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
ESRI 30, 60, 90 Minute Drive Radius

Geographic isolation leads to role as regional center

Source: ESRI BAO
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

<table>
<thead>
<tr>
<th>Time</th>
<th>Population</th>
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</thead>
<tbody>
<tr>
<td>30 Minute</td>
<td>29,477</td>
</tr>
<tr>
<td>60 Minute</td>
<td>43,142</td>
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<tr>
<td>90 Minute</td>
<td>60,677</td>
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</tbody>
</table>
Sales Tax Collections
2008-2014 Sales Tax Collections

Source: Alamosa Finance Department

$500,000  $1,000,000  $1,500,000  $2,000,000  $2,500,000  $3,000,000  $3,500,000

2008  2009  2010  2011  2012  2013  2014

General Fund  County 1.2%

$-
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

- Total Demand: $100,983,359
- Total Sales: $225,130,291
- Leakage: ($19,126,134)
- Total Surplus: $124,146,932
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

Special Food Services: $180,598 (100%)
Vending Machine Operators: $50,659 (100%)
Electronic Shopping & Mail-Order Houses: $1,376,686 (100%)
Other General Merchandise Stores: $2,107,154 (51%)
Clothing Stores: $1,561,111 (56%)
Specialty Food Stores: $972,689 (100%)
Electronics & Appliance Stores: $2,968,384 (62%)
Automobile Dealers: $9,424,948 (56%)

Total Leakage: $9,424,948

% of Total Demand:
- Special Food Services: 100%
- Vending Machine Operators: 100%
- Electronic Shopping & Mail-Order Houses: 100%
- Other General Merchandise Stores: 51%
- Clothing Stores: 56%
- Specialty Food Stores: 100%
- Electronics & Appliance Stores: 62%
- Automobile Dealers: 56%

Total Demand:
- $0
- $4,000,000
- $8,000,000
Retail Categories with High Surplus

- Source: 2014 ESRI BAO

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

- Drinking Places - Alcoholic Beverages: $531,622
- Full-Service Restaurants: $5,398,351
- Direct Selling Establishments: $4,063,289
- Nonstore Retailers: $2,635,944
- Used Merchandise Stores: $1,091,107
- Office Supplies, Stationery & Gift Stores: $481,491
- Florists: $207,294
- Department Stores Excluding Leased Depts.: $45,683,367
- Book, Periodical & Music Stores: $742,680
- Sporting Goods/Hobby/Musical Instr Stores: $5,437,520
- Shoe Stores: $1,280,702
- Gasoline Stations: $3,189,083
- Health & Personal Care Stores: $7,966,500
- Beer, Wine & Liquor Stores: $2,409,860
- Grocery Stores: $47,420,223
- Lawn & Garden Equip & Supply Stores: $444,454
- Bldg Material & Supplies Dealers: $4,187,584
- Home Furnishings Stores: $2,030,508
- Auto Parts, Accessories & Tire Stores: $1,011,122
- Other Motor Vehicle Dealers: $1,703,472
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Surplus

$0 $10,000,000 $20,000,000 $30,000,000 $40,000,000 $50,000,000
Role of Downtown
City Defined Downtown – Central Business District

Source: City of Alamosa
% of Sales and Retail Businesses in CBD

Source: ESRI BAO

- Total Retail and Food/Drink: CBD % of Total Sales = 14%, CBD % of Establishments = 29%
- Retail: CBD % of Establishments = 13%
- Food and Drink: CBD % of Establishments = 24%

36%
Retail Categories with High Activity in CBD

Source: ESRI BAO

- Drinking Places - Alcoholic Beverages: 41%
- Full-Service Restaurants: 41%
- Other Miscellaneous Store Retailers: 44%
- Office Supplies, Stationery & Gift Stores: 67%
- Florists: 34%
- Miscellaneous Store Retailers: 44%
- Book, Periodical & Music Stores: 46%
- Sporting Goods/Hobby/Musical Instr Stores: 40%
- Sporting Goods, Hobby, Book & Music Stores: 41%
- Shoe Stores: 47%
- Clothing & Clothing Accessories Stores: 31%
- Gasoline Stations: 32%
- Health & Personal Care Stores: 32%
- Furniture Stores: 53%
- Furniture & Home Furnishings Stores: 34%
- Automobile Dealers: 67%
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