

Downtown Economic Development Strategy Area



Downtown Area

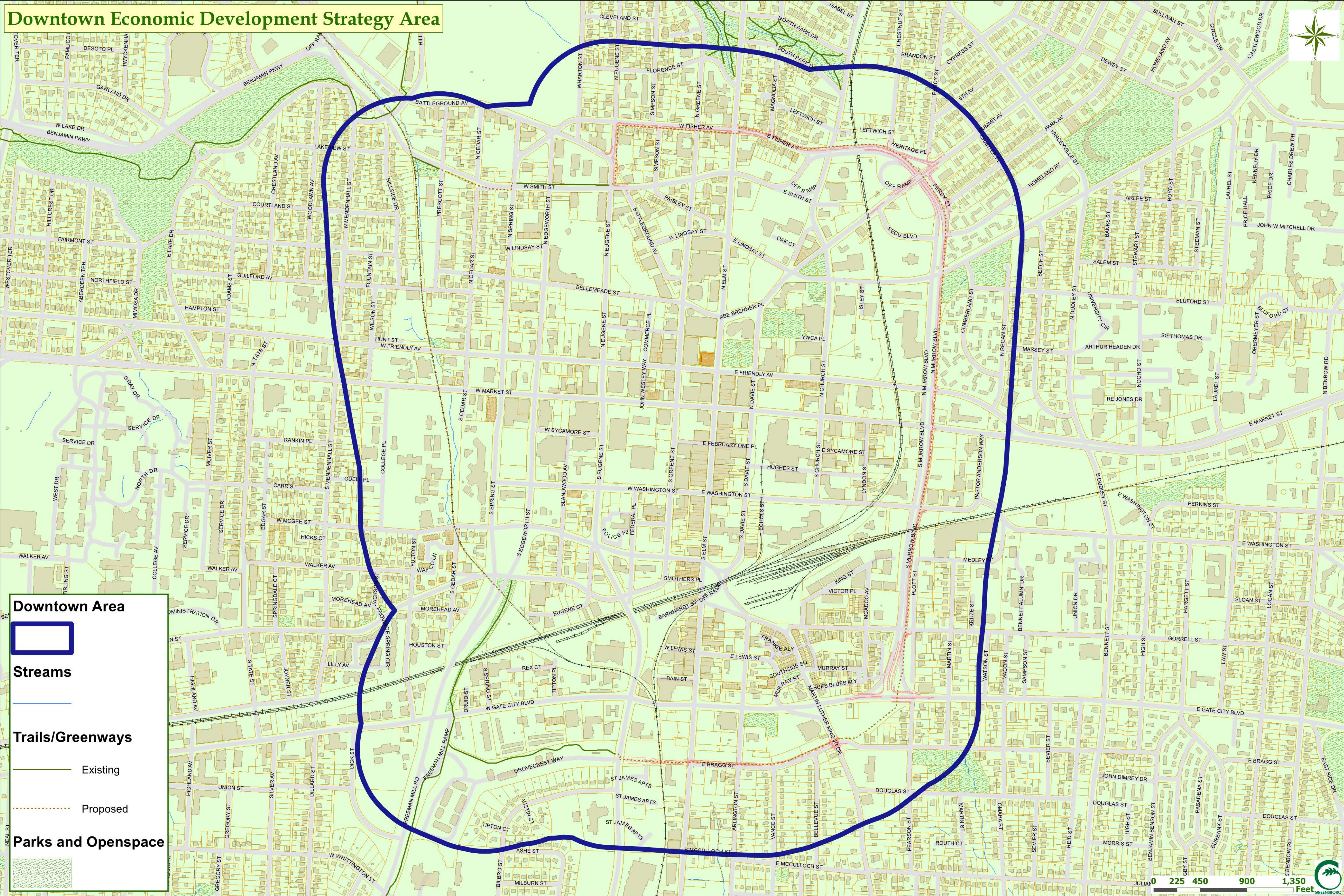
Streams

Trails/Greenways

Existing

Proposed

Parks and Openspace





Community Profile

Downtown ED Study Area
Area: 1.63 square miles

Prepared by Esri

Population Summary

2000 Total Population	4,594
2010 Total Population	5,525
2016 Total Population	5,989
2016 Group Quarters	1,123
2021 Total Population	6,301
2016-2021 Annual Rate	1.02%
2016 Total Daytime Population	26,690
Workers	23,653
Residents	3,037

Household Summary

2000 Households	2,224
2000 Average Household Size	1.81
2010 Households	2,545
2010 Average Household Size	1.75
2016 Households	2,785
2016 Average Household Size	1.75
2021 Households	2,971
2021 Average Household Size	1.74
2016-2021 Annual Rate	1.30%
2010 Families	657
2010 Average Family Size	2.93
2016 Families	707
2016 Average Family Size	2.93
2021 Families	749
2021 Average Family Size	2.92
2016-2021 Annual Rate	1.16%

Housing Unit Summary

2000 Housing Units	2,480
Owner Occupied Housing Units	24.3%
Renter Occupied Housing Units	65.4%
Vacant Housing Units	10.3%
2010 Housing Units	3,074
Owner Occupied Housing Units	21.9%
Renter Occupied Housing Units	60.9%
Vacant Housing Units	17.2%
2016 Housing Units	3,358
Owner Occupied Housing Units	19.4%
Renter Occupied Housing Units	63.5%
Vacant Housing Units	17.1%
2021 Housing Units	3,582
Owner Occupied Housing Units	19.3%
Renter Occupied Housing Units	63.6%
Vacant Housing Units	17.1%

Median Household Income

2016	\$26,903
2021	\$27,501

Median Home Value

2016	\$198,140
2021	\$237,603

Per Capita Income

2016	\$22,988
2021	\$24,810

Median Age

2010	30.9
2016	31.6
2021	32.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

January 31, 2017



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2016 Households by Income

Household Income Base	2,785
<\$15,000	30.6%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	11.6%
\$75,000 - \$99,999	5.9%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	2.5%
\$200,000+	2.4%

Average Household Income \$46,035

2021 Households by Income

Household Income Base	2,971
<\$15,000	29.9%
\$15,000 - \$24,999	15.1%
\$25,000 - \$34,999	15.8%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	11.3%
\$75,000 - \$99,999	6.2%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	3.4%
\$200,000+	2.6%

Average Household Income \$49,739

2016 Owner Occupied Housing Units by Value

Total	653
<\$50,000	2.8%
\$50,000 - \$99,999	15.2%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	18.5%
\$200,000 - \$249,999	13.5%
\$250,000 - \$299,999	12.1%
\$300,000 - \$399,999	16.5%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.8%

Average Home Value \$226,991

2021 Owner Occupied Housing Units by Value

Total	692
<\$50,000	2.0%
\$50,000 - \$99,999	10.1%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	17.5%
\$250,000 - \$299,999	18.1%
\$300,000 - \$399,999	19.5%
\$400,000 - \$499,999	5.2%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	1.3%
\$1,000,000 +	0.9%

Average Home Value \$254,516

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age

Total	5,524
0 - 4	3.8%
5 - 9	2.9%
10 - 14	2.3%
15 - 24	27.5%
25 - 34	19.7%
35 - 44	12.6%
45 - 54	13.0%
55 - 64	10.5%
65 - 74	4.4%
75 - 84	2.4%
85 +	0.9%
18 +	89.0%

2016 Population by Age

Total	5,989
0 - 4	3.5%
5 - 9	2.8%
10 - 14	2.4%
15 - 24	26.3%
25 - 34	20.3%
35 - 44	12.2%
45 - 54	11.9%
55 - 64	11.4%
65 - 74	5.6%
75 - 84	2.6%
85 +	1.0%
18 +	89.5%

2021 Population by Age

Total	6,302
0 - 4	3.4%
5 - 9	3.0%
10 - 14	2.5%
15 - 24	24.5%
25 - 34	20.9%
35 - 44	12.3%
45 - 54	11.2%
55 - 64	11.6%
65 - 74	6.6%
75 - 84	3.1%
85 +	1.1%
18 +	89.4%

2010 Population by Sex

Males	3,028
Females	2,497

2016 Population by Sex

Males	3,261
Females	2,727

2021 Population by Sex

Males	3,420
Females	2,881

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2010 Population by Race/Ethnicity

Total	5,525
White Alone	46.4%
Black Alone	48.2%
American Indian Alone	0.5%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	2.0%
Hispanic Origin	3.6%
Diversity Index	58.3

2016 Population by Race/Ethnicity

Total	5,988
White Alone	43.7%
Black Alone	50.1%
American Indian Alone	0.5%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	2.4%
Hispanic Origin	4.1%
Diversity Index	59.3

2021 Population by Race/Ethnicity

Total	6,301
White Alone	41.4%
Black Alone	51.4%
American Indian Alone	0.5%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	2.8%
Hispanic Origin	4.7%
Diversity Index	60.3

2010 Population by Relationship and Household Type

Total	5,525
In Households	80.4%
In Family Households	36.1%
Householder	12.7%
Spouse	6.4%
Child	13.4%
Other relative	2.4%
Nonrelative	1.2%
In Nonfamily Households	44.3%
In Group Quarters	19.6%
Institutionalized Population	9.9%
Noninstitutionalized Population	9.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Population 25+ by Educational Attainment

Total	3,895
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	11.6%
High School Graduate	11.3%
GED/Alternative Credential	3.8%
Some College, No Degree	21.6%
Associate Degree	5.6%
Bachelor's Degree	25.5%
Graduate/Professional Degree	16.9%

2016 Population 15+ by Marital Status

Total	5,468
Never Married	63.4%
Married	21.5%
Widowed	3.5%
Divorced	11.7%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	89.5%
Civilian Unemployed	10.5%

2016 Employed Population 16+ by Industry

Total	2,757
Agriculture/Mining	0.0%
Construction	2.6%
Manufacturing	8.0%
Wholesale Trade	3.2%
Retail Trade	10.8%
Transportation/Utilities	3.6%
Information	1.3%
Finance/Insurance/Real Estate	3.0%
Services	65.1%
Public Administration	2.4%

2016 Employed Population 16+ by Occupation

Total	2,758
White Collar	64.6%
Management/Business/Financial	15.6%
Professional	27.4%
Sales	13.2%
Administrative Support	8.5%
Services	22.8%
Blue Collar	12.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.8%
Installation/Maintenance/Repair	1.8%
Production	3.1%
Transportation/Material Moving	5.8%

2010 Population By Urban/ Rural Status

Total Population	5,525
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	2,545
Households with 1 Person	54.3%
Households with 2+ People	45.7%
Family Households	25.8%
Husband-wife Families	14.4%
With Related Children	4.6%
Other Family (No Spouse Present)	11.4%
Other Family with Male Householder	2.9%
With Related Children	1.2%
Other Family with Female Householder	8.5%
With Related Children	5.1%
Nonfamily Households	19.9%
All Households with Children	11.1%

Multigenerational Households	1.3%
Unmarried Partner Households	6.5%
Male-female	5.3%
Same-sex	1.2%

2010 Households by Size

Total	2,543
1 Person Household	54.3%
2 Person Household	28.5%
3 Person Household	10.0%
4 Person Household	4.6%
5 Person Household	1.7%
6 Person Household	0.6%
7 + Person Household	0.4%

2010 Households by Tenure and Mortgage Status

Total	2,545
Owner Occupied	26.4%
Owned with a Mortgage/Loan	20.9%
Owned Free and Clear	5.5%
Renter Occupied	73.6%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	3,074
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. College Towns (14B)
2. Social Security Set (9F)
3. Emerald City (8B)

2016 Consumer Spending

Apparel & Services: Total \$	\$3,646,721
Average Spent	\$1,309.42
Spending Potential Index	65
Education: Total \$	\$2,912,459
Average Spent	\$1,045.77
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$4,850,639
Average Spent	\$1,741.70
Spending Potential Index	60
Food at Home: Total \$	\$9,084,341
Average Spent	\$3,261.88
Spending Potential Index	65
Food Away from Home: Total \$	\$5,607,235
Average Spent	\$2,013.37
Spending Potential Index	65
Health Care: Total \$	\$8,251,918
Average Spent	\$2,962.99
Spending Potential Index	56
HH Furnishings & Equipment: Total \$	\$2,939,457
Average Spent	\$1,055.46
Spending Potential Index	60
Personal Care Products & Services: Total \$	\$1,224,848
Average Spent	\$439.80
Spending Potential Index	60
Shelter: Total \$	\$28,574,912
Average Spent	\$10,260.29
Spending Potential Index	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,562,965
Average Spent	\$1,279.34
Spending Potential Index	55
Travel: Total \$	\$2,740,701
Average Spent	\$984.09
Spending Potential Index	53
Vehicle Maintenance & Repairs: Total \$	\$1,743,907
Average Spent	\$626.18
Spending Potential Index	60

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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