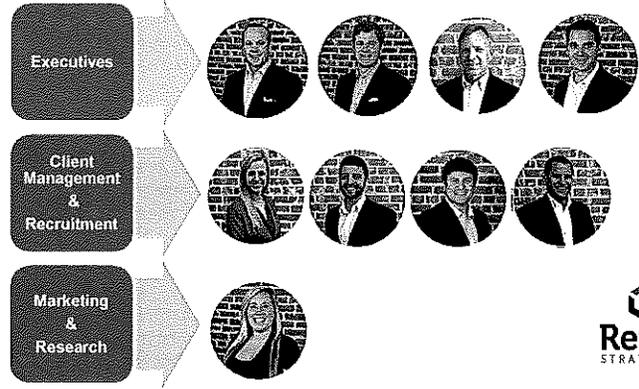


## Retail Market Research & Strategic Plan Overview



## your team



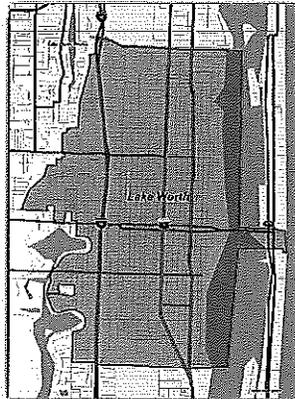
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## our research

Retail Strategies

## our research



### DEMOGRAPHIC REPORTS

- Detailed Demographics
- Age by Gender
- Age by Income
- Household Wealth
- Income and Disposable Income
- Consumer Behaviors
- Consumer Attitudes

### TAPESTRY SEGMENTATION ANALYSIS

### PEER ANALYSIS

### RETAIL SPENDING REPORTS

- Consumer Expenditures
- Consumer Attitudes

### RETAIL GAP ANALYSIS

### RETAIL VOID ANALYSIS

## Where Does This Data Come From?

### Primary Data Sources

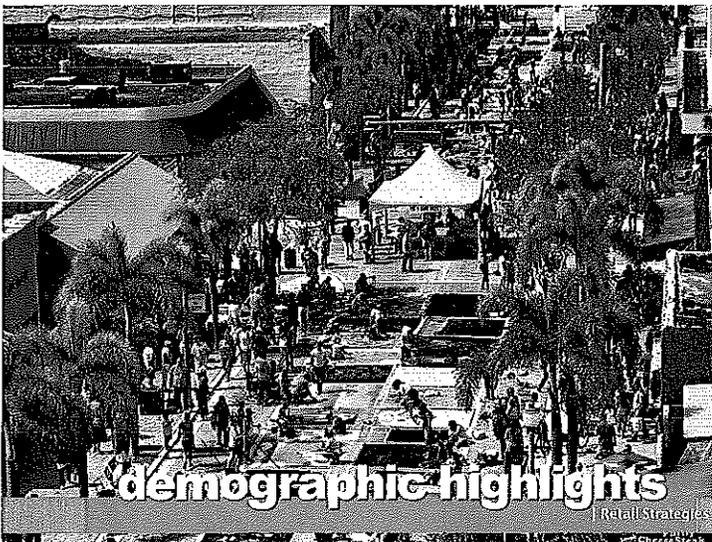
- Consumer Expenditure Survey
  - Program from the Bureau Labor Statistics
- U.S. Census Bureau's Monthly Retail Trade Reports
- Census Bureau's Economic Census
- STI: PopStats Data
- STI: WorkPlace
- United States Postal Service
- United States Department of Defense
- National Center for Education Statistics
- National Center for Health Statistics
- Federal Financial Institutions Examination Council
- Internal Revenue Service
- Bureau of Economic Analysis
- Bureau of Labor Statistics
- Office of Federal Housing Enterprise Oversight
- Department of Defense (DOD)



## market analysis



Category	5 Minute Drive Time	10 Minute Drive Time	15 Minute Drive Time
Population 2016	30,219	109,473	338,479
Population 2020	31,520	113,075	352,285
Median Household Income 2016	\$35,769	\$40,340	\$41,193
Median Household Income 2020	\$40,381	\$47,319	\$48,470
Median Disposable Income 2016	\$30,140	\$36,397	\$36,013



### Segmentation 101

Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—like seeks like. These behaviors can be measured, predicted, and targeted. Esri's Tapestry Segmentation system combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments.

### What is Tapestry Segmentation?

Tapestry Segmentation represents the fourth generation of market segmentation systems that began more than 30 years ago. The 65-segment Tapestry Segmentation system classifies US neighborhoods based on their socioeconomic and demographic compositions. The power of Tapestry Segmentation allows you to profile consumers and constituents.

### Who Should Use Tapestry Segmentation?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately probe these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

# demographic highlights



## LifeMode Group: Ethnic Enclaves American Dreamers

7C

Households: 1,747,020  
Average Household Size: 3.16  
Median Age: 31.8  
Median Household Income: \$48,000

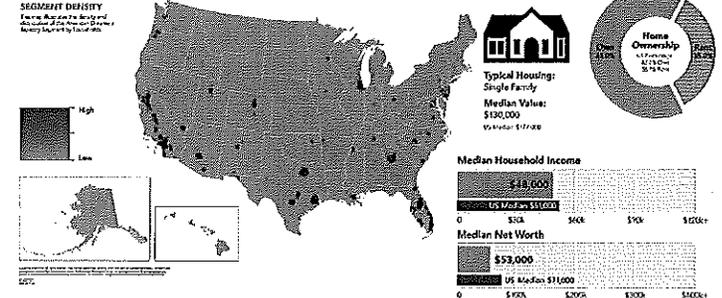
### MARKET PROFILE

- When dining out, these residents favor fast-food dining places such as Taco Bell or Wendy's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, Cartoon Network, and Disney, as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

# demographic highlights



### SEGMENT DENSITY

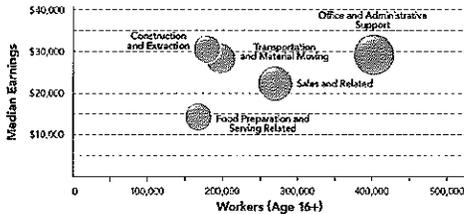


# demographic highlights

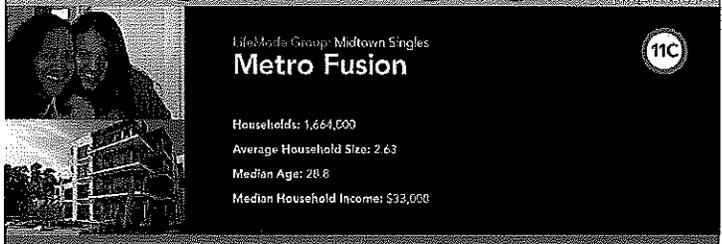


### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



# demographic highlights



## LifeMode Group: Midtown Singles Metro Fusion

11C

Households: 1,664,000  
Average Household Size: 2.63  
Median Age: 28.8  
Median Household Income: \$33,000

### MARKET PROFILE

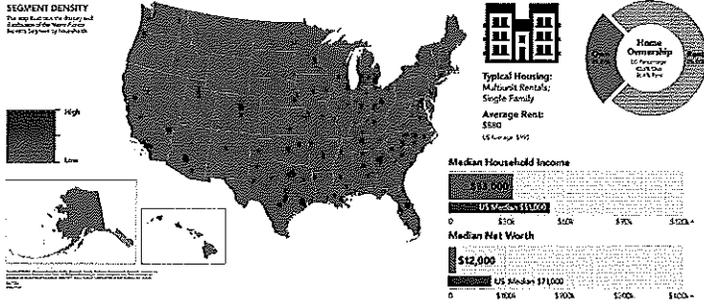
- They enjoy watching MTV, BET, Spanish TV networks, and pay-per-view.
- They listen to R&B, rap, Latin, and reggae music.
- Football and soccer are popular sports.
- They shop at discount grocery stores, Kmart, and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Wendy's, and IHOP.

# demographic highlights

Retail Strategies

LifeMade Group: Midtown Singles  
**11C Metro Fusion**

**SEGMENT DENSITY**  
 The map illustrates the relative size and distribution of the Metro Fusion segment by household type.



# demographic highlights

Retail Strategies

LifeMade Group: Midtown Singles  
**11C Metro Fusion**

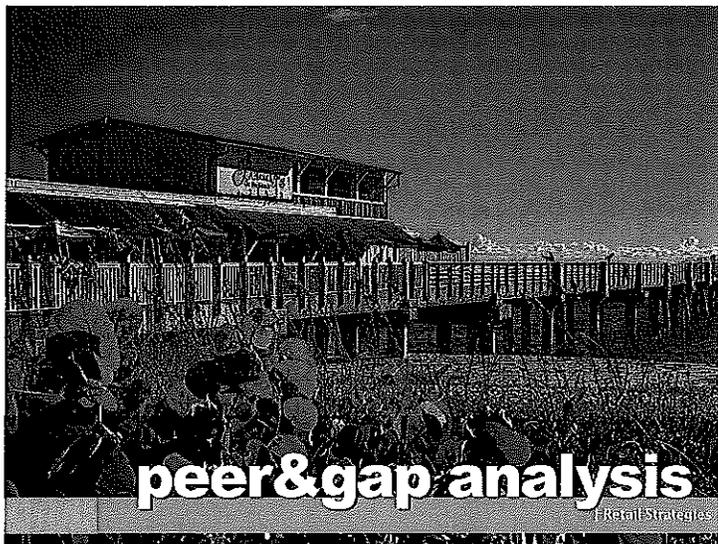
## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



# peer analysis

Retail Strategies



## peer & gap analysis

Retail Strategies

Address	City	State	ZIP Code	CBSA	County	Residential Pop.	Daytime Pop.	Median HH Income
7076 W Peoria Ave	Peoria	AZ	85345	Phoenix-Mesa-Scottsdale, AZ	Maricopa County	220,787	82,609	\$44,042
2020 Bashford Manor Ln	Louisville	KY	40218	Louisville/Jefferson County, KY-IN	Jefferson County	228,816	168,729	\$44,823
3580 Memorial Dr	Decatur	GA	30032	Atlanta-Sandy Springs-Roswell, GA	DeKalb County	227,899	84,872	\$43,971
16302 N Nileska Ave.	Tampa	FL	33613	Tampa-St. Petersburg-Clearwater, FL	Hillsborough County	226,476	104,078	\$40,139
730 E MckeePis Rd	Mesa	AZ	85203	Phoenix-Mesa-Scottsdale, AZ	Maricopa County	224,971	105,078	\$40,532
4376 Belvedere Rd	West Palm Beach	FL	33406	Miami-Fort Lauderdale-West Palm Beach, FL	Palm Beach County	224,559	117,740	\$40,880
201 34th St N	St. Petersburg	FL	33719	Tampa-St. Petersburg-Clearwater, FL	Pinellas County	224,537	97,178	\$41,848
1821 S Pedro Island Dr	Corpus Christi	TX	78410	Corpus Christi, TX	Nueces County	224,009	127,422	\$41,100
8760 Lake Ave	Lake Worth	FL	33460	Miami-Fort Lauderdale-West Palm Beach, FL	Palm Beach County	223,130	87,731	\$42,993
3838 S Semoran Blvd	Orlando	FL	32822	Orlando-Kissimmee-Sanford, FL	Orange County	222,879	133,353	\$44,268
4720 E 21st St	Tulsa	OK	74114	Tulsa, OK	Tulsa County	221,478	209,874	\$40,376
10000 Brookpark Rd	Cleveland	OH	44130	Cleveland-Elyria, OH	Cuyahoga County	218,163	124,578	\$41,419

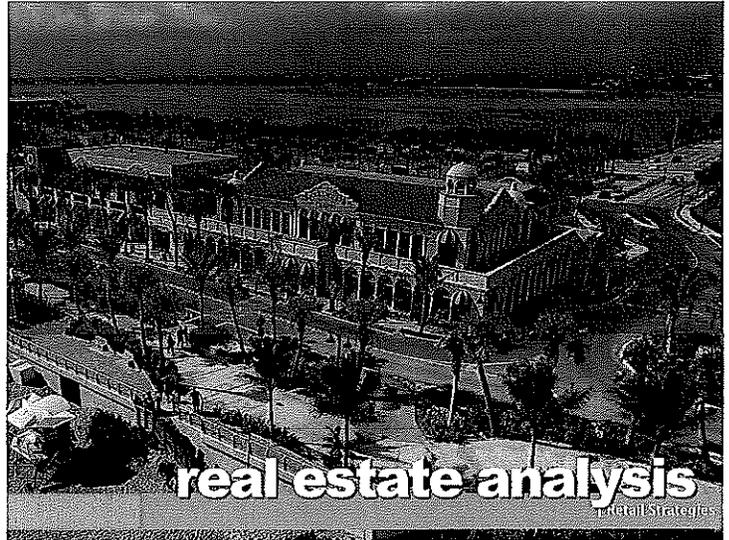
The Peer Analysis focuses on identifying cities across the United States that are most similar to the City of Lake Worth, Florida from an economic and demographic perspective. Once these peers are identified, we can then identify retailers that have shown a propensity to locate in comparable communities. This research tool is effective for isolating the most likely retail recruitment prospects for the City of Lake Worth.

# gap analysis

Category	Gap
Clothing Stores	\$39,596,352
Health & Personal Care Stores	\$31,332,176
Building Material and Garden Equipment Stores	\$27,221,599
Full-Service Restaurants	\$23,028,597
Furniture and Home Furnishings Stores	\$19,849,629
Electronics & Appliance Stores	\$19,093,976
Sporting Goods, Hobby, & Musical Instrument Stores	\$18,416,709
Shoe Stores	\$10,426,658
Office Supplies, Stationery & Gift Stores	\$9,040,488
Book, Periodical & Music Stores	\$5,284,409
Department Stores	\$4,857,023
<b>Total</b>	<b>\$208,145,616</b>

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.

The summary includes the Number of Retailers Targeted in Plan. These figures represent the number of retailers potentially required to fill the particular Gap in each category.



## 2014 new construction

### Retailers opened 42,000 stores in 2014

Tenant mixes are becoming increasingly food based.  
Specialty food – fast casual, organic grocery becoming mainstream

#### Retail Growth 2014:

- Fitness/Health/Spa Concepts
- Drug Stores
- Thrift Stores
- Grocery (Smaller Format)
  - Discount
  - Ethnic
  - Organic
  - Upscale
- Fast Food
- Fast Casual (~40% of restaurant growth)
- Automotive
- Discounters
- Dollar Stores
- Children's Apparel
- Off-Price Apparel
- Beauty/Cosmetics/Fragrances
- Pet Supplies
- Sporting Goods
- Wireless Stores
- Banks



#### Retail Contraction 2014:

- Bookstores
- Video Stores
- Do-It-Yourself Home Stores
- Mid-priced Apparel
- Mid-priced Grocery
- Office Supplies
- Consumer Electronics
- Stationary/Gift Shops
- Shipping/Postal Stores
- Casual Dining – Older Concepts



## Boots On the Ground

### information collected on BOG tour

- Address and Property Description
- Coordinates
- Listing Agent if applicable
- Contact info for Agent or Owner
- Website address for Agent or Owner
- Link to Property Information on Agent or Owner's Website
- Google Earth Link to aerial and ground photo
- Total Size of Center if existing
- Available Space in Center
- Parcel Size if vacant land
- Existing Tenants if existing shopping center
- Traffic Count at property
- Summary of Recruitment opportunities specific to property
- Specific Prospects for property
- Overall strategy for property
- General comments

## current retail overview



## marketing guide

**LAKE WORTH, FL Marketing Guide**  
Lake Worth, Florida - Palm Beach County

**Market Highlights**

**Key Statistics**

**Demographics**

**Geography**

**Transportation**

**Government**

**Education**

**Healthcare**

**Media**

**Real Estate**

**Other**

**Gap Analysis**

**LAKE WORTH, FL Retail**

**Map**

**Key Statistics**

**Demographics**

**Geography**

**Transportation**

**Government**

**Education**

**Healthcare**

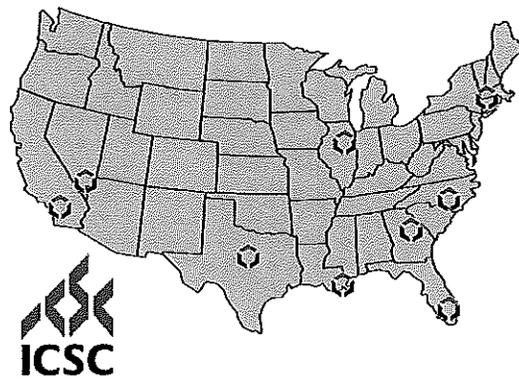
**Media**

**Real Estate**

**Other**

**ICSC**

## conference representation

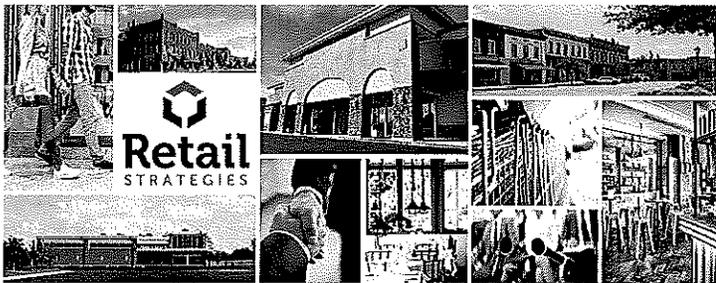
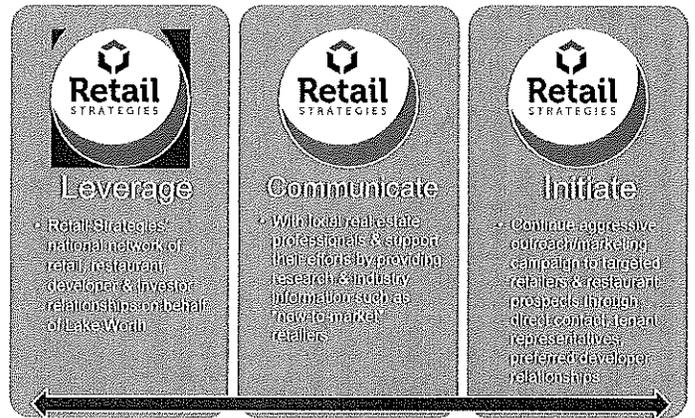


- ICSC DEAL MAKING CONFERENCES**
- LAS VEGAS
  - NEW YORK CITY
  - DALLAS
  - ATLANTA
  - CHICAGO
  - ORLANDO
  - SAN DIEGO
  - NEW ORLEANS
  - CHARLOTTE

## our recruitment process



## our recruitment process



Thank You!

