



TURNING NUMBERS INTO OPPORTUNITY

HARNESSING THE POWER OF MARKET DATA

Michigan Main Street - Webinar Series

Economic Vitality

Market Information

Retail Leakage

Demographic Data

Rent Rates- Commercial + Residential

Business Mix

Property Inventory

Business Development

Retention + Improvement

Education

Communication

Direct Assistance

Recruitment

Existing Businesses

Entrepreneurship

Incentives + Finance

Real Estate Development (Joint w Design)

Existing

Façade

Rehab

New Construction

Infill + Significant Projects

Placemaking

Facilitation + Incentives

DEFINING TRADE AREA

- Where are you measuring?
 - District?
 - City?
- How to measure
 - Geofencing
 - Zip Code Survey
 - Credit Card Data
 - Drive time estimates

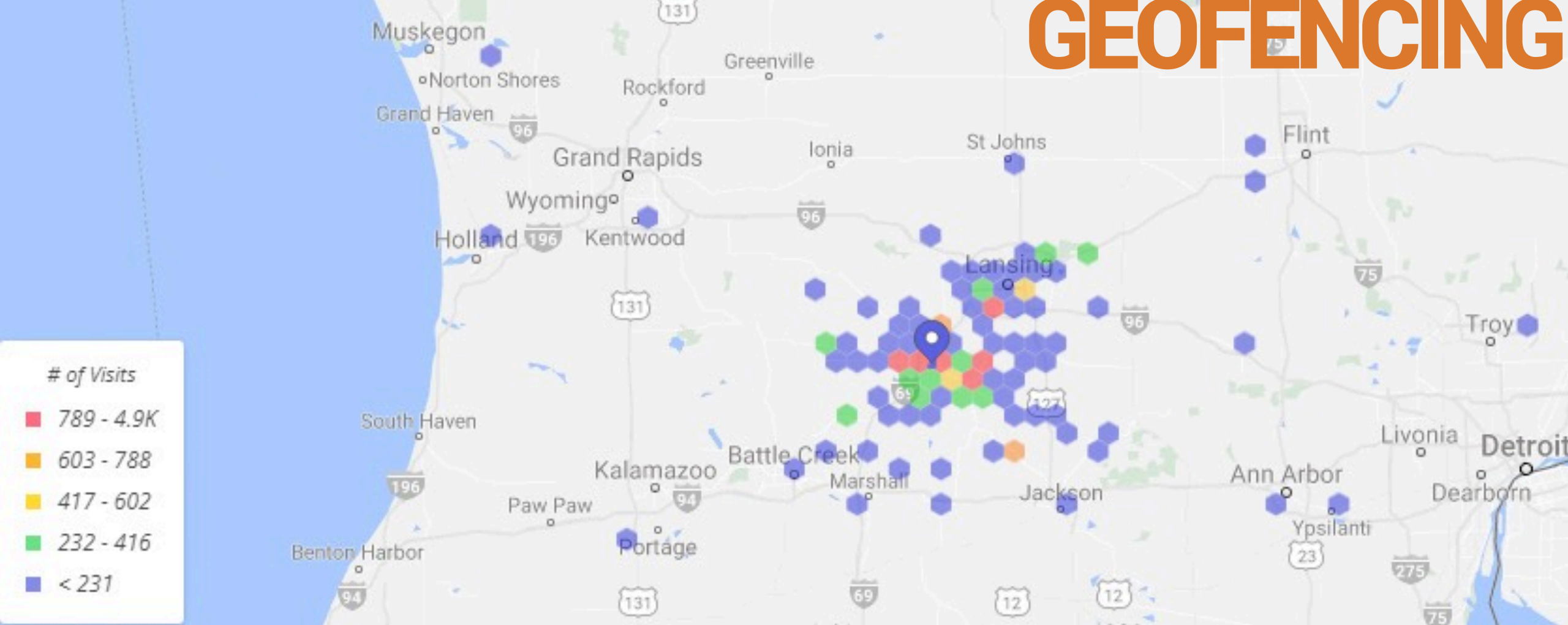


DEFINING TRADE AREA

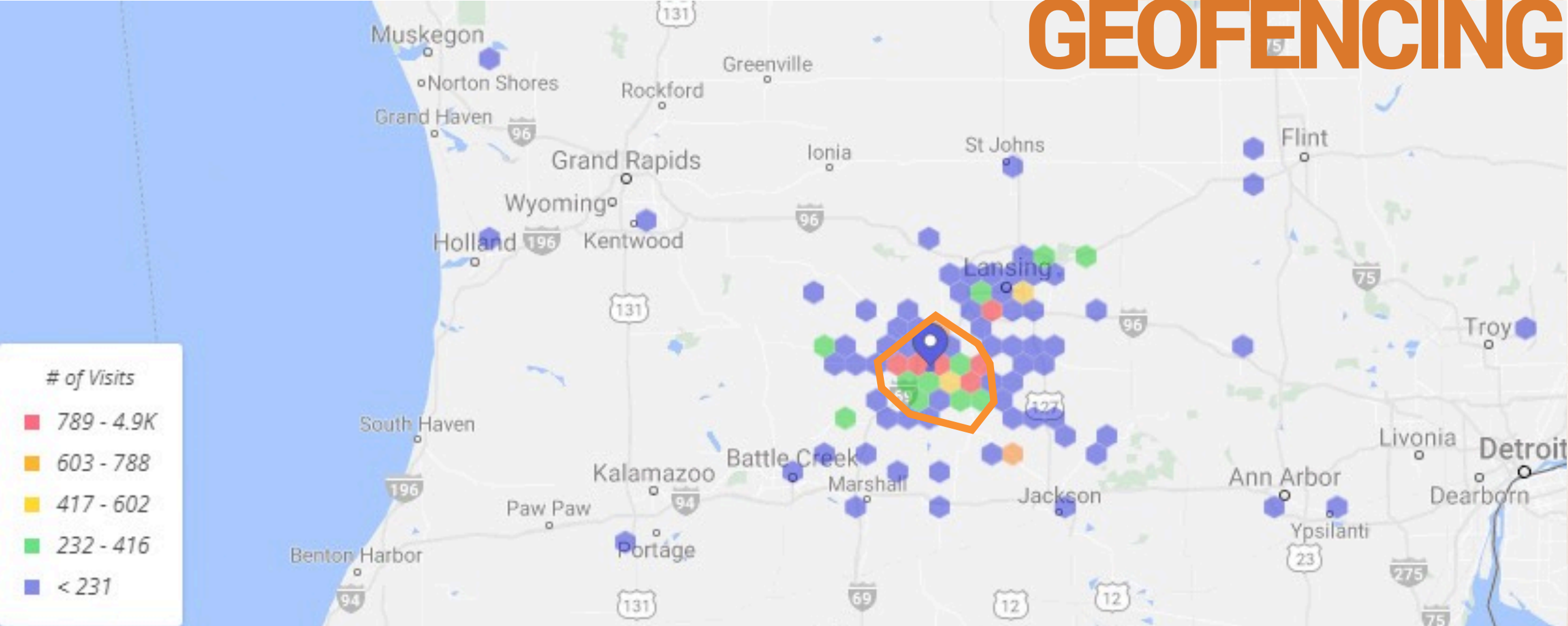
- Geofencing



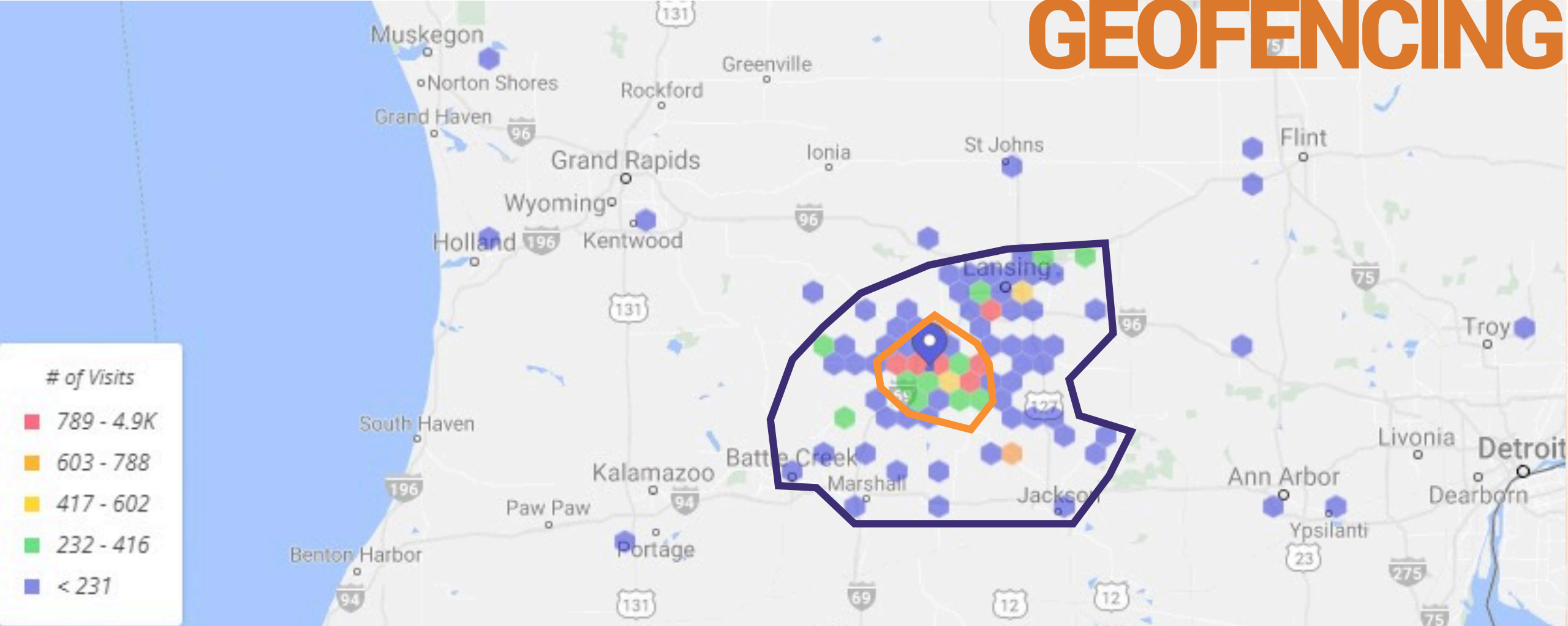
GEOFENCING



GEOFENCING



GEOFENCING

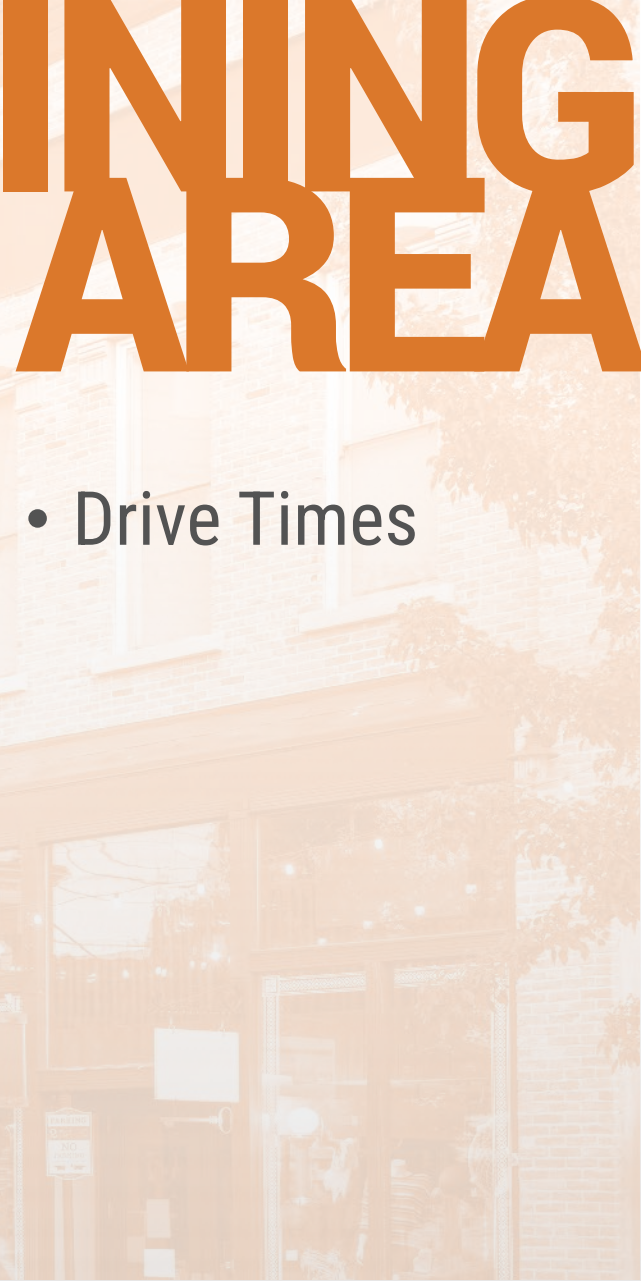
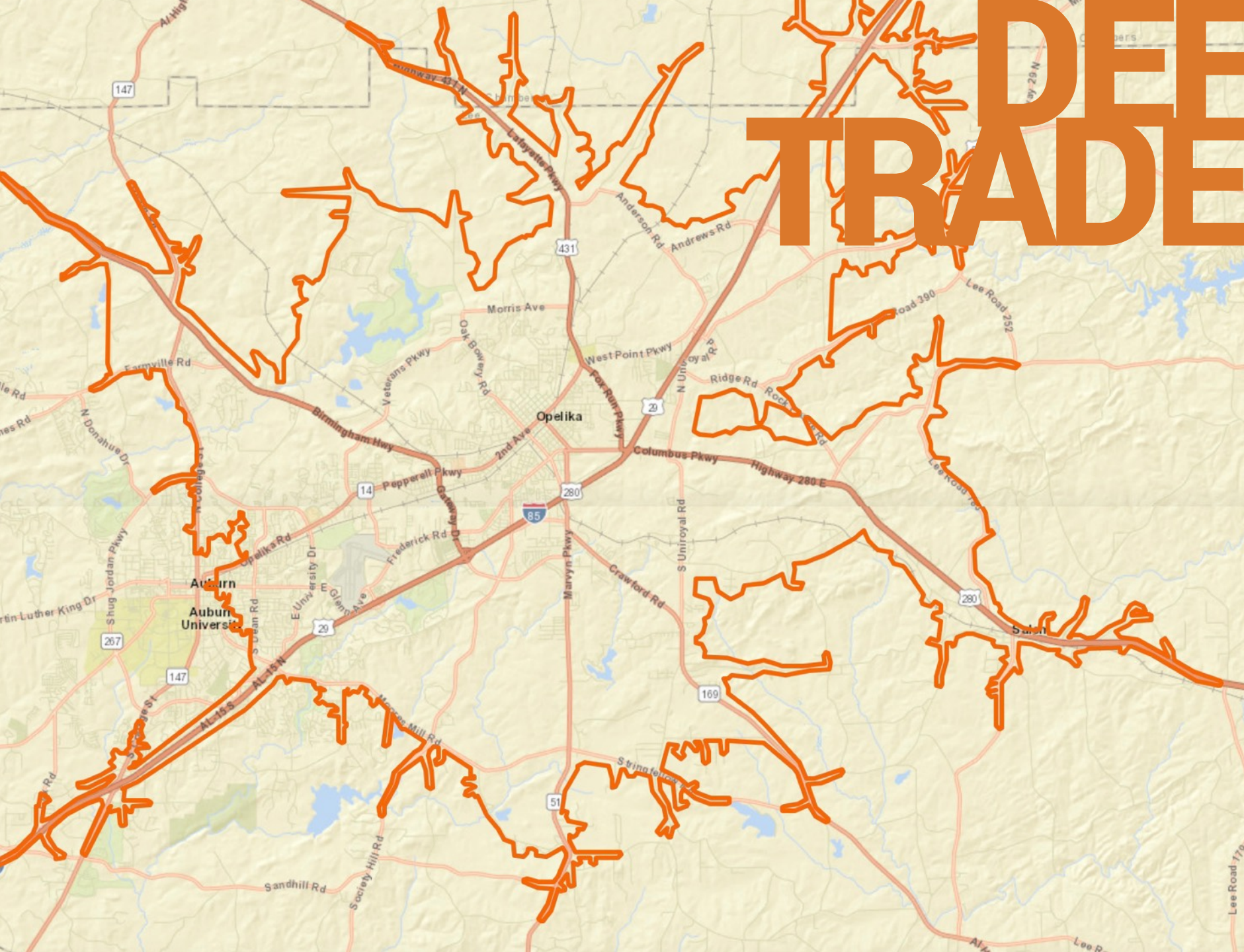


DEFINING TRADE AREA



• Zip Codes

DEFINING TRADE AREA



- Drive Times

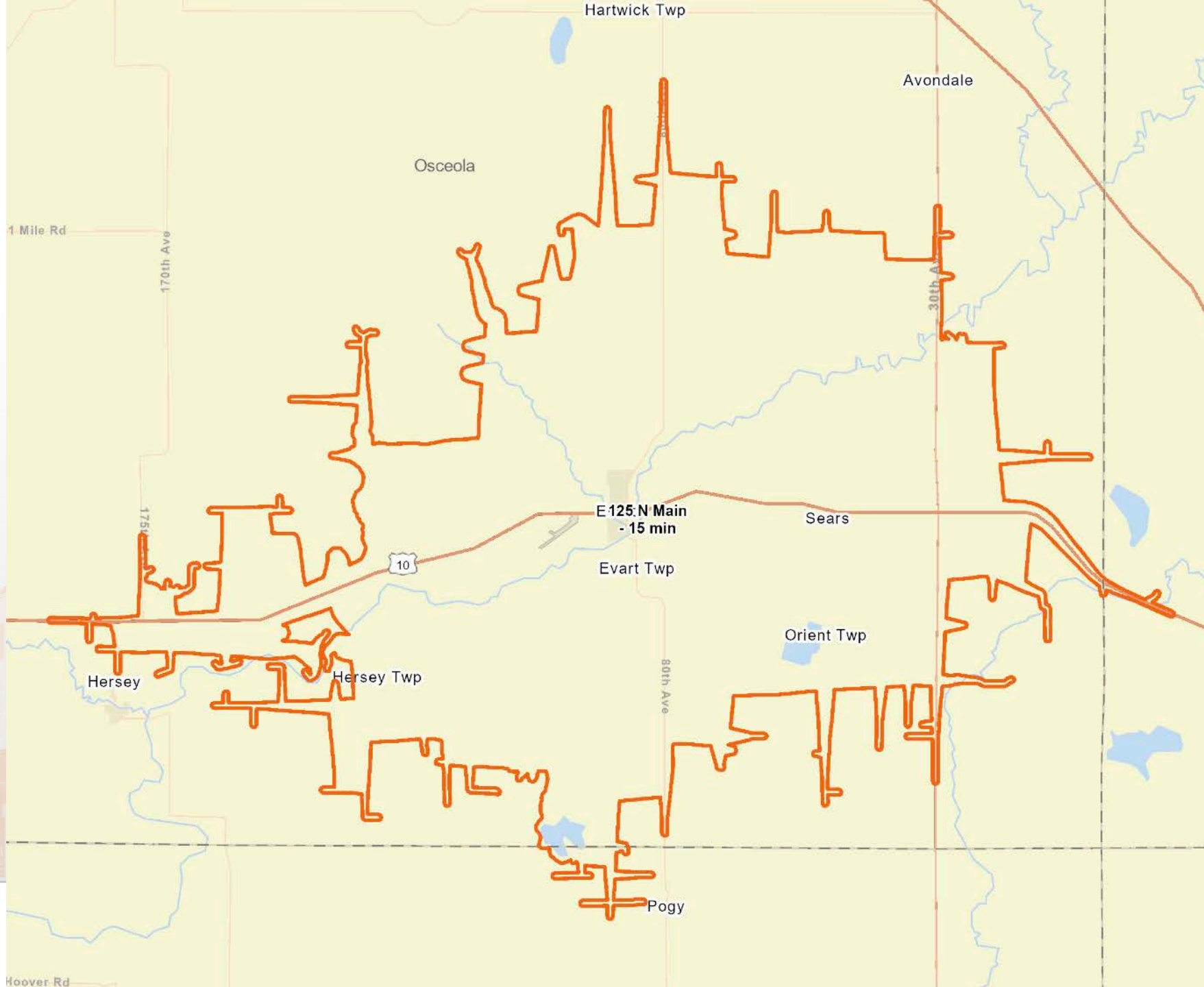
DEFINING TRADE AREA

- Why is it important?
- Accurate Measurement as possible
 - “True” Spending Power
 - “Real” Audience
 - Retail Chains Already Have This Data



Your Community Has Spending Power

- Evert, MI
- Population – 1,600(ish)
- Dropped a pin in main intersection of downtown
- Drive Time
 - 15-Minute



Your Community Has Spending Power

Ewart, MI
15-Minute Drive Time

\$91,129,390

- Total Retail Trade Demand
(including food and drink)

\$48,063,088

- Total Retail Trade Supply
(including food and drink)

Ewart leaks \$43,066,302 annually

What is Retail Leakage?

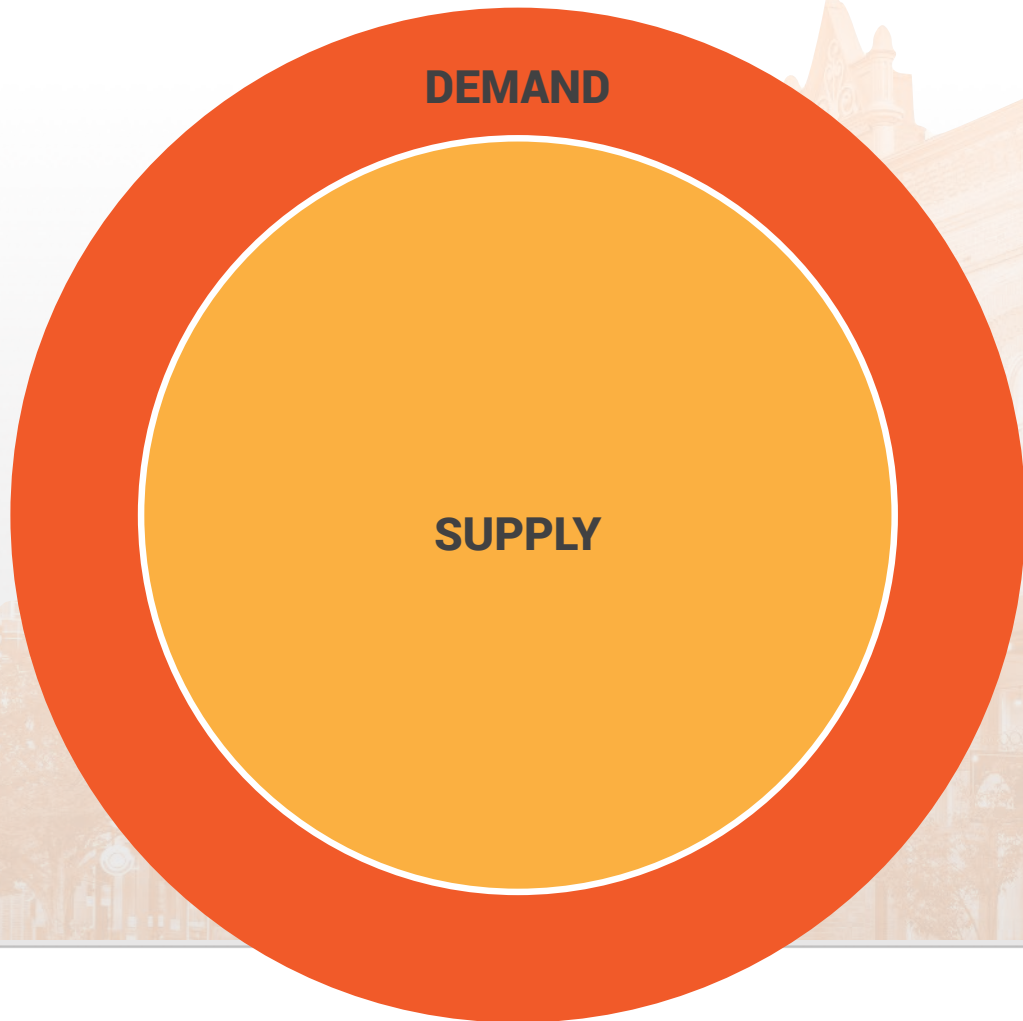
SUPPLY

What
Stores
Sell

DEMAND

What
Customers
Buy

What is Retail Leakage?



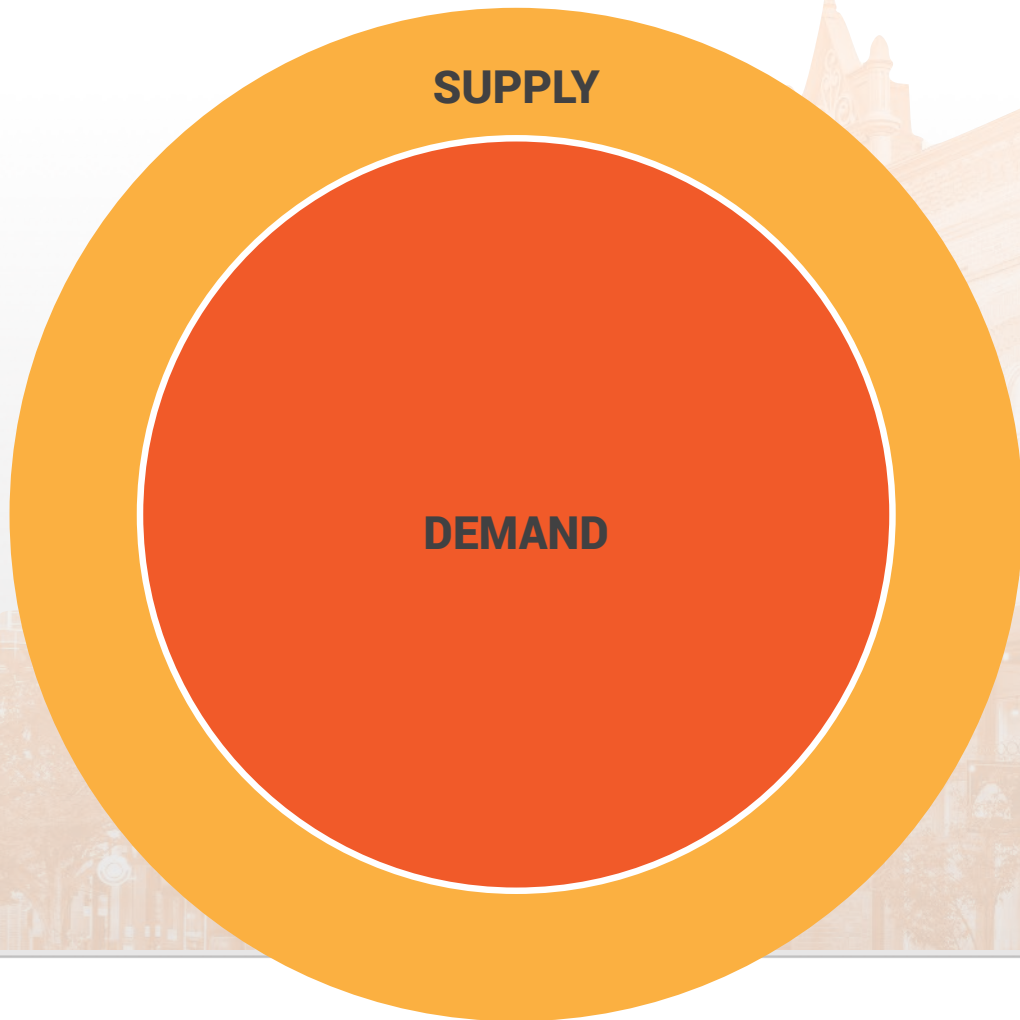
When Customers Demand More than the Stores Supply

What is Retail Leakage?

DEMAND

THIS IS A
GAP

What is Retail Leakage?



The Stores **Supply** More
Than Customers **Demand**

What is Retail Leakage?

SUPPLY

THIS IS A
SURPLUS

Your Community Has Spending Power

Ewart, MI
15-Minute Drive Time

\$91,129,390

- Total Retail Trade Demand
(including food and drink)

\$48,063,088

- Total Retail Trade Supply
(including food and drink)

Ewart leaks \$43,066,302 annually


Retail Market Power® 2023 | Retail Stores Opportunity Gap (1)

Trade Area: 125 N Main - 15 min

Benchmark: USA

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	91,129,390	48,063,088	43,066,302
Total retail trade (NAICS 44 and 45)	81,353,791	44,611,493	36,742,299
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	20,288,559	1,101,871	19,186,688
Automobile dealers (NAICS 4411)	16,664,576	551,822	16,112,755
New car dealers (NAICS 44111)	14,863,738	42,216	14,821,523
Used car dealers (NAICS 44112)	1,800,838	509,606	1,291,232
Other motor vehicle dealers (NAICS 4412)	2,104,135	83,886	2,020,249
Recreational vehicle dealers (NAICS 44121)	813,300	0	813,300
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	1,290,835	83,886	1,206,949
Boat dealers (NAICS 441222)	513,400	41,727	471,673
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	777,435	42,158	735,277
Automotive parts, accessories, and tire stores (NAICS 4413)	1,519,847	466,163	1,053,684
Automotive parts and accessories stores (NAICS 44131)	959,945	277,396	682,549
Tire dealers (NAICS 44132)	559,903	188,768	371,135
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	1,711,117	4,140	1,706,977
Furniture stores (NAICS 4421)	997,243	1,018	996,224
Home furnishings stores (NAICS 4422)	713,874	3,122	710,752
Floor covering stores (NAICS 44221)	344,028	1,288	342,740
Other home furnishings stores (NAICS 44229)	369,846	1,834	368,012
Window treatment stores (NAICS 442291)	19,626	0	19,626
All other home furnishings stores (NAICS 442299)	350,220	1,834	348,386
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	1,286,949	0	1,286,949
Household appliance stores (NAICS 443141)	267,496	0	267,496
Electronics stores (NAICS 443142)	1,019,453	0	1,019,453

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Electronics stores (NAICS 443142)	1,019,452	0	1,019,452
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	5,996,092	1,217,259	4,778,833
Building material and supplies dealers (NAICS 4441)	5,247,755	1,172,110	4,075,645
Home centers (NAICS 44411)	2,940,814	57,361	2,883,453
Paint and wallpaper stores (NAICS 44412)	197,248	18,602	178,646
Hardware stores (NAICS 44413)	439,301	487,231	-47,929
Other building material dealers (NAICS 44419)	1,670,391	608,916	1,061,475
Lawn and garden equipment and supplies stores (NAICS 4442)	748,337	45,149	703,188
Outdoor power equipment stores (NAICS 44421)	150,866	0	150,866
Nursery, garden center, and farm supply stores (NAICS 44422)	597,471	45,149	552,322
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	10,873,816	4,503,280	6,370,536
Grocery stores (NAICS 4451)	9,714,357	3,995,499	5,718,858
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	9,282,662	3,205,124	6,077,538
Convenience stores (NAICS 44512)	431,695	790,375	-358,680
Specialty food stores (NAICS 4452)	276,374	26,516	249,858
Meat markets (NAICS 44521)	85,102	15,833	69,269
Fish and seafood markets (NAICS 44522)	33,365	0	33,365
Fruit and vegetable markets (NAICS 44523)	57,442	0	57,442
Other specialty food stores (NAICS 44529)	100,465	10,683	89,782
All other specialty food stores (NAICS 445299)	47,617	5,225	42,392
Beer, wine, and liquor stores (NAICS 4453)	883,086	481,265	401,821
Health and Personal Care Stores			

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	4,684,824	9,892,338	-5,207,514
Pharmacies and drug stores (NAICS 44611)	4,027,469	9,375,673	-5,348,203
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	279,624	0	279,624
Optical goods stores (NAICS 44613)	124,469	50,240	74,229
Other health and personal care stores (NAICS 44619)	253,262	466,426	-213,164
Food (health) supplement stores (NAICS 446191)	89,242	10,569	78,673
All other health and personal care stores (NAICS 446199)	164,019	455,857	-291,838
Online Stations			
 Gasoline stations (NAICS 447)	6,053,280	23,056,326	-17,003,047
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	3,686,218	127,913	3,558,305
Clothing stores (NAICS 4481)	2,458,036	123,930	2,334,106
Men's clothing stores (NAICS 44811)	98,953	0	98,953
Women's clothing stores (NAICS 44812)	437,515	0	437,515
Children's and infants' clothing stores (NAICS 44813)	124,931	0	124,931
Family clothing stores (NAICS 44814)	1,472,493	72,433	1,400,060
Clothing accessories stores (NAICS 44815)	122,052	51,497	70,555
Other clothing stores (NAICS 44819)	202,092	0	202,092
Shoe stores (NAICS 4482)	494,489	3,983	490,506
Jewelry, luggage, and leather goods stores (NAICS 4483)	733,693	0	733,693
Jewelry stores (NAICS 44831)	474,929	0	474,929
Luggage and leather goods stores (NAICS 44832)	258,764	0	258,764
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	1,310,072	202,322	1,107,750
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	1,164,770	155,564	1,009,207
Sporting goods stores (NAICS 45111)	796,355	69,283	727,071
Hobby, toy, and game stores (NAICS 45112)	288,785	58,102	230,684
Sewing, needlework, and piece goods stores (NAICS 45113)	33,321	28,178	5,142
Musical instrument and supplies stores (NAICS 45114)	46,309	0	46,309
Book stores and news dealers (NAICS 4512)	145,302	46,758	98,544
Book stores (NAICS 451211)	134,914	46,758	88,156
News and newsdealers stores (NAICS 451212)	10,388	0	10,388

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Musical instrument and supplies stores (NAICS 45114)	46,309	0	46,309
Book stores and news dealers (NAICS 4512)	145,302	46,758	98,544
Book stores (NAICS 451211)	134,914	46,758	88,156
News dealers and newsstands (NAICS 451212)	10,388	0	10,388
General Merchandise Stores			
General merchandise stores (NAICS 452)	9,825,725	3,734,430	6,091,295
Department stores (NAICS 4522)	1,275,691	2,675	1,273,016
Other general merchandise stores (NAICS 4523)	8,550,034	3,731,755	4,818,279
Warehouse clubs and supercenters (NAICS 452311)	7,743,051	57,040	7,686,012
All other general merchandise stores (NAICS 452319)	806,982	3,674,715	-2,867,733
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	1,723,048	173,671	1,549,377
Florists (NAICS 4531)	81,244	12,106	69,138
Office supplies, stationery, and gift stores (NAICS 4532)	319,119	23,172	295,947
Office supplies and stationery stores (NAICS 45321)	141,526	0	141,526
Gift, novelty, and souvenir stores (NAICS 45322)	177,593	23,172	154,421
Used merchandise stores (NAICS 4533)	221,538	17,834	203,704
Other miscellaneous store retailers (NAICS 4539)	1,101,149	120,559	980,589
Pet and pet supplies stores (NAICS 45391)	330,473	0	330,473
Art dealers (NAICS 45392)	136,597	0	136,597
Manufactured (mobile) home dealers (NAICS 45393)	143,821	0	143,821
All other miscellaneous store retailers (NAICS 45399)	490,258	120,559	369,698

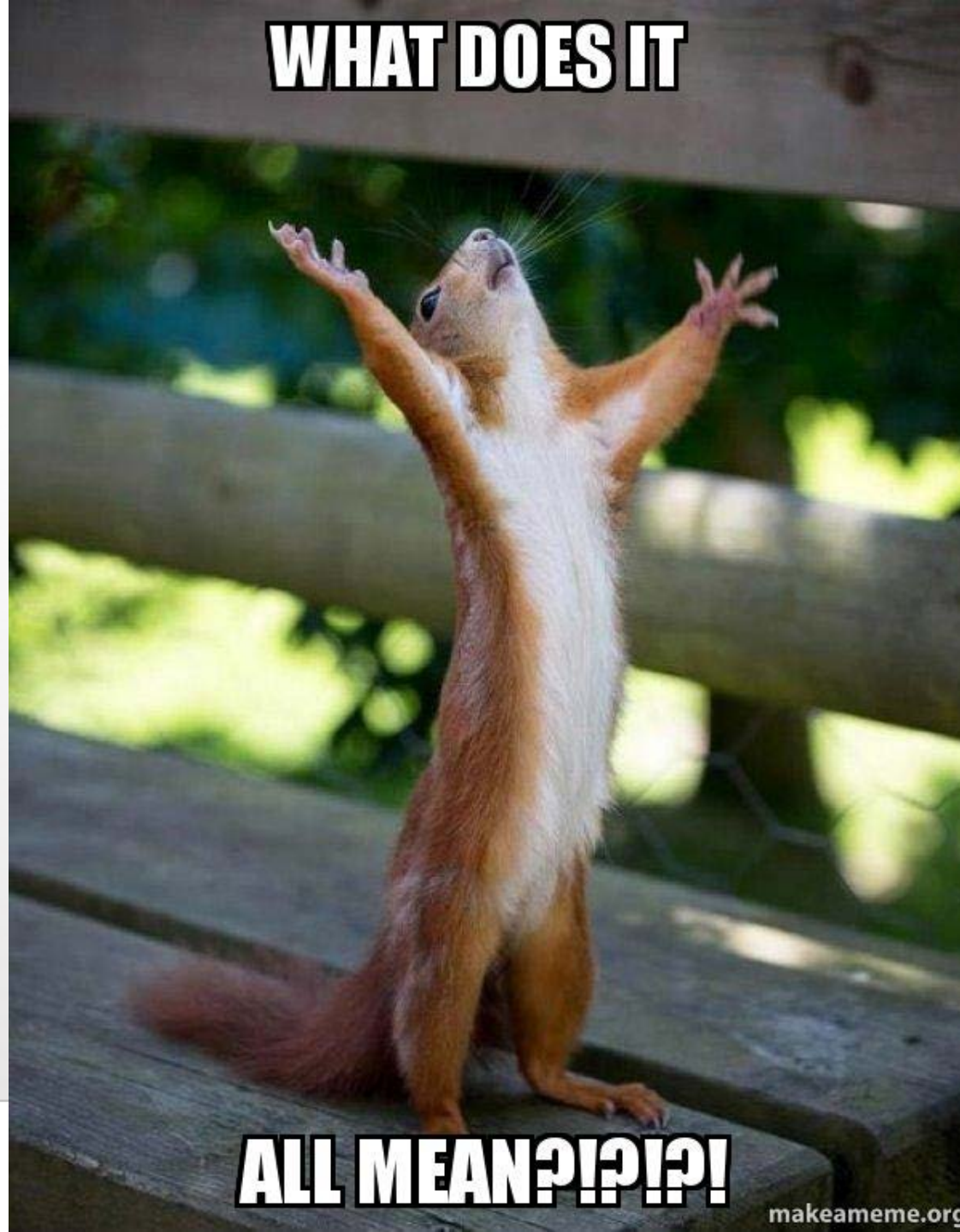
Retail Market Power® 2023 | Retail Stores Opportunity Gap (1)

Trade Area: 125 N Main - 15 min

Benchmark: USA

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
All other miscellaneous store retailers (except tobacco stores) (NAICS 4599)	522,070	120,250	202,000
Non-store Retailers			
Non-store retailers (NAICS 454)	13,914,091	597,942	13,316,150
Electronic shopping and mail-order houses (NAICS 4541)	13,149,597	5,029	13,144,568
Vending machine operators (NAICS 4542)	66,451	0	66,451
Direct selling establishments (NAICS 4543)	698,043	592,912	105,130
Fuel dealers (NAICS 45431)	486,628	382,299	104,329
Other direct selling establishments (NAICS 45439)	211,415	210,614	802
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	9,775,599	3,451,595	6,324,003
Special food services (NAICS 7223)	783,153	208,507	574,646
Food service contractors (NAICS 72231)	630,291	208,404	421,887
Caterers (NAICS 72232)	138,042	103	137,939
Mobile food services (NAICS 72233)	14,820	0	14,820
Drinking places (alcoholic beverages) (NAICS 7224)	379,524	2,304	377,220
Restaurants and other eating places (NAICS 7225)	8,612,922	3,240,785	5,372,137
Full-service restaurants (NAICS 722511)	4,377,148	1,215,733	3,161,415
Limited-service restaurants (NAICS 722513)	3,595,141	2,024,753	1,570,388
Cafeterias, grill buffets, and buffets (NAICS 722514)	91,610	0	91,610
Snack and non-alcoholic beverage bars (NAICS 722515)	549,023	299	548,725

WHAT DOES IT



ALL MEAN?!?!?!?

makeameme.org

PLACE + MAIN

Gap / Avg Sales Per Sq Foot
(Industry Specific)

Maximum Supportable Square Footage

Full-service restaurants (NAICS 722511)

RETAIL GAP		AVERAGE SALES PER SQ FT		SUSTAINABLE SQ FT
\$3,161,415	÷	\$610/sq ft	=	5,182 sq ft

DEMOGRAPHICS



- Market Data
 - Population + Trends
 - Daytime/Nighttime Population
 - Seasonality Affect on Population
 - Household Income-Overall
 - Current Household Income Breakdown
 - Household Spending
- Market Segmentation
- Housing
 - Owner-Occupied
 - Rent Rates- Summary

MARKET SEGMENTATION

What is it?

MARKET SEGMENTATION

Rank	Tapestry Segment	Percent
1	Rural Resort Dwellers (6E)	30.0%
2	Rooted Rural (10B)	26.5%
3	Small Town Sincerity (12C)	16.4%
4	Heartland Communities (6F)	14.1%
5	Rural Bypasses (10E)	11.0%
6	Senior Escapes (9D)	1.4%
7	Salt of the Earth (6B)	0.6%



LifeMode Group: Cozy Country Living

Rural Resort Dwellers

6E

Households: 1,227,200

Average Household Size: 2.22

Median Age: 54.1

Median Household Income: \$50,400

WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, *Rural Resort Dwellers* residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting.

OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

SOCIOECONOMIC TRAITS

- *Rural Resort Dwellers* residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue-collar residents. They shop for timeless, comfortable clothing but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting, and motorcycling.
- At home, *Rural Resort Dwellers* residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.

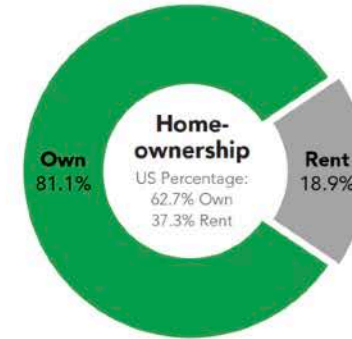
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
 Single Family/Seasonal

Median Value:
 \$209,200
US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





MARKETING MATERIALS

Don't Let Data Sit on the Shelf

MARKET DATA

- Who Should Get It?
 - Existing Businesses
 - Local Entrepreneurs
 - Prospective Businesses
 - General Public

RESOURCES FOR ENTREPRENEURS

Dutchtown's Neighborhood Innovation Center (NIC)

Contact:
DIRECT CONTACT NAME
CONTACT EMAIL
nicstl.org

Services:
- Main Street Microbusiness Incubator
- Small Business Help Desk with Talent Connect
- Digital Upskilling and Digital Certification
- Community Engagement Space
- Outdoor Market Place

United States Small Business Administration

Contact:
Maureen E. Brinkley
St. Louis District Director
maureen.brinkley@sba.gov
314-539-6600
sba.gov/district/st-louis

Services:
- Funding programs
- Small Business Counseling
- Federal contracting certifications
- Disaster recovery

Small Business Development Center

Contact:
Lynette Watson, MBA, EDFP
St. Louis Regional Director
watsonly@missouri.edu
314-241-1005
sbdc.missouri.edu

Services:
- Small Business Counseling
- Commercialization
- Training

St. Louis Development Corporation

Contact:
DIRECT CONTACT NAME
CONTACT EMAIL
stlouis-mo.gov/slcdc/index.cfm

Services:
- Expansion & Retention
- Financial Incentives
- Minority Business Development
- Agency-Owned Vacant & Abandoned Buildings
- Site Assembly and Preparation

For more information, contact:
<https://www.dutchtownstl.org>

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<https://www.dutchtownstl.org>

DUTCHTOWN

OPPORTUNITY GUIDE

A RESOURCE FOR ENTREPRENEURS

LAUNCH: DUTCHTOWN



TARGETED RETAIL SECTORS FOR DUTCHTOWN



Full-Service Restaurants

\$18,962,141

Projected 2027 Retail Gap

31,085 sq ft

2027 Max. Supportable Square Feet



Ice Cream & Coffee Shops

\$8,800,228

Projected 2027 Retail Gap

20,706 sq ft

2027 Max. Supportable Square Feet



Hardware Stores

\$8,038,904

Projected 2027 Retail Gap

58,253 sq ft

2027 Max. Supportable Square Feet



Family Clothing Stores

\$14,298,247

Projected 2027 Retail Gap

62,166 sq ft

2027 Max. Supportable Square Feet



Women's Clothing Stores

\$5,543,855

Projected 2027 Retail Gap

18,480 sq ft

2027 Max. Supportable Square Feet



Sporting Goods (Incl. Bike Shops)

\$17,550,918

Projected 2027 Retail Gap

91,890 sq ft

2027 Max. Supportable Square Feet

PRIMARY TRADE AREA RETAIL LEAKAGE & KEY STATS

	Total Retail Trade (Incl. Food and Drink)	Total Retail Trade	Food Services and Drinking Places
2022 Demand	\$1,858,186,415	\$1,675,444,383	\$182,742,032
2022 Supply	\$1,367,733,701	\$1,111,649,963	\$256,083,738
2022 Gap/Surplus	\$490,452,716	\$563,794,420	(\$73,341,706)
2027 Demand	\$2,006,022,718	\$1,806,719,990	\$199,302,728
2027 Gap/Surplus	\$638,289,017	\$695,070,026	(\$56,781,011)

SOURCE: CLARITAS, PLACE + MAIN ADVISORS, LLC 2022



Trade Area Population

102,041 **98,868**
2022 2027

Trade Area Households

45,078 **43,885**
2022 2027

2022 Trade Area Household Income

\$72,671.00 **\$53,470.26**
Average Median



Real Estate Strategy

- Customer Preferences
- Available Property
- Market Data



VACANT BUILDING

Address:

421 N. Parkerson Avenue
Crowley, LA

First Floor: 3,120 SF

Second Floor: 3,120 SF

Total: 6,240 SF

Year Built: 1900

Description:

The owner plans to do a complete building restoration, including a storefront restoration, and build-out of the first and second floors. The storefront restoration has begun. Current plans are for office/retail or restaurant on the first floor and apartments on the second floor.

The storefront restoration has begun. The owner would prefer to build to suit on the first floor.





DUTCHTOWN
MAIN STREETS



PROPERTY FOR LEASE

OFFERED AT

\$1,000/month

Realtor Name

Phone

Email

Building Features

- Prominent Corner Location
- Side Street Parking
- Display Windows

3323 Meramec Street
2,167 Square Feet
Zoned Neighborhood Commercial
Flexible Lease Terms

info@dutchtownstl.org
dutchtownstl.org



DUTCHTOWN
MAIN STREETS

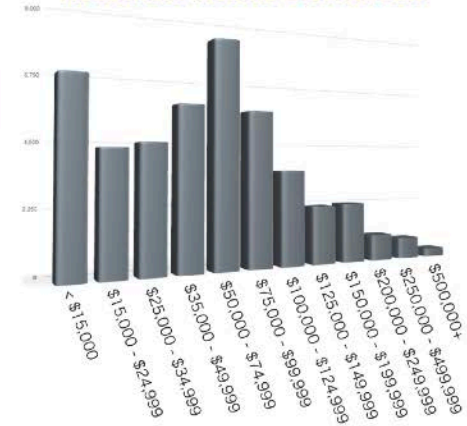
DUTCHTOWN PRIMARY TRADE AREA AT-A-GLANCE

Trade Area Population
102,041 **98,868**
2022 2027

Trade Area Households
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2022 2027

2022 Trade Area Household Income
\$72,671.00 **\$53,470.26**
Average Median

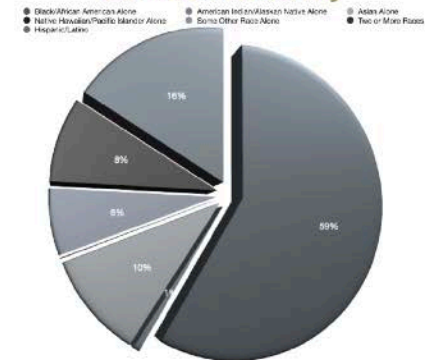
2022 Trade Area Household Income Distribution



Trade Area Retail Needs

Business Type	Max. Supportable Sq Ft
Home furnishings	97,550
Hardware	58,253
Supermarkets and other grocery	74,903
Beer, wine, and liquor	11,166
Optical goods	6,605
Other health and personal care	13,403
Women's clothing	18,480
Family clothing	62,166
Jewelry	7,961
Sporting goods	91,890
Book	6,357
Pet and pet supplies	6,097
Full-service restaurants	31,085
Coffee, Ice Cream, and Smoothies	20,706

Dutchtown Diversity



For more information
Contact:
info@dutchtownstl.org



Where to Get Data

- US Census (Free)
 - On the Map
<https://onthemap.ces.census.gov>
 - Quick Facts
<https://www.census.gov/quickfacts>
- Zillow (Free)



Where to Get Data

- ESRI (Paid)
 - City Planning Dept
 - Consultants
 - University Extension Offices
- EnviroNics (Paid)
- Cobalt Community Solutions (Paid)
- Placer.AI (Paid)



Where to Graphic Design Tools

- Canva (Free)
- Microsoft (Paid)
 - Export to PDF
- Adobe (Paid)

QUESTIONS

+ Thank you!