



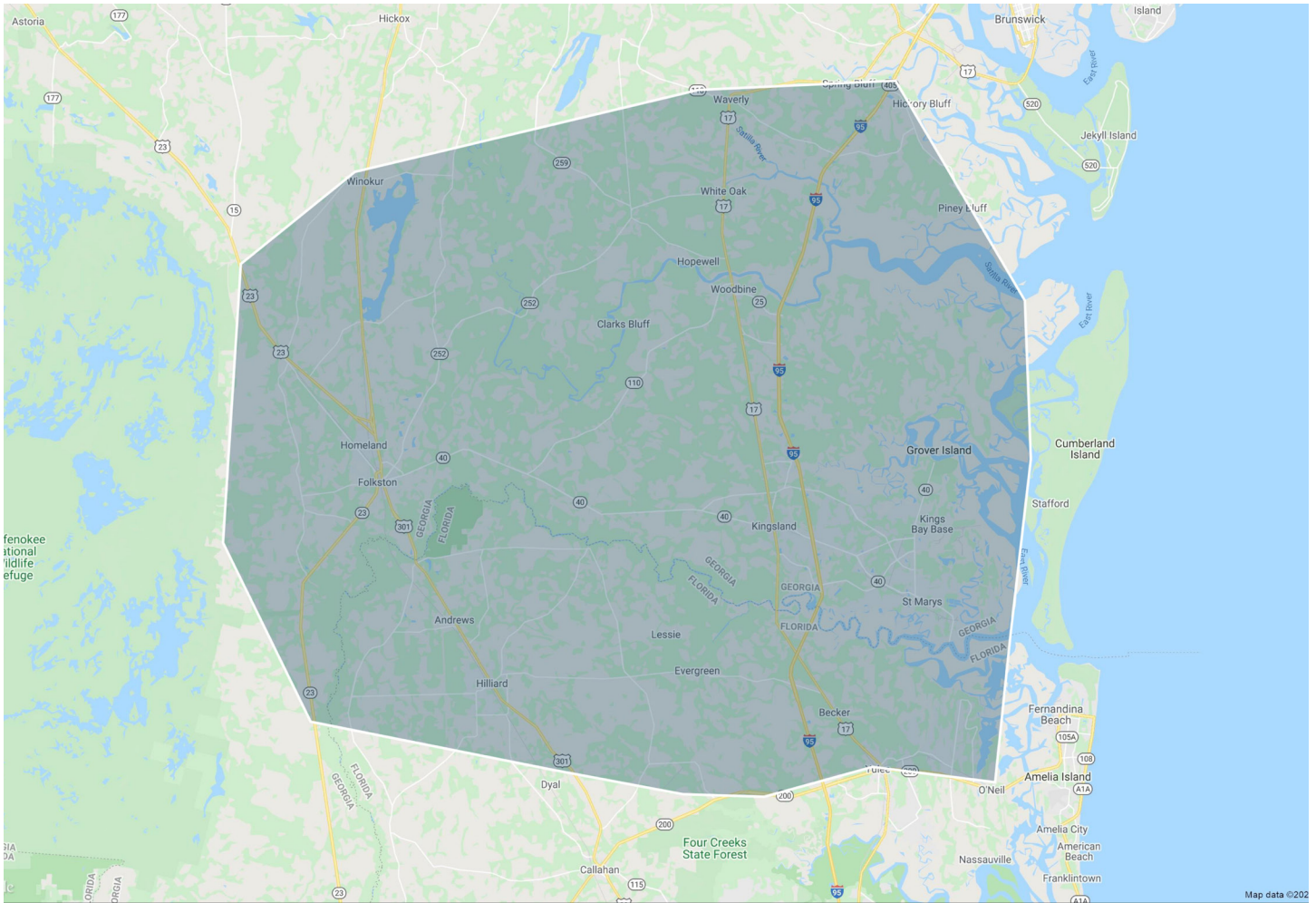
The**Retail**Coach.®

Secondary Retail Trade Area Retail Goods and Services Expenditures

CAMDEN COUNTY, GEORGIA

Prepared for Camden County Joint Development Authority
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Secondary Retail Trade Area



Prepared for:



Camden County Joint Development Authority

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Secondary Retail Trade Area • Retail Goods and Services Expenditures

Camden County, Georgia

DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	84	\$1,808.92	\$54,942,311
Men's	82	\$342.53	\$10,403,515
Women's	84	\$630.07	\$19,137,070
Children's	90	\$287.60	\$8,735,238
Footwear	85	\$405.47	\$12,315,287
Watches & Jewelry	86	\$100.25	\$3,045,025
Apparel Products and Services (1)	74	\$43.00	\$1,306,176
Computer			
Computers and Hardware for Home Use	80	\$130.58	\$3,966,068
Portable Memory	81	\$3.15	\$95,591
Computer Software	76	\$7.43	\$225,548
Computer Accessories	82	\$14.53	\$441,378
Entertainment & Recreation	86	\$2,809.52	\$85,333,558
Fees and Admissions	78	\$559.74	\$17,000,840
Membership Fees for Clubs (2)	78	\$186.49	\$5,664,243
Fees for Participant Sports, excl. Trips	82	\$81.13	\$2,464,136
Tickets to Theatre/Operas/Concerts	72	\$58.46	\$1,775,503
Tickets to Movies	82	\$46.80	\$1,421,424
Tickets to Parks or Museums	86	\$28.16	\$855,311
Admission to Sporting Events, excl. Trips	83	\$51.86	\$1,575,273
Fees for Recreational Lessons	73	\$106.21	\$3,225,783
Dating Services	78	\$0.63	\$19,167
TV/Video/Audio	91	\$1,056.66	\$32,093,940
Cable and Satellite Television Services	91	\$737.91	\$22,412,620
Televisions	91	\$98.45	\$2,990,215
Satellite Dishes	96	\$1.12	\$34,143
VCRs, Video Cameras, and DVD Players	89	\$4.62	\$140,312
Miscellaneous Video Equipment	91	\$22.76	\$691,143
Video Cassettes and DVDs	92	\$9.20	\$279,447
Video Game Hardware/Accessories	86	\$24.50	\$744,164
Video Game Software	88	\$14.46	\$439,044
Rental/Streaming/Downloaded Video	87	\$46.67	\$1,417,511
Installation of Televisions	86	\$0.93	\$28,395
Audio (3)	88	\$93.98	\$2,854,469
Rental and Repair of TV/Radio/Sound Equipment	85	\$2.06	\$62,476
Pets	92	\$641.07	\$19,471,210
Toys/Games/Crafts/Hobbies (4)	86	\$105.24	\$3,196,345
Recreational Vehicles and Fees (5)	76	\$118.23	\$3,591,005
Sports/Recreation/Exercise Equipment (6)	89	\$179.46	\$5,450,603
Photo Equipment and Supplies (7)	80	\$40.81	\$1,239,442
Reading (8)	80	\$86.23	\$2,619,008
Catered Affairs (9)	74	\$22.10	\$671,165

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DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Food	86	\$7,879.72	\$239,330,659
Food at Home	87	\$4,645.20	\$141,088,547
Bakery and Cereal Products	87	\$606.38	\$18,417,614
Meats, Poultry, Fish, and Eggs	87	\$1,015.56	\$30,845,532
Dairy Products	85	\$469.21	\$14,251,362
Fruits and Vegetables	84	\$881.59	\$26,776,641
Snacks and Other Food at Home (10)	89	\$1,672.45	\$50,797,399
Food Away from Home	86	\$3,234.52	\$98,242,112
Alcoholic Beverages	79	\$490.47	\$14,896,905
Financial			
Value of Stocks/Bonds/Mutual Funds	80	\$19,418.04	\$589,784,238
Value of Retirement Plans	80	\$76,647.76	\$2,328,022,307
Value of Other Financial Assets	76	\$6,198.09	\$188,254,656
Vehicle Loan Amount excluding Interest	98	\$2,857.86	\$86,801,795
Value of Credit Card Debt	87	\$2,264.09	\$68,767,103
Health			
Nonprescription Drugs	93	\$137.50	\$4,176,419
Prescription Drugs	96	\$337.33	\$10,245,814
Eyeglasses and Contact Lenses	86	\$80.15	\$2,434,280
Home			
Mortgage Payment and Basics (11)	82	\$8,618.89	\$261,781,552
Maintenance and Remodeling Services	83	\$2,141.07	\$65,030,699
Maintenance and Remodeling Materials (12)	89	\$490.33	\$14,892,884
Utilities, Fuel, and Public Services	90	\$4,421.32	\$134,288,783
Household Furnishings and Equipment			
Household Textiles (13)	87	\$87.95	\$2,671,389
Furniture	86	\$551.71	\$16,757,122
Rugs	84	\$29.40	\$893,000
Major Appliances (14)	91	\$327.72	\$9,953,876
Housewares (15)	90	\$87.32	\$2,652,116
Small Appliances	84	\$41.74	\$1,267,656
Luggage	81	\$11.92	\$361,976
Telephones and Accessories	77	\$68.16	\$2,070,363
Household Operations			
Child Care	84	\$431.31	\$13,100,232
Lawn and Garden (16)	88	\$430.73	\$13,082,432
Moving/Storage/Freight Express	81	\$48.74	\$1,480,314
Housekeeping Supplies (17)	90	\$697.98	\$21,199,679
Insurance			
Owners and Renters Insurance	95	\$568.14	\$17,256,226
Vehicle Insurance	92	\$1,656.23	\$50,304,731
Life/Other Insurance	91	\$493.75	\$14,996,749
Health Insurance	89	\$3,312.62	\$100,614,260
Personal Care Products (18)	86	\$429.78	\$13,053,827
School Books and Supplies (19)	86	\$127.08	\$3,859,764
Smoking Products	100	\$401.64	\$12,198,993



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DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Transportation			
Payments on Vehicles excluding Leases	98	\$2,527.09	\$76,755,199
Gasoline and Motor Oil	92	\$2,179.36	\$66,193,853
Vehicle Maintenance and Repairs	88	\$1,025.38	\$31,143,721
Travel			
Airline Fares	76	\$455.03	\$13,820,502
Lodging on Trips	81	\$528.17	\$16,042,144
Auto/Truck Rental on Trips	76	\$21.99	\$667,770
Food and Drink on Trips	82	\$471.79	\$14,329,817

Citations

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.



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ACKNOWLEDGMENTS

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.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.