



SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

East Downtown Management District
Houston, Texas

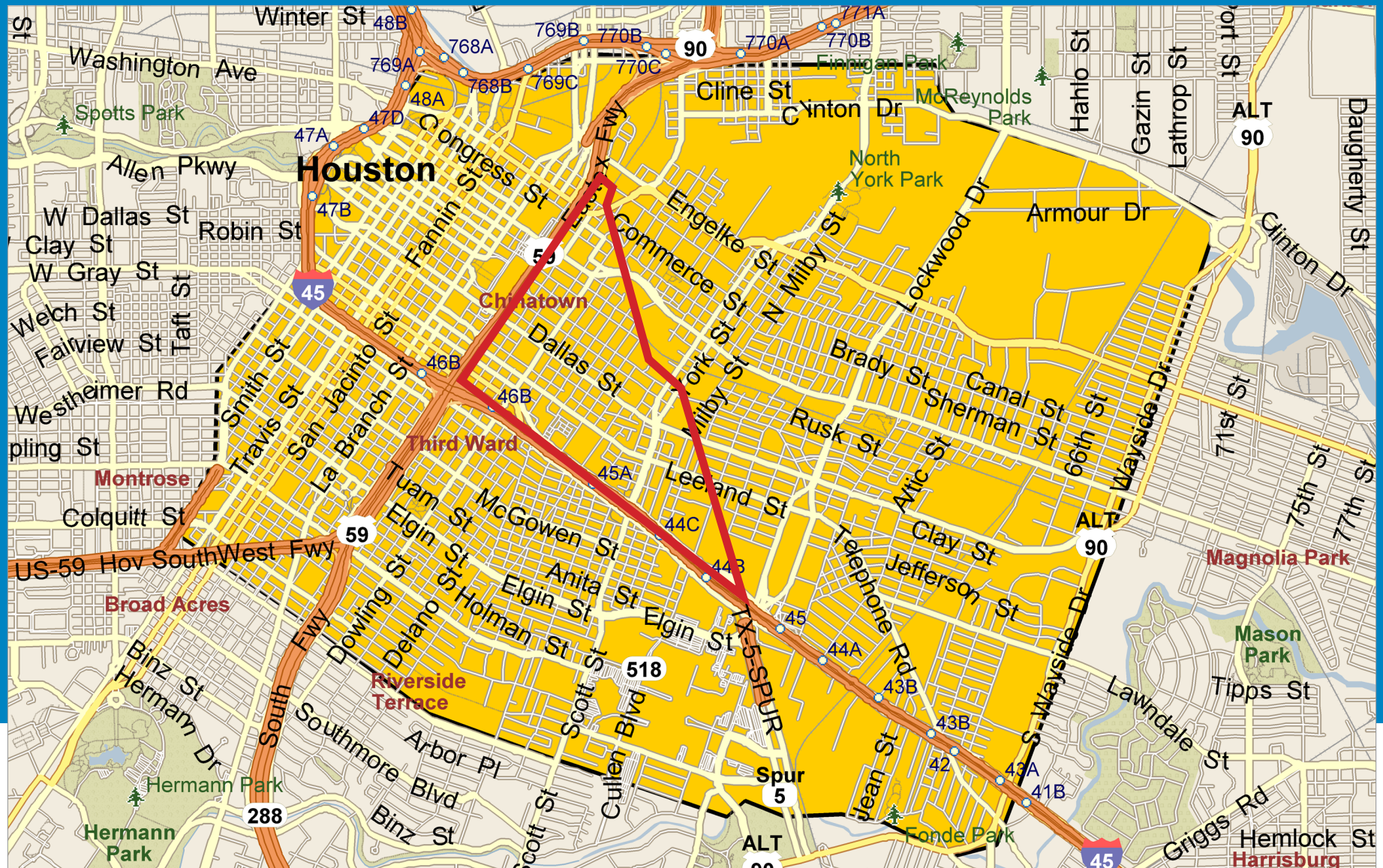


Prepared for
East Downtown Management District
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Secondary Retail Trade Area

East Downtown Management District



Houston, TX

EaDo

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Secondary Retail Trade Area | Gap/Opportunity Analysis Summary

East Downtown Management District

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	974,665,195	133,370,523	(841,294,672)	-86%
441	Motor Vehicle and Parts Dealers	158,016,474	16,616,082	(141,400,392)	-89%
4411	Automotive Dealers	134,032,450	10,971,877	(123,060,573)	-92%
4412	Other Motor Vehicle Dealers	11,319,682	2,024,842	(9,294,840)	-82%
4413	Automotive Parts/Accsrs, Tire Stores	12,664,342	3,619,363	(9,044,979)	-71%
442	Furniture and Home Furnishings Stores	17,977,595	12,572,115	(5,405,480)	-30%
4421	Furniture Stores	9,643,693	1,450,795	(8,192,898)	-85%
4422	Home Furnishing Stores	8,333,903	11,121,320	2,787,417	33%
443	Electronics and Appliance Stores	20,324,057	3,079,890	(17,244,167)	-85%
44311	Appliances, TVs, Electronics Stores	14,480,061	3,079,890	(11,400,171)	-79%
443111	Household Appliances Stores	2,366,823	2,444,380	77,557	3%
443112	Radio, Television, Electronics Stores	12,113,238	635,510	(11,477,728)	-95%
44312	Computer and Software Stores	5,419,313	0	(5,419,313)	-100%
44313	Camera and Photographic Equipment Stores	424,683	0	(424,683)	-100%
444	Building Material, Garden Equip Stores	86,862,715	33,805,435	(53,057,280)	-61%
4441	Building Material and Supply Dealers	74,406,890	33,805,435	(40,601,455)	-55%
44411	Home Centers	31,386,048	10,829,421	(20,556,627)	-65%
44412	Paint and Wallpaper Stores	1,119,488	412,649	(706,839)	-63%
44413	Hardware Stores	8,255,524	2,539,381	(5,716,143)	-69%
44419	Other Building Materials Dealers	33,645,830	20,023,984	(13,621,846)	-40%
4442	Lawn, Garden Equipment, Supplies Stores	12,455,825	0	(12,455,825)	-100%
44421	Outdoor Power Equipment Stores	3,130,317	0	(3,130,317)	-100%
44422	Nursery and Garden Centers	9,325,508	0	(9,325,508)	-100%

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East Downtown Management District

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	124,264,743	20,617,646	(103,647,097)	-83%
4451	Grocery Stores	79,594,600	19,336,554	(60,258,046)	-76%
44511	Supermarkets, Grocery (Ex Conv) Stores	74,362,174	18,607,471	(55,754,703)	-75%
44512	Convenience Stores	5,232,427	729,083	(4,503,344)	-86%
4452	Specialty Food Stores	9,775,460	1,007,390	(8,768,070)	-90%
4453	Beer, Wine and Liquor Stores	34,894,683	273,702	(34,620,981)	-99%
446	Health and Personal Care Stores	50,981,794	571,130	(50,410,664)	-99%
44611	Pharmacies and Drug Stores	40,761,660	517,642	(40,244,018)	-99%
44612	Cosmetics, Beauty Supplies, Perfume Stores	3,601,508	0	(3,601,508)	-100%
44613	Optical Goods Stores	1,994,166	0	(1,994,166)	-100%
44619	Other Health and Personal Care Stores	4,624,460	53,488	(4,570,972)	-99%
447	Gasoline Stations	96,731,863	11,464,724	(85,267,139)	-88%
44711	Gasoline Stations With Conv Stores	70,500,775	8,446,803	(62,053,972)	-88%
44719	Other Gasoline Stations	26,231,089	3,017,921	(23,213,168)	-88%
448	Clothing and Clothing Accessories Stores	49,280,110	4,810,537	(44,469,573)	-90%
4481	Clothing Stores	26,702,680	3,358,091	(23,344,589)	-87%
44811	Men's Clothing Stores	1,538,688	0	(1,538,688)	-100%
44812	Women's Clothing Stores	6,289,538	0	(6,289,538)	-100%
44813	Childrens, Infants Clothing Stores	1,439,085	0	(1,439,085)	-100%
44814	Family Clothing Stores	14,011,457	1,050,630	(12,960,827)	-93%
44815	Clothing Accessories Stores	1,151,745	1,309,809	158,064	14%
44819	Other Clothing Stores	2,272,167	997,652	(1,274,515)	-56%
4482	Shoe Stores	4,215,469	1,036,299	(3,179,170)	-75%
4483	Jewelry, Luggage, Leather Goods Stores	18,361,961	416,147	(17,945,814)	-98%
44831	Jewelry Stores	16,430,975	416,147	(16,014,828)	-97%
44832	Luggage and Leather Goods Stores	1,930,986	0	(1,930,986)	-100%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	21,461,320	585,538	(20,875,782)	-97%
4511	Sporting Goods, Hobby, Musical Inst Stores	17,294,705	128,582	(17,166,123)	-99%
45111	Sporting Goods Stores	9,555,819	128,582	(9,427,237)	-99%
45112	Hobby, Toys and Games Stores	4,664,981	0	(4,664,981)	-100%
45113	Sew/Needlework/Piece Goods Stores	1,190,875	0	(1,190,875)	-100%
45114	Musical Instrument and Supplies Stores	1,883,030	0	(1,883,030)	-100%
4512	Book, Periodical and Music Stores	4,166,615	456,956	(3,709,659)	-89%
45121	Book Stores and News Dealers	3,737,370	456,956	(3,280,414)	-88%
451211	Book Stores	3,430,961	456,956	(2,974,005)	-87%
451212	News Dealers and Newsstands	306,409	0	(306,409)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	429,245	0	(429,245)	-100%
452	General Merchandise Stores	118,944,400	6,915,472	(112,028,928)	-94%
4521	Department Stores Excl Leased Depts	51,666,509	0	(51,666,509)	-100%
4529	Other General Merchandise Stores	67,277,890	6,915,472	(60,362,418)	-90%
453	Miscellaneous Store Retailers	26,609,502	1,380,313	(25,229,189)	-95%
4531	Florists	876,369	32,629	(843,740)	-96%
4532	Office Supplies, Stationery, Gift Stores	13,095,219	838,018	(12,257,201)	-94%
45321	Office Supplies and Stationery Stores	6,303,460	703,913	(5,599,547)	-89%
45322	Gift, Novelty and Souvenir Stores	6,791,759	134,105	(6,657,654)	-98%
4533	Used Merchandise Stores	2,403,981	0	(2,403,981)	-100%
4539	Other Miscellaneous Store Retailers	10,233,933	509,666	(9,724,267)	-95%
454	Non-Store Retailers	86,742,649	5,020,833	(81,721,816)	-94%
722	Foodservice and Drinking Places	116,467,973	15,930,808	(100,537,165)	-86%
7221	Full-Service Restaurants	53,206,809	4,921,380	(48,285,429)	-91%
7222	Limited-Service Eating Places	46,108,464	6,700,158	(39,408,306)	-85%
7223	Special Foodservices	12,280,858	3,156,975	(9,123,883)	-74%
7224	Drinking Places -Alcoholic Beverages	4,871,843	1,152,295	(3,719,548)	-76%

Secondary Retail Trade Area | Demographics

East Downtown Management District

DESCRIPTION	DATA	%
Population		
2014 Estimate	77,116	
2010 Census	75,185	
Growth 2010-2014	2.57%	
2014 Est. Pop by Single Race Class	77,116	
White Alone	39,963	51.82
Black or African American Alone	20,398	26.45
Amer. Indian and Alaska Native Alone	474	0.61
Asian Alone	2,201	2.85
Native Hawaiian and Other Pac. Isl. Alone	44	0.06
Some Other Race Alone	11,881	15.41
Two or More Races	2,154	2.79
2014 Est. Pop Hisp or Latino by Origin	77,116	
Not Hispanic or Latino	40,775	52.87
Hispanic or Latino:	36,341	47.13
Mexican	29,453	81.05
Puerto Rican	257	0.71
Cuban	128	0.35
All Other Hispanic or Latino	6,503	17.89

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	36,341	
White Alone	22,717	62.51
Black or African American Alone	392	1.08
American Indian and Alaska Native Alone	329	0.91
Asian Alone	51	0.14
Native Hawaiian and Other Pacific Islander Alone	22	0.06
Some Other Race Alone	11,347	31.22
Two or More Races	1,483	4.08
2014 Est. Pop. Asian Alone Race by Cat	2,201	
Chinese, except Taiwanese	581	26.40
Filipino	141	6.41
Japanese	25	1.14
Asian Indian	487	22.13
Korean	70	3.18
Vietnamese	666	30.26
Cambodian	33	1.50
Hmong	0	0.00
Laotian	6	0.27
Thai	36	1.64
All Other Asian Races Including 2+ Category	156	7.09
2014 Est. Population by Ancestry	77,116	
Pop, Arab	198	0.26
Pop, Czech	101	0.13
Pop, Danish	25	0.03
Pop, Dutch	169	0.22
Pop, English	1,028	1.33
Pop, French (except Basque)	504	0.65
Pop, French Canadian	83	0.11
Pop, German	2,251	2.92
Pop, Greek	125	0.16

Secondary Retail Trade Area | Demographics

East Downtown Management District

DESCRIPTION	DATA	%
Pop, Hungarian	2	0.00
Pop, Irish	1,603	2.08
Pop, Italian	1,052	1.36
Pop, Lithuanian	13	0.02
Pop, United States or American	1,587	2.06
Pop, Norwegian	99	0.13
Pop, Polish	283	0.37
Pop, Portuguese	26	0.03
Pop, Russian	103	0.13
Pop, Scottish	222	0.29
Pop, Scotch-Irish	152	0.20
Pop, Slovak	13	0.02
Pop, Sub-Saharan African	916	1.19
Pop, Swedish	179	0.23
Pop, Swiss	0	0.00
Pop, Ukrainian	14	0.02
Pop, Welsh	26	0.03
Pop, West Indian (exc Hisp groups)	95	0.12
Pop, Other ancestries	60,244	78.12
Pop, Ancestry Unclassified	6,004	7.79
2014 Est. Pop Age 5+ by Language Spoken At Home	72,764	
Speak Only English at Home	39,276	53.98
Speak Asian/Pac. Isl. Lang. at Home	1,367	1.88
Speak Indo-European Language at Home	1,199	1.65
Speak Spanish at Home	30,699	42.19
Speak Other Language at Home	224	0.31
2014 Est. Population by Sex	77,116	
Male	45,293	58.73
Female	31,823	41.27

DESCRIPTION	DATA	%
2014 Est. Population by Age	77,116	
Age 0 - 4	4,352	5.64
Age 5 - 9	4,013	5.20
Age 10 - 14	3,585	4.65
Age 15 - 17	2,691	3.49
Age 18 - 20	5,288	6.86
Age 21 - 24	6,236	8.09
Age 25 - 34	16,240	21.06
Age 35 - 44	11,424	14.81
Age 45 - 54	10,006	12.98
Age 55 - 64	7,629	9.89
Age 65 - 74	3,531	4.58
Age 75 - 84	1,539	2.00
Age 85 and over	583	0.76
Age 16 and over	64,299	83.38
Age 18 and over	62,476	81.02
Age 21 and over	57,189	74.16
Age 65 and over	5,653	7.33
2014 Est. Median Age	32.6	
2014 Est. Average Age	34.90	

Secondary Retail Trade Area | Demographics

East Downtown Management District

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	45,293	
Age 0 - 4	2,225	4.91
Age 5 - 9	2,036	4.50
Age 10 - 14	1,820	4.02
Age 15 - 17	1,541	3.40
Age 18 - 20	3,009	6.64
Age 21 - 24	3,806	8.40
Age 25 - 34	10,200	22.52
Age 35 - 44	7,112	15.70
Age 45 - 54	6,378	14.08
Age 55 - 64	4,481	9.89
Age 65 - 74	1,816	4.01
Age 75 - 84	672	1.48
Age 85 and over	197	0.43
2014 Est. Median Age, Male	33.0	
2014 Est. Average Age, Male	35.00	
2014 Est. Female Population by Age	31,823	
Age 0 - 4	2,126	6.68
Age 5 - 9	1,977	6.21
Age 10 - 14	1,764	5.54
Age 15 - 17	1,150	3.61
Age 18 - 20	2,279	7.16
Age 21 - 24	2,430	7.64
Age 25 - 34	6,040	18.98
Age 35 - 44	4,312	13.55
Age 45 - 54	3,628	11.40
Age 55 - 64	3,148	9.89
Age 65 - 74	1,716	5.39
Age 75 - 84	867	2.72
Age 85 and over	387	1.22

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	31.9	
2014 Est. Average Age, Female	34.70	
2014 Est. Pop Age 15+ by Marital Status	65,167	
Total, Never Married	32,490	49.86
Males, Never Married	21,138	32.44
Females, Never Married	11,352	17.42
Married, Spouse present	14,146	21.71
Married, Spouse absent	7,983	12.25
Widowed	3,146	4.83
Males Widowed	739	1.13
Females Widowed	2,407	3.69
Divorced	7,402	11.36
Males Divorced	4,348	6.67
Females Divorced	3,054	4.69
2014 Est. Pop. Age 25+ by Edu. Attainment	50,953	
Less than 9th grade	9,344	18.34
Some High School, no diploma	8,327	16.34
High School Graduate (or GED)	11,598	22.76
Some College, no degree	7,562	14.84
Associate Degree	2,017	3.96
Bachelor's Degree	6,779	13.30
Master's Degree	3,156	6.19
Professional School Degree	1,333	2.62
Doctorate Degree	836	1.64
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	21,984	
CY Pop 25+, Hisp/Lat, < High School Diploma	10,795	49.10
CY Pop 25+, Hisp/Lat, High School Graduate	5,250	23.88
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	3,760	17.10
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	2,178	9.91

Secondary Retail Trade Area | Demographics

East Downtown Management District

DESCRIPTION	DATA	%
Households		
2014 Estimate	24,237	
2010 Census	22,925	
Growth 2010-2014	5.72%	
2014 Est. Households by Household Type	24,237	
Family Households	12,119	50.00
Nonfamily Households	12,118	50.00
2014 Est. Group Quarters Population	19,059	
2014 HHs by Ethnicity, Hispanic/Latino	10,243	42.26
2014 Est. HHs by HH Income	24,237	
CY HHs, Inc < \$15,000	6,213	25.63
CY HHs, Inc \$15,000 - \$24,999	3,389	13.98
CY HHs, Inc \$25,000 - \$34,999	2,538	10.47
CY HHs, Inc \$35,000 - \$49,999	2,813	11.61
CY HHs, Inc \$50,000 - \$74,999	3,261	13.45
CY HHs, Inc \$75,000 - \$99,999	2,124	8.76
CY HHs, Inc \$100,000 - \$124,999	1,343	5.54
CY HHs, Inc \$125,000 - \$149,999	720	2.97
CY HHs, Inc \$150,000 - \$199,999	781	3.22
CY HHs, Inc \$200,000 - \$249,999	320	1.32
CY HHs, Inc \$250,000 - \$499,999	521	2.15
CY HHs, Inc \$500,000+	212	0.87

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$59,247	
2014 Est. Median Household Income	\$34,910	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	45,269	
Black or African American Alone	14,999	
American Indian and Alaska Native Alone	51,042	
Asian Alone	55,819	
Native Hawaiian and Other Pacific Islander Alone	42,288	
Some Other Race Alone	32,692	
Two or More Races	55,948	
Hispanic or Latino	32,122	
Not Hispanic or Latino	39,334	
2014 Est. Family HH Type, Presence Own Children	12,119	
Married-Couple Family, own children	2,989	24.66
Married-Couple Family, no own children	4,077	33.64
Male Householder, own children	523	4.32
Male Householder, no own children	993	8.19
Female Householder, own children	1,734	14.31
Female Householder, no own children	1,803	14.88
2014 Est. Households by Household Size	24,237	
1-person household	9,826	40.54
2-person household	6,181	25.50
3-person household	2,994	12.35
4-person household	2,216	9.14
5-person household	1,482	6.11
6-person household	831	3.43
7 or more person household	707	2.92

Secondary Retail Trade Area | Demographics

East Downtown Management District

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.40	
2014 Est. Households by Presence of People	24,237	
Households with 1 or more People under Age 18:	6,498	26.81
Married-Couple Family	3,472	53.43
Other Family, Male Householder	700	10.77
Other Family, Female Householder	2,278	35.06
Nonfamily, Male Householder	31	0.48
Nonfamily, Female Householder	17	0.26
Households no People under Age 18:	17,739	73.19
Married-Couple Family	3,604	20.32
Other Family, Male Householder	809	4.56
Other Family, Female Householder	1,258	7.09
Nonfamily, Male Householder	7,528	42.44
Nonfamily, Female Householder	4,541	25.60
2014 Est. Households by Number of Vehicles	24,237	
No Vehicles	4,676	19.29
1 Vehicle	10,976	45.29
2 Vehicles	6,500	26.82
3 Vehicles	1,525	6.29
4 Vehicles	367	1.51
5 or more Vehicles	193	0.80
2014 Est. Average Number of Vehicles	1.29	

DESCRIPTION	DATA	%
Family Households		
2014 Estimate	12,119	
2010 Census	11,740	
Growth 2010-2014	3.23%	
2014 Est. Families by Poverty Status	12,119	
2014 Families at or Above Poverty	8,655	71.42
2014 Families at or Above Poverty with Children	3,456	28.52
2014 Families Below Poverty	3,464	28.58
2014 Families Below Poverty with Children	2,697	22.25
2014 Est. Pop Age 16+ by Employment Status	64,299	
In Armed Forces	0	0.00
Civilian - Employed	29,201	45.41
Civilian - Unemployed	3,712	5.77
Not in Labor Force	31,386	48.81
2014 Est. Civ Employed Pop 16+ Class of Worker	30,188	
For-Profit Private Workers	22,571	74.77
Non-Profit Private Workers	2,089	6.92
Local Government Workers	1,591	5.27
State Government Workers	1,205	3.99
Federal Government Workers	377	1.25
Self-Emp Workers	2,300	7.62
Unpaid Family Workers	55	0.18

Secondary Retail Trade Area | Demographics

East Downtown Management District

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	30,188	
Architect/Engineer	796	2.64
Arts/Entertain/Sports	651	2.16
Building Grounds Maint	1,733	5.74
Business/Financial Ops	1,561	5.17
Community/Soc Svcs	503	1.67
Computer/Mathematical	567	1.88
Construction/Extraction	2,627	8.70
Edu/Training/Library	1,581	5.24
Farm/Fish/Forestry	69	0.23
Food Prep/Serving	1,729	5.73
Health Practitioner/Tec	1,052	3.48
Healthcare Support	650	2.15
Maintenance Repair	724	2.40
Legal	705	2.34
Life/Phys/Soc Science	414	1.37
Management	2,290	7.59
Office/Admin Support	3,581	11.86
Production	2,454	8.13
Protective Svcs	547	1.81
Sales/Related	2,613	8.66
Personal Care/Svc	899	2.98
Transportation/Moving	2,441	8.09
2014 Est. Pop 16+ by Occupation Classification	30,188	
Blue Collar	8,246	27.32
White Collar	16,315	54.04
Service and Farm	5,628	18.64

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	29,626	
Drove Alone	20,648	69.70
Car Pooled	2,573	8.68
Public Transportation	2,684	9.06
Walked	1,632	5.51
Bicycle	224	0.76
Other Means	710	2.40
Worked at Home	1,155	3.90
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	8,462	
15 - 29 Minutes	11,473	
30 - 44 Minutes	5,612	
45 - 59 Minutes	1,078	
60 or more Minutes	1,745	
2014 Est. Avg Travel Time to Work in Minutes	25.18	
2014 Est. Tenure of Occupied Housing Units	24,237	
Owner Occupied	8,551	35.28
Renter Occupied	15,686	64.72
2014 Owner Occ. HUs: Avg. Length of Residence	19.3	
2014 Renter Occ. HUs: Avg. Length of Residence	7.1	

Secondary Retail Trade Area | Demographics

East Downtown Management District

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	8,551	
Value Less than \$20,000	75	0.88
Value \$20,000 - \$39,999	232	2.71
Value \$40,000 - \$59,999	412	4.82
Value \$60,000 - \$79,999	1,162	13.59
Value \$80,000 - \$99,999	1,654	19.34
Value \$100,000 - \$149,999	1,443	16.88
Value \$150,000 - \$199,999	932	10.90
Value \$200,000 - \$299,999	1,939	22.68
Value \$300,000 - \$399,999	448	5.24
Value \$400,000 - \$499,999	122	1.43
Value \$500,000 - \$749,999	65	0.76
Value \$750,000 - \$999,999	36	0.42
Value \$1,000,000 or more	32	0.37
2014 Est. Median All Owner-Occupied Housing Value	\$125,667	
2014 Est. Housing Units by Units in Structure	29,557	
1 Unit Attached	2,374	8.03
1 Unit Detached	12,566	42.51
2 Units	2,044	6.92
3 or 4 Units	2,426	8.21
5 to 19 Units	3,174	10.74
20 to 49 Units	1,363	4.61
50 or More Units	5,542	18.75
Mobile Home or Trailer	41	0.14
Boat, RV, Van, etc.	25	0.08

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	29,557	
Housing Unit Built 2005 or later	3,126	10.58
Housing Unit Built 2000 to 2004	2,778	9.40
Housing Unit Built 1990 to 1999	1,964	6.64
Housing Unit Built 1980 to 1989	1,124	3.80
Housing Unit Built 1970 to 1979	2,279	7.71
Housing Unit Built 1960 to 1969	2,945	9.96
Housing Unit Built 1950 to 1959	4,000	13.53
Housing Unit Built 1940 to 1949	4,673	15.81
Housing Unit Built 1939 or Earlier	6,667	22.56
2014 Est. Median Year Structure Built **	1959	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

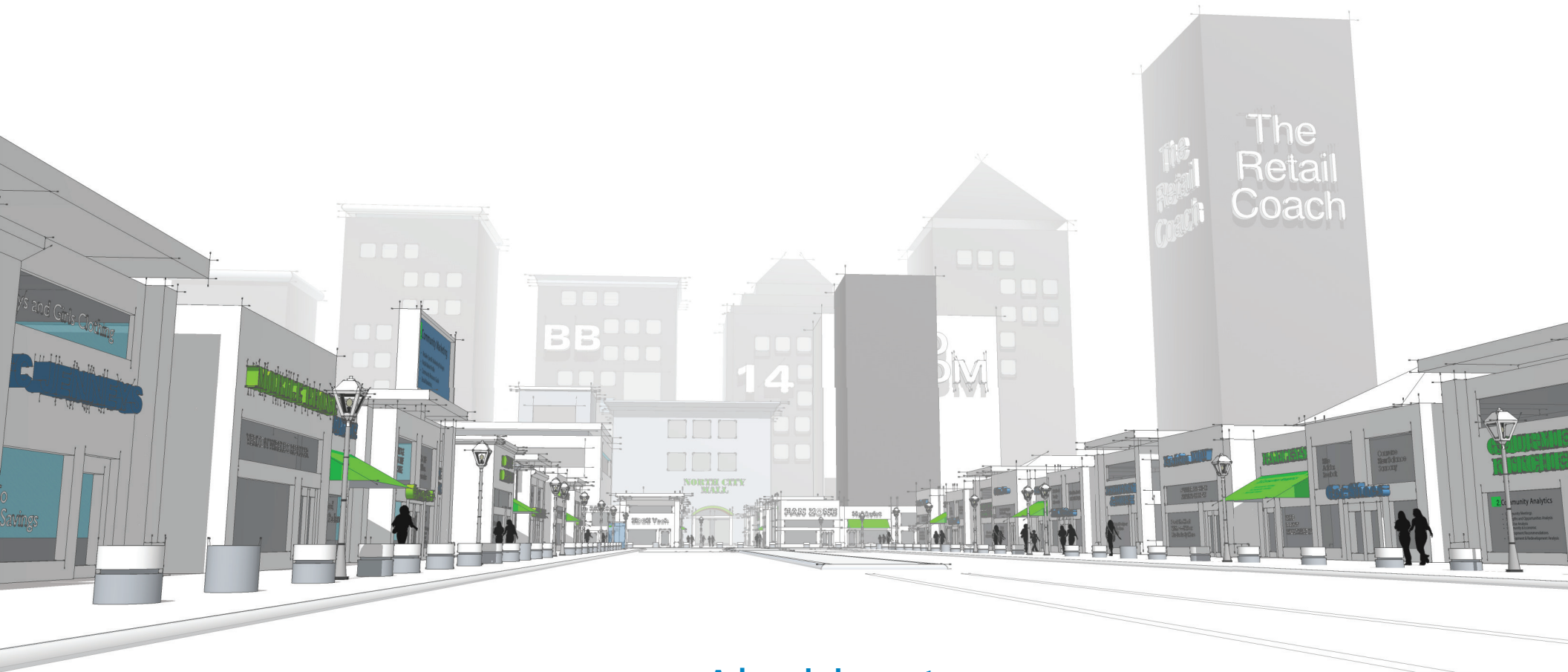
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.