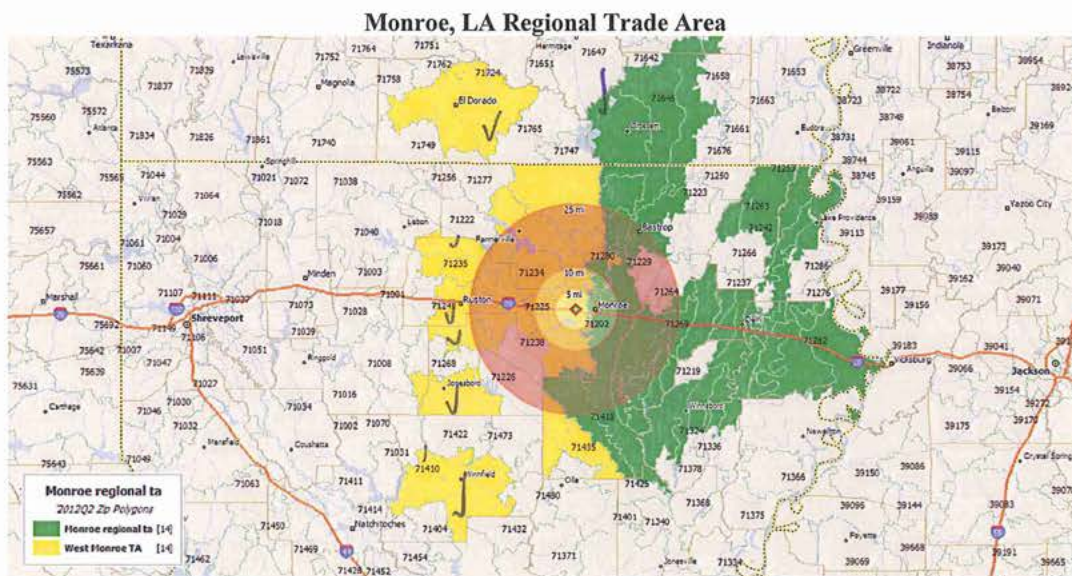


Monroe, LA – Retail Analysis

I. Executive Summary

- This report examines the potential for the addition of further retail development in West Monroe, Louisiana along Interstate 20. The proposed retail development is to be known as the *West Monroe Market Centre*.
- West Monroe is part of the Monroe, LA metropolitan area, covering the western portion of that market.
- While the Monroe MSA population is in the range of about 180,000 people, in reality it serves a much larger geographic area and performs as the commercial hub for north-central and northeastern Louisiana. Using retailer point-of-sale (POS) data in order to define a more realistic regional trade area, it was found that the Monroe MSA serves a geographic area which encompasses a much larger area – including portions of southern Arkansas – which is home to a population of some 380,000+/- persons.



- For this US Census-defined MSA with about 180,000 residents, the retail supply here would typically appear adequate; however for a regional trade area supported by a population of some 380,000+/- people that does not appear to be the case, especially when considering anchor, big and mid-sized box retail tenants.
- When compared with six (6) other metropolitan areas that also operate as larger regional hubs, Monroe appears to have additional room for further retail development.

Monroe, LA – Retail Analysis

Monroe, LA – Regional Trade Area & Analog MSA's

Market	Population	Per Capita Income	Average HH Income	Med HH Income	Affluent HH's	Cabela's Target HH	White Collar Employees	Employees, Retail Trade
Monroe, LA Regional TA	381,703	\$ 20,788	\$ 53,475	\$ 38,658	12,716	46,252	91,821	17,988
Analog Average	371,341	\$ 22,314	\$ 55,804	\$ 43,379	15,206	53,462	104,453	20,748
Variance	10,363	\$ (1,526)	\$ (2,329)	\$ (4,721)	(2,491)	(7,210)	(12,632)	(2,760)
0.89	1.03	0.93	0.96	0.89	0.84	0.87	0.88	0.87
Analog MSAs								
Evansville, IN-KY	362,709	\$ 23,012	\$ 56,592	\$ 45,096	20,906	62,269	107,198	20,535
Eugene-Springfield, OR	355,322	\$ 23,182	\$ 53,682	\$ 41,747	9,850	62,577	109,824	22,163
Salem, OR	393,625	\$ 21,756	\$ 57,359	\$ 45,742	11,321	57,273	100,887	19,311
Mobile, AL	416,450	\$ 19,946	\$ 51,605	\$ 39,408	12,432	53,465	107,016	21,073
South Bend-Mishawaka, IN-MI	320,265	\$ 22,751	\$ 57,153	\$ 44,245	15,670	51,235	95,911	19,913
Montgomery, AL	379,672	\$ 23,239	\$ 58,435	\$ 44,037	21,059	33,951	105,882	21,495

Sources: Scan/US, Retailer POS & RECS.

- When the trade area is divided into two sides – east and west of the river – and the income statistics are examined it becomes very clear that while the West Monroe portion may have a slightly lower population and household count, it generates higher levels of Per Capita (\$22,519 vs. \$17,433) as well as Average (\$56,858 vs. \$46,854) and Median (\$41,810 vs. \$34,736) household incomes – than either the eastern portion of the overall regional trade area or the Monroe MSA in its entirety.

West Monroe vs. East Monroe Population & Income Comparison

Variables	West Monroe	East Monroe	Total
Pop	181,749	199,954	381,703
HH's	71,044	73,900	145,968
Average HH Size	2.5	2.5	2.5
Median Age	38.3	37.2	38.0
Per Capita Income	\$ 22,519	\$ 17,433	\$ 20,788
Average HH Income	\$ 56,858	\$ 46,854	\$ 53,475
Median HH Income	\$ 41,810	\$ 34,736	\$ 38,658

Sources: Scan/US & RECS.

- Based on a straightforward comparison of the retail supply in the analog markets, some of the best opportunities for retailer recruitment lie with stores like Target, Cabela's or Gander Mountain, Cost Plus World Market, hhgregg, Marshalls and The Fresh Market. Within the eating & drinking retail sector, chains such as Panera Bread, Bob Evans, Bonefish Grill, Moe's Southwest Grill, Ryan's Family Steakhouse and TGI Friday's look to offer the highest probability for recruitment.
- A final point to make when considering not just the possibility of recruiting retailers to the Monroe market in general, but to West Monroe specifically is the estimated sales performance of key retailers that have located units in West Monroe. Based on our investigation the only large-scale retailer currently operating units on both sides of the river is Wal-Mart. The SuperCenter on the east side of the river is estimated to generate sales in the range of \$70.0 million annually. On the west side this figure is estimated to be in the range of \$110.0 million. While a different operator, there are also traditional sporting goods stores one each side of the river – Academy Sports on the west and Dick's Sporting

Monroe, LA – Retail Analysis

Goods on the east – with Academy out-producing Dick’s at nearly three-to-one (estimated at about \$40.0 to \$15.0 million).

Higher-Probability Anchor-type Retail Targets

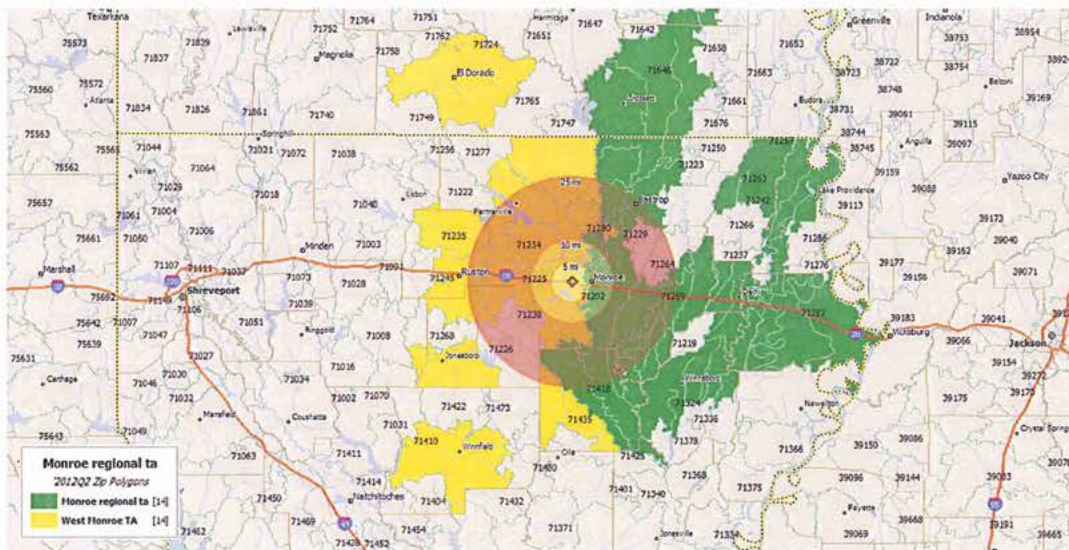
	Brand	Monroe, LA	Analog Average	Variance	Evansville, IN-KY	Eugene, OR	Salem, OR	Mobile, AL	South Bend, IN-MI	Montgomery, AL
Book Stores	Barnes & Noble	-	0.5	(0.5)	1	1	-	-	1	-
	Total	1	1.3	(0.3)	1	1	-	2	1	3
Sporting Goods / Outdoors	Bass Pro Shops	-	0.2	(0.2)	-	-	-	-	-	1
	Cabela's	-	0.2	(0.2)	-	1	-	-	-	-
	Gander Mountain	-	0.2	(0.2)	1	-	-	-	-	-
	REI	-	0.2	(0.2)	-	1	-	-	-	-
	Sports Authority	-	0.5	(0.5)	-	1	1	-	-	1
Total	2	2.7	(0.7)	2	4	2	2	1	5	
Mass Merchants	Target	1	2.0	(1.0)	2	2	2	2	2	2
	Total	3	4.3	(1.3)	5	4	4	4	5	4
Junior Boxes	Gordman's	-	0.3	(0.3)	1	-	-	-	1	-
	hhgregg	-	0.7	(0.7)	1	-	-	1	1	1
	Marshalls	-	0.7	(0.7)	1	-	1	1	1	-
	Palais Royale	-	0.2	(0.2)	-	-	-	-	1	-
Total	7	8.7	(1.7)	9	6	7	9	9	12	
Home Stores	Home Goods	-	0.2	(0.2)	-	1	-	-	-	-
	Cost Plus World Market	-	0.7	(0.7)	-	1	1	1	-	1
	Total	2	2.7	(0.7)	2	4	3	3	2	2
Specialty Grocery	The Fresh Market	-	0.7	(0.7)	1	-	-	1	1	1
	Earth Fare	-	0.2	(0.2)	-	-	-	-	-	1
	Trader Joe's	-	0.3	(0.3)	-	1	1	-	-	-
	Whole Foods Market	-	0.2	(0.2)	-	-	-	-	1	-
Total	-	1.3	(1.3)	1	1	1	1	2	2	
Wholesale Clubs	Costco	-	0.5	(0.5)	-	1	1	-	-	1

Source: Corporate Web-sites & RECS.

Monroe, LA – Retail Analysis

II. Introduction

This report examines the potential for additional retail development at the proposed *West Monroe Market Centre* in West Monroe, Louisiana. West Monroe is located across the Ouachita River from Monroe and is part of the greater Monroe metropolitan area in north-central Louisiana (Map 1). As seen in the Map 1 the trade area for Monroe extends well beyond than the boundaries of the MSA. Using various point-of-sale (POS) data from retailers currently operating within this metropolitan area it was determined that the Monroe regional trade area came to about 380,000 persons, and therefore, this was the number used to carry out much of the this analog market search.



Map 1 – Monroe/W. Monroe Location and Trade Area

III. Monroe, LA - Regional Overview

Monroe, LA is located in the north-central part of Louisiana situated along I-20 about 100 miles east of Shreveport, LA and 120 miles west of Jackson, MS. It is the parish seat of Ouachita Parish and is home to The University of Louisiana at Monroe (total enrollment of about 8,400 students). In addition, Louisiana Tech University and Grambling State University (11,500 and 5,000 students respectively) are each located only thirty (30) miles to the west in Ruston, LA.

3.1 Population

Over the past decade-plus (2000 through 2012) the population of the Monroe metropolitan area has seen a small, steady population increase – rising from 170,063 to 177,782 people (Table 1). This increase represents a total gain of 7,729 people, or, 4.5 percent. Annually, this works out to 0.4 percent, or just over 700 people per year. Of the primary components of population change – those being Natural Increase (Birth –

Monroe, LA – Retail Analysis

Deaths), International Migration and Domestic Migration – the largest contributor to this metropolitan areas population change has been Natural Increase, where the 10,290 additional persons added to the local population base has outpaced the areas negative migration pattern. While this metropolitan areas population growth has not been rapid, it has nonetheless maintained a pace equal to that of the entire state of Louisiana as its percentage of state-wide population has remained between 3.8 and 4.0 percent over the past twelve-year period.

Table 1
Monroe, LA Population Change Since 2000

Year	Monroe, LA			Components of Change				MSA as % of LA
	Population	Change	Percent	Births	Deaths	Migration		
						International	Domestic	
2000	170,053	126	0.1%	-	-	-	-	3.8%
2001	169,572	(481)	-0.3%	3,306	2,074	85	-1822	3.8%
2002	170,352	780	0.5%	2,551	1,577	69	-299	3.8%
2003	171,306	954	0.6%	2,525	1,617	45	-20	3.8%
2004	171,969	663	0.4%	2,662	1,571	73	-551	3.8%
2005	172,241	272	0.2%	2,647	1,638	70	-848	3.8%
2006	174,102	1,861	1.1%	2,575	1,747	75	900	4.0%
2007	173,927	(175)	-0.1%	2,771	1,671	61	-1429	4.0%
2008	174,425	498	0.3%	2,771	1,644	61	-787	3.9%
2009	175,667	1,242	0.7%	2,655	1,673	59	79	3.9%
2010	176,441	774	0.4%	568	434	37	63	3.9%
2011	177,379	938	0.5%	2,653	1,748	147	-277	3.9%
2012	177,782	403	0.2%	2,568	1,760	156	-558	3.9%

Source: US Census Bureau

3.2 Single/Multi-Family Residential Building Permit Activity

Along with a rather modest positive population growth trend, the Monroe MSA witnessed slow and steady issuance of residential building permits (Table 2). Due to this slow population growth trend the Monroe MSA did not see the type of downturn in this sector – focusing primarily on single-family permits – of the economy that was seen throughout the nation. In addition to the permit activity remaining relatively stable throughout the period of study, average single-family permit values had typically increased annually.

Monroe, LA – Retail Analysis

Table 2
Monroe, Louisiana – Residential Building Permit Activity

Year	Single-Family Units			Multi-Family Units			Total Residential Units			
	Number	Change	Avg. Value	Number	Change	Avg. Value	Number	Change	% SF	% MF
2000	366	-	130,100	29	-	\$ 38,450	395	-	92.7%	7.3%
2001	448	82	104,300	27	(2)	\$ 55,150	475	80	94.3%	5.7%
2002	441	(7)	138,600	44	17	\$ 39,800	485	10	90.9%	9.1%
2003	450	9	133,900	86	42	\$ 37,050	536	51	84.0%	16.0%
2004	299	(151)	151,700	133	47	\$ 45,150	432	(104)	69.2%	30.8%
2005	580	281	149,500	219	86	\$ 52,250	799	367	72.6%	27.4%
2006	516	(64)	152,500	152	(67)	\$ 54,600	668	(131)	77.2%	22.8%
2007	437	(79)	142,400	81	(71)	\$ 53,450	518	(150)	84.4%	15.6%
2008	271	(166)	171,800	14	(67)	\$ 50,700	285	(233)	95.1%	4.9%
2009	232	(39)	159,800	21	7	\$ 66,550	253	(32)	91.7%	8.3%
2010	315	83	159,100	108	87	\$ 73,150	423	170	74.5%	25.5%
2011	292	(23)	173,800	91	(17)	\$122,100	383	(40)	76.2%	23.8%
2012	388	96	164,500	198	107	\$ 96,850	586	203	66.2%	33.8%
Total 2000-'12	5,035			1,203			6,238		80.7%	19.3%

Source: US Census Bureau

3.3 Employment

The Monroe MSA has witnessed relatively steady numbers of employed persons over the period 2000 through 2012 (Table 3). While during this period the number of employed persons has decreased slightly – due to employment losses in 2007 through 2011 – the area experienced positive growth in the past year (2012). Since 2006 the subject metropolitan area has maintained unemployment levels below the norm when compared to the national average.

Table 3
Monroe, LA – Historic Employment Level

Year	Monroe, LA			Un-Employment		
	Total	Change	%	MSA	LA	US
2000	76,315	2,536	-3.20%	4.5%	5.0%	4.0%
2001	77,263	948	1.24%	5.1%	5.4%	4.8%
2002	77,614	351	0.45%	5.2%	5.9%	5.8%
2003	77,548	-66	-0.09%	6.0%	6.2%	6.0%
2004	77,688	140	0.18%	5.4%	5.5%	5.6%
2005	78,364	676	0.87%	5.7%	6.7%	5.2%
2006	78,748	384	0.49%	3.8%	3.9%	4.7%
2007	77,360	-1388	-1.76%	4.5%	3.8%	4.7%
2008	77,081	-279	-0.36%	4.7%	4.4%	5.8%
2009	75,088	-1993	-2.59%	7.2%	6.6%	9.3%
2010	75,395	307	0.41%	7.8%	7.4%	9.7%
2011	74,331	-1064	-1.41%	7.7%	7.3%	9.0%
2012	75,680	1349	1.81%	7.0%	6.4%	8.1%

Source: US Bureau of Labor Statistics

Monroe, LA – Retail Analysis

Within the Monroe MSA several major employers have been identified that have provided a solid base for the regions employment economy (Table 4). First among this list are the Ouachita Parish School Board with 3,015 employees, the St. Francis Medical Center with 2,500 employees and J.P. Morgan Chase with 2,000 employees. Of note is the planned expansion at CenturyLink (which is headquartered in Monroe) that will add another 800 jobs.

Table 4
Major Employers

Company Name	Number Employed	Activity
Ouachita Parish School Board	3,015	Elementary and Secondary Education
St. Francis Medical Center	2,500	Medical Center
J. P. Morgan Chase	2,000	Finance Firm
Graphic Packaging Corporation	1,100	Packaging
Glenwood Regional Medical Center	900	Medical Center
CenturyLink	1,400	Communications
University of Louisiana at Monroe	1,200	University of Higher Education
City of Monroe	1,100	City Government
Walmart Stores	1,112	Retailer
Entergy	470	Integrated Energy Company
TOTAL	14,797	

Source: Monroe Area Chamber of Commerce

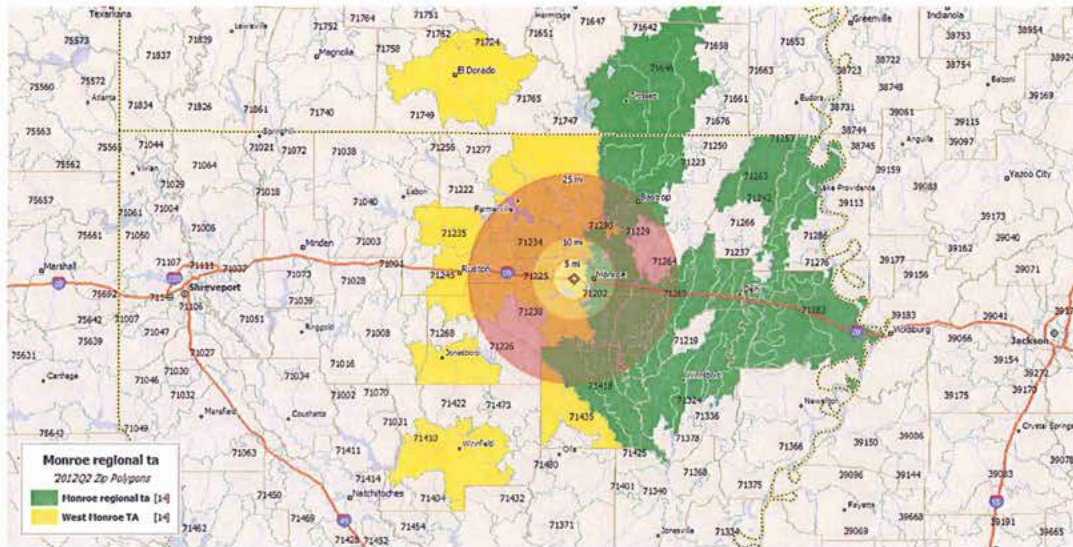
3.4 Monroe, LA – Retail Landscape

For a metropolitan area of about 180,000 residents, the retail inventory at first glance appears relatively strong; however, when considering this areas inventory against metro markets of similar populations as Monroe regional trade area – which is home to some 380,000+/- persons – it actually comes in somewhat low. Currently, the bulk of the major retail in the metropolitan area can be found in the vicinity of Pecanland Mall, which is located on the east side of the Ouachita River along Interstate 20 in the City of Monroe. Pecanland Mall is anchored by Belk's, Dillard's, JCPenney, Dick's Sporting Goods and Sears, and houses small tenants such as Bath & Body Works, Buckle, Charlotte Russe, Gymboree, Hollister, Old Navy and Victoria's Secret. Target, Kohl's, Ross Dress for Less, Bed Bath & Beyond and Home Depot also operate stores within the general vicinity of this mall. Outside of the general mall area, but also within the immediate Monroe-West Monroe environs Wal-Mart operates two SuperCenter's (one in Monroe and one across the river in West Monroe), Academy Sports operates a very successful unit in West Monroe and Talbot's, Chico's and Jos. A. Bank operate out of a small shopping center in the northern section of Monroe near Louisville Ave.

3.5 Monroe/West Monroe Trade Area Comparison

Using the trade area established by the POS data introduced earlier, and then splitting this geographic trade area along the river running between downtown Monroe and West Monroe as the geographic divide between the two market areas, the overall regional trade area was portioned into two separate areas; the Monroe side (Green) encompassing the City of Monroe and all zip code areas east of the river, and the West Monroe side (Yellow) which included the City of West Monroe as well as all the zip code areas to the west of the river (Map 2).

Monroe, LA – Retail Analysis



Map 2 – Monroe/West Monroe Trade Areas

When the trade area is divided into two sides and the income statistics are examined (Table 5) it becomes very clear that while the West Monroe portion may have a slightly lower population and household count, it generates higher levels of Per Capita (\$22,519 vs. \$17,433) as well as Average (\$56,858 vs. \$46,854) and Median (\$41,810 vs. \$34,736) household income levels – than either the eastern portion of the overall regional trade area or the Monroe MSA in its entirety.

Table 5
 Monroe/West Monroe Comparison

Variables	W. Monroe	Monroe	Total
Pop	181,749	199,954	381,703
HH's	71,044	73,900	145,968
Average HH Size	2.5	2.5	2.5
Median Age	38.3	37.2	38.0
Per Capita Income	\$ 22,519	\$ 17,433	\$ 20,788
Average HH Income	\$ 56,858	\$ 46,854	\$ 53,475
Median HH Income	\$ 41,810	\$ 34,736	\$ 38,658

Sources: Scan/US & RECS.

Monroe, LA – Retail Analysis

IV. Monroe, LA Comparative Market Analysis

4.1 Comparable Markets

4.1.1 Analog Markets – Income, Wealth & Employment Comparison

In order to get a better handle on the macro-level potential that may exist within the Monroe metropolitan area for “big-box” retail stores and major restaurant chains, a comparative analog analysis was generated. Selection of analog MSAs was done in several steps. First, a group of markets that could be considered geographically and demographically comparable to the Monroe, LA regional trade area were selected – remembering that this regional trade area far exceeds the bounds of the metropolitan area. A group of six (6) metro areas were selected which included Evansville, IN-KY, Eugene-Springfield, OR, Salem, OR, Mobile, AL, South Bend, IN-MI and Montgomery, AL. A geographic similarity that these analog markets share with Monroe is that these metropolitan areas are a bit geographically isolated and thus perform as hubs for larger regional trade areas. These metro areas were then put into a comparative matrix with the Monroe regional trade area (Table 6). When the income, psychographic (MOSAIC Cluster Groups) and employment variables which were identified within the Monroe regional trade area were compared with the composite that was generated for these six analog markets, it was found that the subject regional trade areas population matched up reasonably well with the analog composite. Following is a summary of these findings:

Table 6
Comparable Market Demographic Analysis – Metro Area Comparison

Market	Population	Per Capita Income	Average HH Income	Med HH Income	Affluent HH's	Cabela's Target HH	White Collar Employees	Employees, Retail Trade
Monroe, LA Regional TA	381,703	\$ 20,788	\$ 53,475	\$ 38,658	12,716	46,252	91,821	17,988
Analog Average	371,341	\$ 22,314	\$ 55,804	\$ 43,379	15,206	53,462	104,453	20,748
Variance	10,363	\$ (1,526)	\$ (2,329)	\$ (4,721)	(2,491)	(7,210)	(12,632)	(2,760)
0.89	1.03	0.93	0.96	0.89	0.84	0.87	0.88	0.87
All MSAs								
Evansville, IN-KY	362,709	\$ 23,012	\$ 56,592	\$ 45,096	20,906	62,269	107,198	20,535
Eugene-Springfield, OR	355,322	\$ 23,182	\$ 53,682	\$ 41,747	9,850	62,577	109,824	22,163
Salem, OR	393,625	\$ 21,756	\$ 57,359	\$ 45,742	11,321	57,273	100,887	19,311
Mobile, AL	416,450	\$ 19,946	\$ 51,605	\$ 39,408	12,432	53,465	107,016	21,073
South Bend, IN-MI	320,265	\$ 22,751	\$ 57,153	\$ 44,245	15,670	51,235	95,911	19,913
Montgomery, AL	379,672	\$ 23,239	\$ 58,435	\$ 44,037	21,059	33,951	105,882	21,495

Sources: Scan/US & RECS.

- With an estimated 2012 regional trade area population estimated at approximately 381,700 people, the Monroe market looks to be only slightly larger than the six-market analog norm of 371,300 people.
- When considering key income variables – per capita, average and median household – the Monroe regional trade area comes in at between 89.0 (median household) and 96.0 (average household) percent of the composite norm.

Monroe, LA – Retail Analysis

- In terms of the number of the highest income households – as defined by MOSAIC Clustering – the Monroe regional trade area again comes in only slightly below the expected level, at 0.84 times the composite norm.
- As this regional trade area might be considered somewhat rural in character, it was compared with the six analog metropolitan areas in the number of Cabela’s-target households that populate its geographic bounds – as we do much of Cabela’s new store and sales projection research work we have developed a model that generates this type of information. What was found was that the 46,250+/- Cabela’s-type households that have been identified within this regional trade area comes in at 0.87 times the analog norm, suggesting a very solid correlation between the Monroe regional trade area and these six analog markets.
- Finally, if one examines the composition of the regional trade areas employment it is seen that with 0.88 times the composite norm of persons employed in white-collar jobs, along with 0.87 time the persons employed in retail trade jobs (a good proxy for the regional geographic drawing power of a market), it can be argued that the Monroe market offers a reasonable approximation of this six-market analog set.
- In all, it is estimated that the Monroe regional trade area offers per capita/household market support equal to approximately 0.89 times the composite norm generated by these six analog metropolitan areas.

4.1.2 Regional Mall GLA Comparison

When the same analog markets are used in a comparison of regional mall GLA, it is seen that the Monroe regional trade area looks to be right in-line with the analog norm of retail GLA of this type – at only about 130,000+/- square feet below the expected inventory of mall GLA (Table 7).

Table 7
Analog Regional Mall GLA Comparison

		Subject Mall GLA	Avg. Analog GLA	Indexed GLA	GLA Per Capita	Analog GLA Per Capita	Indexed GLA Per Capita	Projected GLA	Supply vs. Demand	
		950,000	1,187,500	1,056,602	2.49	3.19	2.84	1,082,280	(132,280)	
Market	Population	Per Capita Income	Average HH Income	Med HH Income	Affluent HH's	Cabela's Target HH	White Collar Employees	Employees, Retail Trade	Mall GLA	SF Per Capita
Monroe, LA Regional TA	381,703	\$ 20,788	\$ 53,475	\$ 38,658	12,716	46,252	91,821	17,988	950,000	2.49
Analog Average		\$ 22,314	\$ 55,804	\$ 43,379	15,206	53,462	104,453	20,748	1,187,500	3.19
Variance		\$ (1,526)	\$ (2,329)	\$ (4,721)	(2,491)	(7,210)	(12,632)	(2,760)	(237,500)	(0.70)
0.89		1.03	0.93	0.96	0.84	0.87	0.88	0.87	0.80	0.78
All MSAs										
Evansville, IN-KY	362,709	\$ 23,012	\$ 56,592	\$ 45,096	20,906	62,269	107,198	20,535	1,315,000	3.63
Eugene-Springfield, OR	355,322	\$ 23,182	\$ 53,682	\$ 41,747	9,850	62,577	109,824	22,163	915,000	2.58
Salem, OR	393,625	\$ 21,756	\$ 57,359	\$ 45,742	11,321	57,273	100,887	19,311	1,295,000	3.29
Mobile, AL	416,450	\$ 19,946	\$ 51,605	\$ 39,408	12,432	53,465	107,016	21,073	1,340,000	3.22
South Bend, IN-MI	320,265	\$ 22,751	\$ 57,153	\$ 44,245	15,670	51,235	95,911	19,913	940,000	2.94
Montgomery, AL	379,672	\$ 23,239	\$ 58,435	\$ 44,037	21,059	33,951	105,882	21,495	1,320,000	3.48

Sources: Scan/US & RECS.

Monroe, LA – Retail Analysis

In terms of how retailers might perform at each of these regional shopping facilities, it has been calculated that the small shop specialty tenants situated in the malls in the six analog markets generated average sales in the range of about \$400 per square foot. At Pecanland Mall in Monroe this type of retail GLA averaged sales in the range of about \$355 per square foot – or, about 0.89 times the analog norm which is right in-line with income, wealth and employment data presented in the previous section of this analysis might suggest.

4.2 Specialty Shop Content Analysis

In our examination of the Monroe MSA retail landscape an important consideration is the overall inventory and content of the small shop content that is present and how it compares with the analog markets that are used throughout this analysis (Table 8). From this inventory analysis it becomes clear that quantitatively the Monroe MSA appears to have a slight void of almost nine (8.8) stores in terms of the total number of retailers that are present – with thirty-eight (38) for Monroe vs. the composite norm of about forty-seven (46.8) for the six analog markets. The critical question then becomes if any large box retailers (e.g. Target, Cabela’s, etc.) should be enticed to build at the subject site how might a developer successfully lease any shop space that may be included in this overall project. The answer appears to lie in the belief that while the Monroe MSA is home to a reasonably similar total number of small shop specialty retailers there looks to be a discrepancy in the composition/mix of these retailers. The largest variance looks to be within the B & C category of retailers. Within these groups of retailers there have been sixteen (16) identified within the Monroe MSA while the analog norm came in at twenty-two (22), and while the B class retailers may not be suitable for the area (likely too high-end) it could prove worthwhile to pursue some of the better quality C class retailers.

Table 8
Retail Content Comparison

Market	Total Small Tenants	A+	A	B	C	D	E	Fashion Dept. Stores
Monroe, LA	38	-	-	2	14	14	8	2
Analog Average	46.8	-	0.5	6.0	16.0	13.2	11.2	2.7
Variance	(8.8)	-	(0.5)	(4.0)	(2.0)	0.8	(3.2)	(0.7)
Evansville, IN-KY	49	-	-	6	18	11	14	2
Eugene-Springfield, OR	46	-	1	5	18	12	10	2
Salem, OR	33	-	-	1	8	12	12	3
Mobile, AL	43	-	1	6	15	14	7	3
South Bend, IN-MI	62	-	-	14	22	14	12	1
Montgomery, AL	48	-	1	4	15	16	12	5

Sources: Directory of Major Malls, Retailer Web-sites & RECS.

Monroe, LA – Retail Analysis

In attempting to identify the highest probability retailers as prospects for recruitment to Monroe, the inventories of each of the analog markets were compiled – with the emphasis placed on the better-quality C classification retailers (Table 9). From within this group of retailers there are four (4) retailers that have been identified as operating in at least three of the six analog markets but not yet operating within the subject MSA – a list that was slightly above the two retailer shortfall for C classification retailers identified in Table 9. Prominent retailers within this group include *Ann Taylor LOFT, Coldwater Creek, J. Jill and The Limited.* Other notable retailers that have been identified in at least two of the analog markets but not yet Monroe includes The Walking Company, Cache, Banana Republic, Helzberg Diamonds, Strasburg Children, Torrid, White House|Black Market and Zumiez.

Table 9
B & C Classification Retailer Inventory Comparison

Cluster	Brand	Monroe, LA	Analog Average	Variance	Evansville, IN-KY	Eugene-Springfield, OR	Salem, OR	Mobile, AL	South Bend, IN-MI	Montgomery, AL
B	Sephora	-	0.2	(0.2)	-	-	-	-	1	-
B	Swarovski Crystal	-	0.2	(0.2)	-	-	-	-	1	-
B	Coach	-	0.3	(0.3)	1	-	-	-	1	-
B	The Walking Company	-	0.5	(0.5)	1	1	-	-	1	-
B	XXI	-	0.2	(0.2)	-	-	-	1	-	-
B	Cache	-	0.7	(0.7)	1	-	-	1	1	1
B	Pottery Barn	-	0.2	(0.2)	-	1	-	-	-	-
B	Ann Taylor	-	0.3	(0.3)	-	-	-	-	1	1
B	Brookstone	-	0.2	(0.2)	-	-	-	-	1	-
B	Williams-Sonoma	-	0.2	(0.2)	-	-	-	-	-	1
B	Aldo	-	0.2	(0.2)	-	-	-	-	1	-
B	Abercrombie Kids	1	0.5	0.5	1	-	-	1	1	-
B	Banana Republic	-	0.5	(0.5)	-	1	-	-	1	1
B	Abercrombie and Fitch	1	0.7	0.3	1	1	-	1	1	-
C	J.Jill	-	0.5	(0.5)	1	1	-	1	-	-
C	The Disney Store	-	0.3	(0.3)	-	-	-	1	1	-
C	Build-A-Bear Workshop	1	0.7	0.3	1	1	-	-	1	1
C	Shi by Jouneys	-	0.2	(0.2)	-	-	-	-	1	-
C	The Limited	-	0.5	(0.5)	1	-	-	1	1	-
C	Aerie	-	0.2	(0.2)	-	-	-	-	1	-
C	White House Black Market	-	0.3	(0.3)	-	1	-	-	1	-
C	Crazy 8	-	0.2	(0.2)	1	-	-	-	-	-
C	Eddie Bauer	-	0.2	(0.2)	-	-	-	-	1	-
C	Forever 21	1	0.3	0.7	-	1	-	-	1	-
C	Torrid	-	0.3	(0.3)	-	1	1	-	-	-
C	Express	1	0.7	0.3	1	-	-	1	1	1
C	Gymboree	1	0.8	0.2	1	1	1	1	1	-
C	Hollister	1	0.7	0.3	1	1	-	1	1	-
C	Strasburg Children	-	0.3	(0.3)	-	-	-	1	-	1

Monroe, LA – Retail Analysis

Table 9 - Continued
B& C Classification Retailer Inventory Comparison

Cluster	Brand	Monroe, LA	Analog Average	Variance	Evansville, IN-KY	Eugene-Springfield, OR	Salem, OR	Mobile, AL	South Bend, IN-MI	Montgomery, AL
C	Gap	1	0.8	0.2	1	1	-	1	1	1
C	Helzberg Diamonds	-	0.3	(0.3)	1	-	-	-	1	-
C	Coldwater Creek	-	0.8	(0.8)	1	1	-	1	1	1
C	Ann Taylor LOFT	-	0.8	(0.8)	1	1	-	1	1	1
C	Perfumania	-	0.2	(0.2)	-	1	-	-	-	-
C	Wet Seal	1	0.7	0.3	1	1	-	-	1	1
C	Zumiez	-	0.3	(0.3)	-	1	1	-	-	-
C	Victoria's Secret	1	1.3	(0.3)	1	1	2	1	1	2
C	Charlotte Russe	1	0.8	0.2	1	1	-	1	1	1
C	Rogers and Hollands	-	0.2	(0.2)	-	-	-	-	1	-
C	Weisfield Jewelers	-	0.2	(0.2)	-	1	-	-	-	-

Sources: Directory of Major Malls, Retailer Web-sites & RECS.

4.3 Fashion Department Store & Anchor Tenant GLA Supply vs. Demand

Within this overall metropolitan area comparison context, the inventories of each markets fashion department stores and other box retail anchor-type tenants were collected (Table 10). From this exercise it has been found that the Monroe market comes in below the average in every category. Beginning with the number of fashion department stores (2 vs. 2.2) and fashion department store GLA (248,000 vs. 330,500 square feet), this theme is carried throughout the comparison. In terms of Mass Merchant-type retailers (JCPenney, Target and Kohl's), Monroe offers consumers only three (3) vs. just over four (4.3) for the composite of the six analog markets, and more specifically, in terms of Target where Monroe is home to only one versus the average of two units per analog market. For Sporting Goods/Outdoors retailers Monroe falls short by nearly one retailer (2 vs. 2.7) as well as being about one short for Home Furnishings (2 vs. 2.7). The largest market voids, however, appear to be in the Junior Box category, with a one and a half store deficit (7 vs. 8.7) and the Specialty Grocery (The Fresh Market, Earth Fare, etc.) category – with Monroe having none vs. the composite norm of just over one (1.3).

Monroe, LA – Retail Analysis

Table 10
Anchor & Box Retail Comparison

	Brand	Monroe, LA	Analog Average	Variance	Evansville, IN-CY	Eugene, OR	Salem, OR	Mobile, AL	South Bend, IN-MI	Montgomery, AL
Traditional FDS	Belk	1	0.7	0.3	-	-	-	2	-	2
	Dillard's	1	0.7	0.3	1	-	-	1	-	2
	Macy's	-	0.8	(0.8)	1	1	2	-	1	-
	Total	2	2.2	(0.2)	2	1	2	3	1	4
Traditional FDS	Belk	126,000	78,500	47,500	-	-	-	294,000	-	177,000
	Dillard's	122,000	125,000	(3,000)	180,000	-	-	211,000	-	359,000
	Macy's	-	127,000	(127,000)	171,000	183,000	255,000	-	153,000	-
	Total	248,000	330,500	(82,500)	351,000	183,000	255,000	505,000	153,000	536,000
Book Stores	Barnes & Noble	-	0.5	(0.5)	1	1	-	-	1	-
	Books-A-Million	1	0.8	0.2	-	-	-	2	-	3
	Total	1	1.3	(0.3)	1	1	-	2	1	3
Sporting Goods / Outdoors	Bass Pro Shops	-	0.2	(0.2)	-	-	-	-	-	1
	Cabela's	-	0.2	(0.2)	-	1	-	-	-	-
	Academy Sporting Goods	1	0.7	0.3	-	-	-	2	-	2
	Dick's Sporting Goods	1	0.8	0.2	1	1	1	-	1	1
	Gander Mountain	-	0.2	(0.2)	1	-	-	-	-	-
	REI	-	0.2	(0.2)	-	1	-	-	-	-
	Sports Authority	-	0.5	(0.5)	-	1	1	-	-	1
Total	2	2.7	(0.7)	2	4	2	2	1	5	
Mass Merchants	JCPenney	1	1.0	-	1	1	1	1	1	1
	Target	1	2.0	(1.0)	2	2	2	2	2	2
	Kohl's	1	1.3	(0.3)	2	1	1	1	2	1
	Total	3	4.3	(1.3)	5	4	4	4	5	4
Junior Boxes	Best Buy	1	1.2	(0.2)	1	1	1	1	1	2
	Dress Barn	1	0.7	0.3	1	-	-	1	1	1
	Gordman's	-	0.3	(0.3)	1	-	-	-	1	-
	hhgregg	-	0.7	(0.7)	1	-	-	1	1	1
	Marshalls	-	0.7	(0.7)	1	-	1	1	1	-
	Michaels	1	1.2	(0.2)	1	1	1	1	1	2
	Old Navy	1	1.0	-	1	1	1	1	1	1
	Palais Royale	-	0.2	(0.2)	-	-	-	-	1	-
	Ross	1	1.2	(0.2)	-	2	2	1	-	2
	Stein Mart	1	0.5	0.5	1	-	-	1	-	1
TJ Maxx	1	1.2	(0.2)	1	1	1	1	1	2	
Total	7	8.7	(1.7)	9	6	7	9	9	12	
Home Furnishings	Bed Bath & Beyond	1	1.0	-	1	1	1	1	1	1
	Home Goods	-	0.2	(0.2)	-	1	-	-	-	-
	Pier 1	1	1.0	-	1	1	1	1	1	1
	Cost Plus World Market	-	0.7	(0.7)	-	1	1	1	-	1
	Total	2	2.7	(0.7)	2	4	3	3	2	2
Specialty Grocery	The Fresh Market	-	0.7	(0.7)	1	-	-	1	1	1
	Earth Fare	-	0.2	(0.2)	-	-	-	-	-	1
	Trader Joe's	-	0.3	(0.3)	-	1	1	-	-	-
	Whole Foods Market	-	0.2	(0.2)	-	-	-	-	1	-
	Total	-	1.3	(1.3)	1	1	1	1	2	2
Wholesale Clubs	Costco	-	0.5	(0.5)	-	1	1	-	-	1
	Sam's Club	1	0.7	0.3	1	-	-	1	1	1
	Total	1	1.2	(0.2)	1	1	1	1	1	2

Sources: RECS.

Monroe, LA – Retail Analysis

4.4 MSA Restaurant Comparison

In trying to identify other viable co-tenants for the potential box retailers at the *Point Centre West*, restaurants provide another viable option as they will help increase the critical mass as well as likely finding the location along the interstate extremely attractive. A search was carried out of twenty-three (23) national chain restaurants both in Monroe and the analog markets and these results were then put into a comparative table (Table 11). Through this comparison it was identified that Monroe comes in at almost seven (6.7) restaurants short of the composite norm with only ten (10) as compared to almost seventeen (16.7) for the analog markets. The next step was identifying the restaurants with the highest potential for recruitment. To do this it was determined which restaurants appeared in at least half of the analog markets (.5) and were not already present in Monroe. By employing this method six (6) restaurants were identified as having a strong case for recruitment to the Monroe MSA. These restaurants included *Bob Evans*, *Bonefish Grill*, *Moe's Southwest Grill*, *Panera Bread*, *Ryan's Family Steakhouse* and *TGI Friday's*.

Table 11
Analog Restaurant Comparison

Brand	Monroe, LA	Analog Avg	Variance	Evansville, IN-LY	Eugene, OR	Salem, OR	Mobile, AL	South Bend, IN-MI	Montgomery, AL
Applebee's	1	2.5	(1.5)	2	2	3	2	3	3
Bar Louie	-	0.3	(0.3)	1	-	-	-	1	-
BJ's Brewhouse	-	0.2	(0.2)	-	1	-	-	-	-
Bob Evans	-	0.7	(0.7)	2	-	-	-	2	-
Bonefish Grill	-	0.7	(0.7)	1	-	-	1	1	1
Buffalo Wild Wings	1	1.2	(0.2)	2	1	1	1	2	-
Chili's	1	0.8	0.2	1	1	-	1	1	1
Cracker Barrel	1	1.0	-	2	-	-	2	-	2
Hooters	1	0.2	0.8	-	-	-	1	-	-
Logan's Roadhouse	1	1.0	-	2	-	-	1	2	1
LongHorn Steakhouse	1	0.7	0.3	1	-	-	1	-	2
Macaroni Grill	-	0.2	(0.2)	-	-	-	1	-	-
Moe's Southwest Grill	-	0.8	(0.8)	1	-	-	1	1	2
O'Charley's	-	0.3	(0.3)	1	-	-	1	-	-
Old Chicago	-	0.2	(0.2)	1	-	-	-	-	-
Olive Garden	1	1.0	-	1	1	1	1	1	1
Outback Steakhouse	1	1.0	-	1	1	1	1	1	1
Panera Bread	-	1.2	(1.2)	1	-	1	1	2	2
Ponderosa	-	0.3	(0.3)	-	-	-	-	2	-
Red Lobster	1	1.0	-	1	1	1	1	1	1
Ruby Tuesday	-	0.3	(0.3)	-	-	-	1	-	1
Ryan's Family Steakhouse	-	0.5	(0.5)	-	1	1	-	-	1
TGI Friday's	-	0.7	(0.7)	1	-	-	1	2	-
Totals	10	16.7	(6.7)	22	9	9	19	22	19

Source: Company Websites

Monroe, LA – Retail Analysis

4.5 Analog Center Demographics & Income Characteristics

When considering the potential for further development in Monroe with the proposed *West Monroe Market Centre* development, it seems important to place the subject property, and not just the entire market, into some comparative frame of context. To do this the existing Pecanland Mall was used to compare with the main fashion centers in each of the six analog markets (Table 12). When placed into this comparative matrix, it has been found that the location which Pecanland Mall occupies within the Monroe MSA presents potential retailers with far less desirable surrounding income and wealth characteristics than do the primary malls that have been identified within the six analog metropolitan areas. What this might suggest is that for any new retailers looking to enter into this market, or possibly even those that may want to relocate or expand with the subject metropolitan area, it may prove wise to consider alternative areas.

Table 12
Analog Property Population & Income Comparison

Shopping Center	Market	3-Mile Population	8-Mile Population	Per Capita Income	Avg. HH Income	Median HH Income	HH w/Inc >\$75K	Affluent HH's	Small-Town Success HH's
Pecanland Mall	Monroe, LA	31,108	113,984	\$ 19,598	\$ 47,528	\$ 36,010	7,698	4,282	2,327
	Analog Average	75,265	229,883	\$ 23,086	\$ 56,528	\$ 45,800	21,552	11,634	6,998
	Variance	(44,157)	(115,899)	\$ (3,488)	\$ (8,999)	\$ (9,790)	(13,854)	(7,352)	(4,671)
	Index Value			0.85	0.84	0.79	0.36	0.37	0.33
Eastland Mall	Evansville, IN-KY	66,234	197,280	\$ 23,875	\$ 56,978	\$ 47,741	20,735	15,138	4,643
Valley River Center	Eugene-Springfield, OR	111,283	239,707	\$ 23,437	\$ 53,404	\$ 42,503	22,020	8,209	9,432
Salem Center	Salem, OR	98,340	248,685	\$ 22,090	\$ 57,240	\$ 47,460	23,175	8,966	11,291
Colonial Mall Bel Air	Mobile, AL	75,046	254,348	\$ 20,661	\$ 51,199	\$ 39,147	19,365	9,499	6,962
University Park Mall	South Bend, IN-MI	53,085	259,738	\$ 22,240	\$ 55,762	\$ 45,851	23,254	12,966	7,073
The Shoppes at EastChase	Montgomery, AL	47,601	179,537	\$ 26,210	\$ 64,584	\$ 52,097	20,764	15,027	2,585

Source: Scan/US & RECS

This point is driven home when one examines how the subject Pointe West sites surrounding income and wealth characteristics compare with those for the six analog mall locations (Table 13). In this brief comparison, it is seen that while the key income variables for the Pecanland surrounding area fall from 15.0 to 21.0 percent below the composite norms, those generated by the *West Monroe Market Centre* 8-mile population fall right in-line with the norms – at +/-1.0 to 6.0 percent.

Table 13
Analog Property Population & Income Comparison

Shopping Center	Market	3-Mile Population	8-Mile Population	Per Capita Income	Avg. HH Income	Median HH Income	HH w/Inc >\$75K	Affluent HH's	Small-Town Success HH's
West Monroe Market Centre	West Monroe, LA	32,420	118,980	\$ 21,899	\$ 55,826	\$ 42,921	10,494	5,837	3,397
	Analog Average	75,265	229,883	\$ 23,086	\$ 56,528	\$ 45,800	21,552	11,634	6,998
	Variance	(42,845)	(110,903)	\$ (1,187)	\$ (702)	\$ (2,879)	(11,058)	(5,797)	(3,601)
	Index Value			0.95	0.99	0.94	0.49	0.50	0.49
Eastland Mall	Evansville, IN-KY	66,234	197,280	\$ 23,875	\$ 56,978	\$ 47,741	20,735	15,138	4,643
Valley River Center	Eugene-Springfield, OR	111,283	239,707	\$ 23,437	\$ 53,404	\$ 42,503	22,020	8,209	9,432
Salem Center	Salem, OR	98,340	248,685	\$ 22,090	\$ 57,240	\$ 47,460	23,175	8,966	11,291
Colonial Mall Bel Air	Mobile, AL	75,046	254,348	\$ 20,661	\$ 51,199	\$ 39,147	19,365	9,499	6,962
University Park Mall	South Bend, IN-MI	53,085	259,738	\$ 22,240	\$ 55,762	\$ 45,851	23,254	12,966	7,073
The Shoppes at EastChase	Montgomery, AL	47,601	179,537	\$ 26,210	\$ 64,584	\$ 52,097	20,764	15,027	2,585

Source: Scan/US & RECS

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4.6 Analog Center Retail Content

When Pecanland Mall is placed into a comparative context with the six analog centers we see two important results (Table 14). First, is that while it was already identified that the Monroe MSA was at a slight deficit in terms of total number of fashion tenants it can be seen in the table below that Pecanland Mall comes in at right about the analog average (33 vs. 33.7) so if there is room for further development in the area it may not be in the Pecanland Mall. The second is that distance to the competing center for the Pecanland Mall is significantly further than the analog average (69.7 vs. 14.0 miles) once again indicating Monroe's role as the hub for a vast geographic portion of north central Louisiana.

Table 14
Analog Center Retail Content

Shopping Center	Market	Square Feet	Fashion Department Stores	Total Fashion Tenants	A+	A	B	C	D	E	Distance to Comp Center
Pecanland Mall	Monroe, LA	950,000	2	33	-	-	1	14	13	5	69.7
	Analog Average	872,083	1.5	33.7	-	1.0	5.2	13.0	9.0	5.5	14.0
	Variance	77,917	0.5	(0.7)	-	(1.0)	(4.2)	1.0	4.0	(0.5)	55.8
Colonial Mall Bel Air	Mobile, AL	1,335,000	2	33	-	1	5	12	12	3	0.4
University Park Mall	South Bend, IN-MI	940,000	1	53	-	3	12	18	12	8	14.2
Valley River Center	Eugene-Springfield, OR	835,000	1	30	-	-	3	16	7	4	38.8
Salem Center	Salem, OR	647,500	2	23	-	-	1	7	7	8	2.5
Eastland Mall	Evansville, IN-KY	1,040,000	2	43	-	1	6	18	10	8	27.1
The Shoppes at EastChase	Montgomery, AL	435,000	1	20	-	1	4	7	6	2	0.8

Sources: Corporate Web-sites, Directory of Major Malls & RECS

4.7 Analog Center Retail Competition

If Pecanland Mall is placed into a comparative context in terms of retail competition present within the subject market area it is seen that there is a very small level of competition – with only four (4) small shop specialty retailers of note compared to the analog average of twelve (12) – again signifying the possibility for further retail development outside of the general mall vicinity (Table 15).

Table 15
Analog Center Retail Competition

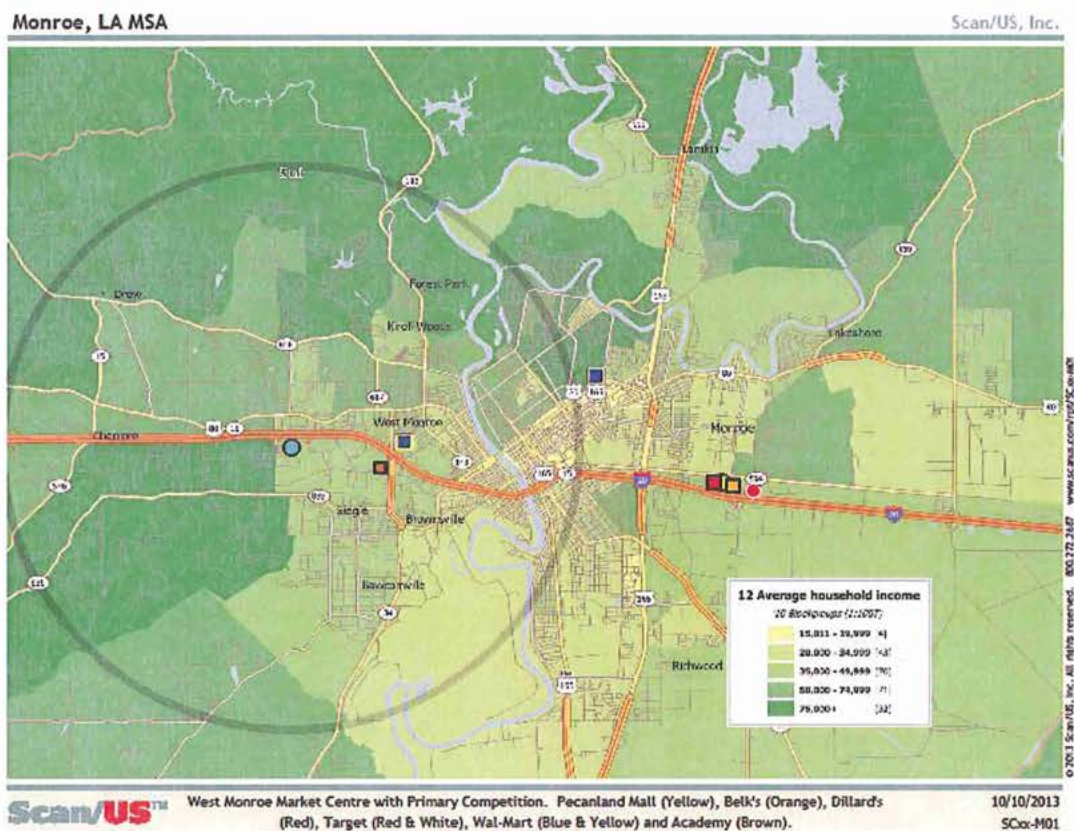
Shopping Center	Market	Retail Competition							Competitive Fashion Dept. Store SF
		Total Small Tenants	A+	A	B	C	D	E	
Pecanland Mall	Monroe, LA	4	-	-	-	1	1	2	-
	Analog Average	12.0	-	0.2	0.3	3.0	4.7	3.8	107,833
	Variance	(8.0)	-	(0.2)	(0.3)	(2.0)	(3.7)	(1.8)	(107,833)
Colonial Mall Bel Air	Mobile, AL	11	-	-	1	3	3	4	168,000
University Park Mall	South Bend, IN-MI	5	-	-	-	3	2	-	-
Valley River Center	Eugene-Springfield, OR	16	-	1	1	2	6	6	-
Salem Center	Salem, OR	9	-	-	-	2	4	3	67,000
Eastland Mall	Evansville, IN-KY	5	-	-	-	-	2	3	-
The Shoppes at EastChase	Montgomery, AL	26	-	-	-	8	11	7	412,000

Sources: Corporate Web-sites, Directory of Major Malls & RECS

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V. West Monroe, LA Opportunity

As has been demonstrated throughout this report, the West Monroe portion of the greater Monroe, LA MSA clearly provides potential retailers a population that presents significantly better income and wealth characteristics than do either the entire metropolitan area generally and the Monroe/Pecanland Mall area specifically.



5.1 Surrounding Population, Income & Household Composition

5.1.1 Radius Area Demographics & Income Comparison

Looking at how the 5, 10 & 25 mile areas have grown over the past twelve year period it can be seen that the 5-mile core has been in line with the overall MSA trend of positive growth (Table 16). More importantly however are the income statistics which show that the 5-mile core presents higher Per Capita (+120.5. Percent), Average Household (+115.4 percent) and Median (+123.3 percent) Household income levels than does the average for the Monroe MSA. Supporting these levels it can be seen that within this 5-mile core resides just below half (42.8 percent) of the MSA's households with an income between \$75,000 and \$99,999, and just over half (53.1 percent) of the MSA's households with an income of over \$100,000 – within a geographic area that is home to only 41.4 percent of all metro-wide households. From a racial perspective, the West Monroe radius support

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area is home to a more homogeneous population than is the entire metropolitan area, with over 70.0 percent of surrounding residents being White vs. the metro-wide norm of 61.4 percent. This clearly indicates that if there was additional retail to be built in the Monroe MSA that it should consider this area.

Table 16
Surrounding Area vs. MSA Comparison

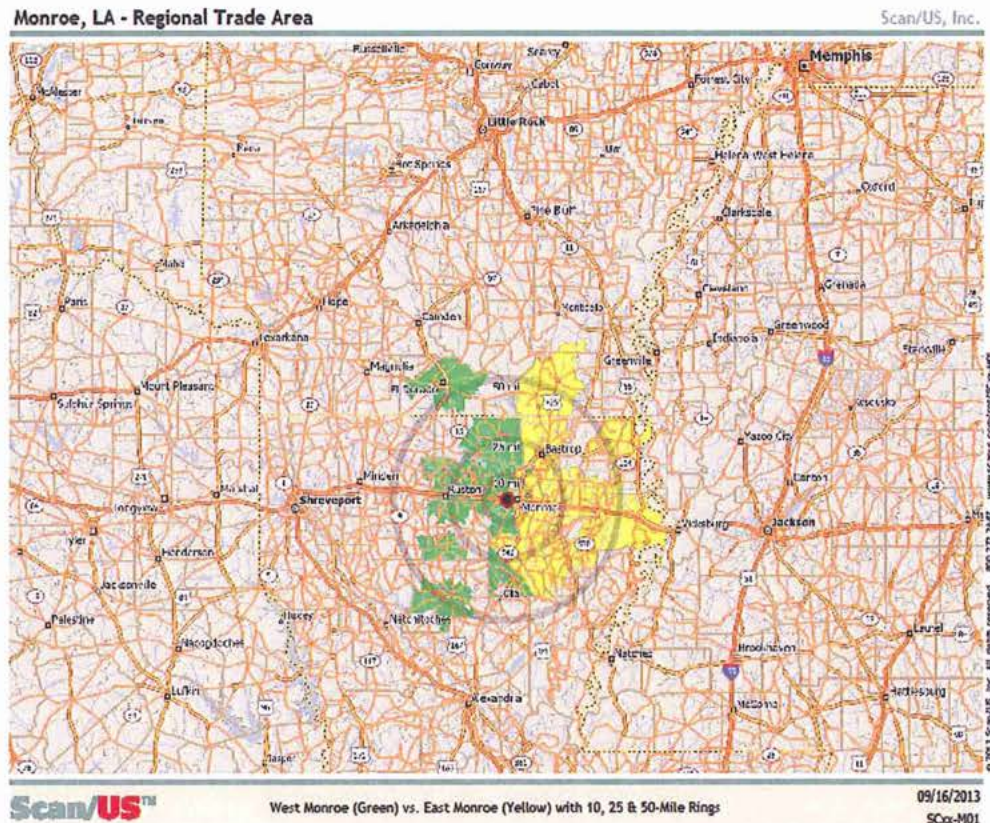
	5 mi. Ring	10 mi Ring	25 mi Ring	Monroe MSA	5 mi Core as Percent of MSA
Population					
2000	65,869	125,235	195,923	170,053	38.7%
2010	67,394	128,810	203,675	176,441	38.2%
2012	68,466	130,798	205,852	177,782	38.5%
Projected 2017	71,137	135,728	211,356	184,856	38.5%
Average Annual Change 2000 - 2010	216	464	827	644	33.6%
	0.33%	0.37%	0.42%	0.38%	86.7%
Average Annual Change 2010 - 2017	749	1,384	1,536		
Housing Units					
2000	28,669	51,333	80,823		
2010	30,263	54,633	87,090	67,824	44.6%
Change	1,594	3,300	6,267		
Households					
Number	28,053	50,425	78,830	67,824	41.4%
Persons Per HH	2.41	2.48	2.52	2.53	
Income					
Per Capita	\$ 24,606	\$ 22,242	\$ 21,954	\$ 20,421	120.5%
Average Household	\$ 59,038	\$ 56,668	\$ 56,483	\$ 51,180	115.4%
Median Household	\$ 45,523	\$ 43,718	\$ 43,931	\$ 36,934	123.3%
<i>Households by Income Group</i>					
\$75,000 - \$99,999	2,696	4,522	7,043	6,300	42.8%
Percent	9.6%	9.0%	8.9%	9.3%	103.5%
>\$100,000	4,287	7,310	11,246	8,069	53.1%
Percent	15.3%	14.5%	14.3%	11.9%	128.5%
Age					
0 - 19	27.4%	28.8%	28.2%	29.0%	94.5%
20 - 34	21.0%	21.9%	20.8%	22.0%	95.5%
35 - 64	37.0%	35.8%	36.8%	36.0%	102.8%
>65	14.4%	13.1%	13.3%	13.0%	110.8%
Median	38.0	37.0	37.9	34.3	110.8%
Race					
White	70.2%	57.1%	60.9%	61.4%	114.3%
Black	26.5%	39.8%	36.3%	35.4%	74.9%
Asian	1.0%	1.0%	0.8%	0.8%	119.0%
Hispanic	2.6%	2.1%	2.0%	2.1%	123.8%

Source: Scan/US & RECS

5.1.2 Regional Trade Area Demographics & Income Comparison

Employing the Point-of-Sales data that were introduced earlier in this report – which were collected from several retailers that are currently operating store units within this metropolitan area – a true regional trade area that supports the Monroe, LA retail market was delineated. As is seen when viewing the following map, this regional trade area is much vaster geographically than is the Monroe MSA – from a population perspective this regional trade area is home to an estimated 2012 population of 381,700+/- people vs. the metropolitan figure of only 177,782. When the regional trade area is split into two geographic components – west vs. east – it is seen that the West Monroe portion of the regional trade area is home to a nearly equal number of residents (estimated at 181,749 vs. 199,954 persons in 2012); however, these residents clearly generate higher income levels than do their eastern portion counterparts.

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To summarize the income and wealth variances that exist between the western and eastern portions of the Monroe regional trade area, the following is offered (Table 17):

- Whether at the Per Capita (\$22,519 vs. \$19,176), Average (\$56,858 vs. \$50,198) or Median (\$41,810 vs. \$35,598) Household income levels, the figures for the western portion of the Monroe regional trade area easily those for the eastern portion – at +17.4, +13.3 and +17.5 percent, respectively.
- In addition, even though the western portion of the regional trade area is home to a slightly lower number of total households (71,044 vs. 74,924), this geographic section of the overall Monroe regional trade area is home to a larger number of high-income households – those households which generate greater than \$75,000 in annual income. In this key income comparison it was found that there were an estimated 17,675 high-income households in the western portion of the trade area vs. 14,322 of these households within the eastern sector.

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Table 17
Regional Trade Area – West Monroe vs. East

	Monroe Total Trade Area	East vs. West Monroe	
		East	West
Population			
2000	378,333	204,658	173,675
2010	380,791	199,628	181,163
2012	381,703	199,954	181,749
2017	384,703	201,458	183,245
POP Change			
2000 - 2010	2,458	(5,030)	7,488
2010 - 2012	912	326	586
2012 - 2017	3,000	1,504	1,496
Annual Change			
2000 - 2010	0.1%	-0.2%	0.4%
2010 - 2012	0.1%	0.1%	0.2%
2012 - 2017	0.2%	0.2%	0.2%
Households	145,968	74,924	71,044
Average HH Size	2.5	2.5	2.5
Race			
White	61.1%		71.8%
Black	35.9%		24.6%
Asian	0.7%		0.4%
Hispanic	2.4%		1.4%
Income Variables			
Per Capita	\$ 20,788	\$ 19,176	\$ 22,519
Average HH	\$ 53,475	\$ 50,198	\$ 56,858
Median HH	\$ 38,658	\$ 35,598	\$ 41,810
HH's \$75 - \$99k	13,325	6,356	6,969
Percent	9.1%	8.5%	9.8%
HH's >\$100k	18,672	7,966	10,706
Percent	12.8%	10.6%	15.1%

Sources: Scan/US, RECS & Retailer POS.

5.2 West Monroe Potential

Understanding that the Monroe market is supported, and serves, a much larger population than is initially indicated by its US Census-defined metropolitan area brings us back to the point made earlier that this market must then be placed into a comparative context with other larger markets of similar size and economic characteristics. Again, as presented earlier, the markets that look to fit this description best are Evansville, IN-KY, Eugene-Springfield, OR, Salem, OR, Mobile, AL, South Bend, IN-MI and Montgomery, AL (Table 18). When compared with these six analog metropolitan areas, it was calculated that the subject Monroe MSA offers retailers approximately 0.89 times the per capita/household market support generated by the composite populations of these other mid-sized metropolitan areas.

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Table 18
Comparable Market Demographic Analysis – Metro Area Comparison

Market	Population	Per Capita Income	Average HH Income	Med HH Income	Affluent HH's	Cabela's Target HH	White Collar Employees	Employees, Retail Trade
Monroe, LA Regional TA	381,703	\$ 20,788	\$ 53,475	\$ 38,658	12,716	46,252	91,821	17,988
Analog Average	371,341	\$ 22,314	\$ 55,804	\$ 43,379	15,206	53,462	104,453	20,748
Variance	10,363	\$ (1,526)	\$ (2,329)	\$ (4,721)	(2,491)	(7,210)	(12,632)	(2,760)
0.89	1.03	0.93	0.96	0.89	0.84	0.87	0.88	0.87
All MSAs								
Evansville, IN-KY	362,709	\$ 23,012	\$ 56,592	\$ 45,096	20,906	62,269	107,198	20,535
Eugene-Springfield, OR	355,322	\$ 23,182	\$ 53,682	\$ 41,747	9,850	62,577	109,824	22,163
Salem, OR	393,625	\$ 21,756	\$ 57,359	\$ 45,742	11,321	57,273	100,887	19,311
Mobile, AL	416,450	\$ 19,946	\$ 51,605	\$ 39,408	12,432	53,465	107,016	21,073
South Bend, IN-MI	320,265	\$ 22,751	\$ 57,153	\$ 44,245	15,670	51,235	95,911	19,913
Montgomery, AL	379,672	\$ 23,239	\$ 58,435	\$ 44,037	21,059	33,951	105,882	21,495

Sources: Scan/US & RECS.

Knowing that the Monroe MSA acts as a much larger regional market than might initially be thought suggests that there could be the potential for the addition of further retail development. Referring back to the earlier discussion regarding the possibility of recruiting a larger array of box retailers to the Monroe MSA it is offered that there appear to be several sectors that could be of high interest (Table 19). Following are our thoughts as to which sectors/retailers might be of highest priority:

- **Sporting Goods:** This sector looks to be a solid place to start, especially the outdoors players such as Bass Pro, Cabela's or Gander Mountain. While the Monroe MSA already is home to two (Academy and Dick's) players from this sector, it does not yet offer local consumers a major retailer from the outdoors sub-sector of sporting goods. In total, these three major outdoors retail firms average nearly one store per analog market – with units in Evansville, IN-KY (Gander), Eugene-Springfield, OR (Cabela's) and Montgomery, AL (Bass Pro). Further, with a very successful Bass Pro (estimated sales of \$40.0 million) located about 100 miles in Shreveport, LA it seems likely that one of these players could be enticed to focus on Monroe as a future new store market.
- **Mass Merchant:** While JCPenney, Target and Kohl's each operate one store within the Monroe MSA, a clear opportunity looks to be present for Target to add a second unit in the western portion of the regional trade area – with Pointe West looking to be a very real potential location. With a population that is nearly equal to that of the eastern portion of the Monroe regional trade area – and more importantly a much higher income profile – it appears reasonable to believe that Target is a retailer that could provide a very high probability for recruitment.
- **Junior Boxes:** Included in this sector are the apparel, electronics and other miscellaneous mid-sized box retailers. Players that appear to offer the greatest potential for recruitment to the Monroe MSA include hhgregg (electronics)

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and Marshall's (apparel). Of these two retailers, Marshall's – with existing locations in Shreveport and Alexandria, LA (west and south) along with Little Rock, AR (north) and Jackson, MS (east) as well as already operating one of their sister brands (TJ Maxx) in Monroe – is the more promising. hhgregg with its nearest stores being located in Southaven (Memphis), MS and Baton Rouge, LA is probably a less likely candidate.

- **Home Stores:** With existing store units in Baton Rouge, Lafayette and Shreveport, LA along with being present in four of the six analog markets, Cost Plus World Market (a division of Bed Bath & Beyond which is already in Monroe) looks to provide solid promise for recruitment to the subject metropolitan area. HomeGoods, a division of TJ Maxx/Marshall's, could provide some level of recruitment potential since they are not averse to entering smaller markets. With units in Conway and Hot Springs, AR – both much smaller than Monroe – as well as operating two units in the Jackson, MS MSA, HomeGoods is located within geographic striking distance of Monroe.

Table 19
Higher-Probability Anchor-type Retail Targets

	Brand	Monroe, LA	Analog Average	Variance	Evansville, IN-KY	Eugene, OR	Salem, OR	Mobile, AL	South Bend, IN-MI	Montgomery, AL
Book Stores	Barnes & Noble	-	0.5	(0.5)	1	1	-	-	1	-
	Total	1	1.3	(0.3)	1	1	-	2	1	3
Sporting Goods / Outdoors	Bass Pro Shops	-	0.2	(0.2)	-	-	-	-	-	1
	Cabela's	-	0.2	(0.2)	-	1	-	-	-	-
	Gander Mountain	-	0.2	(0.2)	1	-	-	-	-	-
	REI	-	0.2	(0.2)	-	1	-	-	-	-
	Sports Authority	-	0.5	(0.5)	-	1	1	-	-	1
Total	2	2.7	(0.7)	2	4	2	2	2	1	5
Mass Merchants	Target	1	2.0	(1.0)	2	2	2	2	2	2
	Total	3	4.3	(1.3)	5	4	4	4	5	4
Junior Boxes	Gordman's	-	0.3	(0.3)	1	-	-	-	1	-
	hhgregg	-	0.7	(0.7)	1	-	-	1	1	1
	Marshalls	-	0.7	(0.7)	1	-	1	1	1	-
	Palais Royale	-	0.2	(0.2)	-	-	-	-	1	-
Total	7	8.7	(1.7)	9	6	7	9	9	12	
Home Stores	Home Goods	-	0.2	(0.2)	-	1	-	-	-	-
	Cost Plus World Market	-	0.7	(0.7)	-	1	1	1	-	1
	Total	2	2.7	(0.7)	2	4	3	3	2	2
Specialty Grocery	The Fresh Market	-	0.7	(0.7)	1	-	-	1	1	1
	Earth Fare	-	0.2	(0.2)	-	-	-	-	-	1
	Trader Joe's	-	0.3	(0.3)	-	1	1	-	-	-
	Whole Foods Market	-	0.2	(0.2)	-	-	-	-	1	-
Total	-	1.3	(1.3)	1	1	1	1	2	2	
Wholesale Clubs	Costco	-	0.5	(0.5)	-	1	1	-	-	1

Source: Corporate Web-sites & RECS.

- **Specialty Grocery:** With no specialty grocery operator (The Fresh Market, Earth Fare, Trader Joe's and/or Whole Foods Market) currently found with Monroe

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MSA, this is yet another possible sector for tenant recruitment. The Fresh Market is the most likely candidate for recruitment with a presence in not only four of the six analog markets but also geographic proximity in operating stores in Mobile and Montgomery, LA as well as Baton Rouge and Lafayette, LA, Little Rock, AR and Jackson, MS. A second candidate from this group of retailers might be Earth Fare. This Asheville, NC-based grocer is making aggressive growth plays and now operates in such other smaller metropolitan Alabama markets as Auburn, Huntsville and Montgomery.

- **Wholesale Clubs:** With only Sam's Club operating within the greater Monroe regional trade area it might be argued that room exists for a second player from this category of retailing. This argument might be bolstered when one considers that Sam's Club is not ideally located to serve the better-income neighborhoods west of the Ouachita River – neighborhoods that might prefer the better-quality offerings provided by the nation's leading wholesale club operator Costco. A major hurdle in the possible recruitment of Costco would be their complete lack of store presence not only in all of Louisiana but also in Mississippi and Arkansas. One other point to take into consideration when attempting to put the likelihood of recruiting Costco is that along with Montgomery, AL there are only two other markets of similar populations nationwide – Reno, NV and Tallahassee, FL – that are home to both Costco and Sam's Club.

A final point to make when considering not just the possibility of recruiting retailers to the Monroe market in general but to *West Monroe Market Centre* specifically is the estimated sales performance of key retailers that have located units in West Monroe. Based on our investigation the only large-scale retailer currently operating units on both sides of the river is Wal-Mart. The SuperCenter on the east side of the river is estimated to generate sales in the range of \$70.0 million annually. On the west side this figure is estimated to be in the range of \$110.0 million. While a different operator, there are also traditional sporting goods operators one each side of the river – Academy Sports on the west and Dick's Sporting Goods on the east – with Academy out-producing Dick's at nearly three-to-one (estimated at about \$40.0 to \$15.0 million).