### Retail Sales Summary for Battle Mountain

<table>
<thead>
<tr>
<th>Industry</th>
<th>Estimated Demand</th>
<th>Supply (Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>$35.0</td>
<td>$22.1</td>
<td>$12.9</td>
<td>22.7</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>$4.6</td>
<td>$0.7</td>
<td>$3.9</td>
<td>74.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$39.6</strong></td>
<td><strong>$22.8</strong></td>
<td><strong>$16.8</strong></td>
<td><strong>27.0</strong></td>
</tr>
</tbody>
</table>

(in millions of $)

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

<table>
<thead>
<tr>
<th>Retail Sector</th>
<th>National Avg. Sales</th>
<th>Retail Gap</th>
<th>50% Recapture</th>
<th># of Potential Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle &amp; Parts Dealers</td>
<td>$2.9</td>
<td>$8.6</td>
<td>$4.2</td>
<td>1.46</td>
</tr>
<tr>
<td>Bldg Materials, Garden Equipment &amp; Supply</td>
<td>$0.7</td>
<td>$1.5</td>
<td>$0.7</td>
<td>1.06</td>
</tr>
<tr>
<td>Clothing &amp; Accessories</td>
<td>$0.5</td>
<td>$1.3</td>
<td>$0.7</td>
<td>1.25</td>
</tr>
<tr>
<td>Sporting Goods/Hobby/Musical Instruments</td>
<td>$0.2</td>
<td>$0.7</td>
<td>$0.4</td>
<td>1.70</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
<td>$0.2</td>
<td>$0.7</td>
<td>$0.4</td>
<td>1.98</td>
</tr>
<tr>
<td>Food Services and Drinking Places</td>
<td>$0.7</td>
<td>$4.0</td>
<td>$2.0</td>
<td>3.00</td>
</tr>
</tbody>
</table>