

# Main Street Revitalization Strategy for the Town of Westport



Prepared by Lake Champlain – Lake George Regional  
Planning Board as part of the North Country Main  
Street Reinvestment Program



LAKE CHAMPLAIN-LAKE GEORGE  
**REGIONAL  
PLANNING**



**FORWARD** *together*

*Main Street + Community Centers  
as Economic Imperatives*

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**Rural Development**

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## Project Background – North Country Main Street Reinvestment Program

The Lake Champlain Lake George Regional Planning Board (LCLGRP) developed the North Country Main Street Reinvestment Program to work with communities to create and implement economic development initiatives centered around the region’s main streets and hamlets. The program provides support and guidance to local communities to identify and support Main Street development and enhancement projects that build upon individual community assets and characteristics while incorporating placemaking and community building techniques into their existing Main Street corridors and hamlet areas.

***Key Point: Main Streets, community hubs and downtowns matter for economic sustainability, community pride, and regional development.***

Over time, all communities experience changes that affect the industries, technologies, and land use patterns that help form the foundation of their local economies. Economically resilient towns, cities, and regions adapt to changing conditions and may even reinvent their economic base if necessary. However, smaller communities, like those found throughout the LGLC Region often have a more difficult time making significant adjustments and are more likely to achieve success by emphasizing their existing assets and distinctive resources. The primary objective of the North Country Main Street Reinvestment Program is to work with communities to identify their key assets and unique resources that can be elevated to advance the community’s economic development objectives.

***Key Point: Smaller communities are more likely to experience economic success by emphasizing their existing assets and distinctive resources.***

Traditional Main Streets and downtowns are found in communities throughout the LCLG Region. They serve as the community’s public face and provide a cultural, social, and economic center for small towns. *Forward Together*, a regional economic resiliency plan developed by LCLGRP in 2021 identifies Main Streets and Community Centers as Economic Engines, and one of six building blocks necessary to have a vibrant and sustainable regional economy.

Strategic investments in Main Streets and hamlet areas provide new opportunities for community development

*Forward Together*, LCLGRP’s regional resiliency plan identifies key components that are imperative to have a sustainable and vibrant local and regional economy:

- Main Streets and community centers as economic engines
- Connecting our people with infrastructure
- Childcare access
- Housing access and stability
- Career building and skills training
- Entrepreneurial ecosystem building

<https://www.lclgrp.org/forward-together-initiative>



Photo 1: Traditional Main Streets exist throughout the LCLG Region. Photo Source: LCLGRP.



Photo 2: Traditional Main Streets in the LCLG Region provide opportunities for strategic investment and economic development. Photo Source: LCLGRPB.

like attracting and retaining small businesses, providing achievable housing, and improving economic opportunities and quality of life for residents.

The North Country Main Street Reinvestment Program was developed to advance the initiatives and priorities developed in *Forward Together* to revitalize, reinvigorate, and prioritize the region's Main Streets and hamlet areas. The LCLGRPB *Main Street Toolkit* is a previous initiative launched under this program. The Toolkit provides guidance on best management practices for incorporating placemaking and complete street techniques into the existing Main Street Corridors of the LCLG region.

## Main Street Design

Each community's Main Street should be uniquely designed to respond to the needs of the community and reflect the individual characteristics of that community. There are, however, some foundational elements that should be included in your Main Streets design:

Five Foundational Elements for Main Street Design

- 🏮
**Street furniture.** Objects installed along streets to generally serve the user. These include lighting, benches, trash receptacles, mailboxes, art installations. The design and placement of street furniture should consider aesthetics, function, pedestrian mobility, safety, and comfort.
- ➡➡➡
**Street Markings and Traffic Calming.** Street markings indicate to roadway users what part of the road to use for different purposes. Street marking may include striping for vehicles, bike lanes, and parking areas. Additional street markings may include elements of traffic calming, visual indicators to drivers that they should slow down.
- 🚶
**Walking Enhancements.** Include highly visible crosswalks and widened sidewalks to increase user comfort and safety. Considerations may also be made to separate the sidewalk from the roadway with vegetated tree lawns.
- 🌳
**Green Space and Street Trees.** Refers to area of greenery, ornamental landscaping, and trees installed along a street. Green space and street trees increase the aesthetic quality of a streetscape, but also provide respite and shade for pedestrians and can help mitigate impacts from storms by absorbing some rainwater that would otherwise run over the street's surface.
- 🚦
**Signage.** Visual elements used to convey a message. Signs should be designed at different scales for different users, for example signs for pedestrians are smaller and placed in a different area than those that are meant for motor vehicle users.

Pedestrian Lighting, Street Trees, On-Street Parking, Bike Lanes, Widened Sidewalks, Pedestrian Bump Outs, Buried Utilities Zone, Decorative Pavement & Street Furniture Zone

Pedestrian scale signage is a valuable tool to assist in navigating your community

Lake Champlain Lake George Regional Planning Board | Main Street Toolkit

Figure 2: The LCLGRPB's Main Street Toolkit is available to view and download here: <https://www.lclgrpb.org/main-street-reinvestment>

## Essex County Main Street Reinvestment Program

The Essex County Main Streets Reinvestment Program is an opportunity for the Towns of Crown Point, Essex, and Westport to develop place-based revitalization strategies for their Main Streets and hamlet areas. The purpose of this program is to identify key amenities and resources within each community and create place-based strategies meant to elevate existing assets and spur economic development and Main Street revitalization.

*Setting the Stage.* Essex County is a large, mostly rural county that contains shorelines on Lake Champlain and Lake George. Additionally, Essex County is home to the High Peaks region of the New York State's Adirondack Park, an area known for its cluster of mountains exceeding 4,000 feet in elevation and a major economic and tourism draw for the region. In 2022, the population of the county was just over 37,000 people, a slight decrease from the population counted in the 2010 U.S. Census.

Despite its small year-round population, Essex County attracts visitors throughout the year with an estimated \$818 million in visitor spending annually.<sup>1</sup>

The Adirondack Northway (Interstate 87) bisects Essex County north and south providing easy access for motorists. The interstate connects New York City to the Canadian Border while the Lake Champlain Ferry which docks in the Town of Essex brings thousands of visitors from Vermont every year. The Ferry Landing serves as a gateway not only for the town, but to Essex County and New York State for visitors travelling from Vermont and points east. Additionally, the Adirondack railway line operated by Amtrak connects passengers from New York City to Montreal with a scheduled stop in Westport.



Figure 2: Context Map - Focus communities in Essex County, NY

<sup>1</sup> Economic Impacts of Visitors in New York 2022 Adirondacks in Focus. September 2023. Tourism Economics [https://esd.ny.gov/sites/default/files/Adirondacks-2022-NYS-Tourism-Economic-Impact\\_0.pdf](https://esd.ny.gov/sites/default/files/Adirondacks-2022-NYS-Tourism-Economic-Impact_0.pdf)



utilized by each community in strategic ways to bolster economic growth and grow their community.

***Key Point: Lake Champlain is a common natural resource that ties the communities together. Strategic investments in connections to the lake can be used to bolster economic growth and revitalization.***

In addition to Lake Champlain, each community has strong ties to history, arts, and agriculture. These reoccurring themes will be used as the basis for the asset-based plans developed through this program.

While there is a defined project area for each of the three strategies, this planning process recognizes that economic, social, and cultural activities that occur outside of the study area play an important part of the social and economic fabric of that community. The strategies defined in this document seek to directly acknowledge and incorporate these elements.

The Main Street and Hamlet Revitalization Strategies in this document were developed using broad public engagement. A guidance committee of community members and local stakeholders was established to advise on the direction of the planning process. As an initial introduction to the communities, a public survey was distributed, and a full-day community workshop was held in each community to elicit real-time feedback from community members.



Photo 3: Community members gather at the Westport Town Hall for a day-long workshop. Photo Source: LCLGRPB

The purpose of this program is to identify already existing community assets and build upon them by creating place-based strategies that elevate the unique opportunities of each community and spur economic development and Main Street revitalization.

## Westport Main Street Revitalization Strategy

The Town of Westport is one of three Essex County communities selected by the Lake Champlain Lake George Regional Planning Board (LCLGRP) for the first round of planning for the *North Country Main Street Reinvestment Program*.

### Introduction and Community Background

The Town of Westport is located on the eastern border of Essex County on the shores of Lake Champlain. The Westport Hamlet area serves as the residential and commercial center of the Town and is home to the Essex County fairgrounds and the historic Depot Theater along with other key businesses and attractions.

Main Street and a portion of Champlain Street serve as the primary commercial district and is the project area for this strategy. The project area is walkable with a mix of commercial, residential, and institutional uses in one- and two-story buildings of varying age, architectural character, and condition.

Settlement in Westport dates back to the end of the French and Indian War (1763). The availability of waterpower and its suitability as a port led to Westport becoming a thriving community. A commercial wharf was established in 1800 and shipping grew with the opening of the Champlain Canal in 1823. By 1876, the railroad reached Westport, contributing to the area's development as a resort community. The development of the Adirondack Northway (Interstate 87) almost a century later made travel to and from Westport even easier and connected populations north and south of the Town. The interstate contributed to the growth of seasonal homes in the area and the decline in the role of retail in the community as consumers could now more easily travel to larger communities for their needs.

The changes experienced by Westport in the last two centuries symbolize the continuous cycle of community needs and consumer preferences. Today, many in the community seek alternative transportation options, desire local shops where they can purchase everyday necessities and

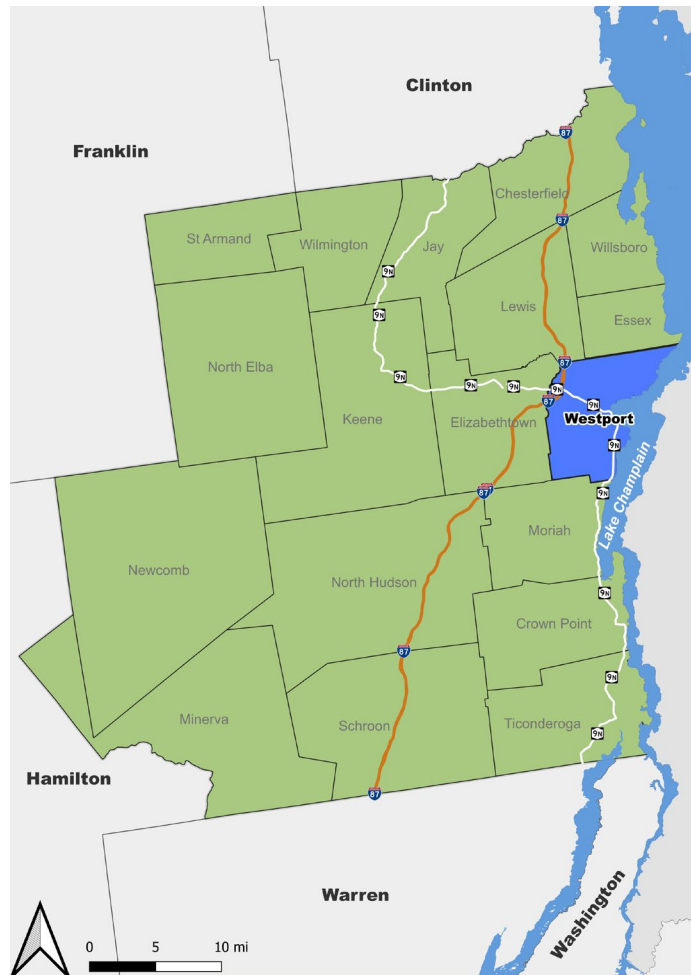


Figure 3: Project Location Map - Town of Westport.

groceries, and they are turning their attention once again to Lake Champlain as a source of recreation, aesthetic enjoyment, and economic development.

***Key Point: Enhancement of public amenities in the project area along with improved connection to the waterfront are key investments desired by the community.***

Despite its location and the role of Lake Champlain in the development of Westport, the community feels rather disconnected from this substantial natural asset. Improvement of public access to Lake Champlain along with the enhancement of other essential public amenities are a key feature of this strategy. Additional elements include gateway treatments in the Ballard Park area to slow traffic coming into Main Street, redefining connections with the natural resources of the region, and installing public art as a placemaking activity.

### ***Westport – Wadhams Community Alliance***

The mission of the Westport – Wadhams Community Alliance is to nurture collaboration among public and private entities and support economic growth, cultural vitality, and environmental sustainability in the community. The group promotes economic development in the Town of Westport through programming that supports tourism, outdoor recreation, farming and food, light industrial growth, small business, and the arts.

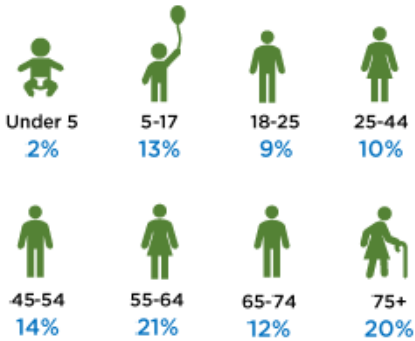




# Community Statistics and Demographics

## Westport, Essex County COMMUNITY PROFILE

### POPULATION BY AGE



### POPULATION CHANGE



### POPULATION DENSITY



Median Age 2020: **57**  
Median Age 2010: **48**

### EDUCATION



Did Not Graduate: **9%**  
High School Graduate: **91%**  
Bachelor's Degree or higher: **23%**

### ANNUAL HOUSEHOLD INCOME

#### Percentage of households

Under \$10,000: 5.3%
\$10,000 to \$14,999: 2.9%
\$15,000 to \$24,999: 9.7%
\$25,000 to \$34,999: 20.8%
\$35,000 to \$49,999: 11.2%
\$50,000 to \$74,999: 18.7%
\$75,000 to \$99,999: 9.5%
\$100,000 to \$149,999: 8.5%
\$150,000 to \$199,999: 4.8%
\$200,000+: 8.5%

### NUMBER OF HOUSEHOLDS



### MEDIAN HOUSEHOLD INCOME



**13%**

Percentage of Westport Residents Below the Poverty Level

Prepared by Warren County GIS for LCLGRP. Data sources: 2010 and 2020 population figures and 201 median age: decennial Census. All other figures: 2020 ACS 5-year estimates.

# Westport

Essex County



**1,021**

Total Housing Units

Occupied Units: 587 (57.5%)  
Vacant/Seasonal Units: 434 (42.5%)



**179**

Renter Occupied Units

**30.5%**



**408**

Owner Occupied Units

**69.5%**



Median Rent: \$729

Median Mortgage: \$1,569

Median Home Value: \$175,000

Average size of renter household:  
1.75 people

Average size of owner-occupied household:  
2.27 people

Percentage of renter households  
that are paying 30% or more of  
household income in rent:  
**50.3%**

Percentage of mortgaged households  
that are paying 30% or more of  
household income on mortgage:  
**19.4%**



Number of households that  
moved in before 1990: **109**

Number of households that  
moved in after 2018: **0**

Prepared by  
Warren County  
GIS April 2022  
data source:  
American  
Community  
Survey 2020 5-  
year estimate,  
table DP04.  
Margin of error  
for all figures is  
substantial.

## Housing Units by the Numbers

Single-Family Detached homes: 899  
Single-Family Attached homes: 4  
Mobile homes: 20  
2-unit structures: 30  
3 or 4 unit structures: 35  
5 to 9 unit structures: 29  
10 to 19 unit structures: 0  
20+ units: 4



Built 2014 or later:  
**5 units**

Built before 1940:  
**509 units**

## The Project Area

The focus area for this project encompasses most of the community's commercial and service-oriented core and stretches along NYS States Route 9 and part of 22 from Town Hall to the southern extent of Ballard park, extending to the waterfront to include the Westport Marina and Lee Park.

Commercial uses in the focus area include Jamb on Main deli, The Gables Inn and Mountain Dog Restaurant and Pub, The Inn in Westport, the Westport Marina, Ledge Hill Studio Downtown, Homestead Spirits and the Bessboro Shop. There are also a variety of community services and non-profits located in the areas including the Champlain National Bank, Champlain Area Trails (CATs), the Westport Heritage House, Westport Library Association, and Westport Chamber of Commerce. Community assets include Ballard Park and the Library Green, both privately owned open space available for use by the public. Additional uses in the focus area include Lee Park, a publicly owned waterfront park complete with playground and potential for expanded lake access, the Lee Park Trail (CATs), a privately owned swimming area that is open to the public, as well as various places of worship. A visual assessment revealed nine vacant or underutilized commercial spaces within the focus area indicating opportunity for growth and investment in the focus area.



Photo 5: The focus area hosts a variety of commercial uses. Photo Source: LCLGRPB.

### ***Key Point: The Lake Champlain waterfront is one of Westport's greatest natural assets and is located within walking distance of Main Street.***

Additional points of interest and community assets located outside the project focus area include the Depot Theater and Amtrak station, the Essex County Fairgrounds, the Westport Golf Course, the Westport Yacht Club, the Westport Boat Launch, Furnace Point, and Camp Dudley, the longest continuously running summer camp in the United States.

In recent years, a few high visibility buildings in the Town have received significant private investment including the "mill building" across from the fairgrounds and the old grocery store located at the intersection of Routes 9N and 22. These investments will have significant impacts on the community and will provide countless benefits for the residents of Westport and its visitors.

## Westport Business Summary

A summary of business types and employers was derived using the Westport zip code 12993.<sup>2</sup> There are 108 total businesses within the Westport zip code, employing 806 people. The top employment

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<sup>2</sup> Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas. Source: Esri.



industries by NAICS Codes<sup>3</sup> are Accommodation & Food Services, Educational Services, Transportation & Warehousing, and Construction. The full business summary report can be found in **Appendix A** of this document.

### Community Assets Inventory

**Lake Champlain Waterfront.** The Town of Westport has significant assets, most notably the Lake Champlain waterfront. While there are existing opportunities for public access, both publicly and privately owned, including the public boat launch, Lee Park, Westport Marina, Westport Yacht Club, and the Ballard Park swimming area. This study identified some high-impact ways to elevate the community's connections, both physically and visually, with this asset.

### Community Spaces and Events

- **Ballard Park.** This large green space at the southern end of the focus area serves as a gateway for the community and a gathering and event space. Owned and managed by the Ballard Park Foundation, Ballard Park was once the location of The Westport Inn, a focal point of Westport summer life. The Inn was demolished in 1967 and the property was purchased by a long-time summer resident. Ballard Park was established in 1989 and now serves as a park with lake and beach access and programming throughout the year including a summer concert series and a skating rink in the winter. The park and its events are open to all ([ballardparkny.org](http://ballardparkny.org)).
- **Westport Library Lawn.** Kitty-corner from Ballard Park is another significant community feature and open space, the Library Lawn. This open space is available for public use and serves as a space for library programming including “story time on the green” and “tummy time on the green” for youngsters.
- **Depot Theatre.** While located outside the focus area for this project, the Depot Theatre is an important asset for the community. Located in the historic, functioning 1876 train station, the Depot Theatre is one of two professional theatre companies operating inside the Adirondack Park.



Photo 6: Ballard Park, located at the southern gateway of the focus area serves as a recreational and entertainment asset for the community. Photo Source: LCLGRP.B.

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<sup>3</sup> The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

## Infrastructure

- **Transportation Network.** Westport is very accessible to visitors from the north and south from the Adirondack Northway and New York State Route 9N. Proximity to the ferry and the Crown Point bridge provides easy access for visitors from Vermont and points east. Additionally, Amtrak train service to Westport provides an important opportunity for the community. Opportunities exist to improve transportation systems within the Town as well as connections with nearby communities and activity centers.
- **Empire State Trail.** The Empire State Trail (EST) is a 750-mile multi-use on-and-off road trail connecting New York City and Buffalo to the Canadian Border via Albany. The Champlain Canalway Trail portion of EST is routed along Route 9N through Westport. The EST connects hundreds of communities across 27 counties in New York State, providing both residents and visitors with expanded recreational options while supporting economic development and expanding the outdoor recreation economy. More southern points of the Champlain Canalway Trail receive between 10,000 and 25,000 visitors annually (Hudson Valley Greenway, 2022). The trail provides economic opportunities for Westport to provide support services for trail users including lodging accommodations, food, supplies, and entertainment.



Photo 7: The Empire State Trail runs along Westport's Main Street. Photo Source: LCLGRP

## Art Community

- Westport has a significant artist community with approximately 100 artists in the area. While many are not based within the project area, they are an important asset of the Town that should be incorporated into an economic development strategy. A new art gallery in town offers an opportunity for local artists to showcase their work and the library hosts artists' events periodically throughout the year.
- The Westport Heritage House is located across the street from Ballard Park and serves multiple roles for the community. The Heritage House is home to the Westport Visitor Center, the community center that is available for use by the public, and other events throughout the year including *Spirit of Place Art Exhibit and Auction* which hosts approximately 40 artists over the summer. The organization also hosts an artist studio tour throughout the community on Saturdays in the summer.

## Recreational Assets

- **Lee Park.** Located on the Lake Champlain waterfront, Lake Champlain offers opportunities for all ages including a playground area, basketball court, kayak and canoe launching area, and wonderful opportunities for bird watching. This is a well-used amenity with public restrooms, while access may be difficult due to a steep incline from the roadway, the (re)establishment of a lakeshore trail from Lee Park to the Westport Marina would better connect the park with the rest of the community waterfront and to Main Street.
- **Champlain Area Trails (CATs) network.** CATs is a non-profit organization and accredited land trust focused headquartered in Westport. CATs has developed 60 miles of trails in the region, some of which will be part of a 30-mile trail loop between the Towns of Westport and Essex. CATs is working to make it possible for people to “Hike the Lake” by walking from hamlet-to-hamlet with long term plans to extend the trail system to neighboring towns around Lake Champlain and ultimately to other trails in the Adirondack Mountain, Vermont, and Quebec.
  - The Lee Park Trail is a 0.75-mile round trip trail that originates in Westport at Lee Park and follows Hoisington Brook. Short hikes within hamlet areas give people the opportunity to explore nature and get active without having to drive or plan an entire day around the activity.
- **Essex County Fairgrounds.** This historic county fair is located just outside the project area. The fairground is listed on the National Register of Historic Places with 15 contributing buildings, one contributing site, and seven contributing structures. The grandstand, judge’s stand, Floral Hall, and racetrack are original to the 1885 site. Today, the fairgrounds are used for numerous public events including the annual county fair, the Adirondack Harvest Festival, and other recreational opportunities. This site has the potential to attract thousands of visitors to Westport who may likely to visit the hamlet for a meal or other services.



Photo 8: Lee Park is a well-used amenity in the Westport Project Area.  
Photo Credit: LCLGRP





Photo 9: The Lee Park Trail follows the Hoisington Brook just below Westport's Main Street. Photo Credit: LCLGRPB

Westport has access to this resource, many tournaments are hosted in communities that have more lodging opportunities.

- **Westport Golf and Country Club.** Located just south of the project area, the Westport Golf and Country Club is open to the public and attracts golfers from across the region.
- **Camp Dudley.** The oldest continually running boys camp in the United States, Camp Dudley is located in Westport, south of the project area. This summer camp attracts campers from across the United States and abroad. In the fall, the camp hosts soccer tournaments for the local youth league. Both summer camp and soccer tournaments present an opportunity for Westport to provide lodging, meals, and other services for visiting families, and parents and families of local players.
- **Fishing Derby.** Lake Champlain is known for its abundant fishing opportunities and was recently named one of the top 100 best bass fishing lakes in the US by Bassmaster Magazine. Fishing tournaments held on Lake Champlain provide a remarkable economic opportunity for lakeside communities, attracting approximately 2,000 anglers from around the world annually. While

## Previous Studies

**Town of Westport Economic Development Strategy (2013)** In 2013, the Town of Westport developed an economic development strategy with arts as a unifying theme for community revitalization because it unifies the Town's assets including the Lake Champlain Waterfront, walkable downtown, existing tourism base including eateries, lodging, recreation, and historic sites.

Westport's Revitalization Strategy is focused on creating an arts-based economic development strategy that will stimulate small business activity, build the professional capacity of artists and artisans, and engage residents in the region in the cultural life of the community. Recommendations adhere to an asset-based approach to community development using a creative place-making model.

The strategy identifies ten projects to advance the goals of Westport revitalization and complement an arts-based economy, four of which are located within the focus area of the Westport Main Streets Revitalization Strategy and should continue to be explored as a means of economic development for the community:

- Revitalize Westport's Main Street
- Expansion of Heritage House as a Regional Art Center
- Implement a Downtown Marketing Program
- Construct Waterfront Bike and Pedestrian Trail

***Key Point: The revitalization of Main Street, enhancement of the arts, and improving the waterfront are ongoing priorities for the Town of Westport.***

## The Planning Process – Community Engagement

The development of this strategy is the result of a community driven process. At the onset of the planning process, a local advisory committee was formed consisting of elected officials, county representatives, representatives from the business community, and Westport residents. The advisory committee was tasked with guiding the planning process and providing insight into the current conditions and on-going projects in the community. Information provided by the advisory committee guided LCLGRP staff as they developed public outreach materials and conducted the initial analysis of the study area. Additional community engagement included a community-wide survey and a day-long community workshop.

**Community Survey.** To introduce the plan to the community and gather preliminary information to help shape the plan, an online survey was conducted in the Summer of 2023. A paper copy of the survey was also available upon request and distributed at community events to ensure a high level of participation and accessibility.

The survey was comprised of multiple-choice questions with opportunities for short answer responses aimed at understanding resident and visitor attitudes and perceptions of community amenities and services. The Town of Westport survey received 101 responses, including 73 year-round residents, 21 seasonal residents, 5 business owners, and 2 visitors.

### Survey Says:

- Westport's best assets are Ballard Park (15%), Depot Theater (12%), Westport Library (12%) among many others.
- Grocery options are overwhelmingly the most preferred development for Main Street (90%), followed by dining options, Parks and Recreation (55%), and Lodging (54%).
- Amenities like parks and recreation and historic resources meet the community's needs, while bike and pedestrian amenities, sidewalks, arts and culture and waterfront access need improvements or have serious problems.



Photo 10: A flier promoting the community survey was distributed to the community. Source: LCLGRP



- Most respondents visit or shop on Main Street a few times a week (31%) or a few times a month (24%), while fewer visit daily (16%).
- Better lake access (26%), improvement bicycle and pedestrian amenities (17%), and more family friendly events (15%) would compel folks to visit Main Street more often.

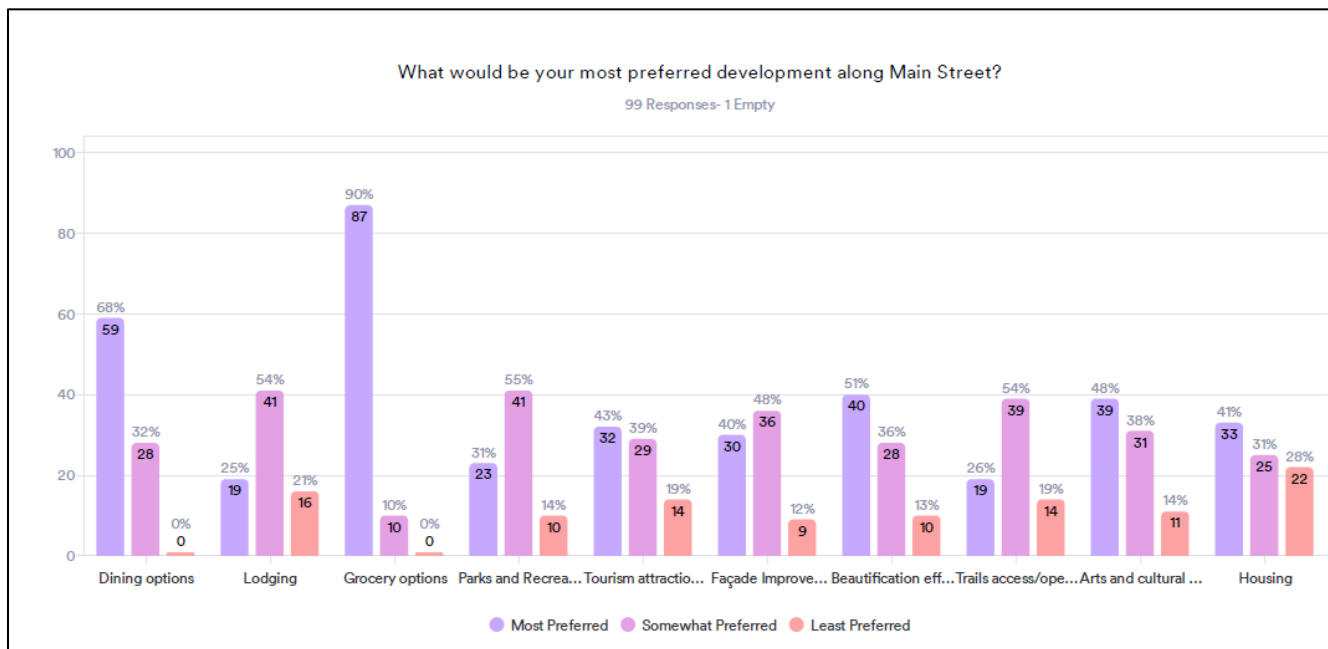


Figure 4: An excerpt from the Westport Community Survey distributed in Summer 2023. Source: LCLGRPB

**Key Point: Grocery options are, by far, the most preferred development along Main Street by survey respondents.**

The loss of a small local grocery store can impact a community in many ways and creates a gap in critical services for its residents. For many it is the loss of easily accessible and affordable food. The need to travel substantial distances to a grocery store is a burden for most and nearly impossible for others. For others it is also a loss of social connections and a feeling of community that is lost when these local resources close. While it is often not feasible for many small communities to attract or support a large box store grocery store, there are creative approaches that have been employed in rural communities to support a grocery store that meets the needs of its residents and fills those critical gaps.



Photo 11: A food Co-op in the Town of Ticonderoga is community owned and provides critical services to the region. Photo Source: Ticonderoga Natural Foods Co-Op.

**Creative Models for Rural Grocery Stores.** Rural grocery stores not only provide access to affordable, healthy food, but they also serve as anchor businesses and hubs for social connection. The loss of a grocery store can leave a critical gap in the local community. The traditional model of grocery store may not be sustainable for rural communities, however there are creative solutions that, when implemented, can serve to meet multiple community needs at once.

**Community-Owned Enterprise:** A community owned store is in a unique position to preserve local character. Community members understand the dynamics of everyday life and can respond through the grocery operation. In this model, residents are responsible for the store financially and since community members own and operate the store, they can tailor the operation and the inventory to meet the unique needs of the community.

**Cooperatives (Co-Op):** Cooperatives are operated by a board of members who have financial buy-in. Community investors therefore take a special interest in the success of the grocery operation. The management/ownership structure is fluid so members can join or leave as they please without disrupting business operations. Additionally, members are able to address their own unique needs and ensure a better level of services.

**School-Based Enterprise:** This model of rural grocery store serves the dual purpose of an educational opportunity for students, who learn basic life skills as well as financial literacy and small business management, and a source of food and other goods for community members. This is a highly collaborative model that is grounded in the belief that food is a public good and elevates the school as a community center and asset.

**Non-Profit Model:** This mission of this highly collaborative model of rural grocery store is to fulfill a charitable community food distribution mission. This model allows people to join together and combine resources to achieve a common goal and is usually governed by a volunteer board of community representatives.

**Public/Private Partnerships:** This is a more complex model of rural grocery store that relies on investments from both a local government and a private entity. This highly collaborative model depends on the perspective that availability and access to groceries is a public good, warranting investments from public institutions.

When working to evaluate whether alternative model of rural grocery store would work in your community, it's important to understand what the community envisions for their future. New development and growth should advance a community's shared vision and goals. Additionally, an evaluation of the existing community needs regarding to a grocery store is important. Are there needs beyond groceries? Does it make sense in the community to develop more of a general store model where traditional groceries are sold alongside other necessities.



\*Adapted from the Kansas State University Rural Grocery Initiative *Rural Grocery Toolkit*.

<https://www.ruralgrocery.org/learn/rural-grocery-toolkit/>

## Community Day Public Workshop

As a follow up to the community survey, a day long community workshop was held in Westport on August 8, 2023, and was attended by approximately 20 community members. The day began with a walking tour of the focus area during which the group visited points of interest and made observations about the general surroundings. The walking tour was followed up with poster exercises, stakeholder conversations, and a brief presentation of the findings from the survey and the workshop.

The walking tour took a brief tour of the focus area, starting at Town Hall and the Main Streets Intersection (1), following Route 9N south to Lee Park Overlook (2), along the Lake Champlain shoreline to the Westport Marina (3), to Ballard Park (5) and the southern hamlet gateway (7), to the Library Lawn (6), and the Main Street Shops (4), and ending back at Town Hall.



Figure 5: Community day walking tour route and points of interest. Source: LCLGRP



**1 Northern Gateway.** The intersection of Routes 9n and 22 serves as a gateway into the commercial Main Street area of Westport. For years, a highly visible commercial space has been vacant at this intersection but has recently secured private investment providing aesthetic improvements for the community. Concerns for this area centered around traffic noise and speed as well as sidewalk conditions and crosswalks.



Photo 12: Former grocery store site at the northern gateway of the project area. Photo Source: LCLGRPB

Gateway elements like pedestrian improvements, additional plantings, and some coordinated wayfinding signs can provide cues to drivers that they are entering a special place.

**2 Lee Park Overlook.** Situated at the intersection of Route 9N and Mill Street and high above Lee Park, the Lee Park Overlook provides an excellent opportunity for public visual access to Lake Champlain. Improved visitor amenities including benches, binoculars, plantings, and historical and wayfinding signage here will provide a comfortable atmosphere for viewing Lake Champlain and the mountains of Vermont from this convenient location (**Visualization 1, Page 28**).



Photo 13: Community workshop participants gather at the Lee Park Overlook. Photo Source: LCLGRPB

**3 Westport Marina.** The Westport Marina, located on Lake Champlain at the southern end of the focus area is a full-service marina and provides seasonal slip rentals as well as short-term docking opportunities for visitors. The marina is complete with amenities for the boating community including showers, laundry, pump-out services, propane fills, and other supplies. There is also a restaurant on-site that is open to the public and one of the few opportunities in Westport for waterfront dining.

A primary desire from the community is to improve connections with the Town's waterfront and the Westport Marina is a great opportunity to do so. The Town and Westport-Wadhams Chamber of

Commerce should consider a partnership with this privately owned business to access funding for investments.



Photo 14: The Westport Marina offers visual and physical access to Lake Champlain. Photo Source: LCLGRP

- 4 **Main Street Shops.** The primary Main Street shopping area is located across from the Westport Library Lawn and includes a variety of services for residents and visitors of Westport including a deli and coffee shop, a gift shop, art studio, a bank, a real estate office and religious and cultural institutions. The density of shops and services here signals that this area is the primary commercial area in the hamlet and an area where strategic investments will result in exponential gains for the community.



Photo 15: Westport Main Street shops. Photo Source: LCLGRP



**5 Ballard Park.** Ballard Park provides a large swatch of open space in the heart of Westport's Main Street. This wonderful community asset provides year-round opportunities for residents and visitors including a summer concert series, winter ice rink, and lake access. Ballard Park provides opportunities for improved connections from Main Street to Lake Champlain. This area was also identified for the potential siting of public restrooms and a comfort station and bicycle fix-it station for those traveling along the Empire State Trail.

**6 Westport Library Lawn.** The Library Lawn, along with Ballard Park, are beautiful examples of how functional open space within a community's core can provide a sense of place and pride in the community. The Library Lawn was ranked by many survey respondents as their favorite place in Westport and is used by the Library for programming in the warmer months. There is an opportunity to develop a portion of the lawn to create a community space that could provide additional separation from the diagonal parking spaces located on Route 9N in front of the park.

**7 Southern Gateway at Ballard Park.** Route 9N passes Ballard Park as it approaches the Main Street Shops area. The design of the road combined with the open space provided by Ballard Park often leads to motorists driving too quickly, not recognizing that they are entering a commercial corridor. Gateway treatments like welcome signs, curb bump-outs, plantings, and bicycle and pedestrian amenity improvements here will help slow traffic through design and signal to drivers that they are entering a hamlet area where they can stop and shop, grab a bite to eat, and enjoy the natural surroundings (**Visualization 2, Page 30**).



Photo 16: Southern Gateway at Ballard Park looking south. Photo Source: LCLGRP



Photo 17: Community members gather outside Westport Town Hall. Photo Source: LCLGRP



## Community Engagement - Poster Exercises.

Throughout the day, community members were encouraged to engage in poster board exercises where they could share their concerns and preferences using markers, post-it notes, and stickers.

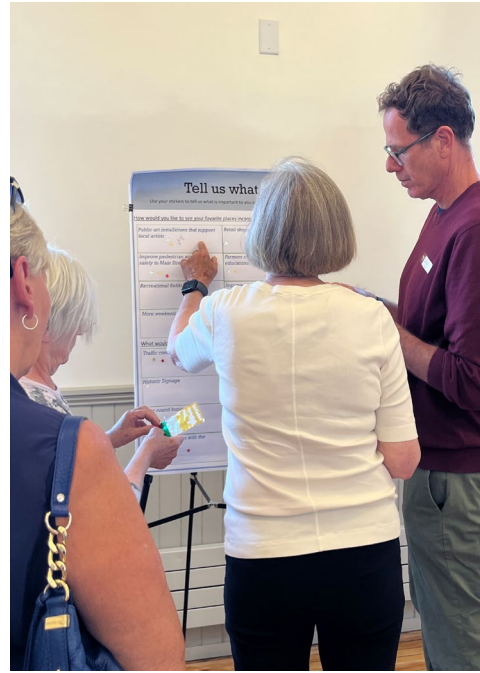


Photo 18: Community members provide input and feedback during a workshop at Town Hall. Photo Credit: LCLGRP

Results from this exercise revealed that workshop participants would like to advance initiatives that highlight the local and regional identity including public art installations that support local artists and establishing farmers markets, popup vendors, and educational experiences within the Main Street area of Westport. Programs like this can be used as a way to incorporate businesses and experiences that exist outside of Westport's Main Street but contribute to the character and economy of the community just the same.

***Key Point: Community members want to showcase local artists and support local businesses as part of Westport's economic development.***

Participants would also like improved pedestrian access and safety on Main Street, increased retail shopping opportunities, including a food market, and Improved lake access and amenities.

When asked what they would like to see on Main Street, workshop participants overwhelmingly responded with traffic control measures, followed by year-round businesses, better connections with the waterfront and diversified housing options.

**Other responses centered around community beautification:**

- Burying power and phone lines to improve the look of the community

- Façade improvements for Main Street buildings
- Planting lilacs and other low shrubs along Main Street to announce that you have arrived in Westport, this ties in with a potential lilac festival in 2027/2028
- Terrestrial invasive plant removal and control
- Transportation options. Amtrak service through Westport has been disrupted which has impacted travel options for residents of Westport who do not own a car. There is also a lack of “last mile” transportation options for visitors and residents arriving by train. Once arriving at the train depot, there are no taxis or shuttle services to bring them to their final destinations.
- Improved public transportation connections with the ferry, other communities, service areas, and educational opportunities might allow more people to live in Westport year-round.
- Senior assisted housing community
- Improved communication about events occurring in town outside of social media
- Improved availability of food locally. Grocery shopping needs drive people to shop outside of Westport causing a leakage of business for other local businesses as well.
- Increase programming on Library Lawn
- Traffic safety, reduce speed limit, speed enforcement, parking enforcement, improved pedestrian amenities
- Improved bike lanes and E-bike charging stations
- Waterfront recreational facilities including a lakeside walkway between Lee Park and Westport Marina

Community members were asked to describe Westport using one word. The most common answers referred to the natural beauty of Westport and its overall welcoming and friendly atmosphere.



Figure 6: Word cloud created from community visioning exercise. Source: LCLGRP

## Business Needs Survey

LCLGRP staff was on-hand at the community day to conduct a survey and outreach regarding businesses in the community. The brief survey consisted of three questions and was filled out by community members during the public workshop.

Question 1. What type(s) of businesses would you like to see in your community that doesn't exist today?

- Community store
- A place to buy essentials
- Hardware store
- Grocery store (3)
- Recreation
- Diner

Question 2. Why do you think these types of businesses have not opened in your community? What type of challenges do you think they may face?

- Actual building availability
- Not enough population
- Money
- Lack of patronage during the off-season

Question 3. What business(es) in your community do you frequent the most and why?

- Mountain Dog Pub/Tavern – place to eat, so easy and convenient
- Jams – love my coffee
- Yacht Club – great food and drinks

### LCLGRP Business Assistance Opportunities:

**LCLGRP Revolving Loan Fund Program** provides loan opportunities for businesses in Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis, St. Lawrence, Warren, and Washington Counties. These funds are designed to assist locally owned and operated businesses with start-up and expansion costs with the goal of revitalizing downtown areas and economic districts or to provide a needed service to a community.

**Small Business Technical Assistance (SBTA) Program** provides existing and start-up small businesses within Clinton, Essex, Hamilton, Warren, and Washington Counties with free technical assistance provided by professional business consultants. Technical assistance may include but is not limited to:

- Overall business management
- Financial management & record keeping
- Business & business transition planning
- Advertising & marketing
- Supply chain management
- Business expansion assistance

**Survey Summary.** The business needs survey did not solicit enough responses to draw specific conclusions from, however, the results of the survey indicate that members of the Westport community desire the services of a general store that sells essentials as well as groceries and hardware items.

There is also an acknowledgement and understanding of the issues and challenges around owning a small business in Westport including lack of available commercial space, the finances required to open and operate a small business, and the difficulties of operating a business in a seasonal location.

Assisting in the development of new businesses is a high priority of the Town to strengthen and diversify the economic base. A market study conducted in 2013 identified the potential for a number



of retail and dining businesses and the potential for expanded tourist related establishments is significant.

### Local Market Potential

As part of this planning process, an analysis was conducted to understand what residents of Westport spend their money on as well as the overall retail market potential and restaurant market potential within the Town. Data was derived from the Westport zip code 12993 and can be found in **Appendix B.**<sup>4</sup>

**Market Potential** Market Potential provides insight into American consumer preferences and includes demand for a product or service in an area. This information is used to understand how people think, what they value, and how they spend their time and money. Knowing this information can help a community work with current or potential new businesses to expand the goods and services they provide or gear their business and marketing techniques towards local consumer preferences.

The community survey asked respondents to rank their preferred development to Westport's Main Street. Overwhelmingly, respondents chose grocery options as most preferred (90%), followed by dining options. To understand the potential for new retail and restaurant services in Essex, data on Retail Market Potential and Restaurant Market Potential for the Essex zip code 12933 was evaluated.

**Retail Market Potential.** Unsurprisingly, everyday essentials have the greater market share for households and adults in the Westport zip code in the last 12 months. According to the data, more than 50% of adults in the Essex Zip code purchased clothing and shoes, nearly 100% purchased gasoline, 63% shopped at convenience stores, and over 50% dined out.

In relation to United States Consumers as a whole, more households in the Westport zip code own cats and dogs. Additionally, in relation to the US market, more adults in the area value buying American made products and are more likely to base their purchases on quality over price and by price over brand.

**Grocery Store Demand.** The Spending Potential Index (SPI)<sup>5</sup> for households in the Westport zip code is similar to the national average for Food at Home. However, consumers in the area are spending more 4% on Dairy Products than the national average.

**Restaurant Market Potential.** The most common type of restaurant visited by consumers in the area over the last six months was Fast Food/Drive-In (89.9% of adults), followed by Take-Out/Drive-Thru/Curbside Fast Food (60.4%), and Family Restaurants/Steak House (63.2%). Consumers generally visit fast food establishments more during the week than on the weekend and lunch is the meal that is most purchased from this type of restaurant.

While more casual convenience options are reported to be visited more frequently by adults in the Westport zip code, when compared to consumers in the United State as a whole, there is a relative

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<sup>4</sup> Data was derived from Esri forecasts from 2023 and 2028. Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics for Essex, NY zip code 12936.

<sup>5</sup> SPI is household-based, and represents the amount spend for a product or service relative to a national average of 100.

demand for fine dining options in the area. Consumers in Westport who report visiting fine dining restaurants two or more times in the last 30 days are approximately equal to US Market as a whole.

**Retail Goods and Services Expenditures.** This metric tracks Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. In the Westport zip code, average consumer spending is higher than the United States for Entertainment and Recreation, including pets and recreational vehicles and fees.

### Opportunities: Placemaking Activities.

Two strategic areas for investment to meet some of the community’s needs and desires are the Lee Park Overlook area and the Ballard Park Gateway area at the southern end of the focus area.

**Lee Park Overlook** presents the opportunity to improve upon an existing public resource with remarkable views of Lake Champlain and the Green Mountains of Vermont. Currently the overlook consists of a dirt and gravel area that is not obviously separated from the roadway. This often leads to cars pulling in and parking in a space that should be reserved for pedestrian enjoyment.

### Existing Conditions and Future Opportunity – Lee Park Overlook



Photo 19: Existing Conditions Lee Park Overlook. Photo Source LCLGRP.



## Lee Park Overlook Future Opportunity



Figure 7: Visualization 1. Rendering of potential investments for the Lee Park Overlook area.

### Key Investments:

- Installation of pavers to separate the pedestrian space from the roadway
- Install benches and plantings
- Update signage for historical interpretation and direction signage for Main Street Commercial District
- Replace wooden fence with a decorative rock wall
- Install viewing binoculars.

A partnership with the Westport-Wadams Chamber of Commerce could assist with cohesive messaging for local businesses here.

## Ballard Park Gateway Area – Existing Conditions

Concerns over traffic speed and noise, and pedestrian and bicyclist safety are reoccurring themes in the focus area. The southern gateway to Westport’s hamlet is within the Ballard Park area, an area that attracts many visitors by foot and by bike and offers areas of respite and entertainment for visitors and residents of Westport.

The speed limit through Westport is 30 miles per hour, however many residents observe motorists going much faster here. With very few mechanisms for traffic enforcement and a lengthy process for speed limit reduction with New York State Department of Transportation, implementing design measures in this area that cue to drivers to slow down are the most strategic investments Westport can make.

Gateway treatments such as roadside plantings, benches, enhanced crosswalks, welcome signs, and curb bump outs will signal to drivers that they are entering a community center and should take care to slow down.

## Existing Conditions – Ballard Park Gateway Area



Photo 20: Ballard Park Gateway Area existing conditions. Photo Source: Ike Tyler.



## Ballard Park Gateway Area – Future Opportunities



Figure 8: Visualization 2. Rendering of key investments for the Ballard Park Gateway area.

### Key Investments:

- Bury utility lines
- Install benches and shade trees along roadway
- Implement curb bump outs at key opportunities in the gateway
- Install a pedestrian crosswalk at entrance to Ballard Park



## Recommendations and Conclusion

The objective of the Westport Main Street Revitalization Program is to identify the existing assets in the community and find strategic ways to elevate those assets in ways that will encourage economic development and growth and establish community building opportunities. Westport has many wonderful assets and community resources already in place, the recommendations below highlight some reoccurring themes that have been identified throughout this planning process: Arts, the Lake Champlain Waterfront, and natural resources.

1. **Improve connections with the Lake Champlain Waterfront** – Westport is a lakefront community that has become disconnected from the remarkable natural resource. Enhancing connections with the Lake Champlain waterfront, both visually and physically, will provide opportunities to attract new visitors and develop new economic opportunities.
  - a. Improve on-road connections between Westport Marina, Ballard Park, and Main Street
  - b. Develop lakeshore path from Lee Park to Westport Marina
2. **Improve the quality of public spaces.** Strategic improvements in these high visibility areas like hamlet gateways, waterfront parks, and pedestrian amenities, can have a great impact on a community.
  - a. Implement Lee Park Overlook recommendations
  - b. Implement Ballard Park Gateway Area improvements
  - c. Install a respite station with bike racks, fix-it station, water station, and e-bike charging station in Ballard Park
3. **Placemaking.** Placemaking is the practice of utilizing existing characteristics of the community including historic architecture, walkability, waterfront location, agricultural heritage to create opportunities for growth and economic development.

Public Art is an element of placemaking that utilizes high visibility community spaces to host artwork like murals and sculptures. Public art can draw on elements of the community's identity from the past and present to create a welcoming sense of community and community pride.

- a. Utilize aspects of the culture of Westport to implement public art such as murals and sculptures to create a welcoming and attractive setting.
- b. Support opportunities to host an inaugural lilac festival



Photo 21: A small planter box and artwork create visual interest on Main Street in Westport. Photo Source: LCLGRPB

4. **Small Business Support.** Small local businesses are the life blood of the region’s hamlets and Main Streets. The Town should work with the Essex County IDA, Westport-Wadhams Chamber of Commerce, and LCLGRP to provide small businesses and small business start-ups with available resources and opportunities.
  - a. Create a hamlet façade improvement program
  - b. Support business owners in accessing small business loans for operating and start up capital from LCLGRP
  - c. Host Small Business shopping events in conjunction with other community activities like music in Ballard Park
  - d. Host pop-up opportunities for cottage businesses or businesses located outside of Main Street.
  - e. Identify opportunities for partnerships between the Town and small businesses to apply for State economic development funding



Photo 22: A mural along Hoisington Brook on Lee Park Trail reads "Westport Best Port." Public art can create community pride and develop a sense of place. Photo Source: LCLGRP

5. **Food co-op opportunity,** partner with local farms to provide local food to consumers in the hamlet area, this is also an opportunity to incorporate the agricultural community and character of the region into the Main Street economy. Cooperatives can create robust, sustainable communities by meeting the economic needs of their member-owners and keeping profits local. They fill market gaps in the economy and are a resilient and flexible business model. Members of a co-op own, use, and control their business democratically and can respond flexibly to changes in the business cycle.
6. **Collaboration.** Work with other Essex County lakefront communities to establish shared marketing efforts focused on Lake Champlain, the local arts community, agriculture, and history.

## Funding Opportunities and Resources

A variety of funding sources are available to implement the recommendations identified in this strategy. Below is a description of each by organization and grant programs:

### New York State Department of State

- **Smart Growth Comprehensive Planning and Zoning Program** – The Smart Growth Planning and Zoning Program provides grants to communities to create and update municipal comprehensive plans and zoning ordinances to incorporate smart growth and clean energy elements.
- **Brownfield Planning Program** – provides communities with grant funding and technical assistance to develop area-wide, community-based plans to effectively redevelop brownfields and other vacant and abandoned sites, transforming them into catalytic properties that facilitate community investment and improvement <https://dos.ny.gov/brownfield-redevelopment>.
- **Local Waterfront Revitalization Program (LWRP)** - This program is a partnership with waterfront communities across New York State to address local and regional waterway issues, improve water quality and natural areas, guide development to areas with adequate infrastructure and away from sensitive resources, promote public waterfront access, and provide for redevelopment of underutilized waterfront. Planning and project implementation can be funded through this program <https://dos.ny.gov/local-waterfront-revitalization-program>.

### New York State Empire State Development

- **Restore New York Communities Initiative (Restore NY)** – provides municipalities with financial assistance for the revitalization of commercial and residential properties. The program encourages community development and neighborhood growth through the elimination and redevelopment of blighted structures <https://esd.ny.gov/restore-new-york>.

### New York State Office of Homes and Community Renewal

- **New York Main Street** – provides financial resources and technical assistance to communities to strengthen the economic vitality of the State’s traditional Main Streets and neighborhoods through targeted commercial/residential improvements such as façade renovations, interior commercial and residential building upgrades, and streetscape enhancements <https://hcr.ny.gov/new-york-main-street>.

### New York Forward

This program is designed to invigorate and enliven downtowns in New York’s smaller and rural communities – the type found in villages, hamlets and other small, neighborhood-scale municipal centers <https://www.ny.gov/programs/ny-forward>.

#### Lake Champlain Basin Program

Provides funding to communities within the Lake Champlain Basin for projects that promote water quality improvement and advance the mission of the organization <https://www.lcbp.org/about-us/grants-rfps/grants-database/>.

#### New York State Department of Environmental Conservation

- **Adirondack Communities Smart Growth grant program** – This location specific grant supports projects that foster sustainable development, environmental protection, and community livability <https://dec.ny.gov/nature/open-space/smart-growth-in-adirondack-park-catskill-park>.

#### United States Department of Agriculture Rural Development (USDA)

- **Business and Industry (B&I) Guaranteed Loans: Local and Regional Food Enterprise Guaranteed Loans** – This program was developed to improve, develop, or finance business, industry, and employment in rural communities. This program is designed to help bridge the gap between the production of locally and regionally produced agricultural food products and the processing and distribution of those products [http://www.rurdev.usda.gov/rbs/busp/b&i\\_gar.htm](http://www.rurdev.usda.gov/rbs/busp/b&i_gar.htm).
- **Communities Facilities Program** – This program can be used to finance health food-related projects including, but not limited to, farmers' markets, school and community kitchens/equipment, community food banks, refrigerated trucks, and community gardens [http://www.rurdev.usda.gov/HCF\\_CF.html](http://www.rurdev.usda.gov/HCF_CF.html).
- **Rural Development Business Programs** – Business programs provide financial backing and technical assistance to stimulate business creation and growth. The programs work through partnership with public and private community based organizations and financial institutions to provide financial assistance, business development, and technical assistance to rural businesses <https://www.rd.usda.gov/programs-services/business-programs>.

#### United States Department of Transportation Federal Highway Administration (FHWA)

- **Transportation Enhancement Activities** - Federal Highway Administration monies for smaller – scale transportation projects such as pedestrian and bicycle facilities, overlooks and viewing area; community improvements such as historic preservation and vegetation management; environmental mitigation related to stormwater and habitat connectivity; recreational trails; safe routes to school projects; and vulnerable road user safety assessments [https://www.fhwa.dot.gov/environment/transportation\\_alternatives/](https://www.fhwa.dot.gov/environment/transportation_alternatives/).

#### Other Programs and Resources:

**Adirondack Foundation** – The Adirondack Foundation is a 501(c)(3) nonprofit organization dedicated to building strong communities across the Adirondacks. The Foundation provides a variety of funding opportunities through the Generous Act Fund. Additionally, the Foundation operates The Essex Community Fund (ECF) which offers grants to nonprofit 501(c)(3) organizations, schools, church



programs, and local government activities serving the residents of the Town of Essex  
<https://www.adirondackfoundation.org/granting>.

**Essex County Industrial Development Agency (IDA)** – The Essex County IDA offers financing and incentive programs for businesses in Essex County <https://www.essexcountyida.com/loans-resources/>. Resources include:

- Revolving Business Loan Program
- Rural Development Community loan Program
- Tax Abatement Programs

**Kansas State University Rural Grocery Initiative** – Rural Grocery Toolkit contains resource for existing grocers and those establishing new grocery stores in rural communities  
<https://www.ruralgrocery.org/learn/rural-grocery-toolkit/>.

**New York State Historic Homeownership Rehabilitation Credit** – Rehabilitation of historic residential buildings may qualify for a New York State tax incentive. The Historic Homeownership Rehabilitation Credit program offers a state income tax credit equal to 20% of qualified rehabilitation expenses associated with repair, maintenance, and upgrades to historic homes. The value of the credit is applied to your NYS tax liability to reduce the amount you owe. The program covers 20% of qualified rehabilitation expenses up to a credit value of \$50,000 per year <https://parks.ny.gov/shpo/tax-credit-programs/>.



# Business Summary

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

Data for all businesses in area		12993 (Westpo...			
Total Businesses:				108	
Total Employees:				806	
Total Residential Population:				1,534	
Employee/Residential Population Ratio (per 100 Residents)				53	
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	8	7.4%	42	5.2%	
Construction	6	5.6%	51	6.3%	
Manufacturing	3	2.8%	31	3.8%	
Transportation	5	4.6%	19	2.4%	
Communication	1	0.9%	14	1.7%	
Utility	1	0.9%	12	1.5%	
Wholesale Trade	0	0.0%	0	0.0%	
Retail Trade Summary	17	15.7%	76	9.4%	
Home Improvement	1	0.9%	1	0.1%	
General Merchandise Stores	0	0.0%	0	0.0%	
Food Stores	3	2.8%	10	1.2%	
Auto Dealers & Gas Stations	2	1.9%	9	1.1%	
Apparel & Accessory Stores	0	0.0%	0	0.0%	
Furniture & Home Furnishings	2	1.9%	3	0.4%	
Eating & Drinking Places	5	4.6%	37	4.6%	
Miscellaneous Retail	4	3.7%	16	2.0%	
Finance, Insurance, Real Estate Summary	9	8.3%	31	3.8%	
Banks, Savings & Lending Institutions	1	0.9%	2	0.2%	
Securities Brokers	0	0.0%	0	0.0%	
Insurance Carriers & Agents	2	1.9%	5	0.6%	
Real Estate, Holding, Other Investment Offices	6	5.6%	24	3.0%	
Services Summary	44	40.7%	470	58.3%	
Hotels & Lodging	8	7.4%	111	13.8%	
Automotive Services	3	2.8%	14	1.7%	
Movies & Amusements	3	2.8%	85	10.5%	
Health Services	5	4.6%	54	6.7%	
Legal Services	0	0.0%	0	0.0%	
Education Institutions & Libraries	8	7.4%	128	15.9%	
Other Services	17	15.7%	78	9.7%	
Government	9	8.3%	56	6.9%	
Unclassified Establishments	5	4.6%	4	0.5%	
Totals	108	100.0%	806	100.0%	

**Source:** Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



# Business Summary

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	2.8%	10	1.2%
Mining	1	0.9%	5	0.6%
Utilities	1	0.9%	12	1.5%
Construction	6	5.6%	51	6.3%
Manufacturing	4	3.7%	34	4.2%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	11	10.2%	36	4.5%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	1	0.9%	1	0.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	1	0.9%	1	0.1%
Food & Beverage Stores	3	2.8%	8	1.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations & Fuel Dealers	3	2.8%	21	2.6%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%
Sporting Goods, Hobby, Book, & Music Stores	3	2.8%	5	0.6%
General Merchandise Stores	0	0.0%	0	0.0%
Transportation & Warehousing	6	5.6%	70	8.7%
Information	7	6.5%	45	5.6%
Finance & Insurance	3	2.8%	7	0.9%
Central Bank/Credit Intermediation & Related Activities	1	0.9%	2	0.2%
Securities & Commodity Contracts	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	2	1.9%	5	0.6%
Real Estate, Rental & Leasing	6	5.6%	16	2.0%
Professional, Scientific & Tech Services	7	6.5%	30	3.7%
Legal Services	1	0.9%	4	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	3	2.8%	23	2.9%
Educational Services	5	4.6%	122	15.1%
Health Care & Social Assistance	5	4.6%	54	6.7%
Arts, Entertainment & Recreation	2	1.9%	35	4.3%
Accommodation & Food Services	13	12.0%	148	18.4%
Accommodation	8	7.4%	111	13.8%
Food Services & Drinking Places	5	4.6%	37	4.6%
Other Services (except Public Administration)	11	10.2%	48	6.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	9	8.3%	56	6.9%
Unclassified Establishments	5	4.6%	4	0.5%
<b>Total</b>	<b>108</b>	<b>100.0%</b>	<b>806</b>	<b>100.0%</b>

**Source:** Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



# Restaurant Market Potential

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

Demographic Summary	2023	2028
Population	1,534	1,482
Population 18+	1,277	1,237
Households	714	707
Median Household Income	\$61,303	\$70,364

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	807	63.2%	96
Went to Family Restaurant/Steak House 4+ Times/30 Days	254	19.9%	97
Spent \$1-30 at Family Restaurant/Steak House/30 Days	84	6.6%	98
Spent \$31-50 at Family Restaurant/Steak House/30 Days	109	8.5%	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days	167	13.1%	88
Spent \$101-200 at Family Restaurant/Steak House/30 Days	118	9.2%	94
Spent \$201+ at Family Restaurant/Steak House/30 Days	54	4.2%	86
Spent \$1-100 at Fine Dining Restaurants/30 Days	33	2.6%	86
Spent \$101-200 at Fine Dining Restaurants/30 Days	27	2.1%	91
Spent \$201+ at Fine Dining Restaurants/30 Days	22	1.7%	86
Went for Breakfast at Family Restaurant/Steak House/6 Mo	136	10.6%	104
Went for Lunch at Family Restaurant/Steak House/6 Mo	239	18.7%	115
Went for Dinner at Family Restaurant/Steak House/6 Mo	521	40.8%	94
Went for Snacks at Family Restaurant/Steak House/6 Mo	14	1.1%	78
Went on Workday to Family Restaurant/Steak House/6 Mo	419	32.8%	110
Went on Weekend to Family Restaurant/Steak House/6 Mo	410	32.1%	88
Went to Applebee's/6 Mo	177	13.9%	104
Went to Bob Evans/6 Mo	41	3.2%	143
Went to Buffalo Wild Wings/6 Mo	86	6.7%	83
Went to California Pizza Kitchen/6 Mo	6	0.5%	34
Went to Carrabba's/6 Mo	26	2.0%	104
Went to The Cheesecake Factory/6 Mo	57	4.5%	72
Went to Chili's Grill & Bar/6 Mo	109	8.5%	94
Went to Cracker Barrel/6 Mo	141	11.0%	113
Went to Denny's/6 Mo	59	4.6%	81
Went to Golden Corral/6 Mo	35	2.7%	93
Went to IHOP/6 Mo	73	5.7%	80
Went to Logan's Roadhouse/6 Mo	22	1.7%	100
Went to Longhorn Steakhouse/6 Mo	50	3.9%	71
Went to Olive Garden/6 Mo	180	14.1%	104
Went to Outback Steakhouse/6 Mo	67	5.2%	75
Went to Red Lobster/6 Mo	79	6.2%	100
Went to Red Robin/6 Mo	75	5.9%	116
Went to Ruby Tuesday/6 Mo	30	2.3%	142
Went to Texas Roadhouse/6 Mo	142	11.1%	104
Went to T.G.I. Friday's/6 Mo	27	2.1%	97
Went to Waffle House/6 Mo	46	3.6%	82
Went to Fast Food/Drive-In Restaurant/6 Mo	1,148	89.9%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	417	32.7%	84
Spent \$1-10 at Fast Food Restaurant/30 Days	60	4.7%	114
Spent \$11-20 at Fast Food Restaurant/30 Days	123	9.6%	114
Spent \$21-40 at Fast Food Restaurant/30 Days	199	15.6%	94
Spent \$41-50 at Fast Food Restaurant/30 Days	100	7.8%	85
Spent \$51-100 at Fast Food Restaurant/30 Days	261	20.4%	100
Spent \$101-200 at Fast Food Restaurant/30 Days	133	10.4%	84
Spent \$201+ at Fast Food Restaurant/30 Days	40	3.1%	60
Ordered Eat-In Fast Food/6 Mo	266	20.8%	102

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.





# Restaurant Market Potential

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	117	9.2%	68
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	771	60.4%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	242	19.0%	85
Bought Breakfast at Fast Food Restaurant/6 Mo	440	34.5%	99
Bought Lunch at Fast Food Restaurant/6 Mo	718	56.2%	105
Bought Dinner at Fast Food Restaurant/6 Mo	604	47.3%	87
Bought Snack at Fast Food Restaurant/6 Mo	137	10.7%	80
Bought from Fast Food Restaurant on Weekday/6 Mo	886	69.4%	106
Bought from Fast Food Restaurant on Weekend/6 Mo	579	45.3%	86
Bought A&W/6 Mo	31	2.4%	118
Bought Arby`s/6 Mo	256	20.0%	112
Bought Baskin-Robbins/6 Mo	35	2.7%	88
Bought Boston Market/6 Mo	11	0.9%	44
Bought Burger King/6 Mo	374	29.3%	105
Bought Captain D`s/6 Mo	44	3.4%	123
Bought Carl`s Jr./6 Mo	50	3.9%	83
Bought Checkers/6 Mo	20	1.6%	63
Bought Chick-Fil-A/6 Mo	328	25.7%	78
Bought Chipotle Mexican Grill/6 Mo	116	9.1%	57
Bought Chuck E. Cheese`s/6 Mo	8	0.6%	60
Bought Church`s Fried Chicken/6 Mo	24	1.9%	58
Bought Cold Stone Creamery/6 Mo	31	2.4%	86
Bought Dairy Queen/6 Mo	240	18.8%	124
Bought Del Taco/6 Mo	33	2.6%	79
Bought Domino`s Pizza/6 Mo	167	13.1%	81
Bought Dunkin` Donuts/6 Mo	157	12.3%	83
Bought Five Guys/6 Mo	117	9.2%	94
Bought Hardee`s/6 Mo	63	4.9%	96
Bought Jack in the Box/6 Mo	82	6.4%	95
Bought Jersey Mike`s/6 Mo	76	6.0%	83
Bought Jimmy John`s/6 Mo	61	4.8%	81
Bought KFC/6 Mo	217	17.0%	98
Bought Krispy Kreme Doughnuts/6 Mo	56	4.4%	64
Bought Little Caesars/6 Mo	133	10.4%	89
Bought Long John Silver`s/6 Mo	23	1.8%	76
Bought McDonald`s/6 Mo	610	47.8%	95
Bought Panda Express/6 Mo	138	10.8%	89
Bought Panera Bread/6 Mo	146	11.4%	89
Bought Papa John`s/6 Mo	70	5.5%	68
Bought Papa Murphy`s/6 Mo	78	6.1%	170
Bought Pizza Hut/6 Mo	135	10.6%	86
Bought Popeyes Chicken/6 Mo	115	9.0%	65
Bought Sonic Drive-In/6 Mo	132	10.3%	88
Bought Starbucks/6 Mo	195	15.3%	74
Bought Steak `N Shake/6 Mo	32	2.5%	85
Bought Subway/6 Mo	304	23.8%	110
Bought Taco Bell/6 Mo	340	26.6%	98
Bought Wendy`s/6 Mo	320	25.1%	96
Bought Whataburger/6 Mo	45	3.5%	59
Bought White Castle/6 Mo	28	2.2%	88
Bought Wing-Stop/6 Mo	10	0.8%	23

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



## Restaurant Market Potential

12993 (Westport, NY)  
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Geography: ZIP Code

Went to Fine Dining Restaurant/6 Mo	140	11.0%	90
Went to Fine Dining Restaurant/30 Days	103	8.1%	89
Went to Fine Dining Restaurant 2+ Times/30 Days	52	4.1%	98
Used DoorDash Site/App for Take-Out/Del/30 Days	69	5.4%	47
Used Grubhub Site/App for Take-Out/Del/30 Days	31	2.4%	44
Used Postmates Site/App for Take-Out/Del/30 Days	5	0.4%	23
Used Restrnt Site/App for Take-Out/Del/30 Days	244	19.1%	86
Used Uber Eats Site/App for Take-Out/Del/30 Days	31	2.4%	38
Used Yelp Site/App for Take-Out/Del/30 Days	19	1.5%	90

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Goods and Services Expenditures

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
The Great Outdoors (6C)	61.1%	Population	1,534	1,482
Rural Resort Dwellers (6E)	33.6%	Households	714	707
Rooted Rural (10B)	3.9%	Families	425	423
Midlife Constants (5E)	1.4%	Median Age	52.0	53.5
	0.0%	Median Household Income	\$61,303	\$70,364
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		82	\$1,809.84	\$1,292,223
Men's		82	\$336.41	\$240,200
Women's		87	\$649.17	\$463,510
Children's		79	\$261.75	\$186,889
Footwear		79	\$394.70	\$281,817
Watches & Jewelry		77	\$130.42	\$93,118
Apparel Products and Services (1)		84	\$37.38	\$26,689
<b>Computer</b>				
Computers and Hardware for Home Use		87	\$222.03	\$158,527
Portable Memory		106	\$4.89	\$3,488
Computer Software		93	\$13.45	\$9,600
Computer Accessories		94	\$23.59	\$16,840
<b>Entertainment &amp; Recreation</b>		105	\$3,954.50	\$2,823,515
Fees and Admissions		83	\$593.31	\$423,624
Membership Fees for Clubs (2)		82	\$228.45	\$163,113
Fees for Participant Sports, excl. Trips		90	\$107.66	\$76,870
Tickets to Theatre/Operas/Concerts		86	\$46.85	\$33,451
Tickets to Movies		77	\$21.29	\$15,204
Tickets to Parks or Museums		79	\$21.89	\$15,629
Admission to Sporting Events, excl. Trips		74	\$43.51	\$31,068
Fees for Recreational Lessons		85	\$123.05	\$87,857
Dating Services		57	\$0.61	\$433
TV/Video/Audio		101	\$1,369.21	\$977,618
Cable and Satellite Television Services		109	\$937.66	\$669,493
Televisions		90	\$131.17	\$93,658
Satellite Dishes		80	\$1.37	\$978
VCRs, Video Cameras, and DVD Players		88	\$4.24	\$3,028
Miscellaneous Video Equipment		74	\$9.33	\$6,664
Video Cassettes and DVDs		93	\$6.07	\$4,333
Video Game Hardware/Accessories		80	\$32.19	\$22,986
Video Game Software		77	\$14.98	\$10,693
Rental/Streaming/Downloaded Video		88	\$109.03	\$77,848
Installation of Televisions		85	\$1.37	\$977
Audio (3)		88	\$119.36	\$85,221
Rental and Repair of TV/Radio/Sound Equipment		88	\$2.44	\$1,739
Pets		126	\$1,162.41	\$829,962
Toys/Games/Crafts/Hobbies (4)		98	\$155.85	\$111,279
Recreational Vehicles and Fees (5)		133	\$200.20	\$142,946
Sports/Recreation/Exercise Equipment (6)		98	\$274.02	\$195,649
Photo Equipment and Supplies (7)		93	\$43.62	\$31,143
Reading (8)		103	\$130.84	\$93,419
Catered Affairs (9)		82	\$25.04	\$17,875
<b>Food</b>		95	\$9,970.97	\$7,119,271
Food at Home		98	\$6,674.41	\$4,765,528
Bakery and Cereal Products		99	\$867.19	\$619,174
Meats, Poultry, Fish, and Eggs		96	\$1,415.42	\$1,010,611
Dairy Products		104	\$686.57	\$490,210
Fruits and Vegetables		97	\$1,302.17	\$929,749
Snacks and Other Food at Home (10)		98	\$2,403.06	\$1,715,783
Food Away from Home		89	\$3,296.56	\$2,353,743
Alcoholic Beverages		94	\$633.10	\$452,033

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.





# Retail Goods and Services Expenditures

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	93	\$36,782.37	\$26,262,615
Value of Retirement Plans	101	\$142,598.99	\$101,815,679
Value of Other Financial Assets	117	\$10,016.00	\$7,151,425
Vehicle Loan Amount excluding Interest	100	\$3,634.93	\$2,595,339
Value of Credit Card Debt	96	\$3,045.75	\$2,174,668
<b>Health</b>			
Nonprescription Drugs	110	\$188.39	\$134,508
Prescription Drugs	116	\$426.60	\$304,592
Eyeglasses and Contact Lenses	110	\$122.08	\$87,167
<b>Home</b>			
Mortgage Payment and Basics (11)	101	\$13,047.93	\$9,316,221
Maintenance and Remodeling Services	118	\$4,467.99	\$3,190,147
Maintenance and Remodeling Materials (12)	128	\$1,004.87	\$717,477
Utilities, Fuel, and Public Services	102	\$5,931.82	\$4,235,317
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	91	\$111.30	\$79,465
Furniture	91	\$752.34	\$537,174
Rugs	99	\$41.21	\$29,423
Major Appliances (14)	111	\$589.06	\$420,588
Housewares (15)	94	\$100.77	\$71,947
Small Appliances	97	\$70.28	\$50,182
Luggage	84	\$12.10	\$8,639
Telephones and Accessories	96	\$102.71	\$73,332
<b>Household Operations</b>			
Child Care	73	\$379.12	\$270,691
Lawn and Garden (16)	120	\$807.61	\$576,631
Moving/Storage/Freight Express	114	\$102.21	\$72,975
Housekeeping Supplies (17)	102	\$946.80	\$676,012
<b>Insurance</b>			
Owners and Renters Insurance	112	\$875.94	\$625,424
Vehicle Insurance	98	\$2,118.72	\$1,512,766
Life/Other Insurance	105	\$727.75	\$519,615
Health Insurance	107	\$5,304.46	\$3,787,385
Personal Care Products (18)	89	\$491.32	\$350,804
School Books and Supplies (19)	94	\$126.18	\$90,090
Smoking Products	112	\$484.96	\$346,260
<b>Transportation</b>			
Payments on Vehicles excluding Leases	102	\$3,093.95	\$2,209,079
Gasoline and Motor Oil	104	\$2,625.62	\$1,874,693
Vehicle Maintenance and Repairs	104	\$1,368.32	\$976,980
<b>Travel</b>			
Airline Fares	92	\$430.10	\$307,090
Lodging on Trips	97	\$695.65	\$496,692
Auto/Truck Rental on Trips	91	\$71.92	\$51,352
Food and Drink on Trips	97	\$543.98	\$388,404

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12993 (Westport, NY)

12993 (Westport, NY)

Geography: ZIP Code

**(1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

**(2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.

**(3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

**(4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

**(5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

**(6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

**(7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

**(8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

**(9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

**(10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

**(11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

**(12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

**(13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

**(14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

**(15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

**(16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

**(17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

**(18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

**(19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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# Retail Market Potential

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

Demographic Summary	2023	2028
Population	1,534	1,482
Population 18+	1,277	1,237
Households	714	707
Median Household Income	\$61,303	\$70,364

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	811	63.5%	104
Bought Women`s Clothing/12 Mo	620	48.6%	94
Bought Shoes/12 Mo	938	73.5%	99
Bought Fine Jewelry/12 Mo	218	17.1%	83
Bought Watch/12 Mo	166	13.0%	94
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	682	95.5%	105
HH Bought or Leased New Vehicle/12 Mo	74	10.4%	103
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	1,193	93.4%	103
Bought or Changed Motor Oil/12 Mo	695	54.4%	106
Had Vehicle Tune-Up/12 Mo	324	25.4%	102
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	423	33.1%	90
Drank Beer or Ale/6 Mo	505	39.5%	100
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	168	13.2%	120
Own Digital SLR Camera or Camcorder	152	11.9%	110
Printed Digital Photos/12 Mo	356	27.9%	103
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	427	33.4%	96
Have a Smartphone	1,176	92.1%	98
Have Android Phone (Any Brand) Smartphone	558	43.7%	113
Have Apple iPhone Smartphone	619	48.5%	86
HH Owns 1 Cell Phone	188	26.3%	86
HH Owns 2 Cell Phones	354	49.6%	127
HH Owns 3+ Cell Phones	160	22.4%	78
HH Has Cell Phone Only (No Landline Telephone)	478	66.9%	98
<b>Computers (Households)</b>			
HH Owns Computer	622	87.1%	102
HH Owns Desktop Computer	320	44.8%	112
HH Owns Laptop or Notebook	506	70.9%	101
HH Owns Apple/Mac Brand Computer	147	20.6%	85
HH Owns PC/Non-Apple Brand Computer	535	74.9%	106
HH Purchased Most Recent Home Computer at Store	283	39.6%	102
HH Purchased Most Recent Home Computer Online	202	28.3%	103
HH Spent \$1-499 on Most Recent Home Computer	128	17.9%	113
HH Spent \$500-999 on Most Recent Home Computer	153	21.4%	105
HH Spent \$1K-1499 on Most Recent Home Computer	82	11.5%	95
HH Spent \$1500-1999 on Most Recent Home Computer	32	4.5%	97
HH Spent \$2K+ on Most Recent Home Computer	31	4.3%	80

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.





# Retail Market Potential

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	806	63.1%	99
Bought Brewed Coffee at C-Store/30 Days	185	14.5%	120
Bought Cigarettes at C-Store/30 Days	53	4.2%	68
Bought Gas at C-Store/30 Days	536	42.0%	106
Spent \$1-19 at C-Store/30 Days	97	7.6%	103
Spent \$20-39 at C-Store/30 Days	135	10.6%	107
Spent \$40-50 at C-Store/30 Days	89	7.0%	90
Spent \$51-99 at C-Store/30 Days	58	4.5%	74
Spent \$100+ at C-Store/30 Days	288	22.6%	108
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	442	34.6%	94
Went to Live Theater/12 Mo	78	6.1%	90
Went to Bar or Night Club/12 Mo	190	14.9%	92
Dined Out/12 Mo	693	54.3%	104
Gambled at Casino/12 Mo	111	8.7%	81
Visited Theme Park/12 Mo	100	7.8%	67
Viewed Movie (Video-on-Demand)/30 Days	135	10.6%	95
Viewed TV Show (Video-on-Demand)/30 Days	89	7.0%	92
Used Internet to Download Movie/30 Days	74	5.8%	96
Downloaded Individual Song/6 Mo	246	19.3%	96
Used Internet to Watch Movie/30 Days	375	29.4%	86
Used Internet to Watch TV Program/30 Days	242	19.0%	86
Played (Console) Video or Electronic Game/12 Mo	132	10.3%	81
Played (Portable) Video or Electronic Game/12 Mo	74	5.8%	87
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	515	40.3%	106
Used ATM or Cash Machine/12 Mo	755	59.1%	94
Own Any Stock	204	16.0%	107
Own U.S. Savings Bonds	78	6.1%	86
Own Shares in Mutual Fund (Stocks)	209	16.4%	119
Own Shares in Mutual Fund (Bonds)	132	10.3%	121
Have Interest Checking Account	586	45.9%	117
Have Non-Interest Checking Account	485	38.0%	100
Have Savings Account	981	76.8%	104
Have 401(k) Retirement Savings Plan	261	20.4%	84
Own or Used Any Credit/Debit Card/12 Mo	1,205	94.4%	102
Avg \$1-110 Monthly Credit Card Expenditures	166	13.0%	113
Avg \$111-225 Monthly Credit Card Expenditures	93	7.3%	95
Avg \$226-450 Monthly Credit Card Expenditures	107	8.4%	91
Avg \$451-700 Monthly Credit Card Expenditures	96	7.5%	82
Avg \$701-1000 Monthly Credit Card Expenditures	109	8.5%	104
Avg \$1001-2000 Monthly Credit Card Expenditures	161	12.6%	107
Avg \$2001+ Monthly Credit Card Expenditures	174	13.6%	123
Did Banking Online/12 Mo	766	60.0%	102
Did Banking by Mobile Device/12 Mo	573	44.9%	93

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



# Retail Market Potential

12993 (Westport, NY)  
 12993 (Westport, NY)  
 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	678	95.0%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	505	70.7%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	132	18.5%	125
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	442	61.9%	103
HH Used Fresh Fruit or Vegetables/6 Mo	643	90.1%	102
HH Used Fresh Milk/6 Mo	609	85.3%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	442	61.9%	92
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	636	49.8%	101
Exercise at Club 2+ Times/Wk	117	9.2%	78
Visited Doctor/12 Mo	1,057	82.8%	104
Used Vitamins or Dietary Supplements/6 Mo	871	68.2%	103
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	324	45.4%	115
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	229	32.1%	105
HH Purchased Low Ticket HH Furnishing/12 Mo	164	23.0%	94
HH Purchased Big Ticket HH Furnishing/12 Mo	200	28.0%	98
HH Bought Small Kitchen Appliance/12 Mo	170	23.8%	91
HH Bought Large Kitchen Appliance/12 Mo	122	17.1%	105
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	691	54.1%	106
Personally Carry Any Med/Hosp/Accident Insur	1,128	88.3%	103
Homeowner Carries Home/Personal Property Insurance	936	73.3%	119
Renter Carries Home/Pers Property Insurance	104	8.1%	68
HH Has 1 Vehicle Covered w/Auto Insurance	170	23.8%	78
HH Has 2 Vehicles Covered w/Auto Insurance	260	36.4%	111
HH Has 3+ Vehicles Covered w/Auto Insurance	244	34.2%	129
<b>Pets (Households)</b>			
HH Owns Cat	237	33.2%	144
HH Owns Dog	359	50.3%	127
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	203	15.9%	85
Buying American Is Important: 4-Agr Cmpl	512	40.1%	125
Buy Based on Quality Not Price: 4-Agr Cmpl	191	15.0%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	138	10.8%	85
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	155	12.1%	110
Will Pay More for Env Safe Prods: 4-Agr Cmpl	136	10.6%	87
Buy Based on Price Not Brands: 4-Agr Cmpl	346	27.1%	100
Am Interested in How to Help Env: 4-Agr Cmpl	203	15.9%	85
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	274	21.5%	114
Bought Hardcover Book/12 Mo	361	28.3%	104
Bought Paperback Book/12 Mo	432	33.8%	99
Read Daily Newspaper (Paper Version)	211	16.5%	108
Read Digital Newspaper/30 Days	589	46.1%	91
Read Magazine (Paper/Electronic Vers)/6 Mo	1,103	86.4%	99

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# Retail Market Potential

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 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrn/SteakHse/6 Mo	807	63.2%	96
Went to Family Restrn/SteakHse 4+ Times/30 Days	254	19.9%	97
Went to Fast Food/Drive-In Restaurant/6 Mo	1,148	89.9%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	417	32.7%	84
Ordered Eat-In Fast Food/6 Mo	266	20.8%	102
Ordered Home Delivery Fast Food/6 Mo	117	9.2%	68
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	771	60.4%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	242	19.0%	85
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	780	61.1%	104
Own E-Reader	201	15.7%	110
Own E-Reader/Tablet: Apple iPad	439	34.4%	92
HH Owns Internet Connectable TV	321	45.0%	104
Own Portable MP3 Player	158	12.4%	111
HH Owns 1 TV	122	17.1%	94
HH Owns 2 TVs	190	26.6%	94
HH Owns 3 TVs	178	24.9%	109
HH Owns 4+ TVs	176	24.6%	109
HH Subscribes to Cable TV	211	29.6%	87
HH Subscribes to Fiber Optic TV	17	2.4%	45
HH Owns Portable GPS Device	205	28.7%	138
HH Purchased Video Game System/12 Mo	37	5.2%	65
HH Owns Internet Video Device for TV	359	50.3%	96
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	703	55.1%	102
Took 3+ Domestic Non-Business Trips/12 Mo	202	15.8%	114
Spent \$1-999 on Domestic Vacations/12 Mo	163	12.8%	93
Spent \$1K-1499 on Domestic Vacations/12 Mo	78	6.1%	96
Spent \$1500-1999 on Domestic Vacations/12 Mo	56	4.4%	115
Spent \$2K-2999 on Domestic Vacations/12 Mo	52	4.1%	102
Spent \$3K+ on Domestic Vacations/12 Mo	101	7.9%	119
Used Intrnt Travel Site for Domestic Trip/12 Mo	59	4.6%	83
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	379	29.7%	90
Took 3+ Foreign Trips by Plane/3 Yrs	77	6.0%	83
Spent \$1-999 on Foreign Vacations/12 Mo	95	7.4%	96
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	34	2.7%	87
Spent \$3K+ on Foreign Vacations/12 Mo	57	4.5%	105
Used General Travel Site: Foreign Trip/3 Yrs	71	5.6%	88
Spent Night at Hotel or Motel/12 Mo	562	44.0%	97
Took Cruise of More Than One Day/3 Yrs	150	11.7%	116
Member of Frequent Flyer Program	342	26.8%	97
Member of Hotel Rewards Program	399	31.2%	108

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