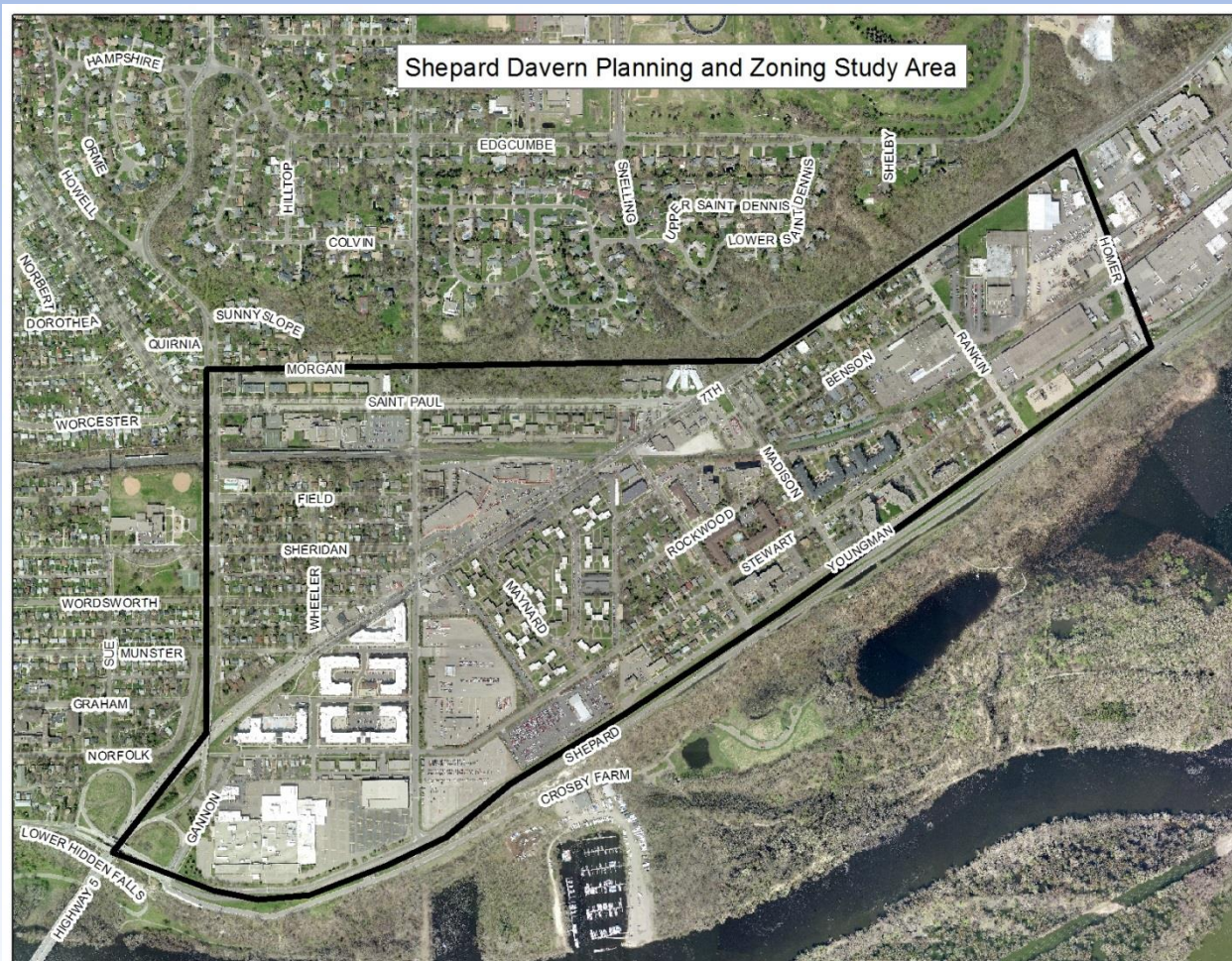# Saint Paul Market Overview Presentation
Overview of market potential of desired business uses in the Saint Paul Trade Area and how Paster Enterprises is attracting new businesses to the area.

Shepard Davern Planning and Zoning Study Area

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SAINT PAUL
The Most Livable City in America

Prepared for:
Saint Paul Planning & Economic Development Department

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I. **What is Relytics and how is Paster Enterprises using it to serve community demands in St Paul at Sibley Plaza?**

II. **What are the demographic characteristics of residents in the Trade Area?**

III. **What are the lifestyles of residents in the area which feed local demand?**

IV. **What new business categories are needed in the Saint Paul Trade Area & what is the market potential for these categories?**

V. **What is the demand for products and services which are underserved in the St Paul Trade Area?**

Topics Which Will be Addressed

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I. **What is Relytics and how is Paster Enterprises using it to serve community demands in St Paul at Sibley Plaza?**

- <u>**Re-lytics® is a set of tools designed to help shopping center owners improve the performance of property investments.**</u>

  - **Improves Understanding**

    - **Teamed up with** **(Environmental System Research Institute)**

    - **Evidence driven approach to targeting business categories.**

  - **Improves Execution**

    - **Identifies best prospects & helps determine market potential of business categories to better engage prospects & fulfill their needs.**

  - **Leasing agents become true market experts.**

  - **We match current sales data with consumer demand in business categories.**

  - **Re-lytics provides a more engaging platform between agents, brokers and tenant prospects.**

  - **Re-lytics shows us "scientific" reasoning to prospect certain categories**

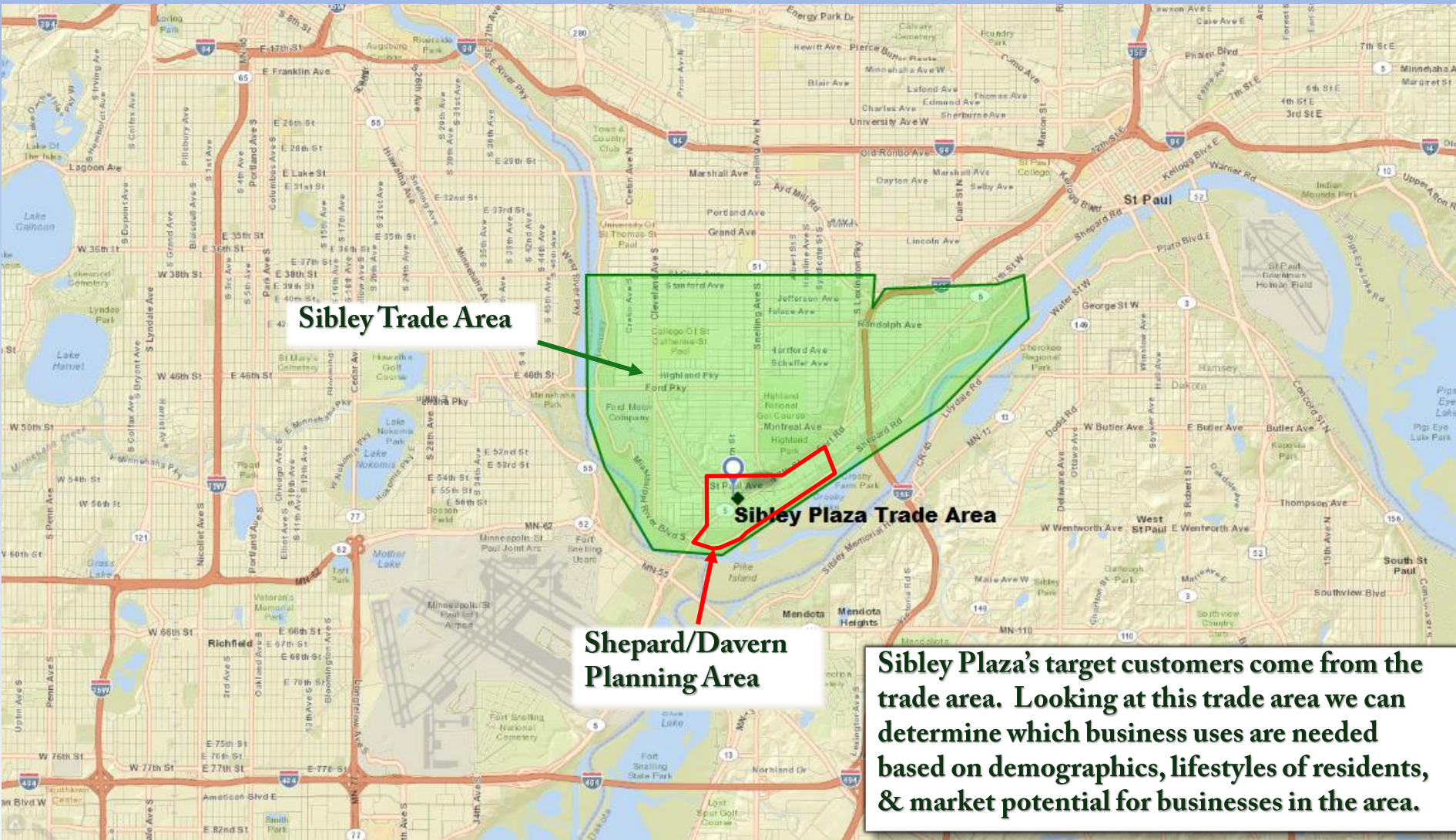 - *Example presentation– Metro Dental*

What is Re-lytics & how is it leveraged to attract new businesses?
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Sibley Trade Area

Sibley Plaza Trade Area

Shepard/Davern Planning Area

Sibley Plaza's target customers come from the trade area. Looking at this trade area we can determine which business uses are needed based on demographics, lifestyles of residents, & market potential for businesses in the area.

Sibley Plaza Trade Area
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II. What is the demographic makeup of the trade areas?

Demographic Summary	Sibley Trade Area	Shepard / Davern Trade Area
Population - 2012	41,081	5,507
Median Age	38.5	35.6
Average Household Income- 2012	$76,636	$44,974
Total Households	18,364	2,873
Families	9,493	1,128
Average Family Size	2.89	2.74
Daytime Population		
Total Businesses	1,145	120
Total Employees	14,717	1,234
Employee/Residential Population Ratio	0.36	0.22

Saint Paul Demographic Summary
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Household Summary	Sibley Trade Area	Shepard / Davern Trade Area
Total Housing Units	19,591	3,231
Owner Occupied	55.1%	15.7%
Renter Occupied	38.6%	73.3%
Families	9,493	1,128
Average Family Size	2.89	2.74
Diversity		
White Alone	82.9%	60.3%
Black Alone	7.7%	25.8%
Asian Alone	3.9%	4.9%
Some Other Race Alone	1.9%	6.0%
Two or More Races	3.1%	2.7%
Hispanic Origin	5.2%	10.1%
Diversity Index (100 = 100% purely diverse)	37.4	64.7

Saint Paul Demographic Summary

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Map Legend

▼ **USA Population Density**

USA Population Density

Block Groups

- 100,001 to 382,183
- 25,001 to 100,000
- 10,001 to 25,000
- 1,001 to 10,000
- 101 to 1,000
- 0 to 100
- Zero Population
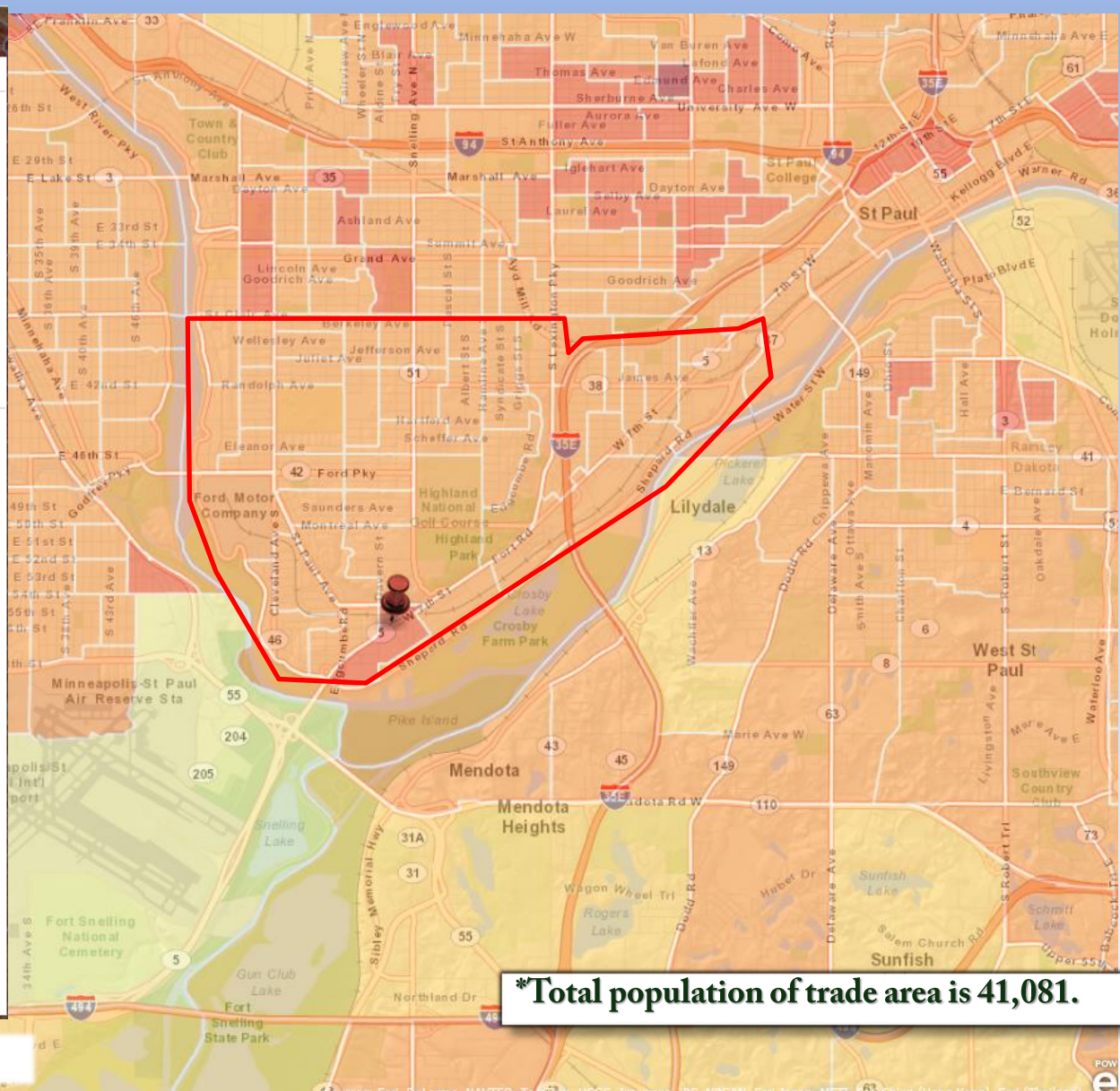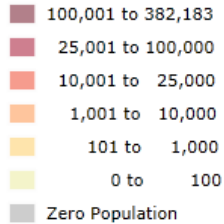
*Total population of trade area is 41,081.

- **Red Line – Trade Area**

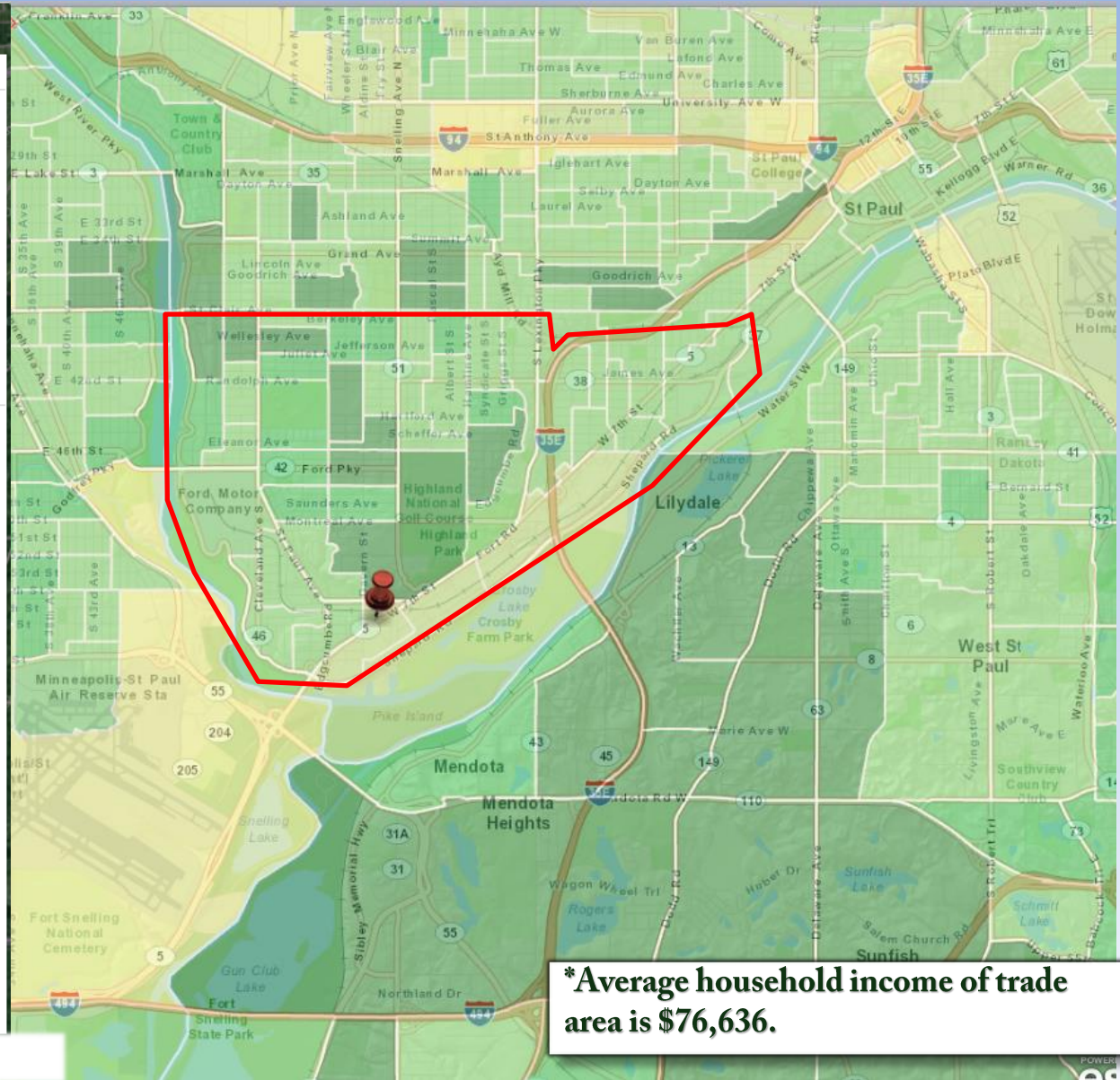# Population Density
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*Average household income of trade area is $76,636.

- **Red Line – Trade Area**

Median Income

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Map Legend

Sibley Plaza

▼ USA Retail Spending Potential

Retail Spending per household

Block Groups

- More than $36,000
- $26,001 to $36,000
- $17,001 to $26,000 (US Avg: $22,896)
- $7,001 to $17,000
- $7,000 or less
- No data

1 Retail Spending - $27,137 (119)- $57,792 (231)

2 Retail Spending - $9,055 (40)- $16,431 (72)

Average National Spending - $22,896

- **Red Line – Trade Area**

Retail Spending Potential
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Sibley Plaza Trade Area

Top 3 Tapestry Segmentations	Percentage of Population
#22 Metropolitans	34.2%
#13 In Style	8.6%
#30 Retirement Communities	7.7%

Shepard / Davern Trade Area

Top 3 Tapestry Segmentations	Percentage of Population
#52 Inner City Tenants	26.4%
#55 College Towns	25.9%
#65 Social Security Set	21.1%
#36 Old & Newcomers	17.3%

Top Key Tapestry Segments
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Sibley Plaza Trade Area

1. Metropolitans #22 – (34% of trade area population)

These residents prefer to live in older city neighborhoods. Half are singles who live alone with others and 40% are married couple families. Diversity is low, most are white. Half of the employment is in professional or managerial positions. 75% aged 25 years or older have attended college or completed a bachelors degree and 23 % hold a graduate degree. Median household income is $50,1901 and median net worth is $102,460. These residents pursue an active urban lifestyle, they travel frequently and attend concerts. The participate in outdoor activities. They also join civic clubs and volunteer.

2. In Style #13 – (8.6% of trade area population)

These residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. This population is slightly older with median age of 40 years. With a median H.H. income of $70,745 and a median net worth of $182,665 these residents are more educated compared to US average. They use a financial planner and invest their money. They also stay fit and control their weight.

3. Retirement Communities #30 – (7.7% of trade area population)

Most households are single seniors who live alone and a fourth is married couples with no children living at home. Nearly half of the households earn income from interest, dividends and rental properties, most that are still working are in white collar occupations. These residents are well educated. Most housing was built before 1959 . They are very active with leisure activities and hobbies.

Top 3 Key Tapestry Definitions
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Shepard / Davern Trade Area

1. Inner City Tenants #52 – (26% of trade area population)

These residents are built up of urban diversity; represented primarily by white, black & Hispanic cultures. 3/10 are Hispanic, & this group is younger than average with median age of 27.8 years old. There is high turnover in these neighborhoods since many are enrolled in nearby colleges or work part time. Median income is $34, 041. These residents frequently eat at Fast-Food Restaurants, and shop for groceries at nearby stores. They prefer easy food such as frozen and canned foods. Households buy video game systems, baby items such as furniture, food & equipment. They prefer to shop at Target & Walgreens. Some enjoy nightlife of bars & night clubs.

2. College Towns #55 – (25.9% of trade area population)

These residents are the third youngest of all segments with median age of 24 years old. Most are aged 18-24 years old. Race profile of this market is somewhat similar to the US profile. 3/4 of residents are white. These residents are focused on their education, 59% are in enrolled in a college. Median income is $31,271 since many work part time. These residents prefer convenience & speed for food choices and buy read-made meals, eat out, or order fast food. They buy and use cell phones & accessories. Many buy bedding, bath, cooking products & small appliances. They rank high in outdoor sport and athletic activity. They shop at discount stores but prefer branded clothes from major discount department stores.

Top 4 Key Tapestry Definitions
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Shepard / Davern Trade Area

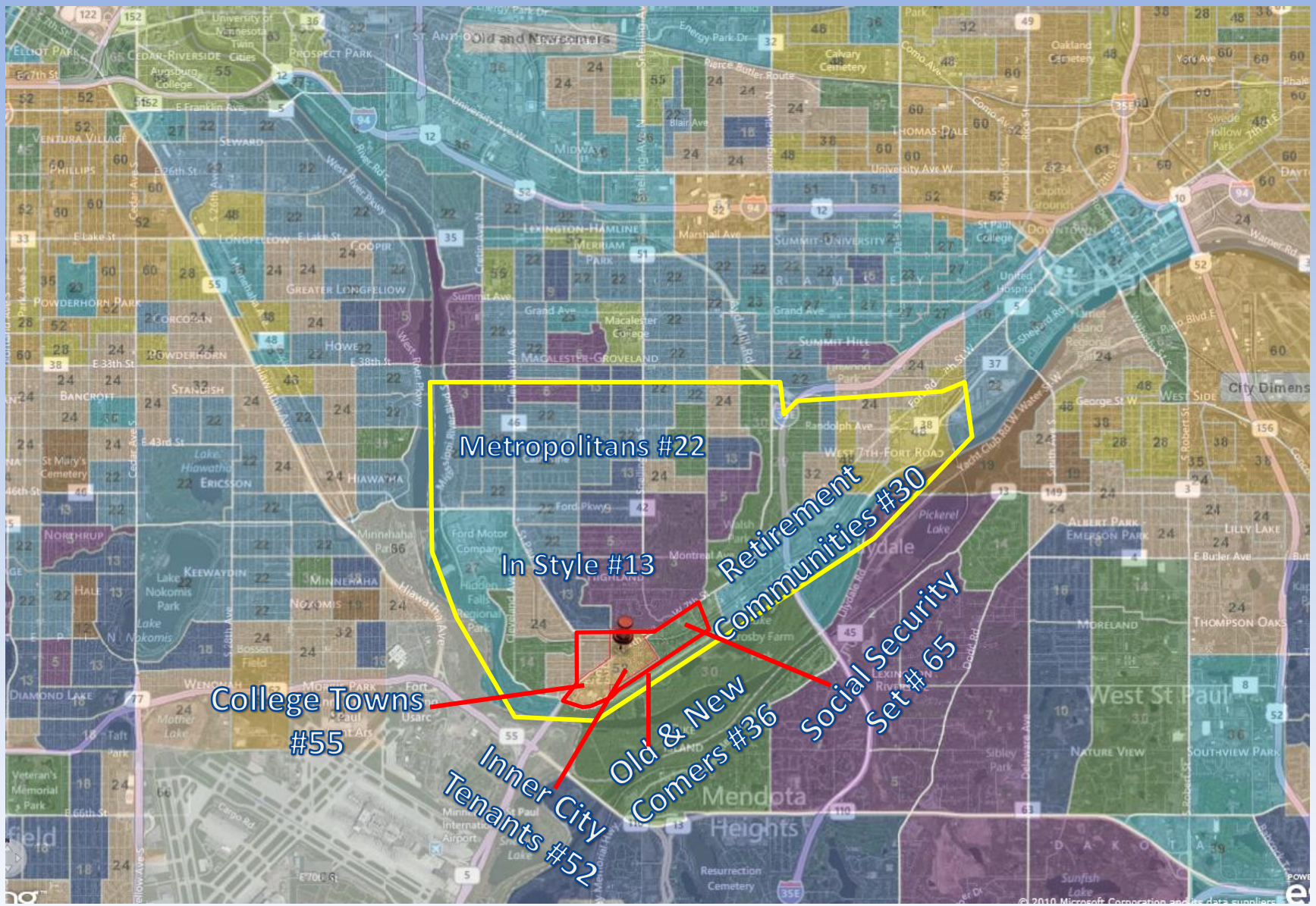## 3. Social Security Set #65 – (21.1% of trade area population)

Most households in this segment are old aged 65 years or older. Most live alone & are somewhat diverse where ½ are white, 1/3 are black and 18% are Hispanic. Their median household income is $16,805. 8% of households rely on public assistance. These residents shop at discount stores, but prefer grocery stores close to home. They bank in person and pay cash when they shop. These residents stay on top of current news and sports.

4. Old & Newcomers #36 – (17.3% of trade area population)

Residents of these transitional neighborhoods are either beginning their careers or retiring. They range from their 20's to 75 and older. The median age is 37.2. There are more singles than families. Most are white but diversity closely resembles that of the U.S. Median household income is $44,601. Their purchases reflect unencumbered lifestyles of singles and renters. They spend less at the grocery store than larger households. They go to the movies and exercise by walking, swimming and going bowling. They cook at home.

Top 4 Key Tapestry Definitions
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Map labels: Metropolitans #22, In Style #13, Retirement Communities #30, Social Security Set #65, College Towns #55, Old & New Comers #36, Inner City Tenants #52

Tapestry Segmentation Map
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IV. What business categories are desired in the Saint Paul Trade Area & what is the market potential for these categories?

Sibley Trade Area

Sample of Desired Business Categories	Number of Businesses currently in trade area	SPI – Compared to National Average	Average Spending Per Person	Total $ Spent
Grocery	7	109	$4,711	$86,524,672
Drug Store	5	105	$508	$9,339,565
Restaurants	11	110	$3,443	$63,239,885
Fitness	10	112	$177	$3,254,347
Dental	13	107	$335	$6,167,265
Mattress	0	107	$82.53	$1,515,973
Apparel & Services	5	77	$1,798.43	$33,027,852

Business Categories & Market Potential

Saint Paul Market Overview Presentation

Shepard / Davern Trade Area

Sample of Desired Business Categories	Number of Businesses currently in trade area	SPI – Compared to National Average	Average Spending Per Person	Total $ Spent
Grocery	1	72	$3,104.63	$8,916,276
Drug Store	0	62	$300.81	$863,905
Restaurants	6	72	$2,232.47	$6,411,483
Fitness	0	60	$95.31	$$273,709
Dental	0	60	$189.50	$544,237
Mattress	0	69	$53.53	$153,735
Apparel & Services	0	51	$1,173.66	$3,370,666

Business Categories & Market Potential
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Sibley Trade Area

Industry Group	Demand	Retail Sales	Retail Gap
Grocery Stores	$79,910,548	$42,222,886	**$37,687,662**
Furniture Stores	$8,578,772	$720,131	**$7,858,641**
Health & Personal Care Stores	$15,650,862	$7,103,127	**$8,547,735**
Full Service Restaurants	$35,350,221	$20,976,469	**$14,373,751**
Limited Service Restaurants	$38,185,564	$17,977,863	**$20,207,700**
Furniture & Home Furnishings	$5,558,536	$788,359	**$4,770,177**
Clothing & Accessories Stores	$19,129,307	$4,027,456	**$15,101,851**

Demand for Business Categories

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Shepard / Davern Trade Area

Industry Group	Demand	Retail Sales	Retail Gap
Grocery Stores	$7,931,075	$7,313,198	**$617,877**
Furniture Stores	$775,879	$0	**$775,879**
Health & Personal Care Stores	$1,521,321	$170,519	**$1,350,802**
Full Service Restaurants	$3,379,728	$4,263,644	**-$883,916**
Limited Service Restaurants	$3,691,798	$3,882,903	**-$191,105**
Furniture & Home Furnishings	$1,263,516	$0	**$1,263,516**
Clothing & Accessories Stores	$1,832,738	$87,982	**$1,744,756**

Demand for Business Categories

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Questions?

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