

Washington County Trade Area - Boundary Explanation

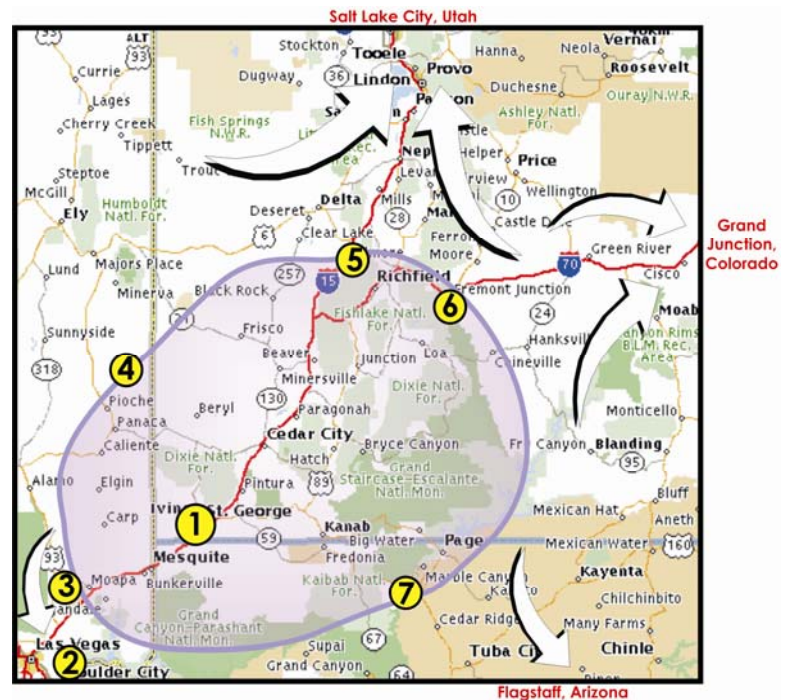
Because St. George services multiple outlying areas, it is important to utilize an irregular polygon to most accurately represent its demographic character. This is due primarily to the fact the St. George (*Marker 1*) is the primary business destination for southwestern and central Utah, a portion of northwestern Arizona known as the "Arizona Strip," and a small area of southern Nevada. Interstate 15 is the primary feeder, but a number of federal highways and state routes also contribute. For reference, most of the marked trade area is accessible within 120 minutes from downtown St. George, reasonable for a rural draw.

Las Vegas (*Marker 2, 120 miles south*) is the closest major metropolitan area with a population of just over 1.5 million, and would be the closest competitor for retail dollars. While it does offer world-class shopping, dining, and entertainment, it typically represents too much involvement for most regular shopping needs. Traffic and congestion are sufficient to discourage casual shoppers. From a community standpoint, St. George still offers a "small-town" feel more comfortable for many residents from the trade area, particularly those from the rural areas. Primary draws are building and industrial supplies, medical uses, education, entertainment and tourism.

Moving north from Las Vegas, the Washington County trade area begins at about Glendale/Overton (*Marker 3*). This is the point at which travel time to St. George for basic retail needs is roughly equivalent to that of Las Vegas with some adjustment made for traffic and ease of travel. This includes Mesquite, Nevada and a part of the Arizona Strip.

The western boundary (*Marker 4*) encompasses several small towns in rural Nevada with equivalent or easier access to Washington County. Fillmore (*Marker 5*) comprises the northern boundary. This is roughly the drive-time midway point between the south end of the Wasatch Front, with Provo being the first town to offer competitive amenities to St. George.

Along Interstate 70 (*Marker 6*), drive time is split between St. George and Grand Junction, Colorado; again with comparable services. To the east, Kanab and Fredonia (*Marker 7*) also rely on St. George for most amenities. This includes the balance of the Arizona Strip and outlying areas not equivalently accessing Flagstaff, Arizona to create the Washington County Trade Area. Realistically, an even greater area feeds into St. George, but would exceed the 120-minute limit arbitrarily placed here and would represent only occasional access. Arrows on the map are placed to indicate travel patterns for competitive areas.



Decisions on boundary placement were made on several factors: interviews with local businesses on customer origin, drive time, competition, and broker input (including Las Vegas). While specific uses should carefully evaluate their particular customer base and habit, we believe this represents a thoughtful and accurate overall retail trade area for Washington County.

