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*Partnership
for
Success*

VIII. PARTNERSHIP FOR SUCCESS

The most successful Downtown enhancement efforts nationwide are those that are implemented by a partnership between the private and public sectors. For Downtown LaPorte 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;
- 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. And, as was stated earlier, LaPorte's public, business, and civic sectors must come together, coalesce, and provide strong leadership and direction for Downtown's future. This will entail tackling Downtown issues in unison, being selective in demanding quality in and for Downtown, and implementing the *LaPorte Downtown Action Agenda 2006* despite naysayers.

The Downtown Consortium, described below, is the vehicle recommended to make this to happen.

Existing Entities

The entities that are currently involved in Downtown's enhancement, and their area of focus, are shown below:

- Redevelopment Commission – major infrastructure, has power of eminent domain;
- Greater LaPorte Economic Development Corporation (GLEDC) – business attraction;

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- LaPorte Urban Enterprise Association (UEA) – stimulating private investment;
- Business Improvement District (BID) – beautification and maintenance;
- People Engaged in Preservation (PEP) – historic preservation awareness;
- Historic Preservation Commission – preservation, design review;
- Greater LaPorte Chamber of Commerce – events, Small Business Development Center (SBDC), Convention & Visitors Bureau (CVB) satellite;
- Historic Landmarks Foundation of Indiana (HLFI) – preservation, technical assistance, financial assistance;
- County CVB – tourism; and
- City and County government.

All of these should be involved in and participate in the Downtown Consortium.

Consortium

Given the large number of entities, and their active involvement in Downtown, it is suggested that the heads of those entities come together and meet as a Downtown Consortium, on a quarterly basis, to:

- Identify those portions of the **Action Agenda** for which each entity will assume implementation responsibility;
- Define annual work programs that are based on that division of responsibilities;
- Discuss quarterly the implementation actions taken, setbacks experienced – and how to reverse them – and issues that arise as the **Action Agenda** is implemented;

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- Foster communication, cooperation, and the leveraging of resources among the involved entities; and
- Ensure that implementation of the **Action Agenda** proceeds smoothly and on schedule.

Staff

Each of the economic development entities listed above has a professional staff director, with the exception of the Redevelopment Commission and BID. These two entities are now staffed by the City's planning director, who also staffs the Historic Preservation Commission plus has many, many other duties. This situation means that Downtown's enhancement is not receiving the amount of attention from professional staff that it requires and deserves.

To rectify this situation, it is suggested that the City consider hiring a professional Downtown director to:

- Staff the Redevelopment Commission and BID;
- Oversee implementation of the **Action Agenda**;
- Coordinate the actions of the Downtown Consortium, as the entities involved in the consortium implement the **Action Agenda**;
- Assume primary responsibility for implementing the portions of the **Action Agenda** related to business development, real estate development, and marketing; and
- Act as the liaison between Downtown and the community's other commercial areas, to ensure that they successfully co-exist with one another and are linked to one another.

Funding

Based on the annual work programs defined, the Downtown Consortium should establish a budget and fundraising goal. Sources that should be considered to generate needed funds include:

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- Redevelopment Commission funds (TIF);
- BID funds;
- The City's allocation of CVB funds (bed tax);
- Gaming funds;
- City, County, and State funds;
- Federal programs;
- Industry, corporations, and major employers throughout the County;
- Business owners, commercial property owners, and real estate developers;
- Banks and utilities;
- Area foundations;
- Service clubs (to sponsor projects recommended in the enhancement strategy); and
- Any individual, entity, or institution that stands to benefit from an enhanced Downtown LaPorte.

Document

The successes of the Downtown enhancement effort must be documented and promoted, so that Downtown is able to attract investors as a result. This documentation should be accomplished via the following.

- ***Newsletter*** – Regular news about the enhancement effort should be communicated to all major constituents of Downtown through a newsletter. This could take the form of a free standing print piece, a print piece produced jointly among organizations (such as the BID, Redevelopment Commission, etc.), and/or a newsletter that is e-mailed.

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- **Benchmarks** – The following benchmarks should be tracked on an annual basis to quantify success:
 - 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.);
 - Vacant residential space (sq. ft.); and
 - New investment or economic development projects (and their value) that occurred outside of the Downtown project area, in part, due to Downtown's enhanced image.

- **Annual Report** – A high-quality annual report should be produced that outlines the Downtown enhancement successes of the past year and the course of action planned for the next.

Adopt

At a minimum, the **Action Agenda** should be adopted by the LaPorte City Council, the Redevelopment Commission, and the BID as the official guide for Downtown's enhancement.

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Implementation Sequence

VII. IMPLEMENTATION SEQUENCE

This document contains numerous actions recommended for revitalizing Downtown LaPorte. 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 *LaPorte Downtown Action Agenda 2006*, depending on the level of program accomplishments realized.

Year-1 Implementation Sequence LaPorte Downtown Action Agenda 2006

Partnership and Management Actions

- Formal adoption by the City of LaPorte, the Redevelopment Commission, and the BID of the *LaPorte Downtown Action Agenda 2006* as the Downtown element of the City's Comprehensive Plan and the official guide for the further economic enhancement of Downtown LaPorte.
- Formation of the Downtown Consortium; meeting quarterly to oversee implementation of the *Downtown Action Agenda*.
- Hire a Downtown Director.
- Implementation and documentation of the *Downtown Action Agenda* successes via newsletter, benchmarking, and annual report.

Public Improvement Actions

- Design, purchase, and install customized banners for District #1.
- Enhance Downtown's streetscape through enhanced plantings.
- Install complete wayfinding system, as per *Action Agenda* recommendations.

Parking & Traffic Actions

- Enhance Downtown parking, as per recommendations of *Action Agenda*, with oversight by a qualified parking professional.
- Work with INDOT to further enhance Downtown traffic flow and safety, as per recommendations of *Action Agenda*.

Real Estate Development Actions

- Address problem properties, as per recommendations of *Action Agenda*.
- Create additional housing in District #1.
- Complete Depot project ASAP, including building enhancement and development of additional parking.
- Prepare and use design guidelines, including provision of professional preliminary design assistance.
- Continue enforcement of building codes and introduce annual inspections by Fire Department.

Year-1 Implementation Sequence LaPorte Downtown Action Agenda 2006 (Continued)

Business Development Actions

- Provide highest level of public safety possible through increased officer visibility.
- Work to retain and strengthen existing business through recommended business retention efforts.
- Work to ensure maximum pro-business/pro-quality operations by City, as per recommendations of **Action Agenda**.
- Create a farmers market.
- Recruit and place businesses as needed, as per recommendations of **Action Agenda**.

Marketing Actions

- Place stories with print and electronic media.
- Create Downtown section on all associated organization Web sites, as per recommendations of **Action Agenda**.
- Explore feasibility of Downtown billboard placements.
- Produce a Downtown brochure.
- Produce and distribute referral cards.
- Design and implement (ASAP) advertising campaigns, as per recommendations of **Action Agenda**.
- Grow Downtown events, as per recommendations of Action Agenda.

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Appendix

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THE RETAIL REPORT.®

**Downtown La Porte
Primary Retail Trade Area**



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THE RETAIL REPORT®

THE RETAIL REPORT, presented within this document, was specifically prepared for Downtown La Porte, Indiana. This document presents information concerning the characteristics of the Downtown La Porte primary retail trade area. The report was prepared in 2005 by HyettPalma, Inc.

THE RETAIL REPORT presents:

- The current demographic and socio-economic characteristics of customers in the Downtown La Porte primary retail trade area;
- A five year projection of changing demographic and socio-economic conditions in the Downtown La Porte primary retail trade area;
- A projection of the number of retail dollars that residents in the Downtown La Porte 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 La Porte primary retail trade area.

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DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS



Demographic and Income Profile

Downtown LaPorte, IN - Primary Retail Trade Area

Study Area: Custom Shapes

Shape: 1

Summary	2000	2005	2010
Population	47,552	46,650	45,942
Households	18,360	18,401	18,247
Families	12,961	12,718	12,324
Average Household Size	2.53	2.50	2.48
Owner Occupied HUs	14,090	14,290	14,237
Renter Occupied HUs	4,270	4,111	4,011
Median Age	36.8	38.4	39.9

Trends: 2005-2010 Annual Rate	Area	State	National
Population	-0.31%	0.84%	1.22%
Households	-0.17%	1.17%	1.27%
Families	-0.63%	0.77%	1.00%
Owner HHs	-0.07%	1.35%	1.46%
Median Household Income	2.04%	2.56%	3.25%

Households by Income	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,441	13.3%	2,118	11.5%	1,827	10.0%
\$15,000 - \$24,999	2,356	12.8%	2,105	11.4%	1,817	10.0%
\$25,000 - \$34,999	2,649	14.4%	2,330	12.7%	2,025	11.1%
\$35,000 - \$49,999	3,458	18.9%	3,188	17.3%	2,927	16.0%
\$50,000 - \$74,999	4,339	23.7%	4,561	24.8%	4,404	24.1%
\$75,000 - \$99,999	1,853	10.1%	2,103	11.4%	2,436	13.4%
\$100,000 - \$149,999	968	5.3%	1,570	8.5%	2,111	11.6%
\$150,000 - \$199,000	158	0.9%	247	1.3%	412	2.3%
\$200,000+	115	0.6%	180	1.0%	287	1.6%
Median Household Income	\$42,316		\$47,338		\$52,363	
Average Household Income	\$48,751		\$55,346		\$62,749	
Per Capita Income	\$18,900		\$21,857		\$24,949	

Population by Age	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,108	6.5%	3,090	6.6%	2,990	6.5%
5 - 14	6,893	14.5%	6,332	13.6%	5,881	12.8%
15 - 19	3,346	7.0%	3,045	6.5%	3,087	6.7%
20 - 24	2,709	5.7%	2,913	6.2%	2,695	5.9%
25 - 34	6,338	13.3%	5,808	12.5%	5,480	11.9%
35 - 44	7,557	15.9%	6,922	14.8%	6,323	13.8%
45 - 54	6,693	14.1%	6,959	14.9%	6,951	15.1%
55 - 64	4,277	9.0%	5,018	10.8%	5,913	12.9%
65 - 74	3,399	7.1%	3,172	6.8%	3,261	7.1%
75 - 84	2,414	5.1%	2,462	5.3%	2,303	5.0%
85+	820	1.7%	929	2.0%	1,059	2.3%

Race and Ethnicity	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
White Alone	44,990	94.6%	43,857	94.0%	42,784	93.1%
Black Alone	865	1.8%	830	1.8%	896	2.0%
American Indian Alone	147	0.3%	146	0.3%	152	0.3%
Asian Alone	144	0.3%	191	0.4%	239	0.5%
Pacific Islander Alone	11	0.0%	11	0.0%	11	0.0%
Some Other Race Alone	884	1.9%	1,058	2.3%	1,251	2.7%
Two or More Races	512	1.1%	557	1.2%	609	1.3%
Hispanic Origin (Any Race)	1,810	3.8%	2,155	4.6%	2,545	5.5%

Data Note: Income is expressed in current dollars.

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



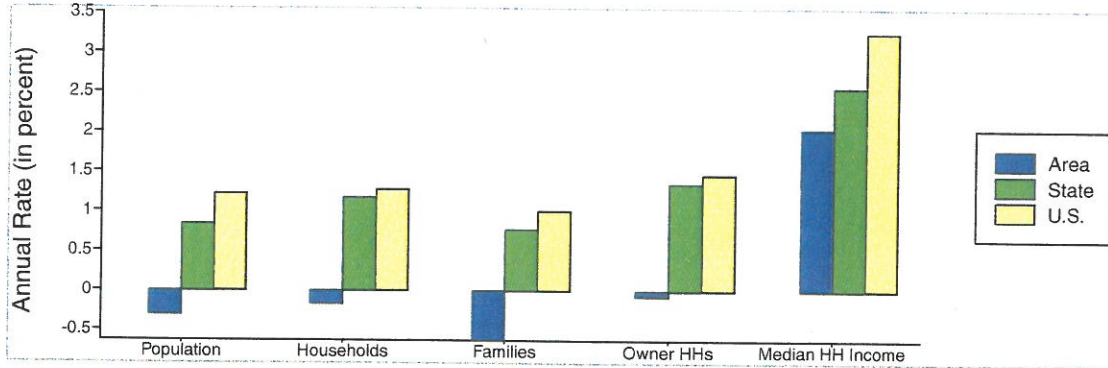
Demographic and Income Profile

Downtown LaPorte, IN - Primary Retail Trade Area

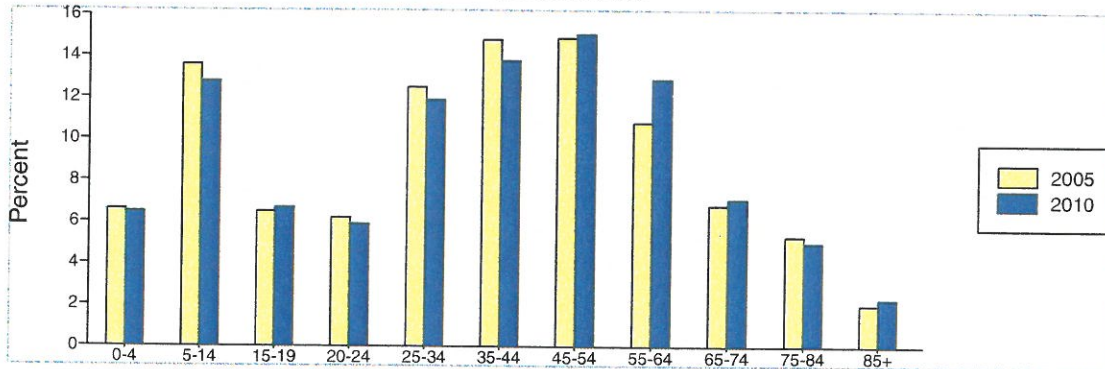
Study Area: Custom Shapes

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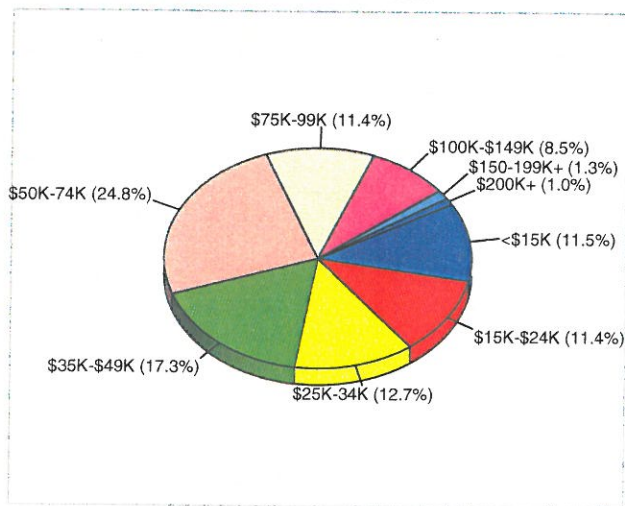
Trends 2005-2010



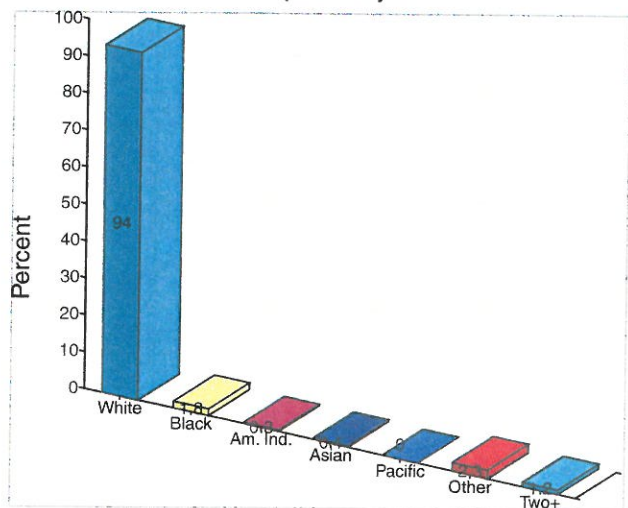
Population by Age



2005 Household Income



2005 Population by Race



2005 Percent Hispanic Origin: 4.6%

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PRODUCT DEMAND BY INCOME GROUP

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

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	7,545	15,980,310
\$15000-24999	2,105	10,179	21,426,795
\$25000-34999	2,330	11,847	27,603,510
\$35000-49999	3,188	13,655	43,532,140
> \$50000	8,661	21,880	189,502,680
TOTAL DEMAND FOR PRODUCT			= \$298,045,435

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.

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PRODUCT DEMAND BY PRODUCT TYPE

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

PRODUCT	DEMAND
Food At Home	80,463,870
Food Away From Home	49,920,999
Alcoholic Beverages	9,268,198
Household Textiles	2,992,235
Furniture	8,715,898
Floor Coverings	1,080,473
Major Appliances	4,195,268
Small Appliances & Miscellaneous Housewares	2,497,263
Miscellaneous Household Equipment	17,575,430
Men's Apparel -- 16 and Over	7,369,810
Boy's Apparel -- 2 to 15	1,883,159
Women's Apparel -- 16 and Over	13,891,325
Girl's Apparel -- 2 to 15	2,272,923
Children's Apparel -- Under 2	2,503,330
Footwear	6,455,098
Other Apparel Services & Products	6,750,310
Prescription Drugs & Medical Supplies	12,182,172
Entertainment Fees & Admissions	12,060,870
Televisions, Radios & Sound Equipment	15,252,983
Pets, Toys & Playground Equipment	9,525,194
Other Entertainment Supplies & Services	10,311,210
Personal Care Products & Services	12,059,245
Reading	2,713,605
Tobacco Products & Smoking Supplies	6,104,567
TOTAL DEMAND BY PRODUCT TYPE	= \$298,045,435

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

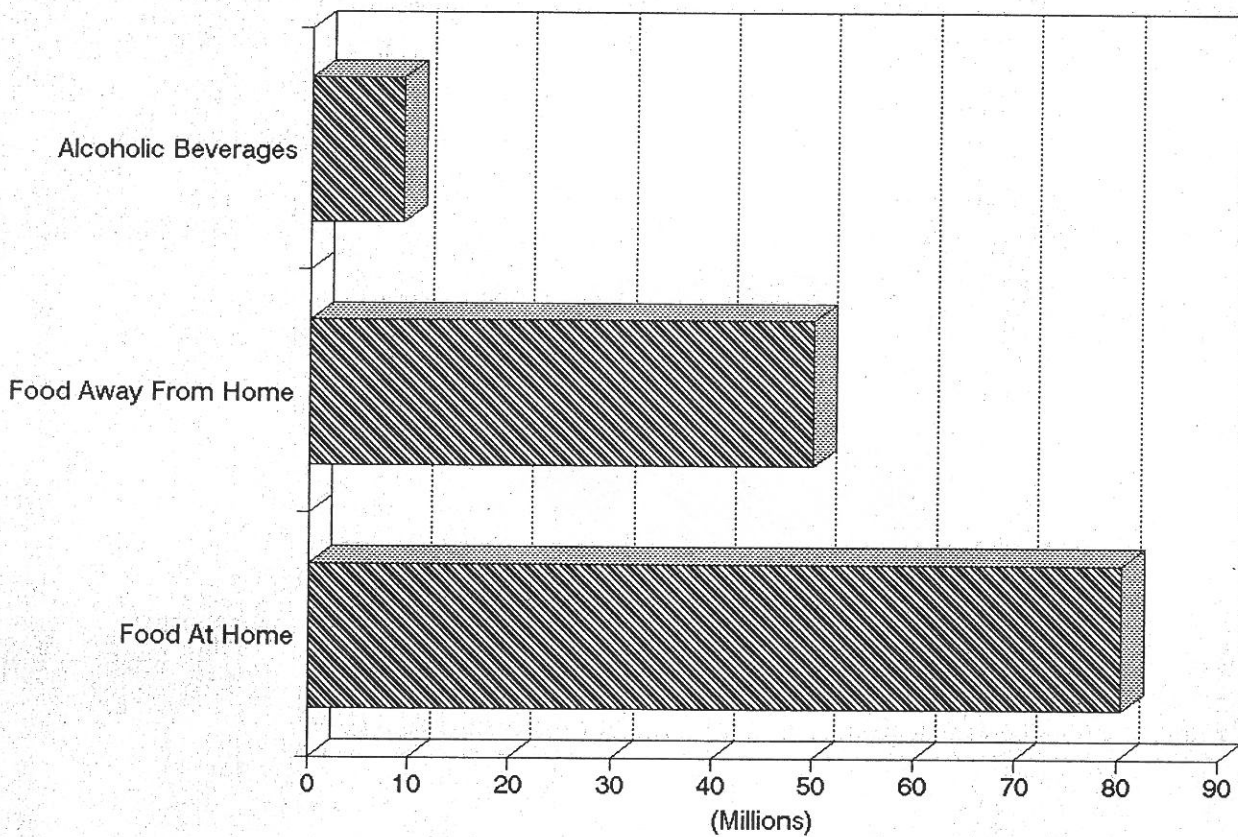
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DEMAND FOR FOOD PRODUCTS

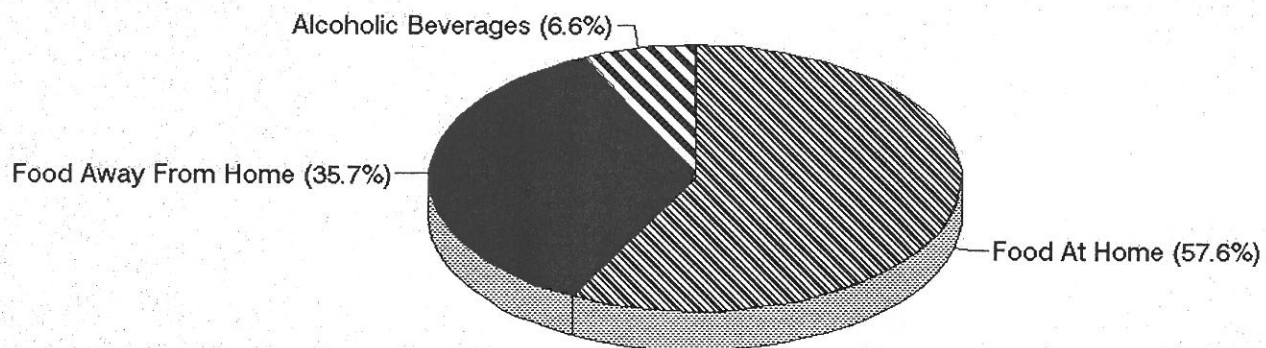
FOOD PRODUCTS

\$ DEMAND BY PRODUCT TYPE



FOOD PRODUCTS

% DEMAND FOR EACH DOLLAR



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

PRODUCT: FOOD AT HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	2,580	5,464,440
\$15000-24999	2,105	3,340	7,030,700
\$25000-34999	2,330	3,690	8,597,700
\$35000-49999	3,188	3,980	12,688,240
> \$50000	8,661	5,390	46,682,790

TOTAL DEMAND FOR PRODUCT = \$80,463,870

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOD AWAY FROM HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	1,160	2,456,880
\$15000-24999	2,105	1,481	3,117,505
\$25000-34999	2,330	1,825	4,252,250
\$35000-49999	3,188	2,253	7,182,564
> \$50000	8,661	3,800	32,911,800
TOTAL DEMAND FOR PRODUCT =			\$49,920,999

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.

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

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	216	457,488
\$15000-24999	2,105	240	505,200
\$25000-34999	2,330	292	680,360
\$35000-49999	3,188	376	1,198,688
> \$50000	8,661	742	6,426,462
TOTAL DEMAND FOR PRODUCT =			\$9,268,198

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

DEFINITION OF PRODUCT:

All alcoholic beverages.

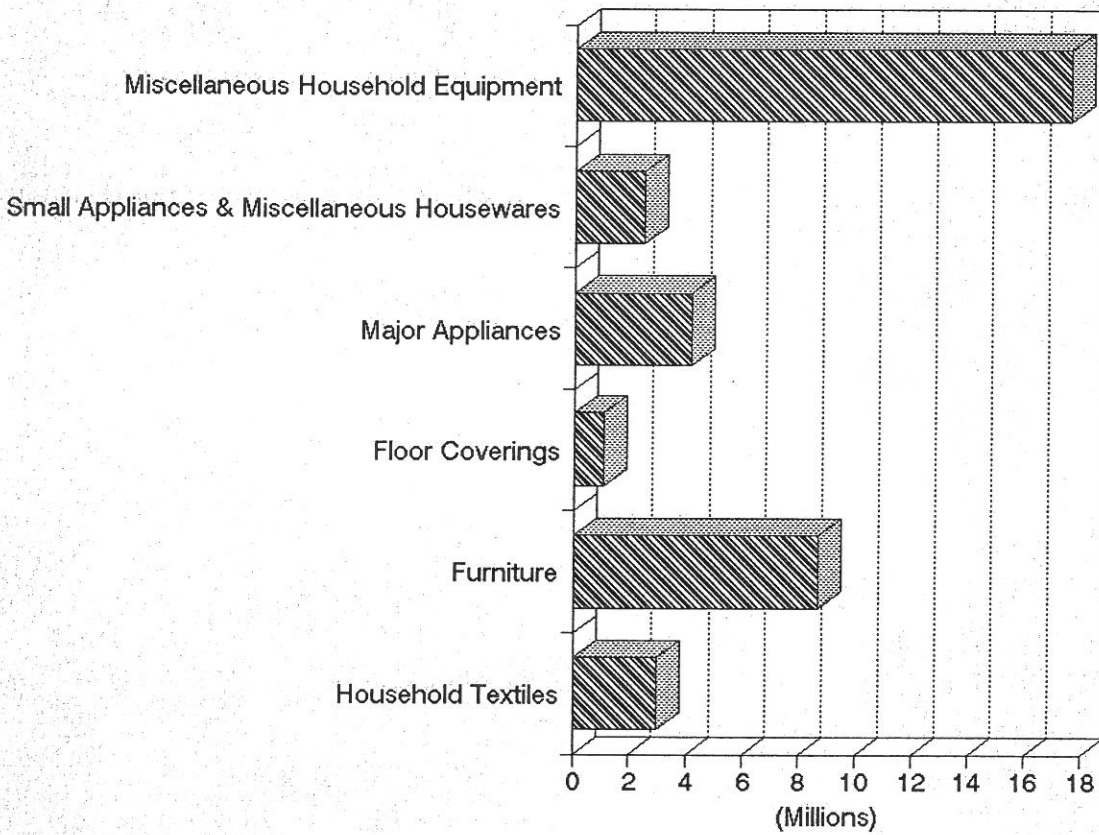
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DEMAND FOR HOME PRODUCTS

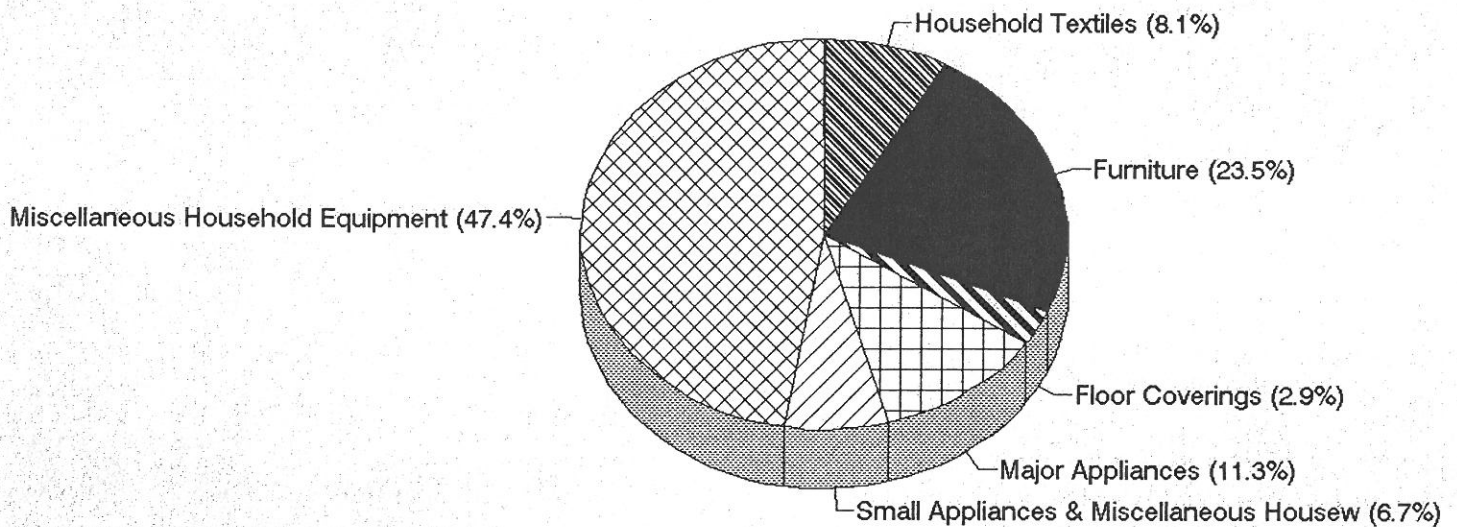
HOME PRODUCTS

\$ DEMAND BY PRODUCT TYPE



HOME PRODUCTS

% DEMAND FOR EACH DOLLAR



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

PRODUCT: HOUSEHOLD TEXTILES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	55	116,490
\$15000-24999	2,105	90	189,450
\$25000-34999	2,330	125	291,250
\$35000-49999	3,188	140	446,320
> \$50000	8,661	225	1,948,725
TOTAL DEMAND FOR PRODUCT =			\$2,992,235

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FURNITURE

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	127	268,986
\$15000-24999	2,105	183	385,215
\$25000-34999	2,330	263	612,790
\$35000-49999	3,188	318	1,013,784
> \$50000	8,661	743	6,435,123
TOTAL DEMAND FOR PRODUCT =			\$8,715,898

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

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.

DOWNTOWN LA PORTE'S RETAIL TRADE AREA COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	25	52,950
\$15000-24999	2,105	14	29,470
\$25000-34999	2,330	24	55,920
\$35000-49999	3,188	32	102,016
> \$50000	8,661	97	840,117

TOTAL DEMAND FOR PRODUCT = \$1,080,473

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	79	167,322
\$15000-24999	2,105	137	288,385
\$25000-34999	2,330	188	438,040
\$35000-49999	3,188	207	659,916
> \$50000	8,661	305	2,641,605
TOTAL DEMAND FOR PRODUCT =			\$4,195,268

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	60	127,080
\$15000-24999	2,105	85	178,925
\$25000-34999	2,330	96	223,680
\$35000-49999	3,188	101	321,988
> \$50000	8,661	190	1,645,590
TOTAL DEMAND FOR PRODUCT =			\$2,497,263

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 LA PORTE'S RETAIL TRADE AREA COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	285	603,630
\$15000-24999	2,105	400	842,000
\$25000-34999	2,330	575	1,339,750
\$35000-49999	3,188	700	2,231,600
> \$50000	8,661	1,450	12,558,450
TOTAL DEMAND FOR PRODUCT =			\$17,575,430

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.

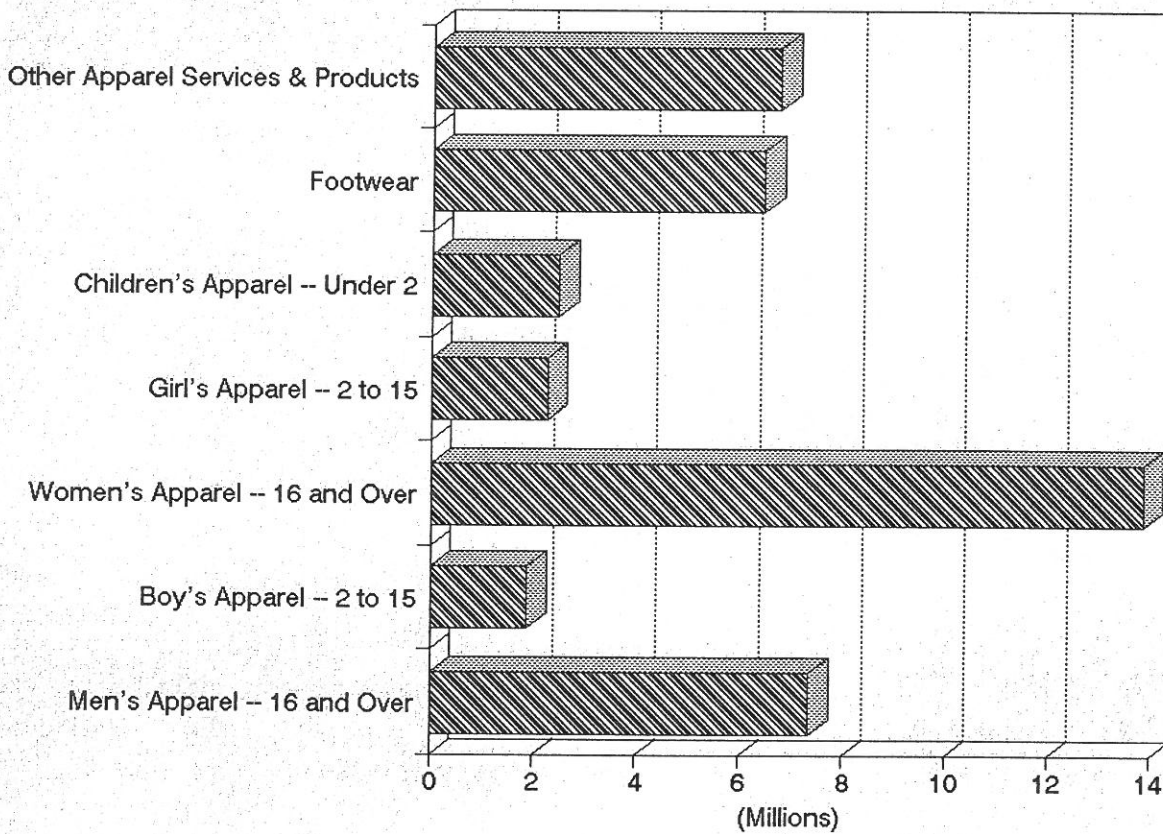
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DEMAND FOR APPAREL PRODUCTS

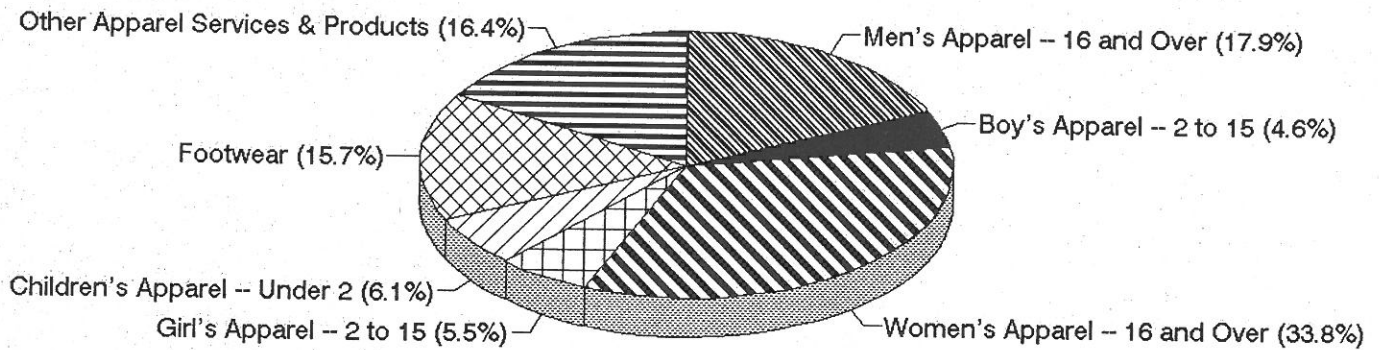
APPAREL PRODUCTS

\$ DEMAND BY PRODUCT TYPE



APPAREL PRODUCTS

% DEMAND FOR EACH DOLLAR



**DOWNTOWN LA PORTE'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	2,118	200	423,600
\$15000-24999	2,105	210	442,050
\$25000-34999	2,330	275	640,750
\$35000-49999	3,188	345	1,099,860
> \$50000	8,661	550	4,763,550
TOTAL DEMAND FOR PRODUCT =			\$7,369,810

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 LA PORTE'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	2,118	51	108,018
\$15000-24999	2,105	60	126,300
\$25000-34999	2,330	78	181,740
\$35000-49999	3,188	88	280,544
> \$50000	8,661	137	1,186,557
TOTAL DEMAND FOR PRODUCT =			\$1,883,159

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 LA PORTE'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	2,118	350	741,300
\$15000-24999	2,105	425	894,625
\$25000-34999	2,330	350	815,500
\$35000-49999	3,188	600	1,912,800
> \$50000	8,661	1,100	9,527,100

TOTAL DEMAND FOR PRODUCT = \$13,891,325

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 LA PORTE'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	2,118	47	99,546
\$15000-24999	2,105	76	159,980
\$25000-34999	2,330	85	198,050
\$35000-49999	3,188	94	299,672
> \$50000	8,661	175	1,515,675
TOTAL DEMAND FOR PRODUCT =			\$2,272,923

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	60	127,080
\$15000-24999	2,105	85	178,925
\$25000-34999	2,330	101	235,330
\$35000-49999	3,188	140	446,320
> \$50000	8,661	175	1,515,675
TOTAL DEMAND FOR PRODUCT =			\$2,503,330

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

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.

DOWNTOWN LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOTWEAR

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	244	516,792
\$15000-24999	2,105	278	585,190
\$25000-34999	2,330	280	652,400
\$35000-49999	3,188	290	924,520
> \$50000	8,661	436	3,776,196
TOTAL DEMAND FOR PRODUCT =			\$6,455,098

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

DEFINITION OF PRODUCT:

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

DOWNTOWN LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	165	349,470
\$15000-24999	2,105	193	406,265
\$25000-34999	2,330	245	570,850
\$35000-49999	3,188	275	876,700
> \$50000	8,661	525	4,547,025
TOTAL DEMAND FOR PRODUCT =			\$6,750,310

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

DEFINITION OF PRODUCT:

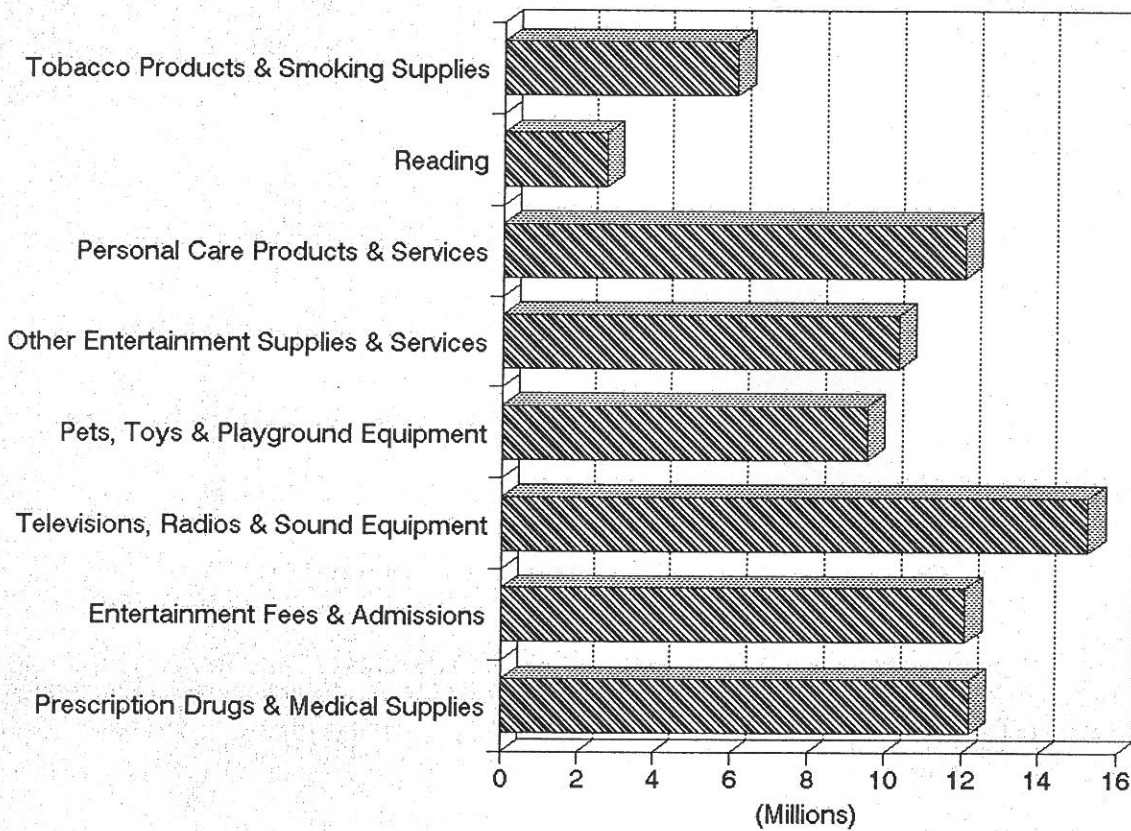
Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

HyettPalma

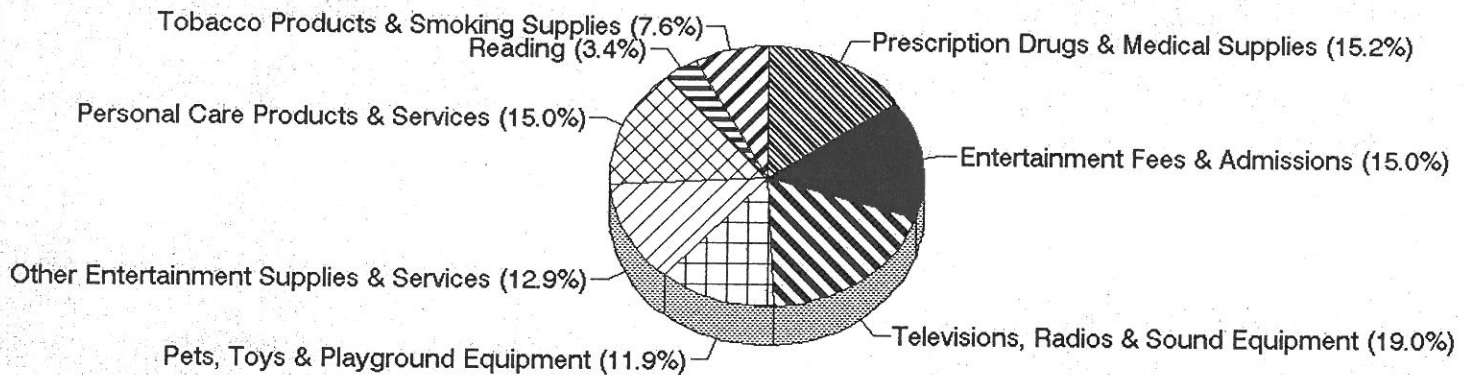
Making Downtown Renaissance a Reality

DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS

PERSONAL CARE/ENTERTAINMENT \$ DEMAND BY PRODUCT TYPE



PERSONAL CARE/ENTERTAINMENT % DEMAND FOR EACH DOLLAR



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

PRODUCT: PRESCRIPTION DRUGS & MEDICAL SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	428	906,504
\$15000-24999	2,105	667	1,404,035
\$25000-34999	2,330	654	1,523,820
\$35000-49999	3,188	638	2,033,944
> \$50000	8,661	729	6,313,869
TOTAL DEMAND FOR PRODUCT			= \$12,182,172

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ENTERTAINMENT FEES & ADMISSIONS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	165	349,470
\$15000-24999	2,105	240	505,200
\$25000-34999	2,330	325	757,250
\$35000-49999	3,188	425	1,354,900
> \$50000	8,661	1,050	9,094,050
TOTAL DEMAND FOR PRODUCT =			\$12,060,870

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: TELEVISIONS, RADIOS & SOUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	386	817,548
\$15000-24999	2,105	547	1,151,435
\$25000-34999	2,330	641	1,493,530
\$35000-49999	3,188	748	2,384,624
> \$50000	8,661	1,086	9,405,846
TOTAL DEMAND FOR PRODUCT =			\$15,252,983

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	160	338,880
\$15000-24999	2,105	385	810,425
\$25000-34999	2,330	415	966,950
\$35000-49999	3,188	425	1,354,900
> \$50000	8,661	699	6,054,039
TOTAL DEMAND FOR PRODUCT =			\$9,525,194

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	80	169,440
\$15000-24999	2,105	208	437,840
\$25000-34999	2,330	410	955,300
\$35000-49999	3,188	435	1,386,780
> \$50000	8,661	850	7,361,850
TOTAL DEMAND FOR PRODUCT =			\$10,311,210

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PERSONAL CARE PRODUCTS & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	325	688,350
\$15000-24999	2,105	415	873,575
\$25000-34999	2,330	465	1,083,450
\$35000-49999	3,188	535	1,705,580
> \$50000	8,661	890	7,708,290
TOTAL DEMAND FOR PRODUCT =			\$12,059,245

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 LA PORTE'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: READING

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	61	129,198
\$15000-24999	2,105	90	189,450
\$25000-34999	2,330	105	244,650
\$35000-49999	3,188	123	392,124
> \$50000	8,661	203	1,758,183
TOTAL DEMAND FOR PRODUCT =			\$2,713,605

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

DEFINITION OF PRODUCT:

Books, newspapers and magazines.

DOWNTOWN LA PORTE'S RETAIL TRADE AREA
 COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	2,118	236	499,848
\$15000-24999	2,105	330	694,650
\$25000-34999	2,330	340	792,200
\$35000-49999	3,188	387	1,233,756
> \$50000	8,661	333	2,884,113
TOTAL DEMAND FOR PRODUCT =			\$6,104,567

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 2005.

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

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

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

Who Can Benefit By Using The Retail Report ?

Current owners of businesses within a given trade area;

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

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

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

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

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

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

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

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

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

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

To strengthen existing businesses and lessen business closings by:

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

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

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

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

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

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

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

To attract additional businesses to the business district by:

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

How Can Business Owners Use The Retail Report ?

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

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

what the market is for particular retail products;

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

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

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

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

set an annual budget based on their gross receipts benchmarks;

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

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

How Can Entrepreneurs Use The Retail Report ?

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

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

HyettPalma

Indiana Downtown®

Indiana Downtown® is an affiliate program of *America Downtown® -- New Thinking. New Life.*, a technical assistance program that was created by the National League of Cities and HyettPalma, Inc., in 1992.

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