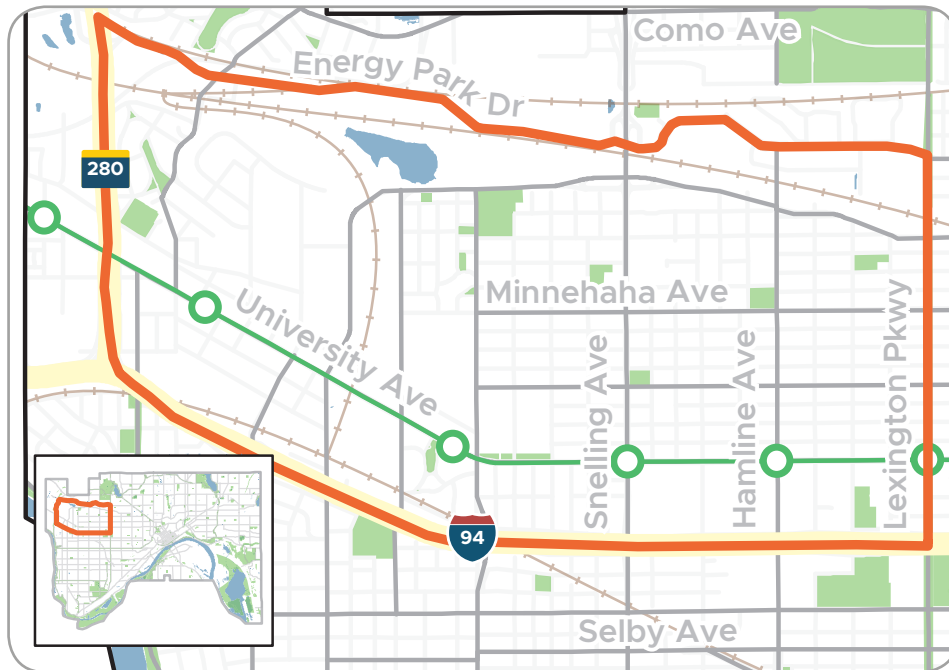


MARKET PROFILE: THE MIDWAY



The Midway is a place where people live, work, and play. It's a place where neighbors want to gather, eat at local restaurants, and shop, and where creative and innovative business owners choose to locate.

Affordable storefronts available along the Green Line, and industrial space accommodating production and creative office users, support a vibrant mix of business. Light rail moves people and heavy rail moves goods through this heart of the metro. The Midway is a place where everything from ethnic restaurants to law firms to manufacturing can thrive.



THE LOCATION

- Halfway between two downtowns
- Access to I-94 and Hwy 280
- 5 METRO Green Line stops
- 6 local bus routes & 1 rapid bus route
- Several freight rail connections
- Land use: 20% commercial
- Land use: 20% industrial



THE MARKET

- Average income: \$56,324
- 76% labor force participation rate
- 7% unemployment
- Top industries in the Midway:
 - Health care & social assistance
 - Waste management & remediation
 - Wholesale trade
- Investment in 2016
 - Major development: \$22 million
 - 196 building permits worth \$8.3 million
 - 26% permits for commercial construction



THE PEOPLE

- Well-educated - 49% with four-year degrees vs. 39% for all Saint Paul
- Jobs held by Midway residents:
 - 64% white collar
 - 15% blue collar
 - 21% service industry
- Young - median age: 33.1
- 59% homeowners (Saint Paul: 49%)
- 30% walk, bike, or take transit to work (Saint Paul: 20%)



THE AMENITIES

- 9.9 miles of bike lanes (+15.3 planned)
- Future home of Allianz Field
- Griggs-Midway office building
- Midway Office Warehouse
- Hamline University
- Griggs & Hancock rec centers
- 8 public parks
- 4 breweries & 2 local coffee shops