

Retail Market Study

City of Alamosa Comprehensive Plan and Downtown
Needs Assessment, February 2016

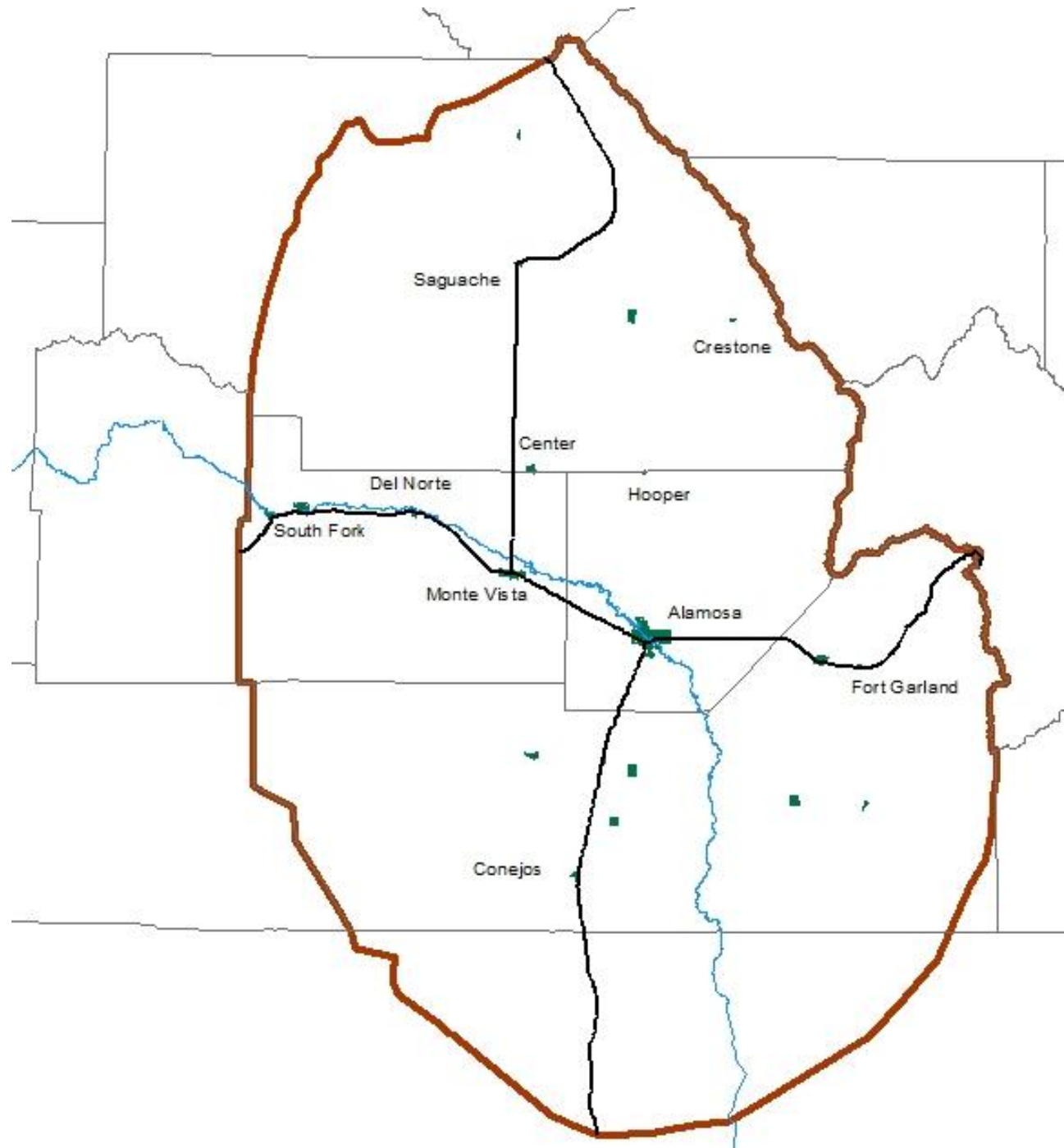
For: City of Alamosa

By: RPI Consulting LLC



City Defined Trade Area

Source:
City of Alamosa

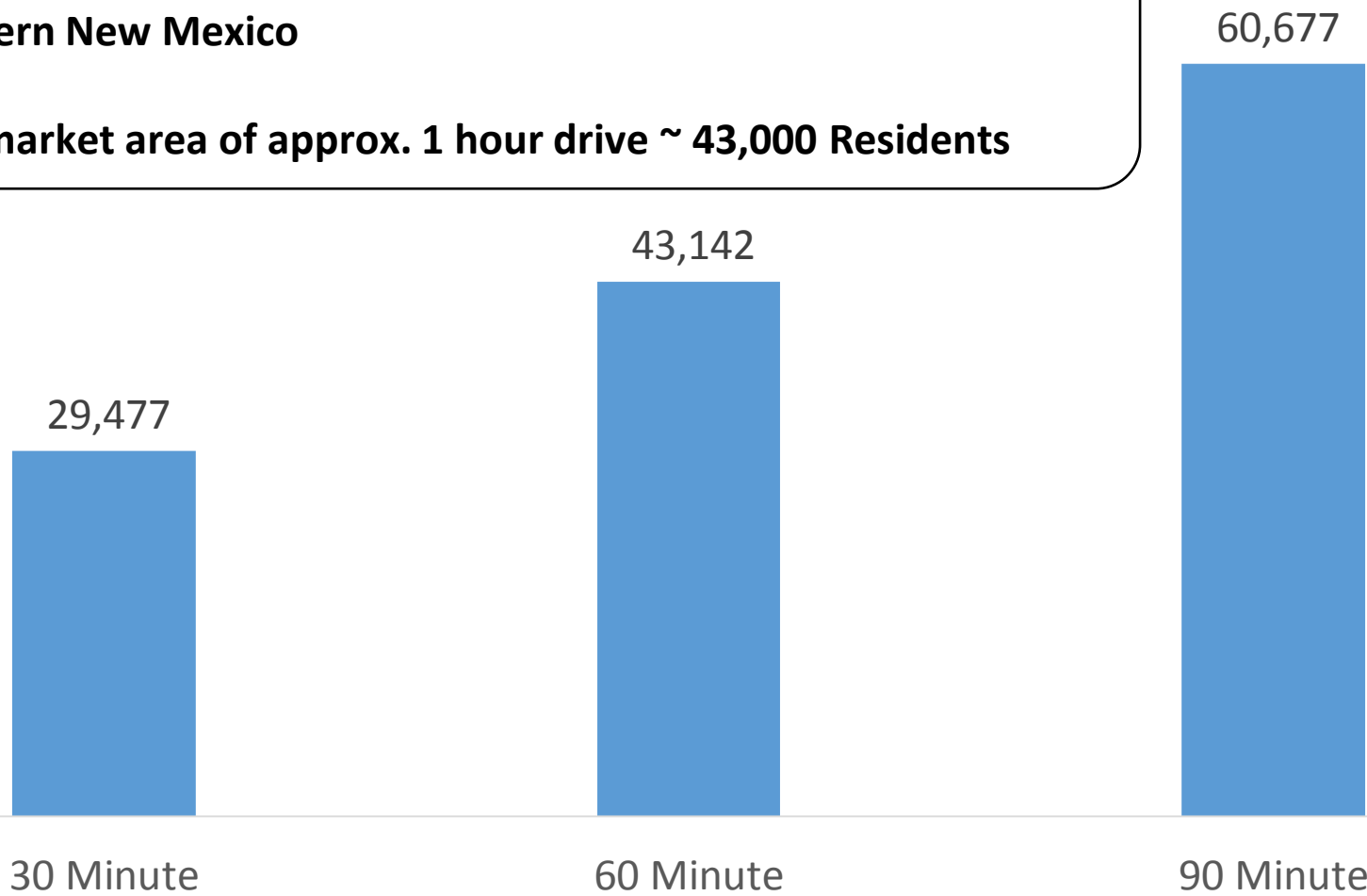


Market Populations

Source 2015 ESRI Estimate

**Approx two hour drive to Pueblo, Salida/Buena Vista, Pagosa,
Northern New Mexico**

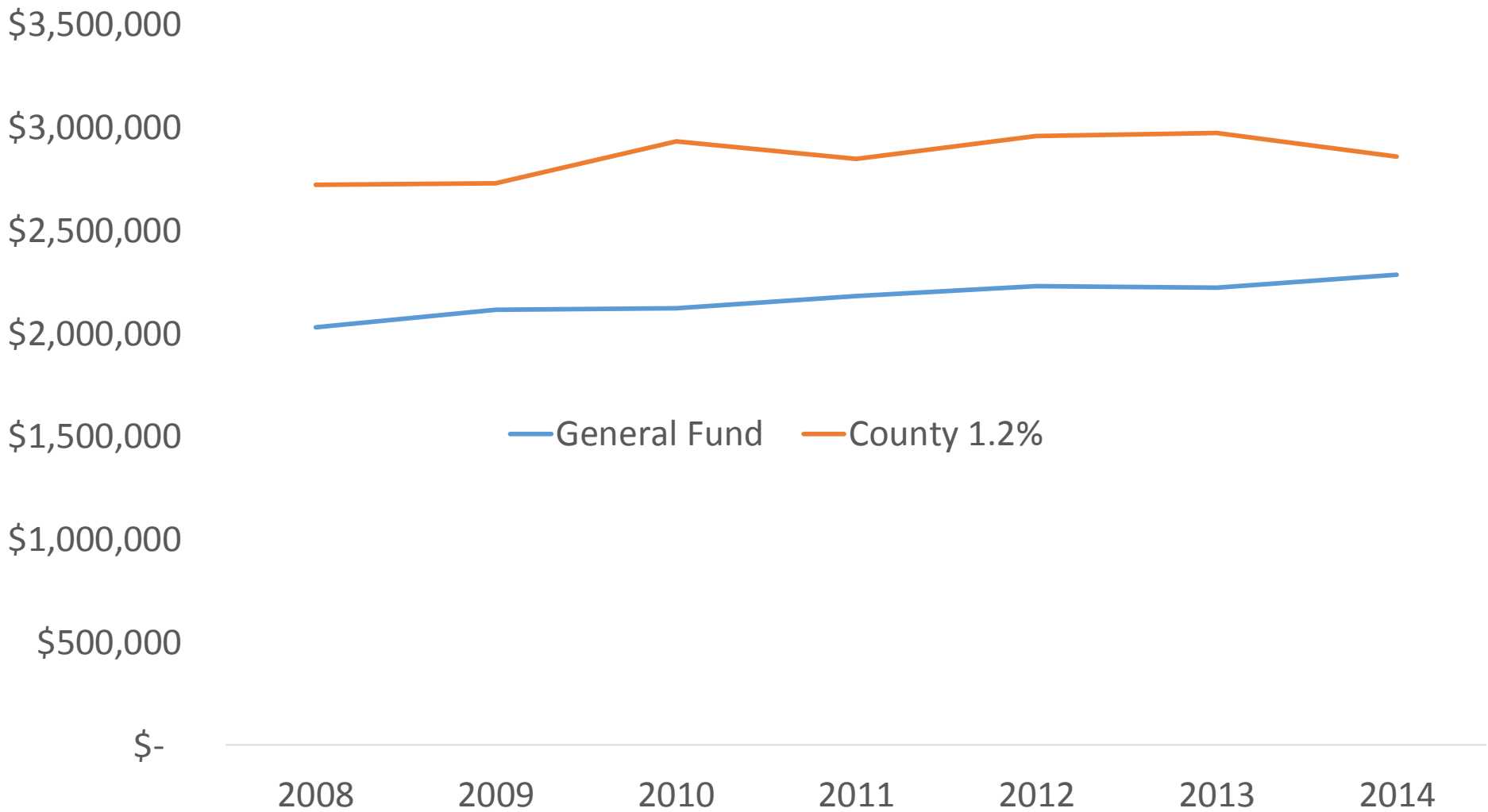
Core market area of approx. 1 hour drive ~ 43,000 Residents



Sales Tax Collections

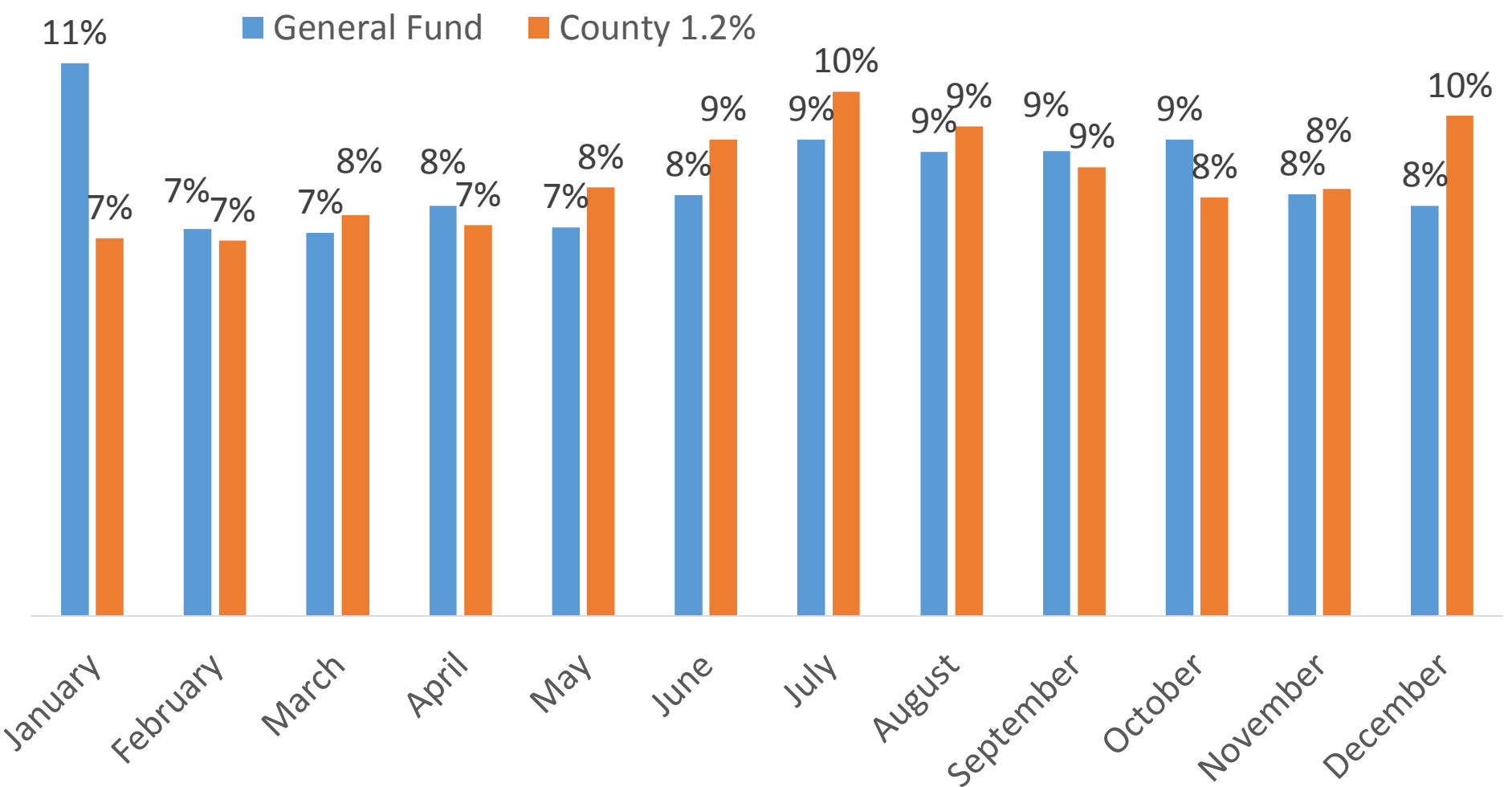
2008-2014 Sales Tax Collections

Source: Alamosa Finance Department



2008-2014 Average Collections By Month

Source: Alamosa Finance Department



Retail Leakage

Leakage Explained

Source: 2014 ESRI BAO

Retail Demand- potential sales from area residents

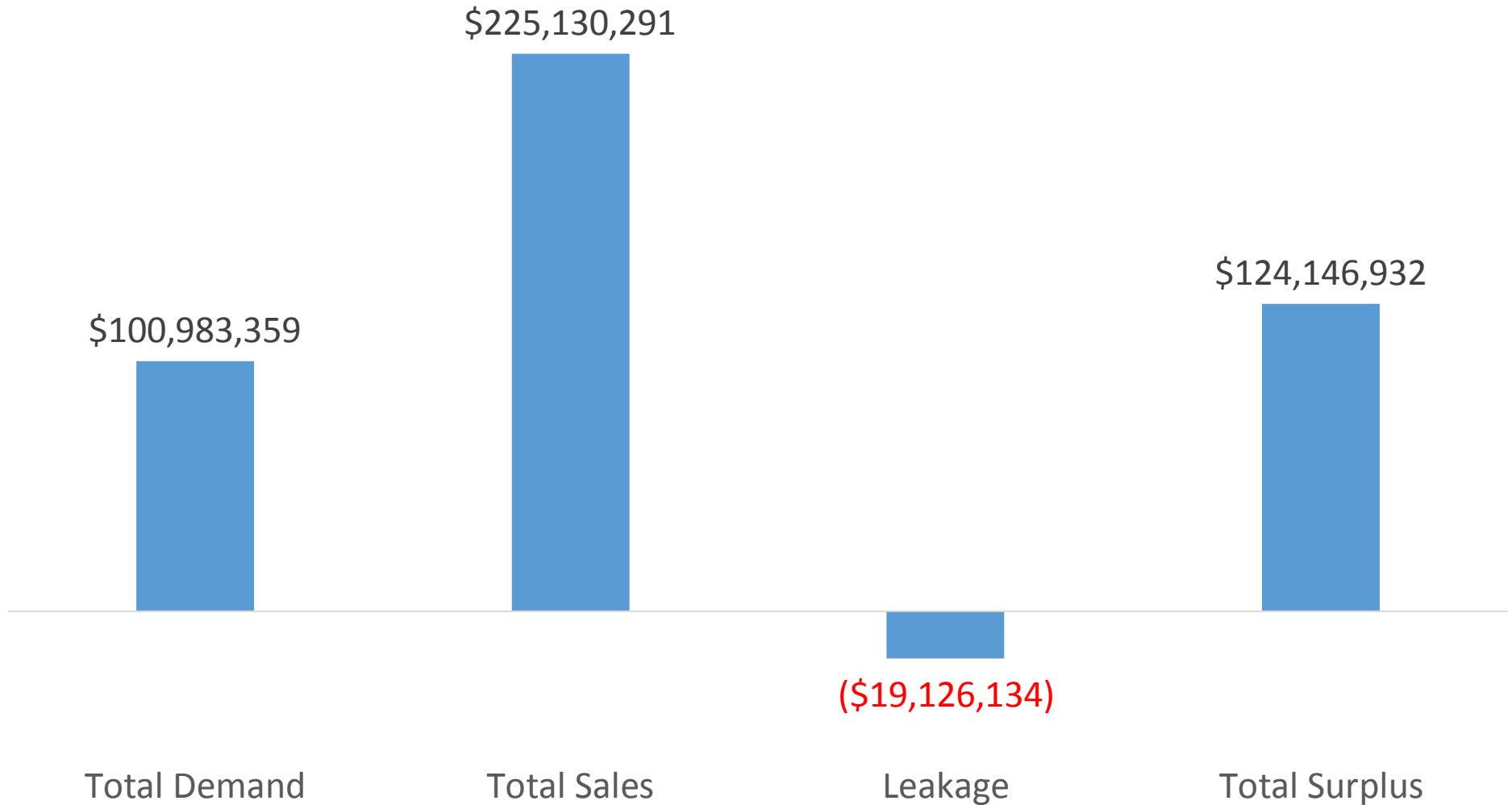
Retail Supply – actual sales occurring

Leakage – retail sales from area residents not occurring in area

Surplus – sales occurring not as a result of area residents

Total Supply and Demand

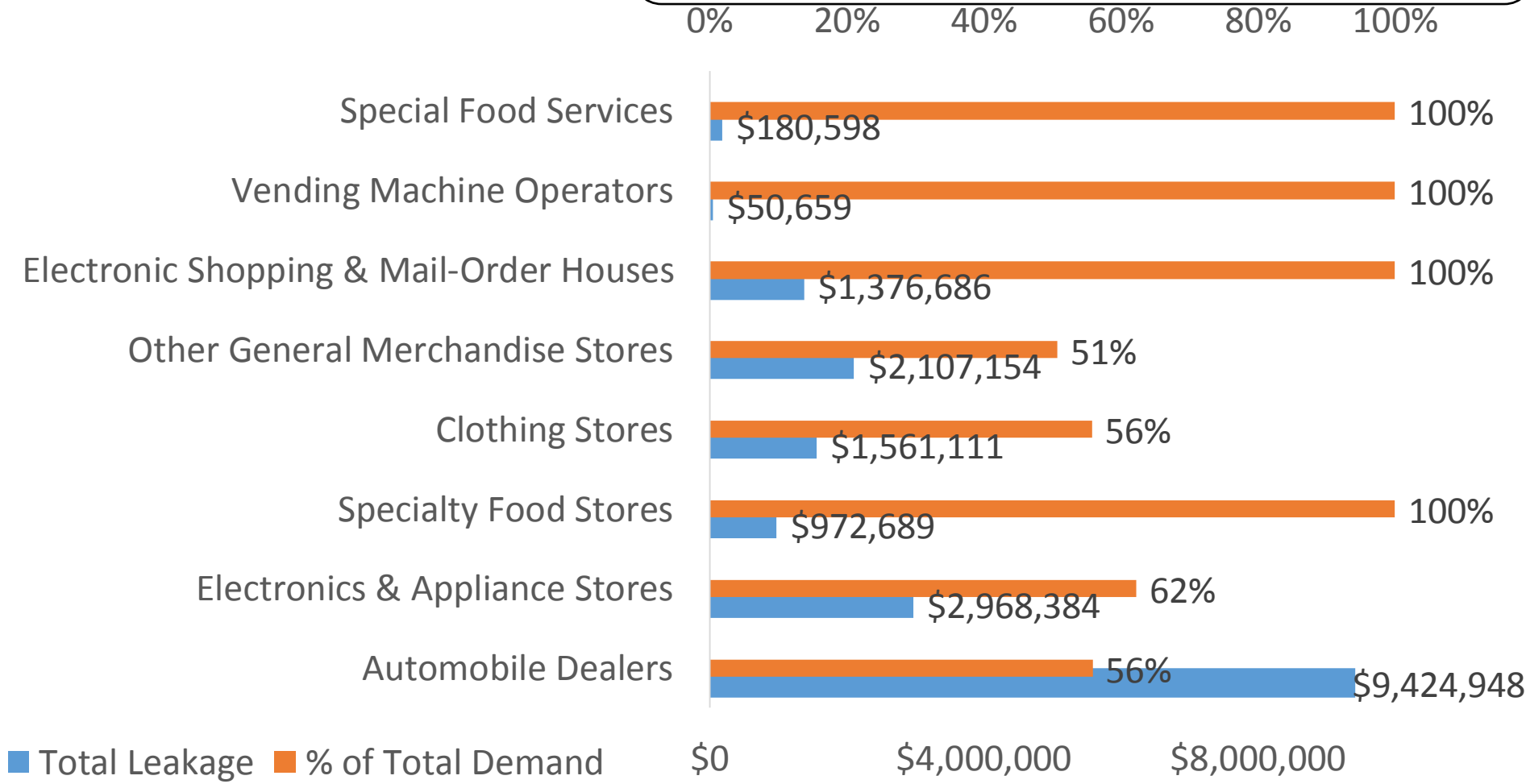
Source: 2014 ESRI BAO



Retail Categories with High Leakage

Source: 2014 ESRI BAO

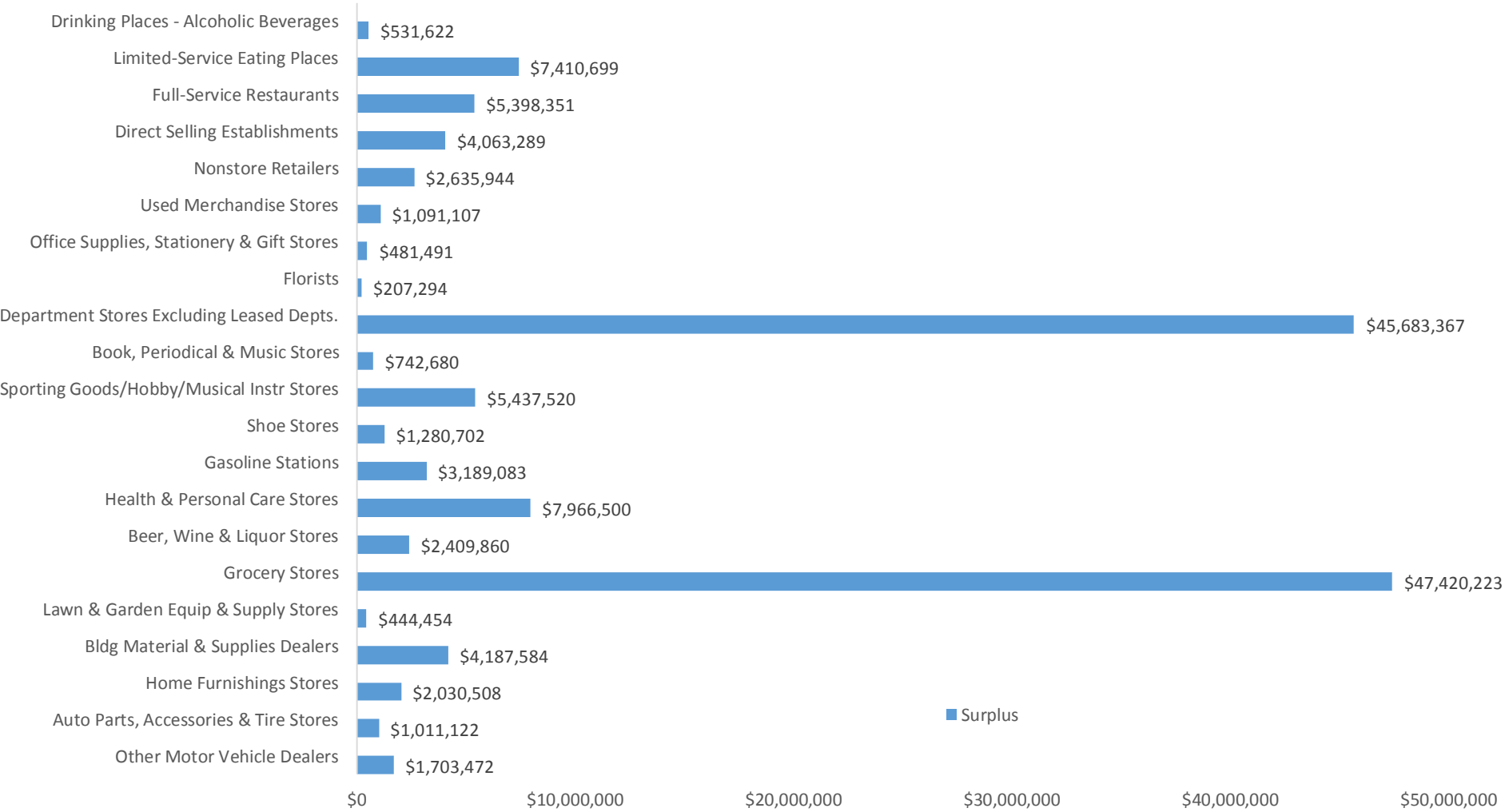
With exception of clothing, electronics and appliances, and auto most retail leakage is specialty or niche/other categories



Retail Categories with High Surplus

• Source: 2014 ESRI BAO

High surplus in basic retail categories indicates City's role as regional center



Role of Downtown

City Defined Downtown – Central Business District

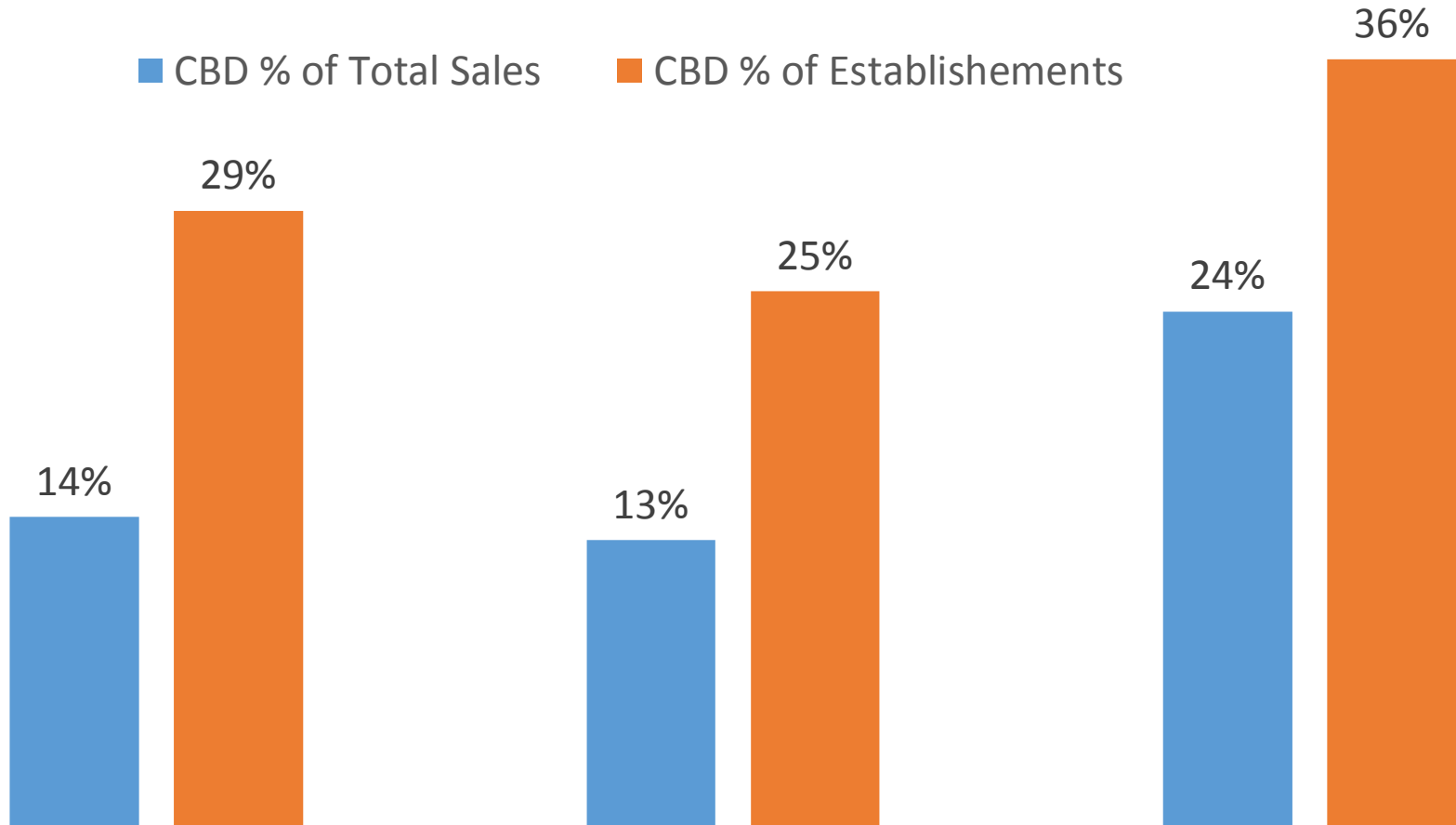
Source: City of Alamosa



% of Sales and Retail Businesses in CBD

Source: ESRI BAO

■ CBD % of Total Sales ■ CBD % of Establishments



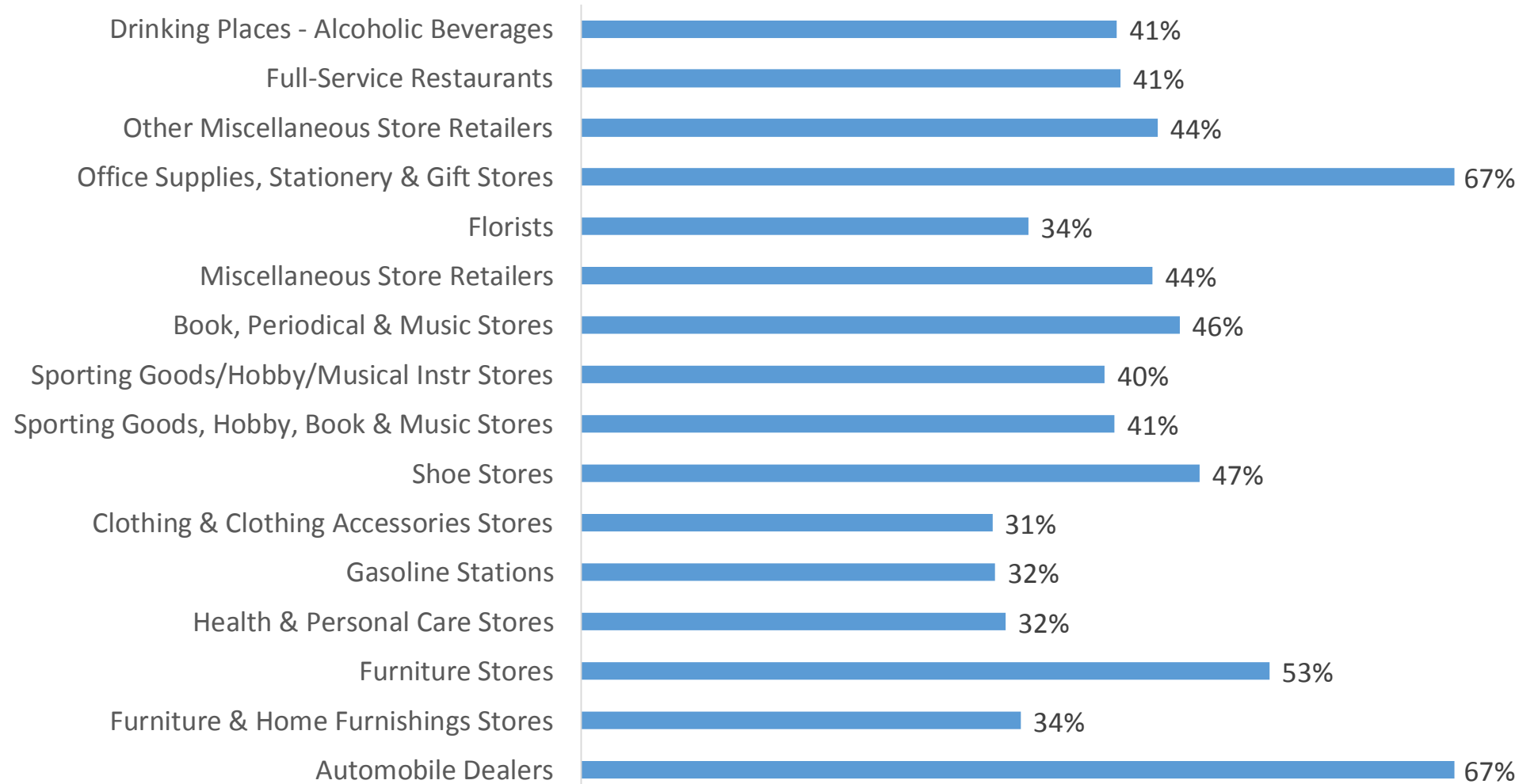
Total Retail and Food/Drink

Retail

Food and Drink

Retail Categories with High Activity in CBD

Source: ESRI BAO



Discussion Topics Future Study

- Market relationships to Pueblo, Salida/Buena Vista, Pagosa Springs, Northern New Mexico
- Resident shopping habits/preferences
- Define other retail areas for study