

10. Retail

According to the 1997 Census on Retail Trade, Sullivan County had 344 retail establishments with annual sales of \$485,934,000. The Town with the greatest retail sales was Thompson (including the Village of Monticello) with \$145,916,000 in annual sales. This was followed closely by the Town/Village of Liberty with \$100,196,000 in retail sales.



During the recession of the early 1990's, the number of retail establishments in the County declined. This trend continued through 1999, when there were 320 retail establishments. Since 1999, the County's economy has continued to improve and County programs such as the Main Street Redevelopment Center and Incubator Without Walls program have helped to foster new business development. Since 1998, over twenty-five (25) new Main Street businesses have been established including: Smells So Good, Gusar's Pharmacy, The Keeping Room, Oracle Bookstore, The Delaware River Trading Company, Liberty Fitness Center, The Feast, The Kitchen, Party Master, among others. A reflection of this recovery can be seen in the County's Sales Tax revenue which increased from \$17,850,000 in 2000 to \$18,650,000 in 2001. Sales tax revenue for 2002 is projected to be \$19,000,000. Mortgage tax collection totaled \$1,181,645 in 2001 and has also dramatically increased. As of August 2002, mortgage taxes collected totaled \$1,127,962.



In 1999, the County saw the opening of its first Big Box, a 210,000-sq. ft. Wal-Mart Supercenter in the Town of Thompson. This was followed a year later by the opening of a 65,000 sq. ft. ShopRite Supercenter also in the Town of Thompson. Numerous national franchise have also rediscovered Sullivan County including: RiteAid, Advanced Auto Parts and Eckerd Drug. Regional malls have also expanded in the County such as the 56,000 sq. ft. G-Mart in the Town of Mamakating. Presently, there are plans for a 95,000 sq. ft. Home Depot in the Town of Thompson along with several smaller franchises. These recent attractions underscore the resurgence in the County's retail sector. The retail sector is growing due to the County's 6% population growth from 1990 to 2000. It is also being strengthened by steady growth in the second home market.

The County offers a great variety of retail stores to serve most consumer needs. There are nearly thirty "Main Street" business districts in the County and two major "Retail Centers" in the Towns of Thompson and Liberty. There is also a discount-shopping outlet the "Apollo Plaza" in the Village of Monticello. Within the County, one can find a wide variety of restaurants, boutiques, specialty food stores and antique shops, as well as major retailers. It is the niche retail mom & pop stores that make the County unique as a shopping destination. It is anticipated that major retailers and franchises will continue to locate in Sullivan County during the next decade. Continued growth in the County's population will only increase demand for retail goods. The County is already taking proactive steps to ensure that the architecture of such businesses compliments the character of the County's Towns and Villages. The proposed Home Depot is being encouraged to design a non-typical prototype store with a façade that includes stone and heavy timber (e.g. Adirondack Style).

Retail Sales and Stores by Municipality, 1992 & 1997 Sullivan County, New York

Retail Sales and Stores by Municipality	1992 Number of Establishments	1997 Number of Establishments	1992 Sales (\$1,000)	1997 Sales (\$1,000)
Sullivan County	547	344	\$407,383	\$485,934
Fallsburg Town	58	34	\$29,838	\$32,541
Liberty Town				
<i>Liberty Village</i>	89	48	\$113,196	\$100,196
Mamakating Town	NA	24	NA	\$23,485
Thompson Town				
<i>Monticello Village</i>	145	97	\$130,254	\$145,916
Balance of Sullivan County	255	141	\$134,095	\$183,796

Source: 1992 & 1997 Census of Retail Trade. Prepared by Sullivan County Division of Planning & Community Development.

Retail Sales, 1992 & 1997 Sullivan County, New York

	1992	1997
Establishments	547	344
Sales (in \$1,000)	\$407,383	\$485,934
Annual Payroll (in \$1,000)	\$47,518	\$49,031
Number of Employees	3,365	2,842

Kind of Business	1997 Number of Establishments	1997 Sales (\$1,000)
Motor Vehicle & Parts Dealers	42	\$93,287
Furniture & Home Furnishing Stores	11	\$6,651
Electronic & Appliance Stores	9	\$2,776
Building Material & Supplier Dealers	36	\$66,805
Food & Beverage Stores	59	\$106,557
Health & Personal Care Stores	24	\$29,691
Gasoline Stations	51	\$80,034
Clothing & Clothing Accessories Stores	30	\$9,752
Sporting Goods, Hobby, Book & Music Stores	15	\$5,377
General Merchandise Stores	13	\$23,986
Miscellaneous Store Retailers	28	\$12,963
Nonstore Retailers	26	\$48,055

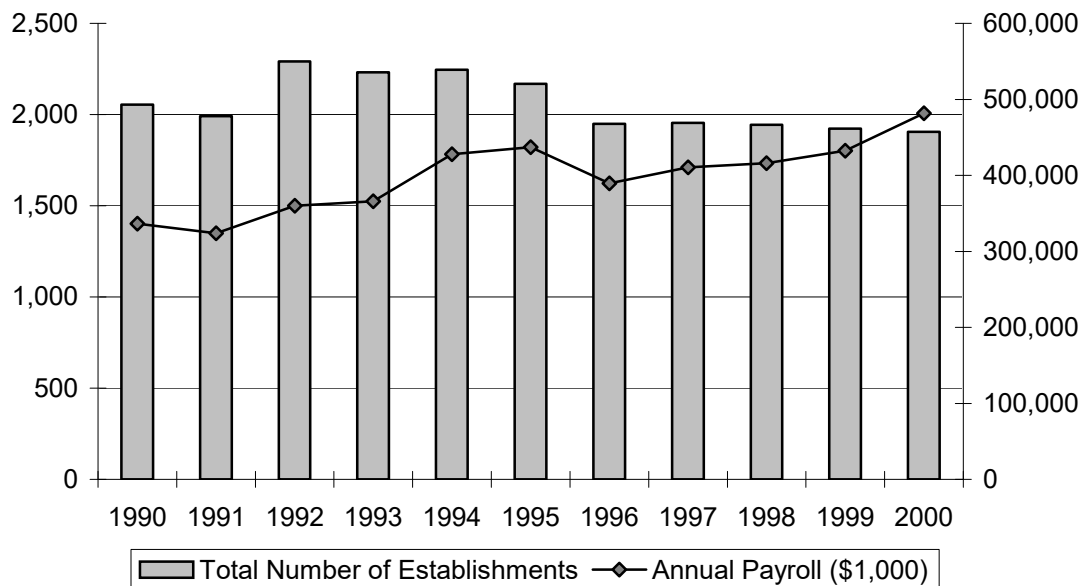
Source: 1992 & 1997 Census of Retail Trade. Prepared by Sullivan County Division of Planning & Community Development.

Total Establishments and Annual Payroll, 1990 - 2000 Sullivan County, New York

	Total Number of Establishments	Annual Payroll (\$1,000)
1990	2,054	336,309
1991	1,992	323,907
1992	2,292	360,008
1993	2,231	365,900
1994	2,245	427,706
1995	2,168	437,141
1996	1,950	389,330
1997	1,955	410,439
1998	1,943	416,072
1999	1,922	432,241
2000	1,905	481,873

Source: 1990-2000 County Business Patterns, U.S. Census.
Prepared by Sullivan County Division of Planning & Community
Development.

Total Establishments and Annual Payroll, 1990 - 2000 Sullivan County, New York



Source: 1990-2000 County Business Patterns, U.S. Census. Prepared by Sullivan County Division of Planning
& Community Development.

Employees, Payroll and Establishments by Industry, 1998 & 1999 Sullivan County, New York

	1998			1999		
	Total Number of Establishments	Total Number of Employees	Annual Payroll (\$1,000)	Total Number of Establishments	Total Number of Employees	Annual Payroll (\$1,000)
Total	1,943	17,387	416,072	1,922	17,489	432,241
Forestry, fishing, hunting, and agriculture support	7	(B)	(D)	9	50	1,193
Mining	9	65	3,089	6	(B)	(D)
Utilities	5	(C)	(D)	6	(C)	(D)
Construction	219	725	17,760	204	683	18,525
Manufacturing	57	624	15,516	61	597	15,858
Wholesale Trade	76	732	17,368	80	756	17,657
Retail Trade	345	2,860	53,939	320	2,821	57,210
Transportation & warehousing	44	526	9,035	48	516	10,179
Information	37	357	13,347	34	358	12,214
Finance & Insurance	85	680	23,689	89	1,858	94,656
Real estate & rental & leasing	77	237	4,564	79	304	5,218
Professional, scientific & technical services	154	483	15,036	151	486	11,690
Management of companies & enterprises	5	(G)	(D)	5	(B)	(D)
Admin., support, waste mgt, remediation services	78	308	6,777	79	357	7,568
Educational services	16	210	2,283	17	250	2,801
Health care and social assistance	218	3,484	92,979	227	3,671	98,415
Arts, entertainment & recreation	56	269	4,069	52	301	3,942
Accommodation & food services	241	3,242	42,062	234	3,000	44,616
Other services (except public admin.)	195	1,211	18,345	193	1,221	19,087
Auxiliaries (exc corporate, subsidiary & regional mgt)	2	(B)	(D)	2	(B)	(D)
Unclassified establishments	17	(A)	(D)	26	(B)	(D)

Notes:

Employment size classes are indicated as follows: (A) - 0 to 19, (B) - 20 to 99, (C) - 100 to 249, (E) - 250 to 499

(D) Denotes figures withheld to avoid disclosing data for individual employees.

Source: 1998 - 2000 County Business Patterns. Prepared by Sullivan County Division of Planning & Community Development.

Employees, Payroll and Establishments by Industry, 1999 & 2000 Sullivan County, New York

	1999			2000		
	Total Number of Establishments	Total Number of Employees	Annual Payroll (\$1,000)	Total Number of Establishments	Total Number of Employees	Annual Payroll (\$1,000)
Total	1,922	17,489	432,241	1,905	18,658	481,873
Forestry, fishing, hunting, and agriculture support	9	50	1,193	10	59	1,763
Mining	6	(B)	(D)	5	(B)	0
Utilities	6	(C)	(D)	6	(C)	0
Construction	204	683	18,525	211	841	22,094
Manufacturing	61	597	15,858	54	677	16,600
Wholesale Trade	80	756	17,657	75	718	17,235
Retail Trade	320	2,821	57,210	320	3,064	60,387
Transportation & warehousing	48	516	10,179	47	472	9,975
Information	34	358	12,214	36	373	12,946
Finance & Insurance	89	1,858	94,656	96	2,554	130,435
Real estate & rental & leasing	79	304	5,218	83	321	5,722
Professional, scientific & technical services	151	486	11,690	147	462	11,534
Management of companies & enterprises	5	(B)	(D)	6	(B)	0
Admin., support, waste mgt, remediation services	79	357	7,568	80	368	8,588
Educational services	17	250	2,801	16	270	3,097
Health care and social assistance	227	3,671	98,415	224	3,855	106,435
Arts, entertainment & recreation	52	301	3,942	59	293	4,556
Accommodation & food services	234	3,000	44,616	226	2,817	37,641
Other services (except public admin.)	193	1,221	19,087	188	1,241	20,529
Auxiliaries (exc corporate, subsidiary & regional mgt)	2	(B)	(D)	2	(B)	0
Unclassified establishments	26	(B)	(D)	24	(B)	0

Notes:

Employment size classes are indicated as follows: (A) - 0 to 19, (B) - 20 to 99, (C) - 100 to 249, (E) - 250 to 499

(D) Denotes figures withheld to avoid disclosing data for individual employees.

Source: 1999 & 2000 County Business Patterns. Prepared by Sullivan County Division of Planning & Community Development.