



STATE OF CONNECTICUT – COUNTY OF TOLLAND
INCORPORATED 1786

TOWN OF ELLINGTON

55 MAIN STREET – PO BOX 187
ELLINGTON, CONNECTICUT 06029-0187
www.ellington-ct.gov

TEL. (860) 870-3120

TOWN PLANNER'S OFFICE FAX (860) 870-3122

ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING AGENDA WEDNESDAY, FEBRUARY 9, 2022, 7:00 PM

**IN-PERSON ATTENDANCE: TOWN HALL ANNEX, 57 MAIN STREET, ELLINGTON, CT
REMOTE ATTENDANCE: VIA ZOOM MEETING, INSTRUCTIONS PROVIDED BELOW**

I. CALL TO ORDER:

II. PUBLIC COMMENTS (on non-agenda items):

III. ACTIVE BUSINESS:

1. Report: Tolland County Chamber of Commerce
2. Report: Agricultural Initiatives
3. Report: Connecticut Economic Development Association Best Practices
4. Report: Tax Incentive/Abatement Programs
5. Report: Current Economic Activity

IV. ADMINISTRATIVE BUSINESS:

1. Fiscal Year 2021-2022 Budget & Expenditures update, and Draft FY22/23 Budget.
2. Approval of the January 12, 2022 regular meeting minutes.
3. Correspondence:
 - a. CEDAS Seminar - Connecticut's Shifting Demographics, The Dynamics of Demographics and Economic Development, December 9, 2021.
 - b. Ellington, CT Market Analysis May 2018.

V. ADJOURNMENT:

Next regular meeting is scheduled for March 9, 2022

Instructions to attend remotely via Zoom Meeting listed below. The agenda is posted on the Town's webpage (www.ellington-ct.gov) under Agenda & Minutes, Economic Development Commission.

Join Zoom Meeting via link:

Link: <https://us06web.zoom.us/j/82249242055>

Meeting ID: 822 4924 2055

Passcode: 467093

Join Zoom Meeting by phone:

1-646-558-8656 US (New York)

Meeting ID: 822 4924 2055

Passcode: 467093



Connecticut Economic Development Association (CEDAS)
BEST PRACTICES IN ECONOMIC DEVELOPMENT & LAND USE PLANNING
A Program for Municipal Accreditation

CEDAS Best Practices Certification Program

CEDAS created the Best Practices Certification Program in 2019:

- To encourage best practices in municipal economic development and land use to spur continuous improvement; and
- To create an open resource library of model development examples that can be used by municipalities to update their policies and practices.

This program is intended to drive communities to pursue excellence in land use and economic development practices and to recognize the communities that have established best practices. In pursuit of these best practices, planners and economic developers can use this program to engage community stakeholders in discussions about how to achieve higher standards and develop creative, community-specific ways to implement them.

HOW THE PROGRAM WORKS

The program involves a system of certification for good planning and economic development. The Best Practices criteria were developed with significant input from a wide variety of municipal economic developers and planners including members of CEDAS and the CT Chapter of the American Planning Association (CCAPA).

The Best Practices Certification Program requires an application to be completed documenting various economic development and land use practices, policies, and programs taking place at the local level. The application contains four components:

1. Communications & Marketing
2. Coordination & Collaboration
3. Organizational Capacity & Strategy
4. Policies & Programs

EVALUATION CRITERIA & SCORING SYSTEM

Presentation of Application will be scored based on organization of application, clarity of narrative, and grammar.

POINTS BREAKDOWN	TOTAL POINTS	PERCENT OF TOTAL
Communications	65	26%
Coordination & Collaboration	60	24%
Organizational Capacity & Strategy	70	28%
Policies & Programs	35	14%
Community Choice	10	4%
Presentation of Application	10	4%
	250	100%



Connecticut Economic Development Association (CEDAS)

BEST PRACTICES IN ECONOMIC DEVELOPMENT & LAND USE PLANNING

A Program for Municipal Accreditation



The total possible number of points is 250. In 2022, certification will be awarded according to the following levels:

Gold Certification: 200-250 points

Silver Certification: 150-199 points

Bronze Certification: 100-149 points

CERTIFICATION

CEDAS Best Practices certification lasts for three years. We encourage 2019 Certified Communities to recertify in 2022.

EVALUATION PROCESS

Applications will be evaluated by a committee of professionals with broad and expert knowledge in economic development, land use planning, and community engagement. While municipal budgets and community size will be noted, the committee will seek to recognize those submissions that have best exemplified the elements noted in the Best Practices criteria.

We understand that each community is unique, and we encourage your creativity in documenting how you feel your community satisfies the criteria. Communities must respond to each question, even if the answer is N/A. A Community Choice category is provided, with the opportunity to showcase innovative activities you have undertaken that may not be included within the recommended submission criteria.

HOW TO APPLY

Communities interesting in applying should go to www.cedas.org [insert hyperlink to webpage for Best Practices, which will have a link to the online application]

Applications must be submitted by 5:00 pm on January 15, 2022. Submissions received after this date and time will not be eligible for consideration.

2022 SCHEDULE:

November 1, 2021- January 15, 2022

Application period open

January-February 2022

Processing and Review of Applications, Selection of 2022 Certified Municipalities

March 2022

CEDAS Best Practices Awards Presentation (location TBA)



Connecticut Economic Development Association (CEDAS)

BEST PRACTICES IN ECONOMIC DEVELOPMENT & LAND USE PLANNING

A Program for Municipal Accreditation

QUESTIONS?

Questions regarding the program should be directed to the program development committee co-chairs Toussaint Williams or Kimberley Parsons-Whitaker at cedasprograms@gmail.com.

For more information visit www.cedas.org.



Connecticut Economic Development Association (CEDAS)
BEST PRACTICES IN ECONOMIC DEVELOPMENT & LAND USE PLANNING
A Program for Municipal Accreditation

2022 CERTIFICATION

QUESTIONS & REQUIRED DOCUMENTS

The Best Practices Certification application must be completed by a team that includes those responsible for both land use and economic development in your community. The application contains four components:

- I. Communications & Marketing
- II. Coordination & Collaboration
- III. Organizational Capacity & Strategy
- IV. Policies & Programs

Each question will require evidence that supports the criteria (for example, a narrative of no more than one paragraph, a hyperlink or URL to a webpage or document, or a PDF).

The following pages document the questions on the online application.

For more information, and the link to the online application, go to:

<https://www.cedas.org/Resources/CT-Best-Practices-In-Land-Use-and-Economic-Development/>

COMMUNICATIONS & MARKETING

1. Offers pre-application meetings to those applying for building, zoning, or other related permits to discuss timeframes, board or departmental requirements, restrictions, or address concerns and follows up with the applicant if necessary.

Provide narrative description no more than one paragraph.

2. Has a website or web page for Planning and Economic Development that is updated regularly at least quarterly.

Confirm date of last update and provide URL.

3. Uses social media and or newsletter to communicate with business community & stakeholders.

Provide evidence of at least one town social media account and one example of a post or newsletter in the previous 6 months.

4. Land Use Regulations are available online.

Provide URL.

5. Communicates within 72 hours to pending applicants and responds to questions within 72 hours regarding application status.

Narrative description of process used, policy if applicable, and average length of permit process. No more than one paragraph.

6. Offers GIS land use and parcel information online to applicants and the public.

Provide URL.

7. Shares applications and renderings online for stakeholders to review during the approval process.

Provide URL.

8. Offers online permitting that allows for electronic signatures and payments.

Provide URL.

9. Community has a written brand identity and marketing strategy.

Provide narrative description no more than one paragraph.

10. Community maintains a "sell sheet" to quickly respond to proposal requests that includes: demographic information, workforce data, largest existing employers, cost of doing business, tax rates, and utility providers.

Upload a PDF of the sell sheet.

11. Community has a plan for communicating effectively across language barriers.

Provide link to plan and/or examples. No more than one paragraph.

Upload additional files supporting criteria above. Please label your files with the criteria number for reference.

COORDINATION & COLLABORATION

12. Coordinates meetings between relevant municipal departments to encourage collaboration on applications and avoid conflicting schedules.

Provide narrative description no more than one paragraph explaining the process or statement of policies.

13. Actively partners with regional economic development organizations and other communities.

Please list economic development organizations you have partnered with in the last year and the projects or activities in no more than one paragraph.

14. Works collaboratively with a diverse group of partners, reflecting the diversity of your community (race, ethnicity, gender, unique perspectives, etc.) that informs inclusive growth and equitable economic development.

Description of organizations town is partnered with or members of and an example of collaboration in no more than one paragraph.

15. Publishes a check list or flow chart demonstrating required permit submittals and it is sent to applicants with steps that must be completed in order to proceed.

Please provide a description or URL of checklist or flow chart and evidence of dissemination (e.g. website or sample communications).

16. Encourages applicants to conduct community and neighborhood meetings in advance of public hearings and provides relevant contacts or support.

Description of process and at least one example in no more than one paragraph.

17. Offers coordinated inspections if applicable; e.g. public safety and building inspector.

Evidence that this is an option available to applicants (emails, general correspondence, or notices of inspection).

18. Hosts interdepartmental staff meetings to address issues related to applications for building, zoning, or other related permits.

Narrative description, evidence of meeting attendance. No more than one paragraph.

Upload additional files supporting criteria above. Please label your files with the criteria number for reference.

ORGANIZATIONAL CAPACITY & STRATEGY

19. Has a point person dedicated to economic development who serves as coordinator/ombudsman for on-going communications and has relevant training or experience.

Evidence of point person designated or appointed and description of role. No more than one paragraph.

20. Has a mission statement for economic development that reflects the community's vision and values.

Provide a URL, screenshot or other information as to where the mission statement is published or has been distributed to the public.

21. Supports ongoing training/professional development for economic development and land use staff and commissioners (e.g. orientation and continuing education for new commission members).

Provide a short narrative describing recent training and professional development. No more than one paragraph.

22. Has completed a standardized economic development self-assessment and has a plan for continuous improvement.

Provide a PDF copy of the self-assessment summary or finalized results. If possible provide a URL where results may be accessed online. Otherwise please provide a one-page summary.

23. Asks applicants to provide feedback on the application process and uses feedback to make process improvements (customer satisfaction survey).

Provide URL link to survey tool, short narrative description of process and how results are being used.

24. Reviews zoning and land use regulations at minimum every five years for consistency, best practices in planning and economic development, alignment with the plan of conservation and development, economic inclusion, and vision for economic development.

Provide evidence that regulations are reviewed or updated and narrative describing what updates were made and how this incorporates feedback from businesses. No more than one paragraph.

25. Has an economic development strategic plan current within the past three years.

Provide the URL for the plan or 1-2 page PDF summary and narrative description of its use in shaping economic development policies.

26. Maintains an inventory of available properties.

Provide a URL if possible or or screenshot of the current list of properties.

Upload additional files supporting criteria above. Please label your files with the criteria number for reference.

POLICIES & PROGRAMS

27. If the community has municipal incentive policies, they are posted on the community's website.

Provide URL.

28. Publishes design and signage guidelines or design review criteria.

Provide URL.

29. Has a formal Business Retention and Expansion plan/program. Formal programs are systematic approaches to business visits. These must include some strategy beyond occasional visits.

Describe the program goals, activity over the last year, and how it is conducted. Provide a PDF or URL if available.

30. Zoning codes provide reliability, predictability and transparency through tools such as form based zoning.

Provide evidence for use of form-based codes through URL link to codes or PDF.

31. Demonstrates movement towards administrative review.

Provide evidence through URL link to codes or PDF.

32. Engages women and minority-owned businesses to determine specific needs and direct them to specialized resources.

Provide URL or narrative description of evidence, no more than one paragraph.

33. Other innovative and creative ideas not previously accounted for in other criteria.

Upload additional files supporting criteria above. Please label your files with the criteria number for reference.

TOWN OF ELLINGTON

Town Planner Expenditure

Fiscal Year: 2021 - 2022

From Date: 7/1/2021

To Date: 2/1/2022

Account Number	Description	Adj. Budget	Current	YTD	Balance	Encumbrance	Budget Bal	%Bud
1000.02.00220.10.50103	Part Time---Econ Devet Commission		\$0.00	\$0.00	\$1,300.00	\$0.00	\$1,300.00	100.00%
1000.02.00220.20.60221	Advertising Printing---Econ Devet Commission--	\$400.00	\$170.00	\$170.00	\$230.00	\$0.00	\$230.00	57.50%
Transaction Detail (Maximum)								
<u>Date</u>	<u>Entry</u>	<u>Check No</u>	<u>Deposit No</u>	<u>Invoice No</u>	<u>PO Number</u>	<u>Voucher</u>	<u>Shipment</u>	<u>Memo</u>
12/16/2021	203	601404	0	202247	0	1027		0 202247
Detail Total:								
1000.02.00220.20.60222	Dues & Subscriptions---Econ Devet Commission--	\$750.00	\$430.00	\$430.00	\$320.00	\$0.00	\$320.00	42.67%
Transaction Detail (Maximum)								
<u>Date</u>	<u>Entry</u>	<u>Check No</u>	<u>Deposit No</u>	<u>Invoice No</u>	<u>PO Number</u>	<u>Voucher</u>	<u>Shipment</u>	<u>Memo</u>
10/22/2021	114	600979	0	1808	0	1020		0 1808
Detail Total:								
1000.02.00220.20.60223	Travel---Econ Devet Commission--	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
1000.02.00220.20.60232	Postage---Econ Devet Commission--	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
1000.02.00220.20.60233	Education---Econ Devet Commission	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
1000.02.00220.20.60234	Professional Development---Econ Devet Commission--	\$100.00	\$0.00	\$0.00	\$100.00	\$0.00	\$100.00	100.00%
1000.02.00220.20.60250	Contracted Services---Econ Devet Commission--	\$2,800.00	\$404.00	\$404.00	\$2,396.00	\$0.00	\$2,396.00	85.57%
Transaction Detail (Maximum)								
<u>Date</u>	<u>Entry</u>	<u>Check No</u>	<u>Deposit No</u>	<u>Invoice No</u>	<u>PO Number</u>	<u>Voucher</u>	<u>Shipment</u>	<u>Memo</u>
11/18/2021	130	601142	0	59132	0	1024		0 59132
Detail Total:								
1000.02.00220.30.60341	Office Supplies---Econ Devet Commission--	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
Department: Econ Devet Commission - 00220								
		\$5,350.00	\$1,004.00	\$1,004.00	\$4,346.00	\$0.00	\$4,346.00	81.23 %

**TOWN OF ELLINGTON
BUDGET REQUEST
220 ECONOMIC DEVELOPMENT COMMITTEE**

Object No.	Description & Explanation(s)	FISCAL YEAR 2022-23	
		FY 2021-22 Revised	FY 2022-23
50103	PART TIME PAYROLL Recording Secretary services (12 meetings @ \$130 per)	\$ 1,300	\$ 1,600
	2020-21	\$ 910	
	2019-20	\$ 650	
	2018-19	\$ 645	
	2017-18	\$ 500	
	4 Year Average	\$ 676.25	
	TOTAL PAYROLL	\$ 1,300	\$ 1,600
60221	ADVERTISING-PRINTING-FORMS Surveys, program announcements, event ads, etc.		\$ 1,000
60222	DUES & SUBSCRIPTIONS Membership to CEDAS and TCCC		\$ 750
60223	TRAVEL N/A		\$ -
60232	POSTAGE Mailings, business surveys, etc.		\$ -
60233	EDUCATION N/A		\$ -
60234	PROFESSIONAL DEVELOPMENT Seminars for commissioners		\$ 100
60250	CONTRACTED SERVICES Development of economic development strategies & award programs		\$ 1,000
60341	OFFICE SUPPLIES Economic development business events and related programs		\$ -
	TOTAL OFFICE BUDGET		\$ 2,850
	DEPARTMENT TOTAL		\$ 4,450



TOWN OF ELLINGTON

55 MAIN STREET – PO BOX 187
ELLINGTON, CONNECTICUT 06029-0187

www.ellington-ct.gov

TEL. (860) 870-3120

TOWN PLANNER'S OFFICE

FAX (860) 870-3122

ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES WEDNESDAY, JANUARY 12, 2022, 7:00 PM

IN-PERSON ATTENDANCE: TOWN HALL ANNEX, 57 MAIN STREET, ELLINGTON, CT
REMOTE ATTENDANCE: VIA ZOOM MEETING, INSTRUCTIONS PROVIDED BELOW

PRESENT: In Person: Chairman Sean Kelly and Regular Member Chris Todd

Zoom Attendance: Vice Chairman Donna Resutek, Regular Member Jim Fay,
and Alternates Bryan Platt and Amos Smith (arrived at 7:14 PM)

ABSENT: Regular Member David Hurley and Alternate Sam Chang

STAFF

PRESENT: Lisa M. Houlihan, Town Planner and Nathaniel Trask, Recording Clerk

I. CALL TO ORDER: Chairman Sean Kelly called the Economic Development Commission meeting to order at 7:00 PM.

II. PUBLIC COMMENTS (on non-agenda items): None

III. ACTIVE BUSINESS:

1. Report: Tolland County Chamber of Commerce

The Tolland County Chamber of Commerce sent a letter to the Town of Ellington thanking the Commission for renewing its membership. Chairman Kelly said the Chamber will be hosting a business event that the commission may be interested in participating in. Ms. Houlihan said the event is a business showcase that will tentatively be held on Tuesday, April 5th from 4:00 PM to 7:00 PM. The event will take place at The Lodge at Crandall Park, 120 Cider Mill Road, Tolland, CT 06084. Chairman Kelly and Commissioner Todd supported the decision for the commission to take part in the event since the opportunity would give Ellington businesses an opportunity to connect with the commission and other local businesses.

The International Economic Development Council will be holding their annual Economic Development Week during the first week of May. Ms. Houlihan said the Tolland County Chamber of Commerce might change the date of the business showcase to fall during the Economic Development Week so that the two events coincide with one another. If the event is held on April 5th, then the commission would have the opportunity to advertise the business showcase in two town newsletters, or three if it is held during the first week of May. The commission also can send out direct mail, email advertisements and social media posts for this event.

2. Report: Agricultural Initiatives

There is nothing new to report.

3. Report: Connecticut Economic Development Association Best Practices

The Connecticut Economic Development Association has changed the parameters for getting the Best Practices Award. The commission will review the change in the parameters at the February meeting.

4. Report: Tax Incentive/Abatement Programs

Chairman Kelly reported that Desco Professional Builders, Inc. is still considering an expansion. Vice Chairman Resuthek asked about changes to Juliano's Pools. Chairman Kelly stated that the Vernon location will become a retail location while the Ellington location will store equipment, machines, and supplies. They will also be expanding with more storage and parking areas at the Ellington location.

5. Report: Current Economic Activity

There is nothing new to report.

IV. ADMINISTRATIVE BUSINESS:

1. Fiscal Year 2021-2022 Budget & Expenditures update.

Chairman Kelly indicated that next year's budget proposal will be adjusted to increase the advertising budget, which will be important for advertising for the Tolland County Chamber of Commerce business showcase and the Shop Ellington event. Ms. Houlihan informed the commission that the part-time budget should be increased from \$1,300 to \$1,600 and that the advertising budget be increased from \$400 to \$1,000. To increase the budget for part-time work and advertising, the budget for contracted services will be reduced from \$2,800 to \$1,000. With these changes, Ms. Houlihan informed the commission that the budget would be reduced to \$4,450.

The budget will be revised and reviewed again at the February meeting.

2. Approval of the December 15, 2021 regular meeting minutes.

MOVED (SMITH) SECONDED (PLATT) AND PASSED UNANIMOUSLY TO APPROVE THE DECEMBER 15, 2021 MEETING MINUTES AS WRITTEN.

3. Election of Officers.

Chairman Position:

MOVED (TODD) SECONDED (RESUTEK) AND PASSED UNANIMOUSLY TO NOMINATE COMMISSIONER (KELLY) FOR CHAIRMAN OF THE CONSERVATION COMMISSION FOR 2022.

**COMMISSIONER (KELLY) ACCEPTED THE NOMINATION.
HEARING NO FURTHER NOMINATIONS, NOMINATIONS WERE CLOSED.**

MOVED (TODD) SECONDED (RESUTEK) AND PASSED UNANIMOUSLY TO ELECT COMMISSIONER (KELLY) FOR CHAIRMAN OF THE CONSERVATION COMMISSION FOR 2022.

Vice-Chairman Position:

MOVED (KELLY) SECONDED (TODD) AND PASSED UNANIMOUSLY TO NOMINATE COMMISSIONER (RESUTEK) FOR VICE CHAIRMAN OF THE CONSERVATION COMMISSION FOR 2022.

**COMMISSIONER (RESUTEK) ACCEPTED THE NOMINATION.
HEARING NO FURTHER NOMINATIONS, NOMINATIONS WERE CLOSED.**

MOVED (KELLY) SECONDED (TODD) AND PASSED UNANIMOUSLY TO ELECT COMMISSIONER (RESUTEK) FOR VICE-CHAIRMAN OF THE CONSERVATION COMMISSION FOR 2022.

4. Correspondence:

- a. Goman + York Advisory Services, Connecticut's Shifting Demographics, The Dynamics of Demographics and Economic Development, dated December 9, 2021.

Ms. Houlihan and Mr. Kelly presented a report from Goman + York Advisory Services on the changing demographics in the State of Connecticut. The report does not specifically address changes to demographics in Ellington. The report will be reviewed again at the February meeting.

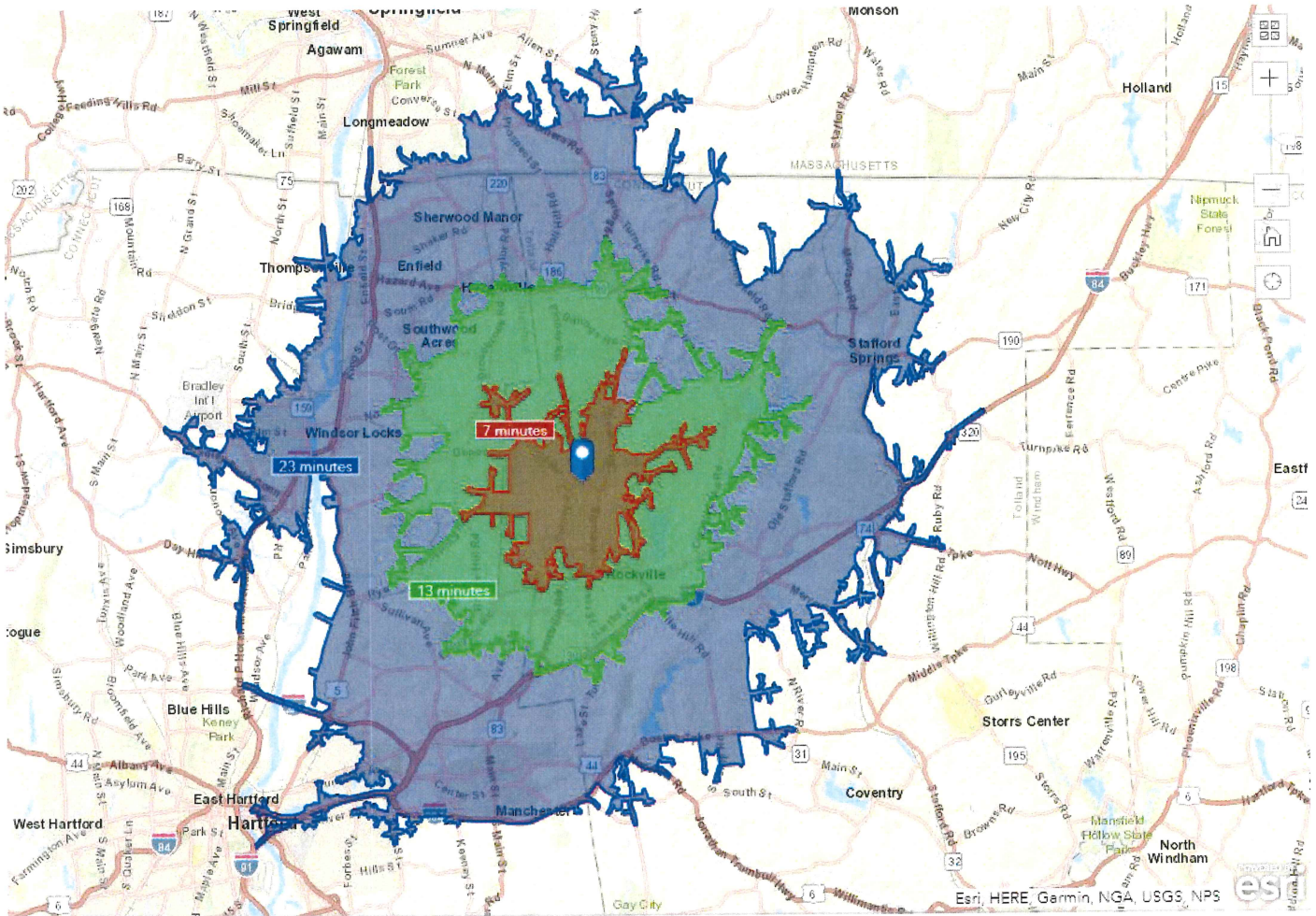
V. ADJOURNMENT:

MOVED (SMITH) SECONDED (PLATT) AND PASSED UNANIMOUSLY TO ADJOURN THE ECONOMIC DEVELOPMENT COMMISSION MEETING AT 7:28 PM.

Respectfully submitted,

Nathaniel Trask, Recording Clerk

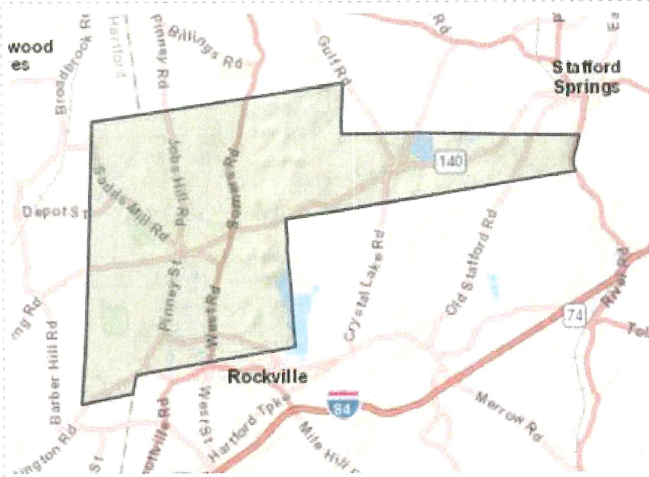
Ellington, CT Market Analysis



- 7, 13, and 23-min drive time trade areas
- Town municipal borders

Market Summary

Town of Ellington, CT (municipal borders)



KEY FACTS

15,882

Population

42.5

Median Age

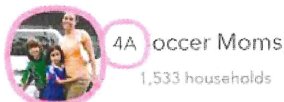


Average
Household Size

\$81,850

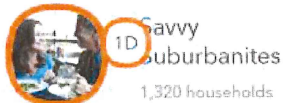
Median Household
Income

Tapestry Segments



4A Occer Moms
1,533 households

24.3%
of Households



1D Savvy
Suburbanites
1,320 households

20.9%
of Households



5C Parks and Rec
1,128 households

17.9%
of Households

Households By Income

The largest group: \$100,000 - \$149,999 (21.4%)

The smallest group: <\$15,000 (3.4%)

Indicator	Value	Difference
<\$15,000	3.4%	-2.9%
\$15,000 - \$24,999	5.4%	-0.8%
\$25,000 - \$34,999	5.7%	-0.2%
\$35,000 - \$49,999	13.4%	+1.9%
\$50,000 - \$74,999	16.7%	+1.2%
\$75,000 - \$99,999	15.7%	+0.9%
\$100,000 - \$149,999	21.4%	-0.2%
\$150,000 - \$199,999	10.7%	+0.5%
\$200,000+	7.5%	-0.4%

Bars show deviation from
Tolland County

HOUSING STATS



\$269,601

Median Home Value



\$11,939

Average Spent on
Mortgage & Basics



\$1,038

Median Contract
Rent

ANNUAL HOUSEHOLD SPENDING



\$2,714

Apparel &
Services



\$219

Computers &
Hardware



\$4,140

Eating Out



\$6,090

Groceries



\$6,991

Health Care

Retail Market Gap Analysis

Town of Ellington, CT (municipal borders)

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$297,586,315	\$108,150,793	\$189,435,522	46.7	68
Total Retail Trade	44-45	\$268,862,937	\$101,875,408	\$166,987,529	45.0	51
Total Food & Drink	722	\$28,723,378	\$6,275,385	\$22,447,993	64.1	17

Leakage/Surplus Factor by Industry Group



Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Business Summary

Town of Ellington, CT 7, 13, 23-minute drive times

Business Summary

Ellington, Connecticut
 Drive Time: 7, 13, 23 minute radii

Prepared by Goman+York Property Advisors

Latitude: 41.90410

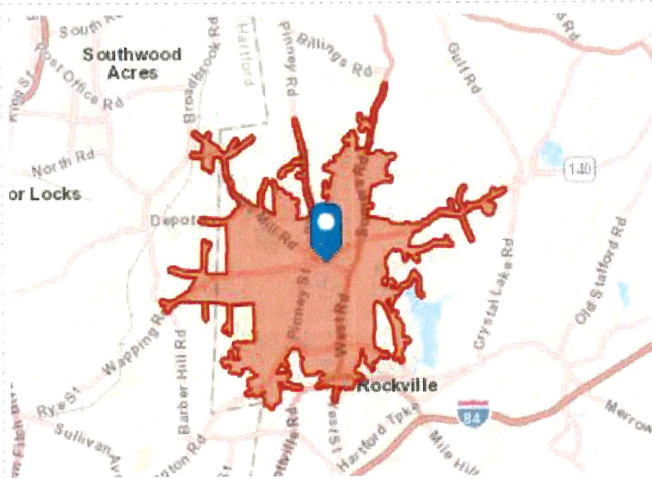
Longitude: -72.46913

Data for all businesses in area	7 minutes				13 minutes				23 minutes			
Total Businesses:	414				1,870				9,359			
Total Employees:	3,940				17,857				117,457			
Total Residential Population:	12,295				62,868				244,974			
Employee/Residential Population Ratio (per 100 Residents)	32				28				48			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	#	%	#	%	#	%	#	%	#	%	#	%
Agriculture & Mining	11	2.7%	64	1.6%	46	2.5%	307	1.7%	227	2.4%	1,573	1.3%
Construction	50	12.1%	307	7.8%	202	10.8%	1,173	6.6%	827	8.8%	4,856	4.1%
Manufacturing	21	5.1%	525	13.3%	71	3.8%	1,777	10.0%	467	5.0%	17,082	14.5%
Transportation	14	3.4%	97	2.5%	43	2.3%	428	2.4%	198	2.1%	3,310	2.8%
Communication	2	0.5%	12	0.3%	14	0.7%	74	0.4%	68	0.7%	698	0.6%
Utility	3	0.7%	14	0.4%	7	0.4%	107	0.6%	30	0.3%	586	0.5%
Wholesale Trade	18	4.3%	186	4.7%	61	3.3%	682	3.8%	406	4.3%	5,627	4.8%
Retail Trade Summary	74	17.9%	827	21.0%	360	19.3%	3,244	18.2%	2,109	22.5%	30,257	25.8%
Home Improvement	7	1.7%	51	1.3%	31	1.7%	188	1.1%	159	1.7%	1,999	1.7%
General Merchandise Stores	3	0.7%	16	0.4%	9	0.5%	144	0.8%	75	0.8%	3,905	3.3%
Food Stores	9	2.2%	289	7.3%	45	2.4%	876	4.9%	237	2.5%	5,103	4.3%
Auto Dealers, Gas Stations, Auto Aftermarket	16	3.9%	193	4.9%	49	2.6%	400	2.2%	236	2.5%	2,662	2.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	12	0.6%	23	0.1%	155	1.7%	2,138	1.8%
Furniture & Home Furnishings	6	1.4%	48	1.2%	29	1.6%	149	0.8%	161	1.7%	1,707	1.5%
Eating & Drinking Places	17	4.1%	145	3.7%	91	4.9%	1,063	6.0%	511	5.5%	8,854	7.5%
Miscellaneous Retail	17	4.1%	86	2.2%	94	5.0%	401	2.2%	576	6.2%	3,889	3.3%
Finance, Insurance, Real Estate Summary	34	8.2%	145	3.7%	147	7.9%	728	4.1%	736	7.9%	4,653	4.0%
Banks, Savings & Lending Institutions	3	0.7%	19	0.5%	17	0.9%	93	0.5%	136	1.5%	1,296	1.1%
Securities Brokers	1	0.2%	2	0.1%	13	0.7%	44	0.2%	85	0.9%	347	0.3%
Insurance Carriers & Agents	6	1.4%	38	1.0%	32	1.7%	193	1.1%	172	1.8%	983	0.8%
Real Estate, Holding, Other Investment Offices	23	5.6%	86	2.2%	85	4.5%	399	2.2%	343	3.7%	2,028	1.7%
Services Summary	152	36.7%	1,643	41.7%	716	38.3%	8,260	46.3%	3,475	37.1%	40,750	34.7%
Hotels & Lodging	0	0.0%	0	0.0%	5	0.3%	108	0.6%	56	0.6%	1,365	1.2%
Automotive Services	17	4.1%	113	2.9%	69	3.7%	391	2.2%	307	3.3%	1,885	1.6%
Motion Pictures & Amusements	11	2.7%	114	2.9%	50	2.7%	439	2.5%	257	2.7%	2,219	1.9%
Health Services	23	5.6%	358	9.1%	107	5.7%	1,703	9.5%	585	6.3%	9,844	8.4%
Legal Services	5	1.2%	13	0.3%	30	1.6%	102	0.6%	115	1.2%	554	0.5%
Education Institutions & Libraries	13	3.1%	489	12.4%	51	2.7%	2,190	12.3%	210	2.2%	8,742	7.4%
Other Services	83	20.0%	556	14.1%	404	21.6%	3,327	18.6%	1,945	20.8%	16,141	13.7%
Government	26	6.3%	119	3.0%	134	7.2%	1,066	6.0%	476	5.1%	7,831	6.7%
Unclassified Establishments	11	2.7%	0	0.0%	68	3.6%	11	0.1%	342	3.7%	234	0.2%
Totals	414	100%	3,940	100%	1,870	100%	17,857	100%	9,359	100%	117,457	100%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017. Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Market Summary

7 min drive time trade area – 12 Church St, Ellington, CT



KEY FACTS

12,295

Population

41.3

Median Age



Average Household Size

\$70,290

Median Household Income

Tapestry Segments



8F Old and Newcomers
1,021 households

20.2%
of Households



5C Marks and Rec
909 households

17.9%
of Households



5B In Style
835 households

16.5%
of Households

Households By Income

The largest group: \$100,000 - \$149,999 (19.5%)

The smallest group: <\$15,000 (5.4%)

Indicator	Value	Difference	
<\$15,000	5.4%	-5.1%	
\$15,000 - \$24,999	6.6%	-2.0%	
\$25,000 - \$34,999	7.4%	0	
\$35,000 - \$49,999	16.7%	+4.8%	
\$50,000 - \$74,999	16.2%	+0.3%	
\$75,000 - \$99,999	14.6%	+1.9%	
\$100,000 - \$149,999	19.5%	+2.6%	
\$150,000 - \$199,999	8.0%	+0.1%	
\$200,000+	5.6%	-2.8%	

Bars show deviation from
Hartford County

HOUSING STATS



\$248,743

Median Home Value



\$9,917

Average Spent on Mortgage & Basics



\$934

Median Contract Rent

ANNUAL HOUSEHOLD SPENDING



\$2,408

Apparel & Services



\$197

Computers & Hardware



\$3,698

Eating Out



\$5,507

Groceries



\$6,148

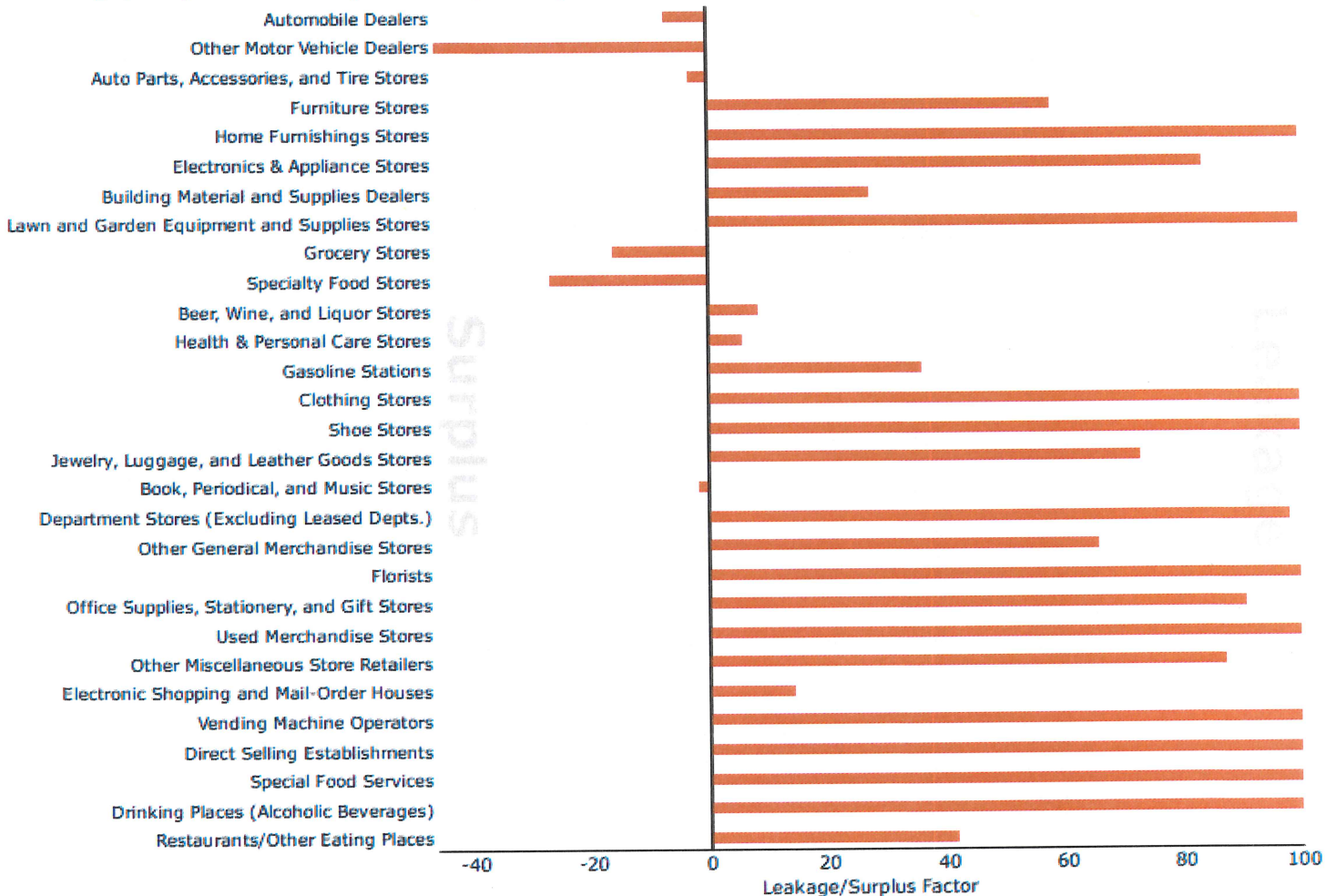
Health Care

Retail Market Gap Analysis

7 min drive time trade area – 12 Church St. Ellington, CT

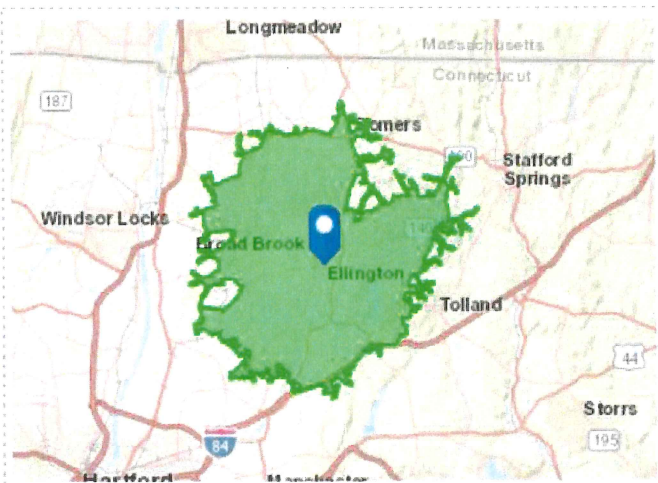
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$212,495,185	\$146,203,717	\$66,291,468	18.5	70
Total Retail Trade	44-45	\$192,034,938	\$138,100,598	\$53,934,340	16.3	52
Total Food & Drink	722	\$20,460,248	\$8,103,119	\$12,357,129	43.3	18

Leakage/Surplus Factor by Industry Group



Market Summary

13 min drive time trade area – 12 Church St. Ellington, CT



KEY FACTS

62,868

Population

42.3

Median Age



Average
Household Size

\$75,399

Median Household
Income

Tapestry Segments



1D Savvy
Suburbanites
4,701 households

18.4%
of Households



5C Marks and Rec
3,238 households

12.7%
of Households



11D Let to Impress
2,726 households

10.7%
of Households

Households By Income

The largest group: \$100,000 - \$149,999 (20.6%)

The smallest group: <\$15,000 (5.8%)

Indicator	Value	Difference	
<\$15,000	5.8%	-4.7%	
\$15,000 - \$24,999	6.6%	-2.0%	
\$25,000 - \$34,999	6.6%	-0.8%	
\$35,000 - \$49,999	14.0%	+2.1%	
\$50,000 - \$74,999	16.7%	+0.8%	
\$75,000 - \$99,999	14.0%	+1.3%	
\$100,000 - \$149,999	20.6%	+3.7%	
\$150,000 - \$199,999	8.7%	+0.8%	
\$200,000+	7.0%	-1.4%	

Bars show deviation from
Hartford County

HOUSING STATS



\$246,748

Median Home Value



\$10,586

Average Spent on
Mortgage & Basics



\$893

Median Contract
Rent

ANNUAL HOUSEHOLD SPENDING



\$2,554

Apparel &
Services



\$209

Computers &
Hardware



\$3,901

Eating Out



\$5,784

Groceries



\$6,467

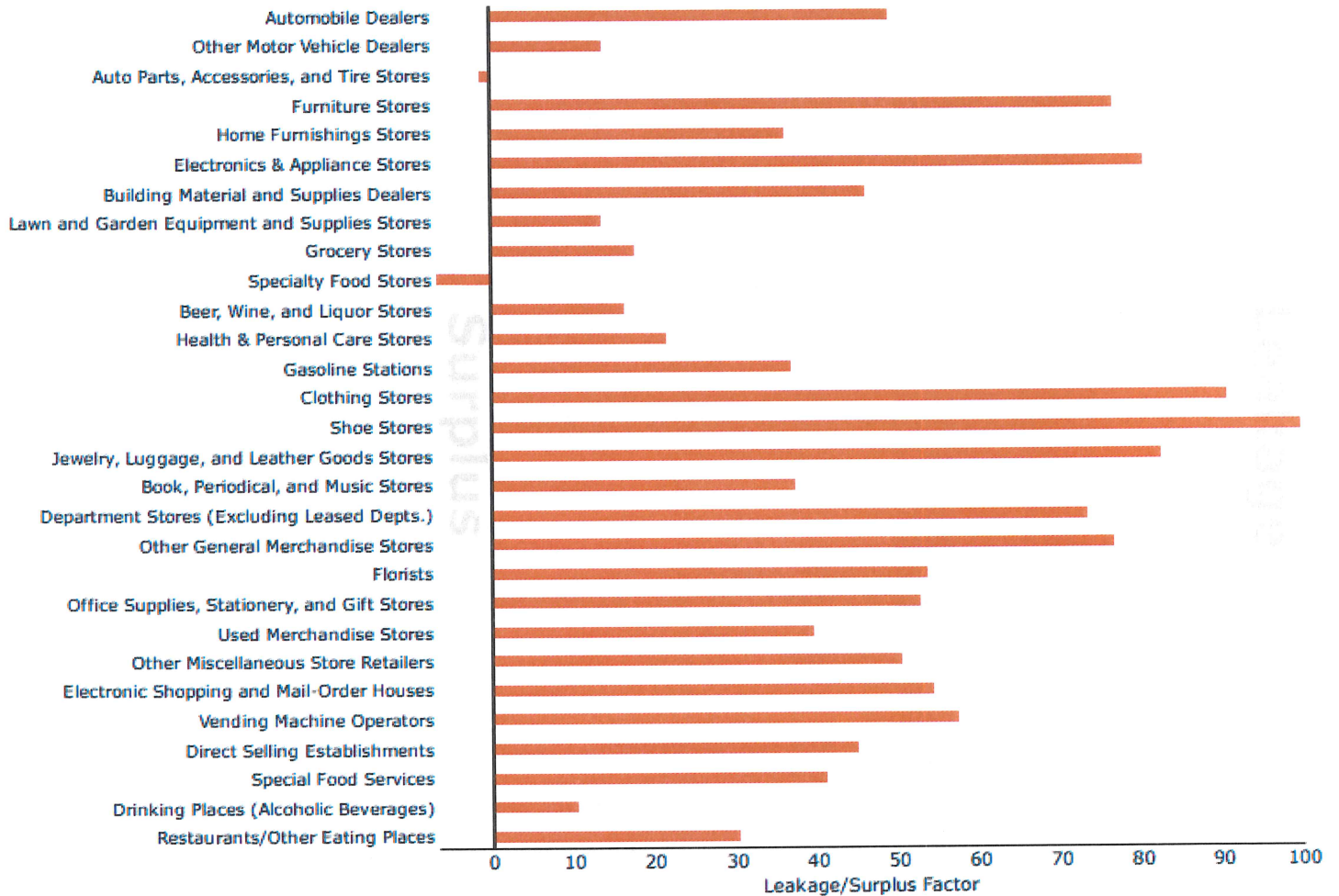
Health Care

Retail Market Gap Analysis

13 min drive time trade area – 12 Church St. Ellington, CT

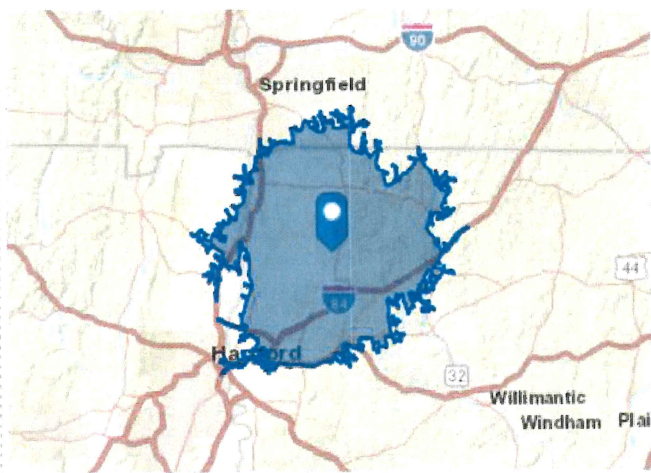
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,121,466,495	\$463,199,679	\$658,266,816	41.5	351
Total Retail Trade	44-45	\$1,012,928,663	\$405,177,343	\$607,751,320	42.9	253
Total Food & Drink	722	\$108,537,832	\$58,022,336	\$50,515,496	30.3	98

Leakage/Surplus Factor by Industry Group



Retail Market Gap Analysis

23 min drive time trade area – 12 Church St. Ellington, CT



KEY FACTS

244,974

Population

41.8

Median Age



Average
Household Size

\$73,700

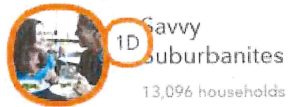
Median Household
Income

Tapestry Segments



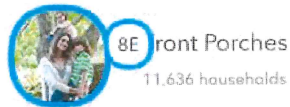
5C Parks and Rec
21,872 households

22.6%
of Households



1D Savvy
Suburbanites
13,096 households

13.5%
of Households



8E Front Porches
11,636 households

12.0%
of Households

Households By Income

The largest group: \$100,000 - \$149,999 (19.8%)

The smallest group: \$200,000+ (6.6%)

Indicator	Value	Difference	
<\$15,000	6.8%	-3.7%	
\$15,000 - \$24,999	7.2%	-1.4%	
\$25,000 - \$34,999	6.9%	-0.5%	
\$35,000 - \$49,999	12.5%	+0.6%	
\$50,000 - \$74,999	17.2%	+1.3%	
\$75,000 - \$99,999	14.8%	+2.1%	
\$100,000 - \$149,999	19.8%	+2.9%	
\$150,000 - \$199,999	8.3%	+0.4%	
\$200,000+	6.6%	-1.8%	

Bars show deviation from
Hampden County

HOUSING STATS



\$229,284

Median Home Value



\$10,317

Average Spent on
Mortgage & Basics



\$925

Median Contract
Rent

ANNUAL HOUSEHOLD SPENDING



\$2,473

Apparel &
Services



\$202

Computers &
Hardware



\$3,766

Eating Out



\$5,608

Groceries



\$6,286

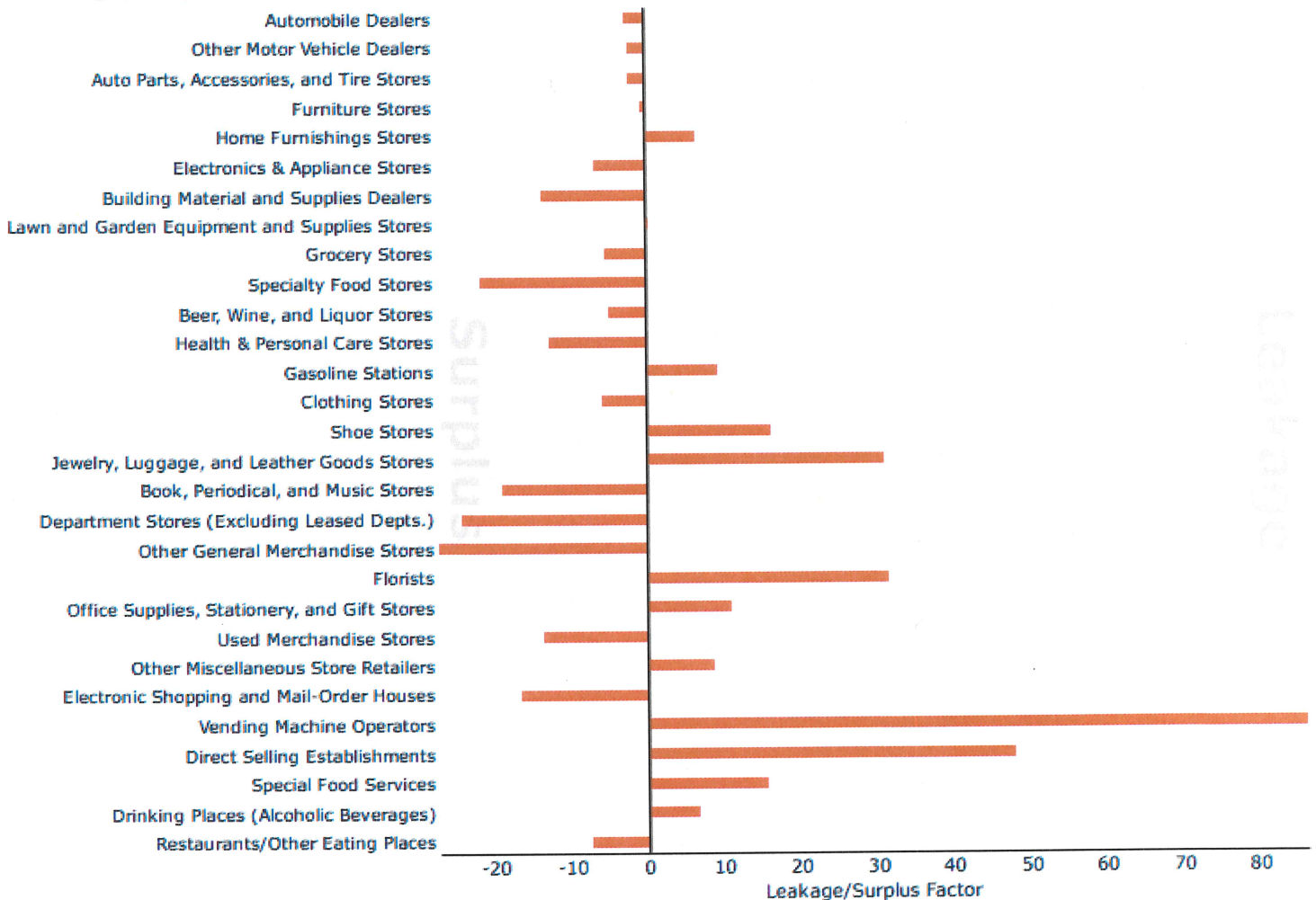
Health Care

Retail Market Gap Analysis

23 min drive time trade area – 12 Church St. Ellington, CT

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$4,132,428,943	\$4,787,005,625	-\$654,576,682	-7.3	2,039
Total Retail Trade	44-45	\$3,731,946,754	\$4,329,560,263	-\$597,613,509	-7.4	1,488
Total Food & Drink	722	\$400,482,189	\$457,445,361	-\$56,963,172	-6.6	551

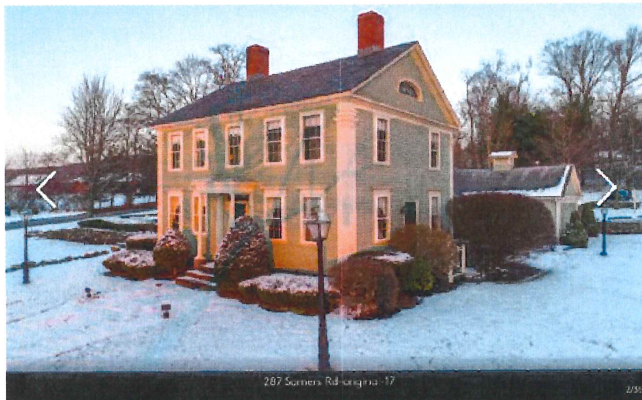
Leakage/Surplus Factor by Industry Group



Commercial Rent Comparison

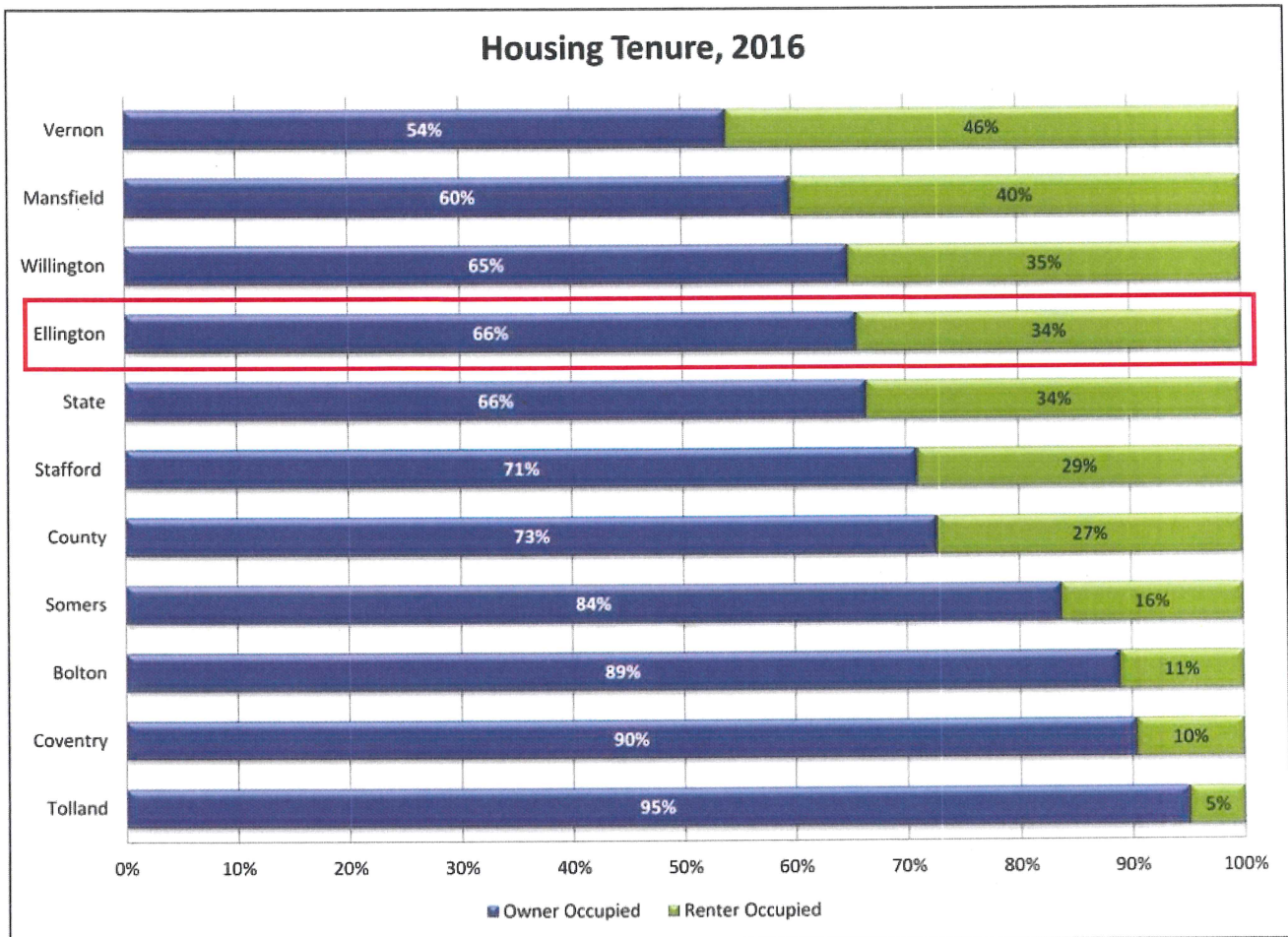
Currently on the market:

- Office
 - 105 West Rd - \$13.00/SF/Yr + utilities; Built 1995
 - 100 West Rd- \$12.00/SF/Yr+ Utilities; Built 1998
- Retail
 - 287 Somers Rd- \$18.00/SF/Yr + Utilities; Built 1827
 - 175 West Rd- Not disclosed; Built 1995
- Industrial:
 - NONE LISTED



105 West Rd.

Housing Market Analysis



Source: American Community Survey.

Average monthly rent in Ellington, CT (Source: ApartmentGuide.com)

- Studio: \$1349
- 1 bedroom: \$1426
- 2 bedrooms: \$1720
- 3 bedrooms: \$1958
- **Median rent in Ellington, CT: \$1,800, increase of 13% from April 2017 (Source: trulia.com)**

Average monthly rent in Tolland County, CT – 1Q2018, all housing types (Source: CT MLS)

- <2 bedrooms: \$1,120 (\$/SF)
- 3 bedrooms: \$1,549 (\$/SF)
- >4 bedrooms: \$2,002

Assuming average footprints of 550 SF (Studio), 725 SF (1BR), 1,100 SF (2BR), 1,400 SF (3BR).

Housing Market Analysis

Ellington Multi-Family Unit Mix

Apartment/Condos	# units	1 BDRM	2 BDRM	3 BDRM	4 BDRM	5 BDRM
107 Main St	5					
17-21 Tomoka Avenue Apartments	5					
1776 Townhouse	48	48				
69 Maple St "Dr. Allen Hyde"	7					
Abbott Place (Abbottville Inc)	54	0	30	23		1
Arbor Commons Apts	28	28				
Autumn Chase	332	97	235			
Chaserall Meadows	60	0	43	17		0
Cider Mill Heights	38	4	34			
Cornfield	215	173	42			
Deer Valley South	256	127	129			
Deer Valley North	200	100	100			
Ellington Ridge	158	132	26			
Fieldstone Village	48	40	8			
High Meadow Apts	100	100				
Johnny Appleseed	120	96	24			
Meadowbrook	129	129				
Pinney Brook I	20	20				
Pinney Brook II	19	19				
Pinney Hill Apts	69	69				
Pinney St. Apts	16					
Ellington Meadows (f/k/a Center Village)	49		10	39		
Stonebridge Apts	79	79				
Town House Garden Apts	48	48				
Watercrest Townhouses	8	8				
Windermere Village	95	1	27	63		4
Victorian Arms	50	50				

Rental Housing Analysis

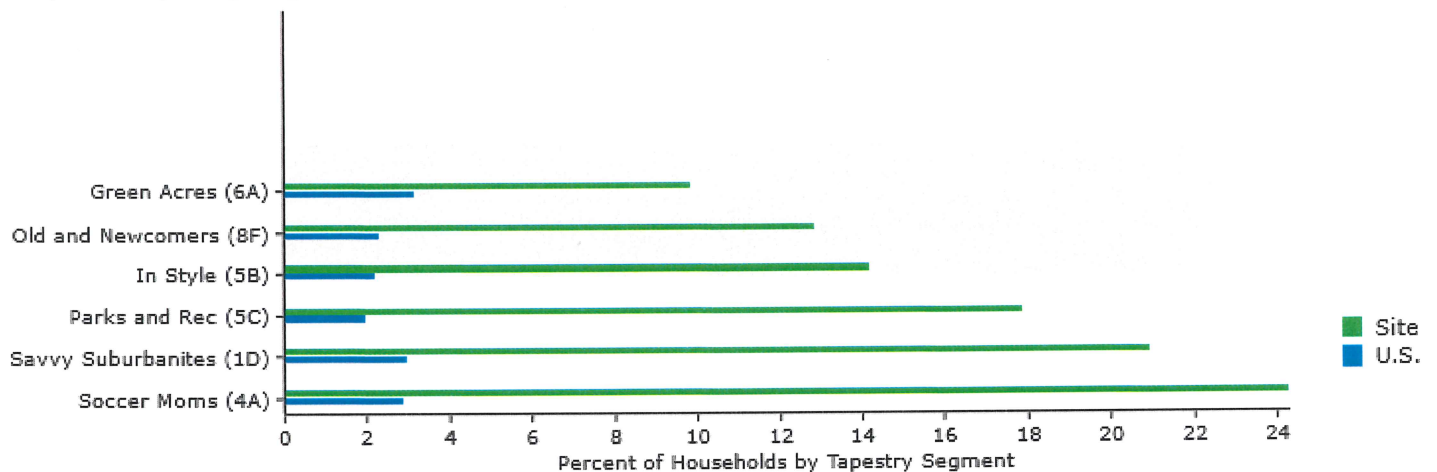
Relevant Multi-family Properties

Name	Town	Year Built	Bedrooms	Sq. ft. (min)	Sq. ft. (max)	\$/SF min	\$/SF max	Rent/mo min	Rent/mo max
The Mansions at Hockanum Crossing	Vernon	2005	1	720	1,175	\$1.27	\$1.52	\$1,095	\$1,495
			2	1,000	1,675	\$1.04	\$1.35	\$1,345	\$1,745
Ivy Woods Apartments	Tolland	2005	1	922	982	\$1.04	\$1.11	\$1,025	\$1,025
			2	1,090	1,132	\$1.15	\$1.10	-	\$1,300
Norwegian Woods Apts.	Tolland	-	1	618	618	\$1.45	\$1.60	\$895	\$990
			2	732	925	\$1.51	\$1.58	\$1,105	\$1,465
Aspen Woods	Manchester	1997	1	820	820	\$1.57	\$1.57	\$1,290	\$1,290
			2	1,100	1,179	\$1.26	\$1.31	\$1,440	\$1,490
Broadleaf Apartments	Manchester	2015	1	790	981	\$1.66	\$1.78	\$1,410	\$1,630
			2	1,031	1,185	\$1.54	\$1.54	\$1,590	\$1,825
			Studio	990	990	\$0.99	\$1.14	\$985	\$1,130
Lofts at the Mills	Manchester	2010	1	686	1,554	\$0.80	\$1.41	\$965	\$1,250
			2	1,385	1,778	\$0.74	\$0.95	\$1,311	\$1,318
			3	1,596	2,083	\$0.97	\$1.28	\$1,555	\$1,625
The Pavilions	Manchester	2000	1	688	1,059	\$1.29	\$1.48	\$1,020	\$1,370
			2	920	1,294	\$1.15	\$1.30	\$1,200	\$1,490
			3	1,246	1,246	\$1.19	\$1.36	\$1,480	\$1,700
The Place at Catherine's Way	Manchester	1997	1	690	855	\$1.64	\$1.99	\$1,370	\$1,400
			2	989	1,350	\$1.36	\$1.39	\$1,375	\$1,840
			3	1,160	1,700	\$1.02	\$1.27	\$1,475	\$1,735
The Vintage at the Grove	Manchester	2008	Studio	701	701	\$1.64	\$1.76	\$1,150	\$1,235
			1	814	1,014	\$1.56	\$1.72	\$1,397	\$1,580
			2	1,182	1,391	\$1.33	\$1.41	\$1,575	\$1,968
Autumn Chase	Ellington	1997	1	920	1,053	\$1.32	\$1.41	\$1,295	\$1,395
			2	1,126	1,450	\$1.17	\$1.29	\$1,450	\$1,695
Johnny Appleseed	Ellington	1985	1	722	722	\$1.38	\$1.45	\$995	\$1,050
			2	852	892	\$1.45	\$1.47	\$1,250	\$1,295
			studio	423	680	\$2.22	\$2.35	\$938	\$1,600
The Tannery	Glastonbury	2016	1 BR	605	972	\$2.57	\$2.61	\$1,580	\$2,500
			2 BR	976	1,338	\$1.87	\$2.00	\$1,950	\$2,500
Addison Mill Apartments	Glastonbury	2009	1 BR	748	1,038	\$1.80	\$2.17	\$1,625	\$1,865
			2 BR	1298	1,360	\$1.80	\$1.81	\$2,350	\$2,450

Tapestry Segment Area Profile

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Soccer Moms (4A)	24.3%	24.3%	2.9%	2.9%	845
2	Savvy Suburbanites (1D)	20.9%	45.2%	3.0%	5.9%	703
3	Parks and Rec (5C)	17.9%	63.1%	2.0%	7.9%	899
4	In Style (5B)	14.2%	77.3%	2.2%	10.1%	631
5	Old and Newcomers (8F)	12.9%	90.2%	2.3%	12.4%	554
	Subtotal	90.2%		12.4%		
6	Green Acres (6A)	9.9%	100.1%	3.2%	15.6%	310

Top Ten Tapestry Segments Site vs. U.S.





LifeMode Group: Family Landscapes

Soccer Moms

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

24.3%

WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).

AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

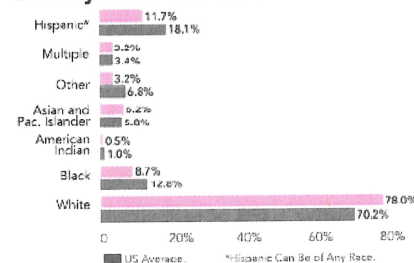
US indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **50.8** US: 64.0



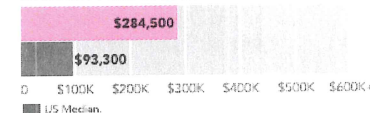
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

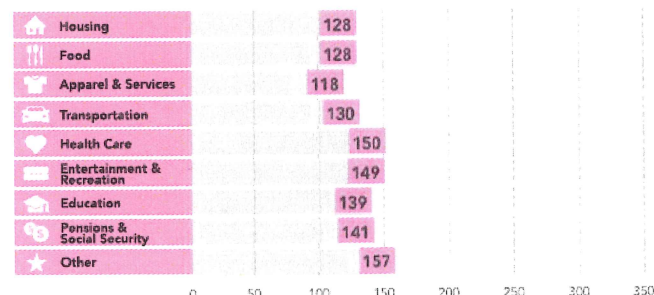


Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

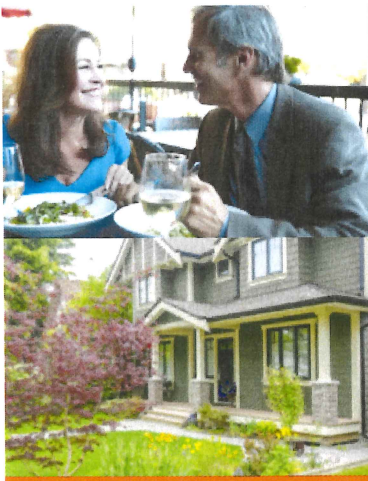
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Affluent Estates Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

20.9%

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

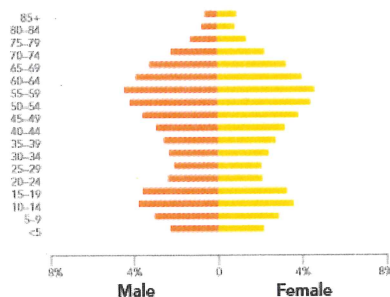
SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Low unemployment at 3.5% (Index 65); higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

AGE BY SEX (Esri data)

Median Age: 45.1 US: 38.2

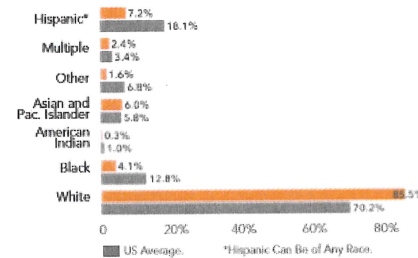
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 36.2 US: 64.0



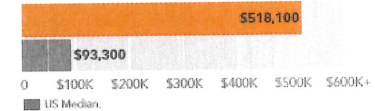
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

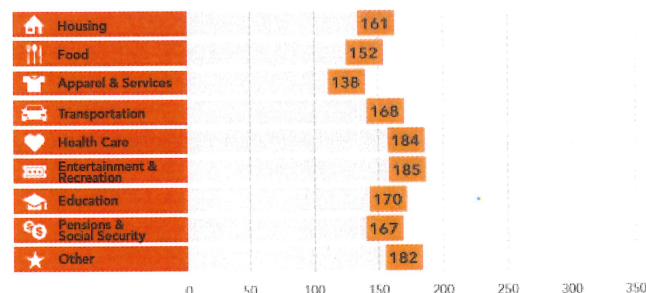


Median Net Worth



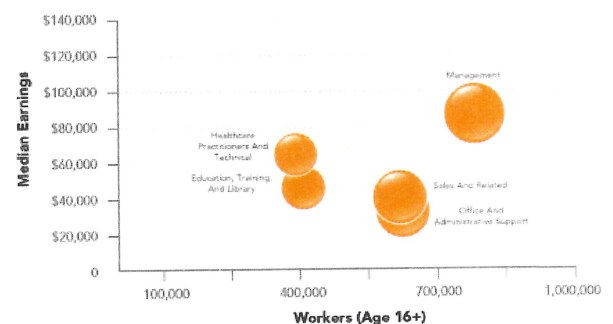
AVERAGE HOUSEHOLD BUDGET INDEX

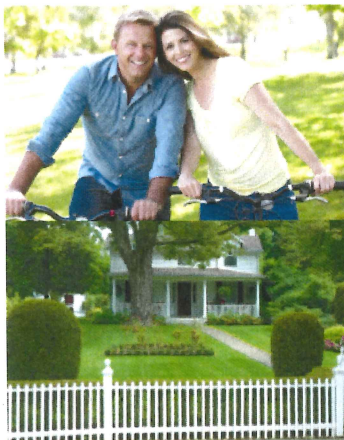
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: GenXurban Parks and Rec

5C

Households: 2,449,600

Average Household Size: 2.51

Median Age: 40.9

Median Household Income: \$60,000

17.9%

WHO ARE WE?

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

OUR NEIGHBORHOOD

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

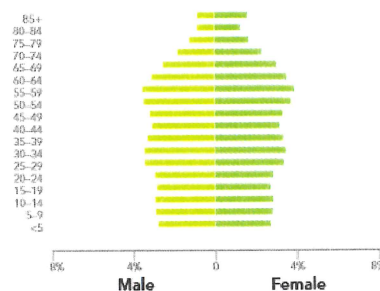
SOCIOECONOMIC TRAITS

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These practical residents tend to use their cell phones for calls and texting only.

AGE BY SEX (Esri data)

Median Age: 40.9 US: 38.2

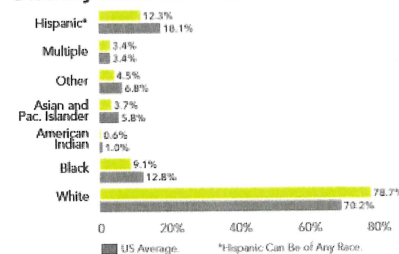
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 50.7 US: 64.0



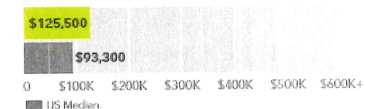
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

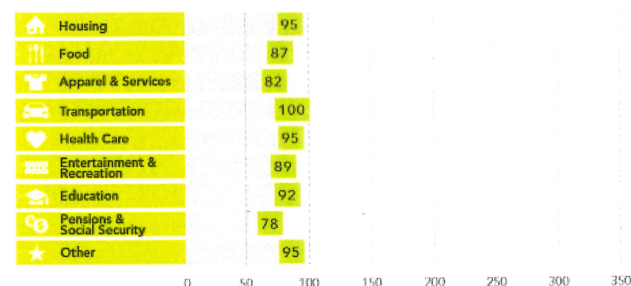


Median Net Worth



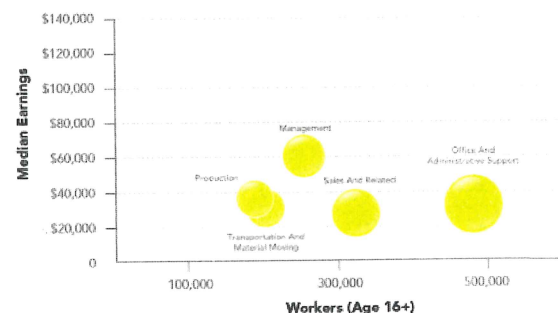
AVERAGE HOUSEHOLD BUDGET INDEX

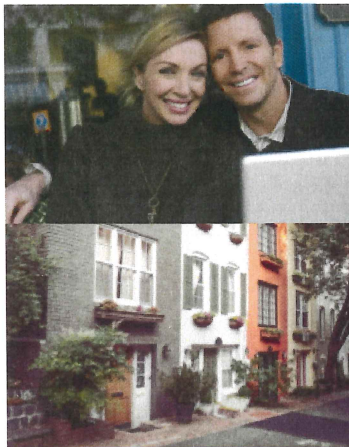
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: GenXurban In Style

5B

Households: 2,764,500
Average Household Size: 2.35
Median Age: 42.0
Median Household Income: \$73,000

14.2%

WHO ARE WE?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Home ownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 132) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at \$243,900.
- Vacant housing units at 8.6%.

SOCIOECONOMIC TRAITS

- College educated: 48% are graduates (Index 155); 77% with some college education.
- Low unemployment is at 3.6% (Index 66); higher labor force participation rate is at 67% (Index 108) with proportionately more 2-worker households (Index 110).
- Median household income of \$73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

AGE BY SEX (Esri data)

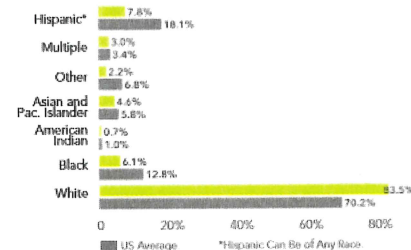
Median Age: 42.0 US: 38.2
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

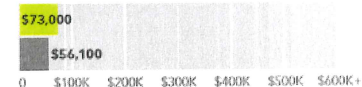
Diversity Index: 39.8 US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income



Median Net Worth



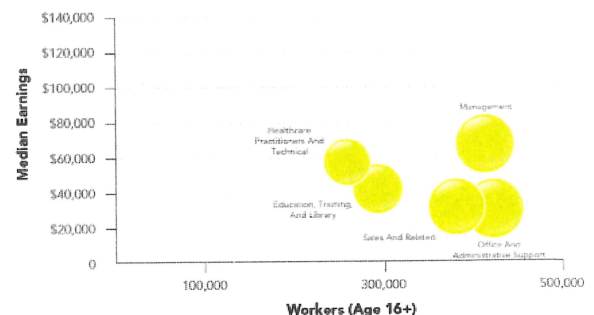
AVERAGE HOUSEHOLD BUDGET INDEX

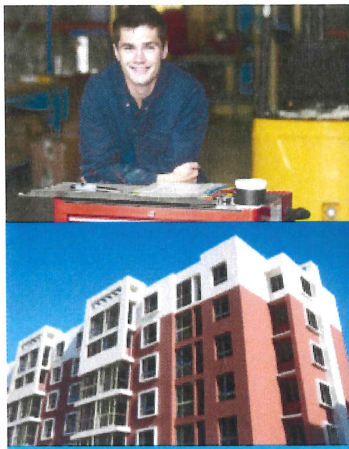
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: \$44,900

12.9%

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent, \$880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- Unemployment is lower at 5.1% (Index 93), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving Social Security.
- 31% have a college degree (Index 99), 33% have some college education, 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

AGE BY SEX (Esri data)

Median Age: 39.4 US: 38.2

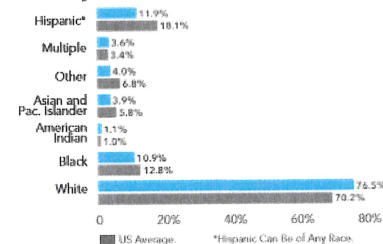
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

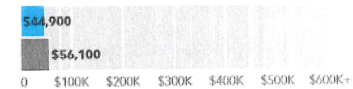
Diversity Index: 52.7 US: 64.0



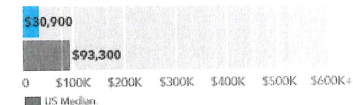
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

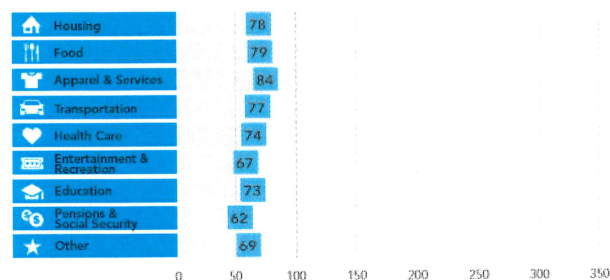


Median Net Worth



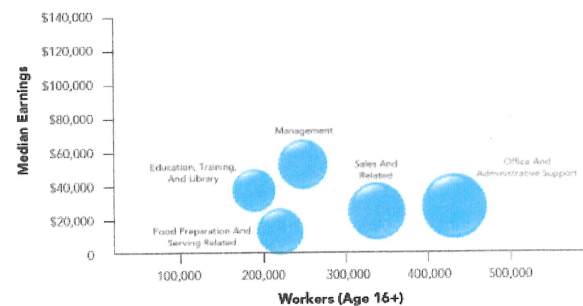
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Cozy Country Living

Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800

9.9%

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

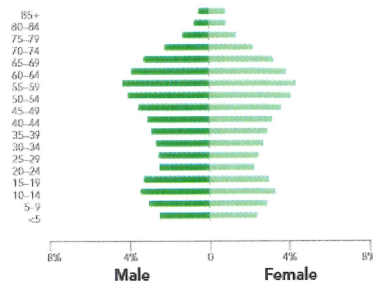
SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

AGE BY SEX (Fan data)

Median Age: 43.9 US: 38.2

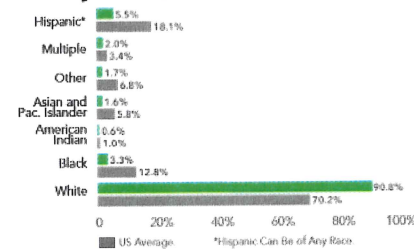
Indicates US



RACE AND ETHNICITY (Fan data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 26.0 US: 64.0



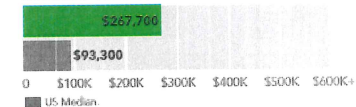
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

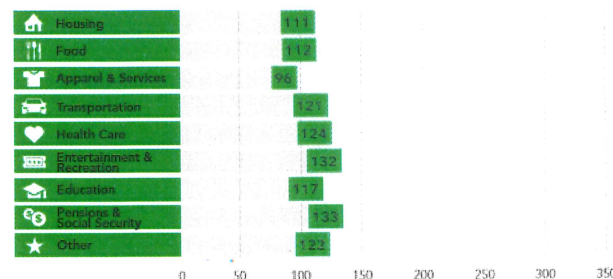


Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

