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Appendix

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Making Downtown Renaissance a Reality

THE RETAIL REPORT®

Downtown Coolidge Primary Retail Trade Area

HyettPalma
Making Downtown Renaissance a Reality

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THE RETAIL REPORT®

THE RETAIL REPORT, presented within this document, was specifically prepared for Downtown Coolidge, Arizona. This document presents information concerning the characteristics of the Downtown Coolidge primary retail trade. The report was prepared in 2006 by HyettPalma, Inc.

THE RETAIL REPORT presents:

- The current demographic and socio-economic characteristics of customers in the Downtown Coolidge primary retail trade area;
- A five year projection of changing demographic and socio-economic conditions in the Downtown Coolidge primary retail trade area;
- A projection of the number of retail dollars that residents in the Downtown Coolidge primary retail trade area spend on retail goods; and
- A projection of the total retail spending potential for 24 classes of retail goods sought by customers in the Downtown Coolidge primary retail trade area.

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DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS

Demographic and Income Profile

Collidge, AZ - Primary Trade Area

Study Area: Custom Shapes **Shape: 1**

Summary	2000	2006	2011
Population	30,629	31,327	35,987
Households	6,672	7,247	9,124
Families	4,877	5,195	6,510
Average Household Size	2.84	2.71	2.66
Owner Occupied HUs	4,654	4,929	6,283
Renter Occupied HUs	2,018	2,318	2,841
Median Age	34.6	34.8	34.8

Trends: 2006-2011 Annual Rate	Area	State	National
Population	2.81%	3.03%	1.30%
Households	4.71%	3.06%	1.33%
Families	4.62%	3%	1.08%
Owner HHs	4.97%	3.05%	1.41%
Median Household Income	3.4%	3.93%	3.32%

	2000		2006		2011	
Households by Income	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
< $15,000	1,356	20.5%	1,210	16.7%	1,249	13.7%
$15,000 - $24,999	1,122	16.9%	993	13.7%	1,093	12.0%
$25,000 - $34,999	980	14.8%	1,027	14.2%	1,136	12.5%
$35,000 - $49,999	1,284	19.4%	1,260	17.4%	1,356	14.9%
$50,000 - $74,999	1,088	16.4%	1,331	18.4%	1,824	20.0%
$75,000 - $99,999	459	6.9%	743	10.3%	981	10.8%
$100,000 - $149,999	230	3.5%	509	7.0%	1,093	12.0%
$150,000 - $199,000	35	0.5%	82	1.1%	197	2.2%
$200,000+	74	1.1%	92	1.3%	194	2.1%
Median Household Income	$33,305		$39,684		$46,896	
Average Household Income	$42,775		$50,823		$61,858	
Per Capita Income	$12,422		$17,700		$21,470	

	2000		2006		2011	
Population by Age	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
0 - 4	1,512	4.9%	1,637	5.2%	2,121	5.9%
5 - 9	1,601	5.2%	1,493	4.8%	1,904	5.3%
10 - 14	1,666	5.4%	1,524	4.9%	1,870	5.2%
15 - 19	1,972	6.4%	1,924	6.1%	2,161	6.0%
20 - 24	2,869	9.4%	3,162	10.1%	3,407	9.5%
25 - 34	5,953	19.4%	6,021	19.2%	6,687	18.6%
35 - 44	5,895	19.2%	5,755	18.4%	6,005	16.7%
45 - 54	3,695	12.1%	3,939	12.6%	4,572	12.7%
55 - 64	2,281	7.4%	2,413	7.7%	3,115	8.7%
65 - 74	1,905	6.2%	1,904	6.1%	2,081	5.8%
75 - 84	1,043	3.4%	1,188	3.8%	1,486	4.1%
85+	239	0.8%	369	1.2%	576	1.6%

	2000		2006		2011	
Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
White Alone	17,682	57.7%	16,125	51.5%	17,450	48.5%
Black Alone	2,382	7.8%	2,860	9.1%	3,394	9.4%
American Indian Alone	2,245	7.3%	2,804	9.0%	3,609	10.0%
Asian Alone	203	0.7%	234	0.7%	298	0.8%
Pacific Islander Alone	16	0.1%	16	0.1%	20	0.1%
Some Other Race Alone	7,317	23.9%	8,446	27.0%	10,160	28.2%
Two or More Races	785	2.6%	842	2.7%	1,058	2.9%
Hispanic Origin (Any Race)	10,759	35.1%	12,373	39.5%	15,067	41.9%

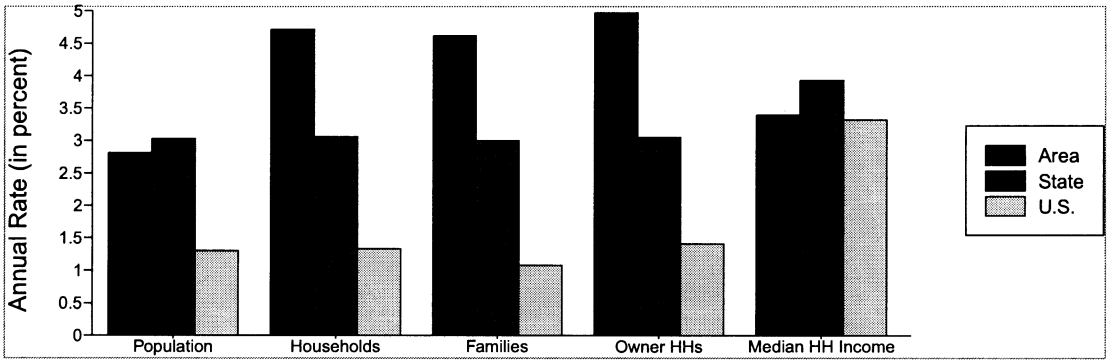
Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

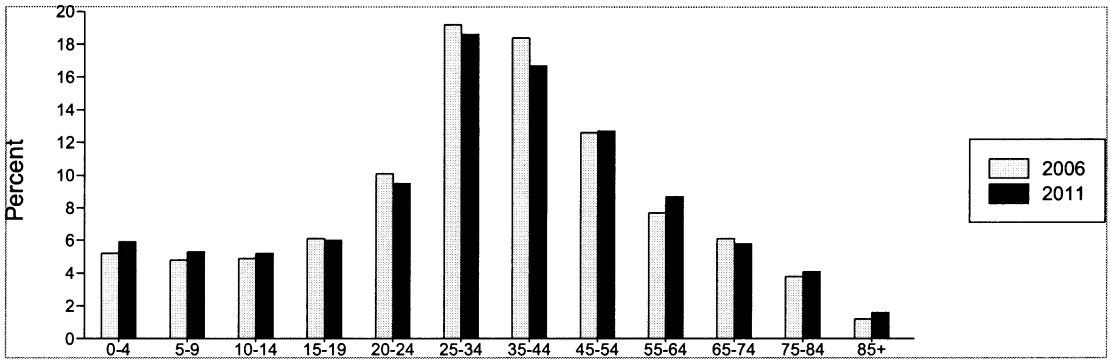
Collidge, AZ - Primary Trade Area

Study Area: Custom Shapes **Shape: 1**

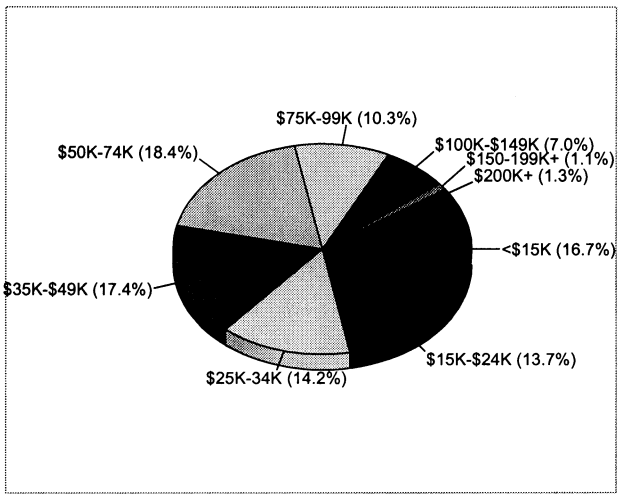
Trends 2006-2011



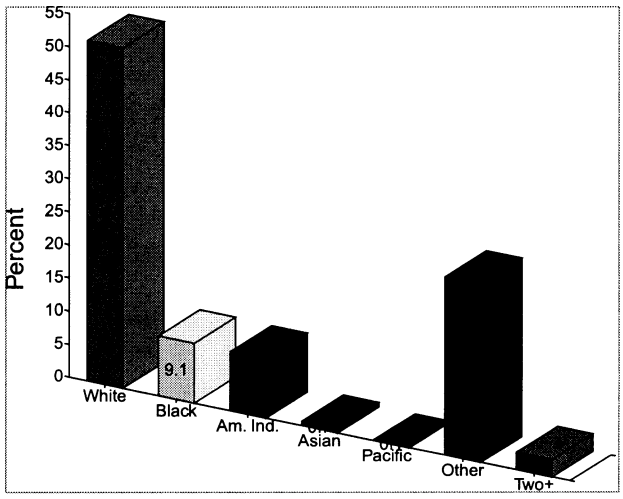
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 39.5%

PRODUCT DEMAND BY INCOME GROUP

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND BY INCOME GROUP

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	7,019	8,492,990
$15000-24999	993	9,633	9,565,569
$25000-34999	1,027	11,594	11,907,038
$35000-49999	1,260	13,518	17,032,680
> $50000	2,757	21,979	60,596,103
TOTAL DEMAND FOR PRODUCT		=	$107,594,380

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at home, food away from home, alcoholic beverages, household textiles, furniture, floor coverings, major appliances, small appliances and miscellaneous housewares, miscellaneous household equipment, men's apparel, women's apparel, boy's apparel, girl's apparel, children's apparel, shoes, other apparel products and services, prescription drugs and medical supplies, entertainment fees and admissions, televisions, radios, sound equipment, toys, playground equipment, entertainment equipment, personal care products and services, reading products, tobacco products and smoking supplies.

PRODUCT DEMAND BY PRODUCT TYPE

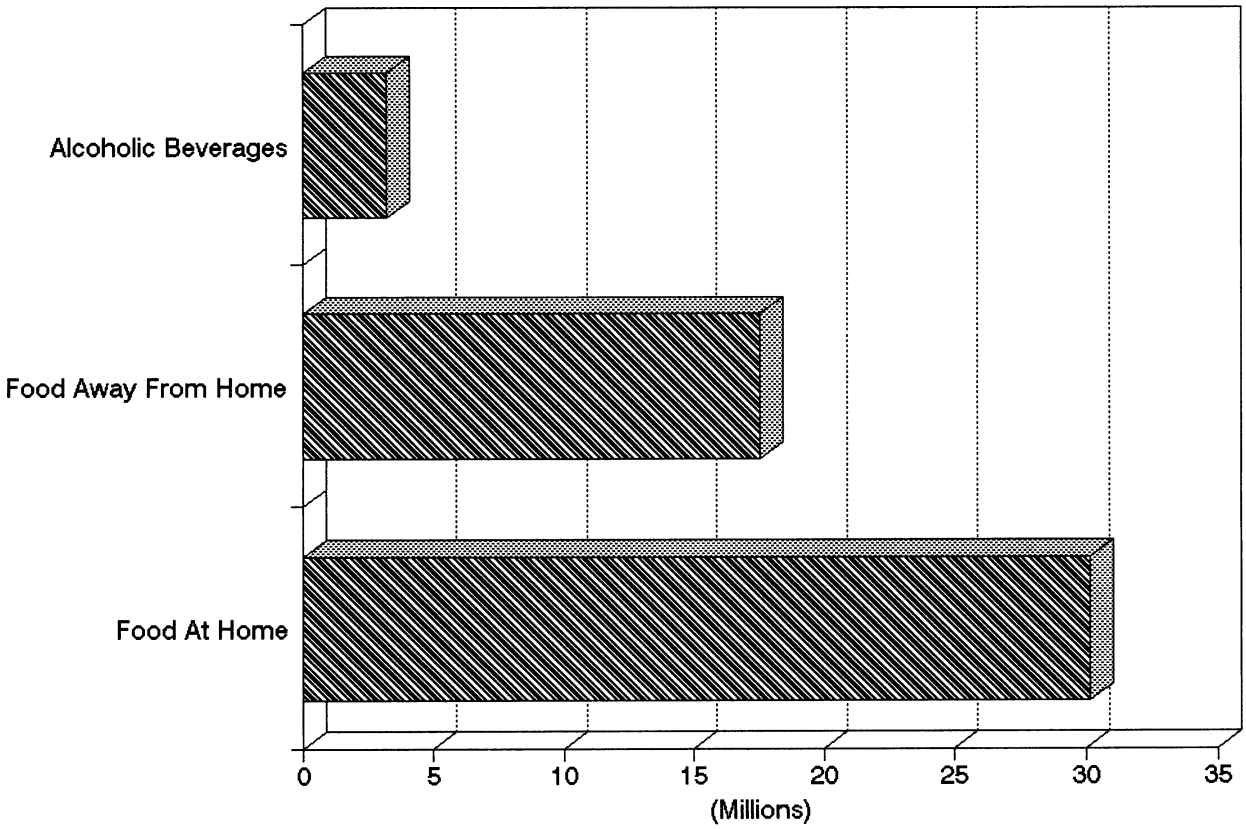
DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND BY PRODUCT TYPE

PRODUCT	DEMAND
Food At Home	30,160,210
Food Away From Home	17,550,280
Alcoholic Beverages	3,212,081
Household Textiles	1,262,962
Furniture	2,897,138
Floor Coverings	356,773
Major Appliances	1,561,021
Small Appliances & Miscellaneous Housewares	889,708
Miscellaneous Household Equipment	5,516,221
Men's Apparel -- 16 and Over	2,737,123
Boy's Apparel -- 2 to 15	929,974
Women's Apparel -- 16 and Over	5,224,351
Girl's Apparel -- 2 to 15	793,323
Children's Apparel -- Under 2	855,149
Footwear	2,414,572
Other Apparel Services & Products	2,357,044
Prescription Drugs & Medical Supplies	4,506,392
Entertainment Fees & Admissions	3,657,791
Televisions, Radios & Sound Equipment	5,855,470
Pets, Toys & Playground Equipment	2,906,414
Other Entertainment Supplies & Services	4,312,901
Personal Care Products & Services	4,426,888
Reading	941,676
Tobacco Products & Smoking Supplies	2,268,918
TOTAL DEMAND BY PRODUCT TYPE =	$107,594,380

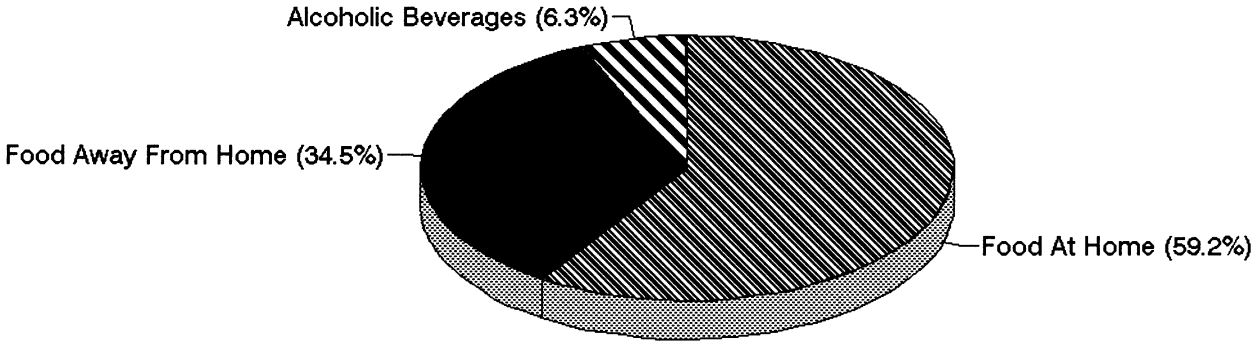
SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEMAND FOR FOOD PRODUCTS

FOOD PRODUCTS
$ DEMAND BY PRODUCT TYPE



FOOD PRODUCTS
% DEMAND FOR EACH DOLLAR



DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOD AT HOME

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	2,429	2,939,090
$15000-24999	993	3,164	3,141,852
$25000-34999	1,027	3,575	3,671,525
$35000-49999	1,260	4,033	5,081,580
> $50000	2,757	5,559	15,326,163
TOTAL DEMAND FOR PRODUCT		=	$30,160,210

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at grocery stores or other food stores.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOD AWAY FROM HOME

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	976	1,180,960
$15000-24999	993	1,400	1,390,200
$25000-34999	1,027	1,827	1,876,329
$35000-49999	1,260	2,209	2,783,340
> $50000	2,757	3,743	10,319,451

TOTAL DEMAND FOR PRODUCT = $17,550,280

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All food at restaurants, carryouts and vending machines.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	208	251,680
$15000-24999	993	190	188,670
$25000-34999	1,027	313	321,451
$35000-49999	1,260	413	520,380
> $50000	2,757	700	1,929,900
TOTAL DEMAND FOR PRODUCT		=	$3,212,081

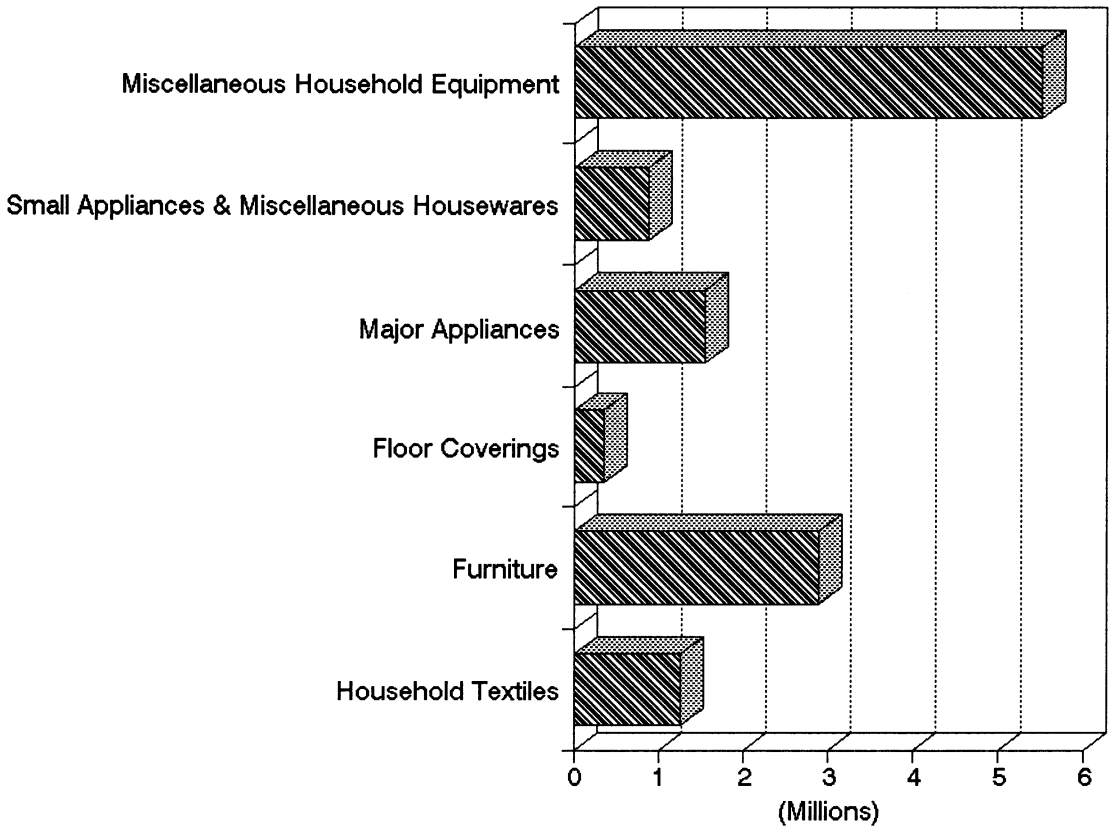
SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

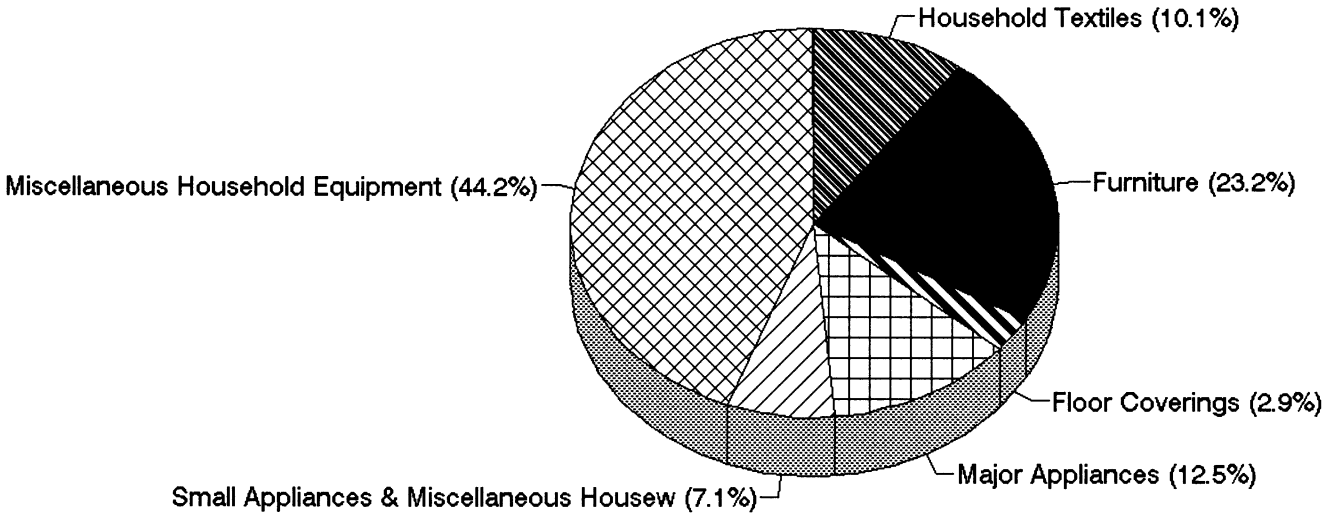
All alcoholic beverages.

DEMAND FOR HOME PRODUCTS

HOME PRODUCTS
$ DEMAND BY PRODUCT TYPE



HOME PRODUCTS
% DEMAND FOR EACH DOLLAR



DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: HOUSEHOLD TEXTILES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	59	71,390
$15000-24999	993	116	115,188
$25000-34999	1,027	140	143,780
$35000-49999	1,260	145	182,700
> $50000	2,757	272	749,904
TOTAL DEMAND FOR PRODUCT		=	$1,262,962

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Bathroom, bedroom, kitchen, dining room, and other linens, curtains and drapes, slipcovers, pillows and sewing materials.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FURNITURE

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	132	159,720
$15000-24999	993	191	189,663
$25000-34999	1,027	209	214,643
$35000-49999	1,260	285	359,100
> $50000	2,757	716	1,974,012
TOTAL DEMAND FOR PRODUCT		=	$2,897,138

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	10	12,100
$15000-24999	993	15	14,895
$25000-34999	1,027	18	18,486
$35000-49999	1,260	37	46,620
> $50000	2,757	96	264,672
TOTAL DEMAND FOR PRODUCT		=	$356,773

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Carpet, rugs and other soft floor coverings.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	57	68,970
$15000-24999	993	137	136,041
$25000-34999	1,027	145	148,915
$35000-49999	1,260	225	283,500
> $50000	2,757	335	923,595
TOTAL DEMAND FOR PRODUCT		=	$1,561,021

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Refrigerators, freezers, dishwashers, stoves, ovens, garbage disposals, vacuum cleaners, microwaves, air conditioners, sewing machines, washing machines, dryers, and floor cleaning equipment.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	43	52,030
$15000-24999	993	85	84,405
$25000-34999	1,027	114	117,078
$35000-49999	1,260	122	153,720
> $50000	2,757	175	482,475
TOTAL DEMAND FOR PRODUCT		=	$889,708

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Small electrical kitchen appliances, portable heaters, china and other dinnerware, flatware, glassware, silver and serving pieces, nonelectrical cookware and plastic dinnerware.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	259	313,390
$15000-24999	993	361	358,473
$25000-34999	1,027	519	533,013
$35000-49999	1,260	610	768,600
> $50000	2,757	1,285	3,542,745
TOTAL DEMAND FOR PRODUCT		=	$5,516,221

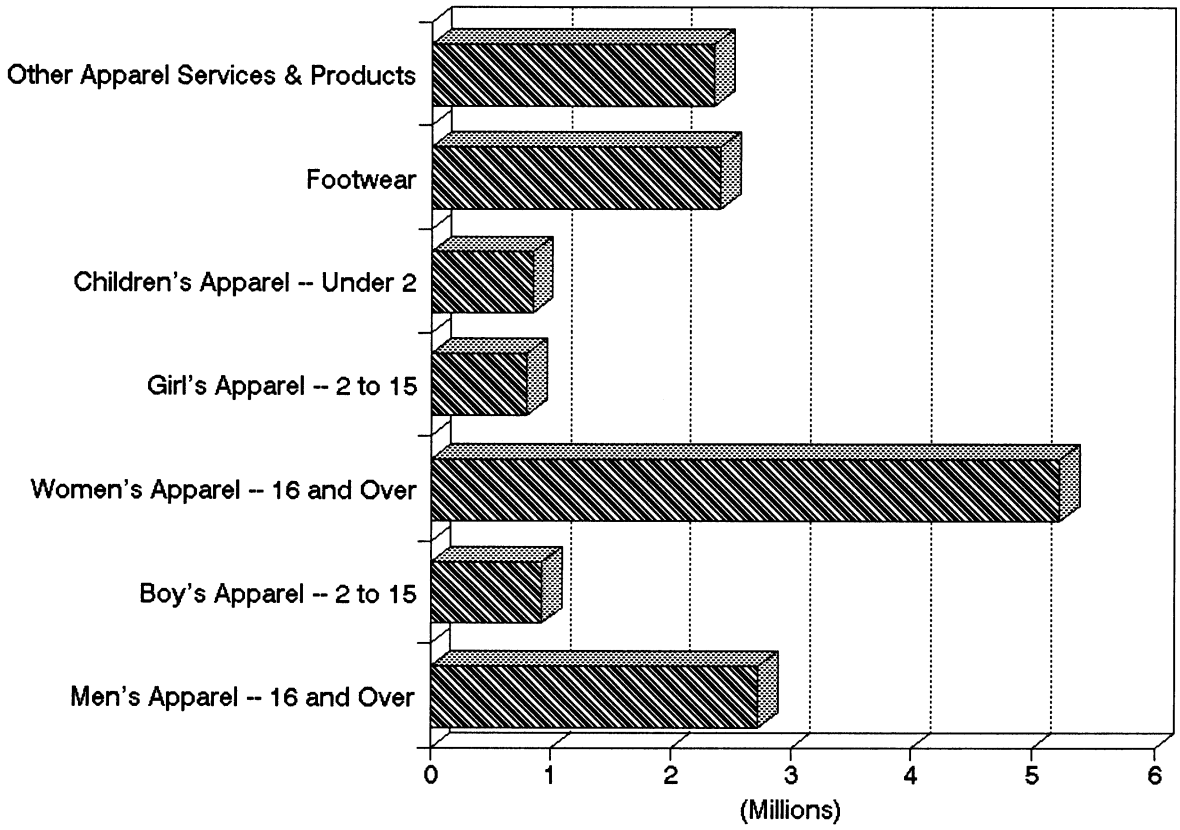
SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

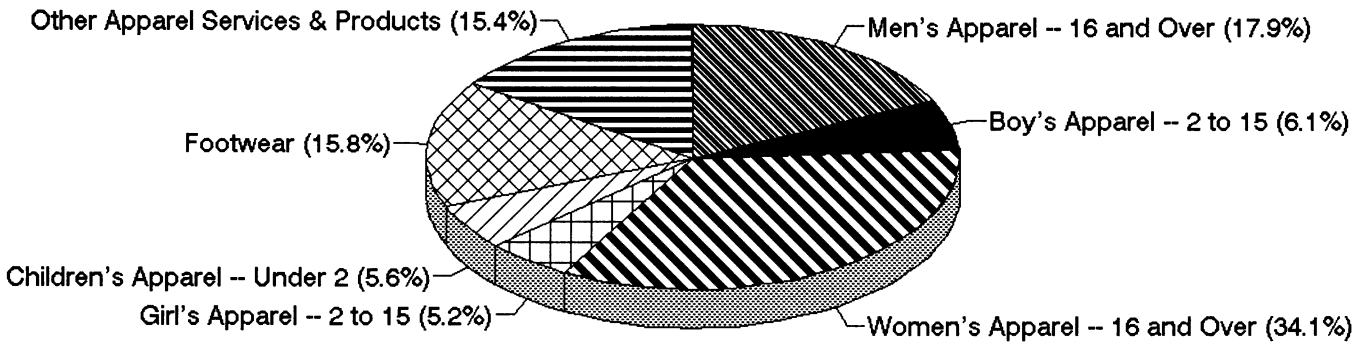
Typewriters, luggage, lamps, light fixtures, window coverings, clocks, lawnmowers, garden equipment, hand and power, tools, telephone devices, computers, office equipment, house plants, outdoor equipment, and small miscellaneous furnishings.

DEMAND FOR APPAREL PRODUCTS

APPAREL PRODUCTS
$ DEMAND BY PRODUCT TYPE



APPAREL PRODUCTS
% DEMAND FOR EACH DOLLAR



DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	147	177,870
$15000-24999	993	186	184,698
$25000-34999	1,027	247	253,669
$35000-49999	1,260	331	417,060
> $50000	2,757	618	1,703,826
TOTAL DEMAND FOR PRODUCT		=	$2,737,123

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: BOY'S APPAREL -- 2 TO 15

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	61	73,810
$15000-24999	993	93	92,349
$25000-34999	1,027	108	110,916
$35000-49999	1,260	109	137,340
> $50000	2,757	187	515,559
TOTAL DEMAND FOR PRODUCT		=	$929,974

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: WOMEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	359	434,390
$15000-24999	993	419	416,067
$25000-34999	1,027	503	516,581
$35000-49999	1,260	591	744,660
> $50000	2,757	1,129	3,112,653
TOTAL DEMAND FOR PRODUCT		=	$5,224,351

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: GIRL'S APPAREL -- 2 TO 15

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	42	50,820
$15000-24999	993	71	70,503
$25000-34999	1,027	90	92,430
$35000-49999	1,260	88	110,880
> $50000	2,757	170	468,690
TOTAL DEMAND FOR PRODUCT		=	$793,323

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	68	82,280
$15000-24999	993	88	87,384
$25000-34999	1,027	96	98,592
$35000-49999	1,260	96	120,960
> $50000	2,757	169	465,933

TOTAL DEMAND FOR PRODUCT = $855,149

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOTWEAR

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	208	251,680
$15000-24999	993	217	215,481
$25000-34999	1,027	285	292,695
$35000-49999	1,260	333	419,580
> $50000	2,757	448	1,235,136

TOTAL DEMAND FOR PRODUCT = $2,414,572

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All footwear, except for children under 2 and special footwear used for sports such as bowling or golf shoes.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	154	186,340
$15000-24999	993	188	186,684
$25000-34999	1,027	219	224,913
$35000-49999	1,260	278	350,280
> $50000	2,757	511	1,408,827
TOTAL DEMAND FOR PRODUCT		=	$2,357,044

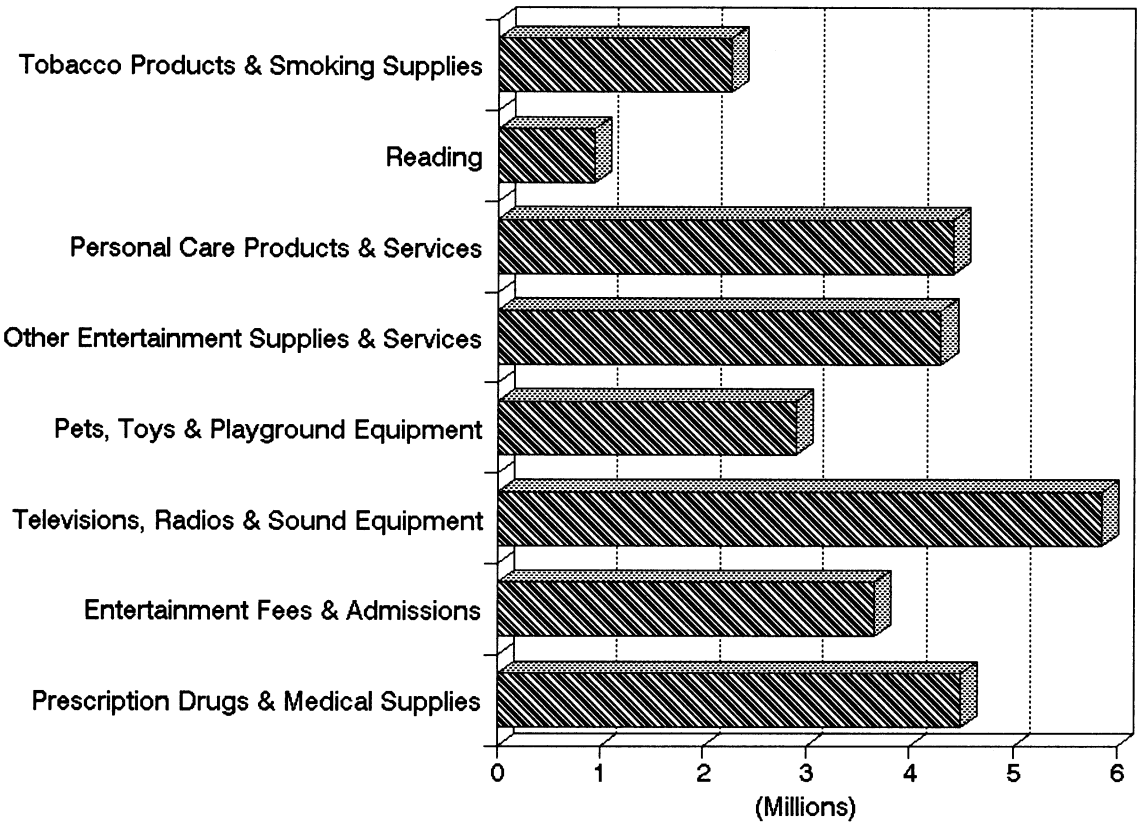
SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

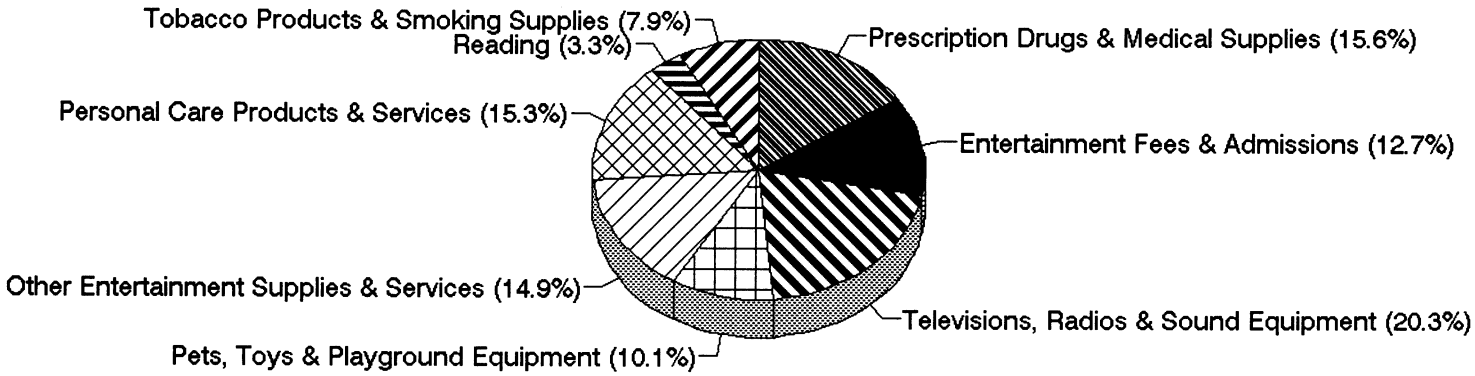
Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS

PERSONAL CARE/ENTERTAINMENT
$ DEMAND BY PRODUCT TYPE



PERSONAL CARE/ENTERTAINMENT
% DEMAND FOR EACH DOLLAR



DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PRESCRIPTION DRUGS & MEDICAL SUPPLIES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	396	479,160
$15000-24999	993	586	581,898
$25000-34999	1,027	614	630,578
$35000-49999	1,260	641	807,660
> $50000	2,757	728	2,007,096
TOTAL DEMAND FOR PRODUCT		=	$4,506,392

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Prescription drugs, over-the-counter drugs, dressings, medical appliances, contraceptives, eyeglasses, hearing aids, rental medical equipment, and medical accessories.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: ENTERTAINMENT FEES & ADMISSIONS

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	153	185,130
$15000-24999	993	183	181,719
$25000-34999	1,027	263	270,101
$35000-49999	1,260	356	448,560
> $50000	2,757	933	2,572,281
TOTAL DEMAND FOR PRODUCT		=	$3,657,791

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Admissions to sporting events, movies, concerts, plays, and movie rentals.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: TELEVISIONS, RADIOS & SOUND EQUIPMENT

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	400	484,000
$15000-24999	993	562	558,066
$25000-34999	1,027	669	687,063
$35000-49999	1,260	752	947,520
> $50000	2,757	1,153	3,178,821
TOTAL DEMAND FOR PRODUCT		=	$5,855,470

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Television sets, video recorders, tapes, video game hardware and cartridges, radios, phonographs and components, records and tapes, musical instruments, and rental of the same equipment.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	167	202,070
$15000-24999	993	220	218,460
$25000-34999	1,027	312	320,424
$35000-49999	1,260	362	456,120
> $50000	2,757	620	1,709,340
TOTAL DEMAND FOR PRODUCT		=	$2,906,414

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Pets, pet food, toys, games, hobbies, tricycles and playground equipment.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	133	160,930
$15000-24999	993	360	357,480
$25000-34999	1,027	424	435,448
$35000-49999	1,260	480	604,800
> $50000	2,757	999	2,754,243

TOTAL DEMAND FOR PRODUCT = $4,312,901

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Indoor exercise equipment, athletic shoes, bicycles, camping equipment, sporting goods, and photographic equipment and supplies.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PERSONAL CARE PRODUCTS & SERVICES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	284	343,640
$15000-24999	993	414	411,102
$25000-34999	1,027	482	495,014
$35000-49999	1,260	561	706,860
> $50000	2,757	896	2,470,272
TOTAL DEMAND FOR PRODUCT		=	$4,426,888

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Services and products for hair, oral hygiene products, cosmetics, and electric personal care appliances.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: READING

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	58	70,180
$15000-24999	993	85	84,405
$25000-34999	1,027	95	97,565
$35000-49999	1,260	114	143,640
> $50000	2,757	198	545,886
TOTAL DEMAND FOR PRODUCT		=	$941,676

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Books, newspapers and magazines.

DOWNTOWN COOLIDGE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	1,210	216	261,360
$15000-24999	993	302	299,886
$25000-34999	1,027	327	335,829
$35000-49999	1,260	347	437,220
> $50000	2,757	339	934,623
TOTAL DEMAND FOR PRODUCT		=	$2,268,918

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Tobacco products and smoking accessories.

The Retail Report®

USER GUIDE

The Retail Report is a business development tool customized for your Downtown. In it, HyettPalma has targeted the kinds of retail businesses that Downtowns across the country are attracting.

The Retail Report brings effective data to your business development efforts in a user-friendly format. Tables, graphs and charts interpret and present information critical to your Downtown's future. And, the report is customized for YOUR Downtown, containing information unique to your Downtown.

In The Retail Report, demographic and socio-economic data are amplified and taken to a new level of detail. Households in your trade area are segmented by income bands, and consumer spending habits are analyzed by these income groupings. This allows you to determine which income groups to target in your business development program.

Business prospects will expect to review information like this prior to making a commitment to Downtown. The Retail Report shows them your Downtown -- and your Downtown enhancement program -- are one step ahead of the competition.

The following pages list numerous ways you can use The Retail Report to improve the economy of your business district.

What Does The Retail Report Tell You ?

The Retail Report reveals what you can expect the customers in your defined retail trade area to spend in 2006.

The Retail Report shows the number of dollars residents of your trade area spend each year on over 100 different types of products -- products such as food at home, food away from home, furniture, appliances, apparel, prescription drugs, toys, reading material, etc.

The Retail Report is not a listing of national figures or projections; it is a customized report that gives you accurate and definitive information for your own trade area.

A demographic and socio-economic profile of trade area residents is included -- both a snapshot of their characteristics today and a five year projection of their changing characteristics.

Who Can Benefit By Using The Retail Report ?

Current owners of businesses within a given trade area;

Business owners who are thinking of opening a store in the trade area;

Entrepreneurs who are determining what type of business to open or who are deciding on a business location;

Bankers and others who are deciding whether or not to invest in specific types of retail businesses;

Downtown directors and other economic development professionals whose work entails business retention, entrepreneur development and business recruitment; and

Downtown revitalization leaders, Downtown directors, economic development professionals, and local elected officials who want sound information that lets them speak with certainty about their Downtown's potential to sustain specific types of retail businesses.

How Can Downtown Directors and Economic Development Professionals Use The Retail Report ?

To attract customers to Downtown by creating a mix of strong businesses which appeal to trade area residents.

To raise the confidence of investors in the profitability of your business district.

To help existing businesses become more profitable -- so that Downtown's rate of business turnover is lessened.

To fill building vacancies with the types of retail businesses that can succeed and thrive in your district.

To strengthen existing businesses and lessen business closings by:

> showing existing business owners what trade area residents are spending their money on;
>
> helping business owners determine how to cater to those shopping preferences -- and capture more shopping dollars; and
>
> enabling them to develop a business plan that is based on realistic market data.

To improve the variety and selection of retail goods offered in the business district by:

> showing existing business owners that there is money to be made by expanding or revising the types of retail goods they sell;
>
> showing existing business owners that there is money to be made by opening additional types of retail businesses in the business district; and
>
> targeting specific types of retail businesses -- so that you can actively recruit those businesses having the greatest potential to succeed and remain in your Downtown.

To attract additional businesses to the business district by:

providing definitive data that shows a market exists for the retail goods they sell.

How Can Business Owners Use The Retail Report ?

Business owners frequently ask, "How much money do residents of Downtown's trade area spend on the retail goods I sell?" Or stated another way, "How do I know there's money to be made in Downtown?"

The Retail Report allows you to answer these questions with certainty and authority by quantifying:

what the market is for particular retail products;

the spending potential of residents in your trade area for particular retail goods; and

the current "economic pie" -- how much money is being spent on various retail goods by residents in your Downtown's trade area.

To better plan, manage, and grow your business -- by using the information in The Retail Report, business owners can:

set annual benchmarks for how much of the "economic pie" they intend to capture for their business -- measured in anticipated gross sales receipts for YOUR Downtown;

set an annual budget based on their gross receipts benchmarks;

make informed budgeting decisions about how much to spend each year on inventory, overhead, advertising, staff, etc.; and

complete a business plan that persuades their banker to extend a commercial loan to them.

How Can Entrepreneurs Use The Retail Report ?

The Retail Report shows the sales potential within a given trade area for over 100 types of retail businesses. This would be invaluable in order to:

compare the markets for a variety of different retail products;

determine what type of retail business to open;

complete a realistic business plan before opening that business; and

persuade bankers and investors that a strong market exists for the type of retail business being opened.