

Economic development + downtown Bethel



NO STANDING
OR PARKING
METRO BUS
ZONE
←

NEW AGENCY

ADMINISTRATIVE OFFICES

Capitol

1. Retail market analysis
2. Business development strategies
3. Tools + incentives
4. Impacts



1. Demographic characteristics + trends
2. Business distribution
3. Retail context
4. Sales voids
5. Consumer preferences, habits, insights

1. Demographic characteristics + trends
2. Business distribution
3. Retail context
4. Sales voids
5. Consumer preferences, habits, insights

% change, 2010-2013

Characteristic	Bethel	Fairfield Co	Connecticut
Total population	2.8%	2.3%	1.1%
Median age	-1.9%	-1.5%	1.8%
Total households	3.5%	0.3%	-0.2%
Average household size	2.2%	8.3%	1.2%
Median household income	2.5%	1.2%	2.5%

Characteristic	2010	2013	%	% change
Class of worker				
Private wage and salary workers	7,399	8,323	81%	12.5%
Government workers	1,236	1,268	12%	2.6%
Self-employed and unpaid family workers	688	703	7%	2.2%
Occupation				
Mgmt, business, science, arts occupations	4,188	4,531	44%	8.2%
Service occupations	1,096	1,520	15%	38.7%
Sales and office occupations	2,527	2,784	27%	10.2%
Natural resources, construction, maintenance	752	680	7%	-9.6%
Production, trans, material moving	760	779	8%	2.5%

Characteristic	2010	2013	%	% change
Industry				
Agriculture, forestry, fishing/hunting, mining	9	29	0%	222.2%
Construction	567	711	7%	25.4%
Manufacturing	1,261	1,252	12%	-0.7%
Wholesale trade	307	177	2%	-42.3%
Retail trade	1,293	1,229	12%	-4.9%
Trans/warehousing, utilities	319	451	4%	41.4%
Information	263	253	2%	-3.8%
Finance/insurance, real estate/rental/leasing	749	757	7%	1.1%
Prof, scientific, mgmt; admin + waste mgmt	1,231	1,476	14%	19.9%
Educ svcs, health care/social assistance	2,231	2,325	23%	4.2%
Arts, ent., recreation; accomm., food svcs	567	667	6%	17.6%
Other services (except public admin)	351	745	7%	112.3%
Public administration	175	222	2%	26.9%

1. Demographics

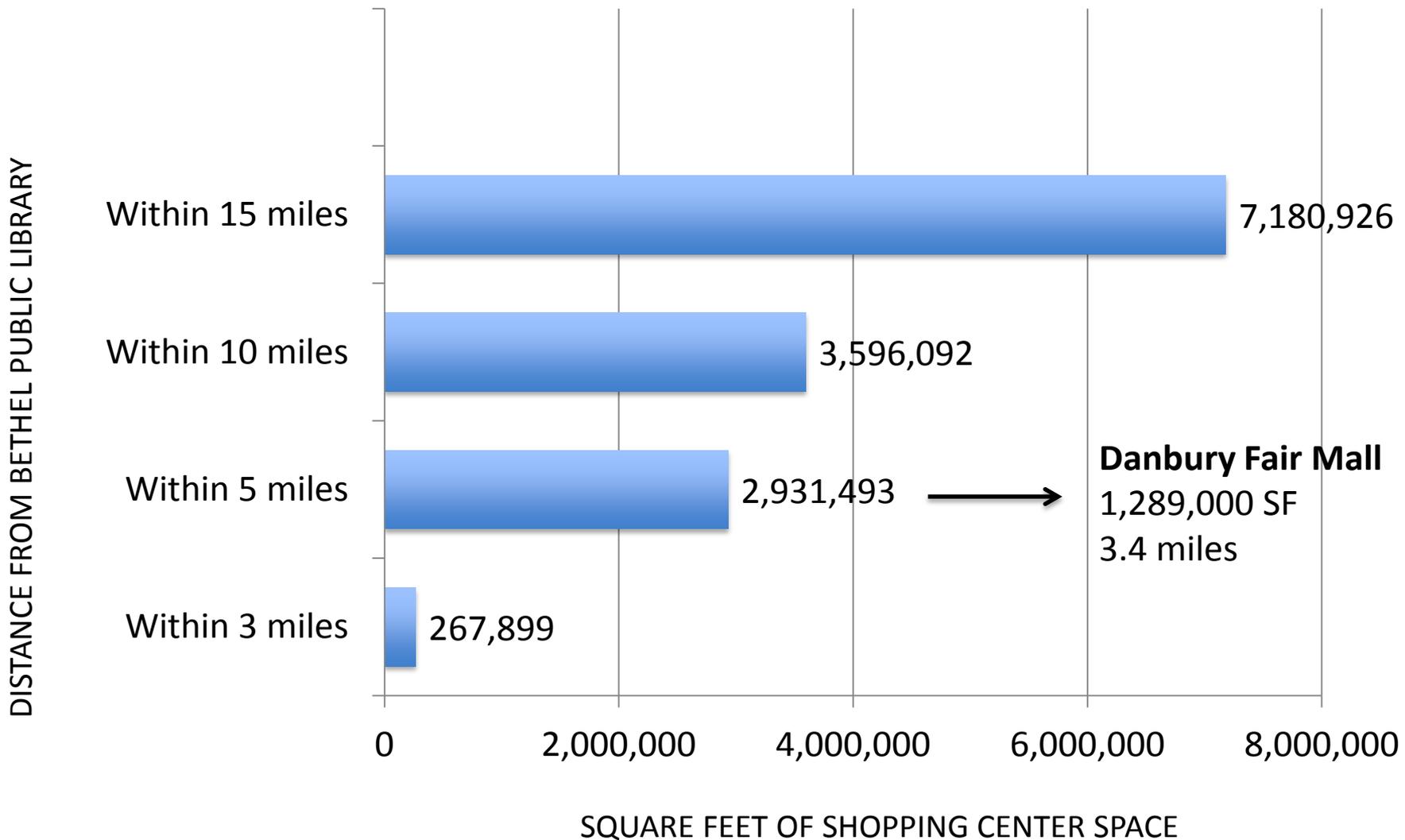
2. Business distribution

NAICS	Industry	Businesses	Workers	Revenues
11	Agriculture, forestry, fishing/hunting	0.3%	0.4%	2.3%
21	Mining, quarrying; oil/gas extraction	0.1%	0.1%	0.3%
22	Utilities	0.2%	0.1%	0.1%
23	Construction	14.2%	8.1%	9.7%
31-33	Manufacturing	7.1%	17.4%	34.6%
42	Wholesale trade	4.2%	3.5%	24.5%
44-45	Retail trade	10.4%	10.5%	8.0%
48-49	Transportation and warehousing	1.4%	3.0%	1.7%
51	Information	1.4%	1.5%	1.0%
52	Finance and insurance	4.6%	2.5%	1.7%
53	Real estate and rental/leasing	4.0%	3.5%	2.9%

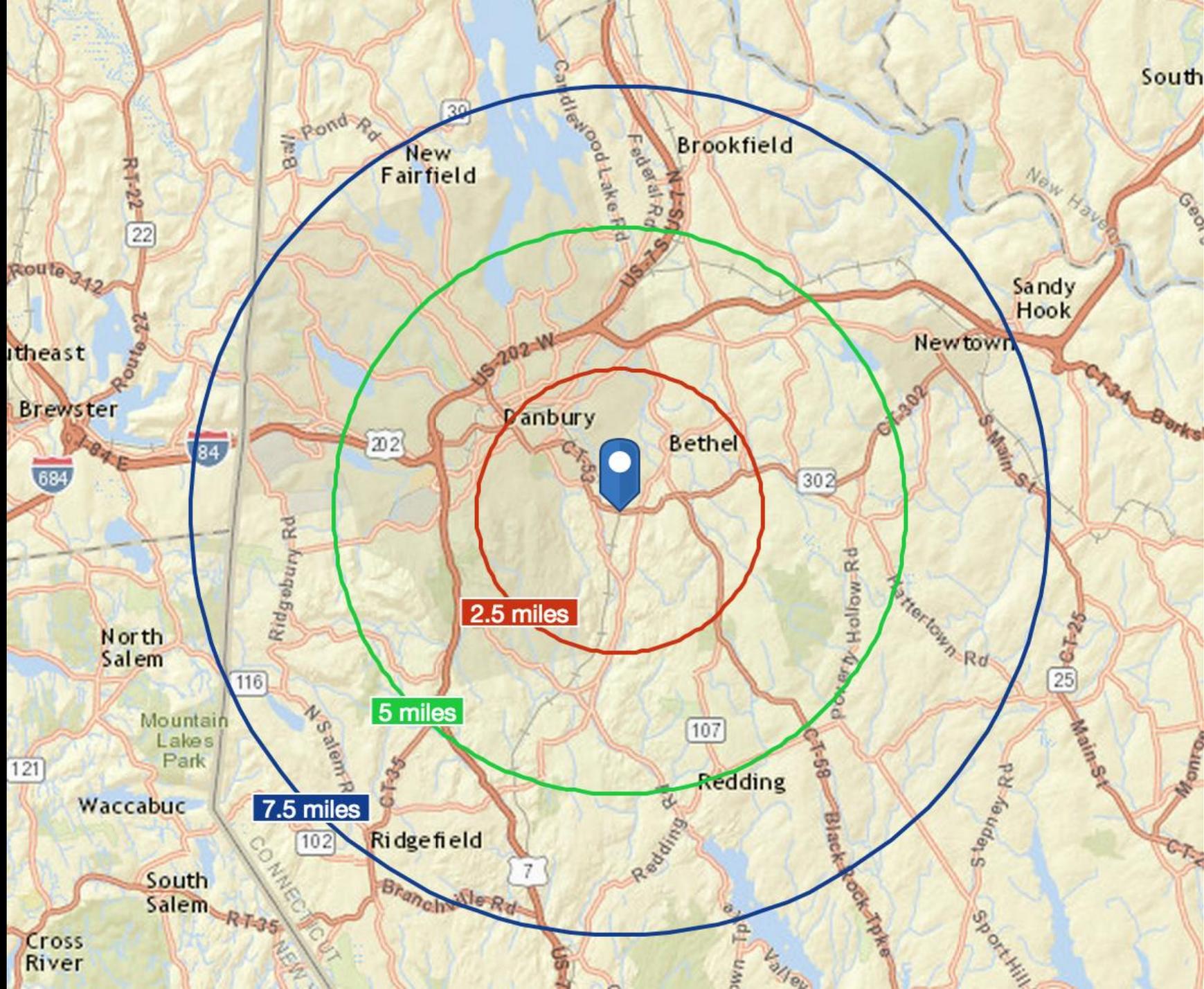
NAICS	Industry	Businesses	Workers	Revenues
54	Professional, scientific, technical svcs	9.3%	5.3%	2.8%
55	Mgmt of companies and enterprises	0.2%	0.1%	0.2%
56	Admin/support; waste mgmt/remed.	5.8%	4.2%	4.7%
61	Educational services	2.3%	5.4%	0.1%
62	Health care and social assistance	9.5%	19.2%	2.4%
71	Arts, entertainment, recreation	1.0%	0.9%	0.2%
72	Accommodation and food services	6.1%	6.1%	1.7%
81	Other services (except public admin)	11.7%	4.7%	0.9%
92	Public administration	3.9%	3.3%	0.0%
99	Unclassified establishments	2.3%	0.3%	0.1%
	Total	100%	100%	100%

1. Demographics
2. Business distribution
3. Retail context

COMPETITIVE RETAIL CONTEXT: Shopping centers



1. Demographics
2. Business distribution
3. Retail context
4. Sales voids



2.5 miles

5 miles

7.5 miles

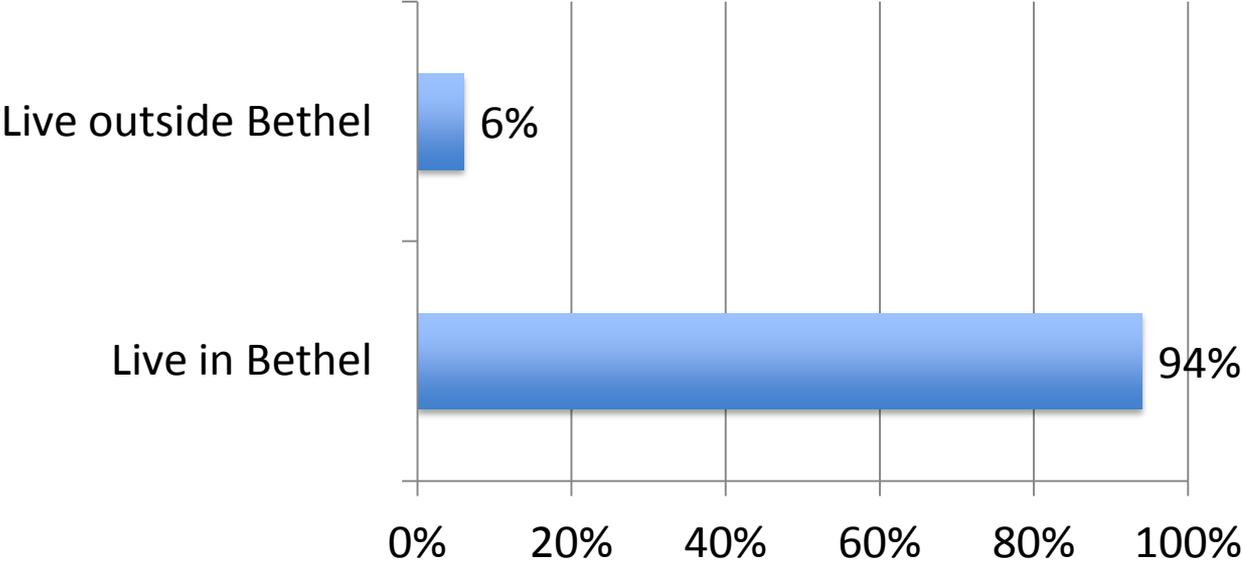
		Bethel		
NAICS	Store category	Supply	Demand	Void
441	Motor vehicles + parts dealers	\$ 6,031,000	25,135,000	- 19,104,000
442	Furniture + home furnishings stores	411,000	3,165,000	- 2,754,000
443	Electronics + appliance stores	258,000	3,930,000	- 3,672,000
444	Bldg materials, garden equip + supply stores	6,215,000	4,079,000	2,136,000
445	Food + beverage stores	18,808,000	27,016,000	- 8,208,000
446	Health + personal care stores	88,353,000	11,524,000	76,829,000
447	Gasoline stations	2,476,000	10,278,000	- 7,802,000
448	Clothing + clothing accessories stores	1,982,000	9,692,000	- 7,710,000
451	Sporting goods, hobby, book + music stores	3,019,000	3,089,000	- 70,000
452	General merchandise stores	19,952,000	15,372,000	4,580,000
453	Miscellaneous store retailers	1,900,000	3,907,000	- 2,007,000
454	Nonstore retailers	21,157,000	9,242,000	11,915,000
	TOTAL RETAIL	170,562,000	126,429,000	44,133,000
		0		
722	Food services + drinking places	14,981,000	14,855,000	126,000
	TOTAL RETAIL + FOOD/DRINK	185,543,000	141,284,000	44,259,000
		0		

Distance from Bethel Public Library

NAICS	Store category	Distance from Bethel Public Library				
		¼ mile	½ mile	1 miles	2.5 miles	5 miles
441	Motor vehicles + parts dealers	- 1,062,000	- 4,097,000	-17,073,000	- 9,585,000	159,719,000
442	Furniture + home furnishings stores	- 136,000	- 526,000	- 2,453,000	- 3,568,000	5,698,000
443	Electronics + appliance stores	- 169,000	- 722,000	- 3,311,000	- 9,282,000	75,661,000
444	Bldg materials, garden equip + supply stores	1,900,000	2,499,000	2,428,000	- 865,000	16,656,000
445	Food + beverage stores	9,964,000	9,313,000	- 5,563,000	- 59,436,000	- 69,232,000
446	Health + personal care stores	- 492,000	3,746,000	77,983,000	68,000,000	46,696,000
447	Gasoline stations	- 441,000	- 2,175,000	- 6,875,000	- 20,429,000	- 47,200,000
448	Clothing + clothing accessories stores	284,000	- 981,000	- 6,799,000	- 19,994,000	76,252,000
451	Sporting goods, hobby, book + music stores	391,000	181,000	154,000	- 4,863,000	11,805,000
452	General merchandise stores	13,942,000	15,607,000	6,134,000	- 2,155,000	107,794,000
453	Miscellaneous store retailers	354,000	- 24,000	- 1,624,000	- 3,946,000	- 3,190,000
454	Nonstore retailers	5,979,000	8,785,000	12,323,000	15,837,000	- 7,718,000
	TOTAL RETAIL	30,514,000	31,606,000	54,694,000	- 50,286,000	372,941,000
722	Food services + drinking places	3,056,000	3,475,000	1,473,000	-7,063,000	755,000
	TOTAL RETAIL + FOOD/DRINK	33,570,000	35,081,000	56,167,000	- 57,349,000	373,696,000

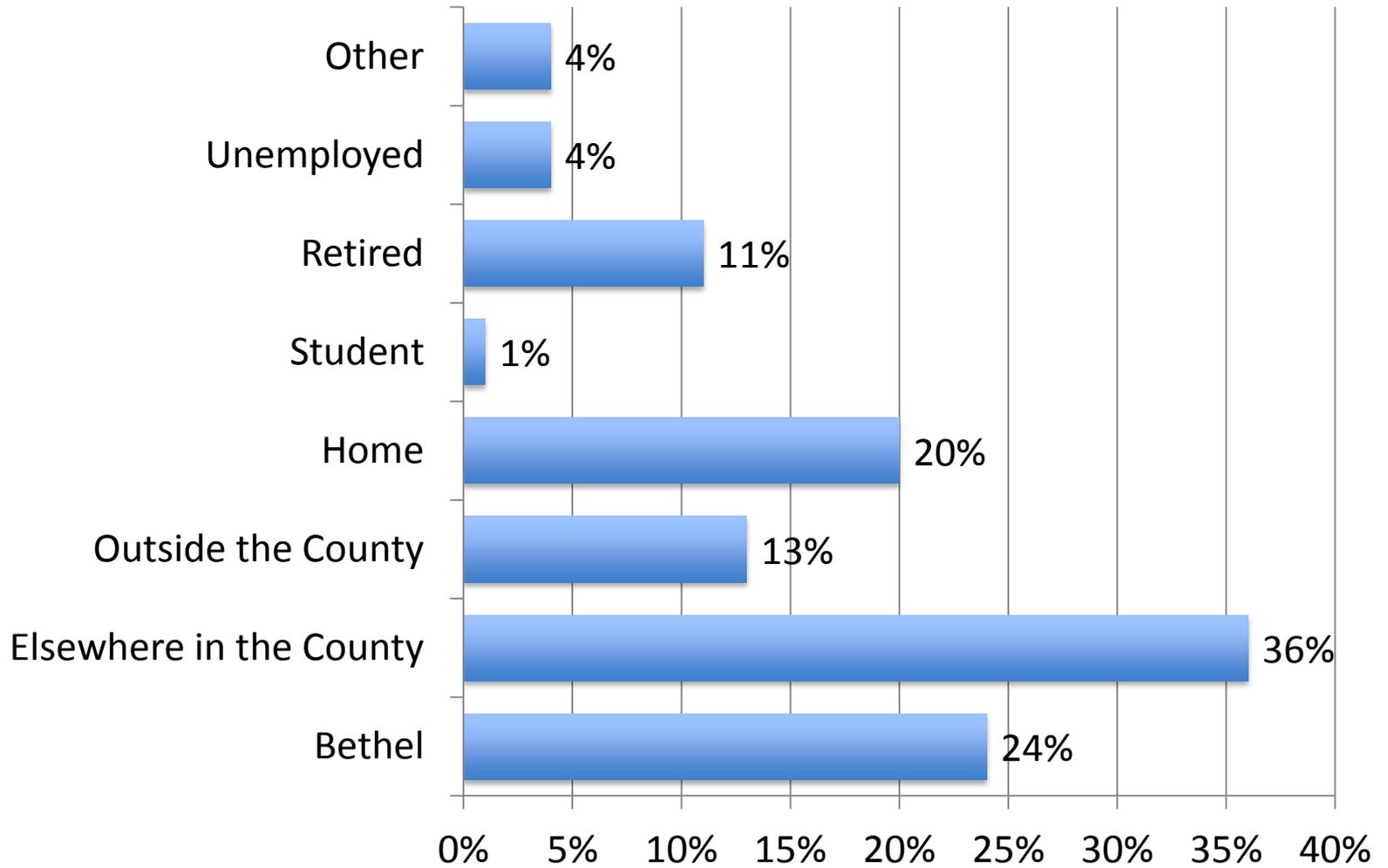
1. Demographics
2. Business distribution
3. Retail context
4. Sales voids
5. Consumer preferences, habits, insights

Where do you live?



Average years:
23.2

Where do you work?



Where do you usually dine out?



