ANDERSONVILLE
LOOKING FOR ANOTHER LOCAL BUSINESS TO LOVE

LOCAL. UNIQUE. SUSTAINABLE.

SUMMARY OF THE ANDERSONVILLE RETAIL ATTRACTION STUDY 2012
ANDERSONVILLE DEVELOPMENT CORPORATION, CHICAGO
Andersonville, an historic neighborhood on Chicago’s North Side, garners national acclaim for its thriving urban commercial district composed almost entirely of locally owned, independent businesses. Once a predominantly Swedish neighborhood, Andersonville now boasts a diverse array of residents and businesses.

Andersonville is . . .

- Committed to local entrepreneurship
- Supported by a highly engaged residential community
- Economically viable
- Environmentally sustainable

WHAT DOES ANDERSONVILLE HAVE TO OFFER YOUR BUSINESS?

Customers. The “Classic Andersonville” area attracts an immediate market of nearly 16,000 residents with average household earnings of $92,409 and total average annual retail sales per household of $42,852. The “Extended Andersonville” area draws on over 56,000 residents with an average household income of $62,573 and $32,077 spent annually per household on retail sales.

Viable markets. Andersonville has available and growing markets in a variety of sectors, including specialty foods, apparel, and furniture & home.

Powerful co-tenants. Our research shows that a community of unique independent businesses proves to be the ideal setting for other unique businesses. Numerous co-marketing opportunities exist across retail and restaurant sectors.

“A Chicago neighborhood for everyone.” -EnjoyIllinois.com
ANDERSONVILLE RETAIL ATTRACTION EFFORTS

In 2011, the non-profit Andersonville Development Corporation commissioned a study to help determine viable business sectors for the Andersonville commercial district, and to assist existing business and property owners in maximizing their own viability by responding to market trends. The 2011 study updates information obtained from a 2008 study with similar intentions. Utilizing the Andersonville market data, ADC provides ongoing technical assistance to local and prospective businesses.

Markets

The study uses four market geographies to gather information on demographics and spending potential:

- **Classic Andersonville**: Rosehill (north); Ainslie (south); Broadway (east); Ravenswood (west)
- **Expanded Andersonville**: Peterson (north); Lawrence (south); Lakefront (east); Ravenswood (west)
- **5-minute drive time**
- **15-minute drive time**

<table>
<thead>
<tr>
<th></th>
<th>Classic Andersonville</th>
<th>Expanded Andersonville</th>
<th>5 Minute Drive Time</th>
<th>15 Minute Drive Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>15,919</td>
<td>56,668</td>
<td>85,340</td>
<td>570,396</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.1</td>
<td>1.86</td>
<td>1.93</td>
<td>2.19</td>
</tr>
<tr>
<td>Total Population Median Age</td>
<td>36.6</td>
<td>37</td>
<td>36.9</td>
<td>36.9</td>
</tr>
<tr>
<td>College Educated (%)</td>
<td>70.40%</td>
<td>58.50%</td>
<td>59.50%</td>
<td>57.40%</td>
</tr>
<tr>
<td>Household Average Income</td>
<td>$92,409</td>
<td>$62,573</td>
<td>$69,195</td>
<td>$82,281</td>
</tr>
<tr>
<td>Household Income $75,000 Plus</td>
<td>3,195</td>
<td>9,653</td>
<td>13,902</td>
<td>96,927</td>
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<tr>
<td>Stability (% Residence 5 + Years)</td>
<td>19.3%</td>
<td>19.3%</td>
<td>18.6%</td>
<td>20.8%</td>
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<tr>
<td>Total Employees</td>
<td>4,641</td>
<td>13,746</td>
<td>20,080</td>
<td>167,917</td>
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<tr>
<td>Total Retail Expenditures</td>
<td>$323,703,719</td>
<td>$977,431,712</td>
<td>$1,518,962,981</td>
<td>$10,125,083,433</td>
</tr>
</tbody>
</table>

Demographic data ©2011 by Alteryx Inc./
ANDERSONVILLE CONSUMER SURVEY

Andersonville's retail attraction and retention efforts measure the opinions and habits of consumers. ADC issues a consumer survey to Andersonville patrons on the fall of 2011; 1,022 people responded to the Andersonville Consumer Survey.

Residents and visitors value locally-owned businesses! 94.9% of respondents said that local ownership of businesses is very important when deciding to shop or dine in Andersonville. Similarly, 84% of respondents believe that maintaining a preponderance of local businesses is a top priority for improving the Andersonville Business District.

Respondents frequently dine/make a purchase in Andersonville?

75.8% of respondents said they dine in Andersonville at least weekly as compared with 72% in the 2008 survey. 77.6% of respondents said they make a purchase at least weekly, as compared with 62% in the 2008 survey.

"Over the years, Andersonville...has retained its mom-and-pop charms." - The New York Times
TOP RETAIL ATTRACTION TARGETS

The Andersonville market data indicates which business sectors have the greatest market potential in Andersonville. The study compares the spending potential of Classic and Expanded Andersonville with actual existing sales to determine the Market Share of various business sectors.

Market Share helps identify top attraction targets: the business sectors that have the greatest likelihood of thriving because they have a high neighborhood-serving market potential, a high desirability from Andersonville consumers, or ideally, both.

**Andersonville Top Attraction Targets**

- Specialty foods & grocery (especially local, organic food)
- Limited & full-service restaurants
- Home goods/furniture
- General apparel retailers
- Shoe retailers
- Book stores
- Hardware stores
- Arts/craft supplies
- Florists
- Sporting goods retailer

While these are the top attraction targets, the study showed that Andersonville’s unique, independent businesses provide the ideal “co-tenants” for various types of unique businesses. By clustering, businesses generate customers who make a special trip to find unusual merchandise. Local, independently-owned businesses thrive off of Andersonville’s economically local infrastructure.

“Andersonville has also been leading the way in environmentally conscious living and recycling.” -CBS Chicago
SUPPORT FOR YOUR BUSINESS

Andersonville’s strong economic development organizations provide important initiatives that increase the success of local businesses.

The Andersonville Chamber of Commerce, founded in 1921, provides marketing, technical assistance and advocacy for the Andersonville business community. Programs include a host of special events, business development workshops and direct assistance, and active advocacy for public policy initiatives that are supportive of small, local businesses.

The Andersonville Development Corporation (ADC) works at keeping Andersonville sustainable for the long term. ADC’s mission is to facilitate sustainable community and economic development in the commercial district. Created in 2004, ADC’s work in environmental sustainability, retail attraction and recruitment, mapping, historic preservation, and streetscape beautification have fostered a thriving commercial corridor.

Andersonville SSA #22 is a funding tool that provides key services for the Andersonville commercial district, including sidewalk sweeping and trash removal, snow plowing, landscaping and beautification, façade and green building incentive programs, and a variety of promotional initiatives.

“When a neighborhood feels like a small town, it’s working.” -Chicago Tribune
EVENTS THAT BRING CUSTOMERS TO YOU

Andersonville is home to many well-loved and well-known events, the largest of which is Midsommarfest. Over 40,000 people visit Andersonville in mid-June for this beloved street festival! In early spring, the annual Andersonville Honors Gala welcomes residents to recognize the accomplishments of local businesses by awarding seven distinct popular-vote award categories. The annual Wine Walk in May is always a sold-out event, with over 750 people visiting retail stores for wine tastings and shopping. During late summer and early fall, the Andersonville Dinner Crawl and Dessert Crawl welcome about 500 participants each to the neighborhood and highlight Andersonville’s restaurant offerings. Each October, Andersonville Arts Weekend transforms the business district into an eight-block art gallery, showcasing independent artists and Andersonville’s home & furnishings spots. In December, Andersonville Late and Later Nights offer extended shopping hours and sales to holiday shoppers.

In addition to our numerous special events, Andersonville’s focus on local economies and neighborhood support led to the creation and start of the Andersonville Farmers Market in June of 2009. The Farmers Market brings a local food scene to neighborhood residents and visitors while highlighting Andersonville’s unique district.

A SUSTAINABLE COMMUNITY

In 2008, the Andersonville Development Corporation launched eco-Andersonville, a comprehensive sustainability initiative. Eco-Andersonville’s groundbreaking Sustainable Business Certification program certifies local business as sustainable while offering them free technical assistance, marketing and PR. Additionally, a streetscape recycling program, district-wide composting research, green and sustainable events, energy audits, bike infrastructure and innovative green space are marking Andersonville as Chicago’s premier “green” community.

In recent years, Andersonville’s victories in building a localized, sustainable business district have been honored at major national conferences including: the National Trust for Historic Preservation, Business Alliance for Local Living Economies, Chicago Green Festival, and USGBC’s Greenbuild International Conference. Our staff also frequently works with other sustainable program partners such as the Center for Green Technology, Active Transportation Alliance and the Delta Institute. Most recently eco-Andersonville has received acclaim for its “People Spot” project. The project has been featured in numerous publications and media broadcasts such as the Chicago Sun Times, Governing Magazine, Architectural Digest, CBS News and Fox News.
"Just a spin beyond Lake Shore Drive, it’s a vibrant village where Nordic charm meets trend and kitsch." - ABC7

Andersonville Commercial Guide:
A Summary

This packet features highlights from a comprehensive and in-depth research process commissioned during 2011 and 2012 by the Andersonville Development Corporation. For questions pertaining to this packet or the findings of the 2011-2012 Consumer Survey & Market Study, please contact the Andersonville Development Corporation at (773) 728-7552.

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