Village of Carey Downtown Market Analysis

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WIN

WYANDOT IMPROVEMENT NETWORK

Contents

Section 1: Introduction

Purpose

This report is designed to provide a brief analysis of the downtown area of the Village of Carey, OH. Widespread community and business survey instruments were not used in the compilation of this report, but rather community stakeholders from within Carey and the greater Wyandot County area were engaged to inform the effort.

The downtown market analysis was led by the Wyandot Improvement Network (WIN), which is a collaborative organization led by the Wyandot County Office of Economic Development (WCOED) and Wyandot Chamber of Commerce (WCC). The primary purpose of this community-led market analysis was to assess information useful in community and economic development efforts. Specifically, it was compiled to:

- Support business retention and expansion efforts;
- Aid in new business attraction and entrepreneurship;
- Create capacity for action; and
- Inform marketing and branding efforts.

Background

A downtown market analysis was proposed by the WIN as an initial effort to engage multiple stakeholders throughout Wyandot County. The Village of Carey has seen increased industrial, commercial, and residential development in recent years. While these areas surrounding the downtown corridor have seen major capital investment projects, the importance of the downtown area has not wavered.

Unlike many other counties and communities in the region, Wyandot County lacks personnel dedicated to ongoing investments and programs specifically in downtown areas. Most closely related to this, would be the Carey Area Chamber of Commerce and Wyandot Chamber of Commerce who serve many members that have businesses located in the Carey downtown area. These partners, along with other stakeholders coordinated under the WIN, identified this downtown market analysis as an effort that could be completed collaboratively to provide insight to internal and external audiences.

Process & Analysis Team

Leadership of the WIN, upon realizing the value the Carey downtown market analysis could potentially bring, contacted internal community stakeholders to play a role in the effort. Those internal stakeholders included:

- Cassie Miller, Carey Area Chamber of Commerce
- Jennifer Rathburn, Village of Carey Mayor
- Melissa Cole, Village of Carey Council
- Steve Zender, Carey Community Improvement Corporation
- William Pahl, Carey Beautification Committee & Carey CIC

Those from the WIN leadership included:

- Jason Eibling, WIN Board President
- Amanda Fleming, Wyandot Chamber of Commerce
- Gregory Moon, Wyandot County Office of Economic Development

This collaborative group first organized to conduct a community assessment tour, which included a walk through the Carey downtown area to inventory assets, wants, needs, and opportunities in a visual setting. The assessment tour was conducted in September 2020.

Following the assessment tour, related demographic, retail, and other market data was generated in the remainder of this report. The following report layout, sections, demographic information and market data included in this report were closely adapted from a 2019 University of Wisconsin-Madison Extension report titled, “Brodhead Market Analysis”. The generated report data and information gleaned from the assessment tour were then used to drive the outcomes and action plan informed through this downtown market analysis, which were developed and reviewed by members of the Analysis Team.

The Village of Carey Downtown Market Analysis was solely generated for the benefit of local stakeholders to inform future policy and decision making. No parties involved were directly contracted to develop the analysis.

Section 2: The Downtown Market District

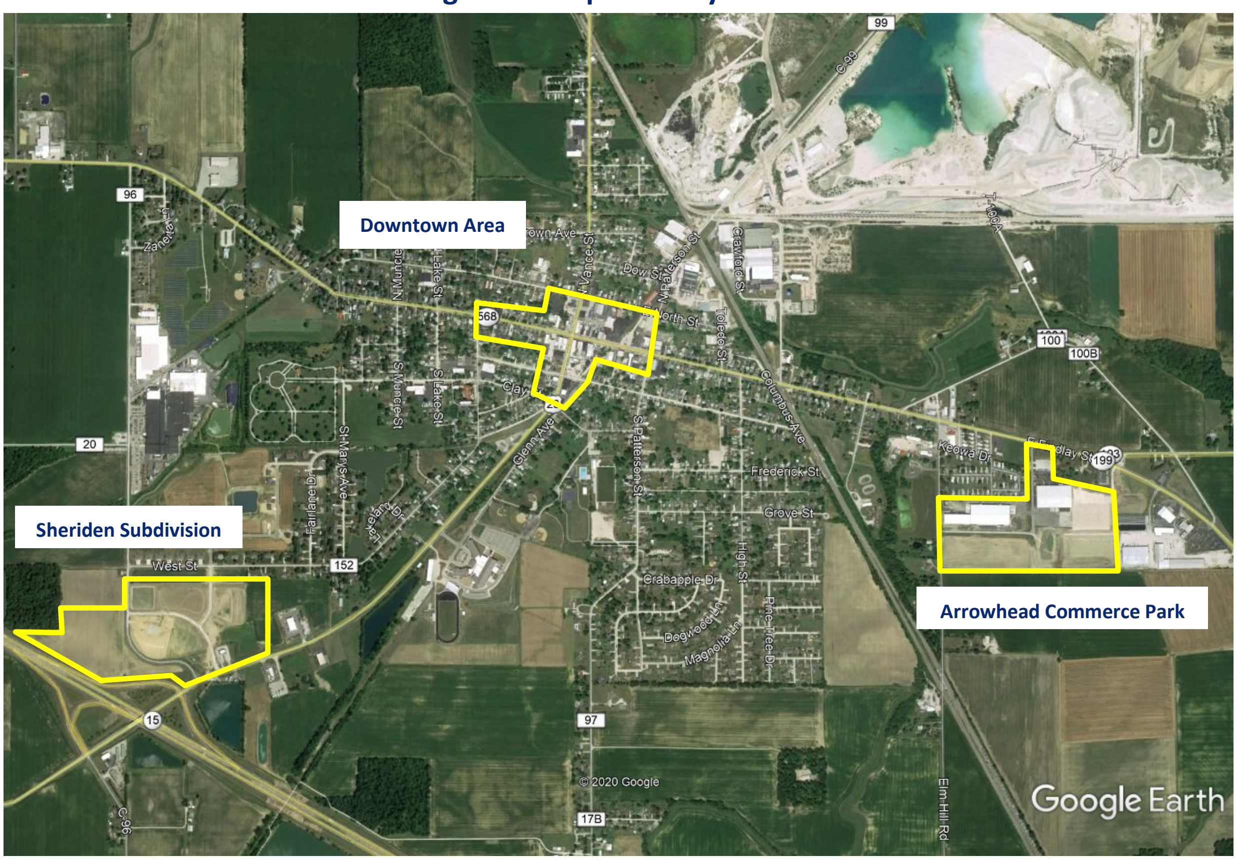
Defining the District

For the purposes of this market analysis, the downtown area was defined by the Carey internal stakeholders as the area containing most of the commercial activity found within the central Village area. Specifically, the downtown area includes:

- Vance Street bordered on the north by North Street and to the south by Clay Street and Glenn Avenue
- Findlay Street bordered to the west by West Street and to the east by Patterson Street

The area shown in the map below indicates the Carey Downtown Area in addition to areas of recent commercial and industrial development:

Figure 1: Map of Carey Districts



Current Business Mix

A diverse mix of businesses are currently located in the Carey Downtown Area, and include many that one might expect to find in a rural setting. Simply exploring the quantity in each business category can further help to identify strengths, weaknesses, or gaps in the local market.

The analysis team identified the following listing of active businesses located in the downtown area, and categorized them into similar types. These numbers also included business operations that were soon to be open:

- Restaurants: 5
- Pizza: 3
- Financial Institutions: 3
- Grocery Stores: 1
- Convenience Stores: 2
- Gas Stations: 1
- Retail Stores: 4
- Business Services: 12
- Beauty Salons & Barbers: 5
- Government Services: 6
- Medical Services: 4
- Civic / Private / Fraternal Organizations: 5
- Churches: 3
- Funeral Homes: 2
- Miscellaneous Retail: 5

For a complete business listing, please reference *Appendix A: Downtown Businesses by Type.*

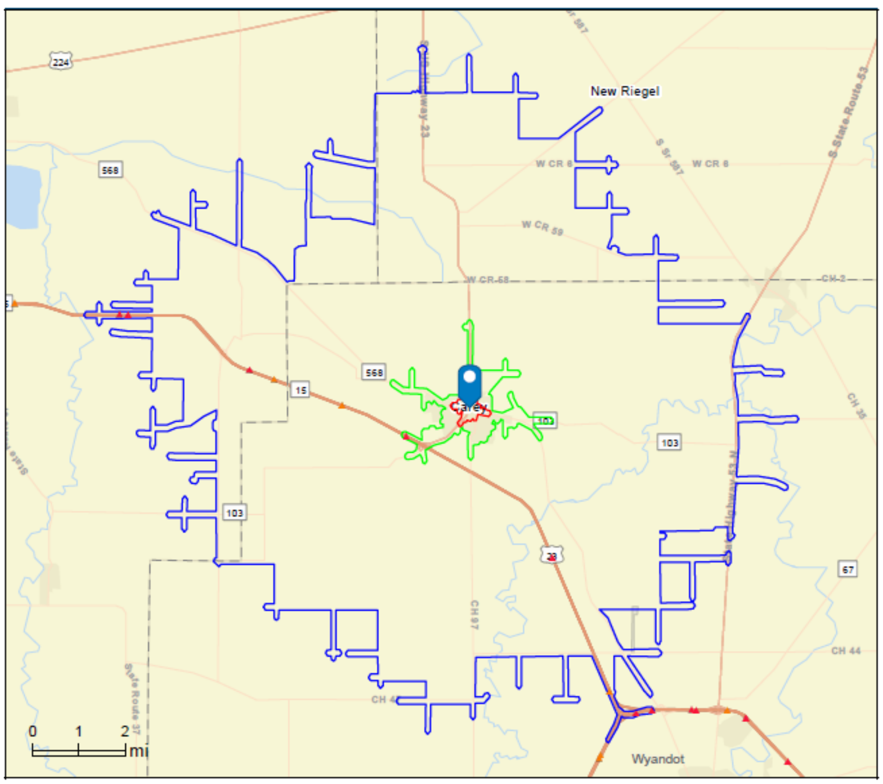
Market Area

The Carey Downtown Market Area is defined as the geographic region where it generates, or is likely to generate the majority of its trade from residents. The market area is important to identify when considering the number of potential customers, their needs, and spending potential that can create opportunities for needed local retail supply leakages. Even though each type of businesses and the product and service it offers may have a different market area, this analysis will focus on local customers defined within its established trade area.

The analysis team decided to define the trade area based on the origin of area customers. Based on the internal stakeholders' knowledge of spending in the downtown area, a trade/market area was established based on drive-time instead of a simple geographic radius.

A drive-time of ten minutes was used to define the market area. A ten minute drive-time from the central downtown area was established based on the fact that customers outside those limits would have the option to find similar products and services in other nearby market areas within the same drive time.

Figure 2: Carey Downtown Trade Area Based on 10-Min Drive Time



Average Daily Traffic Volume
- ***Up to 6,000 vehicles per day***
- ***6,001 - 15,000***
- ***15,001 - 30,000***
- ***30,001 - 50,000***
- ***50,001 - 100,000***
- ***More than 100,000 per day***

Economic Makeup

Carey is a village of approximately 3,500 people. It is located less than 10 miles from the City of Upper Sandusky and less than 20 miles from the City of Findlay; its two nearest substantial market areas. The downtown market area, extending a 10-minute drive-time from the downtown area center, includes over 7,300 people.

Employment and Unemployment

Data for Wyandot County, including downtown Carey, indicates a lower than average unemployment rate compared to the state and US, and has been historically the trend throughout the past decade.

Annualized data from the previous year was used in Figure 3 below to demonstrate more representative data than that of current data skewed by the COVID-19 pandemic.

Figure 3: Employment and Unemployment

Area	Year	Period	Labor Force	Employment	Unemployment Rate
WYANDOT COUNTY	2019	Annual	13,000	12,600	3.1
Ohio	2019	Annual	5,802,000	5,564,000	4.1
United States	2019	Annual	163,539,000	157,538,000	3.7

Source: Ohio Dept. of Job and Family Services, Ohio Labor Market Information

Largest Employers

When analyzing the downtown area, it is still important to consider the broader Carey market area by looking at the types of employment opportunities contained therein. Taking into account the largest employers in the community can provide good insight into these jobs and their effect on daily traffic into the community.

Figure 4: Largest Employers

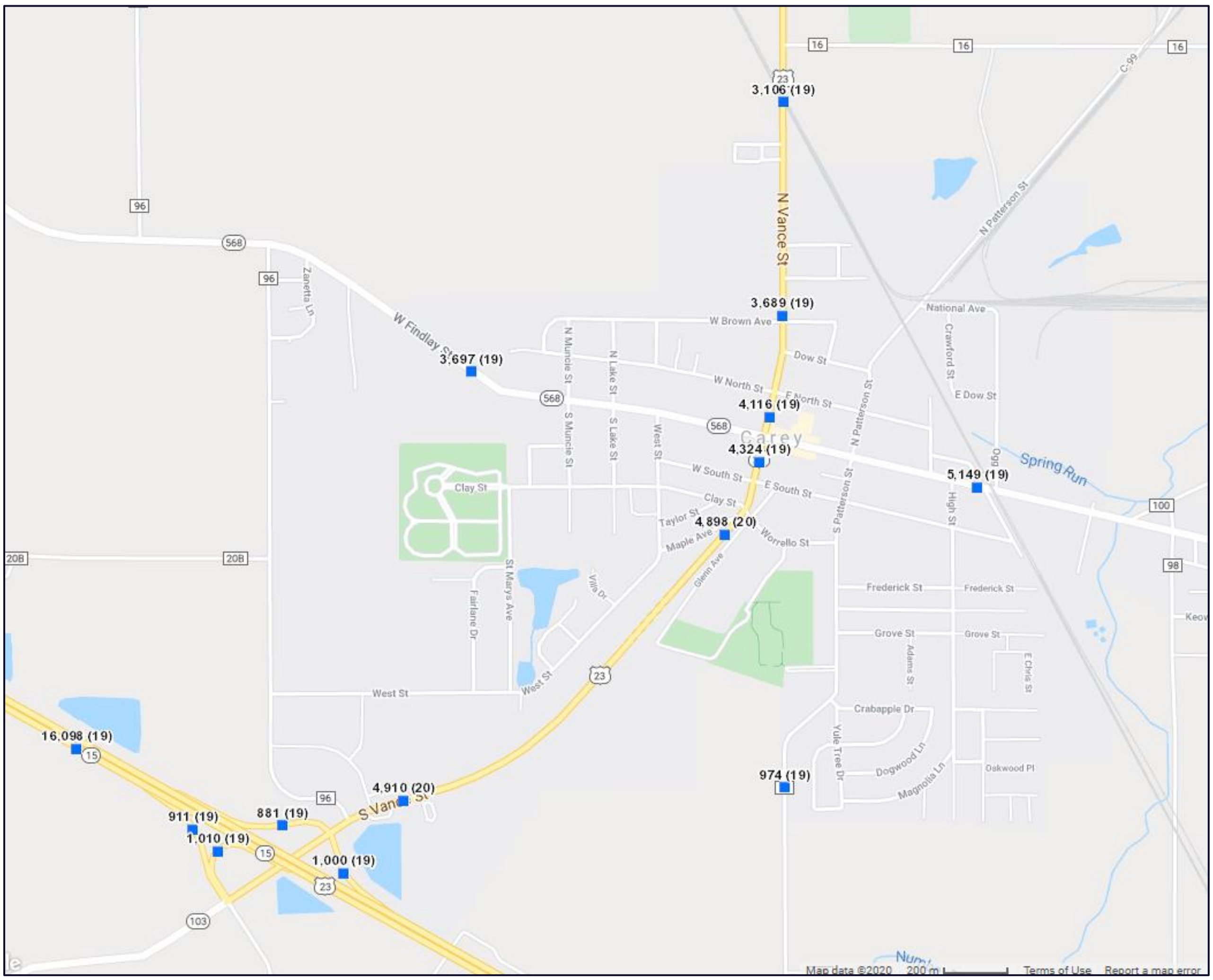
Company	Type of Business	Estimated Number of Local Employees
Continental Structural Plastics	Manufacturing	1,000
Kalmbach Feeds	Manufacturing	350
Hanon Systems USA	Manufacturing	300
Vaughn Industries	Construction	300
Carey Exempted Village Schools	Education	75
Smith Drug Company	Distribution	50
National Lime & Stone Company	Mining	35

Traffic Volume

Analyzing traffic counts in and around the downtown area is another factor to consider as traffic volume directly impacts sales volume of certain businesses. Figure 5 shows average daily traffic counts, which represent the total number of vehicles passing a particular location (represented by each blue box on the map). The number in parentheses is the year in which the data was collected.

The 4-lane, divided highway traversing the outskirts of the village sees the highest traffic volume in the area at over 16,000 vehicles per day, while the main thoroughfares through the downtown area see 4,000 – 5,000 vehicles per day.

Figure 5: Map of Local Traffic Counts



Source: Ohio Dept. of Transportation, Transportation Data Management System

Section 3: Market Area Segments

Resident Demographics

Demographic characteristics of those living in the market analysis area is important as these individuals generate the primary demand for downtown Carey businesses. Also included in this section is information surrounding those individuals who commute into the area. These individuals also present an impact to local demand and increase the total available spending power beyond those residents within the market area.

Population

The population within the Carey market area slightly decreased over the last 10 years, and is projected to continue that trend over the next 5 years. In comparison, the state of Ohio population slightly increased over the same period, but trails behind the U.S.

Figure 6: Population

	Carey Market Area	Ohio	U.S.
2010 Population	7,408	11,536,504	308,745,538
2020 Population	7,339	11,829,645	333,793,107
% Annual Change ('20-'25)	-0.21%	0.23%	0.72%
2020 Median Age	41.4	40.2	38.5
18+ Years Old (2020)	77.7%	76.3%	78%

Source: ESRI

Households & Ownership

Made up of one or more people living together in the same housing unit, household data trends provide valuable insight into local consumer needs. The annual change in the total households in the market area has slightly increased, but is projected to decrease in the near term. The overall level of home ownership and number of housing units occupied in the local market area exceeds those outside the area.

Figure 7: Households and Ownership

	Carey Market Area	Ohio	U.S.
2010 Households	2,911	4,603,435	116,716,292
2020 Households	2,937	4,754,087	126,083,849
% Annual Change ('20-'25)	-0.10%	0.26%	0.72%
2020 Ave. Household Size	2.48	2.42	2.58
2020 Owner Occupied	70.3%	58.5%	56.4%
2020 Renter Occupied	22.7%	31%	32.3%
2020 Vacant	7%	10.5%	11.3%
2010 Households w/ Children	34%	31.3%	33.4%

Source: ESRI

Income and Educational Attainment

The spending power of residents is directly related to retail expenditures, and different retailers target residents of certain income ranges. The median household income in Carey's downtown market area is about 1.2% higher than the state, but its per capita income lags that of Ohio by roughly 7%. Both the local market area and state of Ohio trail average national income levels by over 7%.

Educational attainment in the downtown market area, for individuals 25 years of age and older, severely lacks that of the state and the national averages by close to 50%. Although educational attainment can be directly tied to increased wages, the data presented in Figure 8 displays less of a correlation between these factors in the local market area. This could be attributed to the occupational makeup found around the downtown Carey market area.

Figure 8: Income & Educational Attainment

	Carey Market Area	Ohio	U.S.
2020 Median HH Income	$57,044	$56,352	$62,203
2020 Per Capita Income	$29,232	$31,425	$34,136
2020 Bachelor Degree or Higher (Age 25+)	14.1%	29.7%	33.1%

Source: ESRI

Figure 9: Demographic Comparison

	Village of Carey	Carey Market Area	Ohio	U.S.
Population				
2010 Population	3,674	7,408	11,536,504	308,745,538
2020 Population	3,609	7,339	11,829,645	333,793,107
% Annual Change ('20-'25)	-0.34%	-0.21%	0.23%	0.72%
2020 Median Age	39.7	41.4	40.2	38.5
18+ Years Old (2020)	77%	77.70%	76.30%	78%
Households and Ownership				
2010 Households	1,521	2,911	4,603,435	116,716,292
2020 Households	1,524	2,937	4,754,087	126,083,849
% Annual Change ('20-'25)	-0.21%	-0.10%	0.26%	0.72%
2020 Ave. Household Size	2.36	2.48	2.42	2.58
2020 Owner Occupied	62.80%	70.30%	58.50%	56.40%
2020 Renter Occupied	28.70%	22.70%	31%	32.30%
2020 Vacant	8.50%	7%	10.50%	11.30%
2010 Households w/ Children	34.70%	34%	31.30%	33.40%
Income & Educational Attainment				
2020 Median HH Income	$51,126	$57,044	$56,352	$62,203
2020 Per Capita Income	$26,500	$29,232	$31,425	$34,136
2020 Bachelor Degree or Higher (Age 25+)	12.20%	14.10%	29.70%	33.10%

Source: ESRI

**Note: This data does not represent that collected in the most recent 2020 U.S. Census.*

Cost of Living

Cost of living has an implication on the purchasing power of market area residents. If average wages are near that of the state and national averages, but the cost of living in a community is significantly higher, the amount of resident's leisure retail spending will be negatively impacted.

In general, the Carey Downtown Market Area experiences a significantly lower cost of living when compared to the state and national averages. Figure 10 displays the comparative cost of living for primary expense categories.

Figure 10: Cost of Living

COST OF LIVING	Carey	Ohio	USA
Overall	74.7	82.6	100
Grocery	91.3	96.1	100
Health	104.9	87.4	100
Housing	41.2	60.9	100
Median Home Cost	$95,300	$140,700	$231,200
Utilities	101.3	100	100
Transportation	67.8	83.9	100
Miscellaneous	96.7	97.4	100

Source: Sperling's Best Places

The cost of living indices are based on a U.S. average of 100. The overall cost of living in Carey is 74.7% that of the U.S. As such most primary expense categories listed are less than the national average. The only categories where Carey residents pay more are in Health and Utilities costs.

Resident Lifestyles

The lifestyle segmentation of residents within the Carey Downtown Market Area provides insight to their purchasing habits and preferences. ESRI Business Information Solutions' lifestyle segmentation system, Tapestry, breaks down purchasing habits and budgeting indexes based on the type of neighborhood and socioeconomic status of those in the market area. Within the downtown Carey market area, Tapestry identified 3 segments to describe the area residents.[1]

[1] The source for all following lifestyle information is taken directly from ESRI Tapestry Segment information.

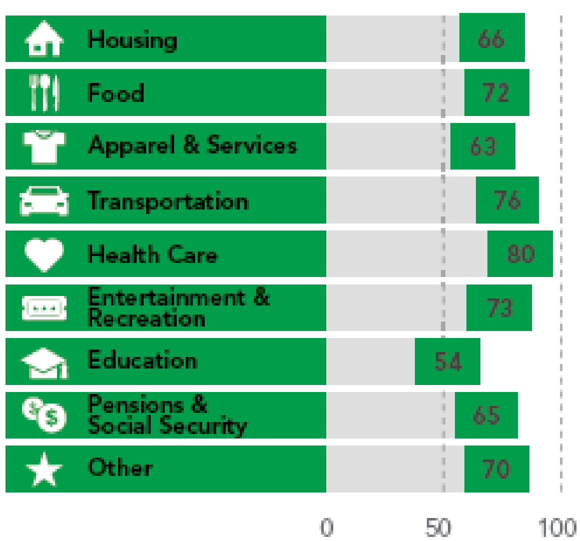
Heartland Communities (62.8% of Households in the Market Area)

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Other segment consumer preferences include:

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

Figure 11: Heartland Communities Household Budget Index



** The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average.*

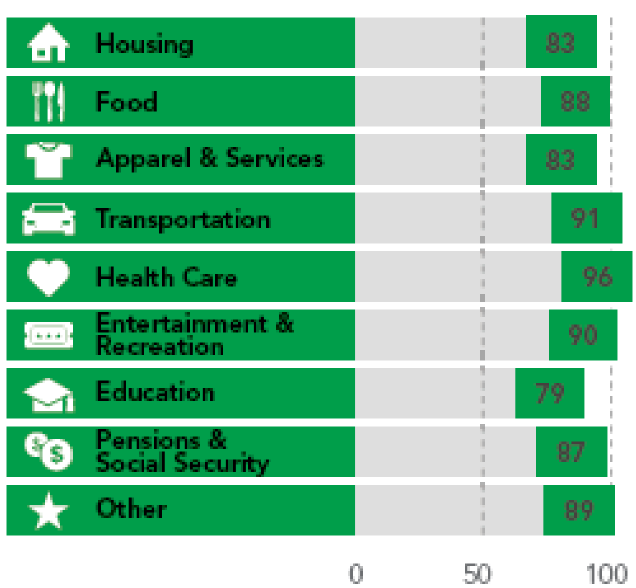
Salt of the Earth (29.3% of Households in the Market Area)

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

Other segment consumer preferences include:

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

Figure 12: Salt of the Earth Household Budget Index



** The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average.*

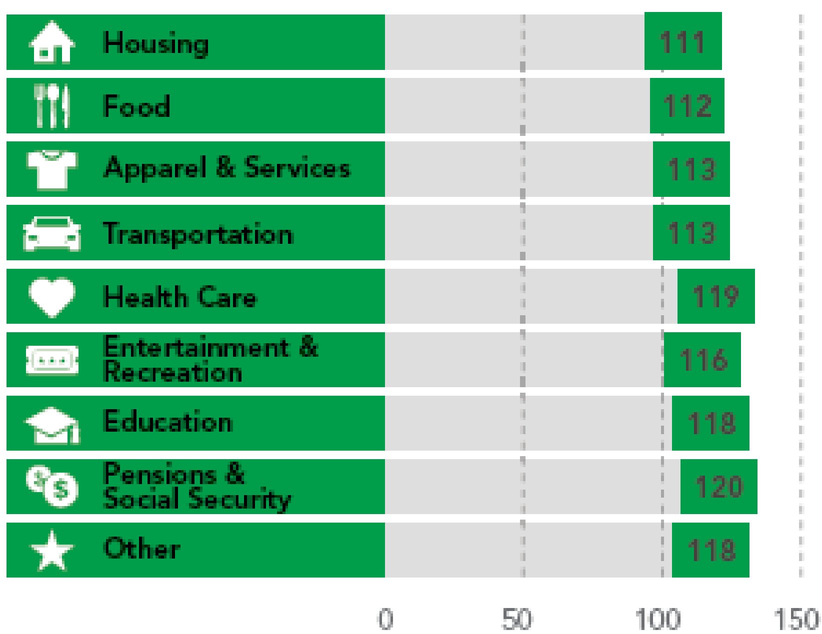
Green Acres (7.9% of Households in the Market Area)

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Other segment consumer preferences include:

- Purchasing choices reflect Green Acres' residents' country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

Figure 13: Green Acres Household Budget Index



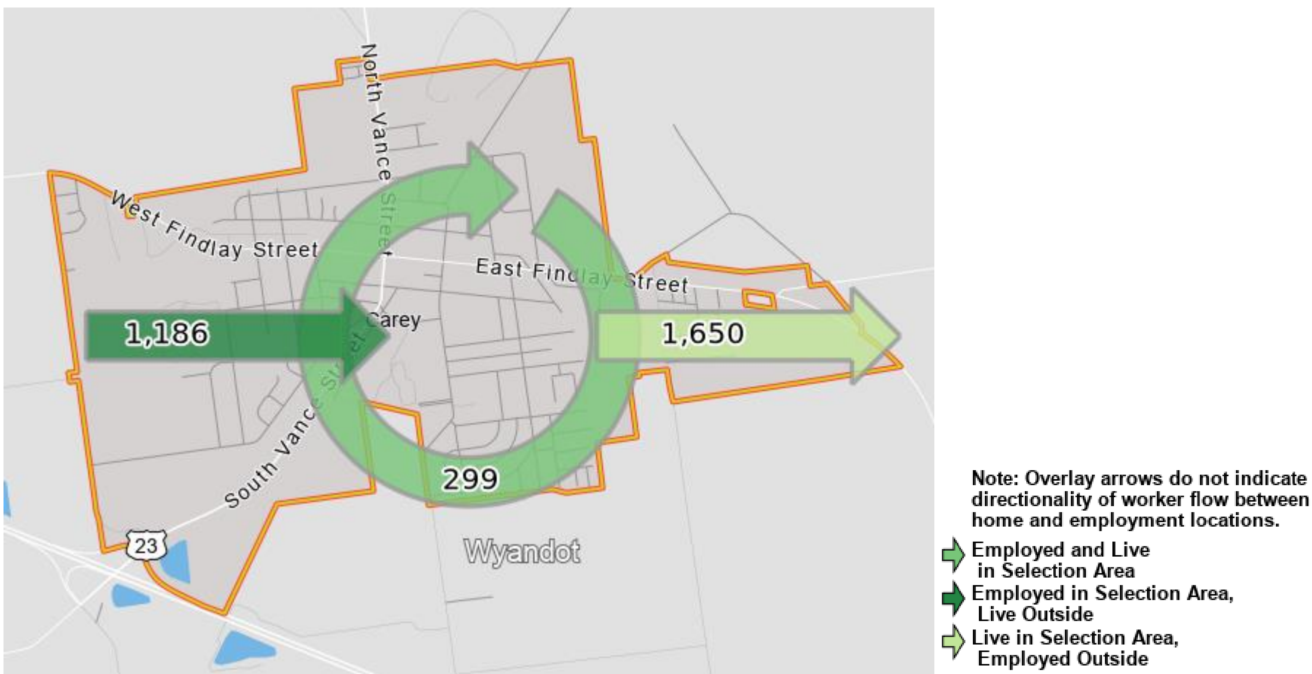
** The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average.*

In-Commuters

The examination of worker flow into and out of a community is another means to better understand the potential spending of commuting workers. Workers who live outside the market area and travel into their place of work have a likelihood of buying local before or after their work hours, or on a long break.

The map below represents the most recent data for those who travel into, out of, or stay in the Village of Carey for work (data for all jobs as of 2018). There are 1,186 workers who live outside the Carey community and travel in, 299 who live and work within the community, and 1,650 that live locally and travel outside for their work. This implies that the Village is a net exporter of workers, and daytime population likely decreases as a result.

Figure 14: Commuter Inflow and Outflow



Source: U.S.Census Bureau, Center for Economic Studies, LEHD

Section 4: Market Demand and Supply

Retail and Restaurant Gap Analysis

Understanding the retail supply and demand located in the Downtown Carey Market Area is a sound way to identify the strengths and opportunities of local businesses. Utilizing the tools provided by ESRI, the most current database information used to inform marketplace supply and demand comes from the 2017 calendar year.

Spending Potential / Demand

Spending potential represents demand when speaking to most retail spending. The figures in the following tables are amounts spent by consumers at retail establishments in the Carey Downtown Market Area, and do not represent business to business sales.

Figure 15: Market Demand

Industry	Demand
Total Retail Trade	$85,806,268
Total Food & Drink	$8,210,864

Retail Sales / Supply

When looking at supply, or sales, we can examine total sales consumers by establishments. Again sales to other businesses are excluded.

Figure 16: Market Supply

Industry	Supply
Total Retail Trade	$34,269,177
Total Food & Drink	$4,052,176

Retail Gaps / Opportunity

Where retail demand outweighs supply, opportunity exists. Gaps in retail spending show that consumers are travelling outside the local market area to satisfy their spending needs and wants that for some reason are not being spent locally. Based on Figures 14 and 15, we can see these gaps represented in Figure 16 below.

Figure 17: Market Opportunity

Industry	Retail Gap	Leakage Factor
Total Retail Trade	$51,537,091	42.9
Total Food & Drink	$4,158,688	33.9

The retail leakage factor is a measure of supply versus demand in a range from +100 (total leakage) to -100 (total surplus). The leakage factor shows a positive value in both the Carey Downtown Market Area's retail and restaurants, and represents a significant leakage of retail opportunity to outside the market area.

The chart in Figure 17 provides a more detailed graphic representation of surplus and leakage factors by specific retail stores categories. This detailed chart shows that only 4 general types of retail establishments are providing adequate supply for local market demand including:

- Specialty Food Stores;
- Beer, Wine, and Liquor Stores;
- Gasoline Stations; and
- Used Merchandise Stores.

Figure 18: Leakage & Surplus Factors by Establishment Type

A complete retail marketplace profile report with dollar figure breakdown by each retail type can be found in *Appendix B.*

Section 5: Business Opportunities

Available Retail Space

In order to take advantage of the opportunity provided by leakages in retail market spending, new businesses will have to enter the Downtown Carey Area and/or already existing businesses will need to expand. In order to do so, the availability of adequate square footage in which to conduct this increased businesses will be a necessity.

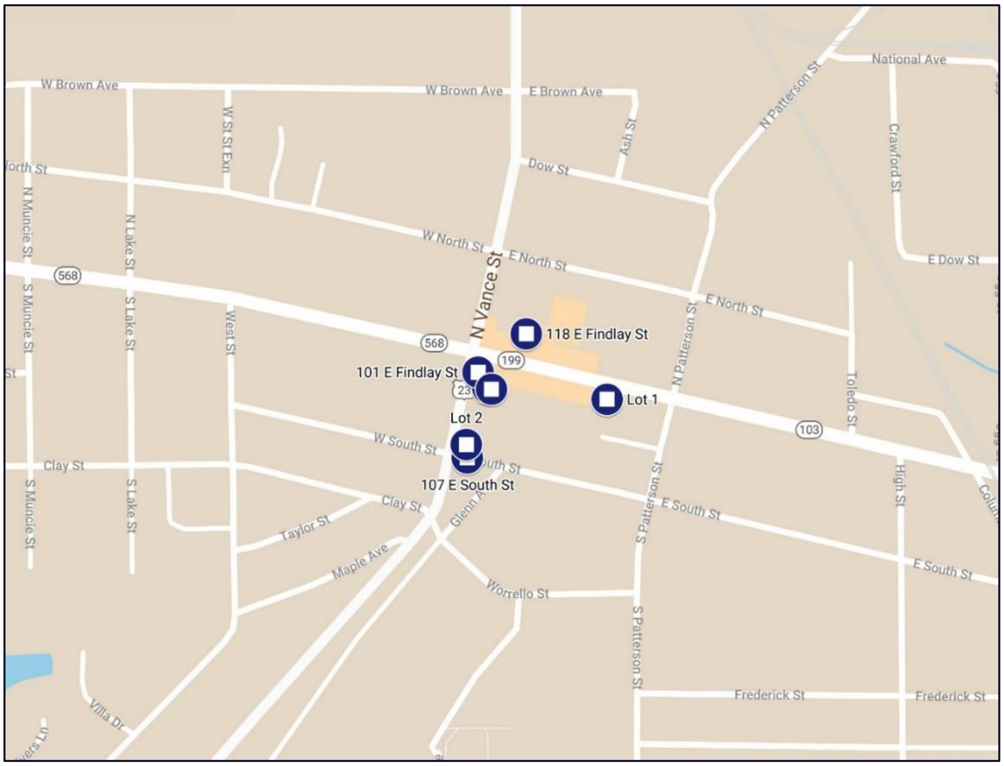
During the Analysis Team's community assessment tour, a current inventory of available retail space was compiled. This preliminary study showed an inventory including five separate buildings with over 8,600 square feet in total potential retail space on the ground floor, but does not include a downtown building recently acquired to be subdivided into smaller retail opportunities:

1. 101 E Findlay St
2. 118 E Findlay St
3. 107 E South St

Also noted in the analysis team's tour, were two prominent vacant lots that could viably support significant retail operations if developed. These included:

1. A roughly 9,600 square foot lot on the corner of S. Vance Street & E. South Street
2. 8,000 square foot lot at 215 E Findlay Street

Figure 19: Vacant Downtown Spaces



Assistance Programs

The Village of Carey and its local partners operate and facilitate business assistance programs that can be of value to entrepreneurs, owners, and operators in the Carey Downtown Area.

Carey Façade Improvement Project

In 2019, the Village of Carey, working with the Carey Community Improvement Corporation, put into place a grant funding open to downtown businesses to improve the appearance of individual building facades, signs, awning and their overall look. The façade program is open to any commercial building owner or proprietor with lease authority or authorization from the property owner. The program will reimburse participants for up to 50% of project costs or up to a maximum of $3,000 for eligible improvements.

Community Reinvestment Area

In 2015, the Wyandot County Office of Economic Development, working with the Village of Carey, established a Community Reinvestment Area (CRA) encompassing the entire village corporation limits. The CRA program is an economic development tool administered by municipal and county government that provides real property tax exemptions for property owners who renovate existing or construct new buildings. Local public leaders have the ability to abate an agreed upon portion of increased real property tax liability resulting from new construction and renovations to incentivize investment in the area.

Section 6: Action Plan and Summary

Action Plan

Through the work of the analysis team and the study of data compiled in this report, the following conclusions were drawn. The following recommendations and action items were derived based on this concise analysis report, and does not include a holistic survey study of business owners and local consumers.

As stated in Section 1, this analysis was compiled to accomplish the following, which represent the areas of the following action plan:

- Support business retention and expansion efforts;
- Aid in new business attraction and entrepreneurship;
- Create capacity for action; and
- Inform marketing and branding efforts.

Business Retention & Expansion (BR&E)

1. Devise a structure to streamline the efforts of the Carey Community Improvement Corporation, Carey Beautification Committee, and downtown investment group into a cohesive unit serving the Carey Downtown Area in a complementary effort to the existing countywide BR&E program facilitated by the Wyandot County Office of Economic Development.
2. Promote available business assistance programs to downtown businesses and property owners.
3. Work with downtown property owners and developers to better understand current retail space availability and to inform the development of new square footage or expansion space needed by existing businesses.
4. Help local public leaders to better understand the challenges faced by downtown business owners.

Business Attraction and Entrepreneurship

1. Continue to maintain a current inventory of available spaces that new businesses could occupy.
2. Leverage the retail opportunities identified in this report for future attraction efforts.
3. Leverage free entrepreneurship courses and resources to inform and encourage potential business owners in the Carey area.

Capacity

1. Leverage shared resources among county partners and beyond to achieve more resources for downtown Carey.
2. Work toward the creation of a position focused on downtown and community development.
3. Perform assessments and analysis of regular frequency to identify strengths and opportunities for downtown Carey.

Marketing and Branding

1. Leverage information found in this report to inform marketing efforts to consumers.
2. Leverage information found in this report to target potential businesses that have opportunity in the downtown market area.
3. Develop a clear brand for the Carey community that is inclusive and expresses the advantages the downtown area provides.

Summary

The Carey Downtown Market Area includes an abundance of consumer spending potential that has yet to be tapped. According to ESRI's gap analysis, there is a retail spending leakage, or opportunity, in almost all of the listed retail categories. This presents a unique selling opportunity for new business attraction and encouraging local entrepreneurship.

Households in the market area have income close to the state of Ohio average, but the number of residents located therein has and is projected to slightly decrease. Although educational attainment trails significantly behind state and national averages, the general cost of living in the area is less expensive and wages are still in line with those in areas of higher educational attainment.

Beautification Committee
Village of Carey CIC
Carey Downtown Investment Group

Appendices

Appendix A: Downtown Businesses by Type

Restaurants: 5

- Moreno's Casual Dining
- Splinter's Café & Spirits
- Spanky's R Bar
- Subway
- Carey Brewing Station (Coming in October)

Pizza: 3

- Angelo's Pizza
- Spanky's Pizza
- Carey Pizza Palace

Financial Institutions: 3

- The First Citizens National Bank
- Premier Bank
- Carey Poverello Federal Credit Union

Grocery Stores: 1

- Hometown Market

Convenience Stores: 2

- One Stop Carry Out
- Hometown Carry Out (Coming in December)

Gas Stations: 1

- O'Flaherty's Marathon

Retail Stores: 4

- Gray Mare & Co
- Art Connections by Angeline
- Kurtz Family Store
- Houk Hardware

Business Services: 12

- FACTS & Christy Insurance
- Saull Law Office
- Regina Vent Realty
- Beck & Martin Attorneys at Law
- Mathern-Welly Insurance
- Burson-Bakies Insurance
- H&R Block
- The Tax Lady
- 5-star Maintenance
- A+ Insurance Solutions
- Ohio Real Estate Auctions
-
- Carey Area Chamber of Commerce

Beauty Salons & Barbers: 5

- Hair-a-tage Hair Salon & Tanning
- Rejuvenations Hair Salon
- Kilowatt Beach Tanning
- Rustic Razor Barber
- JJ Hair Studio

Government Services: 6

- Carey Senior Depot
- Doracs Carey Public Library
- Post Office
- John Carey Park
- Carey Village Hall
- Crawford Township Hall

Medical Services: 4

- Dietz Chiropractic
- Sweet Pea Chiropractic
- Speaking, Listening, Connecting Pathology
- Dr JJ Chambers Optometry

Civic / Private / Fraternal Organizations: 5

- American Legion
- VFW
- Carey Fraternal Order of Eagles
- Carey Masonic Lodge
- Carey Museum

Churches: 3

- Grace UMC
- Memorial UMC
- Christ Lutheran Church

Funeral Homes: 2

- Stombaugh Batton Funeral Home
- Beach Funeral Home

Miscellaneous Retail: 5

- Memories by Chontay
- Greenbriar Catering
- Laundromat
- The Link Community Center
- Pure Romance

Appendix B: Retail Marketplace Demand & Supply Report

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$94,017,132	$38,321,353	$55,695,779	42.1	41
Total Retail Trade	44-45	$85,806,268	$34,269,177	$51,537,091	42.9	27
Total Food & Drink	722	$8,210,864	$4,052,176	$4,158,688	33.9	14
2017 Industry Group	**NAICS**	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers	441	$19,373,433	$4,029,778	$15,343,655	65.6	4
Automobile Dealers	4411	$15,636,671	$3,677,153	$11,959,518	61.9	3
Other Motor Vehicle Dealers	4412	$1,915,218	$352,625	$1,562,593	68.9	1
Auto Parts, Accessories & Tire Stores	4413	$1,821,544	$0	$1,821,544	100.0	0
Furniture & Home Furnishings Stores	442	$2,304,659	$0	$2,304,659	100.0	0
Furniture Stores	4421	$1,389,938	$0	$1,389,938	100.0	0
Home Furnishings Stores	4422	$914,721	$0	$914,721	100.0	0
Electronics & Appliance Stores	443	$2,464,297	$607,762	$1,856,535	60.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	$6,590,712	$1,417,975	$5,172,737	64.6	3
Bldg Material & Supplies Dealers	4441	$5,970,358	$1,417,975	$4,552,383	61.6	3
Lawn & Garden Equip & Supply Stores	4442	$620,354	$0	$620,354	100.0	0
Food & Beverage Stores	445	$14,670,635	$10,569,385	$4,101,250	16.2	7
Grocery Stores	4451	$13,219,893	$7,309,350	$5,910,543	28.8	3
Specialty Food Stores	4452	$829,329	$1,652,273	-$822,944	-33.2	2
Beer, Wine & Liquor Stores	4453	$621,412	$1,607,763	-$986,351	-44.2	1
Health & Personal Care Stores	446,4461	$6,468,406	$2,302,136	$4,166,270	47.5	1
Gasoline Stations	447,4471	$9,889,432	$12,063,420	-$2,173,988	-9.9	4
Clothing & Clothing Accessories Stores	448	$3,486,379	$144,309	$3,342,070	92.1	1
Clothing Stores	4481	$2,298,863	$144,309	$2,154,554	88.2	1
Shoe Stores	4482	$513,052	$0	$513,052	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$674,465	$0	$674,465	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$1,815,991	$0	$1,815,991	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,517,994	$0	$1,517,994	100.0	0
Book, Periodical & Music Stores	4512	$297,997	$0	$297,997	100.0	0
General Merchandise Stores	452	$13,564,916	$938,583	$12,626,333	87.1	1
Department Stores Excluding Leased Depts.	4521	$9,269,696	$0	$9,269,696	100.0	0
Other General Merchandise Stores	4529	$4,295,220	$938,583	$3,356,637	64.1	1
Miscellaneous Store Retailers	453	$3,796,923	$2,195,828	$1,601,095	26.7	6
Florists	4531	$168,236	$134,029	$34,207	11.3	2
Office Supplies, Stationery & Gift Stores	4532	$716,432	$37,533	$678,899	90.0	1
Used Merchandise Stores	4533	$457,185	$962,468	-$505,283	-35.6	1
Other Miscellaneous Store Retailers	4539	$2,455,070	$1,061,798	$1,393,272	39.6	2
Nonstore Retailers	454	$1,380,484	$0	$1,380,484	100.0	0
Electronic Shopping & Mail-Order Houses	4541	$795,889	$0	$795,889	100.0	0
Vending Machine Operators	4542	$124,339	$0	$124,339	100.0	0
Direct Selling Establishments	4543	$460,256	$0	$460,256	100.0	0
Food Services & Drinking Places	722	$8,210,864	$4,052,176	$4,158,688	33.9	14
Special Food Services	7223	$252,503	$72,558	$179,945	55.4	1
Drinking Places - Alcoholic Beverages	7224	$286,639	$100,659	$185,980	48.0	1
Restaurants/Other Eating Places	7225	$7,671,722	$3,878,959	$3,792,763	32.8	12

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace.

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