

Hermiston, Oregon

Retail Gap Analysis

2011 and 2016 Total Supportable Square Feet and Unmet Expenditure Potential

	Supportable Square Feet		Estimated Sales per Square Foot	Unmet Expenditure Potential	
	2011	2016		2011	2016
Full-Service Restaurant	5,800	6,400	\$450	\$2,610,000	\$2,880,000
Quick-Service Restaurant	1,500	1,750	\$300	\$450,000	\$525,000
Total Restaurant	7,300	8,150		\$3,060,000	\$3,405,000
Jewelry/Luggage	2,500	2,900	\$325	\$812,500	\$942,500
Children's Clothing	3,300	3,800	\$255	\$841,500	\$969,000
Family Clothing	11,500	13,000	\$280	\$3,220,000	\$3,640,000
Total Apparel/Accessories	17,300	19,700		\$4,874,000	\$5,551,500
Beer, Wine, and Liquor	1,500	1,750	\$535	\$802,500	\$936,250
Grocery	12,000	13,000	\$390	\$4,680,000	\$5,070,000
Pharmacies and Drugs	14,000	16,000	\$455	\$6,370,000	\$7,280,000
Total Food/Convenience Related	27,500	30,750		\$11,852,500	\$13,286,250
Appliance and Electronics	8,200	13,000	\$295	\$2,419,000	\$3,835,000
Book, Periodical, and Music	5,800	7,200	\$225	\$1,305,000	\$1,620,000
Computer	1,500	2,000	\$480	\$720,000	\$960,000
Furniture	3,400	4,000	\$265	\$901,000	\$1,060,000
Hobby, Toys and Games	6,500	7,050	\$285	\$1,852,500	\$2,009,250
Home Furnishings	3,000	3,400	\$170	\$510,000	\$578,000
Pet	5,000	5,500	\$195	\$975,000	\$1,072,500
Sporting Goods	3,000	4,000	\$175	\$525,000	\$700,000
Total Other Retail	36,400	46,150		\$9,207,500	\$11,834,750
Total	88,500	104,750		\$48,780,500	\$56,320,250