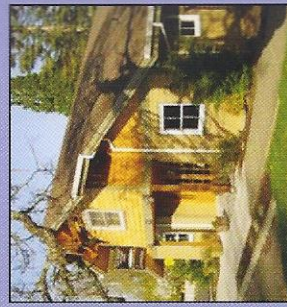


*Find Yourself in
Old Town Sherwood!*

A guide to business
opportunities in Old Town
Sherwood, Oregon



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***Imagine
your business
success here!***

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opportunities in
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Sherwood, Oregon

Inside:

- Sherwood's Market Vision
- Target Markets
- Business Targets
- A Look at Sherwood's
Old Town District

Old Town Sherwood is the civic heart and soul of this active and fast growing community. A historic mixed-use business district with one-of-kind specialty shopping, entertainment, restaurants and housing options that serve local families and visitors alike.

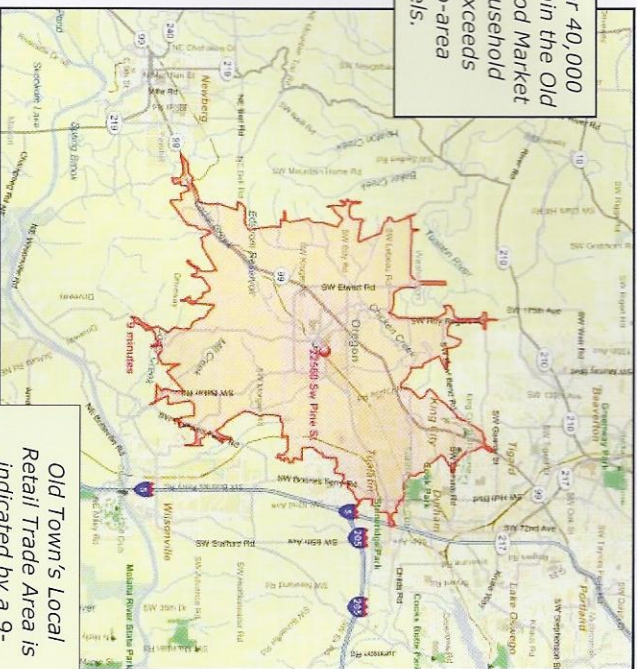
Sherwood desires a vibrant downtown filled with unique businesses that complement existing and emerging business clusters, enhance the local economy, and improve the local quality of life.

Old Town's Trade Area

"Old Town is Sherwood's living room. It is where we have festivals and events and that means 'family'."

-- Sherwood Resident

There are over 40,000 residents within the Old Town Sherwood Market Area; with household growth that exceeds county, metro-area and state levels.

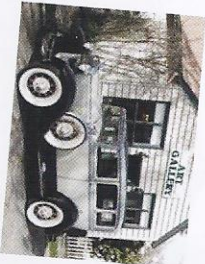


Old Town's Local Retail Trade Area is indicated by a 9-minute drive time.



What Old Town Sherwood Business Owners Envision for their District

- Personal service-oriented businesses
- Quality specialty shops with unique storefronts & signage
- Great restaurants with a range of offerings
- Quaint, inviting & accessible
- Historic image & ambiance
- Family-oriented
- Fun living & shopping environment
- Growing & prospering
- Beautiful, charming & diverse



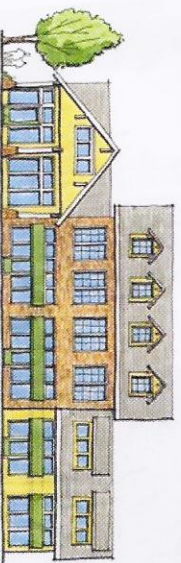
It's easy to see why

Old Town is Special



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"Old Town is the 'crown jewel' in the middle of town that has more potential than any other urban downtown. Let's make it happen!"

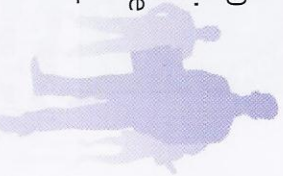


Old Town's Market Forecast

- ☑ The City of Sherwood and the larger Sherwood Market Area have grown faster, and will continue to grow faster, than Washington County and the Portland Metro Area as a whole.
- ☑ Currently, there is an unmet demand for 221,282 square feet of retail within the Sherwood Market Area. By 2013, an additional 226,488 square feet of retail can be supported based on projected population and income growth.
- ☑ Within the Sherwood Market Area, 26% of the population can be described as 'Up and Coming Families'. The profile for this group includes: young and affluent Generation Xers who have grown up and are now raising families. Their shopping preferences include purchases for family and home. There is existing unmet demand for apparel, general retail and restaurants.
- ☑ Data show that residents within the Sherwood Market Area consistently spend at a rate higher than the national average; boding well for new retail development.

Employees Enhance the Market

There are over 2,500 employees in more than 500 businesses within two miles of Sherwood City Hall. Employees working in and close to Old Town are an important 'captive' market for retail and service businesses. On average, office workers spend between 10-15% of their expendable income near their places of work.



Old Town Sherwood's Most Wanted List

Current Under-Served Market Categories Within Old Town's Market Area

Merchandise Categories	Annual Retail Leakage Within Sherwood Trade Area
Clothing & Clothing Accessories Stores	\$18 million/year
Full Service Restaurants	\$8.9 million/year
General Merchandise	\$9.5 million/year
Electronics & Appliances	\$10.5 million/year



"We have a great community spirit. We are a real home town community where people value and support locally owned businesses"

-- Sherwood resident

In 2007, Sherwood was ranked in the Top 20 Places to live in America.

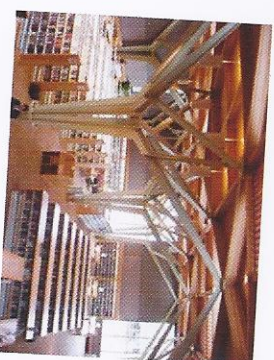
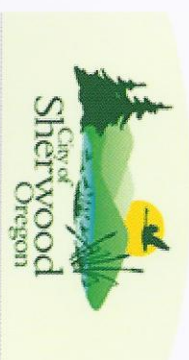


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Web: www.sherwoodchamber.org



*You'll discover why
Old Town Sherwood
is the place to be!*