Kenmore

GREAT STREETS
AKRON

RETAIL MARKET REPORT
2019 Edition

RETAIL MARKET REPORT OVERVIEW

Introduction

This report summarizes key findings and data from Retail Market Analysis conducted for the Akron Great Streets Program for the Kenmore business district. The goal of the report is to present retail market data to better understand retail market conditions for local businesses in Kenmore and explore opportunities to grow the district.

The report is divided into two sections. The first section presents key stats on demographics, consumer spending and retail sales for the business district's trade area. The second section of the report dives deeper into the data to better understand retail conditions for specific types of businesses within the district. This section of the report also identifies business sectors to build on and business sectors to recruit and highlights key findings and recommendations to support a vibrant neighborhood economy.

Data and Methodology

Retail Market Analysis examines demographic, consumer spending and retail sales data for Great Street business districts. Data was generated from "ESRI's U.S. Retail MarketPlace" reports. Retail MarketPlace data "provides a direct comparison between retail sales and consumer spending by industry and measures the gap between supply and demand" within specific "trade areas."

Defining Trade Areas. A "trade area" is generally defined as a geographic area in which consumers travel to buy retail goods and services. This analysis defines and analyzes consumer spending and retail sales in three trade areas for the Aster Avenue / Firestone Park business district.

Trade areas are defined as follows:
- 10 minute walk
- 5 minute drive
- 10 minute drive

Assessing Market Conditions and Opportunities. Consumer spending and retail sales data indicate the supply and demand for different types of retail goods and services within different trade areas. These supply-demand factors show areas of strength and areas of opportunity to build commerce in the business district.

- **Consumer spending** reveals market demand for specific goods or services. This is a measure annual household spending on goods and services within the trade area.

- **Retail sales** reveals market supply of goods and services. This is a measure of annual business revenues generated from selling goods and services within the trade area.

- **Retail surplus** occurs when business sectors generate more sales than residents spend on goods and services within the trade area. When retail sales (supply) exceed spending (demand), it demonstrates that local businesses meet the needs of the local community and attract consumer spending from outside the area. These strengths are what set business districts apart and help create destinations.

- **Retail leakage** occurs when there is unmet demand. When consumer spending (demand) exceeds sales (supply), it suggests that residents are traveling outside the trade area for these goods and services. This creates opportunities to recruit businesses that can capture local spending.

Defining Data by Industry. Consumer spending and retail sales are defined for industries using "NAICS" codes, or the North American Industry Classification System. ESRI data includes 27 industry groups in the "Retail Trade" sector, NAICS 44-45, and three industry groups in the "Food Services and Drinking Place," subsector NAICS 722.

Data Confidentiality. Data is suppressed for any retail sector where there are less than three businesses within the trade area. Suppressed data is shown as (***) within the report.

KEY STATS

Demographics

Consumer Spending

Retail Sales

10 MINUTE WALK

2018 Population	3,900
2018 Households	1,490
2018 Median Disposable Income	$32,000
2018 Per Capita Income	$17,000
Consumer Spending (Demand)	$33.3M
Retail Sales (Supply)	$24.6M
Leakage/Surplus	-$8.7M

5 MINUTE DRIVE

2018 Population	17,600
2018 Households	7,100
2018 Median Disposable Income	$30,000
2018 Per Capita Income	$18,000
Consumer Spending	$153.4M
Retail Sales	$142.9M
Leakage/Surplus	-$10.5M

10 MINUTE DRIVE

2018 Population	114,900
2018 Households	46,900
2018 Median Disposable Income	$30,000
2018 Per Capita Income	$20,000
Consumer Spending	$1067.9M
Retail Sales	$1457.3M
Leakage/Surplus	$389.5M

KENMORE TRADE AREAS

10 MINUTE WALK

5 MINUTE DRIVE

10 MINUTE DRIVE
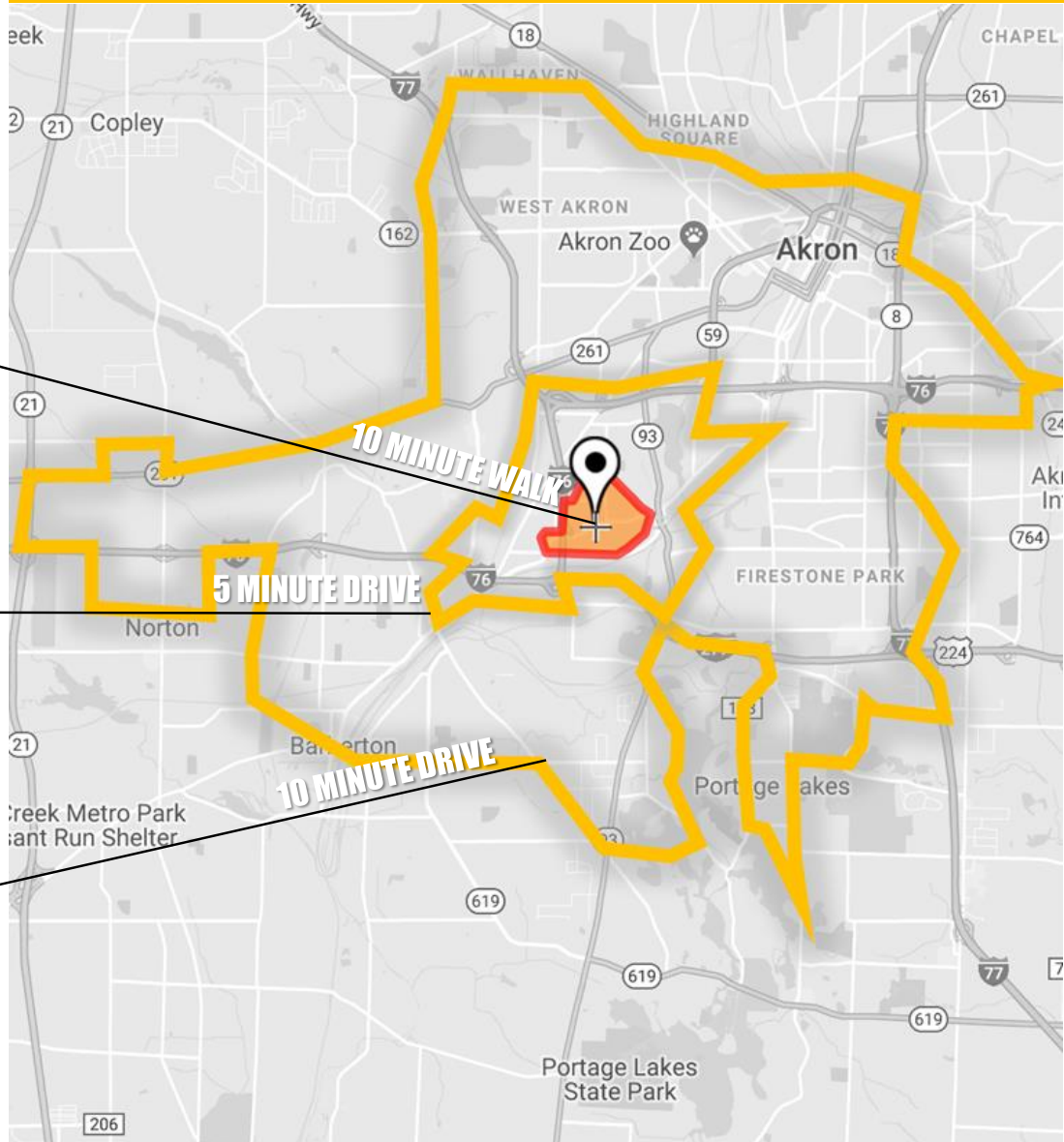
RETAIL MARKET ANALYSIS

Key Findings & Recommendations

Kenmore Boulevard is a pedestrian and bike-friendly main street in southwest Akron. It is home to a burgeoning cluster of music, cultural and entertainment businesses. Additional streetscape and façade improvements are planned, including improved wayfinding and building signage, outdoor seating and street trees. The district is currently pursuing a federal historic designation.

An electic mix of specialty retail provides the building blocks for a truly unique retail destination. Businesses such as The Dragon's Mantle, E&S Hobbies and Trains, Kemore Komics and Lay's Guitar Shop are just a few of the many one-of-a-kind indie businesses that attract patrons from around the region. Over $10M in unmet demand for clothing and thrift offer great opportunities to further build on this speciality retail cluster.

Restaurants represent the biggest, most immediate need for the district and offer transformative potential. Recruiting full-service bar-restaurants will compliment Kenmore's diverse cultural offerings to create a retail district that bustles morning through night. Nearly $4M of unmet demand for restaurants exists within a five minute drive of the district. Drinking places such as Old 97 and Eastern Sports Bar already show proven demand. It is conceivable that the right mix of restaurants could attract customers from around the region and generate a surplus of sales.

Arts and cultural programming to brand and market the district. The reopening of the The Rialto Theatre coupled with several music and dance studios host renowned local and regional talent that is ready for the spotlight. Comprehensive community cultural programming, marketing and event planning should showcase the district's talent and artistic spaces to build Kenmore's brand as Akron's hippest new arts and cultural business district.

BUILD ON THESE BUSINESSES

Data suggest that these business sectors generate more sales than residents spend on goods and services within the trade area. When retail sales (supply) exceed spending (demand), it demonstrates that local businesses are creating a destination that both serves the local community and attracts customers from outside the area.

Sector	10 Min Walk	5 Min Drive	10 Min Drive
Book, Periodical & Music Stores			
Consumer Spending	$0.12M	$0.55M	$3.85M
Retail Sales	$1.06M	$1.06M	$10.88M
Leakage/Surplus	$0.94M	$0.51M	$7.03M
Drinking Places			
Consumer Spending	$0.11M	$0.52M	$3.67M
Retail Sales	$0.81M	$1.06M	$7.67M
Leakage/Surplus	$0.70M	$0.54M	$4.00M

RECRUIT THESE BUSINESSES

Data suggest that there is unmet demand for these types of businesses. When consumer spending (demand) exceeds sales (supply), it suggests that local residents are traveling outside the trade area for these goods and services. This creates opportunities to recruit and grow businesses that can capture local spending.

Sector	10 Min Walk	5 Min Drive	10 Min Drive
Restaurants			
Consumer Spending	$2.92M	$13.34M	$93.82M
Retail Sales	$0.69M	$9.35M	$161.48M
Leakage/Surplus	-$2.22M	-$3.99M	$67.67M
Bldg Materials, Garden Equip. & Supply Stores			
Consumer Spending	$1.93M	$9.23M	$64.42M
Retail Sales	***	$8.25M	$48.21M
Leakage/Surplus	***	-$0.98M	-$16.21M
Clothing & Accessories			
Consumer Spending (Demand)	$1.37M	$6.21M	$43.75M
Retail Sales (Supply)	***	***	$33.42M
Leakage/Surplus	***	***	-$10.33M