

**DOWNTOWN DURAND
COMMERCIAL DEMAND AND
CONSUMER NEEDS**

2018

Downtown Consumer Survey

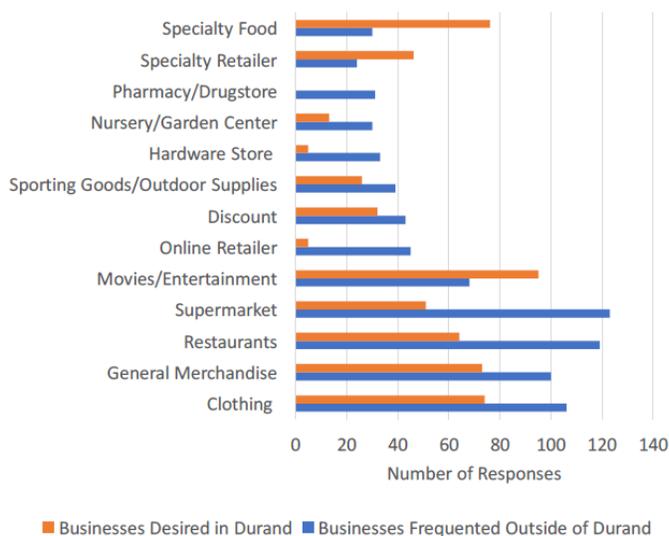
In January of 2018 the City of Durand in conjunction with the Durand Area Chamber of Commerce conducted a study of consumer demand and spending for downtown area businesses. There were 236 responses to the survey with 62.3% of respondents living within the City of Durand and 37.7% from other surrounding areas.

Unmet Commercial Needs

These survey questions reflect a correlation between the businesses frequented outside Durand and the businesses desired for Durand; in short, it shows the categories in which the Durand community wants to be able to have their commercial needs met within their community. The correlation shown in the data justifies revitalization efforts in the downtown. These results are similar to feedback garnered in other public feedback forums: that the community wants more retail options and entertainment opportunities in their downtown area.

In the Unmet Commercial Needs graph consumer responses exceeding forty unique respondents is considered “moderate” while categories in excess of seventy-five respondents are considered “high”. It is interesting to note that that greatest response for businesses frequented outside Durand was for the supermarket. Durand currently has one grocery store, Riverside Market. However, Downtown Durand consumers have indicated a high demand for a new specialty food business and a moderate demand for an additional grocery store. It would be worthwhile to explore what other specialty food stores could thrive in Durand that capitalize on this high demand and high leakage ratio. Another strategy could be looking at ways to expand and make the seasonal Farmers Market more accessible.

Unmet Commercial Needs



Movies/Entertainment is another category that is highly desired in downtown and moderately visited outside of Durand, showing that consumers would go to downtown movies and entertainment options if they were made available. In total specialty food, movies/entertainment, restaurants, general merchandise, and clothing retailers are all top attraction targets for the city.

Industry Group	Demand	Sales	Retail Gap	Leakage/Surplus Coefficient	Businesses
Motor Vehicle & Parts Dealers	\$267,935	\$0	\$267,935	100	0
Furniture & Home Furnishings Stores	\$40,933	\$0	\$40,933	100	0
Electronics & Appliance Stores	\$39,720	\$0	\$39,720	100	0
Building Materials, Garden Equip. & Supply Stores	\$84,898	\$0	\$84,898	100	0
Food & Beverage Stores	\$227,407	\$0	\$227,407	100	0
Health & Personal Care Stores	\$90,515	\$0	\$90,515	100	0
Gas Stations	\$148,345	\$6,489,756	-\$6,341,411	-95.5	1
Clothing & Accessories Stores	\$62,885	\$518,849	-\$518,964	-80.5	1
Sporting Goods, Hobby, Book & Music Stores	\$33,554	\$0	\$33,554	100	0
General Merchandise Stores	\$195,500	\$280,111	-\$84,611	-17.8	1
Miscellaneous Store Retailers	\$46,436	\$1,232,699	-\$1,186,263	-92.7	5
Non-store Retailers	\$23,199	\$0	\$23,199	100	0
Food Service & Drinking Places	\$128,534	\$1,763,347	-\$1,634,813	-86.4	5

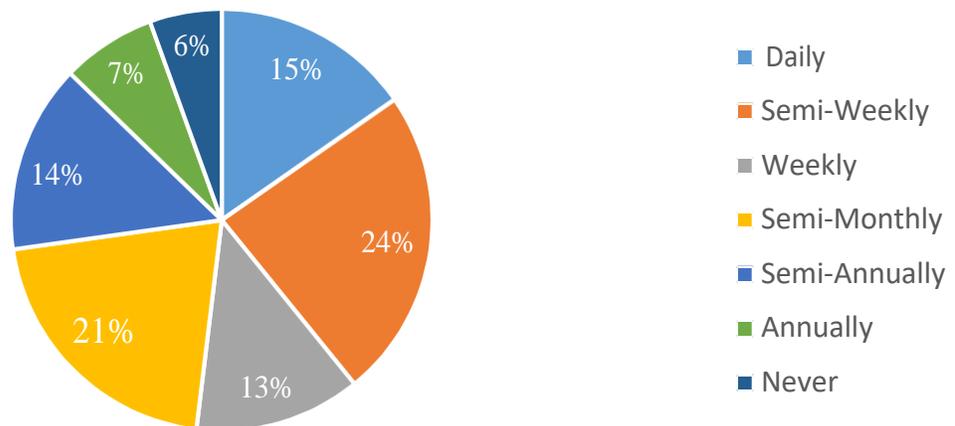
Figure 72 Source: ESRI Business Analyst 2017

In the leakage analysis the amounts in red reflect dollars being spent outside the community by consumers. These are viewed as high value opportunities for new businesses, particularly where demand is also high or moderate such as in the case of special food and specialty retail.

Downtown Visits & Expenditures

When asked about retail visits to Downtown Durand, 63% of respondents claimed to visit multiple times a month or more. This trend reflects the pull factor of existing businesses in the downtown, especially with the predominant presence of services and restaurants. New entertainment businesses are seen as a possible way to enhance this draw as the community is already proving itself a regional pull based on the highly positive retail gap in food services and dining (86.4% pull factor) and miscellaneous retailers (92.7% pull factor).

Downtown Retail Visits



Expenditures During Retail Visits

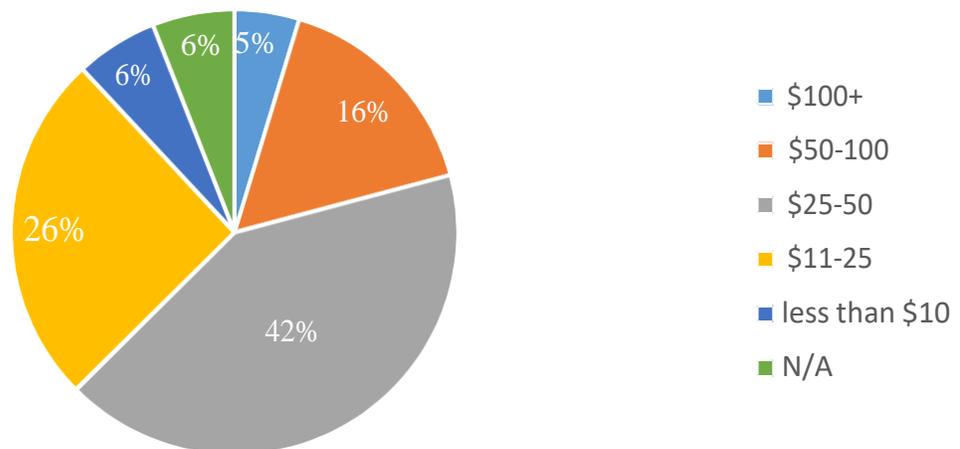
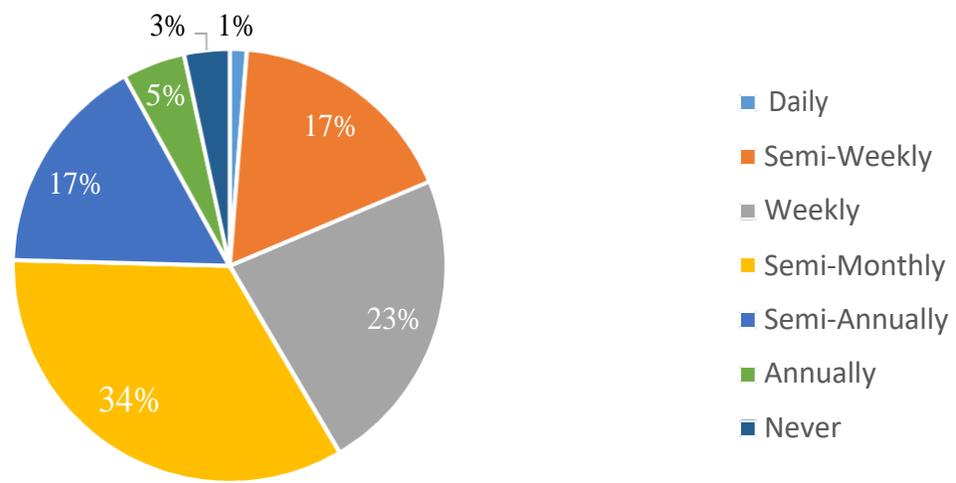


Figure 27 Source: 2018 Downtown Durand Survey, analysis by authors

When asked about restaurant visits, over half of respondents replied that they frequent restaurants downtown multiple times a month or more. Again, this pull factor shows the opportunity that existing restaurants or new restaurants present to downtown. Many people in the Durand community already come downtown to eat on a regular and recurring basis. Offering a variety in the types of dining options may pull people downtown more frequently or people from an even larger area because the concentration of option. New or existing business may also consider adding a variety in the service level of restaurants (ex. table services, quick service) or in the types of food options offered.

Downtown Restaurant Visits



Expenditures During Restaurant Visits

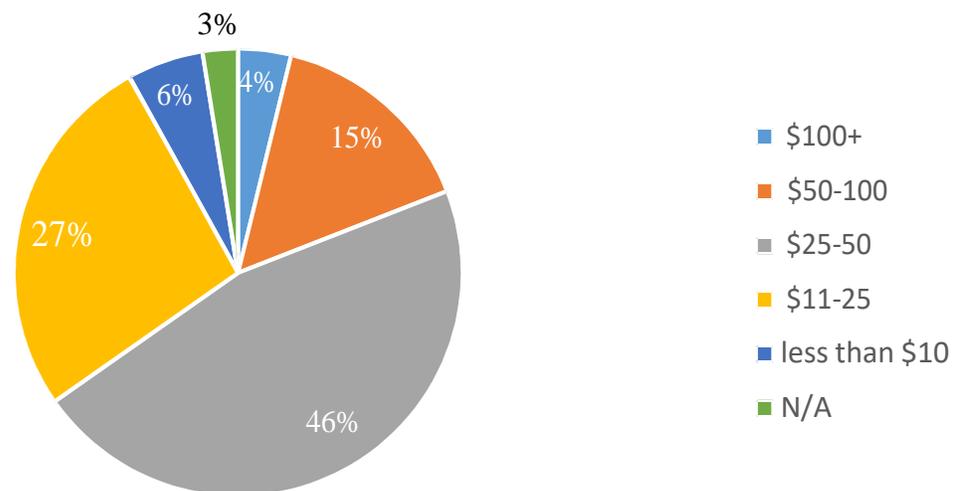


Figure 28 Source: 2018 Downtown Durand Survey, analysis by authors

In both restaurant and retail visits, over 40% of respondents claimed to spend between \$25-50 per visit type to Downtown Durand. This suggests that the average downtown visitor may spend upwards of \$100 on a night out or day out in Downtown Durand. In other public feedback, the desire for finer dining has been stated, and attracting these restaurants would be a good opportunity to further increase visitor spending in the downtown district.