



City of Pocatello

Retail Analysis

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Current Retail Environment

The City of Pocatello has hundreds of businesses in a variety of different categories. While the community's business directory is constantly evolving, there are several mainstays that have served the cities of Pocatello and Chubbuck for years. All of the businesses listed below, among many others, have been a part of the local economy for over ten years.

- Wal-Mart
- Shopko
- Albertsons
- Red lobster
- JCPenney
- Sears
- Smiths
- Sizzler
- Fred Meyer
- Kmart
- Home Depot
- Odell's Furniture

Studying the employment picture in Pocatello helps to provide insight into the Pocatello retail environment. The majority of jobs in Pocatello offer moderate to low incomes to employees. These lower income jobs do not make for an attractive market for high-end retail, services, or restaurants. Pocatello has seen new businesses arrive increasing the number of higher paying jobs. Allstate Insurance and Hoku Scientific, for example have moved to Pocatello in the past few years, providing an additional 700 jobs once they are fully staffed. Below is a snapshot containing the number of retail and service related businesses, by major category, as listed in the Pocatello Chamber of Commerce Business Directory:

	Shopping & Specialty Retail	Food & Drink	Lodging & Travel	Sports & Recreation	Personal Services	Business & Professional Services	Arts, Culture, & Entertainment
# of Businesses	111	52	13	15	25	84	9

Similar to other communities around the country, Pocatello has seen an influx of national chains in recent years. These include primarily large retail stores and restaurants. While the proliferation of national chains in small communities and the erosion it can cause to their identities should remain a concern, there are some advantages to them as well. Scotts Ski & Sports, for example, has capitalized on the opportunity to improve exposure of their locally owned business by relocating to take advantage of the draw of these national retailers. Below is a list of the major national retailers who have opened in the last 5 years.

- Lowes
- Bed Bath & Beyond
- Ashley Furniture
- Staples
- Ross
- Carmike Cinemas
- Costco
- Chili's
- Panda Express

SWOT Analysis

Strengths

Local Businesses: Pocatello has a strong local business community. There is an entrepreneurial spirit that exists in the city. Entrepreneurs are quick to notice underserved markets and opportunities that exist in the community. If a need is not being filled, locals often start small

businesses that are successful in filling the community's needs. This is evident in the number of small local businesses that exist in the city.

Idaho State University: Pocatello is home to approximately 14,000 full and part time students (McMurtrey and Howerton). Being home to ISU presents several unique opportunities to the city. Students represent a demographic that has been traditionally easy for retail to serve. The university is the source of high paying jobs in the community with a total payroll of approximately \$70 million (McMurtrey and Howerton). Although students may have low to no income, they do have considerable spending power and economic impact. Students are estimated to spend \$141.6 million a year on living expenses such as housing, food, clothing, and transportation (McMurtrey and Howerton).

Outdoor and Recreation: The city of Pocatello is well known for outdoor and recreational activities. Pocatello is an ideal recreational venue and is surrounded by all kinds of recreational opportunities including: camping, fishing, hiking, skiing, biking, golfing, and more. The retail market in Pocatello has capitalized on the abundance of outdoor recreation opportunities and the tourism that results.

Regional Retail Chains: While Pocatello currently attracts a limited number of national chains, the city is home to a few notable regional chains such as Ridley's Supermarket or Kings. These chains usually have a small number of stores in Idaho or the Northwest. Regional chains provide a good mix of products and services to Pocatello residents. Regional chains are important because they are familiar with and can cater to the needs of certain regions, more effectively than national chains. Regional chains also provide residents with high quality products at competitive prices.

Location and Infrastructure: Pocatello is the only city in Idaho that marks the intersection of two major interstates. Both I-86 and I-15 pass through the Gate City. This location on two interstates attracts pass through traffic in the region. Pocatello is also the home of a regional airport, which draws people to the region.

Weaknesses

Few National Chains: Pocatello has fewer national chain retailers and restaurants than surrounding communities. Some of the most notable ones are Macy's, Dillard's, Target, Old Navy, Best Buy, The Olive Garden, and Kohl's.

Lower than Average income: Two thirds of Pocatello's population is in the labor force and about half of the residents are married. There should be a strong demand for retail stores. However, Pocatello's hourly wage is 18 percent lower than the national average, and the median household income is lower than surrounding cities such as Idaho Falls, Twin Falls, and Logan.

Low numbers of non-resident students: ISU attracts few non-resident students to the university. 90% of ISU students are local residents. Many out of state students come from higher income families than do local students. This is due to lower than the national average wage rates in Pocatello.

Opportunities

Tourism: Pocatello is a tourist destination. With access to mountain biking, skiing, hiking, and other recreation, people travel to Pocatello from around the region. Even more notable than the recreational opportunities, Pocatello provides access to larger recreational draws such as Yellowstone National Park, Sun Valley, and the Jackson Hole area. The City has an excellent opportunity to capture these tourists' dollars as they travel through Pocatello. The economic impact of tourism on the Bannock County area is estimated to be \$153 million annually (Sacks).

Room for Growth: Pocatello is not a densely populated community. Due to relatively inexpensive land and numerous vacancies among existing buildings, companies considering bringing their business to Pocatello do not face excessive investments in land acquisition and construction costs. This is an excellent opportunity for aspiring business owners.

Access: Pocatello has always been one of Idaho's most accessible communities. Pocatello lies at the intersection of two interstates, has two main line tracks of the Union Pacific railroad and a recently remodeled airport. In addition, Pocatello is reasonably close to Salt Lake City, a major western hub. Pocatello has the opportunity to promote itself as a logical destination for regional events and conferences. Hosting such events would boost commerce throughout the community.

Continued Economic Development: Efforts of the community's economic development agencies, such as Bannock Development Corporation, have been successful in creating jobs and bringing new energy, technology and manufacturing companies to Pocatello. These economic development activities have focused on developing industrial lands near the airport and placing businesses at the commercial business park located at the intersection of Quinn and Pole Line Road. The airport has approximately 1600 acres for development and has the capacity to land large jets. It is the primary site for industrial economic expansion near Pocatello. Proper development of the industrial park could have a \$100 million dollar economic impact for the community (Tocher). Economic development around Pocatello such as, Allstate's call center or Peterson Incorporated's new facility at the airport creates high paying jobs. These jobs have the potential to add millions of dollars in new wages to the local economy, which will help grow demand for retail.

Threats

Retail leakage to Idaho Falls or Salt Lake City: Due to the weaknesses in Pocatello's retail environments, specifically in clothing and electronics, Pocatello is vulnerable to significant retail leakage to neighboring communities. Pocatello has per capita retail sales of \$13,593 vs. Idaho

Falls \$27,285 a discrepancy of 49%. Household incomes are approximately 20% higher in Idaho Falls, which could account for nearly half of the difference in retail spending. The other half is likely due to the retail dollars spent by shoppers from Pocatello and other communities surrounding Idaho Falls.

Another cause of retail leak is the lack of an LDS temple in Pocatello. Estimates from ongoing research conducted by the ISU Economics Department, indicates that thousands of Pocatello residents make six or more trips per year to communities with temples. These Pocatello residents spend hundreds of thousands of dollars on meals and shopping during these trips to surrounding communities.

Competition from Online Retailers: According to the Barnes Reports *U.S. Electronic Shopping Mail Order Houses report* in 2011, there were 23,379 online and mail order retailers operating in the U.S. These retailers had sales of \$326.6 billion. Barnes Reports estimate that online and mail order retail will continue to grow at 8% to 9% per year for the near future, far out-pacing expected inflation rates of 3%. The competition from online retailers makes it more difficult for communities such as Pocatello, which have weaknesses in their retail offerings, to attract businesses, and fill retailing voids.

Loss of Major Employers: The loss of a major employer in the Pocatello region such as On Semiconductor, Heinz Foods, or one of the three major call centers, for example, could have significant negative impact on the local retail climate. Over recent years, there has been significant speculation about ON relocating its Pocatello manufacturing to another plant. Recent investments by ON in its Pocatello facilities have eased those concerns for the time being. However, changes in demand for products of any of Pocatello's major employers or a financial crisis at one of the company's corporate head quarters remain a possibility. The resulting loss of jobs and income would likely create significant problems for retailers.

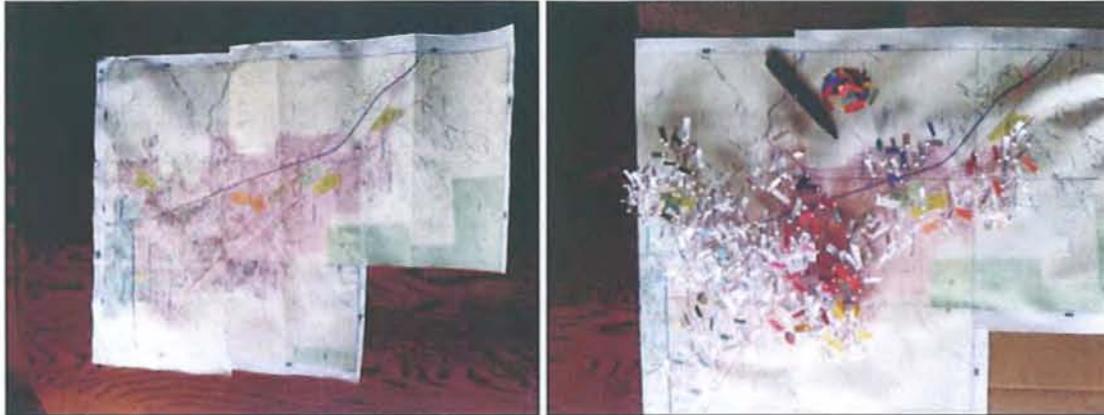
Weakness in Regional or National Economies: The 2008 recession had a dramatic impact on both regional and national chain stores. Circuit City, Comp USA, Linen and Things, and Movie Gallery (parent to Hollywood Video) all had bankruptcies and closed down American retail operations. Locally, this was demonstrated by the closing of Sportsman's Warehouse in 2009. According to press releases at the time, the Pocatello Sportsman's Warehouse was a profitable store, which was forced to close due to financial pressures on the company, which affected its ability to secure the necessary credit to finance operations. Given a significant amount of instability in the U.S. economy and the slow rate of the economic recovery, a second significant recession is still a real possibility. A second recession would likely trigger another round of bankruptcies, especially for struggling retailers such as Kmart, Sears, and Rite-Aid.

Economic Assessment

To assess the economic demographics in Pocatello, we conducted a study to find the low, medium, and high-income zones in the city. We started with a blank map of the city. We began

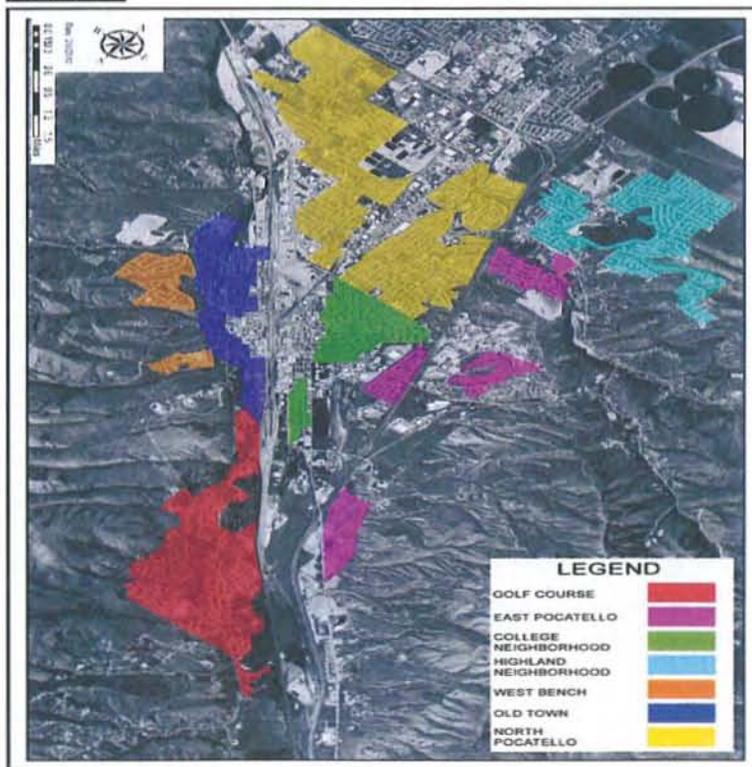
by searching real estate listings for the City of Pocatello to find houses for sale in the market. Each time we found a real estate listing, we marked it on the map with a pin and a price tag. The process resulted in the accumulation of over 300 house prices distributed across Pocatello. The process is shown below in exhibit 1.

Exhibit 1



Once each separate listing was marked on the map, we began to search for trends and patterns in housing prices in order to divide the city into zones. The outcome produced seven distinct zones. Each zone consisted of 30-40 separate property listings. This enabled us to determine the mean and median house price per zone. These seven zones are shown below in exhibit 2.

Exhibit 2



Low Income Zones

We have designated housing zones with median prices below the \$100,000 level as low-income zones. There are two such zones in Pocatello. These zones represent Old Town Pocatello, as well as the university (ISU) zone. These two zones are located in the heart of Pocatello. The zones are represented in blue and green respectively in exhibit 2.

Old Town: Old Town Pocatello is the lowest income zone in Pocatello. It has a median house price of \$71,000. (Exhibit 3 at the end of this section compares the median values of the 7 zones) This makes perfect sense because many of the houses in Old Town are nearly one hundred years old. There are many challenges that exist in Old Town. These include less space, the railroad divide, and nothing unique to draw consumers.

University: The university zone is the home of ISU. This zone has a median housing price of \$83,000. Many of the housing options in this zone have been modified to meet student's needs. However, there is a fair amount of homes owned by families in this zone. Challenges unique to the university zone include serving the student demographic, rental housing implications, and connecting ISU with the rest of the city.

Medium Income Zones

The medium-income zone is made up of houses priced from \$100,000 - \$200,000. This represents three geographic areas in Pocatello, which include: (1) West Bench (2) East Pocatello and (3) North Pocatello. The medium housing zones are depicted in exhibit 2.

West Bench: The West Bench is located above Old Town Pocatello. The median house price in this zone is \$124,000. It is interesting that there is such a distinct difference between the West Bench and Old Town. The houses located on the bench are newer and often larger homes, thus making their values higher. The challenges that are evident in this zone are access to and isolation from the rest of the city. There is only one street, Valley View Drive, which leads into this housing area.

East Pocatello: The East Pocatello zone is located on the east side of the freeway. The median housing price in this zone is \$151,250. The zone offers a good mix of newer and older homes. This zone has benefitted from the relocation of the hospital and related development. As a result, many housing improvements have recently been made in this zone. Many new businesses have located near the homes in this zone. These include PMC, ON Semiconductor, and several new hotels and restaurants.

North Pocatello: The medium house price in this region is \$115,000. This region includes most of the major retail in Pocatello. The zone is home to Yellowstone Avenue, which is the main retail corridor in Pocatello. A challenge associated with this zone is connecting it and making it accessible to other parts of Pocatello. Monitoring traffic patterns and increasing accessibility are key to this zone.

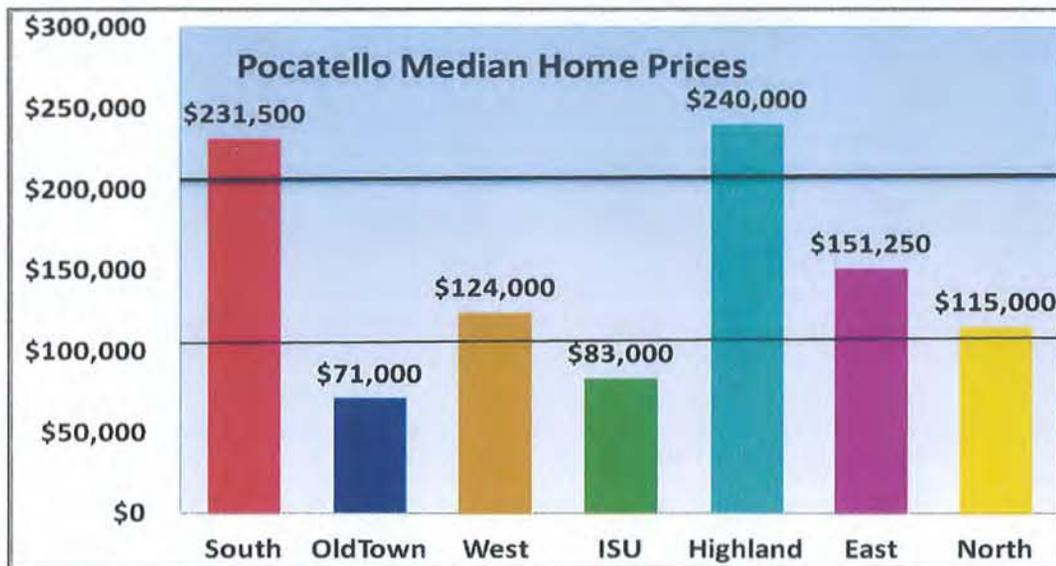
High Income Zones

There are two high-income zones in Pocatello. Median housing prices in these zones are above \$200,000. These two zones are located in the northern and southern extremes of the city. A local trend in housing prices is the further one moves away from the heart of the city, the more valuable housing becomes. The Highland and Southern Country regions reflect these findings.

Highland: The median house price in this zone is \$240,000. This is the highest income zone in Pocatello. The area is heavily populated with newer homes. It is highly accessible to the Yellowstone corridor. The main access point, Pocatello Creek Road, contains many businesses and restaurants attractive to highland residents.

South Country Club: The median house price in this zone is \$231,500. Its zone is very isolated from the rest of Pocatello and especially from retail on the north side of the city. The homes in this zone are new and located in the bench areas. Many people live near the golf courses that are located in this region.

Exhibit 3



Applying the Findings:

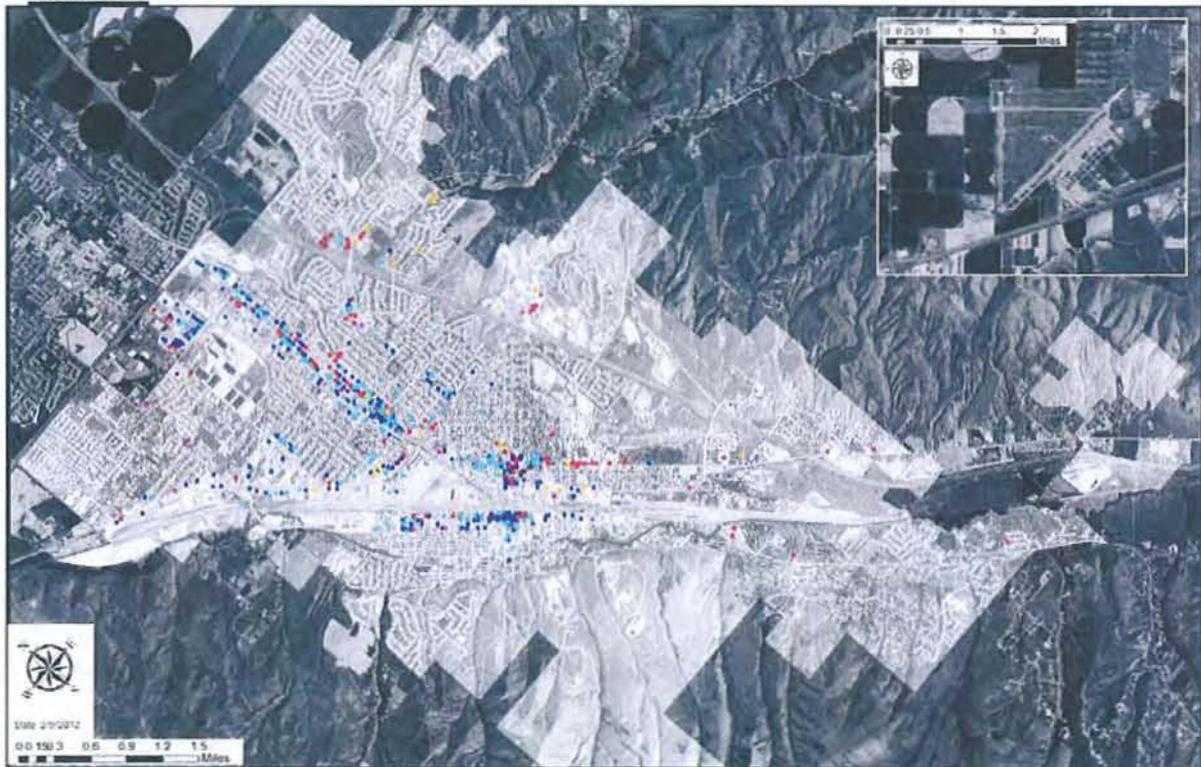
The zones that we have identified may be considered common knowledge. Residents of Pocatello would likely be able to identify low, medium, and high incomes within the city. However, as a team we want to validate our findings with substantial data. Additionally, we will seek to understand the whys behind each zone's data findings to come to conclusions about each respective zone. Understanding the implications in each zone will enable us to make recommendation for improvement.

Retail Inventory

We counted, cataloged, and mapped nearly 700 businesses. Our inventory is in the form of an Excel file that contains the name of each business and the street location of the business. We also placed each business into one of five categories retail products, retail services, restaurants, recreation, or convenience stores and fuel suppliers. Each category is broken into sub-categories to allow for detailed searching. For example, restaurants are divided into fast food, casual dining, fine dining, and bars/lounges/coffee shops.

Our primary tool for conducting the retail inventory was Google maps, which was used to complete a rough version of the inventory. We filled in the gaps from Google maps by physically driving around the city and personally cataloging the remaining businesses. Our intention was to catalogue retail businesses only. We did not include medical offices, insurance offices, wholesalers, daycare centers, or any financial service companies other than banks, credit unions, and the major payday loan businesses. Exhibit 4 shows a map of all retail business in Pocatello.

Exhibit 4



Conclusions from Retail Inventory

Our inventory revealed a significant amount about the current state of retail in Pocatello both in terms of what types of businesses there are in the city and in terms of where they are located. We were able to identify several shopping corridors throughout the community, all of which exhibit their own unique set of strengths, weaknesses, opportunities, and threats. We were able

to identify six main retail corridors in the city (to easy map-making the accompanying maps combine North Pocatello and the Freeway accessible zones into one zone). They are as follows:

- North Pocatello
- Freeway Accessible
- West Old Town
- ISU & East Old Town
- ISU Warehouse District
- Yellowstone Ave.

The primary shopping corridor within Pocatello is Yellowstone Avenue. It runs north and south through the entire town. East Old Town, which is the area east of the train tracks and West Old, Town that covers the area from the tracks to 4th Street are secondary corridors with a large number of retail businesses in each. Some of these areas are relatively new developments and some have been established for decades. Likewise, some areas are easily accessed by all parts of town and others are relatively isolated. Our recommendations will touch on these features and what implications they have on future/sustained growth. For the number of each business type by zone see exhibit 5.

Exhibit 5	Retail Service	Retail product	Restaurant	Convenience	Recreation
West Old Town	26	34	20	2	5
ISU & E Old Town	30	63	17	5	5
ISU Warehouse Dist	11	6	22	3	5
Freeway Acc.	5	1	9	3	10
North Pocatello	7	57	6	1	2
Yellowstone Ave	60	58	52	5	9
Total	134	224	126	19	36

Underserved Retail Markets

Our recommendations are going to consist of general recommendations that will help the city to better understand, manage, and recruit new retail businesses to the community. We are also going to offer some more specific recommendations on the six retail categories, as well as where there is need for these types of businesses.

We have chosen to focus on under-served retail markets and are not making recommendations on over-served markets. The basic economic principals of supply and demand are clear, that without some kind of market failure present there will not be under-served segments. In doing our research and in consultation with Dr. Scott Benson, economics professor at ISU, we have been unable to identify market failures that would lead to an over-supply of any type of retail business. While it is true that in the short run there may be an oversupply of one type of retail, in the long-run these will simply take care of themselves as competition eliminates weaker, less profitable businesses.

We have been able to identify several market failures that could lead to an under supply in certain segments. These include, among others, retail leak, inequality in power between property owners and potential retailers, and a lack of awareness of retail opportunities in Pocatello.

Retail Products

Approximately forty percent of the retail businesses we counted fell into the retail products category. Because of the large diversity in the products sold by these businesses, it is not possible given our time frame to compare every type of business. To keep the comparisons to a manageable number we used information from our retail inventory, our teams own knowledge of Pocatello and surrounding communities, and knowledge gained from discussions with community leaders and economic development agencies. We were able to narrow our comparison down to six retail product categories, which show that they are potentially under-served in the Pocatello area. They are auto dealers, clothing stores, department stores, warehouse/supercenters, home improvement stores, and appliance/TV/electronics stores.

Clothing Stores: The North American Industry Classification System used in the Barnes reports for clothing stores, lists three classifications of clothing stores; men’s, women’s, and family. Exhibit 6 shows a breakdown of the number of clothing stores of each type in our four comparison cities. In both men’s and women’s clothing stores, Pocatello is considerably underserved. This is further supported when total category sales are included. Pocatello has an estimated \$3.5 million in women’s clothing sales while Idaho Falls has \$11.5 million. Family clothing in Pocatello appears to be in-line with our comparison cities until the size and volume of the stores are taken into account. Pocatello has smaller stores than the other cities and the lowest total family clothing sales dollars among the four cities. All of the evidence taken together indicates that Pocatello is under-served in all three of the clothing store categories.

Exhibit 6

Estimated Number of clothing stores by category for Year 2012							
Community	Population	Women’s		Men’s		Family	
		Total	Per Capita	Total	Per Capita	Total	Per Capita
Idaho Falls, ID	56,813	10	5,681	5	11,363	13	4,370
Logan, UT	49,534	13	3,810	4	13,384	17	2,914
Pocatello, ID	54,255	7	7,750	1	54,255	14	3,875
Twin Falls, ID	44,125	8	5,516	1	44,125	13	3,394

Department Stores, Warehouse Clubs, and Supercenters: The weakness shown above in Pocatello’s retail clothing offerings are compounded by the analysis of department stores, warehouse club, and supercenters because they are major outlets for all types of clothing. These stores have also become major suppliers of housewares, furniture, groceries, and hardware, among other product categories. Exhibit 7 shows the store breakdown for department stores,

warehouse clubs, and supercenters. Pocatello is under-served by approximately three department stores, which is quite significant given the size of the stores. The average department store in the four cities has estimated annual sales of \$20 million. Warehouse and supercenter stores show a similar situation with Pocatello being underserved by one to two stores. This is the product of fewer superstores in Pocatello. The city is noticeably lacking a Target and only has one Wal-Mart, none of the comparison cities have more than one warehouse club store.

Exhibit 7

Estimated Number of department, warehouse and supercenter stores by category for Year 2012					
Community	Population	Department Stores		Supercenters/warehouse	
		Total	Per Capita	Total	Per Capita
Idaho Falls, ID	56,813	5	11,363	5	11,363
Logan, UT	49,534	4	12,383	4	12,383
Pocatello, ID	54,255	2	27,128	3	18,085
Twin Falls, ID	44,125	5	8,825	5	8,825

New Car Dealers: New car dealer’s under-serve Pocatello. Idaho Falls has 13, Twin Falls has 13, Logan, and Pocatello both have nine. Pocatello has one dealership per 6,028 residents compared to 4,370 in Idaho Falls, 5,504 in Logan and 3,394 in Twin Falls. Despite the lower average income in Pocatello the city is likely able to support more new car dealerships.

Home Improvement Centers and TV/Appliance/Electronics Stores: The per capita number of home improvement stores is relatively uniform between Idaho Falls and Pocatello with Twin Falls and Logan showing higher densities. However, when comparing estimated sales dollars between the cities, all have home improvement store sales of between \$72 million and \$78 million. This shows a much more consistent overall picture. Twin Falls and Logan both have small, low volume, and locally owned home improvement stores that skew the results. It appears that Pocatello has a good representation of home improvement stores when compared to the other cities. This is likely due to the nature of these businesses, which often require that product be delivered, or that customers pick up merchandise in a large vehicle. The cost of transportation likely limits the amount of retail leak to surrounding cities.

Pocatello has near the average number of appliance, television, and electronics stores. However, when total category sales are taken into account, a different story emerges. Pocatello has the lowest combined estimated sales of any of the comparison cities at \$29.3 million annually. Idaho Falls, Logan, and Twin Falls have \$73.9 million, \$63.5 million, and \$31 million respectively. While Pocatello has a similar number of stores compared to the other cities, it has less national chains and more small locally owned stores. Pocatello appears to be under-served in this category, particularly by large national chain stores.

Exhibit 8

Estimated Number of Home Improvement and TV/Appliance/Electronics stores by category for Year 2012					
Community	Population	Home Improvement		Appliance/TV/Electronics stores	
		Total	Per Capita	Total	Per Capita
Idaho Falls, ID	56,813	2	28407	31	1,833
Logan, UT	49,534	3	16511	24	2,064
Pocatello, ID	54,255	2	27,128	26	2,087
Twin Falls, ID	44,125	5	8,825	18	2,451

Recommendations

- Pocatello can support more clothing stores of all types.
 - Why?
 - Fewer clothing stores per capita than in comparison cities
 - More small low volume stores than in surrounding communities.
 - More clothing stores, especially women’s, would slow retail leak.
 - Where?
 - Yellowstone Corridor
 - North Pocatello
 - Potential near University
- Pocatello can support more department stores and supercenters.
 - Why?
 - Each of the other comparison cities have a Target and some have more than one Wal-Mart.
 - Pocatello population demographics and the presence of ISU indicate that the community could support one to two more superstores.
 - Pocatello lacks variety in superstores.
 - Where?
 - Yellowstone corridor
 - Near freeway exit
 - ISU.
- Pocatello can support more Electronic/TV/Appliance stores.
 - Why?
 - Pocatello lacks national chain stores
 - Population demographics indicate the community can support more stores of this type when compared with neighboring cities.
 - College demographic is historically good for electronics and television retailers.
 - Where?
 - North Pocatello

- Yellowstone Corridor
- Old Town
- ISU

Retail Services

Nine basic categories of services can be found within Pocatello. However, to simplify these findings, we have chosen to analyze five major categories; personal, automotive, financial, business, and other services. Other services are comprised of five different retail service categories that each make up less than 3 % of the total services in Pocatello. Exhibit 9 portrays the services landscape in Pocatello.

Exhibit 9: Retail Services

Category	Personal	Automotive	Financial	Business	Other
# of Services	53	45	44	20	26
% of Total	28.19%	23.94%	23.40%	10.64%	13.83%
Total Services	188				

Personal Services: The NAICS defines personal services as establishments that provide personal services to individuals, households, and businesses. According to the 2012 Barnes Report, there are 206,175 personal service establishments nationwide. Using U.S. population census data, one can conclude there is one personal service business per an estimated 1,510 U.S. residents. This number alone does not explain much, but if you compare it to our findings in Pocatello it can be more useful. According to our retail inventory, the City of Pocatello has 1,024 residents per personal service establishments. Pocatello has nine more personal service establishments than the national average indicates it should support.

Automotive Services: The NAICS defines automotive services as establishments involved in providing repair and maintenance services for automotive vehicles, such as passenger cars, trucks, and vans, and all trailers. There are 212,196 automotive repair centers in the U.S. according to the 2012 Barnes report of this industry. This means that there is one automotive service establishment per 1,468 U.S. residents. The average for Pocatello is much lower. There are 1,206 Pocatello residents per automotive establishment in Pocatello. If you compare Pocatello to the national average you will find that the City of Pocatello has eight more automotive service establishments than the national average. See Exhibit 10 for a breakdown of service businesses by category.

Financial Services: The NAICS defines financial services as establishments primarily engaged in accepting deposits (or share deposits), and in lending funds from these deposits. Within this group, industries are defined based on differences in the types of deposit liabilities assumed and in the nature of the credit extended. There are 25 financial service businesses in Pocatello that meet these criteria. The other 19 service businesses provide consumer-lending services.

There are 172,583 financial service establishments found nationally, according to the 2012 Barnes Report for financial services. This translates to one financial service establishment per 1,805 people in the U.S., based on the 2011 census population estimate of 311,591,917 (census.gov 2). This means with 54,255 residents, Pocatello is above the national averages by approximately 14 financial service establishments. There are 19 consumer lending and payday loan businesses in Pocatello. Payday loan services comprised nearly half of the financial services within the city.

Exhibit 10

Estimated Number of service businesses by category for Year 2012							
Community	Population	Personal		Automotive		Financial	
		Total	Per Capita	Total	Per Capita	Total	Per Capita
Idaho Falls, ID	56,813	72	789	82	693	78	728
Logan, UT	49,534	62	799	90	550	56	885
Pocatello, ID	54,255	53	1024	45	1206	44	1805
Twin Falls, ID	44,125	46	1235	60	735	69	639

Other Services: Other services categories are comprised of an insignificant number of businesses. There are two or three services defined in each sub-category therefore we consolidated them into another grouping. The other service categories included: machine repair (3), travel (2), moving (2), shipping (2), recycling (2), funeral home (2), wedding (2), home décor (2) and pet care (2). It is hard to analyze and give specific recommendations for these service categories because there are so few, and they are extremely specialized in nature.

Conclusion: It should be pointed out that service businesses are unique in nature. Service businesses cater to many basic needs of consumers. There are a large number of specialized service businesses with customers choosing local options. For example, it is unreasonable to go to Idaho Falls to get a haircut or repair your car. People also seek financial services close to home. Service businesses are not as susceptible to retail leakage as retail product businesses.

Data findings suggest that Pocatello is ahead of the national average in the number of service businesses, yet in comparison to neighboring cities, Pocatello has less variety. It should be noted that the retail inventory we performed for the City of Pocatello might not include every service business in the city and many personal type services are run out of homes. These numbers are most likely skewed to the low side. However, it still can give a general idea of what the City of Pocatello has to offer in comparison to its counterparts.

Restaurants

Four basic categories of restaurants can be found within Pocatello; fast food, casual dining, fine dining, and bar/lounge/coffee. Exhibit 11 provides a snapshot of Pocatello’s restaurant industry. Of the 139 operating restaurants we observed in our inventory, nearly 1/3 are classified as fast

food and less than 2% are classified as fine dining. Generally speaking, Pocatello’s restaurants can be found in five areas or clusters: Historic Old Town Pocatello, near the University, Yellowstone Avenue, near the Center Street and Pocatello Creek Exits on Interstate 15, and near the Pine Ridge Mall.

Exhibit 11	Restaurants			
Category	Fast Food	Casual Dining	Fine Dining	Bar/Lounge Coffee
#	42	54	3	40
% of Total	30%	39%	2%	29%
Total Restaurants	139			

The NAICS defines fast food (NAICS 72221) as establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Its food and drink may be consumed on the premises, taken out, or delivered to the customers’ location (census.gov 1). 290,622 fast food restaurants can be found nationally according to the 2012 Barnes Report for the Fast Food Restaurants Industry (C. Barnes & Co. 1). This translates to one fast food restaurant per 1073 people in the U.S., based on the 2011 census population estimate of 311,591,917 (census.gov 2). Despite representing 30% of the city’s restaurant industry, Pocatello still falls short of national averages by approximately nine restaurants. See Exhibit 12 for a more local comparison of fast food restaurants in surrounding communities of similar size to Pocatello. Note that the figures represented in Exhibit 12 are estimates provided by the 2012 Barnes Industry and Market Reports and do not reflect the actual number of establishments we observed in our inventory.

The NAICS defines full-service restaurants (NAICS 72211), labeled as ‘casual dining’ in this report, as “establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress services) and pay after eating (Census.gov 3)”. 229,975 such establishments can be found within the United States according to the 2012 Barnes Report for the Full Service Restaurants Industry, resulting in approximately one restaurant per 1,355 residents (census.gov 2, C. Barnes & Co. 2). Pocatello finds itself above the national average in this category with 54 such establishments, or 40% of the local industry. This translates to approximately 13 casual dining restaurants beyond what one would expect to find from national averages.

Fine dining is scarce in Pocatello. Representing 2% of the entire local restaurant industry, Pocatello residents find themselves with only three choices in this category. This report defines fine dining as any full-service restaurant that charges above \$20 per plate on average. According to the 2011 Restaurant, Food & Beverage Market Research Handbook, fine dining restaurants make up approximately 10% of total US restaurant industry sales (RF&BMRH). It is not clear what percentage of sales these three restaurants contribute to the overall local industry. It is also

debatable whether or not these establishments completely qualify as fine dining. It is apparent that Pocatello is currently experiencing a disparity of fine dining options relative to total restaurants in the city. Exhibit 12 provides a more local comparison of estimated full-service restaurants, including both casual and fine dining, in Pocatello and surrounding communities. 26 of the 40 Pocatello establishments categorized as “bar/lounge/coffee” fit the NAICS (72241) definition of drinking places, defined as businesses primarily engaged in preparing and serving alcoholic beverages for immediate consumption (Census.gov 6).” Nationally, there are approximately 42,362 drinking places and bars according to the 2012 Barnes Report for Drinking Places and Bars Industry (C. Barnes & Co. 3). This translates to approximately one bar per 7,356 residents. Nationally, Pocatello exceeds averages for a community its size by two and a half times. Exhibit 12 compares the number of these establishments found in Pocatello to those found in similar, nearby communities.

Exhibit 12							
Estimated Number of Fast Food Establishments By Area for Year 2012							
Community	Population	Fast Food Establishments		Full Service Restaurants		Bars and Drinking Establishments	
		Total	Per Capita	Total	Per Capita	Total	Per Capita
Idaho Falls, ID	56,813	100	568	89	638	15	3,788
Logan, UT	49,534	94	527	47	1,054	4	12,384
Pocatello, ID	54,255	80	678	67	810	20	2,713
Twin Falls, ID	44,125	90	490	68	649	19	2,322

Recommendations

- Pocatello can handle more restaurants, of all kinds.
 - Why?
 - Population and demographics are similar to nearby communities with more restaurants per capita.
 - Receives more traffic than these communities given location.
 - University student population.
- Where?
 - Near freeways
 - Fast food
 - Near shopping centers and hotels
 - Fast food
 - Casual dining
 - Near ISU
 - Fast food
 - Old Town/Warehouse District

- Fine dining
- Ethnic/specialty Dining

Convenience Stores

Among almost 700 retail business we searched, there were 25 convenience stores in Pocatello. Exhibit 13 shows the estimated business statistics (Barnes report).

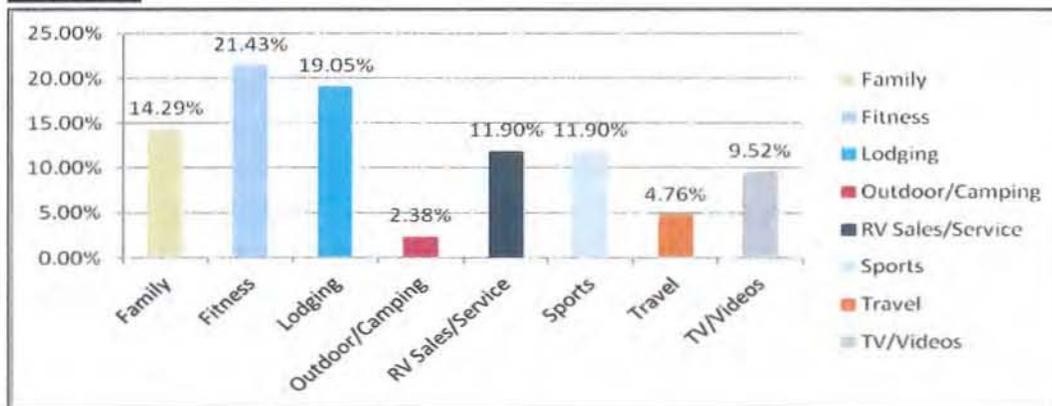
Community	Population	Gas stations		Sales (\$Millions)	
		Total	Per Capita	Total	Per Store
Idaho Falls, ID	56,813	56	1,015	137.5	2.46
Logan, UT	49,534	28	1,769	117.9	4.21
Pocatello, ID	54,255	37	1,466	106.3	2.87
Twin Falls, ID	44,125	50	883	126.9	2.54

Convenience Stores: The per capita number of gas stations with convenience stores shows that both Pocatello and Logan have lower numbers of convenience stores per capita, when compared with Idaho Falls and Twin Falls. Moreover, compared with the national average sales of \$2.38 million per store, Pocatello could likely support another eight gas stations with convenience stores and still generate national average sales (Barnes Reports, 2012).

Recreation

There were 42 recreational businesses in Pocatello, and they accounted for 6.32% of Pocatello’s retail business category. Exhibit 14 shows business types of recreational retail industry in Pocatello. The fitness center category accounts for 21.43% in Pocatello’s recreational retail business, lodging accounts for 19.05% and family entertainment accounts for 14.29%. For this analysis we are focusing on recreational businesses in three categories. However, each city has different demographic structures and characters. Our recommendations are built based on Pocatello’s culture, demographics, and geographic positions.

Exhibit 14



Fitness Center: Exhibit 15, indicates that Pocatello has the lowest number of fitness centers per capita when, compared with the comparison cities. In addition, compared with the national industry average sales of \$710,000, Pocatello is likely able to support three more fitness centers and still maintain the industry sales average nationwide (Barnes Reports, 2012).

Exhibit 15

Estimated Number of fitness centers by category for Year 2012					
Community	Population	Fitness centers		Sales (\$Millions)	
		Total	Per Capita	Total Sales	Per Store
Idaho Falls, ID	56,813	8	7,102	8.7	1.09
Logan, UT	49,534	9	5,504	8.7	0.97
Pocatello, ID	54,255	4	13,564	4.7	1.18
Twin Falls, ID	44,125	10	4,413	3	0.30

Lodging: The lodging industry locates near hospitals, universities, and attractions such as national parks or resorts (Ryan, 2011). Exhibit 16 indicates that business densities of lodging in Pocatello and Idaho Falls are higher than their neighboring cities. In addition, their estimated average sales per store are both lower than the national industry average of \$2.84 million (Barnes Reports, 2012).

Exhibit 16

Estimated Number of hotels and motels by category for Year 2012					
Community	Population	Hotels/Motels		Sales (\$Millions)	
		Total	Per Capita	Sales	Per Store
Idaho Falls, ID	56,813	26	2,185	42.8	1.65
Logan, UT	49,534	13	3,810	17.7	1.36
Pocatello, ID	54,255	25	2,170	44.8	1.79
Twin Falls, ID	44,125	25	1,765	32.1	1.28

Family Entertainment: According to the 2010 Census, more than 90% of Pocatello's residents live with families and more than half of its residents are married. These demographic characteristics indicate that Pocatello should have a strong demand for family entertainment businesses. We chose to compare three types of family entertainment businesses: movie theaters, golf centers, and bowling alleys. According to the Leisure Market Research Handbook, going to a movie is America's fourth favorite leisure activity. Bowling is also another popular leisure activity in the U.S. (The 2012-2013 Leisure Market Research Handbook, 2012). Golf centers, particularly those with country clubs, provide activities for the entire family. Therefore, we think these three categories best represent family recreational activities in Pocatello. The estimated numbers in exhibit 17 were taken from an online search for each business type and indicate that Pocatello has the lowest number of movie theaters per capita and the second lowest

number of bowling alleys. Pocatello is likely able to support more family oriented entertainment businesses.

Exhibit 17

Estimated Number of family entertainments by category for Year 2012							
Community	Population	Movie theaters		Bowling Alley		Golf Centers	
		Total	Per Capita	Total	Per Capita	Total	Per Capita
Idaho Falls, ID	56,813	5	11,363	5	11,363	3	18,938
Logan, UT	49,534	9	5,504	3	16,511	2	24,767
Pocatello, ID	54,255	3	18,085	3	18,085	4	13,564
Twin Falls, ID	44,125	5	8,825	2	22,063	7	6,304

Recommendations

- Pocatello is able to support more gas stations with convenience stores
 - Why?
 - Compared with the neighboring cities, Pocatello has higher population numbers and lower business density.
 - Compared with the national industry average, Pocatello is able to support eight more gas stations and still maintain the national average per store sales.
 - Where?
 - Near interstates
 - Near Old Town
 - Near the West Bench
 - Near the high income zones of Highland and the South Country Clubs
- Pocatello is able to support more fitness centers
 - Why?
 - The density of Pocatello’s fitness centers is the lowest when compared with its neighboring cities.
 - Compared with the industry average, Pocatello is able to support three more fitness centers and maintain the national average sales level.
 - Where?
 - Near East Pocatello with main employers such as PMC and On Semiconductor.
 - Near the South Country Clubs.
- Pocatello has enough lodging businesses, but needs to utilize this source with tourism. targeted towards visitors to National Parks and hospitals.
 - How?
 - With travel agencies to promote group stays in Pocatello.

- With hospitals and airports to promote its hotels/motels.
 - ISU alumni and families have favorable discounts while staying.
 - Focus where?
 - Near interstates
 - Near hospitals
- Pocatello is able to support more family entertainment businesses such as movie theaters, and bowling alleys.
 - Why?
 - Movies and bowling are popular leisure activities in the U.S.
 - Pocatello's demographic structures are able to support family-typed businesses.
 - Pocatello has lower densities of movie theaters and bowling alleys when compared with its neighboring cities.
 - Where?
 - Near places with higher population density such as the Old Town, ISU, and North Pocatello.

Conclusion

We have determined that there are two policy changes that could be made to help facilitate retail development in Pocatello.

Business Licenses: Requiring all retail businesses to obtain a business license would allow the city to maintain a running inventory of retail businesses operating within the city and allow for more information on each business and the types of goods and services provided in Pocatello. This could be a valuable tool to the city for planning purposes, to the Chamber of Commerce to promote Pocatello, and to economic development agencies in recruiting new retail businesses. The licensing fee should remain nominal. The fee needs to be high enough to pay for administering the program but low enough to avoid creating a barrier to entry that places an undue hardship on existing businesses. An annual fee of between \$25 and \$50 per business should be sufficient to operate the program but is unlikely to provide a hardship to any business.

Economic Development: Currently there is no economic development agency that is tasked with city or countywide retail development. It is true that some commercial real estate brokers have taken on the role of recruiting retail to Pocatello. However, it is neither an impartial nor a coordinated effort. Bannock Development Corporation has been extremely successful with its mission of industrial development and job creation. Old Town Pocatello Inc is an association of merchants and property owners in the Old Town District. However, they are operating on a very limited budget, which has not grown since they were founded. Old Town's scope is limited to only one of our five retail corridors, meaning there is no coordinated retail development activity in the other corridors. Either retail development should be integrated into Bannock

Developments mission or a retail development agency needs to be created, to recruit retail business to the area.

There are many opportunities for retail growth in Pocatello. These opportunities are particularly strong in both Old Town zones and the ISU area. These areas would benefit from the location of a supercenter store in the southern end of Pocatello. This type of store would create a retail draw and allow other stores to develop from the increased traffic. There is a significant potential for more retail restaurants and specialty stores in the Old Town area. One of the long term plans of Old Town Pocatello and the Chamber of Commerce is to increase the availability of medium and high-income housing in the Old Town area. This will allow Old Town merchants to provide products and services to a more urban cliental.

The Yellowstone, Freeway and North Pocatello zones are where most of the recent development has taken place. Plans for a new department store in the mall and development of the old Fred Meyer and Albertsons plaza will help reduce retail leak and fill in those zones. However, there is still significant opportunity to fill in existing shopping in centers such as Pocatello Square and near freeway off ramps.

To provide Pocatello with a full contingent of retail businesses that will slow retail leak to surrounding communities is a task that will only be accomplished with a coordinated effort by the city, county, economic development agencies, and a network of real estate developers working together for the common good of the community.

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Stephanie Palagi, Old Town Pocatello
Dr. Scott Benson, ISU economics department

RETAIL Assessment POCATELLO Idaho



A GRAPHICAL SNAPSHOT
OF POCATELLO'S SEVEN
PRIMARY INCOME ZONES,
FIVE MAJOR SHOPPING
CENTERS, AND THE
RELATIONSHIPS THEY
SHARE

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Pocatello, Idaho is home to approximately 54,000 residents. Although similar in size to many surrounding communities, Pocatello has several unique attributes; some of which should be exploited to strengthen and grow its retail market, and some which must be overcome. Most notably, Pocatello is home to Idaho State University, one of four public universities in the state. The demographics and spending power of the students at ISU have a significant impact on the overall retail picture of the city. Historically, Pocatello has its roots in blue-collar industries such as the railroad and manufacturing. Much of the culture and economics of these blue-collar beginnings remain in Pocatello today.

ASSESSMENT



Geographically, Pocatello is the only city in the state that sits at the intersection of two interstates. Bolstered by a recently renovated regional airport, Pocatello has a unique opportunity to market itself to the thousands of people that pass through the city each year. Located within 200 miles of both a major urban area in Salt Lake City and the world renowned Yellowstone National Park, Pocatello truly has an opportunity to serve as a thriving hub for retail for residents and visitors alike. Furthermore, this built-in ease of access brings with it the potential for Pocatello to grow into a regional destination for conferences, conventions, and other such events.

Pocatello is an ideal recreational venue. Camping, fishing, hiking, skiing, biking, and golfing can be found in and around the perimeter of the city. Added to this is a low crime rate, enjoyable weather year-round, and the presence of ISU. Truly, there are few locations in the United States that can offer the educational, recreational, and quality of life opportunities that Pocatello can. These amenities have attracted people to move to and visit Pocatello for years and have benefited Pocatello's retail industry in all segments. This potential however, has not fully been realized. Pocatello's retail industry has ample room for improvement.

The economic climate of Pocatello poses numerous challenges to the retail industry. Relatively low income in the area, outside competition, and a weak national economy are all factors that have a negative impact on retail in Pocatello. Many of these challenges can be overcome with the continued efforts of the City and agencies such as Historic Old Town Pocatello, The Greater Pocatello Chamber of Commerce, Bannock Development Corporation, and business owners.

This graphical snapshot is a complimentary document to a larger retail analysis of the city of Pocatello, Idaho. For a complete report, please refer to *City of Pocatello: Retail Analysis* by Lori Christofferson, Trae Jones, Meng-Yin Lin, and Nathan Ryner.

PROVIDED INFORMATION



INCOME ZONES

Segmented by High/Med/Low

Income estimates are based on average home price. Approximately 300 real estate listings were recorded throughout Pocatello. Based on trends and patterns observed in this data, the city was divided into seven separate and distinct zones. High income zones are located at the north and south ends of Pocatello and both low income zones can be found in the heart of the city.

Legend

HIGH INCOME	
	Highland
	South Country Club
MED. INCOME	
	East Pocatello
	North Pocatello
	West Bench
LOW INCOME	
	University
	Old Town



Legend

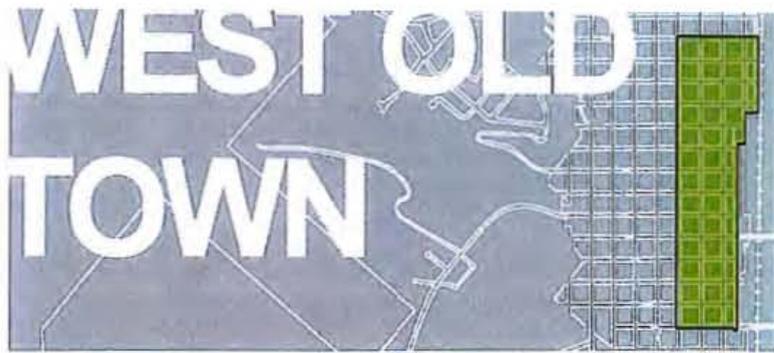
- Retail: Product
- Retail: Service
- Restaurant
- Recreation
- Fuel/Convenience



Nearly 700 retail businesses in Pocatello have been counted, catalogued, and mapped. These businesses have been classified as one of five basic types of retail and further categorized into sub-groups to be as specific as possible. Plotting these establishments on a city map reveals the primary areas where Pocatello's retail is clustered. While retail can be found throughout all of Pocatello, the city's five primary shopping centers are studied in greater detail. A unique Radar Chart for each shopping center is used to evaluate each area's attributes relative to each other. The methodology for constructing these Radar Charts can be found in the Summary & Notes section.

RETAIL INVENTORY

Divided into 5 categories



Old Town Pocatello Shopping Center is Pocatello's most inaccessible and underutilized area. Given the dense cluster of historical, multi-story buildings along Main St, this shopping area has the

N/S: W. Custer St. - W. Benton St.

E/W: S. Garfield Ave. - S. Main St.

potential to host Pocatello's high-end retail and dining establishments. As this center grows its already diverse family of restaurants, galleries, and boutiques, its popularity will increase with it.

inventory

- MW radiator
- Fullers Automotive
- N. Main Radiator
- Ink Spot
- W&J Auto Clinic
- US Bank
- Henry's hair
- Windshield doctor
- Carl's Mchn. Shop
- Clippets
- Muse
- A+ Auto Repair
- Fisher's Document Systems
- Bill Burkes photography
- Sheik Designs
- Hot Hair
- Alston ink printing
- Safari Graphics
- Key Bank
- Georges Auto
- CC Bank

- TT Travel
- D & S Automotive
- Wells Fargo
- Pocatello RR. CU.
- Zions Bank
- Wachovia Bank
- Praxair
- Family dollar
- Town Hall Auto
- Speedy's auto
- Mels snack shop
- University Auto
- Mad Mikes
- Second time around
- P&R Auto Sales
- C&C Cash Register
- Ridley's
- Flowers by LD
- Old town car factory
- Shady lady
- Main street tobacco
- Piccolo Gallery

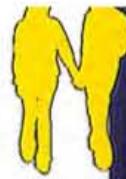
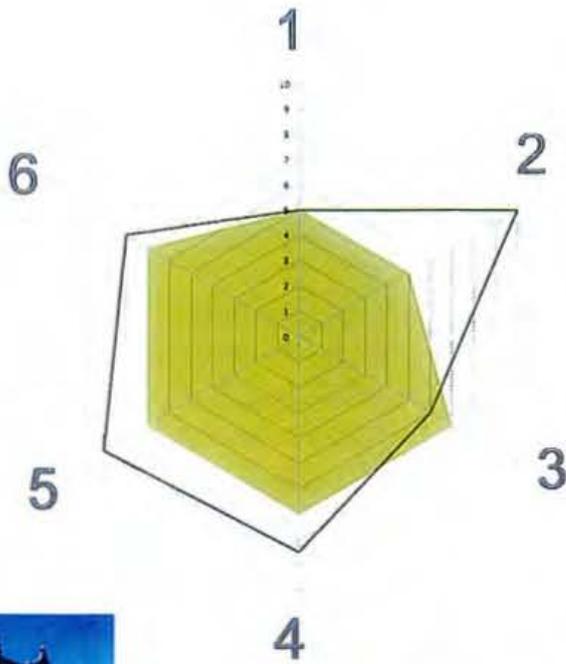
- Pocatello art center
- Main Street Music
- Mustard Seed Dream
- Big D's
- Surfs up
- Pocatello Electric
- Walrus & Carpenter
- Clear Talk
- Treasures
- Idaho youth ranch
- Molinelli's Jewlers
- Pegasus book store
- The Herb Store
- Maag
- Quilt Shop
- La Laraine studio
- New Dawn Gallery
- Gallows Frames
- Old Town M&A
- Purple Moon
- Castalia Chocolate
- Portnuef R. Outfitters
- Creative art studios
- Pocatello Co-op

- The used store
- Enchantments
- Get Dressed
- White paper Gallery
- Peanutshell maternity
- Healing Fd./nutritions
- Porters
- Old town Embroidery
- Delmonte Meats
- Keymed Pharmacy
- C. Louise Boutique
- Idaho Liquor store
- Tara-James Gallery
- Old Town Optical
- Carpets plus
- Jones Guns
- Main Street Market
- Butcher block meats
- Kimball Electronics
- Top & Trim
- Mountain Tops
- Ashley Furniture
- Air Alum
- Buzz's Tire

- Duffy's Tavern
- Hi ho Bar
- The soup Bowl
- Rolberto's
- Taste of India/Napal
- Grecian Key
- Oasis
- Great harvest Bread
- Main Street Coffee
- Burbon Barrel Bar
- RaNae's Rolls
- PV's Pasta & Vino
- Flipside Lounge
- Thai Paradise
- Main Squeeze
- Chopstick Cafe
- Depot Sports Bar

- World Gym
- Marine Motors
- Main street video
- Dance vibrations
- Briinudusa Moore Ballet
- Sinclair
- Common Cents
- Pit Stop
- Common Cents
- Stinker Station





West Old Town Pocatello is nearest to the lowest income zone in the city, the Old Town Zone, with average home prices at \$71,000.



The West Bench income zone is nearby, with average home prices higher, at \$124,000.

West Old Town, much like East Old Town has the opportunity to bring in customers from higher income zones by offering more attractive and numerous living options in upper levels of multi-story buildings. Locating a larger, nationally known store at the fringe of West Old Town will help attract additional consumer spending from more distant parts of town as well as lure in traffic off the interstate.



RADAR CHART EVALUATION



ISU east old town

N/S: E. Sublette St. - E. Benton St.

E/W: 1st Ave. - 5th Ave.



The ISU and East Old Town Shopping Center is unique in that it has ties to both the University area and the Historic Old Town Pocatello District. As a result, one can find many of the same fast food and casual dining establishments that are located on 5th Avenue, but with exotic tinges.

inventory

TKO Auto
Gateway Printers
Leel Collision
Teel Collision
Hair & body Zone
Car Care Center
Royal Detailing
Prestige Auto
Center St. Razors
Midas
Lock and Key
Studio 145
UPS Store
Think Ink
Tats Tattoos
Rebel Cuts
Sunbrite Cleaners
Truck Auto Electric

Supreme Muffler
Data Solutions
Sallys True Tattoo
Nielson
Upholstery
Varsity Cleaners
Litho Printing
Meyers Shoe
Repair
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State Liquor Store
A&H Cellular
Motor City
Hadley's
Dependablae Auto
One Stop Auto
Poc. Nissan Kia
Les Schwab Tire

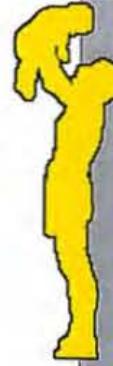
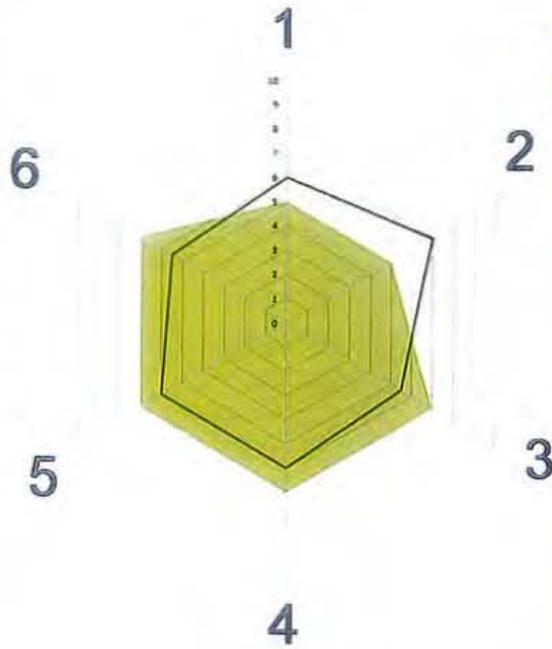
Ace Hardware
Snake River Spts
Nitro Graphics
D&S Computer
Dellart/Atkin
The Goldsmith
Her Alibi Antiques
Page 2 Books
Finders Keepers
Carpet One
In the Woods
Harper Baking
Albertsons
Colortyme
Verizon Store
TobaccoConn.
Idaho Mattress
Buds & Bloomers
Finders Keepers
Vain and Vintage
RM Supply

Silver Fox
Wild Things
Culture Closet
Idaho Sporting
Goods
Ravens Nest
Mings Café
The Pocket
Red Hot Roasters
Buddy's Italian
Papa Johns
New Hong Kong
Center St. Bar
Pie Hole
Jack in the Box
Wing It
Office Bar
Sumisu

Sumisu
Charley's
Artic Circle
Little Caesars
Pizza
Kowloon Express
Farr Ice Cream
E-Fresh
The Oddessey
Olivers
Co Ho
Sports Motors RV
Curves
Black Swan Inn
Barries Marine
MW. Suzuki
Tough Guys

Phillips 66
Sinclair

Sumisu Sushi, Buddies Italian, and E-Fresh are examples of the one-of-a-kind eating experiences offered in this area. Night-life is more vibrant here than in other areas, with several bars, lounges, and late-night eating establishments located within just a few blocks. Similar to the ISU and Warehouse shopping center, product and service based retail is lacking.



The nearest Income Zone is the University neighborhood. This eclectic mix of students, ISU faculty, and other residents of various income levels make it one of Pocatello's most diverse Income Zones. The median home price, however, is only about \$83,000. It should be noted that many of these homes are rental units, occupied by students.

This area has several historical and multi-level buildings. Given the desirable architecture and numerous eating and drinking options available, this shopping center has considerable potential to promote high-end and upper level housing. Adding this type of housing option can attract residents with disposable income seeking the diverse array of retail establishments in East Old Town.

RADAR CHART EVALUATION



ISU

campus and
warehouse District

N/S: E. Sutter - E. Benton St.

E/W: 1st Ave. - 5th Ave.



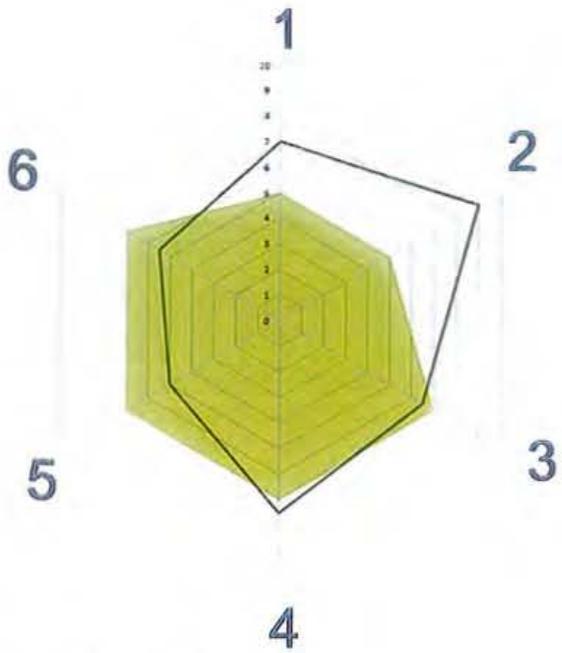
The ISU Campus Shopping Center caters to the student population of Idaho State University. Numerous fast food and casual dining establishments can be found along 5th Avenue. While options for inexpensive dining are plentiful, this shopping center is lacking in product-based retail. Clothing stores, in particular, could benefit in this area.



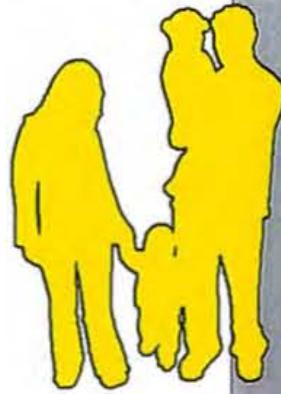
The Warehouse District is a unique part of Pocatello. Originally constructed as a cluster of railroad buildings, 1st Avenue is now populated with microbreweries, restaurants, and coffee-shops. The Bridge, in particular has been identified as one of Pocatello's two fine dining establishments. New businesses such as the Museum of Clean continue to define this area as a destination for quality recreation and dining. Both the City and Historic Old Town Pocatello, inc. have undertaken measures to promote growth in this shopping center in recent years.

inventory

- | | | | | | |
|--|---|--|---|--|--|
| <p>Miller's
Woodworking
Auto Pro Collision
Bruce's Driving
Sunsational Tanz
Primbs Printing
FedEx/Kinkos</p> | <p>Pocatello Tire
Nels Buy-Low
Walt's Optical
GrapeVine
Uptown Books
St. Vincent
Central Equip.
B.L. Outfitters</p> | <p>Bailey Truck&Auto
Euphoria
Textbook Exchnge</p> <p>Abby road lounge
First national bar
Toms Gyro
Hooligans
College Market</p> | <p>Starbucks
Mocha Madness
Jimmy Johns
5th Street Bagelry
Portneuf Valley
Brewing
Elmer's
Goodies
Pizza hut
McDonalds
Taco Bell</p> | <p>Subway
El Jacalito
The Bridge
Fish off the Block
Kinport Coffee
Ross Park
Rim Rock Grill</p> <p>Stagecoach Inn
Westside Players</p> | <p>Yoga/Fitness
Alternative Videos
Museum of Clean</p> <p>Chevron Station
Jacksons
Exxon</p> |
|--|---|--|---|--|--|



RADAR CHART EVALUATION



The nearest Income Zone is the University neighborhood. This eclectic mix of students, ISU faculty, and other residents of various income levels make it one of Pocatello's most diverse Income Zones. The median home price, however, is only about \$83,000. It should be noted that many of these homes are rental units, occupied by students.

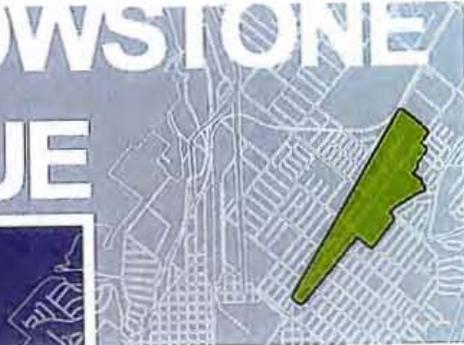


This shopping center is in the best position to tap into the largely underserved South Country Club Income Zone, one of Pocatello's two High Income Zones. With the recent closure of Remo's near Yellowstone Ave, these consumers are seeking new options for fine dining in Pocatello. This demographic has the potential to inject more and more spending into this shopping center as it continues to evolve.



YELLOWSTONE AVENUE

Maple St. to Industrial Ln.



inventory

ISU Credit Union
Car Clinic
DI Evans Bank
Cash store
Key Bank
Wells Fargo
Quick Check
Creative Nails
Island Soleil Tan
Pro Barbers
Weight Watchers
Quick Check Ex.
Convenient Loans
Maverik Finance
Bank of Idaho
Salty's Tatoo
Fast Bucks
Eazy Money
PC Car Wash
Jade Auto Clinic
Ez money payday
J&S Laundromat
Extreme Car wash
Check into Cash
US Cash Service
Zions Bank
BankofCommerce
Bengal Car wash
Grease Monkey

Money Tree
Ez parts
West Mark C.U.
Bank of America
A-1U Select Hearing
American Classified
Jiffy Lube
Ireland Bank
Quick Cash
Check Tech
Express Cash
Enterprise
Rhino Linings of P.
Perfect Look Salon
US Bank
The Cash Store
Cell Phone Repair
Happily Ever After
NW. Title Loans
Daja Spa
Check N Go
A step Above
Cell Phone Repair
Modern elegance
Natalies Hair
Sign A Rama
Nail Spa
Harten Exteriors
LDA Security
Chase Bank

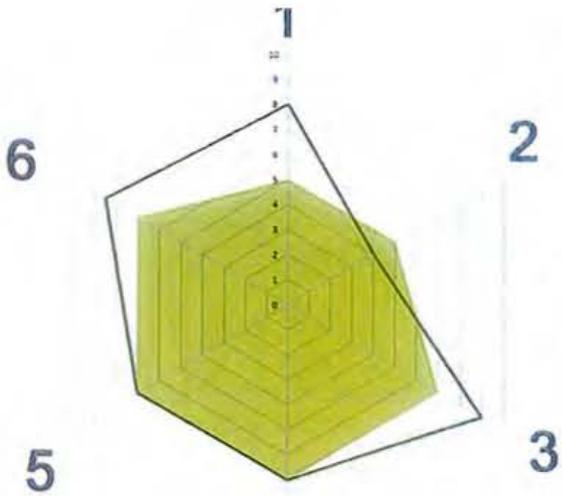
Winco
Kmart
Idaho Bus. Systems
Powers Candy
SLT Graphics
Feguson Bath
Partner Steel
Gem State Paper
Wall 2 Wall Floors
Idaho Fire Pottery
Davy Crockett Gun
Ameripride Apparel
Stitchin' Time
Scrapin' Fanatics
Sprint Store
Red Wing Shoe
Shamrock Coins
Garys sewing Center
Laser Express
Piano Gallery
Pocatello Cycle
McKees Pet
Auto-Zone
Fred Meyer
Peerless beauty
Rent-A-Center
The UPS Store
Joans Sew & Vac
Barries Ski/Sports

Square D
Mower Of. Systems
Hirring Buick GMC
GoodWill
Stirling Golf
Maple Street Sit N'
Sleep
Blaze Sign
Robertson Supply
Stacys Place
Electrical Wholesale
Odells Furniture
Perry Jewelry
Shags
Sperrys Sewing
Nutrition Co. of Idaho
Tuesday Morning
Dollar tree
Kwal Paint
Coin huskers
Disc. Cos. Boutique
Idaho Unlimited
U-Joint
Idaho Discount books
Honks
Hallmark
Bannock Music Co
Luxaire
Big Lots

Sizzler
Pier 49 Pizza
Chang's Garden
Senior Iguanas
Papa Kelsey's
I hop
Butterburrs
Wendy's
Taco Bell
The Works Deli
Jamba Juice
Taco Time
Pizza Hut
Schlotzsky's Deli
Bamboo Garden
Pressbox bar and grill
Club 91
Great Wall Express
Jimmy Johns
Taco Johns
Little Caesars Pizza
Café Rio
Wingers
Subway
KFC
Puerto Vallarta
Papa Murphys
Central Park USA
Mama Inez
Sandbaggers Bar

Sonic Drive-In
Golden Corral
McDonalds
Arbys
Cold Stone
Creamery
Dominos Pizza
El Jacalito
Jeri's Jumbo's Café
Artic Circle
Uncle Jim's
Wing It
Mandarin House
Java Max
Espresso
The Donut
Starbucks
Hoffbrau
The Mason Jar
Cable One
Big Dog Satellite
U-Save auto rental
Pine Bowl
Deleta Skating
Reel Theater





Although Yellowstone is notoriously known as a busy street littered with parking lots and stop lights, it serves as Pocatello's busiest shopping center. The city's full spectrum of retail options can be found on Yellowstone Avenue, ranging from discount and chain store shopping to highly specialized and priced items such as pianos and golf clubs. Winco's recent plans to relocate itself adjacent to Fred Meyer, another popular local grocer, offer the opportunity for the center of Yellowstone Ave. to be reinvented as a destination for general and specialty food s city-wide.

RADAR CHART EVALUATION



Yellowstone Avenue runs through the center of Pocatello. As a major corridor for circulation and retail, this shopping center is the most accessible area in town. With the Exception of the West Bench and South Country Club Income Zones, all parts of Pocatello are within two miles of Yellowstone Avenue. As a result, this shopping center is reasonably attractive to all types of retail regardless of its target market segment.

Inventory

- Access Training
- James Barret Pilates



- Maverik Country Store
- K&B Kwik Stop
- Stinker Station
- K&B Kwik Stop
- Kicks 66



INTERSTATE shopping centers



Three major nodes make up Pocatello's Interstate Shopping Centers. These nodes are popular shopping areas for residents and passerby alike. For what it lacks in identity, the Interstate-based retail nodes make up in convenience. Added to this, the majority of Pocatello's popular national chains are located within these areas. The Center St. exit offers considerable promise for growth given the surrounding undeveloped land and its central location.

- Center St. Exit I-15
- Pocatello Creek Exit I-15
- Yellowstone Ave. Exit I-86

inventory



- Potelco C.U.
- Booth Barn
- Top Notch Tree
- Cielo Su Terra
- Bank of Idaho
- Sunsations Tan
- #1 Nail Spa
- Great Clips
- Mediterranean sun
- Cash Advance Ex.
- Sweet Escapes
- Inches Away

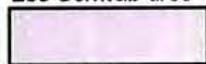


- Mnt. Man Bicycles
- Merlins TV

- Karnation
- Franklin Bldg. Sup.
- Ray's Custom Int.
- State Trailer
- Learning Zone
- BYN Nutrition
- Courtesy ford
- Lowe's
- Ashley Furniture
- Dicks
- Jo Ann Fabrics
- BedBath&beyond
- Staples
- At&t Cellular
- Americas Best
- Jensen Jewelers
- Pinehurst Floral
- Down east outfitters
- Harbor freight tools
- Tj Maxx

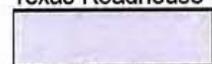
- Shoe Carnival
- Sieras craft
- Walgreens
- Our Lady book store
- Walk about junction
- Spring Mobile
- Sherwin Williams
- Safelite Auto Glass
- Office max
- Pointe Shoppe
- Ideal Audio
- Silver Jeans
- Pure Elements
- Inkley's
- O'Reilly auto parts
- My Bullforg cellular
- Fresh Start Auto
- Cole Chevrolet
- Honda of Pocatello
- Big Johns

- Galaxy Computers
- Eagle Rock H.D.
- Phil Medor Toyota
- Vickers
- Computer WH.
- Rocky Mount. Supp.
- Phil medor
- Snake River outdoor
- Commercial tire
- Scotts Ski/Sports
- Costco
- Sringa Wireless
- Big Five
- Dougs Fireplace
- Aaron's
- Les Schwab tires



- Burger King
- Subway

- Perkins Restaurant
- Sandpiper
- Whispers lounge
- Applebees
- Cotton Club Lounge
- Jack in the Box
- Costa Vita
- Kiwi Loco
- Chili's bar and grill
- Five Guys Burgers
- Subway
- Marigolds Wine
- Pita Pit
- Pizza pie café
- Yo Crazy
- Texas Roadhouse



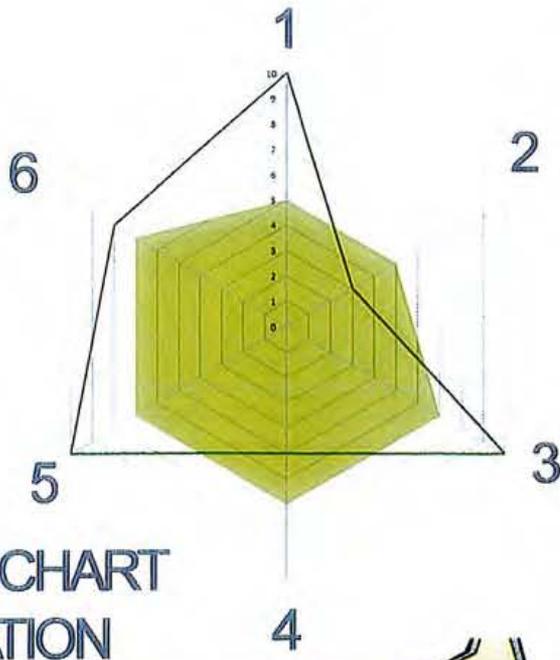
- AAA Travel Agency
- Super 8

- Ameritel Inn
- Comfort Inn
- Red Lion Hotel
- The Outback
- KOA Kampgrounds
- Spinner & Spinner
- Hampton Inn
- Towneplace Suites
- Golds Gym
- Extreme fitness



- Jacksons Stores
- Maverik Country Store
- Sinclair
- Common Cents

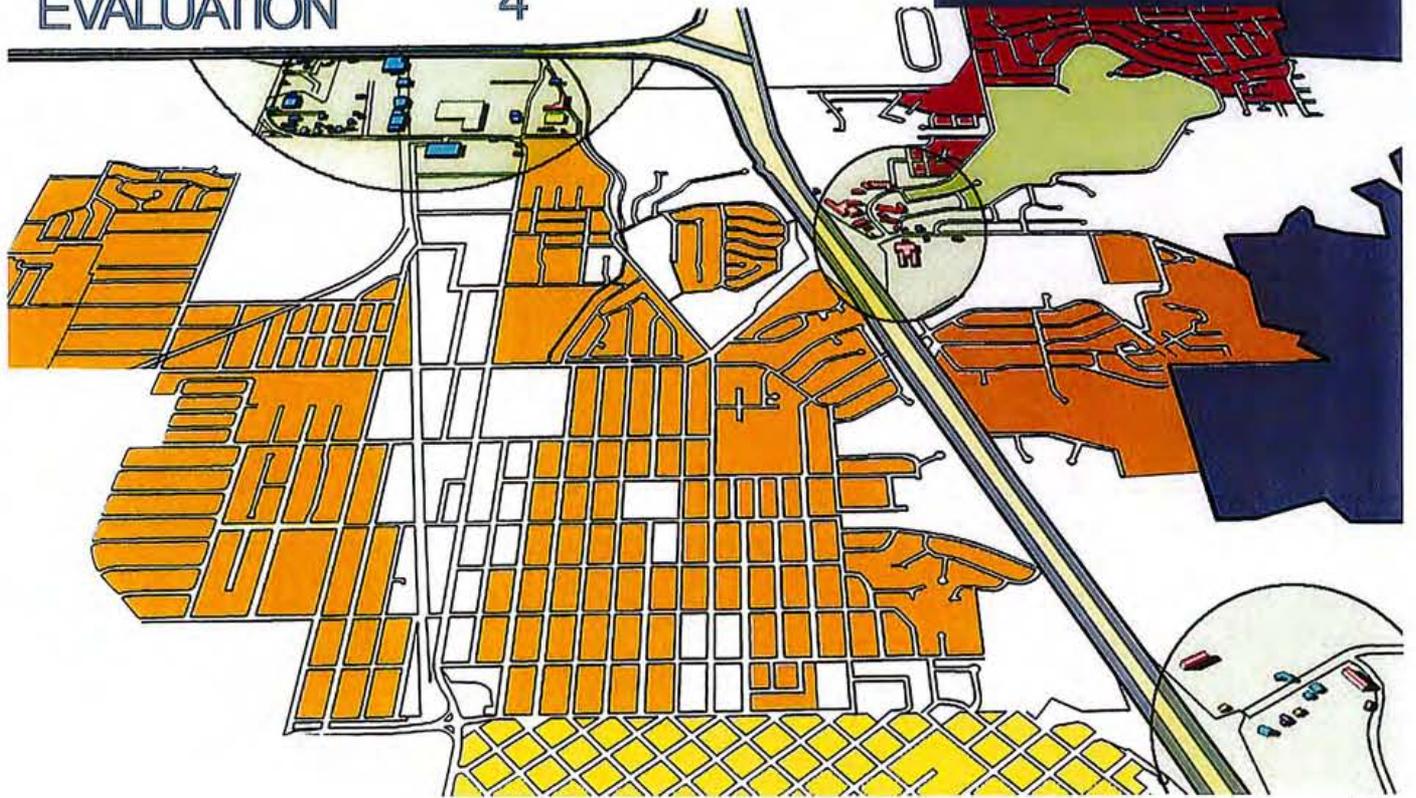




**RADAR CHART
EVALUATION**



The Interstate Shopping Center is unique to the other four shopping centers in Pocatello relative to its nearest income zone due to the transient nature of its customers. While each of the three nodes serve as popular locations for Pocatello residents to do its shopping and eating, many of the establishments in these areas rely on money spent by visitors. As a result, retail has exposure to customers of income levels of all types, without any single predominant segment.



Shopping Center	ISU & Warehouse Dist.	ISU & East Old Town	West Old Town	Yellowstone Ave.		Interstate-based Shopping Centers	Pocatello Current State
# of Miles from Freeway	1.2	1.4	2	0.9			
Relative Freeway Access	7	6	5	8		10	5
Identity/ Awareness	9	7	10	4		3	5
Low Income Zones within 1/2 Mile	2	2	1	1			
Medium Income Zones within 1/2 Mile	0	0	0	2*			
High Income Zones within 1/2 Mile	0	0	0	0			
Low Income Zones within 2 Miles	0	0	1	1			
Medium Income Zones within 2 Miles	1	2	3	1			
High Income Zones within 2 Miles	1	0	1	1			
Income Zone Score	3.0	2.7	4.0	5.3			
Income Zone Factor**	6	5	7	10			
Retail Growth Potential	6.5	5.5	6	9		10	7
High-End/Specialty Retail Growth Potential	7.5	6	8.5	7		5	7
Fuel/Convenience Store Growth Potential	5	6	9	7		10	7
Recreation Growth Potential	5.5	5.5	8	8.5		8	7

*The North Pocatello Income Zone counts as two zones given its size

*** Income Zone Factor is a weighted rating of accessibility to Low/Med/High Income Zones

The formula used to determine this factor is the sum of 2/3(zones within 1/2 miles) + 1/3(zones within 2 miles)

Specific zones are weighted 1,2,3 for low, medium, high respectively

Retail Rating= Average of Freeway Access Rating & Income Zone Factor

High-End/Specialty Retail Rating= Average of Identity/Awareness rating & Income Zone Factor

Fuel/Convenience Store Rating= Total Relative Accessibility (total Income zones within 2 miles or less)

Recreation Rating= Average of Total Relative Accessibility & Income Zone Factor

Radar Chart Methodology

It is difficult to objectively compare all of the pros and cons of Pocatello's major shopping areas. The radar charts are intended to evaluate each shopping center on a combination of measureable data and perceived potential as a

location for retail establishments. While the ratings associated with these charts allow for comparison of the various shopping areas, it is not intended to definitively identify which shopping centers are good and which are bad.

Summary

There is no city in the region quite like Pocatello. Although it remains incredibly accessible with two adjacent freeways, a regional airport, and close proximity to Idaho and Utah's state capitols, its population, however, has grown only 3000 people since 2000. The retail industry has fallen victim to this lack of growth and as a result, potential retailers have looked elsewhere for new locations in recent years, leaving Pocatello in a struggle to hold on to what it has. While Pocatello's population and economic growth suffer from stagnation, its educational, recreational, and quality of life opportunities remain as robust as ever.

The Pocatello retail Assessment takes a comprehensive inventory of the current state Pocatello's retail industry. All retail establishments currently operating within the city have been accounted for and categorized. Major shopping centers throughout the city have also been identified and evaluated.

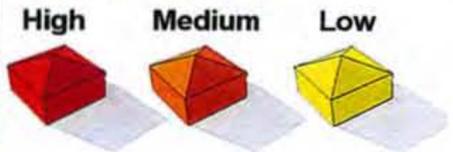
Pocatello's residential areas have been analyzed and segmented into separate zones based on income as part of this assessment as well. These two pieces of information were then overlaid onto one and another to identify where specific opportunities for growth may be. This graphical snapshot of Pocatello's major shopping areas is intended to illustrate these opportunities and make

basic comparisons of the factors affecting each. While it is difficult to definitively identify and label a shopping center as 'good' or 'bad', the various attributes of each are evaluated and compared. Pocatello should be proud of what it has to offer its residents and visitors. Incorporating the information contained in this snapshot and the accompanying Retail Assessment into a full comprehensive masterplan will be a beneficial step in the city's efforts to meet its potential.

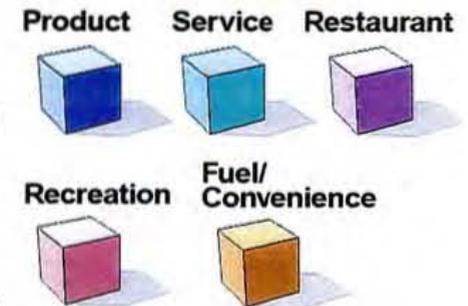


Legend

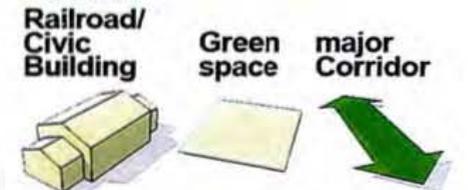
INCOME ZONES



RETAIL CATEGORIES



OTHER



RADAR CHART CRITERIA

- 1: Relative Freeway Access
- 2: Identity/Awareness
- 3: Retail Growth Potential
- 4: High-end/Specialty Retail Growth Potential
- 5: Fuel/Convenience Store Growth Potential
- 6: Recreation Growth Potential