

MEMORANDUM

TO:

FROM:

Michael Brown, City Manager

July 9, 2007

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 followup 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 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)



Corr_MLKMontgomery Prepared by Esri Area: 1.25 square miles

Summary	Cer	nsus 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%
				2021		2026
Households by Income			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	
	Cei	nsus 2010		2021		2026
Population by Age	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%
	Cei	nsus 2010		2021		2026
Race and Ethnicity	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%
Common Outland Day All	71	0.8%	98	1.0%	113	1.1%
Some Other Race Alone						
Two or More Races	133	1.5%	178	1.9%	210	2.1%

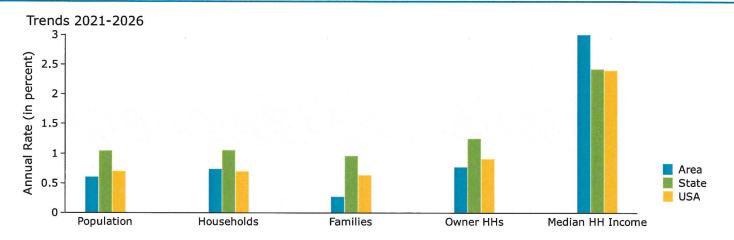
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

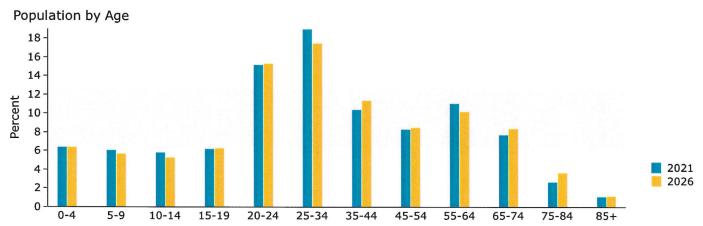
July 02, 2021



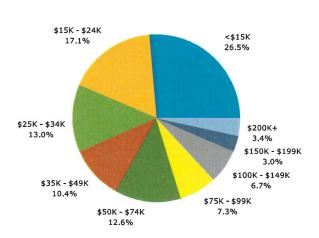
Corr_MLKMontgomery Area: 1.25 square miles

Prepared by Esri

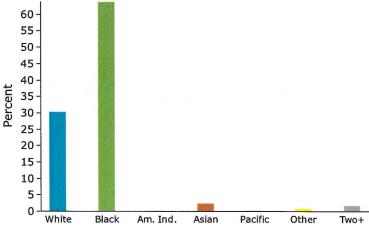








2021 Population by Race



2021 Percent Hispanic Origin: 3.8%

Corr_MLKMontgomery Area: 1.25 square miles

KEY FACTS EDUCAT

9,614

Population



Average Household Size

29.9

Median Age

\$29,208

Median Household Income



No High School Diploma



21%

EMPLOYN

High School Graduate

BUSINESS



390

Total Businesses



3,513

Total Employees



White Collar





Blue Collar





Services

INCOME



\$29,208



\$21,085



\$12,045

Households By Income

The largest group: <\$15,000 (26.5%)

The smallest group: \$150,000 - \$199,999 (3%)

Indicator ▲	Value
<\$15,000	26.5%
\$15,000 - \$24,999	17.1%
\$25,000 - \$34,999	13%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	12.6%
\$75,000 - \$99,999	7.3%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	3%
\$200,000+	3.4%

Median Household

Per Capita Income

Median Net Worth



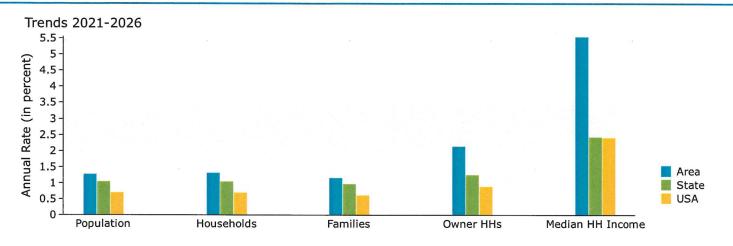
Pennsylvania Avenue Area: 0.24 square miles Prepared by Esri

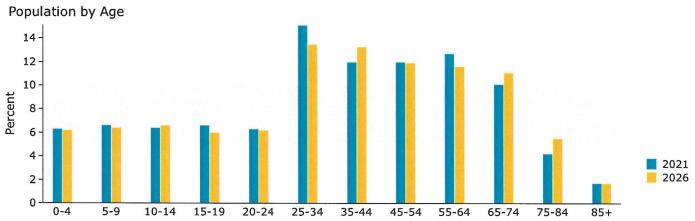
Summary	Cer	nsus 2010		2021		202
Population		469		545		58
Households		175		206		22
Families		118		135		14
Average Household Size		2.68		2.65		2.6
Owner Occupied Housing Units		90		107		11
Renter Occupied Housing Units		85		99		10
Median Age		34.9		37.1		38
Trends: 2021-2026 Annual Rate		Area		State		Nation
Population		1.29%		1.05%		0.71
Households		1.32%		1.06%		0.71
Families		1.16%		0.97%		0.71
Owner HHs		2.15%		1.26%		0.91
Median Household Income		5.56%		2.43%		2.41
riedan riodsenola income		3.30%		2021		2.41
Households by Income			Number		Number	
Bry 사람에 대한 1000 1000 1000 1000 1000 1000 1000 1				Percent		Perce
<\$15,000 \$15,000 - \$24,000			42	20.4%	41	18.6
\$15,000 - \$24,999 #35,000 - #34,000			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	
	Cei	nsus 2010		2021		20:
Population by Age	Number	Percent	Number	Percent	Number	Perce
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	
85+	7					5.5
031		1.5% nsus 2010	9	1.7% 2021	10	1.7 20
Race and Ethnicity	Number	Percent	Number	Percent	Number	Perce
White Alone	65	13.9%	66	12.1%	67	11.5
Black Alone	386	82.3%	454	83.3%	485	
American Indian Alone						83.5
	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
ta Note: Income is expressed in current dollars.						

July 02, 2021

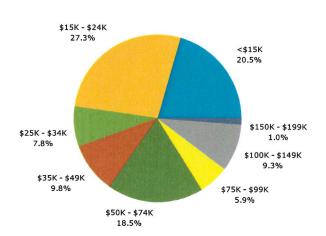


Pennsylvania Avenue Area: 0.24 square miles Prepared by Esri

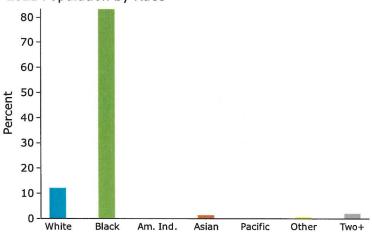








2021 Population by Race



2021 Percent Hispanic Origin: 2.4%

Key Facts

Pennsylvania Avenue Area: 0.24 square miles

> **KEY FACTS EDUCAT**

545

Population



Average Household Size

37.1

Median Age

\$27,334

Median Household Income



No High School Diploma



37% High School Graduate

BUSINESS

EMPLOYN



28

Total Businesses



250

Total Employees



White Collar







Blue Collar





Services

INCOME



\$27,334



\$16,028



\$21,522

Median Net Worth

Households By Income

The largest group: \$15,000 - \$24,999 (27.2%)

The smallest group: \$200,000+ (0%)

9 ,	,
Indicator A	Value
<\$15,000	20.4%
\$15,000 - \$24,999	27.2%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	5.8%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	1%
\$200,000+	0%

Median Household

Per Capita Income



Corr_WatersAve
Area: 0.7 square miles

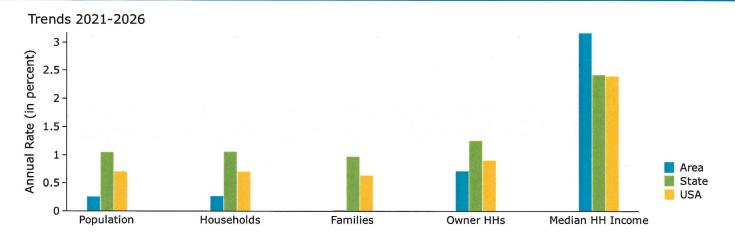
Prepared by Esri

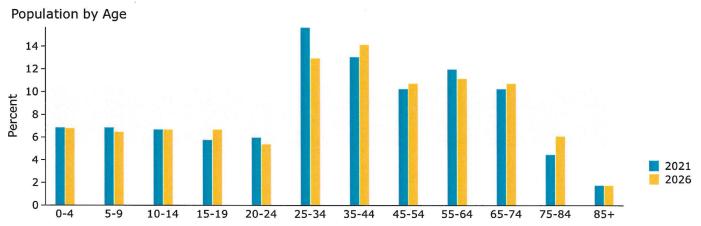
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	Summary	Cer	sus 2010		2021		2026
	Population		4,795		4,808		4,871
	Households		1,785		1,794		1,818
	Families		1,096		1,068		1,069
	Average Household Size		2.68		2.67		2.67
	Owner Occupied Housing Units		817		845		876
	Renter Occupied Housing Units		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						
	Families		0.27%		1.06%		0.71%
			0.02%		0.97%		0.64%
	Owner HHs		0.72%		1.26%		0.91%
	Median Household Income		3.17%		2.43%		2.41%
					2021		2026
	Households by Income			Number	Percent	Number	Percent
	<\$15,000			376	21.0%	327	18.0%
	\$15,000 - \$24,999			320	17.8%	286	15.7%
	\$25,000 - \$34,999			208	11.6%	201	11.1%
	\$35,000 - \$49,999			218	12.2%	221	12.2%
	\$50,000 - \$74,999			329	18.3%	373	20.5%
	\$75,000 - \$99,999			127	7.1%	148	8.1%
	\$100,000 - \$149,999			154	8.6%	192	10.6%
	\$150,000 - \$199,999			19	1.1%	23	1.3%
	\$200,000+			41	2.3%	46	2.5%
	Median Household Income			\$34,502		\$40,332	
	Average Household Income			\$52,169		\$59,339	
	Per Capita Income			\$19,565		\$22,261	
		Cer	sus 2010		2021		2026
	Population by Age	Number	Percent	Number	Percent	Number	Percent
	0 - 4	366	7.6%	332	6.9%	329	6.8%
	5 - 9	297	6.2%	334	6.9%	318	6.5%
	10 - 14	305	6.4%	320	6.7%	325	6.7%
	15 - 19	399	8.3%	279	5.8%	324	6.7%
	20 - 24	475	9.9%	289	6.0%		
	25 - 34					261	5.4%
	25 - 34 35 - 44	682	14.2%	755	15.7%	635	13.0%
		532	11.1%	629	13.1%	693	14.2%
	45 - 54	609	12.7%	496	10.3%	527	10.8%
	55 - 64	555	11.6%	575	12.0%	548	11.2%
	65 - 74	306	6.4%	496	10.3%	524	10.8%
	75 - 84	205	4.3%	218	4.5%	299	6.1%
	85+	65	1.4%	87	1.8%	89	1.8%
		Cer	sus 2010		2021		2026
	Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
	White Alone	549	11.4%	481	10.0%	464	9.5%
	Black Alone	4,117	85.9%	4,170	86.7%	4,231	86.9%
	American Indian Alone	12	0.3%	13	0.3%	13	0.3%
	Asian Alone	18	0.4%	23	0.5%	25	0.5%
	Pacific Islander Alone	2	0.0%	23	0.5%	25	0.0%
	Some Other Race Alone	14	0.3%	16	0.3%		
	Some Other Nace Alone					17	0.3% 2.4%
	Two or More Paces	0.0					1 40/
	Two or More Races	83	1.7%	103	2.1%	118	2.77

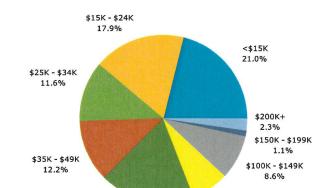
July 02, 2021



Corr_WatersAve Area: 0.7 square miles Prepared by Esri



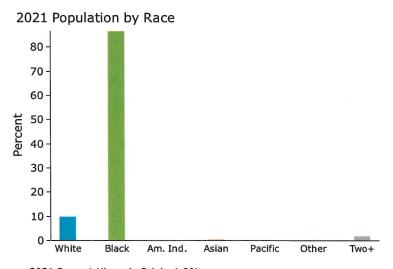




2021 Household Income

\$50K - \$74K

18.4%



2021 Percent Hispanic Origin:1.9%

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

\$75K - \$99K

Key Facts

Corr_WatersAve

Area: 0.7 square miles

KEY FACTS

EDUCATI

4,808

Population



Average Household Size



Median Age

\$34,502

Median Household Income



No High School Diploma



30%

High School Graduate

EMPLOYN

BUSINESS



82

Total Businesses



625

Total Employees

White Collar







Blue Collar







Services

INCOME



\$34,502



\$19,565



\$18,568

Median Net Worth

Households By Income

The largest group: <\$15,000 (21%)

The smallest group: \$150,000 - \$199,999 (1.19

Indicator ▲	Value
<\$15,000	21%
\$15,000 - \$24,999	17.8%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	7.1%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	1.1%
\$200,000+	2.3%

Median Household

Per Capita Income