



TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Fredonia, Kansas

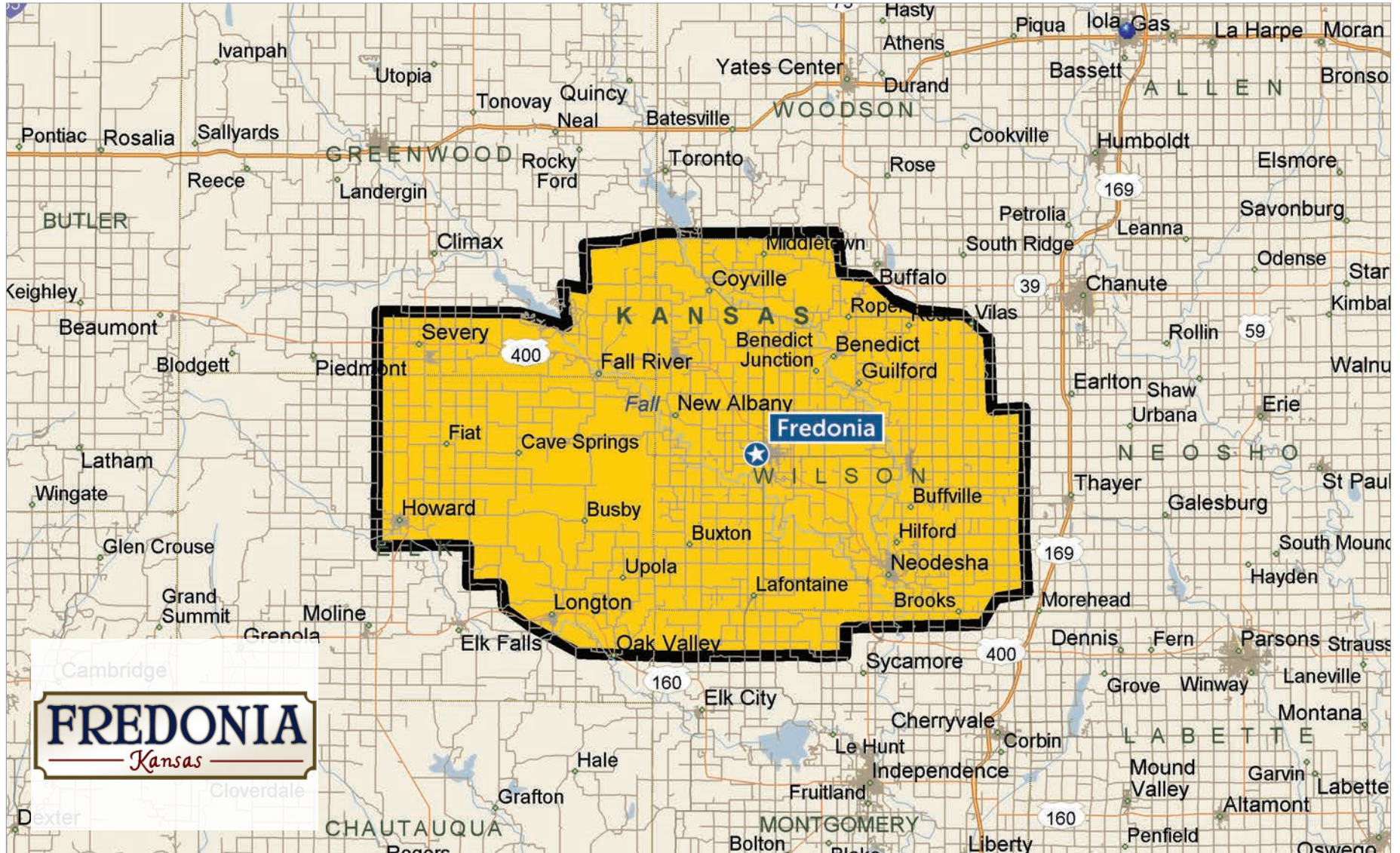
Prepared for
City of Fredonia, Kansas
December 2016





RETAIL TRADE AREA

Fredonia, Kansas



CONTACT **MIKE OHRT, CITY ADMINISTRATOR**

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RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Fredonia, Kansas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
	Total Retail Sales Incl Eating and Drinking Places	184,567,587	32,350,987	(152,216,600)	-82%
441	Motor Vehicle and Parts Dealers	38,753,016	8,820,242	(29,932,774)	-77%
4411	Automotive Dealers	31,791,228	7,006,798	(24,784,430)	-78%
4412	Other Motor Vehicle Dealers	4,249,180	0	(4,249,180)	-100%
4413	Automotive Parts/Accsrs, Tire Stores	2,712,609	1,813,444	(899,165)	-33%
442	Furniture and Home Furnishings Stores	3,232,599	1,554,000	(1,678,599)	-52%
4421	Furniture Stores	1,706,162	1,554,000	(152,162)	-9%
4422	Home Furnishing Stores	1,526,437	0	(1,526,437)	-100%
443	Electronics and Appliance Stores	2,658,128	317,999	(2,340,129)	-88%
44311	Appliances, TVs, Electronics Stores	2,658,128	317,999	(2,340,129)	-88%
443111	Household Appliances Stores	411,923	0	(411,923)	-100%
443112	Electronics Stores	2,246,204	317,999	(1,928,205)	-86%
444	Building Material, Garden Equip Stores	19,380,682	1,658,999	(17,721,683)	-91%
4441	Building Material and Supply Dealers	16,419,449	1,290,999	(15,128,450)	-92%
44411	Home Centers	6,540,289	0	(6,540,289)	-100%
44412	Paint and Wallpaper Stores	268,258	0	(268,258)	-100%
44413	Hardware Stores	1,677,769	848,999	(828,770)	-49%
44419	Other Building Materials Dealers	7,933,132	442,000	(7,491,132)	-94%
444191	Building Materials, Lumberyards	2,903,341	0	(2,903,341)	-100%
4442	Lawn, Garden Equipment, Supplies Stores	2,961,233	368,000	(2,593,233)	-88%
44421	Outdoor Power Equipment Stores	901,472	0	(901,472)	-100%
44422	Nursery and Garden Centers	2,059,762	368,000	(1,691,762)	-82%



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
445	Food and Beverage Stores	24,297,021	2,698,999	(21,598,022)	-89%
4451	Grocery Stores	15,766,196	2,337,000	(13,429,196)	-85%
44511	Supermarkets, Grocery (Ex Conv) Stores	14,703,820	2,070,000	(12,633,820)	-86%
44512	Convenience Stores	1,062,376	267,000	(795,376)	-75%
4452	Specialty Food Stores	1,926,545	0	(1,926,545)	-100%
4453	Beer, Wine and Liquor Stores	6,604,281	361,999	(6,242,282)	-95%
446	Health and Personal Care Stores	11,806,096	3,052,316	(8,753,780)	-74%
44611	Pharmacies and Drug Stores	9,455,507	2,137,248	(7,318,259)	-77%
44612	Cosmetics, Beauty Supplies, Perfume Stores	832,293	0	(832,293)	-100%
44613	Optical Goods Stores	483,110	214,381	(268,729)	-56%
44619	Other Health and Personal Care Stores	1,035,185	700,687	(334,498)	-32%
447	Gasoline Stations	13,812,977	8,983,015	(4,829,962)	-35%
44711	Gasoline Stations With Conv Stores	10,114,682	0	(10,114,682)	-100%
44719	Other Gasoline Stations	3,698,295	8,983,015	5,284,720	143%
448	Clothing and Clothing Accessories Stores	6,944,746	0	(6,944,746)	-100%
4481	Clothing Stores	3,661,475	0	(3,661,475)	-100%
44811	Men's Clothing Stores	208,259	0	(208,259)	-100%
44812	Women's Clothing Stores	841,781	0	(841,781)	-100%
44813	Childrens, Infants Clothing Stores	237,722	0	(237,722)	-100%
44814	Family Clothing Stores	1,885,224	0	(1,885,224)	-100%
44815	Clothing Accessories Stores	146,617	0	(146,617)	-100%
44819	Other Clothing Stores	341,871	0	(341,871)	-100%
4482	Shoe Stores	591,886	0	(591,886)	-100%
4483	Jewelry, Luggage, Leather Goods Stores	2,691,386	0	(2,691,386)	-100%
44831	Jewelry Stores	2,416,649	0	(2,416,649)	-100%
44832	Luggage and Leather Goods Stores	274,737	0	(274,737)	-100%



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451	Sporting Goods, Hobby, Book, Music Stores	2,745,373	273,600	(2,471,773)	-90%
4511	Sportng Goods, Hobby, Musical Inst Stores	2,398,624	273,600	(2,125,024)	-89%
45111	Sporting Goods Stores	1,290,104	149,738	(1,140,366)	-88%
45112	Hobby, Toys and Games Stores	640,320	0	(640,320)	-100%
45113	Sew/Needlework/Piece Goods Stores	273,909	123,862	(150,047)	-55%
45114	Musical Instrument and Supplies Stores	194,290	0	(194,290)	-100%
4512	Book, Periodical and Music Stores	346,750	0	(346,750)	-100%
45121	Book Stores and News Dealers	297,951	0	(297,951)	-100%
451211	Book Stores	251,763	0	(251,763)	-100%
451212	News Dealers and Newsstands	46,188	0	(46,188)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	48,799	0	(48,799)	-100%
452	General Merchandise Stores	21,203,469	1,132,557	(20,070,912)	-95%
4521	Department Stores Excl Leased Depts	8,894,022	0	(8,894,022)	-100%
4529	Other General Merchandise Stores	12,309,446	1,132,557	(11,176,889)	-91%
453	Miscellaneous Store Retailers	5,097,834	647,260	(4,450,574)	-87%
4531	Florists	184,934	18,838	(166,096)	-90%
4532	Office Supplies, Stationery, Gift Stores	2,210,850	256,670	(1,954,180)	-88%
45321	Office Supplies and Stationery Stores	1,027,744	143,025	(884,719)	-86%
45322	Gift, Novelty and Souvenir Stores	1,183,106	113,645	(1,069,461)	-90%
4533	Used Merchandise Stores	298,167	350,870	52,703	18%
4539	Other Miscellaneous Store Retailers	2,403,884	20,882	(2,383,002)	-99%
454	Non-Store Retailers	16,834,715	0	(16,834,715)	-100%
722	Foodservice and Drinking Places	17,800,931	3,212,000	(14,588,931)	-82%
7221	Full-Service Restaurants	7,960,433	2,012,000	(5,948,433)	-75%
7222	Limited-Service Eating Places	7,155,124	1,200,000	(5,955,124)	-83%
7223	Special Foodservices	1,980,838	0	(1,980,838)	-100%
7224	Drinking Places -Alcoholic Beverages	704,535	0	(704,535)	-100%



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fredonia, Kansas

DESCRIPTION	DATA	%
Population Summary		
2016 Total Population	10,981	
2016 Group Quarters	160	
Household Summary		
2016 Households	4,662	
2016 Average Household Size	2.32	
2016 Families	3,033	
2016 Average Family Size	2.88	
Housing Unit Summary		
2016 Housing Units	5,854	
Owner Occupied Housing Units		59.10%
Renter Occupied Housing Units		20.60%
Vacant Housing Units		20.40%
Median Household Income		
2016	\$40,139	
Median Home Value		
2016	\$70,661	
Per Capita Income		
2016	\$21,466	
Median Age		
2016	45.8	

DESCRIPTION	DATA	%
2016 Households by Income		
Household Income Base	4,662	
<\$15,000		14.90%
\$15,000 - \$24,999		13.00%
\$25,000 - \$34,999		14.30%
\$35,000 - \$49,999		18.30%
\$50,000 - \$74,999		23.00%
\$75,000 - \$99,999		9.10%
\$100,000 - \$149,999		4.90%
\$150,000 - \$199,999		1.70%
\$200,000+		1.00%
Average Household Income	\$50,317	
2016 Owner Occupied Housing Units by Value		
Total	3,459	
<\$50,000		35.00%
\$50,000 - \$99,999		36.30%
\$100,000 - \$149,999		12.70%
\$150,000 - \$199,999		7.70%
\$200,000 - \$249,999		3.80%
\$250,000 - \$299,999		2.50%
\$300,000 - \$399,999		0.90%
\$400,000 - \$499,999		0.20%
\$500,000 - \$749,999		0.50%
\$750,000 - \$999,999		0.10%
\$1,000,000 +		0.30%
Average Home Value	\$92,204	

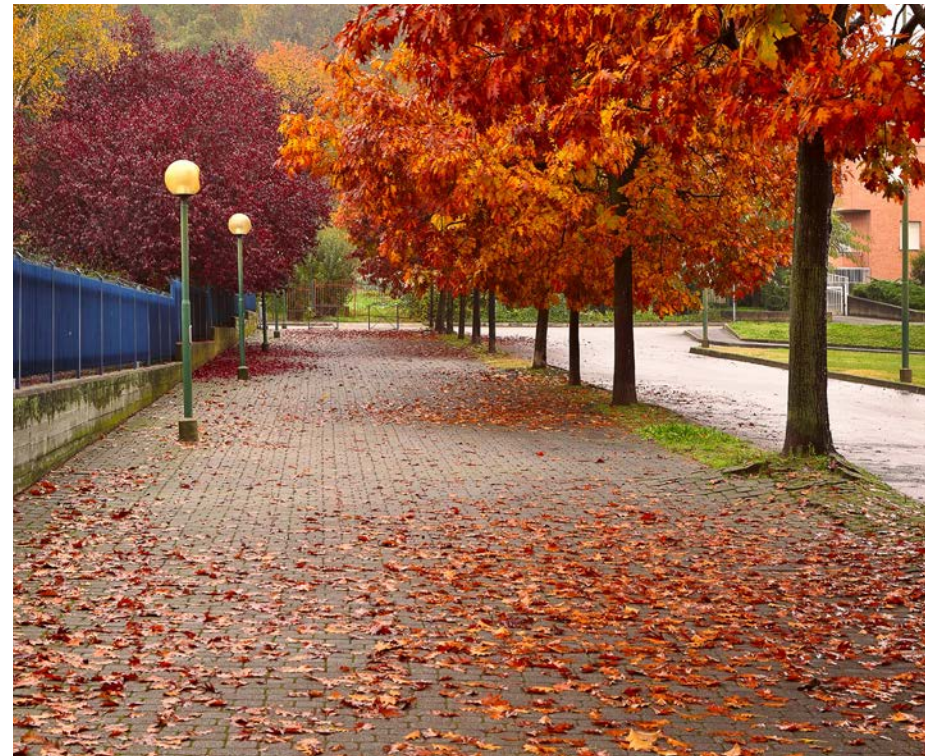


RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fredonia, Kansas

DESCRIPTION	DATA	%
2016 Population by Age		
Total	10,981	
0 - 4		5.90%
5 - 9		5.90%
10 - 14		6.40%
15 - 24		10.60%
25 - 34		10.50%
35 - 44		9.80%
45 - 54		13.00%
55 - 64		15.40%
65 - 74		12.30%
75 - 84		6.80%
85 +		3.40%
18 +		77.90%
2016 Population by Sex		
Males	5,405	
Females	5,576	
2016 Population by Race/Ethnicity		
Total	10,981	
White Alone		93.20%
Black Alone		0.70%
American Indian Alone		1.70%
Asian Alone		0.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		0.60%
Two or More Races		3.10%
Hispanic Origin		3.50%
Diversity Index	18.9	

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	7,814	
Less than 9th Grade		5.10%
9th - 12th Grade, No Diploma		11.00%
High School Graduate		28.90%
GED/Alternative Credential		6.90%
Some College, No Degree		25.30%
Associate Degree		8.20%
Bachelor's Degree		9.80%
Graduate/Professional Degree		4.70%





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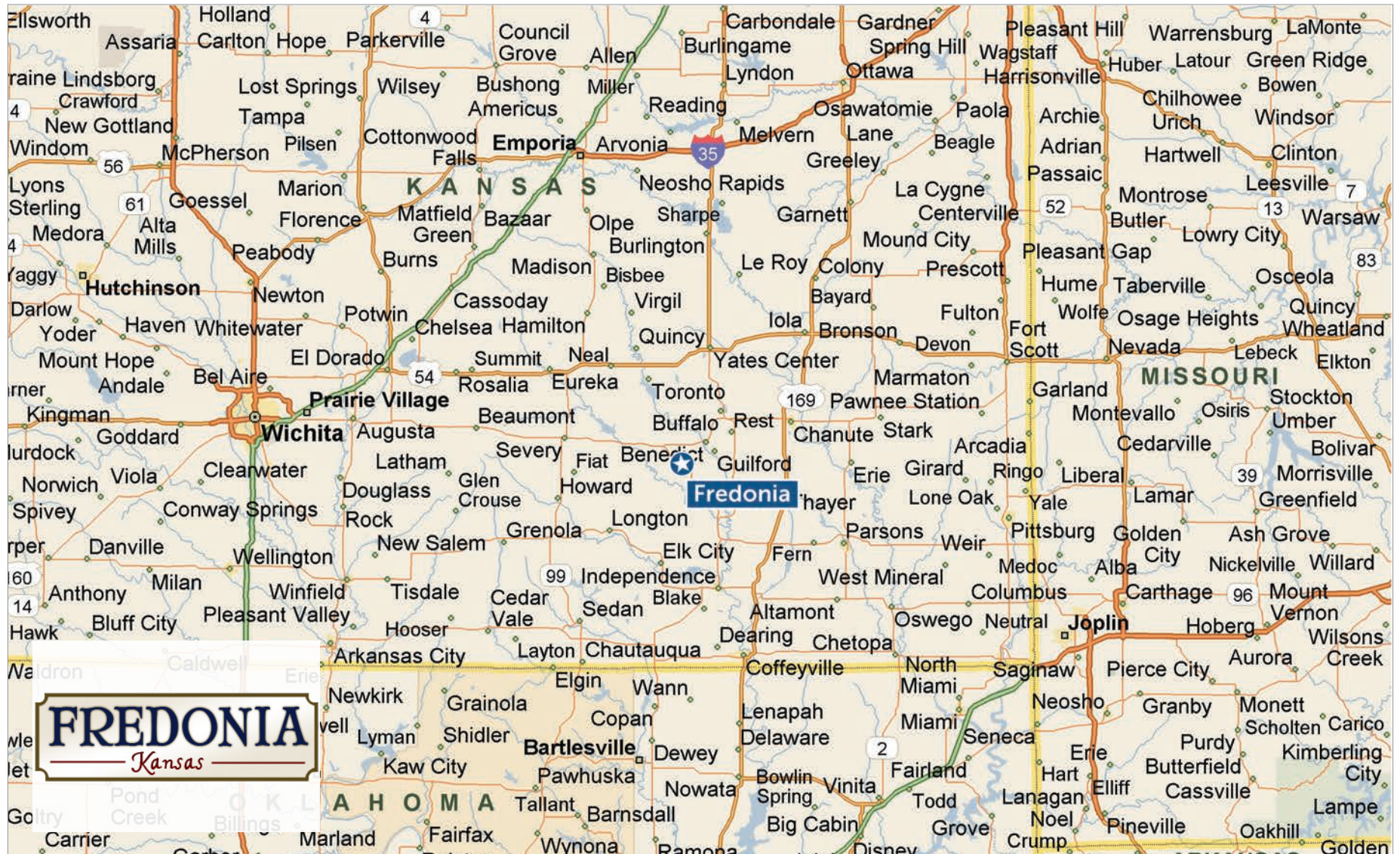
DESCRIPTION	DATA	%
2016 Population 15+ by Marital Status		
Total	8,979	
Never Married		21.30%
Married		57.30%
Widowed		8.40%
Divorced		13.00%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		93.20%
Civilian Unemployed		6.80%
2016 Employed Population 16+ by Industry		
Total	4,643	
Agriculture/Mining		9.50%
Construction		9.80%
Manufacturing		16.60%
Wholesale Trade		1.60%
Retail Trade		9.40%
Transportation/Utilities		5.00%
Information		1.40%
Finance/Insurance/Real Estate		3.00%
Services		39.60%
Public Administration		4.00%

DESCRIPTION	DATA	%
2016 Employed Population 16+ by Occupation		
Total	4,643	
White Collar		44.40%
Management/Business/Financial		11.70%
Professional		17.10%
Sales		6.30%
Administrative Support		9.30%
Services		20.10%
Blue Collar		35.50%
Farming/Forestry/Fishing		2.50%
Construction/Extraction		6.80%
Installation/Maintenance/Repair		4.40%
Production		12.50%
Transportation/Material Moving		9.20%



LOCATION

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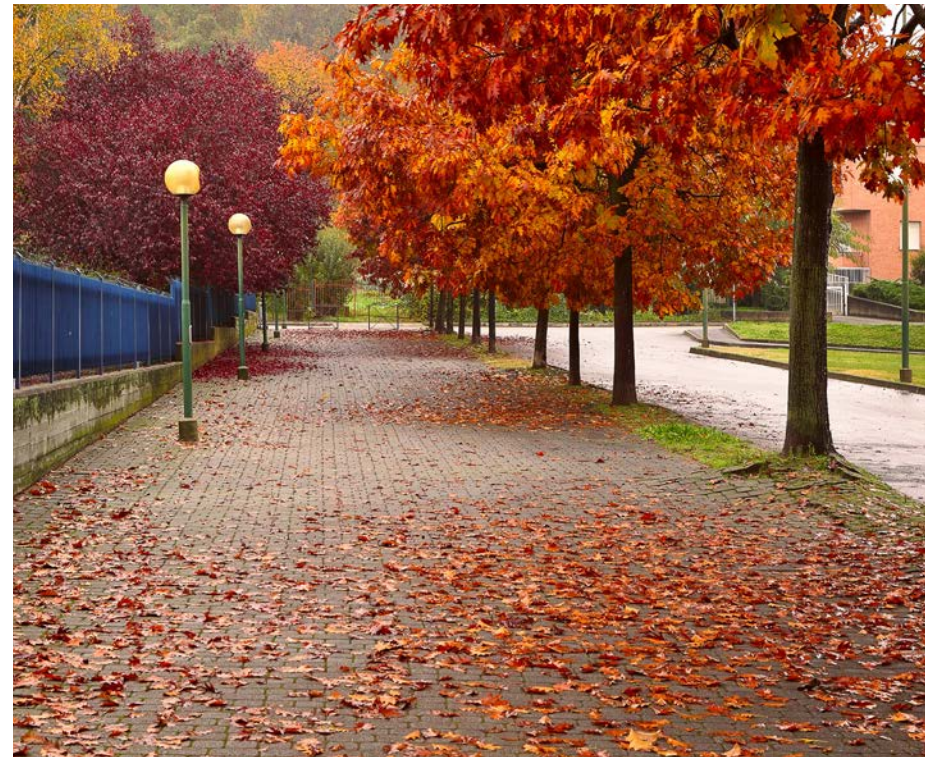


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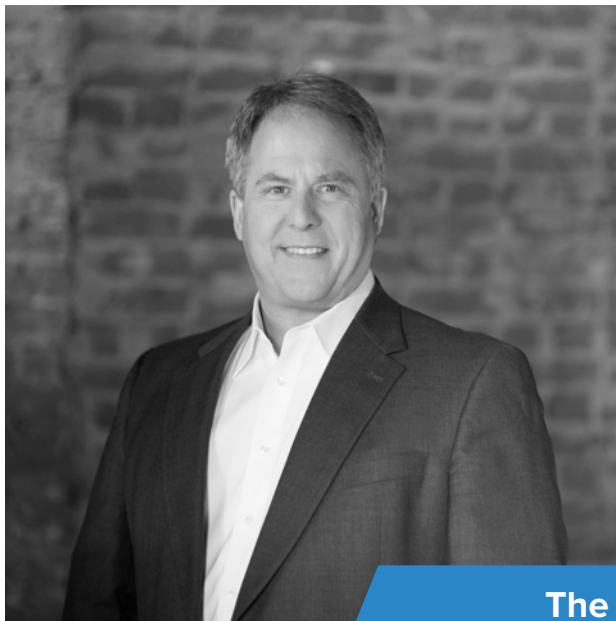
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ABOUT THE RETAIL COACH

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.



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, Nielsen 2015/2016, ESRI 2015/2016, 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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