An IPA Economic Development Report

Greater Georgetown Area
Comprehensive Market Analysis

April 2008

Institute for Public Administration
College of Human Services, Education & Public Policy
University of Delaware

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Preface

As the Director of the Institute for Public Administration at the University of Delaware, I am pleased to provide the Greater Georgetown Area Comprehensive Market Analysis. Funded by the Greater Georgetown Chamber of Commerce and the Town of Georgetown, Delaware, this report will serve to inform Chamber and town efforts as they work to enhance the economic vitality of the Georgetown region.

The purpose of this project was to investigate regional market conditions in order to identify current and future opportunities for business expansion in the Greater Georgetown area. In that regard, this report contains a demographic and economic analysis of the population most likely to frequent Georgetown businesses, the results of a customer-intercept survey aimed at gathering opinions about shopping in the Georgetown area, an inventory of businesses within the 19947 zip code, and a comparative analysis of existing and potential retail and food-services sales within the area. Based on these data and analysis, a recommended path forward was prepared with an eye toward capitalizing on existing and emerging market opportunities and preserving those market advantages that the Greater Georgetown area currently enjoys.

The Institute for Public Administration is firmly committed to supporting economic development efforts across Delaware, and it is my hope that this report will aide the Greater Georgetown Chamber of Commerce, the Town of Georgetown, and Georgetown-area residents and business-owners in their future endeavors to build and sustain a prosperous Georgetown.

Jerome R. Lewis, Ph.D.
Director, Institute for Public Administration

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Institute for Public Administration

This report was prepared by the Institute for Public Administration (IPA), a unit within the College of Human Services, Education & Public Policy at the University of Delaware. IPA links the research and resources of the University of Delaware with the management and information needs of local, state, and regional governments in the Delaware Valley. IPA provides assistance to agencies and local governments through direct staff assistance and research projects as well as training programs and policy forums.

IPA staffer Troy Mix functioned as project manager of the Greater Georgetown Area Comprehensive Market Analysis, developing the project methodology, directing the efforts of graduate research assistants, and drafting much of the report. Manoj Doss provided consulting services to the project in order to complete the sales analysis component of this report. IPA graduate research assistants Ezra Temko, Amanda Tolino, and Matthias Wendt provided invaluable research and drafting support to the project, assisting particularly with the business inventory, customer-intercept survey, and trade-area characteristics portion of the analysis.

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In addition to the IPA staff listed above, Martin Wollaston, IPA Planning Services manager, provided project-management support and Andrew Homsey, IPA GIS Services manager, provided support in the development of GIS methodologies used for this analysis. IPA graduate research assistant Sven Conventz provided valuable service to the project by creating the Spanish-language version of the customer-intercept survey. Tom Klein, Director of the Town of Georgetown Planning & Zoning Department, provided the project team with valuable information about development in Georgetown. Many thanks go to Bill Pfaff and his colleagues at the Small Business Development Center for their hospitality in allowing IPA staff to use their offices as a “home base” for the project, coordinating a tour of the Georgetown area, and arranging for a variety of project meetings. Finally, a sincere thank you goes out to the members of the Greater Georgetown Chamber of Commerce and the Chamber’s Economic Development Council for administering the customer-intercept survey and providing the project team with valuable feedback and ideas.

Chapter 1. Executive Summary

The Greater Georgetown Area Comprehensive Market Analysis was prepared for the Greater Georgetown Chamber of Commerce and the Town of Georgetown to identify current and future opportunities for business expansion in the Georgetown area. This chapter of the report briefly reviews the major components of the market analysis, the primary findings resulting from each component, and the recommended path forward.

1-1. Project Components and Findings

This project was carried out by conducting three major components—a trade area analysis, a customer-intercept survey, and a business inventory and sales analysis. The findings of these project components are briefly summarized below.

Trade-Area Analysis

The Greater Georgetown trade area is larger than the Town of Georgetown and the 19947 zip code, with significant probabilities of consumer patronage in Georgetown existing beyond these regions. Other than Georgetown, the towns included within the primary trade area (the area where the probability of consumer patronage is at least 18 percent) are Ellendale, Milton, Millsboro, Dagsboro, Frankford, Selbyville, Millville, and Ocean View. The trade area's population is a demographic mix of the populations of the Town of Georgetown and Sussex County, with a more racially and ethnically diverse portion tending to reside in town and a more suburban, predominantly white portion with higher average incomes tending to reside in the portions of the trade area outside of town.

Importantly for market-analysis purposes and since household income is the single best predictor of consumer spending habits, median and average household incomes are higher for the trade area than they are for the Town of Georgetown, Sussex County, and Delaware. This suggests that residents of the Greater Georgetown trade area possess significant purchasing power upon which existing and new businesses can draw. The trade area is also expected to experience significant population growth in coming years, with the Town of Georgetown approving approximately 3,300 residential units for development between 2002 and 2007, and the population of the primary trade area, shown on Map 1, expected to increase from 79,621 in 2010 to 109,992 in 2030. An increased population in the Georgetown area will mean an increase in local consumer spending power, creating opportunities for business expansion in the Greater Georgetown trade area.

Customer-Intercept Survey

A total of 316 surveys, including 25 Spanish-language versions, were completed and returned to the Greater Georgetown Chamber of Commerce. Nearly two-thirds (205) of those responding to the survey were female. Ninety-nine males responded to the survey, and 12 respondents did not indicate their gender. 59 percent of the respondents identified their race or ethnicity as white, with 20 percent identifying as African American, and 11 percent Latino. These proportions are very similar to the U.S. Census 2000 data for the zip code that identified 72 percent of the population as white, 18 percent as African-American, and 14 percent as Hispanic or Latino.

Respondents were asked a variety of questions about their shopping and dining tendencies in the Georgetown area. The following list briefly summarizes responses to the survey:

- The most common times identified for grocery shopping were Friday, Monday, and Saturday after 5 p.m..
- Respondents indicated that it was more common for them to shop for non-grocery items over lunchtime hours (11 a.m–2 p.m.) than it was for them to shop for grocery items at that time.
- The most common frequencies identified for dining out were "once every few months" for breakfast (19 percent of respondents) and "2-4 times a week" for lunch (30 percent of respondents) and dinner (33 percent of respondents). Breakfast was the least common meal for dining out.
- According to survey respondents, the most common locations to shop in the Georgetown area were Wal-Mart Plaza and Georgetown Plaza.
- Respondents indicated that the items they spend money most frequently on in the Georgetown area are "personal care" and "financial services."
- When questioned about the types of businesses respondents would like to see come to the Georgetown area, the most common requests were for a movie theatre, grocery store, and a clothing and shoe store. A seafood restaurant and a steakhouse were the most requested restaurants, and "Wawa" was the most common write-in request for a new restaurant and store.
- The factors "cleanliness," "safety and security," "lighting," and "store variety" were most commonly rated as "extremely important" to influencing where respondents shop.

Business Inventory and Sales Analysis

As shown in Table 1-1, Georgetown's access to transportation corridors is key for area businesses. U.S. Rt. 113 runs through the center of Georgetown, and based on the business inventory and sales analysis, it seems that Georgetown's businesses have been doing well to capitalize on this traffic. Estimated current sales for gasoline stations and food service and drinking places exceeded the estimated sales potential by a significant margin, likely indicating that the Greater Georgetown trade area is making sales in these categories to a significant number of residents of locations outside the trade area who pass through town on U.S. Rt. 113. Sales from motor vehicle and parts dealers accounted for the most sales of any category examined in this analysis and also resulted in the largest reported sales surplus, $82,185,402. These three business sectors tend to capitalize on regional traffic and accounted for an estimated sales surplus of approximately $99 million, certainly pointing to the importance of U.S. Rt. 113 to the Georgetown area's economy.

Table 1-1. Retail and Food Services Business Inventory for the 19947 Zip Code Area

Business Type	Estimated Square Footage	Estimated Sales	Estimated Number of Establishments
Motor Vehicle and Parts Dealers	467,500	$118,490,188	26
Furniture and Home Furnishings Stores	34,000	$5,840,656	5
Electronics and Appliances	15,015	$3,169,860	7
Building Materials and Garden Equipment and Supplies	119,800	$34,042,171	7
Food and Beverage	84,976	$26,306,755	8
Food Service and Drinking Places	87,380	$23,849,914	35
Health and Personal Care Stores	47,850	$17,886,152	5
Gasoline Stations	14,000	$22,966,038	7
Clothing and Clothing Accessories Stores	28,560	$6,351,767	11
Sporting Goods, Hobby, and Musical Instrument Stores	9,500	$1,791,339	4
General Merchandise	74,024	$30,112,981	6
Miscellaneous Retailers	49,450	$12,123,482	18
Totals	**1,032,055**	**$302,931,308**	**139**

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

The Wal-Mart Supercenter accounts for approximately 15 percent of the total estimated retail and food-service sales in the 19947 zip code. While the pharmacy, garden center, and grocery components of the Wal-Mart were accounted for separately, $26 million of Wal-Mart's estimated sales were attributed to the general-merchandise sector. It is difficult to assess the exact nature of the impact of Wal-Mart's general-merchandise sales on the analysis of other retail-trade sectors, but clearly Wal-Mart is selling goods in the electronics and appliances and clothing and clothing accessories sectors that would reduce the sales leakage (those instances in which existing sales are less than estimated potential sales) identified for these sectors. Sales leakage identified for the furniture and home furnishings, electronics and appliances, clothing and clothing accessories, and sporting goods and hobby sectors is worthy of further examination though. Coupled with the projected growth of the Georgetown area, this would tend to indicate that there are market opportunities for new businesses in these categories.

1-2. Moving Forward

This market analysis is only a snapshot and should be used carefully by planners and business owners. Current market conditions, changes in the business mix, and the general nature of the sales analysis should always be considered when employing this market analysis. This report offers several recommendations, listed below and discussed in Chapter 5, around which economic development activities in the Greater Georgetown area can be based.

- ***Develop a Market-Guided Plan for Regional Economic Development***
- ***Target Noteworthy Sales Gaps for Recruitment Efforts***
- ***Track Relevant Market Data***
- ***Preserve and Enhance Critical Infrastructure and Services***
- ***Connect Economic Development with Comprehensive Plans***
- ***Focus on Downtown Business–Development Approaches***
- ***Create a More Visitor-Friendly Georgetown***

Chapter 2. Greater Georgetown Trade Area

A trade area "is the geographic region from which a [commercial area] draws most of its retail customers."[1] This chapter reviews 1) the process used to delineate the Greater Georgetown trade area, 2) the geographic bounds of the trade area, and 3) the demographic and economic characteristics of residents within the defined trade area.

2-1. Delineation of the Trade Area

While this analysis focused primarily on identifying current and future market opportunities for businesses in the 19947 zip code, the patrons of Georgetown-area businesses do not exclusively reside within this zip code. Understanding the location of customers is important for business owners because they can use this information to better target advertising efforts. Customer-location data can also be used to identify demographic and economic characteristics of primary markets, again helping business owners to identify current and emerging business opportunities and better target marketing activities. This section of Chapter 2 provides a brief overview of the methodology used to define the Greater Georgetown trade area and a geographic description of the trade area.

Trade Area–Delineation Methodology

The Huff trade-area model was used to define the Greater Georgetown trade area. This model has been described as follows:

> The market penetration approach assumes that there is a spatial variation in the proportion of households served by a store due to competition. The best example of this type of approach is the Huff trade area model. The trade area is conceptualized as a probability surface, which represents the likelihood of customer patronage. This model provides an answer to a basic question: *What is the probability that a customer will decide to shop at a particular store, given the presence of competing stores?* The creation of probability surface is based on a spatial interaction model that takes into account such variables as distance, attractiveness and competition. [2]

For this analysis Wal-Mart Supercenters functioned as the focal points of the Greater Georgetown trade area and neighboring trade areas. In the model, the location of the Supercenter in Georgetown increased the probability of a consumer to shop in the Georgetown area, while factors such as increasing distance from the Georgetown area and competition from surrounding stores (i.e., other Wal-Mart Supercenters) decreased the probability of a consumer to shop in the Georgetown area. The output of the model is a "probability grid" that covers all of Sussex County. Each individual "grid" has a value between 0 and 1 representing the probability that a consumer living in that grid will decide to shop in the immediate area focused around

[1] "Understanding Your Trade Area: *Implications for Retail Analysis*," Dr. Albert E. Myles, Mississippi State University Extension Service, <msucares.com/pubs/publications/p2321.pdf>, 2003.

[2] "Retail Trade Area Analysis Using the Huff Model," Ela Dramowicz, *Directions Magazine*, <www.directionsmag.com/article.php?article_id=896>, July 2, 2005.

Georgetown's Wal-Mart Supercenter. These grids are displayed on *Map 1. Greater Georgetown Trade Area* in Appendix E.

It should be noted that the values of these grids are not to be considered accurate for each store or type of good offered in the Georgetown area. This is the case for two particular reasons. First, since the analysis focuses on Wal-Mart Supercenters, it particularly speaks to the probability that a consumer in a given grid will shop at the Georgetown Wal-Mart, although it likely serves as a reasonable approximation of the probability that a consumer will shop in the Greater Georgetown area. Second, consumers may be more willing to travel longer distances for some purchases than for others. For example, most consumers would likely be willing to travel a longer distance to purchase a car than they would to purchase a gallon of milk.

At least two factors suggest that the trade area for the Georgetown Wal-Mart is likely to be at least roughly similar to the actual trade area for the Greater Georgetown area. First, the Wal-Mart Supercenter is the single largest store in the 19947 zip code in terms of square footage and accounts for approximately 15 percent of total sales in the zip code, suggesting that the store is a major draw to the area. Second, the fact that Wal-Mart Supercenters offer a large variety of goods may serve to make the Georgetown Wal-Mart's trade area very similar to the trade area for the Greater Georgetown area and the variety of goods offered there.

Geography of the Trade Area

As shown on *Map 1. Greater Georgetown Trade Area*, the areas with the highest probability of consumer patronage in the Greater Georgetown area are located within the 19947 zip code and along the U.S. Rt. 113 corridor. Probabilities are highest within the municipal boundaries of Georgetown and within the 19947 zip code along U.S. Rt. 113, with probabilities of patronage ranging from 40 percent to 99 percent within these areas. While probabilities of consumer patronage are lower outside these areas, as shown on Map 1 there is likely a significant customer base for Georgetown area businesses that comes from outside the immediate environs of the 19947 zip code area.

The primary Georgetown trade area, as shown on Map 1, comprises those areas where the probability of consumer patronage in the Greater Georgetown area exceeds 18 percent. For typical market-analysis purposes, the primary trade area represents the location where approximately 75 percent of all customers reside. The primary Georgetown trade area is only depicted in order to clearly demonstrate those areas where consumer patronage is most probable (a minimum of 18 percent). This area extends north-to-south from just north of Ellendale and Milton to Delaware's southern border and spans east-to-west from just east of Ellendale to Millville. The towns of Ellendale, Milton, Georgetown, Millsboro, Dagsboro, Frankford, Selbyville, Millville, and Ocean View are all or at least partially contained within the primary trade area.

The probabilities of consumer patronage shown on Map 1 are largely consistent with findings from the customer-intercept survey. Just less than 75 percent of survey respondents indicated that they either lived in the Georgetown area or less than 15 minutes from the area. While the probability of consumer patronage in the Greater Georgetown trade area is highest in those areas closest to the Town of Georgetown, it is important to recognize that people residing in the trade area might buy certain goods outside the trade area, and customers residing outside the trade area might make purchases inside the trade area. Tourists, business travelers, people visiting friends, commuters, and consumers traveling to make larger purchases, such as a car, represent additional consumer markets.

2-2. Trade-Area Characteristics

This section reviews key economic and demographic data for the Greater Georgetown trade area (trade area). These data are analyzed to reveal trends that have a direct impact on retail trade and offer comparisons to relevant geographies including Delaware, Sussex County, and the Town of Georgetown. Environmental Systems Research Institute's (ESRI) software package *ArcGIS Business Analyst* was used to derive U.S. Census data for the trade area, based on the probabilities of consumer patronage as shown on *Map 1. Greater Georgetown Trade Area*. Areas with higher probabilities of consumer patronage comprise a larger portion of the demographic data for the trade area, while areas with lower probabilities comprise a smaller, though still significant, portion of the data. While the trade area spans the whole of Sussex County, its population is much smaller than the County's, since it weights the population based on the probability of consumer patronage in the Georgetown area.

Population and Household Data

Population is defined as all people living in a geographic area. Increased population could indicate future potential for business growth. Table 2-1 shows recent population data for the Town of Georgetown, Sussex County, and Delaware. These data indicate that the population in these jurisdictions has increased significantly between 1990 and 2006. The town's 32 percent population increase over the time period just outpaced the growth experienced by Delaware, while not growing anywhere near as rapidly as Sussex County as a whole.

Table 2-1. Town of Georgetown, Sussex County, and Delaware Population, 1990-2006

Jurisdiction	1990	2000	2006	Population Increase 1990 - 2006
Town of Georgetown	3,732	4,643	4,927	32%
Sussex County	113,229	156,638	180,288	59%
Delaware	666,168	783,600	853,476	28%

Source: U.S. Census Bureau, 1990 and 2000 Census and 2006 Population Estimates.

Understanding recent population trends is important, but anticipating future trends is even more important for current or potential business owners. Table 2-2 presents Census 2000 population and projected 2010 population for the trade area, Sussex County, and Delaware. Between 2000 and 2010 the Greater Georgetown trade area's population is projected to increase by approximately 12 percent, a figure half that anticipated for Sussex County and just under that anticipated for Delaware. While current housing market conditions may temper these projected population increases, Delaware remains a desirable place for relocation due to its relatively low tax burdens and favorable tax provisions for retirees. The trade area is located in an area of Sussex County containing towns such as Georgetown, Dagsboro, Millsboro, and Milton, which have experienced significant development activity in recent years. For example, between 2002 and 2007, the Town of Georgetown approved approximately 3,300 residential units for development, and the Town of Millville approved approximately 2,500 residential units[3]. The eventual construction and sale of these units would likely lead to significant population increases for the trade area.

Table 2-2. 2000 Population and 2010 Population Projections for Trade Area, Sussex County, and Delaware

Area	2000	2010	Projected Population Increase, 2000 - 2010
Trade Area	16,399	18,409	12%
Sussex County	156,638	194,430	24%
Delaware	783,600	893,184	14%

Sources: For Trade Area data—*ESRI Business Analyst*, 2000 Census Data and 2010 Projections. For Sussex County and Delaware data—Delaware Population Consortium Annual Population Projections, October 23, 2007.

The Delaware Population Consortium annually prepares population projections for large areas of the state, including the three counties and larger cities. Using the geographic unit of modified grids, small-area population projections were completed for the entire state in December 2007. The Delaware Population Consortium projections and the small-area population projections provide projections of population until 2030.

Table 2-3 presents these projections at 5-year intervals from 2010 to 2030 for Delaware, Sussex County, and the primary trade area (as depicted on Map 1). As shown, the population in the primary trade area is projected to increase by 38 percent between 2010 and 2030, an increase greater than that projected for the county or state. While the primary trade area certainly represents more people than Georgetown businesses regularly capture as consumers, it is the area where consumers who are most likely to frequent Georgetown businesses are located. The fact that this area is projected to experience significant growth over the next 20 years suggests that, even if only a small share of these new residents choose to shop in Georgetown, there will be significant opportunities for business owners in the Georgetown area to capitalize on this growth.

Table 2-3. Population Projections for Primary Trade Area, Sussex County, and Delaware, 2010-2030

Area	Projected Population					Projected Population Increase, 2010-2030
	2010	2015	2020	2025	2030	
Primary Trade Area*	79,621	88,311	96,442	103,889	109,992	38%
Sussex County	194,430	211,120	226,766	241,188	253,240	30%
Delaware	893,184	937,611	977,645	1,012,591	1,042,476	17%

Sources: For Primary Trade Area data—2007 Small-Area Projections, Office of State Planning Coordination / Office of Management and Budget, State of Delaware, December 2007. For Sussex County and Delaware data—Delaware Population Consortium Annual Population Projections, October 23, 2007. *Note: Data for the primary trade area includes population for those modified grids with "their centroid located in" the primary trade area, as determined by an analysis using ESRI's ArcMap software package.

[3] "Cabinet Committee on State Planning Issues Report to the Governor and the 144th General Assembly," State of Delaware, Office of Management and Budget, January 2008.

Households consist of one or more persons who live together in the same housing unit, regardless of their relationship to one another. The definition of a family household is anyone living together who is related in any way. Households can comprise people living alone, families with or without children, single-parent households, or a number of unrelated people living together. Household composition is important in identifying various retail opportunities. For instance, households with children generally spend more money on children's clothes and food, while married households without children might be expected to spend more on appliances and home furnishings. Table 2-4 compares the composition of households in the trade area with the composition of households in the Town of Georgetown, Sussex County, and Delaware.

Table 2-4. Household Composition for Delaware, Sussex County, Georgetown, and Trade Area, 2000

	Delaware	Sussex County	Town of Georgetown	Trade Area
Non-family households	31.5%	29.9%	35.7%	26.0%
1-person	25.0%	24.3%	28.1%	20.1%
Family households	68.5%	70.1%	64.3%	74.0%
With children under age 18	31.9%	27.1%	32.1%	42.9%
married couple	51.3%	54.9%	41.0%	55.1%
with no children	29.4%	36.5%	22.8%	31.0%
Female householder, no husband with children	7.7%	6.7%	11.1%	13.0%
Households headed by individual over age 65	24.0%	31.7%	28.0%	23.5%
Non-family, single	9.1%	11.1%	14.0%	8.5%
Family	14.9%	20.6%	14.0%	15.0%
Average Household Size	2.54	2.45	2.97	2.94

Sources: For Trade Area data—*ESRI Business Analyst*, U.S. Census 2000 data. For Sussex County, Town of Georgetown, and Delaware data—U.S. Census 2000.

The Greater Georgetown trade area has a higher percentage of family households (74%) compared to the Town of Georgetown (64%), Sussex County (70%) and Delaware (68%). The most common family sizes are three or four people, and the average household size is bigger in the trade area and in Georgetown than in the county or state. Also, the trade area has a significantly higher percentage of households with children under the age of 18.

Area expenditures and consumer preferences can differ according to the composition of households. For example, toy stores, clothing stores targeting adolescents, and stores with baby care items might be successful in the trade area due to the significant percentage of households that includes children under the age of 18. Likewise, specialized entertainment and recreation facilities have an opportunity to target the high percentage of households with adolescents. Due to the larger family size, discount grocery stores and bulk stores might also be expected to do well in terms of sales.

Age Distribution

Table 2-5 lists the age distribution in the Greater Georgetown trade area. The average age within the trade-area population is about the same as that of the state, but slightly older than that of the Town of Georgetown's residents. The most populous age groups in the trade area, Sussex County, and Delaware are 30 to 39 and 40 to 49 years old. The population of the Town of Georgetown is significantly younger on average than the other three areas with approximately 20 percent of the town's population within the 20 to 29 age group and almost 16 percent of the population under the age of nine. The median age of residents in the trade area was reported as 37, a figure significantly higher than the median for the Town of Georgetown (30), lower than the median for Sussex County (41), and roughly equivalent to the median age for Delaware residents (36).

Table 2-5. Percent of Population in Age Groups, 2000 **(highest two figures in BOLD)**

Age Group	Trade Area	Town of Georgetown	Sussex County	Delaware
9 years or younger	14.0%	**15.6%**	12.1%	13.7%
10 to 19 years	13.4%	14.2%	12.6%	14.2%
20 to 29 years	14.1%	**20.2%**	10.1%	13.1%
30 to 39 years	**14.6%**	13.7%	**13.5%**	**15.6%**
40 to 49 years	**16.3%**	11.8%	**14.4%**	**15.0%**
50 to 59 years	12.0%	7.9%	12.8%	11.3%
60-69 years	7.9%	6.2%	11.7%	7.9%
70 years or older	7.6%	10.6%	12.7%	9.2%
Median Age	37	30	41	36

Sources: For Trade Area data—*ESRI Business Analyst*, U.S. Census 2000 data. For Sussex County, Town of Georgetown, and Delaware data—U.S. Census 2000.

Table 2-6 lists the age distribution for Sussex County's residents as projected by the Delaware Population Consortium for the period between 2000 and 2030. The proportion of Sussex County's population older than 65 years of age is projected to increase from approximately 19 percent in 2000 to approximately 29 percent by 2030. Sussex County's aging population will certainly have an impact on the demand for particular goods and services throughout the county, and it is reasonable to assume that the population in the Greater Georgetown trade area will experience an aging trend similar to that expected in the county, the state, and the nation as a whole. From a retail trade and services perspective, it can be expected that the demand for healthcare-related goods and services in the Greater Georgetown trade area will increase as the elderly population increases.

Table 2-6. Projected Age Distribution in Sussex County, 2000-2030

Age Group	2000	2010	2020	2030
19 years or younger	24.4%	21.9%	21.9%	22.2%
20 to 64 years	56.7%	56.3%	52.6%	48.5%
65 to 84 years	17.2%	18.9%	21.8%	25.2%
85 years or older	1.7%	2.8%	3.7%	4.2%

Source: Delaware Population Consortium Annual Population Projections, October 23, 2007.

Household Income

Household income is perhaps the best indicator of consumer spending power. Household income positively correlates with retail expenditures in many product categories, and, when deciding to do business in an area, retailers often consider the median or average household income in a trade area or seek a minimum number of households within a certain income range. Another common practice is to analyze the distribution of household incomes. Discount stores usually avoid areas with extreme high or low incomes. Traditional department stores focus on markets with median household incomes over $35,000, while some specialty fashion stores target incomes above $75,000. Some types of stores, such as an auto-parts store, are typically found in areas with lower median household incomes. It should be noted that using only income as a measure of a market's preference and tastes is not always effective. Ethnicity, education, age, and other factors should be analyzed to determine preferences.

Table 2-7 lists median-household-income and average-household-income data for the trade area, the Town of Georgetown, Sussex County, and Delaware. The Greater Georgetown trade area's median household income of $47,803 and average household income of $59,290 were higher than those of the other areas. The trade area's median household income was significantly higher than those of the Town of Georgetown ($31,875) and Sussex County ($39,208).

Table 2-7. Median and Average Household Incomes by Area, 2000

Area	Median Household Income	Average Household Income
Trade Area	$47,803	$59,290
Town of Georgetown	$31,875	$45,985
Sussex County	$39,208	$47,744
Delaware	$47,381	$59,142

Sources: For Trade Area data—*ESRI Business Analyst*, U.S. Census 2000 data. For Sussex County, Town of Georgetown, and Delaware data—U.S. Census 2000.

Table 2-8 lists the distribution of households by income range for the Greater Georgetown trade area, the Town of Georgetown, Sussex County, and Delaware. The most prevalent household income ranges in the trade area are $50,000-59,999 and $60,000-74,999. These ranges are also the most common for Sussex County, while the $60,000-74,999 range and the $75,000-99,999 range are the most common in Delaware. Reflective of the lower median and average income levels present in town, the $0-9,999 household income range and the $15,000-19,999 range are the most common in the Town of Georgetown. Approximately 16 percent of households in Sussex County had incomes exceeding $75,000 in the year 2000, with approximately 22 percent of households in the Greater Georgetown trade area having incomes exceeding that amount. While household incomes in the trade area tend to be higher than those found in the Town of Georgetown and across Sussex County, a significant portion of households in the trade area (approximately 22 percent) earned less than $25,000 in 2000. The presence of a significant number of high- and low-income households in the trade area indicates that there is a wide range of consumers whom Georgetown-area retailers can target.

Table 2-8. Household Income Distribution by Area, 2000 (highest two figures in BOLD)

	Trade Area	Town of Georgetown	Sussex County	Delaware
$0 - 9,999	5.7%	**14.0%**	8.7%	7.1%
$10,000 - 14,999	4.7%	9.2%	7.0%	5.1%
$15,000 - 19,999	5.9%	**10.2%**	6.7%	5.5%
$20,000 - 24,999	6.1%	5.4%	7.1%	5.9%
$25,000 - 29,999	6.6%	9.6%	7.3%	6.0%
$30,000 - 34,999	7.4%	5.6%	7.6%	6.2%
$35,000 - 39,999	5.4%	4.8%	6.5%	5.7%
$40,000 - 44,999	5.5%	5.3%	6.1%	5.7%
$45,000 - 49,999	5.5%	6.5%	6.1%	5.5%
$50,000 - 59,999	**11.3%**	6.9%	**10.1%**	9.9%
$60,000 - 74,999	**13.8%**	7.3%	**10.3%**	**11.4%**
$75,000 - 99,999	10.7%	7.3%	8.0%	**12.0%**
$100,000 - 124,999	4.8%	2.6%	3.8%	6.4%
$125,000 - 149,999	3.0%	2.6%	1.7%	3.0%
$150,000 - 199,999	1.8%	0.3%	1.3%	2.5%
$200,000 or more	1.8%	2.6%	1.6%	2.1%

Sources: For Trade Area data—*ESRI Business Analyst*, U.S. Census 2000 data. For Sussex County, Town of Georgetown, and Delaware data—U.S. Census 2000.

Map 2. Census 2000 Median Household Incomes in Sussex County by Block Group, in Appendix E, displays the median household income ranges present in Sussex County census block groups in the year 2000. The map indicates that even though some of the census block groups with the lowest median household incomes in Sussex County are located within the Town of Georgetown, some of the block groups with the highest median household incomes are located within close proximity of the town. While the highest median household incomes tend to be clustered along Sussex County's coast, several census block groups with higher-than-average median household incomes are present within the confines of Georgetown's primary trade area.

Educational Attainment

Table 2-9 lists the percentage of residents in the trade area, the Town of Georgetown, Sussex County, and Delaware who have achieved various levels of education. The average educational attainment of the trade area was generally lower than that of the county and state, but higher than that found within the Town of Georgetown. Approximately two-thirds of trade area residents 25 years or older had received a high school education or higher. This figure stood at 55 percent for the Town of Georgetown, approximately 76 percent for Sussex County, and approximately 83 percent for Delaware. The significantly smaller percentage of trade area and Town of Georgetown residents who have completed high school evidences that a diverse population resides in the trade area and the town. The high percentage of Georgetown residents who have not attained a high school education might, in part, be due to employment opportunities at poultry-processing plants that do not require much formal education.

Table 2-9. Educational Attainment of Population Age 25 Years or Older, 2000

Area	No diploma	High school Graduate	Some College	Associate Degree	Bachelor's Degree or Higher
Trade Area	33.0%	33.2%	17.3%	5.6%	10.3%
Town of Georgetown	45.0%	26.2%	8.8%	7.4%	12.3%
Sussex County	23.5%	35.6%	18.2%	6.1%	15.3%
Delaware	17.4%	31.4%	19.6%	6.6%	23.3%

Sources: For Trade Area data—*ESRI Business Analyst*, U.S. Census 2000 data. For Sussex County, Town of Georgetown, and Delaware data—U.S. Census 2000.

Race and Ethnicity

As presented in Table 2-10, the Greater Georgetown trade area is significantly more diverse than the county or state, but not as diverse as the Town of Georgetown. In the trade area 67.2 percent of the population is white, compared to 80.3 percent of the population across Sussex. The other races that comprise a significant portion of the population are black or African American (20%) and other (8.8%). The high percentage of the population identifying as “Other race” in the Town of Georgetown and the trade area might partially represent the significant Hispanic population in these areas. The Town of Georgetown is the main source of diversity in the trade area with approximately 45 percent of the population identifying themselves with a non-white race.

Table 2-10. Racial Composition by Area, 2000

Race	Trade Area	Town of Georgetown	Sussex County	Delaware
White	67.2%	56.2%	80.3%	74.6%
Black or African American	20.3%	20.9%	14.9%	19.2%
American Indian and Alaska Native	1.1%	2.1%	0.6%	0.3%
Asian	0.5%	0.3%	0.7%	2.1%
Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.0%	0.0%
Other race	8.8%	18.0%	2.0%	2.0%
Two or more races	2.0%	2.5%	1.4%	1.7%

Sources: For Trade Area data—*ESRI Business Analyst*, U.S. Census 2000 data. For Sussex County, Town of Georgetown, and Delaware data—U.S. Census 2000.

Table 2-11 lists the ethnicity reported for the trade area, the Town of Georgetown, Sussex County, and Delaware in the year 2000. A large portion of the population in the trade area and the Town of Georgetown report their ethnicity as Hispanic or Latino. In the trade area 17.5 percent of the population indicated Hispanic descent compared to 31.7 percent in Georgetown and only 4.4 percent in Sussex County and 4.8 percent across Delaware. Due to language and cultural differences persons of Hispanic descent often demand different goods and store types than do persons of non-Hispanic descent. This demand has led to the development of shopping districts in Georgetown that target the Hispanic consumer, such as that found along North Race Street. The Hispanic population in the Georgetown area is already quite significant, and the U.S. Census Bureau projects that, nationally, the proportion of persons of Hispanic origin will nearly double to 24.4 percent by 2050, up from 12.6 percent in 2000.[4] If Georgetown continues to experience growth in this population Hispanic consumers, and businesses targeting these consumers, will play an increasingly important role in the local economy.

Table 2-11. Ethnic Composition by Area, 2000

Ethnicity	Trade Area	Town of Georgetown	Sussex County	Delaware
Hispanic	17.5%	31.7%	4.4%	4.8%
Non-Hispanic	82.5%	68.3%	95.6%	95.2%

Sources: For Trade Area data—*ESRI Business Analyst*, U.S. Census 2000 data. For Sussex County, Town of Georgetown, and Delaware data—U.S. Census 2000.

2-3. Trade Area Conclusions

The following conclusions are offered about the characteristics of the Greater Georgetown trade area:

The Trade Area is Larger than Georgetown

As indicated on *Map 1. Greater Georgetown Trade Area*, significant probabilities of consumer patronage in Georgetown exist beyond the boundaries of the Town of Georgetown and the 19947 zip code. Other than Georgetown, the towns included within the primary trade area (the area where the probability of consumer patronage is at least 18 percent) are Ellendale, Milton, Millsboro, Dagsboro, Frankford, Selbyville, Millville, and Ocean View. The trade area's population is a demographic mix of the populations of the Town of Georgetown and Sussex County, with a more racially and ethnically diverse portion tending to reside in town and a more suburban, predominantly White portion with higher average incomes tending to reside in the portions of the trade area outside of town.

Significant Growth is Anticipated for the Trade Area

While the current slowdown in the housing market may inhibit short-term population growth in the trade area, it is anticipated that significant growth will occur in this area over the next 10 to 20 years. The Town of Georgetown approved approximately 3,300 residential units for development between 2002 and 2007, and the population of the primary trade area shown on Map 1 is expected to increase from 79,621 in 2010 to 109,992 in 2030. Due to the development recently approved in the Town of Georgetown, it is reasonable to assume that a significant portion of this increased population will locate in close proximity to Georgetown. An increased population in the Georgetown area will mean an increase in local consumer spending power, creating opportunities for business expansion in the Greater Georgetown trade area.

Young and Old Residents Populate the Trade Area and More Older Residents are Expected

The median age of the trade area's population (37) is neither particularly high nor low. It is higher than the median for the Town of Georgetown (30), but lower than the median for Sussex County (41). Within the trade area, the most populous age groups are 30 to 39 and 40 to 49 years old. The nation's population as a whole is expected to age significantly in the coming years as the large baby-boomer generation reaches retirement age. Particularly due to Sussex

[4] "U.S. Interim Projections by Age, Sex, Race, and Hispanic Origin," U.S. Census Bureau, 2004.

County's attractiveness as a retirement location, this aging trend is expected to be particularly apparent in southern Delaware. Sussex County residents age 65 or older are projected to account for nearly 30 percent of all county residents by 2030, up from just under 20 percent in 2000. An increased elderly population will likely lead to more demand for healthcare and personal-care goods and services within the Greater Georgetown trade area.

Trade Area Household Incomes are Higher than Average

Household income is the single best predictor of consumer spending habits, and median and average household incomes are higher for the trade area than they are for the Town of Georgetown, Sussex County, and Delaware. This suggests that residents of the Greater Georgetown trade area possess significant purchasing power upon which existing and new businesses can draw. Based on the median price for homes in Georgetown ($217,000[5]) during the fourth quarter of 2006, it can be reasonably assumed that new residents who purchase homes tend to have household incomes that are at least equal to, and most likely exceed, the average household income in 2000.

Median Household Incomes Vary Throughout the Trade Area

As shown on *Map 2. Census 2000 Median Household Incomes in Sussex County by Block Group*, two of the census block groups with some of the lowest median household incomes in Sussex County are located in the Town of Georgetown. However, census block groups with significantly higher median household incomes are located in close vicinity to the town and throughout the trade area. This economic diversity presents opportunities for businesses to target various segments along the socio-economic spectrum.

The Trade Area is Racially and Ethnically Diverse

While not exhibiting quite as much diversity as the Town of Georgetown, the Greater Georgetown trade area is significantly more racially and ethnically diverse than are Sussex County and the state, particularly in terms of the proportion of the population comprising African-American and Hispanic populations. The Georgetown area's significant Hispanic population creates demands for particular stores and types of goods, as has been evidenced by the development of shopping opportunities in the North Race Street area that cater to this market. With national projections anticipating that Hispanics will continue to make up an increasing share of the United States' population, it behooves Georgetown area business owners to devote their attention to the particular demands of this growing population when marketing their businesses or creating business plans.

[5] "Delaware Real Estate Data 2006 Fourth Quarter," Delaware State Housing Authority, <www.destatehousing.com/information/datastats/del_real_estate_data_06_quarter4.pdf>

Chapter 3. Customer-Intercept Survey Results

A greater understanding of a trade area's patrons should be a key outcome of any market analysis. IPA staff prepared a customer-intercept survey in an effort to better understand consumer activity in the Greater Georgetown area (19947 zip code). Questions on the survey covered topics including the frequency and purpose of consumer activity in the Greater Georgetown area, the demand for new and expanded commercial offerings in the area, and the factors that influence local consumer shopping decisions. English and Spanish versions of the survey were prepared, and copies of these surveys are included in appendices A and B of this document, respectively.

The Greater Georgetown Chamber of Commerce administered the customer-intercept survey during the period from April 23 to May 1, 2007. Participation was solicited by approaching patrons as they were entering or exiting businesses and public areas throughout the Georgetown area. A total of 316 surveys, including 25 Spanish-language versions, were completed and returned to the Greater Georgetown Chamber of Commerce. IPA staff compiled and analyzed the survey results. The remainder of this chapter examines the results of this survey on the topics of respondent characteristics, shopping and dining tendencies, demand for new and expanded commercial offerings, and factors influencing shopping decisions. This data can be used for purposes such as targeting business-recruitment efforts based on consumer demand or allowing current or potential business owners to better understand and cater to consumer shopping habits and demands.

3-1. Respondent Characteristics

The customer-intercept survey included several questions designed to garner demographic and geographic information about the survey respondents. The following paragraphs contain information about the gender, race or ethnicity, age, household income, and living and working locations of survey respondents.

Nearly two-thirds (205) of those responding to the survey were female. Ninety-nine males responded to the survey, and 12 respondents did not indicate their gender. The proportion of females responding to this survey is significantly higher than the proportion of females within the 19947 zip code in 2000. The U.S. Census 2000 reported that females accounted for approximately 45 percent of the population in the 19947 zip code.

As shown in Table 3-1, 59 percent of the respondents identified their race or ethnicity as white, with 20 percent identifying as African American, 11 percent as Latino, 2 percent as Asian or Pacific Islander, and 1 percent as Native American. These proportions are very similar to the U.S. Census 2000 data for the zip code that identified 72 percent of the population as White, 18 percent as African-American, and 14 percent as Hispanic or Latino.

Table 3-1. Survey Respondents by Race or Ethnicity (bold indicates highest figures)

Race or Ethnicity	Respondents	Percent
African-American	63	19.9
Asian/Pacific Islander	5	1.6
Latino	35	11.1
Native American	3	0.9
White	**185**	**58.5**
Other	4	1.3
Multiple Responses	1	0.3
No Response	20	6.3
Total	316	100.0

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

Respondents to the customer-intercept survey most commonly represented the 35-44 age range. As shown in Table 3-2, this age range accounted for 68 respondents, while the ranges of 20-24, 25-34, 45-54, and 55-64 each accounted for between 41 and 51 respondents. The median age range for respondents was 35-44, slightly higher than the U.S. Census 2000 median age for the 19947 zip code (34.4). Just less than 20 percent of respondents identified themselves as retired.

Table 3-2. Survey Respondents by Age Range Indicated (bold indicates highest figures)

Age Range	Respondents	Percent
15-19	15	4.7
20-24	41	13.0
25-34	51	16.1
35-44	**68**	**21.5**
45-54	47	14.9
55-64	45	14.2
65 and up	35	11.1
No response	14	4.4
Total	316	100.0

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

As depicted in Table 3-3, respondents most frequently reported a household income of $20,000-$34,999 per year (68). The next most common income ranges were $50,000-$74,999 (59 responses) and $10,000-$19,000 (42 responses). The median household income of respondents lay in the $35,000-49,999 per year range, similar to the median of $41,000 identified by the 2000 Census. The nearly 39 percent of respondents indicating a household income over $50,000 was slightly higher than the 37 percent of households with an income over $50,000 as identified by the U.S. Census in 2000.

Table 3-3. Survey Respondents by Household Income Range Indicated (bold indicates highest figures)

	Respondents	Percent
Less than $10,000	19	6.0
$10,000 - $19,000	42	13.3
$20,000 - $34,999	**66**	**20.9**
$35,000 - $49,999	28	8.9
$50,000 - $74,999	59	18.7
$75,000 - $100,000	27	8.5
$100,000 and up	37	11.7
No Response	38	12.0
Total	316	100.0

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

The survey also asked respondents to indicate where they live relative to the Georgetown area. Three hundred seven people responded to this question, with 33 percent of them indicating that they lived in the area and just less than 75 percent of respondents indicating that they either lived in the Georgetown area or less than 15 minutes from the area. About one-quarter of respondents indicated that they lived more than 15 minutes away from the Georgetown area. Survey participants were also asked to identify whether or not they worked in the Georgetown area. Two hundred fifty-four participants responded to this question, with 134 indicating they worked in the Georgetown area and 120 indicating that they did not.

3-2. Shopping and Dining Tendencies

The customer-intercept survey included several questions aimed at collecting information about the shopping and dining habits of consumers in the Georgetown area. This section reviews the results of these questions in the areas of shopping times for grocery and non-grocery items, frequency of dining out, and frequency of shopping by location and type.

Shopping Times for Grocery and Non-Grocery Items

As indicated in Table 3-4 and Table 3-5, shopping times for both non-grocery and grocery items were concentrated in the hours after 5 p.m. every day. In the case of grocery items respondents were about two to three times more likely to shop after 5 p.m. than they were to shop during one of the time periods before 5 p.m.. The most common times identified for grocery shopping were Friday, Monday, and Saturday after 5 p.m..

Table 3-4. Shopping Times Indicated for Grocery Items (bold indicates highest figures)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Before 11 a.m.	35	23	22	24	27	54	40
11a. m.- 2 p.m.	27	23	22	24	24	42	32
2 p.m.- 5 p.m.	21	22	24	25	31	50	45
After 5 p.m.	**75**	**63**	**67**	**64**	**82**	**70**	**64**

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

Table 3-5 indicates that shopping for non-grocery items is also most common after 5 p.m., with the most popular days identified for non-grocery shopping being Friday, Monday, and Wednesday, respectively. Respondents indicated that it was more common for them to shop for non-grocery items over lunchtime hours (11 a.m-2 p.m.) than it was for them to shop for grocery items at that time. This might be due to the tendency for grocery-shopping trips to take longer than non-grocery trips do.

Table 3-5. Shopping Times Indicated for Non-Grocery Items (bold indicates highest figures)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Before 11 a.m.	42	29	30	24	35	55	33
11 a.m.- 2 p.m.	51	48	51	40	43	63	43
2 p.m.- 5 p.m.	30	29	26	31	36	49	44
After 5 p.m.	**90**	**85**	**89**	**87**	**109**	**83**	**75**

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

Dining Out Frequency

As shown in Table 3-6, the most common frequencies identified for dining out were “once every few months” for breakfast (19 percent of respondents) and “2-4 times a week” for lunch (30 percent of respondents) and dinner (33 percent of respondents). Breakfast was the least common meal for dining out, with approximately one-third of respondents indicating that they either “never” ate out for breakfast or only did so “once every few months.”

Table 3-6. Frequency of Dining Out By Meal Type (bold indicates highest figures)

	Breakfast		Lunch		Dinner	
	#	%	#	%	#	%
5 times or more a week	23	7.3	46	14.6	24	7.6
2-4 times a week	44	13.9	**95**	**30.1**	**103**	**32.6**
Once a week	51	16.1	59	18.7	77	24.4
Once a month	40	12.7	32	10.1	40	12.7
Once every few months	**60**	**19.0**	27	8.5	30	9.5
Never	43	13.6	18	5.7	11	3.5
Multiple Responses	0	0.0	2	0.6	1	0.3
No Response	55	17.4	37	11.7	30	9.5
Total	316	100.0	316	100.0	316	100.0

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

The most frequent responses in terms of dining out based on meal cost were eating out “2-4 times a week” at a cost of “$5 to $9.99 per person,” eating out “once a week” at “$5 to $9.99 per person,” eating out “once a week” at “$10 to $14.99 per person,” eating out “2-4 times a week” at “$4.99 or less per person,” and eating out “once every few months” at “$15 or more per person.” Table 3-7 lists the number and percent of responses in each category of meal cost and frequency.

Table 3-7. Frequency of Dining Out By Meal Cost (bold indicates highest figures)

	$4.99 or less per person		$5 to $9.99 per person		$10 to $14.99 per person		$15 or more per person	
	#	%	#	%	#	%	#	%
5 times or more a week	20	6.3	21	6.6	11	3.5	9	2.8
2-4 times a week	**51**	**16.1**	**75**	**23.7**	33	10.4	24	7.6
Once a week	34	10.8	57	18.0	**55**	**17.4**	34	10.8
Once a month	25	7.9	36	11.4	52	16.5	35	11.1
Once every few months	19	6.0	22	7.0	29	9.2	**45**	**14.2**
Never	22	7.0	10	3.2	16	5.1	29	9.2
Multiple Responses	0	0.0	0	0.0	2	0.6	2	0.6
No Response	145	45.9	95	30.1	118	37.3	138	43.7
Total	316	100.0	316	100.0	316	100.0	316	100.0

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

Frequency of Shopping by Location and Type

According to survey respondents, the most common locations to shop in the Georgetown area were Wal-Mart Plaza and Georgetown Plaza. Wal-Mart Plaza was identified as the most-frequented shopping location, with 223 respondents indicating that they shopped there at least once a week. The next most-frequented locations were Georgetown Plaza, U.S. Rt. 113 Corridor, and Downtown Georgetown, with 176, 107, and 101 respondents, respectively, indicating that they shopped at these locations at least once a week. North Race Street and the Rt. 9 Corridor were identified by respondents as the least-frequented shopping locations. Eighty respondents said they shopped at the Rt. 9 Corridor at least once a week, and 46 respondents indicated the same for North Race Street. Table 3-8 lists the number of responses falling in each category of shopping frequency and location.

Table 3-8. Frequency of Shopping in the Georgetown Area by Location (bold indicates highest figures)

Location	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
Downtown Georgetown	18	37	46	**52**	53	70
Georgetown Plaza	24	79	73	**52**	32	20
Wal-Mart Plaza	**31**	**106**	**86**	42	17	7
U.S. Rt. 113 Corridor	15	37	55	51	39	64
Rt. 9 Corridor	14	18	48	41	**48**	89
North Race Street	9	19	18	27	44	**144**

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

Table 3-9 lists the number of respondents who indicated that they come to the Georgetown area with a particular frequency to spend money on certain items or categories of items. Respondents indicated that they spend money most frequently on “personal care” and “financial services,” with 107 and 85 respondents, respectively, indicating that they spent money on these items at least once a week. Items such as "health care" and "reading" were identified as purchases that occur less frequently with "once a month" or "once every few months" being common responses for these categories. Durable goods, such as furniture or vehicles, were most commonly purchased "once every few years." Only two categories, "health care" and "personal care," received fewer than 100 responses indicating that the respondent never shops in the Georgetown area for these items. This suggests that perhaps a large portion of potential customers shop out of the area for particular items.

Table 3-9. Frequency of Shopping in the Georgetown Area by Item or Category (bold indicates highest figures)

Item or Category	5 times or more a week	2-4 times a week	Once a week	Once a Month	Once every few months	Once every few years	Never
Furniture	0	0	4	5	13	79	**169**
Alcohol	8	12	17	28	32	14	162
Vehicles	7	4	24	14	10	**89**	125
Healthcare	2	7	24	**63**	**68**	12	95
Entertainment	6	6	25	40	50	17	119
Personal Care	17	**28**	**62**	61	33	6	72
Reading	14	12	24	42	44	19	110
Financial Services	**19**	16	50	27	22	16	119

Source: Greater Georgetown Area Customer Intercept Survey, May 2007.

3-3. Demand for New and Expanded Commercial Offerings

When questioned about the types of businesses respondents would like to see come to the Georgetown area, the most common requests were for a movie theatre, grocery store, and a clothing and shoe store, as listed in Table 3-10. A "Wawa Market" was the most common write-in request for a new store. As shown in Table 3-11, a seafood restaurant and a steakhouse were the most requested restaurants, and "Wawa" was also the most common write-in request for a new restaurant.

Table 3-10. Demand for New Stores

Rank	Store Type	Number of Responses
1	Movie Theatre	138
2	Grocery	126
3	Clothing and Shoe	126
4	Books and Music	77
5	Hardware	63
6	Fitness Centers	61
7	Beauty and Bath	52
8	Salons	51
9	Gas Stations	48
10	Lawn and Garden	46
11	Houseware	36
12	Auto Parts and Repair	36
13	Electronics	35
14	Dry Cleaners	28
15	Video Rental	28
16	Toy and Game	26
17	Banks	20
18	Card and Gift	6

Table 3-11. Demand for New Restaurants

Rank	Restaurant Type	Number of Responses
1	Steakhouse	160
2	Seafood	148
3	American	92
4	Italian	80
5	Bar & Grill	70
6	Café/Diner	58
7	Deli/Sandwich	53
8	Coffeehouse	47
9	Mexican	44
10	Pizza	36
11	Fastfood	28
12	Asian	27

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

3-4. Factors Influencing Shopping

Respondents were also asked to rank the importance of a series of factors in influencing where they decide to shop. The ranking scale included "extremely important," "somewhat important," "no opinion either way," "somewhat unimportant," and "not important at all." Table 3-12 lists the number of respondents rating a variety of factors as "extremely important," and Table 3-13 lists the number of respondents rating these factors as "not important at all" or "somewhat unimportant." The factors "cleanliness," "safety and security," "lighting," and "store variety were most commonly rated as "extremely important." Factors like "close to work," "parking availability," and "nearby places to eat" received the most responses for "not important at all" or "somewhat unimportant."

Table 3-12. Shopping Factors Rated "Extremely Important"

Rank of "**Extremely Important**" Responses	Factor	Number of Responses
1	Cleanliness	186
2	Safety and Security	171
3	Lighting	142
4	Store Variety	141
5	Traffic Congestion	140
6	Store Hours	124
7	Parking Availability	123
8	Close to Home	100
9	Nearby Places to Eat	88
10	Close to Work	81

Table 3-13. Shopping Factors Rated "Not Important at All" or "Somewhat Unimportant"

Rank of "**Not Important at All" or "Somewhat Unimportant**" Responses	Factor	Number of Responses
1	Close to Work	46
2	Parking Availability	44
3	Nearby Places to Eat	37
4	Close to Home	29
5	Store Variety	24
6	Traffic Congestion	21
7	Store Hours	19
8	Safety and Security	17
9	Lighting	17
10	Cleanliness	15

Source: Greater Georgetown Area Customer-Intercept Survey, May 2007.

Chapter 4. Business Inventory and Sales Analysis

This chapter examines the inventory of businesses in the Greater Georgetown area with a particular focus on the retail trade and food-services sectors. This inventory is used as the basis for a sales analysis that estimates existing sales in the retail and food-service sectors and compares that estimate to the calculation of potential sales in the Greater Georgetown trade area. Section 4-1 presents the business inventory in the 19947 zip code area, and section 4-2 presents the sales analysis findings. Appendix C provides a detailed overview of the methodologies used to conduct the business inventory and sales analysis.

4-1. Business Inventory

The U.S. Census Bureau conducts an Economic Census every five years in order to profile American businesses. 2002 is the most recent year for which Economic Census data are available for the 19947 zip code. Table 4-1 lists the number of establishments within the zip code by sector and revenue, as reported by the 2002 Economic Census. According to this dataset, the Healthcare and Social Assistance[6], Retail Trade[7], and Professional, Scientific, and Technical Services[8] sectors accounted for the largest number of business establishments in the 19947 zip code.

Table 4-1. Number of Establishments by Sector and Revenue in 19947 Zip Code Area, 2002

Sector	All establishments	Establishments with revenue of $250,000 to $499,999	Establishments with revenue of $500,000 to $999,999	Establishments with revenue of $1,000,000 or more
Retail Trade	66	1	5	14
Professional, Scientific, and Technical Services	42	5	6	7
Administrative and Support and Waste Mgmt. and Remediation Svcs.	14	12	0	4
Educational Services	1	0	0	0
Healthcare and Social Assistance	69	58	4	18
Arts, Entertainment, and Recreation	2	2	0	1
Accommodation and Food Services	19	16	1	1
Other Services (Except Public Administration)	28	26	5	7

Source: U.S. Census Bureau, 2002 Economic Census, Statistics for 19947 zip code.

[6] The U.S. Census Bureau defines the healthcare and social assistance sector as follows: "establishments providing health care and social assistance for individuals. The sector includes both health care and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities. The industries in this sector are arranged on a continuum starting with those establishments providing medical care exclusively, continuing with those providing health care and social assistance, and finally finishing with those providing only social assistance. The services provided by establishments in this sector are delivered by trained professionals. All industries in the sector share this commonality of process, namely, labor inputs of health practitioners or social workers with the requisite expertise." <www.census.gov/epcd/naics02/def/NDEF62.HTM#N62>

[7] The U.S. Census Bureau defines the retail trade sector as follows: "establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise." <www.census.gov/epcd/naics02/def/NDEF44.HTM#N44-45>

[8] The U.S. Census Bureau defines the professional, scientific, and technical services sectors as follows: "establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. The establishments in this sector specialize according to expertise and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and interpretation services; veterinary services; and other professional, scientific, and technical services." <www.census.gov/epcd/naics02/def/NDEF54.HTM#N54>

Simply knowing the number and composition of businesses in an area is of limited utility if a comparison with other areas is not provided. "The location quotient is a technique used to identify the concentration of an industrial sector in a local economy relative to a larger reference economy.[9]" It is calculated by dividing the proportion of employment in a given sector of the local economy by the proportion of employment in that same sector of the reference economy. Location quotients greater than one indicate that a given sector is more concentrated in the local economy than it is in the reference economy, while location quotients less than one indicate that a sector is locally underrepresented relative to the reference economy[10]. Table 4-2 lists location quotients calculated using the 19947 zip code as the local economy and the state of Delaware as the reference economy.

Table 4-2. Location Quotient Analysis for 19947 Zip Code Area (Quotients over 1 appear in BOLD)

Employment Sector	Estimated Portion of Employment in 19947 Zip Code*	Location Quotient	Estimated Portion of Employment in Delaware*
Forestry, fishing, hunting, and agriculture	0.4%	**7.65**	0.1%
Mining	0.2%	**3.96**	0.1%
Construction	10.6%	**1.51**	7.0%
Manufacturing	22.3%	**2.57**	8.7%
Wholesale trade	0.5%	0.14	3.8%
Retail trade	13.6%	0.89	15.3%
Transportation and warehousing	15.5%	**4.42**	3.5%
Information	1.1%	0.49	2.3%
Finance and insurance	3.0%	0.30	9.8%
Real estate and rental and leasing	0.8%	0.39	2.1%
Professional, scientific, and technical services	5.9%	0.82	7.1%
Management of companies and enterprises	1.0%	0.26	3.8%
Admin, support, waste mgmt., remediation services	2.2%	0.33	6.8%
Educational services	0.6%	0.34	1.8%
Healthcare and social assistance	14.8%	**1.26**	11.7%
Arts, entertainment, and recreation	0.6%	0.33	1.7%
Accommodation and food services	4.4%	0.51	8.8%
Other services (except public administration	2.4%	0.48	4.9%
Unclassified establishments	0.1%	**1.26**	0.1%

Source: U.S. Census Bureau, 2005 zip code and county business patterns data for 19947 zip code and the state of Delaware. *Note: Since exact employment figures by sector are not disclosed at the 19947 zip code level, employment by sector had to be estimated using best available data. Employment figures by sector for Delaware and the 19947 zip code were estimated by multiplying the number of establishments employing a given range of employees (e.g., 10-19, 20-49, etc.) by the mean of that range (i.e., ten establishments in the 10-19 range would result in an employment estimate of 10 * [10+19]/2 = 145).

Employment sectors in the 19947 zip code with significant levels of employment and location quotients greater than 1 include transportation and warehousing, manufacturing, construction, and healthcare and social assistance. The concentration of 19947 zip code employment in the

[9] *Planning Local Economic Development: Theory and Practice*, Edward J. Blakely and Ted K. Bradshaw, Sage Publications, 3rd edition, 2002, pg. 122.
[10] Ibid.

transportation and warehousing sector is more than four times that found across Delaware, while the local concentration of manufacturing employment is just over 2.5 times that found statewide. Notable sectors with a location quotient less than 1 include accommodation and food services, finance and insurance, and arts, entertainment, and recreation. The fact that local employment in the accommodation and food-services sector only accounts for about half the proportion of employment accounted for statewide is somewhat surprising. Georgetown is located on a major regional highway (U.S. Rt. 113), is close to significant beach resorts, and attracts visitors doing business in the Town of Georgetown, yet there are only a few hotels present within the zip code. The location quotients for the professional, scientific, and technical services and retail trade sectors are reasonably close to one, indicating that the proportion of local employment in these sectors is about on par with employment in these sectors statewide.

Retail Trade and Food Services Business Inventory

Table 4-3 lists the results of a business inventory and sales analysis conducted for this report—estimated square footage, sales, and number of establishments by business type in the 19947 zip code. The *ReferenceUSA Business Database* (*www.referenceusa.com*) was accessed to obtain a baseline inventory of businesses in the zip code. IPA staff conducted on-site inventories of businesses and deleted and added businesses to this list as necessary. Existing sales were generally calculated by estimating the square footage of businesses and using figures from the Urban Land Institute's reference book, *Dollars & Cents of Shopping Centers / The SCORE 2006,* on average sales per square foot to estimate sales per business. The business inventory and sales analysis methodologies are detailed in Appendix C.

Table 4-3. Retail and Food Services Business Inventory for the 19947 Zip Code Area

Business Type	Estimated Square Footage	Estimated Sales	Estimated Number of Establishments
Motor Vehicle and Parts Dealers	467,500	$118,490,188	26
Furniture and Home Furnishings Stores	34,000	$5,840,656	5
Electronics and Appliances	15,015	$3,169,860	7
Building Materials and Garden Equipment and Supplies	119,800	$34,042,171	7
Food and Beverage	84,976	$26,306,755	8
Food Service and Drinking Places	87,380	$23,849,914	35
Health and Personal Care Stores	47,850	$17,886,152	5
Gasoline Stations	14,000	$22,966,038	7
Clothing and Clothing Accessories Stores	28,560	$6,351,767	11
Sporting Goods, Hobby, and Musical Instrument Stores	9,500	$1,791,339	4
General Merchandise	74,024	$30,112,981	6
Miscellaneous Retailers	49,450	$12,123,482	18
Totals	**1,032,055**	**$302,931,308**	**139**

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

Motor vehicle and parts dealers accounted for the most estimated sales ($118,490,188) of any of the sectors examined, accounting for nearly 40 percent of total estimated sales. Appendix D contains a detailed sales-estimate table, which reveals that the significant majority of sales in this sector are attributable to automobile dealers, particularly new car dealers. Consistent with the high location quotient for the construction sector, building materials and garden equipment and supplies accounted for the next highest sales estimate ($34,042,171).

Sales for the general-merchandise sector were estimated at $30,112,981 with the Wal-Mart Supercenter accounting for approximately 88 percent of these sales. In terms of sales, the Wal-Mart Supercenter is the largest single establishment in the 19947 zip code. In order to paint a more accurate picture of existing sales in a variety of sectors, the pharmacy, grocery, and garden center portions of the Wal-Mart were treated as separate stores for the purposes of this analysis. The combined estimated sales of the general merchandise, pharmacy, grocery, and garden center components of the Wal-Mart Supercenter was approximately $43.6 million or about 15 percent of total estimated sales for the area.

Food and beverage sales, particularly from grocery stores, accounted for estimated sales of approximately $26 million, while food service sales (restaurants, bars, coffee shops, etc.) accounted for nearly $24 million in estimated sales. Gasoline stations were another business type with high estimated sales ($22,966,038) in the Georgetown area.

Retail and food services establishments and sales are certainly not evenly distributed across the 19947 zip code. *Map 3. Retail and Accommodation and Food Service Businesses in Georgetown* and *Map 4. Retail and Accommodation and Food Service Businesses in 19947 Zip Code*, both in Appendix E, display the location of retail and accommodation and food-service businesses across the zip code. These businesses are most densely clustered within incorporated Georgetown, and particular areas of business density are present in downtown Georgetown and along U.S. Rt. 113 in Georgetown. *Map 5. Estimated Retail Sales by Census Block Group in 19947 Zip Code* and *Map 6. Estimated Food Service Sales by Census Block Group in 19947 Zip Code*, both in Appendix E, depict the estimated amount of retail and food-service sales that are centered within census block groups in the 19947 zip code. Demonstrative of the relatively high business density in these areas, high values for estimated retail sales tend to be located along U.S. Rt. 113 and in downtown Georgetown, and values for food service sales are distributed in a roughly similar fashion.

Vacancy in Shopping Centers

Commercial vacancies are a normal occurrence as businesses close or relocate or store remodeling occurs. However, prolonged periods of high-vacancy rates can point to structural problems with a particular shopping center or district that are discouraging commercial occupancy. In November 2007, IPA staff conducted an on-site survey of commercial vacancy status in several Georgetown shopping areas in order to provide baseline data about commercial vacancies. The results of this survey appear in Table 4-4.

Table 4-4. Observed Vacancy Status of Select Shopping Centers or Districts in the Greater Georgetown Area

Shopping Center or District	Storefronts	Operating Businesses	Vacant Storefronts	Vacancy Rate
North Race Street	18	17	1	6%
Georgetown Plaza Shopping Center	25	23	2	8%
College Park Shopping Center	12	12	0	0%
East Market Street Center	5	4	1	20%
Sterling Square Center	10	10	0	0%
Downtown Georgetown	42	32	10	24%
Total	**112**	**98**	**14**	**12%**

Source: On-site survey of vacancy status, Institute for Public Administration, November 2007.

Recognizing that this survey presents only a snapshot of the vacancy conditions across Georgetown, vacancy rates did tend to be quite low for most shopping districts. A higher vacancy rate (nearly 25 percent) was observed in the downtown Georgetown area, although these vacancies didn't create the feel of a "ghost-town," since this district had the most operating businesses of any of the districts examined and a large number of nonprofit and government uses populate this area.

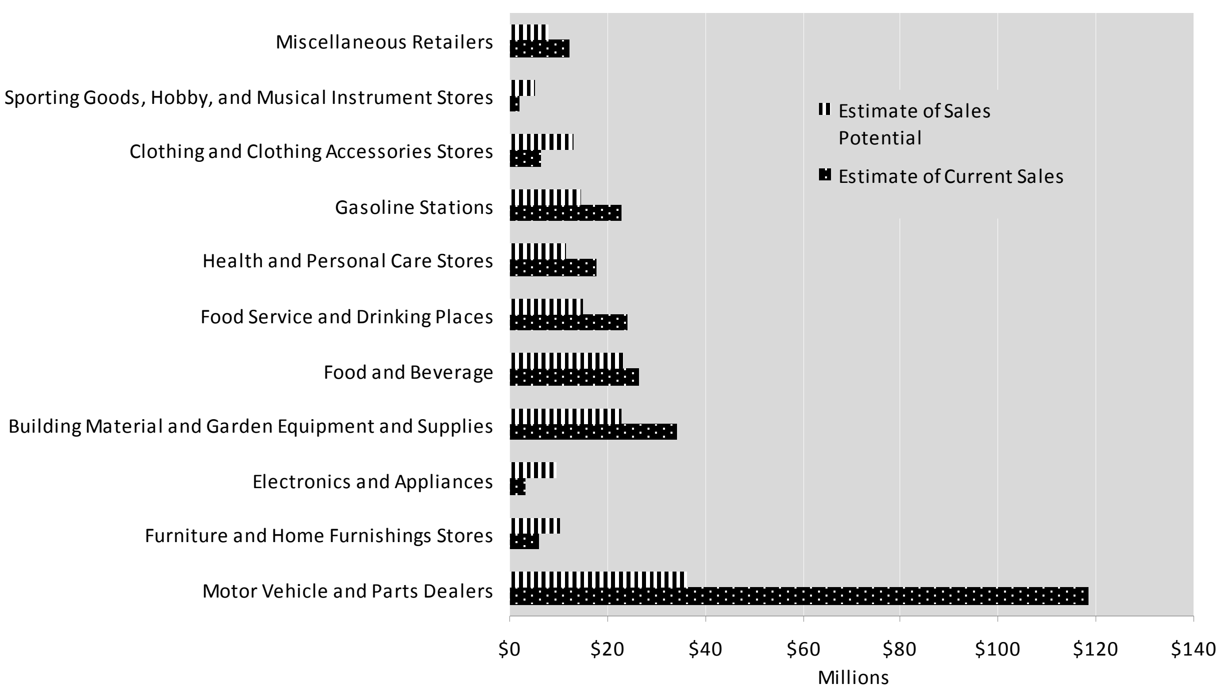
4-2. Sales Analysis

The sales analysis builds from the inventory of businesses in the Georgetown area, offering a comparison of existing sales to potential sales. Potential sales were estimated by using the Environmental Systems Research Institute's (ESRI) software package *ArcGIS Business Analyst*. The software generally used the spending power of the residents in the Greater Georgetown trade area (as defined in Chapter 2) to calculate the sales that could be expected if these residents made all their purchases within the trade area. Detailed methodologies for the business inventory and retail sales analysis appear in Appendix C.

The output of the retail sales analysis is a sales-gap figure for each retail and food-service category within the Greater Georgetown area. A positive sales gap, defined as sales surplus, indicates that a particular sector is performing better in terms of sales than would be expected given the characteristics of the trade area and implies that consumers outside the trade area tend to purchase goods in these sectors. A negative sales gap, defined as sales leakage, indicates that a sector is selling less than would be expected and implies that trade-area residents tend to make purchases outside the area for goods in these sectors and residents outside the trade area do not generally come to the area to purchase these goods.

Figure 4-1 presents an overview of the findings of the Georgetown area sales analysis. Significant sales gaps exist for many categories of goods and services. Sales surpluses are present for the categories of "Motor Vehicle and Parts Dealers," "Building Material and Garden Equipment and Supplies," "Food and Beverage," "Food Service and Drinking Places," "Health and Personal Care Stores," "Gasoline Stations," and "Miscellaneous Retailers." Sales leakage is evident for the categories of "Sporting Goods, Hobby, and Musical Instrument Stores," "Clothing and Clothing Accessories Stores," "Electronics and Appliances," and "Furniture and Home Furnishings Stores." The remainder of this section provides a brief overview of the sales analysis findings for each of the eleven retail and food service categories examined in the Georgetown area.

Figure 4-1. Estimated Existing and Potential Sales in Georgetown Area



Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

Motor Vehicle and Parts Dealers

Table 4-5. Motor Vehicles and Parts Dealers[11] Sales Analysis

Estimated Square Footage	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
467,500	$118,490,188	$36,304,787	$82,185,402

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

As shown in Table 4-5, a sales surplus of just over $80 million was estimated for "Motor Vehicles and Parts Dealers" in the Georgetown area. This is the largest sales gap estimated for any of the categories examined and suggests that the Georgetown area is a significant regional destination for automobile shopping. Georgetown's location along U.S. Rt. 113 certainly makes

[11] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Motor Vehicles and Parts Dealers" sector as follows: "Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales-support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific industries have been included in this subsector to identify the type of vehicle being retailed. Sales of capital or durable nonconsumer goods, such as medium- and heavy-duty trucks, are always included in wholesale trade. These goods are virtually never sold through retail methods."

the area easily accessible to the region. In Georgetown this category of businesses includes approximately three new car dealers, 11 used car dealers, six dealers of other motor vehicles (e.g., RVs or motorcycles), and six automotive parts, accessories, and tire stores. Many of these businesses (particularly the larger ones) are located along the U.S. Rt. 113 corridor, further suggesting that these establishments are targeting a regional market.

Furniture and Home Furnishings Stores

Table 4-6. Furniture and Home Furnishings[12] Sales Analysis

Estimated Square Footage	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
34,000	$5,840,656	$10,174,992	$(4,334,336)

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

Table 4-6 indicates that sales leakage of approximately $4.3 million is estimated for the "Furniture and Home Furnishings" retail sector within the Georgetown area. This suggests that residents of the trade area tend not to shop for these items within the Georgetown area. Only a few (five) establishments were identified for the Georgetown area within this category and they were located either along U.S. Rt. 113 or Route 9. It should be noted that only establishments primarily selling furniture or home furnishings were considered in this analysis, so the sales of Wal-Mart and other general merchandise stores in this category were not incorporated. While such sales may not be a large proportion of Wal-Mart's or other stores' sales, the contributions of these stores' furniture sales would likely bring current and potential sales into closer alignment.

Electronics and Appliances

Table 4-7. Electronics and Appliances[13] Sales Analysis

Estimated Square Footage	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
15,015	$3,169,860	$9,369,600	$(6,199,740)

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

Table 4-7 shows sales leakage for the "Electronics and Appliances" retail sector in the Georgetown area of approximately $6.2 million. There were approximately seven establishments in this category in the Georgetown area, and these establishments tended to be small-scale (under 2,000 square feet) and included several specialized stores, such as cellular phone service and equipment stores. No larger-scale stores focused on a broad array of consumer electronics, such as a "Circuit City" or a "BestBuy," were found in the business inventory. Again it should be noted that sales of electronics at the Wal-Mart in Georgetown were not considered in this analysis. While considering these sales would narrow the sales gap,

[12] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Furniture and Home Furnishings" sector as follows: "Industries in the Furniture and Home Furnishings Stores subsector retail new furniture and home furnishings from fixed point-of-sale locations. Establishments in this subsector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products."

[13] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Electronics and Appliances" sector as follows: "Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store."

the estimated sales leakage suggests that the addition of a new store in this category would be supportable.

Building Material and Garden Equipment and Supplies

Table 4-8. Building Material and Garden Equipment and Supplies[14] Sales Analysis

Square Footage Estimate	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
119,800	$34,042,172	$22,908,009	$11,134,163

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

A sales surplus of approximately $11.1 million was estimated for the "Building Material and Garden Equipment and Supplies," sector in the Georgetown area, as shown in Table 4-8. While only eight establishments were present in this category, they tended to be large scale. Examples include "84 Lumber" and the garden center within the Wal-Mart. As seems to be the case for automobile sales in Georgetown, consumers seem to be drawn from a larger region to frequent establishments in this sector. Several establishments seem to be targeted at supporting the construction industry, so Georgetown may have become established as a geographic center of this activity in Sussex County.

Food and Beverage

Table 4-9. Food and Beverage[15] Sales Analysis

Square Footage Estimate	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
84,976	$26,306,755	$23,219,286	$3,087,469

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

Table 4-9 indicates that a sales surplus of approximately $3.1 million was estimated for the category of "Food and Beverage Sales." The majority of sales in this category are attributable to supermarkets in the Georgetown area, including Fresh Pride and the Wal-Mart grocery store. Other establishments, such as liquor stores and small markets, also contribute to sales. While this sales analysis estimates an existing surplus, a new Food Lion is planned to locate in Georgetown. This location could be based on factors such as anticipated population growth in the area or the potential to lure customers from competing stores with characteristics such as enhanced store layout and product offerings.

[14] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Building Material and Garden Equipment and Supplies" sector as follows: "Industries in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies from fixed point-of-sale locations. Establishments in this subsector have display equipment designed to handle lumber and related products and garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home and associated grounds."

[15] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Food and Beverage" sector as follows: "Industries in the Food and Beverage Stores subsector usually retail food and beverages merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority."

Food Service and Drinking Places

Table 4-10. Food Service and Drinking Places[16] Sales Analysis

Square Footage Estimate	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
87,380	$23,849,916	$15,100,004	$8,749,911

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

As shown in Table 4-10, a sales surplus of approximately $8.7 million was estimated for the "Food Service and Drinking Places" category in the Georgetown area. Establishments in this category range from chain restaurants, such as Domino's Pizza, Hardee's, and Burger King, to locally originated family restaurants and small Mexican restaurants, coffee shops, and delicatessens. The sales surplus for this category is one of the largest uncovered in this analysis. It is likely that this surplus is due to the heavy reliance of these businesses on patronage from outside the region and area. Many of these establishments are located on U.S. Rt. 113 and therefore benefit from the high volume of regional traffic that passes through town on this highway. Sussex County residents outside the Georgetown area are also likely to visit these establishments when they come to Georgetown to access services such as those available at the Sussex County offices.

Health and Personal Care Stores

Table 4-11. Health and Personal Care Stores[17] Sales Analysis

Square Footage Estimate	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
47,850	$17,886,152	$11,239,051	$6,647,101

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

A surplus of approximately $6.7 million was estimated for the "Health and Personal Care Stores" sector in the Georgetown area, as listed in Table 4-11. Establishments in this sector include Rite Aid, Happy Harry's, the Wal-Mart pharmacy, and several smaller health-related stores. One explanation for this sales surplus could be that these stores are drawing consumers from the more rural regions outside Georgetown's immediate vicinity which may not have ready access to pharmacies. Another explanation could be that these stores are able to capitalize on at least some regional traffic that passes through Georgetown on U.S. Rt. 113.

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[16] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Food Service and Drinking Places" sector as follows: "Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places."

[17] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Health and Personal Care Stores" sector as follows: "Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs."

Gasoline Stations

Table 4-12. Gasoline Stations[18] Sales Analysis

Square Footage Estimate	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
14,000	$22,966,038	$14,736,420	$8,229,618

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

As shown in Table 4-12, a $8.2-million sales surplus was estimated in the Georgetown area for the category of "Gasoline Stations." This is the fourth largest surplus of any sector examined for this analysis, suggesting that consumers from outside the trade area contribute significantly to the revenues of these establishments. Not surprisingly, several of these establishments are located along U.S. Rt. 113 exposing them to a significant flow of regional traffic.

Clothing and Clothing Accessories Stores

Table 4-13. Clothing and Clothing Accessories Stores[19] Sales Analysis

Square Footage Estimate	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
28,560	$6,351,767	$12,975,643	$(6,623,876)

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

Table 4-13 indicates sales leakage for the Georgetown Area of approximately $6.6 million in the category of "Clothing and Clothing Accessories Stores." There were ten stores identified in this category and they included establishments focused on the sale of jewelry, shoes, and clothing. The identified sales leakage implies that residents of the Georgetown trade area are shopping elsewhere for goods in this category. While Wal-Mart's sales are not considered in this analysis, there would likely still be sales leakage even if their sales of clothing was included. One significant factor that may be inhibiting the location of clothing stores in the Georgetown area may be the presence of many nearby factory outlet stores in this product category. If not properly targeted to a particular market segment, new clothing stores in Georgetown might have to contend with the competitive pricing and brand name goods offered at these stores.

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[18] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Gasoline Stations" sector as follows: "Industries in the Gasoline Stations subsector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels."

[19] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Clothing and Clothing Accessories Stores" sector as follows: "Industries in the Clothing and Clothing Accessories Stores subsector retailing new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer."

Sporting Goods, Hobby, and Musical Instrument Stores

Table 4-14. Sporting Goods, Hobby, Book, and Musical Instrument Stores[20] Sales Analysis

Square Footage Estimate	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
9,500	$1,791,340	$5,265,569	$(3,474,229)

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

As shown in Table 4-14, sales leakage of approximately $3.5 million was estimated for the "Sporting Goods, Hobby, Book, and Musical Instruments Stores" category. Only four stores were identified within the Georgetown area as fitting in this category, and they were all oriented to sporting goods supplies. Other stores such as Wal-Mart, Rite Aid, and Happy Harry's may also account for sales in this sector, so the sales gap is likely less than that depicted in Table 4-14.

Miscellaneous Retailers

Table 4-15. Miscellaneous Retailers[21] Sales Analysis

Square Footage Estimate	Estimate of Current Sales	Estimate of Potential Sales	Estimated Sales Gap
49,450	$12,123,482	$7,713,930	$4,409,552

Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.

A sales surplus of approximately $4.4 million was estimated for the "Miscellaneous Retailers" sector, as listed in Table 4-15. Sales in this category include florists, office supplies, stationery, gifts, and pet supplies.

4-3. Business Inventory and Sales Analysis Conclusions

The following conclusions are offered regarding the business inventory and sales analysis for the 19947 zip code:

Georgetown's Access to Transportation Corridors is Key for Businesses

U.S. Rt. 113 runs through the center of Georgetown, bringing visitors to town and carrying regional travelers to their destinations. Based on the business inventory and sales analysis, it seems that Georgetown's businesses have been doing well to capitalize on this traffic. Estimated current sales for gasoline stations and food service and drinking places exceeded the estimated sales potential by a significant margin. This likely means that the Greater Georgetown trade area is making sales in these categories to a significant number of residents of locations outside the trade area who pass through town on U.S. Rt. 113. Sales from motor vehicle and parts dealers

[20] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Sporting Goods, Hobby, and Musical Instrument Stores" sector as follows: "Industries in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Book stores are also included in this subsector."

[21] The U.S. Census Bureau (www.census.gov/epcd/naics02/index.html) defines the "Miscellaneous Retailers" sector as follows: "Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and house furnishings; new appliances and electronic products; new building materials; and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music). Establishments in this subsector include stores with unique characteristics like florists, used merchandise stores, and pet and pet supply stores as well as other store retailers."

accounted for the most sales of any category examined in this analysis and also resulted in the largest reported sales surplus, $82,185,402. Automobile dealerships are often destination-type businesses, meaning that consumers will travel longer-than-average distances in order to make purchases in this category, and Georgetown's location along U.S. Rt. 113 certainly makes regional access fairly easy. These three business sectors tend to capitalize on regional traffic and accounted for an estimated sales surplus of approximately $99 million, certainly pointing to the importance of U.S. Rt. 113 to the Georgetown area's economy. The high proportion of Georgetown area employment in the transportation and warehousing sector, relative to employment in this sector statewide, also points to the local economic importance of transportation networks (see Table 4-2).

Georgetown Could Do Better In Keeping Visitors Longer

While U.S. Rt. 113 brings many travelers through Georgetown and the area is close to nearby beach resorts that attract significant tourist activities, the accommodation sector is not a large one in the Georgetown area in terms of number of establishments or employment. Only two chain hotels were located in the 19947 zip code at the time of the business inventory, and a low location quotient for this sector (0.51) indicates that the proportion of local employment in this sector is low relative to statewide employment. The 19947 zip code does have sites that attract out-of-town visitors to the area. For example "Sports at the Beach" runs baseball tournaments almost every day from March through November with about 70 teams, or 2,500 people, at each tournament. "Sports at the Beach" staff estimate that approximately half of the visitors are from out of state and stay at least three days in the area, with about a third staying a full week. A connection to the nearby beaches is suggested by the name of the business, but, with the number of visitors coming to the area, a closer connection between the visitors to this business and other Georgetown businesses would certainly be beneficial to the Georgetown economy.

The Wal-Mart Supercenter is a Major Retail Presence

According to the sales analysis, the Wal-Mart Supercenter in Georgetown accounts for approximately 15 percent of the total estimated retail and food-service sales for the zip code. While the pharmacy, garden center, and grocery components of the Wal-Mart were accounted for separately, $26 million of Wal-Mart's estimated sales were attributed to the general-merchandise sector. It is difficult to assess the exact nature of the impact of Wal-Mart's general-merchandise sales on the analysis of other retail trade sectors, but clearly Wal-Mart is selling goods in the electronics and appliances and clothing and clothing accessories sectors that would reduce the sales leakage identified for these sectors. Business owners wishing to expand or open retail operations in these categories (and others) would be advised to carefully consider the impact of Wal-Mart on the particular market they are targeting.

Sales Leakages Create Opportunities

The identified sales leakages are worthy of further examination. Leakage was identified for the furniture and home furnishings, electronics and appliances, clothing and clothing accessories, and sporting goods and hobby sectors. While Wal-Mart's presence likely accounts for some sales in these categories that would reduce the leakage, there seems to be local demand for these products that is unmet by current commercial offerings. Coupled with the projected growth of the Georgetown area, this would tend to indicate that there are market opportunities for new businesses in these categories. Potential business operators in these categories would do well to carefully analyze why this demand is currently not being met in Georgetown. For example, competition from nearby outlet stores may be inhibiting the development of clothing stores in Georgetown. Also, the quality of goods offered by these businesses can play a part in whether consumers choose to shop in the Georgetown area or elsewhere. With many high-income households within the trade area, a business in one of these categories could be targeted to this market, or different products (and pricing) could be used to target less-wealthy households in the area.

Chapter 5. Moving Forward

This market analysis is presented as a snapshot of the Georgetown trade area. Expecting the market to remain perfectly preserved in the condition reported would be both foolish and limiting. Changes will occur in the Greater Georgetown trade area—businesses will come and go, the market will cool and heat up, and competition from inside and outside of the area will force businesses to adapt. Having said that, this "snapshot" does well to capture the fundamental elements of the Georgetown trade area—the business mix may change over time, but that is not likely to happen overnight; new residents may bring a different set of shopping demands with them, but the opinions expressed on the customer-intercept survey aren't likely to face extinction in a year or two; and changes in the transportation network may reduce the importance of U.S. Rt. 113, but that is not likely to happen without a heavy dose of warning. Put simply, the "snapshot" presented by this market analysis can serve as a useful base for economic development–planning activities, but it should not be blindly adhered to as an unfailing predictor of the future. This chapter offers advice on the constructive use of the market analysis (in Section 5-1) and provides a series of recommendations aimed at capitalizing on existing and emerging market opportunities in the Greater Georgetown trade area (Section 5-2).

5-1. Using This Report

This report is not an end in itself; it is an initial step aimed at informing ongoing economic development efforts in the Georgetown area. With that in mind, this section offers the following advice on the use of this report for economic development purposes:

General Cautions

Market analyses are more art than science. If hard-and-fast laws of nature applied in the market analysis realm, then there would be no need for business owners to worry about failure, if only they happened to rely on the numbers. Unfortunately this isn't the case; market analyses are conducted at a particular point in time, and certain assumptions are used to conduct them. Both of these factors can make an analysis particularly accurate or inaccurate for a certain application. The following three general cautions are offered regarding the use of this report.

1) *Markets tend to fluctuate*. This project began in January 2007, and during the first quarter of 2007 the percent change of U.S. real GDP from the previous quarter was 0.6[22]. This figure increased to 3.8 for quarter two and 4.6 for quarter 3, then fell to 0.6 for the final quarter of 2007[23]. The findings of this market analysis need to be couched in terms of the immediate local and regional market conditions. For instance, anticipated population growth may not happen as quickly as projected, in the short run, if the housing market is particularly cool or the demand for certain products may change as new goods and services enter the marketplace, thus reducing the demand for seemingly "outdated" products.

[22] "Gross Domestic Product: Percent change from preceding period," Bureau of Economic Analysis, March 27, 2008, <www.bea.gov/national/index.htm#gdp>.
[23] Ibid.

2) *Major business changes should be documented*. The onsite business inventory for this analysis was conducted during the spring of 2007, and changes in the number and type of businesses have most likely occurred since then. Approved but yet-to-be-built commercial establishments were not included in this analysis. The opening of these and other businesses in the area should be tracked, and the sales analysis for the particular retail categories that these businesses fit into should be considered in light of these new arrivals.
3) *Sales analysis figures are generic*. This market analysis examined existing and potential sales for eleven broad retail trade and food-services sectors. Most business target relatively narrow market segments as opposed to broad categories such as food-service and drinking places, building material and garden equipment and supplies, and health and personal-care stores. While Appendix D provides estimated square footage and sales for more specialized retail and food-services sectors, potential sales were not estimated at a corresponding scale. Therefore, identified sales leakage in a particular broad retail-trade sector should not be taken to mean that sales leakage necessarily exists for a more detailed segment within that sector. For instance, if sales leakage were identified for food-service and drinking places, it doesn't necessarily follow that there is market demand for a new bar in town. Properly applying the market analysis to a particular, narrowly focused business segment requires carefully examining the competition that exists within that segment, a task for which Appendix D can be quite helpful as a starting place.

Business-Recruitment Applications

One of the most fundamental uses of market-analysis findings is to target particular businesses for recruitment to the area. Reasons for targeting particular businesses or types of businesses for recruitment might include 1) they are currently underrepresented in the area (in terms of sales or number of establishments), 2) the demographic and economic characteristics of the trade area suggest that such a business is a "good fit," or 3) the sales-analysis figures coupled with projected population growth suggest that there is emerging market opportunity in this market segment. Business recruitment activities can run the gamut from passive to active recruitment. Passive approaches would include simply responding to business queries by providing a copy of this report or posting this report on a publicly accessible website. More active approaches would involve shopping the Greater Georgetown trade area to particular businesses based on the findings of this market analysis. This shopping activity should be supplemented with research about the particular space and demographic/sales needs of a particular business that is matched up to available locations and notable demographic characteristics in the Georgetown area.

Business-Planning Applications

This market analysis may also be used by individual business owners to assess the feasibility of a planned expansion or new business venture within a particular sector in the Greater Georgetown trade area. The cautions regarding market fluctuations, changes in the business inventory, and the generic nature of sales analysis figures should be accounted for when the market analysis is used for this purpose. Business owners would certainly be ill-advised to use this market analysis as the only source of data upon which to base business expansion decisions.

Local and Regional Land-Use Planning Applications

The business community is certainly impacted by land-use planning decisions. Municipal and county comprehensive plans set the parameters for growth—identifying those areas where land uses, such as commercial, office, industrial, and residential, will be targeted. Zoning and subdivision ordinances further specify aspects of development related to permitted use and site layout. This market analysis can inform land-use planning activities by raising awareness of those commercial activities that may be feasible for the area, allowing for land to be appropriately targeted and regulated to enable desired development.

Data-Monitoring Applications

This market analysis involved the collection of a large amount of data about the Greater Georgetown trade area. Key data components include the inventory of businesses by type within the trade area, vacancy status within select shopping districts, customer-intercept survey responses, and demographic and economic characteristics of trade-area residents. Some mechanism to periodically collect and update one or more of these pieces of data would allow for the monitoring of market conditions over time and the regular supplementing of this analysis with data reflective of contemporary market conditions.

5-2. Capitalizing on Existing and Emerging Market Opportunities

The following recommendations are offered with the aim of maintaining the Greater Georgetown trade area's existing market advantages while capitalizing on new opportunities.

Develop a Market-Guided Plan for Regional Economic Development

The chief recommendation of this report is that Georgetown area economic-development stakeholders, including at least the Greater Georgetown Chamber of Commerce and the Town of Georgetown, should partner to develop a "Greater Georgetown Area Economic-Development Plan." This plan should begin with a strategic vision that identifies the overarching goals for economic development in the Georgetown area. Strategies for economic development should follow logically from this vision and the assessment of their feasibility can be partially informed by the analyses contained within this report. A key component of this plan should be how economic-development activities will interface with county and town land-use planning activities. The determination of particular strategies will be key and likely time-consuming tasks of any economic development-planning activity. The remainder of this section contains recommendations, based primarily on the findings of this report, that are provided as suggestions of the topics and approaches that might be included in a "Greater Georgetown Area Economic-Development Plan."

Target Noteworthy Sales Gaps for Recruitment Efforts

Sales leakage was identified for the retail categories of clothing and clothing accessories, sporting goods, hobby, book, and musical-instrument stores, electronics and appliances, and furniture and home furnishings. For these categories, even if a more careful accounting of Wal-Mart's sales brought these sales gaps closer into line, it is likely that there will be opportunities for the development of establishments in these sectors in the near-term. Recruitment efforts for the sectors with sales leakage should be carefully targeted to attract stores befitting of the economic and demographic characteristics of the trade area while making sure to account for competition inside or outside of the Georgetown area that may not have been explicitly accounted for in this analysis. For instance, the impact of the nearby factory-outlet stores should be carefully considered by anyone considering the opening of a clothing store in the Georgetown area.

Recruitment efforts shouldn't just focus on those categories with sales leakage—for those categories with relatively small sales surpluses, area growth may soon create demand for new establishments, and for those categories with relatively large surpluses (such as gasoline stations, automobile dealers), the competitive advantage Georgetown possesses in these sectors, coupled with growth, might still create demands in the short run. If the Greater Georgetown trade area's population grows at the rate anticipated for the primary trade area (see Table 2-3), it would increase by about ten percent by 2015 and nearly 40 percent by 2030. Even if sales do not increase in lockstep with this population increase, Georgetown area businesses can still reasonably expect some increase in total sales in the market, if the rough trend of population projections hold true.

Track Relevant Market Data

Data on the Georgetown trade area should be systematically tracked in order to monitor the relative health of the local market and keep this market analysis fresh by informing it with data on current, local business conditions. Data that should be considered for tracking might include approved commercial and residential development, vacancies in select shopping districts, customer opinions, and the inventory of businesses.

Preserve and Enhance Critical Infrastructure and Services

The reliable provision of infrastructure and public services is critical to the health of a local economy. The following suggestions are made regarding infrastructure and services in the Georgetown area.

1) *Transportation is Key*. The market importance of U.S. Rt. 113 and the flow of regional traffic through Georgetown has been stressed throughout this report. The chamber and town should remain vigilant in working with the Delaware Department of Transportation to enhance the capacity and access that regional transportation assets provide to the Georgetown area.
2) *Healthcare needs will increase*. The elderly population continues to account for a larger percent of the population, both nationally and locally. With this demographic shift will come an increased demand for healthcare services. While employment in the healthcare sector in the 19947 zip code already outpaces employment in that sector statewide (see Table 4-2), its likely that demand for employment and services in this sector will continue to increase in Georgetown, particularly when considering Sussex County's attractiveness as a retirement location. Groups looking to locate healthcare facilities should be actively courted to locate in the Georgetown area, in order to continue to enhance the local business environment and quality of life.

3) *Public safety and infrastructure must be provided for*. Services that protect the property of business owners, namely police and fire services, must be adequately provided for if a business community is going to thrive. Attention should be paid to ensuring that commercial and residential growth does not outstrip the ability of fire and police organizations to provide services and that these organizations have adequate sources of funding to secure these critical services in the future for businesses and residents alike. Similarly, adequate infrastructure, such as drinking water and wastewater, must also be ensured through proper planning and appropriate financing measures.

Connect Economic Development with Comprehensive Plans

Economic development should be explicitly incorporated into the comprehensive planning process in at least two key ways. First, land should be banked for the most appropriate commercial uses. That is, those areas most appropriate for commercial development should be preserved for such use by identifying their use as commercial during the planning process and creating regulations that enforce this designation. Particular areas where land should be banked for commercial uses include the U.S. Rt. 113 corridor and downtown Georgetown to maintain the viability of this commercial district. Second, infrastructure to adequately support anticipated residential and commercial growth should be accounted for in the planning process.

Focus on Downtown Business–Development Approaches

The development and redevelopment of historic downtowns can be a challenging proposition. In most cases the commercial tenants that originally occupied downtown Georgetown had very different space and facility needs than today's tenants do. Transportation demands were also much different when many downtowns were first settled, creating at least the perception that parking is difficult in these areas. While only one vacancy survey was conducted for this analysis, it did suggest that there is at least some difficulty in keeping downtown buildings occupied. The following three recommendations are offered in order to improve the prospects of downtown business development in Georgetown:

1) *Develop and host a downtown commercial space inventory*. The perception is that existing downtown commercial spaces are often not well suited for the space needs of new commercial tenants. In some cases this may be true, but in many cases this may be more the perception than reality. An inventory of commercial spaces in downtown Georgetown should be created and made readily accessible to prospective business owners in order to clearly demonstrate the availability and layout of leasable area downtown.
2) *Develop and host a downtown-parking* inventory. The perception is also that downtown areas do not adequately provide for parking for business and customer needs. While there is generally not as much parking available as there is in more highway-oriented locations, an effort should be made to inventory and publicize the parking that is available to both prospective business owners and customers.
3) *Employ "Main Street" approaches*. The National Trust for Historic Preservation's "Main Street" approach (*www.mainstreet.org*) focuses downtown-revitalization efforts on the concepts of organization, promotion, design, and economic restructuring. While formal designation as a main street community is not absolutely necessary, the

approaches suggested for downtown business development are worthy of investigation. Delaware's Main Street program is also a good source of information on these approaches (*mainstreet.visitdelaware.com*).

Create a More Visitor-Friendly Georgetown

The Georgetown area already hosts many travelers on its roadways, with commuters coming into town and tourists and regional traffic passing through town. Tourism is not a major industry in the Georgetown area, however. Two general strategies should be focused on to enhance the visibility and attractiveness of Georgetown to visitors. First, heritage tourism and cultural festival activities should be promoted in the Georgetown area. According to the National Trust for Historic Preservation, "studies have consistently shown that cultural heritage travelers stay longer and spend more money than other kinds of travelers" (*www.preservationnation.org*). This approach would acknowledge that Georgetown can likely not compete with the types of amenities offered at nearby beach resorts but can offer visitors a unique cultural experience. Georgetown already has a unique festival-type heritage in place with "Sussex County Return Day," and potential festivals related to the growing Hispanic population may also be an opportunity to attract visitors. Finally, Georgetown should do better to capitalize on existing visitors to the area. For example, visitors to the "Sports at the Beach" tournaments could be better targeted with promotions from Georgetown businesses, enticing them to stay and spend.

Appendix A. Customer-Intercept Survey (English Version)

Greater Georgetown Area Customer Intercept Survey
Study Overview and Informed Consent Form

On behalf of the Greater Georgetown Chamber of Commerce, the University of Delaware Institute for Public Administration (IPA) is conducting research on the frequency and purpose of consumer activity in the Greater Georgetown area, the demand for new and expanded commercial offerings in the area, and the factors that influence local consumer shopping decisions. The results of this survey research will inform a larger project aimed at identifying current and future market opportunities in the Georgetown area for use by the Greater Georgetown Chamber of Commerce, and other interested organizations, in attracting businesses that consumers want and need.

As a current patron of businesses in the Georgetown area, or a resident of or visitor to the Georgetown area, you have been randomly selected to participate. Approximately 250 such persons will be asked to voluntarily complete this survey which will take approximately 10 minutes of your time.

Your answers will be kept confidential. Results from the survey will be released in summary form only and will contain no references to individual respondents. Data compiled from the surveys will be permanently maintained as a part of IPA's project archives in Newark, Del., while individual surveys will be stored in IPA's offices and destroyed when this project is completed, on or about the fall of 2007. You can refuse to answer any question or elect not to complete the survey. If you complete the survey we will presume your informed consent to participate in this study.

If you have any questions about this project, you may contact Troy Mix at 302-831-4926. If you have any questions regarding your rights as a participant, you may contact the Chair, Human Subjects Review Board, University of Delaware at 302-831-2136.

Thank you for your participation!

This survey is confidential! You will not be asked to reveal your name or address.

When, Where, and Why You Shop

1. When do you typically shop for non-grocery items? (Mark up to SEVEN times total)

	Before 11am	11am - 2pm	2pm - 5pm	After 5pm
Monday	a	b	c	d
Tuesday	e	f	g	h
Wednesday	i	j	k	l
Thursday	m	n	o	p
Friday	q	r	s	t
Saturday	u	v	w	x
Sunday	y	z	1	2

2. When do you typically shop for grocery items?

	Before 11am	11am - 2pm	2pm - 5pm	After 5pm
Monday	a	b	c	d
Tuesday	e	f	g	h
Wednesday	i	j	k	l
Thursday	m	n	o	p
Friday	q	r	s	t
Saturday	u	v	w	x
Sunday	y	z	1	2

3. How often do you eat out… (Mark ONE for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
for breakfast?	a	b	c	d	e	f
for lunch?	a	b	c	d	e	f
for dinner?	a	b	c	d	e	f

4. How often do you eat out… (Mark ONE)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
during business hours?	a	b	c	d	e	f

5. How often do you eat dinner out where each meal costs… (Mark ONE for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
$4.99 or less per person?	a	b	c	d	e	f
$5 to $9.99 per person?	a	b	c	d	e	f
$10 to $14.99 per person?	a	b	c	d	e	f
$15 or more per person?	a	b	c	d	e	f

6. What types of restaurants would you like to see come to the Georgetown area (19947 Zip)? (Choose THREE)

- ❑ American
- ❑ Asian
- ❑ Bar & Grill
- ❑ Café/Diner
- ❑ Coffeehouse
- ❑ Deli/Sandwich
- ❑ Fast food
- ❑ Italian
- ❑ Mexican
- ❑ Pizza
- ❑ Seafood
- ❑ Steakhouse
- ❑ Other: ________________

7. How often do you spend money on the following in the Georgetown area (19947 Zip)? (Mark ONE for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Once every few years	Never
Furniture	a	b	c	d	e	f	g
Alcoholic Beverages	a	b	c	d	e	f	g
Vehicles	a	b	c	d	e	f	g
Healthcare	a	b	c	d	e	f	g
Entertainment	a	b	c	d	e	f	g
Personal Care	a	b	c	d	e	f	g
Reading	a	b	c	d	e	f	g
Financial Services	a	b	c	d	e	f	g

8. How far do you live from the Georgetown area (19947 Zip)?

a	Live in the Georgetown area
b	Under 5 minutes
c	5 – 10 minutes
d	11 – 15 minutes
e	16 - 20 minutes
f	Over 20 minutes

9. Do you currently work in the Georgetown area (19947 Zip)? ❑ Yes ❑ No

10. How far do you work from where you live?

a	Work at home/retired
b	Under 5 minutes
c	5 – 10 minutes
d	11 – 15 minutes
e	16 - 20 minutes
f	Over 20 minutes

11. What types of stores would you like to see come to the Georgetown area (19947 Zip)? (Choose up to THREE)

❑ Grocery
❑ Houseware
❑ Hardware
❑ Electronics
❑ Gas Stations
❑ Hair, Beauty, Nail Salon
❑ Other:______________
❑ Cards & Gifts
❑ Toys & Games
❑ Lawn & Garden
❑ Beauty & Bath
❑ Clothing & Shoes
❑ Movie theatre
❑ Other:______________
❑ Auto Parts & Repair
❑ Books & Music
❑ Banking
❑ Dry Cleaning
❑ Video Rentals
❑ Fitness center
❑ Other:______________

12. How important are the following factors in influencing where you shop? (Mark ONE for each question)

	Not Important at all	Somewhat Unimportant	No Opinion Either Way	Somewhat Important	Extremely Important
Parking Availability	1	2	3	4	5
Variety of Stores	1	2	3	4	5
Traffic Congestion	1	2	3	4	5
Nearby places to eat	1	2	3	4	5
Store hours	1	2	3	4	5
Safety & security	1	2	3	4	5
Cleanliness	1	2	3	4	5
Lighting	1	2	3	4	5
Proximity to Home	1	2	3	4	5
Proximity to Work	1	2	3	4	5

13. How often do you shop at the following locations/stores? (Mark ONE for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
Downtown Georgetown	a	b	c	d	e	f
Georgetown Plaza	a	b	c	d	e	f
Wal-Mart Plaza	a	b	c	d	e	f
U.S. RT. 113 Corridor	a	b	c	d	e	f
Rt. 9 Corridor	a	b	c	d	e	f
North Race Street	a	b	c	d	e	f

Market Data

14. What is your gender?

❑ Male ❑ Female

15. To which age group do you belong?
- ❑ 15-19
- ❑ 20-24
- ❑ 25-34
- ❑ 35-44
- ❑ 45-54
- ❑ 55-64
- ❑ 65 +

16. What is your race/ethnicity?
- ❑ African-American
- ❑ Asian/Pacific Islander
- ❑ Latino
- ❑ Native American
- ❑ White
- ❑ Other:____________

17. How many people live in your household?
Children___ Adults___

18. Zip Code at WORK ____________

19. Zip Code at HOME ____________

20. Which income range most closely describes your household's income?
- ❑ Less than $10,000
- ❑ $10,000 - $19,000
- ❑ $20,000 - $34,999
- ❑ $35,000 - $49,999
- ❑ $50,000 - $74,999
- ❑ $75,000 - $100,000
- ❑ $100,000 +

21. Are you retired? ❑ Yes ❑ No

Thank you and have a great day!

Appendix B. Customer-Intercept Survey (Spanish Version)

Mayor encuesta sobre la intercepción del cliente del área de Georgetown
Descripción del estudio y forma informada del consentimiento

En nombre de la camera de comercio de Georgetown, la Universidad de Delaware y el Instituto de Administracion Publica realizamos una investigacion en el area de Georgetown respecto a la frequencia y el objective del comportamiento de compra de los consumidores, en cuanto a demanda para ofertas comerciales nuevas, o que tienen que ser ampliades. Ademas se deben examiner los factores que influyen en las decisions de compra de los consumidores locales. Los resultados sirven, en marco de un gran proyecto para identificar actualmente y en el futuro las oportunidades del mercado asi como para atraer empresas que correspondan a los deseos y las necesidades de los clientes.

Ud. fue elegido como cliente actual, habitants o visantes del area de Georgetown, mediante el procedimientos de casualidad. Se preguntaran aproximadamente a 250 personen en esta investigacion la cual es de participacion voluntaria cual aproximadamente tomara 10min. de tiempo.

Sus repuestas seran confidencial. Los resulatdos de la investigacion seran resumidos, devueltos y no dejaran conclusiones a sus respuestas individuales. Datos y resultados, qué se obtengan en el marco de la encuesta, seran archivados para siempre como parte del proyecto IPA en Newark Delaware, mientras que los datos de las encuestas individuales seran guardados en las oficinas del IPA y se destruyen al finalizar el proyecto (a más tardar en el otoño del 2007). Ud. pueden dengar la respuesta en todo momento.

Si tiene preguntas en lo que se refiere al proyecto, contactenos y pida a Troy Mix (302-831-4926). Siempre y cuando Ud. Tenga preguntas sobre su derecho de participacion, dirijase pro favor a The Chair, Human Subjects Review Board, University of Delaware (302-831-2136).

Muchas gracias por su participacion!

Sus respuestas seran confidencial.

Cuando, Donde y por que hace ud. sus compras

22. Cuando van Ud. usalmente a comprar articulos que no son comestible (articulos que no son comida)? (Marcar hasta siete total)

	Antes de 11am	11am - 2pm	2pm - 5pm	Despues de 5pm
Lunes	a	b	c	d
Martes	e	f	g	h
Miercoles	i	j	k	l
Juves	m	n	o	p
Viernes	q	r	s	t
Sabado	u	v	w	x
Domingo	y	z	1	2

23. Cuando va ud. a comprar usualmente aliementos?

	Antes de 11am	11am - 2pm	2pm - 5pm	Despues 5pm
Lunes	a	b	c	d
Martes	e	f	g	h
Miercoles	i	j	k	l
Juves	m	n	o	p
Viernes	q	r	s	t
Sabado	u	v	w	x
Domingo	y	z	1	2

24. Con que frequencia comen ud. fuera de casa (en cada caso 1 por cuestion)

	5 o mas veces a la semana	2-4 veces a la semana	Una vec a la semana	Una vec al mes	Una vez al trimestre	Nunca
Para desayuno?	a	b	c	d	e	f
Por almuerzo?	a	b	c	d	e	f
Por cena?	a	b	c	d	e	f

25. Cuantas veces comen Ud. fuera (en cada caso 1 por cuestion)

	5 o mas veces a la semana	2-4 veces a la semana	Una vec a la semana	Una vec al mes	Una vez al trimestre	Nunca
durante horas de officina?	a	b	c	d	e	f

26. Cuantas veces comen Ud. en la noche fuera de casa, cada comida cuesta (en cada caso 1 por cuestion)

	5 o mas veces a la semana	2-4 veces a la semana	Una vec a la semana	Una vec a la semana	Una vez al trimestre	Nunca
$4.99 o rmenos por persona?	a	b	c	d	e	f
Entre $5 y $9.99 por persona?	a	b	c	d	e	f
Entre $10 y $14.99 por persona?	a	b	c	d	e	f
$15 o mas por persona?	a	b	c	d	e	f

27. Que clase de restaurants le gustaria tener en la area de Georgetown (19947 codigo postal)? (Marcar tres)

- ❑ Americano
- ❑ Asiatico
- ❑ Bar
- ❑ Café
- ❑ Coffeehouse
- ❑ Deli/Sandwich
- ❑ Fast food
- ❑ Italiano
- ❑ Mexicano
- ❑ Pizza
- ❑ Pescado
- ❑ Biste
- ❑ Otros: ________________

28. Con que frecuencia gastan Ud. dinero en los siguientes productos en el area de Georgetown (19947 codigo postal)? (en cada caso una respuesta por cuestion)

	5 o mas veces a la semana	2-4 veces a la semana	Una vec a la semana	Una vec a la semana	Una vez al trimestre	Una vez al año	Nunca
Muebles	a	b	c	d	e	f	g
Bebidas alcoholicas	a	b	c	d	e	f	g
Vehiculo	a	b	c	d	e	f	g
Healthcare	a	b	c	d	e	f	g
Entretemimiento	a	b	c	d	e	f	g
Cosas personales	a	b	c	d	e	f	g
Leer	a	b	c	d	e	f	g
Finanzas	a	b	c	d	e	f	g

29. Vive Ud. muy lejos de Georgetown (19947 codigo postal)?

a	Vivo en Georgetown
b	Menos de 5 minutos
c	5 – 10 minutos
d	11 – 15 minutos
e	16 – 20 minutos
f	Mas de 20 minutos

30. Trabajan Ud. en la actualidad en Georgetown (19947 codigo postal)? ❑ Si ❑ No

31. A que distancia esta su trabajo de su residencia?

a	Trabajo en mi casa / jubilado
b	Menos de 5 minutos
c	5 – 10 minutos
d	11 – 15 minutos
e	16 - 20 minutos
f	Mas 20 minutos

32. Que clase de negocioses desearia ud. que hubiesen en el area de Georgetown (19947codigo postal)? (Marcar hasta tres total)

- ❑ Comida
- ❑ Cosas domesticas
- ❑ Computador
- ❑ Electronicos
- ❑ Gas Stations
- ❑ Peluqueria, manicura
- ❑ Otros:______________
- ❑ Presente
- ❑ Jugetes
- ❑ Jardine
- ❑ Bano
- ❑ Clothing & Shoes
- ❑ Cine
- ❑ Otros:______________
- ❑ Accesorioas de automoviles y reparacion
- ❑ Libros y musica
- ❑ Banco
- ❑ Limpieza en seco
- ❑ Videoteca
- ❑ Fitness center
- ❑ Otros:______________

33. Que importancia tienen los siguientes factores en relacion a su comportamiento de compra? (en cada caso una respuesta por cuestion)

	No importante en todos	Algo poco importante	Ninguna opinión cualquier manera	Algo importante	Extremadamente importante
Aparcamiento	1	2	3	4	5
Variedad de tiendas	1	2	3	4	5
Congestion de trafico	1	2	3	4	5
Lugares de comida	1	2	3	4	5
Horario de apertura	1	2	3	4	5
Seguridad	1	2	3	4	5
limpieza	1	2	3	4	5
Exposicion	1	2	3	4	5
Cercania a casa	1	2	3	4	5
Cercania a trabajo	1	2	3	4	5

34. Con que frecuencia va Ud. a comprar en los siguentes negocios (en cada caso una respuesta por cuestion)

	5 o mas veces a la semana	2-4 veces a la semana	Una vez a la semana	Una vec a la semana	Una vez al trimestre	Nunca
Downtown Georgetown	a	b	c	d	e	f
Georgetown Plaza	a	b	c	d	e	f
Wal-Mart Plaza	a	b	c	d	e	f
U.S. RT. 113 Corridor	a	b	c	d	e	f
Rt. 9 Corridor	a	b	c	d	e	f
North Race Street	a	b	c	d	e	f

Datos socioeconomicos

35. Sexo?

❑ M ❑ F

36. A que clase de edad pertenece Ud.?
- ❑ 15-19
- ❑ 20-24
- ❑ 25-34
- ❑ 35-44
- ❑ 45-54
- ❑ 55-64
- ❑ 65 +

37. Cual es su raza?
- ❑ Africano-Americano
- ❑ Asiatica/Pacific Islander
- ❑ Latino
- ❑ Native American
- ❑ White
- ❑ Otro:____________

38. Cuantas personas viven en su hogar?
Ninos ___ Adultos___

39. Codigo postal (trabajo) ___________

40. Codigo postal (casa) ___________

41. A que clasa de sueldo pertenece Ud.?
- ❑ Less than $10,000
- ❑ $10,000 - $19,000
- ❑ $20,000 - $34,999
- ❑ $35,000 - $49,999
- ❑ $50,000 - $74,999
- ❑ $75,000 - $100,000
- ❑ $100,000 +

42. Esta Ud. jubilado? ❑ Si ❑ No

Muchas gracias por su participacion!

Appendix C. Methodologies

Trade Area–Delineation Methodology

The following steps were taken to conduct the trade area–delineation portion of this analysis.

1) Environmental System Research Institute's (ESRI) *ArcGIS Business Analyst* software package was used to delineate the Greater Georgetown trade area. While ESRI's methods are proprietary, more information about the software can be found at *www.esri.com*. The trade-area delineation was conducted from March–June 2007. The general steps in the analysis are described below.
2) The Huff trade-area model was used to defined the Greater Georgetown trade area. This model has been described as follows:

> The market penetration approach assumes that there is a spatial variation in the proportion of households served by a store due to competition. The best example of this type of approach is the Huff trade area model. The trade area is conceptualized as a probability surface, which represents the likelihood of customer patronage. This model provides an answer to a basic question: *What is the probability that a customer will decide to shop at a particular store, given the presence of competing stores?* The creation of probability surface is based on a spatial interaction model that takes into account such variables as distance, attractiveness and competition. [24]

3) For this analysis Wal-Mart Supercenters functioned as the focal points of the Greater Georgetown trade area and neighboring trade areas. In the model, the location of the Supercenter in Georgetown increased the probability that a consumer would shop in the Georgetown area, while factors such as increasing distance from the Georgetown area and competition from surrounding stores (i.e., other Wal-Mart Supercenters) decreased the probability that a consumer would shop in the Georgetown area. The output of the model is a "probability grid" that covers all of Sussex County. Each individual "grid" has a value between 0 and 1, representing the probability that a consumer living in that grid will decide to shop in the immediate area focused around Georgetown's Wal-Mart Supercenter. These grids are displayed on *Map 1. Greater Georgetown Trade Area*.

Business Inventory Methodology

The following steps were taken in order to conduct the business-inventory portion of this analysis.

1) A business list for the 19947 zip code was downloaded from the *ReferenceUSA Business Database* (*www.referenceusa.com*) in February 2007. Businesses were placed on a geographic information systems (GIS) map using Environmental Systems Research Institute's (ESRI) *ArcMap* software package and data on latitude and longitude of business location obtained from the downloaded business list.

[24] "Retail Trade Area Analysis Using the Huff Model," Ela Dramowicz, *Directions Magazine*, <www.directionsmag.com/article.php?article_id=896>, July 2, 2005.

2) On-site inventories of businesses were conducted from March–May 2007 and were used to ground truth and augment the *ReferenceUSA Business Database* list. Further sources used to finalize the business inventory include the phonebook, a business-license list provided by the Town of Georgetown, and Google Maps. New businesses added to the list were classified according to the North American Industry Classification System (NAICS) as defined at *www.census.gov/epcd/www/naics.html*. Businesses listed in the *ReferenceUSA* inventory had already been classified by NAICS.
3) A combination of aerial photography interpretation, ground-level photography of storefronts, the square-footage range for each business provided by the *ReferenceUSA* dataset, and cadastral data were used to estimate the square footage of each business within the 19947 zip code.
4) Businesses were categorized by their location in particular areas or shopping centers (e.g., Downtown, Airport, College Park, Georgetown Plaza, Wal-Mart Plaza, etc.) and each of these shopping centers was classified as a particular shopping-center type according to the definitions provided in the Urban Land Institute's reference book, *Dollars & Cents of Shopping Centers / The SCORE 2006* (p. 12).

Sales-Analysis Methodology

The following steps were taken in order to complete the sales-analysis portion of this study.

1) Based on Tables 1-17 to 1-23 (pp. 18-24) in *Dollars & Cents of Shopping Centers / The SCORE 2006* a table was created for median sales per square foot by NAICS category and type of shopping center. Using data from *Dollars & Cents of Shopping Centers / The SCORE 2006* on the difference between sales per square foot nationally and in the South region, which contains Delaware, a table was created that reflected median sales per square foot for the South region. These figures were then adjusted for inflation, to reflect 2007 dollars, using the Bureau of Labor Statistics' consumer price index inflation calculator[25].
2) Sales for each business were estimated by multiplying the estimated square footage of each business by the factor for sales per square foot by NAICS and shopping-center type.
3) Sales for the Wal-Mart Supercenter, gasoline stations, and automobile dealerships were handled slightly differently based on the nature of these industries. These methodologies are summarized below:
    a. *Wal-Mart Supercenter*: The square footage of the garden center, pharmacy, and grocery components of the Wal-Mart were estimated using the methods discussed in the Business Inventory Methodology and were supplemented by data from *www.walmartfacts.com*. Sales for the garden center, pharmacy, and grocery components of Wal-Mart were estimated as discussed in the previous two steps of the sales-analysis methodology. To calculate the sales for the general merchandise portion of Wal-Mart, "Sales per foot & Sales per Store – Retail Stores" information from BizStats.com was located for Wal-Mart[26]. As with other data, these figures were adjusted for inflation.

[25] Consumer Price Index Inflation Calculator, *data.bls.gov*, Accessed June 2007.
[26] "Sales per foot & Sales per Store – Retail Stores," *www.bizstats.com/spf1.htm*, accessed June 11, 2007.

b. *Gasoline Stations and Automobile Dealerships*: 2002 U.S. Economic Census data were used to calculate the ratio sales per employee for the 447 NAICS (gasoline stations) and the 441 NAICS (motor vehicle and parts dealers) within the Delaware and Town of Georgetown geographies. A ratio of Georgetown-to-Delaware sales was calculated and applied to more detailed NAICS codes within each of these three-digit NAICS categories in order to present more detailed sales-per-employee data for Georgetown. This figure was adjusted for inflation to reflect 2007 dollars. The number of employees for each establishment in these NAICS categories was estimated by taking the average of the employee range presented by the *ReferenceUSA* database for each business. Sales were estimated by multiplying the number of employees for each business by the estimated sales-per-employee ratio for these NAICS categories in the Town of Georgetown.

4) The estimate of potential sales was calculated by using the trade area delineated according to the methodology outlined above and ESRI's *ArcGIS Business Analyst* software package. While their methods are proprietary, more information about the software can be found at *www.esri.com*. This analysis was conducted from July–August 2007.

Appendix D. Detailed Sales Estimates

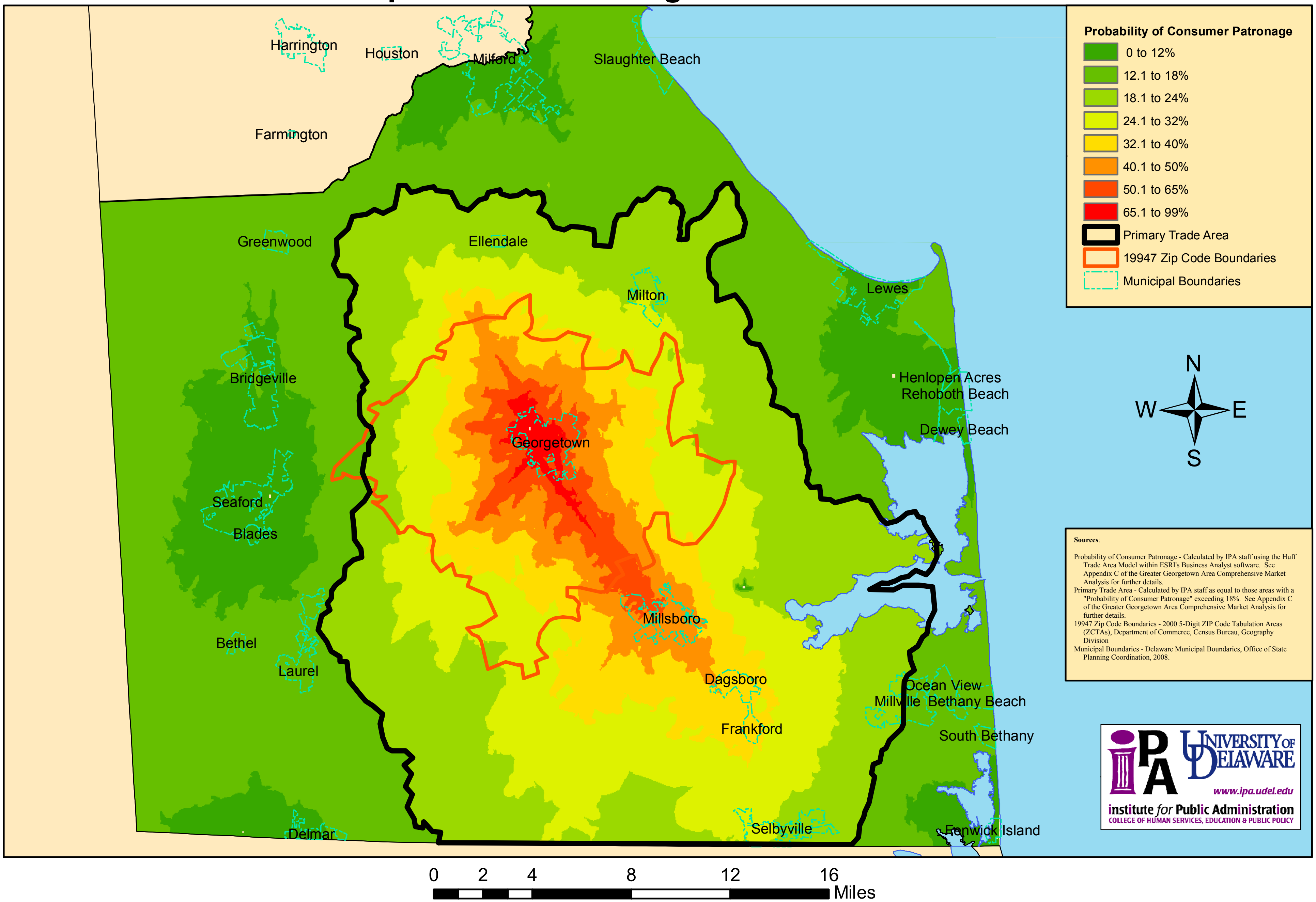
NAICS Code	Industry Classification Description	Estimated Square Footage	Estimated Sales in 2007
441	**Motor Vehicle and Parts Dealers**	**467,500**	**$118,490,189**
4411	Automobile Dealers	377,500	$96,177,802
44111	New Car Dealers	265,000	$84,105,614
44112	Used Car Dealers	112,500	$12,072,188
4412	Other Motor Vehicle Dealers	46,000	$12,243,483
44121	Recreational Vehicles	14,500	$7,851,601
44122	Motorcycle, Boat, and Other Motor Vehicle	31,500	$4,391,882
441221	Motorcycle	8,500	$1,030,749
441222	Boats	8,500	$601,256
4413	Automotive Parts, Accessories and Tire Stores	44,000	$10,068,904
44131	Auto Parts & Accessories	40,000	$9,201,932
44132	Tire Dealers	4,000	$866,972
442	**Furniture and Home Furnishings Stores**	**34,000**	**$5,840,656**
4421	Furniture	28,000	$4,814,405
4422	Home Furnishing	6,000	$1,026,251
44221	Floor Covering Store	6,000	$1,026,251
44229	Other Home Furnishings	0	$0
443	**Electronics and Appliances**	**15,015**	**$3,169,860**
44311	Appliance, TV, and Other	7,515	$1,495,420
443111	Household Appliances	0	$0
443112	Radio Television and Other	7,515	$1,495,420
44312	Computer and Software	7,500	$1,674,440
44313	Camera and Photographic Supplies	0	$0
444	**Building Material and Garden Equipment and Supplies**	**119,800**	**$34,042,172**
4441	Building Material and Supplies	103,500	$29,715,464
44411	Home Centers	40,000	$12,239,696
44412	Paint & Wallpaper	0	$0
44413	Hardware Stores	0	$0
44419	Other Building Materials	63,500	$17,475,768
4442	Lawn and Garden Equipment and Supplies	16,300	$4,326,708
44420	Garden Center	10,000	$2,831,058
445	**Food and Beverage**	**84,976**	**$26,306,755**
4451	Grocery Stores	66,476	$20,817,921
44511	Supermarkets and other Grocery	66,476	$20,817,921
44512	Convenience	0	$0
4452	Specialty Food Stores	11,000	$3,110,538
4453	Beer, Wine, and Liquor	7,500	$2,378,296
446	**Health and Personal Care Stores**	**47,850**	**$17,886,152**
44611	Pharmacies and Drug Stores	36,100	$15,732,075
44612	Cosmetics, Beauty Supplies, and Perfume	7,500	$1,206,259
44613	Optical Goods	0	$0
446191	Food, Health, Supplement Stores	2500	$666,359
446199	All Other Health & Personal Care Stores	1750	$281,460
447	**Gasoline Stations**	**14,000**	**$22,966,038**
44711	Gasoline Stations	2,000	$3,150,344
44719	Service Stations - Lube	12,000	$19,815,695
448	**Clothing and Clothing Accessories Stores**	**28,560**	**$6,351,767**
4481	Clothing Stores	21,230	$3,994,523
4482	Shoe Stores	2,415	$414,086
4483	Jewelry, Luggage, and Leather Goods	4,915	$1,943,159
451	**Sporting Goods, Hobby, and Musical Instrument Stores**	**9,500**	**$1,791,340**

NAICS Code	Industry Classification Description	Estimated Square Footage	Estimated Sales in 2007
4511	Sporting Goods, Hobby, and Musical Instruments	9,500	$1,791,340
4512	Book, Periodical, and Music	0	$0
452	**General Merchandise**	**99,772**	**$30,112,981**
4521	Department Stores	71,524	$26,458,873
452990	All Other General Merchandise Stores	28248	$3,654,108
453	**Miscellaneous Retailers**	**49,450**	**$12,123,482**
4531	Florists	1,500	$399,815
4532	Office Supplies, Stationery, Gifts	9,900	$2,173,661
453310	Used Merchandise Stores	12700	$3,015,120
4539	Other Miscellaneous (Pet Supplies, Art, Tobacco)	25,350	$6,534,887
722	**Food Service and Drinking Places**	**87,380**	**$23,849,915**
7221	Full-service Restaurants	1,700	$587,215
7222	Limited-service Eating Places	75,680	$20,047,183
7223	Special Food Services	4,000	$1,381,683
7224	Drinking Places	6,000	$1,833,833
	Total Retail Trade and Food Service Sales	**1,057,803**	**$302,931,308**

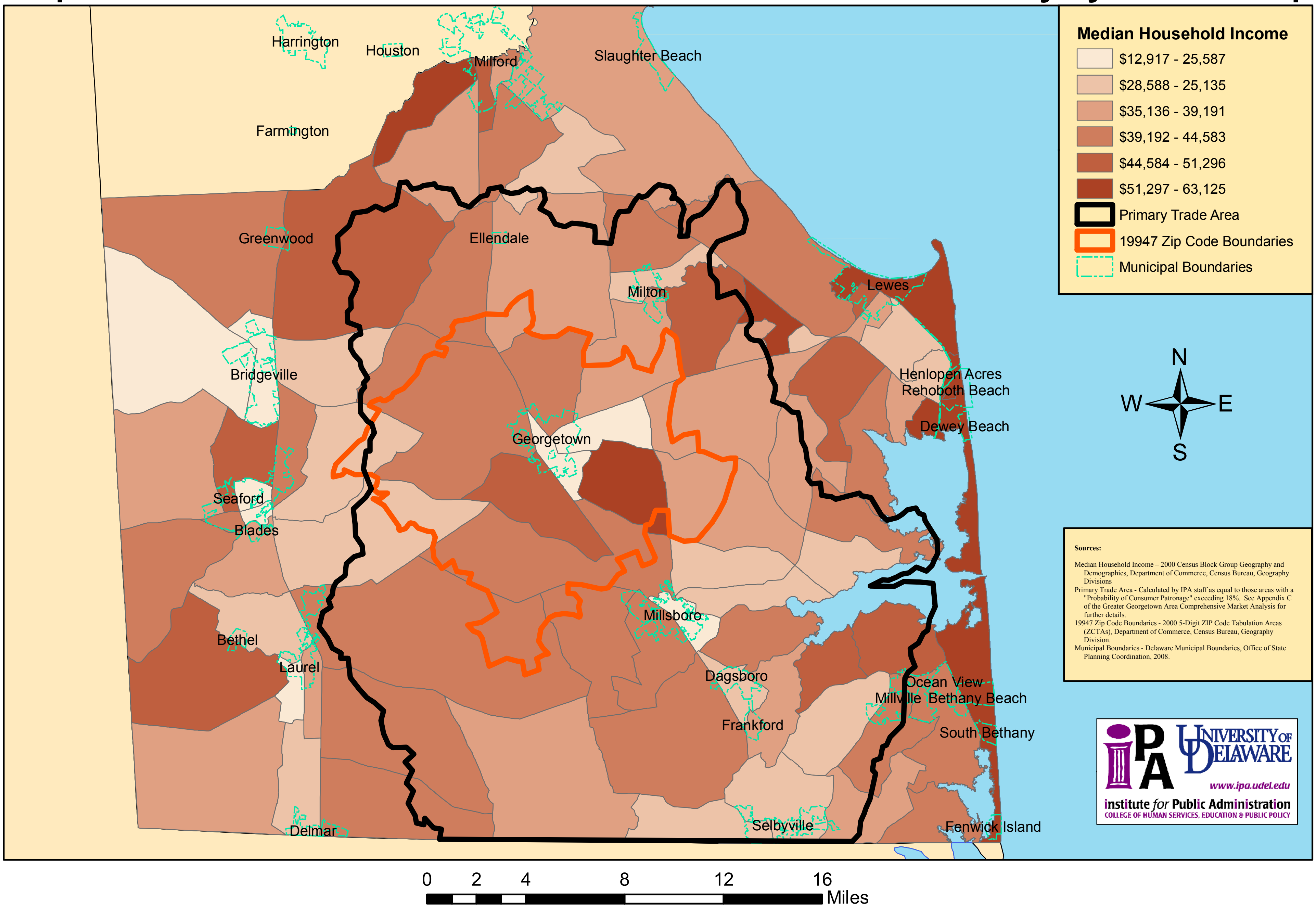
Source: Greater Georgetown Area Business Inventory and Sales Analysis, Institute for Public Administration, 2007.
Note: "NAICS" refers to the North American Industry Classification System. For more information on NAICS, including industry definitions, see www.census.gov/epcd/www/naics.html.

Appendix E. Maps

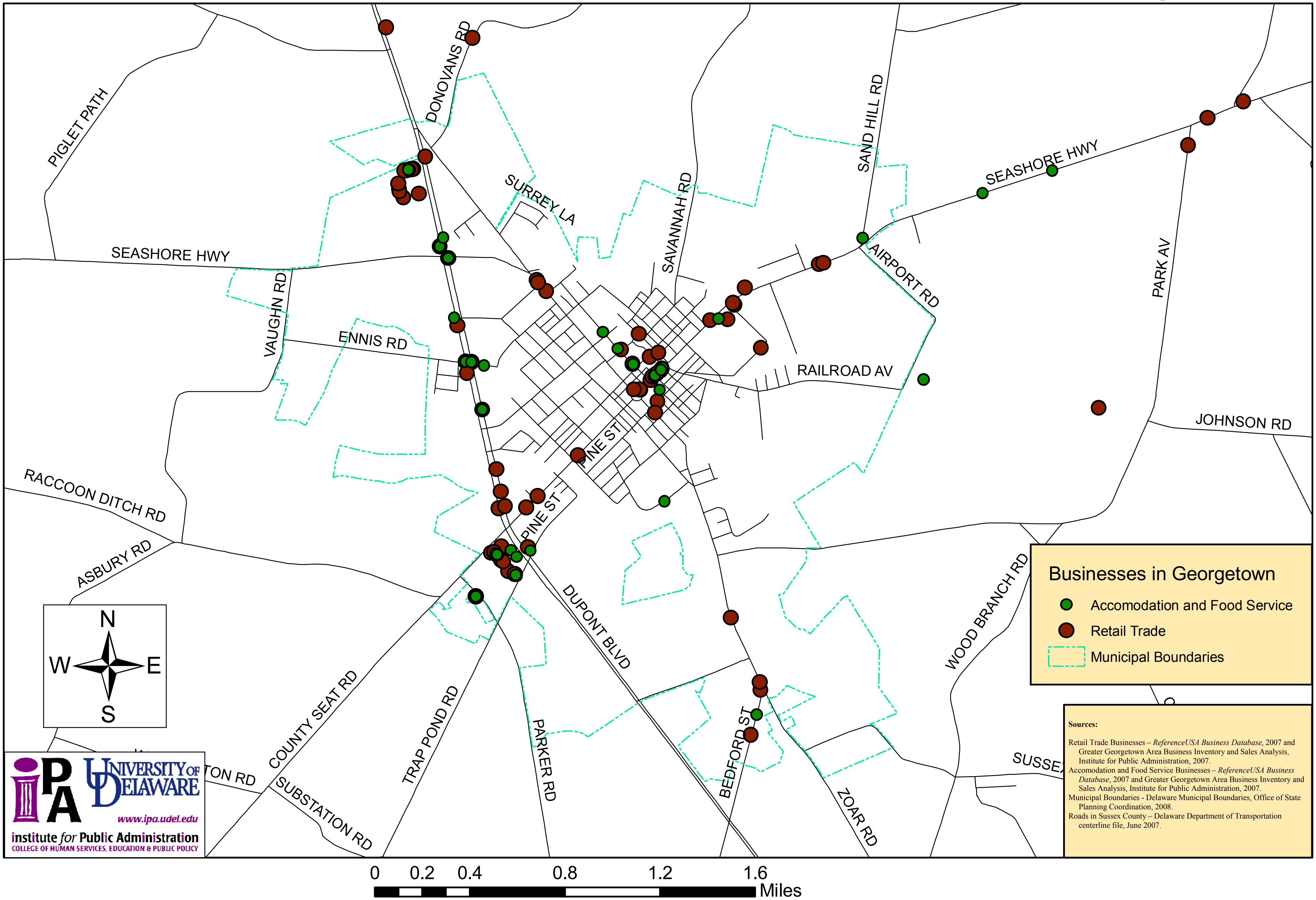
Map 1. Greater Georgetown Trade Area



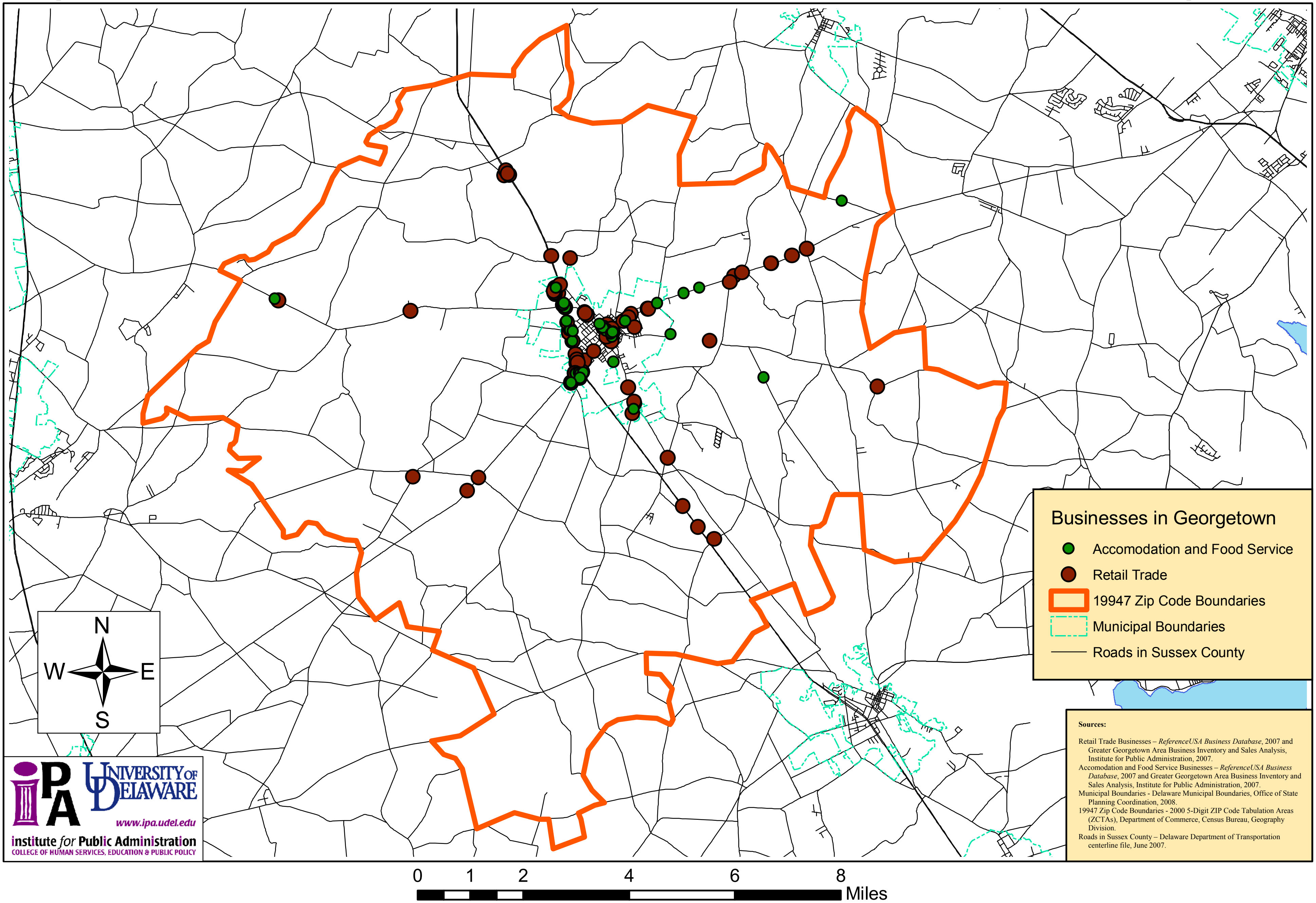
Map 2. Census 2000 Median Household Incomes in Sussex County by Block Group



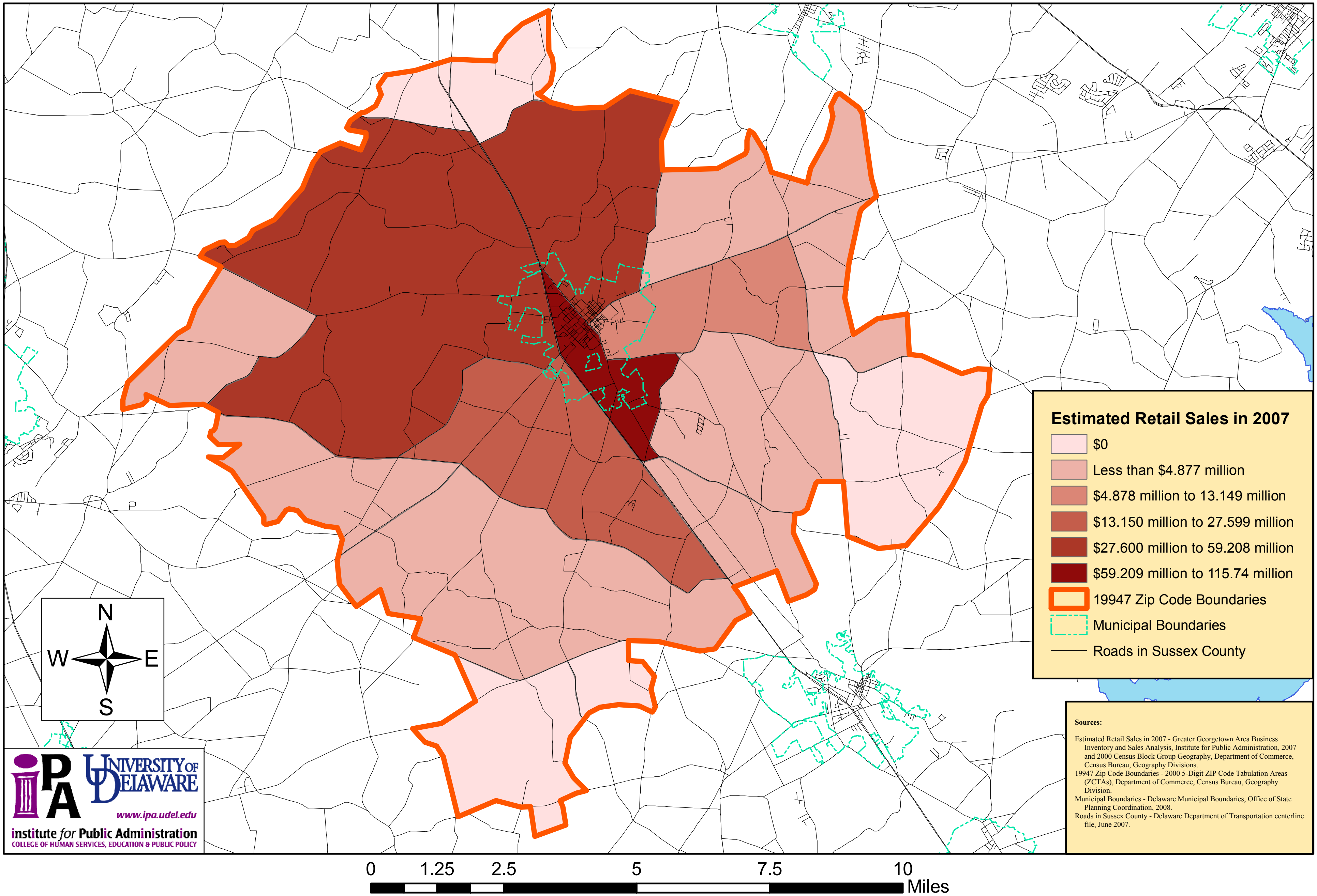
Map 3. Retail and Accommodation and Food-Service Businesses in Georgetown



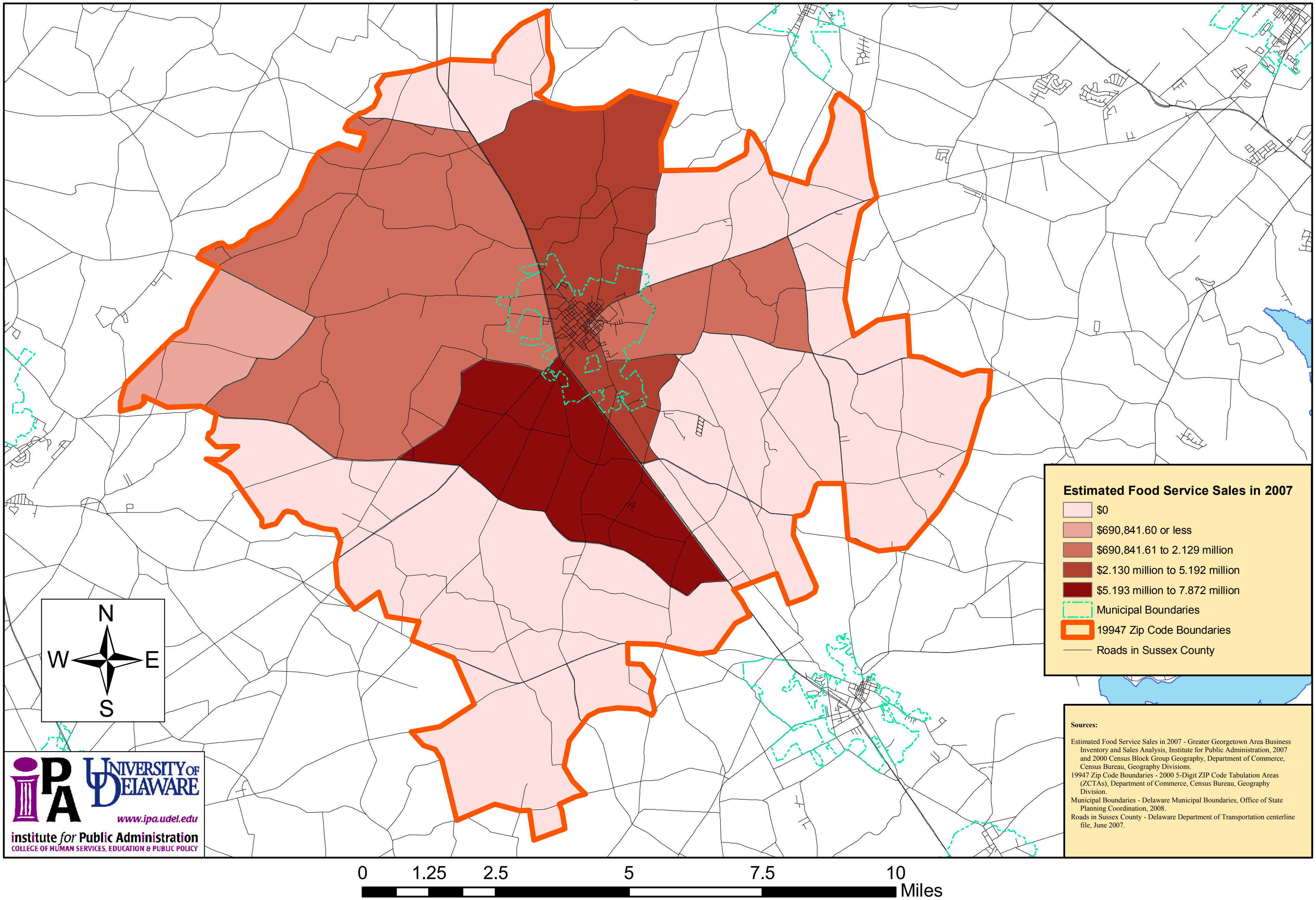
Map 4. Retail and Accommodation and Food-Service Businesses in 19947 Zip Code



Map 5. Estimated Retail Sales by Census Block Group in 19947 Zip Code



Map 6. Estimated Food-Service Sales by Census Block Group in 19947 Zip Code



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