

HyettPalma
Indiana Downtown®

Danville

Downtown Action Agenda 2007

Indiana Downtown®
A Collaborative Offering of the
The Indiana Association of Cities and Towns
and
HyettPalma, Inc.



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.

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

1600 Prince Street • Suite 110
Alexandria, Virginia 22314

Phone 703 683 5126
Fax 703 836 5887

E-mail: info@hyettpalma.com
www.hyettpalma.com

June 21, 2007

The Town of Danville
and Members of the Process Committee
147 W. Main Street
Danville, IN 46122

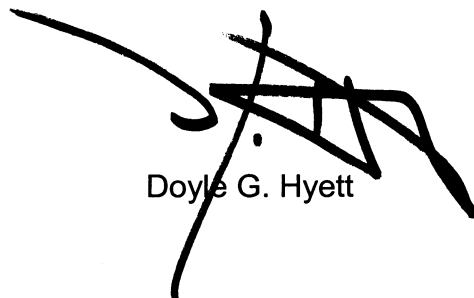
RE: Danville Downtown Action Agenda 2007

HyettPalma, Inc., is pleased to present to you the following report ***Danville Downtown Action Agenda 2007***, 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 Danville's Downtown enhancement effort.

Sincerely,



Doyle G. Hyett



Dolores P. Palma

Process Committee Members

At the request of HyettPalma, Inc., the Town of Danville established a Process Committee to oversee this project. HyettPalma would like to thank the members of the Downtown Danville Process Committee, listed below, for all their time, hard work, and dedication in preparing for and participating in completing the ***Danville Downtown Action Agenda 2007***.

Myron Anderson, Town Council President
Mike Neilson, Town Council Member
David Whicker, Hendricks County Commissioner
Judy White, Center Township Trustee
Gary Eakin, Town Manager
Laura Parker, Town Planner
Betty Bartley, Local Historian
Jaime Bohler-Smith, Associate Director, Hendricks County Convention & Visitors Bureau
Ben Comer, Downtown Property & Business Owner
Dennis Dawes, President, Hendricks Regional Health
Bill Franklin, Downtown Business Owner
Lynne Fuller, Plan Commission Member & Property Owner
Harold Gutzwiller, Executive Director, Hendricks County Economic Development Partnership
Carla Huntsman, Merchants Association & Downtown Business Owner
Loren Malloy, Director, Danville Public Library & Chamber of Commerce President
Keith Ross, Danville Redevelopment Commission
Chet Skwarcian, Downtown Property & Business Owner
Sandy Teer, Executive Director, Greater Danville Chamber of Commerce
Jerry Vornholt, Downtown Property Owner

TABLE OF CONTENTS

Introduction	1
I. Project Overview	5
II. Downtown Danville Today	8
III. Resident and Business Surveys	15
IV. Downtown Danville Tomorrow	21
V. Downtown Market Analysis	25
• Downtown Retail Opportunities	
• Downtown Office Opportunities	
• Downtown Housing Opportunities	
VI. Course of Action	40
VII. Partnership for Success	62
VIII. Implementation Sequence	67
IX. Appendix	72
• Retail Report®	

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

HyettPalma

Indiana Downtown®

program in the Summer of 2001.

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 2007, the Town of Danville 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.

HyettPalma

Indiana Downtown®

IAC 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, IAC 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®*, IAC will continue to seek further avenues of assistance to help Indiana cities and towns revitalize their Downtowns.

Project Overview

I. PROJECT OVERVIEW

In 2007, the Town of Danville determined that a Downtown enhancement strategy was needed to further revitalize Downtown Danville. The ***Danville Downtown Action Agenda 2007*** was defined with involvement from the Town government, the County and Township governments, the local business sector, representatives of non-profit organizations, and members of the community. The ***Danville Downtown Action Agenda 2007*** shown in the following pages incorporates the desires, preferences, and concerns expressed by the people of Danville for their Downtown.

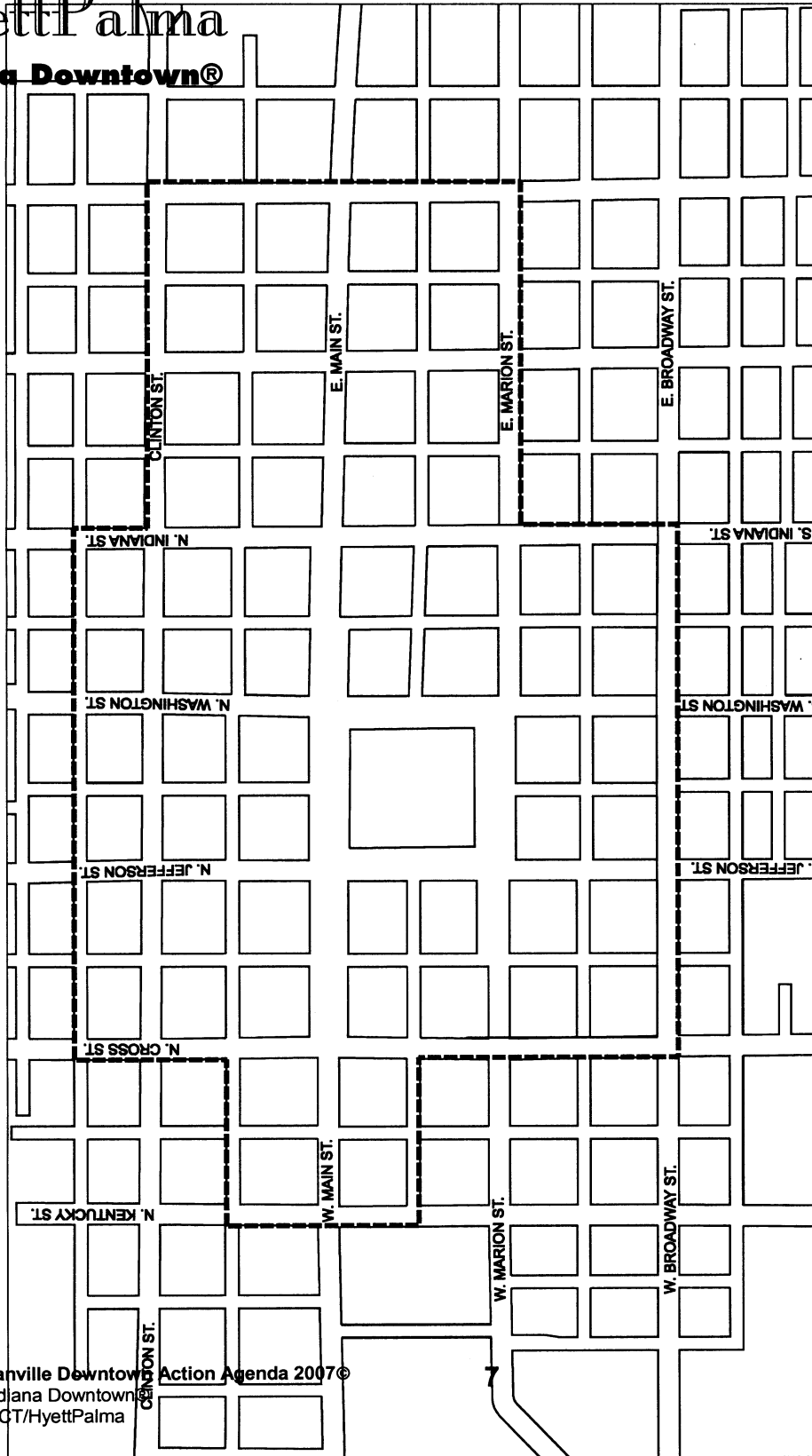
Based on the desires and concerns expressed by the people of Danville – combined with a realistic analysis of Downtown's market potentials – a ***Course of Action*** was defined for public and private sector implementation. The ***Course of Action*** is meant to enable Downtown Danville to reach the 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 Danville, as defined for this project, is shown on the following page.

HyettPalma

Indiana Downtown®



Danville Downtown
Indiana Downtown
IACT/HyettPalma

Action Agenda 2007©

DOWNTOWN REDEVELOPMENT
AREA MAP
TOWN OF DANVILLE,
INDIANA
APRIL 2007



SCALE 1"=200'

LEGEND

--- LIMITS OF DOWNTOWN REDEVELOPMENT AREA



Downtown Danville Today

II. DOWNTOWN DANVILLE TODAY

Following is an overview of Downtown Danville's current condition, as well as an overview of the desires, concerns, and preferred image of Downtown – as expressed by those participating in the ***Downtown Action Agenda Update*** sessions.

Overview

Today, when asked to describe Downtown Danville, local community members tend to do so in very positive terms, using words and phrases such as quaint, small town feel, friendly, safe, homey, attractive, and compact. And, locals also say that their “charming” Downtown is located in a “top notch community” of good schools, a good library, good parks, and good people. Danville and its Downtown are very fortunate to have such a positive image.

Downtown Danville is also fortunate in a variety of other ways as well, which include the following.

- Downtown has retained a considerable amount of its historic architecture, as well as its traditional Courthouse Square, which account for Downtown's “quaint” and “charming” physical ambience. The Town government has recognized the significance of this by including Main Street and the Square in its recently created Corridor Protection Overlay District.
- Downtown still contains a number of traditional anchors – uses that draw people to Downtown on a regular basis, creating a built-in and potential market for Downtown's businesses. Such uses include County government offices, Town government offices, Township government offices, the Royal Theater, the library, professional offices, institutions (such as the Chamber of Commerce, the Convention & Visitors Bureau, and the newspaper office), and the farmers market.

- Downtown has popular restaurants and cafes. And, while small in number, Downtown also has several popular retail businesses. Plus, additional retail and food businesses are in the process of opening within Downtown.
- US 36 (Main Street) and SR 39 (Cross Street) run through Downtown Danville. While these cause traffic concerns in the minds of some, they do afford visibility and accessibility to Downtown's businesses by bringing motorists through Downtown.
- The Hendricks County government has invested in Downtown by converting an old school building into its Government Center and by expending funds on the up-keep of the historic Courthouse building.
- The Town government has invested in Downtown by enhancing Downtown's streetscape, in the form of walks, furnishings, planters, and landscaping.

In addition to the above, Downtown is fortunate to be located in a dynamic market. This is evidenced by the following facts:

- Hendricks County is experiencing rapid growth, with new residential development occurring at a quick pace;
- Hendricks County – which draws some 1,500,000 visitors each year – and the larger area boast major attractions, such as the Metropolis Shopping Complex, Splash Island, O'Reilly Raceway Park, the County Fairgrounds, Chateau Thomas Winery, Avon Gardens, Beasley's Apple Orchard, the Indianapolis Speedway, and "Covered Bridge Country;" and
- Metropolitan Indianapolis, with its large numbers of residents and visitors, is a short drive from Downtown Danville.

This dynamic market affords Downtown Danville the potential to draw on and attract a variety of existing customer groups.

Finally, but very importantly, Danville residents appear to have a great deal of excitement for and interest in enhancing their Downtown. This is one of the most critical factors needed to move any Downtown forward.

Concerns

Those participating in sessions held to define this ***Downtown Action Agenda*** were asked to voice their concerns for Downtown's future. The concerns mentioned most often were:

- Future use of the Courthouse;
- Parking;
- Traffic;
- Business mix; and
- The rapid growth occurring in the County and the impact it will have on Downtown Danville.

Desires

Those participating in sessions held to define this ***Downtown Action Agenda*** were asked to voice their desires for Downtown's future. The desires mentioned most often were:

- Retain Downtown's ambience and small town feel despite rapid growth in the County;
- Create multiple destinations, draws, and reasons for people to come Downtown;
- Bring to Downtown more retail, more restaurants, more art, and more entertainment;
- Make Downtown a social gathering place that brings the community together;
- Make Downtown an active, vibrant, buzzing destination; and

- Make Downtown a mixed-use area that continues to be a government and office hub, but also offers retail, art, food, and entertainment.

Image

Following is a synopsis of the preferred image for Downtown Danville that was defined by the community as part of this ***Danville Downtown Action Agenda***.

A historic Courthouse Square that is picturesque and characteristic of a traditional Downtown that will charm you.

A quaint Downtown thriving with shops, restaurants, arts, and entertainment that creates an animation and spirit on the streets that will excite you.

A warm and friendly-natured Downtown that is clean, safe, and packed with fun – a staple for families and activity goers.

A beautiful and inviting Downtown that relaxes you – a welcome escape from the hustle and bustle of a big city.

A Downtown that quenches your senses for that secure, small town feeling that is reminiscent of the past, but offers the conveniences and specialties of today.

It's a Downtown that you want to be close to – you want to live here, raise a family, open a business, and share the experience with all your friends, family, and those you meet.

***Downtown Danville – it's a first class Downtown –
there is so much to do, you can't get enough –
you'll have to stay awhile and keep coming back
for more.***

Approach

Given Downtown Danville's current situation – as well as the concerns, desires, and preferred image described locally – HyettPalma recommends that the following approach be taken in enhancing Downtown.

Currently, both internal and external forces are at play that can significantly affect Downtown's future. Key among the internal forces is the future use of the County Courthouse building. Key among external forces is the rapid growth occurring in the county and its potential impact on Downtown.

Simultaneously, as these forces are at play, the community is expressing great interest and enthusiasm regarding Downtown's further enhancement. And, the community appears to value Downtown's small town qualities and appeal – and does not wish to see them diminished.

Given this scenario, Downtown Danville has the opportunity to offer an alternative to the large, new, commercial development occurring in the county and position itself as:

***Hendricks County's historic
commercial and governmental center.***

For this position to be achieved, those leading the Downtown enhancement effort will need to:

- Make Downtown's enhancement a top priority of the community;
- Bring together the disparate organizations and entities involved and channel their enthusiasm around implementing this ***Downtown Action Agenda***;

- Increase collaboration and cooperation among those in all sectors, as they work on and in Downtown – including the public sector (County, Town, and Township governments), the business community, and non-profit organizations; and
- Make the enhancement effort a multi-faceted initiative that focuses on:
 - Retaining and improving Downtown's physical appeal;
 - Creating street level animation and a variety of draws; and
 - Creating and marketing Downtown's niche as the County's historic commercial and governmental center.

Resident and Business Surveys

III. RESIDENT AND BUSINESS SURVEYS

As a part of this project, two surveys were conducted to gauge the health of Downtown Danville, as perceived locally. These were a survey of owners/managers of businesses located in the Downtown project area and a telephone survey of residents living in Downtown's primary trade area. A summary of the survey responses follows. The summary was written by Laura Gibbons, Government Affairs Manager of IACT.

Use of Downtown

Residents of Downtown's primary trade area reported coming to Downtown with great frequency - 56% said they come to Downtown between 1 and 7 times a week. This frequency can be seen in the following:

- 32% said they come Downtown daily;
- 14% said they come Downtown 3 to 6 times a week; and
- 10% 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 (21%); and
- 6-11 times a year (5%).

The remaining 18% of those surveyed said they seldom come to Downtown Danville. These responses included:

- 1-5 times a year (8%);
- Almost never (7%); and
- Never (3%).

Purpose of Trips

When asked why they currently come to Downtown Danville, the top reason cited by residents surveyed was “eating in restaurants” (cited by 29%). The next three reasons given with similar frequency were “shopping” (cited by 11%), “passing through” (cited by 11%); and “work there” (cited by 10%). Therefore, 50% of residents surveyed currently come to Downtown to eat, shop, or work while 11% are just passing through.

The remaining 39% of residents surveyed gave the following reasons for coming Downtown:

- Banking (7%);
- Government Business (7%);
- Entertainment (6%);
- Live There (6%);
- Service Businesses (4%);
- Personal Business (3%);
- Visiting Friends or Family (3%);
- Library (2%);
- Other (1%) – Religious Services and Recreation

Shopping Area of Choice

Those surveyed were asked where they do most of their family shopping at this time, other than grocery shopping. Almost two-thirds (61%) of residents surveyed said that they do the majority of their shopping in Avon (cited by 36%) and Plainfield (cited by 25%). The remaining 39% primarily shop at the following:

- 18% Wal-Mart (locations in Brownsburg, Plainfield, and Avon);
- 10% Target (locations in Avon and Plainfield);
- 4% Danville;
- 5% Other nearby cities and towns (Brownsburg, Indianapolis, Greencastle, Greenwood); and
- 2% On-line.

When asked their reason for choosing a particular shopping area, almost three-fourths of residents (74%) surveyed cited one of two reasons. These were convenience (cited by 44%) and variety/selection offered (mentioned by 30%).

The remaining 26% of those surveyed said they choose to shop in a particular area due to:

- Closeness to home (13%);
- Price (10%);
- Service (2%); and
- Parking (1%).

Downtown Characteristics

Residents and business owners surveyed were asked to rate a list of nineteen Downtown characteristics as being “good,” “fair,” or “poor” at this time. Nine characteristics were rated “good” by a majority or significant percentage of residents surveyed. Of these, eight were also rated “good” by a majority or significant percentage of business owners. The nine characteristics rated “good” by residents were:

- Feeling of safety (92% of residents, 87% of business owners);
- Cleanliness of area (81% of residents, 76% of business owners);
- Helpfulness of salespeople (72% of residents, 86% of business owners);
- Attractiveness of area (65% of residents, 56% of business owners);
- Quality of restaurants (63% of residents, 74% of business owners);
- Knowledge of salespeople (60% of residents; 69% of business owners);
- Attractiveness of buildings (57% of residents, 35% of business owners);
- Quality of service businesses (53% of residents, 73% of business owners); and
- Business hours (47% of residents, 47% of business owners);

As revealed above, residents are currently pleased with Downtown’s ambience (feeling of safety, cleanliness of area, attractiveness of area, and attractiveness of buildings), customer service (helpfulness and knowledge of salespeople and business hours), and quality of service businesses. Business owners strongly agree

with residents on these characteristics except for the current condition of Downtown buildings.

Two characteristics were rated “good” by a majority of business owners, but not by residents. These were:

- Prices at restaurants (43% of residents, 54% of business owners); and
- Quality of retail goods (36% of residents, 50% of business owners).

Downtown Improvements

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

Seven improvements were rated “very important” by a majority or significant percentage of residents. Of these, five were rated “very important” by a majority or significant percentage of business owners. The list of improvements desired by residents was:

- Increase number of retail businesses (67% of residents, 60% of business owners);
- Increase the variety of retail goods (66% of residents, 54% of business owners);
- Improve traffic flow (64% of residents, 65% of business owners);
- Improve availability of parking (60% of residents, 81% of business owners);
- Increase variety of restaurants (57% of residents, 42% of business owners);
- Improve quality of retail goods (50% of residents, 29% of business owners); and
- Improve convenience of parking (48% of residents, 82% of business owners);

Residents rated improvements regarding variety/selection (retail and restaurants) and convenience (parking and traffic flow) as very important. This is not surprising since 74% of residents stated that variety/selection and convenience were their main reasons for choosing a particular shopping area. Business owners tended to agree with residents that these factors are very important, with a special emphasis

on the importance of parking. However, business owners were slightly less concerned than residents with the need to increase the variety of restaurants and significantly disagreed with residents regarding the need to improve the quality of retail goods.

When those surveyed were asked what types of businesses or activities would bring them Downtown, restaurants and apparel stores topped the list, followed by specialty businesses and entertainment.

Downtown Danville Tomorrow

IV. DOWNTOWN DANVILLE TOMORROW

A series of discussions, focus groups, and meetings were held to define the community's preferred vision of Downtown Danville – as it would ideally exist in the year 2012. A compilation of the thoughts and preferences expressed during those sessions is shown below. The compilation was written by Laura Gibbons, Government Affairs Manager of IACT.

By the year 2012, Downtown Danville would be a destination – active, vibrant and buzzing. Downtown would provide a special experience for residents and visitors who delight in specialty shops, restaurants and cafes (with outside dining), entertainment, and celebrating the arts. The popularity of Downtown and all its offerings would enhance Downtown and not compromise its quaint, charming, and small-town flavor that makes Danville so special – Danville would remain unique and never a cookie-cutter town.

Downtown would be the center for both town and county government, as well as, business that services its residents and provides everyday retail needs so that you don't have to drive outside the community. Parking would be ample and convenient for Downtown employees, residents, and visitors. There would be clear signage directing you to Downtown, parking areas, and Downtown attractions.

Downtown's historic Courthouse Square and architecturally respected buildings would be preserved and authentic to its history, use, and value to the community. Downtown would have a cohesive look and set the standard for buildings, signage, and public improvements to retain Downtown's historic character.

Downtown would serve as a gathering place that would bring the community together – a warm and homey center to run into old and new friends and partake in a calendar of events like concerts on the square, farmer's market, and community fairs. It would be beautiful, serene, and inviting with greenery, flowers, and trees that are appropriate for Downtown.

HyettPalma

Indiana Downtown®

Downtown would be pedestrian-oriented and safe so that you can feel comfortable strolling Downtown. The traffic would be calm, flow, and not detract from Downtown's ambience. And passersby would have the impulse to stop because Downtown looks like a place you want to discover.

Downtown would be open after 5 PM and be known as a place where there is always something to do.

By 2012, Downtown Danville would have the following uses making it a destination:

- Government offices (town, township, and county);
- Post Office branch;
- Retail – focused on specialty boutiques and daily necessities;
- Restaurants – variety of sit-down venues and outdoor cafes, as well as, specialty foods such as bakeries and coffee shops;
- Professional offices;
- Service businesses;
- Learning center/college branch;
- Special events;
- Performing and visual arts; and
- Housing.

By 2012, Downtown would attract and grab the attention of the following users:

- Danville residents and employees;
- Residents of the county and surrounding communities;
- Families;
- Artists/Artisans;
- Fairground-users;
- Ellis Park-goers;
- Tourists; and
- US 36 travelers and commuters.

By 2012, Downtown Danville would be caught up in the spirit of participation, cooperation, and enthusiasm that makes this Downtown the true beating heart of the community. The buzz of Downtown Danville would claim it as a true destination for all that is known for the following image:

A historic Courthouse Square that is picturesque and characteristic of a traditional Downtown that will charm you.

A quaint Downtown thriving with shops, restaurants, arts, and entertainment that creates an animation and spirit on the streets that will excite you.

A warm and friendly-natured Downtown that is clean, safe, and packed with fun – a staple for families and activity goers.

A beautiful and inviting Downtown that relaxes you – a welcome escape from the hustle and bustle of a big city.

A Downtown that quenches your senses for that secure, small town feeling that is reminiscent of the past, but offers the conveniences and specialties of today.

It's a Downtown that you want to be close to – you want to live here, raise a family, open a business, and share the experience with all your friends, family, and those you meet.

Downtown Danville – it's a first class Downtown – there is so much to do, you can't get enough – you'll have to stay awhile and keep coming back for more.

Downtown Market Analysis

V. DOWNTOWN MARKET ANALYSIS

To ensure long-term economic results and success, Danville'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 Danville'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 Hendricks County, Indiana. A map of the trade area is presented on the next page.

Retail Economic Indicators

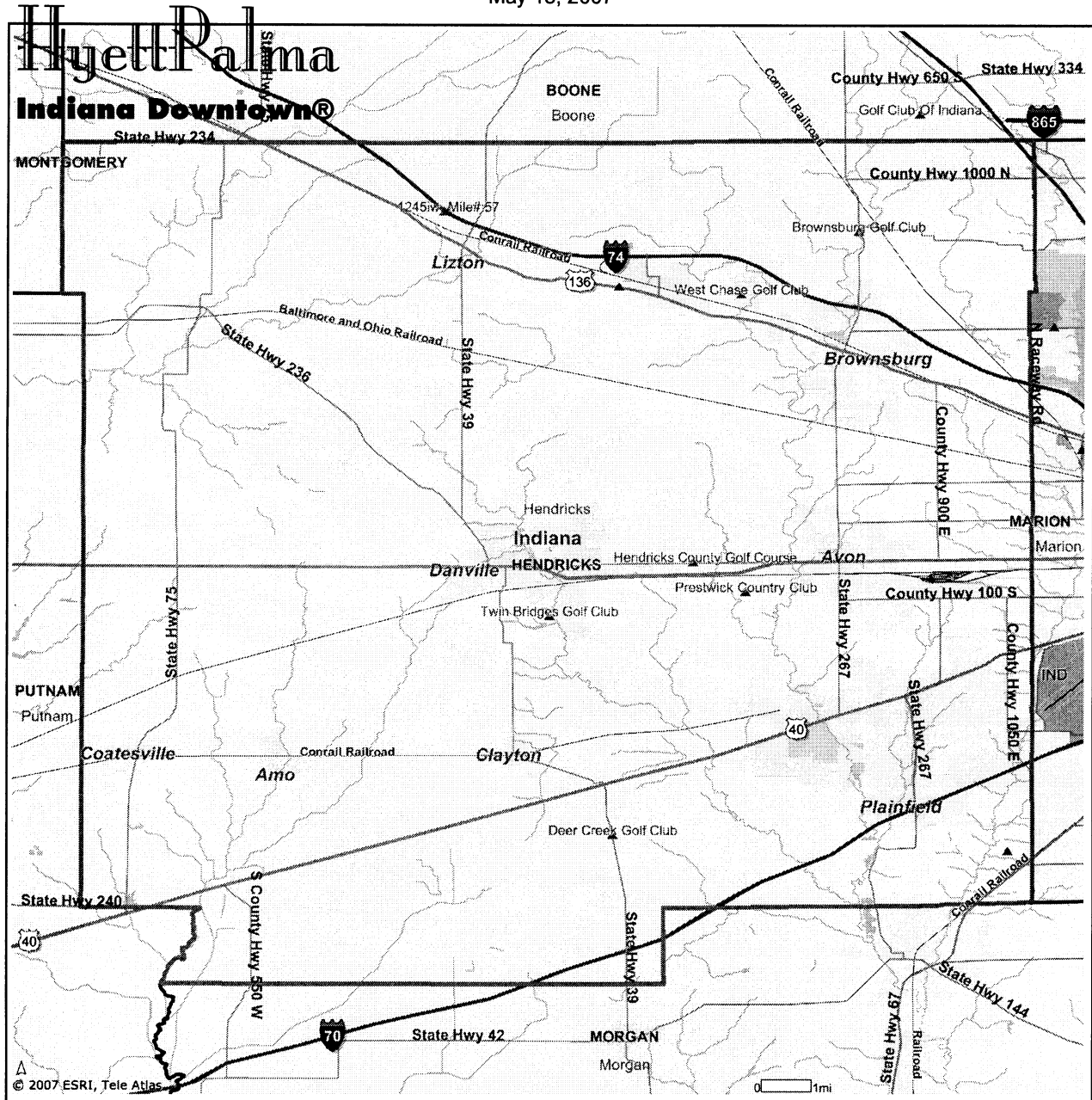
Downtown's primary retail trade area can be currently characterized by the following economic indicators.

THE PRIMARY TRADE AREA HAS AN ESTIMATED POPULATION OF 133,934 -- WITH AN ESTIMATED 49,039 HOUSEHOLDS (Source: ESRI estimate)

THE AVERAGE HOUSEHOLD SIZE IS 2.66 PERSONS, WHICH IS SLIGHTLY MORE THAN THE NATIONAL AVERAGE OF 2.59 (Source: ESRI estimate)

Standard Map

May 18, 2007

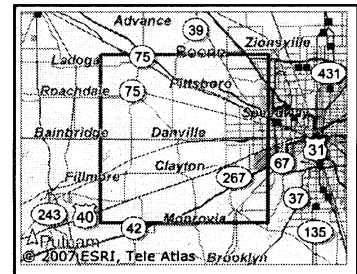


County: 18063 Hendricks County, IN



Danville Downtown Action Agenda 2007©
Indiana Downtown®
IACT/HyettPalma

27





Indiana Downtown®

THE TOTAL COMBINED INCOME OF HOUSEHOLDS WITHIN THE PRIMARY TRADE AREA IS APPROXIMATELY \$3,800,000,000 PER YEAR
(Source: ESRI estimate)

THE AVERAGE HOUSEHOLD INCOME FOR THOSE IN THE PRIMARY TRADE AREA IS APPROXIMATELY \$78,205 AND IS PROJECTED TO INCREASE TO \$93,905 ANNUALLY BY 2011 (Source: ESRI estimate)

Current Retail Businesses

Downtown Danville currently contains approximately 29 retail businesses, which occupy approximately 61,000 square feet of building space. The retail inventory was completed by the Downtown Danville Process Committee and is shown on the following page.

Downtown Danville Retail Businesses by Standard Industrial Classification

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
<u>55</u>	<u>Automotive Dealers and Service Stations</u>		
5531	Auto/Home Supply	1	3,000
5541	Gas Service Station	2	2,146
<u>57</u>	<u>Furniture and Home Furnishings</u>		
5713	Floor Covering	1	570
<u>58</u>	<u>Eating/Drinking</u>		
5812	Eating Places	6	14,506
5813	Drinking Places	2	7,874
<u>59</u>	<u>Miscellaneous Retail</u>		
5932	Antiques	2	4,375
5944	Jewelry	2	1,289
5947	Gift/Novelty	2	2,601
5949	Sewing/Piece Goods	1	7,056
5992	Florist	2	5,573
5999	Miscellaneous Retail	5	5,427
	<u>Select Support Services</u>		
7241	Barber Shops	1	1,088
7832	Motion Picture Theater	1	4,689
	<u>Amusement and Recreation Services</u>		
7911	Dance Studios/Schools	1	1,031
TOTAL NUMBER OF RETAIL BUSINESSES		29	
TOTAL SQUARE FEET OF OCCUPIED RETAIL BUSINESS SPACE			61,225
TOTAL NUMBER OF VACANT RETAIL SPACES		2	
TOTAL SQUARE FEET OF VACANT RETAIL BUSINESS SPACE			18,269

Source: Downtown Danville Process Committee

Retail Potential

Currently, within Downtown's primary trade area, the total estimated demand for retail products is approximately \$1,004,000,000 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 Danville retail businesses now generate an average (blended figure) of approximately \$140 per year per square foot in retail sales.

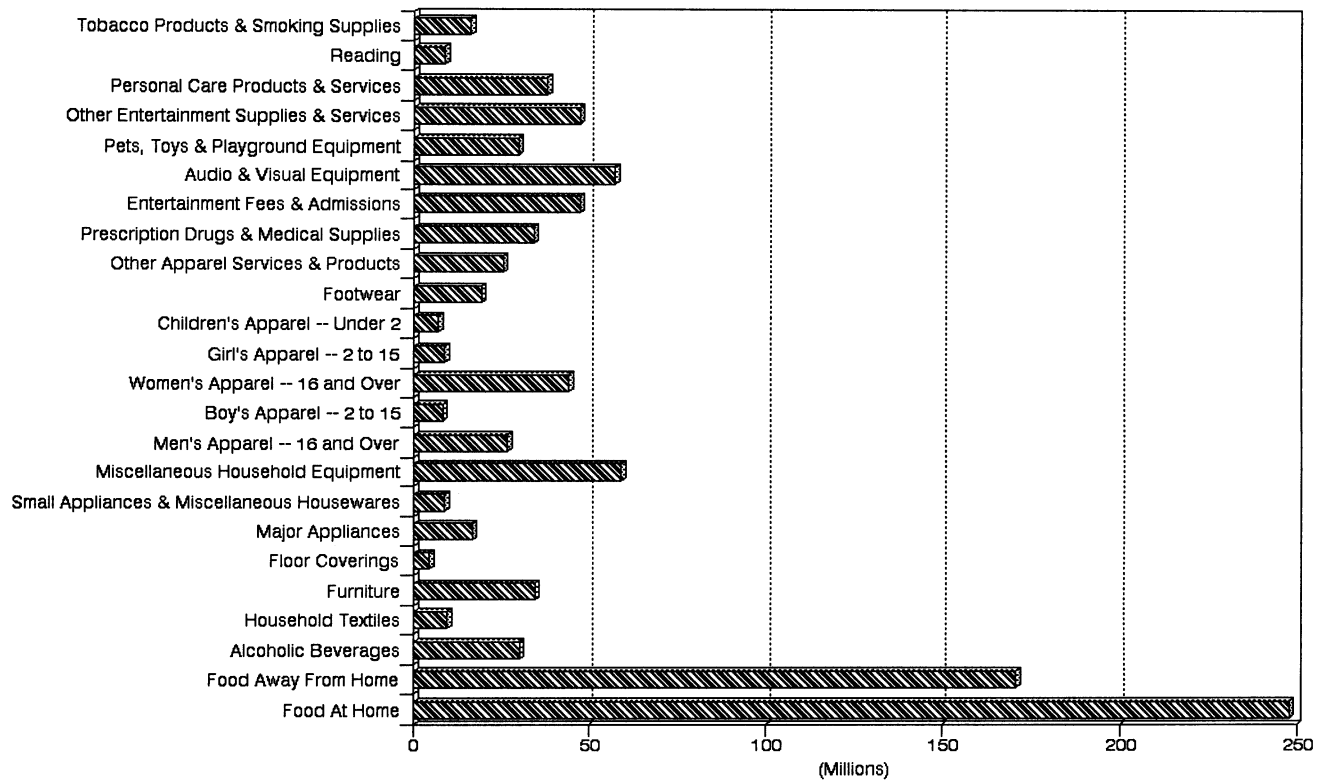
Since Downtown currently contains approximately 61,000 square feet of occupied retail space, Downtown Danville should currently be generating approximately \$8,500,000 in retail sales per year.

By dividing the project area's estimated annual retail sales – \$8,500,000 – by the total estimated demand for retail products within the primary trade area – \$1,004,000,000 – it can be concluded that Downtown Danville may currently be capturing approximately .85% 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.

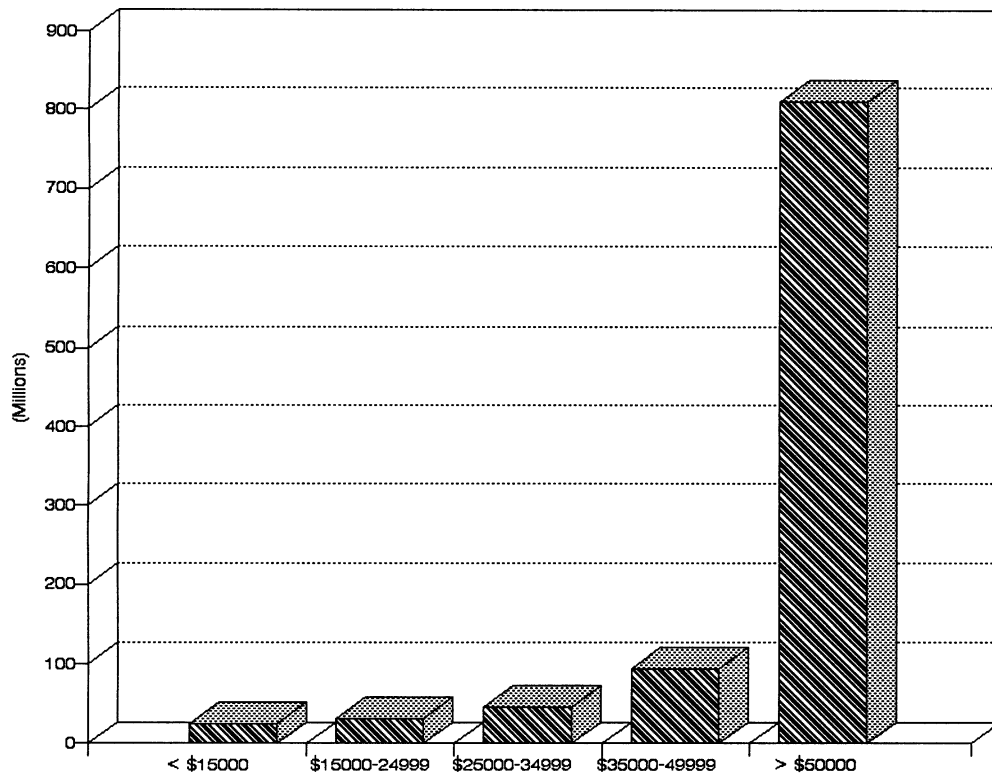
Taking steps to further enhance Downtown Danville, and barring a significant decline in the national or regional retail economy, it is conservatively anticipated that Downtown may have the potential to increase its share of retail sales in its primary trade area from the current level of approximately .85% to between 1% and 1.1% by the year 2012. This should be considered a goal of the economic enhancement program.

If Downtown Danville is able to increase its market share to between 1% and 1.1% by the year 2012, it is possible that the project area may be able to increase its total capture of retail sales to between \$10,000,000 and \$11,000,000 by the year 2012 – considered in constant 2007 dollars.

TOTAL PRODUCT DEMAND BY PRODUCT TYPE



TOTAL PRODUCT DEMAND BY INCOME GROUP



This increase in total retail sales could potentially support the development of between approximately 10,500 and 17,500 net square feet of additional retail space by the year 2012 – which could include expansions or sales increases by existing Downtown Danville 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 2012, Downtown Danville'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 Danville. 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 Danville follow.

- Downtown Danville currently has approximately 67 various office occupants occupying approximately 330,000 square feet of building space.
- Downtown Danville is the seat of Hendricks County government and, as such, is the professional services center of the region.
- 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 publishing, communications, lenders, real estate, legal services, educational 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 Danville 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 Danville'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 Danville.

Office space demand is also anticipated to result from the projected growth in trade area households during the immediate future – particularly since Downtown Danville is the seat of Hendricks County government.

Downtown Danville Offices by SIC Code

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
<u>27</u>	<u>Publishing</u>		
271	Newspapers	1	2,372
275	Printers	3	8,255
<u>47</u>	<u>Transportation Services</u>		
472	Passenger Trans. Arrangement	1	3,198
<u>48</u>	<u>Communications</u>		
481	Telephone	1	14,555
<u>60</u>	<u>Depository Institutions</u>		
602	Commercial Banks	2	13,634
<u>62</u>	<u>Security and Commodity Brokers</u>		
622	Commodity Contracts Brokers	1	1,225
<u>63/64</u>	<u>Insurance</u>		
641	Insurance Agents/Brokers	5	5,873
<u>65</u>	<u>Real Estate</u>		
653	Real Estate Agents/Mgrs.	3	4,341
654	Title Abstract Offices	2	13,343
<u>72</u>	<u>Personal Services</u>		
722	Photographic Studios	1	1,200
727	Funeral Home	1	4,656
<u>73</u>	<u>Business Services</u>		
737	Computer/Data Processing	1	1,834
738	Misc. Business Services	1	4,220
<u>80</u>	<u>Health Services</u>		
802	Offices/Clinics of Dentists	1	2,800
809	Other Health Services	1	1,793
<u>81</u>	<u>Legal Services</u>		
811	Legal Services	15	34,868

Downtown Danville Offices by SIC Code

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
<u>82</u>	<u>Educational Services</u>		
823	Library	1	14,883
821	Middle School	1	77,439
<u>83</u>	<u>Social Services</u>		
835	Child Day Care Services	2	3,544
<u>86</u>	<u>Membership Organizations</u>		
861	Businesss Associations	1	1,302
863	Labor Unions/Organizations	1	460
864	Civic/Social Organizations	1	4,960
866	Religious Organizations	2	25,434
<u>87</u>	<u>Engineering/Management Services</u>		
871	Engineering/Architecture	2	2,740
872	Accounting/Bookkeeping	3	6,419
<u>89</u>	<u>Services Not Elsewhere Classified</u>		
899	Services	3	1,160
<u>91</u>	<u>General Government</u>		
919	General Government	2	9,848
<u>92</u>	<u>Courts/Justice/Public Safety</u>		
921	Courts	3	59,612
<u>94</u>	<u>Admin. of Human Services</u>		
944	Admin. of Social/Manpower	2	1,176
<u>95</u>	<u>Environmental Qualt. & Hsng.</u>		
951	Environmental Quality	1	987

**Downtown Danville
Offices by SIC Code**

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
<u>Offices Not Elsewhere Classified</u>			
	Not Elsewhere Classified	2	1,777
TOTAL NUMBER OF OFFICE BUSINESSES		67	
TOTAL SQUARE FEET OF OCCUPIED OFFICE BUSINESS SPACE			329,908
TOTAL NUMBER OF VACANT OFFICE SPACES		4	
TOTAL SQUARE FEET OF VACANT OFFICE BUSINESS SPACE			8,219

Source: Downtown Danville Process Committee

Therefore, it is estimated that approximately 15,000 to 20,000 square feet of additional office space could potentially be supported in Downtown Danville between now and the year 2012. 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 – including the expansion of Hendricks County government facilities.

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 Danville is presented in the chapter of this document titled ***Course of Action***.

Downtown Housing Opportunities

The Downtown project area contains a total of approximately 81 housing units. This total includes:

- 30 units in 10 multi-family apartment buildings;
- 25 single-family homes;
- 8 condominium units; and
- 18 apartments in the upper floors above businesses.

These Downtown housing units are currently occupied by approximately 131 residents.

And, Downtown Danville is surrounded by people living in neighborhoods that are adjacent and in proximity to Downtown, who enjoy the convenience of being able to walk or drive a short distance to the heart of Downtown Danville.

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 Downtown will increase. This can also be expected in Downtown Danville. 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 Danville.

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

- Additional loft apartments in the upper floors of existing structures throughout Downtown;
- Multi-family housing – market-rate and affordable – at the edges of Downtown; and
- Both owner-occupied and rental units.

A concerted effort should also be made to protect and enhance housing in Downtown's valuable adjacent neighborhoods – most of which are historic. These units will always be home to extremely important patrons of Downtown Danville.

Rather than placing arbitrary or artificial limits on the number of housing units appropriate for Downtown Danville – and in neighborhoods near the commercial district – it is suggested that the absorption of units in the marketplace be used as the indicator of demand. And, that every effort be made to develop the greatest number of quality units possible in and near Downtown when market conditions allow.

Course of Action

VI. COURSE OF ACTION

This chapter includes specific actions recommended to:

- Move Downtown toward attaining the preferred Downtown vision defined by the community;
- Enable Downtown to capture the economic opportunities revealed in the market analysis; and
- Further strengthen Downtown's businesses and economic viability.

The recommended specifications follow the below reiteration of the approach that should be taken in enhancing Downtown Danville.

Approach

Given Downtown Danville's current situation – as well as the concerns, desires, and preferred image described locally – HyettPalma recommends that the following approach be taken in enhancing Downtown.

Currently, both internal and external forces are at play that can significantly affect Downtown's future. Key among the internal forces is the future use of the County Courthouse building. Key among external forces is the rapid growth occurring in the county and its potential impact on Downtown.

Simultaneously, as these forces are at play, the community is expressing great interest and enthusiasm regarding Downtown's further enhancement. And, the community appears to value Downtown's small town qualities and appeal – and does not wish to see them diminished.

Given this scenario, Downtown Danville has the opportunity to offer an alternative to the large, new, commercial development occurring in the county and position itself as:

***Hendricks County's historic
commercial and governmental center.***

For this position to be achieved, those leading the Downtown enhancement effort will need to:

- Make Downtown's enhancement a top priority of the community;
- Bring together the disparate organizations and entities involved and channel their enthusiasm around implementing this ***Downtown Action Agenda***;
- Increase collaboration and cooperation among those in all sectors, as they work on and in Downtown – including the public sector (County, Town, and Township governments), the business community, and non-profit organizations; and
- Make the enhancement effort a multi-faceted initiative that focuses on:
 - Retaining and improving Downtown's physical appeal;
 - Creating street level animation and a variety of draws; and
 - Creating and marketing Downtown's niche as the County's historic commercial and governmental center.

.....

Big Issues

The Downtown enhancement effort should be focused on addressing and resolving the following large issues as quickly as possible.

1. County Government

Due to rapid residential growth in Hendricks County, the County government has recently had to create two new courts within the County Courthouse building. While this has created a very crowded situation in the Courthouse, the prediction is that a number of additional courts will be needed in the near future. Therefore, County officials are considering a variety of options for alleviating this space issue, including the construction of a Judicial Center on the old County fairgrounds site.

In terms of Downtown Danville's future, the optimum situation would be for the County's judicial and administrative functions to remain in Downtown. This might be accomplished by:

- The County and the Town governments working together to find a Downtown location that would accommodate the County's expanded judicial functions – in proximity to the Courthouse Square; or
- The County using its Government Center, now located in Downtown, for the courts and relocating the uses now in that building to or near the Courthouse Square.

If a Judicial Center is constructed outside of Downtown, as a minimum, then the historic County Courthouse must continue to be used for County government functions. This is essential since it has proven to be extremely difficult – if not impossible – to successfully convert such structures to alternate, viable uses.

In any case, whether the Courthouse is used for the County's judicial or administrative functions, the County and the Town must continue to work together to ensure that the parking needs of the County are accommodated.

Resolving this issue as quickly as possible is very important for the following two reasons.

- First, the current atmosphere of uncertainty – regarding the future location of the County court system and the future use of the Courthouse itself – could lead to a decline in the level of confidence that investors have in Downtown’s future. A lessening of confidence could deter investors from buying/improving Downtown buildings and opening businesses within Downtown, as they take a “wait and see” stance. This could potentially create a very harmful economic situation for Downtown.
- Second, the public debate of this issue is causing – naturally so – members of the community to take a position in support of one approach or another to resolving this issue. The longer the uncertainty persists, the more divided the community will become over this issue and, as a result, the harder it will become to unite the community around whatever decision is made.

Therefore, ideally, the County government would take the following actions as quickly as possible:

- Quantify its future space needs;
- Work with the Town government in considering site location options for its judicial and administrative functions;
- Make a decision regarding the future location of the County’s judicial system;
- Make a decision regarding the future County functions that will occupy the historic County Courthouse; and
- Establish and make public a timeline for implementing those decisions.

2. Town Hall

The Town government finds itself in a quandary at this time, since the façade of the current Town Hall is in need of improvement – but, the Town cannot move ahead with those improvements until a decision is made about the location of the County facilities. This is another reason why it is hoped that the County government can resolve the issue quickly.

If the County government issue is resolved in a manner that does not necessitate the relocation of Town Hall, then the fake façade currently on the Town Hall building should be removed and the historic façades of the underlying structures should be restored.

If the County's decision necessitates relocating Town Hall, then a site within Downtown should be found for a new Town Hall.

In either case, a more user-friendly presence should be afforded the Town's Police Department.

3. Parking

Downtown parking is currently an issue – particularly in terms of Downtown employees monopolizing on-street spaces that are located on the Courthouse Square, thereby blocking use of these spaces by Downtown's customers and clients.

This is a parking management issue that should be addressed by taking the following steps:

- The on-street two-hour parking time limit should be enforced by using hand-held computers, rather than by marking tires;
- One "grace" ticket per month should be granted to those who overpark in Downtown – in an effort to not unduly penalize Downtown customers and clients who accidentally over-park while patronizing Downtown businesses;

- The Town should institute an escalating fine system that would result in higher and higher ticket fees for those who continually overpark in Downtown;
- The current “2-Hour Parking” signs should be replaced with signs that read “Free 2-Hour Customer Parking” and that are designed as part of Downtown’s wayfinding system (discussed later in this section);
- If funds allow, the Town government should increase the number of hours that parking time limits are enforced in Downtown, from the current 23 hours per week to 40 hours per week – to cover the entire work day, from Monday through Friday; and
- Signs reading “Free Customer Parking” should be placed at any Town-owned parking lots that are available for Downtown customer/client use.

4. Traffic

There is local concern about traffic congestion and through truck traffic on Main Street. Since Main Street is US 36, it must be recognized that Main Street is under the jurisdiction of the Indiana Department of Transportation (INDOT) and not that of the Town government.

It is understood that there are plans – scheduled for over a decade into the future – to create a bypass, which would take traffic off Main Street. This solution should be approached cautiously, for two reasons:

- First, bypasses have historically had a negative impact on the economies of small town Downtowns – since they divert the eyes of potential customers away from Downtown; and

- “Traffic calming” tactics – that slow traffic down, making Downtown businesses more visible to motorists and creating a greater sense of pedestrian safety – are being used in Downtowns nationwide, with great success.

With a bypass planned for the distant future – and, possibly not being the optimum solution for Downtown Danville – the Town should work with INDOT to address US 36 traffic in the following manner:

- Steps should be taken to ensure that light timing is synchronized along the entire length of the US 36 corridor in Danville, to allow adequate flow of traffic;
- Adequate signalization should be placed along the corridor, to ensure optimum turn movement; and
- The Town should ensure that all crosswalks are adequately marked, using highly visible signs and decorative paving materials.

In addition, it is imperative that steps be taken – now – to strengthen Downtown’s business mix so that Downtown’s economy is as strong as possible, if and when a bypass is built.

5. Economic Niche

As was said earlier, Downtown Danville should be positioned as the commercial and governmental center of Hendricks County, that serves all of the County. To attain this position, Downtown must claim the economic niche of being a historic, small town Downtown where:

*An increased number of
Specialty retail, food, art, and entertainment businesses are
Located in storefronts around its
Traditional Courthouse Square;*

*Offices are located in upper floors throughout Downtown and
In the first floor spaces of side streets off the Square; and*

*Quality housing is encouraged
In the upper floors of Downtown buildings,
The importance of neighborhoods adjacent to Downtown is recognized, and
Reinvestment in homes in those neighborhoods is encouraged.*

6. Architectural Character

The Town has taken steps to protect and help retain Downtown's architectural character and small town ambience by:

- Establishing a Design Review Board, as part of its Corridor Protection Overlay District;
- Including design guidelines in the overlay district ordinance; and
- Having the Design Review Board offer design assistance to property owners.

These are all very positive and progressive steps that should be augmented by creating a financial incentive in the form of a façade grant program, which should:

- Be used to stimulate exterior building improvements that are consistent with the overlay district design guidelines;
- Offer owners a grant of up to \$7,500 per façade;
- Require owners to provide a 50% match of funds;
- Allow grants to be used for appropriate façade improvements, canopies, and signs; and

- Be made available for buildings that are located around the Courthouse Square.

The overall goal of the program should be to preserve Downtown's historic architecture, encourage the removal of fake façades and mansard roofs, and strengthen Downtown's small town charm and ambience – and, thereby, help create Downtown's position in the marketplace as the County's historic, small town commercial and governmental center.

Public Improvements

The Town government has made, is making, and has plans to make additional improvements to Downtown's public spaces and services. HyettPalma is in complete agreement with the Town's current and planned initiatives and offers the following list of needed public improvements as a way of endorsing and reinforcing the Town's efforts.

1. Street Lights

The Town should continue to place pedestrian scale streetlights along Main Street.

2. Maintenance

The Town should continue to maintain all Downtown streets and walks – and especially pavers – to ensure pedestrian safety.

3. Wi-Fi

The Town should continue in its efforts to make all of Downtown a Wi-Fi zone.

4. Trails

The Town should complete the trail system, as planned, and ensure its connection to Downtown.

5. Trees

The Town should continue to replace Downtown's overgrown trees with trees that are more appropriate for a Downtown setting.

6. Alleys

The Town should continue to pave all Downtown alleys that are platted.

7. Graffiti

The Town's Police Department should continue to work with all Downtown owners to ensure that any graffiti that occurs is reported and removed ASAP, with the goal being removal within 24-hours of occurrence.

8. Public Safety

The Town's Police Department should continue to have a foot patrol in Downtown whenever possible, as a means of providing friendly, small town police presence.

9. Planters

The Town started an on-street Downtown planter program in 2006 and should continue to fill the planters with the maximum amount of coordinated, colorful flowers possible.

In addition, the Town should add hanging flower baskets to the streetlight poles in Downtown.

10. Banners

Three sets of banners are now placed in Downtown throughout the year, as a joint effort of the Greater Danville Chamber of Commerce and the Town government. And, the Chamber and the Town should continue their efforts to have customized banners made for Downtown.

11. Curb & Gutter

As planned, the Town should install, repair, and replace curb and gutter along US 36 – as needed – in conjunction with the repaving of this road by INDOT.

Business Development

The following actions should be taken to strengthen Downtown's business climate and businesses.

1. Signs

An overall wayfinding system should be created for Downtown. This would entail a series of signs that are creatively designed, reinforce Downtown's small town image, and are eye-catching. The wayfinding system should include:

- Signs that direct motorists to Downtown Danville;
- "Welcome to Historic Downtown Danville" signs at the entrances to Downtown;
- Signs directing motorists to public parking;
- Signs that identify parking lots that are available for public use;
- "Free 2-Hour Customer Parking" signs to mark on-street parking spaces around the Square;
- Signs on US 36 indicating that additional businesses are located off 36, to the north and south; and
- On-street directories that can be used by pedestrians to locate Downtown businesses and attractions.

In addition, Downtown business owners should be made aware that the Town government – as of August 2006 – allows projecting business signs to be erected. Particularly the owners of first floor impulse-oriented businesses located around the Square should be encouraged to erect such signs, since doing so will make these businesses more visible to motorists and pedestrians alike. And, use of the façade grant program should be encouraged for projecting signs that meet the Town's design guidelines.

2. Windows

To further improve the visibility of first floor businesses located around the Square:

- The owners of all first floor businesses should place displays in their street-facing front windows;
- The owners of impulse-oriented businesses should change their window displays at least every two weeks; and
- The owners of all first floor businesses should keep their display window lights on until at least 11:00 each evening.

3. Hours

As additional food and entertainment uses are attracted to Downtown, retail business owners should shift to later hours. It is important to note that this does not necessarily mean being open more hours; instead, it might mean opening one hour later in the morning and staying open one hour later in the evening.

In addition, the Merchants Association should continue to hold – and heavily advertise – its Civic Sidewalk Saturdays, during which businesses remain open until 8:00 PM.

4. Sidewalk Cafes

Downtown's sidewalks are currently wide enough to accommodate both outdoor seating – which is wildly popular with the buying public – and pedestrian passage. Therefore, the owners of every Downtown food establishment should be encouraged to offer outdoor seating.

5. One-On-Ones

Periodic meetings should be held by Downtown staff with the owners of every Downtown business – with meetings held in individual stores. This practice – known as one-on-ones – is often noted nationally as being one of the most, if not the most, cost-effective and beneficial services that can be offered to retain and strengthen existing businesses in any Downtown.

One-on-one meetings should be used to explain the program actions and offerings of the Downtown enhancement effort, and to determine if any individualized assistance is needed by Downtown's business and property owners.

Given the fact that this overall Downtown enhancement effort is a new approach for Danville, one-on-one contact with business owners will be very important to the overall success of the revitalization effort, particularly in the early years of the program.

6. Recruitment

An aggressive effort should be made to recruit additional businesses, particularly retail businesses to Downtown. The types of businesses appropriate for Downtown Danville, and an overall recruitment strategy, are presented below.

- Top List – The following types of businesses should be sought as a priority for Downtown Danville:
 - Restaurants;
 - Small food market;
 - Small variety store;
 - Art galleries, studios, and classes;
 - Casual apparel;
 - Gifts and cards;
 - Home furnishings and accessories; and
 - Crafts supplies and classes.
- Full List – The full listing of business types appropriate for Downtown Danville is presented below.

Prepared Food

- Moderate Priced Restaurants;
- Sandwich Shops;
- Bistros;
- Coffee Houses;
- Delis;

HyettPalma

Indiana Downtown®

- Bakeries;
- Candy/Ice Cream/Yogurt Shops;
- Pubs/Taverns -- with Atmosphere/Operation Welcoming to Families; and
- Ethnic Foods -- i.e., Italian, Greek, French, Chinese, Mexican, Thai, etc.

Food for Home

- Groceries;
- Green/Organic Grocer; and
- Health Foods.

Entertainment

- Entertainment in Restaurants -- i.e., piano player, guitarist, small combos, dancing, etc.; and
- Movie Theater.

Specialty Retail

- Antiques;
- Art Galleries, Framing, Crafts, and Supplies;
- Books and Periodicals;
- Cameras and Photo Supplies;
- Casual Apparel and Accessories;
- Computers and Software;
- Florist;
- Gifts;
- Home Decorating Products and Design Services;
- Office/School Supplies;
- Optical Products;
- Sewing Supplies;
- Small Variety Store;
- Stationery and Cards;
- Toys and Games; and
- Traditional and Costume Jewelry.

Convenience Retail/Select Support Services

- Auto/Home Supply;
- Barber Shops;
- Beauty Shops;
- Spa;
- Dance Studio;
- Dry Cleaners/Tailor Shop;

HyettPalma

Indiana Downtown®

- Gas Service Station;
- Physical Fitness Facility; and
- Video Rental.

Offices

- Accounting, Auditing, Bookkeeping;
- Administration of Educational Programs;
- Administration of Public Health Programs;
- Administration of Veterans' Affairs;
- Administration of Economic Programs;
- Administration of Utilities;
- Advertising;
- Child Care Services;
- Commercial Banks;
- Computer and Data Processing;
- Courts;
- Credit Reporting and Collection;
- Credit Unions;
- Dentists Offices and Clinics;
- Doctors Offices and Clinics;
- Engineering, Architectural Services;
- Fire, Marine Casualty Insurance;
- General Government;
- Health and Allied Services;
- Home Health Care Services;
- Individual and Family Services;
- Legal Services;
- Library;
- Life Insurance;
- Management and Public Relations;
- Medical Service and Health Insurance;
- National Security;
- Newspapers and Other Media Outlets;
- Passenger Transportation Arrangement;
- Personnel Supply Services;
- Photographic Studios;
- Post Office;
- Print Shops;
- Public Order and Safety;
- Real Estate Agents and Managers;

- Residential Care;
- Savings Institutions;
- Security Brokers and Dealers;
- Subdividers and Developers;
- Tax Services; and
- Title Abstract and Insurance Offices.

Housing and Other Uses

- Housing above first floor uses;
- Museums; and
- Churches in buildings designed as churches, not storefronts.

- Internal Recruitment

Internal business recruitment entails the expansion of existing businesses, the reorientation of existing businesses, and the opening of new doors by existing businesses in any given Downtown – all of which should be encouraged in Downtown Danville and assisted by holding the one-on-one sessions recommended earlier. This form of business recruitment should be stressed in Downtown Danville because Downtown currently has several strong existing businesses, and because this is a very cost-effective form of new business creation.

- External Recruitment

When additional new businesses are desired for Downtown Danville, business prospects should be sought through field investigation from throughout the primary trade area and central Indiana. Also, Downtown business and property owners should be on the constant lookout for new business prospects who might be interested in expanding operations into Downtown Danville.

Prospects should be sought in-person, not through mass mailings. When identified, prospects should be invited to Danville to visit Downtown and the community, to examine appropriate, available building space, and should be assisted in any appropriate way possible to open a new venture in Downtown Danville, or relocate to Downtown Danville.

In addition, the Downtown marketing effort (discussed below) should be used to get the word out about types of businesses being sought for Downtown Danville, in

order to encourage new business prospects to seek building space in Downtown Danville.

Marketing

The following marketing initiatives should be implemented in order to market Downtown to:

- Residents of Danville;
- Residents of Hendricks County;
- US 36 travelers;
- Day-trippers from communities throughout the region, including Metropolitan Indianapolis;
- Heritage cultural tourists; and
- Area visitors and event-goers.

1. National Register Historic District

A number of years ago, an attempt was made to have Downtown Danville listed on the National Register of Historic Places as a historic district. While Downtown was deemed eligible for inclusion in the register, the district was not created due to opposition.

Since that time, the Town of Danville has created a Corridor Protection Overlay District, which includes Main Street and the Courthouse Square. This designation comes with mandatory review of proposed exterior building changes – by the Town’s Design Review Board – and includes design review standards, which must be met for proposed building changes to be approved.

Listing on the National Register of Historic Places does not come with any restrictions regarding building changes – unless a building owner wishes to take advantage of investment tax credits available for historic properties.

What National Register Historic District status does provide is great prestige and a greater ability to market a district to cultural heritage tourists. The National Trust for Historic Preservation defines cultural heritage tourism as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources.” Cultural heritage tourists are a highly sought after segment of the hospitality industry since, according to the Travel Industry Association, heritage tourists stay longer and spend more than other kinds of tourists.

For the above reasons – that design review is already required by the Town in the core of Downtown, that additional design review would not be required due to National Register listing, that designation as a national historic district would afford Downtown prestige and the opportunity to be marketed as such to cultural heritage tourists – for all these reasons, it is suggested that application be made again to have Downtown listed on the National Register of Historic Places as a historic district.

It is imperative that the effort to have Downtown designated a National Register Historic District be done by working with Downtown’s property owners.

2. Events

Several events are now held in Downtown Danville, such as Fair on the Square, the farmers market and Geranium Festival, and Civic Sidewalk Saturdays.

To be positioned as the community’s gathering place and the center of community life in Danville, three types of events need to be held in Downtown. These are:

- Signature events;
- Series events; and
- Holiday events.

HyettPalma

Indiana Downtown®

Signature events are annual events that draw large numbers of event-goers from far and wide and, thereby, put a Downtown “on the map.” To succeed in doing this, signature events must be unique and unlike any other events held in the region. Since signature events are very labor-intensive – and since they must truly be unique to draw large crowds – only one or two signature events should be held in Downtown on an annual basis. In Downtown Danville, the Fair on the Square and Geranium Festival possibly could become signature events. To do so in a way that reinforces the niche being created for Downtown, art, food, and entertainment should be added to these events.

Series events are small events that are held multiple times throughout a season or a year, such as Downtown Danville’s Civic Sidewalk Saturdays, which is held on the third Saturday of the month. These events draw smaller crowds than signature events, but do so on a regular and continuing basis. In Downtown Danville, the Civic Sidewalk Saturdays series event should be continued. And, a second series event should be created in Downtown, in the form of a weekly Concerts on the Square series held from spring to fall.

Holiday events are family-oriented events that celebrate holiday traditions. These should be aimed at drawing families to Downtown and positioning Downtown as the community’s traditional gathering place. At a minimum, the two family holidays that should be celebrated in Downtown with events are Christmas and Halloween. The Christmas event might entail a tree lighting ceremony, music, and the arrival of Santa. Halloween should entail trick or treating for kids in Downtown shops.

3. Web Sites

Every Downtown must have a presence on the Internet, especially those that hope to attract tourists. This should be achieved for Downtown Danville in a variety of ways.

First, a “Downtown Parking Map” icon now exists on the Town of Danville’s web site (www.danvilleindiana.org). A “Downtown” icon should be added above that. When users click on that icon they should find a description and photos of Downtown that present – in an irresistible manner – the unique, small town experience that can be enjoyed in Downtown Danville.

Second, the web sites of the Greater Danville Chamber of Commerce (www.danville.org) and the Hendricks County CVB (www.tourhendrickscounty.com) should include links to the Downtown section of the Town's web site.

Third, if at all possible, the Chamber and the CVB should include information about Downtown on their web sites. Ideally, this would be in the form of a separate Downtown page on each. However, at a minimum, the Chamber site should include a "Downtown Danville" icon in the "About Danville" section of its site. And, the CVB should include a Downtown section in the "Leisure Activities," "Shopping/Antiques," and "Restaurants" sections of its site.

4. Media Relations

Media relations involves identifying a contact person – and developing a working relationship with that contact – at every major print and electronic media outlet located throughout Downtown's trade area and beyond. The goal of a media relations campaign is to get positive stories about Downtown placed on a regular and on-going basis. The goal of the campaign is to recreate Downtown's image, while piquing the interest of potential customers, business prospects, and investors. The media relations campaign should be carried out on a year-round and continual basis, becoming a standing part of Danville's Downtown enhancement effort.

5. Print Pieces

As Downtown Danville becomes more of an attraction and a not-to-be-missed destination for trade area residents and regional tourists alike, it is hoped that the Greater Danville Chamber of Commerce and the Hendricks County CVB will feature Downtown in all of their printed literature.

6. Brochure

The Town of Danville and the Greater Danville Chamber of Commerce – along with any other interested groups from the private sector – should jointly produce a lure brochure that promotes the Town as a desirable place to live, work, play, and invest. Within that brochure, Downtown Danville should be featured as the County's commercial and governmental center, and as a quaint, historic, small town Downtown that offers a unique experience.

7. Ads

Three types of ad campaigns should be created for Downtown. First, an image ad campaign should be devised and run on a regular basis to promote the attractions, ambience, and experience that can be enjoyed in Downtown.

Second, businesses that have the potential to share customers – such as Downtown’s restaurants and the Royal Theater – should cross-market with each other.

Third, as the number of impulse-oriented businesses is increased in Downtown, a collective ad campaign should be created. This would entail running ads that promote a variety of businesses that choose to participate, under a Downtown “banner.”

Partnership for Success

VIII. PARTNERSHIP FOR SUCCESS

The most successful Downtown enhancement efforts nationwide are those that are implemented by a partnership of the private and public sectors. For Downtown Danville to reach its full potential, Downtown's key private and public sector leaders and constituents ***must continue to***:

- Plan together and implement together – in partnership;
- Embrace a shared direction and a unified voice for Downtown;
- Provide the strong and persistent leadership needed for implementation to occur; and
- Take quality ***action*** – and stimulate quality action by others – that is in the best interest of Downtown as a whole.

This is essential for Downtown success. The Downtown Partnership, described below, is the vehicle recommended to make this to happen.

Entities

A variety of entities critical to Downtown's success are now involved in – and must continue to be involved in – Downtown's enhancement. These include:

- The Greater Danville Chamber of Commerce;
- The Downtown Danville Merchants Association;
- The Hendricks County CVB;
- The Hendricks County Economic Development Partnership;
- The Town government;
- The County government; and
- The Township government.

Downtown Partnership

As was said earlier, there is a need to:

- Make Downtown's enhancement a top priority of the community;
- Bring together the disparate organizations and entities involved and channel their enthusiasm around implementing this ***Downtown Action Agenda***; and
- Increase collaboration and cooperation among those in all sectors, as they work on and in Downtown – including the public sector (County, Town, and Township governments), the business community, and non-profit organizations.

To accomplish this, it is suggested that a Downtown Partnership be formed. The Partnership should be created as a consortium of the CEOs and Board Chairs of the entities listed above, rather than as a new incorporated entity. The Partnership should meet on a regular basis to:

- Provide leadership in moving Downtown toward the community's defined vision;
- Determine which entity or entities should assume responsibility for implementing each of the actions recommended in this ***Downtown Action Agenda***;
- Ensure that the Downtown-related actions of all involved entities are coordinated and leveraged;
- Keep the Downtown enhancement effort on-track; and
- Tackle any issues that arise, which might sidetrack or derail the enhancement effort.

It should be noted that, if a Main Street program is created for Hendricks County or for Downtown Danville, the Downtown Partnership should assume the role of being the Main Street Board – rather than creating a separate, redundant entity to do so. And, this ***Downtown Action Agenda*** should become the work program of the Danville Main Street effort.

Lead Role

It is suggested that the Town government take the lead role in:

- Creating the Downtown Partnership; and
- Providing staff assistance needed to implement this ***Downtown Action Agenda*** in conjunction with the Downtown Partnership.

Funding

Along with the Town, the Downtown Partnership should create annual work plans and – based on those plans – establish an annual budget. The Downtown Partnership should consider seeking needed funds from the following sources:

- Town government – including “Quality-of-Life” funds and EDIT funds;
- County government – including county-wide bed tax funds;
- Township government;
- State government;
- Federal programs;
- Industry, corporations, and major employers located throughout the County;
- Business owners, commercial property owners, and real estate developers;
- Banks and utilities;

- Area foundations;
- Service clubs (to sponsor projects recommended in this enhancement strategy); and
- Any individual, entity, or institution that stands to benefit from an enhanced Downtown Danville.

Benchmarks

The following benchmarks should be tracked on an annual basis to quantify the success being realized by the Downtown enhancement effort:

- Total taxable value of property in Downtown;
- Number of new jobs created;
- Dollar amount of new private investment;
- Public improvements and their costs;
- List of economic development tools that were utilized;
- List of business openings;
- List of business closings;
- Total number of businesses in Downtown;
- Total number of housing units;
- Occupied retail space (sq. ft.);
- Vacant retail space (sq. ft.);
- Occupied office space (sq. ft.);
- Vacant office space (sq. ft.);
- Occupied residential space (sq. ft.); and
- Vacant residential space (sq. ft.).

Adoption

The Downtown Partnership should adopt the ***Danville Downtown Action Agenda 2007*** as its mission and work program. And, it is hoped that the Danville Town Council would adopt this document as the Downtown element of the Town's comprehensive plan.

Implementation Sequence

VII. IMPLEMENTATION SEQUENCE

This document contains numerous actions recommended for revitalizing Downtown Danville. This chapter shows the recommended actions that should be carried out during the **first year** of the enhancement effort.

At the end of each year, the implementation sequence should be updated. And, within five to six years, consideration should be given to updating the entire ***Danville Downtown Action Agenda 2007***, depending on the level of program accomplishments realized.

Year-1 Implementation Sequence Danville Downtown Action Agenda 2007

Partnership and Management Actions

- Formal adoption by the Town of Danville of the ***Danville Downtown Action Agenda 2007*** as the Downtown element of the Town's Comprehensive Plan and the official guide for the further economic enhancement of Downtown Danville.
- Form Downtown Partnership and formal adoption by the Downtown Partnership of the ***Danville Downtown Action Agenda 2007*** as the official guide for the further economic enhancement of Downtown.
- Implementation and documentation of the ***Downtown Action Agenda*** successes, with oversight by the Downtown Partnership.

Big Issues Actions

- Town and County continue working together to determine space needs, location, and timing of anticipated new County government facilities, as per recommendations of the ***Downtown Action Agenda***.
- Enhance Town Hall if not needed for County government facilities expansion.
- Find new location for Town Hall if County government needs existing Town Hall facility for County government facilities expansion.
- Enhance Downtown parking, as per recommendations of the ***Downtown Action Agenda***.
- Work with INDOT to enhance Downtown traffic flow, as per recommendations of the ***Downtown Action Agenda***.
- Position Downtown businesses consistent with recommended Downtown economic niche.

Year-1 Implementation Sequence Danville Downtown Action Agenda 2007

Big Issue Actions (Continued)

- Create and offer façade grant program.

Public Improvements Actions

- Continue public improvements started by the Town, as described in the ***Downtown Action Agenda***.

Business Development Actions

- Design wayfinding system and implement ASAP.
- Encourage businesses around the Square to erect projecting signs.
- Work with business owners to enhance window displays and light windows.
- Continue extended evening hours during Civic Sidewalk Saturdays.
- Encourage and work with restaurant owners to provide more outdoor seating, including seating on public sidewalks.
- Conduct one-on-one consultation sessions, as per recommendations of the ***Downtown Action Agenda***.
- Recruit businesses – both internal and external recruitment – as needed.

Marketing Actions

- Seek National Register Historic District designation for Downtown, as per recommendations of the ***Downtown Action Agenda***.
- Enhance and offer Downtown events, as per recommendations of the ***Downtown Action Agenda***.
- Enhance Downtown visibility on Town Web site, as per recommendations of the ***Downtown Action Agenda***.
- Link Greater Danville Chamber of Commerce and Hendricks County CVB Web sites to the Downtown section of the Town's Web site.
- Chamber and CVB include information about Downtown on their Web sites.

Year-1 Implementation Sequence Danville Downtown Action Agenda 2007

Marketing Actions (Continued)

- Conduct aggressive media relations campaign.
- Produce lure brochure.
- Create and undertake ad campaigns, as per recommendations of the ***Downtown Action Agenda.***

Appendix

HyettPalma

Making Downtown Renaissance a Reality

THE RETAIL REPORT®

**Downtown Danville
Primary Retail Trade Area**



Making Downtown Renaissance a Reality

1600 Prince Street • Suite 110
Alexandria, Virginia 22314
Phone 703 683 5125
E-Mail: info@hyettpalma.com

THE RETAIL REPORT®

THE RETAIL REPORT, presented within this document, was specifically prepared for Downtown Danville, Indiana. This document presents information concerning the characteristics of the Downtown Danville primary retail trade. The report was prepared in 2007 by HyettPalma, Inc.

THE RETAIL REPORT presents:

- The current demographic and socio-economic characteristics of customers in the Downtown Danville primary retail trade area;
- A five year projection of changing demographic and socio-economic conditions in the Downtown Danville primary retail trade area;
- A projection of the number of retail dollars that residents in the Downtown Danville primary retail trade area spend on retail goods; and
- A projection of the total retail spending potential for 24 classes of retail goods sought by customers in the Downtown Danville primary retail trade area.

TABLE OF CONTENTS

Demographic and Socio-Economic Characteristics of Residents in Trade Area and Five-Year Projection of Changes	1
Total Retail Product Demand by Residents in Trade Area, By Income Group	3
Total Retail Product Demand by Residents in Trade Area, By Product Type	5
Dollar Demand for Food Products	7
Dollar Demand for Home Products	13
Dollar Demand for Apparel Products	22
Dollar Demand for Personal Care and Entertainment Products ..	32
The Retail Report User Guide ..	43

DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS



Demographic and Income Profile

County: 18063 Hendricks County, IN

Summary	2000	2006	2011
Population	104,093	133,934	162,640
Households	37,275	49,039	60,295
Families	29,084	37,438	45,163
Average Household Size	2.71	2.66	2.64
Owner Occupied HUs	30,932	41,090	50,587
Renter Occupied HUs	6,343	7,949	9,708
Median Age	35.6	37.1	37.5

Trends: 2006-2011 Annual Rate	Area	National
Population	3.96%	1.30%
Households	4.22%	1.33%
Families	3.82%	1.08%
Owner HHs	4.25%	1.41%
Median Household Income	3.23%	3.32%

	2000		2006		2011	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,980	8.0%	2,988	6.1%	3,008	5.0%
\$15,000 - \$24,999	3,032	8.1%	2,959	6.0%	2,971	4.9%
\$25,000 - \$34,999	3,872	10.4%	3,799	7.7%	3,052	5.1%
\$35,000 - \$49,999	6,400	17.1%	6,667	13.6%	6,904	11.5%
\$50,000 - \$74,999	9,759	26.1%	11,038	22.5%	12,369	20.5%
\$75,000 - \$99,999	5,739	15.4%	9,060	18.5%	9,673	16.0%
\$100,000 - \$149,999	4,383	11.7%	9,079	18.5%	14,748	24.5%
\$150,000 - \$199,000	769	2.1%	2,277	4.6%	4,558	7.6%
\$200,000+	389	1.0%	1,172	2.4%	3,012	5.0%
Median Household Income	\$55,073		\$67,084		\$78,642	
Average Household Income	\$62,751		\$78,205		\$93,905	
Per Capita Income	\$23,129		\$28,965		\$35,114	

	2000		2006		2011	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,580	7.3%	9,790	7.3%	11,964	7.4%
5 - 9	8,420	8.1%	9,442	7.0%	11,153	6.9%
10 - 14	8,204	7.9%	10,284	7.7%	11,962	7.4%
15 - 19	7,363	7.1%	9,501	7.1%	11,539	7.1%
20 - 24	4,905	4.7%	8,199	6.1%	9,474	5.8%
25 - 34	14,381	13.8%	15,667	11.7%	20,014	12.3%
35 - 44	19,226	18.5%	21,774	16.3%	22,657	13.9%
45 - 54	14,782	14.2%	20,704	15.5%	26,908	16.5%
55 - 64	9,094	8.7%	14,686	11.0%	19,415	11.9%
65 - 74	5,598	5.4%	7,704	5.8%	9,972	6.1%
75 - 84	3,524	3.4%	4,598	3.4%	5,448	3.3%
85+	1,016	1.0%	1,585	1.2%	2,134	1.3%

	2000		2006		2011	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	100,664	96.7%	128,736	96.1%	155,736	95.8%
Black Alone	1,162	1.1%	1,653	1.2%	2,110	1.3%
American Indian Alone	261	0.3%	358	0.3%	449	0.3%
Asian Alone	687	0.7%	1,218	0.9%	1,690	1.0%
Pacific Islander Alone	33	0.0%	55	0.0%	75	0.0%
Some Other Race Alone	376	0.4%	609	0.5%	823	0.5%
Two or More Races	910	0.9%	1,305	1.0%	1,757	1.1%
Hispanic Origin (Any Race)	1,162	1.1%	1,920	1.4%	2,604	1.6%

Data Note: Income is expressed in current dollars.

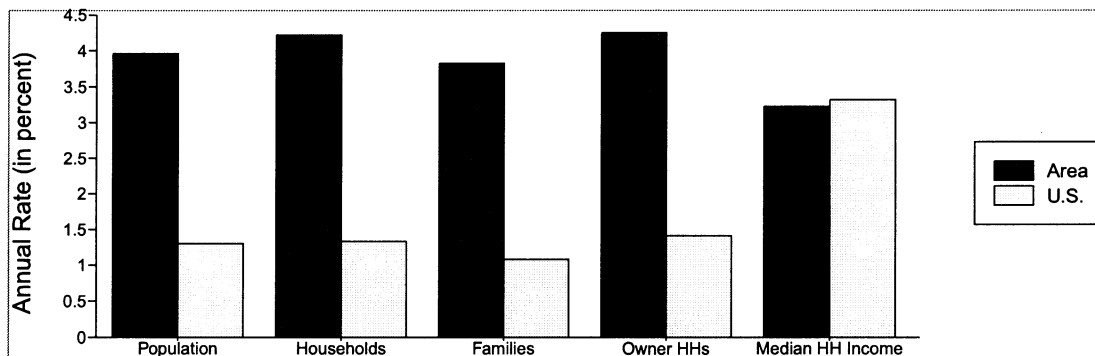
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



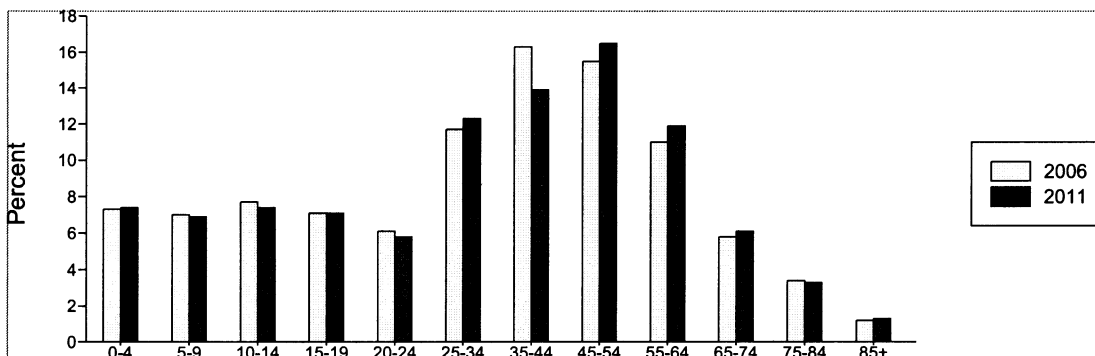
Demographic and Income Profile

County: 18063 Hendricks County, IN

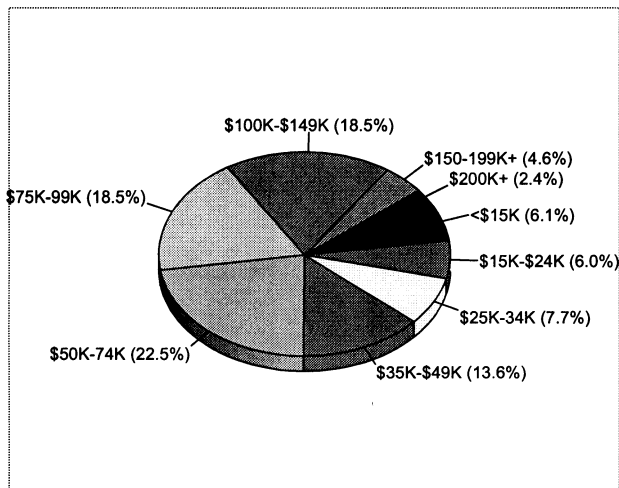
Trends 2006-2011



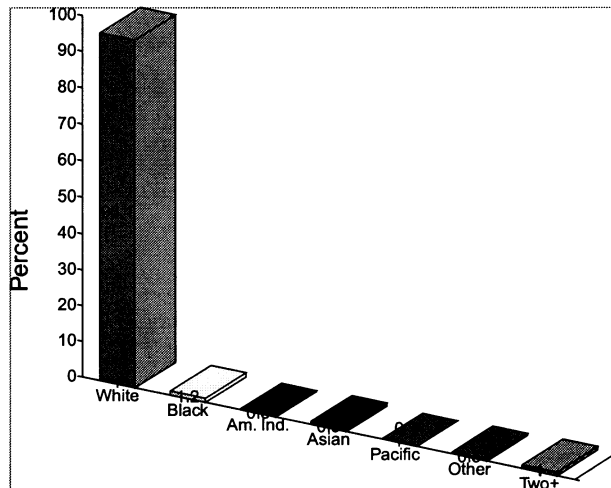
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 1.4%

PRODUCT DEMAND BY INCOME GROUP



Making Downtown Renaissance a Reality

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

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	8,205	24,516,540
\$15000-24999	2,959	10,028	29,672,852
\$25000-34999	3,799	12,168	46,226,232
\$35000-49999	6,667	14,042	93,618,014
> \$50000	32,626	24,818	809,712,068
TOTAL DEMAND FOR PRODUCT			= \$1,003,745,706

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, play-ground equipment, entertainment equipment, personal care products and services, reading products, tobacco products and smoking supplies.

PRODUCT DEMAND BY PRODUCT TYPE

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

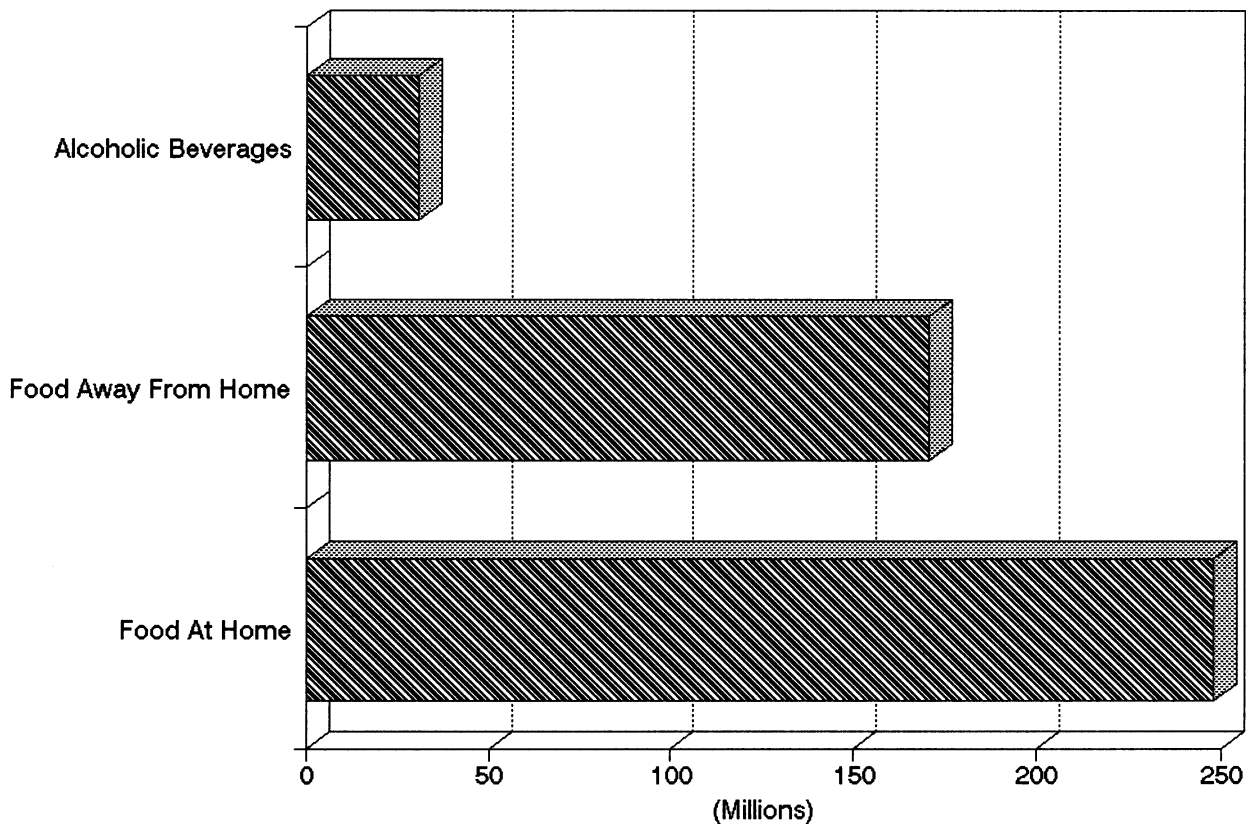
PRODUCT	DEMAND
Food At Home	248,215,523
Food Away From Home	170,919,446
Alcoholic Beverages	30,522,767
Household Textiles	9,803,320
Furniture	34,652,193
Floor Coverings	4,608,481
Major Appliances	16,832,008
Small Appliances & Miscellaneous Housewares	8,859,634
Miscellaneous Household Equipment	59,018,229
Men's Apparel -- 16 and Over	26,688,645
Boy's Apparel -- 2 to 15	8,601,500
Women's Apparel -- 16 and Over	44,476,195
Girl's Apparel -- 2 to 15	8,858,635
Children's Apparel -- Under 2	7,148,645
Footwear	19,537,310
Other Apparel Services & Products	25,620,185
Prescription Drugs & Medical Supplies	34,237,520
Entertainment Fees & Admissions	47,385,945
Audio & Visual Equipment	57,220,625
Pets, Toys & Playground Equipment	29,762,455
Other Entertainment Supplies & Services	47,351,220
Personal Care Products & Services	38,204,485
Reading	8,980,865
Tobacco Products & Smoking Supplies	16,239,875
TOTAL DEMAND BY PRODUCT TYPE	= \$1,003,745,706

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

DEMAND FOR FOOD PRODUCTS

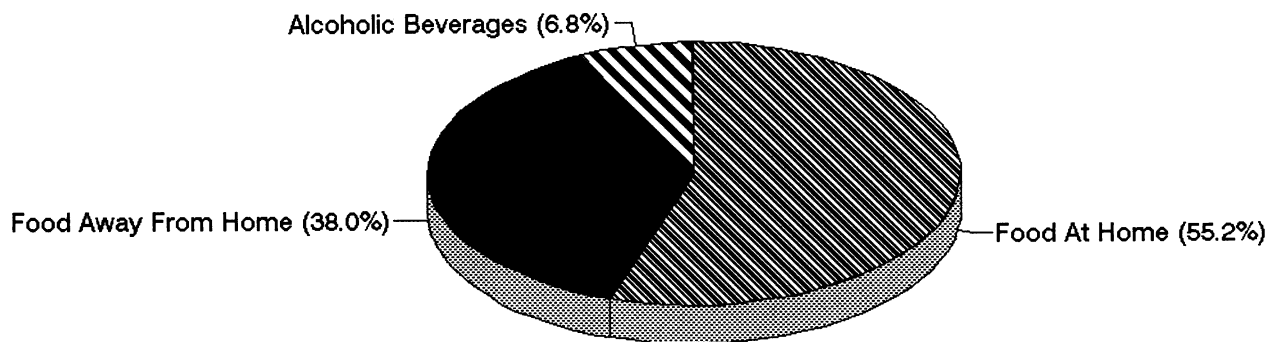
FOOD PRODUCTS

\$ DEMAND BY PRODUCT TYPE



FOOD PRODUCTS

% DEMAND FOR EACH DOLLAR



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

PRODUCT: FOOD AT HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	2,760	8,246,880
\$15000-24999	2,959	3,155	9,335,645
\$25000-34999	3,799	3,312	12,582,288
\$35000-49999	6,667	3,760	25,067,920
> \$50000	32,626	5,915	192,982,790
TOTAL DEMAND FOR PRODUCT =			\$248,215,523

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.

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

PRODUCT: FOOD AWAY FROM HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	1,284	3,836,592
\$15000-24999	2,959	1,498	4,432,582
\$25000-34999	3,799	1,926	7,316,874
\$35000-49999	6,667	2,354	15,694,118
> \$50000	32,626	4,280	139,639,280
TOTAL DEMAND FOR PRODUCT =			\$170,919,446

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.



Making Downtown Renaissance a Reality

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

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	192	573,696
\$15000-24999	2,959	224	662,816
\$25000-34999	3,799	360	1,367,640
\$35000-49999	6,667	395	2,633,465
> \$50000	32,626	775	25,285,150
TOTAL DEMAND FOR PRODUCT =			\$30,522,767

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

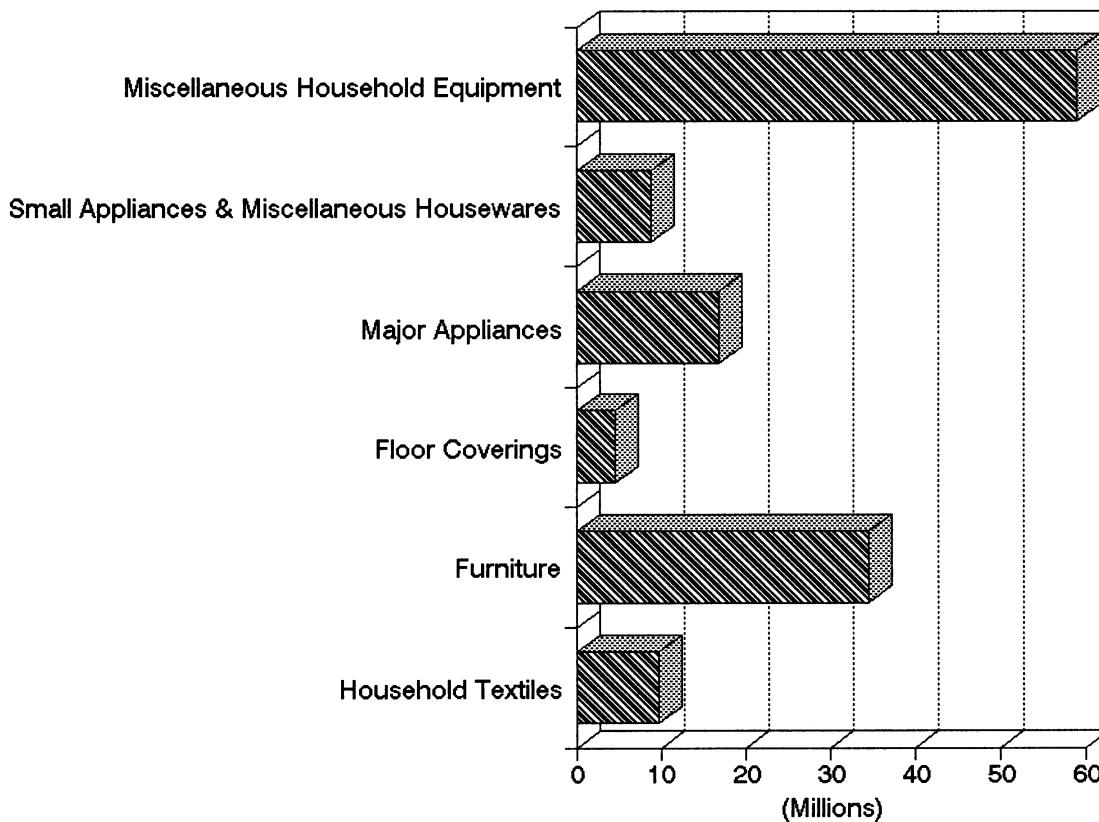
DEFINITION OF PRODUCT:

All alcoholic beverages.

DEMAND FOR HOME PRODUCTS

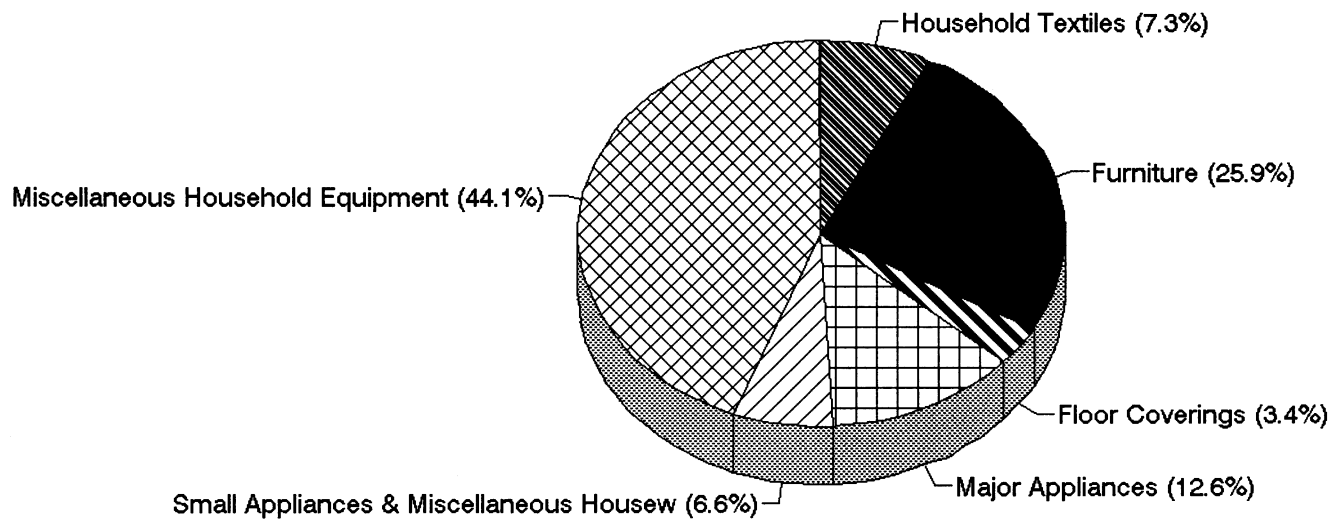
HOME PRODUCTS

\$ DEMAND BY PRODUCT TYPE



HOME PRODUCTS

% DEMAND FOR EACH DOLLAR



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

PRODUCT: HOUSEHOLD TEXTILES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	50	149,400
\$15000-24999	2,959	111	328,449
\$25000-34999	3,799	138	524,262
\$35000-49999	6,667	175	1,166,725
> \$50000	32,626	234	7,634,484
TOTAL DEMAND FOR PRODUCT =			\$9,803,320

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.

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

PRODUCT: FURNITURE

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	155	463,140
\$15000-24999	2,959	241	713,119
\$25000-34999	3,799	321	1,219,479
\$35000-49999	6,667	385	2,566,795
> \$50000	32,626	910	29,689,660
TOTAL DEMAND FOR PRODUCT =			\$34,652,193

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

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.

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

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	21	62,748
\$15000-24999	2,959	30	88,770
\$25000-34999	3,799	33	125,367
\$35000-49999	6,667	38	253,346
> \$50000	32,626	125	4,078,250
TOTAL DEMAND FOR PRODUCT =			\$4,608,481

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

DEFINITION OF PRODUCT:

Carpet, rugs and other soft floor coverings.

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

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	99	295,812
\$15000-24999	2,959	134	396,506
\$25000-34999	3,799	145	550,855
\$35000-49999	6,667	185	1,233,395
> \$50000	32,626	440	14,355,440
TOTAL DEMAND FOR PRODUCT =			\$16,832,008

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 DANVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	65	194,220
\$15000-24999	2,959	92	272,228
\$25000-34999	3,799	98	372,302
\$35000-49999	6,667	102	680,034
> \$50000	32,626	225	7,340,850
TOTAL DEMAND FOR PRODUCT =			\$8,859,634

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 DANVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	370	1,105,560
\$15000-24999	2,959	394	1,165,846
\$25000-34999	3,799	845	3,210,155
\$35000-49999	6,667	856	5,706,952
> \$50000	32,626	1,466	47,829,716
TOTAL DEMAND FOR PRODUCT =			\$59,018,229

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

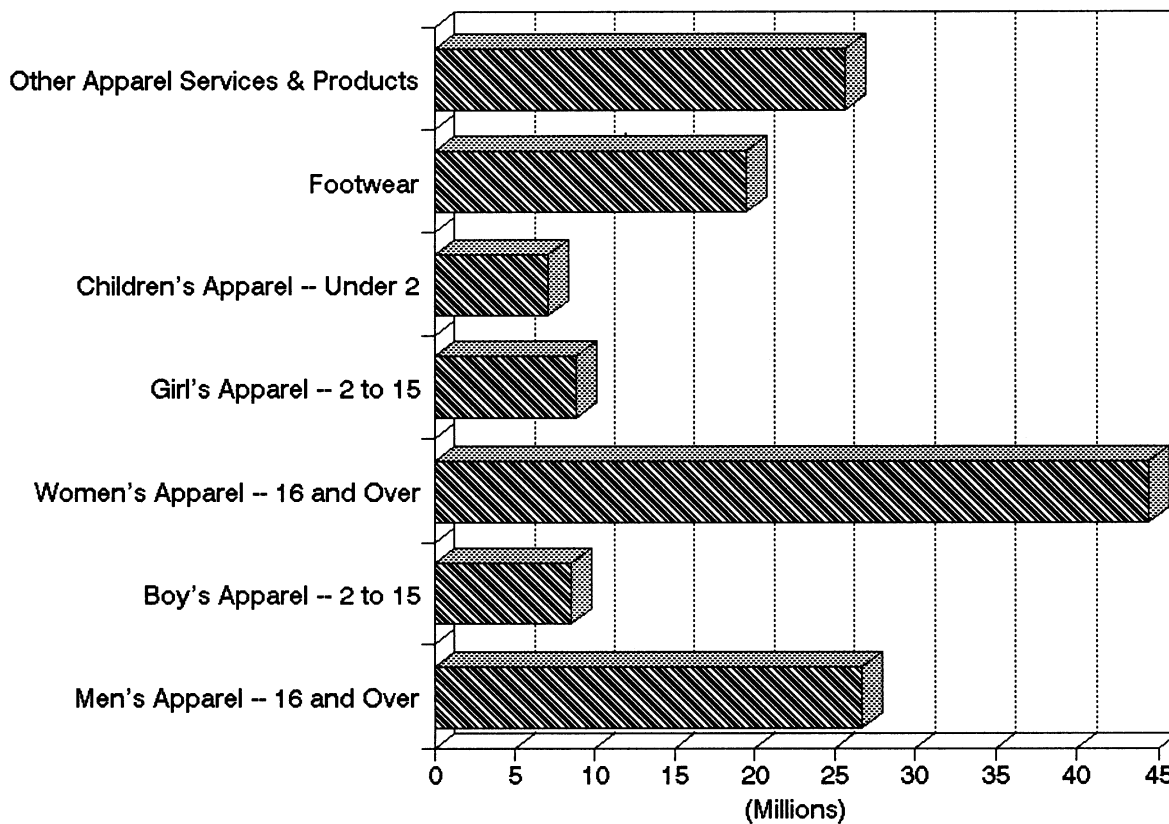
DEFINITION OF PRODUCT:

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.

DEMAND FOR APPAREL PRODUCTS

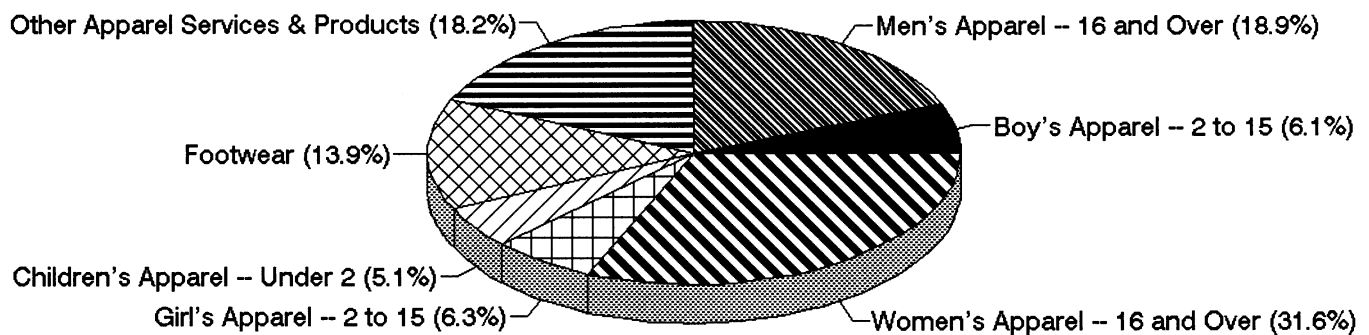
APPAREL PRODUCTS

\$ DEMAND BY PRODUCT TYPE



APPAREL PRODUCTS

% DEMAND FOR EACH DOLLAR



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

PRODUCT: MEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	214	639,432
\$15000-24999	2,959	244	721,996
\$25000-34999	3,799	285	1,082,715
\$35000-49999	6,667	392	2,613,464
> \$50000	32,626	663	21,631,038
TOTAL DEMAND FOR PRODUCT =			\$26,688,645

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 DANVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: BOY'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	65	194,220
\$15000-24999	2,959	105	310,695
\$25000-34999	3,799	125	474,875
\$35000-49999	6,667	140	933,380
> \$50000	32,626	205	6,688,330
TOTAL DEMAND FOR PRODUCT =			\$8,601,500

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

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.



Making Downtown Renaissance a Reality

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

PRODUCT: WOMEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	370	1,105,560
\$15000-24999	2,959	390	1,154,010
\$25000-34999	3,799	525	1,994,475
\$35000-49999	6,667	650	4,333,550
> \$50000	32,626	1,100	35,888,600
TOTAL DEMAND FOR PRODUCT =			\$44,476,195

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 DANVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: GIRL'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	45	134,460
\$15000-24999	2,959	80	236,720
\$25000-34999	3,799	100	379,900
\$35000-49999	6,667	115	766,705
> \$50000	32,626	225	7,340,850
TOTAL DEMAND FOR PRODUCT =			\$8,858,635

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 DANVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	65	194,220
\$15000-24999	2,959	75	221,925
\$25000-34999	3,799	85	322,915
\$35000-49999	6,667	105	700,035
> \$50000	32,626	175	5,709,550
TOTAL DEMAND FOR PRODUCT =			\$7,148,645

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

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.



Making Downtown Renaissance a Reality

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

PRODUCT: FOOTWEAR

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	225	672,300
\$15000-24999	2,959	240	710,160
\$25000-34999	3,799	300	1,139,700
\$35000-49999	6,667	350	2,333,450
> \$50000	32,626	450	14,681,700
TOTAL DEMAND FOR PRODUCT =			\$19,537,310

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 foot-
wear used for sports such as bowling or golf shoes.

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

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	170	507,960
\$15000-24999	2,959	200	591,800
\$25000-34999	3,799	210	797,790
\$35000-49999	6,667	255	1,700,085
> \$50000	32,626	675	22,022,550
TOTAL DEMAND FOR PRODUCT =			\$25,620,185

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

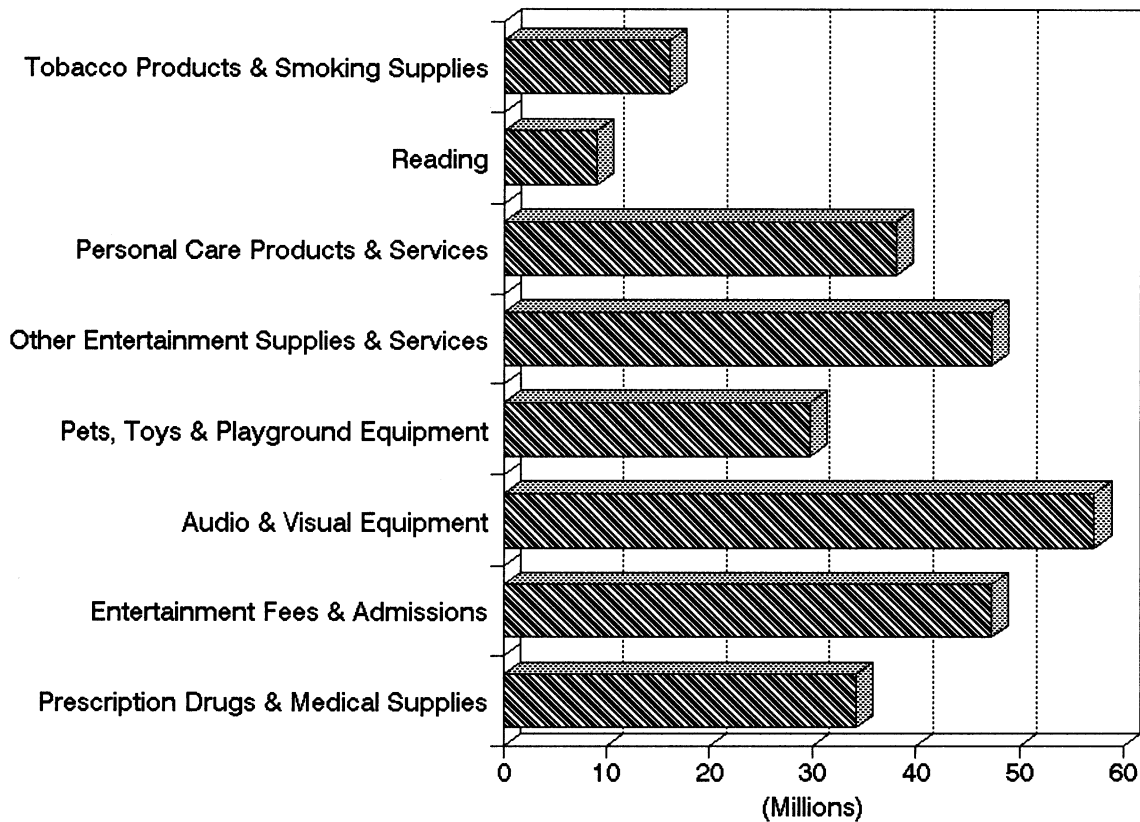
DEFINITION OF PRODUCT:

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

DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS

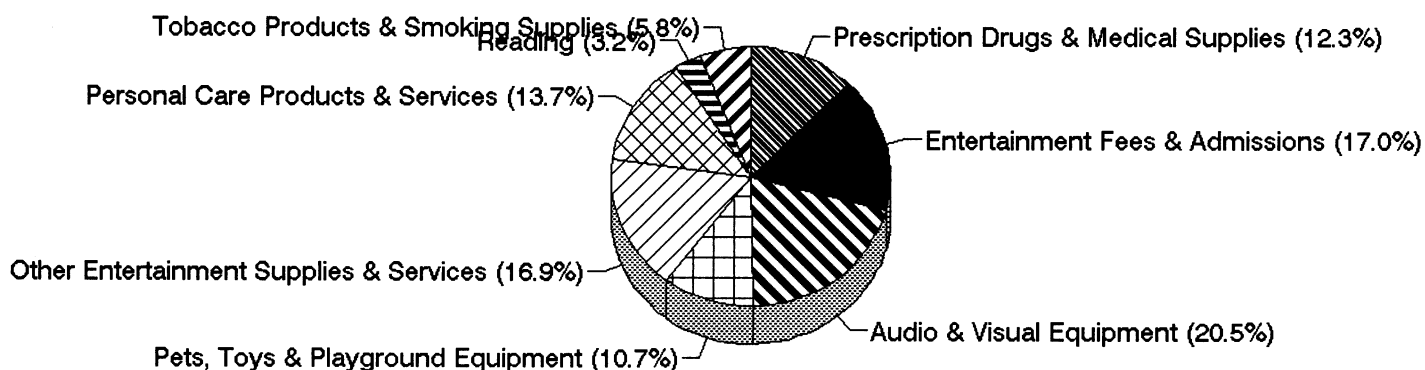
PERSONAL CARE/ENTERTAINMENT

\$ DEMAND BY PRODUCT TYPE



PERSONAL CARE/ENTERTAINMENT

% DEMAND FOR EACH DOLLAR



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

PRODUCT: PRESCRIPTION DRUGS & MEDICAL SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	425	1,269,900
\$15000-24999	2,959	605	1,790,195
\$25000-34999	3,799	625	2,374,375
\$35000-49999	6,667	650	4,333,550
> \$50000	32,626	750	24,469,500
TOTAL DEMAND FOR PRODUCT =			\$34,237,520

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 DANVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ENTERTAINMENT FEES & ADMISSIONS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	200	597,600
\$15000-24999	2,959	250	739,750
\$25000-34999	3,799	325	1,234,675
\$35000-49999	6,667	360	2,400,120
> \$50000	32,626	1,300	42,413,800
TOTAL DEMAND FOR PRODUCT =			\$47,385,945

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 DANVILLE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: AUDIO & VISUAL EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	475	1,419,300
\$15000-24999	2,959	600	1,775,400
\$25000-34999	3,799	750	2,849,250
\$35000-49999	6,667	825	5,500,275
> \$50000	32,626	1,400	45,676,400
TOTAL DEMAND FOR PRODUCT =			\$57,220,625

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.

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

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	180	537,840
\$15000-24999	2,959	245	724,955
\$25000-34999	3,799	315	1,196,685
\$35000-49999	6,667	425	2,833,475
> \$50000	32,626	750	24,469,500
TOTAL DEMAND FOR PRODUCT =			\$29,762,455

**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.

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

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	140	418,320
\$15000-24999	2,959	350	1,035,650
\$25000-34999	3,799	425	1,614,575
\$35000-49999	6,667	525	3,500,175
> \$50000	32,626	1,250	40,782,500
TOTAL DEMAND FOR PRODUCT =			\$47,351,220

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.

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

PRODUCT: PERSONAL CARE PRODUCTS & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	295	881,460
\$15000-24999	2,959	355	1,050,445
\$25000-34999	3,799	425	1,614,575
\$35000-49999	6,667	525	3,500,175
> \$50000	32,626	955	31,157,830
TOTAL DEMAND FOR PRODUCT =			\$38,204,485

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.

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

PRODUCT: READING

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	65	194,220
\$15000-24999	2,959	85	251,515
\$25000-34999	3,799	95	360,905
\$35000-49999	6,667	125	833,375
> \$50000	32,626	225	7,340,850
TOTAL DEMAND FOR PRODUCT =			\$8,980,865

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

DEFINITION OF PRODUCT:

Books, newspapers and magazines.



Making Downtown Renaissance a Reality

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

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,988	275	821,700
\$15000-24999	2,959	325	961,675
\$25000-34999	3,799	400	1,519,600
\$35000-49999	6,667	350	2,333,450
> \$50000	32,626	325	10,603,450
TOTAL DEMAND FOR PRODUCT =			\$16,239,875

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[®]

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 2007.

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.