

Downtown Burlington Business Development Themes

Community Survey 	Business Owner Interviews 	Peer Communities Comparison 	Retail Gap Analysis (a) 	COMMON THEMES
More retail businesses including chain stores	Retail stores that attract younger audiences			RETAIL
Clothing stores	Women's clothing and accessories	Clothing stores	<ul style="list-style-type: none"> • Clothing and accessories stores* • Shoe stores 	RETAIL
<ul style="list-style-type: none"> • Specialty shops • Gift shops 	<ul style="list-style-type: none"> • Furniture resale shops • Antique stores 	<ul style="list-style-type: none"> • Gift stores • Book stores • Office Supplies/Stationary Stores 	<ul style="list-style-type: none"> • Specialty food stores* • Building materials and supply dealers • Office supplies stores • Stationary stores • Gift shops • Books, periodicals and music stores 	RETAIL
Restaurants	Restaurants and cafés (variety, local, organic, family-friendly)	Restaurants (Burl. spends more \$ in coffee shops, drive through/fast food stores)	<ul style="list-style-type: none"> • Special food services* • Full service and limited service restaurants* 	RESTAURANTS
Farmer's market (ex. Waukesha)	New events (Art Walk)			DESTINATION
Riverside destination				DESTINATION
Entertainment options		Entertainment		DESTINATION

Notes: (a) ESRI data: Not being met locally within 15-minute drive time

*Definitions and examples on the back side of this page

Source: Racine County Economic Development Corporation, racinecountyedc.org, 1/28/16

*Definitions and Examples

Specialty Food Services

- **Food Service contractors:** This industry is primarily engaged in providing continuous food services at institutional, governmental, commercial, or industrial locations. Basically cafeteria food.
- **Caterers:** provide single event based food services.
- **Mobile Food Services:** ice cream truck, hot dogs cart, taco truck

Specialty Food Stores

- This industry comprises establishments primarily engaged in retailing miscellaneous specialty foods (except meat, fish, seafood, fruit and vegetables, confections, nuts, popcorn, and baked goods) not for immediate consumption and not made on the premises.
 - Coffee and tea (i.e., packaged) stores, Soft drink (i.e., bottled) stores, Dairy product stores, Spice stores, Gourmet food stores, Water (i.e., bottled) stores
 - Ethnic Food Stores: Tenuta's (Kenosha), El Rey (Milwaukee)

Clothing and Clothing Accessories

- **Women's Clothing Stores:** This industry comprises establishments primarily engaged in retailing a general line of new women's, misses' and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
 - **Girl Boutique:** <http://www.shopatgirlboutique.com/>
 - **Vintage Boutique:** <https://www.facebook.com/VintageBoutiqueDanville/>

Full Service Restaurants

- This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing carryout services, or presenting live nontheatrical entertainment.

Limited Service Restaurants

- This industry comprises establishments primarily engaged in providing food services (except snack and nonalcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer's location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages.
 - Subway, Fast Food, pizza parlor