

# PARADISE PLAZA

Walmart Superstore shadow anchor

25,000+ Traffic Count

National & Regional Tenant Mix



RETAIL LEASING OPPORTUNITY

3245 Mount Moriah Ave | Owensboro, KY 42303 > **For Lease** | \$20.00 SF/yr (NNN)



### OFFERING SUMMARY

Lease Rate:	\$20.00 SF/yr (NNN)
Building Size:	20,060 SF
Available SF:	2,280 SF
Lot Size:	1.748 Acres
Year Built:	2008
Zoning:	B-4
Submarket:	Hwy 54 Retail Corridor

### PROPERTY OVERVIEW

This convenience strip center has one space available - Unit 4 can be available in as little as 30 days being currently used by Beauty Plus. There is an existing slatwall, check-out counter, and other amenities perfectly suited for retail business. This space could easily be converted into a Barber Shop/Salon, restaurant, etc.

### LOCATION OVERVIEW

Located in highway 54 corridor. Shadow anchored by a Walmart Superstore, the co-tenants include GameStop, Peach Cobbler Factory, LabCorp, Gateway Urgent Care , Boutique 54 among others.

### PROPERTY HIGHLIGHTS

- Walmart Superstore shadow anchor
- 25,000+ Traffic Count
- National & Regional Tenant Mix



**BO BARRON, CCIM** Managing Director  
bo@wgbarron.com (P) 270.926.1101 x170 (C) 270.313.2444

**TODD HUMPHREYS** Advisor  
todd@wgbarron.com (P) 270.926.1101 x120 (C) 270.929.1236



3245 Mount Moriah Ave | Owensboro, KY 42303 ➤ For Lease | \$20.00 SF/yr (NNN)



**BO BARRON, CCIM** Managing Director  
bo@wgbarron.com (P) 270.926.1101 x170 (C) 270.313.2444

**TODD HUMPHREYS** Advisor  
todd@wgbarron.com (P) 270.926.1101 x120 (C) 270.929.1236



3245 Mount Moriah Ave | Owensboro, KY 42303 ➤ For Lease | \$20.00 SF/yr (NNN)

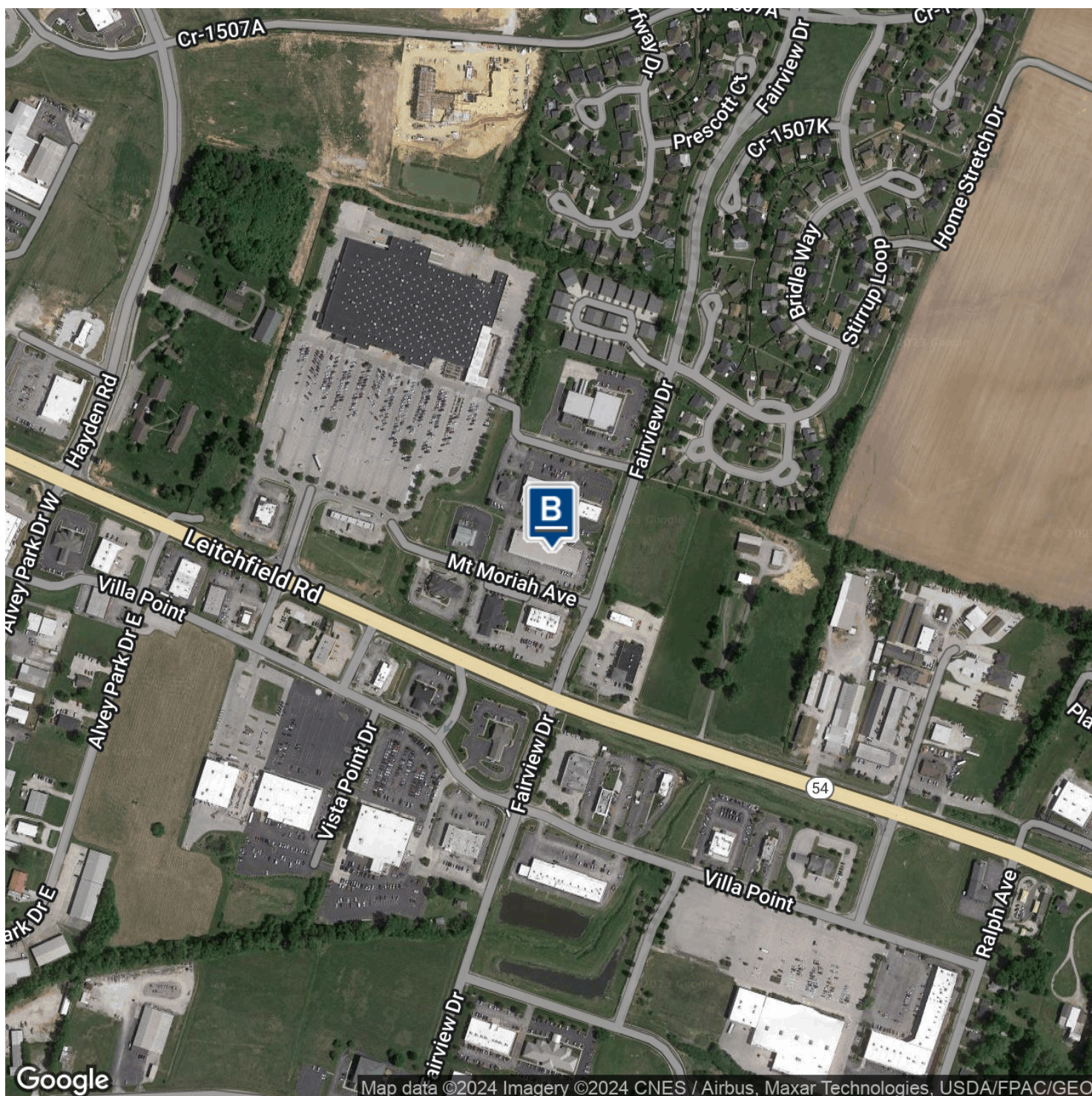


**BO BARRON, CCIM** Managing Director  
bo@wgbarron.com (P) 270.926.1101 x170 (C) 270.313.2444

**TODD HUMPHREYS** Advisor  
todd@wgbarron.com (P) 270.926.1101 x120 (C) 270.929.1236



3245 Mount Moriah Ave | Owensboro, KY 42303 ➤ **For Lease** | \$20.00 SF/yr (NNN)



**BO BARRON, CCIM** Managing Director  
bo@wgbarron.com (P) 270.926.1101 x170 (C) 270.313.2444  
**TODD HUMPHREYS** Advisor  
todd@wgbarron.com (P) 270.926.1101 x120 (C) 270.929.1236



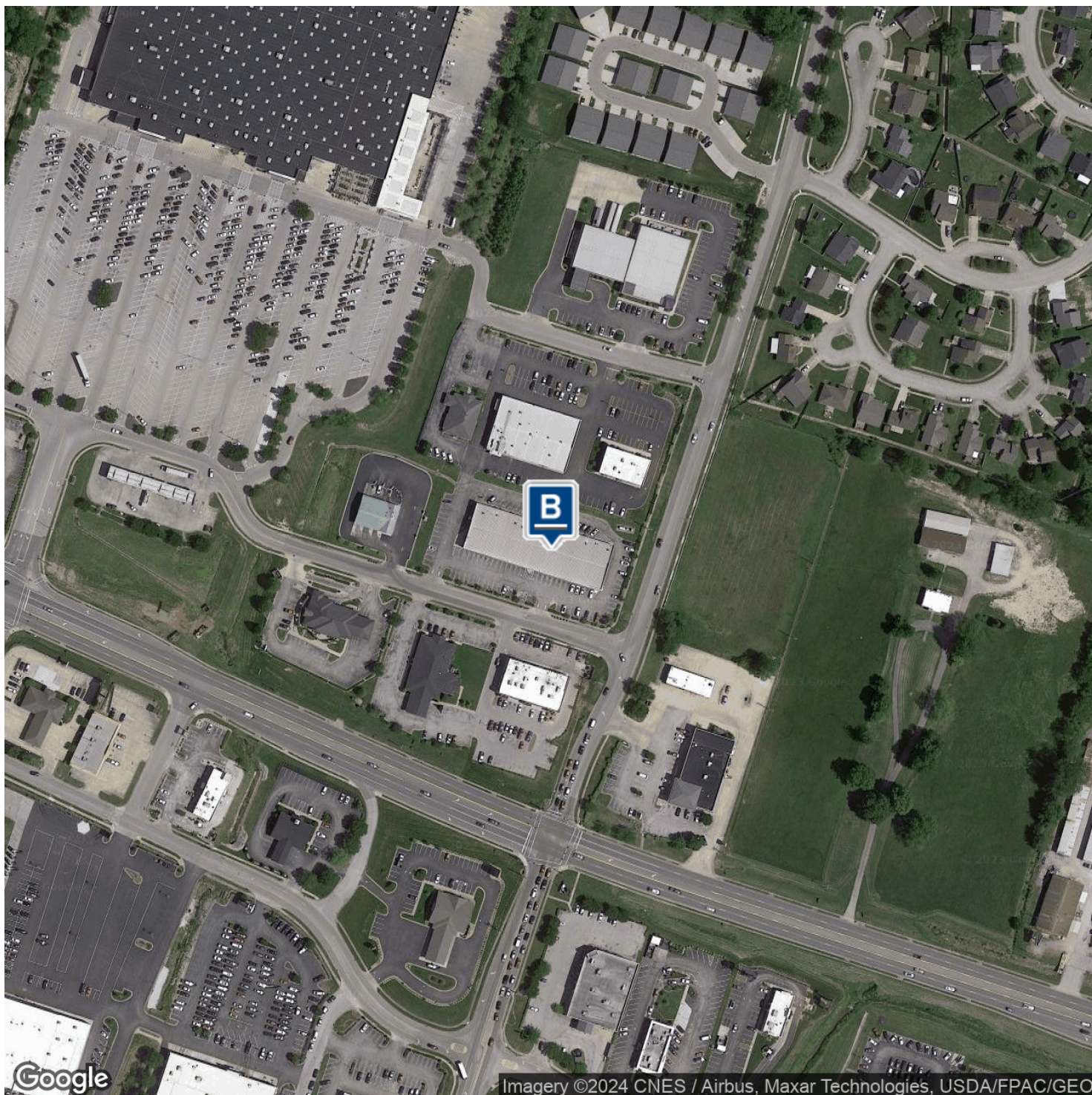
3245 Mount Moriah Ave | Owensboro, KY 42303



**For Lease**



**\$20.00 SF/yr (NNN)**



Imagery ©2024 CNES / Airbus, Maxar Technologies, USDA/FPAC/GEO



**BO BARRON, CCIM** Managing Director  
bo@wgbarron.com (P) 270.926.1101 x170 (C) 270.313.2444

**TODD HUMPHREYS** Advisor  
todd@wgbarron.com (P) 270.926.1101 x120 (C) 270.929.1236

We obtained the information above from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. It is submitted subject to the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and they may not represent current or future performance of the property. You and your tax and legal advisors should conduct your own investigation of the property and transaction

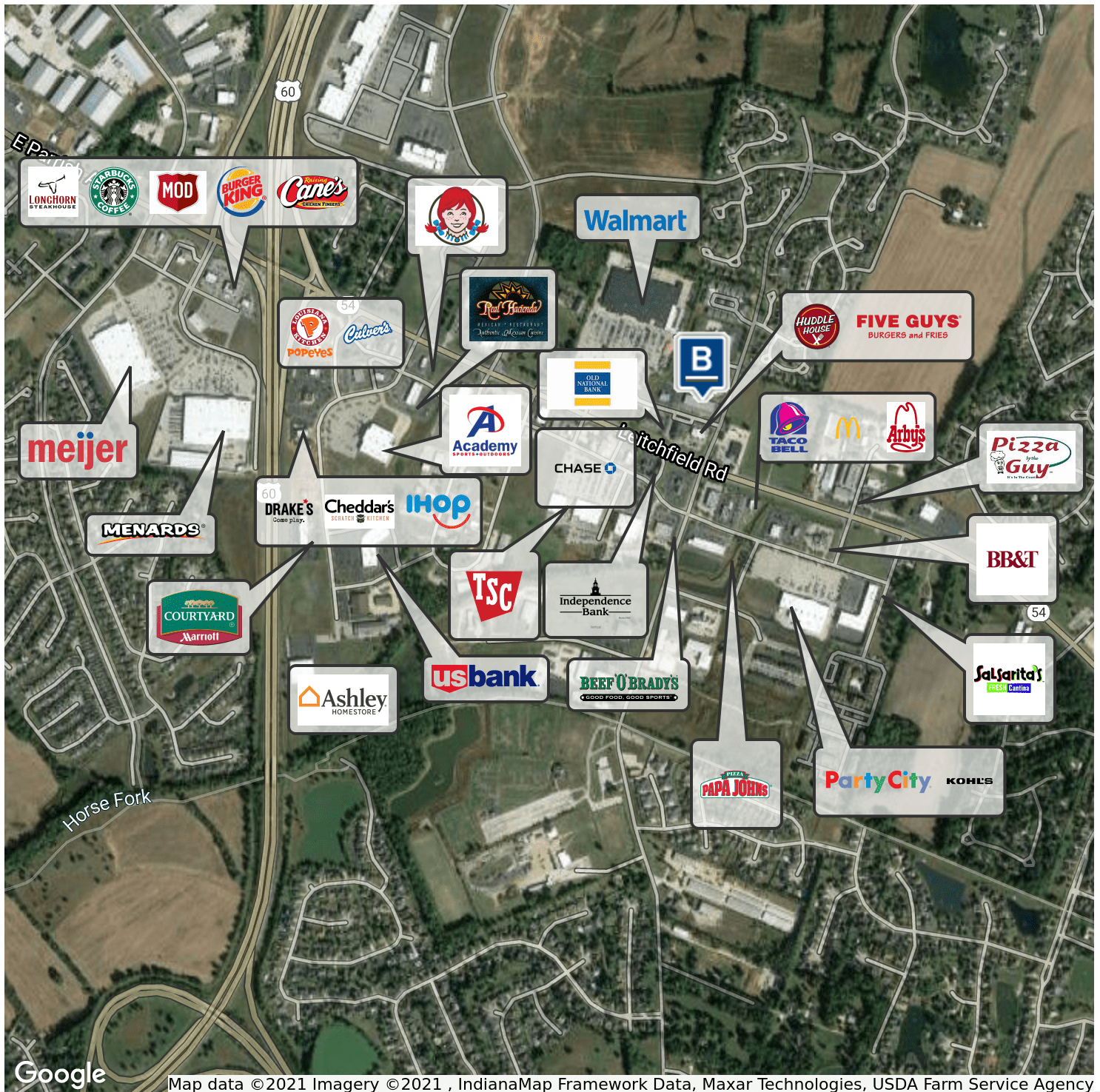


3245 Mount Moriah Ave | Owensboro, KY 42303



For Lease

| \$20.00 SF/yr (NNN)



**BO BARRON, CCIM** Managing Director  
 bo@wgbarron.com (P) 270.926.1101 x170 (C) 270.313.2444

**TODD HUMPHREYS** Advisor  
 todd@wgbarron.com (P) 270.926.1101 x120 (C) 270.929.1236

## Executive Summary

3245 Mt Moriah Ave, Owensboro, Kentucky, 42303  
Drive Time: 5, 10, 15 minute radii

Prepared by Bo Barron, CCIM

Latitude: 37.75452

Longitude: -87.05943

	5 minutes	10 minutes	15 minutes
<b>Population</b>			
2000 Population	7,897	44,293	77,529
2010 Population	10,174	47,423	82,048
2021 Population	11,642	50,609	87,218
2026 Population	12,195	51,935	89,428
2000-2010 Annual Rate	2.57%	0.69%	0.57%
2010-2021 Annual Rate	1.21%	0.58%	0.54%
2021-2026 Annual Rate	0.93%	0.52%	0.50%
2021 Male Population	48.3%	48.8%	48.5%
2021 Female Population	51.7%	51.2%	51.5%
2021 Median Age	40.2	40.6	40.3

In the identified area, the current year population is 87,218. In 2010, the Census count in the area was 82,048. The rate of change since 2010 was 0.54% annually. The five-year projection for the population in the area is 89,428 representing a change of 0.50% annually from 2021 to 2026. Currently, the population is 48.5% male and 51.5% female.

### Median Age

The median age in this area is 40.2, compared to U.S. median age of 38.5.

### Race and Ethnicity

2021 White Alone	92.5%	89.5%	88.0%
2021 Black Alone	2.6%	4.7%	6.0%
2021 American Indian/Alaska Native Alone	0.1%	0.1%	0.1%
2021 Asian Alone	1.5%	1.0%	0.8%
2021 Pacific Islander Alone	0.0%	0.2%	0.1%
2021 Other Race	1.1%	1.8%	1.8%
2021 Two or More Races	2.1%	2.8%	3.1%
2021 Hispanic Origin (Any Race)	1.9%	4.1%	3.9%

Persons of Hispanic origin represent 3.9% of the population in the identified area compared to 18.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 27.9 in the identified area, compared to 65.4 for the U.S. as a whole.

### Households

2021 Wealth Index	95	70	66
2000 Households	2,866	17,885	31,111
2010 Households	3,810	19,111	33,296
2021 Total Households	4,366	20,442	35,551
2026 Total Households	4,575	21,015	36,529
2000-2010 Annual Rate	2.89%	0.67%	0.68%
2010-2021 Annual Rate	1.22%	0.60%	0.58%
2021-2026 Annual Rate	0.94%	0.55%	0.54%
2021 Average Household Size	2.62	2.37	2.38

The household count in this area has changed from 33,296 in 2010 to 35,551 in the current year, a change of 0.58% annually. The five-year projection of households is 36,529, a change of 0.54% annually from the current year total. Average household size is currently 2.38, compared to 2.39 in the year 2010. The number of families in the current year is 22,465 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

November 09, 2021



## Executive Summary

3245 Mt Moriah Ave, Owensboro, Kentucky, 42303  
Drive Time: 5, 10, 15 minute radii

Prepared by Bo Barron, CCIM

Latitude: 37.75452  
Longitude: -87.05943

	5 minutes	10 minutes	15 minutes
<b>Mortgage Income</b>			
2021 Percent of Income for Mortgage	12.5%	13.2%	13.0%
<b>Median Household Income</b>			
2021 Median Household Income	\$64,458	\$49,784	\$48,400
2026 Median Household Income	\$70,991	\$54,974	\$53,700
2021-2026 Annual Rate	1.95%	2.00%	2.10%
<b>Average Household Income</b>			
2021 Average Household Income	\$84,733	\$68,813	\$66,575
2026 Average Household Income	\$95,201	\$77,423	\$74,751
2021-2026 Annual Rate	2.36%	2.39%	2.34%
<b>Per Capita Income</b>			
2021 Per Capita Income	\$32,011	\$27,780	\$27,181
2026 Per Capita Income	\$35,970	\$31,301	\$30,577
2021-2026 Annual Rate	2.36%	2.42%	2.38%
<b>Households by Income</b>			

Current median household income is \$48,400 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$53,700 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$66,575 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$74,751 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$27,181 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$30,577 in five years, compared to \$39,378 for all U.S. households

<b>Housing</b>			
2021 Housing Affordability Index	181	170	175
2000 Total Housing Units	3,006	19,158	33,176
2000 Owner Occupied Housing Units	2,293	12,167	21,050
2000 Renter Occupied Housing Units	572	5,718	10,061
2000 Vacant Housing Units	141	1,273	2,065
2010 Total Housing Units	3,955	20,633	35,685
2010 Owner Occupied Housing Units	3,064	12,782	21,779
2010 Renter Occupied Housing Units	746	6,329	11,517
2010 Vacant Housing Units	145	1,522	2,389
2021 Total Housing Units	4,485	21,929	37,928
2021 Owner Occupied Housing Units	3,263	13,371	22,922
2021 Renter Occupied Housing Units	1,103	7,070	12,629
2021 Vacant Housing Units	119	1,487	2,377
2026 Total Housing Units	4,695	22,508	38,918
2026 Owner Occupied Housing Units	3,470	14,009	24,012
2026 Renter Occupied Housing Units	1,105	7,006	12,516
2026 Vacant Housing Units	120	1,493	2,389

Currently, 60.4% of the 37,928 housing units in the area are owner occupied; 33.3%, renter occupied; and 6.3% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 35,685 housing units in the area - 61.0% owner occupied, 32.3% renter occupied, and 6.7% vacant. The annual rate of change in housing units since 2010 is 2.75%. Median home value in the area is \$149,854, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 4.02% annually to \$182,474.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

November 09, 2021



# Retail MarketPlace Profile

3245 Mt Moriah Ave, Owensboro, Kentucky, 42303  
Drive Time: 5 minute radius

Prepared by Bo Barron, CCIM  
Latitude: 37.75452  
Longitude: -87.05943

## Summary Demographics

2021 Population	11,642
2021 Households	4,366
2021 Median Disposable Income	\$51,927
2021 Per Capita Income	\$32,011

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$175,193,407	\$342,152,894	-\$166,959,487	-32.3	83
Total Retail Trade	44-45	\$158,529,225	\$313,682,218	-\$155,152,993	-32.9	49
Total Food & Drink	722	\$16,664,183	\$28,470,676	-\$11,806,493	-26.2	34
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$34,576,080	\$94,088,352	-\$59,512,272	-46.3	7
Automobile Dealers	4411	\$27,620,495	\$92,674,510	-\$65,054,015	-54.1	4
Other Motor Vehicle Dealers	4412	\$3,575,017	\$0	\$3,575,017	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,380,569	\$1,366,314	\$2,014,255	42.4	2
Furniture & Home Furnishings Stores	442	\$4,850,473	\$3,998,747	\$851,726	9.6	2
Furniture Stores	4421	\$2,916,451	\$3,533,537	-\$617,086	-9.6	2
Home Furnishings Stores	4422	\$1,934,022	\$0	\$1,934,022	100.0	0
Electronics & Appliance Stores	443	\$3,698,379	\$826,207	\$2,872,172	63.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,421,318	\$38,042,182	-\$26,620,864	-53.8	7
Bldg Material & Supplies Dealers	4441	\$10,907,512	\$37,572,101	-\$26,664,589	-55.0	6
Lawn & Garden Equip & Supply Stores	4442	\$513,806	\$470,081	\$43,725	4.4	1
Food & Beverage Stores	445	\$27,814,388	\$53,440,195	-\$25,625,807	-31.5	6
Grocery Stores	4451	\$24,472,920	\$51,687,033	-\$27,214,113	-35.7	3
Specialty Food Stores	4452	\$923,374	\$220,629	\$702,745	61.4	1
Beer, Wine & Liquor Stores	4453	\$2,418,094	\$1,532,533	\$885,561	22.4	2
Health & Personal Care Stores	446,4461	\$10,096,256	\$12,619,340	-\$2,523,084	-11.1	8
Gasoline Stations	447,4471	\$18,680,478	\$18,169,667	\$510,811	1.4	4
Clothing & Clothing Accessories Stores	448	\$6,908,658	\$0	\$6,908,658	100.0	0
Clothing Stores	4481	\$4,357,122	\$0	\$4,357,122	100.0	0
Shoe Stores	4482	\$1,319,996	\$0	\$1,319,996	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,231,539	\$0	\$1,231,539	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,474,447	\$25,921,934	-\$22,447,487	-76.4	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,760,499	\$25,921,934	-\$23,161,435	-80.8	4
Book, Periodical & Music Stores	4512	\$713,948	\$0	\$713,948	100.0	0
General Merchandise Stores	452	\$29,002,423	\$64,104,155	-\$35,101,732	-37.7	4
Department Stores Excluding Leased Depts.	4521	\$21,387,671	\$62,026,510	-\$40,638,839	-48.7	2
Other General Merchandise Stores	4529	\$7,614,752	\$2,077,645	\$5,537,107	57.1	2
Miscellaneous Store Retailers	453	\$6,222,615	\$2,451,335	\$3,771,280	43.5	7
Florists	4531	\$270,215	\$0	\$270,215	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,194,121	\$617,619	\$576,502	31.8	2
Used Merchandise Stores	4533	\$657,422	\$957,403	-\$299,981	-18.6	1
Other Miscellaneous Store Retailers	4539	\$4,100,858	\$876,312	\$3,224,546	64.8	3
Nonstore Retailers	454	\$1,783,710	\$0	\$1,783,710	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$905,344	\$0	\$905,344	100.0	0
Vending Machine Operators	4542	\$263,785	\$0	\$263,785	100.0	0
Direct Selling Establishments	4543	\$614,580	\$0	\$614,580	100.0	0
Food Services & Drinking Places	722	\$16,664,183	\$28,470,676	-\$11,806,493	-26.2	34
Special Food Services	7223	\$467,360	\$291,752	\$175,608	23.1	1
Drinking Places - Alcoholic Beverages	7224	\$356,729	\$2,630,359	-\$2,273,630	-76.1	1
Restaurants/Other Eating Places	7225	\$15,840,093	\$25,548,565	-\$9,708,472	-23.5	32

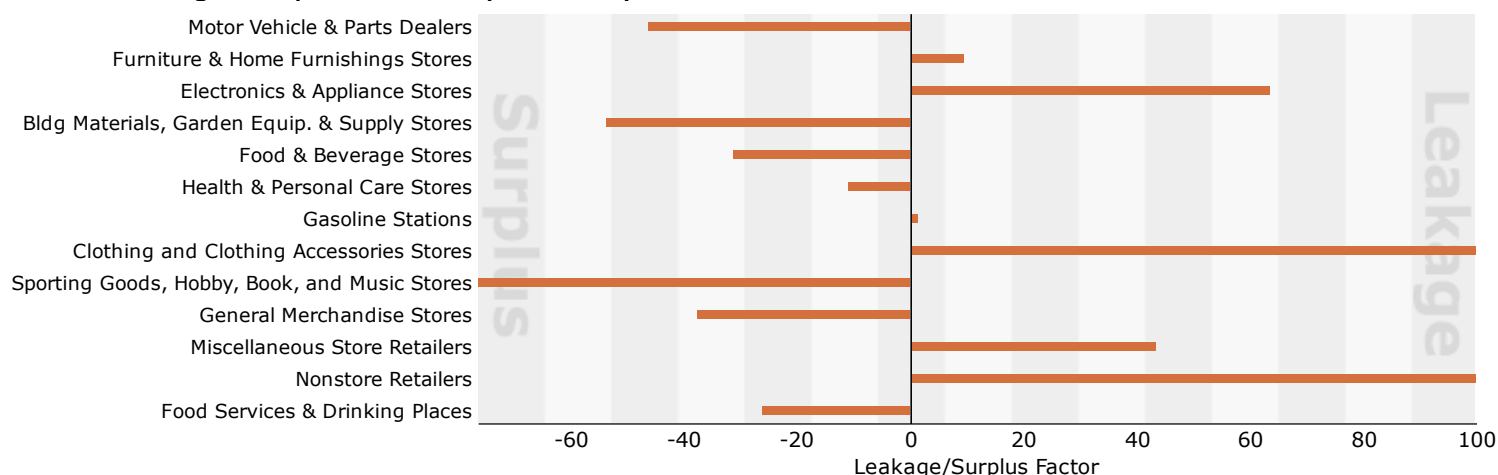
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

3245 Mt Moriah Ave, Owensboro, Kentucky, 42303  
Drive Time: 10 minute radius

Prepared by Bo Barron, CCIM  
Latitude: 37.75452  
Longitude: -87.05943

## Summary Demographics

2021 Population	50,609
2021 Households	20,442
2021 Median Disposable Income	\$40,848
2021 Per Capita Income	\$27,780

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$637,100,988	\$1,212,515,081	-\$575,414,093	-31.1	494
Total Retail Trade	44-45	\$577,298,378	\$1,108,099,248	-\$530,800,870	-31.5	363
Total Food & Drink	722	\$59,802,610	\$104,415,832	-\$44,613,222	-27.2	131
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$125,845,693	\$399,829,669	-\$273,983,976	-52.1	60
Automobile Dealers	4411	\$100,682,875	\$356,294,371	-\$255,611,496	-55.9	29
Other Motor Vehicle Dealers	4412	\$12,834,004	\$3,577,655	\$9,256,349	56.4	4
Auto Parts, Accessories & Tire Stores	4413	\$12,328,813	\$39,957,644	-\$27,628,831	-52.8	27
Furniture & Home Furnishings Stores	442	\$17,218,643	\$42,436,309	-\$25,217,666	-42.3	24
Furniture Stores	4421	\$10,523,471	\$15,394,765	-\$4,871,294	-18.8	15
Home Furnishings Stores	4422	\$6,695,172	\$27,041,543	-\$20,346,371	-60.3	9
Electronics & Appliance Stores	443	\$13,384,881	\$25,675,696	-\$12,290,815	-31.5	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,059,437	\$119,640,877	-\$79,581,440	-49.8	40
Bldg Material & Supplies Dealers	4441	\$38,218,270	\$116,505,106	-\$78,286,836	-50.6	35
Lawn & Garden Equip & Supply Stores	4442	\$1,841,167	\$3,135,771	-\$1,294,604	-26.0	5
Food & Beverage Stores	445	\$102,398,173	\$94,940,295	\$7,457,878	3.8	31
Grocery Stores	4451	\$90,217,262	\$87,703,720	\$2,513,542	1.4	19
Specialty Food Stores	4452	\$3,414,887	\$1,051,118	\$2,363,769	52.9	5
Beer, Wine & Liquor Stores	4453	\$8,766,024	\$6,185,457	\$2,580,567	17.3	7
Health & Personal Care Stores	446,4461	\$37,342,104	\$38,087,754	-\$745,650	-1.0	26
Gasoline Stations	447,4471	\$69,096,091	\$68,120,491	\$975,600	0.7	23
Clothing & Clothing Accessories Stores	448	\$24,720,697	\$27,518,249	-\$2,797,552	-5.4	31
Clothing Stores	4481	\$15,662,162	\$19,816,325	-\$4,154,163	-11.7	23
Shoe Stores	4482	\$4,687,301	\$6,257,605	-\$1,570,304	-14.3	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,371,234	\$1,444,318	\$2,926,916	50.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$12,483,021	\$56,199,526	-\$43,716,505	-63.7	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,880,646	\$54,812,024	-\$44,931,378	-69.5	19
Book, Periodical & Music Stores	4512	\$2,602,375	\$1,387,502	\$1,214,873	30.4	2
General Merchandise Stores	452	\$105,006,236	\$215,195,433	-\$110,189,197	-34.4	22
Department Stores Excluding Leased Depts.	4521	\$77,101,411	\$159,352,434	-\$82,251,023	-34.8	8
Other General Merchandise Stores	4529	\$27,904,825	\$55,843,000	-\$27,938,175	-33.4	15
Miscellaneous Store Retailers	453	\$23,119,239	\$18,297,308	\$4,821,931	11.6	64
Florists	4531	\$940,027	\$1,113,165	-\$173,138	-8.4	5
Office Supplies, Stationery & Gift Stores	4532	\$4,271,498	\$4,463,278	-\$191,780	-2.2	16
Used Merchandise Stores	4533	\$2,383,191	\$4,026,254	-\$1,643,063	-25.6	15
Other Miscellaneous Store Retailers	4539	\$15,524,523	\$8,694,612	\$6,829,911	28.2	28
Nonstore Retailers	454	\$6,624,163	\$2,157,642	\$4,466,521	50.9	5
Electronic Shopping & Mail-Order Houses	4541	\$3,295,016	\$1,412,146	\$1,882,870	40.0	2
Vending Machine Operators	4542	\$971,480	\$159,997	\$811,483	71.7	1
Direct Selling Establishments	4543	\$2,357,667	\$585,499	\$1,772,168	60.2	2
Food Services & Drinking Places	722	\$59,802,610	\$104,415,832	-\$44,613,222	-27.2	131
Special Food Services	7223	\$1,634,785	\$778,506	\$856,279	35.5	3
Drinking Places - Alcoholic Beverages	7224	\$1,290,516	\$3,908,166	-\$2,617,650	-50.4	5
Restaurants/Other Eating Places	7225	\$56,877,309	\$99,729,160	-\$42,851,851	-27.4	123

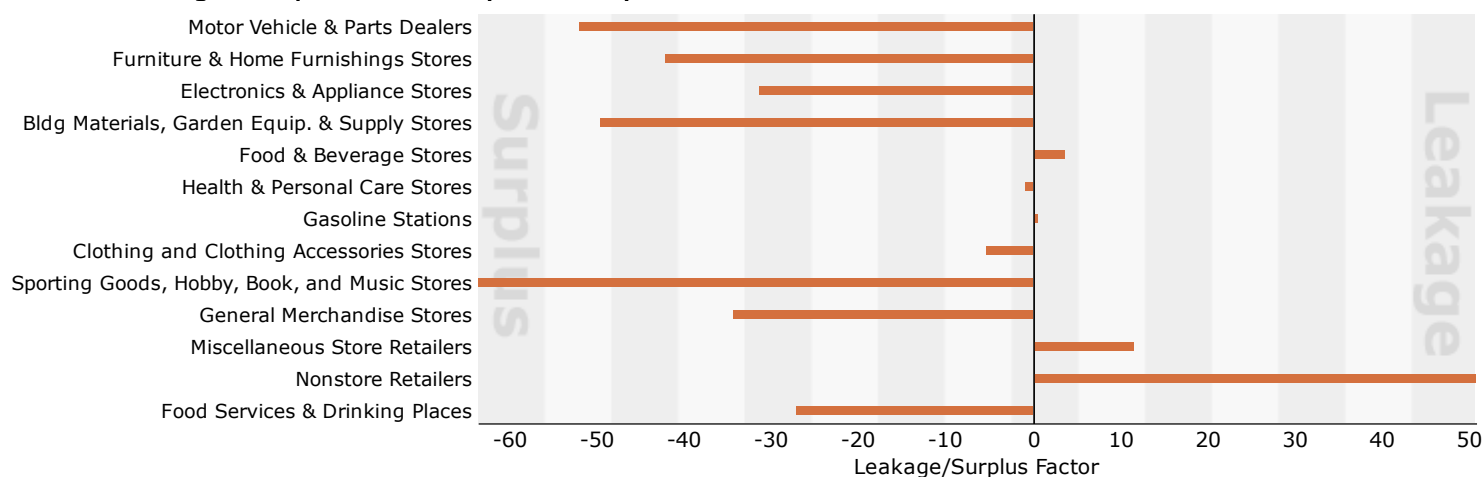
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

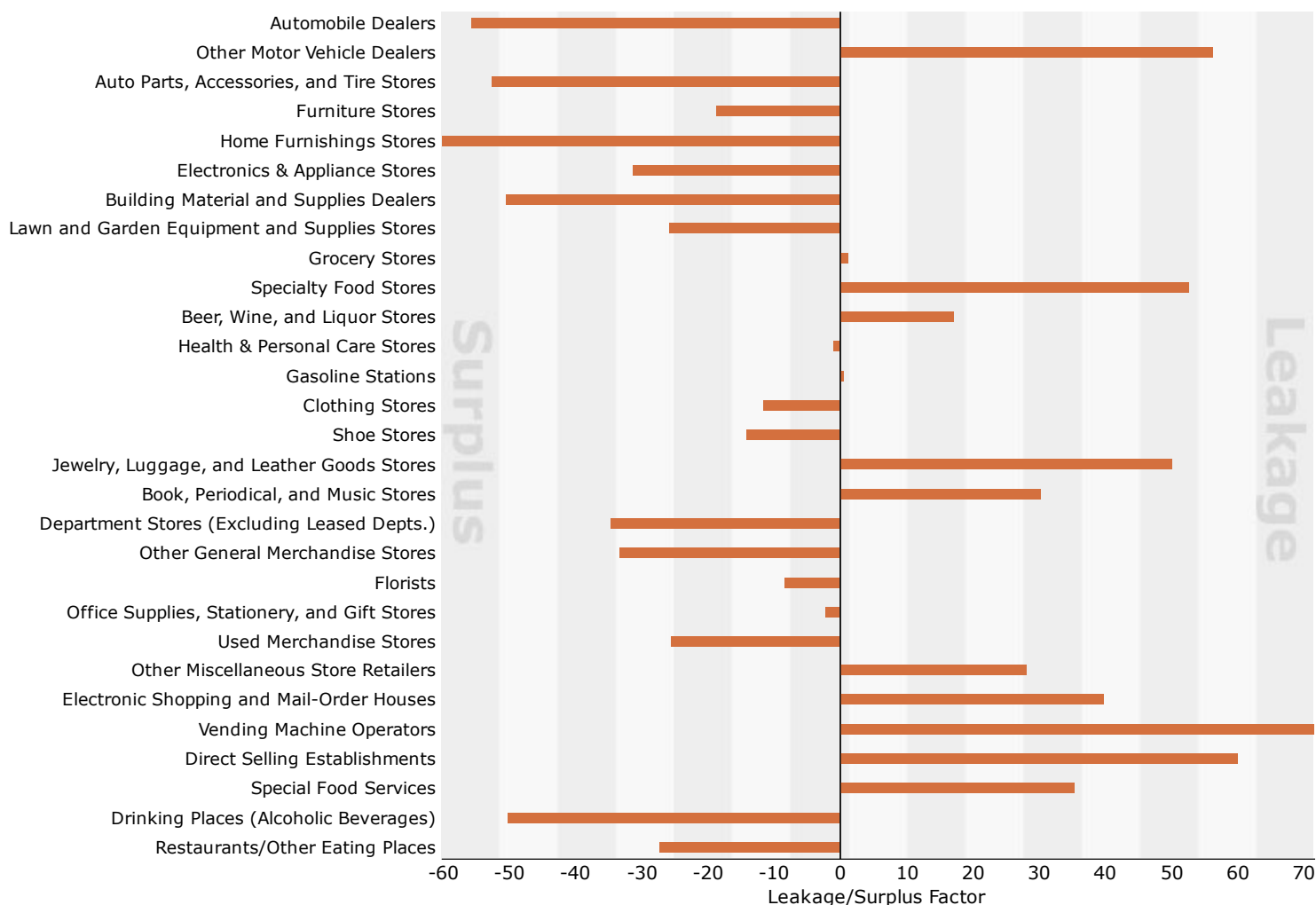
**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



# Retail MarketPlace Profile

3245 Mt Moriah Ave, Owensboro, Kentucky, 42303  
Drive Time: 15 minute radius

Prepared by Bo Barron, CCIM  
Latitude: 37.75452  
Longitude: -87.05943

## Summary Demographics

2021 Population	87,218
2021 Households	35,551
2021 Median Disposable Income	\$40,107
2021 Per Capita Income	\$27,181

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,049,775,841	\$1,636,863,573	-\$587,087,732	-21.9	687
Total Retail Trade	44-45	\$951,578,625	\$1,478,345,967	-\$526,767,342	-21.7	507
Total Food & Drink	722	\$98,197,216	\$158,517,606	-\$60,320,390	-23.5	180
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$207,562,649	\$458,571,171	-\$251,008,522	-37.7	78
Automobile Dealers	4411	\$166,105,879	\$393,847,505	-\$227,741,626	-40.7	38
Other Motor Vehicle Dealers	4412	\$21,131,069	\$5,724,830	\$15,406,239	57.4	6
Auto Parts, Accessories & Tire Stores	4413	\$20,325,701	\$58,998,836	-\$38,673,135	-48.8	34
Furniture & Home Furnishings Stores	442	\$28,278,062	\$91,995,175	-\$63,717,113	-53.0	30
Furniture Stores	4421	\$17,317,702	\$16,319,484	\$998,218	3.0	18
Home Furnishings Stores	4422	\$10,960,360	\$75,675,692	-\$64,715,332	-74.7	12
Electronics & Appliance Stores	443	\$21,992,075	\$29,888,979	-\$7,896,904	-15.2	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$65,788,887	\$154,757,307	-\$88,968,420	-40.3	57
Bldg Material & Supplies Dealers	4441	\$62,754,216	\$150,752,375	-\$87,998,159	-41.2	49
Lawn & Garden Equip & Supply Stores	4442	\$3,034,671	\$4,004,931	-\$970,260	-13.8	8
Food & Beverage Stores	445	\$168,962,240	\$132,850,196	\$36,112,044	12.0	48
Grocery Stores	4451	\$148,931,619	\$120,869,535	\$28,062,084	10.4	31
Specialty Food Stores	4452	\$5,641,110	\$1,252,237	\$4,388,873	63.7	6
Beer, Wine & Liquor Stores	4453	\$14,389,511	\$10,728,424	\$3,661,087	14.6	11
Health & Personal Care Stores	446,4461	\$61,727,035	\$56,790,284	\$4,936,751	4.2	41
Gasoline Stations	447,4471	\$114,271,630	\$102,084,850	\$12,186,780	5.6	38
Clothing & Clothing Accessories Stores	448	\$40,548,065	\$45,899,137	-\$5,351,072	-6.2	43
Clothing Stores	4481	\$25,723,958	\$33,214,455	-\$7,490,497	-12.7	29
Shoe Stores	4482	\$7,691,433	\$10,011,418	-\$2,319,985	-13.1	8
Jewelry, Luggage & Leather Goods Stores	4483	\$7,132,673	\$2,673,265	\$4,459,408	45.5	6
Sporting Goods, Hobby, Book & Music Stores	451	\$20,498,868	\$62,628,205	-\$42,129,337	-50.7	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,221,793	\$60,232,931	-\$44,011,138	-57.6	27
Book, Periodical & Music Stores	4512	\$4,277,076	\$2,395,273	\$1,881,803	28.2	4
General Merchandise Stores	452	\$172,818,011	\$287,096,676	-\$114,278,665	-24.8	33
Department Stores Excluding Leased Depts.	4521	\$126,788,645	\$189,703,210	-\$62,914,565	-19.9	11
Other General Merchandise Stores	4529	\$46,029,366	\$97,393,466	-\$51,364,100	-35.8	22
Miscellaneous Store Retailers	453	\$38,179,991	\$25,386,832	\$12,793,159	20.1	84
Florists	4531	\$1,540,816	\$1,206,129	\$334,687	12.2	6
Office Supplies, Stationery & Gift Stores	4532	\$7,013,020	\$5,951,087	\$1,061,933	8.2	22
Used Merchandise Stores	4533	\$3,917,051	\$6,537,757	-\$2,620,706	-25.1	21
Other Miscellaneous Store Retailers	4539	\$25,709,104	\$11,691,859	\$14,017,245	37.5	35
Nonstore Retailers	454	\$10,951,111	\$30,397,158	-\$19,446,047	-47.0	8
Electronic Shopping & Mail-Order Houses	4541	\$5,423,387	\$5,514,185	-\$90,798	-0.8	3
Vending Machine Operators	4542	\$1,603,179	\$24,246,086	-\$22,642,907	-87.6	3
Direct Selling Establishments	4543	\$3,924,545	\$636,887	\$3,287,658	72.1	2
Food Services & Drinking Places	722	\$98,197,216	\$158,517,606	-\$60,320,390	-23.5	180
Special Food Services	7223	\$2,683,750	\$11,055,807	-\$8,372,057	-60.9	6
Drinking Places - Alcoholic Beverages	7224	\$2,119,739	\$5,277,249	-\$3,157,510	-42.7	8
Restaurants/Other Eating Places	7225	\$93,393,727	\$142,184,549	-\$48,790,822	-20.7	166

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

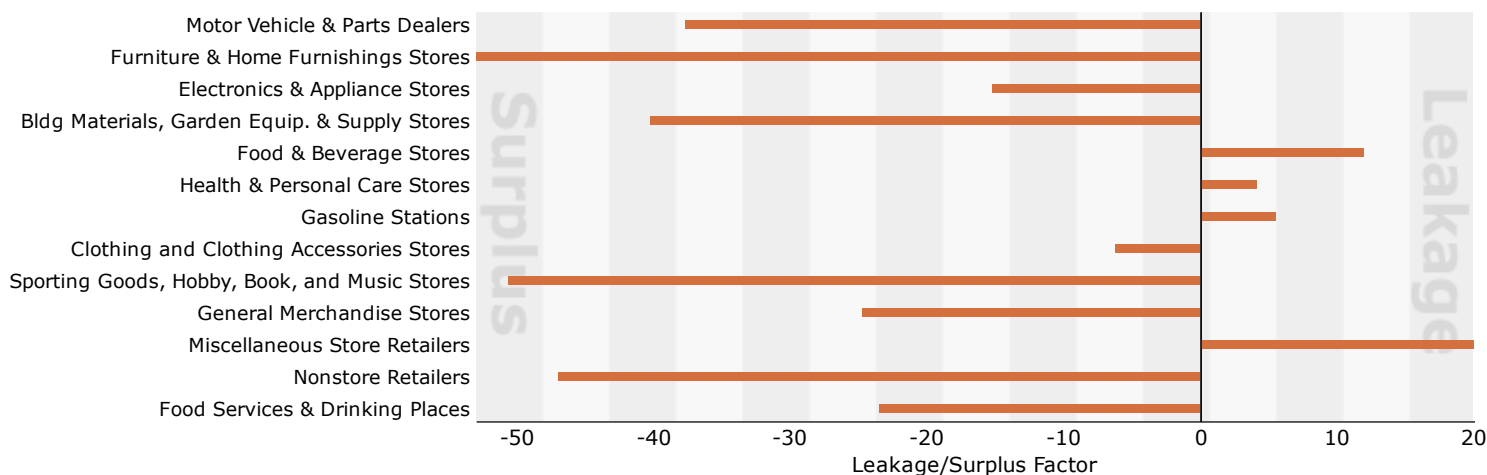
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 09, 2021



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



3245 Mount Moriah Ave | Owensboro, KY 42303 > **For Lease** | \$20.00 SF/yr (NNN)**BO BARRON, CCIM****Managing Director**

bo@wgbarron.com

Direct: **270.926.1101 x170** | Cell: **270.313.2444**

KY #207674

**PROFESSIONAL BACKGROUND**

In a world where the commercial real estate landscape is complex and ever-changing, Bo Barron, CEO of Barron Commercial Group, serves as a trusted guide. Bo understands the challenges and opportunities that clients face when navigating commercial real estate decisions. As a third-generation leader in the industry and a former Marine, Bo is on a mission to empower investors, owners, and users of commercial real estate.

The journey with Bo and his team at BCG begins with the understanding that success in the commercial real estate sector requires more than just transactions. It requires a strategic partner who can help clients overcome obstacles, seize opportunities, and achieve their financial goals. With a track record of increasing revenue by 397% since taking over the company, Bo has a proven strategy to help clients thrive.

In addition to his work at BCG, Bo and his brother Timmy co-host the podcast Commercially Speaking, turning complex real estate concepts into accessible and engaging discussions. Listeners are equipped with valuable insights, helping them make informed decisions about their investments.

Bo also contributes to the broader commercial real estate community as a Senior Instructor at the CCIM Institute. He educates aspiring professionals and serves on the CCIM Foundation Board, supporting veterans and minorities in their career development. By providing these resources, Bo helps others avoid the pitfalls he's learned to navigate.

Bo's vision for the future is ambitious but grounded in a proven strategy. This growth will be driven by attracting top talent, fostering a collaborative culture, and leveraging advanced technology. This strategy ensures that clients not only survive in the commercial real estate market but thrive.

Bo Barron is more than a leader in commercial real estate; he's a guide who empowers clients to reach their financial goals. His commitment to excellence, education, and client success positions him as an invaluable partner in your commercial real estate journey. With Bo and the Barron Commercial Group, you're not just investing in property; you're investing in a brighter, more prosperous future.

**EDUCATION**

B.A. Organizational Communication - Murray State University

A.A Arabic Language - Defense Language Institute at the Presidio of Monterrey, California

**BO BARRON, CCIM** Managing Director

bo@wgbarron.com (P) 270.926.1101 x170 (C) 270.313.2444

**TODD HUMPHREYS** Advisor

todd@wgbarron.com (P) 270.926.1101 x120 (C) 270.929.1236



3245 Mount Moriah Ave | Owensboro, KY 42303

**For Lease****\$20.00 SF/yr (NNN)****TODD HUMPHREYS****Advisor**

todd@wgbarron.com

Direct: **270.926.1101 x120** | Cell: **270.929.1236**

KY #222972

**PROFESSIONAL BACKGROUND**

Todd began his career in 1986 as a retail sales manager for Kinney Shoe Corporation. He moved over to finance after 5 years in retail sales management to work for ITT Financial as a Branch Manager.

Moving from a finance company to a bank after 2 years, Todd performed many positions at three different banks over a 20 year period. He was a branch manager, mortgage loan officer, Business Banking Officer overseeing 10 branches to finally a Vice President of Commercial Lending his last 5 years of his banking career.

Then, in 2009, Todd entered real estate development and property management with Gateway Commercial Properties. Gateway developed 7 acres adjacent to Walmart on highway 54 in Owensboro, KY building two retail strip centers that Todd fully leased. He still manages the properties today as president of Gateway Property Management and Leasing. Gateway Commercial also sold land to Goodwill Industries as well as sold land and built offices for Kentucky Farm Bureau and Davita Dialysis.

In 2020, Todd joined forces with Owensboro's only dedicated Commercial Real Estate brokerage firm, Barron Commercial Group. Barron has deep roots in Owensboro with over a 50 year history in commercial real estate sales and leasing, development, and property management as well as tenant representation. Barron has developed a network of commercial real estate relationships extending to every major market in the United States. Whether the need is local or national, we have the experience and expertise, the tools, and the people to get the job done.

**EDUCATION**

Studied Business at Western Kentucky University.

**MEMBERSHIPS**

Kids Football League, Co-founder & Past President, Coach (2013-2018)  
 ODCYFL Football Coach ( 1992-2002, 2009-2012 )  
 Daviess County Middle School Football Coach (2016)  
 EDC Little League Baseball Coach ( 2012-2016 )  
 Southern Little League Baseball Coach ( 1994-1999)  
 Highland Playground Softball Coach ( 2000-2003 )  
 Meadowlands Playground Baseball Coach (2008-2011 )  
 Junior Achievement, Instructor (1997-2014)  
 Boulware Center, Fundraising Committee (2006-2007)  
 Habitat for Humanity Owensboro, Fundraising Chairman (1998-2001)  
 Community Coordinator for Daviess County High School Football ( 2018-present)



**BO BARRON, CCIM** Managing Director  
 bo@wgbarron.com (P) 270.926.1101 x170 (C) 270.313.2444

**TODD HUMPHREYS** Advisor  
 todd@wgbarron.com (P) 270.926.1101 x120 (C) 270.929.1236