

**CHARTER TOWNSHIP OF OXFORD
PLANNING COMMISSION REGULAR MEETING**

NOTICE AND AGENDA

Date: Thursday, October 26, 2023

Time: 7:00 p.m.

Place: Oxford Township Meeting Room, 300 Dunlap Road, Oxford, MI 48371

1. Call to order
2. Respects to the flag
3. Noting of roll
4. Approval of the agenda
5. Conflicts of Interest/Ex-Parte Contact
6. Approval of Minutes - Regular Meeting 10/12/2023
7. Public comment on items not scheduled for Public Hearing or on this agenda.
8. Commissioners' Comments
9. Public Hearing
10. Unfinished Business
 - a) Discussion of Master Plan
11. New Business
12. Communications and/or Committee Reports
 - a) Economic Development Committee
 - b) Ordinance Review Committee
13. Planner/Engineer reports
 - a) Carlisle/Wortman
 - b) Sharpe Engineering

The Charter Township of Oxford will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting/hearing. Individuals with disabilities requiring auxiliary aids or services shall contact the Charter Township of Oxford, by writing or calling Curtis W. Wright, Township Clerk at 248-628-9787, ext. 108 as soon as possible to allow the Township sufficient time to have available the aids and services.

Thomas Berger, Chairman
Planning Commission
Charter Township of Oxford
300 Dunlap Road
Oxford, MI 48371
(248) 628-9787

CHARTER TOWNSHIP OF OXFORD PLANNING COMMISSION REGULAR MEETING
THURSDAY, OCTOBER 12, 2023

A regular meeting of the Charter Township of Oxford Planning Commission was held Thursday, October 12, 2023 at the Oxford Township Meeting Room, 300 Dunlap Road, Oxford, Michigan 48371.

The meeting was called to order by Chairman Berger at 7:00 p.m.

RESPECTS TO THE FLAG

NOTING OF THE ROLL

Members Present: **Jon Nold, Korey Bailey, Justin Ballard, Tom Berger**

Members Absent: Ed Hunwick, Robert Turner, Michael Spisz

Also Present: Township Planner Megan Masson-Minock, Township Planner Matteo Passalacqua, Recording Secretary Susan McCullough, one OCTV camera operator, and 4 residents.

APPROVAL OF AGENDA

Commissioner Nold moved, Commissioner Ballard seconded, to approve the Charter Township of Oxford regular Planning Commission agenda for Thursday, October 12, 2023 as presented.

Ayes: 4 Nays: 0 Absent: 3

Motion Carried.

CONFLICTS OF INTEREST/EX-PARTE CONTACT

APPROVAL OF MINUTES

Planning Commission Regular Meeting – September 28, 2023

Commissioner Nold moved, Commissioner Ballard seconded, to approve the minutes of the regular Planning Commission meeting for September 28, 2023 as presented.

Ayes: 4 Nays: 0 Absent: 3

Motion Carried.

PUBLIC COMMENTS ON ITEMS NOT SCHEDULED FOR PUBLIC HEARING OR ON THE AGENDA

Public comment began at 7:01 p.m.

Chris Walker, 2185 E. Lakeville Road, Oxford, addressed the Commission regarding the designation of his property in the updated Master Plan. He was invited to continue involvement in the master plan process.

J.T. Schutz, 137 Willow Lake Drive, Oxford, expressed his neighborhood's concerns with a proposed multi-family development near the Willow Lake subdivision

There being no further public comment on non-agenda items, public comment ended at 7:09 p.m.

CHARTER TOWNSHIP OF OXFORD PLANNING COMMISSION REGULAR MEETING
THURSDAY, OCTOBER 12, 2023

COMMISSIONERS' COMMENTS

Commissioner Nold stated that to date nothing has been submitted to either the Village of Oxford Planning Commission or the Oxford Township Planning Commission.

Commissioner Nold stated that there will be a Polly Ann Trail Commission meeting on October 18, 2023 at 3:00 p.m. at the Addison Township Hall. He explained that Mr. Walker may want to attend that meeting and express his concerns regarding his property and the easement across the Polly Ann Trail.

PUBLIC HEARING(S)

UNFINISHED BUSINESS

Discussion of Master Plan

Planners Masson-Minock and Passalacqua conducted a stakeholder exercise to facilitate community engagement with the Commission.

NEW BUSINESS

Community Engagement Steering Committee of the Planning Commission

Commissioner Nold moved, Commissioner Bailey seconded, to approve the appointment of the Community Engagement Steering Committee of the Planning Commission members as follows:

- Ryan Austin
- Melissa Castonia
- Melisa Counelis
- Jim Fifield
- Dave and Caryn Herrick
- Drew Holt
- Tim London
- Linda Moran
- Jon Nold
- Don Wloszek

Ayes: 4 Nays: 0 Absent: 3
Motion Carried.

COMMUNICATIONS AND/OR COMMITTEE REPORTS

Economic Development Committee

None.

Ordinance Review Committee

None.

PLANNER/ENGINEER REPORTS

Planner – Carlisle|Wortman

None.

Engineer – Sharpe Engineering

None.

CHARTER TOWNSHIP OF OXFORD PLANNING COMMISSION REGULAR MEETING
THURSDAY, OCTOBER 12, 2023

ADJOURNMENT

Chairman Berger adjourned the meeting at 7:54 p.m.

Tom Berger, Chairman

Ed Hunwick, Secretary

Date approved: _____
smm

Unofficial



Carlisle | Wortman
ASSOCIATES, INC.

117 NORTH FIRST STREET SUITE 70 ANN ARBOR, MI 48104 734.662.2200 734.662.1935 FAX

TO: Oxford Township Planning Commission

FROM: Megan Masson-Minock, AICP, Principal and Matteo Passalacqua, Associate Planner

SUBJECT: 2024 Master Plan Recommendations

DATE: October 19, 2023

In our ongoing review of the current 2019 Master Plan, we would like your feedback on the recommendations below. For reference, an electronic copy of the 2019 Master Plan can be accessed via Dropbox [here](#).

Format

The format of the 2019 Master Plan compiles numerous information into large articles which by title alone may not be indicative of the contents of the chapter. For example, the Background Study article is comprised of forty-five (45) pages and contains topics such as Growth and Development Trends, Population and Housing, Economic Characteristics, Natural Resources, Transportation and Traffic, Community Facilities and Services, and Existing Land Use.

We recommend the following changes to the format of the updated Master Plan:

- Create an Executive Summary that shares the goals of the Master Plan, major findings of the background studies, guiding factors of the land use plan, and key implementation steps.
- Add a roadmap of the document to the Introduction Chapter and move the Previous Plans and Studies to this chapter from the Background Studies Chapter.
- Move the Regional Context section from the Introduction Chapter to the Background Studies Chapter.
- Stream line the sections of the Background Studies to 1-4 pages per section and create a Community Profile for the Appendix with the information currently in this chapter.
- Remove the Public Input section from the Goals, Objectives and Strategies.
- Move the strategies listed under goals in the Goals, Objectives and Strategies chapter to the Land Use Plan and new chapters on Open Space, Transportation, and Utilities.

Information Recommended for Removal/Expansion

We recommend that the section on Invasive Species on page 23 either be removed or expanded beyond phragmites. We recognize that phragmites are invasive, but the Township has water resources and landscapes threatened by numerous invasive species. If this matter is of importance to the community, a separate study and plan should be considered that will allow for a more exhaustive review of the threats and solutions surrounding invasive species.

Also, the Master Plan contains text boxes in blue that provide definitions of terms. We would appreciate the Planning Commission's input as to whether these text boxes are helpful, should they be part of a glossary of terms in the appendix, or eliminated.

Inclusion of 2023 Community 360 Metrics Report

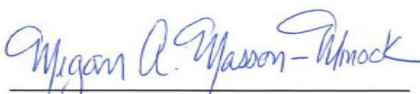
The 2023 Community 360 Metrics Report for Oxford Township by Cobalt Community Research is included in your packet. We recommend that some of the data in this report - such as the new movers, supply and demand leakage, housing and rental metrics, and commuting – be highlighted in the text of the Master Plan and the report be attached as part of the appendix. We would be interested in your assessment of the data – what rings true, what does not, and what warrants further exploration – as well as recommendations as to what should be in the Master Plan text.

Please come prepared to discuss the following questions:

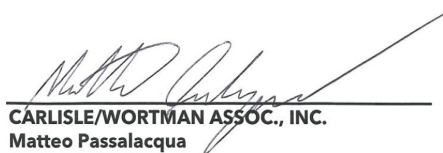
- *What changes should be made to the format of the 2019 Master Plan as part of this update?*
- *What sections or elements in the 2019 Master Plan should be eliminated? Expanded?*
- *What are your impressions and advice on how to utilize the data in the 2023 Community 360 Metrics Report?*

We look forward to meeting with you at your meeting on October 26, 2023. Thank you for your time and please feel free to reach out with any questions or comments.

Sincerely,



CARLISLE/WORTMAN ASSOC., INC
Megan Masson-Minock, AICP
Principal



CARLISLE/WORTMAN ASSOC., INC.
Matteo Passalacqua
Community Planner



OXFORD CHARTER TOWNSHIP , MI 2023 COMMUNITY 360 METRICS REPORT

Compiled October 2023

Cobalt 
Community
Research

COBALT'S NONPROFIT COALITION RESOURCES

Strengthening Planning Through Quality, Affordable Research



Visitor360SM Mobile Data Profiling



Community360SM Annual Metrics Report



Parks and Recreation Citizen Engagement ProgramSM



Business Engagement and Priority AssessmentSM



Citizen Engagement and Priority AssessmentSM



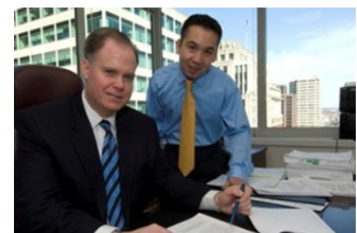
Employee Engagement and Priority AssessmentSM



Bond/Millage Planning Survey



Focus Groups/Citizen Work Groups



Budget Priority Assessment

Better Science. Better Benchmarks. Better Decisions. Better Price.

PO Box 416 | Charlotte, Michigan 48813 | **877.888.0209** | www.CobaltCommunityResearch.org

COBALT COMMUNITY RESEARCH IS A 501C3 NONPROFIT COALITION CREATED TO HELP LOCAL GOVERNMENTS, SCHOOLS AND NONPROFIT ORGANIZATIONS THRIVE AS CHANGES EMERGE IN THE ECONOMIC, DEMOGRAPHIC AND SOCIAL LANDSCAPE.

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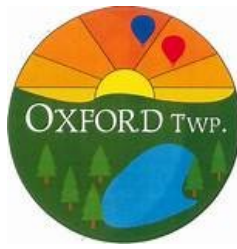
PART 3: HOUSING

Characteristics of Housing	34
Housing Metrics	
Rental Metrics	

PART 4: TRANSPORTATION

Walkability	38
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The purpose of this report is to give decision makers reliable, consistent metrics that support strategic decisions



INTRODUCTION

The purpose of this report is to provide consistent, reliable data to help community leaders understand where they are today, identify baselines they can use to measure progress on key metrics, and monitor how these metrics change over time.

This report is designed to be a working document to help drive action. Feel free to circle metrics that catch attention. Jot notes in the margin. Brainstorm ways to influence your key metrics in the future.

Because data come from multiple sources where data are not complete and are often based on samples, total percentages do not always equal 100. In addition, data that come from two different sources (U.S. Census vs various market data companies) also may reflect minor differences because source data, time frame, and methodology can differ.

Please let us know where we can make this report more clear and also if you wish to explore our other non-profit programs for benchmarking, engagement, or research. We are here for you. For more information on how Cobalt can help you adapt and thrive, visit the Cobalt website or reach out to us by email.

Cobalt Community Research is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably understand and engage communities through high-quality metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups. Cobalt combines big data with local insights to help organizations thrive as changes emerge in the economic, demographic and social landscape. Explore how we can help by calling 877.888.0209, or by emailing Information@CobaltCommunityResearch.org.

The data to build this report came from a variety of public and proprietary sources. Examples include the U.S. Census, Department of Labor, Experian®, WalkScore®, and many more. We list sources at the bottom of each section of metrics.

This research service is to gather metrics for your organization, but the data are owned by the respective data aggregators. All research is subject to imprecision based on scope, imprecision of extrapolation, imprecision of source data, differences in collection periods, sampling error, response error, etc. All research is designed to reduce uncertainty, but it can never eliminate it. Organizations should exercise due diligence before taking action based on this research information alone.

OVERVIEW

The chart below provides baseline community metrics compared to the United States overall. These metrics can serve as a proxy for how attractive a community is. This can help retain existing residents and businesses as well as attract potential future residents and businesses. While the amount of weight each metric carries should vary by community characteristics and community strategic priorities, this provides a high-level overview of what many individuals look for when choosing a community in which to live, work and play.

Quality of Life

Year	Metric Name	Metric	National
2023	Public Schools in the community (higher is better)	7.3	Highest score is 10
2023	School expenditures per pupil (\$) - Total (public and private)	\$10,998	\$12,383
2023	Pupil / teacher ratio	19.7	16.8
2023	Cost of Living (above 100 is above national average)	109	100
2023	Violent Crime Index (lower is better)	10	23
2023	Property Crime Index (lower is better)	13	35
2023	Sperling Climate Comfort Index (higher is better)	6.7	7.0
2023	Air Quality (higher is better)	77	58
2023	Watershed Quality (higher is better)	27	55
2023	Physicians per 100k	454	210
2023	Interest Factor: Recreational Establishments per 1000 (recreation, restaurants, bars, motion picture, cultural attractions, educational services) (higher is better)	3.5	4.0
2023	Listed Trails (Alltrails.com)	0	Higher is better



PART 1:

DEMOGRAPHICS

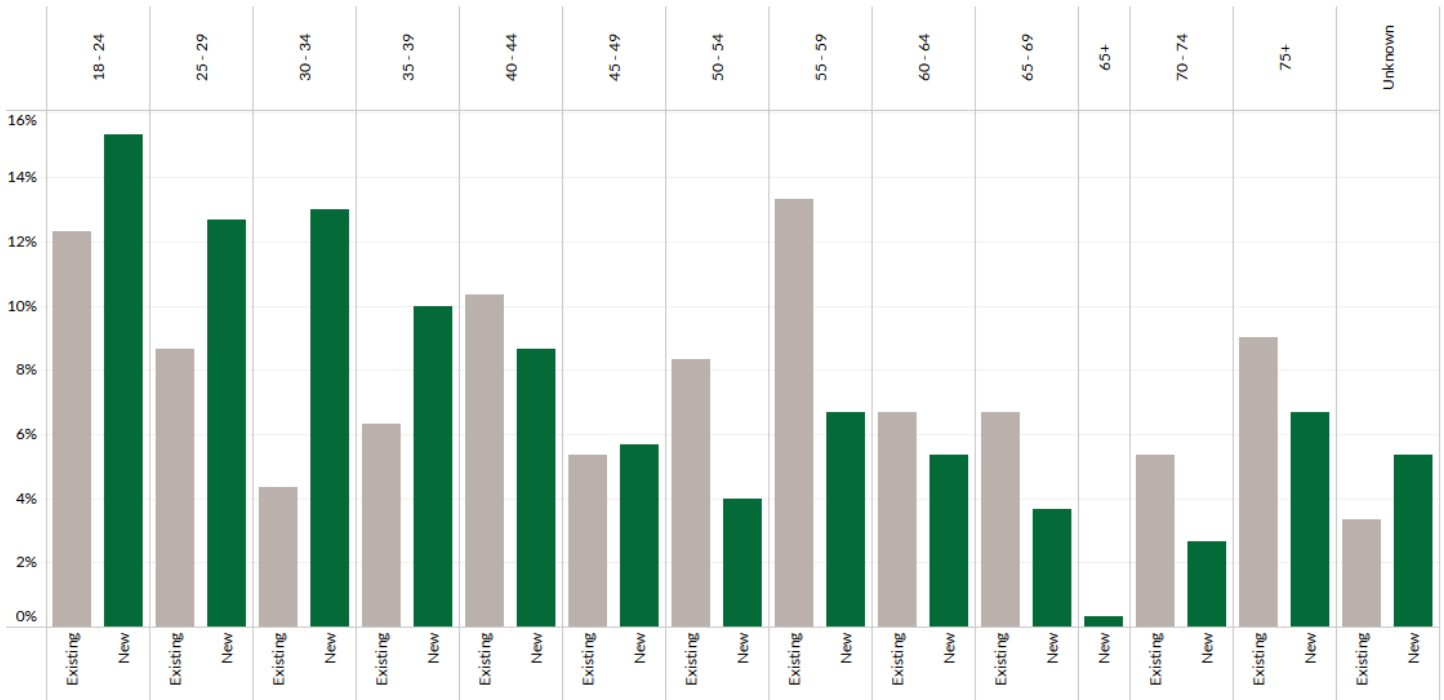
ONLINE RESIDENT PORTAL:

The data are based on a representative, random sample of residents with fewer than 3 years of residency and 3 or more years of residency (300 of each). Percentages do not always total to 100 because all data are not always available for all residents in the sample.

The graph below shows the difference in age between new residents and longer-term residents.

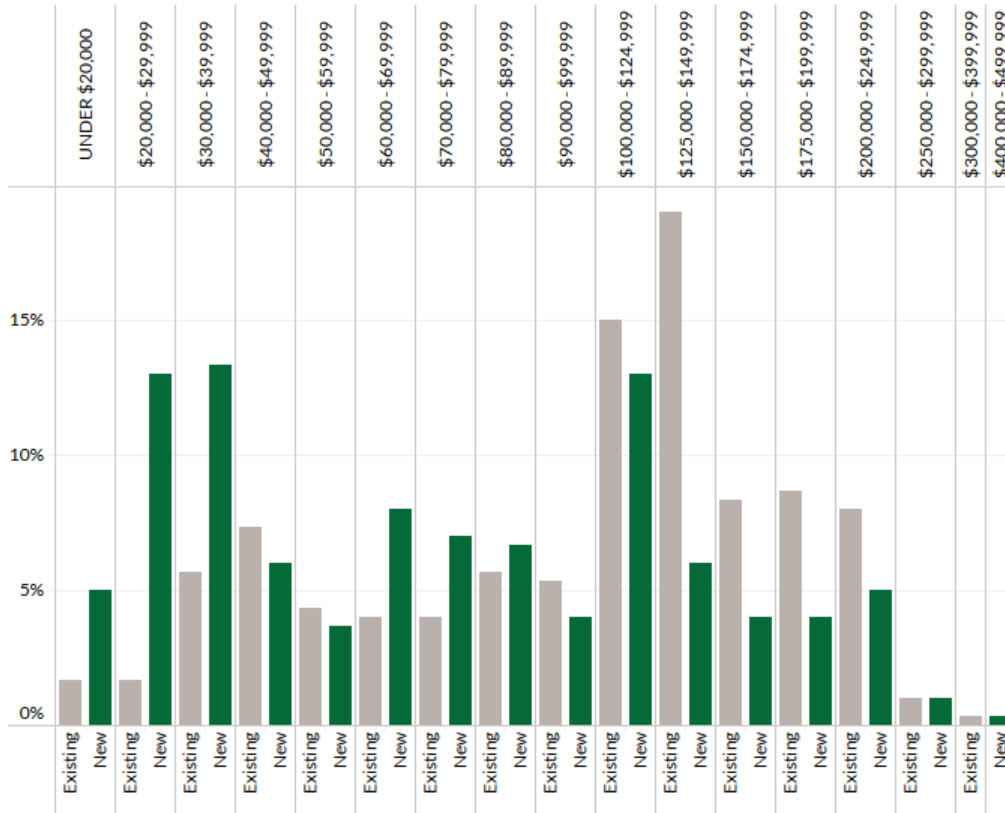
Distribution of New and Long-time Residents by Age

New resident change by age

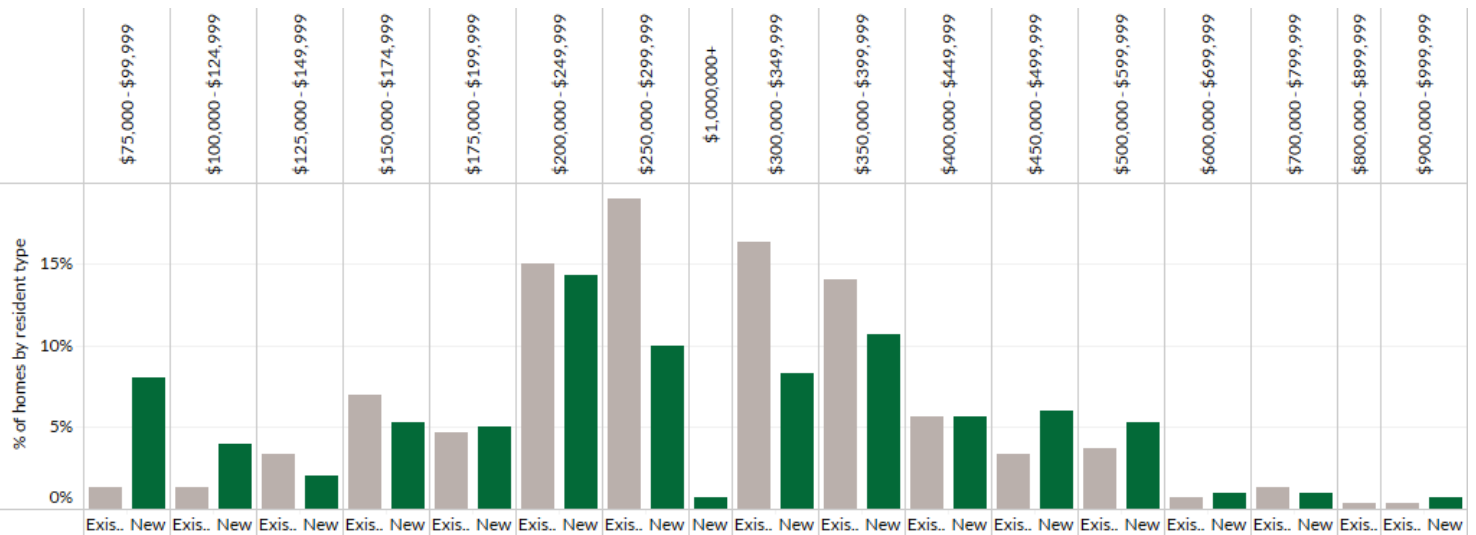


Distribution of New vs. Long-time Residents by Income

New resident change by income

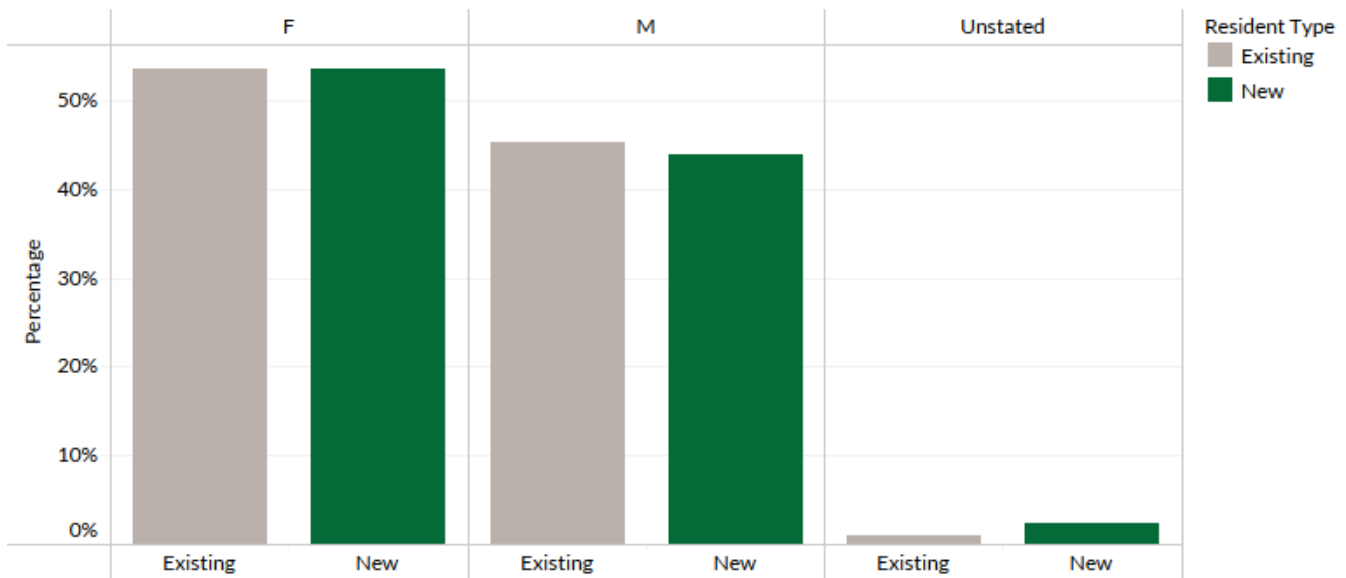


Distribution of New vs. Long-time Residents by Home Value



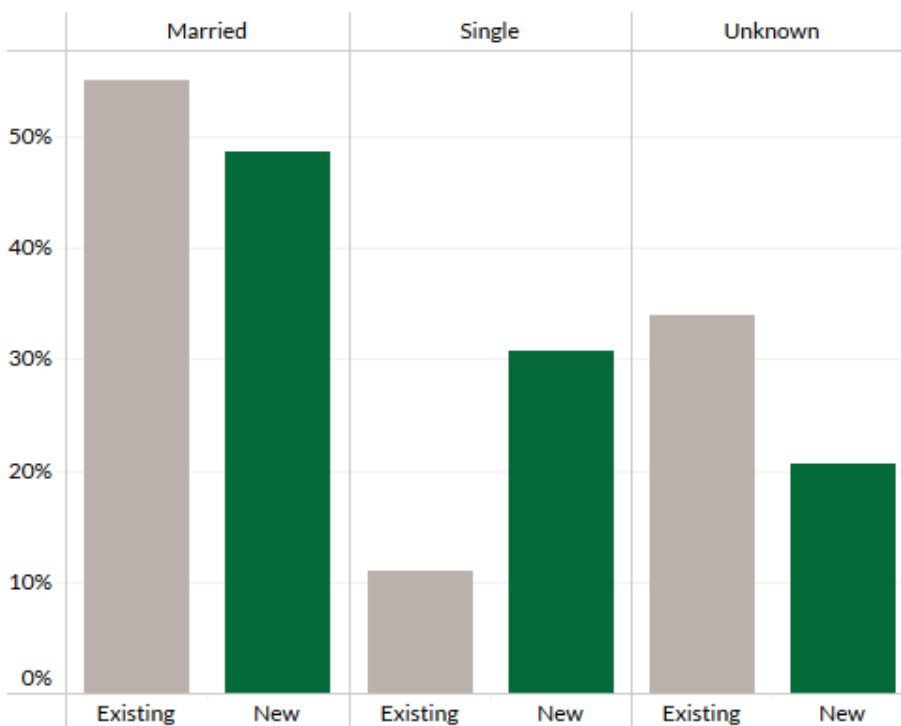
Distribution of New vs. Long-time Residents by Gender

New resident change by gender



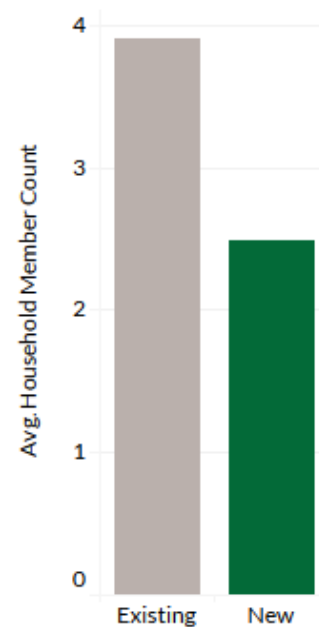
Distribution of New vs. Long-time Residents by Marital Status

New resident change by marital status

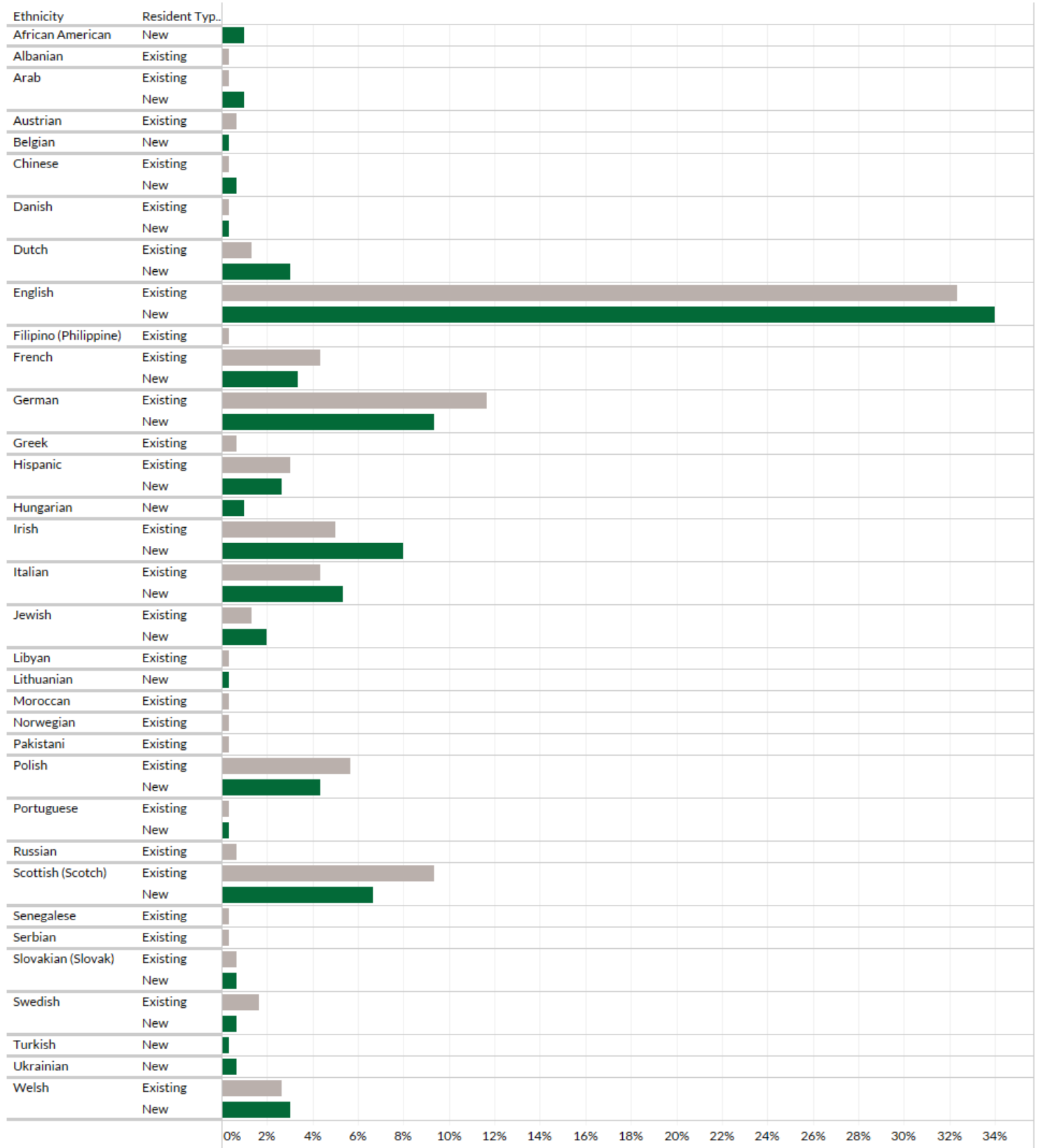


Distribution by Count of People in Home

New resident change by count of people in home



Distribution of New vs. Long-time Residents by Ethnicity



POPULATION MARKET SEGMENTATION

The Mosaic® segmentation tool is a standardized, household-based consumer lifestyle segmentation system that offers insights to anticipate the behavior, attitudes and preferences of residents to build programs, services, and messages to reach them in the most effective communication methodologies. Mosaic is provided by Experian Marketing Services. For segment details and all segments in your population of new and existing residents, visit the portal site listed in the Introduction Section of this report. More detail on segments or geographies are available.

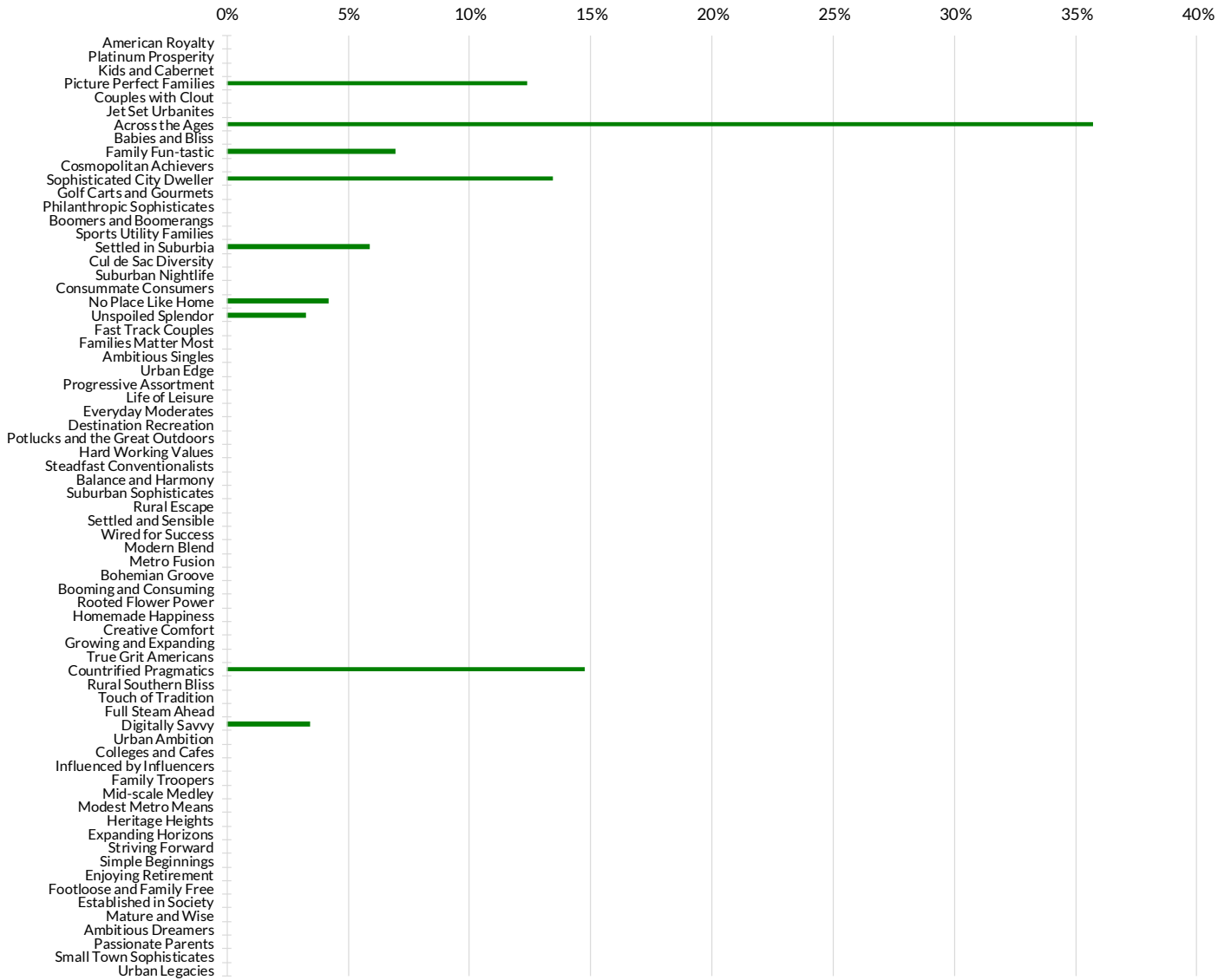
Top resident segments:

Across the Ages: Across the Ages is home to a mix of affluent older couples—over half are from the Baby Boom Generation—and families with young adults and aging seniors. Most live in suburban homes an easy drive away from big cities. Many households have multiple breadwinners. These college-educated workers hold a range of white-collar, sales and professional jobs. Fifty percent have lived at the same residence for more than a decade, long enough to raise children and see them return to the nest. With households consisting of varied age groups, Across the Ages makes for some unusual leisure patterns. Many of the older adults enjoy laid-back activities like cooking, reading books and going to plays and antique shows. The younger residents make Across the Ages a strong market for bars, comedy clubs and rock concerts. Together, both groups like to travel widely and keep fit by playing golf, mountain biking, running and aerobics. Across the Ages qualify as a mixed media market. They're fans of newspapers and magazines that cover entertainment, business and news. They like to watch a wide variety of TV programming, and tune in to both online and satellite radio stations more than average, with different age groups listening to golden oldies and easy listening music, or 80s rock. Mostly, though, Across the Ages are web-savvy. To reach the diverse groups in this segment, marketers may need multiple messages. While the 50-something parents describe themselves as traditionalists with conservative political views, the younger adults in the household back more progressive social issues.

Sophisticated City Dweller: This group is comprised of empty-nesting couples between 50 and 65 years old. Most households consist of married couples—90 percent have no children at home and are finally enjoying the kick-back-and-relax stage of their lives. With their graduate school educations, they earn high incomes at professional and technical positions and often travel for business. Virtually all own older single-family homes in established neighborhoods. Scattered throughout the nation, this segment's members are found in both large metros and mid-sized cities. One sign of their stability is the high percentage who have lived at the same address for over ten years. Sophisticated City Dwellers enjoy active leisure lives. They like to exercise at fitness clubs and do non-aerobic sports such as golf and yoga. They have a cultured lifestyle and enjoy going to plays, museums and reading books, specifically on a Kindle. They also have enough time and money to travel frequently, both domestically and internationally. With their parenting years behind them, these couples relish the opportunity to take cruises, go to casinos and frequent restaurant. No longer the radicals of their youth, just over forty percent of Sophisticated City Dwellers align themselves with the Republican Party while nearly one third vote for the Democratic nominee. Though they are split down party lines, we know all but about five percent are politically aware and make it to the booth on Election Day. They're more liberal regarding environmental issues, however, and donate to "green" causes.

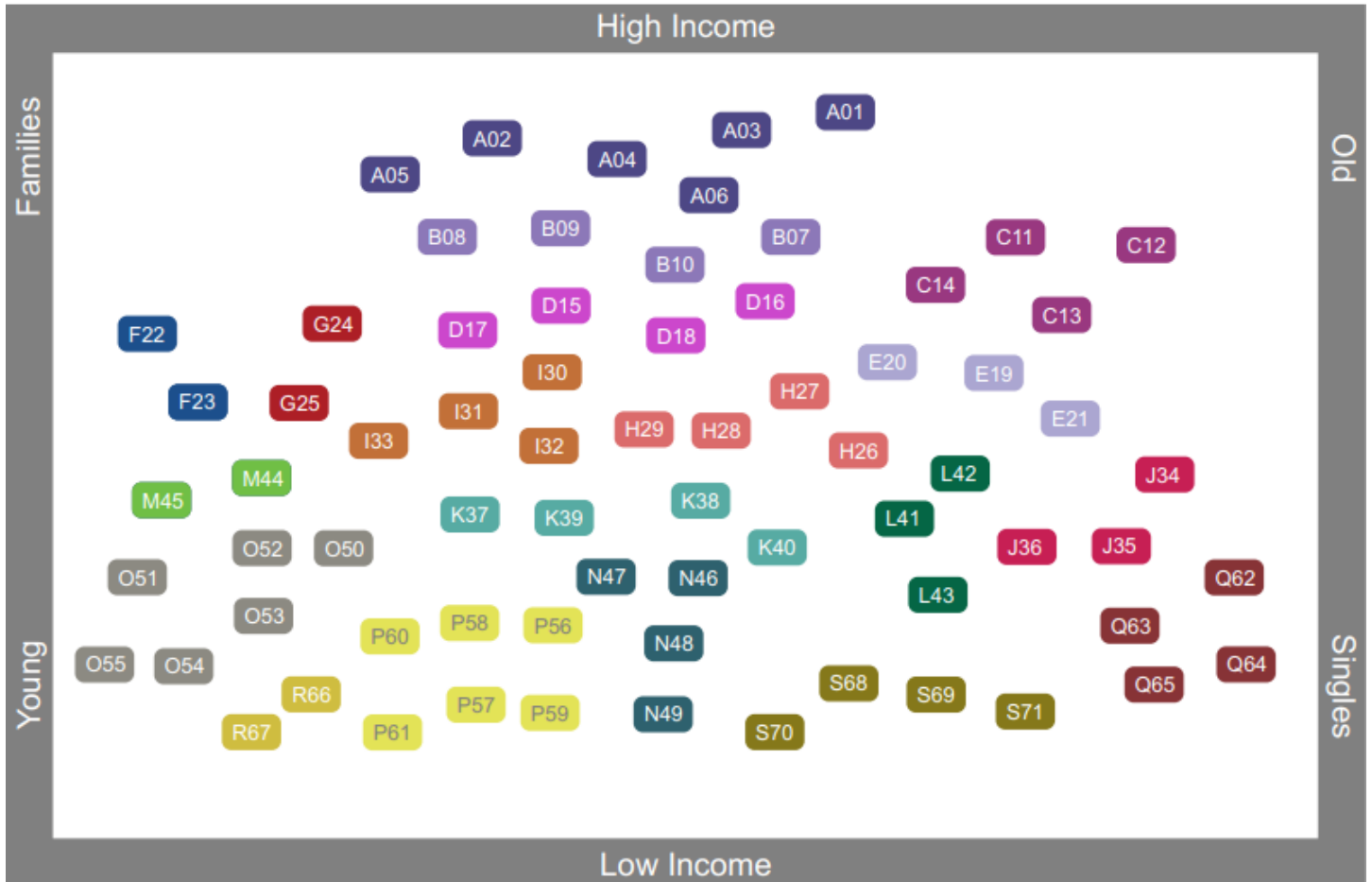
Countrified Pragmatics: This group is mostly couples, over 80 percent being married, living in modern brick homes and double-wide manufactured homes on recently developed lots. Their ages vary from 30s to 60s and about half of the adults have children. Most are high school-educated, blue-collar workers in manufacturing, transportation and construction. Although many are dual-income households, incomes are below the national average, making for tight budgets and modest homes. This is the nation's top segment for mobile home ownership. Countrified Pragmatics are value-conscious, pragmatic and informal. They tend to make most of their purchases at discount department stores, noting that they prefer bargains to designer clothes. They describe themselves as cash-and-carry kinds of consumers who don't carry credit cards and have high levels of distrust when investing with banks or Wall Street. Most Countrified Pragmatics aren't registered with a political party, and those that do vote are split between parties. They're otherwise casual about their lifestyle; they enjoy their neighbors, go to dances and run an informal household. Using messages that portray that "buy American" image is more likely to engage the Countrified Pragmatic consumers.

Mosaic Segments



Mosaic Segments

The Mosaic USA family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



Mosaic Segments cont'd

A Power Elite	A01	American Royalty
	A02	Platinum Prosperity
	A03	Kids and Cabernet
	A04	Picture Perfect Families
	A05	Couples with Clout
	A06	Jet Set Urbanites
B Flourishing Families	B07	Across the Ages
	B08	Babies and Bliss
	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
C Booming with Confidence	C11	Sophisticated City Dwellers
	C12	Golf Carts and Gourmets
	C13	Philanthropic Sophisticates
	C14	Boomers and Boomerangs
D Suburban Style	D15	Sport Utility Families
	D16	Settled in Suburbia
	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
E Thriving Boomers	E19	Consummate Consumers
	E20	No Place Like Home
	E21	Unspoiled Splendor

F Promising Families	F22	Fast Track Couples
	F23	Families Matter Most
G Young City Solos	G24	Ambitious Singles
	G25	Urban Edge
H Bourgeois Melting Pot	H26	Progressive Assortment
	H27	Life of Leisure
	H28	Everyday Moderates
	H29	Destination Recreation
I Family Union	I30	Potlucks and the Great Outdoors
	I31	Hard Working Values
	I32	Steadfast Conventionalists
	I33	Balance and Harmony
J Autumn Years	J34	Suburban Sophisticates
	J35	Rural Escape
	J36	Settled and Sensible
K Significant Singles	K37	Wired for Success
	K38	Modern Blend
	K39	Metro Fusion
	K40	Bohemian Groove

L Blue Sky Boomers	L41	Booming and Consuming
	L42	Rooted Flower Power
	L43	Homemade Happiness
M Families in Motion	M44	Creative Comfort
	M45	Growing and Expanding
N Pastoral Pride	N46	True Grit Americans
	N47	Countrified Pragmatics
	N48	Rural Southern Bliss
	N49	Touch of Tradition
O Singles and Starters	O50	Full Steam Ahead
	O51	Digital Savvy
	O52	Urban Ambition
	O53	Colleges and Cafes
	O54	Influenced by Influencers
	O55	Family Troopers

P Cultural Connections	P56	Mid-scale Medley
	P57	Modest Metro Means
	P58	Heritage Heights
	P59	Expanding Horizons
	P60	Striving Forward
	P61	Simple Beginnings
Q Golden Year Guardians	Q62	Enjoying Retirement
	Q63	Footloose and Family Free
	Q64	Established in Society
	Q65	Mature and Wise
R Aspirational Fusion	R66	Ambitious Dreamers
	R67	Passionate Parents
S Thrifty Habits	S68	Small Town Sophisticates
	S69	Urban Legacies
	S70	Thrifty Singles
	S71	Modest Retirees

DEMOGRAPHIC PROJECTIONS:

These charts provide insights into population shifts that are occurring in the community. Understanding these changes will help the community better identify and understand the emerging needs of residents and businesses. The “Current Estimate” extrapolates data to estimate current year counts. The “5-Year Projections” estimates the projected counts 5 years from the current year. “Change in 5 Years” measures the percentage change between the current year and 5 years from the current year.

Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	Total Population	16,019	20,524	22,245	23,138	28.1%	4.0%
2023	Population Density (Pop/Sq Mi)	453	609	629	654	34.5%	4.0%
2023	Total Households	5,787	7,398	8,193	8,546	27.8%	4.3%
2023	Male	7,962	10,158	11,094	11,535	27.6%	4.0%
2023	Female	8,057	10,366	11,151	11,603	28.7%	4.1%

POPULATION BY RACE

Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	White	15,494	19,467	20,788	21,436	25.6%	3.1%
2023	Black	52	278	335	368	434.5%	9.9%
2023	American Indian or Alaska Native	16	71	82	86	343.8%	4.9%
2023	Asian/Native Hawaiian/Other Pacific Islander	129	251	394	462	95.1%	17.3%
2023	Some Other Race	111	131	185	217	17.9%	17.3%
2023	Two or More Races	218	326	461	570	49.6%	23.6%
2023	Hispanic	350	633	937	1,109	80.8%	18.4%
2023	Not Hispanic or Latino	15,669	19,891	21,308	22,030	26.9%	3.4%

POPULATION BY AGE

Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	0 to 4	1,338	1,407	1,337	1,318	5.1%	-1.4%
2023	5 to 14	2,575	3,372	3,154	3,185	31.0%	1.0%
2023	15 to 19	1,109	1,443	1,418	1,467	30.2%	3.5%
2023	20 to 24	715	930	1,280	1,298	30.1%	1.4%
2023	25 to 34	2,507	2,061	2,491	2,679	-17.8%	7.5%
2023	35 to 44	3,063	3,502	3,079	3,043	14.3%	-1.2%
2023	45 to 54	2,314	3,401	3,475	3,541	47.0%	1.9%
2023	55 to 64	1,232	2,352	2,979	3,153	90.9%	5.8%
2023	65 to 74	635	1,198	1,976	2,212	88.9%	11.9%
2023	75 to 84	445	577	761	949	29.7%	24.7%
2023	85+	88	280	295	295	218.1%	0.0%
2023	Median Age	34	38	40	41	10.4%	1.9%

Demographic Summary cont'd

HOUSEHOLDS BY INCOME							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	\$0 - \$15,000	345	445	492	369	29.0%	-25.0%
2023	\$15,000 - \$24,999	442	526	412	350	19.0%	-15.0%
2023	\$25,000 - \$34,999	524	671	603	496	28.1%	-17.7%
2023	\$35,000 - \$49,999	843	869	876	751	3.1%	-14.3%
2023	\$50,000 - \$74,999	1,271	1,432	1,432	1,085	12.6%	-24.2%
2023	\$75,000 - \$99,999	1,117	1,346	1,288	1,029	20.5%	-20.1%
2023	\$100,000 - \$149,999	949	1,430	1,569	2,176	50.7%	38.7%
2023	\$150,000 +	303	681	1,522	2,291	124.9%	50.5%
2023	Average Hhld Income	73,148	87,407	111,868	141,842	19.5%	26.8%
2023	Median Hhld Income	64,045	70,457	79,902	104,028	10.0%	30.2%
2023	Per Capita Income	26,426	31,657	41,357	52,539	19.8%	27.0%
2023	Aggregate Community Income	423,307,476	646,636,986	916,534,524	1,212,181,732	52.8%	24.4%
EMPLOYMENT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	Total Population 16+	11,906	15,416	17,432	18,305	29.5%	5.0%
2023	Total Labor Force	8,852	10,835	10,673	11,681	22.4%	9.4%
2023	Civilian, Employed	8,551	9,292	10,316	11,215	8.7%	8.7%
2023	Civilian, Unemployed	302	1,538	352	461	409.9%	31.0%
2023	In Armed Forces	0	5	5	5	N/A%	0.0%
2023	Not In Labor Force	3,054	4,581	6,760	6,624	50.0%	-2.0%
2023	% Blue Collar	2,924	3,098	3,636	3,958	5.9%	8.9%
2023	% White Collar	5,628	6,194	6,680	7,258	10.1%	8.6%
HOUSING UNITS							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	Total Housing Units	6,151	7,935	8,623	8,985	29.0%	4.2%
2023	Total Occupied Housing Units	n/a	7,398	8,193	8,546	n/a	4.3%
2023	Owner Occupied:Owned with a mortgage or loan	n/a	4,904	4,983	5,163	n/a	3.6%
2023	Owner Occupied:Owned free and clear	n/a	1,257	1,862	1,985	n/a	6.6%
2023	Renter Occupied	n/a	1,238	1,348	1,398	n/a	3.7%
2023	Vacant	364	537	430	439	47.5%	2.1%

Demographic Summary cont'd

VEHICLES							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	0 Vehicles Available	114	521	394	405	357.0%	2.8%
2023	1 Vehicle Available	1,540	1,699	1,959	2,045	10.3%	4.4%
2023	2+ Vehicles Available	4,134	5,179	5,840	6,096	25.3%	4.4%
2023	Average Vehicles Per Household	2	2	2	2	12.0%	0.0%
MARITAL STATUS							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	Married, Spouse Present	7,277	9,307	9,910	10,368	27.9%	4.6%
2023	Married, Spouse Absent	199	156	476	508	-21.6%	6.7%
2023	Divorced	1,230	1,979	1,967	2,034	60.9%	3.4%
2023	Widowed	570	662	934	1,000	16.1%	7.1%
2023	Never Married	2,813	3,642	4,467	4,725	29.4%	5.8%
2023	Age 15+ Population	12,106	15,745	17,754	18,636	30.1%	5.0%
EDUCATIONAL ATTAINMENT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	Grade K - 8	204	203	142	147	-0.5%	3.5%
2023	Grade 9 - 11	783	771	646	674	-1.6%	4.3%
2023	High School Graduate	2,879	3,694	3,697	3,868	28.3%	4.6%
2023	Some College, No Degree	2,542	3,336	3,622	3,813	31.3%	5.3%
2023	Associates Degree	1,039	1,057	1,317	1,398	1.8%	6.1%
2023	Bachelor's Degree	1,930	2,641	3,467	3,680	36.9%	6.1%
2023	Graduate Degree	834	1,561	2,091	2,216	87.2%	6%
2023	No Schooling Completed	57	109	75	76	92%	1%
2023	Age 25+ Population	10,266	13,371	15,056	15,871	30%	5%

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PART 2:

COMMERCE

BUSINESS OVERVIEW

The following pages provide a breakdown of the community's business make up by the Standard Industrial Classification (SIC), by the number of employees, and by the number of establishments. These data are helpful in understanding which industries are most impactful to the community's economy and where talent and business recruitment are thin.

Year	Metric Name	Metric	National
2023	Unemployment	3.5%	3.7%
2023	Recent job growth - past 12 months	0.0%	1.6%
2023	Future job growth - next 10 years	38.0%	33.5%

Year	Metric Name	Current Estimate
2023	2023 Employees	4,740
2023	2023 Establishments	656

EMPLOYEES AND ESTABLISHMENTS BY MAJOR SIC DIVISION

Year	SIC Division	2023 Employees	%	2023 Establishments	%
2023	Forestry, and Fishing (01-09)	110	2.3%	26	3.9%
2023	Agricultural Production - Crops (01)	4	0.1%	3	0.4%
2023	Agricultural Production - Livestock and Animal Specialties (02)	7	0.1%	2	0.3%
2023	Agricultural Services (07)	98	2.1%	20	3.0%
2023	Forestry (08)	2	0.0%	1	0.2%
2023	Fishing, Hunting and Trapping (09)	0	0.0%	0	0.0%
2023	Mining (10-14)	3	0.1%	1	0.1%
2023	Metal Mining (10)	0	0.0%	0	0.0%
2023	Coal Mining (12)	0	0.0%	0	0.0%
2023	Oil and Gas Extraction (13)	0	0.0%	0	0.0%
2023	Mining and Quarrying of Nonmetallic Minerals, Except Fuels (14)	3	0.1%	1	0.2%
2023	Construction (15-17)	381	8.0%	51	7.7%
2023	Building Cnstrctn - General Contractors and Operative Builders (15)	179	3.8%	22	3.3%
2023	Heavy Cnstrctn, Except Building Construction - Contractors (16)	9	0.2%	2	0.3%
2023	Construction - Special Trade Contractors (17)	193	4.1%	27	4.1%

Business Summary cont'd

Year	SIC Division	2023 Employees	%	2023 Establish-	%
2023	Manufacturing (20-39)	1,042	22.0%	53	8.1%
2023	Food and Kindred Products (20)	10	0.2%	1	0.2%
2023	Tobacco Products (21)	0	0.0%	0	0.0%
2023	Textile Mill Products (22)	0	0.0%	0	0.0%
2023	Apparel, Finished Prdcts from Fabrics and Similar Materials (23)	0	0.0%	0	0.0%
2023	Lumber and Wood Products, Except Furniture (24)	38	0.8%	6	0.9%
2023	Furniture and Fixtures (25)	0	0.0%	0	0.0%
2023	Paper and Allied Products (26)	0	0.0%	0	0.0%
2023	Printing, Publishing and Allied Industries (27)	20	0.4%	1	0.2%
2023	Chemicals and Allied Products (28)	30	0.6%	4	0.6%
2023	Petroleum Refining and Related Industries (29)	0	0.0%	0	0.0%
2023	Rubber and Miscellaneous Plastic Products (30)	50	1.1%	2	0.3%
2023	Leather and Leather Products (31)	0	0.0%	0	0.0%
2023	Stone, Clay, Glass, and Concrete Products (32)	22	0.5%	2	0.3%
2023	Primary Metal Industries (33)	179	3.8%	5	0.8%
2023	Fabricated Metal Prdcts, Except Machinery & Transport Eqmnt (34)	145	3.1%	6	0.9%
2023	Industrial and Commercial Machinery and Computer Equipment (35)	172	3.6%	14	2.1%
2023	Electronic, Elctrcl Eqmnt & Cmpnts, Excpt Computer Eqmnt (36)	17	0.4%	1	0.2%
2023	Transportation Equipment (37)	306	6.5%	7	1.1%
2023	Mesr/Anlyz/Cntrl Instrmnts; Photo/Med/Opt Gds; Watches/Clocks (38)	11	0.2%	2	0.3%
2023	Miscellaneous Manufacturing Industries (39)	43	0.9%	3	0.5%
2023	Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	210	4.4%	34	5.1%
2023	Railroad Transportation (40)	0	0.0%	0	0.0%
2023	Local, Suburban Transit & Interurbn Hgwy Passenger Transport (41)	63	1.3%	3	0.5%
2023	Motor Freight Transportation (42)	55	1.2%	12	1.8%
2023	United States Postal Service (43)	28	0.6%	1	0.2%
2023	Water Transportation (44)	0	0.0%	0	0.0%
2023	Transportation by Air (45)	0	0.0%	0	0.0%
2023	Pipelines, Except Natural Gas (46)	0	0.0%	0	0.0%
2023	Transportation Services (47)	14	0.3%	4	0.6%
2023	Communications (48)	43	0.9%	12	1.8%
2023	Electric, Gas and Sanitary Services (49)	7	0.2%	2	0.3%
2023	Wholesale Trade (50-51)	133	2.8%	21	3.2%
2023	Wholesale Trade - Durable Goods (50)	86	1.8%	13	1.9%
2023	Wholesale Trade - Nondurable Goods (51)	47	1.0%	8	1.2%
2023	Retail Trade (52-59)	831	17.5%	103	15.6%
2023	Building Matrials, Hrdwr, Garden Supply & Mobile Home Dealrs (52)	39	0.8%	7	1.1%
2023	General Merchandise Stores (53)	197	4.2%	3	0.5%
2023	Food Stores (54)	39	0.8%	8	1.2%
2023	Automotive Dealers and Gasoline Service Stations (55)	116	2.5%	9	1.4%
2023	Apparel and Accessory Stores (56)	11	0.2%	4	0.6%
2023	Home Furniture, Furnishings and Equipment Stores (57)	12	0.3%	6	0.9%
2023	Eating and Drinking Places (58)	319	6.7%	34	5.2%
2023	Miscellaneous Retail (59)	98	2.1%	32	4.9%

Business Summary cont'd

Year	SIC Division	2023 Employees	%	2023 Establishments	%
2023	Finance, Insurance, & Real Estate (60-69)	99	2.4%	29	8.4%
2023	Depository Institutions (60)	30	0.7%	2	0.6%
2023	Nondepository Credit Institutions (61)	7	0.2%	2	0.5%
2023	Security & Commodity Brokers, Dealers, Exchanges & Services (62)	11	0.3%	4	1.3%
2023	Insurance Carriers (63)	0	0.0%	0	0.0%
2023	Insurance Agents, Brokers and Service (64)	23	0.6%	8	2.4%
2023	Real Estate (65)	27	0.7%	12	3.6%
2023	Holding and Other Investment Offices (67)	0	0.0%	0	0.0%
2023	Services (70-89)	1,741	42.3%	178	51.6%
2023	Hotels, Rooming Houses, Camps, and Other Lodging Places (70)	13	0.3%	3	0.8%
2023	Personal Services (72)	76	1.9%	19	5.5%
2023	Business Services (73)	34	0.8%	14	4.1%
2023	Automotive Repair, Services and Parking (75)	20	0.5%	6	1.9%
2023	Miscellaneous Repair Services (76)	14	0.3%	4	1.2%
2023	Motion Pictures (78)	10	0.2%	1	0.3%
2023	Amusement and Recreation Services (79)	49	1.2%	9	2.6%
2023	Health Services (80)	444	10.8%	32	9.2%
2023	Legal Services (81)	13	0.3%	7	1.9%
2023	Educational Services (82)	413	10.0%	19	5.5%
2023	Social Services (83)	491	11.9%	23	6.5%
2023	Museums, Art Galleries and Botanical and Zoological Gardens (84)	1	0.0%	1	0.3%
2023	Membership Organizations (86)	136	3.3%	33	9.7%
2023	Engineering, Accounting, Research, Management & Related Svcs (87)	28	0.7%	8	2.3%
2023	Services, Not Elsewhere Classified (89)	0	0.0%	0	0.0%
2023	Public Administration (90-98)	537	13.0%	9	2.6%
2023	Executive, Legislative & General Government, Except Finance (91)	257	6.2%	3	0.9%
2023	Justice, Public Order and Safety (92)	10	0.2%	1	0.2%
2023	Public Finance, Taxation and Monetary Policy (93)	0	0.0%	0	0.0%
2023	Administration of Human Resource Programs (94)	203	4.9%	2	0.6%
2023	Administration of Environmental Quality and Housing Programs (95)	6	0.1%	2	0.5%
2023	Administration of Economic Programs (96)	62	1.5%	2	0.5%
2023	National Security and International Affairs (97)	0	0.0%	0	0.0%
SUMMARY					
2023	Tech Businesses	1265	26.7%	188	28.5%
2023	Health Businesses	279	5.9%	56	8.5%
2023	Cultural, Educational and Recreational Enterprises	851	18.0%	78	11.8%
2023	Economic Diversity (Shannon-Weaver Index, higher values are more diverse)	76%		73%	

Shannon-Weaver (S-W) Index. The S-W Index measures the extent to which the employment of a region is evenly distributed among its industries. It ranges in value from zero to one, with zero indicating minimum diversity and a value of one indicating maximum diversity. A value of zero (complete specialization) occurs when the economic activity of a region is concentrated in only one industry. A value of one (perfect diversity) occurs when all industries are present in the region, with employment spread equally among them.

Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries

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Laborshed:

Laborshed data provide information regarding the labor availability in the area of study. They provide community leaders, economic developers, site selectors and existing or prospective employers a tool for understanding the workforce characteristics of their local labor market regardless of political boundaries.

Year	Metric Name	60 Minutes	30 Minutes	15 Minutes
Current Demographics				
2023	Employed Civilian Population 16+			
2023	Total	1,497,459	142,022	23,205
2023	White Collar	61%	65%	67%
2023	Blue Collar	39%	35%	33%
2023	Educational Attainment:			
2023	Total Population Age 25+	2,446,919	215,804	33,689
2023	Grade K - 8	2%	2%	1%
2023	Grade 9 - 12	7%	5%	4%
2023	High School Graduate	27%	22%	22%
2023	Associates Degree	9%	9%	9%
2023	Bachelor's Degree	19%	24%	25%
2023	Graduate Degree	13%	16%	15%
2023	Some College, No Degree	23%	22%	24%
2023	No Schooling Completed	1%	1%	0%
2027 Demographics:				
2022	Employed Civilian Population 16+			
2022	Total	1,568,696	151,335	24,974
2022	% White Collar	61%	65%	67%
2022	% Blue Collar	39%	35%	33%
2022	Educational Attainment:			
2022	Total Population Age 25+	2,474,517	223,326	35,226
2022	Grade K - 9	2%	1%	1%
2022	Grade 9 - 12	7%	5%	4%
2022	High School Graduate	27%	22%	22%
2022	Associates Degree	9%	9%	10%
2022	Bachelor's Degree	19%	24%	25%
2022	Graduate Degree	13%	16%	15%
2022	Some College, No Degree	23%	22%	24%
2022	No Schooling Completed	1%	1%	0%
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Household Expenditures:

Expenditures by household provide insight into the economic quality of life of residents, into the percentage of household income categories consume, and how that consumption pattern compares to the nation overall (an index over 100 indicates higher spending than the national average). In addition, these data provide insight into how much community members will spend in 5 years. This can support business development planning.

Note: An index of 100 equals the national average. Scores below 100 reflect lower than the national average, and scores above 100 reflect higher than the national average

Average Expenditures

Year	Metric Name	Current Estimate	5-Year Projection	Change	Change		
2023	Total Households	8,193	8,546	353	4.3%		
2023	Total Population	22,245	23,138	893	4.0%		
2023	Median Household Income	\$79,902	\$104,028	\$24,126	30.2%		
2023	Average Household Income	\$111,868	\$141,842	\$29,974	26.8%		
2023	Per Capita Income (based on Total Population)	\$41,357	\$52,539	\$11,182	27.0%		
AVERAGE CONSUMER EXPENDITURES							
Year	Metric Name	Current Estimate	5-Year Projection	Change	Change	% of Total	Index
2023	Alcoholic Beverages	\$536	\$801	\$265	49.4%	0.8%	102
2023	Apparel	\$1,680	\$1,918	\$238	14.2%	2.5%	108
2023	Infants	\$76	\$86	\$10	13.8%	4.5%	98
2023	Men and Boys	\$365	\$406	\$41	11.2%	21.7%	96
2023	Women and Girls	\$650	\$751	\$101	15.6%	38.7%	103
2023	Services and Accessories	\$225	\$254	\$28	12.5%	13.4%	105
2023	Footwear	\$364	\$422	\$58	15.8%	21.7%	98
2023	Education	\$1,424	\$1,850	\$425	29.9%	2.1%	103
2023	Books, Supplies, Equipment for College	\$13	\$16	\$3	23.8%	0.9%	92
2023	College Tuition	\$985	\$1,275	\$290	29.4%	69.2%	116
2023	Entertainment	\$4,139	\$5,012	\$873	21.1%	6.0%	130
2023	Fees and Admissions	\$458	\$574	\$116	25.4%	11.1%	77
2023	Sports, Recreation, Exercise Equipment	\$250	\$278	\$28	11.0%	6.0%	129
2023	Toys, Pets and Playground Equip	\$1,324	\$1,578	\$254	19.2%	32.0%	108
2023	Visual Equipment, Audio Services	\$1,370	\$1,651	\$281	20.5%	33.1%	91
2023	Food	\$7,928	\$10,055	\$2,127	26.8%	11.6%	98
2023	Food at home	\$5,280	\$6,257	\$977	18.5%	66.6%	99
2023	Food away from home	\$2,648	\$3,798	\$1,150	43.4%	33.4%	102
2023	Gifts	\$1,074	\$1,355	\$281	26.2%	1.6%	74

Average Expenditures cont'd

Year	Metric Name	Current Estimate	5-Year Projection	Change	Change	% of Total	Index
2023	Health Care	\$5,966	\$8,862	\$2,896	48.5%	8.7%	106
2023	Health Care Insurance	\$4,081	\$6,165	\$2,084	51.1%	68.4%	98
2023	Medical Services	\$1,115	\$1,563	\$448	40.2%	18.7%	107
2023	Medical Supplies	\$202	\$306	\$104	51.5%	3.4%	105
2023	Housing	\$20,325	\$25,794	\$5,469	26.9%	29.7%	86
2023	Household Furnishings and Equipment	\$2,503	\$3,170	\$668	26.7%	12.3%	112
2023	Household Operations	\$1,611	\$1,983	\$371	23.0%	7.9%	113
2023	Housekeeping Supplies	\$973	\$1,247	\$274	28.2%	4.8%	125
2023	Shelter	\$10,845	\$14,072	\$3,227	29.8%	53.4%	91
2023	Utilities, Fuels and Public Services	\$4,393	\$5,322	\$929	21.1%	21.6%	109
2023	Personal Care Products and Services	\$713	\$948	\$235	33.0%	1.0%	101
2023	Hair Care Products	\$43	\$57	\$14	31.9%	6.1%	93
2023	Personal Care Services	\$9	\$12	\$3	36.0%	1.2%	92
2023	Reading	\$115	\$160	\$45	39.4%	0.2%	93
2023	Transportation	\$13,694	\$15,826	\$2,132	15.6%	20.0%	117
2023	Vehicle Purchase	\$6,447	\$7,647	\$1,200	18.6%	47.1%	103
2023	Other Transportation Costs	\$1,463	\$951	-\$512	-35.0%	10.7%	96
2023	Public and Other Transportation	\$386	\$470	\$84	21.8%	2.8%	109
2023	Vehicle Maintenance, Repair	\$1,124	\$1,388	\$263	23.4%	8.2%	97

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Index Base Average = 100 Index Base File: Entire US

ECONOMIC LEAKAGE IN THE COMMUNITY:

A comparison of expenditures by household minus the sales by businesses establishments in the community provide insight into which categories are underserved in a community (showing a negative number) and which are overserved (a positive number). Underserved categories represent dollars that are exiting the local economy. Overserved categories represent dollars that are entering the local economy from outside. Not all dollars spent (demand) are spent in your community, but they could be if there is adequate supply that meets resident needs.

These data support business development planning. By looking at the surplus or leakage, you can identify those industries that are over served or under served in your community. By looking at the number of entities, you can see how concentrated that industry is for your community, which could be a source of risk or opportunity.

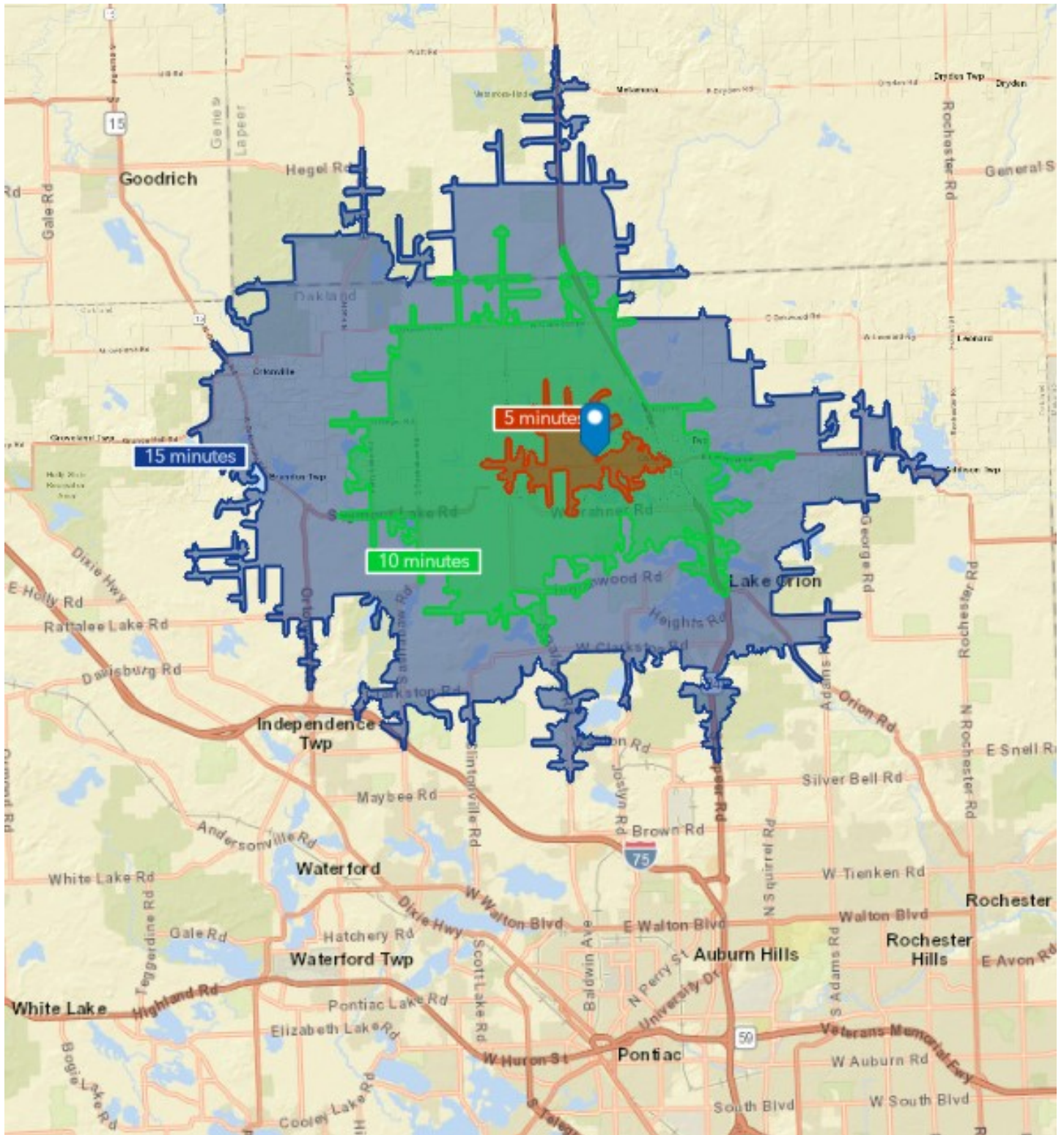
Supply and Demand Leakage Summary—Community Wide

Year	Store Type	Supply				Supply / (Demand) Gap	Demand			
		Aggregate Dollars	Average Dollars	Percent of Total	Index		Aggregate Dollars	Average Dollars	Percent of Total	Index
2023	Building Material & Garden Equipment & Supply Dealers	\$11,533,707	\$1,408	6%	37	(\$20,144,159)	\$31,677,866	\$3,866	5%	103
2023	Total Building Material & Supply Dealers	\$9,926,889	\$1,212	5%	37	(\$17,247,037)	\$27,173,926	\$3,317	4%	101
2023	Hardware Stores	\$1,350,854	\$165	1%	61	(\$955,703)	\$2,306,557	\$282	0%	105
2023	Home Centers	\$0	\$0	0%	0	(\$15,073,404)	\$15,073,404	\$1,840	2%	101
2023	Other Building Materials Dealers	\$8,261,775	\$1,008	4%	94	(\$545,883)	\$8,807,658	\$1,075	1%	100
2023	Paint and Wallpaper Stores	\$314,259	\$38	0%	35	(\$672,048)	\$986,307	\$120	0%	109
2023	Total Lawn and Garden Equipment and Supplies Stores	\$1,606,818	\$196	1%	40	(\$2,897,122)	\$4,503,940	\$550	1%	113
2023	Nursery and Garden centers	\$547,104	\$67	0%	17	(\$3,073,401)	\$3,620,505	\$442	1%	114
2023	Outdoor Power Equipment Stores	\$1,059,714	\$129	1%	131	\$176,279	\$883,435	\$108	0%	109
2023	Clothing & Clothing Accessories Stores	\$6,213,795	\$758	3%	33	(\$15,364,203)	\$21,577,998	\$2,634	3%	114
2023	Total Clothing Stores	\$4,614,196	\$563	2%	36	(\$10,050,161)	\$14,664,357	\$1,790	2%	116
2023	Childrens and Infants Clothing Stores	\$0	\$0	0%	0	(\$637,159)	\$637,159	\$78	0%	112
2023	Clothing Accessories Stores	\$262,779	\$32	0%	43	(\$430,925)	\$693,704	\$85	0%	114
2023	Family Clothing Stores	\$2,457,271	\$300	1%	33	(\$6,081,740)	\$8,539,011	\$1,042	1%	115
2023	Mens Clothing Stores	\$0	\$0	0%	0	(\$572,811)	\$572,811	\$70	0%	110
2023	Other Clothing Stores	\$317,537	\$39	0%	27	(\$1,061,671)	\$1,379,208	\$168	0%	118
2023	Womens Clothing Stores	\$1,576,609	\$192	1%	66	(\$1,265,856)	\$2,842,465	\$347	0%	119
2023	Total Jewelry, Luggage & Leather Goods Stores	\$1,172,657	\$143	1%	31	(\$2,921,430)	\$4,094,087	\$500	1%	110
2023	Jewelry Stores	\$1,172,657	\$143	1%	35	(\$2,544,672)	\$3,717,329	\$454	1%	110
2023	Luggage & Leather Goods Stores	\$0	\$0	0%	0	(\$376,758)	\$376,758	\$46	0%	114
2023	Shoe Stores	\$426,942	\$52	0%	17	(\$2,392,611)	\$2,819,553	\$344	0%	113
2023	Electronics & Appliance Stores	\$4,671,968	\$570	2%	77	(\$2,518,991)	\$7,190,959	\$878	1%	118
2023	Household Appliance Stores	\$835,827	\$102	0%	60	(\$744,694)	\$1,580,521	\$193	0%	114
2023	Electronics Stores	\$3,836,141	\$468	2%	82	(\$1,774,297)	\$5,610,438	\$685	1%	119
2023	Food & Beverage Stores	\$48,878,023	\$5,966	26%	85	(\$12,347,133)	\$61,225,156	\$7,473	9%	107
2023	Beer, Wine, & Liquor Stores	\$1,774,858	\$217	1%	39	(\$3,130,527)	\$4,905,385	\$599	1%	108
2023	Total Grocery Stores	\$46,122,735	\$5,630	25%	90	(\$8,374,721)	\$54,497,456	\$6,652	8%	106
2023	Convenience Stores	\$462,854	\$56	0%	20	(\$2,028,419)	\$2,491,273	\$304	0%	106
2023	Supermarkets and Other Grocery (except Convenience) Stores	\$45,659,880	\$5,573	24%	93	(\$6,346,303)	\$52,006,183	\$6,348	8%	106
2023	Specialty Food Stores	\$980,430	\$120	1%	56	(\$841,885)	\$1,822,315	\$222	0%	105

Supply and Demand Leakage Summary cont'd

Year	Store Type	Supply				Supply / (Demand) Gap	Demand			
		Aggregate Dollars	Average Dollars	Per-cent of Total	Index		Aggregate Dollars	Average Dollars	Per-cent of Total	Index
2023	Foodservice & Drinking Places	\$38,642,229	\$4,716	21%	75	(\$16,848,876)	\$55,491,105	\$6,773	9%	108
2023	Drinking Place - Alcoholic Beverages	\$770,158	\$94	0%	42	(\$1,238,014)	\$2,008,172	\$245	0%	111
2023	Restaurants and Other Eating Places	\$37,512,390	\$4,579	20%	80	(\$12,849,988)	\$50,362,378	\$6,147	8%	108
2023	Special Foodservices	\$359,681	\$44	0%	13	(\$2,760,874)	\$3,120,555	\$381	0%	111
2023	Furniture & Home Furnishings Stores	\$1,701,818	\$208	1%	18	(\$7,938,270)	\$9,640,088	\$1,177	1%	104
2023	Furniture Stores	\$277,453	\$34	0%	5	(\$4,824,624)	\$5,102,077	\$623	1%	100
2023	Total Home Furnishing Stores	\$1,424,365	\$174	1%	34	(\$3,113,646)	\$4,538,011	\$554	1%	107
2023	Floor Covering Stores	\$628,209	\$77	0%	36	(\$1,052,373)	\$1,680,582	\$205	0%	96
2023	Other Home Furnishings Stores	\$796,156	\$97	0%	32	(\$2,061,273)	\$2,857,429	\$349	0%	116
2023	Gasoline stations	\$23,223,473	\$2,835	12%	63	(\$18,455,025)	\$41,678,498	\$5,087	6%	113
2023	General Merchandise Stores	\$4,544,401	\$555	2%	9	(\$55,365,076)	\$59,909,477	\$7,312	9%	114
2023	General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$23,584,184	\$2,879	13%	25	(\$86,678,236)	\$110,262,420	\$13,458	17%	115
2023	Health & Personal Care Stores	\$9,550,047	\$1,166	5%	39	(\$18,348,643)	\$27,898,690	\$3,405	4%	115
2023	Cosmetics, Beauty Supplies and Perfume Stores	\$285,821	\$35	0%	17	(\$1,622,009)	\$1,907,830	\$233	0%	116
2023	Optical Goods Stores	\$176,028	\$21	0%	23	(\$761,598)	\$937,626	\$114	0%	123
2023	Other Health and Personal Care Stores	\$654,425	\$80	0%	50	(\$847,568)	\$1,501,993	\$183	0%	115
2023	Pharmacies and Drug Stores	\$8,433,773	\$1,029	4%	41	(\$15,117,468)	\$23,551,241	\$2,875	4%	114
2023	Miscellaneous Store Retailers	\$7,092,622	\$866	4%	67	(\$6,261,753)	\$13,354,375	\$1,630	2%	125
2023	Florists	\$98,076	\$12	0%	21	(\$403,101)	\$501,177	\$61	0%	109
2023	Total Office Supplies, Stationery, & Gift Stores	\$317,637	\$39	0%	18	(\$1,605,898)	\$1,923,535	\$235	0%	107
2023	Gift, Novelty, and Souvenir Stores	\$152,666	\$19	0%	13	(\$1,061,437)	\$1,214,103	\$148	0%	105
2023	Office Supplies and Stationery Stores	\$164,971	\$20	0%	25	(\$544,460)	\$709,431	\$87	0%	109
2023	Other Miscellaneous Store Retailers	\$5,901,595	\$720	3%	83	(\$3,747,035)	\$9,648,630	\$1,178	1%	136
2023	Used Merchandise Stores	\$775,314	\$95	0%	61	(\$505,719)	\$1,281,033	\$156	0%	100
2023	Motor Vehicle & Parts Dealers	\$24,316,654	\$2,968	13%	25	(\$102,542,942)	\$126,859,596	\$15,484	19%	129
2023	Automotive Dealers	\$18,573,741	\$2,267	10%	22	(\$88,305,151)	\$106,878,892	\$13,045	16%	128
2023	Automotive Parts, Accessories, & Tire Stores	\$1,578,767	\$193	1%	22	(\$6,979,687)	\$8,558,454	\$1,045	1%	120
2023	Other Motor Vehicle Dealers	\$4,164,145	\$508	2%	57	(\$7,258,105)	\$11,422,250	\$1,394	2%	156
2023	Nonstore retailers	\$925,294	\$113	0%	1	(\$74,241,984)	\$75,167,278	\$9,175	12%	112
2023	Sporting Goods, Hobby, Book, & Music Stores	\$6,134,565	\$749	3%	88	(\$3,885,799)	\$10,020,364	\$1,223	2%	143
2023	Total Book Stores and News Dealers	\$1,969,090	\$240	1%	218	\$981,941	\$987,149	\$120	0%	109
2023	Book Stores	\$192,078	\$23	0%	34	(\$408,035)	\$600,113	\$73	0%	107
2023	News Dealers and Newsstands	\$1,777,012	\$217	1%	518	\$1,389,975	\$387,037	\$47	0%	113
2023	Total Sporting Goods, Hobby, & Musical Instrument Stores	\$4,165,475	\$508	2%	68	(\$4,867,739)	\$9,033,214	\$1,103	1%	148
2023	Hobby, Toys and Games Stores	\$358,844	\$44	0%	24	(\$1,566,350)	\$1,925,194	\$235	0%	127
2023	Musical Instrument and Supplies Stores	\$0	\$0	0%	0	(\$224,932)	\$224,932	\$27	0%	136
2023	Sew/Needlework/Piece Goods Stores	\$0	\$0	0%	0	(\$341,730)	\$341,730	\$42	0%	217
2023	Sporting Goods Stores	\$3,806,631	\$465	2%	89	(\$2,734,727)	\$6,541,358	\$798	1%	154
2023	Total Annual Retail Supply*	\$187,428,596	\$22,877	0%	40	(\$464,525,274)	\$651,953,870	\$79,574	0%	115

Supply and Demand Leakage by Drive Time: What is the leakage based on driving distance?



Supply and Demand Leakage by Drive Time: 0-5 Minutes

Year	Store Type	Supply				Supply / (Demand) Gap	Demand			
		Aggregate Dollars	Average Dollars	Percent of Total	Index		Aggregate Dollars	Average Dollars	Percent of Total	Index
2023	Building Material & Garden Equipment & Supply Dealers	\$1,301,168	\$1,397	9%	37	(\$2,626,139)	\$3,927,307	\$4,217	5%	112
2023	Total Building Material & Supply Dealers	\$1,268,693	\$1,362	9%	42	(\$2,112,860)	\$3,381,553	\$3,631	4%	111
2023	Hardware Stores	\$87,215	\$94	1%	35	(\$200,947)	\$288,162	\$309	0%	115
2023	Home Centers	\$0	\$0	0%	0	(\$1,858,958)	\$1,858,958	\$1,996	2%	110
2023	Other Building Materials Dealers	\$1,167,386	\$1,253	8%	117	\$52,689	\$1,114,697	\$1,197	1%	112
2023	Paint and Wallpaper Stores	\$14,091	\$15	0%	14	(\$105,644)	\$119,735	\$129	0%	117
2023	Total Lawn and Garden Equipment and Supplies Stores	\$32,475	\$35	0%	7	(\$513,280)	\$545,755	\$586	1%	120
2023	Nursery and Garden centers	\$25,446	\$27	0%	7	(\$412,480)	\$437,926	\$470	1%	121
2023	Outdoor Power Equipment Stores	\$7,029	\$8	0%	8	(\$100,800)	\$107,829	\$116	0%	117
2023	Clothing & Clothing Accessories Stores	\$639,133	\$686	4%	30	(\$1,934,472)	\$2,573,605	\$2,763	3%	120
2023	Total Clothing Stores	\$399,226	\$429	3%	28	(\$1,331,306)	\$1,730,532	\$1,858	2%	120
2023	Childrens and Infants Clothing Stores	\$0	\$0	0%	0	(\$73,163)	\$73,163	\$79	0%	113
2023	Clothing Accessories Stores	\$40,632	\$44	0%	59	(\$42,788)	\$83,420	\$90	0%	121
2023	Family Clothing Stores	\$171,630	\$184	1%	20	(\$837,260)	\$1,008,890	\$1,083	1%	120
2023	Mens Clothing Stores	\$0	\$0	0%	0	(\$67,145)	\$67,145	\$72	0%	113
2023	Other Clothing Stores	\$27,484	\$30	0%	21	(\$134,653)	\$162,137	\$174	0%	122
2023	Womens Clothing Stores	\$159,479	\$171	1%	59	(\$176,298)	\$335,777	\$361	0%	124
2023	Total Jewelry, Luggage & Leather Goods Stores	\$202,201	\$217	1%	48	(\$301,411)	\$503,612	\$541	1%	119
2023	Jewelry Stores	\$202,201	\$217	1%	52	(\$256,334)	\$458,535	\$492	1%	119
2023	Luggage & Leather Goods Stores	\$0	\$0	0%	0	(\$45,077)	\$45,077	\$48	0%	119
2023	Shoe Stores	\$37,707	\$40	0%	13	(\$301,754)	\$339,461	\$364	0%	120
2023	Electronics & Appliance Stores	\$223,609	\$240	2%	32	(\$625,662)	\$849,271	\$912	1%	123
2023	Household Appliance Stores	\$8,386	\$9	0%	5	(\$179,650)	\$188,036	\$202	0%	120
2023	Electronics Stores	\$215,223	\$231	2%	40	(\$446,012)	\$661,235	\$710	1%	124
2023	Food & Beverage Stores	\$703,405	\$755	5%	11	(\$6,492,452)	\$7,195,857	\$7,726	9%	110
2023	Beer, Wine, & Liquor Stores	\$243,507	\$261	2%	47	(\$350,038)	\$593,545	\$637	1%	115
2023	Total Grocery Stores	\$386,010	\$414	3%	7	(\$6,002,690)	\$6,388,700	\$6,859	8%	110
2023	Convenience Stores	\$88,748	\$95	1%	33	(\$201,904)	\$290,652	\$312	0%	108
2023	Supermarkets and Other Grocery (except Convenience) Stores	\$297,262	\$319	2%	5	(\$5,800,786)	\$6,098,048	\$6,547	8%	110
2023	Specialty Food Stores	\$73,888	\$79	1%	37	(\$139,724)	\$213,612	\$229	0%	108

Supply and Demand Leakage by Drive Time cont'd: 0-5 Minutes

Year	Store Type	Supply				Supply / (Demand) Gap	Demand			
		Aggregate Dol-lars	Average Dollars	Percent of Total	Index		Aggregate Dollars	Average Dollars	Percent of Total	Index
2023	Foodservice & Drinking Places	\$3,578,974	\$3,843	25%	61	(\$2,962,011)	\$6,540,985	\$7,023	8%	112
2023	Drinking Place - Alcoholic Beverages	\$201,712	\$217	1%	98	(\$41,688)	\$243,400	\$261	0%	118
2023	Restaurants and Other Eating Places	\$3,377,262	\$3,626	24%	64	(\$2,552,319)	\$5,929,581	\$6,367	8%	112
2023	Special Foodservices	\$0	\$0	0%	0	(\$368,004)	\$368,004	\$395	0%	115
2023	Furniture & Home Furnishings Stores	\$206,262	\$221	1%	19	(\$952,113)	\$1,158,375	\$1,244	2%	109
2023	Furniture Stores	\$69,017	\$74	0%	12	(\$540,073)	\$609,090	\$654	1%	105
2023	Total Home Furnishing Stores	\$137,245	\$147	1%	29	(\$412,041)	\$549,286	\$590	1%	114
2023	Floor Covering Stores	\$4,979	\$5	0%	2	(\$196,408)	\$201,387	\$216	0%	101
2023	Other Home Furnishings Stores	\$132,267	\$142	1%	47	(\$215,631)	\$347,898	\$374	0%	124
2023	Gasoline stations	\$2,179,141	\$2,340	15%	52	(\$2,617,519)	\$4,796,660	\$5,150	6%	115
2023	General Merchandise Stores	\$504,787	\$542	4%	8	(\$6,549,629)	\$7,054,416	\$7,574	9%	118
2023	General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$2,263,529	\$2,430	16%	21	(\$10,767,114)	\$13,030,643	\$13,991	17%	120
2023	Health & Personal Care Stores	\$1,472,247	\$1,581	10%	53	(\$1,882,012)	\$3,354,259	\$3,601	4%	121
2023	Cosmetics, Beauty Supplies and Perfume Stores	\$63,316	\$68	0%	34	(\$166,398)	\$229,714	\$247	0%	123
2023	Optical Goods Stores	\$55,562	\$60	0%	64	(\$57,280)	\$112,842	\$121	0%	131
2023	Other Health and Personal Care Stores	\$86,037	\$92	1%	58	(\$94,913)	\$180,950	\$194	0%	122
2023	Pharmacies and Drug Stores	\$1,267,332	\$1,361	9%	54	(\$1,563,420)	\$2,830,752	\$3,039	4%	121
2023	Miscellaneous Store Retailers	\$975,859	\$1,048	7%	81	(\$592,887)	\$1,568,746	\$1,684	2%	129
2023	Florists	\$8,954	\$10	0%	17	(\$52,317)	\$61,271	\$66	0%	117
2023	Total Office Supplies, Stationery, & Gift Stores	\$24,773	\$27	0%	12	(\$205,770)	\$230,543	\$248	0%	112
2023	Gift, Novelty, and Souvenir Stores	\$22,195	\$24	0%	17	(\$124,648)	\$146,843	\$158	0%	112
2023	Office Supplies and Stationery Stores	\$2,578	\$3	0%	3	(\$81,123)	\$83,701	\$90	0%	113
2023	Other Miscellaneous Store Retailers	\$906,594	\$973	6%	112	(\$215,105)	\$1,121,699	\$1,204	1%	139
2023	Used Merchandise Stores	\$35,539	\$38	0%	24	(\$119,694)	\$155,233	\$167	0%	107
2023	Motor Vehicle & Parts Dealers	\$1,725,596	\$1,853	12%	15	(\$13,224,875)	\$14,950,471	\$16,052	19%	134
2023	Automotive Dealers	\$1,019,885	\$1,095	7%	11	(\$11,517,741)	\$12,537,626	\$13,462	16%	132
2023	Automotive Parts, Accessories, & Tire Stores	\$100,483	\$108	1%	12	(\$899,910)	\$1,000,393	\$1,074	1%	124
2023	Other Motor Vehicle Dealers	\$605,227	\$650	4%	73	(\$807,224)	\$1,412,451	\$1,517	2%	170
2023	Nonstore retailers	\$93,397	\$100	1%	1	(\$8,868,206)	\$8,961,603	\$9,622	12%	118
2023	Sporting Goods, Hobby, Book, & Music Stores	\$664,964	\$714	5%	84	(\$499,468)	\$1,164,432	\$1,250	2%	146
2023	Total Book Stores and News Dealers	\$104,923	\$113	1%	102	(\$13,059)	\$117,982	\$127	0%	115
2023	Book Stores	\$958	\$1	0%	2	(\$70,908)	\$71,866	\$77	0%	113
2023	News Dealers and Newsstands	\$103,966	\$112	1%	266	\$57,850	\$46,116	\$50	0%	118
2023	Total Sporting Goods, Hobby, & Musical Instrument Stores	\$560,041	\$601	4%	81	(\$486,409)	\$1,046,450	\$1,124	1%	151
2023	Hobby, Toys and Games Stores	\$58,135	\$62	0%	34	(\$173,283)	\$231,418	\$248	0%	135
2023	Musical Instrument and Supplies Stores	\$0	\$0	0%	0	(\$26,482)	\$26,482	\$28	0%	140
2023	Sew/Needlework/Piece Goods Stores	\$0	\$0	0%	0	(\$38,809)	\$38,809	\$42	0%	217
2023	Sporting Goods Stores	\$501,906	\$539	4%	104	(\$247,834)	\$749,740	\$805	1%	155
2023	Total Annual Retail Supply*	\$14,268,544	\$15,320	0%	27	(\$62,858,087)	\$77,126,631	\$82,810	0%	120

Supply and Demand Leakage by Drive Time: 5-10 Minutes

Year	Store Type	Supply				Supply / (Demand) Gap	Demand			
		Aggregate Dollars	Average Dollars	Percent of Total	Index		Aggregate Dollars	Average Dollars	Percent of Total	Index
2023	Building Material & Garden Equipment & Supply Dealers	\$9,833,170	\$1,426	8%	38	(\$17,977,710)	\$27,810,880	\$4,032	5%	107
2023	Total Building Material & Supply Dealers	\$8,484,365	\$1,230	7%	38	(\$15,435,303)	\$23,919,668	\$3,468	4%	106
2023	Hardware Stores	\$1,253,876	\$182	1%	68	(\$780,670)	\$2,034,546	\$295	0%	110
2023	Home Centers	\$0	\$0	0%	0	(\$13,196,965)	\$13,196,965	\$1,913	2%	105
2023	Other Building Materials Dealers	\$7,099,274	\$1,029	6%	96	(\$727,284)	\$7,826,558	\$1,135	1%	106
2023	Paint and Wallpaper Stores	\$131,215	\$19	0%	17	(\$730,384)	\$861,599	\$125	0%	113
2023	Total Lawn and Garden Equipment and Supplies Stores	\$1,348,805	\$196	1%	40	(\$2,542,407)	\$3,891,212	\$564	1%	116
2023	Nursery and Garden centers	\$498,309	\$72	0%	19	(\$2,627,381)	\$3,125,690	\$453	1%	117
2023	Outdoor Power Equipment Stores	\$850,496	\$123	1%	125	\$84,974	\$765,522	\$111	0%	112
2023	Clothing & Clothing Accessories Stores	\$5,489,679	\$796	4%	35	(\$13,058,966)	\$18,548,645	\$2,689	3%	117
2023	Total Clothing Stores	\$4,121,069	\$597	3%	39	(\$8,411,479)	\$12,532,548	\$1,817	2%	118
2023	Childrens and Infants Clothing Stores	\$0	\$0	0%	0	(\$533,594)	\$533,594	\$77	0%	112
2023	Clothing Accessories Stores	\$232,198	\$34	0%	45	(\$366,300)	\$598,498	\$87	0%	117
2023	Family Clothing Stores	\$1,963,962	\$285	2%	31	(\$5,334,413)	\$7,298,375	\$1,058	1%	117
2023	Mens Clothing Stores	\$0	\$0	0%	0	(\$484,585)	\$484,585	\$70	0%	111
2023	Other Clothing Stores	\$409,658	\$59	0%	42	(\$768,907)	\$1,178,565	\$171	0%	120
2023	Womens Clothing Stores	\$1,515,252	\$220	1%	76	(\$923,679)	\$2,438,931	\$354	0%	122
2023	Total Jewelry, Luggage & Leather Goods Stores	\$988,977	\$143	1%	32	(\$2,589,651)	\$3,578,628	\$519	1%	114
2023	Jewelry Stores	\$988,977	\$143	1%	35	(\$2,265,483)	\$3,254,460	\$472	1%	114
2023	Luggage & Leather Goods Stores	\$0	\$0	0%	0	(\$324,168)	\$324,168	\$47	0%	116
2023	Shoe Stores	\$379,633	\$55	0%	18	(\$2,057,836)	\$2,437,469	\$353	0%	116
2023	Electronics & Appliance Stores	\$3,990,034	\$578	3%	78	(\$2,130,139)	\$6,120,173	\$887	1%	120
2023	Household Appliance Stores	\$835,821	\$121	1%	72	(\$508,542)	\$1,344,363	\$195	0%	115
2023	Electronics Stores	\$3,154,213	\$457	3%	80	(\$1,621,596)	\$4,775,809	\$692	1%	121
2023	Food & Beverage Stores	\$15,101,947	\$2,189	12%	31	(\$37,224,650)	\$52,326,597	\$7,586	9%	108
2023	Beer, Wine, & Liquor Stores	\$1,556,649	\$226	1%	41	(\$2,696,790)	\$4,253,439	\$617	1%	111
2023	Total Grocery Stores	\$12,749,435	\$1,848	10%	30	(\$33,768,322)	\$46,517,757	\$6,744	8%	108
2023	Convenience Stores	\$329,967	\$48	0%	17	(\$1,793,610)	\$2,123,577	\$308	0%	107
2023	Supermarkets and Other Grocery (except Convenience) Stores	\$12,419,468	\$1,800	10%	30	(\$31,974,711)	\$44,394,179	\$6,436	8%	108
2023	Specialty Food Stores	\$795,864	\$115	1%	54	(\$759,538)	\$1,555,402	\$225	0%	106

Supply and Demand Leakage by Drive Time cont'd: 5-10 Minutes

Year	Store Type	Supply				Supply / (Demand) Gap	Demand			
		Aggregate Dollars	Average Dollars	Percent of Total	Index		Aggregate Dollars	Average Dollars	Percent of Total	Index
2023	Foodservice & Drinking Places	\$30,813,654	\$4,467	25%	71	(\$16,814,822)	\$47,628,476	\$6,905	9%	110
2023	Drinking Place - Alcoholic Beverages	\$719,179	\$104	1%	47	(\$1,026,739)	\$1,745,918	\$253	0%	114
2023	Restaurants and Other Eating Places	\$29,724,901	\$4,309	24%	76	(\$13,471,131)	\$43,196,032	\$6,262	8%	110
2023	Special Foodservices	\$369,573	\$54	0%	16	(\$2,316,953)	\$2,686,526	\$389	0%	113
2023	Furniture & Home Furnishings Stores	\$1,547,514	\$224	1%	20	(\$6,695,293)	\$8,242,807	\$1,195	1%	105
2023	Furniture Stores	\$281,111	\$41	0%	7	(\$4,040,706)	\$4,321,817	\$627	1%	101
2023	Total Home Furnishing Stores	\$1,266,403	\$184	1%	36	(\$2,654,586)	\$3,920,989	\$568	1%	110
2023	Floor Covering Stores	\$552,035	\$80	0%	37	(\$885,964)	\$1,437,999	\$208	0%	97
2023	Other Home Furnishings Stores	\$714,367	\$104	1%	34	(\$1,768,623)	\$2,482,990	\$360	0%	119
2023	Gasoline stations	\$16,499,335	\$2,392	13%	53	(\$18,862,170)	\$35,361,505	\$5,126	6%	114
2023	General Merchandise Stores	\$3,516,598	\$510	3%	8	(\$47,650,922)	\$51,167,520	\$7,418	9%	116
2023	General Merchandise, Apparel and Accessor-	\$20,487,207	\$2,970	16%	25	(\$73,738,124)	\$94,225,331	\$13,660	17%	117
2023	Health & Personal Care Stores	\$7,840,182	\$1,137	6%	38	(\$16,209,036)	\$24,049,218	\$3,486	4%	117
2023	Cosmetics, Beauty Supplies and Perfume	\$277,947	\$40	0%	20	(\$1,366,447)	\$1,644,394	\$238	0%	119
2023	Optical Goods Stores	\$176,023	\$26	0%	27	(\$634,292)	\$810,315	\$117	0%	127
2023	Other Health and Personal Care Stores	\$568,375	\$82	0%	52	(\$727,340)	\$1,295,715	\$188	0%	118
2023	Pharmacies and Drug Stores	\$6,817,838	\$988	5%	39	(\$13,480,955)	\$20,298,793	\$2,943	4%	117
2023	Miscellaneous Store Retailers	\$6,434,147	\$933	5%	72	(\$4,958,668)	\$11,392,815	\$1,652	2%	127
2023	Florists	\$104,601	\$15	0%	27	(\$330,314)	\$434,915	\$63	0%	112
2023	Total Office Supplies, Stationery, & Gift	\$295,756	\$43	0%	19	(\$1,356,887)	\$1,652,643	\$240	0%	109
2023	Gift, Novelty, and Souvenir Stores	\$130,813	\$19	0%	13	(\$920,656)	\$1,051,469	\$152	0%	108
2023	Office Supplies and Stationery Stores	\$164,943	\$24	0%	30	(\$436,231)	\$601,174	\$87	0%	110
2023	Other Miscellaneous Store Retailers	\$5,297,554	\$768	4%	88	(\$2,897,109)	\$8,194,663	\$1,188	1%	137
2023	Used Merchandise Stores	\$736,237	\$107	1%	68	(\$374,357)	\$1,110,594	\$161	0%	103
2023	Motor Vehicle & Parts Dealers	\$17,279,866	\$2,505	14%	21	(\$91,391,893)	\$108,671,75	\$15,755	19%	132
2023	Automotive Dealers	\$12,504,203	\$1,813	10%	18	(\$78,851,262)	\$91,355,465	\$13,244	16%	130
2023	Automotive Parts, Accessories, & Tire	\$1,213,544	\$176	1%	20	(\$6,089,456)	\$7,303,000	\$1,059	1%	122
2023	Other Motor Vehicle Dealers	\$3,562,119	\$516	3%	58	(\$6,451,175)	\$10,013,294	\$1,452	2%	162
2023	Nonstore retailers	\$1,075,683	\$156	1%	2	(\$63,460,441)	\$64,536,124	\$9,356	12%	115
2023	Sporting Goods, Hobby, Book, & Music	\$5,647,626	\$819	5%	96	(\$2,845,916)	\$8,493,542	\$1,231	2%	144
2023	Total Book Stores and News Dealers	\$1,815,521	\$263	1%	238	\$967,121	\$848,400	\$123	0%	111
2023	Book Stores	\$181,474	\$26	0%	38	(\$334,787)	\$516,261	\$75	0%	109
2023	News Dealers and Newsstands	\$1,634,047	\$237	1%	565	\$1,301,907	\$332,140	\$48	0%	115
2023	Total Sporting Goods, Hobby, & Musical	\$3,832,105	\$556	3%	75	(\$3,813,037)	\$7,645,142	\$1,108	1%	149
2023	Hobby, Toys and Games Stores	\$339,149	\$49	0%	27	(\$1,316,905)	\$1,656,054	\$240	0%	130
2023	Musical Instrument and Supplies Stores	\$9,596	\$1	0%	7	(\$180,603)	\$190,199	\$28	0%	136
2023	Sew/Needlework/Piece Goods Stores	\$907	\$0	0%	1	(\$283,294)	\$284,201	\$41	0%	214
2023	Sporting Goods Stores	\$3,482,452	\$505	3%	97	(\$2,032,235)	\$5,514,687	\$799	1%	154
2023	Total Annual Retail Supply*	\$125,069,435	\$18,132	0%	32	(\$433,505,958)	\$558,575,39	\$80,979	0%	117

Supply and Demand Leakage by Drive Time: 10-15 Minutes

Year	Store Type	Supply				Supply / (Demand) Gap	Demand			
		Aggregate Dollars	Average Dollars	Percent of Total	Index		Aggregate Dollars	Average Dollars	Percent of Total	Index
2023	Building Material & Garden Equipment & Supply Dealers	\$25,200,875	\$1,384	6%	37	(\$49,630,391)	\$74,831,266	\$4,109	5%	109
2023	Total Building Material & Supply Dealers	\$22,245,645	\$1,222	6%	37	(\$42,328,254)	\$64,573,899	\$3,546	4%	108
2023	Hardware Stores	\$1,948,795	\$107	0%	40	(\$3,544,086)	\$5,492,881	\$302	0%	112
2023	Home Centers	\$7,104,408	\$390	2%	21	(\$28,401,881)	\$35,506,289	\$1,950	2%	107
2023	Other Building Materials Dealers	\$12,754,239	\$700	3%	65	(\$8,506,632)	\$21,260,871	\$1,168	1%	109
2023	Paint and Wallpaper Stores	\$438,204	\$24	0%	22	(\$1,875,654)	\$2,313,858	\$127	0%	115
2023	Total Lawn and Garden Equipment and Supplies Stores	\$2,955,230	\$162	1%	33	(\$7,302,136)	\$10,257,366	\$563	1%	116
2023	Nursery and Garden centers	\$1,616,152	\$89	0%	23	(\$6,626,759)	\$8,242,911	\$453	1%	117
2023	Outdoor Power Equipment Stores	\$1,339,078	\$74	0%	74	(\$675,377)	\$2,014,455	\$111	0%	112
2023	Clothing & Clothing Accessories Stores	\$11,013,451	\$605	3%	26	(\$38,976,426)	\$49,989,877	\$2,745	3%	119
2023	Total Clothing Stores	\$6,939,064	\$381	2%	25	(\$26,735,587)	\$33,674,651	\$1,849	2%	120
2023	Childrens and Infants Clothing Stores	\$20,091	\$1	0%	2	(\$1,372,561)	\$1,392,652	\$76	0%	110
2023	Clothing Accessories Stores	\$373,110	\$20	0%	28	(\$1,240,555)	\$1,613,665	\$89	0%	119
2023	Family Clothing Stores	\$3,203,514	\$176	1%	19	(\$16,400,755)	\$19,604,269	\$1,077	1%	119
2023	Mens Clothing Stores	\$146	\$0	0%	0	(\$1,291,734)	\$1,291,880	\$71	0%	112
2023	Other Clothing Stores	\$1,096,070	\$60	0%	42	(\$2,080,956)	\$3,177,026	\$174	0%	123
2023	Womens Clothing Stores	\$2,246,133	\$123	1%	42	(\$4,349,025)	\$6,595,158	\$362	0%	125
2023	Total Jewelry, Luggage & Leather Goods Stores	\$2,953,712	\$162	1%	36	(\$6,735,110)	\$9,688,822	\$532	1%	117
2023	Jewelry Stores	\$2,801,520	\$154	1%	37	(\$6,011,786)	\$8,813,306	\$484	1%	117
2023	Luggage & Leather Goods Stores	\$152,193	\$8	0%	21	(\$723,323)	\$875,516	\$48	0%	119
2023	Shoe Stores	\$1,120,675	\$62	0%	20	(\$5,505,729)	\$6,626,404	\$364	0%	120
2023	Electronics & Appliance Stores	\$8,992,513	\$494	2%	67	(\$7,102,517)	\$16,095,030	\$884	1%	119
2023	Household Appliance Stores	\$1,155,540	\$63	0%	38	(\$2,373,656)	\$3,529,196	\$194	0%	115
2023	Electronics Stores	\$7,836,974	\$430	2%	75	(\$4,728,860)	\$12,565,834	\$690	1%	120
2023	Food & Beverage Stores	\$80,121,726	\$4,400	20%	63	(\$59,769,302)	\$139,891,028	\$7,682	9%	109
2023	Beer, Wine, & Liquor Stores	\$4,012,010	\$220	1%	40	(\$7,401,267)	\$11,413,277	\$627	1%	113
2023	Total Grocery Stores	\$74,223,348	\$4,076	19%	65	(\$50,094,921)	\$124,318,269	\$6,827	8%	109
2023	Convenience Stores	\$661,373	\$36	0%	13	(\$5,010,975)	\$5,672,348	\$311	0%	108
2023	Supermarkets and Other Grocery (except Convenience) Stores	\$73,561,975	\$4,040	18%	68	(\$45,083,946)	\$118,645,921	\$6,515	8%	109
2023	Specialty Food Stores	\$1,886,368	\$104	0%	49	(\$2,273,114)	\$4,159,482	\$228	0%	108

Supply and Demand Leakage by Drive Time cont'd: 10-15 Minutes

Year	Store Type	Supply				Supply / (Demand) Gap	Demand			
		Aggregate Dol-lars	Average Dollars	Percent of Total	Index		Aggregate Dol-lars	Average Dollars	Percent of Total	Index
2023	Foodservice & Drinking Places	\$78,570,306	\$4,315	20%	69	(\$49,083,176)	\$127,653,482	\$7,010	9%	112
2023	Drinking Place - Alcoholic Beverages	\$2,364,408	\$130	1%	59	(\$2,342,797)	\$4,707,205	\$258	0%	117
2023	Restaurants and Other Eating Places	\$72,526,933	\$3,983	18%	70	(\$43,128,617)	\$115,655,550	\$6,351	8%	111
2023	Special Foodservices	\$3,678,964	\$202	1%	59	(\$3,611,763)	\$7,290,727	\$400	0%	117
2023	Furniture & Home Furnishings Stores	\$5,653,984	\$310	1%	27	(\$16,364,075)	\$22,018,059	\$1,209	1%	106
2023	Furniture Stores	\$1,584,795	\$87	0%	14	(\$9,716,644)	\$11,301,439	\$621	1%	100
2023	Total Home Furnishing Stores	\$4,069,189	\$223	1%	43	(\$6,647,431)	\$10,716,620	\$588	1%	114
2023	Floor Covering Stores	\$1,450,601	\$80	0%	37	(\$2,513,163)	\$3,963,764	\$218	0%	102
2023	Other Home Furnishings Stores	\$2,618,587	\$144	1%	48	(\$4,134,270)	\$6,752,857	\$371	0%	123
2023	Gasoline stations	\$43,828,714	\$2,407	11%	54	(\$50,345,472)	\$94,174,186	\$5,172	6%	115
2023	General Merchandise Stores	\$8,566,707	\$470	2%	7	(\$128,069,651)	\$136,636,358	\$7,503	9%	117
2023	General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$45,048,241	\$2,474	11%	21	(\$206,904,277)	\$251,952,518	\$13,836	17%	119
2023	Health & Personal Care Stores	\$18,461,328	\$1,014	5%	34	(\$45,335,079)	\$63,796,407	\$3,503	4%	118
2023	Cosmetics, Beauty Supplies and Perfume Stores	\$362,997	\$20	0%	10	(\$3,996,898)	\$4,359,895	\$239	0%	119
2023	Optical Goods Stores	\$477,481	\$26	0%	28	(\$1,678,765)	\$2,156,246	\$118	0%	128
2023	Other Health and Personal Care Stores	\$2,053,515	\$113	1%	71	(\$1,378,432)	\$3,431,947	\$188	0%	118
2023	Pharmacies and Drug Stores	\$15,567,335	\$855	4%	34	(\$38,280,985)	\$53,848,320	\$2,957	4%	117
2023	Miscellaneous Store Retailers	\$13,505,052	\$742	3%	57	(\$16,780,338)	\$30,285,390	\$1,663	2%	128
2023	Florists	\$238,379	\$13	0%	23	(\$911,659)	\$1,150,038	\$63	0%	112
2023	Total Office Supplies, Stationery, & Gift Stores	\$926,057	\$51	0%	23	(\$3,511,732)	\$4,437,789	\$244	0%	111
2023	Gift, Novelty, and Souvenir Stores	\$571,040	\$31	0%	22	(\$2,266,985)	\$2,838,025	\$156	0%	111
2023	Office Supplies and Stationery Stores	\$355,017	\$19	0%	25	(\$1,244,747)	\$1,599,764	\$88	0%	111
2023	Other Miscellaneous Store Retailers	\$11,362,807	\$624	3%	72	(\$10,346,465)	\$21,709,272	\$1,192	1%	137
2023	Used Merchandise Stores	\$977,808	\$54	0%	34	(\$2,010,484)	\$2,988,292	\$164	0%	105
2023	Motor Vehicle & Parts Dealers	\$87,234,619	\$4,790	22%	40	(\$203,566,946)	\$290,801,565	\$15,969	19%	133
2023	Automotive Dealers	\$73,286,123	\$4,024	18%	39	(\$171,397,513)	\$244,683,636	\$13,437	16%	132
2023	Automotive Parts, Accessories, & Tire Stores	\$3,552,388	\$195	1%	22	(\$15,683,454)	\$19,235,842	\$1,056	1%	122
2023	Other Motor Vehicle Dealers	\$10,396,108	\$571	3%	64	(\$16,485,979)	\$26,882,087	\$1,476	2%	165
2023	Nonstore retailers	\$9,954,227	\$547	2%	7	(\$162,268,346)	\$172,222,573	\$9,457	12%	116
2023	Sporting Goods, Hobby, Book, & Music Stores	\$9,895,528	\$543	2%	64	(\$12,879,877)	\$22,775,405	\$1,251	2%	146
2023	Total Book Stores and News Dealers	\$2,439,313	\$134	1%	121	\$169,370	\$2,269,943	\$125	0%	113
2023	Book Stores	\$527,010	\$29	0%	42	(\$848,488)	\$1,375,498	\$76	0%	110
2023	News Dealers and Newsstands	\$1,912,303	\$105	0%	251	\$1,017,859	\$894,444	\$49	0%	117
2023	Total Sporting Goods, Hobby, & Musical Instrument Stores	\$7,456,215	\$409	2%	55	(\$13,049,248)	\$20,505,463	\$1,126	1%	151
2023	Hobby, Toys and Games Stores	\$846,684	\$46	0%	25	(\$3,660,345)	\$4,507,029	\$248	0%	134
2023	Musical Instrument and Supplies Stores	\$31,455	\$2	0%	9	(\$456,895)	\$488,350	\$27	0%	132
2023	Sew/Needlework/Piece Goods Stores	\$121,621	\$7	0%	35	(\$636,874)	\$758,495	\$42	0%	216
2023	Sporting Goods Stores	\$6,456,456	\$355	2%	68	(\$8,295,133)	\$14,751,589	\$810	1%	156
2023	Total Annual Retail Supply*	\$400,999,030	\$22,021	0%	38	(\$1,092,124,114)	\$1,493,123,144	\$81,994	0%	119



PART 3:

HOUSING

HOUSING

Housing is one of the most significant economic drivers in a community and also represents one of the most important sources of resident wealth. The following data help communities better understand changes to housing availability and affordability. These data also may be helpful in guiding zoning decisions, talent attraction, and revenue projections.

Housing Units Summary

Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	Total Housing Units	6,151	7,935	8,623	8,985	29.0%	4.2%
2023	Occupied	5,787	7,398	8,193	8,546	27.8%	4.3%
2023	Owner-Occupied	4,910	6,160	6,845	7,148	25.5%	4.4%
2023	Renter-Occupied	877	1,238	1,348	1,398	41.2%	3.7%
2023	Vacant	364	537	430	439	47.5%	2.1%
HOUSING VALUE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	\$ 0 - \$14,999	213	251	191	141	17.8%	-26.2%
2023	\$ 15,000 - \$19,999	90	129	65	54	43.3%	-16.9%
2023	\$ 20,000 - \$29,999	103	124	118	91	20.4%	-22.9%
2023	\$ 30,000 - \$39,999	113	330	143	105	192.0%	-26.6%
2023	\$ 40,000 - \$49,999	137	119	70	53	-13.2%	-24.3%
2023	\$ 50,000 - \$99,999	460	697	290	216	51.5%	-25.5%
2023	\$ 100,000 - \$ 149,999	985	907	338	242	-7.9%	-28.4%
2023	\$ 150,000 - \$ 199,999	1,241	1,193	573	430	-3.9%	-25.0%
2023	\$ 200,000 - \$ 299,999	1,087	1,612	1,683	1,278	48.3%	-24.1%
2023	\$ 300,000 - \$ 399,999	228	594	1,523	1,499	160.6%	-1.6%
2023	\$ 400,000 - \$ 499,999	131	99	917	1,425	-24.4%	55.4%
2023	\$ 500,000 or More	124	107	936	1,615	-13.7%	72.7%
UNITS IN STRUCTURE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	1 Detached	4,202	5,868	6,389	6,640	39.6%	3.9%
2023	1 Attached	99	165	241	257	66.7%	6.6%
2023	2 Units	11	42	62	65	281.8%	4.8%
2023	3 or 4 Units	7	181	144	144	2,485.7%	0.0%
2023	5-9 Units	46	274	253	260	495.6%	2.8%
2023	10-19 Units	8	213	217	221	2,562.5%	1.8%
2023	20-49 Units	0	77	96	100	N/A%	4.2%
2023	50+ Units	62	156	161	169	151.6%	-37.9%
2023	Boat, RV, Van, Etc.	0	0	0	0	N/A%	N/A%
2023	Mobile Home	810	959	1,060	1,129	-80.7%	6.5%

Housing Units Summary cont'd

The "Current Estimate" extrapolates data to estimate current year counts. The "5-Year Projections" estimates the projected counts 5 years from the current year. "Change in 5 Years" measures the percentage change between the current year and 5 years from the current year.

YEAR STRUCTURE BUILT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2023	Total Housing Units	6,151	7,935	8,623	8,985	29.0%	4.2%
2023	2005 or later	NA	644	966	1,328	NA	37.5%
2023	2000-2004	NA	1,371	1,914	1,914	NA	0.0%
2023	1990-1999	2,037	1,957	1,930	1,930	-3.9%	0.0%
2023	1980-1989	823	875	861	861	6.3%	0.0%
2023	1970-1979	1,201	1,142	1,091	1,091	-4.9%	0.0%
2023	1960-1969	733	653	640	640	-10.9%	0.0%
2023	1950-1959	379	415	404	404	9.5%	0.0%
2023	1940-1949	253	241	235	235	-4.8%	0.0%
2023	1939 or Earlier	727	639	584	584	-12.1%	0.0%

HOUSING MARKET*		
Year	Metric Name	Current Estimate
2023	Home sale price*	\$429,450
2023	Length of time homes on market (days)	30.5
2023	Home value*	\$297,630
2023	Real estate 12-month inflation projection	8.6%
2023	House appreciation - last 12 months	11.2%
2023	House appreciation - last 5 years	45.5%
2023	House appreciation - last 10 years	110.3%
2023	Supply Hotness (National best=100)	92.5
2023	Demand Hotness (National best=100)	69.5
2023	Residential vacancy	3.0%

Data provided under agreement by Zillow Group, Melissa Lookups, Realtor.com

*At city or ZIP level

Rental Market

The Monthly Rent Detail is rent being paid by existing tenants. The Rental Market table shows the rent for new rentals.

MONTHLY RENT DETAIL*			
Year	Metric Name	Metric	National
2023	Average rent for studio apartment	\$820	\$821
2023	Average rent for 1-bedroom home or apartment	\$930	\$930
2023	Average rent for 2-bedroom home or apartment	\$1180	\$1,148
2023	Average rent for 3-bedroom home or apartment	\$1470	\$1,537
2023	Average rent for 4-bedroom home or apartment	\$1,580	\$1,791

Cobalt Community Research, Zillow Group, HUD, Alltrails, BestPlaces, WalkScore, Experian, Gale Publishing, RealtyTrac

RENTAL MARKET*		
Year	Metric Name	Metric
2023	Long-term monthly rental rates (Single family, new rentals)	\$2962
2023	Long-term monthly rental rates (Multi family, new rentals)	\$1246
2023	Long-term rental vacancies	13
2023	Rent to income ratio	44%
2023	Short-term rental proliferation*	20
2023	Short-term daily rental rates*	\$191
2023	Short-term rental occupancy*	53%

Data provided by Cobalt and under agreement by Zillow Group, Cobalt Community Research

*At city or ZIP level



PART 4:

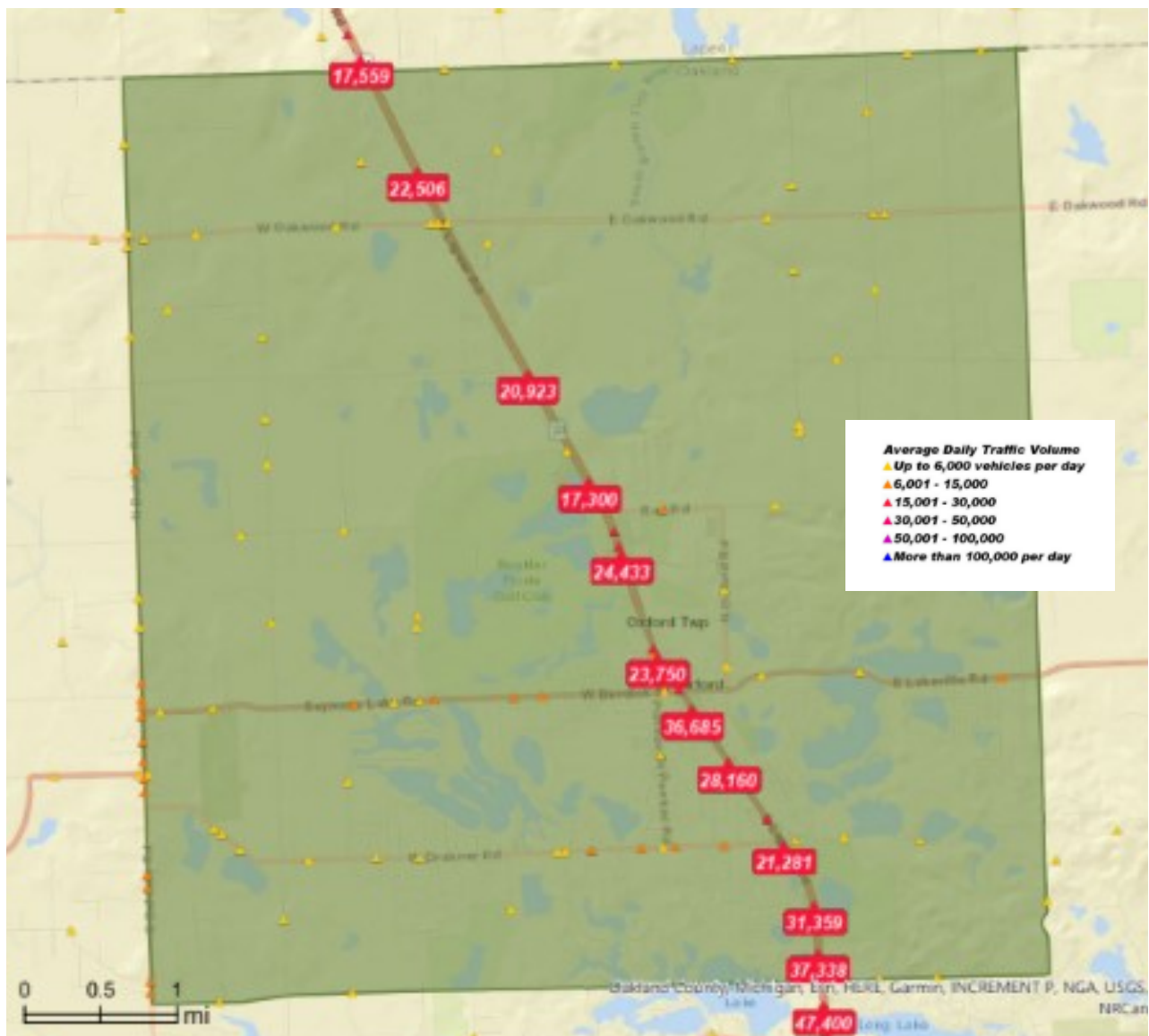
TRANSPORTATION

TRANSPORTATION

Year	Metric Name	Metric	National
2023	Average Commute Time (minutes)	30	26
2023	Pct of commuters who travel alone by auto	80%	76%
2023	Pct of commuters who travel by carpool	6%	9%
2023	Pct of commuters who travel by mass transit	0%	5%
2023	Pct of commuters who travel by bicycle	0%	1%
2023	Pct of commuters who travel by walking	1%	3%
2023	Walk Score (higher is better)	1	Scores 50+ walkable
2023	Bike Score (higher is better)	21	Scores 50+ bikeable
2023	Transit Score (higher is better)	na	Scores 50+ good

Area Traffic:

This map shows the average daily traffic on major roads within a community. This map is supportive of repair planning and business location/zoning decisions.



Cobalt Community Research

Cobalt Community Research

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Cobalt is a national 501c3 nonprofit that offers local governments, schools and membership organizations high-quality benchmarks, metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups