

7. Retail Demand Analysis

SAEDS September 2008 - H. O. W. Report

Business Category	Total Retail Outlets	Spending per capita for BC (Stats Can)	Current Sq. Ft in S.A. for Business Category	Retail Sales for 2003	Revenue per Sq. Ft. Salmon Arm Trade Area (2003 Sales)	Retail Council of Canada Per Sq. Ft. Revenue	Revenue for CSRD Trade Area (Potential)	Revenue for Shuswap Trade Area (Potential)	Revenue for Salmon Arm Trade Area (Potential)	Potential Sq. Ft. Needed to Service CSRD Trade	Potential Sq. Ft. Needed to Service Shuswap Area	Potential Sq. Ft. Needed to Service Salmon Arm Trade	% of Captured Revenue Opportunity for CSRD Trade Area	% of Captured Revenue Opportunity for Shuswap Trade Area	% of Captured Revenue Opportunity for Salmon Arm Trade Area	Remaining Revenue Opportunity for CSRD Trade Area	Remaining Revenue Opportunity for Shuswap Trade Area	Remaining Revenue Opportunity for Salmon Arm Trade Area	
Beer, Wine & Liquor Stores	6	\$ 623	13,355	\$ 12,170,000	\$ 911	\$ 1,000	\$ 27,700,449	\$ 20,166,510	\$ 9,975,476	27,700	20,167	9,975	44%	60%	122%	\$ 15,530,449	\$ 7,996,510	(\$2,194,524)	
Clothing Stores	20	\$ 538	39,679	\$ 6,030,250	\$ 152	\$ 250	\$ 23,921,094	\$ 17,415,060	\$ 8,614,456	95,684	69,660	34,458	25%	35%	70%	\$ 17,890,844	\$ 11,384,810	\$ 2,584,206	
Computer & Software Stores	3	\$ 53	3,300	\$ 1,165,000	\$ 353	\$ 800	\$ 2,356,539	\$ 1,715,610	\$ 848,636	2,946	2,145	1,061	49%	68%	137%	\$ 1,191,539	\$ 550,610	(\$316,364)	
Convenience & Specialty Food Stores	17	\$ 228	37,180	\$ 6,949,000	\$ 187	\$ 600	\$ 10,137,564	\$ 7,380,360	\$ 3,650,736	16,896	12,301	6,085	69%	94%	190%	\$ 3,188,564	\$ 431,360	(\$3,298,264)	
Furniture Stores	5	\$ 286	38,600	\$ 5,700,000	\$ 148	\$ 200	\$ 12,716,418	\$ 9,257,820	\$ 4,579,432	63,582	46,289	22,897	45%	62%	124%	\$ 7,016,418	\$ 3,557,820	(\$1,120,568)	
Gasoline Stations	9	\$ 1,398	22,705	\$ 21,440,000	\$ 944	-	\$ 62,159,274	\$ 45,253,260	\$ 22,384,776	-	-	-	-	-	-	-	-	-	
General Merchandise Stores	3	\$ 1,370	118,000	\$ 32,725,000	\$ 277	\$ 300	\$ 60,914,310	\$ 44,346,900	\$ 21,936,440	203,048	147,823	73,121	54%	74%	149%	\$ 28,189,310	\$ 11,621,900	(\$10,788,560)	
Home Centres & Hardware Stores	4	\$ 622	57,104	\$ 12,095,000	\$ 212	\$ 550	\$ 27,655,986	\$ 20,134,140	\$ 9,959,464	50,284	36,608	18,108	44%	60%	121%	\$ 15,560,986	\$ 8,039,140	(\$2,135,536)	
Home Electronics & Appliance Stores	8	\$ 450	20,111	\$ 1,730,000	\$ 86	\$ 750	\$ 20,008,350	\$ 14,566,500	\$ 7,205,400	26,678	19,422	9,607	9%	12%	24%	\$ 18,278,350	\$ 12,836,500	\$ 5,475,400	
Home Furnishings Stores	9	\$ 221	25,273	\$ 3,973,500	\$ 157	\$ 200	\$ 9,826,323	\$ 7,153,770	\$ 3,538,652	49,132	35,769	17,693	40%	56%	112%	\$ 5,852,823	\$ 3,180,270	(\$434,848)	
Miscellaneous Store Retailers	42	\$ 366	82,997	\$ 7,625,000	\$ 92	\$ 175	\$ 16,273,458	\$ 11,847,420	\$ 5,860,392	92,991	67,700	33,488	47%	64%	130%	\$ 8,648,458	\$ 4,222,420	(\$1,764,608)	
New Car Dealers	4	\$ 2,217	132,179	\$ 89,000,000	\$ 673	\$ 200	\$ 98,574,471	\$ 71,764,290	\$ 35,498,604	-	-	-	-	-	-	-	-	-	
Pharmacies & Personal Care Stores	28	\$ 709	39,770	\$ 7,298,200	\$ 184	\$ 650	\$ 31,524,267	\$ 22,950,330	\$ 11,352,508	48,499	35,308	17,465	23%	32%	64%	\$ 24,226,067	\$ 15,652,130	\$ 4,054,308	
Shoe, clothing accessories and jewelry stores	6	\$ 167	4,760	\$ 1,450,000	\$ 305	\$ 325	\$ 7,425,321	\$ 5,405,790	\$ 2,674,004	22,847	16,633	8,228	20%	27%	54%	\$ 5,975,321	\$ 3,955,790	\$ 1,224,004	
Specialized Building Materials & Garden Stores	5	\$ 189	39,522	\$ 2,050,000	\$ 52	\$ 250	\$ 8,403,507	\$ 6,117,930	\$ 3,026,268	33,614	24,472	12,105	24%	34%	68%	\$ 6,353,507	\$ 4,067,930	\$ 976,268	
Sporting Goods, Hobby, Book & Music Stores	20	\$ 413	45,808	\$ 5,431,500	\$ 119	\$ 250	\$ 18,363,219	\$ 13,368,810	\$ 6,612,956	73,453	53,475	26,452	30%	41%	82%	\$ 12,931,719	\$ 7,937,310	\$ 1,181,456	
Supermarkets	4	\$ 2,162	110,370	\$ 46,000,000	\$ 417	\$ 525	\$ 96,129,006	\$ 69,983,940	\$ 34,617,944	183,103	133,303	65,939	48%	66%	133%	\$ 50,129,006	\$ 23,983,940	(\$11,382,056)	
Used & Recreational Motor Vehicle & Parts Dealers	18	\$ 480	143,686	\$ 27,571,000	\$ 192	\$ 200	\$ 21,342,240	\$ 15,537,600	\$ 7,685,760	106,711	77,688	38,429	129%	177%	359%	(\$6,228,760)	(\$12,033,400)	(\$19,885,240)	
<b>TOTAL</b>	<b>211</b>	<b>\$ 12,492</b>	<b>974,399</b> Square Feet	<b>\$ 290,403,450</b>	<b>n/a</b>	<b>n/a</b>	<b>\$ 555,431,796</b>	<b>\$ 404,366,040</b>	<b>\$ 200,021,904</b>	<b>1,097,167</b> Square Feet	<b>798,761</b> Square Feet	<b>395,112</b> Square Feet	<b>52%</b>	<b>72%</b>	<b>145%</b>	<b>\$ 265,028,346</b>	<b>\$113,962,590</b>	<b>(\$90,381,546)</b>	
** Excluding Car Dealerships and Gasoline **																			
	<b>198</b>	<b>\$ 8,877</b>	<b>819,515</b> Square Feet	<b>\$ 179,963,450</b>	<b>n/a</b>	<b>n/a</b>	<b>\$ 394,698,051</b>	<b>\$ 287,348,490</b>	<b>\$ 142,138,524</b>	<b>1,097,167</b> Square Feet	<b>798,761</b> Square Feet	<b>395,112</b> Square Feet	<b>46%</b>	<b>63%</b>	<b>127%</b>	<b>\$ 214,734,601</b>	<b>\$107,385,040</b>	<b>(\$37,824,926)</b>	