

CHALLENGES AND OPPORTUNITIES

Community Open House

Neighborhood Services and Amenities

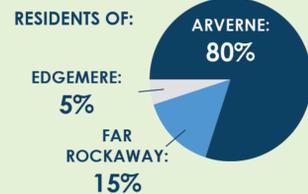
Resilient Edgemere Community Planning Initiative

OCEAN BAY CDC RETAIL MARKETING MATERIALS

WHAT WE WANT

Retail & Business Survey of Over 300 Residents

Who took the survey?



The top reason why residents SHOP in the neighborhood:



The top reasons why residents DON'T SHOP in the neighborhood:



Rockaway residents are choosing to spend their money outside the neighborhood



68% shop most often outside of the neighborhood (Arverne/Edgemere/Far Rockaway)

This is because they are not happy about commercial options in the neighborhood.



Residents would MOST like to see



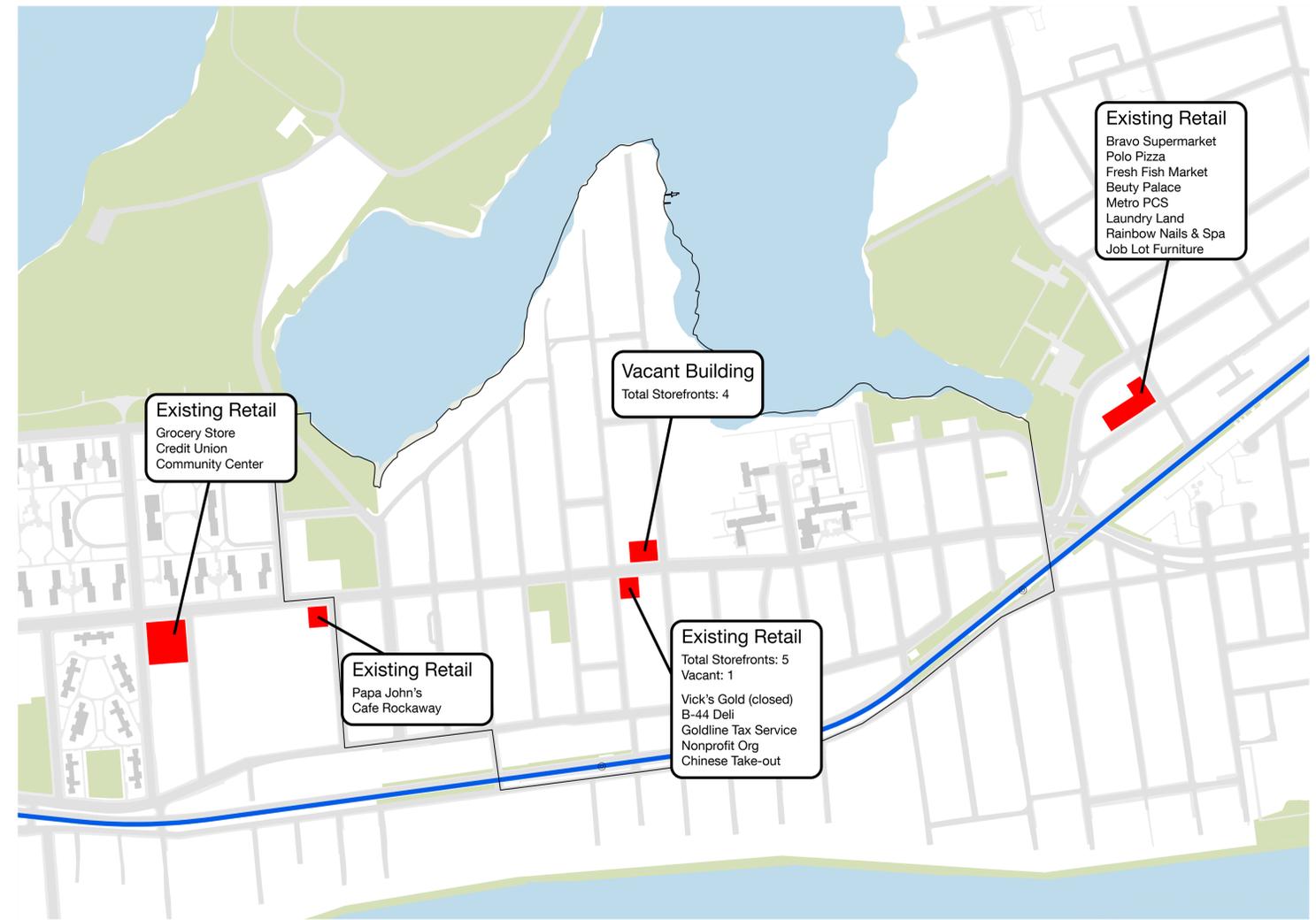
Other commercial options residents want!



People want to work in the Rockaways



EDGEMERE RETAIL INVENTORY



Retail analysis conducted by Ocean Bay CDC

EDGEMERE-ARVERNE BUSINESS INFORMATION

Number of Businesses¹

265 Total 19% Retail only*

Sectors with most businesses¹

1. Physical Offices
2. Religious Organizations
3. Offices of Dentists

Largest Employers

- Approved Moving and Storage
- Peninsula General Nursing Home
- Horizon Care Center
- Resort Nursing Home

Retail Demand and Supply

\$265 million retail demand
-\$70 million retail supply
\$195 million retail gap

1 ESRI Infogroup and ReferenceUSA.gov
2 2015 ESRI and Dun & Bradstreet 3/2016