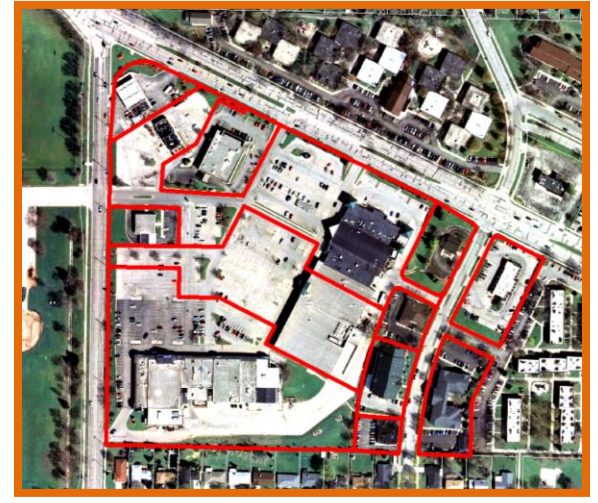
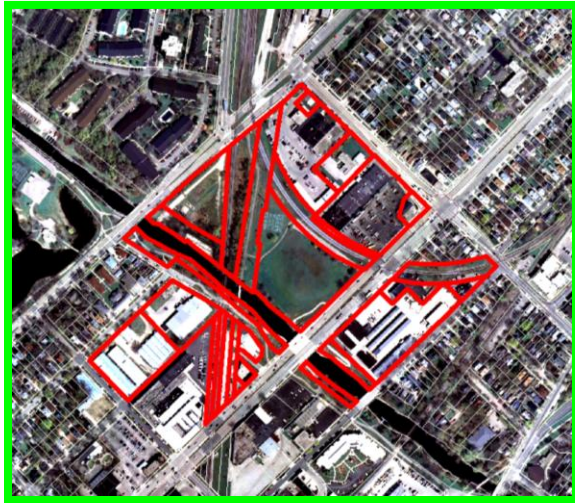


Madison Public Market District Business Plan

Gravity Model Analysis



It's Crowded Out There!

Legend:

- Aldi
- Capitol Food
- Copps
- Costco
- Festival
- Fresh Madison Mkt
- Jenifer St
- Hy-Vee
- Metcalfe
- Pierces
- Piggly Wiggly
- Sam's Club
- Target
- Trader Joe's
- Walmart
- Whole Foods
- Willy Coop
- Woodmans

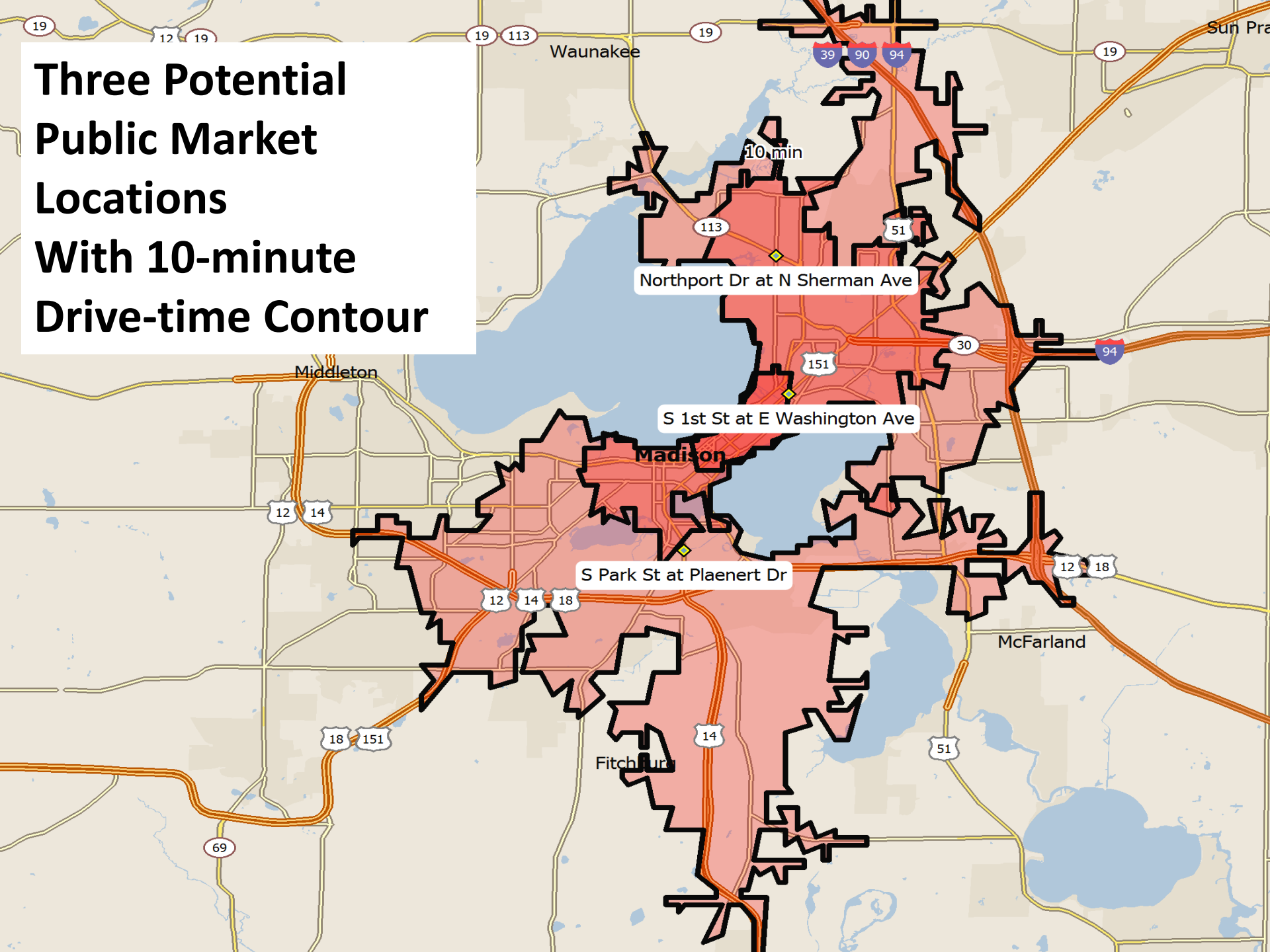
-
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Huff Gravity –

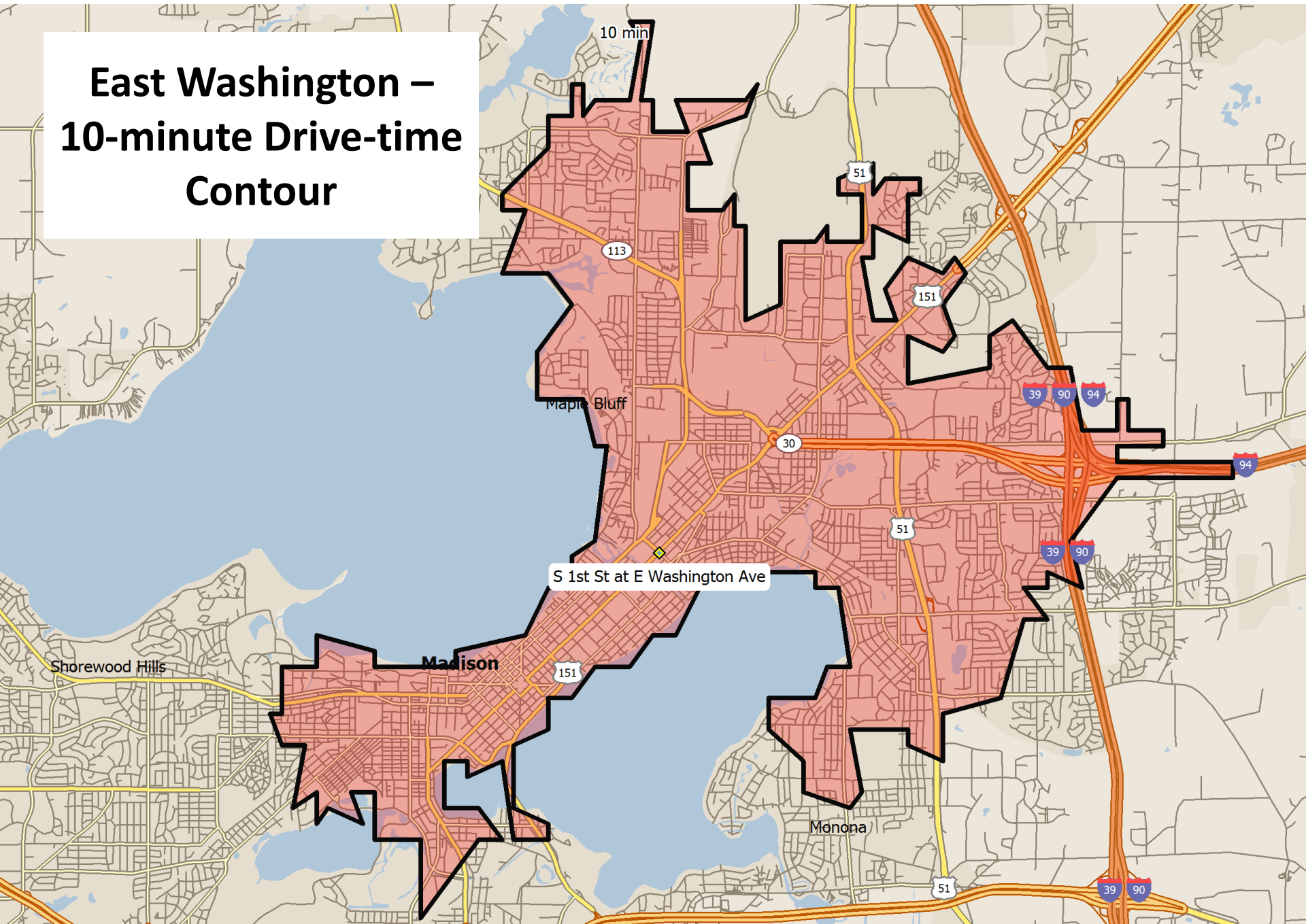
Modeling where will people shop

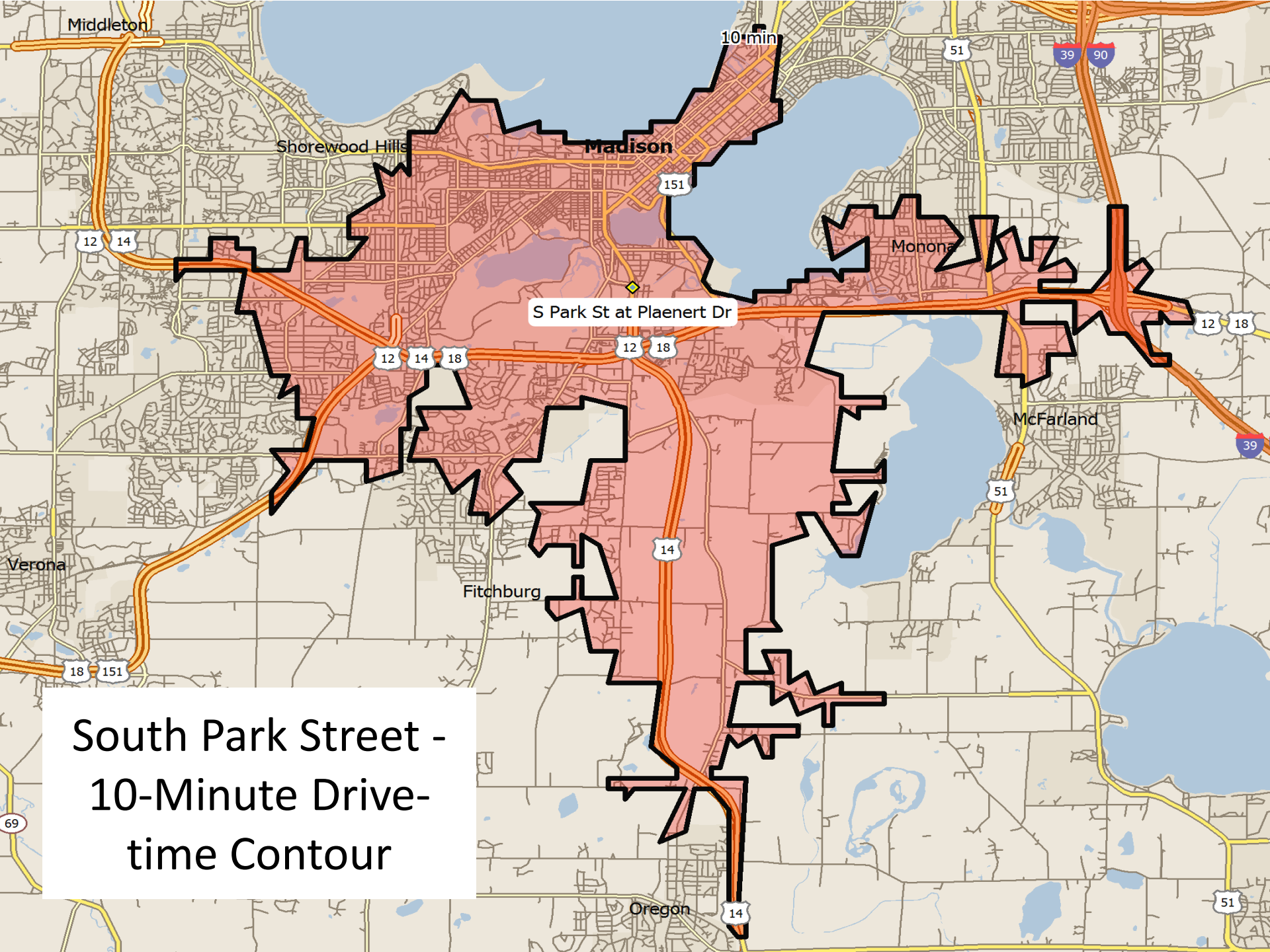


Three Potential Public Market Locations With 10-minute Drive-time Contour



East Washington – 10-minute Drive-time Contour

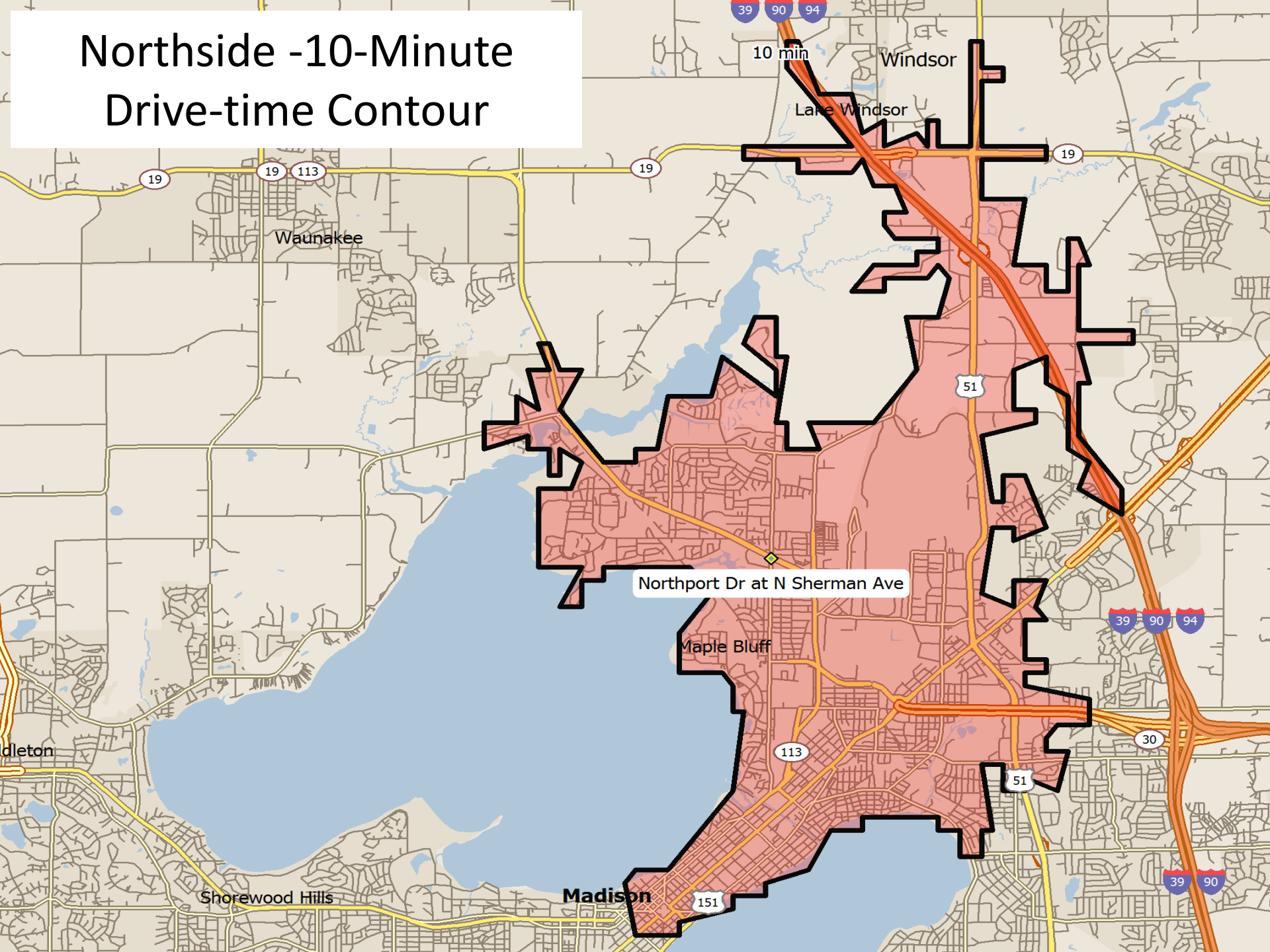




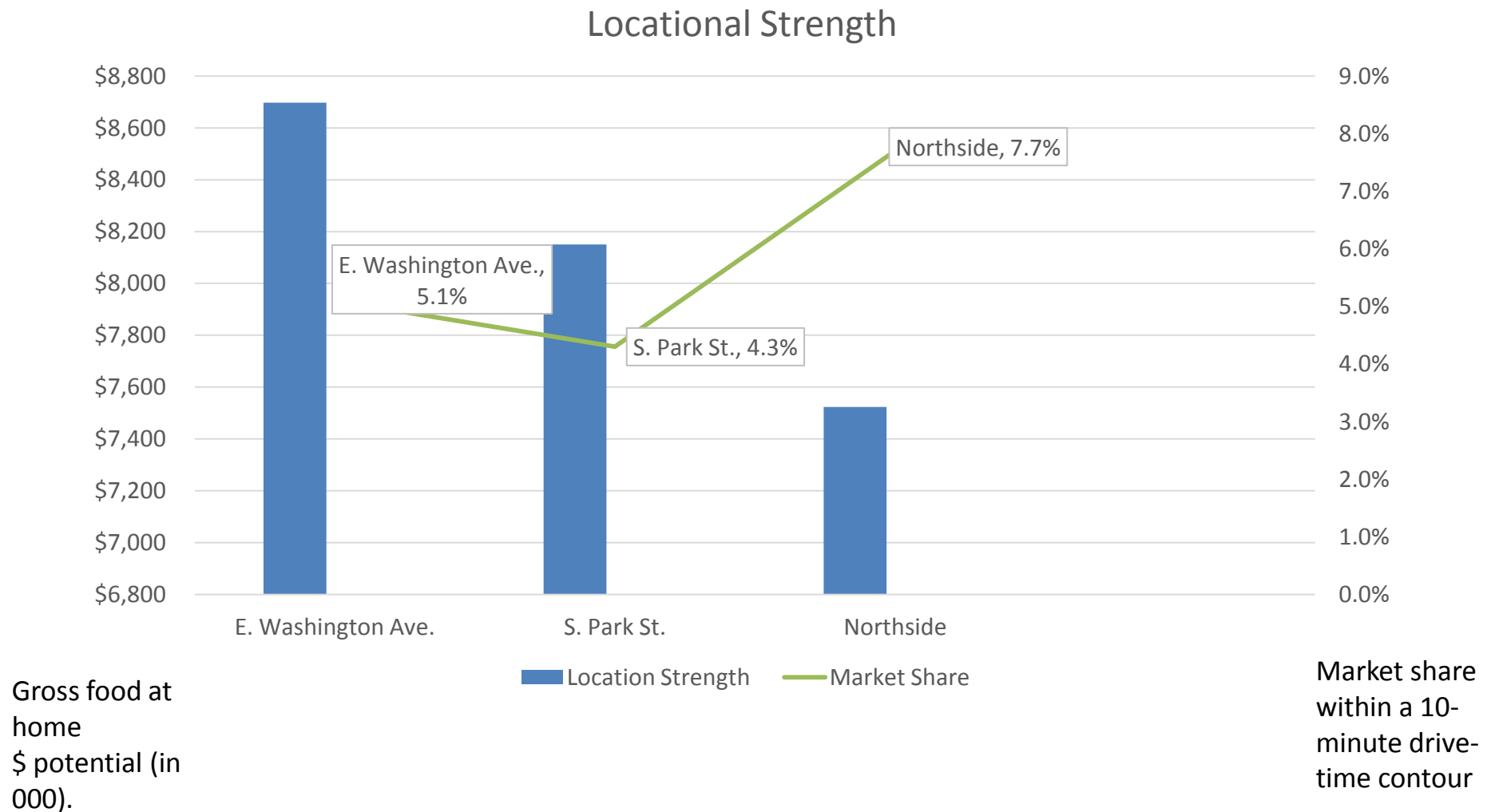
S Park St at Plaenert Dr

South Park Street -
10-Minute Drive-
time Contour

Northside -10-Minute Drive-time Contour



Locations' Potential Market Share and Potential Food @ Home Capture Amount from Huff Gravity Model



Retailing Locational Principles

- Public Markets are “fragile”
- Public Markets have two customers: *Vendors and Customers*
- Hotelling’s Locational Principle and Nash’s Equilibrium – maximize sales by central location and agglomeration.
- Zipf’s Principle of Least Effort – Law of Convenience
- Reilly’s Law of Retail Gravitation – Essence of the Gravity Model
– We go to the closest place where we can get what we want – also includes adjacencies – and size does matter