



TheRetailCoach®

# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

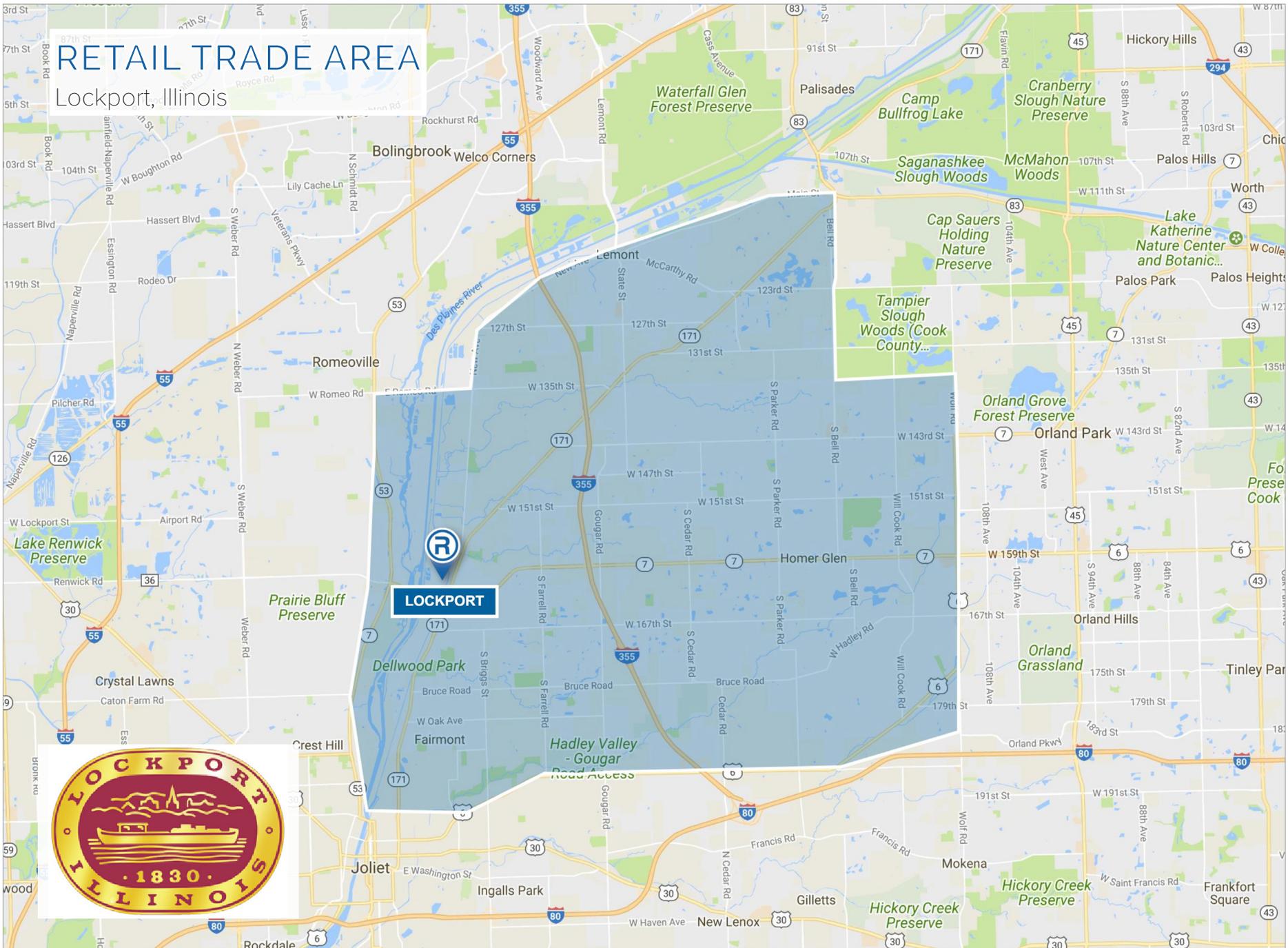
Lockport, Illinois

Prepared for  
City of Lockport  
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# RETAIL TRADE AREA

Lockport, Illinois



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# RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Lockport, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE %
44, 45, 722	Total retail trade including food and drinking places	\$1,900,807,421	\$258,580,430	\$1,642,226,991	86%
44, 45	Total retail trade	\$1,663,962,691	\$218,739,774	\$1,445,222,917	87%
441	Motor vehicle and parts dealers	\$471,007,737	\$22,983,156	\$448,024,581	95%
4411	Automobile dealers	\$414,546,797	\$12,205,567	\$402,341,230	97%
4412	Other motor vehicle dealers	\$24,650,911	\$1,091,415	\$23,559,496	96%
4413	Automotive parts, accessories, and tire stores	\$31,810,029	\$9,686,174	\$22,123,855	70%
442	Furniture and home furnishings stores	\$39,206,565	\$1,049,783	\$38,156,782	97%
4421	Furniture stores	\$21,140,281	\$1,049,783	\$20,090,498	95%
4422	Home furnishings stores	\$18,066,284	\$0	\$18,066,284	100%
443	Electronics and appliance stores	\$33,112,236	\$1,921,035	\$31,191,201	94%
443141	Household appliance stores	\$5,175,919	\$365,754	\$4,810,165	93%
443142	Electronics stores	\$27,936,317	\$1,555,281	\$26,381,036	94%
444	Building material and garden equipment and supplies dealers	\$113,144,611	\$9,376,134	\$103,768,477	92%
4441	Building material and supplies dealers	\$100,531,249	\$6,606,484	\$93,924,765	93%
44411	Home centers	\$55,024,222	\$0	\$55,024,222	100%
44412	Paint and wallpaper stores	\$1,938,575	\$914,319	\$1,024,256	53%
44413	Hardware stores	\$6,620,698	\$1,360,255	\$5,260,443	79%
44419	Other building material dealers	\$36,947,754	\$4,331,910	\$32,615,844	88%
4442	Lawn and garden equipment and supplies stores	\$12,613,362	\$2,769,650	\$9,843,712	78%
44421	Outdoor power equipment stores	\$1,379,039	\$2,147,885	-\$768,846	-56%
44422	Nursery, garden center, and farm supply stores	\$11,234,323	\$621,765	\$10,612,558	94%

\*Positive numbers denote leakage, negative numbers denote a surplus.



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445	Food and beverage stores	\$227,051,750	\$35,232,365	\$191,819,385	84%
4451	Grocery stores	\$209,699,988	\$29,255,515	\$180,444,473	86%
44511	Supermarkets and other grocery (except convenience) stores	\$202,723,447	\$28,333,404	\$174,390,043	86%
44512	Convenience stores	\$6,976,541	\$922,111	\$6,054,430	87%
4452	Specialty food stores	\$5,037,700	\$619,265	\$4,418,435	88%
4453	Beer, wine, and liquor stores	\$12,314,062	\$5,357,585	\$6,956,477	56%
446	Health and personal care stores	\$94,863,806	\$21,827,964	\$73,035,842	77%
44611	Pharmacies and drug stores	\$78,948,751	\$20,642,113	\$58,306,638	74%
44612	Cosmetics, beauty supplies, and perfume stores	\$5,987,647	\$762,695	\$5,224,952	87%
44613	Optical goods stores	\$3,636,846	\$159,437	\$3,477,409	96%
44619	Other health and personal care stores	\$6,290,561	\$263,719	\$6,026,842	96%
447	Gasoline stations	\$190,609,594	\$19,313,440	\$171,296,154	90%
44711	Gasoline stations with convenience stores	\$154,731,966	\$16,789,965	\$137,942,001	89%
44719	Other gasoline stations	\$35,877,627	\$2,523,475	\$33,354,152	93%
448	Clothing and clothing accessories stores	\$80,198,728	\$1,857,249	\$78,341,479	98%
4481	Clothing stores	\$55,898,088	\$777,546	\$55,120,542	99%
44811	Men's clothing stores	\$2,529,179	\$19,513	\$2,509,666	99%
44812	Women's clothing stores	\$12,732,155	\$130,838	\$12,601,317	99%
44813	Children's and infants' clothing stores	\$3,348,257	\$64,726	\$3,283,531	98%
44814	Family clothing stores	\$29,145,453	\$394,972	\$28,750,481	99%
44815	Clothing accessories stores	\$3,415,552	\$80,375	\$3,335,177	98%
44819	Other clothing stores	\$4,727,491	\$87,122	\$4,640,369	98%
4482	Shoe stores	\$13,926,530	\$622,923	\$13,303,607	96%
4483	Jewelry, luggage, and leather goods stores	\$10,374,110	\$456,780	\$9,917,330	96%
44831	Jewelry stores	\$9,698,761	\$456,780	\$9,241,981	95%
44832	Luggage and leather goods stores	\$675,349	\$0	\$675,349	100%

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451	Sporting goods, hobby, musical instrument, and book stores	\$35,754,720	\$3,492,635	\$32,262,085	90%
4511	Sporting goods, hobby, and musical instrument stores	\$31,775,553	\$3,401,034	\$28,374,519	89%
45111	Sporting goods stores	\$23,349,469	\$1,640,763	\$21,708,706	93%
45112	Hobby, toy, and game stores	\$6,321,737	\$1,725,259	\$4,596,478	73%
45113	Sewing, needlework, and piece goods stores	\$818,819	\$35,012	\$783,807	96%
45114	Musical instrument and supplies stores	\$1,285,527	\$0	\$1,285,527	100%
4512	Book stores and news dealers	\$3,979,168	\$91,601	\$3,887,567	98%
452	General merchandise stores	\$237,293,985	\$96,725,958	\$140,568,027	59%
4522	Department stores	\$44,158,811	\$0	\$44,158,811	100%
4523	Other general merchandise stores	\$193,135,174	\$96,725,958	\$96,409,216	50%
453	Miscellaneous store retailers	\$30,571,769	\$3,740,785	\$26,830,984	88%
4531	Florists	\$1,560,106	\$539,316	\$1,020,790	65%
4532	Office supplies, stationery, and gift stores	\$8,310,465	\$1,726,816	\$6,583,649	79%
45321	Office supplies and stationery stores	\$4,110,732	\$291,028	\$3,819,704	93%
45322	Gift, novelty, and souvenir stores	\$4,199,734	\$1,435,788	\$2,763,946	66%
4533	Used merchandise stores	\$6,818,875	\$1,338,657	\$5,480,218	80%
4539	Other miscellaneous store retailers	\$13,882,322	\$135,996	\$13,746,326	99%
45391	Pet and pet supplies stores	\$6,525,029	\$84,961	\$6,440,068	99%
45399	All other miscellaneous store retailers	\$7,357,293	\$51,035	\$7,306,258	99%
454	Non-store retailers	\$111,147,190	\$1,219,270	\$109,927,920	99%

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722	Food services and drinking places	\$236,844,729	\$39,840,656	\$197,004,073	83%
7223	Special food services	\$15,747,511	\$262,640	\$15,484,871	98%
7224	Drinking places (alcoholic beverages)	\$8,576,423	\$3,398,901	\$5,177,522	60%
7225	Restaurants and other eating places	\$212,520,796	\$36,179,115	\$176,341,681	83%
722511	Full-service restaurants	\$93,019,187	\$9,509,740	\$83,509,447	90%
722513	Limited-service restaurants	\$105,441,440	\$26,347,588	\$79,093,852	75%
722514	Cafeterias, grill buffets, and buffets	\$4,579,818	\$0	\$4,579,818	100%
722515	Snack and nonalcoholic beverage bars	\$9,480,351	\$321,787	\$9,158,564	97%

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# 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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



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

## Retail360®

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 Retail360® 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.”*



# 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.

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 2018, ESRI 2017, 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.

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