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LINN COUNTY, IOWA overlaid with Ely customer base potential

EDGE: POTENTIAL CUSTOMER BASE FOR NEW BUSINESS RECRUITS TO CITY OF ELY

COLOR KEY:

| | Approved unsold buildings/lots | Single family | | Condominium | | Rental Units | | Total | Total | Distance |
|---------------------------|--|---------------|-------|-------------|-------|--------------|-------|-------|-------|----------|
| Developed, sold dwellings | Total with build out of all subdivisions | Empty | Built | Empty | Built | Empty | Built | Built | All | |

Map location

| | | | | | | | | | | |
|---|--|-----|--|----|--|--|----|-----|-----|--|
| <u>CITY OF ELY (Developed, sold dwellings)</u> | | | | | | | | | | |
| | | 500 | | 28 | | | 87 | 615 | 615 | |

CITY OF ELY (Approved unsold buildings/ lots)

| | | | | | | | | | | |
|-----------------------------------|-------------------------|-----|--|----|--|--|--|--|--|-----|
| 1 Southbrook (Shulte) | Banner Valley Road, Ely | 30 | | | | | | | | 30 |
| 2 Meadowbrook (Stewart) | Jappa Road, Ely | 16 | | | | | | | | 16 |
| 3 Edellen Meadows (Showalter) | Jappa Road, Ely | 159 | | 48 | | | | | | 207 |
| 4 Splendid Villa (Sun Dev) | Rogers Creek Road, Ely | 119 | | | | | | | | 119 |
| 5 Northgate 3rd Addition (Shulte) | Wrigley Street, Ely | | | 14 | | | | | | 14 |
| 6 Northgate 4th Addition (Shulte) | Wrigley Street, Ely | | | 44 | | | | | | 44 |

| | | | | | | | | | |
|--|-----|-----|-----|----|--|--|----|-----|-------|
| Total household potential within City of Ely | 324 | 500 | 106 | 28 | | | 87 | 615 | 1,045 |
|--|-----|-----|-----|----|--|--|----|-----|-------|

Existing Homes in NW Neighboring Developments within 3 miles (distances are radial from Ely city limits)

| | | | | | | | | | | |
|---------------------------------|----------------------------|----|----|----|----|--|-----|-----|-----|-----|
| 7 Hoover Trail (Sevig) | Ely Road | 91 | 93 | | | | | 93 | 184 | 2.1 |
| 8 Wheatland Park (High) | C St/Ely Rd | 10 | 57 | 2 | 76 | | 144 | 277 | 289 | 2.8 |
| 9 Hidden Springs (Abode) | C St/Prairie Rose | 15 | 3 | 88 | 32 | | | 35 | 138 | 2.5 |
| 10 Tech Place Addition (Sheda) | 1115 Prairie Rose | 9 | 9 | | | | | 9 | 18 | 2.0 |
| 11 Cedar Ridge 1 & 2 (CJ's Dev) | Kirkwood Blvd/Woodstone Ln | 2 | 36 | 2 | 20 | | | 56 | 60 | 3.0 |
| 11 Cedar Ridge 3 & 4 (CJ's Dev) | Kirkwood Blvd/Woodstone Ln | 41 | 5 | 96 | 12 | | | 17 | 154 | |

| | | | | | | | | | |
|--|-----|-----|-----|-----|--|--|-----|-----|-----|
| Total household potential NW neighbors | 168 | 203 | 188 | 140 | | | 144 | 487 | 843 |
|--|-----|-----|-----|-----|--|--|-----|-----|-----|

| | | | | | | | | | |
|---|-----|-----|-----|-----|--|--|-----|-------|-------|
| Grand total household potential within 3.0 miles of Ely city limits | 492 | 703 | 294 | 168 | | | 231 | 1,102 | 1,888 |
|---|-----|-----|-----|-----|--|--|-----|-------|-------|

| | | | | | | | | | |
|--|-------|-------|-----|-----|--|--|-----|-------|-------|
| Grand total population potential within 3.0 miles of Ely city limits | 1,132 | 1,617 | 676 | 386 | | | 531 | 2,535 | 4,342 |
|--|-------|-------|-----|-----|--|--|-----|-------|-------|

Kirkwood Community College Residential housing adjacent to campus

| Total Built | Total All |
|-------------|-----------|
|-------------|-----------|

| | | | |
|---|-----------------|-------|-------|
| 12 Kirkwood Village East (<3 miles) 610 Kirkwood Parkway, Ste E | (# of students) | 441 | 441 |
| Other Kirkwood residential housing 3-4 miles from Ely city limits | (# of students) | 3,559 | 3,559 |

Map location

| | | |
|---|-------|-------|
| Population potential including Kirkwood students 3 miles or less from City of Ely | 2,976 | 4,783 |
|---|-------|-------|

| | | |
|---|-------|-------|
| Population potential including Kirkwood students 3-4 miles from City of Ely | 6,535 | 8,342 |
|---|-------|-------|

Businesses in NW Neighboring Areas (distances are radial from Ely city limits)

| | | |
|--------------------------------|-------------------------|-----|
| A Airport National Golf Course | 3001 Wright Bros Blvd | 1.0 |
| B GE Capital | 1010 Thomas Edison Blvd | 3.3 |
| C Yellow Book | 6300 C St | 3.0 |
| D Aegon | C St | 3.0 |
| E Prairie View Technology Park | 8710 Earhart Lane | 3.3 |
| F NCS Pearson | 9200 Earhart Lane | 3.5 |
| G College Community Schools | 401 76th Ave | 3.0 |
| H Kirkwood Community College | 6301 Kirkwood Blvd | 2.8 |

Ely city limits are within 2 miles of Cedar Rapids city limits

Data as of 12/29/2009