



downtown strategies

Redefining Retail: Re-Opening Downtown for Business

PRESIDENT

Jenn Gregory



Jenn comes to Retail Strategies with a 13-year career in community development and downtown revitalization. She was the Founding Principal of a consulting firm specializing in downtown rejuvenation with clients throughout the Southeast and served as CEO of a community development agency in Mississippi where she strategically transformed their Downtown. Jenn also brings extensive governmental affairs expertise from her tenure as Assistant Director of a Federal legislative-branch agency on Capitol Hill.

Jenn was named a "Top 50 under 40" professional by Mississippi Business Journal in 2016. She serves as President of Parents for Public Schools Starkville and is the Executive Director/Vice President of Operations for Bully Bloc, a non-partisan political action committee supporting Mississippi State University alumni in political positions within Mississippi. She is a board member of the non-profit group Mississippi 30 Day Fund, an organization focusing on the private sector supporting small businesses the state.



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Our Path

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About Us

Retail Strategies is the national expert in recruiting businesses and strategically developing communities

2

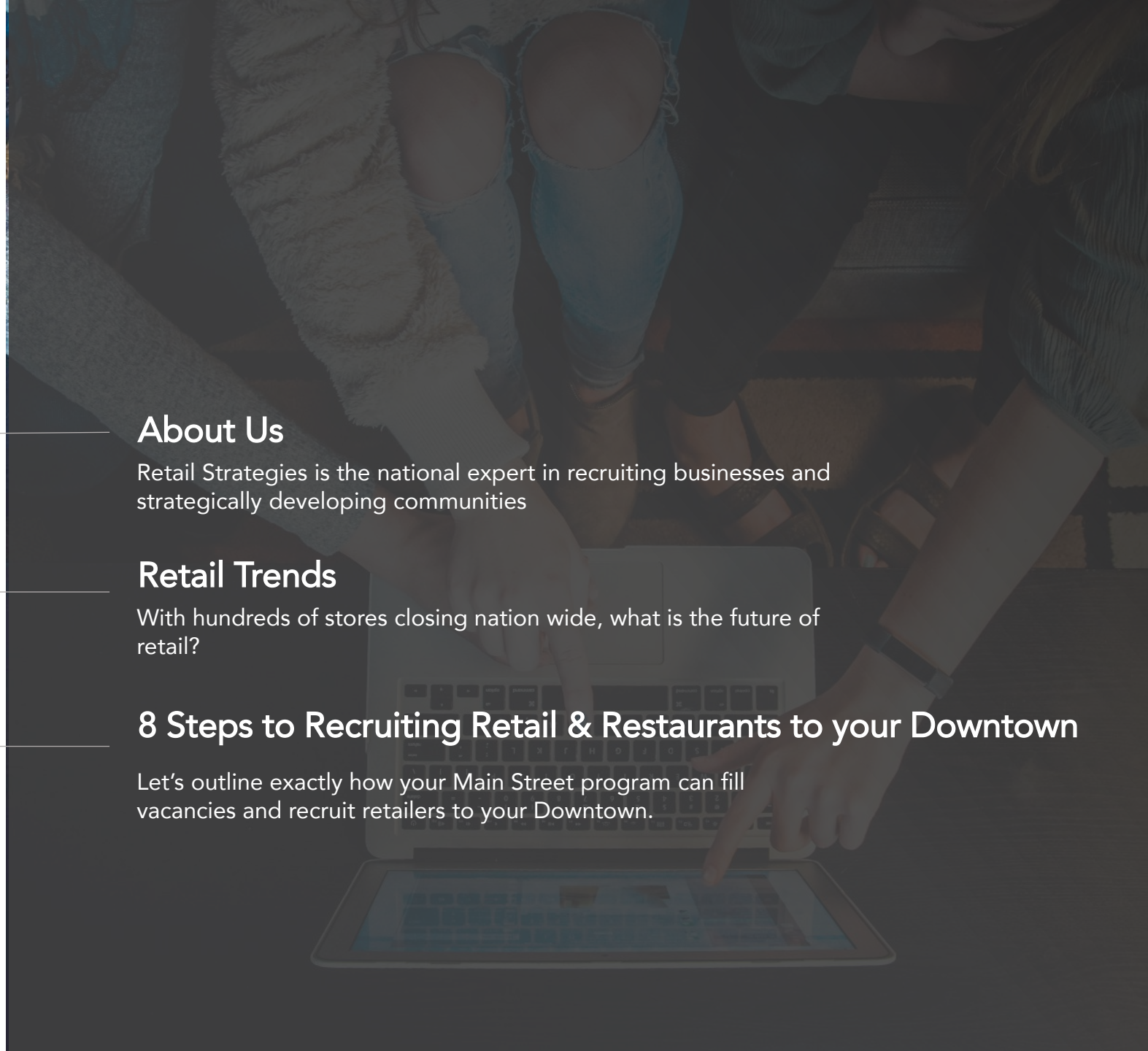
Retail Trends

With hundreds of stores closing nation wide, what is the future of retail?

3

8 Steps to Recruiting Retail & Restaurants to your Downtown

Let's outline exactly how your Main Street program can fill vacancies and recruit retailers to your Downtown.



1



downtown strategies

About Us



retail strategies



ONE COMPANY, SEVERAL PLATFORMS

About Us

Retail Strategies is the national expert in recruiting businesses and strategically developing communities. Our team of 60 utilizes experience to make public-private partnerships thrive.



retail strategies

retail recruitment

retail academy

downtown strategies

small business support

retail advisor

A high-angle, low-shot photograph of a person's legs and feet as they walk on a light-colored, rectangular stone tile pavement. The person is wearing a white dress with a colorful floral pattern and light-colored, strappy high-heeled sandals. They are carrying several large, colorful shopping bags in various colors (red, yellow, white, orange, pink, blue) and patterns (polka dots, floral, solid). The bags are swinging as they walk. A semi-transparent white rectangular overlay is positioned in the center of the image, containing a white circle with the number '2' inside and the text 'Retail Trends' below it.

2

Retail Trends

A woman with dark hair and glasses is smiling while holding a white smartphone. She is in an office setting. In the background, there is a laptop and a green folder with the logo 'DEQUOROTIC' on it. The text 'Is business recruitment currently a focus of your organization?' is overlaid on the image.

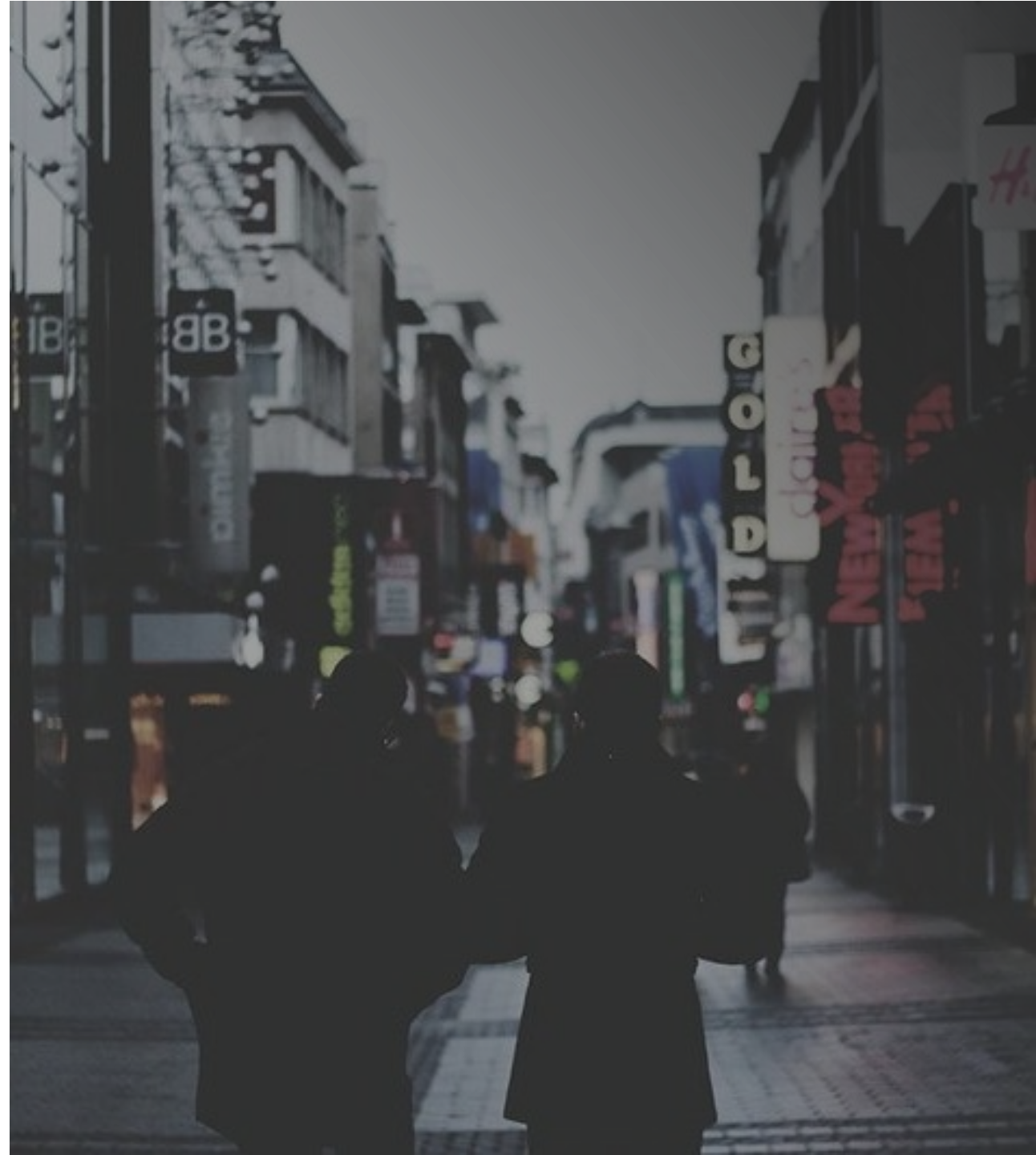
Is business recruitment
currently a focus of your
organization?

REDEFINING RETAIL

Quiz

1. What percentage of jobs in America are retail?

- A. 25%
- B. 40%
- C. 50%



REDEFINING RETAIL

Quiz

1. What percentage of jobs in America are retail?

A. 25%

B. 10%

C. 40%

1 in 4 jobs are Retail



United States

3,793,621 Retail Establishments
42 Million Jobs Supported
\$2.6 Trillion in Total GDP Impact

REDEFINING RETAIL

Quiz

2. What percentage of retail is categorized as Small Business?

- A. 50%
- B. 75%
- C. 98%



REDEFINING RETAIL

Quiz

2. What percentage of retail is categorized as Small Business?

A. 50%

B. 75%

C. 98%



REDEFINING RETAIL

Quiz

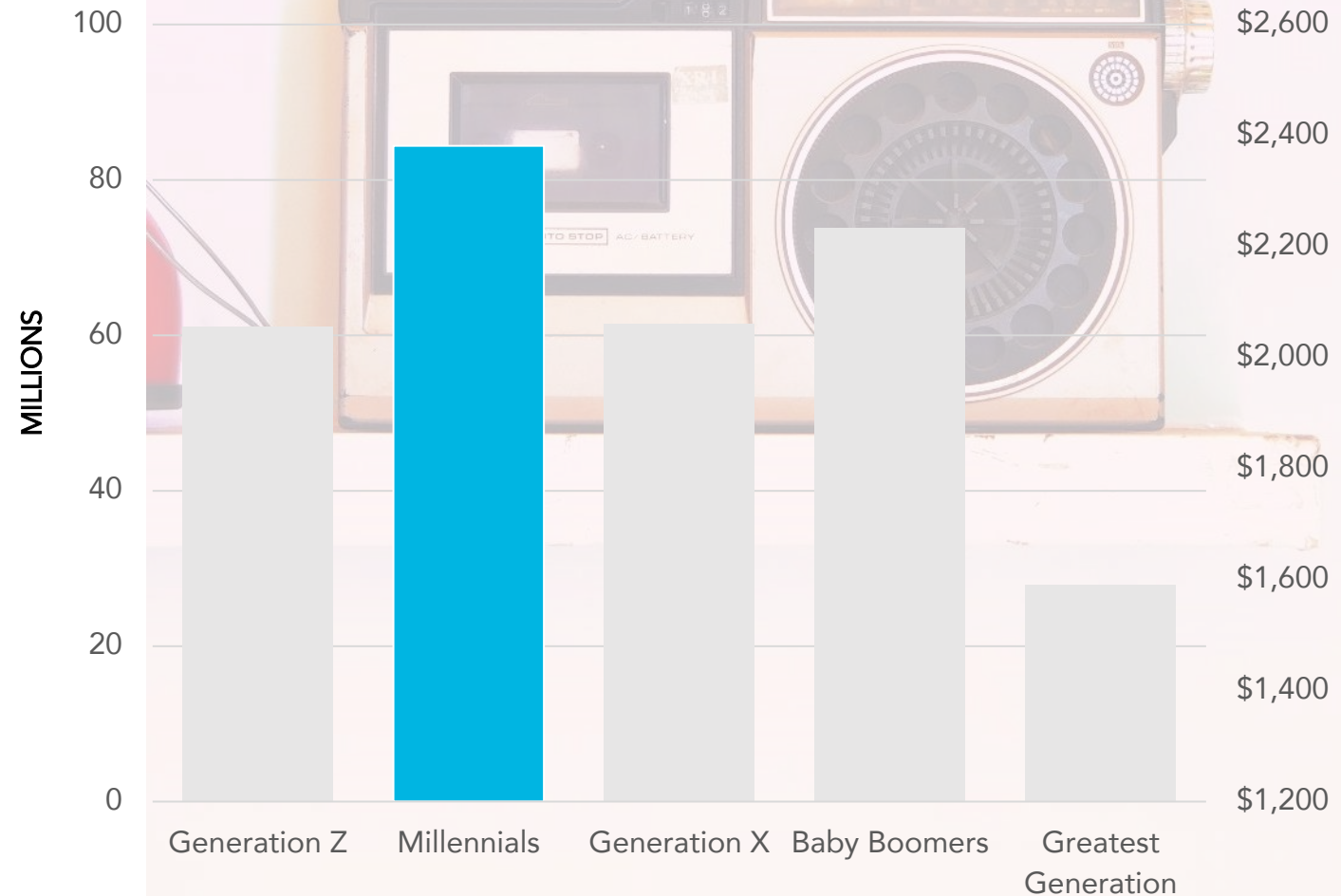
3. What is the largest consumer demographic group?



REDEFINING RETAIL

Quiz

3. What is the largest consumer demographic group?



REDEFINING RETAIL

Quiz

4. What percentage of retail sales are online?

- A. 15%
- B. 53%
- C. 78%



REDEFINING RETAIL

Quiz

4. What percentage of retail sales are online?

A. 15%

B. 53%

C. 78%



REDEFINING RETAIL

Quiz

5. What percentage of consumers prefer to shop in-store?

- A. 44%
- B. 59%
- C. 78%



REDEFINING RETAIL

Quiz

5. What percentage of consumers prefer to shop in-store?

A. 44%

B. 59%

C. 78%



REDEFINING RETAIL

Retail Apocalypse?



WIKIPEDIA The Free Encyclopedia

Article Talk

Retail apocalypse

From Wikipedia, the free encyclopedia

The **retail apocalypse** refers to the closing of a large number of American retail stores beginning in 2016.^[a] Over 4,000 physical stores are affected as American consumers shift their purchasing habits due to various factors, including the rise of e-commerce.^[b] Major department stores such as J.C. Penney and Macy's have announced hundreds of store closures, and well-known apparel brands such as J. Crew and Ralph Lauren are unprofitable.^[c] Of the 1,200 shopping malls across the US, 50% are expected to close by 2023.^[d] The retail apocalypse phenomenon is related to the middle-class squeeze, in which consumers experienced a decrease in income while costs increase for education, healthcare, and housing. Bloomberg stated that the cause of the retail apocalypse "isn't as simple as Amazon.com Inc. taking market share or twenty-somethings spending more on experiences than things. The root cause is that many of these long-standing chains are overloaded with debt—often from leveraged buyouts led by private equity firms."^[e] Forbes has said the media coverage is exaggerated, and the sector is simply evolving.^{[1][9]} The most productive retailers in the US during the retail apocalypse are the low-cost, "fast-fashion" brands (e.g. Zara and H&M) and dollar stores (e.g. Dollar General and Family Dollar).^[11]

BUSINESS

Why the retail apocalypse isn't being taken seriously

By David Brancaccio

January 02, 2018 | 10:50 AM

Who will the 'retail apocalypse' claim in 2018?

By Robin Levinson-King
BBC News, Toronto

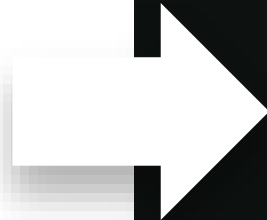
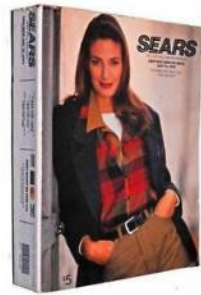
Bloomberg

America's 'Retail Apocalypse' Is Really Just Beginning

By Matt Townsend, Jenny Surane, Emma Orr and Christopher Cannon
November 8, 2017

REDEFINING RETAIL

Retail Apocalypse?



amazon



Catalyst

Apocalypse

REDEFINING RETAIL

Technology



ALL REPLACED BY YOUR PHONE

Consolidation

- GPS Navigation
- Books
- Landline
- Address Book
- Payphone
- Scanner
- Digital Camera
- Photo Album
- Camcorder
- Voice Recorder
- Alarm Clock
- Flashlight
- Digital Music Player
- Calculator
- Calendar/Planner
- Notepad
- Newspaper
- Portable Video Player
- Dial-up Internet
- ATM/Debit & Credit Card
- Leveler
- Webcam
- Light Meter
- Thermostat
- Barcode Scanner
- Measuring Tape
- Credit Card Scanner
- USB/Thumb Drive
- Remote Control
- Compass



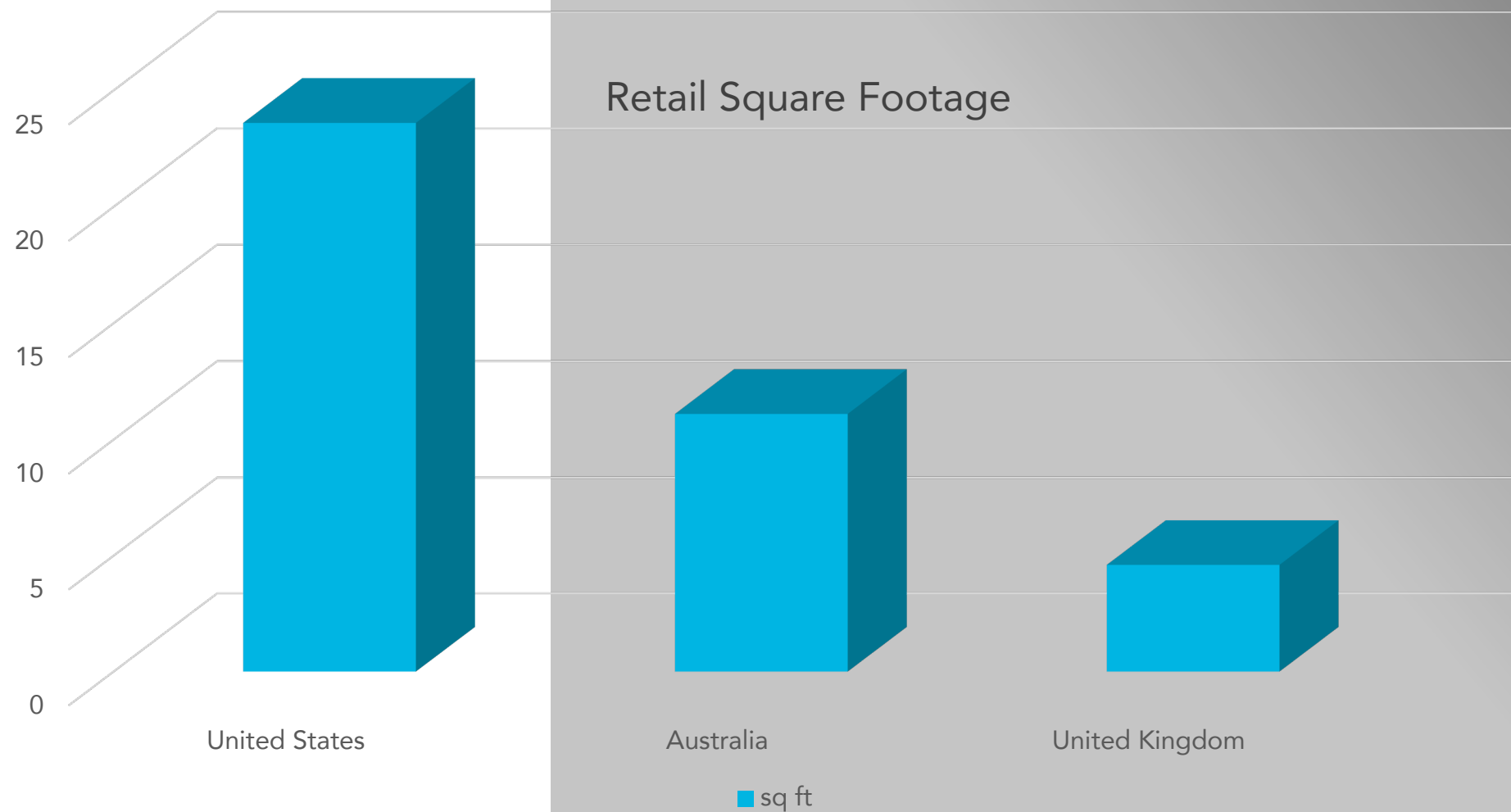
Innovation

- Omnichannel
- Drive-thrus, Curbside, Delivery
- Healthy



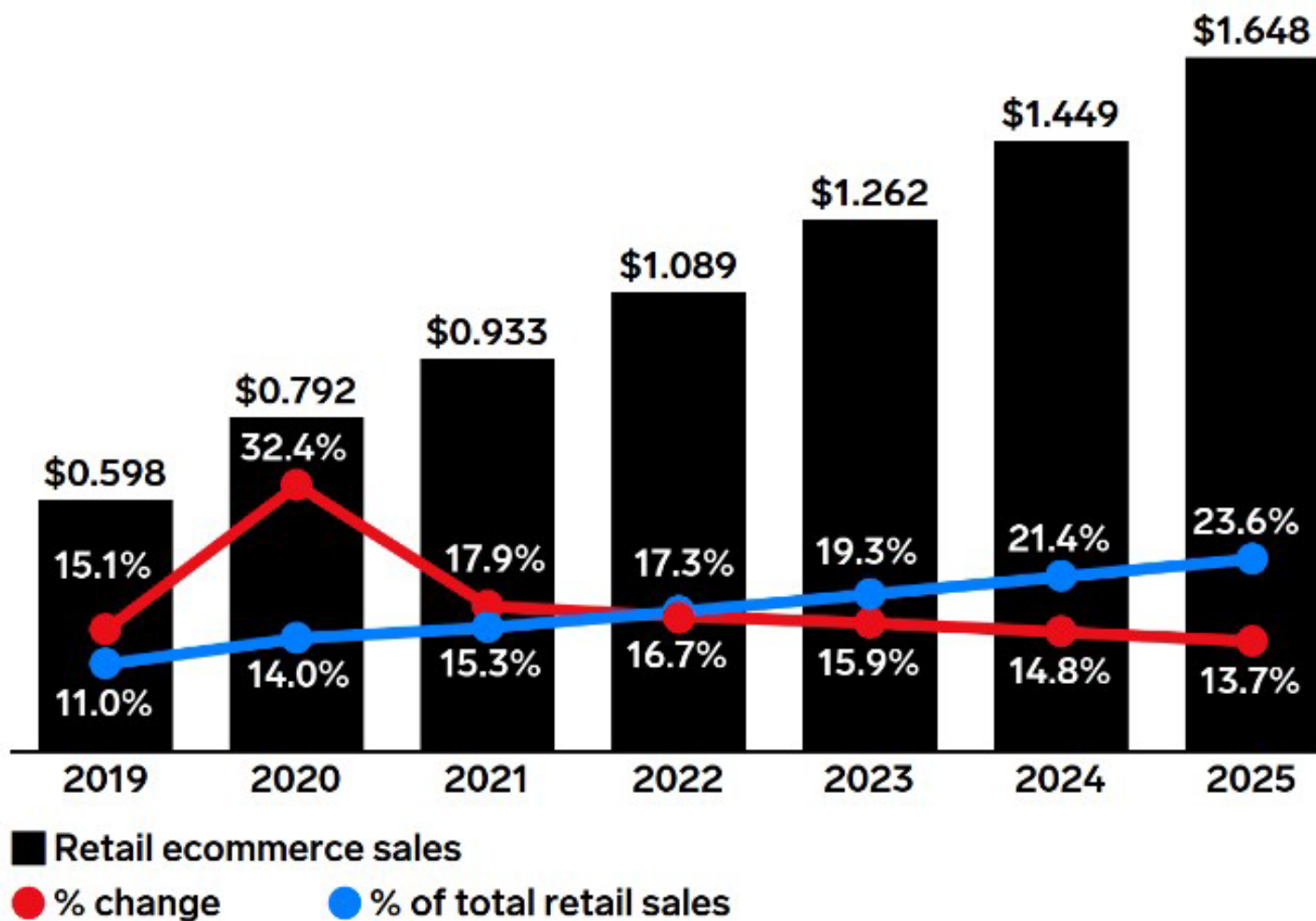
REDEFINING RETAIL

Over Retailed



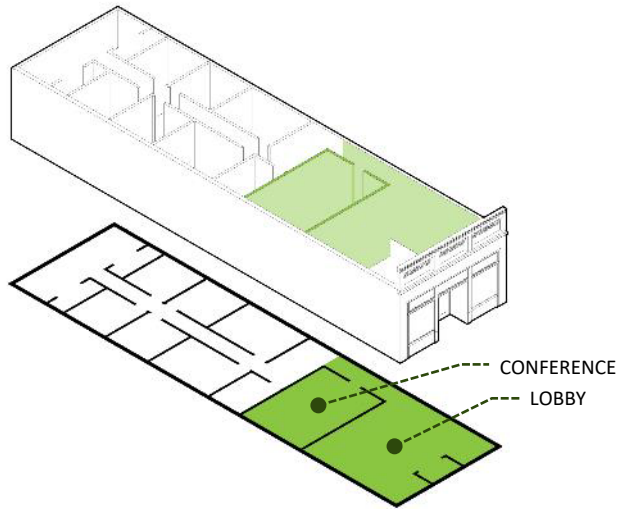
Retail Ecommerce Sales in the US, 2019-2025

trillions, % change, and % of total retail sales

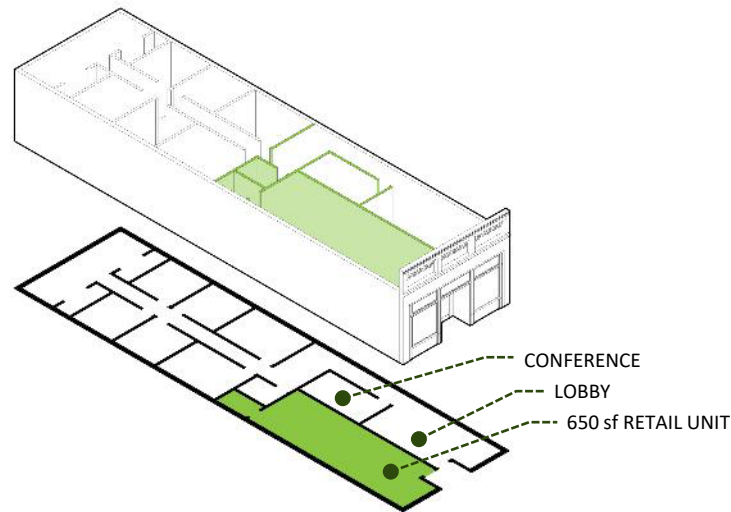


Changing Retail for Main Streets

SCENARIO 1

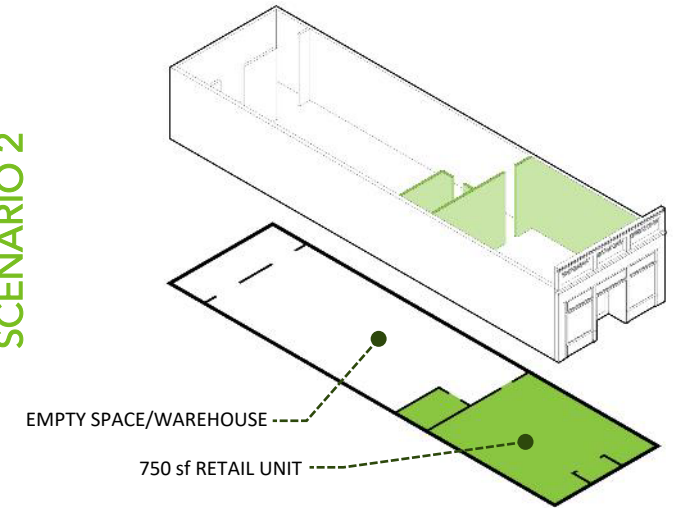


Original Layout: A typical downtown office space with an underutilized lobby area and conference room provides an opportunity to add additional retail space.



Modified Layout: Adding a demising wall to reduce the size of the lobby and conference room adds an additional retail space to the downtown and provides additional income for the property owner.

SCENARIO 2



Oversized Building: An oversized (2,500+ sf) "shell" of a building which is too large for a start-up retail business. A smaller (<1,000 sf) retail space can be added along the storefront.

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Retail Update Takeaways

- Retail is CHANGING
- Omni-channelling is KEY
- Retailers need smaller storefronts + distribution space
- Consumers expect more and are growing impatient
- Experience is everything
- Main Street Directors should be liaisons to property owners to help them imagine creative solutions for their properties





3

8 STEPS

Recruiting Retail & Restaurants to your Downtown

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8 Steps to Recruiting Retail & Restaurants Downtown

1

Form your team

2

Create a Business-Friendly Environment

3

Understand your Market

4

Inventory your Real Estate

5

Assemble Recruitment & Marketing Materials

6

Identify Prospects

7

Make Outreach to Prospects

8

Close Deals & Share your Success



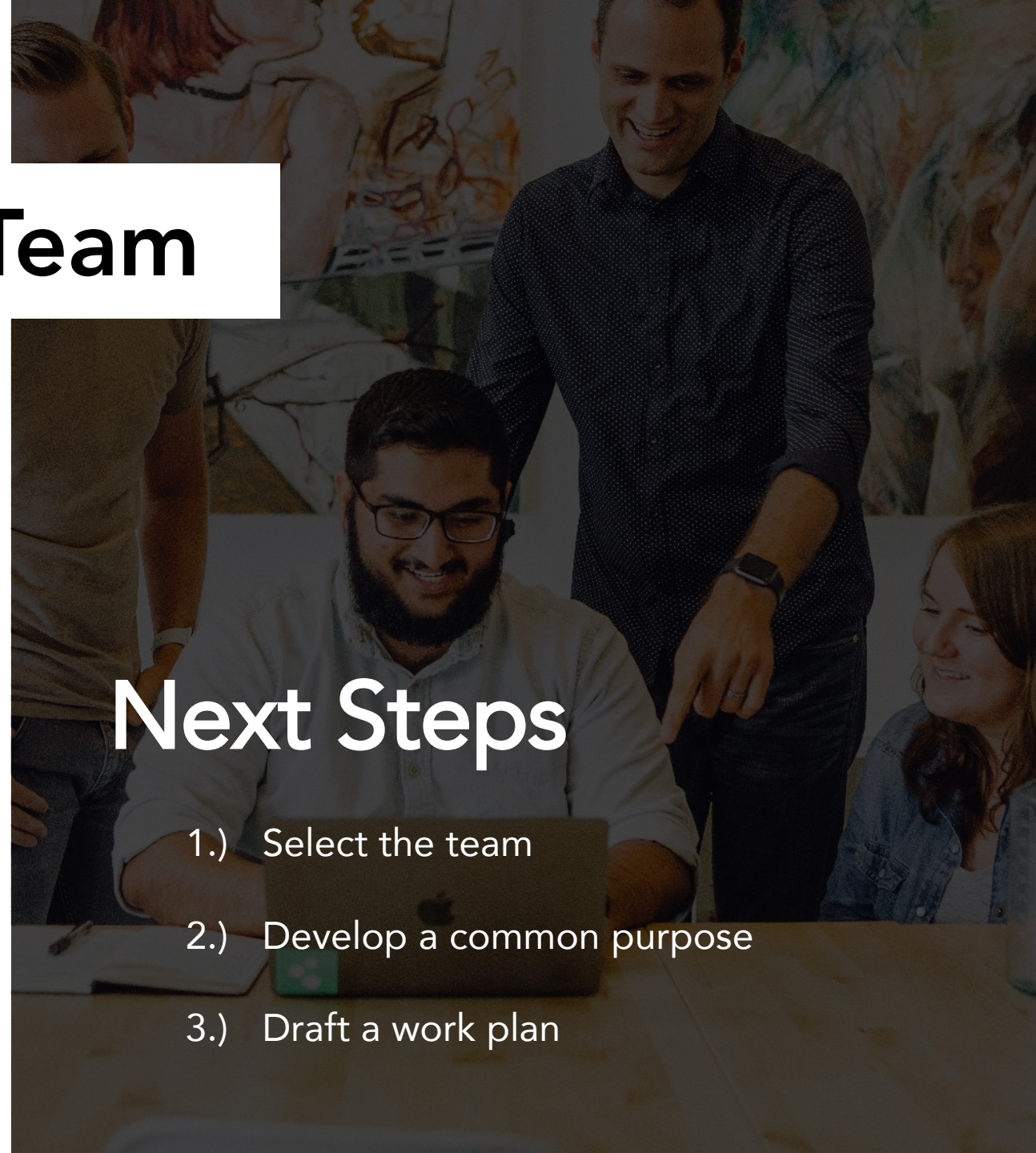
REDEFINING RETAIL

Step 1: Form Your Team

- The founding members of this team are extremely important for establishing the enthusiasm, momentum, professionalism and organization that will be needed.
- They need to be problem solvers, and action oriented.
- This team and the recruitment process need effective and enthusiastic leadership to stay on track and be organized.
- Funding and in-kind services will be important to this committee.

Next Steps

- 1.) Select the team
- 2.) Develop a common purpose
- 3.) Draft a work plan



Step 2: Create a Business-Friendly Environment

- Before actual recruitment can begin, the team must make sure that the district presents itself as an inviting place to do business.
- The commercial center must present a quality business environment in order to attract viable businesses and ensure the successful operation of businesses within the commercial center. It must appeal to the rational investor who is seeking to minimize risk and maximize financial return.
- Often, this supportive business environment will include incentives to help “level the playing field” with other commercial centers including those developed on the edge of town.

Next Steps

- 1.) Make the environment appealing
 - 2.) Overcome barriers to investment in the District
 - 3.) Offer incentives
- Consider American Rescue Plan funds to capitalize incentive funds

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Step 3: Understand Your Market

Recruiting retail begins with understanding your market:

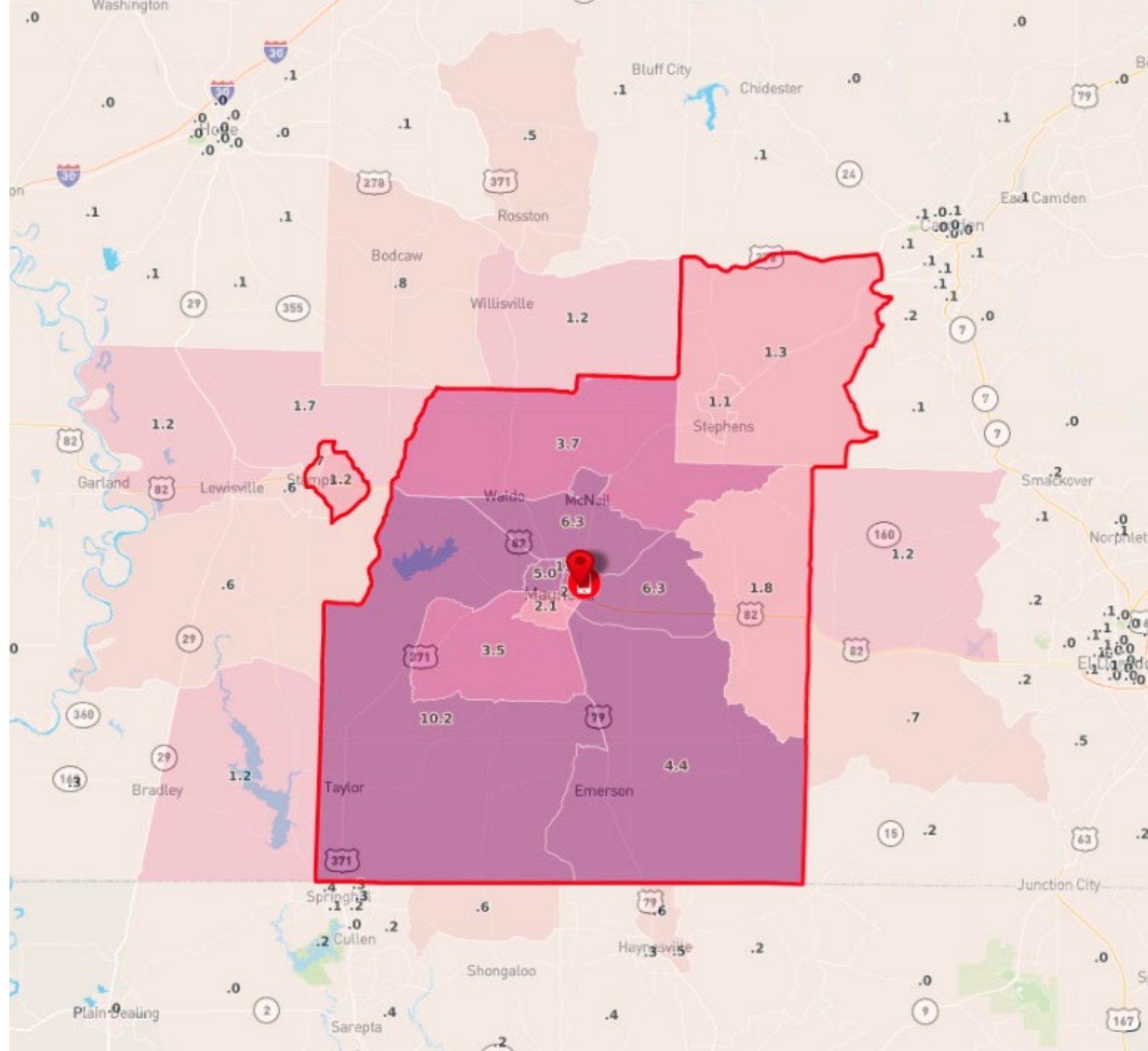
- Who are your existing customers?
- What are their patterns in terms of categorical expenses?
- What categories of businesses are you missing that could realistically be supported in your Downtown?

Next Steps

- 1.) Identify the Trade Area
- 2.) Compare Supply vs. Demand to Develop Focus Categories
- 3.) Understand Walkability & Adjacent Assets

Custom Trade Areas

The CTA (Customized Trade Area) reports are created based on a geographic “reach” we believe could be consistently pulled to your Downtown **with the right retail and business make-up** in a future development, as well as studying the mobile data reports pulled from businesses already located in the Downtown.



STEP 3: REDEFINING RETAIL

Walkability Assessment

What's your Community's Walk Score?

A community's walk score is determined by analyzing 3 factors: walkable distance between boundaries, presence of a comprehensive network of pathways designed for pedestrians and cyclists, and variety of restaurants, retailers, and service providers necessary for regular life.



| | |
|--------|--|
| 90-100 | Walker's Paradise |
| | Daily errands do not require a car |
| 70-89 | Very Walkable |
| | Most errands can be accomplished on foot |
| 50-69 | Somewhat Walkable |
| | Some errands can be accomplished on foot |
| 25-49 | Car-Dependent |
| | Most errands require a car |
| 0-24 | Car-Dependent |
| | Almost all errands require a car |

66

THE CITY'S PART

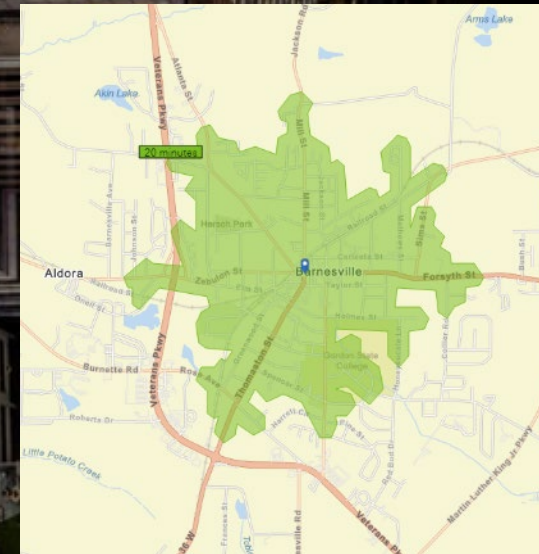
Walkability Assessment



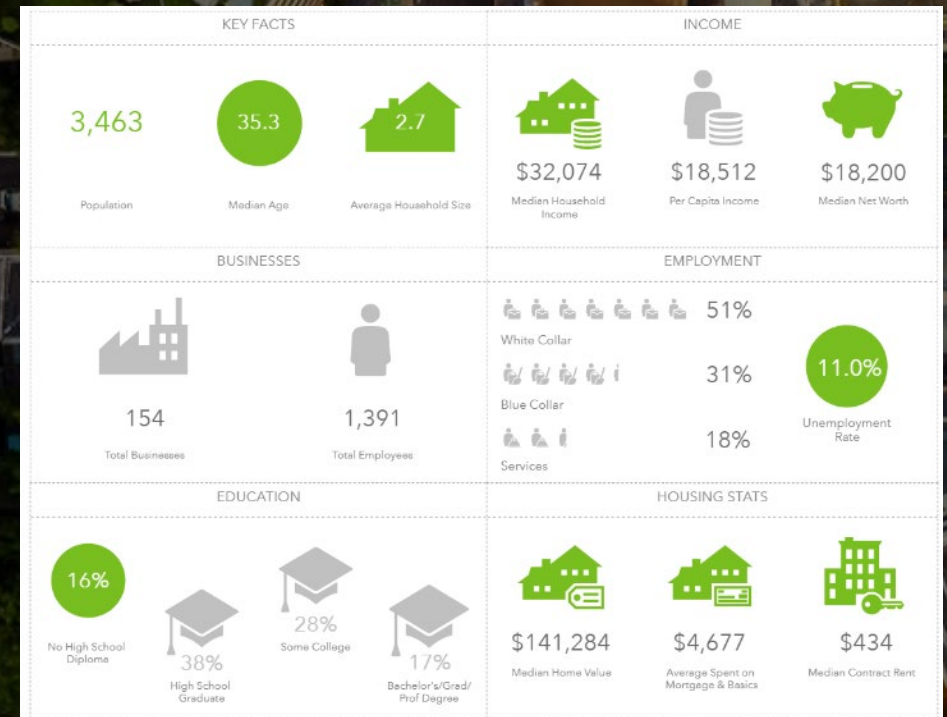
SCAN ME

Scan to request a complimentary
Walkability Assessment

54

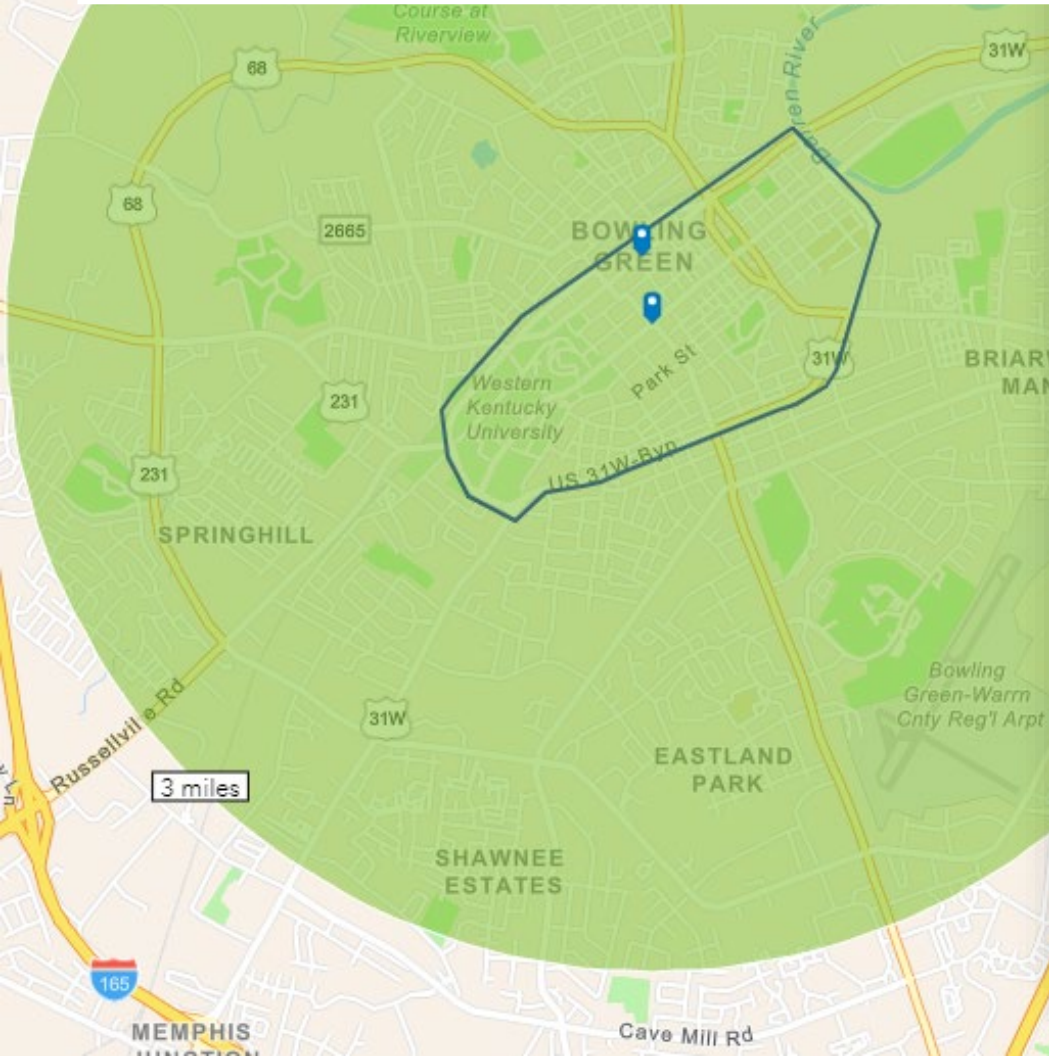


| | |
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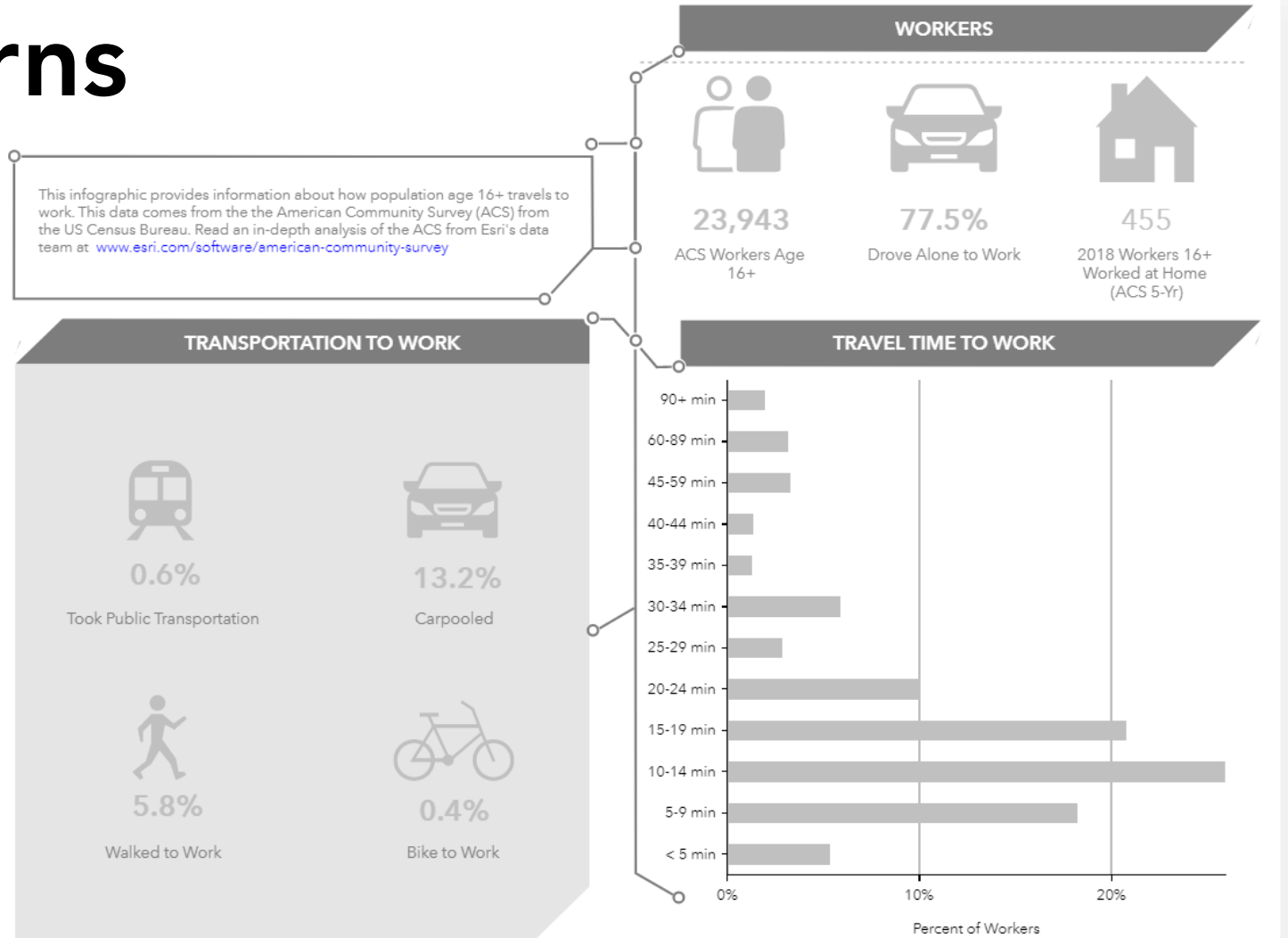


STEP 3: REDEFINING RETAIL

Commute Patterns



This infographic provides information about how population age 16+ travels to work. This data comes from the the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis of the ACS from Esri's data team at www.esri.com/software/american-community-survey



This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2014-2018.

© 2020 Esri

Step 4: Inventory your Real Estate

- Once you understand your market, trade area, and consumer behavior, you can then match up the gaps with available real estate.
- Inventorying your real estate will allow you to present an actual site to a qualified prospect, enhancing your ability to succeed.

Next Steps

1. Inventory buildings in your District
2. Understand what's available
3. Be a matchmaker

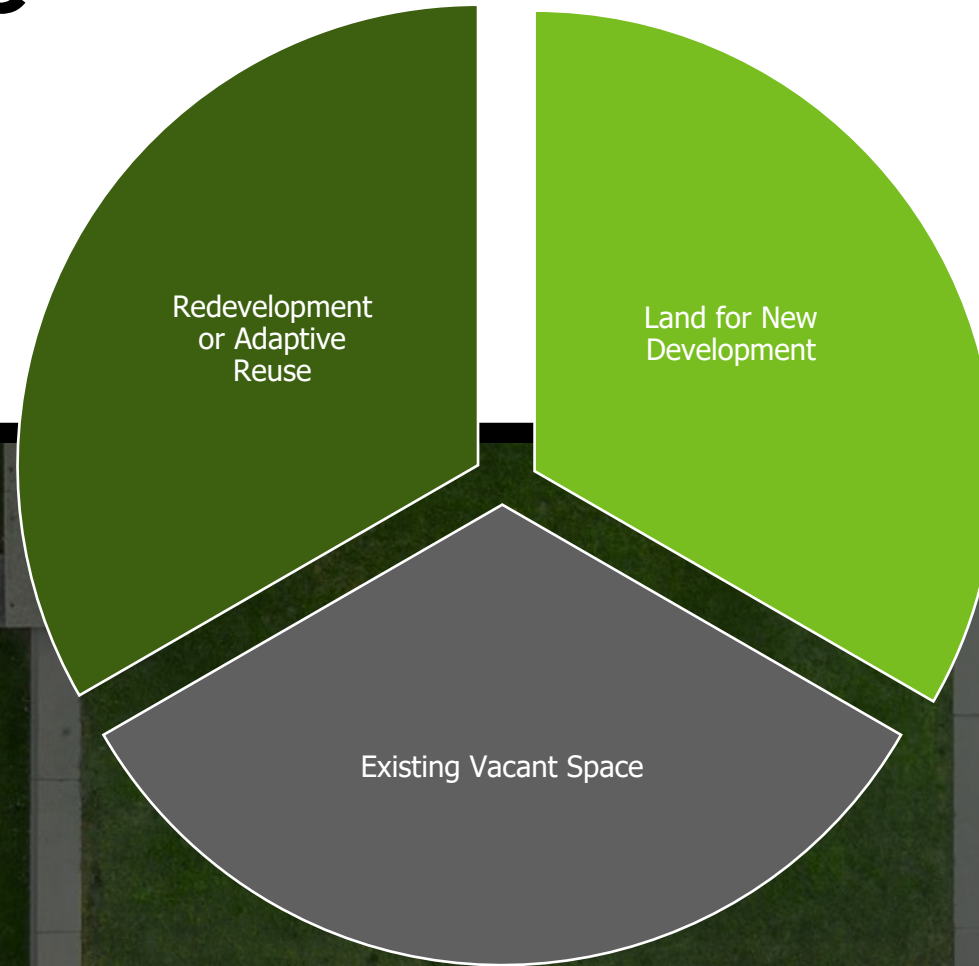
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Building Inventory

| APN | Assessed Valuation | Apartment | Improved Assessed Valuation | Land Assessed Valuation | Land Acreage | Land Square Footage | Market Valuation | Number of Buildings | Building Square Footage | Opportunity Zone |
|------------|--------------------|-----------|-----------------------------|-------------------------|--------------|---------------------|------------------|---------------------|-------------------------|------------------|
| 0016-0001- | \$36,860.00 | | | \$36,860.00 | 0.28 | 12288 | \$36,860.00 | | | N |
| 0016-0001- | \$169,320.00 | | \$145,010.00 | \$24,310.00 | 0.19 | 8102 | \$169,320.00 | | 2508 | N |
| 0016-0005- | \$1,874,430.00 | | \$1,763,030.00 | \$111,400.00 | 6.12 | 266437 | \$1,874,430.00 | | 67270 | N |
| 0016-0005- | \$24,740.00 | | \$7,850.00 | \$16,890.00 | 2.72 | 118483 | \$24,740.00 | | | N |
| 0016-0015- | \$21,130.00 | | | \$21,130.00 | 1.48 | 64469 | \$21,130.00 | | | N |
| 0028-0007- | \$82,490.00 | | | \$82,490.00 | 0.84 | 36660 | \$82,490.00 | | | N |
| 0028-0007- | \$220,000.00 | | \$167,420.00 | \$52,580.00 | 0.54 | 23370 | \$220,000.00 | 2 | 6400 | N |
| 0028-0010- | \$3,039,140.00 | | \$2,752,500.00 | \$286,640.00 | 13.8 | 601128 | \$3,039,140.00 | | | N |
| 0028-0012- | \$76,240.00 | | \$76,240.00 | | | | \$76,240.00 | | 2250 | N |
| 0028-0020- | \$385,310.00 | | \$164,130.00 | \$221,180.00 | 4.37 | 190183 | \$385,310.00 | 2 | 1344 | N |
| 0031-0003- | \$144,820.00 | | | \$144,820.00 | 1.85 | 80455 | \$144,820.00 | | | Y |
| 0031-0004- | \$90,430.00 | | \$44,370.00 | \$46,060.00 | 0.47 | 20473 | \$90,430.00 | | | Y |
| 0031-0005- | \$141,130.00 | | | \$141,130.00 | 1.44 | 62726 | \$141,130.00 | | 3207 | Y |
| 0032-0001- | \$33,820.00 | | | \$33,820.00 | 0.46 | 20038 | \$33,820.00 | | | Y |
| 0032-0002- | \$63,870.00 | | \$21,720.00 | \$42,150.00 | 0.43 | 18731 | \$63,870.00 | | | Y |
| 0032-0003- | \$47,240.00 | | \$36,860.00 | \$10,380.00 | 0.11 | 4613 | \$47,240.00 | | | Y |
| 0032-0003- | \$7,940.00 | | | \$7,940.00 | 0.18 | 8019 | \$7,940.00 | | | Y |
| 0087-0002- | \$43,120.00 | | | \$43,120.00 | 0.44 | 19166 | \$43,120.00 | | | Y |
| 0087-0004- | \$46,060.00 | | | \$46,060.00 | 0.47 | 20473 | \$46,060.00 | | | N |
| 0087-0009- | \$113,690.00 | | | \$113,690.00 | 1.16 | 50530 | \$113,690.00 | | | N |
| 0087-0011- | \$139,490.00 | | \$90,480.00 | \$49,010.00 | 0.5 | 21780 | \$139,490.00 | | 8394 | Y |
| 0087-0012- | \$142,790.00 | | \$42,820.00 | \$99,970.00 | 1.02 | 44431 | \$142,790.00 | | | Y |
| 0087-0012- | \$19,600.00 | | | \$19,600.00 | 0.2 | 8712 | \$19,600.00 | | | Y |
| 0087-0013- | \$126,130.00 | | \$94,570.00 | \$31,560.00 | 0.69 | 30056 | \$126,130.00 | 2 | 3250 | N |
| 0087-0018- | \$39,645,510.00 | | \$39,395,510.00 | \$250,000.00 | 50 | 2178000 | \$39,645,510.00 | | | N |
| 0087-0020- | \$51,160.00 | | | \$51,160.00 | 0.58 | 25264 | \$51,160.00 | | | N |
| 0099-0005- | \$17,030.00 | | | \$17,030.00 | 0.46 | 20181 | \$17,030.00 | | | Y |
| 0099-0010- | \$3,920.00 | | | \$3,920.00 | 0.12 | 5227 | \$3,920.00 | | 1782 | Y |
| 0099-0011- | \$15,880.00 | | | \$15,880.00 | 0.81 | 35284 | \$15,880.00 | | | Y |
| 0099-0013- | \$168,250.00 | | \$61,950.00 | \$106,300.00 | 1.59 | 69130 | \$168,250.00 | | 600 | Y |
| 0099-0015- | \$120,000.00 | | \$59,230.00 | \$60,770.00 | 1.24 | 54014 | \$120,000.00 | | 3944 | Y |

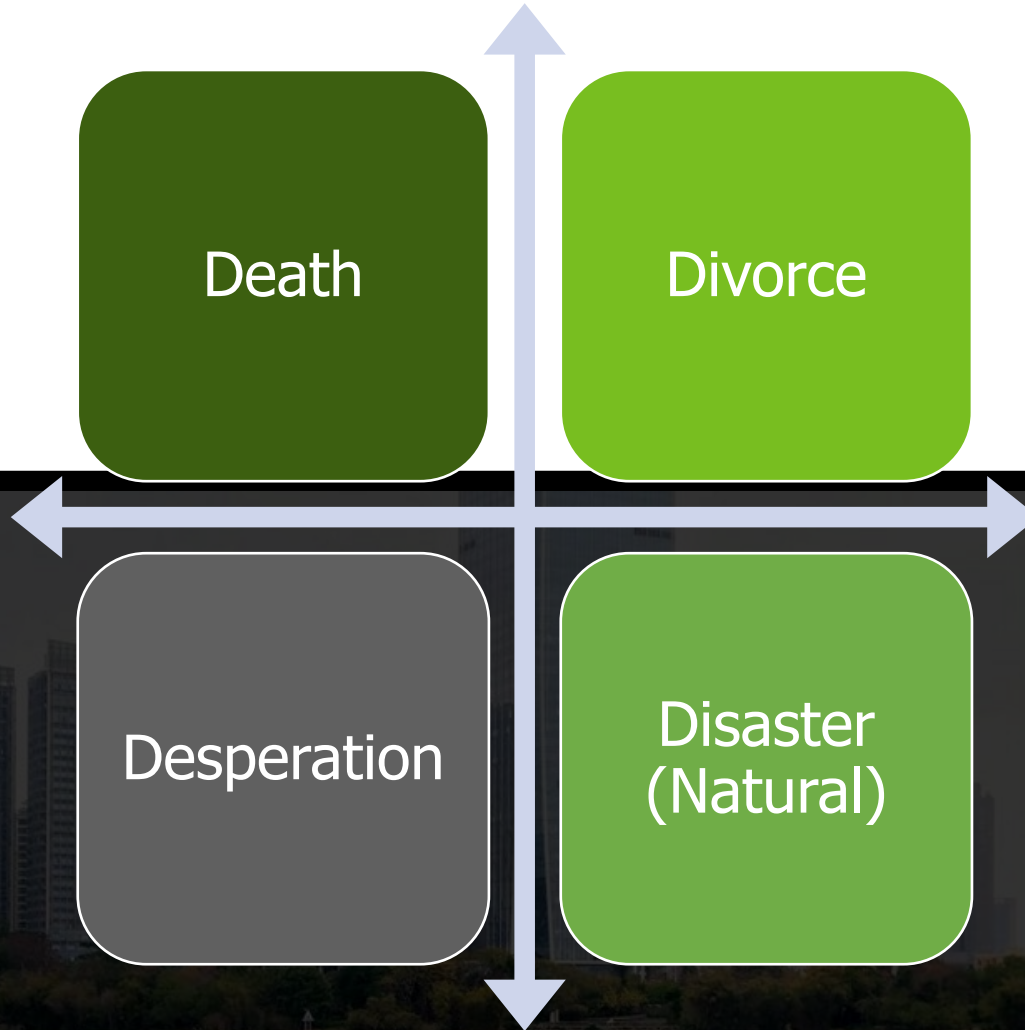
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Types of Retail Real Estate



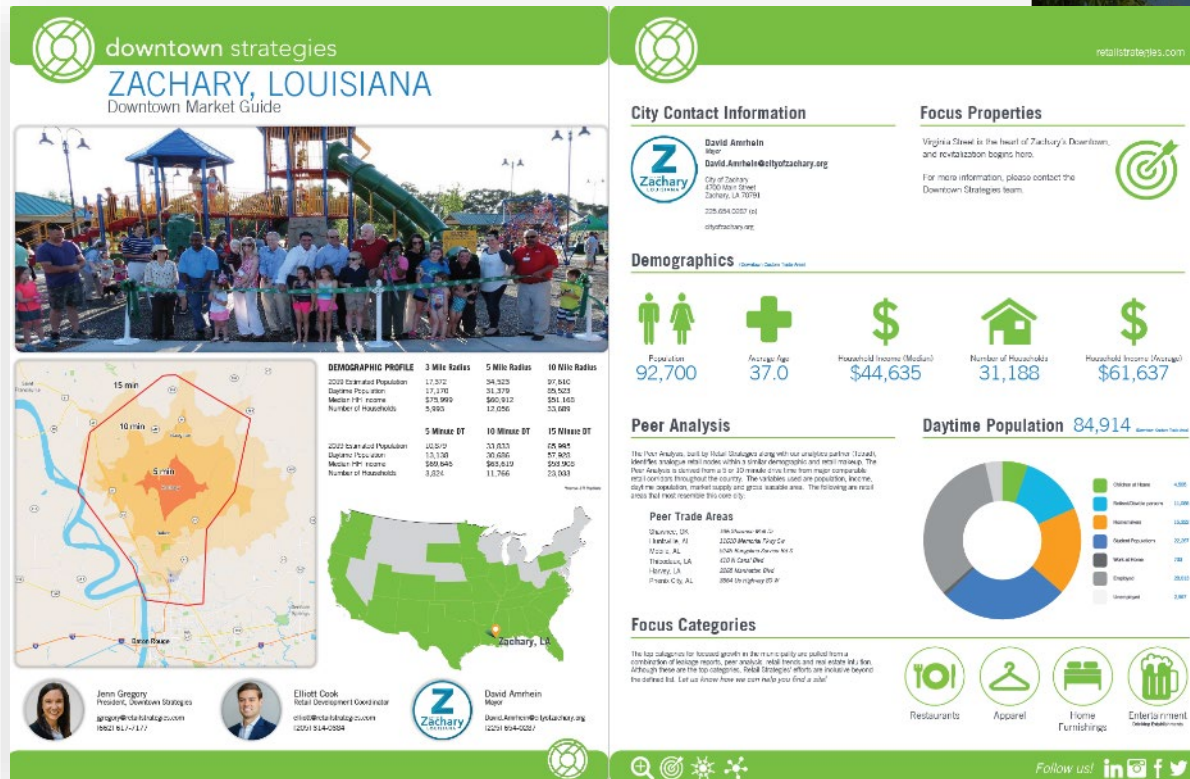
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The 4 D's of Real Estate



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Step 5: Assemble Recruitment & Marketing Materials



Marketing materials should include:

- Maps
- Demographics
- Focus Categories
- Focus Properties
- Property Specific Information
- Contact Information

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Step 6: Identify Prospects

The team's next responsibility is to build a prospect list by finding appropriate businesses that might be interested in a site in your market area or need new space to expand.

Things to Consider

- Retail Focus Categories
- Sources of Leads
- Designing an Ideal Tenant Mix



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Retail Focus Categories



grocery



lawn & garden



restaurant



apparel



health &
personal care

Downtown Retail Leads

Retail leads can be broken down into four general categories:

1 Existing Businesses within or near the business district

Often the best leads are found near home. Leads might include existing businesses seeking more space or a better location in the business district. The district's business owner survey as well as ongoing conversations and personal contacts of the recruitment team, chamber of commerce and other economic development professionals can help identify these leads.

2 Emerging Entrepreneurs

Downtowns and business districts are often attractive to independent businesses. Accordingly, leads might include home-based or garage-based businesses seeking more fitting space and a convenient location for their customers. These leads might include managers of existing businesses wishing to go into business on their own. Commercial lenders, business schools, Small Business Development Center (SBDC) counselors, Main Street program business specialists, Service Corps of Retired Executives (SCORE), chamber of commerce and other public or private small business professionals should be asked to help identify these leads.

3 Existing Local or Regional Businesses

Local or regional businesses, particularly those that have branch stores and are ready to expand, are often excellent prospects. These business operators typically have a good knowledge of the market area, and may already have multiple stores. They are often interested in expansion as a way to improve their penetration of the market. These leads can be identified through your team's knowledge of the business mix in other communities in the region and information collected from your local consumer research. In addition, realtors, commercial brokers, sales representatives and suppliers that work within the region can be helpful. Sometimes ads in regional business, real estate and regional lifestyle periodicals can generate leads.

4 National Chains

If local or regional businesses are not interested in expanding, larger national chains can be contacted. It is important to be realistic about the kinds of chains that might be interested in a small community as their market, store size and parking requirements may preclude them from considering your district. Leads can be identified through directories and private databases listing chain site selection criteria and contacts. In addition, leads can also come from commercial brokers, trade shows, "deal making forums," and conferences such as those offered by the International Council of Shopping Centers.

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Ideal Tenant Mix

| Property Address | Tax Amount | Tax Exemption Status | Tax Year | Tax Rate Code Area | Unit Type | Year Built | Asset Type |
|--------------------------------|-------------|----------------------|----------|--------------------|-----------|------------|-------------|
| HIGHWAY 288 AT BRAZOSPORT BLVD | \$978.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| 326 S BRAZOSPORT BLVD | \$4,493.00 | | 2019 | NAV RDB SBR | | 1985 | COMMERCIAL |
| 301 S BRAZOSPORT BLVD | \$49,735.00 | | 2019 | NAV RDB SBR | | 1976 | COMMERCIAL |
| ON BRAZOS RIV | \$656.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| HIGHWAY 288 | | | | NAV RDB SBR | | | COMMERCIAL |
| 303 E BRAZOS ST | \$2,189.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| 300 E BRAZOS ST | \$5,837.00 | | 2019 | NAV RDB SBR | | 2007 | COMMERCIAL |
| 608 E 2ND ST | \$80,639.00 | | 2019 | NAV RDB SBR | | | INDUSTRIAL |
| 800 E BRAZOS ST | \$2,023.00 | | 2019 | NAV RDB SBR | | 1988 | COMMERCIAL |
| 618 E 2ND ST | \$10,224.00 | | 2019 | NAV RDB SBR | | 1950 | COMMERCIAL |
| W BRAZOS ST | | | | NAV RDB SBR | | | VACANT LAND |
| 1160 E BRAZOS ST | \$2,399.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| 700 W BRAZOS ST | | | | NAV RDB SBR | | 1982 | COMMERCIAL |
| BRAZOS BLVD | \$897.00 | | 2019 | NAV RDB SBR | | | VACANT LAND |
| 1024 W 2ND ST | \$1,695.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| W 2ND | \$1,253.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| OLD BRAZOS RIV | \$211.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| 231 W BRAZOS ST | \$1,144.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| 326 E 2ND ST | \$1,222.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| OFC 2ND ST | \$3,017.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| 404 W BRAZOS ST | \$3,701.00 | | 2019 | NAV RDB SBR | | 1977 | COMMERCIAL |
| 100 W BRAZOS ST | \$3,789.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| 100 W BRAZOS ST | \$520.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |
| PINE ST | | | | NAV RDB SBR | | 1980 | COMMERCIAL |
| 1001 NAVIGATION BLVD | | | | NAV RDB SBR | | | INDUSTRIAL |
| 2ND ST | \$1,357.00 | | 2019 | NAV RDB SBR | | | COMMERCIAL |

Step 7: Make Outreach To Prospects


- The recruitment team must now focus on a personalized sales effort that conveys a message that the district is a good location for expansion of a business or new business development.
- Efforts to personally communicate and then follow up with potential businesses are essential to the success of a recruitment effort.

A photograph of a man in a dark suit and light-colored shirt, seen from the side and slightly from behind, holding a black mobile phone to his ear. The background is a blurred office or cityscape.

Outreach Steps Include

- 1.) Send Email Outreach
- 2.) Make Recruitment Calls and Visit their Business
- 3.) Host the Prospect in your Community
- 4.) Follow-up

Example: Outreach to Developer for Adaptive Reuse

| | | |
|---|----|--|
|  Send | To | prospect@prospect.com |
| | Cc | |
| Subject | | CITY, ST - Name of Property or Current Tenant |

[Contact Name –]

Hope you're well. Do you have interest in redeveloping the **[NAME OF BUILDING OR PROPERTY]** in **[Downtown CITY, TN]**? The owner is willing to sell the **50,000 sf building**. Current tenants include **Arepas Coffee Bar, Hobie's Tiki Bar, and Mattie's**. The building also has a working theater screen and is listed on the National Register of Historic Places; therefore, is eligible for 25% state and 20% federal historic tax credits. CITY'S retail focus categories are restaurant, apparel, and entertainment, based on a supply and demand analysis. The city is willing to look at incentives if the project is in line with our economic development goals.

Let me know if I can get you more information or connect you with the owner.

[NAME]

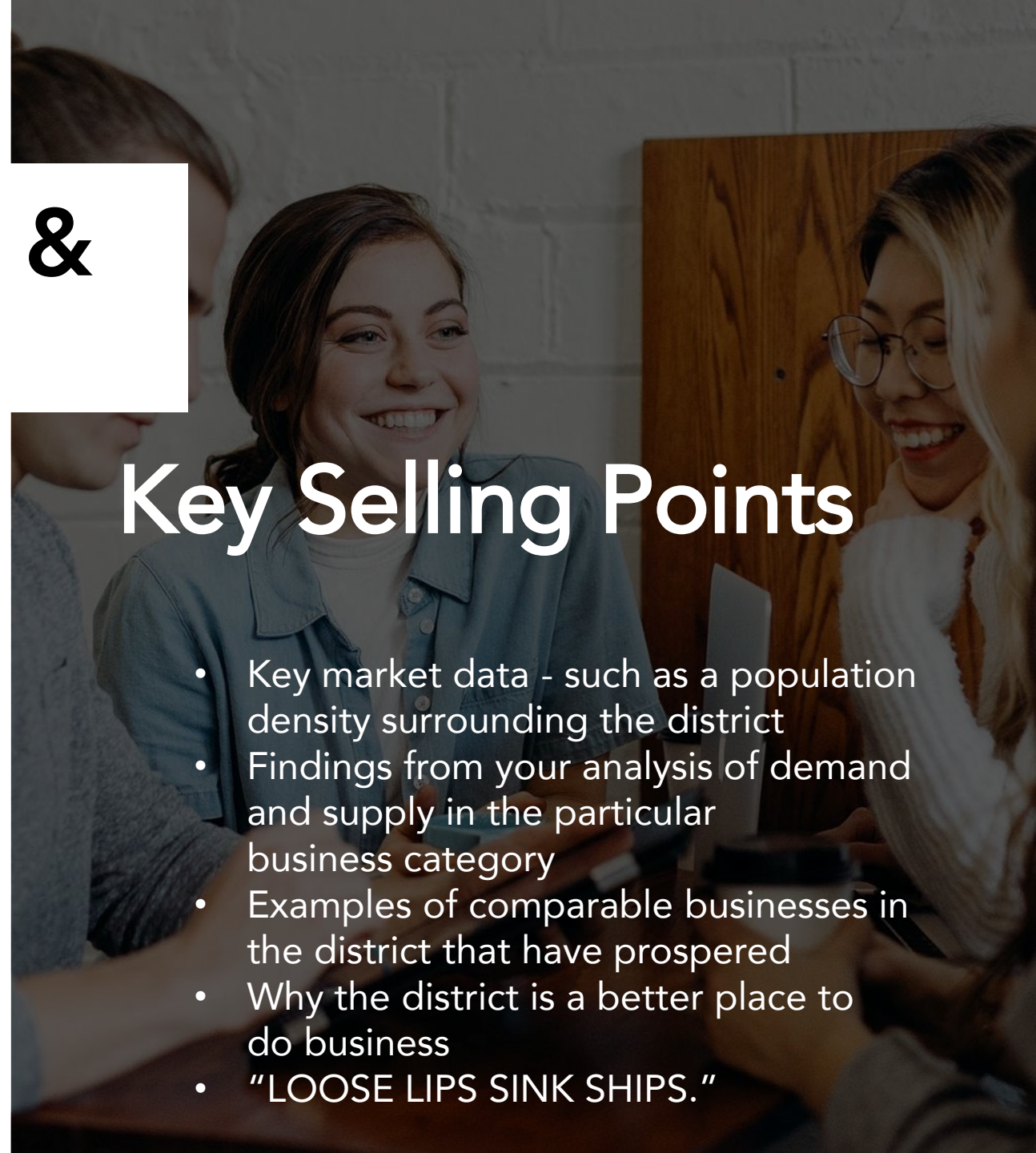
[MOBILE NUMBER]

Step 8: Close Deals & Share your Success

- A leader on the recruitment team should close the deal by selling the merits of locating in the business district.
- Remind the prospect that your district is looking for a business with their characteristics.
- Practice effective sales presentation skills and focus on key selling points of interest to the prospect

Key Selling Points

- Key market data - such as a population density surrounding the district
- Findings from your analysis of demand and supply in the particular business category
- Examples of comparable businesses in the district that have prospered
- Why the district is a better place to do business
- "LOOSE LIPS SINK SHIPS."



Share your Success

- Your work is not complete once you have successfully found a new business for your community.
- It's important to generate a welcome for this business and make sure that they are settled in and operating according to their plans.
- Keep up contact with your business in both good times and bad.
- Involve the new business in community activities and organizations, **and by all means, involve them in your future business recruitment efforts!**
- They can speak about the process and what changes could be made to improve it.



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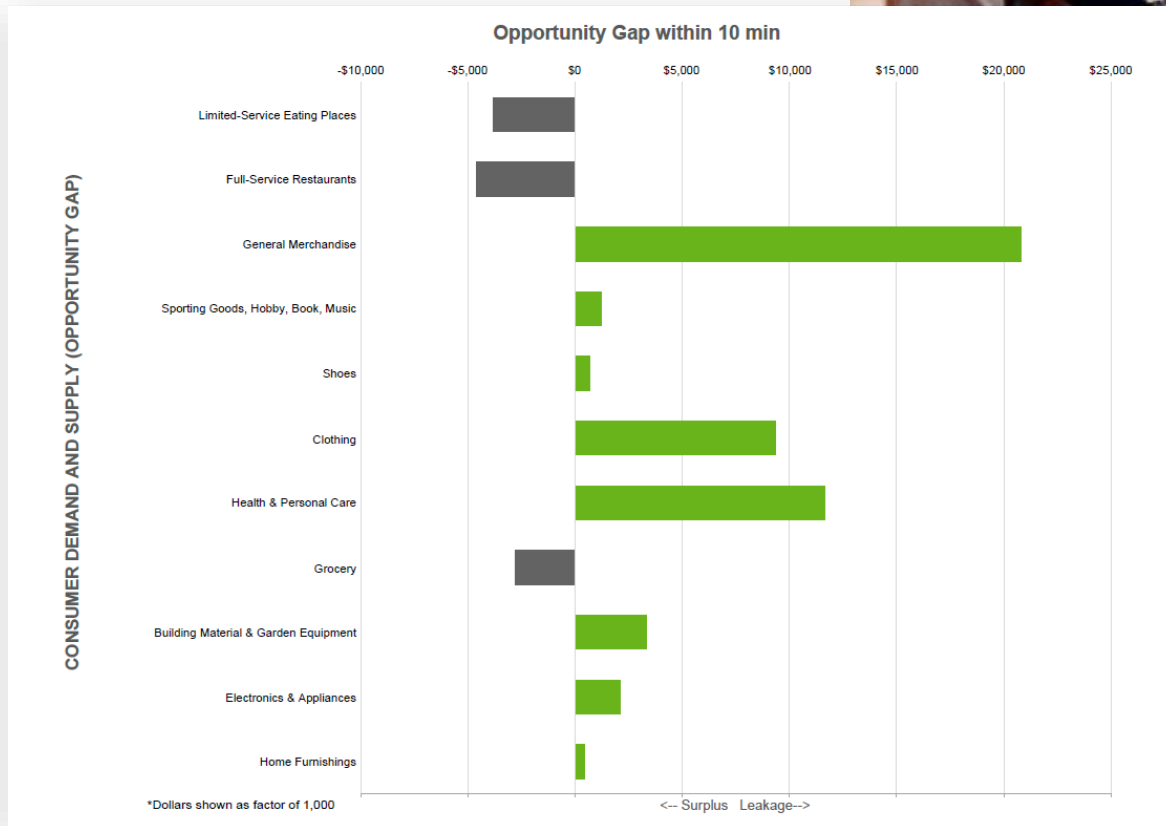
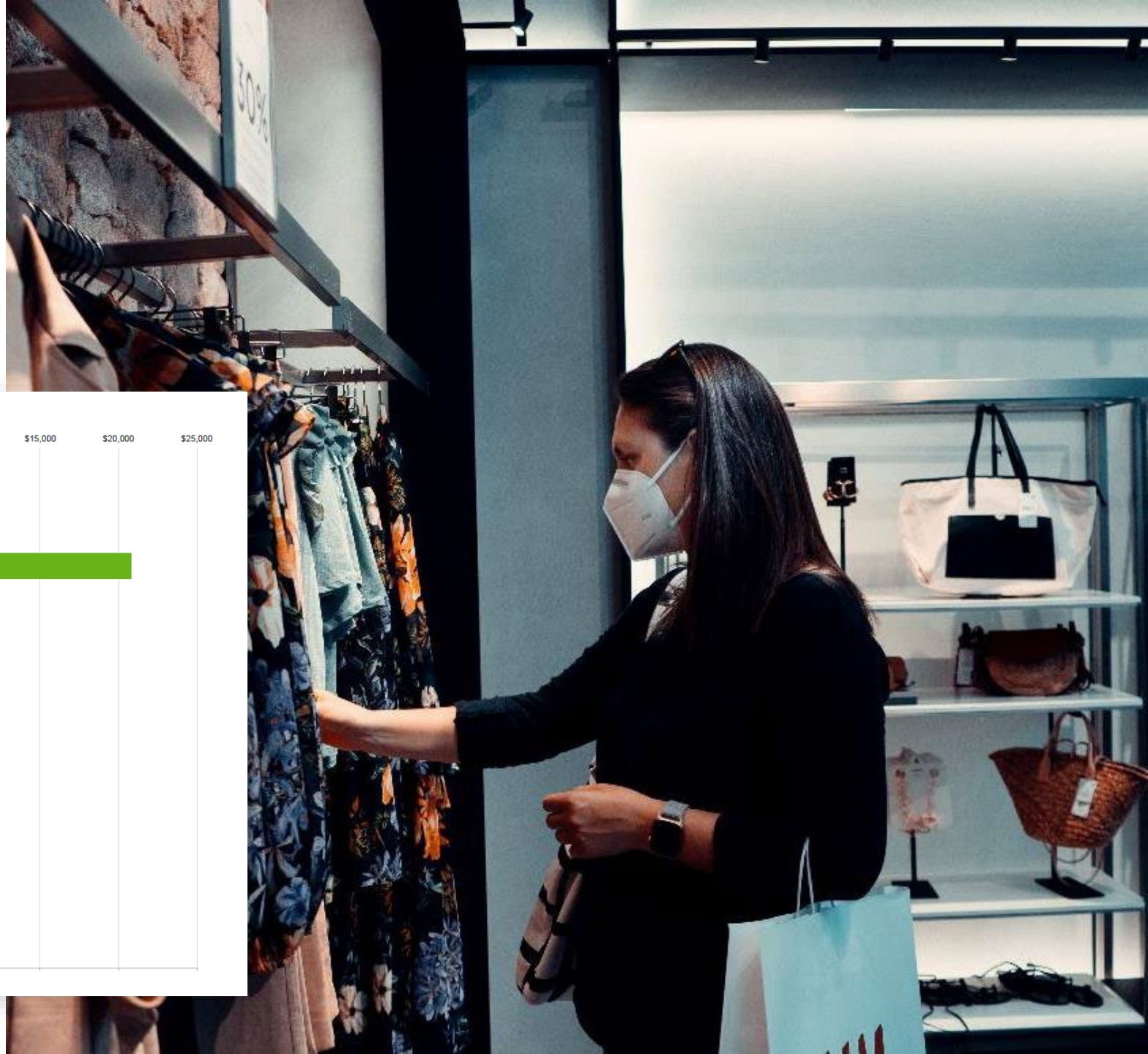


downtown strategies

What's Next?

REDEFINING RETAIL

What's Next?



Walkability Assessment



SCAN ME

Scan to request a complimentary
Walkability Assessment



54

| | |
|--------|--|
| 90-100 | Walker's Paradise Daily errands do not require a car |
| 70-89 | Very Walkable Most errands can be accomplished on foot |
| 50-69 | Somewhat Walkable Some errands can be accomplished on foot |
| 25-49 | Car-Dependent Most errands require a car |
| 0-24 | Car-Dependent Almost all errands require a car |

| KEY FACTS | | | INCOME | | |
|-------------------------------|------------------------------------|-------------------------------|-------------------------------------|---|-------------------------------|
| 3,463 Population | 35.3 Median Age | 2.7 Average Household Size | \$32,074 Median Household Income | \$18,512 Per Capita Income | \$18,200 Median Net Worth |
| BUSINESSES | | | EMPLOYMENT | | |
| 154 Total Businesses | 1,391 Total Employees | | 51% White Collar | 31% Blue Collar | 11.0% Unemployment Rate |
| EDUCATION | | | HOUSING STATS | | |
| 16% No High School Diploma | 38% High School Graduate | 28% Some College | \$141,284 Median Home Value | \$4,677 Average Spent on Mortgage & Basics | \$434 Median Contract Rent |
| | 17% Bachelor's/Grad/Prof Degree | | | | |



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Questions?

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