



Marion County
Board of County Commissioners

Growth Services
2710 E. Silver Springs Blvd.
Ocala, FL 34470
Phone: 352-438-2600
Fax: 352-438-2601

APPLICATION COMPLETE

DATE COMPLETED 5/30/24
INITIALS [Signature]

TENTATIVE MEETING DATES

P&Z PH 7/29/24

BCC/P&Z PH 8/20/24

RECEIVED

MAY 29 2024

Marion County
Growth Service

MARION COUNTY APPLICATION FORM FOR LARGE- AND SMALL-SCALE
COMPREHENSIVE PLAN AMENDMENTS

Staff Use Only: Case # 1__ - _____

PLEASE CHECK THE APPROPRIATE APPLICATION TYPE BELOW:	
LARGE-SCALE MAP AMENDMENT _____	SMALL-SCALE MAP AMENDMENT <u> x </u>
TEXT AMENDMENT _____	TEXT AMENDMENT _____
	<i>(Text amendment must be associated with submitted small-scale map amendment)</i>

REQUIRED DOCUMENTS TO ATTACH TO APPLICATION (add additional pages if necessary):

- 1) Certified legal description with a boundary sketch signed by a Florida registered surveyor for the specific property proposed to be amended. Certified legal description must include the acreage.
 - 2) Copy of the most recent deed covering the property included within the proposed amendment.
 - 3) Notarized owner affidavit(s) – see third page of this form.
 - 4) Application fee – cash or check made payable to “Marion County Board of County Commissioners.”
 - 5) Additional information, including proposed text amendment language, necessary to complete application.
- (NOTE: If applying for text amendment only, skip filling out the rest of the form except for applicant and/or authorized agent contact information requested on this page.)

Marion County Tax Roll Parcel Number(s) Involved	Parcel Section, Township, Range (S-T-R)	Acreage of Parcel(s)	Current Future Land Use Category	Proposed Future Land Use Category
12550-000-00	27-14-20	34.31	RAC / RL	RAC / RL

CONTACT INFORMATION (NAME, ADDRESS, PHONE NUMBER, FAX AND EMAIL)	
Property owner/applicant	Authorized agent (if not the owner/applicant)
Meridian Land Holdings, LLC 4950 NW 150TH AVE, MORRISTON FL 32668 o: 352-351-3834 e: mary@delzottogroup.com	Klein & Klein, LLC (Austin T. Dailey, Esq.) 40 SE 11th Ave, Ocala, FL 34471 o: 352-732-7750 f: 352-732-7754 e: austin@kleinandkleinpa.com

Staff Use Only: Application Complete – Yes Received: Date 5/29/24 Time 11:46 a.m./p.m. Page 1 of 3

PROJECT: 2023120076
AR: 31617

“Meeting Needs by Exceeding Expectations”

CONCEPTUAL PLAN FOR SITE AVAILABLE? YES NO
(IF YES, PLEASE ATTACH TO APPLICATION)

<p>EXISTING USE OF SITE: Barn and pasture</p>
--

<p>PROPOSED USE OF SITE (IF KNOWN): Rural Activity Center permitted uses, including without limitation farm supply store including seed, feed, fertilizer, fencing posts, tack, equestrian hay, hardware, farm irrigation & plumbing, garden & landscape supplies, & farm equipment</p>
--

WHICH UTILITY SERVICE AND/OR FACILITY WILL BE UTILIZED FOR THE SITE?		
Well <input checked="" type="checkbox"/>	Centralized water <input type="checkbox"/>	Provider _____
Septic <input checked="" type="checkbox"/>	Centralized sewer <input type="checkbox"/>	Provider _____

DIRECTIONS TO SITE FROM GROWTH SERVICES BUILDING (2710 E. SILVER SPRINGS BLVD., OCALA):

Turn left on E. Silver Springs Blvd, in 2.2 miles turn right on N. Pine Ave. In .7 miles turn left on US HWY 27 N. In 9.8 miles the destination is on the left.

Attachment A
PROPERTY OWNER AFFIDAVIT

STATE OF FL
COUNTY OF Marion

BEFORE ME THIS DAY PERSONALLY APPEARED Laura Del Zotto,
Affiant's name, printed

WHO BEING DULY SWORN, DEPOSES AND SAYS THAT:

1. He/she is authorized to bind Meridian Land Holdings, LLC, the owner of the real property legally identified by Marion County Parcel numbers:
12550-000-00, _____, _____.
2. He/she duly authorizes and designates Klein & Klein, LLC (Austin T. Dailey, Esq.) to act in his/her behalf for the purposes of seeking a change to the future land use map designation of the real property legally described by the certified legal description that is attached with this amendment request;
3. He/she understands that submittal of a Comprehensive Plan map and/or text amendment application in no way guarantees approval of the proposed amendment;
4. The statements within the Comprehensive Plan map and/or text amendment application are true, complete and accurate;
5. He/she understands that all information within the Comprehensive Plan map and/or text amendment application is subject to verification by county staff;
6. He/she understands that false statements may result in denial of the application; and
7. He/she understands that he/she may be required to provide additional information within a prescribed time period and that failure to provide the information within the prescribed time period may result in the denial of the application.
8. He/she understands that if he/she is one of multiple owners included in this amendment request, and if one parcel is withdrawn from this request, it will constitute withdrawal of the entire amendment application from the current amendment cycle.

Laura Del Zotto
Affiant's signature

5/29/24
Date

Signed and sworn to (or affirmed) before me on 5/29/24 by _____ by
(Date)

Laura Del Zotto He/she is personally known to me or has produced
(Affiant's name) _____

_____ as identification and appeared by physical presence, or
(Driver's license, etc.) remote online notarization

St. Ruth
Notary public signature



State of Florida County of Marion
My commission expires: 06/17/2025

Statement of Need for RAC Expansion

Addressing Agricultural and Equestrian Needs

The proposed expansion of the Rural Activity Center (RAC) to include a comprehensive farm supply store is essential for meeting the growing demands of the local agricultural and equestrian community. Currently, farmers and equestrians are required to travel substantial distances to obtain essential supplies, resulting in increased costs and inefficiencies created by long travel distances and multiple stops. The addition of a farm supply store, offering products such as seed, feed, fertilizer, fencing posts, tack, equestrian hay, hardware, irrigation and plumbing supplies, garden and landscape materials, and farm equipment, will serve as a centralized resource hub in a RAC which is in need of a catalytic development to spur utilization.

Strategic Property Utilization

The designated property for this expansion is ideally suited due to its ample size, practical layout, and strategic access points. The property is approx. 34.3 acres, making it the largest property in the RAC. The substantial size of the property will allow it to accommodate a diverse range of products, ensuring comprehensive availability for all necessary supplies in one location. The size also allows for efficient layout and easy navigation for customers, enhancing the overall shopping experience and providing ample space for parking, drive aisles, stormwater controls, and buffer areas. Furthermore, the property's multiple access points from major roads and highways provide excellent accessibility and flexibility through the site plan process. The property is located at the convergence of two collectors (464B and 110th) and US HWY 27, and is approximately 0.5 miles from NW HWY 225, another collector. This location serves customers and households from the north, south, and especially from the west, as there are currently no RACs or commercial nodes between this location and the intersection of 464B and the county line ~6.5 miles to the west.

Eliminating Urban Sprawl

Expanding the RAC to include this farm supply store will contribute to the objective of concentrating commercial activities within designated areas, thereby mitigating urban sprawl and preserving the rural and equestrian character of the region. By centralizing commercial development within the RAC, existing infrastructure can be utilized more efficiently, reducing the environmental impact associated with dispersed development.

Utilizing an Underutilized RAC

This particular RAC is currently underutilized, offering an excellent opportunity to enhance its economic viability and community value. Developing a farm supply store within this RAC on its largest parcel ensures that the area is put to productive and beneficial use and will transform the RAC into a more dynamic and attractive destination, encouraging further investment and growth. By

Attachment A

revitalizing the RAC, the project will foster economic development, create jobs, and provide a central location for agricultural and equestrian supplies, thereby supporting local businesses and the broader community.

Supporting Fellowship, Marion County

The Fellowship County Census Division (CCD) has a unique demographic profile compared to the broader county. According to the US Census Bureau's Fellowship CCD profile (May 2024), there are an estimated 14,934 households in the Fellowship CCD, the median age in Fellowship is significantly higher at 64.4 years compared to the county's median of 48.5 years, and those 65 and older living in Fellowship make up 48.7% of its population, as opposed to 29.1% of the county's population. This older population living in Fellowship also has an average commute time of 28.4 minutes. Adding a vibrant and comprehensive rural supply store will reduce distances traveled by the residents of Fellowship and provide them nearby services in an appropriate location, reducing traffic, emissions, and enhancing quality of life.

Supporting the Equestrian Community

Providing accessible equestrian supplies is crucial for supporting local horse farms and equestrian activities, which are integral to the area's culture and economy. The project aligns with the preservation goals of the Marion County Farmland Preservation Area (FPA) by supporting agricultural activities and ensuring that commercial development is compatible with the rural and equestrian character of the region. There are no other farm/equestrian stores within the Fellowship RAC, nor are there any within 3 miles. The nearest stores with some overlapping offerings are: Ocala Breeders' Feed & Supply (3.4 miles away in HWY 225A RAC), Berrettini Feed Specialists, Larsen Farms, and United Hay Sales and Equine Supplies (~4.5 miles in Blitchton RAC), Rural King (~8.1 miles away), Seminole Feed – 40 West Location (7.5 miles). It is worth noting that those distances are from the subject property to the other businesses, and do not account for additional travel required to get from surrounding landowners to those locations, which in many cases is significantly farther, or requires driving to the Fellowship RAC to then use Hwy 27 to access those stores.

Proximity to Equine Performance Center (EPC)

The RAC's proximity to the Equine Performance Center (EPC) further enhances its strategic value. The EPC, known for its state-of-the-art rehabilitation and conditioning facilities for horses, attracts numerous equestrians to the area. The addition of a farm supply store nearby will provide convenient access to essential supplies for EPC visitors, strengthening the overall appeal and functionality of the RAC. This synergy will support the local equestrian industry, enhancing both the economic and practical aspects of the community's agricultural and equestrian activities.

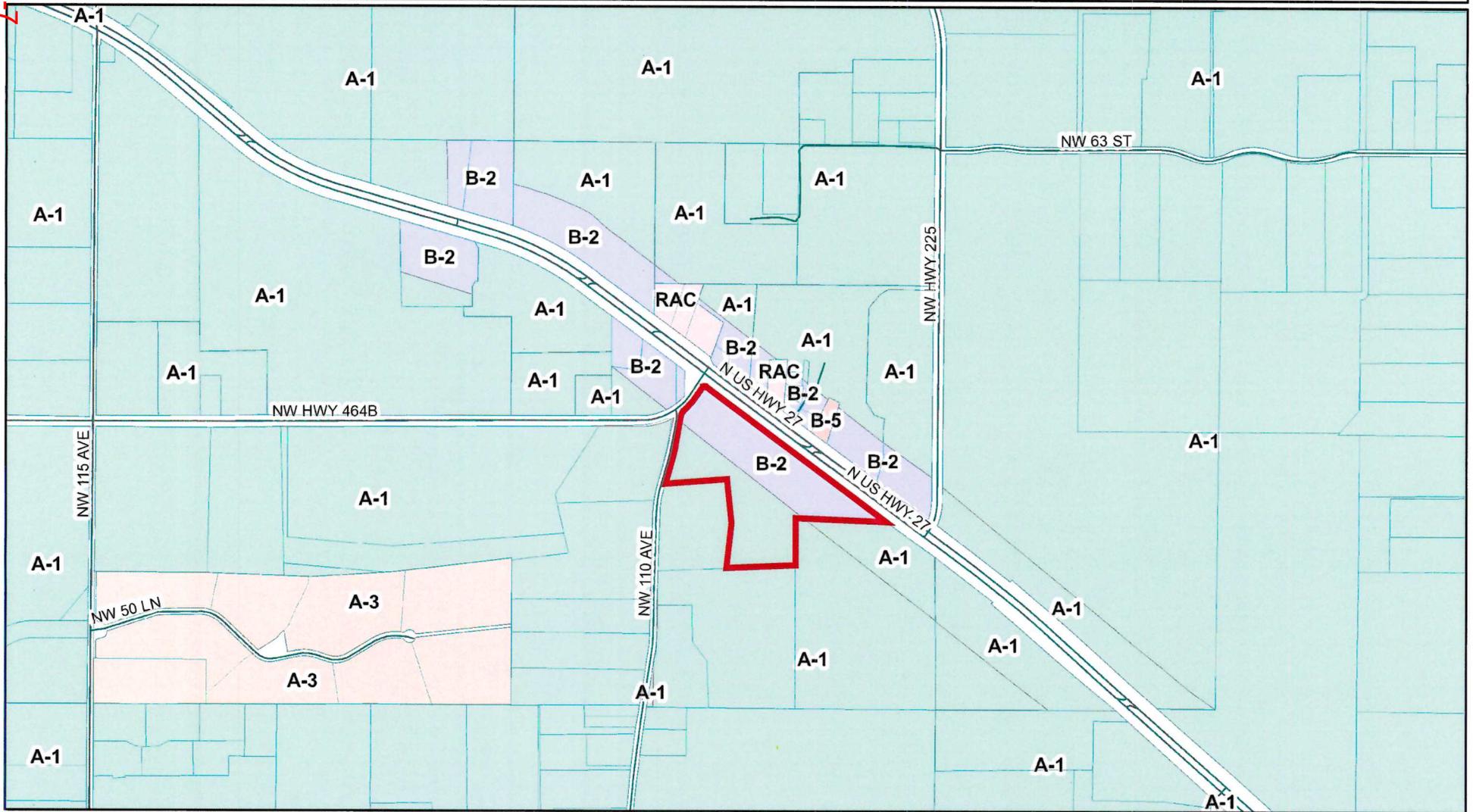
Compatibility with Farmland Preservation Goals

Attachment A

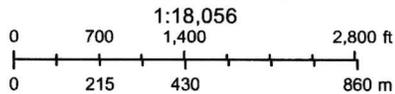
The expansion of the RAC aligns with the mission of organizations like Horse Farms Forever, which emphasize the importance of maintaining the unique agricultural and equestrian heritage of the region. These organizations advocate for thoughtful, well-managed growth that protects farmland while enhancing the local economy. The farm supply store will support the preservation of agricultural lands by providing necessary resources for their maintenance and improvement and by concentrating the commercial services useful to the Farmland Preservation Area within well defined nodes at consequential intersections, thereby contributing to the long-term sustainability of the region's farming and equestrian activities.

Conclusion

In summary, the expansion of this RAC to allow the subject parcel to be developed addresses the needs of the agricultural and equestrian community, promotes sustainable development, concentrates commercial activities to reduce sprawl and traffic, and enhances the economic vitality of the rural area. This project represents an efficient utilization of an underutilized RAC, meets the practical needs of the local community, and aligns with Marion County's objectives for farmland preservation and thoughtful growth. The development will serve as a key resource hub, supporting the agricultural economy and preserving the unique rural character of the region.



Attachment A



Search Results

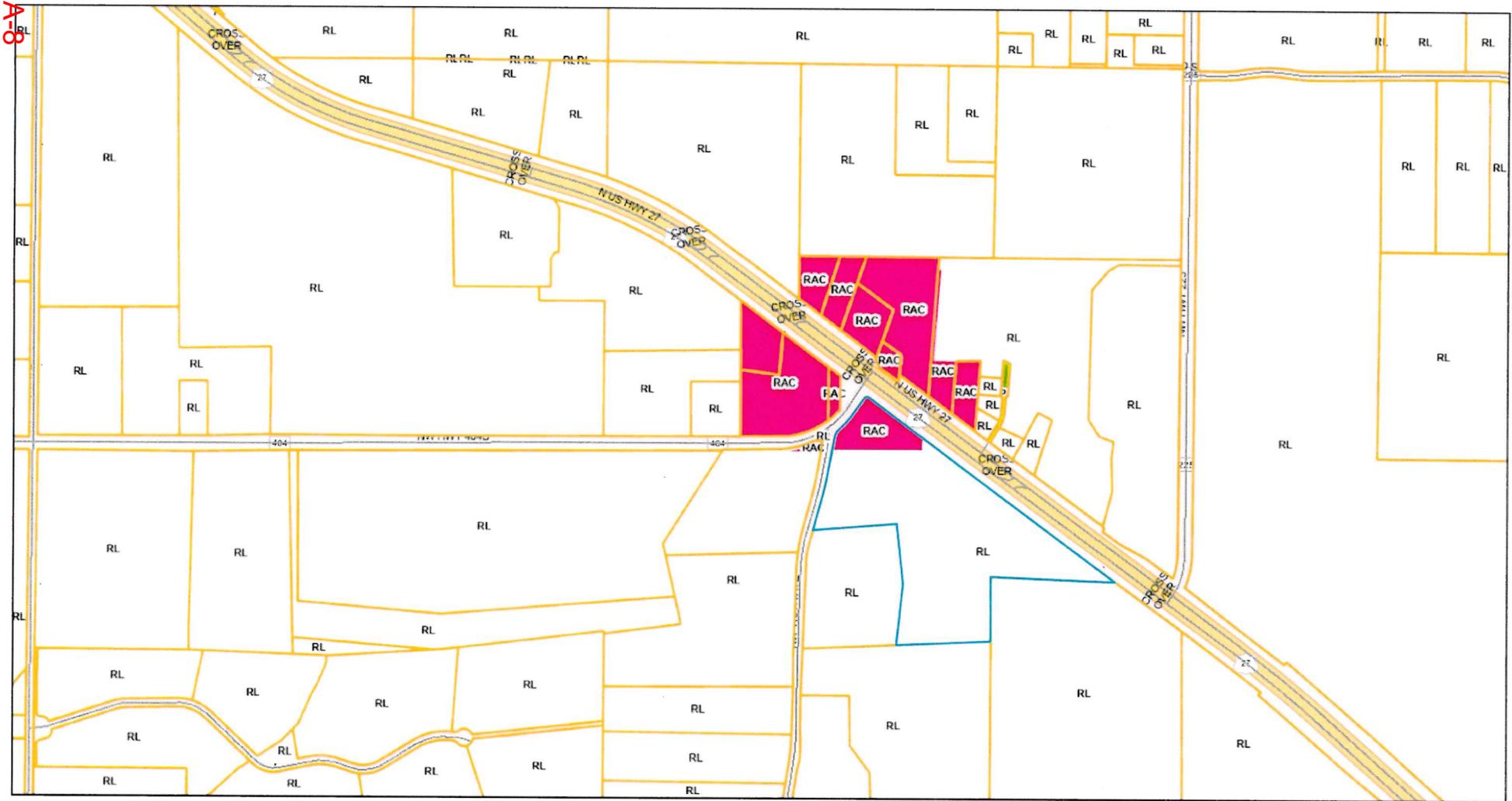
Zoning

Streets

5/29/2024
Marion County Property Appraiser
Marion County, FL

DISCLAIMER: This is a work in progress. This application was compiled by the Marion County Property Appraiser's Office solely for the governmental purpose of property assessment. These are NOT surveys. Our goal is to provide the most accurate data available, however, no warranties, expressed or implied are provided with this data, its use, or interpretation. All information subject to change without notice. Use at your own risk.

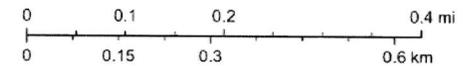
Marion County Florida - Interactive Map



5/23/2024, 3:11:42 AM

1:9,028

- Marion County
- Parcels
- Rural Activity Center (0 - 2 du/ac; FAR 0.35)
- Public (N/A; FAR 1.0)
- Streets
- Future Land Use
- Rural Land (1 du/10 ac)



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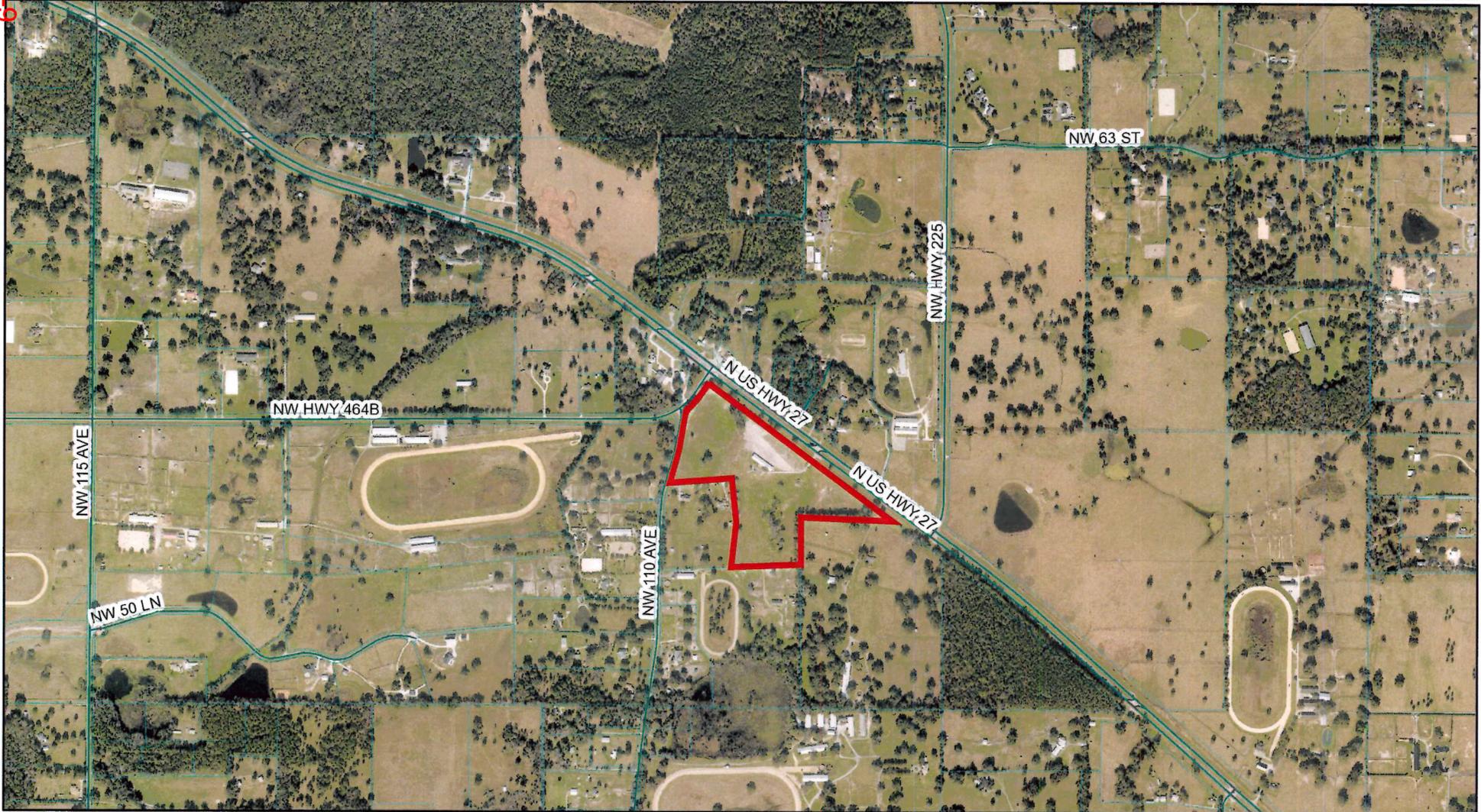
Marion County Board of County Commissioners
 This map is provided "as is" without any warranty or representation of accuracy, timeliness, completeness, merchantability, or fitness. The user is responsible for verifying any information and assumes all risk for reliance on any information herein.

A-8

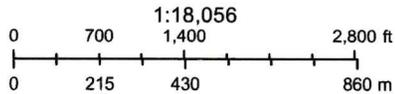
Attachment A



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Attachment A



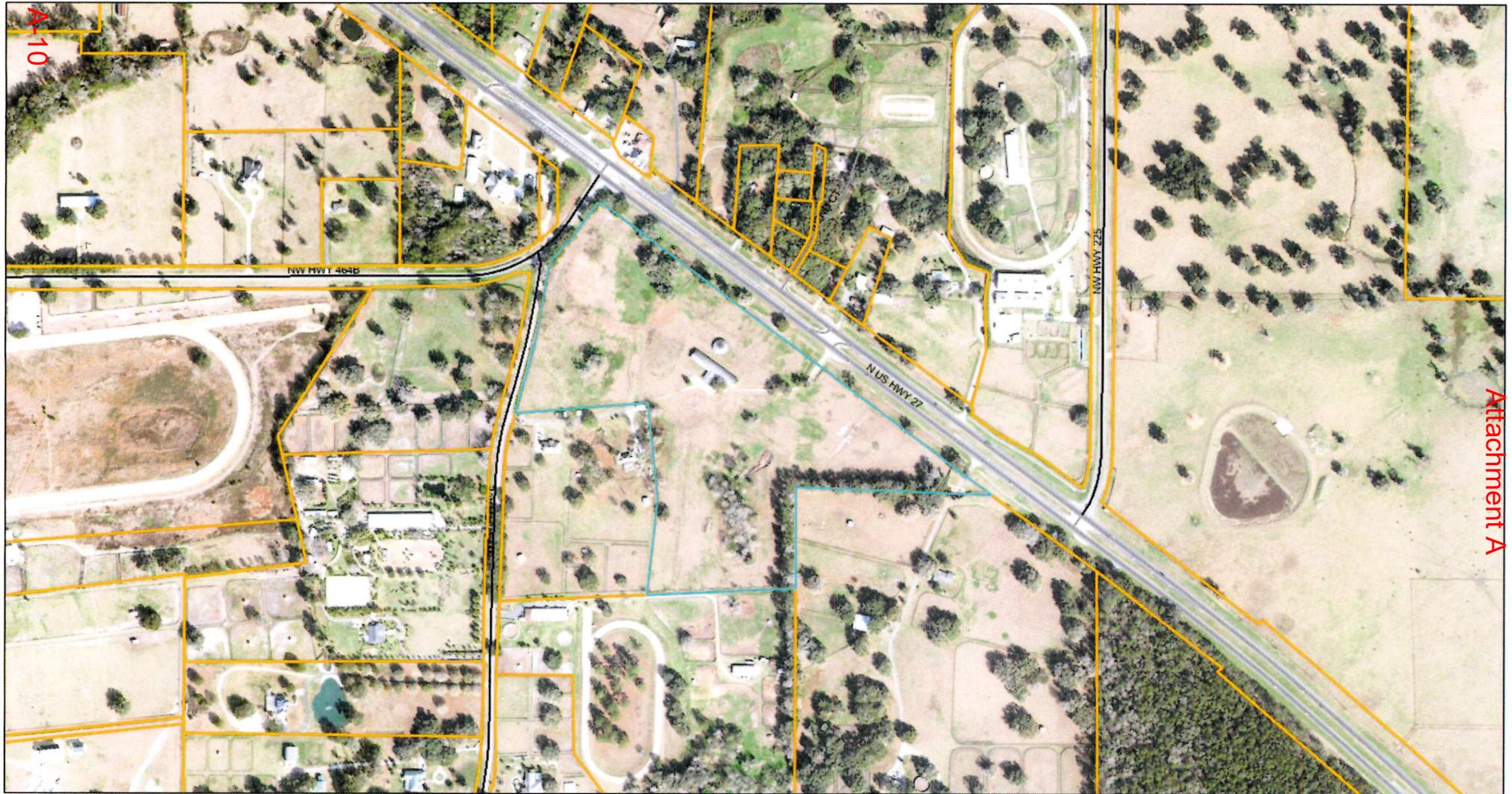
Search Results **Aerials** · Aerial/Location
2024

Streets

5/29/2024
 Marion County Property Appraiser
 Marion County, FL

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MCBCC Interactive Map - Internal

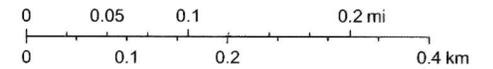


Attachment A

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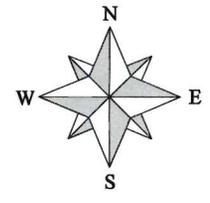
1:5,733

- | | | | |
|----------------------------------|-------------------------|----------------|---------------|
| Parcels Labels | No Address | Not Maintained | Green: Band_2 |
| Parcels | Vacant with Address | Not Maintained | Blue: Band_3 |
| Address Points | Marion County | Streets | |
| Structure - Addressed | County Road Maintenance | Aerial2023 | |
| Structure - Confidential Address | OCE Maintained Paved | Red: Band_1 | |

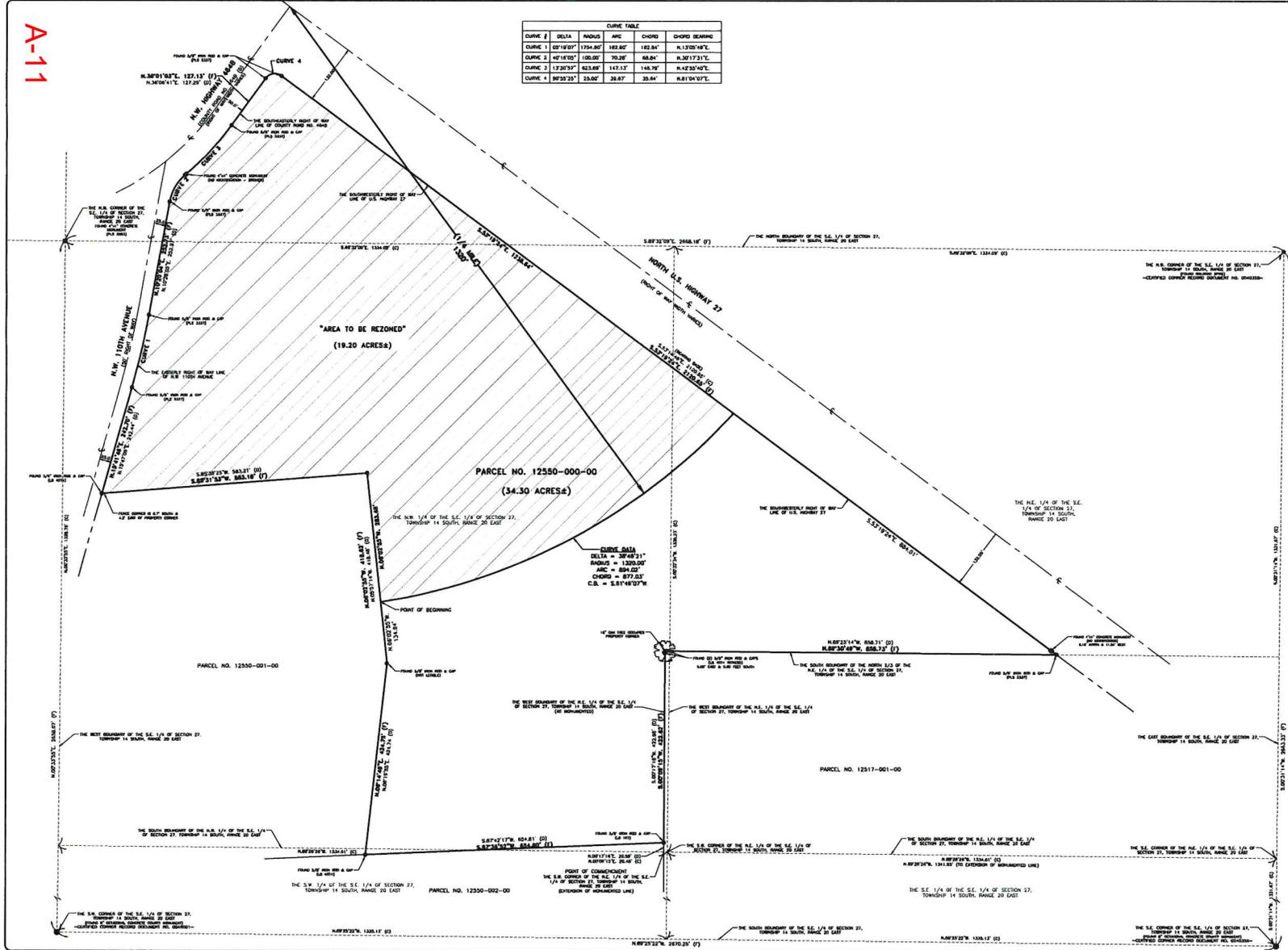


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"THIS IS NOT A SURVEY"



CURVE #	DELTA	RADIUS	ARC	CHORD	CHORD BEARING
CURVE 1	92°18'07"	1754.90'	182.80'	182.84'	N.137°04'47"E
CURVE 2	47°18'07"	100.00'	70.28'	68.84'	N.301°17'31"E
CURVE 3	173°30'37"	633.88'	147.13'	148.79'	N.42°50'40"E
CURVE 4	92°30'25"	25.00'	28.87'	28.64'	N.81°04'07"E



DESCRIPTION
(AREA TO BE REZONED)

COMMENCE AT THE SOUTHWEST CORNER OF THE NORTHEAST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 27, TOWNSHIP 14 SOUTH, RANGE 20 EAST; THENCE N.07°07'52"E, ALONG THE WEST MONUMENTED LINE OF SAID NORTHEAST 1/4 OF THE SOUTHWEST 1/4 OF A DISTANCE OF 20.48 FEET; THENCE S.87°26'52"W, A DISTANCE OF 64.80 FEET; THENCE N.81°14'47"E, A DISTANCE OF 44.73 FEET; THENCE N.07°02'20"W, A DISTANCE OF 134.84 FEET TO THE POINT OF BEGINNING; THENCE CONTINUE N.07°02'20"W, A DISTANCE OF 203.88 FEET; THENCE S.82°31'20"W, A DISTANCE OF 383.18 FEET TO A POINT ON THE EASTERN RIGHT OF WAY LINE, A DISTANCE OF 242.20 FEET TO A POINT ON A 175.00 FOOT RADIUS CURVE, CONCAVE WESTERLY, HAVING A CHORD BEARING AND DISTANCE OF N.17°09'49"E, 182.84 FEET; THENCE NORTHERLY, ALONG THE LINE OF SAID CURVE AND SAID EASTERN RIGHT OF WAY LINE, THROUGH A CENTRAL ANGLE OF 92°18'07", A DISTANCE OF 182.80 FEET; THENCE CONTINUE ALONG SAID EASTERN RIGHT OF WAY LINE, N.47°18'07"E, A DISTANCE OF 22.23 FEET TO A POINT ON A 100.00 FOOT RADIUS CURVE, CONCAVE SOUTHWESTERLY, HAVING A CHORD BEARING AND DISTANCE OF N.301°17'31"E, 68.84 FEET; THENCE NORTHEASTERLY, ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 47°18'07", A DISTANCE OF 70.28 FEET TO A POINT ON THE SOUTHWESTERLY RIGHT OF WAY LINE OF N.W. HIGHWAY 27 (NORTH WAVER); SAID POINT BEING ON A 623.89 FOOT RADIUS CURVE, CONCAVE NORTHEASTERLY, HAVING A CHORD BEARING AND DISTANCE OF N.82°28'02"E, 142.79 FEET; THENCE NORTHEASTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 117°13' FEET; THENCE CONTINUE ALONG SAID SOUTHWESTERLY RIGHT OF WAY LINE, N.301°17'31"E, A DISTANCE OF 127.13 FEET TO A POINT ON A 25.00 FOOT RADIUS CURVE, CONCAVE SOUTHWESTERLY, HAVING A CHORD BEARING AND DISTANCE OF N.81°04'07"E, 28.87 FEET; THENCE EASTERLY, ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 92°30'25", A DISTANCE OF 28.87 FEET TO A POINT ON THE SOUTHWESTERLY RIGHT OF WAY LINE OF NORTH U.S. HIGHWAY 27 (NORTH WAVER); THENCE S.53°18'24"E, ALONG SAID SOUTHWESTERLY RIGHT OF WAY LINE, A DISTANCE OF 128.84 FEET TO A POINT ON A 1300.00 FOOT RADIUS CURVE, CONCAVE NORTHEASTERLY, HAVING A CHORD BEARING AND DISTANCE OF S.81°49'07"W, 877.03 FEET; THENCE DEPARTING SAID SOUTHWESTERLY RIGHT OF WAY LINE, PROCEED SOUTHWESTERLY, ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 38°48'21", A DISTANCE OF 884.02 FEET TO THE POINT OF BEGINNING.

SAID LANDS BEING SITUATE IN HARRISON COUNTY, FLORIDA AND CONTAINING 19.20 ACRES, MORE OR LESS.

- SURVEYOR'S NOTES**
- THE BEARINGS DEPICTED HEREON ARE BASED ON THE FLORIDA STATE PLANE COORDINATE SYSTEM (FLORIDA NORTH ZONE) AND ARE (1)80 ADJUSTMENTS HOLDING THE SOUTHWESTERLY RIGHT OF WAY LINE OF NORTH U.S. HIGHWAY 27, TO BEAR S.57°19'24"E.
 - THE PUBLIC RECORDS OF HARRISON COUNTY, FLORIDA WERE NOT SEARCHED BY PREECE LAND SURVEYING, INC.
 - THE LANDS DEPICTED HEREON ARE SUBJECT TO RECORDED AND UNRECORDED RIGHTS OF WAY, RESTRICTIONS, EASEMENTS AND RESERVATIONS THAT MAY OR MAY NOT APPEAR WITHIN THE PUBLIC RECORDS OF HARRISON COUNTY, FLORIDA.
 - ADDITIONS OR DELETIONS TO THIS MAP OF SKETCH AND/OR REPORT BY OTHER THAN THE SIGNING PARTY(IES) IS PROHIBITED WITHOUT WRITTEN CONSENT OF THE SIGNING PARTY(IES).
 - THIS SKETCH HAS BEEN PREPARED FOR SOLE AND EXCLUSIVE BENEFIT OF THE PARTY(IES) NAMED HEREON, AND SHALL NOT BE RELEASD OR TO ANY OTHER INDIVIDUAL OR ENTITY WITHOUT THE CONSENT OF SAID PARTY(IES) AND THE SIGNING SURVEYOR.
 - THIS MAP OF SKETCH IS NOT VALID AND IS TO ONLY BE USED FOR REFERENCE PURPOSES ONLY, UNLESS IT BEARS THE SIGNATURE AND THE ORIGINAL RAISED SEAL OF THE FLORIDA LICENSED SURVEYOR AND MAPPER INDICATED HEREON.
 - THE SYMBOLS USED TO REPRESENT PHYSICAL FEATURES ARE FOR GRAPHIC ILLUSTRATION ONLY AND MAY OR MAY NOT REFLECT THE ACTUAL SIZE AND SHAPE OF THE FEATURE BEING REPRESENTED.

LEGEND

1" = PLAN DIMENSION	10" = TEMPORARY BENCHMARK	1" = BELL	1" = HOSE BIBB
1" = FIELD MEASUREMENT	1" = SURVEY CONTROL POINT	1" = SURVEY CONTROL BOX	1" = BURIED CABLE MARKER
1" = CALCULATED DIMENSION	1" = COMPACTED METAL PIPE	1" = SURVEY METERS	1" = GRADE TRAP
1" = CALCULATED DIMENSION	1" = CORRUGATED METAL PIPE	1" = TELEPHONE MANHOLE	1" = SANITARY MANHOLE
1" = POINT OF BEGINNING	1" = POLYMER CONCRETE	1" = ELECTRIC BOX	1" = STONE DRAINAGE MANHOLE
1" = POINT OF BEGINNING	1" = HIGH COUNTY PAVEMENT	1" = CABLE TO POWER BOX	1" = TELEPHONE MANHOLE
1" = POINT OF BEGINNING	1" = FLORIDA EQUIPMENT	1" = ROAD POWER POLE	1" = STONE
1" = POINT OF BEGINNING	1" = AIR CONDITIONER	1" = STONE	1" = CONTINUOUS
1" = POINT OF BEGINNING	1" = FREE SPICE CABLE MARKER	1" = THE ADJUTANT CONNECTION	1" = LIGHT POLE
1" = POINT OF BEGINNING	1" = PERMANENT REFERENCE MONUMENT	1" = SURVEY VALVE	1" = WATER VALVE
1" = POINT OF BEGINNING	1" = PERMANENT CONTROL POINT	1" = 1/2" IRON ROD & CAP - LB 7288	1" = SANITARY CLEAN-OUT
1" = POINT OF BEGINNING	1" = PROFESSIONAL LAND SURVEYOR	1" = FOUND 5/8" IRON ROD & CAP	1" = WARDER
1" = POINT OF BEGINNING	1" = RECORDED LAND SURVEYOR	1" = FOUND 1/2" CONCRETE MONUMENT	1" = WOODEN LAMP OR DRAIN TO SCALE
1" = POINT OF BEGINNING	1" = IDENTIFICATION	1" = 3/4" 4"X4" CONCRETE MONUMENT - LB 7288	1" = SERVICE CONDUIT
1" = POINT OF BEGINNING	1" = NUMBER	1" = FOUND 1" OCCASIONAL CONCRETE MONUMENT	

STATE CERTIFIED SDVBC

SKETCH OF DESCRIPTION FOR: MERIDIAN LAND HOLDINGS, INC.

BELLWETHER PROFESSIONAL PARK
2201 S.E. 30TH AVENUE, SUITE 102
OCALA, FL 34471
PHONE: (352) 351-0091
FAX: (352) 351-0093 FAX
(SAC, sd@preece.com)

PREECE LAND SURVEYING, INC.
(LICENSED SURVEYOR NO. 7388)

SURVEYOR'S CERTIFICATION

THIS SKETCH WAS PREPARED IN ACCORDANCE WITH THE STANDARDS OF PRACTICE ESTABLISHED IN CHAPTER 54-17, FLORIDA ADMINISTRATIVE CODE, FOR A SKETCH OF DESCRIPTION.

DATE: _____

GLENN H. PREECE, JR., P.S.M. - LS 5427

DATE OF SKETCH: MAY 20, 2024

DRAWN	G.H.P.	REVISIONS	BY	DATE
CHECKED	G.H.P.			
F.B.	PAGES			
108	28-27			
	SEE FILE			
	FILE NO.			
	21-11-2			
SCALE: 1" = 100'	COPYRIGHT © 2024	JOB ORDER # 21-044(51)		

Attachment A

A-12 **Do it Best**

Attachment A

Market Potential Report

10420 US 27, Ocala, FL 34482

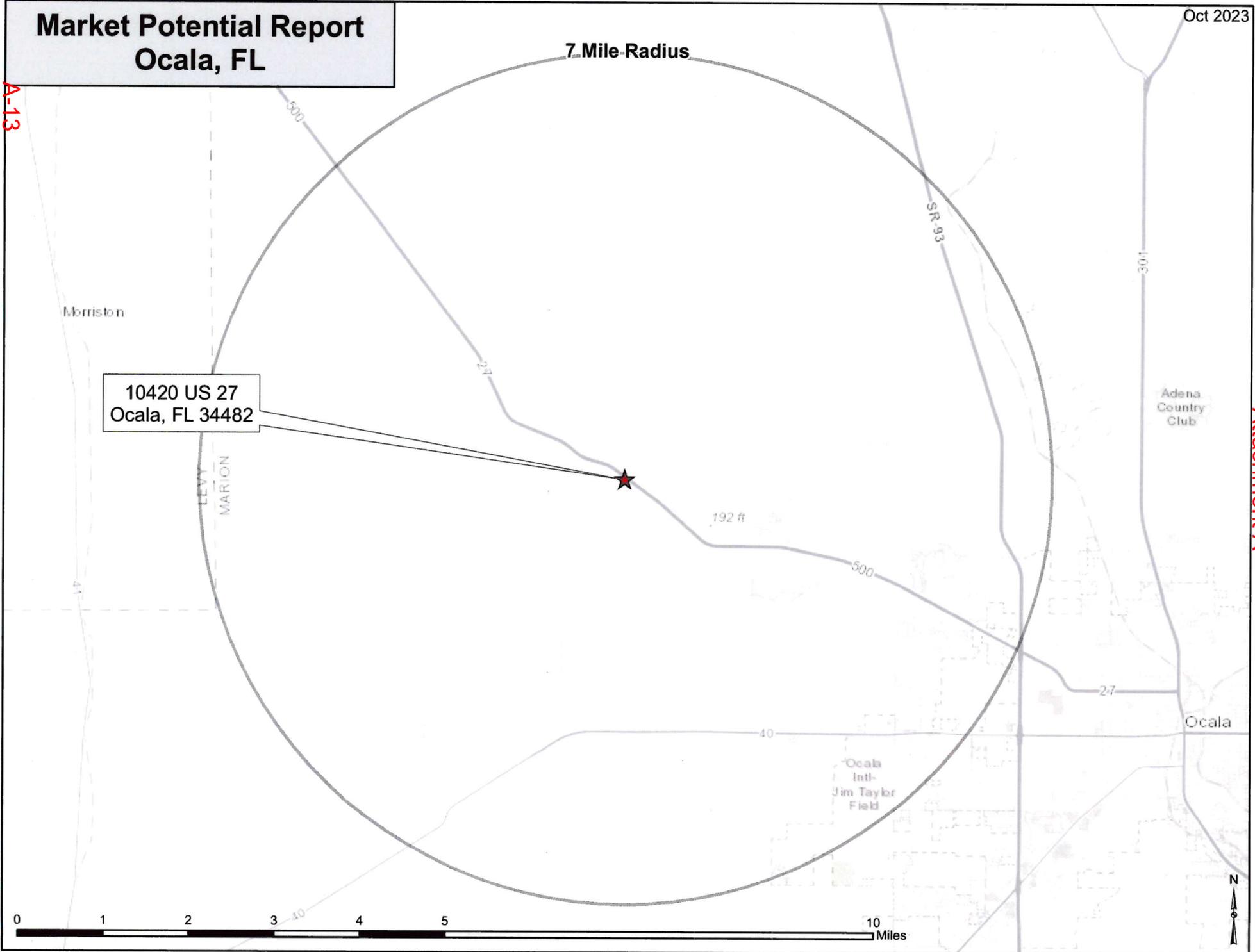
Market Potential Report Ocala, FL

Oct 2023

A-13

7 Mile Radius

10420 US 27
Ocala, FL 34482



Attachment A

Market Potential Report - Demographics

10420 US 27, Ocala, FL 34482

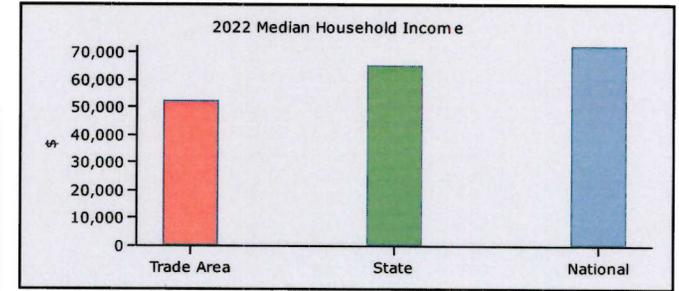
Geographical coordinates for report: Latitude: 29.246947 Longitude: -82.292071

7 Mile Radius

A-14

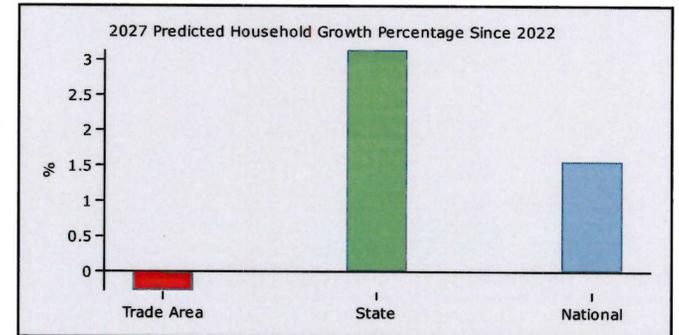
Trade Area Demographics

	Population	Households	Average Household Size	Median Household Income	% Growth			Owner-Occupied Household %
					Population	Households	Median Household Income	
2020 Census	25,669	10,461	2.36					
2022 Estimate	26,172	10,604	2.38	\$52,635	1.96%	1.37%	74.40%	
2027 Projection	26,102	10,575	2.38	\$60,825	-0.27%	-0.27%	74.81%	



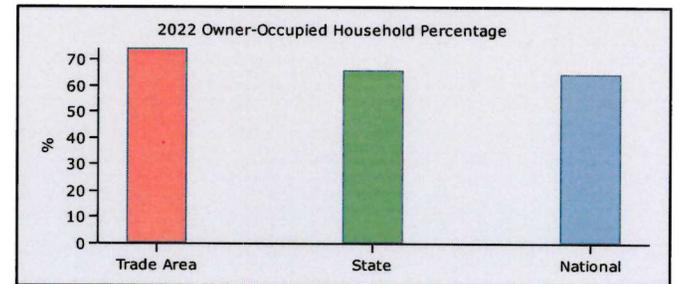
State Average Demographics

	Average Household Size	Median Household Income	% Growth			Owner-Occupied Household %
			Population	Households	Median Household Income	
2022 Estimate	2.47	\$65,438	2.68%	2.72%		66.14%
2027 Projection	2.47	\$78,674	3.07%	3.15%	20.23%	66.82%



U.S. Average Demographics

	Average Household Size	Median Household Income	% Growth			Owner-Occupied Household %
			Population	Households	Median Household Income	
2022 Estimate	2.55	\$72,414	1.28%	1.45%		64.62%
2027 Projection	2.54	\$84,445	1.25%	1.55%	16.61%	65.34%



Attachment A



[Click here or scan the QR code to go to the MPR Info Sheet.](#)

If you have any questions please contact the market research team:

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Victoria Clark, Research Project Specialist | 260-748-5471 | victoria.clark@doitbest.com

Market Potential Report - Expenditure Potential - Hardware Stores

10420 US 27, Ocala, FL 34482

7 Mile Radius

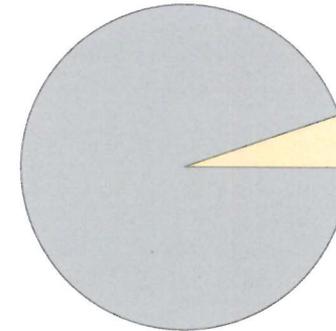
Geographical coordinates for report: Latitude: 29.246947 Longitude: -82.292071

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How much do consumers spend at Hardware Stores? (DIY & Pro)

Store Format >>>	Hardware Stores	Other Stores	Total
2022 Total	\$5,234,071	\$94,592,410	\$99,826,481
2022 \$ Per Household	\$493	\$8,909	\$9,402

2022 Estimated Home Improvement Dollars



Spent at Hardware Stores Spent at Other Stores

Estimated Hardware Store Expenditure Potential Index*: 96

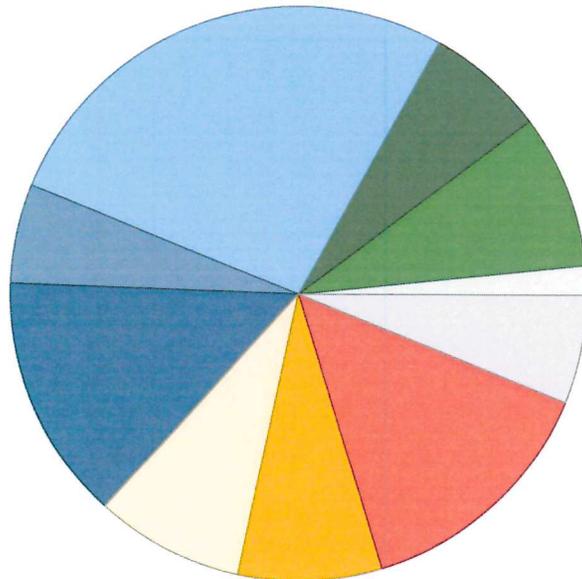
Estimated Hardware Store Selling Area (sq/ft) Potential†: 19,000

* Benchmark national average is 100.

† The estimated hardware store retail square feet that could be supported in this trade area. **This number does not take into account existing hardware store retail space.**

How Much Do Consumers Spend by Department at Hardware Stores?

Estimated Expenditures by Major Product Department (DIY & Pro)



Departments	2022 Total	2027 Total	Growth Percentage	Benchmark Index §
Automotive	\$93,162	\$112,587	3.86%	96
Building Materials	\$444,034	\$558,121	4.68%	99
Electrical	\$346,299	\$425,958	4.23%	100
Hardware	\$1,419,309	\$1,756,119	4.35%	95
Housewares	\$291,729	\$364,382	4.55%	87
Lawn & Garden	\$725,870	\$908,526	4.59%	95
Paint & Sundries	\$431,956	\$542,423	4.66%	92
Plumbing	\$420,438	\$511,555	4.00%	106
Tools	\$736,801	\$918,877	4.52%	97
Various Other Items	\$324,473	\$402,885	4.42%	90
Total	\$5,234,071	\$6,501,432	4.43%	96

2022 Total Estimated Expenditures: \$5,234,071

x 80% ◇

Estimated **DIY** Expenditures for ALL Hardware Stores: \$4,187,257

◇ DIY%=80% for hardware stores from the 2022 North American Hardware and Paint Association (NHPA) Cost of Doing Business Study for typical stores' average consumer sales.

§ The Benchmark Index is household based, and represents the amount spent for a product relative to a national average of 100. If the index is above 100, it is higher than the national average.

Attachment A

Market Potential Report - Expenditure Potential - Home Centers

10420 US 27, Ocala, FL 34482

7 Mile Radius

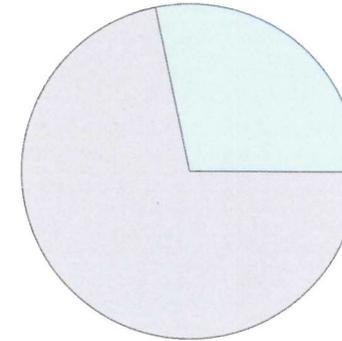
Geographical coordinates for report: Latitude: 29.246947 Longitude: -82.292071

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How much do consumers spend at Home Centers? (DIY & Pro)

Store Format >>>	Home Centers	Other Stores	Total
2022 Total	\$28,381,491	\$71,444,990	\$99,826,481
2022 \$ Per Household	\$2,673	\$6,729	\$9,402

2022 Estimated Home Improvement Dollars



Spent at Home Centers
 Spent at Other Stores

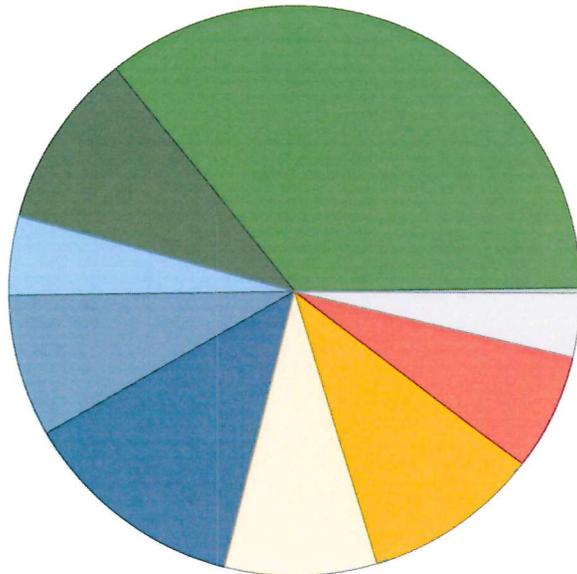
Estimated Home Center Expenditure Potential Index*: 97
 Estimated Home Center Selling Area (sq/ft) Potential†: 90,000

* Benchmark national average is 100.

† The estimated home center retail square feet that could be supported in this trade area. **This number does not take into account existing home center store retail space.**

How Much Do Consumers Spend by Department at Home Centers?

Estimated Expenditures by Major Product Department (DIY & Pro)



Departments	2022 Total	2027 Total	Growth Percentage	Benchmark Index §
Automotive	\$94,404	\$103,751	1.91%	96
Building Materials	\$10,086,599	\$11,497,673	2.65%	98
Electrical	\$2,802,738	\$3,121,373	2.18%	100
Hardware	\$1,253,449	\$1,400,511	2.24%	95
Housewares	\$2,312,501	\$2,607,660	2.43%	91
Lawn & Garden	\$3,621,264	\$4,108,732	2.56%	95
Paint & Sundries	\$2,481,846	\$2,821,540	2.60%	93
Plumbing	\$2,845,702	\$3,135,025	1.96%	106
Tools	\$1,882,560	\$2,125,747	2.46%	97
Various Other Items	\$1,000,428	\$1,137,770	2.61%	90
Total	\$28,381,491	\$32,059,782	2.47%	97

2022 Total Estimated Expenditures: \$28,381,491

x 55% ◇

Estimated **DIY** Expenditures for ALL Home Centers: \$15,609,820

◇ DIY%=55% for home centers from the 2022 North American Hardware and Paint Association (NHPA) Cost of Doing Business Study for typical stores' average consumer sales.

§ The Benchmark Index is household based, and represents the amount spent for a product relative to a national average of 100. If the index is above 100, it is higher than the national average.

Attachment A

Market Potential Report - Expenditure Potential - Lumberyards

10420 US 27, Ocala, FL 34482

7 Mile Radius

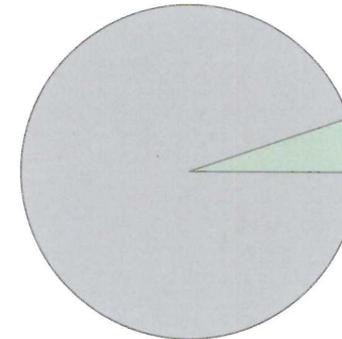
Geographical coordinates for report: Latitude: 29.246947 Longitude: -82.292071

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How much do consumers spend at Lumberyards? (DIY & Pro)

Store Format >>>	Lumberyards	Other Stores	Total
2022 Total	\$11,760,111	\$88,066,370	\$99,826,481
2022 \$ Per Household	\$1,108	\$8,294	\$9,402

2022 Estimated Home Improvement Dollars



Spent at Lumberyards Spent at Other Stores

Estimated Lumberyard Expenditure Potential Index*: 98

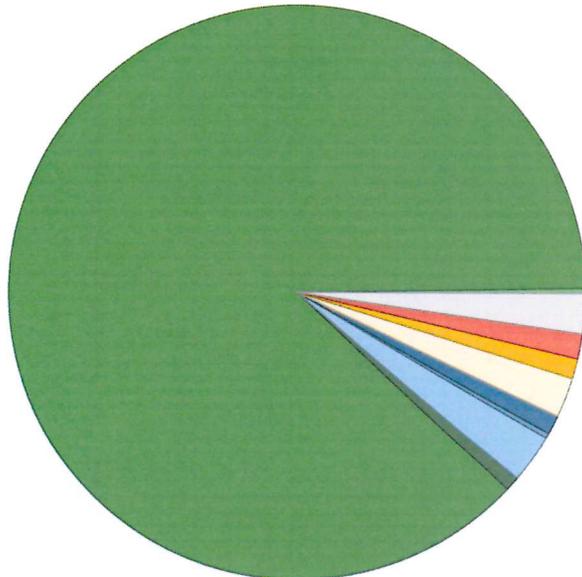
Estimated Lumberyard Selling Area (sq/ft) Potential†: 4,000

* Benchmark national average is 100.

† The estimated lumberyard retail square feet that could be supported in this trade area. This number does not take into account existing lumberyard store retail space.

How Much Do Consumers Spend by Department at Lumberyards?

Estimated Expenditures by Major Product Department (DIY & Pro)



Departments	2022 Total	2027 Total	Growth Percentage	Benchmark Index §
Automotive	\$23,888	\$26,104	1.79%	96
Building Materials	\$10,320,403	\$11,676,736	2.50%	99
Electrical	\$97,972	\$108,436	2.05%	100
Hardware	\$346,611	\$384,886	2.12%	95
Housewares	\$37,766	\$42,428	2.36%	89
Lawn & Garden	\$108,943	\$122,995	2.46%	95
Paint & Sundries	\$267,538	\$302,278	2.47%	93
Plumbing	\$138,013	\$151,106	1.83%	106
Tools	\$158,344	\$177,694	2.33%	97
Various Other Items	\$260,634	\$292,200	2.31%	92
Total	\$11,760,111	\$13,284,864	2.47%	98

2022 Total Estimated Expenditures: \$11,760,111

x 30% ◇

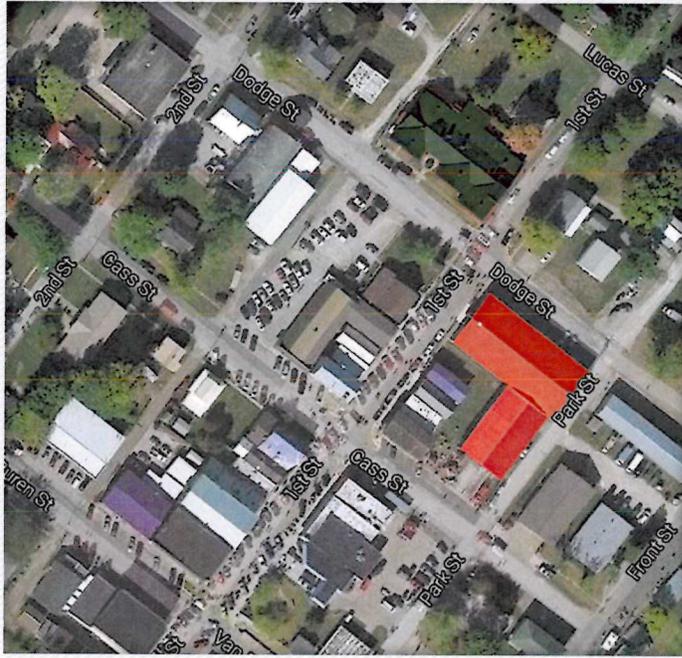
Estimated **DIY** Expenditures for ALL Lumberyards: \$3,528,033

◇ DIY%=30% for lumberyards from the 2022 North American Hardware and Paint Association (NHPA) Cost of Doing Business Study for typical stores' average consumer sales.

§ The Benchmark Index is household based, and represents the amount spent for a product relative to a national average of 100. If the index is above 100, it is higher than the national average.

Attachment A

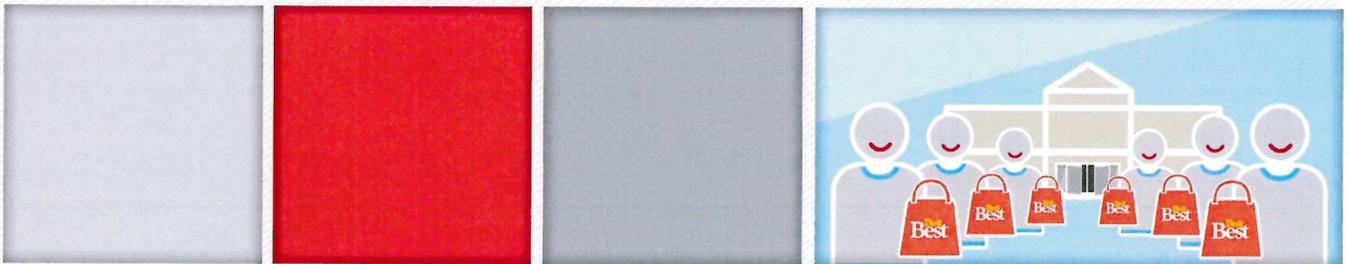
Market **Analysis**
& Site



Profit-Driven
Market
Evaluation

Prepared exclusively for
Del Zotto Farm and Ranch

Ocala, Florida
November 2021



Do it Best Corp.

Market & Site Analysis

Ocala, Florida

Table of Contents

Tab	Description
Key Findings	Executive Summary Overview and Conclusions
Trade Area Map	Primary Trade Area (PTA) and Competitors
Market Potential Reports	Reports for - Hardware Stores - Home Centers - Lumberyards Home Décor Report
Competitor Information	Competitor Listing Competitor Impact on Primary Trade Area
Site Information	Prospective Site Evaluation Prospective Site Photo

Key Findings

Key Findings

Outlined below are the key factors analyzed for this Market & Site Analysis study:

- Hardware, Home Center and Lumberyard Market Potential
- Demographic Trends
 - 🏠 Population and Household Growth
 - 🏠 Household Income
 - 🏠 Housing
- Retail Competition in the Trade Area
- Retail Support Potential
- Conclusion

Hardware, Home Center and Lumberyard Market Potential:

The DIY sales potential “demand” for hardware, home center and lumberyard expenditures was calculated for the primary trade area (PTA) identified (See Table 1). Then, the DIY demand was compared to the supply for the marketplace (See Table 2).

Table 1	HD	HC	LMBR
PTA	Hdwe. Potential	Home Ctr. Potential	Lmbr. Potential
Total Est. Potential*	\$ 4,921,000	\$ 23,977,000	\$ 7,934,000
Times: % Sales to Consumers**	X 79%	X 67%	X 10%
Equals: DIY Potential	\$ 3,887,590	\$ 16,064,590	\$ 793,400

*Total Estimated Sales Potential: Includes consumers, contractors/remodelers and industrial/commercial accounts (See the Market Potential Reports tab).

**Percent Sales to Consumers: Data from the 2020 National Retail Hardware Association Cost of Doing Business Study.

Table 2	HD	HC	LMBR
PTA	DIY Potential	DIY Potential	DIY Potential
DIY Potential (see above)	\$ 3,887,590	\$ 16,064,590	\$ 793,400
Less: DIY Competition*	(\$ 1,234,091)	(\$11,852,86)	(\$ 0)
Opportunity or (Saturation)	\$ 2,653,499	\$ 4,211,729	\$ 793,400

* For additional information, please see the forms “Competitor Impact on Primary Trade Area” for Hardware, Home Center and Lumberyard store types under the Competitor Information tab

In the trade area analyzed, the demand exceeds the current supply (competitors’ penetration in the trade area) for stores with a hardware format. See page three of the “Key Findings” report for additional comments and conclusions regarding the market conditions. (See the Market Potential Report tab for expenditure potential by type of store and the Competitor Information tab for individual competitor store sales information.)

Demographic Trends



Population and Household Growth

PTA	2010 Census	Estimate		2020-2025% Change
		2020	2025	
Population	22,771	25,351	27,464	8.3%
Households	9,344	10,372	11,244	8.4%

Future year estimates for the identified Ocala, Florida primary trade area show an increase for both population and household counts. The household growth rate for the nation between the years 2020 and 2025 is estimated at 3.6 percent. The population for the Ocala, Florida primary trade area is expected to increase by about eight percent between 2020 and 2025. Demographers anticipate a similar increase in the number of households for the same time period.



Household Income

Annual Household Income	PTA	USA
Under \$15,000	11.2%	10.3%
\$15,000-\$34,999	27.4%	17.5%
\$35,000-\$49,999	16.9%	12.2%
\$50,000+	44.5%	60.0%

The estimated 2020 Median Household Income for the primary trade area is \$43,907. The Median Household Income for the nation is \$62,203. The household income distribution in the table above shows 44.5 percent of the market in the bracket with incomes exceeding \$50,000. About 17 percent of the households are in the income bracket from \$35,000 to \$49,999. Both of the higher income brackets are typically ideal hardware DIY customers. The income bracket from \$15,000 to \$34,999 represents approximately 27 percent of the identified Ocala market. Roughly 11 percent of the market has household incomes under \$15,000; this group is considered very poor candidates as retail customers.



Housing

Of all the occupied housing units in the identified Ocala primary trade area, approximately 78 percent are owner-occupied. Owner occupancy has historically been a favorable characteristic when identifying prospective locations for home improvement stores. The demographic profile of homeowners, according to a HIRI (Home Improvement Research Institute) survey in 2015, is mostly steady over time. The survey conducted in 2015 indicates the average age of homeowners is 53 years. The majority of homeowners are married or living with a partner. Households consist of two to three persons, on average. The size of an

Attachment A

average home has increased from 2,094 square feet in 2009 to 2,148 square feet in 2015. Less than one in five homeowners plan to move within the next five years.*

Occupancy levels for the primary trade area:

Occupancy Type	PTA	USA
Owner-occupied	77.8%	63.6%
Renter-occupied	22.2%	36.4%

The national average for owner-occupied housing is 63.6 percent. The primary trade area is above the national average in terms of percentage of homes occupied by owners.

Retail Competition in the Trade Area

Hardware, home center, and lumberyard competitors in the identified Ocala, Florida primary trade area consist of two hardware stores and three home centers.

For additional information on the competitors, please see the Competitor Information tab.

Retail Support Potential

Our analysis as detailed on page one indicates that the market will support an additional hardware store in the identified Ocala, Florida primary trade area.

Primary Trade Area (PTA)

DIY Opportunity or (Saturation)		
Hardware	Home Center	Lumberyard
\$ 2,653,499	\$ 4,211,729	\$ 793,400

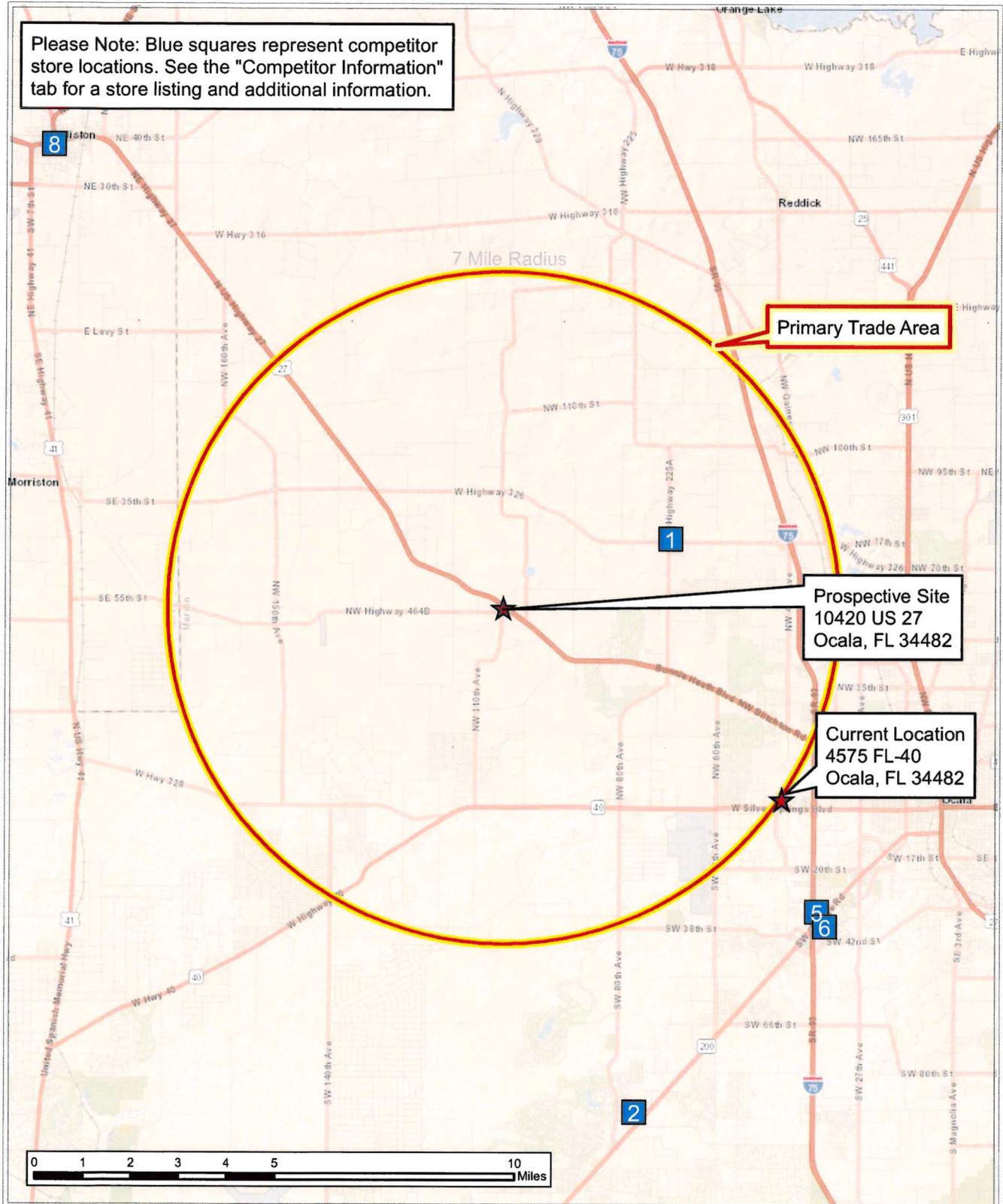
Conclusion

Using an estimate of \$149 DIY sales per square foot (\$189 per sq. ft. X 79% consumer sales from the 2020 National Retail Hardware Association Cost of Doing Business Study estimates for stores with a hardware format), the primary trade area could support an additional hardware store in a range between 14,040 and 17,809 square feet (depending on the volume of contractor sales generated from the PTA). There may be other factors that impact the support square footage and should be discussed with the Territory Sales Manager and the Retail Performance Manager.

November 2021

* Reference to the 2015 Project Decision Study Summary Report conducted by Ipsos for the Home Improvement Research Institute (HIRI).

Trade Area Map



Market Potential Reports

MARKET POTENTIAL REPORT**HARDWARE STORES - Retail Store Type**

Area: 10420 US 27, Ocala, FL 34482 - PTA

Demographics

	<u>Population</u>	<u>% Growth</u>	<u>Households (HH)</u>	<u>% Growth</u>	<u>Average HH Size</u>	<u>%HH Owner-Occupied</u>	<u>Median HH Income</u>	<u>% Growth</u>
2010 Census	22,771		9,344		2.43	77.8%		
2020 Estimate	25,351	11.3%	10,372	11.0%	2.44	Seasonal HUs	\$43,907	
2025 Projection	27,464	8.3%	11,244	8.4%	2.44	383	\$47,545	8.3%

US Average Demographics

	<u>Population %Growth</u>	<u>Household %Growth</u>	<u>Average HH Size</u>	<u>%HH Owner-Occupied</u>	<u>Median HH Income</u>	<u>%Growth</u>
2020 Estimate	8.1%	8.0%	2.58		\$62,203	
2025 Projection	3.7%	3.6%	2.59	63.6%	\$67,325	8.2%

Expenditure Potential

	<u>Within Hardware Stores</u>	<u>All Other Stores</u>	<u>Within All Stores</u>	<u>Yearly Growth Rate Area</u>	<u>Yearly Growth Rate Benchmark</u>
2020 Total (\$000)	\$4,921	\$76,110	\$81,031	3.28%	1.93%
2020 Per HH	\$474	\$7,338	\$7,812	1.63%	1.21%

Hardware Stores Expenditure Potential Index: 97

2020 Retail Support Potential: 26 sq. ft. (in 000's)

Product Expenditures

<u>Major Product Departments</u>	<u>2020 Total (\$000)</u>	<u>2020 \$ Per HH</u>	<u>2025 Total (\$000)</u>	<u>2025 \$ Per HH</u>	<u>Yearly Growth Rate</u>	<u>Benchmark Index</u>
1-Automotive	\$93	\$9	\$106	\$9	2.63%	103
2-Building Materials	\$417	\$40	\$495	\$44	3.48%	100
3-Electrical	\$324	\$31	\$376	\$33	3.02%	100
4-Hardware	\$955	\$92	\$1,113	\$99	3.11%	95
5-Housewares	\$275	\$27	\$329	\$29	3.64%	88
6-Lawn & Garden	\$494	\$48	\$586	\$52	3.50%	96
7-Paint & Sundries	\$406	\$39	\$485	\$43	3.60%	93
8-Plumbing	\$392	\$38	\$448	\$40	2.71%	106
9-Tools	\$1,259	\$121	\$1,485	\$132	3.35%	98
10-Various Other Items	\$305	\$29	\$360	\$32	3.36%	91
Total	\$4,921	\$474	\$5,783	\$514		

NOTES

- Expenditure Potential Index shows the amount by which area household expenditures differed from that of the benchmark. Values above (or below) 100 signify that this area is above (or below) the benchmark of expenditures. The benchmark represents the United States average.
- Retail Support Potential indicates the square footage this area should be capable of supporting (Expenditure Potential Total for HARDWARE stores / \$189)
- The category, "10-Various Other Items" includes all other items sold at typical HARDWARE stores.
- Seasonal HUs represent seasonal, recreational and occasional use housing units. These units are in addition to the calculation for households.

PRODUCT DEPARTMENT BREAKDOWNS

To find out how "Major Product Departments" (shown above) are related to Product Departments in the mydoitbestcatalog, go to the page titled, "Product Department Breakdowns"

MARKET POTENTIAL REPORT**HOME CENTERS - Retail Store Type****StoreDevelopment**
Research Best™

Area: 10420 US 27, Ocala, FL 34482 - PTA

Demographics

	<u>Population</u>	<u>% Growth</u>	<u>Households (HH)</u>	<u>% Growth</u>	<u>Average HH Size</u>	<u>%HH Owner-Occupied</u>	<u>Median HH Income</u>	<u>% Growth</u>
2010 Census	22,771		9,344		2.43	77.8%		
2020 Estimate	25,351	11.3%	10,372	11.0%	2.44	Seasonal HUs	\$43,907	
2025 Projection	27,464	8.3%	11,244	8.4%	2.44	383	\$47,545	8.3%

US Average Demographics

	<u>Population % Growth</u>	<u>Household % Growth</u>	<u>Average HH Size</u>	<u>%HH Owner-Occupied</u>	<u>Median Income</u>	<u>% Growth</u>
2020 Estimate	8.1%	8.0%	2.58		\$62,203	
2025 Projection	3.7%	3.6%	2.59	63.6%	\$67,325	8.2%

Expenditure Potential

	<u>Within Home Center Stores</u>	<u>All Other Stores</u>	<u>Within All Stores</u>	<u>Yearly Growth Rate Area</u>	<u>Yearly Growth Rate Benchmark</u>
2020 Total (\$000)	\$23,977	\$57,054	\$81,031	3.61%	2.22%
2020 Per HH	\$2,312	\$5,501	\$7,812	1.95%	1.49%

Home Centers Expenditure Potential Index: 98

2020 Retail Support Potential: 118 sq. ft. (in 000's)

Product Expenditures

<u>Major Product Departments</u>	<u>2020 Total (\$000)</u>	<u>2020 \$ Per HH</u>	<u>2025 Total (\$000)</u>	<u>2025 \$ Per HH</u>	<u>Yearly Growth Rate</u>	<u>Benchmark Index</u>
1-Automotive	\$85	\$8	\$98	\$9	2.82%	103
2-Building Materials	\$9,470	\$913	\$11,401	\$1,014	3.78%	99
3-Electrical	\$2,360	\$228	\$2,770	\$246	3.25%	101
4-Hardware	\$1,058	\$102	\$1,248	\$111	3.36%	96
5-Housewares	\$1,960	\$189	\$2,351	\$209	3.70%	92
6-Lawn & Garden	\$2,117	\$204	\$2,538	\$226	3.70%	96
7-Paint & Sundries	\$2,099	\$202	\$2,534	\$225	3.84%	93
8-Plumbing	\$2,387	\$230	\$2,760	\$245	2.94%	106
9-Tools	\$1,592	\$153	\$1,898	\$169	3.58%	98
10-Various Other Items	\$848	\$82	\$1,026	\$91	3.89%	91
Total	\$23,977	\$2,312	\$28,625	\$2,546		

NOTES

- Expenditure Potential Index shows the amount by which area household expenditures differed from that of the benchmark. Values above (or below) 100 signify that this area is above (or below) the benchmark of expenditures. The benchmark represents the United States average.
- Retail Support Potential indicates the square footage this area should be capable of supporting (Expenditure Potential Total for HOME CENTER stores / \$203)
- The category, "10-Various Other Items" includes all other items sold at typical HOME CENTER stores.
- Seasonal HUs represent seasonal, recreational and occasional use housing units. These units are in addition to the calculation for households.

MARKET POTENTIAL REPORT

LUMBERYARDS - Retail Store Type

Area: 10420 US 27, Ocala, FL 34482 - PTA

Demographics

	<u>Population</u>	<u>% Growth</u>	<u>Households (HH)</u>	<u>% Growth</u>	<u>Average HH Size</u>	<u>%HH Owner-Occupied</u>	<u>Median HH Income</u>	<u>% Growth</u>
2010 Census	22,771		9,344		2.43	77.8%		
2020 Estimate	25,351	11.3%	10,372	11.0%	2.44	Seasonal HUs	\$43,907	
2025 Projection	27,464	8.3%	11,244	8.4%	2.44	383	\$47,545	8.3%

US Average Demographics

	<u>Population % Growth</u>	<u>Household % Growth</u>	<u>Average HH Size</u>	<u>%HH Owner-Occupied</u>	<u>Median Income</u>	<u>% Growth</u>
2020 Estimate	8.1%	8.0%	2.58		\$62,203	
2025 Projection	3.7%	3.6%	2.59	63.6%	\$67,325	8.2%

Expenditure Potential

	<u>Within Lumber-yards</u>	<u>All Other Stores</u>	<u>Within All Stores</u>	<u>Yearly Growth Rate Area</u>	<u>Yearly Growth Rate Benchmark</u>
2020 Total (\$000)	\$7,934	\$73,097	\$81,031	8.18%	6.63%
2020 Per HH	\$765	\$7,048	\$7,812	6.45%	5.87%

Lumberyards Expenditure Potential Index: 99

2020 Retail Support Potential: 5 sq. ft. (in 000's)

Product Expenditures

<u>Major Product Departments</u>	<u>2020 Total (\$000)</u>	<u>2020 \$ Per HH</u>	<u>2025 Total (\$000)</u>	<u>2025 \$ Per HH</u>	<u>Yearly Growth Rate</u>	<u>Benchmark Index</u>
1-Automotive	\$17	\$2	\$24	\$2	7.26%	103
2-Building Materials	\$6,962	\$671	\$10,328	\$919	8.21%	100
3-Electrical	\$66	\$6	\$96	\$8	7.71%	101
4-Hardware	\$234	\$23	\$340	\$30	7.82%	96
5-Housewares	\$26	\$2	\$38	\$3	8.29%	90
6-Lawn & Garden	\$74	\$7	\$110	\$10	8.25%	96
7-Paint & Sundries	\$181	\$17	\$269	\$24	8.32%	93
8-Plumbing	\$92	\$9	\$132	\$12	7.39%	106
9-Tools	\$107	\$10	\$158	\$14	8.05%	98
10-Various Other Items	\$176	\$17	\$260	\$23	8.12%	93
Total	\$7,934	\$765	\$11,756	\$1,046		

NOTES

- Expenditure Potential Index shows the amount by which area household expenditures differed from that of the benchmark. Values above (or below) 100 signify that this area is above (or below) the benchmark of expenditures. The benchmark represents the United States average.
- Retail Support Potential indicates the square footage this area should be capable of supporting (Expenditure Potential Total for LUMBERYARD outlets / \$1702)
- The category, "10-Various Other Items" includes all other items sold at typical LUMBERYARD outlets.
- Seasonal HUs represent seasonal, recreational and occasional use housing units. These units are in addition to the calculation for households.

HOME DECOR REPORT
StoreDevelopment
Research Best™
Estimated Product Expenditures for Flooring and for Kitchen & Bath Cabinets
Area: 10420 US 27, Ocala, FL 34482 - PTA

	2020 Total (\$000)	2020 \$ Per HH	Demographics	
			2020 Households	Median HH Income
Flooring and Floor Coverings (see note)	\$3,055	\$295	10,372	\$43,907
Kitchen and Bath Cabinets (see note)	\$1,279	\$123		

Important Notes: The Product Expenditures for these additional categories are for all retail stores, not just for hardware stores, home centers, and lumberyards.

"Flooring and Floor Coverings" (2017 Retail Census NAPCS Product Collection Code 5001875000) includes soft-surface (textile) floor coverings to be installed, carpets and rugs not requiring installation, hardwood and other hard-surface floor coverings and accessories, including tile and sheet goods. Product Expenditures for this category are for all retail stores, not just for hardware stores, home centers, and lumberyards.

"Kitchen & Bath Cabinets" (2017 Retail Census NAPCS Product Collection Code 5001925057) includes kitchen and bath cabinets and countertops, bathroom vanities & vanity tops, medicine cabinets, etc. Product Expenditures for this category are for all hardware stores, home centers, and other building material dealers.

Based on data from the 2017 Economic Census (U.S. Department of Commerce), the most recent survey published.

Attachment A

Product Department Breakdowns

The steps below show how "Major Product Departments" listed on the Market Potential Report are related to Product Departments, Categories, and Sub-Categories in the mydoitbest Catalog.

Step 1

The list below shows all Major Product Departments from the Market Potential Report. Select the one you would like to know of what departments it is composed. Each Major Product Department is followed by a code (shown in parenthesis). For example, for Electrical, the codes are F+G. You will use these codes in Step 2.

Major Product Depts. / (Do it Best Catalog dept. code)

- 1-Automotive / (A)
- 2-Building Materials / (B,E)
- 3-Electrical / (F,G)
- 4-Hardware / (K)
- 5-Housewares / (C,N,X)
- 6-Lawn & Garden / (H,O,Q)
- 7-Paint & Sundries / (R)
- 8-Plumbing / (L,T)
- 9-Tools / (J,U)
- 10-Miscellaneous / (D,I,M,P,S,V,W,Y,Z)

Step 2

Cross reference the letter codes in Step 1 with the Do it Best Catalog product departments listed below. This will give you the name of the Do it Best Catalog departments of which the Major Product Department is comprised (i.e. for the Major Product Department, "Electrical" the Do it Best Catalog departments are "Electrical" and "Electronics").

Do it Best Catalog Product Departments

- A- Automotive
- B- Building Materials
- C- Cleaning Supplies
- D- Clothing & Apparel
- E- Doors & Windows
- F- Electrical
- G- Electronics
- H- Farm & Ranch
- I- Food & Snacks
- J- Hand Tools(Combined with Power Tools, item U - see below)
- K- Hardware
- L- Heating Ventilation & Air Conditioning
- M- Holiday Decorations & Supplies
- N- Housewares
- O- Lawn & Garden
- P- Office Supplies
- Q- Outdoor Living
- R- Paint & Painting Supplies
- S- Pet Supplies
- T- Plumbing Supplies
- U- Power Tools & Accessories
- V- Safety
- W- Sporting Goods
- X- Storage & Organization
- Y- Store Supplies
- Z- Toys & Games

Step 3

If you would like to know specific Do it Best warehouse products the Do it Best Catalog product departments consist of (shown in Step 2), go to the following address on your browser. You will then be taken to the sign-on page for mydoitbest.com.

[membercatalog.com/
PlanogramSearch.aspx](http://membercatalog.com/PlanogramSearch.aspx)

After signing-on to the member catalog as shown above, go to "Planograms". Here will be displayed in alphabetical order all the product departments (as shown under Step 2). You can click on the "+" symbol to view lower levels of a department. In the example below, the department "Electrical" has a category, "Cable & Wire" and the Sub-Category, "Building Wire". At any level, you may view all the items at that level by clicking the "magnifying glass" to the right of the category description.

Do it Best Catalog

Classification Department Search

Product Departments

- Automotive
- Building Materials
- Cleaning Supplies
- Clothing & Apparel
- Doors & Windows
- Electrical **Product Dept.**
- Batteries & Flashlights
- Cable & Wire **Category**
- Armored & Metal Clad Cable
- Building Wire **Sub-Category**
- NMW/G Wire
- THHN Wire
- Cord Wire & Spool

Competitor Information

COMPETITOR LISTING
for Ocala, Florida

ID#	NAME	ADDRESS	CITY	ST	ZIP	TEL #
1	Gilbert's Ace Hardware	7777 NW Hwy 225A	Ocala	FL	34482	(352) 622-3031
2	Lowe's Home Improvement	7575 SW 90th St	Ocala	FL	34476	(352) 861-3900
5	The Home Depot	3300 SW 35th Terrace	Ocala	FL	34474	(352) 873-1144
6	Lowe's Home Improvement	3535 SW 36th Ave	Ocala	FL	34474	(352) 237-7600
8	Williston Ace Hardware	54 SW Main St	Williston	FL	32696	(352) 529-0028

Do it Best Corp.
Store Development Research
 Ocala, Florida - Market and Site Analysis

Competitor Impact on Primary Trade Area

Map ID#	Name	Store's Estimated Gross Sales	Estimated DIY Percent	Estimated DIY Sales	Competitor Trade Area Household Count	Household Overlap	Overlap Percent	Est DIY \$ Impact	Store Format	Square Footage
1	Gilbert's Ace Hardware	\$ 1,700,000	80%	\$ 1,360,000	7,691	6,521	85%	\$ 1,153,109	Hardware	7,200
2	Lowe's Home Improvement	\$ 45,388,551	70%	\$ 31,771,986	62,699	8,293	13%	\$ 4,202,381	Home Center	110,000
5	The Home Depot	\$ 57,539,199	55%	\$ 31,646,559	61,094	7,278	12%	\$ 3,769,988	Home Center	104,000
6	Lowe's Home Improvement	\$ 45,388,551	70%	\$ 31,771,986	61,227	7,478	12%	\$ 3,880,492	Home Center	110,000
8	Williston Ace Hardware	\$ 2,200,000	90%	\$ 1,980,000	9,511	389	4%	\$ 80,982	Hardware	9,600

Site Information

PROSPECTIVE SITE EVALUATION FORM

Conducted by (name): Nick Beneke

Date: November 2021

1. Building Only Land Only Building and Land

Description of location: Undeveloped farm land located outside of Ocala main metropolitan area just west of I75 on SR27 near the new World Equestrian Center on a 10 acre lot.

2. Street Address of property: Near 10420 US 27

3. City: Ocala State: FL ZIP: 34482

4. County: Marion

5. Land Information:

a) Lot Size: 10 Acres

b) Corner Lot Alley Highway/Road Frontage(Width) 4 lanes

Miscellaneous:

1. Maintenance of single family housing:

A. Percent well maintained 70%

B. Percent adequately maintained 20%

C. Percent not maintained 10%

3. Information on the community: Affluent, equestrian, urban area with many horse farms and land.

Area Information:

1. New business or construction in the area – describe: World of Equestrian Center fully opened and expanding.

2. If site is located in existing shopping center, list co-tenants and briefly describe their drawing power: New location, ground up.

3. Distance to other retail businesses:

A. Downtown business area: 11(mi.) Number of stores 50

B. Nearest shopping center 6.2(mi.)

C. Nearest strip mall 7(mi.)

D. Nearest other shopping 0.1(mi.)

E. Nearest competitor 4(mi.)

4. Other retailers in the area include: Gas station, Taqueria, Animal Hospital

Poor Fair Good Excellent

5. Retail Destination Rating:

Street and Traffic Information:

1. Name of roadway in front of store: SR27
2. Number of traffic lanes in each direction: 4
 - A. Dividers in front of site? Yes No
 - B. Rumble strip or turning lane? Yes No
 - C. Cross-over permitted? Yes No
 - D. Traffic Light (3-way)? Yes No
 - E. Stop light? Yes No
 - F. Does traffic back up at site? Yes No
 - H. Speed limit: 55
 - J. Distance to nearest housing area: 2(mi.)

3. Access Information

- A. Number of entrances & exits: 2
- B. Number of curb cuts: 2
- C. Number of lights: 0

		Poor	Fair	Good	Excellent
4. Access:	North	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	East	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	South	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	West	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. Visibility:	North	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	East	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	South	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	West	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

6. Ingress/Egress:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
--------------------	--------------------------	--------------------------	--------------------------	-------------------------------------

Prospective Site Photo





Jimmy H. Cowan, Jr., CFA
Marion County Property Appraiser

501 SE 25th Avenue, Ocala, FL 34471 Telephone: (352) 368-8300 Fax: (352) 368-8336

2024 Property Record Card
Real Estate

12550-000-00

[GOOGLE Street View](#)

Prime Key: 228109

[Beta MAP IT+](#)

Current as of 5/30/2024

[Property Information](#)

MERIDIAN LAND HOLDINGS INC
 4950 NW 150TH AVE
 MORRISTON FL 32668-7737

[Taxes / Assessments:](#)

Map ID: 90

[Millage:](#) 9002 - UNINCORPORATED

[M.S.T.U.](#)

[PC:](#) 99

Acres: 34.31

Situs: Situs: 5465 NW 110TH AVE
 OCALA

[2023 Certified Value](#)

Land Just Value	\$1,092,774		
Buildings	\$0		
Miscellaneous	\$60,858		
Total Just Value	\$1,153,632	Impact	
Total Assessed Value	\$1,011,369	Ex Codes:	(\$142,263)
Exemptions	\$0		
Total Taxable	\$1,011,369		
School Taxable	\$1,153,632		

[History of Assessed Values](#)

Year	Land Just	Building	Misc Value	Mkt/Just	Assessed Val	Exemptions	Taxable Val
2023	\$1,092,774	\$0	\$60,858	\$1,153,632	\$1,011,369	\$0	\$1,011,369
2022	\$808,630	\$403	\$110,393	\$919,426	\$919,426	\$0	\$919,426
2021	\$582,214	\$306	\$111,103	\$693,623	\$147,172	\$0	\$147,172

[Property Transfer History](#)

Book/Page	Date	Instrument	Code	Q/U	V/I	Price
7496/0830	06/2021	07 WARRANTY	4 V-APPRAISERS OPINION	Q	I	\$1,350,000
7426/1639	03/2021	07 WARRANTY	4 V-APPRAISERS OPINION	Q	I	\$850,000
7288/0228	03/2020	08 CORRECTIVE	0	U	I	\$100
2537/1893	08/1998	07 WARRANTY	4 V-APPRAISERS OPINION	U	I	\$525,000
1861/1795	09/1992	07 WARRANTY	2 V-SALES VERIFICATION	Q	I	\$420,300
1M91/0336	11/1991	E1 E I	0	U	I	\$183,666
UNR /INST	07/1989	71 DTH CER	0	U	I	\$100
1489/1044	03/1988	07 WARRANTY	9 UNVERIFIED	Q	I	\$660,000
0849/0655	11/1977	07 WARRANTY	0	U	V	\$100

SEC 27 TWP 14 RGE 20
 COM AT SW COR OF NE 1/4 OF SE 1/4 TH N 00-17-16 E 20.59 FT TO THE POB TH
 S 87-42-17 W 654.81 FT TH N 06-19-55 E 424.74 FT TH N 05-57-14 W 418.48 FT
 TH S 85-38-25 W 583.21 FT TH N 15-47-09 E 242.44 FT TO THE POC OF A CURVE
 CONCAVE WLY HAVING A RADIUS OF 1754.90 FT A CENTRAL ANGLE OF 05-19-04
 TH NELY ALONG ARC OF CURVE 162.88 FT TH N 10-28-05 E 252.97 FT TO THE
 POC OF A CURVE CONCAVE SELY HAVING A RADIUS OF 100 FT A CENTRAL
 ANGLE OF 39-18-31 TH NELY ALONG ARC OF CURVE 68.60 FT TO THE PT OF
 REVERSE CURVATURE OF A CURVE CONCAVE NWLY HAVING A RADIUS OF
 623.69 FT A CENTRAL ANGLE OF 13-39-45 TH NELY ALONG ARC OF CURVE
 148.72 FT TH N 36-06-41 E 127.29 FT TO THE POC OF A CURVE CONCAVE SLY
 HAVING A RADIUS OF 25 FT A CENTRAL ANGLE OF 90-38-33 TH NELY ALONG
 ARC OF CURVE 39.55 FT TH S 53-14-46 E 2120.85 FT TH N 89-25-14 W 858.71
 FT TH S 00-17-16 W 422.98 FT TO THE POB

Land Data - Warning: Verify Zoning

Use	CUse	Front	Depth	Zoning	Units	Type	Rate	Loc	Shp	Phy	Class	Value	Just Value
9902		.0	.0	A1	34.31	AC							
Neighborhood 0154 - AC NHWY40 S27 E110 W80													
Mkt: 4 70													

Miscellaneous Improvements

Type	Nbr	Units	Type	Life	Year In	Grade	Length	Width
112 FENCE WIRE/BD	2,120.00		LF	10	1986	3	0.0	0.0
009 BARN HORSE	9,492.00		SF	40	1984	3	226.0	42.0
144 PAVING ASPHALT	13,252.00		SF	5	1984	1	0.0	0.0
190 SEPTIC 1-5 BTH	1.00		UT	99	1992	2	0.0	0.0
256 WELL 1-5 BTH	1.00		UT	99	1992	2	0.0	0.0
OFF OFFICE FARM	651.00		SF	40	1995	3	21.0	31.0
008 HORSE RND PEN	2,827.00		SF	40	1995	2	0.0	0.0

Appraiser Notes

Planning and Building
** Permit Search **

Permit Number	Date Issued	Date Completed	Description
2021120637	2/11/2022	-	REMOVE MOBILE HOME
MA57023	11/1/1992	-	MHAD
MA56485	10/1/1992	-	MH
MA14113	6/1/1988	11/1/1988	B=SFR

Attachment A

Rec. 3550
Doc. 9450 00

This instrument was prepared by,
record and return to:
Jon I. McGraw, Esq.
Schatt McGraw Rauba Mutarelli
328 N.E. 1st Avenue, Suite 100
Ocala, FL 34470
352-789-6520

WARRANTY DEED

THIS INDENTURE, made effective the 11th day of June, 2021, between **DUKE AND PRINCESS LLC, a Florida limited liability company**, whose address is 4560 NW 90th Avenue, Ocala, Florida 34482, Grantor, and **MERIDIAN LAND HOLDINGS, INC., a Florida corporation**, whose address is 4950 NW 150th Avenue, Morriston, Florida 32668, Grantee. (Wherever used herein the terms “Grantor” and “Grantee” include all the parties to the instrument and the heirs, legal representatives and assigns of the individuals, and the successors and assigns of corporations).

WITNESSETH, that said Grantor, for and in consideration of the sum of Ten and No/100 Dollars (\$10.00) and other good and valuable considerations, receipt of which is hereby acknowledged, hereby grants, bargains, sells, aliens, remises, releases, conveys and confirms unto Grantees all that certain land situate in Marion County, Florida, to wit:

SEE ATTACHED EXHIBIT “A”

F.S. Section 689.02 required information:

Property Appraiser’s Parcel I.D. Number: 12550-000-00

SUBJECT TO:

1. Ad valorem taxes for 2021 and subsequent years;
2. Any and all governmental zoning laws, rules and regulations applicable to the property;
3. Easements, reservations, declaration of covenants, conditions and restrictions and riparian rights of record, if any.

Together with all the tenanments, hereditaments and appurtenances thereto belonging or in anywise appertaining.

TO HAVE AND TO HOLD, the same in fee simple forever.

AND the Grantor hereby covenants with Grantee that Grantor is lawfully seized of said land in fee simple; that the Grantor has good right and lawful authority to sell and convey said land, and hereby warrants the title to said land and will defend the same against the lawful claims of all persons whomsoever; and that said land is free of all encumbrances, except taxes and assessments accruing subsequent to December 31, 2020 or subject matters shown in the title commitment.

Attachment A

Grantor and Grantee are used for singular or plural, as context requires.

IN WITNESS WHEREOF, Grantor has hereunto set Grantor's hand and seal the day and year first above written.

Signed, sealed and delivered in our presence:

GRANTOR:

DUKE AND PRINCESS LLC, a Florida limited liability company,

BY Tami Bobo
TAMI BOBO, as Manager

Jim J. McEwen Witness
(Print Name)

Kimberly A Tabor Witness
(Print Name)

STATE OF FLORIDA
COUNTY OF MARION

I HEREBY CERTIFY that on this day before me, an officer duly qualified to take acknowledgments, the foregoing instrument was acknowledged before me by means of [] physical presence or [] online notarization, this 11 day of June, 2021 by Tami Bobo, Manager of Duke and Princess LLC, a Florida limited liability company, who is known to me (YES NO) to be the person described in and who executed the foregoing instrument, OR who has produced _____ as identification and acknowledged before me that she executed same for the purposes expressed herein.

WITNESS my hand and official seal in the County and State last aforesaid this 11 day of June, 2021.

Kimberly A Tabor
(Print Name)
Notary Public, State of Florida
My Commission Expires:



KIMBERLY A TABOR
Commission # GG 291900
Expires February 16, 2023
limited Time Digital Notary Services

Attachment A

EXHIBIT "A"

(PER OFFICIAL RECORDS BOOK 7426, PAGE 1639, PUBLIC RECORDS OF MARION COUNTY, FLORIDA)

Commence at the Southwest corner of the Northeast 1/4 of the Southeast 1/4 of Section 27, Township 14 South, Range 20 East; thence North 00°17'16" East, along the West line of said Northeast 1/4 of the Southeast 1/4, a distance of 20.59 feet to the Point of Beginning; thence South 87°42'17" West, a distance of 654.81 feet; thence North 05°19'55" East, a distance of 424.74 feet; thence North 05°57'14" West, a distance of 418.48 feet; thence South 85°38'25" West, a distance of 583.21 feet to an intersection with the Easterly right-of-way line of N.W. 110th Avenue; thence North 15°47'09" East, along said Easterly right-of-way line, a distance of 242.44 feet to the point of curvature of a curve, concave Westerly, having a radius of 1754.90 feet and a central angle of 05°19'04"; thence Northeasterly, along and with the arc of said curve, an arc distance of 162.88 feet to the point of tangency of said curve; thence North 10°28'05" East, along said Easterly right-of-way line, a distance of 252.97 feet to the point of curvature of a curve, concave Southeasterly, having a radius of 100 feet and a central angle of 39°18'31"; thence Northeasterly, along and with the arc of said curve, an arc distance of 65.50 feet to the point of reverse curvature of a curve, concave Northwesterly, having a radius of 623.69 feet and a central of 13°39'45", said point of reverse curvature being on the Southeasterly right-of-way line of County Road Number 464B; thence Northeasterly, along and with the arc of said curve, an arc distance of 146.72 feet to the point of tangency of said curve; thence North 36°06'41" East, along said Southeasterly right-of-way line, a distance of 127.29 feet to the point of curvature of a curve, concave Southerly, having a radius of 25.00 feet and a central angle of 90°38'33"; thence Northeasterly, along and with the arc of said curve, an arc distance of 39.55 feet to an intersection with the Southwesterly right-of-way line of U.S. Highway 27; thence South 53°14'46" East, along and with said Southwesterly right-of-way line, a distance of 2120.85 feet to an intersection with the South line of the North 2/3 of the aforementioned Northeast 1/4 of the Southeast 1/4; thence North 89°25'14" West, along said South line, a distance of 858.71 feet to an intersection with the West line of said Northeast 1/4 of the Southeast 1/4; thence South 00°17'16" West, along said West line, a distance of 422.98 feet to the Point of Beginning.

ABOVE DESCRIBED LANDS BEING MORE CORRECTLY DESCRIBED AS FOLLOWS:

Commence at the Southwest corner of the Northeast 1/4 of the Southeast 1/4 of Section 27, Township 14 South, Range 20 East; thence North 00°17'16" East, along the West line of said Northeast 1/4 of the Southeast 1/4, a distance of 20.59 feet to the Point of Beginning; thence South 87°42'17" West, a distance of 654.81 feet; thence North 06°19'55" East, a distance of 424.74 feet; thence North 05°57'14" West, a distance of 418.48 feet; thence South 85°38'25" West, a distance of 583.21 feet to an intersection with the Easterly right-of-way line of N.W. 110th Avenue; thence North 15°47'09" East, along said Easterly right-of-way line, a distance of 242.44 feet to the point of curvature of a curve, concave Westerly, having a radius of 1754.90 feet and a central angle of 05°19'04"; thence Northeasterly, along and with the arc of said curve, an arc distance of 162.88 feet to the point of tangency of said curve; thence North 10°28'05" East, along said Easterly right-of-way line, a distance of 252.97 feet to the point of curvature of a curve, concave Southeasterly, having a radius of 100 feet and a central angle of 39°18'31"; thence Northeasterly, along and with the arc of said curve, an arc distance of 68.60 feet to the

Attachment A

EXHIBIT "A" CONT.

point of reverse curvature of a curve, concave Northwesterly, having a radius of 623.69 feet and a central of $13^{\circ}39'45''$, said point of reverse curvature being on the Southeasterly right-of-way line of County Road Number 464B; thence Northeasterly, along and with the arc of said curve, an arc distance of 148.72 feet to the point of tangency of said curve; thence North $36^{\circ}06'41''$ East, along said Southeasterly right-of-way line, a distance of 127.29 feet to the point of curvature of a curve, concave Southerly, having a radius of 25.00 feet and a central angle of $90^{\circ}38'33''$; thence Northeasterly, along and with the arc of said curve, an arc distance of 39.55 feet to an intersection with the Southwesterly right-of-way line of U.S. Highway 27; thence South $53^{\circ}14'46''$ East, along and with said Southwesterly right-of-way line, a distance of 2120.85 feet to an intersection with the South line of the North 2/3 of the aforementioned Northeast 1/4 of the Southeast 1/4; thence North $89^{\circ}25'14''$ West, along said South line, a distance of 858.71 feet to an intersection with the West line of said Northeast 1/4 of the Southeast 1/4; thence South $00^{\circ}17'16''$ West, along said West line, a distance of 422.98 feet to the Point of Beginning.



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

Detail by Entity Name

Florida Limited Liability Company
MERIDIAN LAND HOLDINGS, LLC

Filing Information

Document Number	L22000137113
FEI/EIN Number	11-3674584
Date Filed	03/15/2022
Effective Date	12/01/2002
State	FL
Status	ACTIVE
Last Event	CONVERSION
Event Date Filed	03/15/2022
Event Effective Date	NONE

Principal Address

4575 W. HWY 40
OCALA, FL 34482

Mailing Address

4575 W. HWY 40
OCALA, FL 34482

Registered Agent Name & Address

COOPER, MICHAEL J
1900 N. ATLANTIC AVENUE, #1203
DAYTONA BEACH, FL 32118

Address Changed: 03/03/2023

Authorized Person(s) Detail

Name & Address

Title AMBR

DEL ZOTTO, LAURA
4575 W. HWY 40
OCALA, FL 34482

Annual Reports

Report Year	Filed Date
2023	03/03/2023

2024

02/23/2024

Document Images

[02/23/2024 -- ANNUAL REPORT](#)

[View image in PDF format](#)

[03/03/2023 -- ANNUAL REPORT](#)

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[03/15/2022 -- Florida Limited Liability](#)

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