CITY OF HENDERSONVILLE
BUSINESS ADVISORY COMMITTEE

City Hall – 2nd Floor Meeting Room | 160 6th Avenue E. | Hendersonville NC 28792
Monday, November 20, 2023 – 11:30 AM

MINUTES

Present: Chair Ken Gordon, Jay Egolf, Vice-Chair Rebecca Waggoner, John Stevens, Chris Cormier, Sarah Cosgrove, Adam Justus, Cam Boyd, Jen Hensley, Brittany Brady

Staff Present: City Manager John Connet, City Clerk Jill Murray, Community Development Director Lew Holloway, Planning Projects Manager Matt Manley, Communications Manager Allison Justus, Budget Manager Adam Murr

Others Present: Lorna Allen, Bolton & Menk; Grant Meacci, Bolton & Menk; Ben Hitchings, Green Heron Planning; Meg Nealon, Nealon Planning; Jenn Gregory, Retail Strategies / Downtown Strategies

1. CALL TO ORDER

Chairman Ken Gordon called the meeting to order at 11:37 a.m. and welcomed those present.

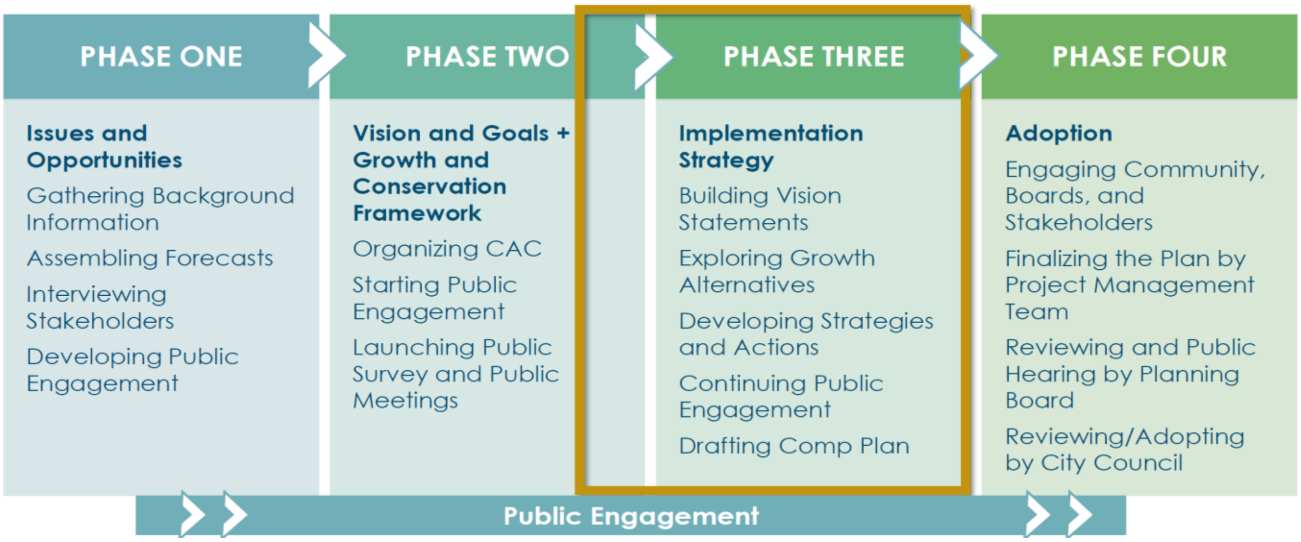
2. NEW BUSINESS

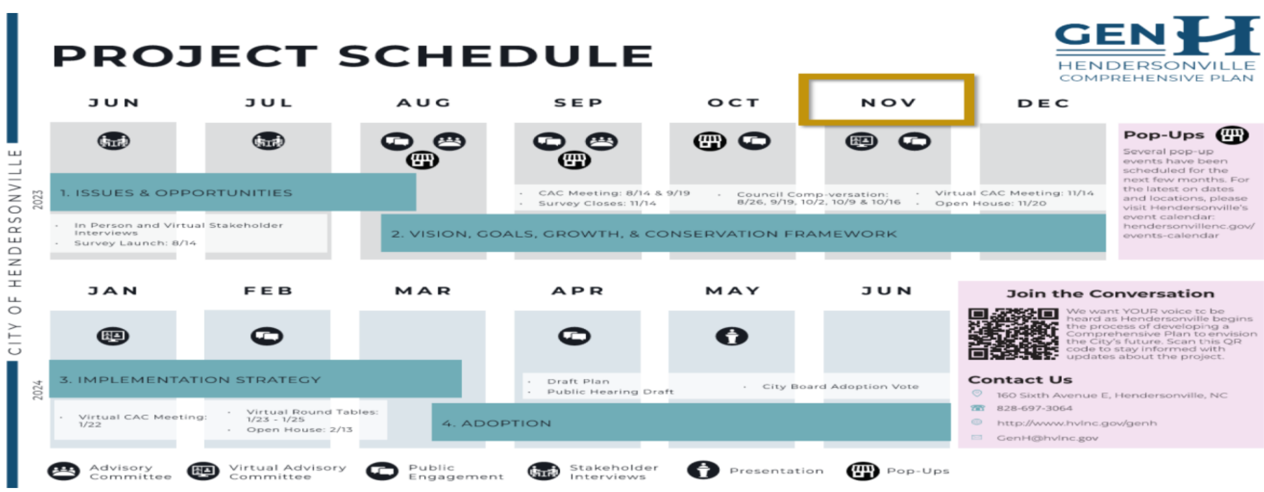
A. Generation H Comprehensive Plan Discussion - *Matt Manley, Planning Projects Manager*

The consultants and the board introduced themselves to each other and then each consultant took turns going over both PowerPoint presentations and answering questions.

PROJECT UPDATE

PROJECT PHASES





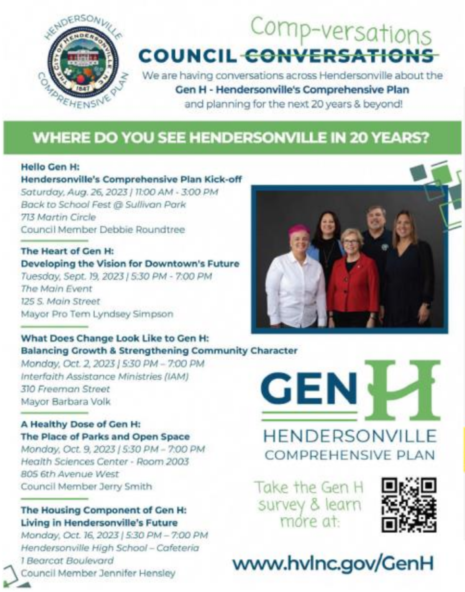
PROJECT ENGAGEMENT

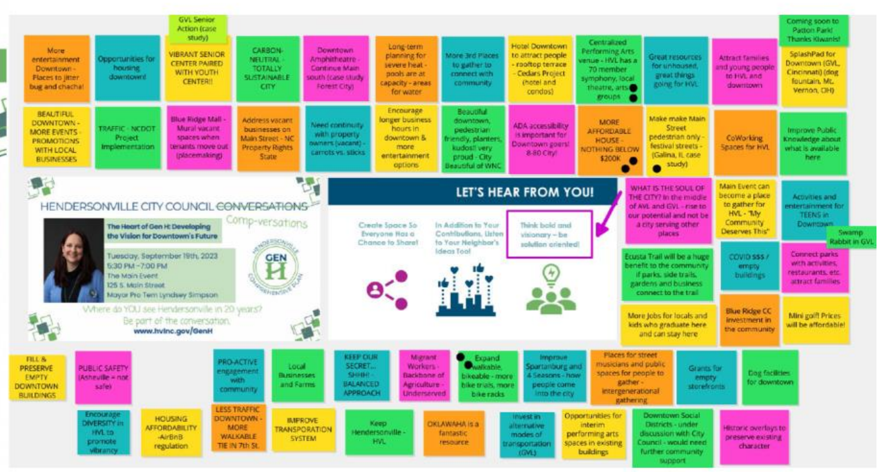
STAKEHOLDER INTERVIEWS

Key Themes

- Balancing growth with hometown character
- Effects of growth: traffic, affordable housing, natural environment loss
- Workforce availability
- Direct growth in corridors and preserve environmentally sensitive areas
- Community health (mental, physical, spiritual)
- Opportunities to improve mobility and connectivity through parks, trails, and greenway networks

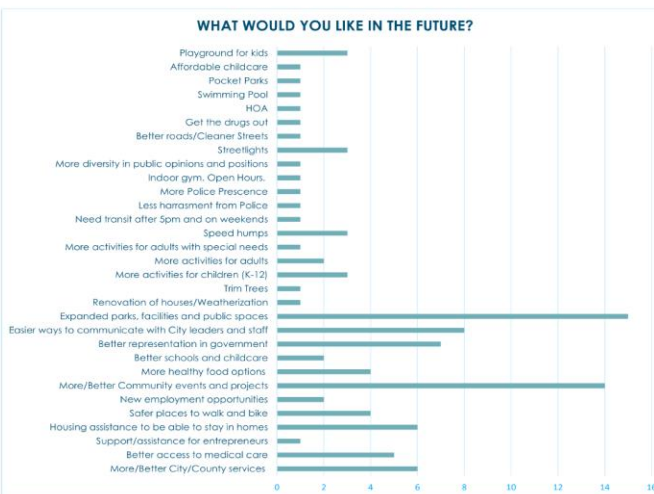
Council Comp-versations

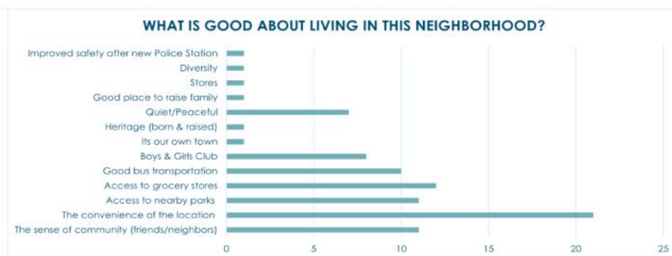


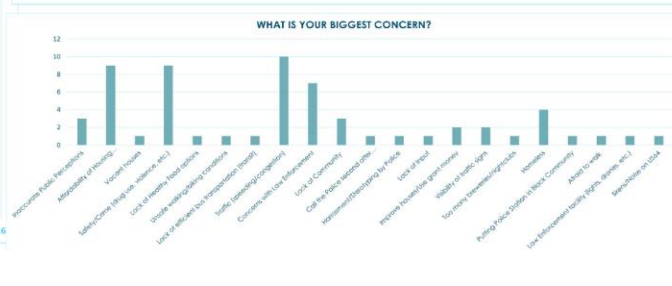


Pop-Ups, Presentations, Round Tables

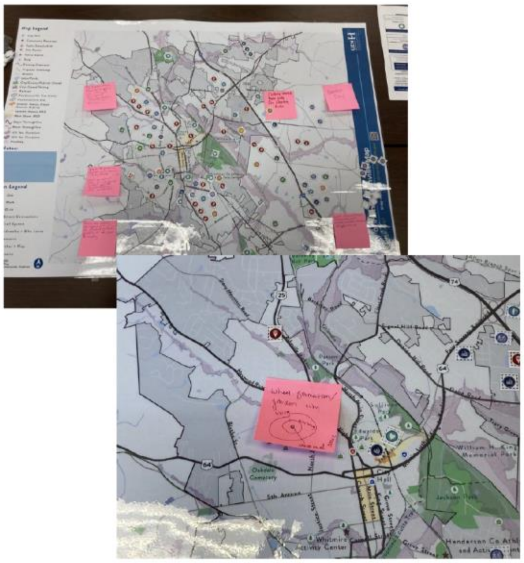
Neighborhood Canvas: Green Meadows

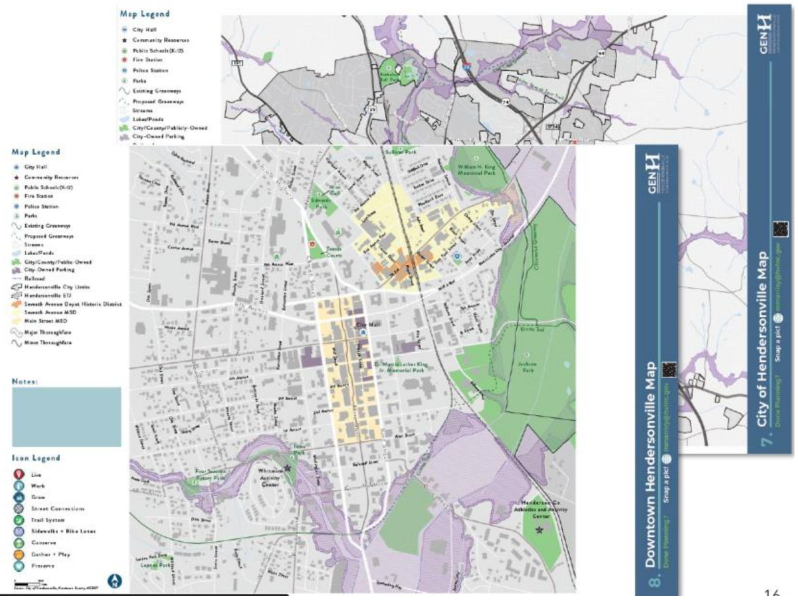






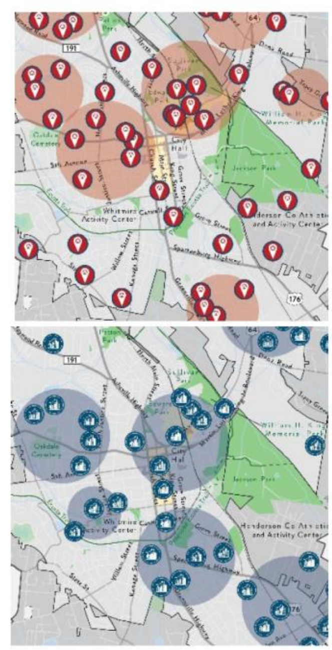
MEETINGS “TO GO”





Gen H Comprehensive Plan

Meetings “TO GO”



Gen H Comprehensive Plan

SURVEYS CLOSED 11/14

Key Issues – Student Survey

1. Housing
2. Effects of Population Growth
3. Access to quality goods and services
4. Economic Development
5. Community Resources

Gen H - Comprehensive Plan - HCPS Student Survey

Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
438	227	9,737	384	83

1. As you look into the future, what are the top three things you are most concerned about for Hendersonville?

52%	Housing (affordability, availability, variety – for sale/rent, houses, apartments, etc.)	105 ✓
37%	Effects of Population Growth (increased traffic, sprawl, etc.)	75 ✓
30%	Access to Quality Goods and Services (shopping, dining, entertainment, etc.)	60 ✓
29%	Economic Development (jobs, workforce, small business support, etc.)	59 ✓
23%	Community Resources (for youth, aging population, homeless population, etc.)	46 ✓
21%	Community Health (physical, mental, and spiritual)	42 ✓
20%	Community Safety and Appearance (crime, vacant/underutilized buildings, etc.)	41 ✓
19%	Quality Education (early childhood, K-12, higher education, continuing, etc.)	39 ✓
18%	Environmental Health (climate, tree canopy, water quality, etc.)	37 ✓
14%	Safe, Efficient Transportation Options (vehicle, bike, pedestrian, transit, etc.)	28 ✓
13%	Diversity, Equity & Inclusion	27 ✓
10%	Parks, Trails & Recreation (proximity to, quality, etc.)	20 ✓
5%	Water/Sewer/Utilities (capacity, quality, etc.)	11 ✓
0%	Other (write-in)	1 ✓

Gen H - Comprehensive Plan Survey

Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
10,008	4,087	153,122	9,270	1,429

1. As you look into the future, what are the top three things you are most concerned about for Hendersonville?

52%	Effects of Population Growth (increased traffic, sprawl, etc.)	1831 ✓
34%	Housing (affordability, availability, variety – for sale/rent, houses, apartments, etc.)	1186 ✓
30%	Community Safety and Appearance (crime, vacant/underutilized buildings, etc.)	1040 ✓
26%	Environmental Health (climate, tree canopy, water quality, etc.)	897 ✓
21%	Quality Education (early childhood, K-12, higher education, continuing, etc.)	749 ✓
20%	Parks, Trails & Recreation (proximity to, quality, etc.)	706 ✓
17%	Economic Development (jobs, workforce, small business support, etc.)	607 ✓
17%	Community Resources (for youth, aging population, homeless population, etc.)	605 ✓
16%	Access to Quality Goods and Services (shopping, dining, entertainment, etc.)	550 ✓
15%	Water/Sewer/Utilities (capacity, quality, etc.)	511 ✓
14%	Community Health (physical, mental, and spiritual)	476 ✓
12%	Safe, Efficient Transportation Options (vehicle, bike, pedestrian, transit, etc.)	436 ✓
11%	Diversity, Equity & Inclusion	372 ✓
6%	Other (write-in)	224 ✓

Key Issues – General Survey

1. Effects of Population Growth
2. Housing
3. Community Safety and Appearance
4. Environmental Health
5. Quality Education

Why people visit

General

9. If you spend time in downtown, select all the reasons you come here:

84%	Dine	2821 ✓
71%	Events (i.e., parade, festival, art show, cruise-in)	2384 ✓
66%	Shop	2226 ✓
31%	Recreate	1048 ✓
26%	Government offices (i.e., Courthouse for services, City Hall to pay bill)	883 ✓
21%	Exercise	696 ✓
17%	Work	573 ✓
14%	Live	479 ✓
7%	Other (write-in)	242 ✓

Student

9. If you spend time in downtown, select all the reasons you come here:

71%	Events (i.e., parade, festival, art show, cruise-in)	130 ✓
69%	Dine	125 ✓
68%	Shop	124 ✓
27%	Work	50 ✓
25%	Recreate	45 ✓
17%	Exercise	31 ✓
16%	Live	30 ✓
7%	Government offices (i.e., Courthouse for services, City Hall to pay bill)	13 ✓
5%	Other (write-in)	9 ✓

Improvements

General

10. What are your top three improvements for downtown?

60%	Historic preservation/reuse of existing buildings/façade improvements, building maintenance	1996 ✓
39%	New and/or improved public spaces/parks (plazas, greenspace, ampitheater, etc.)	1306 ✓
38%	Safe/improved pedestrian and bike connections in and to downtown from neighborhoods (sidewalks, crosswalks, crossing signals, bike lanes)	1262 ✓
25%	Additional public parking or dedicated employee parking	832 ✓
24%	Businesses with better/longer hours of operation	799 ✓
21%	Additional public restrooms	711 ✓
17%	Additional festivals, events, and programs in downtown	557 ✓
14%	Other (write-in)	465 ✓
13%	Landscaping (plantings, street trees)	434 ✓
11%	Seating, especially in the shade, and street furnishings (i.e. trash cans)	382 ✓
8%	Lighting (street lighting, pedestrian lighting, decorative lighting)	250 ✓
5%	More/better public art	177 ✓

Student

10. What are your top three improvements for downtown?

41%	Safe/improved pedestrian and bike connections in and to downtown from neighborhoods (sidewalks, crosswalks, crossing signals, bike lanes)	75 ✓
39%	Historic preservation/reuse of existing buildings/façade improvements, building maintenance	71 ✓
38%	New and/or improved public spaces/parks (plazas, greenspace, ampitheater, etc.)	70 ✓
37%	Additional festivals, events, and programs in downtown	68 ✓
28%	Additional public parking or dedicated employee parking	51 ✓
24%	Businesses with better/longer hours of operation	43 ✓
24%	Landscaping (plantings, street trees)	43 ✓
14%	Lighting (street lighting, pedestrian lighting, decorative lighting)	26 ✓
14%	Seating, especially in the shade, and street furnishings (i.e. trash cans)	26 ✓
12%	More/better public art	22 ✓
12%	Additional public restrooms	21 ✓
2%	Other (write-in)	4 ✓

Needs

General

11. What types of places does downtown Hendersonville need (or need more of)?

46%	Cultural and entertainment venues (theaters, galleries, etc.)	1473 ✓
39%	Dining, food service	1262 ✓
35%	Places to exercise, recreate (parks)	1132 ✓
32%	Housing (townhomes, condos, lofts)	1016 ✓
28%	Specialty shops, boutiques	910 ✓
25%	Events (parade, festival, art show, live music)	819 ✓
18%	Grocery stores, drug stores	565 ✓
15%	Workspaces, studio spaces	496 ✓
13%	Other (write-in)	414 ✓
9%	Government offices (US Post Office, City Hall to pay bill)	298 ✓
7%	Services (hair/nail salons, tax prep, FedEx)	229 ✓

Student

11. What types of places does downtown Hendersonville need (or need more of)?

56%	Cultural and entertainment venues (theaters, galleries, etc.)	98 ✓
43%	Events (parade, festival, art show, live music)	76 ✓
42%	Dining, food service	73 ✓
39%	Places to exercise, recreate (parks)	68 ✓
37%	Specialty shops, boutiques	65 ✓
36%	Housing (townhomes, condos, lofts)	63 ✓
22%	Workspaces, studio spaces	39 ✓
20%	Services (hair/nail salons, tax prep, FedEx)	35 ✓
17%	Grocery stores, drug stores	30 ✓
6%	Government offices (US Post Office, City Hall to pay bill)	10 ✓
2%	Other (write-in)	4 ✓

Survey Results

Key Themes

Vibrant, Charming, Quaint, Pleasant, Lovely

Friendly (Family & Dog)

Safe, Walkable

- Great main street
- Mainstreet USA
- Attractive downtown with lots of old, architecturally interesting buildings and businesses
- Great, eclectic, unique restaurants, shopping and dining.
- Nice variety of festivals.
- Going downtown is like a trip from the past.

- A small version of downtown Naperville Illinois;
- A smaller Franklin, TN in the mountains of NC
- Similar to Beaufort, SC .
- I wish Main St. looked more like Helen, GA or Greenville, SC

Survey Results

Key Themes

- Very nice downtown , as long as you're here on vacation.
- Selection/quality of shops and restaurants might be ok for tourists visiting for a weekend but not full-time residents
- Touristy shops and restaurants. Few other shopping opportunities
- Touristy shops that have replaced art galleries, bookstores and fine dining, Increased vacancies.
- Lacking any decent stores or any longevity for small businesses-Rent $$
- No comedy clubs, museums, Not enough housing
- Big-city conveniences outside the downtown area.
- Too much attention to Main St., not enough done other areas. A town that spends 75% of it's budget on it's Main Street area once every three years
- Replace unsightly molder fountain at Main St. with mention of Tom Orr and others.
- The parking deck off Main St was a great waste of money... SHOULD have free parking
- There are WAY TOO MANY downtown street closures.
- Main street closes at 5pm

Touristy

Closes early, Not much to do

Parking, Homeless

Survey Results

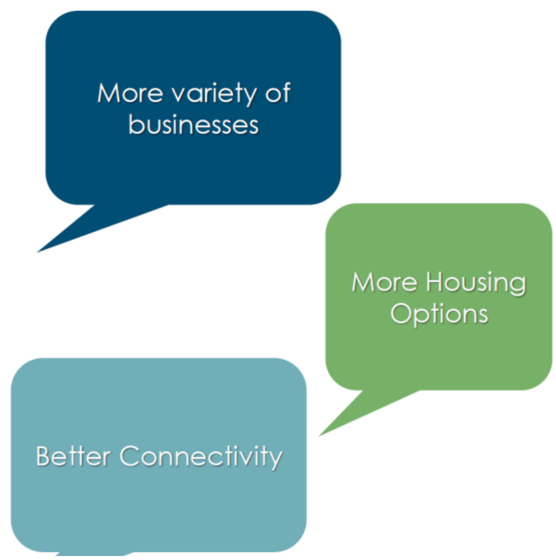
Ideas for the future

- Music venues, outdoor amphitheaters, and concert halls, Performing arts centers, theaters, auditoriums
- Recreational activity spaces for youth in the community (splash pads, science museums, playgrounds, movie theaters, pickleball courts, skateboard parks, bowling alleys, skating rinks, putt-putt places, and photogenic art walls and spaces, community gardens)
- Recreational activity spaces oriented toward older adults (sculpture gardens, community gardens, libraries, green spaces with chess tables and other games, soda shops, senior centers, art galleries and museums, water features)
- More events and festivals that can create more community for residents and attract visitors to a vibrant downtown.
- A community green space and park downtown that can hold large events and food trucks
- A completion of the Ecusta Trail and Saluda Trail, connectivity between existing trails and greenways to each other, downtown, and other neighborhoods and parks
- Expansion and continuation of a trail and greenway network
- Increase of bicycle lanes, infrastructure, and activities throughout the town
- LGBTQ center, safe spaces, and events
- A pedestrian main street and other additional streets that prohibit vehicles, and an increase of sidewalks and walkability

Survey Results

Ideas for the future

- Supermarkets, wholesalers, and grocery stores such as Costco, Trader Joe's, Target, Whole Foods, and Lidl
- More of a variety of dining and shopping options that accommodate all demographics
- adding forms of hospitality and hotels to be in the downtown
- Increase of bicycle lanes, infrastructure, and activities throughout the town
- More jobs and industries, and affordable housing
- Minor league baseball team or other sporting teams
- Free trollies and public transit throughout the town
- Revitalization of abandoned buildings, run-down malls and shopping centers, and train station
- More affordable housing and accessible jobs
- More night life with late night dining and businesses that have activities in late evenings



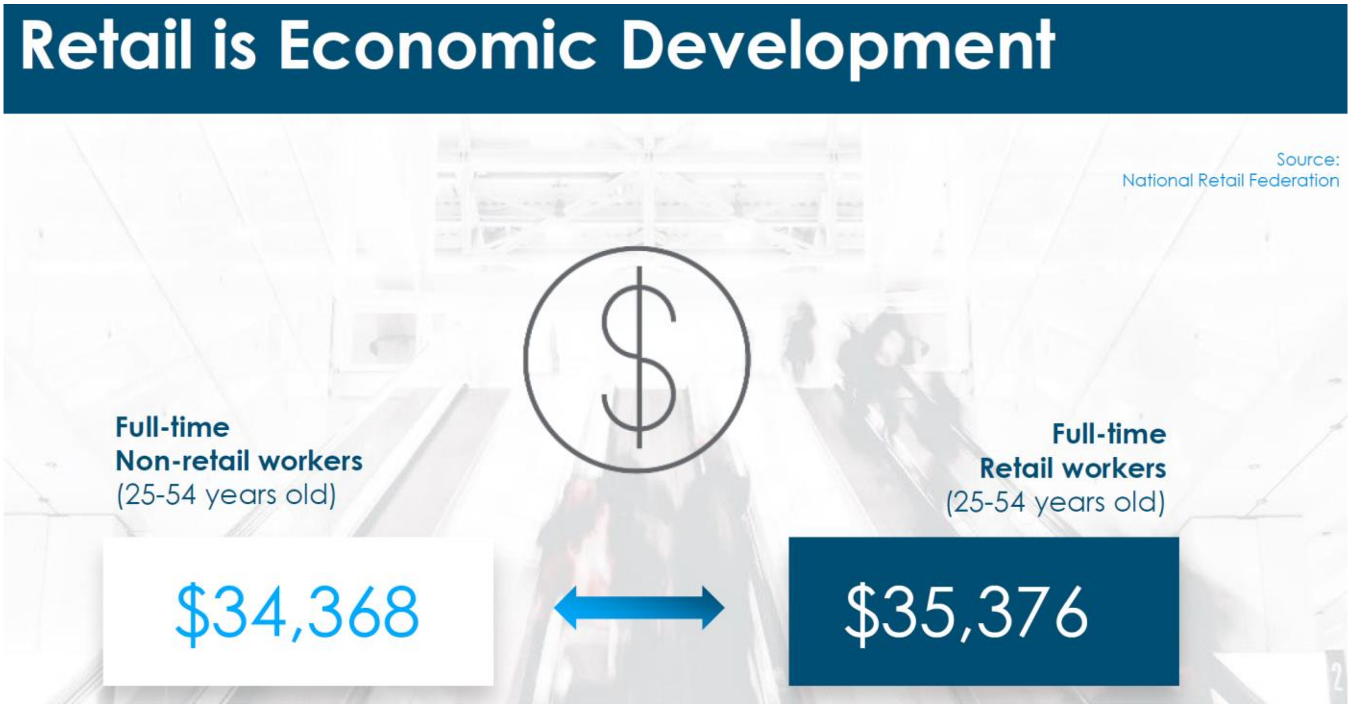
GEN H
HENDERSONVILLE COMPREHENSIVE PLAN

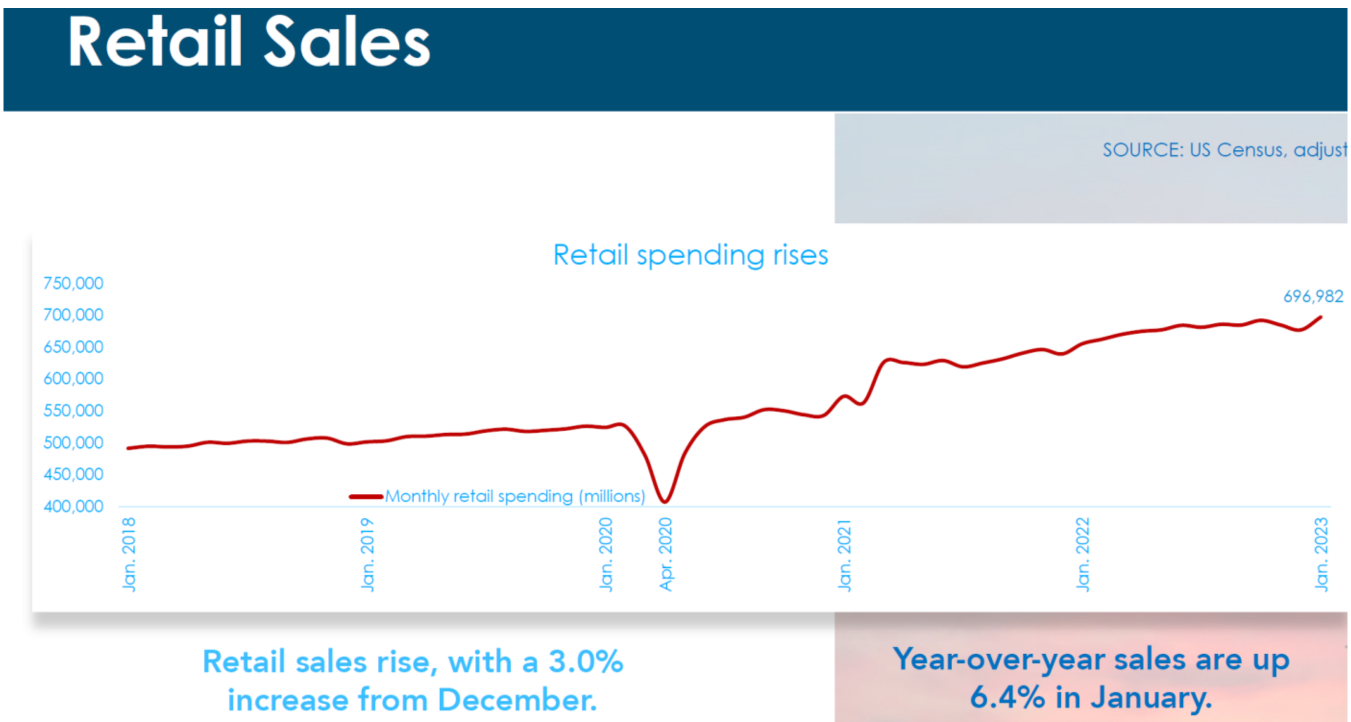
Demographic Market Analysis
September 13, 2023

Research Partners

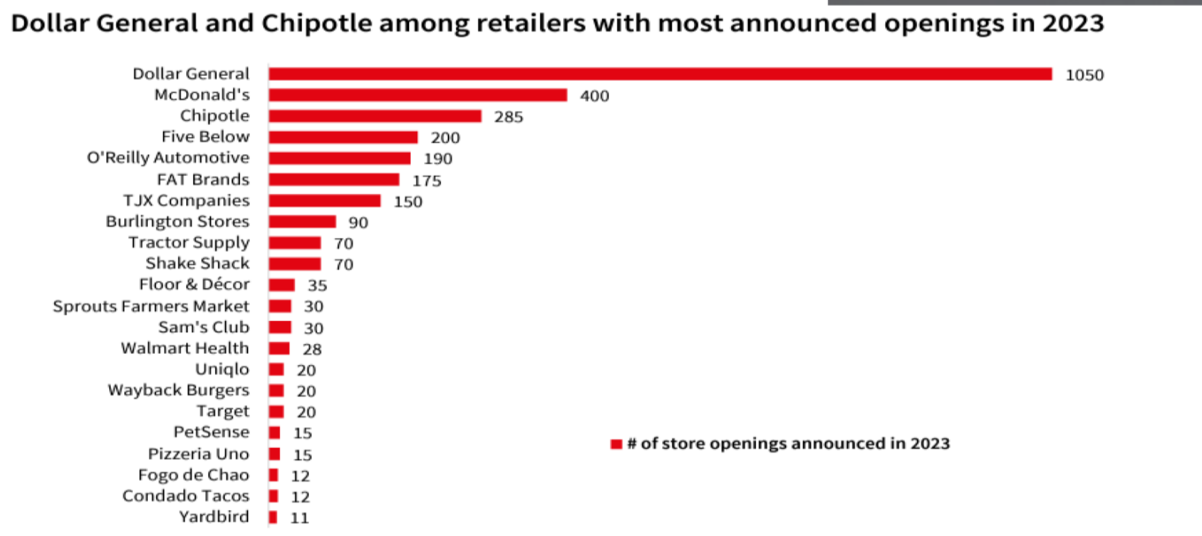
Research Sources

Retail is Economic Development


Retail is Economic Development
Source:
National Retail Federation
Full-time
Non-retail workers
(25-54 years old)
$34,368
Full-time
Retail workers
(25-54 years old)
$35,376


Retail Sales
SOURCE: US Census, adjust
Retail spending rises
750,000
700,000
650,000
600,000
550,000
500,000
450,000
400,000
696,982
Monthly retail spending (millions)
Jan. 2018
Jan. 2019
Jan. 2020
Apr. 2020
Jan. 2021
Jan. 2022
Jan. 2023
Retail sales rise, with a 3.0% increase from December.
Year-over-year sales are up 6.4% in January.

National Retailer Expansions in 2023



Source: PNC Creditntell, JLL Research

New Store Openings

100+ LOCATIONS

New Store Openings

20 – 99 LOCATIONS

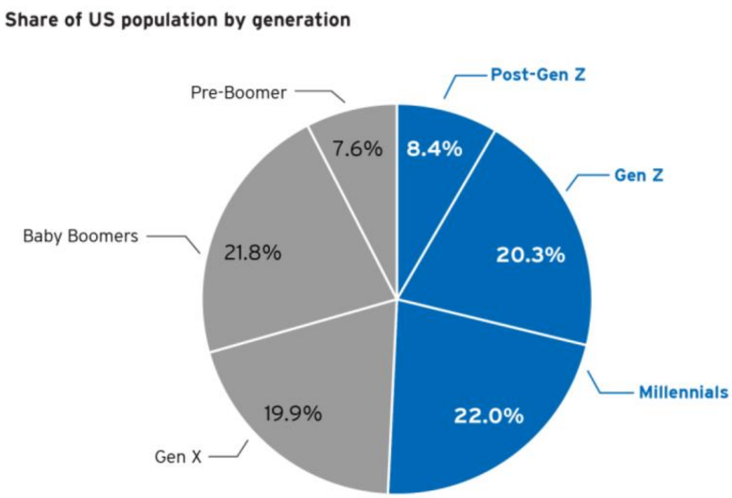
WHOLE FOODS MARKET
Rutter's Why Go Anywhere Else?
SHAKE SHACK
yesway
planet fitness
COSTCO WHOLESALE
ROSS DRESS FOR LESS
popshelf
target
Bojangles
ULTA BEAUTY
NICK THE GREEK SOUVLAKI & GYRO HOUSE

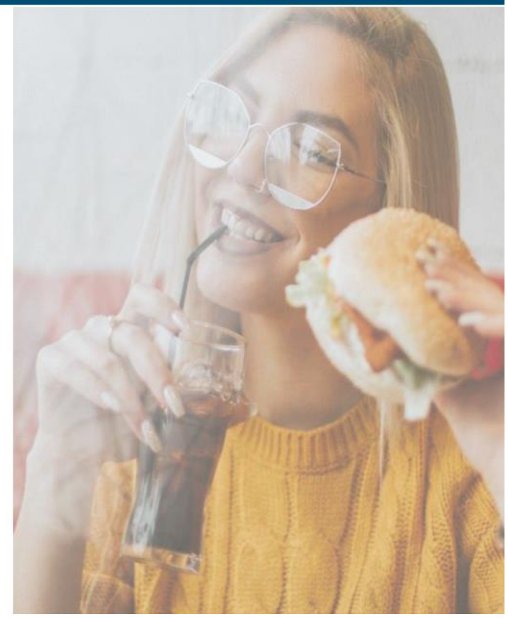
New Store Openings

25 – 49 LOCATIONS

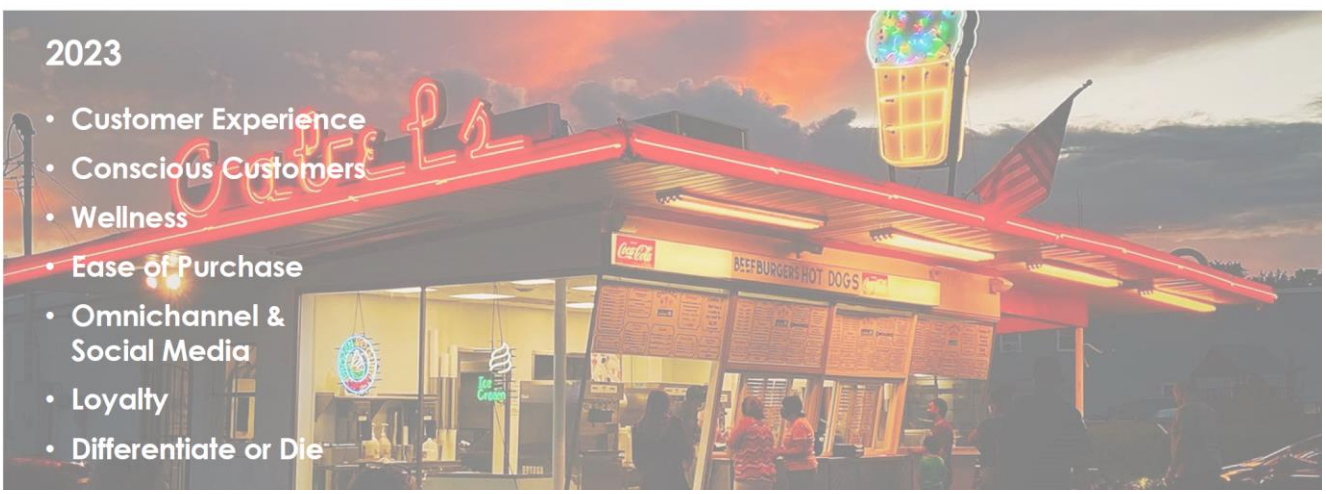
BAD ASS COFFEE OF HAWAII
SALAD AND GO
GREEN DISTRICT a salad spot
BARNES & NOBLE
CRISP & GREEN
sweetgreen

Millennials & the Future Consumer





Retail Trends



Electric Vehicles

Market Research & Analysis

Market Analysis

The information covered in this document represents the key highlights for your community from a data and analytics perspective.

- Mobile Data Collections
- Customized Trade Area Analysis
- Demographic Overview
- Retail GAP Analysis
- Tapestry Lifestyle Segmentation

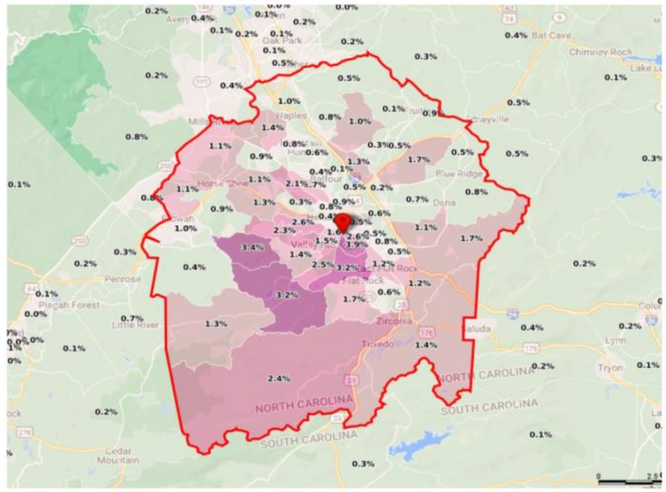
Mobile Data Collection

Mobile data tracking uses **data collected from mobile phone users** who have agreed within their apps and phone settings to enable location information. This technology includes mobile phone data with **latitude and longitude points** that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours.

The data shown **includes shoppers who visited the defined location** during a 1-year time period. This tool allows us to identify where consumers are actually coming from to shop in your market (Custom Trade Area) using actual data

The location tracked was Publix

For the time period of August 2022 - August 2023



Publix

Location Name	Publix	**Estimated Annual Visits**	96,886
Address	635 Greenville Hwy	**Repeat Visitors**	43%
City, State	Hendersonville, NC	**Tourist Visits**	8.6%
Category	Grocery	**Average Distance From Home**	4.91 mi
Brand	Publix	**Average Dwell Time**	22 min

Custom Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings, and drive time areas are a start.

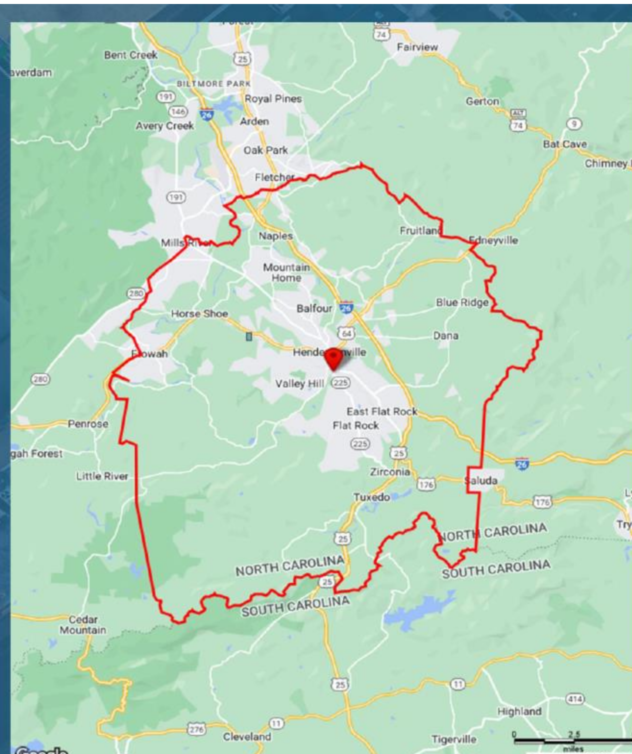
A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month.

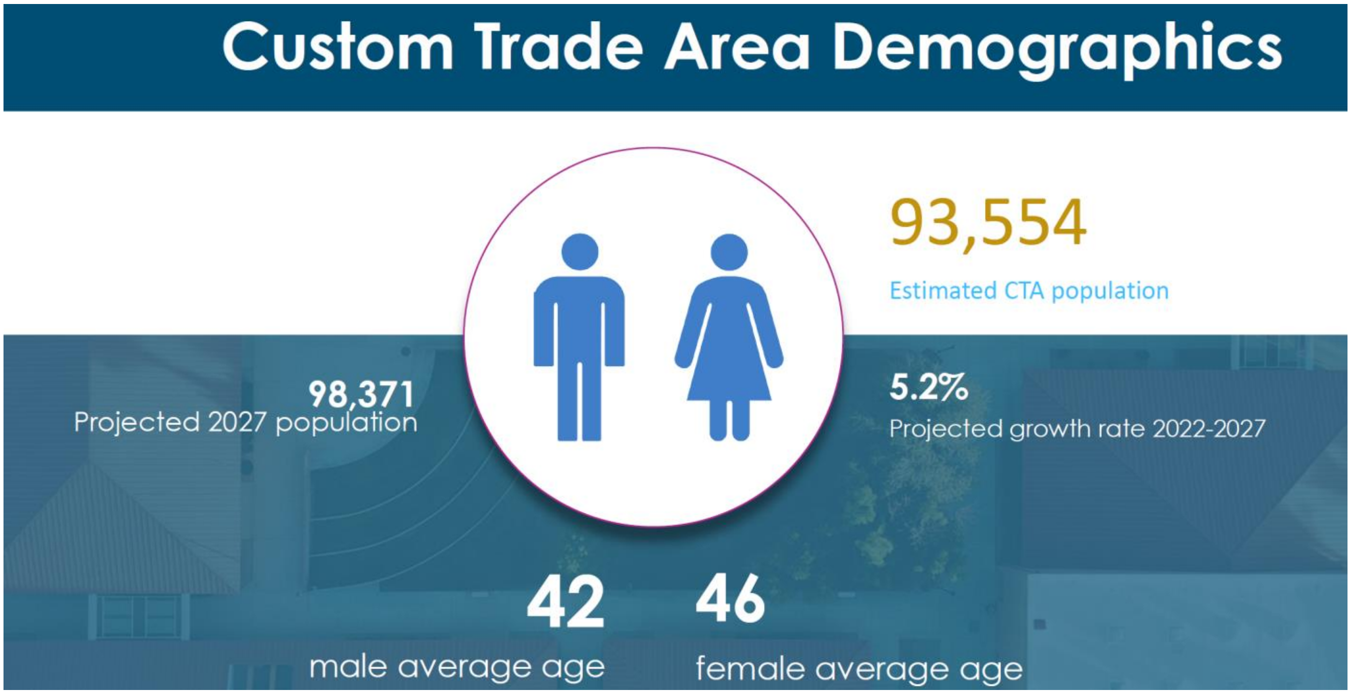
Your trade area has been created by combining a series of drive times, mobile data analysis, geographic boundaries, and proximity to neighboring shopping destinations.

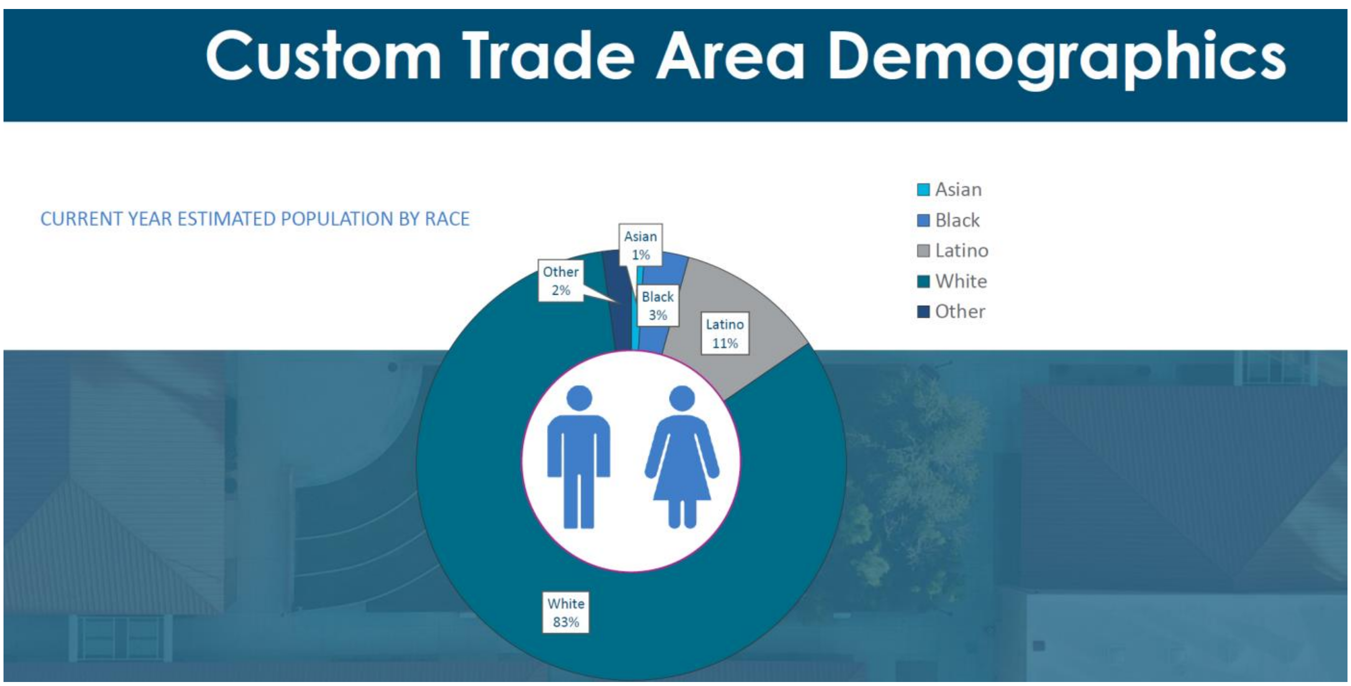
*The following demographics reflect the Custom Trade Area (CTA) and not geographic community boundaries.

Hendersonville, NC (CTA)*

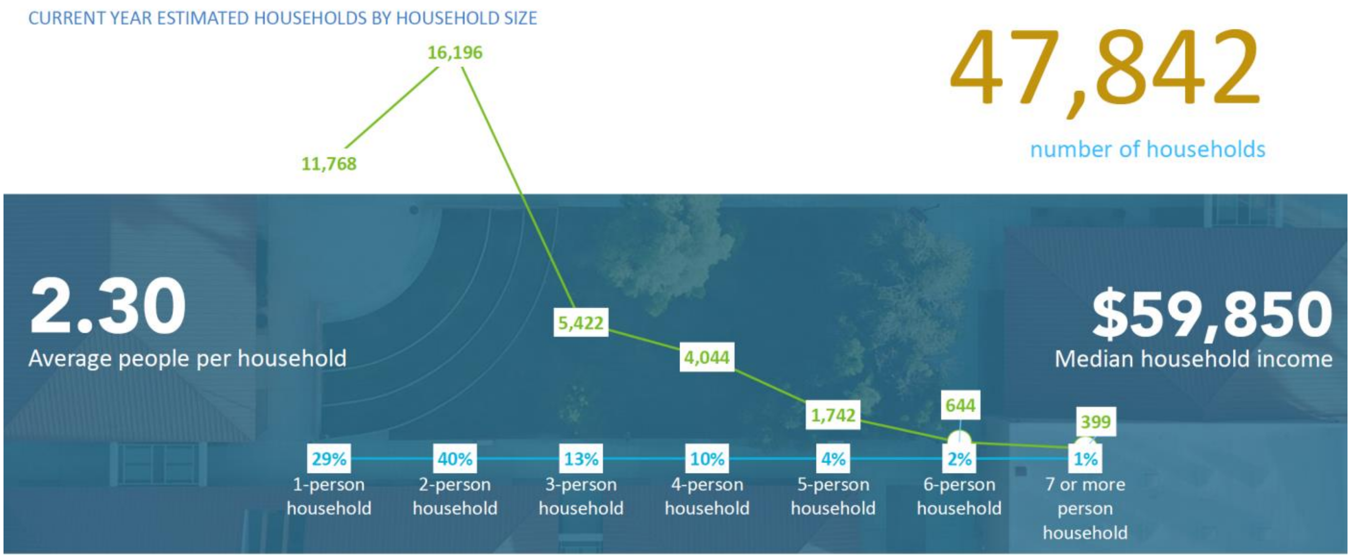
Population – 93,554



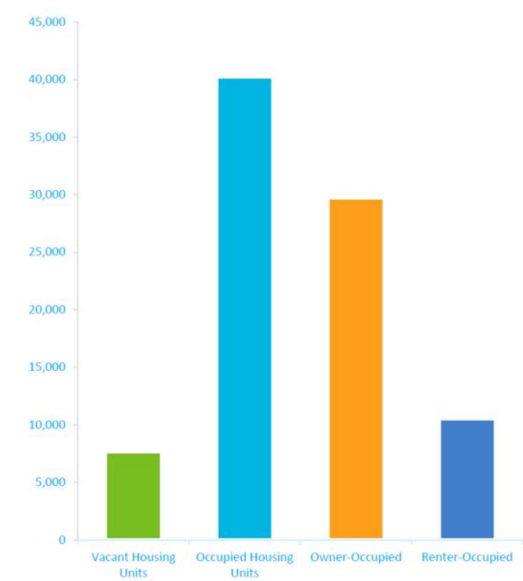

Custom Trade Area Demographics
93,554
Estimated CTA population
98,371
Projected 2027 population
5.2%
Projected growth rate 2022-2027
42
male average age
46
female average age

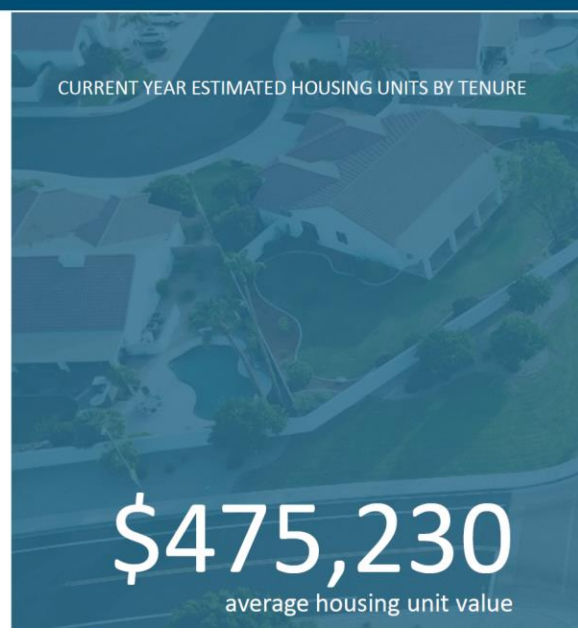

Custom Trade Area Demographics
CURRENT YEAR ESTIMATED POPULATION BY RACE
Asian
Black
Latino
White
Other
Asian 1%
Other 2%
Black 3%
Latino 11%
White 83%

Custom Trade Area Demographics

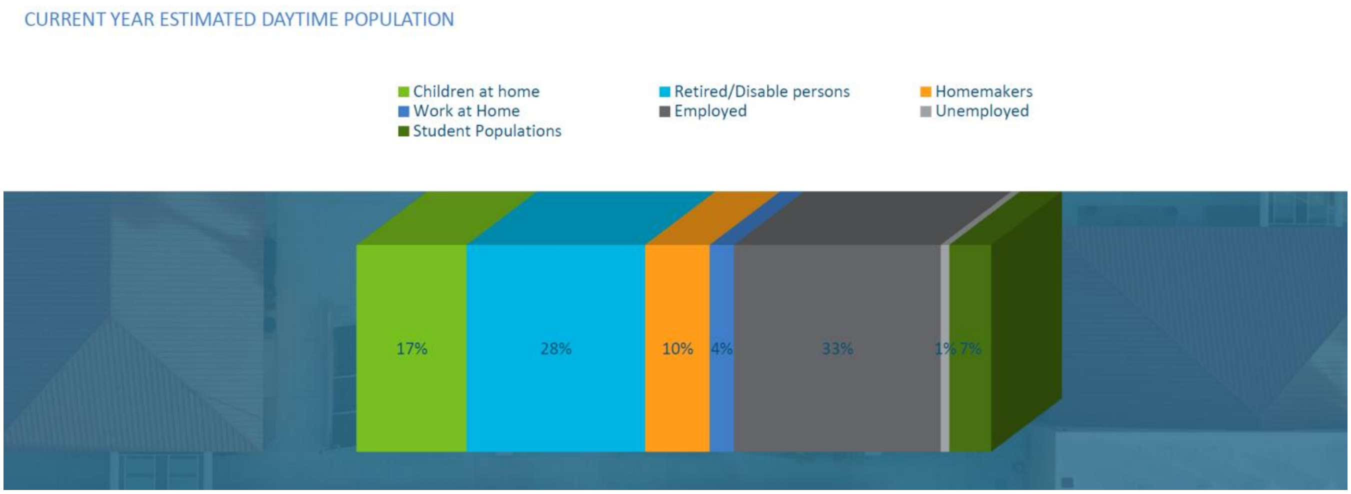


Custom Trade Area Demographics

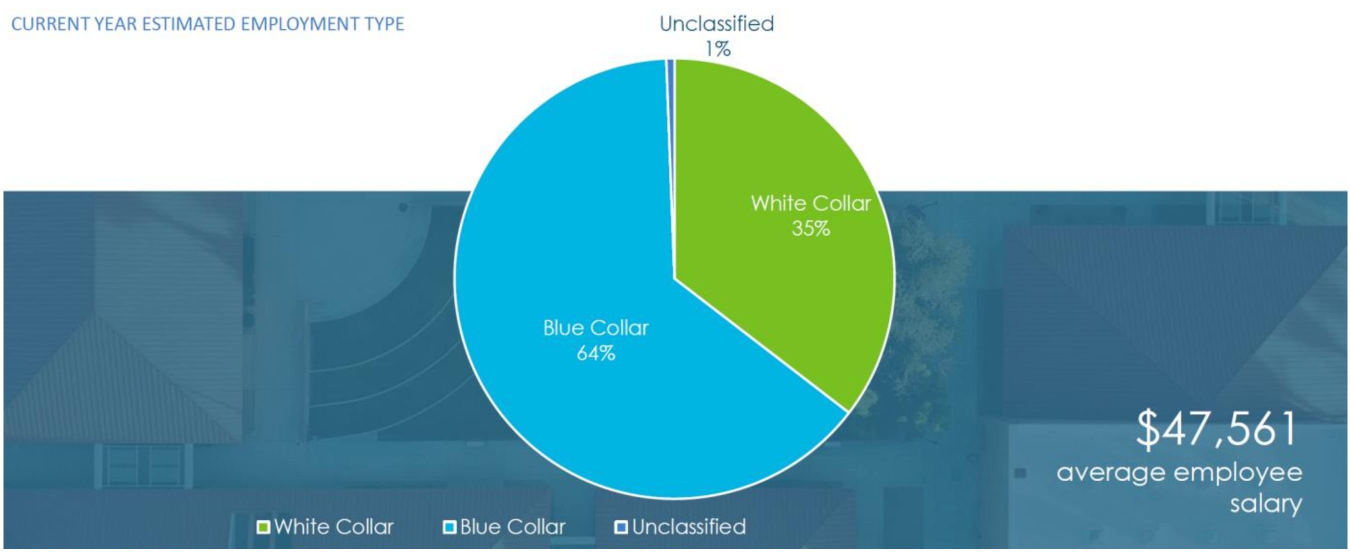




Custom Trade Area Demographics

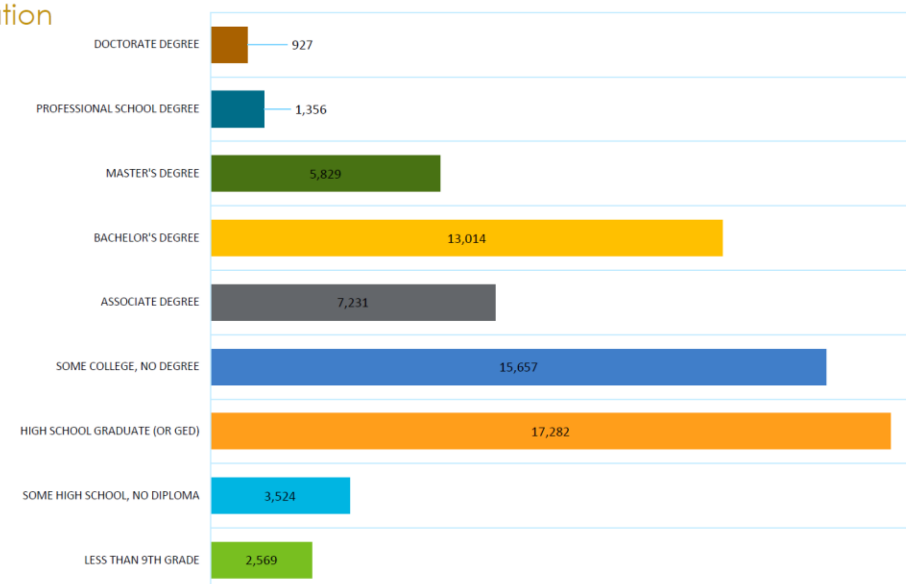


Custom Trade Area Demographics



Custom Trade Area Demographics

Current Year Estimated Population
Age 25+ by
Educational Attainment



GAP Analysis

Retail Strategies uses STI:PopStats as our provider of the Consumer Demand and Supply by Establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

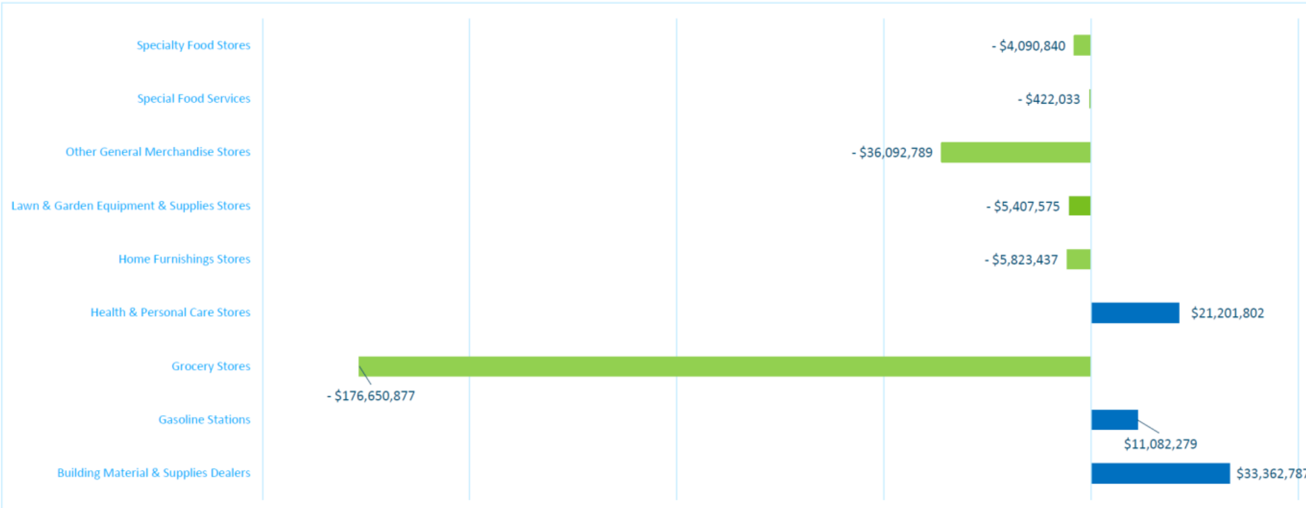
The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus)for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

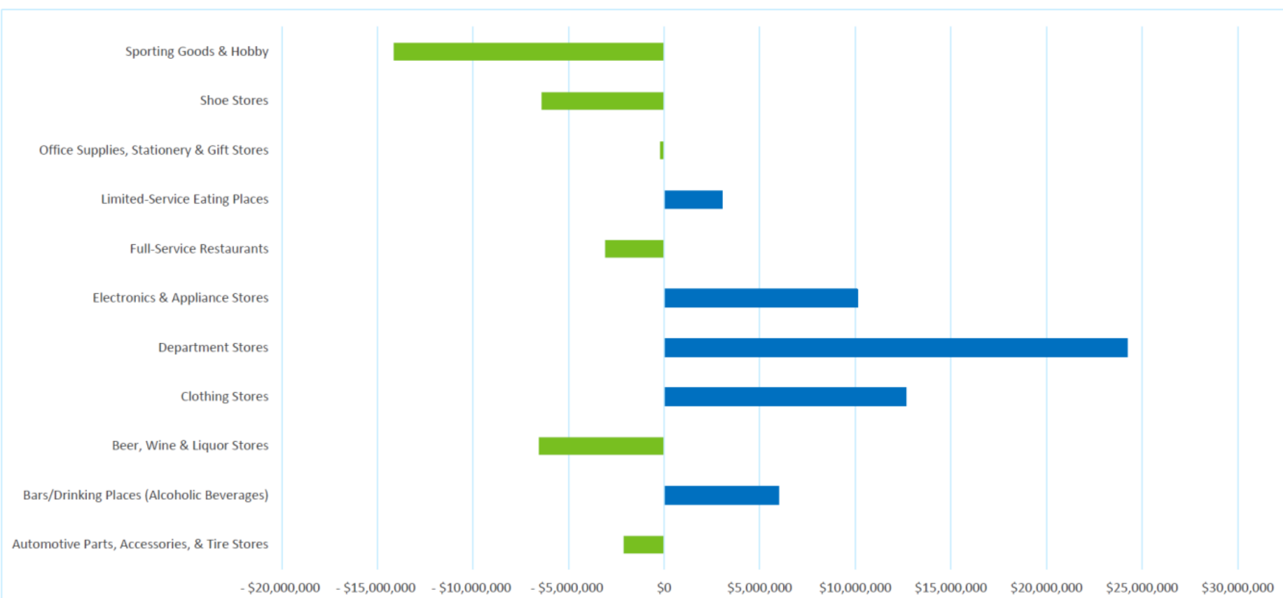
The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.
Data is rarely perfect, but with proper analysis can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus or more on the category than the actual dollar amounts.

Custom Trade Area GAP Analysis



Custom Trade Area GAP Analysis (cont.)



RETAILER SITE CRITERIA

Costco

Min SF	115,000
Max SF	150,000
Current Store	542
Desired Locations 12/24 Months	10/20
Mile Radius Demographics	5
Minimum Population	200,000
Facility Type/Other Demo Comments	Free Standing, Regional Strip
Average Sales Volumes	$206,180,812
Number of Jobs	504

RETAILER SITE CRITERIA

Trader Joe’s

Min SF	10,000
Max SF	14,000
Desired Locations 12/24 Months	20/40
Mile Radius Demographics	3
Minimum Population	90,000
Average Household Income	$50,000
Customer Comments	Will consider freestanding, in-line and mixed use with 85 feet of frontage. Looking for 80 dedicated parking spaces
Facility Type/Other Demo Comments	Free Standing, Neighborhood Strip, Power Center, Regional Strip, Specialty Strip
Average Sales Volumes	$21,000,000
Number of Jobs	50

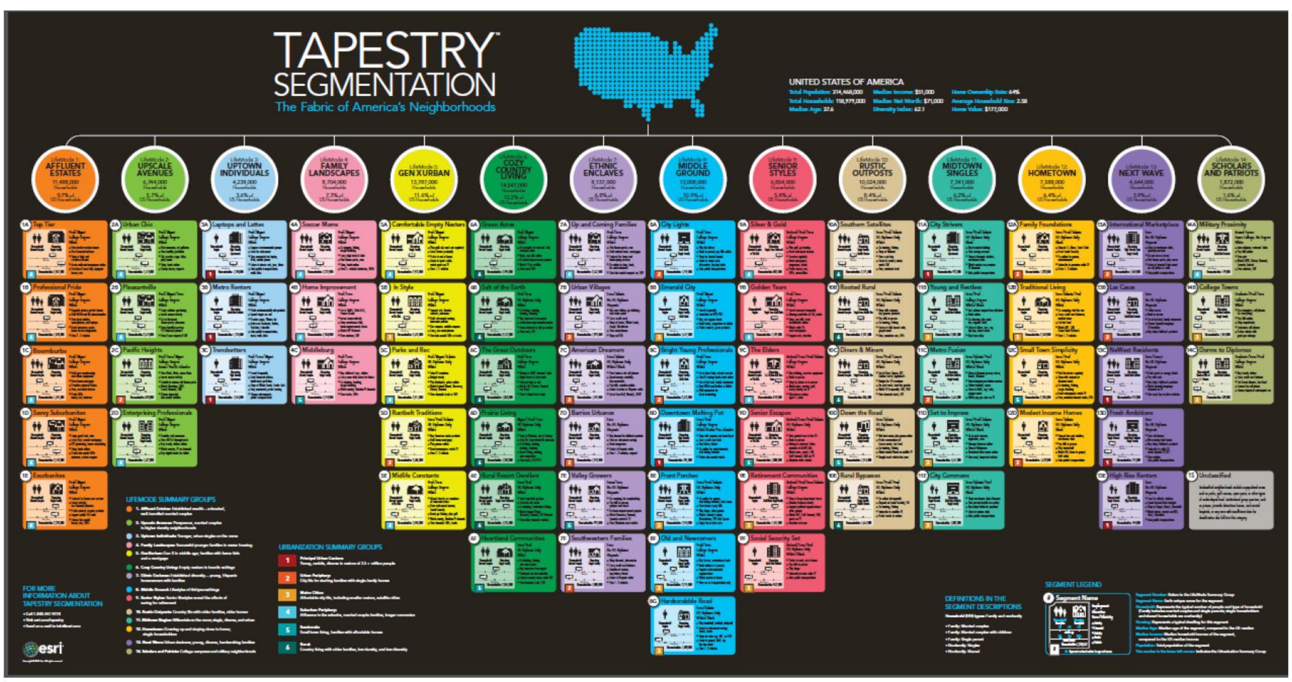
*Included for information purposes. Inclusion does not indicate the retailer is a prospe

RETAILER SITE CRITERIA

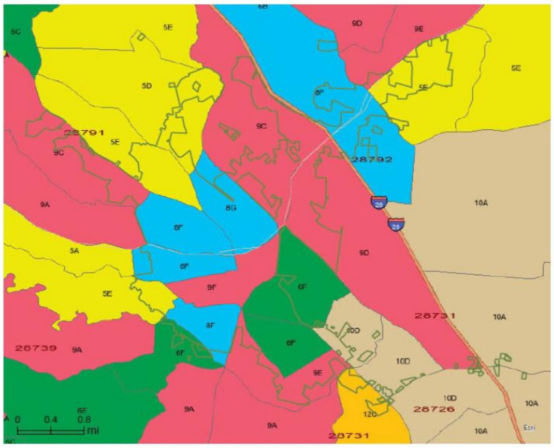
Top Golf

Min SF	65,000
Max SF	100,000
Current Store	62
Desired Locations 12/24 Months	3/6
Minimum Population	90,000
Average Household Income	$50,000
Facility Type/Other Demo Comments	Free Standing
Average Sales Volumes	$25,000,000

Tapestry Segmentations



Tapestry Segmentations



Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Old and Newcomers (8F)	22.9%	22.9%	2.3%	2.3%	1003
2	Midlife Constants (5E)	22.3%	45.2%	2.4%	4.7%	924
3	The Elders (9C)	19.9%	65.1%	0.7%	5.4%	2,724
4	Heartland Communities (6F)	9.2%	74.2%	2.2%	7.6%	417
5	Retirement Communities (9E)	7.2%	81.5%	1.2%	8.8%	610
	Subtotal	81.5%		8.8%		

HENDERSONVILLE, NC CITY LIMITS

Tapestry Segmentations

LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: $44,900

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

Tapestry Segmentations

LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: $53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of $154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

TAPESTRY

Tapestry Segmentations

LifeMode Group: Senior Styles

The Elders

9C

Households: 910,100

Average Household Size: 1.68

Median Age: 72.3

Median Household Income: $42,800

WHO ARE WE?

With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. *The Elders* residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved. This is a smaller market.

OUR NEIGHBORHOOD

- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona.
- 45% married couples without children; 44% single households; average household size, 1.68.
- Owner-occupied housing units; median home value of $180,000 (Index 87).
- Housing mix of single-family homes (44%), townhomes, and high-density apartment buildings in neighborhoods built from 1970 through 1989.
- Vacancy rates higher at 24%, due to the number of seasonal or vacation homes.
- Almost 60% of the population in group quarters in nursing home facilities.

SOCIOECONOMIC TRAITS

- Predominantly retirees, *The Elders* has a low labor force participation rate of 22.4%.
- Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate, retail, or the arts.
- Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage or salary income.
- Median household income is lower than the US (Index 76), but median net worth is much higher (Index 269).
- These consumers focus on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.
- Cell phones are common but primarily used to make/receive calls.

TAPESTRY

S

Tapestry Segmentations


LifeMode Group: Cozy Country Living

Heartland Communities

6F

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: $42,400

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* residents are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94). More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

TAPESTRY

Tapestry Segmentations


LifeMode Group: Senior Styles

Retirement Communities

9E

Households: 1,501,100

Average Household Size: 1.88

Median Age: 53.9

Median Household Income: $40,800

WHO ARE WE?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name-brand drugs.

No motions were made as this presentation was for informational purposes.

6. OTHER BUSINESS - None

7. ADJOURNMENT

Ken Gordon moved to adjourn. There being no further discussion the meeting was adjourned at 1:06 p.m. upon unanimous assent of the Committee.

Ken Gordon, Chair

ATTEST:

Jill Murray, City Clerk