

# Battle Mountain Retail Sector Surpluses and Leakages

## Retail Sales Summary for Battle Mountain

Industry	Estimated Demand	Supply (Sales)	Retail Gap	Leakage Factor
(in millions of \$)				
Retail Trade	\$35.0	\$22.1	\$12.9	22.7
Food & Drink	\$4.6	\$0.7	\$3.9	74.0
<b>Total</b>	<b>\$39.6</b>	<b>\$22.8</b>	<b>\$16.8</b>	<b>27.0</b>

Source: ESRI Business Analyst On-line 2012 update  
 See also Battle Mountain Retail Sector Analysis, UCED  
 Technical Report 2010/11-03  
<http://www.ag.unr.edu/uced/county.aspx?var1=Lander>

## Lots of Leakage, Lots of Potential



## Reasons for Leakage

- Commuting patterns
- Large retail clusters outside of the community
  - Price and variety
  - One stop shopping
- Local sales not big enough to support

## Potential Retail Opportunities for Battle Mountain

Retail Sector	National Avg. Sales	Retail Gap	50% Recapture	# of Potential Businesses
	(in millions of \$)			
Motor Vehicle & Parts Dealers	\$2.9	\$8.6	\$4.2	1.46
Bldg Materials, Garden Equipment & Supply	\$0.7	\$1.5	\$0.7	1.06
Clothing & Accessories	\$0.5	\$1.3	\$0.7	1.25
Sporting Goods/Hobby/Musical Instruments	\$0.2	\$0.7	\$0.4	1.70
Miscellaneous Retail	\$0.2	\$0.7	\$0.4	1.98
Food Services and Drinking Places	\$0.7	\$4.0	\$2.0	3.00