

# Recruiting Full Service Restaurants



Mayor Chris Claybaker  
Call Me On My Cell:  
at 870-818-5558



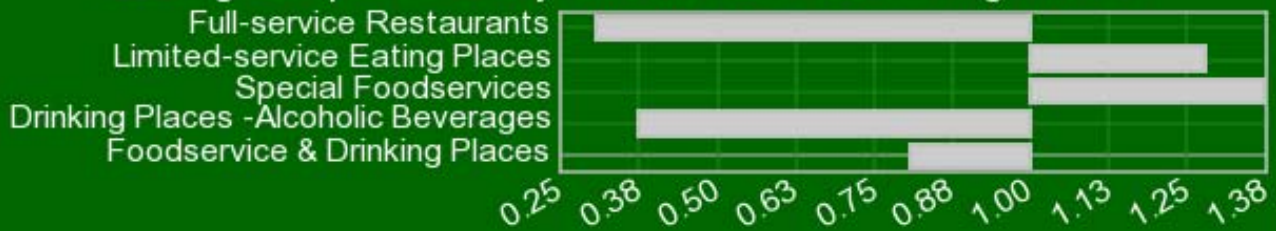
## Camden's Trade Area

Star of the River in South Arkansas, Camden is nestled along the Ouachita River, approximately 50 miles from the Louisiana state line at the apex of the Golden Triangle trade region of Magnolia, El Dorado and Camden. Camden's primary retail trade area has a population of 20,601 residents within a 15-minute drive time; an additional 54,239 residents reside within a 30-minute drive time secondary trade area. As in any rural area, residents tend to travel longer distances in pursuit of shopping not available locally.

## Retail Spending & Leakage

There is significant retail leakage to cities such as El Dorado (30 min) and Magnolia (40 min), Texarkana and Pine Bluff (both 1.5 hrs), as well as Little Rock and Shreveport (both 2 hrs). With a strong and expanding defense industry cluster., 13,178 employees travel back and forth to work within Camden's primary retail trade area. The estimated dollar potential available in major retail categories by consumers located within Camden's primary and secondary residential trade areas is \$296,623,040 in the Primary Trade Area & \$1,096,806,750 in the Secondary Trade Area. Retail leakage from Camden's Primary Trade Area is \$33,100,885; leakage means that residents are spending more for products than local businesses capture and suggests that there is unmet demand in the trade area and that the community can support additional store space for specific types of business. There is a high amount of leakage from Camden in the Full Service Restaurant category as shown below.

## Leakage/Surplus Index by Foodservice and Drinking Places



Foodservice and Drinking Places in Camden Arkansas				Camden, AR Trade Area Demographics	Primary 15-Min Drive-Time Trade Area	Secondary 30-Min Drive-Time Trade Area
Type	Potential	Actual Sales	Leakage/Surplus Index			
Full-service Restaurants	9,693,693	2,965,446	0.31	Population	20,601	75,230
Limited-service Eating Places	9,073,527	11,602,293	1.28	Work Place Population	13,178	51,030
Special Foodservices	1,756,680	2,408,001	1.37	Households	8,574	30,747
Drinking Places-Alcoholic Beverages	899,393	337,660	0.38	Avg Hsld Income	\$41,228	\$44,805
Foodservice & Drinking Places	21,423,294	17,313,401	0.81			

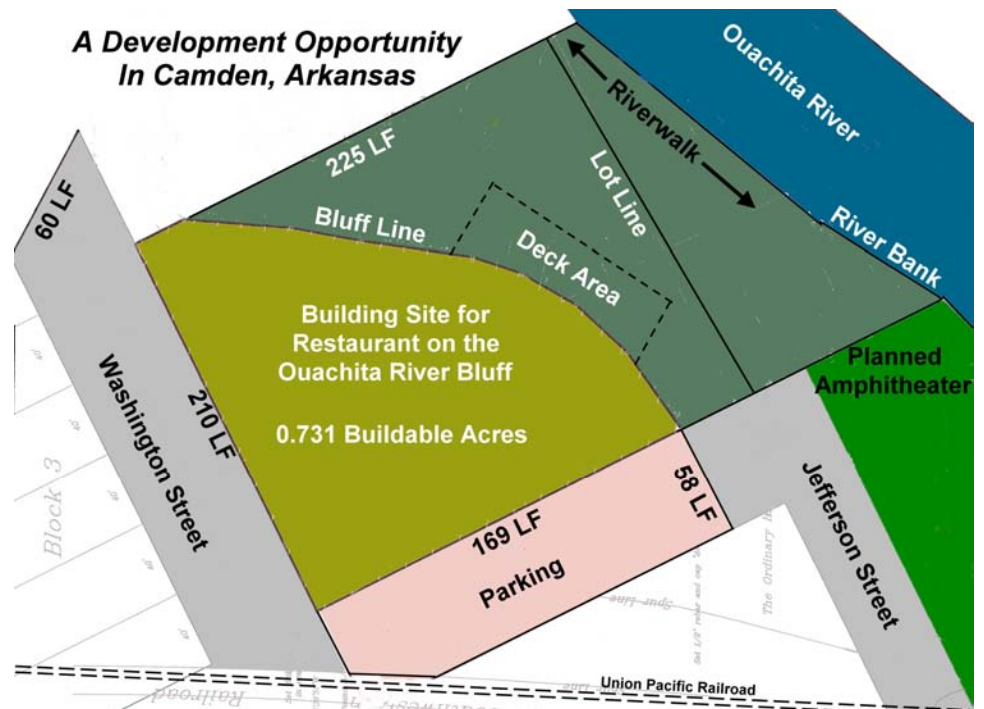
# On the Ouachita River Bluff



## Prime Opportunity for River View Restaurant

Make our Mayor a happy man with dining on the deck overlooking the Ouachita River, the Riverwalk, waterfalls, boat docks & planned amphitheater. Building site is 0.731 acres with additional areas for deck extension and parking. Utilities are onsite. City-owned. Contact Mayor Chris Claybaker at 870-818-5558.

### A Development Opportunity In Camden, Arkansas



**Located in  
Downtown  
Camden  
Arkansas**