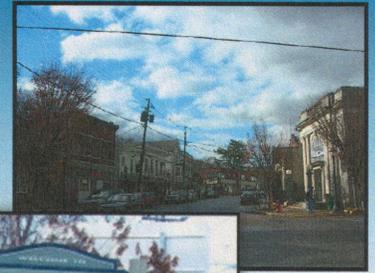


Highland Hamlet

WHERE BUSINESSES COME TO GROW

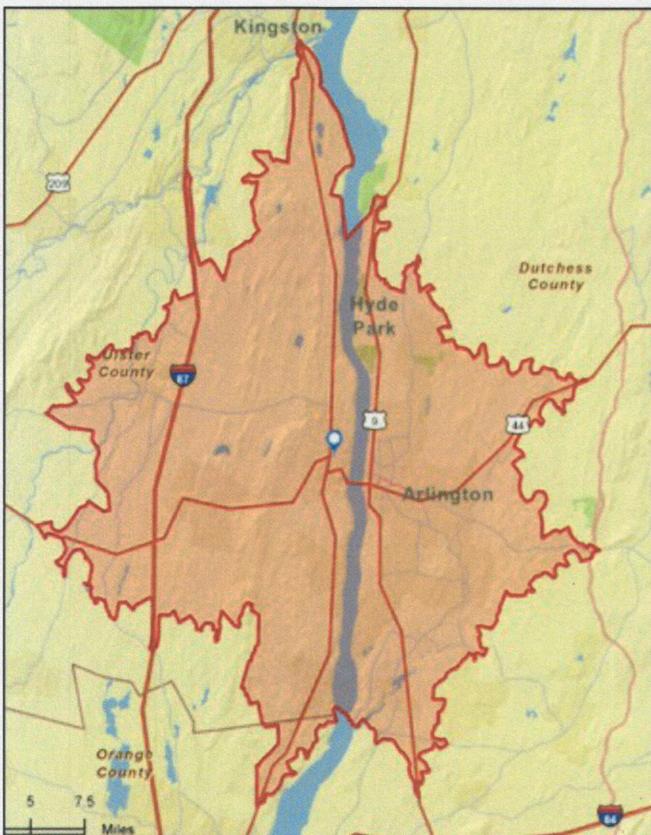


HIGHLAND HAMLET MARKET

With a primary Trade Area of over 155,000 residents, the Hamlet of Highland is an ideal place to start your new business or relocate an existing one. Small town character, modern existing infrastructure, and close proximity to the Walkway Over the Hudson pedestrian bridge (which attracts over 750,000 visitors annually) and the Hudson Valley Rail Trail are just a few of the reasons Highland is the right place for your business. Highlights of recent market data analysis show that:

- 47% of local consumers want a coffee shop in the Hamlet.
- More than 45% of Trade Area (map below) consumers eat breakfast "out" more than once a month.
- 69% of local consumers prefer to buy local if the option exists.
- 56% of local consumers prefer independent stores over chains.

PRIMARY TRADE AREA: 20-MINUTE DRIVE FROM HAMLET



NEED FINANCIAL ASSISTANCE?

The Town of Lloyd and Hamlet of Highland are dedicated to helping you turn your ideas into realities with available storefronts, local financial incentives for businesses and a commitment to local economic growth. The Lloyd Community Development Corporation (LCDC) can help you access capital to get your project going.

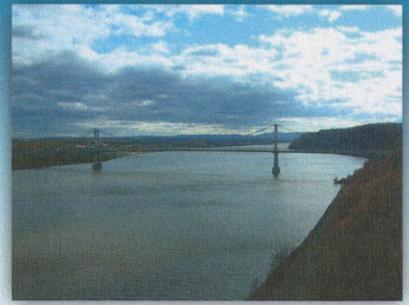
Stop by the Supervisor's Office at the Lloyd Town Hall for a loan application package. The LCDC offers two low interest loan programs:

- Mini loans available up to \$15,000
- Job-Creation loans up to \$75,000
- Targeted loans for properties identified as priorities for redevelopment

*For more information please contact:
Town of Lloyd Supervisor
Phone: 845-691-2144*

Highland Hamlet

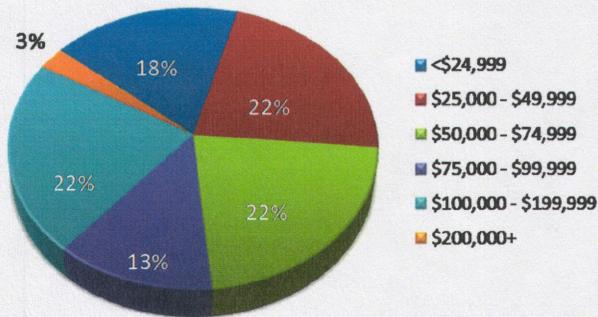
WHERE BUSINESSES COME TO GROW



TRADE AREA MARKET PROFILE

Highland's Primary Trade Area is the surrounding region within a 20-minute drive. The Trade Area population grew between 2000 and 2010. The median household income is expected to increase by 14% in the next five years. More than 36% of Trade Area residents of working age are in management and professional occupations, so average incomes are high.

Household Income Distribution
20 Minute Drive Time from Highland Hamlet



Sales leakage can indicate where there is potential for a new business to open and be successful at recapturing some of the sales lost to other communities. The types of businesses listed in the following table exhibit great potential to be successful in Highland.

Retail Sector	Sales Gap (Leakage)
Full Service Restaurants	\$65,842,000
Home Furnishing Stores	\$5,651,000
Drinking Places	\$3,170,000
Specialty Food Stores	\$3,034,000

TRADE AREA POPULATION: 155,638

AVERAGE HOUSEHOLD SIZE: 2.51 persons

MEDIAN AGE: 36.1 years

AVERAGE HOUSEHOLD INCOME: \$73,228

TRAFFIC: Route 9W brings over 27,000 cars through Highland each day and Walkway Over the Hudson attracts 750,000 visitors each year.

TOP INDUSTRIES:

Education (SUNY New Paltz)
Manufacturing (IBM)
Retail (Various)

TOP PREFERENCES FOR NEW RESTAURANTS:

Coffee Shop
Steakhouse
Seafood
Fine Dining

AVERAGE ANNUAL SPENDING PER PERSON:

Food Away from Home:	\$3,413
Entertainment	\$3,427
Books	\$79
Toys & Games	\$153

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Highland Hamlet

WHERE BUSINESSES COME TO GROW



AERIAL PHOTOGRAPH

