

2004-2011 Retail Sales Restaurant Sales in Middletown

There exists a mindset that Middletown has too many restaurants and not enough retail stores. The success of Main Street as a restaurant row and the lack of national brand names in the downtown are anecdotal evidence that support this belief. In order to determine if this is a real or perceived problem this study examines Connecticut Department of Revenue Services retail and restaurant sales data from 2004 to 2011.

Retail Stores

The State collects information on total retail sales and the number of establishments. A retail store includes: Motor Vehicle and Parts Dealers, Furniture and Home Furnishings Stores, Electronics and Appliance Stores, Building Material and Garden Supply Stores, Food and Beverage Stores, Health and Personal Care Stores, Gasoline Stations, Clothing and Clothing Accessories Stores, Sporting Goods, Hobby, Book and Music Stores, General Merchandise Stores, and Other Store Retailers.

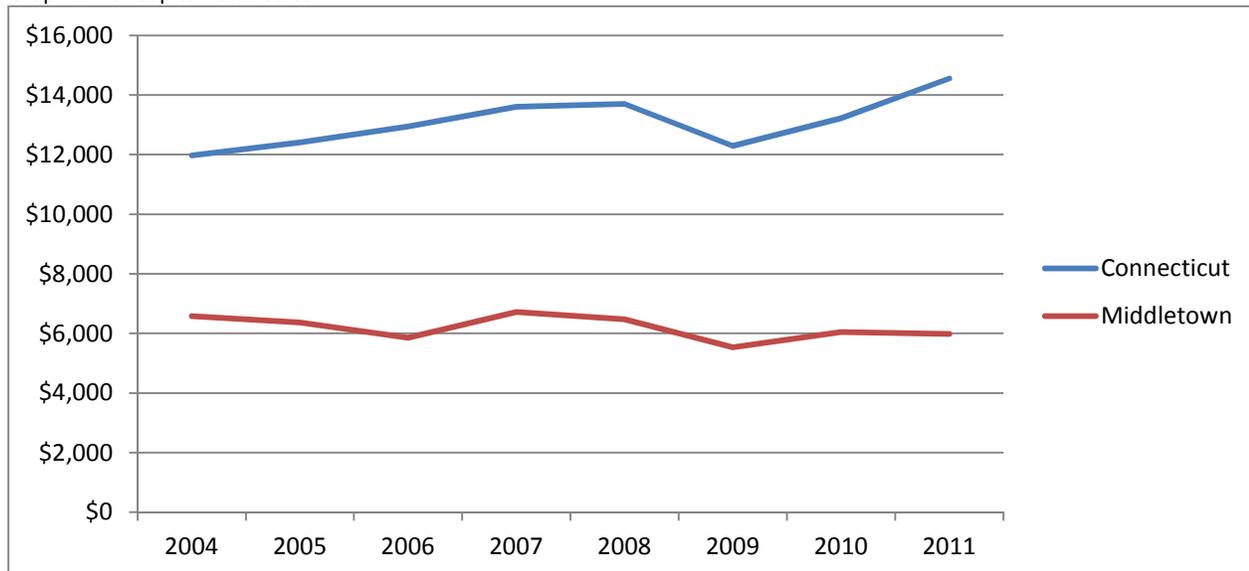
Middletown’s retail sales peaked in 2007, around the time of the opening of new Marshalls, Bob’s and Dollar Store near the corner of East Main Street and Saybrook Road and the Home Depot on Washington Street. Retail sales have yet to recover that peak. During this period, Middletown has 50 few establishments in 2011 than in 2004.

Table 1: Number of Retail Store and Retail Sales

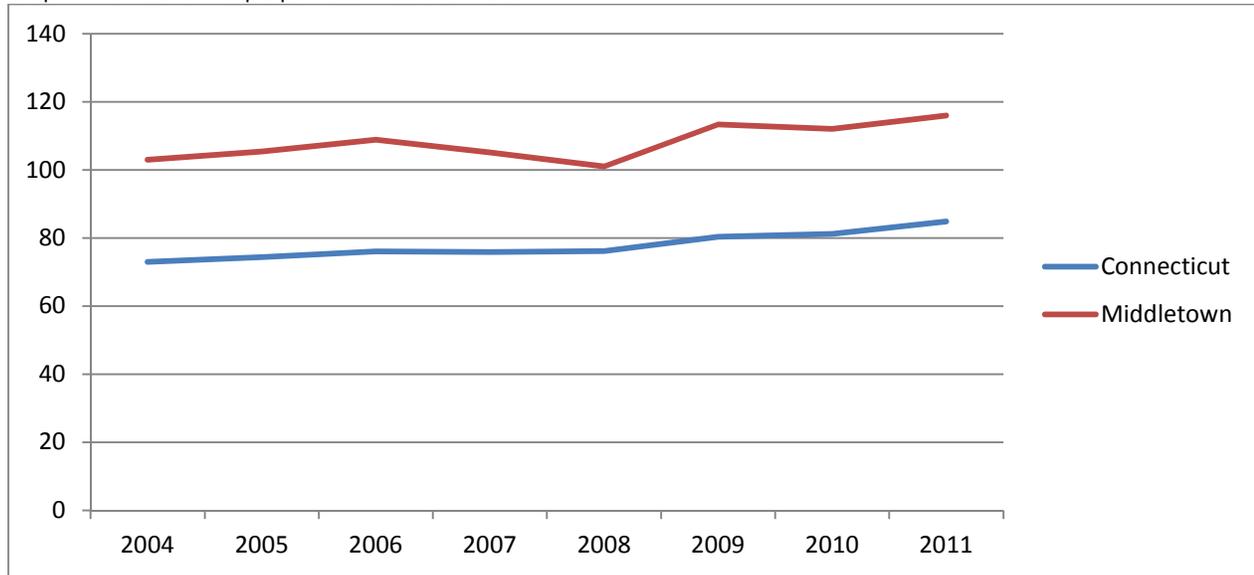
Year	Retail Stores	Retail Sales	Change from Previous Year
2011	399	\$276,461,900	-1%
2010	413	\$279,589,672	9%
2009	408	\$255,816,779	-15%
2008	458	\$299,324,284	-4%
2007	440	\$310,891,220	15%
2006	425	\$270,676,581	-8%
2005	439	\$294,168,031	-3%
2004	449	\$304,273,292	

On a per capita basis, Middletown’s sales equal around \$6,000 per Middletown resident, more than half the Connecticut average.

Graph 1: Per Capita Retail Sales



Graph 2: Number of People per Retail Establishment



Middletown’s weakness in sales numbers however, in part possibly due to a significant gap in the number of establishments compared to the State’s average. Looking at the number of residents per establishment the Connecticut ratio is 80 people per retail store. In Middletown this number is nearly 120 people per retail store. Using the State average Middletown should have over 100 more establishments. While many other factors impact the ability to host more retail in Middletown, based on this data, Middletown is a market that may be able support more retail.

Table 2: Number of Retail Store need to meet State Resident to Store Ratio

Year	Retail Stores
2011	146
2010	157
2009	168
2008	150
2007	169
2006	183
2005	183
2004	185

Restaurant Stores

The State also collects data on food service and drinking establishments.

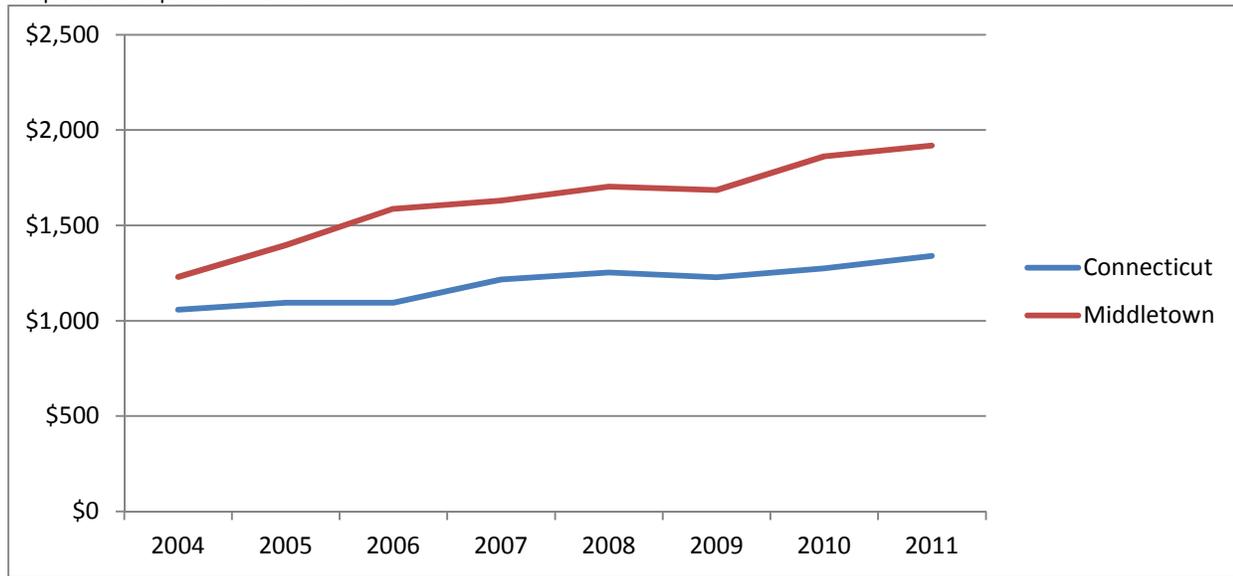
Unlike retail sales, sales in restaurants have increased every year during this study period, with the exception of a small 1% in 2009. The number of restaurants have stayed stable, hovering near 100.

Table 3: Number of Restaurants and Restaurant Sales

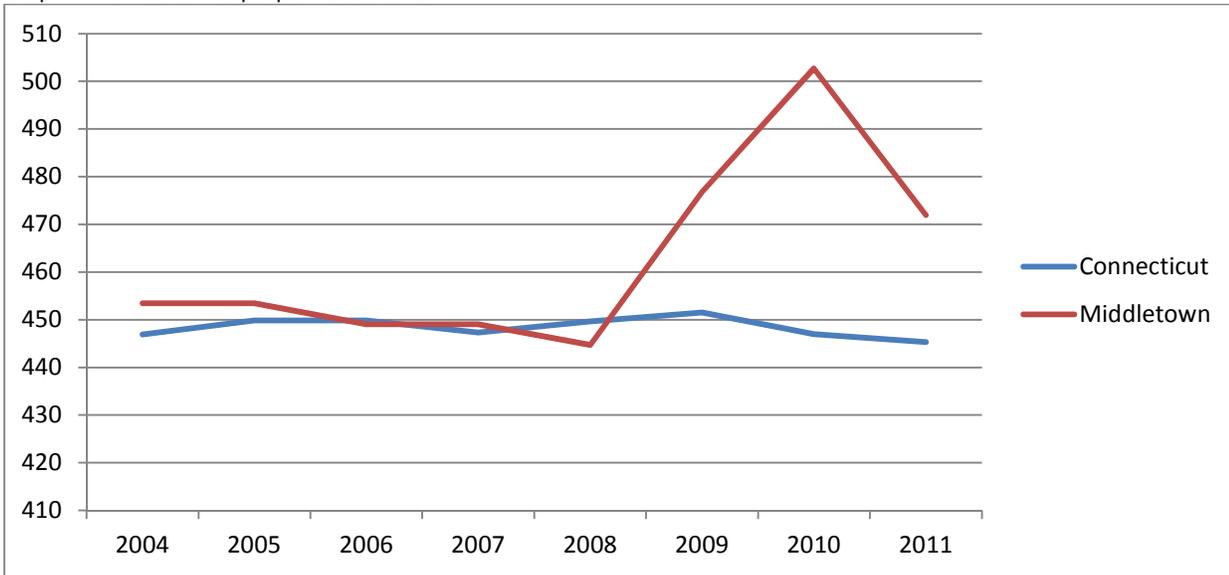
Year	Restaurant	Restaurant Sales	Change from Previous Year
2011	98	\$88,753,774	3%
2010	92	\$86,101,957	11%
2009	97	\$77,906,375	-1%
2008	104	\$78,756,750	4%
2007	103	\$75,431,549	3%
2006	103	\$73,376,068	14%
2005	102	\$64,572,376	13%
2004	102	\$56,908,219	

On a per capita basis, Middletown’s sales exceed the State’s by \$500.

Graph 3: Per Capita Restaurant Sales



Graph 4: Number of People per Restaurants



The number of residents per restaurant is within line with the State average. From 2004-2008 Middletown ratio was equal the State ratio at 450 residents per restaurant. Since the beginning of the economic downturn, the number of establishments has decreased and therefore there is capacity for about half a dozen new restaurants.

Table: Number of Retail Store need to meet State Resident to Store Ratio

Year	Restaurants
2011	6
2010	11
2009	5
2008	-1
2007	0
2006	0
2005	1
2004	1