DOWNTOWN LAPEER

LAPEER, MICHIGAN

MARKET SNAPSHOT

Lapeer Main Street and community partners are taking a pro-active approach to planning for the future prosperity of the community's traditional downtown business district.

The efforts of Lapeer Main Street and its partners, along with public and private sector investments, are working to heighten the appeal of the downtown district among consumers, investors and entrepreneurs. Moving forward, it will be important to capitalize upon and leverage these investments and ongoing Lapeer Main Street business development and marketing efforts to position downtown Lapeer as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, commissioned by Michigan Main Street, a program of The Michigan Economic Development Corporation, summarizes local and regional demographic, lifestyle and retail data. The information serves as a starting point for evaluating the market, potential opportunities and Lapeer Main Street downtown enhancement strategies; and as a benchmark to track changes in the market and implications for downtown Lapeer.
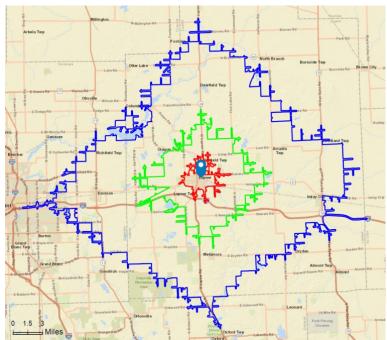

Lapeer is a Michigan Main Street community.

Michigan Main Street assists communities revitalizing and preserving their traditional commercial districts.

The program provides technical assistance for communities desiring to develop their own local Main Street program by utilizing the Main Street Approach™ – a common-sense approach to tackling the complex issues of revitalization by capitalizing on downtown's history and identifying the unique assets of the community itself.

DEMOGRAPHIC FAST FACTS Esri 2020

23,277

10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 1.0%

Population	5 Min	10 Min	20 Min
2019 Estimate	8,308	23,277	95,606
Growth (2019-24)	1.0%	1.0%	0.4%
(i) Est. State Pop Growth (2019-24)			1.3%

POPULATION

25,855

10 MINUTE DRIVE TIME | 2019
DAYTIME CHANGE: 11.1%

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	14,209	25,855	81,815
Daytime Change	71.0%	11.1%	-14.4%

DAYTIME POP

9,000

10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 2.0%

Households	5 Min	10 Min	20 Min
2019 Estimate	3,601	9,000	37,504
HH Growth (2019-24)	1.7%	2.0%	1.0%
(i) Est. State HH Growth (2019-24)			1.6%

HOUSEHOLDS

$49,479

10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 11.0%

Median HH Income	5 Min	10 Min	20 Min
2019 Estimate	$39,725	$49,479	$54,901
Growth (2019-24)	10.5%	11.0%	11.1%
(i) 2019 State: $55,885		2019-24 Growth: 13.6%	

MEDIAN HH INCOME

Source: Esri Market Profile | 06.20

MARKET TRAITS Esri 2019

HOUSING UNITS

2019 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2019 Estimate	4,068	9,967	41,668
- Owner Occupied	56.4%	69.7%	71.3%
- Renter Occupied	32.1%	20.5%	18.7%
- Vacant	11.4%	9.7%	10.3%
ⓘ Estimated State Percent Vacant (2019)			14.6%

TENURE AND MORTGAGE

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2010 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	58.2%	73.4%	76.9%
— With Mortgage	38.4%	50.1%	54.3%
— Free and Clear	19.8%	23.4%	22.6%
Renter Occupied	41.8%	26.6%	23.1%

DIVERSITY

2019 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2019 Diversity Index	18.9	20.8	20.6

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

$22,558
PER CAPITA INCOME
5 MINUTES | 2019

10 Minutes	$25,517
20 Minutes	$28,135
State	$30,968

38.0
MEDIAN AGE
5 MINUTES | 2019

10 Minutes	42.3
20 Minutes	43.0
State	40.4

93.8%
2019 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	95.4%
20 Minutes	95.9%
State	95.7%

2019 EMPLOYMENT BY OCCUPATION

2019 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	3,446	10,171	44,457
- White Collar	44.9%	50.0%	52.6%
- Services	21.1%	17.7%	17.6%
- Blue Collar	34.0%	32.2%	29.8%

Source: Esri Market Profile | 06.20

LIFESTYLE PROFILE Esri 2019

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

Prevalent Esri Tapestry LifeMode Groups

Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Hometown and Cozy Country Living LifeMode Groups are among those most prevalent in the Lapeer drive time areas.

Hometown (LM12) | #1 in 5 Minutes

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,879	52.2%	1,917	21.3%	3,934	10.5%

- ► Growing up and staying close to home; single householders
- ► Close knit urban communities of young singles (many with children)
- ► Owners of old, single-family houses, or renters in small multi-unit buildings
- ► Religion is the cornerstone of many of these communities
- ► Visit discount stores and clip coupons, frequently play the lottery at convenience stores
- ► Canned, packaged and frozen foods help to make ends meet
- ► Purchase used vehicles to get them to and from nearby jobs

Cozy Country Living (LM6) | #1 in 10/20

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
82	2.3%	3,468	38.5%	19,337	51.6%

- ► Empty nesters in bucolic settings
- ► Largest Tapestry group, almost half of households located in the Midwest
- ► Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- ► Politically conservative and believe in the importance of buying American
- ► Own domestic trucks, motorcycles, and ATVs/UTVs
- ► Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- ► Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- ► Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at:
http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm

Source: Esri Community Tapestry Segmentation | 06.20

RETAIL VIEW ENVIRONICS ANALYTICS 2020

The Retail Market Power (RMP) 2020 report from Environics Analytics provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market, a sales surplus or leakage—expressed in current dollars—is calculated to summarize the relationship between supply (sales by businesses) and demand (consumer spending). Deviations from potential sales, or demand, may reveal areas of opportunity in the trade area's retail sectors, keeping in mind any extenuating circumstances that may be driving the results.

Calculating Sales Surplus/(Leakage) Estimates

Estimated Actual Sales — Potential Sales = Surplus/(Leakage)

Example: Food Services and Drinking Places (NAICS 722) | 5 Minutes

Estimated Sales (Supply)	$24,760,827
— Potential Sales (Demand)	$9,716,696
= Surplus or (Leakage)	$15,044,131

Retailers and real estate analysts use RMP to understand the difference between supply and demand in existing and potential new trade areas. In areas where demand exceeds supply, an opportunity gap—or leakage—exists that can attract new retail operations or inform what changes need to be made to a store's product mix to increase market share. In areas where supply exceeds demand, a surplus exists, which can signal that new marketing strategies may be needed to attract new customers, or that the area is attractive to niche retailers, or it may prompt a store network re-alignment. The following table displays the total amount of estimated sales surplus or leakage for the three drive time geographies.

DOWNTOWN LAPEER DRIVE TIME AREAS

SALES SURPLUS AND LEAKAGE ESTIMATES | ($MM)

Sales Surplus & Leakage ($MM)	5 Minutes	10 Minutes	20 Minutes
	Surplus/ (Leakage)	Surplus/ (Leakage)	Surplus/ (Leakage)
Total Retail Trade (NAICS 44 – 45)	$147.6	$160.2	($61.7)
Total Food and Drink (NAICS 722)	$15.0	$12.7	($28.3)
Total (NAICS 44 – 45, 722)	$162.6	$172.9	($90.0)

Source: Environics Analytics Market Power® 2020 | Retail Stores Gap.

Data Note: The polarity of surplus/leakage estimates shown in this document (as compared to those shown in source Environics Analytics reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/ Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where customers are drawn in from outside the defined area.

RMP focuses on Retail Trade NAICS codes 44 and 45, as well as the Food Services industry NAICS code 722. Once national and county level CRT tables are retrieved from the U.S. Census Bureau, all establishments are coded using 2012 North American Industrial Classification System (NAICS) codes to match the data source. The 2012 NAICS codes are then matched with the latest release of NAICS codes from 2017 to reflect any changes in codes.

TOTAL SALES

[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722]

$250 Million	$469 Million	$980 Million
5 Minute Drive	10 Minute Drive	20 Minute Drive

PERFORMANCE BY CATEGORY

Sales gap factors provide a quick-look means of assessing the relative strength of retail categories for a defined geography. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage). A positive value represents a surplus of retail sales and can be indicative of a market where customers are drawn from outside the defined area. Categories showing the highest surplus factors might signal opportunities for expansion or the introduction of complementary products and services to build on market strengths or niches. Likewise, categories with negative factors might offer an indication of gaps in the business mix and potential for re-positioning, expansion or recruitment.

SALES GAP FACTORS | DOWNTOWN LAPEER DRIVE TIME AREAS

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	45.4	31.1	9.8
Furniture and Home Furnishings Stores	6.8	(21.4)	(24.3)
Electronics and Appliance Stores	38.5	(8.9)	(28.7)
Building Materials, Garden & Supply	57.2	26.5	2.6
Food and Beverage Stores	22.9	5.2	(9.0)
Health and Personal Care Stores	59.2	27.3	1.6
Gasoline Stations	27.8	21.4	7.7
Clothing and Clothing Accessories	(12.7)	(41.9)	(50.5)
Sporting Goods, Hobby, Book, Music	31.9	(5.3)	(15.1)
General Merchandise Stores	71.8	47.7	6.3
Miscellaneous Store Retailers	59.1	31.2	0.2
Nonstore Retailers	42.1	4.5	(37.5)
Food Services and Drinking Places	43.6	16.1	(13.2)

Source: Environics Analytics Market Power® 2020 | Retail Stores Gap | Calculations by DPN

Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, city, primary and third party sources is accurate and reliable.
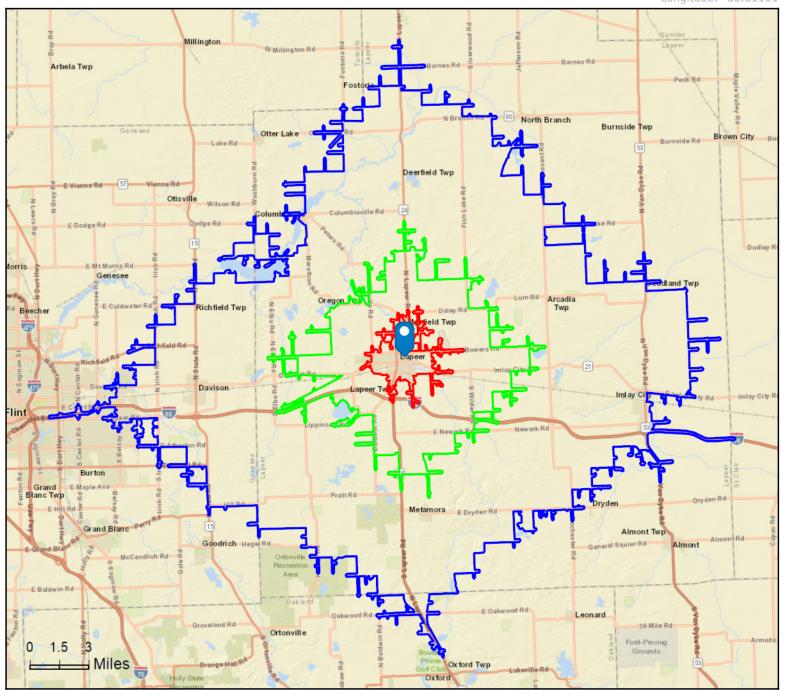
Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.

Site Map
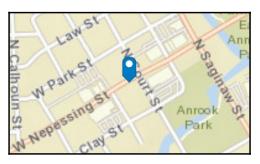
235 W Nepessing St, Lapeer, Michigan, 48446
Drive Time: 5, 10, 20 minute radii

DPN
Latitude: 43.05442
Longitude: -83.31101