



**Leonardtwn**  
*A most exceptional place!*



# Leonardtwn

## AN INTRODUCTION

Leonardtwn, Maryland is a richly historic community that has maintained its character and charm through thoughtful planning and curated economic development efforts. Its location in Southern Maryland offers waterfront access, proximity to Washington and Baltimore, and an excellent location near the cluster of defense resources associated with PAX Naval Air Station.

Investing in Leonardtown holds great potential for several reasons. Firstly, the town's strategic location provides easy access to major markets nearby, making it an attractive location for entrepreneurs seeking a serene and close-knit community with access to metropolitan Washington/Baltimore. Second, Leonardtown has experienced steady population growth with high median household income levels, resulting in an increased demand for housing, retail, and services. This presents a lucrative opportunity for real estate development and small business ventures. Moreover, the Town has made significant investments in infrastructure and amenities, including downtown revitalization, development of the Wharf District along the Breton Bay waterfront, abundant recreational facilities, and excellent public facilities, further enhancing its appeal for residents and potential investors alike.

Leonardtwn's commitment to preserving its historic character while embracing modern development makes it a superb place to invest in and enjoy long-term economic stability. This marketing package is designed to share some of the market opportunities in Leonardtown, plans currently underway for ongoing improvements, and a profile of the partners who are working together to keep Leonardtown a welcoming place for business.



*A Most Exceptional Place*



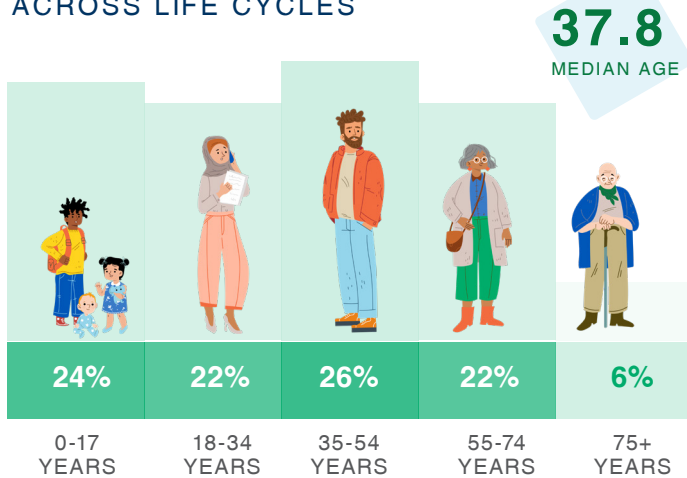


# THE MARKET Leonardtwn

Leonardtwn is a robust and growing community. Approximately 63,000 people live within a 20-minute drive of downtown Leonardtwn. This drivetime area serves as the primary market base for Leonardtwn businesses. From 2010 to 2020, the area has experienced 16% population growth, and growth is projected to continue over the next five years, adding another 2,400 people and nearly 1,000 households by the year 2028.

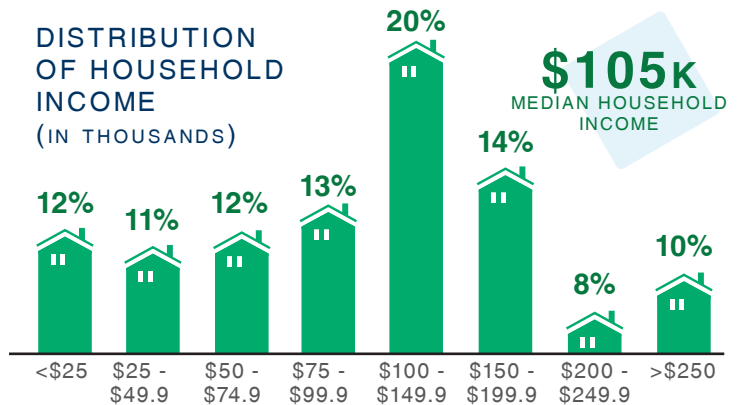
The market area serves a balanced mix of age groups, with a median age of 37.8. Approximately 71% of households in the market area are family households, and the average household size is 2.66.

## AGE DISTRIBUTION OF RESIDENTS ACROSS LIFE CYCLES



On average, residents in the market area are well-educated and have relatively high incomes. Over a third of the population age 25 years or older has at least a Bachelor's Degree and the median household income is \$105,000.

## DISTRIBUTION OF HOUSEHOLD INCOME (IN THOUSANDS)



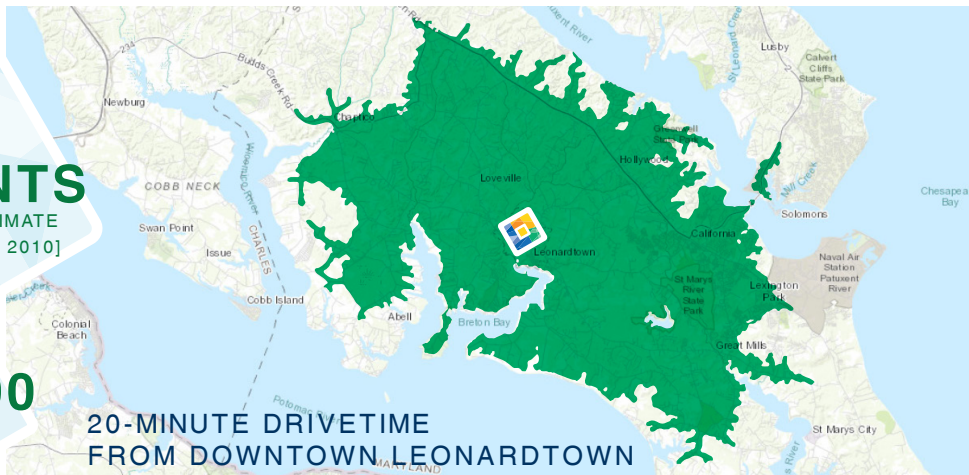
Housing is predominantly single-family detached (70%) complemented by townhomes (11%), multifamily units (16%), and mobile homes (3%). The age of the housing stock reflects the community's population growth: nearly 40% of housing was built in or after 2000. Housing is 68% owner-occupied, with a median value of owner-occupied homes of \$409,000. The February 2023 Zillow Home Value Index for the Leonardtwn 20650 ZIP code is \$452,000, an increase of 2.4% over the past year and a 23% increase since February 2020.

**63,000**  
**RESIDENTS**

2023 POPULATION ESTIMATE  
[16.6% GROWTH SINCE 2010]

**+2,400**  
BY 2028

20-MINUTE DRIVETIME  
FROM DOWNTOWN LEONARDTWN



**35%**  
HAVE A  
BACHELOR'S  
DEGREE  
OR HIGHER

**\$409k**  
MEDIAN VALUE OF  
OWNER-OCCUPIED  
HOUSING





# Leonardtwn

## Clothing & Accessories

Market  
Potential

Leonardtwn's downtown has emerged as a specialty shopping and dining destination for the region. One of the key opportunities for business expansion in the area is the clothing and accessories market. Clothing and accessories stores sell a variety of clothing, as well as shoes, jewelry, and leather goods. Existing clothing and accessories stores in the area sold \$31.1 million in goods in 2023 while local demand equaled \$50.9 million, indicating unmet demand of \$19.8 million.

Key retail opportunities include:

- > Women's clothing (\$5.4 million in retail leakage)
- > Family clothing (\$3.5 million in retail leakage)
- > Jewelry stores (\$1.2 million in retail leakage)
- > Luggage and leather goods stores (\$3.4 million in retail leakage).

The 23,000 households within a 20-minute drive of downtown are projected to grow by over 200 households per year for the next five years. Over those five years, clothing and accessories store demand is projected to grow by \$2.1 million.

Using a capture rate of both 30% of existing sales leaking to other markets and future demand growth, and sales per square foot of \$300, Leonardtwn could support an additional 21,800 square feet in clothing and accessories.



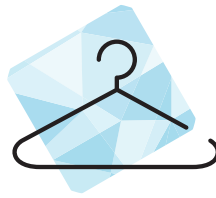
**\$50.9  
MILLION**

2023 RETAIL DEMAND FOR  
CLOTHING & ACCESSORIES



**\$31.1  
MILLION**

LOCAL SALES OF CLOTHING  
& ACCESSORIES IN 2023



**\$19.8  
MILLION**

UNMET DEMAND FOR  
CLOTHING & ACCESSORIES



**21,800  
SQUARE FEET**

ADDITIONAL POTENTIAL  
FOR CLOTHING &  
ACCESSORIES

*A Most Exceptional Place  
for Specialty Shopping*

MARKET SOURCE DATA: Claritas 2023 Spotlight Report for market data;  
Arnett Muldrow & Associates for capture rate and sales per square foot data.





# Leonardtwn

## Gifts & Antiques

Market  
Potential

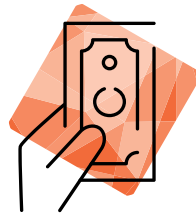
Downtown Leonardtown has emerged as the single greatest concentration of specialty shopping in southern Maryland. With dozens of shops, creative spaces for cooperative marketing, and low barriers to entry, downtown offers abundant choices to the entrepreneur interested in specialty retail.

The local market indicates strong opportunities to expand offerings in specialty retail, including gift and novelty stores, used merchandise stores, and art dealers. Existing stores in the area sold \$5.7 million in these specialty retail categories in 2023, while local demand equaled \$8 million, indicating an unmet demand of \$2.3 million. Demand in these categories is projected to grow by \$790 thousand over the next five years.

A reasonable capture scenario for these miscellaneous retail categories assumes a capture rate of 50% of both existing sales leaking to other markets and future demand growth, and sales per square foot of \$300. This scenario indicates that the community could support an additional 5,200 square feet in miscellaneous retail stores by 2028. Within this category, the largest opportunity exists for gift and novelty stores, which represent an opportunity to capture \$731 thousand in retail sales with 2,400 square feet of additional retail space.



**\$8  
MILLION**  
2023 RETAIL DEMAND  
FOR GIFTS & ANTIQUES  
SPECIALTY RETAIL



**\$5.7  
MILLION**  
LOCAL SPECIALTY RETAIL  
SALES IN 2023



**\$2.3  
MILLION**  
UNMET DEMAND FOR  
SPECIALTY RETAIL



**5,200  
SQUARE FEET**  
POTENTIAL FOR ADDITIONAL  
SPECIALTY RETAIL

*A Most Exceptional Place  
for Specialty Shopping*

MARKET SOURCE DATA: Claritas 2023 Spotlight Report for market data;  
Arnett Muldrow & Associates for capture rate and sales per square foot data.





# Leonardtwn

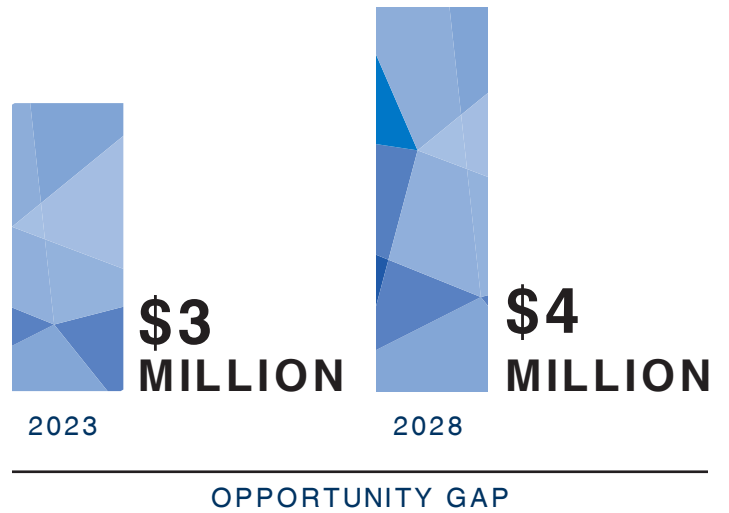
## Health & Personal Care

Market  
Potential

Health and personal care stores cover a wide array of store types, including pharmacies, skin care, men's grooming, hair care, body care, color cosmetics, bath and shower, and fragrance stores. These store types often combine with personal care services, such as day spas, salons, and barber shops.

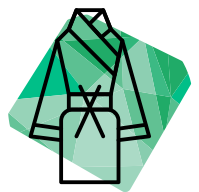
The opportunity for downtown Leonardtown excludes the demand for pharmacies and instead focuses exclusively on the highly specialized stores and services that are leaking sales within the 20-minute drive time. In this geography these health and personal care stores have sales totaling \$7.2 million while consumer demand is \$11.0 million. (The \$4.2 million sales-to-demand gap only accounts for retail sales and not for the associated services that may be part of a business model.)

Grand View Research cites personal care stores as an \$80 billion industry nationally that is forecasted to grow at a compound rate of 7.7% by 2030. Leonardtown's collection of specialty shopping is an ideal setting to capitalize on this trend with demand growth locally expected to increase by \$1.7 million by 2028.



**\$7.2  
MILLION**

2023 RETAIL DEMAND FOR  
HEALTH & PERSONAL CARE



**\$4.2  
MILLION**

LOCAL HEALTH & PERSONAL  
CARE SALES IN 2023

Using a capture rate of 50% of lost sales to other markets and sales per square foot in this store type at \$400, the community could support another 4,000 square feet of this retail type by 2028.

*A Most Exceptional  
Place for Pampering*

MARKET SOURCE DATA: Claritas 2023 Spotlight Report for market data; Arnett Muldrow & Associates for capture rate and sales per square foot data.





# Leonardtwn

## Home Furnishings

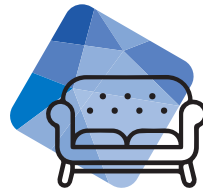
Market  
Potential

Home furnishing stores sell the “moveable items” within a home, including accessories, art, lighting, rugs, and other décor.

Existing home furnishings stores in Leonardtown sold \$6.5 million in goods in 2023, while local demand equaled \$10.5 million with a compound annual growth rate in demand of 4.5% over the next five years.

- › Leonardtown has 23,000 households within a twenty-minute drive time of Downtown.
- › The community will experience growth of over 200 households per year for the next five years.
- › Median home prices in Leonardtown itself were \$548,000 in March of 2023 an increase of \$52,000 per home over 2022 year sales.
- › The twenty-minute drivetime household income of \$105,000 per year represents a relatively affluent population.

Using a conservative capture rate of 33% of lost sales to other markets and sales per square foot in home furnishings at \$450, the community could support another 8,250 square feet by 2028.



**\$6.5  
MILLION**

2023 RETAIL DEMAND FOR  
HOME FURNISHINGS



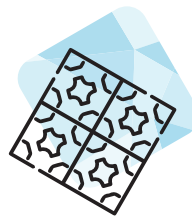
**\$10.5  
MILLION**

LOCAL HOME FURNISHINGS  
SALES IN 2023



**\$4  
MILLION**

UNMET DEMAND FOR HOME  
FURNISHINGS



**8,250  
SQUARE FEET**

POTENTIAL FOR ADDITIONAL  
HOME FURNISHINGS RETAIL

*A Most Exceptional  
Place to Decorate*



MARKET SOURCE DATA: Claritas 2023 Spotlight Report for market data;  
Arnett Muldrow & Associates for capture rate and sales per square foot data.



Leonardtwn  
MARYLAND



# Leonardtwn

## Hobby, Toy, Game, & Books

Market  
Potential

Existing stores in the area sold \$4.2 million in hobby, toy, game and books in 2023 while local demand equaled \$6.5 million, indicating unmet demand of \$2.3 million in the category. Demand in the category is projected to grow by \$1.2 million over the next five years.

A reasonable capture scenario for this category assumes a capture rate of 30% of existing sales leaking to other markets, 30% capture of future demand growth, and sales per square foot of \$300. This scenario indicates that the community could support an additional 3,500 square feet in hobby, toy, game and book stores by 2028.



**\$6.5  
MILLION**

2023 DEMAND FOR HOBBY,  
TOY, GAME, & BOOK RETAIL



**\$4.2  
MILLION**

LOCAL HOBBY, TOY, GAME, &  
BOOK SALES IN 2023



**\$2.3  
MILLION**

UNMET DEMAND FOR HOBBY,  
TOY, GAME, & BOOK RETAIL



**3,500  
SQUARE FEET**

POTENTIAL FOR ADDITIONAL  
HOBBY, TOY, GAME, & BOOK  
RETAIL

*A Most Exceptional  
Place for Play*

MARKET SOURCE DATA: Claritas 2023 Spotlight Report for market data;  
Arnett Muldrow & Associates for capture rate and sales per square foot data.







# Leonardtwn

## Restaurant & Beverage

Market  
Potential

Leonardtwn is home to an exceptional collection of locally-owned restaurants that make the area a hub for dining opportunities. Downtown's walkable environment and The Leonardtwn Wharf offer opportunities for continued development of this dining cluster that will continue to build upon this strength.

Leonardtwn has a population of over 63,000 residents within a 20-minute drive time of Downtown. This affluent area has a **2023 median household income of \$105,000**—exceeding that of Maryland by over \$12,000 per household per year. In this area, **residents spend \$131 million dining at restaurants each year.** While quick-service restaurants that cluster along Route-235 in Lexington Park and California represent a significant portion of sales in the market area, full-service dining in the same area is still under-represented, with a sales gap of \$9.2 million. By 2028 this sales gap will increase to over \$22 million.

With this high-income level, a projected growth of over 200 households per year, the strategic location in a charming historic downtown, and events that pull in visitors, Leonardtwn is well positioned to support another 55,000 square feet of dining by 2028 if it only captures 50% of the market share of growth.



**\$64.3  
MILLION**

2023 RETAIL DEMAND FOR  
FULL SERVICE DINING



**\$55.1  
MILLION**

LOCAL FULL SERVICE DINING  
SALES IN 2023



**\$9.2  
MILLION**

UNMET DEMAND FOR FULL  
SERVICE DINING



**55,000  
SQUARE FEET**

POTENTIAL FOR ADDITIONAL  
FULL SERVICE DINING

*A Most Exceptional  
Place for Dining*

MARKET SOURCE DATA: Claritas 2023 Spotlight Report for market data;  
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# Leonardtwn

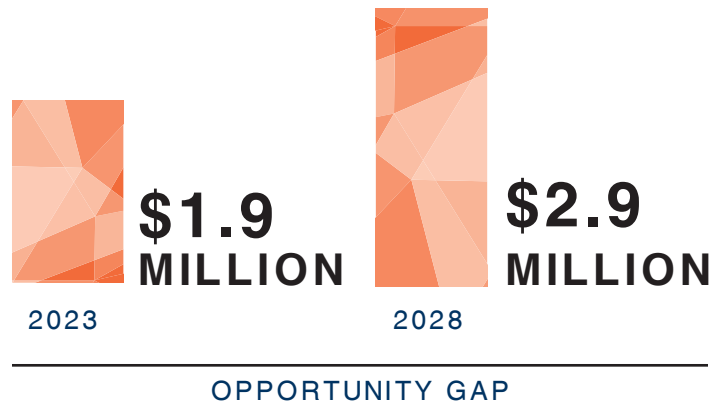
## Specialty Food Market

Market  
Potential

Specialty Food stores are enjoying a national renaissance as consumers seek out butchers, bakeries, cheese stores, pasta makers, fresh fruit and vegetables as well as hybrid cafés and food stores. Leonardtown is already home to several specialty food stores including a chocolate shop, a natural food store, and food items at Shepherd's Old Field.

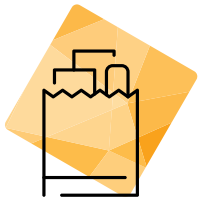
This existing cluster presents opportunities for existing store expansion and new retail offerings. Within a 20-minute drivetime of downtown, consumers spend \$4.5 million in specialty food stores while sales in the same geography are \$2.6 million per year. By 2028 growth in the market demand will increase by another \$1 million which represents 4% compound growth.

Specialty food is a category that relies on discretionary spending. The median household income of the Leonardtown market is \$105,000 per year which is 15% higher than that of Maryland and 31% higher than the United States.



**\$4.5  
MILLION**

2023 DEMAND FOR  
SPECIALTY FOOD RETAIL



**\$2.6  
MILLION**

LOCAL SPECIALTY FOOD  
SALES IN 2023

Using a capture rate of 50% of lost sales to other markets and sales per square foot in specialty food at \$450, the community could support another 3,000 square feet of this retail type by 2028. This gap is likely to be conservative as specialty food clusters attract visitor traffic and can reinforce a specialty shopping destination.

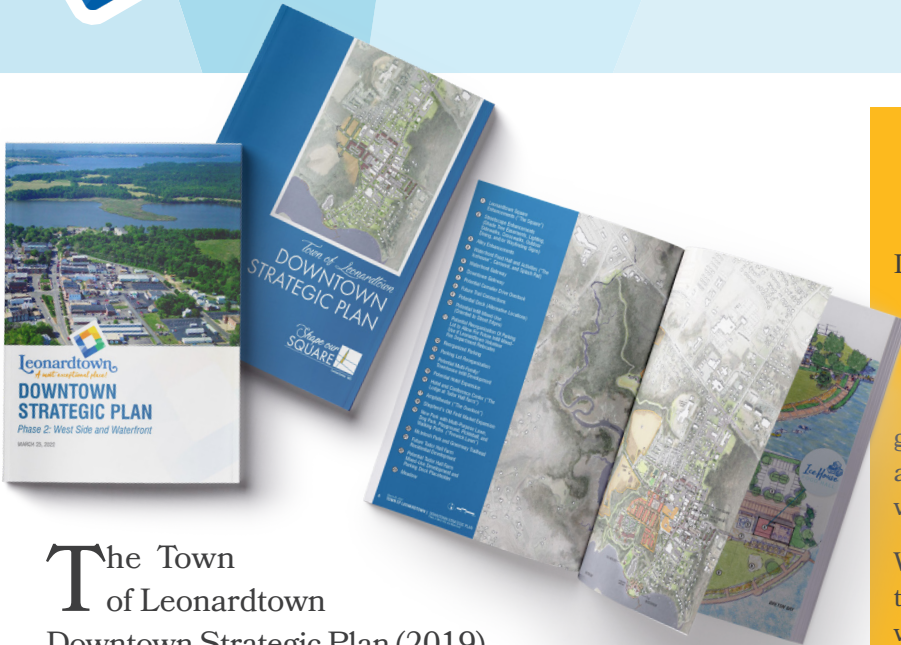
*A Most Exceptional Place  
for Gourmet Shopping*

MARKET SOURCE DATA: Claritas 2023 Spotlight Report for market data; Arnett Muldrow & Associates for capture rate and sales per square foot data.





# Leonardtwn's STRATEGIC PLANS



## The Town of Leonardtwn

Downtown Strategic Plan (2019) and the Phase II Strategic Plan (2022), being grounded in market analysis and extensive community participation, present practical solutions to guide investment (by both public and private partners), while allowing for long-term growth and improved connectivity within the community and between planned neighborhoods, existing neighborhoods, and downtown.

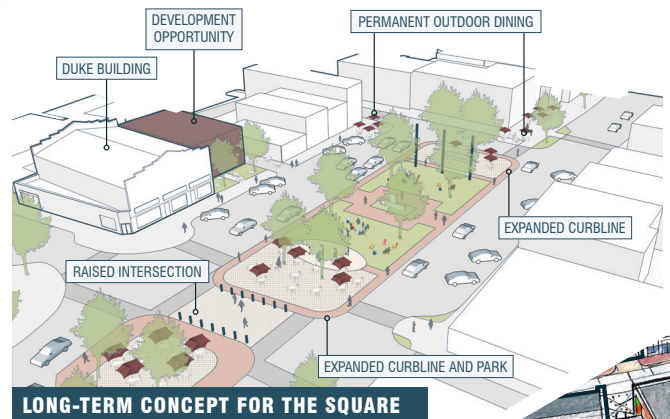
Early implementation successes—including façade improvements, public space enhancements, a new community brand, and branded wayfinding—have enabled the Town to continue building support while pursuing the longer-term vision. As a direct result of the Strategic Plan's recommendations, increased activity on The Square and within downtown has leveraged new and expanded businesses and continues to generate interest for ongoing private investment.

## A VISION FOR LEONARDTOWN

Downtown Leonardtwn is the seat of St. Mary's County, a richly historic community where the relationship between downtown and the water is part of the history and will remain significant into the future. Downtown is home to the region's greatest collection of independently-owned shops and restaurants—a place where residents can live within walking distance of our historic Square.

We endeavor to continue to foster this place as a downtown connected to the neighborhoods around us, a place where entrepreneurs can thrive in a vibrant location, where residents have lifestyle options unlike anywhere else in the county, and where the spirit of progress is represented in the charm and feel of a small town.

ORIGINALLY PUBLISHED IN THE 2019 DOWNTOWN STRATEGIC PLAN





# Leonardtwn

## Investor Resources



The Town of Leonardtown, Maryland, stands ready with our partners to help with your new or expanded business ideas. The Town of Leonardtown has professional and personal staff that actively works with businesses on a regular basis, an annual façade improvement program that provides grant funding for building improvements, and ongoing planning and investment in Downtown Leonardtown is a priority for the Mayor and Town Council.



Learn more about business resources in Leonardtown  
<https://leonardtwn.somd.com/business/index.htm>



The Leonardtown Business Association (LBA) is a member organization formed for the purpose of advancing the economic, professional, cultural, and civic welfare of Leonardtown, Maryland. The LBA encourages growth of existing businesses and offers assistance to new businesses. Services include monthly meetings, regular events and programs, branding and marketing assistance, and a comprehensive web guide to Leonardtown.



Find out more and join the LBA  
[www.visitleonardtwnmd.com/lba](http://www.visitleonardtwnmd.com/lba)



St. Mary's County Economic Development is committed to building an innovation driven economy, offering economic development services including business start-up resources, site selection, guidance navigating local permit and licensing, information on incentives and financing, workforce development, demographic and statistics resources, and partnerships and networking.



View St. Mary's County services  
[www.yesstmarysmd.com](http://www.yesstmarysmd.com)



Visit St. Mary's MD is a nonprofit organization responsible for developing and supporting travel and tourism in St. Mary's county. Visit St. Mary's serves both locals and visitors alike by highlighting local businesses, supporting regional events, and promoting St. Mary's on social media and the web.



Explore Visit St. Mary's  
[www.visitstmarysmd.com](http://www.visitstmarysmd.com)



*A Most Exceptional Place to Invest*