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Dicks Sporting Goods: 2020 Store Opening Review

- Good news for malls and former department store vacant boxes
- Relocations appear to be primary source of new store openings
- Former Sears stores were particularly attractive

# Stores	% Stores	Comments
19		New Dicks and Dicks and Golf Galaxy Combo Stores
14	74%	Former Department Stores (Sears -12 , Macys-1 ,Dillards-1)
12	63%	Former Sears
12	63%	Relo with in same trade area
7	37%	New Markets (not a relo)
1		Toys R Us
1		Academy Sports
1		Burlington

In 2020, Dicks Sporting Goods and Dicks Sporting Goods and Golf Galaxy combo stores opened 19 new stores, 15 Dick's Sporting Goods, and 4 combo stores of Dicks Sporting Goods and Golf Galaxy.

Surprisingly, 14 of the 19 new stores or 74% of stores went into former department store boxes, all located at Malls. Sears led the group with 12 former Sears locations being backfilled and one backfill of a former Dillard's and one in a former Macy's. Dicks generally did not backfill the entire space left over from Sears but took a portion of either the former store or part of a redevelopment of the former Sears area.

In total, 15 of the 19 new stores are located in Malls. The other four locations were not located near a mall. In 63% of the new stores (a total of 12) they merely relocated an existing store around the mall and relocated into the former department store at the mall. Considering that Dicks had an existing store in the market and chose to relocate to the mall is a **good indication of their desire for mall locations.**



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The advantages to this retailer appear to be that they expect to keep their existing client base from the relocated store, but they get a brand new store built to their latest prototype design. **While this might not be good news for some existing landlords, it is certainly good news for the malls.** There are no examples of them leaving a mall to relocate to an off-mall property in 2020.

New stores not on a mall property include brand new development, and releasing empty stores formerly occupied by Burlington, Toys R Us, and Academy.

