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May 8, 2019

TO ALL FORWARD NEW RICHMOND MEMBERS:

Summer Seidenkranz	**Paul Mayer**
Heather McAbee	**Tom Mews**
Cathy Longtin	**Susan Lockwood**
Karl Skoglund	**Rob Kreibich**
Mike Montello	

This is to notify you that there is a Forward New Richmond meeting scheduled for Wednesday, May 15, 2019, at 12:00 p.m. in the Lower Level Conference Room #1, 156 East First Street, New Richmond, WI 54017.

AMENDED AGENDA:

1) **Roll Call**
2) **Adoption of Agenda**
3) **Approval of Minutes from Previous Meeting (April 17, 2019)**
4) **Retail GAP Analysis**
5) **Housing Study Discussion**
6) **Economic Development Updates**
7) **Closed Session per State Statute 19.85 (1)(e) – TID #6 (Sale of Public Land)**
8) **Open Session – Action on Closed Session**
9) **Communications and Miscellaneous**
10) **Adjournment**

Mike Darrow
City Administrator

cc:
The News
Northwest Cable
City Website

FORWARD NEW RICHMOND
April 17, 2019
Meeting Minutes

Summer Seidenkranz called the meeting to order at 12:00 p.m.

Roll call was taken.

Members Present: Summer Seidenkranz, Heather McAbee, Susan Lockwood, Karl Skoglund, Cathy Longtin, Mike Montello, Tom Mews, and Paul Mayer

Members Absent: Rob Kreibich

Others Present: Ron Volkert, Thomas Weinmeyer, Bill Rubin, Beth Thompson, Mike Darrow, Lori Brinkman

Paul Mayer moved to adopt the agenda as presented, seconded by Susan Lockwood and carried.

Mike Montello moved to adopt the minutes from the previous meeting dated March 20, 2019, seconded by Heather McAbee and carried.

New Chairperson and Nomination of Vice Chairperson

Summer Seidenkranz explained that the Chairperson and Vice Chairperson positions for FNR shall be reappointed each year. Suggestions were - Vice Chairperson (Heather McAbee) to move to Chairperson and for Susan Lockwood to be appointed Vice Chairperson.

Karl Skoglund moved to accept the nominations of the new Chairperson, Heather McAbee, and Vice Chairperson, Susan Lockwood, seconded by Tom Mews and carried.

Goals: Selection of Focus Area and Establishing Next Steps

Summer Seidenkranz explained the goal ranking results and stated that based on the results, the obvious first area of focus should be Business Support. There was much discussion on Business Support and Livability (specifically workforce housing) and how Business Support and Livability tie together. FNR can assist City Staff by reaching out to local businesses and relaying comments and/or suggestions to staff. There was discussion on having a housing study completed. City staff will work towards getting estimated costs for housing studies for the next FNR meeting.

Request for Participation with St. Croix EDC in Small Business Week

Bill Rubin, St. Croix EDC, spoke of St. Croix County's Small Business Week, which this year is May 5 to May 11. During Small Business Week, Bill invites the public to attend stops at various local small businesses throughout St. Croix County. Bill has asked FNR if there is interest in a local business hosting a stop on Friday, May 10. Discussion followed. It was suggested that Bill (and whomever is interested) stop in the Chamber of Commerce on Friday, May 10, which is the date of their regular monthly Chamber Coffee. Summer will mention this to Rob Kreibich, Chamber of Commerce Director, as he was not able to attend today's FNR meeting. Mike Montello will ask the Mayor at the next Council Worksession if he could proclaim May 5 – May 11 New Richmond's Small Business Week.

Updates on Development Projects

Beth Thompson gave updates on the various business projects including Phillips Medisize, Foster Place (PRE/3), LWT, New Richmond Housing Authority, State Farm Building, and Doar, Drill & Skow.

Karl Skoglund moved to amend the agenda to discuss Communications/Miscellaneous prior to going into Closed Session, seconded by Paul Mayer and carried.

Communications/Miscellaneous

- There were no responses to the Richmond Crossing Request for Proposals. At this time no further action will take place.
- Business/Tech Park Covenant Update: Richmond Way Covenants and Set 2 Covenants have been terminated; Set 1 Covenants need two more signatures and City Council approval to be terminated.
- There will be a Community Conversation at WITC on Tuesday, April 23, regarding the recent Re-Zoning Request. It will run from 4:30 to 9:00 p.m.
- Paul Mayer and Tom Mews have committed to being on the FNR board for three more years.

Closed Session

Cathy Longtin moved to go into Closed Session per State Statute 19.85 (1)(e), seconded by Heather McAbee and carried.

Open Session

Paul Mayer moved to approve City Staff to reach out to applicant and offer Option 1 as discussed in Closed Session, seconded by Susan Lockwood and carried.

Paul Mayer moved to adjourn the meeting, seconded by Heather McAbee and carried.

Meeting adjourned at 1:31 p.m.

Minutes submitted by Lori Brinkman.

CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

TO: FNR Members

FROM: Beth Thompson, Community Development Director

DATE: May 3, 2019

RE: Retail Gap Analysis

Background
City of New Richmond – Retail Gap Analysis

Seth Hudson, Cedar Corporation, completed a Retail Gap Analysis for the City in preparation for RECon. This analysis will also assist us in moving forward with targeting specific retail demands that have been identified as a gap within the City of New Richmond. As a quick summary of the analysis, the following "demand by residence" (within a five mile and ten mile radius) categories have been noted:

1. Sporting goods, hobby, book and music
2. Clothing and clothing accessories
3. Health and personal care
4. Shoe stores
5. Book, periodical and music
6. Furniture and home furnishings
7. Electronics and appliances

Recommendation
City staff recommend discussion at the next FNR meeting as to targeting the above referenced gaps.

City of New Richmond

Retail Gap Analysis

CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

Prepared by

Cedar Corporation
604 Wilson Avenue
Menomonie, WI 54751
April 2019

Cedar corporation

RETAIL MARKET ANALYSIS

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Retail Market Analysis

To gain a full understanding of New Richmond's retail opportunities, it is important to first understand the existing market and how it fits into the larger geographic area. Next, one must look at the shopping habits of New Richmond's residents along with which goods and services are purchased outside of the community versus inside; this is referred to as a Retail Gap Analysis. This analysis can show what retail expenditures and services the residents of New Richmond seek outside of the City versus inside as well as what service types are strong within the trade area. Additionally, this analysis shows existing businesses where they might have a competitive advantage. Combined, this information is used to determine which business types provide potential recruitment opportunities by the City of New Richmond.

The following topics are looked at in more detail in this report:

- Retail Trade Areas
- Economic Overview
- Lifestyle Segmentation
- Retail Gap Analysis and Trade Area Business Demand
- Recommendations

Retail Trade Area

A *Trade Area* is the geographic region that generates the majority of customers to a shopping area. A trade area can vary depending on the type of businesses. However, retail spending is broken into two trade areas: *Convenience Trade Area* and *Destination Trade Area*. These trade areas are resident based and therefore do not account for commuter/tourist purchases.

- A *convenience trade area (CTA)* is the geographic area from which most consumers are coming in order to make regular purchases. Shopping convenience/proximity is the major driver, especially on purchases that are made frequently (e.g., gas and groceries).

- A *destination trade area (DTA)* is a larger geographic area from which customers are drawn due to comparison shopping, brand loyalty, and price point. The DTA also includes consumers in rural areas who, out of necessity, drive further to get their convenience type shopping (as none is located closer).

As mentioned, a trade area is typically a generalized area based on drive time or distance from a single point as proximity plays a major role in where consumers shop. Yet, there are other factors that can attract consumers including business/retail mix, product/brand selection, store types, and accessibility. Generally, the larger the community, the greater amount of retail options and store mix. A variety of options allows a larger community to attract more consumers from a greater geographic area (e.g., pull factor). Therefore, the surrounding marketplaces can influence New Richmond's retail opportunities.

Due to the more rural setting of the region that encompasses New Richmond, it was determined that 1, 5, and 10-mile radius areas would be created using the intersection of S.T.H. 64 and S.T.H. 65 South/ Knowles Avenue as the central point, please see Map 1 New Richmond Trade Area Map.

Map 1 New Richmond Trade Area Map

The 5-Mile radius was created for New Richmond's Convenience Trade Area (CTA). This covers approximately a ten-minute drive from New Richmond's central node. New Richmond's Destination Trade Area (DTA) is based on a 10-mile radius and includes the nearby communities of Somerset and Star Prairie.

Economic Overview of New Richmond

In order to understand the economic health of New Richmond, data produced by JobsEQ, a product of Chmura Economics & Analytics, was used. Chmura Economics & Analytics is an economic development consulting and research firm that provides a multitude of data sets. The following information has been extracted from the New Richmond Economic Overview Repot. As with all data the numbers can be different depending on the source, so they should be viewed as ranges or guides. The complete report can be found in **Appendix A**.

Demographic Profile (5-Mile Radius)

- The region has a civilian labor force of 48,753 with a participation rate of 72.8%.
- Of individuals 25 to 64 in the New Richmond 5-mile CTA, 34.8% have a bachelor's degree or higher which compares with 32.3% in the nation.
- The median household income in the New Richmond 5-mile CTA is $77,768 as compared to the State's value of $56,759.
- The median house value is $223,000.
- The mean commute time in the New RIchmond 5-mile CTA is 27.9minutes.

Employment Trends

As of 2018Q4, total employment for the New Richmond 5-mile CTA was 37,733 (based on a four-quarter moving average). Over the year ending 2018Q4, employment increased 1.7% in the region.

Wage Trends

The average worker in the New Richmond 5-mile CTA earned annual wages of $41,156 as of 2018Q4. Average annual wages per worker increased 3.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were $55,713 in the nation as of 2018Q4.

Industry Snapshot

The largest sector in the New Richmond 5-mile CTA is Manufacturing, employing 7,098 workers. The next-largest sectors in the region are Health Care and Social Assistance (5,152 workers) and Retail Trade (4,506).

High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation, and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation. The sectors with the largest LQs in the region are Manufacturing (LQ = 2.28), Agriculture, Forestry, Fishing and Hunting (1.67), and Accommodation and Food Services (1.17).

Sectors in the New Richmond 5-mile CTA with the highest average wages per worker are Management of Companies and Enterprises ($108,334), Wholesale Trade ($72,069), and Utilities ($67,524). Regional sectors with the best job growth (or most moderate job losses) over the last 3 years are Manufacturing (+395 jobs), Construction (+305), and Accommodation and Food Services (+288).

Occupation Snapshot

The largest major occupation group in the New Richmond 5-mile CTA is Office and Administrative Support Occupations, employing 4,371 workers. The next largest occupation groups in the region are Production Occupations (4,305 workers) and Food Preparation and Serving Related Occupations (4,022). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 1.89), Food Preparation and Serving Related Occupations (1.25), and Architecture and Engineering Occupations (1.16).

Occupation groups in the New Richmond 5-mile CTA with the highest average wages per worker are Management Occupations ($103,300), Legal Occupations ($86,100), and Computer and Mathematical Occupations ($72,400).

The unemployment rate in the region varied among the major groups from 1.1% among Legal Occupations to 4.3% among Food Preparation and Serving Related Occupations.

Over the next 2 years, the fastest growing occupation group in the New Richmond 5 mile CTA is expected to be Healthcare Support Occupations with a +2.3% year-over-year rate of growth.

The strongest forecast by number of jobs over this period is expected for Personal Care and Service Occupations (+81 jobs) and Food Preparation and Serving Related Occupations (+74). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (1,428 jobs) and Sales and Related Occupations (1,097).

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the New Richmond 5-mile 04-02-19 is projected to grow 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.4% per year, those requiring a bachelor's degree are forecast to grow 0.7% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.0% per year.

Lifestyle Segmentation

Lifestyle Segmentation is a holistic way of looking at a consumer's demographic and socio-economic data to gain information on their lifestyle and how they spend money. Of the 67 lifestyle classifications developed by Environmental Systems Research Institute (ESRI), New Richmond's CTA is comprised of five (5) classifications: Rustbelt Traditions (30.7%), Old and Newcomers (28.0%), Heartland Communities (19.4%), Middleburg (17.0%), and Up and Coming Families (4.9%). Please see **Appendix B** for the complete Lifestyle Segmentation reports.

Rustbelt Traditions (30.7%)

Socioeconomic Traits:

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 5.2%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 31% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ABC Family Channel, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse
- Radio dials are typically tuned to classic rock stations.

Old and Newcomers (28.0%)

Socioeconomic Traits:

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

Market Profile:

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

Heartland Communities (19.4%)

Socioeconomic Traits:

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- 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, healthcare, 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

Market Profile:

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs

Middleburg (17.0%)

Socioeconomic Traits:

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here— faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile:

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

Up and Coming Families (4.9%)

Socioeconomic Traits:

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114).
- and low unemployment at 4.6% (Index 84).
- Most households (61%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals, and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile:

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

Retail Gap Analysis and Trade Area Business Demand

A community's Retail Gap is the difference between the demand (retail potential) and supply (retail sales). The *demand* is the expected amount spent by consumers at retail establishments and the *total supply* is the estimated sales to consumers by establishments.

Based on the retail gap summary shown in Table 1, New Richmond's marketplace is very strong and robust with only a few retail segments seeing significant leakage of sales to other marketplaces. In total, New Richmond's 5-mile CTA has a demand for roughly $217 million in retail trade and food/drink sales while the 10-mile DTA has a demand for approximately $509 million. Based on the supply in these trade areas, there is a retail Trade and food/drink demand gap of $9 million in the 5-mile CTA and $182 million in the 10-mile DTA.

Table 1: New Richmond Retail Market Summary

Retail Market (Industry Summary)	5-Mile Radius CTA	10-Mile Radius DTA
Retail Trade (NAICS 44-45)		
Demand (Retail Potential)	$196,294,395	$460,131,369
Supply (Retail Sales)	188,938,999	$297,934,741
Retail Gap	**$7,355,396**	**$162,196,628**
Food and Drink (NAICS 722)		
Demand (Retail Potential)	$20,624,465	$48,965,357
Supply (Retail Sales)	$18,904,900	$29,147,596
Retail Gap	**$1,719,565**	**$19,817,761**
Retail Trade and Food & Drink (NAICS 44-45,722)		
Demand (Retail Potential)	$216,918,860	$509,096,726
Supply (Retail Sales)	$207,843,899	$327,082,337
Retail Gap	**$9,074,961**	**$182,014,389**

Source: ESRI Business Analyst.

The following two tables break down the demand versus supply or Leakage/Surplus factor within the 5-mile CTA and 10-mile DTA. Each table shows potential retail types that could provide opportunities to attract business investment with varying degrees of risk.

Table 2 shows business types that have significant demand gap or leakage outside of the 5-mile CTA. These are purchases or services that residents within the 5-mile CTA seek outside of the 5-mile CTA.

Table 3 shows business types that have significant demand gap or leakage outside of the 10-mile DTA. These are purchases or services that residents within the 10-mile DTA seek outside of the 10-mile DTA.

Data notes:

1. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars.
2. Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded.
3. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus).
    a) A positive value represents 'leakage' of retail opportunity outside the trade area.
    b) A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.
    c) Complete lists can be found in **Appendix C**

Table 2: Top Retail Industry Opportunities with Current Sales in the New Richmond

CTA (5-Mile Radius)		Demand	Supply	Retail Gap	Leakage/Surplus Factor
1	Clothing and Clothing Accessories (448)	$8,161,799	$2,844,354	**$5,317,445**	48.3
2	Sporting goods, hobby, book and Music (451)	$4,993,366	$707,930	**$4,285,436**	75.2
3	Furniture and Home Furnishings (442)	$6,342,943	$2,772,067	**$3,570,876**	39.2
4	Electronics & Appliance (443)	$6,367,456	$3,685,431	**$2,682,025**	26.7
DTA (10-Mile Radius)		**Demand**	**Supply**	**Retail Gap**	**Leakage/Surplus Factor**
1	General Merchandise (452)	$81,064,639	$41,651,479	**$39,413,160**	32.1
2	Grocery (4451)	$61,508,011	$37,226,131	**$24,281,880**	24.6
3	Health and Personal Care (446,4461	$28,776,103	$5,103,687	**$23,672,416**	69.9
4	Clothing and Clothing Accessories (448)	$19,448,874	$2,944,029	**$16,504,845**	73.7

Source: ESRI Business Analyst

Table 3: Top Industry Groups with Demand and No Current Sales in the New Richmond Marketplace

CTA (5-Mile Radius)		Demand	Supply	Retail Gap	Leakage/Surplus Factor
1	Electronic Shopping and Mail-order Houses (4541)	$4,596,197	0	$4,596,197	100
2	Shoe Stores (4482)	$1,208,565	0	$1,202,565	100
3	Book, Periodical and Music (4512)	$772,711	0	$772,711	100
DTA (10-Mile Radius)		**Demand**	**Supply**	**Retail Gap**	**Leakage/Surplus Factor**
1	Shoe Stores (4482)	$2,881,146	0	$2,881,146	100
2	Book, Periodical and Music (4512)	$1,822,865	0	$1,822,865	100

Source: ESRI Business Analyst

Summary and Recommendations

Although there is unmet demand for retail services in New Richmond, not all of these industries are potential candidates for recruitment. One reason is that certain businesses almost always see leakage of sales due to comparison shopping (e.g., car dealerships) or have brand/store loyalty (e.g., clothing stores). Other reasons are that the demand is not large enough to sustain a store within a geographical area or that existing franchise agreements in surrounding communities keep additional stores out of a geographical area.

In general, a community is not expected to retain all of its local demand as people will always choose to make a certain number of purchases in other communities or online. Since it is unrealistic that a new store would capture all the local demand, it will be imperative that any of the potential business opportunities target beyond their trade area, pulling from supplementary consumers (i.e., visitors and commuters) and residents from nearby marketplaces in order to sustain a profitable business.

Additionally, the City of Hudson is a strong regional retail hub that is just under a 30-minute drive from New Richmond. Hudson has a strong locational advantage as the community is located directly on I-94, located within the Minneapolis-St Paul Metropolitan statistical area, and is the gateway between

Minnesota and west central Wisconsin via the Saint Croix Bridge. This area has already attracted a larger number of retail providers resulting in Hudson becoming a retail destination. This directly impacts the amount and types of retail establishments that the City of New Richmond can attract.

There are many industries within New Richmond that have significant demand (retail) gaps which can be further subdivided between those retail industries that have current sales in the trade area and those that are not currently offered in the trade area. There are many factors that could explain why an industry is not being offered currently in the marketplace, including insufficient market dollars to warrant a store/business or it is not marketable in the specific area/region (e.g., too much online competition or too close to existing stores).

Table 2

This table shows the top retail types that are currently located within the 5-mile and 10-mile radius of New Richmond but do not provide enough choices or variety to fill the demand. It also shows that there is a high demand both within the CTA (5-Mile) and DTA (10-Mile) radii for Clothing and Clothing Accessories (448). These industry types offer an opportunity to either work with existing retailers to expand offerings or target additional retailers to fill the demand gap.

Table 3

This table shows the top retail types that have a demand by residence in the CTA (5-Mile) and DTA (10-Mile) radii, but no local supply to meet the demand or a 100% leakage factor. These retail types should be targeted retail development opportunities for New Richmond. It also shows that there is a high demand both within the CTA (5-Mile) and DTA (10-Mile) radii for Books, Periodicals and Music (4512).

<u>Potential Opportunities:</u>

- Sporting Goods, Hobby, Book, and Music (451)
- Clothing and Clothing Accessories (448)
- Health and Personal Care (446,4461)
- Shoe Stores (4482)
- Book, Periodical, and Music (4512)

Appendix A

Economic Overview

Economic Overview

New Richmond 5-Mile Radius

Cedar corporation

April 2019

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Demographic Profile

The population in the New Richmond 5 mile 04-02-19 was 87,142 per American Community Survey data for 2013-2017.

The region has a civilian labor force of 48,753 with a participation rate of 72.8%. Of individuals 25 to 64 in the New Richmond 5 mile 04-02-19, 34.8% have a bachelor's degree or higher which compares with 32.3% in the nation.

The median household income in the New Richmond 5 mile 04-02-19 is $77,768 and the median house value is $223,000.

Summary[1]

	Percent			Value		
	New Richmond 5 mile 04-02-19	Wisconsin	USA	New Richmond 5 mile 04-02-19	Wisconsin	USA
Demographics						
Population (ACS)	—	—	—	87,142	5,763,217	321,004,407
Male	49.9%	49.7%	49.2%	43,468	2,864,115	158,018,753
Female	50.1%	50.3%	50.8%	43,674	2,899,102	162,985,654
Median Age[2]	—	—	—	38.3	39.2	37.8
Under 18 Years	25.8%	22.5%	22.9%	22,522	1,293,950	73,601,279
18 to 24 Years	7.4%	9.7%	9.7%	6,465	561,451	31,131,484
25 to 34 Years	11.7%	12.6%	13.7%	10,162	728,204	44,044,173
35 to 44 Years	14.0%	12.0%	12.7%	12,213	692,455	40,656,419
45 to 54 Years	15.2%	13.8%	13.4%	13,285	797,083	43,091,143
55 to 64 Years	13.3%	13.8%	12.7%	11,584	793,350	40,747,520
65 to 74 Years	7.6%	8.8%	8.6%	6,598	505,120	27,503,389
75 Years, and Over	4.9%	6.8%	6.3%	4,313	391,604	20,229,000
Race: White	96.2%	85.9%	73.0%	83,819	4,950,577	234,370,202
Race: Black or African American	0.9%	6.3%	12.7%	758	365,884	40,610,815
Race: American Indian and Alaska Native	0.4%	0.9%	0.8%	316	50,094	2,632,102
Race: Asian	1.0%	2.6%	5.4%	908	152,325	17,186,320
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.2%	1	1,811	570,116
Race: Some Other Race	0.2%	1.9%	4.8%	192	111,435	15,553,808
Race: Two or More Races	1.3%	2.3%	3.1%	1,148	131,091	10,081,044
Hispanic or Latino (of any race)	2.3%	6.6%	17.6%	1,972	380,590	56,510,571
Population Growth						
Population (Pop Estimates)[5]	—	—	—	88,703	5,795,483	325,719,178
Population Annual Average Growth[5]	0.8%	0.3%	0.8%	700	18,471	2,448,797
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	72.8%	66.8%	63.3%	48,753	3,085,151	161,159,470
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	90.4%	86.1%	81.6%	32,085	1,908,243	103,761,701
Armed Forces Labor Force	0.3%	0.1%	0.4%	173	2,568	1,024,855
Veterans, Age 18-64	4.9%	4.6%	4.9%	2,598	164,135	9,667,749
Veterans Labor Force Participation Rate and Size, Age 18-64	85.2%	77.1%	75.8%	2,213	126,477	7,326,514
Median Household Income[2]	—	—	—	$77,768	$56,759	$57,652
Per Capita Income	—	—	—	$36,561	$30,557	$31,177
Poverty Level (of all people)	4.8%	12.3%	14.6%	4,103	692,719	45,650,345

Source: JobsEQ®, http://www.chmuraecon.com/jobseq
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Summary[1]

	Percent			Value		
	New Richmond 5 mile 04-02-19	Wisconsin	USA	New Richmond 5 mile 04-02-19	Wisconsin	USA
Households Receiving Food Stamps	5.7%	12.1%	12.6%	1,899	282,597	15,029,498
Mean Commute Time (minutes)	—	—	—	27.9	22.0	26.4
Commute via Public Transportation	0.5%	1.9%	5.1%	220	53,566	7,607,907
Educational Attainment, Age 25-64						
No High School Diploma	3.2%	7.0%	11.4%	1,507	212,201	19,230,541
High School Graduate	23.4%	28.4%	26.0%	11,070	855,875	43,784,920
Some College, No Degree	22.8%	21.6%	21.2%	10,778	651,835	35,803,629
Associate's Degree	15.8%	12.0%	9.0%	7,452	361,773	15,199,517
Bachelor's Degree	24.9%	20.9%	20.5%	11,755	628,260	34,602,913
Postgraduate Degree	9.9%	10.0%	11.8%	4,682	301,148	19,917,735
Housing						
Total Housing Units	—	—	—	35,152	2,668,692	135,393,564
Median House Value (of owner-occupied units)[2]	—	—	—	$223,000	$169,300	$193,500
Homeowner Vacancy	0.6%	1.5%	1.7%	164	24,512	1,346,331
Rental Vacancy	3.1%	4.8%	6.1%	266	39,499	2,838,344
Renter-Occupied Housing Units (% of Occupied Units)	24.3%	33.0%	36.2%	8,123	769,446	42,992,786
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	3.1%	6.9%	8.8%	1,041	160,637	10,468,418
Social						
Enrolled in Grade 12 (% of total population)	1.6%	1.3%	1.4%	1,420	77,617	4,437,324
Disconnected Youth[4]	2.2%	2.0%	2.7%	99	6,247	456,548
Children in Single Parent Families (% of all children)	22.5%	31.7%	34.5%	4,959	393,134	24,106,567
With a Disability, Age 18-64	7.3%	9.8%	10.3%	3,890	344,772	20,276,199
With a Disability, Age 18-64, Labor Force Participation Rate and Size	57.2%	46.9%	41.4%	2,226	161,575	8,395,884
Foreign Born	2.4%	4.9%	13.4%	2,079	281,391	43,028,127
Speak English Less Than Very Well (population 5 yrs and over)	1.0%	3.2%	8.5%	830	172,532	25,654,421
Union Membership						
Total[3]	10.6%	8.1%	10.7%	—	—	—
Private Sector[3]	6.3%	6.2%	6.4%	—	—	—
Manufacturing[3]	5.4%	11.0%	8.7%	—	—	—
Public Sector[3]	39.9%	20.8%	35.1%	—	—	—

Source: JobsEQ®
1. American Community Survey 2013-2017, unless noted otherwise
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.
3. 2017; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data
4. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.
5. Census 2017, annual average growth rate since 2007

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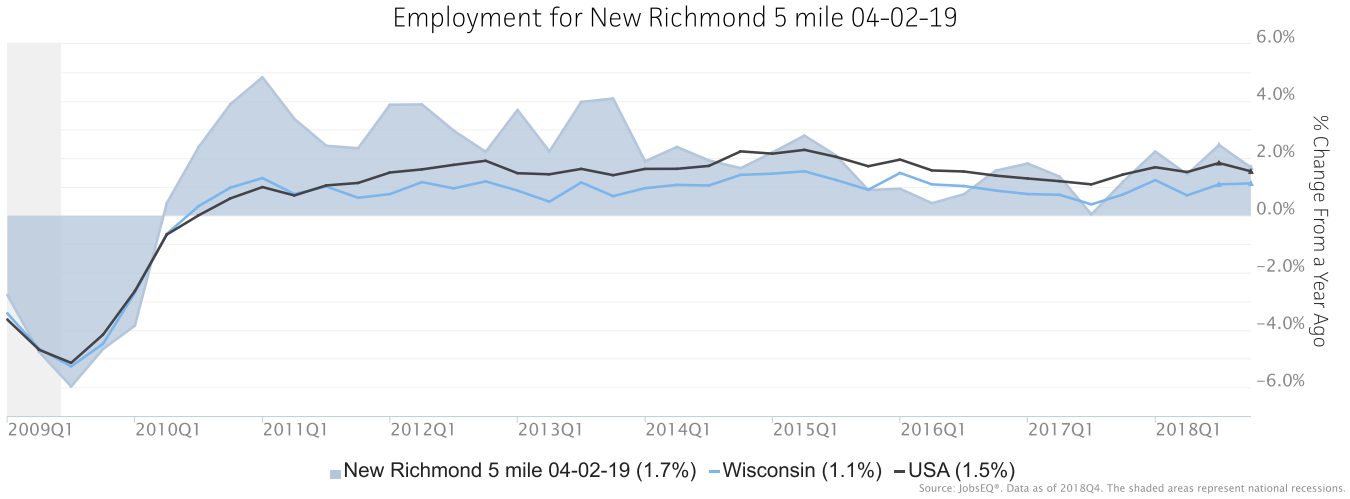
Employment Trends

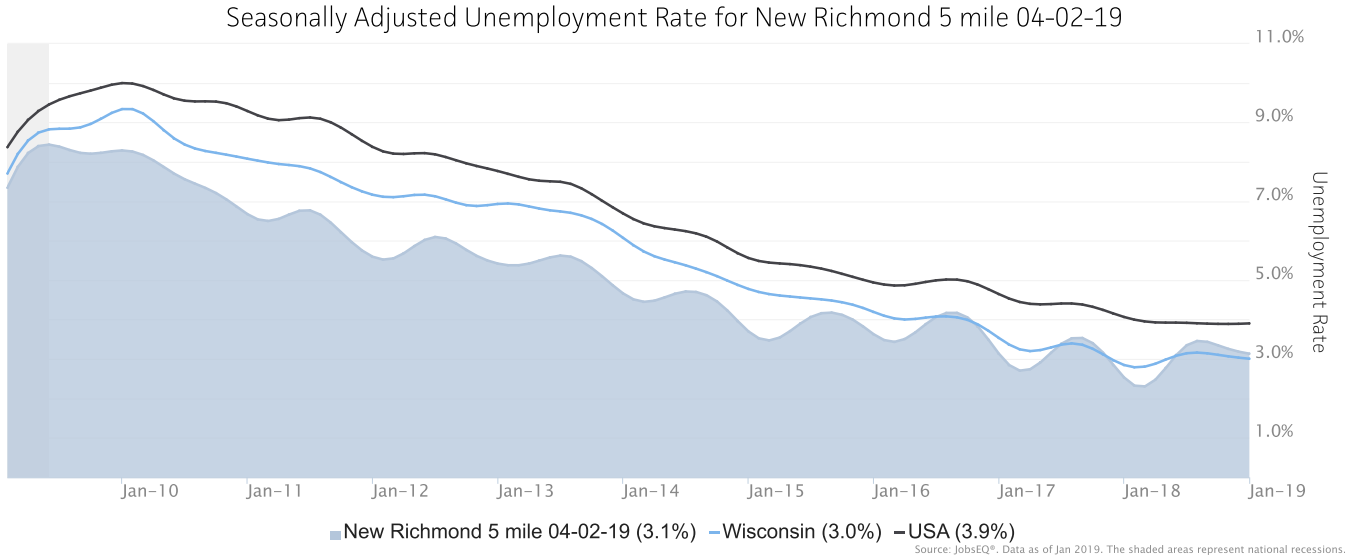
As of 2018Q4, total employment for the New Richmond 5 mile 04-02-19 was 37,733 (based on a four-quarter moving average). Over the year ending 2018Q4, employment increased 1.7% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q2 with preliminary estimates updated to 2018Q4.

Unemployment Rate

The seasonally adjusted unemployment rate for the New Richmond 5 mile 04-02-19 was 3.1% as of January 2019. The regional unemployment rate was lower than the national rate of 3.9%. One year earlier, in January 2018, the unemployment rate in the New Richmond 5 mile 04-02-19 was 2.5%.



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through January 2019.

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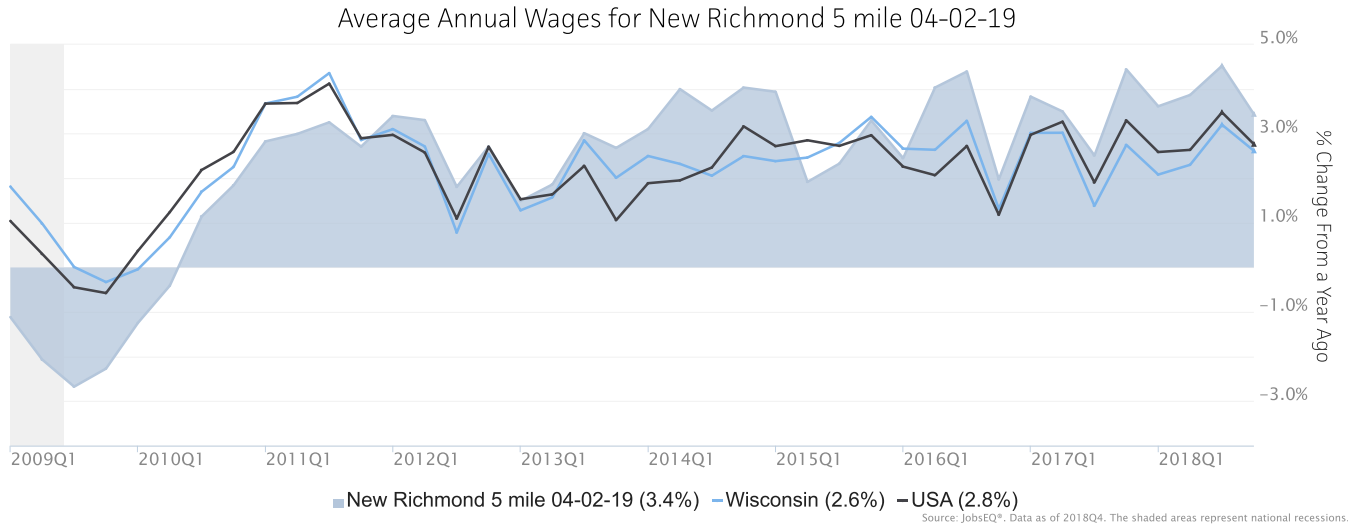
Wage Trends

The average worker in the New Richmond 5 mile 04-02-19 earned annual wages of $41,156 as of 2018Q4. Average annual wages per worker increased 3.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were $55,713 in the nation as of 2018Q4.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q2 with preliminary estimates updated to 2018Q4.

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Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 5.5% higher in New Richmond 5 mile 04-02-19 than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
New Richmond 5 mile 04-02-19	$41,156	105.5	$38,998
Wisconsin	$47,702	96.5	$49,423
USA	$55,713	100.0	$55,713

Source: JobsEQ®
Data as of 2018Q4
Cost of Living per C2ER, data as of 2018q4, imputed by Chmura where necessary.

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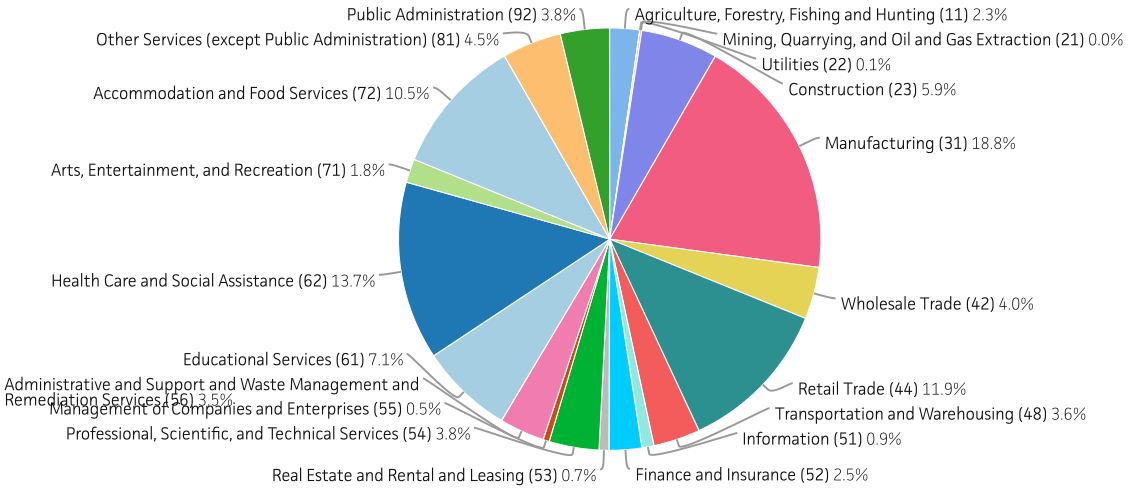
Industry Snapshot

The largest sector in the New Richmond 5 mile 04-02-19 is Manufacturing, employing 7,098 workers. The next-largest sectors in the region are Health Care and Social Assistance (5,152 workers) and Retail Trade (4,506). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Manufacturing (LQ = 2.28), Agriculture, Forestry, Fishing and Hunting (1.67), and Accommodation and Food Services (1.17).

Total Workers for New Richmond 5 mile 04-02-19 by Industry



Source: JobsEQ®,Data as of 2018Q4

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q2 with preliminary estimates updated to 2018Q4.

Sectors in the New Richmond 5 mile 04-02-19 with the highest average wages per worker are Management of Companies and Enterprises ($108,334), Wholesale Trade ($72,069), and Utilities ($67,524). Regional sectors with the best job growth (or most moderate job losses) over the last 3 years are Manufacturing (+395 jobs), Construction (+305), and Accommodation and Food Services (+288).

Over the next 2 years, employment in the New Richmond 5 mile 04-02-19 is projected to expand by 528 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+214 jobs), Accommodation and Food Services (+70), and Construction (+58).

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		Current			3-Year History		2-Year Forecast				
		Four Quarters Ending with 2018q4			Total Change	Avg Ann % Chg in Empl		Separations (Approximate)		---Growth---	
NAICS	Industry	Empl	Avg Ann Wages	LQ	Empl	Region	Total New Demand	Exits	Transfers	Empl	Avg Ann Rate
11	Agriculture, Forestry, Fishing and Hunting	860	$25,704	1.67	-62	-2.3%	198	81	106	11	0.6%
21	Mining, Quarrying, and Oil and Gas Extraction	6	$53,218	0.04	0	-0.7%	1	0	1	0	-0.4%
22	Utilities	49	$67,524	0.25	-23	-11.9%	9	3	6	1	0.6%
23	Construction	2,231	$52,259	1.04	305	5.0%	501	159	284	58	1.3%
31	Manufacturing	7,098	$53,404	2.28	395	1.9%	1,427	546	931	-50	-0.4%
42	Wholesale Trade	1,500	$72,069	1.04	285	7.3%	319	119	196	4	0.1%
44	Retail Trade	4,506	$28,421	1.13	179	1.4%	1,263	534	674	55	0.6%
48	Transportation and Warehousing	1,352	$46,732	0.81	46	1.2%	300	123	165	13	0.5%
51	Information	348	$43,870	0.47	55	5.9%	65	25	43	-2	-0.3%
52	Finance and Insurance	943	$65,631	0.63	60	2.2%	190	68	110	12	0.6%
53	Real Estate and Rental and Leasing	282	$54,948	0.43	10	1.2%	61	26	31	3	0.6%
54	Professional, Scientific, and Technical Services	1,440	$56,406	0.57	-181	-3.9%	280	93	156	31	1.1%
55	Management of Companies and Enterprises	185	$108,334	0.33	-25	-4.1%	37	13	21	3	0.8%
56	Administrative and Support and Waste Management and Remediation Services	1,302	$30,307	0.53	-102	-2.5%	332	129	174	29	1.1%
61	Educational Services	2,690	$39,153	0.87	133	1.7%	500	240	258	3	0.1%
62	Health Care and Social Assistance	5,152	$43,812	0.95	-99	-0.6%	1,199	484	501	214	2.1%
71	Arts, Entertainment, and Recreation	685	$16,329	0.91	3	0.2%	208	87	107	14	1.0%
72	Accommodation and Food Services	3,974	$15,148	1.17	288	2.5%	1,365	573	722	70	0.9%
81	Other Services (except Public Administration)	1,710	$23,123	1.03	111	2.3%	420	179	212	29	0.8%
92	Public Administration	1,421	$38,915	0.80	79	1.9%	279	112	151	17	0.6%
	Total - All Industries	**37,733**	**$41,156**	**1.00**	**1,458**	**1.3%**	**8,814**	**3,552**	**4,734**	**528**	**0.7%**

Source: JobsEQ®
Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q2 with preliminary estimates updated to 2018Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

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Occupation Snapshot

The largest major occupation group in the New Richmond 5 mile 04-02-19 is Office and Administrative Support Occupations, employing 4,371 workers. The next-largest occupation groups in the region are Production Occupations (4,305 workers) and Food Preparation and Serving Related Occupations (4,022). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 1.89), Food Preparation and Serving Related Occupations (1.25), and Architecture and Engineering Occupations (1.16).

Occupation groups in the New Richmond 5 mile 04-02-19 with the highest average wages per worker are Management Occupations ($103,300), Legal Occupations ($86,100), and Computer and Mathematical Occupations ($72,400). The unemployment rate in the region varied among the major groups from 1.1% among Legal Occupations to 4.3% among Food Preparation and Serving Related Occupations.

Over the next 2 years, the fastest growing occupation group in the New Richmond 5 mile 04-02-19 is expected to be Healthcare Support Occupations with a +2.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Personal Care and Service Occupations (+81 jobs) and Food Preparation and Serving Related Occupations (+74). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (1,428 jobs) and Sales and Related Occupations (1,097).

Occupation Snapshot in New Richmond 5 mile 04-02-19, 2018q4

		Current						3-Year History		2-Year Forecast				
		Four Quarters Ending with 2018q4			-----2018q4-----			Total Change	Avg Ann % Chg in Empl		--Separations--		---Growth---	
SOC	Occupation	Empl	Avg Ann Wages[1]	LQ	Unempl	Unempl Rate	Online Job Ads[2]	Empl	Region	Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
11-0000	Management	2,556	$103,300	1.12	43	1.2%	85	23	0.3%	444	171	231	42	0.8%
13-0000	Business and Financial Operations	1,341	$62,200	0.68	49	2.0%	55	30	0.7%	268	82	164	22	0.8%
15-0000	Computer and Mathematical	552	$72,400	0.49	23	2.0%	24	-28	-1.6%	84	20	55	10	0.9%
17-0000	Architecture and Engineering	752	$69,600	1.16	23	2.0%	49	-6	-0.3%	117	38	70	9	0.6%
19-0000	Life, Physical, and Social Science	173	$60,300	0.56	4	1.3%	21	-9	-1.7%	34	9	22	3	0.8%
21-0000	Community and Social Service	532	$42,800	0.87	11	1.5%	38	22	1.4%	139	47	76	17	1.5%
23-0000	Legal	231	$86,100	0.75	4	1.1%	5	16	2.4%	34	12	17	5	1.1%
25-0000	Education, Training, and Library	2,113	$48,600	1.00	43	1.6%	52	64	1.0%	378	185	179	14	0.3%
27-0000	Arts, Design, Entertainment, Sports, and Media	549	$45,800	0.82	15	1.7%	12	18	1.1%	112	47	59	5	0.5%
29-0000	Healthcare Practitioners and Technical	1,905	$71,400	0.89	34	1.2%	69	46	0.8%	272	108	105	59	1.5%
31-0000	Healthcare Support	1,057	$30,400	1.00	46	2.9%	33	-105	-3.1%	310	134	127	49	2.3%
33-0000	Protective Service	521	$44,300	0.64	26	2.5%	9	62	4.3%	116	52	59	6	0.6%
35-0000	Food Preparation and Serving Related	4,022	$22,500	1.25	204	4.3%	181	278	2.4%	1,502	632	796	74	0.9%
37-0000	Building and Grounds Cleaning and Maintenance	1,018	$28,200	0.78	47	3.6%	55	-4	-0.1%	279	127	134	18	0.9%
39-0000	Personal Care and Service	1,833	$24,400	1.15	62	2.4%	91	32	0.6%	660	304	275	81	2.2%

Source: JobsEQ®, http://www.chmuraecon.com/jobseq
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Occupation Snapshot in New Richmond 5 mile 04-02-19, 2018q4

		Current						3-Year History		2-Year Forecast				
		Four Quarters Ending with 2018q4			-----2018q4-----			Total Change	Avg Ann % Chg in Empl		--Separations--		---Growth---	
SOC	Occupation	Empl	Avg Ann Wages[1]	LQ	Unempl	Unempl Rate	Online Job Ads[2]	Empl	Region	Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
41-0000	Sales and Related	3,884	$35,800	1.03	143	2.7%	274	189	1.7%	1,143	482	615	46	0.6%
43-0000	Office and Administrative Support	4,371	$34,700	0.80	202	2.8%	161	223	1.8%	994	452	532	10	0.1%
45-0000	Farming, Fishing, and Forestry	205	$27,400	0.83	7	4.2%	3	-4	-0.6%	61	15	46	0	0.0%
47-0000	Construction and Extraction	1,728	$52,600	0.99	64	3.4%	34	209	4.4%	398	126	232	40	1.1%
49-0000	Installation, Maintenance, and Repair	1,398	$44,000	0.97	36	1.9%	105	88	2.2%	292	100	170	22	0.8%
51-0000	Production	4,305	$35,300	1.89	123	2.7%	221	152	1.2%	895	335	603	-42	-0.5%
53-0000	Transportation and Material Moving	2,687	$33,900	1.04	114	3.3%	203	161	2.1%	683	268	389	26	0.5%
	Total - All Occupations	**37,733**	**$43,000**	**1.00**	**n/a**	**n/a**	**1,781**	**1,458**	**1.3%**	**9,228**	**3,746**	**4,954**	**528**	**0.7%**

Source: JobsEQ®
Data as of 2018Q4 unless noted otherwise
Note: Figures may not sum due to rounding.
1. Occupation wages are as of 2017 and should be taken as the average for all Covered Employment
2. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).
Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2018Q2, imputed where necessary with preliminary estimates updated to 2018Q4. Wages by occupation are as of 2017 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

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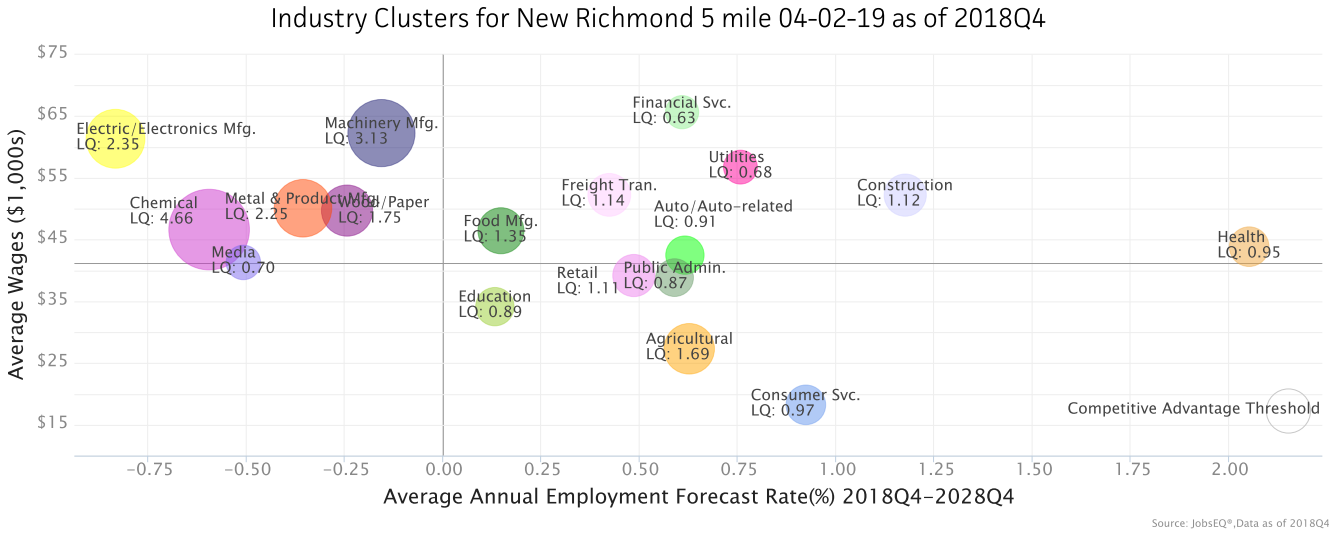
Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the New Richmond 5 mile 04-02-19 with the highest relative concentration is Chemical with a location quotient of 4.66. This cluster employs 1,645 workers in the region with an average wage of $46,649. Employment in the Chemical cluster is projected to contract in the region about 0.6% per year over the next ten years.



Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q2 with preliminary estimates updated to 2018Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

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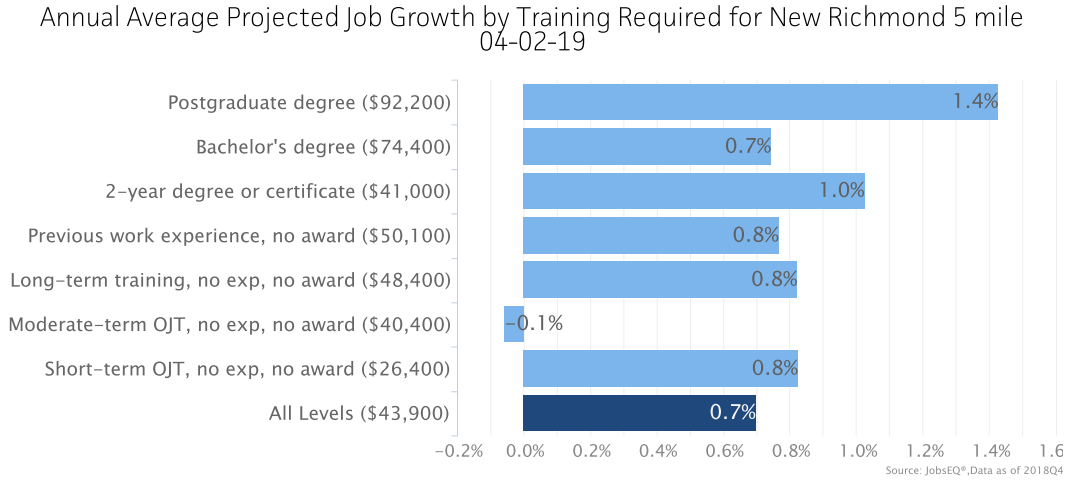
Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the New Richmond 5 mile 04-02-19 is projected to grow 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.4% per year, those requiring a bachelor's degree are forecast to grow 0.7% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.0% per year.



Employment by occupation data are estimates are as of 2018Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

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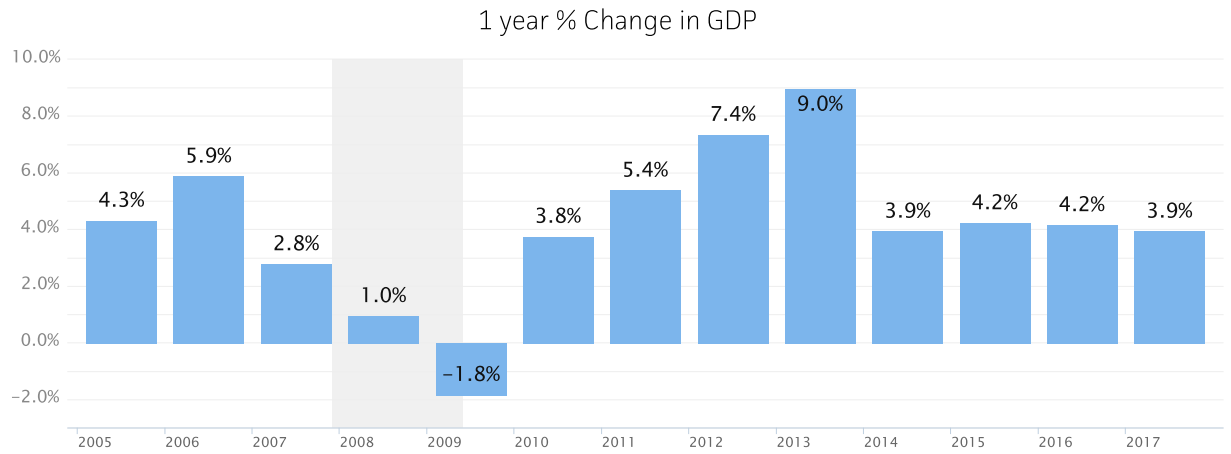
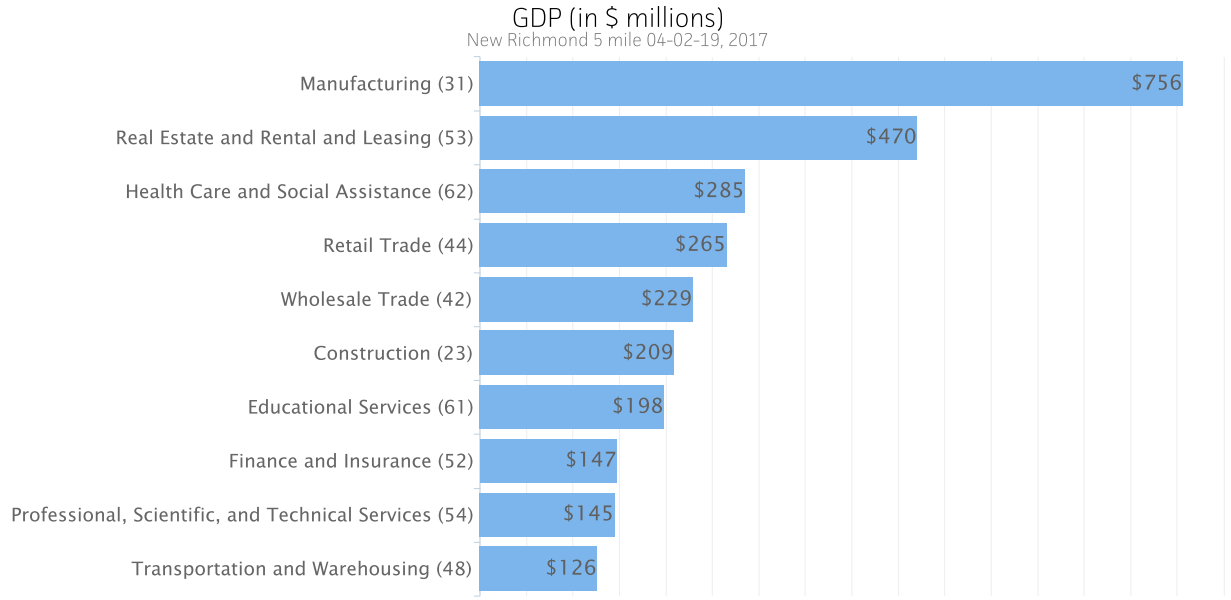
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2017, nominal GDP in the New Richmond 5 mile 04-02-19 expanded 3.9%. This follows growth of 4.2% in 2016. As of 2017, total GDP in the New Richmond 5 mile 04-02-19 was $3,362,794,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2017.

Of the sectors in the New Richmond 5 mile 04-02-19, Manufacturing contributed the largest portion of GDP in 2017, $755,917,000 The next-largest contributions came from Real Estate and Rental and Leasing ($470,491,000); Health Care and Social Assistance ($284,923,000); and Retail Trade ($264,972,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2017.

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Region Definition

New Richmond 5 mile 04-02-19 is defined as the following counties:

St. Croix County, Wisconsin

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FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report
This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

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Appendix B

Lifestyle Segmentation

LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: $51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 5.2%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 31% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
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5D

LifeMode Group: GenXurban

Rustbelt Traditions

TAPESTRY SEGMENTATION
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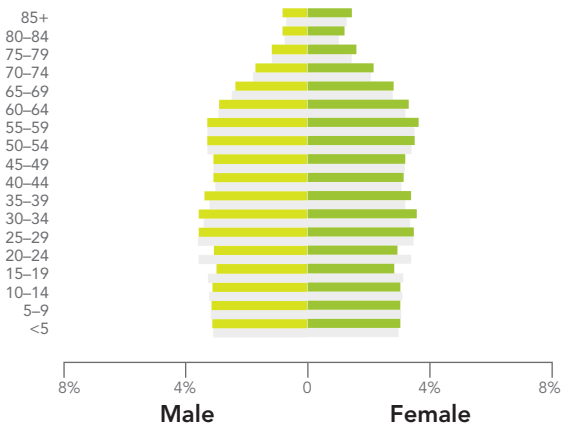
AGE BY SEX (Esri data)

Median Age: 39.0 US: 38.2

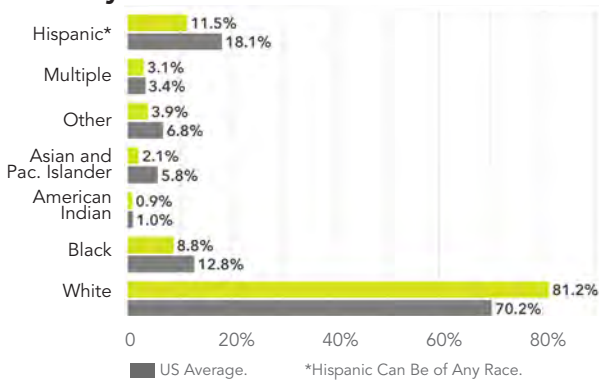
Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: 46.8 US: 64.0

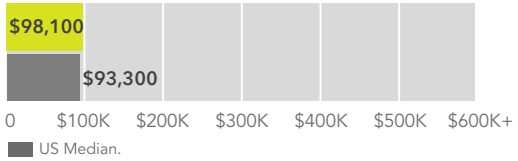


INCOME AND NET WORTH

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

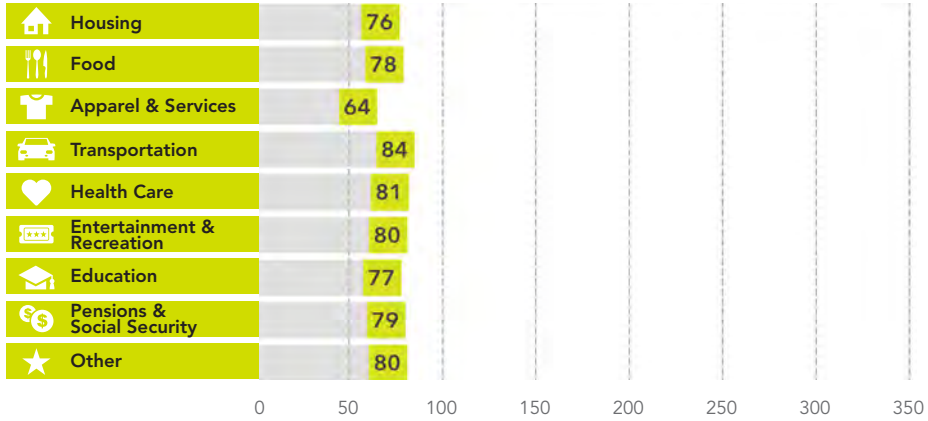
Median Household Income

Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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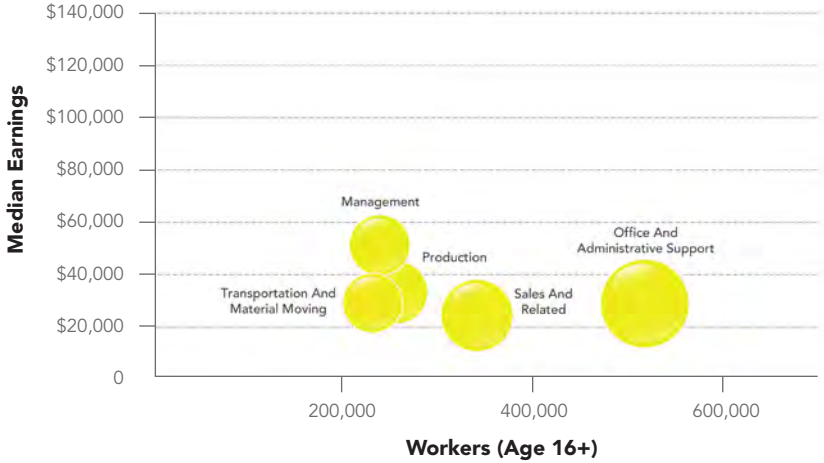

5D

LifeMode Group: GenXurban

Rustbelt Traditions

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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ABC Family Channel, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

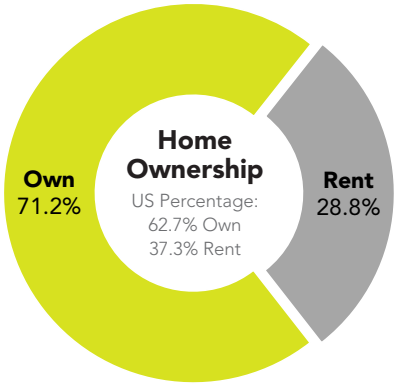
HOUSING

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

Typical Housing:
Single Family

Median Value:
$123,400

US Median: $207,300



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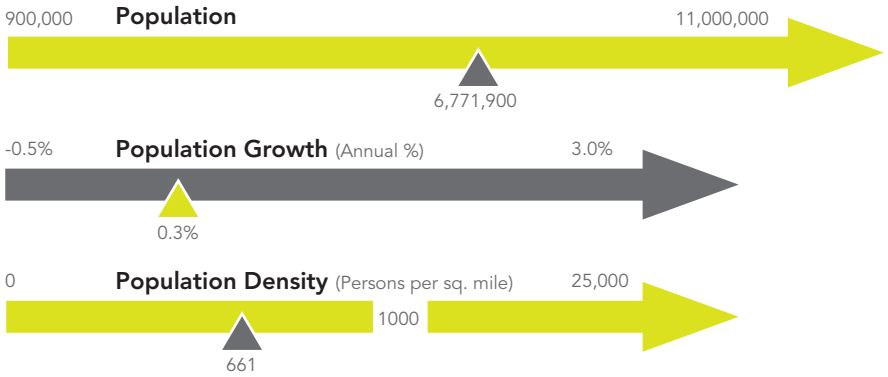

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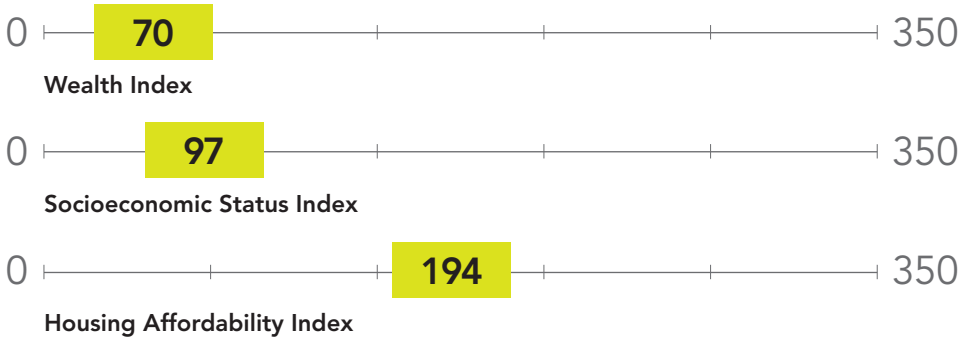
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



5D

LifeMode Group: GenXurban

Rustbelt Traditions

TAPESTRY SEGMENTATION
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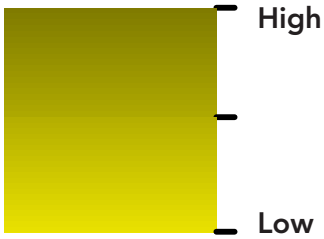
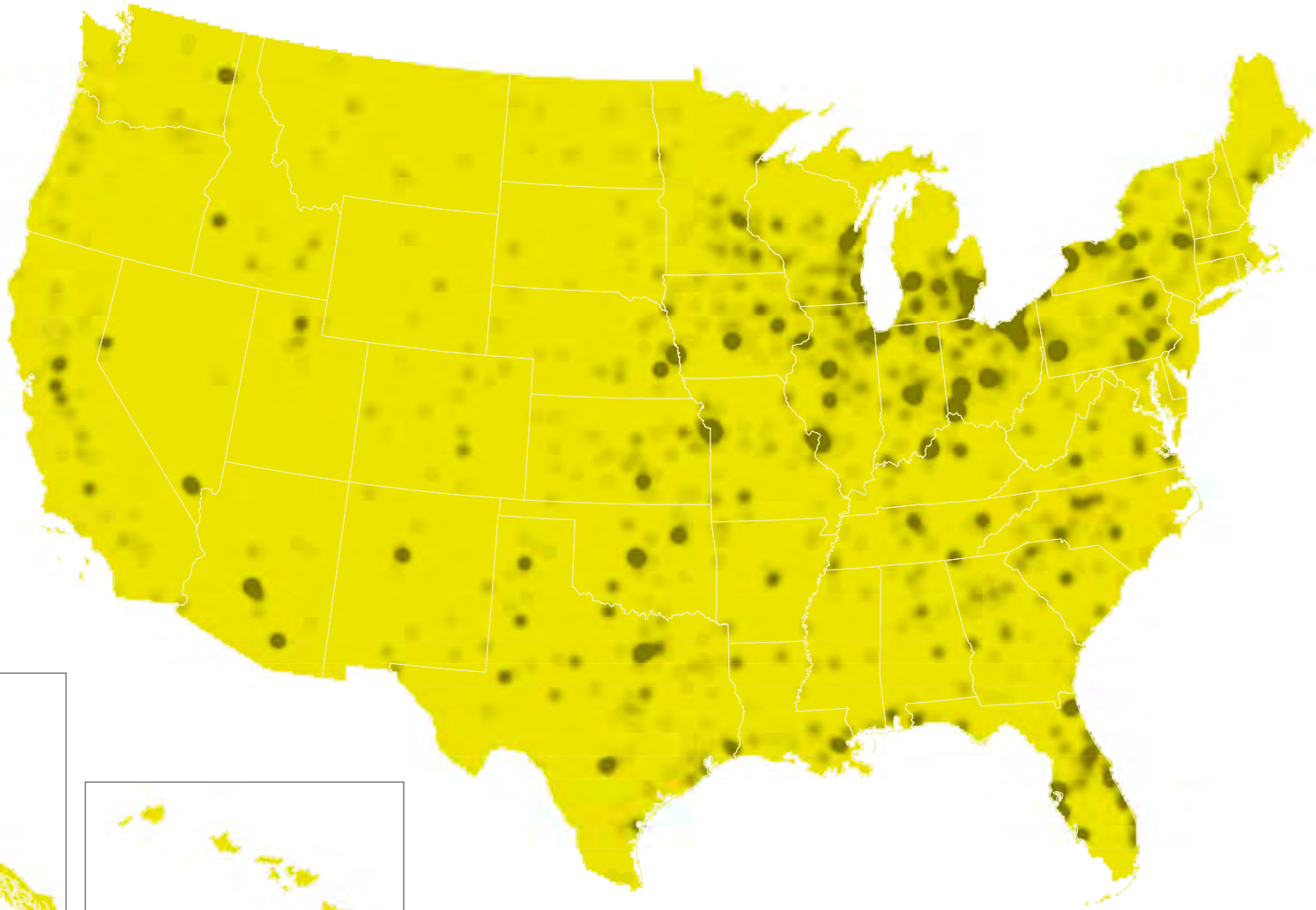
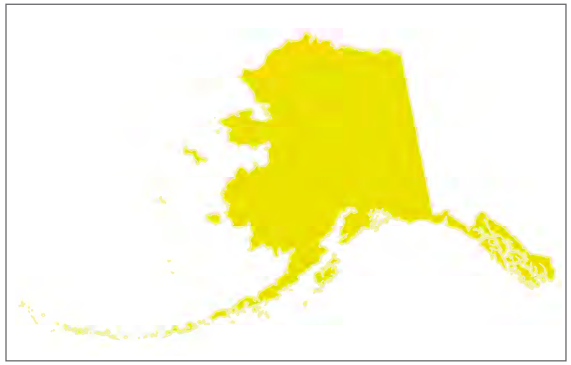
SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.







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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, $880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

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

TAPESTRY SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

8F

LifeMode Group: Middle Ground

Old and Newcomers

TAPESTRY SEGMENTATION
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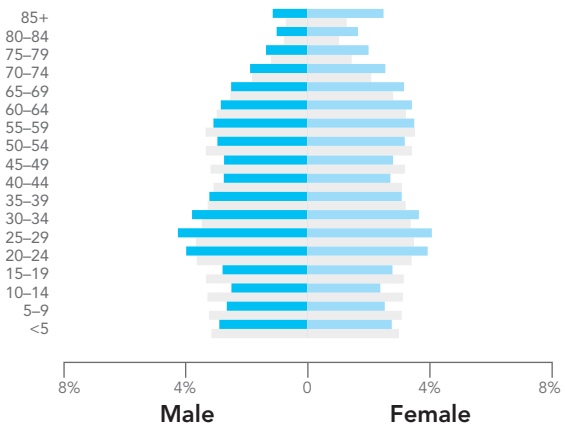
AGE BY SEX (Esri data)

Median Age: 39.4 US: 38.2

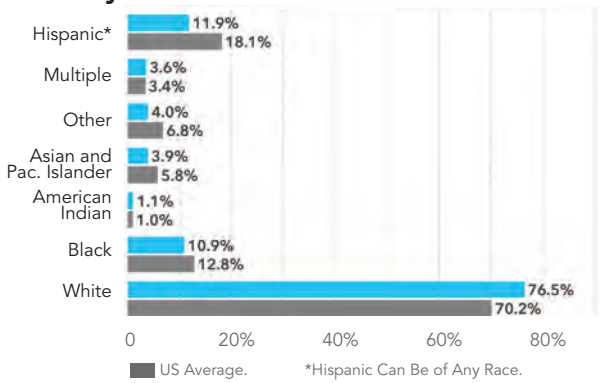
Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: 52.7 US: 64.0

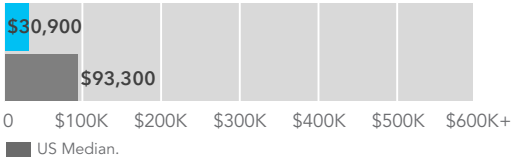


INCOME AND NET WORTH

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

Median Household Income

Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

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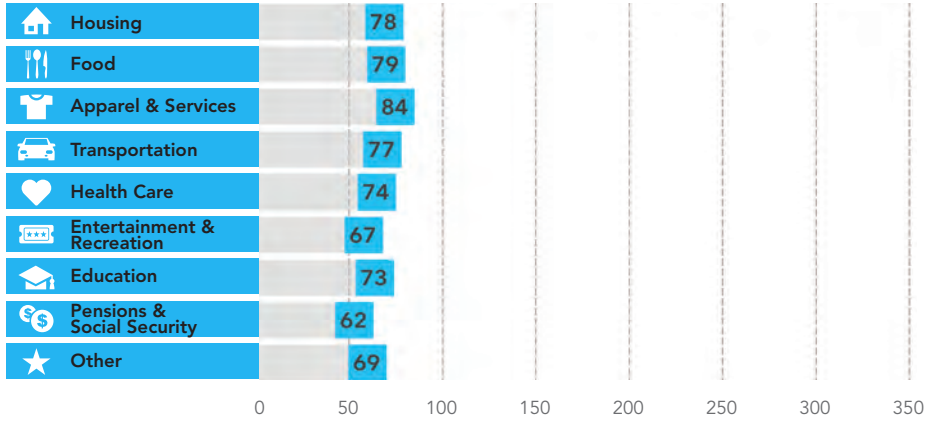
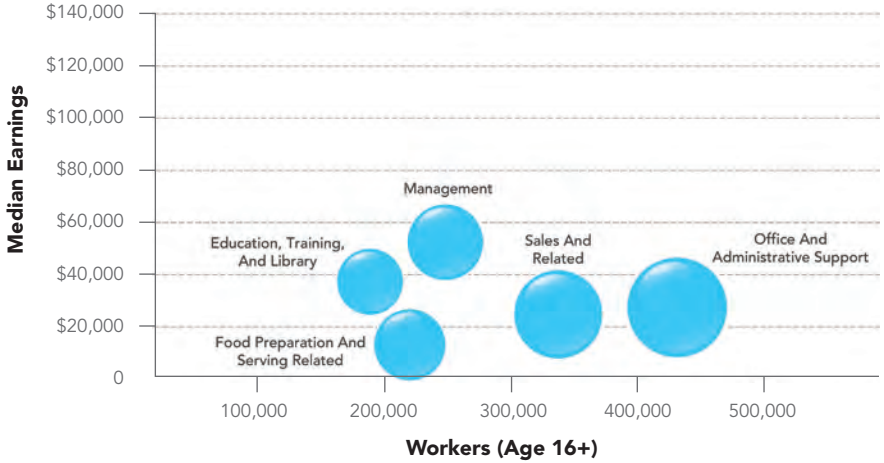


OCCUPATION BY EARNINGS

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



8F

LifeMode Group: Middle Ground

Old and Newcomers

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

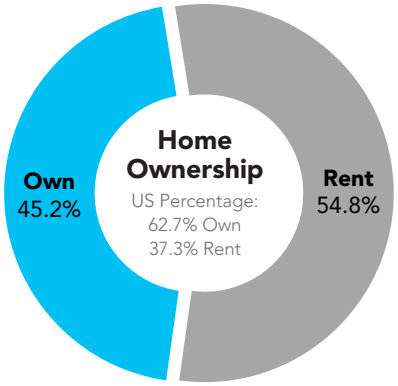
HOUSING

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

Typical Housing:
Single Family;
Multi-Units

Average Rent:
$880

US Average: $1,038



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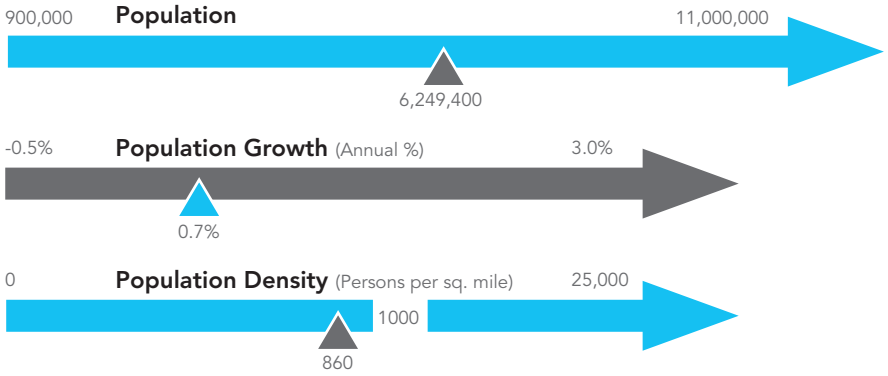

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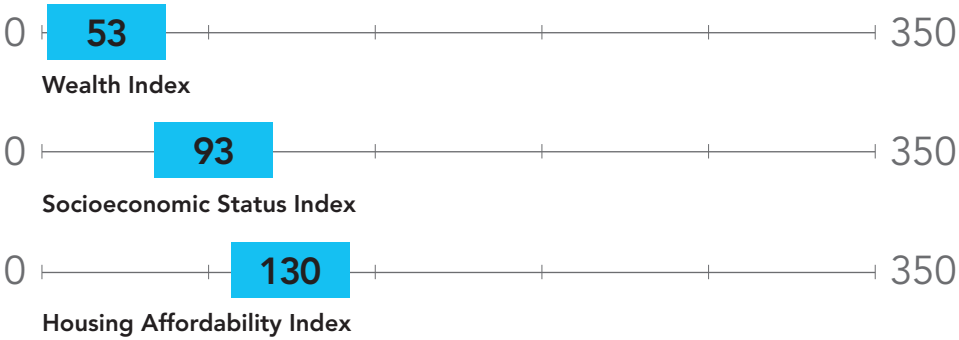

8F

LifeMode Group: Middle Ground

Old and Newcomers

TAPESTRY SEGMENTATION
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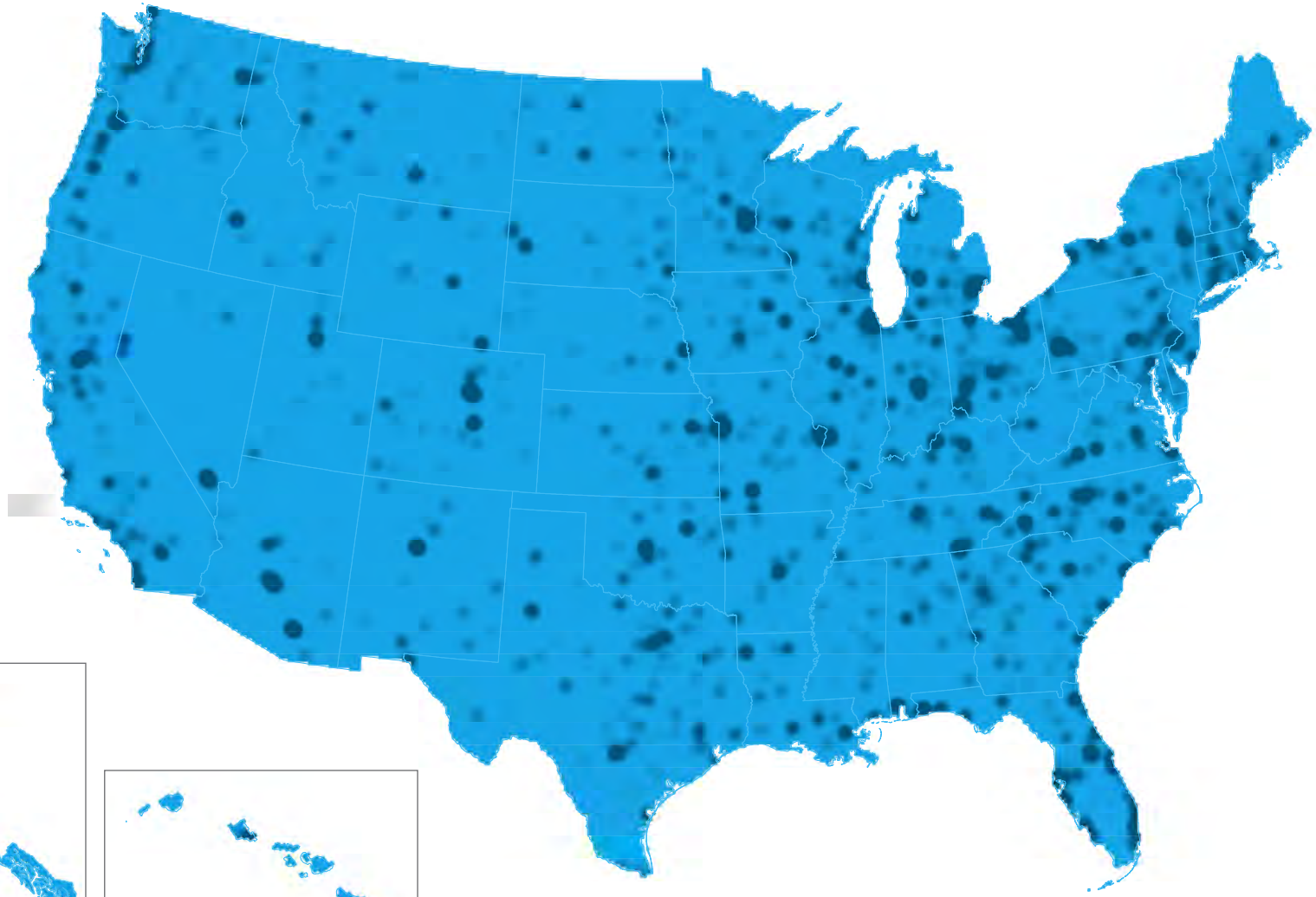
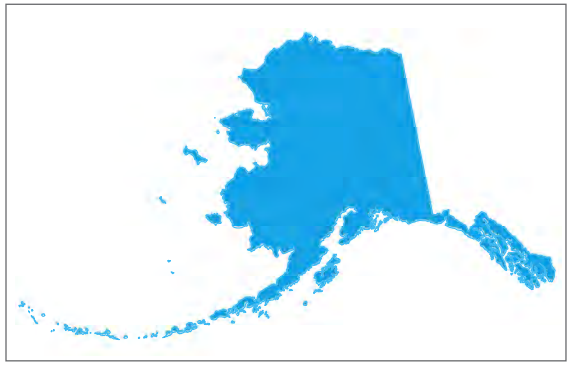
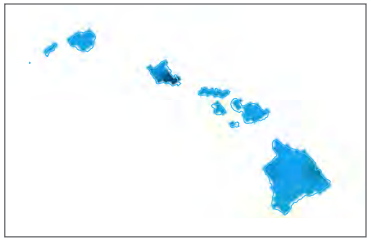
SEGMENT DENSITY

This map illustrates the density and distribution of the *Old and Newcomers* Tapestry Segment by households.







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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* 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), but the unemployment rate is comparable to the US.
- 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, healthcare, 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.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
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6F

LifeMode Group: Cozy Country Living

Heartland Communities

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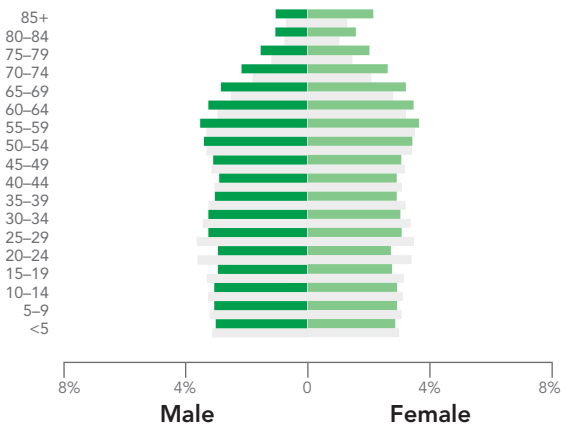
AGE BY SEX (Esri data)

Median Age: 42.3 US: 38.2

Indicates US



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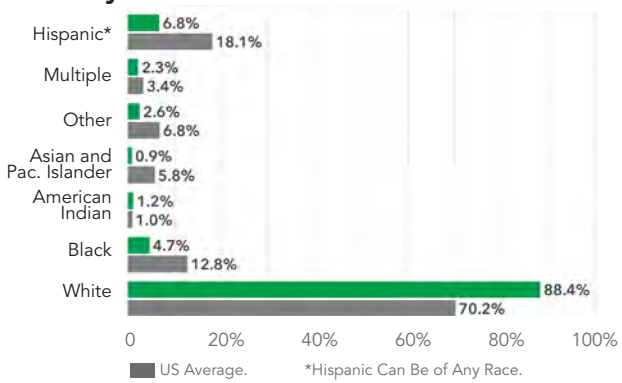
Diversity Index: 31.5 US: 64.0



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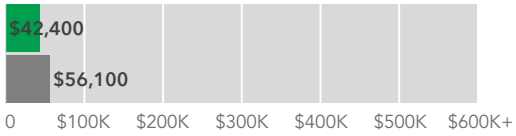
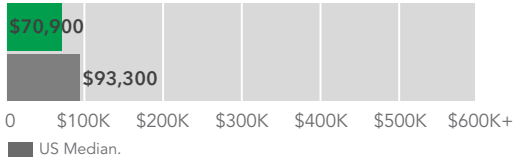


Median Net Worth



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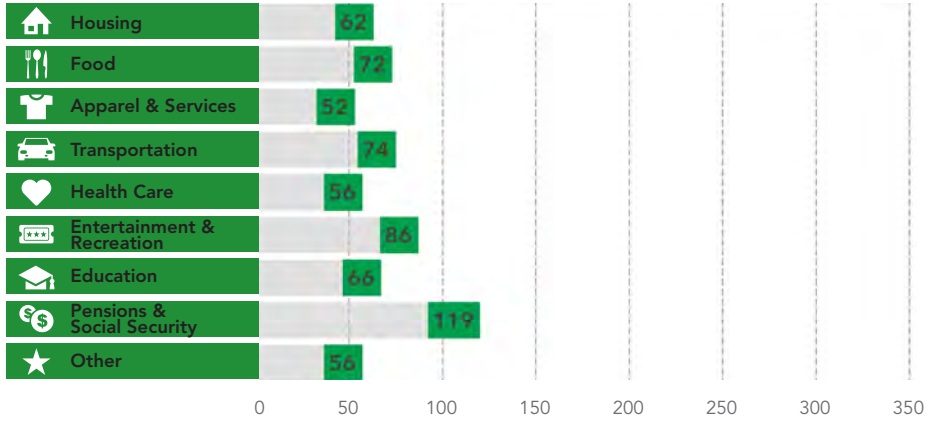

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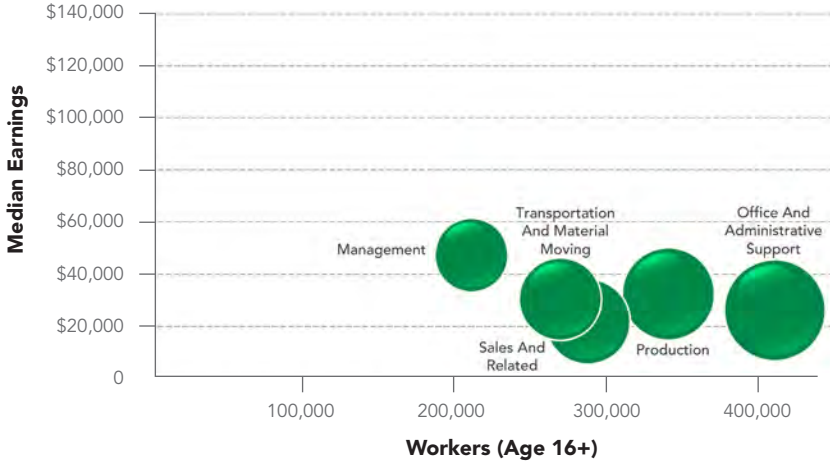


6F

LifeMode Group: Cozy Country Living

Heartland Communities

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

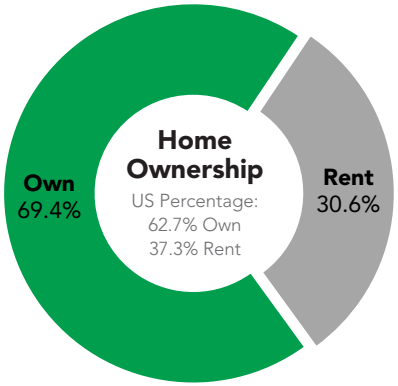
HOUSING

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

Typical Housing:
Single Family

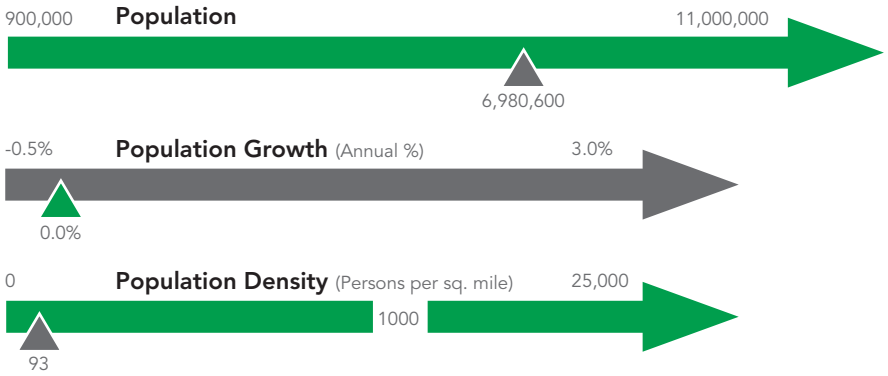
Median Value:
$95,700

US Median: $207,300



POPULATION CHARACTERISTICS

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



ESRI INDEXES

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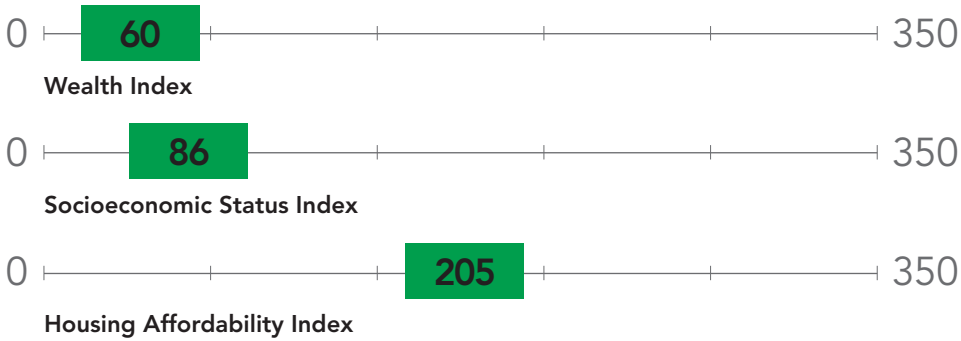


6F

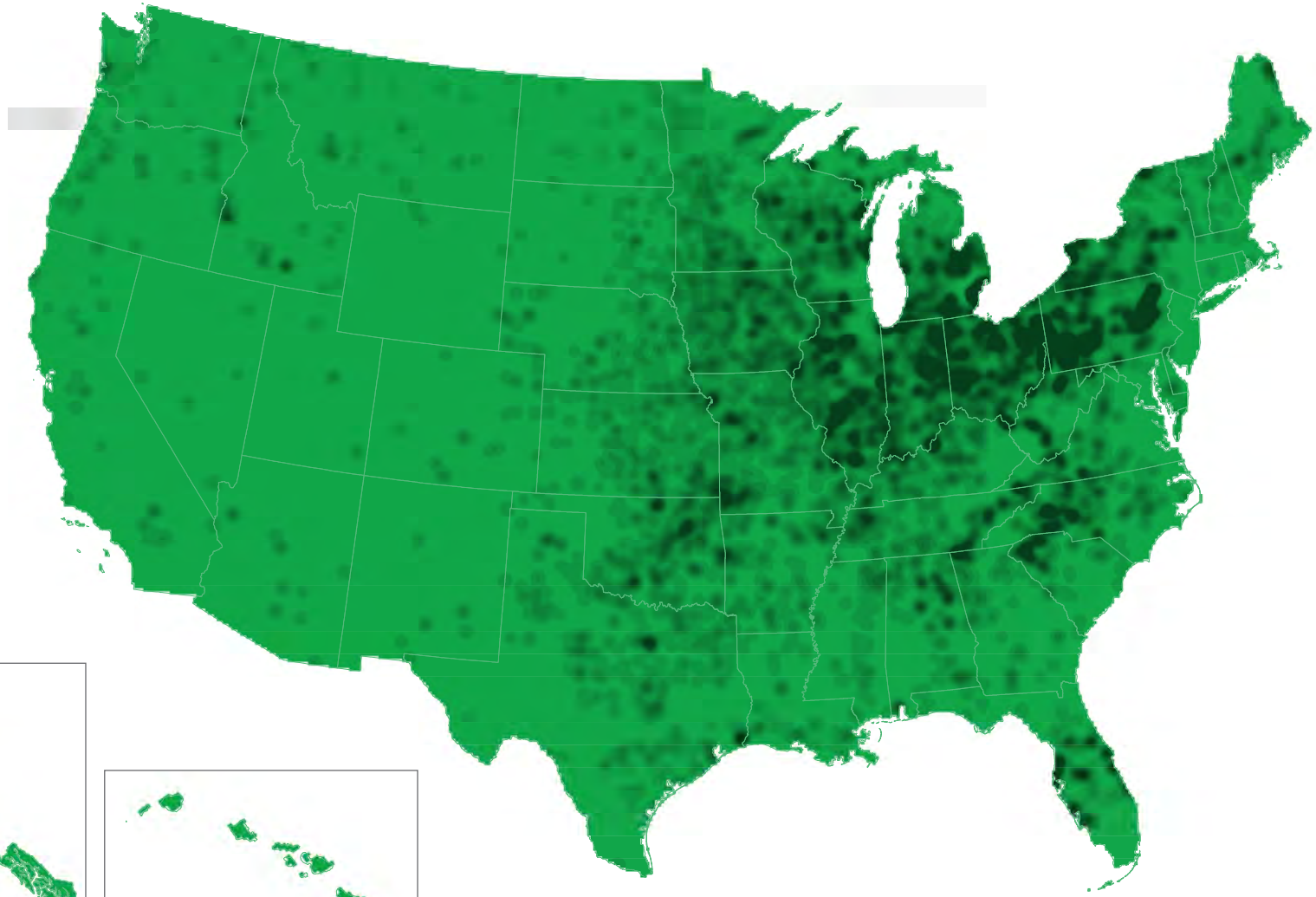
LifeMode Group: Cozy Country Living

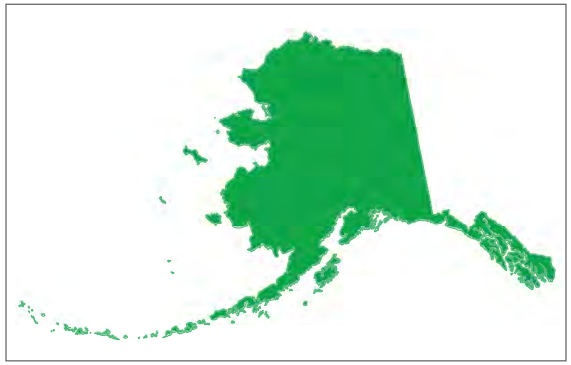
Heartland Communities

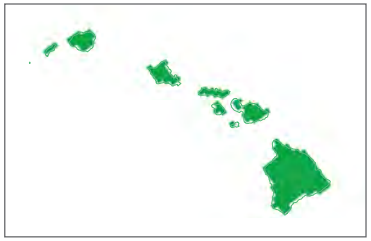
TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.







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LifeMode Group: Family Landscapes

Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

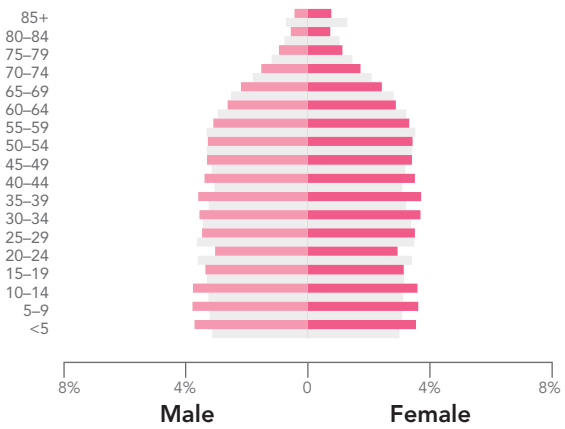
4C LifeMode Group: Family Landscapes
Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 36.1 US: 38.2

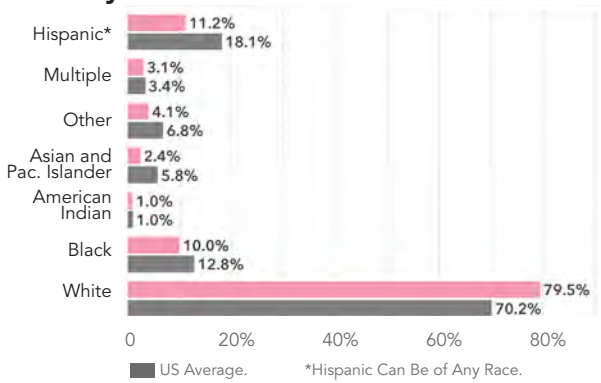
Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: 48.5 US: 64.0

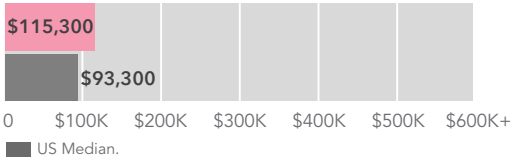


INCOME AND NET WORTH

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

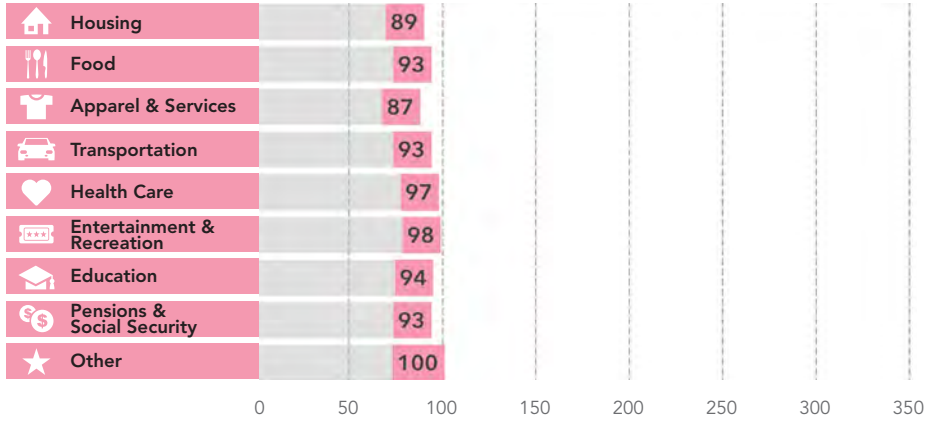
Median Household Income

Median Net Worth



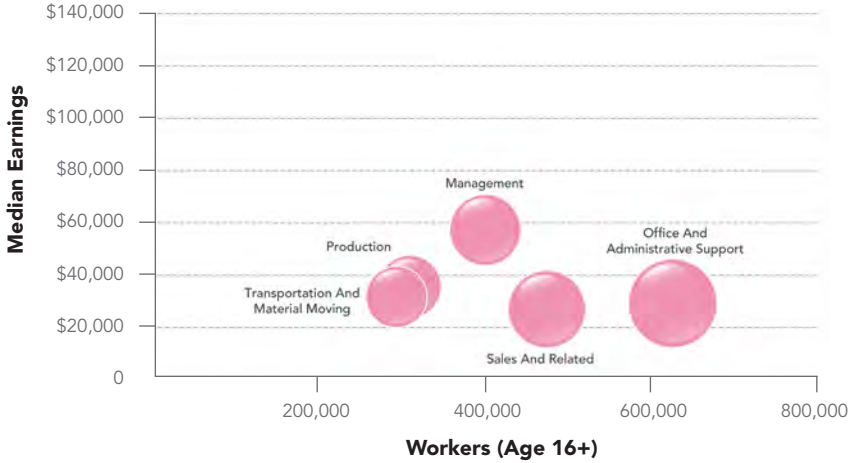
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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



4C LifeMode Group: Family Landscapes
Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

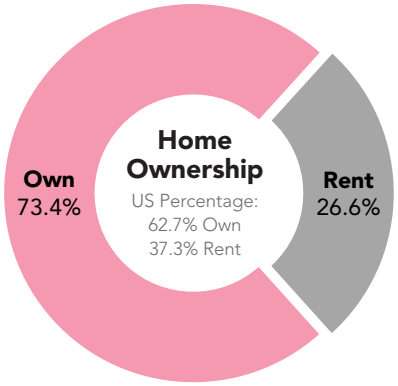
HOUSING

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

Typical Housing:
Single Family

Median Value:
$175,000

US Median: $207,300



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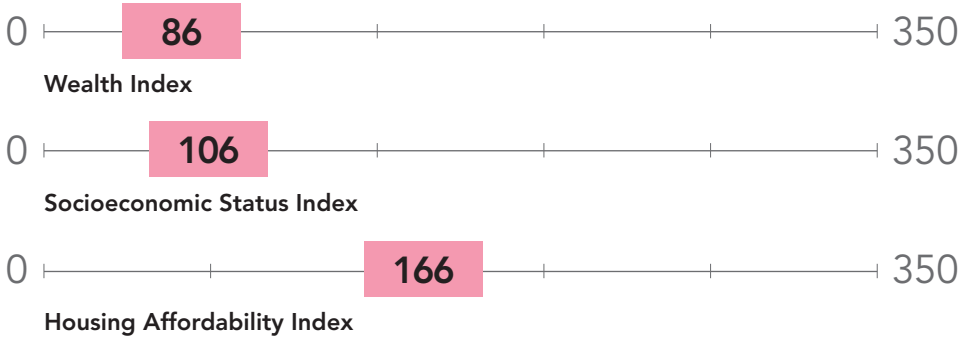


4C

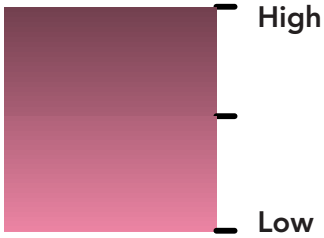
LifeMode Group: Family Landscapes

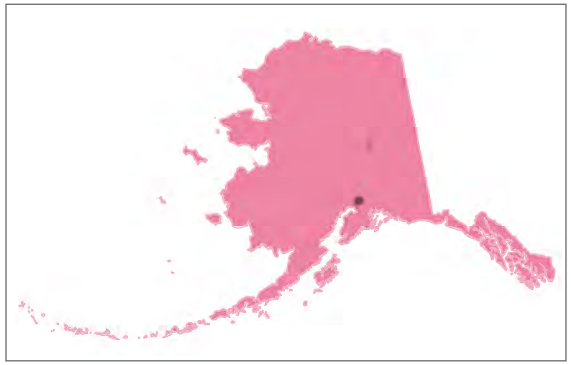
Middleburg

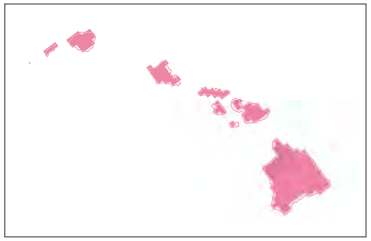
TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.







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LifeMode Group: Ethnic Enclaves

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: $72,000

WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

7A

LifeMode Group: Ethnic Enclaves

Up and Coming Families

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 31.4 US: 38.2

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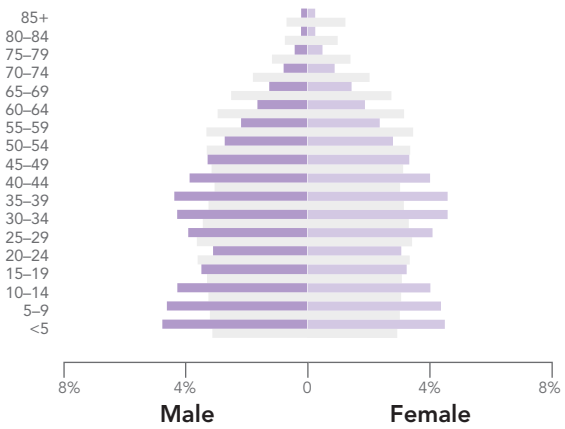

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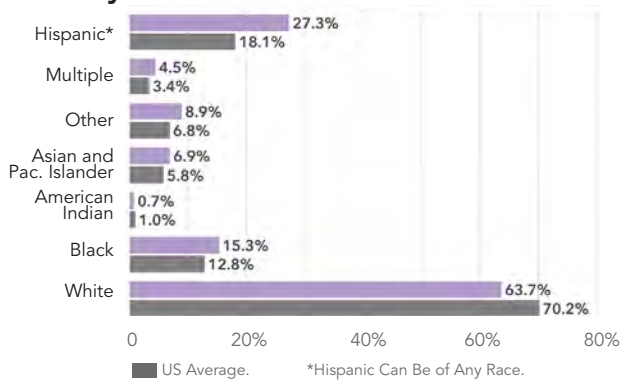

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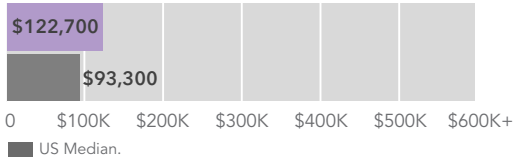

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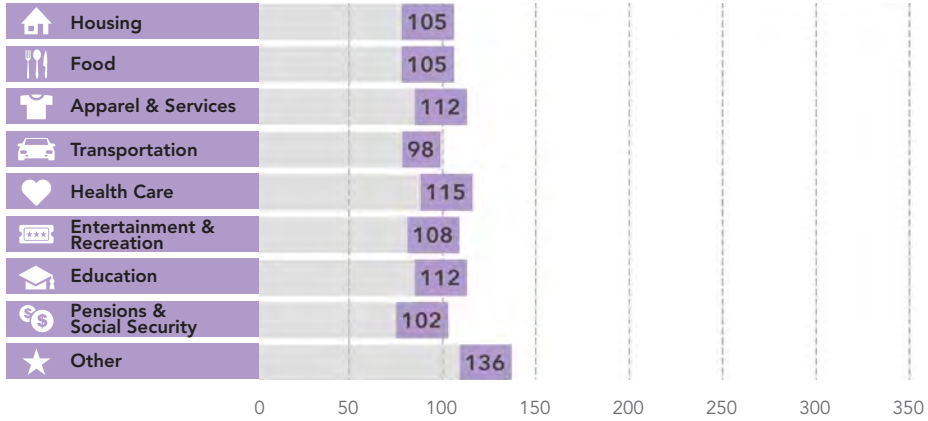

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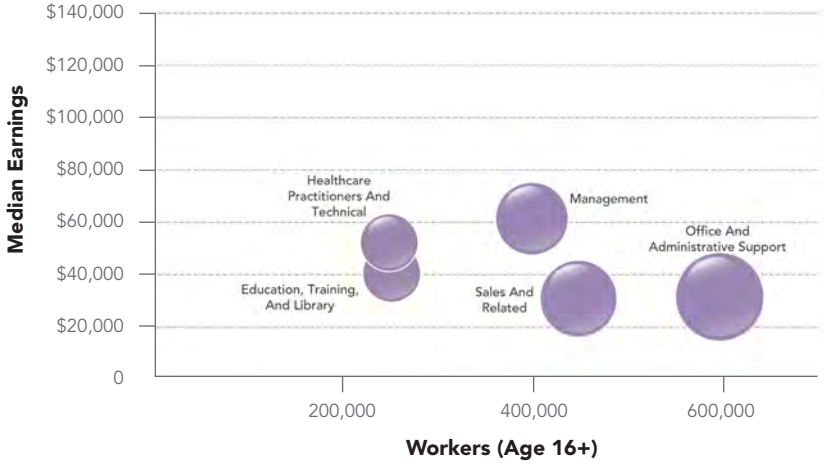

7A

LifeMode Group: Ethnic Enclaves

Up and Coming Families

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

HOUSING

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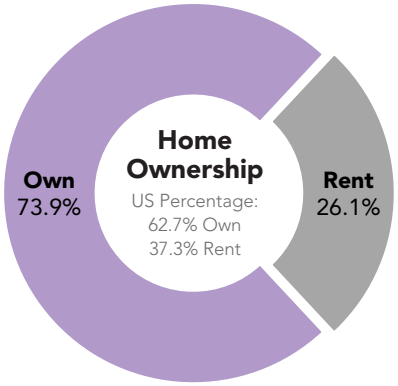

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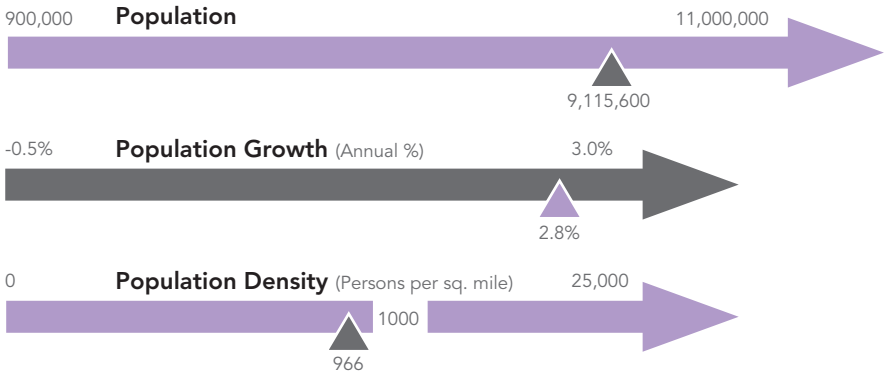

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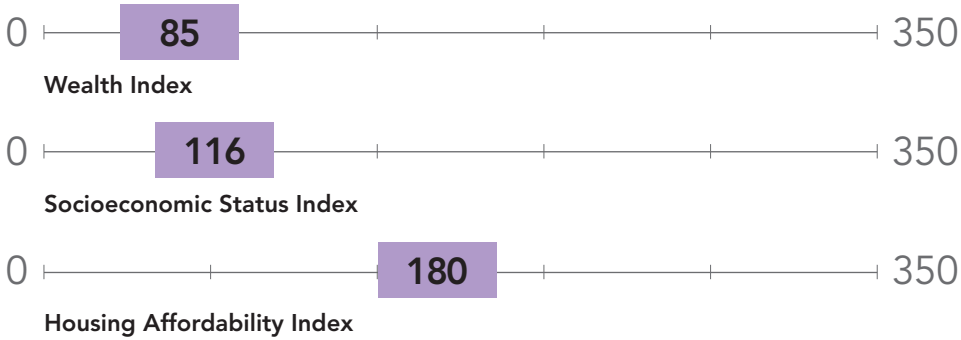

7A

LifeMode Group: Ethnic Enclaves

Up and Coming Families

TAPESTRY SEGMENTATION
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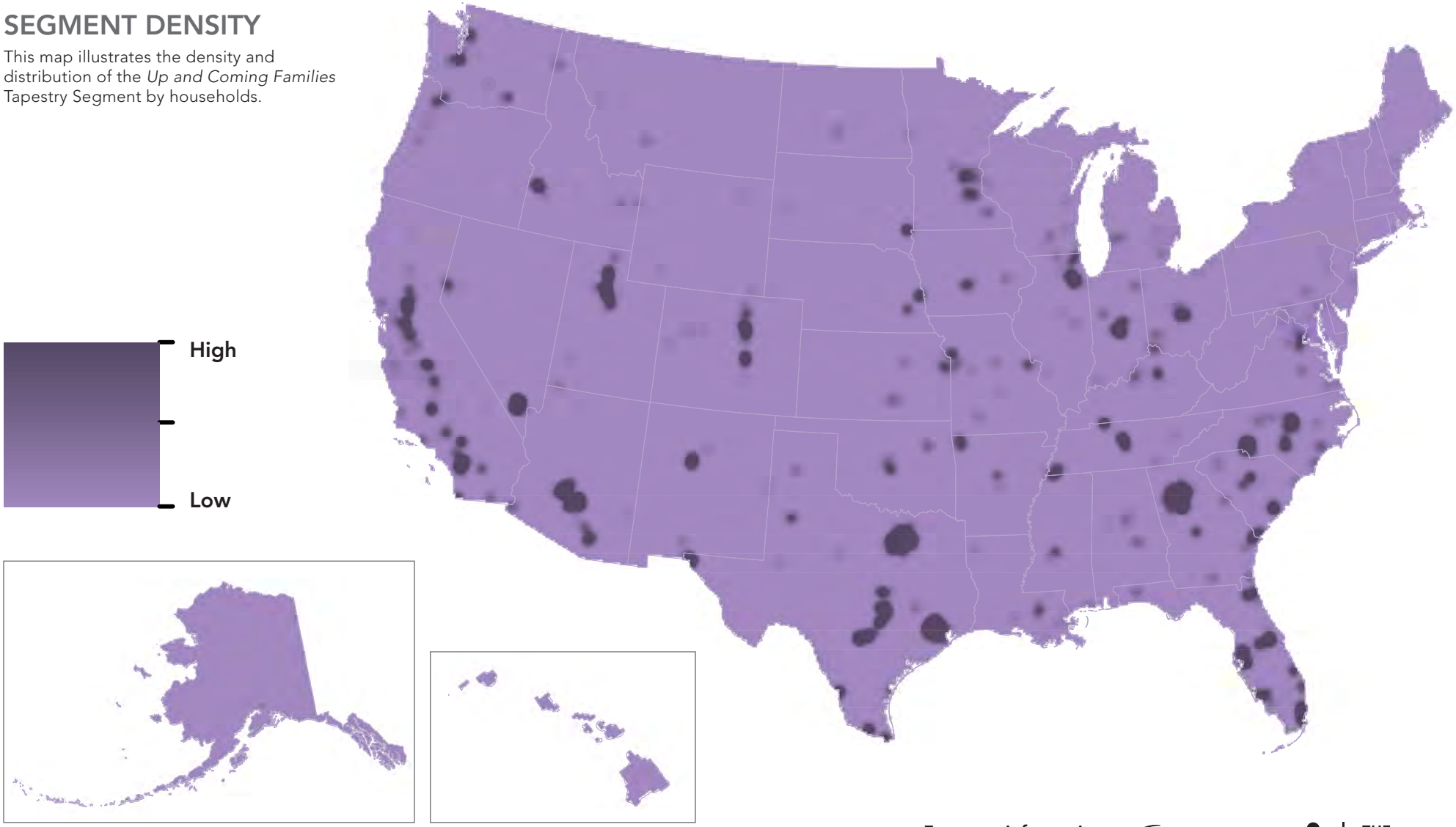
SEGMENT DENSITY

This map illustrates the density and distribution of the *Up and Coming Families* Tapestry Segment by households.



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Appendix C

Market Place Profiles

Retail MarketPlace Profile

City of New Richmond
341-399 S Knowles Ave, New Richmond, Wisconsin, 54017
Ring: 5 mile radius

Prepared by Cedar Corporation
Latitude: 45.11933
Longitude: -92.53759

Summary Demographics	
2018 Population	16,284
2018 Households	6,245
2018 Median Disposable Income	$50,534
2018 Per Capita Income	$29,462

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	$216,918,860	$207,843,899	$9,074,961	2.1	123
Total Retail Trade	44-45	$196,294,395	$188,938,999	$7,355,396	1.9	81
Total Food & Drink	722	$20,624,465	$18,904,900	$1,719,565	4.4	43

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$42,850,747	$62,243,752	-$19,393,005	-18.5	13
Automobile Dealers	4411	$33,955,360	$44,435,470	-$10,480,110	-13.4	3
Other Motor Vehicle Dealers	4412	$5,531,275	$12,482,676	-$6,951,401	-38.6	3
Auto Parts, Accessories & Tire Stores	4413	$3,364,111	$5,325,606	-$1,961,495	-22.6	7
Furniture & Home Furnishings Stores	442	$6,342,943	$2,772,067	$3,570,876	39.2	7
Furniture Stores	4421	$3,763,141	$582,869	$3,180,272	73.2	3
Home Furnishings Stores	4422	$2,579,803	$2,189,198	$390,605	8.2	4
Electronics & Appliance Stores	443	$6,367,456	$3,685,431	$2,682,025	26.7	7
Bldg Materials, Garden Equip. & Supply Stores	444	$13,818,277	$13,935,806	-$117,529	-0.4	11
Bldg Material & Supplies Dealers	4441	$12,465,924	$13,598,333	-$1,132,409	-4.3	9
Lawn & Garden Equip & Supply Stores	4442	$1,352,354	$337,474	$1,014,880	60.1	2
Food & Beverage Stores	445	$30,206,023	$32,037,989	-$1,831,966	-2.9	5
Grocery Stores	4451	$26,356,732	$30,058,859	-$3,702,127	-6.6	2
Specialty Food Stores	4452	$2,177,013	$120,211	$2,056,802	89.5	1
Beer, Wine & Liquor Stores	4453	$1,672,278	$1,858,918	-$186,640	-5.3	2
Health & Personal Care Stores	446,4461	$12,370,460	$3,297,448	$9,073,012	57.9	4
Gasoline Stations	447,4471	$23,498,976	$25,327,440	-$1,828,464	-3.7	7
Clothing & Clothing Accessories Stores	448	$8,161,799	$2,844,354	$5,317,445	48.3	7
Clothing Stores	4481	$5,328,281	$1,569,596	$3,758,685	54.5	4
Shoe Stores	4482	$1,208,565	$0	$1,208,565	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$1,624,952	$1,274,758	$350,194	12.1	3
Sporting Goods, Hobby, Book & Music Stores	451	$4,993,366	$707,930	$4,285,436	75.2	4
Sporting Goods/Hobby/Musical Instr Stores	4511	$4,220,655	$707,930	$3,512,725	71.3	4
Book, Periodical & Music Stores	4512	$772,711	$0	$772,711	100.0	0
General Merchandise Stores	452	$34,432,304	$39,421,330	-$4,989,026	-6.8	2
Department Stores Excluding Leased Depts.	4521	$26,133,703	$38,271,181	-$12,137,478	-18.8	1
Other General Merchandise Stores	4529	$8,298,601	$1,150,149	$7,148,452	75.7	1
Miscellaneous Store Retailers	453	$7,626,957	$2,225,151	$5,401,806	54.8	13
Florists	4531	$357,141	$190,664	$166,477	30.4	2
Office Supplies, Stationery & Gift Stores	4532	$1,768,476	$756,567	$1,011,909	40.1	2
Used Merchandise Stores	4533	$1,671,671	$148,072	$1,523,599	83.7	1
Other Miscellaneous Store Retailers	4539	$3,829,668	$1,129,848	$2,699,820	54.4	8
Nonstore Retailers	454	$5,625,087	$440,301	$5,184,786	85.5	1
Electronic Shopping & Mail-Order Houses	4541	$4,596,197	$0	$4,596,197	100.0	0
Vending Machine Operators	4542	$412,625	$0	$412,625	100.0	0
Direct Selling Establishments	4543	$616,265	$110,128	$506,137	69.7	1
Food Services & Drinking Places	722	$20,624,465	$18,904,900	$1,719,565	4.4	43
Special Food Services	7223	$519,457	$1,114,929	-$595,472	-36.4	2
Drinking Places - Alcoholic Beverages	7224	$1,453,790	$1,909,969	-$456,179	-13.6	8
Restaurants/Other Eating Places	7225	$18,651,217	$15,880,002	$2,771,215	8.0	33

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

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

Retail MarketPlace Profile

City of New Richmond
341-399 S Knowles Ave, New Richmond, Wisconsin, 54017
Ring: 10 mile radius

Prepared by Cedar Corporation
Latitude: 45.11933
Longitude: -92.53759

Summary Demographics	
2018 Population	35,331
2018 Households	13,069
2018 Median Disposable Income	$55,156
2018 Per Capita Income	$31,847

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	$509,096,726	$327,082,337	$182,014,389	21.8	212
Total Retail Trade	44-45	$460,131,369	$297,934,741	$162,196,628	21.4	142
Total Food & Drink	722	$48,965,357	$29,147,596	$19,817,761	25.4	70

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$100,096,496	$72,351,039	$27,745,457	16.1	23
Automobile Dealers	4411	$79,257,998	$48,119,611	$31,138,387	24.4	5
Other Motor Vehicle Dealers	4412	$12,957,298	$13,577,722	-$620,424	-2.3	6
Auto Parts, Accessories & Tire Stores	4413	$7,881,200	$10,653,706	-$2,772,506	-15.0	12
Furniture & Home Furnishings Stores	442	$15,087,676	$4,042,130	$11,045,546	57.7	9
Furniture Stores	4421	$8,900,249	$794,740	$8,105,509	83.6	4
Home Furnishings Stores	4422	$6,187,427	$3,247,390	$2,940,037	31.2	5
Electronics & Appliance Stores	443	$15,047,300	$4,453,037	$10,594,263	54.3	8
Bldg Materials, Garden Equip. & Supply Stores	444	$32,647,851	$17,524,230	$15,123,621	30.1	20
Bldg Material & Supplies Dealers	4441	$29,504,312	$15,952,025	$13,552,287	29.8	14
Lawn & Garden Equip & Supply Stores	4442	$3,143,539	$1,572,205	$1,571,334	33.3	6
Food & Beverage Stores	445	$70,543,553	$42,335,338	$28,208,215	25.0	13
Grocery Stores	4451	$61,508,011	$37,226,131	$24,281,880	24.6	5
Specialty Food Stores	4452	$5,085,146	$735,467	$4,349,679	74.7	3
Beer, Wine & Liquor Stores	4453	$3,950,396	$4,373,741	-$423,345	-5.1	5
Health & Personal Care Stores	446,4461	$28,776,103	$5,103,687	$23,672,416	69.9	5
Gasoline Stations	447,4471	$54,553,745	$98,323,468	-$43,769,723	-28.6	17
Clothing & Clothing Accessories Stores	448	$19,448,874	$2,944,029	$16,504,845	73.7	7
Clothing Stores	4481	$12,662,901	$1,610,955	$11,051,946	77.4	4
Shoe Stores	4482	$2,881,146	$0	$2,881,146	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$3,904,828	$1,333,074	$2,571,754	49.1	3
Sporting Goods, Hobby, Book & Music Stores	451	$11,832,094	$2,610,830	$9,221,264	63.8	8
Sporting Goods/Hobby/Musical Instr Stores	4511	$10,009,229	$2,610,830	$7,398,399	58.6	8
Book, Periodical & Music Stores	4512	$1,822,865	$0	$1,822,865	100.0	0
General Merchandise Stores	452	$81,064,639	$41,651,479	$39,413,160	32.1	7
Department Stores Excluding Leased Depts.	4521	$61,642,015	$38,558,440	$23,083,575	23.0	2
Other General Merchandise Stores	4529	$19,422,624	$3,093,040	$16,329,584	72.5	5
Miscellaneous Store Retailers	453	$17,824,786	$4,185,593	$13,639,193	62.0	20
Florists	4531	$847,214	$617,828	$229,386	15.7	4
Office Supplies, Stationery & Gift Stores	4532	$4,183,882	$901,211	$3,282,671	64.6	3
Used Merchandise Stores	4533	$3,962,741	$148,072	$3,814,669	92.8	1
Other Miscellaneous Store Retailers	4539	$8,830,949	$2,518,481	$6,312,468	55.6	11
Nonstore Retailers	454	$13,208,252	$2,409,882	$10,798,370	69.1	4
Electronic Shopping & Mail-Order Houses	4541	$10,848,712	$1,093,695	$9,755,017	81.7	1
Vending Machine Operators	4542	$967,634	$0	$967,634	100.0	0
Direct Selling Establishments	4543	$1,391,907	$1,316,187	$75,720	2.8	3
Food Services & Drinking Places	722	$48,965,357	$29,147,596	$19,817,761	25.4	70
Special Food Services	7223	$1,236,249	$1,881,390	-$645,141	-20.7	3
Drinking Places - Alcoholic Beverages	7224	$3,475,559	$3,839,190	-$363,631	-5.0	17
Restaurants/Other Eating Places	7225	$44,253,549	$23,427,016	$20,826,533	30.8	51

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

TO: **Forward New Richmond Members**

FROM: **Beth Thompson, Community Development Director**

DATE: **May 9, 2019**

RE: **Housing Study**

Background
At the last FNR meeting, there was considerable discussion on housing needs within the City of New Richmond. FNR directed staff to do a bit of research and come back with some suggestions on how to handle the housing needs. Staff feels that the best approach is to first get a comprehensive housing study completed so we are fully aware of the actual housing needs. Staff has contacted the following two communities who have recently completed housing studies:

River Falls
Population: 15,000
Firm: Maxfield Research and Consulting, LLC
Cost: $20,420

Platteville
Population: 12,000
Firm: Vierbicher Associates
Cost: $24,500

Attached is a draft RFP for a comprehensive housing study.

How can we fund this study? There is a CDBG Planning grant that the City could apply for and this could pay up to half of the study. This will take some time and if awarded we could potentially start in late 2019 and budget for the final payment in 2020. City staff will propose funding in 2020.

Recommendation

City staff recommends moving forward with applying for the CDBG grant.

CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

REQUEST FOR PROPOSAL

COMPREHENSIVE HOUSING STUDY AND NEEDS ANALYSIS

RFP Issue Date: _ _ _ _ _ _ _ _ _ _ _ _

Proposal Due Date: _ _ _ _ _ _ _ _ _ _

General Information

The City of New Richmond, Wisconsin, is soliciting proposals for a Comprehensive Housing Study and Needs Analysis. New Richmond is a growing community of 9,070 people in the Twin Cities metropolitan statistical area and has prospered as a family oriented community with a small-town friendly atmosphere. The quality, variety and appearance of our housing stock provides a positive image that shows New Richmond cares about its sense of place. The extent to which our residents are adequately housed and the fact that housing choices are available to all levels of need and income are crucial factors in the City's overall wellbeing. The purpose of this document is to outline the requirements and procedures for receiving formal written proposals for the development of a Housing Study and Needs Analysis.

As a reference, our housing statistics over the past five years are as follows:

2014	
Single Family	11 dwelling units
Two-Family	4 dwelling units
Multifamily	52 dwelling units (apartment building)
Total Dwelling Units	**67**

2015	
Single Family	21 dwelling units
Two-Family	35 dwelling units
Multifamily	0
Total Dwelling Units	**56**

2016	
Single Family	41 dwelling units
Two-Family	16 dwelling units
Multifamily	0
Total Dwelling Units	**57**

2017	
Single Family	55 dwelling units
Two-Family	44 dwelling units
Multifamily	3 dwelling units
Total Dwelling Units	**102**

2018	
Single Family	97 dwelling units
Two-Family	46 dwelling units
Multifamily	14 dwelling units
Total Dwelling Units	**157**

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Project Summary

The results of this Housing Study and Needs Analysis will help decision makers, stakeholders and community members develop a meaningful sense of the housing market as well as an understanding of key housing issues unique to New Richmond. The study is intended to offer community leaders and stakeholders a basis for formulating community-specific housing priorities and policy alternatives. The study and needs analysis will have 5/10/15 year projections. The completed study and needs analysis will be in a format that can be updated as needed.

Scope of Work

The area to be surveyed and studied shall include the City of New Richmond. The City also has as part of its Comprehensive Land Use Plan an Urban Area Boundary (one and one half mile outside the City limits) and it shall be evaluated as part of the New Richmond Market. The City will rely on your professional expertise to guide the process including the development of a logical and appropriate scope of work. In general, the scope of work should include the following components.

1. **Analysis of Demographic Growth Trends/Projections and Characteristics**
    - Population and household characteristics
    - Employment including job growth projections, industrial/economic expansions, and wage data
    - Age distribution
    - Income
2. **Analysis of Characteristics of Existing Housing Stock**
    - Unit type
    - Age and condition
    - Value
    - Vacancy rate
3. **Analysis of For Sale Markets**
    - Housing values
    - Sales data
    - Subdivision data
    - Information on pending developments
    - Interview with realtors
    - Other information deemed relevant to the for-sale housing market.
4. **Analysis of Market Rate Housing Demand**
    - Low-income
    - Moderate-income
    - High-income
    - Seniors
5. **Analysis of Existing Rental Market**
    - Number of rental properties
    - Rents and vacancies
    - Single family conversions
    - Student rentals
    - Work force housing
    - Pending developments
    - Interview local landlords on rental housing needs and issues

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6. **Analysis of Rental Demand**
    - Single-family
    - Market rate plus
    - Student housing
    - Income eligible rentals
7. **Analysis of Rental Demand for Senior Market**
    - Rents, vacancies, services and amenities
    - Resident profiles
    - Information on pending developments
8. **Analysis of Special Housing Needs**
    - Assisted Living
    - Skilled Nursing
    - Memory Care
    - Community Based Residential Facilities (CBRF)
    - Homeless
    - Disabled persons
9. **Recommendations**
    - Summary review of findings.
    - Identification of market demand based on analysis of above identified components 1-8.
    - Changes to existing policies/ordinances affecting housing development.
    - Management strategies for policy and decision makers.

Submittal Requirements

Proposals must be provided electronically. Proposals must be clear, succinct and not exceed 15 pages, excluding any addendum attachments. Only complete submittals will be considered for evaluation. All proposals and attachments will become part of the public record. Proposal content must include the following:

1. Cover Letter.
2. Firm Description. Describe your firm's areas of expertise, type of organization, length of time in business, number of employees, and other information that would be helpful in characterizing the firm.
3. Project Team. The names and qualifications of personnel in the firm who have worked on similar projects and would be made available to work on this project. Provide any specialized experience details as they pertain to this project. Identify the Project Manager who will be responsible for the day-to-day management of project tasks and who will be the key point of contact with the City. Identify any sub- consultants (if proposed) and describe their role(s) in the project.
4. Scope of Work. Provide a succinct, but detailed, description of the process and product that would be delivered based on the Scope of Work section of this RFP.
5. Project Schedule and Budget. Submit a schedule, itemized by task, for completing the scope of work. Include a comprehensive and detailed budget listing all costs, fees, and reimbursable fees to be incurred as a part of your proposal, correlated with staffing, task and hourly breakdowns provided in your scope of work. All costs for this project must be included in the submitted proposal.
6. Work Samples. Provide digital copies of two example work products that most closely match the product desired in this RFP (web links preferred if available).

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7. References: Identify three (3) references from similar projects, including current contact information.

Proposals must be submitted electronically by 4:00 p.m. on _____, to be considered. No amendments to proposals will be accepted after this time. The City of New Richmond reserves the right to accept or reject any or all proposals. **Submit electronic proposals to:**

Mike Darrow
City Administrator
City of New Richmond
156 East First Street
New Richmond, WI 54017
mdarrow@newrichmondwi.gov

All costs incurred by the consultant in the preparation of the response to this solicitation, including presentations and/or participation in interviews, shall be borne solely by the respondent.

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Consultant Selection and Evaluation Process

The City anticipates utilizing the following selection committee to make a recommendation to the City Council.

- Mike Darrow, City Administrator
- Noah Wiedenfeld, Director of Planning
- Beth Thompson, Community Development Director
- Rae Ann Ailts, Finance Director

Each proposal will be evaluated based on its own merits. At a minimum, consultants should possess the following:

- Demonstrated understanding of the requirements of this project and concerns of the City of New Richmond.
- Experience in leading collaborative processes with public and private stakeholders.
- Proven success of other projects.

Other factors to be considered will include but not be limited to the following:

- Demonstrated ability to provide timely and quality deliverables.
- Experience of the project team and sub-consultants proposed to work on the project.
- Customer satisfaction and references.
- Value of service relative to proposed costs.
- Quality and completeness of proposal

The City reserves the right to:

- Qualify, accept, or reject any or all proposals as deemed to be in the best interest of the City.
- Accept or reject any or all proposals and to waive irregularities or technicalities in any proposal when in the best interest of the City.
- Accept or reject any exception taken by the proposer to the terms and conditions of the RFP.

Consultant Selection Schedule

The following is the proposed schedule and key dates for finalizing a consultant contract. All dates are subject to change.

- RFP Issued: _____
- Proposal Deadline: _____
- Review of Proposals: _____
- Interviews (if the City elects to conduct interviews): _____
- Resolution authorizing Contract by City Council: _____
- Project Commencement: _____

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156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

MEMORANDUM

TO: Forward New Richmond Members

FROM: Beth Thompson, Community Development Director

DATE: May 9, 2019

SUBJECT: Economic Development Update

Dance Explosion
There was a Groundbreaking Ceremony held on May 8th at 10:00 a.m. at the site. Poor weather but a great turnout! This was the first groundbreaking of the year.

Oral Surgery Center
City staff met with the engineering and architectural firm for a possible new Oral Surgery Center. The location they are looking at is off Highway 64.

This project is just starting to ramp up. The group is shooting for the site plan to go to the Plan Commission in July of 2019 with possible construction beginning in late August or September. The Plan Commission and City Council approved the rezoning earlier this year (from Z4 to Z3).

WITC Addition
WITC New Richmond campus proposes to add a 4,000 sq. ft. addition (approximate) to the existing primary campus. The proposed addition will be attached at the northwest corner and will accommodate a new veterinary technician (Vet Tech) program. There are currently only three schools in Wisconsin offering the Vet Tech program, all located in southern Wisconsin with the newest accredited school being added in 2017. The addition of the high-demand veterinary technician program to the WITC New Richmond campus will not only serve students in developing their career, but will serve the veterinary science needs of Northern Wisconsin communities.

Westfields
Westfields will be proposing to move their heli-pad location and to construct an addition to the east of their current facility. City staff has had very preliminary conversations with Steve Massey and will continue these throughout the first part of summer. We do not know the anticipated start date.

Additional Info for FNR Members:

2019 Contractors Meeting: On April 18, 2019, City staff held a Contractors meeting. This is the first year we have done this type of meeting. During the meeting, staff discussed the following items:

1. Building Inspection hours and cut-off times for next day inspections; erosion control; ufer ground and occupancy.
2. Electric winter follow-up; process for electric services; overhead to underground conversions; temporary services.
3. Water and sewer inspection appointments; protection of curb stop; licenses and being prepared at the job site.
4. Street privilege permits; dumpsters; clear areas for sidewalks and trails; damage to streets, curbs and sidewalks.
5. Planning and programs; additional permitting processes; utility incentive programs.

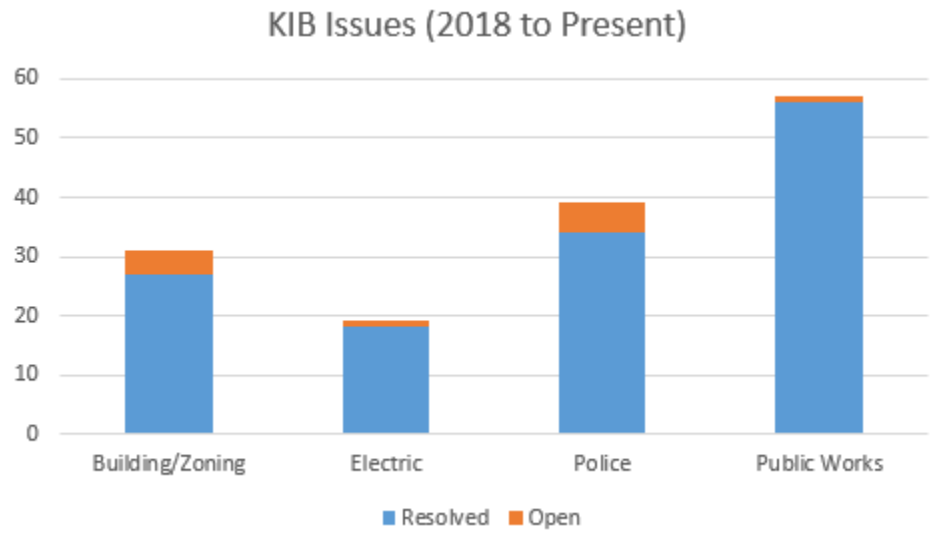
We had about fifteen contractors in attendance and the meeting was well received.

Building Fee Update: At the April work session, the City Council approved a new fee schedule and additional building department fees. The schedule of fees was put into effect on May 1, 2019, and is very similar to what we have done in the past. The schedule and additional fees can be found on-line at www.newrichmondwi.gov on the Building and Zoning Department page.

Building Permit Update: Below please find our numbers for building permits, dwelling units and construction values for year to date as of April 30, 2019:

As of April 30, 2019

Number of Inspections:	618
Number of Permits:	140
Number of New Dwelling Units:	57
Residential Construction Value:	$ 9,283,475
Commercial Construction Value:	$ 2,084,147
Total Value:	**$11,367,622**

Keep It Beautiful Update:
The Keep it Beautiful (KIB) app was launched in March of 2018 and has had 146 concerns logged since its inception. So far in 2019, 30 concerns have been logged and 11 remain open/unresolved.
Four of the eleven issues are assigned to the Building/Zoning Department. Code enforcement letters have been mailed to the property owners. We are seeing progress with two of these properties; a third complaint is brand new; and the fourth complaint has been an ongoing issue.

KIB - 2018 to present			
Department	**Resolved**	**Open**	**Total**
Building/Zoning	27	4	**31**
Electric	18	1	**19**
Police	34	5	**39**
Public Works	56	1	**57**
	135	11	**146**