There is plenty of opportunity for business growth in Mt. Airy. From storefronts and offices on historic Germantown Avenue, to smaller commercial hubs on neighboring side streets, Mt. Airy has the right space for you.

Don’t hesitate – consider making Mt. Airy home for your business.

Business climate supports entrepreneurs and small businesses through:

- Storefront Improvement Program
- Kiva Zip Program
- Existing unique, independently-owned stores
- Philadelphia Immigrant Innovation Hub
- Strong support from local residents

New Investments

- Streetscape Improvements (trees, sidewalks, lighting, benches)
- Storefront Improvements
- New Residential Construction

15,000 Visitors to STREET FARE in 2015

Other seasonal events include: Supper Sessions on the Avenue, Moonlight Movies in Mt. Airy, and more

Active Business Improvement District
Commercial Landlord Coalition
& Business Association with
80 Members

Highly Accessible via public transit & car;
Free Parking Lot on Germantown Avenue

- 20-30 minutes to Center City
- Adjacent to the Wissahickon

Mt. Airy USA
6703 Germantown Avenue
Suite 200
Philadelphia, PA 19119
215.844.6021
### 2015 RETAIL SPENDING GAP

<table>
<thead>
<tr>
<th>Category</th>
<th>Retail Gap</th>
<th>Aggregate Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery Stores</td>
<td>45%</td>
<td>$56.2M</td>
</tr>
<tr>
<td>General Merchandise Stores (excl. Dept. Stores)</td>
<td>95%</td>
<td>$36.6M</td>
</tr>
<tr>
<td>Full-Service Restaurants</td>
<td>58%</td>
<td>$26.1M</td>
</tr>
<tr>
<td>Limited-Service Eating Places</td>
<td>58%</td>
<td>$22.8M</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor Stores</td>
<td>69%</td>
<td>$18.5M</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>92%</td>
<td>$14.1M</td>
</tr>
<tr>
<td>Jewelry Store*</td>
<td></td>
<td>$9.6M</td>
</tr>
<tr>
<td>Automotive Parts/Accessories, Tire Stores*</td>
<td>87%</td>
<td>$7.4M</td>
</tr>
<tr>
<td>Office Supplies, Stationery &amp; Gift Stores</td>
<td>87%</td>
<td>$6.9M</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>95%</td>
<td>$6.0M</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>87%</td>
<td>$5.6M</td>
</tr>
<tr>
<td>Nursery/Garden Center*</td>
<td>92%</td>
<td>$5.5M</td>
</tr>
<tr>
<td>Hardware Stores*</td>
<td></td>
<td>$4.9M</td>
</tr>
<tr>
<td>Sporting Goods Store*</td>
<td></td>
<td>$4.4M</td>
</tr>
<tr>
<td>Other Health &amp; Personal Care Stores</td>
<td></td>
<td>$2.7M</td>
</tr>
<tr>
<td>Hobby, Toy, &amp; Game Stores*</td>
<td>92%</td>
<td>$2.5M</td>
</tr>
<tr>
<td>Shoe Stores*</td>
<td></td>
<td>$1.4M</td>
</tr>
<tr>
<td>Optical Goods Store*</td>
<td></td>
<td>$1.4M</td>
</tr>
</tbody>
</table>

*Aggregate Expenditures = Retail Gap

Note: The above graph shows total expenditure potential and leakage based on the corridor’s retail trade area.

### 2015 DEMOGRAPHICS

- **Population:** 31,735
- **Population Density (per square mile):** 9,856
- **Projected Population Growth 2015-2020:** 1.2%
- **Daytime Population:** 2,673
- **Households:** 14,067
- **Homeowner Households:** 57.3%
- **Median HH Income:** $50,753
- **Average HH Income:** $73,917
- **HH Income >$50,000:** 50.7%
- **Median Age:** 43.2

### TRAFFIC COUNTS ON GERMANTOWN AVENUE

- Between Allens Ln & Mt. Pleasant Av: 9,825
- Between Upsal St & Washington Ln: 8,358

Mt. Airy is close to high-income communities to the northwest.

2015 income statistics for these areas include:

- **$89,701** Median HH Income
- **$125,319** Average HH Income
- **72.3%** HH Income >$50k