



RETAIL - MULTIFAMILY - HOSPITALITY - HEALTHCARE - SENIOR HOUSING

CONNECTING OPPORTUNITIES

01

1. IDENTIFY

NextSite analyzes the consumer travel patterns and customer journey data that defines each client's custom trade areas.

2. CONNECT

NextSite's proprietary Target Opportunity Analysis allows us to match market opportunities to pro-actively recruit developers, tenant reps and end-users.

03

3. SUCCESS

Ultimately, NextSite's goal is to affect positive change in the communities we serve through commercial development and redevelopment.

02

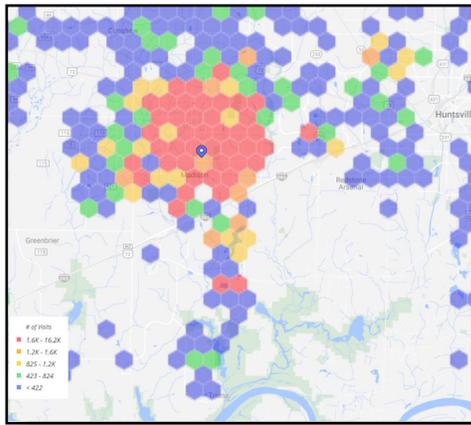


WHAT WE DO

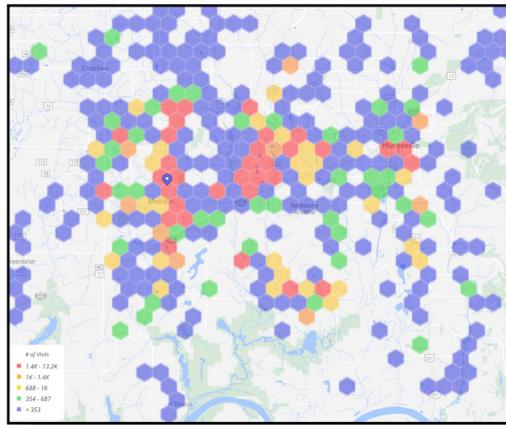
Ameren and NextSite have partnered to bring cost effective commercial development recruitment solutions to Ameren's service area communities. When your community engages NextSite, we use proven market research and consumer analytics to identify growth opportunities and pro-actively recruit projects to fill the identified voids.



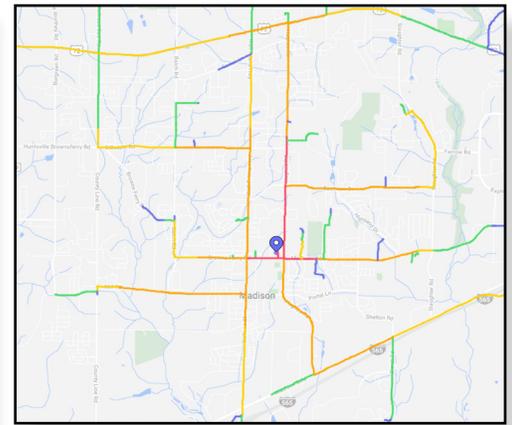
The NextSite Solution



Home Location



Work Location



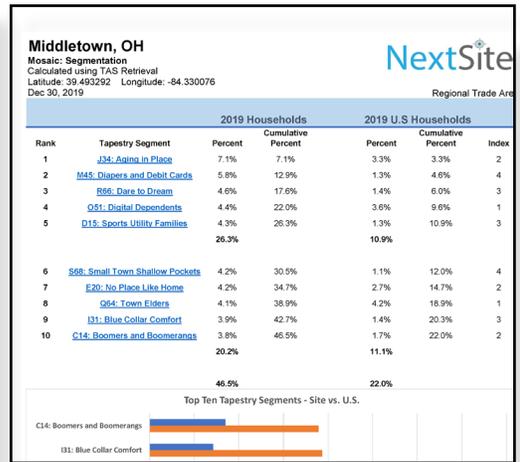
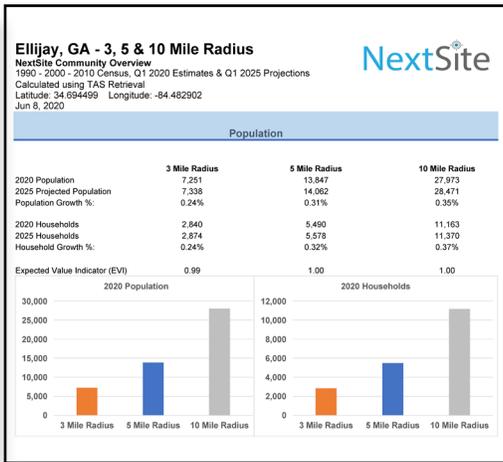
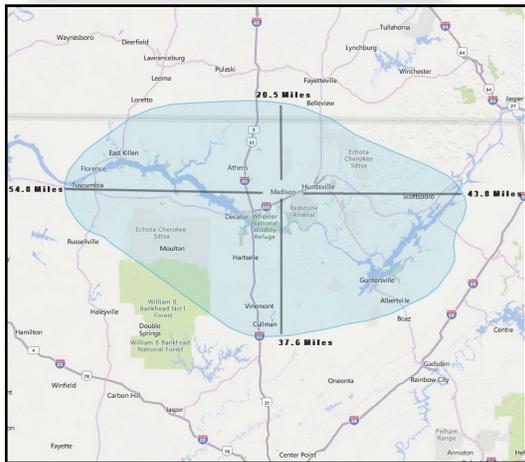
Customer Journey

Our Customer Journey report allow us to gain insight into customer shopping habits and travel patterns as well as assess a community's ability to draw consumers into the market from the surrounding areas. Mobile devices are used as this data's primary source. By looking at the location data and travel patters in the designated market we can examine several variables related to the primary retailer, shopping center or intersection in the market.

Prior / Post Location Analytics

Prior			Post		
	Venue Name	Foot-Traffic		Venue Name	Foot-Traffic
1	Midtown Marketplace / Wall Triana Highway	3.4%	1	Midtown Marketplace / Wall Triana Highway	2.12%
2	Bridge Street Town Centre / The Bridge St	2.75%	2	Walmart Supercenter / Madison Blvd	0.87%
3	Bob Jones High School / Hughes Rd	1.2%	3	Applebee's / Hughes Road	0.48%
4	Hogan Family YMCA / Park Square Ln	1.13%	4	La Placita / Hughes Rd	0.46%
5	The Shoppes Of Madison / Us 72 And Wall Triana Hwy	1.02%	5	Bob Jones High School / Hughes Rd	0.41%
6	Walmart Supercenter / Madison Blvd	0.94%	6	Promenade of Madison / Hwy 72 W	0.4%
7	Madison Public Library / Plaza Blvd	0.77%	7	Bridge Street Town Centre / The Bridge St	0.39%
8	La Placita / Hughes Rd	0.56%	8	The Shoppes Of Madison / Us 72 And Wall Triana Hwy	0.3%
9	Good Samaritan Hospice / Hughes Rd Ste 12	0.51%	9	Madison Centre / Madison Blvd	0.29%
10	Madison Church of Christ / Hughes Rd	0.43%	10	Sam & Greg's Pizzeria / Hughes Rd	0.29%

Market Analysis



In today's ultra-competitive environment to capture the attention of Developers, Tenant Reps and Retailers, it is imperative that communities have a better understanding of the size and scope of their regional trade area. Travel patterns of consumers and the opportunities within the market – physical assets/focus properties, leakage/market demand, spending patterns – along with the existing retail landscape, form the marketing message to pro-actively position your community as “Open for Business.”

Opportunity Targets by Peers

City	State	10 mi Population	10 mi Avg HH Inc	Chick-fil-A	Starbucks	Dunkin' Donuts	Sonic	Jack's Family Restaurants	Popeyes Louisiana Kitchen	Jersey Mike's
Ripley	TN	21,696	\$51,332	23	33	35	0	19	13	38
Booneville	MS	22,099	\$53,680	25	26	29	1	18	1	72
Boyle	MS	23,284	\$51,159	3	81	97	3	120	3	93
Renova	MS	23,449	\$49,706	2	77	92	2	118	2	95
Russellville	AL	23,898	\$54,206	17	21	17	1	1	22	56
Alexander City	AL	23,911	\$53,773	25	25	33	24	13	26	36
Paris	TN	23,972	\$53,954	16	51	22	1	50	23	53
Cleveland	MS	24,371	\$49,686	1	80	94	1	119	1	95
Lincoln Park	GA	25,063	\$50,856	26	21	4	4	49	26	36
Jesup	GA	25,319	\$58,035	23	23	1	1	193	25	1
Cordele	GA	25,392	\$56,180	1	34	35	1	81	9	38

Marketing

The Retail Marketing Brochure highlights the focus properties in your city, key demographic statistics and includes an 11x17 aerial overview of the current retail landscape in the trade area.

Focus Properties

- Top Score**
36,000 Sq. Ft.
Berkshire Hathaway CFC
Berkshire Hathaway
- Top Retailer**
17 Acres
Spartan Stores, Inc.
Spartan
- Produce Center**
16.43 Acres
The Shopping Center Group
Buy Here
- Chain Location**
Lot 19.2 Chain Way
Fisher Realty
Fisher Realty
- Top Shop**
Corner Lot Available
Merchants Retail Partners
Bill Lester
- 3000 Food&Fuel**
5+ Acres
The Tractor Agency
Bill Brown

Retail Peers

City	State	5 Mile Population	5 Mile Average Household Income
Covington	GA	47,365	\$63,569
Griffin	GA	46,833	\$55,200
Clinton	MS	44,576	\$63,306
Carrollton	GA	44,230	\$66,870
Opelika	AL	43,152	\$64,996
Tupelo	MS	42,143	\$66,033
Columbia	TN	41,962	\$62,219
Lebanon	TN	40,910	\$71,089

Regional Trade Area Retail Demand

Category	Value
General Merchandise	\$483 Million
Supermarkets/Grocery	\$495 Million
Health & Personal Care	\$233 Million
Full Service Restaurants	\$207 Million
Limited Service Restaurants	\$171 Million
Women's / Family Clothing	\$98 Million
Furniture/ Home Furnishings	\$66 Million
Shoe Stores	\$23 Million

OPELIKA, AL

Opelika is conveniently located in east central Alabama along the dynamic I-85 corridor between Atlanta and Montgomery and adjacent to the thriving Auburn University. Opelika presents unparalleled opportunities for business, commercial, retail and industrial development, as well as an exceptional quality of life. The Auburn-Opelika MSA is one of the fastest growing metropolitan areas in the nation.

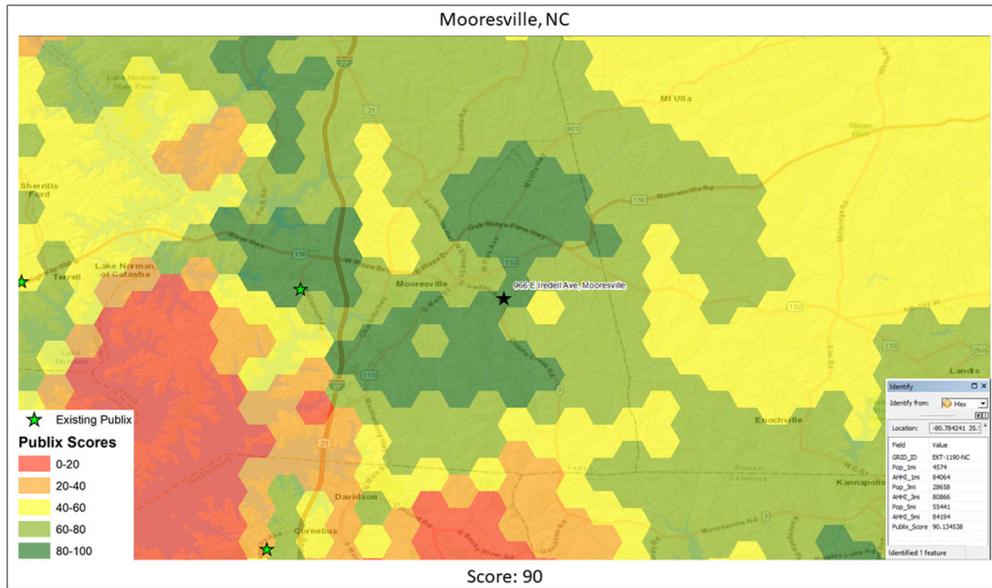
29 Miles from Columbus, GA
62 Miles from Montgomery, AL
113 Miles from Birmingham, AL

Radius	Population	Avg HH Income
10 MIN 10-20-30 Min	60,376	\$66,769
3 Mile	23,528	\$65,459
5 Mile	39,908	\$3,865
10 Mile	121,006	\$70,369
15 Mile	170,727	\$67,449
20 Mile	256,787	\$64,415
25 Mile	328,214	\$64,033
30 Mile	400,000	\$62,339
35 Mile	471,787	\$60,806

OPELIKA, ALABAMA
 Major Retail & Restaurants

Market Identification Model

NextSite has developed a proprietary site identification model that estimates the suitability of a community/site for any given retailer based on the propensity of that retailer to locate in similar areas. Our model analyzes over 250 retail chains with more being added every day. This tool, based on proven statistical methods and back tested on recent site decisions by multiple concepts, allows us to quickly identify markets and sub-markets that match existing locations of the target retailer/restaurant. This information becomes part of our pro-active outreach to developers, tenant reps and retailers.



In the past 5 years, NextSite has connected and supported over 20 million square feet of commercial development projects resulting in over \$4.1 billion of capital investment. NextSite has successfully connected developers, tenant reps and end-users to projects across the U.S. including: Single Tenant, Multi-Tenant, Shopping Center redevelopment, Multi-Family, Healthcare, Middle-Market Housing, Hospitality, Entertainment, Mall Redevelopment, Grocery, Mixed-Use, Senior Housing and Student Housing.

For additional information



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