

Figures and key data for Town Centre Management units



Stadtentwicklung

Marketing

Regionalwirtschaft

Einzelhandel

Wirtschaftsförderung

Citymanagement

Immobilien

Organisationsberatung

Kultur

Tourismus



presentation by Mag. Roland Muraier, CIMA Austria at the final conference of the ETC project „CITY IMPULSES“ Jesenice, 11th of December 2014

Why - figures?



- general evaluation of the current situation (also over competing cities)
- basis for operational and strategic work of the TCM unit
- provision of indicators for the operational work of local businesses and entrepreneurs
- basis for important municipal planning work (e.g. new traffic regulations, spatial planning, etc.)
- objectification by discussion processes on sensitive and conflict-ridden projects
- need- and useful data for focused location and investors marketing

types of TCM relevant figures and keydata



1
secondary key figures
= from existing, public available data sources
e.g. : consumer spendings

2
primary key figures
= empirically on-site collected key figures
e.g. : pedestrian flow

3
calculated key figures
= calculated key figures on the basis of existing primary/secondary values
e.g. : purchasing power



classification by mode of calculation

classification by topics



1
retail trade figures

2
tourism figures

3
TCM figures

4
urban planning figures



purchasing power

= amount of locally money and the amount of money in the catchment area, which is available for trade by citizens

calculation:

consumer spending x inhabitants x purchasing power index

„classical“ catchment area

= all those communities, which hand more than 10% of its purchasing power in the centralized shopping city

calculation:

representative consumer polls (normally by telephone interviews)

purchasing power penetration rate

= %-value purchasing power absorption of a particular trade group on-site and in the catchment area

calculation:

evaluation of consumer polls by trade groups



retail trade turnover

= turnover of all retail enterprises in the respective site

calculation:

estimate of the sales performance of each company by on-site-surveys and analysis of sector benchmarks

retail trade space

= sales area of all shops in a city

calculation:

on-site-surveys

retail trade area productivity

= turnover by retail space; indicates whether "something is earned" on the site in the respective sector

calculation:

turnover by retail space



▪ internal key figures

- share of staff costs in relation to the basis budget
- %-rate of income from events, merchandising
- proportion of annual funding amounts from external sources
- number of implemented projects from the annual programme

▪ external key figures

- turnover of the local voucher system
- number of members of the local entrepreneurs association
- number of positive media articles
- number of settled companies through the TCM unit



pedestrian flow

= number of pedestrians in the City Centre

calculation:

different measurement methods via camera, manual counting, light barrier instruments, etc.

empty space rate

= number of empty spaces within a City (Centre)

calculation:

on-site-surveys

parking space requirements - city centre

= number of required parking spaces for diverse user groups in the City Centre or a maximum of 300m distance to the City Centre

calculation:

on-site-surveys

way of publication and utilization



- site folder
- site exposés
- homepage (data section)
- GIS based database



- important tourism and trade figures - update every 5-7 years
- data analysis cooperation with neighborhood cities and regions, including the possibility to use EC fundings
- subscription of relevant newsletters from major international property management companies and national statistical authorities
- setup a city internal benchmark dataset (e.g.: regular turnover trends, surveys, etc.) as well as a project-specific controlling system for evaluation of the TCM work