



Only on Alberta

Market Report for Alberta Street Business

Alberta Street has a distinct identity as a successful mixed-used district with a local, small-business focus. Independent businesses continue to thrive while the district attracts new businesses. Ongoing investments from the community and the City translate into an improving public realm with attractive sidewalks, enhanced storefronts, and new public art, while Alberta Main Street continues to develop services to support local businesses and commercial property owners.

If you're a business owner on Alberta, you already know this. What you may not know is how other businesses are performing or where new opportunities lay. Alberta Main Street compiled responses from business and customer surveys as well as information from an independent market analysis to help local businesses optimize product offerings and identify opportunities for expansion.

Not only does Alberta Street have a local, small business focus, but ownership has a strong connection to the community.

- 93% of businesses on Alberta are independently owned and the remaining 7% are local chains. **Over 42% of business owners are residents in the area and 52% chose to locate on Alberta Street because of the strong community.**
- Alberta Street continues to be a **physically attractive commercial corridor**, with 95% of businesses considering the exterior condition of their building to be good to excellent and over 90% considering their interior condition to be good to excellent.

- **As a district, Alberta Street continues to prioritize sustainable development.** The primary efforts of businesses include purchasing local products, recycling and purchasing recycled materials, composting, using energy efficient materials, and selling reused or repurposed merchandise.
- New real estate development and renovation continues to increase space availability and by adding additional businesses, **the district continues to increase in popularity with regional patrons.**

Alberta has the distinct advantage of having a strong commercial core, while still remaining accessible to new and expanding businesses.

Continued Growth

- **Despite the recession, almost 40% of businesses on Alberta have seen an increase of up to 20% in business since 2011.** Between 2010 and 2011, 80% of Alberta Street businesses reported an increase in revenue.
- The district saw a net increase of 8 businesses between 2010 and 2011 and **the commercial vacancy rate of 5% remains below the Portland regional average of 7%.** During this time period, Alberta Street saw a **net increase of 75 new jobs.**
- Given the strong outlook for continued growth, **43% of businesses are considering expanding their services or the size of their business.** Additionally 39% of businesses are considering building improvement projects.

Available Support for Businesses and Commercial Property Owners

Alberta Main Street is an active network of commercial property and business owners and resident volunteers supporting the continued growth and improvement of the district.

- Alberta Main Street programs include: street-wide events, small business seminars, networking events, and a matching mini grant program. Spring 2013 mini grants leveraged over \$31,000 in private investment.
- Alberta Street is in a designated Urban Renewal Area enabling business and property owners to benefit from a wide variety of business finance programs from tenant and façade improvements to property development and rehabilitation.
- Other resources and programs to support existing small businesses and entrepreneurs looking to start new businesses are available through the Portland Development Commission and Micro Enterprise Services of Oregon.
- Volunteers are actively engaged and contribute time and talent to the district. From 2011 to 2012, volunteers contributed over 2400 hours of service. Based on the Independent Sector's value of volunteer time, this equates to a cash equivalent investment of \$53,832.



Who's doing business today?

82%

The percent of businesses leasing their space

\$21.50

The average annual rental price per square foot

1600SF

Occupied business space is 1600 SF on average, with sizes ranging from 200 to 8,000 sf.

Alberta Street has a strong mix of businesses, including:

- restaurants (35%)
- specialty shops (13%)
- clothing stores (11%)
- health, wellness services and alternative care (10%)
- hair salons and barber shops (10%)
- non-profit organizations (9%)
- professional services (6%)
- coffee shops/bakeries (6%)



Who are the customers?

Businesses attract customers from a range of locations.

24% are from the immediate area

31% are from Greater Portland

Within a five-minute drive from Alberta Street, the market area has a population of 43,000 people residing in 17,400 households. The market area is anticipated to increase by over 1,000 households in the next five years.

43,000 people living in 17,400 households

with an anticipated increase of 1,000+ households in the next 5 years

Homeownership rate is high (66.4%) and on the rise, creating opportunities for businesses that cater to home and garden improvement.

Over 8,400 employees work at a total of 2,476 businesses in the market area.

median household income \$46,368 = 5% greater than the City average

18.3% of market area have median household incomes >\$100,000

Overwhelmingly, existing businesses are targeting customers ages 26-40 (93% of businesses) with an annual household income falling between \$25,000 and \$75,000. Within the market area, 45% of households fall within this income range, while 40% of residents are within the targeted age range.

93% of existing businesses are targeting customers aged 26-40 40% of market area falls in this range

annual household income \$25k-\$75k 45% of market area falls in this range

What do they want?

Based on surveys conducted by Alberta Main Street of approximately 600 neighborhood residents and 72 existing business owners, the top five needs identified were book stores, hardware stores, accommodations/lodging, kitchen supply stores, and men's clothing stores. A desire was also expressed for a deli, movie theater, and opportunities for children's recreation.

Market analysis shows a market area retail sales leakage of \$171 million. Store types with the most significant leakages include **general merchandise stores** (\$72 million in sales), restaurants (\$20 million), **personal care stores** (\$17 million) and **apparel stores** (\$16 million).

The shopper survey revealed strong demand for **affordable apparel, a bookstore, hardware, garden store, kitchen supply, lodging and entertainment.**