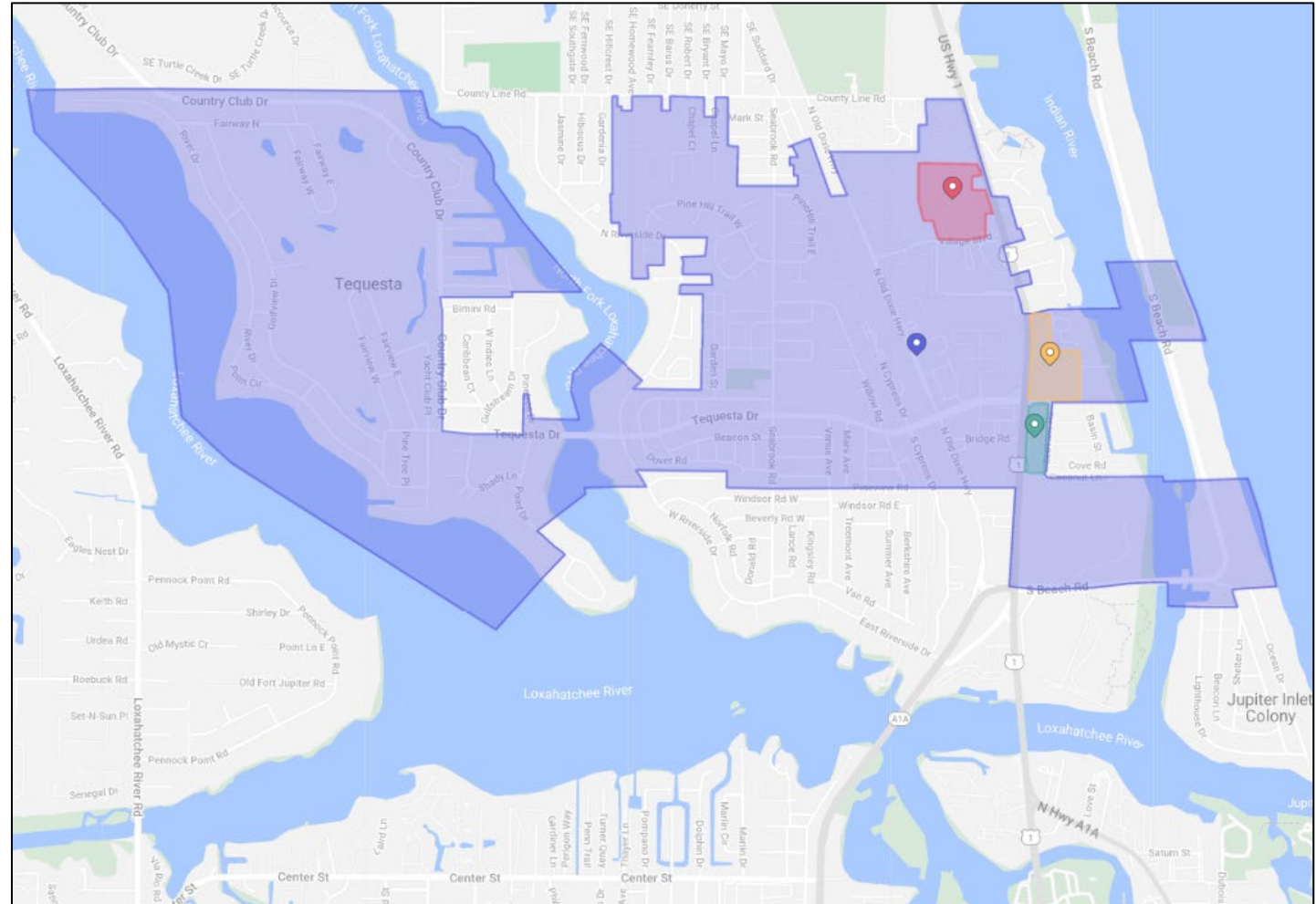


Village of Tequesta

Customer Foot Traffic Baseline Evaluation

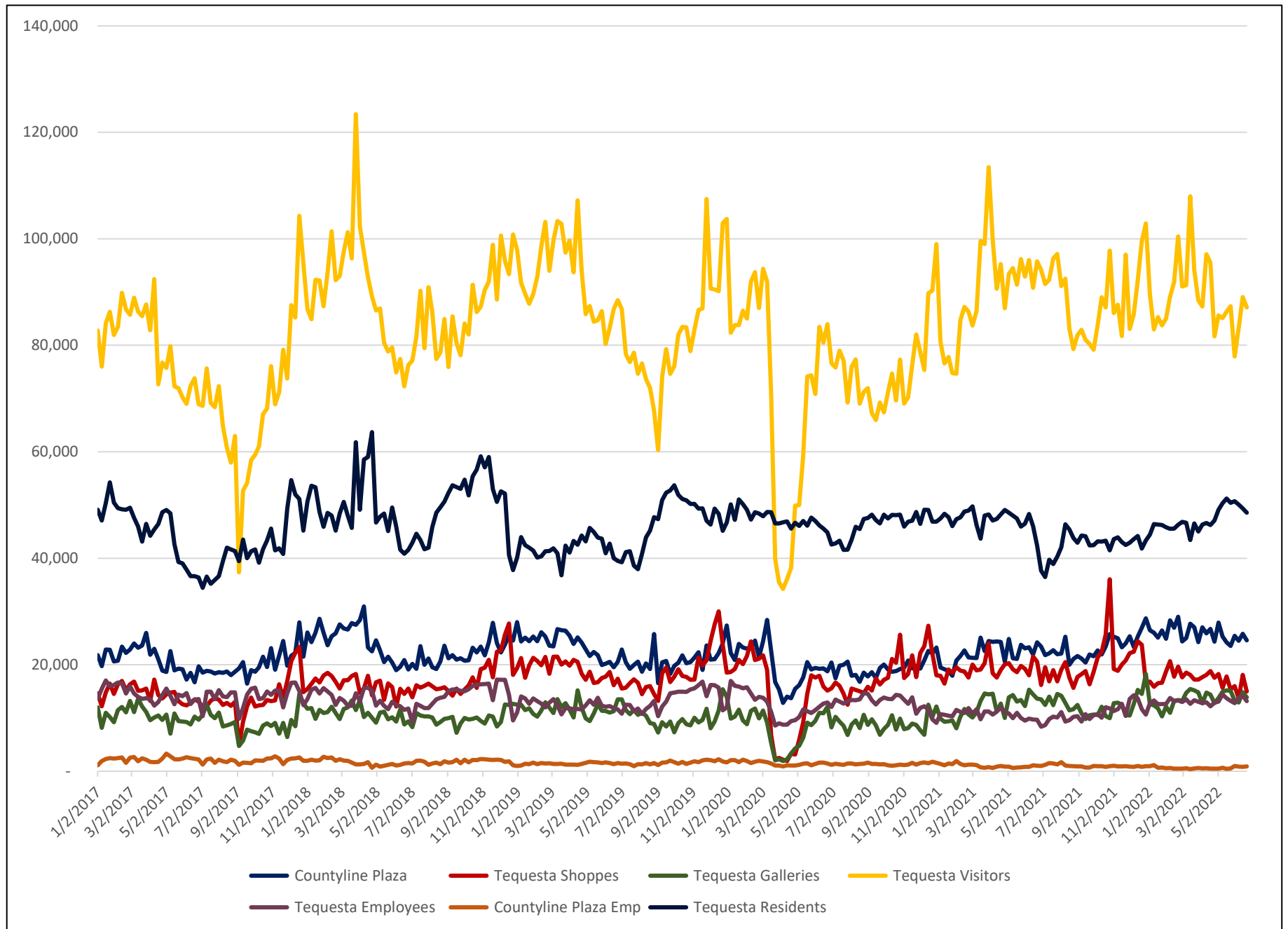
Goal and Study Area

- Goals
 - Identify historic seasonality patterns
 - Identify baseline periods for the foot traffic analysis.
- Study Areas and Audiences
 - Village-wide
 - Visitors
 - Residents
 - Countyline Plaza Shopping Center
 - Customers
 - Employees
 - Tequesta Shoppes Shopping Center
 - Customers
 - Tequesta Galleries Shopping Center
 - Customers



Weekly Visits

This chart shows the weekly foot traffic patterns for each of the study areas and audiences.

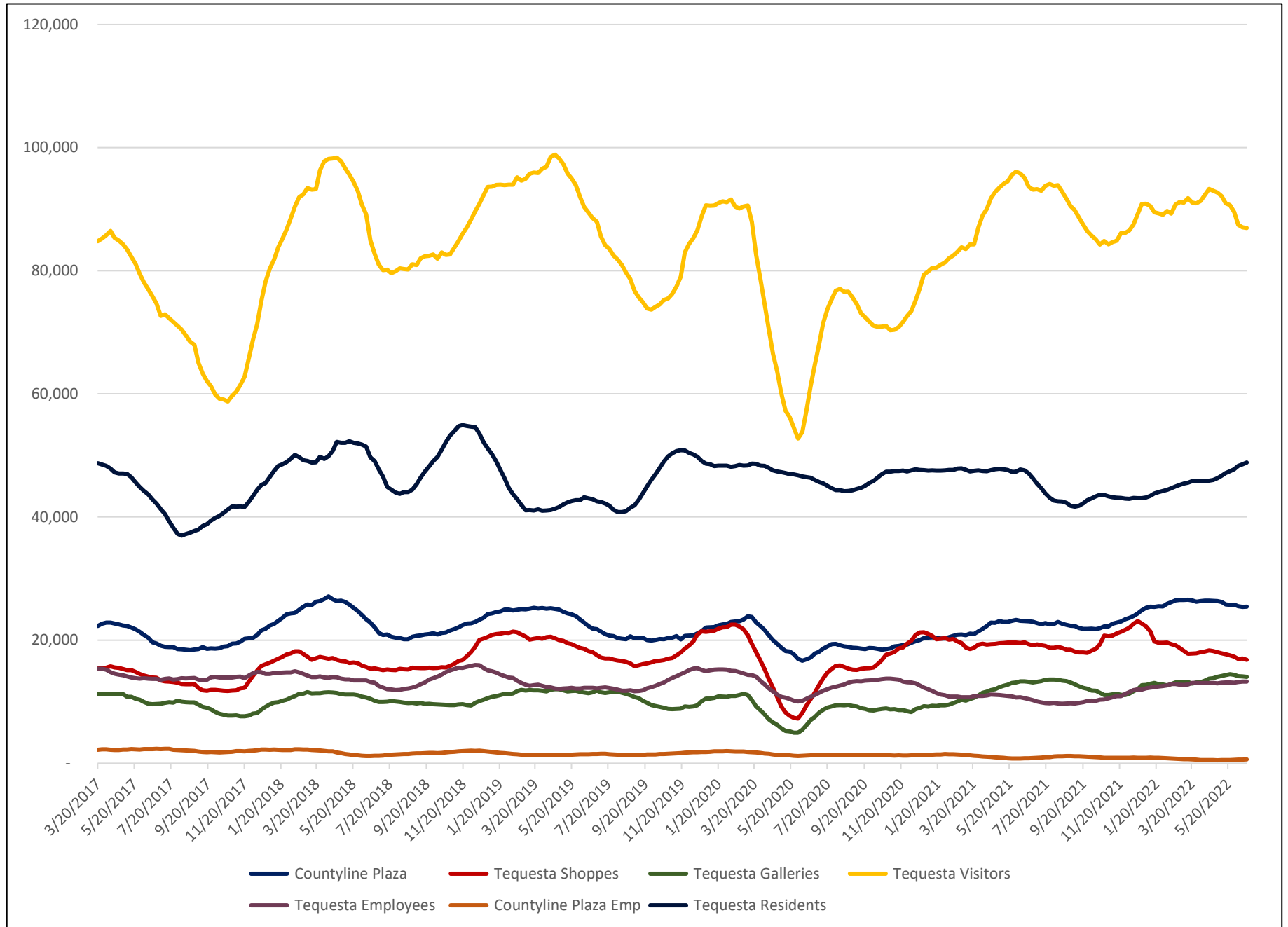


Weekly Visits

12 Week Moving Average

This chart smooths the trendlines by graphing the 12-week moving average for each of the study areas.

For the village-wide measures (visitors and residents), while some fluctuation continues, the most recent twelve months demonstrate a narrower range of seasonality compared to pre-pandemic periods.



Weekly Visits

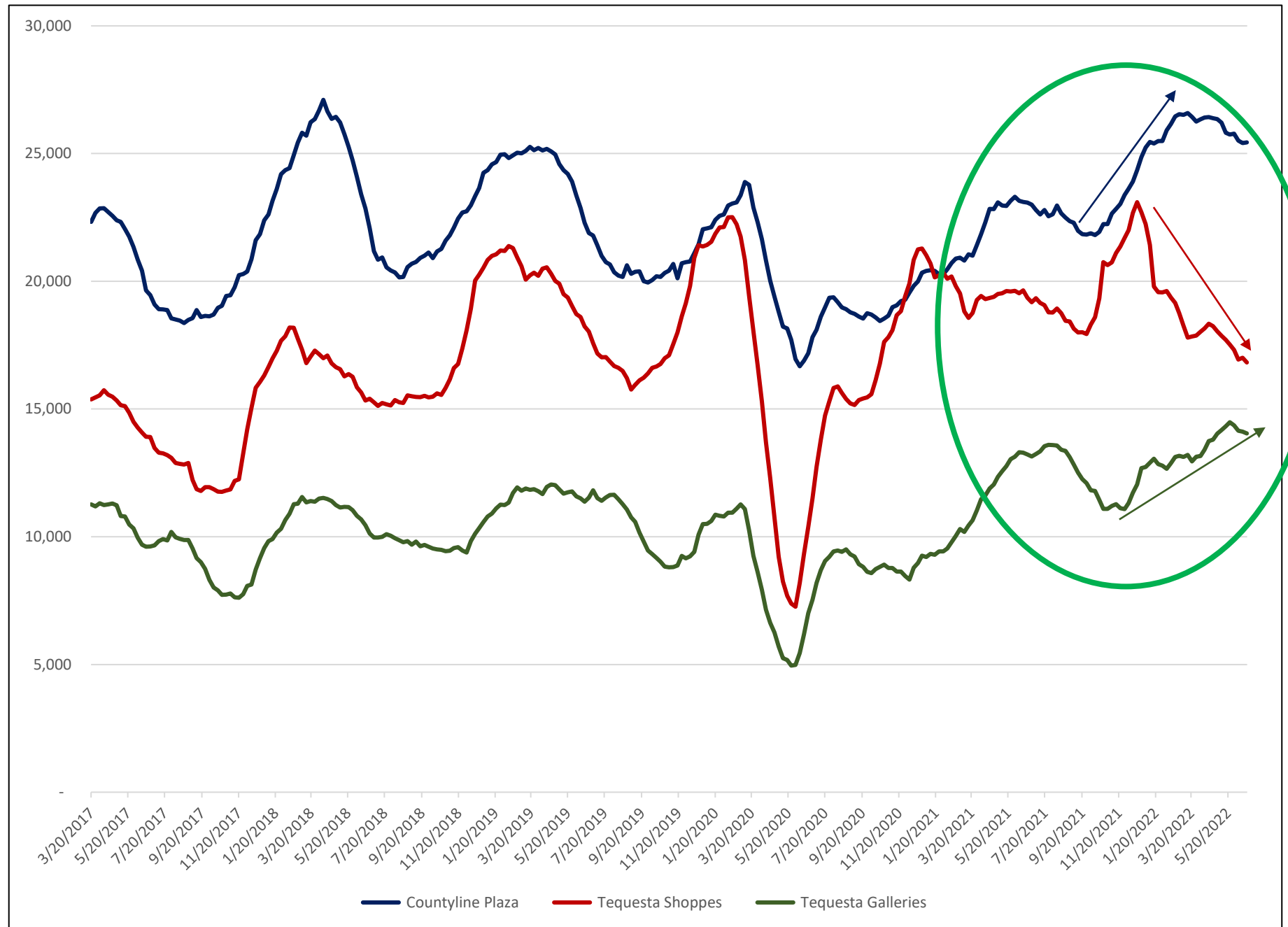
US 1 Shopping Centers

This chart shows the weekly foot traffic patterns for each of the three shopping centers located along US-1, which are the most likely to be impacted by the closure of the bridge.

Through the pandemic, the three centers followed similar seasonality trends.

While Countyline Plaza experienced a decline in customer visits during the pandemic, the decline was not of the magnitude of the other two centers, likely due to the presence of Publix.

Since the peak of the pandemic, Countyline Plaza and Tequesta Galleries have followed a similar growth trend. During this time, Tequesta Shoppes has followed a contrarian trend to the other two centers.

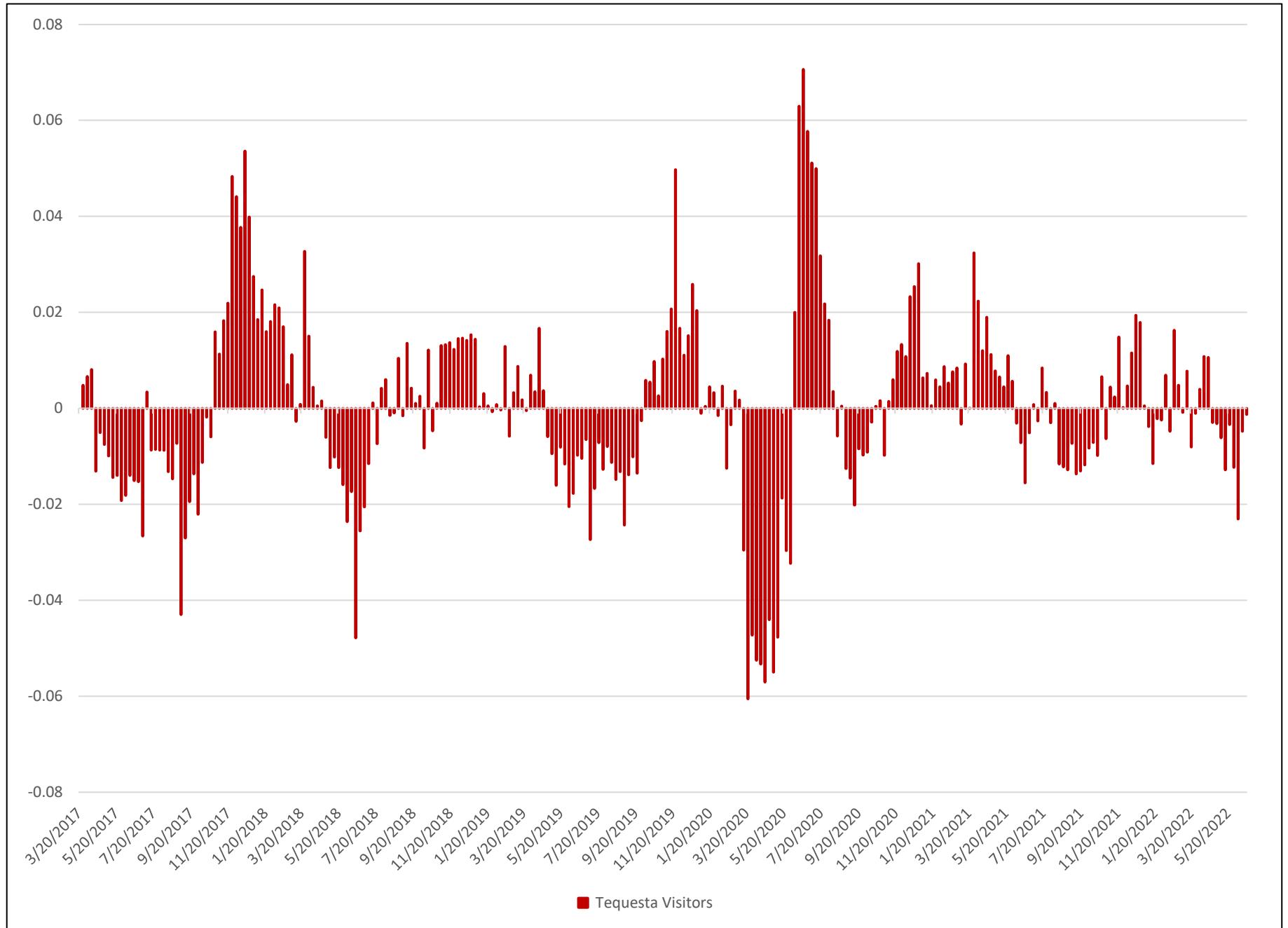


Weekly Visits

Visitors to Tequesta

This chart shows the week to week change in foot traffic trends for visitors to the Village of Tequesta.

This chart clearly shows periods of seasonal growth and decline of visitors.



Weekly Visits

Visitors to Tequesta

This chart shows the week to week change in foot traffic trends for visitors to the Village of Tequesta, overlaid with the trends for the other study areas (thin bars).

This chart clearly shows periods of seasonal growth and decline of visitors.

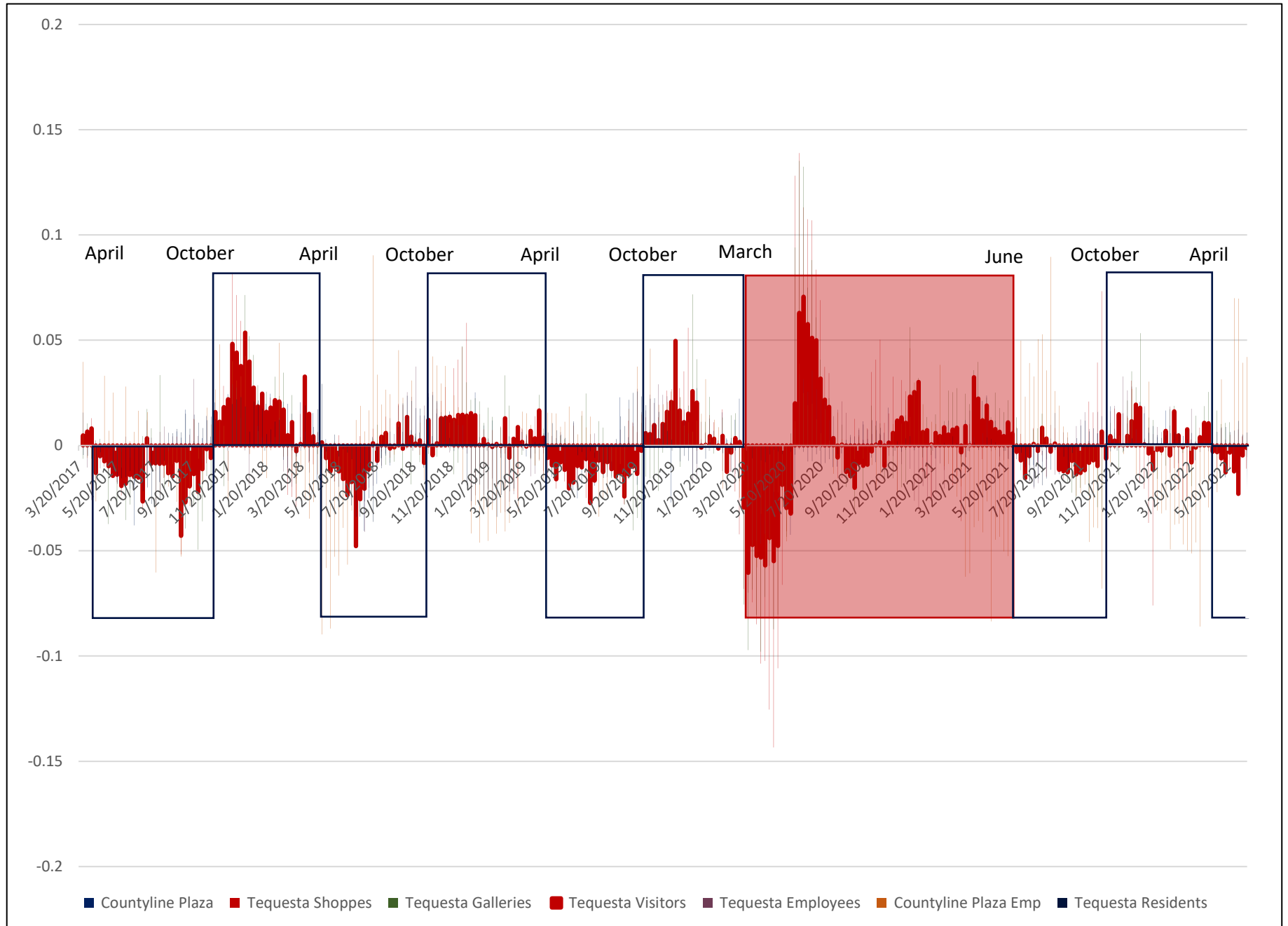
The boxes identifies the beginning and end of periods of increasing visitation (above the axis) and declining visitation (below the axis).

According to the trends observed in this chart, the general seasonality in Tequesta:

Visitation begins to increase in October and peaks in January. (Peak Season)

Visitation begins to decline in April and reaches a low in June/July. (Off Season)

This trend was disrupted by the pandemic, with significant decline beginning in March 2020, with customer visits picking back up beginning in June 2020 as restrictions began to ease. Visitation continued to increase through June 2021 rather than begin to decline earlier in April like in prior years.



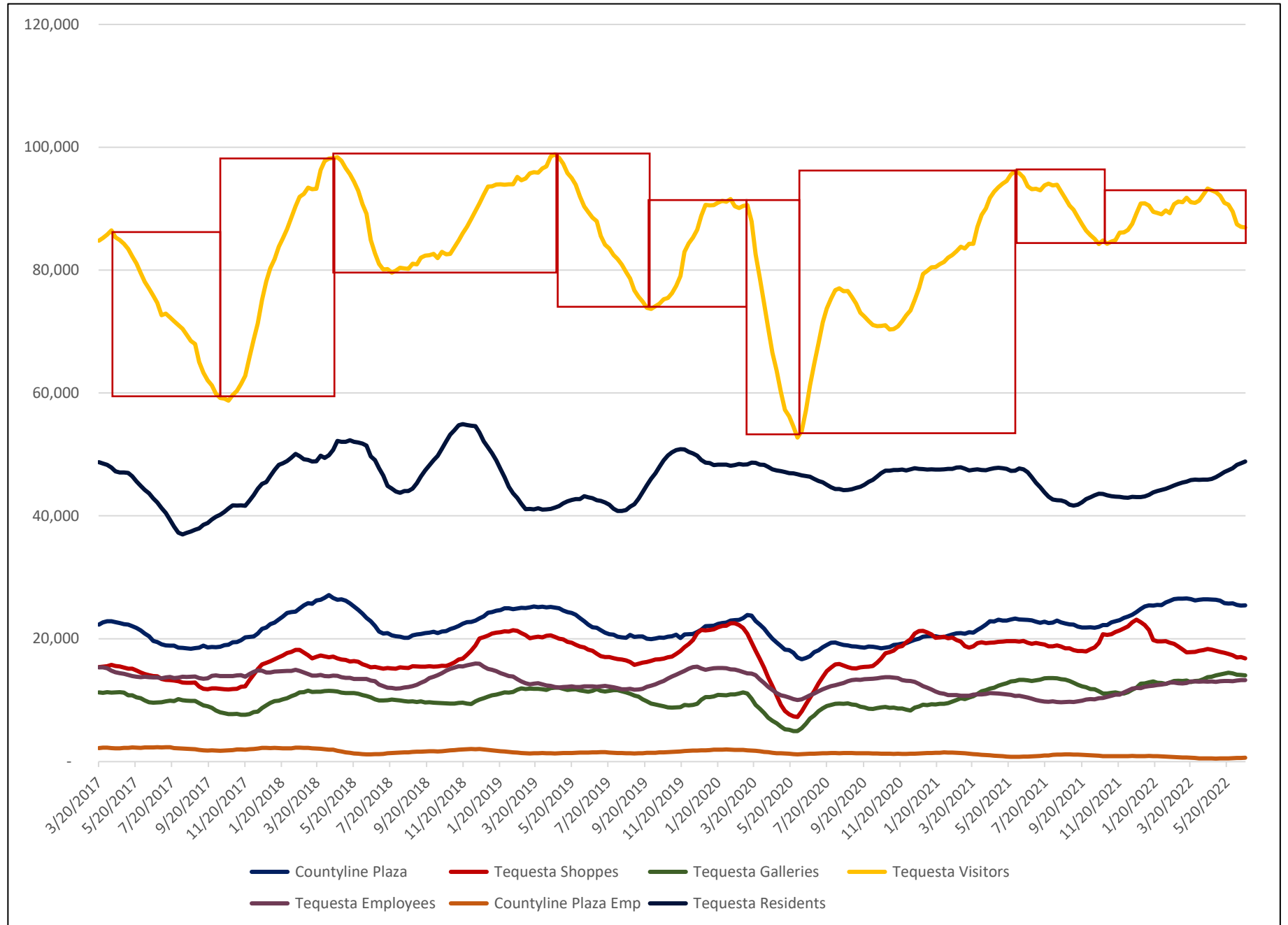
Weekly Visits

12 Week Moving Average

This chart that smooths the trendlines by graphing the 12-week moving average for each of the study areas was further evaluated similar to the previous chart.

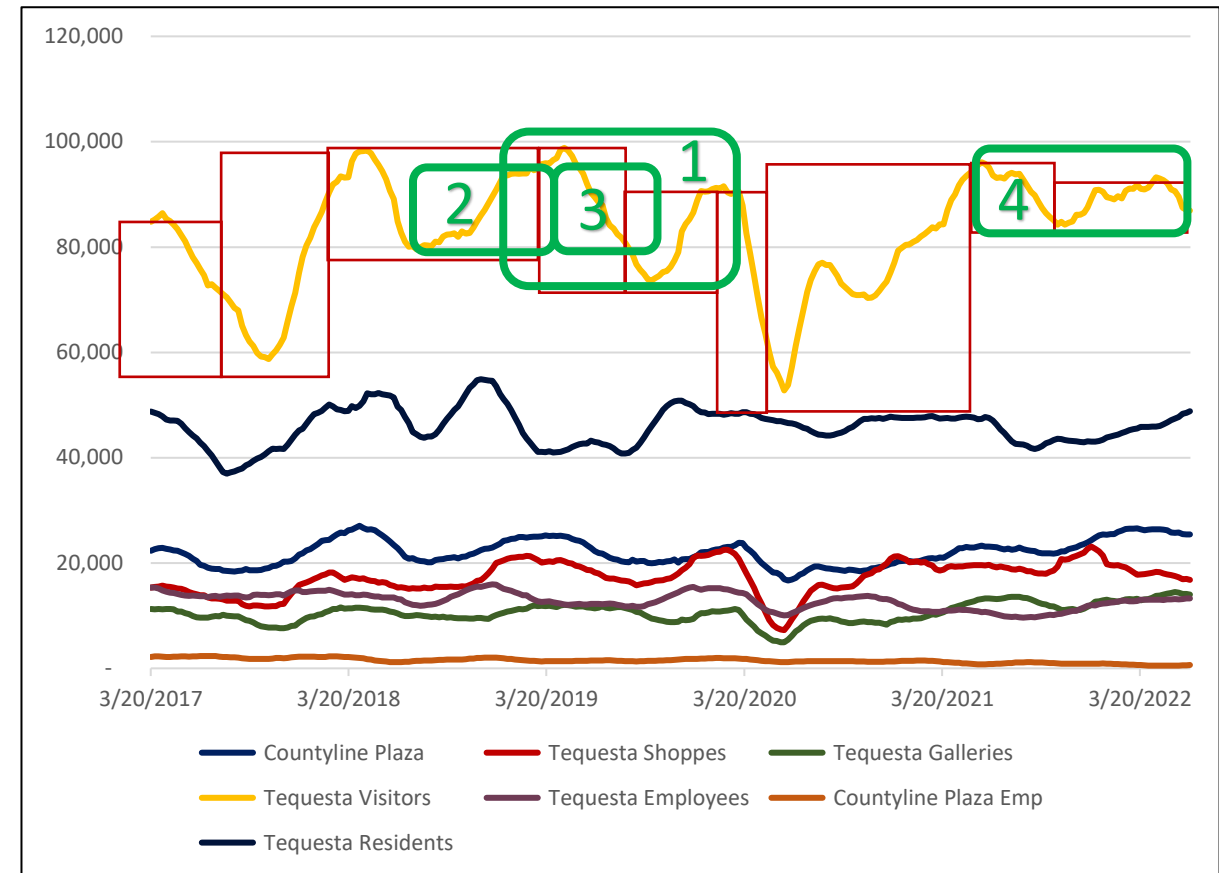
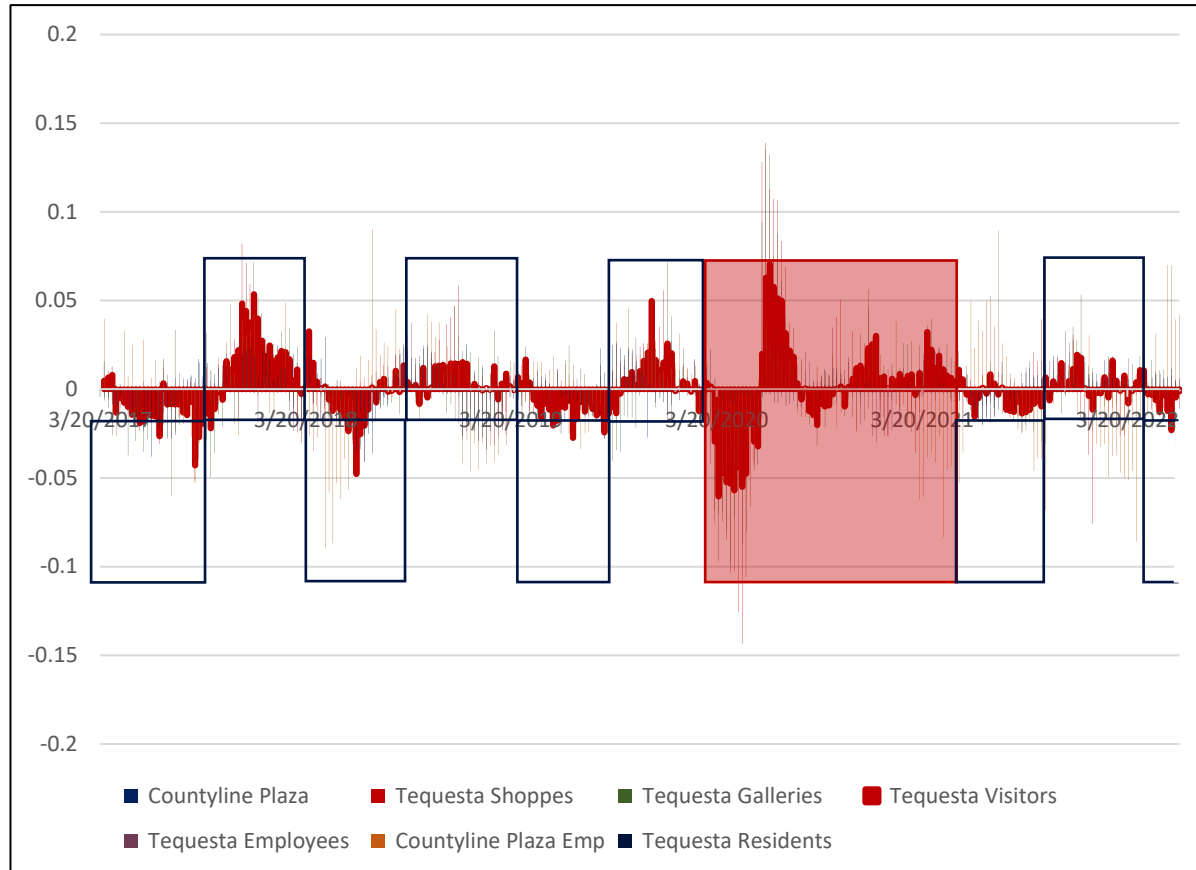
Each red box encloses the top and bottom of each seasonal trend period.

Since stabilization from the pandemic has continued, the visitation to the Village has remained in a much narrower range than the pre-pandemic seasonality.



Baseline Determination

The evaluation of the 2017-2022 foot traffic trends indicates that there are four baseline periods that should be evaluated.



Baseline Recommendations (Outlined in Green)

- | | |
|-------------------------------|----------------------------|
| 1. Pre-Pandemic Annual Trends | January 2019-December 2019 |
| 2. Pre-Pandemic Peak Season | October 2018-April 2019 |
| 3. Pre-Pandemic Off Season | April 2019-October 2019 |
| 4. Post Pandemic Baseline | June 2021-June 2022 |