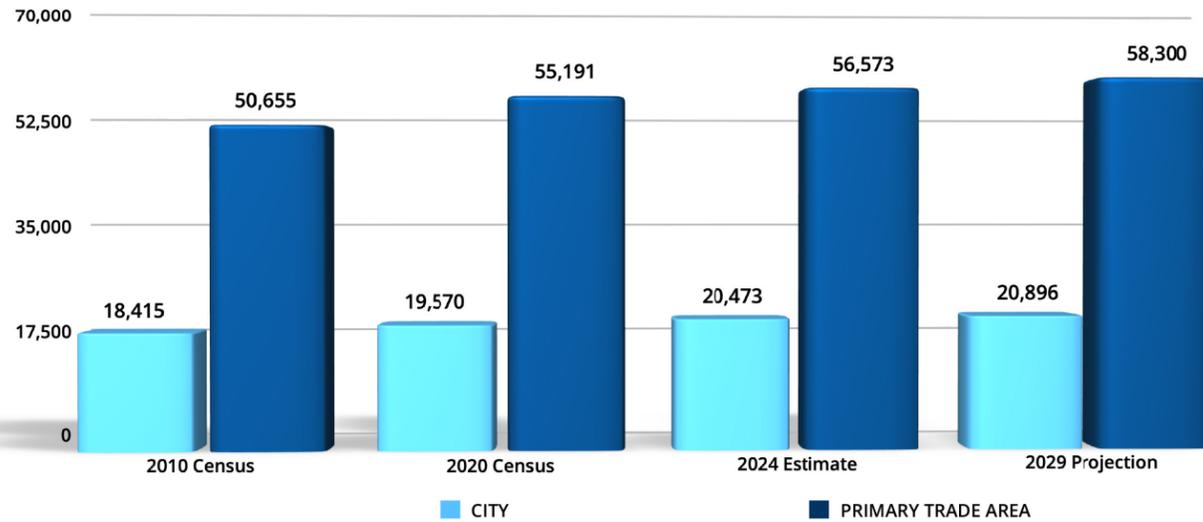
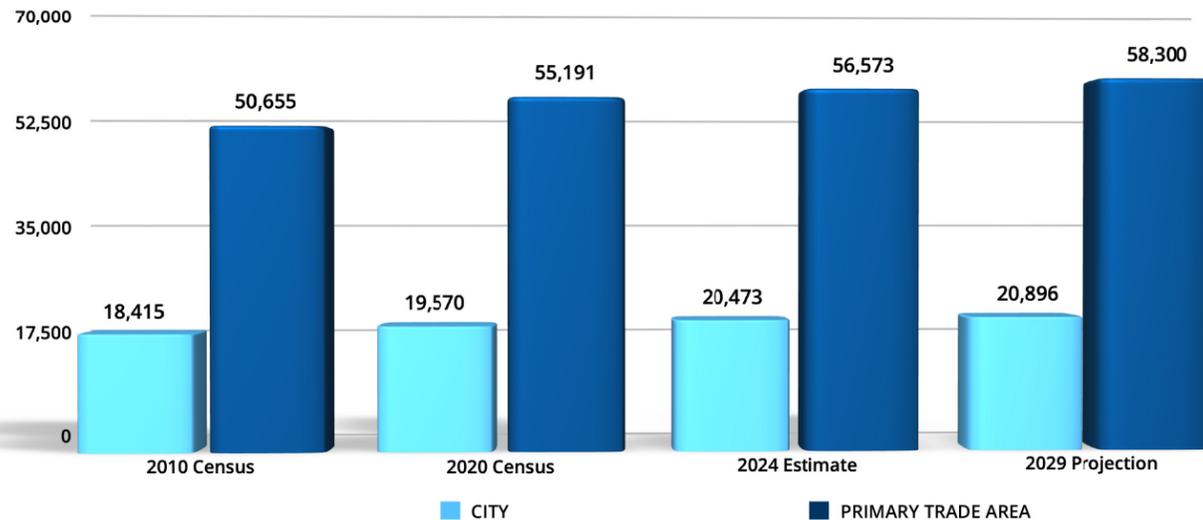


KEY DEMOGRAPHICS

Population (City vs Primary Trade Area)



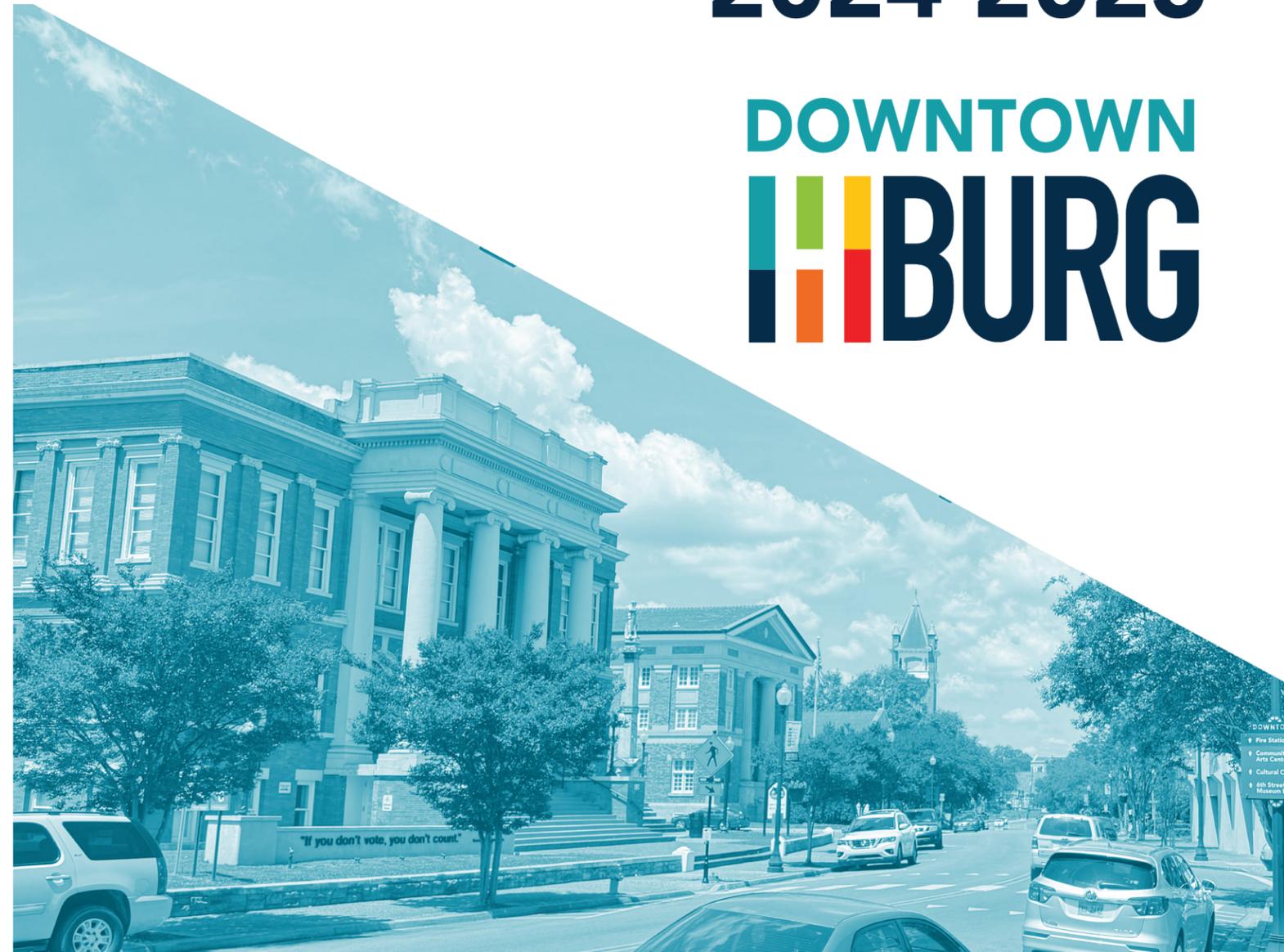
Household (City vs Primary Trade Area)



For more information, contact:
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DOWNTOWN RETAIL & RESTAURANT OPPORTUNITY GUIDE

2024-2025



TARGETED RETAIL SECTORS FOR DOWNTOWN



Full-Service Restaurant

\$13,413,788

2024 Retail Gap

\$32,859,031

2029 Projected Retail Gap

53,867 sq ft

2029 Max. Supportable Square Feet



Drinking Establishments

\$7,408,552

2024 Retail Gap

\$8,879,066

2029 Projected Retail Gap

25,369 sq ft

2029 Max. Supportable Square Feet



Ice Cream & Coffee Shops

\$16,590,447

2024 Retail Gap

\$19,096,575

2029 Projected Retail Gap

44,933 sq ft

2029 Max. Supportable Square Feet



Home Furnishings

\$5,417,426

2024 Retail Gap

\$6,577,021

2029 Projected Retail Gap

18,791 sq ft

2029 Max. Supportable Square Feet



Gift & Souvenir Shops

\$4,450,977

2024 Retail Gap

\$4,886,999

2029 Projected Retail Gap

24,435 sq ft

2029 Max. Supportable Square Feet



Pet Supply Stores

\$2,412,477

2024 Retail Gap

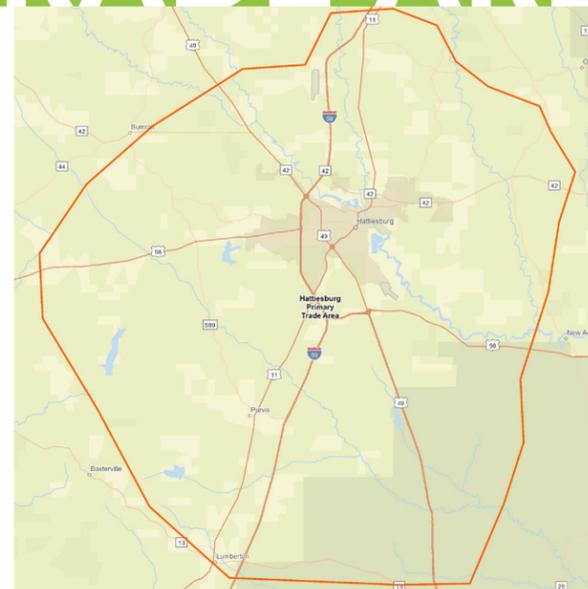
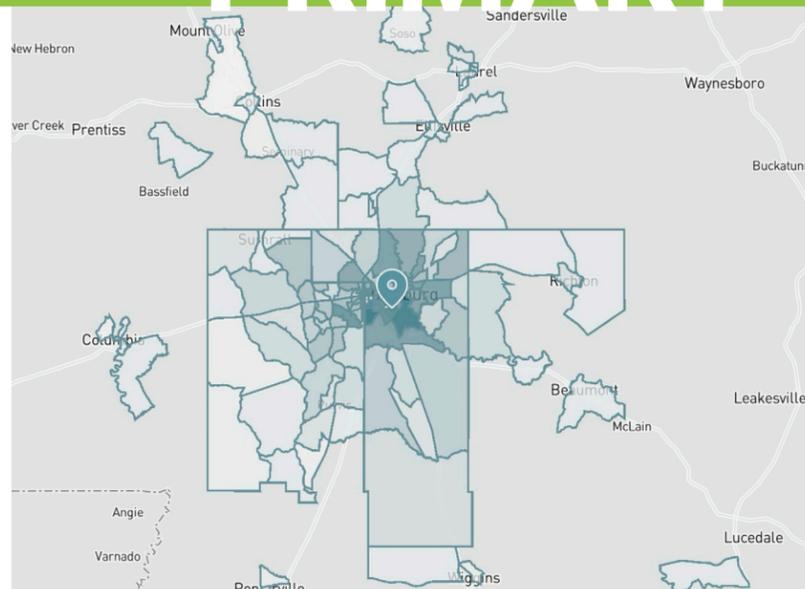
\$3,569,466

2029 Projected Retail Gap

11,514 sq ft

2029 Max. Supportable Square Feet

PRIMARY TRADE AREA & RETAIL DEMAND



	2024 Demand (\$)	2029 Demand (\$)
Total retail trade incl. food and drink (NAICS 44, 45 and 722)	\$2,830,821,897	\$3,155,300,224
Total retail trade (NAICS 44 and 45)	\$2,509,628,685	\$2,790,814,589
Food services and drinking places (NAICS 722)	\$321,193,212	\$364,485,634
2024 Average Household Income	\$86,716	
2024 Est. Median Household Income		\$59,994