Greenfield Downtown Business District Assessment and Market Analysis

To Inform the Downtown Revitalization Plan Update & Future Revitalization Activities

Greenfield, Massachusetts

Prepared for and in Collaboration with: Greenfield Community and Economic Development Department

January, 2021

Sponsored by: MA Dept. of Housing & Community Development,
MA Downtown Initiative

Completed by:
FinePoint Associates

Acknowledgements

MA Dept. of Housing & Community Development, MA Downtown Initiative Program
Emmy Hahn, Coordinator.

Mayor of Greenfield
Roxann Wedegartner

Greenfield Community and Economic Development Department
MJ Adams, Director

Sustainable Greenfield Implementation Committee

Hannah Rechtschaffen
Tara Kurland
Nancy Hazard
Jay Lord
Michael Pattavina
Phil Elmer, City Council.
Marlo Warner, DPW Representative.
Carole Collins, Energy Director.
George Touloumtzis, Planning Board Representative
MJ Adams, Planning Department Director Designee
Jacob Frank, Student Representative

Special Thanks to Survey Respondents

- The Downtown Greenfield business owners and representatives, who responded to the Business Survey.
- The 798 community residents who responded to Downtown Greenfield User Survey.

FinePoint Associates
Peg Barringer, Partner

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Project Purpose and Findings

Project Purpose, Scope and Study Area

Purpose: To conduct a business district assessment and market analysis in order to inform future revitalization activities and the updating of the Downtown Revitalization Plan scheduled for later in the year.

Scope: 1)Assess real estate and business conditions including obtaining input from business owners, 2)Conduct a market analysis including consumer patterns and preferences research, trade area identification, market demographics and sales leakage analysis, and 3) Summarize findings into a report.

Context and Study Area: Greenfield, the county seat of Franklin County, is situated at the intersection of Interstate 91 and Route 2. The city is located approximately 20 miles north of the 5-college area around Amherst and Northampton, 40 miles north of Springfield and about 20 miles south of Brattleboro, Vermont.

The historic Downtown District is focused around the intersection of Main Street and Route 5. The Downtown is home to City Hall, the Public Library, the main Post Office, Franklin County Justice Center, many restaurants, entertainment venues and other businesses.

Figure 1. Regional Context

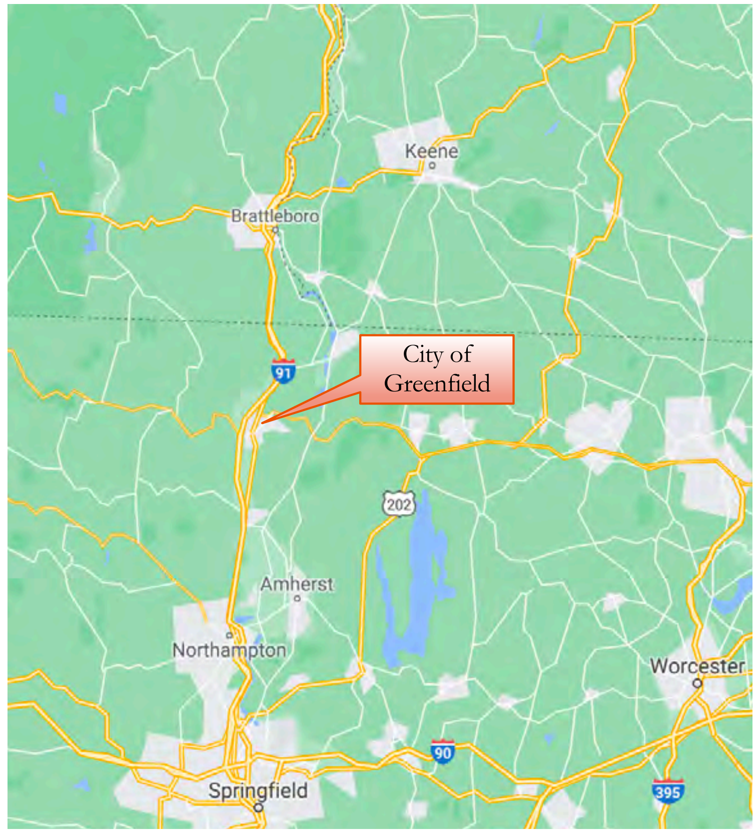
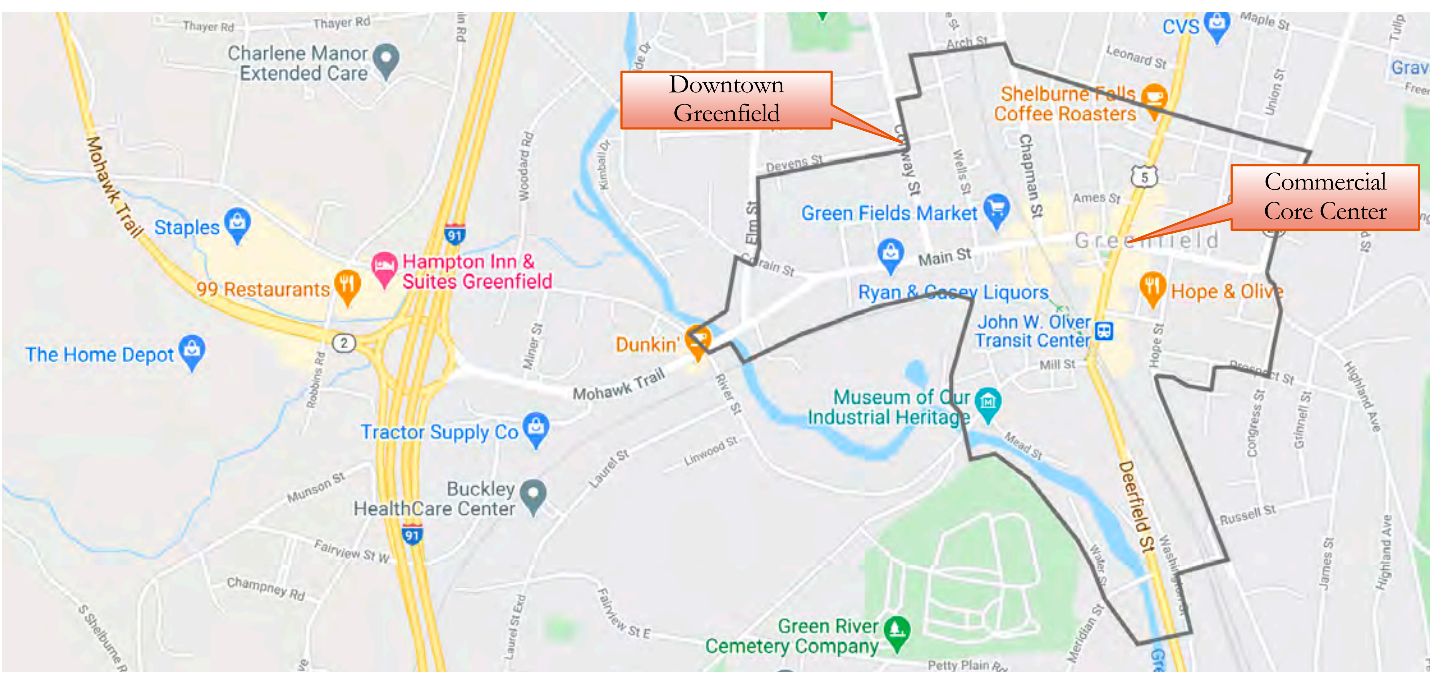


Figure 2. Study Area Map



Summary of Findings

1. Real Estate Conditions and Business Overview

- Downtown Greenfield is a walkable commercial district with a charming historic character. A wide main street with angle parking and a small town common add to the classic New England downtown atmosphere.
- In total, Downtown Greenfield contains 286 commercial units. At the time of the inventory (September, 2020), there were 35 vacancies. The closing of Wilsons Department store left a major vacancy in Downtown.
- The Downtown Greenfield central intersection is located 1.2 miles from the Interstate 91 exit where Greenfield has a significant amount of commercial development. This commercial activity is predominated by chains and franchises, along with a few new build-to-suit commercial space offerings

2. Business Mix and Features

- The Downtown is home to approximately 251 establishments including retail, restaurants, recreation, services, and other entities. Most of the establishments (75%) are independently-owned single-location businesses, 10% are chains and franchises, and 15% are non-profit or public entities.
- More than one-half of the establishments (58%) in the commercial district are services, 17% are retailers, 14% are restaurants and 11% other.
- Downtown Greenfield is home to 42 retail establishments including several food and beverage stores, a large chain drugstore, optical shop, a few clothing and jewelry shops, gift stores, sporting goods, toy and bookstores, and several vintage/used goods shops. Green Fields Market, a local natural foods coop, is a favorite among community residents.
- There are 27 eating and drinking places in Downtown offering a range of cuisine, dining styles and price ranges. 19 of the establishments serve alcohol. 6 restaurants typically offer outdoor seating and a few others have been offering outdoor dining in response to COVID.
- One of the unique features of Downtown Greenfield is its arts and entertainment options including an independent movie theater, a performing arts center and a couple of small performance spaces for live entertainment.
- The Franklin County Justice Center is located in Downtown, along with a strong complement of legal offices and county-wide serving agencies.
- Other features of Downtown Greenfield include: a transit center with bus and train service, new parking garage, and greenspace/parks.
- Compared to other downtowns in small communities, Downtown Greenfield has:

- A strong supply and fairly wide variety of eating and drinking establishments and entertainment venues
- Average to above average amount of outdoor dining opportunities
- A strong representation of retail but an average to below average portion of establishments selling new goods versus used/vintage merchandise.
- Above average representation of health care and social assistance services
- Strong concentration of community-serving institutions (e.g., library, town hall, YMCA)
- An above average amount of professional and technical service businesses (mostly owing to the amount of small legal practices)

3. Business Conditions

- Downtown is a major employment center. While we don't have a precise number, we estimate that downtown has over 2,200 employees (including full time and part time) based on the results of our business survey.

- Prior to COVID, revenue had been on the rise for most businesses. 71% of businesses reported a revenue increase during the 3 years before COVID, 24% said that sales had stayed about the same and 4% noted a decline.

- COVID has had a significant impact on Downtown businesses.
- 81% of businesses reported a sales decline
- 67% had to make an unplanned investment in order to implement safety measures.
- 18% had to layoff staff
- At the time of our survey (November 2020), 8% of the respondents reported their business was closed due to COVD, 67% were operating at reduced capacity, and 25% were operating at normal capacity.

4. Business Location Satisfaction and Desired Improvements

Most of the businesses (61%) are satisfied with Downtown Greenfield as a business location. 27% are neutral on the subject and 10% are dissatisfied.

Locational Advantages Most Cited by Businesses

1. Foot Traffic and Visibility
2. Proximity to Complimentary Businesses
3. Convenient, Accessible Location
4. Friendly Supportive Residents
5. Available Parking
6. Reasonable Rent/Costs

Locational Disadvantages Most Cited by Businesses

1. Parking (issues related to confusing rules, aggressive ticketing, and limited amount)
2. Loitering and Drugs (e.g., loud drug users, intoxicated individuals and homeless, drug deals)
3. Empty and Run-down Storefronts and Buildings
4. Business Mix and Lack of Attractions (not enough businesses, no anchor/destinations, no evening activity)
5. Cleanliness and Physical Appearance of Streetscape (e.g., trash)

5. Consumer Patterns and Preferences

- Downtown patronage appears to have been declining (even before COVID period). 44% of respondents said their visit frequency has declined in the last few years while only 16% said their visit frequency increased.

- Communities outside of Greenfield where Downtown consumers go for shopping and dining:
- Northampton
- Montague (Turners Falls)
- Amherst and Hadley
- Brattleboro, VT
- Keene, NH

- Most Frequently Visited Downtown Establishments
- Eating and drinking places
- Post Office
- Green Fields Market
- Retail Stores (other than Green Fields)
- Banks and Financial Services

5. Consumer Patterns and Preference Research (cont'd)

- Satisfaction among Downtown Users
- Availability of parking

- Dissatisfaction among Downtown Users
- Selection of retail stores
- Evening business hours
- Physical appearance
- Cleanliness
- Public spaces

- Satisfaction with Restaurant Selection
- 42% satisfied and 30% dissatisfied

- Restaurant Spending and Preferences
- On average, survey respondents report doing approximately 40% of their restaurant spending in Downtown.
- The top 25 most frequented restaurants outside of Downtown were identified - these may be indicative of the type of restaurants consumers would frequent if available in Downtown.

- Top 5 Cited Restaurants Consumers would Patronize if Located in Downtown

1. Italian
2. Asian
3. Café/Breakfast/Lunch Place
4. Healthy, Vegetarian, Farm-to-Table
5. American Grill/Pub

6. Input Regarding Future Actions

A majority of Downtown users are in favor of:

1. More long-term outdoor dining options (beyond COVID period)
2. Improved streetscape
3. Additional community events and cultural activities
4. Public art installation

A majority of Downtown Greenfield businesses are supportive of

1. Improved streetscape
2. More long-term outdoor dining options (beyond COVID)
3. Additional community events and cultural activities

7. Market Conditions

Businesses located in Downtown Greenfield have the opportunity to serve Resident Market Segments and Non-Resident Market Segments.

Trade Area Resident Market Segment

The major potential customer base for businesses located in Downtown Greenfield is the surrounding residential population. The primary trade area (PTA), a 7-mile radius from Downtown, contains 34,778 residents. The secondary trade area (STA), Franklin County, contains 70,924 residents.

7. Market Conditions (cont'd)

The population in these trade areas are predominantly moderate income; median household income is $58,982 and $62,194 respectively. The percent of residents with a Bachelors Degree or higher is above the national rate and lower than the state. Compared to the statewide population, residents are older and less likely to have children in the household. 89% or more of the households in both trade areas have access to a private vehicle for acquiring goods and services.

Residents of the primary trade area (PTA) spend over $399 million per year at stores and restaurants (not including gas and auto sales). The sales leakage analysis shows that PTA residents are spending more than $92 million outside of the the trade area. Residents of the secondary trade area (STA) spend $845 million per year at stores and restaurants and are spending at least $316 million outside the area.

A detailed analysis by category shows an opportunity gap (sales leakage) in many categories along with a surplus in a few. Selected categories showing PTA sales leakage of close to $5 million or more are listed below.

Sales Leakage in Selected Categories (millions)	Primary Trade Area	Secondary Trad Area
Clothing Stores-4481	$17.66	$39.88
Electronics and Appliance Stores-443	$7.33	$16.99
Furniture Stores-4421	$5.18	$12.35
Eating and Drinking Places-7224 & 7225	$4.80	$39.93

There is substantial leakage in the clothing store category in both trade areas, however, this may present limited opportunity because clothing stores usually do best when they are clustered with other clothing and accessory stores and this category is also very vulnerable to increased competition from online sales.

STA restaurant sales leakage is significant. STA residents are spending at least $39.9 million at eating and drinking places outside the STA. This indicates that there might be opportunity for new or expanded restaurant offerings in Downtown Greenfield if they are comparable to those currently attracting residents outside of the trade area.

Non-Resident Market Segments

In addition to the residential customer base, there may be some additional market opportunity presented by other segments such as visitors and employees that do not live in the area. Expenditures from these segments are not calculated in the sales leakage analysis and therefore represent additional potential market opportunity. Food service businesses are often the most likely enterprises to benefit from visitors. The segments include:

Employees of area businesses who represent a market opportunity for meal/snack purchases as well as other convenience goods and services before, during and after work hours.

Visitors to the area, drawn to attractions and events that bring them within proximity of a commercial center, can create potential opportunities for area restaurants, retailers, entertainment venues, service providers and lodging establishments. Downtown Greenfield has entertainment offerings at local venues such as the Hawks and Reed Performing Arts Center as well as cultural events such as Cider Days that attract attendees from outside of the area.

Justice Center/Agency-related Users - The Franklin County Justice Center is located in Downtown Greenfield along with court-related agencies. People coming to Downtown for related purposes may represent opportunity for meal/snack purchases and other shopping before and after their court or agency-related activities.

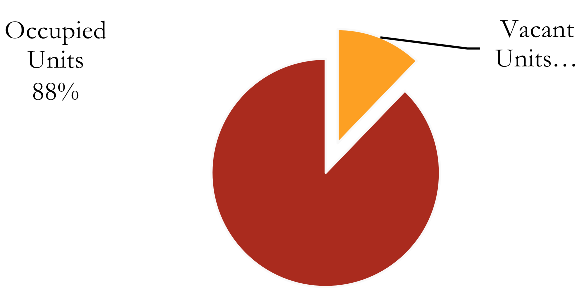
Part I. Business District Profile and Commercial Mix Analysis

A. Real Estate Conditions

- Downtown Greenfield is a walkable commercial district with a charming historic character. The buildings are mostly two to four story structures featuring Federal, Greek Revival, and Victorian architecture. A wide main street with angle parking and a small town common add to the classic New England downtown atmosphere.
- The Franklin County Justice Center (pictured below) is an example of the melding of old and new in the Downtown.

- In total, Downtown Greenfield contains approximately 286 commercial units. 181 units have a first floor presence while 105 units are entirely located on other floors.
- At the time of the inventory (September, 2020), there were 35 vacant commercial units comprising 12% of all units. 26 vacant units include first floor space and 9 vacant units contain only space on upper floors. The closing of Wilsons Department store left a major vacancy in Downtown.

Figure 3. Commercial Vacancy



**Note: This analysis is based upon a commercial space inventory developed with information provided by the Greenfield Community and Economic Development Office and primary data collection conducted by FinePoint Associates.*

- In our research concerning leasing rates (November, 2020), we found asking rents for advertised commercial spaces around the Downtown (not on Main Street) to be approximately $12 to $13 per sq. ft. (NNN) for first floor space and around $10 per sq. for upper floors.
- The Downtown Greenfield central intersection of Main Street and Route 5 is located 1.2 miles from the Interstate 91 exit where Greenfield has a significant amount of commercial development. The commercial activity in this area is predominated by chains and franchises along with a few new build-to-suit commercial space offerings
- A simple comparison of tax rates among communities is difficult because the services included varies significantly from town to town. With that caveat in mind, compared to surrounding communities, the Greenfield tax rate for commercial properties falls in line second behind Montague.

Figure 4. Commercial Property Tax Rate Analysis (2020)

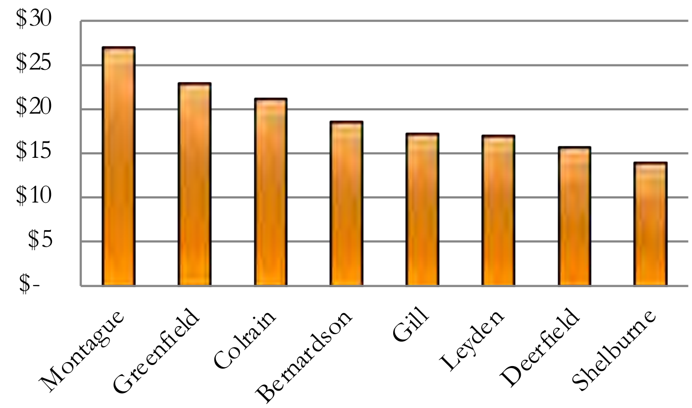


Figure 3-c. Examples of Nearby Commercial Development (Interstate 91 area) and New "Build-to-Suit" Offering

Source: LoopNet.com/Listings
Presented by Vantage Point Retail

B. Establishment Characteristics

- Downtown Greenfield is home to approximately 252 establishments including retail, restaurants, arts, recreation, financial, professional and personal services along with community institutions. For the purposes of this study, we define "establishment" as any non-residential entity.

- Some of the more well-known and higher customer-count commercial establishments include: Green Fields Market, Hope & Olive restaurant, the People's Pint Brewpub, and Hawks & Reed Performing Arts Center. The Franklin County Justice Center, YMCA, City Hall and public library also attract many users to the Downtown.

- Most of the establishments (75%) are independently-owned, single-location businesses. National or regional multi-location businesses, chains and franchises comprise about 10% of the establishments (e.g. Rite Aid, TD Bank, Coldwell Banker). Approximately 15% of the establishments are public entities and nonprofits.

Figure 5. Ownership Characteristics

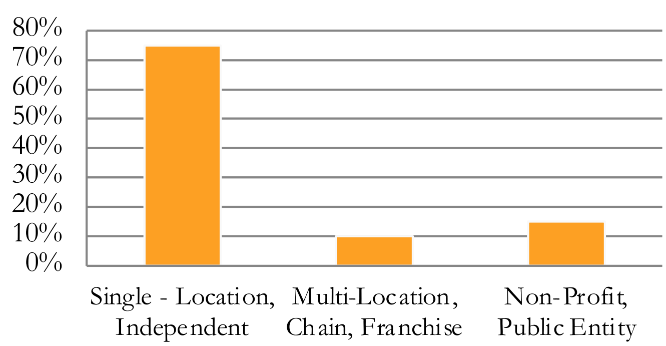


Table 1.

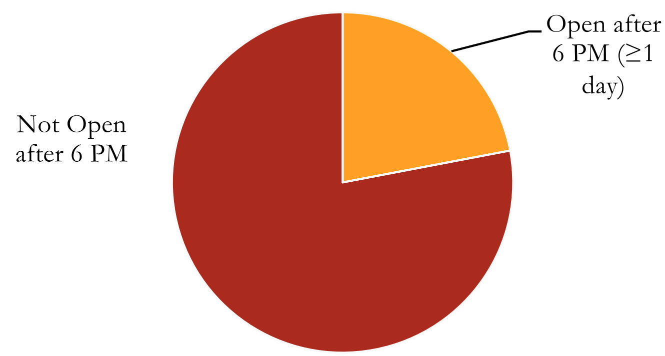
Establishment Type	#
Retail	**42**
Motor Vehicle & Parts	1
Furniture & Furnishings	2
Electronics & Appliances	0
Building Mat. & Garden Equip	0
Food & Beverage Stores	5
Health & Personal Care Stores	3
Gasoline Stations	1
Clothing and Accessories	6
Sporting Goods, Hobby, Books	4
General Merchandise Stores	0
Misc. Retail Stores	20
Eating, Drinking & Lodging	**36**
Arts, Entertainment & Recreation	9
Accommodation	0
Eating and Drinking Places	27
Services	**145**
Finance & Insurance	14
Real Estate and Rental/Leasing	10
Professional, Scientific & Tech.	41
Educational Services	7
Health Care & Social Assist.	37
Repair & Maintenance	6
Personal Care & Laundry	21
Relig., Grant, Civic, Prof. Orgs.	9
Other	**29**
Agric., Forest, Fishing, Mining	0
Util., Const., Mfg., Wholesale	6
Transport, Postal & Warehouse	2
Information	6
Admin./Sup. & Waste Mgmt	7
Public Administration	7
Total Establishments	**251**

Vacant Commercial Units	**35**
TOTAL Commercial Units	**286**

Note: The Establishment Type Table shows all business categories that may be present in downtowns/commercial districts. Showing all categories is intended to illustrate those that are represented as well as not represented.

- Many of the restaurants, the cinema and a few retailers are open in the evening. However, the majority of businesses are not open past 6:00 pm.
- Most businesses in Downtown Greenfield have at least some online presence, such as showing up on google maps, facebook or website.
- Almost all of the eating and drinking establishments show up on Trip Advisor (with the exception of the Balkan Lounge and Victoria Bar which did not present during our search). 16 out of 27 restaurants have websites.

Figure 6. Operating Hours



C. Business District Composition Assessment

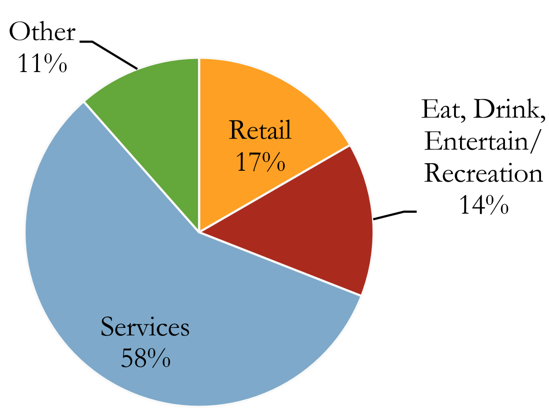
- More than half of the establishments (58%) in the district are services, 17% are retailers, 14% are restaurants/entertainment/recreation and 11% other.
- The most represented industry subsectors (based on the number of establishments include:
  1) Professional, Scientific & Technical (including 28 law practices, strategically located in Downtown within close proximity to the courthouse complex, plus accountants, web designers and others)
  2) Health Care & Social Assistance (including traditional and alternative wellness practitioners, social workers, children and teen services, etc.)
  3) Eating & Drinking Places
  4) Personal Care & Laundry
  5) Miscellaneous Retail (e.g., used goods, gifts, smoke/vape, florist, etc.)

Table 2.

Top Ten Most Frequently Found Establishments

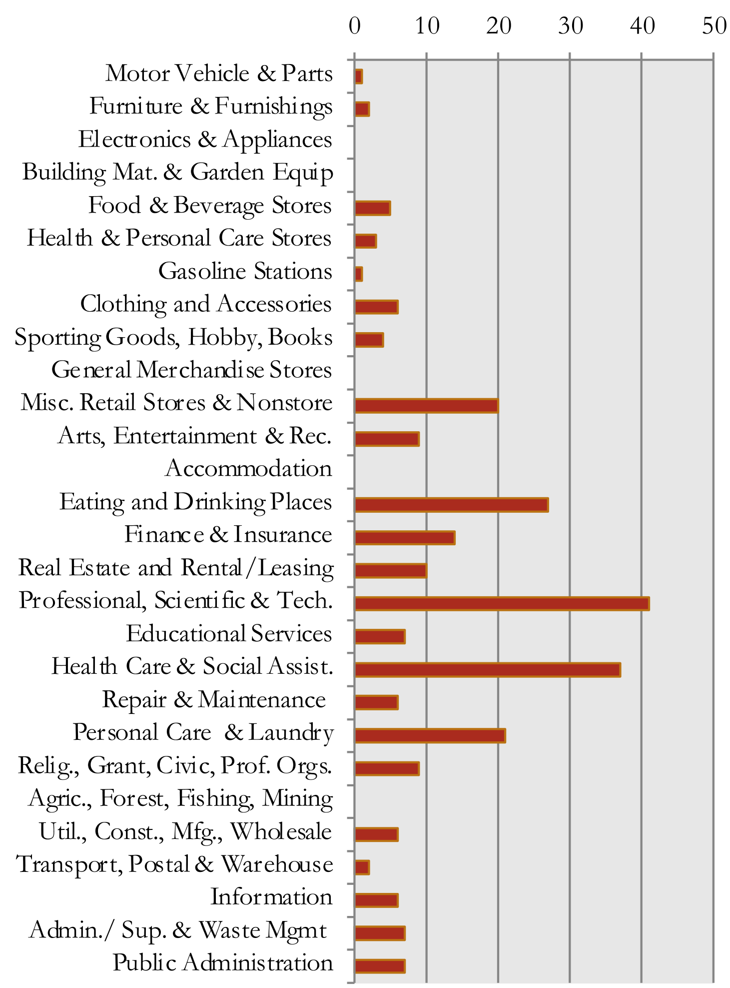
Rank	Industry Subsector	No.
1	Professional, Scientific & Technical	41
2	Health Care & Social Assistance	37
3	Eating and Drinking Places	28
4	Personal Care & Laundry	21
5	Miscellaneous Retail	20
6	Finance & Insurance	14
7	Real Estate and Rental/Leasing	10
8	Arts, Entertainment & Recreation	9
9	Relig., Grant, Civic, Prof. Orgs.	9
10	Public Administration	7

Figure 7. Composition of Uses
(# of establishments)



Note: The Commercial District Mix Chart shows all business categories that could be present in downtowns/commercial districts. Showing all categories is intended to illustrate those that are represented as well as not represented.

Figure 8. Commercial District Business Mix Detail

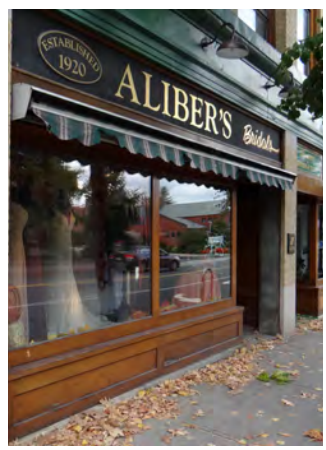


Retail Establishments

- Downtown Greenfield is home to 42 retail establishments including several food and beverage stores, a large chain drugstore, optical shop, a few clothing and jewelry shops, gift stores, sporting goods, toy and bookstores, and several vintage/used goods shops.

- Green Fields Market, a local natural foods coop, (pictured below) is a popular destination for community residents.

- Plum, a women's clothing and gift boutique (pictured top right) is an attractive new addition to Downtown Greenfield. Plum is a multi-channel retailer selling at their bricks and mortar location as well as online. His and Hers Comics, which opened in March 2020, is another new addition to Downtown, with a large selection of vintage books and a thousand new comics.



Restaurants, Arts, Entertainment, Recreation

- There are 27 eating and drinking places located in Downtown Greenfield. In addition, Green Fields Market serves coffee and deli-type offerings.
- The Downtown offers a range of cuisine, dining styles and price ranges. The restaurant selection includes several tavern/pub restaurants, a collection of ethic specialty dining (Asian, Indian, Greek, Mexican), 5 Italian/pizza places, a few coffee/pastry cafés, a long-time seafood restaurant, an "everyday special restaurant", a few bars and an ice cream shop.
- 19 of the establishments serve alcohol; 6 of these are limited to beer and wine.

Table 3.

Eating/Drinking Establishments Type	#
Full Service Restaurants	13
Limited Service Restaurants	10
Snack Shops (Ice Cream/Yogurt)	1
Bars	3
Total	**27**
Establishments that Serve Alcohol	19

Restaurants, Arts, Entertainment, Recreation (cont'd)

- Due to COVID 19, the City has worked with restaurants to extend outdoor seating and/or temporarily provide opportunities for outdoor dining using sidewalks or parking spaces that previously were not available. 6 restaurants typically offer outdoor seating and a few others have been offering outdoor dining in response to the pandemic.

- One of the unique features of Downtown Greenfield is its arts and entertainment options including the Garden Cinema, an independent movie theater, and Hawks and Reed Performing Arts Center (pictured bottom right) plus a couple of establishments with small performance spaces for live entertainment (e.g., LAVA Center, 10 Forward).
- Downtown also hosts artist studio space and makerspace, (e.g., Studio 7 , The Hive)
- There are several recreation options and recreation-related educational services in Downtown including a YMCA, boxing/fitness center, pilates and spinning studio, yoga, Taekwondo and 2 establishments offering music lessons.

Service Establishments

- There are 145 service establishments in Downtown including both professional and personal services.
- A strong cluster of 41 professional and technical firms have taken residence in Downtown including 28 legal offices as well as design, computer-related and other companies.
- Healthcare and social assistance service establishments comprise a strong concentration in Downtown, with 26 healthcare and 11 social assistance establishments.
- Financial services, insurance and real estate are well represented with 6 banks, 4 investment/other financial firms, 4 insurance companies and 9 real estate offices.
- Downtown also offers a large array of personal care. In all, there are 20 businesses that offer hair, skin, and nail services plus a laundry/dry cleaners.

Other Features and Amenities

- Other features of Downtown Greenfield include: a transit center, new parking garage, and greenspace/parks.

- The John W. Olver (JWO) Transit Center (pictured top right) is an intermodal transit hub for Franklin County. It serves:
  - Franklin County Transit Authority local bus routes (e.g., Greenfield, Amherst, Northampton, Montague)
  - Greyhound intercity bus service (New York City, Springfield, Brattleboro, VT) and
  - Amtrak (e.g., Valley Flyer – New Haven Springfield and Vermonter – Washington, DC to St. Albans, VT)

- The Olive Street Parking Garage (pictured center right) was recently completed (November, 2018) to relieve parking congestion in Downtown Greenfield and provide capacity for new commercial and residential growth.

- Downtown Greenfield is home to several public greenspaces including: 1)Energy Park, which hosts a summer concert series among other events, 2)the Town Common, where the summer Farmers market is located and 3)Veteran's Memorial Mall, a small memorial pocket park.

Business Listing by Category

Furnishings & Furniture
Conte Office Interiors
Mattress Outlet

Food & Beverage
Country Mart
Green Fields Market
New Inkwell News
Ryan & Casey's Liquors
The Wine Rack

Health Care Stores & Optical Goods
Blue Dragon
Rite Aid
Vision Works

Clothing, Jewelry & Shoes
Aliber's Bridal
Cleary Jewelers
Imagine Jewelers
Karen's Dance Supplies
Plum
The Outlet Store

Sporting Goods, Hobby, Toy & Game
Bicycle World
Greenfield Games
His and Hers Comics
World Eye Bookshop/Magical Child

Gifts, Occasion, Stationary
Baker's Office Supply
Moldavite Dreams
My Mary Way Boutique & Florals

Vintage, Used Merchandise
Antique Revival
Federal Street Books
Goose
Hens and Chicks
Kamal Clothing
Lucky Bird Thrift
Rachael's Closet
Salvation Army
Vintage Vinyl (John Doe Jr. Used Records)
Whitney Hill Antiques

Other Misc. Retail
Adam & Eve
Awab Lularoe/Meghan Palmer
Baseball Treasures
Greenfield Gallery
Patriot
Solar Store
The Enthusiast Smoke & Vape
The Smoke Shop

Automotive
Cardelli Autobody Repair
Dillon Chevrolet
FL Roberts
Ford of Greenfield/Car Detailing
Koch's Automotive

Eating & Drinking Places
Antonio's Pizza
Athens' Pizza
Balkan Lounge
Beijing House
Bonnie B's County Kitchen
Brad's Place
El Greco
Greenfield Coffee
Hope & Olive
Ice Cream Alley
Magpie Pizzeria
Main Street Bar & Grille
Manna House
Mesa Verde
Namaste Indian Restaurant
People's Pint
Pete's Seafood
Rise Above
Roberto's
Seymour The Pub
Shelburne Coffee Roasters
Smitty's Pub
Taylor's Tavern
Thai Blue Ginger
Victoria Bar
Village Pizza
Wings over Greenfield/Hangar Pub & Grill

Hair, Skin & Nail Services
Chet's Barber Shop
Electrolysis Hair Removal
Elizabeth Allison Salon
Extreme Styles Salon
Great Spirits Tattoo
Hair Studio
Hair Therapy
Hairloft Salon
Lavish Salon
Lucky Nail Salon
Nima's Nails
Pretty Nails
Primp Nail & Hair
Prondo's Barber Shop
Pygmalion Tattoos
Textur Beauty Bar
The Little Spa
The Salon
Tim's Barber Shop
Transitions Hair Salon

Dry Cleaning, Laundry & Tailoring
Albita's Tailoring
Mr Hamdi's Tailor Service
Swift's Launderette & Cleaners

Arts, Entertainment & Recreation
10 Forward
Box Your Way Fit
Burning Heart Yoga, Spin & Pilates
Garden Cinema
Hawks & Reed Performing Arts Center
LAVA Center
Looky Here
Pioneer Valley Symphony & Chorus
Studio 7
The Hive

Educational Services
Community Yoga
Dave Noonans Drum Lessons
GCC Workforce Development
Matt and Kim's Academy of Rock
Nam's Taekwondo Center
Precision Driving School
Wildcat Piece Learning Coach

Business Listing by Category (cont'd)

Health Care
Alexa Williams & Jess Began
Anne Sargent
Atlantis Massage
Catholic Charities Home Care
Cedar Rose Naturopathic
Center for Digital Addiction
Changing Minds
Chinese Body Work
Diane Kurinsky, EDD
Eve Bogdanove, LICSW, CST
Greenfield Massage
Greenfield Wellness Center
In Touch Body Work
Jenny Underdown, LICSW
Karen Adams
Lange Chiropractic
Meaghan Carr
Root Cause
Serenity Senter
Stephen Clark, LICSW
Steven Gross, LICSW
Tapestry Health Systems
Valerie Agnew, Massage
Vital Health Massage
Yolish & Yolish - LMHC
Zuttermeister Chiropractic

Social Assistance
Center for New Americans
Children's Visitation Program
Community Action
Community Action Fuel Assistance
Critteron Child Services
Food Pantry
Literacy Project
Recovery Learning
Serenity Care
Teenline/Dial Self
The Recovery Project

Community, Religious & Public
Armed Forces Career Center
Church of St. James & Andrew
Greenfield City Hall
CT River Conservancy
Elks Lodge
Franklin County Chamber of Commerce
Franklin Community Co-op
Franklin County Bar Association
Franklin County Justice Center
GCET/City of Greenfield CEDD
Greenfield Community TV
Greenfield Baptist Church
Greenfield Public Library
Holy Trinity
John W. Olver Transit Center
Nolumbeka Project
Northwestern District Attorney
U.S. Post Office

Banks, Mortgage & Other Credit
Ameriprise Financial
Baker Financial Group
Franklin Regional Retirement System
Freedom Credit Union
Greenfield Commercial and Residential Loan Services
Greenfield Cooperative Bank
Greenfield Savings Bank
Northwestern Mutual
People's United Bank
TD Bank

Real Estate and Leasing
Cohn Real Estate
Coldwell Banker
Dahna Virgilio
Greenspace Cowork
Jason Brooks
Kim Levitch
Manitty Real Estate
Mohawk Office Equipment
Rugerri Real Estate
Self Storage for Rent

Insurance
Allstate Insurance
Ann Morey Insurance
Berkshire Insurance Group
Brady Associates

Legal Services
Alekman DiTusa, Attny
Barry Auskern
Cox & Powers
Cummings & Reid, Attny
Curtiss, Carey, Gates & Goodridge
David Rountree, Attny
David Simanski, Attny
David Singer, Attny
Deidre Gleason
Francis McDonald, Attny
Gary Gruber
Isaac Mass, Attny
Jeffrey Brown, Attny
John DiBartolo, Attny
John Godleski, Attny
Katz, Sasson, Hoose & Turnbull
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Mark Salomone, Attny
Miriam Krell Bourke,
Nate Trip
Peter, Richards, James
Peter, Richards, James
Rawson, Merrigan & Litner, LLP
Richard Bishop, Attny
Stobierski & Connor
Thomas Merrigan
Timothy Flynn, Attny

Accounting, Tax & Other Financial
Baystate Tax
Ed Margola, CPA
Gillian Rosner, CPA
Ken's Tax Prep
Steve Chamberlin, CPA

Design & Other Professional Services
ESD Electronics
Handsaker
Made by Hand
Montague Web Works
Paul Bissex
The Association for Gravestone Studies
Tony Downer Photography
Yes Exactly Web Design

Business Listing by Category (cont'd)

Administrative & Support Services
A&A Search Staffing
AA Pioneer Valley - Greenfield
Gary Russell
Greater Falls Travel
Premiere Staffing
Reliable Temps
United Personnel

Other Businesses
American Knights Transportation
CBC Windup
Recorder
WGBH
Laptop Repair
CIREXX Corp
BK Tile & Stone
Copycat Print
Pella Window & Door
New England Foil, Inc

D. Clusters and Comparative Business Mix Analysis

Business Linkages and Clusters

The presence of significant linkages between businesses is an important aspect of a good business mix. This should be considered when exploring opportunities for new businesses. Identifying existing business linkages and clusters that already exist in a commercial district can reveal existing customer patterns as well as point to potential opportunities for new related businesses.

Sometimes businesses are linked because they provide crossover-shopping opportunities for customers. In other words, a customer might be likely to patronize several of the businesses in a cluster in order to purchase related goods or services (e.g. shoes and clothing) or to complete several transactions during the same shopping trip (e.g. bank, post office, drugstore). Or, the businesses might be linked because they serve similar market segments, customers with common characteristics (i.e., interests, needs, tastes, lifestyles, buying behavior). Business can also be linked because they provide comparative shopping opportunities. In this case, a grouping of businesses can attract more customers than a single business because the consumer can explore a greater variety of options in the same shopping trip (and an area can get known for offering a certain type of good or service).

The Downtown has several existing crossover, market segment and comparative clusters. New businesses might be able to feed off customer traffic from existing businesses and complement/expand these clusters.

Restaurants & Entertainment Cluster (Comparative/Crossover)

27 eating and drinking places

Garden Cinema (independent movie theater)

Hawks and Reed Performing Arts Center

Other entertainment venues: 10 Forward, LAVA Center, The Pushkin (used occasionally), Energy Park, and The Common.

Specialty/Collectors Cluster (Crossover/Comparative)

Vintage Vinyl, used books, several vintage/thrift stores, 2 antique stores

Baseball Treasures

His and Her Comics

Errands, Convenience Shopping and Personal Services Cluster (Crossover)

Hair and nail services, drycleaners, Post Office, Rite Aid Drug stores, banks, Green Fields Market, wine and liquor

Courthouse Services Cluster (Crossover)

Franklin County Justice Center, 28 legal offices, Several public and social service agencies

Wellness, Fitness & Recreation Cluster (Market Segment)

Massage, acupuncture, body work, alternative health and healing, herbal apothecary

Green Fields Market (natural foods coop)

Fitness services (yoga, pilates, spinning), YMCA

Bicycle World

Children/Families Cluster (Market Segment)

Greenfield Library

Magical Child toy store, Greenfield Games, His and Hers Comics Store

Ice Cream Alley and casual restaurants

Music lessons (Dave Noonans Drum Lessons, Matt and Kim's Academy of Rock)

Nam’s Taekwondo, Keren’s Dance Supplies

YMCA

Wildcat Piece Learning Coach

Visitors/Tourists Cluster (Market Segment)

27 eating and drinking places

Hawks and Reed, Garden Cinema and other entertainment venues

Browsing Retail: Moldavite Dreams, Plum, Greenfield Gallery

Comparative Business Mix Analysis

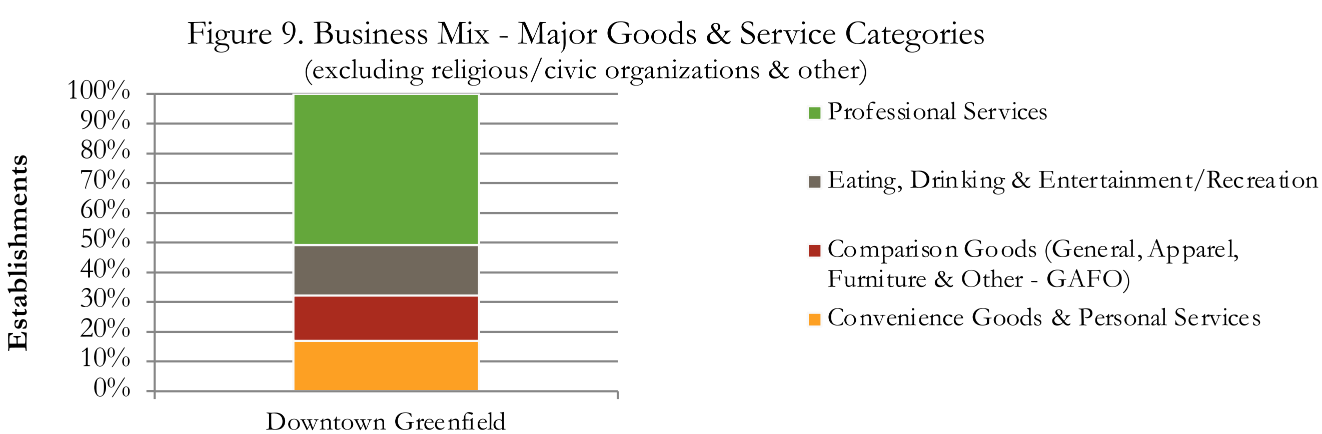
The composition of downtowns has changed in the last decade. Even prior to COVID, the increasing trend toward online shopping has been causing a decline in the number of bricks and mortar retail establishments in downtowns. Restaurants have replaced retail as downtown anchors and establishments offering an experience are capturing more of the millennial segments' disposable dollars. The recent COVID 19 pandemic has accelerated the growth of e-commerce which means we are likely to see less retail in downtowns or, at the very least, the retailers are likely to be multi-channel (selling online as well as through-the-door).

Compared to other downtowns in small communities, Downtown Greenfield has:

- A strong supply and fairly wide variety of eating and drinking establishments and entertainment venues
- Average to above average amount of outdoor dining opportunities (6 permanent and a few others on a temporary basis in response to COVID)
- A strong representation of retail but an average to below average portion of establishments selling new goods versus used/vintage merchandise.
- Above average representation of health care and social assistance services
- Strong concentration of community-serving institutions (e.g., library, town hall, YMCA)
- An above average amount of professional, scientific and technical businesses (mostly owing to the amount of legal practices)

There are very few establishment types often found in downtowns/commercial districts that are not present in Downtown Greenfield. Two examples are electronics stores (cell phone) and pet services/supplies.

Compared to some other downtowns that target tourists/visitors, Downtown Greenfield has less browsing retail, no visitor center in the downtown (although there is a Chamber of Commerce that might partially play that role) and less visitor signage.

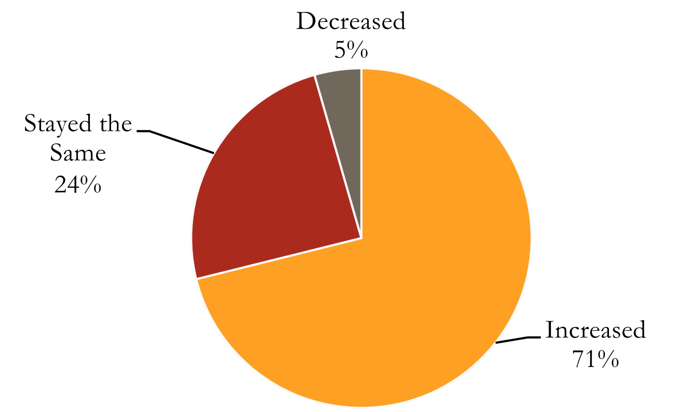


Part II. Business Conditions, Satisfaction and Input Concerning Future Actions

A. Business Conditions

- FinePoint Associates conducted a survey of Downtown Greenfield businesses in October/November, 2020 and received 48 responses. Respondents represented 40% of the restaurants, 38% of the retailers, 33% of the entertainment/recreation establishments, 24% of personal services and 8% of professional services.
- The respondents represent new as well as more established businesses. Close to one-half of the business respondents(46%) have been in business at their location for 10 years or more, while 15% have been at the location for 5-9 years and 19% for less than 5 years. Most businesses (79%) rent their space while 21% own.
- Downtown is a major employment center. The business that responded to our survey represent 198 fulltime employees and 229 part time employees. Given that the respondents have a total of 427 employees and represent 19% of the total business, we estimate that downtown has over 2,200 employees (including full time and part time).
- Prior to COVID, revenue had been on the rise for most businesses. 71% of businesses reported revenue increase during the 3 years before COVID, 24% said that sales had stayed about the same and 4% noted a decline.

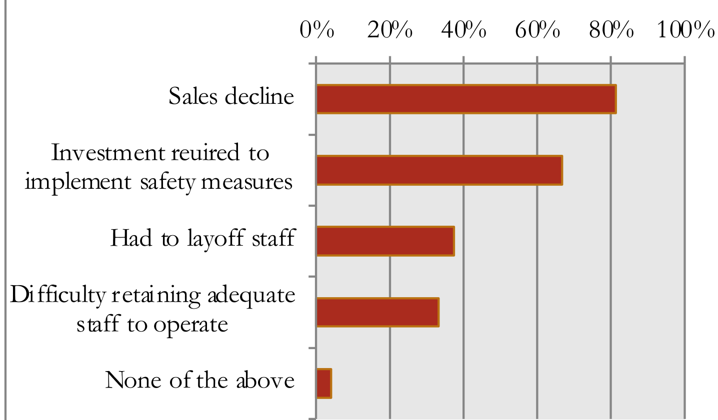
Figure 10. Revenue Trend - 3 Years Prior to COVID



COVID Impacts

- ✓ At the time of our survey, (October 12 to November 9, 2020), 8% of the respondents reported their business was closed due to COVD, 67% were operating at reduced capacity, and 25% were operating at normal capacity.
- ✓ The most widespread COVID impact was decline in revenue. 81% of businesses reported a sales decline and 67% said they had to make an unplanned investment in order to implement safety measures. 18% had to layoff staff and 16% had difficulty retaining adequate staff necessary to operate.

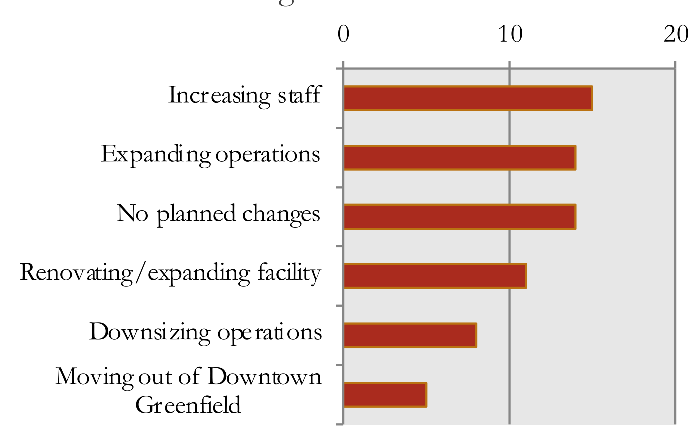
Figure 11. COVID Impacts on Businesses



Future Plans

- ✓ Several businesses are contemplating changes. 15 businesses plan to increase staff, 14 are considering renovation and expanding their facility, while 8 businesses plan to downsize their operation and 5 are considering moving out of Downtown Greenfield.

Figure 12.
Actions Considering in Next 5 Years

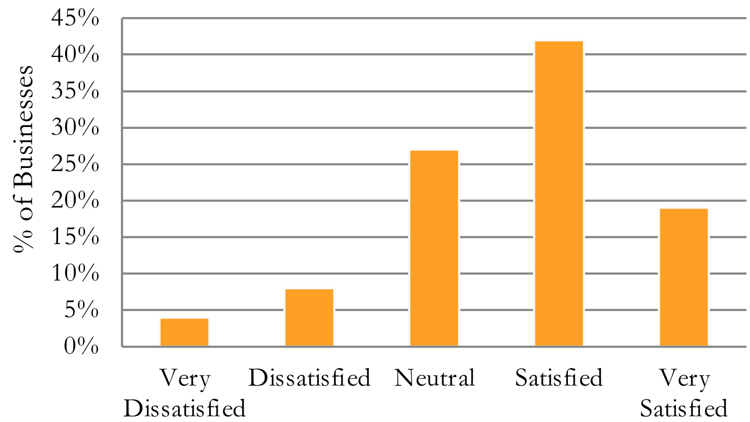


B. Business Location Satisfaction

Most of the businesses (61%) are satisfied with Downtown Greenfield as a business location. 27% are neutral on the subject and 10% are dissatisfied.

We asked business owners to identify the advantages and disadvantages of a Downtown Greenfield business location. The most frequently mentioned themes are listed below in order of prevalence.

Figure 13.
Overall Satisfaction with Business Location



Top Advantages of a Downtown Greenfield Business Location (as identified by business owners)

- ✓ Foot Traffic and Visibility
- ✓ Proximity to Complimentary Businesses
- ✓ Convenient, Accessible Location
- ✓ Friendly Supportive Residents
- ✓ Available Parking
- ✓ Reasonable Rent/Costs

Top Disadvantages of a Downtown Greenfield Business Location (as identified by business owners)

- ✓ Parking (issues related to confusing rules, aggressive ticketing, and limited amount)
- ✓ Loitering and Drugs (e.g., loud drug users, intoxicated individuals and homeless, drug deals)
- ✓ Empty and Run-down Storefronts and Buildings
- ✓ Business Mix and Lack of Attractions (not enough businesses, no anchor/destinations, no evening activity)
- ✓ Cleanliness and Physical Appearance of Streetscape (e.g., trash)

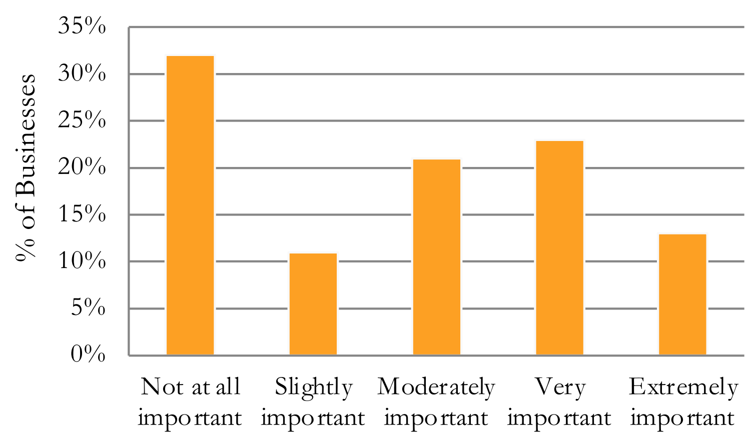
B. Business Location Satisfaction

We asked businesses if there were any improvements or changes they would like to make to their business but were concerned they might not be able to implement at this location due to zoning or building regulations.

- 4 mentioned outdoor seating
- 2 mentioned signage
- 2 mentioned solar improvements

More than half of the businesses indicated that the availability of GCET broadband is important to them. 57% of respondents rated it “moderately important”, “very important” or “extremely important”. 32% of respondents said it is “not at all important” to them and 11% said it is “slightly important”.

Figure 14. Importance of GCET Broadband Availability



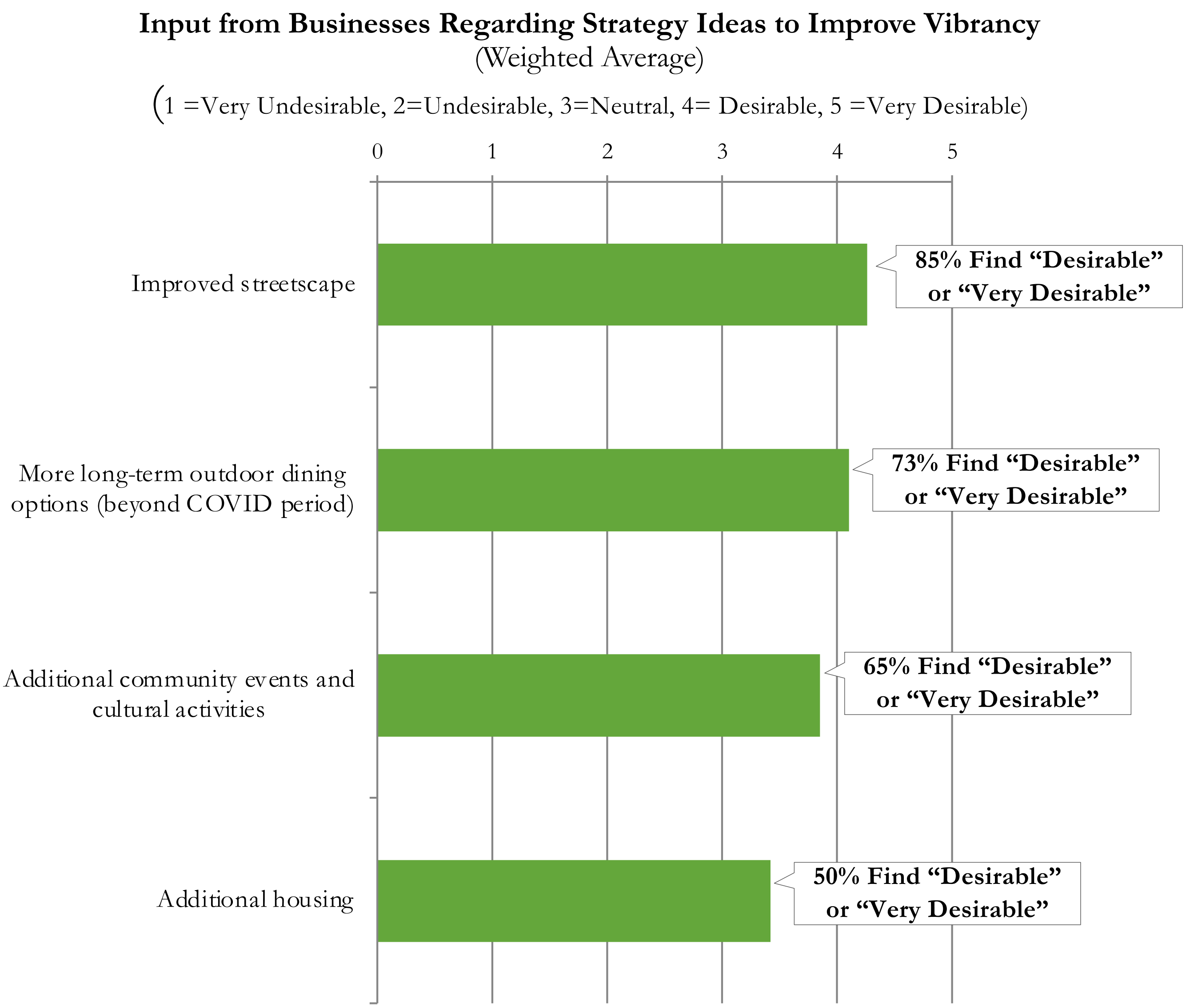
C. Business Input Concerning Potential Future Actions

Strategy Ideas to Improve Vibrancy

In general, Downtown Greenfield businesses are supportive of an improved streetscape, more long-term outdoor dining options (beyond COVID) and additional community events and cultural activities. More than 50% of the respondents are in favor of these proposed strategies to improve vibrancy. An improved streetscape, with 85% support from the businesses, is the front-runner.

Business respondents had more mixed feelings about additional housing in downtown. 50% rated this strategy as "desirable" or "very desirable" while 31% rated it as "neutral" and 19% as "undesirable" or "very undesirable".

Figure 15.



Establishment Types or Uses that would Enhance Success of Existing Businesses

The desirable types of new establishments or uses most frequently mentioned by business representatives include:

- Retail stores (e.g., unique gift stores/boutiques, new/better clothing stores, sporting goods, establishments that appeal to younger people, a few respondents mentioned chains)
- More entertainment options and activities, things to do (e.g., indoor sporting facility, children's museum, art/food walks, festivals)
- Restaurants especially cafes and dinner options other than pizza.
- New Uses for Wilsons including: Green Fields Market, a Thorn's Market type setup, a mini Target, and REI

Other Suggestions to Improve the Business Environment in Downtown Greenfield

Suggestions most frequently mentioned were centered around the following themes.

- Address loitering, panhandling and drug issues.
- Provide no-cost parking for customers (or low-cost and reasonable enforcement), free up on-street parking by encouraging/mandating employees to use designated parking.
- Improve streetscape and outdoor spaces in Downtown.
- Incentivize landlords to repair/renovate and rent out vacant space.

Part III. Consumer Patterns and Preference Research – Downtown Greenfield Users

In collaboration with the Greenfield Community and Economic Development Department, FinePoint Associates conducted a survey (October, 2020) and received 798 responses from Downtown users. The following section provides highlights from the survey results.

603 of the respondents (76%) are Greenfield Residents and 262 respondents (33%) are employed in Greenfield. 769 of the respondents are Franklin County Residents (96%). Most of the other respondents are from Hampshire County.

A. Consumer Patterns

1. Patronage Frequency and Trends

Prior to COVID, most Downtown Greenfield users visited once or more per week. 44% visited several times per week while another 19% visit once per week. There is not much variation between Greenfield residents and all respondents.

There is also not much difference in frequency of visits based on age.

Downtown patronage appears to be declining (exclusive of the COVID period). 44% of respondents said their visit frequency has declined in the last few years while only 16% said their visit frequency increased.

The top communities outside of Greenfield where Downtown consumers go for shopping and dining (≥ once per month) are listed below:

1. **Northampton (61%)**
2. **Montague (Turners Falls) (42%)**
3. **Brattleboro, VT (41%)**
4. **Amherst (40%) and Hadley (% NA) received a very large number of "write-in" responses (was not included in answer options)**
5. **Keene, NH (36%)**

Figure 16.

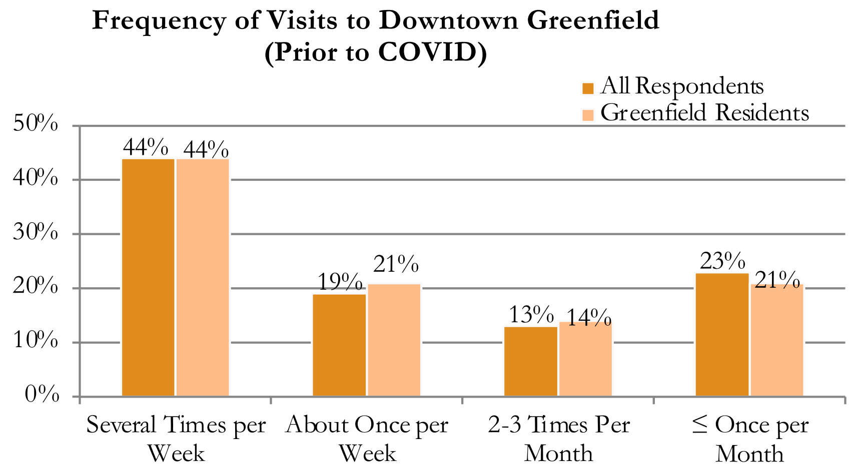


Figure 17.

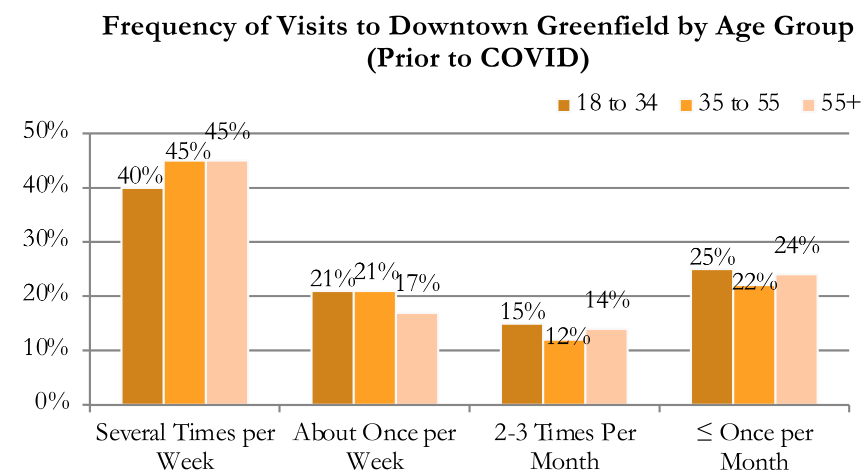
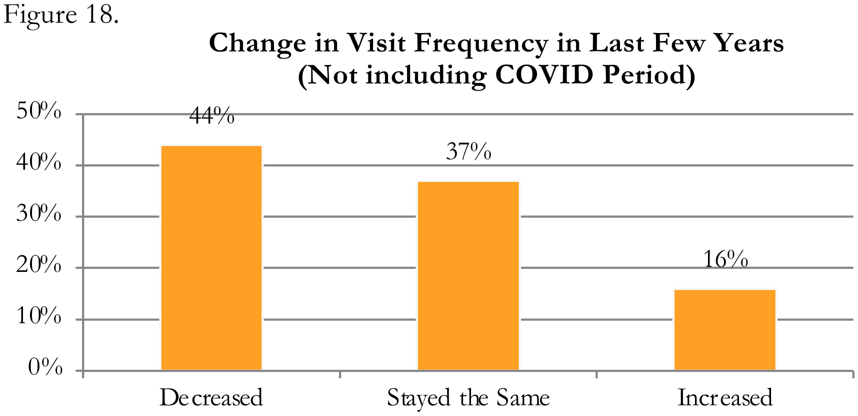


Figure 18.

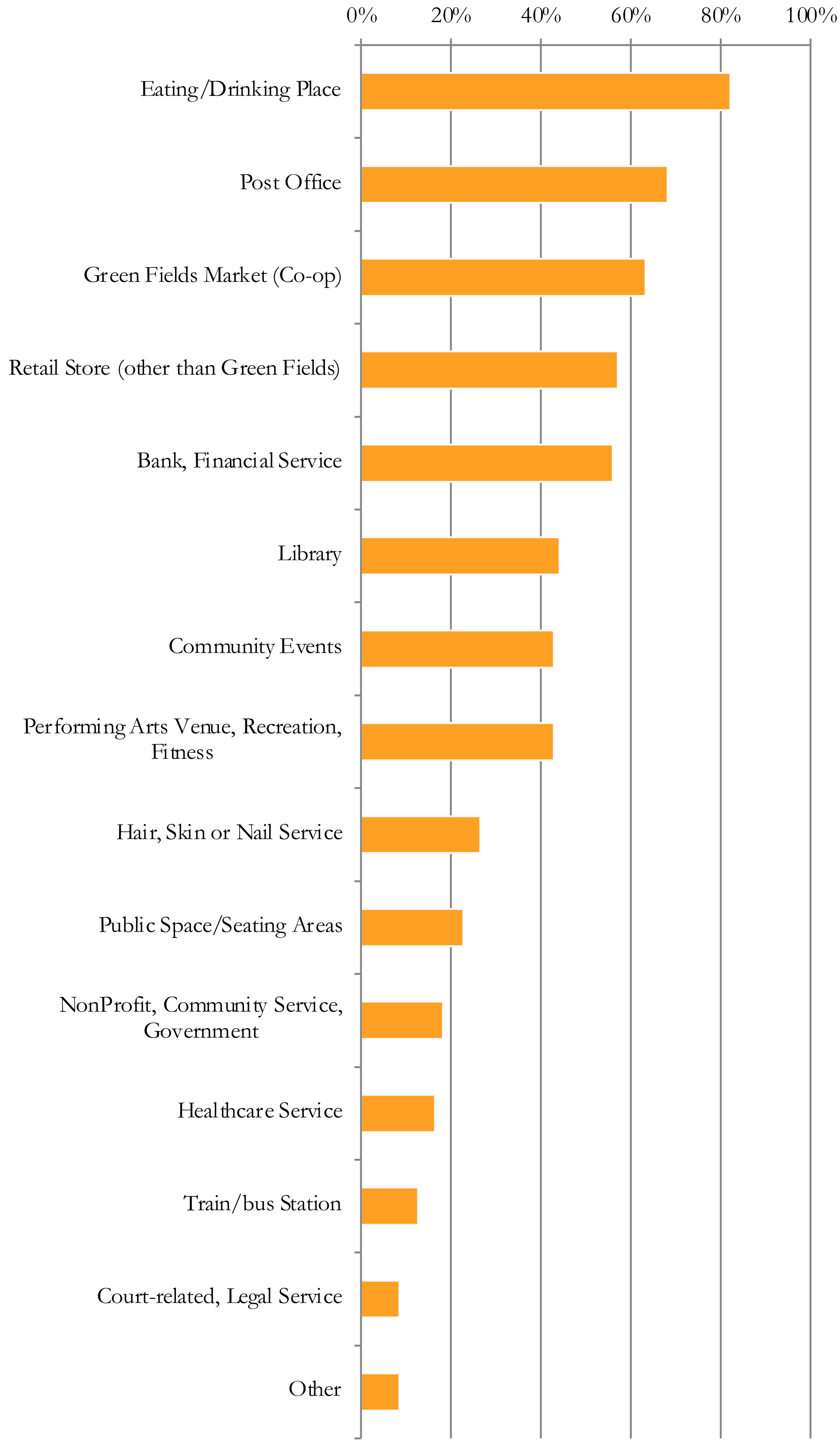


2. Establishments Visited in Downtown Greenfield

The establishment visited by most Downtown users include:

1. Eating and drinking places
2. Post Office
3. Green Fields Market
4. Retail Stores (other than Green Fields)
5. Banks and Financial Services

Figure 19. **Downtown Greenfield Establishments Visited (During 12 Months Prior to COVID)**



B. Consumer Satisfaction and Preferences

1. Customer Satisfaction with Downtown Greenfield's Offerings

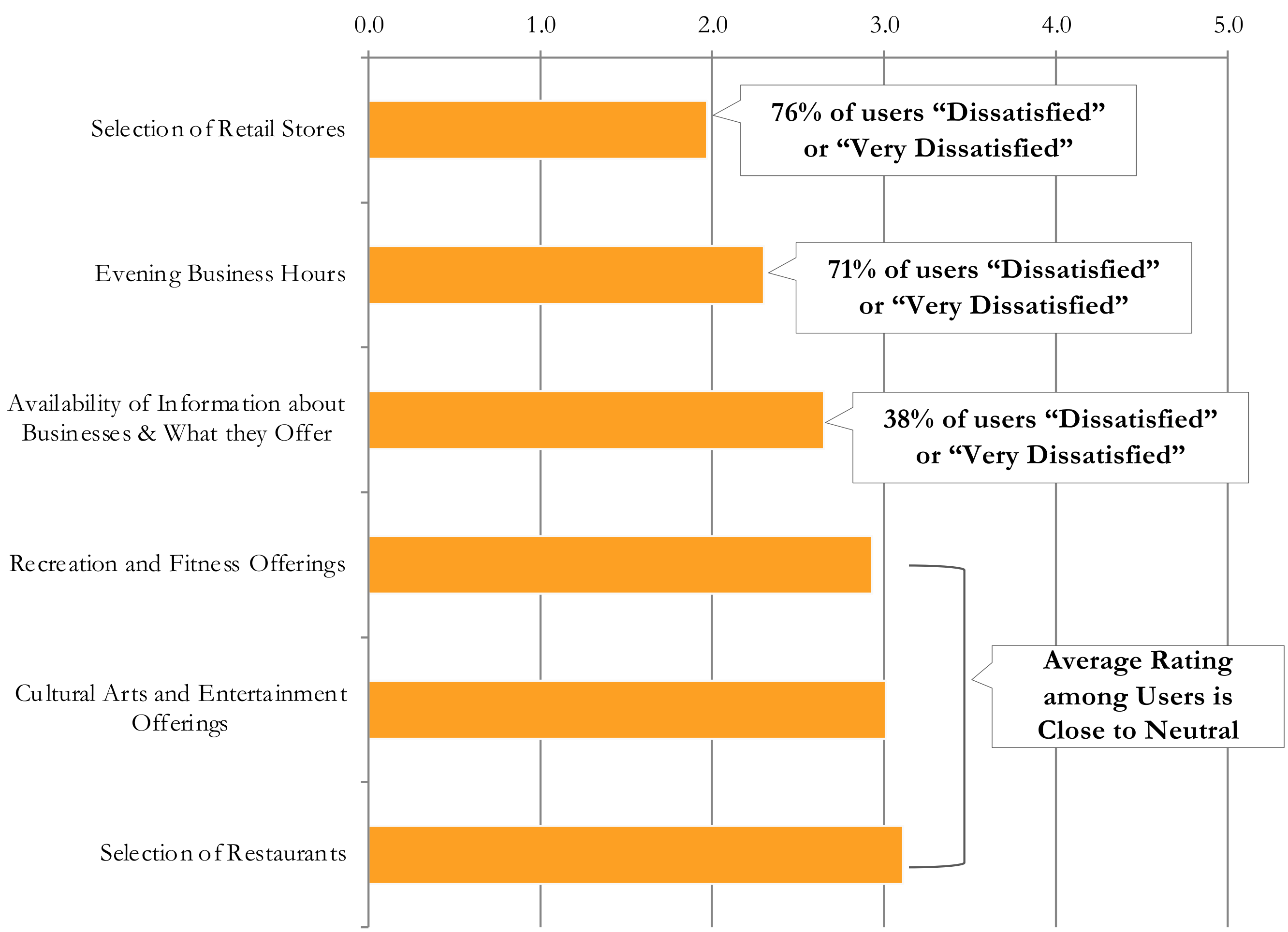
A clear majority of users expressed dissatisfaction with the selection of retail stores (76%), and evening business hours (76%).

Respondent sentiments concerning the other features are much more mixed.

Availability of Information about Businesses & What they Offer – 48% neutral, 38% dissatisfied, 14% satisfied
Recreation and Fitness – 51% neutral, 26% dissatisfied, 23% satisfied
Cultural Arts & Entertainment – 43% neutral, 32% satisfied, 25% dissatisfied
Restaurants – 28% neutral, 42% satisfied, 30% dissatisfied

Figure 20.

Consumer Satisfaction Level – Offerings in Downtown Greenfield
(weighted average, all responses)
(1 =Very Dissatisfied, 2=Dissatisfied, 3=Neutral, 4= Satisfied, 5 =Very Satisfied)



2. Restaurant Spending Patterns

On average, all survey respondents report doing approximately 40% of their restaurant spending in Downtown Greenfield while Greenfield residents report a slightly higher portion (43%). This indicates a fairly good capture rate on the part of Downtown Greenfield restaurants (given there is significant restaurant competition in Northampton, Turners Falls and other surrounding communities).

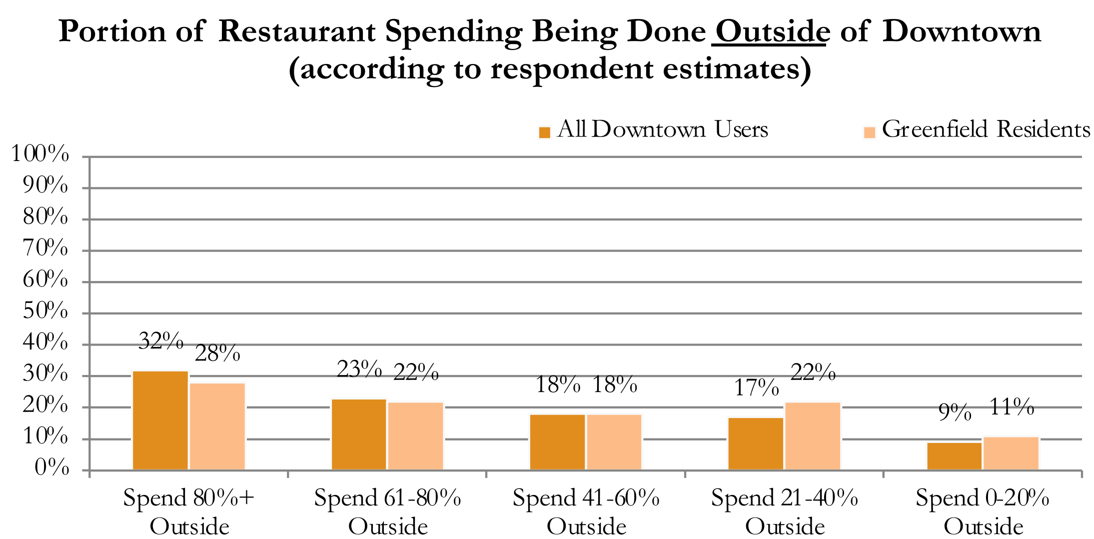
We can look at another community for comparison purposes. FinePoint Associates completed a market study last year for Lexington Center. The downtown district is similar to Downtown Greenfield in that it has a strong representation of arts and culture uses including an independent movie theater and over 30 restaurants. However, Lexington residents reported doing les than 30% of their restaurant spending in Lexington Center compared to 43% reported by Greenfield residents.

This is supported by the fact that more survey respondents said they were satisfied with the downtown restaurant selection than said they were dissatisfied (42% satisfied, 30% dissatisfied).

There may still be opportunity for existing and new Downtown Greenfield restaurants to capture even more of the restaurant spending. While we have to assume that residents will continue to patronize restaurants in other locations near where they work, have friends, or seek out destination eateries, it might be possible to capture more expenditures locally if the right offerings are available.

** Respondents were asked to report on their pre-COVID spending behavior.*

Figure 21.



We asked survey respondents what other restaurants outside of Downtown Greenfield they dine at on a regular basis (pre-COVID). The Top 25 most frequently cited restaurants are listed below. These are the restaurants that Downtown Greenfield customers are seeking outside of Downtown and may indicate the type of restaurants they would frequent in Downtown Greenfield if similar offerings are available.

Table 4.

Top 25 Restaurants Patronized by Downtown Greenfield Customers outside of Downtown

	Establishment Name	Location
1	Riff's	Turners Falls
2	Wagon Wheel	Brattleboro
3	Texas Road House	Hadley
4	Black Cow Burger	Turners Falls
5	99 Restaurant	Greenfield
6	Hillside Pizza	Bernardston
7	Terrazza	Greenfield
8	Rendezvous	Turners Falls
9	Applebee's	Greenfield
10	Four Leaf	S. Deerfield
11	Whetstone Station	Brattleboro
12	Panera Bread	Hadley
13	Bueno y sano	Northampton and Deerfield
14	Farm Table	Bernardston
15	Marina	Brattleboro
16	West End Pub	Shelburne Falls
17	110 Grill	Hadley and Athol
18	Mission Cantina	Amherst
19	Denny's	Greenfield
20	New Fortune	Greenfield
21	Hearty Eats	Shellburne Falls
22	Five Guys	Hadley and Keene
23	Blue Heron	Sunderland
24	Blue Rock	Shelburne Falls
25	Chili's	Hadley and Keene

3. Desired Restaurants

When we asked respondents what specific type of restaurants (if any) they would patronize if located in Downtown, we received **over 1,300** "write- in" responses. The most common themes are described below in order of frequency.

1. **Italian Restaurant** (over 140 write–ins) **–** Respondents said they wanted an Italian restaurant (not pizza); many respondents mentioned "good Italian", "sit-down", or "traditional". 22 respondents cited Olive Garden.

2. **Asian Restaurant** (over 120 write–ins) **–** Respondents cited several types of Asian Cuisine they would patronize including Vietnamese/Pho/Noodles, Sushi, Chinese and Japanese.

3. **Café, Bakery Cafe, Coffee Shop, Breakfast/Lunch Place** (over 120 write–ins) – Respondents used phrases such as "breakfast place", "soup, salad, and sandwiches", and "baked goods". Several people cited the Brass Buckle, now closed, as an example.

4. **Healthy, Vegetarian, Farm-to-Table** (over 110 write–ins) - Americans have become increasingly interested in the healthfulness of the food they are consuming and where it is sourced. Survey respondents indicated a desire for more healthy and farm-fresh dining options ranging from juice bars to fast casual meals to sit-down dinners. Adjectives frequently mentioned include "vegetarian/vegan", "organic", locally-sourced", "healthy/natural" and "gluten-free".

5. **American Grill/Pub** (over 110 write–ins) – Respondents said they were looking for American cuisine in a place where you could meet for a fairly casual meal and/or drinks, potentially a microbrewery or tavern type establishment. Respondents mentioned "craft beer" , "higher quality pub/sports bar", and "brew pub". Examples cited include: Fitzwilly's in Northampton, Five Eyed Fox in Turners Falls, Riffs in Turners Falls, 110 Grill, and Chilli's.

6. **Steakhouse** (over 80 write–ins) - Examples cited include: Texas Road House and Longhorn Steakhouse.

7. **Burger Place** (over 60 write–ins) – Examples cited include Local Burger in Northampton, Five Guys and Black Cow in Turners Falls.

8. **Deli/Diner** (over 55 write–ins)

9. **Mexican/Latin American Restaurant** (over 55 write–ins)

While several respondents cited chain and franchise restaurants as examples of desirable businesses, several others made comments specifically expressing the desire for locally owned businesses and no chains.

In addition to the types of restaurant cuisine, many respondents offered comments about the desirability of more "family-friendly dining" and "outdoor/rooftop dining".

4. Customer Satisfaction with Downtown Greenfield's Features

A significant portion of Downtown users expressed dissatisfaction with the physical appearance, public spaces, and cleanliness of Downtown Greenfield (48%, 42% and 42% respectively). On the other hand, a large portion of users (46%) are satisfied with the availability of parking while 24% are neutral.

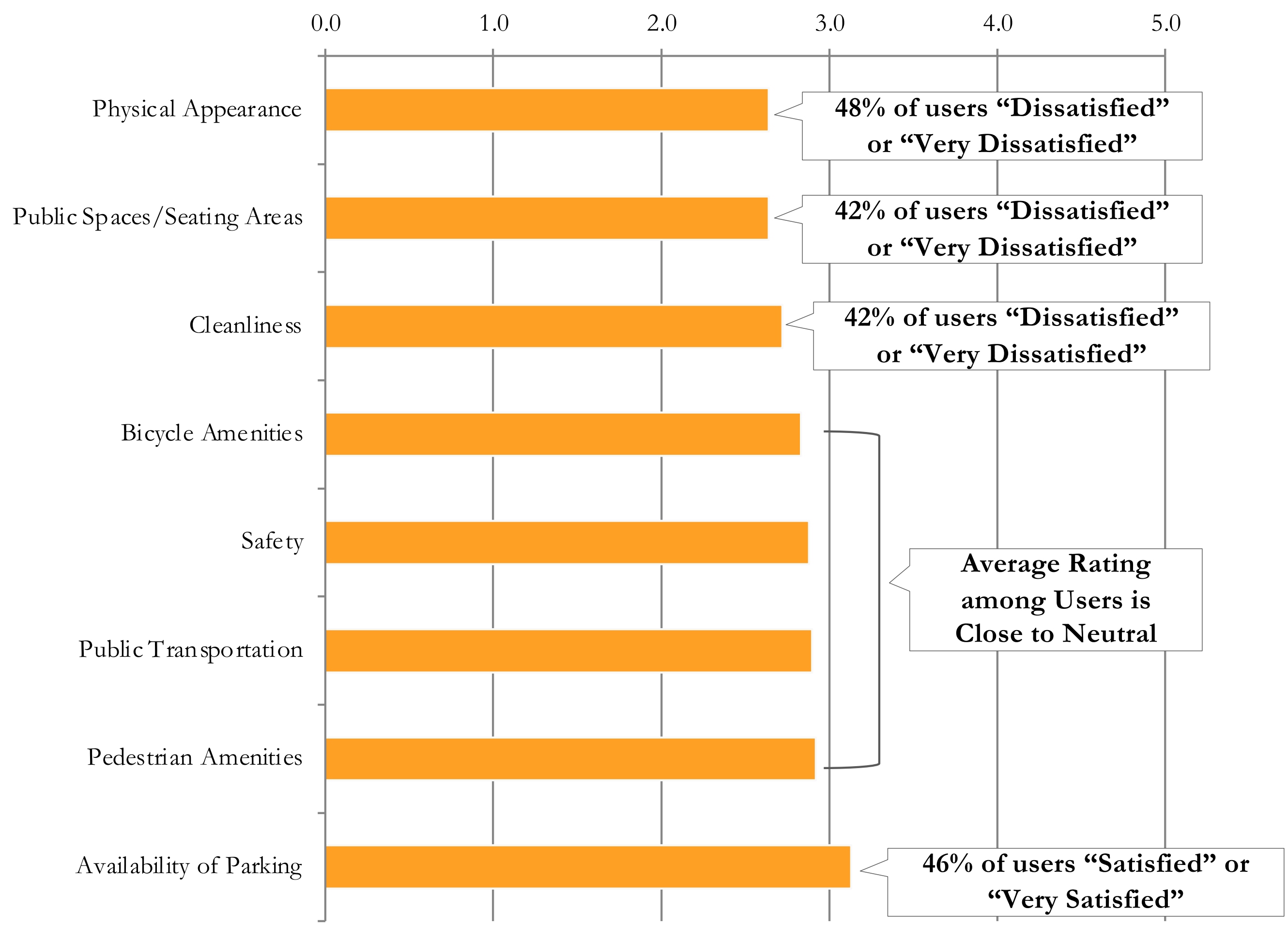
The other features received average ratings in the "neutral " range.
Bicycle Amenities – 61% neutral, 26% dissatisfied, 13% satisfied
Safety – 35% neutral, 35% dissatisfied, 30% satisfied
Public Transportation – 68% neutral, 19% dissatisfied, 13% satisfied
Pedestrian Amenities – 43% neutral, 30% dissatisfied, 27% satisfied

Figure 22.

Consumer Satisfaction Level – Downtown Greenfield Features

(weighted average, all responses)

(1 =Very Dissatisfied, 2=Dissatisfied, 3=Neutral, 4= Satisfied, 5 =Very Satisfied)



5. Customer Satisfaction with Downtown Greenfield's Features (cont'd)

We asked survey respondents to identify Downtown Greenfield's best feature. The major themes that came up most often are described below in order of frequency.

1. **Variety of Restaurants** (over 90 write–ins)
2. **Walkability, Wide Sidewalks** (over 80 write–ins)
3. **Nothing, No Best Feature** (over 60 write–ins)
4. **Green Space, Town Common, Energy Park/Parks, Trees** (over 50 write–ins)
5. **Entertainment Venues especially Hawks & Reed and Garden Cinema** (over 50 write–ins)
6. **Classic, Quaint, Charming, Cute, Attractive, Small Town Feel** (over 40 write–ins)
7. **Architecture and Historic Buildings** (over 30 write–ins)
8. **Green Fields Market (co-op)** (over 20 write–ins)
9. **Independent, Locally-owned Businesses** (over 20 write–ins)
10. **Its Potential** (over 20 write–ins)

C. Input Concerning Potential Future Actions

1. Possible Strategy Ideas to Improve Vibrancy

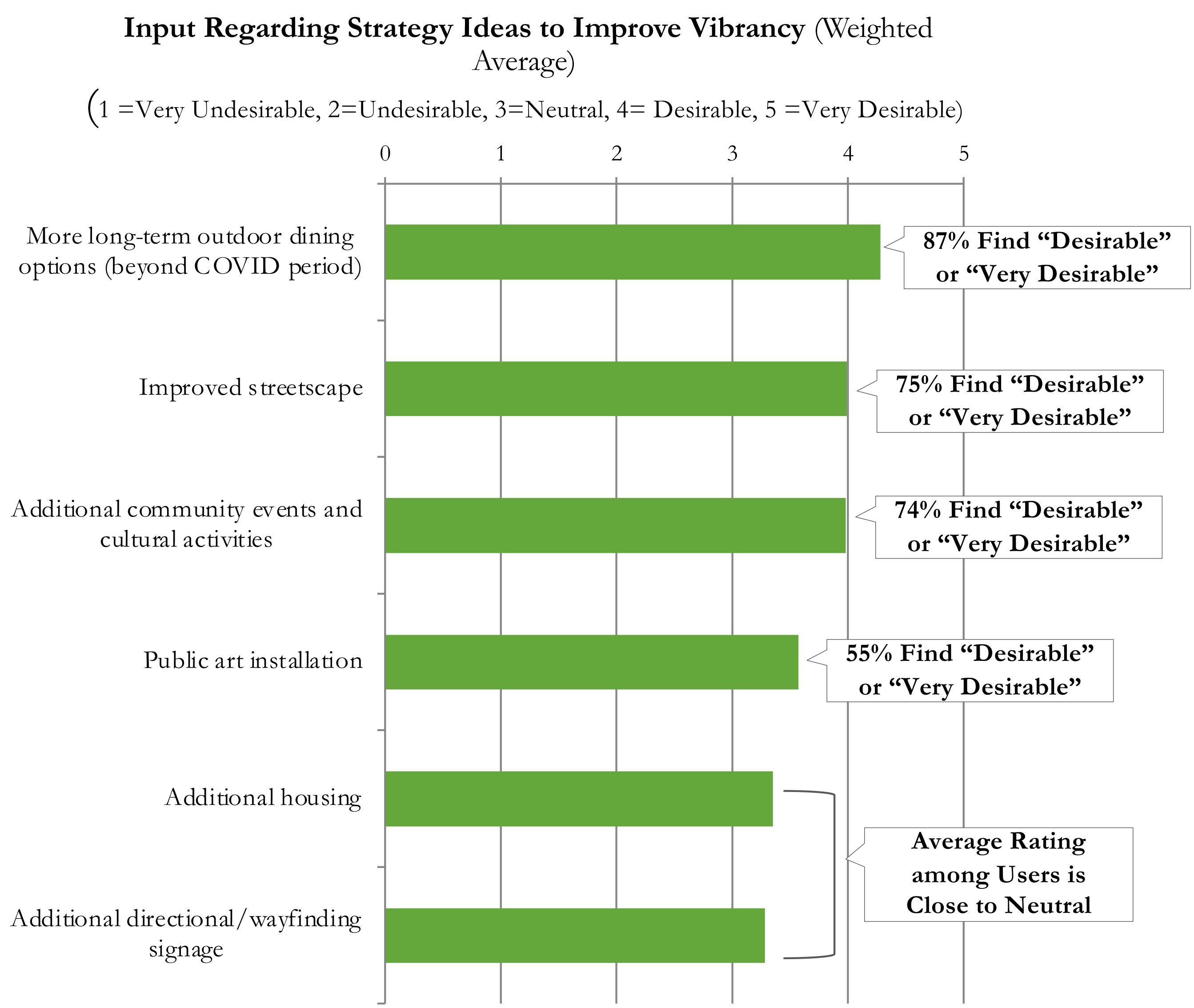
Downtown Greenfield users are supportive of most of the proposed strategy ideas to improve vibrancy. A majority of users are in favor of the following strategy ideas.

1. **More long-term outdoor dining options (beyond COVID period)**
2. **Improved streetscape**
3. **Additional community events and cultural activities**
4. **Public art installation**

Respondent sentiments are more mixed on the other two proposed strategies.

Additional Housing – 32% neutral, 46% desirable, 23% undesirable
Additional directional/wayfinding signage – 56% neutral, 33% desirable, 11% undesirable

Figure 23.

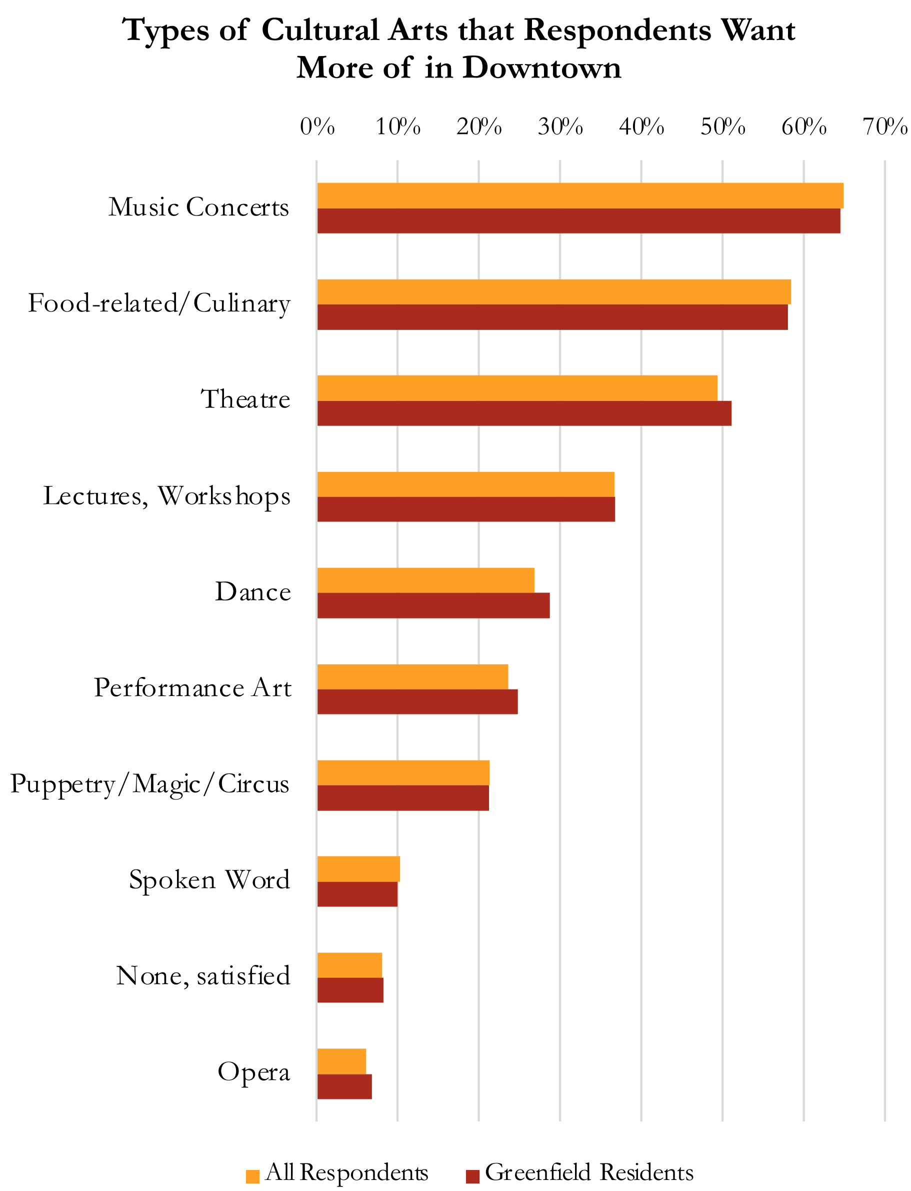


2. Cultural Arts Activities

More than 50% of respondents indicated they would like to have more:

- Music Concerts,
- Food-related/Culinary Events, and
- Theatre in Downtown.

Figure 24.



Part IV. Understanding the Potential Market

A. Overview of Potential Market Segments

Businesses located in Downtown Greenfield have the opportunity to serve Resident Market Segments and Non-Resident Market Segments.

Resident Market Segment - Residents of the Surrounding Area

The major potential customer base for businesses located in Downtown Greenfield is the adjacent residential population. The identified **primary trade area** (where most of the repeat business is expected to be derived) is a 7-mile radius containing 34,778 residents. The **secondary trade area** (where it might be possible to draw a smaller portion of sales, depending on the uniqueness and quality of the offerings) is identified as Franklin County, containing 70,924 residents. The rationale for the trade area delineation and the demographic and consumer characteristics of the population in each trade area are described in detail in Section B of this chapter.

Non-Resident Market Segments

In addition to the residential customer base, there may be some additional market opportunity presented by other segments such as:

- Visitors to the Area – coming to the area for the purpose of visiting friends and family, sightseeing, outdoor recreation, or attending local festivals or other events.
- Employees of area businesses
- Justice Center/Court-related downtown users.

More information about the non-resident market segments is provided in Section C of this chapter.

B. Trade Area Resident Market Segment

1. Trade Area Delineation

Defining the trade area is the first step in determining market potential for a commercial district. Once the trade area is defined, we can quantify the amount of potential customers that live within the area as well as examine their characteristics and purchasing habits to provide a picture of the potential market.

The term retail trade area refers to the geographic area from which a retail entity generates its sales. The primary trade area for a commercial center, such as a downtown, business district or shopping plaza, is the area from which most of the steady, repeat sales for all of the businesses is derived (typically, where 65-80% of the total sales are generated). A combination of factors determines the size and boundaries of the primary trade area such as: location of competing commercial centers, travel time and distance for shoppers, travel patterns, physical barriers that might effect access, socio-economic characteristics, and the size and scope of the commercial center itself. Generally, the larger the variety, breadth and uniqueness of the merchandise offerings, the greater the distance customers are willing to travel, and therefore, the larger the trade area will be.

Competition: Figure 25 illustrates the location of surrounding commercial facilities including the most frequently cited competing restaurants and most cited competing shopping and dining areas according to the consumer survey results, along with other noted commercial activity. As noted in the analysis of the consumer survey results, the top communities outside of Greenfield where consumers go for shopping and dining are: Northampton, Montague, Amherst and Hadley (in Massachusetts) along with Brattleboro, VT and Keene, NH.

Regional shopping malls include Hampshire Mall in Hadley and Holyoke Mall at Ingleside. Thornes Marketplace, a community favorite and non traditional mall, is a collection of small shops and vendors in a former department store.

Trade Area Identification

After reviewing input from consumers and business owners, reviewing the location of existing commercial facilities, travel times and circulation routes, and discussing consumers patterns with Community and Economic Development Department Staff, it was determined that the likely potential **primary trade area (PTA)** for the business district is about a 7-mile radius. (see Figure 25).

There may also be potential to attract some customers from a **secondary trade area (STA),** Franklin County (see Figure 25). This secondary trade area was identified because of the limited competition particularly to the east and west of the primary trade area and the fact that Greenfield has strong identification as the County Center with several county-wide serving agencies. However, it is expected that the capture rate would be less than in the primary trade area and would depend on the uniqueness and quality of the merchandise or services being offered.

These two trade area are where the majority of repeat customers are likely to generate from, however, of course, some businesses may also draw customers from beyond these two trade areas especially for specialty products and services.

The demographic and consumer characteristics of the population in these trade areas, along with a sales leakage analysis is provided in the following sections.

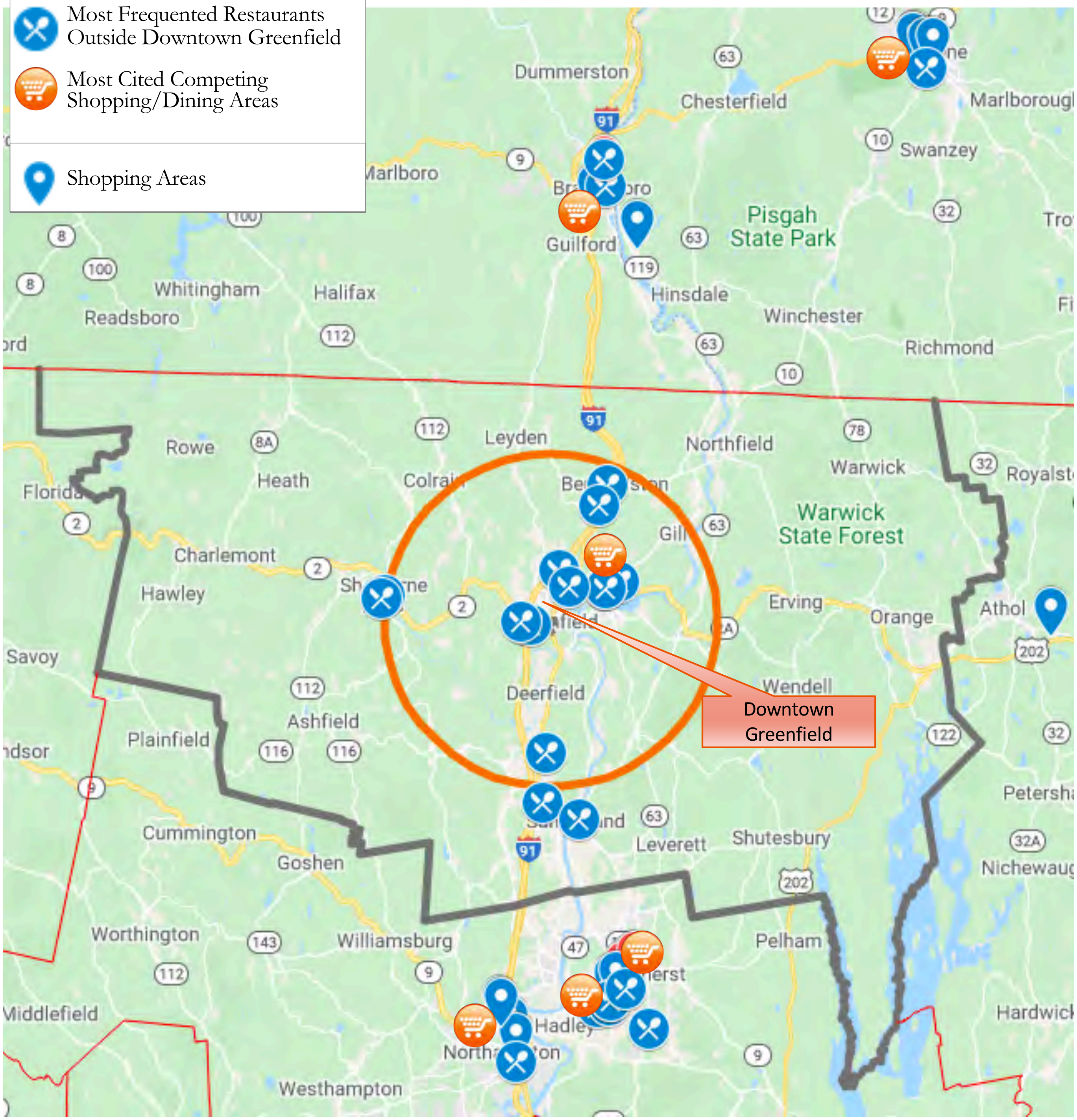
Figure 25.

Location of Surrounding Commercial Facilities and Identified Trade Area

Trade Areas		
7-Mile Radius	Primary Trade Area	
Franklin County Boundary	Secondary Trade Area	

Consumer Survey Results

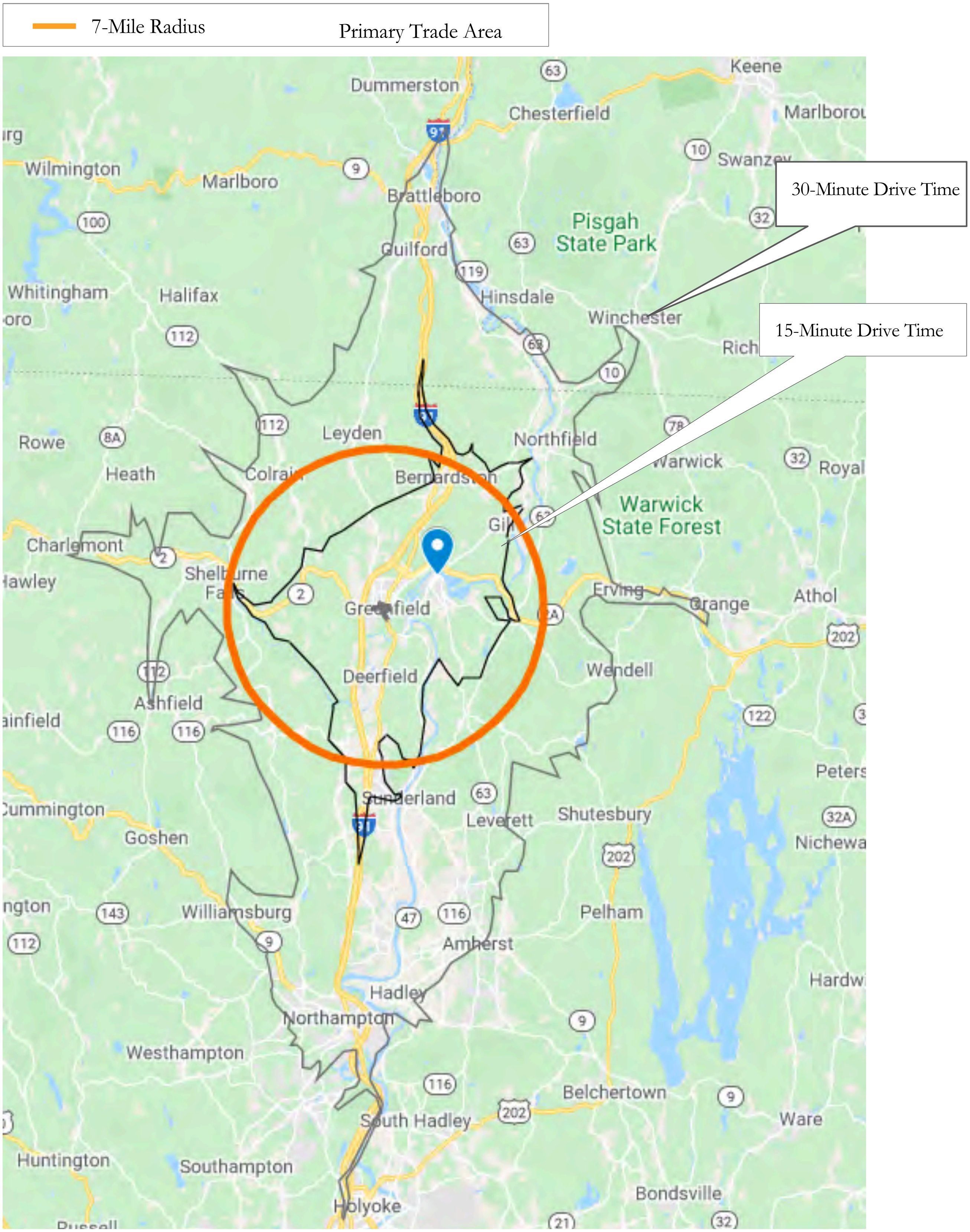
- Most Frequented Restaurants Outside Downtown Greenfield
- Most Cited Competing Shopping/Dining Areas
- Shopping Areas



***Note:** This map is intended to be <u>illustrative</u> not exhaustive.*
All commercial facilities are not shown.

Figure 26.

Primary Trade Area (7-mile Radius) Compared with Drive Times (computer-generated)



B. Trade Area Resident Market Segment (cont'd)

2. Trade Area Consumer Characteristics Overview

Primary Trade Area (PTA)

There are approximately 34,776 people living within the primary trade area. The population decreased slightly (1%) over the last 10 years while the number of households grew slightly (1%) due to a small decline in household size.

The population is predominantly moderate income. The median income in the PTA is $58,982, 10% lower than the U.S. and 30% lower than Massachusetts. 35% of residents have a Bachelors Degree or higher, which is higher than the national rate of 32% and lower than the state rate of 43%

Compared to the statewide population, PTA residents are older and less likely to have children in the household. 39% of the population is over the age of 55 and 26% of households contain children under 18.

The population is primarily White (92%), with a small portion representing other races (2% Black/African American, 2% Asian, 4% other/more than one race). 6% of the population is Hispanic compared to 13% statewide.

The homeownership rate is similar to statewide - 63% of the occupied homes are owner-occupied compared to 62% in MA overall. 89% of the households have access to a private vehicle for acquiring goods and services. In fact, 52% of the households have 2 vehicles or more. 11% of households are dependent on public transportation or walking to acquire goods and services.

Secondary Trade Area (STA)

There are approximately 70,924 people living within Franklin County, the secondary trade area. Population and household growth rates have been fairly flat over the last decade, similar to the PTA.

Income and education rates are slightly higher than the PTA. The median household income is $62,194 and 38% of residents have a Bachelors Degree or higher.

The population is fairly similar in age and the likelihood of children in the household is the same. 40% of the population is over age 55 and 26% of the households contain children.

Racial and ethnic composition in the STA is similar to the PTA.

The homeownership rate in the STA is 69%; this is higher than the PTA, state and U.S. (63%. 62% and 65% respectively). 91% of the households have access to a private vehicle for acquiring goods and services.

More information pertaining to trade area consumer characteristics is presented in Exhibit 1 and 2 later in this section.

Sources: Environics Analytics, U.S. Census, InfoUSA, American Community Survey, Social Explorer

B. Trade Area Resident Market Segment(cont'd)

3. Market Demand and Sales Leakage

Market Demand - Trade Area Resident Expenditures

Given the demographic, lifestyle and other consumer characteristics of the trade area population (presented in the previous section), the total annual expenditures for a variety of retail goods and services can be estimated. The table below represents the annual retail market demand by category for each trade area.

Note: These expenditures are currently being made by residents at a variety of locations both inside and outside of the identified trade areas.

Table 5.
Trade Area Resident Annual Expenditures

	PTA	STA
Furniture & Home Furnishings Stores-442	$14,738,215	$31,409,601
Furniture Stores-4421	$7,157,252	$15,173,810
Home Furnishing Stores-4422	$7,580,963	$16,235,791
Electronics & Appliances Stores-443	$9,436,560	$19,992,821
Building Material, Garden Equipment Stores -444	$52,485,096	$113,113,175
Building Material & Supply Dealers-4441	$46,424,511	$100,068,121
Lawn/Garden Equipment/Supplies Stores-4442	$6,060,584	$13,045,054
Food & Beverage Stores-445	$85,660,675	$180,708,822
Grocery Stores-4451	$75,859,874	$159,993,147
Specialty Food Stores-4452	$2,710,400	$5,716,376
Beer, Wine & Liquor Stores-4453	$7,090,400	$14,999,299
Health & Personal Care Stores-446	$38,538,116	$81,294,146
Pharmacies & Drug Stores-44611	$31,794,237	$67,027,063
Cosmetics, Beauty Supplies, Perfume Stores-44612	$2,403,450	$5,073,976
Optical Goods Stores-44613	$1,657,063	$3,528,717
Other Health & Personal Care Stores-44619	$2,683,366	$5,664,390
Clothing & Clothing Accessories Stores-448	$29,328,251	$61,803,530
Clothing Stores-4481	$20,920,580	$44,113,222
Shoe Stores-4482	$4,184,128	$8,732,132
Jewelry, Luggage, Leather Goods Stores-4483	$4,223,543	$8,958,176
Sporting Goods, Hobby, Book, Music Stores-451	$6,403,029	$13,505,824
Sporting Goods, Hobby, Musical Instrument Stores-4511	$5,294,609	$11,172,216
Book Stores and News Dealers-4512	$1,108,421	$2,333,608
General Merchandise Stores-452	$77,926,289	$164,475,787
Department Stores 4522	$15,066,564	$31,817,525
Other General Merchandise Stores-4523	$62,859,724	$132,658,261
Miscellaneous Store Retailers-453	$13,707,391	$28,922,596
Florists-4531	$923,942	$1,990,857
Office Supplies, Stationery, Gift Stores-4532	$2,760,989	$5,844,514
Used Merchandise Stores-4533	$2,002,983	$4,230,498
Other Miscellaneous Store Retailers-4539	$8,019,476	$16,856,727
Food Service & Drinking Places-722 *(not including special food service)*	$71,081,067	$149,919,198
Full-Service Restaurants-722511	$32,969,912	$69,583,177
Limited-Service Eating Places, Snack, Buffets-722513-15	$34,670,956	$73,023,749
Drinking Places -Alcoholic Beverages-7224	$3,440,199	$7,312,272
Total	$399,304,689	$845,145,500

** Does not include motor vehicles and gasoline station purchases.*

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer Data is 2020 estimate unless noted.

B. Trade Area Resident Market Segment (cont'd)

Sales Leakage Analysis – General

A sales leakage analysis compares estimated annual expenditures of trade area residents with the annual sales of trade area businesses. If the expenditures are greater than the sales, it indicates that residents are currently making purchases outside of the trade area. Significant sales leakage within specific retail categories might point to possible opportunities for new or existing businesses within those categories.

Primary Trade Area (PTA)

34,775 residents live within the primary trade area and they spend over $399 million per year at stores and restaurants. Based on the sales leakage analysis, these residents are spending over $92 million (approximately 23%) outside of the trade area. The sales leakage in selected categories is illustrated in the table below. This analysis shows a gap (sales leakage) in several categories along with a surplus in others.

Categories with large gaps might suggest market opportunity for local businesses, however, it would be necessary to evaluate relative strength of competing businesses outside the trade area currently attracting resident expenditures. The sales leakage also must be evaluated compared to the sales requirement to support a new business based upon its projected size.

Categories with negative sales leakage indicate existing businesses are currently meeting more than just local demand. In these categories, sales are coming from customers that live outside of the identified trade area. This could include residents from outlying areas travelling further to acquire certain goods and services as well as non-resident market segments such as the employees of nearby businesses or visitors travelling into the area for attractions or events.

In categories with no leakage, only a small amount of sales leakage, or negative leakage, there is no clear evidence of an opportunity gap. In these categories, opportunity for new businesses or expansion of existing businesses would be dependent on the ability to attract expenditures from beyond the delineated trade area or from non-resident segments (e.g., employees, visitors).

Secondary Trade Area (STA)

Approximately 70,924 residents live within the STA and they spend $845 million per year at stores and restaurants. The sales leakage analysis shows that residents are spending at least $316 million outside the trade area.

30-Minute Drive Time

Over 300,000 residents live within 30 minutes of Downtown Greenfield. There is no overall sales leakage in this area and the analysis shows a surplus of eating and drinking places indicating the significant increase in competition.

Table 6.
Sales Leakage in Selected Categories (millions)
(positive number = gap/opportunity, negative number = surplus)

		PTA	STA
Clothing Stores-4481	PTA Gap/ Sales Leakage	$17.66	$39.88
Electronics and Appliance Stores-443		$7.33	$16.99
Furniture Stores-4421		$5.18	$12.35
Eating and Drinking Places-7224 & 7225		$4.80	$39.93
Shoe Stores-4482		$3.36	$7.55
Home Furnishing Stores-4422		$3.00	$8.84
Cosmetics, Beauty Supplies-44612		$2.40	$5.07
Department Stores-4522		$2.39	$13.21
Jewelry Stores-44831		$2.24	$5.71
Pharmacies and Drug Stores-44611		$2.10	$22.25
Other Health/Personal Care Stores-44619		$0.96	$2.02
Book Stores and News Dealers-4512		$0.66	$1.51
Beer, Wine and Liquor Stores-4453		$0.56	$1.24
Convenience Stores-44512		$0.36	-$0.46
Florists-4531		$0.20	$0.48
Other Miscellaneous Store Retailers-4539		$0.01	$3.06
Sporting Goods, Hobby Stores-4511	PTA No Gap/ Surplus	-$0.05	$2.38
Hardware Stores-44413		-$0.08	-$0.86
Paint and Wallpaper Stores-44412		-$0.13	$1.66
Optical Goods Stores-44613		-$0.71	$0.82
Gift, Novelty and Souvenir Stores-45322		-$1.44	-$1.77
Office Supplies and Stationery -45321		-$1.78	-$1.06
Specialty Food Stores-4452		-$2.44	-$1.76
Used Merchandise Stores-4533		-$2.69	-$2.75
Other Gen Merch not incl. warehouse & superctrs.-452319		-$3.25	-$6.24
Supermarkets, Groc. (Ex Conv)-44511		-$4.20	$15.14

**Expenditures and sales leakage excludes motor vehicle and gas station purchases*

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer   Data is 2020 estimate unless noted.

B. Trade Area Resident Market Segment (cont'd)

Sales Leakage Analysis – Eating and Drinking Places

- Restaurants are typical recruitment targets for business districts and therefore worthy of special attention.

- In total, residents within the PTA spend $71.1 million per year at eating and drinking places and residents living within the STA spend $150 million. When we look at eating and drinking place in total, there is significant sales leakage in the STA - - STA residents are spending at least $39.9 million at eating and drinking places outside the STA. This indicates that there may be opportunity for new or expanded restaurant offerings in Downtown Greenfield if they are comparable to those currently attracting residents outside of the trade area.

- Table 7 illustrates a breakdown of the projected demand (expenditures) into more discreet categories of eating and drinking establishments. The definitions for these categories are provided at the right.

- This break down is provided for informational purposes. However, it should be noted that the distinctions between categories are not always consistently applied and eating and drinking establishments are frequently miss-categorized. Establishment don't always fit perfectly into just one category -- the distinction between a pub that serves food and a bar can be fairly faint. And, restaurant operators or their accountants do not always understand the distinction between full service and limited service when selecting the NAICS code for their business. For these reasons, we feel that it is more appropriate to look at the total category of eating and drinking places when estimating sales and sales leakage rather than calculating leakage for each subcategory.

Definitions – Eating and Drinking Places

Full Service Restaurant: This industry group comprises establishments primarily engaged in providing food services to patrons who order and are served while seated pay after eating and (i.e., waiter/waitress service) and. Establishments that provide these types of food services to patrons with any combination of other services, such as takeout services, are classified in this industry.

Limited Service Restaurants: This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order, bringing food to seated customers, or providing off-site delivery.

Drinking Places: This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.

Table 7.
Eating & Drinking Places Sales Leakage Analysis

	PTA	**STA**
Full-Service Restaurants	$32,969,912	$69,583,177
Limited-Service Eating Places, Snack/Beverage, Buffets	$34,670,956	$73,023,749
Drinking Places	$3,440,199	$7,312,272
Total Eating & Drinking Resident Expenditures	**$71,081,067**	**$149,919,198**
Total Eating & Drinking Places Sales	**66,282,469**	**109,987,589**
Sales Leakage (demand not being met within the trade area)	**$4,798,598**	**$39,931,609**

A summary of trade area demographic characteristics and consumer patterns is presented in Exhibit 1 and 2.

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer Data is 2020 estimate unless noted.

Exhibit 1:

Summary of
Trade Area Demographics, Expenditures & Sales Leakage

Primary Trade Area   Secondary Trade Area

Residents living in the surrounding area represent the major market opportunity for the Downtown Greenfield business district. After reviewing input from consumers and business owners, reviewing the location of existing commercial facilities, travel times and circulation routes, and discussing consumers patterns with local experts, the likely trade areas were determined as follows.

Primary Trade Area (PTA): 7-mile Radius
Secondary Trade Area (STA) Franklin County

The following exhibit presents a summary analysis of the market population living within two trade areas.

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer   Data is 2020 estimate unless noted.

RETAIL & RESTAURANT OPPORTUNITY

PTA residents represent a $399 million market for stores and restaurants. More than $92 million (23%) of PTA resident spending is currently done at stores and restaurants outside of the PTA which may present additional sales opportunity for existing and new businesses. A higher percentage of sales leakage is found in the STA; it is estimated that more than $316 million (37%) of spending takes place outside the STA.

Primary Trade Area (PTA) residents spend
$399 million per year at stores & restaurants[1]

23% $ $ $ $ $ $ $ $ $ $
More than $92M of spending outside PTA

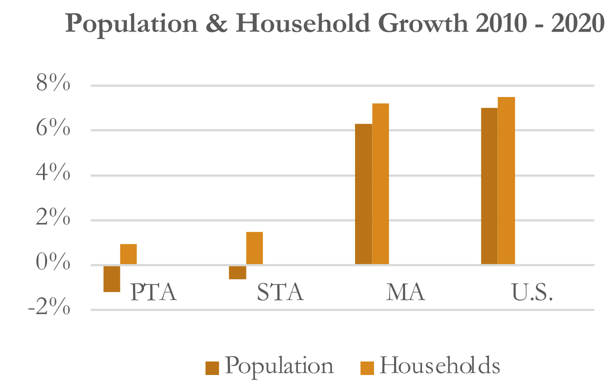
Secondary Trade Area (STA) residents spend
$845 million per year at stores & restaurants[1]

37% $ $ $ $ $ $ $ $ $ $
More than $316M of spending outside STA

MARKET GROWTH

The PTA and STA growth rates over the last decade are lower than Massachusetts and the United States. During the 2010 to 2020 period, the population did not increase and the number of households grew by only 1%, compared to state and national population growth rates of 6% and 7% respectively and household growth rates of 7% and 8%.

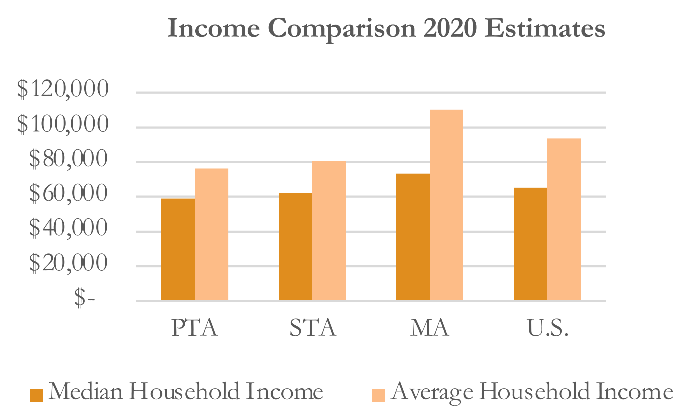
PTA Population	PTA Households
34,778	15,446
STA Population	**STA Households**
70,924	30,916



INCOME

Median income in the PTA is 10% lower than the U.S. and 30% lower than Massachusetts. Median income in the STA is is 5% lower than the U.S. and 27% lower than Massachusetts. Per capita income in the PTA and STA, is $33.883 and $35,155, (28% and 26% lower than Massachusetts, respectively).

PTA Median Household Income	PTA Average Household Income
$58,982	$76,290
STA Median Household Income	**STA Average Household Income**
$62,194	$80,648

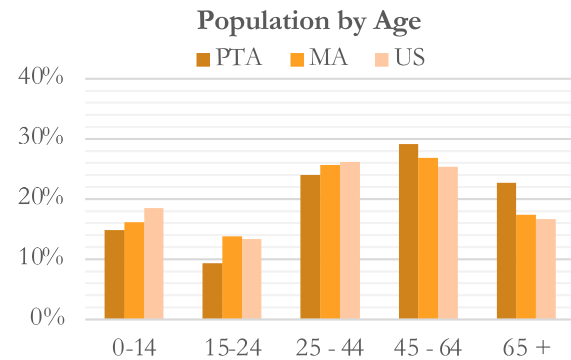


1. Excludes vehicle and gas purchases

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer Data is 2020 estimate unless noted.

AGE, HOUSEHOLD COMPOSITION & EDUCATION

Compared to the statewide population, PTA residents are older and less likely to have children in the household. 35% of residents have a Bachelors Degree or higher, which is higher than the national rate of 32% and lower than the state rate of 43%

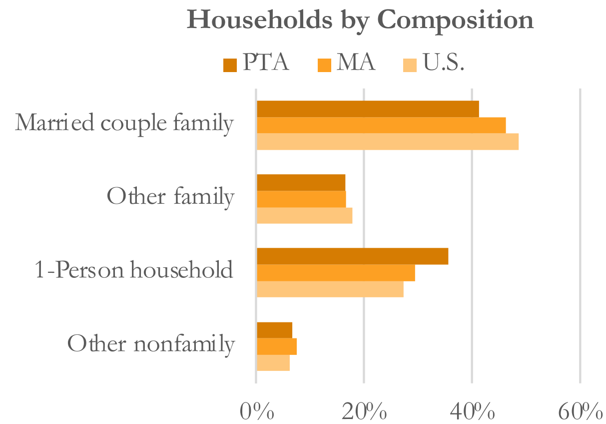


Median Age
46.5
40.4 in MA and 38.7 in U.S.

Households with Children
26%
31% in MA and 34% in U.S.

Family Households
58%
63% in MA and 66% in U.S.

Residents ≥ 25 with Bachelors Degrees+
35%
43% in MA and 32% in U.S.



HOUSING, TRANSPORTATION & WORK

PTA residents area about as likely to own a home and a car as the statewide population. Their public transit use is comparable to the national average. (Transit users and car-free households may be more likely to shop close to home.) Labor force participation in the PTA is similar to the U.S. and slightly lower than the statewide rate.

Homeownership
63%
62% in MA and 65% in U.S.

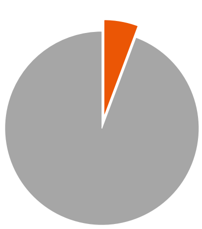
Car-free Households
11%
12% in MA and 8% in U.S.

Take Public Transit, Walk or Bike to Work
7%
16% in MA and 8% in U.S.

Residents >16 in Labor Force
63%
67% in MA and 63% in U.S.

RACE & ETHNICITY

The PTA is less racially and ethnically diverse than Massachusetts or the U.S. The population is 92% White compared to 75% in the state and 69% in the U.S. 6% of PTA residents are Hispanic, compared to 13% in the state and 19% in the U.S.



Hispanic
6% in the PTA

Race	PTA	MA	U.S.
White Alone	92%	75%	69%
Black/African American Alone	2%	8%	13%
Asian Alone	2%	7%	6%
Other Race Alone/>1 Race	4%	10%	11%

9% of PTA residents speak a language besides English at home (Spanish – 3%, Indo/European Language – 4%, Asian/Pacific Islander Language – 2%, Other – 0%)

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer Data is 2020 estimate unless noted.

SUPPLY VS. DEMAND – Retail and Restaurants

The STA and PTA exhibits robust retail presentation in the categories of Misc. Retail Stores (office, supplies, gifts and used merchandise), Food & Beverage, Food Service, Sporting Good/Hobby & Book and Personal Care stores with strong market capture in these categories. There is light representation and strong sales leakage in the categories of Electronics & Appliances, Clothing & Accessories and Furniture & Furnishings with the majority of resident spending being done outside the trade area.

Est. Expenditures ($ millions)

PTA	STA
$14.7	$31.4
$9.4	$20.0
$52.5	$113.1
$85.7	$180.7
$38.5	$81.3
$29.3	$61.8
$6.4	$13.5
$77.9	$164.5
$13.7	$28.9
$71.1	$149.9

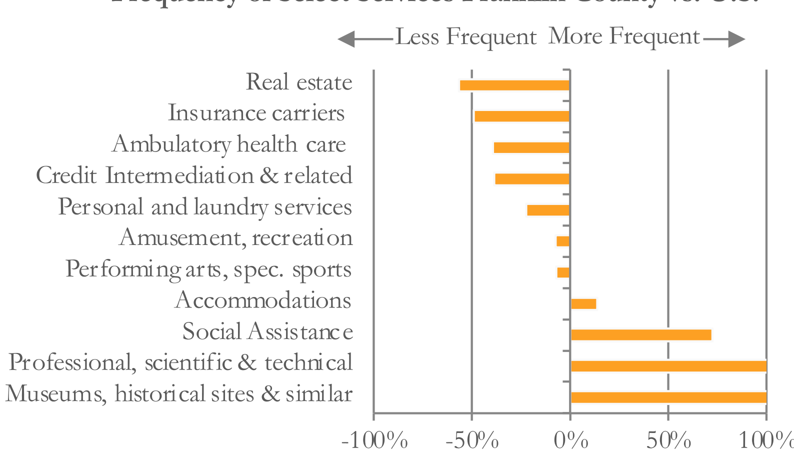
Estimated Retail & Restaurant Demand Compared to Business Sales

Sales Leakage - Categories with high sales leakage may suggest opportunity for local businesses (existing or new) to capture more sales from trade area residents. In categories showing little or no leakage, potential for additional sales is dependent on attracting non-resident market segments (visitors, employees and others from outside the trade area).

Categories with negative sales leakage indicate businesses are meeting more than just local demand, and are currently generating sales from non-resident market segments.

Service Establishments A low rate of certain services may indicate resident spending outside of the area. A high rate of services may imply high market capture/saturation.

Frequency of Select Services Franklin County vs. U.S.



(based on establishments with employees)

Est. Sales Leakage

Select Categories	PTA ($ millions)	STA ($ millions)
Furniture Stores-4421	$5.18	$12.35
Home Furnishing Stores-4422	$3.00	$8.84
Electronics and Appliance Stores-443	$7.33	$16.99
Paint and Wallpaper Stores-44412	($0.13)	$1.66
Hardware Stores-44413	($0.08)	($0.86)
Supermarkets, Groc. (Ex Conv)-44511	($4.20)	$15.14
Convenience Stores-44512	$0.36	($0.46)
Specialty Food Stores-4452	($2.44)	($1.76)
Beer, Wine and Liquor Stores-4453	$0.56	$1.24
Pharmacies and Drug Stores-44611	$2.10	$22.25
Cosmetics, Beauty Supplies-44612	$2.40	$5.07
Optical Goods Stores-44613	($0.71)	$0.82
Other Health/Personal Care Stores-44619	$0.96	$2.02
Clothing Stores-4481	$17.66	$39.88
Shoe Stores-4482	$3.36	$7.55
Jewelry Stores-44831	$2.24	$5.71
Sporting Goods and Hobby Stores-4511	($0.05)	$2.38
Bookstores and News Dealers-4512	$0.66	$1.51
Department Store-4522	$2.39	$13.21
Gen. Merch. not warehouse, superctrs-452319	($3.25)	($6.24)
Florists-4531	$0.20	$0.48
Office Supplies and Stationery -45321	($1.78)	($1.06)
Gift, Novelty and Souvenir Stores-45322	($1.44)	($1.77)
Used Merchandise Stores-4533	($2.69)	($2.75)
Eating and Drinking Places-7224 & 7225	$4.80	$39.93

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer Data is 2020 estimate unless noted.

Exhibit 2. **Additional Demographics Data**

Est. Population by Age	PTA	STA	MA	U.S.
	%	%	%	%
Age 0 - 4	5	4	5	6
Age 5 - 9	5	5	5	6
Age 10 - 14	5	5	6	6
Age 15 - 17	3	3	4	4
Age 18 - 20	3	3	5	4
Age 21 - 24	4	4	6	5
Age 25 - 34	12	11	13	14
Age 35 - 44	12	12	12	13
Age 45 - 54	13	13	13	13
Age 55 - 64	16	17	14	13
Age 65 - 74	14	15	10	10
Age 75 - 84	5	5	5	5
Age 85 and over	3	3	2	2

Est. Households by Size	PTA	STA	MA	U.S.
	%	%	%	%
1-persons	35	32	29	27
2-persons	34	36	32	32
3-persons	15	15	17	16
4-persons	10	11	14	13
5-persons	4	4	6	6
6 or more	2	1	3	3

Est. Households by Income	PTA %	STA%	MA %	U.S.%
< $15,000	10	9	9	10
$15,000 - $24,999	10	9	7	9
$25,000 - $34,999	8	8	6	9
$35,000 - $49,999	15	14	9	12
$50,000 - $74,999	19	19	13	17
$75,000 - $99,999	15	15	12	12
$100,000 - $124,999	9	9	10	9
$125,000 - $149,999	5	6	8	7
$150,000 - $199,999	5	6	10	7
$200,000 - $249,999	2	2	5	3
$250,000 - $499,999	2	2	6	4
$500,000+	1	1	4	2
Med. Household Income	58,982	62,194	84,700	65,228

Avg. Length of Residence (Years)	PTA	STA	MA	US
Homeowners	20	20	18	17
Renters	8	7	7	7

Est. Population 16+ by Employment Status	PTA-%	STA-%	MA %	US %
In Labor Force	63	64	67	63
Employed	60	61	64	60
Self-employed	10	12	9	10
Unemployed	3	3	3	3

Est. Population 16+ by Occupation	PTA-%	STA-%	MA %	US %
Architect/Engineer	2	2	2	2
Arts/Entertain/Sports	3	3	2	2
Building Grounds Maint	3	3	3	4
Business/Financial Ops	3	3	6	5
Community/Soc Svcs	4	3	2	2
Computer/Math	2	2	4	3
Construction/Extract	6	6	5	5
Edu/Training/Library	8	9	7	6
Farm/Fish/Forestry	1	1	0	1
Food Prep/Serving	5	4	6	6
Health Practitioner/Tec	4	5	7	6
Healthcare Support	4	3	3	2
Maintenance Repair	2	2	2	3
Legal	1	1	1	1
Life/Phys/Soc Science	1	1	2	1
Management	10	10	12	10
Office/Admin Support	13	13	12	13
Production	7	7	4	6
Protective Svcs	2	2	2	2
Sales/Related	10	10	10	10
Personal Care/Svc	5	5	4	4
Transportation/Moving	4	4	5	6

Est. Population Age 25+ by Education	PTA-%	STA-%	MA %	US %
Less than 9th grade	2	1	4	5
Some High School	4	4	5	7
High School Grad/GE)	30	30	24	27
Some College, no degree	18	17	16	21
Associate Degree	11	10	8	8
Bachelor's Degree	20	20	24	20
Master's Degree	12	13	13	9
Professional School Degree	2	2	3	2
Doctorate Degree	1	2	3	1

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer   Data is 2020 estimate unless noted.

Est. Population by Single-Classification Race	PTA	STA	MA	U.S.
	%	%	%	%
White Alone	92	92	75	69
Black/African American Alone	2	2	8	13
Amer. Indian/Alaska Native Alone	0	0	0	1
Asian Alone	2	2	7	6
Native Hawaiian / Pac. Isl. Alone	0	0	0	0
Some Other Race Alone	2	1	6	7
Two or More Races	3	2	3	4

Est. Hispanic Population by Origin	PTA	STA	MA	U.S.
	%	%	%	%
Not Hispanic or Latino	94	95	88	81
Hispanic or Latino:	6	5	12	19
Mexican	15	15	6	62
Puerto Rican	61	56	41	10
Cuban	1	3	2	4
Other	23	26	50	25

Est. Population-Asian Alone by Category	PTA	STA	MA	U.S.
	%	%	%	%
Not Asian Alone	98	98	93	95
Asian Alone	2	2	7	5
Chinese, except Taiwanese	22	30	36	22
Filipino	6	5	3	17
Japanese	7	7	2	5
Asian Indian	24	14	23	19
Korean	7	15	5	10
Vietnamese	17	14	12	11
Cambodian	1	1	7	2
Hmong	0	0	0	2
Laotian	0	0	1	1
Thai	2	2	1	1
Other	13	12	10	10

Est. Population by Ancestry	PTA	STA	MA	U.S.
	%	%	%	%
Arab	0	0	1	0
Czech	0	0	0	0
Danish	0	0	0	0
Dutch	0	1	0	1
English	13	13	7	6
French (Excluding Basque)	10	9	5	2
French Canadian	6	6	4	1
German	6	6	3	11
Greek	0	0	1	0
Hungarian	0	0	0	0
Irish	11	11	17	7
Italian	5	6	11	5
Lithuanian	1	1	0	0
Norwegian	0	0	0	1
Polish	11	10	3	2
Portuguese	0	1	4	0
Russian	1	1	1	1
Scotch-Irish	1	2	1	1
Scottish	2	2	2	1
Slovak	0	0	0	0
Sub-Saharan African	0	0	2	1
Swedish	1	1	1	1
Swiss	0	0	0	0
Ukrainian	0	0	0	0
United States or American	3	3	3	6
Welsh	0	0	0	0
West Indian (Excluding Hispanic)	0	0	2	1
Other ancestries	10	11	20	33

= Cultural Concentrations

Sources: U.S. Census, BLS CEX, U.S. Business Patterns, Environics Analytics, InfoUSA, Social Explorer Data is 2020 estimate unless noted.

C. Non-Resident Market Segments

In addition to the residential customer base, there may be some additional market opportunity presented by non-resident market segments.

Employees of Area Businesses

Area employees can represents a market opportunity for meal/snack purchases as well as other convenience goods and services before, during and after work hours. While we don't know the precise number, we estimate that over 2,200 of employees that work in Downtown, including full time and part time.

Justice Center/Court/Agency-related Users

The Franklin County Justice Center is located in Downtown Greenfield along with court-related agencies. People coming to Downtown for related purposes may represent opportunity for meal/snack purchases and other shopping before and after their court or agency-related activities.

Visitors to the Area

People drawn to attractions and events that bring them within proximity of a commercial center can create potential opportunities for area restaurants, retailers, entertainment venues, service providers and lodging establishments.

Greenfield is the hub of Franklin County. In addition to the natural beauty and outdoor recreation opportunities, the region is rich with culture and events that draw visitors, including the Green River Music Festival (July) and Cider Days (November). Several private schools bring students and their families from around the world to the area (Deerfield Academy, Northfield-Mt.Hermon, Stonleigh-Burnham, Eaglebrook & Bement).

The Franklin County Chamber of Commerce* provided the following information about area visitors.

Primary reason for Visiting:
47% to visit friends and relatives
18% shopping
13% entertainment/sightseeing
10% business
6% outdoor recreation

Overnight vs Day Trippers: 60%/40%

Typical Activities:

- Hanging out. A lot came to visit friends and family Scenic drives. People are wowed by the views
- Shopping for artsy, antiquey and funky home, food and garden
- Outdoor activities such as hiking, climbing, rafting, biking
- History, natural and cultural museums and related.
- Locavore – local agriculture/local food movement, farmer's markets
- Restaurants, breweries
- Festivals: food, arts, crafts and music Contra dancing, folk music
- Healing arts/wellness/spiritual communities

*Source: Lisa Davol, Marketing Manager, Franklin County Chamber of Commerce