



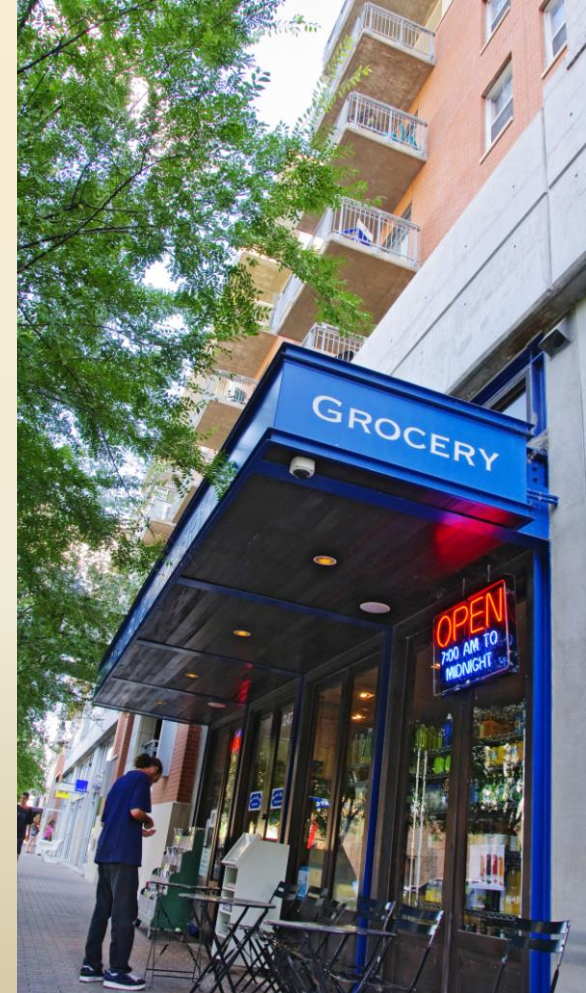
IDA Annual Conference & Tradeshow
Breakout Session:

What Retailers Want

Retail Recruitment from the Retailer's Perspective

September 24, 2011

Establishing What You Are



Demographics

- Psychographics
- 1-3-5 mile radius
- Population, income



12855 NE 6th Ave
Miami, FL 33161

Site Type: Radius

Summary

2000

Population	30,194
Households	9,675
Families	6,904
Average Household Size	3.04
Owner Occupied HUs	4,448
Renter Occupied HUs	5,227
Median Age	31.6

Trends: 2008-2013 Annual Rate

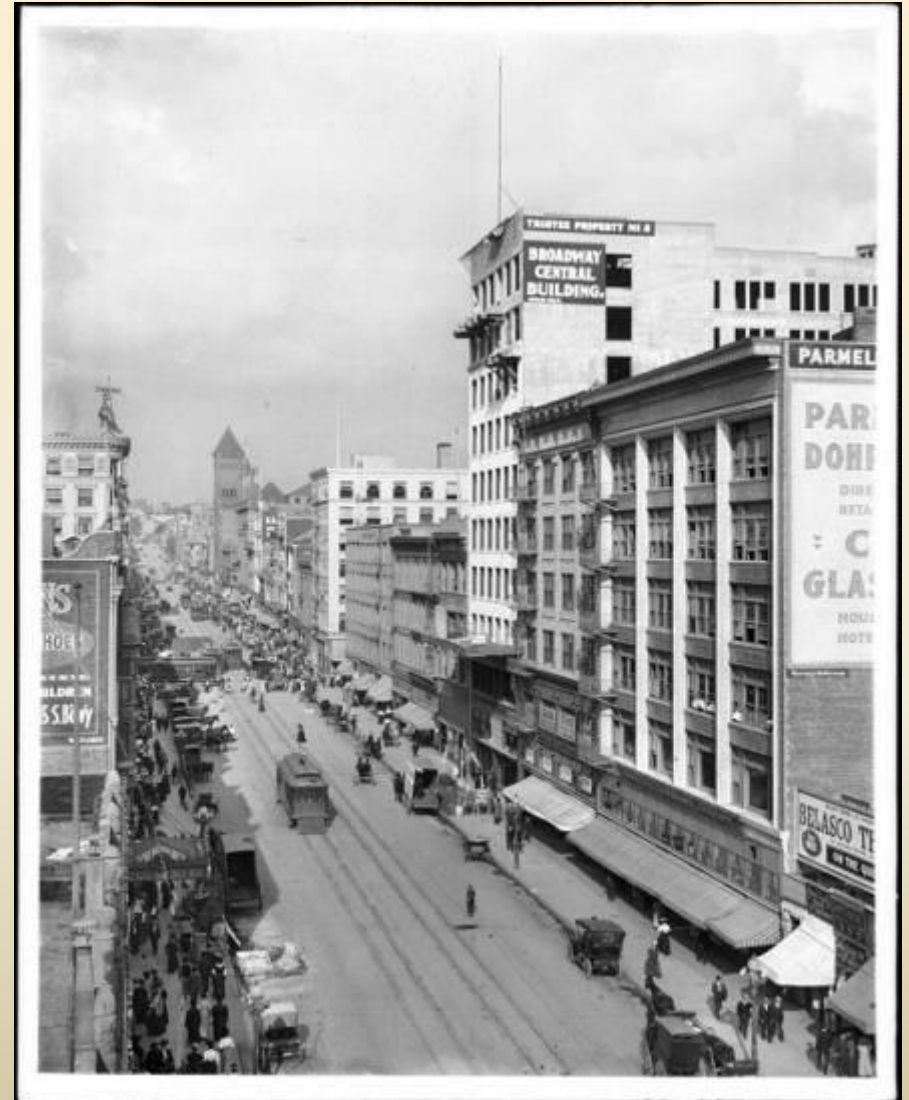
Area

Population	0.41%
Households	0.2%
Families	-0.11%
Owner HHS	-0.36%
Median Household Income	3.28%

	2000		20
Households by Income	Number	Percent	Number
< \$15,000	2,615	27.1%	2,105
\$15,000 - \$24,999	1,614	16.7%	1,351
\$25,000 - \$34,999	1,462	15.1%	1,234
\$35,000 - \$49,999	1,649	17.1%	1,602
\$50,000 - \$74,999	1,368	14.2%	1,712
\$75,000 - \$99,999	538	5.6%	880
\$100,000 - \$149,999	278	2.9%	556
\$150,000 - \$199,000	42	0.4%	73
\$200,000+	99	1.0%	128
Median Household Income	\$28,576		\$36,044
Average Household Income	\$39,523		\$48,631
Per Capita Income	\$12,943		\$15,429

Evolution of Retail

- Apalachee (500BC to 1600s) to Governor's Square Mall
- Downtown city core – the **Central Business District** in a geographical, commercial, and community sense



Types of Open Air Centers



Example of Town Center: The Villages





Attracting the Retailers



How do Downtowns ensure retail success?

- Healthy sales
- Customer loyalty
- Traffic Drivers





Resources

