

Center City Market Study

Evansville, IN

Prepared for Community One

By Teska Associates, Inc.

November 13, 2017



Center City is an area of approximately 2.4 square miles and 12,000 residents located between downtown Evansville on the west, US 41 on the east, Lloyd Expressway on the north and Veterans Memorial Parkway on the south. Key factors into evaluating the market area include:

- Demographic characteristics of the market;
- Spending characteristics of the market;
- Inherent strengths of the demographics and location that could lead to capitalizing on labor, location and strategic advantages of Center City;
- Opportunities for investment based on retail and service gaps to meet the shopping and household needs of Center City residents and businesses; and
- Opportunities for job development and career advancement for Center City residents.

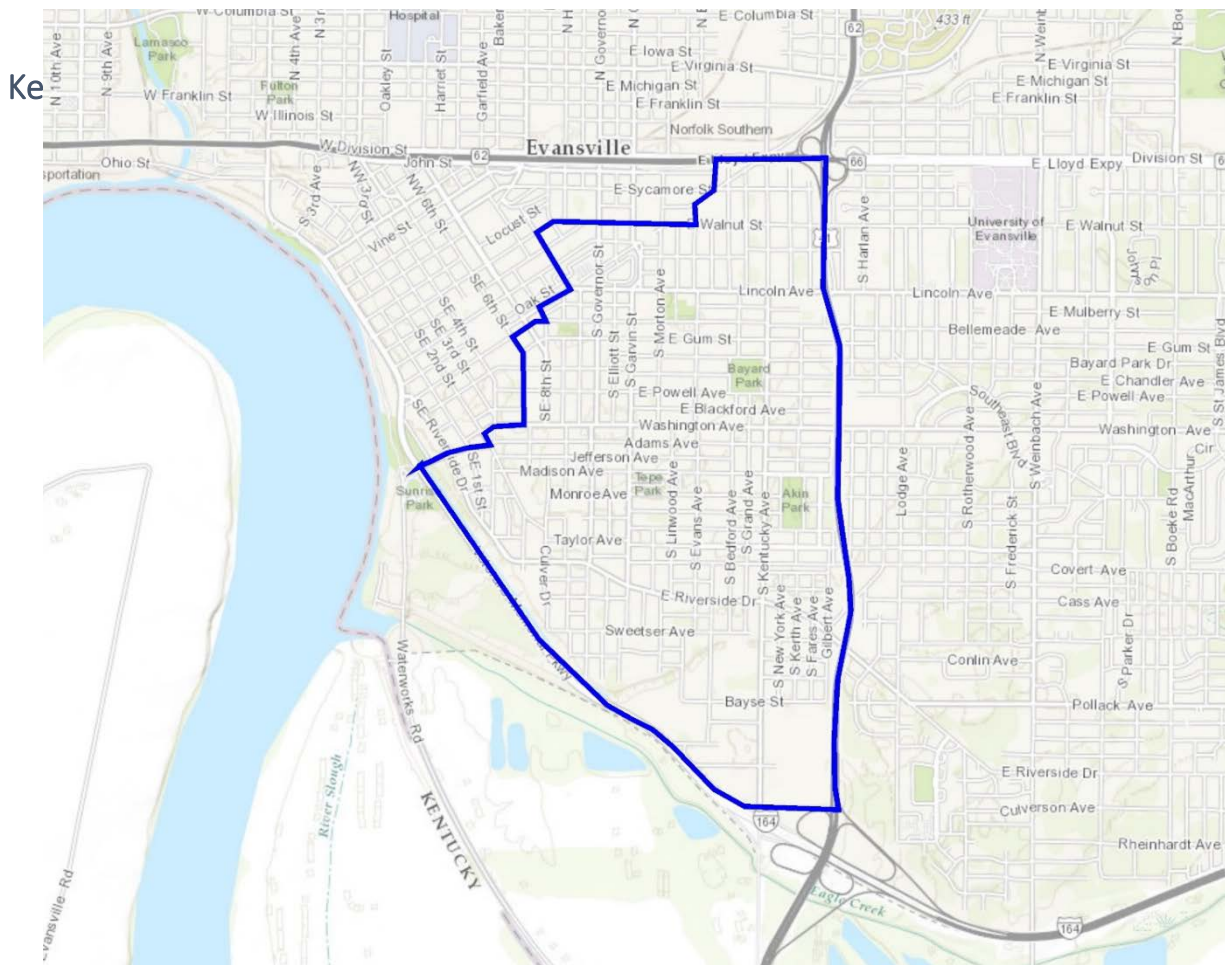


Figure 1 - Center City, City of Evansville

Teska Associates, Inc. was asked by Community One to prepare a market study for the Center City area of Evansville. Key findings regarding the unique strengths and challenges of Center City are outlined below.

Demographic characteristics include:

- Population of 11,799 residents
- Daytime population of 9,185 workers and at-home residents
- 44% of units are owner-occupied
- 67,458 median home value
- Younger population than citywide
- 20% of population has Associate Degree or higher
- 94% of civilian population over age 16 employed

Consumer spending is strong, showing retail and service gaps in most sectors:

- \$154 million in total spending by Center City households including
 - \$19 million in food
 - \$48 million in housing
 - \$18 million in transportation
 - \$12 million in health care

Opportunities for investment include:

- Retail goods, with highest gaps in:

Category	Retail Gap
○ General merchandise	\$11.2 million
○ Gasoline	\$7 million
○ Building materials	\$4.9 million
○ Restaurants	\$3 million
○ Grocery	\$3 million
○ Clothing	\$2.9 million

- Business Services - a range of financial and business services are underrepresented in the market area and are some of the fastest growing sectors of the economy
- Health Services – the central location and underserved population may signal need for an additional health care services building on the \$11 million of health care institutions and businesses within the Center City and \$24 million nearby
- Education Services – a large portion of the employees in the area work for education institutions and could be the basis for additional locational advantages to serve the central portion of Evansville

Job Development Strategies –

- Build on strengths of skills of Center City residents in service and retail industries
- Enhance transportation to jobs and workforce training through car-pooling app, bike coop and expansion of hours of public transit
- Market education and job training programs to Center City residents and develop partnerships to overcome any barriers including transportation, day care and fees

Demographic and Market Analysis

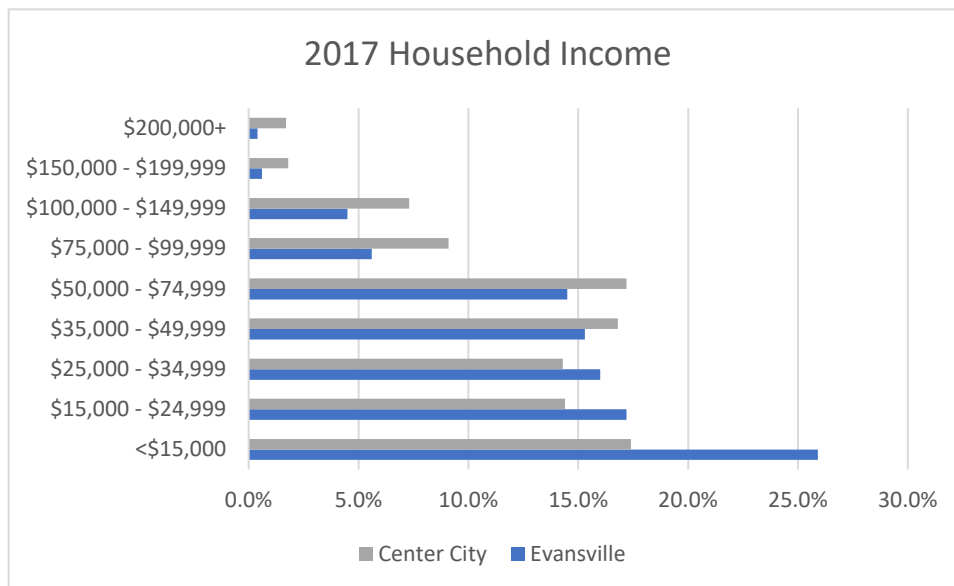
- Beginning to show an increase in population since 2010
- Strong daytime population to support retail, services, and restaurants with 2,016 employees and 7,169 residents at home during the day (a key number to support retail and restaurants)
- Similar to population trends, households have started to rise since 2010
- Both household and families are larger than citywide averages

Population Summary	Center City	Evansville
2000 Total Population	13,077	122,887
2010 Total Population	11,693	120,081
2017 Total Population	11,779	122,721
2017 Total Daytime Population	9,185	165,805
Workers	2,016	101,632
Residents	7,169	64,173
Household Summary	Center City	Evansville
2000 Households	5,155	52,906
2000 Average Household Size	2.49	2.23
2010 Households	4,530	51,906
2010 Average Household Size	2.49	2.22
2017 Households	4,547	53,001
2016 Average Household Size	2.5	2.23
2010 Families	2608	28,689
2010 Average Family Size	3.21	2.91
2017 Families	2567	28,665
2017 Average Family Size	3.25	2.94

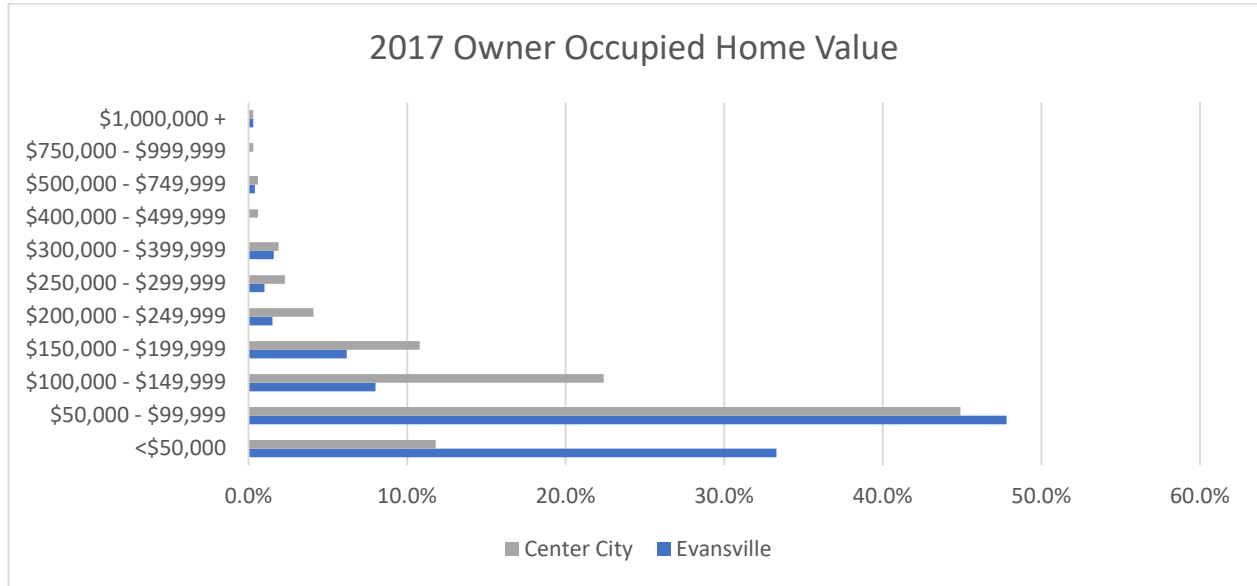
Data source: ESRI 2017, U.S. Census Bureau 2010, Esri Forecasts

Income and Household Trends

- Median household income is \$28,547 compared with \$37,585 citywide
- Yet, 25% of all households in Center City earn over \$50,000 and the average household income is \$38,495
- Successful businesses will be able to target households earning higher incomes while still serving those at the median level or below
- Median home value is \$67,458 and average home value is \$82,611, indicating many homeowners have equity in their home



2017 Households by Income	Center City	Evansville
Household Income Base	4,547	53,001
<\$15,000	25.9%	17.4%
\$15,000 - \$24,999	17.2%	14.4%
\$25,000 - \$34,999	16.0%	14.3%
\$35,000 - \$49,999	15.3%	16.8%
\$50,000 - \$74,999	14.5%	17.2%
\$75,000 - \$99,999	5.6%	9.1%
\$100,000 - \$149,999	4.5%	7.3%
\$150,000 - \$199,999	0.6%	1.8%
\$200,000+	0.4%	1.7%
Average Household Income	\$38,495	\$51,927
Median Household Income	\$28,547	\$37,585



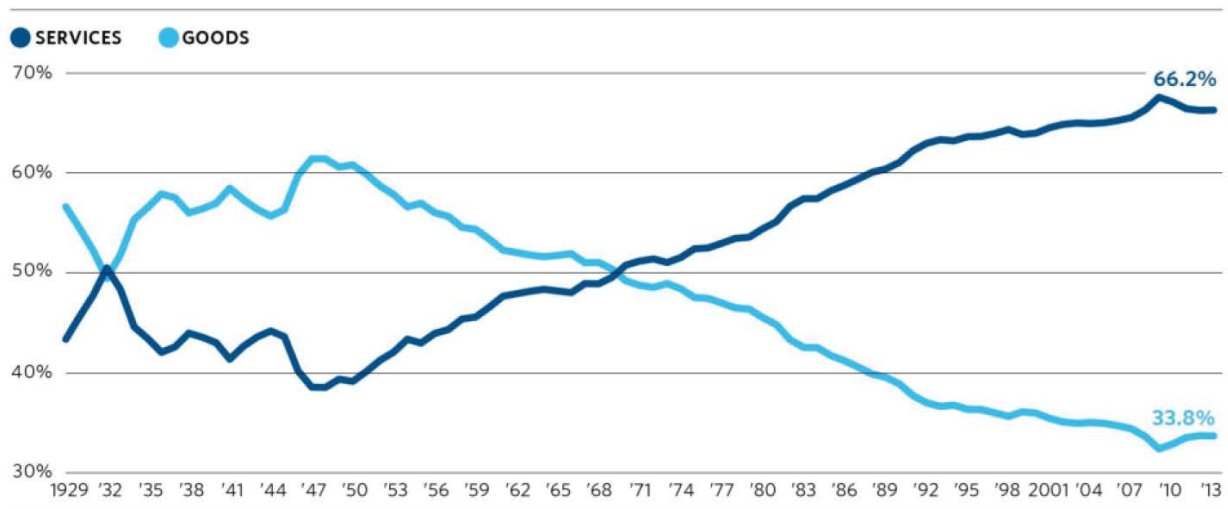
Household Unit Summary	Center City	Evansville
2000 Housing Units	6,313	57,705
Owner Occupied Housing Units	44.5%	55.2%
Renter Occupied Housing Units	37.1%	36.5%
Vacant Housing Units	18.3%	8.3%
2010 Housing Units	6,040	59,272
Owner Occupied Housing Units	35.6%	48.4%
Renter Occupied Housing Units	41.6%	39.1%
Vacant Housing Units	25.0%	12.4%
2017 Housing Units	6,162	60,516
Owner Occupied Housing Units	32.2%	45.5%
Renter Occupied Housing Units	41.6%	42.0%
Vacant Housing Units	26.2%	12.4%

Data source: ESRI 2017, U.S. Census Bureau 2010, Esri Forecasts

Business and Employment

- There are 258 businesses with over 3,000 employees within Center City.
- The largest category of businesses is services with 119 firms, or 46% of all firms in Center City
- Proximity to downtown, transportation and affordable real estate make the area a prime target to grow business services to serve Evansville
- Retail goods including food and restaurants have clusters in Center City and can be targeted to grow in the area to both serve local residents as well as a larger market area

Share of Service versus Good in U.S. Personal Consumption Expenditures



Source: U.S. Bureau of Economic Analysis, 2014

All Businesses In Area	Center City	Evansville
Total Businesses:	258	5,780
Total Employees:	3,070	119,235
Total Residential Population:	11,779	122,721
Employee/Residential Population Ratio:	26	97
Retail Trade Businesses	62	1,393
Finance, Insurance, Real Estate Summary	14	595
Service Businesses	119	2,394

Detailed Business and Employee Break-Down (Shading added for emphasis)

INDUSTRIES	Center City				Evansville			
	Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining	2	0.8%	13	0.4%	92	1.6	695	0.6%
Construction	17	6.6%	127	4.1%	289	5	3,873	3.2%
Manufacturing	7	2.7%	208	6.8%	219	3.8	10,246	8.6%
Transportation	5	1.9%	68	2.2%	150	2.6	3,365	2.8%
Communication	1	0.4%	5	0.2%	77	1.3	1,541	1.3%
Utility	0	0.0%	0	0.0%	14	0.2	414	0.3%
Wholesale Trade	8	3.1%	135	4.4%	270	4.7	6,121	5.1%
Retail Trade Summary	62	24.0%	450	14.7%	1393	24.1	29,327	24.6%
Home Improvement	0	0.0%	10	0.3%	69	1.2	1,439	1.2%
General Merchandise Stores	2	0.8%	14	0.5%	49	0.8	3,159	2.6%
Food Stores	12	4.7%	75	2.4%	131	2.3	2,640	2.2%
Auto Dealers, Gas Stations	13	5.0%	69	2.2%	175	3	2,297	1.9%
Apparel & Accessory Stores	1	0.4%	1	0%	116	2	1,424	1.2%
Furniture & Home Furnishings	5	1.9%	26	0.8%	112	1.9	1,264	1.1%
Eating & Drinking Places	13	5.0%	147	4.8%	372	6.4	8,839	7.4%
Miscellaneous Retail	16	6.2%	107	3.5%	369	6.4	8,265	6.9%
Finance, Insurance, Real Estate Summary	14	5.4%	75	2.4%	595	10	5,157	4.3%
Banks, Savings & Lending	2	0.8%	16	0.5%	108	2	1,760	1.5%
Securities Brokers	1	0.4%	2	0.1%	80	1	448	0.4%
Insurance Carriers & Agents	3	1.2%	21	0.7%	154	3	1,066	0.9%
Real Estate, Investment Offices	8	3.1%	35	1.1%	253	4	1,883	1.6%
Services Summary	119	46.1%	1,801	58.7%	2354	40.7	55,772	46.8%
Hotels & Lodging	1	0.4%	3	0.1%	37	0.6	748	0.6%
Automotive Services	10	3.9%	33	1.1%	159	2.8	1,407	1.2%
Motion Pictures & Amusements	2	0.8%	26	0.8%	154	2.7	4,452	3.7%
Health Services	20	7.8%	693	22.6%	405	7	16,880	14.2%
Legal Services	1	0.4%	9	0.3%	107	1.9	911	0.8%
Education Inst. & Libraries	6	2.3%	283	9.2%	119	2.1	5,242	4.4%
Other Services	78	30.2%	755	24.6%	1373	23.8	26,132	21.9%
Government	12	4.7%	187	6.1%	181	3.1	2,688	2.3%
Unclassified Establishments	10	3.9%	1	0%	146	2.5	36	0.0%
Totals	258	100.0%	3,070	100.0%	5780	100.0%	119,235	100.0%

Household Spending

- Total expenditures for Center City residents is \$154 million per year.
- Household spending is greatest for housing (31%), (12.5%), transportation (12%) and health care (8%).
- Businesses that provide household services, food, transportation and health care can capture a greater share of local residents' spending with the right offerings at the right location and marketing.
- Ages 25-54 have the highest disposable median income in Center City. Businesses serving families with income-earners in those years will be able to capture these years when income is higher.

	Center City		
	Average Amount Spent	Total	Percent
Total Expenditures	33,916	\$154,216,188	100.0%
Food	4,251	\$19,329,219	12.5
Food at Home	2,603	\$11,835,772	7.7
Food Away from Home	1,648	\$7,493,448	4.9
Alcoholic Beverages	267	\$1,213,635	0.8
Housing	10,666	\$48,498,571	31.4
Shelter	8,048	\$36,592,297	23.7
Utilities, Fuel and Public Services	2,618	\$11,906,274	7.7
Household Operations	856	\$3,893,877	2.5
Housekeeping Supplies	357	\$1,622,842	1.1
Household Furnishings and Equipment	942	\$4,281,013	2.8
Apparel and Services	1,049	\$4,771,876	3.1
Transportation	4,112	\$18,697,761	12.1
Travel	898	\$4,083,898	2.6
Health Care	2,667	\$12,128,211	7.9
Entertainment and Recreation	1,503	\$6,835,907	4.4
Personal Care Products & Services	381	\$1,734,509	1.1
Education	722	\$3,284,760	2.1

Smoking Products	259	\$1,178,964	0.8
Lotteries & Pari-mutuel Losses	32	\$146,715	0.1
Legal Fees	98	\$443,580	0.3
Funeral Expenses	45	\$203,950	0.1
Safe Deposit Box Rentals	2	\$9,501	0
Checking Account/Banking Service Charges	21	\$96,288	0.1
Cemetery Lots/Vaults/Maintenance Fees	5	\$22,344	0
Accounting Fees	35	\$158,836	0.1
Miscellaneous Personal Services/Advertising/Fine	34	\$154,015	0.1
Occupational Expenses	28	\$128,690	0.1
Expenses for Other Properties	61	\$277,764	0.2
Credit Card Membership Fees	2	\$9,974	0
Shopping Club Membership Fees	9	\$43,054	0
Support Payments/Cash Contributions/Gifts in Kind	1,082	\$4,919,722	3.2
Life/Other Insurance	184	\$836,446	0.5
Pensions and Social Security	3,345	\$15,210,263	9.9

Source: Consumer Expenditure Surveys, Bureau of Labor Statistics, 2014, Esri Forecasts 2017

Disposable Income by Age (higher incomes shaded for emphasis)

Households by Income	Center City						
	<25	25-34	35-44	44-54	54-64	65-74	75+
Total	284	792	743	787	846	670	426
<\$15,000	120	186	187	202	286	192	186
\$15,000-\$24,999	52	140	137	132	181	176	118
\$25,000-\$34,999	53	149	109	130	127	120	48
\$35,000-\$49,999	29	163	125	109	113	101	39
\$50,000-\$74,999	26	122	126	131	95	53	25
\$75,000-\$99,999	3	25	48	43	25	19	7
\$100,000-\$149,999	1	4	7	32	17	9	1
\$150,000-\$199,999	0	2	2	4	1	0	1
\$200,000+	0	1	1	3	0	0	0
Median Disposable Income	18192	28,819	28,551	28,722	21,619	22,276	16,383
Average Disposable Income	\$24,126	\$33,515	\$35,565	\$38,628	\$29,689	\$28,415	\$22,351

Source: US. Census Bureau, Census 2010, Esri Forecasts for 2017

Retail Market Place Profile Trends

- There are retail gaps in most categories of retail meaning residents need to leave Center City to do their shopping or eating. The largest gaps are in:

Category	Retail Gap
○ General merchandise	\$11.2 million
○ Gasoline	\$7 million
○ Building materials	\$4.9 million
○ Restaurants	\$3 million
○ Grocery	\$3 million
○ Clothing	\$2.9 million

- Economic development efforts should focus on goods and services that will not only meet local demand in Center City, but be a draw for surrounding neighborhoods to reach sufficient sales to support the business
- High traffic routes such as intersections with Lloyd Expressway, US 41 and E. Riverside will both serve the local residents as well as be visible to commuters, visitors and other traffic

The tables below itemize the total retail trade gap summary, and detailed tables for each retail code. Demand is the potential sales based on Center City residents. Supply is the current level of sales of existing businesses in Center City. Retail gap is the difference – demand less supply. A positive gap means that there is excess demand of Center City residents who need to leave the neighborhood to do their shopping. Negative retail gap signifies a surplus of sales, meaning that residents from outside Center City are shopping at Center City stores.

RETAIL SUMMARY	CENTER CITY			
	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Number of Businesses
Total Retail Trade and Food & Drink	\$86,578,604	\$69,373,470	\$17,205,134	62
Total Retail Trade	\$78,291,912	\$64,150,153	\$14,141,759	49
Total Food & Drink	\$8,286,692	\$5,223,317	\$3,063,375	13

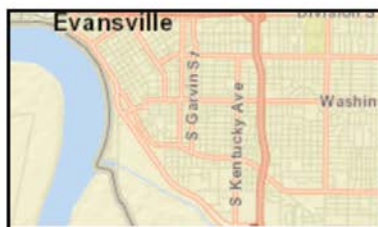
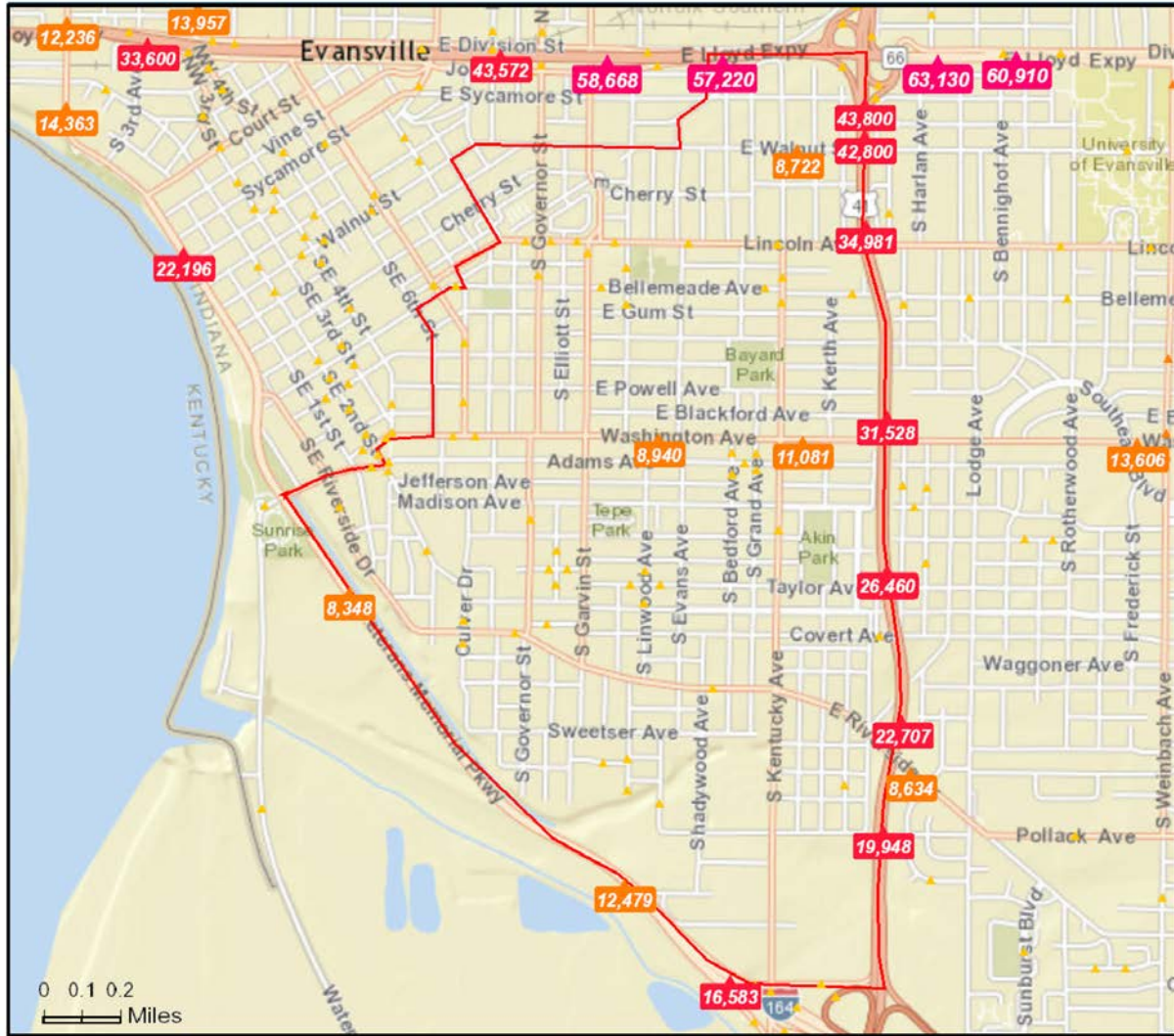
RETAIL CATEGORIES				
	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Number of Businesses
Motor Vehicle & Parts Dealers	\$17,000,996	\$24,060,384	-\$7,059,388	12
Automobile Dealers	\$13,358,002	\$23,113,371	-\$9,755,369	10
Other Motor Vehicle Dealers	\$1,970,904	\$545,817	\$1,425,087	1
Auto Parts, Accessories & Tire Stores	\$1,672,091	\$401,196	\$1,270,895	1
Furniture & Home Furnishings Stores	\$2,276,652	\$1,621,628	\$655,024	2
Furniture Stores	\$1,537,928	\$0	\$1,537,928	0
Home Furnishings Stores	\$738,724	\$1,325,713	-\$586,989	2
Electronics & Appliance Stores	\$2,318,339	\$4,048,130	-\$1,729,791	3
Bldg Materials, Garden Equip. & Supply Stores	\$4,875,585	\$0	\$4,875,585	0
Bldg Material & Supplies Dealers	\$4,561,217	\$0	\$4,561,217	0
Lawn & Garden Equip & Supply Stores	\$314,368	\$0	\$314,368	0
Food & Beverage Stores	\$13,998,876	\$11,030,950	\$2,967,926	10
Grocery Stores	\$12,254,800	\$10,135,818	\$2,118,982	8
Specialty Food Stores	\$652,845	\$641,618	\$11,227	2
Beer, Wine & Liquor Stores	\$1,091,231	\$0	\$1,091,231	0
Health & Personal Care Stores	\$4,981,383	\$10,363,569	-\$5,382,186	5
Gasoline Stations	\$9,324,260	\$1,907,841	\$7,416,419	1
Clothing & Clothing Accessories Stores	\$3,141,135	\$150,230	\$2,990,905	1
Clothing Stores	\$1,913,785	\$130,846	\$1,782,939	1
Shoe Stores	\$633,714	\$0	\$633,714	0
Jewelry, Luggage & Leather Goods Stores	\$593,637	\$0	\$593,637	0
Sporting Goods, Hobby, Book & Music Stores	\$1,708,548	\$1,205,964	\$502,584	3
Sporting Goods/Hobby/Musical Instr Stores	\$1,375,755	\$1,077,290	\$298,465	2
Book, Periodical & Music Stores	\$332,793	\$0	\$332,793	0
General Merchandise Stores	\$13,496,951	\$2,313,417	\$11,183,534	2
Department Stores Excluding Leased Depts.	\$10,105,684	\$0	\$10,105,684	0
Other General Merchandise Stores	\$3,391,268	\$2,313,417	\$1,077,851	2

Miscellaneous Store Retailers	\$3,558,341	\$5,640,154	-\$2,081,813	9
Florists	\$147,358	\$913,981	-\$766,623	1
Office Supplies, Stationery & Gift Stores	\$637,321	\$908,769	-\$271,448	1
Used Merchandise Stores	\$500,007	\$1,132,180	-\$632,173	3
Other Miscellaneous Store Retailers	\$2,273,654	\$2,685,224	-\$411,570	4
Nonstore Retailers	\$1,610,845	\$0	\$1,610,845	0
Electronic Shopping & Mail-Order Houses	\$1,268,863	\$0	\$1,268,863	0
Vending Machine Operators	\$91,681	\$0	\$91,681	0
Direct Selling Establishments	\$250,302	\$0	\$250,302	0
Food Services & Drinking Places	\$8,286,692	\$5,223,317	\$3,063,375	13
Special Food Services	\$208,067	\$0	\$208,067	0
Drinking Places - Alcoholic Beverages	\$296,303	\$58,583	\$237,720	1
Restaurants/Other Eating Places	\$7,782,322	\$5,164,734	\$2,617,588	12

Source: Infogroup, 2017

Traffic Counts

- Retailers will look for locations with high traffic counts that can support their business.
- National franchises will look for traffic counts of 20,000 Average Daily Traffic (ADT).
- Locations at or near intersections with Lloyd Expressway and US 41 will have the best counts.
- Lincoln Ave., Washington Ave., Riverside Drive and Kentucky Ave may have sufficient traffic for neighborhood businesses but should be clustered at key intersections to form business districts with unique character to draw both locals and residents from neighboring areas.



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2017 Kalibrate Technologies

Food and Beverage

Additional analysis was conducted on food stores to determine local businesses, as shown below. As can be seen, national databased identified only four food stores within Center City with a total of \$5.6 million in sales. Looking just outside Center City, there are another seven stores with gross sales of \$42 million. Many Center City residents do not have cars, or only have one car for a household which is typically used for work trips and is not available during the day. A grocery store is needed in Center City, but it will need to be competitive in price and offerings with nearby stores like Save-a-lot and Schnucks to be successful.

Business Name	Street	ZIP Code	Number of Employees	Sales Volume
CENTER CITY GROCERY				
Kelly's Food Market	Madison Ave	47713	3	\$607,000
Riverside Food Market	S Kentucky Ave	47714	3	\$607,000
Super Fresh Clothing & Acces	Lincoln Ave	47714	2	\$405,000
Wesselman's Supermarkets	Lincoln Ave	47713	20	\$4,044,000

TOTAL 28 \$5,663,000

NEARBY GROCERY

Express Mart	E Riverside Dr	47714	2	\$405,000
Grauer Family Foods	S Boeke Rd	47714	2	\$0
Ingles Markets Inc	S Hebron Ave	47714	2	\$405,000
Las Americas Store	S Weinbach Ave	47714	2	\$405,000
Save-a-lot Food Stores	S Weinbach Ave	47714	21	\$4,246,000
Schnucks	Washington Ave	47714	150	\$30,327,000
Simpson's Supermarket	Covert Ave	47714	30	\$6,066,000

TOTAL 209 \$41,854,000

Source: Esri, 2017

Restaurant Market Potential Trends

- The area is well-suited to attract more restaurants.
- Family restaurants or quick service would be a good target market for the type of restaurant for the site to take advantage of the location
- There is also demand for a coffee-house/lunch restaurant that could take advantage of the location that includes commuters to downtown, residents, employees of downtown
- Residents are travelling to restaurants located in other areas of Evansville for national-credit restaurants such as Applebee's and Golden Corral
- Local restaurants that provide affordable, high quality food can capture this demand locally
- Restaurants should be located on well-travelled streets to capture local and regional demand

Product/Consumer Behavior	Center City		
	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	6,032	68.8%	92
Went to family restaurant/steak house 4+ times/mo	2,171	24.7%	90
Spent at family rest/steak hse last 6 months: <\$31	750	8.5%	112
Spent at family rest/steak hse last 6 months: \$31-50	639	7.3%	84
Spent at family rest/steak hse last 6 months: \$51-100	1,279	14.6%	98
Spent at family rest/steak hse last 6 months: \$101-200	811	9.2%	83
Spent at family rest/steak hse last 6 months: \$201-300	322	3.7%	78
Spent at family rest/steak hse last 6 months: \$301+	398	4.5%	74
Fam rest/steak hse/6 months: Applebee's	2,201	25.1%	110
Fam rest/steak hse/6 months: Bob Evans Farms	496	5.7%	153
Fam rest/steak hse/6 months: Buffalo Wild Wings	765	8.7%	91
Fam rest/steak hse/6 months: California Pizza Kitchen	141	1.6%	50
Fam rest/steak hse/6 months: Carrabba's Italian Grill	233	2.7%	80
Fam rest/steak hse/6 months: The Cheesecake Factory	326	3.7%	59
Fam rest/steak hse/6 months: Chili's Grill & Bar	783	8.9%	81
Fam rest/steak hse/6 months: CiCi's Pizza	488	5.6%	141
Fam rest/steak hse/6 months: Cracker Barrel	858	9.8%	94
Fam rest/steak hse/6 months: Denny's	670	7.6%	86
Fam rest/steak hse/6 months: Golden Corral	1,039	11.8%	158
Fam rest/steak hse/6 months: IHOP	761	8.7%	83
Fam rest/steak hse/6 months: Logan's Roadhouse	482	5.5%	147
Fam rest/steak hse/6 months: LongHorn Steakhouse	374	4.3%	87

Fam rest/steak hse/6 months: Olive Garden	1084	12.4%	73
Fam rest/steak hse/6 months: Outback Steakhouse	563	6.4%	70
Fam rest/steak hse/6 months: Red Lobster	1,113	12.7%	110
Fam rest/steak hse/6 months: Red Robin	402	4.6%	71
Fam rest/steak hse/6 months: Ruby Tuesday	454	5.2%	89
Fam rest/steak hse/6 months: Texas Roadhouse	644	7.3%	91
Fam rest/steak hse/6 months: T.G.I. Friday`s	641	7.3%	105
Fam rest/steak hse/6 months: Waffle House	667	7.6%	139

Source: GfK MRI in a nationally representative survey of U.S. households

Business Name	Street	ZIP Code	Number of Employees	Sales Volume
CENTER CITY				
American Healthcare Dynamic	E Walnut St	47714	4	\$642,000
Maglinger Behavioral Health	Lincoln Ave	47714	6	\$626,000
Normal-life of Indiana Inc	S Fares Ave	47714	5	\$412,000
Rescare Homecare	S Fares Ave	47714	419	\$9,556,000
Total			434	\$11,236,000

**NEIGHBORING AREAS SOUTH
OF LLOYD EXPRESSWAY**

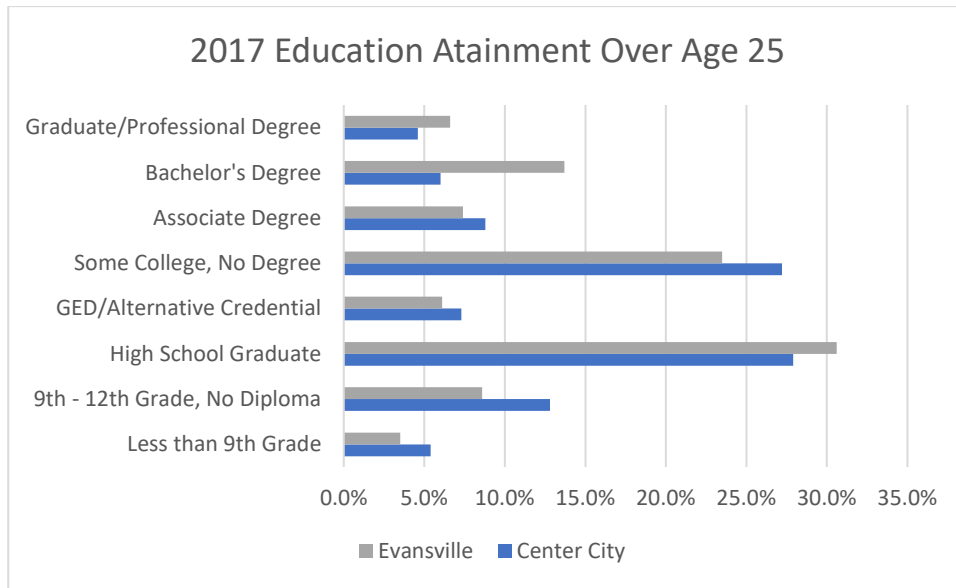
Am Health Evansville Inc	Se 1st St	47708	7	\$626,000
Center-orthotic & Prosthetic		47708	4	\$642,000
Comfort Keepers	Se 3rd St	47708	2	\$165,000
Deaconess Diabetes Ctr	Chestnut St	47713	5	\$522,000
Deaconess Health System Inc	Walnut St	47708	7	\$731,000
Echo Community Health Care	John St	47713	45	\$12,485,000
Hearing Aid Assoc Ltd	S Fairlawn Ave	47714	1	\$161,000
Sage Health Svc Inc	Se 4th St	47713	30	\$0
Scacure Networks Inc	John St	47713	30	\$2,470,000
Transcendent Healthcare	Se 4th St	47713	7	\$731,000
Tri-cap Health Svc	John St	47713	5	\$522,000
Va Medical	E Walnut St	47713	7	\$731,000
Welcome Home	Washington Ave	47714	63	\$5,186,000
Total			213	\$24,972,000

Job Development

- Unemployment is higher in Center City than citywide (6.3% compared with 4.4% of over age 16 unemployed), but is still relatively low compared with other cities of similar size. Underemployment and low wages are reported, however, limiting household income.
- Over half of all employed residents (56%) are employed by the service industries.
- There is still a high blue collar workforce of 27% of both Center City and citywide.
- One of the greatest challenges to raise income levels is the relatively low education rate of Center City residents with over 18% of residents over age 25 without a high school degree.
- Efforts to provide additional education and workforce development will be needed to raise the level of income of Center City households.

2016 Civilian Population 16+ in Labor Force	Center City	Evansville
Civilian Employed	93.7%	95.6%
Civilian Unemployed	6.3%	4.4%
2017 Employed Population 16+ by Industry	Center City	Evansville
Total	4,696	59,140
Agriculture/Mining	0.2%	0.5%
Construction	3.1%	6.0%
Manufacturing	14.7%	14.9%
Wholesale Trade	1.5%	2.4%
Retail Trade	11.8%	14.1%
Transportation/Utilities	5.0%	4.6%
Information	2.0%	2.4%
Finance/Insurance/Real Estate	3.7%	5.4%
Services	56.5%	48.0%
Public Administration	1.5%	1.8%
2017 Employed Population 16+ by Occupation	Center City	Evansville
Total	4,697	59,139
White Collar	36.8%	51.0%
Management/Business/Financial	4.0%	8.3%
Professional	12.1%	17.2%
Sales	7.9%	11.1%
Administrative Support	12.8%	14.5%

Services	36.1%	21.7%
Blue Collar	27.1%	27.2%
Farming/Forestry/Fishing	0.2%	0.2%
Construction/Extraction	3.2%	6.0%
Installation/Maintenance/Repair	2.6%	3.2%
Production	10.9%	10.1%
Transportation/Material Moving	10.1%	7.7%



2017 Population 25+ by Educational Attainment	Center City	Evansville
Total	7,510	84,327
Less than 9th Grade	5.4%	3.5%
9th - 12th Grade, No Diploma	12.8%	8.6%
High School Graduate	27.9%	30.6%
GED/Alternative Credential	7.3%	6.1%
Some College, No Degree	27.2%	23.5%
Associate Degree	8.8%	7.4%
Bachelor's Degree	6.0%	13.7%
Graduate/Professional Degree	4.6%	6.6%

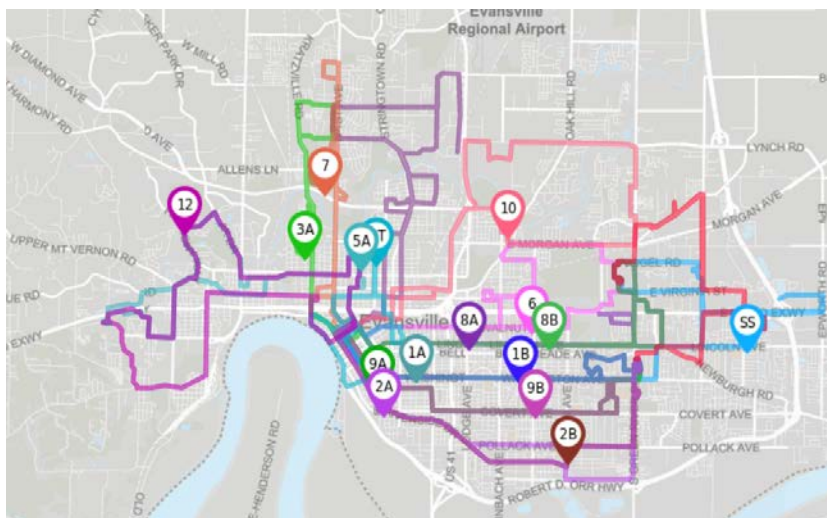
Source: US. Census Bureau, Census 2010, Esri Forecasts for 2017

Transportation

- Three-quarters of residents drive alone to work, while 12% car pool and 6% take public transportation & bus.
- Several routes cross Center City, but the routes are focused on downtown requiring a transfer to get to many jobs.
- Jobs are spread throughout the North Side of Evansville and to the east of Center City.
- This can require two to three buses to get to work.
- Limited hours make bus transportation infeasible for many workers.
- Efforts to increase ease of car pooling (e.g. market a car sharing app / text / or web site) could help additional residents obtain work or better jobs
- Bike coops, bike sharing and car sharing would also benefit residents

	CENTER CITY	
Transportation to Work (Over Age 16)	Number	Percent
Total	4,024	100.0%
Drove alone	2986	74.20
Carpooled	490	12
Public transportation	226	6
Taxicab	7	0.20
Motorcycle	3	0.1
Bicycle	65	1.6
Walked	143	3.6
Other means	15	0.4
Worked at home	88	2.2

Source, American Community Survey 2010-2014



Market Segments

- Market segments help businesses target their customers. The highest “Tapestry” market segments in Center City representing 92% of all Center City households are:

○ Aspirational (8G)	41%
○ Traditional Living (12B)	16%
○ City Commons (11E)	14%
○ Set to Impress (11D)	11%
○ <u>Family Foundations (12A)</u>	<u>9%</u>
Total	92%
- Retailers understand the tapestry markets, often targeting those who shop in the stores or eat in their restaurants based on the right market segment, rather than shooting for higher income levels that do not meet the consumer behavior they are seeking for their businesses

Aspirational Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

Traditional Living - Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

City Commons is one of Tapestry’s youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college.

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government.