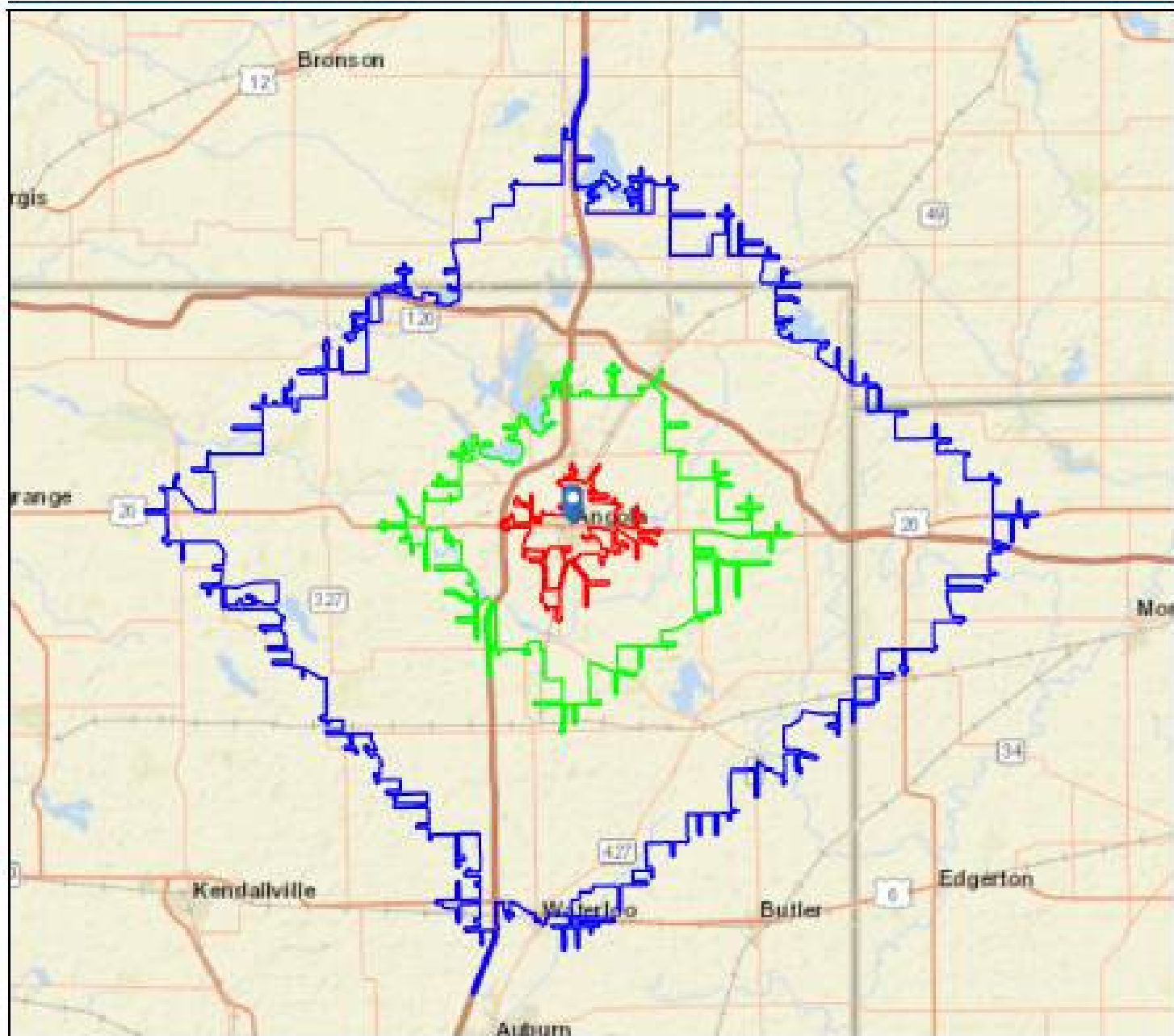


Market overview



Trade Area
Delineation
5 min.
10 min.
20 min.
drive times



Some demographic characteristics

- Population size
 - Population trends
 - Number of households
 - Household trends (e.g., smaller or larger)
 - Median HH income and benchmarks
 - Median age and benchmarks
 - Median age trends
 - Households with children at home
 - Homeownership rates
 - Educational attainment
 - Race and ethnicity and trends
 - Psychographic segmentation (“Community Tapestry”)
- 
- A decorative graphic at the bottom of the slide consists of several overlapping geometric shapes. From left to right, there is a large blue triangle pointing downwards, a smaller green triangle pointing upwards, a yellow triangle pointing downwards, and a grey triangle pointing upwards. These shapes are set against a light grey background.

Demographics: Angola – 20 min.

KEY FACTS

41,260

Population



Average Household Size

42.2

Median Age

\$52,807

Median Household Income

EDUCATION

11%

No High School Diploma



39%

High School Graduate



30%

Some College



20%

Bachelor's/Grad/Prof Degree

BUSINESS



1,577

Total Businesses



20,309

Total Employees

EMPLOYMENT



53%

White Collar



33%

Blue Collar



14%

Services

3.9%

Unemployment Rate

INCOME



\$52,807

Median Household Income



\$26,420

Per Capita Income



\$136,011

Median Net Worth

Households By Income

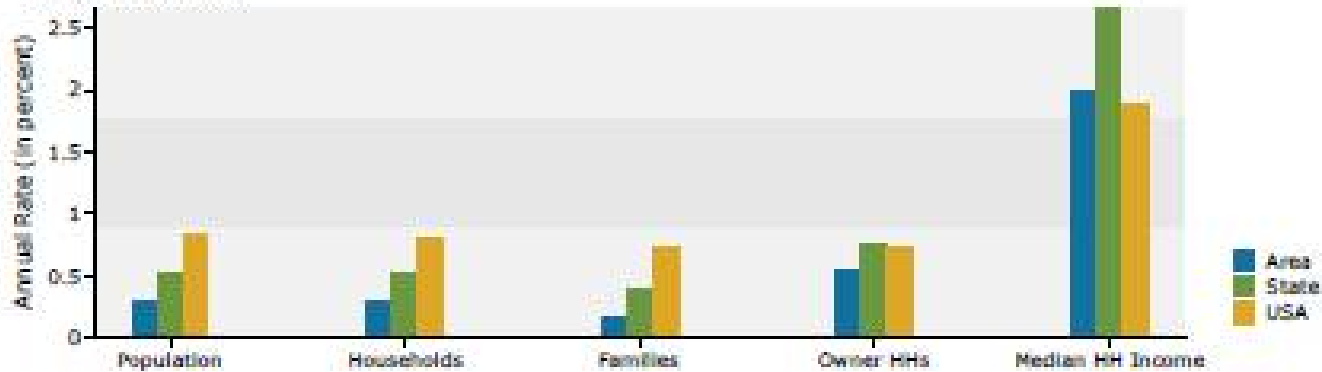
The largest group: \$50,000 - \$74,999 (23.6%)

The smallest group: \$200,000+ (2.4%)

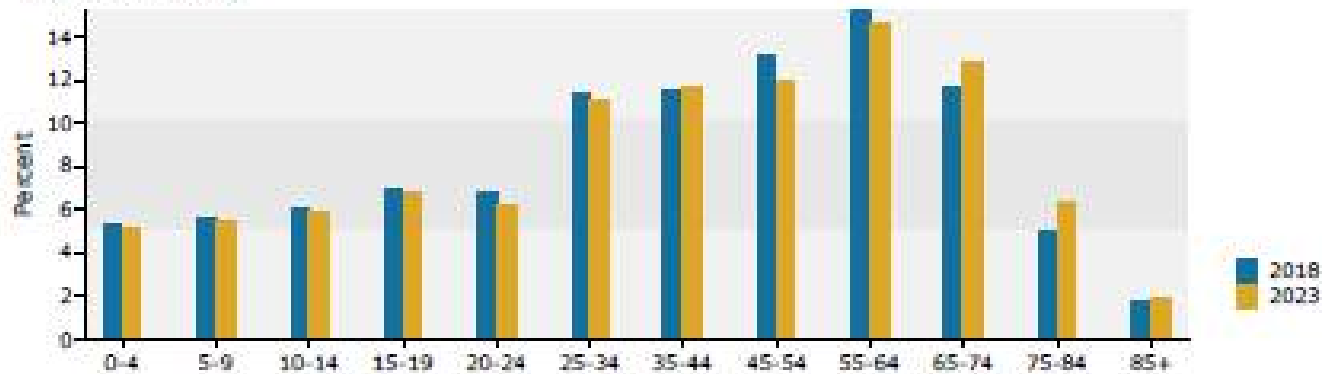
Indicator	Value	Difference	
<\$15,000	7.8%	-0.6%	
\$15,000 - \$24,999	10.7%	-0.3%	
\$25,000 - \$34,999	11.6%	+0.1%	
\$35,000 - \$49,999	15.9%	-0.3%	
\$50,000 - \$74,999	23.6%	+1.7%	
\$75,000 - \$99,999	12.8%	-0.9%	
\$100,000 - \$149,999	12.3%	-0.6%	
\$150,000 - \$199,999	2.9%	+0.3%	
\$200,000+	2.4%	+0.7%	

20 minutes

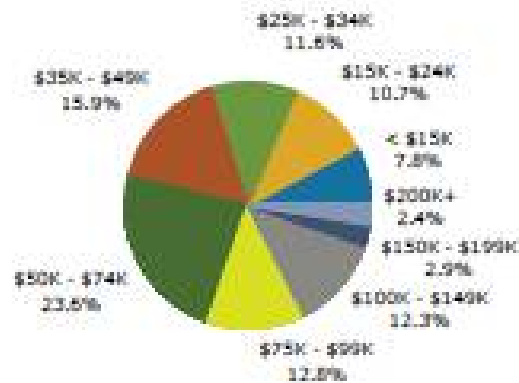
Trends 2018-2023



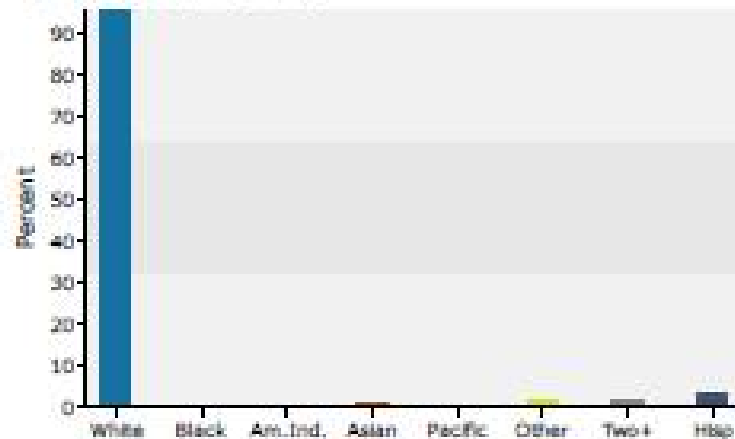
Population by Age



2018 Household Income



2018 Population by Race



Some psychographic characteristics

What is Psychographics?

Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles. Psychographic studies of individuals or communities can be valuable in the fields of marketing, demographics, opinion research, prediction, and social research in general. They can be contrasted with demographic variables (such as age and gender), behavioral variables (such as usage rate or loyalty), and organizational demographics variables (sometimes called firmographic variables), such as industry, number of employees, and functional area.

When a relatively complete profile of a person or group's psychographic make-up is constructed, this is called a "psychographic profile". Psychographic profiles are used in market segmentation as well as in advertising. Some categories of psychographic factors used in market segmentation include:

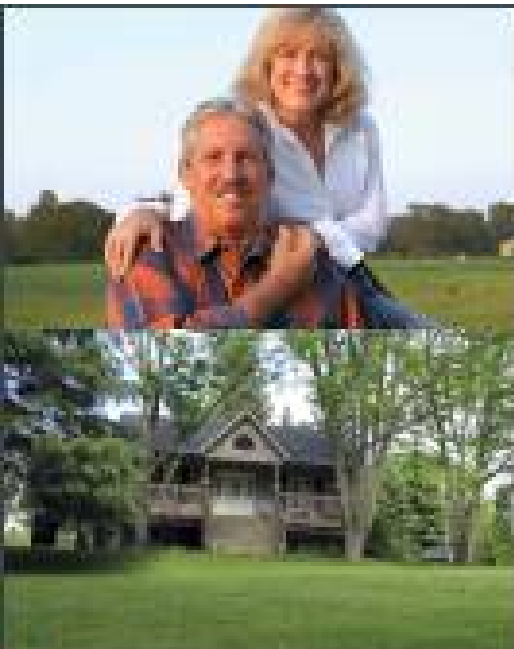
- activity, interest, opinion (AIOs)
- attitudes
- values
- behavior



Psychographic Profiles

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	31.1%	31.1%	2.9%	2.9%	1085
2	Rural Resort Dwellers (6E)	18.3%	49.4%	1.0%	3.9%	1,833
3	Old and Newcomers (8F)	8.5%	57.9%	2.3%	6.2%	366
4	Heartland Communities (6F)	5.6%	63.5%	2.3%	8.5%	242
5	Traditional Living (12B)	5.0%	68.5%	1.9%	10.4%	259
	Subtotal	68.5%		10.4%		
6	Midlife Constants (5E)	4.4%	72.9%	2.5%	12.9%	179
7	Rustbelt Traditions (5D)	4.4%	77.3%	2.2%	15.1%	201
8	Green Acres (6A)	3.7%	81.0%	3.2%	18.3%	115
9	Middleburg (4C)	2.7%	83.7%	2.9%	21.2%	94
10	Down the Road (10D)	2.4%	86.1%	1.1%	22.3%	206
	Subtotal	17.6%		11.9%		





LifeMode Group: Cozy Country Living

Salt of the Earth

6B

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: \$56,300

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



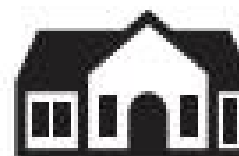
MARKET PROFILE

Consistent performance as measured from 2008 to 2013

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

HOUSING

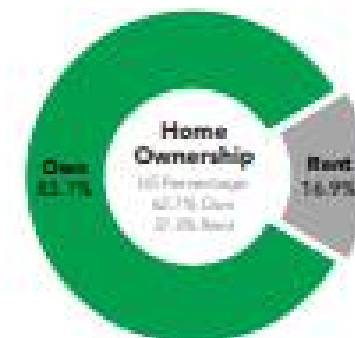
Median home value is displayed for markets that are primarily owner-occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

Median Value:
\$154,300

US Median: \$107,300



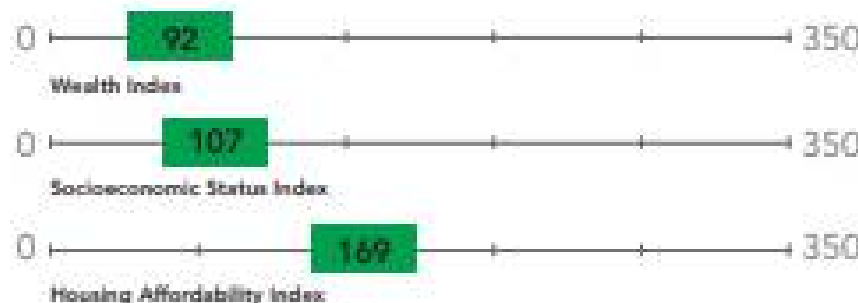
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Cozy Country Living

Rural Resort Dwellers

6E

Households: 1,227,200

Average Household Size: 2.22

Median Age: 54.1

Median Household Income: \$50,400

WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

SOCIOECONOMIC TRAITS

- Rural Resort Dwellers residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.





MARKET PROFILE

(Consumer preferences are estimated from data by ESRI)

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting with a rifle or shotgun, and motorcycling.
- At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.

HOUSING

Median home value is displayed for markets that are primarily owner-occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family/Seasonal

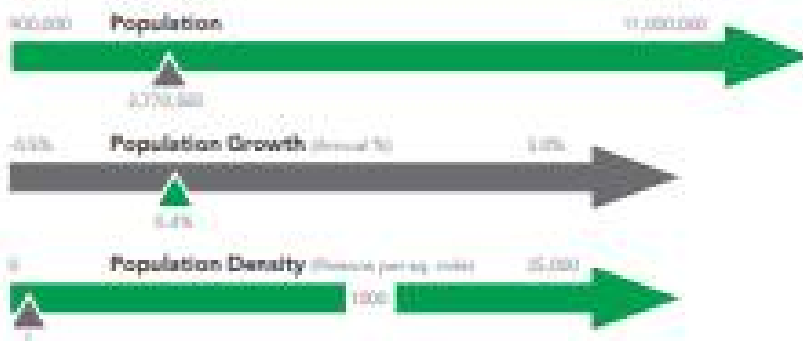
Median Value:
\$209,200

US Median: \$207,200



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socio-economic status, and housing affordability for the market relative to US standards.



Sales void analysis

- Total buying power
- Total sales capture
- Buying power by retail category
- Sales capture by retail category
- Sales leakage by retail category
- Major competitors



Retail Leakage and Surplus-- Defined

From Esri:

What does the Leakage/Surplus Factor in the Retail Marketplace database mean?

The Leakage/Surplus Factor in the Retail MarketPlace database measures the balance between the volume of retail sales (supply) generated by retail businesses and the volume of retail potential (demand) produced by household spending on retail goods within the same industry.

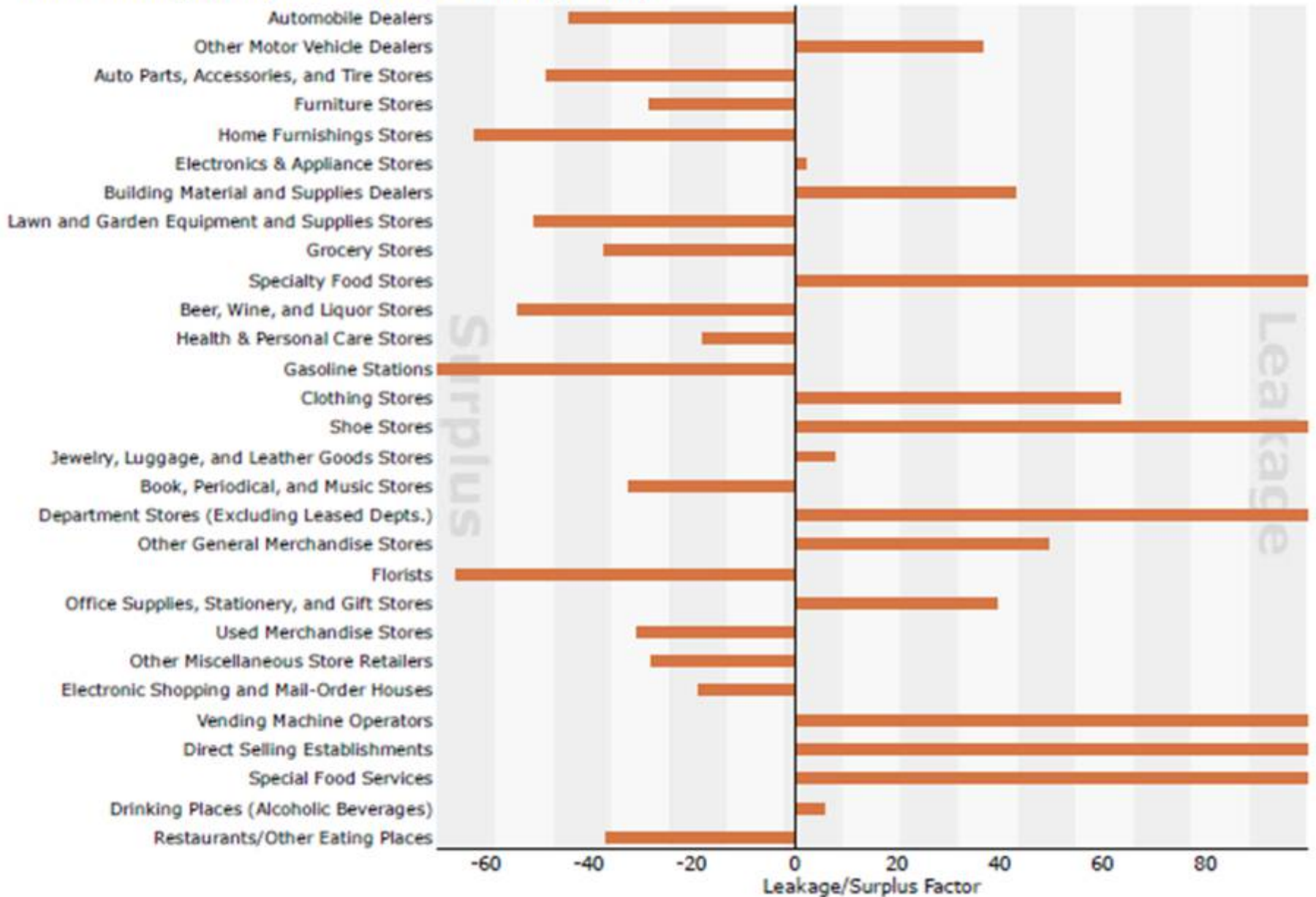
Leakage in an area represents a condition where demand exceeds supply. In other words, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is "leaking" out of the trade area. Such a condition highlights an opportunity for new retailers to enter the trade area or for existing retailers to extend their marketing outreach to accommodate the excess demand.

Surplus in an area represents a condition where supply exceeds the area's demand. Retailers are attracting shoppers that reside outside the trade area. The "surplus" is in market supply. Brand positioning and product mix are key differentiators in these types of markets.



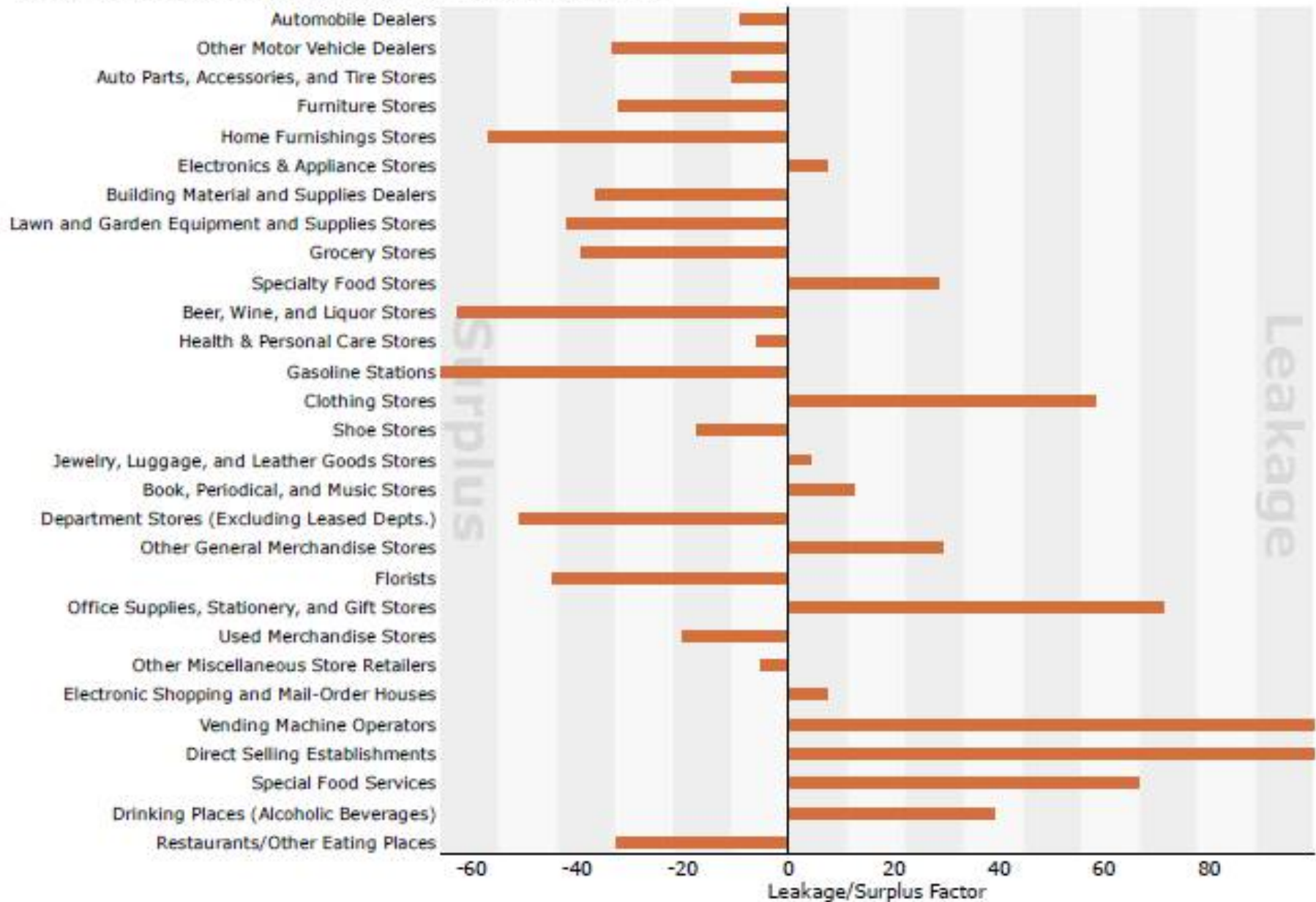
5 Min Drive Time

2017 Leakage/Surplus Factor by Industry Group



20 Min Drive Time

2017 Leakage/Surplus Factor by Industry Group



Market Data

- 20 min drive time, suggests not a great deal of competition within that time. Downtown has somewhat of captured market.
- Demographics suggest limited growth over the next five years, especially when you compare to the State's overall growth in population, households, home ownership and median income.
- About 2/3 of households make less than \$75K. Population is almost exclusively white.
- Psychographics – Nearly 50% of the trade area falls

Sales Leakage/Surplus

- Sales Gap – Surplus and Leakages stay relatively consistent from the 5 min to 20 min trade areas, further suggesting a rather captured market aside from those things now being purchased more online such as apparel. Downtown strengths with surplus in restaurants, floral, home furnishings, and lawn and garden. Opportunity to expand in the “drinking” category by pulling back on leakage most likely with the recruitment of a Brewery. Presence of a movie theater would work well for the Brewery.
- Unsure, but specialty foods has a large leakage...with their appreciation for fresh foods and gardening (based on psychographics) wondering if there is an opportunity to do more year around farmers market type of thing?
- Business mix shows clusters in home furnishings/antiques/décor; Dining, as well as mix of health related and outdoor recreation stores.



Downtown business characteristics

- Business inventory
- Number of businesses
- Business clusters
 - Retail (by category)
 - Restaurant
 - Lodging
 - Professional
 - Manufacturing
- Number of downtown workers



Downtown Business Characteristics

34 Retail Businesses

11 Dining

10 Salons

14 Attorneys

14 Health/Clinics

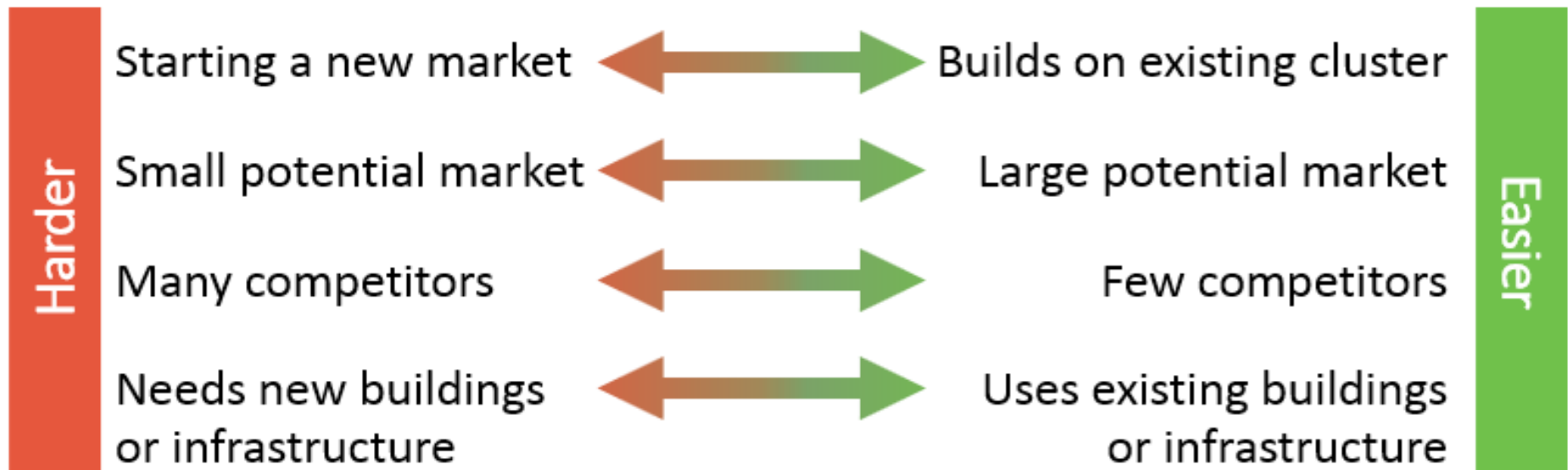
14 Community Organizations

8 Financial/Investment Businesses

12 Other Service or Professional businesses



Which strategies are a good fit?



Strong Market Base

- Arts and Culture (Restaurants & Entertainment)
- Tourism/Visitors
- Healthy and Recreation (Mix between Health/Wellness and Outdoor Recreation)
- Home Furnishings/Décor/Antiques
- Something else?



Health & Recreation

- The Health and Recreation strategy connects destination outdoor attractions with a nearby downtown or commercial district, that promote healthy living. The attractions themselves can be wide-ranging, including national or state parks, fishing or hunting areas, skiing, camping or hiking areas, rock (or ice) climbing, kayaking, boating, and others. While the attractions and activities are typically located outside the commercial center they can be a source of customers for

Health and Recreation

- Communities known for their recreation or outdoor destinations often also attract a resident population that participates in the activities, as well. So, downtown sporting-related businesses may serve residents and visitors equally. Some communities may even incorporate the strategy into downtown public amenities: Boise, for example, built a “whitewater park” in the middle of the Boise River, which runs through downtown.

WHO ARE THE CUSTOMERS FOR THESE STRATEGIES?

- While Sports/Outdoor Recreation has a logical audience among younger participants in outdoor adventures, the market extends into empty-nesters and retirees. In fact, while older customers fitting this strategy may participate in less extreme activities (they may take day hikes instead of backpacking, for example), they tend to be more affluent, so their spending impact is greater as they take advantage of more retail, services, and hospitality related to the area they are visiting.

- Customers for the Health and Wellness strategy can

Angola Health & Recreation Assets

- Trine, growth in sports
- YMCA
- Hospital (wellness)
- High Schools games
- Bike Shop, Bike Rides, Bike Paths
- Rugby Fields
- Golf Courses
- Lakes, camping
- Volleyball stadium
- Fresh Air
- Zumba
- Healthy eating/menus
- Yoga
- Runners store

Health & Recreation

Customers:

- Spans abilities, and lifestyles, price points.
- Many outdoor activities span ages (youth to seniors), e.g., hiking, fishing, biking.
- Social trends to get healthy



Outdoor Recreation

Sample Design activities:

- Install wayfinding signs from nearby bike or hiking trails or paths to the commercial district
- Engage partners (hospital, state park, and businesses in this category

Sample Promotion activities:

- Establish a bike or foot race that goes through downtown, or bike criterion.
- Promote February Heart Health month – Paint the Town Red.
- Purchase billboards

Potential products + services

- Apparel (casual/athletic)
- Bicycle store w rentals
- Boating/kayak/sailing/ canoe sales/rentals
- Camping and outdoor gear and equipment
- Lodging: inns, B&Bs, AirBNB
- Pharmacy
- Recreational vehicle rental (off-highway vehicles, snowmobiles, motorcycles)
- Restaurants (informal)

Q & A



Kathy La Plante

Senior Program Officer &

Director of Coordinating Program Services

National Main Street Center

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www.mainstreet.org

Visitors/Tourism

A Visitor-oriented strategy addresses people who come to the downtown from elsewhere, usually to experience something unique to the place, such as history or architecture, scenery, or arts and culture. The strategy generally builds on something that is already associated with the place, whether or not the attraction is in the commercial district itself. The attraction could be small and discrete (such as a historic figure's birth home) or it might be more diffuse or regional (like a Route 66 trail or the wine

Visitors/Tourism

Customer Groups:

Tourism is a vast category and its participants do not fit any one customer profile. Some things to investigate about visitors:

- Do they come from one or more primary regions?
- Pass-through or overnight?
- Visitors who make multiple visits each year, or occasional?
- Price-point/“lifestyle”? (E.g., high, medium, or low)
- How large is the market?

Visitors/Tourism

Sample Organization activities:

- Convene regional tourism professionals (e.g., Chamber, CVB) to identify shared or differentiated goals and target markets.
- Work with managers of historic resources

Sample Design activities:

- Install way-finding signs and systems specifically geared toward those unfamiliar with the district.
- Create a public space where visitors can enjoy sitting

Visitors/Tourism

Sample Promotion activities:

- Develop a guide to local businesses and attractions.
- Cross-promote businesses with local attractions

Sample Economic Vitality activities:

- Set up large-format maps inside stores and ask store owners to have their customers mark where they live on the map. This will help you identify your draw

Potential products + services

- Antique and vintage apparel
- Antique and vintage home furnishings
- Art galleries
- Bed and Breakfasts
- Bike rental
- Bookstore
- Cafés
- Hotels
- Ice cream shops
- Jewelry stores
- Meals to go (e.g., boxed lunches)
- Outfitters (e.g., hiking, camping, canoeing, hunting, etc.)