



The City of Newton, Illinois



The City of Newton was founded in 1835 and serves as county seat for Jasper County. The community's culture is deeply rooted in agriculture, strong morals and faith-based values. Community pride is evident by its attractive curb appeal and welcoming small-town feel. Newton has a TIF District and an Enterprise Zone and offers incentives to businesses locating or expanding in each. The current population is 2,819, but its Primary Trade Area, which covers a 12-mile radius around the city, contains 9,621 residents. Often times a drive-time ring is used to analyze the Primary Trade Area, but in this instance, a mile-radius is more representative of this population. It is located at the intersection of Illinois Routes 33 and 130. Projected sales tax revenue for 2014 is \$725,000.

At the present time, the City of Newton is a thriving agriculture, manufacturing, and service-oriented community. The city contains over 250 businesses employing nearly 1,500 people. Newton is home to manufacturers such as GSI, Evapco, and TPS. The city contains a number of service industries including three financial institutions, three agricultural implement dealers, four automotive dealers, three healthcare clinics, tax services, contractors, insurance companies and law offices. In addition, Newton is home to several branded establishments including Alco, Dollar General, IGA, Cobblestone Inn & Suites, Hardee's, Dairy Queen, and Subway.

Newton is the largest community in Jasper County; therefore it serves as a hub for countywide commerce. In addition, due to the consolidation of many smaller schools, Newton contains the majority of the educational facilities in the county (Pre-K through 12). Further, because it is the county seat, the City experiences an influx of visitors to the courthouse and county offices. Newton is also frequented by tourists visiting the many recreational facilities located in Jasper County, to include Sam Parr State Fish & Wildlife Area, Newton Lake State Fish & Wildlife Area, Prairie Ridge State Natural Area, and local hunting lodges, and to attend local festivals and events. According to the Illinois Tourism Bureau, in 2012 \$7.96 million was spent in Jasper County by tourists resulting in \$550,000 in state sales tax receipts (\$350,000 local tax receipts).



The City of Newton builds and maintains partnerships with its business community. The Mayor and City Council are willing to work with new and existing businesses to achieve success. Further,

the Jasper County Economic Development, Inc. (JEDI) work with businesses to align them with funding resources and training, along with serving as a sounding board and a support system. Our job is to assist in your success. Please contact Ken Larimore for more information on growing your business in Newton, Illinois.

Ken Larimore, MBA
Jasper County Economic Development, Inc.
Tel: (618) 783-3409
Email: larimore@illinois.edu



Market Profile

152 W Jourdan St, Newton, Illinois, 62448
Ring: 12 mile radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089
Longitude: -88.16191

		12 miles
Population Summary		
2000 Total Population		9,894
2010 Total Population		9,459
2013 Total Population		9,468
2013 Group Quarters		55
2018 Total Population		9,365
2013-2018 Annual Rate		-0.22%
Household Summary		
2000 Households		3,845
2000 Average Household Size		2.55
2010 Households		3,843
2010 Average Household Size		2.45
2013 Households		3,862
2013 Average Household Size		2.44
2018 Households		3,846
2018 Average Household Size		2.42
2013-2018 Annual Rate		-0.08%
2010 Families		2,734
2010 Average Family Size		2.90
2013 Families		2,729
2013 Average Family Size		2.89
2018 Families		2,698
2018 Average Family Size		2.88
2013-2018 Annual Rate		-0.23%
Housing Unit Summary		
2000 Housing Units		4,220
Owner Occupied Housing Units		75.6%
Renter Occupied Housing Units		15.5%
Vacant Housing Units		8.9%
2010 Housing Units		4,255
Owner Occupied Housing Units		75.5%
Renter Occupied Housing Units		14.8%
Vacant Housing Units		9.7%
2013 Housing Units		4,267
Owner Occupied Housing Units		74.4%
Renter Occupied Housing Units		16.1%
Vacant Housing Units		9.5%
2018 Housing Units		4,268
Owner Occupied Housing Units		74.4%
Renter Occupied Housing Units		15.7%
Vacant Housing Units		9.9%
Median Household Income		
2013		\$48,564
2018		\$52,540
Median Home Value		
2013		\$100,903
2018		\$125,141
Per Capita Income		
2013		\$22,943
2018		\$24,681
Median Age		
2010		42.6
2013		43.1
2018		44.3

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Households by Income		
Household Income Base		3,862
<\$15,000		13.9%
\$15,000 - \$24,999		13.3%
\$25,000 - \$34,999		9.6%
\$35,000 - \$49,999		14.3%
\$50,000 - \$74,999		23.6%
\$75,000 - \$99,999		11.7%
\$100,000 - \$149,999		12.0%
\$150,000 - \$199,999		0.7%
\$200,000+		1.0%
Average Household Income		\$56,180
2018 Households by Income		
Household Income Base		3,846
<\$15,000		13.1%
\$15,000 - \$24,999		11.5%
\$25,000 - \$34,999		8.9%
\$35,000 - \$49,999		12.5%
\$50,000 - \$74,999		25.1%
\$75,000 - \$99,999		14.1%
\$100,000 - \$149,999		12.8%
\$150,000 - \$199,999		0.9%
\$200,000+		1.1%
Average Household Income		\$60,031
2013 Owner Occupied Housing Units by Value		
Total		3,174
<\$50,000		20.3%
\$50,000 - \$99,999		29.3%
\$100,000 - \$149,999		22.7%
\$150,000 - \$199,999		14.4%
\$200,000 - \$249,999		7.2%
\$250,000 - \$299,999		3.1%
\$300,000 - \$399,999		2.2%
\$400,000 - \$499,999		0.3%
\$500,000 - \$749,999		0.3%
\$750,000 - \$999,999		0.0%
\$1,000,000 +		0.1%
Average Home Value		\$118,124
2018 Owner Occupied Housing Units by Value		
Total		3,174
<\$50,000		12.9%
\$50,000 - \$99,999		23.0%
\$100,000 - \$149,999		28.0%
\$150,000 - \$199,999		20.4%
\$200,000 - \$249,999		9.6%
\$250,000 - \$299,999		3.1%
\$300,000 - \$399,999		2.3%
\$400,000 - \$499,999		0.3%
\$500,000 - \$749,999		0.3%
\$750,000 - \$999,999		0.0%
\$1,000,000 +		0.0%
Average Home Value		\$133,415

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.

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2010 Population by Age		
Total		9,458
0 - 4		5.8%
5 - 9		6.6%
10 - 14		6.4%
15 - 24		11.5%
25 - 34		11.3%
35 - 44		11.3%
45 - 54		16.4%
55 - 64		13.3%
65 - 74		8.7%
75 - 84		5.7%
85 +		3.0%
18 +		77.2%
2013 Population by Age		
Total		9,468
0 - 4		5.6%
5 - 9		6.3%
10 - 14		6.4%
15 - 24		11.0%
25 - 34		11.7%
35 - 44		11.2%
45 - 54		15.3%
55 - 64		14.6%
65 - 74		9.4%
75 - 84		5.6%
85 +		2.9%
18 +		78.1%
2018 Population by Age		
Total		9,363
0 - 4		5.5%
5 - 9		6.0%
10 - 14		6.3%
15 - 24		10.1%
25 - 34		11.5%
35 - 44		11.4%
45 - 54		13.4%
55 - 64		15.7%
65 - 74		11.3%
75 - 84		5.8%
85 +		2.9%
18 +		78.7%
2010 Population by Sex		
Males		4,703
Females		4,756
2013 Population by Sex		
Males		4,722
Females		4,746
2018 Population by Sex		
Males		4,700
Females		4,664

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity		
Total		9,460
White Alone		98.6%
Black Alone		0.1%
American Indian Alone		0.1%
Asian Alone		0.2%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		0.6%
Hispanic Origin		0.8%
Diversity Index		4.3
2013 Population by Race/Ethnicity		
Total		9,468
White Alone		97.8%
Black Alone		0.4%
American Indian Alone		0.1%
Asian Alone		0.4%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		1.0%
Hispanic Origin		0.9%
Diversity Index		6.0
2018 Population by Race/Ethnicity		
Total		9,365
White Alone		97.8%
Black Alone		0.4%
American Indian Alone		0.1%
Asian Alone		0.4%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.3%
Two or More Races		1.0%
Hispanic Origin		0.9%
Diversity Index		6.1
2010 Population by Relationship and Household Type		
Total		9,459
In Households		99.4%
In Family Households		85.5%
Householder		28.9%
Spouse		24.0%
Child		29.4%
Other relative		1.4%
Nonrelative		1.8%
In Nonfamily Households		13.9%
In Group Quarters		0.6%
Institutionalized Population		0.6%
Noninstitutionalized Population		0.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Population 25+ by Educational Attainment		
Total		6,687
Less than 9th Grade		3.9%
9th - 12th Grade, No Diploma		6.4%
High School Graduate		38.4%
Some College, No Degree		22.7%
Associate Degree		13.4%
Bachelor's Degree		8.6%
Graduate/Professional Degree		6.6%
2013 Population 15+ by Marital Status		
Total		7,728
Never Married		23.0%
Married		59.0%
Widowed		7.0%
Divorced		11.0%
2013 Civilian Population 16+ in Labor Force		
Civilian Employed		90.9%
Civilian Unemployed		9.1%
2013 Employed Population 16+ by Industry		
Total		4,357
Agriculture/Mining		7.8%
Construction		4.4%
Manufacturing		16.6%
Wholesale Trade		3.0%
Retail Trade		12.6%
Transportation/Utilities		7.1%
Information		0.9%
Finance/Insurance/Real Estate		5.5%
Services		37.5%
Public Administration		4.7%
2013 Employed Population 16+ by Occupation		
Total		4,359
White Collar		52.1%
Management/Business/Financial		11.2%
Professional		15.6%
Sales		10.4%
Administrative Support		14.9%
Services		14.9%
Blue Collar		33.0%
Farming/Forestry/Fishing		2.2%
Construction/Extraction		4.4%
Installation/Maintenance/Repair		4.6%
Production		12.4%
Transportation/Material Moving		9.3%

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2010 Households by Type		
Total		3,843
Households with 1 Person		24.4%
Households with 2+ People		75.6%
Family Households		71.1%
Husband-wife Families		59.1%
With Related Children		22.2%
Other Family (No Spouse Present)		12.1%
Other Family with Male Householder		4.1%
With Related Children		2.4%
Other Family with Female Householder		8.0%
With Related Children		4.7%
Nonfamily Households		4.4%
All Households with Children		29.8%
Multigenerational Households		2.1%
Unmarried Partner Households		6.1%
Male-female		5.6%
Same-sex		0.5%
2010 Households by Size		
Total		3,842
1 Person Household		24.4%
2 Person Household		39.9%
3 Person Household		15.1%
4 Person Household		12.0%
5 Person Household		5.9%
6 Person Household		2.0%
7 + Person Household		0.8%
2010 Households by Tenure and Mortgage Status		
Total		3,843
Owner Occupied		83.6%
Owned with a Mortgage/Loan		39.4%
Owned Free and Clear		44.2%
Renter Occupied		16.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Prairie Living
2. Heartland Communities
3. Salt of the Earth

2013 Consumer Spending

Apparel & Services: Total \$	\$3,970,158
Average Spent	\$1,028.01
Spending Potential Index	45
Computers & Accessories: Total \$	\$690,086
Average Spent	\$178.69
Spending Potential Index	72
Education: Total \$	\$3,375,618
Average Spent	\$874.06
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$10,727,246
Average Spent	\$2,777.64
Spending Potential Index	85
Food at Home: Total \$	\$17,151,579
Average Spent	\$4,441.11
Spending Potential Index	88
Food Away from Home: Total \$	\$9,254,709
Average Spent	\$2,396.35
Spending Potential Index	75
Health Care: Total \$	\$16,593,297
Average Spent	\$4,296.56
Spending Potential Index	96
HH Furnishings & Equipment: Total \$	\$4,982,332
Average Spent	\$1,290.09
Spending Potential Index	72
Investments: Total \$	\$2,804,461
Average Spent	\$726.17
Spending Potential Index	35
Retail Goods: Total \$	\$80,993,310
Average Spent	\$20,971.86
Spending Potential Index	87
Shelter: Total \$	\$41,530,347
Average Spent	\$10,753.59
Spending Potential Index	66
TV/Video/Audio: Total \$	\$4,191,394
Average Spent	\$1,085.29
Spending Potential Index	84
Travel: Total \$	\$5,125,430
Average Spent	\$1,327.14
Spending Potential Index	72
Vehicle Maintenance & Repairs: Total \$	\$3,460,323
Average Spent	\$895.99
Spending Potential Index	82

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

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Tapestry Descriptions

Prairie Living neighborhoods are dominated by small, family-owned farms. Two-thirds of the households are composed of married couples with or without children. These residents have a median age of 41.6 years and 9 in 10 of these residents are white. More than 67 percent are in the labor force with a very low unemployment rate. Even though agricultural jobs are important to the local economy, 40 percent of the residents work in white-collar jobs and one in four residents are self employed. The median household income is \$42,803 and the median net worth of \$79,313. Eighty-four percent of residents aged 25 years and older have graduated from high school; the number of those who hold a Bachelor's or graduate degree is below the U.S. level.



Seventy-nine percent own their homes, with a median home value of \$103,090. Most housing is single-family; however, 11 percent are mobile homes. Approximately three-quarters of the households own two or more vehicles; one-third have three or more.

These residents make purchases that reflect their rural lifestyle including work boots and hunting clothes. They can fresh produce from their gardens and fill their separate freezers to feed their families through the rest of the year. They own riding mowers, garden equipment, and tools to service their vehicles and make home repairs. They tackle home improvement projects and own pets.

Many own satellite dishes because cable TV is not available in rural neighborhoods. They are loyal country music fans and tune in to radio and television for their favorite music. They enjoy hunting, fishing, horseback riding, target shooting, and riding ATVs. They tend to be political conservatives. They prefer domestic vehicles and serve on church boards, speak at public meetings, volunteer for charitable organizations and help with fundraising. These households shop for bargains; therefore Wal-Mart is, by far, their favorite retailer, followed by Kmart and JCPenney.

Heartland Communities are described as settled and close-knit individuals with a median age of 42.8 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Children are found in 30 percent of the households and diversity is minimal with nearly 9 in 10 residents being white. The median household income is \$35,160. Because of low home value, their median net worth is \$46,091. Forty percent of residents are employed in service industries. The percentage of the population aged 25 or older who has completed high school is higher than the U.S. level, but the percentage who has attended college is significantly lower than the U.S. figure.





Top Tapestry Segment Descriptions

These neighborhoods are found primarily in small towns in the Midwest and South. More than half of the housing units were built before 1960 and home ownership is at 71 percent. Median home value is less than half of the U.S. median and more than three-fourths of the housing is single-family dwellings.

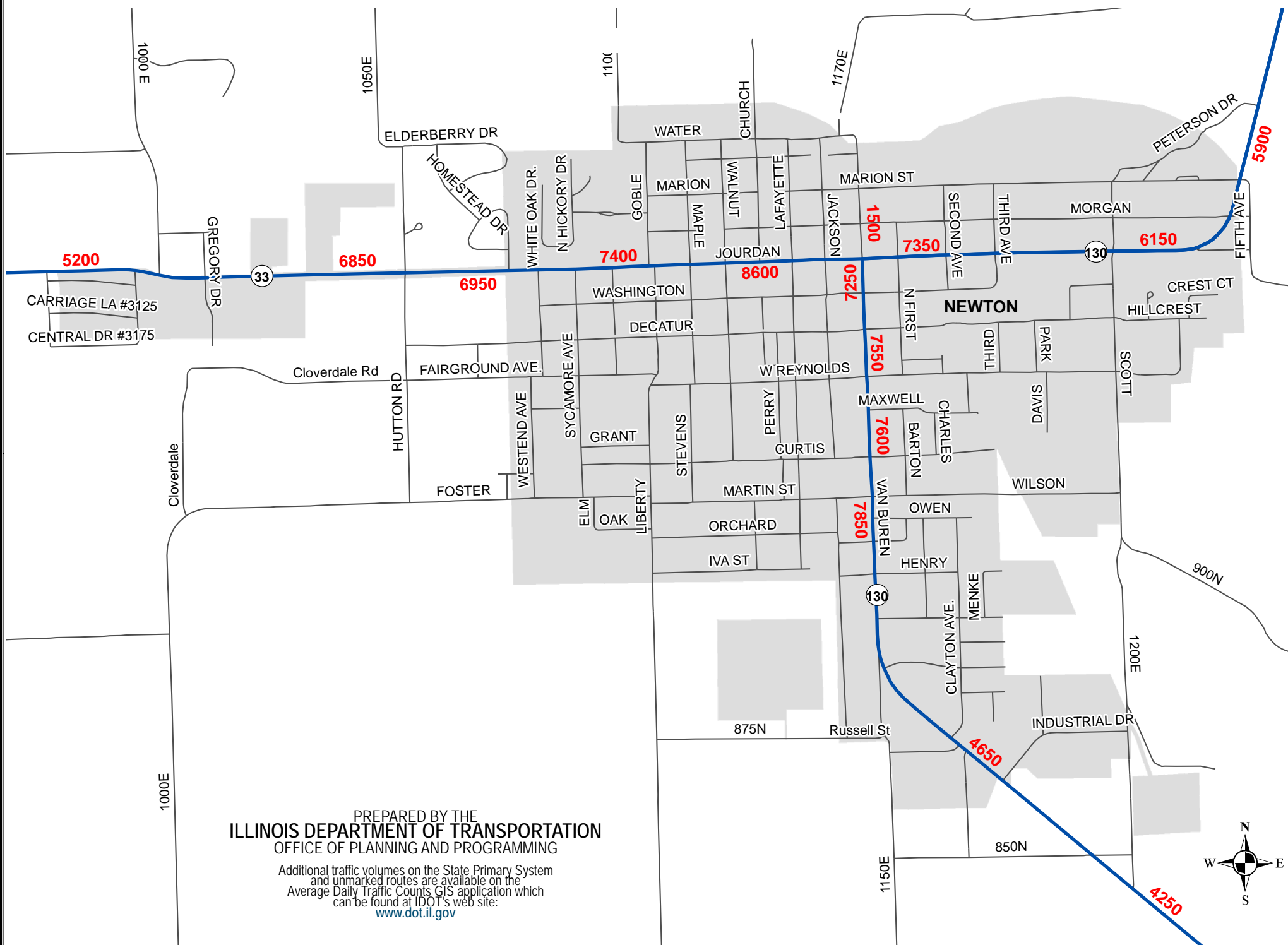
Residents invest time and money in their cherished homes and communities. They grow gardens, use riding lawnmowers on their large lots, and tackle home improvement projects. They shop at Ace Hardware, Lowe's, Wal-Mart and Kmart. Many residents order items from catalogs, QVC and Avon sales reps. Favorite restaurants include Golden Corral and Cracker Barrel. They go hunting and fishing. They subscribe to cable and usually watch news programs and movies on TV.

Salt of the Earth neighborhoods are the least diverse of all the Tapestry segments. They are settled, traditional and hardworking. Sixty-five percent of households are married couples with or without children with an average household size of 2.6 people. The median age is 41.8 years and the labor participation rate of these residents is higher than that of the U.S. A higher than average proportion of the population works in skilled labor occupations. Approximately 20 percent of them are employed in the manufacturing sector. The median household income of \$50,406 is slightly lower than the U.S. figure. The median net worth is \$104,721. Forty-one percent of residents aged 25 and older have attended college and 15 percent have earned a bachelor's or graduate degree. Eighty-four percent of residents own their homes with a median home value of \$124,189. Twenty-two percent of homes were built before 1940.



Salt of the Earth residents are independent and self-reliant, tackling small home improvement and remodeling projects. They spend money and time on their flower and vegetable gardens. Twenty-eight percent of households own three or more vehicles including a truck. Many own a motorcycle. This is one of the top Tapestry segments for owning or leasing multiple vehicles. They prefer domestic vehicles and do their own maintenance. They invest in annuities, certificates of deposit and U.S. savings bonds. They own two or more pets, either dogs or cats. They eat out at family restaurants including Bob Evans or Cracker Barrel. They often bake goodies at home and go fishing, hunting, target shooting and boating. They work out on indoor exercise equipment such as stationary bikes and treadmills. They read fishing and hunting magazines and listen to country music radio and follow NASCAR racing. Many own a satellite dish to watch CMT and the Speed Channel on. Their favorite TV programs include auto racing, horse racing, truck and tractor pulls/mud racing, and weekly sitcoms.

City of Newton - 2013 ADT's





Retail MarketPlace Profile

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Summary Demographics

2013 Population	9,468
2013 Households	3,862
2013 Median Disposable Income	\$37,528
2013 Per Capita Income	\$22,943

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$91,153,636	\$41,587,146	\$49,566,490	37.3	52
Total Retail Trade	44-45	\$83,602,679	\$38,717,638	\$44,885,041	36.7	43
Total Food & Drink	722	\$7,550,957	\$2,869,508	\$4,681,449	44.9	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,529,242	\$23,676,673	-\$8,147,431	-20.8	5
Automobile Dealers	4411	\$13,389,009	\$23,491,496	-\$10,102,487	-27.4	4
Other Motor Vehicle Dealers	4412	\$1,079,167	\$382,521	\$696,646	47.7	0
Auto Parts, Accessories & Tire Stores	4413	\$1,061,066	\$185,178	\$875,888	70.3	1
Furniture & Home Furnishings Stores	442	\$1,500,549	\$382,521	\$1,118,028	59.4	1
Furniture Stores	4421	\$910,468	\$381,611	\$528,857	40.9	1
Home Furnishings Stores	4422	\$590,081	\$0	\$590,081	100.0	0
Electronics & Appliance Stores	443	\$2,060,437	\$327,309	\$1,733,128	72.6	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,300,722	\$1,276,842	\$2,023,880	44.2	4
Bldg Material & Supplies Dealers	4441	\$2,560,417	\$529,802	\$2,030,615	65.7	3
Lawn & Garden Equip & Supply Stores	4442	\$740,304	\$747,040	-\$6,736	-0.5	1
Food & Beverage Stores	445	\$13,453,960	\$3,938,132	\$9,515,828	54.7	3
Grocery Stores	4451	\$12,134,614	\$1,271,527	\$10,863,087	81.0	1
Specialty Food Stores	4452	\$403,361	\$151,217	\$252,144	45.5	1
Beer, Wine & Liquor Stores	4453	\$915,985	\$2,515,388	-\$1,599,403	-46.6	1
Health & Personal Care Stores	446,4461	\$7,797,557	\$2,214,806	\$5,582,751	55.8	2
Gasoline Stations	447,4471	\$9,447,679	\$528,251	\$8,919,428	89.4	1
Clothing & Clothing Accessories Stores	448	\$4,014,016	\$1,410,633	\$2,603,383	48.0	3
Clothing Stores	4481	\$2,892,226	\$844,710	\$2,047,516	54.8	1
Shoe Stores	4482	\$650,326	\$0	\$650,326	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$471,465	\$565,923	-\$94,458	-9.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,025,855	\$1,105,796	\$920,059	29.4	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,629,301	\$1,105,796	\$523,505	19.1	7
Book, Periodical & Music Stores	4512	\$396,554	\$0	\$396,554	100.0	0
General Merchandise Stores	452	\$14,641,585	\$822,619	\$13,818,966	89.4	1
Department Stores Excluding Leased Depts.	4521	\$5,142,799	\$822,619	\$4,320,180	72.4	1
Other General Merchandise Stores	4529	\$9,498,786	\$0	\$9,498,786	100.0	0
Miscellaneous Store Retailers	453	\$2,068,941	\$2,550,448	-\$481,507	-10.4	11
Florists	4531	\$137,138	\$463,986	-\$326,848	-54.4	2
Office Supplies, Stationery & Gift Stores	4532	\$288,581	\$36,551	\$252,030	77.5	1
Used Merchandise Stores	4533	\$142,786	\$294,713	-\$151,927	-34.7	2
Other Miscellaneous Store Retailers	4539	\$1,500,436	\$1,755,199	-\$254,763	-7.8	6
Nonstore Retailers	454	\$7,762,136	\$483,607	\$7,278,529	88.3	3
Electronic Shopping & Mail-Order Houses	4541	\$6,517,010	\$0	\$6,517,010	100.0	0
Vending Machine Operators	4542	\$225,696	\$0	\$225,696	100.0	0
Direct Selling Establishments	4543	\$1,019,430	\$482,257	\$537,173	35.8	3
Food Services & Drinking Places	722	\$7,550,957	\$2,869,508	\$4,681,449	44.9	9
Full-Service Restaurants	7221	\$3,320,317	\$1,475,167	\$1,845,150	38.5	5
Limited-Service Eating Places	7222	\$3,556,636	\$1,005,286	\$2,551,350	55.9	2
Special Food Services	7223	\$346,115	\$0	\$346,115	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$327,890	\$389,055	-\$61,165	-8.5	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

March 29, 2014



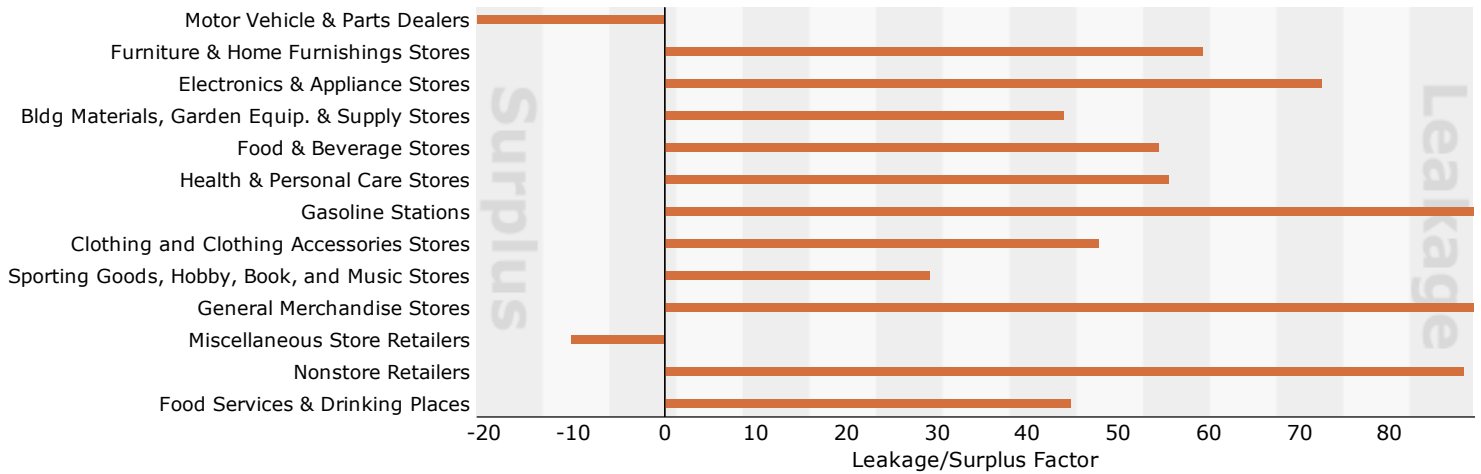
Retail MarketPlace Profile

152 W Jourdan St, Newton, Illinois, 62448
Ring: 12 miles radius

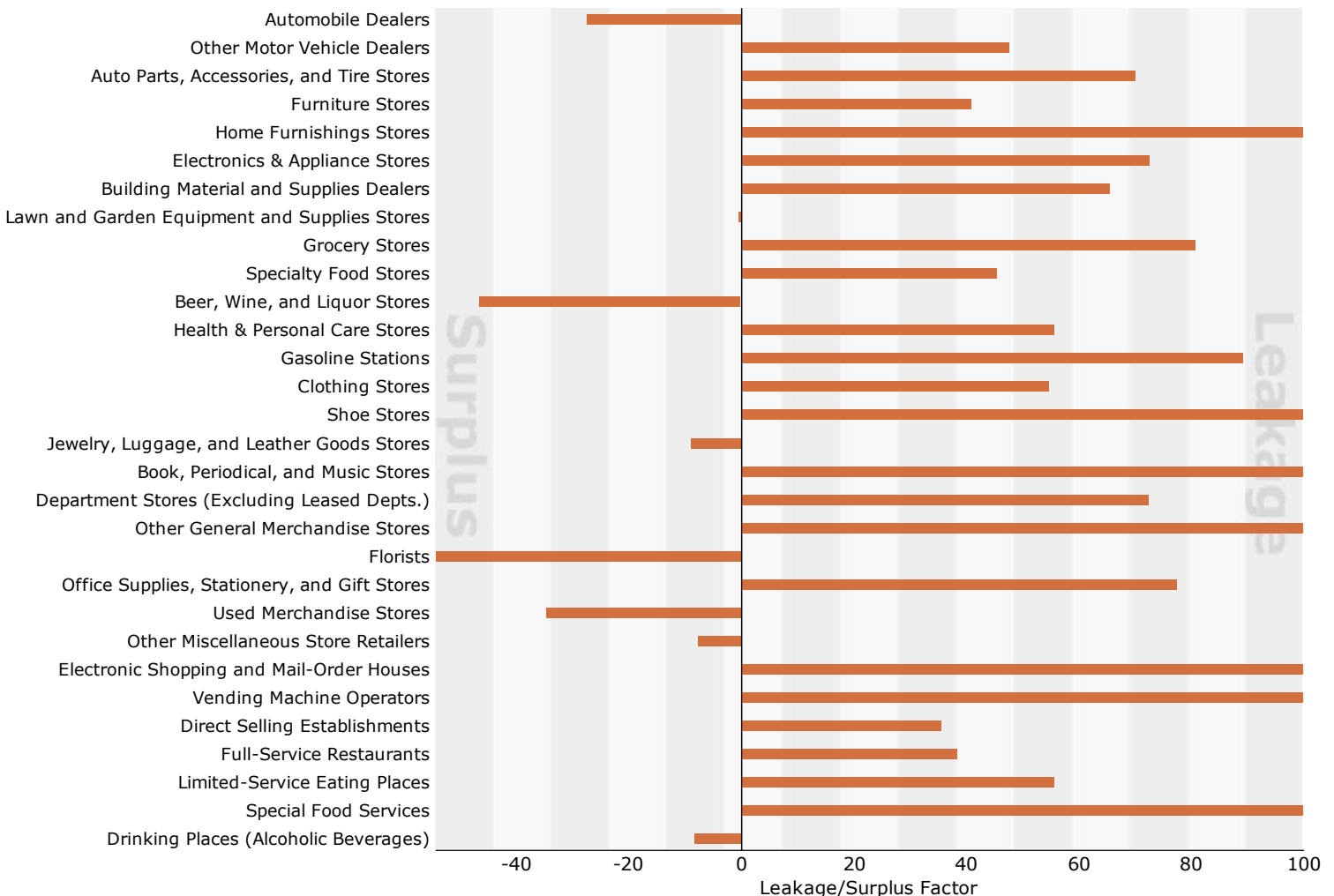
Contact Ken Larimore at (618)783-3409

Latitude: 38.99089
Longitude: -88.16191

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

March 29, 2014



Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2013	2018
Prairie Living	42.5%	Population	9,468	9,365
Heartland Communities	32.1%	Households	3,862	3,846
Salt of the Earth	18.1%	Families	2,729	2,698
Rooted Rural	7.3%	Median Age	43.1	44.3
Southern Satellites	0.1%	Median Household Income	\$48,564	\$52,540
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		45	\$1,028.01	\$3,970,158
Men's		44	\$186.21	\$719,126
Women's		39	\$313.18	\$1,209,489
Children's		55	\$202.64	\$782,598
Footwear		36	\$154.56	\$596,896
Watches & Jewelry		64	\$95.52	\$368,887
Apparel Products and Services (1)		80	\$75.91	\$293,164
Computer				
Computers and Hardware for Home Use		72	\$146.99	\$567,676
Portable Memory		66	\$5.06	\$19,538
Computer Software		68	\$13.41	\$51,786
Computer Accessories		79	\$13.23	\$51,086
Entertainment & Recreation		85	\$2,777.64	\$10,727,246
Fees and Admissions		56	\$352.29	\$1,360,527
Membership Fees for Clubs (2)		56	\$93.91	\$362,684
Fees for Participant Sports, excl. Trips		54	\$63.31	\$244,493
Admission to Movie/Theatre/Opera/Ballet		56	\$88.02	\$339,951
Admission to Sporting Events, excl. Trips		65	\$40.61	\$156,851
Fees for Recreational Lessons		53	\$65.90	\$254,499
Dating Services		123	\$0.53	\$2,050
TV/Video/Audio		84	\$1,085.29	\$4,191,394
Cable and Satellite Television Services		90	\$780.04	\$3,012,503
Televisions		72	\$114.76	\$443,216
Satellite Dishes		118	\$1.86	\$7,180
VCRs, Video Cameras, and DVD Players		67	\$8.58	\$33,119
Miscellaneous Video Equipment		45	\$3.47	\$13,410
Video Cassettes and DVDs		75	\$26.47	\$102,243
Video Game Hardware/Accessories		77	\$20.88	\$80,628
Video Game Software		74	\$21.92	\$84,662
Streaming/Downloaded Video		52	\$1.94	\$7,487
Rental of Video Cassettes and DVDs		72	\$19.64	\$75,860
Installation of Televisions		51	\$0.44	\$1,706
Audio (3)		68	\$79.16	\$305,707
Rental and Repair of TV/Radio/Sound Equipment		127	\$6.13	\$23,673
Pets		125	\$665.14	\$2,568,765
Toys and Games (4)		81	\$112.43	\$434,215
Recreational Vehicles and Fees (5)		98	\$221.41	\$855,076
Sports/Recreation/Exercise Equipment (6)		81	\$145.19	\$560,707
Photo Equipment and Supplies (7)		76	\$59.16	\$228,484
Reading (8)		81	\$124.59	\$481,167
Catered Affairs (9)		46	\$12.15	\$46,911
Food		83	\$6,837.46	\$26,406,288
Food at Home		88	\$4,441.11	\$17,151,579
Bakery and Cereal Products		90	\$633.39	\$2,446,145
Meats, Poultry, Fish, and Eggs		86	\$949.07	\$3,665,318
Dairy Products		92	\$494.33	\$1,909,086
Fruits and Vegetables		81	\$771.82	\$2,980,768
Snacks and Other Food at Home (10)		92	\$1,592.51	\$6,150,261
Food Away from Home		75	\$2,396.35	\$9,254,709
Alcoholic Beverages		68	\$362.40	\$1,399,585
Nonalcoholic Beverages at Home		92	\$433.81	\$1,675,390

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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 29, 2014



Retail Goods and Services Expenditures

152 W Jourdan St, Newton, Illinois, 62448
Ring: 12 miles radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089
Longitude: -88.16191

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	35	\$726.17	\$2,804,461
Vehicle Loans	85	\$3,253.14	\$12,563,632
Health			
Nonprescription Drugs	108	\$133.95	\$517,330
Prescription Drugs	111	\$536.49	\$2,071,906
Eyeglasses and Contact Lenses	99	\$85.55	\$330,377
Home			
Mortgage Payment and Basics (11)	70	\$6,637.39	\$25,633,615
Maintenance and Remodeling Services	90	\$1,459.08	\$5,634,961
Maintenance and Remodeling Materials (12)	137	\$396.59	\$1,531,646
Utilities, Fuel, and Public Services	88	\$4,463.20	\$17,236,891
Household Furnishings and Equipment			
Household Textiles (13)	74	\$78.54	\$303,339
Furniture	78	\$376.15	\$1,452,678
Rugs	69	\$17.44	\$67,352
Major Appliances (14)	99	\$273.77	\$1,057,302
Housewares (15)	70	\$51.92	\$200,505
Small Appliances	89	\$39.70	\$153,311
Luggage	54	\$4.80	\$18,532
Telephones and Accessories	62	\$33.53	\$129,508
Household Operations			
Child Care	60	\$264.26	\$1,020,565
Lawn and Garden (16)	107	\$455.51	\$1,759,177
Moving/Storage/Freight Express	59	\$38.42	\$148,361
Housekeeping Supplies (17)	92	\$654.22	\$2,526,596
Insurance			
Owners and Renters Insurance	95	\$469.50	\$1,813,222
Vehicle Insurance	80	\$950.02	\$3,668,959
Life/Other Insurance	104	\$452.81	\$1,748,744
Health Insurance	94	\$2,340.78	\$9,040,082
Personal Care Products (18)	79	\$353.02	\$1,363,358
School Books and Supplies (19)	83	\$154.72	\$597,514
Smoking Products	125	\$609.17	\$2,352,611
Transportation			
Vehicle Purchases (Net Outlay) (20)	89	\$3,217.06	\$12,424,296
Gasoline and Motor Oil	94	\$2,903.98	\$11,215,165
Vehicle Maintenance and Repairs	82	\$895.99	\$3,460,323
Travel			
Airline Fares	55	\$254.00	\$980,936
Lodging on Trips	77	\$329.30	\$1,271,740
Auto/Truck/Van Rental on Trips	59	\$20.00	\$77,222
Food and Drink on Trips	76	\$333.57	\$1,288,242

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.

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March 29, 2014



Retail Goods and Services Expenditures

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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 and Supplies** 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 expenses 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/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, stationery, 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, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases** (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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March 29, 2014



Local Incentives

The Local Incentives section displays valuable information for current and prospective businesses. This section gives a brief overview of what programs and assistance are available to those interested in growing or locating a business within the Newton TIF District. Specific inquiries can be made to Ken Larimore available at (618) 783-3409 or by emailing larimore@illinois.edu.

TIF District Incentives

The Newton TIF District was created in 2008 (expires in 2031 if not extended). This area included within the TIF boundaries also includes two Industrial Park Conservation (IPC) Areas located on the west (48 acres) and south (52 acres) parts of the community. TIF funds can be used to assist with land assembly and site preparation, which includes acquisition of land, demolition of structures, and ground level site preparation (parking lots and other concrete or asphalt barriers, clearing and grading of land) in order to induce private investment. The TIF Plan also allows the City to make necessary public utility improvements to serve the needs of and retain existing users and to induce private investment into the area. The City can assist in private renovation of existing buildings, including a façade improvement program. TIF funds can also be used to cover the cost of job training and retraining projects implemented by the businesses located within the TIF District or to cover interest costs incurred by a redeveloper related to the construction, renovation or rehabilitation of a redevelopment project as long as the project meets certain criteria.

Enterprise Zone Incentives

The TIF District overlaps the City of Newton/Jasper County Enterprise Zone in certain locations. For businesses locating within the Enterprise Zone that fall in certain SIC codes, property tax abatement is available. The schedule is as follows:

First 2 years	100% abatement
Third year	80% abatement
Fourth year	60% abatement
Fifth year	40% abatement
Sixth year	20% abatement
Seventh year	0% abatement

A sales tax exemption will be granted for all businesses located in the Zone which exempts the business from the 6.25% states sales tax for tangible personal property to be used or consumed within the Zone. Eligible businesses will receive a .5 percent credit against the state income tax for investments in qualified property which is placed in service within the Zone and eligible businesses will receive fee waivers for water and sewer connections for property which is placed in service within the Zone.



Financing Assistance

Many financing options are available to expanding and new businesses. The City of Newton has a Revolving Loan Fund that is often used by local businesses. South Central Illinois Regional Planning and Development Commission (SCIRPDC) have several programs including: Rural Business Initiative (RBI) Loans, Title IX Revolving Loans, and Commission Section 504 Certified Development Company Loans and Bank Loan Guarantees (SBA 7(a) and Rural Development Loans). More information can be found at SCIRPDC's website (<http://www.scirpdc.com/newfinassistprivate.htm>). The Illinois Department of Commerce and Economic Opportunity has several grant, loan, tax credit and job training programs available. More information can be found at www.illinois.gov/dceo. The USDA Rural Development offers several different grant and loan programs for businesses to utilize. More information can be sought at www.rurdev.usda.gov/IL_BusinessPrograms.html.

Illinois Small Business Development Centers (SBDC)

Our local SBDC is located at the Illinois Eastern Community Colleges office in Olney. The friendly staff can provide several personalized services, including one-on-one business counseling, feasibility studies, business planning, marketing/research, business management, loan structuring, and financial analysis. The SBDC can also provide additional financial resources, including SBA programs and venture capital funds. The SBDC provides several free or low-cost training and education opportunities. More information can be found at <http://www.illinois.gov/dceo/SmallBizAssistance/BeginHere/Pages/SBDC.aspx>.

City of Newton Zoning and Permitting

The zoning plan helps to guide the growth and development in the community and insures an investor that there are proper guidelines in each area.

The building permit process is streamlined to provide quick response with goals to encourage safe structures. Forms for building and zoning are available under the "Download Forms" tab on the City's website (www.cityofnewtonil.com).

City of Newton Utilities and Services

The City of Newton provides electric, water and sewer services to its residents. Cable television, high speed internet and digital telephone services can be obtained through NewWave Communications. Garbage/sanitation services are provided by Republic Services. Gas is provided by AmerenCIPS. Telephone service is provided by Frontier Communications. Visit http://www.cityofnewtonil.com/city_services.htm to find out more information on service rates and providers.