



Batesville

2024 DOWNTOWN VISIONING PLAN



HWC
ENGINEERING

ACKNOWLEDGMENTS

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EXECUTIVE SUMMARY

CHAPTER 01

PURPOSE OF PLAN

REASON FOR PLAN

The purpose of this plan is to help the City of Batesville identify a vision for its downtown and develop a series of goals and strategies which can be implemented over the next several years in order to achieve this vision. This plan will serve as a guide for planning, decision making, and development as Batesville works towards improving its downtown. Implementation of the strategies included in this plan will help Batesville establish a downtown that is welcoming, attractive, and that meets the needs of its residents and visitors, all while maintaining the character that is uniquely Batesville.

Through the development of this plan, it has become evident that there is a vested interest in helping Downtown Batesville reach its full potential. City leaders, local organizations such as Main Street Batesville, the Batesville Area Arts Council, the Chamber of Commerce, investors, developers, and a number of community volunteers have all come together to offer their time and ideas for this visioning plan. With this plan, the City of Batesville has a clear course of action to create positive change and act on opportunities as they arise.



Downtown Batesville (Source: HWC Engineering)

STUDY / FOCUS AREA

The study area for this plan is identified on the Study Area Map, Figure 1.1 on the following page. The project study area encompasses roughly 50 blocks and includes the bulk of major government, retail, commercial, employment and service destinations of downtown Batesville. During the course of the study, it became apparent that most conversations and feedback revolved around a more constrained focus area, which is also identified on Figure 1.1.

PLANNING PROCESS

Creation of this plan began in April 2024 and concluded in September 2024 with a presentation to and adoption by the Batesville City Council. The plan was developed through a multi-stage process. The planning team began by establishing a local steering committee which was made up of sixteen community members with a variety of backgrounds and interests. Next, the team gathered and reviewed previous plans and relevant demographic and economic data. Existing conditions were evaluated to document the current state of downtown and determine which strategies from previous planning efforts had been implemented and which, if any, were still outstanding and relevant. To gather feedback from the local community, a public workshop was held early on in the planning process and followed up with two additional public feedback events as well as an online survey. Local stakeholders were also engaged to gather insight into the challenges and opportunities in the development of Downtown Batesville.



Public Workshop (Source: HWC Engineering)



FIGURE 1.1: STUDY AREA MAP

PUBLIC ENGAGEMENT

A variety of public engagement initiatives were undertaken as part of the planning process. A brief description of each is outlined below. A more detailed account of the input received can be found in the Engagement Summary chapter within the plan.

- Online Survey:** A 16-question survey was made available to the public via social media from late-April to late-July. 413 people responded to the survey within that time. Questions were focused to help determine priorities of the participants regarding present conditions as well as desired future improvements for downtown Batesville.
- Public Workshop:** A public open house was held at RomWeber Party Place on Tuesday, April 30, 2024. Representatives from HWC Engineering engaged with approximately forty (40) attendees from Batesville and the surrounding area to hear their thoughts, concerns, and ideas.
- Puppuccino Pop-Up Event:** A public input booth was set up at the Puppuccino event held at Amack’s Well on Saturday, May 18, 2024. As Batesville residents and visitors enjoyed food vendors, booths, and live music, they were invited to participate in public input exercises.

- Farmers Market Pop-Up Event:** A public input booth was set up at the Farmers Market on June 1, 2024 where numerous residents from Batesville and neighboring communities provided feedback on the challenges, opportunities, and priorities they see for downtown.
- Public Presentation:** A presentation to update the public on the Batesville Downtown Visioning Plan was held on August 14, 2024 at the Batesville Memorial Library. Over fifty (50) community members were in attendance and provided additional feedback on project priorities after the conclusion of the presentation.
- Stakeholder Presentation:** The plan was presented to local stakeholders on September 3, 2024 as part of a presentation by Main Street Batesville. These stakeholders included community leaders, business owners, local partners, and others who have vested interests in the future success of downtown Batesville.
- Plan Adoption:** The Batesville Downtown Visioning Plan was presented at the City Council meeting on September 9, 2024 and formally adopted at the following meeting on October 14, 2024.

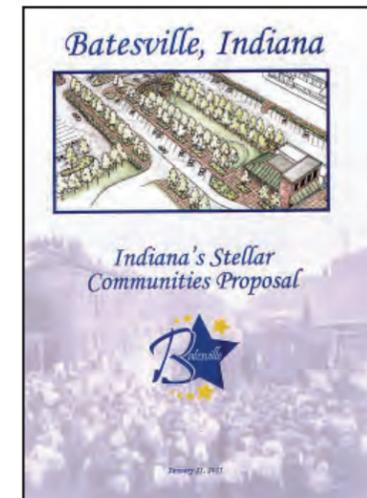


Puppuccino Pop-Up Event (Source: HWC Engineering)

PAST PLANNING EFFORTS

An important part of the plan process involved reviewing and analyzing past planning efforts focused on downtown Batesville from the past fifteen years. Past planning documents provide valuable insight into where the community has been and how it has evolved. These past studies contained over 31 goals and 130 objectives/action items. The goals and objectives in these plans served as a starting point for this planning effort. These goals and

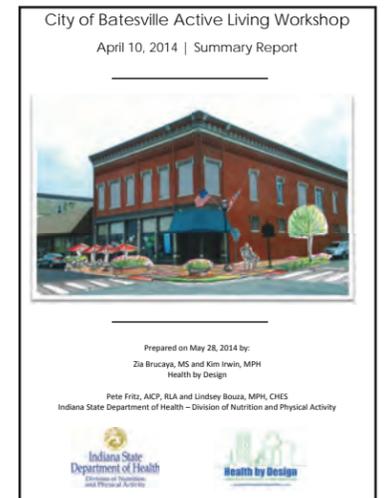
objectives were compared against the public feedback received during the planning process to determine which ones were still applicable and relevant for Batesville today. A list of the plans that were reviewed is below and more detailed information regarding common plan themes can be found in the Existing Conditions chapter of this plan starting on page 18.



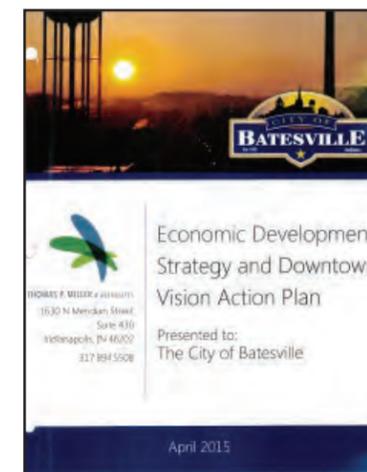
Stellar Communities Proposal (2011)



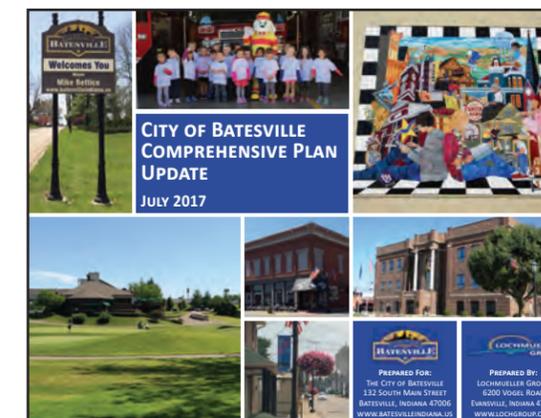
Downtown Strategic Development Plan (2008)



Active Living Workshop (2014)



Downtown Vision Action Plan (2015)



Comprehensive Plan Update (2017)



5-Year Park and Recreation Master Plan (2020-2024)

FOUNDATION

Based on the research and feedback gathered throughout the planning process, the following foundation was developed to guide goals and strategies:

- Reorient Downtown to People (not vehicles)
- Increase Downtown Activity
- Establish Downtown as a Destination

GOALS

In order to achieve this framework, six goals have been identified:

- 1 Increase and Improve Retail and Dining Offerings and Visibility
- 2 Increase Events and Gatherings Downtown
- 3 Create an Attractive and Cohesive Downtown District
- 4 Create a Focal Point for Downtown
- 5 Increase Pedestrian Comfort and Connectivity
- 6 Increase Batesville's Presence and Reach Through Marketing

STRATEGIES

To support and implement the plan goals, forty-six (46) strategies were developed. However, it was quickly realized that many of the strategies support more than one goal. In order to better organize and understand the impact of each of these strategies, they have been organized under the 4 Point Approach of the National Main Street, which are:

- Design
- Economic Vitality
- Promotion
- Organization

A matrix with the complete list of goals and strategies can be found in the Redevelopment Framework chapter of the plan. The matrix illustrates all of the goals that each strategy supports and allows a comprehensive view of the impact that each will have in achieving the vision for downtown Batesville.

REDEVELOPMENT FRAMEWORK

The next step was to translate the goals and strategies into a redevelopment framework to identify areas for focused improvements in downtown. Although design is only one of Main Street's 4 Point Approach, many of the strategies in the other three categories are also supported by or could largely be achieved through capital improvement projects. Figure 1.2 on the following page illustrates conceptual ideas, both small and large, that can help activate downtown. Further details on the redevelopment framework along with a list of potential low-cost, short-term, and long-term projects can be found in the Redevelopment Framework chapter of the plan.

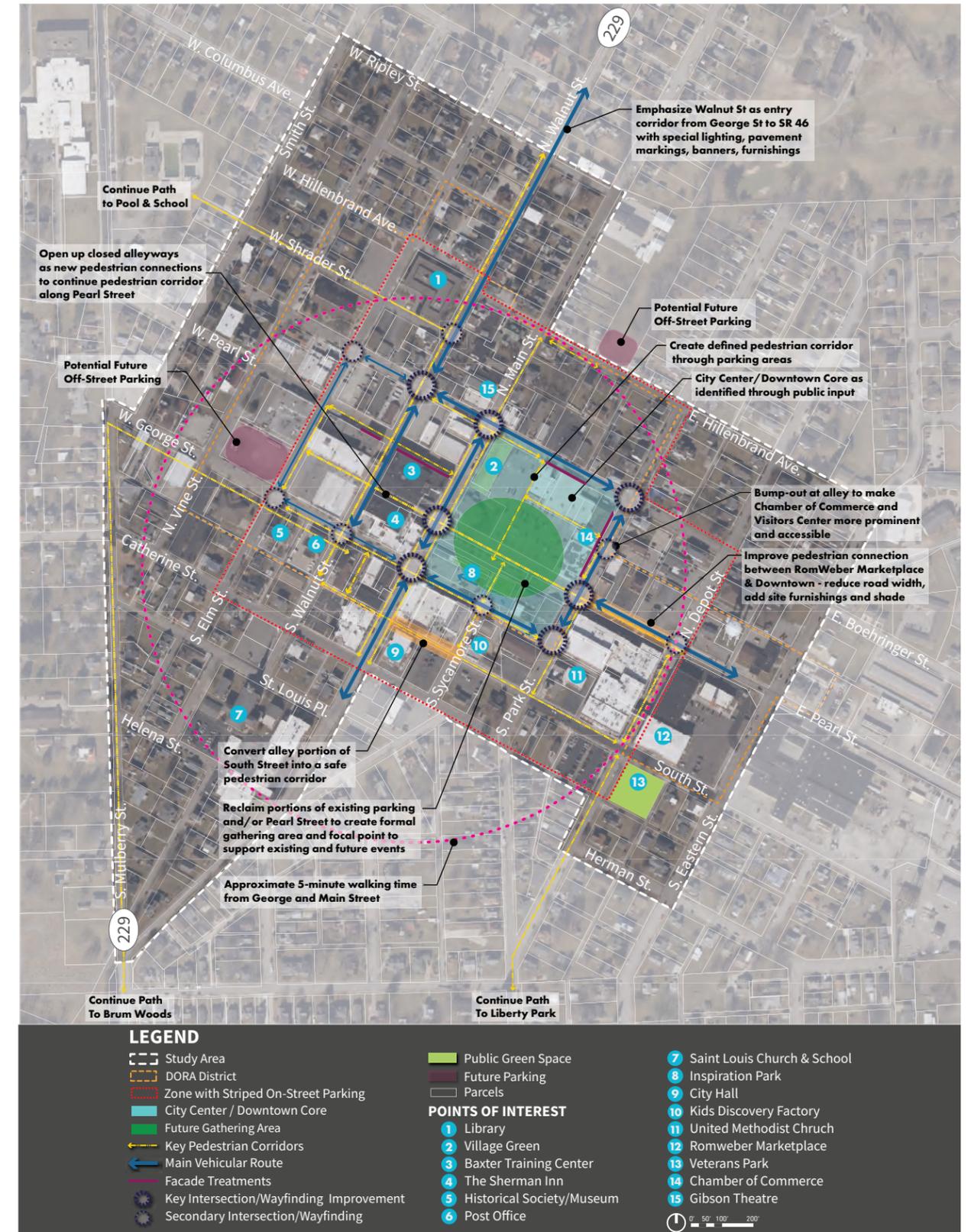


FIGURE 1.2: CONCEPTUAL REDEVELOPMENT DIAGRAM



EXISTING CONDITIONS

CHAPTER 02

OVERVIEW AND SUMMARY

An understanding of physical conditions of the study area was critical in order to establish a benchmark and better understand the recommendations offered in previous planning efforts as well as understanding public feedback. By understanding the physical conditions, weaknesses and strengths can be identified, allowing for more well-rounded and targeted strategies.

As part of this effort, observations were made regarding the physical context of downtown in terms of its position within both the City and region, as well as its pedestrian and vehicular networks, land use and building character, public spaces, and built environment such as lighting, street furnishings, landscaping, and general character. Other critical elements of downtown, such as existing festivals, community events and cultural institutions were also inventoried.

Generally, it was observed that there is a significant break in the building density of downtown with large open vacant spaces, which contribute to a lack of defined entry corridors into downtown and a disconnect from other City assets. When downtown, there is inconsistency with elements such as lighting and street furnishings, which further reinforce a disconnected downtown. There is a good sidewalk network within the downtown and several nice pockets of pedestrian friendly zones such as the Village Green, Inspiration Park, and George Street bumpouts. There are also several notable destinations downtown that continue to serve as a reason to come downtown.



Amack's Well Coffee House (Source: Erin Schuerman Photography)

DOWNTOWN STUDY AREA

Downtown Batesville sits at the major crossroads of Main Street/State Route 229 which runs southwest to northeast and Pearl Street which runs southeast to northwest. At its southeastern terminus, Pearl Street connects to State Road 46 which acts as a bypass around the City. The downtown core is setup as a grid system with the street patterning following the diagonals of Main and Pearl Streets, rather than a true north-south orientation.

For the purpose of this plan, the project study area encompasses roughly 50 downtown blocks of varying sizes. The boundaries of the study area are shown on Figure 2.1 and generally include Smith Street and Mulberry Street on the west, Eastern Street on the east, Ripley Street and Hillenbrand Ave. on the north and Catherine Street on the south. During the planning process, conversations were often centered around a sub-area which became the area of focus. This area is the core of downtown and where most feedback was concentrated and subsequently where planning efforts are most concentrated as well.

COMMUNITY PARTNERS

Batesville is fortunate to have several partners focused on improving downtown. In the past year, alone Batesville Main Street was able to partner with 12 other groups on downtown projects and events. Some longstanding partners who have helped advance the downtown area include Batesville Main Street, Batesville Area Chamber of Commerce, Batesville Area Arts Council, and the City of Batesville Community Development.

City of Batesville Community Development

City of Batesville Main Street

Batesville Area Chamber of Commerce

Batesville Area Arts Council



FIGURE 2.1: PROJECT STUDY AREA

PAST PLANNING EFFORTS

Past planning efforts provide valuable insight into where the community has been and how it has evolved. The seven planning documents reviewed here were completed within the last fifteen years. Outside of the city-wide comprehensive plan and parks plan, most were focused largely on the downtown core with overlap in several categories. These plans contained over 30 goals and 130 objectives/action items. Filtering through past goals and recommendations to identify which are still valid today was a major effort of this planning process.

DOWNTOWN STRATEGIC DEVELOPMENT PLAN (2008)

The Downtown Strategic Development Plan, prepared by DCI (Development Concepts Inc.), identified four primary causes for the decline of downtown including “shifts in retail trends, ever-outward movement of residential neighborhoods, the appeal of new, affordable commercial, industrial and retail space on the edge of town, and the construction of the Village Square Shopping Center”.

Goals developed with this plan focused on improving and expanding retail opportunities, maintaining the small town feel, encouraging social gathering, attracting visitors and residents, improving pedestrian and vehicular circulation, and acknowledging the city’s history. Additionally, eight strategies were developed to guide the City in their revitalization efforts:

1. Create destinations that attract visitors, as well as residents
2. Reorganize downtown elements to improve retail viability
3. Expand the employment presence in downtown
4. Increase the overall attractiveness and ambiance of downtown
5. Grow arts, cultural, and leisure-related activities
6. Expand post-secondary education opportunities
7. Increase downtown residential living opportunities
8. Adopt a downtown-centric community economic development strategy

STELLAR COMMUNITIES PROPOSAL (2011)

The Indiana Office of Community and Rural Affairs (OCRA) developed a program known as “Stellar Communities”. This state-funded program provides awardees with resources to “work with communities on a shared vision for community and economic development, promotes local and regional partnerships, and assists in implementing sustainable solutions to challenges facing Indiana’s rural communities”. This program exists today as an updated version called The Stellar Pathways Program.

Batesville submitted a proposal as part of the 2011 call for entries with an overall goal for “downtown to be reclaimed as the City Center and Heart of the Community as it should be providing opportunities to live, work, shop, and play!” Much of the proposal’s focus was centered around the hopeful reuse of old factory buildings that held large footprints in downtown, many of which saw high vacancy rates of 50% in second-floor space and 25% in first-floor spaces.

Additionally, the proposal outlined projects that would address issues concerning a lack of housing options, strained pedestrian and vehicular interactions, and dwindling downtown “draws” including retail, dining, and entertainment. The following projects were identified as major priorities:

1. Pearl Street 2-Way Reconstruction
2. Safe Passage, Inc. Renovation
3. Streetscape /Community Green South
4. Trailhead Depot & Greenway Trail
5. Romweber Flats - Phase II
6. Streetscape Improvements
7. Facade Improvement Program

ACTIVE LIVING WORKSHOP (2014)

In collaboration with the Indiana State Department of Health and Health by Design, the City of Batesville held a day-long workshop attended by forty community members to better understand how to support active living through plans, policies, programs and projects.

The following goals were outlined during this workshop:

1. Expand planning efforts
 - Develop a Trails and Greenway Master Plan (pedestrian and cyclist)
 - Develop a Pedestrian Master Plan
 - Develop a Sustainability Plan
 - Adopt a Complete Streets Policy
 - Adopt a Sidewalk Policy
2. Improve public space
 - Add pedestrian amenities downtown including information kiosks, seating, shade, and bike infrastructure
 - Build community gardens and enhance the Farmers’ Market
 - Expand storefront outdoor spaces
 - Improve streetfront aesthetics with landscape, planters, and furnishings

ECONOMIC DEVELOPMENT STRATEGY AND DOWNTOWN VISION ACTION PLAN (2015)

The Economic Development Strategy and Downtown Vision Action Plan prepared by Thomas P. Miller & Associates identified some overlapping goals with what was seen in the 2008 Downtown Strategic Development Plan including improving/expanding retail opportunities with entertainment amenities, encouraging social gathering and attracting visitors and residents through the development of arts and cultural amenities, and increasing accessibility, walkability and beautification. The plan also noted goals focused on strengthening partnerships, advancing development of local transportation corridors, and building a talent pipeline for top industries.

Six recommendations were developed to guide revitalization efforts:

1. Strengthen partnerships with regional economic development and allied organizations
2. Attract and support unique retail, dining, and entertainment amenities downtown
3. Advance the development of local food corridor and movement
4. Develop arts and cultural amenities within the downtown district
5. Increase accessibility, walkability, and beautification efforts in downtown
6. Build a talent pipeline for major local industries



Past planning streetscape improvements (Source: HWC Engineering)

COMPREHENSIVE PLAN UPDATE (2017)

The most current City of Batesville Comprehensive Plan was adopted in 2017 as an update prepared by the Lochmueller Group. The document outlined a set of “basic beliefs” for the strengths of Batesville as a community including great schools, outstanding medical community, local employers that provide a solid economy base, modern amenities with a small-town feel, proximity to large cities (Indianapolis and Cincinnati), and the ability to live, work and raise a family.

The downtown area – known as the Central Batesville Historic District – is listed on the National Register of Historic Places as defined by the National Park Service. This district encompasses roughly one square mile and is bound by Catherine Street to the southwest, Vine Street to the northwest, Boehringer Street to the northeast, and Eastern Avenue to the southeast. Specific to the downtown, the plan references encouraging healthy growth and development while maintaining a small-town atmosphere. Objectives for doing so include the following strategies:

1. Attract and support unique retail, dining, and entertainment amenities
2. Develop art and cultural amenities
3. Increase accessibility, walkability and beautification
4. Expand downtown marketing and promotion efforts

Batesville Main Street collaborates with city and arts and cultural organizations to increase development of arts and cultural amenities. It also mentions the consideration for a Downtown Overlay District that specifies a particular type of development and ensures that development is allowed.

2020-2024 PARKS MASTER PLAN

Batesville underwent a planning process for the city-wide parks and recreation system. This plan was written per the guidelines provided by the Indiana Department of Natural Resources (IDNR), as part of the prerequisites for IDNR grant programs. The plan identified the following goals:

1. Gather feedback and input from a diverse group of Batesville residents
2. Use national recreation standards, combined with a needs analysis to create new priorities for parks and recreation
3. Create a plan that is dynamic and provides pertinent, useful information and guidance for the next five years
4. Present the plan and gain its acceptance by the community
5. Submit to IDNR for approval
6. Upon approval by IDNR, apply for Land and Water Conservation Fund (LWCF) grant programs
7. Use the plan as a springboard to apply for applicable grants

Specific to downtown, Veterans Park was noted as having old, declining trees and needed to consider selective removal and replacement with new trees. This, along with some minor updates to the entry and furnishings has been accomplished since the completion of the plan.



Inspiration Park (Source: City of Batesville)

2023 VILLAGE GREEN CONCEPTUAL DESIGN PROCESS

In response to understanding how best to use the space occupied by the Umbrella Sky installation project, founded in 2011 by the Batesville Area Arts Council, a short design study was completed in 2023 that looked at the development of a permanent flexible-use structure and performance space within the Village Green and the adjacent parking lot area. The study was limited to this space and did not consider options within the greater downtown area.

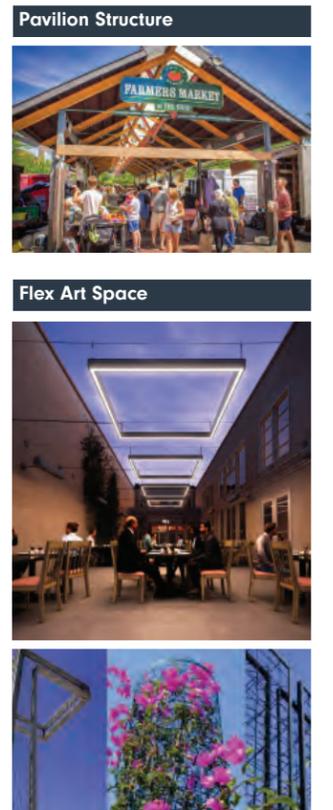
Resulting concepts illustrated how the space could work with the existing temporary structure as a continued rotating art installation piece or incorporate a more permanent structure to provide shade, space for performances, and lighting attachment capabilities for various exhibits. The concepts also defined flexible community space, improved pedestrian and vehicular circulation, and incorporated new landscaping and lighting.



Umbrella Sky Installation Project (Source: City of Batesville)



Village Green Concept Plan (Source: HWC Engineering)



PHYSICAL CONDITIONS

REGIONAL CONTEXT

Batesville is a small city located in southeastern Indiana along Interstate 74, approximately half-way between Indianapolis, Indiana and Cincinnati, Ohio. This strategic placement makes Batesville a prime location for residents looking for the quality of life found in a small town along with proximity to the attractions and amenities found in larger urban areas. The city limits of Batesville are in both Ripley County to the south and Franklin County to the north, with Batesville being the largest city in both counties at a population of just over 7,000 people. In addition to Interstate 74, the primary vehicular routes in and out of the city are State Road 229 which runs north to Oldenburg and connects south to Versailles, and State Road 46 which runs west from Batesville to Greensburg and east to Saint Leon and Harrison.

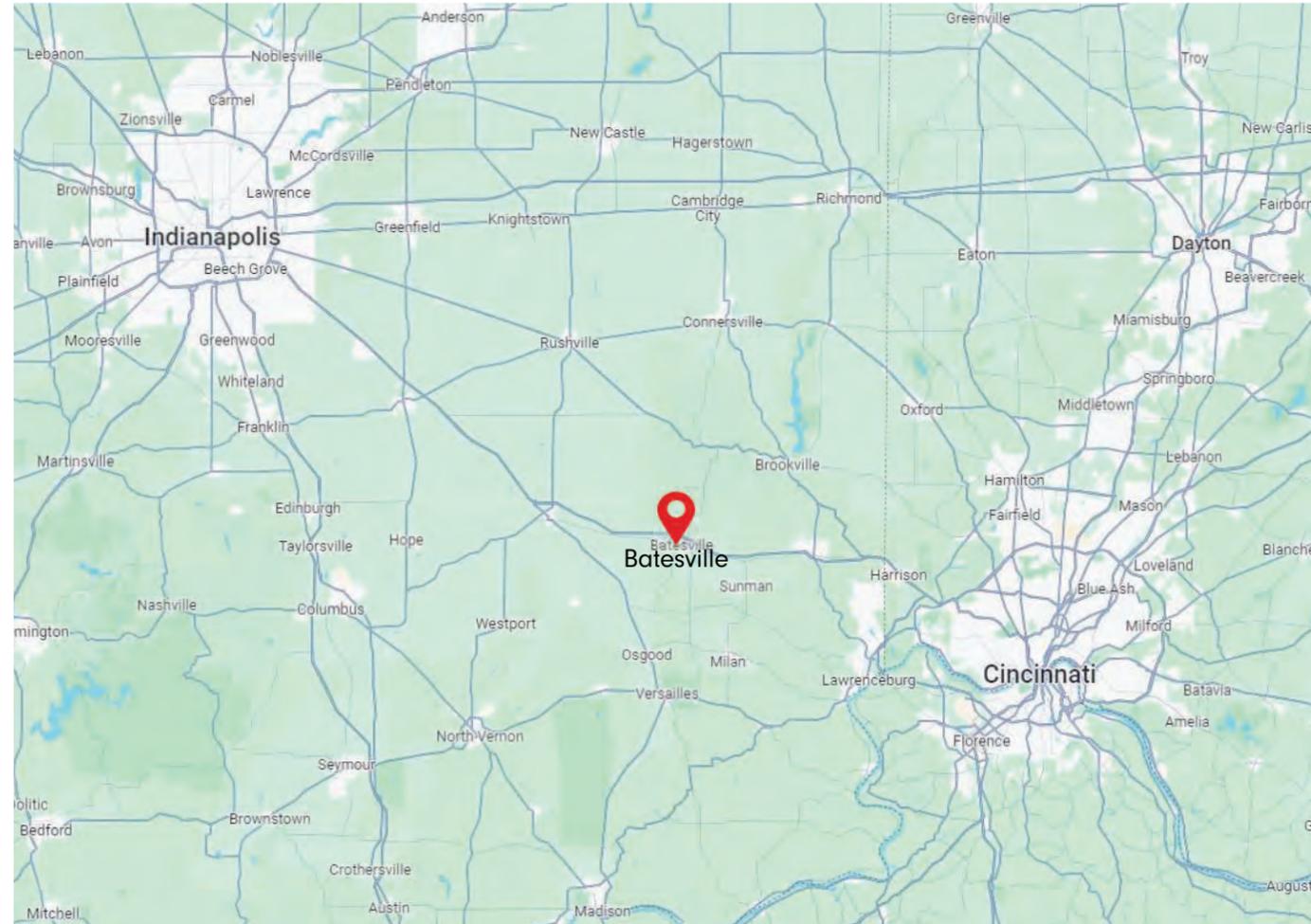


FIGURE 2.2: REGIONAL CONTEXT MAP

CITY CONTEXT

Downtown Batesville is near the center of the city, south of the exit from Interstate 74 along State Road 229. The German heritage of Batesville is readily apparent in downtown with several half-timbered building facades and Bavarian-themed murals. A collection of historic buildings are also located in downtown including local icons such as the Sherman House and Gibson Theatre. Some downtown attractions include Amack's Well, the local coffee house, which is south of the Village Green where the seasonal Farmers Market is held. Another signature location in downtown Batesville is the historic RomWeber Furniture Company, now known as RomWeber Marketplace, which houses several small businesses as well as a unique event venue. Though small in size, downtown offers much in charm and character.

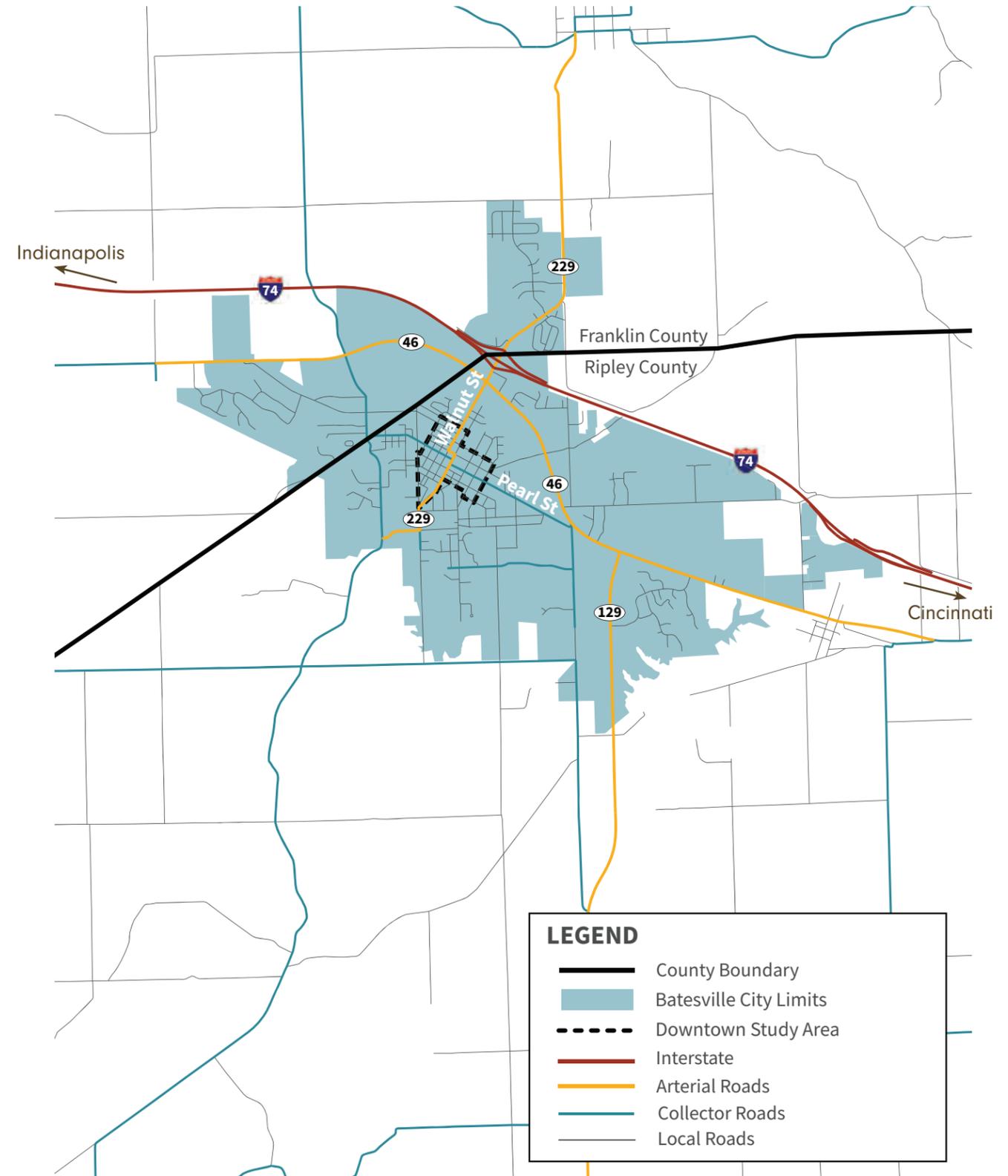


FIGURE 2.3: CITY CONTEXT MAP

PHYSICAL CONDITIONS

LAND USE + CHARACTER

In 2022, Batesville underwent a process to develop a new Unified Zoning Ordinance. Per the updated zoning map created during this planning effort, the project study area is identified as zone DT (Downtown District) and zones R2 (Moderate Density District) and R3 (Medium Density Mixed Residential District), which is located along the periphery of the project boundary.

The Downtown District and DORA boundaries (Designated Outdoor Refreshment Area) can be seen on the map to the right and heavily overlap with the study area defined for this plan.

Land uses within the downtown include tax-exempt (government), commercial (mixed-use), residential, light industrial, and recreational (public). While types of land use from block to block may be the same, individual building character varies widely within the district, providing for variety.

The diversity of land uses have an impact on the character of downtown. For example, the light industrial buildings are very different from the historic structures commonly seen in small urban downtowns and can be more difficult to successfully incorporate in a design character for downtown. Some historic structures have been lost to 'modern' development, such as the construction of the Village Square shopping center that disrupted the downtown street-front aesthetic with a 1980s style strip mall. With this being said, Batesville is not without its share of historic structures that help to create a sense of place and provide a template and foundation upon which future development can be built and draw inspiration.



The Gibson Theatre (Source: City of Batesville)



Amack's Well Coffee House (Source: Erin Schuerman Photography)



The Sherman House (Source: City of Batesville)



Langen Meats (Source: HWC Engineering)

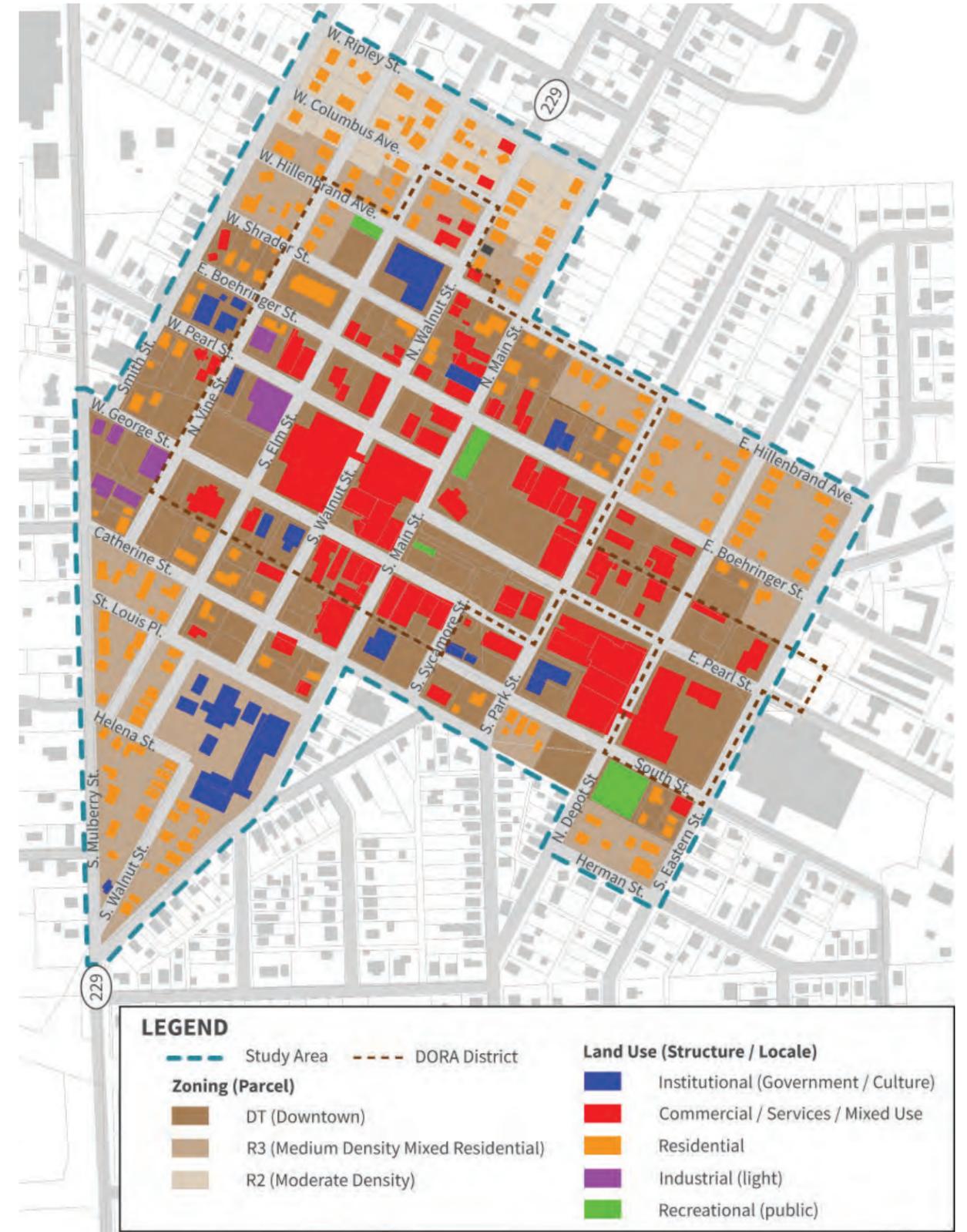


FIGURE 2.4: LAND USE + CHARACTER MAP

BUILDING DENSITY

Building density in the study area varies block by block, but the general trends sees larger buildings and large vacant lots located at the core of downtown transitioning to smaller building footprints of varying sizes clustered closer together as you travel outward, as can be seen in the Study Area Map, Figure 2.1. This is an inverse of what is typically seen for urban downtown areas. The study area is largely surrounded by residential neighborhoods which primarily consist of single-family homes, along with schools and parks.

George Street as well as sections of Main Street include one and two-story buildings with facades and street fronts more indicative of historic downtown character. The intersection of Main and Pearl Streets, at the heart of downtown, is surrounded by surface parking lots servicing the aforementioned buildings along Main and George Streets. A single-story commercial development resembling more of a suburban strip mall than a traditional downtown development also sits in this location encompassing nearly an entire block.

Batesville is unique in the light industrial use facilities that pepper the downtown district. These larger, half-block to sometimes full-block, two, three and even four-story structures have a strong presence in downtown. Conversions of some structures to commercial, institutional, and residential use help to create an identity and downtown atmosphere en lieu of the more traditional downtown street fronts and facades of other communities.



View down Main St. from Boehringer (Source: HWC Engineering)



The Sherman House at Main & George (Source: HWC Engineering)



Inspiration Park/George St from Pearl (Source: HWC Engineering)



Shops and parking lot at Pearl & Main (Source: Google Earth)

STREETSCAPE

In order to create a distinct downtown district, Batesville should establish and enforce design guidelines for its streetscapes. Currently, there are a mix of light fixtures, benches, signage, hardscape and landscape design styles throughout downtown. This inconsistency makes it difficult to know where downtown begins and ends as it does not feel like a single, unified area of the city. As can be seen in the photos on this page, each downtown street has its own unique style with varying fixtures, pavement types, and overall design aesthetics.

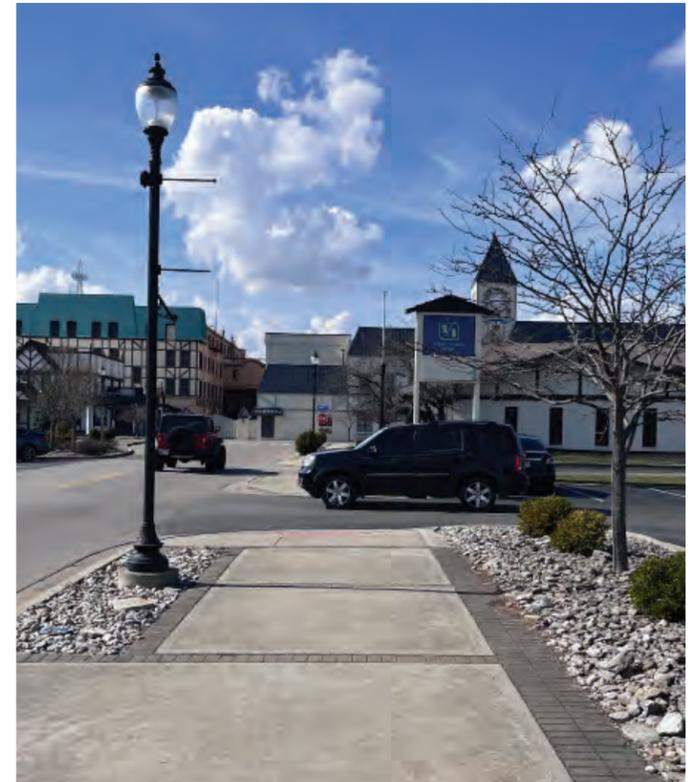
Items such as lighting, signage, wayfinding, site furnishings, hardscaping, and landscaping should all be predetermined and approved by the city so that a cohesive downtown palette can be established. A list of specific products should be curated to reflect the distinct character that Batesville would like to establish in its downtown. As older items need replaced or funds become available to add more furnishings, the city can begin to distinguish its downtown through consistent streetscape design.



Main & Boehringer Streetscape (Source: City of Batesville)



East Main/Village Green Streetscape (Source: City of Batesville)



East Pearl Streetscape (Source: City of Batesville)



Farmers Market (Source: Erin Schuerman Photography)



Village Green (Source: Lohmiller Real Estate)



Inspiration Park (Source :Batesville Area Arts Council)



Veterans Park (Source: City of Batesville)

PUBLIC GREEN SPACE + PLAZAS

While Batesville does have some nice public areas downtown, they are isolated and small. The green spaces at the core of downtown largely include hardscape surfaces with streetscape plantings including the Village Green and Inspiration Park.

No larger, flexible lawn space is present for the purposes of holding events or hosting festivals. These types of uses rely on adjacent parking lots for setup of activities, such as the hosting of the Batesville Farmers Market which takes place in the Village Green and adjacent Village Square parking lot. While the Village Green and Inspiration Park are suitable passive plaza spaces, their smaller sizes and immediate surroundings by roads and surface parking impact their comfortability and limit their use in hosting larger community events.

Veterans Park is the only larger public green space in downtown. Located on the very southeastern edge of the project study area, the quarter block park acts as a community space for the surrounding residential areas, but is physically and visually separated from the core of downtown’s pedestrian plazas.

VILLAGE GREEN

The Village Green is the primary plaza for downtown programming located along Main Street. The site is an important place of respite amongst the bustle of downtown with mature trees and plantings, a gazebo, benches and fountain. The space also includes interpretive signage that depicts the history of the City of Batesville. Additionally, it was the site of the Umbrella Sky Project, an art installation hosted by the Batesville Area Arts Council since 2021 which relocated in 2023.

Most recently, a 2023 conceptual design study was held with community stakeholders to evaluate the future of the space the art installation occupied. Ideas were presented for a redesign of the adjacent parking lot to expand the Village Green and provide a permanent structure for events or other rotating art installations.

The Village Green is a much-loved component of downtown evident by its care and interest from groups such as the Batesville Beautification League, Batesville Historic Center, and the Batesville Area Arts Council, to name a few.

INSPIRATION PARK

Inspiration Park is also located along Main Street, on the block just south of the Village Green. Constructed in 2021, the park “commemorates 2020’s 100th anniversary of the Women’s Suffrage Movement and honors the rich legacy of women who have shown vision and tenacity to become significant contributors to the Batesville community” (Batesville Area Arts Council).

The dedicated park space was born out of a 2011 planning effort as part of a submission to the Stellar Communities grant program. Ultimately, the funds for the realization of this space came from other sources.

Inspiration Park includes the dedicated art sculpture, a small turf lawn with a conversation ring, tree plantings, and benches with built-in planters.

VETERANS PARK

Veterans Park is a small community park located at 401 South Street on a half acre. The has a playground located at the center, which is need of some updates to include modern features as well as be more inclusive, a shelter with picnic tables, and perimeter lawn space with benches. The corner entry to the park includes a paved area with seating, planters, and a flagpole.

Any mature trees on site are declining and younger trees have been planted to offer future shade. A redesign of the site could result in a more active space, which would benefit the adjacent mixed use commercial spaces as well as the associated apartment living.

CIRCULATION

Adequate circulation for both pedestrians and vehicles is instrumental to a successful downtown. Circulation can provide and define access to businesses, amenities, and parking. It can also guide view sheds and entrance sequences. This section reviews the many challenges downtown Batesville currently faces in the categories of gateways, vehicular and pedestrian networks, and parking.

GATEWAYS

A welcoming entrance sequence into downtown is not well defined from the four main approaches into downtown (outlined by the principal arterial and collector roadways in Figure 2.5). The approach into Batesville from the north is the most compelling as the Saint Louis Church sits on a visual axis with Walnut Street and the Hill-Rom pedestrian sky bridge frames the approach.

The approaches to downtown from the north and south via State Road 229 and from the west via State Road 46, when paired with the diagonal street grid of downtown, makes for indirect and confusing access into the heart of the district. The principal arterials must rely on segments of collector and local roadways to reach their final destinations.

While the bigger picture of identifying “gateways” into the city with associated ornamentation and structural features is important to the identity of Batesville, establishing a branded wayfinding package is also important as part of the sequences. Creating primary gateways supported by secondary and tertiary signage to guide the drivers from principal arterials to collector and local roadways will ease the confusion of finding downtown.

The approach into Batesville from the east is the most straight forward, departing from State Road 46 onto East Pearl Street and traveling that corridor continuously into downtown.

VEHICULAR NETWORKS

State Road 229 (N. Walnut Street) exists as a principal arterial road in and out of northern Batesville. The road connects downtown to both State Road 46 and Interstate 74 in the far north. Walnut Street reaches downtown by way of Main Street via Boehringer Street.

State Road 229 (S. Mulberry Street) also exists as a principal arterial road in and out of southern Batesville. The road reaches downtown by way of Main Street via South Mulberry Street.

East Pearl Street is the principal arterial road in and out of Batesville. The east end of Pearl Street connects to State Road 46, which acts as bypass around the City. This connection from State Road 46 provides a direct entry into downtown.

North Huntersville Road exists as a collector roadway in and out of Batesville as it connects to State Road 46 in the west. North Huntersville Road reaches downtown by way of Columbus Avenue to Walnut Street to Boehringer Street.



Approach from SR 229 to Downtown (Source: HWC Engineering)



FIGURE 2.5: ROADWAYS AND GATEWAYS

PEDESTRIAN NETWORKS

Safe and accessible pedestrian facilities are essential to every thriving downtown. In Batesville, walkability varies from street to street. Sidewalks have been added along the south side of Pearl Street between downtown and RomWeber. However, the north side of Pearl Street east of Park Street remains unpleasant and potentially dangerous for pedestrians. Walnut Street as a whole has narrow sidewalks, but the section between Boehringer and George Streets in particular is uninviting to pedestrians with an industrial look and feel. Additionally, east of Main Street between Boehringer and George Streets is primarily parking lots which create a hazard for pedestrians, especially since many downtown events are held here. Careful consideration should be given to improving each of these problem areas. However, as a whole, downtown’s pedestrian network is quite good.

ON-STREET PARKING

As can be seen in Figure 2.6 on the following page, downtown has an extensive amount of on-street parking. Nearly every street within the downtown study area offers on-street parking, making downtown readily accessible to vehicular visitors. However, while the majority of blocks within the study area accommodate on-street parking, very few have signage and pavement markings to delineate it. Making people aware of the availability of on-street parking could minimize the need for such expansive surface parking lots throughout downtown.



Bumpout in unused space between on street parking and the end of the block along George Street (Source: HWC Engineering)

OFF-STREET PARKING

A significant portion of downtown is dedicated to off-street parking lots which is not the highest and best use for valuable real estate in the heart of downtown. In particular, the large surface lots located north and south of Pearl Street and east of Main Street is in the core of downtown and adjacent to important public spaces such as the Village Green and Amack’s Well. These large parking lot are rarely full and could be repurposed to better accommodate pedestrian uses such as a community gathering space or as an expansion of Inspiration Park.



Large surface lot in Downtown (Source: HWC Engineering)



Unmarked on-street parking (Source: HWC Engineering)

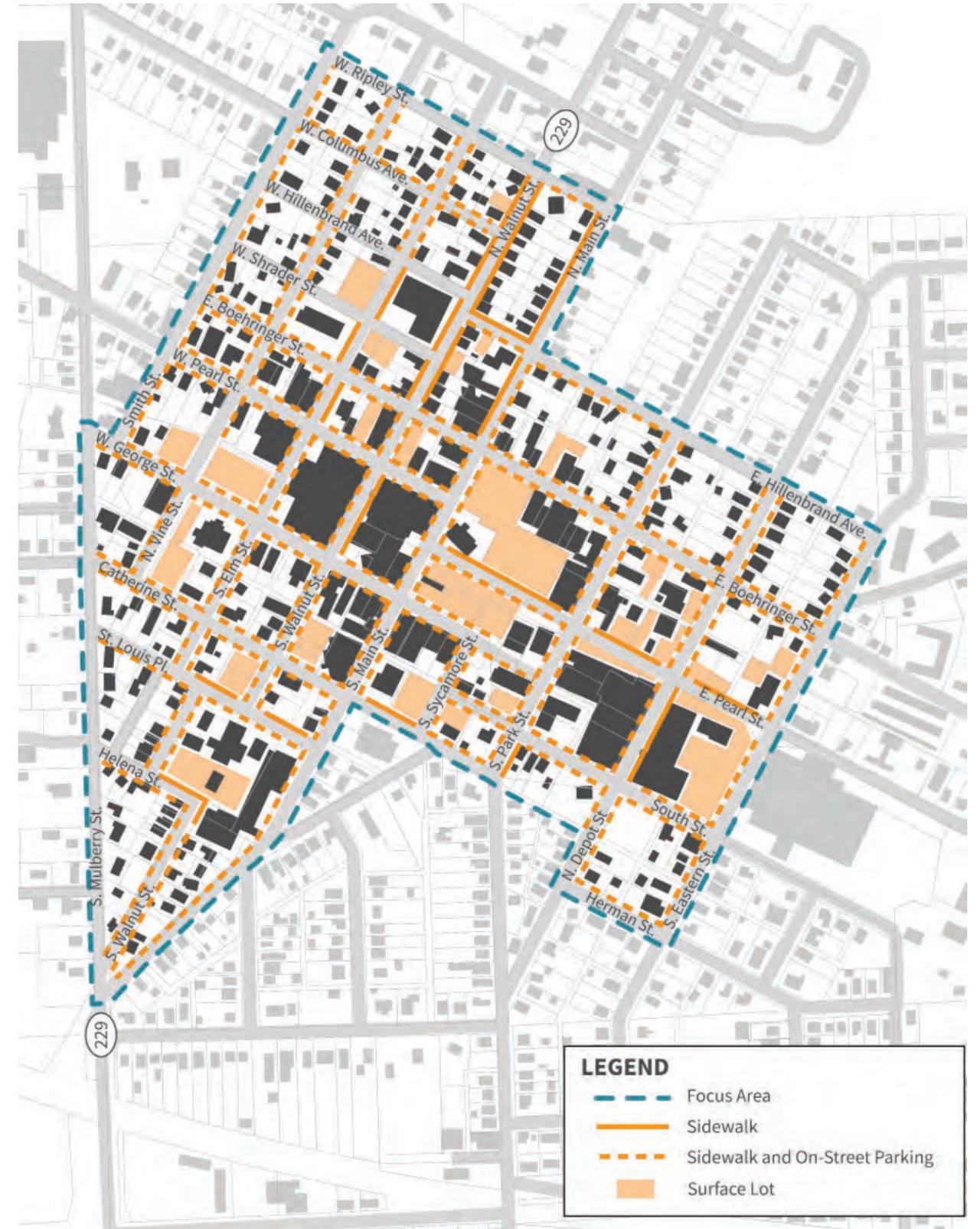


FIGURE 2.6: PARKING AND SIDEWALKS MAP

DOWNTOWN EVENTS

Downtown Batesville offers a variety of events throughout the year for residents and visitors to enjoy. The City of Batesville, Batesville Main Street, the Chamber of Commerce, the Memorial Public Library, and many more work together to provide entertainment and gathering events for locals and visitors alike, such as the following:

- Farmers Market
- Puppuccino
- Kiwanis Carnival
- Mainopoly
- Christmas in July
- Ladie’s Night
- RomWeber Car Show
- Food Truck Festival
- Tap & Chisel Craft Brew Fest
- Cherry Thing-a-ling
- Batesville Blackout
- 5th Saturday Shopping Events
- Summer Concert Series at the Library
- Annual parades, including Homecoming, 4th of July, Halloween, Jingle Bell Rock, and more

For a full list of events and dates, visit the Chamber of Commerce Community Calendar online at <https://batesvillein.com/events/>.



Puppuccino (Source: HWC Engineering)

BATESVILLE FARMERS MARKET

On Saturday mornings from 8am to 12pm, downtown Batesville boasts a farmers market showcasing vendors with locally grown, quality foods and homemade arts and crafts. The event takes place in the parking lot adjacent to the Village Green from May through October.

PUPPUCCINO

Each year Batesville Main Street and Amack’s Well Coffee House put on a special event for resident canines and their owners to enjoy. Puppuccino is held each May in downtown and hosts a variety of vendors, entertainment, dog training demos, and of course a plenitude of cappuccinos and pup cups for all. Even those who are not dog owners are welcome to partake in the festivities and make friends with local residents and their dogs alike.

FOOD TRUCK FESTIVAL

Each July, Batesville Main Street in partnership with the Batesville Memorial Public Library hosts a celebration of culinary creations. The Batesville Food Truck Festival invites you to take a night off from cooking and let local vendors treat you and your family to a host of sweet and savory dishes, sure to satisfy all your cravings.



Farmers Market (Source: Erin Schuerman Photography)

CULTURAL INSTITUTIONS

Cultural institutions – both private and public – help to foster an identity for and shape the atmosphere of downtown. These institutions are the local landmarks and social hubs of the city frequented by residents which serve as key anchors for downtown. Some of the cultural institutions identified by the planning committee include:

- RomWeber Marketplace
- Kid’s Discovery Factory
- Memorial Public Library
- Batesville Area Historical Center
- Gibson Theatre
- City Hall
- Amack’s Well Coffee House
- Post Office
- Batesville Liquor Co.
- Schmidt Bakery
- Village Green

ROMWEBER MARKETPLACE

Located at 7 S Eastern Ave, the RomWeber Marketplace offers unique shopping experience with curated collections of vintage and antique furniture, home decor, and collectibles.



Kids Discovery Factory (Source: Discover Batesville)

KIDS DISCOVERY FACTORY

Located at 110 Sycamore Street, the Kids Discovery Factory combines play and education, allowing kids to gain confidence while having fun exploring new concepts and learning valuable skills about science, technology, engineering, art, and mathematics.

BATESVILLE MEMORIAL PUBLIC LIBRARY

Located at 131 N Walnut Street, the Batesville Memorial Public Library offers a variety of seasonal activities to engage the community such as the summer concert series and reading program as well as art and education courses.

BATESVILLE AREA HISTORICAL CENTER

Located at 15 West George Street, the Batesville Historical Center has a mission to “foster an awareness and appreciation of the Batesville area’s unique history through the research, collection, preservation, and promotion of the material culture and history of the Batesville area.”

GIBSON THEATRE

Located at 107 N Main Street, Gibson Theatre recently celebrated its 100th birthday. The theater offers regularly scheduled pay to attend events and screenings as well as free-of-charge programming like the Free Summer Movies series.



Gibson Theatre (Source: Discover Batesville)



MARKET CONDITIONS

CHAPTER 03

OVERVIEW

An understanding and analysis of market conditions, including demographics and consumer habits, can help focus potential redevelopment efforts and the what types of redevelopment may be most successful. This chapter examines general demographic and economic indicators. The 2008 Downtown Plan was also used as a reference point to gauge how the community has changed since that time, as well as to understand if recommendations presented in that plan continued to have merit.

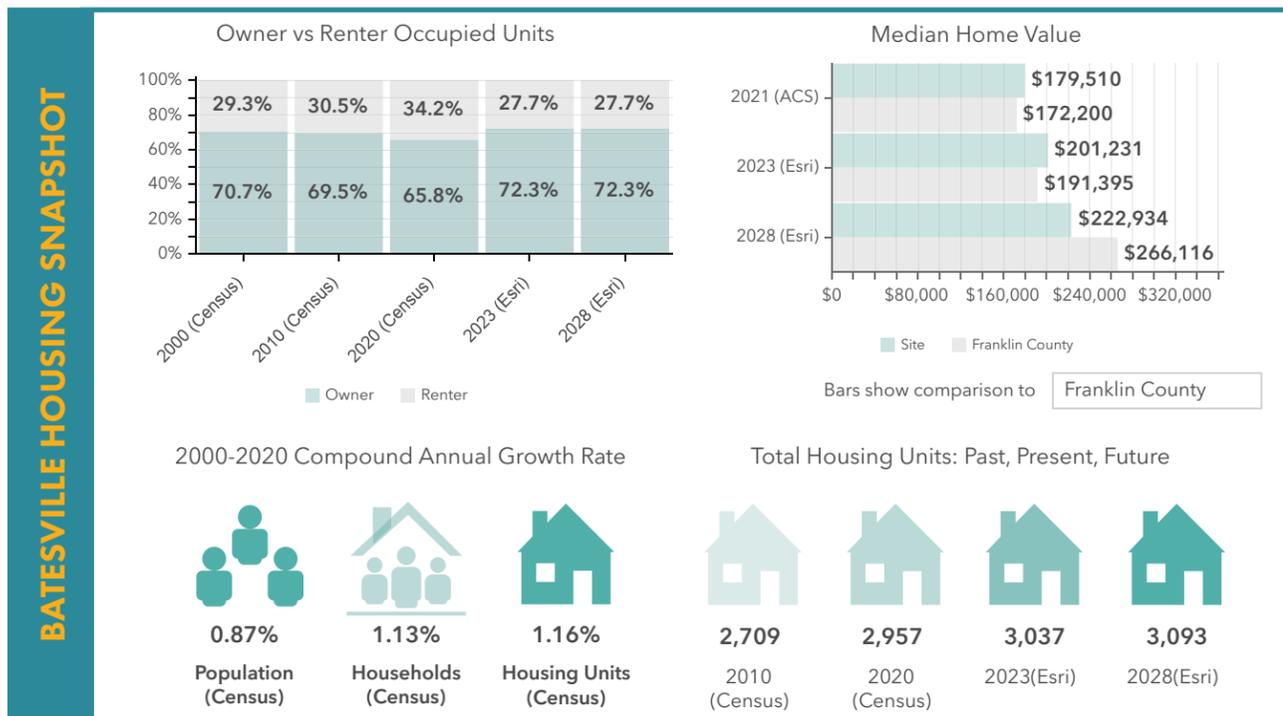
The table on the opposite page highlights some of the data comparison point. Several key data points have remained remarkably consistent or improved for the better over the last fifteen years, including owner occupied housing, population, and educational attainment levels. There have also been areas with some changes to note from 2008, including a slight decrease of the percentage of the white collar workforce and slight decreases in median household income, per capita income and median home value when compared to inflation adjusted values from 2008. The poverty rate was a significant change, though the percentages of residents considered cost-burdened decreased from 2008 to 2022.

Overall, Batesville remains a prosperous community, and one that is seeing positive population growth, which is not the case for many communities in Indiana. Batesville continues to rate higher than the State of Indiana in several economic indicators, including household incomes, educational attainment levels, and a lower median age.

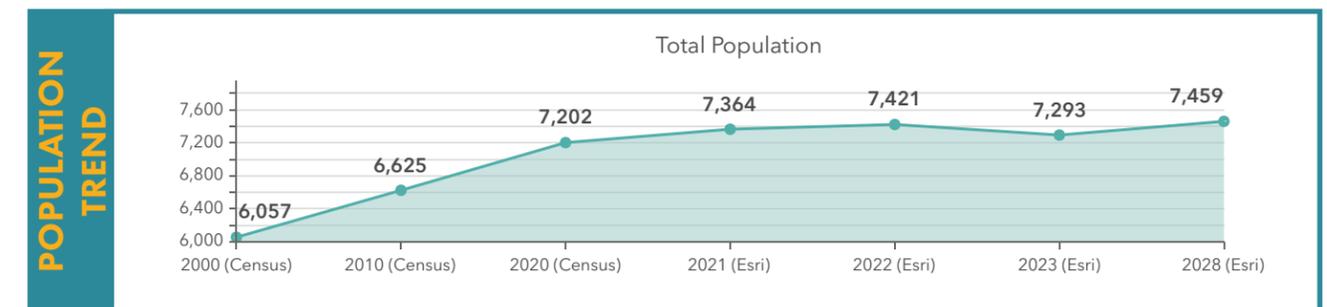
However, as observed in the 2008 plan, growth and development in the downtown will be limited if focusing only on local services and local demand. A strategy which expands on services being offered to local residents as well as boosting demand for visitors will be needed to increase retail and dining spending and demand. Batesville has demonstrated the ability to successfully pull in visitors through the Umbrella Sky project and will need to look for opportunities to make Batesville a destination. Making downtown and Batesville a destination can also mitigate another potential concern, which is the out-sized reliance on manufacturing for the local economy. Creating a high-demand destination, coupled with other strong economic indicators that Batesville has demonstrated, can help ensure manufacturers, and their employees, want to stay here. It also provides an opportunity to reverse the slight downward trend in white collar services, to offer an opportunity for those who have the opportunity to work remotely, while living in Batesville.

FIGURE 3.1: DEMOGRAPHICS COMPARISON CHART

POPULATION	2007	2022
Population	6,785	7,288
White/Black/Hispanic (%)	96/0.1/1.8	92.2/0.5/4.6
HOUSING		
Owner Occupied Housing	70.2%	68.7%
Vacant Housing Units	3.6%	3.7%
Median Home Value	\$151,422	\$208,700
Median Year Structure Built	1970	1976
% of Detached Structure	74.1% (2000)	70.5%
INCOME/EMPLOYMENT		
Median Household Income	\$60,523	\$72,794
Per Capita income	\$27,630 (2006)	\$39,642
% of Households w/ Income \$50K+	61.4%	64.6%
% w/ Bachelor or Higher Degree	25.1%	28.3%
% White Collar / Services / Blue Collar	56/14/30	52/14/34
Population 16+ Unemployed	3.6%	4.5%
Average Travel Time to Work (min.)	17	26.2
SOCIO-ECONOMIC		
Median Age	37.6	37.6
Poverty Rate	3.5%	16.1%
% of Residents that are cost burdened	37.1%	29.3%



Source: This infographic contains data provided by U.S. Census (2000, 2010, 2020), Esri (2023, 2028), ACS (2017-2021). © 2024 Esri



Source: This infographic contains data provided by U.S. Census (2000, 2010, 2020), Esri (2023, 2028), ACS (2017-2021). © 2024 Esri

DEMOGRAPHICS

The following present observations of notable demographic data points and trends. In addition to Batesville, demographics were also compared within a 30 minute drive time of Batesville, which represents a likely trade area of residents likely to visit the City. More complete demographic summaries can be found in the appendix.

POPULATION AND GROWTH

- Population has grown 8.71% in Batesville between the 2010 and 2020 census. This outpaces the State of Indiana's growth at 4.65%, but is less than the growth that occurred between the 2000 and 2010 census.
- The same trend could be seen in Ripley County and the 30 minute drive time, with growth still occurring between 2010 and 2020, but slowed when compared to 2000 and 2010.
- Growth in the number of households has also outpaced the State between 2010 and 2020 with Batesville at 11.06% and the 30 minute drive time at 13.09% compared to the State at 7.10%. Batesville was the only geography where household growth accelerated from the 2000 to 2010 period to the 2010 to 2020 period.
- While the number of households has increased, the average household size decreased from 2.60 to 2.47, a trend seen broadly across all analyzed geographies and the US more broadly. Shrinking household sizes mean the same amount (or more) people are living in more housing units, therefore, driving demand for more units.
- When compared to the State of Indiana, Batesville has a much higher percentage of people under age 5 living in their community (8.19% vs 6.15%)
- On the other end of the spectrum, Batesville has about 1.20% more people over the age of 75 than the state of Indiana (7.40% vs 6.24%)
- The share of the millennial population in Batesville is 3.77% lower than that of the State of Indiana (21.75% vs. 25.52%).
- The share of the retiree population in Batesville is 1.34% higher than that of the State of Indiana (17% vs. 15.67%)

HOUSING

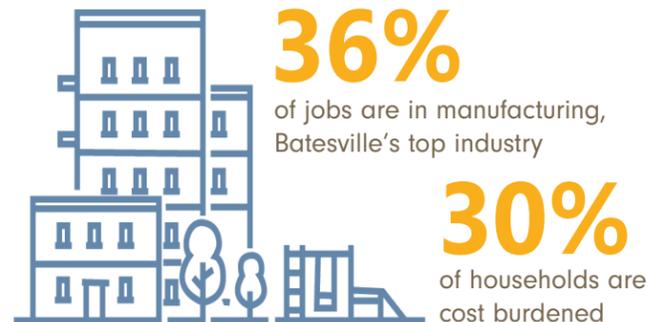
- The housing picture has remained relatively stable in Batesville over the last decade.
- Total housing units increased by 28 total units between 2010 and 2020.
- The median year of housing structures built has modestly increased to 1976 compared to 1970 in the 2008 plan, representing a small increase of newer housing units.
- 68.7% of all units were owner-occupied.
- 31.3% of all units were renter-occupied.

EDUCATIONAL ATTAINMENT

- Generally, the educational attainment of the analysis areas is well aligned with the State of Indiana as a whole.
- 8.44% of Batesville's population holds an associate degree, 18.4% hold a bachelors degree, and 10.83% hold a graduate degree or higher.
- When looking at just bachelors degree or higher, Batesville at nearly 29% is near equal with the State of Indiana at 28% but higher than Ripley County at 19.22% and the 30 minute drive time at 22.3%.
- It should also be noted that Batesville's local school corporation has been a 4-Star rated corporation since 2009.
- The graduation rate at Batesville High School is 97%.

97%

Graduation rate at Batesville High School, a 4-star rated school corporation



INCOME AND POVERTY

- Despite the differences in population growth and educational attainment levels, income and poverty present a more challenging picture in Batesville.
- When adjusted for inflation, median household income (\$72,794) per capita income (\$39,642) and median home value (\$208,700) have decreased slightly when compared to 2010.
- Batesville and Ripley County are slightly less than the State of Indiana in per capita income (\$34,512 and \$34,578 respectively) compared to \$35,984 for the State.
- However, Batesville and Ripley County out perform the State of Indiana in median household income at (\$72,794 and \$70,285 respectively) compared to \$66,785 for the State.
- Cost-burdened households (those who spend more than 30% of income on housing costs) also has an out-sized impact on renters in Batesville with nearly 59% of renters are cost-burdened compared to 43% statewide and only 30% in the 30 minute drive time.
- Nearly 16% of owner-occupied households across Batesville are cost-burdened.
- When looking at both owner-occupied and renter-occupied, nearly 30% of all households in Batesville are cost-burdened.
- Batesville has a higher percentage of its population living below the poverty line at 16.1% compared to the State at 12.6%. This is also a significant change from a rate of only 3.5% noted in the 2008 plan.
- The higher poverty rate can be identified in Census Tract 9685, which comprises downtown Batesville east to CR 300 E. The poverty rate in this tract is 19.7%. Census tract 9684.02, containing the eastern half of Batesville out to Sunman has a poverty rate of 8.3% while Census tract 9601, which comprises the portion of Batesville in Franklin County has a poverty rate of 6.6%.
- While this rate and the increase is concerning, it is not a trend limited to Batesville. The threshold to be considered middle-class in Indiana rose 38% in 10 years, while median household income has only risen 22% in same period.

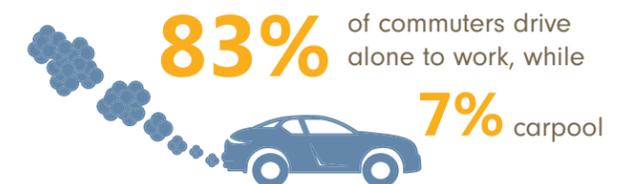
- Peer communities in the region have similar or higher poverty rates, which higher rates seen in city centers when compared to the county, with Rushville (15.1%), Shelbyville (18.8%), Greensburg (13%) North Vernon (20%) and Lawrenceburg (20.4%).

COMMUTING

- Batesville has more workers coming into the City to work than leaving. 5,815 workers commute to the City to work. 1,118 people leave the City to work elsewhere, and 1,761 people both live and work in Batesville.
- The large number of workers commuting into Batesville make sense given the large manufacturing presence. This influx represents an opportunity for Batesville to capture some of those commuters to live in Batesville and closer to their jobs.
- Most commuters coming into Ripley County (Batesville) are traveling from Franklin County (22%), Dearborn County (12.4%), Decatur County (6.2%), and Butler County, OH (2.3%).

EMPLOYMENT

- White collar jobs make up 52% of local occupations, with the bulk of those jobs in the management/business/financial occupations (17.7%) and professional occupations (21%).
- Blue collar jobs make up 34% of local occupations, with the bulk of those jobs in the production occupations (17.4%) followed by installation/maintenance/repair (6.6%) and construction/extraction (5.8%)
- The top industries in Batesville are manufacturing at 36%, followed by health care (12.4%) educational services (8%), construction (7.3%) and retail trade (6.8%).
- The percent of the population (16+) in the labor force is 69.8%



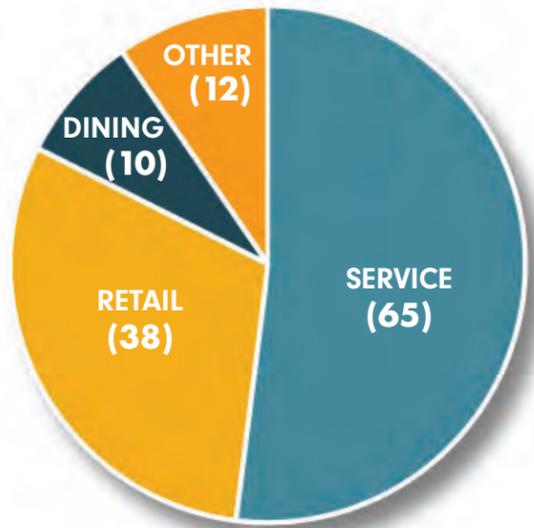
MARKET ANALYSIS

RETAIL TRADE ANALYSIS

A trade analysis captures a snapshot of downtown Batesville's economy, including types of stores and services provided, along with an understanding of what consumers are spending money on. According to ESRI and data provided by Data Axle, there are over 452 businesses with a Batesville address. Over half of these businesses employ 1-4 employees, while some of the largest businesses, such as Baxter, Batesville (previously Batesville Casket Company), Margaret Mary Health, and Batesville Tool & Die employ 500+ employees each. Combined, the top 5 employers in Batesville employ over 3,000 people.

According to data from Main Street Batesville, there are over 125 businesses within the downtown vicinity, including 10 dining options, 38 retail options, 65 service-oriented businesses, and 12 other, being non-profits and government businesses. There is a diverse range of businesses downtown, including a popular coffee shop, bakery, butcher shop, café, movie theater, office supplies store, shoe store, book store, auto-parts, and boutique retail shops. Examples of personal services and non-retail or dining establishments downtown include banking, salons, post-office, library, historical museum, children's museum, music studio, and real estate and law offices.

DOWNTOWN BUSINESSES BREAKDOWN



TRADE AREA

Understanding what current businesses exist is helpful, but we also want to understand spending habits of potential visitors to Batesville. Anecdotally, within the public survey, we found that Batesville residents were often driving to Cincinnati, Harrison, Greensburg, and Lawrenceburg for shopping and dining options. Given that visitors were willing to drive to Harrison, Greensburg and Lawrenceburg, we analyzed additional data within a 30 minute drive time of Batesville. While the 2020 census population of Batesville was 7,202, there are over 85,143 residents within a 30 minute drive time of Batesville.

The two most requested business types from the public input process on the plan is shopping and dining. While the City can take actions to help improve the business climate and atmosphere downtown, it is also helpful to understand which types of businesses or dining offer the most opportunity in Batesville based on current spending habits both within Batesville and within the 30 minute drive time.

Some of the reports produced by ESRI and analyzed for this document include:

- Restaurant Market Potential (Batesville and 30 minute drive time)
- Retail Market Potential (Batesville and 30 minute drive time)
- Retail Demand Outlook (Batesville and 30 minute drive time)
- Retail Goods and Services Expenditures (Batesville and 30 minute drive time)
- Retail Demand by Industry (Batesville and 30 minute drive time)
- Restaurant Demand Outlook?? (Batesville and 30 minute drive time)

These reports are included in the appendix. While these reports vary in the exact methodologies and criteria used, when viewed together they help understand the existing consumer habits of residents in Batesville and the 30 minute drive time as well as opportunities based on likely changes in consumer habits. These reports generally create an index comparing consumer habits in the analysis area against national averages. This creates the ability to identify higher and lower demand relative to national averages. Some highlights from these reports include:

RESTAURANT MARKET POTENTIAL

Consumer spending in Batesville and a 30-minute drive time shows potential growth opportunities, particularly in dining market potential. Family restaurants and steak houses are particularly popular, with strong mid-range spending habits (\$31-\$100) and potential for expansion. However, demand significantly diminishes for expenditures on restaurant spending over \$100 and for fine dining experiences broadly.

- Spent \$31-50: MPI of 115
- Spent \$51-100: MPI of 118

Fast food and drive-in restaurants also see high demand, especially for take-out and drive-thru options, indicating opportunities for quick-service businesses. Specialty fast-food chains like Texas Roadhouse, Dairy Queen, and Subway enjoy higher-than-average patronage, suggesting success for niche fast-food concepts. Additionally, demand for sit-down breakfast establishments like Cracker Barrel and Bob Evans suggest an opportunity for expanded breakfast establishments.

RETAIL MARKET POTENTIAL

Batesville's retail market sector showed less opportunity than the restaurant market potential, with many MPI values at or below average. Demand is particularly low for entertainment related establishments. In the retail sector, convenience stores lead in consumer engagement, with a notable percentage of adults frequently shopping and spending over \$100 within 30 days at convenience stores.

Interestingly, pet ownership is strong, particularly for cats and dogs (MPI of 134 and 125, respectively), reflecting a robust potential market for pet-related products. Demand for home improvement supplies, particularly supplies 'made in America,' is strong. Batesville also demonstrates strong demand for financial services, including banking, mortgage, investing, and insurance related businesses.

One of the key takeaways from 2008 plan was new retail markets must be brought in from outside of the community to grow retail and that local demand for goods was stagnant. Given the lower MPI's noted for several of the retail and dining categories in these reports- this assumption still likely holds.

BUYING HABITS OF LOCAL CONSUMERS

In addition to the market reports, ESRI also produces Tapestry Segments of the local population, which offer another insight into the potential interests and shopping habits of local consumers. To create the Tapestry Segmentation, ESRI collects data from credit card purchases and a variety of other sources to group people into their buying habits. The following charts show the top three tapestry segments both within Batesville and within a 30-minute drive of Batesville. More robust summary spreadsheets of Tapestry Segments for Batesville can be found in the appendix.

IN BATESVILLE:

TAPESTRY SEGMENT	MARKET PROFILE AND CHARACTERISTICS
<p>1. Green Acres (50.9%)</p>	<ul style="list-style-type: none"> ○ \$76,800 Median Household Income ○ Purchasing choices reflect Green Acres residents’ country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. ○ Homeowners favor DIY home improvement projects and gardening. ○ Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. ○ Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. ○ Residents are active in their communities and a variety of social organizations, from charitable to veterans’ clubs.
<p>2. Rustbelt Traditions (35.2%)</p>	<ul style="list-style-type: none"> ○ \$51,800 Median Household Income ○ Residents take advantage of convenience stores for fueling up and picking up incidentals. ○ Watching television is a common pastime; many households have more than four TVs. ○ Favorite programming ranges from Freeform, A&E, and TNT to children’s shows on Nickelodeon and the Disney Channel. ○ Residents are connected; entertainment activities like online gaming dominate their internet usage. ○ Favorite family restaurants include Applebee’s, Arby’s, and Texas Roadhouse. ○ Radio dials are typically tuned to classic rock stations.
<p>3. Old and Newcomers (13.8%)</p>	<ul style="list-style-type: none"> ○ \$44,900 Median Household Income ○ Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle. ○ They prefer cell phones to landlines. ○ Entertainment features the internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. ○ Vehicles are basically just a means of transportation. ○ Food features convenience, frozen, and fast food. ○ They do banking as likely in person as online.

WITHIN 30 MINUTE DRIVE OF BATESVILLE:

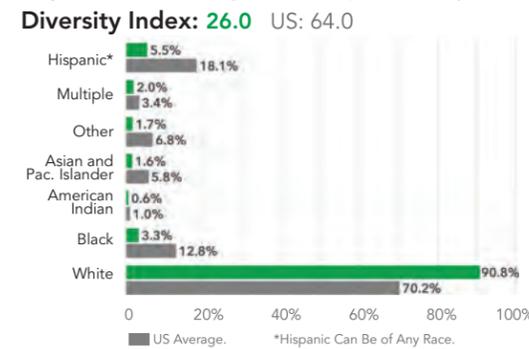
TAPESTRY SEGMENT	MARKET PROFILE AND CHARACTERISTICS
<p>1. Salt of the Earth</p>	<ul style="list-style-type: none"> ○ \$56,300 Median Household Income ○ Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips, are popular. ○ To support their pastimes, truck ownership is high; many also own an ATV. ○ They own the equipment to maintain their lawns and tend to their vegetable gardens. ○ Residents often tackle home remodeling and improvement jobs themselves. ○ Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL. ○ These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.
<p>2. Green Acres</p>	<ul style="list-style-type: none"> ○ \$76,800 Median Household Income ○ Purchasing choices reflect Green Acres residents’ country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. ○ Homeowners favor DIY home improvement projects and gardening. ○ Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. ○ Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. ○ Residents are active in their communities and a variety of social organizations, from charitable to veterans’ clubs.
<p>3. Southern Satellites</p>	<ul style="list-style-type: none"> ○ \$47,800 Median Household Income ○ Usually own a truck; likely to service it themselves. ○ Frequent the convenience store, usually to fill up a vehicle with gas. ○ Typical household has a satellite dish. ○ Work on home improvement and remodeling projects. ○ Own a pet, commonly a dog. ○ Participate in fishing and hunting. ○ Prefer to listen to country music and watch CMT. ○ Read fishing and hunting and home service magazines. ○ Partial to eating at low-cost family restaurants and drive-ins. ○ Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

Households: 3,923,400
 Average Household Size: 2.70
 Median Age: 43.9
 Median Household Income: \$76,800

50.9%

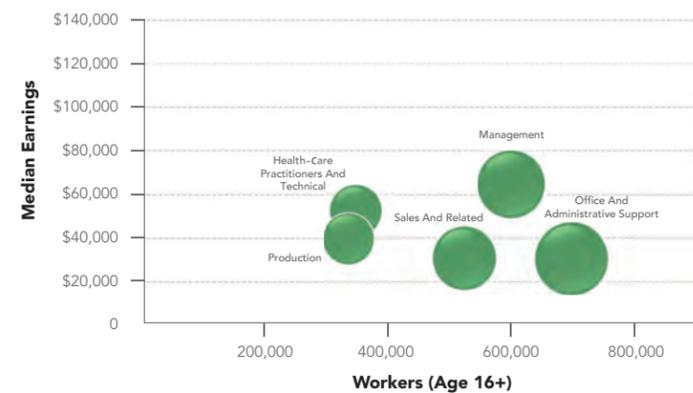
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



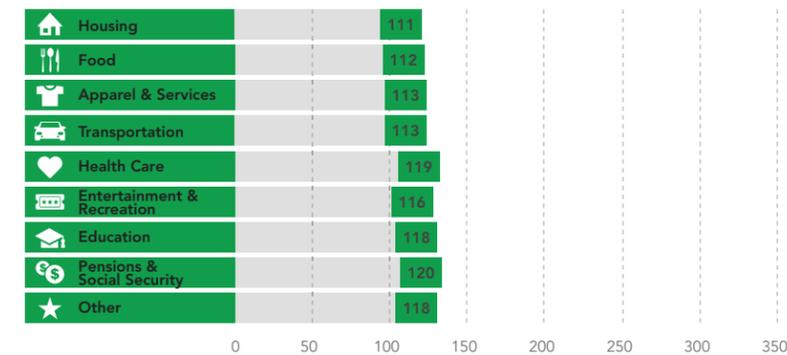
OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



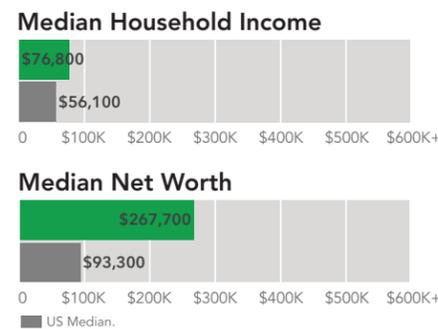
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

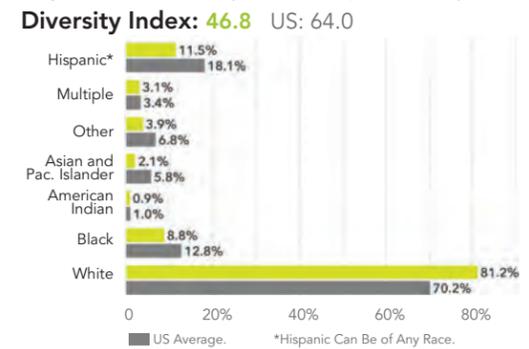


Households: 2,716,800
 Average Household Size: 2.47
 Median Age: 39.0
 Median Household Income: \$51,800

35.2%

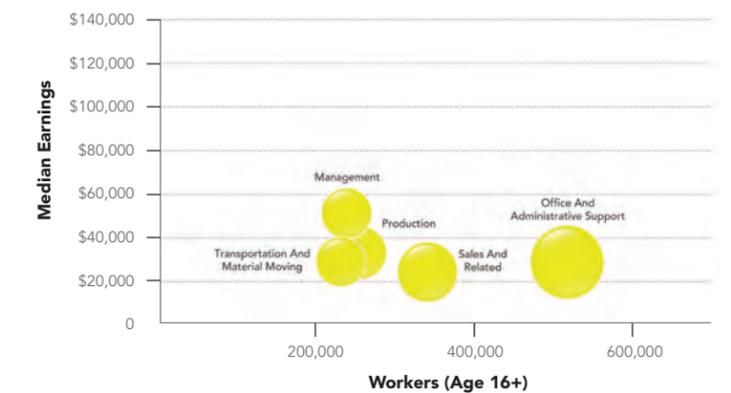
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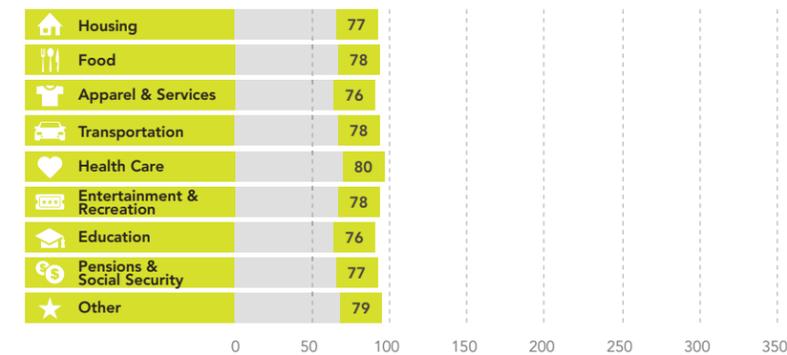
OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



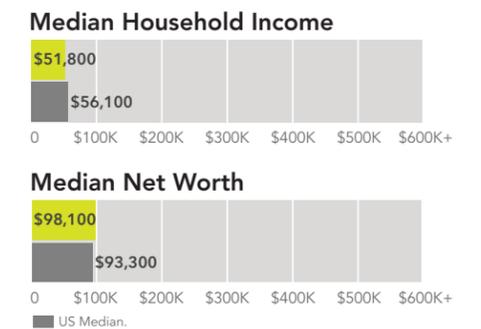
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



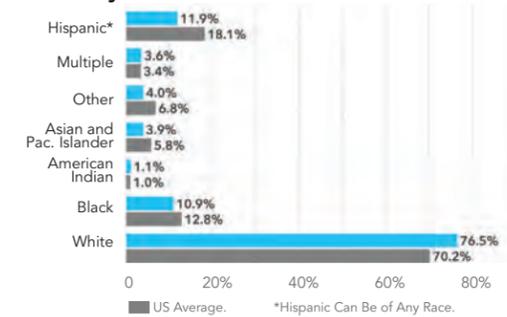
Households: 2,859,200
 Average Household Size: 2.12
 Median Age: 39.4
 Median Household Income: \$44,900

13.8%

RACE AND ETHNICITY (Esri data)

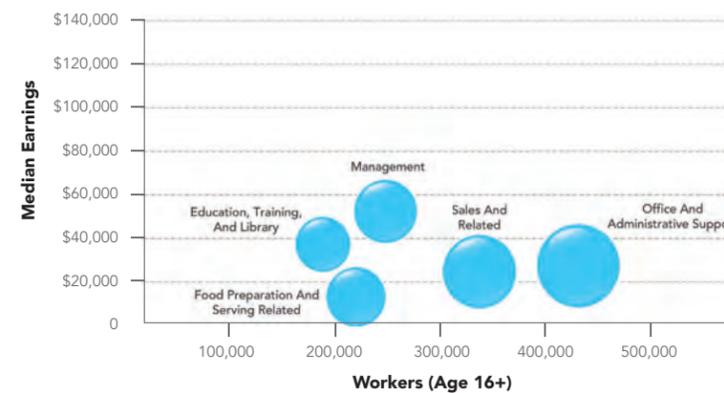
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **52.7** US: 64.0



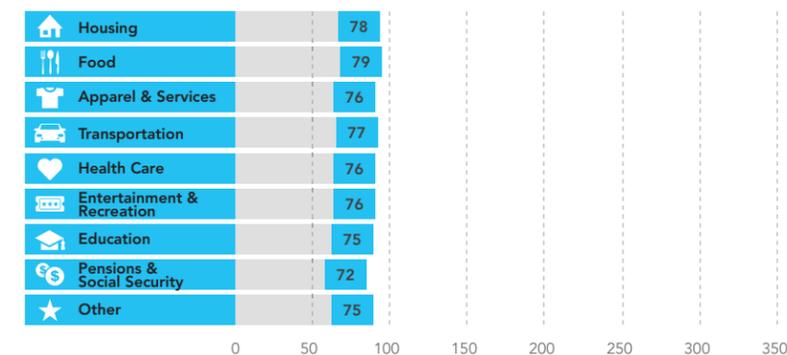
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The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



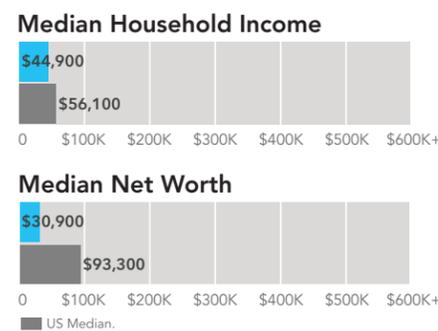
AVERAGE HOUSEHOLD BUDGET INDEX

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INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



OPPORTUNITIES

DESIRED COMMERCIAL USES

Early in the process, a community survey was administered which received over 400 responses. Overwhelmingly, the survey respondents desired additional dining and shopping opportunities in Batesville, with 59% of respondents wishing to see more shopping and entertainment options and 77% wishing to see more dining options. The table below provides a further breakdown of what kinds of dining or shopping respondents would prefer to see.

SURVEY CHOICE	RESPONSES (%)
Evening Dining	67%
Outdoor Dining	65%
Gift and Clothing Shops	53%
Entertainment Venues	48%
Grocery Store	42%
Boutique Retail Stores	41%
Kids Stores and Activities	35%
Destination Dining	29%
Coffee Shops	16%
Art Galleries	15%
Personal Services (salon, bank, attorney, etc.)	9%
Offices	5%

While it is tempting to focus all efforts on those categories, Batesville will likely find greater success in creating a supporting environment for many new businesses and entrepreneurs as opposed to focusing too narrowly on just dining and shopping. By establishing policies and marketing to attract, launch, and support entrepreneurs, those entrepreneurs can help fill the gaps desired by residents, with support from the City to run and plan a successful business.

Even with support to local businesses and entrepreneurs, there are some significant barriers to new business of any kind in downtown – lack of available spaces. Unlike many downtowns which often struggle with empty storefronts, Batesville lacks storefronts due to past development decisions which removed a large inventory of existing buildings for parking and suburban type development. RomWeber marketplace has helped fill some of this need, but more is needed, especially adjacent to the what most consider as the city center/downtown core bound by Boehringer, Main, Park and George Streets. Innovative approaches will be needed to increase storefronts, likely utilizing a mixture of infill development, pop-up or cottage type storefronts, and conversion of existing buildings to retail oriented storefronts. Improving upper floors of existing buildings may also provide an appealing alternative for businesses which don't rely on visibility of foot traffic, helping open up valuable ground-floor space for retail and dining opportunities.

LOCAL ECONOMIC DEVELOPMENT TOOLS

In the Redevelopment Framework chapter of this plan, several strategies are listed under the Economic Vitality heading. Several of these strategies involve, or could involve, local economic development tools, such as:

- Incentives for Business Attraction
- Tax Increment Financing (TIF) Districts
- Low-Interest Loans
- Design Guidelines
- Downtown Investment Group
- Redevelopment Commission

INCENTIVES FOR BUSINESS ATTRACTION

Incentives for business attraction at a local level often include tax breaks, job training, or infrastructure investments. Although those can often help lure new business, a City should often look at business retention efforts as well. Support for existing local businesses can include providing industry trend research, GIS mapping, support for improving search engine optimization, consumer expenditure data reports, and mobile (cell phone) analytics. Other approaches also include small business incubators or co-working spaces.

TAX INCREMENT FINANCING (TIF) DISTRICTS

Tax increment financing (TIF) districts are one of the local governments can help fund discretionary development projects, which are often a feature of downtown development. Batesville has utilized TIF districts in the past, and currently has a TIF district which covers the downtown. To maximize its benefits, a TIF district needs to be in place before new growth and redevelopment occurs.

Considerable legal and financial advise is needed to create TIF districts and require a wider public discussion before implementation.

LOW-INTEREST LOANS

The Main Street Organization and City of Batesville have both utilized facade programs in the past. Building on these successes, low-interest loans for building improvements are another tool which can be utilized. Low-interest loans may be offered to improve building exteriors, as with the facade program, or be used to fit-out interiors of buildings for desired retail or dining establishment. Low-interest loans could also be offered for marketing or bringing establishments, such as dining facilities, up to code.

DESIGN GUIDELINES

As local leaders invest in downtown Batesville, they also have a right to protect that investment by indicating to the private sector expectations for redevelopment and improvement. While the amount of historic structures and buildings in Batesville has dwindled over the years, a character still exists within the downtown which can be expanded upon and protected. Given the limited number of historical structures, historic preservation guidelines may not be a good fit. However, guidelines which indicate such characteristics important to a downtown such as building setbacks, lighting, building materials and proportions, and signage can still ensure the cohesiveness and character of downtown as a unique and special district.

DOWNTOWN INVESTMENT GROUPS

Partnering with Local investment groups or non-profits can complement work being done by organizations such as Main Street by being laser focused on one issue, such as increasing and improving available building inventory.

Franklin Heritage, Inc. is an example of such an organization founded in Franklin, IN in 1983 by a small group of citizens which started purchasing properties in 1998. As a non-profit 501(c)(3), FHI has helped restore and get back on the market over 17 properties.

Organizations such as these don't happen by accident. They take dedicated individuals with a clear vision and passion for their community along with trust and open communication with local officials.

REDEVELOPMENT COMMISSION

Redevelopment commissions can also play a role in getting properties back onto the market by utilizing the same principles of purchasing properties to spur economic growth. Batesville has an active RDC, but opportunities should be evaluated for key properties within the downtown that are either blighted, underutilized, or vacant and which have high potential to fill the need for additional retail storefronts.



ENGAGEMENT SUMMARY

CHAPTER 04

OVERVIEW AND SUMMARY

Batesville residents, downtown advocates, and leadership were enthusiastic about providing input for this plan. There is a consistent, collective desire to see downtown Batesville continue to move forward in a positive direction. Public input for this plan was gathered through planning committee meetings, city leadership interviews, an online public survey, downtown public outreach events, and a public workshop. A summary of each type of public input gathered is included in this chapter.

ONLINE SURVEY

A 16-question survey was made available to the public online from April through July 2024. 413 people responded to the survey within that time. Questions helped identify the priorities of the participants regarding current conditions and the future outlook for downtown Batesville. Some demographic questions were also asked to gain an understanding of the respondents. Select survey results are illustrated below. Full survey results can be found in the appendix.

Key questions on the survey included:

- Reasons for going downtown
- What respondents wish was offered or improved upon downtown
- What they would like to see more of in downtown
- What types of businesses they would like to see more of in downtown.

A review of the online survey found many common threads with key takeaways summarized on the following pages.



PEOPLE GO DOWNTOWN MOST OFTEN FOR COMMUNITY EVENTS, SHOPPING AND DINING

The top three reasons survey respondents gave for visiting downtown were nearly equal in their popularity:

- Community Events (59%)
- Shopping (58%)
- Dining (57%)

While special community events are excellent reasons to bring crowds downtown, the occasional event cannot sustain a thriving downtown on a daily basis. Shopping and dining downtown are popular reasons for visiting downtown, but dining alone is not sufficient to encourage restaurant patrons to linger in downtown, especially if surrounding shops are closed in the evenings or if there are no comfortable public spaces or attractions to encourage more time in downtown.

Recreational activities, aside from walking, seem to be missing from the downtown experience, as indicated by the survey. The need for more amenities, such as vibrant public spaces and dog-friendly areas, could address the lack of recreational reasons for visiting downtown. This points to an opportunity for downtown development to focus on creating a more inviting atmosphere that encourages longer stays and frequent visits.

413
Survey
Responses!



SURVEY RESPONDENTS WANT MORE...

- Restaurants/Dining
- Retail/Shopping
- Pedestrian Connectivity
- Outdoor Gathering Areas

WHERE DO YOU LIVE?



HOW OFTEN DO YOU VISIT DOWNTOWN ?



WHY DO YOU CURRENTLY VISIT DOWNTOWN?



WHAT DO YOU WISH WAS OFFERED OR IMPROVED DOWNTOWN?



WHAT TYPE OF BUSINESSES WOULD YOU LIKE TO SEE IN DOWNTOWN?



HOW OFTEN DO YOU TRAVEL OUTSIDE OF BATESVILLE FOR SHOPPING?



LOCALS WANT MORE DINING, SHOPPING AND ENTERTAINMENT

While dining was given as the third most common reason for visiting downtown, nearly 77% of respondents stated that more dining options, including outdoor dining, is the most desired improvement they would like to see in downtown.

More shopping and entertainment options was the second most highly desired improvement coming in at 59%. The desire for a wider variety of shops and longer business hours were noted. Shopping and dining options can draw visitors downtown and keep them there longer as one activity leads to the other.

The need for more public restrooms is also evident, with nearly half of the respondents (49.8%) highlighting this as a key area for improvement. These findings suggests that addressing basic amenities could enhance the overall visitor experience.

Although community events was the number one reason for visiting downtown, it only ranked fourth (41%) in desired improvements. This points to how successful these events are viewed, with respondents attention focused elsewhere for improvements.



Public Workshop (Source: HWC Engineering)

RESIDENTS WANT MORE RESTAURANTS AND SHOPS DOWNTOWN

When asked what type of businesses they would like to see in downtown, survey respondents made it clear that they want more downtown restaurants, particularly evening dining options (67%) and outdoor dining (65%). Second to dining is the desire for more shops with over half (53%) wanting more gift and clothing shops, 42% wanting a grocery store, and 41% wanting boutique retail stores. Additionally, the desire for more entertainment venues was also high on the list at 48%. These findings are further supported by the fact that over one-third (35.5%) of survey respondents reported traveling outside of Batesville on a weekly basis for dining, shopping and entertainment to places such as Cincinnati, Greensburg, Harrison and Lawrenceburg.



Public Workshop (Source: HWC Engineering)

PUBLIC WORKSHOP

A public open house was held at RomWeber Party Place on Tuesday, April 30, 2024. Representatives from HWC Engineering engaged with approximately forty attendees from Batesville and the surrounding area to discuss this planning effort and gather feedback on what improvements residents would like to see in downtown. An overview of the input received at the public open house is summarized below.

Downtown Batesville has seen positive developments with improved sidewalks and accessibility as well as an increase in community events. The Village Green, Inspiration Park, and cultural centers such as the library and Amack’s Well, in addition to efforts achieved by the Batesville Area Arts Council (BAAC) all contribute to downtown’s appeal. However, challenges remain, such as the need for better organization and expansion of businesses to create a more centralized and engaging downtown experience. There is a call for more green spaces, child-friendly areas, and evening activities to prevent downtown from becoming desolate after business hours.

Suggestions for improvements include creating more evening attractions such as live music performances, new restaurants with evening and outdoor dining options, and community events to keep downtown activated beyond normal business hours. Additionally, the community has expressed a desire for more environment awareness through events and initiatives such as Earth Day-themed activities, the Farmers Market, community trash pick-up days, tree planting events, and installations of pollinator gardens.

Feedback also indicates demand for a greater variety of dining options beyond bar food and pizza, with specific interest in a lunchtime deli or sandwich shop. The community appreciates the efforts made thus far and encourages proactive measures to continue the positive momentum in downtown Batesville’s development. The collective sentiment garnered from the Public Workshop was one of gratitude and a strong desire for continued progress and innovation in enhancing downtown’s livability and appeal.

KEY TAKEAWAYS - PUBLIC WORKSHOP

TOP 3 DESIRED PUBLIC IMPROVEMENTS:

- Gathering Spaces – 18
- Building Facade Improvements – 17
- Street Trees – 16

TOP 3 DESIRED DOWNTOWN ATTRACTIONS:

- Farmers Market Pavilion – 26
- Pedestrian Corridors/Trails – 19
- Play Areas – 14

TOP 3 DESIRED LIVE/WORK SPACES:

- More Shopping Options – 18
- More Dining Options – 17
- More Business Storefronts – 17



Public Workshop (Source: HWC Engineering)

DOWNTOWN POP-UP EVENTS

PUPPUCCINO POP-UP EVENT

A public input booth for the Downtown Visioning Plan was set up at the Puppuccino event hosted by Batesville Main Street and held at Amack's Well Coffee House on Saturday, May 18, 2024. This downtown event is centered around canines and coffee and invites the public to visit the many vendor booths, enjoy live music, and participate in the pet parade with donations going toward the People Assisting Animals in Need (PAAIN).

The HWC planning team invited community members to share their thoughts by participating in two public input exercises to gain insight on the public spaces and downtown attractions they would most like to see implemented in downtown. The feedback received is summarized below from most to least desire amenities:

EXERCISE 1: PUBLIC SPACES

- Gathering Spaces – 45
- Improved Building Facades – 27
- Pedestrian Lighting Opportunities – 23
- Inviting Gateways – 10
- Directional Signage – 3

EXERCISE 2: DOWNTOWN ATTRACTIONS

- Food Truck Court – 48
- Farmers Market Pavilion – 37
- Play Areas – 33
- Interactive Fountain/Spray Plaza – 29
- Pedestrian Corridor/Trails – 24
- Art Installations – 10



Puppuccino Pop-Up Event (Source: HWC Engineering)



Puppuccino Pop-Up Event (Source: HWC Engineering)



Farmers Market Pop-Up Event (Source: HWC Engineering)



Farmers Market Pop-Up Event (Source: HWC Engineering)

FARMERS MARKET POP-UP EVENT

A second public pop-up event was held at the downtown Farmers Market on Saturday, June 1, 2024 to gather additional public feedback. As before, a public input booth was set up to engage with locals and hear their thoughts on downtown opportunities and priorities.

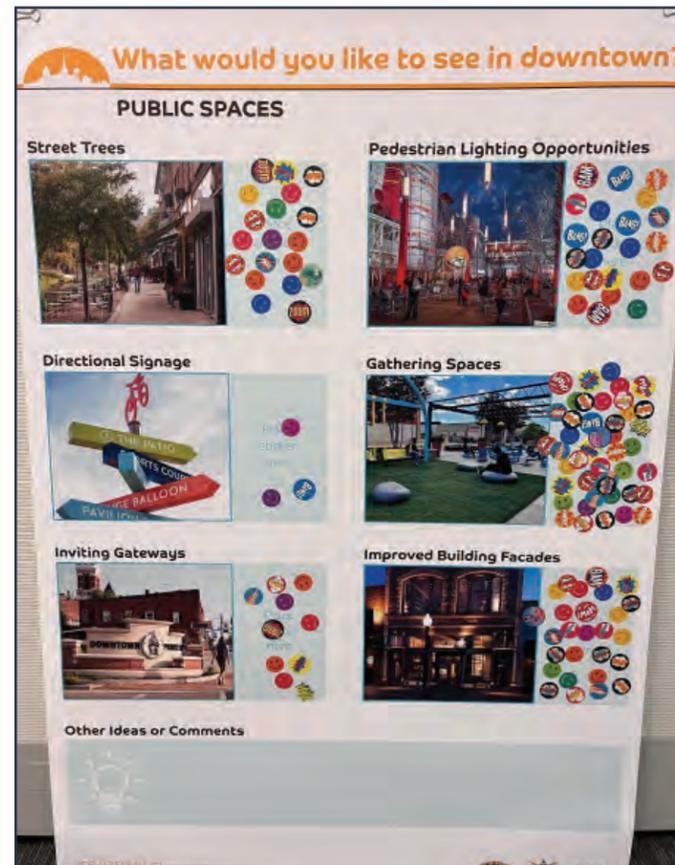
EXERCISE 1: PUBLIC SPACES

- Gathering Spaces – 27
- Improved Building Facades – 27
- Street Trees – 17
- Inviting Gateways – 15
- Pedestrian Lighting Opportunities – 11
- Directional Signage – 6
- Additional Comments:
 - Need signs and marketing to let people know about events going on downtown – 9
 - Would like an expanded pedestrian area around Amack's Well – 5
 - Increase accessibility for wheelchairs – 2
 - More live music – 4

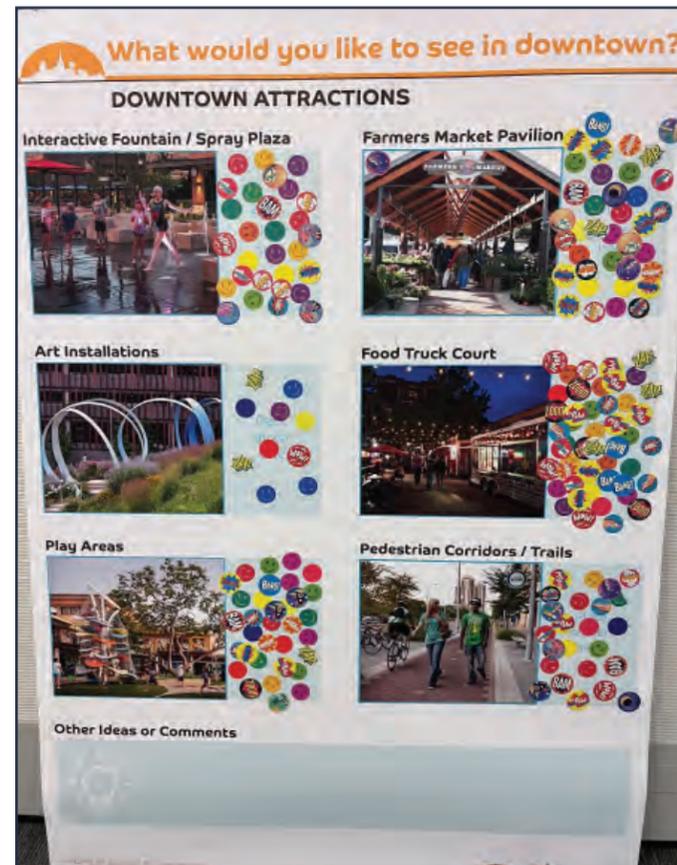
EXERCISE 2: DOWNTOWN ATTRACTIONS

- Farmers Market Pavilion – 47
- Interactive Fountain/Spray Plaza – 30
- Pedestrian Corridor/Trails – 30
- Play Areas – 25
- Food Truck Court – 18
- Art Installations – 8

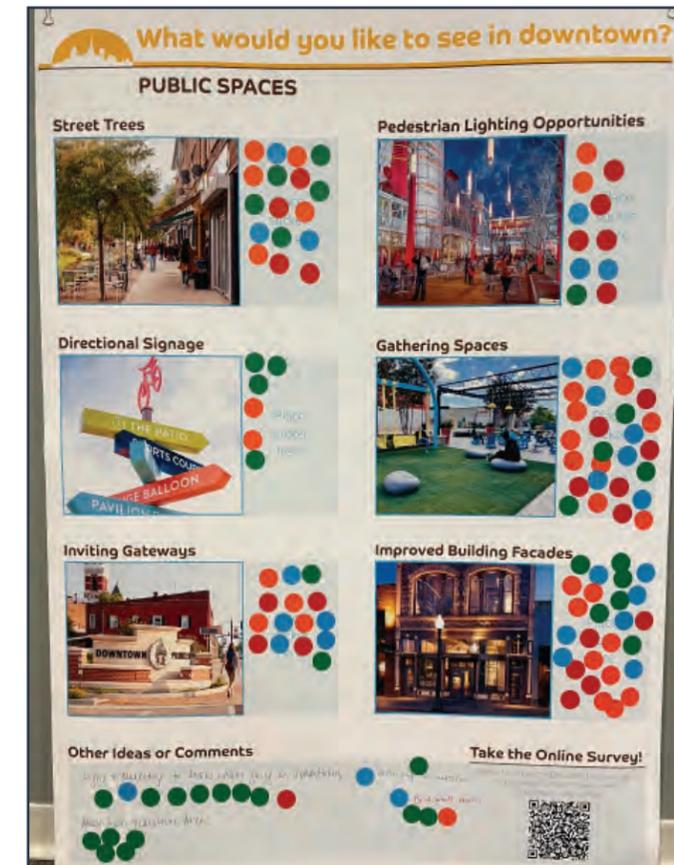
WE NEED...



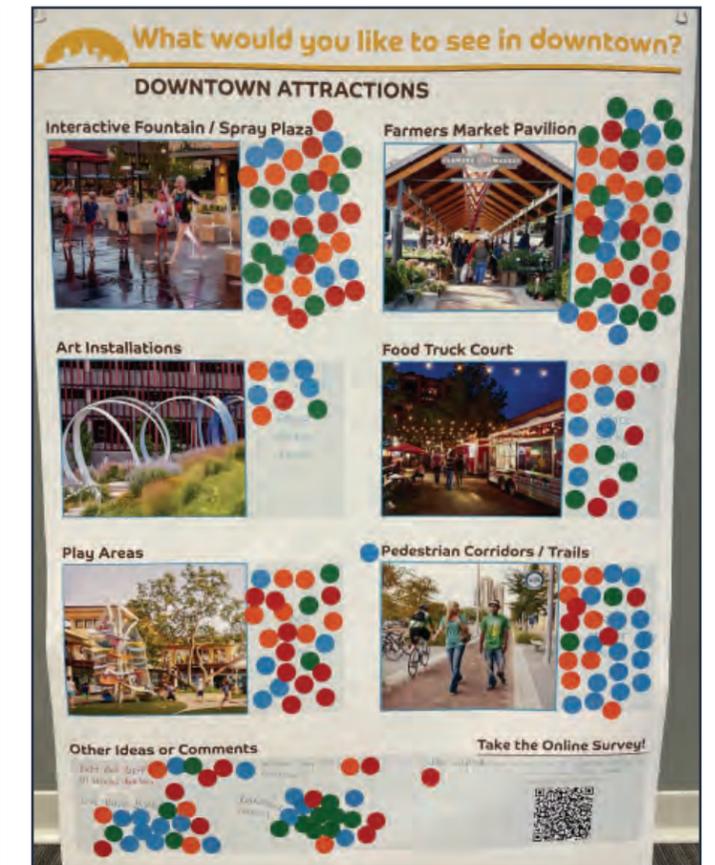
Puppucino Public Spaces Board (Source: HWC Engineering)



Puppucino Attractions Board (Source: HWC Engineering)



Farmers Market Public Spaces Board (Source: HWC Engineering)



Farmers Market Attractions Board (Source: HWC Engineering)

PLANNING COMMITTEE

In addition to the public feedback, the planning committee also played a vital role in the development of this plan. Sixteen community members with a variety of backgrounds, interests, and expertise volunteered their time to provide direction and input to the planning team. The planning committee met a total of four times with meetings lasting an average of two hours each.

The initial kickoff meeting was held on March 4, 2024 to introduce the planning committee and develop a project schedule. A discussion of primary topics of concern and potential focus areas was had along with an overview of the research and existing plans that would be reviewed by the planning team.

On April 17, 2024, the planning committee met again for a Visioning Workshop. The planning team presented the initial findings from their research and past plan reviews followed by input exercises to determine the downtown issues that are of highest priority to the planning committee members. Committee members also helped identify community needs and opportunities to help direct initial ideas for plan goals. A list of potential online survey questions was also reviewed and refined by the committee during the Visioning Workshop.

The planning committee reconvened on June 5, 2024 following the public open house, pop-up events at Puppuccino and the Farmers Market as well as the launch of the online survey. This Foundations Workshop was focused on reviewing the public input received so far and using it to develop strategies and action items for the plan as well as further refine the project goals.

The fourth and final planning committee meeting was held on July 10, 2024. This Framework Workshop provided the opportunity to look at potential implementation concepts developed from the input received during public engagement and prior committee meetings. The committee provided ideas on opportunities and challenges to better direct conceptual development. The plan goals and strategies were also reviewed to narrow in on community priorities and desires for downtown.

With the help of the planning committee and other public feedback, a study map diagram was created to illustrate the potential future improvements that are most important to the community. This map is shown as Figure 6.1 in the Redevelopment Framework chapter and was used at the subsequent public and stakeholder presentations to illustrate the action items identified through this plan.



Planning Committee Meeting (Source: HWC Engineering)



Planning Committee Meeting (Source: HWC Engineering)

PUBLIC PRESENTATION

On August 14, 2024, an update on the plan was presented to the public at the Batesville Memorial Public Library beginning at 6:30pm. Approximately fifty community members attended the presentation which was followed by another opportunity to ask questions and provide their thoughts and feedback.

An overview of the research findings, demographic and market trends, and public input from the workshop, pop-up events, and online survey was reviewed with the group. This was followed by a review of case studies conducted by the planning team which can be found in the Redevelopment Framework chapter.

All of this data was synthesized into six plan goals which were presented to the public and are available in the Vision and Key Goals chapter of this plan. The planning team then explained how the goals and strategies led to the development of a list of potential projects and future improvements. Presentation boards with the full goals and strategies matrix, a list of potential projects, and a study area map graphic illustrating potential future improvements were all presented and available for review and further discussion after the meeting (see the Redevelopment Framework chapter to view these materials). Attendees were also invited to vote on the potential projects that are of highest priority to them.



Plan Update Public Presentation (Source: HWC Engineering)

STAKEHOLDER PRESENTATION

A presentation to local stakeholders with an update on the plan was held on September 3, 2024 at 6:30pm at Inspiration Park as part of a presentation and updated on Main Street Batesville. Over 30 people attended. As at the public presentation, an overview of the planning process, research findings, case studies, and public input were all reviewed.

The six plan goals were presented, followed by a discussion of the top strategies identified by the planning committee and the potential projects which received the most votes at the public presentation. The stakeholders were then shown the potential future improvements map graphic to generate further conversation on implementation ideas.

For this presentation, the potential future improvements map was further refined into two potential approaches shown as map graphics illustrating design concepts for the City Center/Downtown Core. Additionally, a Conceptual Design Vision, shown as Figure 6.2 in the Redevelopment Framework chapter, was presented to give the stakeholders a 3D bird's-eye view of the how the implementation plan could be applied to reshape and activate the Downtown Core.



Stakeholder Presentation (Source: HWC Engineering)



REDEVELOPMENT FRAMEWORK

CHAPTER 05

DEVELOPING A VISION AND KEY GOALS

The vision and key goals for this plan were developed through a synthesis of past plan analyses, planning committee input, and public engagement feedback. Throughout the information gathering process, it was revealed that many of the priorities from each data source were repeated across the board, meaning that the community is in alignment with the direction they would like to see downtown Batesville progress into the future.

PAST PLAN COMMON THEMES

Upon review of prior planning efforts, a list of common themes became evident which included:

- Create destinations that attract visitors and residents
- Create an attractive and cohesive environment
- Increase and improve retail offerings and visibility
- Increase housing choices and opportunities
- Expand the employment presence
- Grow arts, cultural, and leisure related activities
- Increase and grow marketing campaign for potential patrons and businesses
- Increase accessibility, walkability, and connectivity

PLANNING COMMITTEE PRIORITIES

In addition to these common themes, the planning committee played a vital role throughout the planning process. Their preliminary list of priorities included:

- Increase walkability
- Create a distinct downtown district
- Increase downtown storefronts
- Increase dining and retail options (linked together)
- Create an anchor institution or social focal point

PUBLIC FEEDBACK PRIORITIES

The third essential element in developing the plan vision and goals came from public feedback. A review of the input received from the online survey, pop-up events, and public workshop revealed the following priorities for downtown:

- More dining and shopping
- More community events
- Create a clear downtown district
- Create a downtown focal point
- Offer public amenities, such as a restroom

VISION AND FOUNDATION

Based on this information, it became evident that the vision and guiding theme for downtown should be centered around:

Creating Downtown as a Destination that Attracts Visitors and Residents

Building on this vision, the following foundation was developed to direct plan goals and strategies:

- Reorient Downtown to People (not vehicles)
- Increase Downtown Activity
- Establish Downtown as a Destination

GOALS

In order to achieve this vision and build on the foundation, the following six plans goals were established:

- 1 Increase and Improve Retail and Dining Offerings and Visibility**
- 2 Increase Events and Gatherings Downtown**
- 3 Create an Attractive and Cohesive Downtown District**
- 4 Create a Focal Point for Downtown**
- 5 Increase Pedestrian Comfort and Connectivity**
- 6 Increase Batesville's Presence and Reach Through Marketing**

STRATEGIES

To support and implement the plan goals, forty-six (46) strategies were developed. However, it was quickly realized that many of the strategies support more than one goal. In order to better organize and understand the impact of each of these strategies, they have been organized under the 4 Point Approach of Main Street America, which are:

- Design
- Economic Vitality
- Promotion
- Organization

A matrix with the complete list of goals and strategies can be found in the following pages. The matrix illustrates all of the goals that each strategy supports and allows a comprehensive view of the impact that each will have in achieving the vision for downtown Batesville.



Source: Main Street America

GOALS AND STRATEGIES MATRIX

	GOALS					
	1. Increase & Improve Retail / Dining Offerings & Visibility	2. Create an Attractive & Cohesive Downtown District	3. Increase Events & Gatherings Downtown	4. Create a Focal Point for Downtown	5. Increase Pedestrian Comfort & Connectivity	6. Increase Batesville's Presence & Reach Through Marketing
Strategies						
DESIGN						
Provide public restroom(s)						
Establish a clear 'arrival' point for downtown and formalize a downtown gathering space with a permanent pavilion or structure capable of supporting a number of events - civic square, greenspace, plaza, sculpture, fountain, etc.						
Create downtown as a hub to existing trail networks and pedestrian corridors through the City with connections to City assets (such as Brum Woods, Liberty Park, the pool, and golf course)						
Utilize parklets or temporary conversions of downtown spaces to test out ideas						
Implement a comprehensive streetscape program for a defined downtown district which establishes standards for site furnishings (benches, bike racks, litter receptacles, etc.), street trees, and lighting						
Drive more foot traffic through clear pedestrian corridors, including alleyways, that are comfortable and inviting to connect all areas of downtown and parking lots						
Emphasize the entry corridor along Walnut into downtown. Continue improvements through the north end between Kipper Street and SR 46.						
Establish a more central/visible/accessible visitors center						

	GOALS					
	1. Increase & Improve Retail / Dining Offerings & Visibility	2. Create an Attractive & Cohesive Downtown District	3. Increase Events & Gatherings Downtown	4. Create a Focal Point for Downtown	5. Increase Pedestrian Comfort & Connectivity	6. Increase Batesville's Presence & Reach Through Marketing
Evaluate existing infrastructure, such as power and water, to support events in designated areas						
De-centralize main parking lots in downtown to allow for a pedestrian oriented focal point						
<i>Consider shared-use parking agreements for public parking and private lots for off-peak times</i>						
<i>Perform a parking analysis to understand peak times and locations for parking, as well as potential locations for secondary de-centralized lots</i>						
Revamp a downtown façade restoration program for repair of buildings downtown						
Update way-finding to ensure signage is present at main intersections and decision points						
Create better connections between Liberty Park and downtown for large events						
Establish/enforce minimal design/signage guidelines for downtown storefronts						
Stripe on-street parking spaces within commercial areas of downtown						
Establish district markers/way-finding at entry points and key intersections to the downtown district						
Identify locations for additional curb extensions or bumpouts, as was completed in front of Amack's Well						

GOALS AND STRATEGIES MATRIX

	GOALS					
	1. Increase & Improve Retail / Dining Offerings & Visibility	2. Create an Attractive & Cohesive Downtown District	3. Increase Events & Gatherings Downtown	4. Create a Focal Point for Downtown	5. Increase Pedestrian Comfort & Connectivity	6. Increase Batesville's Presence & Reach Through Marketing
ECONOMIC VITALITY						
Consider other business incentive programs, such as:						
<i>"Downtown Special Event" Grants</i>						
<i>Grants for restaurant start-up</i>						
<i>Upper-level rent subsidy to encourage non-target business or non-profits to upper floors</i>						
<i>"Open Late" Grant program to encourage non-food and beverage related businesses to stay open later</i>						
Encourage establishment of additional ground-floor storefronts - new builds or retrofits.						
Encourage infill development on vacant or abandoned parcels - utilize RDC to obtain key properties						
Encourage consistent business hours for downtown						
Support redevelopment of the Hillrom/Baxter buildings as an anchor institution downtown						
Consider a formal structure for district development, such as a TIF district or Business Improvement District, over portions of downtown which could be redeveloped						
Consider establishing a revolving loan fund for small businesses						

	GOALS					
	1. Increase & Improve Retail / Dining Offerings & Visibility	2. Create an Attractive & Cohesive Downtown District	3. Increase Events & Gatherings Downtown	4. Create a Focal Point for Downtown	5. Increase Pedestrian Comfort & Connectivity	6. Increase Batesville's Presence & Reach Through Marketing
Provide market knowledge, analysis, and support to local businesses to assist in development of their business						
Create pipelines for new business activity, such as pop-up events, night markets, drop-in spaces, and mobile retailing						
Create opportunities for micro start-up businesses, perhaps in larger businesses, or with pop-up storefronts of cottages						
Encourage professional offices that do not require a high volume of visitor traffic to locate in periphery areas of downtown or in upper floors to preserve ground-floor space for retail purposes						
Ensure there is an up-to-date business/property inventory in downtown						
Increase housing density in immediate vicinity of downtown - apartments, townhomes, and/or condos						

GOALS AND STRATEGIES MATRIX

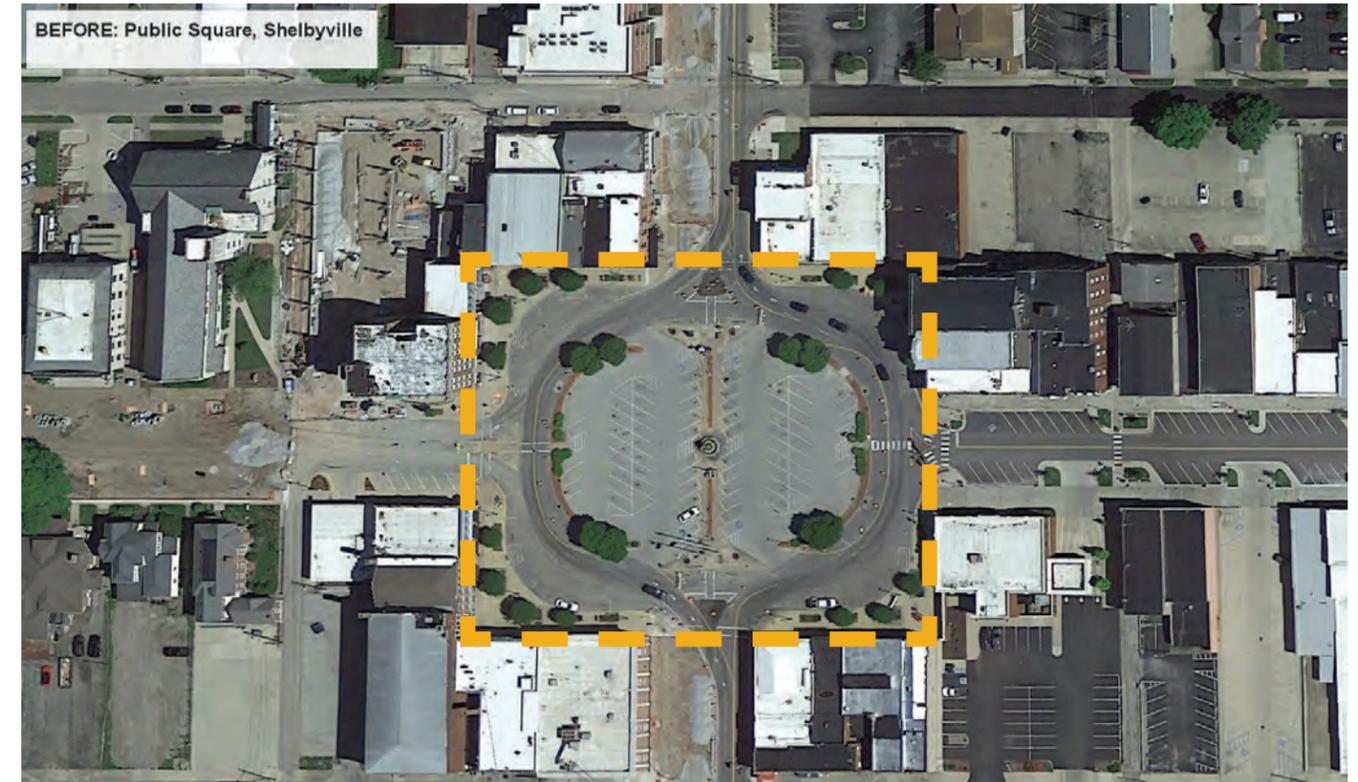
	GOALS					
	1. Increase & Improve Retail / Dining Offerings & Visibility	2. Create an Attractive & Cohesive Downtown District	3. Increase Events & Gatherings Downtown	4. Create a Focal Point for Downtown	5. Increase Pedestrian Comfort & Connectivity	6. Increase Batesville's Presence & Reach Through Marketing
PROMOTION						
Provide information kiosk(s) at key locations, such as Village Green, along with map and QR code links						
Establish a common, shared community calendar linked to BAAC, Chamber of Commerce, City, and Main Street - make this the go-to event calendar						
Create a more visible/engaging and easy to update information sign at SR 46/SR 229						
Increase marketing for events and downtown offerings						
Increase marketing to wider region						
Provide a downtown speaker system for announcements and music						
Increase foot traffic through continued regular events and marketing						
Work with a branding company to identify a consistent identity for Batesville						
<i>Build off of theming and marketing developed on I-70 rest stop featuring Batesville</i>						
Complete recurring media features on small business and new business announcements						
Develop an awards program for categories such as: best sign, best window display, storefront illumination, seasonal display, best fix-up/repair						
Consider establishing an Indiana Cultural District						

	GOALS					
	1. Increase & Improve Retail / Dining Offerings & Visibility	2. Create an Attractive & Cohesive Downtown District	3. Increase Events & Gatherings Downtown	4. Create a Focal Point for Downtown	5. Increase Pedestrian Comfort & Connectivity	6. Increase Batesville's Presence & Reach Through Marketing
ORGANIZATION						
Create established plans for use of temporary street closures or parking areas - make it easy for event planners to use downtown						
Coordinate event planning with downtown businesses to maximize impact of events and gatherings for businesses						
Establish shared facilities, such as dumpsters and parking						

REORIENTING DOWNTOWN TO PEOPLE PUBLIC SQUARE - SHELBYVILLE

In addition to the goals and strategies, the planning team conducted further research on methods to reorient downtown to people rather than vehicles. This was accomplished through a series of case studies which examined how other downtowns have achieved the results that Batesville would like to accomplish. Many of the examples chosen were nearby or similarly sized Indiana communities which had downtowns largely comprised of surface parking lots and underwent both large and small scale projects to improve their downtown spaces and create pedestrian-focused areas to increase downtown activity and establish downtown as a destination.

The transformation of the parking lot into The Public Square in historic downtown Shelbyville has created a vibrant pedestrian space that blends greenery with urban architecture. This revitalization project has not only enhanced the aesthetic appeal of the W. Washington Street-Harrison Street quadrangle but also provided a functional and inviting community hub. The inclusion of shaded seating areas, colorful plantings, and a refurbished fountain enriches the local ambiance and encourages communal activities. The Public Square's role as a venue for the farmers' market, festivals, and public events underscores its significance as a focal point for community engagement and celebration.



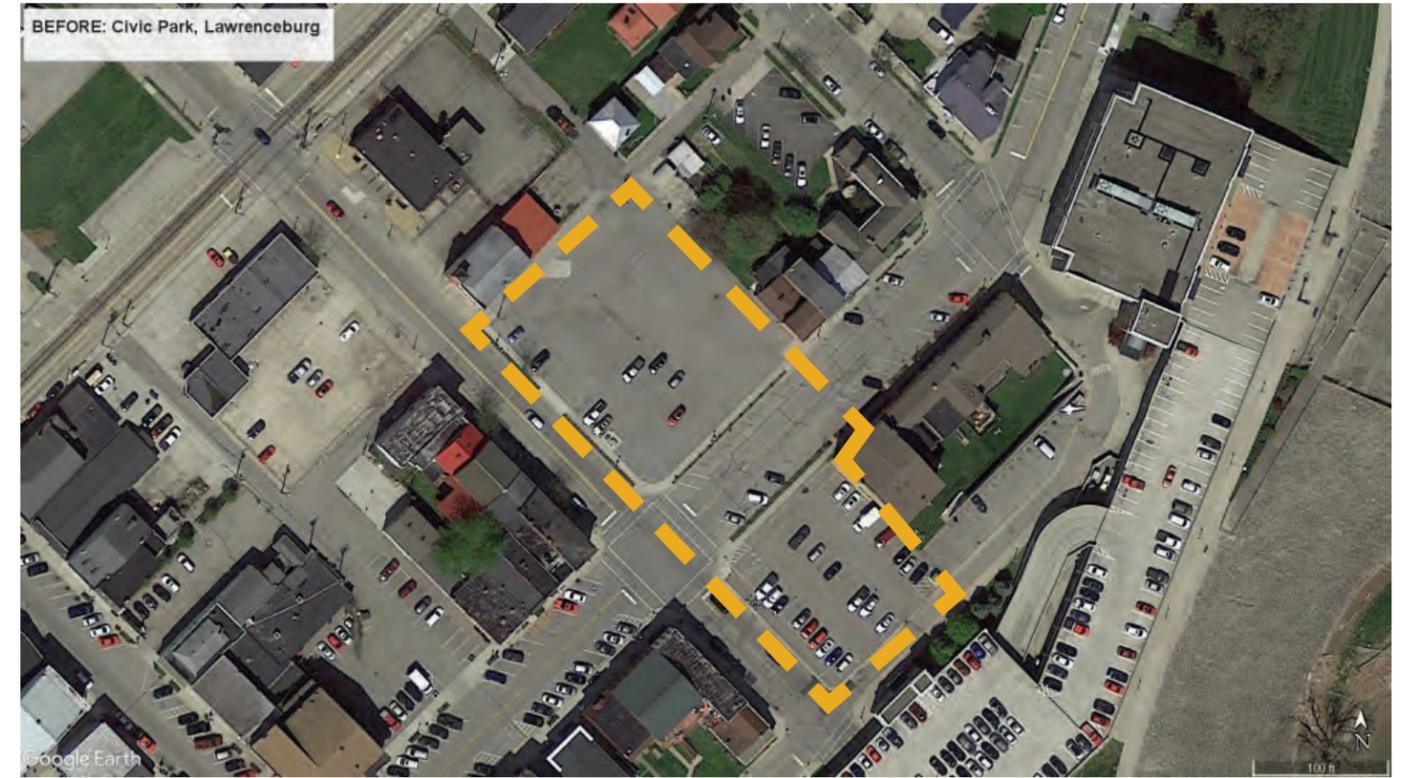
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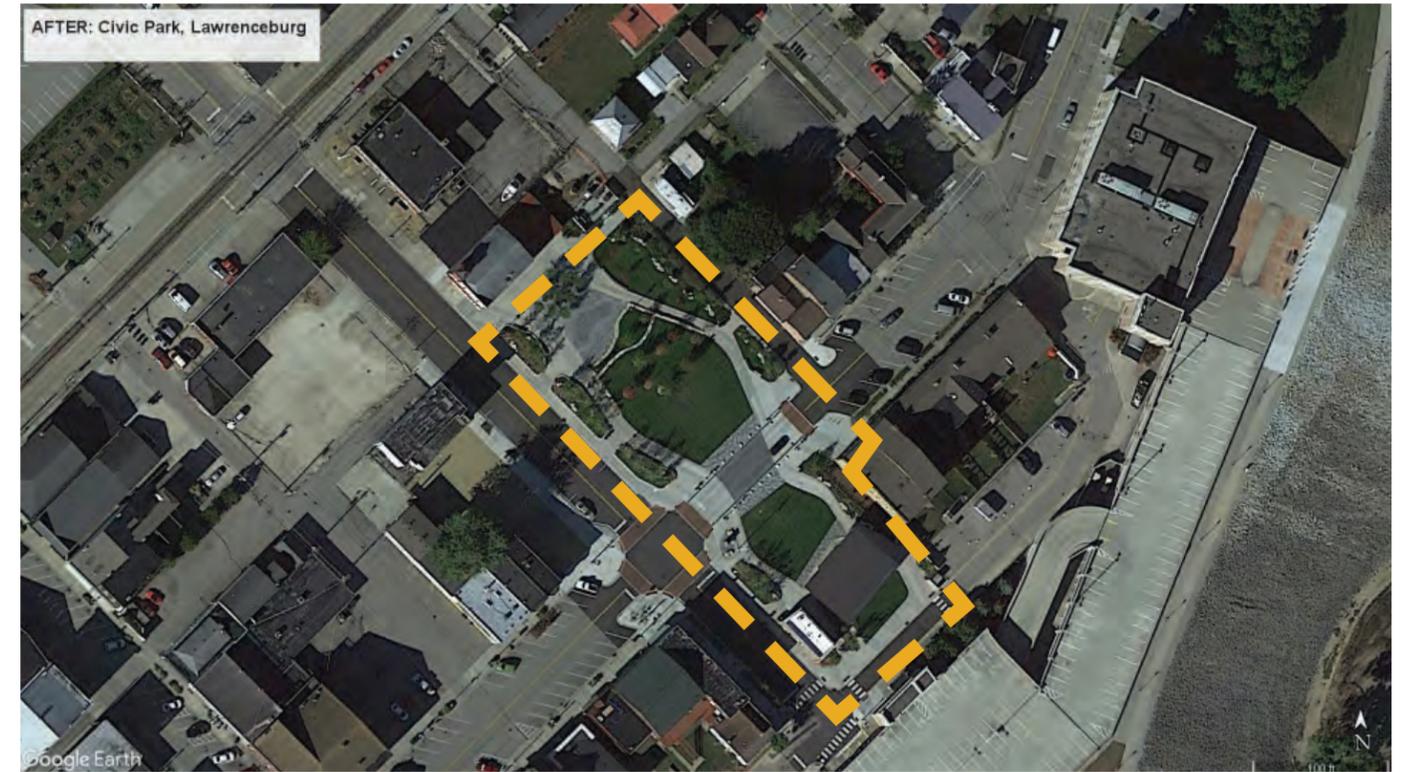
After

CIVIC PARK - LAWRENCEBURG

The revitalization of East High Street has led to the creation of a vibrant green event space, flanked by the City's Event Center, retail areas, and a casino. This area, once occupied by parking lots, now boasts enhancements such as pavers and bollards, extending the park's ambiance to the surrounding streets. It has become a cultural hub, hosting summer concerts, movie nights, and other special events. The park is not only a place for entertainment but also offers amenities like seating, a pop-jet fountain, and lush gardens, providing a refreshing oasis in the city.



Before



After

JACK ELSTRO PLAZA - RICHMOND

Jack Elstro Plaza, located in the heart of Richmond’s downtown business district, is a vibrant urban oasis that emerged from the transformation of a half-block parking lot. Nestled between N. 6th Street and N. 7th Street, adjacent to N. Service Drive, the plaza offers a refreshing green space for public gatherings and outdoor activities. It serves as a community hub, hosting the Richmond Farmers’ Market, as well as a variety of summer events including concerts, festivals, and movie nights. The stage set within the plaza becomes a focal point for these events, drawing in crowds to enjoy the entertainment in the open air. Complementing the lively atmosphere are amenities such as comfortable seating, a splash pad for children to play in, and a range of outdoor games like ping-pong and checkers, all set within a shaded garden that adds a touch of nature’s palette to the urban environment.



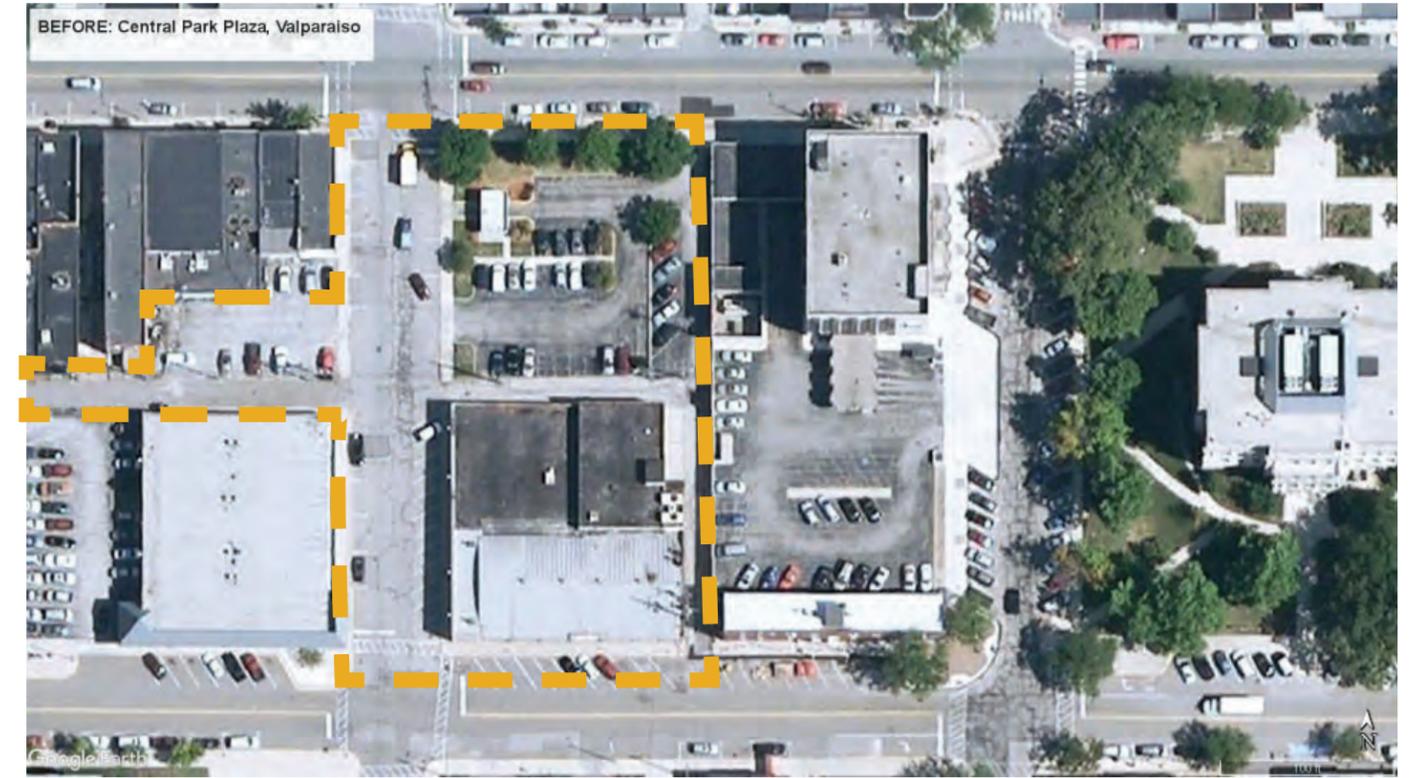
Before



After

CENTRAL PARK PLAZA - VALPARAISO

Central Park Plaza in Valparaiso is a vibrant hub of community life, offering a variety of events and activities throughout the year. From the bustling farmers’ market to the enchanting winter ice skating at the William E. Urschel Pavilion, there’s always something to enjoy. The plaza also hosts an array of summer concerts and movies, providing entertainment against the backdrop of the city’s downtown business district. With its pedestrian-friendly design and ample outdoor seating, it’s a perfect spot for residents and visitors to gather and create lasting memories.



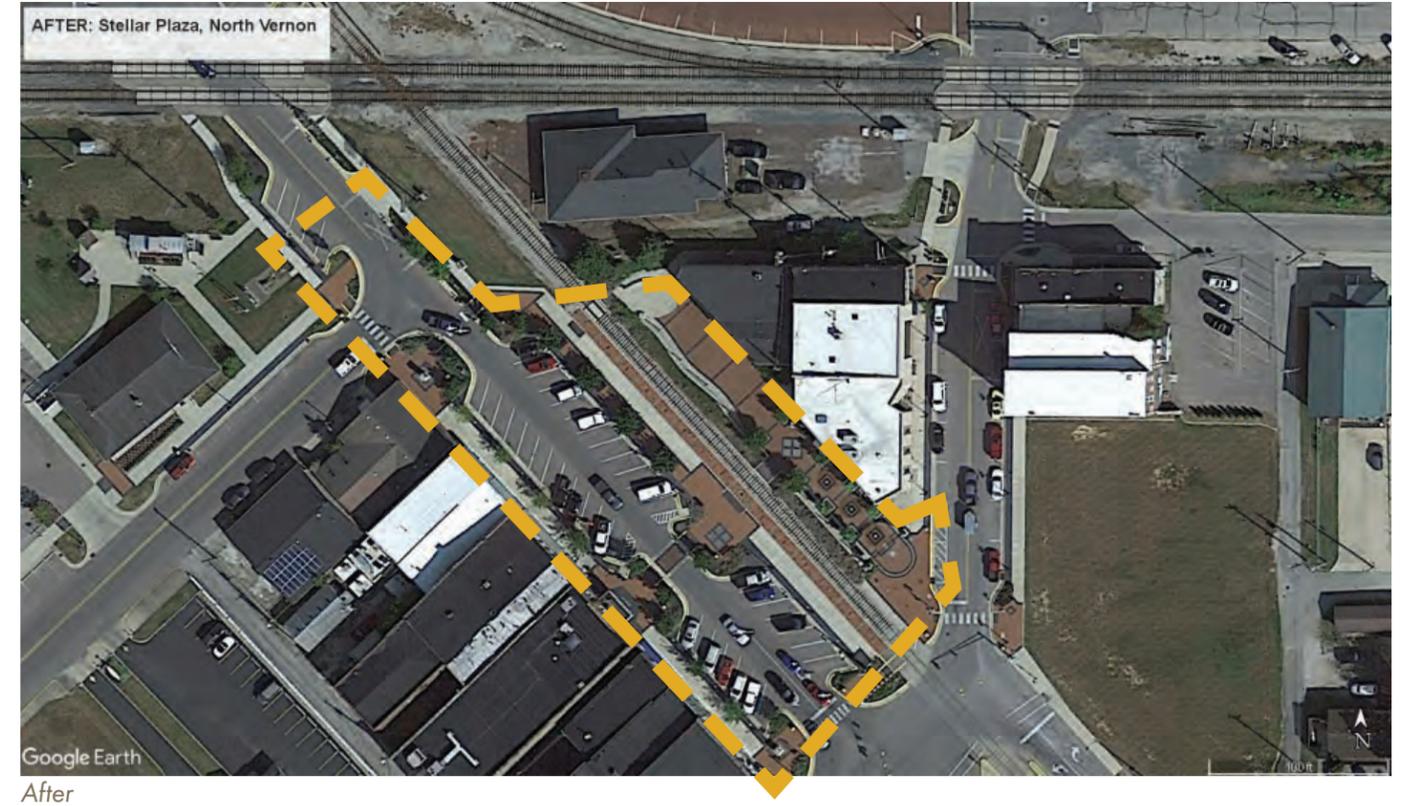
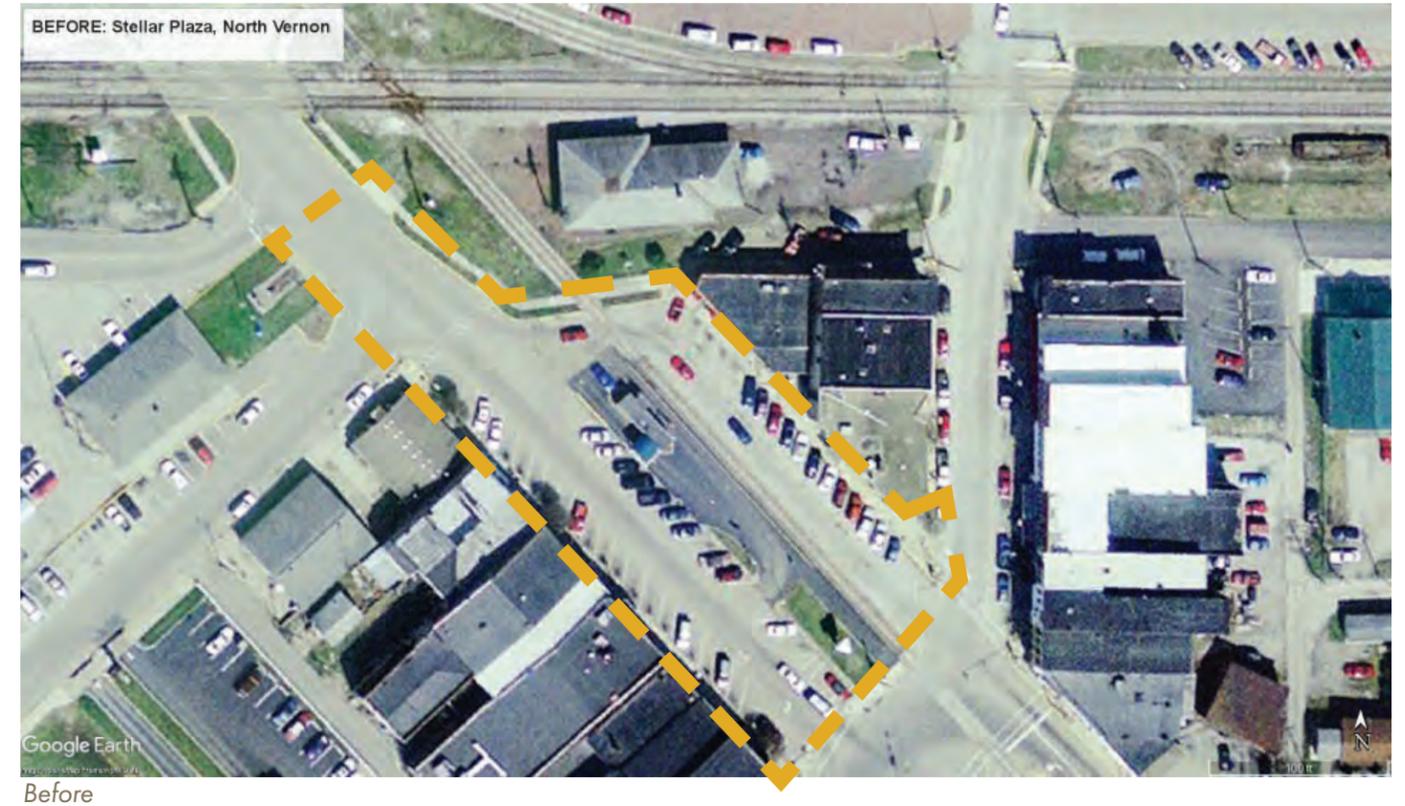
Before



After

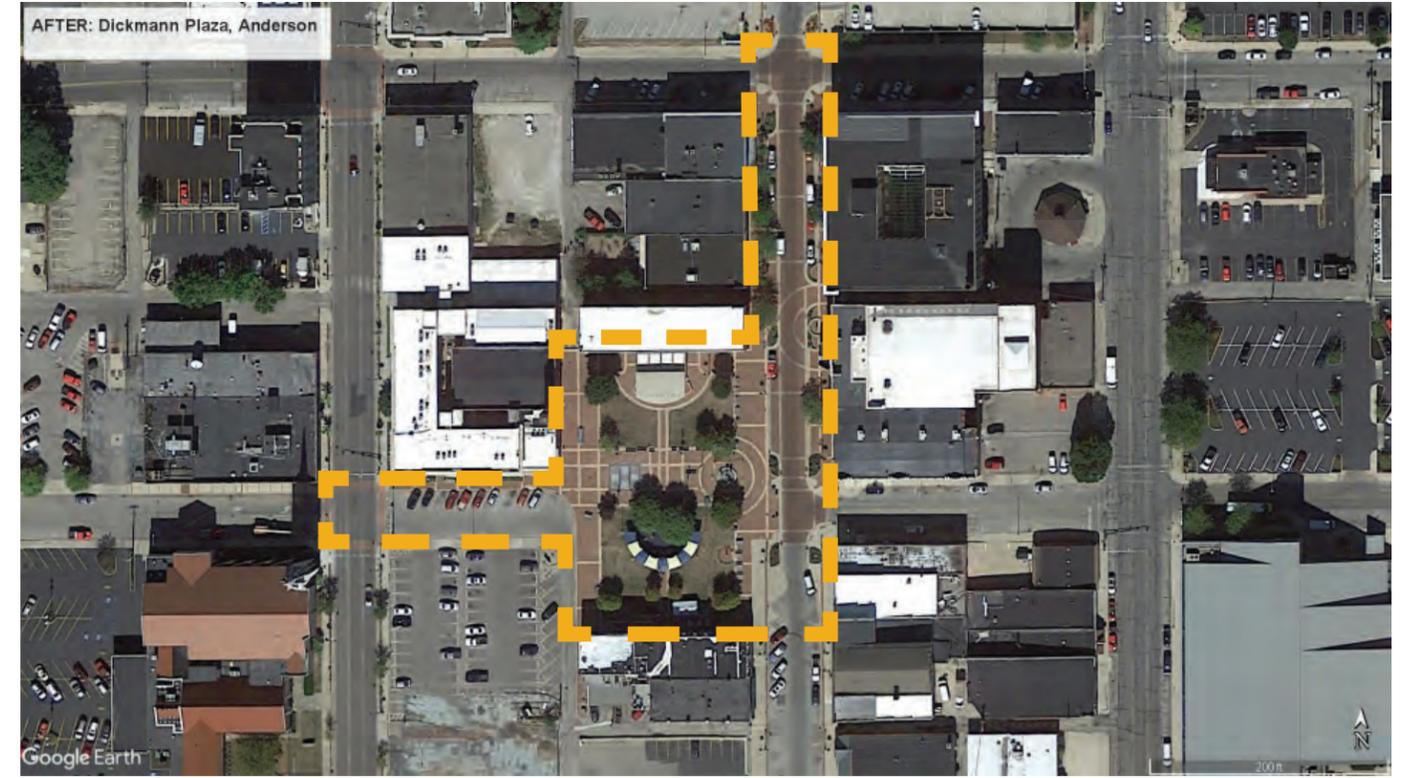
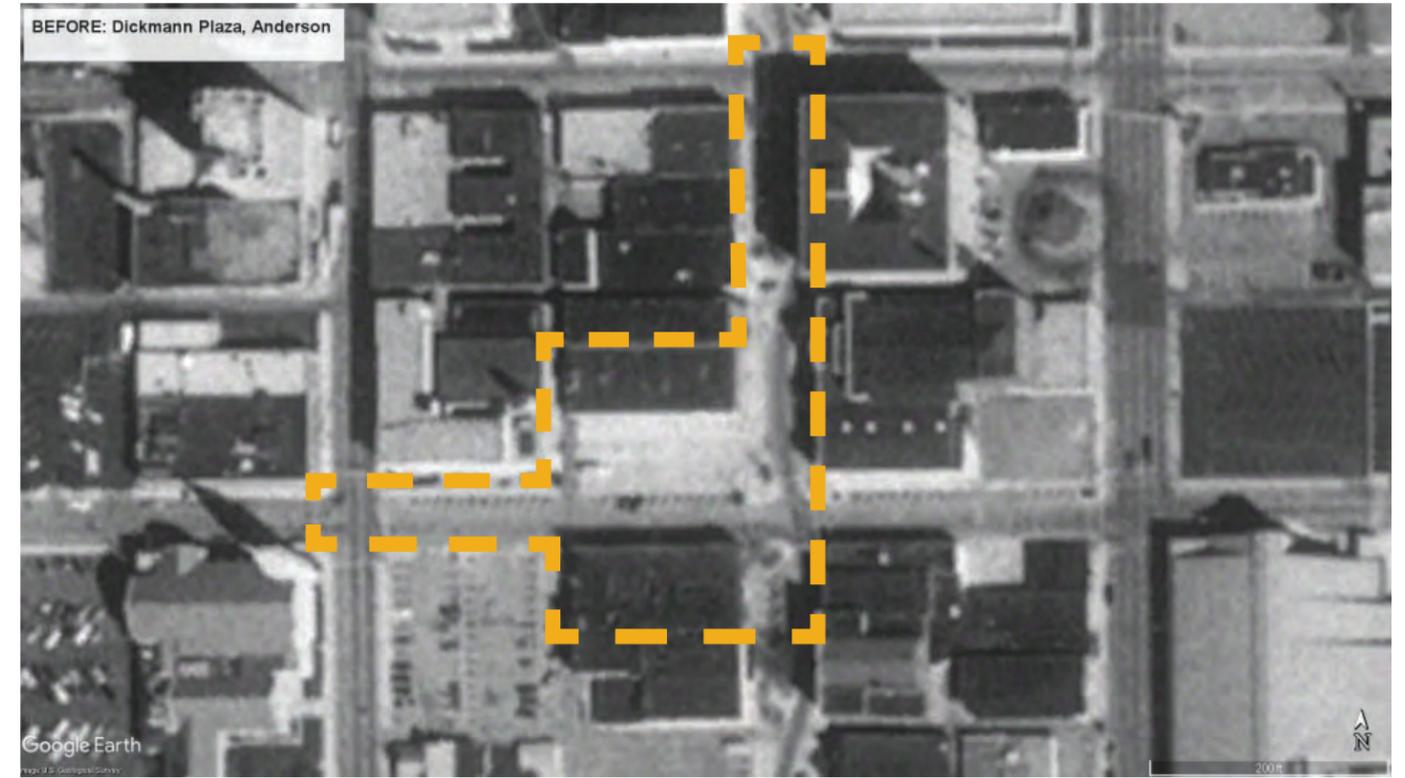
STELLAR PLAZA - NORTH VERNON

Stellar Plaza in North Vernon offers a picturesque setting for community gatherings and holiday celebrations. With its charming entry archway and comfortable seating amidst lush plantings, it's a welcoming space for residents and visitors alike. The plaza not only enhances the aesthetic appeal of the downtown area but also prioritizes pedestrian safety through improved crossings.



DICKMANN TOWN CENTER - ANDERSON

Dickmann Town Center, a vibrant hub in the heart of the downtown business district, stands as a testament to community revitalization. Transforming the former building spaces and a segment of 12th Street, it now offers a rich tapestry of amenities—from a stage for live performances to a playful fountain adorned with Ken Rylen’s sculptures. As a cherished venue for summer concerts and movies, it fosters a sense of community, inviting residents and visitors alike to enjoy its multifaceted outdoor spaces.



SPARK ON THE CIRCLE AND TEMPORARY INSTALLATIONS

- INDIANAPOLIS AND BATESVILLE

One last case study is a temporary approach - Spark on the Circle on Monument Circle in downtown Indianapolis. This public event space is temporary in nature, but intended to illustrate how spaces dedicated to vehicles can be re-imagined for pedestrian use and traffic and parking readjust to accommodate the changes. The conversion of a quarter of the circle in downtown Indianapolis will last 6 months and offers shade, seating, games such as ping-pong and chess, food and drink, art experiences and live, local music.

Batesville is familiar with this approach, with the Umbrella Sky project essentially being a longer-term temporary conversion of vehicular space. Prior to the implementation of curb extensions on George Street, temporary parklets were also utilized to test out the idea prior to more permanent improvements.



The Umbrella Sky Art Installation Adjacent to Village Green with a Musical Performance



George Street Temporary Parklet before Curb Extensions

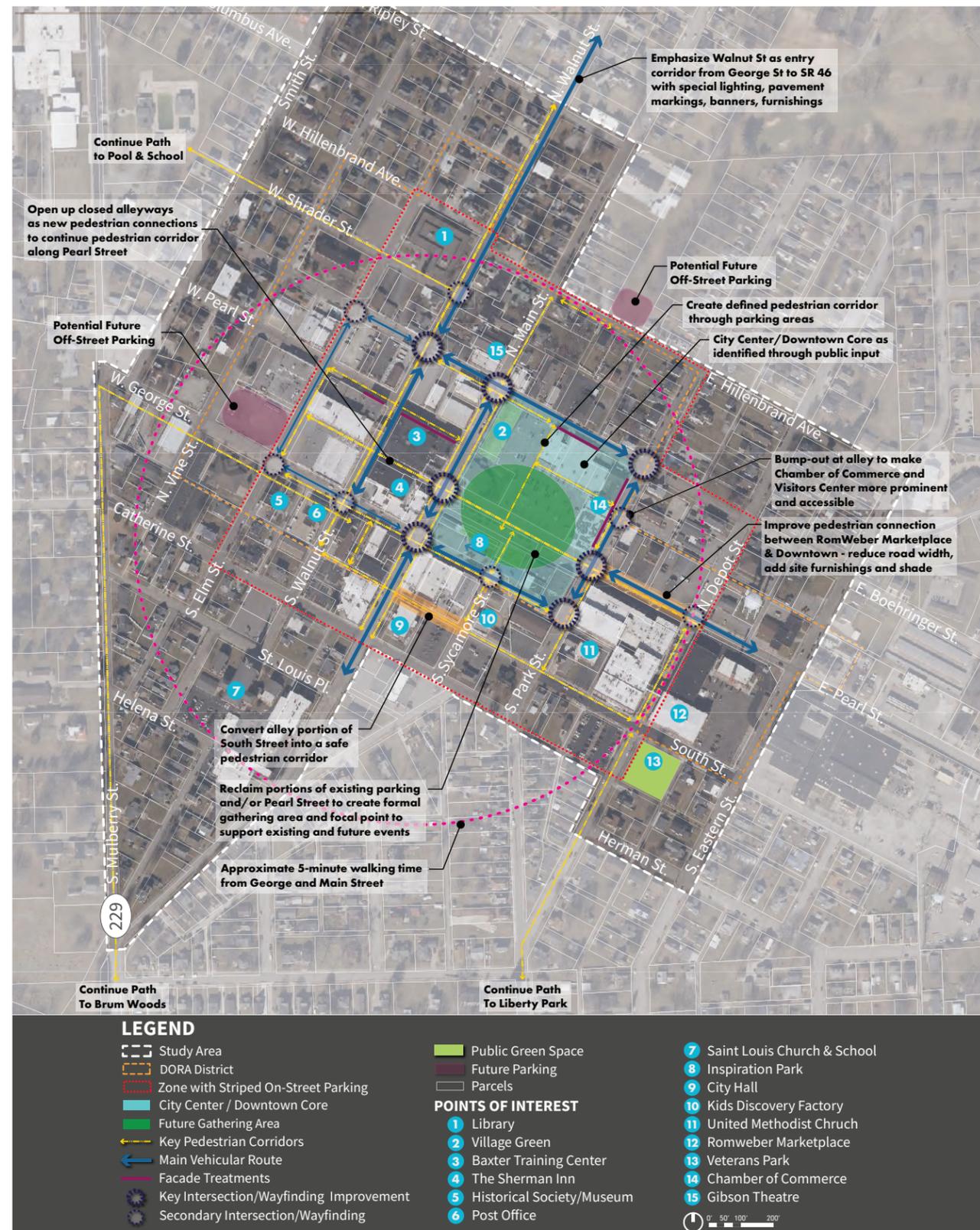


FIGURE 6.1: POTENTIAL FUTURE IMPROVEMENTS MAP

CONCEPTUAL DEVELOPMENT

In response to the visioning framework, the plan goals and strategies, and the case study examples, a progression of development concepts were explored for downtown. The map shown on Figure 6.1 was created to illustrate at a high level the potential future improvements and connections needed to activate downtown. Key elements of this concept include:

- Creating a more pedestrian-centric downtown core
- Establishing a formal gathering space
- Creating a downtown focal point
- Striping on-street parking
- Creating new and/or better defined pedestrian corridors and connections.

As can be seen in Figure 6.1, a City Center/Downtown Core has been designated (in blue) with a Future Gathering Space (in green) which would reclaim portions of the extensive parking lot and serve as a focal point and community event space. Circulation and signage improvements are shown which better direct vehicular traffic to downtown with items such as signature lighting, pavement markings, banners, and/or site furnishings. Wayfinding is also proposed at key intersections to make the routes into downtown clear and easily navigable by visitors. Within the Downtown Core, pedestrians become the focus with defined corridors and improved connections which allow safe foot traffic with nearby access to parking.

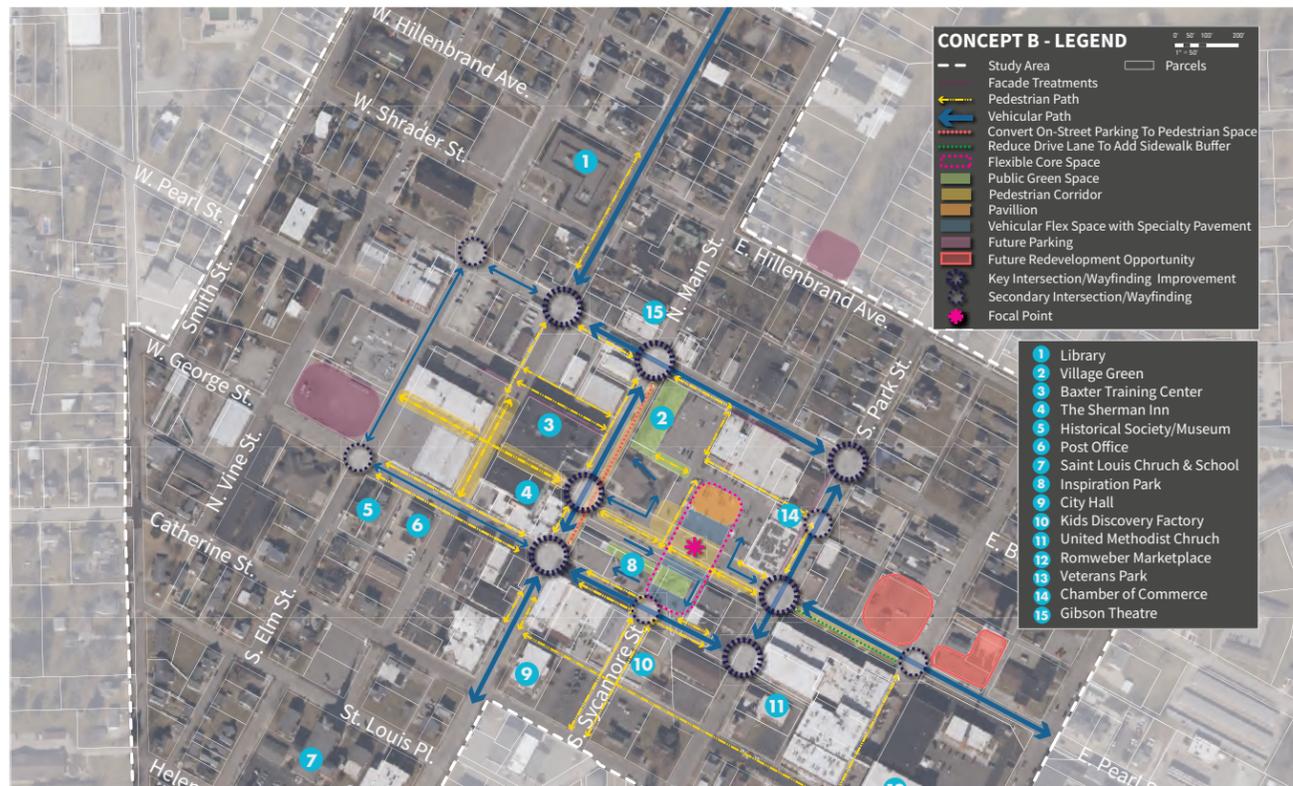
CONCEPT EXPLORATION

To further investigate how the City Center focus area could be re-imagined, a series of five development concepts were developed by HWC and explored with the planning committee. Some of the ideas presented in these concepts included new building development along the north side of George Street and adjacent to Village Green, closing a portion of Pearl Street and re-routing traffic into a 'square' pattern utilizing George, Main, Park and Boehringer Streets, removing portions of parking north and south of Pearl Street to create pedestrian spaces, extending the Village Green down Main Street to George Street, and reclaiming nearly the entire parking lot south of Pearl Street for a larger pedestrian/civic space.

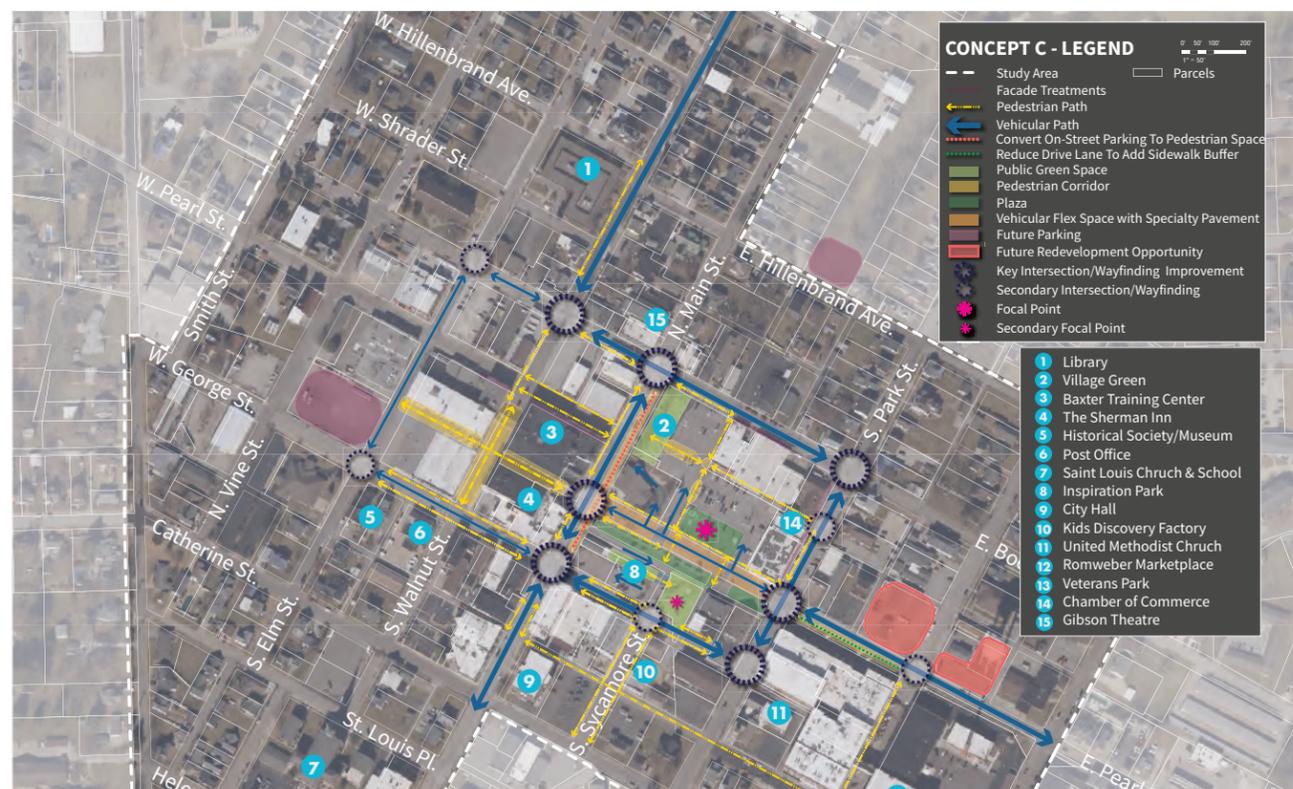
These ideas reflected potential solutions to the issues raised through public engagement and revisited some ideas presented in previous planning efforts. Ultimately, the planning committee gravitated towards concepts B and C, which are shown on the next page. These concepts build upon the organizing principles illustrated in Figure 6.1 and explore further how public space might be reclaimed from the large parking areas north and south of Pearl Street, while still emphasizing the pedestrian corridors needed to make comfortable pedestrian connections to destinations throughout the downtown.

Some key highlights include:

- Improved pedestrian corridor along Pearl between Park and Depot Streets to better connect RomWeber Marketplace to downtown
- Opening up the alley in the Hillrom/Baxter building to create a pedestrian connection to Walnut Street and continuing to a future parking lot at Elm and George.
- Creating a wide pedestrian corridor along the west side of Main Street by removing a row of parking and better connecting the Village Green to George Street
- Reclaiming portions of the parking lots north and south of Pearl Street with a combination of permanent green/plaza space and flexible special paving that preserve some parking but allows for easy closure and expansion of event space for events.



Development Concept B



Development Concept C

DESIGN VISION

Finally, the ideas from concepts B and C were merged into a final preferred concept, illustrated as a 3D bird's-eye view shown below. A full page image of this concept is provided in the Appendix.

This final concept emphasizes Pearl Street and Main Street as primary pedestrian corridors with adjacent green spaces and plaza areas. Inspiration Park is expanded to include a playground and/or spray plaza with the optional closure of additional areas of the parking lot during community events. Pearl Street is also presented with the option to close to traffic during public events in order to increase safety and create a large, pedestrian-only space. Part of the large surface lot north of Pearl Street has been converted into an event lawn and plaza, including a public pavilion with restroom facility. Ample parking and vehicular circulation is still available, but reorganized in a way to make downtown feel walkable and connected for pedestrians. This vision is not intended as a final design, but to spur conversations about how the existing core can be re-imagined into a much more vibrant, pedestrian-centric core.

One of the biggest concerns to this vision is the loss of parking. The vision presented below represents a conversion of around 70 spaces of the 250+ spaces currently available between the two parking lots depending on the ultimate configuration. While this study did not do a comprehensive analysis of existing parking and utilization in the downtown, past efforts were reviewed and key visual observations were noted, including:

- If the City-owned lot at George and Elm were paved and striped, it could provide 90+ parking spaces.
- There are approximately 480 on-street parking spaces available within the downtown area
- If those parallel spaces were re-striped to a 23' foot length, approximately 40 additional spaces could be provided.
- There are multiple private lots within 2 blocks of Pearl/Main which could be considered for shared use-agreements for off-peak parking needs.

As part of efforts into realizing the vision presented, further analysis should be completed on current parking utilization in the downtown, but there are sufficient observations to suggest that a conversion of some parking in the City Center is not a hurdle that cannot be overcome.

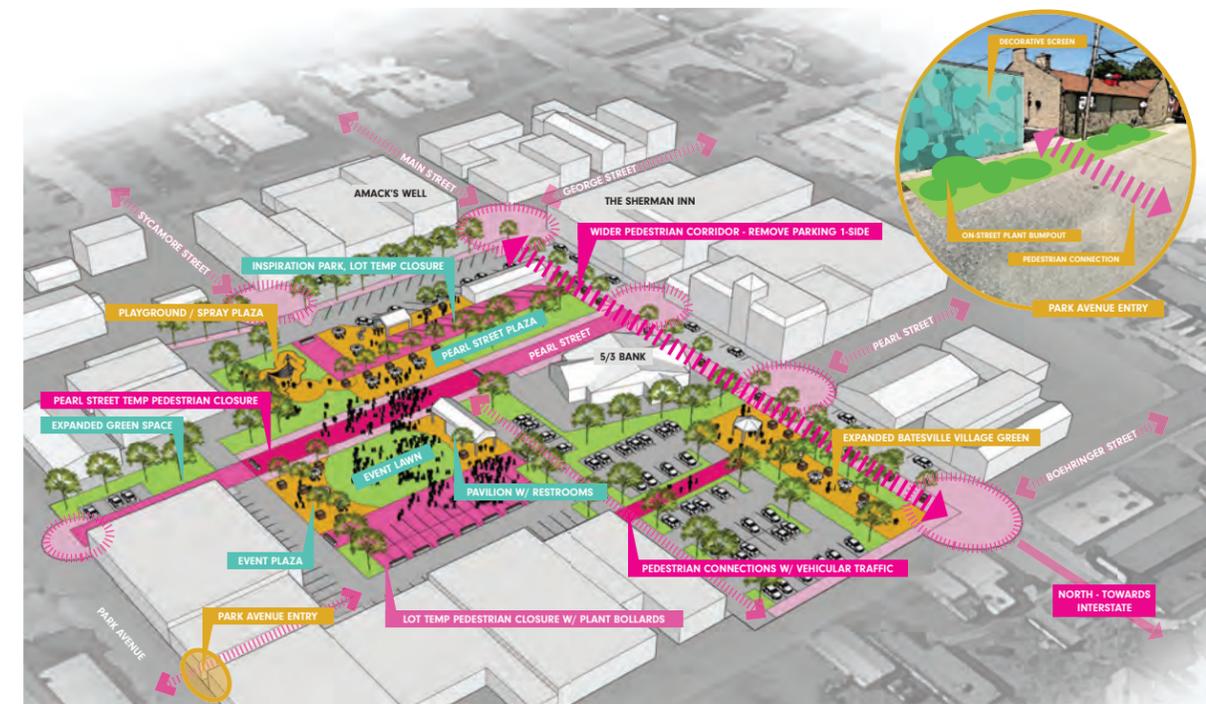


FIGURE 6.2: DOWNTOWN CONCEPTUAL DESIGN VISION

TOP STRATEGIES

Beyond the long-term vision presented for Batesville, several of the 46 strategies were also identified as priority strategies by the planning committee and feedback received at the Public Open House and Stakeholders Meeting. While these strategies were highly ranked, they are in no way meant to diminish the other strategies.

The top 11 strategies included:

1. Establishing a clear arrival point for downtown and formalizing a downtown gathering space.
2. Creating downtown as a hub to existing trail and pedestrian network
3. Providing public restrooms
4. Providing business incentive programs
5. Encouraging additional ground-floor storefronts
6. Encouraging infill development
7. Encouraging consistent business hours for downtown
8. Provide information kiosk(s) at key locations, such as Village Green, with map and QR code links
9. Establish a common shared calendar linked to the BAAC, Chamber of Commerce, City, and Main Street. Make this the go-to event calendar
10. Create a more visible/engaging and easy to update information sign at SR 46/SR 229
11. Create established plans for use of temporary street closures or parking areas - make it easy for event planners to use downtown.

There were also a series of secondary priorities, which also received favorable ratings from the planning committee, including:

1. Utilize parklets or temporary conversions of downtown spaces to test out ideas
2. Implement a comprehensive streetscape program for a defined downtown district which establishes standards for site furnishings (benches, bike racks, litter receptacles, etc.), street trees, and lighting.
3. Drive more foot traffic through clear pedestrian corridors, including alleyways, that are comfortable and inviting to connect all areas of downtown - including through parking lots.
4. Emphasize entry corridor along Walnut into downtown - especially at north end between Kipper Street and SR 46.
5. Establish a more central/visible/accessible visitors center
6. De-centralize main parking lots in downtown to allow for a pedestrian oriented focal point.
7. Support redevelopment of the Hillrom/Baxter buildings as an anchor institution downtown
8. Consider establishing a revolving loan fund for small businesses
9. Provide market knowledge, analysis, and support to local businesses to assist in development of their business
10. Create pipelines for new business activity, such as pop-up events, night markets, drop-in spaces, and mobile retailing.
11. Increase marketing for events and downtown offerings
12. Increase marketing to wider region
13. Provide a downtown speaker system for announcements and music
14. Coordinate event planning with downtown businesses to maximize impact of events and gatherings for businesses

PRIORITY PROJECTS

As presented at the public presentation, there were also a series of potential projects organized into low-cost, short-term, and longer-term categories. From those projects, the six listed below were selected as top priorities by the public. A chart with projected timelines and costs can be found in the Appendix.

Low Cost

1. Stripe on-street parking spaces within a 2-3 block radius of Pearl Street and Main Street.
2. Develop streetscape standards for the downtown district (lighting, site furnishings, landscape, etc.)

Shorter-Term Projects

1. Develop additional off-street parking areas on the periphery of downtown to minimize reliance and need for large lots within the middle of downtown.
2. Create a curb extension on Park Avenue at the alley to create a visual access point to the visitors center and Chamber of Commerce.

Longer-Term Projects

1. Build a permanent pavilion in downtown for the Farmer's Market and other events.
2. Create a formal pedestrian gathering area in downtown large enough to support multiple events and be a focal point for downtown.

ADDITIONAL PROJECTS

As with the strategies, there were also additional projects which received favorable ratings from the public, but not as many of those listed above. These included:

Low Cost

1. Establish a common, shared community calendar

Shorter-Term Projects

1. Complete a downtown trail extension with a trailhead at Inspiration Park
2. Install a downtown speaker system for music and ambiance.

3. Utilize unique pavement markings to identify key pedestrian corridors.
4. Implement murals or facade improvement projects at key properties along main routes into and around downtown, such as : Pearl Street/ Walnut Street and along back-of-house of buildings along Boehringer and Park Avenue.
5. Utilize parklets or pop-up spaces to experiment with reclaiming pedestrian spaces.

Longer-Term Projects

1. Create a visual corridor on Walnut Street from SR 299 to George Street to bring visitors downtown (specialty lighting, banners, pavement markings and sidewalk extensions)
2. Provide more interactive and engaging signage at SR 229/SR 46
3. Establish a more accessible and visible visitors center.
4. Implement intersection improvements at Main/ George, Main/Pearl, Main/Boehringer, Boehringer/ Park, and Walnut/Boehringer to reinforce key boundaries and wayfinding within the downtown.

While these potential projects illustrate some pathways to move the needle on improvements in downtown, it is important for the City and Main Street Batesville to remain flexible and respond to new opportunities or project opportunities as they may become available.

The overall goals and strategies presented at the beginning of the chapter should serve to guide decisions on any future projects. If potential projects or initiatives meet the goals for downtown, they should be given serious consideration, even if not listed in this plan.

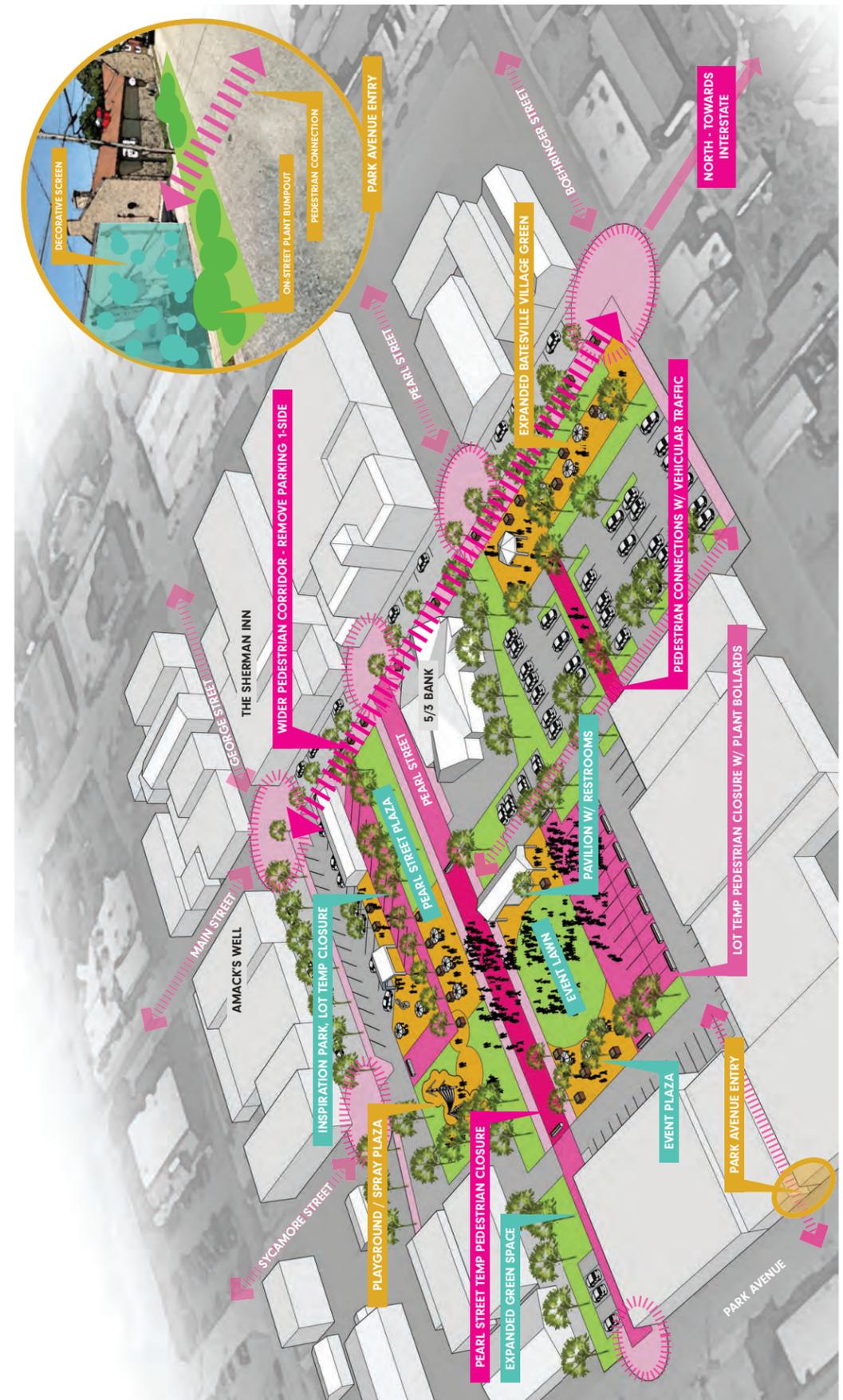
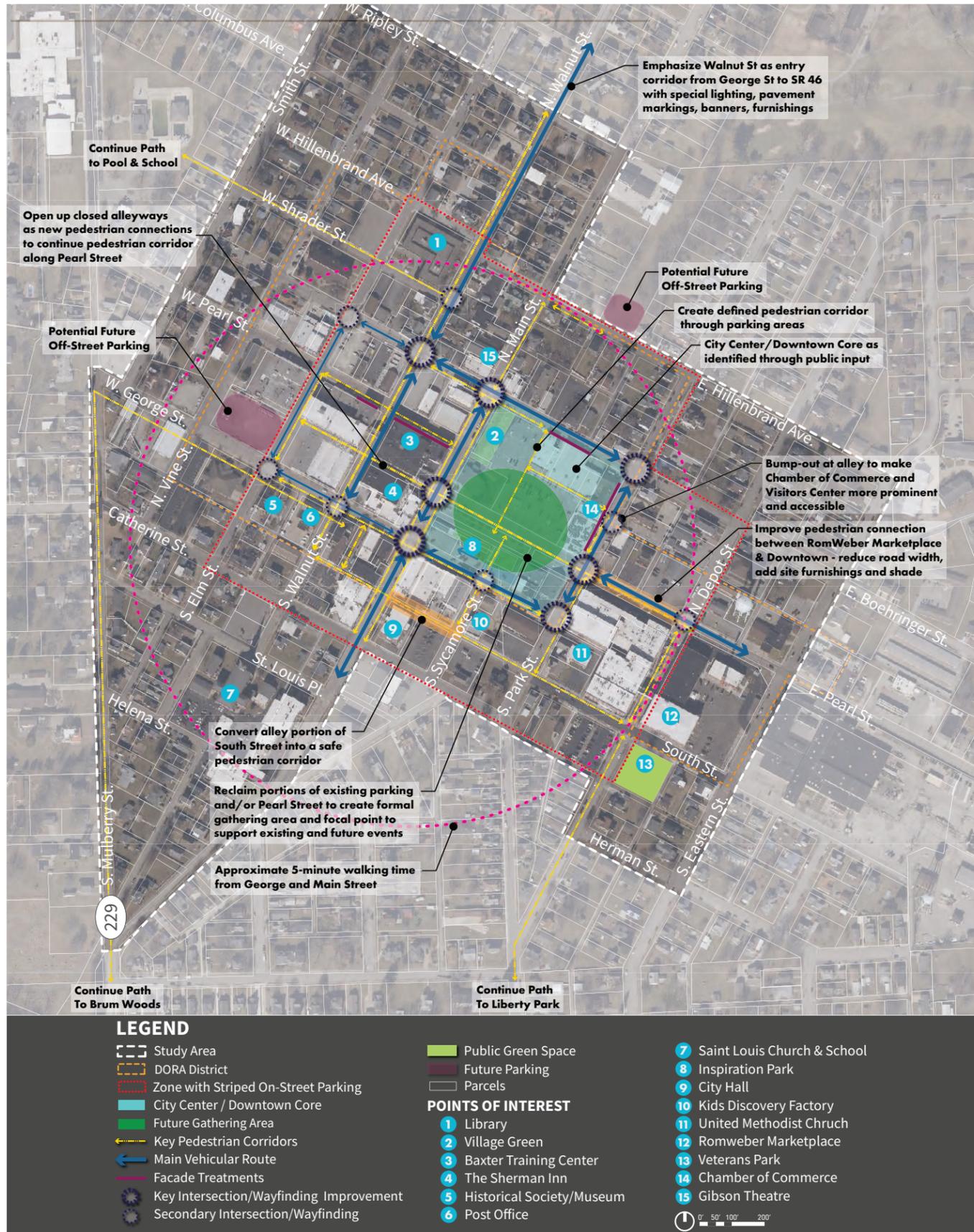


APPENDIX

CHAPTER 07

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- **Mayor's Opening Remarks**
 - o The High Cost of Free Parking
 - o Traits we observed with towns on the rise – residential buildings, hotels, multiple restaurants and a brewery, viable stores, corporate headquarters
 - o Resilient Downtowns – without a downtown there is no gathering spots, we're all left
- **Committee**
 - o Melissa Moenter, Batesville Area Arts Council, 10 year resident
 - o Emili Uden, Kids Discovery Factory ED
 - o Melissa Tucker, Director of Chamber, on Council
 - o Carolyn Dieckmann, Historic Center
 - o Bill Narwold, Retired School Administrator, Redevelopment Commission
 - o Susan Glaser, Local Architect
 - o Leann Schroder, Honeysuckle House
 - o Bruce Rippe, Rom Campus
 - o Mike Wells, Batesville Building Department
 - o Amy Pretzer, Batesville Main Street
 - o Mayor Irrgang
 - o Sarah Lamping, Batesville Economic Development
 - o Missing, Tony Gutzwiller and Bob Voegelé
- **What is Batesville known for?**
 - o New to Batesville, first thing that pops up is caskets and hospital beds
 - o Good schools, good education system, and the arts
 - o People with depths of history, craftsman, furniture craftsman well known
 - o Craftsmanship—built around lumber industry, bought out woodworking businesses, wood carving shop well known, German heritage, Catholic/Christian religion important, blue collar, hardworking, enjoy leisure time, Quality of Life—within 45-minutes from professional sports teams (Cincinnati/Indianapolis/Louisville/Lexington)
 - o Seen as being progressive, nothings off limits, let's try it
 - o People are progressive, won't buy things until they have the money to pay for it
 - o Financially conservative
- **What would you like Batesville to be known for?**
 - o Lack of things to do in downtown—entertainment/food
 - o Bring people down and keep them down here
 - o Not connected, people get in their car to get from one place to another, need more buildings
 - o Things aren't open quite often when I'm downtown
 - o Working in pockets, this plan will make us work together
 - o Umbrella Sky would draw people in, need a central hub again
 - o Murals program, Historical Society doors are two projects that have tried to encourage walking
 - o Wayfinding/wider sidewalks/consistency
 - o Corporate HQ still here, but no one in there – Rom moved to Chicago
 - o Sophisticated manufacturing
 - o Shifted from white and blue to more blue collar
 - o Community was built around both blue and white, attractive community with amenities that you wouldn't find normally in a community of this size
 - o Attract employers
 - o Who are we aspiring to be and who are we aspiring to attract?
 - o Need to decide who we want to be when we grow up?
 - o Webberdings?
- **Prior Planning Goals**
 - o Retail and Dining
 - Snickers and Peanuts, missing breakfast/lunch
 - Currently a dining dessert, pizza, bar food

- Missing basic comfort food, meatloaf, sandwiches
 - Family atmosphere, fine dining doesn't say bring my kids
 - Many restaurants are closed Monday/Tuesday
 - Looked for 8 months to find a brick and mortar place that was conducive to retail
 - Nothing available for restaurants/retail
 - Can't find help – need housing – need to find solutions for these items
- o Located between Indianapolis/Cincinnati – need to draw passersby
- o Market within our city – need to market outside of the city
- o Need to welcome people who aren't from here
- o Post office is the busiest location downtown
- o Can't order good food on Amazon
- o Can't order entertainment on Amazon
- o Macy's shrinking, retail leakage for this area – money going out of town being spent on better meals could support multiple restaurants here
- o Restaurant workers need a place to live, need apartments
- **Planning Efforts**
 - o Many going on, this will be a consolidation, Accelerate Rural Indiana digging into housing gaps/employment gaps – not in this scope
 - o Opportunities the downtown could help solve
 - o Versailles downtown was dead for many years, restored a restaurant, opened a hotel, opened a speakeasy, pavilion with splash pad
 - o Time to refresh again
 - o No open floorspace – need to build before we come
 - o Parking is a road block, need to give up parking, compromises walkability
 - o Could do away with minimum parking requirement
 - o Parking for housing different than parking for downtown business
- **Physical Conditions**
 - o Farmer's market is the most crowded on Saturday mornings
 - o Keep people downtown, need a hub
 - o Children's museum expansion – finished by 2026
 - o 2008 Strategic Development Plan – been talking about
 - o Got to Madison because it's a great experience
 - o How do we create that experience here—a day trip, not bolted together
 - o Adopt a historic district, have ordinances and guidelines, funding sources
 - o Walkability – Active Living Workshop through Health by Design
- **Facades/Main Street Revitalization Program**
 - o Batesville Building Improvement Grant – match up to \$5,000, active, could be more robust
 - o Have a designated downtown district – has architectural standards, has to be compatible, won't allow closing in existing windows, etc.
 - o Stick to aesthetic in downtown would be nice to see
 - o Don't want it to look like an amusement park
 - o Cohesive, historical
 - o Aren't authentic
- **Previous Plans**
 - o Health by Design Plan
 - o Wage survey
 - o Multiple websites promoting Batesville – more cohesive

PC Meeting #2: Visioning Workshop

City of Batesville
 Downtown Development Vision Plan
 April 17, 2024 at 3:00pm

Introductions:

- Mayor Irrgang
- Sarah Lamping
- Susan Glaser, architect
- Melissa Moenter, Batesville Area Arts Council
- Emili Uden, Kids Discovery
- Angela Linville, Community Developer Director
- Kim Porter, Library
- Bob Voegele, NAPA
- Leeann Shroder, Business owner, Main Street board
- Amy Pretzer, Main Street
- Bill Norwold, Retired, Redevelopment Commission
- Carolyn Dieckmann, Historical Center
- Chris Hamm, HWC
- Brian Sheehan, HWC
- Kyle Lueken, HWC
- Catherine Puckett, HWC

1. Existing Conditions Progress Overview

- a. Brief overview from Kyle with HWC
- b. Downtown has two types of lighting – make more cohesive
- c. Downtown Events (most occur from Library to RomWeber):
 - Farmer's Market
 - Puppuccino
 - Kiwanis Carnival – parking area by Village Green
 - Christmas in July
 - Maynopoly
 - Ladie's Night (November)
 - RomWeber Car Show
 - Food Truck Festival
 - Brewfest
 - Cherry Thing-a-ling on President's Day (6 days long)
 - Summer Concert Series at Library (June-September)
 - Several Parades (Homecoming, 4th of July, Halloween, Christmas, etc.)
- b. Cultural presences:
 - Historical Museum
 - Kid's Discovery Factory
 - City Hall – multi-purpose history, gym in basement, kindergarten, etc.

- Library
- Amex
- Post Office
- Liquor Store – lots of visitors
- Bakery
- City Theater
- Ice Rink
- RomWeber Marketplace

2. Demographic Trends and Market Profile Progress Overview

- a. Primarily using ESRI for data analysis on a variety of demographics
- b. Looking at Batesville compared to the surround area within 30 mins drive
- c. Market trends help us look at retail demand + potential
- d. We will compare public input with market data to determine how best to develop new retail and industry
- e. Batesville is growing in population and incomes are still higher than state averages
- f. Median age and education have increased
- g. More people currently come into Batesville for work than leave
- h. Owner-occupied housing has decreased
- i. Cost burdened households and poverty rates have both increased
- j. Question – Tapestry segments - description of Green Acres, Rust Belt, etc.? Descriptions and habits of the community – HWC will send out the three primary ESRI profiles

3. Planning Committee Priorities (20 minutes)

- Group discussion of pre-meeting survey questions
- 130 action items from past plans
 - 30 goals from past plans
 - Why do you come downtown (other than work)?
 - Farmer's Market (Wednesday evening is not well attended)/Movies/Drink beer
 - Post office/city building/lumber yard/gas station/library/Auto Parts Store/Pizza House/
 - Social Clubs (VFW/Eagles)
 - Fitness/Museum (train exhibit at the holidays – 1,800 visitors)
 - Dining—not a soup/sandwich offering
 - Would like to shop while waiting for kids lessons
 - Computer services/phone service/beauty salons/RomWeber Market Place/Ice Cream Shoppe
 - What are you going to other downtowns for?
 - Jewelry, children's clothing, men's clothing
 - Kids clothing
 - Furniture
 - Chocolate shoppe at Madison
 - Music store (downtown Greensburg) – Batesville store not open enough
 - Local diner (breakfast/lunch/dinner) – Greensburg
 - Gift shoppe (in RomWeber) – Tuesday-Sunday 11-5pm

Confidence in the built environment.

- Bowling/duckpin bowling
- Jades
- Biggest barriers for them occurring here:
 - Find a place, rent too high
 - Open parking lot, everything is scattered, not cohesive place to go
 - If we meet “downtown”—need to be very specific
 - Doesn’t feel cohesive, cozy
 - Courthouse in the center – “normal” downtown
 - No “arrival”
 - Like Lawrenceburg, one comfortable street, banners, lights, enough to do
 - Have a lot of storefronts that are offices, not generating foot traffic, need to move offices onto second floor
 - Are there rules about what can exist downtown? Defined a district with uses and development standards

4. Discussion of Previous Plan Goals (15 minutes)

- Some goals/common themes overlapping in previous planning efforts
- Several specific objectives also overlapping
- Several have been accomplished – will need help in understanding which ones have not and why.
- Identify any new goals that should be added to this plan.
- Community gathering area a high priority?
 - 1-2 agree, iffy, need a downtown spot, location, hub
 - Have nice parks outside of downtown
- Anchor, institution, or social point a high priority?
 - 3-4 agree
- Walkability a priority?
 - 9-10 agree
- Marketing opportunities a priority?
 - 1-2 (Amy/Sarah)
 - Don’t know where restaurants are, trails, and parks, etc. – need more marketing
- District a priority?
 - 9-10 agree
- Is increasing storefronts for new businesses a priority?
 - Everyone
- Better defined parking/wayfinding a priority?
 - None
- Additional housing options a priority?
 - 1-2 agree
 - What kind?
 - Have increased housing, but still can’t keep a restaurant open
 - Why can’t we keep a restaurant open, owners say, can’t find help
 - Test kitchen idea – three restaurants in the same building, food hall idea, no incubator space, don’t have store space
 - The Sherman, the Baxter building (rehab?) for restaurants?

Confidence in the built environment.

- Dining a priority?
 - 8-9 agree
 - Quick lunch—loved The Galley (packed for three hours)
 - Cafeteria built in Hillrom, took business away
 - Remote workers, don’t eat downtown any longer
- Retail options?
 - Apparel, gift shop
- Dining or retail more important? – both important
- Misc.
 - “We don’t have to aim too high, we just have to get to regular.”
 - Ludlow Avenue by UC—(4) blocks – has everything, perfect quantity
 - Working on downtown speaker system and lighting – add imagery of those types of options to the public input boards
 - INDOT is redoing the welcome center on 74 – going to be themed – the resources, the riches, the results

5. Public Input Review (10 minutes)

- Review survey topics and public presentation board topics
- Specific or targeted topics/questions that should be addressed in the public survey and/or at the public open house?
 - Do you live in downtown?
 - Are you a business or property owner in downtown?
 - Why do you come downtown? Add museums, library, entertainment, church, exercise/walking
 - Do you feel comfortable downtown? If not, why?

6. Next Steps

Please help spread the word about our upcoming public input events:

- Public Open House on April 30th at RomWeber Party Place
- The online Public Survey will be open from April 30th to July 19th
- Pop-Up Event #1 at Puppuccino on May 18th from 12pm to 2pm
- Pop-Up Event #2 at the Farmer’s Market on June 1st from 8am to 12pm
- Next Planning Committee meeting will be held on Wednesday, June 5th at 3pm

7. Updated Project Schedule

TASK / DELIVERABLE	DATE
PC Meeting #1: Kick-Off	Monday, 3/4/2024, 3:00 pm
Existing Conditions Summary Report	Week of 4/8/2024
PC Meeting #2: Visioning Workshop	Wednesday, 4/17 at 3:00pm
Public Open House #1	Tuesday, 4/30, 5:30pm-7:00pm at RomWeber Party Place Ceremony Hall
Online Public Survey	Open from April 24 th to July 19 th
Pop Up Event #1 - Puppucino	Saturday, 5/18 from 12pm to 2pm
Pop Up Event #2 - Farmer's Market	Saturday, 6/1 from 8am - 12pm
PC Meeting #3: Foundations Workshop	Wednesday, 6/5 at 3:00pm
PC Meeting #4: Framework Workshop	Wednesday, 7/10 at 3:00pm
Public Open House #2	Wednesday, 7/10 at 5:30pm or Wednesday, 7/17 at 5:30pm *Location TBD*
PC Meeting #5: Concept Workshop and Draft Plan Review	Wednesday, 7/31 at 3:00pm
Plan Adoption - City Council Meeting	Monday, 8/12/2024, 6:30pm
Final Draft	Week of 8/26/2024

PC Meeting #3: Foundations Workshop

City of Batesville
 Downtown Development Vision Plan
 June 5th, 2024 at 3:00pm

In Attendance

- Mayor Irrgang
- Sarah Lamping
- Amy Pretzer
- Bob Voegele
- Kim Porter
- Leeann Shroder
- Melissa Moenter
- Mike Wells
- Brian Sheehan, HWC
- Kyle Lueken, HWC
- Erin Solis, HWC

**Notes in red below represent conversation topics. Refer to the meeting presentation for detail presented on each topic.*

1. RECAP (Presentation)

- a. Existing Conditions Highlights
 Demographic/Market Highlights
 - i. Committee member expressed continued concern over poverty rate, remarking that this increase could primarily be in the senior/retired population, and if so, how can they be better served?
 - ii. HWC to further break down poverty rate by age
- b. Previous Plan Themes
- c. PC Priorities

2. What We've heard so far (Presentation)

- a. Public Survey
- b. Workshop
- c. Puppucino and Farmer's Market

3. Initial Ideas/Strategies

- a. Community Events
 - i. Committee didn't feel that events had shifted from downtown to other locations - just stopped occurring downtown and new ones popped up.

- ii. Committee comments that events that are hosted in the park could have satellite locations to extend the event into downtown and draw crowds that way
- iii. Challenge is to get downtown shops to remain open for events
- iv. People continue to say they don't know about upcoming events, so raising awareness with signage, marketing, social media, or having physical calendars of events posted downtown and at businesses could help
- b. Downtown District
 - i. New DORA district can also be used to help define downtown area
- c. Bathrooms
 - i. Ideas of a visitor's center with restrooms and security cameras to monitor them
 - ii. Madison uses an old gas station as their restrooms and visitor's center
 - iii. Portland Loo standalone restroom could be considered
- d. Focal Point
 - i. New plans being developed by Cosawove for downtown improvements including using the old skywalk as a focal point
- e. Downtown Development – Large Map Exercise
 - i. Ideas were discussed around a large map of downtown, centered around connections to existing assets and strategies for how changes in the built environment may serve the identified outcomes for downtown.
 - Ideas from past plans include:
 - Civic Center concept from the 2008 Plan, Chapter 5
 - Park/greenspace concept from the Stellar Plan
 - Add an anchor / focal point / statue by library on Walnut – gateway element
 - In works/conversation as part of Library improvements
 - Interstate bridge will be getting new signage
 - Skywalk will be used as a focal point / entry gateway once it's redesigned
 - Mural by the Sherman might be moved to the liquor store
 - Desire for better pedestrian connection from Sherman to Romweber on Pearl Street
 - Lagen's, Amack's, and the Liquor Store are all popular anchors currently
 - Small building by Inspiration Park would be a good place for a visitor's center and restroom if it could be acquired
 - WikiBlocks could be a source for affordable street furnishings.
 - More a consideration for event type space or pop-up parklets to temporarily convert spaces. Can illustrate how a conversion could work prior to fully committing.
 - Discussion of a civic square that directs vehicular traffic around the blocks of Main Street, Boehringer, Park Ave, and George St to define downtown
 - Common issue of seeing "back of house" in downtown instead of storefronts



- o Could shopping center businesses reorient some signage/features along Boehringer and Park Avenue
- Option to connect Inspiration Park & Village Green along Pearl Street into new Sherman alley pedestrian space through to Walnut pedestrian space (between Pearl & George)
- Strong push back on any temporary street closings as part of festival considerations as they are a lot of work due to Homeland Security requirements. Permanent street closings or creating pedestrian spaces in parking lots are preferred as they don't require as much work.
- Need more shade and grass downtown
- Outdoor plaza space being developed by library off Shrader & Elm needs connection south to Boehringer to better tie into downtown square
- Gas station at Pearl & Depot St is an eyesore and breaks up the feel of downtown - opportunity for redevelopment and gateway.
- Define downtown with the DORA, an art walk, and alley activation
- Romweber is open Thursday – Sunday
- INDOT contacted the Art's Council on Batesville's history in craftsmanship, manufacturing, and industry for I-74 visitors center. Opportunity to build upon these themes.

4. Next Steps

- PC Meeting 4 – Concept Review (July 10 at 3:00 pm)
- Public Open House – Concepts/Strategies (July 17, time TBD)





135 N. Pennsylvania Street, Suite 2800
 Indianapolis, IN 46204
 hwcengineering.com

Confidence in the built environment.

Batesville Downtown Plan
 PC Meeting #4 Minutes
 Framework Workshop
 July 10, 2024

Summary

The group discussed the public survey update for downtown development in Batesville, focusing on the growing population, poverty rate, and employment opportunities. HWC highlighted the importance of design and community engagement in creating vibrant and inviting downtown districts, emphasizing the need for a sense of place and clear visual cues for pedestrians. They also stressed the value of community engagement in understanding local residents' and businesses' needs and preferences, which can inform design decisions and create a more inviting downtown area.

Action Items

- Distribute the draft downtown strategies and concepts from the meeting to committee members for feedback via a survey link.
- Look into digging deeper into the census data to understand the demographic breakdown of those in poverty in Batesville, such as by age group.
- Consider obtaining regional or Midwest level poverty rate comparisons to put Batesville's numbers in context.

Downtown revitalization, public survey results, and strategies.

- Catherine provides an update on the online survey, with 405 responses as of yesterday, including 75% from Batesville and 28% from surrounding areas.
- Top responses for why people visit downtown include community events, shopping, dining, and activities like the museum and library.
- More dining options and shopping desired, with Lawrenceburg a top destination for entertainment.
- Priorities remain consistent, with parking and appearance topping the improvement list, while entertainment options and retail lag.
- Kyle notes that housing ranked low in importance for downtown, despite being a critical issue in past plans.
- A committee member suggests that the survey population may not have fully understood the concept of a focal point as a gathering area

Downtown development and improvement.

- Respondents prioritized dining, retail, and entertainment to attract visitors and engage residents.
- Catherine highlights downtown's positive momentum and Rom Weber as a bright spot.

Population growth, income, poverty rates, and housing costs in Batesville, Indiana.

- The population is still growing, but the median age has increased, which is a statewide trend.
- A committee member asks if the increasing median age is a concern, and Catherine explains that it's not unique and is happening statewide.
- Committee members discuss poverty rates in Indiana, specifically in the region, highlighting that cost-burdened households have increased by 16% for owner-occupied homes and 58% for renters.
- The poverty rate in Indiana has increased from 5.6% in 2012 to 16% in 2023, with peer communities in the region also experiencing similar increases.
- The poverty rate is a key issue in many downtown areas, and it is suggested to focus on regional data instead of national average.
- A committee member highlights the challenges of affordability for minimum wage workers in the area.

Improving downtown Batesville with a focus on events, retail, and aesthetics.

- Catherine emphasizes the importance of inclusive downtown development, considering diverse needs and trends.
- Highlights the need for more dining, shopping, and events in downtown Batesville, with a focus on creating a cohesive and attractive district.
- The group prioritizes increasing retail, dining, and visibility, while emphasizing the focal point as the center for events downtown, with a focus on public amenities and marketing.
- Discussion on the importance of creating a sense of place in downtown district, citing visual aspects such as storefronts, trees, and streets.
- A committee member suggests focusing on specific elements that need improved, such as the presence of electric lines or the absence of a focal point.

Transforming parking lots into public spaces with visual aids.

- Kyle presents case studies to illustrate design concepts for a more people-friendly public space.
- At Civic Park in Lawrenceburg parking was reduced to create a public space with splash pad, shaded seating, and events.
- In Valparaiso a simple use of materials transformed a parking area into a public space with flush streets and prioritized pedestrians.

Concepts Review

- HWC presents five conceptual diagrams for future development in downtown to get feedback from committee members.

Goals and Strategies Review

- HWC prepared a preliminary list of goals and strategies for the plan
- This list can be sent to the committee members or shared as a survey to get feedback since time ran out to review these as a group during the meeting



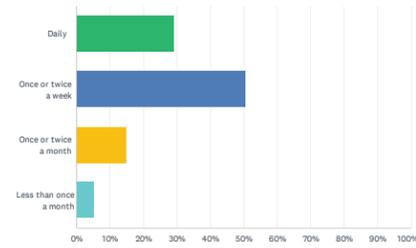
INDIANAPOLIS | TERRE HAUTE | NEW ALBANY | LAFAYETTE | HAMMOND | MUNCIE | NORTH VERNON



INDIANAPOLIS | TERRE HAUTE | NEW ALBANY | LAFAYETTE | HAMMOND | MUNCIE | NORTH VERNON

Q1 How often do you visit downtown?

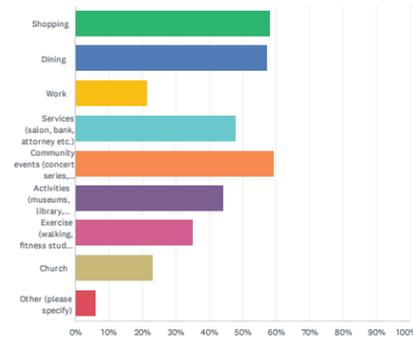
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ANSWER CHOICES	RESPONSES
Daily	29.30% 121
Once or twice a week	50.61% 209
Once or twice a month	15.01% 62
Less than once a month	5.08% 21
TOTAL	413

Q2 Why do you currently visit downtown? (select all that apply)

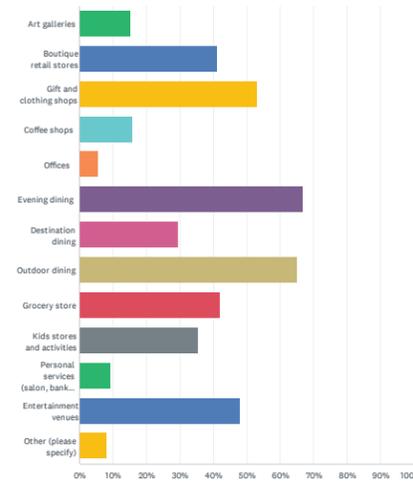
Answered: 413 Skipped: 0



ANSWER CHOICES	RESPONSES
Shopping	58.11% 240
Dining	57.14% 236
Work	21.31% 88
Services (salon, bank, attorney etc.)	47.94% 198
Community events (concert series, farmer's market, etc.)	59.32% 245
Activities (museums, library, movies)	44.07% 182
Exercise (walking, fitness studio, etc.)	35.11% 145
Church	23.00% 95
Other (please specify)	6.05% 25
Total Respondents: 413	

Q4 What types of businesses would you like to see in Downtown Batesville? (check all that apply)

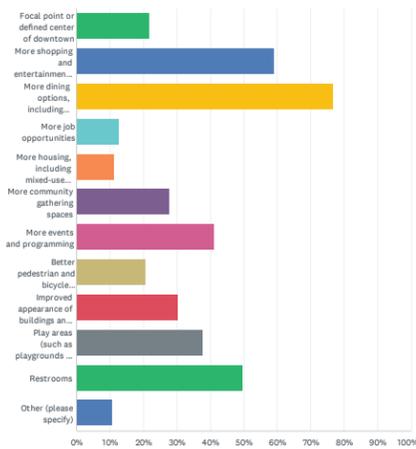
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ANSWER CHOICES	RESPONSES
Art galleries	15.12% 62
Boutique retail stores	40.98% 168
Gift and clothing shops	53.17% 218
Coffee shops	15.85% 65
Offices	5.61% 23
Evening dining	66.83% 274
Destination dining	29.51% 121
Outdoor dining	65.12% 267
Grocery store	41.71% 171
Kids stores and activities	35.37% 145
Personal services (salon, bank, attorney etc.)	9.27% 38
Entertainment venues	48.05% 197
Other (please specify)	8.05% 33
Total Respondents: 410	

Q3 What do you wish was offered or improved upon downtown? (select all that apply)

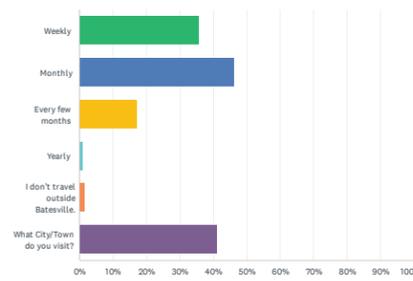
Answered: 410 Skipped: 3



ANSWER CHOICES	RESPONSES
Focal point or defined center of downtown	21.71% 89
More shopping and entertainment options	59.02% 242
More dining options, including outdoor dining	76.83% 315
More job opportunities	12.68% 52
More housing, including mixed-use developments	11.22% 46
More community gathering spaces	27.80% 114
More events and programming	41.22% 169
Better pedestrian and bicycle facilities	20.73% 85
Improved appearance of buildings and streetscape	30.24% 124
Play areas (such as playgrounds or spray plazas)	37.80% 155
Restrooms	49.76% 204
Other (please specify)	10.73% 44
Total Respondents: 410	

Q5 How often do you travel outside of Batesville for shopping?

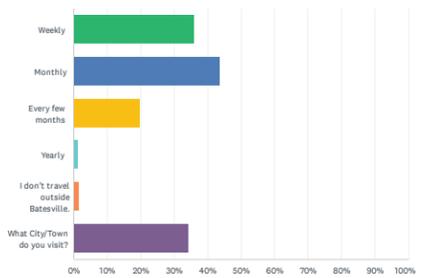
Answered: 411 Skipped: 2



ANSWER CHOICES	RESPONSES
Weekly	35.52% 146
Monthly	46.23% 190
Every few months	17.03% 70
Yearly	0.97% 4
I don't travel outside Batesville.	1.46% 6
What City/Town do you visit?	40.88% 168
Total Respondents: 411	

Q6 How often do you travel outside of Batesville for dining and entertainment?

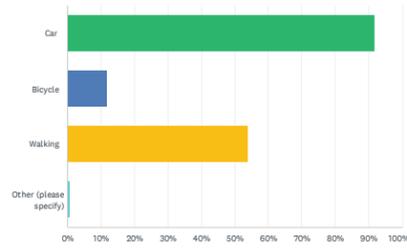
Answered: 411 Skipped: 2



ANSWER CHOICES	RESPONSES
Weekly	36.01% 148
Monthly	43.55% 179
Every few months	19.71% 81
Yearly	1.22% 5
I don't travel outside Batesville.	1.46% 6
What City/Town do you visit?	34.06% 140
Total Respondents: 411	

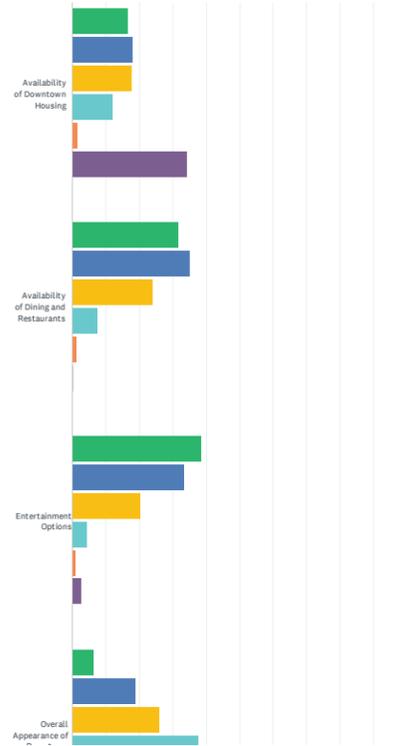
Q7 How do you typically get around downtown? (check all that apply)

Answered: 413 Skipped: 0

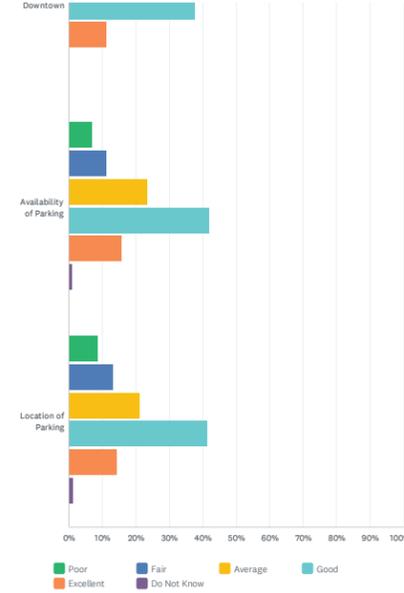


ANSWER CHOICES	RESPONSES
Car	91.77% 379
Bicycle	11.62% 48
Walking	54.00% 223
Other (please specify)	0.73% 3
Total Respondents: 413	

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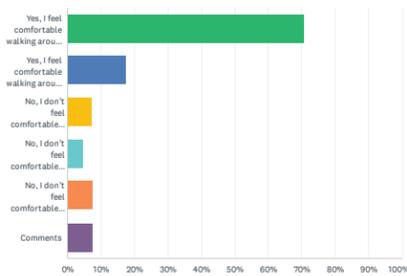
13 / 23

	POOR	FAIR	AVERAGE	GOOD	EXCELLENT	DO NOT KNOW	TOTAL	WEIGHTED AVERAGE
Business Variety	14.32%	31.07%	36.65%	14.32%	2.67%	0.97%	412	2.63
Retail Options	24.33%	39.17%	24.09%	10.71%	0.97%	0.73%	411	2.27
Pedestrian Pathways and Sidewalks	5.83%	17.72%	25.73%	37.62%	11.41%	1.70%	412	3.36
Availability of Downtown Housing	16.55%	18.00%	17.76%	12.17%	1.46%	34.06%	411	3.66
Availability of Dining and Restaurants	31.63%	35.28%	24.09%	7.54%	1.22%	0.24%	411	2.12
Entertainment Options	38.50%	33.17%	20.34%	4.36%	0.97%	2.66%	413	2.04
Overall Appearance of Downtown	6.30%	18.89%	25.91%	37.77%	11.14%	0.00%	413	3.29
Availability of Parking	6.80%	11.17%	23.54%	41.75%	15.78%	0.97%	412	3.51
Location of Parking	8.85%	13.27%	21.13%	41.29%	14.25%	1.23%	407	3.43

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Q8 Do you feel walking around downtown is a pleasant and comfortable experience?

Answered: 412 Skipped: 1

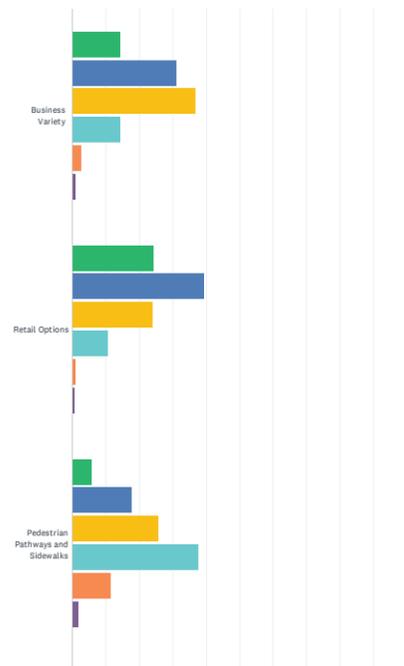


ANSWER CHOICES	RESPONSES
Yes, I feel comfortable walking around downtown day and night.	70.63% 291
Yes, I feel comfortable walking around downtown, but only during the day.	17.48% 72
No, I don't feel comfortable walking downtown because destinations are too far apart.	7.28% 30
No, I don't feel comfortable walking around downtown due to vehicular traffic.	4.61% 19
No, I don't feel comfortable walking around downtown due to condition of sidewalks.	7.52% 31
Comments	7.52% 31
Total Respondents: 412	

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Q9 How would you rate downtown in the following areas?

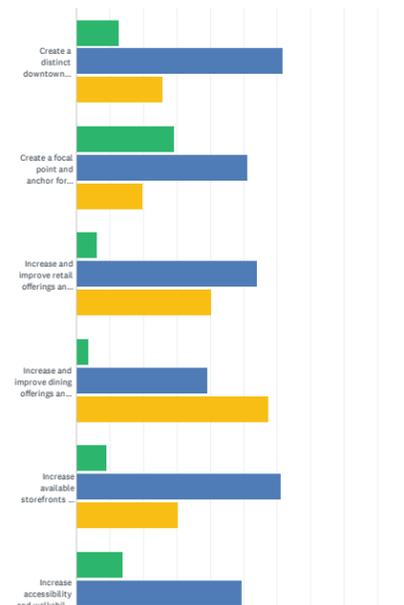
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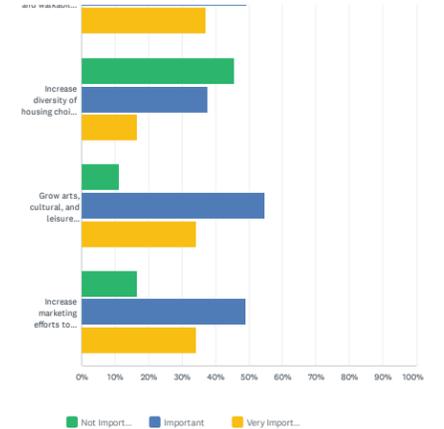
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Q10 Over the last 15 years, multiple initiatives and efforts have taken place with a focus on downtown, often with overlapping or similar aims. Please rate the aspirations below based on how important you think each is for the future of downtown.

Answered: 412 Skipped: 1



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Batesville Downtown Visioning Plan

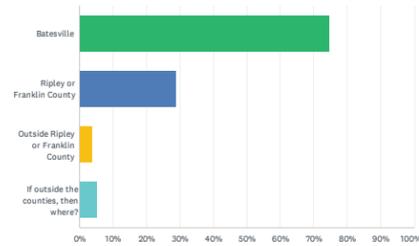
	NOT IMPORTANT	IMPORTANT	VERY IMPORTANT	TOTAL
Create a distinct downtown district with an attractive built environment	12.53% 51	61.67% 251	25.80% 105	407
Create a focal point and anchor for downtown	29.31% 119	50.99% 207	19.70% 80	406
Increase and improve retail offerings and their visibility	6.13% 25	53.68% 219	40.20% 164	408
Increase and improve dining offerings and their visibility	3.42% 14	39.12% 160	57.46% 235	409
Increase available storefronts for downtown businesses	8.91% 36	60.89% 246	30.20% 122	404
Increase accessibility and walkability throughout downtown and between other areas of the City	13.73% 56	49.26% 201	37.01% 151	408
Increase diversity of housing choices and opportunities	45.66% 184	37.72% 152	16.63% 67	403
Grow arts, cultural, and leisure activities	11.36% 46	54.57% 221	34.07% 136	405
Increase marketing efforts to attract potential tourists and businesses	16.63% 67	49.13% 198	34.24% 138	403

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Batesville Downtown Visioning Plan

Q12 Where do you live?

Answered: 409 Skipped: 4



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Batesville Downtown Visioning Plan

Q11 In your opinion, what is needed to attract more visitors and residents to downtown Batesville and why?

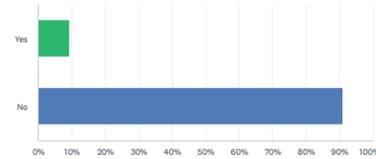
Answered: 331 Skipped: 82

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Batesville Downtown Visioning Plan

Q13 Do you live in downtown? (as defined by the shaded green area on the image)

Answered: 410 Skipped: 3

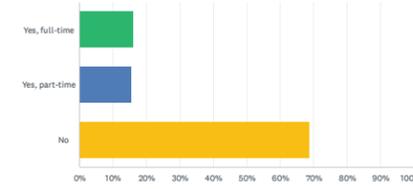


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Batesville Downtown Visioning Plan

Q14 Do you work from home/remotely?

Answered: 411 Skipped: 2

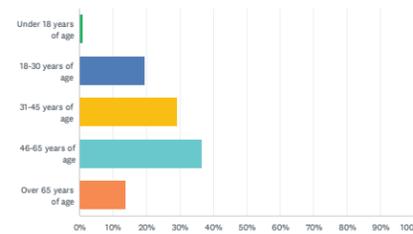


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Batesville Downtown Visioning Plan

Q16 What is your age range?

Answered: 411 Skipped: 2

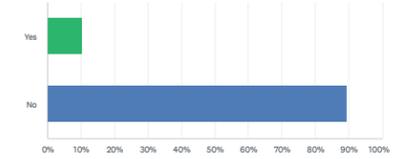


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Batesville Downtown Visioning Plan

Q15 Are you a downtown business or property owner?

Answered: 412 Skipped: 1



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LifeMode Group: Cozy Country Living
Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

OUR NEIGHBORHOOD

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



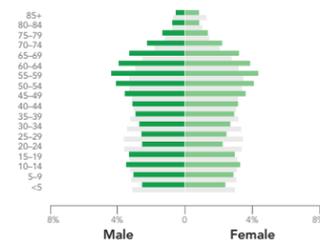
LifeMode Group: Cozy Country Living
Green Acres



AGE BY SEX (Eri data)

Median Age: **43.9** US: 38.2

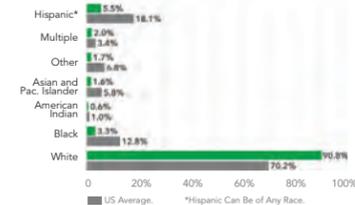
■ Indicates US



RACE AND ETHNICITY (Eri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **26.0** US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

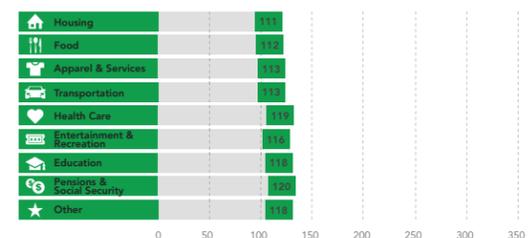


Median Net Worth



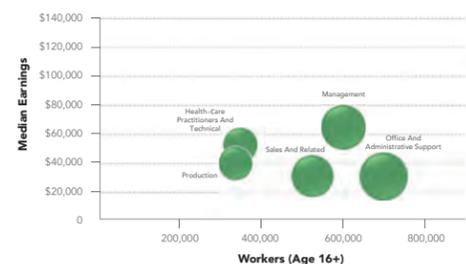
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



LifeMode Group: Cozy Country Living
Green Acres



MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Purchasing choices reflect *Green Acres* residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

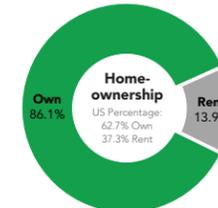
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

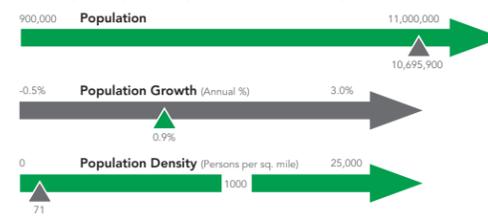
Median Value:
\$235,500

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

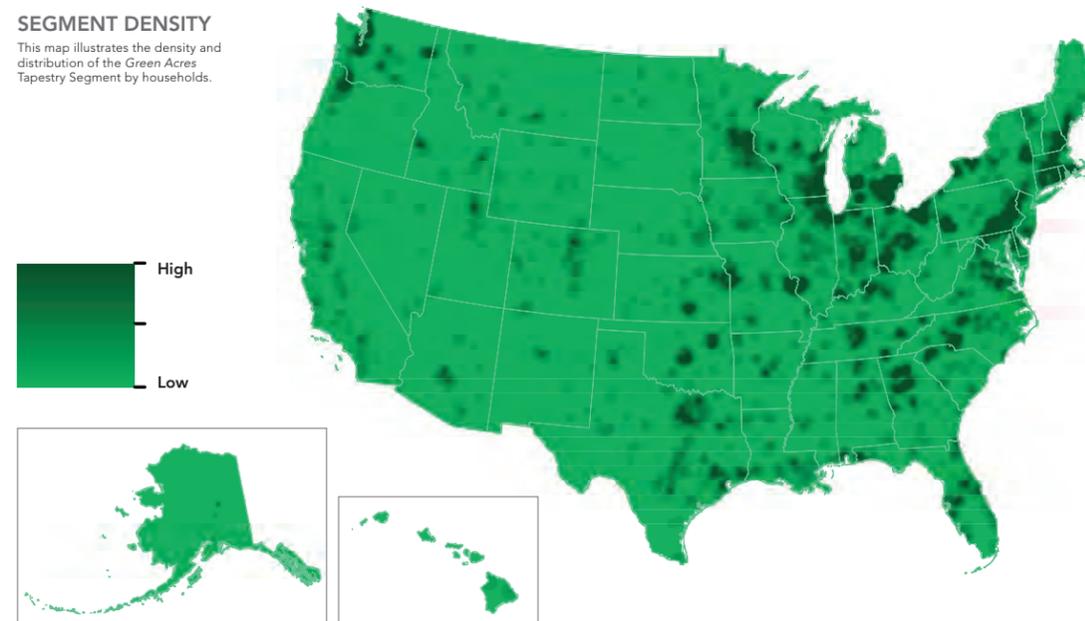


LifeMode Group: Cozy Country Living
Green Acres



SEGMENT DENSITY

This map illustrates the density and distribution of the *Green Acres* Tapestry Segment by households.



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LifeMode Group: GenXurban
Rustbelt Traditions

5D

Households: 2,716,800
 Average Household Size: 2.47
 Median Age: 39.0
 Median Household Income: \$51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



LifeMode Group: GenXurban
5D Rustbelt Traditions



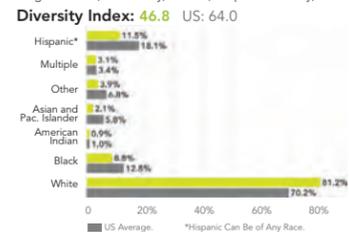
AGE BY SEX (Esri data)

Median Age: 39.0 US: 38.2



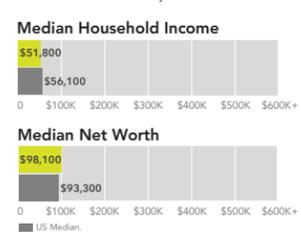
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



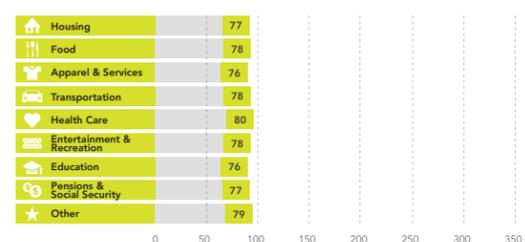
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



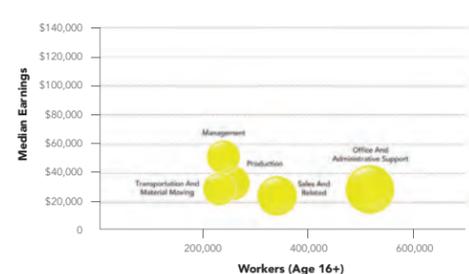
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



LifeMode Group: GenXurban
5D Rustbelt Traditions

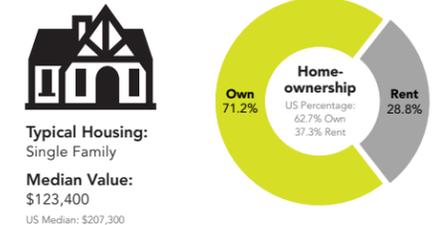


MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

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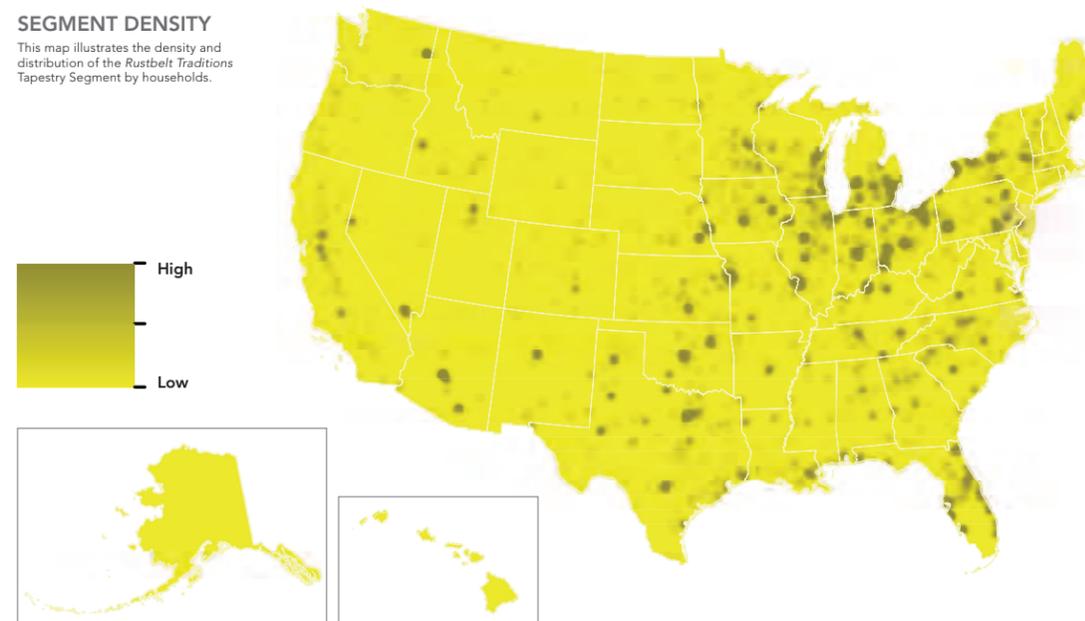


LifeMode Group: GenXurban
5D Rustbelt Traditions



SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.



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LifeMode Group: Middle Ground
Old and Newcomers 8F

Households: 2,859,200
 Average Household Size: 2.12
 Median Age: 39.4
 Median Household Income: \$44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

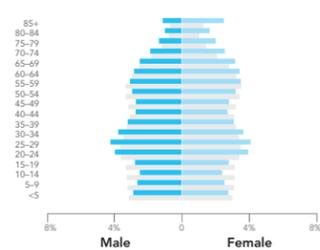


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

LifeMode Group: Middle Ground
Old and Newcomers 8F

AGE BY SEX (Esri data)

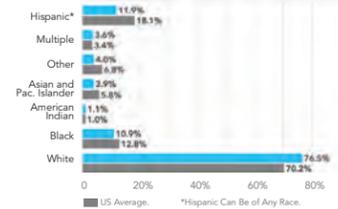
Median Age: **39.4** US: 38.2
 ■ Indicates US



RACE AND ETHNICITY (Esri data)

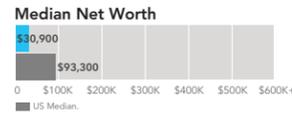
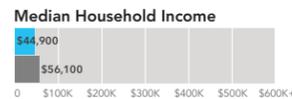
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **52.7** US: 64.0



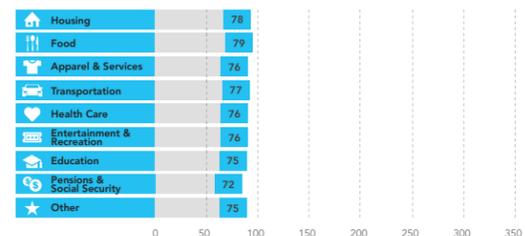
INCOME AND NET WORTH

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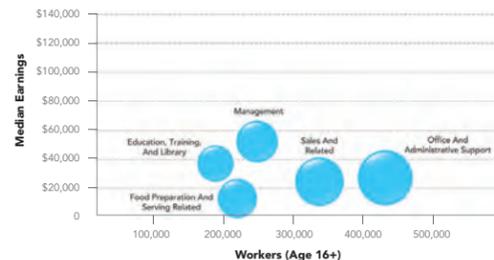
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



LifeMode Group: Middle Ground
Old and Newcomers 8F

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen, and fast food.
- They do banking as likely in person as online.

HOUSING

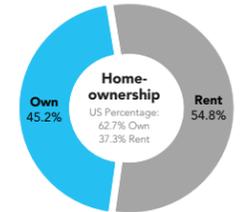
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
 Single Family;
 Multi-Units

Average Rent:
 \$880

US Average: \$1,038



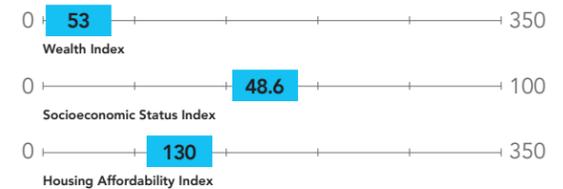
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

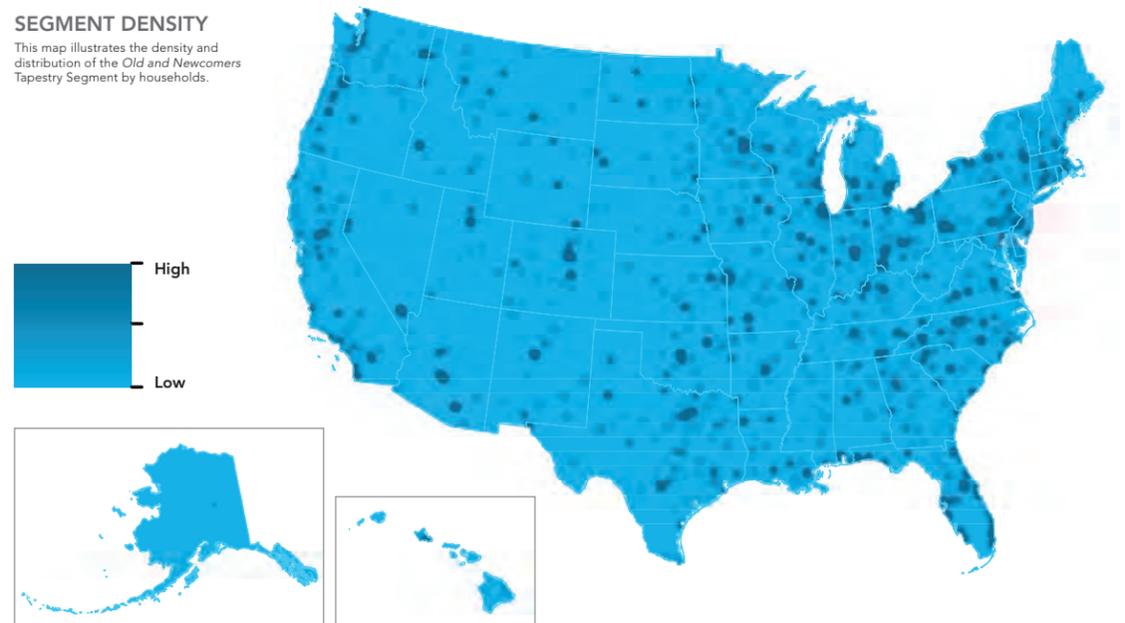
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



LifeMode Group: Middle Ground
Old and Newcomers 8F

SEGMENT DENSITY

This map illustrates the density and distribution of the *Old and Newcomers* Tapestry Segment by households.



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Market Profile	
Batesville City, IN Batesville City, IN (1803664) Geography: Place	
Prepared by Esri	
Population Summary	Batesville ci...
2010 Total Population	6,542
2020 Total Population	7,219
2020 Group Quarters	255
2024 Total Population	7,399
2024 Group Quarters	247
2029 Total Population	7,562
2024-2029 Annual Rate	0.44%
2024 Total Daytime Population	12,585
Workers	8,766
Residents	3,819
Household Summary	
2010 Households	2,500
2010 Average Household Size	2.55
2020 Total Households	2,822
2020 Average Household Size	2.47
2024 Households	2,961
2024 Average Household Size	2.42
2029 Households	3,073
2029 Average Household Size	2.38
2024-2029 Annual Rate	0.75%
2010 Families	1,685
2010 Average Family Size	3.16
2024 Families	1,922
2024 Average Family Size	3.07
2029 Families	1,968
2029 Average Family Size	3.05
2024-2029 Annual Rate	0.47%
Housing Unit Summary	
2000 Housing Units	2,357
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	4.1%
2010 Housing Units	2,721
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	8.1%
2020 Housing Units	2,963
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	32.5%
Vacant Housing Units	4.8%
2024 Housing Units	3,089
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	4.1%
2029 Housing Units	3,188
Owner Occupied Housing Units	68.4%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	3.6%

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Market Profile	
Batesville City, IN Batesville City, IN (1803664) Geography: Place	
Prepared by Esri	
2024 Households by Income	Batesville ci...
Household Income Base	2,961
<\$15,000	15.1%
\$15,000 - \$24,999	6.1%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	8.0%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	22.3%
\$150,000 - \$199,999	11.5%
\$200,000+	7.1%
Average Household Income	\$96,351
2029 Households by Income	
Household Income Base	3,073
<\$15,000	12.4%
\$15,000 - \$24,999	5.0%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	12.5%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	24.9%
\$150,000 - \$199,999	14.8%
\$200,000+	7.5%
Average Household Income	\$109,485
2024 Owner Occupied Housing Units by Value	
Total	2,083
<\$50,000	0.6%
\$50,000 - \$99,999	2.0%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	22.4%
\$200,000 - \$249,999	18.5%
\$250,000 - \$299,999	13.3%
\$300,000 - \$399,999	19.3%
\$400,000 - \$499,999	8.0%
\$500,000 - \$749,999	5.5%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$274,244
2029 Owner Occupied Housing Units by Value	
Total	2,179
<\$50,000	0.5%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	8.7%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	17.0%
\$250,000 - \$299,999	13.8%
\$300,000 - \$399,999	22.9%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	7.1%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$293,070

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Market Profile	
Batesville City, IN Batesville City, IN (1803664) Geography: Place	
Prepared by Esri	
2020 Population by Relationship and Household Type	Batesville ci...
Total	7,219
In Households	96.5%
Householder	39.2%
Opposite-Sex Spouse	19.1%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	2.3%
Same-Sex Unmarried Partner	0.0%
Biological Child	27.9%
Adopted Child	0.7%
Stepchild	1.4%
Grandchild	1.4%
Brother or Sister	0.5%
Parent	0.5%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	0.7%
Foster Child	0.1%
Other Nonrelatives	1.9%
In Group Quarters	3.5%
Institutionalized	3.1%
Noninstitutionalized	0.4%
2024 Population 25+ by Educational Attainment	
Total	4,958
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	29.3%
GED/Alternative Credential	4.4%
Some College, No Degree	23.5%
Associate Degree	9.4%
Bachelor's Degree	17.4%
Graduate/Professional Degree	9.0%
2024 Population 15+ by Marital Status	
Total	5,838
Never Married	29.5%
Married	52.9%
Widowed	6.5%
Divorced	11.1%
2024 Civilian Population 16+ in Labor Force	
Civilian Population 16+	3,834
Population 16+ Employed	95.3%
Population 16+ Unemployment rate	4.7%
Population 16-24 Employed	13.4%
Population 16-24 Unemployment rate	15.6%
Population 25-54 Employed	60.2%
Population 25-54 Unemployment rate	3.3%
Population 55-64 Employed	17.7%
Population 55-64 Unemployment rate	2.1%
Population 65+ Employed	8.7%
Population 65+ Unemployment rate	0.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Market Profile	
Batesville City, IN Batesville City, IN (1803664) Geography: Place	
Prepared by Esri	
2024 Employed Population 16+ by Industry	Batesville ci...
Total	3,654
Agriculture/Minning	1.7%
Construction	8.4%
Manufacturing	35.9%
Wholesale Trade	1.4%
Retail Trade	6.7%
Transportation/Utilities	1.9%
Information	1.0%
Finance/Insurance/Real Estate	3.3%
Services	37.5%
Public Administration	2.2%
2024 Employed Population 16+ by Occupation	
Total	3,654
White Collar	53.4%
Management/Business/Financial	16.9%
Professional	22.0%
Sales	6.3%
Administrative Support	8.2%
Services	12.8%
Blue Collar	33.8%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	7.0%
Production	17.5%
Transportation/Material Moving	3.4%
2020 Households by Type	
Total	2,822
Married Couple Households	49.0%
With Own Children <18	20.8%
Without Own Children <18	28.2%
Cohabiting Couple Households	6.4%
With Own Children <18	2.4%
Without Own Children <18	4.0%
Male Householder, No Spouse/Partner	15.1%
Living Alone	11.1%
65 Years and over	3.9%
With Own Children <18	1.7%
Without Own Children <18, With Relatives	1.9%
No Relatives Present	0.5%
Female Householder, No Spouse/Partner	29.4%
Living Alone	19.7%
65 Years and over	11.4%
With Own Children <18	4.8%
Without Own Children <18, With Relatives	4.2%
No Relatives Present	0.7%
2020 Households by Size	
Total	2,822
1 Person Household	30.8%
2 Person Household	31.3%
3 Person Household	14.6%
4 Person Household	13.9%
5 Person Household	5.8%
6 Person Household	2.4%
7 + Person Household	1.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Market Profile	
Batesville City, IN Batesville City, IN (1803664) Geography: Place	
Prepared by Esri	
Median Household Income	Batesville ci...
2024	\$80,735
2029	\$91,960
Median Home Value	
2024	\$240,997
2029	\$263,870
Per Capita Income	
2024	\$38,599
2029	\$44,531
Median Age	
2010	38.0
2020	39.5
2024	38.8
2029	39.6
2020 Population by Age	
Total	7,219
0 - 4	6.6%
5 - 9	7.2%
10 - 14	7.0%
15 - 24	11.8%
25 - 34	11.8%
35 - 44	11.5%
45 - 54	11.9%
55 - 64	12.5%
65 - 74	9.6%
75 - 84	6.6%
85 +	3.5%
18 +	75.2%
2024 Population by Age	
Total	7,399
0 - 4	6.6%
5 - 9	7.4%
10 - 14	7.1%
15 - 24	11.9%
25 - 34	11.9%
35 - 44	12.3%
45 - 54	11.5%
55 - 64	11.5%
65 - 74	10.3%
75 - 84	6.4%
85 +	3.0%
18 +	75.1%
2029 Population by Age	
Total	7,562
0 - 4	6.4%
5 - 9	6.9%
10 - 14	7.5%
15 - 24	11.5%
25 - 34	11.5%
35 - 44	12.6%
45 - 54	11.1%
55 - 64	11.0%
65 - 74	10.8%
75 - 84	7.5%
85 +	3.2%
18 +	75.5%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Market Profile	
Batesville City, IN Batesville City, IN (1803664) Geography: Place	
Prepared by Esri	
2020 Population by Sex	Batesville ci...
Males	3,295
Females	3,824
2024 Population by Sex	
Males	3,583
Females	3,816
2029 Population by Sex	
Males	3,662
Females	3,900
2010 Population by Race/Ethnicity	
Total	6,542
White Alone	95.1%
Black Alone	0.3%
American Indian Alone	0.2%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.6%
Two or More Races	1.0%
Hispanic Origin	3.3%
Diversity Index	15.2
2020 Population by Race/Ethnicity	
Total	7,219
White Alone	90.2%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	4.9%
Hispanic Origin	3.9%
Diversity Index	24.4
2024 Population by Race/Ethnicity	
Total	7,399
White Alone	89.8%
Black Alone	0.7%
American Indian Alone	0.3%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	5.0%
Hispanic Origin	4.3%
Diversity Index	25.7
2029 Population by Race/Ethnicity	
Total	7,562
White Alone	89.1%
Black Alone	0.7%
American Indian Alone	0.3%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	5.5%
Hispanic Origin	4.5%
Diversity Index	27.0

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile	
Batesville City, IN Batesville City, IN (1803664) Geography: Place	
Prepared by Esri	
2020 Households by Tenure and Mortgage Status	Batesville ci...
Total	2,822
Owner Occupied	65.8%
Owned with a Mortgage/Loan	45.6%
Owned Free and Clear	20.3%
Renter Occupied	34.2%
2024 Affordability, Mortgage and Wealth	
Housing Affordability Index	137
Percent of Income for Mortgage	18.7%
Wealth Index	81
2020 Housing Units By Urban/ Rural Status	
Total	2,963
Urban Housing Units	97.5%
Rural Housing Units	2.5%
2020 Population By Urban/ Rural Status	
Total	7,219
Urban Population	96.7%
Rural Population	3.3%

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile	
Batesville City, IN Batesville City, IN (1803664) Geography: Place	
Prepared by Esri	

Recreation Expenditures			
Batesville City, IN Batesville City, IN (1803664) Geography: Place		Prepared by Esri	
Demographic Summary			
Population	7,399	2024	2029
Households	2,961	3,073	3,073
Families	1,922	1,968	1,968
Median Age	38.6	38.6	38.6
Median Household Income	\$80,735	\$91,960	\$91,960
Spending Potential			
	Index	Spent	Total
TV/Video/Audio	89	\$1,183.63	\$3,504.61
Cable & Satellite Television Services	91	\$689.26	\$2,040,900
Televisions & Video	88	\$374.76	\$1,109,673
Audio	83	\$116.33	\$350,390
Rental of TV/VCR/Radio/Sound Equipment	100	\$0.23	\$670
Repair of TV/Radio/Sound Equipment	77	\$1.05	\$3,108
Entertainment/Recreation Fees and Admissions			
Tickets to Theatre/Operas/Concerts	83	\$688.74	\$2,039,344
Tickets to Movies	79	\$59.87	\$177,276
Tickets to Parks or Museums	78	\$19.19	\$56,822
Admission to Sporting Events, excl.Trips	80	\$30.14	\$89,248
Fees for Participant Sports, excl.Trips	100	\$78.96	\$233,795
Fees for Recreational Lessons	87	\$116.11	\$343,816
Membership Fees for Social/Recreation/Health Clubs	70	\$121.20	\$358,878
Dating Services	87	\$262.68	\$777,810
Toys/Games/Crafts/Hobbies	72	\$0.57	\$1,689
Toys/Games/Arts/Crafts/Tricycles	95	\$173.69	\$514,297
Play Areas/Playgrounds	95	\$144.89	\$429,021
Play Arcade Pinball/Video Games	86	\$10.96	\$32,455
Online Gaming Services	86	\$3.70	\$10,950
Stamp & Coin Collecting	86	\$8.12	\$24,056
Recreational Vehicles and Fees	75	\$6.02	\$17,815
Docking and Landing Fees for Boats and Planes	98	\$192.68	\$570,520
Camp Fees	95	\$18.90	\$55,967
Payments on Boats/Trailers/Campers/RVs	109	\$86.76	\$256,886
Rental of Boats/Trailers/Campers/RVs	104	\$42.82	\$126,797
Sports, Recreation and Exercise Equipment			
Exercise Equipment and Gear, Game Tables	87	\$264.89	\$788,128
Bicycles	77	\$82.40	\$243,975
Camping Equipment	95	\$75.74	\$224,273
Hunting and Fishing Equipment	71	\$11.90	\$35,226
Winter Sports Equipment	101	\$62.17	\$184,096
Water Sports Equipment	77	\$9.55	\$29,456
Other Sports Equipment	89	\$11.22	\$33,228
Rental/Repair of Sports/Recreation/Exercise Equipment	77	\$8.22	\$24,349
Photographic Equipment and Supplies	86	\$2.53	\$7,499
Film	101	\$51.63	\$152,870
Photo Processing	81	\$0.46	\$1,367
Photographic Equipment	104	\$9.65	\$28,585
Photographer Fees/Other Supplies & Equip Rental/Repair	66	\$13.12	\$38,844
Reading	81	\$114.07	\$337,748
Magazine/Newspaper Subscriptions	83	\$39.67	\$117,450
Magazine/Newspaper Single Copies	94	\$5.63	\$16,667
Books	81	\$39.80	\$117,858
Digital Book Readers	78	\$28.97	\$85,774

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. **Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Restaurant Market Potential			
Batesville City, IN Batesville City, IN (1803664) Geography: Place		Prepared by Esri	
Product/Consumer Behavior			
	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	612	11.0%	85
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,280	59.0%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,143	20.6%	90
Bought Breakfast at Fast Food Restaurant/6 Mo	2,087	37.6%	105
Bought Lunch at Fast Food Restaurant/6 Mo	3,140	56.5%	105
Bought Dinner at Fast Food Restaurant/6 Mo	3,289	59.2%	109
Bought Snack at Fast Food Restaurant/6 Mo	796	14.3%	102
Bought from Fast Food Restaurant on Weekday/6 Mo	3,881	69.8%	105
Bought Lunch at Fast Food Restaurant on Weekend/6 Mo	2,968	53.4%	101
Bought A/B/W/6 Mo	209	3.8%	174
Bought Arby's/6 Mo	1,565	28.2%	155
Bought Baskin-Robbins/6 Mo	114	2.1%	61
Bought Botton Market/6 Mo	74	1.3%	75
Bought Burger King/6 Mo	1,695	30.5%	112
Bought Captain D's/6 Mo	179	3.2%	112
Bought Carl's Jr./6 Mo	116	2.1%	44
Bought Checkers/6 Mo	134	2.4%	101
Bought Chick-Filet/6 Mo	1,835	33.0%	99
Bought Chipotle Mexican Grill/6 Mo	792	14.3%	83
Bought Chuck E. Cheese's/6 Mo	77	1.4%	93
Bought Church's Fried Chicken/6 Mo	127	2.3%	76
Bought Cold Stone Creamery/6 Mo	447	2.6%	86
Bought Dairy Queen/6 Mo	1,196	21.5%	137
Bought Del Taco/6 Mo	431	7.8%	155
Bought Domino's Pizza/6 Mo	875	15.7%	94
Bought Dunkin' Donuts/6 Mo	736	13.2%	89
Bought Five Guys/6 Mo	552	9.9%	101
Bought Harder's/6 Mo	1,081	19.5%	112
Bought Jack in the Box/6 Mo	199	3.6%	53
Bought Jersey Mike's/6 Mo	442	8.0%	94
Bought Jimmy John's/6 Mo	505	9.1%	148
Bought KFC/6 Mo	305	5.5%	82
Bought Krispy Kreme Doughnuts/6 Mo	684	12.3%	101
Bought Little Caesars/6 Mo	221	4.0%	153
Bought Long John Silver's/6 Mo	282	5.1%	106
Bought McDonald's/6 Mo	2,932	52.8%	106
Bought Panda Express/6 Mo	562	10.1%	77
Bought Panera Bread/6 Mo	771	13.9%	103
Bought Papa John's/6 Mo	536	9.6%	116
Bought Papa Murphy's/6 Mo	247	4.4%	131
Bought Pizza Hut/6 Mo	789	14.2%	115
Bought Popeyes Chicken/6 Mo	637	11.5%	83
Bought Sonic Drive-In/6 Mo	715	12.9%	114
Bought Starbucks/6 Mo	962	17.3%	82
Bought Steak 'N Shake/6 Mo	2,211	4.0%	139
Bought Subway/6 Mo	1,413	25.4%	113
Bought Taco Bell/6 Mo	3,785	69.1%	116
Bought Wendy's/6 Mo	1,671	30.1%	112
Bought Whataburger/6 Mo	280	5.0%	84
Bought White Castle/6 Mo	164	3.0%	123
Bought Wing-Stop/6 Mo	146	2.6%	71

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based on national propensity to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Retail Demand by Industry			
Batesville City, IN Batesville City, IN (1803664) Geography: Place		Prepared by Esri	
Spending Potential			
NAICS Code	Industry Summary	Index	Average Amount Spent
44-45, 722	Retail Trade, Food Services & Drinking Places	89	\$26,667.82
44-45	Retail Trade	90	\$23,011.05
722	Food Services & Drinking Places	83	\$3,656.57
Total			
			\$78,362,832
			\$68,135,714
			\$10,827,118
NAICS Code Industry Subsector & Group			
441	Motor Vehicle & Parts Dealers	96	\$2,975.39
4411	Automobile Dealers	93	\$2,406.39
4412	Other Motor Vehicle Dealers	131	\$223.43
4413	Auto Parts, Accessories & Tire Stores	92	\$245.57
442	Furniture and Home Furnishings Stores	90	\$985.68
4421	Furniture Stores	90	\$642.20
4422	Home Furnishings Stores	90	\$343.48
443, 4431	Electronics and Appliance Stores	85	\$271.70
444	Bldg Material & Garden Equipment & Supplies Dealers	100	\$1,526.38
4441	Building Material and Supplies Dealers	100	\$1,388.93
4442	Lawn and Garden Equipment and Supplies Stores	97	\$137.45
445	Food and Beverage Stores	85	\$4,832.76
4451	Grocery Stores	86	\$4,529.66
4452	Specialty Food Stores	83	\$147.83
4453	Beer, Wine, and Liquor Stores	82	\$155.27
446, 4461	Health and Personal Care Stores	94	\$747.03
447, 4471	Gasoline Stations	92	\$336.48
448	Clothing and Clothing Accessories Stores	85	\$1,019.47
4481	Clothing Stores	85	\$815.23
4482	Shoe Stores	84	\$188.67
4483	Jewelry, Luggage, and Leather Goods Stores	85	\$15.57
451	Sporting Goods, Hobby, Musical Instrument, and Book	88	\$412.20
4511	Sporting Goods, Hobby, and Musical Instrument Stores	89	\$336.09
4512	Book Stores and News Dealers	83	\$76.11
452	General Merchandise Stores	88	\$3,858.74
4522	Department Stores	84	\$324.77
4523	Gen. Merch. Stores, incl. Warehouse Clubs, and Membership Stores	88	\$3,533.97
453	Miscellaneous Store Retailers	93	\$557.48
4531	Florists	98	\$30.11
4532	Office Supplies, Stationery, and Gift Stores	86	\$244.88
4533	Used Merchandise Stores	93	\$47.75
4539	Other Miscellaneous Store Retailers	94	\$369.93
454	Nonstore Retailers	89	\$2,487.74
4541	Electronic Shopping and Mail-Order Houses	88	\$2,129.73
4542	Vending Machine Operators	88	\$34.83
4543	Direct Selling Establishments	92	\$323.17
722	Food Services & Drinking Places	83	\$3,656.57
7222	Special Food Services	83	\$13.12
7224	Drinking Places (Alcoholic Beverages)	83	\$259.69
7225	Restaurants and Other Eating Places	83	\$3,555.76

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. **Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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Restaurant Market Potential			
Batesville City, IN Batesville City, IN (1803664) Geography: Place		Prepared by Esri	
Demographic Summary			
Population	7,399	2024	2029
Population 18+	5,557	5,713	5,713
Households	2,961	3,073	3,073
Median Household Income	\$80,735	\$91,960	\$91,960
Product/Consumer Behavior			
	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	4,045	72.8%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,340	24.1%	84
Spent \$1-30 at Family Restaurant/Steak House/30 Days	381	6.9%	115
Spent \$31-50 at Family Restaurant/Steak House/30 Days	582	10.5%	118
Spent \$51-100 at Family Restaurant/Steak House/30 Days	907	16.3%	102
Spent \$101-200 at Family Restaurant/Steak House/30 Days	616	11.1%	94
Spent \$201+ at Family Restaurant/Steak House/30 Days	319	5.7%	86
Spent \$1-100 at Fine Dining Restaurants/30 Days	174	3.1%	90
Spent \$101-200 at Fine Dining Restaurants/30 Days	125	2.2%	78
Spent \$201+ at Fine Dining Restaurants/30 Days	104	1.9%	67
Went for Breakfast at Family Restaurant/Steak House/6 Mo	680	12.2%	100
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,097	19.7%	105
Went for Dinner at Family Restaurant/Steak House/6 Mo	2,832	51.0%	109
Went for Snacks at Family Restaurant/Steak House/6 Mo	83	1.5%	90
Went on Workday to Family Restaurant/Steak House/6 Mo	1,944	35.0%	107
Went on Weekend to Family Restaurant/Steak House/6 Mo	2,344	42.2%	105
Went to Applebee's/6 Mo	1,050	18.9%	124
Went to Bob Evans/6 Mo	214	3.9%	157
Went to Buffalo Wild Wings/6 Mo	591	10.6%	118
Went to California Pizza Kitchen/6 Mo	55	1.0%	56
Went to Carrabba's/6 Mo	114	2.1%	95
Went to The Cheesecake Factory/6 Mo	270	4.9%	69
Went to Chili's Grill & Bar/6 Mo	486	8.7%	91
Went to Cracker Barrel/6 Mo	777	14.0%	127
Went to Denny's/6 Mo	294	5.3%	79
Went to Golden Corral/6 Mo	236	4.2%	101
Went to IHOP/6 Mo	370	6.7%	86
Went to Logan's Roadhouse/6 Mo	136	2.4%	128
Went to Longhorn Steakhouse/6 Mo	411	7.4%	118
Went to Olive Garden/6 Mo	912	16.4%	104
Went to Outback Steakhouse/6 Mo	479	8.6%	107
Went to Red Lobster/6 Mo	442	8.0%	108
Went to Red Robin/6 Mo	326	5.9%	108
Went to Ruby Tuesday's/6 Mo	101	1.8%	103
Went to Texas Roadhouse/6 Mo	944	17.0%	131
Went to T.G.I. Friday's/6 Mo	99	1.8%	72
Went to Waffle House/6 Mo	358	6.4%	122
Went to Fast Food/Drive-In Restaurant/6 Mo	5,116	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,216	39.8%	101
Spent \$1-10 at Fast Food Restaurant/30 Days	203	3.7%	103
Spent \$11-20 at Fast Food Restaurant/30 Days	456	8.2%	100
Spent \$21-40 at Fast Food Restaurant/30 Days	900	16.2%	101
Spent \$41-50 at Fast Food Restaurant/30 Days	545	9.8%	107
Spent \$51-100 at Fast Food Restaurant/30 Days	1,215	21.9%	107
Spent \$101-200 at Fast Food Restaurant/30 Days	721	13.0%	100
Spent \$201+ at Fast Food Restaurant/30 Days	325	5.8%	99
Ordered Eat-In Fast Food/6 Mo	1,688	30.4%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based on national propensity to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Restaurant Market Potential			
Batesville City, IN Batesville City, IN (1803664) Geography: Place		Prepared by Esri	
Product/Consumer Behavior			
	Expected Number of Adults	Percent	MPI
Went to Fine Dining Restaurant/6 Mo	743	13.4%	87
Went to Fine Dining Restaurant/30 Days	543	9.8%	84
Went to Fine Dining Restaurant 2+ Times/30 Days	250	4.5%	82
Used DoorDash Site/App for Take-Out/Del/30 Days	571	10.3%	82
Used GrubHub Site/App for Take-Out/Del/30 Days	164	3.0%	64
Used Postmates Site/App for Take-Out/Del/30 Days	34	0.6%	55
Used Restrt Site/App for Take-Out/Del/30 Days	1,239	22.3%	103
Used Uber Eats Site/App for Take-Out/Del/30 Days</			



Retail Goods and Services Expenditures

Batesville City, IN (1803664) Prepared by Esri
Batesville City, IN (1803664)
Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Green Acres (6A)	51.4%	Population	7,399	7,562
Rustbelt Traditions (5D)	34.9%	Households	2,961	3,073
Old and Newcomers (5F)	13.6%	Families	1,922	1,968
Prairie Living (6D)	0.0%	Median Age	38.8	39.6
	0.0%	Median Household Income	\$80,735	\$91,960
Spending Potential Index		Average Amount Spent	Total	
Apparel and Services	84	\$1,992.74	\$5,900,499	
Men's	86	\$376.80	\$1,115,704	
Women's	83	\$659.94	\$1,954,089	
Children's	88	\$322.60	\$955,207	
Footwear	83	\$414.29	\$1,226,721	
Watches & Jewelry	78	\$177.18	\$524,621	
Apparel Products and Services (1)	86	\$41.93	\$124,156	
Computer	81	\$210.31	\$646,406	
Computers and Hardware for Home Use	84	\$3.41	\$10,109	
Portable Memory	81	\$12.61	\$37,342	
Computer Software	87	\$20.60	\$61,002	
Computer Accessories	89	\$3,620.48	\$10,720,240	
Entertainment & Recreation	83	\$688.74	\$2,039,344	
Fees and Admissions	79	\$59.87	\$177,276	
Membership Fees for Clubs (2)	87	\$262.68	\$777,810	
Fees for Participant Sports, excl. Trips	87	\$116.11	\$343,816	
Tickets to Theatre/Opera/Concerts	79	\$59.87	\$177,276	
Tickets to Movies	78	\$19.19	\$56,822	
Tickets to Parks or Museums	80	\$30.14	\$89,258	
Admission to Sporting Events, excl. Trips	80	\$78.96	\$233,795	
Fees for Recreational Lessons	70	\$121.20	\$358,878	
Dating Services	72	\$0.57	\$1,589	
TV/Video/Audio	89	\$1,183.63	\$3,504,968	
Cable and Satellite Television Services	91	\$689.26	\$2,040,900	
Televitions	87	\$132.39	\$392,004	
Satellite Dishes	94	\$3.17	\$9,454	
VCRs, Video Cameras, and DVD Players	81	\$4.04	\$11,977	
Miscellaneous Video Equipment	81	\$18.31	\$54,206	
Video Cassettes and DVDs	81	\$4.66	\$13,785	
Video Game Hardware/Accessories	86	\$39.78	\$117,799	
Video Game Software	84	\$17.06	\$50,515	
Rental/Streaming/Downloaded Video	90	\$155.90	\$461,615	
Installation of Televisions	85	\$1.46	\$4,146	
Audio (3)	83	\$118.33	\$350,390	
Rental and Repair of TV/Radio/Sound Equipment	80	\$1.28	\$3,778	
Pets	90	\$912.62	\$2,702,276	
Toys/Games/Crafts/Hobbies (4)	95	\$173.69	\$514,297	
Recreational Vehicles and Fees (5)	98	\$192.68	\$570,520	
Sports/Recreation/Exercise Equipment (6)	87	\$264.89	\$784,328	
Photo Equipment and Supplies (7)	84	\$51.63	\$152,870	
Reading (8)	81	\$114.07	\$337,748	
Catered Affairs (9)	97	\$38.54	\$114,114	
Food	85	\$9,496.86	\$28,120,215	
Food at Home	85	\$6,225.94	\$18,435,014	
Bakery and Cereal Products	86	\$801.49	\$2,379,124	
Meats, Poultry, Fish, and Eggs	84	\$1,328.32	\$3,927,236	
Dairy Products	86	\$594.37	\$1,759,919	
Fruits and Vegetables	82	\$1,191.26	\$3,527,322	
Snacks and Other Food at Home (10)	87	\$2,310.51	\$6,841,414	
Food Away from Home	84	\$3,270.92	\$9,685,200	
Alcoholic Beverages	82	\$533.12	\$1,578,580	

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Goods and Services Expenditures

Batesville City, IN (1803664) Prepared by Esri
Batesville City, IN (1803664)
Geography: Place

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes league services associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, non dairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, living room linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Household Appliances** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, lawn fertilizers and sprinkler/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationary, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skin care, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Market Potential

Batesville City, IN (1803664) Prepared by Esri
Batesville City, IN (1803664)
Geography: Place

Demographic Summary	2024	2029	
Population	7,399	7,562	
Population 18+	5,557	5,713	
Households	2,865	3,073	
Median Household Income	\$80,735	\$91,960	
Expected Number of Adults or HHs		Percent of Adults/HHs	MPI
Product/Consumer Behavior			
Apparel (Adults)			
Bought Men's Clothing/12 Mo	3,573	64.3%	102
Bought Women's Clothing/12 Mo	2,865	51.6%	99
Bought Shoes/12 Mo	4,281	77.0%	103
Bought Fine Jewelry/12 Mo	1,110	20.0%	92
Bought Watch/12 Mo	652	11.7%	88
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,802	94.6%	104
HH Bought or Leased New Vehicle/12 Mo	272	9.2%	99
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	5,220	93.9%	105
Bought or Changed Motor Oil/12 Mo	3,245	58.4%	109
Had Vehicle Tune-Up/12 Mo	1,309	23.6%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,097	37.7%	101
Drank Beer or Ale/6 Mo	2,136	38.4%	101
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	564	10.1%	104
Own Digital SLR Camera or Camcorder	579	10.4%	104
Printed Digital Photo/12 Mo	1,496	26.9%	100
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	2,033	36.6%	101
Have a Smartphone	5,242	94.3%	100
Have Android Phone (Any Brand) Smartphone	2,334	42.0%	95
Have Apple Phone Smartphone	2,972	53.5%	103
HH Owns 1 Cell Phone	844	28.5%	98
HH Owns 2 Cell Phones	1,220	41.2%	105
HH Owns 3+ Cell Phones	850	28.7%	100
HH Has Cell Phone Only (No Landline Telephone)	2,247	75.9%	105
Computers (Households)			
HH Owns Computer	2,475	83.6%	99
HH Owns Desktop Computer	1,169	39.5%	102
HH Owns Laptop or Notebook	2,020	68.2%	98
HH Owns Apple/Mac Brand Computer	607	20.5%	83
HH Owns PC/Non-Apple Brand Computer	2,144	72.4%	103
HH Purchased Most Recent Home Computer at Store	1,133	38.3%	103
HH Purchased Most Recent Home Computer Online	785	26.5%	97
HH Spent \$1-499 on Most Recent Home Computer	482	16.3%	96
HH Spent \$500-999 on Most Recent Home Computer	562	19.0%	100
HH Spent \$1K-1499 on Most Recent Home Computer	325	11.0%	97
HH Spent \$1500-1999 on Most Recent Home Computer	91	3.1%	76
HH Spent \$2K+ on Most Recent Home Computer	149	5.0%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Retail Goods and Services Expenditures

Batesville City, IN (1803664) Prepared by Esri
Batesville City, IN (1803664)
Geography: Place

Spending Potential Index	Average Amount Spent	Total	
Financial			
Value of Stocks/Bonds/Mutual Funds	84	\$38,945.84	\$115,318,629
Value of Retirement Plans	91	\$148,230.00	\$438,909,042
Value of Other Financial Assets	90	\$8,223.41	\$24,349,511
Vehicle Loan Amount excluding Interest	91	\$3,221.75	\$9,539,609
Value of Credit Card Debt	86	\$2,493.77	\$7,384,052
Health			
Nonprescription Drugs	93	\$164.44	\$486,909
Prescription Drugs	109	\$451.92	\$1,338,148
Eye/Glasses and Contact Lenses	95	\$120.61	\$357,116
Home			
Mortgage Payment and Basics (11)	88	\$11,898.30	\$35,230,861
Maintenance and Remodeling Services	92	\$4,282.72	\$12,681,136
Maintenance and Remodeling Materials (12)	106	\$916.75	\$2,714,498
Utilities, Fuel, and Public Services	91	\$5,443.39	\$16,117,878
Household Furnishings and Equipment			
Household Textiles (13)	85	\$111.35	\$329,700
Furniture	89	\$884.87	\$2,620,090
Rugs	83	\$37.81	\$111,941
Major Appliances (14)	91	\$536.18	\$1,587,633
Housewares (15)	85	\$91.21	\$270,071
Small Appliances	81	\$65.54	\$194,076
Luggage	80	\$16.59	\$49,112
Telephones and Accessories	91	\$92.58	\$274,137
Household Operations			
Child Care	83	\$460.55	\$1,363,694
Lawn and Garden (16)	94	\$660.21	\$1,954,873
Moving/Storage/Freight Express	74	\$89.59	\$265,283
Housekeeping Supplies (17)	87	\$783.89	\$2,321,099
Insurance			
Owners and Renters Insurance	99	\$817.00	\$2,419,148
Vehicle Insurance	87	\$1,845.25	\$5,463,785
Life/Other Insurance	92	\$619.41	\$1,834,080
Health Insurance	94	\$4,703.11	\$13,925,996
Personal Care Products (18)	84	\$468.99	\$1,388,682
School Books (19)	83	\$35.48	\$105,071
Smoking Products	101	\$469.52	\$1,390,251
Transportation			
Payments on Vehicles excluding Leases	96	\$2,915.63	\$8,633,179
Gasoline and Motor Oil	91	\$3,029.42	\$8,970,119
Vehicle Maintenance and Repairs	90	\$1,330.11	\$3,938,466
Travel			
Airline Fares	77	\$489.02	\$1,447,981
Lodging on Trips	86	\$849.09	\$2,514,157
Auto/Truck Rental on Trips	85	\$98.38	\$291,311
Food and Drink on Trips	86	\$638.95	\$1,891,928

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Market Potential

Batesville City, IN (1803664) Prepared by Esri
Batesville City, IN (1803664)
Geography: Place

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	3,870	69.6%	107
Bought Brewed Coffee at C-Store/30 Days	728	13.1%	105
Bought Cigarettes at C-Store/30 Days	379	6.8%	112
Bought Gas at C-Store/30 Days	2,676	48.2%	126
Spent \$1-19 at C-Store/30 Days	363	6.5%	96
Spent \$20-39 at C-Store/30 Days	425	7.6%	92
Spent \$40-50 at C-Store/30 Days	354	6.4%	96
Spent \$51-99 at C-Store/30 Days	377	6.8%	100
Spent \$100+ at C-Store/30 Days	1,603	28.8%	122
Entertainment (Adults)			
Attended Movie/6 Mo	2,357	42.4%	96
Went to Live Theater/12 Mo	474	8.5%	98
Went to Bar or Night Club/12 Mo	1,007	18.1%	102
Dined Out/12 Mo	3,253	58.5%	105
Gambled at Casino/12 Mo	611	11.0%	92
Visited Theme Park/12 Mo	778	14.0%	89
Viewed Movie (Video-on-Demand)/30 Days	456	8.2%	87
Viewed TV Show (Video-on-Demand)/30 Days	300	5.4%	82
Used Internet to Download Movie/30 Days	278	5.0%	80
Downloaded Individual Song/6 Mo	1,022	18.4%	94
Used Internet to Watch Movie/30 Days	1,692	30.4%	91
Used Internet to Watch TV Program/30 Days	1,140	20.5%	89
Played (Console) Video or Electronic Game/12 Mo	701	12.6%	100
Played (Portable) Video or Electronic Game/12 Mo	384	6.9%	100
Financial (Adults)			
Have 1st Home Mortgage	2,254	40.6%	111
Used ATM or Cash Machine/12 Mo	3,324	59.9%	117
Own Any Stock	733	13.2%	89
Own U.S. Savings Bonds	440	7.9%	107
Own Shares in Mutual Fund (Stocks)	747	13.4%	100
Own Shares in Mutual Fund (Bonds)	430	7.7%	93
Have Interest Checking Account	2,320	41.7%	107
Have Non-Interest Checking Account	2,212	39.8%	108
Have Savings Account	4,165	75.0%	103
Have 401(k) Retirement Savings Plan	1,481	26.7%	109
Own or Used Any Credit/Debit Card/12 Mo	5,200	93.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	641	11.5%	113
Avg \$111-225 Monthly Credit Card Expenditures	367	6.6%	96
Avg \$226-450 Monthly Credit Card Expenditures	333	9.6%	109
Avg \$451-700 Monthly Credit Card Expenditures	539	9.7%	105
Avg \$701-1000 Monthly Credit Card Expenditures	427	7.7%	98
Avg \$1001-2000 Monthly Credit Card Expenditures	667	12.0%	100
Avg \$2001+ Monthly Credit Card Expenditures	604	10.9%	87
Did Banking Online/12 Mo	3,199	57.6%	101
Did Banking by Mobile Device/12 Mo	2,681	48.2%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Retail Market Potential

Batesville City, IN (1803664) Prepared by Esri
Batesville City, IN (1803664)
Geography: Place

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			

Market Profile		Prepared by Esri
102 N Eastern Ave 102 N Eastern Ave, Batesville, Indiana, 47006 Drive time: 30 minute radii		Latitude: 39.29769 Longitude: -85.21770
30 minutes		
Population Summary		
2010 Total Population	82,934	
2020 Total Population	85,888	
2020 Group Quarters	1,222	
2024 Total Population	86,800	
2024 Group Quarters	1,214	
2029 Total Population	87,296	
2024-2029 Annual Rate	0.11%	
2024 Total Daytime Population	82,001	
Workers	40,420	
Residents	41,581	
Household Summary		
2010 Households	31,320	
2010 Average Household Size	2.62	
2020 Total Households	33,522	
2020 Average Household Size	2.53	
2024 Households	34,154	
2024 Average Household Size	2.51	
2029 Households	34,695	
2029 Average Household Size	2.48	
2024-2029 Annual Rate	0.31%	
2010 Families	22,739	
2010 Average Family Size	3.07	
2024 Families	23,173	
2024 Average Family Size	3.07	
2029 Families	23,389	
2029 Average Family Size	3.05	
2024-2029 Annual Rate	0.19%	
Housing Unit Summary		
2000 Housing Units	29,378	
Owner Occupied Housing Units	73.1%	
Renter Occupied Housing Units	21.2%	
Vacant Housing Units	5.7%	
2010 Housing Units	34,378	
Owner Occupied Housing Units	69.1%	
Renter Occupied Housing Units	22.0%	
Vacant Housing Units	8.9%	
2020 Housing Units	36,004	
Owner Occupied Housing Units	70.6%	
Renter Occupied Housing Units	22.5%	
Vacant Housing Units	6.8%	
2024 Housing Units	36,692	
Owner Occupied Housing Units	72.0%	
Renter Occupied Housing Units	21.0%	
Vacant Housing Units	6.9%	
2029 Housing Units	37,224	
Owner Occupied Housing Units	73.0%	
Renter Occupied Housing Units	20.2%	
Vacant Housing Units	6.8%	

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Market Profile		Prepared by Esri
102 N Eastern Ave 102 N Eastern Ave, Batesville, Indiana, 47006 Drive time: 30 minute radii		Latitude: 39.29769 Longitude: -85.21770
30 minutes		
2024 Households by Income		
Household Income Base	34,154	
<\$15,000	7.5%	
\$15,000 - \$24,999	4.9%	
\$25,000 - \$34,999	7.4%	
\$35,000 - \$49,999	10.4%	
\$50,000 - \$74,999	17.0%	
\$75,000 - \$99,999	15.5%	
\$100,000 - \$149,999	20.5%	
\$150,000 - \$199,999	9.9%	
\$200,000+	6.9%	
Average Household Income	\$98,229	
2029 Households by Income		
Household Income Base	34,695	
<\$15,000	6.1%	
\$15,000 - \$24,999	3.7%	
\$25,000 - \$34,999	6.0%	
\$35,000 - \$49,999	9.1%	
\$50,000 - \$74,999	14.9%	
\$75,000 - \$99,999	14.8%	
\$100,000 - \$149,999	23.4%	
\$150,000 - \$199,999	13.6%	
\$200,000+	8.4%	
Average Household Income	\$114,011	
2024 Owner Occupied Housing Units by Value		
Total	26,435	
<\$50,000	3.8%	
\$50,000 - \$99,999	5.5%	
\$100,000 - \$149,999	8.6%	
\$150,000 - \$199,999	17.6%	
\$200,000 - \$249,999	18.0%	
\$250,000 - \$299,999	14.2%	
\$300,000 - \$399,999	18.3%	
\$400,000 - \$499,999	8.1%	
\$500,000 - \$749,999	3.8%	
\$750,000 - \$999,999	1.1%	
\$1,000,000 - \$1,499,999	0.7%	
\$1,500,000 - \$1,999,999	0.1%	
\$2,000,000 +	0.0%	
Average Home Value	\$273,172	
2029 Owner Occupied Housing Units by Value		
Total	27,184	
<\$50,000	2.7%	
\$50,000 - \$99,999	3.9%	
\$100,000 - \$149,999	6.1%	
\$150,000 - \$199,999	13.6%	
\$200,000 - \$249,999	17.3%	
\$250,000 - \$299,999	14.9%	
\$300,000 - \$399,999	22.6%	
\$400,000 - \$499,999	11.1%	
\$500,000 - \$749,999	5.5%	
\$750,000 - \$999,999	1.5%	
\$1,000,000 - \$1,499,999	0.8%	
\$1,500,000 - \$1,999,999	0.2%	
\$2,000,000 +	0.0%	
Average Home Value	\$304,949	

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile		Prepared by Esri
102 N Eastern Ave 102 N Eastern Ave, Batesville, Indiana, 47006 Drive time: 30 minute radii		Latitude: 39.29769 Longitude: -85.21770
30 minutes		
2020 Population by Relationship and Household Type		
Total	85,888	
In Households	98.6%	
Householder	39.0%	
Opposite-Sex Spouse	20.8%	
Same-Sex Spouse	0.1%	
Opposite-Sex Unmarried Partner	2.8%	
Same-Sex Unmarried Partner	0.1%	
Biological Child	26.7%	
Adopted Child	0.7%	
Stepchild	1.5%	
Grandchild	2.4%	
Brother or Sister	0.6%	
Parent	0.7%	
Parent-in-law	0.2%	
Son-in-law or Daughter-in-law	0.3%	
Other Relatives	0.7%	
Foster Child	0.2%	
Other Nonrelatives	2.0%	
In Group Quarters	1.4%	
Institutionalized	1.1%	
Noninstitutionalized	0.3%	
2024 Population 25+ by Educational Attainment		
Total	60,017	
Less than 9th Grade	2.8%	
9th - 12th Grade, No Diploma	5.6%	
High School Graduate	33.8%	
GED/Alternative Credential	5.1%	
Some College, No Degree	17.9%	
Associate Degree	11.1%	
Bachelor's Degree	15.9%	
Graduate/Professional Degree	7.6%	
2024 Population 15+ by Marital Status		
Total	70,449	
Never Married	25.8%	
Married	57.7%	
Widowed	6.2%	
Divorced	10.3%	
2024 Civilian Population 16+ in Labor Force		
Civilian Population 16+	46,861	
Population 16+ Employed	97.1%	
Population 16+ Unemployment rate	2.9%	
Population 16-24 Employed	14.1%	
Population 16-24 Unemployment rate	3.9%	
Population 25-54 Employed	59.4%	
Population 25-54 Unemployment rate	1.9%	
Population 55-64 Employed	18.4%	
Population 55-64 Unemployment rate	2.0%	
Population 65+ Employed	8.2%	
Population 65+ Unemployment rate	0.8%	

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile		Prepared by Esri
102 N Eastern Ave 102 N Eastern Ave, Batesville, Indiana, 47006 Drive time: 30 minute radii		Latitude: 39.29769 Longitude: -85.21770
30 minutes		
2024 Employed Population 16+ by Industry		
Total	45,485	
Agriculture/Minning	1.9%	
Construction	8.8%	
Manufacturing	24.3%	
Wholesale Trade	1.7%	
Retail Trade	10.3%	
Transportation/Utilities	5.3%	
Information	0.9%	
Finance/Insurance/Real Estate	4.2%	
Services	39.1%	
Public Administration	3.6%	
2024 Employed Population 16+ by Occupation		
Total	45,485	
White Collar	53.7%	
Management/Business/Financial	15.2%	
Professional	21.0%	
Sales	6.8%	
Administrative Support	10.6%	
Services	14.2%	
Blue Collar	32.1%	
Farming/Forestry/Fishing	0.5%	
Construction/Extraction	5.7%	
Installation/Maintenance/Repair	4.6%	
Production	13.0%	
Transportation/Material Moving	8.2%	
2020 Households by Type		
Total	33,522	
Married Couple Households	53.6%	
With Own Children <18	19.1%	
Without Own Children <18	34.4%	
Cohabiting Couple Households	7.2%	
With Own Children <18	2.7%	
Without Own Children <18	4.5%	
Male Householder, No Spouse/Partner	16.8%	
Living Alone	12.1%	
65 Years and over	4.0%	
With Own Children <18	13.4%	
Without Own Children <18, With Relatives	2.5%	
No Relatives Present	0.8%	
Female Householder, No Spouse/Partner	22.4%	
Living Alone	13.4%	
65 Years and over	8.0%	
With Own Children <18	3.7%	
Without Own Children <18, With Relatives	4.6%	
No Relatives Present	0.6%	
2020 Households by Size		
Total	33,522	
1 Person Household	25.5%	
2 Person Household	35.6%	
3 Person Household	15.3%	
4 Person Household	13.1%	
5 Person Household	6.4%	
6 Person Household	2.6%	
7 + Person Household	1.4%	

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile		Prepared by Esri
102 N Eastern Ave 102 N Eastern Ave, Batesville, Indiana, 47006 Drive time: 30 minute radii		Latitude: 39.29769 Longitude: -85.21770
30 minutes		
Median Household Income		
2024	\$78,481	
2029	\$90,696	
Median Home Value		
2024	\$240,403	
2029	\$271,894	
Per Capita Income		
2024	\$38,614	
2029	\$45,262	
Median Age		
2010	38.9	
2020	41.4	
2024	41.4	
2029	41.9	
2020 Population by Age		
Total	85,888	
0 - 4	5.9%	
5 - 9	6.3%	
10 - 14	7.0%	
15 - 24	12.1%	
25 - 34	11.3%	
35 - 44	11.8%	
45 - 54	12.7%	
55 - 64	14.4%	
65 - 74	11.0%	
75 - 84	5.5%	
85 +	2.1%	
18 +	76.6%	
2024 Population by Age		
Total	86,802	
0 - 4	5.8%	
5 - 9	6.5%	
10 - 14	6.5%	
15 - 24	12.0%	
25 - 34	11.5%	
35 - 44	12.0%	
45 - 54	12.2%	
55 - 64	13.3%	
65 - 74	11.5%	
75 - 84	6.2%	
85 +	2.2%	
18 +	77.2%	
2029 Population by Age		
Total	87,298	
0 - 4	5.8%	
5 - 9	6.0%	
10 - 14	6.6%	
15 - 24	11.1%	
25 - 34	12.0%	
35 - 44	12.4%	
45 - 54	12.0%	
55 - 64	12.2%	
65 - 74	12.1%	
75 - 84	7.4%	
85 +	2.5%	
18 +	78.2%	

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Market Profile		Prepared by Esri
102 N Eastern Ave 102 N Eastern Ave, Batesville, Indiana, 47006 Drive time: 30 minute radii		Latitude: 39.29769 Longitude: -85.21770
30 minutes		
2020 Population by Sex		
Males	42,533	
Females	43,355	
2024 Population by Sex		
Males	43,641	
Females	43,159	
2029 Population by Sex		
Males	43,614	
Females	43,683	
2010 Population by Race/Ethnicity		
Total	82,934	
White Alone	97.7%	
Black Alone	0.3%	
American Indian Alone	0.1%	
Asian Alone	0.5%	
Pacific Islander Alone	0.0%	
Some Other Race Alone	0.5%	
Two or More Races	0.8%	
Hispanic Origin	1.4%	
Diversity Index	7.1	
2020 Population by Race/Ethnicity		
Total	85,888	
White Alone	94.2%	
Black Alone	0.4%	
American Indian Alone	0.2%	
Asian Alone	0.6%	
Pacific Islander Alone	0.0%	
Some Other Race Alone	0.8%	
Two or More Races	3.8%	
Hispanic Origin	1.8%	
Diversity Index	14.2	
2024 Population by Race/Ethnicity		
Total	86,800	
White Alone	93.7%	

Demographic Summary	2024	2029
Population	86,800	87,296
Households	34,154	34,695
Families	23,173	23,389
Median Age	41.4	41.9
Median Household Income	\$78,481	\$90,696
Spending Potential		
Index	Spent	Total
TV/Video/Audio	\$1,212.26	\$41,335,264
Cable & Satellite Television Services	95	\$719.31
Television & Video	87	\$370.53
Audio	84	\$119.14
Rental of TV/VCR/Radio/Sound Equipment	91	\$6.21
Repair of TV/Radio/Sound Equipment	78	\$1.06
Entertainment/Recreation Fees and Admissions		
Tickets to Theatre/Operas/Concerts	80	\$60.71
Tickets to Movies	76	\$18.63
Tickets to Parks or Museums	80	\$29.81
Admission to Sporting Events, excl.Trips	102	\$80.71
Fees for Participant Sports, excl.Trips	88	\$117.64
Fees for Recreational Lessons	70	\$121.23
Membership Fees for Social/Recreation/Health Clubs	89	\$267.49
Dating Services	75	\$9.59
Toys/Games/Crafts/Hobbies	99	\$179.80
Toys/Games/Arts/Crafts/Tricycles	97	\$149.18
Playground Equipment	159	\$12.59
Play Arcade Pinball/Video Games	84	\$3.60
Online Gaming Services	85	\$7.98
Stamp & Coin Collecting	80	\$6.46
Recreational Vehicles and Fees		
Docking and Landing Fees for boats and Planes	104	\$205.07
Camp Fees	84	\$47.16
Payments on Boats/Trailers/Campers/RVs	113	\$90.36
Rental of Boats/Trailers/Campers/RVs	116	\$47.91
Sports, Recreation and Exercise Equipment		
Exercise Equipment and Gear, Game Tables	75	\$79.96
Bicycles	98	\$78.79
Camping Equipment	67	\$11.22
Hunting and Fishing Equipment	100	\$61.35
Winter Sports Equipment	78	\$10.12
Water Sports Equipment	93	\$11.68
Other Sports Equipment	84	\$8.97
Rental/Repair of Sports/Recreation/Exercise Equipment	89	\$2.62
Photographic Equipment and Supplies		
Film	84	\$0.48
Photo Processing	108	\$10.05
Photographic Equipment	70	\$13.85
Photographer Fees/Other Supplies & Equip Rental/Repair	91	\$52.97
Reading		
Magazine/Newspaper Subscriptions	90	\$42.82
Magazine/Newspaper Single Copies	102	\$6.09
Books	84	\$41.04
Digital Book Readers	77	\$28.73

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	6,521	9.3%	76
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	39,416	58.8%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	13,669	20.4%	90
Bought Breakfast at Fast Food Restaurant/6 Mo	24,754	36.0%	103
Bought Lunch at Fast Food Restaurant/6 Mo	37,531	56.0%	104
Bought Dinner at Fast Food Restaurant/6 Mo	38,785	57.0%	106
Bought Snack at Fast Food Restaurant/6 Mo	9,092	13.6%	97
Bought from Fast Food Restaurant on Weekday/6 Mo	46,716	69.7%	105
Bought from Fast Food Restaurant on Weekend/6 Mo	35,496	52.9%	100
Bought A/B/W/6 Mo	2,523	3.8%	174
Bought Arby's/6 Mo	18,838	28.1%	154
Bought Baskin-Robbins/6 Mo	1,260	1.9%	56
Bought Baskin-Robbins/6 Mo	983	1.3%	74
Bought Burger King/6 Mo	19,846	29.6%	109
Bought Captain D's/6 Mo	2,143	3.2%	111
Bought Carl's Jr./6 Mo	1,165	1.7%	37
Bought Checkers/6 Mo	1,272	1.9%	80
Bought Chick-Fil-A/6 Mo	21,217	31.6%	95
Bought Chipotle Mexican Grill/6 Mo	8,868	13.2%	77
Bought Chuck E. Cheese's/6 Mo	805	1.2%	80
Bought Church's Fried Chicken/6 Mo	1,263	1.9%	62
Bought Cold Stone Creamery/6 Mo	1,660	2.5%	80
Bought Dairy Queen/6 Mo	14,319	21.4%	136
Bought Del Taco/6 Mo	925	1.4%	38
Bought Domino's Pizza/6 Mo	9,889	14.4%	88
Bought Dunkin' Donuts/6 Mo	8,874	13.2%	89
Bought Five Guys/6 Mo	6,229	9.3%	94
Bought Harder's/6 Mo	5,387	8.0%	161
Bought Jack in the Box/6 Mo	2,033	3.0%	45
Bought Jersey Mike's/6 Mo	4,975	7.4%	87
Bought Jimmy John's/6 Mo	5,546	8.3%	134
Bought KFC/6 Mo	12,338	19.3%	111
Bought Krispy Kreme Doughnuts/6 Mo	2,414	5.1%	76
Bought Little Caesars/6 Mo	8,015	12.0%	98
Bought Long John Silver's/6 Mo	2,541	3.8%	146
Bought McDonald's/6 Mo	35,314	52.7%	106
Bought Panda Express/6 Mo	6,042	9.0%	69
Bought Panera Bread/6 Mo	9,025	13.5%	100
Bought Papa John's/6 Mo	5,845	8.7%	105
Bought Papa Murphy's/6 Mo	2,939	4.4%	129
Bought Pizza Hut/6 Mo	9,046	13.5%	109
Bought Popeyes Chicken/6 Mo	7,149	10.7%	77
Bought Sonic Drive-In/6 Mo	8,109	12.1%	107
Bought Starbucks/6 Mo	10,894	16.1%	119
Bought Steak 'N Shake/6 Mo	2,646	3.9%	137
Bought Subway/6 Mo	16,982	25.3%	112
Bought Taco Bell/6 Mo	20,353	30.4%	110
Bought Wendy's/6 Mo	19,511	29.1%	108
Bought Whataburger/6 Mo	3,086	4.6%	77
Bought White Castle/6 Mo	1,829	2.7%	114
Bought Wing-Stop/6 Mo	1,318	2.0%	53

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensity to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	91	\$27,214.56	\$929,485,997
44-45	Retail Trade	92	\$23,512.56	\$803,048,030
722	Food Services & Drinking Places	84	\$3,702.00	\$126,437,967
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	99	\$3,058.14	\$104,447,861
4411	Automobile Dealers	95	\$2,467.63	\$84,279,275
4412	Other Motor Vehicle Dealers	138	\$341.49	\$11,663,408
4413	Auto Parts, Accessories & Tire Stores	93	\$249.02	\$8,805,178
442	Furniture and Home Furnishings Stores	92	\$1,005.90	\$34,355,602
4421	Furniture Stores	91	\$653.10	\$22,305,885
4422	Home Furnishings Stores	93	\$352.81	\$12,049,717
443, 4431	Electronics and Appliance Stores	85	\$3,287.37	\$99,329,916
444	Bldg Material & Garden Equipment & Supplies Dealers	103	\$1,576.95	\$53,859,037
4441	Building Material and Supplies Dealers	103	\$1,433.31	\$48,953,422
4442	Lawn and Garden Equipment and Supplies Stores	102	\$1,143.63	\$4,905,616
445	Food and Beverage Stores	87	\$4,938.59	\$168,672,513
4451	Grocery Stores	87	\$4,628.25	\$158,073,221
4452	Specialty Food Stores	85	\$150.98	\$5,156,476
4453	Beer, Wine, and Liquor Stores	84	\$159.36	\$5,442,817
446, 4461	Health and Personal Care Stores	97	\$770.46	\$26,314,124
447, 4471	Gasoline Stations	93	\$3,387.37	\$115,920,399
448	Clothing and Clothing Accessories Stores	85	\$1,025.34	\$35,019,326
4481	Clothing Stores	85	\$819.65	\$27,994,448
4482	Shoe Stores	84	\$189.90	\$6,485,704
4483	Jewelry, Luggage, and Leather Goods Stores	86	\$15.79	\$539,174
451	Sporting Goods, Hobby, Musical Instrument, and Book	88	\$414.57	\$14,159,065
4511	Sporting Goods, Hobby, and Musical Instrument Stores	89	\$337.84	\$11,538,455
4512	Book Stores and News Dealers	84	\$76.73	\$2,620,610
452	General Merchandise Stores	89	\$3,928.16	\$134,182,435
4522	Department Stores	85	\$3,327.57	\$117,187,926
4523	Gen. Merch. Stores, incl. Warehouse Clubs, and	89	\$3,600.59	\$122,974,509
453	Miscellaneous Store Retailers	95	\$571.43	\$19,516,607
4531	Florists	103	\$31.45	\$1,074,148
4532	Office Supplies, Stationery, and Gift Stores	93	\$83.73	\$2,859,769
4533	Used Merchandise Stores	94	\$75.85	\$2,590,632
4539	Other Miscellaneous Store Retailers	97	\$380.40	\$12,992,058
454	Nonstore Retailers	91	\$2,562.49	\$87,519,154
4541	Electronic Shopping and Mail-Order Houses	90	\$2,171.30	\$74,156,320
4542	Vending Machine Operators	89	\$35.37	\$1,208,170
4543	Direct Selling Establishments	101	\$355.82	\$12,152,564
722	Food Services & Drinking Places	84	\$3,702.00	\$126,437,967
7222	Special Food Services	85	\$173.01	\$454,476
7224	Drinking Places (Alcoholic Beverages)	85	\$89.22	\$3,047,314
7225	Restaurants and Other Eating Places	84	\$3,599.47	\$122,936,177

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

	2024	2029	Projected
Financial	Consumer Spending	Forecasted Demand	Spending Growth
Value of Stocks/Bonds/Mutual Funds	\$1,414,524,039	\$1,668,283,405	\$253,759,366
Value of Retirement Plans	\$5,313,639,618	\$6,266,511,066	\$952,871,448
Value of Other Financial Assets	\$289,283,938	\$341,148,890	\$51,864,952
Vehicle Loan Amount excluding Interest	\$110,899,395	\$130,753,279	\$19,853,884
Value of Credit Card Debt	\$86,625,988	\$102,142,157	\$15,516,759
Health			
Nonprescription Drugs	\$5,723,811	\$6,758,120	\$1,034,309
Prescription Drugs	\$16,011,955	\$18,858,975	\$2,847,020
Eyeglasses and Contact Lenses	\$4,310,806	\$5,078,184	\$767,378
Home			
Mortgage Payment and Basis (11)	\$417,254,207	\$492,216,335	\$74,962,128
Maintenance and Remodeling Services	\$153,484,883	\$180,977,803	\$27,492,920
Maintenance and Remodeling Materials (12)	\$2,486,737	\$3,288,355	\$801,618
Utilities, Fuel, and Public Services	\$190,511,294	\$224,487,481	\$33,976,187
Household Furnishings and Equipment			
Household Furnishings (13)	\$3,843,530	\$4,531,146	\$687,616
Furniture	\$30,665,987	\$36,160,273	\$5,494,286
Rugs	\$1,318,123	\$1,554,711	\$236,588
Major Appliances (14)	\$18,756,300	\$22,110,103	\$3,353,803
Housewares (15)	\$3,167,918	\$3,733,388	\$566,350
Small Appliances	\$2,258,735	\$2,661,928	\$403,193
Luggage	\$566,290	\$668,273	\$101,983
Telephones and Accessories	\$3,112,866	\$3,669,271	\$556,405
Household Operations			
Child Care	\$15,493,968	\$18,288,491	\$2,794,523
Lawn and Garden (16)	\$23,758,176	\$28,000,715	\$4,242,539
Moving/Storage/Freight Express	\$3,088,783	\$3,642,630	\$553,847
Housekeeping Supplies (17)	\$27,277,064	\$32,151,604	\$4,874,540
Insurance			
Owners and Renters Insurance	\$28,709,615	\$33,842,061	\$5,132,446
Vehicle Insurance	\$63,693,821	\$75,703,109	\$11,999,288
Life/Other Insurance	\$21,966,342	\$25,897,004	\$3,930,662
Health Insurance	\$166,259,945	\$195,911,264	\$29,651,319
Personal Care Products (18)	\$16,117,664	\$19,002,640	\$2,884,976
School Books (19)	\$1,203,704	\$1,419,498	215,794
Smoking Products	\$16,294,182	\$19,880,851	\$2,886,669
Transportation			
Payments on Vehicles excluding Leases	\$100,959,852	\$118,991,652	\$18,031,800
Gasoline and Motor Oil	\$105,484,029	\$124,286,500	\$18,802,471
Vehicle Maintenance and Repairs	\$54,677,016	\$54,426,890	\$8,247,880
Travel			
Airline Fares	\$16,949,961	\$19,998,105	\$3,048,144
Lodging on Trips	\$29,878,774	\$35,213,398	\$5,334,624
Auto/Truck Rental on Trips	\$3,381,885	\$3,989,744	\$607,859
Food and Drink on Trips	\$22,389,461	\$26,399,151	\$4,009,690

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary	2024	2029
Population	86,800	87,296
Population 18+	67,041	68,257
Households	34,154	34,695
Median Household Income	\$78,481	\$90,696

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Salt of the Earth (68)	31.8%	Population	86,800	87,296
Green Acres (6A)	20.8%	Households	34,154	34,695
Rustbelt Traditions (5D)	9.8%	Families	23,309	23,389
Heartland Communities (6F)	8.4%	Median Age	41.4	41.9
Southern Satellites (10A)	7.3%	Median Household Income	\$78,481	\$90,696
Spending Potential Index			Average Amount Spent	Total
Apparel and Services	84	\$1,992.33	\$68,046,134	
Men's	86	\$378.36	\$378,360	
Women's	83	\$661.20	\$2,582,524	
Children's	86	\$315.49	\$10,775,292	
Footwear	83	\$415.19	\$14,180,557	
Watches & Jewelry	79	\$180.04	\$6,149,130	
Apparel Products and Services (1)	86	\$42.04	\$1,435,998	
Computer	80	\$217.61	\$7,432,241	
Computers and Hardware for Home Use	86	\$33.50	\$119,462	
Portable Memory	81	\$12.66	\$42,303	
Computer Software	90	\$21.44	\$732,263	
Computer Accessories	91	\$3,717.91	\$41,335,389	
Entertainment & Recreation	84	\$696.82	\$23,799,125	
Fees and Admissions	89	\$267.49	\$9,135,880	
Membership Fees for Clubs (2)	91	\$1,213.23	\$4,126,020	
Fees for Participant Sports, excl. Trips	86	\$66.71	\$2,073,506	
Tickets to Theatre/Operas/Concerts	76	\$18.63	\$636,310	
Tickets to Parks or Museums	80	\$29.81	\$1,018,098	
Admission to Sporting Events, excl. Trips	88	\$89.71	\$2,756,631	
Fees for Recreational Lessons	70	\$121.23	\$4,140,587	
Dating Services	75	\$0.59	\$20,093	
TV/Video/Audio	91	\$1,213.26	\$41,335,389	
Cable and Satellite Television Services	95	\$719.31	\$24,567,263	
Televitions	87	\$132.68	\$4,531,452	
Satellite Dishes	88	\$3.10	\$37,730	
VCRs, Video Cameras, and DVD Players	80	\$4.00	\$136,687	
Miscellaneous Video Equipment	77	\$17.51	\$598,189	
Video Cassettes and DVDs	82	\$4.73	\$161,636	
Video Game Hardware/Accessories	83	\$38.39	\$1,311,157	
Video Game Software	82	\$166.60	\$5,666,943	
Rental/Streaming/Downloaded Video	89	\$154.01	\$5,260,116	
Installation of Televisions	88	\$1.50	\$5,260,116	
Audio (3)	84	\$119.14	\$4,069,089	
Rental and Repair of TV/Radio/Sound Equipment	80	\$1.28	\$43,356	
Pets	94	\$948.53	\$3,295,991	
Toys/Games/Crafts/Hobbies (4)	99	\$179.80	\$6,141,040	
Recreational Vehicles and Fees (5)	104	\$205.07	\$7,004,121	
Sports/Recreation/Exercise Equipment (6)	87	\$265.40	\$9,064,358	
Photo Equipment and Supplies (7)	87	\$53.97	\$1,809,144	
Reading (8)	85	\$118.68	\$4,053,545	
Catered Affairs (9)	102	\$40.38	\$1,379,123	
Food	86	\$9,626.01	\$328,766,654	
Food at Home	87	\$6,345.44	\$216,722,299	
Bakery and Cereal Products	88	\$822.99	\$28,120,396	
Meats, Poultry, Fish, and Eggs	86	\$1,347.86	\$46,338,839	
Dairy Products	88	\$609.89	\$20,830,156	
Fruits and Vegetables	84	\$1,216.77	\$41,557,479	
Snacks and Other Food at Home (10)	88	\$2,347.94	\$80,191,429	
Food Away from Home	84	\$3,280.56	\$112,044,355	
Alcoholic Beverages	83	\$539.52	\$18,426,787	

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, frezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, non dairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salts, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, curtains, linens, curtains, draperies, slipcovers and decorative pillows.
- Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skin care, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary	2024	2029		
Population	86,800	87,296		
Population 18+	67,041	66,257		
Households	34,154	34,695		
Median Household Income	\$78,481	\$90,696		
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI	
Apparel (Adults)				
Bought Men's Clothing/12 Mo	43,499	64.9%	103	
Bought Women's Clothing/12 Mo	34,520	51.3%	99	
Bought Shoes/12 Mo	51,370	76.6%	102	
Bought Fine Jewelry/12 Mo	13,017	19.4%	89	
Bought Watch/12 Mo	7,946	11.9%	89	
Automobiles (Households)				
HH Owns or Leases Any Vehicle	32,540	95.3%	105	
HH Bought or Leased New Vehicle/12 Mo	3,272	9.6%	104	
Automotive Aftermarket (Adults)				
Bought Gasoline/6 Mo	63,388	94.6%	105	
Bought or Changed Motor Oil/12 Mo	39,835	59.4%	111	
Had Vehicle Tune-Up/12 Mo	15,370	22.9%	96	
Beverages (Adults)				
Drank Non-Diet (Regular) Cola/6 Mo	25,254	37.7%	101	
Drank Beer or Ale/6 Mo	26,129	39.0%	102	
Cameras (Adults)				
Own Digital Point and Shoot Camera/Camcorder	7,374	11.0%	112	
Own Digital SLR Camera or Camcorder	7,159	10.7%	103	
Printed Digital Photos/12 Mo	18,479	27.6%	106	
Cell Phones (Adults/Households)				
Bought Cell Phone/12 Mo	23,495	35.0%	97	
Have a Smartphone	62,789	93.7%	100	
Have Android Phone (Any Brand) Smartphone	28,221	42.1%	109	
Have Apple iPhone Smartphone	35,308	52.7%	92	
HH Owns 1 Cell Phone	9,527	27.9%	93	
HH Owns 2 Cell Phones	14,590	42.7%	107	
HH Owns 3+ Cell Phones	9,520	27.9%	97	
HH Has Cell Phone Only (No Landline Telephone)	25,252	73.9%	103	
Computers (Households)				
HH Owns Computer	28,784	84.3%	100	
HH Owns Desktop Computer	13,779	40.3%	104	
HH Owns Laptop or Notebook	23,267	68.1%	98	
HH Owns Apple/Mac Brand Computer	6,842	20.0%	81	
HH Owns PC/Non-Apple Brand Computer	24,941	73.0%	104	
HH Purchased Most Recent Home Computer at Store	13,273	38.9%	104	
HH Purchased Most Recent Home Computer Online	9,251	27.1%	99	
HH Spent \$1-499 on Most Recent Home Computer	5,241	16.2%	118	
HH Spent \$500-999 on Most Recent Home Computer	6,834	20.0%	106	
HH Spent \$1K-1499 on Most Recent Home Computer	3,646	10.7%	94	
HH Spent \$1500-1999 on Most Recent Home Computer	1,116	3.3%	81	
HH Spent \$2K+ on Most Recent Home Computer	1,741	5.1%	84	

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI	
Grocery (Adults)				
HH Used Bread/6 Mo	32,651	95.6%	101	
HH Used Chicken (Fresh or Frozen)/6 Mo	26,781	78.4%	102	
HH Used Turkey (Fresh or Frozen)/6 Mo	7,685	22.5%	109	
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	19,619	57.4%	98	
HH Used Fresh Fruit or Vegetables/6 Mo	30,508	89.3%	100	
HH Used Fresh Milk/6 Mo	29,465	86.3%	105	
HH Used Organic Food/6 Mo	6,892	20.2%	79	
Health (Adults)				
Exercise at Home 2+ Times/Wk	32,168	48.0%	99	
Exercise at Club 2+ Times/Wk	6,432	9.5%	82	
Visited Doctor/12 Mo	55,112	82.2%	103	
Used Vitamins or Dietary Supplements/6 Mo	44,195	65.9%	100	
Home (Households)				
HH Did Home Improvement/12 Mo	14,075	41.2%	114	
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	12,132	35.5%	102	
HH Purchased Low Ticket HH Furnishing/12 Mo	7,783	22.8%	101	
HH Purchased Big Ticket HH Furnishing/12 Mo	8,546	25.0%	97	
HH Bought Small Kitchen Appliance/12 Mo	8,064	23.6%	94	
HH Bought Large Kitchen Appliance/12 Mo	5,623	16.5%	103	
Insurance (Adults/Households)				
Currently Carry Life Insurance	38,400	57.3%	112	
Personally Carry Any Med/ Hosp/Accident Insur	59,257	88.4%	104	
Homeowner Carries Home/Personal Property Insurance	47,862	71.4%	118	
Renter Carries Home/Pers Property Insurance	6,662	9.9%	78	
HH Has 1 Vehicle Covered w/Auto Insurance	9,711	28.4%	89	
HH Has 2 Vehicles Covered w/Auto Insurance	10,991	32.2%	102	
HH Has 3+ Vehicles Covered w/Auto Insurance	11,350	33.2%	128	
Pets (Households)				
HH Owns Any Pet	20,862	61.1%	121	
HH Owns Cat	10,779	31.6%	134	
HH Owns Dog	16,393	48.0%	125	
Psychographics (Adults)				
Representative adults who "completely agree" with the statement:				
Am Interested in How to Help Env: 4-Agr Cmpl	8,810	13.1%	77	
Buying American Is Important: 4-Agr Cmpl	23,937	35.7%	123	
Buy Based on Quality Not Price: 4-Agr Cmpl	8,525	12.7%	88	
Buy on Credit Rather Than Wait: 4-Agr Cmpl	7,440	11.1%	89	
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	6,783	10.1%	99	
Will Pay More for Env Safe Prods: 4-Agr Cmpl	5,733	8.6%	76	
Buy Based on Price Not Brands: 4-Agr Cmpl	18,382	27.4%	103	
Reading (Adults)				
Bought Digital Book/12 Mo	11,809	17.6%	96	
Bought Hardcover Book/12 Mo	17,904	26.7%	99	
Bought Paperback Book/12 Mo	22,839	34.1%	99	
Read Daily Newspaper (Paper Version)	7,505	11.2%	103	
Read Digital Newspaper/30 Days	34,350	51.2%	87	
Read Magazine (Paper/Electronic Vers)/6 Mo	56,297	84.0%	96	

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Spending Potential Index	Average Amount Spent	Total
Financial		
Value of Stocks/Bonds/Mutual Funds	89	\$41,416.06
Value of Retirement Funds	96	\$155,578.84
Value of Other Financial Assets	93	\$8,469.97
Vehicle Loan Amount excluding Interest	92	\$3,247.04
Value of Credit Card Debt	88	\$2,536.32
Health		
Nonprescription Drugs	94	\$167.88
Prescription Drugs	113	\$468.82
Eye/Glasses and Contact Lenses	100	\$126.22
Home		
Mortgage Payment and Basics (11)	90	\$12,216.85
Maintenance and Remodeling Services	96	\$4,493.91
Maintenance and Remodeling Materials (12)	110	\$951.18
Utilities, Fuel, and Public Services	94	\$5,578.01
Household Furnishings and Equipment		
Household Textiles (13)	85	\$112.54
Furniture	91	\$897.87
Rugs	85	\$38.59
Major Appliances (14)	93	\$549.17
Housewares (15)	87	\$92.73
Small Appliances	82	\$66.13
Luggage	80	\$16.58
Telephones and Accessories	90	\$91.14
Household Operations		
Child Care	82	

PRIORITY PROJECTS

PROJECT	CATEGORY	TIMELINE	COST
Stripe on-street parking spaces within a two to three block radius of Pearl Street and Main Street	Low-Cost	1 - 3 Years	\$2,500 - \$5,000
Develop streetscape standards for the downtown district (lighting, site furnishings, landscape, etc.)	Low-Cost	1 - 3 Years	\$10,000 - \$15,000
Create a curb extension on Park Avenue at the alley to create a visual access point to the visitors center and Chamber of Commerce	Short-Term	1 - 3 Years	\$12,000 - \$15,000
Develop additional off-street parking areas on the periphery of downtown to minimize reliance and need for large lots within the middle of downtown	Short-Term	1 - 3 Years	\$300,000 - \$450,000
Build a permanent pavilion in downtown for the Farmer's Market and other events	Longer-Term	3 - 5 Years	\$600,000 - \$1 million
Create a formal pedestrian gathering area in downtown large enough to support multiple events and be a focal point for downtown	Longer-Term	3 - 5 Years	\$3 million - \$4 million