

VOM Catchment Area

Bringing together various projects relating to asset mapping, catchment area and psychographics



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Quick Definitions

Catchment Area

A catchment area is the area from which a city, service or institution attracts a population that uses its services. For example, a school catchment area is the geographic area from which students are eligible to attend a local school.

Psychographics

A qualitative methodology used to describe traits of humans on psychological attributes. Psychographics have been applied to the study of personality, values, opinions, attitudes, interests, and lifestyles.

Asset Mapping

Provides information about the strengths and resources of a community and can help uncover solutions. 6 main categories of community asset mapping: physical, economic, stories, local residents, local associations and local institutions.

Project

Dartmouth Connects

2020

Bring Back Main Street

2019/2020

Retail Market Opportunity & Positioning Strategy

2020/2021

Nova Scotia Main Streets Initiative

Organizations

Third Sector Enhancement

Simply Cast

Canadian Urban Institute

EnviroNics Analytics

FBM



How/where do these projects intersect to best benefit VOM?

Dartmouth Connects

Asset Mapping and
Psychographics

Bringing together Dartmouth East to identify their
interests, skills, needs and passions

Help businesses and organizations
ensure they are offering relevant
services/products

Dartmouth Connects Findings Summary

Current
Connection

Work
Drive Through
Relax

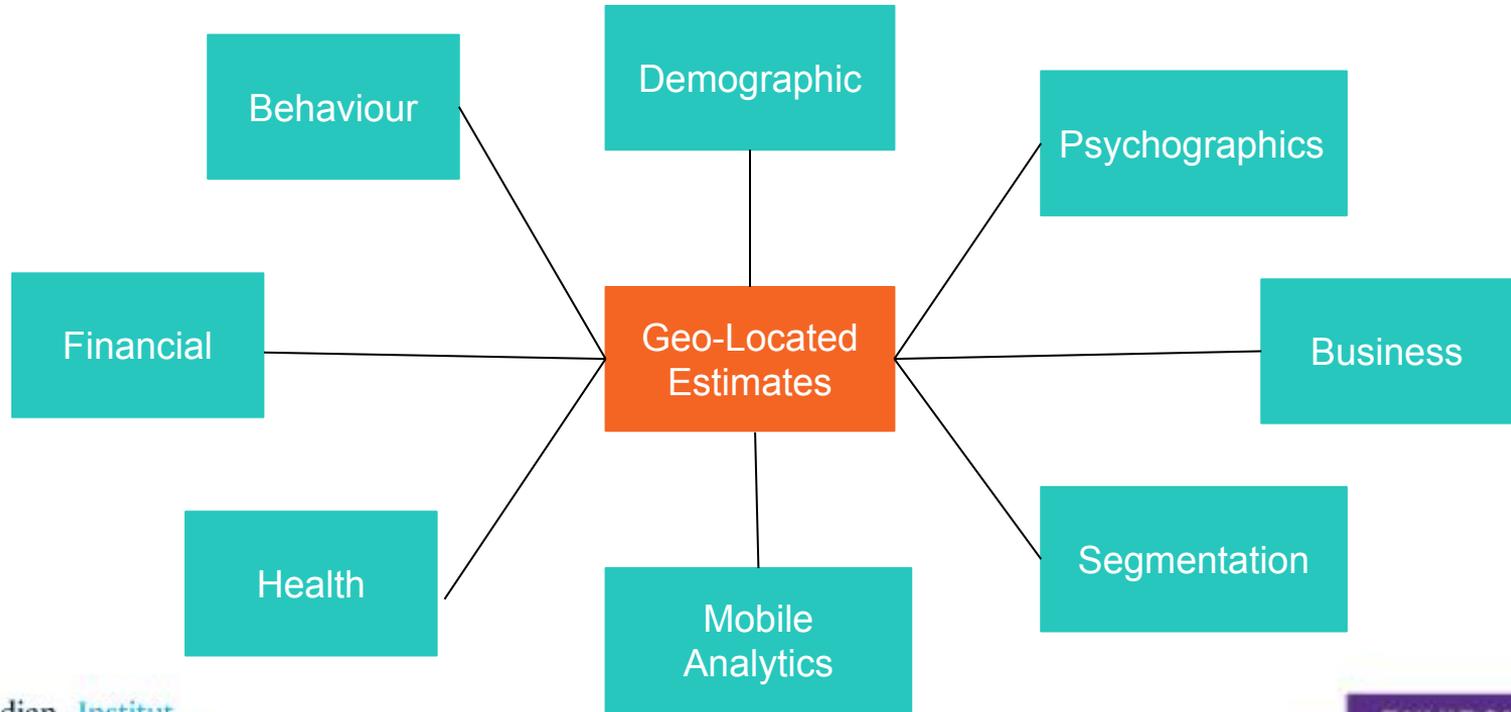
Want Less

Traffic
Staying Inside/at home
Commuting

Want More

Business and Technology Support
Relax/Leisure/Exercise
Shop
Connect and Volunteer

Bring Back Main Street



Bring Back Main Street Findings

Central Business Districts
Continue to Struggle

Non-Downtown Main Streets
are Recovering

Small Town Main Streets
Experience Summer Gains and
Winter Looms

Main Street Dartmouth saw an
increase in visitors shopping for
cleaning supplies, pet care and
personal care since the
COVID-19 pandemic



Retail Market Opportunity & Positioning Strategy

FBM Next Step Suggestions

Detailed Inventory of BIA Business Mix - NAICS, Name, Address, Local/Brand, Size

Performance Metrics - Vacant Space, Vacant Land, Lease Rates

Development Proposals and Zoning Review (What does Centre Plan mean etc)

Developer and Brokerage Community Interviews

Detailed Mapping of Inventory – By Categories with ability to view layers

Retail Trends – Retail is ever-shifting

Detailed Trade Area Profiling – Demographic Segments/Psychographics & Spending

Quantifying the Current Market Potential - What are you capturing

Quantifying the Future Market Potential – What could you be capturing - 10 yrs

Identify a compatible positioning for each BIA

Possible to include other non-BIA retail areas into overall vision for full picture of retail in HRM

Potential Outcomes

Action Plan

BIA- specific positioning for brand/store types and size needs

Cohesive and holistic overall strategy inclusive to all BIAs to show relationship

Summary Marketing Content

Outreach for attraction and retention

Halifax partnership profile section for retail

The logo for FBM, consisting of the letters 'F', 'B', and 'M' in a bold, sans-serif font. The 'F' and 'B' are connected at the top, and the 'M' is positioned to the right of the 'B'.

What the Catchment Area Can Tell Us

**Seeing from where and
what kind of customers
are coming to your district**

**Optimizing your current
network for maximum
performance**

**Determining the marketing
potential and future
targeted marketing**

Choosing the most
profitable business
location for opening your
next store; complementing
your current network well
without cannibalization

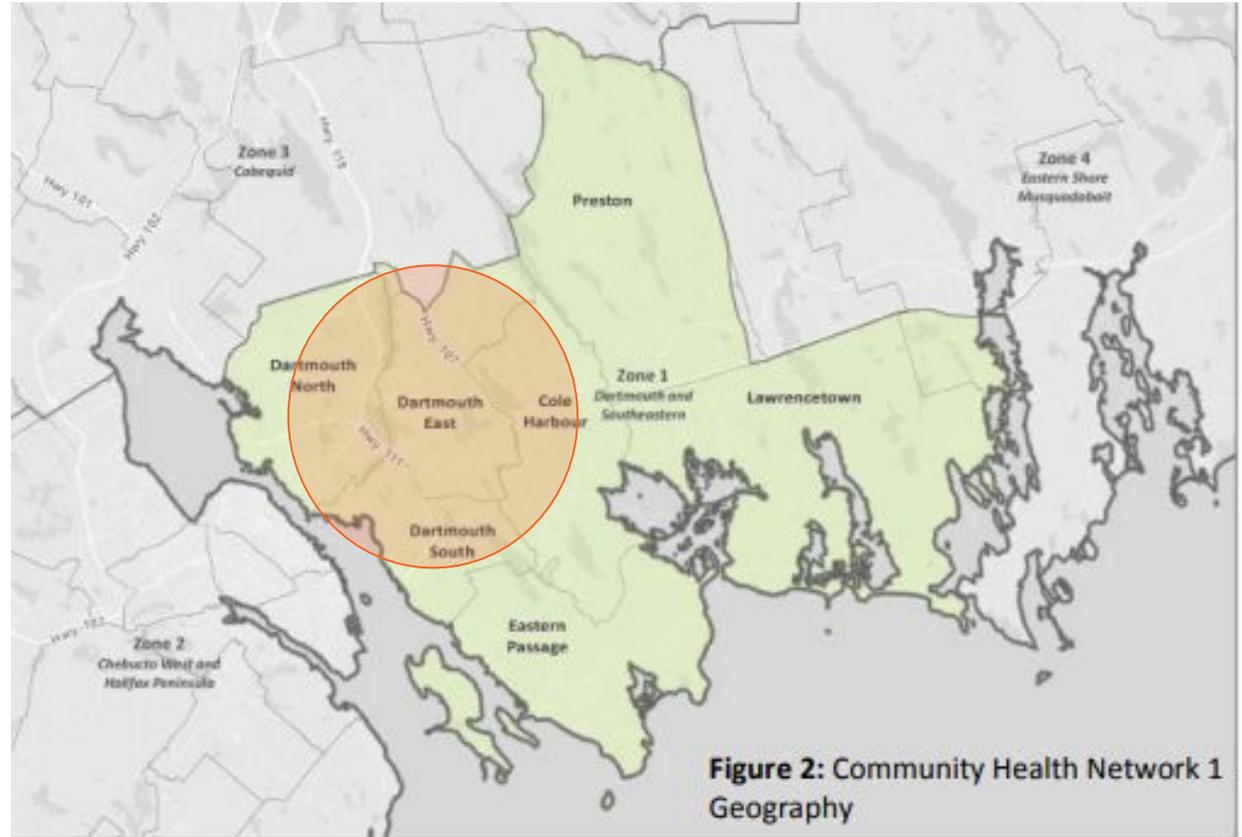
Effectively planning your
print marketing collaterals
distribution

Finding out who your
competitors are in the area
and the potential
cannibalization of your
own network

***Bolted: What we can do with this project**

Defining VOM Catchment Area

A real customer catchment area is the most accurate model based on combining external data and business data



VOM Catchment Area Project

1

Demographic Base Map

High level data of the demographics of surrounding areas. Data includes:

1. Age
2. Income
3. Household Structure
4. Spending Habits
5. Values
6. Physical Assets located within VOM district

EnviroNics/
StatsCan/
AFCP

2

VOM Behavior Data (Intercept Survey)

Identifies visitors:

1. Origin (postal code)
2. Top Destinations in VOM
3. Desires for VOM
4. Mode of Transportation

VOM
Survey

3

Interactive Map+

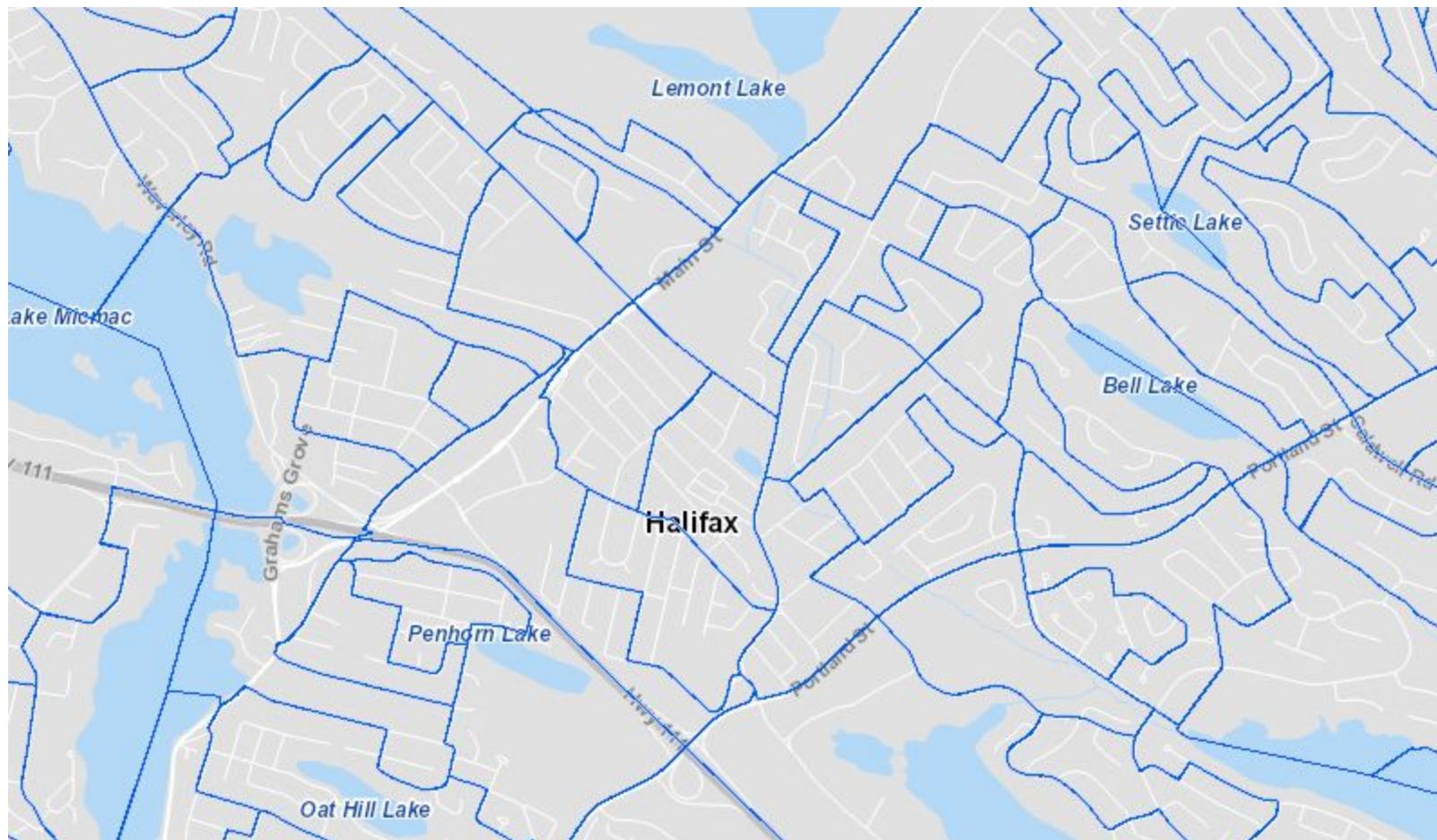
Identify Themes

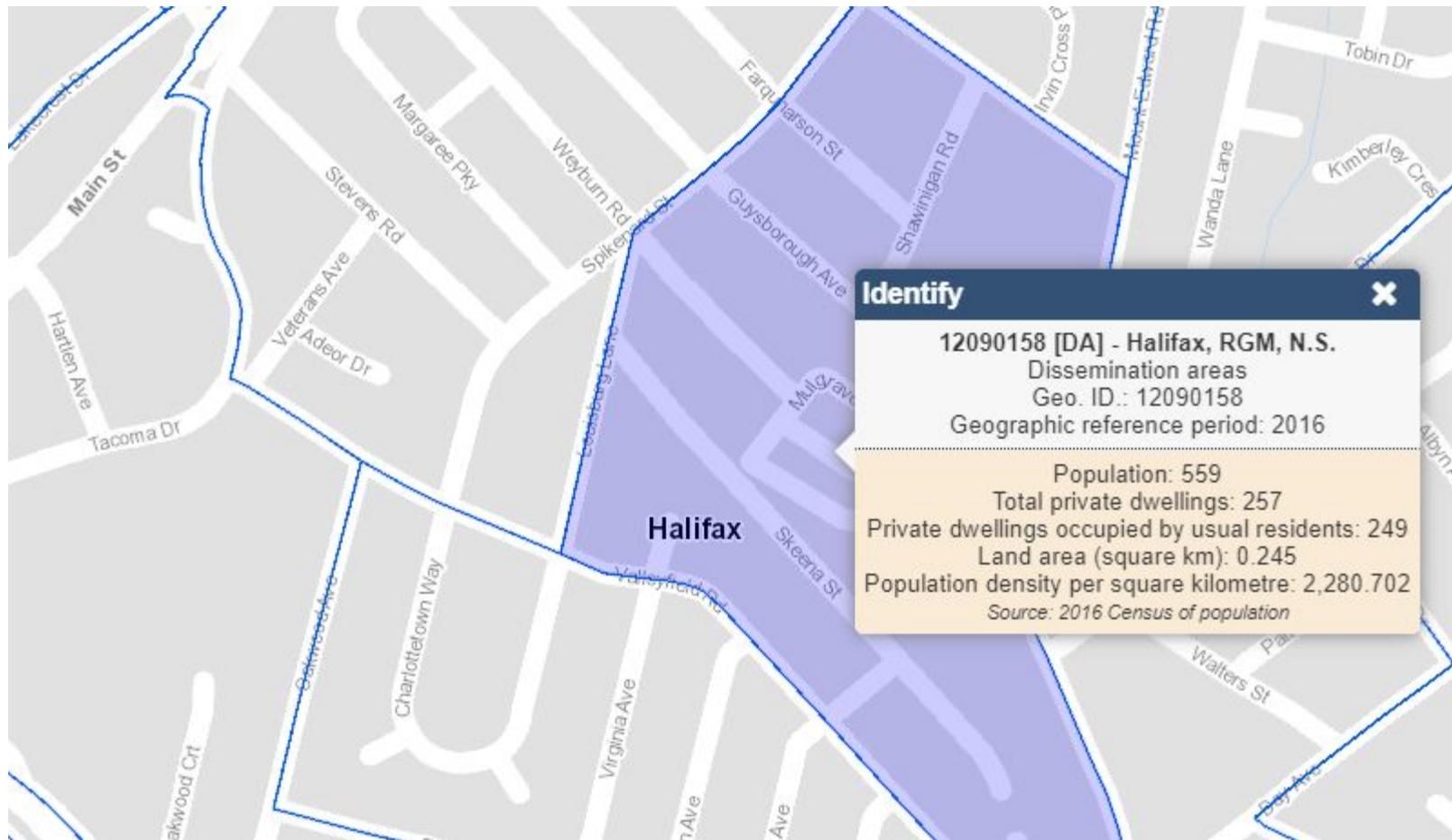
Identify Gaps

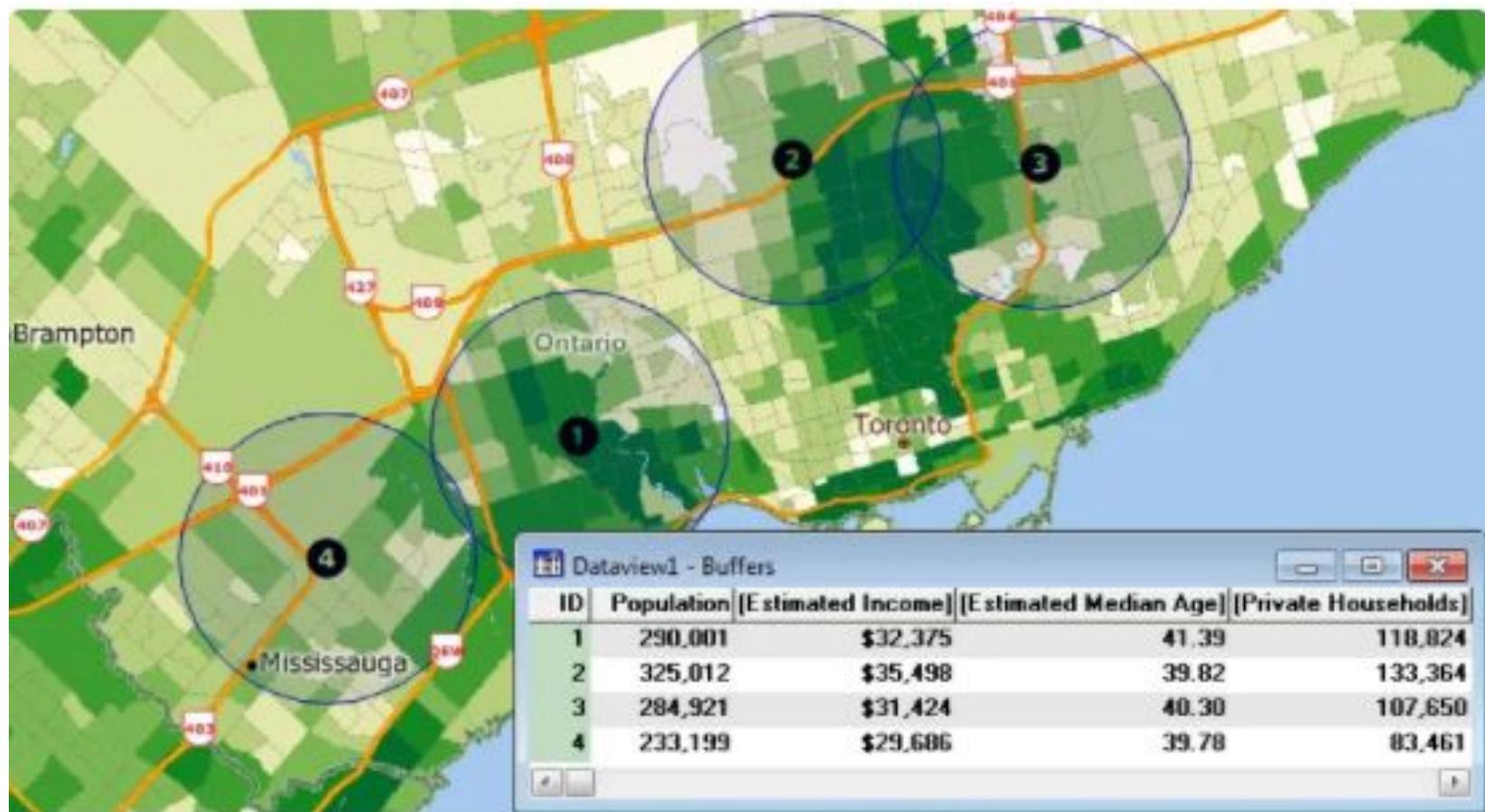
Supplementary Graph/Charts

Spatial data informs land use planning

Made with ArcMap (online) to allow for future updates







Buffers in this map show the catchment areas for several stores. Population and other statistics have been calculated so that you can compare the different catchment areas.

VOM Catchment Area

This Project Will

Identify VOM
customers/visitors

Identify how far customers
live from VOM

Reveal untapped customer
base

Inform marketing direction
and strategies

Guide future development
in VOM

Help inform future and
more specific research
projects

Thank you!

Questions?