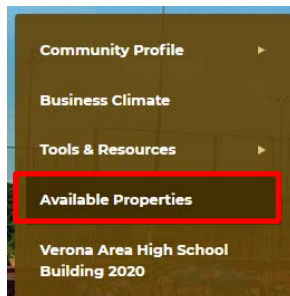


Running Location One Information Systems Reports

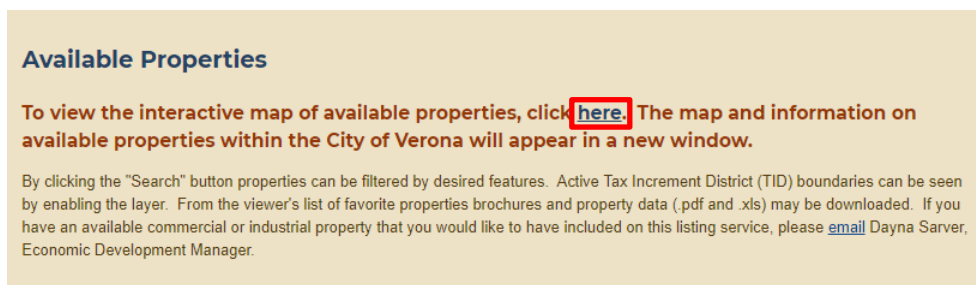
1. From the City of Verona website (www.veronawi.gov), select “Economic Development” from the drop down menu under “Government.”



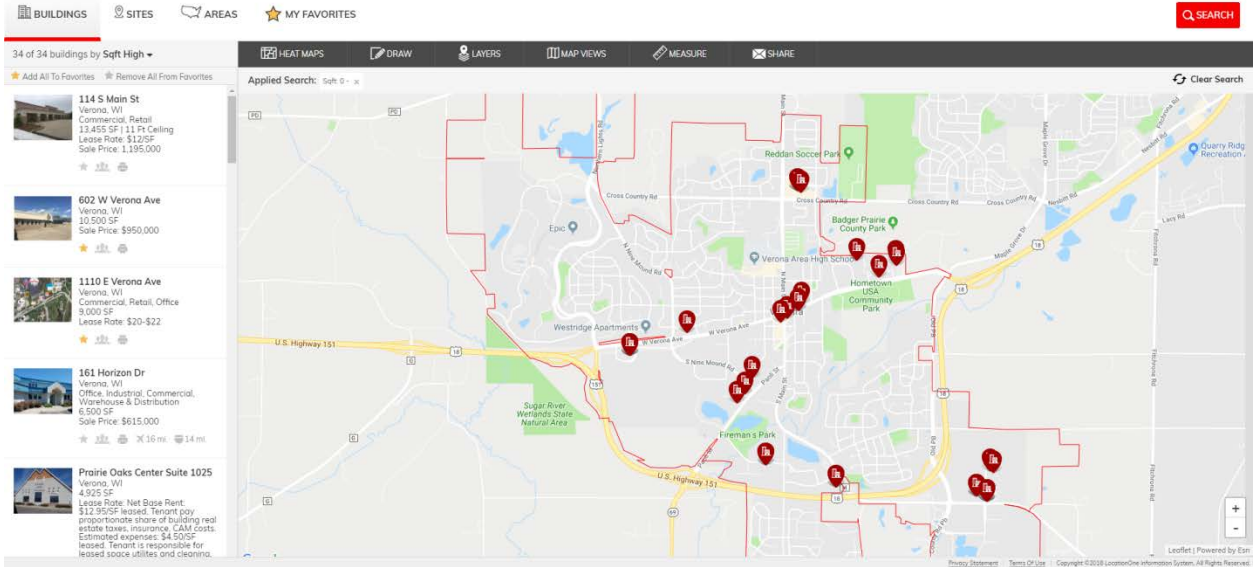
2. On the left side bar, click “Available Properties.”



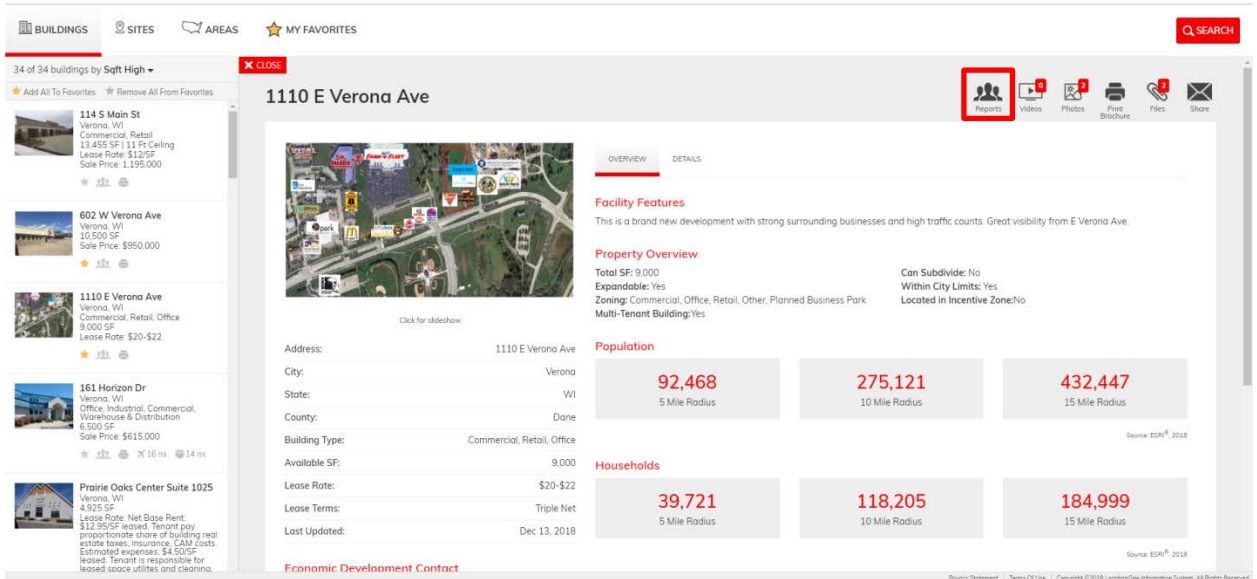
3. Click the underlined word “here” for the interactive map to open in a new tab.



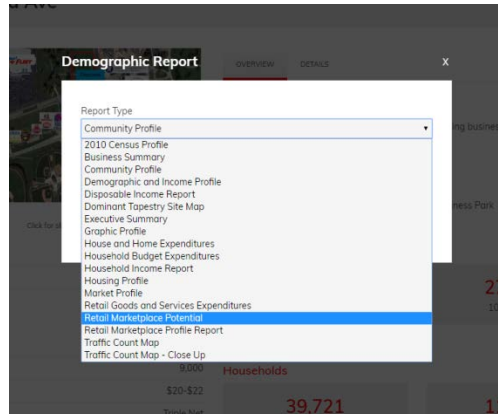
- From the interactive map, click on the property of interest and click on the white box on top of the map or click in the left column not on the map.



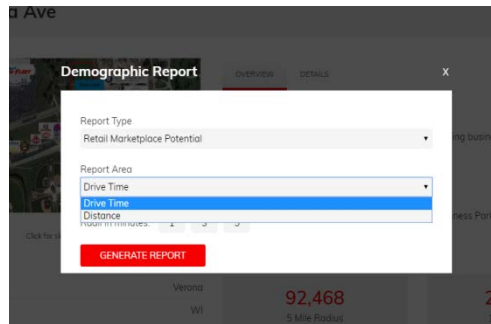
- In the upper right corner, click "Reports."




- From the drop down menu, select your desired report.





7. Select whether you want the report run based on the radius in miles from the location or the drive time in minutes from the location.



8. For each input, there will be a pdf report generated.

 Retail Marketplace Potential
1110 E Verona Ave Verona, WI
Drive Time: 5 minute radius
Latitude: 42.9955
Longitude: -89.5187

 Retail Marketplace Potential
1110 E Verona Ave Verona, WI
Drive Time: 10 minute radius
Latitude: 42.9955
Longitude: -89.5187

 Retail Marketplace Potential
1110 E Verona Ave Verona, WI
Drive Time: 15 minute radius
Latitude: 42.9955
Longitude: -89.5187

9. Note the Data Notes and sources at the bottom of the report.

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.
December 13, 2018