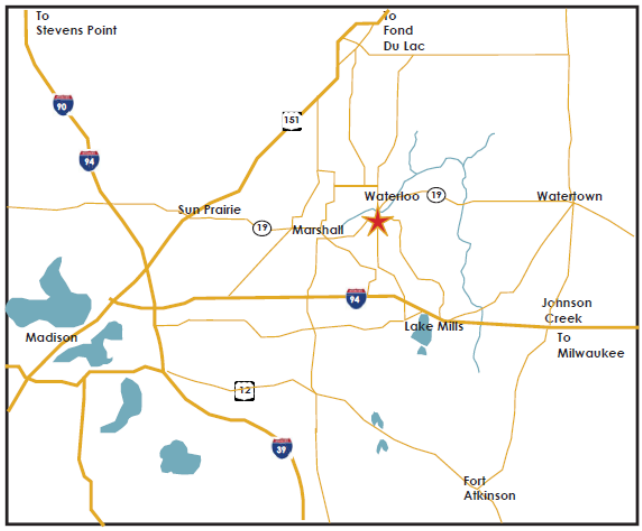
Waterloo, Wisconsin

Community Profile

Conveniently located between the Madison and Milwaukee metropolitan regions, Waterloo offers access to diverse employment and entertainment destinations while preserving a rural atmosphere and small-town quality of life for residents. Our more than 3,300 residents enjoy abundant natural resources, good schools and sense of community. Corporate citizens benefit from reliable low cost utilities, moderate property tax rates and access to an educated and dedicated workforce.



Quality of Life: Community amenities include a historic downtown district, restored 1911 carousel and 50- acre firemen's park featuring bicycle and walking trails, softball fields, athletic courts and access to the Maunesha River. Centrally located within the Glacial Heritage Area's recreation and conservation amenities, Waterloo is home to the 40-acre Garman Nature Preserve. The Knowlton Field soccer area is being expanded with new facilities. The 50-acre firemen's park features play equipment, Disc golf, five softball fields, basketball court and hiking trails as well as picnic shelters and event facilities. The high school also boasts a community pool and fitness center open to Waterloo residents.

Transportation: Highways 19 and 89 intersect in downtown Waterloo. Interstate 94 to Milwaukee and Madison is located just 9 miles away, and Highway 151 is 10 miles north of the City. Air service is readily accessible, with general aviation service from Watertown with domestic and international flight service from the Dane County Regional Airport, a 30-minute drive. Rail service is provided by Wisconsin & Southern Railroad with direct routes to Madison and Milwaukee. Average daily traffic counts at the intersection of Highways 19 and 89 total nearly 14,000 cars per day, providing high visibility and access within 50 miles to half of the state's population.

Waterloo, Wisconsin

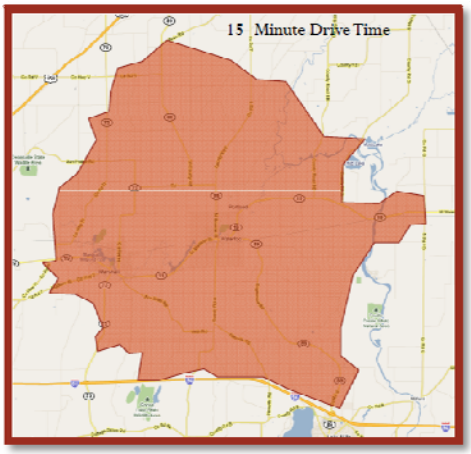
Retail Profile

Demographics & Spending:

City Population: 3,333
Trade Area Population: 11,238
Anticipated 2015 growth: 3.66%
Households: 1,331
Median age: 36.4 years
Households with children: 32.8%
Average household size: 2.49
Average home price $145,000
City Median Income: $55,753
Trade Area Median Income: $61,787

Retail spending:

Total trade area annual spending: $213 million
Average household spending: $50,871
Average annual growth: 2.47%



Retail Amenities: Current retail attractions include the Waterloo Artisan Gallery, Antiques Mall and Auction House, which draws tens of thousands of visitors annually, the historic downtown area, with its mix of locally owned shops and services, and commercial nodes on Monroe Street and Portland Roads, which include Piggly Wiggly and Jim's Cheese, featuring more than 200 local, regional and national cheeses.

Opportunities: Additional demand has been identified within specific categories where residents currently travel outside the community to make purchases. Currently more than $19 million in total retail spending by residents is done outside the community. The following retail segments have over $1million in unmet demand within the trade area: Health & Beauty, Fast Food, Casual Dining, Clothing, Home Furnishing & Accessories.