



Bourbon County Community Retail Needs Analysis

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Prepared By:



Commissioned By:



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Steward Gulager, Board Member

Lindsay Madison, President & CEO

Goldstone Consulting Group, LLC.

Project Consultants

David Gaines, Managing Director

Darrell Hampsten, Manager of Project
Development

Traci Anderson, Manager of Consulting Services

Joe Gaines, Manager of Data & Analytics

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EXECUTIVE SUMMARY

Introduction

The *Bourbon County Community Retail Needs Analysis* has been commissioned by the Bourbon County Regional Economic Development Corporation, a 501(c)(3) nonprofit organization that services all of Bourbon County, Kansas. This study is designed as a strategic framework to identify and address current opportunities that exist within the retail industry. By providing an in-depth assessment of the current market and leveraging data-driven projections for the future, this report serves as evidence to support industry expansion and business recruitment in efforts to develop a brighter economic future for the greater community.

Methodology

This analysis is heavily reliant on data extracted from ArcGIS Business Analyst software, provided by Esri, an international supplier of geographic information systems and geodatabase management applications. This software incorporates a continuous series of data from the US Census Bureau, Internal Revenue Service (IRS), American Community Survey (ACS), Consumer Expenditure Surveys (CEX), Bureau of Labor Statistics, building permits and housing developments, postal delivery counts, and a variety of private firms that are tested against the 2020 United States Census for validity. The resulting combination of data produces a balanced measure of growth or decline in a variety of categories. The most recent projections are a reflection of statistical models derived to account for the unprecedented and extraordinary circumstances centered around the COVID-19 pandemic and the resulting period of economic instability. With the unprecedented rate of inflation, supply chain challenges, and fluctuating economic measurements in recent months, the margin of error within statistical analyses and mathematical models is increased. While the data projections are established from trends locally, nationally, and internationally, the presented information is the best available estimate and is not deemed to be 100% accurate.

The *Bourbon County Retail Industry Overview* and *Consumer Profile* section merge the most recent data from a variety of sources that relate to local businesses, demographics, and consumer spending. This information is examined to develop a statistical model using key retail industry and demographic attributes to represent trends concerning the development of the community and industry. Consumer spending data combines current spending patterns and leverages five-year demographic prognostications to estimate future disbursements. From this statistical model, current estimates and future projections give insight into an ever-transforming community in and surrounding, Bourbon County.

The *Retail Gap Analysis* arranges data to compare the spending patterns of Bourbon County residents, to local and regional business sales. In doing so, the analysis classifies specific retail industry categories in which residents are traveling outside of the community to purchase goods, leading to a retail gap. Conversely, the analysis also recognizes categories in which individuals from outside of the community travel to Bourbon County to purchase goods from local businesses, leading to a retail surplus.

The *Retail Potential Analysis* combines retail gap information with specific data on current businesses within identical categories, to estimate the possibility of reclaiming a portion of the outside retail spending within Bourbon County. Additionally, the analysis relates these estimates to national business trends to approximate additional retail space that could be supported within the local community. This provides a recommendation for investment in the growth of current, or the establishment of new, retail locations. These projections are based on industry averages and should be examined on an individual basis when being applied to current or incoming business to Bourbon County.

In addition to data obtained from multiple independent sources, this report takes into consideration community input. During February and March 2022, the *Bourbon County Community Retail Needs Survey* conducted by Goldstone Consulting Group, LLC was distributed to community residents. Responses were collected anonymously, without association to survey respondents. Serving as a sample of Bourbon County citizens, pertinent response data has been analyzed and considered in developing recommendations and strategies related to future retail industry development.

Special Considerations – Food Service and Drinking Places

While the Food Services and Drinking Places are technically an industry separate from retail, they have been included in the *Bourbon County Community Retail Needs Analysis*. These establishments provide a multifaceted contribution to the economic health and development of a local region. In addition to providing revenue generation, dining locations are intertwined into the living experience in the community. Quality of life perceptions are often directly related to access to adequate food resources. In addition, Food Services and Drinking Places businesses provide a social and communal component that is difficult to replicate through other avenues. Financial trends are also closely related to that of the retail industry. For these reasons, Goldstone Consulting Group professionals have included this industry segment in our analysis as an opportunity for continued economic prosperity within Bourbon County.

Geographical Trade Areas

The geographical trade areas for this study are comprised of data from four market segments. Due to the rural nature of the study area and information obtained from residents surveyed in the community, the defined sectors were expanded to reflect the shopping patterns of respondents. In addition to Bourbon County, Kansas, trade areas are configured in 30, 45, and 55-mile rings. For the intent of this analysis, these rings were established from the geographical center of Bourbon County. Residents living in the outer portions of the county may have shorter travel distances to each of these defined trade areas.

Bourbon County

The primary region of focus in this study is the area within Bourbon County, Kansas. Encompassed in these boundaries are the communities of Bronson, Fort Scott, Fulton, Mapleton, Redfield, and Uniontown. In addition to these locations, the county has a vast unincorporated area that is home to a larger portion of the county's population.

30-Mile Trade Area

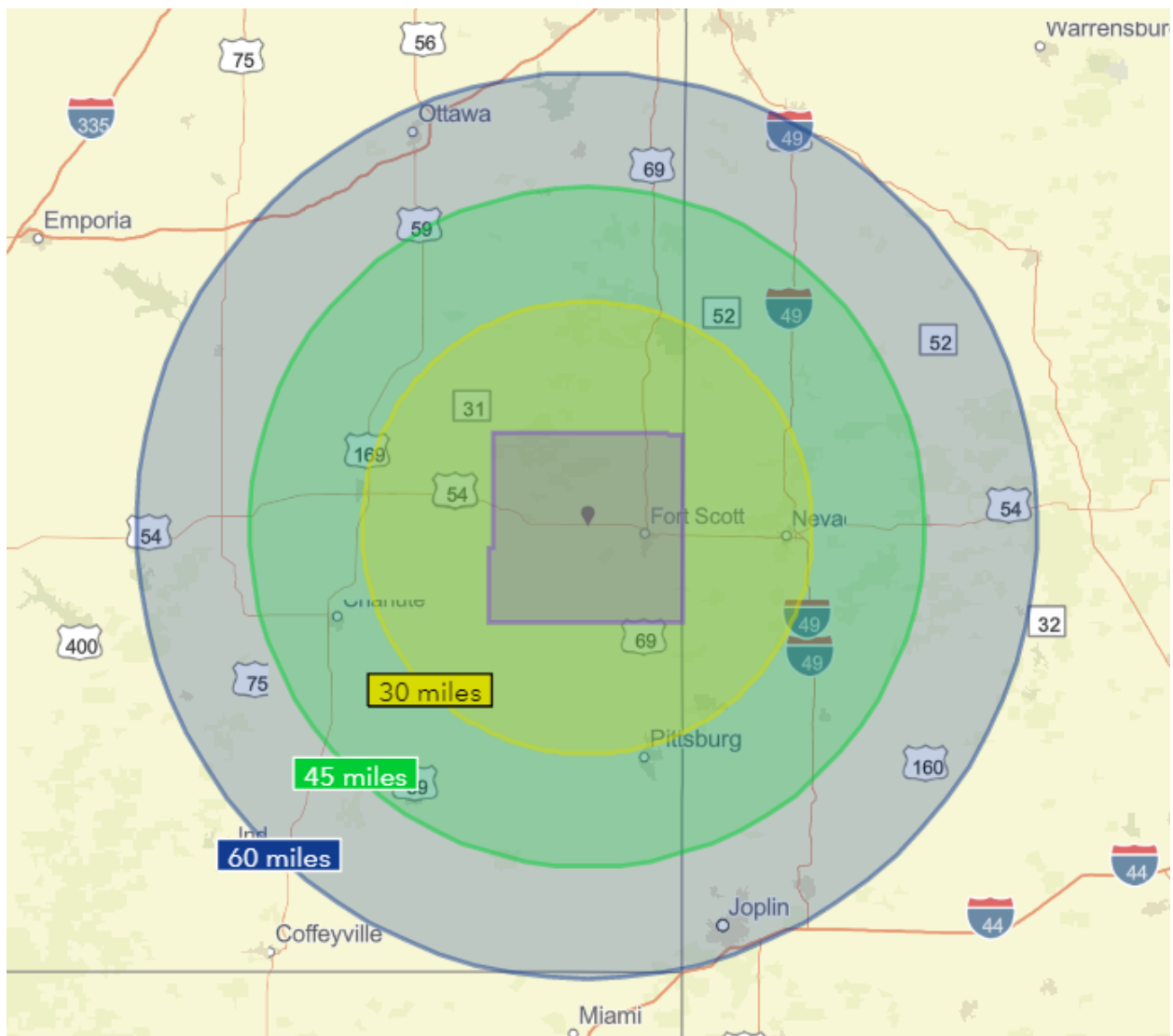
In addition to all of Bourbon County, the 30-Mile ring consists of multiple small communities in both rural Kansas and Missouri. Nevada is the most prominent of these communities, in the western portion of Missouri.

40-Mile Trade Area

In addition to all of Bourbon County, the 40-Mile trade area also consists of multiple small communities in both rural Kansas and Missouri. In the southeast portion of Kansas, Pittsburg and Chanute are the predominant locations in this ring.

60-Mile Trade Area

In addition to all of Bourbon County, the 60-Mile trade area also consists of both small rural, and suburban communities in Kansas and Missouri. In southern Missouri, Joplin serves as one of the more populous regions in this section. The borders of this trade area also branch north into Ottawa, KS, and the broader Kansas City metropolitan area, as well as south into the edges of Oklahoma.



SECTION ONE: BOURBON COUNTY RETAIL INDUSTRY OVERVIEW

The retail industry in Bourbon County plays a significant role in the economic status of the local region. With 115 listed establishments, retail locations account for nearly 19% of all businesses within the county. By generating over \$120 million in annual sales, they also provide over 10% of the total revenue in the region¹. Additionally, Bourbon County retailers contribute nearly 1200 positions to the local workforce, specifically accounting for a large portion of part-time and entry-level employment opportunities for county residents.

Employment opportunities often drive the economic development of a region, leading many retail industry categories to be identified as key contributors to economic health. Food Services and Drinking Places top all industry categories in total businesses and employment, accounting for 20% of unique establishments and 37% of retail employment. Even though only 4.3% of retail locations are General Merchandise Stores, these companies contribute over 200 positions to the labor force. Motor Vehicle and Parts Dealers and Food and Beverage Stores each also offer over 100 employment opportunities.

As a leader in employment, Motor Vehicle and Parts Dealers also spur retail revenue generation with over \$35 million in annual sales, 29% of the industry. While local Gasoline Stations tallied just under \$20 million in sales for 2021, this number has been on the climb in 2022 and is expected to account for a larger portion of the retail industry throughout this calendar year. At nearly \$17 million, Food and Beverage Stores are the third-highest producer of retail sales. Together these three categories account for nearly 60% of all industry transactions, a number driven by the spending pattern of local consumers.

The foundation of the local retail industry is spread amongst a variety of business types. While nationally recognized corporations such as Wal-Mart, Tractor Supply Co., or Phillips 66 contribute significant portions of local sales and/or workforce, Bourbon County is primarily home to smaller businesses. Just over 64% of all establishments within the county employ 5 or fewer individuals. These small businesses account for nearly 55% of all locally-generated revenue, signifying the importance of small and locally-owned retail organizations.

The table on the following page provides an overview of the retail industry in relation to NAICS codes, estimated for the 2021 calendar year. For complete definitions of pertinent NAICS retail categories, see Appendix A.

¹ Data Axle Business Locations (Q4 2021)

Retail Industry Overview						
Retail Category	Businesses		Employees		2021 Sales	
	Number	%	Number	%	Number	%
Food Services & Drinking Places*	23	20.0%	430	36.9%	\$ 13,507,000	11.1%
Motor Vehicle & Parts Dealers	16	13.9%	136	11.7%	\$ 35,176,000	29.0%
Miscellaneous Store Retailers	15	13.0%	61	5.2%	\$ 3,698,000	3.1%
Food & Beverage Stores	11	9.6%	124	10.6%	\$ 16,965,000	14.0%
Bldg Material & Garden Equipment & Supplies Dealers	11	9.6%	62	5.3%	\$ 10,091,000	8.3%
Gasoline Stations	9	7.8%	50	4.3%	\$ 19,720,000	16.3%
Nonstore Retailers	6	5.2%	4	0.3%	\$ 825,000	0.7%
General Merchandise Stores	5	4.3%	210	18.0%	\$ 10,224,000	8.4%
Sport Goods, Hobby, Book, & Music Stores	5	4.3%	18	1.5%	\$ 1,480,000	1.2%
Health & Personal Care Stores	5	4.3%	32	2.7%	\$ 5,076,000	4.2%
Clothing & Clothing Accessories Stores	4	3.5%	19	1.6%	\$ 1,682,000	1.4%
Electronics & Appliance Stores	3	2.6%	8	0.7%	\$ 1,156,000	1.0%
Furniture & Home Furnishings Stores	2	1.7%	12	1.0%	\$ 1,612,000	1.3%
Total	115		1166		\$ 121,212,000	

*Food Services & Drinking Places is considered Accommodation & Food Services by NAICS Industry codes

Data Note: This information is calculated using Esri's data allocation, which uses census block groups to allocate business summary data to custom areas. Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity.

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

SECTION TWO: CONSUMER PROFILE

Retail industry development must be designed to address the needs of the local consumer. The information within this section examines the characteristics of the consumer and households within Bourbon County and the surrounding trade areas. The culmination of this data is the development of generalized consumer profiles within the indicated areas. Such a generalization is used to predict future household spending patterns, driving decision-making in the development of the retail industry.

Demographic Profile

Population Characteristics

As with many midwestern, rural communities, Bourbon County has been experiencing population decline since reaching a peak of nearly 29,000 residents in the late 19th century². Over the last 40 years, however, the population has begun to stabilize. With a current estimated population of 14,293, decreases over the next five years are projected at 0.54% each year. Though population decline generally creates challenges for retail industry development, this rate of stabilization provides an opportunity for potential future growth.

A similar trend in the total population is evident in the surrounding rural areas. However, as the distance from Bourbon County increases, the rate of population decline reduces. As evident in the 60-Mile trade area, this tendency can be tied to population density. Over recent decades urban and suburban communities across the Midwest and the United States have shown population growth in tandem with rural area population decline. While residential patterns have experienced slight shifts in the wake of Covid-19, similar trends are expected to continue in the near future.

Population Characteristics				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Total Population in 2000	15,379	63,046	174,694	402,018
Total Population in 2010	15,173	62,917	173,131	414,966
Current Population	14,293	62,887	171,632	420,748
Group Quarters	396	1,850	4,949	9,544
Projected Population in 2027	13,914	61,816	168,842	420,363
Projected Annual Rate of Change	-0.54%	-0.35%	-0.33%	-0.02%

Source: U.S. Census Bureau, Census 2020 Summary File 1. Esri and Goldstone Consulting Group forecasts for 2022 and 2027.

Household and Family Characteristics

For about 30 years starting around 1960, the United States experienced a significant decline in household and family size as the birth rate across the country decreased. Over recent years, these numbers have begun to stabilize. The current average household size in Bourbon County is 2.45 people,

² Bureau, U. S. C. (2021, December 8). *1900 census: Bulletins*. Census.gov. Retrieved from <https://www.census.gov/library/publications/1900/dec/bulletins.html>

very near the national average of 2.51³. The surrounding trade areas also exhibit comparable numbers. Similarly, the average family size of 3.02 within the county is also slightly below the current national average of 3.13⁴ but very near to measures within the other trade areas.

Differences in the number of households and the number of families within each of the focus geographical regions can be attributed directly to population variances. With Bourbon County experiencing a slightly greater rate of population decline than the surrounding trade areas, concurrent changes to the total number of households and families are expected during the next five years. However, household and family sizes are expected to experience minimal differences during the same period.

Household and Family Characteristics				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Household Characteristics				
Total Households	5,682	25,432	69,163	167,838
Average Household Size	2.45	2.40	2.41	2.45
Projected Households in 2027	5,531	25,063	68,160	167,754
Projected Annual Rate of Change	-0.55%	-0.29%	-0.29%	-0.01%
Family Characteristics				
Families	3,711	16,723	44,508	111,006
Average Family Size	3.02	2.96	2.96	2.99
Projected Families in 2027	3,600	16,380	43,618	110,451
Projected Annual Rate of Change	-0.62%	-0.41%	-0.40%	-0.10%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2022 and 2027 Esri converted Census 2000 data into 2010 geography.

Household Income Characteristics

At \$45,525, the Bourbon County community experiences the lowest median household income (MHI) of the identified regions. As the two measures are closely related, a very similar measure of comparison can be identified with average household income. These income differences are typical when comparing regions with different population densities. Generally, more suburban and urbanized areas experience higher costs of living, requiring a greater income base. As expected, the 60-Mile trade area covering Joplin, MO, and stretching near the Kansas City metropolitan area displays the greatest income base. However, it is interesting to note that income levels drop from the 30-Mile trade area to the 45-Mile sector.

Household income distribution levels are in relation to the trends of average and median incomes. 36.3% of Bourbon County households earn less than \$35,000 each year. In comparison, the 30-Mile, 45-Mile, and 60-Mile trade areas experience very similar lower-income levels of 36.1%, 37.7%, and 36.0%, respectively. The variation tends to occur in upper-income households. 15.7% of Bourbon

³ Published by Statista Research Department, & 22, F. (2022, February 22). *Average size of households in the U.S. 2021*. Statista. Retrieved from <https://www.statista.com/statistics/183648/average-size-of-households-in-the-us/>

⁴ Published by Statista Research Department, & 22, F. (2022, February 22). *Average family size in the US 1960-2020*. Statista. Retrieved from <https://www.statista.com/statistics/183657/average-size-of-a-family-in-the-us/>

County households earn \$100,000 or more each year, while each of the other trade areas has 19.0% or more earning at this same level. While household income is expected to increase over the next five years, the projected annual rate of change is below all USDA projections of annual inflation to the consumer price index.

Household Income Characteristics				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Median Household Income (MHI)				
Current MHI	\$ 45,525	\$ 48,300	\$ 46,928	\$ 49,512
Projected MHI in 2027	\$ 48,519	\$ 52,684	\$ 51,313	\$ 53,262
Projected Annual Rate of Change	1.23%	1.66%	1.71%	1.41%
Household Income Distribution				
Less than \$15,000	14.2%	13.2%	14.7%	13.6%
\$15,000 to \$24,999	11.4%	11.7%	11.8%	10.8%
\$25,000 to \$34,999	10.7%	11.2%	11.2%	11.6%
\$35,000 to \$49,999	18.7%	15.8%	15.3%	15.0%
\$50,000 to \$74,999	17.8%	18.7%	19.1%	20.0%
\$75,000 to \$99,999	11.5%	12.2%	11.5%	11.3%
\$100,000 to \$149,999	9.3%	11.6%	10.9%	11.4%
\$150,000 to \$199,999	3.8%	2.8%	2.9%	3.4%
\$200,000 or More	2.6%	2.8%	2.5%	2.9%
Average Household Income	\$ 62,911	\$ 64,702	\$ 62,779	\$ 65,560
Projected 2027 Household Income Distribution				
Less than \$15,000	13.2%	12.0%	13.6%	12.3%
\$15,000 to \$24,999	10.3%	10.7%	10.9%	9.9%
\$25,000 to \$34,999	10.0%	10.2%	10.3%	10.7%
\$35,000 to \$49,999	18.8%	15.4%	15.0%	14.6%
\$50,000 to \$74,999	17.7%	18.9%	19.3%	20.1%
\$75,000 to \$99,999	11.9%	12.7%	11.9%	11.8%
\$100,000 to \$149,999	10.6%	13.7%	12.7%	13.2%
\$150,000 to \$199,999	4.6%	3.5%	3.5%	4.1%
\$200,000 or More	2.8%	3.0%	2.8%	3.3%
Average Household Income	\$ 69,239	\$ 72,087	\$ 69,574	\$ 73,068

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2022 and 2027 Esri converted Census 2000 data into 2010 geography.

Age Characteristics

The current median age of the Bourbon County community is 40.3 years, which has increased over the last decade. Currently, 79% of the county population is considered an adult, slightly greater than the national average of 77.9%. Over the last decade, this number has increased by over 10% for both the local community and the entire nation.⁵ With a large portion of the county residents experiencing mid-to-late adulthood and a decreasing birth rate, the median age of Bourbon County is expected to climb over the next five years. While the nearest surrounding trade area has a slightly higher median age, the 45-Mile and 60-Mile trade areas exhibit very comparably. Projected changes to the current age distributions mirror that of the projected increase in median age.

Race/Ethnicity Characteristics

The majority of Bourbon County is comprised of individuals who identify as “White Alone”, at 90.6%. Black and multi-racial individuals experience the next highest representation at 3.2% each. As evident by the Diversity Index, Bourbon County has very limited racial variances. The Diversity Index from Esri represents the probability that two individuals, selected at random from a defined area, identify as a different race or ethnic group. Both ethnic and racial diversity are included in the Diversity Index. At 22.6, the local community on displays slightly greater diversity than the nearest trade area, but less than those regions further away.

Age Characteristics				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Age Synopsis				
Median Age in 2010	38.2	40.7	38.8	38.5
Current Median Age	40.3	42.9	40.6	40.1
Projected Median Age in 2027	41.2	43.8	41.5	41.0
Age Distribution				
Total Population	14,293	62,887	171,632	420,748
0 to 4	5.5%	5.8%	6.0%	6.2%
5 to 9	6.0%	6.0%	6.1%	6.3%
10 to 14	6.3%	6.0%	6.0%	6.3%
15 to 24	8.8%	11.8%	13.1%	12.4%
25 to 34	10.8%	11.8%	12.5%	12.7%
35 to 44	9.7%	11.2%	11.0%	11.6%
45 to 54	12.5%	11.3%	11.1%	11.4%
55 to 64	15.8%	14.1%	13.6%	13.5%
65 to 74	12.8%	12.2%	11.4%	11.1%
75 to 84	7.8%	6.8%	6.3%	6.0%
85+	4.0%	3.0%	2.8%	2.6%
18+	79.0%	78.6%	78.4%	77.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2022 and 2027 Esri converted Census 2000 data into 2010 geography.

Race/Ethnicity Characteristics				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Race/Ethnicity Distribution				
Total Population	14,293	62,887	171,632	420,748
White Alone	90.6%	93.0%	91.4%	90.1%
Black Alone	3.2%	1.6%	2.1%	1.8%
American Indian Alone	0.9%	1.0%	1.1%	1.5%
Asian Alone	1.2%	0.8%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.1%	0.2%
Some Other Race Alone	0.8%	0.9%	1.4%	2.3%
Two or More Races	3.2%	2.6%	2.9%	3.2%
Hispanic Origin	3.0%	3.0%	4.3%	5.4%
Diversity Index	22.6	18.5	23.3	27.0

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2022 and 2027 Esri converted Census 2000 data into 2010 geography.

⁵ U.S. Census Bureau, Census 2020 Redistricting Data (Public Law 94-171) Summary File

Consumer Spending

Consumer spending reports provide significant insights into the status of the economy. The table on the following page provides data on consumer spending during the 2021 calendar year for each of the defined geographical trade areas. The report displays both total and retail expenditures, segmenting them into different retail categories. Values are displayed for both the average amount spent per household in each category and a Spending Potential Index (SPI). The SPI compares the average spending of households within the identified region to the national average household spending (represented by a value of 100), for each specified category. The SPI provides a measure of comparison to the national average. For example, an SPI of 75 indicates that within the local region, spending is 25% below the national average for that category.

The average household in Bourbon County spends slightly over \$54,000 each year, or over 85% of their total income. Nearly 31% of total spending is dedicated to the retail industry. Transportation leads all retail categories, garnering a little over \$6,500 of the average household's spending each year, followed by food-related purchases. While average spending fluctuates, similar patterns can be uncovered in each of the surrounding trade areas.

Compared to the nation, the average consumer in Bourbon County spends less in each of the identified categories, both retail and otherwise. This is in direct relation to the lower average household income in the county than in aggregate across the United States as residents spend about 31% less than the average household. As expected, relative spending for Bourbon County citizens is prioritized within the retail categories of Transportation and Food at Home. However, both Health Care related purchases and Entertainment and Recreation exhibit a higher SPI than any retail category. While the United States average provides a standard of measurement, a comparison amongst the four defined trade areas offers a more actionable data representation.

Similar metrics of spending within Bourbon County can be found in each of the trade areas. As a recurring theme, Transportation is the priority retail category, accounting for 12.3% to 13% of total household spending. Food at Home and Food Away from Home are the second and third most popular category for each of the geographical sectors. When comparing the ratio of total spending from each retail category across Bourbon County and the three other trade areas, a very similar pattern leads to a similar consumer profile.

A detailed consumer spending index report can be found in Appendix B.

Household Expenditures					
Spending Category	Per Household	Trade Area			
		Bourbon Co.	30-Mile	45-Mile	60-Mile
Total Expenditures	Average Spent	\$ 54,395	\$ 56,369	\$ 54,508	\$ 56,461
	SPI	69	71	69	72
Retail Expenditures	Average Spent	\$ 16,705	\$ 17,440	\$ 16,870	\$ 17,356
	SPI	70	73	70	73
Apparel & Services	Average Spent	\$ 1,412	\$ 1,439	\$ 1,408	\$ 1,479
	SPI	67	68	66	70
Food at Home	Average Spent	\$ 3,963	\$ 4,187	\$ 4,012	\$ 4,079
	SPI	73	77	74	75
Food Away from Home	Average Spent	\$ 2,518	\$ 2,565	\$ 2,507	\$ 2,629
	SPI	66	68	66	69
Household Furnishings & Equipment	Average Spent	\$ 1,527	\$ 1,565	\$ 1,523	\$ 1,600
	SPI	68	69	68	71
Personal Care Products & Services	Average Spent	\$ 611	\$ 627	\$ 609	\$ 636
	SPI	68	70	68	71
Transportation	Average Spent	\$ 6,674	\$ 7,056	\$ 6,811	\$ 6,934
	SPI	73	78	75	76
Entertainment & Recreation	Average Spent	\$ 2,413	\$ 2,586	\$ 2,468	\$ 2,489
	SPI	75	80	76	77
Housing	Average Spent	\$ 16,498	\$ 16,772	\$ 16,317	\$ 17,113
	SPI	66	67	65	68
Health Care	Average Spent	\$ 4,866	\$ 5,244	\$ 4,991	\$ 5,021
	SPI	78	84	80	81
Education	Average Spent	\$ 952	\$ 917	\$ 924	\$ 1,007
	SPI	55	53	54	58
Travel	Average Spent	\$ 1,638	\$ 1,662	\$ 1,605	\$ 1,697
	SPI	65	66	64	67

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100. Not all categories in household spending are included, but rather those focuses on potential retail development.

Source: Esri forecasts for 2021; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Segmentation

Esri Tapestry Segmentation is a geodemographic segmentation system designed to identify consumer markets in the United States. The system combines the demographics of a designated area with local geography to create a classification model with 67 distinct, behavioral market segments. This information is then categorized to create 14 different summary groups or segments. Tapestry Segmentation provides a generalized approach to understanding common consumer behaviors within a defined area. The top five Tapestry segments for each of the defined trade areas can be found in the table below.

For Bourbon County, the top two categories, Old and Newcomers and Prairie Living account for a little under half of the total population. While Prairie Living is used to describe groups of people in each of the defined trade areas at varying rates, Old and Newcomers is particular to only the inner-most ring. Salt of the Earth, Middle Constants, and Traditional Living can each be used to describe around 10% of the immediate community. The remaining 21.1% of residents match profiling segments with similar characteristics. These additional categories can be found in some, but not all the remaining trade areas at different proportions.

It is worth noting that as the geographical regions increase their distance from Bourbon County, a decreasing percentage of the population is accounted for in the top five demographic segments. This is another indication of diversity within communities, considering not only race/ethnicity but age, income levels, family size, spending patterns, and other demographic patterns.

A full profile for each segment located within Bourbon County can be found on the following pages⁶. Additional profiles that pertain to the other trade areas can be found in Appendix C.

Top Tapestry Segments								
Rank	Trade Area							
	Bourbon County		30-Mile		45-Mile		60-Mile	
	Segment	%	Segment	%	Segment	%	Segment	%
1	Old and Newcomers	26.3%	Prairie Living	29.3%	Prairie Living	20.4%	Heartland Communities	15.8%
2	Prairie Living	21.2%	Heartland Communities	15.9%	Heartland Communities	20.1%	Traditional Living	12.2%
3	Salt of the Earth	11.3%	Small Town Simplicity	10.6%	Traditional Living	12.5%	Prairie Living	11.2%
4	Midlife Constants	11.0%	Salt of the Earth	8.7%	Salt of the Earth	8.3%	Salt of the Earth	8.2%
5	Traditional Living	9.1%	Old and Newcomers	6.1%	Small Town Simplicity	8.0%	Midlife Constants	7.3%
% of population		78.9%		70.6%		69.3%		54.7%

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood.

Source: Esri Business Analyst Online

⁶ Esri Business Analysts Online with consumer preferences estimated from data by MRI-Simmons

OLD AND NEWCOMERS

26.3% of Bourbon County Residents

This market features singles’ lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious, helping to fundraise and recycle. Age is not always obvious from their choices.

Average Household Size: 2.12

Median Age: 39.4

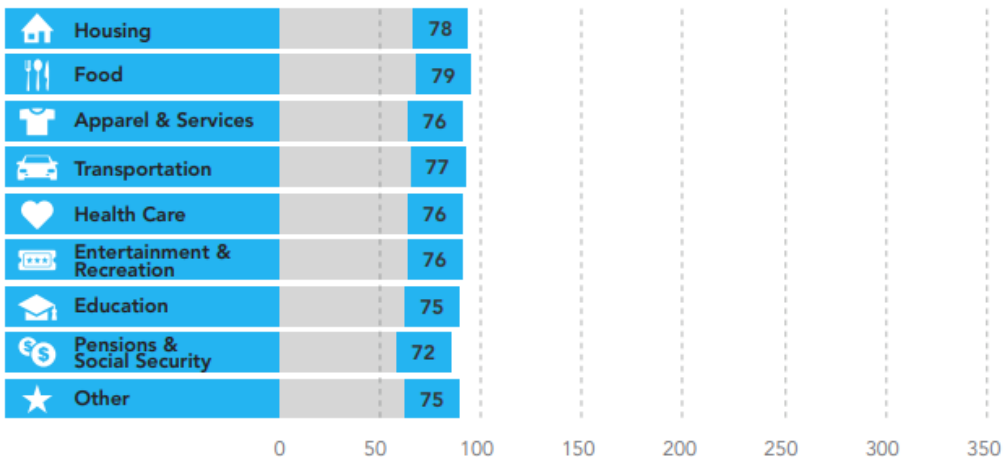
Median Household Income: \$44,900

Market Profile and Socioeconomic Traits:

- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- They are comfortable with the latest technology.
- Vehicles are just a means of transportation.
- Food features convenience, frozen and fast food.
- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- Consumers are price-aware and coupon clippers, but open to impulse buys.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



PRAIRIE LIVING

21.2% of Bourbon County Residents

Prairie Living is Tapestry Segmentation’s most rural market, comprising about 1.2 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this market. When they find time to relax, they favor outdoor activities.

Average Household Size: 2.51

Median Age: 44.4

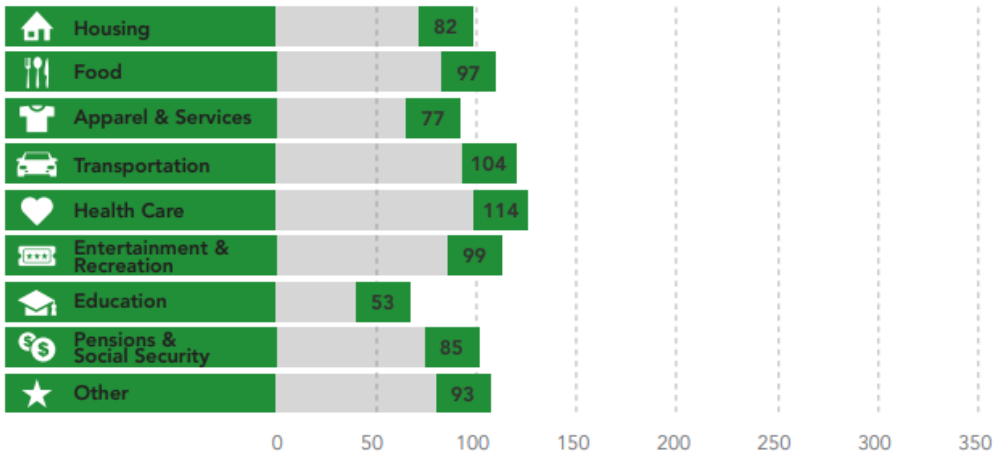
Median Household Income: \$54,300

Market Profile and Socioeconomic Traits:

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts. They read the local newspaper as well as home service, and fishing/hunting magazines.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.
- The labor force participation rate is slightly higher at 65%.
- Tend to buy things when they need them, rather than when they want them or to be trendy. Creatures of habit when purchasing food items.
- Somewhat resistant to new technology.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



SALT OF THE EARTH

11.3% of Bourbon County Residents

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority have at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte.

Average Household Size: 2.59

Median Age: 44.1

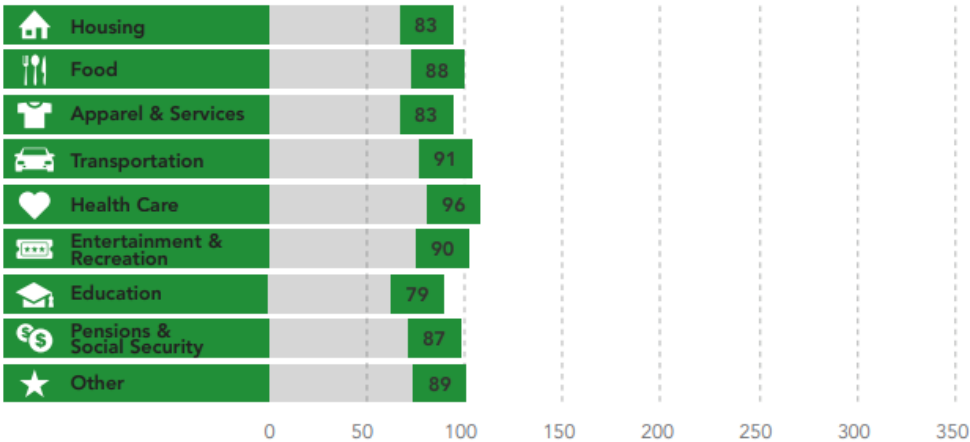
Median Household Income: \$56,300

Market Profile and Socioeconomic Traits:

- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online.
- Household income is just over the national median, while net worth is nearly double the national median.
- Cost-conscious and health-conscious consumers are loyal to brands they like. Focus on buying American.
- Last to buy the latest and greatest products.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



MIDLIFE CONSTANTS

11.0% of Bourbon County Residents

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and above-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Average Household Size: 2.31

Median Age: 47.0

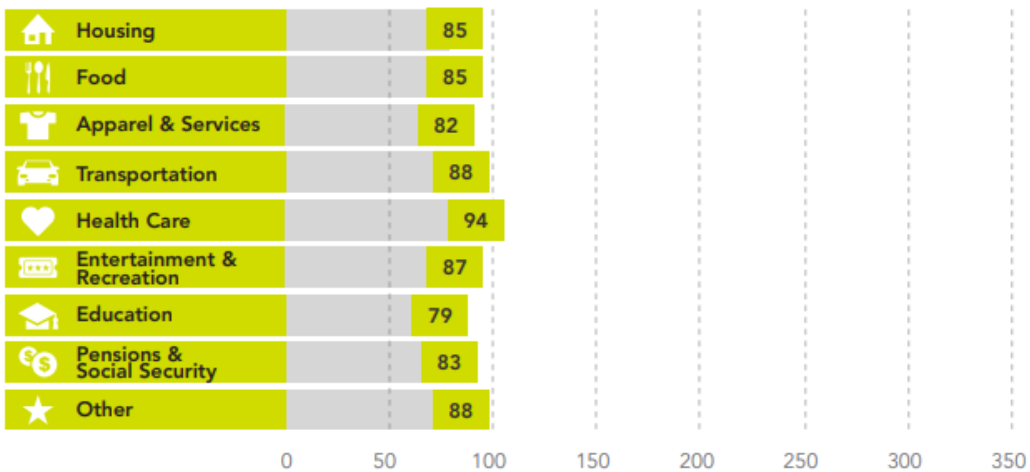
Median Household Income: \$53,200

Market Profile and Socioeconomic Traits:

- Prefer practical, domestic vehicles like SUVs and trucks
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs, and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Leisure activities include movies at home, reading, fishing, and golf
- At 31%, the labor force participation rate is low in this market
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



TRADITIONAL LIVING

9.1% of Bourbon County Residents

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or in a new marriage while retaining their youthful interests in style and fun.

Average Household Size: 2.51

Median Age: 35.5

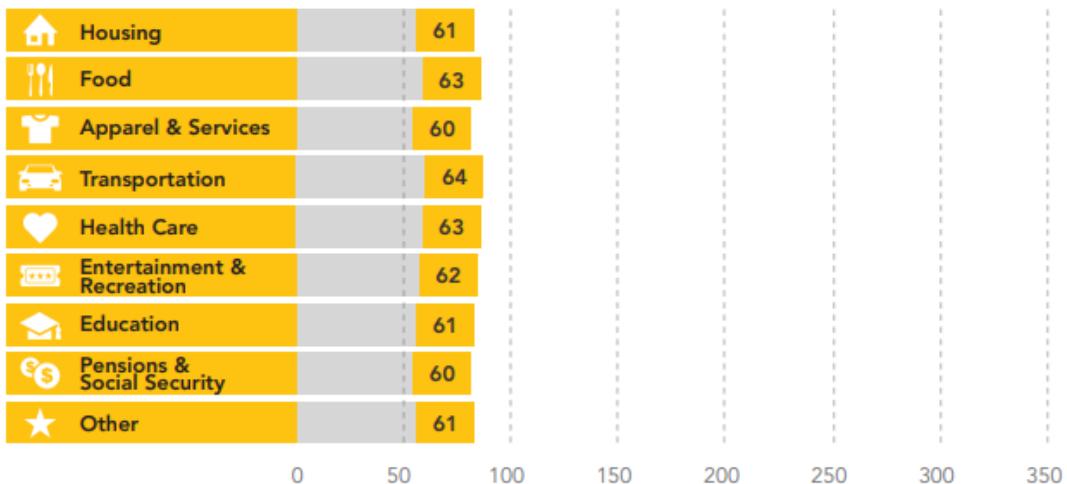
Median Household Income: \$39,300

Market Profile and Socioeconomic Traits:

- Shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Cost-conscious consumers that are comfortable with brand loyalty unless the price is too high.
- Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

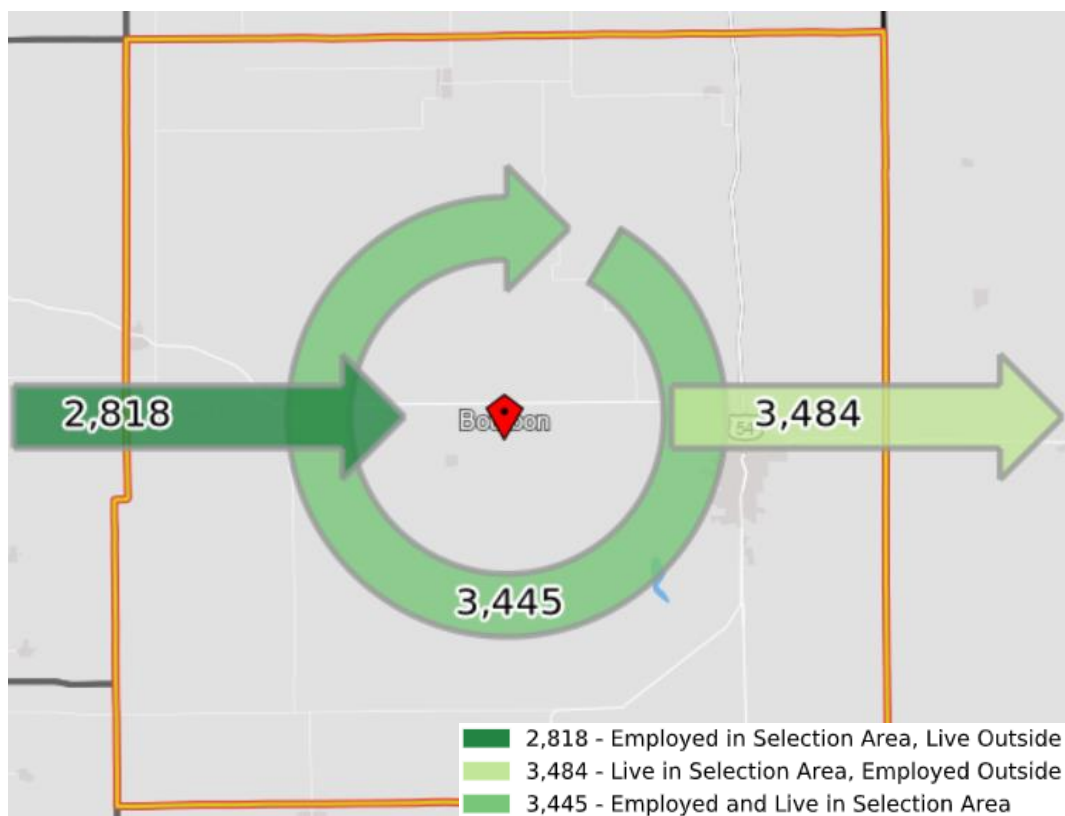


Commuter Characteristics

While local consumers living within a region are the primary driver of industry sales, others who travel in and out of the boundaries can have a significant impact on economic standing. According to the most recently available U.S. Census Bureau data, reporting businesses in Bourbon County employed 6,263 individuals across all industries. Of these employees, just under 45% commute into the region. Over 600 more individuals live within Bourbon County but travel elsewhere for work. The result is a net outflow of jobs for the county.

While retail businesses within Bourbon County have the opportunity to capitalize on 2,818 additional individuals traveling into the county regularly, those from outside regions have just as much opportunity to draw purchases from local residents. With a net outflow of commuters, local convenience-type locations (such as gasoline stations, convenience stores, and fast-food restaurants) are likely losing out on the opportunity for sales to residents. This phenomenon creates a reduction in potential market demand. Though total values reported may not entirely represent the current laborforce of the county, these past ratios help to further outline opportunities for retail recapture potential within Bourbon County.

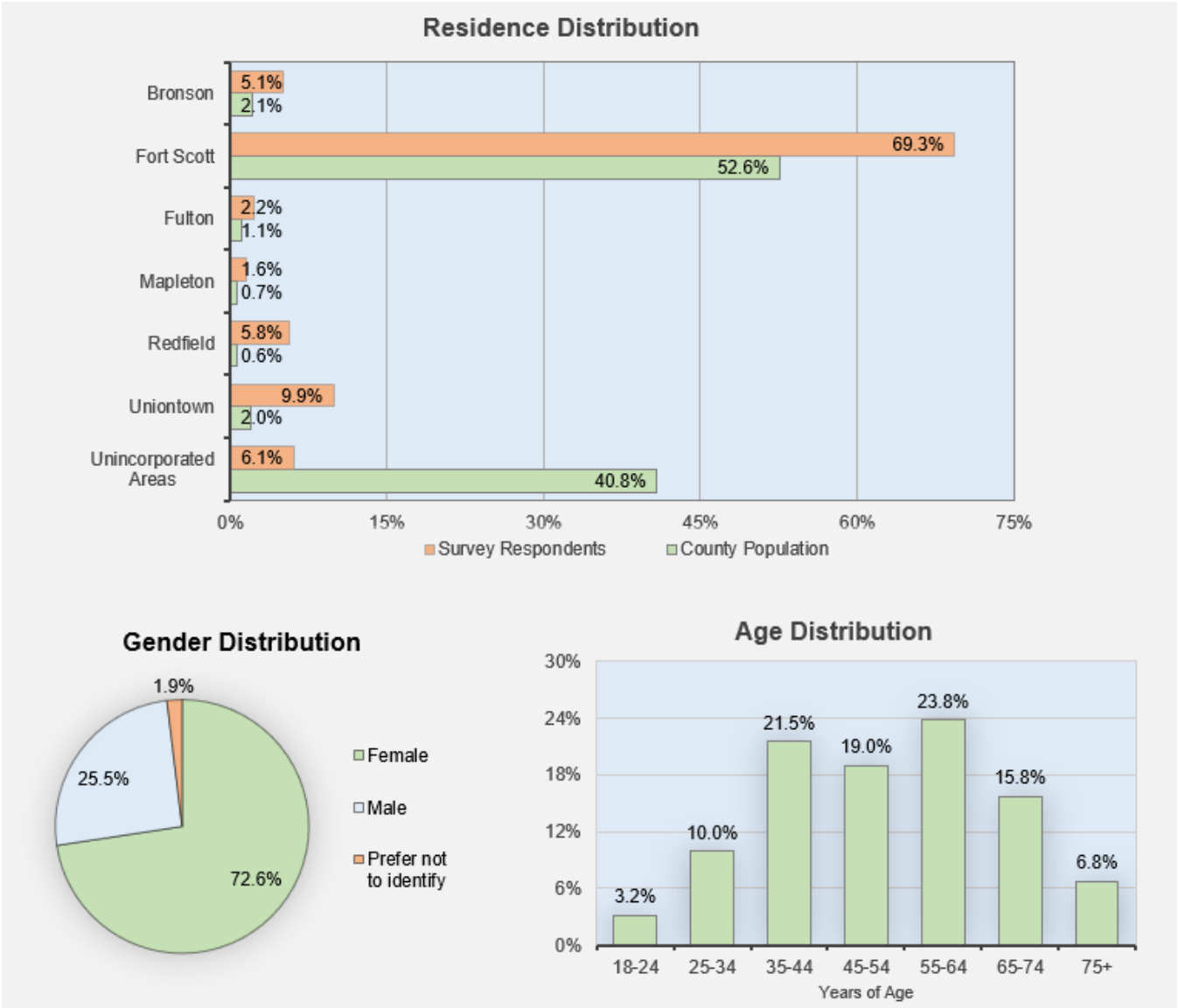
2019 Commuter Pattern Overview



Source: U.S. Census Bureau, Center for Economic Studies, LEHD

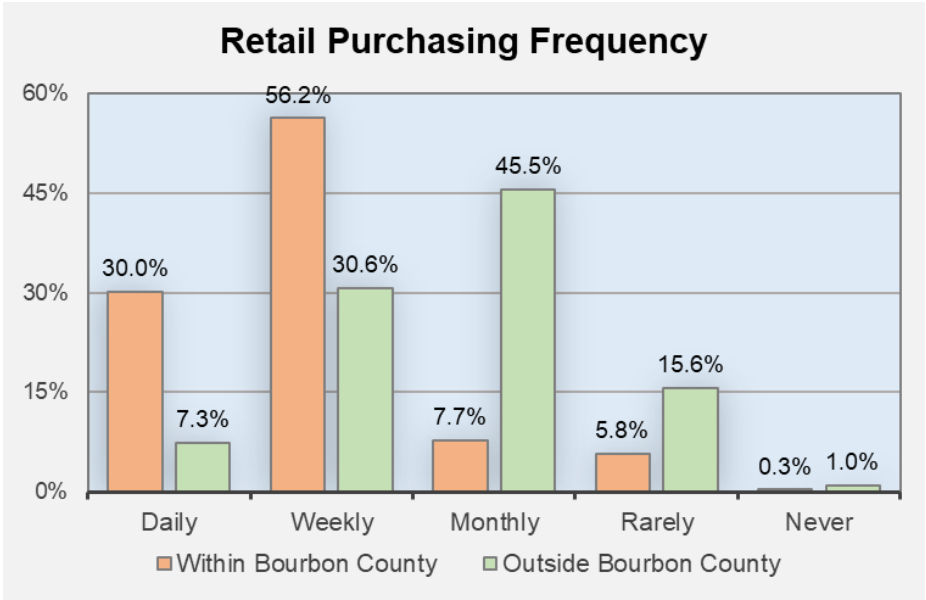
SECTION THREE: COMMUNITY RETAIL NEEDS SURVEY REPORT

In an independent study conducted by Goldstone Consulting Group, Bourbon County residents were provided the opportunity to convey information on various topics relating to the retail industry and this study. Of the 317 respondents completing the *Bourbon County Community Retail Needs Survey*, the majority were residents of Fort Scott. The remaining responses were distributed amongst each of the other communities within the county. It is important to note that unincorporated areas within Bourbon County may be underrepresented in the following survey analysis, as Fort Scott may display some slight overrepresentation. Completed surveys also were more likely to come from females and middle-aged individuals. The charts below provide additional insights into the demographic data of respondents to the survey. While the relevance of the information collected is still significant, results may be slightly biased towards groups with increased participation in the *Bourbon County Community Retail Needs Survey*.

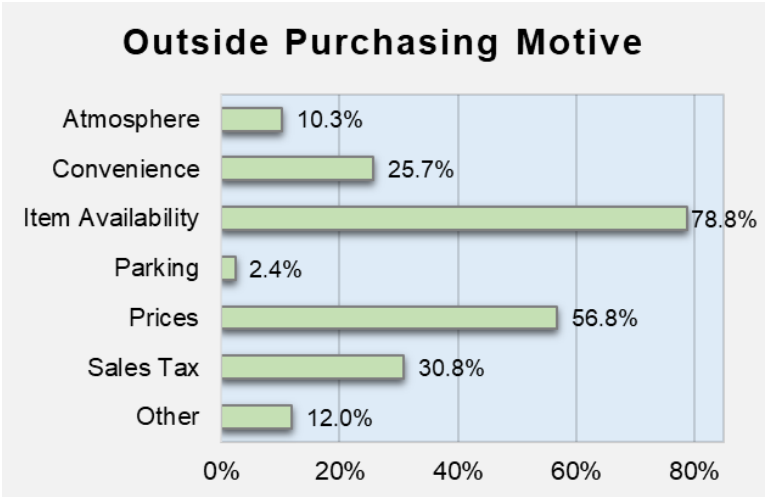


Consumer Tendencies

Respondents to the *Bourbon County Community Retail Needs Analysis Survey* are largely very active retail consumers, as over 86% purchase retail items within the county every week and over 30% daily. While residents frequent local retail businesses, many are also engaged in similar transactions outside of Bourbon County. Over 83% of respondents report purchasing retail items outside of the county every month, compared to 94% within the county. This trend suggests that local businesses are losing the opportunity to capture sales from the citizens in nearest proximity to their establishments.



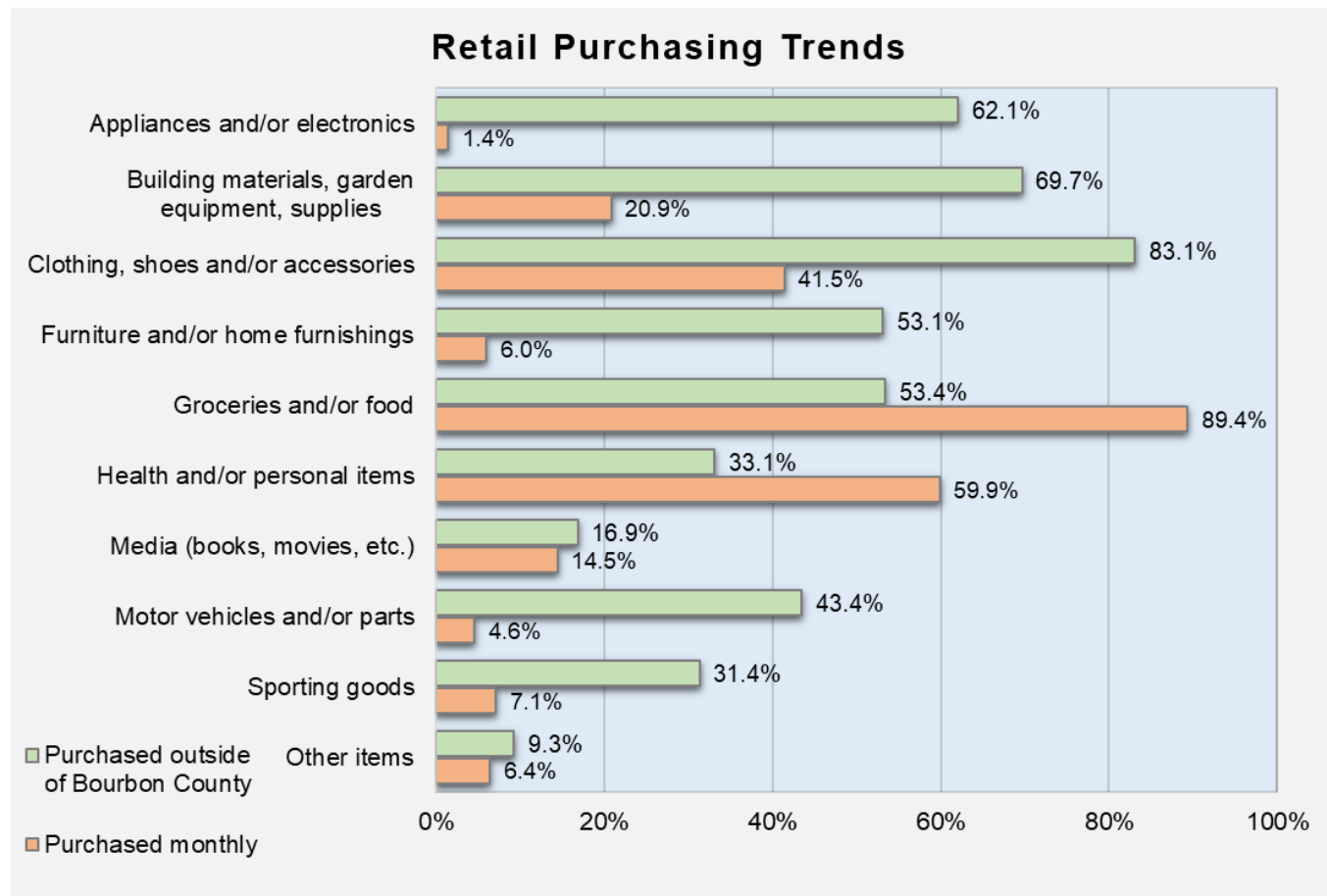
The majority of survey respondents indicated multiple reasons for deciding to purchase retail items outside of the local community. Nearly 80% of Bourbon County residents are prompted to travel greater distances because of item availability, and over half are motivated by preferential pricing. Decreased sales tax and convenience are also key contributors. While traditionally proximity to an individual’s residence would be the driver of convenience, over 65% of survey responses came from individuals that commute outside of the county for work. As suggested previously, commuting patterns play a role in retail sales trends. Some respondents even explicitly stated that they tend to shop closer to their employment location. Furthermore, responses suggest that travel time is not an obstacle in locating desired items. Over 80% of residents report driving 30 minutes or longer for their shopping preferences, while over 30% will travel over an hour.



While many commonalities exist in reasoning for local residents to shop outside of the county, the retail items that are purchased display more variance. According to response data, 83.1% of Bourbon County citizens are buying clothing, shoes, and/or accessories from outside of the local community. Appliances and/or electronics and building materials, garden equipment, and supplies are also highly sought-after items.

The impact on the local retail economy must also take into consideration the frequency of purchases. Though Bourbon County citizens are more likely to purchase appliances and/or electronics outside of the community than other categories, only 1.4% buy these items monthly. Conversely, 89.4% of respondents report frequent grocery and/or food purchases. The rate at which these transactions take place outside of the local community is likely to have a profound impact on the local economy.

The table below shows a distribution of respondents who indicate purchasing items from specified retail categories outside of Bourbon County and purchasing these same items frequently. Other notable items include gasoline, ag products, and hobby supplies.



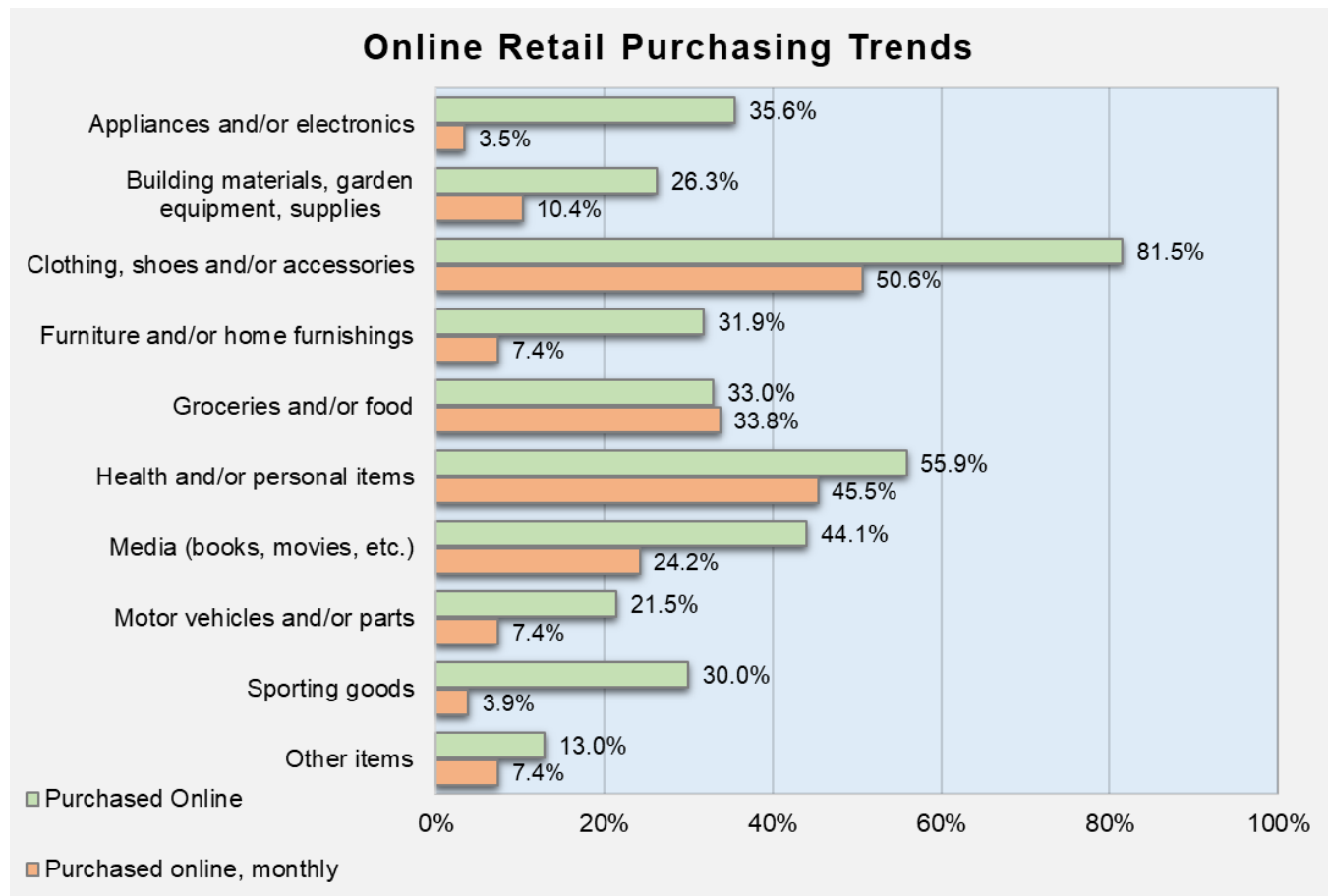
Online Retail Trends

Over the most recent decade, online shopping has become an increasingly popular trend. More recently, a dramatic spike in virtual purchasing across the globe has occurred as a result of the Covid-19 pandemic. While some Bourbon County resident groups may be less technologically inclined, the local community is no exception to this shift. 93.6% of survey respondents reported purchasing retail items online in the last year. It is important to note that all but two survey responses were collected online, biasing this sample. Nonetheless, significant sales volume is being captured through online retailers.

Availability of items seems to be the driving force behind online sales for Bourbon County residents, as 84.8% of online shoppers identified this reason for virtual retail purchases. More than one respondent

specifically indicated that they only utilize internet retailers if they cannot obtain the item(s) locally. Convenience was also identified as a key reason for use of the internet (76.7% of online shoppers). Corporations such as Amazon thrive on this concept, allowing consumers to order products with a few clicks, often delivering within a day or two of purchase. Other contributing factors of online retail included pricing, privacy/comfort, tax savings, and Covid-19 pandemic-related reasons.

The chart below displays a distribution of the online purchasing trends for survey respondents. Similar to retail transactions conducted outside of Bourbon County, 81.5% of respondents indicate buying clothing, shoes, and/or accessories from online sources. Conversely, only health and/or personal items were obtained virtually by more than half of the sample. Many of the other popular items which are being purchased outside of Bourbon County are not as frequented online. There is likely a correlation, suggesting that when items are difficult to find locally, consumers turn to either online retailers or those located outside of the community. The frequency of retail transactions is also collectively lower, as only clothing, shoes, and/or accessories are purchased by more than half of the respondents each month. Health and/or personal items and groceries and/or food are the next most frequent online retail sales. Additionally, just over 6% of respondents indicated that they do not make any regular virtual purchases.



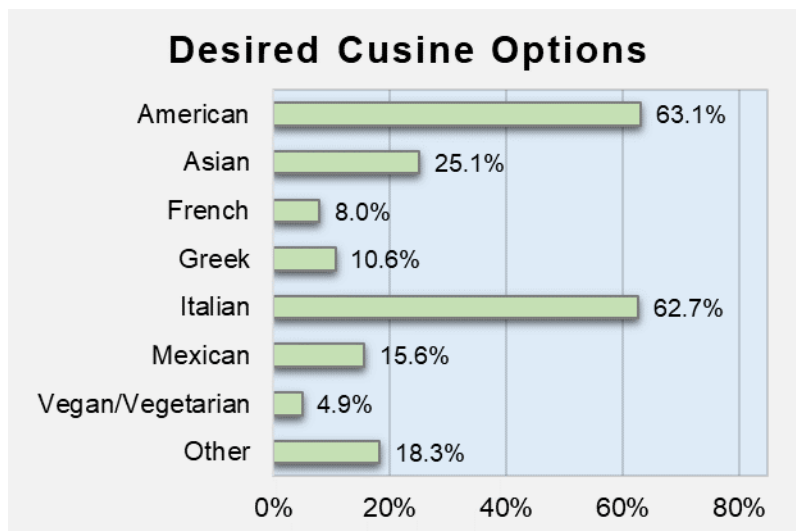
Dining Trends

The food and drink services industry plays a significant role in not only the economic health of a region but also the living experience within a community. Dining options serve as a major economic contributor, as over half of Bourbon County residents indicate either eating at or ordering from a restaurant within the county weekly. Furthermore, 84.1% purchase from these establishments at least once a month. Those who do choose food and drink services within the county are split almost identically between dine-in and takeout (carry-out, delivery, drive-thru, etc.) orders, presenting opportunities for multiple types of establishments.

While proximity to the home and convenience present as a motive for generalized retail purchasing decisions, the effect is even more apparent in restaurant selection. Only 15% of county residents order from food service locations outside of Bourbon County weekly, and just over half do so monthly. However, another 30% of respondents indicate that they do visit restaurants in other areas on occasion. These results suggest that whether it be for significant travel, or a weekend activity, dining outside of Bourbon County can become a destination-type activity in some cases.

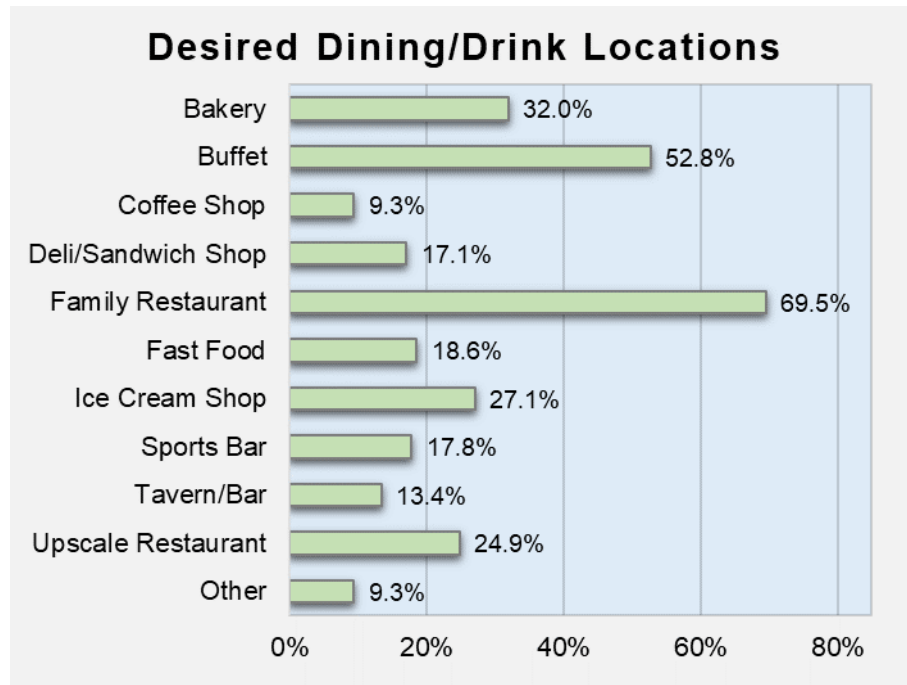
Dining Development

In an opportunity for an extended response during the *Bourbon County Community Retail Needs Survey*, additional dining options and desires were a reoccurring theme of county residents. While a handful of residents indicated that the current selection of eating places is adequate, the vast majority would like to see some addition to the cuisine selection. Additional American and Italian dining options were favored, with a little more than 60% of respondents indicating a desire for more selection in these areas. While the remaining responses were varied, only Asian cuisine garnered support from more than a quarter of county residents. These preferences on specific cuisines may provide a basis for the often-requested expansion of the local Food Services and Drinking Places industry.



Comparable results were evident when respondents were questioned about desired food service and drink types of locations. Family restaurants were identified as the most likely to be supported, as nearly 70% of respondents indicated a desire to see such additional locations. Buffet was the only other prominent category to receive backing by over half of the sample. Additionally, a bakery, an ice cream shop, and an upscale restaurant were the only other options that received support from more than, or very near to, one-quarter of surveyed residents. 70% of respondents even went as far as to identify Bourbon County as having enough fast food locations. While response data to these two questions are

not the only indicators of Food Service and Drinking Places expansion feasibility, these results do suggest a very niche opportunity for the development of the local dining experience.



SECTION FOUR: RETAIL GAP ANALYSIS

The following analysis takes a statistical approach to develop an understanding of the current retail opportunities that exist within Bourbon County. A retail leakage, or gap, analysis is a method in which data concerning retail sales (supply) and retail potential (demand) in a geographical trade area is combined into a single metric. A positive retail gap occurs when the demand for a product category within a certain area exceeds the supply. In such cases, retail businesses outside of the local market are fulfilling product demand. A positive retail gap highlights an opportunity for expansion of businesses within, or the addition of new businesses, to the local community. A negative retail gap occurs when sales within a defined area exceed demand. In such cases, retail businesses within the local community are currently drawing consumers in from outside of the defined area to purchase products. A negative retail gap indicates a limited opportunity for growth within a certain retail category. When assessing the data, a Leakage Factor is assigned to retail categories. This value generated by Esri programming models measures the stability between the retail sales generated by businesses within a geographical trade area and the retail potential produced by consumer spending within the same retail category. The result is an index value, ranging from -100 to +100. A positive value indicates a larger portion of leakage in sales, leading to a retail gap, and market potential in that trade area. It is important to note that supply estimates sales to consumers by retail businesses. Sales to other establishments are excluded. Demand estimates the expected amount spent by consumers at these locations. Additionally, the data presented in this analysis is considered to be in a mature status. While the figures represent the current geographical segmentation of the local community, supply and demand-related projections are established using the most relevant 2017 data from the Esri database.

Retail Gap Summary

The table on the following page displays a retail gap summary for each of the identified trade areas.

Bourbon County has a total positive retail gap value of just under \$17 million, with the retail trade category accounting for over 71% of the total leakage. This trend is paralleled throughout each of the defined geographies (at varying degrees), except for the 60-mile trade area, which displays a drastic negative overall retail gap. While Bourbon County experiences significantly more leakage in Retail Trade than in Food and Drink, the Leakage Factor suggests that a much higher percentage of Food and Drink sales are being lost to neighboring communities. Additionally, while the 30-Mile trade area has a higher Leakage Factor in all categories when compared to Bourbon County, these values drop as distance expands into the outward rings. This confirms that local residents are traveling beyond the 30 miles outside the count center, and commonly beyond 45 miles, to have their retail demands. While this can be a common trend for luxury items, survey results indicate that convenience shopping is also subject to such travel distances. Furthermore, these trends show an opportunity for local businesses to not only recapture lost sales from Bourbon County residents but to attract consumers from the nearest trade area.

Retail Gap Analysis Summary				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Retail Gap				
Total Retail Trade + Food & Drink	\$ 16,957,504	\$ 172,054,915	\$ 120,999,167	\$ (435,610,521)
Retail Trade	\$ 12,044,534	\$ 150,198,604	\$ 92,738,475	\$ (446,471,229)
Food & Drink	\$ 4,553,970	\$ 21,856,311	\$ 28,260,690	\$ 10,860,709
Leakage Factor				
Total Retail Trade + Food & Drink	4.8	12.5	3.0	-4.1
Retail Trade	3.7	11.8	2.5	-4.6
Food & Drink	17.1	20.7	8.9	1.2

Source: Esri and Data Axle, Inc. Esri 20221 Updated Demographics. Esri 2017 Retail MarketPlace. ©20221Esri. ©2017 Data Axle, Inc, Inc. All rights reserved.

Retail Gap Analysis

Bourbon County

With an overall positive retail gap, Bourbon County retail businesses have an opportunity to recapture the sales of residents. The table on the following page displays a further analysis into more descriptive NAICS major retail categories. Food and Beverage Stores are experiencing the greatest total leakage, as this category accounts for 30.5% of the total positive retail gap. Food Service and Drinking Places and Clothing and Clothing Accessories Stores follow. While Nonstore Retailers and Electronics and Appliance Stores do not amass as significant of a loss in total sales, these categories are failing to capitalize on the majority of potential revenue from county residents. With respective Leakage Factors of 86.9 and 75.7, it is evident that the local population is nearly always traveling elsewhere to have their retail demands met. Conversely, though Motor Vehicle and Parts Dealers experience nearly \$1.5 million in lost sales, these businesses retain an extremely high percentage of resident spending with a Leakage Factor of 1.7.

Though in total, the retail industry is experiencing significant retail leakage, General Merchandise Stores experience the opposite effect. With negative retail leakage of nearly \$19 million, retail businesses in this category have a Leakage Factor of -23.8. This is in large part due to the Walmart Supercenter located in Fort Scott. In rural areas, big-box retailers are often widespread. However, the convenience of such locations tends to become destination shopping locations for many rural consumers. The negative retail leakage for General Merchandise Stores indicates that residents from outside of Bourbon County are traveling into the community to visit these locations. Gasoline Stations and Building Materials, Garden Equipment, and Supply Stores also experience a negative retail gap.

A further delineated analysis of retail categories for Bourbon County and each of the identified trade areas can be found in Appendix D.

Retail Gap Analysis by Category: Bourbon County

NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
445	Food & Beverage Stores	\$ 30,566,540	\$ 18,566,553	\$ 11,999,987	24.4
722	Food Services & Drinking Places	\$ 15,617,637	\$ 11,064,667	\$ 4,552,970	17.1
448	Clothing & Clothing Accessories Stores	\$ 5,678,938	\$ 1,612,885	\$ 4,066,053	55.8
443	Electronics & Appliance Stores	\$ 4,333,697	\$ 600,165	\$ 3,733,532	75.7
442	Furniture & Home Furnishings Stores	\$ 4,802,697	\$ 1,455,177	\$ 3,347,520	53.5
451	Sporting Goods, Hobby, Book & Music Stores	\$ 3,720,396	\$ 1,021,940	\$ 2,698,456	56.9
453	Miscellaneous Store Retailers	\$ 6,955,773	\$ 4,307,127	\$ 2,648,646	23.5
454	Nonstore Retailers	\$ 2,847,837	\$ 200,262	\$ 2,647,575	86.9
446	Health & Personal Care Stores	\$ 8,164,911	\$ 5,947,744	\$ 2,217,167	15.7
441	Motor Vehicle & Parts Dealers	\$ 42,767,295	\$ 41,297,413	\$ 1,469,882	1.7
447	Gasoline Stations	\$ 16,247,825	\$ 17,311,476	\$ (1,063,651)	-3.2
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 11,104,100	\$ 14,116,233	\$ (3,012,133)	-11.9
452	General Merchandise Stores	\$ 29,920,841	\$ 48,629,341	\$ (18,708,500)	-23.8

Source: Esri and Data Axle, Inc. Esri 2022 Updated Demographics. Esri 2017 Retail MarketPlace. ©2022 Esri. ©2017 Data Axle, Inc, Inc. All rights reserved.

30-Mile Trade Area

For the 30-Mile trade area, all major retail categories except for Gasoline Stations exhibited a positive retail gap. Like Bourbon County, Food & Beverage Stores was the leader in total retail leakage for this sector. However, Motor Vehicle & Part Dealers has a very similar loss in retail sales. These values are significant as the proximity to Bourbon County suggests that the expansion of local retail businesses may have an additional opportunity to recapture lost sales from this region.

Retail Gap Analysis by Category: 30-Mile Trade Area

NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
445	Food & Beverage Stores	\$ 124,484,018	\$ 67,625,893	\$ 56,858,125	29.6
441	Motor Vehicle & Parts Dealers	\$ 179,469,861	\$ 126,580,464	\$ 52,889,397	17.3
722	Food Services & Drinking Places	\$ 63,674,064	\$ 41,817,753	\$ 21,856,311	20.7
453	Miscellaneous Store Retailers	\$ 30,454,037	\$ 12,001,155	\$ 18,452,882	43.5
448	Clothing & Clothing Accessories Stores	\$ 23,417,791	\$ 6,492,817	\$ 16,924,974	56.6
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 50,259,308	\$ 36,049,092	\$ 14,210,216	16.5
443	Electronics & Appliance Stores	\$ 17,856,203	\$ 6,606,499	\$ 11,249,704	46
451	Sporting Goods, Hobby, Book & Music Stores	\$ 16,421,622	\$ 5,532,881	\$ 10,888,741	49.6
442	Furniture & Home Furnishings Stores	\$ 19,477,455	\$ 9,257,239	\$ 10,220,216	35.6
446	Health & Personal Care Stores	\$ 37,215,036	\$ 27,647,073	\$ 9,567,963	14.8
454	Nonstore Retailers	\$ 11,477,237	\$ 3,236,726	\$ 8,240,511	56
452	General Merchandise Stores	\$ 124,472,205	\$ 117,075,799	\$ 7,396,406	3.1
447	Gasoline Stations	\$ 74,062,933	\$ 140,763,463	\$ (66,700,530)	-31

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45-Mile Trade Area

Within the 45-Mile trade area, Motor Vehicle and Parts Dealers and Food and Beverage Stores account for nearly 67% of the total positive retail gap. Though the Leakage Factor varies, all other categories that experience leakage, are at much lower total values. While there is significant sales leakage to be attained within this trade area (over \$400 million), the opportunity for Bourbon County businesses to capitalize on these potential funds is limited. While expansion to destination-type locations may draw residents of the 45-mile trade area, the relative proximity to larger communities such as Joplin and Kansas City makes it difficult for the local community to obtain significant portions of these potential sales in more convenience-centered businesses.

Retail Gap Analysis by Category: 45-Mile Trade Area					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 475,767,808	\$ 289,100,075	\$ 186,667,733	24.4
445	Food & Beverage Stores	\$ 333,506,514	\$ 225,151,798	\$ 108,354,716	19.4
448	Clothing & Clothing Accessories Stores	\$ 63,683,213	\$ 25,961,688	\$ 37,721,525	42.1
722	Food Services & Drinking Places	\$ 172,693,543	\$ 144,432,853	\$ 28,260,690	8.9
442	Furniture & Home Furnishings Stores	\$ 52,864,374	\$ 27,899,491	\$ 24,964,883	30.9
454	Nonstore Retailers	\$ 30,459,442	\$ 11,442,278	\$ 19,017,164	45.4
443	Electronics & Appliance Stores	\$ 48,280,398	\$ 30,665,483	\$ 17,614,915	22.3
451	Sporting Goods, Hobby, Book & Music Stores	\$ 43,817,322	\$ 30,591,215	\$ 13,226,107	17.8
453	Miscellaneous Store Retailers	\$ 80,268,285	\$ 74,227,441	\$ 6,040,844	3.9
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 131,815,221	\$ 144,001,899	\$ (12,186,678)	-4.4
446	Health & Personal Care Stores	\$ 98,102,663	\$ 111,171,088	\$ (13,068,425)	-6.2
452	General Merchandise Stores	\$ 334,451,615	\$ 478,275,621	\$ (143,824,006)	-17.7
447	Gasoline Stations	\$ 195,948,508	\$ 347,738,813	\$ (151,790,305)	-27.9

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60-Mile Trade Area

While the 60-Mile trade area displayed a drastic negative total retail gap, as shown in the table on the following page, this is a result of primarily General Merchandise Stores and Gasoline Stations. Together these two retail categories amass over \$850 million in annual sales from residents outside of this outermost ring. Only two other classifications experience retail leakage, and at a much-reduced volume. As a common trend, Motor Vehicle and Parts Dealers display a positive retail gap of nearly \$160 million. While there is recapture potential for this category and others, it is even more unlikely that Bourbon County businesses will capitalize on resident spending from such distanced locations. Strategic planning and effective market campaigns may be able to accomplish such a feat but spending similar time and money elsewhere may prove to have a greater effect on the local economy. The table on the following page displays a further analysis into more descriptive NAICS major retail categories.

Retail Gap Analysis by Category: 60-Mile Trade Area					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 1,110,739,952	\$ 952,386,415	\$ 158,353,537	7.7
452	General Merchandise Stores	\$ 832,317,990	\$ 1,250,817,931	\$ (418,499,941)	-20.1
722	Food Services & Drinking Places	\$ 441,975,602	\$ 431,114,893	\$ 10,860,709	1.2
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 322,727,605	\$ 331,997,444	\$ (9,269,839)	-1.4
453	Miscellaneous Store Retailers	\$ 193,374,074	\$ 148,444,333	\$ 44,929,741	13.1
448	Clothing & Clothing Accessories Stores	\$ 168,333,712	\$ 99,400,529	\$ 68,933,183	25.7
446	Health & Personal Care Stores	\$ 247,896,508	\$ 269,503,678	\$ (21,607,170)	-4.2
442	Furniture & Home Furnishings Stores	\$ 134,412,764	\$ 90,762,584	\$ 43,650,180	19.4
454	Nonstore Retailers	\$ 68,691,467	\$ 52,483,617	\$ 16,207,850	13.4
451	Sporting Goods, Hobby, Book & Music Stores	\$ 114,324,310	\$ 96,057,605	\$ 18,266,705	8.7
443	Electronics & Appliance Stores	\$ 123,550,442	\$ 103,122,274	\$ 20,428,168	9
447	Gasoline Stations	\$ 492,800,876	\$ 938,391,895	\$ (445,591,019)	-31.1
445	Food & Beverage Stores	\$ 797,354,789	\$ 719,627,413	\$ 77,727,376	5.1

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Retail Gap Comparison

The table below provides a total retail gap comparison for each of the geographical trade areas, displayed in order of NAICS major retail category code. Categories with a negative retail gap are highlighted in red. A more delineated presentation of the retail gap comparison between sectors can be found in Appendix D.

Retail Gap Comparison by Category					
NAICS	Retail Category	Trade Area			
		Bourbon Co.	30-Mile	45-Mile	60-Mile
441	Motor Vehicle & Parts Dealers	\$ 1,469,882	\$ 52,889,397	\$ 186,667,733	\$ 158,353,537
442	Furniture & Home Furnishings Stores	\$ 3,347,520	\$ 10,220,216	\$ 24,964,883	\$ 43,650,180
443	Electronics & Appliance Stores	\$ 3,733,532	\$ 11,249,704	\$ 17,614,915	\$ 20,428,168
444	Bldg Materials, Garden Equip. & Supply Stores	\$ (3,012,133)	\$ 14,210,216	\$ (12,186,678)	\$ (9,269,839)
445	Food & Beverage Stores	\$ 11,999,987	\$ 56,858,125	\$ 108,354,716	\$ 77,727,376
446	Health & Personal Care Stores	\$ 2,217,167	\$ 9,567,963	\$ (13,068,425)	\$ (21,607,170)
447	Gasoline Stations	\$ (1,063,651)	\$ (66,700,530)	\$ (151,790,305)	\$ (445,591,019)
448	Clothing & Clothing Accessories Stores	\$ 4,066,053	\$ 16,924,974	\$ 37,721,525	\$ 68,933,183
451	Sporting Goods, Hobby, Book & Music Stores	\$ 2,698,456	\$ 10,888,741	\$ 13,226,107	\$ 18,266,705
452	General Merchandise Stores	\$ (18,708,500)	\$ 7,396,406	\$ (143,824,006)	\$ (418,499,941)
453	Miscellaneous Store Retailers	\$ 2,648,646	\$ 18,452,882	\$ 6,040,844	\$ 44,929,741
454	Nonstore Retailers	\$ 2,647,575	\$ 8,240,511	\$ 19,017,164	\$ 16,207,850
722	Food Services & Drinking Places	\$ 4,552,970	\$ 21,856,311	\$ 28,260,690	\$ 10,860,709

Source: Esri and Data Axle, Inc. Esri 2022 Updated Demographics. Esri 2017 Retail MarketPlace. ©2022 Esri. ©2017 Data Axle, Inc, Inc. All rights reserved.

Retail Gap Projection

While the previously covered retail gap analyses depict the current state of potential revenue for local establishments, it is imperative to consider the future when making decisions on expansion or development. The table below displays a projected retail gap analysis for each of the major NAICS retail categories in the year 2027. This forecast assesses potential changes in population, income spending patterns, and consumer segmentation across the next five years. From these estimated adjustments, a demand projection has been established for the county. The projected retail gap is formulated under current supply data to create an estimation of total leakage if no change occurs to current retail businesses within the county. This model is used to establish the following *Retail Potential Analysis*.

A more detailed projected retail gap analysis can be found in Appendix D.

2027 Projected Retail Gap Analysis by Category: Bourbon County				
NAICS	Retail Category	Projected Demand (Retail Potential)	Current Supply (Retail Sales)	Projected Retail Gap
445	Food & Beverage Stores	\$ 32,388,244	\$ 18,566,553	\$ 13,821,691
722	Food Services & Drinking Places	\$ 16,534,015	\$ 11,064,667	\$ 5,469,348
448	Clothing & Clothing Accessories Stores	\$ 6,012,535	\$ 1,612,885	\$ 4,399,650
441	Motor Vehicle & Parts Dealers	\$ 45,320,645	\$ 41,297,413	\$ 4,023,232
443	Electronics & Appliance Stores	\$ 4,590,580	\$ 600,165	\$ 3,990,415
442	Furniture & Home Furnishings Stores	\$ 5,085,404	\$ 1,455,177	\$ 3,630,227
451	Sporting Goods, Hobby, Book & Music Stores	\$ 3,948,200	\$ 1,021,940	\$ 2,926,260
454	Nonstore Retailers	\$ 3,123,720	\$ 200,262	\$ 2,923,458
453	Miscellaneous Store Retailers	\$ 7,200,463	\$ 4,307,127	\$ 2,893,336
446	Health & Personal Care Stores	\$ 8,660,282	\$ 5,947,744	\$ 2,712,538
447	Gasoline Stations	\$ 17,213,830	\$ 17,311,476	\$ (97,646)
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 11,793,550	\$ 14,116,233	\$ (2,322,683)
452	General Merchandise Stores	\$ 31,694,307	\$ 48,629,341	\$ (16,935,034)

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

SECTION FIVE: RETAIL POTENTIAL ANALYSIS

The *Retail Gap Analysis* identifies current and future opportunities to further develop the existing retail industry within Bourbon County. The following assessment estimates the ability of residents within Bourbon County and the surrounding areas to support retail development through current and future consumer spending patterns. Retail growth can be created through the expansion of current businesses or the creation of new establishments. Recommendations are given by approximating the ability of Bourbon County retailers to recapture a portion of retail leakage that was exhibited in the *Retail Gap Analysis* section of this report. The evaluation takes into consideration the average sales per business within an identified category to determine the potential number of businesses that may be supported through a given retail gap recapture estimate. An approximation of additional square footage that may be supported through recapture potential is also provided.

Goldstone Consulting Group professionals have created two separate retail recapture potential estimates. These approximations were developed using a multi-faceted approach, consisting of both a conservative and aggressive calculation of retail gap value, based on varying market factors. The recapture rates are not expected to be precise, but rather to serve the purpose of identifying areas of possible retail investment within Bourbon County. The margin for error is taken into account when considering recommendations.

Retail Recapture Potential Estimates

Conservative Estimate

The table on the following page displays the results of a conservative approach to retail leakage recapture where new or existing businesses will be expected to regain 10% of lost sales for destination-type locations (those that consumers typically travel further to access) and 15% for convenience retail businesses (those that consumers typically prioritize due to shorter travel times). Note that categories displaying a reasonable potential to support a new business are highlighted in green, while those that have some opportunity for additional locations are highlighted in yellow, and categories that would only be suitable for expansion to current locations are highlighted in red. Additionally, categories with a negative retail gap have been removed from the list. The table is arranged according to the likelihood of generating a new establishment. It is important to note that the given estimated square footage is reliant on a standard average across all retail categories and may vary significantly across businesses.

According to this estimate, Grocery Stores and Other Motor Vehicle Dealers are likely to regain the largest volume of sales at just over \$2.5 million and nearly \$1.8 million, respectively. However, when considering the average sales per business within Bourbon County and neighboring communities, it is estimated that local consumer spending is most likely to support an additional business in the Other General Merchandise Stores and Restaurants/Other Eating Places categories. There is also potential for possible development in six additional classifications, including Grocery Stores and Other Motor Vehicle Dealers, but at a lower rate of confidence. Other retail categories show potential for increased investment in existing businesses but are unlikely able to support new establishments according to this analysis.

Retail Recapture Potential - Conservative Estimate					
Retail Category	Retail Gap	Recapture Potential	Avg Sales Per Business	Potential Businesses	Estimated Square Feet
Other General Merchandise Stores	\$ 7,804,624	\$ 1,170,694	\$ 616,451	1.9	3,464
Restaurants/Other Eating Places	\$ 4,874,524	\$ 731,179	\$ 450,928	1.6	2,163
Office Supplies, Stationery & Gift Stores	\$ 1,683,389	\$ 168,339	\$ 151,924	1.1	498
Other Miscellaneous Store Retailers	\$ 2,543,410	\$ 381,512	\$ 358,336	1.1	1,129
Clothing Stores	\$ 2,789,675	\$ 278,967	\$ 277,200	1.0	825
Sporting Goods/Hobby/Musical Instr Stores	\$ 2,296,931	\$ 229,693	\$ 265,743	0.9	680
Other Motor Vehicle Dealers	\$ 13,577,558	\$ 1,357,756	\$ 1,762,620	0.8	4,017
Grocery Stores	\$ 12,103,419	\$ 1,815,513	\$ 2,534,027	0.7	5,371
Special Food Services	\$ 182,873	\$ 27,431	\$ 51,621	0.5	81
Drinking Places - Alcoholic Beverages	\$ 408,767	\$ 61,315	\$ 163,521	0.4	181
Beer, Wine & Liquor Stores	\$ 1,308,988	\$ 196,348	\$ 665,513	0.3	581
Home Furnishings Stores	\$ 1,558,726	\$ 155,873	\$ 540,458	0.3	461
Furniture Stores	\$ 2,069,871	\$ 206,987	\$ 782,005	0.3	612
Jewelry, Luggage & Leather Goods Stores	\$ 856,104	\$ 85,610	\$ 341,375	0.3	253
Auto Parts, Accessories & Tire Stores	\$ 723,922	\$ 72,392	\$ 366,300	0.2	214
Lawn & Garden Equip & Supply Stores	\$ 614,586	\$ 61,459	\$ 312,354	0.2	182
Specialty Food Stores	\$ 397,301	\$ 59,595	\$ 339,277	0.2	176
Book, Periodical & Music Stores	\$ 628,699	\$ 62,870	\$ 483,755	0.1	186
Shoe Stores	\$ 755,552	\$ 75,555	\$ 671,313	0.1	224
Florists	\$ 24,911	\$ 2,491	\$ 108,790	0.0	7

Data Note: Nonstore retailers and categories with a negative retail gap were removed from the list. For all categories, the defined 30-Mile trade area average sales per business were used to assess market expansion. Estimated square feet is based on a retail market average of \$338 in sales per square foot (Colliers International report), and may vary by retail category, location, and other factors.

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Aggressive Estimate

The table on the following page displays an aggressive approximation of potential new businesses and expansion to current businesses within Bourbon County, which may be supported by the recapture of existing retail leakage. This approach estimates that local establishments would be able to recapture 15% of retail gap value for destination businesses and 22% for convenience locations. Such an occurrence would be heavily reliant on advanced, successful marketing strategies to alter significant spending patterns that currently exist for local consumers. Note that categories displaying a reasonable potential to support a new business are highlighted in green, while those that have some opportunity for additional locations are highlighted in yellow, and categories that would only be suitable for expansion to current locations are highlighted in red. Additionally, categories with a negative retail gap have been removed from the list. The table is arranged according to the likelihood of generating a new

establishment. It is important to note that the given estimated square footage is reliant on a standard average across all retail categories and may vary significantly across businesses.

If an aggressive, successful marketing strategy is employed in Bourbon County, it is estimated that the categories of Office Supplies, Stationery and Gift Stores, Other Miscellaneous Store Retailers, and Clothing Stores would join Other General Merchandise Stores and Restaurants/Other Eating Places as opportunities for new business development. It would also be feasible that local spending could support more than one increased location within some of these classifications. Four additional categories could also have the opportunity to open new establishments in the local community. Even under this optimistic scenario, the community would be unable to support increased locations within the majority of retail categories. However, investment in existing businesses would still provide a significant return in most cases.

Retail Recapture Potential - Aggressive Estimate					
Retail Category	Retail Gap	Recapture Potential	Avg Sales Per Business	Potential Businesses	Estimated Square Feet
Other General Merchandise Stores	\$ 7,804,624	\$ 1,717,017	\$ 616,451	2.8	5,080
Restaurants/Other Eating Places	\$ 4,874,524	\$ 1,072,395	\$ 450,928	2.4	3,173
Office Supplies, Stationery & Gift Stores	\$ 1,683,389	\$ 252,508	\$ 151,924	1.7	747
Other Miscellaneous Store Retailers	\$ 2,543,410	\$ 559,550	\$ 358,336	1.6	1,655
Clothing Stores	\$ 2,789,675	\$ 418,451	\$ 277,200	1.5	1,238
Sporting Goods/Hobby/Musical Instr Stores	\$ 2,296,931	\$ 344,540	\$ 265,743	1.3	1,019
Other Motor Vehicle Dealers	\$ 13,577,558	\$ 2,036,634	\$ 1,762,620	1.2	6,026
Grocery Stores	\$ 12,103,419	\$ 2,662,752	\$ 2,534,027	1.1	7,878
Special Food Services	\$ 182,873	\$ 40,232	\$ 51,621	0.8	119
Drinking Places - Alcoholic Beverages	\$ 408,767	\$ 89,929	\$ 163,521	0.5	266
Beer, Wine & Liquor Stores	\$ 1,308,988	\$ 287,977	\$ 665,513	0.4	852
Home Furnishings Stores	\$ 1,558,726	\$ 233,809	\$ 540,458	0.4	692
Furniture Stores	\$ 2,069,871	\$ 310,481	\$ 782,005	0.4	919
Jewelry, Luggage & Leather Goods Stores	\$ 856,104	\$ 128,416	\$ 341,375	0.4	380
Auto Parts, Accessories & Tire Stores	\$ 723,922	\$ 108,588	\$ 366,300	0.3	321
Lawn & Garden Equip & Supply Stores	\$ 614,586	\$ 92,188	\$ 312,354	0.3	273
Specialty Food Stores	\$ 397,301	\$ 87,406	\$ 339,277	0.3	259
Book, Periodical & Music Stores	\$ 628,699	\$ 94,305	\$ 483,755	0.2	279
Shoe Stores	\$ 755,552	\$ 113,333	\$ 671,313	0.2	335
Florists	\$ 24,911	\$ 3,737	\$ 108,790	0.0	11

Data Note: Nonstore retailers and categories with a negative retail gap were removed from the list. For all categories, the defined 30-Mile trade area average sales per business were used to assess market expansion. Estimated square feet is based on a retail market average of \$338 in sales per square foot (Colliers International report), and may vary by retail category, location, and other factors.

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SECTION SIX: KEY FINDINGS

The results of this study indicate an immediate opportunity for economic growth within the retail industry of Bourbon County. Residents both within the communities and nearby, are spending significant amounts on retail purchases outside of the region. These individuals often go to great lengths to obtain common items that are unavailable within the county, including driving distances upwards of 45 minutes. The current market displays a significant amount of retail leakage, which is only likely to increase in the coming years. In direct correlation to projected rises in consumer spending, the demand for retail products within the county and nearby communities is also expected to climb. While competition with online stores and larger markets outside of Bourbon County is unlikely to change, opportunities to capitalize on these lost sales are available.

Business recruitment is a primary goal of economic development strategies. Increasing the retail locations within Bourbon County serve the community for a variety of reasons including, but not limited to providing increased shopping and dining options for residents, offering increased employment opportunities, generating increased revenue, retaining local consumer spending that is currently distributed elsewhere, and increasing the overall quality of life. For these reasons and others, retail expansion in the form of business recruitment should be a priority of the community.

Even conservative estimates predict that an increase in current business classified as Other General Merchandise Stores provide a favorable opportunity for success. Popular examples of these locations include dollar stores, Big Lots, Five Below, and Ollies Bargain Outlet. While the Walmart Supercenter dominates competition from department stores, these variations provide enough of a different offering to be successful with the majority of Bourbon County consumers.

Another avenue for additional establishments exists within Restaurants/Other Eating Places. Retail recapture estimates are supported by survey response data in suggesting an increased market for dining opportunities within the county. However, success is suggested to be reliant on targeted development. It is clear in survey responses and historical restaurant pursuits, that certain dining options may experience difficulties in attempting expansion in Bourbon County. Nonetheless, all indications suggest that available revenue is presently available for a new dining experience that fits the right qualifications. A more in-depth analysis may be useful in targeting the ideal business.

While other retail categories such as Office Supplies, Stationery & Gift Stores, Other Miscellaneous Store Retailers, and Clothing Stores are also likely to be opportunities for business recruitment, factors such as ease of online purchasing may create challenges in such a pursuit. However, local businesses that currently fall under these categories have significant openings to increase their current revenue. Investment into increasing the variety of available items and developing more competitive pricing strategies will combat the two most prominent reasons why Bourbon County consumers are currently purchasing products elsewhere. Additionally, more than one survey respondent pointed to a lack of awareness of opportunities to purchase retail items and food and drink services within the community. Placing a priority on marketing strategies to highlight current offerings and future development plans will serve the growth of existing establishments within the community.

Even though growth opportunities exist for the retail industry of Bourbon County, capitalizing on such chances does not come without obstacles. With the presence of online retailers continuing to grow, the market will become increasingly competitive. The convenience of purchasing goods without leaving the comfort of the home is an aspect that local stores are going to find difficult to combat. One strategy for competing with online sales is to increase the availability for residents to also purchase from local stores with options of delivery and/or pick-up. While the infrastructure requirements may be an obstacle for smaller businesses, larger establishments have an opportunity to increase revenue by implementing these features for consumers. Another strategy to compete with online retailers may be to focus on items that are less likely to be purchased online, such as sporting goods, media (books, movies, etc.), groceries and/or food, and building materials, garden equipment and other supplies. The Bourbon County consumer is typically one who takes pride in their community and desires to increase local purchasing. Ensuring these residents have that opportunity will improve current revenue generation for local businesses.

The current state of the retail and food services markets within Bourbon County coupled with consumer behaviors provides a vast array of opportunities for economic development within the industry. This *Bourbon County Community Retail Needs Analysis* provides the information needed for data-driven decisions in advancing the current offerings to the local consumer. This report serves as a basis for the planning and development of retail and food services industries moving forward, to provide a better economic outlook for the future and improved quality of life.

APPENDIX A: NAICS RETAIL CODE DEFINITIONS

4411 Automobile Dealers: This industry group comprises establishments primarily engaged in retailing new and used automobiles and light trucks, such as sport-utility vehicles, and passenger and cargo vans.

4412 Other Motor Vehicle Dealers: This industry group comprises establishments primarily engaged in retailing new and used vehicles (except automobiles, light trucks, such as sport-utility vehicles, and passenger and cargo vans).

4413 Automotive Parts, Accessories, and Tire Stores: This industry group comprises establishments primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories, including tires and tubes. Included in this industry group are establishments primarily engaged in retailing automotive parts and accessories in combination with automotive repair services.

4421 Furniture Stores: This industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture, box springs, and mattresses) and outdoor furniture; office furniture (except sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.

4422 Home Furnishings Stores: This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).

4431 Electronics and Appliance Stores: This industry comprises establishments primarily engaged in one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as televisions, computers, and cameras; (2) specializing in retailing a single line of new consumer-type electronic products; (3) retailing these new products in combination with repair and support services; (4) retailing new prepackaged computer software; and/or (5) retailing prerecorded audio and video media, such as CDs, DVDs, and tapes. Illustrative Examples: Appliance stores, household-type Cellular telephone accessories stores Consumer-type electronic stores (e.g., televisions, computers, cameras)

4441 Building Material and Supplies Dealers: This industry group comprises establishments primarily engaged in retailing new building materials and supplies.

4442 Lawn and Garden Equipment and Supplies Stores: This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

4451 Grocery Stores: This industry group comprises establishments primarily engaged in retailing a general line of food products.

4452 Specialty Food Stores: This industry group comprises establishments primarily engaged in retailing specialized lines of food.

4453 Beer, Wine, and Liquor Stores: This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

4461 Health and Personal Care Stores: Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other

professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

4471 Gasoline Stations: Industries in the Gasoline Stations subsector retail automotive fuels (e.g., gasoline, diesel fuel, gasohol, alternative fuels) and automotive oils or retail these products in combination with convenience store items. These establishments have specialized equipment for storing and dispensing automotive fuels.

4481 Clothing Stores: This industry group comprises establishments primarily engaged in retailing new clothing.

4482 Shoe Stores: This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

4483 Jewelry, Luggage, and Leather Goods Stores: This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new sterling and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

4511 Sporting Goods, Hobby, and Musical Instrument Stores: This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

4512 Book Stores and News Dealers: This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

4522 Department Stores: This industry comprises establishments known as department stores that have separate departments for general lines of new merchandise, such as apparel, jewelry, home furnishings, and toys, with no one merchandise line predominating. Department stores may sell perishable groceries, such as fresh fruits, vegetables, and dairy products, but such sales are insignificant. Department stores may have separate customer checkout areas in each department, central customer checkout areas, or both.

4523 General Merchandise Stores, including Warehouse Clubs and Supercenters: This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares, and home furnishings, with no one merchandise line predominating. Establishments known as warehouse clubs, superstores, or supercenters are included in this industry.

45299 Other General Merchandise Stores: This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, discount department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

4531 Florists: This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

4532 Office Supplies, Stationery, and Gift Stores: This industry group comprises establishments primarily engaged in retailing new office supplies, stationery, gifts, novelty merchandise, and souvenirs.

4533 Used Merchandise Stores: This industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes). Illustrative Examples: Antique shops Used household-type appliance stores Used bookstores Used merchandise thrift shops Used clothing stores Used sporting goods stores.

4539 Other Miscellaneous Store Retailers: This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores). This industry group also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis (except electronic auctions).

4541 Electronic Shopping and Mail-Order Houses: This industry comprises establishments primarily engaged in retailing all types of merchandise using nonstore means, such as catalogs, toll-free telephone numbers, or electronic media, such as interactive television or the Internet. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses. Illustrative Examples: Catalog (i.e., order-taking) offices of mail-order houses Collectors' items, mailorder houses Computer software, mail-order houses Home shopping television orders Internet auction sites, retail Mail-order book clubs (not publishing) Mail-order houses Web retailers

4542 Vending Machine Operators: This industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

4543 Direct Selling Establishments: This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mailorder, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer meal plan providers; coffee-break supplies providers; and bottled water or water softener services.

7223 Special Food Services: This industry group comprises establishments primarily engaged in providing food services at one or more of the following locations: (1) the customer's location; (2) a location designated by the customer; or (3) from motorized vehicles or nonmotorized carts.

7224 Drinking Places (Alcoholic Beverages): This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

7225 Restaurants and Other Eating Places: This industry comprises establishments primarily engaged in one of the following: (1) providing food services to patrons who order and are served while seated (i.e., waiter/waitress service), and pay after eating; (2) providing food services to patrons who generally order or select items (e.g., at a counter, in a buffet line) and pay before eating; or (3) preparing and/or serving a specialty snack (e.g., ice cream, frozen yogurt, cookies) and/or nonalcoholic beverages (e.g., coffee, juices, sodas) for consumption on or near the premises.

APPENDIX B: DETAILED CONSUMER SPENDING INDEX REPORT

Consumer Spending Index				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Apparel and Services	67	68	66	70
Men's	63	63	62	66
Women's	69	71	69	71
Children's	67	70	68	71
Footwear	65	66	65	69
Watches & Jewelry	73	78	75	76
Apparel Products and Services (1)	59	57	56	62
Computer				
Computers and Hardware for Home Use	65	66	64	67
Portable Memory	70	72	71	74
Computer Software	62	61	61	64
Computer Accessories	70	71	69	73
Entertainment & Recreation	75	80	76	77
Fees and Admissions	58	56	56	61
Membership Fees for Clubs (2)	60	59	58	63
Fees for Participant Sports, excl. Trips	57	54	54	61
Tickets to Theatre/Operas/Concerts	58	55	56	62
Tickets to Movies	58	55	55	61
Tickets to Parks or Museums	65	65	63	67
Admission to Sporting Events, excl. Trips	61	61	61	66
Fees for Recreational Lessons	53	51	50	56
Dating Services	53	47	50	58
TV/Video/Audio	75	79	76	78
Cable and Satellite Television Services	78	83	80	81
Televisions	66	65	65	70
Satellite Dishes	77	81	77	78
VCRs, Video Cameras, and DVD Players	71	74	73	77
Miscellaneous Video Equipment	76	83	79	79

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

Current Consumer Spending Index				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Video Cassettes and DVDs	71	71	70	73
Video Game Hardware/Accessories	81	90	86	84
Video Game Software	74	76	75	77
Rental/Streaming/Downloaded Video	71	73	71	74
Installation of Televisions	43	35	34	42
Audio (3)	65	63	63	67
Rental and Repair of TV/Radio/Sound Equipment	81	80	85	85
Pets	90	103	96	91
Toys/Games/Crafts/Hobbies (4)	76	81	77	79
Recreational Vehicles and Fees (5)	82	94	88	85
Sports/Recreation/Exercise Equipment (6)	81	90	83	81
Photo Equipment and Supplies (7)	65	65	64	68
Reading (8)	74	78	74	75
Catered Affairs (9)	61	60	58	62
Food	70	73	71	73
Food at Home	73	77	74	75
Bakery and Cereal Products	73	77	74	75
Meats, Poultry, Fish, and Eggs	73	77	74	75
Dairy Products	75	80	76	76
Fruits and Vegetables	70	73	70	72
Snacks and Other Food at Home (10)	74	78	75	76
Food Away from Home	66	68	66	69

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

Current Consumer Spending Index				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Alcoholic Beverages	64	65	63	67
Financial				
Value of Stocks/Bonds/Mutual Funds	62	59	58	65
Value of Retirement Plans	65	65	64	69
Value of Other Financial Assets	75	80	76	78
Vehicle Loan Amount excluding Interest	73	76	74	77
Value of Credit Card Debt	69	70	69	72
Health				
Nonprescription Drugs	92	105	97	92
Prescription Drugs	90	100	95	92
Eyeglasses and Contact Lenses	80	89	84	83
Home				
Mortgage Payment and Basics (11)	64	66	64	68
Maintenance and Remodeling Services	69	73	69	71
Maintenance and Remodeling Materials (12)	85	95	88	85
Utilities, Fuel, and Public Services	74	79	76	78
Household Furnishings and Equipment				
Household Textiles (13)	66	66	65	68
Furniture	67	68	67	71
Rugs	64	64	63	68
Major Appliances (14)	68	70	68	72
Housewares (15)	74	80	75	75
Small Appliances	71	74	71	73
Luggage	60	58	58	63
Telephones and Accessories	67	68	67	71

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

Current Consumer Spending Index				
	Trade Area			
	Bourbon Co.	30-Mile	45-Mile	60-Mile
Household Operations				
Child Care	59	60	59	64
Lawn and Garden (16)	81	90	85	83
Moving/Storage/Freight Express	65	63	61	64
Housekeeping Supplies (17)	77	83	79	79
Insurance				
Owners and Renters Insurance	81	88	84	84
Vehicle Insurance	72	75	73	75
Life/Other Insurance	70	73	71	75
Health Insurance	77	82	78	79
Personal Care Products (18)	72	75	72	74
School Books and Supplies (19)	69	71	68	70
Smoking Products	89	96	94	92
Transportation				
Payments on Vehicles excluding Leases	75	80	78	79
Gasoline and Motor Oil	74	78	75	77
Vehicle Maintenance and Repairs	76	80	77	78
Travel				
Airline Fares	59	58	56	61
Lodging on Trips	66	68	66	69
Auto/Truck Rental on Trips	59	57	55	61
Food and Drink on Trips	66	67	64	68

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

APPENDIX C: ADDITIONAL TAPESTRY SEGMENTATION PROFILES

HEARTLAND COMMUNITIES

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: \$42,400

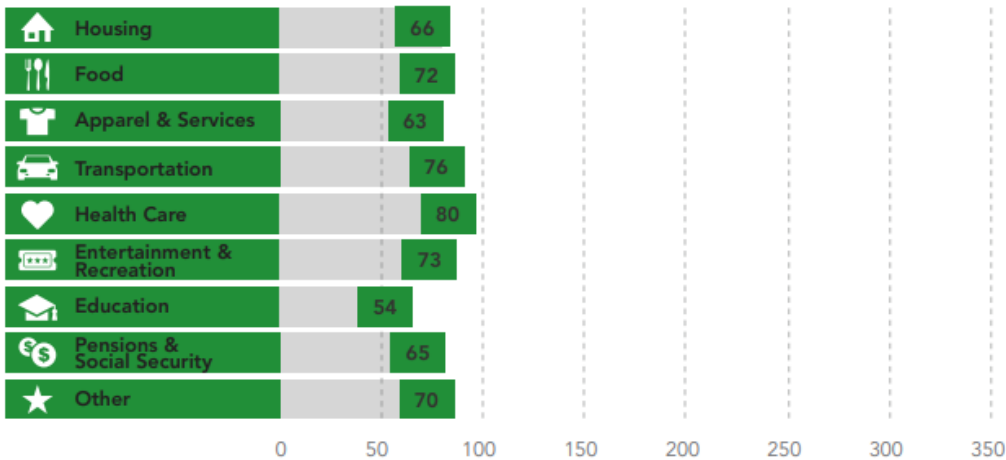
Market Profile and Socioeconomic Traits:

- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- Retirees in this market depress the average labor force participation rate to less than 60%
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase.

Buying American is important

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



SMALL TOWN SIMPLICITY

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Average Household Size: 2.26

Median Age: 40.8

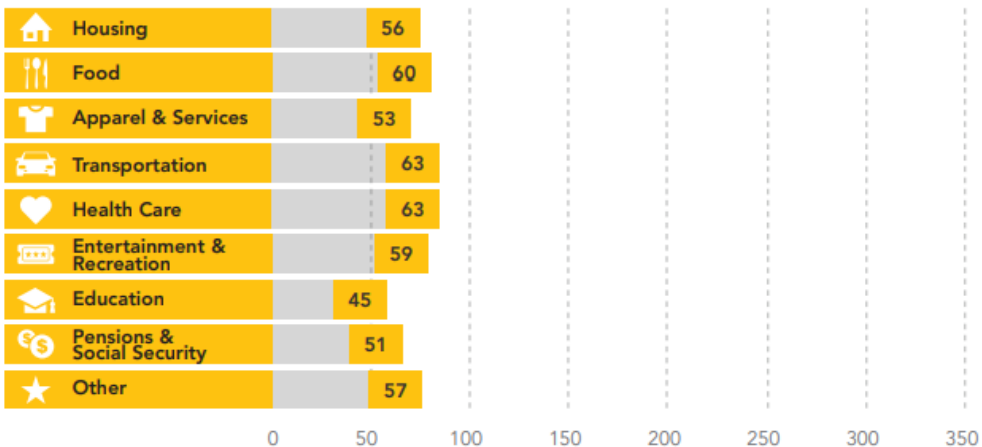
Median Household Income: \$31,500

Market Profile and Socioeconomic Traits:

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- A largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.
- Labor force participation is lower at 52%, which could result from a lack of jobs or retirement
- Price-conscious consumers shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



APPENDIX D: DETAILED RETAIL GAP ANALYSES

Detailed Retail Gap Analysis: Bourbon County					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 42,767,295	\$ 41,297,413	\$ 1,469,882	1.7
4411	Automobile Dealers	\$ 26,562,101	\$ 38,387,131	\$ (11,825,030)	-18.2
4412	Other Motor Vehicle Dealers	\$ 13,384,338	\$ 644,934	\$ 12,739,404	90.8
4413	Auto Parts, Accessories & Tire Stores	\$ 2,820,856	\$ 2,265,348	\$ 555,508	10.9
442	Furniture & Home Furnishings Stores	\$ 4,802,697	\$ 1,455,177	\$ 3,347,520	53.5
4421	Furniture Stores	\$ 3,329,794	\$ 1,455,177	\$ 1,874,617	39.2
4422	Home Furnishings Stores	\$ 1,472,903	\$ -	\$ 1,472,903	100
443	Electronics & Appliance Stores	\$ 4,333,697	\$ 600,165	\$ 3,733,532	75.7
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 11,104,100	\$ 14,116,233	\$ (3,012,133)	-11.9
4441	Bldg Material & Supplies Dealers	\$ 10,092,057	\$ 13,656,232	\$ (3,564,175)	-15
4442	Lawn & Garden Equip & Supply Stores	\$ 1,012,043	\$ 460,001	\$ 552,042	37.5
445	Food & Beverage Stores	\$ 30,566,540	\$ 18,566,553	\$ 11,999,987	24.4
4451	Grocery Stores	\$ 27,096,539	\$ 16,610,502	\$ 10,486,037	24
4452	Specialty Food Stores	\$ 734,900	\$ 369,397	\$ 365,503	33.1
4453	Beer, Wine & Liquor Stores	\$ 2,735,101	\$ 1,586,654	\$ 1,148,447	26.6
446	Health & Personal Care Stores	\$ 8,164,911	\$ 5,947,744	\$ 2,217,167	15.7
447	Gasoline Stations	\$ 16,247,825	\$ 17,311,476	\$ (1,063,651)	-3.2
448	Clothing & Clothing Accessories Stores	\$ 5,678,938	\$ 1,612,885	\$ 4,066,053	55.8
4481	Clothing Stores	\$ 3,859,194	\$ 1,296,779	\$ 2,562,415	49.7
4482	Shoe Stores	\$ 714,016	\$ -	\$ 714,016	100
4483	Jewelry, Luggage & Leather Goods Stores	\$ 1,105,728	\$ 316,106	\$ 789,622	55.5
451	Sporting Goods, Hobby, Book & Music Stores	\$ 3,720,396	\$ 1,021,940	\$ 2,698,456	56.9
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 3,127,429	\$ 1,021,940	\$ 2,105,489	50.7
4512	Book, Periodical & Music Stores	\$ 592,967	\$ -	\$ 592,967	100
452	General Merchandise Stores	\$ 29,920,841	\$ 48,629,341	\$ (18,708,500)	-23.8
4521	Department Stores Excluding Leased Depts.	\$ 21,661,689	\$ 47,645,000	\$ (25,983,311)	-37.5
4529	Other General Merchandise Stores	\$ 8,259,152	\$ 984,341	\$ 7,274,811	78.7
453	Miscellaneous Store Retailers	\$ 6,955,773	\$ 4,307,127	\$ 2,648,646	23.5
4531	Florists	\$ 355,919	\$ 353,004	\$ 2,915	0.4
4532	Office Supplies, Stationery & Gift Stores	\$ 1,684,665	\$ 100,393	\$ 1,584,272	88.8
4533	Used Merchandise Stores	\$ 717,729	\$ 2,147,044	\$ (1,429,315)	-49.9
4539	Other Miscellaneous Store Retailers	\$ 4,197,460	\$ 1,706,686	\$ 2,490,774	42.2
454	Nonstore Retailers	\$ 2,847,837	\$ 200,262	\$ 2,647,575	86.9
4541	Electronic Shopping & Mail-Order Houses	\$ 1,849,496	\$ -	\$ 1,849,496	100
4542	Vending Machine Operators	\$ 219,083	\$ -	\$ 219,083	100
4543	Direct Selling Establishments	\$ 779,258	\$ 200,262	\$ 578,996	59.1
722	Food Services & Drinking Places	\$ 15,617,637	\$ 11,064,667	\$ 4,552,970	17.1
7223	Special Food Services	\$ 175,723	\$ -	\$ 175,723	100
7224	Drinking Places - Alcoholic Beverages	\$ 1,161,183	\$ 820,574	\$ 340,609	17.2
7225	Restaurants/Other Eating Places	\$ 14,280,731	\$ 10,244,093	\$ 4,036,638	16.5

Source: Esri and Data Axle, Inc. Esri 2022 Updated Demographics. Esri 2017 Retail MarketPlace. ©2022 Esri. ©2017 Data Axle, Inc, Inc. All rights reserved.

Detailed Retail Gap Analysis: 30-Mile Trade Area					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 179,469,861	\$ 126,580,464	\$ 52,889,397	17.3
4411	Automobile Dealers	\$ 120,584,040	\$ 99,796,757	\$ 20,787,283	9.4
4412	Other Motor Vehicle Dealers	\$ 46,624,774	\$ 17,626,196	\$ 28,998,578	45.1
4413	Auto Parts, Accessories & Tire Stores	\$ 12,261,047	\$ 9,157,511	\$ 3,103,536	14.5
442	Furniture & Home Furnishings Stores	\$ 19,477,455	\$ 9,257,239	\$ 10,220,216	35.6
4421	Furniture Stores	\$ 12,864,980	\$ 5,474,034	\$ 7,390,946	40.3
4422	Home Furnishings Stores	\$ 6,612,475	\$ 3,783,205	\$ 2,829,270	27.2
443	Electronics & Appliance Stores	\$ 17,856,203	\$ 6,606,499	\$ 11,249,704	46
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 50,259,308	\$ 36,049,092	\$ 14,210,216	16.5
4441	Bldg Material & Supplies Dealers	\$ 45,962,041	\$ 33,550,261	\$ 12,411,780	15.6
4442	Lawn & Garden Equip & Supply Stores	\$ 4,297,267	\$ 2,498,832	\$ 1,798,435	26.5
445	Food & Beverage Stores	\$ 124,484,018	\$ 67,625,893	\$ 56,858,125	29.6
4451	Grocery Stores	\$ 112,193,258	\$ 58,282,632	\$ 53,910,626	31.6
4452	Specialty Food Stores	\$ 3,335,548	\$ 1,357,106	\$ 1,978,442	42.2
4453	Beer, Wine & Liquor Stores	\$ 8,955,211	\$ 7,986,155	\$ 969,056	5.7
446	Health & Personal Care Stores	\$ 37,215,036	\$ 27,647,073	\$ 9,567,963	14.8
447	Gasoline Stations	\$ 74,062,933	\$ 140,763,463	\$ (66,700,530)	-31
448	Clothing & Clothing Accessories Stores	\$ 23,417,791	\$ 6,492,817	\$ 16,924,974	56.6
4481	Clothing Stores	\$ 15,888,814	\$ 2,772,002	\$ 13,116,812	70.3
4482	Shoe Stores	\$ 3,329,507	\$ 2,013,939	\$ 1,315,568	24.6
4483	Jewelry, Luggage & Leather Goods Stores	\$ 4,199,470	\$ 1,706,876	\$ 2,492,594	42.2
451	Sporting Goods, Hobby, Book & Music Stores	\$ 16,421,622	\$ 5,532,881	\$ 10,888,741	49.6
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 13,975,698	\$ 5,049,126	\$ 8,926,572	46.9
4512	Book, Periodical & Music Stores	\$ 2,445,924	\$ 483,755	\$ 1,962,169	67
452	General Merchandise Stores	\$ 124,472,205	\$ 117,075,799	\$ 7,396,406	3.1
4521	Department Stores Excluding Leased Depts.	\$ 90,301,996	\$ 110,911,289	\$ (20,609,293)	-10.2
4529	Other General Merchandise Stores	\$ 34,170,209	\$ 6,164,510	\$ 28,005,699	69.4
453	Miscellaneous Store Retailers	\$ 30,454,037	\$ 12,001,155	\$ 18,452,882	43.5
4531	Florists	\$ 1,625,149	\$ 979,114	\$ 646,035	24.8
4532	Office Supplies, Stationery & Gift Stores	\$ 6,759,621	\$ 1,215,393	\$ 5,544,228	69.5
4533	Used Merchandise Stores	\$ 2,890,065	\$ 4,073,279	\$ (1,183,214)	-17
4539	Other Miscellaneous Store Retailers	\$ 19,179,201	\$ 5,733,370	\$ 13,445,831	54
454	Nonstore Retailers	\$ 11,477,237	\$ 3,236,726	\$ 8,240,511	56
4541	Electronic Shopping & Mail-Order Houses	\$ 7,050,082	\$ 205,980	\$ 6,844,102	94.3
4542	Vending Machine Operators	\$ 870,806	\$ 518,020	\$ 352,786	25.4
4543	Direct Selling Establishments	\$ 3,556,350	\$ 2,512,726	\$ 1,043,624	17.2
722	Food Services & Drinking Places	\$ 63,674,064	\$ 41,817,753	\$ 21,856,311	20.7
7223	Special Food Services	\$ 1,078,584	\$ 258,104	\$ 820,480	61.4
7224	Drinking Places - Alcoholic Beverages	\$ 3,764,748	\$ 2,779,861	\$ 984,887	15
7225	Restaurants/Other Eating Places	\$ 58,830,732	\$ 38,779,788	\$ 20,050,944	20.5

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Detailed Retail Gap Analysis: 45-Mile Trade Area

NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 475,767,808	\$ 289,100,075	\$ 186,667,733	24.4
4411	Automobile Dealers	\$ 317,637,445	\$ 209,339,665	\$ 108,297,780	20.6
4412	Other Motor Vehicle Dealers	\$ 125,509,488	\$ 52,673,178	\$ 72,836,310	40.9
4413	Auto Parts, Accessories & Tire Stores	\$ 32,620,875	\$ 27,087,231	\$ 5,533,644	9.3
442	Furniture & Home Furnishings Stores	\$ 52,864,374	\$ 27,899,491	\$ 24,964,883	30.9
4421	Furniture Stores	\$ 35,228,138	\$ 16,249,345	\$ 18,978,793	36.9
4422	Home Furnishings Stores	\$ 17,636,237	\$ 11,650,146	\$ 5,986,091	20.4
443	Electronics & Appliance Stores	\$ 48,280,398	\$ 30,665,483	\$ 17,614,915	22.3
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 131,815,221	\$ 144,001,899	\$ (12,186,678)	-4.4
4441	Bldg Material & Supplies Dealers	\$ 120,534,827	\$ 136,259,881	\$ (15,725,054)	-6.1
4442	Lawn & Garden Equip & Supply Stores	\$ 11,280,394	\$ 7,742,017	\$ 3,538,377	18.6
445	Food & Beverage Stores	\$ 333,506,514	\$ 225,151,798	\$ 108,354,716	19.4
4451	Grocery Stores	\$ 299,644,549	\$ 190,746,712	\$ 108,897,837	22.2
4452	Specialty Food Stores	\$ 8,841,209	\$ 5,529,853	\$ 3,311,356	23
4453	Beer, Wine & Liquor Stores	\$ 25,020,756	\$ 28,875,233	\$ (3,854,477)	-7.2
446	Health & Personal Care Stores	\$ 98,102,663	\$ 111,171,088	\$ (13,068,425)	-6.2
447	Gasoline Stations	\$ 195,948,508	\$ 347,738,813	\$ (151,790,305)	-27.9
448	Clothing & Clothing Accessories Stores	\$ 63,683,213	\$ 25,961,688	\$ 37,721,525	42.1
4481	Clothing Stores	\$ 43,185,293	\$ 14,575,904	\$ 28,609,389	49.5
4482	Shoe Stores	\$ 8,928,522	\$ 7,099,093	\$ 1,829,429	11.4
4483	Jewelry, Luggage & Leather Goods Stores	\$ 11,569,398	\$ 4,286,691	\$ 7,282,707	45.9
451	Sporting Goods, Hobby, Book & Music Stores	\$ 43,817,322	\$ 30,591,215	\$ 13,226,107	17.8
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 37,128,540	\$ 27,775,273	\$ 9,353,267	14.4
4512	Book, Periodical & Music Stores	\$ 6,688,782	\$ 2,815,942	\$ 3,872,840	40.7
452	General Merchandise Stores	\$ 334,451,615	\$ 478,275,621	\$ (143,824,006)	-17.7
4521	Department Stores Excluding Leased Depts.	\$ 243,132,192	\$ 374,232,382	\$ (131,100,190)	-21.2
4529	Other General Merchandise Stores	\$ 91,319,423	\$ 104,043,239	\$ (12,723,816)	-6.5
453	Miscellaneous Store Retailers	\$ 80,268,285	\$ 74,227,441	\$ 6,040,844	3.9
4531	Florists	\$ 4,307,021	\$ 2,903,273	\$ 1,403,748	19.5
4532	Office Supplies, Stationery & Gift Stores	\$ 18,216,597	\$ 27,376,100	\$ (9,159,503)	-20.1
4533	Used Merchandise Stores	\$ 7,913,389	\$ 12,535,693	\$ (4,622,304)	-22.6
4539	Other Miscellaneous Store Retailers	\$ 49,831,277	\$ 31,412,375	\$ 18,418,902	22.7
454	Nonstore Retailers	\$ 30,459,442	\$ 11,442,278	\$ 19,017,164	45.4
4541	Electronic Shopping & Mail-Order Houses	\$ 18,925,999	\$ 4,966,066	\$ 13,959,933	58.4
4542	Vending Machine Operators	\$ 2,340,934	\$ 1,098,095	\$ 1,242,839	36.1
4543	Direct Selling Establishments	\$ 9,192,509	\$ 5,378,118	\$ 3,814,391	26.2
722	Food Services & Drinking Places	\$ 172,693,543	\$ 144,432,853	\$ 28,260,690	8.9
7223	Special Food Services	\$ 2,802,587	\$ 786,617	\$ 2,015,970	56.2
7224	Drinking Places - Alcoholic Beverages	\$ 10,671,857	\$ 6,052,711	\$ 4,619,146	27.6
7225	Restaurants/Other Eating Places	\$ 159,219,100	\$ 137,593,524	\$ 21,625,576	7.3

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Detailed Retail Gap Analysis: 60-Mile Trade Area					
NAICS	Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage Factor
441	Motor Vehicle & Parts Dealers	\$ 1,110,739,952	\$ 952,386,415	\$ 158,353,537	7.7
4411	Automobile Dealers	\$ 780,381,353	\$ 728,869,280	\$ 51,512,073	3.4
4412	Other Motor Vehicle Dealers	\$ 248,540,796	\$ 105,289,803	\$ 143,250,993	40.5
4413	Auto Parts, Accessories & Tire Stores	\$ 81,817,804	\$ 118,227,332	\$ (36,409,528)	-18.2
442	Furniture & Home Furnishings Stores	\$ 134,412,764	\$ 90,762,584	\$ 43,650,180	19.4
4421	Furniture Stores	\$ 86,869,365	\$ 44,546,771	\$ 42,322,594	32.2
4422	Home Furnishings Stores	\$ 47,543,399	\$ 46,215,813	\$ 1,327,586	1.4
443	Electronics & Appliance Stores	\$ 123,550,442	\$ 103,122,274	\$ 20,428,168	9
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 322,727,605	\$ 331,997,444	\$ (9,269,839)	-1.4
4441	Bldg Material & Supplies Dealers	\$ 297,073,193	\$ 303,554,393	\$ (6,481,200)	-1.1
4442	Lawn & Garden Equip & Supply Stores	\$ 25,654,412	\$ 28,443,051	\$ (2,788,639)	-5.2
445	Food & Beverage Stores	\$ 797,354,789	\$ 719,627,413	\$ 77,727,376	5.1
4451	Grocery Stores	\$ 721,484,868	\$ 640,421,539	\$ 81,063,329	6
4452	Specialty Food Stores	\$ 22,762,567	\$ 16,682,474	\$ 6,080,093	15.4
4453	Beer, Wine & Liquor Stores	\$ 53,107,354	\$ 62,523,400	\$ (9,416,046)	-8.1
446	Health & Personal Care Stores	\$ 247,896,508	\$ 269,503,678	\$ (21,607,170)	-4.2
447	Gasoline Stations	\$ 492,800,876	\$ 938,391,895	\$ (445,591,019)	-31.1
448	Clothing & Clothing Accessories Stores	\$ 168,333,712	\$ 99,400,529	\$ 68,933,183	25.7
4481	Clothing Stores	\$ 112,655,803	\$ 68,415,920	\$ 44,239,883	24.4
4482	Shoe Stores	\$ 25,301,501	\$ 16,270,755	\$ 9,030,746	21.7
4483	Jewelry, Luggage & Leather Goods Stores	\$ 30,376,408	\$ 14,713,854	\$ 15,662,554	34.7
451	Sporting Goods, Hobby, Book & Music Stores	\$ 114,324,310	\$ 96,057,605	\$ 18,266,705	8.7
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 97,038,706	\$ 87,362,477	\$ 9,676,229	5.2
4512	Book, Periodical & Music Stores	\$ 17,285,604	\$ 8,695,128	\$ 8,590,476	33.1
452	General Merchandise Stores	\$ 832,317,990	\$ 1,250,817,931	\$ (418,499,941)	-20.1
4521	Department Stores Excluding Leased Depts.	\$ 613,239,176	\$ 928,261,240	\$ (315,022,064)	-20.4
4529	Other General Merchandise Stores	\$ 219,078,814	\$ 322,556,691	\$ (103,477,877)	-19.1
453	Miscellaneous Store Retailers	\$ 193,374,074	\$ 148,444,333	\$ 44,929,741	13.1
4531	Florists	\$ 11,163,479	\$ 6,950,206	\$ 4,213,273	23.3
4532	Office Supplies, Stationery & Gift Stores	\$ 45,080,985	\$ 38,543,812	\$ 6,537,173	7.8
4533	Used Merchandise Stores	\$ 20,211,462	\$ 26,212,317	\$ (6,000,855)	-12.9
4539	Other Miscellaneous Store Retailers	\$ 116,918,148	\$ 76,737,999	\$ 40,180,149	20.7
454	Nonstore Retailers	\$ 68,691,467	\$ 52,483,617	\$ 16,207,850	13.4
4541	Electronic Shopping & Mail-Order Houses	\$ 43,093,615	\$ 44,306,011	\$ (1,212,396)	-1.4
4542	Vending Machine Operators	\$ 5,515,025	\$ 1,487,270	\$ 4,027,755	57.5
4543	Direct Selling Establishments	\$ 20,082,827	\$ 6,690,336	\$ 13,392,491	50
722	Food Services & Drinking Places	\$ 441,975,602	\$ 431,114,893	\$ 10,860,709	1.2
7223	Special Food Services	\$ 8,549,160	\$ 4,338,080	\$ 4,211,080	32.7
7224	Drinking Places - Alcoholic Beverages	\$ 23,557,821	\$ 12,952,910	\$ 10,604,911	29
7225	Restaurants/Other Eating Places	\$ 409,868,621	\$ 413,823,903	\$ (3,955,282)	-0.5

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Retail Gap Comparison					
NAICS	Retail Category	Trade Area			
		Bourbon Co.	30-Mile	45-Mile	60-Mile
441 Motor Vehicle & Parts Dealers		\$ 1,469,882	\$ 52,889,397	\$ 122,279,045	\$ 158,353,537
4411	Automobile Dealers	\$ (11,825,030)	\$ 20,787,283	\$ 128,570,267	\$ 51,512,073
4412	Other Motor Vehicle Dealers	\$ 12,739,404	\$ 28,998,578	\$ 10,642,852	\$ 143,250,993
4413	Auto Parts, Accessories & Tire Stores	\$ 555,508	\$ 3,103,536	\$ (16,934,075)	\$ (36,409,528)
442 Furniture & Home Furnishings Stores		\$ 3,347,520	\$ 10,220,216	\$ 21,136,209	\$ 43,650,180
4421	Furniture Stores	\$ 1,874,617	\$ 7,390,946	\$ 9,908,995	\$ 42,322,594
4422	Home Furnishings Stores	\$ 1,472,903	\$ 2,829,270	\$ 11,227,214	\$ 1,327,586
443 Electronics & Appliance Stores		\$ 3,733,532	\$ 11,249,704	\$ 1,255,086	\$ 20,428,168
444 Bldg Materials, Garden Equip. & Supply Stores		\$ (3,012,133)	\$ 14,210,216	\$ 19,832,301	\$ (9,269,839)
4441	Bldg Material & Supplies Dealers	\$ (3,564,175)	\$ 12,411,780	\$ 16,484,049	\$ (6,481,200)
4442	Lawn & Garden Equip & Supply Stores	\$ 552,042	\$ 1,798,435	\$ 3,348,251	\$ (2,788,639)
445 Food & Beverage Stores		\$ 11,999,987	\$ 56,858,125	\$ 26,315,000	\$ 77,727,376
4451	Grocery Stores	\$ 10,486,037	\$ 53,910,626	\$ 25,710,675	\$ 81,063,329
4452	Specialty Food Stores	\$ 365,503	\$ 1,978,442	\$ 585,573	\$ 6,080,093
4453	Beer, Wine & Liquor Stores	\$ 1,148,447	\$ 969,056	\$ 18,752	\$ (9,416,046)
446 Health & Personal Care Stores		\$ 2,217,167	\$ 9,567,963	\$ 10,538,643	\$ (21,607,170)
447 Gasoline Stations		\$ (1,063,651)	\$ (66,700,530)	\$ (24,470,391)	\$ (445,591,019)
448 Clothing & Clothing Accessories Stores		\$ 4,066,053	\$ 16,924,974	\$ 28,179,899	\$ 68,933,183
4481	Clothing Stores	\$ 2,562,415	\$ 13,116,812	\$ 21,031,302	\$ 44,239,883
4482	Shoe Stores	\$ 714,016	\$ 1,315,568	\$ 3,354,354	\$ 9,030,746
4483	Jewelry, Luggage & Leather Goods Stores	\$ 789,622	\$ 2,492,594	\$ 3,794,243	\$ 15,662,554
451 Sporting Goods, Hobby, Book & Music Stores		\$ 2,698,456	\$ 10,888,741	\$ 14,533,878	\$ 18,266,705
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 2,105,489	\$ 8,926,572	\$ 11,322,762	\$ 9,676,229
4512	Book, Periodical & Music Stores	\$ 592,967	\$ 1,962,169	\$ 3,211,115	\$ 8,590,476
452 General Merchandise Stores		\$ (18,708,500)	\$ 7,396,406	\$ (70,136,666)	\$ (418,499,941)
4521	Department Stores Excluding Leased Depts.	\$ (25,983,311)	\$ (20,609,293)	\$ (96,554,431)	\$ (315,022,064)
4529	Other General Merchandise Stores	\$ 7,274,811	\$ 28,005,699	\$ 26,417,765	\$ (103,477,877)
453 Miscellaneous Store Retailers		\$ 2,648,646	\$ 18,452,882	\$ 27,144,586	\$ 44,929,741
4531	Florists	\$ 2,915	\$ 646,035	\$ (1,641,279)	\$ 4,213,273
4532	Office Supplies, Stationery & Gift Stores	\$ 1,584,272	\$ 5,544,228	\$ 9,687,693	\$ 6,537,173
4533	Used Merchandise Stores	\$ (1,429,315)	\$ (1,183,214)	\$ (5,858,399)	\$ (6,000,855)
4539	Other Miscellaneous Store Retailers	\$ 2,490,774	\$ 13,445,831	\$ 24,956,571	\$ 40,180,149
454 Nonstore Retailers		\$ 2,647,575	\$ 8,240,511	\$ (204,817)	\$ 16,207,850
4541	Electronic Shopping & Mail-Order Houses	\$ 1,849,496	\$ 6,844,102	\$ 7,094,815	\$ (1,212,396)
4542	Vending Machine Operators	\$ 219,083	\$ 352,786	\$ (1,974,981)	\$ 4,027,755
4543	Direct Selling Establishments	\$ 578,996	\$ 1,043,624	\$ (5,324,653)	\$ 13,392,491
722 Food Services & Drinking Places		\$ 4,552,970	\$ 21,856,311	\$ 40,399,961	\$ 10,860,709
7223	Special Food Services	\$ 175,723	\$ 820,480	\$ 3,021,214	\$ 4,211,080
7224	Drinking Places - Alcoholic Beverages	\$ 340,609	\$ 984,887	\$ 1,644,872	\$ 10,604,911
7225	Restaurants/Other Eating Places	\$ 4,036,638	\$ 20,050,944	\$ 35,733,875	\$ (3,955,282)

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Detailed 2027 Projected Retail Gap Analysis: Bourbon County				
NAICS	Retail Category	Projected Demand (Retail Potential)	Current Supply (Retail Sales)	Projected Retail Gap
441	Motor Vehicle & Parts Dealers	\$ 45,320,645	\$ 41,297,413	\$ 4,023,232
4411	Automobile Dealers	\$ 28,101,337	\$ 38,387,131	\$ (10,285,794)
4412	Other Motor Vehicle Dealers	\$ 14,222,492	\$ 644,934	\$ 13,577,558
4413	Auto Parts, Accessories & Tire Stores	\$ 2,989,270	\$ 2,265,348	\$ 723,922
442	Furniture & Home Furnishings Stores	\$ 5,085,404	\$ 1,455,177	\$ 3,630,227
4421	Furniture Stores	\$ 3,525,048	\$ 1,455,177	\$ 2,069,871
4422	Home Furnishings Stores	\$ 1,558,726	\$ -	\$ 1,558,726
443	Electronics & Appliance Stores	\$ 4,590,580	\$ 600,165	\$ 3,990,415
444	Bldg Materials, Garden Equip. & Supply Stores	\$ 11,793,550	\$ 14,116,233	\$ (2,322,683)
4441	Bldg Material & Supplies Dealers	\$ 10,718,669	\$ 13,656,232	\$ (2,937,563)
4442	Lawn & Garden Equip & Supply Stores	\$ 1,074,587	\$ 460,001	\$ 614,586
445	Food & Beverage Stores	\$ 32,388,244	\$ 18,566,553	\$ 13,821,691
4451	Grocery Stores	\$ 28,713,921	\$ 16,610,502	\$ 12,103,419
4452	Specialty Food Stores	\$ 766,698	\$ 369,397	\$ 397,301
4453	Beer, Wine & Liquor Stores	\$ 2,895,642	\$ 1,586,654	\$ 1,308,988
446	Health & Personal Care Stores	\$ 8,660,282	\$ 5,947,744	\$ 2,712,538
447	Gasoline Stations	\$ 17,213,830	\$ 17,311,476	\$ (97,646)
448	Clothing & Clothing Accessories Stores	\$ 6,012,535	\$ 1,612,885	\$ 4,399,650
4481	Clothing Stores	\$ 4,086,454	\$ 1,296,779	\$ 2,789,675
4482	Shoe Stores	\$ 755,552	\$ -	\$ 755,552
4483	Jewelry, Luggage & Leather Goods Stores	\$ 1,172,210	\$ 316,106	\$ 856,104
451	Sporting Goods, Hobby, Book & Music Stores	\$ 3,948,200	\$ 1,021,940	\$ 2,926,260
4511	Sporting Goods/Hobby/Musical Instr Stores	\$ 3,318,871	\$ 1,021,940	\$ 2,296,931
4512	Book, Periodical & Music Stores	\$ 628,699	\$ -	\$ 628,699
452	General Merchandise Stores	\$ 31,694,307	\$ 48,629,341	\$ (16,935,034)
4521	Department Stores Excluding Leased Depts.	\$ 22,743,381	\$ 47,645,000	\$ (24,901,619)
4529	Other General Merchandise Stores	\$ 8,788,965	\$ 984,341	\$ 7,804,624
453	Miscellaneous Store Retailers	\$ 7,200,463	\$ 4,307,127	\$ 2,893,336
4531	Florists	\$ 377,915	\$ 353,004	\$ 24,911
4532	Office Supplies, Stationery & Gift Stores	\$ 1,783,782	\$ 100,393	\$ 1,683,389
4533	Used Merchandise Stores	\$ 763,899	\$ 2,147,044	\$ (1,383,145)
4539	Other Miscellaneous Store Retailers	\$ 4,250,096	\$ 1,706,686	\$ 2,543,410
454	Nonstore Retailers	\$ 3,123,720	\$ 200,262	\$ 2,923,458
4541	Electronic Shopping & Mail-Order Houses	\$ 2,089,269	\$ -	\$ 2,089,269
4542	Vending Machine Operators	\$ 221,050	\$ -	\$ 221,050
4543	Direct Selling Establishments	\$ 809,276	\$ 200,262	\$ 609,014
722	Food Services & Drinking Places	\$ 16,534,015	\$ 11,064,667	\$ 5,469,348
7223	Special Food Services	\$ 182,873	\$ -	\$ 182,873
7224	Drinking Places - Alcoholic Beverages	\$ 1,229,341	\$ 820,574	\$ 408,767
7225	Restaurants/Other Eating Places	\$ 15,118,617	\$ 10,244,093	\$ 4,874,524

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.