

HyettPalma  
**Indiana Downtown®**

# Goshen

## Downtown Action Agenda 2005

A Collaborative Offering of:  
The Indiana Association  
of Cities and Towns  
and  
HyettPalma, Inc.

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## **Indiana Downtown®**

***Indiana Downtown®*** is an affiliate program of the ***America Downtown® -- New Thinking. New Life.*** technical assistance program that was created by the National League of Cities and HyettPalma, Inc., in 1992. The research model used to guide the preparation of Action Agendas through the ***America Downtown®*** and ***Indiana Downtown®*** programs is referred to as ***The America Downtown Way.***

Created in 2001, ***Indiana Downtown®*** is offered by the Indiana Association of Cities and Towns, in conjunction with HyettPalma, Inc.

**Making Downtown Renaissance A Reality**

**HyettPalma**

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June 30, 2005

The City of Goshen  
and Members of the Process Committee  
202 South 5th Street  
Goshen, IN 46528

**RE: Goshen Downtown Action Agenda 2005**

HyettPalma, Inc., is pleased to present to you the following report titled: ***Goshen Downtown Action Agenda 2005***, completed under the program titled ***Indiana Downtown®***.

This document includes the community's vision for Downtown as well as the findings of a comprehensive analysis of Downtown's commercial markets. The vision and market analysis findings were used to define a specific economic enhancement strategy for the Downtown project area. The recommended strategy was specifically designed to enable Downtown to attain the community's defined vision as well as the identified market opportunities.

Thank you for the opportunity to lend our firm's expertise to this very important project. We hope you will keep us informed of your success and know that we stand ready to assist in any way we can as you proceed with Goshen's Downtown enhancement effort.

Sincerely,



Doyle G. Hyett



Dolores P. Palma

## ***Process Committee Members***

At the request of HyettPalma, Inc., Goshen established a Process Committee to oversee this project. HyettPalma would like to thank the members of the Downtown Goshen Process Committee, listed below, for all their time, hard work, and dedication in preparing for and participating in completing the ***Goshen Downtown Action Agenda 2005***.

Allan Kauffman, Mayor, City of Goshen  
Julia Gautsche, Goshen City Council  
Everett Thomas, Goshen City Council  
Myron Bontrager, Downtown @ 8:08  
Tim Braun, Resident  
David Daugherty, Goshen Chamber of Commerce  
Steven Deranek, 1st Source Bank  
Joe Hauflaire, City of Goshen  
Mary Ann Holderman, Menno Travel Service  
Mike Huber, Elkhart County Convention & Visitors Bureau, Inc.  
Jim Kolbus, Barkes, Kolbus & Rife, LLP  
Diana Lawson, Elkhart County Convention & Visitors Bureau, Inc.  
Bob McCoige, City of Goshen  
Earlene Nofziger, Goshen Historical Society Museum  
Dave Pottinger, The Clay Artists Guild  
Brent Randall, Goshen Chamber of Commerce  
Jay Rounds, Newell's Ladies Apparel  
Bruce Stahly, Goshen Community School Corp.  
Tom Stark, Lake City Bank  
Jeremy Stutsman, Lofty Ideas  
Earl Taylor, Elkhart County Community Foundation  
Scott Woldruff, Woldruff's Footwear  
John D. Yordy, Goshen College  
Todd Zeigler, Historical Landmarks Foundation of IN

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# *Introduction*

## INTRODUCTION

In 1992, as America's largest membership organization representing the elected officials of this nation, the National League of Cities (NLC) decided to assume a more aggressive role in the areas of Downtown enhancement and local economic development. That role would involve offering technical assistance to local elected officials concerned about the economic success of their Downtowns.

To fill this role, the National League of Cities approached HyettPalma, Inc. Together, NLC and HyettPalma designed an advanced new pilot program. The new pilot would offer on-site, technical assistance to a limited number of communities. The new Downtown pilot was presented under the banner of *ACCEPTING THE CHALLENGE: THE REBIRTH OF AMERICA'S DOWNTOWNS*. It was structured to guide local governing bodies -- working in partnership with local business owners, property owners and concerned citizens -- in rethinking ways to rebuild our nation's Downtowns.

Availability of the Downtown pilot was limited to eleven cities over a period of two-years. In addition, the pilot required the local governing body in each participating community to be the agency that contracted with NLC for services. This was done to ensure the involvement of the governing body from the very start of the local Downtown enhancement effort.

Once the pilot was completed, NLC and HyettPalma evaluated its effectiveness and whether or not to continue offering Downtown technical assistance. Based on the evaluation, and specifically on the advice and needs expressed by the pilot's local officials, a new comprehensive technical assistance program was developed titled *AMERICA DOWNTOWN® -- NEW THINKING. NEW LIFE*.

After several years of tracking the *America Downtown®* program's success, the leadership of the Indiana Association of Cities and Towns (IACT) determined that a similar technical assistance program would be of benefit to communities in Indiana. Therefore, in 2000, IACT approached NLC and HyettPalma about developing such a program. With the backing of NLC, *Indiana Downtown®* was unveiled as an IACT program in the Summer of 2001.

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## Indiana Downtown®

Modeled after the *America Downtown*® program, *Indiana Downtown*® was launched as a pilot program that would run for a two-year period and assist ten communities. After that time, the pilot was designed to be evaluated by IACT and HyettPalma, with the assistance of local elected officials from the ten participating communities. Based on the response and recommendation of local elected officials from the pilot communities, *Indiana Downtown*® was made a permanent member service offered by IACT.

*Indiana Downtown*® brings together the local government insight of IACT and the Downtown expertise of HyettPalma, Inc. Together, they offer individualized assistance and a combination of strengths not available anywhere else. *Indiana Downtown*® was structured to provide the help local officials need to create a brighter future for their Downtowns.

*Indiana Downtown*® provides direct, hands-on help to city and town officials and community leaders who want to start, refocus, or energize their Downtown enhancement efforts. In 2005, the City of Goshen became a member of the *Indiana Downtown*® program. The program's strengths are built on the following convictions.

- The assistance provided is implementation-oriented -- not another Downtown plan or study but an aggressive course of action that local officials and community leaders can start to implement immediately.
- The recommendations made for each Downtown are pragmatic -- tailored to local resources so that they can be realistically implemented.
- The solutions offered are success-oriented -- designed to improve each Downtown's economy so that the results are long-lasting.
- The on-site assistance is inclusive -- providing a forum that brings public and private sector constituents together to identify Downtown issues, define a Downtown vision, and take needed actions in partnership.



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## **Indiana Downtown®**

IACT is committed to providing Indiana communities with the assistance they need to implement their enhancement efforts once their Downtown Action Agendas have been completed. An integral component of this implementation process is incorporating state technical assistance programs and funding resources. To do so, IACT is working with representatives from Indiana Main Street, the Indiana Department of Commerce - Community Development Division, the Indiana Department of Tourism, and the Governor's Office. Through **Indiana Downtown®**, IACT will continue to seek further avenues of assistance to help Indiana cities and towns revitalize their Downtowns.

# *Project Overview*

## I. PROJECT OVERVIEW

In 2005, the City of Goshen determined that a Downtown enhancement strategy was needed to further revitalize Downtown Goshen. The ***Goshen Downtown Action Agenda 2005*** was defined with involvement from the City government, the local business sector, representatives of non-profit organizations, and members of the community. The ***Goshen Downtown Action Agenda 2005*** shown in the following pages incorporates the desires, preferences, and concerns expressed by the people of Goshen for their Downtown.

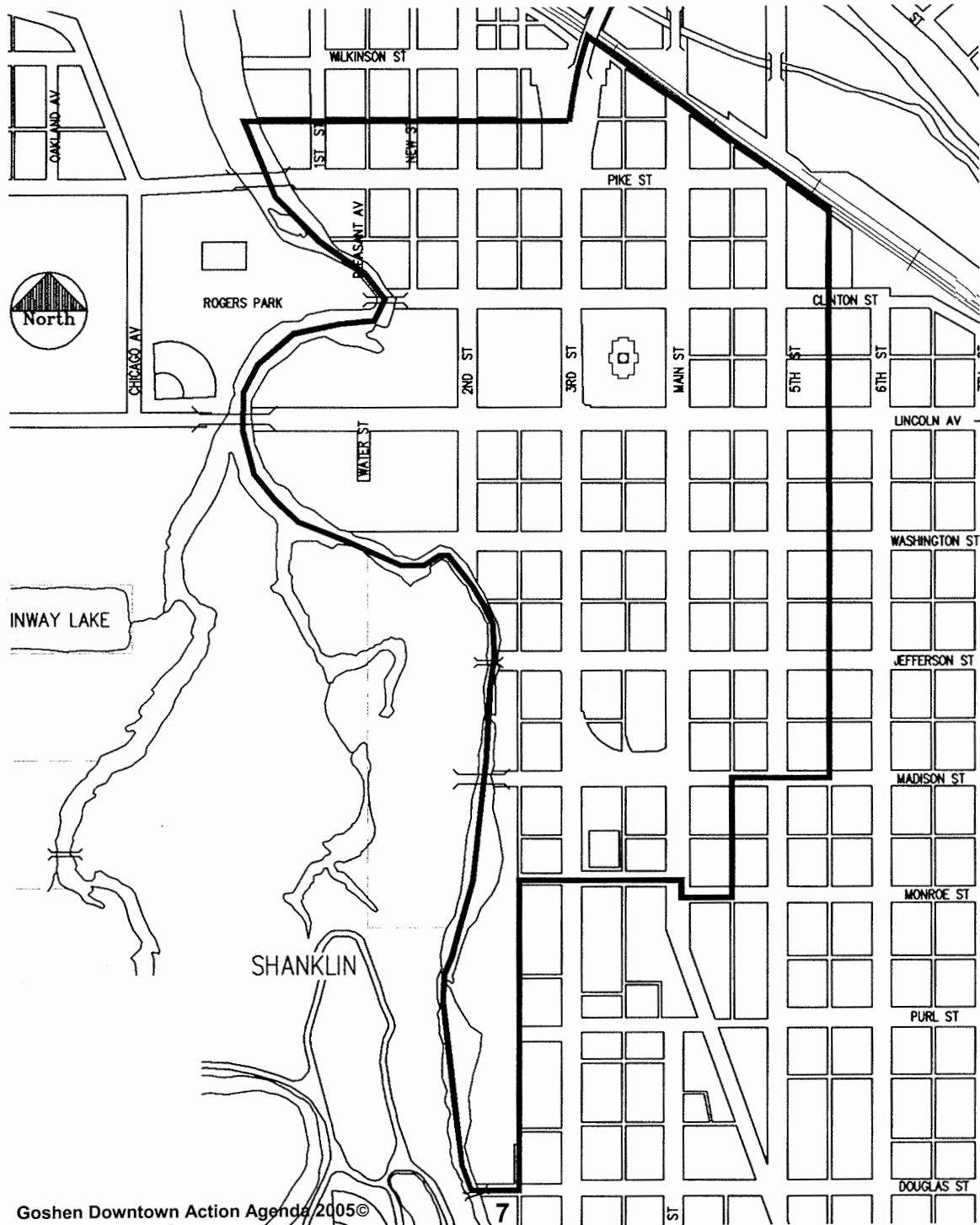
Based on the desires and concerns expressed by the people of Goshen – combined with a realistic analysis of Downtown's market potentials – a ***Course of Action*** was defined for public and private sector implementation. The ***Course of Action*** is meant to enable Downtown Goshen to reach the vision defined locally, to overcome the key issues it faces, and capture the identified market potentials.

Finally, this document contains advice regarding a private-public partnership. This is the vehicle that would be responsible for implementing the ***Course of Action*** in a timely and quality manner.

A map of Downtown Goshen, as defined for this project, is shown on the following page.

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# Indiana Downtown® Downtown Goshen



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# *Downtown Goshen Today*

## II. DOWNTOWN GOSHEN TODAY

The following is a snapshot of Downtown Goshen's current condition.

### ***Strengths***

Downtown currently has many strengths which the community should be proud of and which can be leveraged for even greater Downtown success. Among these are the following.

- Downtown has a number of high quality businesses – both long-term and newer – that draw customers from a regional basis.
- New restaurants – also of high quality – are being attracted to Downtown. And, the City has created a Riverfront District in Downtown as a tool to attract additional eating establishments.
- A significant number of anchors exist in Downtown, including three theaters where live performances take place, the Goshen Historic Museum, the Mill Race Center Farmers Market, the Mill Race Trail and Central City Trail, the community's emerging art guilds, and a newly opened winery.
- Goshen is the seat of Elkhart County and the Elkhart County Courthouse – with its beautiful architecture, fountain, and lawn – is located in Downtown.
- Downtown has very good architecture, which has been recognized by the fact that Downtown is listed in the National Register of Historic Places as a historic district. And, a number of Downtown's older structures have been appropriately and lovingly rehabbed.
- Public improvements have been made in Downtown in the form of "historic" streetlights, benches, flowers, and trees.
- Private developers are creating quality loft apartments in the upper floors of Downtown's buildings.

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- The Redevelopment Commission has made the River Race area its top priority in Downtown and Ball State University has been retained to complete a land plan for that area.
- Committed private sector organizations are involved in Downtown's further enhancement, including the Face of the City, the Economic Improvement District, and the Goshen Chamber of Commerce.
- The City government is extremely supportive of Downtown and has demonstrated its can-do attitude and efficacy by finding creative methods of addressing difficult Downtown issues, such as truck traffic and parking.
- The leadership of Goshen appears to understand the importance of a vital Downtown to the entire community.

Downtown is also fortunate to be located in a community that enjoys a positive image and where Goshen College, Goshen Health Systems, and the County Fairgrounds all have excellent reputations.

Finally, Goshen has the reputation of being a community that is extremely tolerant, that has the ability to accept and respond to challenges, and where the prevailing attitude is "we can do whatever we make up our minds to do" and "we can be whatever we want." Again, all boding well for Downtown's future.

### ***Desires***

Those participating in the ***Downtown Action Agenda*** process repeatedly expressed a desire for that process to result in the following outcomes:

- Creating a common vision that "we can all buy into;"
- Assisting in better organizing the various groups involved in Downtown's further enhancement;

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- Building a single community by uniting Anglo and Latino business owners and attracting Anglo and Latino customers;
- Attracting creative individuals – and those who appreciate art and culture – to Downtown;
- Making Downtown a destination that has a clear image and a distinctive mix of businesses;
- Making Downtown a major center of the arts and culture;
- Making Downtown more walkable and better connecting the various elements of Downtown;
- Building on Downtown’s positive attributes and on the positive position in which Downtown now finds itself; and
- Deciding the best strategies to use, taking action, and taking control of Downtown’s future.

### ***Image***

Those involved in the ***Downtown Action Agenda*** process were asked to define their preferred vision of Downtown’s future. A synopsis of that desired image follows.

***Downtown Goshen would have more diversity – of businesses, of customers, and of ethnicities.***

***Downtown would continue to be historic and beautiful, would be “softened” with flowers and plantings, and a cohesive look would be created in Downtown through signs, buildings, flowers, and banners.***



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*Downtown would be more walkable and pedestrian-friendly and be seen as a great place to shop, sit on benches with your kids, stroll along the street, and stop in all the welcoming stores.*

*Downtown would have unique boutiques, great restaurants, lots of entertainment and evening activities, more customers, thriving businesses, and more people living Downtown.*

*Downtown would be clean, safe, friendly, and welcoming, have a creative, arty feel, and be a social place where people cross paths and visit.*

*Downtown would be a fun, vibrant destination of choice that is high quality, unique, and comfortably multi-cultural.*

*No matter what your interest, you would be able to find something to satisfy it in Downtown Goshen.*

*Come Downtown and spend a few pleasant hours – you'll find yourself saying, "Now this is nice!!"*

### **Guidelines**

Given Downtown's current situation, the job of the **Downtown Action Agenda** will be to propel an already good Downtown on to greatness. It is suggested that the following guidelines be kept in mind in order to do so.

- Downtown's already good reputation must be refined so that Downtown Goshen becomes synonymous with:
  - High quality in all things;

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- One-of-a-kind specialty food and retail businesses; and
- The availability of arts and culture in all forms – visual arts, performing arts, art classes, art demonstrations, etc.
  
- A clear and professional marketing message must be created for Downtown that positions it as a historic, multi-cultural arts and entertainment district.
  
- Downtown’s retail, food, art, and entertainment uses must be clustered in its historic core, rather than being dispersed.
  
- The various anchors and destinations within Downtown must be linked so that pedestrians find it easy to – and are inclined to – walk from one to another.
  
- Downtown’s historic core must be connected with the river. And, care should be taken to ensure that future River Race development complements Downtown and does not cannibalize its businesses or customers.
  
- Listing in the National Register of Historic Places is a prestigious honor and one that can be used to attract customers, heritage tourists, investors, and residents. Therefore, the fact that Downtown Goshen has attained this designation should be stressed and more broadly capitalized upon.
  
- The community’s major special events should be held in the historic core of Downtown and should be truly special – reflecting Downtown’s image.
  
- A focus must be placed on economic development initiatives in order to create the mix of uses and destinations desired by the community;
  
- The City administration and staff possess a willingness and ability to address thorny issues in creative ways. And, the community as a whole appears to take a “yes we can” approach to challenges. These refreshing facts – and all too uncommon facts – should be broadcast to the investment community.

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- All organizations involved in Downtown's further enhancement must come together to clearly define the roles and responsibilities of each in implementing the ***Downtown Action Agenda***. And, as that implementation occurs, these organizations should work with the utmost coordination, communication, and mutual respect.
- Currently, the amount of time spent on Downtown initiatives by the Mayor, Chamber of Commerce Director, and volunteers is impressive. However, if the goal of propelling Downtown on to greatness is to be accomplished, the time, attention, and skills of a Downtown director will be needed.
- Currently, the leadership of Goshen is placing an emphasis on the further enhancement of Downtown, and rightly so, since Downtown's health will impact that of the entire community. However, all involved should view this as the start of commercial enhancement initiatives in Goshen, with attention being turned to the unique needs of Goshen's other commercial areas once solid strides have been made in implementing the ***Downtown Action Agenda***.

# *Resident and Business Surveys*

### **III. RESIDENT AND BUSINESS SURVEYS**

Two surveys were conducted as part of this project to gauge the health of Downtown Goshen, as perceived locally. These were a survey of business owners and managers of businesses located in the project area and a telephone survey of residents living in Downtown's primary trade area. A summary of the survey responses follows, as written by Laura Gibbons of IACT.

#### ***Use of Downtown***

Residents of Downtown's primary trade area reported coming to Downtown with great frequency – 42% said they come Downtown between 1 and 7 times a week. This frequency can be seen in the following:

- 12% said they come Downtown daily;
- 15% said they come Downtown 3 to 6 times a week; and
- 15% said they come Downtown once or twice a week.

Another 26% reported coming to Downtown with moderate frequency as described below:

- 1-3 times a month (22%); and
- 6-11 times a year (4%).

The remaining 32% of those surveyed said they seldom come to Downtown Goshen. These responses included:

- 1-5 times a year (7%);
- Almost never (14%); and
- Never (11%).

#### ***Purpose of Trips***

When asked why they currently come to Downtown Goshen, the number one reason cited by residents was "shopping" – with 33% giving this response.

The next three reasons given for coming to Downtown were cited with similar frequency. These were:

- Eating in restaurants (cited by 12%);
- Service businesses (cited by 10%); and
- Banking (cited by 9%).

Therefore, 64% of those surveyed said they now come to Downtown Goshen primarily for four reasons: to shop, eat in restaurants, use Downtown's service businesses or bank.

The remaining 36% of respondents said that they come to Downtown for the following reasons:

- Personal business (7%);
- Work there (6%);
- Passing through (6%);
- Visiting friends or family (4%);
- Post office (3%);
- Recreation (2%);
- Library (2%);
- Entertainment (2%);
- Other (4%) – government business, live there, church, music school.

### ***Shopping Area of Choice***

Those surveyed were asked where they do most of their family shopping at this time, other than grocery shopping. Over one-third (34%) of residents surveyed said they do most of their shopping at Wal-Mart, primarily locations in the Goshen/Dunlap area.

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In addition to the 34% of residents who prefer to shop at Wal-Mart, another 39% stated that they like to shop at a number of other large retailers in the Goshen area. This can be seen in the following:

- Meijer (14%);
- Target (11%);
- Kohl's (7%);
- Dunlap shopping area/US 33 East (in general) (4%); and
- Other: Sam's Club, Menard's, Goodwill (3%).

Another 8% of shoppers chose Downtown as their primary shopping choice and identified Downtown in general, Woldruff Shoes, hardware store, Snyder's Men's Shop, and the Electric Brew as their preferred shopping venues.

Therefore, 81% of those surveyed do the majority of their shopping in the Goshen area, primarily at larger retail outlets.

The remaining 19% shop outside of Goshen or use alternative shopping methods. These were:

- Elkhart (in general, Concord Mall) (10%);
- Mishawaka (Grape Road/University Park Mall) (4%); and
- Online or mail order shopping (5%).

When asked their reason for choosing a particular shopping area, a majority of residents (69%) surveyed cited one of two reasons. These were variety/selection offered (mentioned by 35%) and convenience (cited by 34%).

The remaining 31% of those surveyed said they choose to shop in a particular area due to:

- Price (16%);
- Closeness to home (9%);
- Parking (2%);
- Service (2%); and

- Other: loyalty, habit (2%).

### ***Downtown Characteristics***

Residents and business owners surveyed were asked to rate a list of 19 Downtown characteristics as being “good,” “fair,” or “poor” at this time.

Ten characteristics were rated “good” by a majority or significant percentage of residents. Of these, six were rated “good” by a majority or significant percentage (45% or above) of business owners. Those ten characteristics were:

- Helpfulness of salespeople (86% residents, 82% business owners);
- Cleanliness of area (74% residents, 45% business owners);
- Knowledge of salespeople (70% residents, 70% business owners);
- Quality of retail goods (70% residents, 65% business owners);
- Quality of service businesses (65% residents, 66% business owners);
- Attractiveness of buildings (61% residents, 37% business owners);
- Attractiveness of area (58% residents, 44% business owners);
- Feeling of safety (56% residents, 58% business owners);
- Quality of restaurants (50% residents, 33% business owners); and
- Variety of service businesses (46% residents, 41% business owners).

Two characteristics were rated "good" by a significant percentage of business owners, but not residents. These were:

- Business hours (37% residents, 45% business owners); and
- Prices of service businesses (34% residents, 46% business owners).

As revealed above, both residents and business owners were pleased with some of Downtown's business functions (helpfulness/knowledge of salespeople and the quality of service businesses and retail goods). Regarding other business functions, residents were significantly more satisfied than business owners with the quality of restaurants and only slightly more pleased with the variety of services businesses. On the other hand, residents appeared less satisfied than business owners with today's business hours and the prices at service businesses.



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Regarding Downtown's ambience, a majority of residents rated Downtown's cleanliness, general attractiveness, attractiveness of buildings, and feeling of safety as good. Although a significant percentage of business owners agreed that the cleanliness and appearance of Downtown is good, they appear slightly less pleased than residents with these conditions and are currently dissatisfied with the attractiveness of Downtown buildings. However, business owners do agree with residents regarding the feeling of safety in Downtown.

### ***Downtown Improvements***

Residents and business owners were asked to rate a list of possible Downtown improvements as being "very important", "somewhat important," or "not important" at this time.

Eight improvements were rated "very important" by a majority or significant percentage of residents. Of these, six were rated "very important" by a majority of business owners. Those eight improvements were:

- Recruit additional retail businesses (63% residents, 66% business owners);
- Increase the variety of restaurants (63% residents, 72% business owners);
- Increase the variety of retail goods (61% residents, 58% business owners);
- Keep stores open later on Saturdays (54% residents, 28% business owners);
- Improve the quality of restaurants (51% residents, 54% business owners);
- Keep stores open later in the evenings (48% residents, 31% business owners);
- Improve availability of parking (46% residents, 56% business owners); and
- Improve convenience of parking (45% residents, 57% business owners).

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The above survey results have a direct correlation to what residents stated were the two most important factors in choosing a particular shopping area:

- Variety and selection offered; and
- Convenience.

Residents and business owners agreed that Downtown's variety and selection need to be improved by recruiting additional retail businesses, increasing the variety of retail goods, and increasing the variety and quality of restaurants.

Regarding convenience, residents and business owners agreed that parking should be more available and convenient. However, a majority of business owners (54%) were concerned as opposed to residents (41%) about the traffic flow in Downtown. Residents would also like to see stores stay open later in the evenings and on Saturdays. However, business owners do not currently appear to see the importance of changing current business hours.

# *Downtown Goshen Tomorrow*

## **IV. DOWNTOWN GOSHEN TOMORROW**

A series of discussions, focus groups, and meetings were held to define the community's preferred vision of Downtown Goshen – as it would ideally exist in the year 2010. A compilation of the thoughts and preferences expressed during those sessions is shown below.

By the year 2010, Downtown Goshen would have a creative, arty feel as well as more diversity – of ethnicities, of businesses, and of customers. City services – such as City Hall and the Police Department – would be kept in Downtown as would County services and other “services people use,” such as the post office. And, Downtown’s customer base would be increased and Downtown’s sidewalks would be filled with pedestrians shopping, eating, and enjoying special events and evening entertainment.

Downtown’s uses would include specialty retail shops, eating establishments, entertainment, art galleries, professional services, government services, and housing. In addition, special events and activities would be held Downtown.

Downtown’s mix of uses would allow it to attract a range of users, including:

- Goshen residents;
- College students and visitors;
- Fairground event-goers;
- Lodging guests;
- Medical facility-users;
- Day-trippers; and
- Area tourists.

In addition, Downtown would have “settings” that allow and invite people to cross paths, socialize, and visit.

Downtown’s Anglo and Latino business owners would unite and “build one community.” Businesses would continue to be locally owned. Business people

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would continue to be extremely friendly and provide great customer service. Business owners would pool their money to promote Downtown together. And, all of Downtown's businesses would be economically viable.

The character and history of Downtown's buildings would be retained. These structures would be "fixed-up and filled." New buildings would be compatible with the old in terms of design and scale. Downtown would be given a "cohesive look and feel" through elements such as signs, flowers, and banners. Downtown would be made even more beautiful than it is today and would be "softened" through the use of flowers and plantings. And, Downtown would be litter-free.

Pedestrian comfort, safety, and access would be improved by making Main Street easier to cross, by vehicles not blocking intersections, and by sidewalks being kept clear of snow. Downtown would be bicycle friendly, with bike paths and bike racks. And, the various elements of Downtown – such as Main Street and the farmers market area – would be connected, with people walking and riding their bikes between one and another.

Downtown would feel safe at all hours of the day and night.

Downtown's parking would be ample for customers and workers of Downtown and more easily accessible after winter snows. And, parking lots would be well-maintained and feel safe.

By the year 2010, Downtown Goshen would be on its way to having the following image.

***A vibrant, historic Downtown that is a destination of choice for shopping, restaurants, entertainment, and services.***

***A friendly, fun, beautiful, and welcoming Downtown that is relevant and comfortably multi-cultural.***

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*A unique and high quality Downtown  
that offers something different and unique –  
no matter what your interest,  
you'll find something to satisfy it in Downtown.*

*A pedestrian-friendly and bike-friendly Downtown  
where you can bring your laptop, have a coffee,  
go to an art opening, see a play, go to church,  
go home after dark and be safe and happy  
the whole time.*

# *Downtown Market Analysis*

## **V. DOWNTOWN MARKET ANALYSIS**

To ensure long-term economic results and success, Goshen's Downtown enhancement effort must be market-driven. This means that the effort must be one that results in all of Downtown's investors -- business owners, property owners, developers, patrons, the local government, etc. -- being able to realize an increasing return on their investments. This can only be achieved via an enhancement effort that is based on a sound, realistic understanding of Downtown's economic potentials. The following chapter quantifies Downtown's economic potentials in terms of retail, office, and housing development.

### **Downtown Retail Opportunities**

#### ***Retail Trade Area***

Downtown Goshen's primary retail trade area has been defined as the geographic area from which the majority of retail customers are currently drawn and the geographic area which presents the greatest opportunity in the immediate future for gaining additional retail customers. Based on current customer travel patterns, discussions with local business leaders and government officials, and the opinion of HyettPalma, Inc., Downtown's primary retail trade area has been identified as the area shown on the map presented on the next page.

#### ***Retail Economic Indicators***

Downtown's primary retail trade area can be currently characterized by the following economic indicators.

**THE PRIMARY TRADE AREA HAS AN ESTIMATED POPULATION OF 127,492 -- WITH AN ESTIMATED 43,695 HOUSEHOLDS (Source: ESRI estimate)**

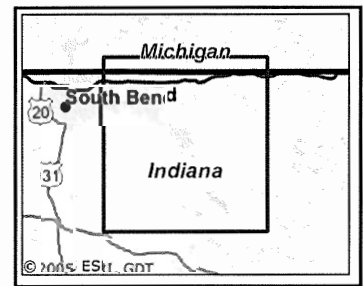
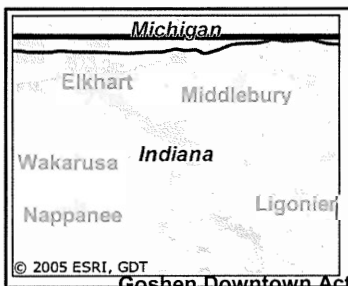
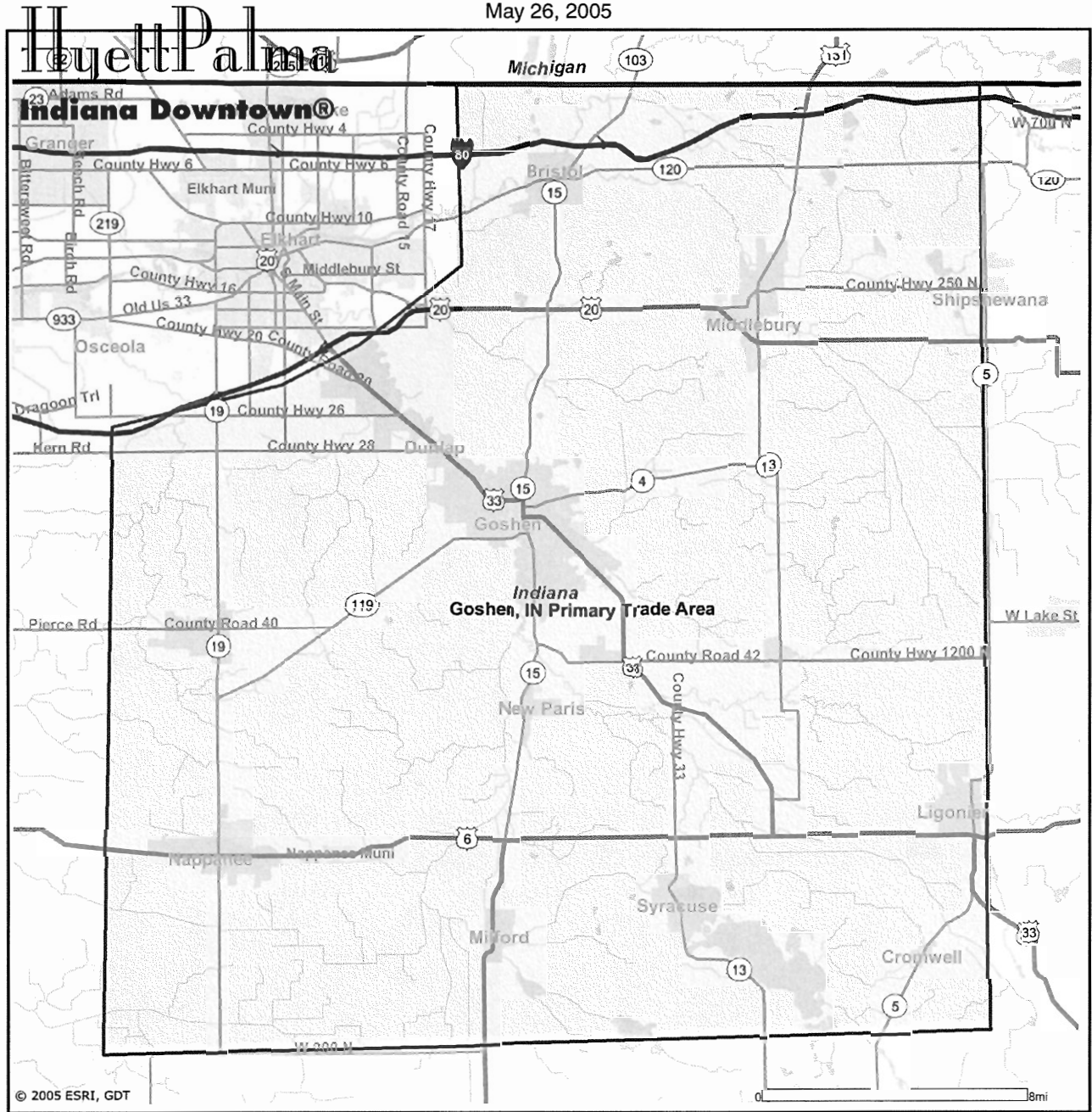
**THE PRIMARY TRADE AREA POPULATION IS ESTIMATED TO INCREASE TO APPROXIMATELY 134,327 BY 2010 -- WITH AN ESTIMATED 46,162 HOUSEHOLDS BY 2010 (Source: ESRI estimate)**



# Site Map

Goshen, IN Primary Trade Area

May 26, 2005



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**THE AVERAGE HOUSEHOLD SIZE IS 2.87 PERSONS, WHICH IS MORE THAN THE NATIONAL AVERAGE OF 2.59** (Source: ESRI estimate)

**THE TOTAL COMBINED INCOME OF HOUSEHOLDS WITHIN THE PRIMARY TRADE AREA IS APPROXIMATELY \$2,800,000,000 PER YEAR** (Source: ESRI estimate)

**THE AVERAGE HOUSEHOLD INCOME FOR THOSE IN THE PRIMARY TRADE AREA IS APPROXIMATELY \$63,682 AND IS PROJECTED TO INCREASE TO \$72,420 ANNUALLY BY 2010** (Source: ESRI estimate)

### ***Current Retail Businesses***

Downtown Goshen currently contains approximately 55 retail businesses, which occupy approximately 215,000 square feet of building space. The retail inventory was completed by the Downtown Goshen Process Committee and is shown on the following pages.

## Downtown Goshen Retail Businesses

| <u>SIC CODE</u>  | <u>BUSINESS TYPE</u>                                  | <u># BUS.</u> | <u>TOT. SQ. FT.</u> |
|------------------|---|---------------|---------------------|
| <b><u>52</u></b> | <b><u>Building Materials and Garden Supplies</u></b>  |               |                     |
| 5231             | Paint/Glass/Wall Paper                                | 1             | 5,800               |
| 5251             | Hardware  | 1             | 13,000              |
| <b><u>54</u></b> | <b><u>Food Store</u></b>                              |               |                     |
| 5411             | Grocery Store   | 2             | 13,500              |
| 5431             | Fruit/Vegetable Market                                | 1             | 5,500               |
| 5461             | Retail Bakery   | 1             | 1,600               |
| 5499             | Miscellaneous Food                                    | 1             | 1,000               |
| <b><u>55</u></b> | <b><u>Automotive Dealers and Service Stations</u></b> |               |                     |
| 5531             | Auto/Home Supply                                      | 2             | 20,000              |
| 5541             | Gas Service Station                                   | 1             | 675                 |
| <b><u>56</u></b> | <b><u>Apparel and Accessories</u></b>                 |               |                     |
| 5611             | Men's and Boy's Apparel                               | 1             | 6,000               |
| 5621             | Women's Apparel                                       | 1             | 7,500               |
| 5632             | Women's Accessories/Specialty                         | 1             | 1,750               |
| 5661             | Shoes   | 2             | 10,560              |
| <b><u>57</u></b> | <b><u>Furniture and Home Furnishings</u></b>          |               |                     |
| 5712             | Furniture Store                                       | 1             | 10,000              |
| 5719             | Misc. Home Furnishings                                | 1             | 3,000               |
| 5734             | Computers/Software                                    | 1             | 1,500               |
| 5736             | Musical Instruments                                   | 2             | 4,450               |
| <b><u>58</u></b> | <b><u>Eating/Drinking</u></b>                         |               |                     |
| 5812             | Eating Places   | 8             | 20,213              |
| <b><u>59</u></b> | <b><u>Miscellaneous Retail</u></b>                    |               |                     |
| 5912             | Drug Store  | 1             | 10,125              |
| 5932             | Antiques  | 7             | 24,990              |
| 5941             | Sporting Goods  | 1             | 3,500               |
| 5942             | Books   | 1             | 3,500               |
| 5944             | Jewelry   | 2             | 5,500               |

## Downtown Goshen Retail Businesses

| SIC CODE  | BUSINESS TYPE                          | # BUS. | TOT. SQ. FT. |
|-----------|--|--------|--------------|
| <b>59</b> | <b><u>Misc. Retail (continued)</u></b> |        |              |
| 5945      | Hobby/Toys/Games                       | 1      | 1,000        |
| 5946      | Camera/Supply                          | 1      | 3,000        |
| 5947      | Gift/Novelty                           | 2      | 4,387        |
| 5992      | Florist                                | 2      | 4,400        |
| 5999      | Miscellaneous Retail                   | 3      | 5,400        |
|           | <b><u>Select Support Services</u></b>  |        |              |
| 5112      | Office Supplies                        | 1      | 12,000       |
| 7216      | Dry Cleaners/Tailors                   | 1      | 1,676        |
| 7231      | Beauty Shops                           | 4      | 8,900        |

|  |                |
|--|----------------|
| <b>TOTAL NUMBER OF RETAIL BUSINESSES</b>                   | <b>55</b>      |
| <b>TOTAL SQUARE FEET OF OCCUPIED RETAIL BUSINESS SPACE</b> | <b>214,426</b> |
| <b>TOTAL NUMBER OF VACANT RETAIL SPACES</b>                | <b>4</b>       |
| <b>TOTAL SQUARE FEET OF VACANT RETAIL BUSINESS SPACE</b>   | <b>10,400</b>  |

Source: Downtown Goshen Process Committee

### ***Retail Potential***

Currently, within Downtown's primary trade area, the total estimated demand for retail products is approximately \$740,00,000 per year. This demand is shown on the following graphs. A complete presentation of retail product demand for the primary trade area is shown in **THE RETAIL REPORT®**, contained in the Appendix of this document.

As a conservative estimate, it is assumed that Downtown Goshen retail businesses now generate an average (blended figure) of approximately \$165 per year per square foot in retail sales.

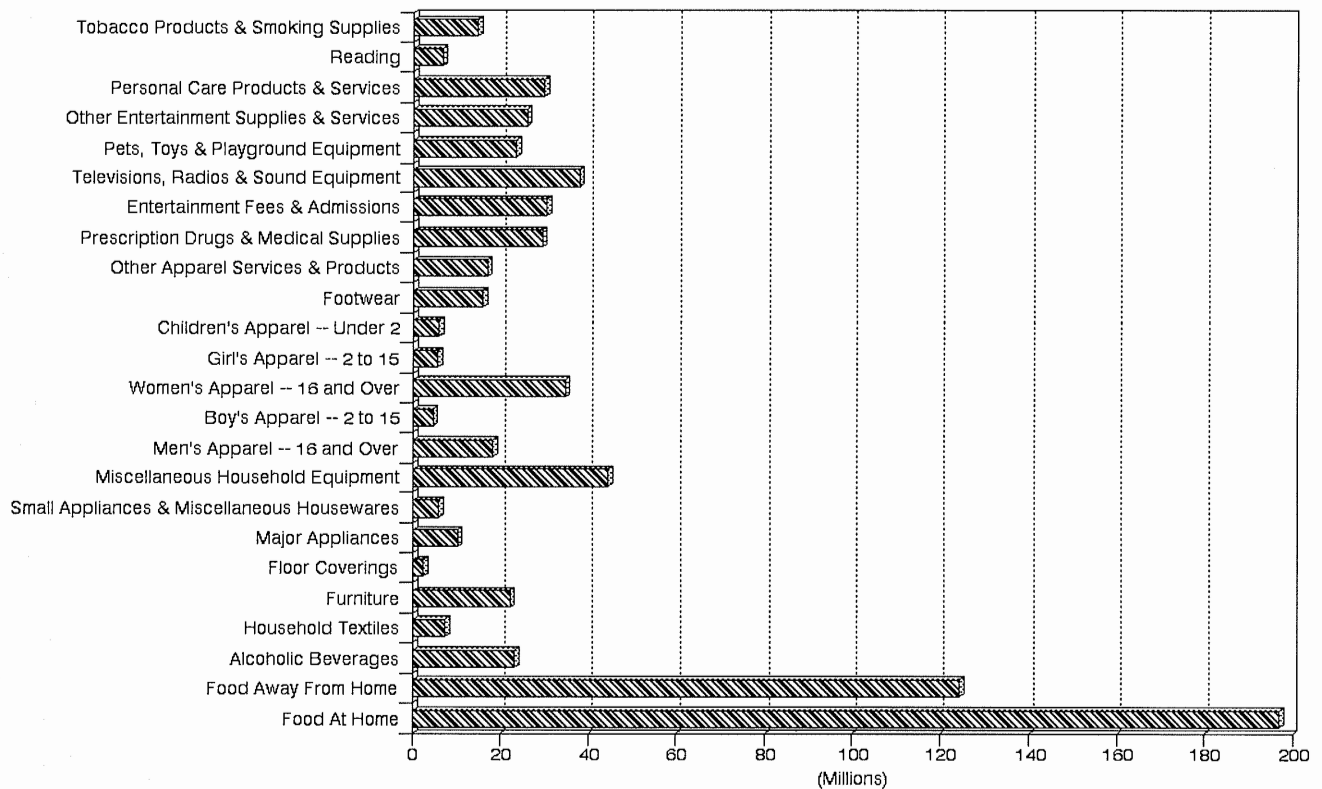
Since Downtown currently contains approximately 215,000 square feet of occupied retail space, Downtown Goshen should currently be generating approximately \$35,000,000 in retail sales per year.

By dividing the project area's estimated annual retail sales -- \$35,000,000 -- by the total estimated demand for retail products within the primary trade area -- \$740,000,000 -- it can be concluded that Downtown Goshen may currently be capturing approximately 4.75% of the retail sales potential within the primary trade area. And, the balance of the demand is being captured by businesses within other parts of the primary trade area and/or by businesses in other trade areas.

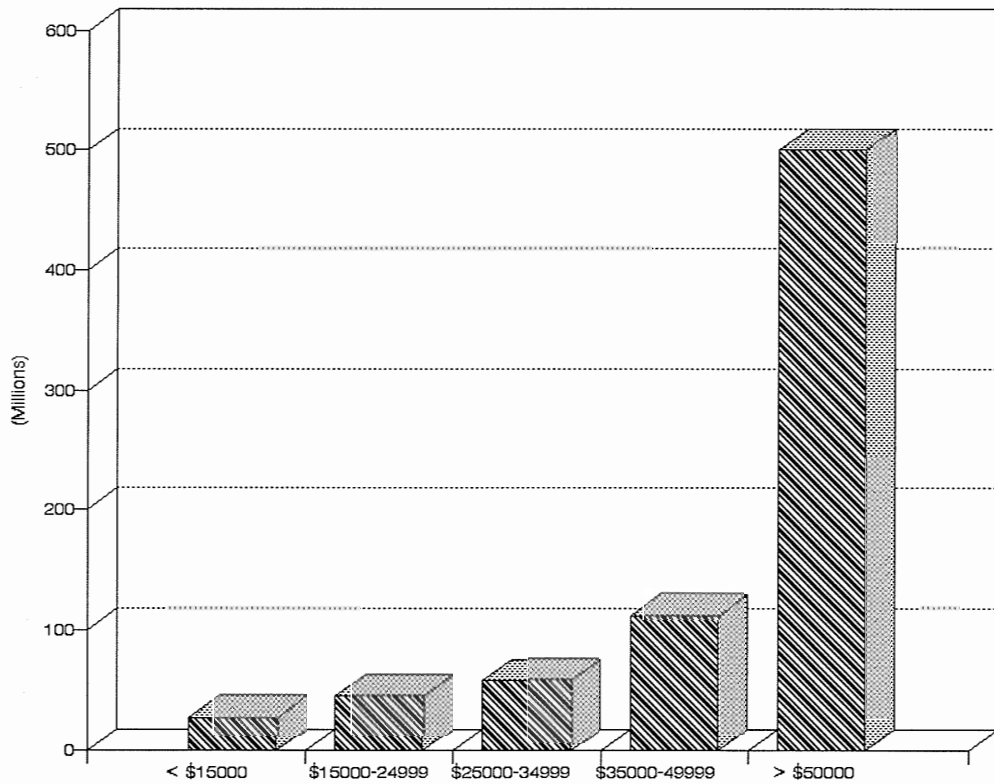
Taking steps to further enhance Downtown Goshen, and barring a significant decline in the national or regional retail economy, it is conservatively anticipated that Downtown may have the potential to increase its share of retail sales in its primary trade area from the current level of approximately 4.75% to between 5.25% and 5.75% by the year 2010. This should be considered a goal of the economic enhancement program.

If Downtown Goshen is able to increase its market share to between 5.25% and 5.75% by the year 2010, it is possible that the project area may be able to increase its total capture of retail sales to between \$39,000,000 and \$42,500,000 by the year 2010 -- considered in constant 2005 dollars.

## TOTAL PRODUCT DEMAND BY PRODUCT TYPE



## TOTAL PRODUCT DEMAND BY INCOME GROUP



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This increase in total retail sales could potentially support the development of between approximately 25,000 and 45,000 net square feet of additional retail space by the year 2010 -- which could include expansions or sales increases by existing Downtown Goshen retail businesses and/or the construction of some limited amount of new retail space.

It must be noted that Downtown's ability to gain a larger market share will be contingent on efforts to enhance its business climate, enhance and expand its existing businesses, and recruit additional retail businesses to the area. If such efforts are aggressively and diligently implemented -- on an on-going basis -- the actual growth in Downtown's market share could potentially be much higher than projected. Conversely, by the year 2010, Downtown Goshen's market share could be much less than projected above if efforts to enhance the area and expand/recruit businesses are not diligently and continually pursued.

**NOTE:**

*No attempt was made to determine the condition of vacant space. Therefore, no judgement is made concerning the marketability of space based on condition.*

### ***Retail Business Development***

Based on the findings of this retail market analysis, the opportunity exists to enhance and expand certain types of retail businesses that are currently located in Downtown Goshen. In addition, the opportunity also exists to attract additional businesses to Downtown. A list of the types of retail businesses recommended for potential enhancement, expansion, and attraction is presented in the chapter of this document titled ***Course of Action***.



## **Downtown Office Opportunities**

### ***Office Market Indicators***

Several key economic indicators that characterize the current office operations within Downtown Goshen follow.

- Downtown Goshen currently has approximately 59 various office occupants occupying approximately 290,000 square feet of building space.
- Downtown Goshen is the seat of Elkhart County government and, as such, is a significant professional services center of the region.
- Downtown contains very little vacant office space;
- Downtown's occupied office space serves the personal needs of those who live within the community and primary trade area, with the most significant concentrations of offices ranging from media, lenders, legal services, professional services, membership organizations, and government.

### ***Current Office Uses***

The variety of office occupants found in Downtown can be seen in the following table, in which office tenants are listed by SIC numbers. The office inventory was completed by the Downtown Goshen Process Committee.

### ***Office Potential***

It is anticipated that most of Downtown's office market growth will continue to consist of office uses which serve, primarily, the personal needs of those who live in, or in proximity to, Downtown Goshen's primary trade area. Communities nationwide have experienced the fact that -- as improvements are made in the overall economic and physical conditions of their Downtowns -- an associated increase in demand for office space normally follows. This is also expected to hold true for Downtown Goshen.

### Downtown Goshen Offices by SIC Code

| <u>SIC CODE</u> | <u>BUSINESS TYPE</u>                  | <u># BUS.</u> | <u>TOT. SQ. FT.</u> |
|-----------------|---------------------------------------|---------------|---------------------|
| <u>27</u>       | <u>Publishing</u>                     |               |                     |
| 271             | Newspapers                            | 1             | 21,000              |
| <u>47</u>       | <u>Transportation Services</u>        |               |                     |
| 472             | Passenger Trans. Arrangement          | 1             | 6,500               |
| <u>60</u>       | <u>Depository Institutions</u>        |               |                     |
| 602             | Commercial Banks                      | 3             | 12,636              |
| 606             | Credit Unions                         | 1             | 11,000              |
| 609             | Related Banking Functions             | 2             | 3,600               |
| <u>62</u>       | <u>Security and Commodity Brokers</u> |               |                     |
| 621             | Security Brokers                      | 1             | 3,000               |
| <u>63/64</u>    | <u>Insurance</u>                      |               |                     |
| 641             | Insurance Agents/Brokers              | 6             | 5,116               |
| <u>65</u>       | <u>Real Estate</u>                    |               |                     |
| 651             | Operators/Lessors                     | 1             | 3,630               |
| 653             | Real Estate Agents/Mgrs.              | 2             | 3,100               |
| 654             | Title Abstract Offices                | 1             | 1,470               |
| <u>73</u>       | <u>Business Services</u>              |               |                     |
| 732             | Credit Reporting/Collection           | 1             | 1,100               |
| 738             | Misc. Business Services               | 2             | 6,600               |
| <u>80</u>       | <u>Health Services</u>                |               |                     |
| 801             | Offices/Clinics of Doctors            | 1             | 2,000               |
| 804             | Offices of Other Medical              | 1             | 950                 |
| <u>81</u>       | <u>Legal Services</u>                 |               |                     |
| 811             | Legal Services                        | 5             | 14,454              |
| <u>83</u>       | <u>Social Services</u>                |               |                     |
| 832             | Individual/Family Services            | 1             | 3,000               |

## Downtown Goshen Offices by SIC Code

| <b>SIC CODE</b>  | <b>BUSINESS TYPE</b>                            | <b># BUS.</b> | <b>TOT. SQ. FT.</b> |
|--|---|---------------|---------------------|
| <b><u>86</u></b>   | <b><u>Membership Organizations</u></b>          |               |                     |
| 861  | Businesss Associations                          | 1             | 4,774               |
| 864  | Civic/Social Organizations                      | 2             | 3,410               |
| 866  | Religious Organizations                         | 5             | 87,160              |
| <b><u>87</u></b>   | <b><u>Engineering/Management Services</u></b>   |               |                     |
| 872  | Accounting/Bookkeeping                          | 8             | 19,433              |
| <b><u>89</u></b>   | <b><u>Services Not Elsewhere Classified</u></b> |               |                     |
| 899  | Services  | 7             | 8,350               |
| <b><u>91</u></b>   | <b><u>General Government</u></b>                |               |                     |
| 919  | General Government                              | 5             | 50,074              |
| <b><u>92</u></b>   | <b><u>Courts/Justice/Public Safety</u></b>      |               |                     |
| 922  | Public Safety                                   | 1             | 18,000              |
| <b>TOTAL NUMBER OF OFFICE BUSINESSES</b>                   |   | <b>59</b>     |                     |
| <b>TOTAL SQUARE FEET OF OCCUPIED OFFICE BUSINESS SPACE</b> |   |               | <b>290,357</b>      |

Source: Downtown Goshen Process Committee

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Therefore, it is estimated that approximately 20,000 to 35,000 square feet of additional office space could potentially be supported in Downtown Goshen between now and the year 2010. This should be considered an economic goal for the enhancement effort.

It must be noted that the actual growth in Downtown's office demand could be higher if Downtown is able to attract general offices, or back office operations from outside the area; to attract office occupants currently located elsewhere in the community; or to experience significant expansion by current Downtown office operations. Also, if one or more of Downtown's currently vacant and/or underutilized building spaces is appropriately renovated, additional uses, including office occupants, can be anticipated to locate in Downtown Goshen.

**NOTE:**

*No attempt was made to determine the condition of vacant space. Therefore, no judgement is made concerning the marketability of space based on condition.*

### ***Office Business Development***

A listing of office types recommended for recruitment and expansion in Downtown Goshen is presented in the chapter of this document titled ***Course of Action***.

### **Downtown Housing Opportunities**

Downtown Goshen currently contains approximately 271 housing units within its defined boundaries. The inventory was completed by the City of Goshen's Planning Department.

The estimated 271 housing units include:

- 256 apartment units; and
- 15 single-family units.

Downtown Goshen is also surrounded by people living in neighborhoods that are adjacent and in proximity to Downtown, who enjoy the convenience of being able to

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walk or drive a short distance to the heart of Downtown Goshen.

The City's Planning Department has noted that a recent trend in Downtown has been toward the introduction of more quality housing in the upper floors of existing buildings – with commercial uses below. And, the City has further noted that this trend toward upper floor adaptive, mixed-use buildings is anticipated to continue within the future.

The City of Goshen has recently adopted an innovative housing ordinance for Downtown designed to stimulate a higher level of “up-market” housing unit development in the upper floors of buildings. As it is understood, the ordinance encourages the development of units of 950 square feet and larger, granting special parking concessions to those who develop housing units consistent with the new regulations. And, in association with the further enhancement of the River Race area, the City anticipates a higher level of housing development in proximity to the waterway, including townhouses and condominium development.

As has been found throughout the nation during the past three decades plus – regardless of community size – as a Downtown's physical environment and mix of businesses is improved, it is very likely that the demand for housing in and near that Downtown will also increase. This can also be expected in Downtown Goshen. Every effort should be made, consistent with the implementation of the **Downtown Action Agenda**, to introduce more quality housing – particularly market-rate housing – in and in proximity to Downtown Goshen.

As market conditions allow, every effort should be made to introduce:

- Loft apartments in the upper floors of existing structures throughout Downtown;
- Townhouses and garden-style housing – market-rate and affordable – at the edges of Downtown; and
- Both owner-occupied and rental units.

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# DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS



# Demographic and Income Profile

Goshen, IN Primary Trade Area

Study Area: Custom Shapes

Shape: 1

| Summary                | 2000    | 2005    | 2010    |
|------------------------|---------|---------|---------|
| Population             | 120,398 | 127,492 | 134,327 |
| Households             | 41,000  | 43,695  | 46,162  |
| Families               | 31,225  | 32,654  | 33,824  |
| Average Household Size | 2.89    | 2.87    | 2.87    |
| Owner Occupied HUs     | 31,912  | 34,430  | 36,520  |
| Renter Occupied HUs    | 9,088   | 9,265   | 9,641   |
| Median Age             | 32.0    | 33.0    | 34.2    |

| Trends: 2005-2010 Annual Rate | Area  | State  | National |
|-------------------------------|-------|--------|----------|
| Population                    | 1.05% | 0.66%  | 1.22%    |
| Households                    | 1.1%  | 0.94%  | 1.27%    |
| Families                      | 0.71% | 0.76%  | 1.00%    |
| Owner HHs                     | 1.19% | 1.07%  | 1.46%    |
| Median Household Income       | 1.77% | 2.27 % | 3.25%    |

| Households by Income     | 2000     |         | 2005     |         | 2010     |         |
|--------------------------|----------|---------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent | Number   | Percent |
| < \$15,000               | 3,787    | 9.3%    | 3,444    | 7.9%    | 3,115    | 6.7%    |
| \$15,000 - \$24,999      | 4,628    | 11.3%   | 4,423    | 10.1%   | 4,089    | 8.9%    |
| \$25,000 - \$34,999      | 5,318    | 13.0%   | 4,850    | 11.1%   | 4,642    | 10.1%   |
| \$35,000 - \$49,999      | 8,151    | 19.9%   | 8,110    | 18.6%   | 7,590    | 16.4%   |
| \$50,000 - \$74,999      | 10,890   | 26.6%   | 11,521   | 26.4%   | 11,786   | 25.5%   |
| \$75,000 - \$99,999      | 4,417    | 10.8%   | 5,459    | 12.5%   | 6,251    | 13.5%   |
| \$100,000 - \$149,999    | 2,450    | 6.0%    | 4,018    | 9.2%    | 5,803    | 12.6%   |
| \$150,000 - \$199,000    | 588      | 1.4%    | 903      | 2.1%    | 1,426    | 3.1%    |
| \$200,000+               | 683      | 1.7%    | 968      | 2.2%    | 1,459    | 3.2%    |
| Median Household Income  | \$47,189 |         | \$51,581 |         | \$56,317 |         |
| Average Household Income | \$56,982 |         | \$63,682 |         | \$72,420 |         |
| Per Capita Income        | \$19,692 |         | \$22,071 |         | \$25,151 |         |

| Population by Age | 2000   |         | 2005   |         | 2010   |         |
|-------------------|--------|---------|--------|---------|--------|---------|
|                   | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 10,023 | 8.3%    | 10,822 | 8.5%    | 11,333 | 8.4%    |
| 5 - 14            | 20,780 | 17.3%   | 20,772 | 16.3%   | 21,516 | 16.0%   |
| 15 - 19           | 9,584  | 8.0%    | 9,793  | 7.7%    | 10,172 | 7.6%    |
| 20 - 24           | 8,172  | 6.8%    | 8,515  | 6.7%    | 8,800  | 6.6%    |
| 25 - 34           | 16,735 | 13.9%   | 17,380 | 13.6%   | 16,802 | 12.5%   |
| 35 - 44           | 17,960 | 14.9%   | 18,260 | 14.3%   | 18,726 | 13.9%   |
| 45 - 54           | 15,001 | 12.5%   | 16,830 | 13.2%   | 18,222 | 13.6%   |
| 55 - 64           | 9,558  | 7.9%    | 11,766 | 9.2%    | 14,186 | 10.6%   |
| 65 - 74           | 6,529  | 5.4%    | 6,845  | 5.4%    | 7,595  | 5.7%    |
| 75 - 84           | 4,440  | 3.7%    | 4,604  | 3.6%    | 4,750  | 3.5%    |
| 85+               | 1,618  | 1.3%    | 1,907  | 1.5%    | 2,226  | 1.7%    |

| Race and Ethnicity         | 2000    |         | 2005    |         | 2010    |         |
|----------------------------|---------|---------|---------|---------|---------|---------|
|                            | Number  | Percent | Number  | Percent | Number  | Percent |
| White Alone                | 110,585 | 91.9%   | 115,042 | 90.2%   | 118,866 | 88.5%   |
| Black Alone                | 968     | 0.8%    | 1,133   | 0.9%    | 1,304   | 1.0%    |
| American Indian Alone      | 235     | 0.2%    | 258     | 0.2%    | 283     | 0.2%    |
| Asian Alone                | 847     | 0.7%    | 1,176   | 0.9%    | 1,581   | 1.2%    |
| Pacific Islander Alone     | 29      | 0.0%    | 45      | 0.0%    | 60      | 0.0%    |
| Some Other Race Alone      | 6,211   | 5.2%    | 8,048   | 6.3%    | 10,157  | 7.6%    |
| Two or More Races          | 1,522   | 1.3%    | 1,790   | 1.4%    | 2,074   | 1.5%    |
| Hispanic Origin (Any Race) | 10,567  | 8.8%    | 13,549  | 10.6%   | 16,962  | 12.6%   |

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.

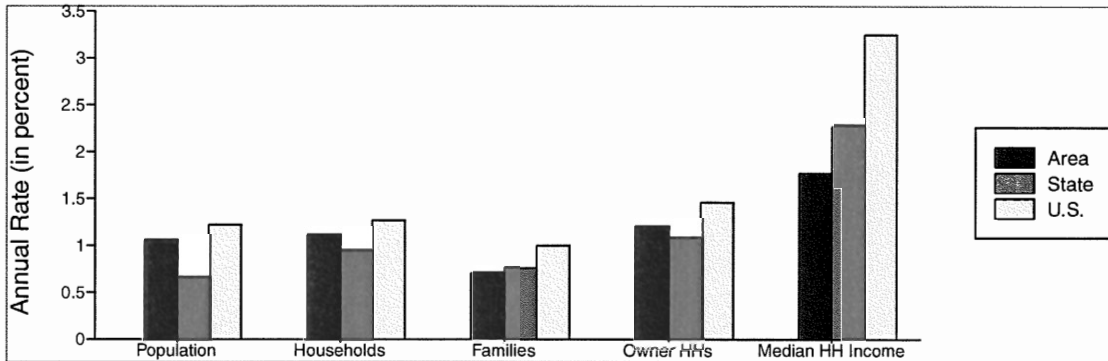


Goshen, IN Primary Trade Area

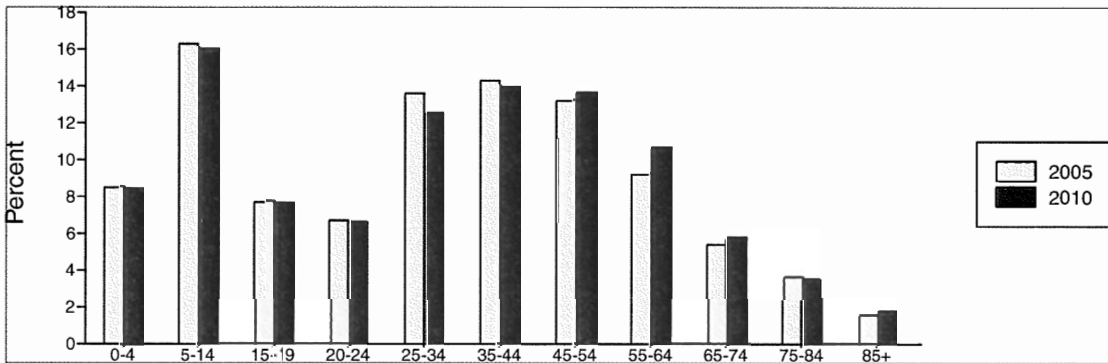
Study Area: Custom Shapes

Shape: 1

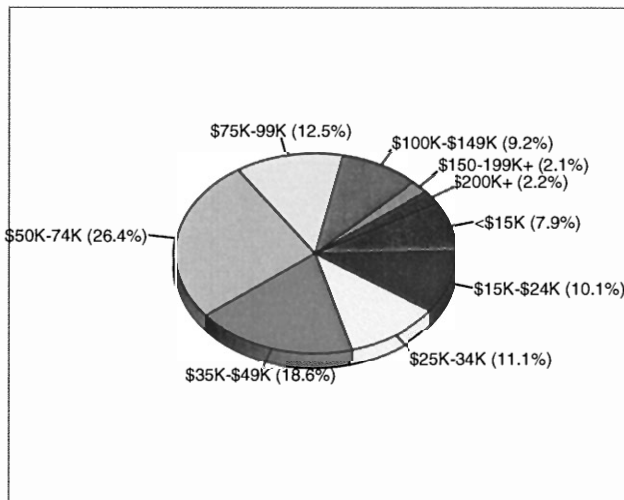
Trends 2005-2010



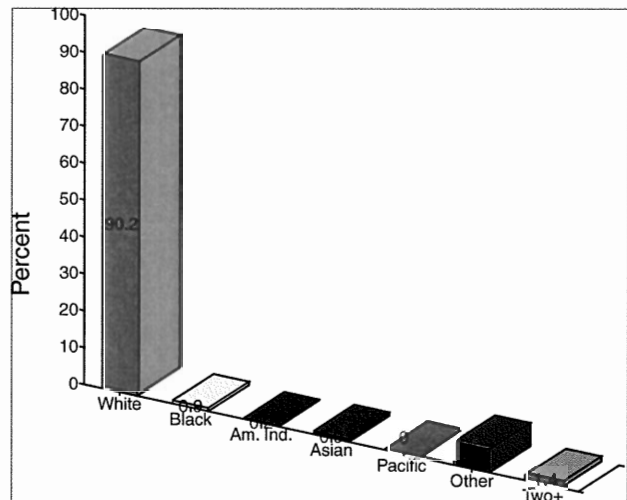
Population by Age



2005 Household Income



2005 Population by Race



2005 Percent Hispanic Origin: 10.6%



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# **PRODUCT DEMAND BY INCOME GROUP**

DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND  
BY INCOME GROUP

| Household<br>Income             | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand     |
|---------------------------------|------------|----------------|------------------------|
| < \$15000                       | 3,444      | 7,545          | 25,984,980             |
| \$15000-24999                   | 4,423      | 10,179         | 45,021,717             |
| \$25000-34999                   | 4,850      | 11,847         | 57,457,950             |
| \$35000-49999                   | 8,110      | 13,655         | 110,742,050            |
| > \$50000                       | 22,869     | 21,880         | 500,373,720            |
| <b>TOTAL DEMAND FOR PRODUCT</b> |            |                | <b>= \$739,580,417</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Food at home, food away from home, alcoholic beverages, household textiles, furniture, floor coverings, major appliances, small appliances and miscellaneous housewares, miscellaneous household equipment, men's apparel, women's apparel, boy's apparel, girl's apparel, children's apparel, shoes, other apparel products and services, prescription drugs and medical supplies, entertainment fees and admissions, televisions, radios, sound equipment, toys, playground equipment, entertainment equipment, personal care products and services, reading products, tobacco products and smoking supplies.

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# **PRODUCT DEMAND BY PRODUCT TYPE**

**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND  
BY PRODUCT TYPE**

| PRODUCT                                     | DEMAND                 |
|---|------------------------|
| Food At Home                                | 197,096,550            |
| Food Away From Home                         | 124,570,783            |
| Alcoholic Beverages                         | 23,239,782             |
| Household Textiles                          | 7,474,665              |
| Furniture                                   | 22,092,994             |
| Floor Coverings                             | 2,742,235              |
| Major Appliances                            | 10,443,642             |
| Small Appliances & Miscellaneous Housewares | 6,212,415              |
| Miscellaneous Household Equipment           | 44,376,540             |
| Men's Apparel -- 16 and Over                | 18,327,280             |
| Boy's Apparel -- 2 to 15                    | 4,666,057              |
| Women's Apparel -- 16 and Over              | 34,804,575             |
| Girl's Apparel -- 2 to 15                   | 5,674,681              |
| Children's Apparel -- Under 2               | 6,209,920              |
| Footwear                                    | 15,750,714             |
| Other Apparel Services & Products           | 16,846,624             |
| Prescription Drugs & Medical Supplies       | 29,441,754             |
| Entertainment Fees & Admissions             | 30,665,230             |
| Televisions, Radios & Sound Equipment       | 37,759,629             |
| Pets, Toys & Playground Equipment           | 23,698,826             |
| Other Entertainment Supplies & Services     | 26,150,504             |
| Personal Care Products & Services           | 29,902,355             |
| Reading                                     | 6,757,341              |
| Tobacco Products & Smoking Supplies         | 14,675,321             |
| <b>TOTAL DEMAND BY PRODUCT TYPE</b>         | <b>= \$739,580,417</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

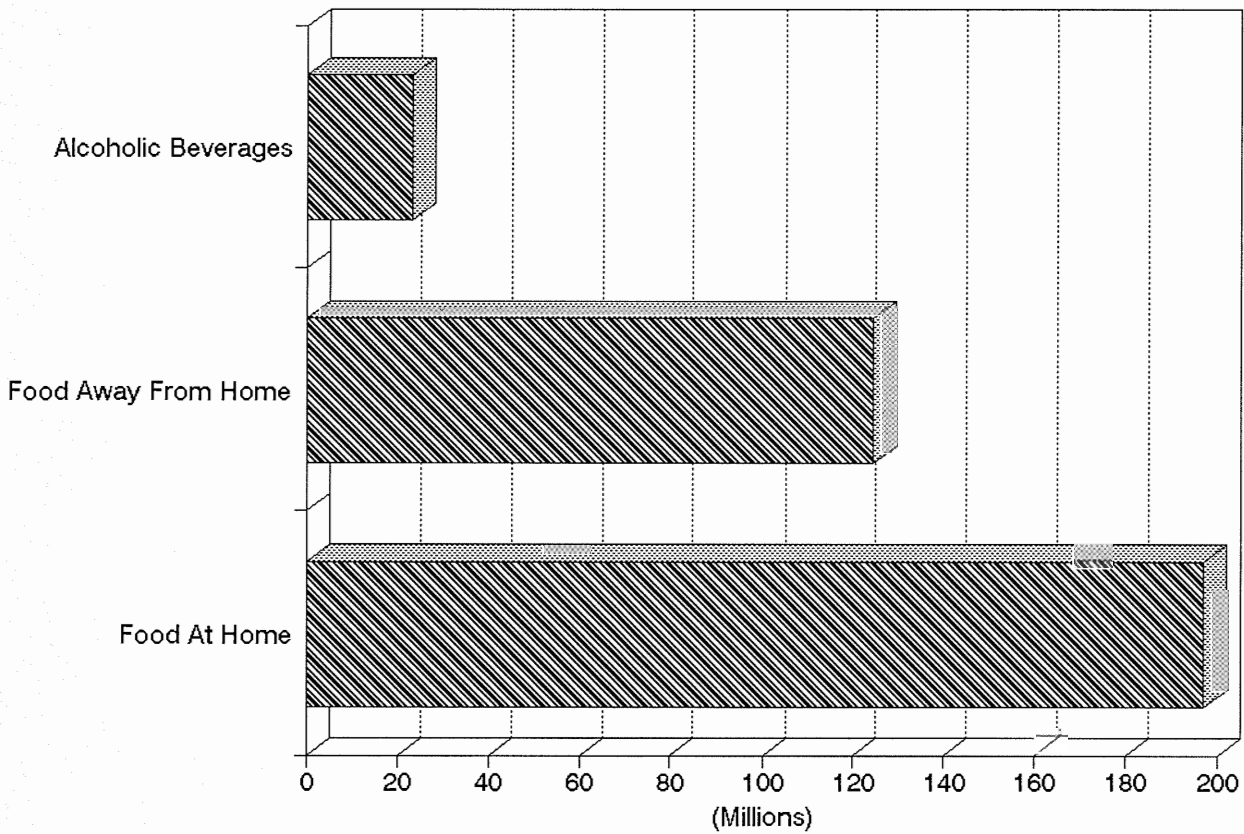
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# DEMAND FOR FOOD PRODUCTS

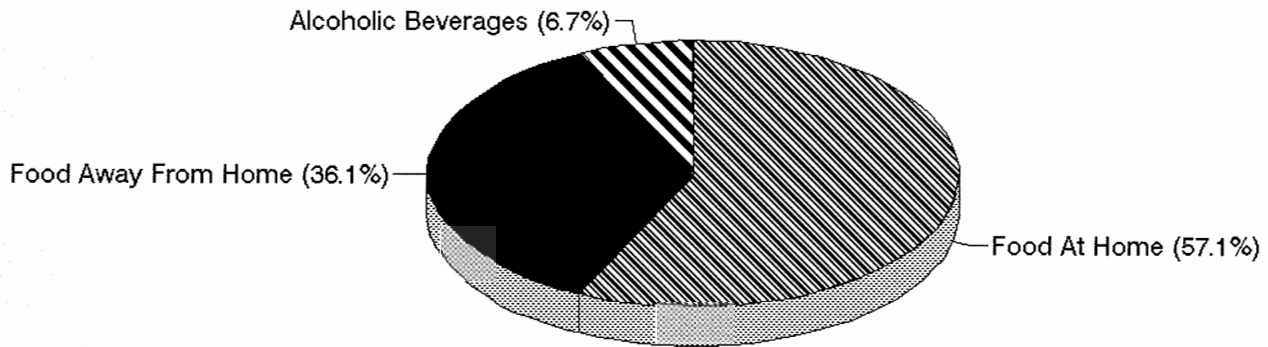
# FOOD PRODUCTS

## \$ DEMAND BY PRODUCT TYPE



# FOOD PRODUCTS

## % DEMAND FOR EACH DOLLAR



**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT:      FOOD AT HOME

| Household<br>Income             | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand     |
|---------------------------------|------------|----------------|------------------------|
| < \$15000                       | 3,444      | 2,580          | 8,885,520              |
| \$15000-24999                   | 4,423      | 3,340          | 14,772,820             |
| \$25000-34999                   | 4,850      | 3,690          | 17,896,500             |
| \$35000-49999                   | 8,110      | 3,980          | 32,277,800             |
| > \$50000                       | 22,869     | 5,390          | 123,263,910            |
| <b>TOTAL DEMAND FOR PRODUCT</b> |            |                | <b>= \$197,096,550</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Food at grocery stores or other food stores.





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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOD AWAY FROM HOME

---

| Household<br>Income | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|---------------------|------------|----------------|--------------------|
| < \$15000           | 3,444      | 1,160          | 3,995,040          |
| \$15000-24999       | 4,423      | 1,481          | 6,550,463          |
| \$25000-34999       | 4,850      | 1,825          | 8,851,250          |
| \$35000-49999       | 8,110      | 2,253          | 18,271,830         |
| > \$50000           | 22,869     | 3,800          | 86,902,200         |

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TOTAL DEMAND FOR PRODUCT = \$124,570,783

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SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All food at restaurants, carryouts and vending machines.



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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ALCOHOLIC BEVERAGES

---

| Household<br>Income | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|---------------------|------------|----------------|--------------------|
| < \$15000           | 3,444      | 216            | 743,904            |
| \$15000-24999       | 4,423      | 240            | 1,061,520          |
| \$25000-34999       | 4,850      | 292            | 1,416,200          |
| \$35000-49999       | 8,110      | 376            | 3,049,360          |
| > \$50000           | 22,869     | 742            | 16,968,798         |

---

TOTAL DEMAND FOR PRODUCT = \$23,239,782

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SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All alcoholic beverages.

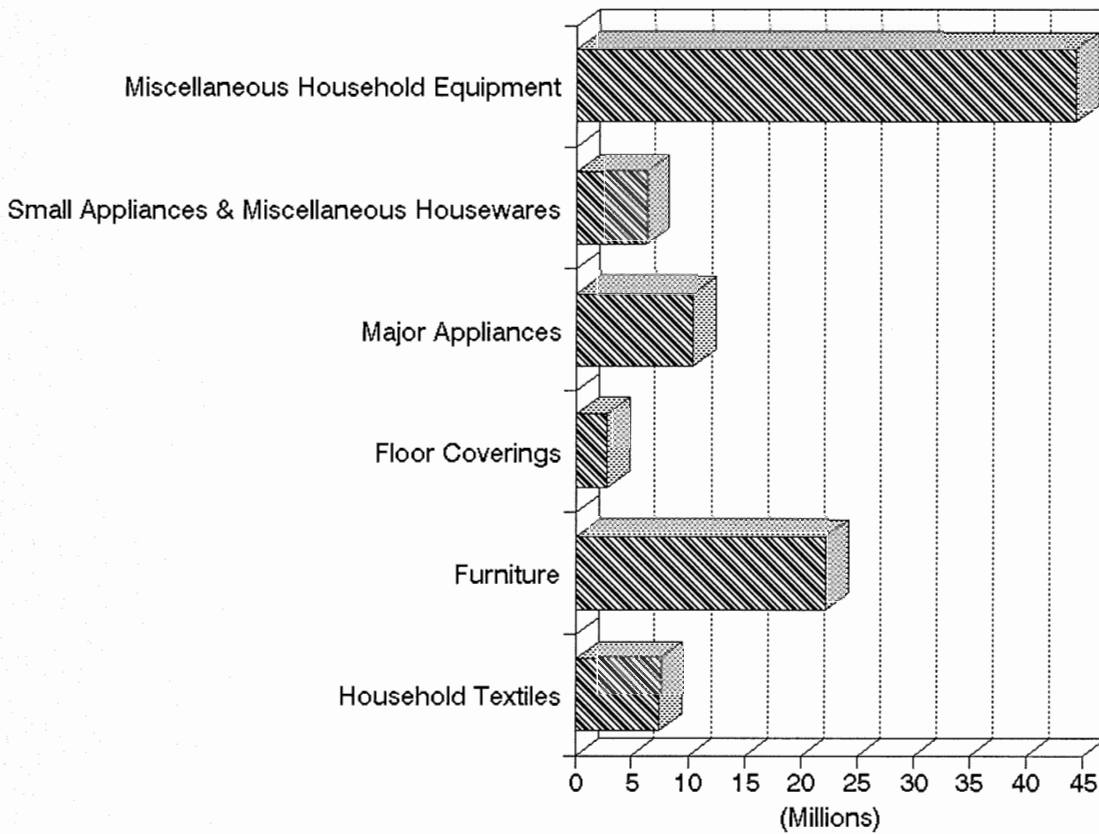
**HyettPalma**

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# **DEMAND FOR HOME PRODUCTS**

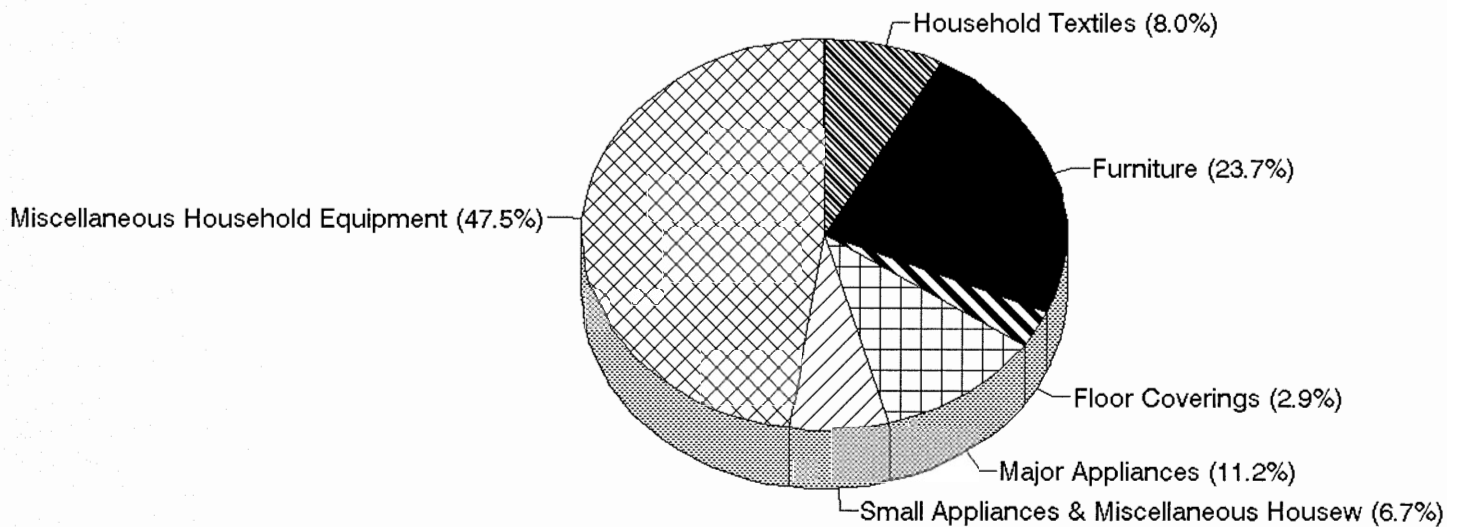
# HOME PRODUCTS

## \$ DEMAND BY PRODUCT TYPE



# HOME PRODUCTS

## % DEMAND FOR EACH DOLLAR



**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: HOUSEHOLD TEXTILES

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|-----------------------------------|------------|----------------|--------------------|
| < \$15000                         | 3,444      | 55             | 189,420            |
| \$15000-24999                     | 4,423      | 90             | 398,070            |
| \$25000-34999                     | 4,850      | 125            | 606,250            |
| \$35000-49999                     | 8,110      | 140            | 1,135,400          |
| > \$50000                         | 22,869     | 225            | 5,145,525          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$7,474,665</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Bathroom, bedroom, kitchen, dining room, and other linens, curtains and drapes, slipcovers, pillows and sewing materials.



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DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FURNITURE

---

| Household<br>Income | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|---------------------|------------|----------------|--------------------|
| < \$15000           | 3,444      | 127            | 437,388            |
| \$15000-24999       | 4,423      | 183            | 809,409            |
| \$25000-34999       | 4,850      | 263            | 1,275,550          |
| \$35000-49999       | 8,110      | 318            | 2,578,980          |
| > \$50000           | 22,869     | 743            | 16,991,667         |

---

TOTAL DEMAND FOR PRODUCT = \$22,092,994

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SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.



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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FLOOR COVERINGS

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|-----------------------------------|------------|----------------|--------------------|
| < \$15000                         | 3,444      | 25             | 86,100             |
| \$15000-24999                     | 4,423      | 14             | 61,922             |
| \$25000-34999                     | 4,850      | 24             | 116,400            |
| \$35000-49999                     | 8,110      | 32             | 259,520            |
| > \$50000                         | 22,869     | 97             | 2,218,293          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$2,742,235</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Carpet, rugs and other soft floor coverings.





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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MAJOR APPLIANCES

| Household Income                  | # Hlds. | \$ Per Hld. | Total \$ Demand     |
|-----------------------------------|---------|-------------|---------------------|
| < \$15000                         | 3,444   | 79          | 272,076             |
| \$15000-24999                     | 4,423   | 137         | 605,951             |
| \$25000-34999                     | 4,850   | 188         | 911,800             |
| \$35000-49999                     | 8,110   | 207         | 1,678,770           |
| > \$50000                         | 22,869  | 305         | 6,975,045           |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |         |             | <b>\$10,443,642</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Refrigerators, freezers, dishwashers, stoves, ovens, garbage disposals, vacuum cleaners, microwaves, air conditioners, sewing machines, washing machines, dryers, and floor cleaning equipment.

**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|-----------------------------------|------------|----------------|--------------------|
| < \$15000                         | 3,444      | 60             | 206,640            |
| \$15000-24999                     | 4,423      | 85             | 375,955            |
| \$25000-34999                     | 4,850      | 96             | 465,600            |
| \$35000-49999                     | 8,110      | 101            | 819,110            |
| > \$50000                         | 22,869     | 190            | 4,345,110          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$6,212,415</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Small electrical kitchen appliances, portable heaters, china and other dinnerware, flatware, glassware, silver and serving pieces, nonelectrical cookware and plastic dinnerware.

**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

| Household Income                  | # Hlds. | \$ Per Hld. | Total \$ Demand     |
|-----------------------------------|---------|-------------|---------------------|
| < \$15000                         | 3,444   | 285         | 981,540             |
| \$15000-24999                     | 4,423   | 400         | 1,769,200           |
| \$25000-34999                     | 4,850   | 575         | 2,788,750           |
| \$35000-49999                     | 8,110   | 700         | 5,677,000           |
| > \$50000                         | 22,869  | 1,450       | 33,160,050          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |         |             | <b>\$44,376,540</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Typewriters, luggage, lamps, light fixtures, window coverings, clocks, lawnmowers, garden equipment, hand and power, tools, telephone devices, computers, office equipment, house plants, outdoor equipment, and small miscellaneous furnishings.

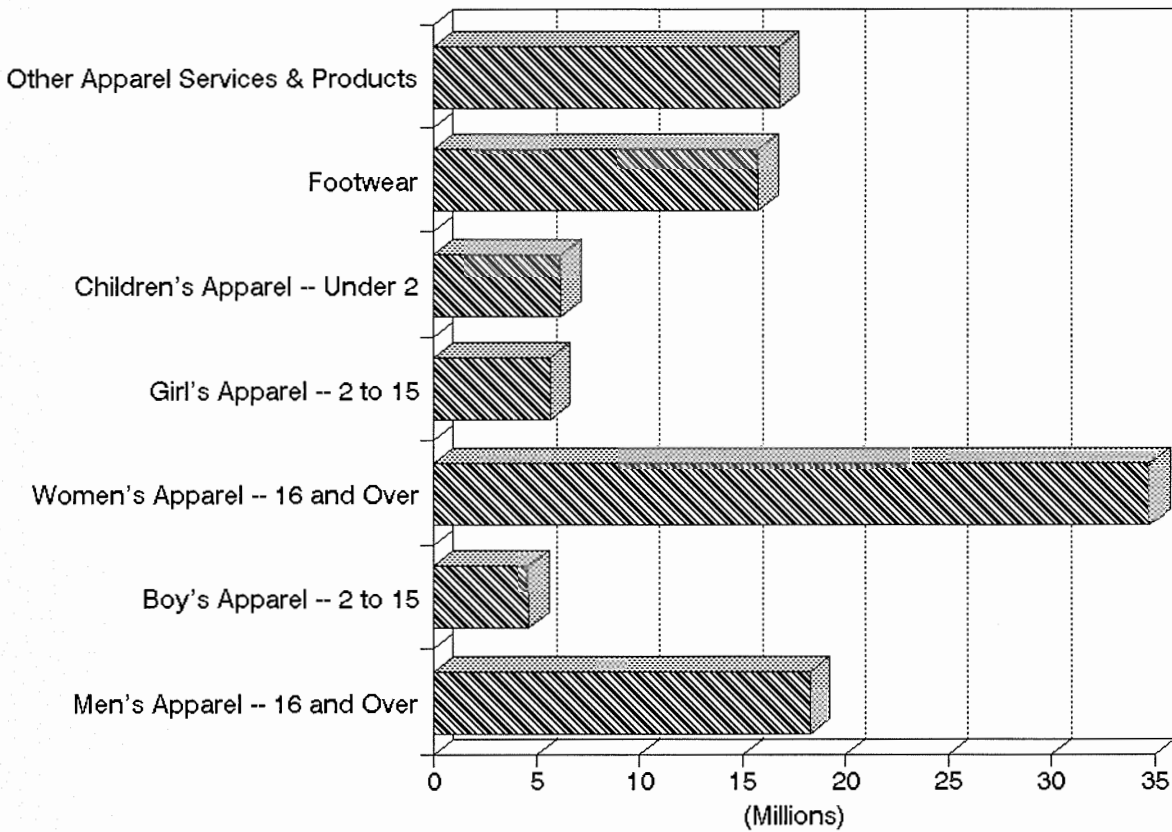
HyettPalma

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# DEMAND FOR APPAREL PRODUCTS

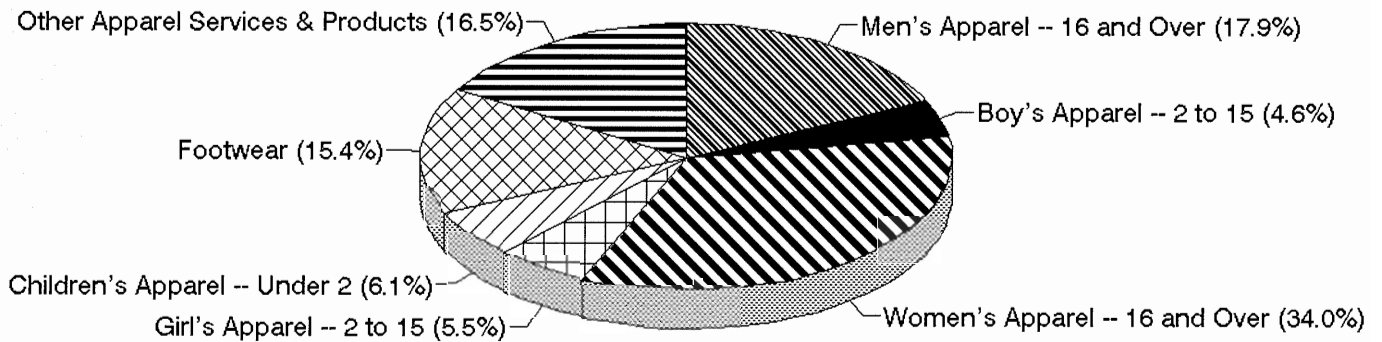
# APPAREL PRODUCTS

## \$ DEMAND BY PRODUCT TYPE



# APPAREL PRODUCTS

## % DEMAND FOR EACH DOLLAR





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DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MEN'S APPAREL -- 16 AND OVER

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| Household<br>Income | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|---------------------|------------|----------------|--------------------|
| < \$15000           | 3,444      | 200            | 688,800            |
| \$15000-24999       | 4,423      | 210            | 928,830            |
| \$25000-34999       | 4,850      | 275            | 1,333,750          |
| \$35000-49999       | 8,110      | 345            | 2,797,950          |
| > \$50000           | 22,869     | 550            | 12,577,950         |

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TOTAL DEMAND FOR PRODUCT = \$18,327,280

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SOURCE: U.S. Department of Labor, Consumer Expenditure  
Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: BOY'S APPAREL -- 2 TO 15

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| Household<br>Income | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|---------------------|------------|----------------|--------------------|
| < \$15000           | 3,444      | 51             | 175,644            |
| \$15000-24999       | 4,423      | 60             | 265,380            |
| \$25000-34999       | 4,850      | 78             | 378,300            |
| \$35000-49999       | 8,110      | 88             | 713,680            |
| > \$50000           | 22,869     | 137            | 3,133,053          |

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TOTAL DEMAND FOR PRODUCT = \$4,666,057

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SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT:      WOMEN'S APPAREL -- 16 AND OVER

| Household<br>Income             | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand    |
|---------------------------------|------------|----------------|-----------------------|
| < \$15000                       | 3,444      | 350            | 1,205,400             |
| \$15000-24999                   | 4,423      | 425            | 1,879,775             |
| \$25000-34999                   | 4,850      | 350            | 1,697,500             |
| \$35000-49999                   | 8,110      | 600            | 4,866,000             |
| > \$50000                       | 22,869     | 1,100          | 25,155,900            |
| <b>TOTAL DEMAND FOR PRODUCT</b> |            |                | <b>= \$34,804,575</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: GIRL'S APPAREL -- 2 TO 15

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|-----------------------------------|------------|----------------|--------------------|
| < \$15000                         | 3,444      | 47             | 161,868            |
| \$15000-24999                     | 4,423      | 76             | 336,148            |
| \$25000-34999                     | 4,850      | 85             | 412,250            |
| \$35000-49999                     | 8,110      | 94             | 762,340            |
| > \$50000                         | 22,869     | 175            | 4,002,075          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$5,674,681</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All apparel items and accessories, excluding footwear.

DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

| Household<br>Income        | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|----------------------------|------------|----------------|--------------------|
| < \$15000                  | 3,444      | 60             | 206,640            |
| \$15000-24999              | 4,423      | 85             | 375,955            |
| \$25000-34999              | 4,850      | 101            | 489,850            |
| \$35000-49999              | 8,110      | 140            | 1,135,400          |
| > \$50000                  | 22,869     | 175            | 4,002,075          |
| TOTAL DEMAND FOR PRODUCT = |            |                | \$6,209,920        |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.



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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOTWEAR

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand  |
|-----------------------------------|------------|----------------|---------------------|
| < \$15000                         | 3,444      | 244            | 840,336             |
| \$15000-24999                     | 4,423      | 278            | 1,229,594           |
| \$25000-34999                     | 4,850      | 280            | 1,358,000           |
| \$35000-49999                     | 8,110      | 290            | 2,351,900           |
| > \$50000                         | 22,869     | 436            | 9,970,884           |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$15,750,714</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All footwear, except for children under 2 and special footwear used for sports such as bowling or golf shoes.

**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand  |
|-----------------------------------|------------|----------------|---------------------|
| < \$15000                         | 3,444      | 165            | 568,260             |
| \$15000-24999                     | 4,423      | 193            | 853,639             |
| \$25000-34999                     | 4,850      | 245            | 1,188,250           |
| \$35000-49999                     | 8,110      | 275            | 2,230,250           |
| > \$50000                         | 22,869     | 525            | 12,006,225          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$16,846,624</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

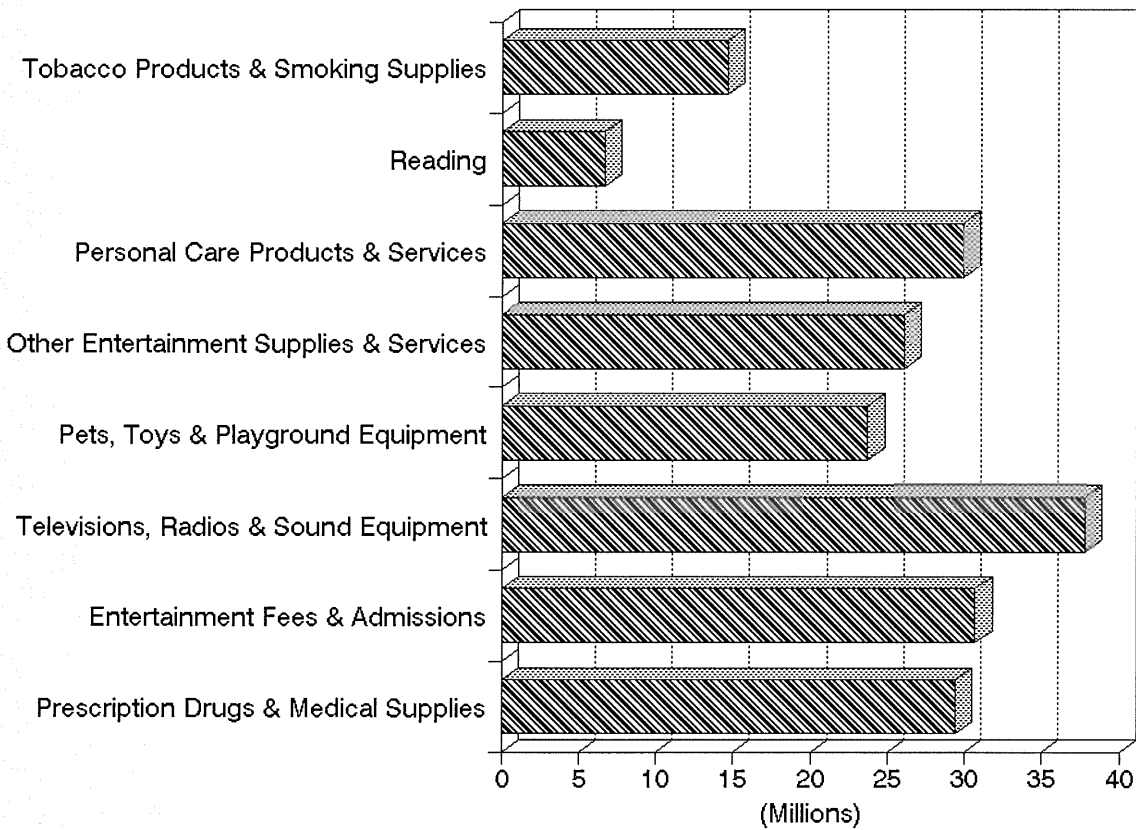
Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

HyettPalma

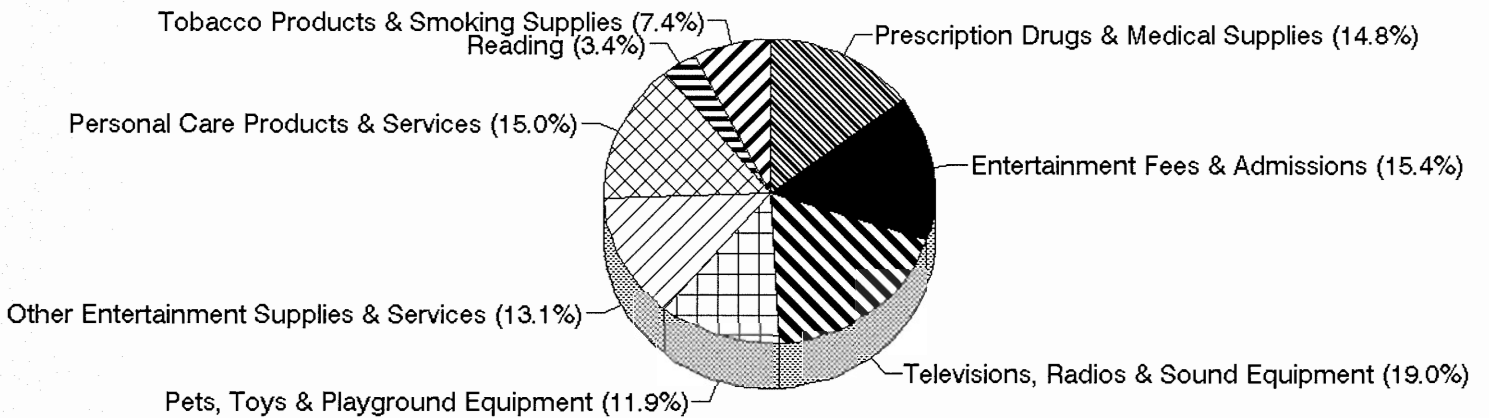
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# **DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS**

# PERSONAL CARE/ENTERTAINMENT \$ DEMAND BY PRODUCT TYPE



# PERSONAL CARE/ENTERTAINMENT % DEMAND FOR EACH DOLLAR





DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT:      PRESCRIPTION DRUGS & MEDICAL SUPPLIES

| Household<br>Income             | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|---------------------------------|------------|----------------|--------------------|
| < \$15000                       | 3,444      | 428            | 1,474,032          |
| \$15000-24999                   | 4,423      | 667            | 2,950,141          |
| \$25000-34999                   | 4,850      | 654            | 3,171,900          |
| \$35000-49999                   | 8,110      | 638            | 5,174,180          |
| > \$50000                       | 22,869     | 729            | 16,671,501         |
| TOTAL DEMAND FOR PRODUCT      = |            |                | \$29,441,754       |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Prescription drugs, over-the-counter drugs, dressings, medical appliances, contraceptives, eyeglasses, hearing aids, rental medical equipment, and medical accessories.

**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ENTERTAINMENT FEES & ADMISSIONS

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand  |
|-----------------------------------|------------|----------------|---------------------|
| < \$15000                         | 3,444      | 165            | 568,260             |
| \$15000-24999                     | 4,423      | 240            | 1,061,520           |
| \$25000-34999                     | 4,850      | 325            | 1,576,250           |
| \$35000-49999                     | 8,110      | 425            | 3,446,750           |
| > \$50000                         | 22,869     | 1,050          | 24,012,450          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$30,665,230</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Admissions to sporting events, movies, concerts, plays, and movie rentals.

**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT:     TELEVISIONS, RADIOS & SOUND EQUIPMENT

| Household<br>Income                   | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand  |
|---------------------------------------|------------|----------------|---------------------|
| < \$15000                             | 3,444      | 386            | 1,329,384           |
| \$15000-24999                         | 4,423      | 547            | 2,419,381           |
| \$25000-34999                         | 4,850      | 641            | 3,108,850           |
| \$35000-49999                         | 8,110      | 748            | 6,066,280           |
| > \$50000                             | 22,869     | 1,086          | 24,835,734          |
| <b>TOTAL DEMAND FOR PRODUCT     =</b> |            |                | <b>\$37,759,629</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Television sets, video recorders, tapes, video game hardware and cartridges, radios, phonographs and components, records and tapes, musical instruments, and rental of the same equipment.



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DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

| Household<br>Income        | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|----------------------------|------------|----------------|--------------------|
| < \$15000                  | 3,444      | 160            | 551,040            |
| \$15000-24999              | 4,423      | 385            | 1,702,855          |
| \$25000-34999              | 4,850      | 415            | 2,012,750          |
| \$35000-49999              | 8,110      | 425            | 3,446,750          |
| > \$50000                  | 22,869     | 699            | 15,985,431         |
| TOTAL DEMAND FOR PRODUCT = |            |                | \$23,698,826       |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Pets, pet food, toys, games, hobbies, tricycles and playground equipment.



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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

| Household Income                  | # Hlds. | \$ Per Hld. | Total \$ Demand     |
|-----------------------------------|---------|-------------|---------------------|
| < \$15000                         | 3,444   | 80          | 275,520             |
| \$15000-24999                     | 4,423   | 208         | 919,984             |
| \$25000-34999                     | 4,850   | 410         | 1,988,500           |
| \$35000-49999                     | 8,110   | 435         | 3,527,850           |
| > \$50000                         | 22,869  | 850         | 19,438,650          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |         |             | <b>\$26,150,504</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Indoor exercise equipment, athletic shoes, bicycles, camping equipment, sporting goods, and photographic equipment and supplies.



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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT:      PERSONAL CARE PRODUCTS & SERVICES

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand  |
|-----------------------------------|------------|----------------|---------------------|
| < \$15000                         | 3,444      | 325            | 1,119,300           |
| \$15000-24999                     | 4,423      | 415            | 1,835,545           |
| \$25000-34999                     | 4,850      | 465            | 2,255,250           |
| \$35000-49999                     | 8,110      | 535            | 4,338,850           |
| > \$50000                         | 22,869     | 890            | 20,353,410          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$29,902,355</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Services and products for hair, oral hygiene products, cosmetics, and electric personal care appliances.



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**DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: READING

| Household<br>Income               | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|-----------------------------------|------------|----------------|--------------------|
| < \$15000                         | 3,444      | 61             | 210,084            |
| \$15000-24999                     | 4,423      | 90             | 398,070            |
| \$25000-34999                     | 4,850      | 105            | 509,250            |
| \$35000-49999                     | 8,110      | 123            | 997,530            |
| > \$50000                         | 22,869     | 203            | 4,642,407          |
| <b>TOTAL DEMAND FOR PRODUCT =</b> |            |                | <b>\$6,757,341</b> |

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Books, newspapers and magazines.



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DOWNTOWN GOSHEN'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

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| Household<br>Income | #<br>Hlds. | \$<br>Per Hld. | Total \$<br>Demand |
|---------------------|------------|----------------|--------------------|
| < \$15000           | 3,444      | 236            | 812,784            |
| \$15000-24999       | 4,423      | 330            | 1,459,590          |
| \$25000-34999       | 4,850      | 340            | 1,649,000          |
| \$35000-49999       | 8,110      | 387            | 3,138,570          |
| > \$50000           | 22,869     | 333            | 7,615,377          |

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TOTAL DEMAND FOR PRODUCT = \$14,675,321

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SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Tobacco products and smoking accessories.



## **The Retail Report<sup>®</sup>**

### **USER GUIDE**

The Retail Report is a business development tool customized for your Downtown. In it, HyettPalma has targeted the kinds of retail businesses that Downtowns across the country are attracting.

The Retail Report brings effective data to your business development efforts in a user-friendly format. Tables, graphs and charts interpret and present information critical to your Downtown's future. And, the report is customized for YOUR Downtown, containing information unique to your Downtown.

In The Retail Report, demographic and socio-economic data are amplified and taken to a new level of detail. Households in your trade area are segmented by income bands, and consumer spending habits are analyzed by these income groupings. This allows you to determine which income groups to target in your business development program.

Business prospects will expect to review information like this prior to making a commitment to Downtown. The Retail Report shows them your Downtown -- and your Downtown enhancement program -- are one step ahead of the competition.

The following pages list numerous ways you can use The Retail Report to improve the economy of your business district.

## ***What Does The Retail Report Tell You ?***

The Retail Report reveals what you can expect the customers in your defined retail trade area to spend in 2005.

The Retail Report shows the number of dollars residents of your trade area spend each year on over 100 different types of products -- products such as food at home, food away from home, furniture, appliances, apparel, prescription drugs, toys, reading material, etc.

The Retail Report is not a listing of national figures or projections; it is a customized report that gives you accurate and definitive information for your own trade area.

A demographic and socio-economic profile of trade area residents is included -- both a snapshot of their characteristics today and a five year projection of their changing characteristics.

## ***Who Can Benefit By Using The Retail Report ?***

Current owners of businesses within a given trade area;

Business owners who are thinking of opening a store in the trade area;

Entrepreneurs who are determining what type of business to open or who are deciding on a business location;

Bankers and others who are deciding whether or not to invest in specific types of retail businesses;

Downtown directors and other economic development professionals whose work entails business retention, entrepreneur development and business recruitment; and

Downtown revitalization leaders, Downtown directors, economic development professionals, and local elected officials who want sound information that lets them speak with certainty about their Downtown's potential to sustain specific types of retail businesses.

## ***How Can Downtown Directors and Economic Development Professionals Use The Retail Report ?***

To attract customers to Downtown by creating a mix of strong businesses which appeal to trade area residents.

To raise the confidence of investors in the profitability of your business district.

To help existing businesses become more profitable -- so that Downtown's rate of business turnover is lessened.

To fill building vacancies with the types of retail businesses that can succeed and thrive in your district.

To strengthen existing businesses and lessen business closings by:

- showing existing business owners what trade area residents are spending their money on;

- helping business owners determine how to cater to those shopping preferences -- and capture more shopping dollars; and

- enabling them to develop a business plan that is based on realistic market data.

To improve the variety and selection of retail goods offered in the business district by:

- showing existing business owners that there is money to be made by expanding or revising the types of retail goods they sell;

- showing existing business owners that there is money to be made by opening additional types of retail businesses in the business district; and

- targeting specific types of retail businesses -- so that you can actively recruit those businesses having the greatest potential to succeed and remain in your Downtown.

To attract additional businesses to the business district by:

providing definitive data that shows a market exists for the retail goods they sell.

## ***How Can Business Owners Use The Retail Report ?***

Business owners frequently ask, "How much money do residents of Downtown's trade area spend on the retail goods I sell?" Or stated another way, "How do I know there's money to be made in Downtown?"

The Retail Report allows you to answer these questions with certainty and authority by quantifying:

what the market is for particular retail products;

the spending potential of residents in your trade area for particular retail goods; and

the current "economic pie" -- how much money is being spent on various retail goods by residents in your Downtown's trade area.

To better plan, manage, and grow your business -- by using the information in The Retail Report, business owners can:

set annual benchmarks for how much of the "economic pie" they intend to capture for their business -- measured in anticipated gross sales receipts for YOUR Downtown;

set an annual budget based on their gross receipts benchmarks;

make informed budgeting decisions about how much to spend each year on inventory, overhead, advertising, staff, etc.; and

complete a business plan that persuades their banker to extend a commercial loan to them.

## ***How Can Entrepreneurs Use The Retail Report ?***

The Retail Report shows the sales potential within a given trade area for over 100 types of retail businesses. This would be invaluable in order to:

- compare the markets for a variety of different retail products;
- determine what type of retail business to open;
- complete a realistic business plan before opening that business; and
- persuade bankers and investors that a strong market exists for the type of retail business being opened.