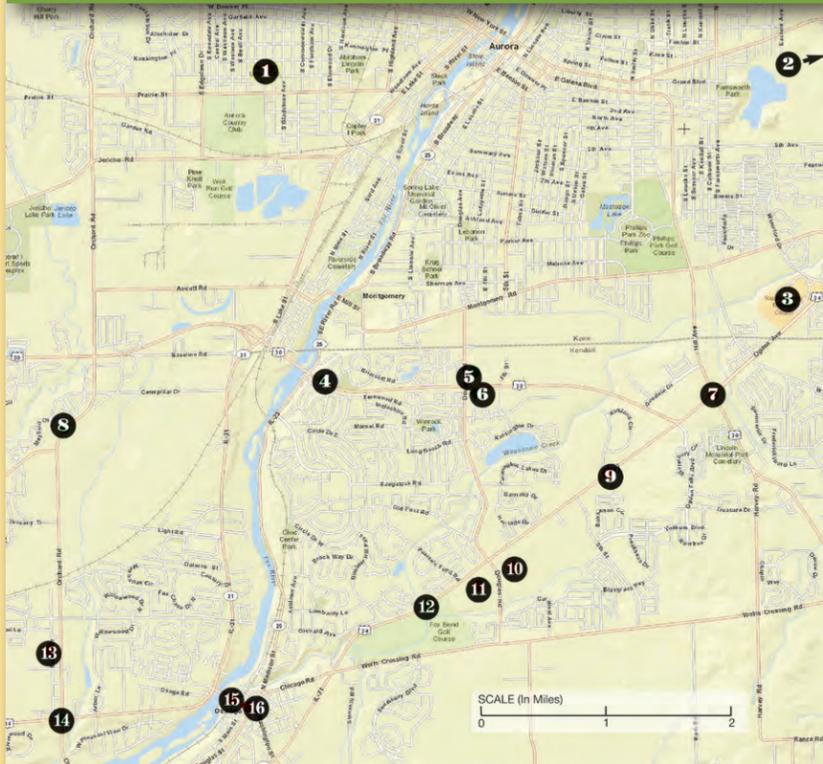




ESSENTIAL FACTS & FIGURES



1. Aurora University5,000 students
2. Westfield Fox Valley Mall..... 1.4 million sf GLA
3. Rush-Copely Medical Center 210 bed hospital
4. Rt. 30 near River Road 30,500 vehicles/day
5. Settler's Landing Mall..... 176,000 sf GLA
6. Townes Crossing Shopping Ctr 105,700 sf GLA
7. Rt. 34 near Rt. 30 25,000 vehicles/day
8. Orchard Rd. near Galena Rd..... 45,200 vehicles/day
9. Rt. 34 at Kendall Pt. Dr. 29,800 vehicles/day
10. Gerry Centennial Plaza Shp Ctr 154,000 sf GLA
11. Oswego Commons Shp Ctr..... 500,000 sf GLA
12. Rt. 34 near Boulder Hill Pass 26,100 vehicles/day
13. Site of future Metra Train Station
14. Rt. 34 near Orchard Road..... 16,400 vehicles/day
15. W. Washington near S. Adams 20,300 vehicles/day
16. Oswego downtown area

DEMOGRAPHIC & CONSUMER SPENDING DATA

Oswego, Illinois 3 miles 5 miles 10 miles

Population (2010)	113,057	240,036	603,996
Households (2010)	34,231	76,059	200,511
Average HH income	\$98,979*	\$88,912	\$102,075
Access to internet	84.5%	86.1%	91.6%
Total businesses	3,138	9,241	28,099
Total employees	18,061	625,871	757,040

*Measurement centered on Downtown

Consumer Spending (in millions of dollars)

Total retail demand	\$1,136mm	\$2,762mm	\$8,104mm
Total retail supply	\$680mm	\$2,244mm	\$6,678mm
TOTAL UNMET DEMAND	\$456mm	\$518mm	\$1,425mm

Unmet demand in several categories:

Furniture:	\$11.9mm	\$10.4mm	\$39.1mm
Home furnishings:	\$4.9mm	\$6.8mm	\$14.5mm
Electronics/appliances**	(\$7.9mm)	(\$50.6mm)	(\$61.1mm)
Building materials:	\$3.9mm	\$21.5mm	\$64.6mm
Lawn & garden:	\$4.1mm	\$10.5mm	\$32.6mm
Grocery:	\$74.1mm	\$106.4mm	\$349.5mm
Liquor/wine stores:	\$9.9mm	\$23.2mm	\$62.4mm
Health & personal care:	\$26.9mm	\$54.1mm	\$198.4mm
Department stores:	\$32.2mm	\$36.6mm	\$127.8mm
Full-service restaurant:	\$17.9mm	\$46.3mm	\$182.9mm
Limited-service restaurant:	\$19.7mm	\$29.1mm	\$62.6mm

**We are a regional destination for appliances, with rising demand for high-end products



ECONOMIC DEVELOPMENT

Too many shoppers, not enough stores!

OVER ONE-HALF BILLION DOLLARS/YEAR IN UNMET DEMAND:

- GROCERY (\$106mm/yr)**
- HEALTH/PERSONAL CARE (\$54mm)**
- FULL-SERVICE RESTAURANT (\$46mm)**
- DEPARTMENT STORE (\$37mm)**
- LIMITED-SERVICE RESTAURANT (\$29mm)**





Within a three mile radius of Oswego, our residents spend over **\$1 Billion a year** on retail goods and services.

Oswego's official population is less than one-twentieth of that number, our area is clearly a regional draw for workers. They, too, have daily demands for retail goods and services that are satisfied near their workplace every day... yet their Oswego purchases do not appear on supply and demand data (which is resident-based).

There are also several institutions of higher learning in or near Oswego, including Aurora University just a 10-minute drive from our downtown, that add several thousand more college students to our visiting population that shops and dines downtown.

Opportunity in several underserved retail categories—including yours!

We've carefully analyzed our market and found that there are several categories of retail that are underserved in Oswego. We also know that we want to channel more full-service restaurants and boutique retailers into our downtown waterfront area, while directing more large-scale destination retailers and limited service restaurants to our highway retail corridors. We are specifically seeking more businesses in a wide-variety of categories with high-unmet retail demand, including furniture, home furnishings, grocery (including specialty grocery), department stores, full-service restaurants, and limited service restaurant. (Take a look at the chart with our unmet demand numbers, on the back cover.) We also know that there are other categories, like electronics/appliances, that show over-supply in Oswego only because we are a regional destination for those shoppers, and we could support more.

Our retail supply isn't keeping up with the growing population

Within a three-mile radius of Oswego, our residents spend over \$1 billion/year in retail goods and services. However, local supply is only \$680 million; meaning that 40% of their retail spending is leaking outside of that radius. The amount of leakage rises to more than \$518 million/year at the 5-mile radius. That's over one-half billion dollars in spending that is leaving Oswego every year... and that leakage is increasing! We need more stores and more restaurants to capture a higher share of that spending.



Village of **Oswego** ILLINOIS ECONOMIC DEVELOPMENT

518 Million Reasons Why Your Business Should Be in Oswego

- Our population has more than doubled since 2000...
- We're still growing at 4.3% per year...
- We leak more than \$518 MILLION in retail spending every year...

Affluent shoppers

Our residents are affluent: the average household income within 3-miles of our downtown is \$98,979! At a 5-mile radius, the number is still strong at \$88,912. At a 10-mile radius, average HH income is a remarkable \$102,075 (over 8% of the households in the 10-mile radius earn over \$200,000/year)! Psychographic studies show that the majority of residents of the 5-mile radius are comprised of the Tapestry segments "Boomburbs" and "Enterprising Professionals," which are largely affluent young families, and single professionals.

Local employment is rising, too!

In addition to the demand for more shopping and dining for our residents, there is another rising population in Oswego: our workforce! Within a 5-mile radius of our community, there is now a workforce of over 625,871! Considering that



ECONOMIC DEVELOPMENT
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