

PROCLAMATION

Wesley Fox Young Marines

Red Ribbon Week 2012

WHEREAS, The Young Marines is an educational and service oriented program for young girls and boys, ages eight through the completion of high school that promotes the mental, moral and physical development of its members; and

WHEREAS, Red Ribbon Week was established to commemorate the service of Drug Enforcement Administration (DEA) agent Enrique “Kiki” Camerena, who was murdered in the line of duty in 1985 while engaged in the battle against illicit drugs; and

WHEREAS, Red Ribbon Week has been nationally recognized since 1988 and is now the oldest and largest drug prevention program in the United States, reaching millions of young people each year; and

WHEREAS, The Young Marines promote the ideals of Red Ribbon Week and pay tribute to Special Agent Camerena by encouraging a healthy and drug-free lifestyle; and

WHEREAS, The Young Marines encourage everyone to demonstrate their commitment to a healthy, productive and drug-free lifestyle by participating in Red Ribbon Week.

THEREFORE, RESOLVED by the Council of the Town of Leesburg in Virginia that the Council endorses the Wesley Fox Young Marines Unit and their commitment to drug abuse prevention and living a healthy, productive drug-free lifestyle.

RESOLVED this 23rd day of October, 2012.

Kristen C. Umstattd, Mayor
Town of Leesburg

ATTEST:

Clerk of Council

PROCLAMATION

Shenandoah Valley Young Marines

Red Ribbon Week 2012

WHEREAS, The Young Marines is an educational and service oriented program for young girls and boys, ages eight through the completion of high school that promotes the mental, moral and physical development of its members; and

WHEREAS, Red Ribbon Week was established to commemorate the service of Drug Enforcement Administration (DEA) agent Enrique “Kiki” Camerena, who was murdered in the line of duty in 1985 while engaged in the battle against illicit drugs; and

WHEREAS, Red Ribbon Week has been nationally recognized since 1988 and is now the oldest and largest drug prevention program in the United States, reaching millions of young people each year; and

WHEREAS, The Young Marines promote the ideals of Red Ribbon Week and pay tribute to Special Agent Camerena by encouraging a healthy and drug-free lifestyle; and

WHEREAS, The Young Marines encourage everyone to demonstrate their commitment to a healthy, productive and drug-free lifestyle by participating in Red Ribbon Week.

THEREFORE, RESOLVED by the Council of the Town of Leesburg in Virginia that the Council endorses the Shenandoah Valley Young Marines Unit and their commitment to drug abuse prevention and living a healthy, productive drug-free lifestyle.

RESOLVED this 23rd day of October, 2012.

Kristen C. Umstattd, Mayor
Town of Leesburg

ATTEST:

Clerk of Council



Date of Council Meeting: October 23, 2012

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Retail Opportunity Fall Update

Staff Contacts: Marantha Edwards, Director Economic Development

Recommendation: Informational item

Background: Designed to improve the success of our local businesses, the Leesburg Economic Development Commission and staff delivered a retail sales analysis report in a presentation form to the business community in May 2012. The two components of the report included a retail gap analysis and consumer spending pattern snapshot based on 2010 census data. Essentially, this is a comparison of household expenditures within specific census area with the actual retail sales within the same geographic area. This is a representation of the difference between retail supply and retail demand in a given trade area. The audience included property owners, business owners, commercial real estate brokers and stakeholders with interest in the Leesburg marketplace. The data represented a geographic area within a 10, 20, and 30 minute drive time from the intersection of King and Market Streets in addition to the Western Loudoun Trade area.

On September 20th wave II of that retail sales gap data was updated to include demand data derived from 2011 Consumer Expenditure Survey. The 2011 supply data was derived from the Census of Retail Trade, made available by the US Census.

The format of the September 2012 Retail Opportunity Forum was to apply the data in a practical manner, such as providing ways for retailers to identify specific product lines and opportunities for real estate brokers to target specific tenants. Informed decisions based on data and what is happening in the market place creates a much more fertile ground for success. This data package has been made available to all that inquire and is located on the Town's website. Currently follow up meetings with staff and retail businesses is taking place to further apply the retail market analysis data to meet individual business needs.

Attachments:

September 2012 presentation

LEESBURG OPPORTUNITY REPORT

Unmet Retail Demand and Sales Potential

Leesburg



the hometown of the 21st century

Presented by:

Town of Leesburg Economic Development Commission and
Town of Leesburg Department of Economic Development

DEFINITIONS

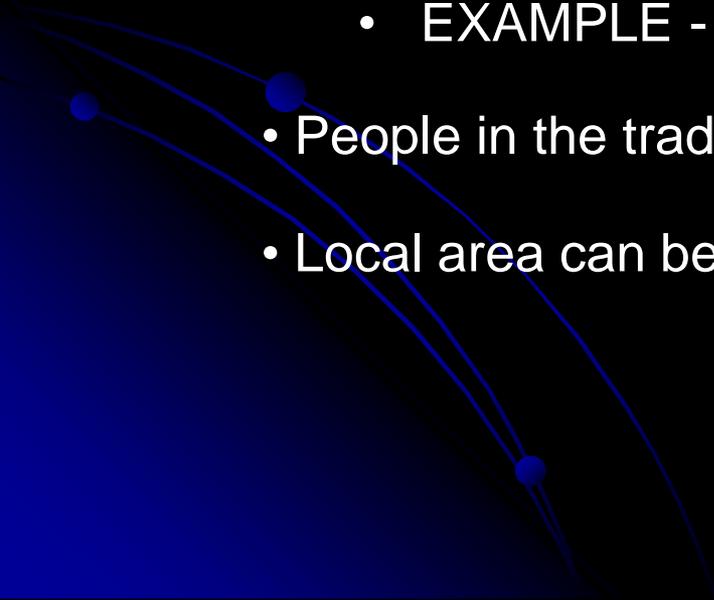
Retail sales potential

measured by comparing amount of retail sales of stores in the **local** market with

amount of goods consumers in a market are buying **from anywhere.**

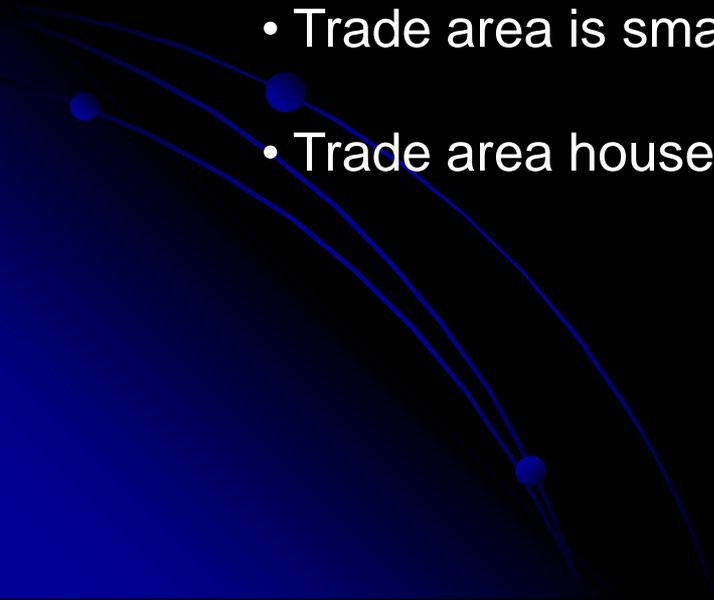
Sales Surplus

When retail sales in the trade area total a lot more than the customers in the trade area can be expected to buy, it could mean:

- People from outside the trade area (tourists/visitors) shop **here**.
 - Community draws from a larger/regional area
 - EXAMPLE - Leesburg Corner Premium Outlet Center.
 - People in the trade area spend more than average household.
 - Local area can become a true destination for that category.
- 

Sales Leakage

When retail sales in trade area are a lot less than consumers in trade area can be expected to buy it could mean:

- Business district/Trade area are losing sales to other shopping districts/areas/centers.
 - Trade area is smaller than originally estimated.
 - Trade area households spend less than average household.
- 

**Surplus/Leakage is not exact.
Use as one sources to ID opportunity.**

Accuracy problems arise because these data are:

- From the year prior to dissemination.
- Not completely comparable to local market.
- Based on spending patterns of average household.
- Our trade area is not average.
- These numbers are estimates of estimates.
- Use with other Economic Development tools:
 - ED resources (ED staff, SBDC, MEC, Lemonhead Council),
 - Real world conditions and
 - The experience of successful small business owners.

Examine results in light of

- what is known about the specific market area,
- customer preferences,
- competition,
- recent trends and
- the real-world retail mix.

Data viewed in context/reality.

- Book sales,
- Photographic equipment indicates leakage.

2011 Demographic Snapshot

	Town of Leesburg	Loudoun County
Population & Households		
• Population (July 2011 Estimate)	44,400	324,337
• Households (July 2011 Estimate)	15,031	108,564
• Average Household Size	2.99	3.06
Income		
• Average Household	\$106,647	\$133,631
• Median Household	\$95,124	\$116,802
• Per Capita	\$35,445	\$45,023
Racial & Ethnic Distribution		
• White	70.5%	71.0%
• Black	11.2%	7.2%
• Asian	8.5%	14.1%
• Other	6.2%	3.9%
• Two or More Races	3.6%	3.8%
• Hispanic (Any Race)	16.2%	12.1%
Foreign Born Population		
• Foreign Born	18.1%	22.0%
• Speak 2 or More Languages Proficiently	13.0%	18.4%
Age Distribution		
• 19 and under	33.4%	32.3%
• 20 - 44	38.8%	37.7%
• 45 - 64	21.0%	23.7%
• 65 and older	6.8%	6.3%
• Median Age	32.3	34.5
Educational Attainment (age 25 & over)		
• High School Graduate or higher	89.5%	93.4%
• Bachelor's Degree or higher	46.4%	58.1%
• Graduate or Professional Degree	17.0%	22.3%

Sources: Weldon Cooper Center for Public Service, U.S. Census Bureau

Data may not sum due to rounding.

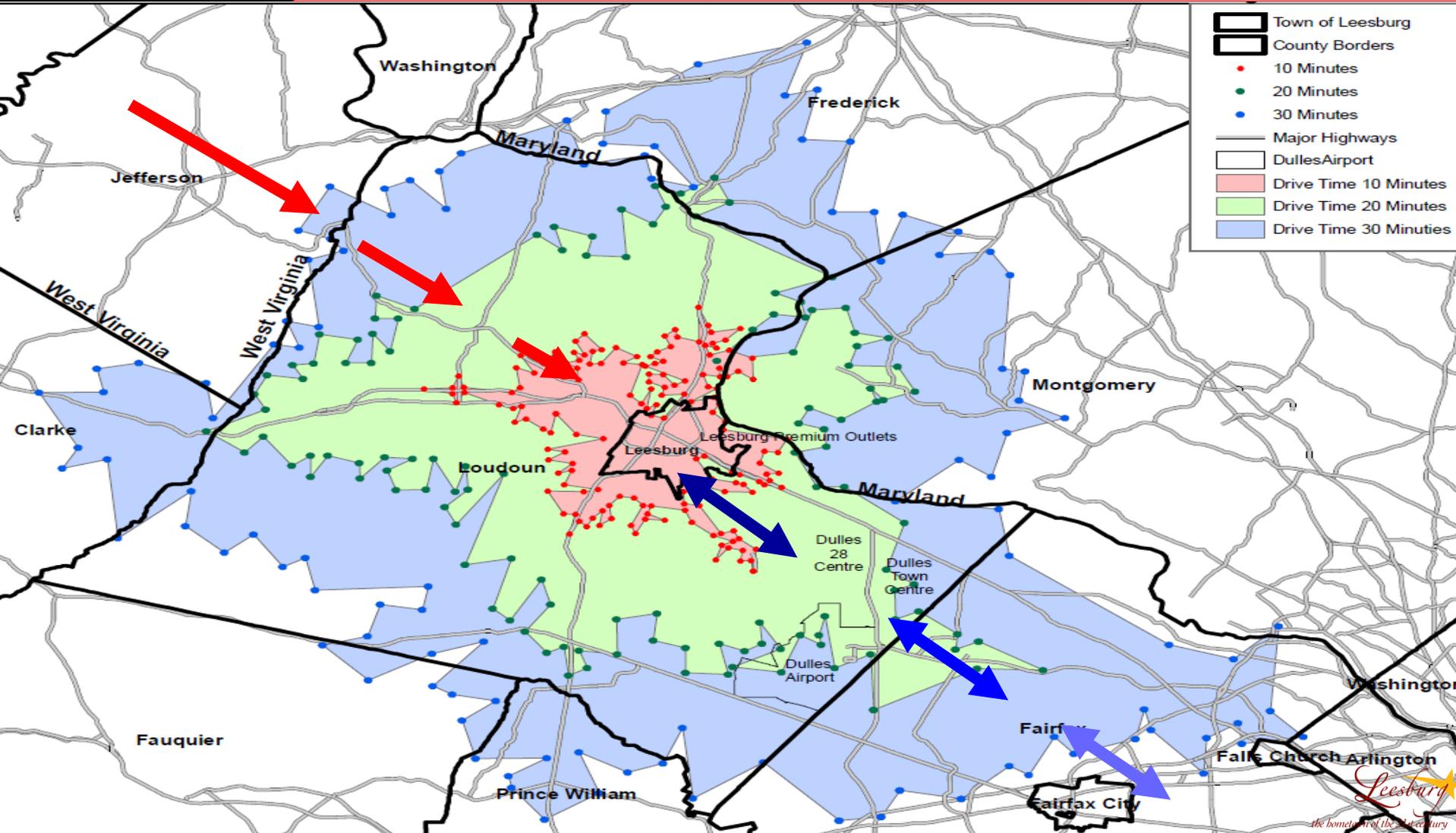
Town of Leesburg Economic Development
 202 Church Street SE • Leesburg VA 20175
 (703) 737-7019 • www.leesburgva.com

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 the hometown of the 21st century

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Growth & Flow

Geography	2011 HH	2016 HH	Change	% Increase
10 Minute Drive Time	17,355	20,554	3,199	18.4%
20 Minute Drive Time	57,320	68,711	11,391	19.9%
30 Minute Drive Time	185,662	210,003	24,341	13.1%
Western Loudoun Trade Area	41,137	49,062	7,925	19.3%



Factors Driving Consumer Behavior

- Contemporary choices of Baby Boomers/Echo Boomers
 - Smaller, easier shopping formats
 - Clustering Complementary/Comparative Products
 - Want “Live/Work/Play” within walking distance
- Rising transportation costs
- Community & Government zoning preferences toward
 - mixed-use
 - higher-density
 - walkable communities and
 - public transportation
 - away from suburban sprawl
- Patronize the first best combination of
 - Product
 - Price/Value
 - Service

What Retailers Look For

Market Conditions - stable-to-improving communities and economy

Community Development - clean, attractive, safe and secure

Downtowns

- still the “pulse” of a community, especially smaller communities
- neo-traditional town centers emulate downtowns

Visibility - retailers must be seen

Traffic Counts - higher traffic counts = more sales potential at any location

Accessibility - need easy, ample and clearly-marked entrance-exits

Parking - a major priority. Clustering and great brands trump parking

Demographics - population density/disposal income correlate to \$ volumes

Clustering vs Competition

- direct competition requires higher volume markets
- clustering complementary offerings capture more market share

Workforce - a sufficient supply of skilled affordable employees

The Top 10 Opportunity Categories

Categories that our zip codes are leaking within a 20 mile radius according to Claritas for 2011 include:

1. Sporting Goods
2. Furniture and Sleep Equipment
3. Kitchenware & Home Furnishings
4. Computer Hardware, Software and Supplies
5. Jewelry
6. Packaged Liquor/Wine/Beer
7. Flooring and Floor Coverings
8. Audio Equipment & Musical Instruments
9. Photographic Equipment and Supplies
10. Curtains, Draperies, Blinds, Slipcovers etc

Consumer Spending Patterns

Meats and Snacks	(9,664,243)	66,839,427	(194,110,518)	62,959,469	
Alcoholic Drinks	(153,337)	5,206,680	2,856,667	3,613,514	6
Packaged Liquor/Wine/Beer	(12,361,839)	9,664,039	29,665,287	4,549,051	
Cigars, Cigarettes, Tobacco, Accessories	(9,272,475)	(14,717,017)	(25,831,792)	(2,366,932)	
★ Drugs, Health Aids and Beauty Aids	(35,445,275)	76,871,110	248,460,156	53,980,216	
Soaps, Detergents and Household Cleaners	(3,193,753)	(388,880)	(4,641,330)	(1,228,953)	
Paper and Related Products	(9,200,185)	(2,702,551)	(8,420,407)	(3,991,881)	
Men's Wear	(44,143,760)	8,357,694	(81,283,292)	(18,493,007)	
Women's, Juniors' and Misses' Wear	(68,455,848)	12,185,310	(112,279,556)	(32,691,156)	
Children's Wear	(32,081,795)	8,057,204	(93,777,224)	(14,238,755)	
Footwear	(47,073,741)	(16,478,751)	(57,183,503)	(31,746,674)	
Sewing, Knitting and Needlework Goods	(3,040,506)	729,666	2,767,454	(1,713,608)	
Curains, Draperies, Blinds, Slipcovers Etc	(10,887,156)	12,920,558	5,109,692	1,482,593	10
Major Household Appliances	(3,983,674)	8,824,216	13,129,594	4,144,737	
Small Electric Appliances	(990,471)	1,833,308	1,722,111	604,331	12
Televisions, Video Recorders, Video Cameras	271,568	9,734,850	(10,947,790)	7,133,530	11
Audio Equipment, Musical Instruments	(494,088)	14,051,654	12,752,589	8,987,232	8
Furniture and Sleep Equipment	(11,595,402)	34,250,752	34,795,418	13,513,859	2
Flooring and Floor Coverings	(887,812)	10,092,354	21,964,189	4,715,207	7
★ Computer Hardware, Software and Supplies	594,337	30,319,235	13,315,138	22,289,261	4
Kitchenware and Home Furnishings	(11,161,953)	26,999,314	36,302,566	8,653,963	3
Jewelry	(13,041,885)	28,856,106	24,705,055	7,281,002	5
★ Books	225,286	24,920,910	50,898,040	11,564,560	
Photographic Equipment and Supplies	584,394	5,832,531	12,849,274	3,450,530	9
Toys, Hobby Goods and Games	(8,329,754)	10,516,991	(17,453,519)	3,459,380	
Optical Goods	(3,428,851)	2,077,078	2,737,191	(516,678)	
★ Sporting Goods	1,910,730	29,432,304	64,156,449	15,316,728	1

Consumer Spending Patterns

HOUSEHOLD FURNISHINGS & APPLIANCES

Total Furniture	72,012,000	93,493,000	29.8%	49,294,000	63,912,000	29.7%
Bedroom Furniture	16,699,000	21,611,000	29.4%	11,457,000	14,795,000	29.1%
Living/Dining Room Furniture	33,523,000	43,636,000	30.2%	22,978,000	29,878,000	30.0%
Other Furniture	20,920,000	27,101,000	29.5%	14,190,000	18,373,000	29.5%
Total Household Textiles	45,804,000	59,412,000	29.7%	31,378,000	40,618,000	29.4%
Domestic Textiles	34,570,000	44,798,000	29.6%	23,833,000	30,805,000	29.3%
Window and Furniture Covers	11,233,000	14,614,000	30.1%	7,545,000	9,813,000	30.1%
Major Appliances	21,616,000	27,809,000	28.7%	14,846,000	19,049,000	28.3%
Misc Household Equipment	43,439,000	56,482,000	30.0%	29,829,000	38,588,000	29.4%
Small Appliance/Houseware	53,666,000	69,327,000	29.2%	37,056,000	47,757,000	28.9%

PERSONAL CARE & SMOKING PRODUCTS

Personal Care Products and Services	89,221,000	112,668,000	26.3%	62,164,000	78,362,000	26.1%
Personal Care Services	42,075,000	52,474,000	24.7%	29,562,000	36,880,000	24.8%
Smoking Prods/Supplies	42,346,000	52,887,000	24.9%	33,417,000	42,021,000	25.7%

PET EXPENSES

	42,987,000	56,153,000	30.6%	31,089,000	40,302,000	29.6%
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SPORTS & ENTERTAINMENT

Photographic Equipment	9,946,000	14,669,000	47.5%	6,769,000	9,983,000	47.5%
Reading Materials	35,407,000	45,580,000	28.7%	25,421,000	32,751,000	28.8%
Sports and Recreation	153,561,000	219,201,000	42.7%	103,124,000	146,883,000	42.4%
Sports Equipment	77,958,000	118,057,000	51.4%	52,105,000	78,689,000	51.0%
Travel	218,264,000	267,016,000	25.2%	145,811,000	182,423,000	25.1%
TV, Radio and Sound Equipment	61,536,000	103,337,000	67.9%	41,857,000	69,987,000	67.2%
Computers, Software & Accessories	53,547,000	92,779,000	73.3%	36,771,000	63,516,000	72.7%



TOTAL APPAREL

	368,648,000	491,473,000	33.3%	250,143,000	331,642,000	32.6%
Women's Apparel	116,830,000	157,370,000	34.7%	79,922,000	106,655,000	33.4%
Men's Apparel	74,792,000	100,699,000	34.6%	51,229,000	68,631,000	34.0%
Girl's Apparel	26,950,000	35,425,000	31.4%	17,498,000	22,927,000	31.0%
Boy's Apparel	18,494,000	24,539,000	32.7%	12,030,000	15,931,000	32.4%
Infant's Apparel	9,248,000	12,189,000	31.8%	6,000,000	7,900,000	31.7%
Footwear (excl. Infants)	42,642,000	57,581,000	35.0%	28,884,000	38,691,000	34.0%
Other Apparel Prods/Services	79,691,000	103,669,000	30.1%	54,581,000	70,907,000	29.9%

WHAT'S NEXT

Schedule a meeting with
EDC to apply this
process/data to your
specific situation.

