


MEMORANDUM

TO: Mayor and Council

FROM: Michael Brown, City Manager 

DATE: July 9, 2021

SUBJECT: Enterprise Zone Renewal Data – MLK/Montgomery, Pennsylvania and Waters Avenue

This memorandum provides the City Manager and Council with requested follow-up data to the June 24, 2021 Council Workshop titled *Enterprise Zone Renewals and Retail Redevelopment Areas and Strategies*. The attached reports include demographic and business information for the City's three existing enterprise zones: Pennsylvania Avenue, Martin Luther King, Jr. Blvd/ Montgomery Street, and Waters Avenue. Data for the reports is sourced from the US Census Bureau and the American Community Survey, and are compiled into the attached documents by ArcGIS Business Analyst, a demographic mapping software tool used to provide location-based demographic and business data analysis.

The following reports are attached:

- **Area Key Facts Report** – Provides a summary of key demographic, employment and business data for the study area. Data includes number of businesses, total employees, educational attainment, and household income.
- **Demographic and Income Profile Report** -- Provides more detailed demographic data and includes Census data for 2010 and projections for 2021 and 2026.

Though more work needs to be done, the data shows improvements across multiple categories in all three study areas. Key growth measures such as population and number of both rental and owner-occupied housing units show increases in all three study areas from 2010 through 2021 and are projected to continue increasing through 2026. Similarly, the average and median household incomes, and the per capita income are all projected to increase in the three study areas between 2021 and 2026.

To continue the momentum along these key corridors, the Enterprise Zone renewal resolution would extend the Enterprise Zones on Pennsylvania Avenue and Martin Luther King, Jr. Blvd/ Montgomery Street for an additional ten years. The incentive program offers a property tax abatement and development fee waivers for qualifying projects that significantly improve vacant or underdeveloped property and/or create jobs in the target corridor.

Attachments:

Area Key Facts Reports (Source: ArcGIS Business Analyst)

Demographic and Income Profile Reports (Source: ArcGIS Business Analyst)



Demographic and Income Profile

Corr_MLKMontgomery
Area: 1.25 square miles

Prepared by Esri

Summary	Census 2010	2021	2026
Population	9,090	9,614	9,909
Households	3,572	3,802	3,946
Families	1,671	1,675	1,699
Average Household Size	2.38	2.36	2.34
Owner Occupied Housing Units	971	1,057	1,099
Renter Occupied Housing Units	2,601	2,744	2,847
Median Age	27.2	29.9	30.6
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.61%	1.05%	0.71%
Households	0.75%	1.06%	0.71%
Families	0.28%	0.97%	0.64%
Owner HHs	0.78%	1.26%	0.91%
Median Household Income	3.01%	2.43%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	1,006	26.5%	917	23.2%
\$15,000 - \$24,999	650	17.1%	622	15.8%
\$25,000 - \$34,999	494	13.0%	475	12.0%
\$35,000 - \$49,999	397	10.4%	415	10.5%
\$50,000 - \$74,999	480	12.6%	581	14.7%
\$75,000 - \$99,999	276	7.3%	335	8.5%
\$100,000 - \$149,999	254	6.7%	317	8.0%
\$150,000 - \$199,999	115	3.0%	140	3.5%
\$200,000+	129	3.4%	143	3.6%
Median Household Income	\$29,208		\$33,880	
Average Household Income	\$52,372		\$59,373	
Per Capita Income	\$21,085		\$24,010	

Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	695	7.6%	617	6.4%	634	6.4%
5 - 9	584	6.4%	587	6.1%	567	5.7%
10 - 14	499	5.5%	555	5.8%	522	5.3%
15 - 19	639	7.0%	595	6.2%	627	6.3%
20 - 24	1,727	19.0%	1,462	15.2%	1,519	15.3%
25 - 34	1,530	16.8%	1,822	19.0%	1,738	17.5%
35 - 44	834	9.2%	1,003	10.4%	1,127	11.4%
45 - 54	977	10.7%	800	8.3%	841	8.5%
55 - 64	897	9.9%	1,066	11.1%	1,008	10.2%
65 - 74	410	4.5%	737	7.7%	837	8.4%
75 - 84	207	2.3%	261	2.7%	364	3.7%
85+	92	1.0%	109	1.1%	123	1.2%

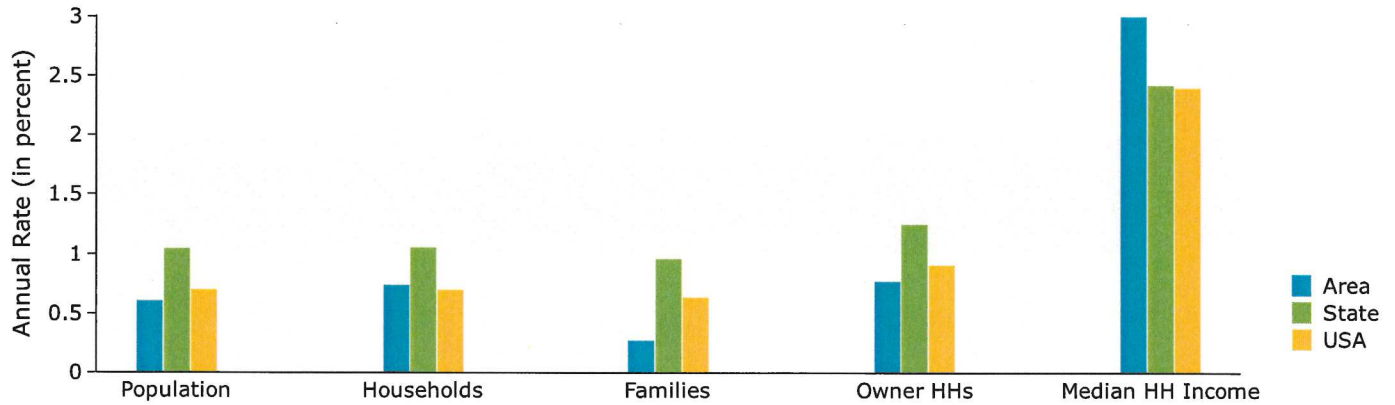
Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,870	31.6%	2,924	30.4%	2,966	29.9%
Black Alone	5,823	64.1%	6,144	63.9%	6,303	63.6%
American Indian Alone	21	0.2%	20	0.2%	20	0.2%
Asian Alone	166	1.8%	243	2.5%	289	2.9%
Pacific Islander Alone	6	0.1%	7	0.1%	7	0.1%
Some Other Race Alone	71	0.8%	98	1.0%	113	1.1%
Two or More Races	133	1.5%	178	1.9%	210	2.1%
Hispanic Origin (Any Race)	262	2.9%	369	3.8%	446	4.5%

Data Note: Income is expressed in current dollars.

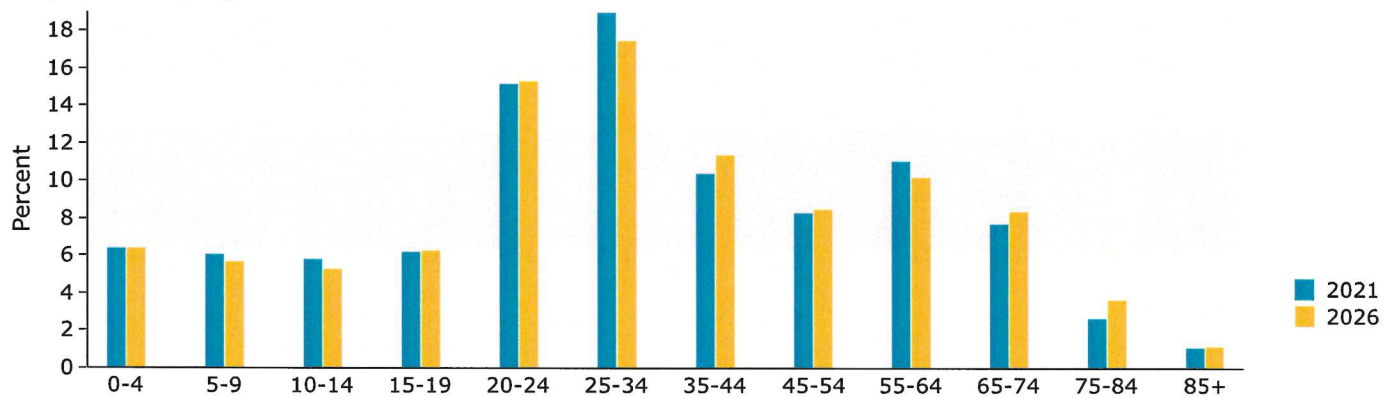
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

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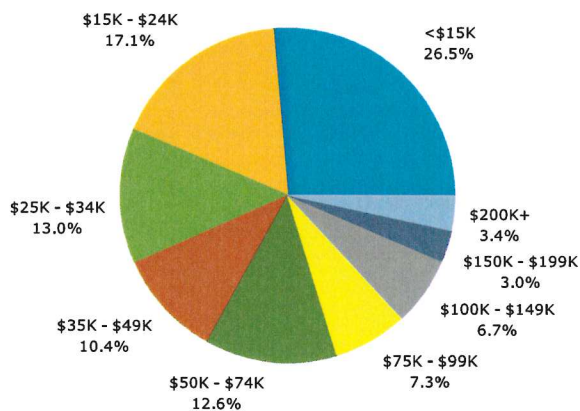
Trends 2021-2026



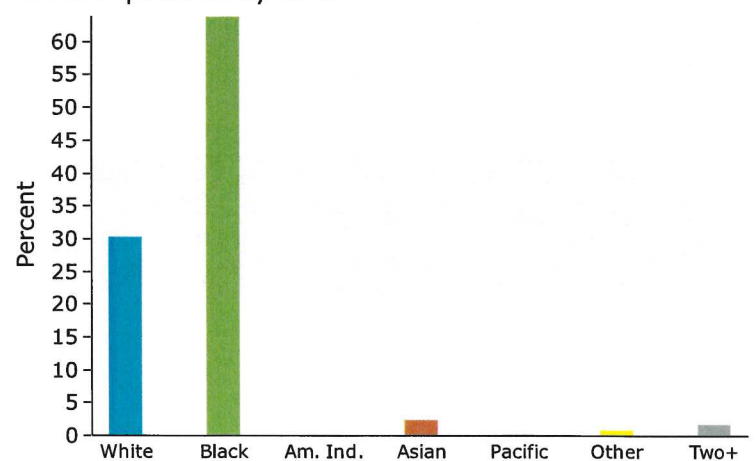
Population by Age



2021 Household Income



2021 Population by Race

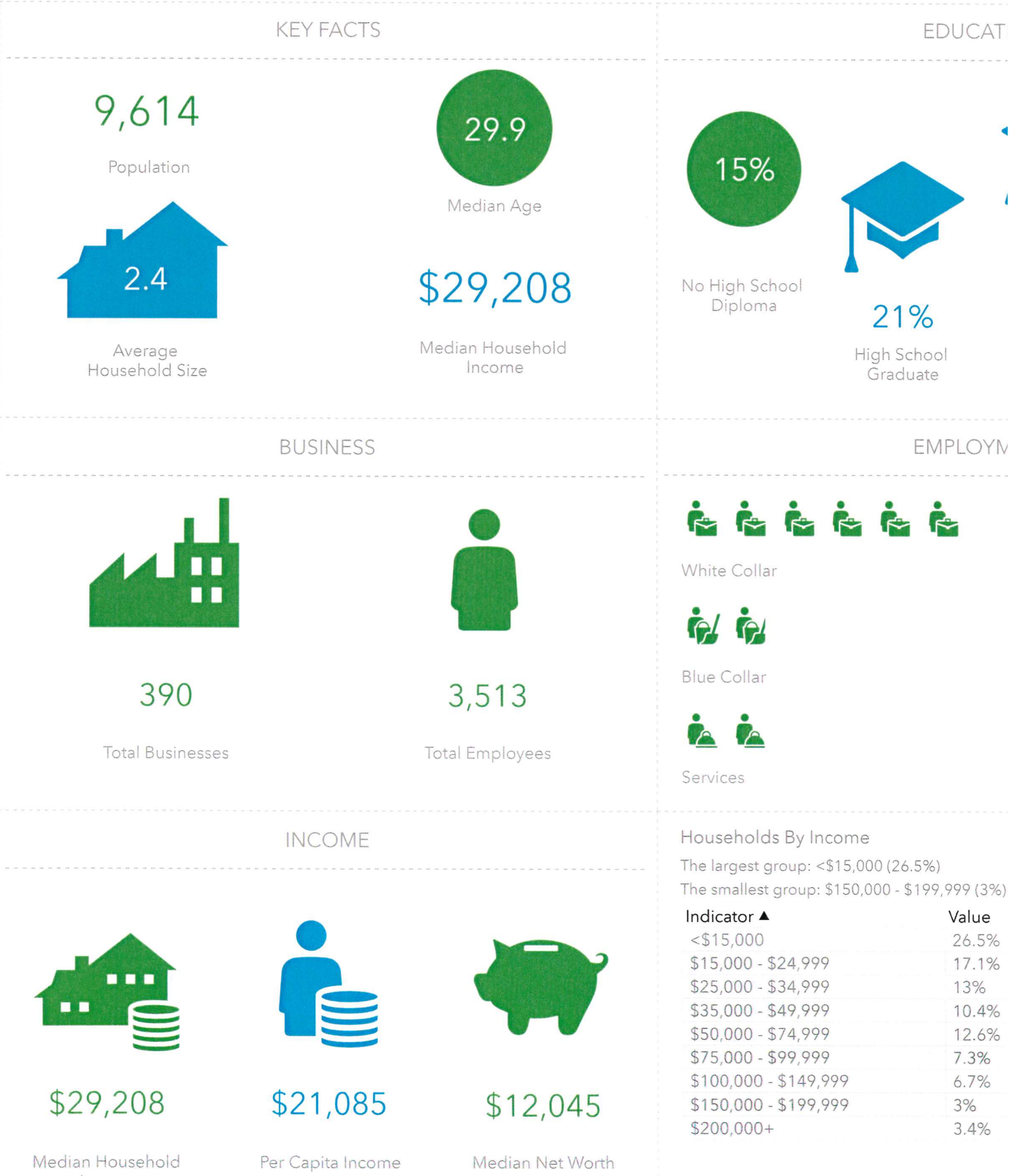


2021 Percent Hispanic Origin: 3.8%

Key Facts

Corr_MLKMontgomery
Area: 1.25 square miles

Martin L





Demographic and Income Profile

Pennsylvania Avenue
Area: 0.24 square miles

Prepared by Esri

Summary

	Census 2010	2021	2026
Population	469	545	581
Households	175	206	220
Families	118	135	143
Average Household Size	2.68	2.65	2.64
Owner Occupied Housing Units	90	107	119
Renter Occupied Housing Units	85	99	101
Median Age	34.9	37.1	38.7

Trends: 2021-2026 Annual Rate

	Area	State	National
Population	1.29%	1.05%	0.71%
Households	1.32%	1.06%	0.71%
Families	1.16%	0.97%	0.64%
Owner HHs	2.15%	1.26%	0.91%
Median Household Income	5.56%	2.43%	2.41%

Households by Income

	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	42	20.4%	41	18.6%
\$15,000 - \$24,999	56	27.2%	53	24.1%
\$25,000 - \$34,999	16	7.8%	15	6.8%
\$35,000 - \$49,999	20	9.7%	21	9.5%
\$50,000 - \$74,999	38	18.4%	47	21.4%
\$75,000 - \$99,999	12	5.8%	15	6.8%
\$100,000 - \$149,999	19	9.2%	26	11.8%
\$150,000 - \$199,999	2	1.0%	3	1.4%
\$200,000+	0	0.0%	0	0.0%
Median Household Income	\$27,334		\$35,820	
Average Household Income	\$43,426		\$50,191	
Per Capita Income	\$16,028		\$18,491	

Population by Age

	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	31	6.6%	34	6.3%	36	6.2%
5 - 9	36	7.7%	36	6.6%	37	6.4%
10 - 14	36	7.7%	35	6.4%	38	6.6%
15 - 19	40	8.5%	36	6.6%	35	6.0%
20 - 24	34	7.2%	34	6.3%	36	6.2%
25 - 34	58	12.4%	82	15.1%	78	13.5%
35 - 44	59	12.6%	65	12.0%	77	13.3%
45 - 54	64	13.6%	65	12.0%	69	11.9%
55 - 64	56	11.9%	69	12.7%	67	11.6%
65 - 74	29	6.2%	55	10.1%	64	11.1%
75 - 84	19	4.1%	23	4.2%	32	5.5%
85+	7	1.5%	9	1.7%	10	1.7%

Race and Ethnicity

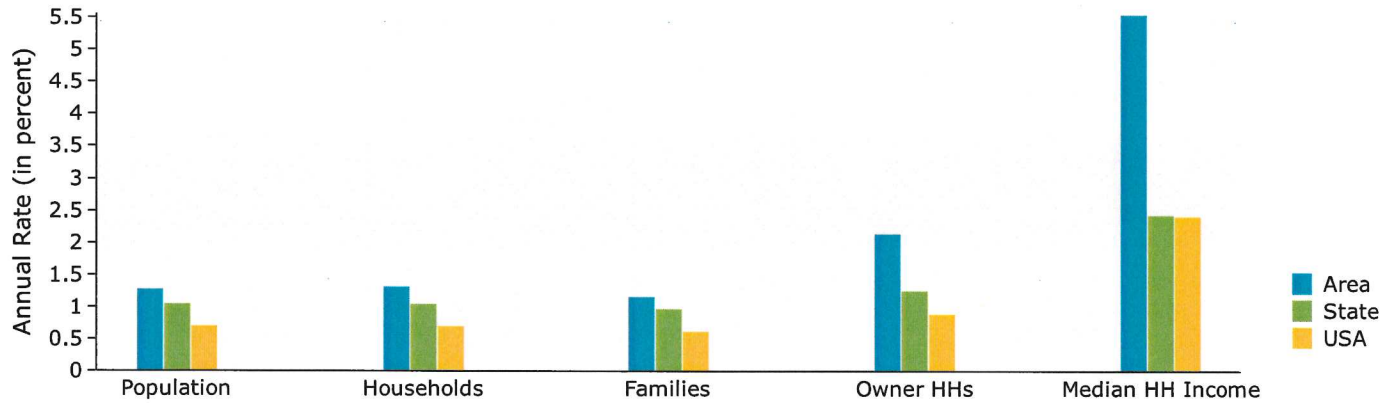
	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	65	13.9%	66	12.1%	67	11.5%
Black Alone	386	82.3%	454	83.3%	485	83.5%
American Indian Alone	1	0.2%	1	0.2%	1	0.2%
Asian Alone	6	1.3%	8	1.5%	9	1.5%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	3	0.6%	4	0.7%	5	0.9%
Two or More Races	8	1.7%	12	2.2%	14	2.4%
Hispanic Origin (Any Race)	9	1.9%	13	2.4%	17	2.9%

Data Note: Income is expressed in current dollars.

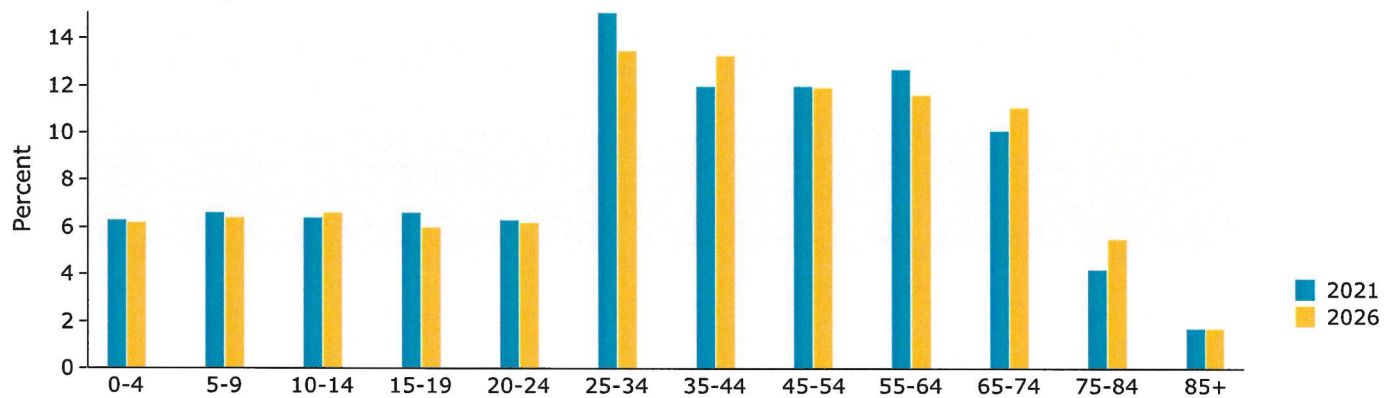
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

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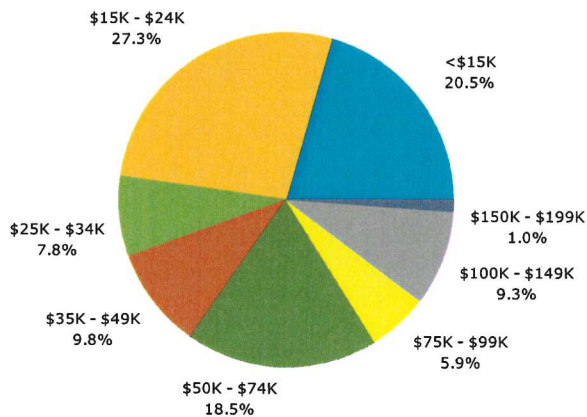
Trends 2021-2026



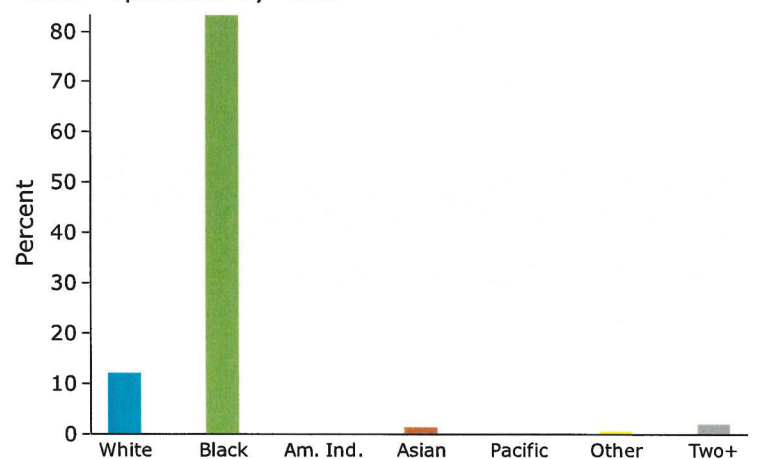
Population by Age



2021 Household Income



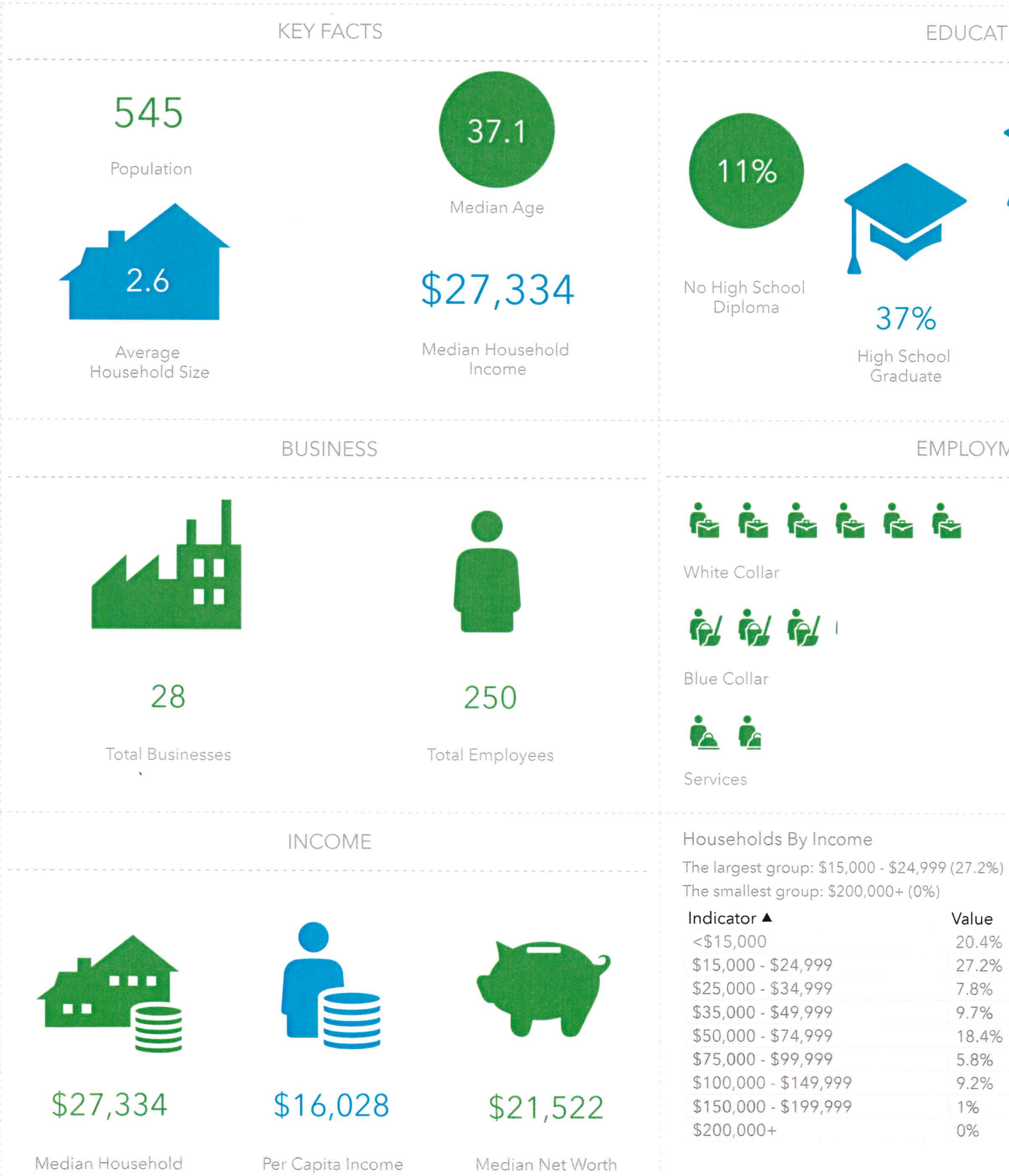
2021 Population by Race



2021 Percent Hispanic Origin: 2.4%

Key Facts

Pennsylvania Avenue
Area: 0.24 square miles





Demographic and Income Profile

Corr_WatersAve
Area: 0.7 square miles

Prepared by Esri

Summary

	Census 2010	2021	2026
Population	4,795	4,808	4,871
Households	1,785	1,794	1,818
Families	1,096	1,068	1,069
Average Household Size	2.68	2.67	2.67
Owner Occupied Housing Units	817	845	876
Renter Occupied Housing Units	968	949	942
Median Age	33.0	36.4	38.6

Trends: 2021-2026 Annual Rate

	Area	State	National
Population	0.26%	1.05%	0.71%
Households	0.27%	1.06%	0.71%
Families	0.02%	0.97%	0.64%
Owner HHs	0.72%	1.26%	0.91%
Median Household Income	3.17%	2.43%	2.41%

Households by Income

	2021	2026
	Number	Number
<\$15,000	376	327
\$15,000 - \$24,999	320	286
\$25,000 - \$34,999	208	201
\$35,000 - \$49,999	218	221
\$50,000 - \$74,999	329	373
\$75,000 - \$99,999	127	148
\$100,000 - \$149,999	154	192
\$150,000 - \$199,999	19	23
\$200,000+	41	46
Median Household Income	\$34,502	\$40,332
Average Household Income	\$52,169	\$59,339
Per Capita Income	\$19,565	\$22,261

Population by Age

	Census 2010	2021	2026
	Number	Number	Number
0 - 4	366	332	329
5 - 9	297	334	318
10 - 14	305	320	325
15 - 19	399	279	324
20 - 24	475	289	261
25 - 34	682	755	635
35 - 44	532	629	693
45 - 54	609	496	527
55 - 64	555	575	548
65 - 74	306	496	524
75 - 84	205	218	299
85+	65	87	89

Race and Ethnicity

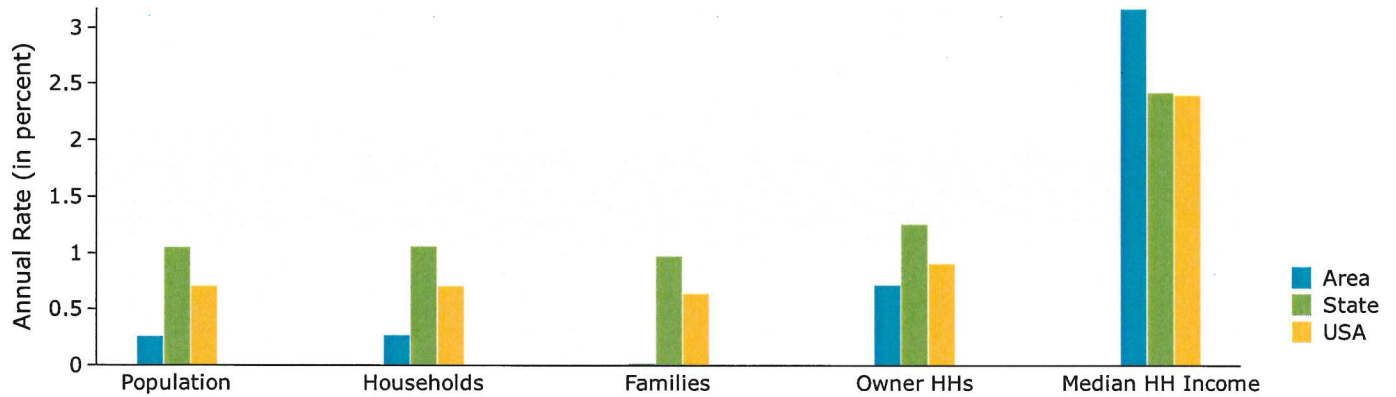
	Census 2010	2021	2026
	Number	Number	Number
White Alone	549	481	464
Black Alone	4,117	4,170	4,231
American Indian Alone	12	13	13
Asian Alone	18	23	25
Pacific Islander Alone	2	2	2
Some Other Race Alone	14	16	17
Two or More Races	83	103	118
Hispanic Origin (Any Race)	75	93	106

Data Note: Income is expressed in current dollars.

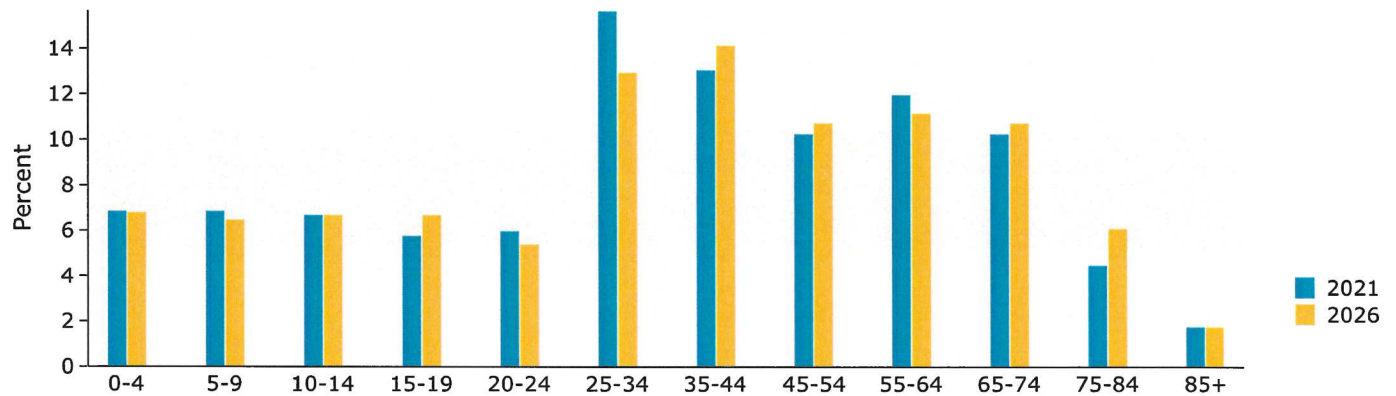
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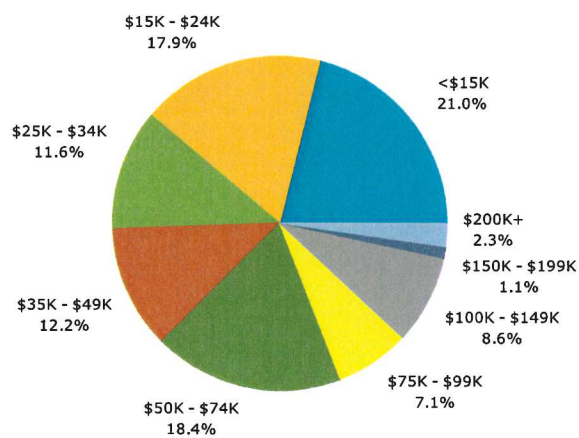
Trends 2021-2026



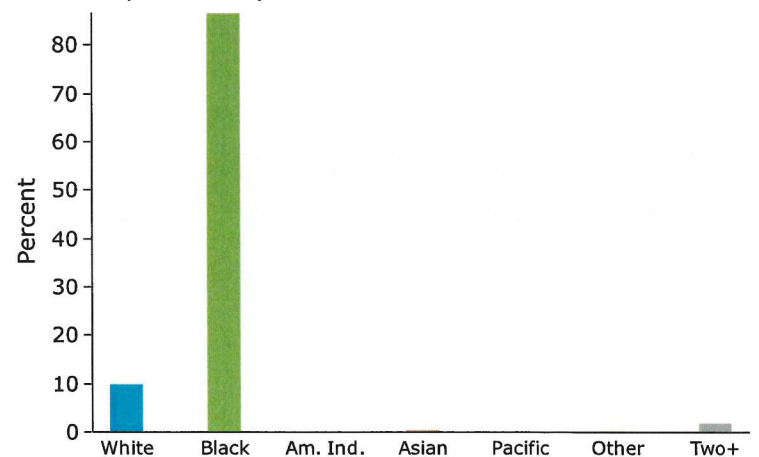
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin:1.9%

Key Facts

Corr_WatersAve
Area: 0.7 square miles

