

**Table 5**  
**Potential Economic Benefits**  
**Midtown Visioning & Master Plan**

		SCENARIO	
		Moderate Growth (1)	High Growth (1)
<b>SUPPORTABLE RETAIL SPACE</b>			
<b>Generated by On-site Employment</b>	<b>Sq. Ft./Emp.</b>		
General Retail	<b>540</b>	28	64
Restaurants	<b>219</b>	12	16
Office/Business	<b>200</b>	26	52
MCS D Administrative Headquarters		300	300
City of Columbus Agencies		100	100
<b>Total - On-site Employment:</b>		<b>465</b>	<b>532</b>
Annual Spending on General Retail @	\$ <b>400</b>	\$ 186,176	\$ 212,854
Annual Spending on Food & Beverage @	\$ <b>1,200</b>	558,529	638,562
<b>Gross Annual Spending:</b>		<b>\$ 744,705</b>	<b>\$ 851,416</b>
<b>Generated by On-site Households</b>			
Total Housing Units		350	550
Average Household Income		\$ 50,000	\$ 50,000
<b>Total - Gross Annual Income:</b>		<b>\$ 17,500,000</b>	<b>\$ 27,500,000</b>
<b>Annual Spending on Retail</b>			
As % of Average HH Income @	<b>21.7%</b>	\$ 3,797,500	\$ 5,967,500
<b>SPENDING &amp; SUPPORTABLE SPACE:</b>			
Gross Annual Spending		\$ 4,542,205	\$ 6,818,916
Annual Required Sales Productivity (Per Sq. Ft.) @		\$ <b>200</b>	\$ <b>200</b>
<b>TOTAL SUPPORTABLE SPACE (SQ. FT.):</b>		<b>22,711</b>	<b>34,095</b>

*Source: Economics Research Associates, updated July 2005.*