

DOWNTOWN POINT PLEASANT

POINT PLEASANT, WEST VIRGINIA



MARKET SNAPSHOT

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

Current and ongoing efforts are serving to heighten the appeal of Downtown Point Pleasant as a place to do business, work, visit, and live. A holistic approach to revitalization is reviving the community's historic city center as a local and regional attraction and economic engine.

This Market Snapshot, prepared in conjunction with technical assistance commissioned by Main Street West Virginia, summarizes and highlights key characteristics and trends in the marketplace. The information provides benchmarks and a market-driven basis for exploring opportunities and fine-tuning Downtown Point Pleasant real estate and business development strategies.



Point Pleasant is a Main Street West Virginia community.

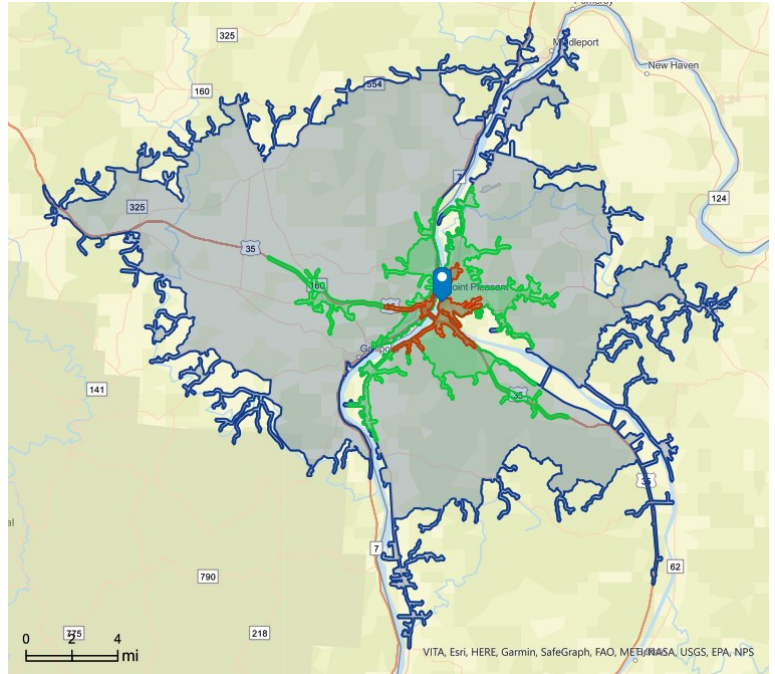
Main Street West Virginia and West Virginia ON TRAC are downtown revitalization programs that follow the National Main Street Center's community-based approach to preservation and development. A subsidiary of The National Trust for Historic Preservation, Main Street is a successful community development model used in thousands of communities across the country.



DOWNTOWN POINT PLEASANT DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS

Esri 2021



POPULATION	5 Minutes	10 Minutes	20 Minutes
2010 Total	2,400	8,395	31,793
2021 Estimate	2,313	8,179	31,286
2026 Projection	2,274	8,043	30,809
Growth (2021-26)	-1.7%	-1.7%	-1.5%
Projected State Population Growth (2021-26)			0.0%



2021 DAYTIME POP	5 Minutes	10 Minutes	20 Minutes
Total Daytime Population	2,866	12,782	34,437
Workers	1,364	7,614	16,001
Residents	1,502	5,168	18,436
Daytime Change	23.9%	56.3%	10.1%



HOUSEHOLDS	5 Minutes	10 Minutes	20 Minutes
2010 Census	1,126	3,718	12,828
2021 Estimate	1,094	3,634	12,620
2026 Projection	1,079	3,579	12,424
Growth (2021-26)	-1.4%	-1.5%	-1.6%
Projected State Households Growth (2021-26)			0.0%



MEDIAN HH INCOME	5 Minutes	10 Minutes	20 Minutes
2021 Estimate	\$27,305	\$42,622	\$48,886
2026 Projection	\$29,383	\$45,978	\$53,131
Growth (2021-26)	7.6%	7.9%	8.7%
2021 State Median HH: \$48,509		2021-26 Growth: 8.8%	

Source: Esri Market Profile | 08.21

MARKET TRAITS ESRI 2021



HOUSING UNITS	5 Minutes	10 Minutes	20 Minutes
2021 Estimate	1,294	4,224	14,719
- Owner Occupied	44.4%	58.8%	63.9%
- Renter Occupied	40.2%	27.3%	21.9%
- Vacant	15.5%	14.0%	14.3%

Estimated State Percent Vacant (2021) 15.3%



POPULATION BY RACE/ETHNICITY—DIVERSITY

Diversity Index	5 Minutes	10 Minutes	20 Minutes
2010	10.3	10.7	11.5
2021	13.8	13.7	13.1
2026	15.7	15.6	14.6

State Diversity Index **2021:** 17.0 **2026:** 18.8

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



2021 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Education	5 Minutes	10 Minutes	20 Minutes
No HS Diploma	13.2%	13.2%	13.1%
HS Grad/GED	50.5%	44.9%	40.9%
Some College/Assoc	25.1%	28.3%	28.7%
Bachelor/Grad/Prof	11.2%	13.6%	17.1%



PER CAPITA INCOME

2021 ESTIMATE

5 Minutes	\$18,540
10 Minutes	\$23,865
20 Minutes	\$25,668
State	\$27,523



MEDIAN AGE

2021 ESTIMATE

5 Minutes	44.7
10 Minutes	45.9
20 Minutes	43.9
State	43.8



2021 EMPLOYED

CIVILIAN POPULATION 16+

5 Minutes	90.5%
10 Minutes	93.7%
20 Minutes	95.5%
State	93.5%



2021 EMPLOYMENT BY OCCUPATION

2021 Employed 16+	5 Minutes	10 Minutes	20 Minutes
Total Estimate	814	3,021	12,607
- White Collar	40.7%	46.9%	53.2%
- Services	29.2%	20.2%	18.7%
- Blue Collar	29.9%	32.8%	28.1%

LIFESTYLE PROFILE ESRI 2021

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

Top Drive Time Area Esri Tapestry LifeMode Groups

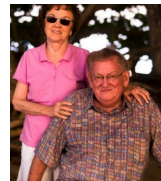
Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Hometown and Rustic Outposts LifeMode Groups are among those most prevalent in the drive time areas.



Hometown (LM12) | #1 in 5 and 10 Minute Drives

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
658	60.1%	1,298	35.7%	3,790	30.0%

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



Rustic Outposts (LM 10) | #1 in 20 Minute Drive

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
230	21.0%	751	20.7%	4,861	38.5%

- ▶ Country life with older families in older homes.
- ▶ Depend on manufacturing, retail, and healthcare, with pockets of mining and agricultural jobs.
- ▶ Low labor force participation in skilled and service occupations.
- ▶ Own affordable, older single-family or mobile homes; vehicle ownership is a must.
- ▶ Residents live within their means, shop at discount stores, and maintain their own vehicles (purchased used) and homes.
- ▶ Outdoor enthusiasts, who grow their own vegetables, love their pets, and enjoy hunting and fishing.
- ▶ Pay bills in person; use the yellow pages; read newspapers, magazines, and mail-order books.

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

RETAIL VIEW

ESRI 2017 RETAIL MARKETPLACE DATA

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

DOWNTOWN POINT PLEASANT DRIVE TIME MARKET

SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$41.5M	\$259.6M	\$534.3M
- Potential Sales (Demand)	\$26.0M	\$94.9M	\$348.1M
- Est. Surplus/(Leakage)	\$15.5M	\$164.8M	\$186.2M
Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$4.3M	\$23.6M	\$37.7M
- Potential Sales (Demand)	\$2.3M	\$8.8M	\$32.6M
- Est. Surplus/(Leakage)	\$2.0M	\$14.8M	\$5.0M
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$45.8M	\$283.2M	\$572.0M
- Potential Sales (Demand)	\$28.4M	\$103.6M	\$380.8M
- Est. Surplus/(Leakage)	\$17.4M	\$179.6M	\$191.3M

Estimates rounded to nearest one hundred thousand dollars.

Esri estimates of actual sales reflect current dollars derived from receipts of businesses primarily engaged in selling merchandise. Potential sales is estimated by using Esri's consumer spending data, which provides estimated expenditures for more than 700 products and services that are consumed by U.S. households. The estimate of an area's demand is based upon estimated expenditures by households within the defined geography.

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace.

Date Note 1: The Esri Retail MarketPlace database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

Data Note 2: The polarity of surplus/leakage estimates shown in this document (as compared to those shown in source Esri reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential and Retail Sales. A positive value represents a surplus in retail sales, often indicating a market where customers are drawn in from outside the defined trade area.

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 three industry groups within the Food Services & Drinking Places subsector. For more information on Retail MarketPlace data and to download the methodology statement visit:

<http://doc.arcgis.com/en/esri-demographics/data/retail-marketplace.htm>

TOTAL SALES

[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722) | Esri 2017 Retail Data

\$46 Million	\$283 Million	\$572 Million
5 Minutes	10 Minutes	20 Minutes

PERFORMANCE BY CATEGORY

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

SALES GAP FACTORS | DOWNTOWN DRIVE TIME MARKET

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	(20.9)	34.0	(18.4)
Furniture and Home Furnishings Stores	16.6	48.6	49.3
Electronics and Appliance Stores	23.4	94.9	91.1
Building Materials, Garden & Supply	50.1	33.7	12.6
Food and Beverage Stores	51.5	12.2	(28.2)
Health and Personal Care Stores	53.8	55.0	26.5
Gasoline Stations	26.5	45.6	41.0
Clothing and Clothing Accessories	10.4	24.8	(22.1)
Sporting Goods, Hobby, Book, Music	(0.3)	16.0	(15.5)
General Merchandise Stores	(64.5)	23.0	(32.3)
Miscellaneous Store Retailers	21.4	(14.7)	(32.0)
Nonstore Retailers	(100.0)	(100.0)	(69.9)
Food Services and Drinking Places	29.6	45.7	7.2

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace.

Limitations and Disclaimers

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

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.

Downtown Point Pleasant, WV
500 Main St, Point Pleasant, West Virginia, 25550
Drive Time: 5, 10, 20 minute radii

Prepared by DPN
Latitude: 38.84374
Longitude: -82.13822

