store in last 30 days	8,681	39.6%	100
Spent at convenience store in last 30 days: <\$20	1,469	6.7%	91
Spent at convenience store in last 30 days: \$20-\$39	2,324	10.6%	107
Spent at convenience store in last 30 days: \$40-\$50	1,592	7.3%	93
Spent at convenience store in last 30 days: \$51-\$99	1,278	5.8%	95
Spent at convenience store in last 30 days: \$100+	4,758	21.7%	104
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	8,420	38.4%	104
Went to live theater in last 12 months	1,406	6.4%	94
Went to a bar/night club in last 12 months	3,525	16.1%	99
Dined out in last 12 months	10,842	49.4%	95
Gambled at a casino in last 12 months	2,200	10.0%	94
Visited a theme park in last 12 months	2,862	13.0%	112
Viewed movie (video-on-demand) in last 30 days	2,121	9.7%	87
Viewed TV show (video-on-demand) in last 30 days	1,453	6.6%	87
Watched any pay-per-view TV in last 12 months	1,311	6.0%	99
Downloaded a movie over the Internet in last 30 days	4,643	21.2%	105
Downloaded any individual song in last 6 months	8,196	37.3%	109
Watched a movie online in the last 30 days	4,871	22.2%	100
Watched a TV program online in last 30 days	3,047	13.9%	108
Played a video/electronic game (console) in last 12 months	1,537	7.0%	106
Played a video/electronic game (portable) in last 12 months			
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,964	36.3%	95
Used ATM/cash machine in last 12 months	14,030	63.9%	101
Own any stock	2,739	12.5%	83
Own U.S. savings bond	1,132	5.2%	73
Own shares in mutual fund (stock)	2,323	10.6%	77
Own shares in mutual fund (bonds)	1,387	6.3%	74
Have interest checking account	7,729	35.2%	90
Have non-interest checking account	8,019	36.5%	96
Have savings account	15,734	71.7%	97
Have 401K retirement savings plan	4,837	22.0%	90
Own/used any credit/debit card in last 12 months	20,206	92.1%	99
Avg monthly credit card expenditures: <\$111	2,557	11.7%	102
Avg monthly credit card expenditures: \$111-\$225	1,844	8.4%	110
Avg monthly credit card expenditures: \$226-\$450	2,085	9.5%	103
Avg monthly credit card expenditures: \$451-\$700	1,887	8.6%	93
Avg monthly credit card expenditures: \$701-\$1,000	1,818	8.3%	101
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	12,663	57.7%	98
Did banking on mobile device in last 12 months	10,958	49.9%	104
Paid bills online in last 12 months			





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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	10,141	94.4%	100
Used bread in last 6 months	7,672	71.4%	102
Used chicken (fresh or frozen) in last 6 months	1,405	13.1%	88
Used turkey (fresh or frozen) in last 6 months	6,651	61.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	9,475	88.2%	100
Used fresh fruit/vegetables in last 6 months	8,770	81.6%	99
Used fresh milk in last 6 months	2,829	26.3%	102
Used organic food in last 6 months			
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,638	48.5%	99
Exercise at club 2+ times per week	2,656	12.1%	103
Visited a doctor in last 12 months	16,727	76.2%	95
Used vitamin/dietary supplement in last 6 months	14,447	65.8%	100
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,037	37.6%	95
Used housekeeper/maid/professional HH cleaning service in last 12 months	3,166	29.5%	97
Purchased low ticket HH furnishings in last 12 months	2,573	23.9%	98
Purchased big ticket HH furnishings in last 12 months	3,081	28.7%	101
Bought any small kitchen appliance in last 12 months	2,890	26.9%	103
Bought any large kitchen appliance in last 12 months	1,748	16.3%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	10,457	47.7%	93
Carry medical/hospital/accident insurance	17,718	80.7%	95
Carry homeowner insurance	12,100	55.1%	89
Carry renter's insurance	2,847	13.0%	109
Have auto insurance: 1 vehicle in household covered	3,459	32.2%	105
Have auto insurance: 2 vehicles in household covered	3,645	33.9%	103
Have auto insurance: 3+ vehicles in household covered	2,616	24.3%	92
<b>Pets (Households)</b>			
Household owns any pet			
Household owns any cat	2,092	19.5%	84
Household owns any dog	4,086	38.0%	96
<b>Psychographics (Adults)</b>			
Buying American is important to me	6,411	29.2%	91
Usually buy items on credit rather than wait	3,065	14.0%	110
Usually buy based on quality - not price	3,555	16.2%	108
Price is usually more important than brand name	6,085	27.7%	102
Usually use coupons for brands I buy often	2,471	11.3%	102
Am interested in how to help the environment	4,394	20.0%	108
Usually pay more for environ safe product	2,991	13.6%	112
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,908	17.8%	94
Bought hardcover book in last 12 months	5,592	25.5%	94
Bought paperback book in last 12 month	7,244	33.0%	97
Read any daily newspaper (paper version)	2,992	13.6%	89
Read any digital newspaper in last 30 days	11,106	50.6%	100
Read any magazine (paper/electronic version) in last 6 months	19,204	87.5%	101



# Retail Specialty Report

Search result

Drive time: 10 minute radius

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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	14,736	67.1%	102
Went to family restaurant/steak house: 4+ times a month	4,689	21.4%	104
Went to fast food/drive-in restaurant in last 6 months	20,205	92.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	9,255	42.2%	108
Fast food/drive-in last 6 months: eat in	4,701	21.4%	105
Fast food/drive-in last 6 months: home delivery	3,611	16.5%	123
Fast food/drive-in last 6 months: take-out/drive-thru	12,861	58.6%	100
Fast food/drive-in last 6 months: take-out/walk-in	4,733	21.6%	97
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	12,453	56.7%	96
Own any e-reader	2,878	13.1%	91
Own e-reader/tablet: iPad	7,681	35.0%	94
HH has Internet connectable TV	4,455	41.5%	96
Own any portable MP3 player	2,441	11.1%	99
HH owns 1 TV	1,958	18.2%	100
HH owns 2 TVs	2,993	27.9%	98
HH owns 3 TVs	2,518	23.4%	102
HH owns 4+ TVs	2,316	21.6%	96
HH subscribes to cable TV	3,490	32.5%	96
HH subscribes to fiber optic	498	4.6%	88
HH owns portable GPS navigation device	2,015	18.8%	90
HH purchased video game system in last 12 mos	846	7.9%	98
HH owns any Internet video device for TV	5,567	51.8%	99
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	11,131	50.7%	94
Took 3+ domestic non-business trips in last 12 months	2,560	11.7%	84
Spent on domestic vacations in last 12 months: <\$1,000	2,906	13.2%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,395	6.4%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	791	3.6%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	796	3.6%	91
Spent on domestic vacations in last 12 months: \$3,000+	1,215	5.5%	84
Domestic travel in the 12 months: used general travel website	1,279	5.8%	105
Foreign travel in last 3 years	7,309	33.3%	101
Took 3+ foreign trips by plane in last 3 years	1,548	7.1%	97
Spent on foreign vacations in last 12 months: <\$1,000	1,561	7.1%	92
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	911	4.2%	136
Spent on foreign vacations in last 12 months: \$3,000+	966	4.4%	104
Foreign travel in last 3 years: used general travel website	1,406	6.4%	101
Nights spent in hotel/motel in last 12 months: any	9,510	43.3%	96
Took cruise of more than one day in last 3 years	2,003	9.1%	90
Member of any frequent flyer program	5,492	25.0%	91
Member of any hotel rewards program	5,818	26.5%	92





# Retail Specialty Report

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Summary Demographics	Census 2010	2023	2028
Population	73,506	83,468	87,594
Households	29,385	34,972	37,241
Families	17,254	19,361	20,506
Average Household Size	2.44	2.33	2.30
Owner Occupied Housing Units	18,599	22,752	24,178
Renter Occupied Housing Units	10,786	12,220	13,063
Median Age	37.5	40.5	40.7

Trends: 2023 - 2028 Annual Rate	Area	State	National
Population	0.97%		0.77%
Households	1.27%		0.75%
Families	1.16%		0.68%
Owner HHs	1.22%		0.92%
Median Household Income	3.13%		2.70%

Population Summary	2023	2028
2000 Total Population	62,383	62,383
2010 Total Population	73,506	73,506
2023 Total Population	83,468	83,468
2023 Group Quarters	1,945	1,945
2028 Total Population	87,594	87,594
2018-2023 Annual Rate	0.97%	0.97%
2023 Total Daytime Population	85,962	85,962
Workers	42,579	42,579
Residents	43,383	43,383

Housing Units by Occupancy Status and Tenure	Census 2010	2023	2028
Total Housing Units	32,190	37,689	40,068
Occupied	29,385	34,972	37,241
Owner	18,599	22,752	24,178
Renter	10,786	12,220	13,063
Vacant	2,805	2,717	2,827

Owner Occupied Housing Units by Value	2023	2028
Total	22,753	24,177
<\$50,000	2,607	1,795
\$50,000-\$99,999	287	259
\$100,000-\$149,999	834	543
\$150,000-\$199,999	1,457	1,157
\$200,000-\$249,999	1,923	1,763
\$250,000-\$299,999	2,493	2,309
\$300,000-\$399,999	5,504	6,152
\$400,000-\$499,999	2,281	3,151
\$500,000-\$749,999	3,210	3,989
\$750,000-\$999,999	1,365	2,077
\$1,000,000-\$1,499,999	297	326
\$1,500,000-\$1,999,999	222	278
\$2,000,000+	273	378

Median Value	\$332,258	\$369,286
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# Retail Specialty Report

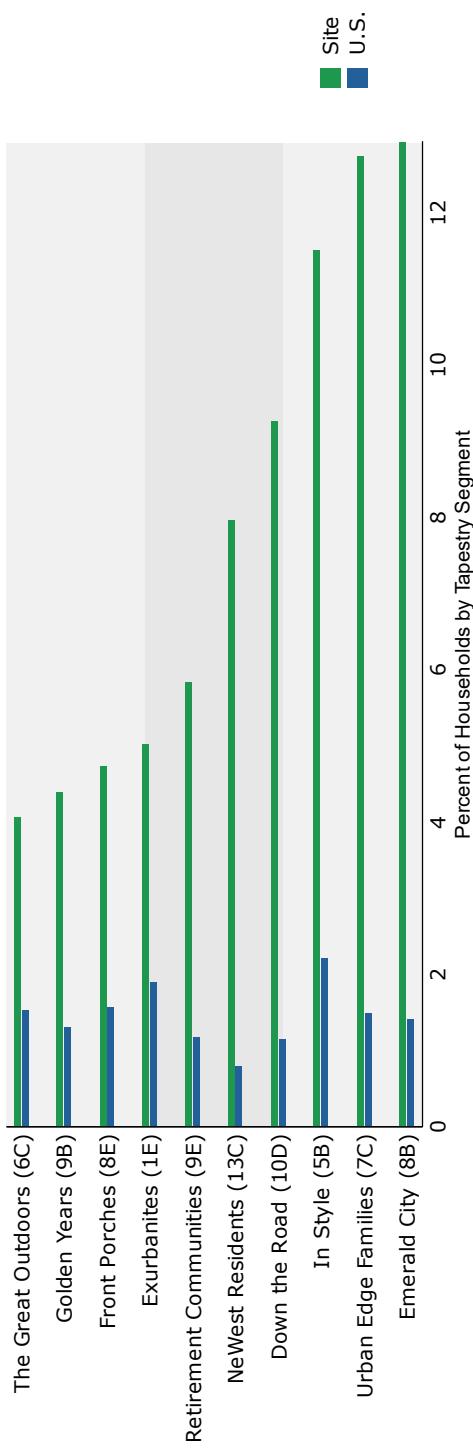
Search result  
Drive time: 15 minute radius

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## 2023 Households

Rank	Tapestry Segment	2023 Households		2023 U.S. Households	
		Percent	Cumulative Percent	Percent	Cumulative Percent
<b>1</b>	<b>Emerald City (8B)</b>	12.9%	12.9%	1.4%	1.4%
<b>2</b>	<b>Urban Edge Families (7C)</b>	12.8%	25.7%	1.5%	2.9%
<b>3</b>	<b>In Style (5B)</b>	11.5%	37.2%	2.2%	5.2%
<b>4</b>	<b>Down the Road (10D)</b>	9.3%	46.5%	1.2%	6.3%
<b>5</b>	<b>NeWest Residents (13C)</b>	8.0%	54.5%	0.8%	7.1%
	<b>Subtotal</b>	<b>54.5%</b>		<b>7.1%</b>	
<b>6</b>	<b>Retirement Communities (9E)</b>	5.8%	60.4%	1.2%	8.3%
<b>7</b>	<b>Exurbanites (1E)</b>	5.1%	65.4%	1.9%	10.2%
<b>8</b>	<b>Front Porches (8E)</b>	4.8%	70.2%	1.6%	11.8%
<b>9</b>	<b>Golden Years (9B)</b>	4.4%	74.6%	1.3%	13.2%
<b>10</b>	<b>The Great Outdoors (6C)</b>	4.1%	78.7%	1.5%	14.7%
	<b>Subtotal</b>	<b>24.2%</b>		<b>7.5%</b>	
<b>11</b>	<b>Parks and Rec (5C)</b>	3.8%	82.4%	2.0%	16.7%
<b>12</b>	<b>Up and Coming Families (7A)</b>	3.1%	85.5%	2.8%	19.4%
<b>13</b>	<b>Midlife Constants (5E)</b>	2.0%	87.5%	2.4%	21.9%
<b>14</b>	<b>Bright Young Professionals (8C)</b>	1.9%	89.4%	2.3%	24.2%
<b>15</b>	<b>Urban Chic (2A)</b>	1.8%	91.2%	1.3%	25.5%
	<b>Subtotal</b>	<b>12.6%</b>		<b>10.8%</b>	
<b>16</b>	<b>Old and Newcomers (8F)</b>	1.8%	93.0%	2.3%	27.7%
<b>17</b>	<b>Metro Fusion (11C)</b>	1.7%	94.7%	1.5%	29.2%
<b>18</b>	<b>Diverse Convergence (13A)</b>	1.6%	96.3%	1.2%	30.4%
<b>19</b>	<b>Forging Opportunity (7D)</b>	1.3%	97.6%	1.0%	31.5%
<b>20</b>	<b>Comfortable Empty Nesters (5A)</b>	1.1%	98.7%	2.4%	33.9%
	<b>Subtotal</b>	<b>7.5%</b>		<b>8.4%</b>	
	<b>Total</b>	<b>98.7%</b>		<b>33.9%</b>	<b>291</b>

## Top Ten Tapestry Segments Site vs. U.S.







# Retail Specialty Report

Search result

Drive time: 15 minute radius

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Latitude: 35.58920

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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	39,699	60.3%	98
Bought any women's clothing in last 12 months	34,335	52.2%	101
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	48,257	73.3%	98
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	13,134	20.0%	97
Bought a watch in last 12 months	9,448	14.4%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	32,327	92.4%	101
HH bought/leased new vehicle last 12 mo	3,412	9.8%	97
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	59,293	90.1%	100
Bought/changed motor oil in last 12 months	34,025	51.7%	101
Had tune-up in last 12 months	16,438	25.0%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	24,465	37.2%	101
Drank beer/ale in last 6 months	26,874	40.8%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	6,661	10.1%	92
Own digital SLR camera/camcorder	6,697	10.2%	94
Printed digital photos in last 12 months	17,685	26.9%	99
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	22,711	34.5%	99
Have a smartphone	60,911	92.6%	99
Have a smartphone: Android phone (any brand)	25,110	38.2%	99
Have a smartphone: Apple iPhone	36,634	55.7%	99
Number of cell phones in household: 1	11,304	32.3%	106
Number of cell phones in household: 2	13,161	37.6%	96
Number of cell phones in household: 3+	9,860	28.2%	98
HH has cell phone only (no landline telephone)	24,513	70.1%	102
<b>Computers (Households)</b>			
HH owns a computer	29,564	84.5%	99
HH owns desktop computer	13,589	38.9%	97
HH owns laptop/notebook	24,363	69.7%	99
HH owns any Apple/Mac brand computer	8,433	24.1%	100
HH owns any PC/non-Apple brand computer	24,414	69.8%	98
HH purchased most recent computer in a store	13,542	38.7%	99
HH purchased most recent computer online	9,389	26.8%	98
Spent <\$500 on most recent home computer	5,386	15.4%	97
Spent \$500-\$999 on most recent home computer	7,072	20.2%	99
Spent \$1,000-\$1,499 on most recent home computer	4,102	11.7%	97
Spent \$1,500-\$1,999 on most recent home computer	1,570	4.5%	98
Spent \$2,000+ on most recent home computer	1,992	5.7%	106



# Retail Specialty Report

Search result

Drive time: 15 minute radius

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Latitude: 35.58920

Longitude: -106.05257

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	40,940	62.2%	97
Bought brewed coffee at convenience store in last 30 days	8,098	12.3%	102
Bought cigarettes at convenience store in last 30 days	3,922	6.0%	98
Bought gas at convenience store in last 30 days	24,989	38.0%	96
Spent at convenience store in last 30 days: <\$20	4,653	7.1%	96
Spent at convenience store in last 30 days: \$20-\$39	6,605	10.0%	102
Spent at convenience store in last 30 days: \$40-\$50	4,933	7.5%	97
Spent at convenience store in last 30 days: \$51-\$99	3,699	5.6%	92
Spent at convenience store in last 30 days: \$100+	13,208	20.1%	96
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	24,612	37.4%	101
Went to live theater in last 12 months	4,500	6.8%	100
Went to a bar/night club in last 12 months	10,764	16.4%	101
Dined out in last 12 months	33,426	50.8%	97
Gambled at a casino in last 12 months	6,735	10.2%	96
Visited a theme park in last 12 months	7,636	11.6%	100
Viewed movie (video-on-demand) in last 30 days	6,851	10.4%	94
Viewed TV show (video-on-demand) in last 30 days	4,676	7.1%	94
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	3,965	6.0%	100
Downloaded any individual song in last 6 months	13,392	20.4%	101
Watched a movie online in the last 30 days	23,529	35.8%	105
Watched a TV program online in last 30 days	14,882	22.6%	102
Played a video/electronic game (console) in last 12 months	8,466	12.9%	100
Played a video/electronic game (portable) in last 12 months	4,303	6.5%	99
<b>Financial (Adults)</b>			
Have home mortgage (1st)	23,999	36.5%	96
Used ATM/cash machine in last 12 months	41,867	63.6%	101
Own any stock	9,511	14.5%	97
Own U.S. savings bond	4,072	6.2%	87
Own shares in mutual fund (stock)	8,508	12.9%	94
Own shares in mutual fund (bonds)	5,303	8.1%	94
Have interest checking account	25,147	38.2%	97
Have non-interest checking account	24,143	36.7%	97
Have savings account	48,087	73.1%	99
Have 401K retirement savings plan	15,365	23.4%	96
Own/used any credit/debit card in last 12 months	60,299	91.6%	99
Avg monthly credit card expenditures: <\$111	7,475	11.4%	99
Avg monthly credit card expenditures: \$111-\$225	5,083	7.7%	101
Avg monthly credit card expenditures: \$226-\$450	5,886	8.9%	97
Avg monthly credit card expenditures: \$451-\$700	6,017	9.1%	99
Avg monthly credit card expenditures: \$701-\$1,000	5,526	8.4%	103
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	38,542	58.6%	100
Did banking on mobile device in last 12 months	31,914	48.5%	101
Paid bills online in last 12 months			



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	32,998	94.4%	100
Used bread in last 6 months	24,561	70.2%	101
Used chicken (fresh or frozen) in last 6 months	4,860	13.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	21,207	60.6%	101
Used fresh fruit/vegetables in last 6 months	30,960	88.5%	100
Used fresh milk in last 6 months	28,539	81.6%	99
Used organic food in last 6 months	9,434	27.0%	104
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	32,565	49.5%	101
Exercise at club 2+ times per week	7,893	12.0%	102
Visited a doctor in last 12 months	51,283	77.9%	98
Used vitamin/dietary supplement in last 6 months	43,138	65.6%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	13,354	38.2%	97
Used housekeeper/maid/professional HH cleaning service in last 12	10,843	31.0%	102
Purchased low ticket HH furnishings in last 12 months	8,580	24.5%	100
Purchased big ticket HH furnishings in last 12 months	10,143	29.0%	102
Bought any small kitchen appliance in last 12 months	9,290	26.6%	102
Bought any large kitchen appliance in last 12 months	5,543	15.8%	97
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	31,702	48.2%	94
Carry medical/hospital/accident insurance	54,602	83.0%	97
Carry homeowner insurance	37,864	57.5%	93
Carry renter's insurance	8,354	12.7%	106
Have auto insurance: 1 vehicle in household covered	11,463	32.8%	107
Have auto insurance: 2 vehicles in household covered	11,730	33.5%	102
Have auto insurance: 3+ vehicles in household covered	8,461	24.2%	92
<b>Pets (Households)</b>			
Household owns any pet	7,598	21.7%	94
Household owns any cat	13,173	37.7%	95
Household owns any dog			
<b>Psychographics (Adults)</b>			
Buying American is important to me	19,902	30.2%	94
Usually buy items on credit rather than wait	8,918	13.6%	106
Usually buy based on quality - not price	10,433	15.9%	105
Price is usually more important than brand name	17,354	26.4%	97
Usually use coupons for brands I buy often	7,316	11.1%	101
Am interested in how to help the environment	13,095	19.9%	107
Usually pay more for environ safe product	8,677	13.2%	108
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	12,301	18.7%	99
Bought hardcover book in last 12 months	17,691	26.9%	99
Bought paperback book in last 12 month	22,242	33.8%	99
Read any daily newspaper (paper version)	10,097	15.3%	100
Read any digital newspaper in last 30 days	34,384	52.3%	103
Read any magazine (paper/electronic version) in last 6 months	57,136	86.8%	100



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	42,786	65.0%	98
Went to family restaurant/steak house: 4+ times a month	13,413	20.4%	99
Went to fast food/drive-in restaurant in last 6 months	59,222	90.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	25,266	38.4%	99
Fast food/drive-in last 6 months: eat in	13,070	19.9%	97
Fast food/drive-in last 6 months: home delivery	9,578	14.6%	109
Fast food/drive-in last 6 months: take-out/drive-thru	37,528	57.0%	98
Fast food/drive-in last 6 months: take-out/walk-in	14,139	21.5%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	37,402	56.8%	96
Own any e-reader	9,591	14.6%	102
Own e-reader/tablet: iPad	23,735	36.1%	97
HH has Internet connectable TV	14,659	41.9%	97
Own any portable MP3 player	7,411	11.3%	101
HH owns 1 TV	6,651	19.0%	105
HH owns 2 TVs	10,052	28.7%	102
HH owns 3 TVs	8,086	23.1%	101
HH owns 4+ TVs	7,146	20.4%	91
HH subscribes to cable TV	12,492	35.7%	105
HH subscribes to fiber optic	1,728	4.9%	94
HH owns portable GPS navigation device	7,105	20.3%	98
HH purchased video game system in last 12 mos	2,529	7.2%	90
HH owns any Internet video device for TV	18,142	51.9%	99
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	34,379	52.3%	97
Took 3+ domestic non-business trips in last 12 months	8,308	12.6%	91
Spent on domestic vacations in last 12 months: <\$1,000	8,926	13.6%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,119	6.3%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,362	3.6%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,542	3.9%	97
Spent on domestic vacations in last 12 months: \$3,000+	3,935	6.0%	90
Domestic travel in the 12 months: used general travel website	3,817	5.8%	104
Foreign travel in last 3 years	21,916	33.3%	101
Took 3+ foreign trips by plane in last 3 years	4,775	7.3%	100
Spent on foreign vacations in last 12 months: <\$1,000	5,047	7.7%	99
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,497	3.8%	124
Spent on foreign vacations in last 12 months: \$3,000+	2,765	4.2%	99
Foreign travel in last 3 years: used general travel website	4,308	6.5%	103
Nights spent in hotel/motel in last 12 months: any	28,909	43.9%	97
Took cruise of more than one day in last 3 years	6,303	9.6%	95
Member of any frequent flyer program	18,207	27.7%	100
Member of any hotel rewards program	18,274	27.8%	96