



# Retail

## ABOUT THE INDUSTRY

The Retail Trade Industry is made up of various companies engaging in retailing merchandise and providing services directly correlated to the sale of merchandise. In the distribution process, retailing is the final step - the step that puts goods into the hands of consumers. The industry is made up of two types of retailers: store and non-store. Store retailing in its basic form is exemplified in Dillons, Walmart, or Ace Hardware. Whereas non-store retailer, for example, uses selling methods such as infomercials, newspaper advertisements, door to door selling, etc. Average earnings within the Retail Trade fall around \$42,953 for full-time employees at the national level.

## WHY HUTCHINSON?

Despite the “Amazon effect”, retail trade in Hutchinson has more than 3,826 retail employees and a net surplus of retail sales. Wichita is Hutchinson’s largest competitive market, as the primary trade area shows that these markets compete for the same customer base. Overall, Hutchinson has the lower retail expenditures than Wichita, which is partly attributed to lower population base. However, surplus retail expenditures exist in most retail sectors due in large part to the pull factor since Hutchinson serves a regional trade area. The most notable retail categories with retail leakage are General Merchandise Stores, Clothing & Clothing Accessories Stores, and Home Furnishing Stores.

- Hutchinson has a strong concentration of existing retail and can support regional and destination users.
- Retail Trade grew 6% regionally as an industry between 2013 and 2017.
- Quality retail can help retain employment for larger corporate users.
- Employment, visitors and residential population can support additional hospitality demand and support increased entertainment/hospitality uses.

## TOP SELLING POINTS

- Hutchinson is in a unique geographic position to capture a large customer base with minimal competition and reduce leakage to Wichita.
- There is an opportunity to capture large amounts of visitor throughput from attractions such as the Kansas State Fair, the Cosmosphere, and Stratataca.
- Hutchinson has favorable demographics and demand for over 324,000 square feet of supportable retail.
- Hutchinson has a number of underserved categories that align with locational and operational needs of many national and regional retailers.

## RETAIL QUICK FACTS

- Hutchinson’s retail trade area (PTA) extends over 35 minutes or 21 miles.
- Over 50% of the PTA is regional/outside of the city.
- The PTA contains 82,354 people with a retail purchasing power of over \$1.04B.
- There are 42,808 daytime employees and over 1.5M visitors to Hutchinson that support additional retail/restaurant demand.

### Target sectors identified for Hutchinson include:

- Home furnishing stores
- Clothing & accessory stores
- General merchandising stores
- Specialty food stores
- Destination leisure attractions