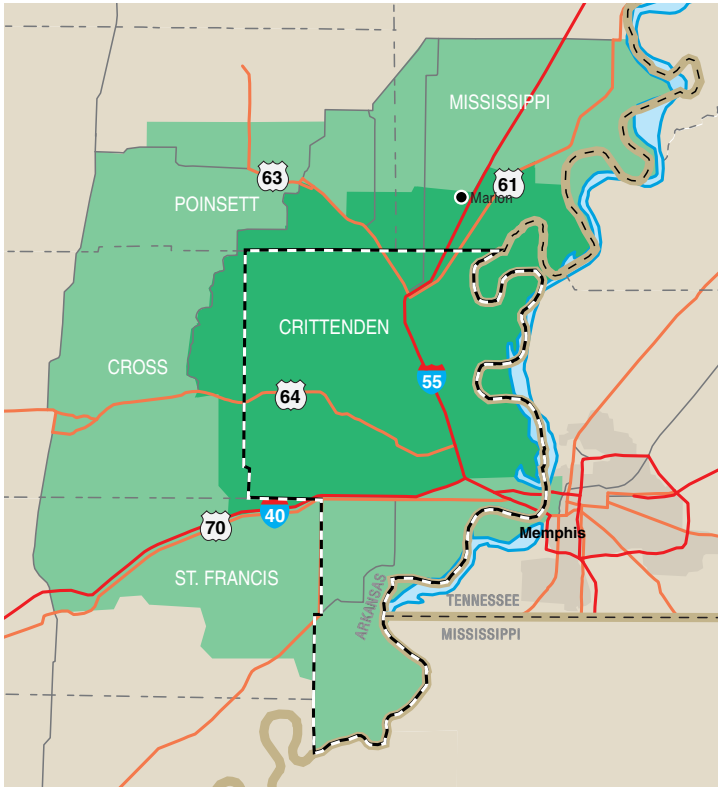


# Tap Into a Growth Market



- Growing Suburban Market
- Double-Digit Housing Start Growth
- High Volume Traffic Counts
- I-40 & I-55 Interstate Access
- Unmet Consumer Demand
- A \$1.2 Billion Retail Market





-- -- COUNTY OUTLINE    ■ PRIMARY TRADE AREA    ■ TOTAL TRADE AREA

The Marion trade area extends beyond Crittenden County into St. Francis, Cross, Poinsett and Mississippi Counties in Arkansas and includes Downtown Memphis, TN.

### Housing Starts

Single Family

Year	City of Marion	Crittenden County	% of County's New Construction in Marion
2005	201	276	64%
2004	175	237	74%
2003	143	305	47%
2002	52	115	45%
2001	60	134	45%
2000	90	217	41%
1999	117	192	61%

In addition, there have been 21 multi-family units built since 2000 in the City of Marion.

Source: U.S. Census Bureau

### Income

	Marion	Crittenden County	Total Trade Area
Average Household Income	\$59,208	\$44,496	\$47,948
Total Effective Buying Income	\$160,423,830	\$680,046,000	1,441,450,798
Median Household Effective Buying Income	\$46,935	\$29,181	\$39,189

Sources: 2005 Survey of Buying Power; Claritas based on 2000 Census Data

### Population

	City of Marion	Crittenden County	Total Trade Area
2005 Estimate	9,098	51,259	93,888
2000 Census	8,901	50,866	92,733
Households	3,538	19,326	36,784
Race			
White	77.65%	46.33%	59.52%
Black	20.07%	51.47%	38.00%
Other	2.28%	2.20%	3.27%
Median Age	32.39	32.31	34.62
Average Household Size	2.63	2.67	2.50

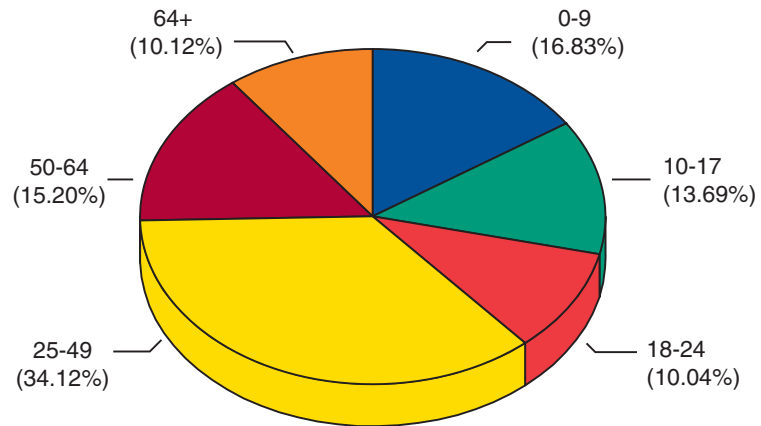
Source: Claritas; based on 2000 census

### An Attractive Retail Destination

- A survey of retail customers in Marion/Crittenden County found that 35% of those customers come from outside Crittenden County, with 15.3% coming from Shelby County.
- The number one reason shoppers from surrounding counties come to Marion is convenience.
- Shoppers from areas west of Crittenden County prefer retail centers in Crittenden County, AR, over Memphis, TN, if the same products are available.
- For people who reside in downtown Memphis, including the affluent areas of Harbor Town and South Bluffs, Crittenden County is the most convenient retail venue for most products.
- West Tennesseans headed to their second homes around the lakes in eastern Arkansas stock up in Crittenden County stores before their weekend retreats.

Source: Younger Associates, Consumer Survey

### Age Distribution - Total Trade Area



Source: U.S. Census Bureau

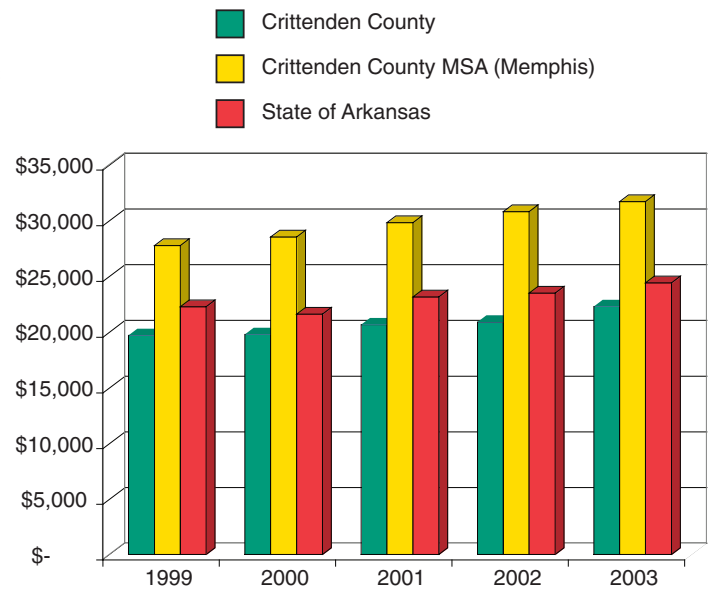
## Annual Average Employment & Wages

Crittenden County Annual Average Employment & Wages 2004

Sector	Employment	Annual Average Earnings
Natural Resources & Mining	345	\$23,463
Construction	652	\$27,970
Manufacturing	1,541	\$37,380
Wholesale Trade	604	\$38,399
Retail Trade	2,089	\$18,421
Transportation, Warehousing & Utilities	2,275	\$35,774
Information	89	\$34,050
Financial Activities	477	\$32,022
Professional & Business Services	745	\$23,672
Education & Health Services	1,706	\$27,276
Leisure & Hospitality	1,850	\$11,315
Other Services	596	\$21,303
Local Government	2,282	\$28,874
State Government	439	\$24,073
All Industry	15,689	\$26,742

Source: Arkansas Employment Security Department

## Per Capita Personal Income



## Retail Sales 2004

	Crittenden County Retail Sales	Crittenden County Retail Sales Potential	Total Trade Area Retail Sales Potential
Total Retail Sales	\$663,725,000	\$783,782,044	\$1,279,292,506
Apparel & Accessory	Not available	\$12,363,243	\$27,024,576
Automotive & Parts	\$39,441,000	\$151,018,973	\$276,433,028
Eating & Drinking Places	\$51,361,000	\$53,378,131	\$93,477,255
Food Stores	\$50,668,000	\$81,007,553	\$159,114,852
Furniture, Home Furnishings & Electronics	Not available	\$17,854,084	\$32,541,898
General Merchandise	\$135,098,000	\$169,302,936	\$290,298,470
Hardware, Lumber & Garden Stores	Not available	\$29,106,156	\$50,646,088

Sources: 2005 Annual Survey of Buying Power, Claritas

## Major Employers

### City of Marion Major Employers

Company	Employees
Hino Motors Manufacturing	500
Marion School District	378
Union Pacific Railport	185
Elite Lamp/Vintage Verandah	125
Johnson-Hobson Care Home	85
Marion Marketplace	60

### Crittenden County Major Employers

Company	Employees
Schneider National Carrier	1500
Crittenden Memorial Hospital	667
Family Dollar Store	503
Watkins Motor Lines	475
Wal-Mart SuperCenter	400
Southland Racing Corporation	350

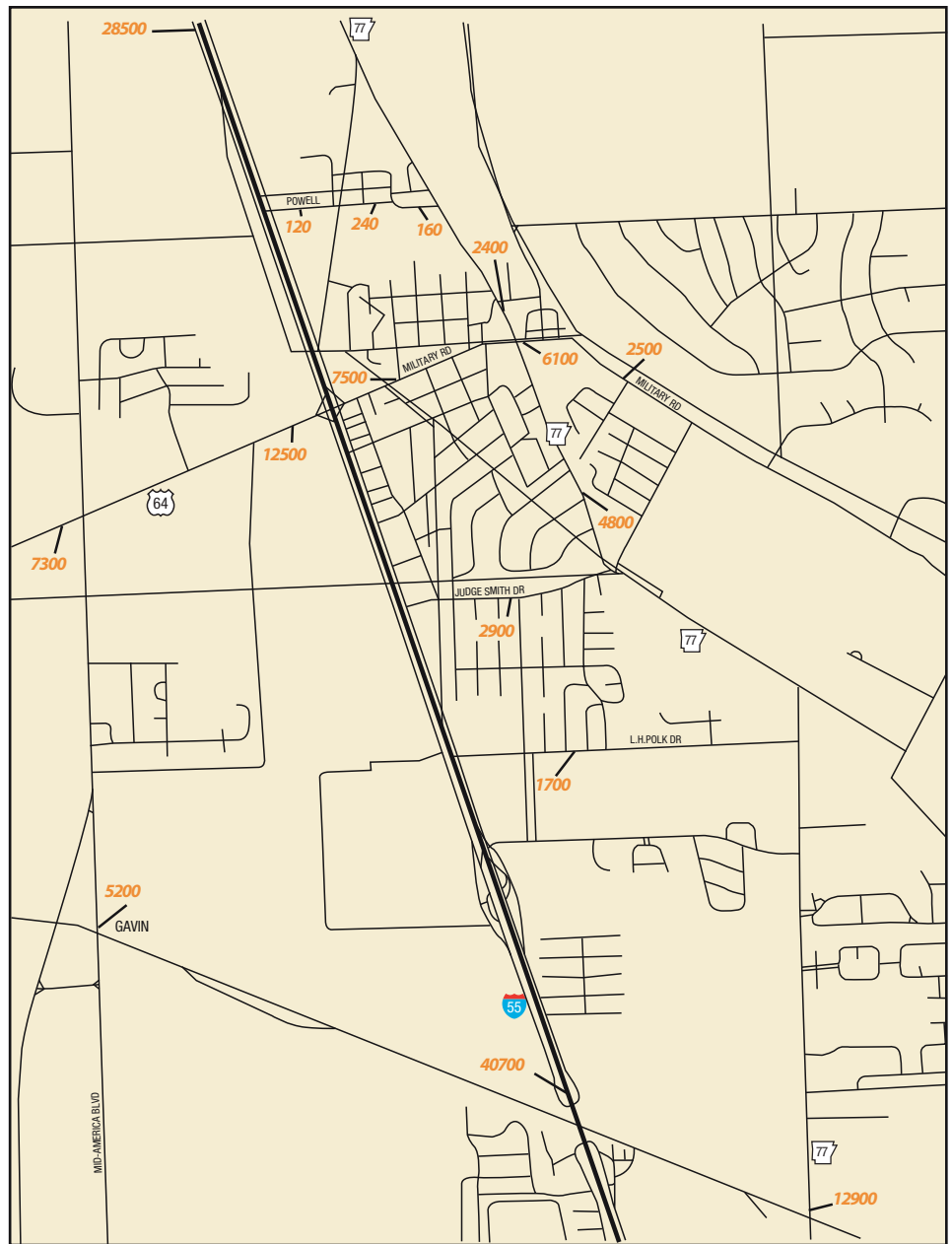
## Retail Outleakage

Category	% of People Purchasing Outside Marion	Average Amount Spent Per Trip
Groceries	60.0%	\$230
Medical Supplies	41.5%	\$85
Household Supplies	49.2%	\$78
Restaurants	76.4%	\$95
Fast Food	56.9%	\$44
Movies/Entertainment	55.8%	\$73
Men's Clothing	66.2%	\$289
Women's Clothing	69.1%	\$322
Children's Clothing	51.4%	\$297
Furniture/Furnishings	24.6%	\$1,554
Electronics	31.2%	\$547
Major Appliances	15.8%	\$1,192
Lawn & Garden	39.6%	\$355
Sporting Goods	45.0%	\$332
Pet Supplies	35.0%	\$135
Hardware & Building Supplies	30.0%	\$1,025

Source: Younger Associates Consumer Survey

# 2004 Traffic Count Map

Source: Arkansas Dept. of Transportation



## Capture the Market



Marion is the county seat of Crittenden County, Arkansas. The city is situated along Interstate 55, two miles north of its junction with Interstate 40. Marion, 10 miles from downtown Memphis, is a suburban area within the Memphis MSA.

Marion is experiencing growth in both population and income levels. New subdivisions featuring large homes are under development in all parts of Marion.

Families are attracted to Marion's good schools and public recreation facilities. A five-plex softball park, set for expansion, attracts tournaments which bring thousands of weekend visitors.

Yet Marion is much more than a bedroom community. Logistics and manufacturing industries have created a stable economy which provides jobs for 75% of Crittenden County workers and brings in thousands more workers each day from surrounding communities.

## Daily Commute Pattern

		<b>Crittenden County</b>									
		Total Daily Incommuters - 4,426									
 <b>Into</b> Crittenden Co.	191	436	267	512	313	616	134	222	6757	1575	
	 <b>Out of</b> Crittenden Co.										
	Cross, AR	Mississippi, AR & Poinsett, AR	St. Francis, AR	DeSoto, MS	Shelby, TN						

## Bank Deposit Data

	City of Marion	Crittenden Co.
Number of Institutions	5	6
Number of Offices/Branches	6	18
Total Deposits	\$110,560,000	\$822,720,000

Source: FDIC 2005 Summary of Deposits

## Contact Info

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