

HyettPalma

Making Downtown Renaissance a Reality

THE RETAIL REPORT®

**Downtown Ypsilanti
Primary Retail Trade Area**

THE RETAIL REPORT®

THE RETAIL REPORT, presented within this document, was specifically prepared for Downtown Ypsilanti, Michigan. This document presents information concerning the characteristics of the Downtown Ypsilanti primary retail trade. The report was prepared in 2008 by HyettPalma, Inc.

THE RETAIL REPORT presents:

- The current demographic and socio-economic characteristics of customers in the Downtown Ypsilanti primary retail trade area;
- A five year projection of changing demographic and socio-economic conditions in the Downtown Ypsilanti primary retail trade area;
- A projection of the number of retail dollars that residents in the Downtown Ypsilanti primary retail trade area spend on retail goods; and
- A projection of the total retail spending potential for 24 classes of retail goods sought by customers in the Downtown Ypsilanti primary retail trade area.

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DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS



Demographic and Income Profile

Downtown Ypsilanti, MI

Ypsilanti, MI Doyle 1

Study Area: Custom Shapes

Summary	2000	2007	2012
Population	135,193	152,822	159,336
Households	54,360	61,408	64,308
Families	31,858	35,124	35,668
Average Household Size	2.40	2.41	2.40
Owner Occupied HUs	31,849	37,742	39,628
Renter Occupied HUs	22,511	23,666	24,680
Median Age	30.6	32.4	33.1

Trends: 2007-2012 Annual Rate	Area	State	National
Population	0.84%	0.44%	1.30%
Households	0.93%	0.58%	1.33%
Families	0.31%	0.14%	1.08%
Owner HHS	0.98%	0.56%	1.41%
Median Household Income	3%	2.86%	3.32%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	7,531	13.8%	6,349	10.3%	5,792	9.0%
\$15,000 - \$24,999	5,792	10.6%	5,315	8.7%	4,807	7.5%
\$25,000 - \$34,999	6,730	12.3%	5,693	9.3%	4,807	7.5%
\$35,000 - \$49,999	8,972	16.4%	8,769	14.3%	7,851	12.2%
\$50,000 - \$74,999	10,691	19.6%	11,389	18.5%	11,528	17.9%
\$75,000 - \$99,999	6,720	12.3%	8,581	14.0%	8,499	13.2%
\$100,000 - \$149,999	5,634	10.3%	9,019	14.7%	11,009	17.1%
\$150,000 - \$199,000	1,404	2.6%	3,497	5.7%	4,449	6.9%
\$200,000+	1,074	2.0%	2,796	4.6%	5,567	8.7%
Median Household Income	\$46,862		\$58,882		\$68,259	
Average Household Income	\$59,776		\$78,463		\$96,486	
Per Capita Income	\$24,463		\$31,930		\$39,376	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,173	7.5%	11,502	7.5%	11,958	7.5%
5 - 9	9,533	7.1%	10,823	7.1%	10,356	6.5%
10 - 14	8,257	6.1%	10,194	6.7%	10,562	6.6%
15 - 19	10,164	7.5%	10,405	6.8%	11,315	7.1%
20 - 24	14,960	11.1%	13,846	9.1%	15,972	10.0%
25 - 34	25,262	18.7%	26,015	17.0%	24,154	15.2%
35 - 44	20,962	15.5%	24,193	15.8%	24,481	15.4%
45 - 54	17,081	12.6%	20,108	13.2%	21,113	13.3%
55 - 64	9,023	6.7%	14,557	9.5%	16,478	10.3%
65 - 74	5,375	4.0%	5,935	3.9%	7,464	4.7%
75 - 84	3,379	2.5%	3,788	2.5%	3,752	2.4%
85+	1,022	0.8%	1,454	1.0%	1,728	1.1%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	94,499	69.9%	100,036	65.5%	98,535	61.8%
Black Alone	28,666	21.2%	35,208	23.0%	39,184	24.6%
American Indian Alone	644	0.5%	765	0.5%	780	0.5%
Asian Alone	5,774	4.3%	9,567	6.3%	12,618	7.9%
Pacific Islander Alone	51	0.0%	74	0.0%	92	0.1%
Some Other Race Alone	1,593	1.2%	2,086	1.4%	2,413	1.5%
Two or More Races	3,966	2.9%	5,085	3.3%	5,714	3.6%
Hispanic Origin (Any Race)	3,833	2.8%	5,280	3.5%	6,210	3.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



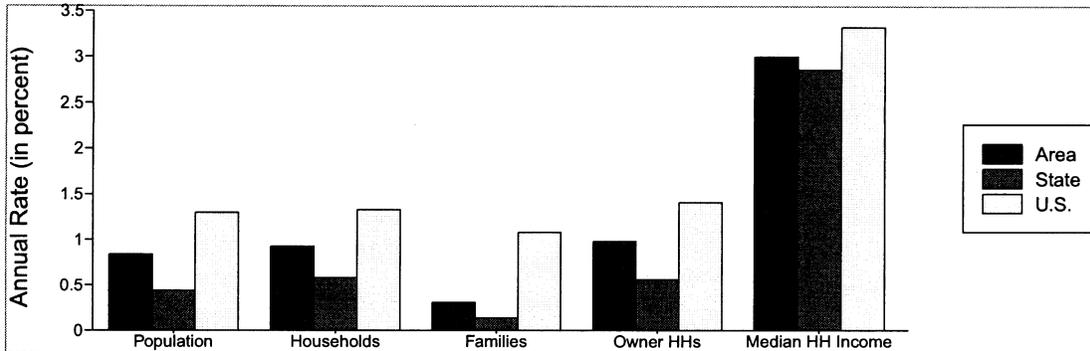
Demographic and Income Profile

Downtown Ypsilanti, MI

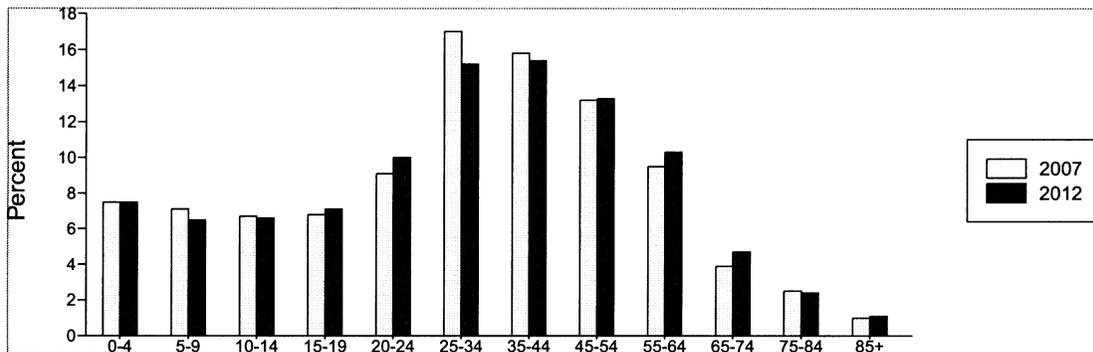
Ypsilanti, MI Doyle 1

Study Area: Custom Shapes

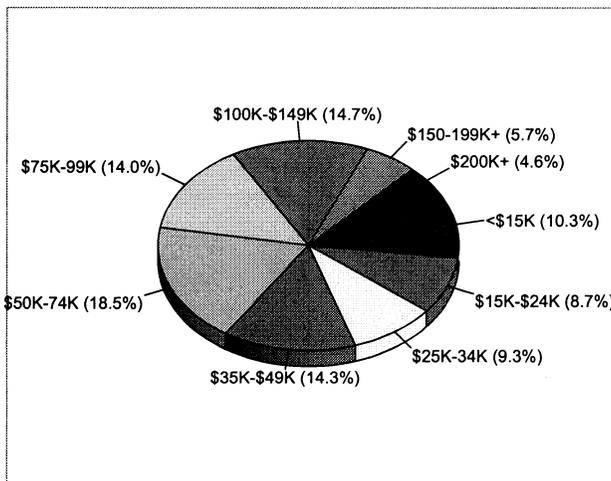
Trends 2007-2012



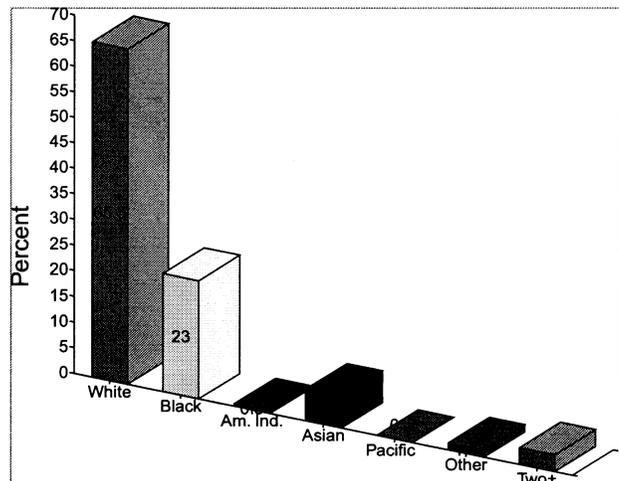
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 3.5%

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PRODUCT DEMAND BY INCOME GROUP



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND
BY INCOME GROUP**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	8,205	52,093,545
\$15000-24999	5,315	10,028	53,298,820
\$25000-34999	5,693	12,168	69,272,424
\$35000-49999	8,769	14,042	123,134,298
> \$50000	35,282	24,818	875,628,676
TOTAL DEMAND FOR PRODUCT			= \$1,173,427,763

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at home, food away from home, alcoholic beverages, household textiles, furniture, floor coverings, major appliances, small appliances and miscellaneous housewares, miscellaneous household equipment, men's apparel, women's apparel, boy's apparel, girl's apparel, children's apparel, shoes, other apparel products and services, prescription drugs and medical supplies, entertainment fees and admissions, televisions, radios, sound equipment, toys, playground equipment, entertainment equipment, personal care products and services, reading products, tobacco products and smoking supplies.

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PRODUCT DEMAND BY PRODUCT TYPE



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND
BY PRODUCT TYPE**

PRODUCT	DEMAND
Food At Home	294,811,751
Food Away From Home	198,727,890
Alcoholic Beverages	35,266,353
Household Textiles	11,483,612
Furniture	39,575,148
Floor Coverings	5,224,120
Major Appliances	19,312,591
Small Appliances & Miscellaneous Housewares	10,292,467
Miscellaneous Household Equipment	68,483,501
Men's Apparel -- 16 and Over	31,107,465
Boy's Apparel -- 2 to 15	10,142,855
Women's Apparel -- 16 and Over	51,920,855
Girl's Apparel -- 2 to 15	10,227,090
Children's Apparel -- Under 2	8,390,310
Footwear	23,358,075
Other Apparel Services & Products	29,389,305
Prescription Drugs & Medical Supplies	41,633,375
Entertainment Fees & Admissions	53,472,215
Audio & Visual Equipment	67,103,750
Pets, Toys & Playground Equipment	34,426,615
Other Entertainment Supplies & Services	53,874,860
Personal Care Products & Services	44,477,340
Reading	10,439,870
Tobacco Products & Smoking Supplies	20,286,350
TOTAL DEMAND BY PRODUCT TYPE	= \$1,173,427,763

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

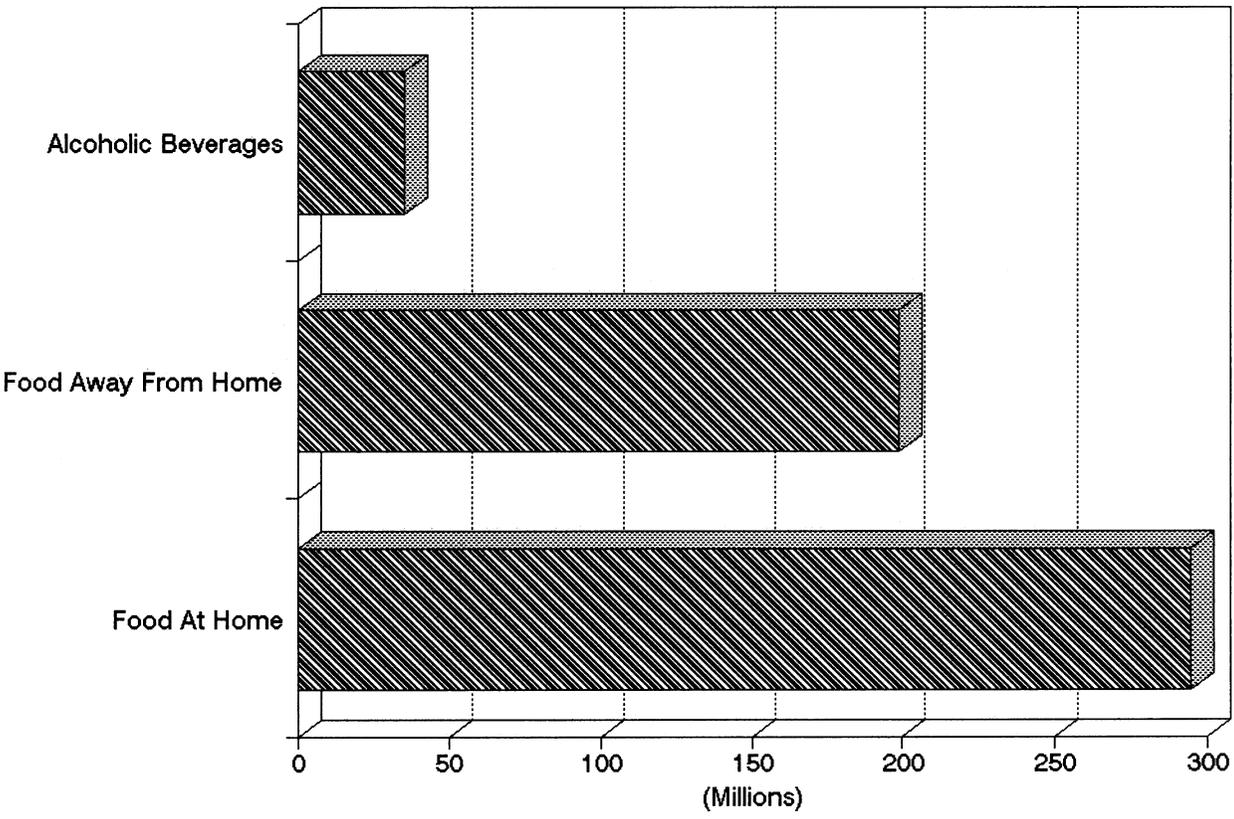
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DEMAND FOR FOOD PRODUCTS

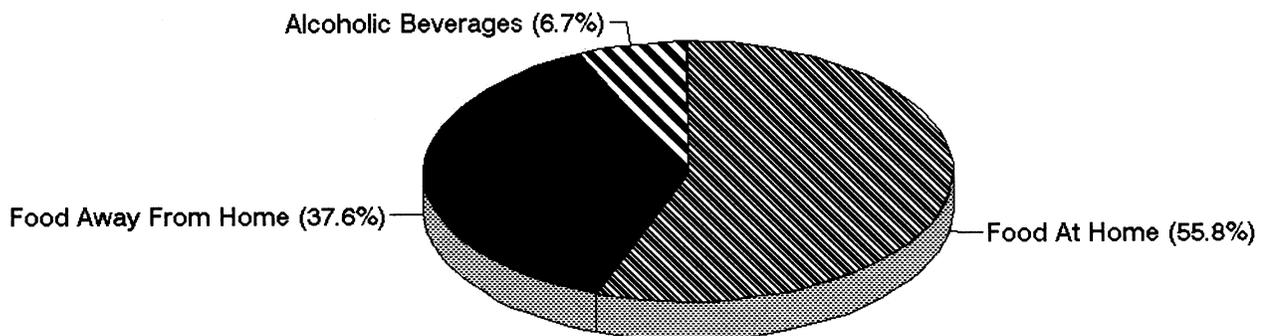
FOOD PRODUCTS

\$ DEMAND BY PRODUCT TYPE



FOOD PRODUCTS

% DEMAND FOR EACH DOLLAR





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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOD AT HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	2,760	17,523,240
\$15000-24999	5,315	3,155	16,768,825
\$25000-34999	5,693	3,312	18,855,216
\$35000-49999	8,769	3,760	32,971,440
> \$50000	35,282	5,915	208,693,030
TOTAL DEMAND FOR PRODUCT =			\$294,811,751

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at grocery stores or other food stores.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOD AWAY FROM HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	1,284	8,152,116
\$15000-24999	5,315	1,498	7,961,870
\$25000-34999	5,693	1,926	10,964,718
\$35000-49999	8,769	2,354	20,642,226
> \$50000	35,282	4,280	151,006,960
TOTAL DEMAND FOR PRODUCT =			\$198,727,890

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All food at restaurants, carryouts and vending machines.



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	192	1,219,008
\$15000-24999	5,315	224	1,190,560
\$25000-34999	5,693	360	2,049,480
\$35000-49999	8,769	395	3,463,755
> \$50000	35,282	775	27,343,550
TOTAL DEMAND FOR PRODUCT =			\$35,266,353

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

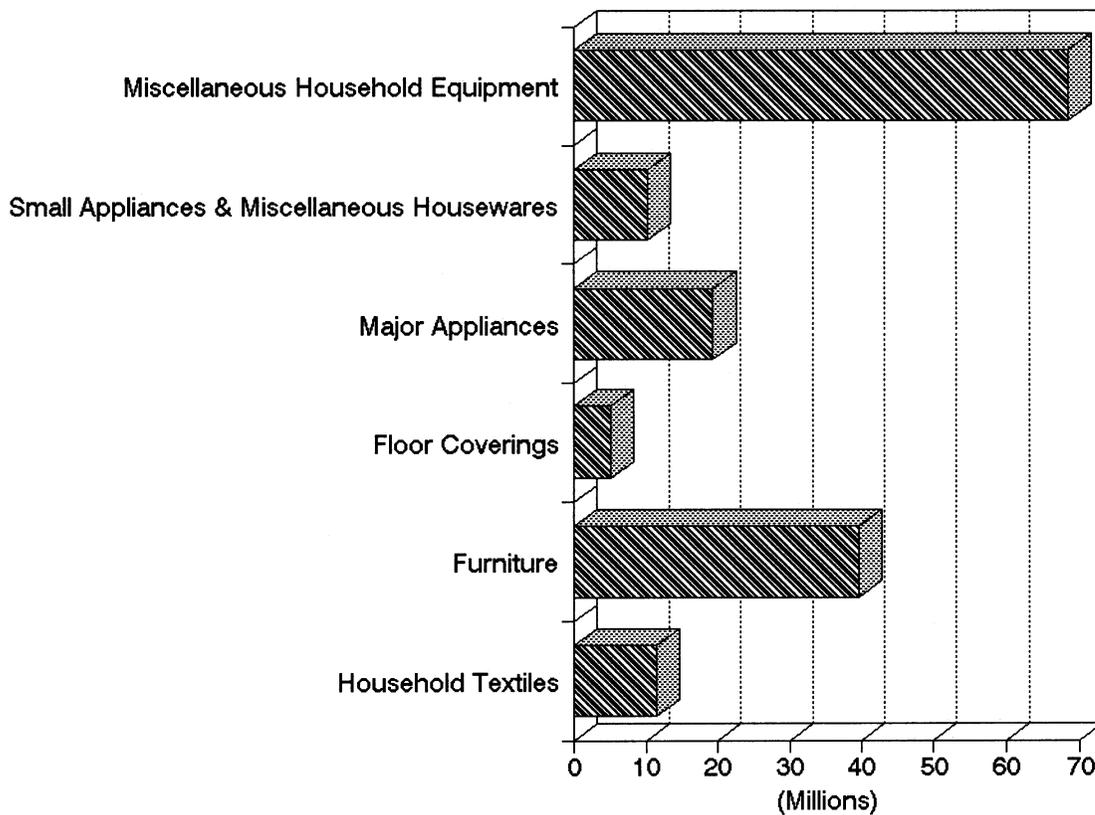
All alcoholic beverages.

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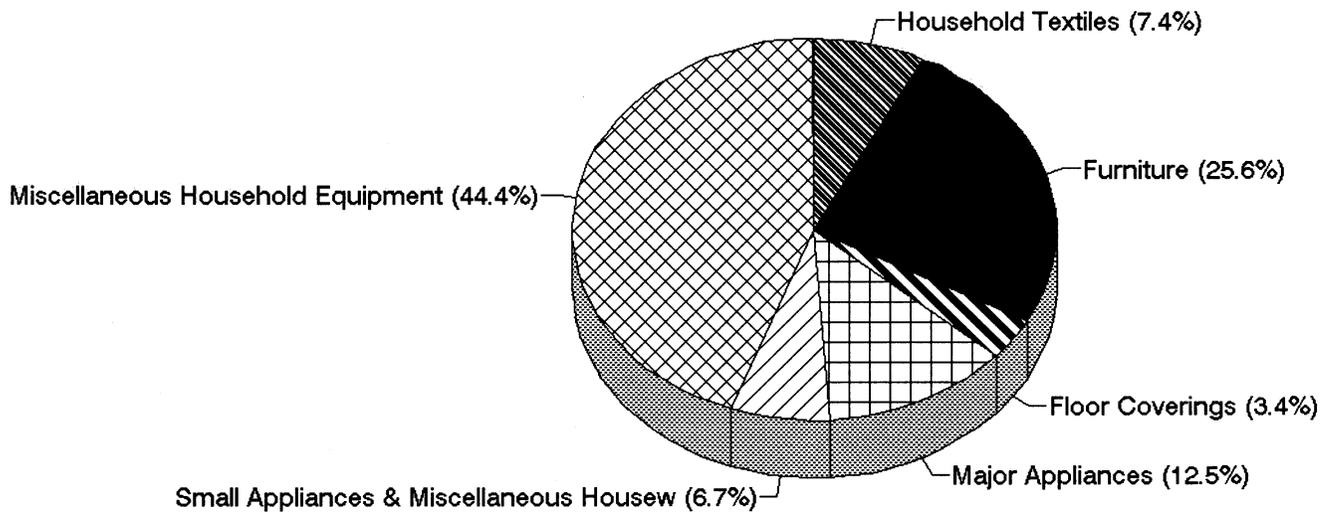
DEMAND FOR HOME PRODUCTS

HOME PRODUCTS \$ DEMAND BY PRODUCT TYPE



HOME PRODUCTS

% DEMAND FOR EACH DOLLAR





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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: HOUSEHOLD TEXTILES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	50	317,450
\$15000-24999	5,315	111	589,965
\$25000-34999	5,693	138	785,634
\$35000-49999	8,769	175	1,534,575
> \$50000	35,282	234	8,255,988
TOTAL DEMAND FOR PRODUCT =			\$11,483,612

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Bathroom, bedroom, kitchen, dining room, and other linens, curtains and drapes, slipcovers, pillows and sewing materials.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FURNITURE

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	155	984,095
\$15000-24999	5,315	241	1,280,915
\$25000-34999	5,693	321	1,827,453
\$35000-49999	8,769	385	3,376,065
> \$50000	35,282	910	32,106,620
TOTAL DEMAND FOR PRODUCT =			\$39,575,148

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	21	133,329
\$15000-24999	5,315	30	159,450
\$25000-34999	5,693	33	187,869
\$35000-49999	8,769	38	333,222
> \$50000	35,282	125	4,410,250
TOTAL DEMAND FOR PRODUCT =			\$5,224,120

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Carpet, rugs and other soft floor coverings.



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	99	628,551
\$15000-24999	5,315	134	712,210
\$25000-34999	5,693	145	825,485
\$35000-49999	8,769	185	1,622,265
> \$50000	35,282	440	15,524,080
TOTAL DEMAND FOR PRODUCT =			\$19,312,591

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Refrigerators, freezers, dishwashers, stoves, ovens, garbage disposals, vacuum cleaners, microwaves, air conditioners, sewing machines, washing machines, dryers, and floor cleaning equipment.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	65	412,685
\$15000-24999	5,315	92	488,980
\$25000-34999	5,693	98	557,914
\$35000-49999	8,769	102	894,438
> \$50000	35,282	225	7,938,450
TOTAL DEMAND FOR PRODUCT =			\$10,292,467

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Small electrical kitchen appliances, portable heaters, china and other dinnerware, flatware, glassware, silver and serving pieces, nonelectrical cookware and plastic dinnerware.



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	370	2,349,130
\$15000-24999	5,315	394	2,094,110
\$25000-34999	5,693	845	4,810,585
\$35000-49999	8,769	856	7,506,264
> \$50000	35,282	1,466	51,723,412
TOTAL DEMAND FOR PRODUCT =			\$68,483,501

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Typewriters, luggage, lamps, light fixtures, window coverings, clocks, lawnmowers, garden equipment, hand and power, tools, telephone devices, computers, office equipment, house plants, outdoor equipment, and small miscellaneous furnishings.

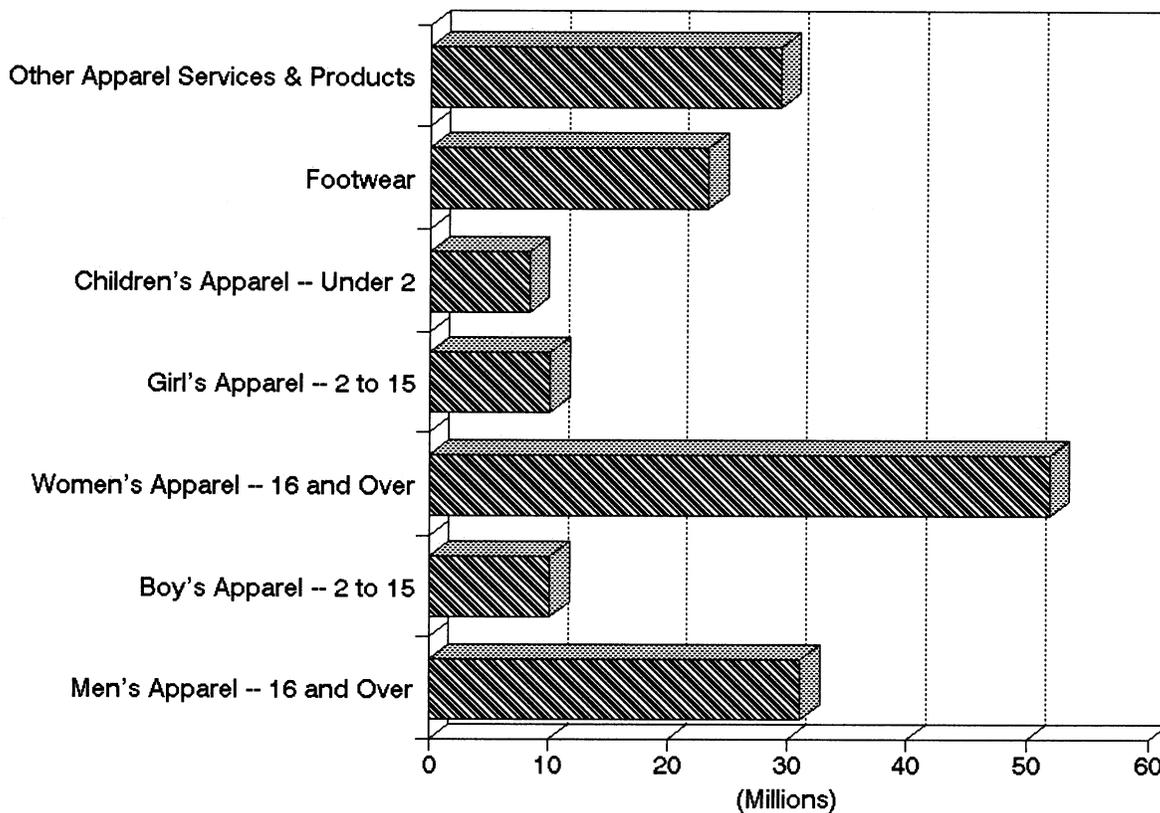
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DEMAND FOR APPAREL PRODUCTS

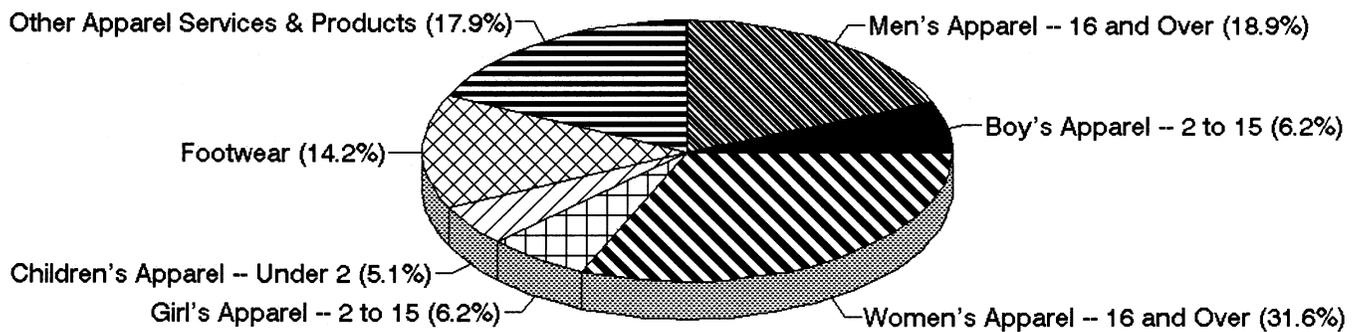
APPAREL PRODUCTS

\$ DEMAND BY PRODUCT TYPE



APPAREL PRODUCTS

% DEMAND FOR EACH DOLLAR



**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	214	1,358,686
\$15000-24999	5,315	244	1,296,860
\$25000-34999	5,693	285	1,622,505
\$35000-49999	8,769	392	3,437,448
> \$50000	35,282	663	23,391,966
TOTAL DEMAND FOR PRODUCT =			\$31,107,465

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: BOY'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	65	412,685
\$15000-24999	5,315	105	558,075
\$25000-34999	5,693	125	711,625
\$35000-49999	8,769	140	1,227,660
> \$50000	35,282	205	7,232,810
TOTAL DEMAND FOR PRODUCT =			\$10,142,855

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: WOMEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	370	2,349,130
\$15000-24999	5,315	390	2,072,850
\$25000-34999	5,693	525	2,988,825
\$35000-49999	8,769	650	5,699,850
> \$50000	35,282	1,100	38,810,200
TOTAL DEMAND FOR PRODUCT =			\$51,920,855

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: GIRL'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	45	285,705
\$15000-24999	5,315	80	425,200
\$25000-34999	5,693	100	569,300
\$35000-49999	8,769	115	1,008,435
> \$50000	35,282	225	7,938,450

TOTAL DEMAND FOR PRODUCT = \$10,227,090

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	65	412,685
\$15000-24999	5,315	75	398,625
\$25000-34999	5,693	85	483,905
\$35000-49999	8,769	105	920,745
> \$50000	35,282	175	6,174,350
TOTAL DEMAND FOR PRODUCT =			\$8,390,310

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOTWEAR

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	225	1,428,525
\$15000-24999	5,315	240	1,275,600
\$25000-34999	5,693	300	1,707,900
\$35000-49999	8,769	350	3,069,150
> \$50000	35,282	450	15,876,900
TOTAL DEMAND FOR PRODUCT =			\$23,358,075

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All footwear, except for children under 2 and special footwear used for sports such as bowling or golf shoes.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	170	1,079,330
\$15000-24999	5,315	200	1,063,000
\$25000-34999	5,693	210	1,195,530
\$35000-49999	8,769	255	2,236,095
> \$50000	35,282	675	23,815,350
TOTAL DEMAND FOR PRODUCT =			\$29,389,305

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

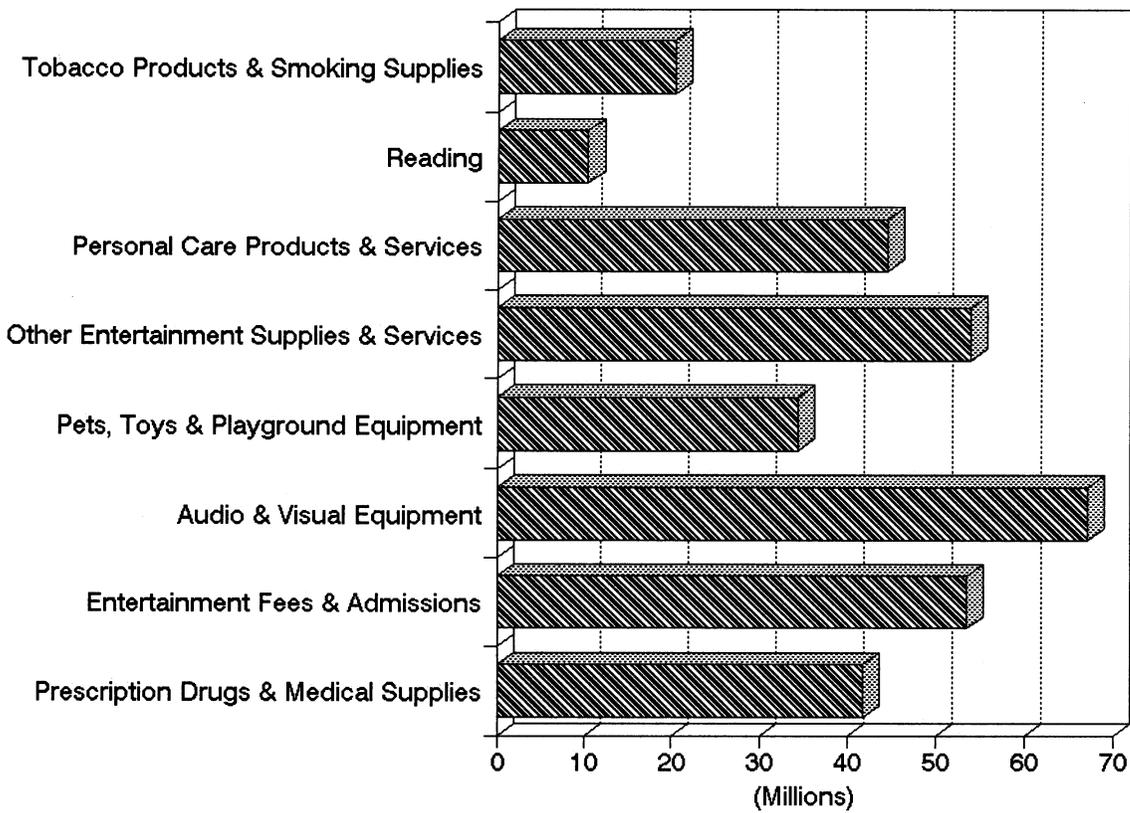
Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

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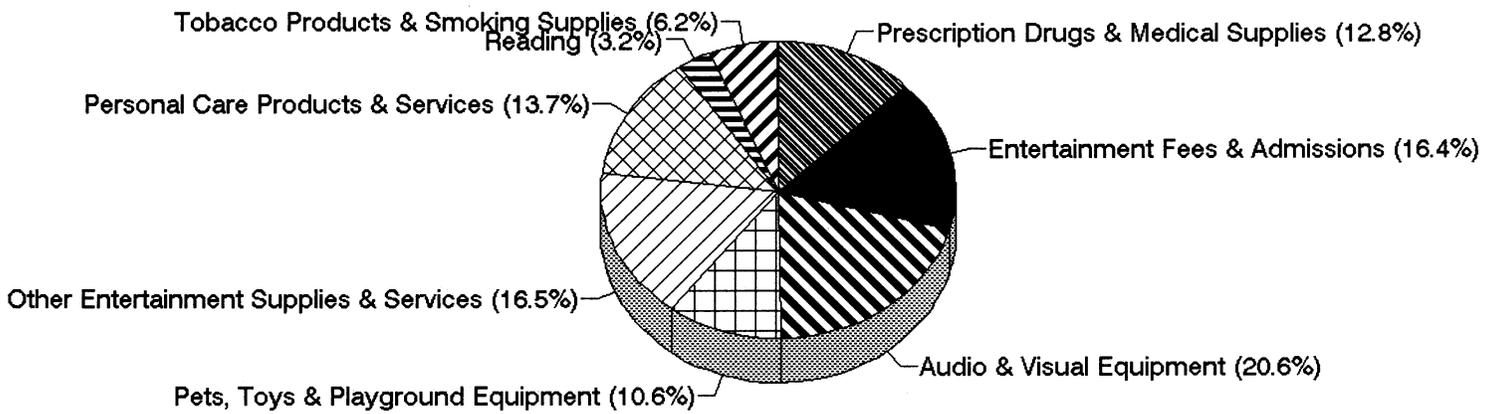
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DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS

PERSONAL CARE/ENTERTAINMENT \$ DEMAND BY PRODUCT TYPE



PERSONAL CARE/ENTERTAINMENT % DEMAND FOR EACH DOLLAR



**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PRESCRIPTION DRUGS & MEDICAL SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	425	2,698,325
\$15000-24999	5,315	605	3,215,575
\$25000-34999	5,693	625	3,558,125
\$35000-49999	8,769	650	5,699,850
> \$50000	35,282	750	26,461,500
TOTAL DEMAND FOR PRODUCT =			\$41,633,375

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Prescription drugs, over-the-counter drugs, dressings, medical appliances, contraceptives, eyeglasses, hearing aids, rental medical equipment, and medical accessories.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ENTERTAINMENT FEES & ADMISSIONS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	200	1,269,800
\$15000-24999	5,315	250	1,328,750
\$25000-34999	5,693	325	1,850,225
\$35000-49999	8,769	360	3,156,840
> \$50000	35,282	1,300	45,866,600
TOTAL DEMAND FOR PRODUCT =			\$53,472,215

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Admissions to sporting events, movies, concerts, plays, and movie rentals.



Making Downtown Renaissance a Reality

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: AUDIO & VISUAL EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	475	3,015,775
\$15000-24999	5,315	600	3,189,000
\$25000-34999	5,693	750	4,269,750
\$35000-49999	8,769	825	7,234,425
> \$50000	35,282	1,400	49,394,800
TOTAL DEMAND FOR PRODUCT =			\$67,103,750

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Television sets, video recorders, tapes, video game hardware and cartridges, radios, phonographs and components, records and tapes, musical instruments, and rental of the same equipment.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	180	1,142,820
\$15000-24999	5,315	245	1,302,175
\$25000-34999	5,693	315	1,793,295
\$35000-49999	8,769	425	3,726,825
> \$50000	35,282	750	26,461,500
TOTAL DEMAND FOR PRODUCT =			\$34,426,615

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Pets, pet food, toys, games, hobbies, tricycles and playground equipment.



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	140	888,860
\$15000-24999	5,315	350	1,860,250
\$25000-34999	5,693	425	2,419,525
\$35000-49999	8,769	525	4,603,725
> \$50000	35,282	1,250	44,102,500
TOTAL DEMAND FOR PRODUCT =			\$53,874,860

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Indoor exercise equipment, athletic shoes, bicycles, camping equipment, sporting goods, and photographic equipment and supplies.



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**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PERSONAL CARE PRODUCTS & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	295	1,872,955
\$15000-24999	5,315	355	1,886,825
\$25000-34999	5,693	425	2,419,525
\$35000-49999	8,769	525	4,603,725
> \$50000	35,282	955	33,694,310
TOTAL DEMAND FOR PRODUCT =			\$44,477,340

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Services and products for hair, oral hygiene products, cosmetics, and electric personal care appliances.

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: READING

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	65	412,685
\$15000-24999	5,315	85	451,775
\$25000-34999	5,693	95	540,835
\$35000-49999	8,769	125	1,096,125
> \$50000	35,282	225	7,938,450
TOTAL DEMAND FOR PRODUCT			= \$10,439,870

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Books, newspapers and magazines.



Making Downtown Renaissance a Reality

**DOWNTOWN YPSILANTI'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	6,349	275	1,745,975
\$15000-24999	5,315	325	1,727,375
\$25000-34999	5,693	400	2,277,200
\$35000-49999	8,769	350	3,069,150
> \$50000	35,282	325	11,466,650
TOTAL DEMAND FOR PRODUCT =			\$20,286,350

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Tobacco products and smoking accessories.

The Retail Report®

USER GUIDE

The Retail Report is a business development tool customized for your Downtown. In it, HyettPalma has targeted the kinds of retail businesses that Downtowns across the country are attracting.

The Retail Report brings effective data to your business development efforts in a user-friendly format. Tables, graphs and charts interpret and present information critical to your Downtown's future. And, the report is customized for YOUR Downtown, containing information unique to your Downtown.

In The Retail Report, demographic and socio-economic data are amplified and taken to a new level of detail. Households in your trade area are segmented by income bands, and consumer spending habits are analyzed by these income groupings. This allows you to determine which income groups to target in your business development program.

Business prospects will expect to review information like this prior to making a commitment to Downtown. The Retail Report shows them your Downtown -- and your Downtown enhancement program -- are one step ahead of the competition.

The following pages list numerous ways you can use The Retail Report to improve the economy of your business district.

What Does The Retail Report Tell You ?

The Retail Report reveals what you can expect the customers in your defined retail trade area to spend in 2008.

The Retail Report shows the number of dollars residents of your trade area spend each year on over 100 different types of products -- products such as food at home, food away from home, furniture, appliances, apparel, prescription drugs, toys, reading material, etc.

The Retail Report is not a listing of national figures or projections; it is a customized report that gives you accurate and definitive information for your own trade area.

A demographic and socio-economic profile of trade area residents is included -- both a snapshot of their characteristics today and a five year projection of their changing characteristics.

Who Can Benefit By Using The Retail Report ?

Current owners of businesses within a given trade area;

Business owners who are thinking of opening a store in the trade area;

Entrepreneurs who are determining what type of business to open or who are deciding on a business location;

Bankers and others who are deciding whether or not to invest in specific types of retail businesses;

Downtown directors and other economic development professionals whose work entails business retention, entrepreneur development and business recruitment; and

Downtown revitalization leaders, Downtown directors, economic development professionals, and local elected officials who want sound information that lets them speak with certainty about their Downtown's potential to sustain specific types of retail businesses.

How Can Downtown Directors and Economic Development Professionals Use The Retail Report ?

To attract customers to Downtown by creating a mix of strong businesses which appeal to trade area residents.

To raise the confidence of investors in the profitability of your business district.

To help existing businesses become more profitable -- so that Downtown's rate of business turnover is lessened.

To fill building vacancies with the types of retail businesses that can succeed and thrive in your district.

To strengthen existing businesses and lessen business closings by:

- showing existing business owners what trade area residents are spending their money on;

- helping business owners determine how to cater to those shopping preferences -- and capture more shopping dollars; and

- enabling them to develop a business plan that is based on realistic market data.

To improve the variety and selection of retail goods offered in the business district by:

- showing existing business owners that there is money to be made by expanding or revising the types of retail goods they sell;

- showing existing business owners that there is money to be made by opening additional types of retail businesses in the business district; and

- targeting specific types of retail businesses -- so that you can actively recruit those businesses having the greatest potential to succeed and remain in your Downtown.

To attract additional businesses to the business district by:

providing definitive data that shows a market exists for the retail goods they sell.

How Can Business Owners Use The Retail Report ?

Business owners frequently ask, "How much money do residents of Downtown's trade area spend on the retail goods I sell?" Or stated another way, "How do I know there's money to be made in Downtown?"

The Retail Report allows you to answer these questions with certainty and authority by quantifying:

what the market is for particular retail products;

the spending potential of residents in your trade area for particular retail goods; and

the current "economic pie" -- how much money is being spent on various retail goods by residents in your Downtown's trade area.

To better plan, manage, and grow your business -- by using the information in The Retail Report, business owners can:

set annual benchmarks for how much of the "economic pie" they intend to capture for their business -- measured in anticipated gross sales receipts for YOUR Downtown;

set an annual budget based on their gross receipts benchmarks;

make informed budgeting decisions about how much to spend each year on inventory, overhead, advertising, staff, etc.; and

complete a business plan that persuades their banker to extend a commercial loan to them.

How Can Entrepreneurs Use The Retail Report ?

The Retail Report shows the sales potential within a given trade area for over 100 types of retail businesses. This would be invaluable in order to:

- compare the markets for a variety of different retail products;
- determine what type of retail business to open;
- complete a realistic business plan before opening that business; and
- persuade bankers and investors that a strong market exists for the type of retail business being opened.