

Retail Outlook

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2015 Sales Tax Distribution

● City Of Kennewick	\$16,849,027
● City of Pasco	\$ 10,267,943
● City of Richland	\$ 10,275,051
● City of West Richland	\$ 773,689
● Benton County	\$ 11,080,014
● Franklin County	\$ 3,626,413

*Washington State Department of Revenue

2015 / 2014 Sales Tax Distribution

- City Of Kennewick + 9.0%
- City of Pasco + 9.8%
- City of Richland + 8.1%
- City of West Richland +14.8%

- Benton County + 22.0%
- Franklin County + 7.2%

*Washington State Department of Revenue

STATEWIDE + 7.5%

- **Clark County** +12.4%
- **King County** + 9.4%
- **Kitsap County** + 7.6%
- **Pierce County** + 7.1%
- **Snohomish County**
+6.4%
- **Benton County** +12%
- **Franklin County** + 8.9%
- **Spokane County**
+4.7%
- **Walla Walla County**
+6.6%
- **Yakima County** +3.6%

Evolving Retail Market

2015

- **Changing Retail Strategies**
- **Low gas prices increases consumer demand in other categories**
- **New retail players**

2016

- **Right sizing stores and personnel**
- **EMV Micro Chips**
- **Customer demands on privacy**

Top Categories

- **Electronics**
- **Auto Sales**
- **E- Books**
- **Building materials**
- **Sporting Goods & Hobby**
- **Fashion and apparel**

Bottom Categories

- **Household Items**
- **Home Appliances**
- **Beauty Products**
- **Toys**

Top Retail/Consumer Trends 2016

- **Influencer Marketing**
- **Demand for Speed, Price & Quality**
- **Retailer to give more payment options**
- **Millennials are setting the tone**
- **Mobile is the medium**

2016 Forecast Retail Sales

- **National forecast - 4% growth**
- **Local forecast - 5% sales growth**