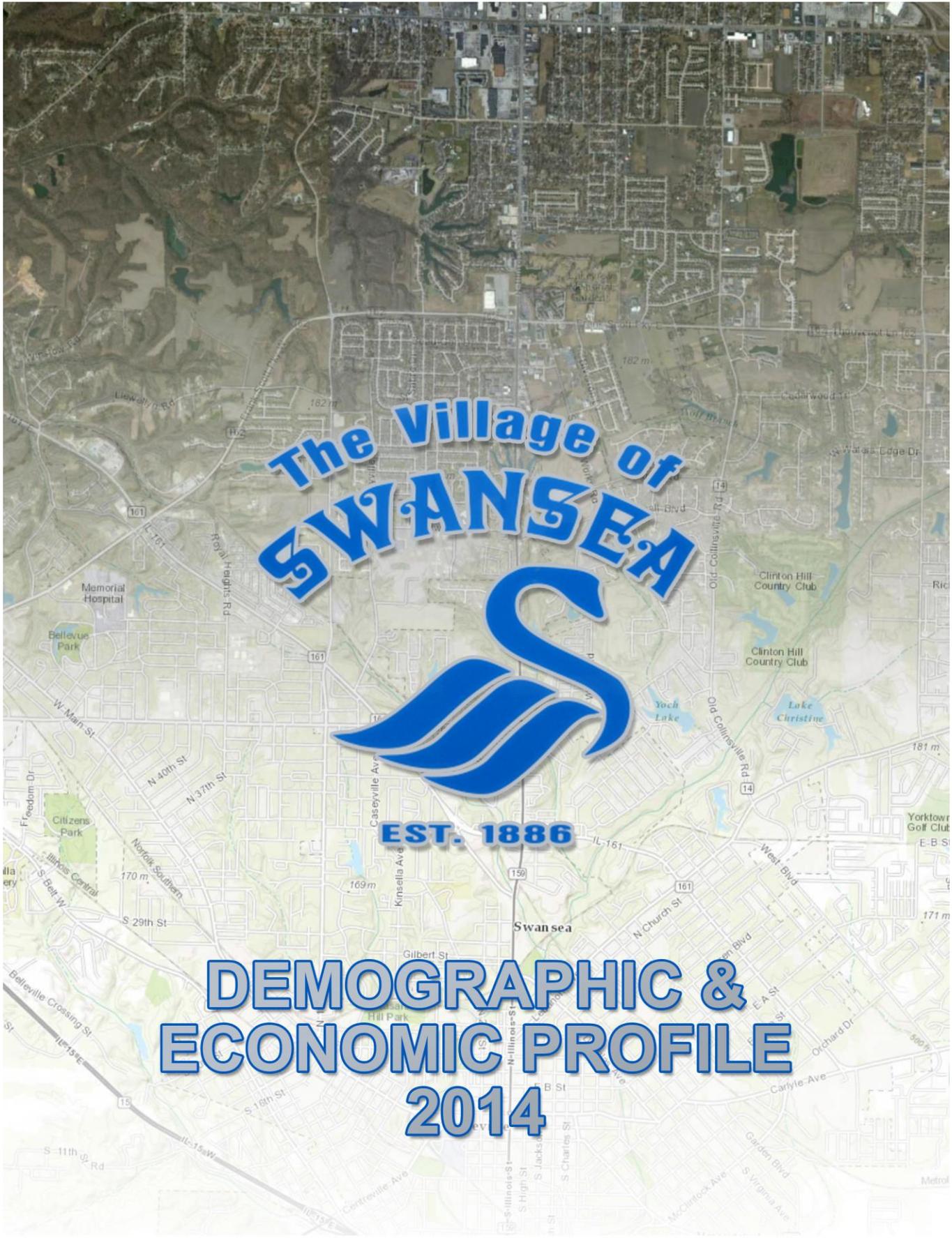


The Village of SWANSEA



EST. 1886

DEMOGRAPHIC & ECONOMIC PROFILE 2014



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Section 1.1 – About Swansea

Timeline

The Village of Swansea is at the crossroads of southwestern Illinois and the St. Louis (bi-state) region's business, education and tourism centers. Within view of the St. Louis Gateway Arch, the Village offers residents, businesses and visitors direct access to the best of both worlds.

The Village had its origins in underground coal mines, foundries, and a prominent grain drill manufacturer in the late 19th century. On November 27, 1886, 35 the area residents petitioned the county to incorporate their organized territory as a Village; they desired to be called “New Swansea.” In December of that same year the residents voted and their wish came to fruition.

Population

The Village of Swansea had a population of 13,430 according to the 2010 Census. Estimates for 2014 have the Village's population at 13,831, and the projected population for 2019 is 14,234.

Location

The Village of Swansea is in St. Clair County, in southwestern Illinois. Geographically located approximately 15 miles southeast of the City of St. Louis, Swansea is part of the St. Louis Metropolitan Statistical Area. Additionally, the Village is approximately 98 miles southwest of Springfield, Illinois, and just over 258 miles southwest of the City of Chicago. The Village's regional location in the state can be seen in Figure 1.1.

Major Highways

Swansea enjoys exceptional access to major roadways, with two interstates intersecting near the Village. Interstate 64 passes by the northern portion of the Village and Interstate 255 by the northwestern side, which means the Village is in close proximity and has easy access to Interstates 55 and 70 as well. Traffic counts throughout the area are very high, and can be seen in Section 3, Figure 3.1.

Government

A Village President and a Village Board of Trustees serve the Village. The Board of Trustees consists of six (6) members elected at large, three of which are elected every four years to four-year terms.

Taxes

Swansea has one of the lowest property tax rates in the region. (See Section 2.1 – Tax Structure)

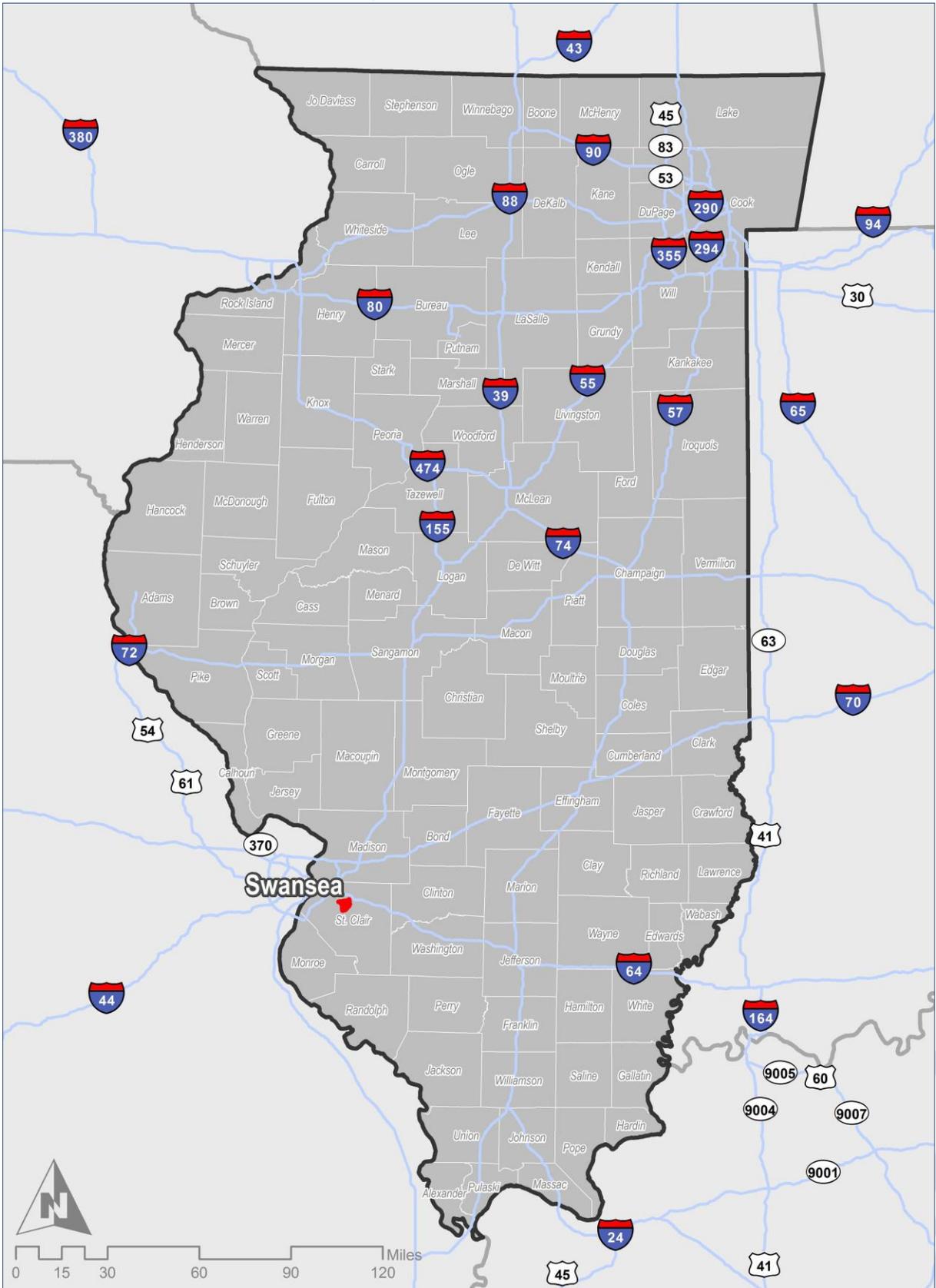
Education

Students living in Swansea have access to an exemplary school system. These students attend Belleville Township High School CUSD No. 201 and Wolf Branch Middle and Elementary School CUSD No. 113. Swansea also benefits from having several colleges and universities in the region. (See Section 1.4)

Incentives

Swansea offers two Tax Increment Financing (TIF) Districts, thus incentives associated with the Village's TIF program would be available. In addition to the TIF Districts, the Village also has two Business Districts. More information regarding these two powerful incentive programs can be found in Section 2.2.

Figure 1.2 – State Location



Section 1.3 – Demographic Information

The following is general overview of the demographics within the Village of Swansea.

Table 1.2 - Population

Population	Totals
2019 Projection	14,234
2014 Estimate	13,831
2010 Census	13,430
2000 Census	11,832

Table 1.3 – Population by Age

2014 Est. Total Population by Age Total	Population 13,831	%	Male 6,477	%	Female 7,354	%
Age 0 - 4	770	5.57%	389	6.01%	381	5.18%
Age 5 - 9	779	5.63%	384	5.93%	395	5.37%
Age 10 - 14	877	6.34%	436	6.73%	441	6.00%
Age 15 - 17	553	4.00%	274	4.23%	279	3.79%
Age 18 - 20	495	3.58%	243	3.75%	252	3.43%
Age 21 - 24	653	4.72%	317	4.89%	336	4.57%
Age 25 - 34	1,574	11.38%	769	11.87%	805	10.95%
Age 35 - 44	1,539	11.13%	728	11.24%	811	11.03%
Age 45 - 54	2,089	15.10%	964	14.88%	1,125	15.30%
Age 55 - 64	2,046	14.79%	974	15.04%	1,072	14.58%
Age 65 - 74	1,210	8.75%	564	8.71%	646	8.78%
Age 75 - 84	785	5.68%	307	4.74%	478	6.50%
Age 85 and over	461	3.33%	128	1.98%	333	4.53%
Age 18 and over	10,852	78.46%	4,994	77.10%	5,858	79.66%
Age 21 and over	10,357	74.88%	4,751	73.35%	5,606	76.23%
Age 65 and over	2,456	17.76%	999	15.42%	1,457	19.81%
Median Age	42.9		40.9		44.7	

Table 1.4 – Households

Households	
2019 Projection	5,837
2014 Estimate	5,651
2010 Census	5,438
2000 Census	4,531

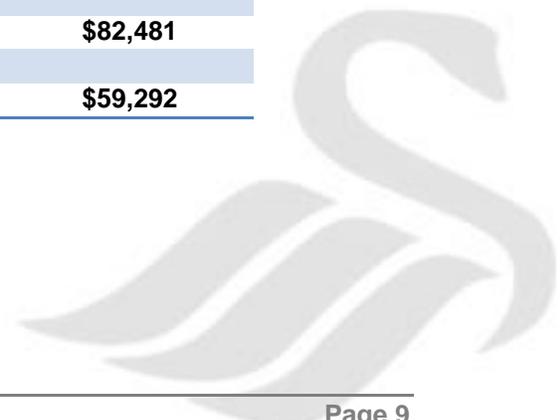


Table 1.5 – Households by Type, Size, & Presence of Children

2014 Est. Households by Household Type	5,651	%
Family Households	3,723	65.88%
Non Family Households	1,928	34.12%
2014 Est. Group Quarters Population		
	355	
2014 Est. Households by Household Size		
	5,651	%
1-person household	1,696	30.01%
2-person household	1,898	33.59%
3-person household	910	16.10%
4-person household	703	12.44%
5-person household	298	5.27%
6-person household	103	1.82%
7 or more person household	43	0.76%
2014 Est. Average Household Size		
	2.38	
2014 Est. Household Type, Presence Own Children		
	3,723	%
Married-Couple Family, own children	1,110	29.81%
Married-Couple Family, no own children	1,752	47.06%
Male Householder, own children	106	2.85%
Male Householder, no own children	98	2.63%
Female Householder, own children	357	9.59%
Female Householder, no own children	300	8.06%

Table 1.6 – Household Income

2014 Est. Households by Household Income	5,651	%
CY HHS, Inc < \$15,000	588	10.41%
CY HHS, Inc \$15,000 - \$24,999	650	11.50%
CY HHS, Inc \$25,000 - \$34,999	570	10.09%
CY HHS, Inc \$35,000 - \$49,999	683	12.09%
CY HHS, Inc \$50,000 - \$74,999	900	15.93%
CY HHS, Inc \$75,000 - \$99,999	646	11.43%
CY HHS, Inc \$100,000 - \$124,999	497	8.79%
CY HHS, Inc \$125,000 - \$149,999	278	4.92%
CY HHS, Inc \$150,000 - \$199,999	445	7.87%
CY HHS, Inc \$200,000 - \$249,999	190	3.36%
CY HHS, Inc \$250,000 - \$499,999	158	2.80%
CY HHS, Inc \$500,000+	46	0.81%
2014 Est. Average Household Income		
	\$82,481	
2014 Est. Median Household Income		
	\$59,292	



Section 1.4 – Education

Access to Higher Education

Table 1.7 – Higher Education Institutions

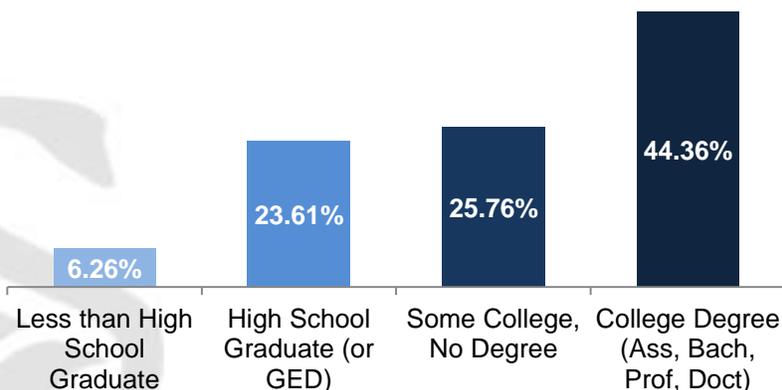
Institution	Enrollment	Location	Distance
Lindenwood University – Belleville	1,900	Belleville, IL	2 Miles
Southwestern Illinois College	5,638	Belleville, IL	4 Miles
Saint Louis University - Main Campus	9,852	St. Louis, MO	15 Miles
Saint Louis Community College - Forest Park	2,900	St. Louis, MO	17 Miles
Southern Illinois University Edwardsville	10,723	Edwardsville, IL	19 Miles
Washington University	11,422	St. Louis, MO	20 Miles
Webster University	6,422	St. Louis, MO	20 Miles
University of Missouri - St. Louis	7,000	St. Louis, MO	21 Miles
Lindenwood University	8,453	St. Charles, MO	37 Miles

Having this level of access to local Colleges/Universities is attributed to the percentages of the population that have college experience and degrees. The following table is a breakdown of educational attainment in the area, for the population 25 years and older.

Table 1.8 – Education Attainment

2014 Est. Pop. Age 25+ by Edu. Attainment	9704	%
Less than 9th grade	212	2.18%
Some High School, no diploma	396	4.08%
High School Graduate (or GED)	2,291	23.61%
Some College, no degree	2,500	25.76%
Associate Degree	888	9.15%
Bachelor's Degree	1,973	20.33%
Master's Degree	878	9.05%
Professional School Degree	294	3.03%
Doctorate Degree	272	2.80%

Figure 1.1 – Education Attainment



SECTION TWO – TAX STRUCTURE AND LOCAL INCENTIVES

Section 2.1 - Property Taxes

Property tax is often a major tax expense for a company. Because it is set and administered locally, property tax is seldom comparable from state to state. Not only do tax levies vary widely from one city to another, but the assessment ratio for determining property value differs significantly among the 50 states. Even within one state assuring a uniform assessment practice is very difficult. With that said, the Village of Swansea has one of the lowest tax rates in the region.

Illinois does not have a statewide property tax. Property is taxed on the local level only, and includes only real property such as land, buildings or permanent facilities. Real property is assessed at 33 1/3% of market value. Illinois does not tax personal property such as automobiles, trucks or boats. Below is an outline of the specific taxing districts and rates in the Village of Swansea.

Table 2.1 – Tax Structure (2013)

Taxing District	Rate
Belleville HS #201	1.9712
Northwest SCC Bonds	0.0994
St. Clair Co Other	0.9080
St. Clair Road	0.2475
St. Clair TWP	0.0514
SWIC Dist. #522	0.4106
Village of Swansea	0.4427
Wolf Branch #113	3.6999
Total	7.8307

Table 2.2 – Area Tax Rates (2013)

Community	Tax Rate
Belleville, IL	8.9560
Fairview Heights, IL	6.3650
Shiloh, IL	7.0055
Caseyville, IL	8.2697
O'Fallon, IL	8.0186
Millstadt, IL	7.6342
Mascoutah, IL	7.9484



Section 2.2 – Local Incentives
Tax Increment Financing (TIF)

The Village of Swansea offers assistance through Tax Increment Financing in certain areas of the Village.

Figure 2.1 – TIF District I Boundary Map

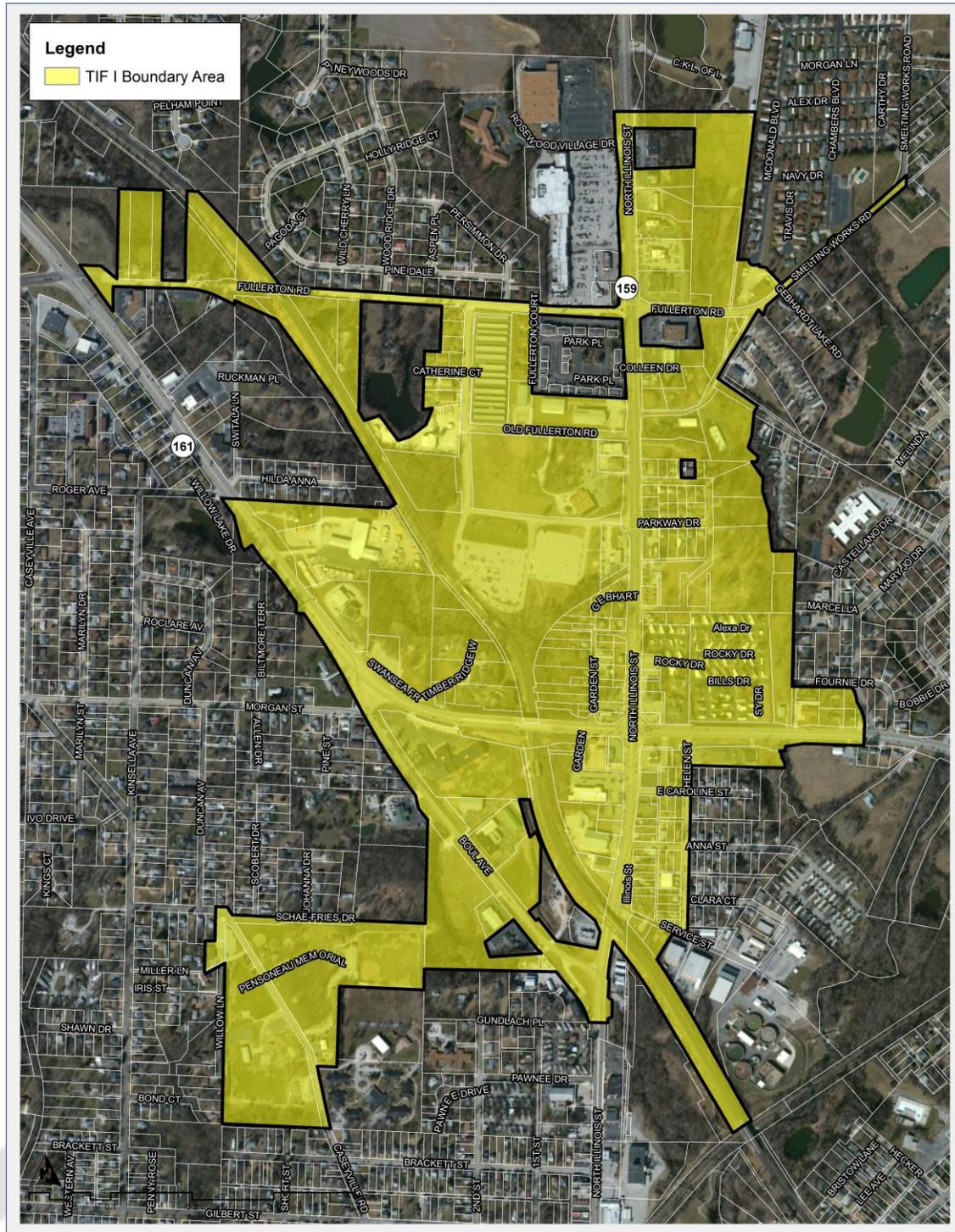


Figure 2.2 – TIF District II Boundary Map



Tax Increment Financing is a development tool designed to help finance certain eligible improvements to property in designated redevelopment areas (TIF districts) by utilizing the new, or incremental, tax revenues generated by the project after completion. Upon the creation of a TIF District, the current property values within that district become a base value from which it cannot decrease. Any projects or improvements that cause an increase in value over that base would create an increment in value, and the incremental tax revenues from that increment in

value are paid to a "special allocation fund". The proceeds of the fund are then used to reimburse the developer for eligible project costs or to retire indebtedness incurred to cover those costs. Eligible project costs are the total of all reasonable or necessary costs incurred or estimated to be incurred and any costs incidental to a redevelopment plan or project. Specifically, these costs include, but are not limited to:

- Costs of studies, surveys and plans
- Professional service costs (architectural, engineering, legal, financial, etc.)
- Property assembly costs (acquisition, demolition, clearing and grading)
- Costs of rehabilitating, reconstructing, remodeling of existing structures
- Costs of construction of public works
- Financing costs, including issuance interest and reserves.

Please contact us for more information on the use of this valuable economic development tool.

Business Districts

The Village also has two Business District areas that can be seen in figure 2.3. Business Districts are much like TIF, but instead of using property tax increment, they utilize a sales tax levy of up to 1.00%. This revenue is then placed in a "special allocation fund" and can be used for assistance in rehabilitating buildings, historic preservation, new buildings and infrastructure. The Business Districts are in place to bolster the economy within Swansea and can be used alone or in conjunction with the TIF as a powerful resource to prospective companies and corporations.

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SECTION THREE: DEVELOPMENT SITES, DEMOGRAPHICS, AND RETAIL MARKET POWER

Section 3.1 – Site Locations

Figure 3.1 – Site Map with Traffic Counts

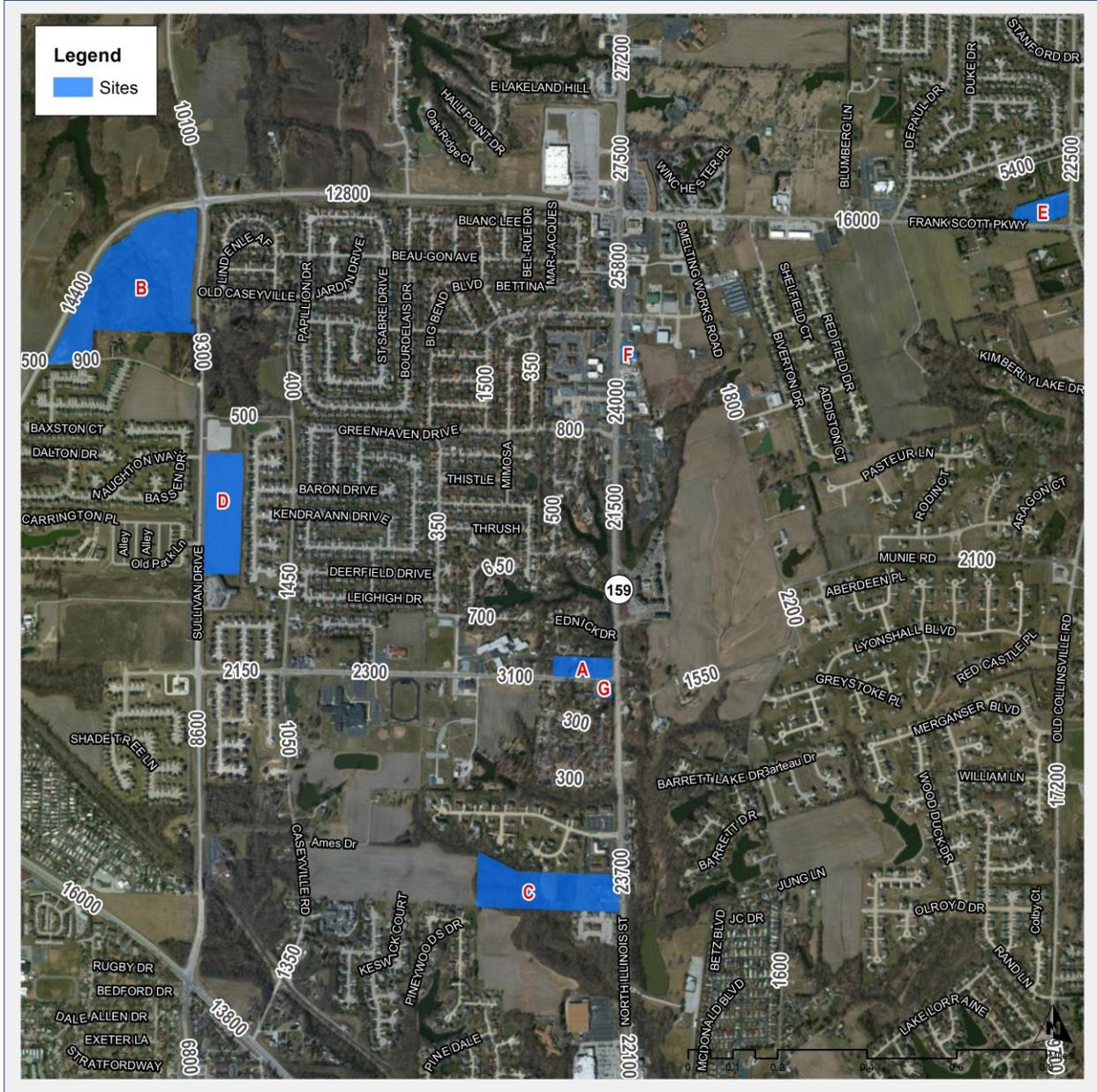


Figure 3.2 - Site A



SITE PROFILE

- 3.77 Acres
- Zoned Highway Business
- 250' Frontage on IL 159
- Signalized Traffic Light
- 21,500 – 23,700 Daily Traffic Counts
- All Utilities on Site
- Includes 2,736 House

Sale Price:
\$1,500,000

Figure 3.3 - Site B

SITE PROFILE

- 38.88 Acres
- Zoned AG
- Adjoins both Swansea & Fairview Heights
- Commercial Corners Available
- 14,900 Daily Traffic Counts
- 3 Miles from I-64, Exit 12

Sale Price:
\$1,330,000

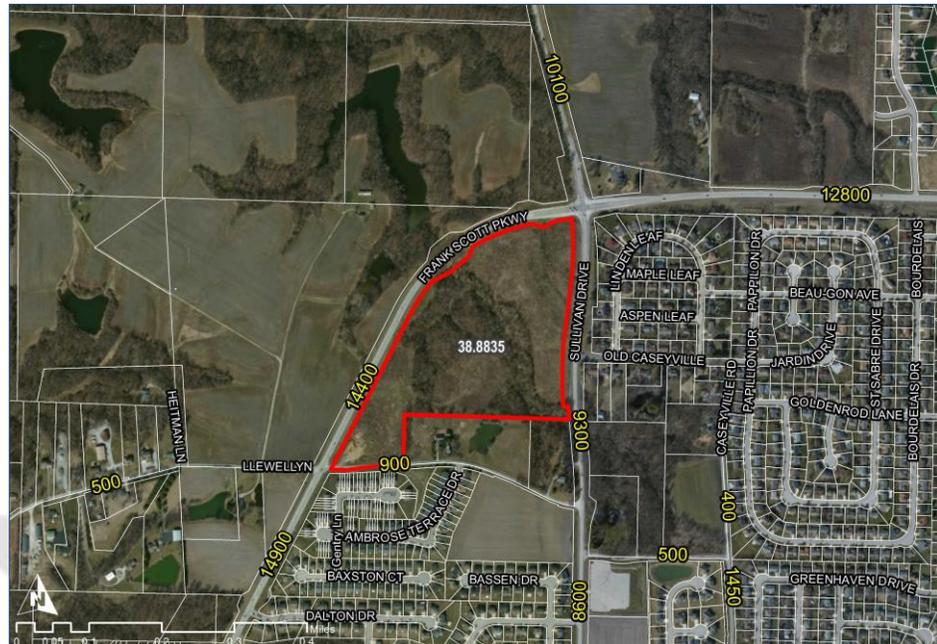


Figure 3.4 - Site C



SITE PROFILE

- 17.69 Acres
- 4.3 Acres Zoned Commercial
- 12.7 Acres for Villa's at Wolf Creek
- 430' Frontage on IL 159
- 23,700 Daily Traffic Counts
- All Utilities on Site
- Will Divide

Sale Price:
\$1,632,000

Figure 3.5 - Site D

SITE PROFILE

- 13.99 Acres
- 3.20 Acre Lot & 10.69 Acre Lot (Will Divide)
- Zoned Planned Business
- 8,600 Daily Traffic Counts

Sale Price:
\$85,000/Acre



Figure 3.6 - Site E



SITE PROFILE

- 3.52 Acres
- Zoned Planned Business
- Ideal Site for Office or Retail Development
- Located at the Corner of Old Collinsville Road (11,600 AADT) and Frank Scott Parkway (15,800 AADT)
- All Utilities on Site
- Includes 1,754 House on Site

Sale Price: \$629,000

Figure 3.7 - Site F

SITE PROFILE

- 1.50 Acres
- Zoned Highway Business
- 279' Frontage on IL 159
- 23,100-24,000 Daily Traffic Counts
- All Utilities on Site
- Owner Financing Possible

**Sale Price:
\$479,900**



Figure 3.8 - Site G



SITE PROFILE

- 0.61 Acres
- Zoned Highway Business
- 170' Frontage on IL 159
- Signalized Traffic Light
- 21,500 – 23,700 Daily Traffic Counts
- All Utilities on Site
- Includes 2,736 House

Sale Price: \$150,000

Section 3.2 – Site Demographics

Table 3.1 – Population & Households

	0.00 - 5.00 miles	0.00 - 10.00 miles	0.00 - 20.00 miles
Description	Radius 1	Radius 2	Radius 3
Population			
2019 Projection	106,066	222,225	986,560
2014 Estimate	106,962	224,086	988,976
2010 Census	107,803	225,877	993,021
2000 Census	99,401	212,614	997,890
Households			
2019 Projection	44,665	87,606	415,432
2014 Estimate	44,859	88,104	413,677
2010 Census	44,941	88,407	411,758
2000 Census	40,536	81,100	402,009

Population in the three radii is remaining relatively constant with a slight projection to decrease over the next few years. Households follow the same pattern as population, with only slight decreases projected in the future.

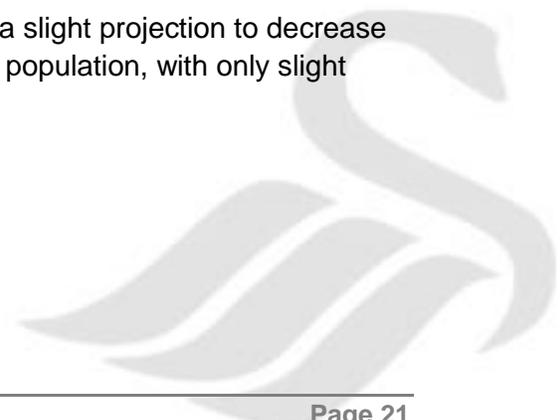


Table 3.2 – Household Income

Description	0.00 - 5.00 miles		0.00 - 10.00 miles		0.00 - 20.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2014 Est. Households by Household Income	44,859		88,104		413,677	
CY HHs, Inc < \$15,000	5,557	12.39%	12,156	13.80%	73,144	17.68%
CY HHs, Inc \$15,000 - \$24,999	4,599	10.25%	9,525	10.81%	51,662	12.49%
CY HHs, Inc \$25,000 - \$34,999	4,377	9.76%	8,489	9.64%	46,935	11.35%
CY HHs, Inc \$35,000 - \$49,999	5,520	12.31%	10,771	12.23%	58,047	14.03%
CY HHs, Inc \$50,000 - \$74,999	9,234	20.58%	16,680	18.93%	70,171	16.96%
CY HHs, Inc \$75,000 - \$99,999	5,480	12.22%	10,540	11.96%	44,647	10.79%
CY HHs, Inc \$100,000 - \$124,999	3,959	8.82%	7,592	8.62%	27,872	6.74%
CY HHs, Inc \$125,000 - \$149,999	2,135	4.76%	4,364	4.95%	15,121	3.66%
CY HHs, Inc \$150,000 - \$199,999	2,422	5.40%	4,852	5.51%	15,417	3.73%
CY HHs, Inc \$200,000 - \$249,999	869	1.94%	1,678	1.90%	4,707	1.14%
CY HHs, Inc \$250,000 - \$499,999	574	1.28%	1,190	1.35%	4,765	1.15%
CY HHs, Inc \$500,000+	137	0.31%	267	0.30%	1,190	0.29%
2014 Est. Average Household Income	\$70,663		\$69,897		\$60,046	
2014 Est. Median Household Income	\$56,436		\$54,663		\$44,070	

Within five miles of the Village, the income bracket with the highest percentage of households is the \$50,000 - \$74,999, with over 20% of all households. The numbers skew just slightly lower as you move further away from the Village, but there are still strong indications of high average household incomes.

Section 3.3 – Retail Market Power Opportunity Gap: Merchandise Lines

Table 3.3 and 3.4 show the retail market power (RMP) opportunity gap for merchandise lines in the area. RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in each radius. When the demand is greater than the supply, there is an opportunity gap. When the demand is less than the supply, a surplus exists. The percentage next to the gap/surplus represents how much of an opportunity gap or surplus exists based on the consumer expenditures.

Table 3.3 - RMP Opportunity Gap: Merchandise Lines

Merchandise Lines	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	259,720,144	126,856,961	132,863,183
Groceries and Other Foods	40,705,941	13,584,108	27,121,833
Meals and Snacks	21,651,503	14,633,513	7,017,990
Alcoholic Drinks	1,189,135	499,796	689,339
Packaged Liquor/Wine/Beer	6,719,262	484,407	6,234,855
Cigars, Cigarettes, Tobacco, Accessories	6,120,753	3,250,042	2,870,711
Drugs, Health Aids and Beauty Aids	27,787,347	18,957,419	8,829,928
Soaps, Detergents and Household Cleaners	605,130	416,388	188,742
Paper and Related Products	2,357,383	923,258	1,434,125
Men's Wear	5,913,586	3,010,536	2,903,050
Women's, Juniors' and Misses' Wear	9,852,690	6,020,485	3,832,205
Children's Wear	4,284,195	1,741,181	2,543,014
Footwear	4,040,297	2,350,547	1,689,750
Sewing, Knitting and Needlework Goods	420,920	154,409	266,511
Curtains, Draperies, Blinds, Slipcovers Etc	2,961,457	2,146,727	814,730
Major Household Appliances	1,608,940	893,107	715,833
Small Electric Appliances	521,030	635,986	-114,956
Televisions, Video Recorders, Video Cameras	2,471,931	726,583	1,745,348
Audio Equipment, Musical Instruments	2,051,709	646,745	1,404,964
Furniture and Sleep Equipment	5,437,289	2,001,980	3,435,309
Flooring and Floor Coverings	1,610,719	1,058,343	552,376
Computer Hardware, Software and Supplies	4,514,864	459,501	4,055,363
Kitchenware and Home Furnishings	4,974,142	4,111,840	862,302
Jewelry	4,681,129	1,049,615	3,631,514
Books	3,801,038	1,474,713	2,326,325
Photographic Equipment and Supplies	900,824	325,899	574,925
Toys, Hobby Goods and Games	4,103,694	2,199,440	1,904,254
Optical Goods	1,452,636	433,875	1,018,761
Sporting Goods	2,699,656	1,998,191	701,465
Hardware, Tools, Plumbing, Electrical	1,662,121	1,246,689	415,432
Lumber and Building Materials	1,056,534	732,504	324,030
Lawn, Garden, and Farm Equipment & Supplies	3,179,783	4,108,118	-928,335
Paint and Sundries	502,066	256,145	245,921
Cars, Trucks, Other Powered Transportation	40,971,685	15,820,096	25,151,589
RVs, Campers, Camping & Travel Trailers	2,720,409	1,133,634	1,586,775
Automotive Fuels	16,472,099	5,912,427	10,559,672
Automotive Lubricants	273,802	254,579	19,223
Pets, Pet Foods and Pet Supplies	2,724,983	2,175,242	549,741
All Other Merchandise	14,717,460	9,028,890	5,688,570

Table 3.4 - RMP Opportunity Gap: Merchandise Lines by Radius

Merchandise Lines	Radius 1 0.00 - 5.00 Miles		Radius 2 0.00 - 10.00 Miles		Radius 3 0.00 - 20.00 Miles	
	Opportunity Gap/Surplus	%	Opportunity Gap/Surplus	%	Opportunity Gap/Surplus	%
Total Retail Sales Incl Eating and Drinking Places	-349,936,968	-18.3%	448,724,086	11.9%	2,759,779,104	17.0%
Groceries and Other Foods	27,335,213	8.9%	165,928,019	26.8%	726,523,012	26.5%
Meals and Snacks	-19,860,437	-12.3%	10,050,090	3.2%	-318,412,923	-23.0%
Alcoholic Drinks	-1,527,225	-17.8%	-1,820,016	-11.1%	-34,146,992	-45.6%
Packaged Liquor/Wine/Beer	43,337,476	86.9%	45,246,249	46.8%	-17,625,311	-4.1%
Cigars, Cigarettes, Tobacco, Accessories	3,666,661	7.4%	12,105,211	12.5%	63,263,939	13.5%
Drugs, Health Aids and Beauty Aids	-32,678,388	-16.3%	45,778,094	11.6%	558,748,216	32.7%
Soaps, Detergents and Household Cleaners	-4,174,302	-89.7%	-1,212,139	-12.9%	10,859,006	26.1%
Paper and Related Products	-4,694,055	-29.7%	4,592,460	13.1%	56,676,243	37.1%
Men's Wear	-39,031,295	-91.6%	-14,429,628	-16.8%	118,803,849	32.2%
Women's, Juniors' and Misses' Wear	-78,664,783	-111.1%	-38,385,488	-26.8%	181,174,108	30.3%
Children's Wear	-36,530,842	-112.7%	-13,916,528	-20.4%	79,847,811	28.6%
Footwear	-29,110,941	-94.5%	-13,021,018	-20.6%	103,971,258	37.6%
Sewing, Knitting and Needlework Goods	-429,548	-14.6%	1,892,507	32.7%	13,826,964	58.7%
Curtains, Draperies, Blinds, Slipcovers Etc	-9,778,174	-47.1%	1,908,583	4.7%	49,341,226	29.5%
Major Household Appliances	-5,621,154	-49.1%	836,742	3.7%	24,435,841	25.8%
Small Electric Appliances	-2,231,942	-58.2%	-358,871	-4.8%	10,318,249	31.1%
Televisions, Video Recorders, Video Cameras	-315,561	-1.7%	10,381,141	28.6%	76,246,483	48.4%
Audio Equipment, Musical Instruments	-449,935	-3.1%	7,284,570	25.3%	48,692,844	40.2%
Furniture and Sleep Equipment	-15,376,017	-42.2%	1,909,478	2.7%	32,359,877	11.4%
Flooring and Floor Coverings	-2,133,639	-20.1%	2,203,447	10.5%	12,285,561	14.9%
Computer Hardware, Software and Supplies	6,733,344	20.4%	25,789,789	40.0%	149,566,855	52.4%
Kitchenware and Home Furnishings	-14,064,964	-40.7%	1,941,223	2.9%	60,537,226	21.6%
Jewelry	12,316,231	39.9%	33,195,739	55.5%	133,887,964	55.4%
Books	-882,313	-3.3%	14,773,195	28.4%	127,092,948	50.2%
Photographic Equipment and Supplies	71,181	1.1%	4,341,889	33.8%	27,363,322	54.0%
Toys, Hobby Goods and Games	-11,651,884	-37.8%	5,522,814	9.0%	128,190,840	48.8%
Optical Goods	-4,663,754	-43.5%	3,040,250	14.2%	42,495,027	46.6%
Sporting Goods	3,702,553	19.4%	14,348,035	37.8%	96,201,045	61.1%
Hardware, Tools, Plumbing, Electrical	-2,109,175	-18.3%	2,059,770	9.1%	16,541,874	17.4%
Lumber and Building Materials	-970,246	-13.4%	1,593,584	11.2%	9,160,580	15.7%
Lawn, Garden, and Farm Equipment & Supplies	-4,579,349	21.0%	7,486,842	17.5%	34,898,367	19.9%
Paint and Sundries	-546,045	-16.3%	1,613,440	24.5%	7,713,554	29.5%
Cars, Trucks, Other Powered Transportation	-139,795,142	-46.3%	506,792	0.1%	-90,309,926	-3.7%
RVs, Campers, Camping & Travel Trailers	12,465,952	66.1%	24,776,260	62.5%	98,072,033	68.2%
Automotive Fuels	20,326,633	15.8%	41,313,364	16.3%	-117,584,853	-10.8%
Automotive Lubricants	-566,607	-25.6%	230,418	5.2%	2,386,342	12.1%
Pets, Pet Foods and Pet Supplies	-1,797,365	-8.4%	13,000,683	30.2%	67,434,144	38.5%
All Other Merchandise	-15,657,128	-15.0%	26,217,098	13.1%	168,942,501	19.9%

In terms of opportunity gaps, there are consistent gaps for groceries and other foods, packaged liquor, jewelry, and gas stations throughout 5, 10, and 20 mile radii. These are all prime businesses to be placed in Swansea. Residents of the Village are traveling outside the village to purchase these goods, some of which (groceries and automotive fuel) most individuals have to purchase somewhere. They need to be given the opportunity to spend that money within the Village they reside.

Table 3.5 – RMP Opportunity Gap: Groceries and Other Foods

Merchandise Line	Radius 1 0.00 - 5.00 Miles		Radius 2 0.00 - 10.00 Miles		Radius 3 0.00 - 20.00 Miles	
	Opportunity Gap	%	Opportunity Gap	%	Opportunity Gap	%
Groceries and Other Foods	27,335,213	8.9%	165,928,019	26.8%	726,523,012	26.5%

While there is a significant percentage of the demand for Groceries and Other Foods being served in the area, the opportunity gaps in dollars suggest the area could potentially support more stores in this merchandise line.

Section 3.4 – Retail Market Power Opportunity Gap: Retail Stores

These tables below show the retail market power (RMP) opportunity gap for retail stores in the area. Similarly to the RMP Opportunity Gap for merchandise lines, the RMP data for retail stores is derived from two the Consumer Expenditure Survey (CE Survey) and the Census of Retail Trade (CRT). Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in each radius. When the demand is greater than the supply, there is an opportunity gap. When the demand is less than the supply, a surplus exists. The percentage next to the gap/surplus represents how much of an opportunity gap or surplus exists based on the consumer expenditures. Table 3.5 highlights some of the types of retail stores which have significant opportunity gaps in the area.

Table 3.5 – RMP Opportunity Gap: Retail Store

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	259,720,144	126,856,961	132,863,183
Motor Vehicle and Parts Dealers-441	48,523,791	18,137,238	30,386,553
Automotive Dealers-4411	39,201,703	15,388,884	23,812,819
Other Motor Vehicle Dealers-4412	5,381,076	668,001	4,713,075
Automotive Parts/Accsrs, Tire Stores-4413	3,941,012	2,080,353	1,860,659
Furniture and Home Furnishings Stores-442	5,712,489	4,324,000	1,388,489
Furniture Stores-4421	3,113,379	474,692	2,638,687
Home Furnishing Stores-4422	2,599,110	3,849,308	-1,250,198

Electronics and Appliance Stores-443	4,988,909	558,391	4,430,518
Appliances, TVs, Electronics Stores-44311	3,617,454	558,391	3,059,063
Radio, Television, Electronics Stores-443112	2,944,867	130,432	2,814,435
Camera and Photographic Equip. Stores-44313	161,426	0	161,426
Food and Beverage Stores-445	31,592,886	1,870,454	29,722,432
Grocery Stores-4451	20,358,322	1,520,230	18,838,092
Supermarkets, Grocery (Ex Conv) Store-44511	19,047,131	1,143,719	17,903,412
Convenience Stores-44512	1,311,191	376,511	934,680
Specialty Food Stores-4452	2,464,061	56,810	2,407,251
Beer, Wine and Liquor Stores-4453	8,770,503	293,414	8,477,089
Clothing and Clothing Accessories Stores-448	12,410,783	5,131,942	7,278,841
Clothing Stores-4481	6,353,599	4,102,182	2,251,417
Men's Clothing Stores-44811	323,943	0	323,943
Women's Clothing Stores-44812	1,526,898	3,558,583	-2,031,685
Childrens, Infants Clothing Stores-44813	373,699	0	373,699
Family Clothing Stores-44814	3,302,542	404,943	2,897,599
Clothing Accessories Stores-44815	277,170	132,372	144,798
Other Clothing Stores-44819	549,347	6,284	543,063
Shoe Stores-4482	916,871	0	916,871
Jewelry, Luggage, Leather Goods Stores-4483	5,140,313	1,029,760	4,110,553
Jewelry Stores-44831	4,662,017	1,029,760	3,632,257
Luggage and Leather Goods Stores-44832	478,296	0	478,296
Sporting Goods, Hobby, Book, Music Stores-451	5,195,047	4,409,555	785,492
Sportng Goods, Hobby, Musical Inst Stores-4511	4,486,489	3,776,965	709,524
Sporting Goods Stores-45111	2,352,802	3,164,778	-811,976
Hobby, Toys and Games Stores-45112	1,240,596	328,870	911,726
Sew/Needlework/Piece Goods Stores-45113	425,377	109,960	315,417
Musical Instrument and Supplies Stores-45114	467,714	173,357	294,357
News Dealers and Newsstands-451212	65,869	0	65,869
Prerecorded Tapes, CDs, Record Stores-45122	99,545	0	99,545
General Merchandise Stores-452	30,401,726	17,217,426	13,184,300
Department Stores Excl Leased Depts-4521	13,064,680	6,250,890	6,813,790
Other General Merchandise Stores-4529	17,337,046	10,966,536	6,370,510
Miscellaneous Store Retailers-453	6,994,885	6,637,052	357,833
Office Supplies, Stationery, Gift Stores-4532	3,398,866	891,838	2,507,028
Office Supplies and Stationery Stores-45321	1,661,003	64,244	1,596,759
Gift, Novelty and Souvenir Stores-45322	1,737,863	827,594	910,269
Used Merchandise Stores-4533	521,928	174,479	347,449
Other Miscellaneous Store Retailers-4539	2,791,562	3,049,342	-257,780
Non-Store Retailers-454	21,544,686	1,054,438	20,490,248
Foodservice and Drinking Places-722	25,165,536	16,838,023	8,327,513

Full-Service Restaurants-7221	11,390,901	5,581,036	5,809,865
Limited-Service Eating Places-7222	10,010,191	4,989,711	5,020,480
Special Foodservices-7223	2,694,141	5,979,728	-3,285,587
GAFO *	62,107,820	32,533,152	29,574,668
General Merchandise Stores-452	30,401,726	17,217,426	13,184,300
Clothing and Clothing Accessories Stores-448	12,410,783	5,131,942	7,278,841
Furniture and Home Furnishings Stores-442	5,712,489	4,324,000	1,388,489
Electronics and Appliance Stores-443	4,988,909	558,391	4,430,518
Sporting Goods, Hobby, Book, Music Stores-451	5,195,047	4,409,555	785,492
Office Supplies, Stationery, Gift Stores-4532	3,398,866	891,838	2,507,028

Table 3.6 – RMP Opportunity Gap: Retail Store by Radius

Retail Stores	Radius 1 0.00 - 5.00 Miles		Radius 2 0.00 - 10.00 Miles		Radius 3 0.00 - 20.00 Miles	
	Opportunity Gap/Surplus	%	Opportunity Gap/Surplus	%	Opportunity Gap/Surplus	%
Total Retail Sales Incl Eating and Drinking Places	-349,936,968	-18.3%	448,724,086	11.9%	2,759,779,104	17.0%
Motor Vehicle and Parts Dealers-441	-132,419,000	-37.3%	29,917,886	4.3%	37,242,866	1.3%
Automotive Dealers-4411	-152,880,978	-52.9%	-18,159,290	-3.2%	-184,167,647	-7.8%
Other Motor Vehicle Dealers-4412	26,863,145	70.0%	47,176,710	60.6%	217,370,588	71.4%
Automotive Parts/Accsrs, Tire Stores-4413	-6,401,167	-22.8%	900,467	1.7%	4,039,925	1.8%
Furniture and Home Furnishings Stores-442	-8,104,243	-20.7%	8,031,827	10.5%	54,722,655	17.5%
Furniture Stores-4421	-6,520,292	-31.1%	1,881,308	4.6%	4,568,132	2.8%
Home Furnishing Stores-4422	-1,583,951	-8.7%	6,150,519	17.2%	50,154,523	33.7%
Electronics and Appliance Stores-443	9,960,392	27.3%	29,011,834	40.4%	164,041,649	52.9%
Appliances, TVs, Electronics Stores-44311	2,448,362	9.2%	18,984,195	36.5%	119,533,658	53.2%
Radio, Television, Electronics Stores-44312	-229,982	-1.1%	13,279,892	31.3%	95,292,440	51.9%
Camera and Photographic Equip. Stores-44313	1,163,736	100.0%	2,301,922	100.0%	8,770,472	96.4%
Food and Beverage Stores-445	154,185,626	64.8%	235,638,535	49.7%	383,383,408	18.2%
Grocery Stores-4451	76,769,679	50.1%	142,191,344	46.2%	290,340,825	21.3%
Supermarkets, Grocery (Ex Conv) Store-44511	73,633,861	51.4%	134,925,460	46.9%	268,676,959	21.1%
Convenience Stores-44512	3,135,818	31.2%	7,265,883	36.3%	21,663,865	24.0%
Specialty Food Stores-4452	12,889,618	69.3%	28,914,842	77.1%	135,558,102	81.7%
Beer, Wine and Liquor Stores-4453	64,526,328	97.8%	64,532,350	50.0%	-42,515,517	-7.3%
Clothing and Clothing Accessories Stores-448	-88,086,545	-100.6%	-39,953,498	-22.8%	254,117,665	34.8%
Clothing Stores-4481	-86,832,487	-187.7%	-63,436,074	-67.2%	85,609,401	21.6%
Men's Clothing Stores-44811	-3,522,078	-150.3%	-3,307,929	-69.7%	885,662	4.4%

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Women's Clothing Stores-44812	-28,510,190	-259.0%	-25,594,521	-114.7%	2,623,307	2.8%
Childrens, Infants Clothing Stores-44813	1,240,461	43.9%	4,078,352	68.5%	8,328,427	34.2%
Family Clothing Stores-44814	-49,233,489	-204.1%	-33,485,749	-68.0%	61,607,338	29.8%
Clothing Accessories Stores-44815	1,074,784	53.9%	2,775,695	68.8%	13,176,062	78.0%
Other Clothing Stores-44819	-7,881,976	-198.7%	-7,901,923	-98.5%	-1,011,395	-3.0%
Shoe Stores-4482	-17,504,022	-251.4%	-17,254,872	-120.7%	4,970,626	8.0%
Jewelry, Luggage, Leather Goods Stores-4483	16,249,964	47.3%	40,737,447	61.1%	163,537,638	60.1%
Jewelry Stores-44831	12,966,588	42.0%	33,981,194	56.9%	135,109,550	55.7%
Luggage and Leather Goods Stores-44832	3,283,379	94.5%	6,756,254	97.2%	28,428,088	95.7%
Sporting Goods, Hobby, Book, Music Stores-451	-18,322,776	-48.6%	3,963,201	5.3%	179,538,224	55.4%
Sportng Goods, Hobby, Musical Inst Stores-4511	-9,161,893	-28.0%	10,421,415	15.9%	174,098,953	62.8%
Sporting Goods Stores-45111	-1,728,936	-10.1%	8,757,674	25.3%	104,867,591	71.3%
Hobby, Toys and Games Stores-45112	-7,541,451	-81.7%	-2,370,182	-12.9%	43,135,835	54.9%
Sew/Needlework/Piece Goods Stores-45113	626	0.0%	2,597,286	44.4%	15,824,769	65.8%
Musical Instrument and Supplies Stores-45114	107,866	3.3%	1,436,637	21.9%	10,270,756	37.2%
News Dealers and Newsstands-451212	-1,850,433	-380.2%	-1,731,713	-180.9%	985,923	22.4%
Prerecorded Tapes, CDs, Record Stores-45122	716,433	100.0%	1,411,955	100.0%	4,514,131	73.8%
General Merchandise Stores-452	-255,415,337	-113.7%	-117,902,539	-26.1%	730,183,989	37.4%
Department Stores Excl Leased Depts-4521	-139,928,953	-146.2%	-86,790,970	-44.8%	130,083,843	15.8%
Other General Merchandise Stores-4529	-115,486,383	-89.5%	-31,111,569	-12.0%	600,100,146	53.1%
Miscellaneous Store Retailers-453	5,591,290	10.8%	35,093,605	34.4%	263,917,347	59.4%
Office Supplies, Stationery, Gift Stores-4532	580,867	2.4%	12,505,963	26.0%	124,239,891	59.9%
Office Supplies and Stationery Stores-45321	-3,198,719	-27.0%	4,663,636	20.3%	56,335,636	57.0%
Gift, Novelty and Souvenir Stores-45322	3,779,587	29.9%	7,842,327	31.3%	67,904,255	62.6%
Used Merchandise Stores-4533	1,628,977	43.4%	4,552,685	60.6%	18,090,696	55.4%
Other Miscellaneous Store Retailers-4539	5,611,717	26.0%	19,822,525	46.6%	123,825,092	65.8%
Non-Store Retailers-454	122,017,373	77.8%	239,839,606	77.2%	889,000,412	65.5%
Foodservice and Drinking Places-722	-24,690,298	-13.1%	6,197,398	1.7%	-426,691,769	-26.4%
Full-Service Restaurants-7221	-7,506,350	-8.8%	21,005,411	12.7%	-26,915,121	-3.7%
Limited-Service Eating Places-7222	-10,601,161	-14.2%	-16,994,280	-11.7%	-60,327,384	-9.4%
Special Foodservices-7223	-3,101,417	-15.4%	11,100,824	28.3%	-253,875,738	-147.0%
GAFO *	-359,387,639	-79.8%	-104,343,212	-11.6%	1,506,844,073	39.3%
General Merchandise Stores-452	-255,415,337	-113.7%	-117,902,539	-26.1%	730,183,989	37.4%
Clothing and Clothing Accessories Stores-448	-88,086,545	-100.6%	-39,953,498	-22.8%	254,117,665	34.8%
Furniture and Home Furnishings Stores-442	-8,104,243	-20.7%	8,031,827	10.5%	54,722,655	17.5%

Electronics and Appliance Stores-443	9,960,392	27.3%	29,011,834	40.4%	164,041,649	52.9%
Sporting Goods, Hobby, Book, Music Stores-451	-18,322,776	-48.6%	3,963,201	5.3%	179,538,224	55.4%
Office Supplies, Stationery, Gift Stores-4532	580,867	2.4%	12,505,963	26.0%	124,239,891	59.9%

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Similarly to the RMP Opportunity Gap for merchandise lines, the retail store opportunity gap indicates that Food and Beverage Stores (Grocery Stores, Specialty Food Stores, and Beer, Wine and Liquor Stores) has both a significant gap in total sales as well as percentage of sales. This gap diminishes some once reaching the 20 mile radius, however, indicating that consumers' needs for this type of retail are likely being met by retail locations between 10 and 20 miles from the development sites. Other retail stores with significant gaps include Electronics and Appliance Stores, Miscellaneous Store Retailers, and Non-Store Retailers.

The RMP Opportunity Gap for Retail Stores indicates that the area would potentially support a mixed retail cluster development to meet consumer demand for a range of retail types. It should also be noted that while not all of the numbers may indicate a significant opportunity in the market, the development sites' unique location adjacent to major interstates creates opportunities for sales potential that are not represented by supply/demand figures.

Section 3.5 – Consumer Buying Power: Retail Store Type

Table 3.6 shows Consumer Buying Power (CBP) by type of retail store of the population within Swansea. The 2014 aggregate expenditure estimate is shown along with what percentage of the total consumer expenditures each retail store type represents, as well as the 2019 estimates. The annual average growth of the retail sales of each type of store is also indicated.

Table 3.7 – CBP: Retail Stores

Product Category	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2019 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Annual Avg/ HH	2019 Annual Avg/ HH	Avg Annual % Growth
Total Specified Consumer Expenditures (AREA)	321,441	0.01%	352,783	0.01%	56,882	60,439	1.95%
All Retail Stores*	192,717	59.95%	212,278	60.17%	34,103	36,368	2.03%
Grocery Stores	32,077	9.98%	33,844	9.59%	5,676	5,798	1.10%
Convenience Stores	1,702	0.53%	1,817	0.51%	301	311	1.35%
Health & Personal Care	15,340	4.77%	16,922	4.80%	2,715	2,899	2.06%
Bldng Material & Garden Equip & Supp.Dealers	5,431	1.69%	6,073	1.72%	961	1,040	2.36%

Hardware Stores	668	0.21%	759	0.22%	118	130	2.73%
Home Centers	2,524	0.79%	2,850	0.81%	447	488	2.58%
Nursery & Garden Centers	790	0.25%	886	0.25%	140	152	2.43%
Lawn & Garden Equipment & Supplies Dealers	884	0.28%	999	0.28%	157	171	2.60%
General Merchandise Stores	31,860	9.91%	36,375	10.31%	5,638	6,232	2.83%
Department Stores (Excluding Leased)	16,219	5.05%	18,892	5.35%	2,870	3,237	3.30%
Warehouse Club, Superstores, Genl Merch Stores	15,929	4.96%	17,862	5.06%	2,819	3,060	2.43%
Full-Service Restaurants	5,209	1.62%	5,578	1.58%	922	956	1.42%
Fast Food Restaurants	4,273	1.33%	4,451	1.26%	759	763	0.83%
Eating Places	14,921	4.64%	15,802	4.48%	2,640	2,707	1.18%
Drinking Places	434	0.14%	464	0.13%	77	79	1.37%
Furniture Stores	3,457	1.08%	4,026	1.14%	612	690	3.29%
Other Home Furnishings Stores	2,506	0.78%	2,838	0.80%	444	486	2.65%
Household Appliance Stores	772	0.24%	943	0.27%	137	162	4.42%
Radio/TV/Other Electronics Stores	2,956	0.92%	4,352	1.23%	523	746	9.45%
Computer and Software Stores	1,187	0.37%	1,716	0.49%	210	294	8.92%
Camera/Photographic Supply Stores	317	0.10%	456	0.13%	56	78	8.81%
Clothing & Clothing Accessory Store	13,056	4.06%	15,166	4.30%	2,310	2,598	3.23%
Clothing Accessory Stores	211	0.07%	248	0.07%	37	42	3.50%
Shoe Stores	1,808	0.56%	2,043	0.58%	320	350	2.61%
Jewelry Stores	3,169	0.99%	3,719	1.05%	561	637	3.47%
Office Supplies and Stationery Stores	746	0.23%	929	0.26%	132	159	4.89%
Gift, Novelty, & Souvenir Stores	682	0.21%	785	0.22%	121	134	3.01%
Hobby, Toy and Game Shops	1,254	0.39%	1,467	0.42%	222	251	3.39%
Sew/Needlework/Piece Goods Stores	320	0.10%	357	0.10%	57	61	2.32%
Florists	2,164	0.67%	2,468	0.70%	383	423	2.81%
Book Stores	1,810	0.56%	2,049	0.58%	320	351	2.64%
Sporting Goods Stores	1,768	0.55%	2,344	0.66%	313	402	6.51%
Sporting Goods, Hobby, Book & Music Stores	5,089	1.58%	6,354	1.80%	901	1,089	4.97%
Luggage & Leather Goods Stores	275	0.09%	337	0.10%	49	58	4.48%
Auto Dealers	36,834	11.46%	37,472	10.62%	6,518	6,420	0.35%
Automotive Part, Accessories, & Tire Stores	1,625	0.51%	1,663	0.47%	288	285	0.48%
Gasoline Stations with Convenience Stores	14,883	4.63%	15,534	4.40%	2,634	2,661	0.87%
Gasoline Stations without Convenience Stores	4,269	1.33%	4,400	1.25%	755	754	0.62%
Electronic Shopping & Mail Order	8,591	2.67%	10,460	2.96%	1,520	1,792	4.35%
Total Accommodation & Food Services	23,496	7.31%	25,080	7.11%	4,158	4,297	1.35%
GAFO: General Merch, Apparel, Furniture, Other	61,220	19.05%	71,992	20.41%	10,833	12,334	3.52%

** All Retail Stores Total is NOT the sum of the other line items. Some line items are sub-categories of multiple line items and could appear in more than one line item.*

About 60% of resident's disposable income is being spent within Swansea. This is a solid number and supports the notion that Swansea residents spend their money locally. However, it leaves room for growth and shows there is money leaving the Village ready to be tapped by new businesses. The category of General Merchandise, Apparel, Furniture, Other (GAFO) has the most expenditures, likely due to the encompassing characterization. Next, the Grocery Stores retail type has one of the highest percentages of consumer expenditures, along with General Merchandise Stores and Auto Dealers. The retail types with the highest annual average growth patterns are Radio/TV/Other Electronics Stores, Computer and Software Stores, and Camera/Photographic Supply Stores. Although these three retail store types have low consumer expenditures by comparison, the average of the three growth rates (9.06%) is significantly higher than the average growth rates of the remaining retail store types (2.64%). Again, this suggests a cluster development of targeted retail lines would potentially be supported by the consumer base in the area.

Section 3.6 – Business Facts: Workplace Population 2014

The Village is home to many businesses within the area. In fact, within a 5 minute drive of the center of the Village, there are 957 businesses that employ 11,120 people. Data shows the Village has a high volume of professional and healthcare workers who travel to Swansea daily back and forth to work. This volume has increased over the past 10 years. Combined with an increase in households, the future of business in the Village appears very positive.



SECTION FOUR: CONTACT INFORMATION

President Ken Mueller
Village of Swansea
1400 N Illinois ST
Swansea, IL 62226
Office: (618) 234-0044
Email: mayor@swanseail.org

Lisa Powers
Village Administrator
Village of Swansea
1400 N Illinois ST
Swansea, IL 62226
Office: (618) 234-0044
Email: lpowers@swanseail.org

