historic DOWNTOWN groveport OHIO

Market Insights

The City of Groveport, Groveport Community Improvement Corporation (CIC) and other community partners are taking a proactive approach are taking a pro-active approach to planning for the future prosperity of Groveport's historic downtown business district. This market overview provides a quick introduction to the marketplace, but there's so much more to tell.

We invite you to learn more about emerging opportunities in Historic Downtown Groveport and why Groveport is the logical choice for investors, developers, businesses and entrepreneurs. Bring your idea and let's work together to make it happen in the heart of Groveport— Central Ohio's Hometown.

groveport Community Improvement CORPORATION
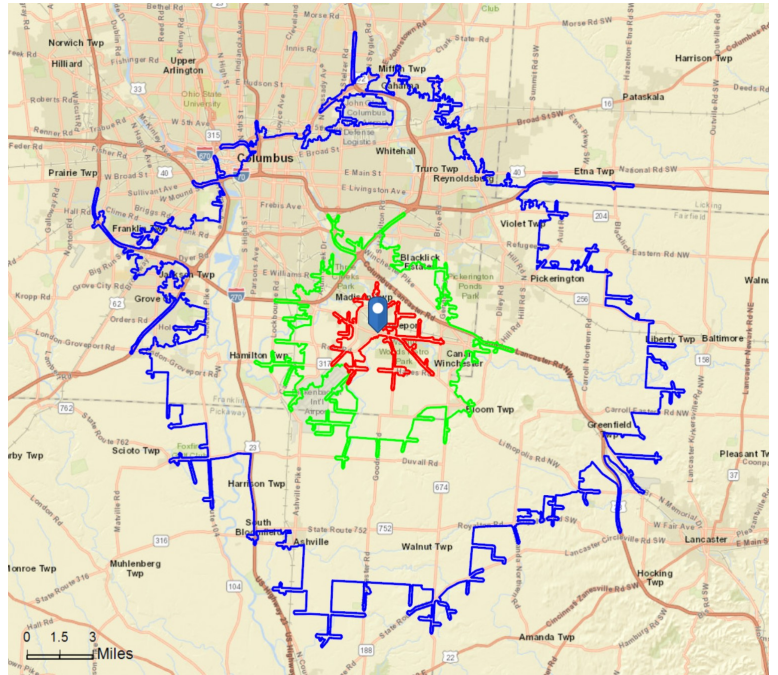
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Historic Downtown Groveport Drive Time Market Fast Facts

POPULATION

37,338   10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 5.7%

Population	5 Min	10 Min	20 Min
2019 Estimate	4,747	37,338	416,380
Growth (2019-24)	6.1%	5.7%	5.0%
ⓘ Est. Ohio Pop Growth (2019-24)			1.3%

HOUSEHOLDS

14,653   10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 5.6%

Households	5 Min	10 Min	20 Min
2019 Estimate	1,835	14,653	167,112
HH Growth (2019-24)	5.6%	5.6%	5.0%
ⓘ Est. Ohio HH Growth (2019-24)			1.5%

MEDIAN HH INCOME

$60,617   10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 11.7%

Median HH Income	5 Min	10 Min	20 Min
2019 Estimate	$62,956	$60,617	$54,290
Growth (2019-24)	19.8%	11.7%	10.9%
ⓘ 2019 State: $54,966		2019-24 Growth:	12.4%

$28,808
PER CAPITA INCOME
10 MINUTES | 2019

36.7
MEDIAN AGE
10 MINUTES | 2019

96.4%
2019 EMPLOYED
10 MIN. Civilian Pop 16+
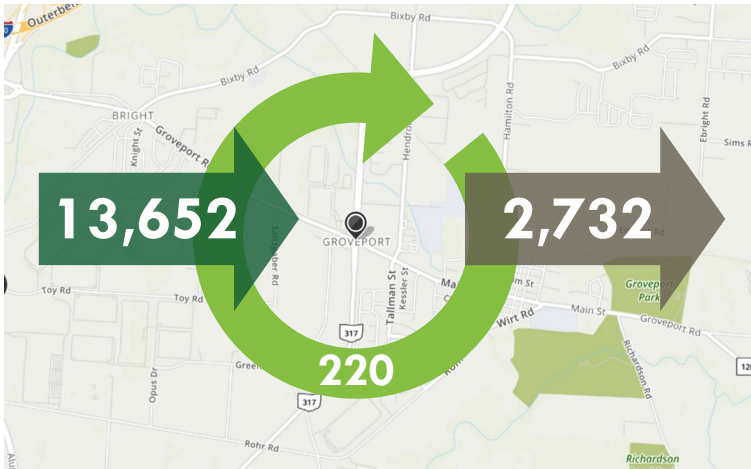
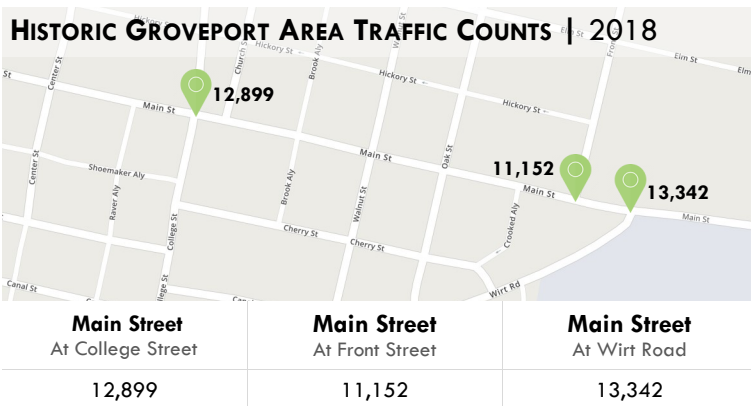Source: Esri Market Profile | 02.20

Groveport Workplace Market

The Daily Boom
Inflow/Outflow Job Counts (Primary Jobs) | 2017

13,652

2,732

220

🟦	13,872	Employed in Groveport
🟩	13,652	Employed in Groveport but Living Outside Groveport
🟢	220	Employed and Living in Groveport
⬜	2,732	Living in Groveport but Employed Outside Groveport

Source: U.S. Census Bureau, Center for Economic Studies | On the Map | 2017

HISTORIC GROVEPORT AREA TRAFFIC COUNTS | 2018

12,899

11,152

13,342

Main Street At College Street	**Main Street** At Front Street	**Main Street** At Wirt Road
12,899	11,152	13,342

Source: City of Groveport; Cummins Consulting Services, 09/11/18

Groveport | Ohio

Lifestyle Profile ESRI 2017

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

Top Esri Tapestry LifeMode Groups

Esri Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The GenXurban and Middle Ground LifeMode Groups are among

GenXurban (LM 5) | #1 in 5 Minute Drive Time)

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
761	41.5%	2,992	20.4%	20,701	12.4%

► Gen X in middle age; families with fewer kids and a mortgage
► Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees
► About a fifth of residents are 65 or older; about a fourth of households have retirement income
► Own older single-family homes in urban areas, with 1 or 2 vehicles
► Live and work in the same county, creating shorter commute times
► Invest wisely, well-insured, comfortable banking online or in person
► News junkies (read a daily newspaper, watch news on TV, and go online for news)
► Enjoy reading, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise

Middle Ground (LM8) | #1 in 10 & 20 Minutes)

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
21	1.1%	3,829	26.1%	32,694	19.6%

► Lifestyles of thirtysomethings
► Millennials in the middle: single/married, renters/homeowners, middle class/working class
► Urban market mix of single-family, townhome, and multi-unit dwellings
► Majority of residents attended college or attained a college degree
► Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams
► Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), shopping and news
► Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at:
http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm

Source: Esri Community Tapestry Segmentation | 02.20

Historic Downtown Groveport | Ohio

Retail Power ENVIRONICS ANALYTICS 2020

The Retail Market Power (RMP) 2020 report from Environics Analytics provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market, a sales surplus or leakage—expressed in current dollars—is calculated to summarize the relationship between supply (sales by businesses) and demand (consumer spending). Deviations from potential sales, or demand, may reveal areas of opportunity in the trade area's retail sectors, keeping in mind any extenuating circumstances that may be driving the results.

HISTORIC DOWNTOWN GROVEPORT DRIVE TIME AREAS
SALES SURPLUS AND LEAKAGE ESTIMATES | ($MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$106.0	$702.7	$9,323.4
- Potential Sales (Demand)	$71.6	$556.1	$7,134.0
- Est. Surplus/(Leakage)	$34.4	$146.6	$2,189.5
Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$13.4	$86.0	$1,297.3
- Potential Sales (Demand)	$9.2	$73.9	$974.7
- Est. Surplus/(Leakage)	$4.1	$12.1	$322.6
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$119.4	$788.7	$10,620.7
- Potential Sales (Demand)	$80.8	$630.0	$8,108.7
- Est. Surplus/(Leakage)	$38.6	$158.7	$2,512.1

Retailers and real estate analysts use RMP to understand the difference between supply and demand in existing and potential new trade areas. In areas where demand exceeds supply, an opportunity gap—or leakage—exists that can attract new retail operations or inform what changes need to be made to a store's product mix to increase market share. In areas where supply exceeds demand, a surplus exists, which can signal that new marketing strategies may be needed to attract new customers, or that the area is attractive to niche retailers, or it may prompt a store network re-alignment.

Source: Environics Analytics Market Power® 2020 | Retail Stores Gap.

Data Note: The polarity of surplus/leakage estimates shown in this document (as compared to those shown in source Environics Analytics reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/ Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where customers are drawn in from outside the defined area.

RMP focuses on Retail Trade NAICS codes 44 and 45, as well as the Food Services industry NAICS code 722. Once national and county level CRT tables are retrieved from the U.S. Census Bureau, all establishments are coded using 2012 North American Industrial Classification System (NAICS) codes to match the data source. The 2012 NAICS codes are then matched with the latest release of NAICS codes from 2017 to reflect any changes in codes.

PERFORMANCE BY CATEGORY

Sales gap factors provide an at-a-glance means of assessing the relative strength of various retail categories within a defined geography. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage). A positive value represents a surplus of retail sales and can be indicative of a market where customers are drawn from outside the trade area. Categories showing the highest surplus factors may signal possible opportunities for expansion or the introduction of complementary product and service lines to build on market strengths or existing and evolving niche markets. Likewise, categories with negative value factors might offer an initial indication of gaps in the business mix and potential targets for re-positioning, expansion or recruitment.

SALES GAP FACTORS | DOWNTOWN GROVEPORT DRIVE TIME AREAS

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	20.7	15.3	9.7
Furniture and Home Furnishings Stores	(66.9)	(70.7)	(38.2)
Electronics and Appliance Stores	(100.0)	(63.0)	(8.4)
Building Materials, Garden & Supply	52.5	9.4	(8.6)
Food and Beverage Stores	35.4	(0.0)	1.6
Health and Personal Care Stores	(26.2)	(36.1)	(24.3)
Gasoline Stations	(61.1)	(27.7)	(13.5)
Clothing and Clothing Accessories	(94.7)	(62.5)	(28.2)
Sporting Goods, Hobby, Book, Music	(100.0)	(33.8)	(22.8)
General Merchandise Stores	(53.4)	(12.8)	(9.5)
Miscellaneous Store Retailers	(73.1)	(43.6)	(26.8)
Nonstore Retailers	55.2	55.7	57.0
Food Services and Drinking Places	18.3	7.5	14.2

Source: Environics Analytics Market Power® 2020 | Retail Stores Gap | Calculations by DPN

Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and many other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, county, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.

Opportunities Ahead

Groveport CIC is actively seeking developers, investors, businesses and entrepreneurs to become part of our community. Results from the Downtown Groveport Top Prospects & Strategies Survey completed by more than 500 participants demonstrate demand and opportunities for new and expanding eating & drinking and retail establishments in Groveport's growing marketplace.

Eating and Drinking Establishments | Top Selections

Restaurant/Diner	Full-Service Restaurant	Coffee Shop
Top Features:	Top Features:	Top Features:
Full-service	Casual, family-friendly	Fresh coffees, teas, etc.
Breakfast menu	Alcoholic beverages	Fresh baked goods
Dinner menu	Classic American cuisine	Comfortable, "homey"
Lunch menu	Steakhouse specialties	Outdoor seating
Survey Demo: Age Groups	Survey Demo: Age Groups	Survey Demo: Age Groups
25 to 44: **29%**	25 to 44: **36%**	25 to 44: **44%**
45 to 64: **49%**	45 to 64: **43%**	45 to 64: **39%**
Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income
$50K to $100K: **39%**	$50K to $100K: **34%**	$50K to $100K: **42%**
$100K+: **38%**	$100K+: **42%**	$100K+: **33%**

Retail Establishments | Top Selections

Bakery	Vintage Store	Arts, Crafts & Hobby
Top Features:	Top Features:	Top Features:
Donuts and pastries	Home & Garden decor	General crafts/supplies
Cupcakes, cookies, etc.	Upcycled/Custom items	Home décor items
Hand-dipped ice cream	Holiday décor and gifts	Craft/Hobby classes
Made-to-order cakes	Demos, workshops, etc.	Hobby and craft tools
Survey Demo: Age Groups	Survey Demo: Age Groups	Survey Demo: Age Groups
25 to 44: **41%**	25 to 44: **31%**	25 to 44: **30%**
45 to 64: **44%**	45 to 64: **44%**	45 to 64: **47%**
Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income
$50K to $100K: **42%**	$50K to $100K: **40%**	$50K to $100K: **47%**
$100K+: **41%**	$100K+: **36%**	$100K+: **22%**

Potential Market Traction

Q: On a scale of 0 (Definitely would not) to 100 (Definitely would), how likely would you be to patronize the following types of business in Downtown Groveport? | Average Score Ranking | 100 = Definitely Would

1. Restaurant/Diner	85.5		1. Bakery	78.5
2. Full-service Restaurant	84.9		2. Vintage Store	58.1
3. Sandwich Shop	70.3		3. Arts, Crafts & Hobby	53.1
4. Ice Cream & Sweets	65.6		4. Consignment Boutique	47.9
5. Coffee Shop	57.4		5. Outdoor Rec/Sports	45.4
6. Brew Pub	50.1		6. Pet Emporium	44.3

Historic Groveport Housing Opportunities

The 2018 Top Prospects & Strategies Survey findings show strong interest in Historic Groveport housing opportunities. Groveport CIC is interested in proposals for housing and mixed-use projects to help intensify development and meet growing market demand.

41%

Of those surveyed would or might consider living in Downtown Groveport

Top housing styles	
Townhouse	50%
Condo	44%
Senior Housing	24%
Loft	21%

Mortgage or rent	
Less than $600	11%
$600 to $800	25%
$800 to $1,000	44%
$1,000 or more	19%

Source: Downtown Groveport Top Prospects and Strategies Survey | 2018