



Retail Market Research & Strategic Plan Overview



our purpose

| Retail Strategies

Retail Strategies was formed to help cities take a comprehensive approach to retail recruitment. We go beyond research, recognizing the need for our clients to have a partner involved in the execution of a specific **Retail Recruitment Strategy**.



our team: by the numbers

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30 Team Members

125 Years of Retail Real Estate Experience

4 Average Clients Per Team Member

4 Offices: Birmingham, Fort Worth, New Orleans and New York City (coming late spring 2015)





our research

| Retail Strategies

retail economic impact

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RETAIL'S IMPACT

Retail supports 1 in 4 American jobs

United States

3,793,621 Retail Establishments
42 Million Jobs Supported
\$2.6 Trillion in Total GDP Impact

retail economic impact

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**BUT AN INDUSTRY COMPARISON OF FULL-TIME AND STABLE WORKERS
SHOWS RETAIL PAYS COMPETITIVE WAGES**

◀ AVERAGE WAGE PER YEAR ▶

FULL-TIME
RETAIL WORKERS
25-54 YEARS OLD

\$ **38,376**



FULL-TIME
NON-RETAIL WORKERS
25-54 YEARS OLD

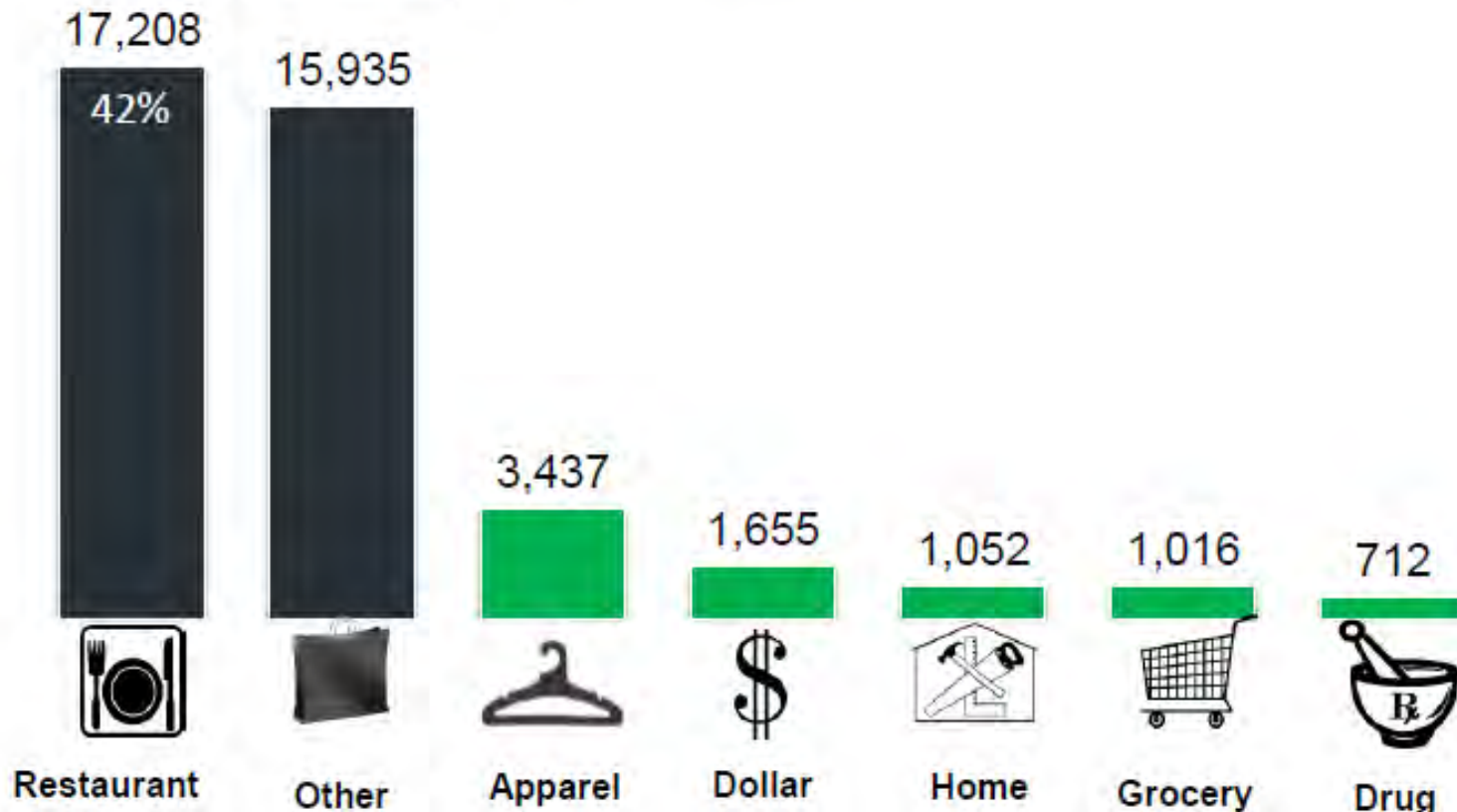
\$ **37,968**

retail expansion plans

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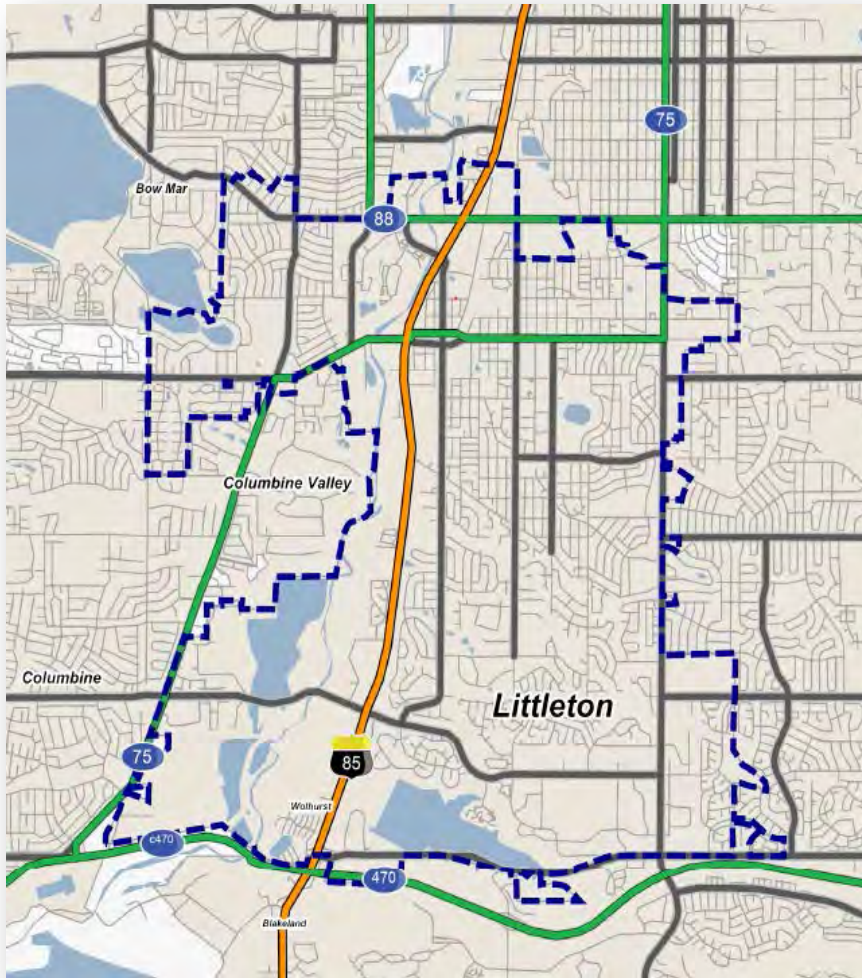
Cassidy
Turley

Planned Unit Growth by Retail Sector
(Next 12 Months)



our research

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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

[Back to Dashboard](#) | [Switch to a different project](#)

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Littleton, CO Retail Strategies

Overview Messages To-Dos Calendar Writeboards Time Files

People Search

Project overview & activity

[New message](#) [New to-do list](#) [New event](#) [New file](#)

TODAY

[Littleton_CO Research 360- Behavioral & Attitudes.docx](#)

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WEDNESDAY, 19 NOVEMBER 2014

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Tapestry ...le.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Sports an...al.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Site Map.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Retail Ma...le.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Retail Go...es.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Restoran...al.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Recreatio...es.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Pets and ...al.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Medical E...es.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - House and...es.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Health an...al.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Graphic P...le.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Financial...es.pdf](#)

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[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Disposabl...le.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Demograph...le.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Business ...ry.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Automotiv...es.pdf](#)

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - Age 50+ P...le.pdf](#)

[Littleton CO Major Retail Nov14.pdf](#)

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MONDAY, 3 NOVEMBER 2014

[City of Littleton, CO Peers.xlsx](#)

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FRIDAY, 31 OCTOBER 2014

[City of Littleton, CO \(5, 10, 15 Minute Drive Time\) - \(Claritas GAP\).xls](#)

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[City of Littleton, CO \(5, 10, 15 Mile Radius\) - \(Claritas GAP\).xls](#)

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Stay up to date on this project

[Turn on email updates](#) to receive a daily digest notifying you of any to-do items or milestones that were added or completed in the last day.

[Project RSS feed](#) (What's RSS?)

People on this project

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Jackie Bell

You are currently signed in

Ford Flitts

Latest activity about 1 hour ago

Amanda Beshears

Latest activity 11 days ago

Charles Branch

Latest activity 11 days ago

Adam English

Hasn't signed in recently

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Hasn't signed in recently

Rodney Barstein

Hasn't signed in recently

Clay Craft

Hasn't signed in recently

Amanda Chamblee

Hasn't signed in recently

Joe Strauss

Hasn't signed in recently

Chip Rodgers

Hasn't signed in recently

Joseph Fackel

Hasn't signed in recently

Lacy Beasley

Hasn't signed in recently

Laura Hudson

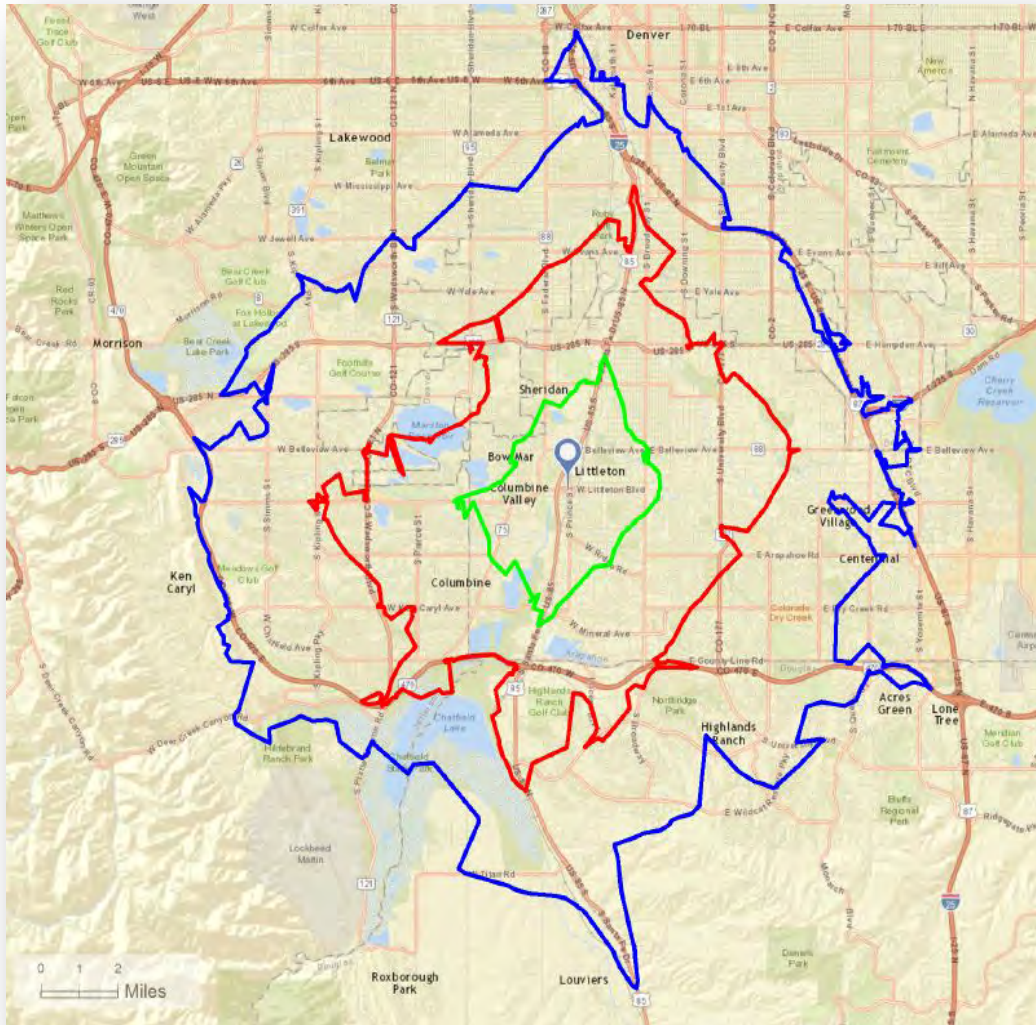
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market analysis

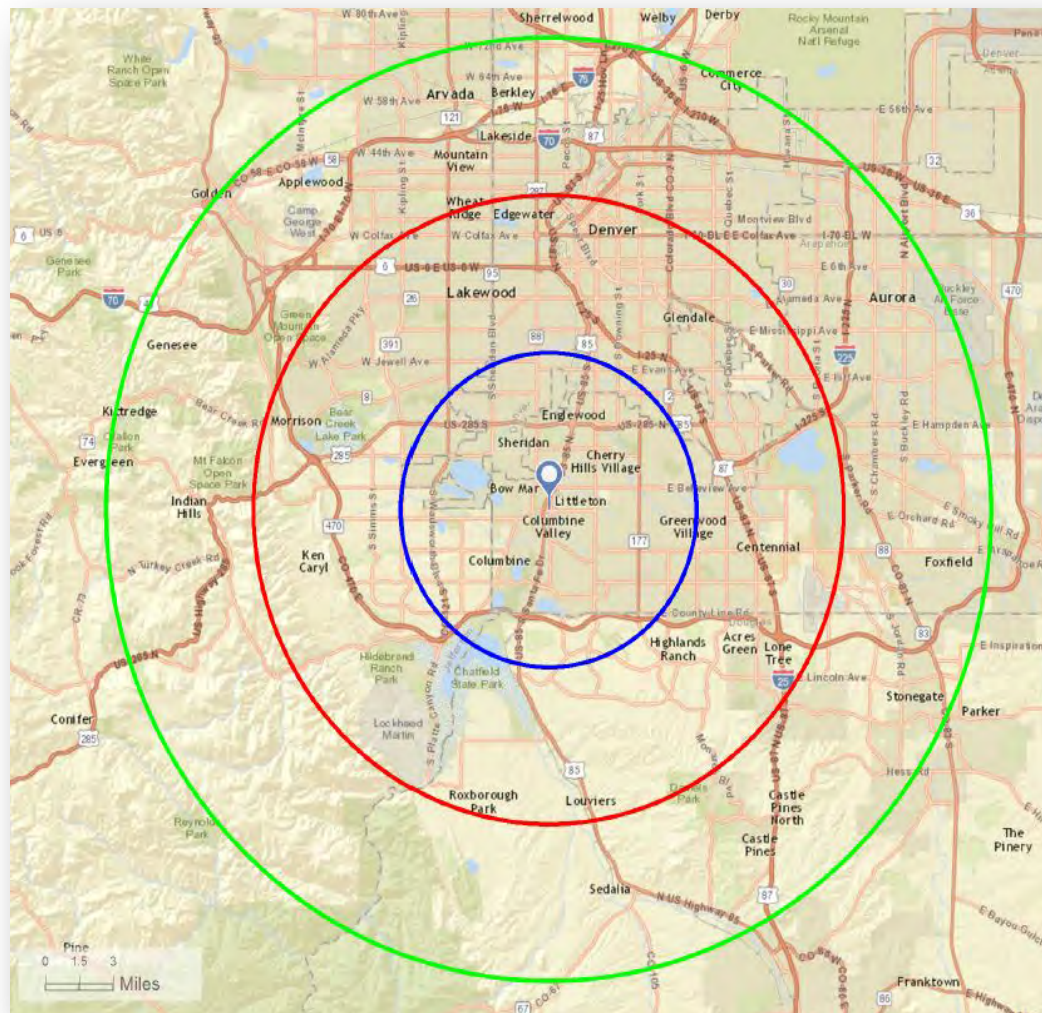
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Category	5 Minute	10 Minute	15 Minute
Population 2014	33,097	156,068	476,480
Population 2019	35,571	165,037	503,006
Median Household Income 2014	\$47,451	\$58,603	\$67,176
Median Household Income 2019	\$55,014	\$68,648	\$78,237
Median Disposable Income 2014	\$39,111	\$49,022	\$54,273

market analysis

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Category	5 Mile Radius	10 Mile Radius	15 Mile Radius
Population 2014	269,931	1,029,709	1,767,389
Population 2019	284,917	1,094,529	1,886,495
Median Household Income 2014	\$62,342	\$59,532	\$57,492
Median Household Income 2019	\$73,583	\$70,881	\$68,028
Median Disposable Income 2014	\$51,606	\$49,716	\$47,770



demographic highlights

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tapestry segmentation

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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 profile 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

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LifeMode Group: Affluent Estates

Exurbanites

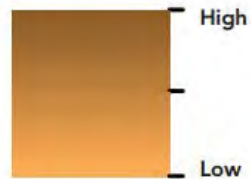


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the Exurbanites Tapestry Segment by households.



14.3% of
Households
within a 5
Minute Drive
Time of
Littleton, CO.

WHO ARE WE?

Ten years later, *Exurbanites* residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.



demographic highlights

| Retail Strategies



LifeMode Group: GenXurban

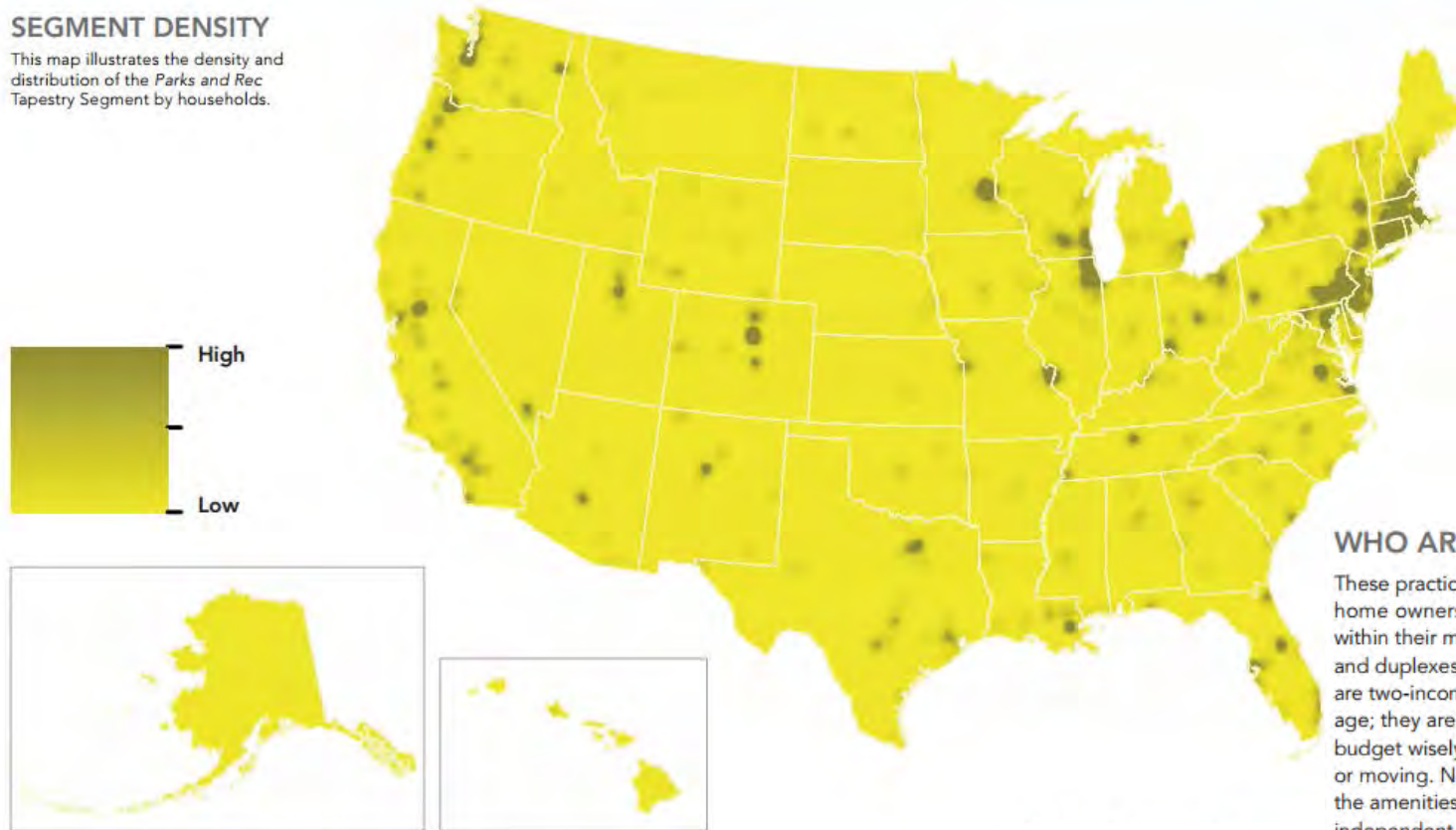
Parks and Rec



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the Parks and Rec Tapestry Segment by households.



High

Low

16.4% of Households within a 5 Minute Drive Time of Littleton, CO.

WHO ARE WE?

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

demographic highlights

| Retail Strategies



LifeMode Group: Affluent Estates

Savvy Suburbanites



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the Savvy Suburbanites Tapestry Segment by households.



High

Low

8.9% of
Households
within a 5
Mile Radius
Time of
Littleton, CO.

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.



peer & gap analysis

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peer analysis

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City	State	Population (2010)	Population (2014)	Population (2019)	Households (2014)	Average Household Income (2014)	Total Retail Expenditures (2014)
Cedar Hill	TX	44,915	47,988	51,669	16,337	\$81,673	\$422,344,287
Ankeny	IA	45,608	47,472	50,205	18,505	\$85,808	\$496,362,576
Wylie	TX	41,437	44,865	50,315	14,406	\$84,390	\$381,110,442
Bountiful	UT	42,552	44,857	48,773	15,322	\$89,517	\$419,894,201
Littleton	CO	41,737	43,972	46,727	18,935	\$83,186	\$489,219,051
Burleson	TX	37,276	39,309	42,583	13,813	\$81,622	\$356,274,979

The Peer Analysis focuses on identifying cities across the Midwestern United States that are similar to the City of Littleton from an economic and demographic perspective.

gap analysis

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Retail GAP Summary - Littleton CO

City Boundary

Retail Stores	Opportunity GAP
General Merchandise Stores	\$37,084,431
Pharmacies and Drug Stores	\$24,644,299
Department Stores	\$21,658,241
Hardware, Outdoor Power Equipment, Nursery & Garden Centers	\$15,294,655
Appliances, TVs, Electronics Stores	\$10,799,562
Full-Service Restaurants	\$5,315,981
Gift, Novelty and Souvenir Stores	\$3,004,576
Office Supplies and Stationery Stores	\$2,836,589
Furniture and Home Furnishings	\$2,594,692
Optical Goods Stores	\$1,318,110
Cosmetics, Beauty Supplies, Perfume Stores	\$1,147,600
Total	\$125,698,736

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.

retail sales tax collections

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 **TARGET** \$45 to \$80 Million

 Walmart

 Sam's Club

➡ Local - \$1.3 to \$3.2 million

Marshalls
ROSS
Academy
SPORTS+OUTDOORS

 DICK'S
SPORTING GOODS

BED BATH & BEYOND
Beyond any store of its kind.

\$6-10 Million

➡ Local - \$180 to \$300,000

 BONEFISH
GRILL

 BJ's
RESTAURANT
BREWHOUSE

\$3-\$6 Million

Michaels
Where Creativity Happens™

OLLIE'S
Bargain
OUTLET

**five
BELOW**

**JOS. A.
BANK**
FORMAL WEAR

 THE Vitamin
Shophe
SINCE 1977

 Talbots

 ULTA
BEAUTY

chico's

 TEXAS
ROADHOUSE

 charming
CHARLIE
charmingcharlie.com

➡ Local - \$90 to \$180,000

 PEI WEI
ASIAN DINER

 TAZIKI'S
MEDITERRANEAN CAFE

HARBOR FREIGHT TOOLS
Quality Tools at Ridiculously Low Prices

 hgregg
appliances & electronics

 at&t

 SNAP
FITNESS • 24-7
fast • convenient • affordable

 PANDA EXPRESS
GOURMET CHINESE FOOD

FIVE GUYS

 Sunglass Hut

**SHOE
CARNIVAL**

T-Mobile

 Chick-fil-A

 Moe's Original
BAR B QUE

➡ Local - \$30 to \$90,000



site selection process

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Traffic Counts Provided by Colorado DOT

focus properties

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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

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Lat: 39.5951 Lon: -105.0179 Zoom: 3.98 m



Traffic Counts Provided by Colorado DOT

LITTLETON, COLORADO



Retail

STRATEGIES



retail prospects

Littleton
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marketing objectives

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- Leverage Retail Strategies' national network of retail, restaurant, developer and investor relationships on behalf of Littleton
- Focus on marketing the primary retail redevelopment, new development and infill opportunities and zones
- Communicate with local real estate professionals and support their efforts where needed through research and contacts
- Continue aggressive outreach/marketing campaign to targeted retailers and restaurant prospects through direct contact, tenant representatives, preferred developer relationships as well as industry conferences/trade shows (ICSC)
- Connect landowners with out of market developers as appropriate
- Connect leasing/brokerage professionals with potential tenants based on location and real estate requirements
- Assist any current retail development and redevelopment projects with custom research reports
- Present opportunities to retailers during Portfolio Reviews (already taking place)
- Work with Arapahoe Community College regarding student population and incorporate into research and marketing materials

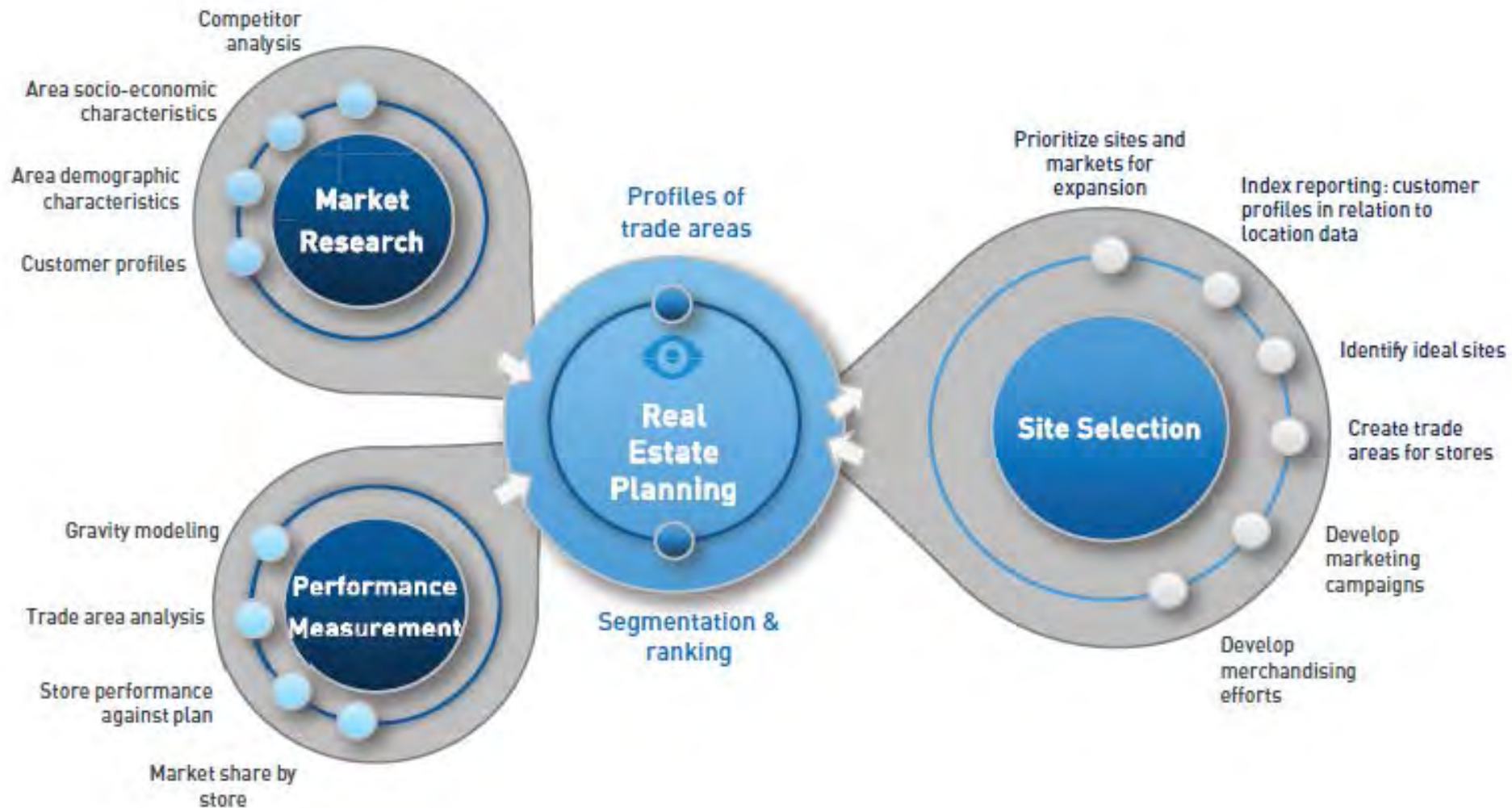
recruitment objectives

| Retail Strategies

- Analyze the Return on Investment of potential developments including complimentary retail opportunities at or near the development site
- Leverage the traffic generated by new developments to position additional retail development and/or redevelopment opportunities in Littleton
- Pro-actively reach out to current shopping center owners to determine their interest in updating and targeting new retail or their interest in re-positioning the current tenant mix
- Aggressively market the City of Littleton and specific sites to “new to market” restaurant concepts
- Identify through Retail Strategies resources – retailers planning to expand into the Colorado market over the next several years
- Target Denver metro area chef driven restaurants and boutique retailers to open 2nd/3rd locations
- Position the Littleton trade area as an alternative location to the contiguous commercial trade area(s), specifically Lone Tree, Highlands Ranch, Centennial and Englewood
- Incorporate the Platte River recreational area into custom research and market appropriate sites to targeted retailers

site selection process

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recruitment objectives

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SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association



 Western Welcome Week

marketing & recruitment

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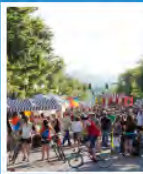
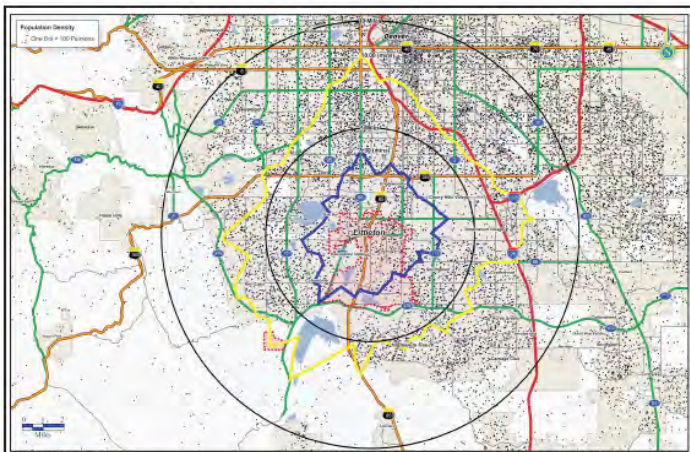
marketing guide

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LITTLETON, COLORADO Marketing Guide



Littleton, Colorado - Arapahoe County



Littleton
BETTERING OUR LITTLE

Denise Stephens
Economic Development Director

City of Littleton
2255 W. Berry Ave.
Littleton, CO 80120
(303) 795-3760

www.growinggreen.com

DEMOGRAPHIC PROFILE	5 Mile Radius	10 Mile Radius	5 Minute Drive Time	10 Minute Drive Time
2014 Estimated Population	269,931	1,029,709	33,097	156,068
Total Number of Employees	136,127	705,156	19,274	95,130
Median HH Income	\$62,342	\$59,532	\$47,451	\$58,603



Market Highlights

Quick Facts

- Residents of Littleton, Colorado fall into the Savvy Suburbanites Tapestry Segment (8.9%). Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events. There is extensive use of housekeeping and personal care services. Foodies: They like to cook and prefer natural or organic products.

(Source: ESRI Tapestry Segmentation: 5 Mile Radius)

- The current Median Household Income for Littleton, Colorado is \$62,342. The five-year projection for Median Household Income in Timnath is \$73,583. This represents an increase of 18%.

Major Area Employers

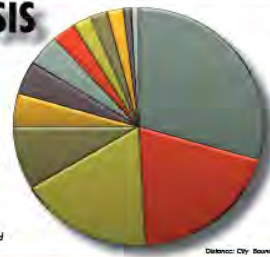
Company Name	Total Employees
CenturyLink	1,663
Dish Network	1,543
Littleton Adventist Hospital	967
Littleton Public Schools	830
Arapahoe Community College	632
Arapahoe County	522
Republic National Distributing	425
City of Littleton	463
Center Point	320
Globus	309

Focus Properties

Property Type	Location	Property Type	Location
• Building	5390 S Santa Fe Dr	• Land	6905 S Broadway
• Shopping Center	2600 W Bellview Ave	• Land	7400 S Broadway
• Land	5151 S Federal Blvd	• Shopping Center	171 W Mineral Ave
• Centennial Shopping Center	5050 S Federal Blvd	• Shopping Center	7961 S Broadway
• Shopping Center	5501 S Broadway	• Shopping Center	8081 S Broadway
• Shopping Center	50 W Littleton Blvd	• Shopping Center	161 W County Line Rd

GAP ANALYSIS

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 leakage, 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.



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