



BIRMINGHAM

SHOPPING DISTRICT

BUSINESS MIX ANALYSIS

BSD Business Development Committee
June 2023_Final

Recommendations to increase local frequency and regional attraction through our business mix

1

Recruit businesses that will appeal to office workers and residents to drive daily foot traffic, such as healthy fast casual restaurants

2

Identify and recruit regional small businesses with incentives and resources to fill gaps in product segments not currently available (e.g., bookstores) and help curate the attraction of unique retailers with well curated offerings to maintain the local feel of Birmingham

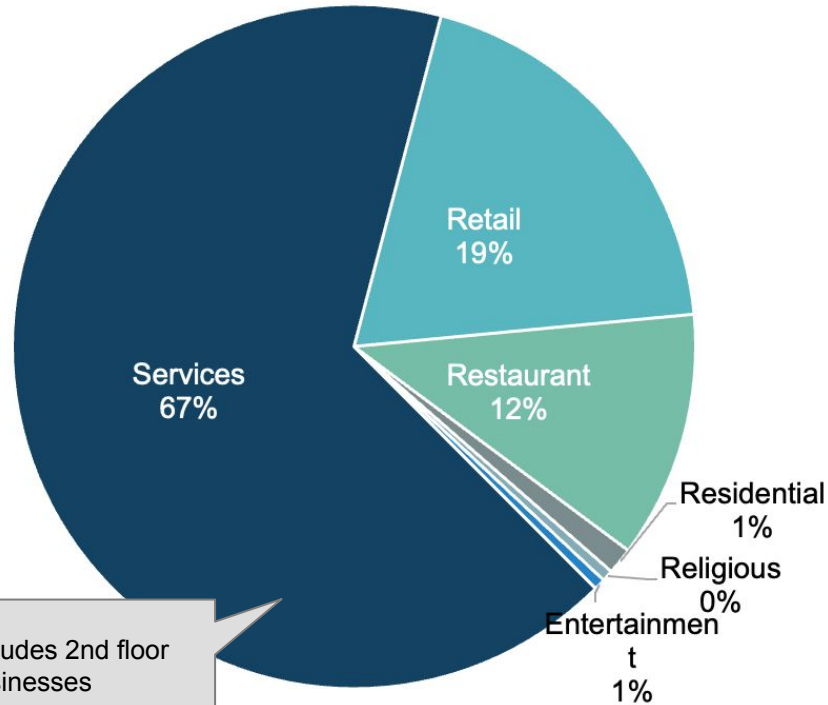
3

Influence national retailer attraction, especially in apparel categories, by developing retail attraction assets and building landlord/broker relationships to rebalance our business mix toward higher-end, sophisticated, and experiential retailers who have a high pull-factor

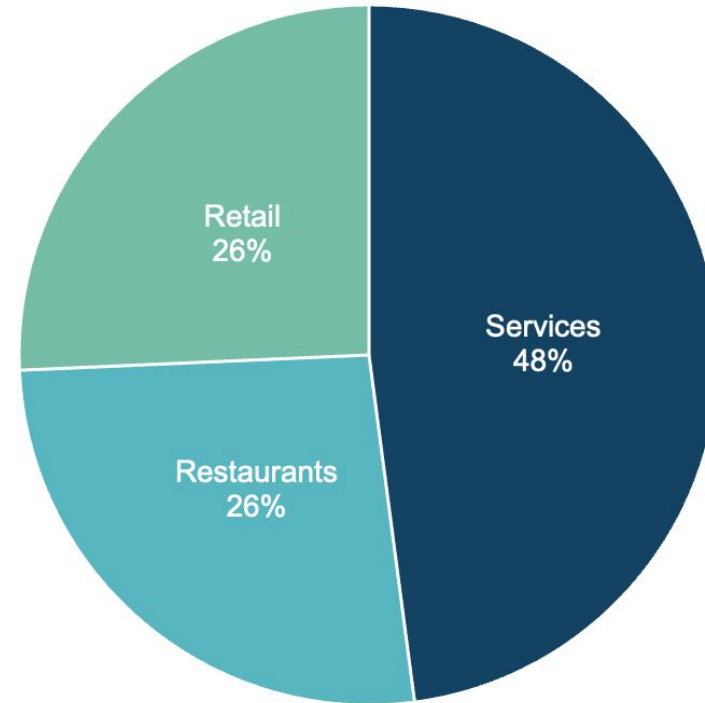
There is an opportunity to fine tune the business mix in the BSD to increase our community's vibrancy, sense of place, and attract world-class retailers

31% of the businesses in the BSD are either retailers or restaurants compared to 52% in downtown Naperville, IL

BSD Business Mix by Type % of Total
(n=557)



Downtown Naperville Business Mix by Type % of Total (n=288)



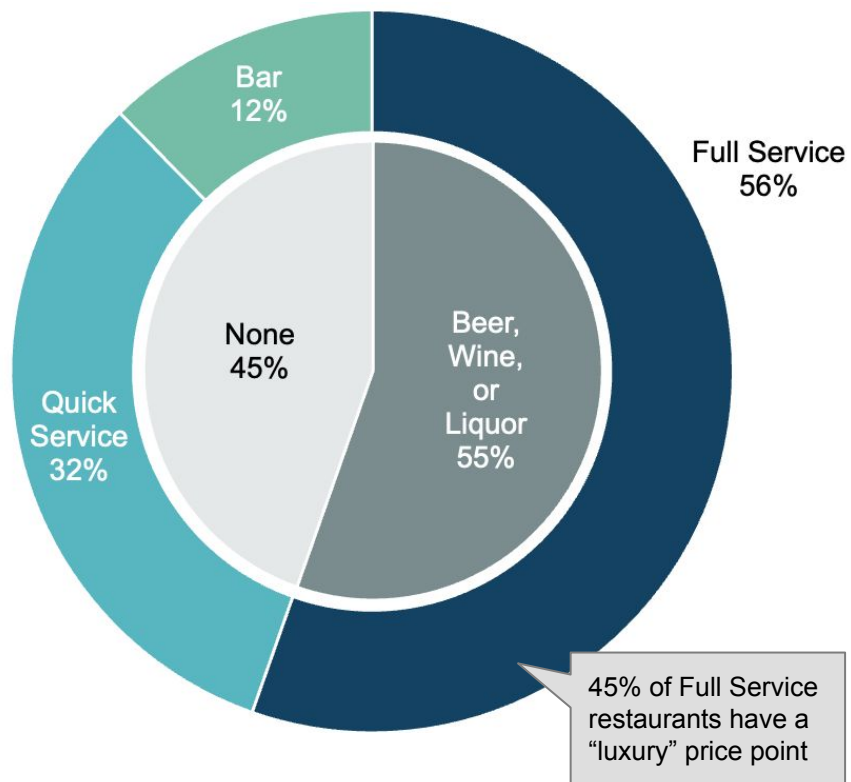
Source: Downtown Naperville Business Directory (02/15/23)

*Excludes vacancies

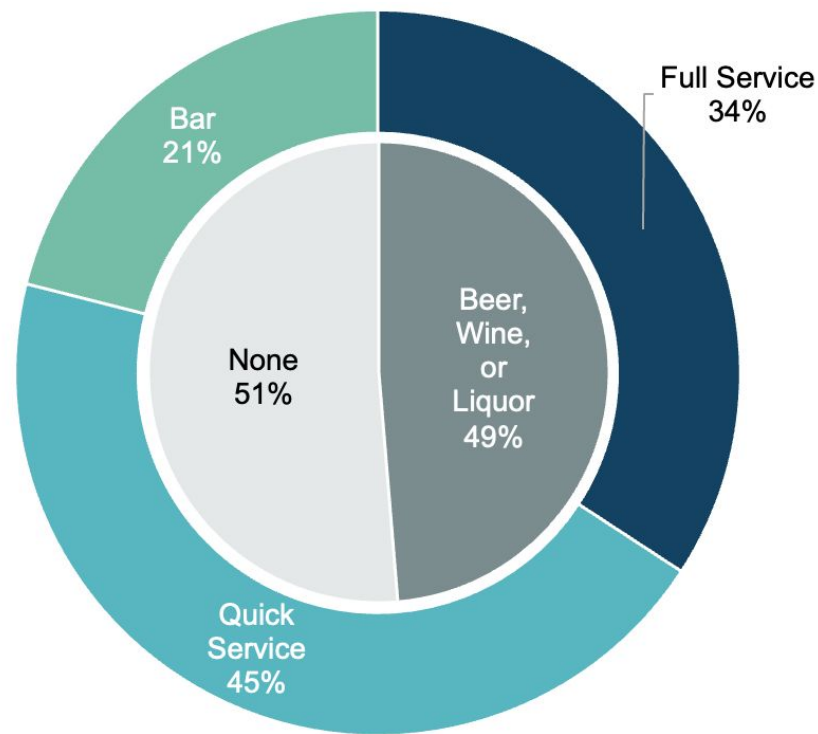
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Better meeting the lunchtime needs of office workers and residents by recruiting healthy fast casual options would help drive increased daily foot traffic – especially as employers begin to embrace return to office policies

BSD Restaurant Mix & Liquor License %
of Total (n=65)



Downtown Naperville Restaurant Mix & Liquor License % of Total (n=76)



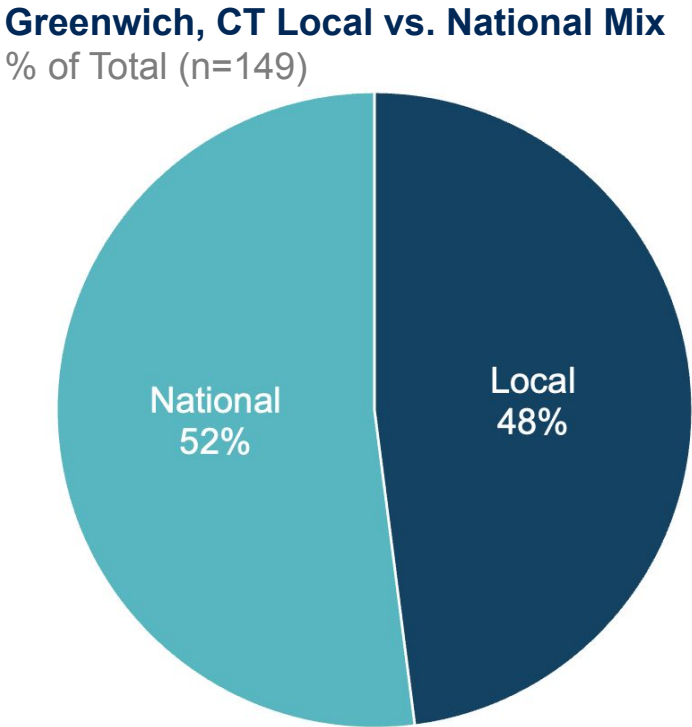
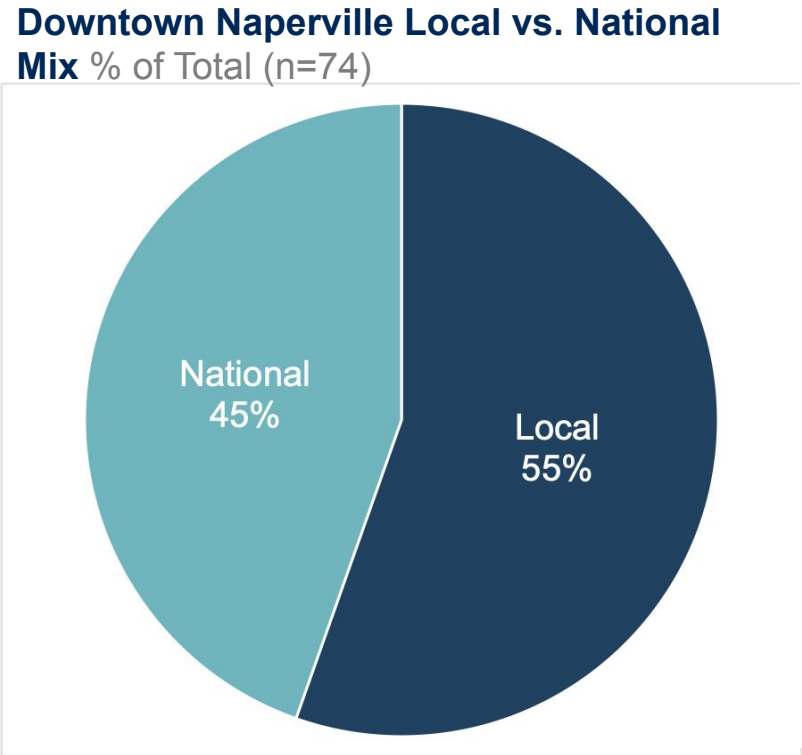
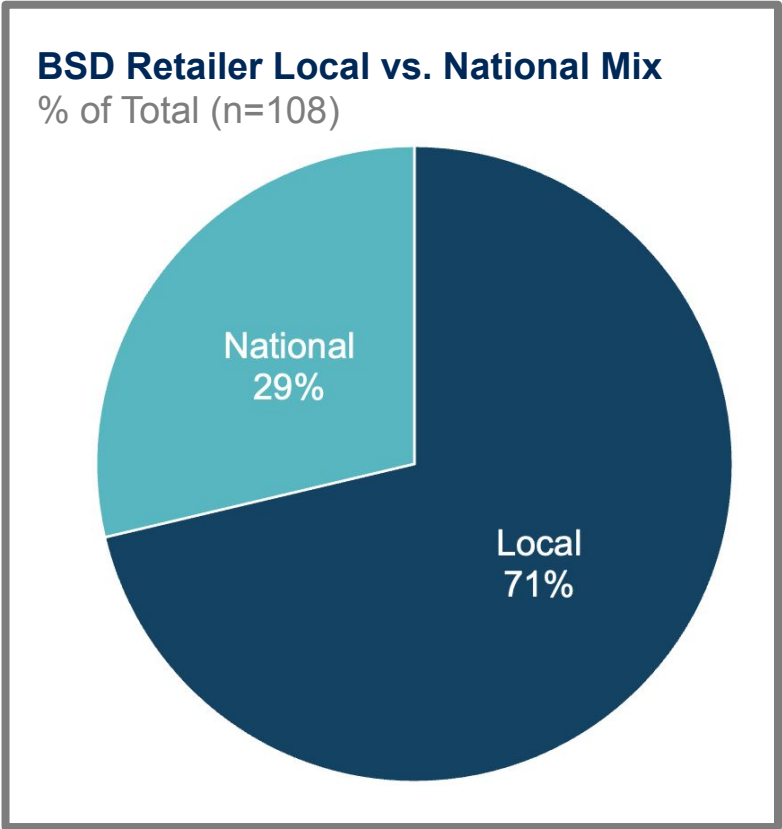
- Naperville's higher share of quick service offerings may be instructive in how we want to augment our existing mix of dining options in the BSD
- Birmingham's unique sense of place and vibrant downtown positions our community well to capitalize on the increasing momentum behind return to office or hybrid work policies
- Sweetgreen's performance demonstrates the unmet need for healthy, fast casual dining options in the BSD. National fresh food purveyors include: **Cava, Freshii, and True Food Kitchen**

Source: BSD Business Mix Analysis, Downtown Naperville Business Directory (02/15/23)

*Excludes vacancies

There is likely additional headroom for the recruitment of national retailers without affecting the local community feel of the BSD

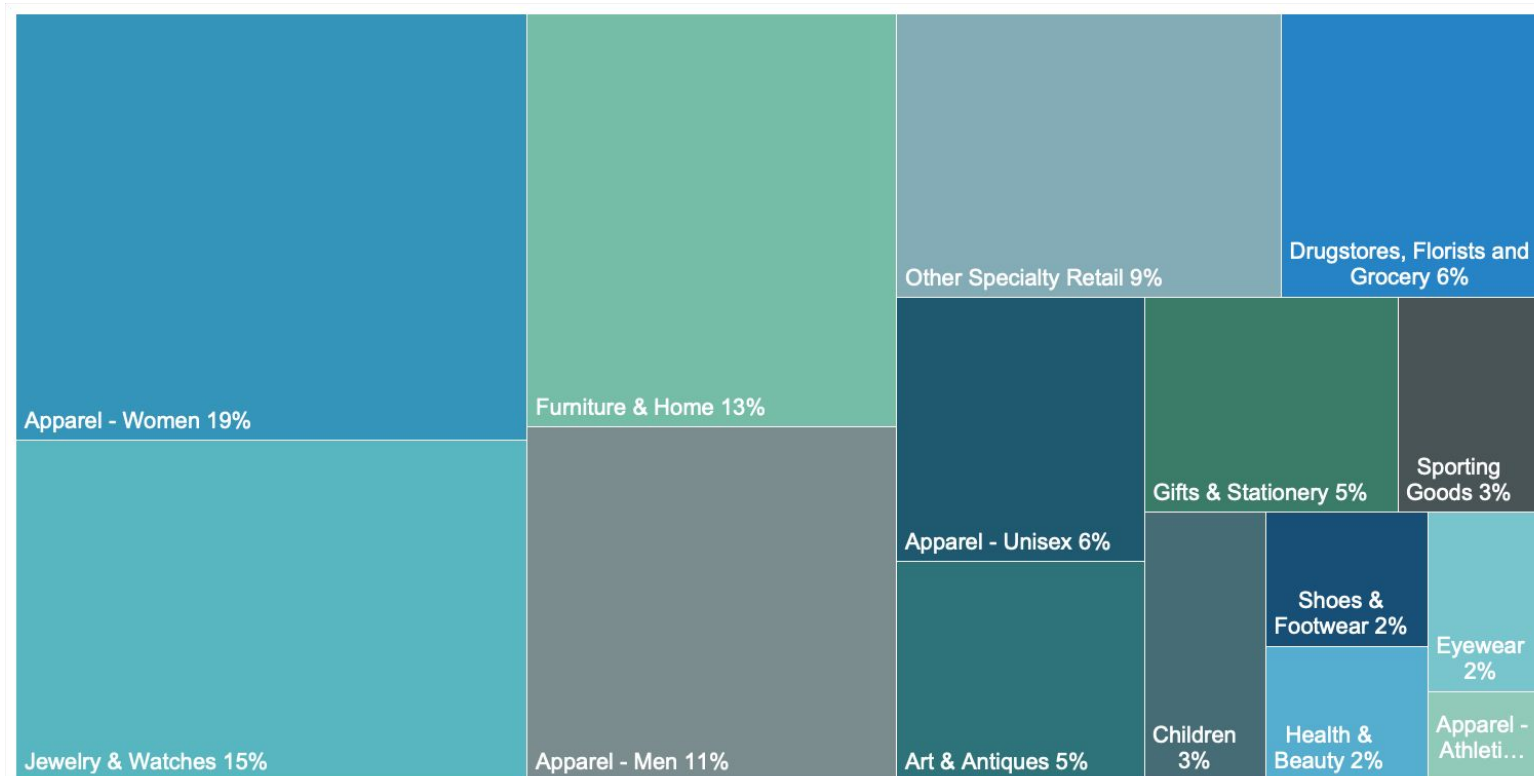
71% of retailers in the BSD are local which is greater than both Naperville and Greenwich at 55% and 48%, respectively



Source: BSD Business Mix Analysis, Downtown Naperville Business Directory, Greenwich Chamber of Commerce, (02/15/23)
*Excludes vacancies

The top three retail categories represented in the BSD include: Women's Apparel, Jewelry & Watches, and Furniture & Home

Birmingham Shopping District Retail Composition by Category
% of Total (n=108)

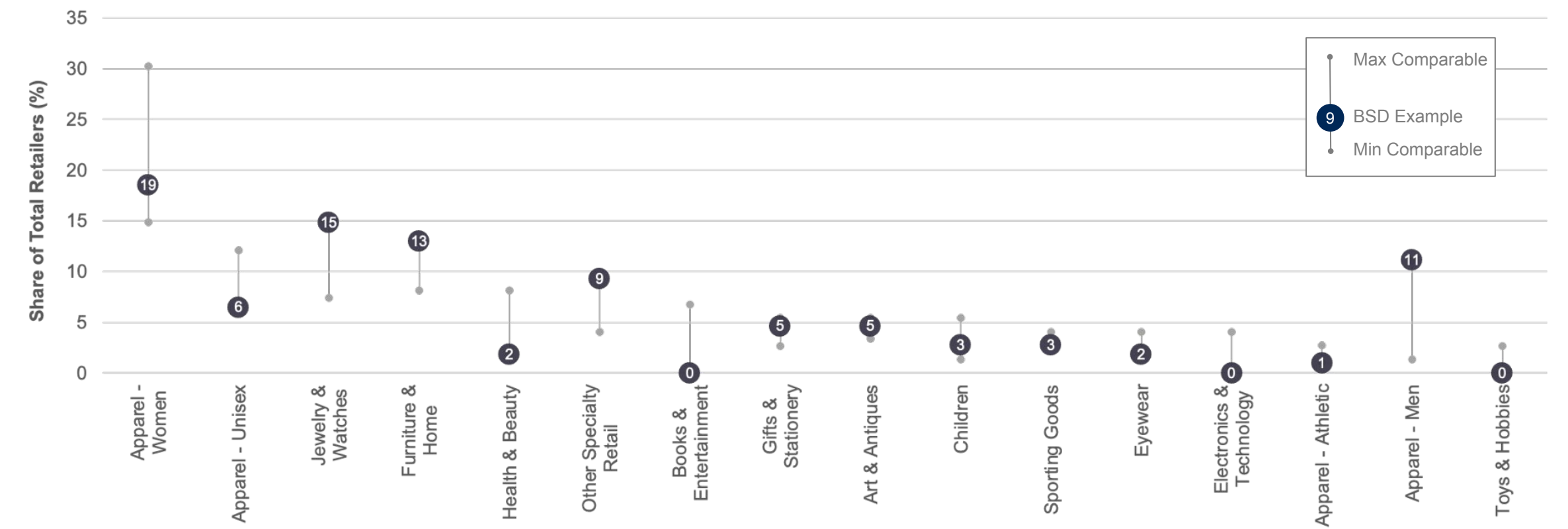


- The BSD does not currently have any retailers in the Books & Entertainment, Electronics & Technology, or Toys & Hobbies categories

Source: BSD Business Mix Analysis (02/15/23)

Birmingham appears to be underweight in most apparel categories, but overweight in Furniture & Home and Jewelry & Watch retailers compared to Greenwich and Naperville

Retail Mix Analysis Naperville/Greenwich vs. Birmingham Shopping District
% Share of Total Retailers



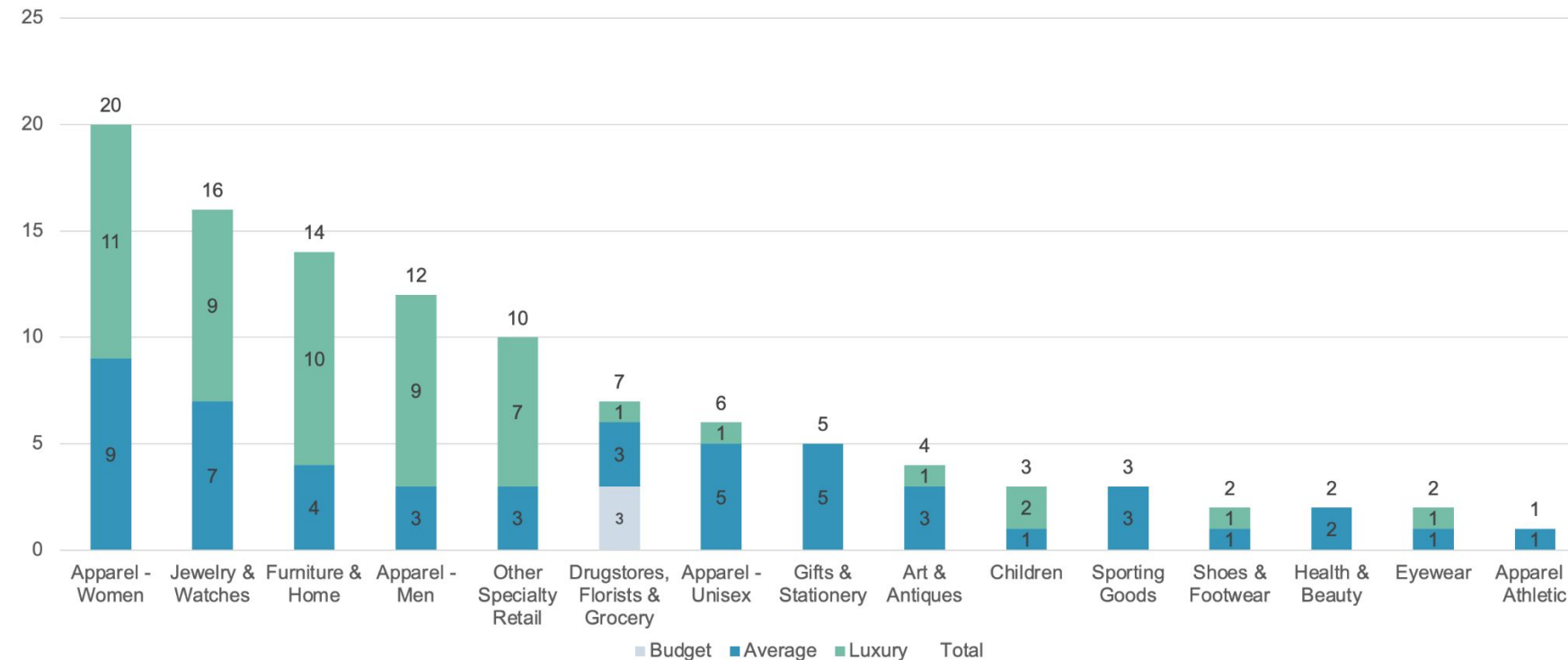
Source: Downtown Naperville Business Directory, Greenwich Chamber of Commerce, BSD Analysis (02/15/23)
Note: 67 of the 149 retailers were manually identified using Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct
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The future of retail is bifurcating, and the BSD is best positioned to lean into recruiting higher-end, sophisticated, and experiential retailers

On a relative basis, at least 50% of retailers in the BSD have a luxury price point

Birmingham Shopping District Retail Composition by Price Point

(n=108)



- The retail industry is experiencing a bifurcation, with consumer spending increasingly polarized between high-end, premium retailers and value-oriented retailers
- Those in the middle are struggling with declining sales and store closures
- Our market area is composed of affluent and educated consumers who are active, sophisticated, and connected

Source: BSD Business Mix Analysis (02/15/23), Deloitte "The Great Retail Bifurcation"