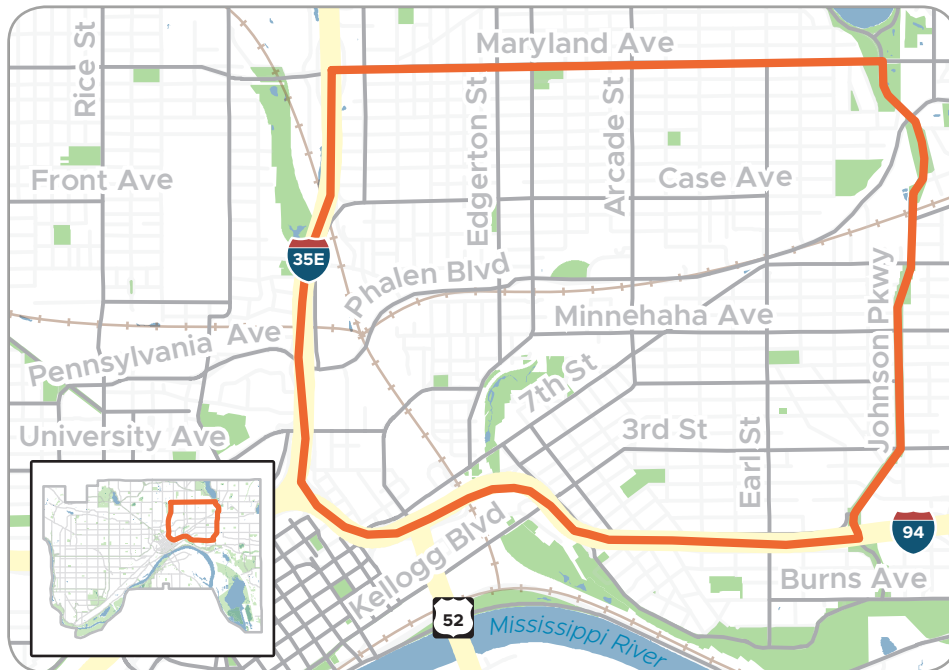


MARKET PROFILE: EAST SIDE



The East Side is surrounded by a mix of uses and opportunities; from industrial sites and a baking factory, to labor union offices and local breweries.

This area of Saint Paul offers a wide range of possibilities, all conveniently located near major transit networks and Saint Paul's ready and qualified labor market.

The East Side is also home to river and rail shipping access and minutes away from the Saint Paul Downtown Airport. Additionally, it has shovel-ready, industrially zoned sites and may qualify your business for financial incentives.



THE LOCATION

- Adjacent to downtown St. Paul
- Access to I-94 and 35E
- Access to freight rail
- 5 local bus routes
- 2 future Gold Line BRT stops
- Land use: 8% commercial
- Land use: 9% industrial



THE PEOPLE

- Very diverse - over 60% people of color
- Variety of skill and education levels
- Jobs held by East Side residents:
 - 49% white collar
 - 28% blue collar
 - 23% service industry
- Young - median age: 28.1
- 48% homeowners (Saint Paul: 49%)
- 9% walk, bike, or take transit to work (Saint Paul: 20%)



THE MARKET

- Average income: \$50,289
- 64% labor force participation rate
- 13% unemployment
- Top industries in the East Side:
 - Public administration
 - Educational services
 - Health care & social assistance
- Investment in 2016:
 - Major development: \$29 million
 - 147 permits worth \$6.9 million in 2016
 - 20% permits for commercial construction



THE AMENITIES

- Beacon Bluff development site
- Historic Hamm's Building
- Latino Economic Development Center
- Metro State University
- 13.2 mi bike lanes, incl. Bruce Vento Trail
- Arlington Hills Rec Center
- Mississippi Market Natural Foods Co-op & 2 local coffee shops