



Marketing Plan

PROMOTION

The creation and implementation of a unified, consistent plan for marketing Olde Town including the general image, special events and retail promotions.

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Executive Summary

Olde Town Grove City has been operating as a PA Main Street Community since the third quarter of 2006, operating under the 501c3 of Grove City Revitalization, Inc. Over the past 24 months Phase I revitalization has been completed, featuring a much enhanced streetscape for our key downtown business district. This features underground utilities, new plantings, sidewalk and street paving, new light poles, and other attributes and improvements.

The Olde Town program has provided 17 façade grants and 3 signage grants for the program district. An additional 10 or more new façade grants are underway. This program has dramatically enhanced the beauty and character of the downtown; most importantly it has encouraged the return of façades to the original character of the buildings, thus promoting historic preservation.

Olde Town has effectively recruited 10 new businesses in the downtown districts, and interest inquiries have significantly increased. Economic restructuring efforts will focus on a business incubator and building rehabilitation and investment going forward.

Now that the beautification is near completion for Phase I, and the façade improvement and economic restructuring efforts are fully underway, a strong and strategic approach to marketing our downtown Grove City assets is ready to launch.

Historically, marketing downtown had been done by individual merchants as needed or desired. The Chamber of Commerce and the Downtown Business Promotion organization held a Christmas Open House and the summer Street Fair. However, the organizations seldom marketed the downtown as a unit.

In the past 18 months, the marketing committee of Olde Town Grove City has begun to market the downtown as a unit, creating regular and one time special events such as a Farmer's Market. They have also begun regular promotions targeting specific audience groups.

Olde Town has researched the status of Olde Town marketing, as well as opinions about the community in a community meeting, break out focus groups, and key audience interviews. Findings are included in the addendum, and have been heavily considered in the development of the marketing plan and as research for the brand development.

This marketing plan identifies objectives for Olde Town marketing, key target audiences, as well as strategies and tactics to meet objectives for key audiences. Specific measures for each strategy and tactic have also been identified to ensure accountability in use of all resources.

The Marketing Chair and Marketing Committee have recommended the strategies and tactics, as well as the timeline and budget as the architecture for marketing Olde Town for the next three years. Grove City Revitalization, Inc., will be asked to review and approve the plan. The Olde Town Manager and staff will work with the marketing committee, volunteers and merchants to effectively implement the plan. Changes and adjustments to the plan will occur as needed with approval of the marketing committee and Olde Town Executive Committee.

Research Overview

Olde Town Manager Lisa Pritchard, with help of Wolf Creek Marketing Owner Leann Smith organized a community meeting to research brand and marketing in Grove City. About 50 community leaders and residents (a good cross section) met to discuss key attributes and challenges of the downtown. Participants completed a brief survey and also broke into seven break-out focus groups. Findings were somewhat as expected:

- Grove City has no strong brand or image
- The downtown business mix needs more retail
- Grove City has a diverse audience
- Grove City downtown is generally seen as having a positive atmosphere – safe, historic, charming, and nostalgic
- Weakness in culture and arts.

No strong negatives, but no strong positive perceptions were identified. From a marketing and advertising perspective, we are starting with no **strong** opinions about downtown Grove City and her attributes by the local audience

Key informants at Grove City College, Grove City Borough and Grove City Medical Center confirmed these findings

Most clear is that Grove City downtown does not have a strong brand at this point in time. In fact, people could not identify a brand at all. The survey results are included in Addendum.

Competitive Overview

Prime Outlets Grove City drew 5.2 million visitors in 2006 and closer to 6 million in 2007. As many as 30% are from over 100 miles, and 30% are from 30+ miles. Bus tour traffic is significant. Prime Outlets is a strong tourist destination. Prime Outlets historically was deadly to downtown Grove City, causing most of the retail to close in the downtown. Prime Outlets visitors must now be cultivated as prospects to the downtown. The message should not be “shopping” per se, as we cannot compete. Instead, we must market the downtown experience as “different” or “special” and differentiated from the mall. To be effective we must market as a day two or add on excursion to the mall shopper.

WalMart/ Super WalMart has effectively closed the hardware stores in Grove City. The new Super Wal-Mart will challenge the downtown grocery store and pharmacy, and other businesses that provide service or product that they will introduce in the new store or in the outlying plazas. The competitive advantage will need to be customer service and hometown investment by local merchants.

Online shopping accounted for as much as 30% of holiday shopping this year. The Olde Town online presence is essential. Furthermore, working with local merchants, using ad words, etc., and a strong plan to compete in this arena is essential to trying to regain some of this market share

Butler Mall and Butler area shopping districts are about 20 miles to the Southeast of Grove City

Shenango Mall and Shenango Valley shopping districts are roughly 25 miles to the west/southwest

Cranberry Township Shopping District is located about 35 miles south of Grove City

Branding

A strong and cohesive brand should be cultivated and championed. This will occur with the implementation of the marketing plan. All marketing materials should advance the brand through image and language. Additionally, a logo and tagline are currently in development. The Southside Pittsburgh advertising firm Gatesman, Marmion and Drake have developed our brand and it has been formally adopted by Olde Town Grove City and GCRI for official use.



Audience

Key Audiences

The key audiences for marketing Olde Town Grove City consist of:

1. Local residents 15 miles or closer
2. Employees in Grove City particularly those adjacent to Olde Town
3. Grove City College students, their parents and alumni
4. Outlet Mall customers and tourists

Local residents 15 miles or closer

Demographics

For the first few years, our marketing focus will be to attract local residents 15 miles or closer to Olde Town Grove City. These residents are the most likely to utilize our services and shop in the downtown. There are 78,653 people within 15 miles of Olde Town Grove City. This consists of 28, 107 households, including 20, 281 families. 55.6% of the population falls within the 20-59 age distribution. The largest category of the population is the 20-29 year olds, with 18% of the population. The average income per household is \$56,767 a year; the mean, though not specifically calculated, falls close to the average.

Psychographics

The draw of Olde Town for most of the local residents is convenience, variety, quality and customer service. With increase in gas prices, local shopping is more appealing. Marketing Olde Town to locals can include a “one-stop shopping” ideal with an emphasis on the variety of services and shopping available. Locals often have to be enticed to their downtown centers so that they can “rediscover” what they have to offer. A strong strategy to strengthen customer service is vital; people will shop where they feel that their business is important.

Employees

Demographics

The five major employers in the Grove City area are George Jr. Republic, Grove City Area Schools, Grove City College, USIS and Grove City Medical Center. These organizations employ approximately 3,400 individuals in the area. Within fifteen miles of Grove City, overall, 26,766 people are in the workforce. The central business district employees approximately 400 people, while two major employers, USIS and Grove City College, employ nearly 1,500 people within walking distance of Olde Town.

Psychographics

Employees in the Grove City area are not always local; many travel from outlying communities to their jobs. Olde Town Grove City's draw for Employees includes convenience and variety. Nearly 2,000 employees work close enough to walk to the downtown area. Making them aware of the range of services and goods is a priority. Most know about downtown, but are unaware of all of the offerings. An emphasis should be placed on lunchtime shopping and dining, and after-work one-stop shopping.

Grove City College Students, Parents and Alumni

Demographics

Grove City College educates approximately 2,500 students a year, with plans to expand. In the next few years, the college will develop a graduate program in areas such as Business and Information Technology thus increasing the student population.

Two years ago, Grove City College erected an apartment complex for student housing right on South Broad Street. It houses 102 males and 102 females. These students are not carried on the cafeteria plan and must shop for their meals.

Each year, the college hosts several events that bring approximately 3,000 people to Grove City for each event. The first is the annual Grove City Homecoming in October. The extensive weekend events include a downtown parade, on-campus events and a homecoming football game. Many college class reunions take place at this time. The second event is the Parents Weekend in May. Again, the alumni office creates many events for parents over an extensive weekend that attracts approximately 3,000 people into the community.

Psychographics

The Grove City College student is typical of other college students and people who fit in their age range. They are motivated by fashion, entertainment (including dining), convenience and price point. One advantage for Olde Town is the easy walkability for students. The major disadvantage is Olde Town's perceived reputation as not having the business mix desirable to the age group. The main reasons for most students to come downtown are for salon services, movies and dining. Creating awareness of additional services and goods, and providing special incentives is a key step to their attracting the students.

Alumni and parents as a group are only in Grove City for short periods of time. Their focus in Olde Town will include many of the same as students:

entertainment/dining and convenience. The new college store *Crimson Connections* is probably the largest retail draw. Working with the alumni association and other college entities can to create incentives for college visitors.

Grove City Prime Outlet Mall/Tourists

Demographics

Grove City Prime Outlet Mall is rated as one of the top 20 Outlet Centers in the United States by Value Retail News (August, 2006). With over 140 brand named outlets, customers typically realize savings from 25% - 65%. In 2007, Prime Outlets attracted over 5.2 million visitors; the expected number of visitors in 2008 will reach nearly 6 million. A major demographic for the Outlets include Canadian visitors. Approximately 10% of all visitors to the Outlets are from Canada, though they account for 20% of total sales.

Psychographics

Prime Outlet Mall visitors and other local tourists are generally in the area primarily for other purposes. Olde Town Grove City's greatest draw will be for overnight visitors looking for alternative experiences after they have visited their primary venue. Olde Town can serve as a second-day destination for people looking for unique gifts and goods not attainable at big-box retail, and/or a slower, more intimate shopping experience. They may also be attracted by special events such as the Farmers' Market and the Christmas Extravaganza. Entertainment such as the Guthrie Theatre and our new full-service dining restaurant can supplement the Outlet Mall experiences. Partnering with Slovak Folk Craft and Wendell-August to market Olde Town could also drive retail traffic.

Objectives

Local Audience

- Increase in foot traffic
- Increase in purchases of real and service goods by 15% in three years
- Increase in participation in community active in downtown district
- Strong perception of downtown brand within 3 years
- Cultivate customer loyalty programs for both Olde Town and individual Businesses

College Audience

- Increase college foot traffic and expenditures by 20% in three years as measured by merchants
- Implement programs introducing Olde Town goods and services to both new students and parents of new students

Outlet Mall/Tourist

- Increase hotel visitor traffic by 30%
- Increase presence of OTGC in all CVB publications/marketing
- Have OTGC marketing at all hotels/tourist venues
- Partner with CVB to market OTGC to tour busses

Downtown Area Employees

- Generate downtown rewards program

Strategies and Tactics

The following strategies and tactics are based on specific and measurable goals, consistent with the objectives set forth by the Olde Town Marketing Committee. Each strategy and tactic has a specific goal, audience, format, publicity plan, timetable, budget and measure associated with it.

Marketing Strategies and Tactics

Promotion: Employee Rewards Card

Objective

Introduce employees of downtown and area businesses who live out of town to discover and frequent downtown establishments

Measurable Goal

Increase employee traffic downtown by 10% over six months businesses who live out of town to discover and frequent

Key Audience

USIS, Grove City College, GC Public Schools, Grove City Medical Center and George Junior Republic Employees

Format

Laminated card with discounts from area merchants to be distributed to all employees at above organizations. Six month promotion. Ten percent minimum discount for merchant.

Internal promotion of campaign at all workplaces.

Timetable

Launch is June 2008 through December 2008

Cost

\$600 to be paid by participating merchants at \$30 per participant.

Measure and Expected Result

Introduction of new business and existing business to out of town employees creates new customers. Discount for six months encourages repeat business.

Expect 10% growth in employee usage of card from first through sixth month.

Marketing Strategies and Tactics

Promotion: Olde Town Grove City Farmers' Market

Objective

Increasing customer foot traffic in the Olde Town district

Measurable Goal

Increase customer traffic to the Olde Town district by 10% over last year

Key Audience

Residents up to 20 miles out

Secondary Market

Local employees

Secondary Market

Outlet Mall

Format

Farmers' Market featuring home-made, home-baked and home-grown produce and goods on Thursdays from 3-7 PM from the first of June to the last of October located in Olde Town.

Publicity

Yard signs
Posters
Flyers
Email marketing
Banners PSAs
Press Release
Website

Timetable

Launch is May 2008 through October 2008

Cost

TBD

Measure and Expected Result

Increase customer traffic to the Olde Town district by 10% over last year
Create an ongoing family-friendly event that fosters a sense of community

Marketing Strategies and Tactics

Promotion: Crimson Pride Week

Objective

Increasing college customer foot traffic in the Olde Town district and increase town/gown relations

Measurable Goal

Increase college customer traffic to the Olde Town district by 5% over last year

Key Audience

Grove City College students

Secondary Market

Local residents up to 20 miles out, GCC alumni

Format

Crimson pride week for Olde Town consists of three basic activities

1. a window decorating contest for college organizations
 - a. winners receive \$200
2. Olde Town merchants coupon page placed in alumni packets
3. Olde Town merchant participation in parade

Publicity

Posters

Flyers

Email marketing

PSAs

Press Release

Website

College newsletter

Timetable

September 15-October 11

Actual Homecoming week: October 6-11

Cost

TBD

Measure and Expected Result

Increase college customer traffic to the Olde Town district by 5% over last year

Marketing Strategies and Tactics

Promotion: Colonial Apartment Welcome Bags

Objective

Increasing college customer foot traffic in the Olde Town district and increase town/gown relations, specifically Colonial Apartment residents (104 male, 104 female)

Measurable Goal

Increase college customer traffic to the Olde Town district by 5% over last year

Key Audience

Grove City College students living in Colonial Apartments

Secondary Market

N/A

Format

Bag of Olde Town merchants' promotional materials, small gift items, coupons and flyers distributed to all Colonial Apartment residents

Publicity

N/A

Timetable

Collect items in August of 2008, assemble bags
Distribute September 2-5

Cost

TBD

Measure and Expected Result

Increase college customer traffic to the Olde Town district by 5% over last year

Marketing Strategies and Tactics

Promotion: Mural, Guthrie Theatre

Objective

Continue to promote art in the downtown through a community mural project

Measurable Goal

The mural will be completed on budget by (the closing date)

Key Audience

Local Residents up to 20 miles out

Secondary Market

Visitors/Tourists

Format

Intern-led and executed mural with community involvement that includes design and some implementation

Publicity

Press releases

Emarketing

Flyers

Website

Timetable

Launch is May 2008 through August 2008

Cost

\$2500

Measure and Expected Result

The mural will be completed on budget by (the closing date)

Marketing Strategies and Tactics

Promotion: Press Releases

Objective

To promote the successes and effectiveness of Olde Town

Measurable Goal

One+ press release will be created monthly

Key Audience

Local Residents up to 20 miles out, dignitaries, local and other politicians, merchants

Secondary Market

Residents more than 20 miles out

Format

Olde Town Grove City press release

Timetable

Monthly

Cost

N/A

Measure and Expected Result

One+ press release will be created monthly

Marketing Strategies and Tactics

Promotion: Collateral Brochure

Objective

Increasing customer foot traffic and awareness of the Olde Town district through distribution of a collateral brochure

Measurable Goal

All 5000 brochures will be distributed within the six month period to hotels around Prime Outlet, I-80 exit, restaurants, hotels and bed and breakfasts, and the Ohio border visitors center. Some brochures will be made available to the participating businesses.

Key Audience

Non-residents 20+ miles out, including Prime Outlet customers and other visitors/tourists

Format

A full color brochure with short descriptions of participating businesses, map and Olde Town information, printed twice yearly

Publicity

N/A

Timetable

TBD

Cost

\$1400 for 5000 brochures

Measure and Expected Result

Increasing customer foot traffic and awareness of the Olde Town district through distribution of a collateral brochure

Marketing Strategies and Tactics

Promotion: Website

Objective

To generate customer awareness of stores, events and promotions, educate and distribute information

Measurable Goal

Increase the number of website hits by 25% by the end of the year

Key Audience

Residents up to 20 miles out, Olde Town businesses, potential business owners

Secondary Market

Non-residents 20+ miles out, including Prime Outlet customers and other visitors/tourists

Format

oldetowngrovecity@zoominternet.net

Publicity

Flyers
Email marketing
Banners
PSAs
Press Release
Other websites

Timetable

Ongoing

Cost

\$60/year

Measure and Expected Result

Increase the number of website hits by 25% by the end of the year

Marketing Strategies and Tactics

Olde Town Grove City Christmas Extravaganza

(see Open House Campaign Planning Notes)

Objective

Promotion for families and area residents to kick off holiday season and encourage holiday shopping in Olde Town.

Measurable Goal

Increase in sales receipts for local merchants of %10 over last year (single day) and 5% for the season.

Key Audience

Families from 20 mile radius

Format

Merchant sales and promotions; Entertainment and family activities; Giveaways, Parade, Crafts and Cookies with Santa

Publicity

Allied Tab

Eagle Feature

In Store Promotions

Posters around town

Flyers

Emarketing

Flyers through Schools

Yard Signs at Outlet Mall

PSAs

Timetable

December 6; Promotions begin in early November

Budget/Cost

To be determined

Measure and Expected Result

Increase in sales receipts for local merchants of %10 over last year (single day) and 5% for the season.

Marketing Strategies and Tactics

Public Relations Tactics via Mercer County Convention and Visitors Bureau

(see Open House Campaign Planning Notes)

Objective

Partner with Mercer County Convention and Visitor's Bureau to Promote Olde Town as Tourist Venue

Measurable Goal

Increase tourist traffic by 5% annually.

Key Audience

CVB primary markets including:
Pittsburgh, Cleveland, Canada, County

Format

Work with CVB executive director to highlight Olde Town in all CVB activities

Publicity

Include Olde Town Activities in all CVB marketing
Include Olde Town in all Pittsburgh and Countryside and Great Lakes Region Marketing
Lobby for key placement in all above activities
Lobby to be highlighted on CVB web site
Promote Olde Town through CVB PR contract specialist

Implementation:

Olde Town Exec and Chamber Exec active on CVB Board AND Marketing Committee to lobby for inclusion and placement

Timetable

Immediate and ongoing

Budget/Cost

None

Measure and Expected Result

One significant Press Hit in major market in 2008; Key placement in publications going forward

Marketing Strategies and Tactics

E-marketing

Objective

Generate customer loyalty program via e-marketing

Measurable Goal

Response rate of 5% of coupons/promotions distributed

Key Audience

All customers Olde Town who have offered email address

Format

Emails about key events or limited merchant promos (clusters) distributed to email list. Email captures from web site, merchants, event collection of email).

Implementation

Develop and send email (with offer) at least six times a year.

Timetable

Farmers Market (May through Sept.)

Hot Spot Giveaway (June)

Fourth of July Parade (July)

Back to School (August)

Crimson Pride (October)

Christmas Open House (December)

Budget/Cost

Manpower (intern?)

Measure and Expected Result

Response rate of 5% of coupons/promotions distributed

Marketing Strategies and Tactics

Merchant Ambassador Program

Objective

Generate program to encourage merchants to refer to other businesses, therefore introducing customers to more Olde Town businesses.

Measurable Goal

300 referrals a month in Olde Town

Key Audience

Existing Customers

Format

Business Card sized referral card at all Olde Town Merchants. Merchant A makes referral on card; customers takes card to new business, and is entered into drawing for prize. At end of promotion, cards are collected and merchant with most referrals is “Merchant of the Month or something similar.

Implementation

Amabassador program chair is merchant. They distribute and encourage each merchant to participate in program. They also collect all cards and end and award prizes.

Timetable

Six weeks during designated time

Budget/Cost

\$50

Measure and Expected Result

Three hundred cards collected

Marketing Strategies and Tactics

Olde Town Ad Partners

Objective

Generate program to encourage merchants to advertise Olde Town in all their print, collateral and media promotions, using OT logo.

Measurable Goal

25% merchant participation in first year

Key Audience

Merchants

Format

Logo and slogan

Implementation

Personal visit from marketing committee to all merchants. Provide logo electronically and on CD. Provide standard uses for logo and slogan.

Timetable

January 2009

Budget/Cost

<\$50

Measure and Expected Result

25% of merchants naming Olde Town in all advertising in first year of promotion

Marketing Strategies and Tactics

Pay per Click

Objective

Bring out of town traffic (Outlet Mall and College Parent) to Olde Town

Measurable Goal

Measures Response to Pay Per Click Promotion (to be determined)

Key Audience

Outlet Mall Visitors; Hotel Guests, College Parents

Format

Pap per click associated with key words Prime Outlets, Grove City, Grove City College, Grove City Outlets, etc. Promotion of key events or “cluster” promotion of three or more stores under Olde Town umbrella.

Implementation

Solicit business cluster to fund limited promotions via Google ad words, or other e-marketing technique. Solicit college intern (SR?) to manage search engine optimization and e-marketing?

Timetable

Farmers Market (May through Sept.)

Hot Spot Giveaway (June)

Fourth of July Parade (July)

Back to School (August)

Crimson Pride (October)

Christmas Open House (December)

Budget/Cost

Per Click Cost to be determined

Measure and Expected Result

Measures Response to Pay per Click Promotion (to be determined)

Marketing Strategies and Tactics

Olde Town American Festival

Objective

Bring out of town traffic (Outlet Mall, regional) to Olde Town as well as have a unique event for families and area residents.

Measurable Goal

Increase traffic by 10% every year of the new fair

Key Audience

Local residents, Outlet Mall Visitors; Regional Tourists (surrounding counties and Pittsburgh)

Format

Unique, three-day festival with a unique theme, entertainment, family-friendly events, etc.

Implementation

Hire coordinator to implement planned events. Create Street Fair Committee from merchants, Olde Town committee members and residents to design elements of the fair. Advertise event through local and MCCVB advertising campaigns.

Timetable

Begin one year plus from determined event time

Budget/Cost

TBD

Measure and Expected Result

Create an attendance goal for first year and increase attendance by 10% every subsequent year.

Timeline

TBD

Budget

Under Review

Addendum

Olde Town Grove City Survey

							AVERAGE ANSWER
1. Our downtown has a negative image							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
13	8	10	16	6	1	1	Disagree
2. Our downtown has an established image							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
4	9	14	12	9	5	2	Neither Agree nor Disagree
3. Our downtown has a positive image							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
1	1	4	15	24	5	1	Neither Agree nor Disagree
4. Downtown business owners and local government present a consistent image							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
4	3	7	12	11	15	3	Neither Agree nor Disagree
5. Our downtown has a symbol or symbols readily recognized by customers							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
5	17	16	7	6	3	1	Disagree
6. Our symbol or symbols are distinct from other downtowns that are our competitors							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
6	8	9	18	7	6	1	Neither Agree nor Disagree
7. Our symbol or symbols are endorsed and supported by downtown business owners							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
5	5	8	13	14	6	4	Neither Agree nor Disagree
8. Downtown business owners and local government endorse and support the same symbol(s)							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
5	4	10	15	11	9	1	Neither Agree nor Disagree
9. There are not enough different businesses downtown							
Disagree Strongly		Neither Agree/Disagree		Agree Strongly			
1	1	1	4	15	17	16	Agree Strongly
10. The mix of businesses in our downtown is optimal for attracting consumers							

	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	5	12	18	10	2	5	3
							Disagree
11. Our downtown has a very diverse mix of business	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	3	8	14	13	8	6	3
							Neither Agree nor Disagree
12. Magnet/ anchor businesses are very important to our downtown's overall success	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	0	1	0	7	7	9	31
							Agree Strongly
13. The magnet/ anchor business in our downtown have more drawing power than any other single business	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	2	2	1	11	17	13	9
							Agree
14. If a magnet/ anchor business closed it would have a significant, negative impact on the whole downtown	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	0	2	3	6	12	15	17
							Agree Strongly
15. Consumers would rate the downtown area as safe	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	0	0	0	0	7	18	30
							Agree Strongly
16. Consumers would rate the downtown as "walkable"	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	0	1	0	0	5	25	24
							Agree Strongly
17. Consumers would rate the downtown as excellent in its historic preservation	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	1	4	5	5	14	14	12
							Agree
18. Consumers would rate the downtown area as strong in its diverse arts and cultural opportunities	Disagree Strongly		Neither Agree/Disagree		Agree Strongly		
	5	11	13	14	9	3	0
							Disagree

What Makes Olde Town Special

Unique
Shop for specific service
Movie theatre
Convenience
Personal Attention
Special Experience

Greatest Threat

Prime Outlets
Wal-Mart
Internet
Butler
Hermitage
Cranberry
Sharon

Demographic Report			
Center:	119 S BROAD ST , Grove City		
Distance:	15 miles		
Population (2007)			
		Total	%
2007 Population		78,653	
Population (2012)			
		Total	%
2012 Population		79,741	
Sex (2007)			
		Total	%
Male		39,081	49.7%
Female		39,572	50.3%
Age Distribution (2007)			
		Total	%
0-4		3,840	4.9%
5-9		4,169	5.3%
10-19		12,190	15.5%
20-29		14,153	18.0%
30-39		8,198	10.4%
40-49		10,850	13.8%
50-59		10,567	13.4%
60-64		3,852	4.9%
65+		10,834	13.8%
Race Distribution (2007)			
		Total	%
White		76,254	96.9%
Black		1,046	1.3%
American Indian		67	0.1%
Asian		612	0.8%
Pacific Islander		12	0.0%
Other		129	0.2%
Multirace		533	0.7%
Hispanic		725	0.9%
2007 Total Households			

	Total	%
Households	28,107	
Families	20,281	72.2%
2007 Household Income Distribution		
	Total	%
<\$10 K	2,330	8.3%
\$10-\$20K	3,332	11.9%
\$20-\$30K	3,842	13.7%
\$30-\$40K	3,176	11.3%
\$40-\$50K	3,119	11.1%
\$50-\$60K	2,804	10.0%
\$60-\$75K	3,233	11.5%
\$75-\$100K	3,055	10.9%
> \$100K	3,216	11.4%
2007 Household Income		
	Total	%
Total Household Income	1,595,554,123	

Consumer Expenditures

Center: 119 S BROAD ST , Grove City

Distance: 15 miles

\$ Per Household Total \$000s

Consumer Expenditures (2007)		
Apparel	2,192	61,604
Men's Apparel	413	11,614
Boys' Apparel	105	2,964
Women's Apparel	736	20,674
Girls' Apparel	144	4,060
Infants Apparel	98	2,767
Footwear	364	10,240
Apparel Services and Accessories	330	9,285
Education	1,008	28,327
Books And Supplies	142	3,979
Tuition	866	24,348
Entertainment	2,560	71,957
Fees And Admissions	624	17,551
Video And Audio Equipment	904	25,408

Recreational Equipment And Supplies	1,032	28,998
Food and Beverages	7,188	202,036
Food At Home	3,818	107,316
Food Away From Home	2,839	79,789
Alcoholic Beverages	531	14,932
Health Care	2,932	82,418
Health Care Insurance	1,418	39,846
Health Care Services	703	19,747
Health Care Supplies And Equipment	812	22,825
Household Furnishings and Equipment	1,964	55,214
Household Textiles	143	4,015
Furniture	533	14,983
Floor Coverings	64	1,797
Major Appliances	234	6,578
Housewares And Small Appliances	991	27,841
Shelter	8,849	248,730
Mortgage Interest	3,429	96,385
Property Taxes	1,515	42,572
Miscellaneous Owned Dwelling Costs	1,186	33,335
Rental Costs	2,248	63,195
Other Lodging	471	13,244
Household Operations	1,572	44,171
Babysitting And Elderly Care	359	10,094
Household Services	285	8,022
Alimony And Child Support	230	6,457
Household Supplies	697	19,597
Miscellaneous Expenses	783	22,018
Legal And Accounting	95	2,668
Funeral And Cemetery	87	2,451
Finance Charges Excluding Mortgage And Vehicle	504	14,169
Other Miscellaneous Expenses	97	2,731
Personal Care	669	18,814
Hair Care	52	1,463
Electric Personal Care Appliances	13	371
Personal Care Services	448	12,586
Personal Care Products	156	4,395
Reading	151	4,233
Newspapers	65	1,816
Magazines	31	868

Books	55	1,549
Tobacco	326	9,176
Cigarettes	294	8,258
Other Tobacco Products	33	919
Transportation	9,324	262,074
New Vehicle Purchase	2,305	64,773
Used Vehicle Purchase	1,573	44,212
Motorcycles (New And Used)	63	1,758
Vehicle Finance Charges	442	12,421
Gasoline And Oil	2,127	59,778
Vehicle Repair And Maintenance	726	20,418
Vehicle Insurance	1,070	30,069
Public Transportation	507	14,257
Other Transportation Costs	512	14,387
Utilities	3,321	93,344
Natural Gas	464	13,028
Electricity	1,221	34,330
Fuel Oil And Other Fuels	124	3,485
Telephone Service	1,130	31,757
Other Utilities	382	10,745
Gifts	1,163	32,696
Gifts Of Apparel	231	6,493
Gifts Of Apparel Accessories	29	822
Gifts Of Education	236	6,626
Gifts Of Recreation	79	2,227
Gifts Of Food And Beverages	108	3,041
Gifts Of Household Furnishings And Equipment	189	5,311
Gifts Of Household	49	1,384
Gifts Of Transportation	63	1,759
Gifts Elsewhere Unspecified	179	5,031
Personal Insurance	450	12,645
Contributions	1,614	45,369

Source: Applied Geographic Solutions, Thousand Oaks. CA