

Capital Crossroads SID Downtown Market Analysis Columbus, Ohio

Challenge:

To help retailers, city government and development agencies in downtown Columbus understand the retail sales potential, consumer market segments (daytime workers, residents, neighboring residents, college students and visitors), and the unique retail demand and spending patterns that exist within downtown.

Approach:

- Compile secondary research data on downtown workers, residents, retailers, employers, neighboring residents, students, visitors and "traffic" generators
- Analyze market data to define market segments, employment sectors and current/lacking retail merchandising groups and service offerings
- Delineate downtown Columbus retail market characteristics and employment sectors
- Define the key consumer market segments
- Apply proprietary Retail Spending Patterns Model to generate spending estimates by merchandising group

Recommendations:

- Divide downtown Columbus into 6 unique geographical retail sub-markets
- Define the 6 geographical sub-markets by:
 - Retail demand generators
 - Annual retail spending potential
 - Recommended merchandising focus
 - Supporting "retail concepts"

