

Summary of the Market Outlook Dashboard

The document presents an **Unmet Demand Analysis** for **Los Alamos County** for the period **January 1, 2024 – December 31, 2024**. It evaluates various retail categories by comparing **demand (consumer spending)** and **supply (sales revenue in the area)** to determine gaps where demand exceeds supply, indicating potential business opportunities.

Key Takeaways:

1. Major Retail Gaps (High Unmet Demand):

- **Electronic Shopping & Mail-Order Houses:** \$73.57M demand, but supply data is unavailable.
- **Automobile Dealers:** \$38.75M demand, but supply data is unavailable.
- **Limited-Service Eating Places:** \$42.23M demand vs. \$10.6M supply → **\$31.59M unmet need.**
- **Full-Service Restaurants:** \$35.60M demand vs. \$6.12M supply → **\$29.48M unmet need.**
- **Gasoline Stations:** \$49.05M demand vs. \$25.5M supply → **\$23.45M unmet need.**
- **Health & Personal Care Stores:** \$41.78M demand vs. \$18.8M supply → **\$22.93M unmet need.**
- **Clothing Stores:** \$10.50M demand vs. \$2.92M supply → **\$7.57M unmet need.**
- **Sporting Goods, Hobby & Musical Instrument Stores:** \$8.00M demand vs. \$1.37M supply → **\$6.61M unmet need.**
- **Special Food Services:** \$6.54M demand vs. \$1.28M supply → **\$5.25M unmet need.**

2. Sectors with Minimal or No Unmet Demand:

- **Grocery Stores:** Demand (\$58.14M) is almost fully met (\$57.3M supply) → **\$0.76M unmet need.**
- **Home Furnishings Stores:** Demand (\$4.85M) is nearly matched by supply (\$4.81M) → **\$0.03M unmet need.**
- **Beer, Wine & Liquor Stores:** **Surplus supply** (\$7.69M supply vs. \$4.03M demand) → **Oversupply of \$3.6M.**
- **Automotive Parts & Accessories Stores:** **Surplus supply** (\$13.8M supply vs. \$10.08M demand) → **Oversupply of \$3.8M.**
- **Department Stores:** **Significant oversupply** (\$15.0M supply vs. \$2.45M demand) → **Oversupply of \$12.5M.**

3. Key Opportunities for Business Growth:

- **High demand vs. limited supply** in **restaurants, clothing stores, gasoline stations, and health & personal care stores** suggests strong **business expansion potential** in these areas.
- **Electronic shopping, automobile dealers, and general merchandise stores** have **high demand**, but supply data is missing, indicating possible **market voids**.

4. **Retail Leakage & Potential Business Expansion:**

- The analysis indicates **resident retail leakage**, meaning **local consumers are spending money outside the area** due to insufficient local supply.
 - Retail sectors with high unmet demand represent **investment opportunities** for new businesses or expansion.
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Conclusion:

Los Alamos County shows **significant unmet demand** in several retail sectors, especially **food services, clothing, gasoline, and health/personal care stores**, suggesting strong business potential. Conversely, some areas like **department stores, liquor stores, and auto parts** are **oversaturated** and may struggle with excess supply. This data is valuable for entrepreneurs, investors, and policymakers looking to fill market gaps and strengthen local retail development

Summary of the LA Leakage Report

The **Los Alamos County Leakage Report** highlights the movement of **consumer spending outside of the county** due to an insufficient supply of goods and services locally. The report quantifies **retail leakage** by category, store types, and specific locations where residents travel to shop, dine, and obtain services.

Key Takeaways:

1. High Retail Leakage Categories

Los Alamos County experiences substantial retail leakage in multiple categories, including:

- **Dining & Food Services – 765.94K resident visits**, indicating a strong demand for more local restaurants and dining options.
- **Shopping Centers – 756.76K resident visits**, suggesting a lack of diverse retail stores within the county.
- **Apparel & Fashion – 155.74K visits**, showing high demand for local clothing stores.
- **Home Improvement & Furnishings – 159.85K visits**, pointing to a gap in local supply.
- **Superstores – 298.79K visits**, implying residents are frequently traveling to large retail stores outside the county.

2. Most Common Shopping & Dining Destinations

Many Los Alamos residents **travel to Santa Fe, Española, and Albuquerque** for shopping, groceries, and dining. The most visited retail locations include:

- **Santa Fe Place, Plaza Santa Fe, DeVargas Center** – Major **community shopping centers** where residents travel for general retail shopping.
- **Walmart, Sam’s Club, Target, Costco** – High **superstore demand**, with Costco visits averaging **90.55 miles roundtrip** from Los Alamos.
- **Popular Restaurants** – Chick-fil-A, Olive Garden, Buffalo Wild Wings, Raising Cane’s, and other national chains not available locally.
- **Home Improvement Retailers** – Lowe’s, Home Depot, and Harbor Freight attract high numbers of visits from Los Alamos residents.

3. Consumer Spending Trends

- Many residents **spend on apparel, dining, and superstores**, indicating **strong market demand for these sectors locally**.
- **Superstores and department stores** in Santa Fe and Albuquerque capture significant spending, indicating a **missed opportunity for large-scale retailers in Los Alamos**.
- Electronics stores, such as **Best Buy in Santa Fe**, draw Los Alamos consumers, with an **average spend of \$185.59 per visit**.

4. Distance Travelled for Retail

- On average, **Los Alamos residents travel 20-55 miles** for retail, dining, and entertainment.
- **Grocery stores, gas stations, and fast-food locations within Española** receive frequent visits, but for large purchases, people go to Santa Fe and Albuquerque.

Business & Investment Opportunities in Los Alamos

Based on the report's findings, Los Alamos has **clear business opportunities** in:

1. **Fast Food & Full-Service Restaurants** – High dining leakage suggests demand for more **local eateries and national chains**.
 2. **Superstores & Department Stores** – Potential for **big-box retailers** to capture local spending.
 3. **Home Improvement & Furnishings** – Strong demand for **home supply stores** within the county.
 4. **Apparel & Fashion Retail** – A **clothing store expansion** could prevent residents from shopping elsewhere.
 5. **Electronics & Specialty Stores** – Demand for **Best Buy-style electronics stores** exists.
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Conclusion

Los Alamos County has a **significant retail leakage problem**, with many residents traveling outside the area to spend their money. Expanding local retail, dining, and home improvement options could **recapture this lost revenue**, reduce travel times, and improve local economic growth

Suggestions to Recapture Lost Revenue in Los Alamos County

Based on the **Market Outlook Dashboard** and **Leakage Report**, here are **actionable strategies** to **recapture lost revenue** and **fill market gaps**:

1. Expand Food & Beverage Options

Opportunity: High leakage in dining (765.94K visits outside the county)

- **Attract national fast-food chains** (e.g., Chick-fil-A, Raising Cane's, Chipotle, Panera Bread).
 - **Encourage local restaurant startups**, including **ethnic cuisine, casual dining, and late-night options**.
 - **Expand food truck culture** and pop-up food markets to test demand before opening new restaurants.
 - **Incentivize franchise investments** in Los Alamos to keep dining dollars local.
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2. Establish More Retail & Shopping Centers

Opportunity: Major leakage to Santa Fe & Albuquerque malls

- **Develop a local shopping district** or **expand an existing center** to include clothing, department, and specialty stores.
 - **Recruit mid-sized retail chains** like **Ross, TJ Maxx, and Burlington** to provide affordable shopping options.
 - **Encourage pop-up retail markets** for small businesses to test demand before opening stores.
 - **Develop an indoor shopping plaza** with a mix of **apparel, sporting goods, and beauty retailers**.
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3. Attract Big-Box & Superstores

Opportunity: High leakage to Walmart, Target, Costco, and Sam’s Club

- **Establish a local big-box retailer** (e.g., Walmart, Target, or a second grocery superstore).
 - **Expand warehouse shopping options** like Costco or Sam’s Club to capture bulk shoppers.
 - **Encourage grocery chains** to increase their presence (e.g., Trader Joe’s, Whole Foods).
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4. Grow the Home Improvement & Furnishings Sector

Opportunity: High leakage to Lowe’s, Home Depot, and furniture stores

- **Attract home improvement chains** such as Harbor Freight Tools, Ace Hardware, or Tractor Supply Co..
 - **Develop a local furniture store** or partner with existing national brands to establish a showroom.
 - **Encourage a home renovation hub** with contractors, materials, and specialty stores in one location.
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5. Strengthen Local Apparel & Footwear Retail

Opportunity: Residents travel for clothing and shoe shopping

- **Bring in mid-tier clothing retailers** like Old Navy, H&M, or Macy’s Backstage.
 - **Encourage a local boutique scene** with incentives for small clothing and shoe businesses.
 - **Partner with retailers to offer online shopping hubs** with in-store pickup to reduce leakage.
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6. Expand Health, Beauty & Personal Care Services

Opportunity: Leakage in salons, spas, and beauty supply stores

- **Recruit beauty chains** (e.g., Ulta Beauty, Sephora, Sally Beauty Supply).
 - **Encourage medical wellness centers** (e.g., alternative medicine, massage therapy, skincare).
 - **Offer incentives for specialized beauty and self-care businesses** (e.g., nail salons, laser treatments).
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7. Increase Entertainment & Recreation Offerings

Opportunity: Residents leave for entertainment & leisure activities

- **Develop an entertainment complex** (e.g., bowling alley, mini-golf, VR arcade).
 - **Attract a national movie theater chain** with premium seating and food service.
 - **Encourage a performing arts venue or music hall** for local concerts and theater performances.
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8. Improve Gas & Convenience Store Availability

Opportunity: High leakage in gasoline purchases

- **Increase gas station options** with convenience stores offering local products.
 - **Encourage an expansion of alternative fuel stations** (EV charging, hydrogen fuel stations).
 - **Develop quick-stop markets** that provide **fast groceries and snacks**.
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9. Strengthen Local E-Commerce & Delivery Services

Opportunity: Residents rely on online shopping & mail-order houses

- **Create a local e-commerce fulfillment center** to reduce reliance on Amazon.
 - **Partner with major delivery services** to establish **faster local logistics** for online purchases.
 - **Encourage "Buy Local" campaigns** with dedicated apps that connect residents to nearby stores.
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10. Incentivize Small Business Growth & Entrepreneurship

Opportunity: General retail gaps exist in multiple sectors

- **Provide tax breaks & grants** for small businesses opening in underrepresented sectors.
 - **Create business incubator programs** to help local entrepreneurs launch successful retail shops.
 - **Encourage coworking and shared retail spaces** to reduce overhead for new businesses.
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Conclusion

Los Alamos County has **significant opportunities to recapture lost revenue by expanding retail, dining, and entertainment options.** Attracting **national chains, strengthening local businesses, and improving convenience services** can **reduce retail leakage and boost the local economy.**