



ECONOMIC DEVELOPMENT

Too many shoppers, not enough stores!

To learn more about Oswego's retail opportunities, visit www.oswegoil.org/ED or call 630-551-2334

Call 630-670-0152 to meet with us at ICSC RECon

Recently Opened Retailers

Opening Soon



The Oswego Advantages

- **High Growth Community**
4.2% Increase in Population (2010-2014)
- **Too Many Shoppers, Not Enough Stores**
Over One-Half Billion Dollars/Year in Unmet Demand
- **The Regional Destination for Retail**
2.8 million square feet of Retail
- **The Regional Destination for Business**
3 First Class Business Parks
- **Exceptional Quality of Life**
CNNMoney.com's 2011 Best Places to Live



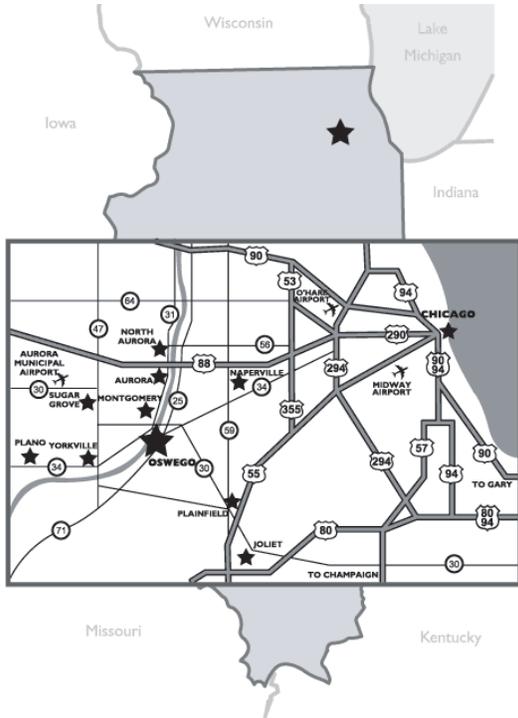
The trade area's total estimated retail leakage is \$596 million dollars

Trade Area Retail Leakage Net of Malls (millions)



Source: 2015 Oswego Market Analysis, SB Friedman

>> Location



>> Trade Area Map



>> Demographic Summary

Oswego is forecasted to add between 11,082 to 15,483 people between 2014 - 2025

2014 Population 31,936
 2014 Households 10,427
 2014 Median Household Income \$100,189
 2014 Median Disposable Income \$73,527

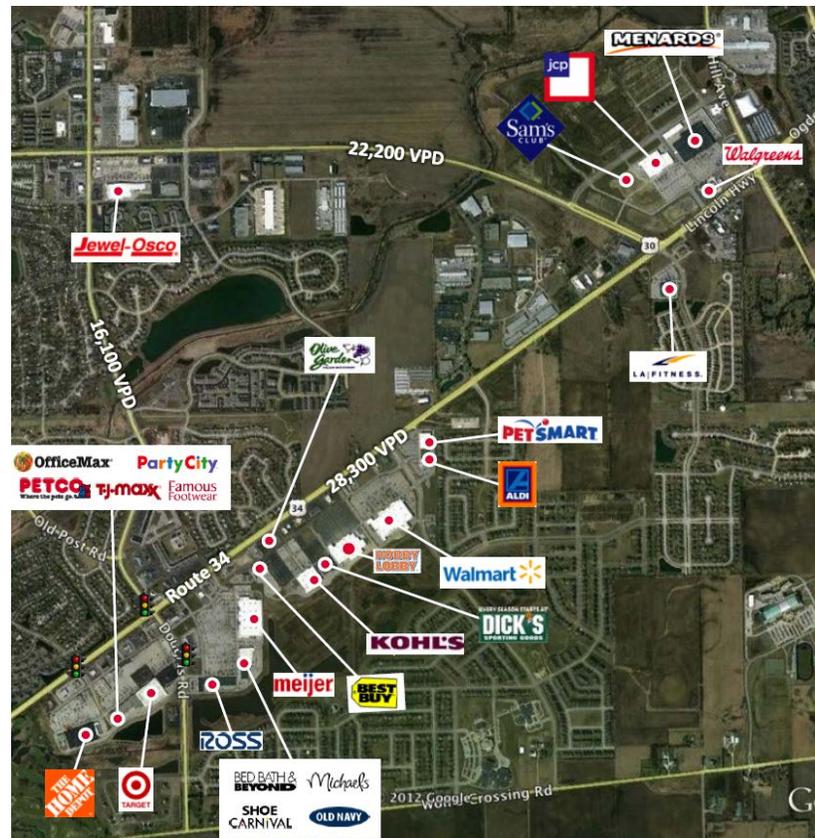
Existing Retail in Trade Area



Source: 2015 Market Analysis, SB Friedman

>> US Route 34 Retailers/Traffic Volume

Tenants – Wal-Mart Supercenter, Kohls, Home Depot, Target, Party City, Office Max, Dick’s Sporting Goods, Best Buy, Meijer, Michael’s, Bed Bath and Beyond, and Old Navy



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