



City of Oakland Park, Florida

Retail Recruitment Strategy Update

February 2016



METRO AREA ANALYSIS



We studied the Retail Base, Consumer Demographics, Road Systems, and Gap Analysis for Oakland Park's Competing Communities to better prepare our comprehensive strategy for Retail Recruitment.

COMMUNITY ANALYSIS



We studied the **Major National Retailers In/Near Oakland Park** to identify Existing Retail Base and Retail District Boundaries

Retail Trade Area: the geographical area from which a community's retailers derive a majority (approximately 85%) of their business.

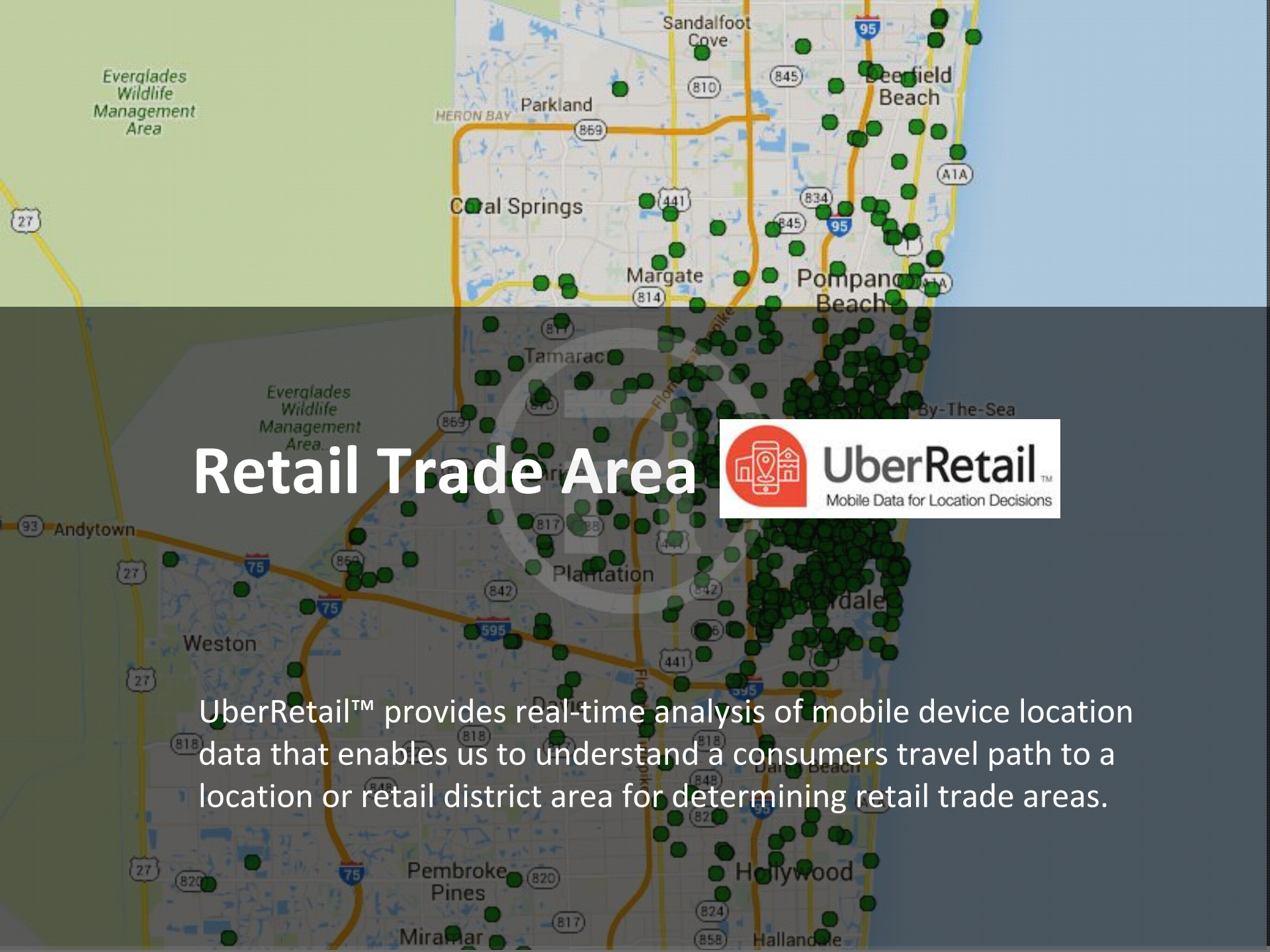
Oakland Park's Retail Trade Area

The Retail Trade Area Map for Oakland Park is **UNIQUE** and tells more about consumer trends than a typical Radial or Drive-Time Analysis.



Retail Trade Area: **Retailer Interviews**

Interviewing 30+ of Oakland Park's Retailers gives us first-hand insight into the primary trade area of consumers across national brands already in your community.



Retail Trade Area

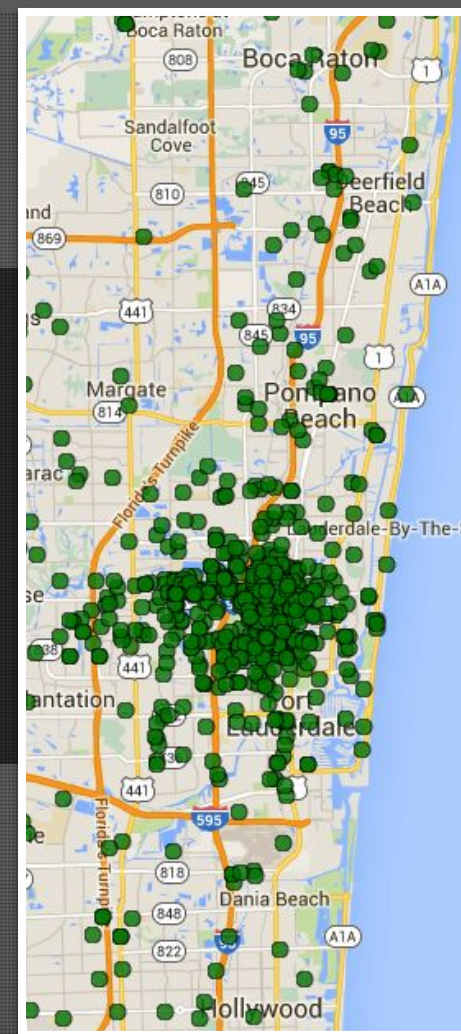
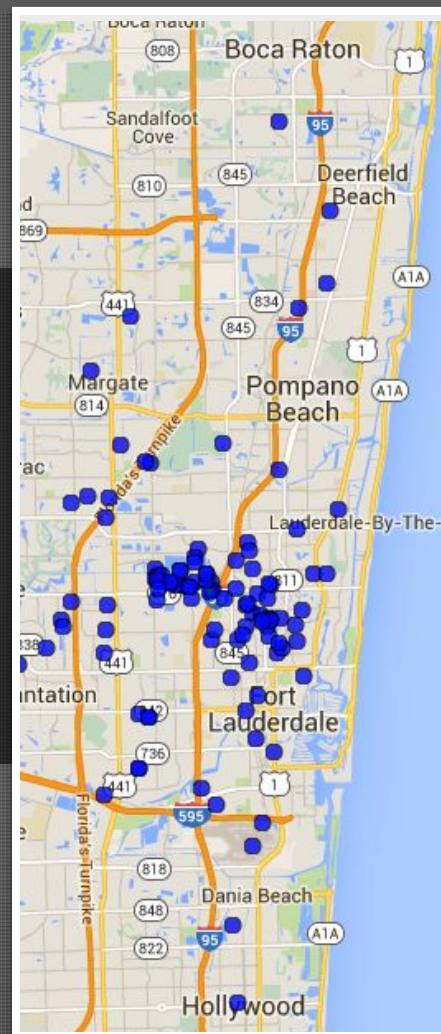
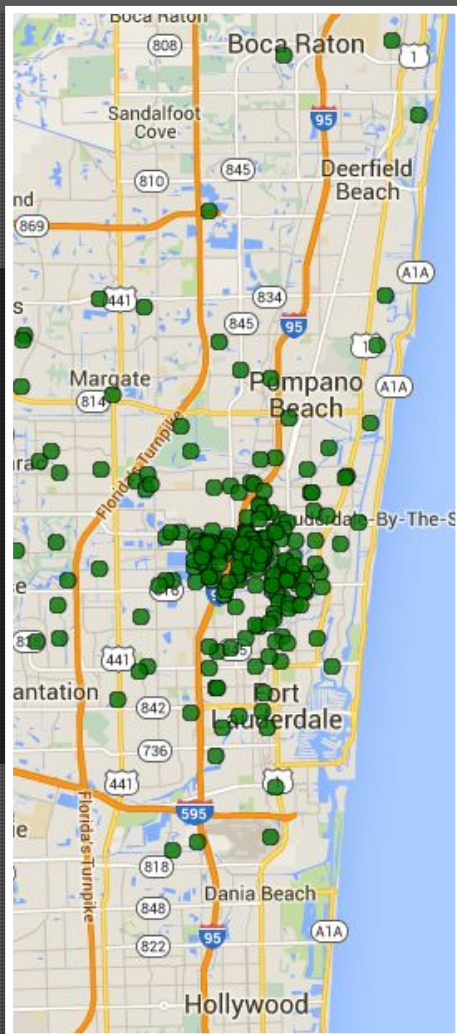
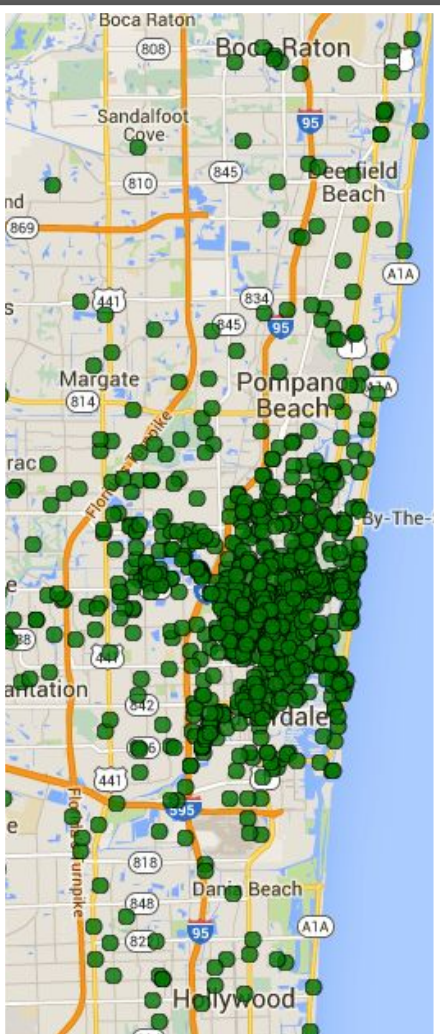


UberRetail™ provides real-time analysis of mobile device location data that enables us to understand a consumers travel path to a location or retail district area for determining retail trade areas.



UberRetailTM
Mobile Data for Location Decisions

Trade Area



Southeast Retail District
Retailer: Target

Midtown Retail District
Retailer: Walgreen's

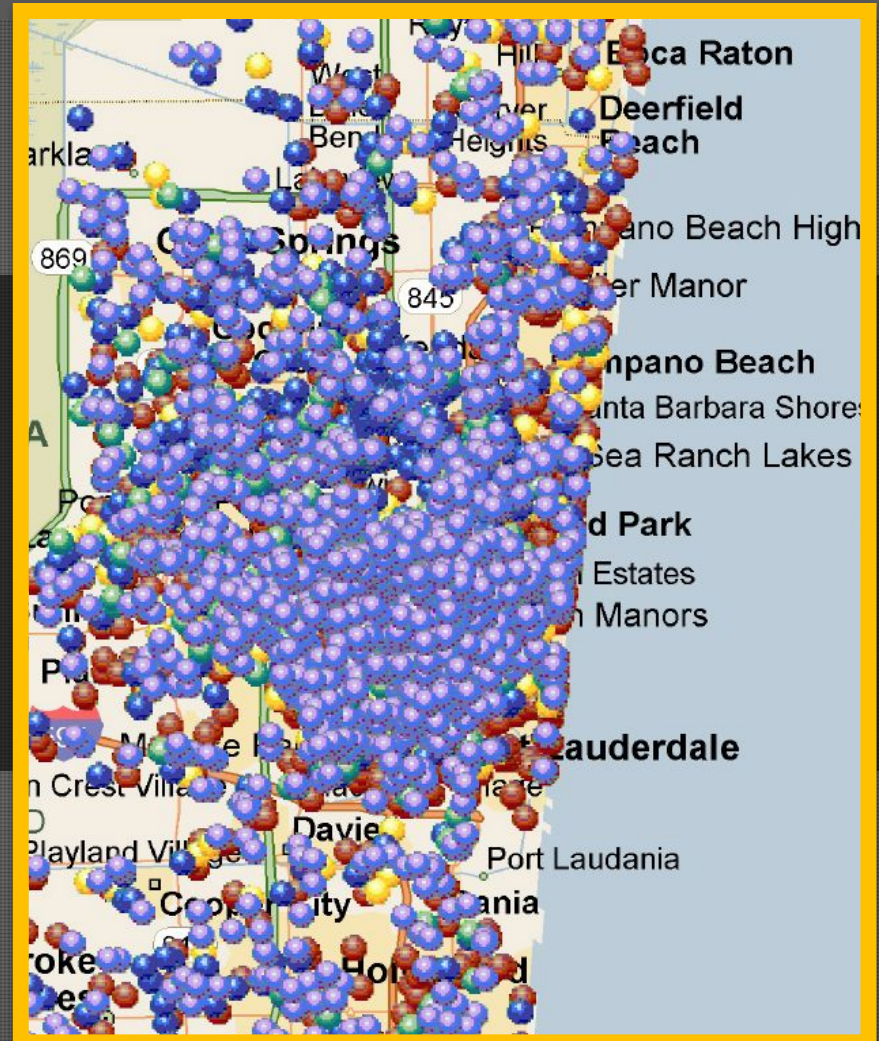
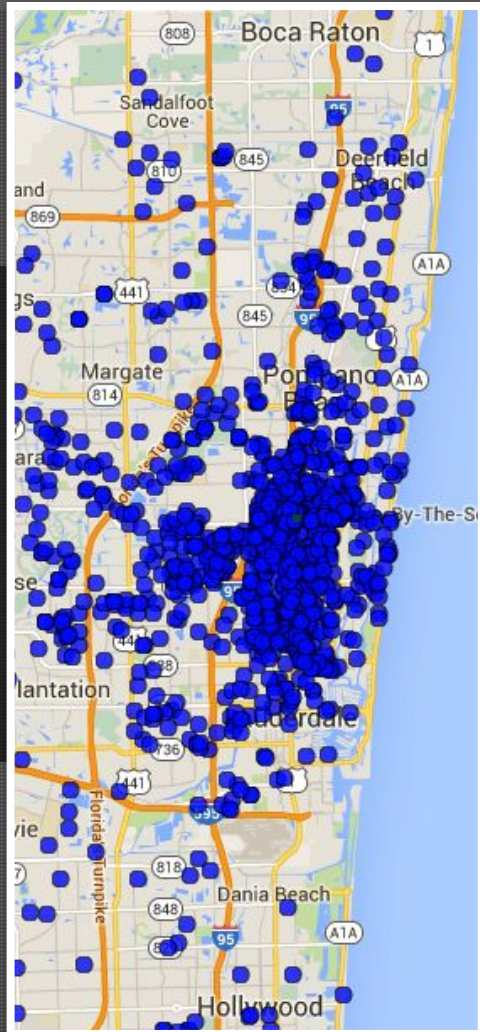
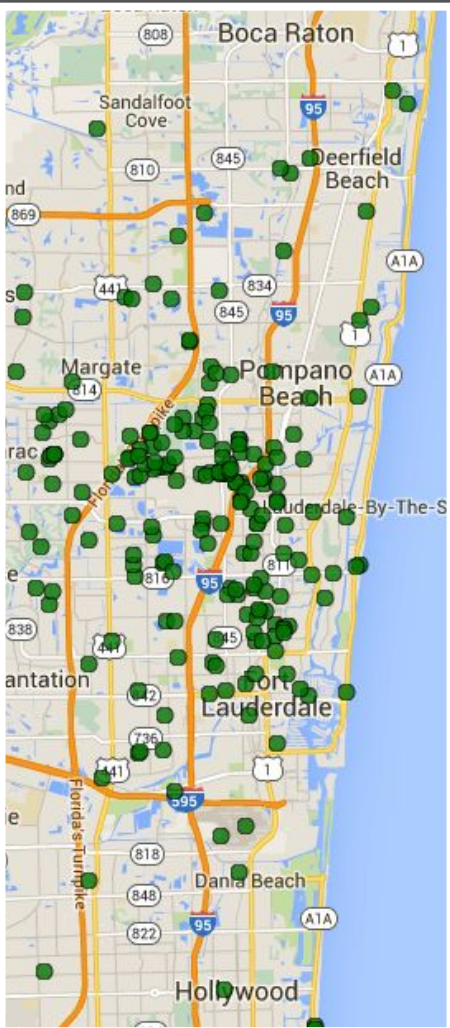
West O.P. Blvd. Retail District
Retailer: Rooms To Go

O.P. Blvd. Retail District
Retailer: Publix



UberRetail™
Mobile Data for Location Decisions

Trade Area



Uptown Retail District
Retailer: Chili's

North Retail District
Retailer: Publix / Ross

Combined Overlay Density Map
All Retail Districts

Oakland Park Overall Retail Trade Area:

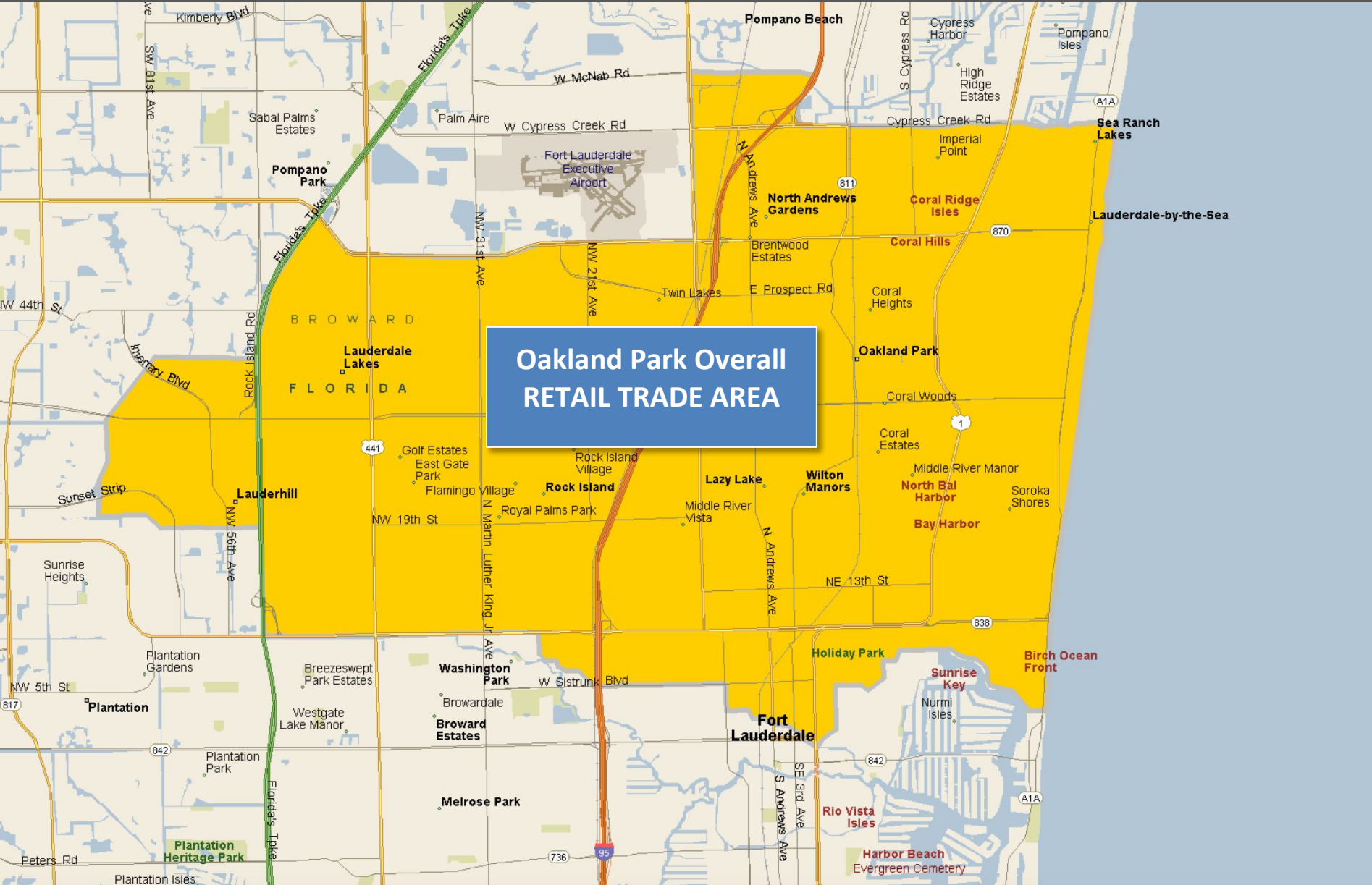


City Limits vs. Retail Trade Area



Oakland Park Overall Retail Trade Area:

City Limits vs. Retail Trade Area



A large, illuminated sign for 'FUNKY BUDD BREWERY' in red and white letters, with a silhouette of a person in a circle between the words 'FUNKY' and 'BUDD'. The sign is mounted on a building facade at night.

FUNKY BUDD
BREWERY

DEMOGRAPHIC PROFILING

Based on the RTA, we profile consumers for their unique attributes, including:

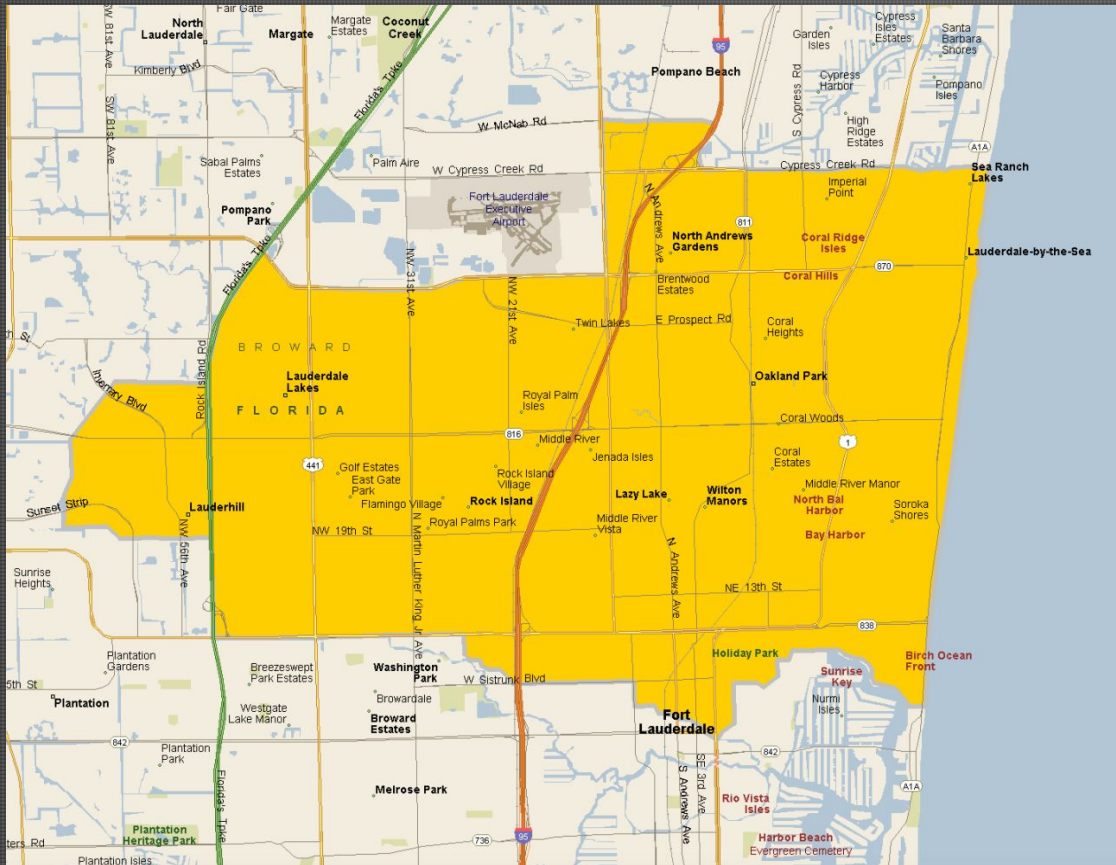
- Population
- Population Growth
- Race Classification
- Median Age
- Education
- Household Income
- Per Capita Income

DEMOGRAPHIC PROFILING



OVERALL Primary Retail Trade Area:

The Overall Retail Trade Area represents the geographical area from which Oakland Park retailers derive a majority (approximately 85%) of their business.

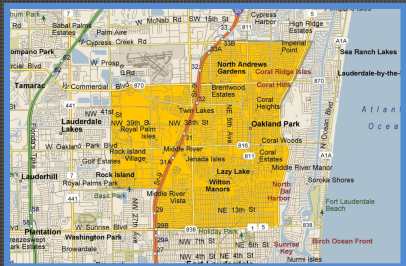


DEMOGRAPHIC SNAPSHOT:	DATA
Consumer Population	
2015 Estimate	208,023
Projected Annual Growth (2015 – 2020)	0.98%
Race Classification	
White Alone	43.7%
Black or African American Alone	49.1%
Other	7.2%
Hispanic/Latino	15.5%
Associates Degree or Higher	35.80%
Owner Occupied	54.5%
Renter Occupied	45.5%
Income	
Average Household	\$60,698
Median Household	\$40,904

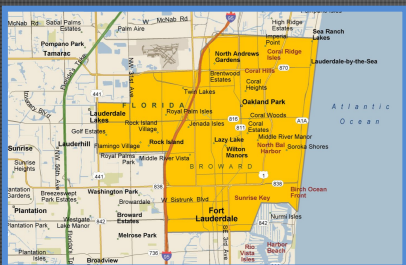
DEMOGRAPHIC PROFILING



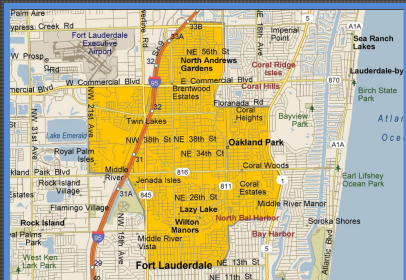
O.P. Overall RTA vs. O.P. City Limits



O.P. Blvd. Separate Retail Trade Area



Southeast Separate Retail Trade Area



Midtown Separate Retail Trade Area

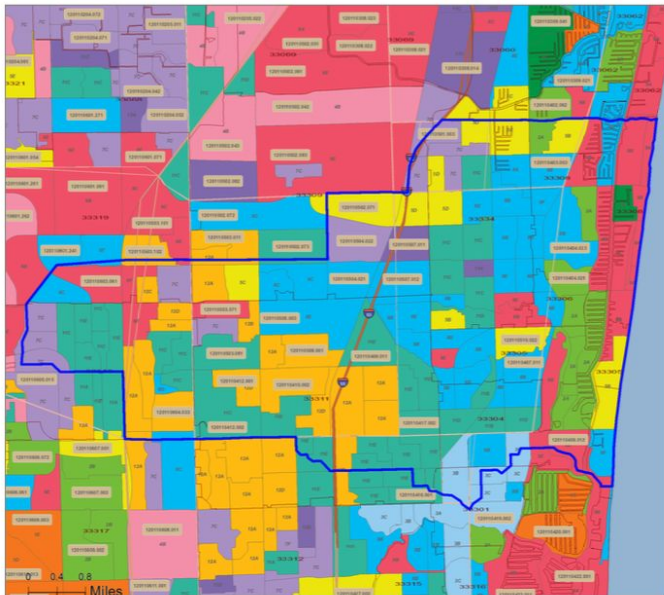
DEMOGRAPHIC COMPARISON

	OP Overall RTA	OP Blvd. District RTA	Southeast District RTA	Midtown District RTA	OP City Limits
Consumer Population					
2015 Estimate	208,023	94,084	166,078	55,322	41,831
Projected Annual Growth (2015 – 2020)	0.98%	0.94%	0.96%	0.97%	0.8%
Race Classification					
White Alone	43.70%	55.3%	57.10%	62.50%	59.0%
Black or African American Alone	49.10%	34.8%	34.90%	25.6%	27.9%
Other	7.20%	9.90%	8.0%	11.90%	13.1%
Hispanic/Latino	15.50%	20.3%	16.10%	25.9%	29.20%
Associates Degree or Higher	35.8%	35.6%	41.6%	33.8%	34.5%
Owner Occupied	54.5%	54.0%	53.2%	54.1%	58.3%
Renter Occupied	45.5%	46.0%	46.8%	45.9%	41.7%
Income					
Average Household	\$60,698	\$59,215	\$68,908	\$59,796	\$55,701
Median Household	\$40,904	\$43,702	\$45,359	\$43,939	\$44,290

PSYCHOGRAPHIC LIFESTYLE SEGMENTATION



- + L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples
- + L2 UPSCALE AVENUES
Prosperous, married couples in higher density neighborhoods
- + L3 UPTOWN INDIVIDUALS
Younger, urban singles on the move
- + L4 FAMILY LANDSCAPES
Successful younger families in newer housing
- + L5 GENXURBAN
Gen X in middle age; families with fewer kids and a mortgage
- + L6 COZY COUNTRY
Empty nesters in bucolic settings
- + L7 ETHNIC ENCLAVES
Established diversity — young, Hispanic homeowners with families
- + L8 MIDDLE GROUND
Lifestyles of thirtysomethings
- + L9 SENIOR STYLES
Senior lifestyles reveal the effects of saving for retirement
- + L10 RUSTIC OUTPOSTS
Country life with older families, older homes
- + L11 MIDTOWN SINGLES
Millennials on the move; single, diverse, and urban
- + L12 HOMETOWN
Growing up and staying close to home; single householders
- + L13 NEXT WAVE
Urban denizens; young, diverse, hardworking families
- + L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods



Some of Oakland Park's **Dominant** Psychographic Lifestyle are:

- Emerald City Lifestyle (13.4% of households in RTA)
- Metro Fusion Lifestyle (9.8% of households in RTA)
- City Commons Lifestyle (8.8% of households in RTA)
- Golden Years Lifestyle (7.6% of households in RTA)
- Family Foundations Lifestyle (7.2% of households in RTA)



WORKPLACE POPULATION

We have identified the “live here” population versus the “work here” population—**important for restaurants.**

Oakland Park Residential Population: **41,831**

Oakland Park Retail Trade Area Served: **208,023**

Oakland Park Number of Businesses: **4,027**

Oakland Park Number of Employees: **26,702**

Largest Industries: **Retail Trade Industry 24.2%**

Services Industry 39.2%



RETAIL GAP ANALYSIS

Identifies sales leakage - when residents purchase products/services outside of your community.

Measures consumer demand and retail opportunity.

GAP ANALYSIS SUMMARY



Retail Opportunity in Oakland Park:

- The 208,023 people who live in Oakland Park's Retail Trade Area will spend approximately **\$3.326 billion** on retail goods & services in 2015-2016.
- Estimated Annual Actual Retail Sales for Oakland Park in 2014 were **\$1.291 billion**.
- Oakland Park has the *opportunity* to capture a portion of the **\$2 billion** of Retail Sales that are currently occurring outside of O.P. but within the Retail Trade Area.

Sporting Goods, Hobby, and Book Stores:	\$45 million	81% Leakage
Grocery Stores (Specialty Supermarkets:	\$249 million	88% Leakage
Full Service Sit Down Restaurants:	\$94 million	54% Leakage
Quick Serve Fast Food Restaurants:	\$105 million	75% Leakage
Men's, Women's and Children's Clothing:	\$21.2 million	98% Leakage



Oakland Park's Retail Recruitment Strategy

Next Steps:

- Confirm and Analyze North Retail District
- Confirm and Analyze Downtown/Culinary Arts District
- Land Use Analysis and Sites Selection
- Retailer Match Lists
- Retailer Recruitment