Downtown Bellingham

Retail Strategy

prepared by Downtown Works

February 2018
Numerous stakeholders—property owners, brokers, developers, city leaders, business owners, residents—provided considerable support and time to this study, and enthusiastically shared their perspectives on Downtown Bellingham’s history, present circumstances, opportunities and challenges with us. We thank you.
INTRODUCTION

Retail is an important part of a downtown’s ecosystem—it helps create a gathering place, drawing people and inspiring them to return. And it can help support a city’s broader economic development goals—more and more employers recognize the role that the streetfront experience plays in helping them attract top talent; in many cases, the workers they seek wish to live and work within or near to lively downtown districts.

In September 2017 the City of Bellingham engaged retail consulting firm Downtown Works to provide strategic retail services focused on Bellingham’s downtown core. Together with the Downtown Bellingham Partnership, City leadership recognized the need to work strategically to evolve the shopping and dining experience offered in Downtown to ensure it remains relevant in a changing retail world, and to help support the City’s goals for a thriving local economy. The following pages detail our process, findings, and recommendations to embark on a realistic, results-oriented retail enhancement effort. The objective is to increase Downtown Bellingham’s appeal as a place that area residents and downtown workers are eager to spend the time they allocate to shopping and dining activities; done successfully, those who visit Bellingham will similarly be eager to shop and dine Downtown.

RETAIL GUIDING PRINCIPLES

Successful downtown shopping/dining districts tend to be marked by a significant number of the following attributes:

- Retail is contiguous—not broken up by other uses (i.e., professional offices, parking structures, expansive office lobbies) or by blank walls.
- Service uses are located on side streets, not on prime shopping/dining streets.
- The mix of uses balances daytime and nighttime operations.
- The mix of operators is weighted in favor of unique, independent operators.
- Streets are not wide (no more than two lanes of traffic each way), with storefronts along both sides, and they are not blocked off to vehicles—stores do best when they are visible to both pedestrians and those traveling past in motor vehicles or on bikes.
- Ample parking is accessible on-street and in nearby lots/garages. On-street parking spaces are parallel, not angled.
- Access to the area includes transit options, but transit lines do not run on primary retail street(s). Pedestrians are kept on the street, not taken off of it via elements such as sky bridges or underground tunnels.
- Streets and sidewalks are well-cared for—they are free of trash and debris, and kept clean with frequent power-washing (women in particular are especially sensitive to cleanliness, and if they won’t use an area, few will).
- Streets/sidewalks are well-lit.
- Streetscaping elements—street furniture, trees, plants and flowers—help create an inviting pedestrian experience without blocking storefronts and signage.
- Buildings are human-scaled with lots of transparency at the street level.
- Storefronts are well-branded, well-signed and well-maintained.

In commercial real estate, both shops selling goods and food/beverage operations of all types—i.e., cafes, bakeries, coffee shops, fast food eateries, full-service restaurants—are considered to be retail establishments. Personal services, such as salons and spas, complement the mix of retail operators; for the purposes of this report they are included as an ingredient in a vibrant shopping+dining district.
DOWNTOWN ASSESSMENT

Numerous and varied factors help support a vibrant shopping/dining district, creating a place that attracts people and inspires them to return. Our team identified the strengths and weaknesses in and connected to downtown Bellingham. We believe its number one strength is its authenticity; it is a real downtown with charm, and with building stock that is the right scale for retail. However, we also found factors that make for a retail scene that is not as robust and enticing as it could be.

STRENGTHS

• Downtown enjoys easy access from/to I-5.
• The area’s natural beauty and the scenic setting of downtown are huge assets.
• By and large, the bones and scale of downtown’s buildings are great for retail, and many buildings have architectural integrity and history.
• The width of downtown streets (with one notable exception—Railroad Ave—they aren’t too wide) makes for an inviting pedestrian environment.
• Downtown has a small cohort of high-quality independent operators; for example, there is a strong cluster near the corner of Holly and Bay Streets. One longtime operator, Greenhouse, had been set to close yet happily will remain in business under new ownership.
• Cultural draws such as the Pickford and Spark Museum are terrific assets.
• There are many committed, optimistic players in Bellingham who are working to ensure their downtown remains relevant, and is a draw for those who call the city home.
WEAKNESSES

- Signage along I-5 to downtown is not prominent enough, and wayfinding to downtown parking is ineffective.
- One-way streets are not helpful to retail.
- Downtown may have more retail space than is supportable.
- There is a perception that landlords charge high rents and are inflexible in deal making. From what we have learned to date about rents, however, they are rather low; low rents indicate that business is not thriving, as rent is a function of sales volumes.
- Blank walls of some buildings are unattractive.
- Railroad Avenue is far too wide, making for a lesser pedestrian experience.
- The Depot seems to be underutilized.
- There are too many non-retail uses in street-level storefronts on downtown’s most important streets.
- Downtown lacks a significant connection to the waterfront (the City’s work on this is underway).
- There appears to be a lack of dense housing in downtown—it does not offer a sense that it has a robust residential community.

OPPORTUNITY!

- The site of the former JcPenney in downtown Bellingham on Cornwall Avenue is ripe for redevelopment.
STAKEHOLDER INTERVIEWS
STAKEHOLDER INTERVIEWS

Common Threads

Property owners, developers, brokers, city officials, business operators, residents—all have a stake in a city. Our team interviewed two dozen stakeholders one-on-one (see the Appendix for the list of those interviewed) to learn their perspectives on downtown Bellingham and to better understand the city’s background, outlook, assets, and challenges. We were told things like, “Our downtown is dirty” and “it lacks vibrancy.” But on a positive note we also heard, “We are fiercely pro-downtown.” Here is what interviewees had to say:

Culture
- “We set too low a standard for what is possible here.”
- People are drawn to Bellingham for its lifestyle: quality of life, education, arts/creativity, outdoor lovers, beer.
- Residents of Bellingham are over-educated and under-employed.
- The City’s economy is not growing/active; there are not many good jobs.

Enabling Environment
- Many said they felt downtown has been stagnant, yet are optimistic about its future.
- “We have analysis paralysis.” No one wants to put money into addressing issues.
- Many expressed a need for a facade improvement program.
- Stakeholders feel that downtown is dirty and dingy.
- There is a perception that downtown is unsafe, which stakeholders don’t believe is accurate. However, they acknowledged that vacant spaces attract the homeless/vagrants, and keep others from coming downtown.
- When there is an issue in downtown, stakeholders said that the police and fire departments were very responsive. However, they want more investment in keeping downtown clean and safe, and said more ambassadors were needed.
- Wayfinding to downtown is nearly non-existent; it is a National Registered Historic District, yet there is no sign indicating such along the freeway.

"A strong cohort of downtown businesses is so important to the health and happiness of a city; I think we are on track to have that."

- Parking is a problem primarily due to a lack of wayfinding signage.
- The Parkade garage is perceived as unsafe.
- There is not enough market-rate housing downtown.
- Downtown sorely needs lodging—apart from a few Airbnbs there are no options to stay downtown.
- Few Canadian customers patronize downtown, they tend to go to Fairhaven and Bellis Fair.
- A BID would be very helpful; it would put more teeth in growing downtown and its businesses.
Retail-Centric

- The permitting process can be arduous; city departments work in silos.
- Railroad Avenue is busy, is considered the main retail street; it was awful 15 years ago.
- Rents have been flat for a decade, though are now starting to see them pick-up.
- Downtown has a number of gems, but they are too scattered.
- Brewpubs have proliferated and seem to be doing well.
- Among downtown’s big pluses are the The Pickford and Camber; they are well-patronized.
- Downtown needs more stores— especially clothing and shoes.
- Redevelopment of JCPenney’s space and the adjacent bank are very important.
- The farmers’ market is much-loved, though it seems more craft than food; wish it would occur more often (it happens 1x/wk, seasonally).
- WWU is not a very visible, active part of downtown, however the school’s alumni own many businesses.
OTHER RETAIL OPTIONS
TRENDS IN RETAIL
OTHER RETAIL OPTIONS

Bellis Fair Mall, Fairhaven, Lynden, and yes, online shopping, compete with Downtown Bellingham for consumer attention. Yet due to its authentic urban form, it can offer a retail experience distinct from these options.

1. FAIRHAVEN: This Historic District, three miles to the south of Downtown Bellingham, is defined by charming architecture. It offers a walkable shopping and dining experience—with several dozen stores, galleries and restaurants—that attracts both locals and visitors.

2. BELLIS FAIR MALL: Several large department stores, nearly 150 smaller shops, and a food court with 16 vendors fill this regional mall located three miles to the north of Downtown Bellingham; Bellis Fair is owned by General Growth Properties.

3. LYNDEN: Fifteen miles to Bellingham’s north is the small town of Lynden. Lynden’s four-block span of Front Street is known as Old Dutch Town. Recent investment in downtown Lynden includes the Historic Waples Mercantile building, which houses the Inn at Lynden, outposts of Bellingham-grown operators Avenue Bread and Village Books, a brew-pup, and a few other operators.

4. E-COMMERCE (aka the 800-lb Gorilla): The ability of everyone to shop online for just about anything has disrupted the world of retail. Yet live shopping experiences that are surprising, fun, memorable, and repeatable cannot be duplicated online. And what about food? Sure you can order groceries and such from a variety of websites, but you can’t eat lunch online as you engage with friends or colleagues. Downtown commercial districts need to leverage the distinct advantage they have over the internet—online can’t offer the same sense of community that comes from real life exchanges between human beings. A combination of high-quality, intriguing stores and food operators together with cultural offerings makes a street or district a place people want to gather, shop, dine...repeat.

In 2017, US retail sales totaled roughly $5.7 Trillion.

Of this, e-commerce accounted for nearly $500 Billion.

More than approximately $5.2 Trillion was spent in physical stores.

Sources: U.S. Census Bureau, Forrester Research Inc.
TRENDS IN RETAIL

Like many industries and sectors, retail has been evolving at ever faster speeds in the 21st century. This is having an effect on physical stores, as well as on restaurants, in a myriad of ways. Here are a few:

1. Real estate: smaller, shorter, connected
   • Smaller—many store operators are finding that smaller footprints make more sense for them in today's retail world. In general, this is true for restaurants too—sprawling dining rooms are for the most part a thing of the past, as more and more restaurateurs opt for sizes ranging from around 2000 to 3500 square feet, while quick-casual operators are going for the 1000-2000 range.
   • Shorter—rather than sign long lease terms with options to extend, operators are often choosing to open pop-up shops for a month or two at a time, or for six months to a year, with simple/low-cost build-outs. This allows them to test a market, and to remain flexible in their decisions on where to invest more heavily in longer-term stores.
   • Connected—examples of operators choosing to co-locate within one space abound; as an example, Shinola teamed up with Smile Cafe to create a dual store/eatery in Brooklyn’s DUMBO district. Co-locating offers operators a greater chance to share customers, as once they are inside a door it’s easy to check out both operators without having to make another threshold decision.

2. Categories: health, wellness, beauty
   From shops selling makeup and skincare products or running shoes, to nail salons, dry bars, vegan cafes, juiceries—operators that are focused on beauty and wellness have proliferated across the last decade and become important consumer draws.

3. Ethos & purpose: fostering community
   More and more brands are promoting their ethos and values to relate to consumers and engender brand loyalty. An example of this is United by Blue, an apparel manufacturer and retailer that collects one pound of debris from U.S. waterways for every item it sells.

4. ‘Clicks’ & Bricks
   Rather than operating as bricks ‘n’ mortar vs. e-commerce, operators today see their online and physical presences as mutually reinforcing. They don’t worry about whether the sale happens in store or online, just that it happens as a result of interactions both on the internet and in the shop.

5. Experience: that’s what it’s all about
   Today, successful operators are offering experiences beyond mere shopping. Sephora has been so effective because it’s stores are about play and fun first, selling products—which is a by-product of the play—second. Outerwear/activewear brand Aether has a walk-in freezer in the middle of it’s L.A. store for customers to try out its cold-weather wear. Numerous stores offer classes, show artwork, or incorporate coffee or wine bars right in their spaces. It is these kinds of innovative operators that are likely to continue to be draws for consumers.

Downtown Bellingham operator Social Fabric is one part boutique selling women’s apparel and accessories, one part learning center offering sewing classes, and a dollop of art gallery. It offers an experience that is about more than just shopping.
TRADE AREA
CUSTOMER GROUPS

RESIDENTS
Those who live both right in a downtown district and within a reasonable proximity of it are important customers—they have the ability to support a commercial area with frequency. Downtown’s population of residents is small—a little over 2,500—but there are nearly 100,000 people living within 15-minutes of Downtown. The following pages quantify this population in terms of demographic statistics, and qualify them from a lifestyle standpoint.

WORKERS
More than 7,500 people work in downtown Bellingham. Many of these workers wear two consumer hats. As employees, a good deal of their daily needs are met with eateries and service uses like copy shops. As residents of a trade area, many will shop at downtown stores, though because they are busy with their workdays this tends not to be a daily occurrence.

VISITORS
Visitors to Whatcom County spent nearly $600 million in 2016, a 3 percent increase over 2015. While these customers contribute to the sales at area stores and restaurants, they should not be merchandised to specifically, as visitors like to shop and dine “where the locals do”.

Sources: City of Bellingham, Downtown Bellingham Plan; Bellingham Whatcom County Tourism; U.S. Census Bureau, Census 2010
TRADE AREA POPULATION

- **94,994** = the Primary Trade Area population of those residing within a 0-15-minute drive of Downtown Bellingham

- **186,110** = the Secondary Trade Area population of those residing within a 15 to 40-minute drive of Downtown Bellingham

- **281,104** = the total population that resides within a 40-minute drive of Downtown Bellingham
Trade Area Demographics

Key Statistics

- 16% in the Primary Trade Area (PTA) are aged 25 to 34; their consumer spending is rising.
- 33% in the PTA are aged 35 to 64; these are high years for both earnings and consumption.
- 43% of those in the PTA have a BA degree or higher.
- The estimated 2017 average household income is just over $70k in the PTA and nearly $79k in the Total Trade Area (for all US households the average is $81k).
- Nearly 21% of households in the PTA earn $100k+ annually.

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<td>bachelor's degree</td>
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<td>graduate/professional degree</td>
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Sources: U.S. Census Bureau, Census 2010; ESRI 2017 estimates and 2022 forecasts
Trade Area Psychographics

The market of consumers for a given area is based on far more than demographic statistics. Assessing demographic data alongside information on lifestyles, attitudes and behaviors leads to psychographic profiles of a population that consider preferred activities, attitudes, spending habits, and stage of life.

For this analysis we have assessed data from ESRI, a leader in geographic information system (GIS). ESRI’s psychographics product, Tapestry, segments the entire U.S. population into 67 unique psychographic groups and provides insights into lifestyle choices, purchasing habits, and the ways people spend their time.

Within Downtown Bellingham’s Primary Trade Area, 77.3% of the adult population falls within 9 psychographic groups whose members are inclined to shop at affordable to mid-price point stores, and frequent accessibly-priced eateries. The members of these groups make up Downtown Bellingham’s Target Market. Collectively, the 9 groups tend to share the following characteristics:

• Lifestyles emphasize exercise and fitness, outdoors
• Most buy enviro-friendly and organic/natural products
• Shop at affordable to mid-price points, and/or at better consignment stores
• Are environmentally conscious
• Younger ones are very trend conscious
• Like to do things/activities, such as visit museums, go to concerts, play pool, learn a craft, go to bars, etc...

9 psychographic groups account for 77.3% of the adult population within downtown Bellingham’s PTA—they are the Target Market:

- College Towns—17%
- Old & Newcomers—10.5%
- Dorms to Diplomas—9.5%
- Set to Impress—7.9%
- Young & Restless—7.5%
- In Style—6.8%
- Golden Years—6.5%
- Bright Young Professionals—6.1%
- Exurbanites—5.5%

See the following pages for a description of each group.

Sources: ESRI 2017; Downtown Works
The 9 psychographic groups described below and on the following page account for 77.3% of adult population within a 15-minute drive of Downtown Bellingham; they constitute downtown’s Target Market.

1. **College Towns**—17% of pop. (13,678 adults)
   - Half of this group is enrolled in college, the other half works for a college or the services that support it
   - Dress to impress with the latest fashions of the season
   - Are thrifty with their purchases
   - Prefer environmentally friendly products and cars that get good gas mileage
   - Popular activities include backpacking, Pilates, and Frisbee
   - Go out to the movies and out for drinks
   - Are all about new experiences, seek out variety and adventure

2. **Old & Newcomers**—10.5% of pop. (8,461 adults)
   - Those just beginning their careers or at retirement age where they spend time traveling
   - Mostly singles, some married couples without kids
   - Rent their dwellings
   - Support environmental causes and Starbucks
   - Are price aware, but also make impulse buys
   - Are strong supporters of environmental organizations
   - Their unencumbered lifestyles are reflected in their purchases
   - Leisure activities as varied as their ages—exercise by walking, swimming, bowling

3. **Dorm to Diplomas**—9.5% of pop. (7,608 adults)
   - They’re the youngest market with half of the population aged 20–24
   - Many carry a balance on their credit card so they can buy what they want now
   - They buy trendy clothes on a budget and experiment with different brands
   - Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; many walk, bike, or car pool to class
   - They value socializing, having fun, and learning new things
   - They enjoy going out to bars for drinks, a game of billiards
   - Use a computer for just about everything—news, entertainment, shopping, blogging, social media

4. **Set to Impress**—7.9% of pop. 6,389 adults
   - 40% are single-person households
   - Nearly three quarters of all households are renters
   - Nearly one in three is aged 20 to 34
   - Are very image-conscious—dress to impress with the latest fashion and often make impulse buys
   - Always have an eye out for a sale, stock up when the price is right
   - Prefer name brands; will buy generic for a deal
   - Enjoy activities like concerts, night clubs, the zoo

5. **Young & Restless**—7.5% of pop. 6,023 adults
   - Well-educated young workers; median age is 29.4
   - 2 out of 3 have some college, an associate’s or bachelor’s degree, or higher; nearly 15% are still enrolled in college
   - Highly mobile, changing addresses frequently
   - Careful shoppers—aware of prices, have low brand-loyalty
   - Purchase natural/organic food, yet also frequent fast food establishments
   - Like to be the first to try new products
   - Enjoy dancing, playing pool, reading fashion magazines, playing sports
   - Listen to blues, jazz, rap, dance music
   - Most of their information comes from the Internet and TV

Merchandise to the 9 groups—aka the Target Market—and other area residents (and tourists) will follow.
6. In Style—6.8% of pop. (5,462 adults)
- Married couples, primarily without kids
- Are slightly older and already planning for retirement
- Nearly half are college graduates
- Enjoy traveling, read extensively
- Support arts, theater, concerts, museums
- Active, health-conscious
- Prefer organic foods; in many cases grow their own vegetables
- Invest in home remodeling/maintenance
- Attentive to price—use coupons, especially mobile coupons
- Have lots of tech gadgets
- Are generous supporters of charities and causes

7. Golden Years—6.5% of pop. 5,190 adults
- Median age of 51 years; nearly 30% aged 65 years or older
- Primarily singles living alone or empty nesters
- Are well connected: use the internet for shopping, paying bills, monitoring investments and entertainment
- Are generous supporters of the arts and charitable organizations
- They use professional services to maintain their homes inside and out and minimize their chores
- Pursue a variety of leisure interests—travel, sports, dining out, museums, and concerts
- Believe in healthy eating and use vitamins and dietary supplements
- Active social lives include travel—especially abroad—going to concerts and museums.

8. Bright Young Professionals—6.1% of pop. 4,913 adults
- Households include married and unmarried couples, as well as single-parent and single-person ones
- One out of three householders is under the age of 35
- Are physically active
- Are up on the latest technology and make ample use of their cell phones
- Bank, watch YouTube, visit blogs, and play games online
- Go to bars/clubs, attend concerts, rent DVDs from Redbox or Netflix
- Eat out often, primarily at quick-food or family-friendly eateries

9. Exurbanites—5.5% of pop. (4,433 adults)
- Married couples approaching retirement; have high incomes
- More than half have a bachelor’s degree or higher
- More interested in quality than cost; take pride in their homes and foster a sense of personal style
- Spend nearly double the national average on entertainment and recreation
- Prefer natural, organic products, contract for home care services
- Support public TV/radio
- Choose late-model luxury cars, SUVs
FOCUS BLOCKS
QUANTITATIVE ASSESSMENT
QUALITATIVE ASSESSMENT
FOCUS BLOCKS

A retail enhancement effort directed on a concentrated set of blocks results in a clear, visible impact—in a shorter amount of time—in a way that dispersing efforts throughout a downtown does not.

Downtown Bellingham encompasses roughly 100 square blocks (area shaded in on the map* at right), with varied commercial uses scattered throughout. For example, travel along State Street and you will find shops and food/beverage operators including Aslan Brewing at the corner of State and Magnolia, several located within the Herald Building at State and Holly, and others in between. Bison Bookbindery & Letterpress and several neighbors line the block of Girard south of Flora.

It is Downtown Bellingham’s blocks on Holly from Railroad to Champion, and along a few intersecting streets, that have the elements most suited to a walkable shopping/dining district: the scale and conditions of buildings; a largely contiguous street wall; the width of streets; pleasant streetscaping elements. These blocks also have the densest grouping of shops and restaurants in downtown today, and we recommend they be the initial focus of the retail program. As these blocks become even more successful, adjacent ones will too. And while these blocks will be the focus of efforts led by a Retail Advocate (see Recommendation #1 on page 33, and the Role of the Advocate in the Appendix), the program will encompass the entirety of the Downtown.

*See the Appendix for a map showing how the Downtown, Old Town, and Waterfront Districts, and the City Center Neighborhood, relate to one another.
Downtown Bellingham’s Retail Focus Blocks are: the major commercial spine of Holly, from Railroad to Champion; along Railroad between Holly and Magnolia; and a block each along Prospect, Bay and Champion as shown on the map at right.

We also see opportunity to include Commercial for a half block West of Holly if the streetlevel space on the North side of the street were to become retail rather than office. Additionally, if the JCPenney building is appropriately redeveloped it would be a game-changer for this stretch of Cornwall, which could then once again become an important retail block.
Understanding the existing mix of operators—quantifying the types of uses at the streetfront—is important when setting out to enhance a commercial area.

Of 85 streetfront spaces on the focus blocks, 60 contained stores, food+beverage, or personal services on the dates (Nov 20-21, 2017) on which the assessment was conducted.

- Food & beverage operations accounted for just over a third (34%) of all uses.
- 27% of all uses were stores—everything from apparel, gift, and home furnishings to optical, music, and candy.
- Personal care operators (i.e., hair and nail salons) accounted for 9% of uses.
- Arts/culture (i.e., theaters, museums) represented 4% of all uses.
- Just over a quarter (26%) of spaces were either non-retail uses (i.e., banks), or vacant.

**QUANTITATIVE ASSESSMENT**

85 = street-level spaces
60 = stores, F+B, personal care

on November 20 & 21, 2017
**Food & Beverage Mix**

Food & Beverage operations accounted for 29 of 60 retail on the Focus Blocks:
- 13 operators fall into the category of coffee/tea/yogurt/dessert
- 9 are fast-food or quick/casual-food operations
- 5 are bar-focused operations
- 2 are full-service restaurants; this is a very low figure for a shopping/dining district

**Store & Personal Care Mix**

31 of the 60 retail uses are shops selling soft or hard goods, or care personal services:
- 11 fall under the category of miscellaneous; among these are optical, music, convenience, candy
- 10 are stores selling home/gift focused merchandise, including antiques
- 8 are personal care operators (hair salons, nail salons)
- 2 fall into apparel/shoes/accessories/cosmetics/jewelry
QUALITATIVE ASSESSMENT

The foregoing quantitative snapshot shows the numbers of operations in the focus area by category. But the quality and condition of operations is at least as important as the number of filled storefronts—a fully occupied district with poorly designed, signed, cleaned, and merchandised operations, or with an overly narrow merchandise mix, is far from healthy.

Together with the quantitative assessment, a qualitative analysis of uses within the focus area provides a more complete view of the health of the retail along the focus blocks.

We conducted a qualitative assessment (QA) of the 60 shops, restaurants and personal services at street level within the focus area, evaluating these operations in 5 categories:

- facade—should have clear identity, good transparency, be eye-catching, be distinguished from neighbors
- signage—should be succinct, eye-catching, clutter-free
- window presence—must be well-lit, intentionally displayed, eye-catching
- exterior maintenance—must be clean, with material/paint of facade and awning in good condition
- interior—well-stocked, cohesive design, intentionally-displayed, good layout/flow, intentionally fixtured and/or furnished

Total shops, restaurants and personal services scored: 60

Average QA score: 10.6 points (out of a possible 20)—collectively the operations are below standards in terms of the experience they offer to consumers.

6 operations scored 16 points or higher, and another 24 scored 11-15 points. 30 operations (50%) scored 10 points or less—they are below standards in terms of the experience they offer.

Average scores by category (each is out of a possible 4 points):

- Exterior maintenance: 2.4
- Facade: 2.2
- Signage: 2.2
- Interior: 1.7
- Window presence: 2.2

4 operations scored 5 pts or less = far below standards
26 operations scored 6-10 pts = below standards
24 operations scored 11-15 pts = can & must improve
6 operations scored 16-20 pts = good to great!
Qualitative Assessment—Why Does it Matter?

Operations that are thoughtful about their exterior design, branding, and maintenance create storefronts that grab the attention of passersby, and if they offer a quality experience once inside (from a service standpoint as well as based on the design, layout, and food or merchandise offerings) they not only get people to be customers that day, but to return, and to tell others about their experience. So the look and feel of a store or restaurant is integral to its success. But it’s not just about the success of the individual operator—it’s also about the success of a downtown district as a whole.

Takeaways

Half of all operators on the focus blocks are below standards in terms of the experience they offer. 40% scored in the range of “Can and Must Improve”—it is these operations in particular that can take steps to improve their offering, be lifted in to the range of “Good to Great”, boost their bottom-lines, and enhance the downtown experience. (It would be difficult to lift the 40% of operations that scored 10 points and below—over time the spaces they are in should be recaptured and filled with stronger operators.)

Recommended activities and actions to enhance downtown offerings:

- **Window display, interior merchandising**—provide guidance through workshops and one-on-one merchandising consultations.
- **Exterior maintenance**—discuss with landlords; suggest they include requirements in leases and enforce them.
- **Facade, signage**—explore grant/loan options for existing operators. Review existing retail design guidelines and, if necessary, have them updated by a retail-centric architect.
- **Recommend all operators**—both new and existing—read anthropologist Paco Underhill’s “Why We Buy, the Science of Shopping.” Originally published in 1999 and updated in 2008, this bible of store merchandising distills several decades of rigorous study on how people interact with the retail environment. An entertaining and quick read, operators will find it chock-full of useful ideas and insights on how stores are presented from the outside in.
What makes a great retailer?

Great retailers have distinctive facades that draw people in; signage that is succinct and eye-catching; engaging and frequently changed window displays; and a sought-after selection of focused merchandise in appropriate quantities.

"Curb appeal" can account for nearly two-thirds of first-time sales at shops and restaurants.

The above retail principles are further illustrated in “What Makes a Great Retailer” found in the appendix.
MERCHANDISING PLAN
MERCHANDISING PLAN

The pie charts at right show the existing mix in Downtown Bellingham’s focus area alongside the ideal mix. The goal will be to increase the amount of quality stores and food + beverage operations, as well as personal care offerings.

- Today 34% of the uses are Food + Beverage (F+B). The goal is to increase this to around 40% of uses.
- When combined, stores and personal care make up 36% of uses; the goal is to raise this to closer to 55% of all uses.
- Non-retail, which today accounts for 18% of uses, should ideally be 0% of uses, but no more than 5% would be a great goal.
- Ideally, there will be no vacancies in the focus area, rather storefronts filled with high-quality operators (though an empty space is far better than one filled with a poor-quality operator).

The ideal use mix is a goal to work towards, not a specific end-point. No district will ever have a zero vacancy rate, as spaces turn over all the time for a variety of reasons. And reducing the amount of streetfront space taken up by non-retail uses is a long-term process.

More detail on specific uses to seek for Downtown Bellingham’s focus blocks are on the next page.
VISION: Downtown Bellingham’s Focus Blocks are filled with high-quality uses emphasizing unique shops, eateries, and personal services, with a healthy balance of daytime and nighttime operators.

Downtown districts with unique, contiguous, and well-branded collections of quality shops and eateries, combined with cultural offerings, create a compelling experience and foster a sense of place to which people are drawn. These districts serve those living in the community at large, those who live and/or work in the immediate vicinity, as well as the visitor market. Below we share our thinking for the specific categories of operators to seek out for Downtown Bellingham’s Focus Blocks. Keep in mind, however, that it is the operator who ultimately determines where they will put their store or restaurant; the main goal is to get them to see the opportunity in locating in a space in Downtown Bellingham.

USES TO SEEK:
- Food + Beverage—chef-driven, full-service restaurants with unique concepts; some high-quality quick/casual concepts
- Lifestyle Stores—operators that curate a unique mix; could include everything from apparel and accessories to home and gifts
- Outdoor-Oriented Stores—apparel, gear, equipment
- Home & Gifts—furnishings/accents, kitchen, garden, gifts, tech/travel/office
- Health, Wellness & Beauty—beauty products/makeup, salons, barbers, spas, nail parlors
- Misc. Uses—high-quality resale stores, doggie daycare/food & accessory

CONSIDERATIONS:
- Quality—the key consideration when seeking out new operators is that they be stellar at what they do—their product offering and overarching experience must draw people in and get them to return.
- Price-point—for the most part, stores with moderate price-points stores should be sought.
- Locals vs. non-locals—in order to have a distinctive, compelling offering, the balance of operations in Downtown Bellingham should be tipped strongly in favor of local/independent operators vs. national/international ones.
MAGNETS, NEUTRALS & INHIBITORS

Operators with high standards and an explicit identity should be sought for Downtown Bellingham. The focus should be on “magnets”—quality operators that spark the interest of other operators to consider locating near them. Each deal should leverage the next; deals that inhibit other quality operators from locating nearby must be avoided.

INTERIM/ALTERNATE USES

Though longer-term operations are the goal, when needed other uses can activate space.

Pop-up shops have become *de rigeur* in cities across the U.S. This could take the form, for example, of a second location of a gift store from another Pacific Northwest town for a period during the holiday season. Or a store by a new entrepreneur who tests a concept at low-risk. Pop-up operators typically spend little money on setting up a store; they rely on creativity to create a strong temporary storefront presence and compelling interior. Successful pop-ups can be precursors to more lasting stores. This route can also benefit the landlord, who does not spend any money on upgrading a space until they have a tested tenant in hand.

With any alternate use, landlords should keep lease terms relatively short so spaces can be readily available for longer-term shops and restaurants.

- well-executed independent concepts
- nationals that put just one or two stores in a market
  
  For example, an operator such as Filson would be considered a Magnet—when it locates somewhere other operators take notice. High-quality, well-known and well-respected local or regional stores or restaurants also act as magnets.

- local operators that are of reasonable quality
- national operators that may already exist in the market but with few locations

  An operator like Starbucks would be considered a Neutral—while quality operators would locate next to a Starbucks, their interest in a district would not be piqued because of it.

- poor quality local operators
- fast food outlets
- too many banks
- low-end outlet/discount stores

Some operators are considered Inhibitors because quality operators would stay away from a space or a given block because of their presence. Quiznos is an example—this type of operator should be located on side streets or secondary streets, not on a district’s key shopping/dining blocks.
RECOMMENDATIONS

Relevance requires EVOLUTION

“Overall, Nordstrom is not in the worst place compared to other players in the space, but neither is it quite the robust business it once was. It needs to adapt and evolve in order to survive.”

—Neil Saunders, managing director of retail for research firm GlobalData

"If you have a boring or average retail experience, you're going to struggle.”

— Ron Harries, vice president and head of retail stores at TechStyle Fashion Group
RECOMMENDATIONS

The following 10 recommendations describe actions to address issues and leverage the assets of Downtown Bellingham; based on priorities and resources, the City will need to determine which to take on directly, and which might be taken on by other partners. The first recommendation, hiring/training a Retail Advocate, is already underway in collaboration with the Downtown Bellingham Partnership. Collectively, these recommendations can improve the enabling environment and help in the cultivation of a mix of uses to ensure Downtown Bellingham’s relevance and sustainability in an evolving retail world.

Recommendation 1—
Hire & Train a Retail Advocate

Downtown Bellingham has the best chance of reaching its full potential if an advocate is in place to steward the retail enhancement effort. The Downtown Bellingham Partnership hired an advocate in March 2018 following a vetting process that produced a highly-qualified, dynamic pool of candidates. The City of Bellingham is partnering with the organization to support the position, and training of the retail advocate by Downtown Works is underway.

The advocate will develop relationships with landlords—sharing the retail strategy, gaining their support, and getting to know about their properties. At the same time, this person will identify and develop relationships with operators adept at creating a compelling shop or eatery that will induce people to patronize Downtown Bellingham. The advocate will also help promote activities, policies, and regulations that support a strong retail environment.

As one example of success, the work of the Retail Advocate in Seattle’s Pioneer Square has resulted in more than three dozen operators that fit the merchandise mix plan opening their doors in the district in the last five years.

See the appendix for more detail on the role of the Retail Advocate.

Recommendation 2—
Engage Top-Notch Developers

Conditions are ripe to attract investors and developers with a solid portfolio of small- to mid-size ground-up and/or redevelopment projects. Only developers who have produced quality mixed-use product in an urban setting should be sought. New residential product in downtown can help foster a sense of community and bring activity to a district, both by putting feet on the streets and with lights on at night; these residents also help to support the shops and restaurants in a downtown.

- Encourage as much residential as possible be built in Downtown Bellingham.
- Continue with incentive programs, such as the Multi-Family tax exemption.
- Explore assets/land ripe for development and all options for turning existing buildings into mixed-use properties.
- In addition to residential, a boutique hotel downtown would be a terrific addition.

To maintain the integrity of Downtown Bellingham, any new development should be in line with the scale of existing buildings in the Downtown Core.

Recommendation 3—
Influence What Occurs with the JCPenney’s Site

The site on Cornwall Avenue between Holly and Magnolia that once housed JCPenney offers a prime opportunity to improve Downtown Bellingham. Work to influence its transfer to friendly hands that will turn it into a major downtown asset. Ideally, the site would offer several ground-floor retail spaces beneath market-rate residential, a boutique hotel, office space, or a combination thereof.

The following 10 recommendations describe actions to address issues and leverage the assets of Downtown Bellingham; based on priorities and resources, the City will need to determine which to take on directly, and which might be taken on by other partners. The first recommendation, hiring/training a Retail Advocate, is already underway in collaboration with the Downtown Bellingham Partnership. Collectively, these recommendations can improve the enabling environment and help in the cultivation of a mix of uses to ensure Downtown Bellingham’s relevance and sustainability in an evolving retail world.
Recommendation 4—
Mitigate the Width of Railroad Avenue

Railroad Avenue between Chestnut and Champion is very wide due to the four rows of diagonal parking and the median that runs along it; this condition is not helpful to retail, and as a result the street is very likely not as successful as it might be. Explore opportunities to mitigate the width of Railroad Avenue between Holly and Magnolia by testing out the addition of a few flexible/portable structures to the median; these could house small shops or F&B operators, effectively creating double-loaded retail. These could also incubate operators—successful ones may ‘graduate’ into larger spaces in buildings within Downtown.

Clearly, an undertaking as described above would remove some parking spaces; it will be important to investigate the idea with adjacent business operators and with the public works department.

Recommendation 5—
Support Existing Operators

Operators that scored in the range of “can/must improve” on the qualitative assessment have every opportunity to enhance the experience they offer, and thereby boost their bottom-lines. The City and the Downtown Bellingham Partnership plan to engage a consultant to conduct a workshop for operators that will focus on exterior and interior branding and merchandising. They may also engage consultants to work directly with operators on their individual space.

Existing operators will also benefit with the addition of great neighbors—a solid cohort of contiguous operators draws more people with frequency to a district; quality operators will reap the rewards of increased sales.

Recommendation 6—
Require Retail-Friendly Design

New construction and remodels of existing buildings/spaces must be designed in a manner that promotes the visibility of retail space, offers the right sizes of spaces, and enables operators to brand their spaces. The City is at work on a set of design criteria; the more retail-sensitive this is, the more helpful it will be to this effort.

Support every opportunity to improve existing storefronts and signage. The City is already taking steps to improving the visibility and look/feel of storefronts in the Parkade Building by painting the mullions of individual storefronts in varying, complementary shades that will better draw the eye than the existing shade of green that is consistent across all storefronts.
Recommendation 7—
Require Active Uses on Key Downtown Blocks

The most successful retail streets are marked by contiguous retail at the street level, uninterrupted by inactive uses such as banks or offices. While the City currently requires commercial at the street level within the focus area, prohibiting inactive (or at minimum far less active) uses from locating on key shopping/dining blocks within downtown Bellingham would offer stores and eateries the greatest chance for success. Do not, however, require ground-floor retail in every building throughout the downtown, as this would not be supportable. Instead, explore allowing ground floor residential or non-retail commercial uses outside of downtown’s focus blocks. As examples of urban street-level residential look to Bellingham’s Canadian neighbor to the north, Vancouver, and to the Pearl District in Portland Oregon.

Recommendation 8—
Improve Wayfinding

As pointed out by previous consultants, downtown signage along the I-5 freeway could be improved so that downtown as a destination is better highlighted. Additionally, within the downtown core wayfinding to parking options should be enhanced. These efforts are underway as part of the county-wide wayfinding project.

Recommendation 9—
Ensure a Strong Connection to the Waterfront

Development occurring along Bellingham’s waterfront adjacent to downtown is a terrific enhancement for the City. Work closely with the most talented landscape/streetscape designers you can find to ensure a strong connection is made between it and the downtown commercial core—together they can and should offer a cohesive downtown experience. Additionally, any development between the core and the waterfront could offer non-retail ground-floor uses including residential.

Be wary of planning for too much retail space in the waterfront area. Typically when people are using a waterfront they are there for very discrete reasons that do not overlap with serious shopping; beyond souvenirs, stores find it a tough place to do business. Several food + beverage uses along with some service-oriented operations to support waterfront activities (i.e., rental of kayaks/paddleboards/bikes, and accessories to go along with these), and potentially some art galleries could work along the waterfront.

Recommendation 10—
Explore Funding Sources for Facade and Other Improvements

The City has a suite of incentives for development in place. And for qualified business operators, the City offers a B&O Tax Reduction; this is a graduated tax credit of 90% the first year, 75% the second year and 50% for the third year of operation. The City is also exploring additional incentives to support facade improvements by existing operators.

Operators themselves can tap funding sources for improvements. For example, Mercy Corps Northwest has a micro-loan program that lends from $500-$50,000 to existing or startup operators that don’t qualify for conventional loans. Craft3 offers loans of $25,000 to $5 million for small retailers and others in start-up or expansion phases who are not able to access traditional bank financing.

Incentives can also be useful tools for attracting tenants, as when landlords offer construction allowances or low initial rent rates.
NEXT STEPS

RETAIL ADVOCATE

- Hire and provide training for a retail advocate to serve as the steward for the retail program in Downtown Bellingham.
- Develop a marketing “image” piece for use by the retail advocate. This should be eye-catching and succinct; more detailed information about downtown and opportunities can be made available online.
- Meet one-on-one with landlords to discuss the retail program and their individual properties and tenancies.
- Develop database: the advocate should enter all data regarding prospecting in a database tool (such as SalesForce or Knack) to support his/her work and to build institutional memory.

OVERALL

- Seek out top-notch developers who have created or redeveloped high-quality, urban, mixed-use offerings. In particular, focus on getting the JCPenney building in friendly hands.
- Explore the feasibility of testing out structures for use by small operators in the median along Railroad Avenue between Holly and Magnolia.
- Complete the effort that is underway to improve the look/feel of the spaces in the Parkade building by painting storefront mullions and the overhang.
- Create a plan to act on/explore the feasibility of the remainder of the recommendations outlined on pages 31 and 34.

MEASURING PROGRESS

Progress with a retail program is not visible overnight, yet over time a commercial area can be improved one space at a time with an active and sustained advocacy effort.

early on (years 1-2), measure:
- # of prospects generated
- # of prospect visits
- # of deals in negotiations

later (years 2-5), measure:
- # of leases signed
- # of operations opened

over time, measure:
- increase in rental rates
- growth in sales tax
- growth in property tax
APPENDIX

1. Retail Advocate Role
2. Retail Study Steering Committee List
3. Stakeholder Interview List
4. Map of Bellingham City Center Districts
5. Design Considerations
6. What makes a great retailer?
7. Market Data Tables
RETAIL ADVOCATE

The Retail Advocate identifies and develops relationships with operators, ones adept at creating a compelling shop or eatery, that appeal to the target market groups. The Advocate acts as a matchmaker between prospects and downtown’s property owners and their brokers. Early on, the Advocate meets with landlords to discuss the strategy and begin building their trust. The Advocate must be:

- an expert at recognizing quality store and restaurant operators
- enthusiastic about their downtown
- detail-oriented
- tenacious yet engaging

In cases where landlords cannot reject a tenant that is not the highest and best use for the focus area, the Advocate can encourage alternative strategies such as shorter-term deals and performance clauses that allow the space to be recaptured when more fitting tenants are found.

Retail Advocate Role

- salaried (not commission-based)
- develops and nurtures relationships with developers, property owners, existing operators, and potential operators
- serves as a “Match Maker”—brings viable prospects to landlords and/or their real estate representative
- keeps track of key vacancies, short-term leases, lease expirations; advises on recaptures of ground level space for retail
- enters all prospecting and property data in a tool such as SalesForce or Knack for his/her use and to build institutional memory
- works with relevant City agencies to help facilitate the opening of shops and restaurants

Process

The Retail Advocate is tasked with finding operators for Downtown Bellingham, with an emphasis on the focus area.

Following hiring, the training process for the Advocate includes:

Initial Training: Provide the Retail Advocate with intensive training on leasing terminology; landlord relations; prospecting philosophy, approach, and best practices; and the process for “handholding” a retailer through to the opening of their operation (leasing, permitting, etc.).

Landlord Relations: Together with the Retail Advocate, meet one-on-one with landlords and their brokers to share the retail strategy, seeking their support for the plan. We discuss opportunities and issues with their properties and tenants (referring to the qualitative assessment), and emphasize how critical the street-level tenanting is to their building as well as to the district as a whole. We also provide landlords with suggested lease clauses that are considered best practices in terms of retail leasing.

Prospecting: Prospect with Retail Advocate, seeking out and engaging quality, independent, well-branded operators from throughout the region. Prospecting is conducted in person, not by phone or e-mail. Just as in a mall, downtown stores and restaurants come and go over time, making the recruiting effort an ongoing, continual process of building a pipeline of potential operators.

As part of our process, we advise on the development of a succinct marketing image pieces for use by the Advocate. We continually review prospecting efforts and strategize regarding key opportunities.
Retail Study Steering Committee

Alice Clark, Executive Director, Downtown Bellingham Partnership
Casey Diggs, President, DBP Board/Operations Manager, Boundary Bay
Dylan Green, Design Consultant
Kane Hall, Manager/CEO, Daylight Properties
Kathleen Iwerson, Owner, Ideal
Jeff McClure, Principal, RMC Architects
Brittany O’Brien, Owner, Spruce
CJ Seitz, Director, Small Business Development Center
Shultzie Willows, Vice-President, DBP Board/Community Engagement Director, Lydia Place

City of Bellingham Study Leads

Tara Sundin, Community and Economic Development Manager
Darby Cowles, Planning and Community Development Senior Planner
Stakeholder Interviewees

Across several months in late 2017, Downtown Works conducted one-on-one interviews with the following Bellingham stakeholders as part of the Retail Study process.

Heather Baker, Pacific Continental Realty/DBP Board
Deborah DeWees, Assistant VP for Alumni/Executive Director, WWU Almni Association
Amia Froese, Saratoga Commercial Real Estate
Donna Gibbs, VP for University Relations and Marketing
Dylan Green, Design Consultant
Bob Hall, Owner, Daylight Properties
Kane Hall, Manager/CEO, Daylight Properties
David Hovde, Windermere Real Estate
David Johnston, Owner, Clearstory Investments
Jeff Kochman, President, AMBK LLC
Janet Lightner, General Manager, Boundary Bay Brewery

Jeff McClure, Principal, RMC Architects
Bob Pritchett, President/CEO, Faithlife
Susie Purvus, Executive Director, Pickford Film Center
Ken Reinshmidt, Saratoga Commercial Real Estate
Renee Scherrer, Owner, Social Fabric
CJ Seitz, Director, Small Business Development Center
Ali Taysi, Owner, AVT Consulting
Pinky Vargas, Bellingham City Council
Sandy Ward, President/CEO, Bellingham Whatcom County Tourism
Shultzie Willows, Vice-President, DBP Board/Community Engagement Director, Lydia Place
Design Considerations

Retail space should drive development concepts, as buildings designed with ground level facades that relate to the street and that are differentiated from upper levels—and with a mix of historic and contemporary styles—play a critical role in creating a vibrant urban district that is attractive to both operators and consumers. And no matter the offering—be it sporting goods, Korean BBQ, handbags, or chocolates—the visual appeal of a store or restaurant has a tremendous impact on a retailer’s bottom-line. To provide operators the greatest chance for success, the design of buildings should adhere to the following guidelines:

- Retail should be differentiated and distinct from from upper floors.
- Spaces should be built out to the sidewalk/right of way; no setbacks, arcades, plazas, or other features should be built into storefront areas, as it is important to maximize interior space, promote storefront visibility, and maintain flexibility of use.
- Avoid generic designs that come with storefront systems (see page 2 for examples); these lead to a bland environment that does not interest passersby.
- Retail storefronts should promote visibility; they should be emphasized, transparent (no tinted windows), treated as the retailer’s major identity/brand, and designed to engage pedestrians (see examples on page 3).
- Signage should emphasize retail identity and call attention to retail.
- Landscaping elements (trees, plants, flowers) make an important contribution to creating a vibrant retail district; they should be carefully chosen to enhance the pedestrian and consumer experience without blocking views to storefronts.
Example storefronts to **EMULATE**! This small sampling represents distinctive storefronts that create districts that capture interest. Operators should always hire experts experienced with designing shop and/or restaurant exteriors (and interiors!).

**Best Practices**

- **brand-supportive, distinctive design/color,** (differentiated from neighbors)
- **well-signed:** clarity, highly visible; blade sign as well as front-facing; if name is on window it should not block view into space
- **clutter-free:** minimal signage...just store name and hours
- **clean/well-maintained**
- **well-lit:** critical! attracts people “like moths to a flame”
- **welcoming accessories:** bright doormat, planters
Generic storefront systems to **AVOID** as they do not capture interest from those passing by on foot or by vehicle, and give retailers little to no opportunity to distinguish their brand (and notice how many are vacant!).

**Issues**
- systems leave little opportunity for operators to brand themselves
- low-grade materials are incongruous with many operators, not to mention harm a downtown’s quality and authenticity
- lower levels are not distinguished from upper
- tinted windows would make it next to impossible for passersby to see store displays
Distinctive storefronts (can be created in old and in new buildings):

- Well-branded
- Eye-catching
- Distinguished from upper floors and from adjacent spaces
Appropriate signage:

- Succinct—in most cases the name should be in just one or two spots
- Eye-catching, well-branded
- Storefront should not be cluttered with lots of text or signs pasted to windows
- Restaurants should post their menu in a neat and tidy fashion
- Avoid neon open signs
Engaging window presence:

- Are intentionally done, conveying a particular spirit and catching the eye
- Are frequently changed, ideally every 2 or 3 weeks
- Do not overly rely on props, instead focusing on merchandise that is sold
- Have transparency and are well-lit
Interiors characterized by:

- Well laid-out, intentionally designed space, fixturing/furnishings
- Carefully displayed products organized in a visually compelling manner
- Inventory levels neither cluttered nor sparse
- Product selection varied yet cohesive

What makes a great retailer?
Site Map

E Holly St & Railroad Ave, Bellingham, Washington, 98225
Drive Time Bands: 0-15, 15-40 minute radii

Prepared by Downtown Works
Latitude: 48.74913
Longitude: -122.47822

©2017 Esri
Executive Summary

E Holly St & Railroad Ave, Bellingham, Washington, 98225
Drive Time Bands: 0-15, 15-40 minute radii

<table>
<thead>
<tr>
<th>Population</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Population</td>
<td>76,089</td>
<td>143,625</td>
</tr>
<tr>
<td>2010 Population</td>
<td>88,655</td>
<td>172,793</td>
</tr>
<tr>
<td>2017 Population</td>
<td>94,994</td>
<td>186,110</td>
</tr>
<tr>
<td>2022 Population</td>
<td>99,742</td>
<td>196,433</td>
</tr>
<tr>
<td>2000-2010 Annual Rate</td>
<td>1.54%</td>
<td>1.87%</td>
</tr>
<tr>
<td>2010-2017 Annual Rate</td>
<td>0.96%</td>
<td>1.03%</td>
</tr>
<tr>
<td>2017-2022 Annual Rate</td>
<td>0.98%</td>
<td>1.09%</td>
</tr>
<tr>
<td>2017 Male Population</td>
<td>49.3%</td>
<td>49.7%</td>
</tr>
<tr>
<td>2017 Female Population</td>
<td>50.7%</td>
<td>50.3%</td>
</tr>
<tr>
<td>2017 Median Age</td>
<td>33.6</td>
<td>39.0</td>
</tr>
</tbody>
</table>

In the identified area, the current year population is 186,110. In 2010, the Census count in the area was 172,793. The rate of change since 2010 was 1.03% annually. The five-year projection for the population in the area is 196,433 representing a change of 1.09% annually from 2017 to 2022. Currently, the population is 49.7% male and 50.3% female.

<table>
<thead>
<tr>
<th>Median Age</th>
<th></th>
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<tbody>
<tr>
<td>The median age in this area is 33.6, compared to U.S. median age of 38.2.</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Race and Ethnicity</th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>2017 White Alone</td>
<td>82.5%</td>
<td>80.2%</td>
</tr>
<tr>
<td>2017 Black Alone</td>
<td>1.5%</td>
<td>0.9%</td>
</tr>
<tr>
<td>2017 American Indian/Alaska Native Alone</td>
<td>1.4%</td>
<td>3.1%</td>
</tr>
<tr>
<td>2017 Asian Alone</td>
<td>6.1%</td>
<td>3.1%</td>
</tr>
<tr>
<td>2017 Pacific Islander Alone</td>
<td>0.3%</td>
<td>0.3%</td>
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<tr>
<td>2017 Other Race</td>
<td>3.3%</td>
<td>8.5%</td>
</tr>
<tr>
<td>2017 Two or More Races</td>
<td>4.9%</td>
<td>4.0%</td>
</tr>
<tr>
<td>2017 Hispanic Origin (Any Race)</td>
<td>8.4%</td>
<td>17.3%</td>
</tr>
</tbody>
</table>

Persons of Hispanic origin represent 17.3% of the population in the identified area compared to 18.1% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 53.9 in the identified area, compared to 64.0 for the U.S. as a whole.

<table>
<thead>
<tr>
<th>Households</th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>2000 Households</td>
<td>31,394</td>
<td>52,118</td>
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<tr>
<td>2010 Households</td>
<td>37,547</td>
<td>64,633</td>
</tr>
<tr>
<td>2017 Total Households</td>
<td>39,957</td>
<td>68,836</td>
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<tr>
<td>2022 Total Households</td>
<td>41,912</td>
<td>72,327</td>
</tr>
<tr>
<td>2000-2010 Annual Rate</td>
<td>1.81%</td>
<td>2.18%</td>
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<td>2010-2017 Annual Rate</td>
<td>0.86%</td>
<td>0.87%</td>
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<tr>
<td>2017-2022 Annual Rate</td>
<td>0.96%</td>
<td>0.99%</td>
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<tr>
<td>2017 Average Household Size</td>
<td>2.25</td>
<td>2.68</td>
</tr>
</tbody>
</table>

The household count in this area has changed from 64,633 in 2010 to 68,836 in the current year, a change of 0.87% annually. The five-year projection of households is 72,327, a change of 0.99% annually from the current year total. Average household size is currently 2.68, compared to 2.65 in the year 2010. The number of families in the current year is 47,960 in the specified area.

Data Note: Income is expressed in current dollars
Executive Summary

E Holly St & Railroad Ave, Bellingham, Washington, 98225
Drive Time Bands: 0-15, 15-40 minute radii

Prepared by Downtown Works
Latitude: 48.74913
Longitude: -122.47822

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Median Household Income</td>
<td>$50,716</td>
<td>$60,442</td>
</tr>
<tr>
<td>2022 Median Household Income</td>
<td>$54,991</td>
<td>$69,311</td>
</tr>
<tr>
<td>2017-2022 Annual Rate</td>
<td>1.63%</td>
<td>2.78%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Household Income</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Average Household Income</td>
<td>$70,478</td>
<td>$78,703</td>
</tr>
<tr>
<td>2022 Average Household Income</td>
<td>$79,875</td>
<td>$90,512</td>
</tr>
<tr>
<td>2017-2022 Annual Rate</td>
<td>2.53%</td>
<td>2.84%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Per Capita Income</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Per Capita Income</td>
<td>$30,430</td>
<td>$29,529</td>
</tr>
<tr>
<td>2022 Per Capita Income</td>
<td>$34,296</td>
<td>$33,742</td>
</tr>
<tr>
<td>2017-2022 Annual Rate</td>
<td>2.42%</td>
<td>2.70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Households by Income</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current median household income is $60,442 in the area, compared to $56,124 for all U.S. households. Median household income is projected to be $69,311 in five years, compared to $62,316 for all U.S. households</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current average household income is $78,703 in this area, compared to $80,675 for all U.S. households. Average household income is projected to be $90,512 in five years, compared to $91,585 for all U.S. households</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current per capita income is $29,529 in the area, compared to the U.S. per capita income of $30,820. The per capita income is projected to be $33,742 in five years, compared to $34,828 for all U.S. households</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Housing</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Total Housing Units</td>
<td>33,036</td>
<td>58,327</td>
</tr>
<tr>
<td>2000 Owner Occupied Housing Units</td>
<td>16,317</td>
<td>36,794</td>
</tr>
<tr>
<td>2000 Renter Occupied Housing Units</td>
<td>15,077</td>
<td>15,324</td>
</tr>
<tr>
<td>2000 Vacant Housing Units</td>
<td>1,642</td>
<td>6,209</td>
</tr>
<tr>
<td>2010 Total Housing Units</td>
<td>39,759</td>
<td>71,170</td>
</tr>
<tr>
<td>2010 Owner Occupied Housing Units</td>
<td>18,326</td>
<td>44,985</td>
</tr>
<tr>
<td>2010 Renter Occupied Housing Units</td>
<td>19,221</td>
<td>19,648</td>
</tr>
<tr>
<td>2010 Vacant Housing Units</td>
<td>2,212</td>
<td>6,537</td>
</tr>
<tr>
<td>2017 Total Housing Units</td>
<td>41,891</td>
<td>75,461</td>
</tr>
<tr>
<td>2017 Owner Occupied Housing Units</td>
<td>18,942</td>
<td>47,217</td>
</tr>
<tr>
<td>2017 Renter Occupied Housing Units</td>
<td>21,014</td>
<td>21,619</td>
</tr>
<tr>
<td>2017 Vacant Housing Units</td>
<td>1,934</td>
<td>6,625</td>
</tr>
<tr>
<td>2022 Total Housing Units</td>
<td>43,960</td>
<td>79,366</td>
</tr>
<tr>
<td>2022 Owner Occupied Housing Units</td>
<td>19,713</td>
<td>49,643</td>
</tr>
<tr>
<td>2022 Renter Occupied Housing Units</td>
<td>22,199</td>
<td>22,684</td>
</tr>
<tr>
<td>2022 Vacant Housing Units</td>
<td>2,048</td>
<td>7,039</td>
</tr>
</tbody>
</table>

Currently, 62.6% of the 75,461 housing units in the area are owner occupied; 28.6%, renter occupied; and 8.8% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 71,170 housing units in the area - 63.2% owner occupied, 27.6% renter occupied, and 9.2% vacant. The annual rate of change in housing units since 2010 is 2.64%. Median home value in the area is $305,055, compared to a median home value of $207,344 for the U.S. In five years, median value is projected to change by 6.42% annually to $416,422.

Data Note: Income is expressed in current dollars

October 24, 2017

©2017 Esri
# Market Profile

E Holly St & Railroad Ave, Bellingham, Washington, 98225

Drive Time Bands: 0-15, 15-40 minute radii

![Map](image)

<table>
<thead>
<tr>
<th>Population Summary</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Total Population</td>
<td>76,089</td>
<td>143,625</td>
</tr>
<tr>
<td>2010 Total Population</td>
<td>88,655</td>
<td>172,793</td>
</tr>
<tr>
<td>2017 Total Population</td>
<td>94,994</td>
<td>186,110</td>
</tr>
<tr>
<td>2017 Group Quarters</td>
<td>5,264</td>
<td>1,837</td>
</tr>
<tr>
<td>2022 Total Population</td>
<td>99,742</td>
<td>196,433</td>
</tr>
<tr>
<td>2017-2022 Annual Rate</td>
<td>0.98%</td>
<td>1.09%</td>
</tr>
<tr>
<td>2017 Total Daytime Population</td>
<td>106,482</td>
<td>178,642</td>
</tr>
<tr>
<td>Workers</td>
<td>60,102</td>
<td>76,012</td>
</tr>
<tr>
<td>Residents</td>
<td>46,380</td>
<td>102,630</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Summary</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Households</td>
<td>31,394</td>
<td>52,118</td>
</tr>
<tr>
<td>2000 Average Household Size</td>
<td>2.28</td>
<td>2.72</td>
</tr>
<tr>
<td>2010 Households</td>
<td>37,547</td>
<td>64,633</td>
</tr>
<tr>
<td>2010 Average Household Size</td>
<td>2.22</td>
<td>2.65</td>
</tr>
<tr>
<td>2017 Households</td>
<td>39,957</td>
<td>68,836</td>
</tr>
<tr>
<td>2017 Average Household Size</td>
<td>2.25</td>
<td>2.68</td>
</tr>
<tr>
<td>2022 Households</td>
<td>41,912</td>
<td>72,327</td>
</tr>
<tr>
<td>2022 Average Household Size</td>
<td>2.25</td>
<td>2.69</td>
</tr>
<tr>
<td>2017-2022 Annual Rate</td>
<td>0.96%</td>
<td>0.99%</td>
</tr>
<tr>
<td>2010 Families</td>
<td>18,442</td>
<td>45,187</td>
</tr>
<tr>
<td>2010 Average Family Size</td>
<td>2.82</td>
<td>3.12</td>
</tr>
<tr>
<td>2017 Families</td>
<td>19,429</td>
<td>47,960</td>
</tr>
<tr>
<td>2017 Average Family Size</td>
<td>2.83</td>
<td>3.15</td>
</tr>
<tr>
<td>2022 Families</td>
<td>20,286</td>
<td>50,308</td>
</tr>
<tr>
<td>2022 Average Family Size</td>
<td>2.84</td>
<td>3.16</td>
</tr>
<tr>
<td>2017-2022 Annual Rate</td>
<td>0.87%</td>
<td>0.96%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Housing Unit Summary</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Housing Units</td>
<td>33,036</td>
<td>58,327</td>
</tr>
<tr>
<td>Owner Occupied Housing Units</td>
<td>49.4%</td>
<td>63.1%</td>
</tr>
<tr>
<td>Renter Occupied Housing Units</td>
<td>45.6%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Vacant Housing Units</td>
<td>5.0%</td>
<td>10.6%</td>
</tr>
<tr>
<td>2010 Housing Units</td>
<td>39,759</td>
<td>71,170</td>
</tr>
<tr>
<td>Owner Occupied Housing Units</td>
<td>46.1%</td>
<td>63.2%</td>
</tr>
<tr>
<td>Renter Occupied Housing Units</td>
<td>48.3%</td>
<td>27.6%</td>
</tr>
<tr>
<td>Vacant Housing Units</td>
<td>5.6%</td>
<td>9.2%</td>
</tr>
<tr>
<td>2017 Housing Units</td>
<td>41,891</td>
<td>75,461</td>
</tr>
<tr>
<td>Owner Occupied Housing Units</td>
<td>45.2%</td>
<td>62.6%</td>
</tr>
<tr>
<td>Renter Occupied Housing Units</td>
<td>50.2%</td>
<td>28.6%</td>
</tr>
<tr>
<td>Vacant Housing Units</td>
<td>4.6%</td>
<td>8.8%</td>
</tr>
<tr>
<td>2022 Housing Units</td>
<td>43,960</td>
<td>79,366</td>
</tr>
<tr>
<td>Owner Occupied Housing Units</td>
<td>44.8%</td>
<td>62.5%</td>
</tr>
<tr>
<td>Renter Occupied Housing Units</td>
<td>50.5%</td>
<td>28.6%</td>
</tr>
<tr>
<td>Vacant Housing Units</td>
<td>4.7%</td>
<td>8.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>2017</th>
<th>$50,716</th>
<th>2022</th>
<th>$60,442</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Home Value</td>
<td>2017</td>
<td>$347,780</td>
<td>2022</td>
<td>$305,055</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>2017</td>
<td>$30,430</td>
<td>2022</td>
<td>$29,529</td>
</tr>
<tr>
<td>Median Age</td>
<td>2010</td>
<td>32.3</td>
<td>2017</td>
<td>38.0</td>
</tr>
<tr>
<td></td>
<td>2022</td>
<td>34.7</td>
<td>39.0</td>
<td></td>
</tr>
</tbody>
</table>

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


October 24, 2017
## 2017 Households by Income

<table>
<thead>
<tr>
<th>Household Income Base</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$15,000</td>
<td>39,957</td>
<td>68,836</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>14.2%</td>
<td>8.3%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>11.2%</td>
<td>8.1%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>11.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>12.8%</td>
<td>13.3%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>17.7%</td>
<td>19.7%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>12.4%</td>
<td>15.3%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>11.6%</td>
<td>15.3%</td>
</tr>
<tr>
<td>$200,000+</td>
<td>4.6%</td>
<td>5.8%</td>
</tr>
<tr>
<td><strong>Average Household Income</strong></td>
<td><strong>$70,478</strong></td>
<td><strong>$78,703</strong></td>
</tr>
</tbody>
</table>

## 2022 Households by Income

<table>
<thead>
<tr>
<th>Household Income Base</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$15,000</td>
<td>41,912</td>
<td>72,327</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>13.9%</td>
<td>8.1%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>10.4%</td>
<td>7.5%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>10.0%</td>
<td>8.9%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>11.3%</td>
<td>11.6%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>16.0%</td>
<td>16.8%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>13.9%</td>
<td>16.3%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>13.6%</td>
<td>18.3%</td>
</tr>
<tr>
<td>$200,000+</td>
<td>5.5%</td>
<td>7.4%</td>
</tr>
<tr>
<td><strong>Average Household Income</strong></td>
<td><strong>$79,875</strong></td>
<td><strong>$90,512</strong></td>
</tr>
</tbody>
</table>

## 2017 Owner Occupied Housing Units by Value

<table>
<thead>
<tr>
<th>Total</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$50,000</td>
<td>1.6%</td>
<td>3.5%</td>
</tr>
<tr>
<td>$50,000 - $99,999</td>
<td>1.2%</td>
<td>2.0%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>2.7%</td>
<td>4.3%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>6.2%</td>
<td>9.3%</td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td>12.5%</td>
<td>15.5%</td>
</tr>
<tr>
<td>$250,000 - $299,999</td>
<td>14.2%</td>
<td>14.4%</td>
</tr>
<tr>
<td>$300,000 - $399,999</td>
<td>24.5%</td>
<td>19.9%</td>
</tr>
<tr>
<td>$400,000 - $499,999</td>
<td>13.0%</td>
<td>9.8%</td>
</tr>
<tr>
<td>$500,000 - $749,999</td>
<td>15.6%</td>
<td>13.4%</td>
</tr>
<tr>
<td>$750,000 - $999,999</td>
<td>6.1%</td>
<td>5.4%</td>
</tr>
<tr>
<td>$1,000,000 +</td>
<td>2.5%</td>
<td>2.4%</td>
</tr>
<tr>
<td><strong>Average Home Value</strong></td>
<td><strong>$409,071</strong></td>
<td><strong>$374,070</strong></td>
</tr>
</tbody>
</table>

## 2022 Owner Occupied Housing Units by Value

<table>
<thead>
<tr>
<th>Total</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$50,000</td>
<td>0.7%</td>
<td>1.6%</td>
</tr>
<tr>
<td>$50,000 - $99,999</td>
<td>0.5%</td>
<td>0.9%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>1.3%</td>
<td>2.2%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>3.4%</td>
<td>5.4%</td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td>7.8%</td>
<td>10.1%</td>
</tr>
<tr>
<td>$250,000 - $299,999</td>
<td>9.7%</td>
<td>10.5%</td>
</tr>
<tr>
<td>$300,000 - $399,999</td>
<td>20.2%</td>
<td>17.0%</td>
</tr>
<tr>
<td>$400,000 - $499,999</td>
<td>14.1%</td>
<td>12.9%</td>
</tr>
<tr>
<td>$500,000 - $749,999</td>
<td>24.1%</td>
<td>22.4%</td>
</tr>
<tr>
<td>$750,000 - $999,999</td>
<td>12.7%</td>
<td>10.9%</td>
</tr>
<tr>
<td>$1,000,000 +</td>
<td>5.8%</td>
<td>6.0%</td>
</tr>
<tr>
<td><strong>Average Home Value</strong></td>
<td><strong>$519,648</strong></td>
<td><strong>$492,431</strong></td>
</tr>
</tbody>
</table>

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

October 24, 2017
## Market Profile

E Holly St & Railroad Ave, Bellingham, Washington, 98225

Drive Time Bands: 0-15, 15-40 minute radii

### 2010 Population by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>88,654</td>
<td>172,792</td>
</tr>
<tr>
<td>0 - 4</td>
<td>4.7%</td>
<td>6.9%</td>
</tr>
<tr>
<td>5 - 9</td>
<td>4.5%</td>
<td>6.7%</td>
</tr>
<tr>
<td>10 - 14</td>
<td>4.5%</td>
<td>7.1%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>24.9%</td>
<td>13.2%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>14.8%</td>
<td>12.5%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>11.1%</td>
<td>12.4%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>11.6%</td>
<td>14.3%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>11.7%</td>
<td>13.0%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>6.1%</td>
<td>7.7%</td>
</tr>
<tr>
<td>75 - 84</td>
<td>4.0%</td>
<td>4.3%</td>
</tr>
<tr>
<td>85 +</td>
<td>2.3%</td>
<td>1.9%</td>
</tr>
<tr>
<td>18 +</td>
<td>83.5%</td>
<td>74.7%</td>
</tr>
</tbody>
</table>

### 2017 Population by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>94,993</td>
<td>186,111</td>
</tr>
<tr>
<td>0 - 4</td>
<td>4.4%</td>
<td>6.5%</td>
</tr>
<tr>
<td>5 - 9</td>
<td>4.3%</td>
<td>6.6%</td>
</tr>
<tr>
<td>10 - 14</td>
<td>4.2%</td>
<td>6.5%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>22.9%</td>
<td>12.0%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>16.1%</td>
<td>13.3%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>10.7%</td>
<td>12.1%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>10.6%</td>
<td>12.4%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>11.5%</td>
<td>13.5%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>8.6%</td>
<td>10.4%</td>
</tr>
<tr>
<td>75 - 84</td>
<td>4.1%</td>
<td>4.6%</td>
</tr>
<tr>
<td>85 +</td>
<td>2.4%</td>
<td>2.0%</td>
</tr>
<tr>
<td>18 +</td>
<td>84.6%</td>
<td>76.6%</td>
</tr>
</tbody>
</table>

### 2022 Population by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>99,741</td>
<td>196,433</td>
</tr>
<tr>
<td>0 - 4</td>
<td>4.4%</td>
<td>6.4%</td>
</tr>
<tr>
<td>5 - 9</td>
<td>4.3%</td>
<td>6.5%</td>
</tr>
<tr>
<td>10 - 14</td>
<td>4.2%</td>
<td>6.8%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>21.6%</td>
<td>11.0%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>16.0%</td>
<td>12.9%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>11.5%</td>
<td>13.0%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>9.9%</td>
<td>11.4%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>11.1%</td>
<td>12.8%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>9.5%</td>
<td>11.4%</td>
</tr>
<tr>
<td>75 - 84</td>
<td>5.1%</td>
<td>5.7%</td>
</tr>
<tr>
<td>85 +</td>
<td>2.4%</td>
<td>2.0%</td>
</tr>
<tr>
<td>18 +</td>
<td>84.8%</td>
<td>76.5%</td>
</tr>
</tbody>
</table>

### 2010 Population by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>43,518</td>
<td>85,777</td>
</tr>
<tr>
<td>Females</td>
<td>45,137</td>
<td>87,016</td>
</tr>
</tbody>
</table>

### 2017 Population by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>46,863</td>
<td>92,464</td>
</tr>
<tr>
<td>Females</td>
<td>48,130</td>
<td>93,647</td>
</tr>
</tbody>
</table>

### 2022 Population by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>49,204</td>
<td>97,725</td>
</tr>
<tr>
<td>Females</td>
<td>50,538</td>
<td>98,707</td>
</tr>
</tbody>
</table>

---

## 2010 Population by Race/Ethnicity

<table>
<thead>
<tr>
<th>Total</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>85.5%</td>
<td>82.7%</td>
</tr>
<tr>
<td>Black Alone</td>
<td>1.3%</td>
<td>0.7%</td>
</tr>
<tr>
<td>American Indian Alone</td>
<td>1.4%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>4.7%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Pacific Islander Alone</td>
<td>0.2%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Some Other Race Alone</td>
<td>2.7%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>4.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>6.8%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Diversity Index</td>
<td>36.0</td>
<td>49.2</td>
</tr>
</tbody>
</table>

## 2017 Population by Race/Ethnicity

<table>
<thead>
<tr>
<th>Total</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>82.5%</td>
<td>80.2%</td>
</tr>
<tr>
<td>Black Alone</td>
<td>1.5%</td>
<td>0.9%</td>
</tr>
<tr>
<td>American Indian Alone</td>
<td>1.4%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>6.1%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Pacific Islander Alone</td>
<td>0.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Some Other Race Alone</td>
<td>3.3%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>4.9%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>8.4%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Diversity Index</td>
<td>42.1</td>
<td>53.9</td>
</tr>
</tbody>
</table>

## 2022 Population by Race/Ethnicity

<table>
<thead>
<tr>
<th>Total</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>80.3%</td>
<td>78.3%</td>
</tr>
<tr>
<td>Black Alone</td>
<td>1.7%</td>
<td>1.0%</td>
</tr>
<tr>
<td>American Indian Alone</td>
<td>1.4%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>7.2%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Pacific Islander Alone</td>
<td>0.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Some Other Race Alone</td>
<td>3.7%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>5.5%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>9.8%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Diversity Index</td>
<td>46.5</td>
<td>57.5</td>
</tr>
</tbody>
</table>

## 2010 Population by Relationship and Household Type

<table>
<thead>
<tr>
<th>Total</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Households</td>
<td>94.2%</td>
<td>99.0%</td>
</tr>
<tr>
<td>In Family Households</td>
<td>60.9%</td>
<td>84.4%</td>
</tr>
<tr>
<td>Householder</td>
<td>20.7%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Spouse</td>
<td>15.5%</td>
<td>20.7%</td>
</tr>
<tr>
<td>Child</td>
<td>20.0%</td>
<td>31.0%</td>
</tr>
<tr>
<td>Other relative</td>
<td>2.3%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Nonrelative</td>
<td>2.3%</td>
<td>2.9%</td>
</tr>
<tr>
<td>In Nonfamily Households</td>
<td>33.3%</td>
<td>14.5%</td>
</tr>
<tr>
<td>In Group Quarters</td>
<td>5.8%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Institutionalized Population</td>
<td>1.1%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Noninstitutionalized Population</td>
<td>4.7%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups. **Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.
## 2017 Population 25+ by Educational Attainment

<table>
<thead>
<tr>
<th></th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>60,930</td>
<td>127,159</td>
</tr>
<tr>
<td>Less than 9th Grade</td>
<td>2.4%</td>
<td>4.9%</td>
</tr>
<tr>
<td>9th - 12th Grade, No Diploma</td>
<td>4.3%</td>
<td>5.9%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>13.7%</td>
<td>22.1%</td>
</tr>
<tr>
<td>GED/Alternative Credential</td>
<td>4.3%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>22.1%</td>
<td>25.7%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>10.0%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>28.1%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Graduate/Professional Degree</td>
<td>15.1%</td>
<td>9.0%</td>
</tr>
</tbody>
</table>

## 2017 Population 15+ by Marital Status

<table>
<thead>
<tr>
<th></th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>82,721</td>
<td>149,574</td>
</tr>
<tr>
<td>Never Married</td>
<td>46.5%</td>
<td>26.9%</td>
</tr>
<tr>
<td>Married</td>
<td>37.6%</td>
<td>56.1%</td>
</tr>
<tr>
<td>Widowed</td>
<td>4.4%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Divorced</td>
<td>11.5%</td>
<td>12.2%</td>
</tr>
</tbody>
</table>

## 2017 Civilian Population 16+ in Labor Force

<table>
<thead>
<tr>
<th></th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civilian Employed</td>
<td>94.4%</td>
<td>95.0%</td>
</tr>
<tr>
<td>Civilian Unemployed (Unemployment Rate)</td>
<td>5.6%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

## 2017 Employed Population 16+ by Industry

<table>
<thead>
<tr>
<th></th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>49,340</td>
<td>84,548</td>
</tr>
<tr>
<td>Agriculture/Mining</td>
<td>1.6%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Construction</td>
<td>4.2%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7.8%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>1.8%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>13.4%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Transportation/Utilities</td>
<td>3.3%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Information</td>
<td>1.1%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Finance/Insurance/Real Estate</td>
<td>6.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Services</td>
<td>57.2%</td>
<td>44.8%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>3.6%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

## 2017 Employed Population 16+ by Occupation

<table>
<thead>
<tr>
<th></th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>49,341</td>
<td>84,548</td>
</tr>
<tr>
<td>White Collar</td>
<td>61.6%</td>
<td>53.8%</td>
</tr>
<tr>
<td>Management/Business/Financial</td>
<td>14.1%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Professional</td>
<td>24.9%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Sales</td>
<td>10.8%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Administrative Support</td>
<td>11.7%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Services</td>
<td>22.7%</td>
<td>19.8%</td>
</tr>
<tr>
<td>Blue Collar</td>
<td>15.8%</td>
<td>26.4%</td>
</tr>
<tr>
<td>Farming/Forestry/Fishing</td>
<td>1.3%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Construction/Extraction</td>
<td>3.1%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Installation/Maintenance/Repair</td>
<td>2.6%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Production</td>
<td>4.4%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Transportation/Material Moving</td>
<td>4.3%</td>
<td>6.7%</td>
</tr>
</tbody>
</table>

## 2010 Population By Urban/ Rural Status

<table>
<thead>
<tr>
<th></th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>88,655</td>
<td>172,793</td>
</tr>
<tr>
<td>Population Inside Urbanized Area</td>
<td>97.9%</td>
<td>49.7%</td>
</tr>
<tr>
<td>Population Inside Urbanized Cluster</td>
<td>0.0%</td>
<td>18.3%</td>
</tr>
<tr>
<td>Rural Population</td>
<td>2.1%</td>
<td>32.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2010 Households by Type</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>37,547</td>
<td>64,634</td>
</tr>
<tr>
<td>Households with 1 Person</td>
<td>33.6%</td>
<td>23.6%</td>
</tr>
<tr>
<td>Households with 2+ People</td>
<td>66.4%</td>
<td>76.4%</td>
</tr>
<tr>
<td>Family Households</td>
<td>49.1%</td>
<td>69.9%</td>
</tr>
<tr>
<td>Husband-wife Families</td>
<td>36.7%</td>
<td>55.1%</td>
</tr>
<tr>
<td>With Related Children</td>
<td>14.3%</td>
<td>23.4%</td>
</tr>
<tr>
<td>Other Family (No Spouse Present)</td>
<td>12.4%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Other Family with Male Householder</td>
<td>3.6%</td>
<td>4.8%</td>
</tr>
<tr>
<td>With Related Children</td>
<td>2.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Other Family with Female Householder</td>
<td>8.9%</td>
<td>10.0%</td>
</tr>
<tr>
<td>With Related Children</td>
<td>5.9%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Nonfamily Households</td>
<td>17.3%</td>
<td>6.5%</td>
</tr>
<tr>
<td>All Households with Children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multigenerational Households</td>
<td>1.6%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Unmarried Partner Households</td>
<td>8.5%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Male-female</td>
<td>7.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Same-sex</td>
<td>0.9%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2010 Households by Size</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>37,547</td>
<td>64,633</td>
</tr>
<tr>
<td>1 Person Household</td>
<td>33.6%</td>
<td>23.6%</td>
</tr>
<tr>
<td>2 Person Household</td>
<td>35.6%</td>
<td>36.0%</td>
</tr>
<tr>
<td>3 Person Household</td>
<td>14.3%</td>
<td>15.3%</td>
</tr>
<tr>
<td>4 Person Household</td>
<td>10.7%</td>
<td>13.2%</td>
</tr>
<tr>
<td>5 Person Household</td>
<td>3.8%</td>
<td>6.8%</td>
</tr>
<tr>
<td>6 Person Household</td>
<td>1.3%</td>
<td>2.9%</td>
</tr>
<tr>
<td>7 + Person Household</td>
<td>0.7%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2010 Households by Tenure and Mortgage Status</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>37,547</td>
<td>64,633</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>48.8%</td>
<td>69.6%</td>
</tr>
<tr>
<td>Owned with a Mortgage/Loan</td>
<td>33.8%</td>
<td>49.8%</td>
</tr>
<tr>
<td>Owned Free and Clear</td>
<td>15.0%</td>
<td>19.8%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>51.2%</td>
<td>30.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2010 Housing Units By Urban/ Rural Status</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>39,759</td>
<td>71,170</td>
</tr>
<tr>
<td>Housing Units Inside Urbanized Area</td>
<td>98.0%</td>
<td>48.3%</td>
</tr>
<tr>
<td>Housing Units Inside Urbanized Cluster</td>
<td>0.0%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Rural Housing Units</td>
<td>2.0%</td>
<td>31.0%</td>
</tr>
</tbody>
</table>

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

## Market Profile

E Holly St & Railroad Ave, Bellingham, Washington, 98225
Drive Time Bands: 0-15, 15-40 minute radii

### Top 3 Tapestry Segments

<table>
<thead>
<tr>
<th>Rank</th>
<th>Segment 1</th>
<th>Segment 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>College Towns (14B)</td>
<td>Middleburg (4C)</td>
</tr>
<tr>
<td>2</td>
<td>Old and Newcomers (8F)</td>
<td>Green Acres (6A)</td>
</tr>
<tr>
<td>3</td>
<td>Set to Impress (11D)</td>
<td>The Great Outdoors (6C)</td>
</tr>
</tbody>
</table>

### 2017 Consumer Spending

<table>
<thead>
<tr>
<th>Category</th>
<th>0 - 15 minute</th>
<th>15 - 40 minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel &amp; Services: Total $</td>
<td>$77,522,228</td>
<td>$143,070,679</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$1,940.14</td>
<td>$2,078.43</td>
</tr>
<tr>
<td>Spending Potential Index</td>
<td>90</td>
<td>96</td>
</tr>
<tr>
<td>Education: Total $</td>
<td>$58,750,341</td>
<td>$91,928,470</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$1,470.34</td>
<td>$1,335.47</td>
</tr>
<tr>
<td>Spending Potential Index</td>
<td>101</td>
<td>92</td>
</tr>
<tr>
<td>Entertainment/Recreation: Total $</td>
<td>$108,761,180</td>
<td>$212,045,562</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$2,721.96</td>
<td>$3,080.45</td>
</tr>
<tr>
<td>Spending Potential Index</td>
<td>87</td>
<td>99</td>
</tr>
<tr>
<td>Food at Home: Total $</td>
<td>$180,098,312</td>
<td>$340,301,987</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$4,507.30</td>
<td>$4,943.66</td>
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<tr>
<td>Spending Potential Index</td>
<td>90</td>
<td>98</td>
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<tr>
<td>Food Away from Home: Total $</td>
<td>$121,642,284</td>
<td>$223,513,693</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$3,044.33</td>
<td>$3,247.05</td>
</tr>
<tr>
<td>Spending Potential Index</td>
<td>91</td>
<td>97</td>
</tr>
<tr>
<td>Health Care: Total $</td>
<td>$186,221,186</td>
<td>$389,602,195</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$4,660.54</td>
<td>$5,659.86</td>
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<tr>
<td>Spending Potential Index</td>
<td>83</td>
<td>101</td>
</tr>
<tr>
<td>HH Furnishings &amp; Equipment: Total $</td>
<td>$68,391,960</td>
<td>$132,413,742</td>
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<tr>
<td>Average Spent</td>
<td>$1,711.64</td>
<td>$1,923.61</td>
</tr>
<tr>
<td>Spending Potential Index</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Personal Care Products &amp; Services: Total $</td>
<td>$28,160,796</td>
<td>$53,631,106</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$704.78</td>
<td>$779.11</td>
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<td>Spending Potential Index</td>
<td>89</td>
<td>98</td>
</tr>
<tr>
<td>Shelter: Total $</td>
<td>$595,201,286</td>
<td>$1,066,372,913</td>
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<td>Average Spent</td>
<td>$14,896.05</td>
<td>$15,491.50</td>
</tr>
<tr>
<td>Spending Potential Index</td>
<td>92</td>
<td>95</td>
</tr>
<tr>
<td>Support Payments/Cash Contributions/Gifts in Kind: Total $</td>
<td>$79,017,622</td>
<td>$160,725,418</td>
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<tr>
<td>Average Spent</td>
<td>$1,977.57</td>
<td>$2,334.90</td>
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<tr>
<td>Spending Potential Index</td>
<td>84</td>
<td>100</td>
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<tr>
<td>Travel: Total $</td>
<td>$70,213,383</td>
<td>$138,899,993</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$1,757.22</td>
<td>$2,017.84</td>
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<tr>
<td>Spending Potential Index</td>
<td>85</td>
<td>97</td>
</tr>
<tr>
<td>Vehicle Maintenance &amp; Repairs: Total $</td>
<td>$37,654,847</td>
<td>$73,440,585</td>
</tr>
<tr>
<td>Average Spent</td>
<td>$942.38</td>
<td>$1,066.89</td>
</tr>
<tr>
<td>Spending Potential Index</td>
<td>88</td>
<td>100</td>
</tr>
</tbody>
</table>

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

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


October 24, 2017

©2017 Esri
### Top Twenty Tapestry Segments

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tapestry Segment</th>
<th>2017 Households</th>
<th>2017 U.S. Households</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Cumulative Percent</td>
<td>Cumulative Percent</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>College Towns (14B)</td>
<td>17.1%</td>
<td>1.0%</td>
<td>1795</td>
</tr>
<tr>
<td>2</td>
<td>Old and Newcomers (8F)</td>
<td>11.9%</td>
<td>2.3%</td>
<td>515</td>
</tr>
<tr>
<td>3</td>
<td>Set to Impress (11D)</td>
<td>8.8%</td>
<td>1.4%</td>
<td>632</td>
</tr>
<tr>
<td>4</td>
<td>Young and Restless (11B)</td>
<td>8.2%</td>
<td>1.7%</td>
<td>472</td>
</tr>
<tr>
<td>5</td>
<td>Golden Years (9B)</td>
<td>7.2%</td>
<td>1.3%</td>
<td>534</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>53.2%</strong></td>
<td><strong>7.7%</strong></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>In Style (5B)</td>
<td>6.5%</td>
<td>2.2%</td>
<td>292</td>
</tr>
<tr>
<td>7</td>
<td>The Great Outdoors (6C)</td>
<td>6.3%</td>
<td>1.5%</td>
<td>409</td>
</tr>
<tr>
<td>8</td>
<td>Bright Young Professionals (8C)</td>
<td>6.3%</td>
<td>2.2%</td>
<td>280</td>
</tr>
<tr>
<td>9</td>
<td>Exurbanites (1E)</td>
<td>5.6%</td>
<td>1.9%</td>
<td>290</td>
</tr>
<tr>
<td>10</td>
<td>Dorms to Diplomas (14C)</td>
<td>5.2%</td>
<td>0.5%</td>
<td>1,007</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>29.9%</strong></td>
<td><strong>8.3%</strong></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Emerald City (8B)</td>
<td>4.1%</td>
<td>1.4%</td>
<td>289</td>
</tr>
<tr>
<td>12</td>
<td>Soccer Moms (4A)</td>
<td>3.5%</td>
<td>2.9%</td>
<td>122</td>
</tr>
<tr>
<td>13</td>
<td>Front Porches (8E)</td>
<td>2.9%</td>
<td>1.6%</td>
<td>181</td>
</tr>
<tr>
<td>14</td>
<td>Savvy Suburbanites (1D)</td>
<td>2.9%</td>
<td>3.0%</td>
<td>96</td>
</tr>
<tr>
<td>15</td>
<td>City Lights (8A)</td>
<td>2.4%</td>
<td>1.5%</td>
<td>165</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>15.8%</strong></td>
<td><strong>10.4%</strong></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>The Eiders (9C)</td>
<td>1.0%</td>
<td>0.7%</td>
<td>135</td>
</tr>
<tr>
<td>17</td>
<td>Green Acres (6A)</td>
<td>0.0%</td>
<td>3.2%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td><strong>1.0%</strong></td>
<td><strong>3.9%</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>30.5%</strong></td>
<td><strong>328</strong></td>
</tr>
</tbody>
</table>

### Top Ten Tapestry Segments Site vs. U.S.

- Dorms to Diplomas (14C)
- Exurbanites (1E)
- Bright Young Professionals (8C)
- The Great Outdoors (6C)
- In Style (5B)
- Golden Years (9B)
- Young and Restless (11B)
- Set to Impress (11D)
- Old and Newcomers (8F)
- College Towns (14B)

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri
# Tapestry Segmentation Area Profile

**E Holly St & Railroad Ave, Bellingham, Washington, 98225**  
Drive Time Band: 0 - 15 minute radius

Prepared by Downtown Works  
Latitude: 48.74913  
Longitude: -122.47822

## Tapestry LifeMode Groups

<table>
<thead>
<tr>
<th>Group Description</th>
<th>2017 Households</th>
<th>2017 Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total:</strong></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td></td>
<td>39,956</td>
<td>100.0%</td>
</tr>
<tr>
<td>1. Affluent Estates</td>
<td>3,398</td>
<td>8.5%</td>
</tr>
<tr>
<td>Top Tier (1A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Professional Pride (1B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Boomburbs (1C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Savvy Suburbanites (1D)</td>
<td>1,144</td>
<td>2.9%</td>
</tr>
<tr>
<td>Exurbanites (1E)</td>
<td>2,254</td>
<td>5.6%</td>
</tr>
<tr>
<td>2. Upscale Avensues</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Urban Chic (2A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Pleasantville (2B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Pacific Heights (2C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Entering Professionals (2D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>3. Uptown Individuals</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Laptops and Lattes (3A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Metro Renters (3B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Trendsetters (3C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>4. Family Landscapes</td>
<td>1,403</td>
<td>3.5%</td>
</tr>
<tr>
<td>Soccer Moms (4A)</td>
<td>1,403</td>
<td>3.5%</td>
</tr>
<tr>
<td>Home Improvement (4B)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Middleburg (4C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>5. GenXurban</td>
<td>2,617</td>
<td>6.5%</td>
</tr>
<tr>
<td>Comfortable Empty Nesters (5A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>In Style (5B)</td>
<td>2,617</td>
<td>6.5%</td>
</tr>
<tr>
<td>Parks and Rec (5C)</td>
<td>0</td>
<td>0.0%</td>
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<tr>
<td>Rustbelt Traditions (5D)</td>
<td>0</td>
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</tr>
<tr>
<td>Midlife Constants (5E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>6. Cozy Country Living</td>
<td>2,546</td>
<td>6.4%</td>
</tr>
<tr>
<td>Green Acres (6A)</td>
<td>14</td>
<td>0.0%</td>
</tr>
<tr>
<td>Salt of the Earth (6B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>The Great Outdoors (6C)</td>
<td>2,532</td>
<td>6.3%</td>
</tr>
<tr>
<td>Prairie Living (6D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Rural Resort Dwellers (6E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Heartland Communities (6F)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>7. Ethnic Enclaves</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Up and Coming Families (7A)</td>
<td>0</td>
<td>0.0%</td>
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<tr>
<td>Urban Villages (7B)</td>
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<td>0.0%</td>
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<tr>
<td>American Dreamers (7C)</td>
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<tr>
<td>Barrios Urbanos (7D)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Valley Growers (7E)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Southwestern Families (7F)</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

October 24, 2017
# Tapestry Segmentation Area Profile

**Address:** E Holly St & Railroad Ave, Bellingham, Washington, 98225  
**Prepared by:** Downtown Works  
**Drive Time Band:** 0 - 15 minute radius  
**Latitude:** 48.74913  
**Longitude:** -122.47822

## Tapestry LifeMode Groups

<table>
<thead>
<tr>
<th></th>
<th>2017 Households</th>
<th>2017 Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td>39,956</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>8. Middle Ground</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Lights (8A)</td>
<td>11,029</td>
<td>27.6%</td>
</tr>
<tr>
<td>Emerald City (8B)</td>
<td>1,637</td>
<td>4.1%</td>
</tr>
<tr>
<td>Bright Young Professionals (8C)</td>
<td>2,499</td>
<td>6.3%</td>
</tr>
<tr>
<td>Downtown Melting Pot (8D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Front Porches (8E)</td>
<td>1,149</td>
<td>2.9%</td>
</tr>
<tr>
<td>Old and Newcomers (8F)</td>
<td>4,773</td>
<td>11.9%</td>
</tr>
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<td>Hardscrabble Road (8G)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>9. Senior Styles</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silver &amp; Gold (9A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Golden Years (9B)</td>
<td>2,871</td>
<td>7.2%</td>
</tr>
<tr>
<td>The Elders (9C)</td>
<td>400</td>
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<tr>
<td>Senior Escapes (9D)</td>
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<tr>
<td>Retirement Communities (9E)</td>
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</tr>
<tr>
<td>Social Security Set (9F)</td>
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<td><strong>10. Rustic Outposts</strong></td>
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<tr>
<td>Southern Satellites (10A)</td>
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<tr>
<td>Rooted Rural (10B)</td>
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<tr>
<td>Diners &amp; Miners (10C)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Down the Road (10D)</td>
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</tr>
<tr>
<td>Rural Bypasses (10E)</td>
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<td>0.0%</td>
</tr>
<tr>
<td><strong>11. Midtown Singles</strong></td>
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<td></td>
</tr>
<tr>
<td>City Strivers (11A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Young and Restless (11B)</td>
<td>3,267</td>
<td>8.2%</td>
</tr>
<tr>
<td>Metro Fusion (11C)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Set to Impress (11D)</td>
<td>3,517</td>
<td>8.8%</td>
</tr>
<tr>
<td>City Commons (11E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>12. Hometown</strong></td>
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</tr>
<tr>
<td>Family Foundations (12A)</td>
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</tr>
<tr>
<td>Traditional Living (12B)</td>
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<tr>
<td>Small Town Simplicity (12C)</td>
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<tr>
<td>Modest Income Homes (12D)</td>
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</tr>
<tr>
<td><strong>13. Next Wave</strong></td>
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<tr>
<td>International Marketplace (13A)</td>
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<tr>
<td>Las Casas (13B)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>NeWest Residents (13C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Fresh Ambitions (13D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>High Rise Renters (13E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>14. Scholars and Patriots</strong></td>
<td>8,908</td>
<td>22.3%</td>
</tr>
<tr>
<td>Military Proximity (14A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>College Towns (14B)</td>
<td>6,848</td>
<td>17.1%</td>
</tr>
<tr>
<td>Dorms to Diplomas (14C)</td>
<td>2,060</td>
<td>5.2%</td>
</tr>
<tr>
<td>Unclassified (15)</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

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**Sources:** Esri  

October 24, 2017
# Tapestry Segmentation Area Profile

**E Holly St & Railroad Ave, Bellingham, Washington, 98225**  
**Drive Time Band: 0 - 15 minute radius**  
**Prepared by Downtown Works**  
**Latitude: 48.74913**  
**Longitude: -122.47822**

## Tapestry Urbanization Groups

<table>
<thead>
<tr>
<th></th>
<th>2017 Households</th>
<th>2017 Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1. Principal Urban Center</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laptops and Lattes (3A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Metro Renters (3B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Trendsetters (3C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Downtown Melting Pot (8D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>City Strivers (11A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>NeWest Residents (13C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Fresh Ambitions (13D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>High Rise Renters (13E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>2. Urban Periphery</strong></td>
<td>3,470</td>
<td>8.7%</td>
</tr>
<tr>
<td>Pacific Heights (2C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Rustbelt Traditions (5D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Urban Villages (7B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>American Dreamers (7C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Barrios Urbanos (7D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southwestern Families (7F)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>City Lights (8A)</td>
<td>971</td>
<td>2.4%</td>
</tr>
<tr>
<td>Bright Young Professionals (8C)</td>
<td>2,499</td>
<td>6.3%</td>
</tr>
<tr>
<td>Metro Fusion (11C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Family Foundations (12A)</td>
<td>0</td>
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<tr>
<td>Modest Income Homes (12D)</td>
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</tr>
<tr>
<td>International Marketplace (13A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Las Casas (13B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>3. Metro Cities</strong></td>
<td>25,868</td>
<td>64.7%</td>
</tr>
<tr>
<td>In Style (5B)</td>
<td>2,617</td>
<td>6.5%</td>
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<tr>
<td>Emerald City (8B)</td>
<td>1,637</td>
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<tr>
<td>Front Porches (8E)</td>
<td>1,149</td>
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</tr>
<tr>
<td>Old and Newcomers (8F)</td>
<td>4,773</td>
<td>11.9%</td>
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<tr>
<td>Hardscrabble Road (8G)</td>
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<tr>
<td>Retirement Communities (9E)</td>
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</tr>
<tr>
<td>Social Security Set (9F)</td>
<td>0</td>
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<tr>
<td>Young and Restless (11B)</td>
<td>3,267</td>
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<tr>
<td>Set to Impress (11D)</td>
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<tr>
<td>City Commons (11E)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Traditional Living (12B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>College Towns (14B)</td>
<td>6,848</td>
<td>17.1%</td>
</tr>
<tr>
<td>Dorms to Diplomas (14C)</td>
<td>2,060</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

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**Source:** Esri

October 24, 2017

©2017 Esri
## Tapestry Urbanization Groups

<table>
<thead>
<tr>
<th>Total:</th>
<th>2017 Households</th>
<th>2017 Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td><strong>4. Suburban Periphery</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Tier (1A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Professional Pride (1B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Boomburbs (1C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Savvy Suburbanites (1D)</td>
<td>1,144</td>
<td>2.9%</td>
</tr>
<tr>
<td>Exurbanites (1E)</td>
<td>2,254</td>
<td>5.6%</td>
</tr>
<tr>
<td>Urban Chic (2A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Pleasantville (2B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Enterprising Professionals (2D)</td>
<td>0</td>
<td>0.0%</td>
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<tr>
<td>Soccer Moms (4A)</td>
<td>1,403</td>
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<tr>
<td>Home Improvement (4B)</td>
<td>0</td>
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<tr>
<td>Comfortable Empty Nesters (5A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Parks and Rec (5C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midlife Constants (5E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Up and Coming Families (7A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Silver &amp; Gold (9A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Golden Years (9B)</td>
<td>2,871</td>
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<td>The Elders (9C)</td>
<td>400</td>
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<td>Military Proximity (14A)</td>
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<tr>
<td><strong>5. Semirural</strong></td>
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</tr>
<tr>
<td>Middleburg (4C)</td>
<td>0</td>
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<tr>
<td>Heartland Communities (6F)</td>
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<tr>
<td>Valley Growers (7E)</td>
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<tr>
<td>Senior Escapes (9D)</td>
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<tr>
<td>Down the Road (10D)</td>
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<tr>
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<td>0.0%</td>
</tr>
<tr>
<td><strong>6. Rural</strong></td>
<td>2,546</td>
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<tr>
<td>Green Acres (6A)</td>
<td>14</td>
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<tr>
<td>Salt of the Earth (6B)</td>
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<td>0.0%</td>
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<tr>
<td>The Great Outdoors (6C)</td>
<td>2,532</td>
<td>6.3%</td>
</tr>
<tr>
<td>Prairie Living (6D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Rural Resort Dwellers (6E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southern Satellites (10A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Rooted Rural (10B)</td>
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<td>0.0%</td>
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<tr>
<td>Diners &amp; Miners (10C)</td>
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<td>0.0%</td>
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<tr>
<td>Rural Bypasses (10E)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Unclassified (15)</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

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### Source:
Esri

©2017 Esri
### Top Twenty Tapestry Segments

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tapestry Segment</th>
<th>2017 Households</th>
<th>2017 U.S. Households</th>
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<tr>
<td></td>
<td></td>
<td>2017 Percent</td>
<td>2017 Cumulative Percent</td>
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<td>1</td>
<td>Middleburg (4C)</td>
<td>18.4%</td>
<td>18.4%</td>
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<tr>
<td>2</td>
<td>Green Acres (6A)</td>
<td>17.3%</td>
<td>35.7%</td>
</tr>
<tr>
<td>3</td>
<td>The Great Outdoors (6C)</td>
<td>9.3%</td>
<td>45.0%</td>
</tr>
<tr>
<td>4</td>
<td>Old and Newcomers (8F)</td>
<td>8.0%</td>
<td>53.0%</td>
</tr>
<tr>
<td>5</td>
<td>Parks and Rec (5C)</td>
<td>6.0%</td>
<td>59.0%</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>59.0%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Southern Satellites (10A)</td>
<td>5.9%</td>
<td>64.9%</td>
</tr>
<tr>
<td>7</td>
<td>Front Porches (8E)</td>
<td>4.7%</td>
<td>69.6%</td>
</tr>
<tr>
<td>8</td>
<td>In Style (5B)</td>
<td>3.4%</td>
<td>73.0%</td>
</tr>
<tr>
<td>9</td>
<td>Prairie Living (6D)</td>
<td>3.3%</td>
<td>76.3%</td>
</tr>
<tr>
<td>10</td>
<td>Soccer Moms (4A)</td>
<td>2.6%</td>
<td>78.9%</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>19.9%</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Silver &amp; Gold (9A)</td>
<td>2.2%</td>
<td>81.1%</td>
</tr>
<tr>
<td>12</td>
<td>Metro Fusion (11C)</td>
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<td>13</td>
<td>Bright Young Professionals (8C)</td>
<td>1.7%</td>
<td>84.9%</td>
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<tr>
<td>14</td>
<td>Midlife Constants (5E)</td>
<td>1.7%</td>
<td>86.6%</td>
</tr>
<tr>
<td>15</td>
<td>Small Town Simplicity (12C)</td>
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<td>88.0%</td>
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<tr>
<td></td>
<td>Subtotal</td>
<td>9.1%</td>
<td></td>
</tr>
<tr>
<td>16</td>
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<td>1.4%</td>
<td>89.4%</td>
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<tr>
<td>17</td>
<td>Exurbanites (1E)</td>
<td>1.3%</td>
<td>90.7%</td>
</tr>
<tr>
<td>18</td>
<td>Savvy Suburbanites (1D)</td>
<td>1.3%</td>
<td>92.0%</td>
</tr>
<tr>
<td>19</td>
<td>Rural Resort Dwellers (6E)</td>
<td>1.2%</td>
<td>93.2%</td>
</tr>
<tr>
<td>20</td>
<td>Valley Growers (7E)</td>
<td>1.2%</td>
<td>94.4%</td>
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<tr>
<td></td>
<td>Subtotal</td>
<td>6.4%</td>
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</tr>
<tr>
<td></td>
<td>Total</td>
<td>94.4%</td>
<td></td>
</tr>
</tbody>
</table>

### Top Ten Tapestry Segments Site vs. U.S.

![Graph showing percent of households by Tapestry Segment]

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**Tapestry Segmentation Area Profile**

E Holly St & Railroad Ave, Bellingham, Washington, 98225

Drive Time Band: 15 - 40 minute radius

Prepared by Downtown Works

Latitude: 48.74913

Longitude: -122.47822

---

### 2017 Tapestry Indexes by Households

![Graph showing 2017 Tapestry Indexes by Households]

### 2017 Tapestry Indexes by Total Population 18+

![Graph showing 2017 Tapestry Indexes by Total Population 18+]

---

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**Source:** Esri

---

October 24, 2017
## Tapestry LifeMode Groups

<table>
<thead>
<tr>
<th>Total:</th>
<th>2017 Households</th>
<th>2017 Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>1. Affluent Estates</td>
<td>1,782</td>
<td>2.6%</td>
</tr>
<tr>
<td>Top Tier (1A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Professional Pride (1B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Boomburbs (1C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Savvy Suburbanites (1D)</td>
<td>886</td>
<td>1.3%</td>
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<tr>
<td>Exurbanites (1E)</td>
<td>896</td>
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</tr>
<tr>
<td>2. Upscale Avenues</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Urban Chic (2A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Pleasantville (2B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Pacific Heights (2C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Enterprising Professionals (2D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>3. Uptown Individuals</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Laptops and Lattes (3A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Metro Renters (3B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Trendsetters (3C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>4. Family Landscapes</td>
<td>14,512</td>
<td>21.1%</td>
</tr>
<tr>
<td>Soccer Moms (4A)</td>
<td>1,820</td>
<td>2.6%</td>
</tr>
<tr>
<td>Home Improvement (4B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Middleburg (4C)</td>
<td>12,692</td>
<td>18.4%</td>
</tr>
<tr>
<td>5. GenXurban</td>
<td>8,582</td>
<td>12.5%</td>
</tr>
<tr>
<td>Comfortable Empty Nesters (5A)</td>
<td>953</td>
<td>1.4%</td>
</tr>
<tr>
<td>In Style (5B)</td>
<td>2,318</td>
<td>3.4%</td>
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<tr>
<td>Parks and Rec (5C)</td>
<td>4,115</td>
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<tr>
<td>Rustbelt Traditions (5D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midlife Constants (5E)</td>
<td>1,196</td>
<td>1.7%</td>
</tr>
<tr>
<td>6. Cozy Country Living</td>
<td>22,472</td>
<td>32.6%</td>
</tr>
<tr>
<td>Green Acres (6A)</td>
<td>11,878</td>
<td>17.3%</td>
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<tr>
<td>Salt of the Earth (6B)</td>
<td>641</td>
<td>0.9%</td>
</tr>
<tr>
<td>The Great Outdoors (6C)</td>
<td>6,400</td>
<td>9.3%</td>
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<tr>
<td>Prairie Living (6D)</td>
<td>2,244</td>
<td>3.3%</td>
</tr>
<tr>
<td>Rural Resort Dwellers (6E)</td>
<td>848</td>
<td>1.2%</td>
</tr>
<tr>
<td>Heartland Communities (6F)</td>
<td>461</td>
<td>0.7%</td>
</tr>
<tr>
<td>7. Ethnic Enclaves</td>
<td>1,257</td>
<td>1.8%</td>
</tr>
<tr>
<td>Up and Coming Families (7A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Urban Villages (7B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>American Dreamers (7C)</td>
<td>458</td>
<td>0.7%</td>
</tr>
<tr>
<td>Barrios Urbanos (7D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Valley Growers (7E)</td>
<td>799</td>
<td>1.2%</td>
</tr>
<tr>
<td>Southwestern Families (7F)</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

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**Source:** Esri

©2017 Esri
## Tapestry Segmentation Area Profile

E Holly St & Railroad Ave, Bellingham, Washington, 98225

Drive Time Band: 15 - 40 minute radius

Prepared by Downtown Works
Latitude: 48.74913
Longitude: -122.47822

<table>
<thead>
<tr>
<th>Tapestry LifeMode Groups</th>
<th>2017 Households</th>
<th>2017 Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td>68,838</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>8. Middle Ground</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Lights (8A)</td>
<td>10,553</td>
<td>15.3%</td>
</tr>
<tr>
<td>Emerald City (8B)</td>
<td>610</td>
<td>0.9%</td>
</tr>
<tr>
<td>Bright Young Professionals (8C)</td>
<td>1,201</td>
<td>1.7%</td>
</tr>
<tr>
<td>Downtown Melting Pot (8D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Front Porches (8E)</td>
<td>3,249</td>
<td>4.7%</td>
</tr>
<tr>
<td>Old and Newcomers (8F)</td>
<td>5,493</td>
<td>8.0%</td>
</tr>
<tr>
<td>Hardscrabble Road (8G)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>9. Senior Styles</strong></td>
<td>2,212</td>
<td>3.2%</td>
</tr>
<tr>
<td>Silver &amp; Gold (9A)</td>
<td>1,520</td>
<td>2.2%</td>
</tr>
<tr>
<td>Golden Years (9B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>The Elders (9C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Senior Escapes (9D)</td>
<td>237</td>
<td>0.3%</td>
</tr>
<tr>
<td>Retirement Communities (9E)</td>
<td>455</td>
<td>0.7%</td>
</tr>
<tr>
<td>Social Security Set (9F)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>10. Rustic Outposts</strong></td>
<td>4,601</td>
<td>6.7%</td>
</tr>
<tr>
<td>Southern Satellites (10A)</td>
<td>4,027</td>
<td>5.8%</td>
</tr>
<tr>
<td>Rooted Rural (10B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Diners &amp; Miners (10C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Down the Road (10D)</td>
<td>574</td>
<td>0.8%</td>
</tr>
<tr>
<td>Rural Bypasses (10E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>11. Midtown Singles</strong></td>
<td>1,619</td>
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</tr>
<tr>
<td>City Strivers (11A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Young and Restless (11B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Metro Fusion (11C)</td>
<td>1,430</td>
<td>2.1%</td>
</tr>
<tr>
<td>Set to Impress (11D)</td>
<td>189</td>
<td>0.3%</td>
</tr>
<tr>
<td>City Commons (11E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>12. Hometown</strong></td>
<td>1,248</td>
<td>1.8%</td>
</tr>
<tr>
<td>Family Foundations (12A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Traditional Living (12B)</td>
<td>265</td>
<td>0.4%</td>
</tr>
<tr>
<td>Small Town Simplicity (12C)</td>
<td>983</td>
<td>1.4%</td>
</tr>
<tr>
<td>Modest Income Homes (12D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>13. Next Wave</strong></td>
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</tr>
<tr>
<td>International Marketplace (13A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Las Casas (13B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>NeWest Residents (13C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Fresh Ambitions (13D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>High Rise Renters (13E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>14. Scholars and Patriots</strong></td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Military Proximity (14A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>College Towns (14B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Dorms to Diplomas (14C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Unclassified (15)</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

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**Sources:** Esri

October 24, 2017

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# Tapestry Segmentation Area Profile

E Holly St & Railroad Ave, Bellingham, Washington, 98225  
Drive Time Band: 15 - 40 minute radius

Prepared by Downtown Works  
Latitude: 48.74913  
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## Tapestry Urbanization Groups

<table>
<thead>
<tr>
<th>Tapestry Urbanization Groups</th>
<th>2017 Households</th>
<th>2017 Adult Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total:</td>
<td>Number 68,838</td>
<td>Percent 100.0%</td>
</tr>
<tr>
<td>1. Principal Urban Center</td>
<td></td>
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</tr>
<tr>
<td>Laptops and Lattes (3A)</td>
<td>0</td>
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<tr>
<td>Metro Renters (3B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Trendsetters (3C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Downtown Melting Pot (8D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>City Strivers (11A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>NeWest Residents (13C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Fresh Ambitions (13D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>High Rise Renters (13E)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>2. Urban Periphery</td>
<td>3,699</td>
<td>5.4%</td>
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<tr>
<td>Pacific Heights (2C)</td>
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<td>0.0%</td>
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<tr>
<td>Rustbelt Traditions (5D)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Urban Villages (7B)</td>
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<tr>
<td>American Dreamers (7C)</td>
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<tr>
<td>Barrios Urbanos (7D)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Southwestern Families (7F)</td>
<td>0</td>
<td>0.0%</td>
</tr>
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<td>610</td>
<td>0.9%</td>
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<td>0.0%</td>
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<tr>
<td>International Marketplace (13A)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Las Casas (13B)</td>
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<td>0.0%</td>
</tr>
<tr>
<td>3. Metro Cities</td>
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<tr>
<td>In Style (5B)</td>
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<tr>
<td>Emerald City (8B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
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<td>College Towns (14B)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Dorms to Diplomas (14C)</td>
<td>0</td>
<td>0.0%</td>
</tr>
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October 24, 2017
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<th>2017 Adult Population</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Index</td>
<td>Number</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>4. Suburban Periphery</strong></td>
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</tr>
<tr>
<td>Top Tier (1A)</td>
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<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Professional Pride (1B)</td>
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<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Boomburbics (1C)</td>
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<td>0</td>
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</tr>
<tr>
<td>Savvy Suburbanites (1D)</td>
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<tr>
<td>Exurbanites (1E)</td>
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<tr>
<td>Urban Chic (2A)</td>
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<td>0</td>
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<tr>
<td>Pleasantville (2B)</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Enterprising Professionals (2D)</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Soccer Moms (4A)</td>
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<td>3,757</td>
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<td>Home Improvement (4B)</td>
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<td>Parks and Rec (5C)</td>
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<td>8,330</td>
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<td>Midlife Constants (5E)</td>
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<td>2,279</td>
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<tr>
<td>Up and Coming Families (7A)</td>
<td>0</td>
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<td>0</td>
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<tr>
<td>Silver &amp; Gold (9A)</td>
<td>1,520</td>
<td>2.2%</td>
<td>288</td>
<td>2,959</td>
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<tr>
<td>Golden Years (9B)</td>
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<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>The Elders (9C)</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Military Proximity (14A)</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>5. Semirural</strong></td>
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<td></td>
</tr>
<tr>
<td>Middleburg (4C)</td>
<td>12,692</td>
<td>18.4%</td>
<td>647</td>
<td>26,590</td>
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<tr>
<td>Heartland Communities (6F)</td>
<td>461</td>
<td>0.7%</td>
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<tr>
<td>Valley Growers (7E)</td>
<td>799</td>
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<td>477</td>
<td>1,767</td>
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<td>Senior Escapes (9D)</td>
<td>237</td>
<td>0.3%</td>
<td>38</td>
<td>461</td>
</tr>
<tr>
<td>Down the Road (10D)</td>
<td>574</td>
<td>0.8%</td>
<td>73</td>
<td>1,212</td>
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<tr>
<td>Small Town Simplicity (12C)</td>
<td>983</td>
<td>1.4%</td>
<td>76</td>
<td>1,815</td>
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<tr>
<td><strong>6. Rural</strong></td>
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<tr>
<td>Green Acres (6A)</td>
<td>11,878</td>
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<td>542</td>
<td>25,955</td>
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<td>Salt of the Earth (6B)</td>
<td>641</td>
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<td>32</td>
<td>1,369</td>
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<tr>
<td>The Great Outdoors (6C)</td>
<td>6,400</td>
<td>9.3%</td>
<td>600</td>
<td>14,242</td>
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<td>Prairie Living (6D)</td>
<td>2,244</td>
<td>3.3%</td>
<td>303</td>
<td>4,724</td>
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<td>Rural Resort Dwellers (6E)</td>
<td>848</td>
<td>1.2%</td>
<td>124</td>
<td>1,404</td>
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<td>4,027</td>
<td>5.8%</td>
<td>187</td>
<td>8,292</td>
</tr>
<tr>
<td>Rooted Rural (10B)</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Diners &amp; Miners (10C)</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Rural Byways (10E)</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Unclassified (15)</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

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