

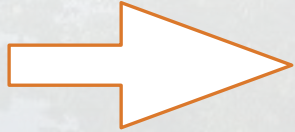


# CITY OF NORTH BEND ECONOMIC DEVELOPMENT ACTION PLAN DATA PRESENTATION

**PLACE  
+MAIN**  
ADVISORS



# ACTION PLAN PROCESS



Kick-Off

Background Documentation Review

Focus Groups + One-On-Ones

Strategic Action Planning Work Sessions

Organizational Capacity Assessment

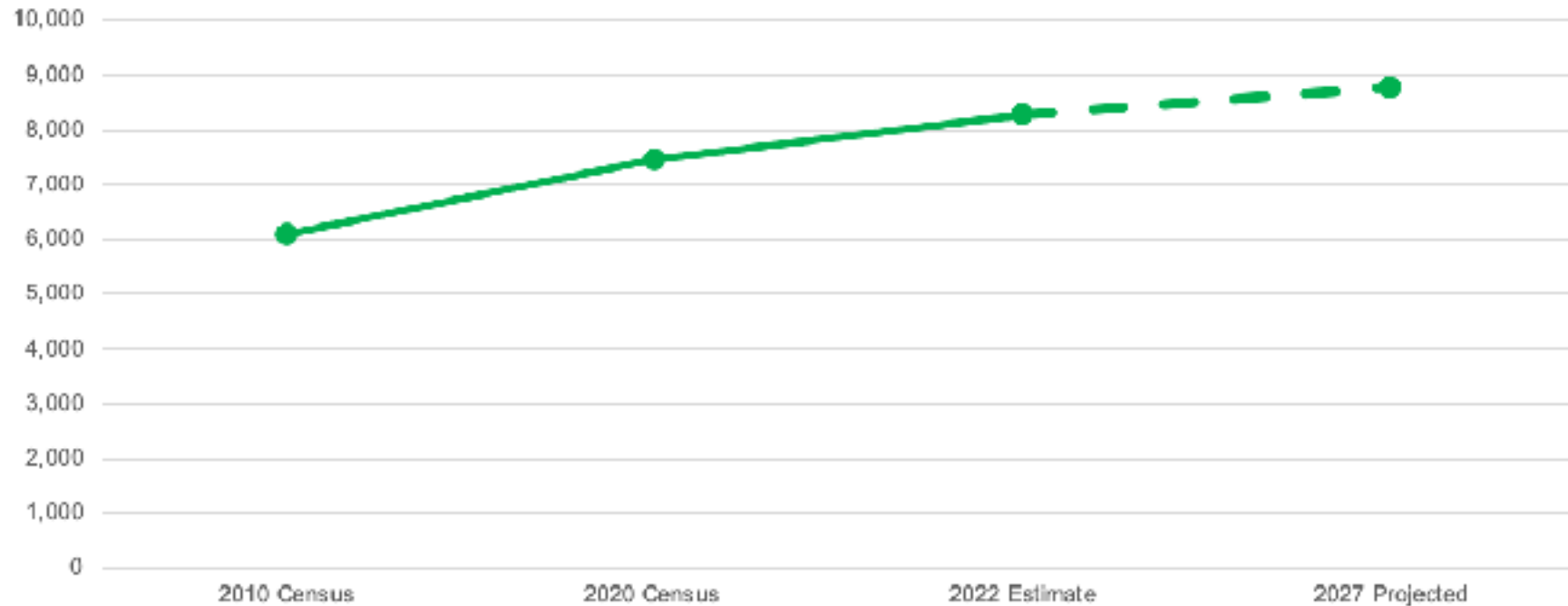
Draft + Final Strategic Plan

Strategic Plan Presentation

# POPULATION CHANGE

*2010-2027*

City of North Bend  
Population Growth 2010-2027

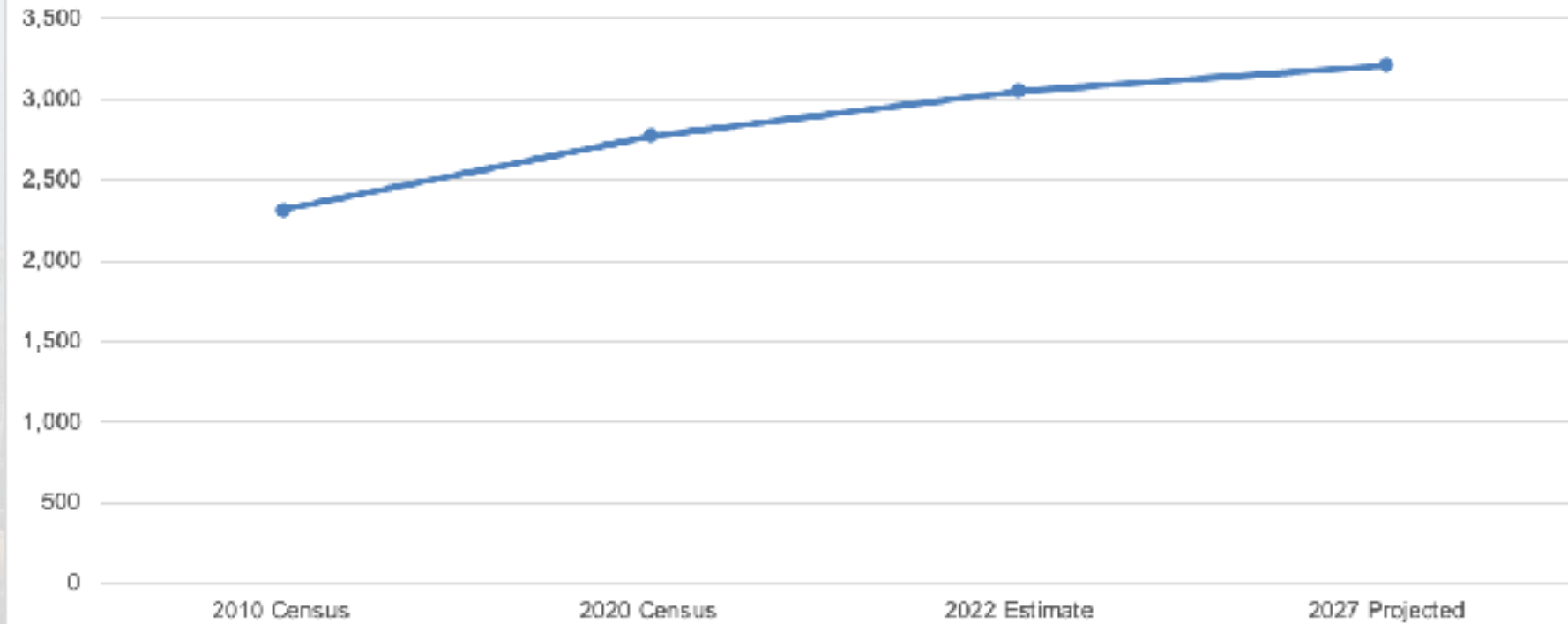




# HOUSEHOLD CHANGE

*2010-2027*

City of North Bend  
Household Growth 2010-2027



# HOUSEHOLD INCOME

*2022-2027*

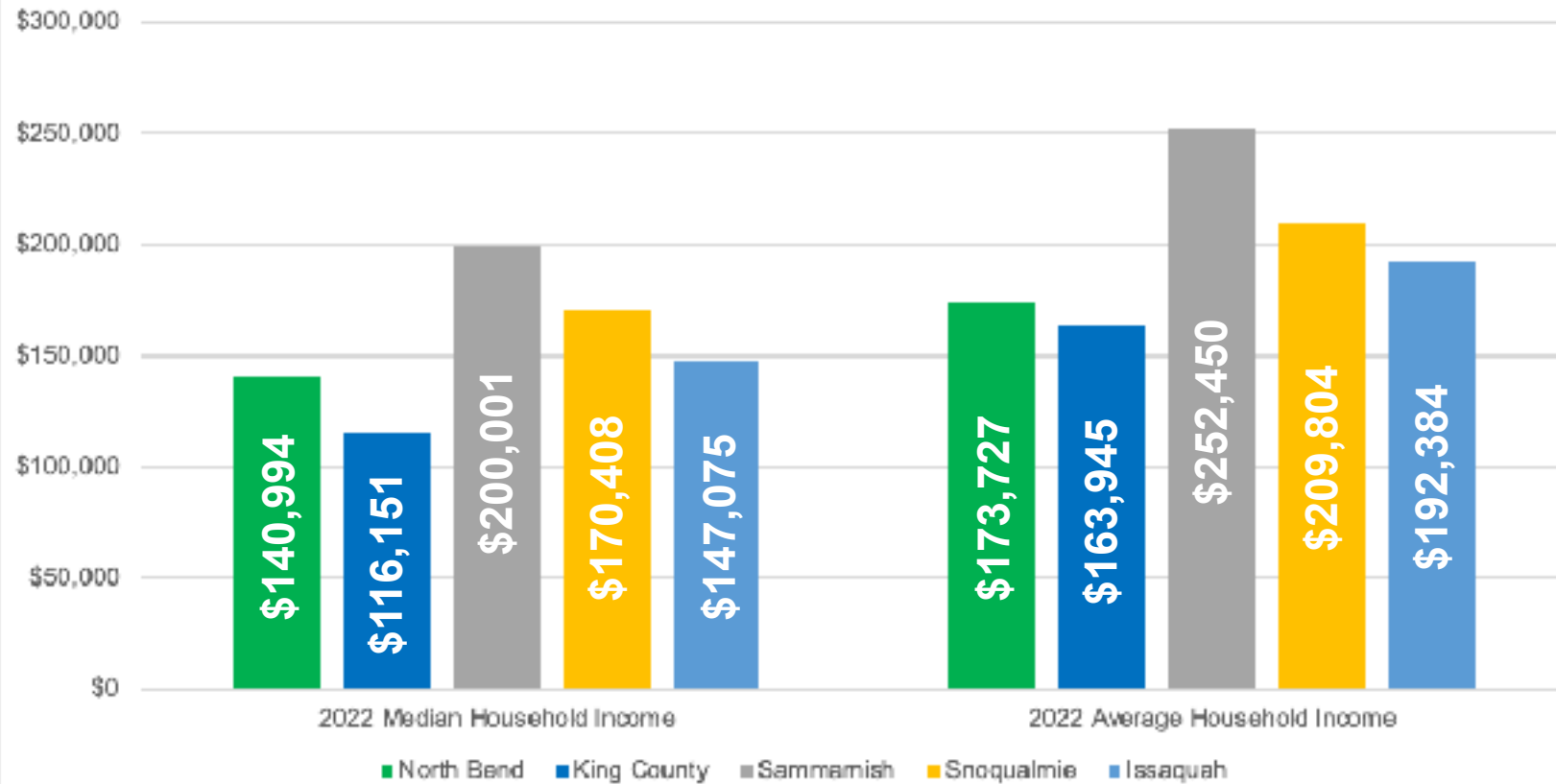
City of North Bend  
Household Income 2022-2027



# HOUSEHOLD INCOME

*2010-2027*

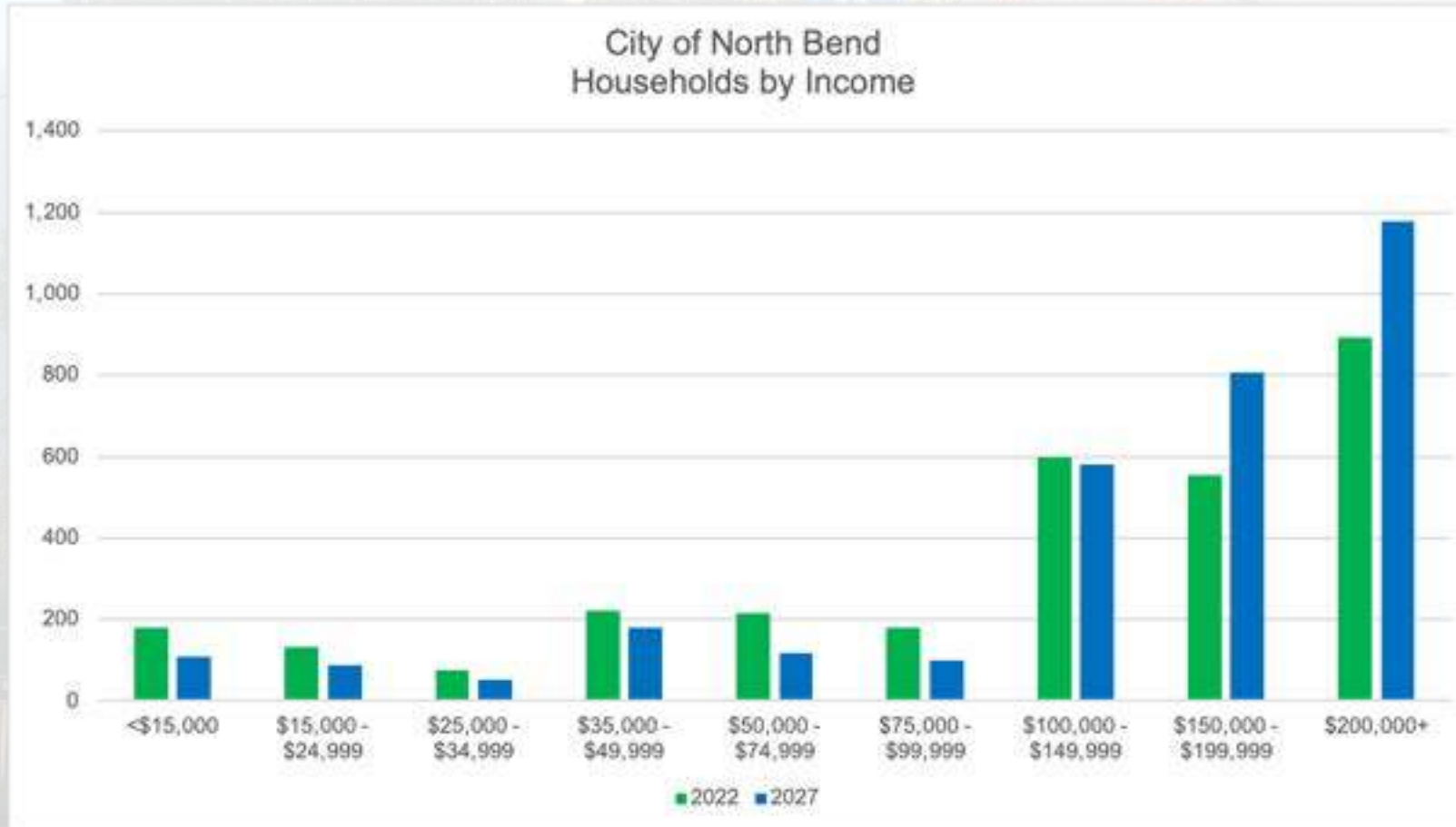
Household Income Comparison  
2022





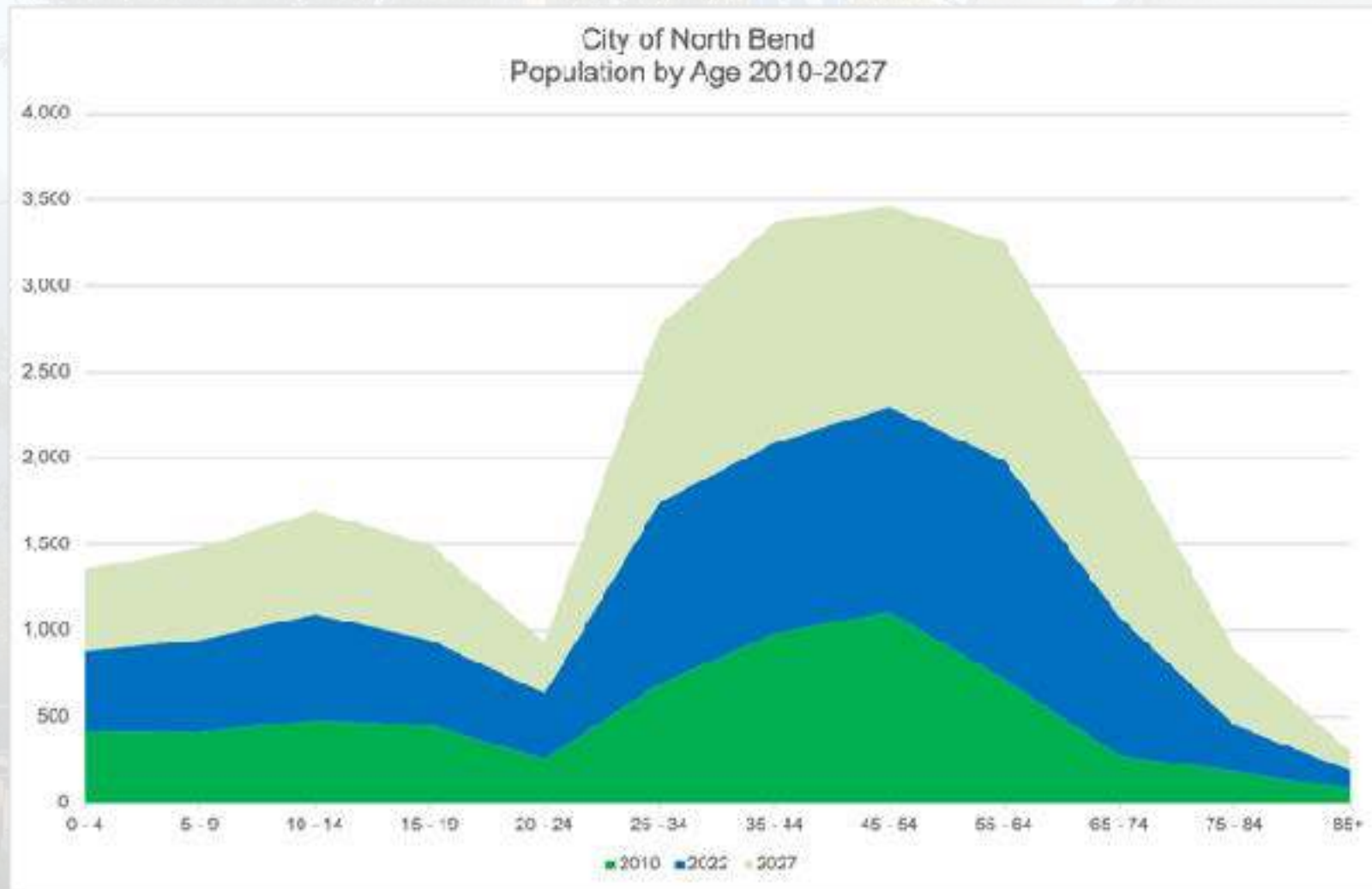
# HOUSEHOLDS BY INCOME

*2022-2027*



# POPULATION BY AGE

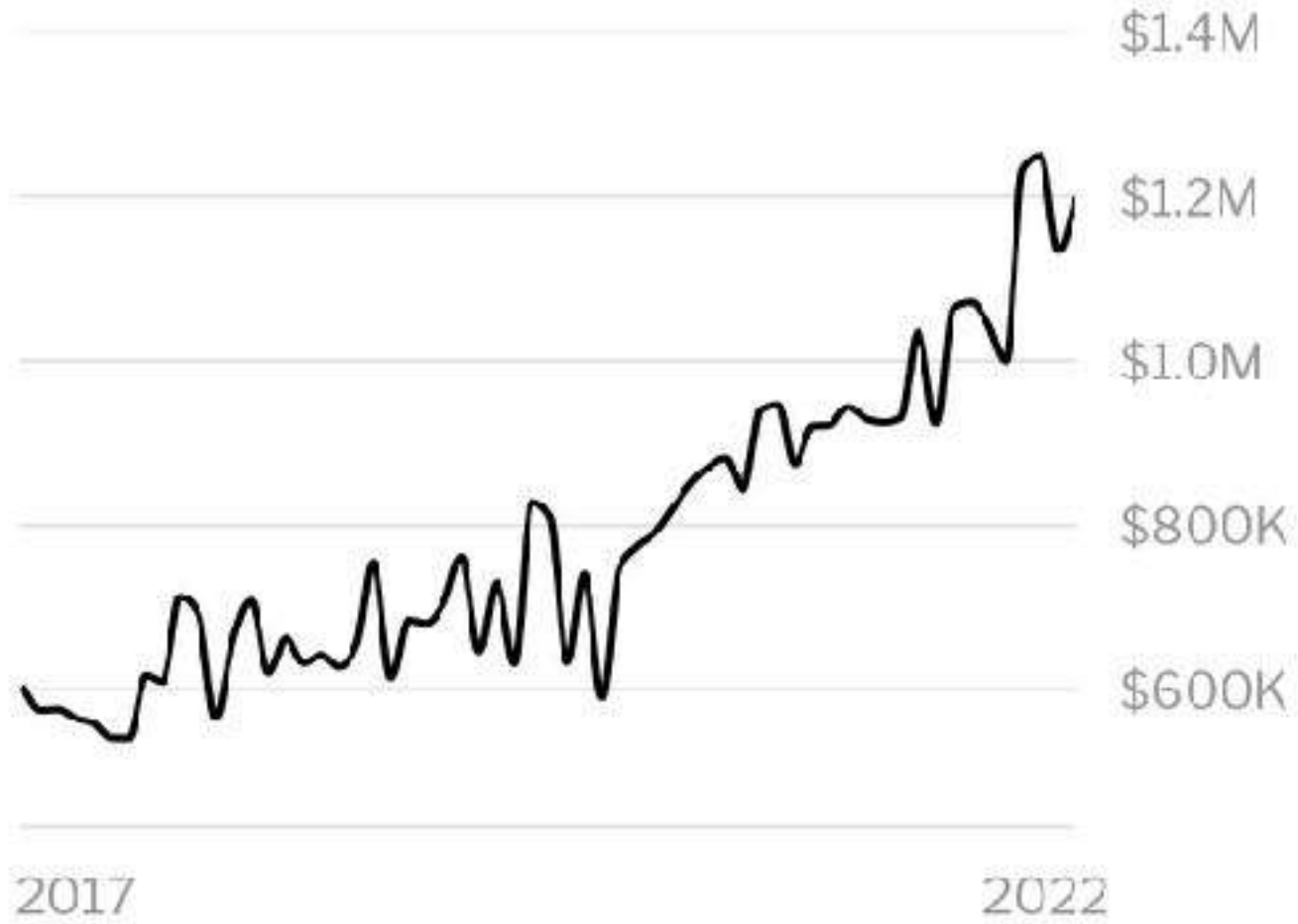
*2010-2027*





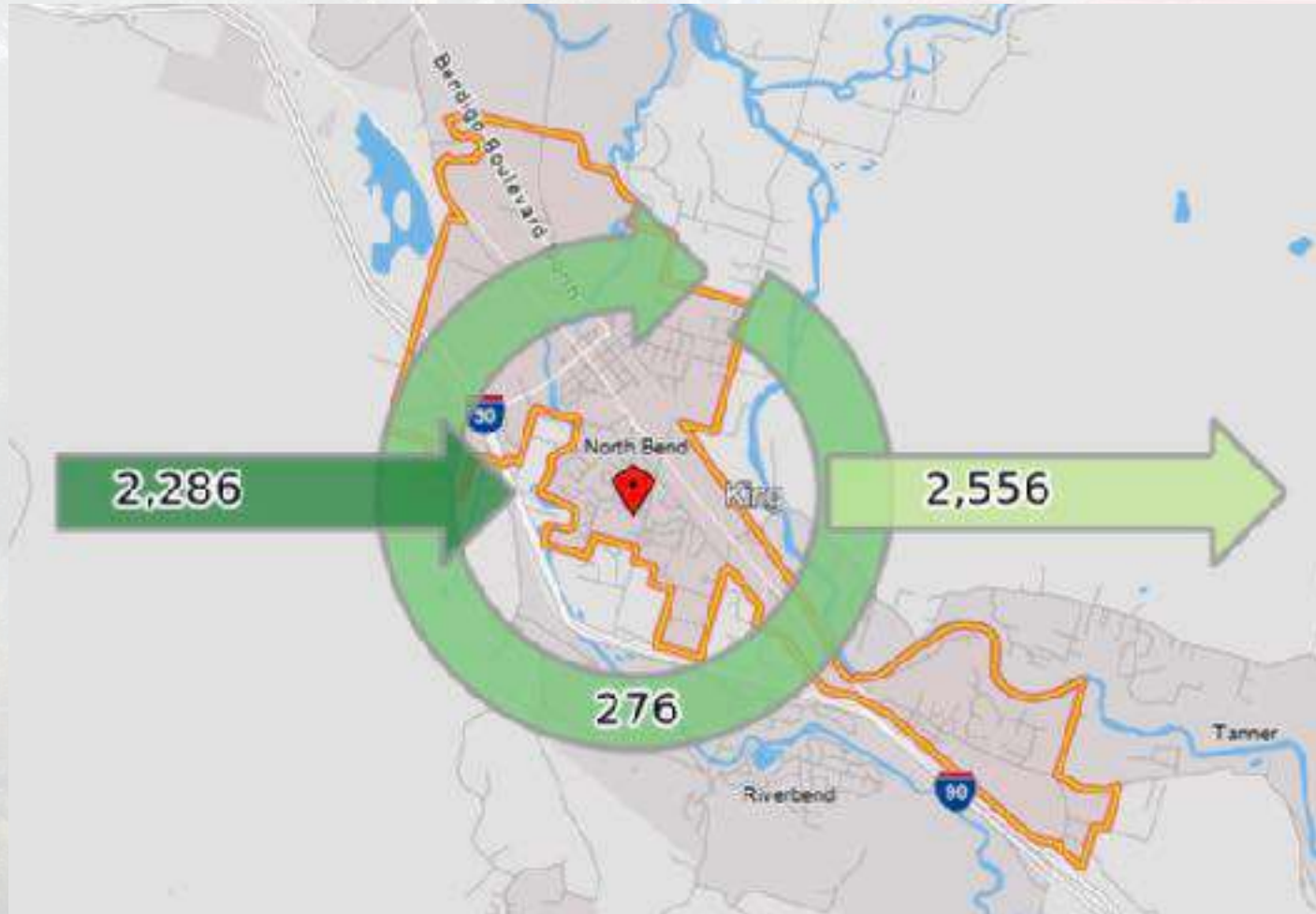
# HOUSING PRICES

## *2017-2022*



Source: Redfin, 2022

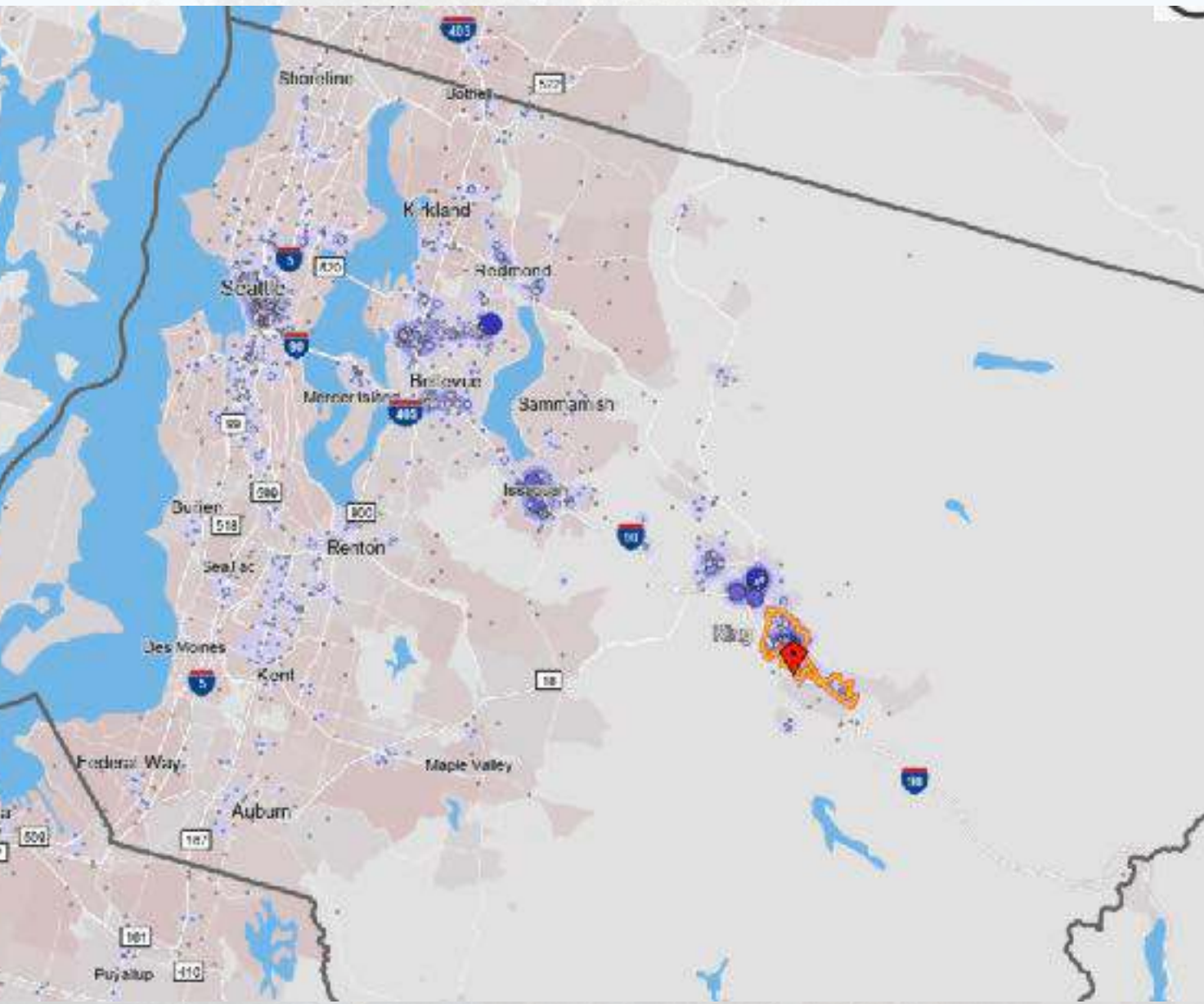
# EMPLOYMENT FLOW



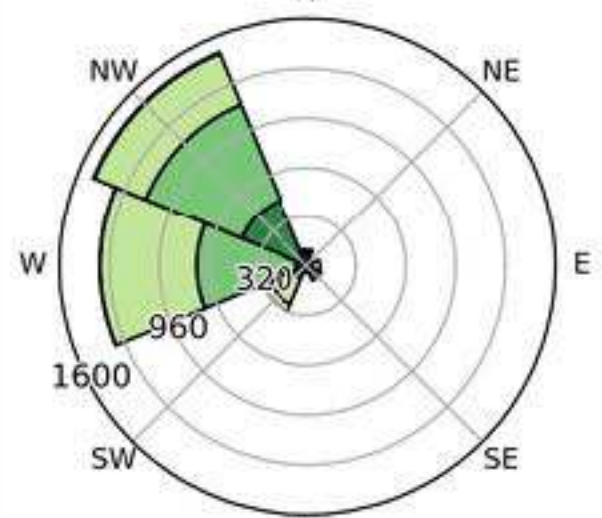
Source: US Census Bureau, 2019



# WHERE RESIDENTS WORK



Job Counts by Distance/Direction in 2019  
All Workers  
N

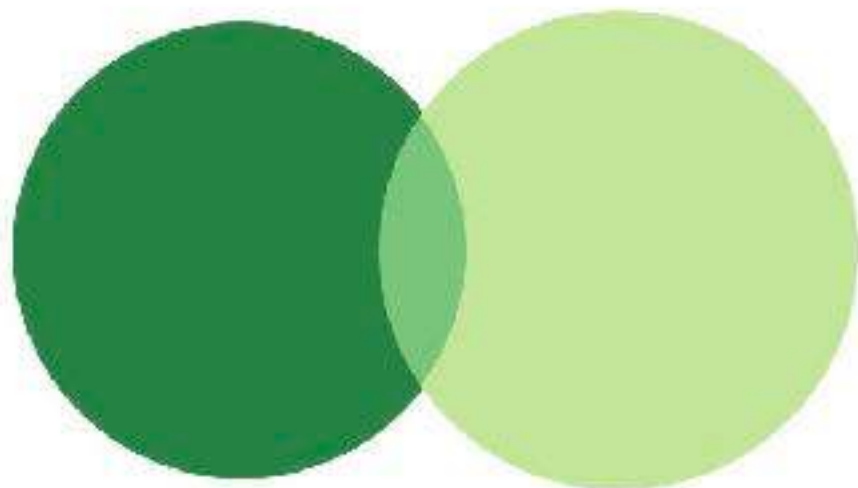






# EMPLOYMENT FLOW

Inflow/Outflow Job Counts in 2019



- 2,286 - Employed in Selection Area, Live Outside
- 2,556 - Live in Selection Area, Employed Outside
- 276 - Employed and Live in Selection Area

# GEOFENCING DATA



January 1, 2021– June 30, 2022

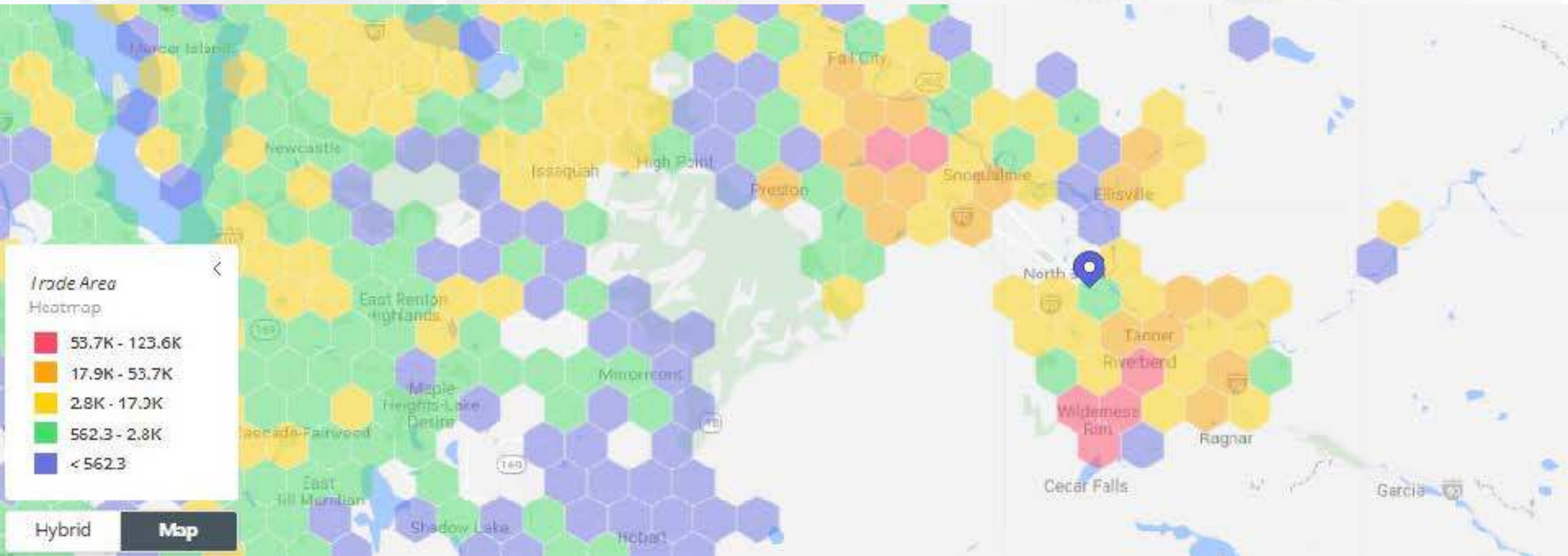
Total visits: 9.2M

Unique individuals visiting: 2M

Average visits per individual: 4.61



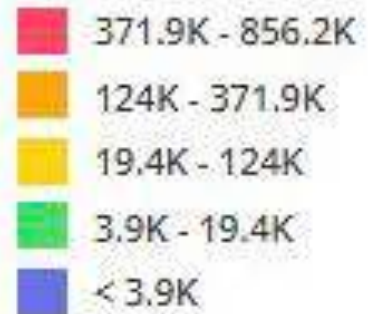
# GEOFENCING DATA







Trade Area  
Heatmap



Hybrid

Map

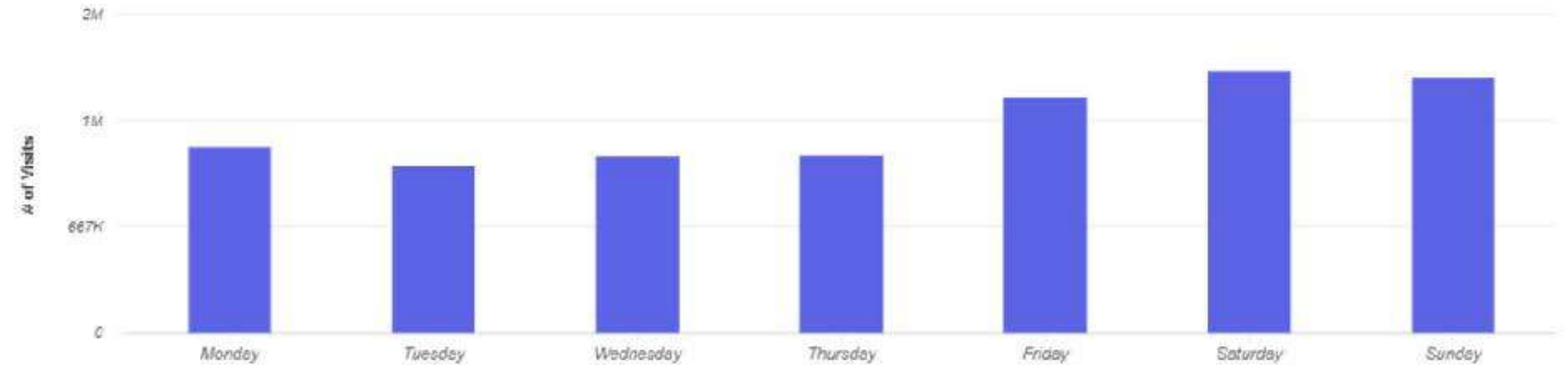


# WEEKLY VISITS

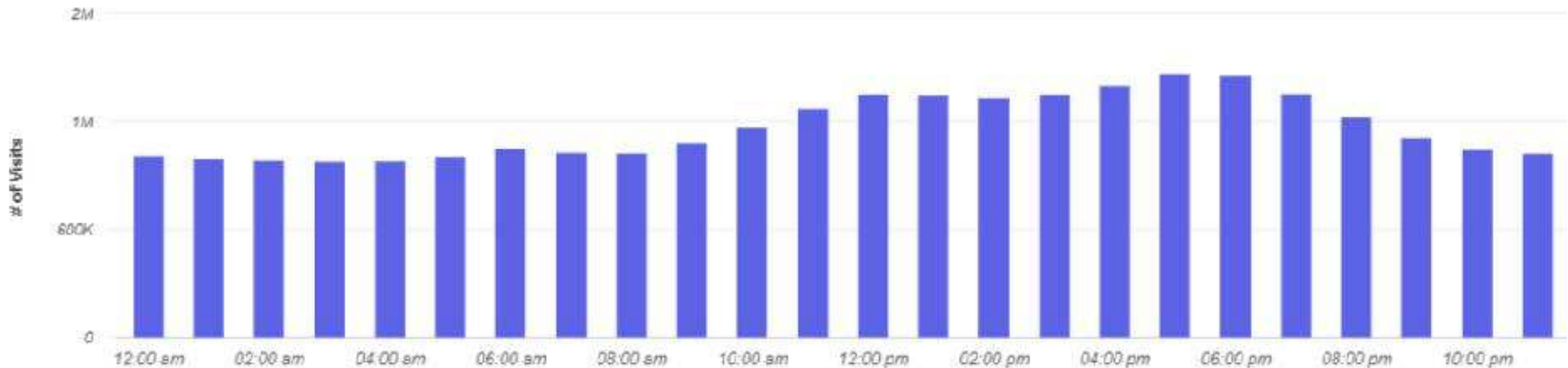




# DAYS OF THE WEEK

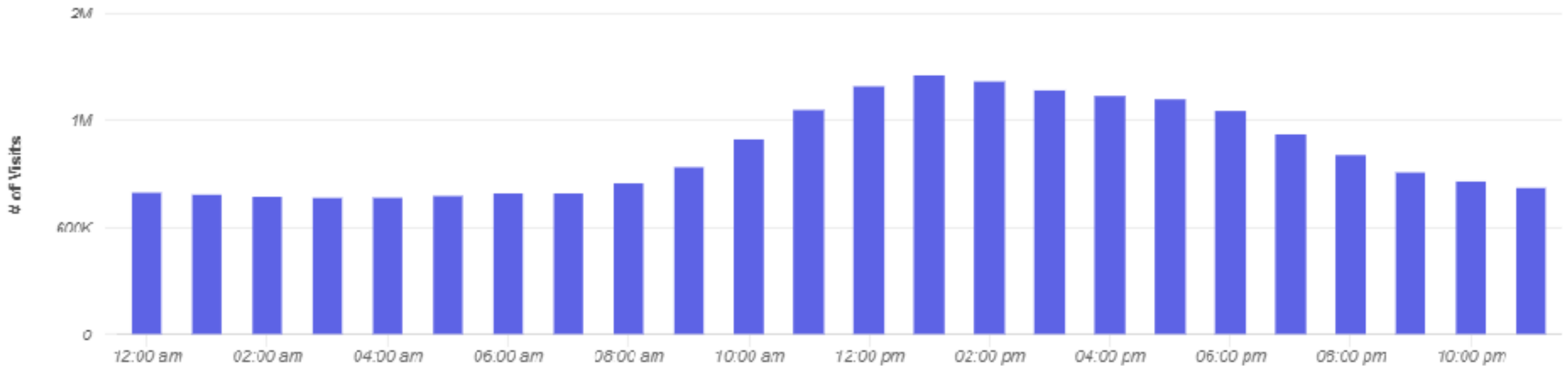


# TIME OF DAY (M-TH)



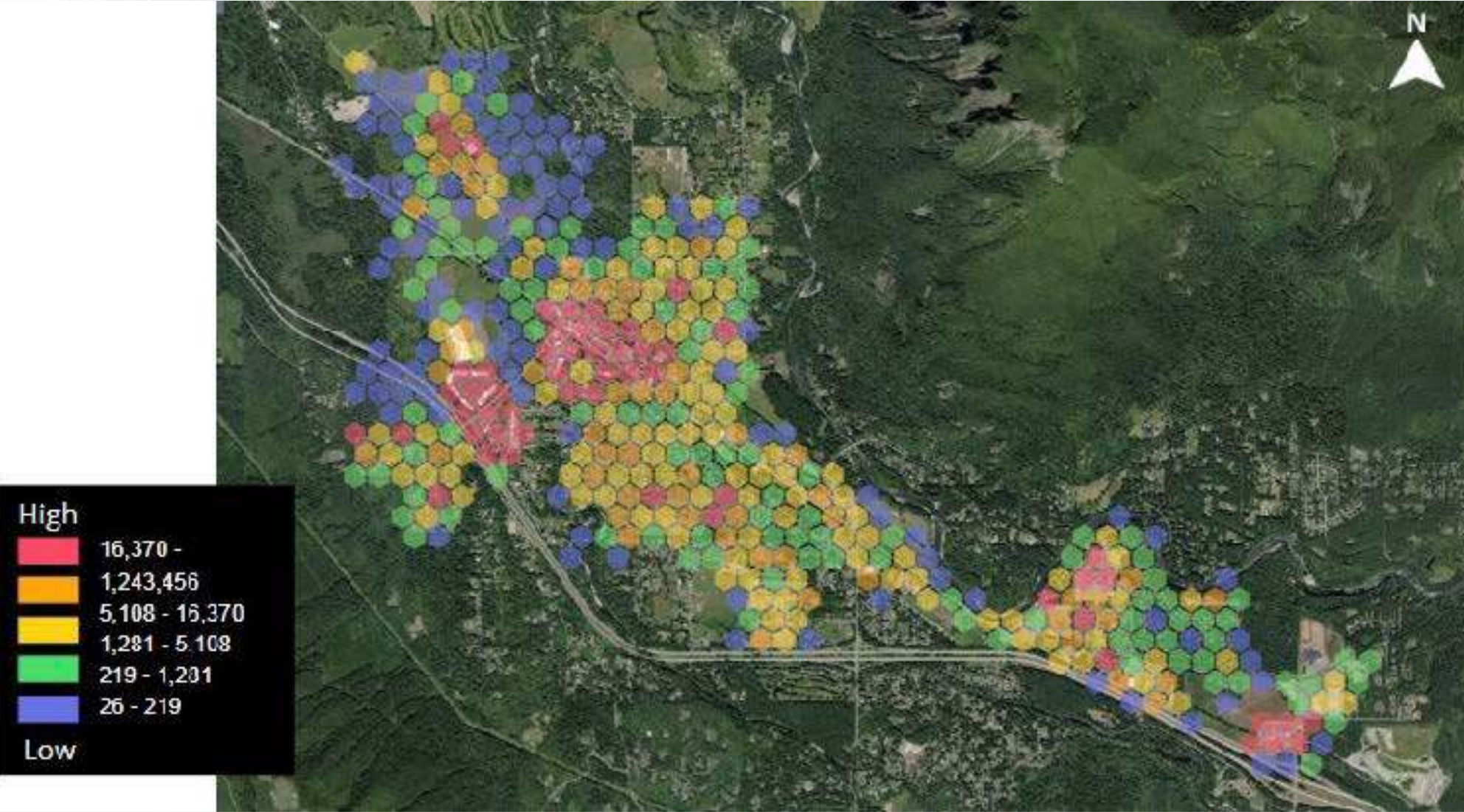


# TIME OF DAY (F-SU)



PLACE + MAIN

# WHERE PEOPLE GO





# RETAIL LEAKAGE



# RETAIL LEAKAGE

## **SUPPLY**

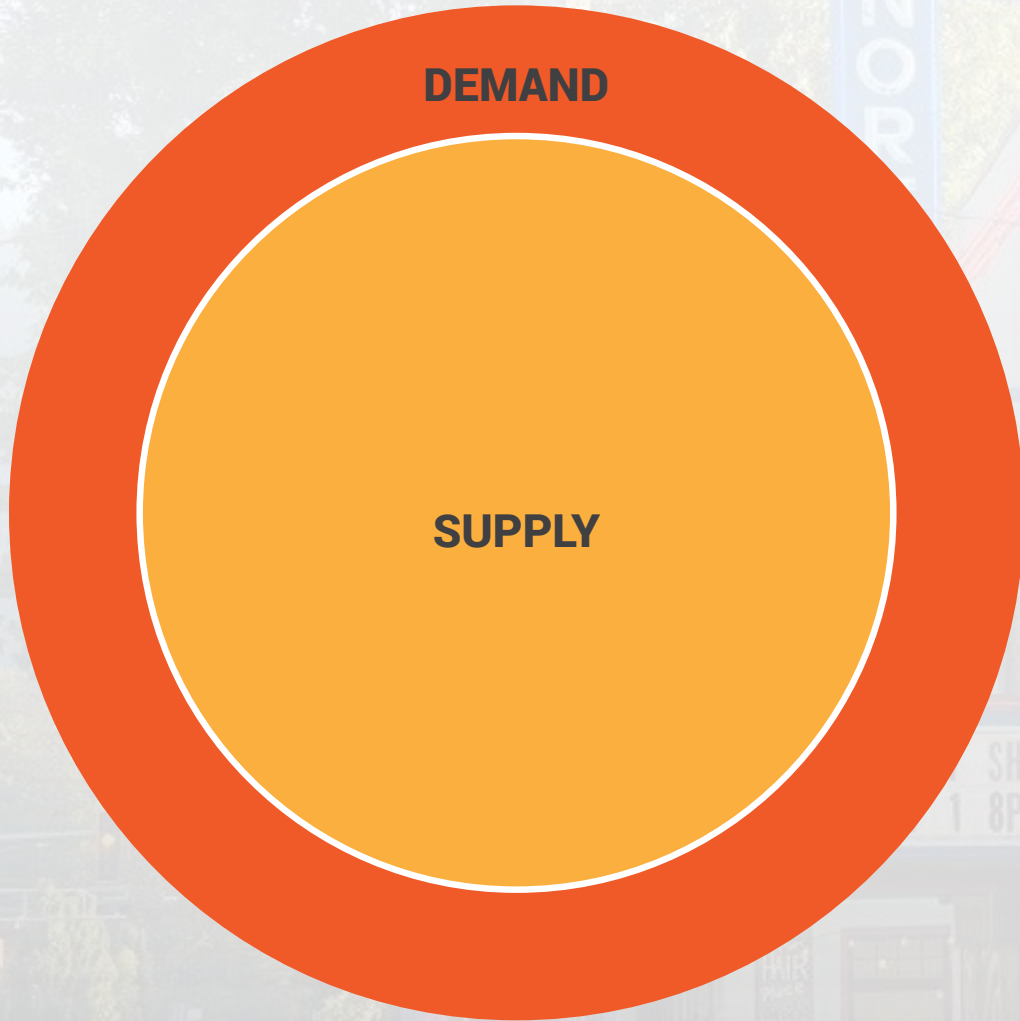
What  
Stores  
Sell

## **DEMAND**

What  
Customers  
Buy



# RETAIL LEAKAGE



When Customers **Demand**  
More than the Stores **Supply**

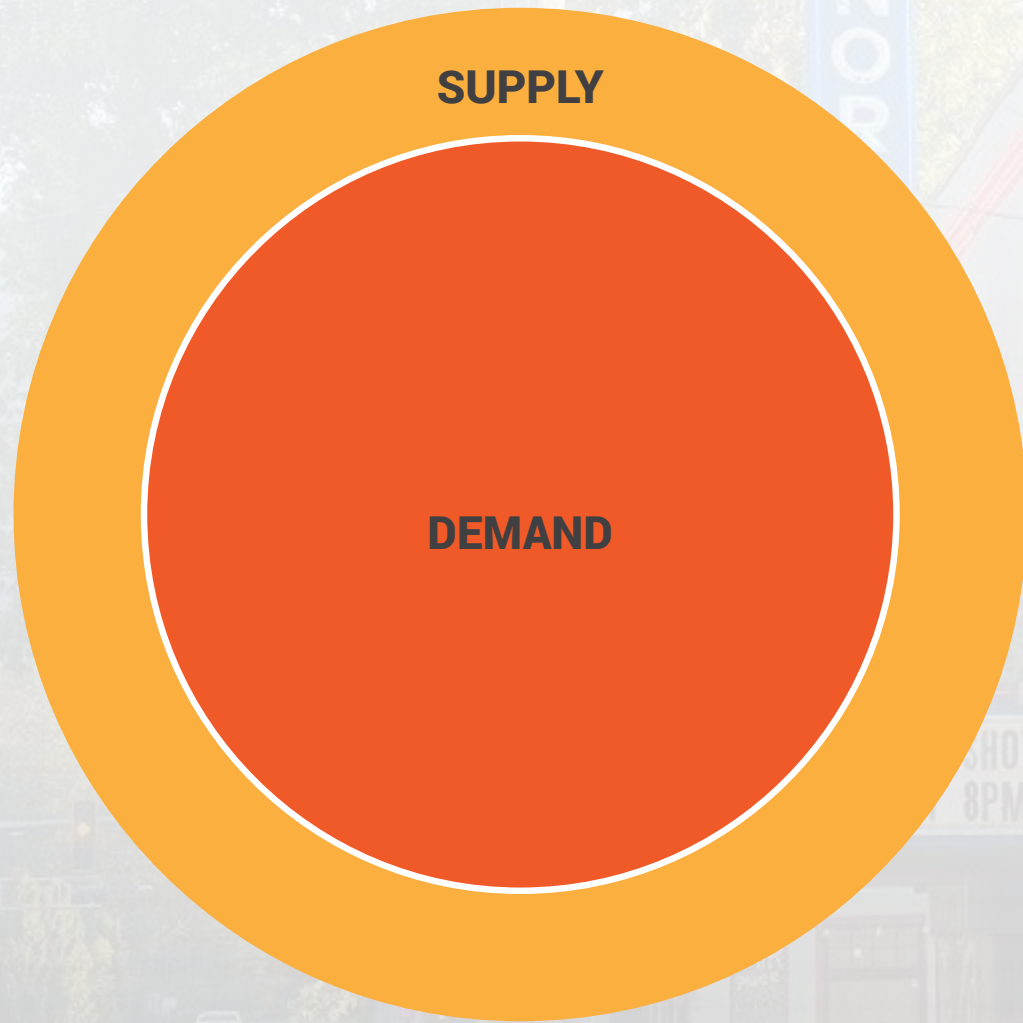
# RETAIL LEAKAGE



THIS IS A  
**GAP**



# RETAIL LEAKAGE



The Stores **Supply** More  
Than Customers **Demand**

# RETAIL LEAKAGE



SUPPLY

THIS IS A  
**SURPLUS**



# SUPPLY + DEMAND

North Bend  
Primary Trade Area

**\$1,051,492,423**

- Total Retail Trade Demand  
(including food and drink)

**\$2,912,963,075**

- Total Retail Trade Supply  
(including food and drink)

The market has a surplus of  
**\$1,643,605,984 annually**





# RED FLAG

Of the **100+** Retail + Food Categories

Only **8** have a surplus

**ONE** category has a surplus of

**\$2,455,688,353**

	2022 Demand (\$)	2022 Supply (\$)	Opportunity Gap/ Surplus (\$)
Electronic shopping and mail-order houses (NAICS 4541)	\$158,247,701	\$2,613,936,055	-\$2,455,688,353



# ADJUSTED SUPPLY + DEMAND

North Bend  
Primary Trade Area

**\$1,051,492,423**

- Total Retail Trade Demand  
(including food and drink)

**\$299,027,020**

- Total Retail Trade Supply  
(including food and drink)

The market has a gap of  
**\$752,465,403 annually**

# ADDITIONAL CONCERNS

North Bend  
Primary Trade Area

## Several Categories Show No Sales

- Men's clothing stores (NAICS 44811)
- Women's clothing stores (NAICS 44812)
- Children's and infants' clothing stores (NAICS 44813)
- Sporting goods stores (NAICS 45111)
- Hobby, toy, and game stores (NAICS 45112)
- Sewing, needlework, & piece goods stores (NAICS 45113)
- Musical instrument and supplies stores (NAICS 45114)
- Gift, novelty, and souvenir stores (NAICS 45322)



# BIGGEST OPPORTUNITIES

North Bend  
Primary Trade Area

## Largest Gaps

- Full-service restaurants (NAICS 722511)
  - 2022 Gap- \$10,842,259 / 17,774 sq ft
  - 2027 Projection- \$23,221,931 / 38,069 sq ft
- Limited-service restaurants (NAICS 722513)
  - 2022 Gap- \$26,217,145 / 131,086 sq ft
  - 2027 Projection- \$37,064,057 / 185,320 sq ft



# PROPERTY ANALYSIS

[illegible]

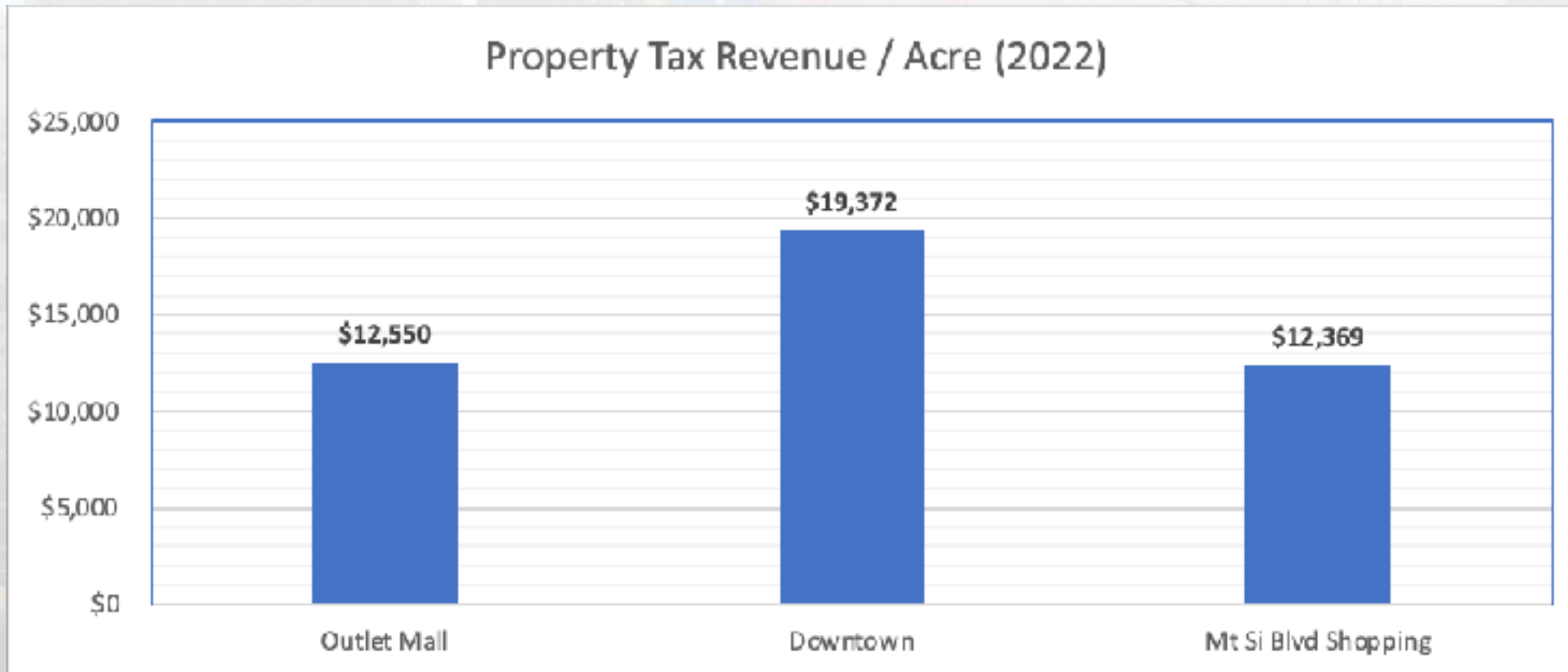
## PLACE + MAIN



# PROPERTY ANALYSIS



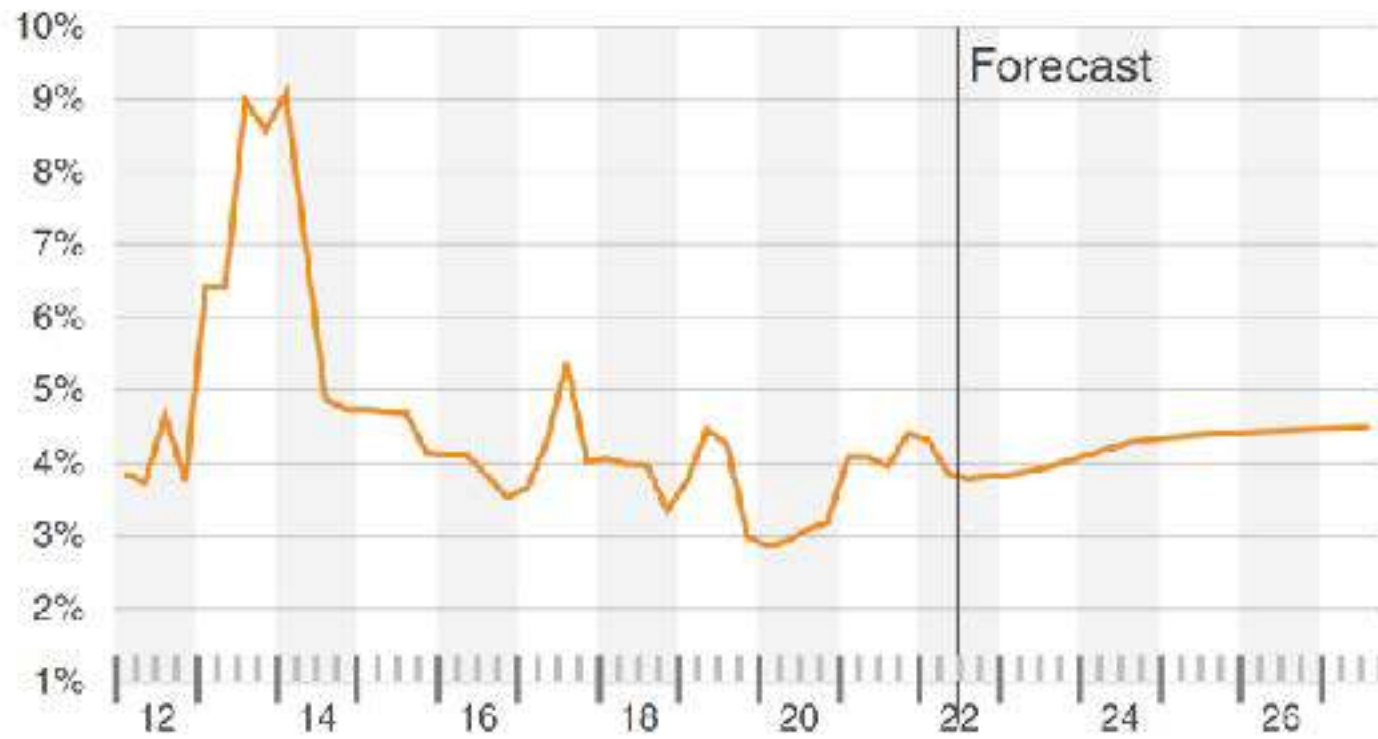
# PROPERTY ANALYSIS





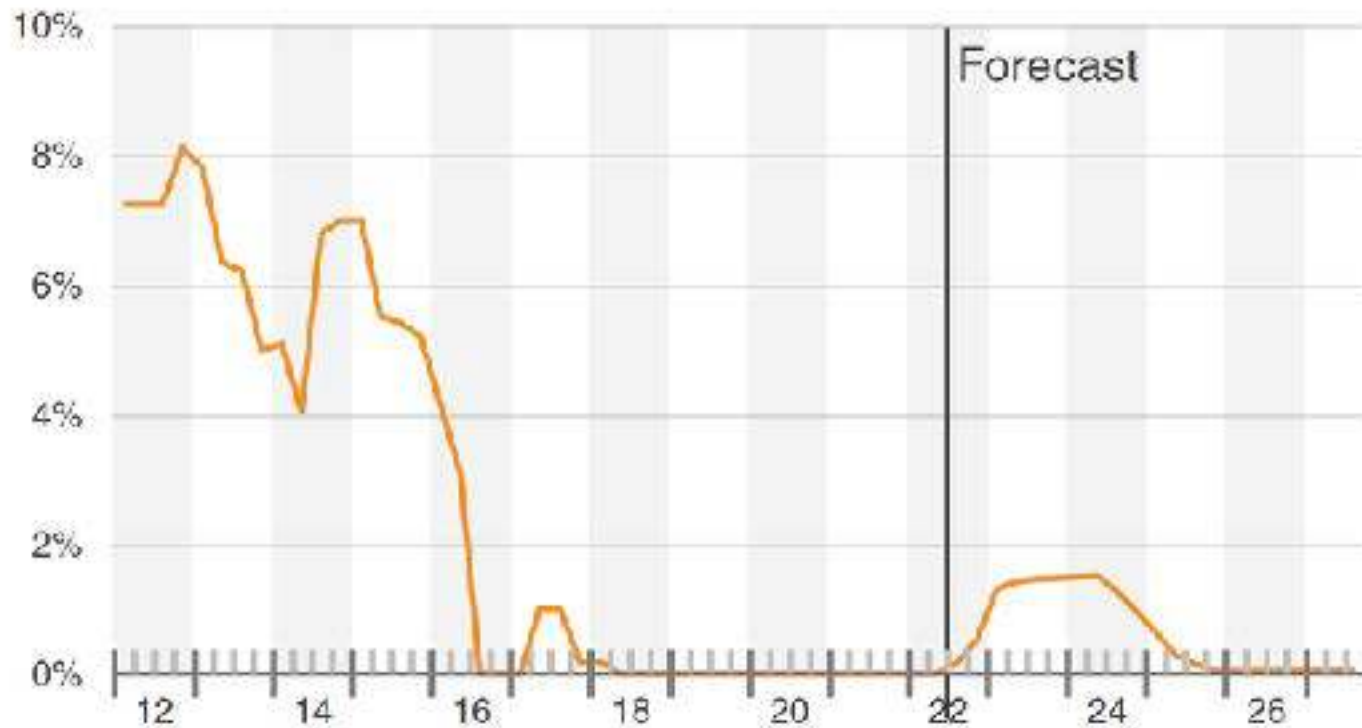
# VACANCY RATE COMMERCIAL

Vacancy Rate



# VACANCY RATE OFFICE

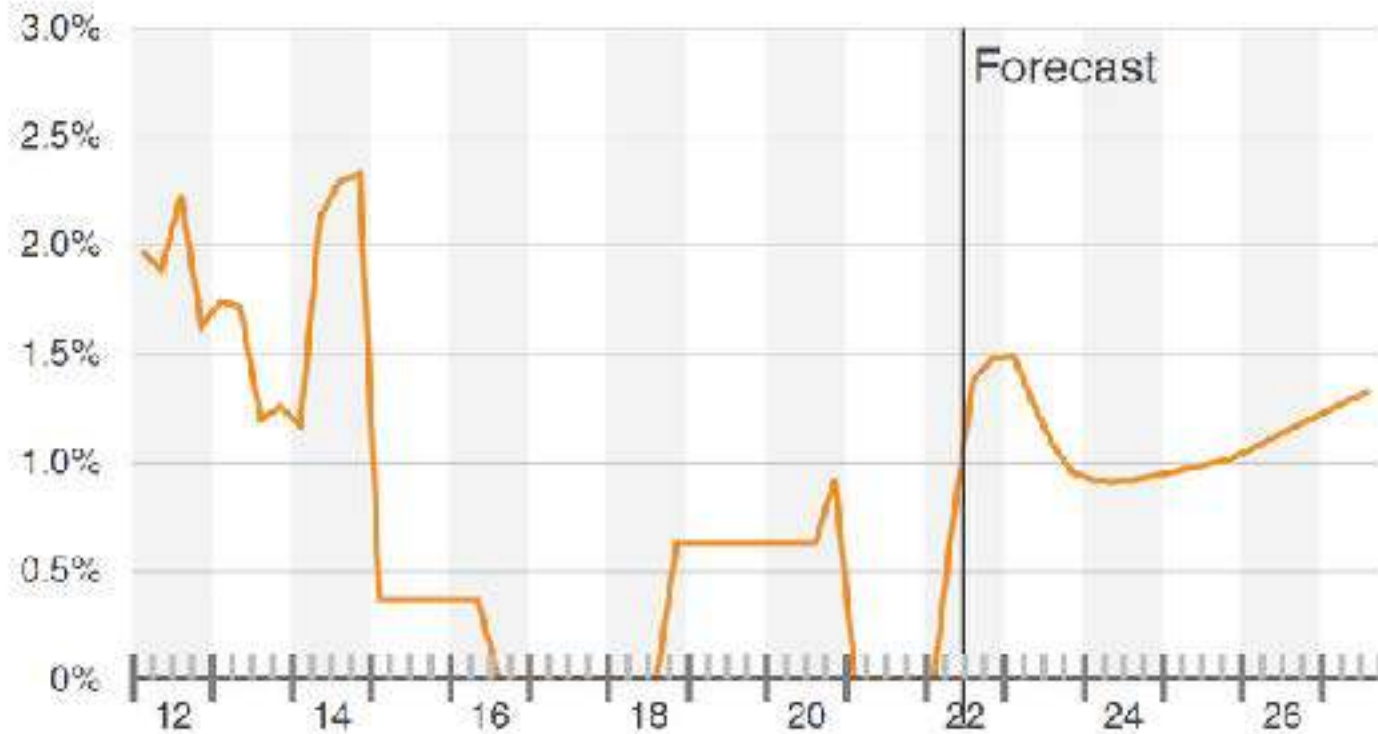
Vacancy Rate





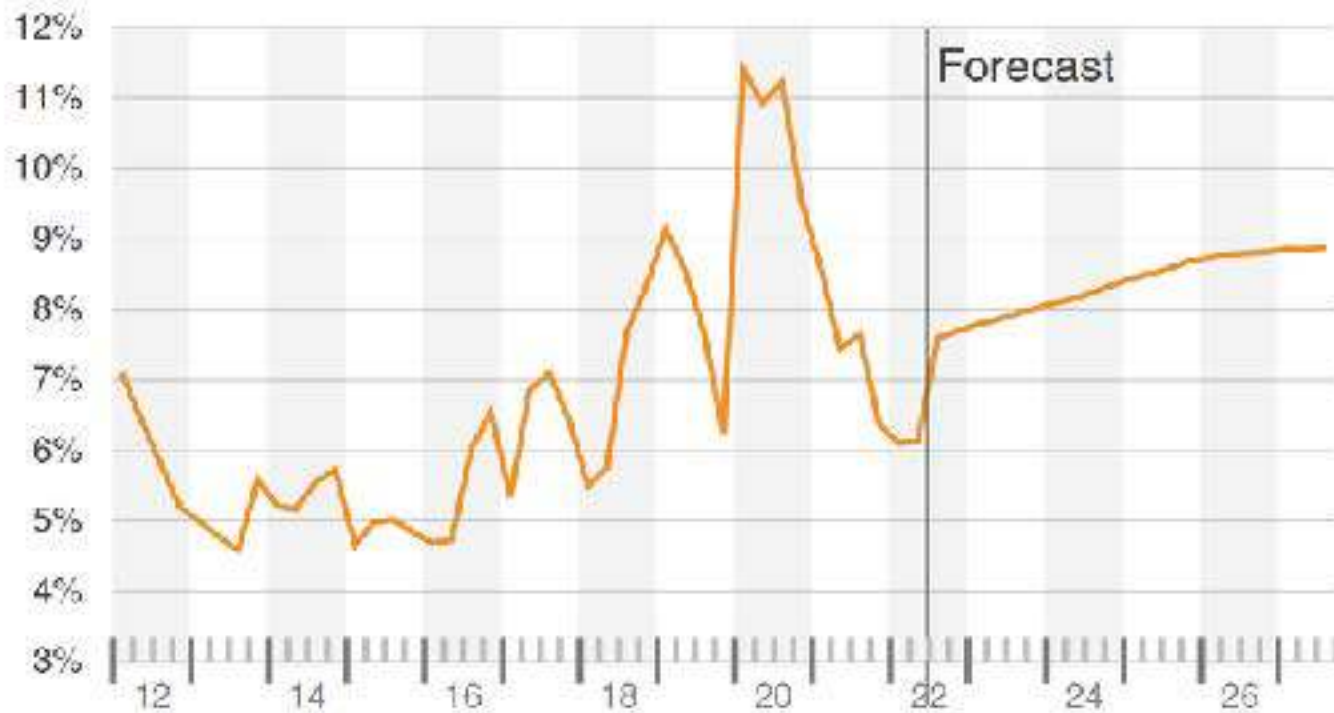
# VACANCY RATE INDUSTRIAL

Vacancy Rate



# VACANCY RATE MULTI-FAMILY

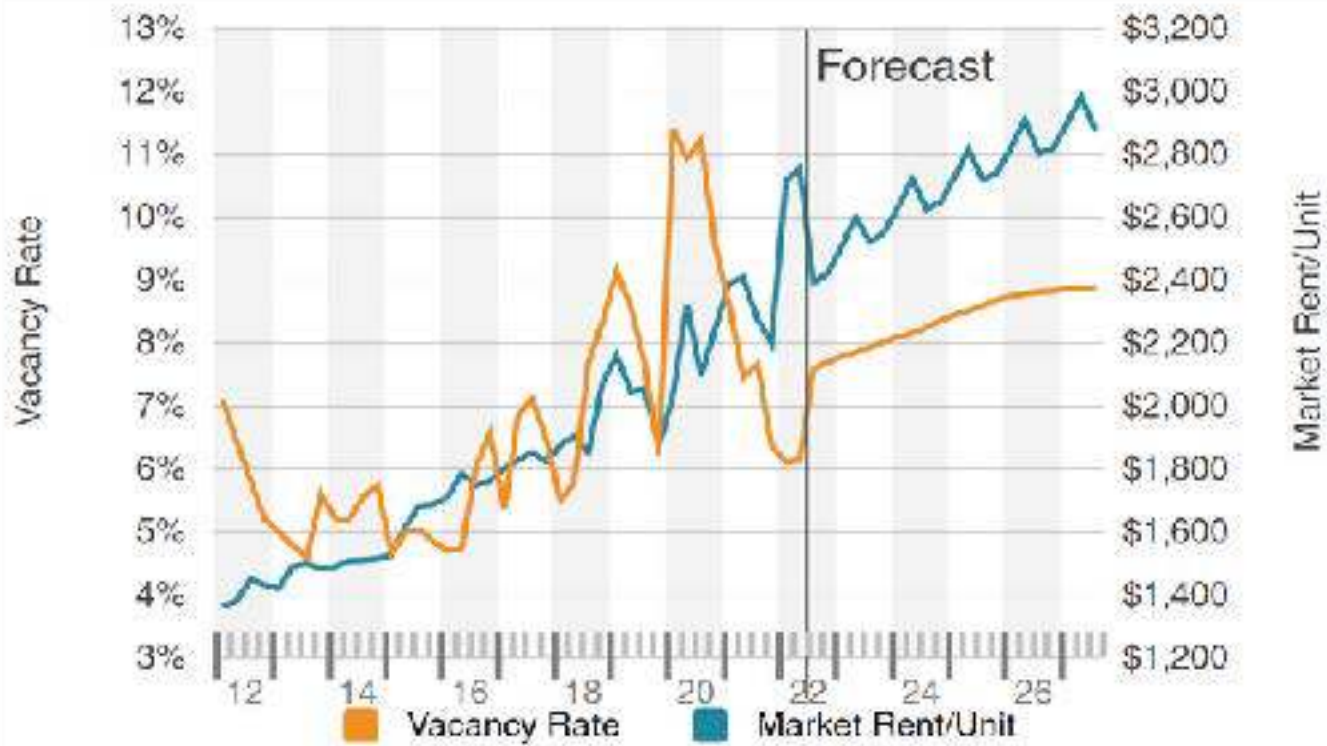
Vacancy Rate





# VACANCY RATE MULTI-FAMILY

Vacancy & Market Asking Rent Per Unit



# KEY FINDINGS

- Daytime Population is much different than Nighttime Population
  - Workers vs Residents
- Tourism is daytime only
- Tremendous amount of commercial potential (existing + future)=
- Vacancies are VERY low
- Best “Bang for the Buck” for the City is Downtown (Property Taxes)
- Housing - Lower Income Workers vs Housing Availability/  
Affordability



# NEXT STEPS

- Use Data to Make Initial Recommendations
- Commission + Council Feedback - OCT
- Refined Recommendations - NOV
  - Strategies (Short-, Mid-, Long-Term)
  - Strategic Partners
  - Needed Resource + Trainings
  - Implementation Plan
- Final Action Plan - DEC



# QUESTIONS?