

ELEVATE SAN GABRIEL

Retail Opportunities
City Council Study Session July 15, 2014



Goals

- **Build** the retail base
- **Increase** sales tax revenues
- **Improve** the quality of life
- **Enhance** relationships with businesses and developers

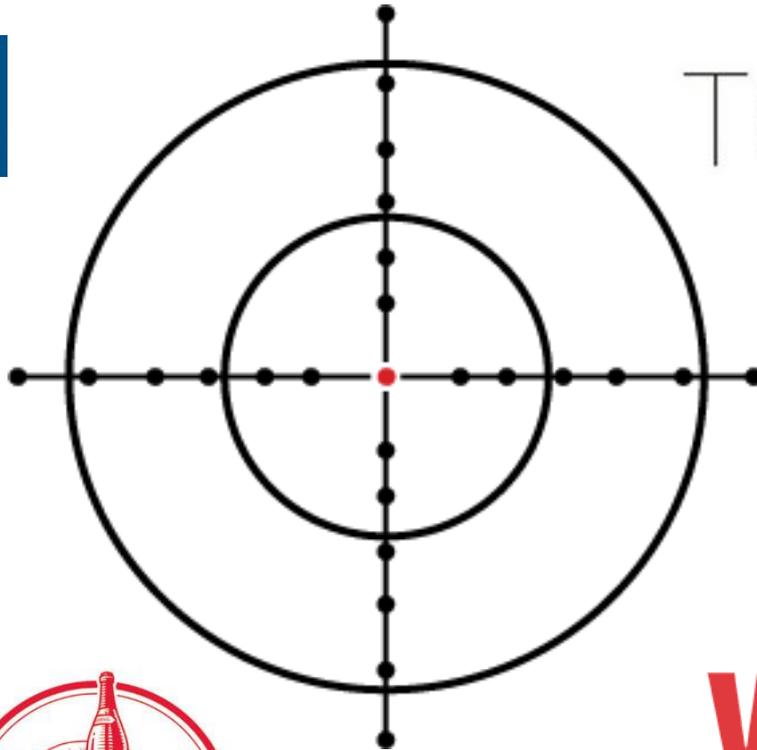


Methodology

- Demographics
- Psychographics
- Shopping preferences survey data
- Real estate data
- One-on-one interviews
- Group discussions
- Tour of site activity

Priority Initiative #1

Targeted Recruitment



TOPSHOP



VONS
PAVILIONS®

What are developers/retailers looking for?

- Location
- Land Size
- Demographics
- Price Point
- Expectations
- Brand Co-location



San Gabriel Consumers

There is a need to balance the difference between Asian and non-Asian retailers to align with our consumer demographics.



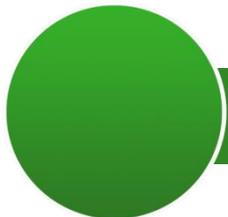
Asian



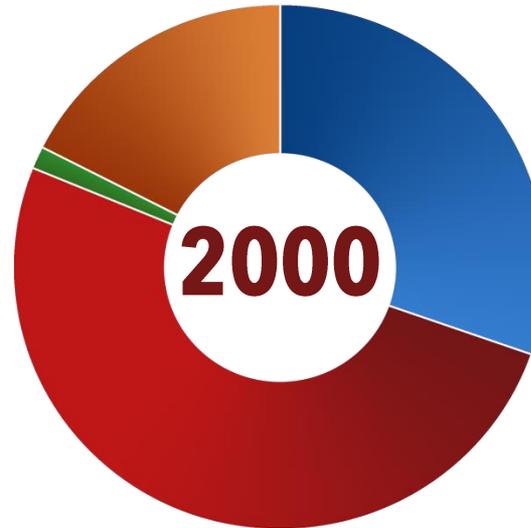
Hispanic



Other



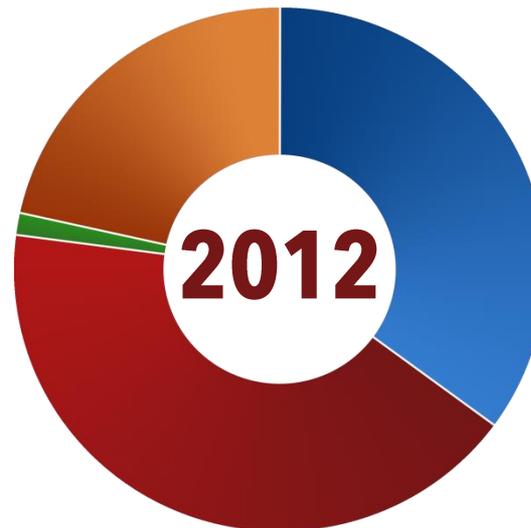
Black



Hispanic **36.0%**

Asian **42.0%**

Other **21.6%**



Hispanic **33.3%**

Asian **50.8%**

Other **17.5%**

Chinese Are Top Spending Tourists

Los Angeles Times

Feb. 2014, These are boom times for Chinese Tourism, and statistics show that about a third of those who travel to the United States spend at least some time in Los Angeles.

But some are shunning coastal resorts and Beverly Hills opulence in favor of San Gabriel, a city of 40,000 best known for its historic mission.

May 2013

Chinese tourists in the U.S. target brands such as Coach, Ugg, Polo, Nike, Tommy Hilfiger, Neiman Marcus and L'Occitane. Steep Chinese taxes make such brands two to three times more expensive in China.

Biggest spenders

The average spent by an overseas visitor in California, and average spent in the U.S. as a whole, by country.



Sources: Department of Commerce and Visit California

Los Angeles Times

Tourism

San Gabriel has the opportunity to continue to support the tourism-related businesses, and assist in their expansion as needed in order to continue to attract visitors.



95% Occupancy Rate Year Round

3,000 People Per Week

156,000 Per Year



Demand for More Retail Exist



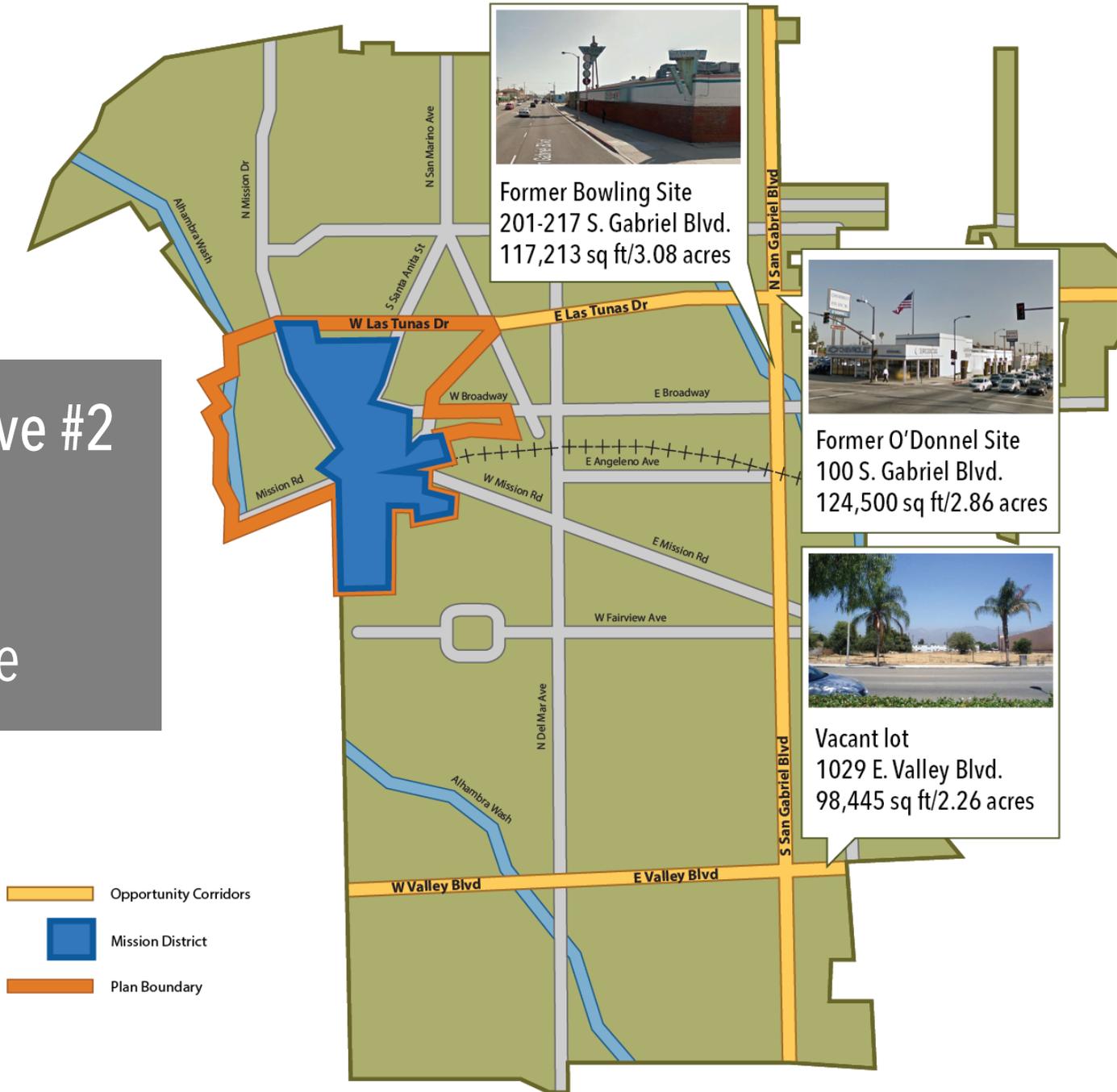
San Gabriel National Retailers



SAM WOO BBQ



Priority Initiative #2 Putting Land in Commercial Corridors to Use



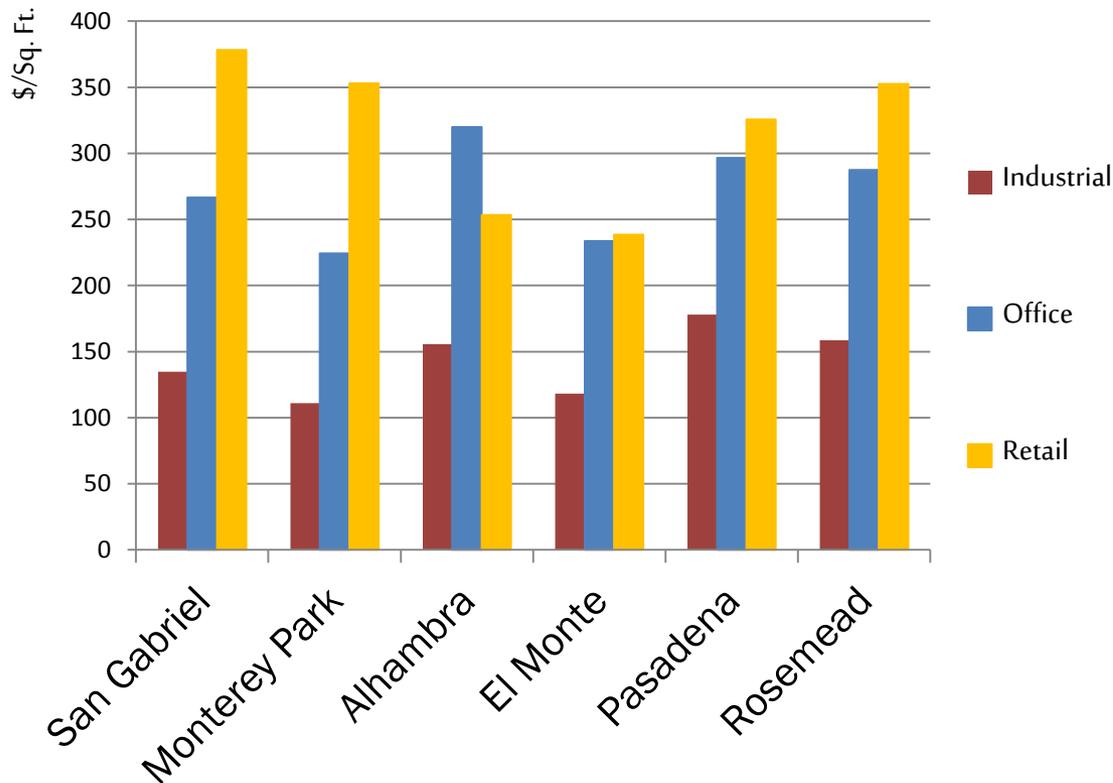
Priority Initiative #3

Dense Nodal Development



Why Density?

Land values are high – Developers need to get the most out of it.



San Gabriel is Getting Older

1990	32.4
2000	37.5
2010	40.3

Dense Nodal protects the established single family neighborhoods

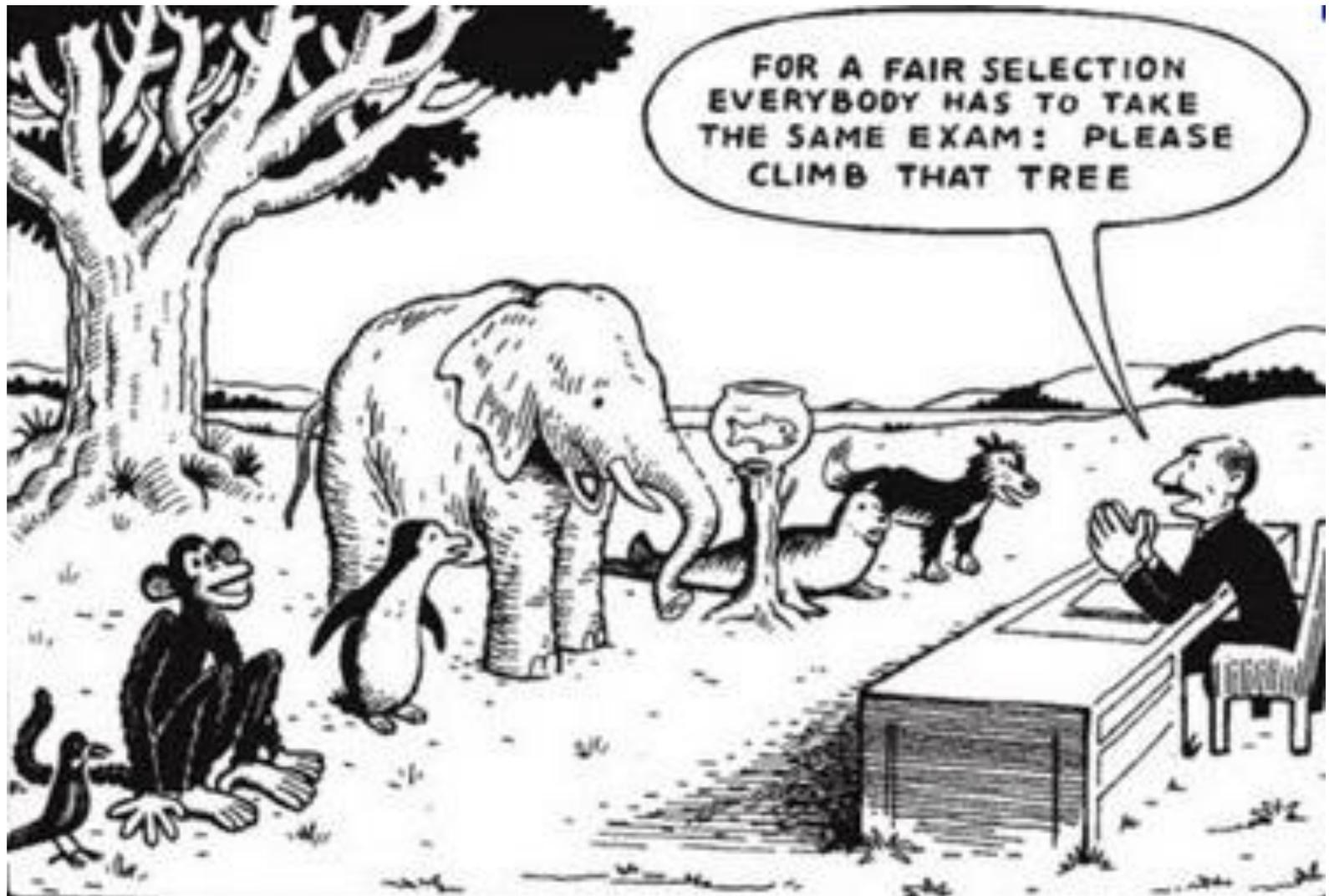


Priority Initiative #4

Reduce Barriers



Barrier to development

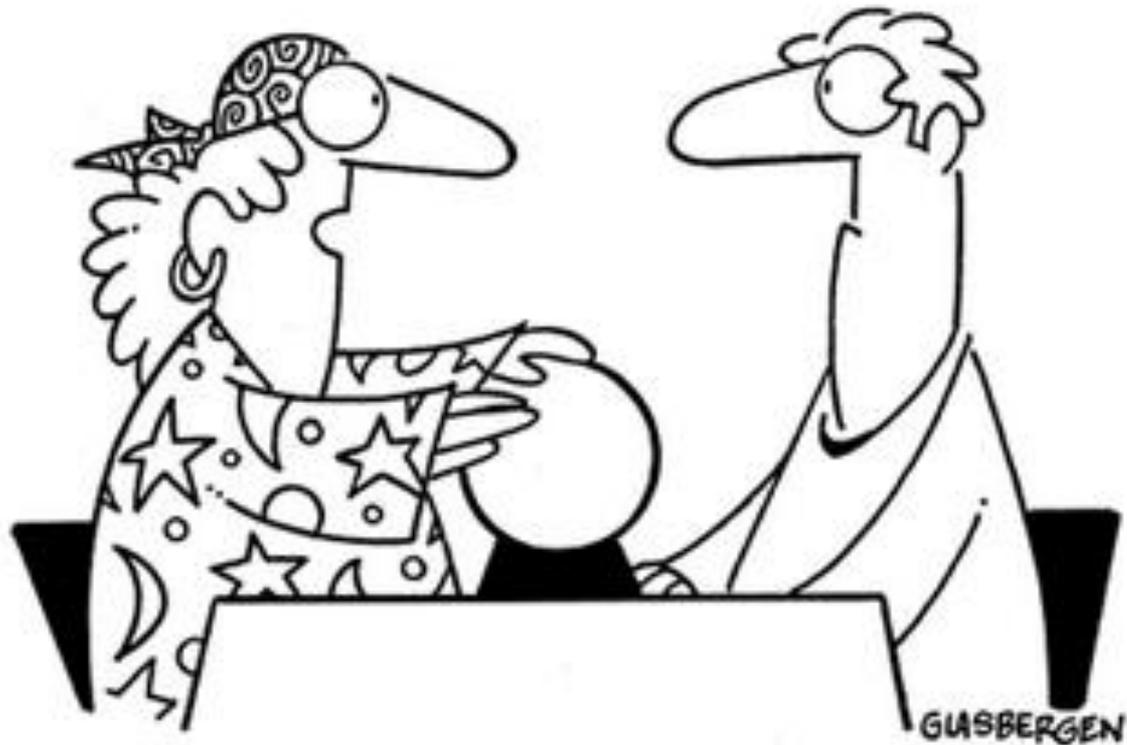


Competition Exist!
Progress is critical.



Priority Initiative #5

Talk to People



**“Communicating with dead people is easy.
Communicating with live people is hard!”**

Priority Initiative #6

Marketing



CLOSING

Priority Initiatives

#1 Targeted Recruitment

#2 Putting Land in Commercial Corridors to Use

#3 Dense Nodal Development

#4 Reduce Barriers

#5 Talk to People

#6 Marketing



THANK YOU

