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St. Peter's Retail Market Analysis

Cape Breton Regional Enterprise Network

April 2022





Land Acknowledgment

FBM would like to respectfully acknowledge that Nova Scotia is the ancestral and traditional territory of the Mi'kmaq People. We honour the Mi'kmaq as the traditional inhabitants and our community partners.



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1.0 Introduction

1.1 Scope of Study

Fowler Bauld & Mitchell Ltd. (“FBM”) was commissioned by the Cape Breton Partnership to conduct a Retail Market Analysis for the community of St. Peter’s as part of a larger study including Port Hawkesbury, Inverness, Baddeck and Ingonish.

The study was carried out over the period of November 2021 through April 2022. On-the-ground fieldwork in the study communities was carried out in January 2022.

The objective of this study was to thoroughly document current retail inventories and define the realistic Retail Trade Areas for which they serve. The purpose of this research was to establish a solid foundation and baseline for determining the depth of retail opportunity, associated gaps in the market provision of shops and services, and to determine what type of retail could fill these gaps. The end result is to bolster the retail market in retail areas by retaining or attracting greater market share of resident, visitor and passing motorists’ spending in the community.

FBM does not warrant that any estimates contained within the study will be achieved over the identified time horizons, but that they have been prepared conscientiously and objectively on the basis of information obtained during the course of this study.

Also, any tenant references made in the report are for illustrative purposes only and should not be taken as guarantees that they will locate in the study communities but rather that they could represent compatible “target” category types to pursue either for local businesses or external regional businesses over the next decade.

This analysis was conducted by FBM as an objective and independent party. As is customary in an assignment of this type, neither our name nor the material submitted may be included in a prospectus, or part of any printed material, or used in offerings or representations in connection with the sale of securities or participation interest to the public, without the expressed permission of the Cape Breton Partnership or FBM.

2.0 Retail Market Assessment

2.1 Introduction

As a community ‘Where the Ocean Meets the Inland Sea’, St. Peter’s has played an important role in supporting the Cape Breton economy by enabling transportation between the Atlantic Ocean and Bras d’Or Lake via their historic canal. The 150 year old canal is a national historic site and local point of pride which is still accessible to small to medium vessels between May and October each year. In 2019, a new retail tourism hub called Canal Landing was announced in partnership with St. Peter’s Economic Development Organization, Potlotek First Nation and Parks Canada. Inspired by Nicolas Denys’ original trading post site, the Landing is bringing the communities together to support Potlotek youth, craft producers, and artisans. Canal Landing includes a gift shop, guided excursions on land and water, and recreational equipment rentals all aimed to create memorable and authentic experiences for visitors.

The Village of St. Peter’s hosts a number of annual events including the Seaside Lobster Fest and Nicolas Denys Days which aim to bring visitors a taste of Cape Breton Island.

2.2 Trade Area

In order to create a framework for evaluating retail demand and subsequent gaps in the provision of shops and services, it is necessary to define and identify the Trade Areas from which St. Peter’s retail sales are most frequently and likely to be sourced. The delineated Trade Area recognize drive times, demographics, spending attributes and competition, which collectively portray the market to prospective tenants, developers and investors.

Identifying the Trade Area is important for understanding the total market potential available to current and future retailers. The local and regional residential base has particular demographic and spending habits that provide insight as to the type of compatible retail tenants, the amount of retail floorspace supportable in the market, and the current inflow or outflow of retail sales, and for which categories such inflow or outflow exists.

Major considerations in defining the Retail Trade Area also help sensitize potential market share inputs of corresponding Trade Area retail spending.

Retail Trade Area determinants include:

1. Transportation networks, including streets and highways, which affect access, drive times, commuting and employment distribution patterns;
2. Major infrastructure projects both planned or under development which could affect future travel patterns;
3. Overall community development vision, including an understanding of key nodes' characteristics;
4. Local and regional competitive environment, present and future;
5. Proposed generative uses (retail, cultural, civic, etc.) and their relationship within the wider market;
6. Significant natural and man-made barriers (e.g. water features, highways, industrial areas);
7. De facto barriers resulting from notable socioeconomic differentiation; and
8. Patterns of existing and future residential and commercial development.

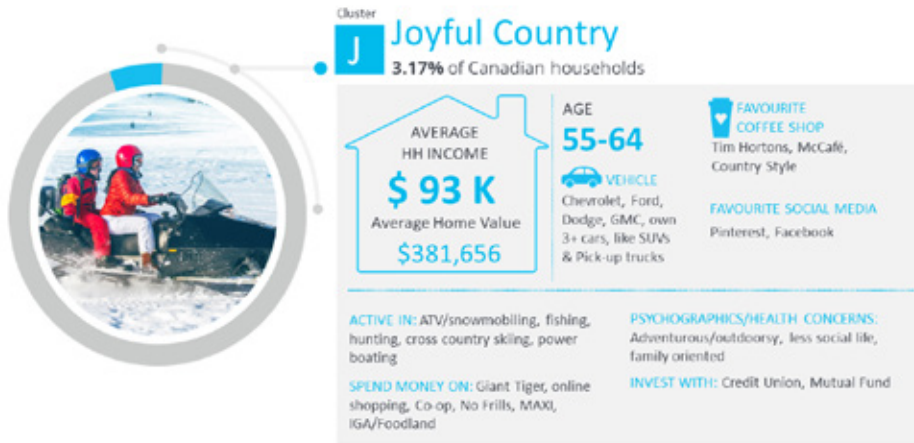
The Trade Area for St. Peter's is detailed in **Appendix A** and illustrated in **Figure 2-1**. Estimated for the end of year 2021, the St. Peter's Trade Area population is 5,379 with 39% falling into the "Joyful Country" lifestyle cluster (**Figure 2-2**). Using the province as a benchmark, the population in this Trade Areas also tends to be older with a lower household income.

Previous population forecast represented a snapshot based on demographic models, and does not account for future planning realities that seek to turn around population decline. In particular, current forecasts represent a snapshot based on demographic models, and does not account for future planning realities that seek to turn around population decline, nor does it reflect the most recent Statistics Canada Federal Census release which has begun to show a much slower rate of decline and in fact is heading towards positive population growth over the next decade.

Figure 2-1. St. Peter's Trade Area



Figure 2-2. Dominant Lifestyle Cluster in St. Peter's Trade Area

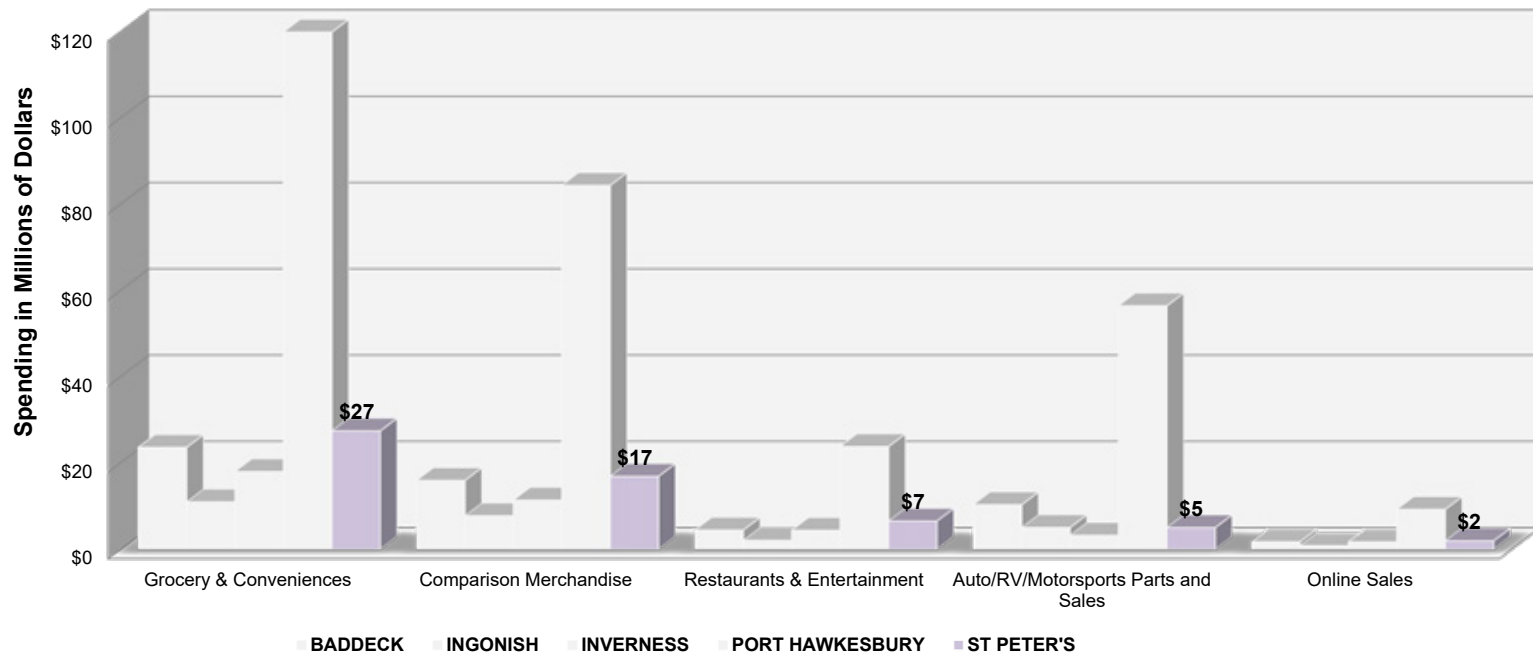


Forecast estimates for the Trade Area suggest that the population could grow from 5,379 to 5,200.

While this still illustrates a declining population, the rate of decline is becoming much less and it is entirely possible that with increasing urban housing prices elsewhere in the province and a desire for rural living increasing (as long as broadband connectivity is reliable and fast), that a community like St. Peter's with established services and a convenient drive to more urban markets like Port Hawkesbury or Sydney will become desirable.

Figure 2-3. St. Peter's Trade Area Resident ONLY Retail Spending Summary 2021 Y/E estimate

(Source: Manifold Data Mining Inc. and FBM)



2.3 Retail Spending

Detailed information of retail spending within each Trade Area was collected from Manifold Data Mining Inc., a leading supplier of demographic and consumer expenditure information, using 2021 year end data.

Resident Trade Area Household Spending

Each of the major five categories of spending (Convenience, Comparison, Leisure, Auto and Online Sales) was assessed at a detailed category-by-category level then aggregated into major categories as shown in **Figure 2-3** for the St. Peter's Trade Area.

The St. Peter's Trade Area spending, as illustrated in **Table 2-1** is estimated at \$58 million in 2021 and is forecast to grow to \$60 million by 2026 and \$63 million by 2031.

Visitor Spending

Visitor Spending in St. Peter's is typically associated with day-trip visitors who are passing through the community's main street to or from visiting the picturesque canal, or for specific trips for events such as the annual Pirate Days.

While exact visitation figures to the community are not available, for the purposes of estimating visitor spending a figure of 100,000 visitors has been used.

This figure takes into account the typical visitor volumes at other Cape Breton destinations, such as Baddeck, which has a similar volume, but visitors to Baddeck tend to stay overnight, unlike the visitors to St. Peter's.

Accordingly, as summarized in **Table 2-1**, the estimated visitor spending in St. Peter's, which supplements the smaller local resident trade area, is approximately \$2 million per year on local goods and services in 2021, growing to \$2.4 million in 2026 and \$2.7 million by 2031.

2.4 Retail Inventory

St. Peter's has a concentration of retail and public services along Grenville Street, also referred to as "main street" in the Village Core area between Deraymond St and the Canal. As a small community with clustered main street feel, it provides a strong contingent of day-to-day conveniences as represented on **Figure 2-4** and **Figure 2-5**. St. Peter's has a total ground level retail inventory of approximately 110,074 sf (**Table 2-2**). The inventory measured against the local trade area it serves equates to a per capita ratio of 20.5 sf/capita, which is almost exactly where the community should lie in terms of its retail space offering.

While the inventory in **Table 2-2** may seem heavy on home improvement, this is not uncommon in smaller communities where there is a Home Hardware, as these locally-owned branded businesses typically operate more as general merchandise stores that sell home furnishings, appliances as well as sporting goods and toys. Additionally, in the context of St. Peter's the adjoining business to the Home Hardware is a Great Canadian Dollar store which also has an array of local basic home needs.

The most prominent and notable vacancy includes the former NSLC building, while there are a few prime infill properties that are currently vacant lots along Grenville Street.

The current estimated vacancy rate in St. Peter's is less than 5% and mostly because of the latter NSLC building, though there are a couple other smaller vacant storefronts fronting Grenville Street.

Across from the vacant NSLC at the high profile "four-corners" intersection of Grenville Street and Pepperell Street is a vacant lot currently used for surface parking.

Many of the available lots have high profile frontage along St. Peter's main street and represent prime opportunities for infill.

Table 2-1. St. Peter's Trade Area Resident AND Visitor Retail Household Spending Summary 2021 Y/E estimate

(Source: Manifold Data Mining Inc. and FBM)

Retail Spending by Merchandise Category		ST. PETER'S PRIMARY TRADE AREA + VISITOR SPENDING									% Change 2021 to 2031
		2021			2026			2031			
		ST. PETER'S VISITOR Aggregate Retail Spending	ST PETER'S TRADE AREA Aggregate Retail Spending	ST PETER'S TOTAL Visitor + Resident Spending	ST. PETER'S VISITOR Aggregate Retail Spending	ST PETER'S TRADE AREA Aggregate Retail Spending	ST. PETER'S TOTAL Visitor + Resident Spending	ST. PETER'S VISITOR Aggregate Retail Spending	ST PETER'S TRADE AREA Aggregate Retail Spending	ST. PETER'S TOTAL Visitor + Resident Spending	
Conveniences	Grocery & Convenience	\$100,000	\$17,881,653	\$17,981,653	\$120,189	\$18,527,008	\$18,647,197	\$136,083	\$19,105,997	\$19,242,079	7.0%
	Pharmacy	\$20,000	\$2,150,127	\$2,170,127	\$24,038	\$2,227,726	\$2,251,764	\$27,217	\$2,297,345	\$2,324,561	7.1%
	Alcohol & Tobacco (Incl Cannabis)	\$60,000	\$3,118,279	\$3,178,279	\$72,113	\$3,230,819	\$3,302,932	\$81,650	\$3,331,785	\$3,413,435	7.4%
	Personal Services	\$0	\$4,325,014	\$4,325,014	\$0	\$4,481,105	\$4,481,105	\$0	\$4,621,145	\$4,621,145	6.8%
	Fashion & Accessories	\$120,000	\$918,710	\$1,038,710	\$144,227	\$951,866	\$1,096,093	\$163,299	\$981,613	\$1,144,912	10.2%
	Jewelry	\$20,000	\$2,923,376	\$2,943,376	\$24,038	\$3,028,882	\$3,052,920	\$27,217	\$3,123,538	\$3,150,754	7.0%
Comparison	Health & Beauty	\$0	\$212,158	\$212,158	\$0	\$219,815	\$219,815	\$0	\$226,685	\$226,685	6.8%
	Home Furniture & Décor	\$20,000	\$1,145,164	\$1,165,164	\$24,038	\$1,186,493	\$1,210,531	\$27,217	\$1,223,572	\$1,250,789	7.3%
	Appliances & Electronics	\$0	\$1,442,118	\$1,442,118	\$0	\$1,494,165	\$1,494,165	\$0	\$1,540,859	\$1,540,859	6.8%
	Home Improvement & Gardening	\$0	\$2,488,428	\$2,488,428	\$0	\$2,578,236	\$2,578,236	\$0	\$2,658,808	\$2,658,808	6.8%
	Books & Media	\$20,000	\$6,217,051	\$6,237,051	\$24,038	\$6,441,426	\$6,465,464	\$27,217	\$6,642,728	\$6,669,944	6.9%
	Sporting Goods	\$0	\$620,959	\$620,959	\$0	\$643,369	\$643,369	\$0	\$663,475	\$663,475	6.8%
Leisure	Toys & Hobbies	\$40,000	\$405,326	\$445,326	\$48,076	\$419,955	\$468,030	\$54,433	\$433,079	\$487,512	9.5%
	Specialty Retail	\$100,000	\$566,409	\$666,409	\$120,189	\$586,851	\$707,040	\$136,083	\$605,191	\$741,273	11.2%
	Quick Service F&B	\$280,000	\$2,008,305	\$2,288,305	\$336,530	\$2,080,786	\$2,417,315	\$381,031	\$2,145,812	\$2,526,844	10.4%
	Restaurants & Pubs	\$600,000	\$1,427,212	\$2,027,212	\$721,135	\$1,478,720	\$2,199,855	\$816,495	\$1,524,932	\$2,341,427	15.5%
	Arts & Entertainment	\$180,000	\$2,942,508	\$3,122,508	\$216,340	\$3,048,704	\$3,265,045	\$244,949	\$3,143,980	\$3,388,928	8.5%
	Fitness & Leisure	\$20,000	\$175,154	\$195,154	\$24,038	\$181,475	\$205,513	\$27,217	\$187,146	\$214,363	9.8%
Auto	Auto Parts & Accessories and Fuel	\$420,000	\$522,507	\$942,507	\$504,794	\$541,365	\$1,046,159	\$571,547	\$558,283	\$1,129,830	19.9%
	Auto/RV/Motorsports Dealership	\$0	\$4,515,874	\$4,515,874	\$0	\$4,678,853	\$4,678,853	\$0	\$4,825,073	\$4,825,073	6.8%
TOTAL CATEGORIES		\$2,000,000.0	\$56,006,332	\$58,006,332	\$2,403,783.3	\$58,027,621	\$60,431,404	\$2,721,650.8	\$59,841,045	\$62,562,696	7.9%
TOTAL (excluding Auto Parts & Accessories & Auto/RV/Motorsports Dealerships)		\$1,580,000.0	\$50,967,951	\$52,547,951	\$1,898,988.8	\$52,807,402	\$54,706,391	\$2,150,104.1	\$54,457,690	\$56,607,794	7.7%
TOTAL Online Sales			\$1,971,314								

Figure 2-4. St. Peter's Business Inventory Map (February 2022)



Table 2-2. St. Peter's Retail Inventory Summary

(Source: FBM)

STREETFRONT RETAIL & SERVICES BUSINESS MIX	GROUND LEVEL STREETFRONT INVENTORY SQ. FT.
ALCOHOL & TOBACCO	8,820
ARTS & ENTERTAINMENT	0
AUTO PARTS & ACCESSORIES	7,157
AUTO/RV/MOTORSPORTS DEALERSHIP	0
BOOKS & MULTI-MEDIA	0
FASHION & FOOTWEAR	0
FITNESS & LEISURE	6,426
FULL SERVICE F&B	6,484
GROCERY, CONVENIENCE & SPECIALTY FOODS	11,038
HEALTH & BEAUTY	0
HOME ELECTRONICS & APPLIANCES	750
HOME FURNISHINGS & DÉCOR	0
HOME IMPROVEMENT & GARDENING	20,072
JEWELRY	0
LIMITED SERVICE F&B	10,025
PERSONAL SERVICE	5,423
PHARMACY	1,000
PROFESSIONAL & FINANCIAL SERVICE	16,495
SPECIALTY RETAIL	11,384
SPORTING GOODS & OUTDOOR RECREATION	0
TOYS & HOBBIES	0
VACANT	5,000
TOTAL	110,074

2.5 Retail Demand

Quantifying the future potential retail demand for St. Peter's utilized a more general methodology. Rather than examining the market capture by retail spending, the methodology took 3 approaches and then created an average of the two to determine the approximate demand. Additionally, the demand for this community looks toward a 10-year horizon to the year 2031. **Appendix B & C** provides documentation of detailed category spending for the St. Peter's Trade Area.

Inventory Market Share Methodology

The first methodology, as shown in **Table 2-3** takes the current inventory estimates and divides this into the demand based on a 100% market share capture to determine the current market share of inventory.

In the case of St. Peter's, if 100% of the trade area spending were captured, approximately 233,000 sf of space would be supported.

This is not realistic, but from this figure we can calculate that the current St. Peter's inventory of 110,764 sf accounts for a market share of inventory of 47.2%. Based on this calculated "current market by inventory" estimate a "target potential market share" is applied.

The resulting difference between the "target" and the "current" inventory equates to an "unmet potential" figure, which may also be referred to as "residual demand". This high level methodology suggests an unmet potential of just under 6,450 sf. The market share figure of 47% is realistic given that residents of St. Peter's have choices to travel conveniently within a 30-minute drive to either Port Hawkesbury or Sydney for a greater selection of non-urgent conveniences, personal services and bigger ticket items like furniture or automobiles.

Per Capita Floorspace Methodology

The second methodology, as shown in **Table 2-3** recognizes the “current calculated per capita floorspace” of 20.5 and applies a “target per capita” floorspace of 20.0 against the population by 2031. In other words, since St. Peter’s currently has a relatively balanced inventory to population mix, there is no need to further push the per capita ratio.

Visitor-Driven Demand Floorspace Methodology

The third input or consideration is the nature of tourism. As such, and based on the fact that St. Peter’s is not heavily reliant on visitors as it is full time trade area residents, the demand for visitors is limited to just over 12,000 sf

Each of these approaches is then averaged to determine the total floorspace demand. In the case of St. Peter’s, the inventory market share methodology yields a demand estimate of 6,450 sf, while the per capita floorspace methodology yields a floorspace demand of 188 sf and visitor-driven demand at 12,012 sf. As a result, the combined average new floorspace demand in St. Peter’s by 2031 is estimated at 4,090 sf.

Table 2-3. St. Peter’s Retail Demand Summary

(Source: FBM)

		ST. PETER'S DEMAND ESTIMATE (10-year target to 2031)
Inventory Market Share Methodology	Current inventory (sf)	110,074
	Current market share by inventory	47.2%
	Target potential fair market share	50.0%
		116,524
	Unmet Potential of fair market share(sf)	6,450
Per Capita Floorspace Methodology	Current per capita floorspace est (sf/capita)	20.5
	Target per capita (sf/capita)	20.0
	Target retail based on per capita (sf)	104,000
	Unmet potential of per capita (sf)	-6,074
Visitor-Supported Floorspace Demand Forecast (sf)		11,893
TOTAL Resident + Visitor Floorspace Demand (sf)		4,090

Figure 2-5. St. Peter's Retail Inventory Images (February 2022)



3.0 Summary

3.1 Business Market Opportunities

Demand forecasts for St. Peter's provide insights into the target types, formats and merchandise store types that could or should be pursued to further solidify its place in the market as a regional destination for core goods and services.

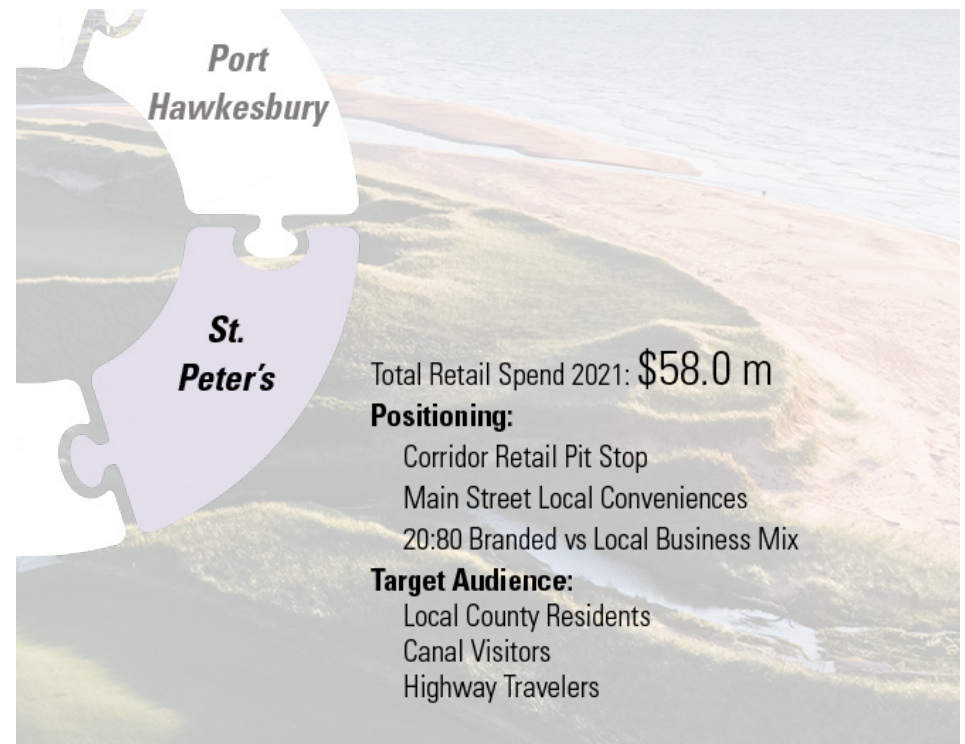
When looking at the future conservative demand estimates at 4,100 sf, it is reasonable to see that this amount of ground-oriented, street fronting retail could reasonably be accommodated in a range of owner-occupied or multi-tenant buildings with spaces ranging from 500 sf to 1,500 sf.

In addition to new demand, which could be ideally accommodated on the available infill properties along Grenville Street, the vacant former NSLC Building should be actively pursued for adaptive re-use as a craft brewery/distillery restaurant with an outdoor seating area fronting the main street with exposure to Memorial Park. Even in the interim, the space should be adaptively used as a local indoor weekend market space for home-based businesses to use or as a vendor cooperative to support local food producers, crafters and artisans. This could involve welcoming the Potlotek First Nation to establish an interactive cultural workshop space, perhaps as part of the adaptive re-use or temporary use of the former NSLC Building.

Because St. Peter's is however along a well-traveled vehicle and transport corridor, there is the potential to have interest for another branded quick serve food & beverage operator, like an A&W, most likely at the north end of town near the canal.

Table 3-1. Retail Positioning Strategy & Target Markets Summary

(See CB REN Retail Market Analysis for information on the other communities in the study)



Appendix A: Detailed Trade Area Demographics

(Source: Manifold Data Mining Inc. and FBM, 2021/2022)

Attribute	St. Peter's Trade Area		
	value	percent	index
SUMMARY			
Total population	5,379		
Total population age 15 and over	4,800		
Total number of private households	2,536		
Average number of persons in private households	2.00		92
Total population in private households	5,066		
Total number of census families in private households	1,659		
Average number of persons per census family	2.52		94
Total population in families	4,184		
Total number of labour force age 15 and over	2,166		
Land area (square km)	786.27		
Inhabited area (square km)	773.77		
POPULATION AGE			
Population age 0-14	579	10.8%	77
Population age 15-24	588	10.9%	98
Population age 25-34	468	8.7%	69
Population age 35-44	457	8.5%	72
Population age 45-54	642	11.9%	95
Population age 55-64	843	15.7%	100
Population age 65+	1,800	33.5%	151
DWELLING			
Total number of occupied private dwellings	2,536		
Average dwelling value \$	\$237,515		78
Home owners	2,023	79.8%	117
Home tenants	389	15.4%	49
Band housing	124	4.9%	841
HOUSEHOLDS			
One-family households	1,651	65.1%	101
Multiple-family households	43	1.7%	129
Non-family households	765	30.2%	89
EDUCATION			
Total population aged 15 years and over by highest certificate, diploma, or degree	4,800		
No certificate, diploma, or degree	1,263	26.3%	135
High school diploma or equivalent	979	20.4%	80
Post-secondary certificate, diploma, or degree	2,557	53.3%	97
Apprenticeship or trades certificate or diploma	706	14.7%	151
College, CEGEP or other non-university certificate or diploma	1,128	23.5%	110
University certificate or diploma below bachelor level	127	2.7%	108
University certificate, diploma, or degree at bachelor level or above	596	12.4%	58
Bachelor's degree	345	7.2%	50

Attribute	St. Peter's Trade Area		
	value	percent	index
INCOME			
Average family income \$	\$91,863		84
Average household income \$	\$79,106		89
Average income population age 15 and over (\$)	\$43,673		91
Population with income Under \$10,000 (including loss)	510	10.6%	97
Population with income \$10,000 to \$19,999	916	19.1%	118
Population with income \$20,000 to \$29,999	822	17.1%	114
Population with income \$30,000 to \$39,999	666	13.9%	107
Population with income \$40,000 to \$49,999	487	10.1%	96
Population with income \$50,000 to \$59,999	336	7.0%	89
Population with income \$60,000 to \$69,999	243	5.1%	87
Population with income \$70,000 to \$79,999	189	3.9%	86
Population with income \$80,000 to \$89,999	145	3.0%	83
Population with income \$90,000 to \$99,999	89	1.9%	73
Population with income \$100,000 and over	207	4.3%	74
Population with income \$100,000 to \$149,999	101	2.1%	65
Population with income \$150,000 and over	106	2.2%	85
PROJECTIONS			
Annual population growth in the period: Next 3 years			-0.7%
Annual household growth in the period: Next 3 years			-0.3%
Annual family growth in the period: Next 3 years			-0.7%
Annual population growth in the period: Next 5 years			-1.0%
Annual household growth in the period: Next 5 years			-0.3%
Annual family growth in the period: Next 5 years			-1.0%
Annual population growth in the period: 5 to 10 years from current year			-1.1%
Annual household growth in the period: 5 to 10 years from current year			-0.4%
Annual family growth in the period: 5 to 10 years from current year			-1.0%
POPULATION GROWTH			
Current year total population	5,379		
3-Year Projections - Total population	5,187		-1.20%
5-Year Projections - Total population	5,109		-1.02%
10-Year Projections - Total population	4,837		-1.09%
HOUSEHOLD GROWTH			
Current year total number of households	2,536		
3-Year Projections - Total number of households	2,504		
5-Year Projections - Total number of households	2,500		
10-Year Projections - Total number of households	2,453		
FAMILY GROWTH			
Current year total number of census families	1,659		
3-Year Projections - Total number of census families	1,602		
5-Year Projections - Total number of census families	1,580		
10-Year Projections - Total number of census families	1,500		
HOUSEHOLD INCOME GROWTH			
Current year average household income	\$79,106		89
3-Year Projections - Average household income	\$82,643		87
5-Year Projections - Average household income	\$87,955		85
10-Year Projections - Average household income	\$98,717		80
POPULATION GROWTH ALTERNATE FORECASTS			
Current year total population	5,379		
3-Year Projections - Total population (modified projection estimates)	5,219		-1.00%
5-Year Projections - Total population (modified projection estimates)	5,246		-0.50%
10-Year Projections - Total population (modified projection estimates)	5,378		0.50%

Appendix B: Detailed Resident Trade Area Spending

St. Peter's 2021, 2026 & 2031

(Source: Manifold Data Mining Inc. and FBM)

Retail Spending by Merchandise Category	2021		2026		2031	
	ST. PETER'S TRADE AREA	ST PETER'S TRADE AREA	ST. PETER'S TRADE AREA	ST PETER'S TRADE AREA	ST. PETER'S TRADE AREA	ST PETER'S TRADE AREA
	ANNUAL Household Retail Spending	ANNUAL Aggregate Retail Spending	ANNUAL Household Retail Spending	ANNUAL Aggregate Retail Spending	ANNUAL Household Retail Spending	ANNUAL Aggregate Retail Spending
Grocery & Convenience	\$7,051	\$17,881,653	\$7,410.8	\$18,527,008	\$7,788.8	\$19,105,997
Pharmacy	\$848	\$2,150,127	\$891.1	\$2,227,726	\$936.5	\$2,297,345
Alcohol & Tobacco	\$1,230	\$3,118,279	\$1,292.3	\$3,230,819	\$1,358.2	\$3,331,785
Personal Services	\$1,705	\$4,325,014	\$1,792.4	\$4,481,105	\$1,883.9	\$4,621,145
Fashion & Accessories	\$362	\$918,710	\$380.7	\$951,866	\$400.2	\$981,613
Jewelry	\$1,153	\$2,923,376	\$1,211.6	\$3,028,882	\$1,273.4	\$3,123,538
Health & Beauty	\$84	\$212,158	\$87.9	\$219,815	\$92.4	\$226,685
Home Furniture & Décor	\$452	\$1,145,164	\$474.6	\$1,186,493	\$498.8	\$1,223,572
Appliances & Electronics	\$569	\$1,442,118	\$597.7	\$1,494,165	\$628.2	\$1,540,859
Home Improvement & Gardening	\$981	\$2,488,428	\$1,031.3	\$2,578,236	\$1,083.9	\$2,658,808
Books & Media	\$2,452	\$6,217,051	\$2,576.6	\$6,441,426	\$2,708.0	\$6,642,728
Sporting Goods	\$245	\$620,959	\$257.3	\$643,369	\$270.5	\$663,475
Toys & Hobbies	\$160	\$405,326	\$168.0	\$419,955	\$176.6	\$433,079
Specialty Retail	\$223	\$566,409	\$234.7	\$586,851	\$246.7	\$605,191
Quick Service F&B	\$792	\$2,008,305	\$832.3	\$2,080,786	\$874.8	\$2,145,812
Restaurants & Pubs	\$563	\$1,427,212	\$591.5	\$1,478,720	\$621.7	\$1,524,932
Arts & Entertainment	\$1,160	\$2,942,508	\$1,219.5	\$3,048,704	\$1,281.7	\$3,143,980
Fitness & Leisure	\$69	\$175,154	\$72.6	\$181,475	\$76.3	\$187,146
Auto Parts & Accessories	\$206	\$522,507	\$216.5	\$541,365	\$227.6	\$558,283
Auto/RV/Motorsports Dealership	\$1,781	\$4,515,874	\$1,871.5	\$4,678,853	\$1,967.0	\$4,825,073
TOTAL CATEGORIES	\$22,084.5	\$56,006,332	\$23,211.0	\$58,027,621	\$24,395.0	\$59,841,045
TOTAL (excluding Auto Parts & Accessories & Auto/RV/Motorsports Dealerships)	\$20,097.8	\$50,967,951	\$21,123.0	\$52,807,402	\$22,200.4	\$54,457,690
TOTAL Online Sales	\$777	\$1,971,314	\$817.0	\$2,042,459	\$858.7	\$2,106,288

Appendix C: Detailed Visitor Spending

St. Peter's, 2021, 2026 & 2031

(Source: Province of Nova Scotia, Cabot Cliffs and FBM)

Retail Spending by Merchandise Category	2021		2026		2031	
	ST. PETER'S Visitor Spending	ST PETER'S Aggregate Visitor Retail Spending	ST. PETER'S Visitor Spending	ST PETER'S Aggregate Visitor Retail Spending	ST. PETER'S Visitor Spending	ST PETER'S Aggregate Visitor Retail Spending
Grocery & Convenience	\$1.0	\$100,000	\$1.1	\$118,999	\$1.1	\$134,735
Pharmacy	\$0.2	\$20,000	\$0.2	\$23,800	\$0.2	\$26,947
Alcohol & Tobacco	\$0.6	\$60,000	\$0.6	\$71,400	\$0.7	\$80,841
Personal Services	\$0.0	\$0	\$0.0	\$0	\$0.0	\$0
Fashion & Accessories	\$1.2	\$120,000	\$1.3	\$142,799	\$1.3	\$161,682
Jewelry	\$0.2	\$20,000	\$0.2	\$23,800	\$0.2	\$26,947
Health & Beauty	\$0.0	\$0	\$0.0	\$0	\$0.0	\$0
Home Furniture & Décor	\$0.2	\$20,000	\$0.2	\$23,800	\$0.2	\$26,947
Appliances & Electronics	\$0.0	\$0	\$0.0	\$0	\$0.0	\$0
Home Improvement & Gardening	\$0.0	\$0	\$0.0	\$0	\$0.0	\$0
Books & Media	\$0.2	\$20,000	\$0.2	\$23,800	\$0.2	\$26,947
Sporting Goods	\$0.0	\$0	\$0.0	\$0	\$0.0	\$0
Toys & Hobbies	\$0.4	\$40,000	\$0.4	\$47,600	\$0.4	\$53,894
Specialty Retail	\$1.0	\$100,000	\$1.1	\$118,999	\$1.1	\$134,735
Quick Service F&B	\$2.8	\$280,000	\$2.9	\$333,198	\$3.1	\$377,259
Restaurants & Pubs	\$6.0	\$600,000	\$6.3	\$713,995	\$6.6	\$808,411
Arts & Entertainment	\$1.8	\$180,000	\$1.9	\$214,199	\$2.0	\$242,523
Fitness & Leisure	\$0.2	\$20,000	\$0.2	\$23,800	\$0.2	\$26,947
Auto Parts & Accessories & Fuel	\$4.2	\$420,000	\$4.4	\$499,797	\$4.6	\$565,888
Auto/RV/Motorsports Dealership	\$0.0	\$0	\$0.0	\$0	\$0.0	\$0
TOTAL CATEGORIES	\$20	\$2,000,000	\$21.0	\$2,379,983	\$22.1	\$2,694,704

Appendix D: St. Peter's Detailed Retail Inventory

NAICS 6-DIGIT	NAICS DETAILED CODE	RETAIL MERCHANDISE CATEGORY	TENANT NAME	BUSINESS ADDRESS	STREET NAME	SIZE (SF)	COMMUNITY
236110	Residential building construction	NON-COMMERCIAL	All County Construction Limited			1,500	St. Peter's
812116	Unisex hair salons	PERSONAL SERVICE	Alyson's Styling Boutique			1,000	St. Peter's
442291	Window treatment stores	HOME IMPROVEMENT & GARDENING	Amy's Fabrications			1,500	St. Peter's
445120	Convenience stores	GROCERY, CONVENIENCE & SPECIALTY FOODS	B&E General Store		9394 Pepperell St	2,200	St. Peter's
524210	Insurance agencies and brokerages	PROFESSIONAL & FINANCIAL SERVICE	Bluenose Insurance Brokers			961	St. Peter's
721111	Hotels	ACCOMMODATIONS	Bras d'Or Lakes Inn			9,959	St. Peter's
		PROFESSIONAL & FINANCIAL SERVICE	Bras d'Or Physiotherapy			0	St. Peter's
443146	Audio and video recordings stores	HOME ELECTRONICS & APPLIANCES	C & M Video 2000		10054 Grenville St	750	St. Peter's
491110	Postal service	INSTITUTIONAL / PUBLIC SERVICE	Canada Post			1,688	St. Peter's
621210	Offices of dentists	PROFESSIONAL & FINANCIAL SERVICE	Canal Dental		9943 Grenville St	750	St. Peter's
332810	Coating, engraving, cold and heat treating and allied activities	SPECIALTY RETAIL	Canal Trophy & Engraving		10054 Grenville St	1,000	St. Peter's
531212	Offices of real estate brokers	PROFESSIONAL & FINANCIAL SERVICE	Cape Breton Realty			500	St. Peter's
487210	Scenic and sightseeing transportation, water	TOURISM SERVICE	Cape Breton Sailing Charters		10101 Grenville St	0	St. Peter's
611690	All other schools and instruction	FITNESS & LEISURE	Cape Breton Sailing School			1,763	St. Peter's
447190	Other gasoline stations	AUTO FUEL WITH CONVENIENCE	Caper Gas Station (S & M Services)		10015 Grenville St	500	St. Peter's
452991	Home and auto supplies stores	AUTO PARTS & ACCESSORIES	Carquest Auto Parts -St. Peter's Automotive			4,443	St. Peter's
812116	Unisex hair salons	PERSONAL SERVICE	Carrie's Custom Cuts		9971 Grenville St	750	St. Peter's
722330	Mobile food services	LIMITED SERVICE F&B	Chubby's Lunch			1,000	St. Peter's
713940	Fitness and recreational sports centres	FITNESS & LEISURE	Circle of Gym Fitness Centre			4,663	St. Peter's
621320	Offices of optometrists	PROFESSIONAL & FINANCIAL SERVICE	Coastal Vision Clinic			1,461	St. Peter's
811210	Electronic and precision equipment repair and maintenance	AUTO SERVICE	Cutters Edge Small Engine Repair		10015 Grenville St	0	St. Peter's
		LIMITED SERVICE F&B	Diddle's Cafe and Bakery			0	St. Peter's
522321	Central credit unions	PROFESSIONAL & FINANCIAL SERVICE	East Coast Credit Union			3,052	St. Peter's
812115	Beauty salons	PERSONAL SERVICE	Edwina's Hair Design			1,000	St. Peter's
448310	Jewellery stores	JEWELRY	Encore Jewellery		10101 Grenville St	0	St. Peter's
311920	Coffee and tea manufacturing	SPECIALTY RETAIL	Fire & Stone Coffee Roasters and Pottery Studio			0	St. Peter's
445110	Supermarkets and other grocery (except convenience) stores	GROCERY, CONVENIENCE & SPECIALTY FOODS	Foodland - Village Grocery			8,838	St. Peter's
541110	Offices of lawyers	PROFESSIONAL & FINANCIAL SERVICE	Front Line Law Inc.		10036 Grenville St	2,815	St. Peter's
453999	All other miscellaneous store retailers (except beer and wine-making supplies stores)	SPECIALTY RETAIL	Glad Tidings Christmas Shoppe		9969 Grenville St	1,634	St. Peter's
452999	All other miscellaneous general merchandise stores	SPECIALTY RETAIL	Great Canadian Dollar Store			5,000	St. Peter's
561730	Landscaping services	NON-COMMERCIAL	Green Butler Landscape Services			0	St. Peter's
444220	Nursery stores and garden centres	HOME IMPROVEMENT & GARDENING	Greenhouse Co-Op Ltd			10,572	St. Peter's
541430	Graphic design services	PROFESSIONAL & FINANCIAL SERVICE	Greg Silver Graphic Design		10101 Grenville St	0	St. Peter's
531212	Offices of real estate brokers	PROFESSIONAL & FINANCIAL SERVICE	Harvey Realities Ltd.			704	St. Peter's
812210	Funeral homes	INSTITUTIONAL / PUBLIC SERVICE	Haverstock Dennis Funeral Homes Ltd			2,137	St. Peter's
446191	Food (health) supplement stores	GROCERY, CONVENIENCE & SPECIALTY FOODS	It's Only Natural General Nutrition			0	St. Peter's
811121	Automotive body, paint and interior repair and maintenance	AUTO SERVICE	J.P.L. AUTO			2,801	St. Peter's
722512	Limited-service eating places	LIMITED SERVICE F&B	Jiggs Take-Out			3,033	St. Peter's
541810	Advertising agencies	PROFESSIONAL & FINANCIAL SERVICE	Joe Pop Images (Graphic Promotions)		9394 Pepperell St	0	St. Peter's
812114	Barber shops	PERSONAL SERVICE	Joey's Barber Shop			473	St. Peter's
621390	Offices of all other health practitioners	PROFESSIONAL & FINANCIAL SERVICE	Kin Excel Pedorthic and Bracing Clinic		9971 Grenville St	0	St. Peter's
722511	Full-service restaurants	FULL SERVICE F&B	Louie's Cosy Corner			2,787	St. Peter's
722511	Full-service restaurants	FULL SERVICE F&B	MacBouch Restaurant & Lounge			3,697	St. Peter's
446110	Pharmacies and drug stores	PHARMACY	MacDonnell Guardian Pharmacy		10024 Grenville St	1,000	St. Peter's
453999	All other miscellaneous store retailers (except beer and wine-making supplies stores)	SPECIALTY RETAIL	MacIsaac Kiltmakers			500	St. Peter's
811412	Appliance repair and maintenance	PERSONAL SERVICE	Mike's Appliance Repair			1,000	St. Peter's
722512	Limited-service eating places	LIMITED SERVICE F&B	New Orleans Pizza		10041 Grenville St	500	St. Peter's
445310	Beer, wine and liquor stores	ALCOHOL & TOBACCO	NSLC			8,820	St. Peter's
621499	All other out-patient care centres	PROFESSIONAL & FINANCIAL SERVICE	OceanView Wellness Centre		10041 Grenville St	2,000	St. Peter's
811199	All other automotive repair and maintenance	AUTO PARTS & ACCESSORIES	OK Tire Ltd.			2,714	St. Peter's
721111	Hotels	ACCOMMODATIONS	Pepperell Place Inn / Yellow Seabird B&B Inn		9383 Grenville St	3,020	St. Peter's
522111	Personal and commercial banking industry	PROFESSIONAL & FINANCIAL SERVICE	RBC			2,578	St. Peter's

NAICS 6-DIGIT	NAICS DETAILED CODE	RETAIL MERCHANDISE CATEGORY	TENANT NAME	BUSINESS ADDRESS	STREET NAME	SIZE (SF)	COMMUNITY
531130	Self-storage mini-warehouses	NON-COMMERCIAL	Richmond County Self Storage			2,511	St. Peter's
722512	Limited-service eating places	LIMITED SERVICE F&B	Robin's Donuts	10041 Grenville St		600	St. Peter's
812190	Other personal care services	PERSONAL SERVICE	Sisters By The Sea Spa	9943 Grenville St		750	St. Peter's
444110	Home centres	HOME IMPROVEMENT & GARDENING	St. Peter's Home Hardware			8,000	St. Peter's
453220	Gift, novelty and souvenir stores	SPECIALTY RETAIL	Steff's Celtic Gift Shop	10041 Grenville St		1,750	St. Peter's
722512	Limited-service eating places	LIMITED SERVICE F&B	Student Ice Cream			500	St. Peter's
722512	Limited-service eating places	LIMITED SERVICE F&B	Subway	10041 Grenville St		1,750	St. Peter's
812310	Coin-operated laundries and dry cleaners	PERSONAL SERVICE	Sudzzz Laundromat			450	St. Peter's
722512	Limited-service eating places	LIMITED SERVICE F&B	The Farmer's Pantry			1,299	St. Peter's
722512	Limited-service eating places	LIMITED SERVICE F&B	Tim Hortons			1,342	St. Peter's
453110	Florists	SPECIALTY RETAIL	Timeless Floral & Finds	10041 Grenville St		1,500	St. Peter's
811199	All other automotive repair and maintenance	AUTO SERVICE	Toulouse Auto Repair Ltd.			1,604	St. Peter's
454311	Heating oil dealers	NON-COMMERCIAL	Ultramar	10024 Grenville St		0	St. Peter's
		VACANT	VACANT (BESIDE TIM HORTON'S)			1,000	St. Peter's
		VACANT	VACANT (FORMER NSLC)			4,000	St. Peter's
541215	Bookkeeping, payroll and related services	PROFESSIONAL & FINANCIAL SERVICE	VEC Pro Tax & Accounting	9394 Pepperell St		500	St. Peter's
541110	Offices of lawyers	PROFESSIONAL & FINANCIAL SERVICE	Winter Ivo			1,174	St. Peter's
336611	Ship building and repairing	NON-COMMERCIAL	WMB Marine Services, Ltd			1,058	St. Peter's

