

RETAIL TRENDS

THE FUTURE OF RETAIL H-GAC LIVABLE CENTERS PROGRAM

STEVE SPILLETTE
CDS, PRESIDENT

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RETAIL TRENDS

- The regional and national “retailscape”
- Retail potential in smaller communities
- Small community needs and options for encouraging retail investment

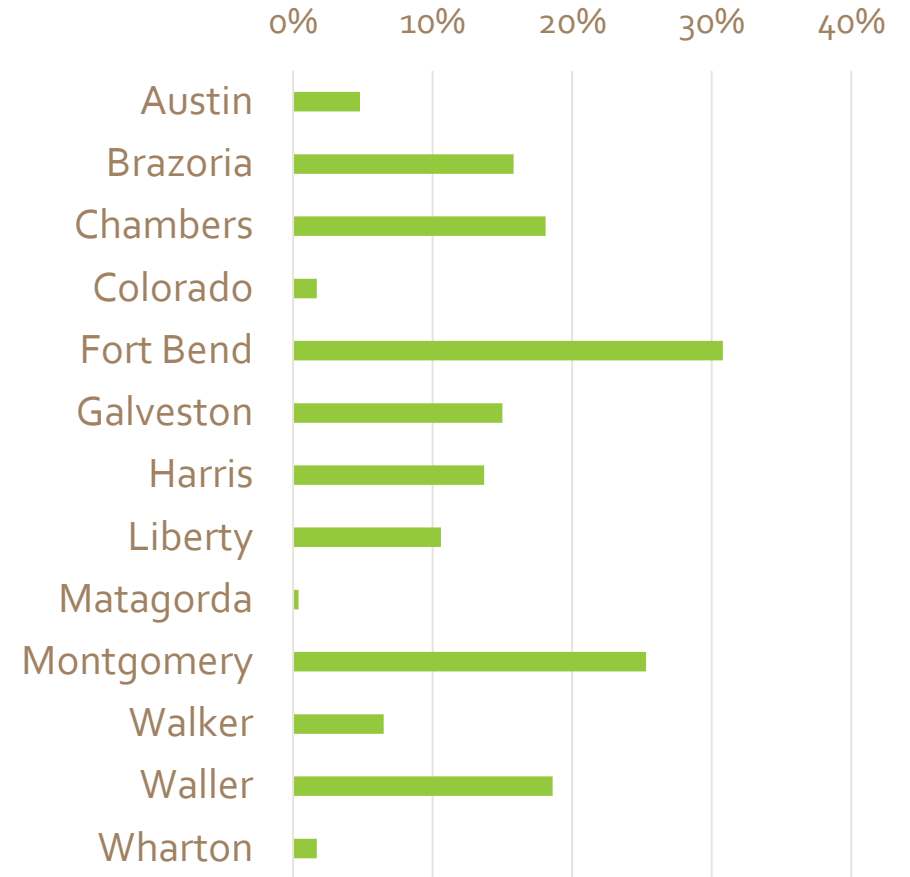
THE RETAILSCAPE

- Houston regional trends
- Nationwide retail trends

THE HOUSTON REGION

- Suburban population growth
- Urban core upscaling and densification
- Outlying rural stagnation or sporadic expansion

Population Growth 2010 - 2017



NATIONWIDE RETAIL TRENDS



- Societal bifurcation - middle class shrinkage
- Discounters / outlets growth
- Indoor mall shakeout
- Challenges to big box models
- E-commerce / omnichannel

NATIONWIDE RETAIL TRENDS

- Changing consumer preferences
 - “Stuff” vs. “experiences”
 - “Generic” vs. “authentic”



VS.



NATIONWIDE RETAIL TRENDS

Convenience

Value / price

Uniqueness / experience



Trade-offs and
opportunities

NATIONWIDE RETAIL TRENDS

- Evolution of consumer habits
 - Increased role of dining
 - Renewed growth of urban living
- New formats
 - Lifestyle / outdoor / town center developments
 - Growth of outlets

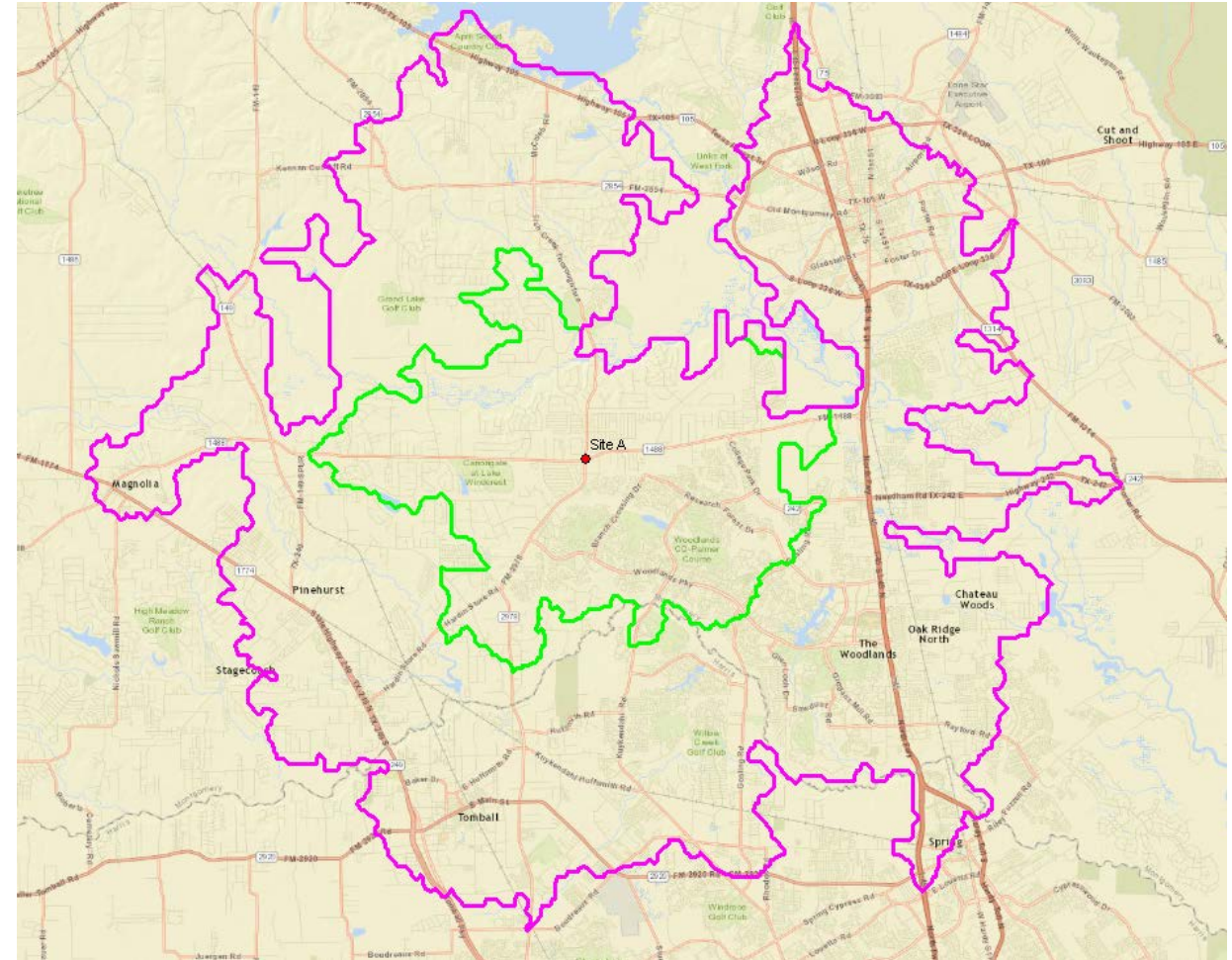


RETAIL POTENTIAL IN SMALLER COMMUNITIES

- Understanding market size
- Reality of competitive sites and supply
- Local market needs and preferences

UNDERSTANDING MARKET SIZE

- Sources of shoppers
 - Residents (“primary” and “secondary” market areas)
 - “Daytime” populations – workers, students, patients, clients etc.
 - Weekend / visitor
 - Traffic / drive-by



COMPETITIVE SITES AND SUPPLY

2017 Est. Households by Effective Buying Income	33,130	
EBI Less than \$15,000	1,154	3.48%
EBI \$15,000 to \$24,999	1,397	4.22%
EBI \$25,000 to \$34,999	1,803	5.44%
EBI \$35,000 to \$49,999	2,768	8.36%
EBI \$50,000 to \$74,999	4,934	14.89%
EBI \$75,000 to \$99,999	5,075	15.32%
EBI \$100,000 to \$124,999	4,142	12.50%
EBI \$125,000 to \$149,999	3,482	10.51%
EBI \$150,000 to \$199,999	3,098	9.35%
EBI \$200,000 to \$249,999	916	2.76%
EBI \$250,000 to \$499,999	2,965	8.95%
EBI \$500,000 or more	1,394	4.21%
2017 Average Effective Buying Income	\$134,466	
2017 Median Effective Buying Income	\$97,203	

- Locations to maximize market area population and/or spending power
- *It's competitive – be realistic*
- Local needs and preferences
 - Leakage analysis
 - Affordability / spending capacity
 - Cultural tastes

SMALL COMMUNITY RETAIL NEEDS AND OPTIONS

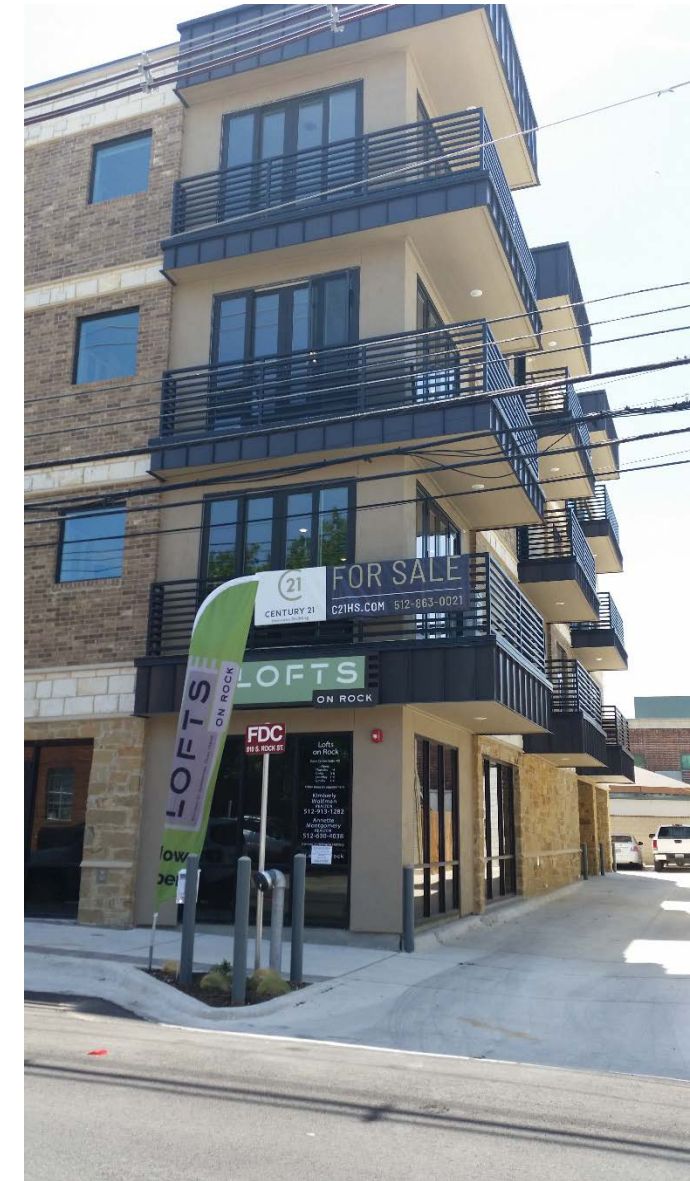
- Sites and buildings
- Environment
- Assistance strategies

SITES AND BUILDINGS

- New build
 - Often requires higher rents / sales volumes
 - Preference for “credit tenants” (chains)
- Existing space re-occupancy
 - Can be cheaper for occupant
 - Often easier for independent businesses
 - May require investment in upgrades or rehab

ENVIRONMENT

- Clean, safe, attractive
- Access, traffic, and circulation
- Activation and population



ASSISTANCE STRATEGIES

- For building owners
 - Regulatory relief
 - Grants, loans, reimbursements, etc.



- For business owners
 - Technical assistance / education
 - Grants, loans, incubators
 - Regulatory (permitting)
 - Marketing

CLEBURNE
Times-Review

City approves downtown grant program

ASSISTANCE STRATEGIES

- Assistance to the community
 - Activation / programming (events, public space activities)

DOWNTOWN MANAGEMENT DISTRICT TO HOST 'START UP DOWNTOWN' INITIATIVE

Staff Report | August 31, 2018
 Comments Off on Downtown Management District to Host 'Start Up Downtown' Initiative

The El Paso Downtown Management District (DMD) wants to highlight the growing business opportunities within Downtown El Paso through a new initiative called Start Up Downtown.

This initiative will kick-off with the first annual Start Up Downtown 1 to 1 Business Seminar, Workshop and Tour

RELATED ARTICLES



- Organizational (Main Street, management district, municipal staff, associations / Chamber of Commerce)
- Marketing and outreach (research, surveys and feedback)

Shop the Blocks

Shop downtown Beville for special deals and one of kind items!

My 7 Bugs Clothing
 110 E. Bowie Ste. C
 361-318-1941

Glamour Bee and Hattie & Hazels
 217 W. Bowie St.
 361-362-9110

Bee Is For Books
 307 N. Washington
 361-362-1542

Tee's Music House
 232 N. Washington
 361-362-1972

Seanz Western Wear
 307 W. Corpus Christi
 361-358-7366

Triple V Boutique
 225 N. Washington
 361-362-1972

Country Road Antiques
 301 S. St. Mary's
 361-445-5086

Hogue's Jewelry
 202 N. Washington
 361-358-3859

A Box of Chocolates
 305 N. Washington
 361-542-4001

Wicker Basket
 300 N. Washington
 361-358-8638

Bethune & Son
 108 W. Corpus Christi
 361-597-3065



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