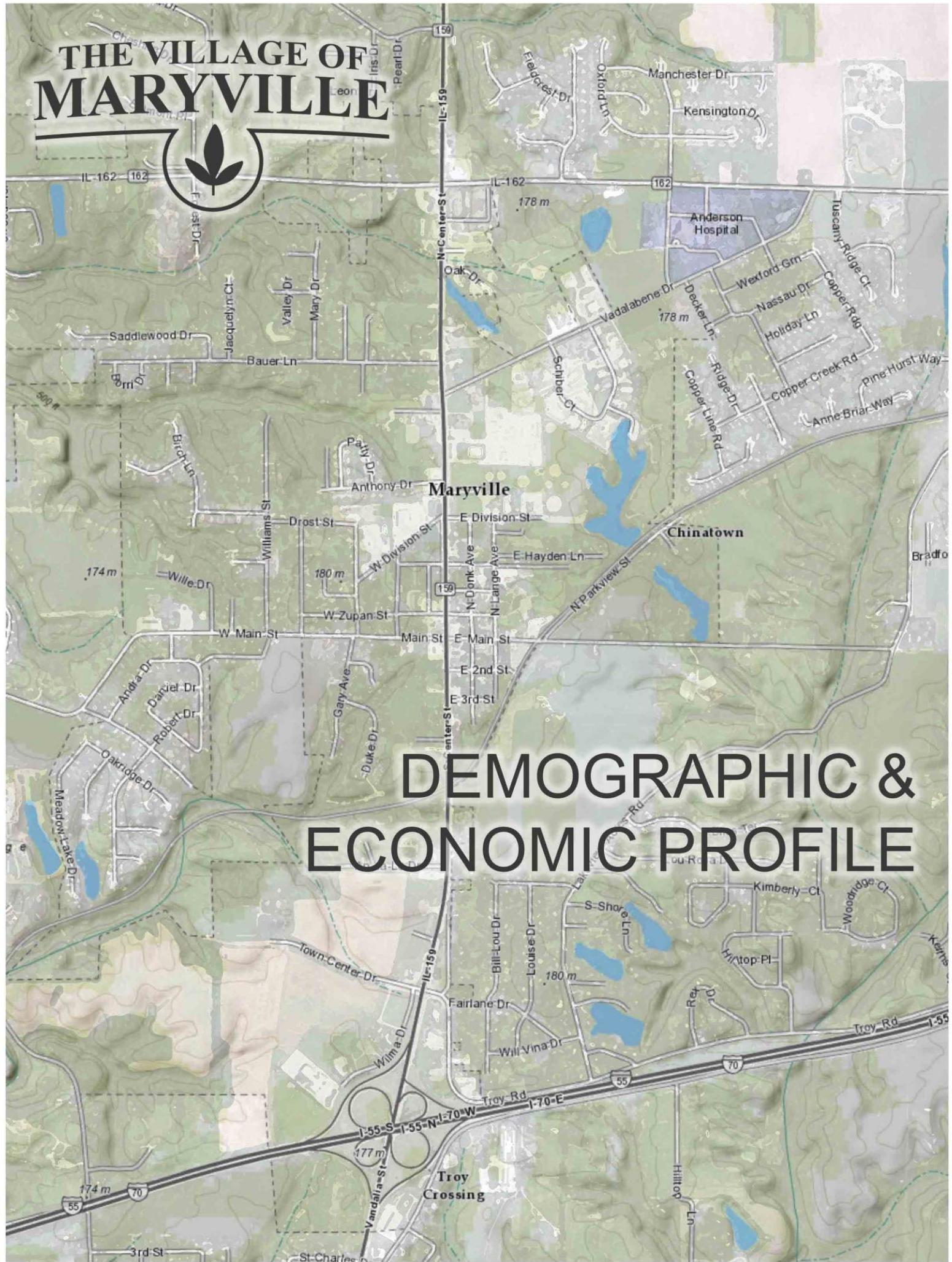


# THE VILLAGE OF MARYVILLE



## DEMOGRAPHIC & ECONOMIC PROFILE





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## **SECTION ONE: VILLAGE PROFILE**

### **SECTION 1.1 – ABOUT MARYVILLE**

#### **Population**

The Village of Maryville is a growing community, nestled within the populous Metro East region of the St. Louis Metropolitan Statistical Area. The Village had a population of 7,487 according to the 2010 Census, and estimates for 2016 have the Village's population at 8,036. This growth is expected to continue, with the population for 2021 projected to be 8,377.

#### **Location**

Maryville is located in Madison County in southwestern Illinois. Geographically located approximately 18 miles northeast of the City of St. Louis, Maryville is part of the St. Louis Metropolitan Statistical Area. Additionally, the Village is approximately 82 miles southwest of Springfield, Illinois, and just under 290 miles southwest of the City of Chicago. The Village's regional location in the state can be seen in Figure 1.1 on page 7.

#### **Major Highways**

Maryville enjoys exceptional access to major roadways, with three interstates and three highways located near the Village. The Village is surrounded by interstates on all sides, with Interstate 270 to the north, Interstate 255 to the west, and Interstate 55 to the south and east. Interstates 270 and 55 also intersect with Interstate 70 just northeast of the Village, meaning residents can be traveling in any direction within a short drive of the Village. The Village is also served by Illinois Routes 162, 159, and 157—making travel between the Village and neighboring communities quick and easy. Traffic counts throughout the area are very high and can be seen in Section 1.7.

#### **Education**

Students living in Maryville have access to a high-quality school system, Collinsville CUSD #10. These students attend Maryville Elementary School, Dorris Intermediate School, Collinsville Middle School, and Collinsville High School. In addition, the Village has top rated private schools, including Maryville Christian School, St. John Neumann Catholic School, and Father McGivney Catholic High School. Maryville also benefits from having several colleges and universities located in the region, which contributes to the Village's highly educated population. (See Section 1.4)

#### **Workforce**

Workforce is defined as those who work in the area represented, but may live elsewhere. Almost 3,700 people work in Maryville, and over 8,200 work within a three-mile radius of the Village. Over half of those who work in Maryville are employed in Healthcare and Social Assistance occupations, and a significant portion of employees work in Professional, Scientific and Technical Service occupations. A total of 121,587 individuals are employed in Madison County, and another 127,799 are employed in neighboring St. Clair County. (See Section 1.5)

#### **Government**

A Village President and a Village Board of Trustees serve the Village. The Board of Trustees consists of six (6) members who are elected to serve four-year terms.

#### **Taxes**

Maryville has one of the lower property tax rates in the region. (See Section 2.1 – Tax Structure)

## **Incentives**

The Village of Maryville has multiple incentive programs at its disposal for the purpose of encouraging economic development. These programs include a Tax Increment Financing (TIF) District, a Business District, and participation in the Madison County Discovery Enterprise Zone. More information regarding these two powerful incentive programs can be found in Section 2.2.

## **SECTION 1.2 – QUICK FACTS**

- Maryville is the fastest growing community in Madison County and is the second fastest in the combined Madison and St. Clair County area. The population of Maryville is projected to increase by 4.24% to 8,377 people in 2021. The number of households in the Village is expected to increase by 3.90% to 3,274 households in 2021.
- The Village is ranked as the 6<sup>th</sup> safest community in Illinois. Crime is well below the national average, and exemplary police and fire departments serve residents and businesses. The fire department's ISO rating has recently been upgraded from a class 5 to a class 4—which is one of the lower ratings awarded to communities in Southern Illinois.
- Of the households in Maryville, 70% are family households. The most common household size is a 2-person household (35.73%), and the average household size is 2.52 people. Of the family households, half are married-couple families with no children. Married-couple families with children make up the second largest type of family households (34.02%).
- A majority of residents (61.57%) are between the ages of 18 and 64. As a result, the Village has a strong workforce, with nearly 69% of residents age 16 and older in the labor force.
- Of this labor force, more than 60% have a travel time to work of less than 29 minutes. This means that residents are able to find employment opportunities close to home.
- The region is home to a variety of different occupations, with more than 500 business establishments in Maryville that employ nearly 3,700 people. Major industries within the Village include healthcare and social assistance, professional, scientific and technical service, and retail trade. Anderson Hospital is one of the leading employers in the Village with an estimated 800 employees. Many of the 280 physicians that work at the hospital also share positions at various hospitals throughout the St. Louis region.
- Residents of the Village are also well educated. The vast majority (95%) of residents age 25 and older are high school graduates (or equivalent), and almost 46% have either an associate, bachelor's, master's, professional, or doctorate degree.
- Residents of the Village enjoy a comfortable standard of living. The estimated average household income is **\$95,509**, which is well above the average for all of Madison County (\$73,396). The estimated median household income of \$81,862 is also higher than that of the County (\$56,939), and the largest income bracket within the Village is the \$50,000-\$74,999 range.
- The household income figures for the Village suggest that residents have significant purchasing power, which could support a larger retail market. Data on Consumer Buying Power shows that about 62% of resident's disposable income is being spent at retail stores.
- The category of General Merchandise, Apparel, Furniture, Other (GAFO) has the most expenditures (16.16%), likely due to the encompassing characterization. Next, the Auto Dealers retail type has one of the highest percentages of consumer expenditures (12.16%), along with Grocery Stores (10.04%) and General Merchandise Stores (8.73%).
- Data on Retail Market Power also supports this notion, as there are many opportunity gaps—where demand is higher than supply—across merchandise lines and retail stores. Overall, there is a **\$53.7 million opportunity gap** in Total Retail Sales & Eating, Drinking Places, which signifies residents have a far greater demand for goods than is being provided in the Village.

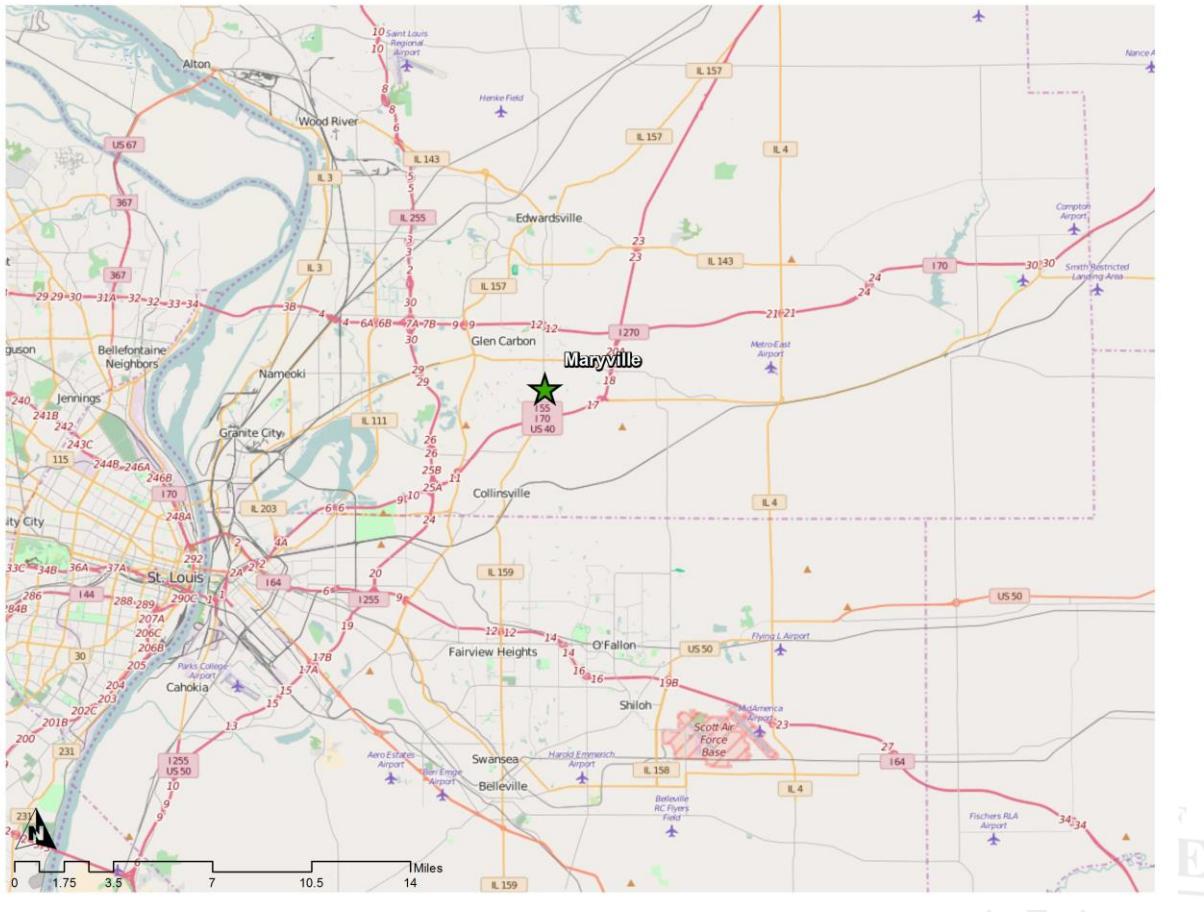
## SECTION 1.3 – REGION

The Village is located in the Illinois portion of the St. Louis Metropolitan Statistical Area. Some of the nearest cities can be found in Table 1.1.

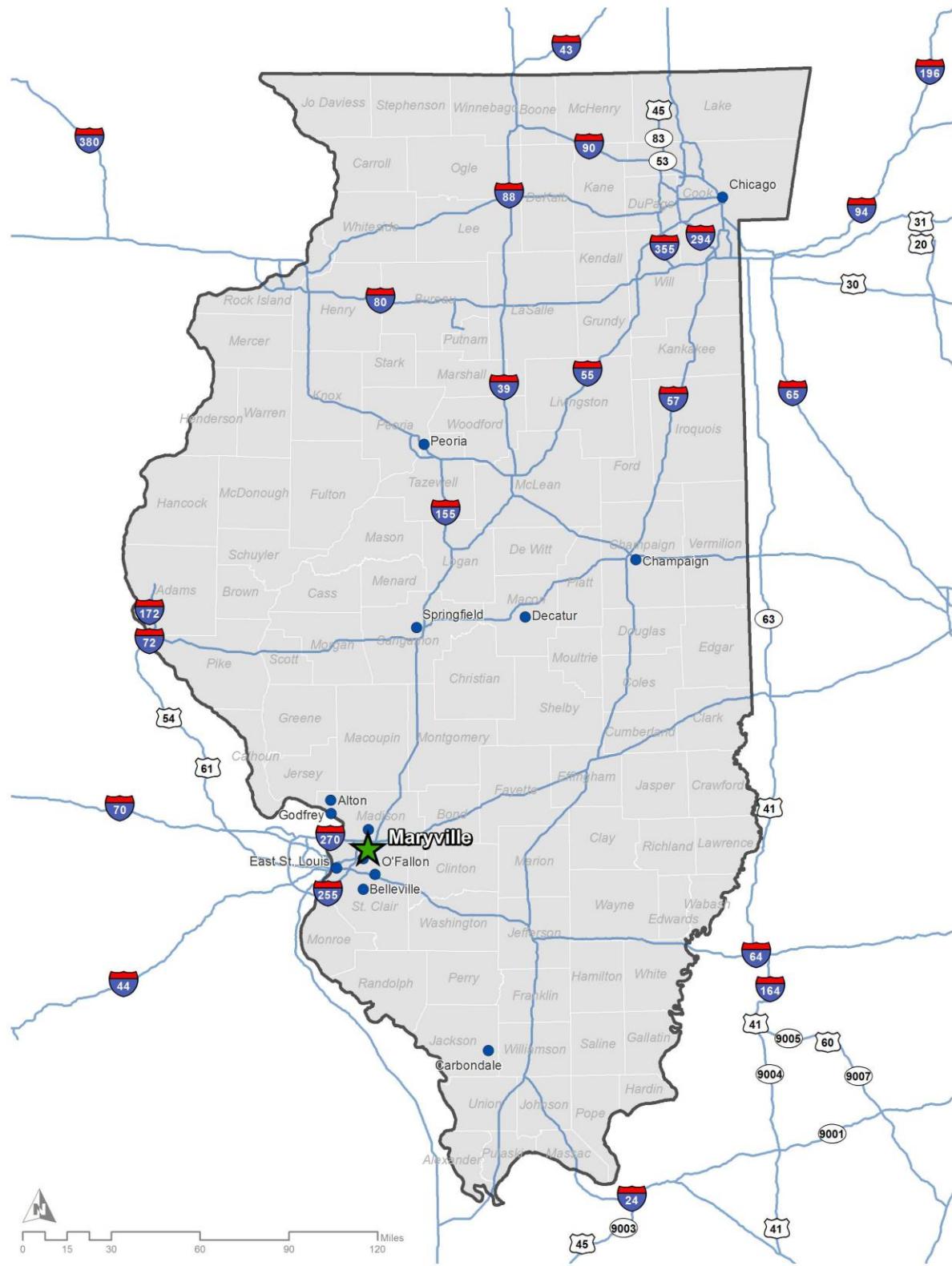
TABLE 1.1 – NEAREST CITIES

CITY	DISTANCE
Glen Carbon, IL	Adjacent N
Collinsville, IL	Adjacent S
Troy, IL	Adjacent E
Edwardsville, IL	6 miles
Caseyville, IL	8 miles
Pontoon Beach, IL	9 miles
<b>Nearest City with Pop. 50,000 +</b>	
St. Louis, MO	18 Miles
<b>Nearest City with Pop. 1,000,000 +</b>	
Chicago, IL	281 Miles

*FIGURE 1.1 – REGIONAL LOCATION*



**FIGURE 1.2 – STATE LOCATION**



## SECTION 1.4 – DEMOGRAPHICS

The following is general overview of the demographics within the Village of Maryville. As can be seen in Table 1.2, the Village has experienced tremendous population growth throughout the years. Maryville continues to have strong growth, and it is the fastest growing municipality in Madison County and the second fastest in the combined Madison and St. Clair County region. The population is projected to be over 8,300 by 2021.

TABLE 1.2 - POPULATION

POPULATION	TOTALS
2021 Projection	8,377
2016 Estimate	8,036
2010 Census	7,487
2000 Census	4,651
Growth 2016 - 2021	4.24%
Growth 2010 - 2016	7.33%
Growth 2000 - 2010	60.98%

TABLE 1.3 – POPULATION BY AGE

RANGE	POPULATION	%	MALE	%	FEMALE	%
<b>Total</b>	<b>8,036</b>		<b>3,948</b>		<b>4,088</b>	
Age 0 - 4	479	5.96%	246	6.23%	233	5.70%
Age 5 - 9	504	6.27%	256	6.48%	248	6.07%
Age 10 - 14	490	6.10%	246	6.23%	244	5.97%
Age 15 - 17	272	3.38%	140	3.55%	132	3.23%
Age 18 - 20	240	2.99%	121	3.06%	119	2.91%
Age 21 - 24	312	3.88%	149	3.77%	163	3.99%
Age 25 - 34	1,029	12.80%	520	13.17%	509	12.45%
Age 35 - 44	1,002	12.47%	506	12.82%	496	12.13%
Age 45 - 54	1,152	14.34%	562	14.24%	590	14.43%
<b>Age 55 - 64</b>	<b>1,213</b>	<b>15.09%</b>	<b>596</b>	<b>15.10%</b>	<b>617</b>	<b>15.09%</b>
Age 65 - 74	813	10.12%	395	10.01%	418	10.23%
Age 75 - 84	366	4.55%	165	4.18%	201	4.92%
Age 85 and over	164	2.04%	46	1.17%	118	2.89%
Age 18 and over	6,291	78.29%	3,060	77.51%	3,231	79.04%
Age 21 and over	6,051	75.30%	2,939	74.44%	3,112	76.13%
Age 65 and over	1,343	16.71%	606	15.35%	737	18.03%
Median Age	<b>41.9</b>		<b>40.8</b>		<b>43.0</b>	



TABLE 1.4 - HOUSEHOLDS

HOUSEHOLDS	
2021 Projection	3,274
2016 Estimate	3,151
2010 Census	2,992
2000 Census	1,743
Growth 2016 - 2021	3.90%
Growth 2010 - 2016	5.31%
Growth 2000 - 2010	71.66%

TABLE 1.5 – HOUSEHOLDS BY TYPE, SIZE, & PRESENCE OF CHILDREN

CHARACTERISTIC	#	%
<b>Family Households</b>	<b>2,222</b>	<b>70.52%</b>
Non Family Households	929	29.48%
2016 Est. Group Quarters Population	110	
1-person household	747	23.71%
<b>2-person household</b>	<b>1,126</b>	<b>35.73%</b>
3-person household	575	18.25%
4-person household	456	14.47%
5-person household	153	4.86%
6-person household	62	1.97%
7 or more person household	32	1.02%
2016 Est. Average Household Size	2.52	
<b>2016 Est. Household Type, Presence Own Children</b>	<b>2,222</b>	<b>%</b>
Married-Couple Family, own children	756	34.02%
<b>Married-Couple Family, no own children</b>	<b>1,154</b>	<b>51.94%</b>
Male Householder, own children	61	2.75%
Male Householder, no own children	48	2.16%
Female Householder, own children	107	4.82%
Female Householder, no own children	96	4.32%

TABLE 1.6 – HOUSEHOLD INCOME

INCOME RANGE	HH	%
Income < \$15,000	190	6.03%
Income \$15,000 - \$24,999	209	6.63%
Income \$25,000 - \$34,999	196	6.22%
Income \$35,000 - \$49,999	324	10.28%
<b>Income \$50,000 - \$74,999</b>	<b>522</b>	<b>16.57%</b>
Income \$75,000 - \$99,999	490	15.55%
Income \$100,000 - \$124,999	392	12.44%
Income \$125,000 - \$149,999	332	10.54%
Income \$150,000 - \$199,999	292	9.27%
Income \$200,000 - \$249,999	102	3.24%
Income \$250,000 - \$499,999	85	2.70%
Income \$500,000+	17	0.54%
<b>2016 Est. Average Household Income</b>	<b>\$95,509</b>	
<b>2016 Est. Median Household Income</b>	<b>\$81,862</b>	



**TABLE 1.7 – HIGHER EDUCATION INSTITUTIONS**

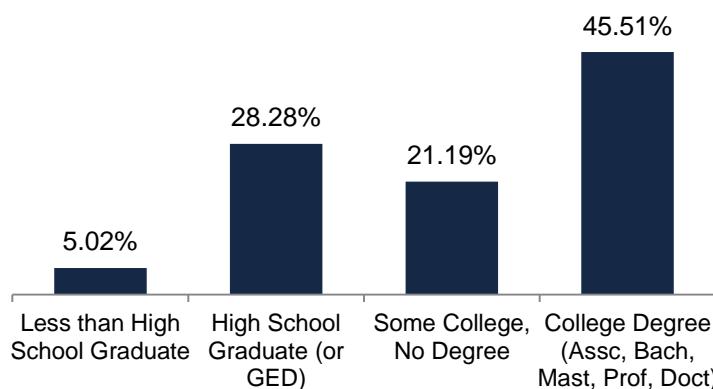
INSTITUTION	ENROLLMENT	LOCATION	DISTANCE
Southern Illinois University Edwardsville	14,133	Edwardsville, IL	6 miles
Southwestern Illinois College - Granite City	13,221	Granite City, IL	10 miles
McKendree University	3,299	Lebanon, IL	16 miles
Southwestern Illinois College - Belleville	13,221	Belleville, IL	17 miles
St. Louis Community College	8,716	St. Louis, MO	17 miles
Lindenwood University - Belleville	11,345	Belleville, IL	20 miles
Saint Louis University	17,709	St. Louis, MO	20 miles
Washington University	13,820	St. Louis, MO	24 miles
University of Missouri: St. Louis	16,791	St. Louis, MO	25 miles
Lewis and Clark Community College	8,406	Godfrey, IL	28 miles

Having this level of access to local Colleges/Universities has contributed to the percentages of the population that have college experience and degrees. The following table is a breakdown of educational attainment in the area, for the population 25 years and older.

**TABLE 1.8 – EDUCATION ATTAINMENT**

EDUCATION LEVEL	#	%
2016 Est. Pop. Age 25+	5,739	%
Less than 9th grade	106	1.85%
Some High School, no diploma	182	3.17%
High School Graduate (or GED)	1,623	28.28%
Some College, no degree	1,216	21.19%
Associate Degree	451	7.86%
Bachelor's Degree	1,316	22.93%
Master's Degree	617	10.75%
Professional School Degree	93	1.62%
Doctorate Degree	135	2.35%

**FIGURE 1.3 – EDUCATION ATTAINMENT**



*TABLE 1.9 – EMPLOYMENT STATUS*

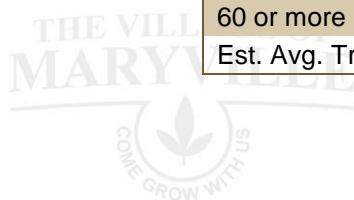
STATUS	#	%
In Armed Forces	3	0.05%
Civilian - Employed	4,089	63.16%
Civilian - Unemployed	355	5.48%
Not in Labor Force	2,027	31.31%

*TABLE 1.10 – POPULATION (16+) EMPLOYMENT BY OCCUPATION*

OCCUPATION	#	%
Architect/Engineer	101	2.46%
Arts/Entertainment/Sports	87	2.12%
Building Grounds Maintenance	93	2.27%
Business/Financial Operations	231	5.63%
Community/Social Services	27	0.66%
Computer/Mathematical	203	4.95%
Construction/Extraction	229	5.59%
Education/Training/Library	441	10.76%
Farming/Fishing/Forestry	3	0.07%
Food Prep/Serving	266	6.49%
Health Practitioner/Technician	199	4.85%
Healthcare Support	35	0.85%
Maintenance Repair	79	1.93%
Legal	65	1.59%
Life/Physical/Social Science	29	0.71%
Management	397	9.68%
Office/Admin. Support	471	11.49%
Production	204	4.98%
Protective Services	94	2.29%
Sales/Related	637	15.54%
Personal Care/Service	55	1.34%
Transportation/Moving	154	3.76%

*TABLE 1.11 – TRAVEL TIME TO WORK*

TRAVEL TIME	EMPLOYEES	%
Less than 15 Minutes	915	23.62%
15 - 29 Minutes	1,472	38.00%
30 - 44 Minutes	1,169	30.18%
45 - 59 Minutes	197	5.09%
60 or more Minutes	121	3.12%
Est. Avg. Travel Time to Work in Minutes	26.00	



## SECTION 1.5 – LIVING & GROWING

Maryville boasts a robust and growing housing market. A majority of the occupied housing units in the Village are owner occupied, and the estimated median housing value of owner occupied housing units is \$189,709. In addition, the estimated median year of structures built is 1990—as nearly 67% of the structures have been built since 1980. The following tables provide an in depth look at the Village's housing stock.

TABLE 1.12 – OCCUPIED HOUSING UNITS

TENURE	UNITS	%
Owner Occupied	2,586	82.07%
Renter Occupied	565	17.93%
<b>Total Occupied Units</b>	<b>3,151</b>	
<b>Owner Occ. Avg. Length of Residence</b>	<b>15.6</b>	
<b>Renter Occ. Avg. Length of Residence</b>	<b>7.6</b>	

TABLE 1.13 – VALUE OF OWNER-OCCUPIED HOUSING UNITS

VALUE	UNITS	%
Value Less than \$20,000	59	2.28%
Value \$20,000 - \$39,999	32	1.24%
Value \$40,000 - \$59,999	30	1.16%
Value \$60,000 - \$79,999	26	1.01%
Value \$80,000 - \$99,999	61	2.36%
Value \$100,000 - \$149,999	429	16.59%
Value \$150,000 - \$199,999	826	31.94%
Value \$200,000 - \$299,999	744	28.77%
Value \$300,000 - \$399,999	301	11.64%
Value \$400,000 - \$499,999	42	1.62%
Value \$500,000 - \$749,999	26	1.01%
Value \$750,000 - \$999,999	9	0.35%
Value \$1,000,000 or more	1	0.04%
<b>2016 Est. Median Housing Value</b>	<b>\$189,709</b>	

TABLE 1.14 – UNITS IN STRUCTURE

TYPE	UNITS	%
1 Unit Attached	117	3.54%
1 Unit Detached	2,631	79.61%
2 Units	2	0.06%
3 or 4 Units	195	5.90%
5 to 19 Units	213	6.44%
20 to 49 Units	21	0.64%
50 or More Units	45	1.36%
Mobile Home or Trailer	68	2.06%
Boat, RV, Van, etc.	13	0.39%
<b>Total Housing Units</b>	<b>3,305</b>	



**TABLE 1.15 – YEAR STRUCTURE BUILT**

YEAR	UNITS	%
Housing Units Built 2010 or later	222	6.72%
Housing Units Built 2000 to 2009	721	21.82%
Housing Units Built 1990 to 1999	698	21.12%
Housing Units Built 1980 to 1989	561	16.97%
Housing Units Built 1970 to 1979	423	12.80%
Housing Units Built 1960 to 1969	353	10.68%
Housing Units Built 1950 to 1959	154	4.66%
Housing Units Built 1940 to 1949	22	0.67%
Housing Unit Built 1939 or Earlier	151	4.57%
<b>2016 Est. Median Year Structure Built</b>	<b>1990</b>	

The following table highlights some of the growth that has occurred in the Village between 2011 and August of 2016. As can be seen, the Village has experienced steady growth and development throughout recent years, which has resulted in millions of dollars being invested in the community with these improvements.

**TABLE 1.16 – BUILDING PERMITS THROUGH AUGUST 2016**

PERMIT TYPE	2016	2015	2014	2013	2012	2011
Single Family Building	14	16	37	32	9	53
Commercial Building	3	2	1	0	2	1
Multi Family Building	0	0	1	1	0	1
Deck	9	14	17	11	20	17
Single Family Addition	3	2	2	5	3	7
Commercial Addition	5	1	0	1	1	2
Single Family Accessory Building	2	3	1	9	1	5
Commercial Accessory Building	0	1	3	0	1	3
Single Family Repair/ Alteration	5	17	12	10	10	12
Commercial Repair/ Alteration	2	3	8	7	4	0
Tenant Build-Out	0	0	0	0	0	2
Pool	6	7	6	3	9	11
Demolition	0	5	7	2	1	1
Electrical	13	7	10	9	6	7
Sign	11	3	6	6	3	7
Temporary Sign	2	3	4	5	5	7
Plumbing	0	0	0	0	0	0
Outdoor Display	0	0	0	0	0	1
Driveway	2	2	1	0	0	0
<b>Total Permits Issued</b>	<b>77</b>	<b>86</b>	<b>116</b>	<b>101</b>	<b>75</b>	<b>137</b>
<b>Valuation of Improvements</b>	<b>\$11,545,000</b>	<b>\$10,597,000</b>	<b>\$16,443,000</b>	<b>\$9,255,700</b>	<b>\$7,264,000</b>	<b>\$17,927,499</b>



SmartAsset, a financial technology company, recently released its 2017 list of the best places to retire. This was the third annual study published by the company, and Maryville was named the 7<sup>th</sup> best place to retire in the State of Illinois. The rankings were based on tax rates, the ratio of doctors' offices, recreations centers, and retirement centers per thousand residents in the area, and the number of seniors in the area as a percentage of the population. The top 10 rankings are shown in Table 1.17.

*TABLE 1.17 - SMARTASSET BEST PLACES IN ILLINOIS TO RETIRE 2017*

RANK	CITY	TAX	DOCTORS' OFFICES PER 1,000 PEOPLE	RECREATION CENTERS PER 1,000 PEOPLE	RETIREMENT CENTERS PER 1,000 PEOPLE	% OF SENIORS
1	Oak Brook	18.30%	17.2	1	0	31.40%
2	Barrington	18.50%	14.8	3.5	0.5	18.60%
3	Willowbrook	17.90%	11	1.3	0.3	38.90%
4	Lincolnshire	18.10%	3	1.4	0.4	34.10%
5	Effingham	17.20%	3.7	1	0.4	17.80%
6	Palos Heights	19.40%	8.3	0.4	0.1	28.40%
7	Maryville	17.50%	5.8	0.4	0.1	17.70%
8	Libertyville	17.70%	6.5	0.9	0	15.00%
9	Watseka	17.70%	2	0.4	0.4	22.70%
10	Peru	18.10%	3.6	0.4	0.3	22.30%

Source: SmartAsset ([www.smartasset.com](http://www.smartasset.com))



## SECTION 1.6 – WORKPLACE BUSINESS & EMPLOYMENT

The Village is home to many businesses, and the growing region is conducive to new ventures that create employment opportunities for its residents. There are 538 businesses that employ 3,697 people within the Village, and 1,100 business establishments that employ 8,227 people within the surrounding three mile radius. Data shows the Village has a high volume of healthcare and social assistance workers (1,926), most of which work in ambulatory health care services (922) and hospitals (825). Also, there is a high volume of professional, scientific, and technical services workers (364). Within a three mile radius, healthcare and social assistance workers still make up the largest portion of employees, followed by retail trade workers and then accommodation and food services workers.

TABLE 1.18 WORKPLACE BUSINESS & EMPLOYMENT

NAICS CODE	DESCRIPTION	ESTABLISHMENTS	EMPLOYEES
11-81-92	Total Business	538	3,697
11-81	Private Sector	529	3,603
92	Public Administration	9	94
11	Agriculture, Forestry, Fishing and Hunting	1	25
21	Mining, Quarrying, and Oil and Gas Extraction	0	0
22	Utilities	0	0
23	Construction	28	101
31-33	Manufacturing	7	92
42	Wholesale Trade	9	33
48-49	Transportation and Warehousing	4	25
51	Information	5	31
53	Real Estate and Rental and Leasing	32	136
54	Professional, Scientific, and Technical Services	35	364
55	Management of Companies and Enterprises	0	0
56	Administrative, Support, Waste Mgmt Remediation Services	13	44
61	Educational Services	6	146
62	Healthcare and Social Assistance	252	1,926
621	Ambulatory Health Care Services	230	922
622	Hospitals	3	825
623	Nursing and Residential Care Facilities	2	95
624	Social Assistance	17	84
71	Arts, Entertainment, and Recreation	2	20
44-45	Retail Trade	38	109
52	Finance and Insurance	46	124
72	Accommodation and Food Services	12	160
81	Other Services (except Public Administration)	39	267



## **SECTION 1.7 – ANDERSON HOSPITAL**

One of the largest employers and traffic generators for the Village is Anderson Hospital. Anderson Hospital is a 154-bed community hospital that serves the growing needs of Madison County. The hospital's primary service area includes a population of almost 130,000 individuals from the surrounding communities of Maryville, Troy, Edwardsville, Glen Carbon, Collinsville, and Granite City. As the hospital is located within 20 minutes of downtown St. Louis, many of the 280 physicians that work at Anderson also share various positions at St. Louis hospitals. Overall, the hospital provides employment opportunities for more than 800 people. In addition, its activities are supported by the Auxiliary to Anderson Hospital, a volunteer organization with nearly 200 active members.

Anderson Hospital's campus includes multiple facilities in Maryville in order to service a wide variety of health and wellness needs. These facilities include Anderson Center for Sleep Medicine, Anderson Home Health, Anderson Pediatric Clinic, Warren Billhartz Cancer Center, the Wellness Center, and the main Anderson Hospital building. The main hospital building includes Emergency Services, a Health Management Center, an Imaging Center, the Pavilion for Women, two Physicians' Office buildings, and a Surgery Center.

Anderson Hospital has the only accredited Chest Pain Center in Madison County, and it is the market leader in obstetrics and women's services—delivering more babies than any hospital in the Metro East area. In addition, the hospital was the first in the Metro East area to have robotic surgery available.

The hospital is a major economic engine and traffic generator for the Village of Maryville. Along with providing excellent healthcare and employment opportunities for the region, the hospital generates almost \$121 million in sales annually and is involved with local education and community collaboration and outreach ventures. The hospital partners with local high school and collegiate institutions to provide hands-on education for students seeking careers in health care, and over 200 college students participated in clinical training with the hospital in 2013. In addition, it sponsors a variety of community events and continues to be involved with strategic planning of expansion and healthcare initiatives throughout the region. In 2013, it was estimated that Anderson Hospital provided nearly \$18 million in benefits to the local community through the provision of language assistance, financial contributions, community health services, volunteer services, student education, financial assistance for patients, government-sponsored subsidies, and forgiveness of uncollectible accounts.



## **SECTION 1.8 – TRAFFIC PATTERNS**

As a result of the Village's proximity to and development around major roadways, Maryville benefits from high traffic counts. Table 1.19 highlights some of the major daily traffic count figures from IDOT and illustrates the changes in traffic patterns that have occurred as the Village has grown throughout the years.

**TABLE 1.19 - AREA TRAFFIC PATTERNS**

<b>TYPE</b>	<b>NAME</b>	<b>2005 AADT</b>	<b>2015 AADT</b>	<b>CHANGE</b>
Interstate	I 55/70	39,400	46,300	18%
	EB 55/70 TO NB 159	2,250	2,300	2%
	EB 55/70 TO SB 159	1,150	950	-17%
	NB 159 TO WB 55/70	1,100	1,100	0%
	SB 159 TO EB 55/70	500	400	-20%
	SB 159 TO WB 55/70	2,300	2,500	9%
	WB 55/70 TO NB 159	550	550	0%
	WB 55/70 TO SB 159	3,400	1,500	-56%
	I 270	40,100	39,500	-1%
	159 TO WB 270	3,000	5,700	90%
Principal Arterial	159 TO EB 270	2,450	1,700	-31%
	WB 270 TO 159	2,450	1,550	-37%
	EB 270 TO 159	3,000	4,450	48%
	IL-159	14,500	16,400	13%
Major Collector	MAIN ST	2,900	950	-67%
	VADALABENE DR	2,850	2,950	4%
Minor Arterial	KEEBLER RD	3,050	5,100	67%

## **SECTION TWO: TAX STRUCTURE & LOCAL INCENTIVES**

### **SECTION 2.1 – PROPERTY TAXES**

Property tax is often a major tax expense for a company. Because it is set and administered locally, property tax is seldom comparable from state to state. Not only do tax levies vary widely from one city to another, but the assessment ratio for determining property value differs significantly among the 50 states. Even within one state assuring a uniform assessment practice is very difficult. With that said, the Village of Maryville has one of the lowest tax rates in the region.

Illinois does not have a statewide property tax. Property is taxed on the local level only, and includes only real property such as land, buildings or permanent facilities. Real property is assessed at 33 1/3% of market value. Illinois does not tax personal property such as automobiles, trucks or boats. Below is an outline of the specific taxing districts and rates in the Village of Maryville.

*TABLE 2.1 – TAX STRUCTURE (2015)*

<b>TAXING DISTRICT</b>	<b>RATE</b>
Village of Maryville	0.9856
SWIC #522	0.4637
Maryville Library District	0.1913
Madison County	0.7073
Collinsville Road	0.3836
Collinsville CU #10	4.5833
Collinsville Township	0.2371
Total	7.5519

*TABLE 2.2 – AREA TAX RATES (2015)*

<b>Community</b>	<b>Tax Rate</b>
Glen Carbon, IL	7.4455
Troy, IL	8.4885
Collinsville, IL	7.7609
Edwardsville, IL	7.2947
Pontoon Beach, IL	9.0373
Caseyville, IL	10.2523
Granite City, IL	10.5479
Highland, IL	8.7229



## **SECTION 2.2 – SALES TAX**

Generally speaking, the base sales tax rate for communities in Illinois is 6.25%. The State of Illinois captures 5.00%, the county captures 0.25% and the community captures 1.00% of all sales. However, additional sales taxes can be imposed by the State or at the local level, which results in varying tax rates for communities throughout the state.

The Village of Maryville's sales tax rate of 6.85% is made up of the State Tax (6.25%), the County Flood Prevention Tax (0.25%), the Metro East Mass Transit Tax (0.25%), and the Metro East Park and Rec Tax (0.10%). Table 2.3 illustrates the difference in sales tax rates throughout select communities in southern Illinois, and it also highlights the rates within Business Districts. As can be seen, Maryville has a favorable tax rate when compared to other centers of retail activity in the region.

**TABLE 2.3 – AREA SALES TAX RATES (2016)**

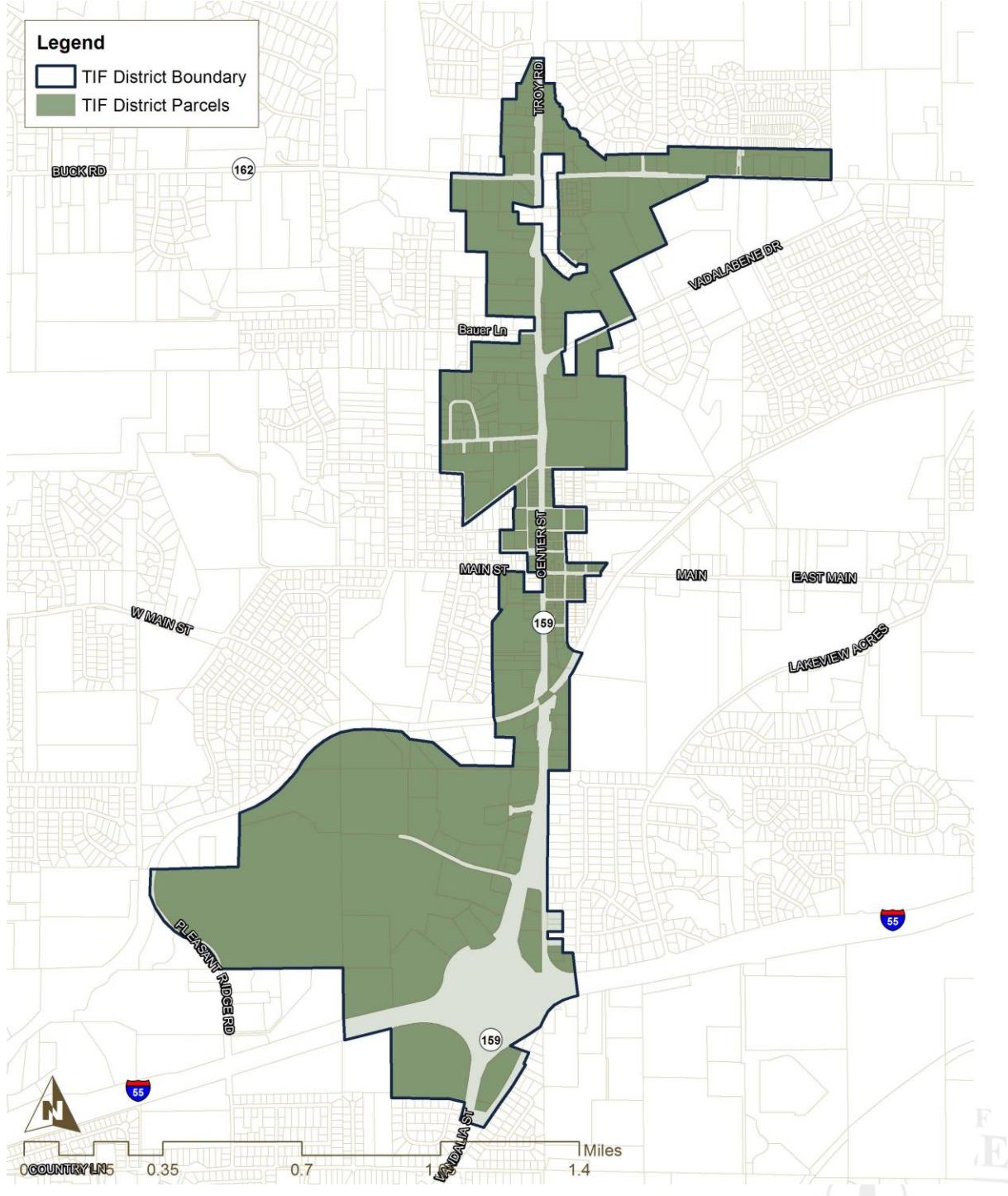
Community	Tax Rate	w/ Business District
Maryville, IL	6.85%	7.85%
Glen Carbon, IL	6.85%	7.85%
Troy, IL	6.85%	7.85%
Collinsville, IL	8.10%	9.10%
Edwardsville, IL	7.10%	8.10%
Pontoon Beach, IL	6.85%	N/A
Caseyville, IL	7.35%	8.35%
Granite City, IL	8.35%	9.35%
Highland, IL	7.85%	N/A

## SECTION 2.3 – LOCAL INCENTIVES

### Tax Increment Financing (TIF)

The Village of Maryville offers assistance through Tax Increment Financing in certain areas of the Village.

*FIGURE 2.1 – TIF DISTRICT BOUNDARY MAP*



Tax Increment Financing is a development tool designed to help finance certain eligible improvements to property in designated redevelopment areas (TIF districts) by utilizing the new, or incremental, tax revenues generated by the project after completion. Upon the creation of a TIF District, the current property values within that district become a base value from which it cannot decrease. Any projects or improvements that cause an increase in value over that base would create an increment in value, and the incremental tax revenues from that increment in value are paid to a "special allocation fund". The proceeds of the fund are then used to reimburse the developer for eligible project costs or to retire indebtedness incurred to cover those costs. Eligible project costs are the total of all reasonable or necessary costs incurred or estimated to be incurred and any costs incidental to a redevelopment plan or project.

Specifically, these costs include, but are not limited to:

- Costs of studies, surveys and plans
- Professional service costs (architectural, engineering, legal, financial, etc.)
- Property assembly costs (acquisition, demolition, clearing and grading)
- Costs of rehabilitating, reconstructing, remodeling of existing structures
- Costs of construction of public works
- Financing costs, including issuance interest and reserves.

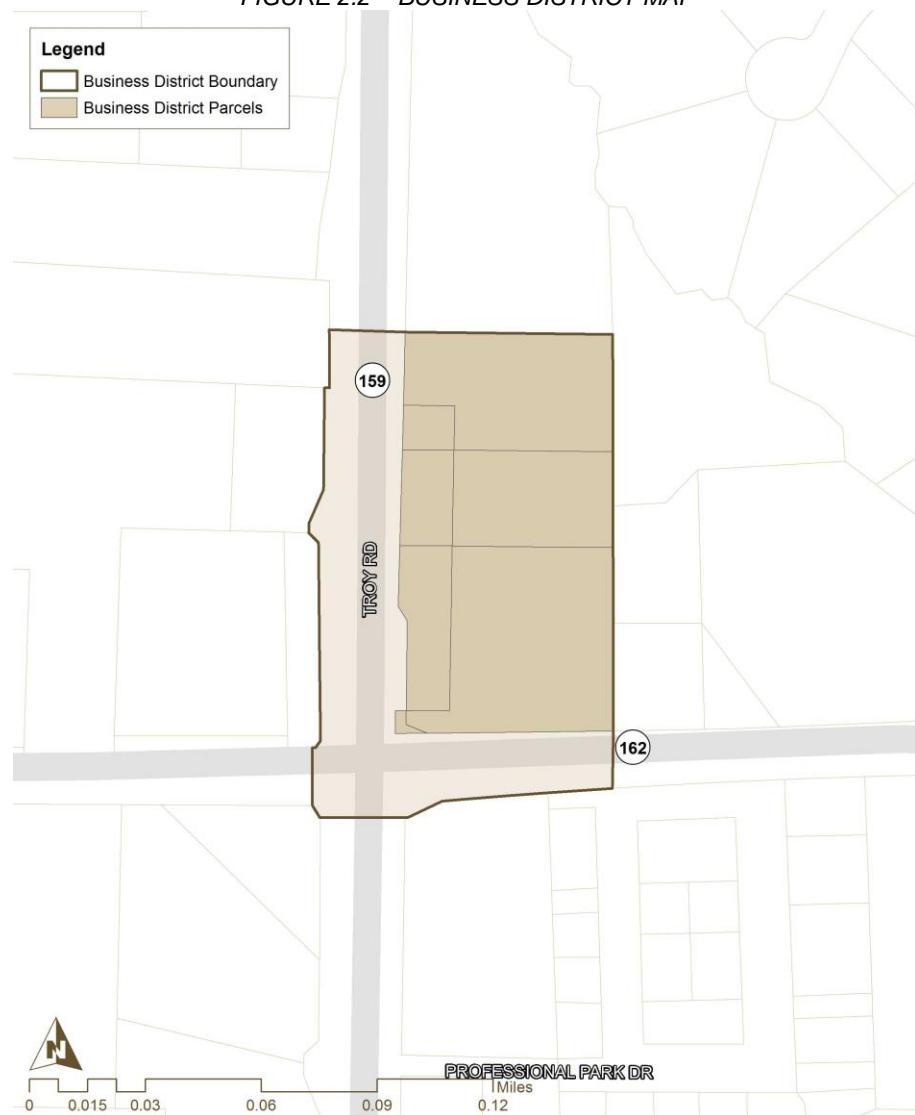
Please contact us for more information on the use of this valuable economic development tool.

### **Business District**

The Village also has a Business District area that can be seen in Figure 2.2. Business Districts are much like TIF, but instead of using property tax increment, they utilize a sales tax levy of up to 1.00%. This revenue is then placed in a "special allocation fund" and can be used for assistance in rehabilitating buildings, historic preservation, new buildings and infrastructure. The Business District is in place to bolster the economy within Maryville and can be used alone or in conjunction with the TIF as a powerful resource to prospective companies and corporations. Opportunities for the creation of additional Business Districts may be considered.



**FIGURE 2.2 – BUSINESS DISTRICT MAP**



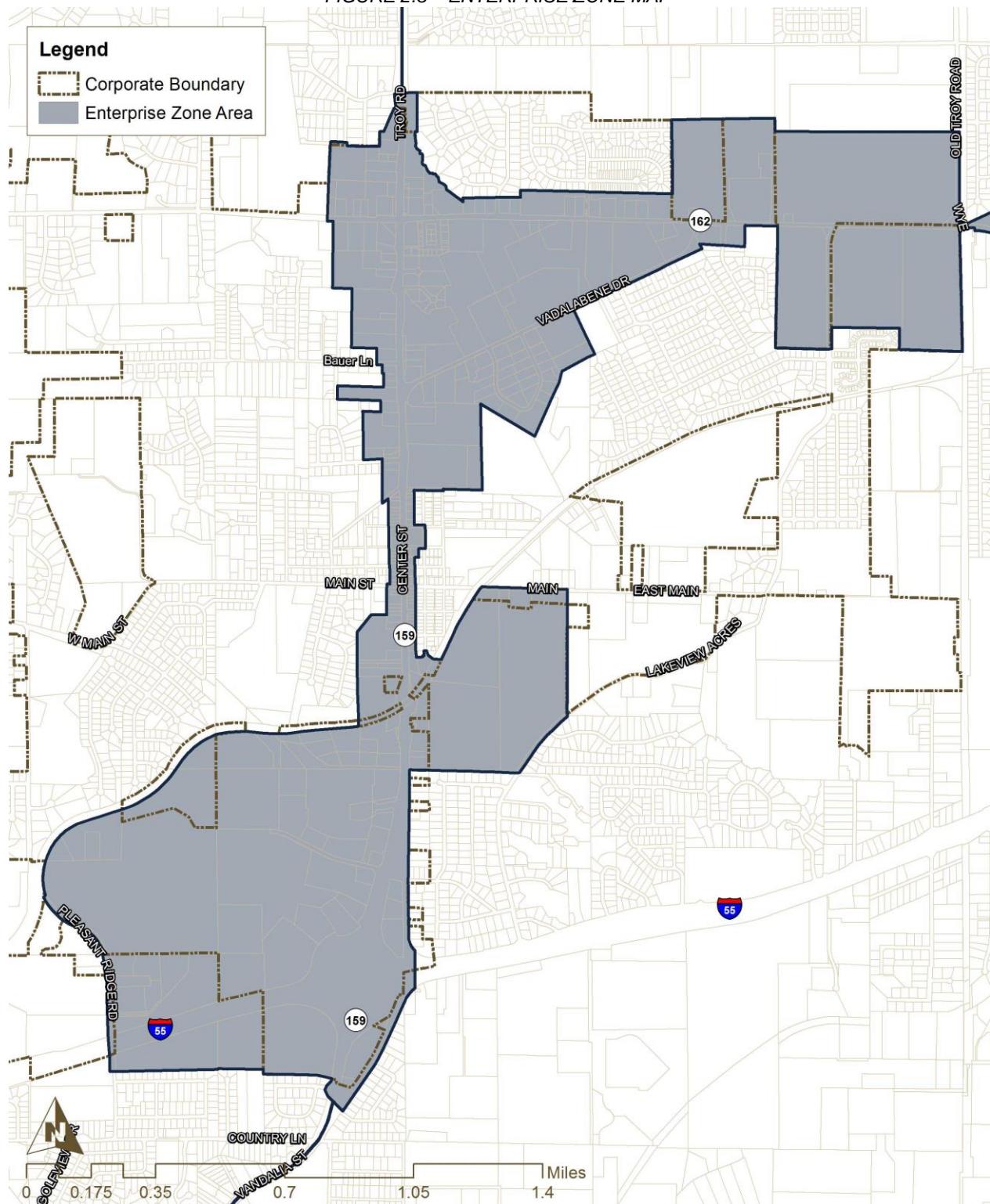
### **Madison County Discovery Enterprise Zone**

Maryville is one of the communities included in the Madison County Discovery Enterprise Zone. The Discovery Enterprise Zone offers outstanding investment opportunities for companies seeking a full range of location or expansion incentives. Start-up costs and long-term operating costs can be significantly reduced through a combination of state and local tax incentives, low-cost financing, and employee training programs. It is simple to take advantage of zone incentives and a network of development professionals stand ready to assist. Some of the economic development incentives that are available include:

- Sales Tax Exemption on building materials to be used in an Enterprise Zone
- Enterprise Zone Machinery and Equipment Consumables/Pollution Control Facilities Sales Tax Exemption
- Enterprise Zone Utility Tax Exemption
- Enterprise Zone Investment Tax Credit of 0.5 percent
- Contribution Deductions



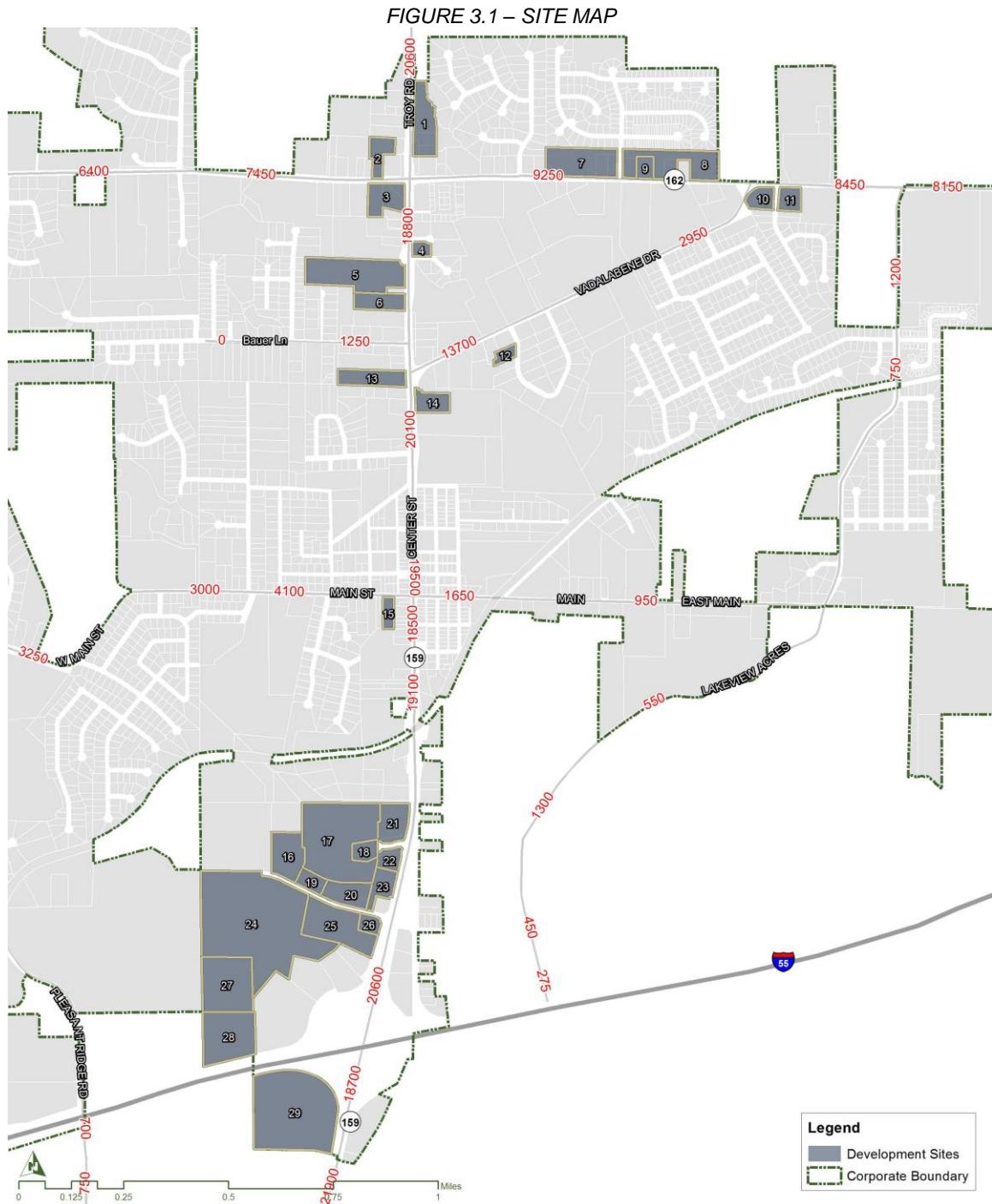
**FIGURE 2.3 – ENTERPRISE ZONE MAP**



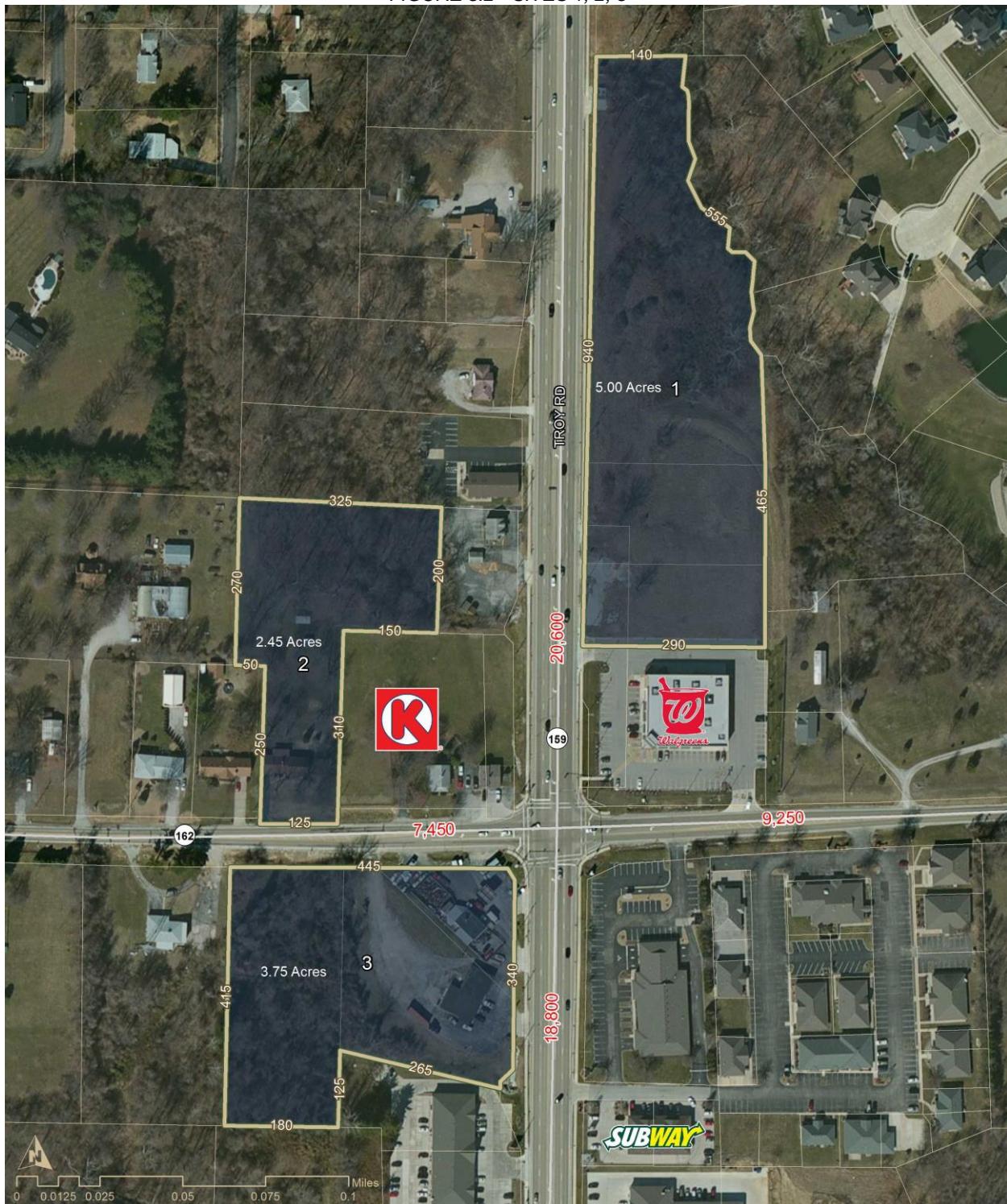
## SECTION THREE: DEVELOPMENT SITE PROFILE

The Village of Maryville has many available properties that would provide excellent opportunities for investment and development in the region. The following sections highlight the available sites and provide pertinent demographic and retail market information about the Village and surrounding three mile radius.

### SECTION 3.1 – DEVELOPMENT SITES



**FIGURE 3.2 - SITES 1, 2, 3**





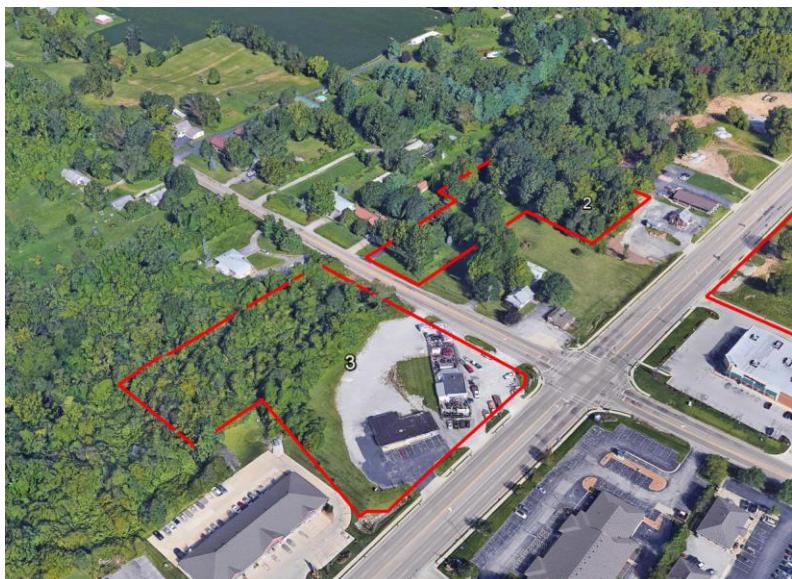
### **SITE 1 PROFILE**

- 5.00 +/- Acre Development Site
- Zoned Commercial
- Direct access from IL Route 159 with 20,600 cars per day
- Adjacent to Walgreen's and minutes from Regional Hospital
- Divisible
- Located in TIF District and Enterprise Zone
- Price per sqft: \$4.50

**Sale Price: \$1,075,000**

**Contact:**

**Paul Murphy** **Collin Fischer**  
[paul@barbermurphy.com](mailto:paul@barbermurphy.com) [CollinF@barbermurphy.com](mailto:CollinF@barbermurphy.com)  
618-954-9901 618-420-2376



### **SITE 2 PROFILE**

- 2.45 +/- Acre Development Site
- Zoned Commercial
- Intersection of Route 159 and Route 162
- Immediately west of new Circle K development
- 28,000 ADT combined on Routes 159 and 162
- All utilities at sight
- Located in TIF District
- Price per sqft: \$7.00

**Sale Price: \$695,000**

**Contact:**

**Scott Reichmann**  
[scottr@barbermurphy.com](mailto:scottr@barbermurphy.com)  
618-610-1632

### **SITE 3 PROFILE**

- 3.75 +/- Acre Commercial Site
- Intersection of Route 159 and Route 162
- Near Anderson Hospital and other new residential and commercial developments

**Contact:**

**Bob Anna**

**boba@barbermurphy.com**

**618-604-0250**



**FIGURE 3.3 - SITES 4, 5, 6**



- Executive Wash with 4 self-serve bays and 2 automatics (1 touchless)
- Drive-thru dryer, 4 vacuums, shampooer, autocashiers that take credit
- 4,050 sqft building
- 0.90 +/- acre lot
- Excellent visibility on IL Route 159 with 18,800 ADT
- Price per sqft: \$190.12

**Sale Price: \$770,000**

**Contact:**

**Collin Fischer**  
**CollinF@barbermurphy.com**  
**618-420-2376**



**SITE 5 PROFILE**

- 10.45 +/- Acre Commercial property with executive home
- 2.5 +/- acres with 350' frontage on IL Route 159 in front of executive home
- Sidewalk with 2 curb cuts
- Located near Anderson Hospital, across from Post Office
- Wheelchair accessible home can be converted into business

**Contact:**

**Rich Hamilton**  
**618-345-2180**

**SITE 6 PROFILE**

- 3.05 +/- Acre Commercial Property
- Suitable for professional office and multi-family development by special use permit
- Near professional and medical offices
- Price per sqft: \$3.35

**Sale Price: \$437,778**

**Contact:**

**Mike Pierceall**  
**Mikep@barbermurphy.com**  
**618-791-8396**

*FIGURE 3.4 - SITES 7, 8, 9*







### **SITE 7 PROFILE**

- 7.25 +/- Acre Commercial Site
- 890' +/- Frontage on Route 162
- Located directly across from Anderson Hospital
- Near subdivisions and Interstates 55/70 and 270
- Price per sqft: \$5.44
- Price per acre: \$236,966

**Contact:**

**Scott Reichmann**

[scotr@barbermurphy.com](mailto:scotr@barbermurphy.com)

**618-610-1632**

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### **SITE 8 PROFILE**

- 7.75 +/- Acre Commercial Site
- 825' +/- Frontage on Route 162
- Located directly across from Anderson Hospital
- Near subdivisions and Interstates 55/70 and 270
- Price per sqft: \$5.44
- Price per acre: \$236,966

**Contact:**

**Scott Reichmann**

[scotr@barbermurphy.com](mailto:scotr@barbermurphy.com)

**618-610-1632**

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### **SITE 9 PROFILE**

- 1.35 +/- Acre Development Site
- Ready for demolition
- All utilities available
- Located on IL Route 162 with 9,250 ADT
- Directly across from Anderson Hospital
- Price per sqft: \$6.23

**Sale Price: \$399,000**

**Contact:**

**Gregg Butler**  
[greggb@barbermurphy.com](mailto:greggb@barbermurphy.com)  
**618-792-5051**

*FIGURE 3.5 - SITES 10, 11*







### **SITE 10 PROFILE**

- 1.95 +/- Acre Development Site
- Zoned commercial
- All utilities available
- Located on IL Route 162 with 180' frontage
- Great location for office/ retail near Anderson Hospital and new subdivisions
- Price per sqft: \$6.50

**Sale Price: \$546,460.19**

**Contact:**

**Dave Kunkel**  
[dave@kunkelcommercial.com](mailto:dave@kunkelcommercial.com)  
**office:** 618-632-8200  
**cell:** 618-977-1846

### **SITE 11 PROFILE**

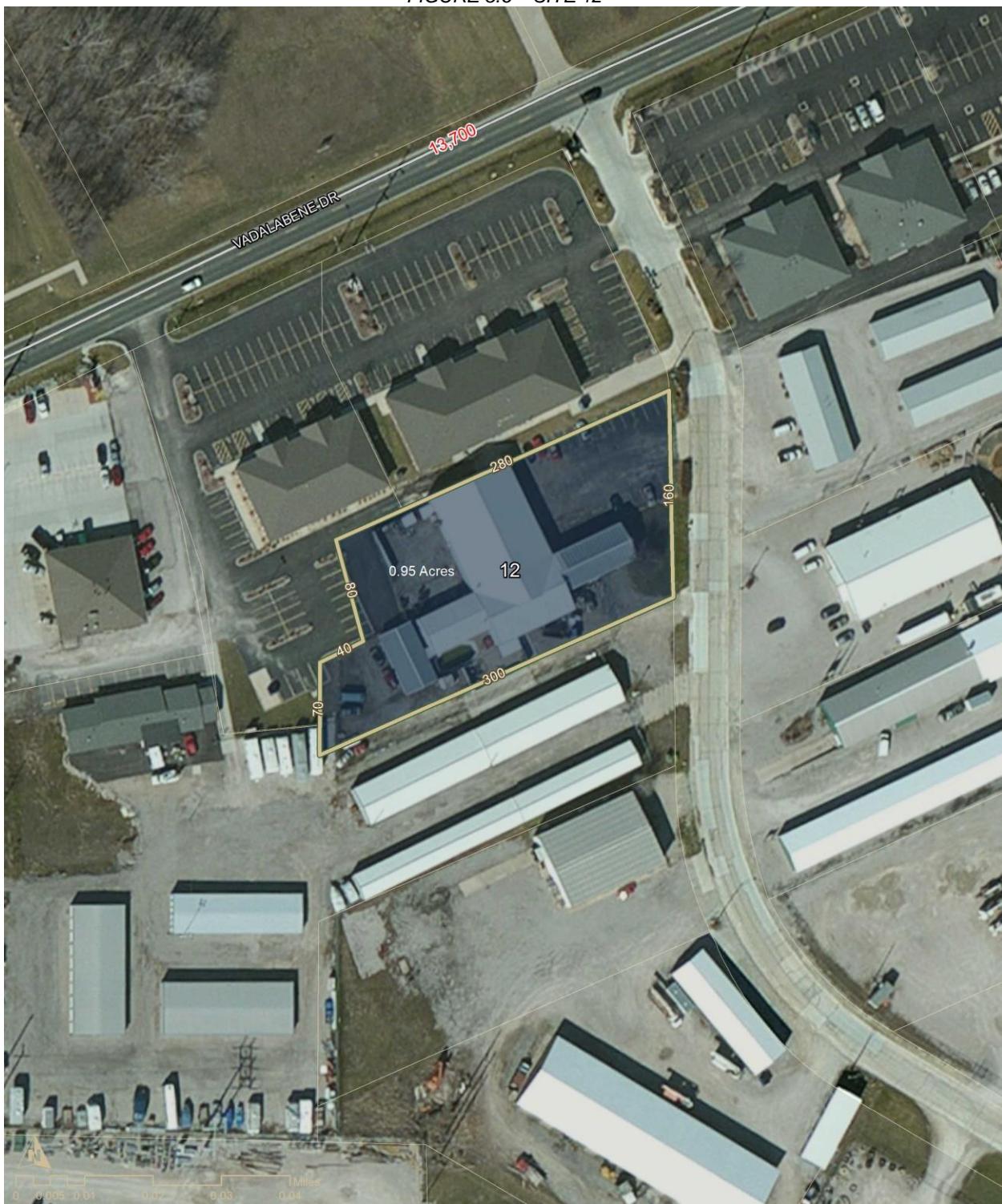
- 1.85 +/- Acre Development Site
- Zoned commercial
- All utilities available
- Located on IL Route 162 with 261' frontage
- Great location for office/ retail near Anderson Hospital and new subdivisions
- Price per sqft: \$6.50

**Sale Price: \$526,640.40**

**Contact:**

**Dave Kunkel**  
[dave@kunkelcommercial.com](mailto:dave@kunkelcommercial.com)  
**office:** 618-632-8200  
**cell:** 618-977-1846

**FIGURE 3.6 – SITE 12**





### **SITE 12 PROFILE**

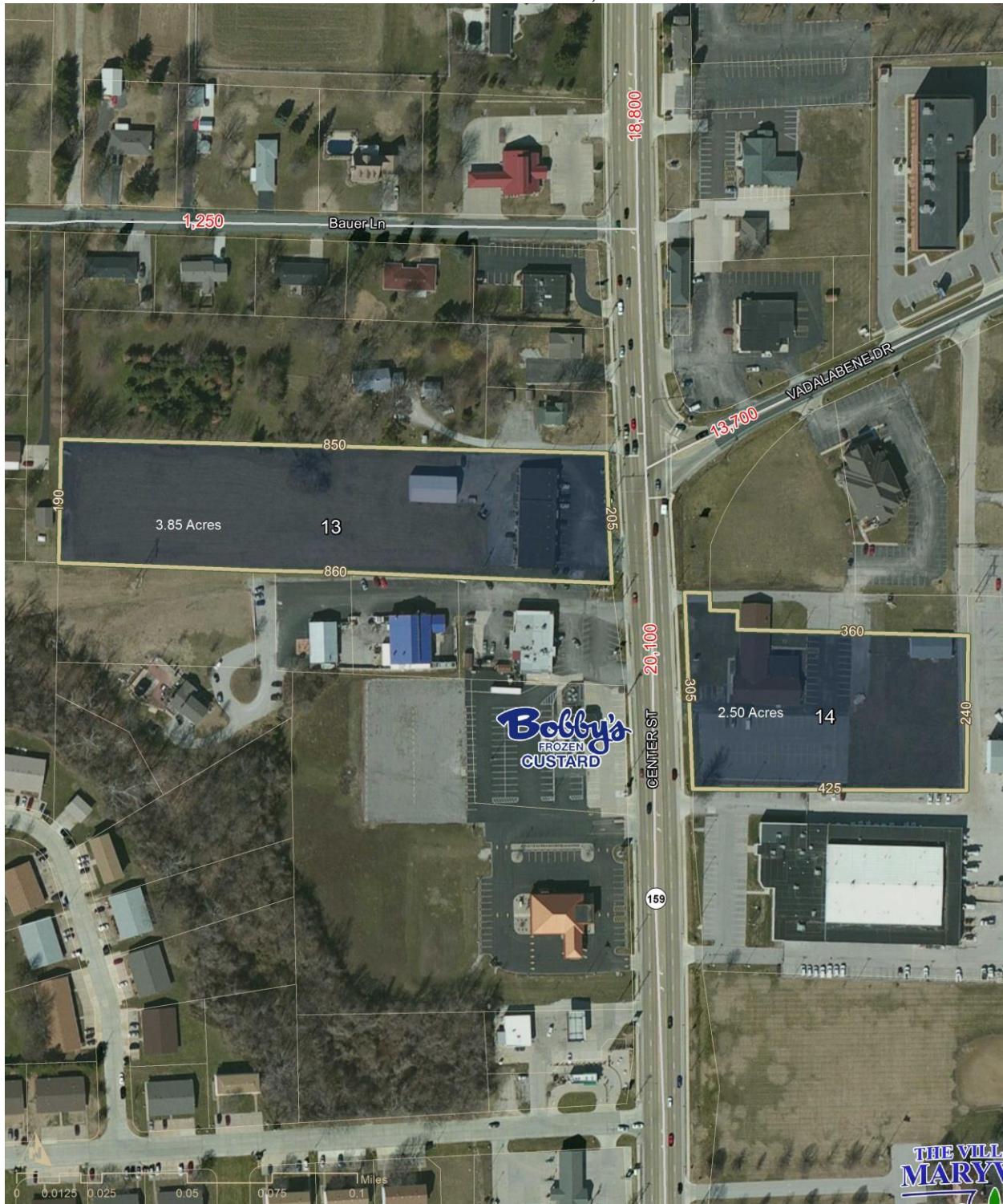
- 0.95 +/- Acre Development Site
- Zoned commercial
- Excellent location for office/ retail development
- Good access to I-55/70 and I-270

**Sale Price: \$260,000**

**Contact:**

**Bob Anna**  
**boba@barbermurphy.com**  
**618-604-0250**

FIGURE 3.7 - SITES 13, 14





### **SITE 13 PROFILE**

- 3.85 +/- Acre Development Site
- Zoned commercial
- Utilities available
- Located on IL Route 159 with 205' frontage
- Great location near busy intersection
- 13,700 ADT on Vadalabene Dr and 20,100 ADT on IL Route 159

#### **Contact:**

**The Village of Maryville**  
[mayor@maryville-il.us](mailto:mayor@maryville-il.us)  
618-345-7028 ext. 7

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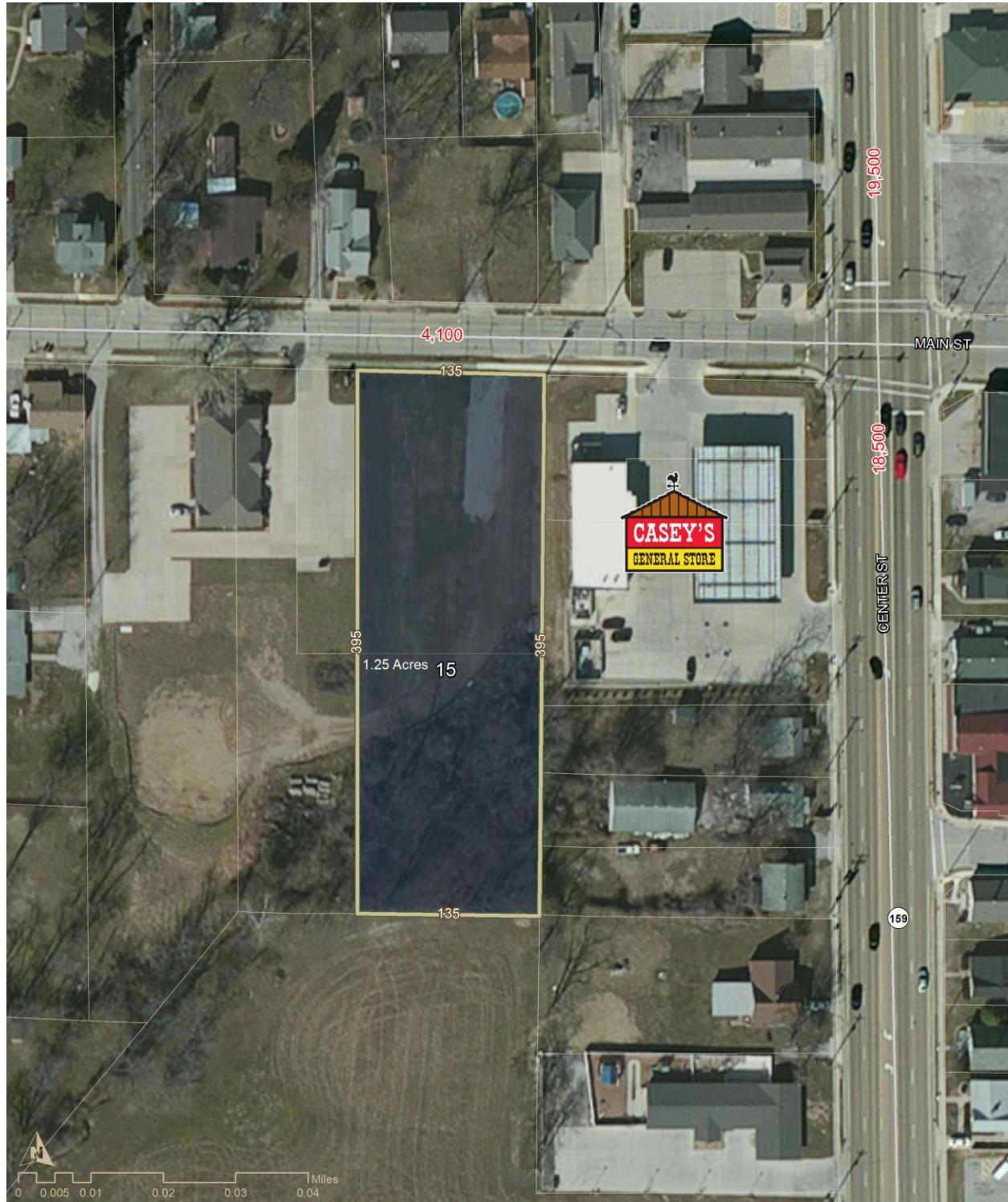
### **SITE 14 PROFILE**

- 2.50 +/- Acre Development Site
- Zoned commercial
- Utilities available
- Located on IL Route 159 with 305' frontage
- 20,100 ADT on IL Route 159

#### **Contact:**

**The Village of Maryville**  
[mayor@maryville-il.us](mailto:mayor@maryville-il.us)  
618-345-7028 ext. 7

**FIGURE 3.8 – SITE 15**





### **SITE 15 PROFILE**

- 1.25 +/- Acre Commercial Site
- Intersection of Main St and IL Route 159
- 135' frontage on Main St
- 4,100 ADT drawing from 19,500 ADT on IL Route 159
- Frontage may be expanded and additional ground can be negotiated
- Price per sqft: \$3.45

**Sale Price: \$169,000**

**Contact:**

**Collin Fischer**  
**CollinF@barbermurphy.com**  
**618-420-2376**

FIGURE 3.9 – SITE 16, 17, 18, 19, 20, 21, 22, 23





### **SITE PROFILES: 16, 17, 18, 19, 20, 21**

- Commercial sites near intersection of IL Route 159 and I-55/70
- Located near Maryville YMCA
- Site 16: 5.10 +/- Acres, 315' frontage on Town Center Drive
- Site 17: 19.10 +/- Acres
- Site 18: 1.75 +/- Acres
- Site 19: 1.75 +/- Acres, 345' frontage on Town Center Drive
- Site 20: 3.75 +/- Acres, 610' frontage on Town Center Drive
- Site 21: 4.00 +/- Acres, 440' frontage on IL Route 159

**Contact:**

**David Gerber, the Keller Companies**  
[david.gerber@kellerconstruction.com](mailto:david.gerber@kellerconstruction.com)  
618-656-0033 ext. 289

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### **SITE PROFILE: 22**

- Commercial site near intersection of IL Route 159 and I-55/70
- Located near Maryville YMCA
- 1.70 +/- Acres, 300' frontage on IL Route 159

**Contact:**

**The Village of Maryville**  
[mayor@maryville-il.us](mailto:mayor@maryville-il.us)  
618-345-7028 ext. 7

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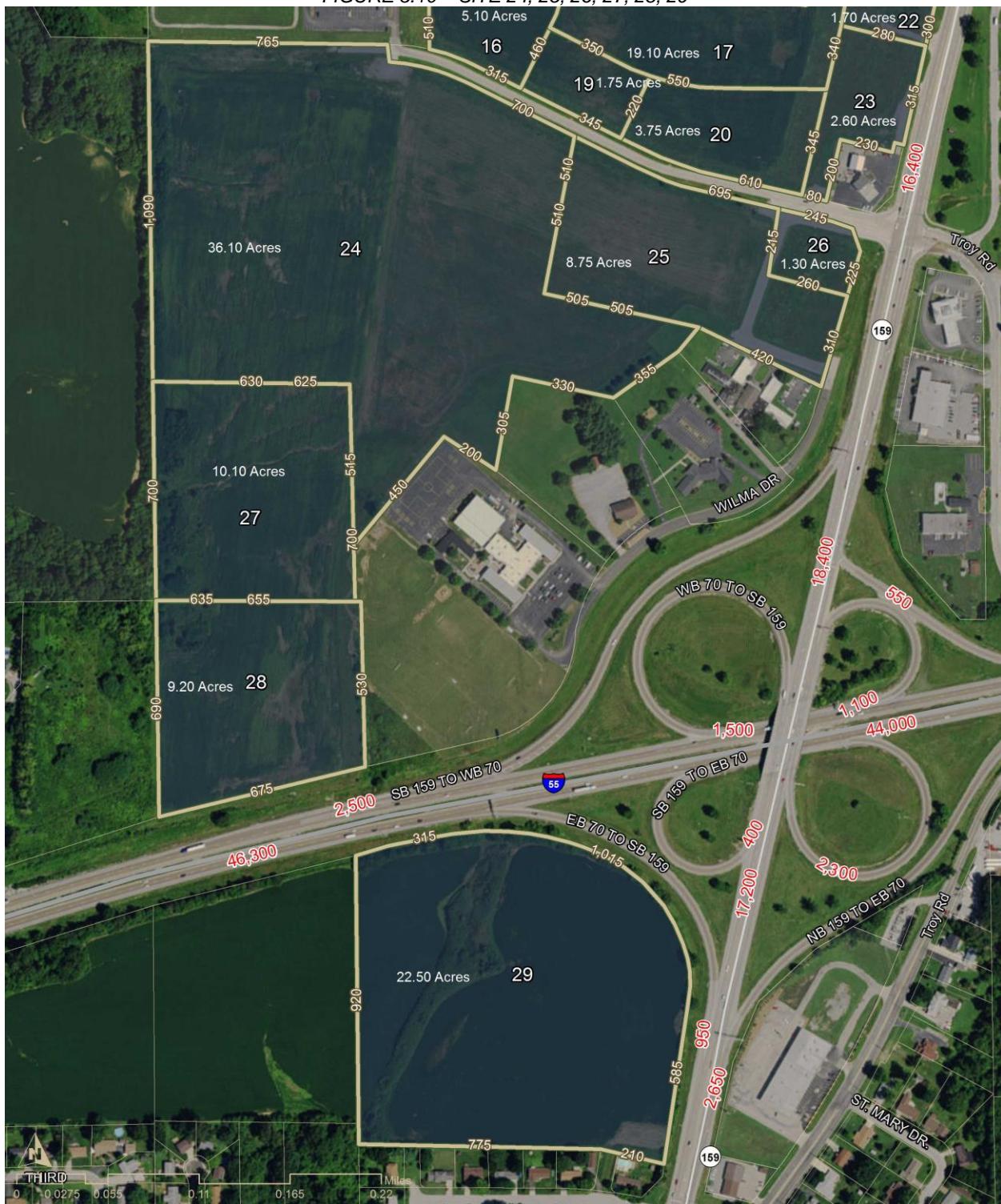
### **SITE PROFILE: 23**

- Commercial site near intersection of IL Route 159 and I-55/70
- Located near Maryville YMCA
- 2.60 +/- Acres, 315' frontage on IL Route 159 and 80' on Town Center Drive

**Contact:**

**David Gerber, the Keller Companies**  
[david.gerber@kellerconstruction.com](mailto:david.gerber@kellerconstruction.com)  
618-656-0033 ext. 289

FIGURE 3.10 – SITE 24, 25, 26, 27, 28, 29





### **SITE PROFILES: 24, 25, 26, 27, 28, 29**

- Commercial sites near intersection of IL Route 159 and I-55/70
- Located near Maryville YMCA and St. John Neumann Catholic School
- Site 24: 36.10 +/- Acres, 700' frontage on Town Center Drive
- Site 25: 8.75 +/- Acres, 695' frontage on Town Center Drive and 310' on IL Route 159
- Site 26: 1.30 +/- Acres, 245' frontage on Town Center Drive and 225' on IL Route 159
- Site 27: 10.10 +/- Acres
- Site 28: 9.20 +/- Acres, 675' frontage on I-55/70 (located to the north of I-55/70)
- Site 29: 22.50 Acres, 1,915' total frontage at the intersection of IL Route 159 and I-55/70



**Contact:**  
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[david.gerber@kellerconstruction.com](mailto:david.gerber@kellerconstruction.com)  
618-656-0033 ext. 289

## SECTION 3.2 – SITE DEMOGRAPHICS

The following section highlights pertinent demographic information about the population within a 3 mile radius of the Village.

TABLE 3.1 – POPULATION & HOUSEHOLDS

DESCRIPTION	0.00 - 3.00 MILES	GROWTH %
<b>Population</b>		
2021 Projection	28,572	1.49%
2016 Estimate	28,153	2.30%
2010 Census	27,520	17.53%
2000 Census	23,415	
<b>Households</b>		
2021 Projection	11,418	1.50%
2016 Estimate	11,249	2.19%
2010 Census	11,008	23.34%
2000 Census	8,925	

Population within three miles of the Village is experiencing consistent growth, with projections for this growth to continue over the next five years. Households follow the same pattern as population, with steady increases projected in the future.

TABLE 3.2 – HOUSEHOLD INCOME

RANGE	#	%
Income < \$15,000	850	7.56%
Income \$15,000 - \$24,999	946	8.41%
Income \$25,000 - \$34,999	842	7.49%
Income \$35,000 - \$49,999	1,150	10.22%
<b>Income \$50,000 - \$74,999</b>	<b>1,896</b>	<b>16.85%</b>
Income \$75,000 - \$99,999	1,627	14.46%
Income \$100,000 - \$124,999	1,303	11.59%
Income \$125,000 - \$149,999	986	8.77%
Income \$150,000 - \$199,999	928	8.25%
Income \$200,000 - \$249,999	354	3.15%
Income \$250,000 - \$499,999	294	2.62%
Income \$500,000+	72	0.64%
2016 Est. Avg. Household Income	\$90,501	
2016 Est. Med. Household Income	\$74,212	

Within three miles of the Village, the income bracket with the highest percentage of households is the \$50,000 - \$74,999, with over 16% of all households. The estimated average household income for this area is \$90,501, and the estimated median household income is \$74,212. These figures suggest that this region supports a high standard of living for its residents.



### SECTION 3.3 – RETAIL MARKET POWER OPPORTUNITY GAP: MERCHANDISE LINES

Tables 3.3 and 3.4 show the retail market power (RMP) opportunity gap for merchandise lines in the area. RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line. When the demand is greater than the supply, there is an opportunity gap. When the demand is less than the supply, a surplus exists. In the following table, opportunity gaps are portrayed as positive numbers, and surpluses are portrayed as negative numbers. The percentage next to the gap/surplus represents how much of an opportunity gap (positive) or surplus (negative) exists based on the consumer expenditures. In other words, a positive figure portrays the percentage of demand that is not being met, while a negative percentage illustrates how much greater supply is than demand. Table 3.3 highlights the retail market power of the Village of Maryville, and Table 3.4 examines the opportunity gaps within a three mile radius of the Village.

TABLE 3.3 – RMP OPPORTUNITY GAP: MERCHANDISE LINES ( VILLAGE)

MERCHANDISE LINE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Total Retail Sales & Eating, Drinking Places	\$160,922,833	\$107,221,189	\$53,701,644	33.37%
Groceries & Other Foods	\$26,430,043	\$5,746,928	\$20,683,115	78.26%
Meals & Snacks	\$14,975,873	\$24,125,948	-\$9,150,075	-61.10%
Alcoholic Drinks	\$1,033,269	\$939,424	\$93,845	9.08%
Packaged Liquor/Wine/Beer	\$1,992,166	\$51,909	\$1,940,257	97.39%
Cigars, Cigarettes, Tobacco, Accessories	\$2,174,724	\$565,216	\$1,609,508	74.01%
Drugs, Health Aids & Beauty Aids	\$21,964,779	\$4,919,991	\$17,044,788	77.60%
Soaps, Detergents & Household Cleaners	\$1,030,230	\$192,251	\$837,979	81.34%
Paper & Related Products	\$1,902,171	\$164,714	\$1,737,457	91.34%
Men's Wear	\$2,142,147	\$289,465	\$1,852,682	86.49%
Women's, Juniors' & Misses' Wear	\$3,794,944	\$560,699	\$3,234,245	85.23%
Children's Wear	\$1,788,851	\$59,418	\$1,729,433	96.68%
Footwear	\$2,075,253	\$189,021	\$1,886,232	90.89%
Sewing, Knitting & Needlework Goods	\$171,644	\$58,142	\$113,502	66.13%
Curtains, Draperies, Blinds, Slipcovers, Etc.	\$930,323	\$326,085	\$604,238	64.95%
Major Household Appliances	\$1,620,375	\$225,216	\$1,395,159	86.10%
Small Electric Appliances	\$269,321	\$108,885	\$160,436	59.57%
Televisions, Video Recorders, Video Cameras	\$959,551	\$330,486	\$629,065	65.56%
Audio Equipment, Musical Instruments	\$402,083	\$48,597	\$353,486	87.91%
Furniture & Sleep Equipment	\$3,069,457	\$278,613	\$2,790,844	90.92%
Flooring & Floor Coverings	\$693,107	\$164,496	\$528,611	76.27%
Computer Hardware, Software & Supplies	\$1,344,880	\$367,674	\$977,206	72.66%
Kitchenware & Home Furnishings	\$1,718,123	\$550,933	\$1,167,190	67.93%
Jewelry	\$760,153	\$213,391	\$546,762	71.93%
Books	\$1,015,124	\$66,573	\$948,551	93.44%
Photographic Equipment & Supplies	\$161,786	\$41,166	\$120,620	74.56%
Toys, Hobby Goods & Games	\$1,293,494	\$260,983	\$1,032,511	79.82%
Optical Goods	\$560,326	\$8,758	\$551,568	98.44%

TABLE 3.3 – RMP OPPORTUNITY GAP: MERCHANTISE LINES ( VILLAGE) (CONT.)

MERCHANTISE LINE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Sporting Goods	\$1,164,081	\$236,743	\$927,338	79.66%
RVs, Campers, Camping & Travel Trailers	\$1,503,536	\$648,693	\$854,843	56.86%
Hardware, Tools, Plumbing, Electrical	\$2,821,103	\$534,787	\$2,286,316	81.04%
Lawn/Garden/Farm Equipment/Supplies	\$1,907,748	\$4,629,788	-\$2,722,040	-142.68%
Lumber & Building Materials	\$1,465,718	\$220,966	\$1,244,752	84.92%
Paint & Sundries	\$691,793	\$88,475	\$603,318	87.21%
Cars, Trucks, Other Powered Transportation	\$27,694,362	\$50,484,135	-\$22,789,773	-82.29%
Automotive Fuels	\$18,353,778	\$4,999,818	\$13,353,960	72.76%
Automotive Lubricants	\$96,645	\$56,067	\$40,578	41.99%
Pets, Pet Foods & Pet Supplies	\$2,299,163	\$605,397	\$1,693,766	73.67%
All Other Merchandise	\$6,650,707	\$3,861,336	\$2,789,371	41.94%

<sup>1</sup>Demand: 2016 Consumer Expenditures

<sup>2</sup>Supply: 2016 Retail Sales

TABLE 3.4 - RMP OPPORTUNITY GAP: MERCHANTISE LINES (3 MILE RADIUS)

MERCHANTISE LINE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Total Retail Sales & Eating, Drinking Places	\$552,853,187	\$534,485,389	\$18,367,799	3.32%
Groceries & Other Foods	\$92,121,683	\$67,359,176	\$24,762,507	26.88%
Meals & Snacks	\$51,292,359	\$60,329,143	-\$9,036,785	-17.62%
Alcoholic Drinks	\$3,564,496	\$3,326,527	\$237,969	6.68%
Packaged Liquor/Wine/Beer	\$6,861,217	\$4,476,531	\$2,384,686	34.76%
Cigars, Cigarettes, Tobacco, Accessories	\$7,495,682	\$5,291,143	\$2,204,539	29.41%
Drugs, Health Aids & Beauty Aids	\$76,497,295	\$40,382,557	\$36,114,738	47.21%
Soaps, Detergents & Household Cleaners	\$3,607,844	\$5,551,912	-\$1,944,069	-53.88%
Paper & Related Products	\$6,581,271	\$4,104,576	\$2,476,695	37.63%
Men's Wear	\$7,299,872	\$2,116,694	\$5,183,178	71.00%
Women's, Juniors' & Misses' Wear	\$12,942,208	\$3,018,643	\$9,923,565	76.68%
Children's Wear	\$6,135,678	\$1,480,640	\$4,655,037	75.87%
Footwear	\$7,159,032	\$2,304,959	\$4,854,073	67.80%
Sewing, Knitting & Needlework Goods	\$586,152	\$214,016	\$372,137	63.49%
Curtains, Draperies, Blinds, Slipcovers, Etc.	\$3,170,808	\$2,581,686	\$589,122	18.58%
Major Household Appliances	\$5,516,034	\$6,202,656	-\$686,622	-12.45%
Small Electric Appliances	\$928,701	\$1,169,828	-\$241,127	-25.96%
Televisions, Video Recorders, Video Cameras	\$3,257,957	\$1,599,017	\$1,658,940	50.92%
Audio Equipment, Musical Instruments	\$1,358,792	\$1,308,994	\$49,798	3.66%
Furniture & Sleep Equipment	\$10,463,778	\$6,123,150	\$4,340,628	41.48%
Flooring & Floor Coverings	\$2,361,268	\$1,934,278	\$426,989	18.08%
Computer Hardware, Software & Supplies	\$4,570,584	\$2,930,029	\$1,640,555	35.89%
Kitchenware & Home Furnishings	\$5,820,874	\$4,568,912	\$1,251,962	21.51%
Jewelry	\$2,531,573	\$1,258,397	\$1,273,176	50.29%
Books	\$3,501,428	\$728,860	\$2,772,568	79.18%
Photographic Equipment & Supplies	\$542,372	\$255,230	\$287,142	52.94%
Toys, Hobby Goods & Games	\$4,406,478	\$1,473,026	\$2,933,452	66.57%
Optical Goods	\$1,918,288	\$720,432	\$1,197,855	62.44%
Sporting Goods	\$3,944,508	\$744,814	\$3,199,693	81.12%
RVs, Campers, Camping & Travel Trailers	\$4,911,017	\$1,176,926	\$3,734,091	76.03%

**TABLE 3.4 - RMP OPPORTUNITY GAP: MERCHANDISE LINES (3 MILE RADIUS) (CONT.)**

MERCHANDISE LINE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Hardware, Tools, Plumbing, Electrical	\$9,552,418	\$7,490,576	\$2,061,842	21.58%
Lawn/Garden/Farm Equipment/Supplies	\$6,444,546	\$13,721,184	-\$7,276,637	-112.91%
Lumber & Building Materials	\$4,928,679	\$2,834,305	\$2,094,374	42.49%
Paint & Sundries	\$2,306,491	\$1,792,882	\$513,608	22.27%
Cars, Trucks, Other Powered Transportation	\$93,484,348	\$186,938,369	-\$93,454,020	-99.97%
Automotive Fuels	\$63,409,320	\$57,448,219	\$5,961,101	9.40%
Automotive Lubricants	\$334,424	\$320,635	\$13,789	4.12%
Pets, Pet Foods & Pet Supplies	\$7,837,995	\$7,039,236	\$798,759	10.19%
All Other Merchandise	\$23,205,717	\$22,167,226	\$1,038,491	4.48%

<sup>1</sup>Demand: 2016 Consumer Expenditures

<sup>2</sup>Supply: 2016 Retail Sales

In terms of opportunity gaps, there are consistent gaps for groceries and other foods, packaged liquor, furniture and sleep equipment, books, and optical goods throughout the Village and surrounding three mile radius. These are examples of merchandise that residents are purchasing outside of the Village because the immediate supply does not satisfy demand. Although some of the demand is being met within the area, the opportunity gaps in dollars suggest that the area could potentially support more stores in various merchandise lines.

#### **SECTION 3.4 – RETAIL MARKET POWER OPPORTUNITY GAP: RETAIL STORES**

The tables below show the retail market power (RMP) opportunity gap for retail stores in the area. Similarly to the RMP Opportunity Gap for merchandise lines, the RMP data for retail stores is derived from two the Consumer Expenditure Survey (CE Survey) and the Census of Retail Trade (CRT). Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail store. When the demand is greater than the supply, there is an opportunity gap. When the demand is less than the supply, a surplus exists. In the following table, opportunity gaps are portrayed as positive numbers, and surpluses are portrayed as negative numbers. The percentage next to the gap/surplus represents how much of an opportunity gap (positive) or surplus (negative) exists based on the consumer expenditures. In other words, a positive figure portrays the percentage of demand that is not being met, while a negative percentage illustrates how much greater supply is than demand. Table 3.5 highlights some of the types of retail stores which have significant opportunity gaps in the Village, and Table 3.6 explores the retail market power within the surrounding three mile radius.

**TABLE 3.5 – RMP OPPORTUNITY GAP: RETAIL STORES ( VILLAGE)**

STORE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Total Retail Sales & Eating, Drinking Places	\$160,922,833	\$107,221,189	\$53,701,644	33.37%
Motor Vehicle & Parts Dealers-441	\$33,364,815	\$53,472,925	-\$20,108,110	-60.27%
Automotive Dealers-4411	\$27,542,330	\$52,529,343	-\$24,987,013	-90.72%
Other Motor Vehicle Dealers-4412	\$3,618,530	\$640,602	\$2,977,928	82.30%
Automotive Parts/Accessories, Tire Stores-4413	\$2,203,955	\$302,980	\$1,900,975	86.25%
Furniture & Home Furnishings Stores-442	\$3,317,910	\$1,067,885	\$2,250,025	67.81%
Furniture Stores-4421	\$1,810,774	\$0	\$1,810,774	100.00%

**TABLE 3.5 – RMP OPPORTUNITY GAP: RETAIL STORES ( VILLAGE) (CONT.)**

STORE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Home Furnishing Stores-4422	\$1,507,136	\$1,067,885	\$439,251	29.14%
Electronics & Appliances Stores-443	\$2,895,865	\$1,019,239	\$1,876,626	64.80%
Electronics & Appliances Stores-44314	\$2,895,865	\$1,019,239	\$1,876,626	64.80%
Household Appliances Stores-443141	\$408,065	\$0	\$408,065	100.00%
Electronics Stores-443142	\$2,487,800	\$1,019,239	\$1,468,561	59.03%
Building Material, Garden Equipment Stores -444	\$17,633,165	\$10,705,966	\$6,927,199	39.29%
Building Material & Supply Dealers-4441	\$15,087,510	\$3,382,982	\$11,704,528	77.58%
Home Centers-44411	\$6,107,151	\$426,609	\$5,680,542	93.01%
Paint & Wallpaper Stores-44412	\$292,319	\$0	\$292,319	100.00%
Hardware Stores-44413	\$1,477,175	\$1,697,035	-\$219,860	-14.88%
Other Building Materials Dealers-44419	\$7,210,865	\$1,259,338	\$5,951,527	82.54%
Building Materials, Lumberyards-444191	\$2,582,252	\$470,573	\$2,111,679	81.78%
Lawn/Garden Equipment/Supplies Stores-4442	\$2,545,655	\$7,322,984	-\$4,777,329	-187.67%
Outdoor Power Equipment Stores-44421	\$848,402	\$6,216,686	-\$5,368,284	-632.75%
Nursery & Garden Centers-44422	\$1,697,253	\$1,106,298	\$590,955	34.82%
Food & Beverage Stores-445	\$19,681,191	\$1,584,365	\$18,096,826	91.95%
Grocery Stores-4451	\$12,707,964	\$1,584,365	\$11,123,599	87.53%
Supermarkets, Grocery (Except Convenience) Stores-44511	\$11,886,500	\$0	\$11,886,500	100.00%
Convenience Stores-44512	\$821,464	\$1,584,365	-\$762,901	-92.87%
Specialty Food Stores-4452	\$1,562,861	\$0	\$1,562,861	100.00%
Beer, Wine & Liquor Stores-4453	\$5,410,366	\$0	\$5,410,366	100.00%
Health & Personal Care Stores-446	\$9,420,556	\$4,203,047	\$5,217,509	55.38%
Pharmacies & Drug Stores-44611	\$7,470,401	\$3,316,803	\$4,153,598	55.60%
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$657,064	\$46,517	\$610,547	92.92%
Optical Goods Stores-44613	\$473,533	\$0	\$473,533	100.00%
Other Health & Personal Care Stores-44619	\$819,558	\$839,727	-\$20,169	-2.46%
Gasoline Stations-447	\$11,130,468	\$2,739,888	\$8,390,580	75.38%
Gasoline Stations with Convenience Stores-44711	\$8,140,359	\$2,646,647	\$5,493,712	67.49%
Other Gasoline Stations-44719	\$2,990,109	\$93,241	\$2,896,868	96.88%
Clothing & Clothing Accessories Stores-448	\$7,223,601	\$1,689,842	\$5,533,759	76.61%
Clothing Stores-4481	\$3,862,799	\$887,362	\$2,975,437	77.03%
Men's Clothing Stores-44811	\$222,307	\$0	\$222,307	100.00%
Women's Clothing Stores-44812	\$924,989	\$0	\$924,989	100.00%
Children's, Infants' Clothing Stores-44813	\$223,109	\$0	\$223,109	100.00%
Family Clothing Stores-44814	\$1,985,853	\$0	\$1,985,853	100.00%
Clothing Accessories Stores-44815	\$165,911	\$0	\$165,911	100.00%
Other Clothing Stores-44819	\$340,630	\$887,362	-\$546,732	-160.51%
Shoe Stores-4482	\$578,436	\$4,753	\$573,683	99.18%
Jewelry, Luggage, Leather Goods Stores-4483	\$2,782,366	\$797,727	\$1,984,639	71.33%
Jewelry Stores-44831	\$2,516,846	\$797,727	\$1,719,119	68.30%
Luggage & Leather Goods Stores-44832	\$265,520	\$0	\$265,520	100.00%
Sporting Goods, Hobby, Book, Music Stores-451	\$2,952,251	\$197,227	\$2,755,024	93.32%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$2,551,354	\$197,227	\$2,354,127	92.27%
Sporting Goods Stores-45111	\$1,334,695	\$55,953	\$1,278,742	95.81%
Hobby, Toy & Game Stores-45112	\$692,975	\$37,736	\$655,239	94.55%
Sewing, Needlework & Piece Goods Stores-45113	\$263,191	\$103,538	\$159,653	60.66%
Musical Instrument & Supplies Stores-45114	\$260,493	\$0	\$260,493	100.00%
Book, Periodical & Music Stores-4512	\$400,897	\$0	\$400,897	100.00%



TABLE 3.5 – RMP OPPORTUNITY GAP: RETAIL STORES ( VILLAGE) (CONT.)

STORE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Book Stores & News Dealers-45121	\$342,553	\$0	\$342,553	100.00%
Book Stores-451211	\$305,509	\$0	\$305,509	100.00%
News Dealers & Newsstands-451212	\$37,044	\$0	\$37,044	100.00%
Prerecorded Tape, CD, Record Stores-45122	\$58,344	\$0	\$58,344	100.00%
General Merchandise Stores-452	\$17,871,061	\$1,730,620	\$16,140,441	90.32%
Department Stores, Excluding Leased Departments-4521	\$7,810,466	\$0	\$7,810,466	100.00%
Other General Merchandise Stores-4529	\$10,060,595	\$1,730,620	\$8,329,975	82.80%
Miscellaneous Store Retailers-453	\$4,192,395	\$146,831	\$4,045,564	96.50%
Florists-4531	\$172,693	\$32,713	\$139,980	81.06%
Office Supplies, Stationery, Gift Stores-4532	\$1,990,333	\$0	\$1,990,333	100.00%
Office Supplies & Stationery Stores-45321	\$953,479	\$0	\$953,479	100.00%
Gift, Novelty & Souvenir Stores-45322	\$1,036,854	\$0	\$1,036,854	100.00%
Used Merchandise Stores-4533	\$320,147	\$20,771	\$299,376	93.51%
Other Miscellaneous Store Retailers-4539	\$1,709,222	\$93,347	\$1,615,875	94.54%
Non-Store Retailers-454	\$13,904,661	\$780,561	\$13,124,100	94.39%
Foodservice & Drinking Places-722	\$17,334,894	\$27,882,793	-\$10,547,899	-60.85%
Full-Service Restaurants-7221	\$7,862,935	\$5,215,946	\$2,646,989	33.66%
Limited-Service Eating Places-7222	\$6,884,631	\$20,359,152	-\$13,474,521	-195.72%
Special Foodservices-7223	\$1,902,424	\$1,370,608	\$531,816	27.95%
Drinking Places -Alcoholic Beverages-7224	\$684,904	\$937,087	-\$252,183	-36.82%
GAFO *	\$36,251,021	\$5,704,813	\$30,546,208	84.26%
General Merchandise Stores-452	\$17,871,061	\$1,730,620	\$16,140,441	90.32%
Clothing & Clothing Accessories Stores-448	\$7,223,601	\$1,689,842	\$5,533,759	76.61%
Furniture & Home Furnishings Stores-442	\$3,317,910	\$1,067,885	\$2,250,025	67.81%
Electronics & Appliances Stores-443	\$2,895,865	\$1,019,239	\$1,876,626	64.80%
Sporting Goods, Hobby, Book, Music Stores-451	\$2,952,251	\$197,227	\$2,755,024	93.32%
Office Supplies, Stationery, Gift Stores-4532	\$1,990,333	\$0	\$1,990,333	100.00%

<sup>1</sup>Demand: 2016 Consumer Expenditures

<sup>2</sup>Supply: 2016 Retail Sales

TABLE 3.6 – RMP OPPORTUNITY GAP: RETAIL STORES (3 MILE RADIUS)

STORE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
<b>Total Retail Sales &amp; Eating, Drinking Places</b>	<b>\$552,853,187</b>	<b>\$534,485,389</b>	<b>\$18,367,799</b>	<b>3.32%</b>
Motor Vehicle & Parts Dealers-441	\$112,835,810	\$200,188,857	-\$87,353,048	-77.42%
Automotive Dealers-4411	\$93,075,901	\$195,242,985	-\$102,167,084	-109.77%
Other Motor Vehicle Dealers-4412	\$12,099,860	\$1,188,831	\$10,911,028	90.17%
Automotive Parts/Accessories, Tire Stores-4413	\$7,660,049	\$3,757,041	\$3,903,008	50.95%
Furniture & Home Furnishings Stores-442	\$11,330,715	\$4,076,725	\$7,253,990	64.02%
Furniture Stores-4421	\$6,173,330	\$838,113	\$5,335,217	86.42%
Home Furnishing Stores-4422	\$5,157,385	\$3,238,612	\$1,918,773	37.20%
Electronics & Appliances Stores-443	\$9,856,173	\$4,994,094	\$4,862,079	49.33%
Electronics & Appliances Stores-44314	\$9,856,173	\$4,994,094	\$4,862,079	49.33%
Household Appliances Stores-443141	\$1,390,028	\$674,915	\$715,113	51.45%
Electronics Stores-443142	\$8,466,145	\$4,319,179	\$4,146,966	48.98%
Building Material, Garden Equipment Stores -444	\$60,225,408	\$77,584,772	-\$17,359,364	-28.82%
Building Material & Supply Dealers-4441	\$51,508,568	\$56,946,074	-\$5,437,505	-10.56%
Home Centers-44411	\$20,851,142	\$33,958,600	-\$13,107,457	-62.86%
Paint & Wallpaper Stores-44412	\$982,373	\$137,568	\$844,805	86.00%

**TABLE 3.6 – RMP OPPORTUNITY GAP: RETAIL STORES (3 MILE RADIUS) (CONT.)**

STORE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Hardware Stores-44413	\$5,070,629	\$9,604,038	-\$4,533,410	-89.41%
Other Building Materials Dealers-44419	\$24,604,425	\$13,245,868	\$11,358,557	46.16%
Building Materials, Lumberyards-444191	\$8,860,029	\$4,949,536	\$3,910,493	44.14%
Lawn/Garden Equipment/Supplies Stores-4442	\$8,716,840	\$20,638,698	-\$11,921,858	-136.77%
Outdoor Power Equipment Stores-44421	\$2,871,636	\$8,760,004	-\$5,888,368	-205.05%
Nursery & Garden Centers-44422	\$5,845,203	\$11,878,694	-\$6,033,491	-103.22%
Food & Beverage Stores-445	\$68,428,704	\$49,383,193	\$19,045,512	27.83%
Grocery Stores-4451	\$44,251,628	\$36,405,459	\$7,846,169	17.73%
Supermarkets, Grocery (Except Convenience) Stores-44511	\$41,395,705	\$30,811,346	\$10,584,359	25.57%
Convenience Stores-44512	\$2,855,923	\$5,594,112	-\$2,738,190	-95.88%
Specialty Food Stores-4452	\$5,447,018	\$40,712	\$5,406,306	99.25%
Beer, Wine & Liquor Stores-4453	\$18,730,059	\$12,937,022	\$5,793,037	30.93%
Health & Personal Care Stores-446	\$32,777,390	\$28,468,179	\$4,309,211	13.15%
Pharmacies & Drug Stores-44611	\$26,013,146	\$24,548,539	\$1,464,607	5.63%
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$2,288,277	\$578,033	\$1,710,244	74.74%
Optical Goods Stores-44613	\$1,621,613	\$616,414	\$1,005,199	61.99%
Other Health & Personal Care Stores-44619	\$2,854,354	\$2,725,193	\$129,161	4.53%
Gasoline Stations-447	\$38,463,681	\$39,172,021	-\$708,340	-1.84%
Gasoline Stations with Convenience Stores-44711	\$28,132,652	\$31,433,452	-\$3,300,801	-11.73%
Other Gasoline Stations-44719	\$10,331,030	\$7,738,569	\$2,592,461	25.09%
Clothing & Clothing Accessories Stores-448	\$24,717,440	\$7,535,739	\$17,181,701	69.51%
Clothing Stores-4481	\$13,211,113	\$1,876,033	\$11,335,080	85.80%
Men's Clothing Stores-44811	\$758,382	\$0	\$758,382	100.00%
Women's Clothing Stores-44812	\$3,161,956	\$388,794	\$2,773,161	87.70%
Children's, Infants' Clothing Stores-44813	\$765,336	\$0	\$765,336	100.00%
Family Clothing Stores-44814	\$6,789,638	\$0	\$6,789,638	100.00%
Clothing Accessories Stores-44815	\$566,185	\$9,569	\$556,616	98.31%
Other Clothing Stores-44819	\$1,169,616	\$1,477,669	-\$308,053	-26.34%
Shoe Stores-4482	\$1,994,209	\$958,884	\$1,035,325	51.92%
Jewelry, Luggage, Leather Goods Stores-4483	\$9,512,118	\$4,700,822	\$4,811,296	50.58%
Jewelry Stores-44831	\$8,597,067	\$4,700,822	\$3,896,245	45.32%
Luggage & Leather Goods Stores-44832	\$915,051	\$0	\$915,051	100.00%
Sporting Goods, Hobby, Book, Music Stores-451	\$10,099,605	\$2,246,152	\$7,853,453	77.76%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$8,718,244	\$2,246,152	\$6,472,093	74.24%
Sporting Goods Stores-45111	\$4,568,452	\$579,612	\$3,988,840	87.31%
Hobby, Toy & Game Stores-45112	\$2,365,375	\$96,391	\$2,268,984	95.92%
Sewing, Needlework & Piece Goods Stores-45113	\$900,995	\$352,710	\$548,285	60.85%
Musical Instrument & Supplies Stores-45114	\$883,422	\$1,217,438	-\$334,016	-37.81%
Book, Periodical & Music Stores-4512	\$1,381,360	\$0	\$1,381,360	100.00%
Book Stores & News Dealers-45121	\$1,182,261	\$0	\$1,182,261	100.00%
Book Stores-451211	\$1,053,657	\$0	\$1,053,657	100.00%
News Dealers & Newsstands-451212	\$128,604	\$0	\$128,604	100.00%
Prerecorded Tape, CD, Record Stores-45122	\$199,099	\$0	\$199,099	100.00%
General Merchandise Stores-452	\$61,965,402	\$37,788,621	\$24,176,780	39.02%
Department Stores, Excluding Leased Departments-4521	\$26,995,625	\$7,181,788	\$19,813,837	73.40%
Other General Merchandise Stores-4529	\$34,969,777	\$30,606,834	\$4,362,944	12.48%
Miscellaneous Store Retailers-453	\$14,428,476	\$10,521,746	\$3,906,730	27.08%
Florists-4531	\$590,299	\$3,386,109	-\$2,795,810	-473.63%



TABLE 3.6 – RMP OPPORTUNITY GAP: RETAIL STORES (3 MILE RADIUS) (CONT.)

STORE	DEMAND <sup>1</sup>	SUPPLY <sup>2</sup>	GAP/SURPLUS	%
Office Supplies, Stationery, Gift Stores-4532	\$6,874,801	\$6,628,500	\$246,302	3.58%
Office Supplies & Stationery Stores-45321	\$3,288,447	\$4,527,585	-\$1,239,137	-37.68%
Gift, Novelty & Souvenir Stores-45322	\$3,586,354	\$2,100,915	\$1,485,439	41.42%
Used Merchandise Stores-4533	\$1,097,165	\$108,405	\$988,761	90.12%
Other Miscellaneous Store Retailers-4539	\$5,866,210	\$398,733	\$5,467,477	93.20%
Non-Store Retailers-454	\$48,246,722	\$2,611,930	\$45,634,792	94.59%
Foodservice & Drinking Places-722	\$59,477,662	\$69,913,360	-\$10,435,698	-17.55%
Full-Service Restaurants-7221	\$26,961,599	\$23,553,186	\$3,408,413	12.64%
Limited-Service Eating Places-7222	\$23,621,288	\$41,347,142	-\$17,725,854	-75.04%
Special Foodservices-7223	\$6,530,634	\$2,243,469	\$4,287,164	65.65%
Drinking Places -Alcoholic Beverages-7224	\$2,364,141	\$2,769,562	-\$405,421	-17.15%
<sup>3</sup> GAFO	\$124,844,135	\$63,269,830	\$61,574,305	49.32%
General Merchandise Stores-452	\$61,965,402	\$37,788,621	\$24,176,780	39.02%
Clothing & Clothing Accessories Stores-448	\$24,717,440	\$7,535,739	\$17,181,701	69.51%
Furniture & Home Furnishings Stores-442	\$11,330,715	\$4,076,725	\$7,253,990	64.02%
Electronics & Appliances Stores-443	\$9,856,173	\$4,994,094	\$4,862,079	49.33%
Sporting Goods, Hobby, Book, Music Stores-451	\$10,099,605	\$2,246,152	\$7,853,453	77.76%
Office Supplies, Stationery, Gift Stores-4532	\$6,874,801	\$6,628,500	\$246,302	3.58%

<sup>1</sup>Demand: 2016 Consumer Expenditures

<sup>2</sup>Supply: 2016 Retail Sales

<sup>3</sup>GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Similarly to the RMP Opportunity Gap for merchandise lines, the retail store opportunity gap indicates that Food and Beverage Stores (Grocery Stores, Supermarkets, Specialty Food Stores, and Beer, Wine and Liquor Stores) has both a significant gap in total sales as well as percentage of sales. Other examples of retail stores with significant gaps include Electronics and Appliance Stores, General Merchandise Stores, Furniture and Home Furnishings Stores, and Health and Personal Care Stores.

The RMP Opportunity Gap for Retail Stores indicates that the area would potentially support a mixed retail cluster development to meet consumer demand for a range of retail types. It should also be noted that while not all of the numbers may indicate a significant opportunity in the market, the development sites' unique location adjacent to major interstates creates opportunities for sales potential that are not represented by supply/demand figures.

## SECTION 3.5 – CONSUMER BUYING POWER: RETAIL STORE TYPE

Table 3.7 shows Consumer Buying Power (CBP) by type of retail store of the population within Maryville. The 2016 aggregate expenditure estimate is shown along with what percentage of the total consumer expenditures each retail store type represents, as well as the 2021 estimates. The annual average growth of the retail sales of each type of store is also indicated.



**TABLE 3.7 – CBP: RETAIL STORES ( VILLAGE)**

STORE TYPE	2016 SALES <sup>1</sup>	% COMP	2021 SALES <sup>1</sup>	% COMP	2016 AVG/ HH <sup>2</sup>	2021 AVG/ HH <sup>2</sup>	GROWTH <sup>3</sup>
<b>Total Specified Consumer Expenditures (AREA)</b>	\$141,655	0.00%	\$159,503	0.00%	\$44,956	\$48,718	2.40%
<b>All Retail Stores<sup>4</sup></b>	<b>\$87,810</b>	<b>61.99%</b>	<b>\$98,199</b>	<b>61.57%</b>	<b>\$27,867</b>	<b>\$29,994</b>	<b>2.26%</b>
Grocery Stores	\$14,229	10.04%	\$15,428	9.67%	\$4,516	\$4,712	1.63%
Convenience Stores	\$579	0.41%	\$635	0.40%	\$184	\$194	1.86%
Health & Personal Care	\$7,335	5.18%	\$7,973	5.00%	\$2,328	\$2,435	1.68%
Bldng Material & Garden Equip & Supp. Dealers	\$3,691	2.61%	\$4,184	2.62%	\$1,171	\$1,278	2.54%
Hardware Stores	\$662	0.47%	\$747	0.47%	\$210	\$228	2.45%
Home Centers	\$1,669	1.18%	\$1,911	1.20%	\$530	\$584	2.74%
Nursery & Garden Centers	\$404	0.28%	\$465	0.29%	\$128	\$142	2.87%
Lawn & Garden Equipment & Supplies Dealers	\$459	0.32%	\$530	0.33%	\$146	\$162	2.93%
General Merchandise Stores	\$12,364	8.73%	\$13,953	8.75%	\$3,924	\$4,262	2.45%
Department Stores (Excluding Leased)	\$6,090	4.30%	\$6,950	4.36%	\$1,933	\$2,123	2.68%
Warehouse Club, Superstores, Genl Merch Stores	\$6,555	4.63%	\$7,339	4.60%	\$2,080	\$2,242	2.28%
Full-Service Restaurants	\$2,319	1.64%	\$2,512	1.57%	\$736	\$767	1.61%
Fast Food Restaurants	\$1,648	1.16%	\$1,744	1.09%	\$523	\$533	1.14%
Eating Places	\$7,062	4.99%	\$7,571	4.75%	\$2,241	\$2,312	1.40%
Drinking Places	\$227	0.16%	\$247	0.15%	\$72	\$75	1.67%
Furniture Stores	\$1,393	0.98%	\$1,613	1.01%	\$442	\$493	2.97%
Other Home Furnishings Stores	\$806	0.57%	\$964	0.60%	\$256	\$295	3.64%
Household Appliance Stores	\$538	0.38%	\$650	0.41%	\$171	\$199	3.85%
Radio/TV/Other Electronics Stores	\$2,795	1.97%	\$3,378	2.12%	\$887	\$1,032	3.86%
Computer and Software Stores	\$386	0.27%	\$497	0.31%	\$122	\$152	5.17%
Camera/Photographic Supply Stores	\$49	0.03%	\$67	0.04%	\$16	\$20	6.40%
Clothing & Clothing Accessory Store	\$3,242	2.29%	\$3,689	2.31%	\$1,029	\$1,127	2.62%
Clothing Accessory Stores	\$51	0.04%	\$58	0.04%	\$16	\$18	2.69%
Shoe Stores	\$613	0.43%	\$684	0.43%	\$194	\$209	2.23%
Jewelry Stores	\$256	0.18%	\$334	0.21%	\$81	\$102	5.49%
Office Supplies and Stationery Stores	\$189	0.13%	\$226	0.14%	\$60	\$69	3.63%
Gift, Novelty, & Souvenir Stores	\$192	0.14%	\$223	0.14%	\$61	\$68	3.01%
Hobby, Toy and Game Shops	\$300	0.21%	\$357	0.22%	\$95	\$109	3.57%
Sew/Needlework/Piece Goods Stores	\$89	0.06%	\$100	0.06%	\$28	\$31	2.47%
Florists	\$675	0.48%	\$769	0.48%	\$214	\$235	2.63%
Book Stores	\$317	0.22%	\$378	0.24%	\$100	\$116	3.61%
Sporting Goods Stores	\$529	0.37%	\$639	0.40%	\$168	\$195	3.86%
Sporting Goods, Hobby, Book & Music Stores	\$1,220	0.86%	\$1,475	0.92%	\$387	\$451	3.87%
Luggage & Leather Goods Stores	\$35	0.02%	\$43	0.03%	\$11	\$13	4.02%
Auto Dealers	\$17,229	12.16%	\$18,357	11.51%	\$5,468	\$5,607	1.28%
Automotive Part, Accessories, & Tire Stores	\$2,036	1.44%	\$2,227	1.40%	\$646	\$680	1.81%
Gasoline Stations with Convenience Stores	\$8,845	6.24%	\$10,226	6.41%	\$2,807	\$3,124	2.94%
Gasoline Stations without Convenience Stores	\$3,074	2.17%	\$3,592	2.25%	\$976	\$1,097	3.16%
Electronic Shopping & Mail Order	\$3,127	2.21%	\$3,612	2.26%	\$992	\$1,103	2.92%
Total Accommodation & Food Services	\$10,602	7.48%	\$11,500	7.21%	\$3,365	\$3,512	1.64%
GAFO	\$22,887	16.16%	\$26,367	16.53%	\$7,263	\$8,053	2.87%

<sup>1</sup>Aggregate Expenditure Estimate (In 1000's)

<sup>2</sup>Annual Average per Household Estimate

<sup>3</sup>Annual Average per Household Estimate Growth from 2016-2021

<sup>4</sup>All Retail Stores Total is NOT the sum of the other line items. Some line items are sub-categories of multiple line items and could appear in more than one line item.

<sup>5</sup>GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



About 62% of resident's disposable income is being spent at retail stores. This is a solid number and supports the notion that Maryville residents have significant buying power. These figures, coupled with data that expose significant opportunity gaps, could be helpful in determining clusters of development that could be supported by the market. The category of General Merchandise, Apparel, Furniture, Other (GAFO) has the most expenditures, likely due to the encompassing characterization. Next, the Auto Dealers retail type has one of the highest percentages of consumer expenditures, along with Grocery Stores and General Merchandise Stores. The retail types with the highest annual average growth patterns are Camera/Photographic Supply Stores, Jewelry Stores, and Computer and Software Stores. Although these three retail store types have low consumer expenditures by comparison, the average of the three growth rates (5.69%) is higher than the average growth rates of the remaining retail store types (2.66%). Again, this suggests a cluster development of targeted retail lines would potentially be supported by the consumer base in the area.



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