



Town of McCordsville, Indiana Economic Development Plan

***McCordsville Redevelopment Commission
June 1, 2006***

Adopted as Amended September 9, 2008

Adopted as Amended August 10, 2010

Adopted as Amended September 13, 2011

Adopted as Amended September 11, 2012

Adopted as Amended September 10, 2013

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Adopted as Amended September 8, 2015

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Introduction

The McCordsville Redevelopment Commission (RDC) was established by ordinance on March 11, 2004, and has all the powers as set forth by IC 36-7-14 and IC 36-7-25. The Town Council established the Redevelopment Commission because it believed it would benefit the public health, safety, morals, and welfare, and increase the economic well-being of the Town and serve to protect and increase property values within the Town of McCordsville.

Within the Town of McCordsville, the RDC consists of a five member panel. Robert's Rules of Order is recognized as the format for conducting meetings. Decisions are made by vote, with motions receiving approval via a majority vote, when a quorum of members is present.

This revision includes RDC members Suzanne Short, chair; Shelley Haney, Brian Hurley, Bryan Burney and Shannon Walls (representing the MVCSC).

The Town Council believed when the economic development plan was first adopted that there was a lack of balance between residential growth and commercial, retail and industrial development. As a result of this condition, the RDC was charged with igniting growth for the non-residential sector of the Town of McCordsville, and was willing to undertake all economic avenues within their legal power to diversify the Town's tax base. The RDC completed the Town's first Tax Increment Financing (TIF) District (Brookside District) in 2009 as part of encouraging economic development and the RDC just completed the process of establishing a second TIF district along Broadway (also known as SR 67). (See Appendix II – Broadway and Brookside TIF promotional materials). In the first five years after the adoption of this plan, the Town saw substantial growth in the commercial/retail sector. Several retail centers opened and several more were on the drawing board. However, the economic downturn which occurred following the 2008 revision brought new challenges to the RDC's mission. Those "downturn" challenges are again being replaced by increased economic growth and the potential to once again look at growing various sectors, such as health care, commercial, retail and light industrial.

Vision

The Town of McCordsville envisions becoming the business hub of Northwest Hancock County for the life sciences, information technology, logistics, health care and light manufacturing industries. We will develop our community to provide neighborhood commercial, regional commercial, light industrial and industrial employment opportunities for our residents without losing our small town atmosphere.

Approach

We will accomplish this vision by promoting our strengths and focusing our economic development dollars on overcoming our obstacles. We will partner with other towns, the County, related governmental entities, utility companies, service providers, the Mt. Vernon Community School Corporation (MVCSC), landowners, Master Developers and existing local business owners in order to gain a competitive advantage in attracting businesses to our town. We will take full advantage of the tools available to us and utilize the authority of the Redevelopment Commission as provided under Indiana Law. Part of this approach was the development and implementation of a Marketing and Branding Campaign. This was accomplished on March 6, 2008 when the Town's Branding and Marketing efforts were unveiled at an event at the Indiana State Museum. "Next Stop McCordsville" has become the tagline for the Town's economic development efforts. Implementation of the plan is an ongoing effort. As a follow-up to the 2008 effort, an updated flyer and public relations effort was undertaken through email, web pages and social media sites in the Summer of 2015.

Advantages

1. Our location adjacent to the northeast corner of Marion County and the southeast corner of Hamilton County places us in the path of growth.
2. Our proximity to three major interstates, Interstate 70, Interstate 69, and Interstate 465 establishes us as a transportation connection point and provides easy accessibility to shipping/transportation thoroughfares to the north, east and west.
3. Increased future transportation opportunities which will be created by the realignment of County Road 600 West with improved traffic flow and an intersection that will be a "five points" interchange joining two State Roads with a new North-South Corridor.
4. The CSX rail lines that bisect the Town are an additional benefit to our ability to provide shipping alternatives to businesses.
5. We are within five miles of the Indianapolis Regional Airport (formerly called the Mount Comfort Airport), and within 10 miles of the Indianapolis Executive Airport. These airports have capabilities of accommodating private passenger planes and cargo carriers that may benefit businesses within our Town.
6. Our Town is served by the Mt. Vernon Community School Corporation, which is situated in the northwest corner of Hancock County, Indiana. This suburban-rural school community abuts Marion, Madison, and Hamilton counties. Mount Vernon Community Schools also offer a special computer training center, which is the only such laboratory in the County.
7. The Town's Advisory Plan Commission became the sole planning jurisdiction for the Town in 2011 and the Building Department functions were brought in-house in January 2012. A full-time building inspector is on staff and in 2013 the Town hired its long time contract engineer as a full time employee and hired the first Director of Planning and Building. Builders no longer have to deal with both the Town and the County for new projects making the process simpler and more efficient.
8. Technology is strong in McCordsville, with broadband capabilities and the availability of 'Fiber to the Home' (FTTH) technology and 100 Gig Ethernet Service. The area is competitively served by multiple providers.
9. With approximately 2131 "roof tops," McCordsville has the population to support new business and industry or manufacturing endeavors. The 2010 Census was very important to McCordsville. The Town's population between 2000 and 2010 grew 323%, one of the greatest population gains (by percentage) in the State, and now the second largest municipality solely within Hancock County. This new certified population number will allow for additional revenue distributed by the State as well as allow for additional alcohol beverage permits. However, based on the MVCSC multiplier of 2.9 persons per home our current population estimate is near 6,200.

Appendix II provides useful ESRI vital statistics.

10. County Road 600 West (Mount Comfort Road) from County Road 1000 North to County Road 500 North is under the control of the Town of McCordsville. The Town's Street Department is able to provide the necessary care and maintenance of the road in a more timely manner than when under Country control..
11. The Opportunity Areas Study done in 2012 and further refined in 2013 helped identify available infrastructure within the Town and target areas for the Town's future growth. This document will be a tool not only for the Town, but for developers and planners who want to understand the Town's capabilities and desires for future development. A copy of the Opportunity Areas Impact Analysis or the South District Area Impact Analysis can be obtained by contacting Tonya Galbraith at 335-3151 or tgallbraith@mccordsville.org.
12. Stormwater conveyance and the natural drainage system for the Town are provided by a series of ditches which are Legal Drains, and run through the Town's boundaries. The Town established a Stormwater

Utility in 2006 and has approved a Stormwater Management Ordinance. The Town serves as the Municipal Separate Storm Sewer Conveyance (MS4) entity.

Challenges

1. The CSX rail lines that bisect the Town constrict surface vehicular traffic flow on County Road 750 North, County Road 600 West (Mount Comfort Road), and County Road 500 West.
2. Our other two major thoroughfares, State Road 67 (West Broadway), and State Road 234 are controlled by the State. Improvements to these roads must be coordinated and funded by the controlling entity. This will necessitate long term planning to support targeted growth.
3. One historic cemetery which is located along County Road 600 West (Mount Comfort Road) provides widening or realignment challenges. A Township Park along the same thoroughfare may be subject to Historic Preservation determination, based upon the history surrounding the site.
4. The Town's most important intersection at County Road 600 West (Mount Comfort Road) and State Road 67 (Broadway) will need major improvements for full turning movements, accel/decel lanes, and vehicle stacking.
5. The continued effects of the Constitutional Property Tax Caps (or Circuit Breaker Credit) on the Town's revenue stream.
6. The unknown timeline for the construction of the County Road 600 West road realignment causes uncertainty among developers who may wish to enter the McCordsville market.
7. Changes in State Law will make town-initiated annexations much more difficult. We will need to look at our outreach plans and strive for voluntary annexations or town-initiated annexations involving a friendly land-owner.

Accomplishments since last update

1. The RDC worked with Nine Star Connect to launch a stand-alone Economic Development website for the purpose of drawing attention to the Town's attractive location, amenable development environment and sites. The site can be accessed via the following URL's: www.nextstopmccordsville.com, www.nextstopmccordsville.org or www.nextstopmccordsville.net. This was our number one priority last year.
2. The RDC recommended involuntary annexation of the Indianapolis Regional Airport property to the Town Council after exploratory discussions with Airport Leadership. This action supported our number 2 priority. However, this action was terminated while the Town's leaders and the County's leaders work out details of the CR 600W road realignment.
3. The RDC worked with the Town Council to establish the Broadway TIF area to stimulate redevelopment of the corridor. This action supported our number 3 priority.
4. In addition to establishing this new TIF district, the RDC also engaged Ratio Design to develop marketing brochures for both the Brookside and Broadway TIF districts. These brochures were completed and distributed to developers. They are also available at the Town's website and the newly launched Economic Development website referenced in item one above.
5. The RDC issued an Economic Development Bond to support the construction of the planned Hancock Regional Hospital Wellness Center expansion project. This project broke ground in late 2014 and will open for use in early 2016. This action supported our number 4 priority.
6. The RDC created a Façade Grant program that could become active in January 2016. The program will be administered by the Town Manager and the RDC with applications being accepted and reviewed twice yearly.
7. The RDC supported and encouraged the Town Council's South District Annexation, which was finalized in January of 2015.

Priorities (Listed in priority order)

1. Transportation Improvements and Initiatives:

1a. Support acceleration of the County Road 600 West Road Realignment:

Create improved traffic flow and provide new transportation nodes for development opportunities and support promotion of new commercial development via the improved roadway network when it occurs. Further, we will continue to maintain and improve the current County Road 600 West.

1b. Proactively work with INDOT to improve State Road 67 (Broadway):

Attention should be focused at the intersection of County Road 750 North and extending east toward Fortville, especially the intersections at County Road 600 West (Mount Comfort Road), State Road 234, and County Road 500 West. Grant funds have been acquired to help with intersection improvements at West Broadway and County Road 600 West. These improvements would add north and south bound turn lanes, the lights would be re-timed and traffic stacking would be reduced.

1c. Support improvement of County Road 800 North from County Road 600 West (Mount Comfort Road) to County Road 700 West:

Intersection improvements at County Road 600 West (Mount Comfort Road) and necessary infrastructure expansion considerations to accelerate light industrial and commercial development in this area are vital to the Town's economic development. During 2014 a passing blister at the intersection of County Road 600 West and County Road 800 North was installed thereby helping to alleviate northbound traffic stacking. Pavement improvements to both roads also occurred in 2014. We will pay particular attention to strategies for future development which provide contiguity to Interstate 69 and I-70, as well as contiguity to State Road 234.

1d. The Central Indiana Transportation Initiative (Indy Connect):

Launched in the winter of 2010, this initiative is a comprehensive look at mass transit and includes bus and express bus, expanded roadways and bike/pedestrian paths, within the six county central Indiana region. The development of the Northeast Corridor from downtown Indianapolis to Fishers or Lawrence could have a direct effect on McCordsville. Our geographic proximity to the proposed route means we can be one of the first communities to connect through bus lanes or other forms of transportation. We need to be ready to do so.

1e. Use of CSX track as a commuter rail line:

Continue dialogue with state legislators, the Central Indiana Regional Transit Authority, the Indianapolis Metropolitan Development Authority and neighboring business and local leaders regarding the use of the CSX track as a commuter rail line. The line currently runs from Muncie to Indianapolis, but there needs to be active discussions by stakeholders on its potential to serve as a commuter line, as well as a shipping line.

1f. Continue the Recreational Trail/Multi-Use Path

The first phase of the Town's Regional Trail was completed in 2015. The second phase, a pedestrian bridge, will be completed in 2016/2017. Continued dialogue with the Metropolitan Planning Organization (MPO) and the Town's Park Board will be needed to determine future sections of the path.

2. Focus redevelopment attention along the "Old Town" commercial corridor:

Redevelopment attention should focus on the area from County Road 750 North to County Road 600 West along Broadway (State Road 67). Several worthy projects have started the redevelopment of the corridor, but economic development incentives focused in this area could help to bring quality commercial development to the oldest area of the Town. In July of 2012 the McCordsville Town Council authorized entering into a contract to allow for Ball State University's Center for

Community Based Projects, to provide a plan or vision for the Town Center area. The Town now has a proactive vision and a tool to show interested developers what we would like to see in the Old Town area. In order to promote growth and redevelopment in the Old Town and Town Center area, the Town should use all tools available, including Tax Increment Financing and Tax Abatement where appropriate. This may be partially accomplished by the recent formation of the Broadway TIF District.

Further, the Town should consider redeveloping the Depot Street Railroad crossing, located in the “Old Town” section, to help stimulate connectivity with the walking connectivity plan developed by the McCordsville Parks Board. In the summer of 2012 the Town of McCordsville received a \$150,000 Recreational Trails Grant through the Department of Natural Resources. This grant supports connecting the sections of the multi-use path north of the railroad track and has been completed. The construction of a pedestrian bridge is the next phase of the path project and construction should occur in 2015/2016. The Town is in the process of applying for additional grant funding to begin connecting to the south.

3. Continuing to invest in promotion and brand awareness:

Roll-out and publicize Economic Development website and TIF promotion pieces.

4. Encourage annexation of adjoining properties:

Focus on areas which make positive economic contributions to the Town. The leadership of the Town successfully annexed the South District Area Annexation, bringing the Town’s southern border down to CR 500N.

Considerations (Not listed in order of priority)

- **Further commercial development within the Town’s limits and/or increase the limits of the Town to capture existing Commercial Development:**
 - The potential for accomplishing this consideration relies on the Town Council's decision to continue looking at growth potential in all areas near the Town.
- **Commercial and industrial trends that may become a new fit for the Town’s economic development.** The proposed construction of a senior living facility in 2016 is one such trend.
- **Development of Fishers to our North, Fortville to our East, and Lawrence to our West.**
- **Potential expansion of any air-related service.**
- **Indiana State legislative action that we can use to create an advantage in attracting businesses to our community.**
- **Federal programs that will help us set our community apart from surrounding communities to attract business.**
- **Emerging technologies:**
 - Technologies beneficial for attracting cutting edge users to our Town, i.e. Wireless internet connections, Fiber to the Home (FTTH), increased data transmission speeds for properties along the Mt. Comfort Road Corridor, Bio-Technologies, supply points for renewable energy sources, battery technology, etc. should all be explored.

Population Projections

(From the Town of McCordsville Comprehensive Plan adopted Jan. 11, 2011)

The McCordsville 2011 Steering Committee examined the different population projections in light of current development in the Town, looking closely at the number of lots which have been recently approved and platted. A projected population firmly based on a series of build-out scenarios continues to be the most useful tool for

measuring the amount of growth that the Town of McCordsville is likely to experience. Similar to the process used in 2005 to update the Town's Master Plan, this plan's population projections make use of a set of build-out scenarios. This is described in greater detail in Chapter 2 of the McCordsville Comprehensive Plan, which can be found on the Town of McCordsville's website at

http://www.mccordsville.org/egov/docs/1295560156_11840.pdf.

To reconstruct the Town's build-out scenarios, the amount of land in each land use classification was recalculated to reflect the land use designations presented by the Town's Future Land Use Map, which is described in greater detail in Chapter 4 of the McCordsville Comprehensive Plan which can be found on the Town of McCordsville's website at http://www.mccordsville.org/egov/docs/1295560156_11840.pdf.

The population was calculated using the maximum density planned for each land use category and the current figure for the number of people per housing unit (2.9). Under this construction, the population of the planning area, at build-out, would be approximately 18,500 persons.

Referring to the population projections produced when using the exponential growth formula, the Town's current planning area would be completely built-out around the year 2025 with respect to residential development. If the planning area were to build-out at the lowest residential density planned for each land use category, the planning area would be home to approximately 10,000 persons. If the planning area were to build-out at the highest density planned for each residential land use category, the planning area would include approximately 18,500 persons. In order to accommodate the projected population of 51,000 persons by the year 2035, **which is beyond the planning horizon contemplated by the Comprehensive Plan**, one or more of the following would have to occur:

- Extend the planning area boundary. This can be accomplished by incorporating areas into the Town that are currently outside the corporate boundaries.
- Increase the planned density associated with each land use category (established in the McCordsville Zoning Ordinance); and/or
- Convert lower density residential areas to higher density residential areas.

Key Facts

The Town of McCordsville is a close-knit community poised for dramatic growth in the next few years making it the next stop for economic development. The Town has a community plan that will create an extraordinary new town center and terrific neighborhoods for families to live, work and play, while maintaining existing values. The Town seeks to have balanced and diversified tax base growth (residential, commercial and business park) as well as to have the ability to control growth around existing incorporated Town boundaries.

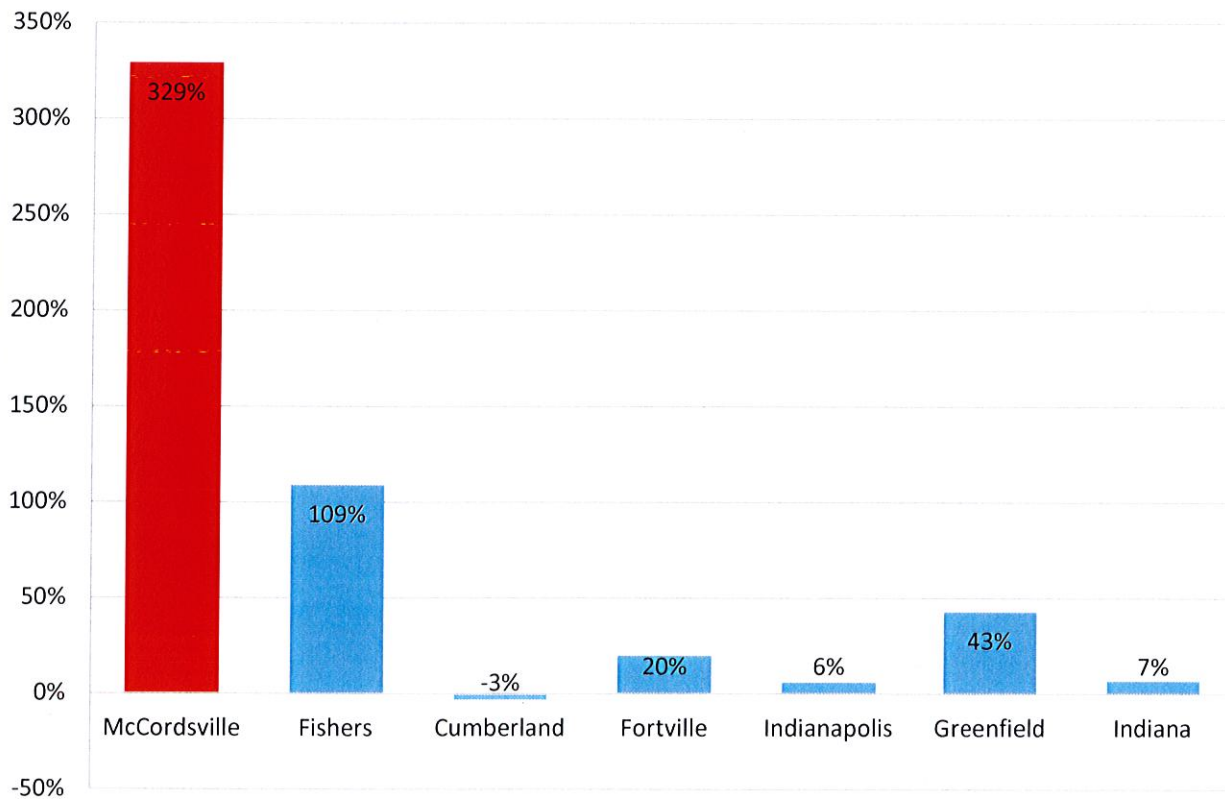
Population Summary

Population 5,922 (end of 2014)* Estimate based upon 2010 US Census and Town permit data

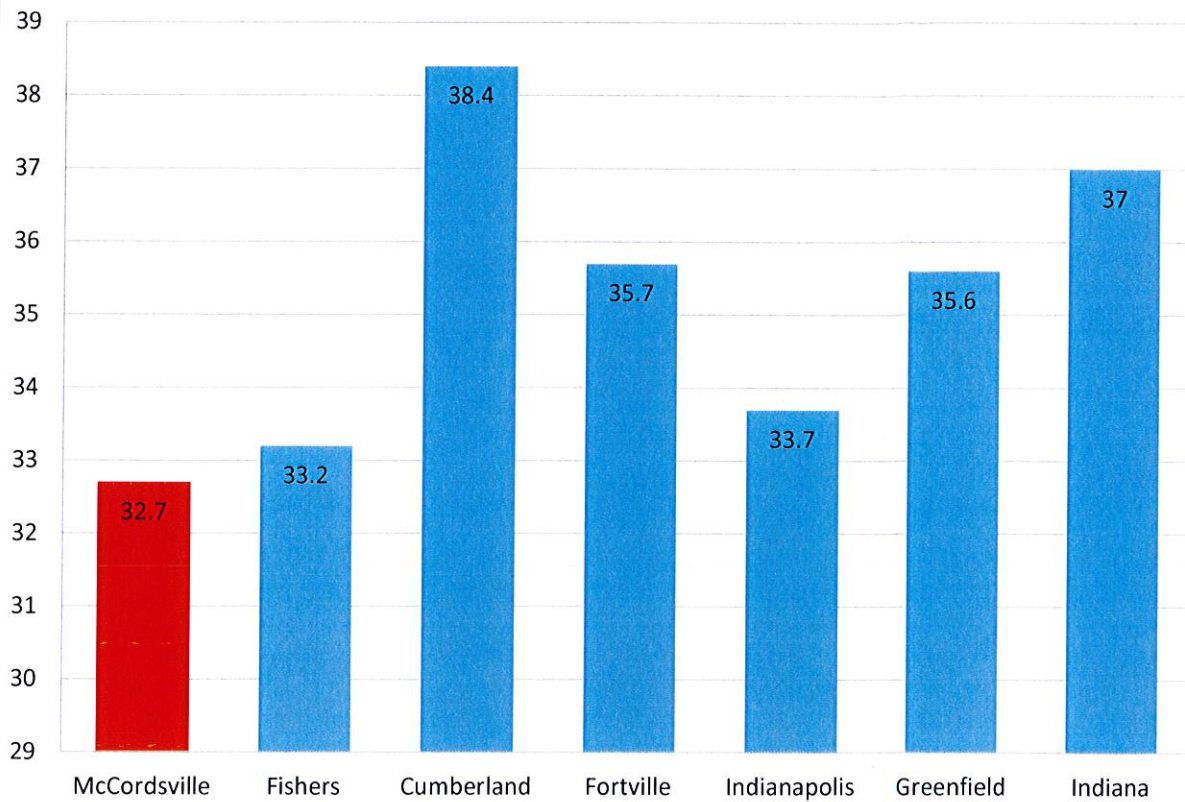
Population Growth 2000-2013: 329% *US Census Data

Source: 2013 American Community Survey & US Census Bureau

Population Growth 2000-2013

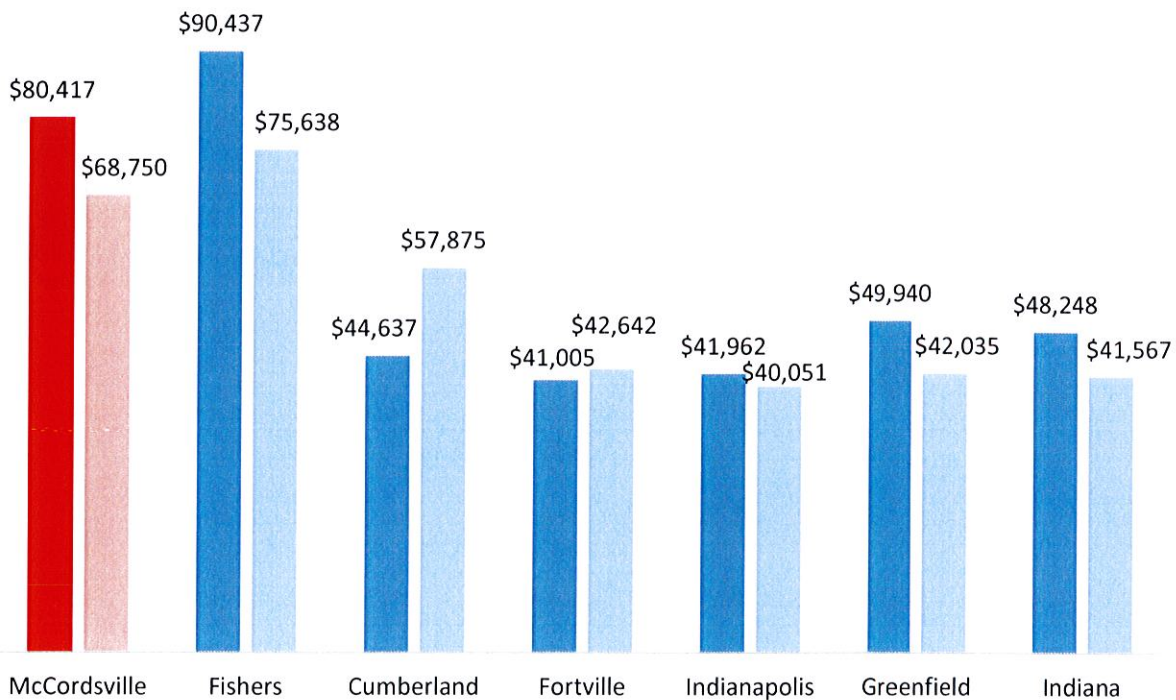


Source: 2013 American Community Survey
Median Age in Years



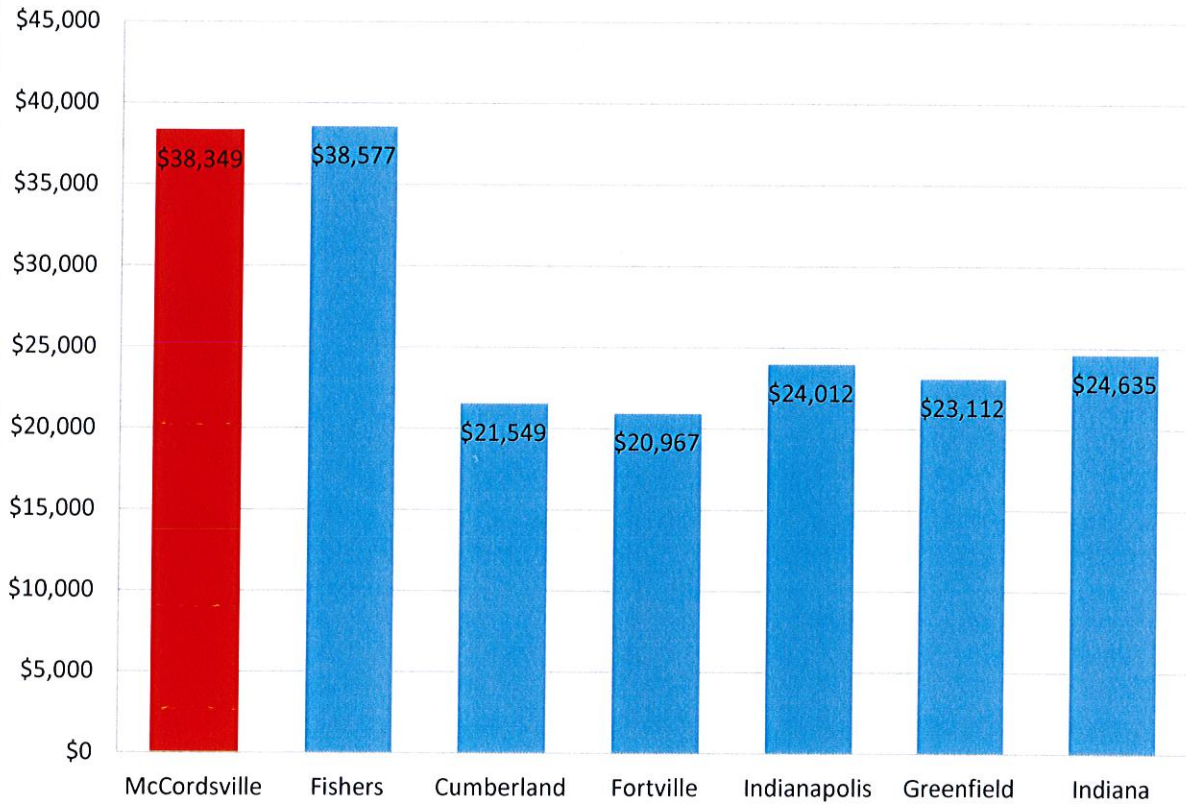
Source: 2013 American Community Survey & US Census Bureau
Median Household Income

■ 2013 ■ 2000



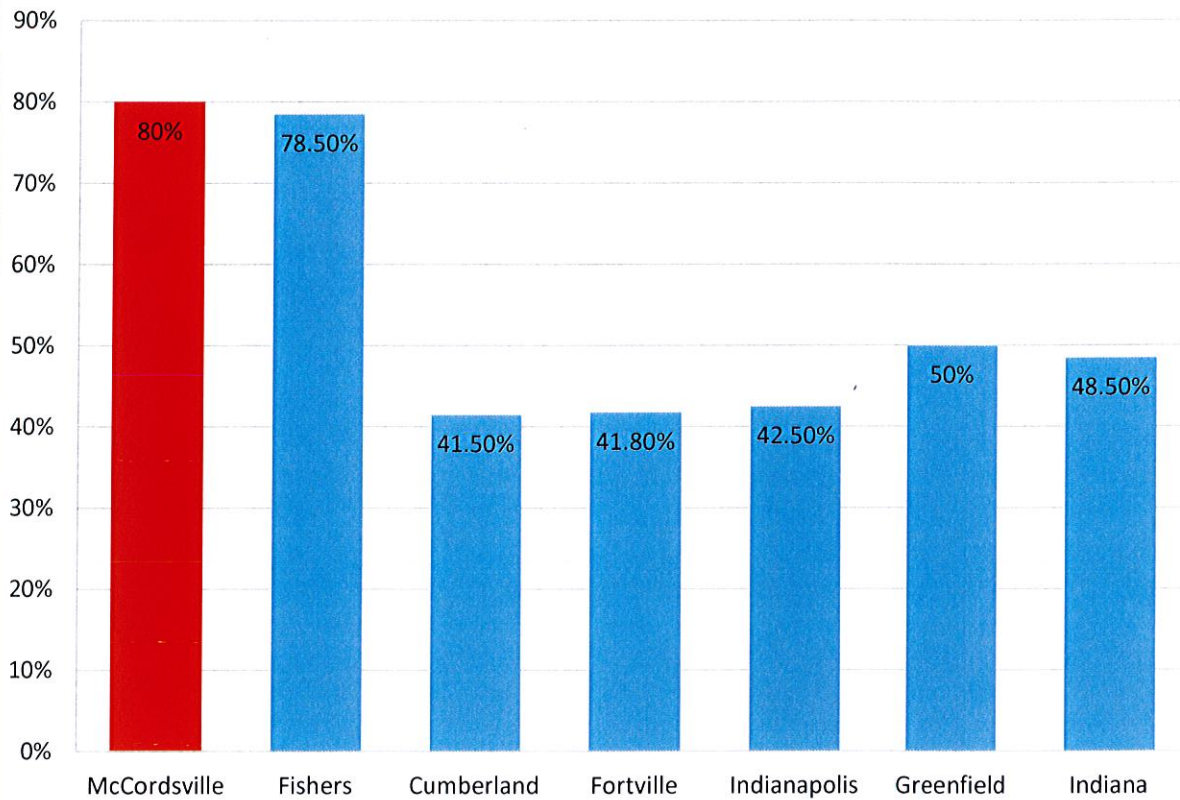
Source: 2013 American Community Survey

Per Capita Income



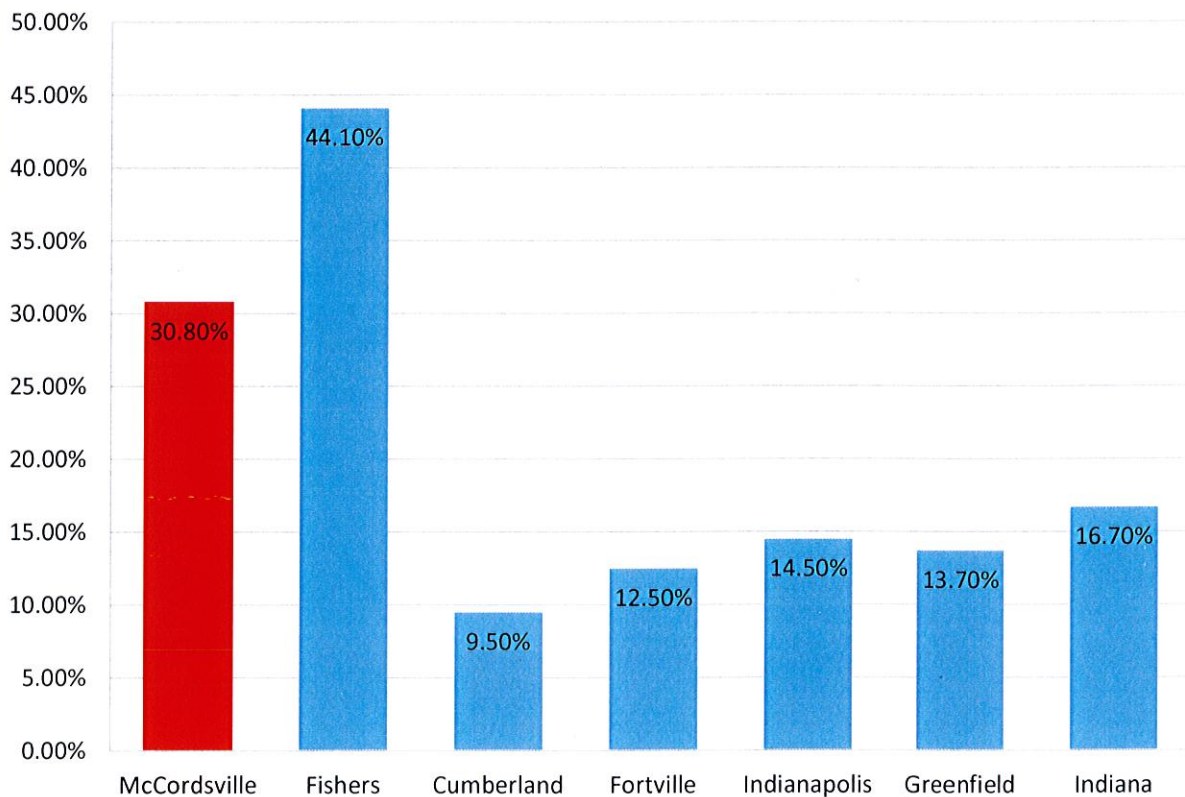
Source: 2013 American Community Survey

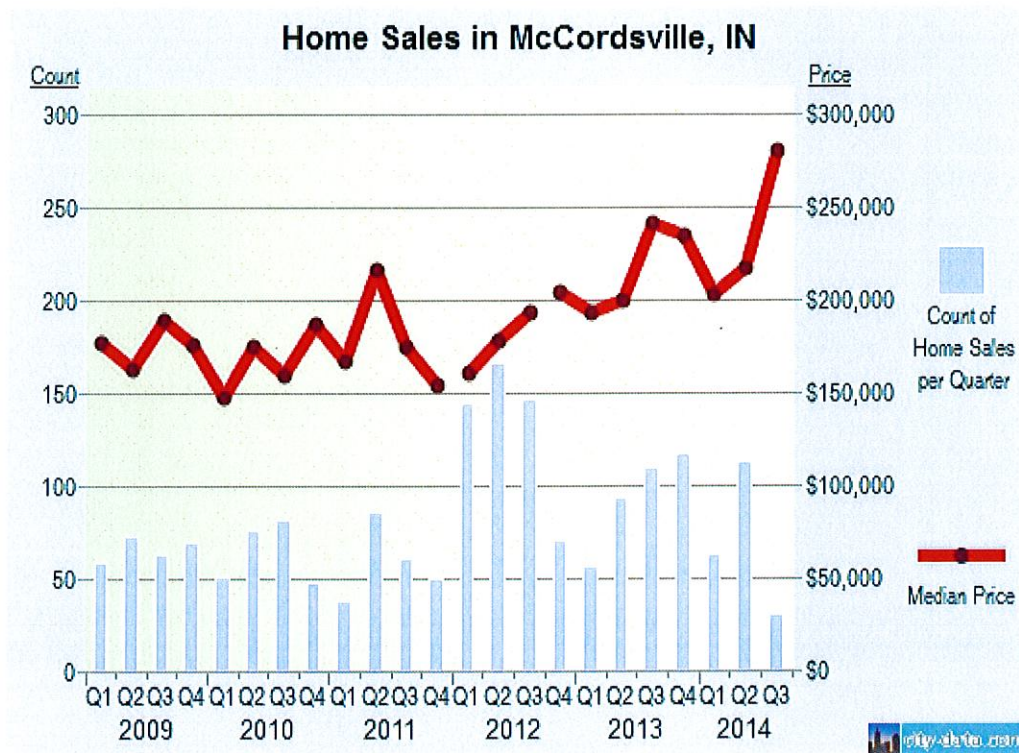
Percent of Households Earning \$50,000+



Source: 2013 American Community Survey

Percent of Households Earning \$100,000+





For population 25 years and over in McCordsville:

- High school or higher: 98% *2013 American Community Survey
- Bachelor's degree or higher: 48% *2013 American Community Survey
- Graduate or professional degree: 9.3% *City-data.com
- Unemployed: 2.6% *City-data.com
- Mean travel time to work (commute): 25.3 minutes *2013 American Community Survey

Best Business Environment

- Indiana Tops in Midwest for Business Climate, only Midwest state in the Top Ten. Chief Executive Magazine, May 2015.
- Indiana's business climate ranks best in the Midwest and 5th in the nation in Business Faculties' 2014 State Rankings Report (Aug. 2014).
- Indiana ranks 1st in the Midwest and 7th in the nation as the best place to do business in the Pollina Corporate Top 10 Pro-Business States study (July 2014).

Top Tax Climate

- Indiana ranked 1st in the Midwest and 8th nationally in the Tax Foundation's 2015 Business Tax Climate Index (Oct. 2014).

Corporate Income Tax Reduction

Indiana's corporate income tax rate is steadily decreasing from the current 7% to 4.9% by 2021. The tax rate will continue to drop by 0.5% per year as the decrease is phased-in.

AAA Credit Rating

Indiana is one of only 11 states to earn the top bond rating from all three major credit rating agencies (S&P, Fitch, Moody's).

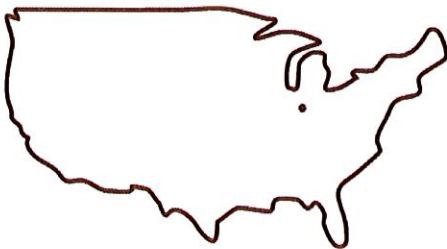
A Right-to-Work State

On February 1, 2012 Indiana became the 23rd state in the nation and the first state in the industrial Midwest to pass right-to-work legislation. This new status creates an even more attractive environment for businesses and entrepreneurs alike to move their operations to the Hoosier State. There is strong evidence that the economy is indeed growing, with companies small and large expanding operations and hiring new workers. With the support of the legislative and executive branches of government, businesses can be encouraged by Indiana's move to join other right-to-work states to better compete for and win America's business.

Source for above five categories: Indiana Economic Development Corporation (IEDC) - <http://iedc.in.gov/indiana-info>; U.S. Bureau of Economic Analysis

Transportation Infrastructure

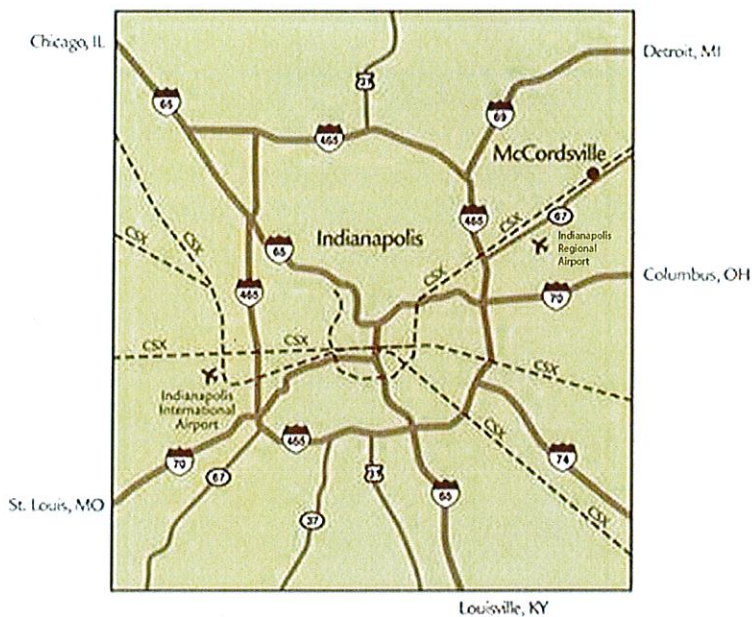
Taking advantage of excellent highway and rail access and its proximity to Indianapolis, the Town of McCordsville is not only a residential community, but also an excellent location for companies seeking access to markets and a skilled workforce. McCordsville is positioned in the Crossroads of America, near the Geist Reservoir and bordering the Town of Fishers and the City of Indianapolis, just north of the Indianapolis Regional Airport and conveniently located close to the I-69, I-465 and I-70 corridors. County Road 600 West, which runs through McCordsville, connects with the Ohio Road corridor in Hamilton County.



Distance to Major Metro Areas

Atlanta, GA	550
Chicago, IL	193
Cincinnati, OH	121
Cleveland, OH	308
Columbus, OH	167
Detroit, MI	265
Evansville, IN	203
Fort Wayne, IN	108
Indianapolis, IN	21
Louisville, KY	130
St. Louis, MO	264

Source: Mapquest



- Indiana is within a day's drive of one-third of the U.S. population (IEDC)
- A total of 150 million people live within 500 miles of Indiana (IEDC)
- 50 roadway projects complete & open to traffic
- 160 new centerline miles complete
- 4,450 preservation centerline miles complete
- 615 bridges rehabbed or replaced
- \$7.2 billion invested in construction through FY 2012

Infrastructure and Investment:

- Over \$11 B invested in Major New and Preservation
- 87 roadways will be complete or substantially under construction
- 65 new or reconstructed interchanges
- 413 centerline miles of new roadway will be constructed – 3.4% of the state's inventory
- 6,350 miles of highway resurfaced – 49% of the state's inventory
- 1,070 bridges will be rehabilitated or replaced – 19.5% of the state's inventory
- The Indianapolis International Airport (IAA) is the home of the world's second-largest FedEx hub. The IAA was inducted into the prestigious Airports Council International in 2015, one of only four airports globally to have earned the honor in 2015.
- Rail options include CSX (Avon Switching Yard in Hendricks County), Norfolk Southern (Anderson Switching Yard in Madison County), The Indiana Railroad, Indiana Southern Railroad and The Louisville & Indiana Railroad (HEDC)
- Ports of Indiana include: Burns Harbor in Portage on Lake Michigan, Jeffersonville on the Ohio River near Louisville and Mount Vernon on the Ohio River near Evansville (HEDC)

Sources: Indiana Economic Development Corporation (IEDC), Hancock Economic Development Council (HEDC), Indiana Department of Transportation (INDOT).

Mt. Vernon Community School Corporation

Student Enrollment – Mt. Vernon is the right size to have plenty of educational and extra-curricular opportunities, while small enough to provide personal attention. MVCSC houses nearly 3,900 students. MVCSC has experienced a massive growth in enrollment of 50% over the last 15 years.

Location – MVCSC is located on the northwest corner of Hancock County, east of Marion County (Indianapolis) and just south of Hamilton County (Fishers). MVCSC is comprised of Vernon and Buck Creek Township. In addition to McCordsville, the school system also serves the towns of Fortville, Mt. Comfort, Mohawk and part of Cumberland.

Schools – MVCSC has five schools, three of which are located on the Fortville school campus. They are: Mt. Vernon High School, Mt. Vernon Middle School, and Fortville Elementary.

MVCSC Enrollment	
	2015 – 2016*
Mt. Vernon High School	1,221
Mt. Vernon Middle School	886
Fortville Elementary	592
McCordsville Elementary	595
Mt. Comfort Elementary	549
Total Students	3,843

Commitment to Academic Excellence - The Mt. Vernon Community School Corporation has a commitment to provide a positive educational experience that is tailored to meet each child's stages of cognitive development. This is accomplished through quality, top-performing teachers with innovative, technology-rich teaching methods striving for each student to achieve their personal best. The community is integrated with the success of the schools' programs through parent involvement and corporate support.

Preparing 21st Century Learners with High-Tech Learning Opportunities - In fall of 2015, all students and staff were immersed in a technology-rich environment with individual computer devices. These devices are a tool to motivate, engage and challenge students to learn 21st century skills that will be an integral part of virtually every aspect in their future. These devices will be utilized in many of the endless curriculum opportunities offered at Mt. Vernon High School. A few of the subjects that students can experience to prepare them for post-secondary education include:

- **High-Tech**– Mt. Vernon High School has a wide range of high-tech learning opportunities. Thanks in part to a 2003 Eli Lilly Cape Grant, Mt. Vernon is home to a Microsoft Academy, and an A+ Certification program. The High-Tech Academy currently offers nine computer classes through which students are also eligible to receive college credit through Vincennes University. A few of these classes offered include: Interactive Media, Networking Fundamentals, Web Design and Computer Programming.
- **Computer Animated Design** - The Computer–Aided Design (CAD) classes offer state-of-the-art computer modeling and an animation lab. Mt. Vernon was one of the first high schools in the nation to have a 3D printer and is currently the only high school in the country to have an Elumen's Vision Dome. Two CAD classes offer college credit through Ivy Tech. Many former students have pursued careers in these

fields due to their experiences at Mt. Vernon.

- **Project Lead the Way** – Mt. Vernon High School offers Project Lead the Way classes teaching students the architecture and engineering fundamentals. The “Project Lead the Way” designation means the school has been granted the status of an official pre-engineering program. Most classes are offered for college credit.
- **Engineering & Technology** - There are also several Engineering & Technology classes available, such as Intro to Construction, Manufacturing, Transportation, Communications, and Technology Enterprises, among others.
- **Business** – The Mt. Vernon High School Business Department offers many options for an introduction to accounting, business math as well as special interest business fields like Sports & Entertainment Marketing.
- **Agriculture** - Mt. Vernon High School has opportunities in the agriculture field, with an active Future Farmers of America (FFA) club. A few of the classes offered include: Animal Science, Natural Resources and Agribusiness Management.
- **Advanced Placement (AP) & Dual Credit** – Approximately 15 AP and 15 Dual-Credit classes are offered at Mt. Vernon High School, including Biology, English Literature/Composition, Physics, Studio Art, Spanish, and US History, among others. Mt. Vernon High School requires all AP students to take the college AP exam. Students that receive a three or higher may receive college credit at colleges/universities.
- **Career Center Opportunities** – For those students who want further technical experience in a particular field, Mt. Vernon High School has partnership opportunities with Anderson Career Campus and Walker Career Center. Students who enroll in either career center leave school half a day to attend these classes. There are numerous opportunities between the two centers, including: TV and Radio Production, Cosmetology, Culinary Arts, Dental Careers, Graphic Design and Layout, Precision Machining, Auto Collision, Aerospace Engineering, Biomedical Sciences, Business Administration, Public Safety, Education & Training, and Fashion & Textile Careers, among many others.

Mt. Vernon High School Profile - (Based on Indiana Department of Education’s 2013-2014 school year statistics) –

- The daily attendance rate was 96.2%.
- The graduation rate for MVHS has been greater than 92% since the class of 2011, and consistently exceeded the state graduation rate.
- Mt. Vernon High School is proud of the diverse culture present with 16.3% minority enrollment: African-American 7.4%, Multi-racial 4.5%, Hispanic 2.3%, Asian 1.6%, American Indian .4%.
- The class of 2014 had 94.9% earning a Core 40 diploma, with 42.4% achieving an Academic Honors diploma.
- The passing rate for students taking the Core 40 English 10 exam for the first time was 89.1%.
- Mt. Vernon High School has received an “A” rating 2011-2012, 2012-2013, and 2013-2014.
- Mt. Vernon High School has received a Four-Star rating in 2012, 2013 and 2014.
- The class of 2015 earned over \$5.7 million in scholarships.
- Competitive and award-winning athletics are offered, along with premier fine arts and academic clubs.

Visit www.mvhs.mvcsc.k12.in.us for additional accomplishments and information on educational and extra-curricular opportunities.

McCordsville Elementary Profile - (Based on Indiana Department of Education's 2013-2014 school year statistics unless noted) -

- The daily attendance rate was 97.5% with the total enrollment of 568 students.
- The ISTEP+ passing percentage was 84.3%
- The IREAD-3 passing percentage for the 2014-2015 school year was 87.7%, and the IREAD-3 Accountability Report was 98% passing for the 2013-2014 school year
- McCordsville Elementary is proud of the diverse culture present with 18.3% minority enrollment: African-American 7%, Multiracial 4.6%, Hispanic 4.8%, Asian 1.8%, and Native Hawaiian or Other Pacific Islander .2%.
- McCordsville Elementary School received an "A" rating by the Indiana Department of Education in 2012-2013, and 2010-2011 school years.
 - Many clubs and extra-curricular opportunities are available, along with before & after-school care.

Visit www.mes.mvcsc.k12.in.us for additional amenities, accolades and student opportunities.

High Ability Learners - Mt. Vernon recognizes that high-ability learners have unique needs, socially, emotionally, and academically. High Ability Learners need additional curriculum and instruction to continue their educational development. Mt. Vernon addresses this with eight teachers throughout the school district designed to provide specific curriculum needs for students assigned to the program. One of the program's goals is to provide an enriching curriculum that will encourage the desire for life-long learning.

Special Education Cooperative - Mt. Vernon Community School Corporation provides services for children who need additional support through "Hancock Madison Shelby Educational Services" (HMSES). The majority of the special education staff in the district is contracted through HMSES. Staff are full-time educators who work with general education teachers and resource assistants to meet the needs of students with an Individual Education Program (IEP). HMSES strives to be as inclusive as possible in the general education setting, as determined appropriate for the student.

Opportunities & Personal Attention - MVCSC prepares children for challenges and opportunities, both inside and outside of the classroom. MVCSC offers a diverse and challenging curriculum with many opportunities where students can succeed, while providing the benefits of a smaller, personal school system. Children have many opportunities through curriculum, clubs and activities, and athletics. MVCSC is the right size to provide the balance of endless options for the students while still receiving personal attention. Students are not just a number and are not lost in the shuffle; Mt. Vernon is small enough for staff to get to know the students and encourage them in their journey.

Safety is a Top Priority – Many measures have been taken to ensure a safe and secure learning environment is provided. All schools have certified and trained School Safety Specialists who are recertified each year through the Indiana Department of Education. Resource police officers cover the Fortville school campus as well as the other two schools. Security training, state drills and the Hancock County emergency management system all aid in keeping students safe. Video surveillance and a visitor screening service called "Lobby Guard" are used to protect students and staff. MVCSC is administered with the practice of protecting all children as if they are their own. Student and staff safety is continually addressed and updated to keep safety

in the forefront.

- MVCSC expenditure per pupil: \$10,588 (State Avg. \$11,044) *IDOE
- SAT Average Score: 1,006 (State Avg. 991) *IDOE
- Graduates Pursuing College: 91.9% (State Avg. 78.3%) *IDOE

School Board of Trustees

Mr. Tony May, President	tonymay4mv@gmail.com
Mr. Michael McCarty, First Vice President	mikemccarty222@gmail.com
Mrs. Kellie Freeman, Second Vice President	kellie.freeman@mvcsc.k12.in.us
Mr. Jason Shelton, Secretary	jason.shelton@mvcsc.k12.in.us
Mrs. Shannon Walls, Assistant Secretary	shannon.walls@mvcsc.k12.in.us

Mt. Vernon Administration 317-485-3100 1806 W. SR 234, Fortville, IN 46040

Dr. Shane Robbins, Superintendent	shane.robbsins@mvcsc.k12.in.us
Mr. Mike Horton	mike.horton@mvcsc.k12.in.us
Mr. Brian Tomamichel, Business Manager	brian.tomamichel@mvcsc.k12.in.us
Dr. Jeff Bond, Dir. Of Curriculum & Assessment	jeff.bond@mvcsc.k12.in.us
Mr. Greg Rollo, Director of Technology	greg.rollo@mvcsc.k12.in.us
Mrs. Maria Bond, Director of Communications	maria.bond@mvcsc.k12.in.us
Mrs. Michelle Shaw, Corporation Nurse	michelle.shaw@mvcsc.k12.in.us
Ms. Doris Johnson, Food Service Director	doris.johnson@mvcsc.k12.in.us

Mt. Vernon High School 317-485-3131 8112 N. 200 West, Fortville, IN 46040 **Grades 9-12**

Mr. Bernie Campbell, Principal	bernie.campbell@mvcsc.k12.in.us
Mr. Greg Roach, Assistant Principal	greg.roach@mvcsc.k12.in.us
Mr. Derek Shelton, Assistant Principal	derek.shelton@mvcsc.k12.in.us
Mrs. Martha Sands, Director of Guidance	martha.sands@mvcsc.k12.in.us
Mr. Brandon Ecker, Athletic Director	brandon.ecker@mvcsc.k12.in.us

Mt. Vernon 8th Grade Academy 317-485-3131 8112 N. 200 West, Fortville, IN 46040

Mrs. Brooke Tharp, Assistant Principal	brooke.tharp@mvcsc.k12.in.us
Mrs. Bronwyn Kotarski, Counselor	Bronwyn.kotarski@mvcsc.k12.in.us

Mt. Vernon Middle School 317-485-3160 1862 W. SR 234, Fortville, IN 46040 **Grades 6-7**

Mr. Scott Shipley, Principal (Grades 6-8)	scott.shipley@mvcsc.k12.in.us
Mr. Ben Williams, Assistant Principal	ben.williams@mvcsc.k12.in.us

Mr. Carey Cole, Athletic Director/Counselor carey.cole@mvcsc.k12.in.us

Fortville Elementary School **317-485-3180** **8414 N. 200 W., Fortville, IN 46040**
Grades K-5

Mrs. Heather Noesges, Principal heather.noesges@mvcsc.k12.in.us
Mr. Jordan Kendall, Social Worker Jordan.kendall@mvcsc.k12.in.us

McCordsville Elementary School **317-336-7760** **7177 N. 600 W., McCordsville, IN 46055**
Grades K-5

Mrs. Stephanie Miller, Principal stephanie.miller@mvcsc.k12.in.us
Ms. Katie Williams, Social Worker katherine.williams@mvcsc.k12.in.us

Mt. Comfort Elementary School **317-894-7667** **5694 W. 300 N., Greenfield, IN 46140**
Grades Pre-School-5

Mrs. Heather Whitaker, Principal heather.whitaker@mvcsc.k12.in.us
Ms. Allison Stiffney, Social Worker allison.stiffney@mvcsc.k12.in.us

Special Education – Hancock Madison Shelby Educational Services
Grades Pre-School- 12 **317-462-9219, ext. 222**

Mr. Steve Meyer, Director for Mt. Vernon smeyer@hmses.org

For additional information, visit www.mvcsc.k12.in.us

Other Educational Opportunities

- Indiana is home to several State higher education institutions. They are Ball State University, Indiana University, Bloomington, Indiana University East, Indiana University Kokomo, Indiana University Northwest, Indiana University-Purdue University Fort Wayne, Indiana University South Bend, Indiana University-Purdue University Indianapolis, Ivy Tech Community College network, Indiana State University, University of Southern Indiana, Vincennes University and Purdue University Main Campus and North Central Campus. Private universities are also in abundance in Indiana. A listing can be found at <http://www.collegecalc.org/colleges/indiana/private/>
- Geist Montessori School has two campuses – one is within the town limits of McCordsville at 6633 West County Road 900 North and the other at 13942 E. 96th Street in Fishers (although it has a McCordsville address).

Available Sites and Buildings

- **Ameri-Stor Self Storage & Office Flex Suite (Open in 2008)** – Located at 8079 North. 600 West (Mt. Comfort Road). 750 - 3,000 square feet of Office Flex Suites available. The Self Storage units include 5x5 - 10x30 Non Climate Units, 5x10 - 10x20 Climate Control Units, RV/boat storage, walled/gated/video surveillance with 24/7 access. For Office Flex leasing, contact Kathy Brown at KMB Realty at 317-726-5577 or Kathy@KMBRealtygroup.com.
- **Broadview Farms, Inc.** – 97 acres (will subdivide) and 10-acre corner lot, both of which front County Road 600 West (Mt. Comfort Road) and County Road 750 North, directly across from the McCordsville Elementary School and Greenfield Banking Company. The property is zoned commercial/neighborhood. For further information contact Marylen Vail at 317-335-2323, Larry Vail at 317-335-2261 or Amy Reeves at 317-695-0472 or areeves@simon.com.
- **Gateway Village Shops** – Located off of West Broadway (State Road 67) in the Gateway Crossing Planned Unit Development. There are six out-lots fronting West Broadway (State Road 67) with 95,000 square feet of retail available.
- **McCordsville Commons** – 22,400 square feet of new retail space available. Located on West Broadway (State Road 67) and County Road 600 West (Mount Comfort Road) next to the CVS Pharmacy. The Commons is also the home to Chicago's Pizza, Hancock Telecom billing office, Potter Family Eye Care, Dental Oasis and the McCordsville branch of the Bureau of Motor Vehicles. For more information, contact Paul Rogozinski of Veritas Realty, LLC at 317-472-1800 or progozinski@veritasrealty.com.
- **McCordsville Corner Shoppes** – Food, service and neighborhood retail located on County Road 600 West (Mt. Comfort Road) and County Road 750 North (directly north of the McCordsville Elementary School). Space includes 28,500 square feet of retail and 10,000 square feet of office. Recent tenants include the McCordsville Post Office, a dentist and a chiropractic service. Join Greenfield Bank on one of two remaining out-lots on Mt. Comfort Road (CR 600 W). Contact Jim Austin at 317-818-1448, ext. 102 or jaustin@revelunderwood.com.
- **Proportion Air** – Proportion Air/Brookside Business Center - Located just north of State Road 67 on County Road 600 West (Mt. Comfort Road). Largest industrial facility in the Town, subdivided into individual flex spaces. Current availability of 1,200 square feet corner office space and 1,200 square feet of office/warehouse space. Heat, water and electricity included in lease as well as substantial amount of parking and common space. Out-lots available for development, either for sale or for lease build to suit. Come join 10 of the most successful businesses in the Town. Boat and RV storage available as well. Contact Lyn Mills at 317-335-2602 or lmills@proportionair.com.
- **Villages at Brookside** – The development is a 300+ acre mixed Planned Unit Development. The development includes more than 80 acres of commercial/retail/industrial sites. One such parcel is located on the southwest corner of County Road 600 West and County Road 900 North (86th and Olio Road). This 20-acre site is zoned for commercial use. Retail space and out-lots are available. New to this development is the Hancock Regional Medical Office Building, which opened in the spring of 2010 and the McCordsville Town Hall, which opened in the summer of 2011. Fischer Homes has begun developing part of the residential portion of the PUD.
- **Old Town Hall site** - The property, which is the former home of the McCordsville Town Hall, contains 3 acres of land directly off of West Broadway (also known as Pendleton Pike or State Road 67). The old town hall was demolished in 2013 leaving a shovel ready commercial site

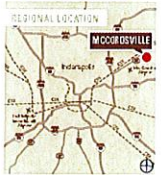
opportunity. It is a prime location for commercial development with an existing road cut into the property. For further information contact Tonya Galbraith at tgalbraith@mccordsville.org.

- **McCordsville Professional Building** – This property is located at the corner of CR 600 West and CR 800 North (8038 North 600 West). It includes several office suites. For further information contact Roger Heir at 317-374-3610.



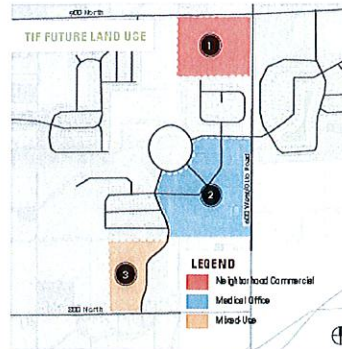
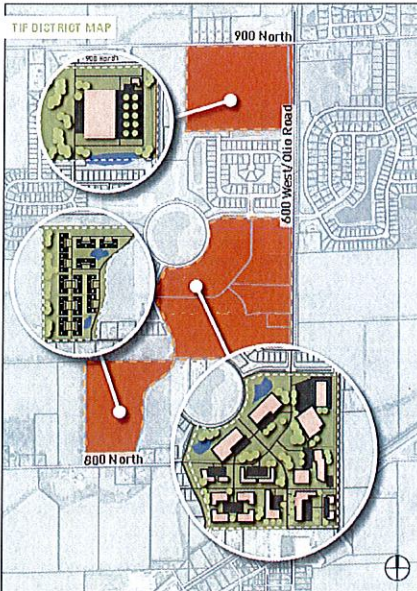
BROOKSIDE TIF District

Town of McCordsville, Indiana



TOWN OF MCCORDSVILLE
For more information on particular development sites and the Brookside TIF contact Redevelopment Commission Staff and Town Manager, Tonya Galbraith.

317.335.3151
tgalbraith@mccordsville.org
www.mccordsville.org
6200 W 800 North
McCordsville, IN 46055

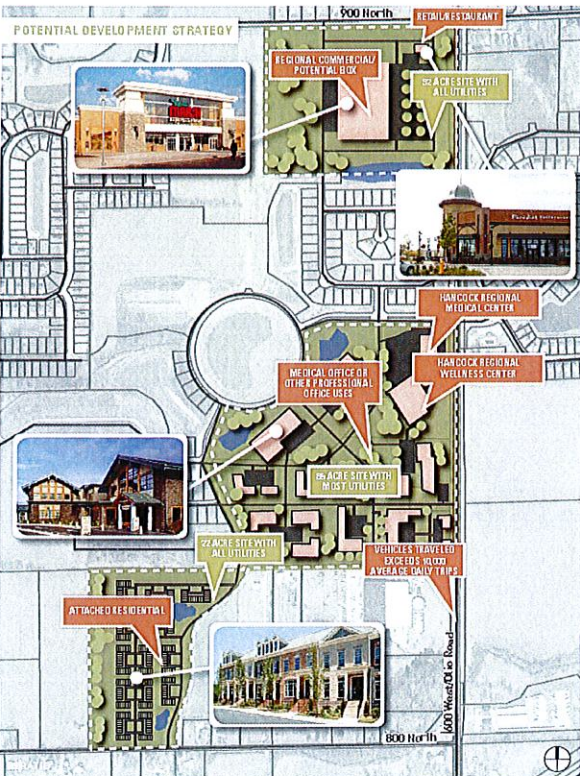


DEVELOPABLE SITES

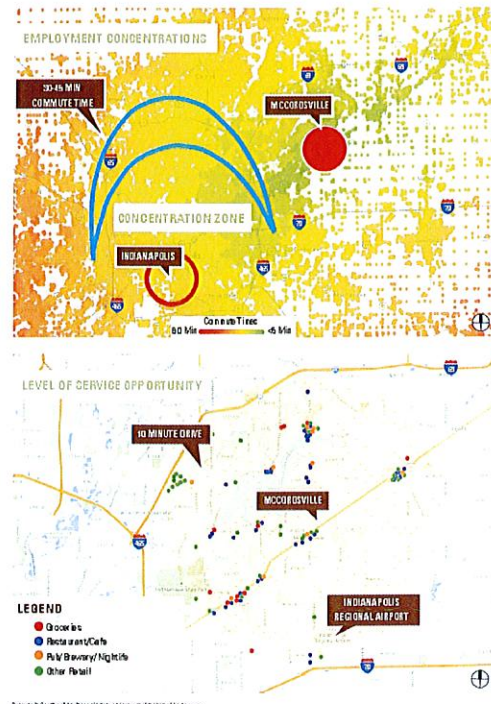
- 1 Potential Neighborhood Commercial, Land and Grocery Uses.
30 Acre Site, One Owner, All Utilities Available.
- 2 Existing Medical Office and Wellness Uses.
Potential Medical Office or Office uses in a Vibrant Neighborhood.
60 Acre Site, Multiple Owners, All Utilities Available.
- 3 Potential Attached Residential Uses.
23 Acre Site, One Owner, All Utilities Available.

Contact Town Hall for Utility Availability
• Nimsstar Connect 100 Gig Ethernet Service
• IPL and Nimsstar Connect (Electricity)
• Citizens Energy (Water and Gas)
• McCordsville (Sewer and Stormwater)

COMMUNITY SNAPSHOT



REGIONAL ATTRACTIVITY

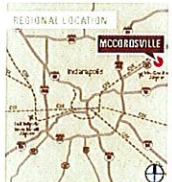


A full size brochure can be obtained at www.nextstopmccordsville.com or by contacting Tonya Galbraith at tgalbraith@mccordsville.org.



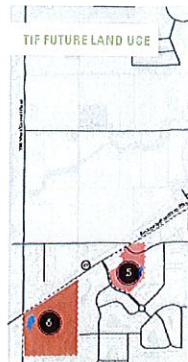
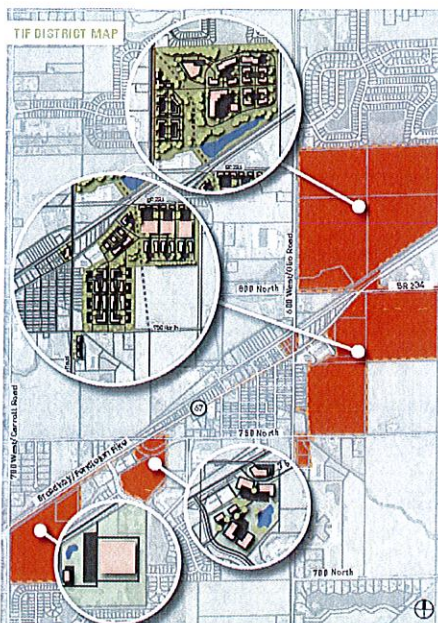
BROADWAY TIF District

Town of McCordsville, Indiana



TOWN OF MCCORDSVILLE
For more information on particular development sites and the Broadway TIF contact Redevelopment Commission Staff and Town Manager, Tonya Galbraith

317.335.3151
tgalbraith@mccordsville.org
www.mccordsville.org
8280 W 800 North
McCordsville, IN 46055



LEGEND

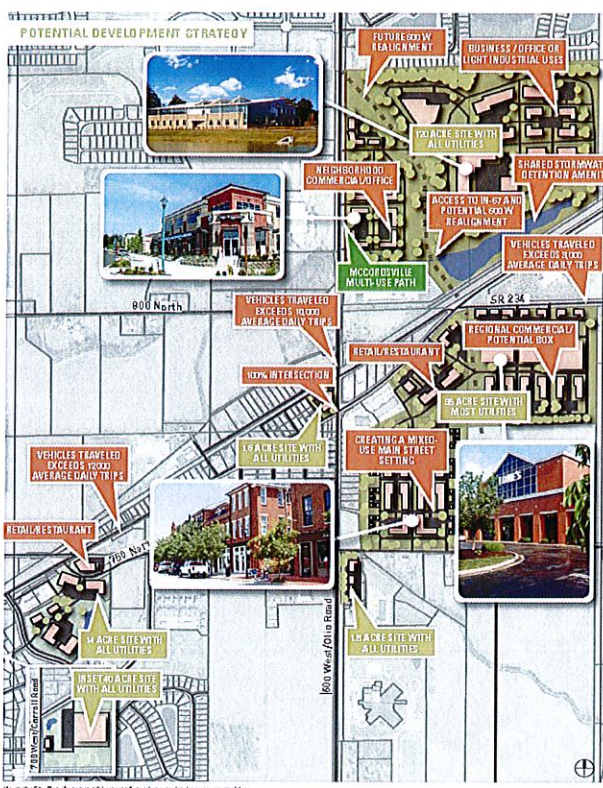


DEVELOPABLE SITES

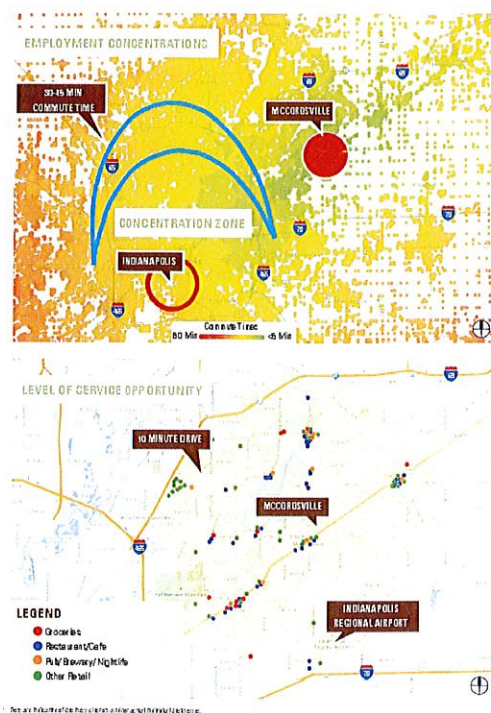
1. Potential Neighborhood Commercial, Business Park and Light Industrial Uses. 120 Acre Site, One Owner, All Utilities Available.
2. Potential Regional Commercial, Business Park and Neighborhood Commercial uses. 25 Acre Site, Multiple Owners, Most Utilities Available.
3. Potential Neighborhood Commercial and Office uses. 16 Acre Site, One Owner, All Utilities Available.
4. Potential Neighborhood Commercial and Office uses. 12 Acre Site, One Owner, All Utilities Available.
5. Potential Neighborhood Commercial and Office uses. 14 Acre Site, One Owner, All Utilities Available.
6. Potential Regional Commercial. 40 Acre Site, Multiple Owners, All Utilities Available.

Contact Town Hall for Utility Availability
• Nilesstar Connect (100 Gig Ethernet Service)
• IPL and Nilesstar Connect (Electricity)
• Citizens Energy (Water and Gas)
• McCordsville (Sewer and Stormwater)

COMMUNITY SNAPSHOT



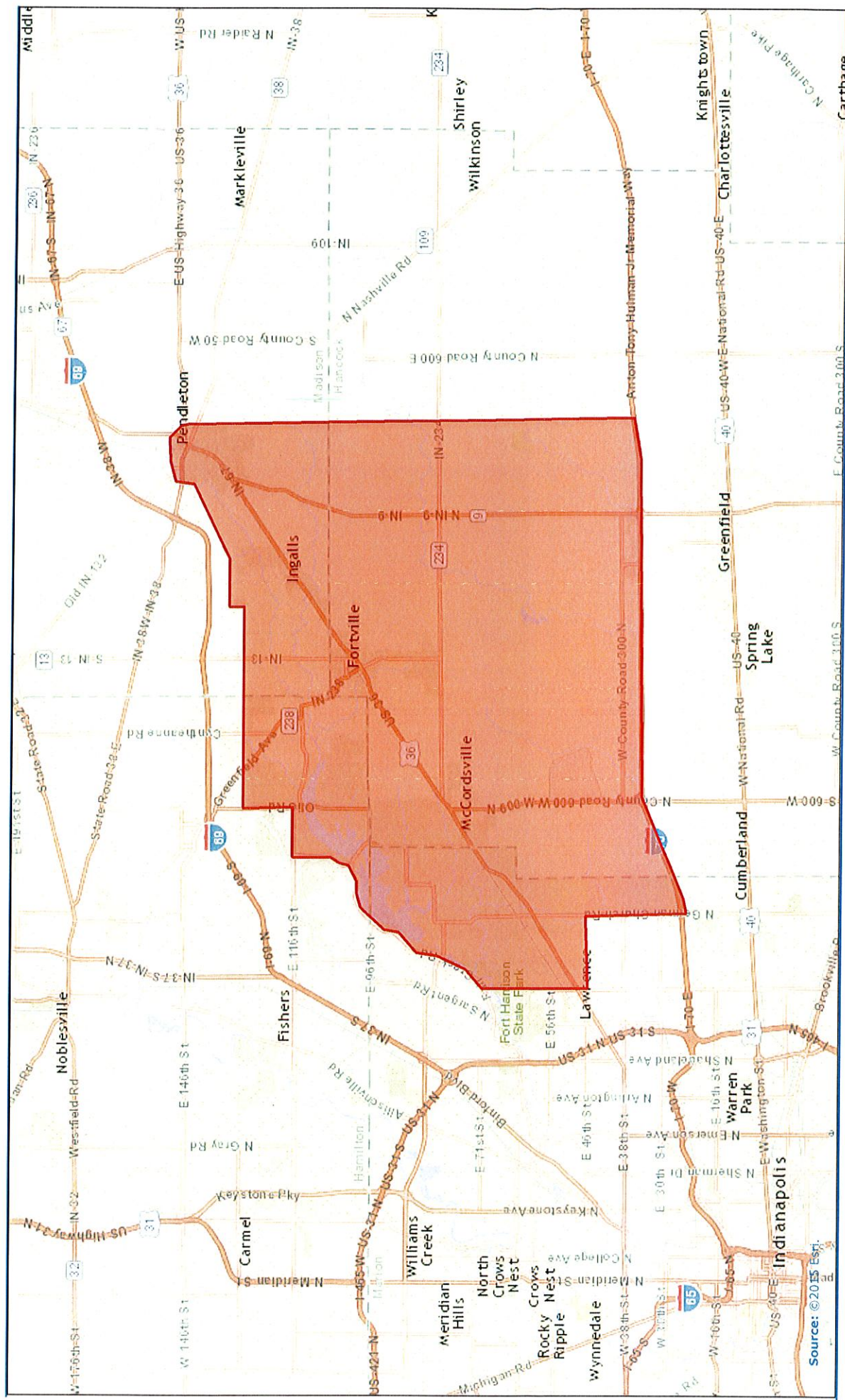
REGIONAL ATTRACTIVITY



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McCordsville, IN



August 20, 2015



Retail Goods and Services Expenditures

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Middleburg (4C)	18.3%	Population	90,681	98,044
Soccer Moms (4A)	16.0%	Households	31,583	34,072
Professional Pride (1B)	12.7%	Families	23,732	25,602
Up and Coming Families (7A)	9.3%	Median Age	36.9	37.6
Savvy Suburbanites (1D)	8.1%	Median Household Income	\$71,529	\$81,038
		Spending Potential	Average Annual	Total
		Index	Spent	
Apparel and Services		126	\$2,906.90	\$91,808,507
Men's		125	\$542.20	\$17,124,279
Women's		126	\$1,013.49	\$32,008,998
Children's		127	\$474.44	\$14,984,357
Footwear		123	\$561.37	\$17,729,739
Watches & Jewelry		133	\$192.04	\$6,065,181
Apparel Products and Services (1)		126	\$123.36	\$3,895,953
Computer				
Computers and Hardware for Home Use		127	\$273.97	\$8,652,768
Portable Memory		126	\$6.79	\$214,426
Computer Software		127	\$25.66	\$810,447
Computer Accessories		127	\$24.28	\$766,840
Entertainment & Recreation		126	\$4,183.04	\$132,113,109
Fees and Admissions		135	\$873.99	\$27,603,074
Membership Fees for Clubs (2)		136	\$233.78	\$7,383,585
Fees for Participant Sports, excl. Trips		138	\$166.84	\$5,269,379
Admission to Movie/Theatre/Opera/Ballet		129	\$211.77	\$6,688,192
Admission to Sporting Events, excl. Trips		138	\$91.75	\$2,897,601
Fees for Recreational Lessons		138	\$169.21	\$5,344,090
Dating Services		107	\$0.64	\$20,227
TV/Video/Audio		122	\$1,598.87	\$50,496,975
Cable and Satellite Television Services		120	\$1,073.96	\$33,918,795
Televisions		127	\$187.23	\$5,913,354
Satellite Dishes		127	\$1.99	\$62,931
VCRs, Video Cameras, and DVD Players		124	\$13.67	\$431,728
Miscellaneous Video Equipment		150	\$16.17	\$510,553
Video Cassettes and DVDs		125	\$40.12	\$1,267,227
Video Game Hardware/Accessories		123	\$28.45	\$898,493
Video Game Software		125	\$34.29	\$1,082,984
Streaming/Downloaded Video		132	\$7.61	\$240,396
Rental of Video Cassettes and DVDs		126	\$29.67	\$936,992
Installation of Televisions		149	\$1.67	\$52,746
Audio (3)		128	\$157.70	\$4,980,612
Rental and Repair of TV/Radio/Sound Equipment		118	\$6.34	\$200,162
Pets		124	\$703.92	\$22,231,897
Toys and Games (4)		124	\$152.17	\$4,806,143
Recreational Vehicles and Fees (5)		126	\$274.81	\$8,679,289
Sports/Recreation/Exercise Equipment (6)		133	\$250.76	\$7,919,679
Photo Equipment and Supplies (7)		135	\$109.57	\$3,460,527
Reading (8)		123	\$187.74	\$5,929,426
Catered Affairs (9)		131	\$31.22	\$986,100
Food		124	\$10,520.43	\$332,266,833
Food at Home		122	\$6,366.02	\$201,057,937
Bakery and Cereal Products		121	\$884.41	\$27,932,191
Meats, Poultry, Fish, and Eggs		122	\$1,397.94	\$44,151,057
Dairy Products		122	\$685.54	\$21,651,349
Fruits and Vegetables		122	\$1,204.32	\$38,036,151
Snacks and Other Food at Home (10)		122	\$2,193.81	\$69,287,189
Food Away from Home		126	\$4,154.42	\$131,208,896
Alcoholic Beverages		125	\$693.88	\$21,914,806
Nonalcoholic Beverages at Home		121	\$601.65	\$19,001,945

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	113	\$3,107.68	\$98,150,009
Vehicle Loans	132	\$5,571.55	\$175,966,244
Health			
Nonprescription Drugs	121	\$156.92	\$4,955,926
Prescription Drugs	121	\$604.14	\$19,080,452
Eyeglasses and Contact Lenses	125	\$113.05	\$3,570,507
Home			
Mortgage Payment and Basics (11)	138	\$12,944.27	\$408,818,994
Maintenance and Remodeling Services	133	\$2,244.82	\$70,898,068
Maintenance and Remodeling Materials (12)	127	\$380.82	\$12,027,413
Utilities, Fuel, and Public Services	123	\$6,209.02	\$196,099,399
Household Furnishings and Equipment			
Household Textiles (13)	124	\$122.55	\$3,870,566
Furniture	131	\$677.49	\$21,397,097
Rugs	126	\$31.16	\$984,001
Major Appliances (14)	131	\$351.40	\$11,098,234
Housewares (15)	126	\$91.09	\$2,876,828
Small Appliances	120	\$55.08	\$1,739,703
Luggage	130	\$11.97	\$378,104
Telephones and Accessories	123	\$61.52	\$1,942,941
Household Operations			
Child Care	135	\$603.54	\$19,061,719
Lawn and Garden (16)	127	\$551.27	\$17,410,838
Moving/Storage/Freight Express	121	\$89.82	\$2,836,938
Housekeeping Supplies (17)	123	\$890.19	\$28,114,835
Insurance			
Owners and Renters Insurance	130	\$655.61	\$20,706,160
Vehicle Insurance	125	\$1,517.87	\$47,938,794
Life/Other Insurance	132	\$609.99	\$19,265,398
Health Insurance	124	\$3,288.26	\$103,853,215
Personal Care Products (18)	127	\$592.22	\$18,704,167
School Books and Supplies (19)	126	\$227.35	\$7,180,524
Smoking Products	109	\$506.97	\$16,011,498
Transportation			
Vehicle Purchases (Net Outlay) (20)	128	\$5,171.15	\$163,320,567
Gasoline and Motor Oil	125	\$4,370.34	\$138,028,538
Vehicle Maintenance and Repairs	126	\$1,407.38	\$44,449,372
Travel			
Airline Fares	130	\$622.40	\$19,657,149
Lodging on Trips	132	\$598.91	\$18,915,273
Auto/Truck/Van Rental on Trips	139	\$47.08	\$1,486,994
Food and Drink on Trips	130	\$605.84	\$19,134,388

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 20, 2015



Retail Goods and Services Expenditures

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

- (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.

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 20, 2015



Retail MarketPlace Profile

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

Summary Demographics

2015 Population	90,681
2015 Households	31,583
2015 Median Disposable Income	\$55,733
2015 Per Capita Income	\$33,366

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	\$1,187,917,732	\$460,888,189	\$727,029,543	44.1	450
Total Retail Trade	44-45	\$1,062,844,608	\$398,214,392	\$664,630,216	45.5	362
Total Food & Drink	722	\$125,073,123	\$62,673,796	\$62,399,327	33.2	88

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$222,001,847	\$51,642,635	\$170,359,212	62.3	35
Automobile Dealers	4411	\$193,772,421	\$38,062,294	\$155,710,127	67.2	16
Other Motor Vehicle Dealers	4412	\$13,280,816	\$3,535,322	\$9,745,494	58.0	5
Auto Parts, Accessories & Tire Stores	4413	\$14,948,610	\$10,045,020	\$4,903,590	19.6	14
Furniture & Home Furnishings Stores	442	\$22,673,445	\$3,409,063	\$19,264,382	73.9	20
Furniture Stores	4421	\$13,850,208	\$1,893,048	\$11,957,160	76.0	7
Home Furnishings Stores	4422	\$8,823,237	\$1,516,014	\$7,307,223	70.7	13
Electronics & Appliance Stores	443	\$35,292,544	\$7,275,270	\$28,017,274	65.8	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$39,330,956	\$14,234,553	\$25,096,403	46.9	22
Bldg Material & Supplies Dealers	4441	\$32,740,799	\$10,184,594	\$22,556,205	52.5	18
Lawn & Garden Equip & Supply Stores	4442	\$6,590,157	\$4,049,959	\$2,540,198	23.9	4
Food & Beverage Stores	445	\$155,538,269	\$105,829,094	\$49,709,175	19.0	37
Grocery Stores	4451	\$139,727,637	\$98,993,529	\$40,734,108	17.1	17
Specialty Food Stores	4452	\$2,917,892	\$811,700	\$2,106,192	56.5	11
Beer, Wine & Liquor Stores	4453	\$12,892,740	\$6,023,864	\$6,868,876	36.3	9
Health & Personal Care Stores	446,4461	\$98,488,138	\$43,448,687	\$55,039,451	38.8	28
Gasoline Stations	447,4471	\$110,193,490	\$65,891,703	\$44,301,787	25.2	15
Clothing & Clothing Accessories Stores	448	\$64,372,733	\$6,571,009	\$57,801,724	81.5	37
Clothing Stores	4481	\$44,245,922	\$5,032,659	\$39,213,263	79.6	29
Shoe Stores	4482	\$9,910,048	\$738,287	\$9,171,761	86.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$10,216,762	\$800,063	\$9,416,699	85.5	5
Sporting Goods, Hobby, Book & Music Stores	451	\$30,374,643	\$5,351,594	\$25,023,049	70.0	33
Sporting Goods/Hobby/Musical Instr Stores	4511	\$23,727,919	\$4,627,584	\$19,100,335	67.4	25
Book, Periodical & Music Stores	4512	\$6,646,724	\$724,010	\$5,922,714	80.4	8
General Merchandise Stores	452	\$219,752,696	\$73,404,982	\$146,347,714	49.9	5
Department Stores Excluding Leased Depts.	4521	\$65,623,437	\$11,731,774	\$53,891,663	69.7	4
Other General Merchandise Stores	4529	\$154,129,259	\$61,673,208	\$92,456,051	42.8	1
Miscellaneous Store Retailers	453	\$32,299,191	\$17,361,166	\$14,938,025	30.1	77
Florists	4531	\$957,846	\$321,302	\$636,544	49.8	6
Office Supplies, Stationery & Gift Stores	4532	\$10,412,735	\$5,702,376	\$4,710,359	29.2	19
Used Merchandise Stores	4533	\$3,652,076	\$2,044,864	\$1,607,212	28.2	11
Other Miscellaneous Store Retailers	4539	\$17,276,533	\$9,292,624	\$7,983,909	30.0	41
Nonstore Retailers	454	\$32,526,655	\$3,794,636	\$28,732,019	79.1	34
Electronic Shopping & Mail-Order Houses	4541	\$23,618,312	\$963,561	\$22,654,751	92.2	5
Vending Machine Operators	4542	\$1,961,838	\$958,188	\$1,003,650	34.4	8
Direct Selling Establishments	4543	\$6,946,505	\$1,872,887	\$5,073,618	57.5	21
Food Services & Drinking Places	722	\$125,073,123	\$62,673,796	\$62,399,327	33.2	88
Full-Service Restaurants	7221	\$41,157,566	\$23,671,401	\$17,486,165	27.0	29
Limited-Service Eating Places	7222	\$66,345,295	\$37,047,276	\$29,298,019	28.3	46
Special Food Services	7223	\$6,296,335	\$343,705	\$5,952,630	89.6	3
Drinking Places - Alcoholic Beverages	7224	\$11,273,928	\$1,611,414	\$9,662,514	75.0	10

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 2015 Dun & Bradstreet, Inc. All rights reserved.



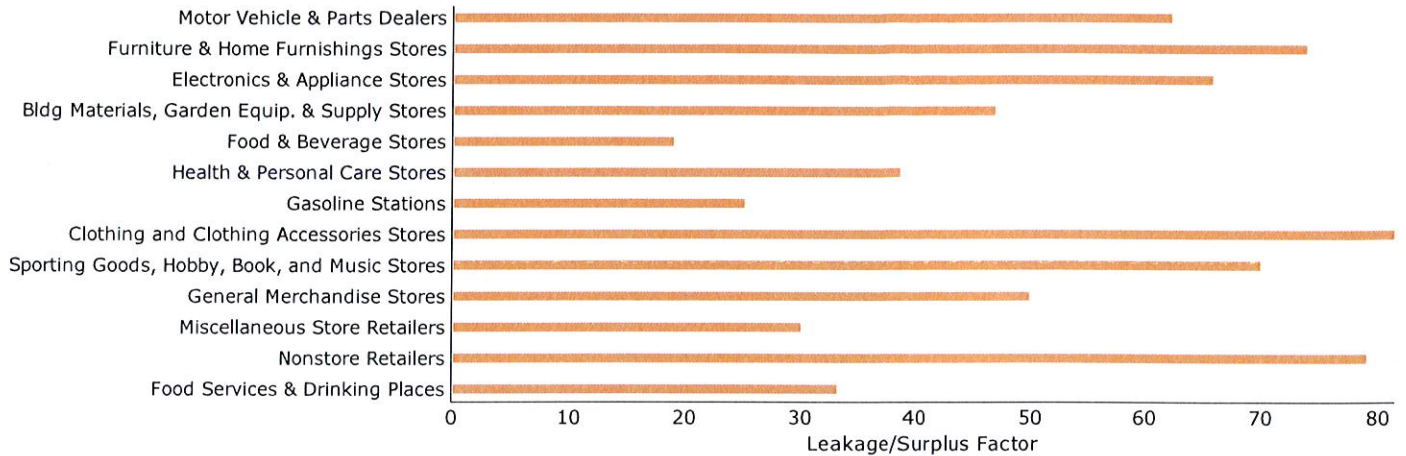
Retail MarketPlace Profile

McCordsville Retail Trade Area
Area: 153.47 square miles

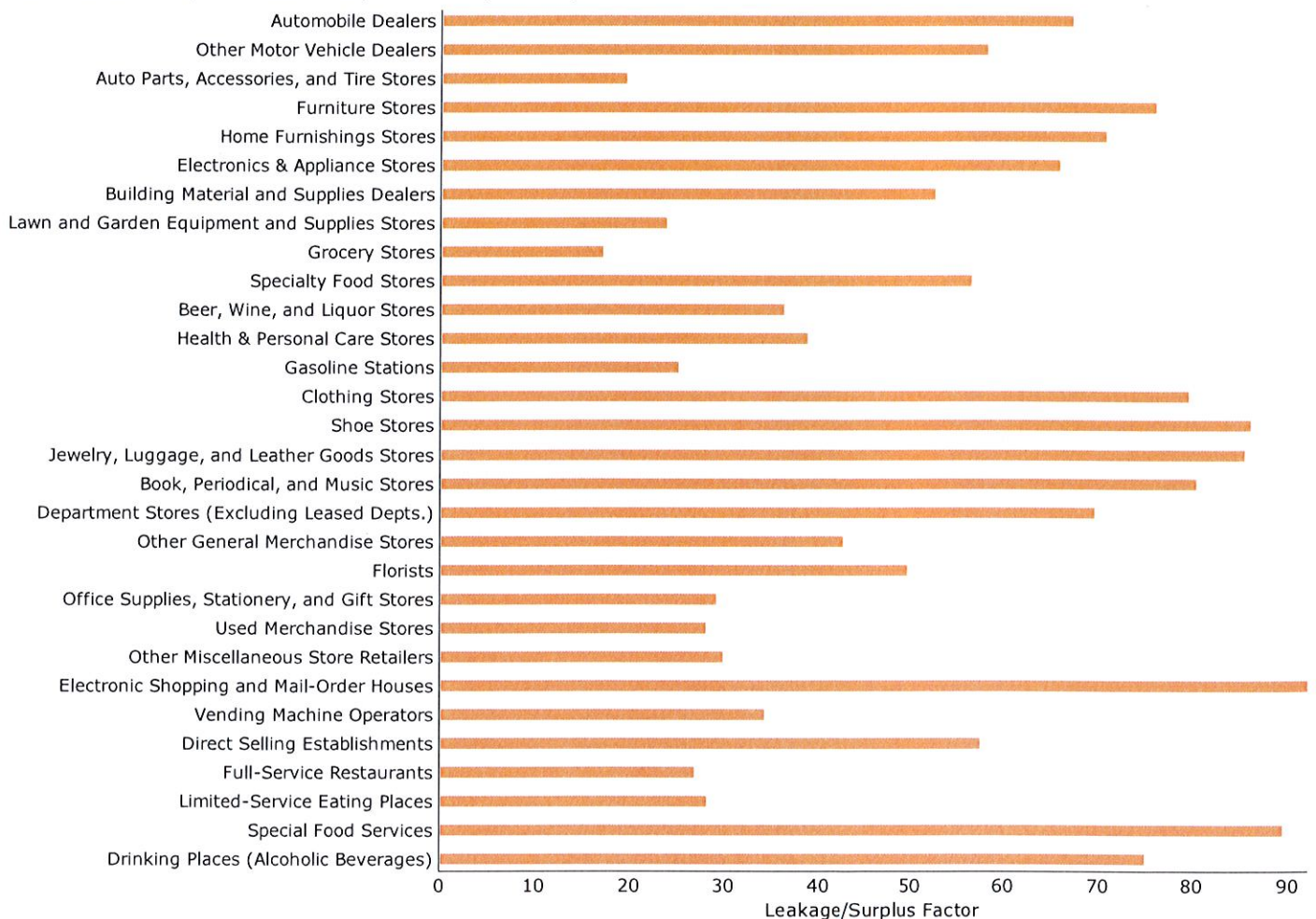
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TABLE 1: Retail MarketPlace Profile
August 20, 2015

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Demographic and Income Comparison Profile

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

Census 2010 Summary

Population	83,233
Households	29,029
Families	21,894
Average Household Size	2.74
Owner Occupied Housing Units	24,619
Renter Occupied Housing Units	4,410
Median Age	36.0

2015 Summary

Population	90,681
Households	31,583
Families	23,732
Average Household Size	2.76
Owner Occupied Housing Units	26,545
Renter Occupied Housing Units	5,038
Median Age	36.9
Median Household Income	\$71,529
Average Household Income	\$94,129

2020 Summary

Population	98,044
Households	34,072
Families	25,602
Average Household Size	2.77
Owner Occupied Housing Units	28,658
Renter Occupied Housing Units	5,414
Median Age	37.6
Median Household Income	\$81,038
Average Household Income	\$106,486

Trends: 2015-2020 Annual Rate

Population	1.57%
Households	1.53%
Families	1.53%
Owner Households	1.54%
Median Household Income	2.53%



Demographic and Income Comparison Profile

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

2015 Households by Income

	Number	Percent
<\$15,000	2,305	7.3%
\$15,000 - \$24,999	2,441	7.7%
\$25,000 - \$34,999	2,225	7.0%
\$35,000 - \$49,999	3,801	12.0%
\$50,000 - \$74,999	5,587	17.7%
\$75,000 - \$99,999	4,399	13.9%
\$100,000 - \$149,999	5,678	18.0%
\$150,000 - \$199,999	2,682	8.5%
\$200,000+	2,467	7.8%

Median Household Income	\$71,529
Average Household Income	\$94,129
Per Capita Income	\$33,366

2020 Households by Income

	Number	Percent
<\$15,000	2,161	6.3%
\$15,000 - \$24,999	1,836	5.4%
\$25,000 - \$34,999	1,747	5.1%
\$35,000 - \$49,999	3,489	10.2%
\$50,000 - \$74,999	6,231	18.3%
\$75,000 - \$99,999	5,204	15.3%
\$100,000 - \$149,999	6,829	20.0%
\$150,000 - \$199,999	3,462	10.2%
\$200,000+	3,114	9.1%

Median Household Income	\$81,038
Average Household Income	\$106,486
Per Capita Income	\$37,646

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

2010 Population by Age

	Number	Percent
Age 0 - 4	5,981	7.2%
Age 5 - 9	6,606	7.9%
Age 10 - 14	6,766	8.1%
Age 15 - 19	5,973	7.2%
Age 20 - 24	3,689	4.4%
Age 25 - 34	11,305	13.6%
Age 35 - 44	13,290	16.0%
Age 45 - 54	13,393	16.1%
Age 55 - 64	8,964	10.8%
Age 65 - 74	4,325	5.2%
Age 75 - 84	2,151	2.6%
Age 85+	791	1.0%

2015 Population by Age

	Number	Percent
Age 0 - 4	6,132	6.8%
Age 5 - 9	6,745	7.4%
Age 10 - 14	7,224	8.0%
Age 15 - 19	6,333	7.0%
Age 20 - 24	5,422	6.0%
Age 25 - 34	10,974	12.1%
Age 35 - 44	13,722	15.1%
Age 45 - 54	13,729	15.1%
Age 55 - 64	10,878	12.0%
Age 65 - 74	6,169	6.8%
Age 75 - 84	2,432	2.7%
Age 85+	920	1.0%

2020 Population by Age

	Number	Percent
Age 0 - 4	6,519	6.6%
Age 5 - 9	6,904	7.0%
Age 10 - 14	7,670	7.8%
Age 15 - 19	6,831	7.0%
Age 20 - 24	5,082	5.2%
Age 25 - 34	12,268	12.5%
Age 35 - 44	14,450	14.7%
Age 45 - 54	13,807	14.1%
Age 55 - 64	12,380	12.6%
Age 65 - 74	7,927	8.1%
Age 75 - 84	3,169	3.2%
Age 85+	1,037	1.1%



Demographic and Income Comparison Profile

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

2010 Race and Ethnicity

	Number	Percent
White Alone	64,165	77.1%
Black Alone	13,356	16.0%
American Indian Alone	208	0.2%
Asian Alone	1,458	1.8%
Pacific Islander Alone	56	0.1%
Some Other Race Alone	1,992	2.4%
Two or More Races	1,999	2.4%
Hispanic Origin (Any Race)	4,368	5.2%

2015 Race and Ethnicity

	Number	Percent
White Alone	68,361	75.4%
Black Alone	15,103	16.7%
American Indian Alone	238	0.3%
Asian Alone	2,048	2.3%
Pacific Islander Alone	61	0.1%
Some Other Race Alone	2,361	2.6%
Two or More Races	2,508	2.8%
Hispanic Origin (Any Race)	5,301	5.8%

2020 Race and Ethnicity

	Number	Percent
White Alone	72,149	73.6%
Black Alone	16,878	17.2%
American Indian Alone	278	0.3%
Asian Alone	2,764	2.8%
Pacific Islander Alone	69	0.1%
Some Other Race Alone	2,740	2.8%
Two or More Races	3,166	3.2%
Hispanic Origin (Any Race)	6,408	6.5%



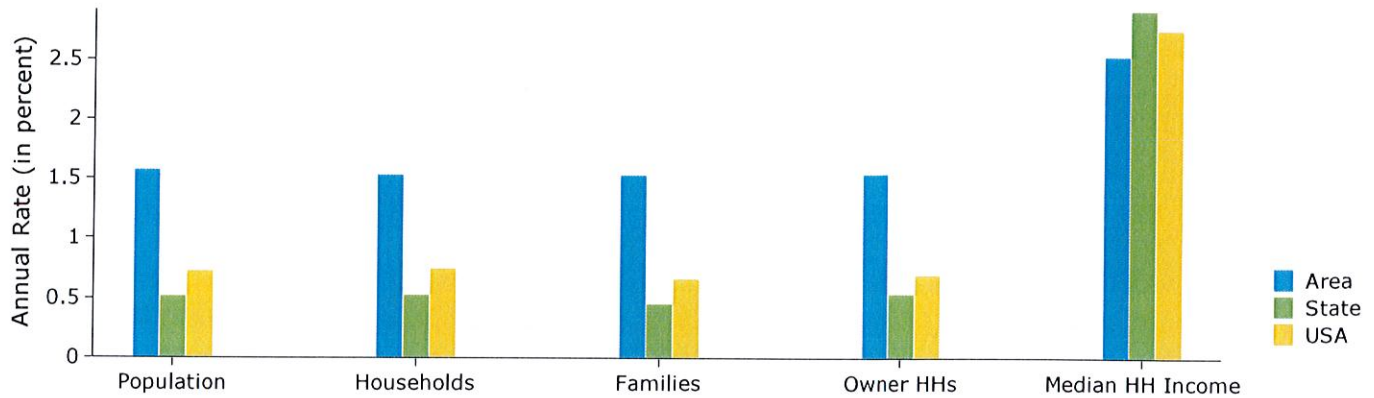
Demographic and Income Comparison Profile

McCordsville Retail Trade Area
Area: 153.47 square miles

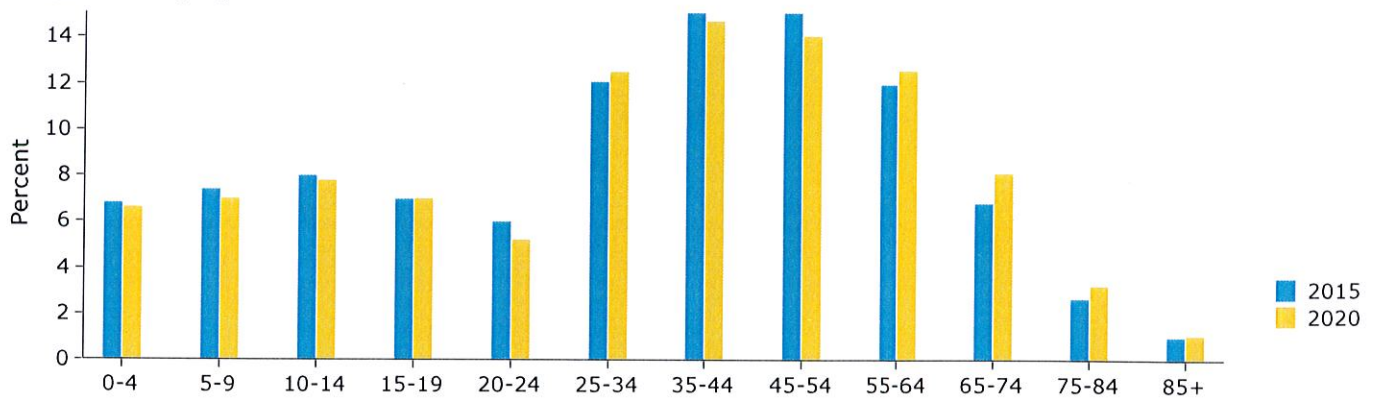
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Estimated 2015 population: 14,500
Estimated 2020 population: 15,000

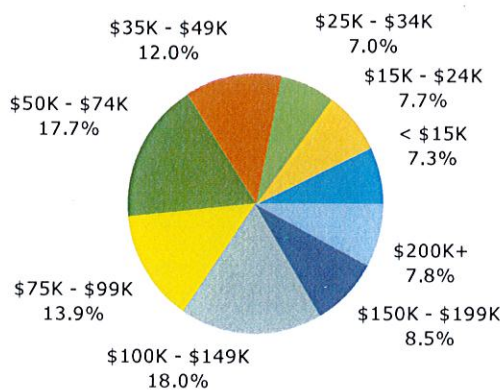
Trends 2015-2020



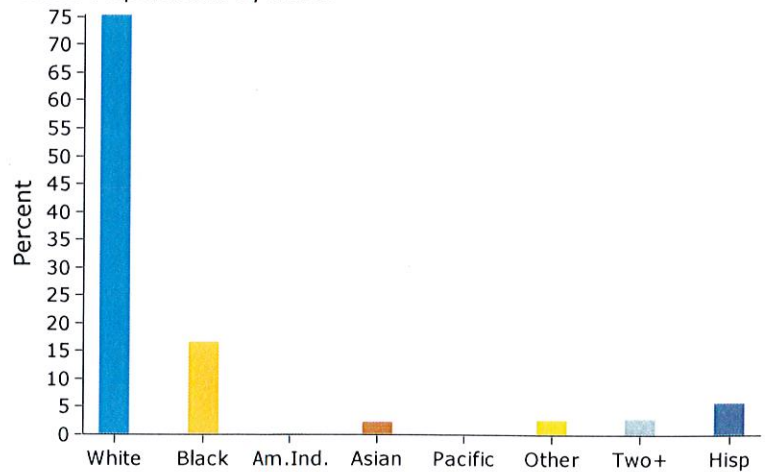
Population by Age



2015 Household Income



2015 Population by Race





Retail Market Potential

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

Demographic Summary		2015	2020
Population		90,681	98,044
Population 18+		66,585	72,619
Households		31,583	34,072
Median Household Income		\$71,529	\$81,038
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	34,156	51.3%	106
Bought any women's clothing in last 12 months	31,190	46.8%	104
Bought clothing for child <13 years in last 6 months	21,484	32.3%	115
Bought any shoes in last 12 months	38,647	58.0%	106
Bought costume jewelry in last 12 months	14,716	22.1%	111
Bought any fine jewelry in last 12 months	13,319	20.0%	103
Bought a watch in last 12 months	8,324	12.5%	109
Automobiles (Households)			
HH owns/leases any vehicle	29,047	92.0%	108
HH bought/leased new vehicle last 12 mo	3,556	11.3%	130
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	59,323	89.1%	105
Bought/changed motor oil in last 12 months	33,914	50.9%	102
Had tune-up in last 12 months	20,591	30.9%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	44,589	67.0%	102
Drank regular cola in last 6 months	29,589	44.4%	97
Drank beer/ale in last 6 months	29,553	44.4%	105
Cameras (Adults)			
Own digital point & shoot camera	25,033	37.6%	116
Own digital single-lens reflex (SLR) camera	6,772	10.2%	118
Bought any camera in last 12 months	5,258	7.9%	109
Bought memory card for camera in last 12 months	4,382	6.6%	114
Printed digital photos in last 12 months	2,363	3.5%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	26,000	39.0%	107
Have a smartphone	37,389	56.2%	115
Have an iPhone	14,964	22.5%	120
Number of cell phones in household: 1	7,374	23.3%	73
Number of cell phones in household: 2	12,664	40.1%	109
Number of cell phones in household: 3+	10,400	32.9%	131
HH has cell phone only (no landline telephone)	10,784	34.1%	90
Computers (Households)			
HH owns a computer	26,850	85.0%	111
HH owns desktop computer	18,069	57.2%	118
HH owns laptop/notebook	18,251	57.8%	113
Spent <\$500 on most recent home computer	4,693	14.9%	106
Spent \$500-\$999 on most recent home computer	7,521	23.8%	118
Spent \$1,000-\$1,499 on most recent home computer	3,596	11.4%	114
Spent \$1,500-\$1,999 on most recent home computer	1,727	5.5%	119
Spent \$2,000+ on most recent home computer	1,482	4.7%	122

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



Retail Market Potential

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	42,189	63.4%	105
Bought brewed coffee at convenience store in last 30 days	10,623	16.0%	104
Bought cigarettes at convenience store in last 30 days	7,814	11.7%	89
Bought gas at convenience store in last 30 days	23,839	35.8%	108
Spent at convenience store in last 30 days: <\$20	5,797	8.7%	106
Spent at convenience store in last 30 days: \$20-\$39	5,989	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	5,125	7.7%	100
Spent at convenience store in last 30 days: \$51-\$99	3,096	4.6%	102
Spent at convenience store in last 30 days: \$100+	16,441	24.7%	107
Entertainment (Adults)			
Attended a movie in last 6 months	43,609	65.5%	109
Went to live theater in last 12 months	8,987	13.5%	108
Went to a bar/night club in last 12 months	11,857	17.8%	104
Dined out in last 12 months	34,212	51.4%	114
Gambled at a casino in last 12 months	10,731	16.1%	109
Visited a theme park in last 12 months	14,130	21.2%	118
Viewed movie (video-on-demand) in last 30 days	12,248	18.4%	118
Viewed TV show (video-on-demand) in last 30 days	9,183	13.8%	113
Watched any pay-per-view TV in last 12 months	10,279	15.4%	118
Downloaded a movie over the Internet in last 30 days	4,638	7.0%	105
Downloaded any individual song in last 6 months	16,054	24.1%	117
Watched a movie online in the last 30 days	8,988	13.5%	99
Watched a TV program online in last 30 days	9,046	13.6%	101
Played a video/electronic game (console) in last 12 months	7,709	11.6%	101
Played a video/electronic game (portable) in last 12 months	2,965	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	27,837	41.8%	132
Used ATM/cash machine in last 12 months	36,617	55.0%	113
Own any stock	6,115	9.2%	118
Own U.S. savings bond	4,182	6.3%	109
Own shares in mutual fund (stock)	6,202	9.3%	124
Own shares in mutual fund (bonds)	4,178	6.3%	127
Have interest checking account	22,094	33.2%	115
Have non-interest checking account	19,852	29.8%	106
Have savings account	39,986	60.1%	112
Have 401K retirement savings plan	12,653	19.0%	129
Own/used any credit/debit card in last 12 months	52,997	79.6%	108
Avg monthly credit card expenditures: <\$111	8,131	12.2%	103
Avg monthly credit card expenditures: \$111-\$225	4,817	7.2%	112
Avg monthly credit card expenditures: \$226-\$450	4,625	6.9%	110
Avg monthly credit card expenditures: \$451-\$700	4,035	6.1%	111
Avg monthly credit card expenditures: \$701-\$1,000	3,228	4.8%	112
Avg monthly credit card expenditures: \$1,001+	7,414	11.1%	121
Did banking online in last 12 months	28,629	43.0%	122
Did banking on mobile device in last 12 months	8,714	13.1%	126
Paid bills online in last 12 months	32,516	48.8%	117

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



Retail Market Potential

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	49,304	74.0%	104
Used bread in last 6 months	64,147	96.3%	101
Used chicken (fresh or frozen) in last 6 mos	49,740	74.7%	105
Used turkey (fresh or frozen) in last 6 mos	12,864	19.3%	105
Used fish/seafood (fresh or frozen) in last 6 months	38,707	58.1%	104
Used fresh fruit/vegetables in last 6 months	59,157	88.8%	102
Used fresh milk in last 6 months	60,881	91.4%	102
Used organic food in last 6 months	12,807	19.2%	98
Health (Adults)			
Exercise at home 2+ times per week	21,589	32.4%	113
Exercise at club 2+ times per week	9,995	15.0%	116
Visited a doctor in last 12 months	52,336	78.6%	104
Used vitamin/dietary supplement in last 6 months	37,044	55.6%	104
Home (Households)			
Any home improvement in last 12 months	10,663	33.8%	122
Used housekeeper/maid/professional HH cleaning service in last 12	4,729	15.0%	114
Purchased low ticket HH furnishings in last 12 months	5,685	18.0%	115
Purchased big ticket HH furnishings in last 12 months	7,329	23.2%	110
Purchased bedding/bath goods in last 12 months	17,496	55.4%	104
Purchased cooking/serving product in last 12 months	8,267	26.2%	108
Bought any small kitchen appliance in last 12 months	7,516	23.8%	107
Bought any large kitchen appliance in last 12 months	4,765	15.1%	117
Insurance (Adults/Households)			
Currently carry life insurance	32,770	49.2%	113
Carry medical/hospital/accident insurance	44,924	67.5%	105
Carry homeowner insurance	37,399	56.2%	118
Carry renter's insurance	4,331	6.5%	88
Have auto insurance: 1 vehicle in household covered	7,973	25.2%	80
Have auto insurance: 2 vehicles in household covered	10,797	34.2%	122
Have auto insurance: 3+ vehicles in household covered	9,193	29.1%	133
Pets (Households)			
Household owns any pet	19,132	60.6%	114
Household owns any cat	7,582	24.0%	106
Household owns any dog	15,100	47.8%	120
Psychographics (Adults)			
Buying American is important to me	28,297	42.5%	99
Usually buy items on credit rather than wait	7,634	11.5%	101
Usually buy based on quality - not price	12,207	18.3%	102
Price is usually more important than brand name	17,699	26.6%	97
Usually use coupons for brands I buy often	11,939	17.9%	95
Am interested in how to help the environment	9,986	15.0%	90
Usually pay more for environ safe product	7,344	11.0%	87
Usually value green products over convenience	5,761	8.7%	85
Likely to buy a brand that supports a charity	23,050	34.6%	101
Reading (Adults)			
Bought digital book in last 12 months	8,906	13.4%	120
Bought hardcover book in last 12 months	16,057	24.1%	107
Bought paperback book in last 12 month	24,380	36.6%	108
Read any daily newspaper (paper version)	17,437	26.2%	93
Read any digital newspaper in last 30 days	23,506	35.3%	113
Read any magazine (paper/electronic version) in last 6 months	61,538	92.4%	102

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



Retail Market Potential

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	54,236	81.5%	108
Went to family restaurant/steak house: 4+ times a month	21,664	32.5%	113
Went to fast food/drive-in restaurant in last 6 months	61,485	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	29,493	44.3%	109
Fast food/drive-in last 6 months: eat in	26,118	39.2%	108
Fast food/drive-in last 6 months: home delivery	5,794	8.7%	111
Fast food/drive-in last 6 months: take-out/drive-thru	34,748	52.2%	111
Fast food/drive-in last 6 months: take-out/walk-in	14,229	21.4%	109
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	17,419	26.2%	123
Own any portable MP3 player	26,637	40.0%	119
HH owns 1 TV	4,628	14.7%	73
HH owns 2 TVs	7,884	25.0%	95
HH owns 3 TVs	7,509	23.8%	111
HH owns 4+ TVs	8,335	26.4%	134
HH subscribes to cable TV	15,815	50.1%	98
HH subscribes to fiber optic	2,682	8.5%	127
HH has satellite dish	9,227	29.2%	115
HH owns DVD/Blu-ray player	21,607	68.4%	111
HH owns camcorder	6,748	21.4%	137
HH owns portable GPS navigation device	11,159	35.3%	128
HH purchased video game system in last 12 mos	3,006	9.5%	103
HH owns Internet video device for TV	1,687	5.3%	122
Travel (Adults)			
Domestic travel in last 12 months	38,578	57.9%	115
Took 3+ domestic non-business trips in last 12 months	9,718	14.6%	117
Spent on domestic vacations in last 12 months: <\$1,000	7,893	11.9%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,491	6.7%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,952	4.4%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,363	5.1%	132
Spent on domestic vacations in last 12 months: \$3,000+	4,867	7.3%	134
Domestic travel in the 12 months: used general travel website	5,491	8.2%	117
Foreign travel in last 3 years	17,982	27.0%	114
Took 3+ foreign trips by plane in last 3 years	3,169	4.8%	109
Spent on foreign vacations in last 12 months: <\$1,000	3,391	5.1%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,095	3.1%	103
Spent on foreign vacations in last 12 months: \$3,000+	3,776	5.7%	115
Foreign travel in last 3 years: used general travel website	4,340	6.5%	119
Nights spent in hotel/motel in last 12 months: any	32,489	48.8%	118
Took cruise of more than one day in last 3 years	7,114	10.7%	122
Member of any frequent flyer program	14,170	21.3%	128
Member of any hotel rewards program	12,364	18.6%	131

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



Business Summary

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses: 2,096
Total Employees: 24,088
Total Residential Population: 90,681
Employee/Residential Population Ratio: 0.27:1

by SIC Codes

	Employees	
	Number	Percent
Agriculture & Mining	85	4.1%
Construction	200	9.5%
Manufacturing	58	2.8%
Transportation	68	3.2%
Communication	17	0.8%
Utility	11	0.5%
Wholesale Trade	87	4.2%
Retail Trade Summary	396	18.9%
Home Improvement	34	1.6%
General Merchandise Stores	12	0.6%
Food Stores	38	1.8%
Auto Dealers, Gas Stations, Auto Aftermarket	44	2.1%
Apparel & Accessory Stores	12	0.6%
Furniture & Home Furnishings	26	1.2%
Eating & Drinking Places	133	6.3%
Miscellaneous Retail	97	4.6%
Finance, Insurance, Real Estate Summary	266	12.7%
Banks, Savings & Lending Institutions	99	4.7%
Securities Brokers	19	0.9%
Insurance Carriers & Agents	53	2.5%
Real Estate, Holding, Other Investment Offices	95	4.5%
Services Summary	782	37.3%
Hotels & Lodging	14	0.7%
Automotive Services	59	2.8%
Motion Pictures & Amusements	71	3.4%
Health Services	89	4.2%
Legal Services	13	0.6%
Education Institutions & Libraries	55	2.6%
Other Services	482	23.0%
Government	53	2.5%
Unclassified Establishments	72	3.4%
Totals	2,096	100.0%

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August 20, 2015



Business Summary

McCordsville Retail Trade Area
Area: 153.47 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	13	0.6%	56	0.2%
Mining	2	0.1%	19	0.1%
Utilities	5	0.2%	43	0.2%
Construction	211	10.1%	1,231	5.1%
Manufacturing	68	3.2%	4,964	20.6%
Wholesale Trade	86	4.1%	1,982	8.2%
Retail Trade	252	12.0%	2,677	11.1%
Motor Vehicle & Parts Dealers	38	1.8%	340	1.4%
Furniture & Home Furnishings Stores	7	0.3%	172	0.7%
Electronics & Appliance Stores	17	0.8%	79	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	32	1.5%	276	1.1%
Food & Beverage Stores	38	1.8%	567	2.4%
Health & Personal Care Stores	24	1.1%	206	0.9%
Gasoline Stations	6	0.3%	51	0.2%
Clothing & Clothing Accessories Stores	17	0.8%	70	0.3%
Sport Goods, Hobby, Book, & Music Stores	17	0.8%	102	0.4%
General Merchandise Stores	12	0.6%	565	2.3%
Miscellaneous Store Retailers	37	1.8%	239	1.0%
Nonstore Retailers	7	0.3%	9	0.0%
Transportation & Warehousing	50	2.4%	836	3.5%
Information	33	1.6%	204	0.8%
Finance & Insurance	171	8.2%	498	2.1%
Central Bank/Credit Intermediation & Related Activities	99	4.7%	264	1.1%
Securities, Commodity Contracts & Other Financial	19	0.9%	64	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	53	2.5%	170	0.7%
Real Estate, Rental & Leasing	129	6.2%	421	1.7%
Professional, Scientific & Tech Services	180	8.6%	976	4.1%
Legal Services	17	0.8%	71	0.3%
Management of Companies & Enterprises	1	0.0%	4	0.0%
Administrative & Support & Waste Management & Remediation	138	6.6%	893	3.7%
Educational Services	68	3.2%	2,571	10.7%
Health Care & Social Assistance	122	5.8%	1,202	5.0%
Arts, Entertainment & Recreation	42	2.0%	436	1.8%
Accommodation & Food Services	146	7.0%	2,516	10.4%
Accommodation	14	0.7%	107	0.4%
Food Services & Drinking Places	132	6.3%	2,409	10.0%
Other Services (except Public Administration)	253	12.1%	1,366	5.7%
Automotive Repair & Maintenance	46	2.2%	222	0.9%
Public Administration	53	2.5%	998	4.1%
Unclassified Establishments	73	3.5%	196	0.8%
Total	2,096	100.0%	24,088	100.0%

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August 20, 2015