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 Temple Square business district. The goal of the report is to present retail market data to better understand retail market conditions for local businesses in Temple Square 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.

Temple Square

KEY STATS

Demographics

Consumer Spending

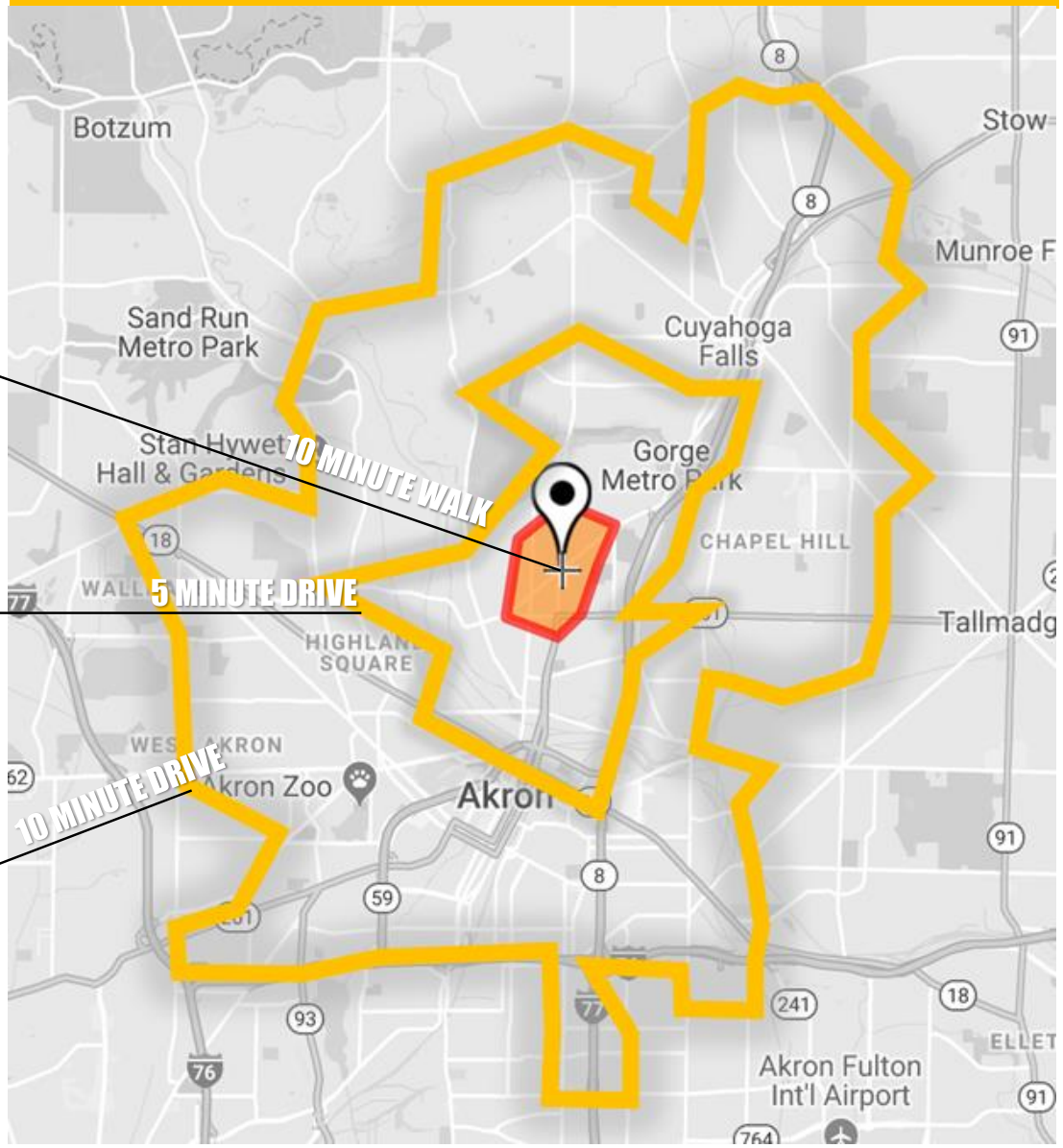
Retail Sales

10 MINUTE WALK	
2018 Population	3,900
2018 Households	1,480
2018 Median Disposable Income	$27,000
2018 Per Capita Income	$16,000
Consumer Spending (Demand)	$29.0M
Retail Sales (Supply)	$46.9M
Leakage/Surplus	$17.9M

5 MINUTE DRIVE	
2018 Population	22,500
2018 Households	9,100
2018 Median Disposable Income	$35,000
2018 Per Capita Income	$22,000
Consumer Spending	$227.5M
Retail Sales	$220.7M
Leakage/Surplus	-$6.8M

10 MINUTE DRIVE	
2018 Population	120,300
2018 Households	51,300
2018 Median Disposable Income	$33,000
2018 Per Capita Income	$23,000
Consumer Spending	$1264.1M
Retail Sales	$2019.6M
Leakage/Surplus	$755.4M

TEMPLE SQUARE TRADE AREAS



RETAIL MARKET ANALYSIS

Key Findings & Recommendations

Temple Square, also known as North Hill, has a proud heritage that continues to evolve to meet the needs of all Akronites. This is a thriving and changing neighborhood proudly looking to the future. The intersection of North Main Street and Cuyahoga Falls Avenue presents a great opportunity for a thriving town center.

Unique restaurants show diversity of this neighborhood. Nepali Kitchen offers Himalayan specialties, while nearby Lyeh serves up Thai and Burmese. Mr Trompo and Ranchero's provides some of the city's best Mexican fare while Emidio & Sons offer classic Italian. These businesses draw diners from the neighborhood and beyond generating a retail surplus of nearly $5M in sales within a ten minute walk and $14M surplus within a five minute drive. With these unique restaurant offerings, this Great Street has the right ingredients to build a dining destination.

Grocers serve diverse ethnic populations and attract curious foodies. Namaste Market, Thanaone Asia Grocery, Bista Brother, US Asian Market and El Bodegon cater to specific and diverse populations which serve as a major asset for the neighborhood. These retailers are important cultural shopping destinations that should be celebrated. Rarely can customers find all these foods in one neighborhood. Assistance with marketing can help increase regional awareness and boost sales.

Consider developing a market in the vacant lot at North Main and Cuyahoga Falls Ave. A market can offer affordable space that draws vendors from the global talent pool in the neighborhood. Showcase prepared ethnic foods, flowers, gifts, clothing, small treasures from abroad to create a truly special international marketplace. This can be a safe space where cultures can come together and create community. This could provide the platform that incubates Temple Squares next great retail tenants.

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
Grocery Stores and Specialty Food Stores			
Consumer Spending	$4.47M	$34.75M	$193.45M
Retail Sales	$8.10M	$31.82M	$349.66M
Leakage/Surplus	$3.64M	-$2.93M	$156.21M
Restaurant & Drinking Places			
Consumer Spending	$2.71M	$21.41M	$121.26M
Retail Sales	$7.42M	$35.42M	$252.09M
Leakage/Surplus	$4.71M	$14.01M	$130.83M

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
Florists, Office, Stationery, Gifts Stores			
Consumer Spending	$0.28M	$2.21M	$12.37M
Retail Sales	***	***	$16.79M
Leakage/Surplus	***	***	$4.42M
Bldg Materials, Garden Equip. & Supply Stores			
Consumer Spending		$13.95M	$75.76M
Retail Sales	***	$7.23M	$65.40M
Leakage/Surplus	***	-$6.72M	-$10.35M
Clothing & Accessories			
Consumer Spending (Demand)		$9.37M	$53.28M
Retail Sales (Supply)	***	$4.48M	$81.43M
Leakage/Surplus	***	-$4.89M	$28.15M