



# Town of Crown Point Main Street Revitalization Strategy

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

FINAL MARCH 2024



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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 LCLG 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.

*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



Strategic investments in Main Streets and hamlet areas provide new opportunities for community development like attracting and retaining small businesses, providing achievable housing, and improving economic opportunities and quality of life for residents.



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

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 LCLGRP *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 lines, 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 Pavers & 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 1: The LCLGRP’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. Place-based strategies utilize existing community characteristics including historic architecture, walkability, waterfront location, and historic and agricultural heritage to create opportunities for growth and economic development. The purpose of this program is to identify key amenities and resources within each community and create strategies that are intended to elevate existing assets and encourage economic development and Main Street revitalization.



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

**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) runs through Essex County, north to 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 traveling 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.

<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)

The Towns of Crown Point, Essex, and Westport are located on the eastern side of the county on the shores of Lake Champlain. While each community is unique, there are common threads that are woven through each, the most obvious is Lake Champlain.

Each of these communities are waterfront towns with limited access to Lake Champlain. The lake is an incredible natural resource that can be 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 designed through this program 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 in Crown Point's Memory Park as part of day-long workshop. Photo Source: LCLGRP

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.



# Crown Point Main Street Revitalization Strategy

The Town of Crown Point 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

Crown Point is located in Essex County, New York on the western shore of Lake Champlain. Once a bustling area for shipping and extraction industries, the development of the town reflects the lumber, iron mining, and general trade that shaped its history and Crown Point prospered as industries utilized local iron deposits for manufacturing. In recent years, many of Main Street's key businesses have closed their doors, leaving gaps in the physical appearance of Main Street and in the services provided to the Town and the region.

The Main Street corridor of Crown Point was once a vibrant strip with a mix of locally and regionally important businesses and retailers. Slowly, as consumer preferences and local demographics shifted, businesses in Crown Point began closing their doors or relocating. Main Street now consists of a few valued businesses, residential uses, community services, and vacant store fronts. The Town wants to attract new businesses to Main Street and bring new life to the downtown. To do this, it is important to understand what types of businesses the community wants as well as what types of businesses the Town could feasibly attract.

The focus area for this strategy is Crown Point's main commercial corridor, an approximate one-half mile length of New York State Route 9N. This is a major thoroughfare for travelers using the Crown Point Bridge to and from Vermont. This portion of 9N has an annual average daily traffic (AADT) count of about 3,500 (NYSDOT traffic data, 2022). The lack of commercial activity, amenities, or attractions through the focus area means the majority of those 3,500 vehicles do not stop and spend time and money in the Town of Crown Point. This strategy will focus on Crown Point's existing community assets to identify key areas for investment that will cause a positive ripple effect across the region. Increasing the vibrancy and visual interest of the focus area through place making and economic development initiatives will serve the residents of Crown Point while also attracting the spending potential of the commuters passing through.



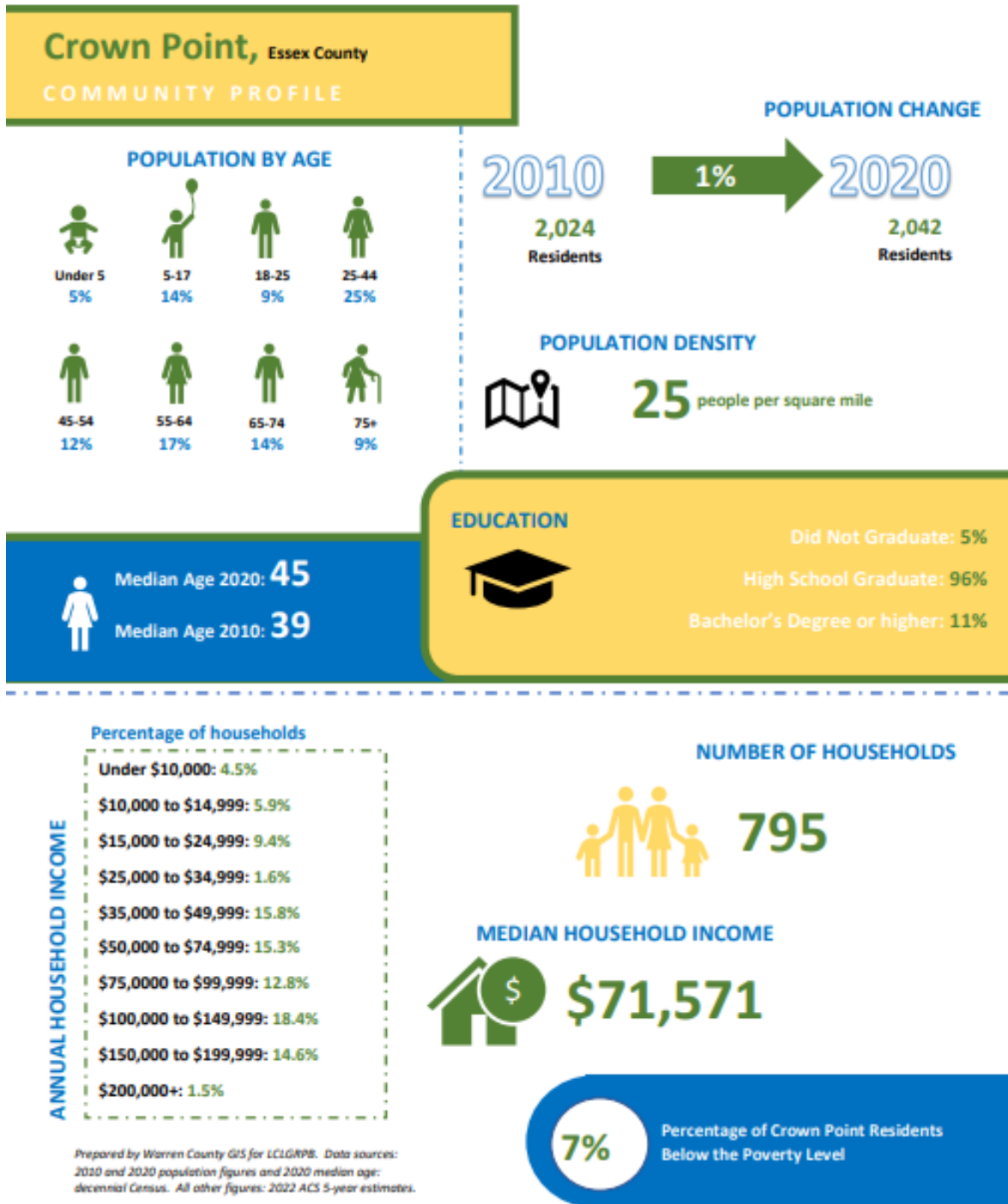
### Creating a Regional Attraction: *War Cannon Spirits*

Located just north of the focus area, on Putnam Creek, is a 200-year-old repurposed mill building that now houses the War Cannon Spirits tasting room. War Cannon distills their spirits off site and sells them along with an assortment of food at the tasting room in Crown Point. With the growing interest in locally sourced craft beverages, War Cannon has emerged as a regional attraction with visitors from miles around. Connecting the success of the tasting room to Crown Point's commercial corridor is a key action that can lead to economic growth for the community. The War Cannon Spirits tasting room was partially funded through the LCLGRP Small Business Loan Fund.

Photo 4: War Cannon Tasting Room is located just north of the focus area. Photo credit: [warcannonspirits.com](http://warcannonspirits.com).

## Community Demographics and Characteristics

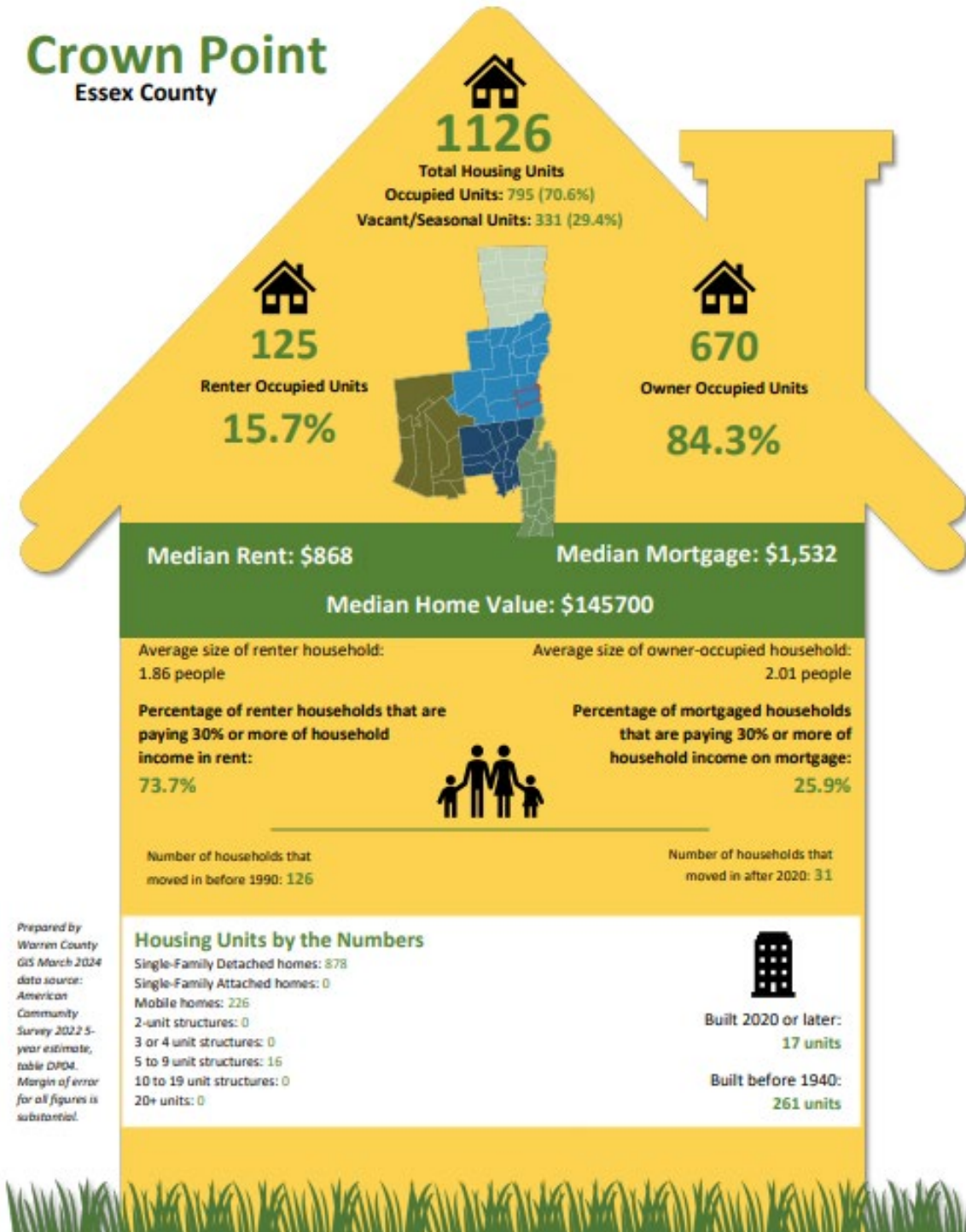
The population of Crown Point has remained steady at approximately 2,000 residents over the past decade. There are just under 800 households in the town with a median household income (MHI) of \$71,571. The MHI in the community is relatively high compared to neighboring Essex County towns, however, this must be balanced with the 7% of the population who live below the poverty line.





# Crown Point

Essex County



**Housing Characteristics.** There are a total of 1,126 housing units in Crown Point, the majority of which are single-family detached homes. Three hundred and thirty-one (331) of those units are classified as vacant/seasonal. This means that nearly 30% of the housing units in the town are vacant or used for seasonal residents or seasonal rentals. A great majority of the housing units were built before 1940, this speaks to the historical nature of the community, but also highlights the expense placed on homeowners and renters to maintain older homes.

## The Project Area

The focus area for this project encompasses most of the Town's commercial and services corridor and stretches along Crown Point's Main Street from the Hammond Library to the intersection of New York State Route 9N and Route 22. The project area is approximately one-half mile long from end to end.

The focus area has a high-quality sidewalk located on one side of Main Street that provides pedestrian access from the intersection of 9N, Creek Road, and Sugar Hill to the Hammond Library. Route 9N throughout the focus area is part of the Empire State Trail (EST) and is improved with sharrows throughout to remind motorists that bicyclists may be on the roads.

Commercial uses in the focus area include a gas station and convenience store, a café, a hair salon, and a bakery. There are also numerous community facilities located in the focus area including the Village Green, the Knapp Senior Center and Courthouse Building which also serves as the community food bank, Crown Point Central School, Memory Park, and the Hammond Library.

Points of interest outside the focus area that play an integral role in the Town include the Penfield Museum, Crown Point State Historic Site, War Cannon Spirits, Gunnison Orchards, Monitor Bay Park, the Essex County fish hatchery, and the Crab Shack, a local eatery.



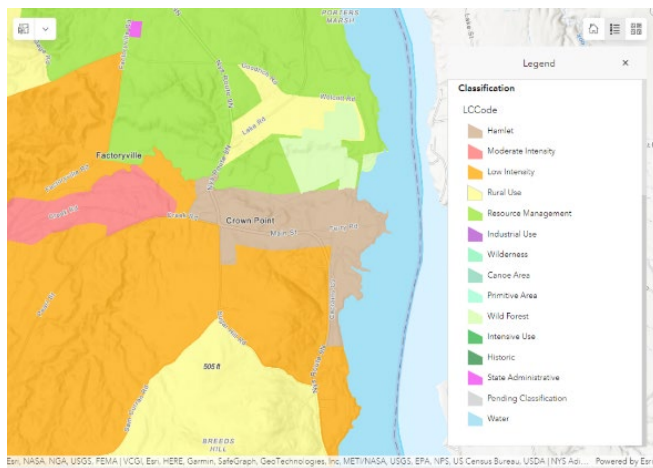
Photo 5: The Village Green in Crown Point provides green space in the heart of the community for public events and festivals. Photo Source: LCLGRP.







**Anchor Buildings.** Anchor buildings are structures that are located at key points in a town. These buildings generally serve as a gathering place or house a necessary service for the community. Anchor buildings are important elements of Main Street and community revitalization efforts because their high visibility sets the tone for the character of the community. In Crown Point, the building at the corner of NYS Route 9N and 22 (Northern Gateway area) is a historic brick building that has served numerous functions throughout its life including a grocery store and industrial uses. Redeveloping this site is a priority for the community due to its history and location. Siting a high impact commercial business like a brewery or restaurant here would provide a welcoming tone for visitors entering Crown Point from the north.



Photo 6: This anchor building located at the northern gateway of Crown Point's Main Street could play a vital role in the community's revitalization. Photo Source: LCLGRP.

## Project Area Profile and Existing Conditions



Use Classification	Number of Units
 Residential	40
 Commercial	16
 Vacant	4
 Vacant Commercial	2
 Services	9
 Recreation	1

Main Street within the focus area is mostly comprised of residential uses with commercial uses clustered to the northern end. Services in this area include the Crown Point Central School, Hammond Library, Volunteer Fire Department, a café, hair salon, and convenience store. Outside the study area War Cannon Spirits, the Crab Shack and Gunnison's Orchards attract visitors for dining and entertainment, while the Crown Point State Historic Site and the Penfield Museum provide excellent opportunities for heritage tourism and learning activities.

The focus area is a designated Adirondack Park Agency (APA) hamlet area, an area where residential and commercial growth is encouraged. Crown Point has not adopted a local zoning or land use ordinance and therefore follows the APA's land use master plan designations.

## Crown Point Business Summary

A summary of business types and employers was derived using the Crown Point zip code 12928.<sup>2</sup> There are a total of 75 businesses within Crown Point that employ 434 people. The top

<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.



employment industries by NAICS Codes<sup>1</sup> are Public Administration, Educational Services, and Information. The full business summary report can be found in **Appendix A** of this document.<sup>3</sup>

## Community Asset Inventory

Determining the unique, marketable features of a community is an important first step in community growth and economic development. Crown Point has remarkable historical assets while also being home to many high-quality natural resources. These unique features work together to establish Crown Point's community identity.

**Natural Environment.** The Town of Crown Point benefits from access to many natural resources including Lake Champlain and the Adirondack Mountains. The Town owns several community parks that can be enhanced to improve the quality of life for residents as well as attract visitors to the region. Within the focus area, the Village Green and Memory Park provide open space and opportunities for events like farmers markets, music in the park, and other gatherings. Additionally, the focus area is within walking distance of Monitor Bay Park with access to Lake Champlain.



Photo 7: Memory Park provides the opportunity for residents and visitors to enjoy a quiet moment in nature in the heart of Main Street. Photo Source: LCLGRP.B.

**Historic Assets.** Crown Point's diverse and engaging historic assets highlight the community's role in numerous wars, in establishing electricity, and producing iron for the industrial revolution. The Town's historical connection can be seen all around in its architecture and historic resources.

***Key Point: The Town of Crown Point has significant historic assets that should be highlighted for economic growth and development.***

Today, the town contains five National Register of Historic Places listed properties, including two Historic Districts. The town's historic assets have become increasingly integrated with its recreational resources – with trails that connect to historic sites, and a park at the location where iron was transported to become cladding on ships. Highlighting these historic resources and their connections through a walking/driving map is a way to promote the Town's history while connecting with visitors looking for an authentic cultural experience.

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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.



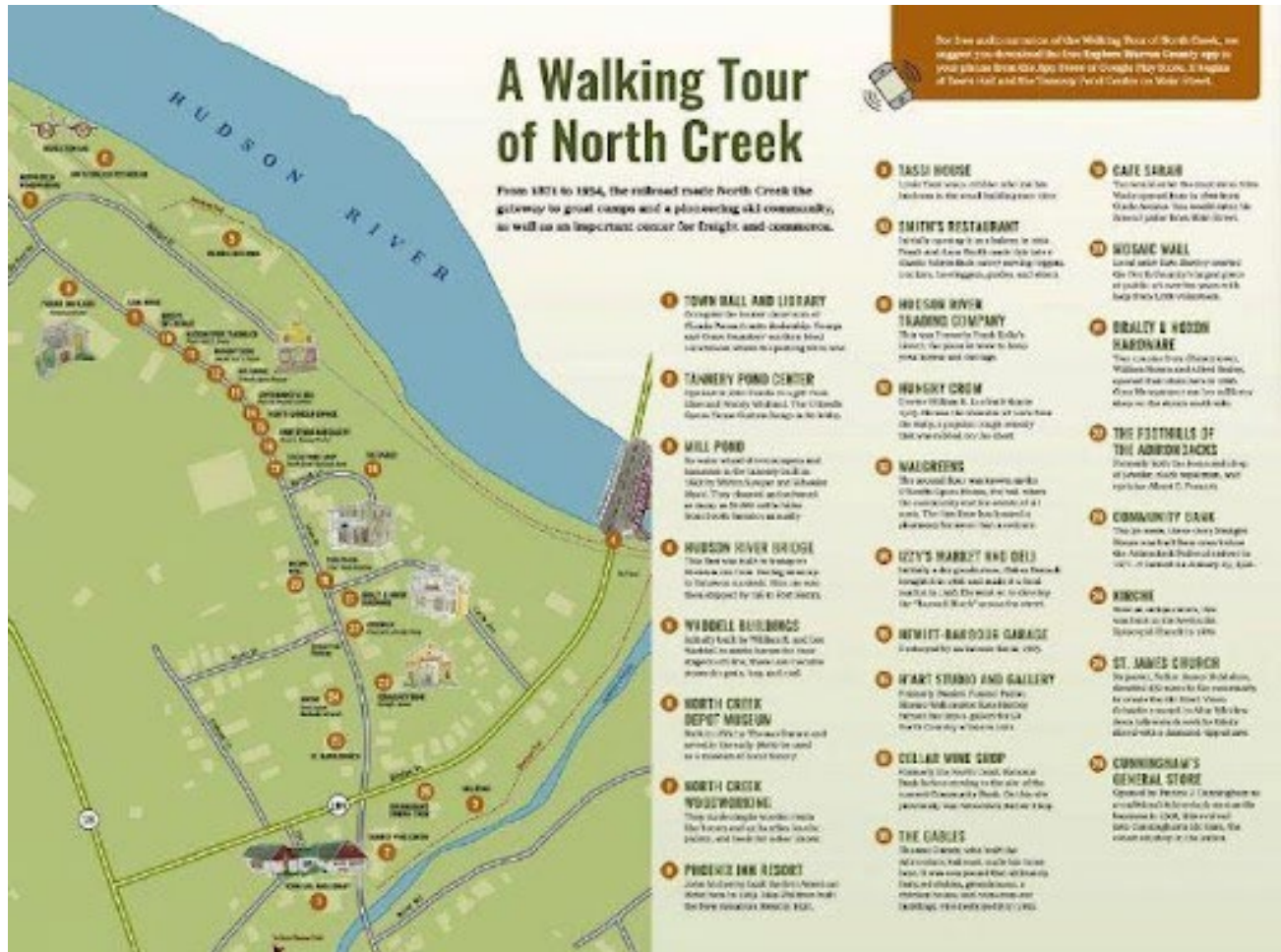


Figure 2: Walking map of North Creek in the Town of Johnsburg. Highlights historic and important areas in the community. Source: Warren County Planning Department.

The Walking Tour of North Creek map was created by the Warren County Planning Department as part of the First Wilderness Heritage Corridor Initiative, a regional revitalization initiative meant to benefit nine communities along the Hudson River. The First Wilderness Heritage Corridor Initiative identifies history and culture along with outdoor recreation as vital elements of community revitalization in the region. The map in conjunction with other historical and recreational initiatives has been utilized by the communities to enhance tourism and economic growth through increased visitation and visitor retention.

A walking/driving tour map for Crown Point would help promote its historic resources and commercial establishments in and outside of this plan's focus area. Providing these maps to visitors in the region may lead to increased visitor numbers leading to economic growth and development in the community.

## 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 Crown Point 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 day-long community workshop.

**Community Survey:** To introduce the plan to the community and gather preliminary information to help shape this document, 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 Crown Point survey received 60 responses, including 48 year-round residents, 6 seasonal residents, 3 business owners, and 2 visitors.



Photo 8: A flier promoting the community survey was distributed to the community. Source: LCLGRP.

### Survey Highlights

- War Cannon Spirits and Memory Park were identified as some of Main Streets best assets.
- Vacant properties, lack of business/business activity, and lack of family friendly amenities were some of the top challenges facing Main Street.
- Respondents noted that façade improvement and beautification efforts were needed.
- Increased dining options and retail spaces were some of the most preferred developments along Main Street.

***Key Point: Survey respondents feel that a lack of business and business activity is one of the top challenges facing Main Street in Crown Point.***

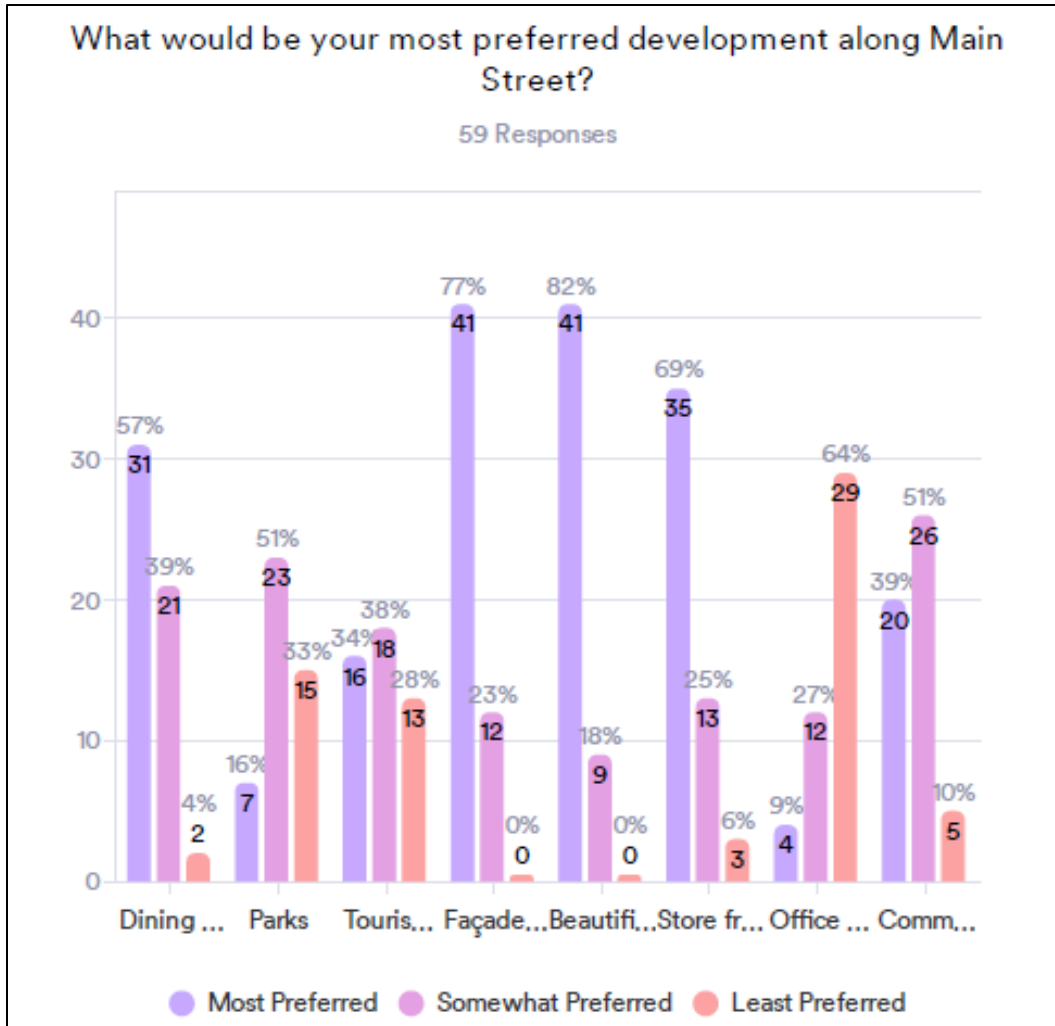


Figure 3: An excerpt from the Crown Point Community Survey. Source: LCLGRP.

**Key Point: Façade improvements and beautification efforts were among the most preferred development types for Main Street.**

When asked what type of development they would most prefer along Main Street, Crown Point survey respondents emphasized the need for façade improvements and beautification efforts in the area followed by store fronts and dining options. In addition to encouraging economic growth and business development in the community, the Town should promote initiatives like a community clean up day and tree and flower plantings along Main Street.



Community clean-up days combined with planting flowers and street trees along Main Street will help to define Main Street, grow community pride, and create a sense of place for Crown Point. Communitywide efforts such as this might also help encourage property owners to better maintain their properties.



## Community Day Public Workshop

As a follow up to the community survey, a day long community workshop was held in Crown Point on September 12, 2023, and was attended by 10 community members of all ages. 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 stroll through the focus area starting at the historic Village Green (1) then following Route 9 through the northern gateway area (2), the Main Street Business Corridor (3), Memory Park (4), the Hammond Library (5), and Crown Point Central School (6).



Figure 4: Walking tour route for Crown Point community outreach and workshop.

**1 Village Green.** A village green creates a centralized village space for public use. Surrounding buildings face inward on the green and the space becomes known as a community gathering space. In Crown Point, this public space is used for music in the park, youth soccer and community festivals. The wide-open space provides an area for families and groups to gather with ample shade and space to play. While no permanent structures are allowed in the Green due to a deed restriction, the Town constructs a temporary bandstand every summer to host music events and other events.



**2 Northern Gateway.** An awkward four-way intersection of Route 9N, Route 22, Creek Road, and Sugar Hill Road serves as the northern gateway to the focus area in Crown Point. Here a confusing road configuration and a jumble of signs create uncertainty for motorists coming from the north. Additionally, there is no crosswalk at this intersection where pedestrians using the Village Green, visiting the historic district, or utilizing the Senior Center would need to cross a busy road to reach Main Street.



Photo 9: The focus area's northern gateway is defined by a confusing intersection and unclear signage. Photo Source: LCLGRP.

The installation of gateway elements like pedestrian improvements, decorative plantings, simplified signage, and a reconfiguration of the roadway would cue to a motorist that they are entering a special place where they may want to stop and visit (**Visualization 1, Page 22**).

**3 Main Street Business Corridor.** Commercial uses are clustered in the Main Street Business Corridor in the northern portion of the focus area. Services provided here include a convenience store, a physical therapy clinic, hair salon, and bakery. This is a high-visibility area for both residents and visitors, travelers to and from Vermont pass through this corridor to access the Crown Point Bridge. Strategic investments and beautification strategies here may encourage travelers to stop and visit the community. An increased density of shops and services would signal that this area is the primary commercial area in the community. The Town should explore infill opportunities along the Main Street Business Corridor as a way to provide additional space for commercial uses and community services.

**4 Memory Park.** This small pocket park located adjacent to the Hammond Library and at the southern end of the focus area provides shade and respite for residents and visitors in the heart of Main Street. The park is maintained by the Town and community members and could be better utilized for community events like library story time or small pop-up dinners.

**5 Hammond Library.** The community's library is part of the Clinton, Essex, Franklin Library System, a non-profit federated library system. The Hammond Library is one of 33 branches in the system and provides library and educational resources to the community of Crown Point. Located at the southern gateway to the focus area, the Hammond Library is a highly visible building and could serve as an anchor building for the focus area and help to define the community's



Photo 10: The blank walls of the Hammond Library provide the optimal canvas for a public art mural. Photo Source: LCLGRP.

character for those passing through. The library building is currently painted a solid color, with blank exterior walls. These walls provide a perfect canvas for a public mural that incorporates Crown Point's historical and natural resources, providing a memorable building for residents and visitors alike.

**6 Crown Point Central School.** The community's public school is in the center of the focus area. The school serves students in the district from pre-kindergarten to twelfth grade. The school is a community gathering place and provides vital services to Crown Point's youth. Many students walk to school, and while there is a high-quality sidewalk on the northern side of the roadway, there is no sidewalk or pedestrian accommodations on the southern side. There is a crosswalk for pedestrians crossing the school's driveway, however there are no crosswalks provided for pedestrians crossing Route 9N to access the school or other services in the focus area. Pedestrian improvements here would help ensure the safety of school aged children and community members when accessing the services provided by Main Street. Additionally, high quality pedestrian infrastructure would encourage travelers to get out of their cars and explore the amenities offered by Crown Point. This is a New York State roadway, and all improvements and accommodation must be coordinated with the Region's NYS Department of Transportation (NYSDOT) staff.

The school could also serve as a partner in bringing a food market to the community ([See models for rural grocery solutions on Page 18](#)),

## Local Market Potential

As part of this planning process, an analysis was conducted to understand what residents of Crown Point spend their money on as well as the overall retail market potential and the restaurant market potential within the Town. Data was derived for the Crown Point, NY zip code 12928.<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.

Those who responded to the community survey indicated that increased dining options and retail space was their preferred development for Main Street. The community also has articulated a



Photo 11: Community workshop participants gather at the Village Green on September 12, 2023. Photo Source: LCLGRP.B.

<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 Crown Point, NY zip code 12928.

desire for a grocery store or convenience store. To understand the potential for new retail, food store, and restaurant services in Crown Point, data on Retail Market Potential and Restaurant Market Potential for the Crown Point zip code 12928 was evaluated (**Appendix B**).

**Retail Market Potential.** Unsurprisingly, everyday essentials have the greater market share for households and adults in the Crown Point zip code in the last 12 months. According to the data, more than 60% of adults in the Crown Point zip code purchased clothing and shoes, nearly 95% purchased gasoline, 68% shopped at convenience stores, and over 50% dined out.

In relation to United States Consumers as a whole, 70% more households in the Crown Point zip code own cats and 48% more own dogs. Additionally, more adults in the area value buying American made products, use coupons, and prioritize price over brand when shopping.

**Restaurant Market Potential.** The most common type of restaurant visited by adult consumers in the area over the last six months was a Family Restaurant/Steak House (67.3%), followed by Take-Out/Drive-Thru/Curbside Fast Food (64.3%). The Market potential for a Family Restaurant/Steak House is 2-14% higher in Crown Point than the rest of the country.

**Retail Goods and Services Expenditures.** This metric tracks Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. In the Crown Point zip code, average consumer spending is higher than the United States for Entertainment and Recreation as well as Food at Home, including bakery and cereal products, meats, poultry, fish, and eggs, dairy products, and snacks.

## Expanding Available Business and Services

An articulated desire of the Crown Point community is to attract a grocery store or convenience store where residents and visitors can buy food items and day-to-day necessities. The loss of a small local grocery store can impact a community in many ways and create 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. Many also feel a loss of social connections and sense of community when these local resources close.

While the Retail Market Potential data indicate that there is a relatively higher demand for at home food products for adult consumers in Crown Point, it is not often feasible for small rural communities to attract large, traditional models of grocery stores. There are some creative approaches that have been successful in communities like Crown Point. When evaluating whether any of the alternative models for rural grocery stores would work in your community, it

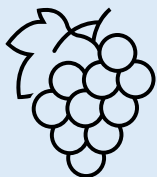
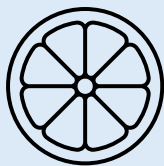
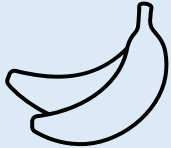


Photo 12: A food Co-Op in the Town of Ticonderoga is community owned and provides fresh food and other necessities to the region. Photo Source: Ticonderoga Natural Foods Co-Op.



is important to understand what the community wants. A shared vision and goals are important to consider when planning for development and growth.

**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 stores 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:** The 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.

*\*Adapted from the Kansas State University Rural Grocery Initiative Rural Grocery Toolkit. <https://www.ruralgrocery.org/learn/rural-grocery-toolkit/>*



## Opportunities: Cultural and Heritage Tourism and Crown Point

Crown Point has numerous opportunities to expand options for cultural and heritage tourism. Attractions like the Penfield Homestead Museum, the Crown Point State Historic Site, and Village Green historic site are areas steeped in local, regional, and national history that can attract visitors from around the country. While mostly located outside the focus area for this plan, these areas are important opportunities for the Town to attract more visitors to Main Street.

Cultural and heritage tourism is one of the fastest growing segments of the tourism industry, accounting for an estimated 50% of all tourism worldwide. American cultural heritage travelers have an annual economic impact of \$123.6 billion and 30% of adults in the United State say that specific arts or a cultural or heritage event influenced their choice of destination on their last trip ([www.aianta.org](http://www.aianta.org)).

### ***Key Point: Crown Point is uniquely suited to expand its cultural and heritage tourism market.***

Culture and heritage tourists tend to put money into the local economy, spending more than other kinds of tourists per trip. This type of visitor often stays longer and spends more money in general than other tourists do. In fact, one study showed that a culture and heritage tourist spent as much as 38% more per day and stayed 22% longer overall compared to other kinds of travelers.

Crown Point has a remarkable story to tell, and finding an engaging way to tell that tale is one way to attract visitors. Creating brochures, kiosks, and walking tours that guide visitors through Main Street and to Crown Point’s historic resources is a creative way to promote the community and its key historical assets.

The **Penfield Homestead Museum** documents the dynamic history of Crown Point and it’s connection to iron extraction and production. The hamlet of Ironville is known as the birthplace of the “Electric Age” because it was where the first industrial use of electricity took place in the United States.



Photo 13: The Penfield Homestead Museum in Ironville, Crown Point. Photo Source: Lake Champlain Guide.

Crown Point already has the historical assets in place to attract cultural and heritage tourists. Marketing these assets and connecting them to Main Street is an important piece of economic development for the community. Another piece is developing a network of secondary services for visitors including overnight lodging, restaurants, recreational activities, gas, and groceries. Having this network of services in place will encourage visitors to head to local businesses and stay in the community longer.

## **Cultural and heritage tourism has positive benefits for a community beyond the economy including social and environmental improvements.**

### **Economic benefits of cultural heritage tourism**

- Injects new money into the economy, boosting businesses and tax revenues
- Diversifies the local economy by creating new jobs, businesses, events, and attractions
- Supports small businesses and enables them to expand
- Promotes the active preservation and protection of important local resources
- Encourages the development and maintenance of new and existing community amenities

### **Social Benefits**

- Helps build social capital
- Helps improve the community's image and pride
- Promotes community beautification
- Provides research, education, and employment opportunities for students
- Boosts local investment in heritage resources and amenities that support tourism services

### **Environmental Benefits**

- Encourages a culture of preservation
- Increases awareness of the tourist site, attraction, or area's significance

*\*Adapted from <https://www.mytravelresearch.com/culture-and-heritage-tourism-boosts-visitor-economy/>*

## Opportunities: Placemaking Activities Northern Gateway

The northern gateway of the project area has been identified as a location where strategic investments will advance opportunities to meet the community's needs.

**The Northern Gateway** at the intersection of NYS Route 9N, Route 22, Creek Road, and Sugar Hill is characterized by a confusing intersection with unclear signage. This is a primary intersection in the community used to access the Village Green, the senior center, and other services at the northern end of the hamlet. Limited access control and a slip lane allows traffic to move fast through the intersection and the lack of a pedestrian signal or crosswalk creates a dangerous situation for those on foot or bicycle.

### Existing Conditions – Northern Gateway



Photo 14: Existing Conditions Northern Gateway. Photo Source: LCLGRPB.



## Northern Gateway Future Opportunity



Figure 5: Visualization 1. Rendering of potential key investments for the Crown Point Northern Gateway area.

### Key Investments:

- Removal of slip lane to create a four-way intersection with a four-way stop
- Install street trees and tree lawn along roadway
- Extend sidewalk across Route 22 and install crosswalk
- Implement access management elements for businesses and services in the area
- Implement new branded and coordinated signage

New pedestrian infrastructure, plantings, and access management at the northern gateway area will work to slow traffic, enhance pedestrian safety, improve community aesthetics, and encourage new visitors to Crown Point.

Streetscapes are an important element of the revitalization of a commercial corridor such as the focus area. Improvements like those pictured in **Figure 5** are used by communities to create a more comfortable and welcoming environment that invites visitors to stop, enjoy the space, and shop or dine at local businesses.

Additionally, streetscapes improvements can be used to change the patterns of economic activity, stimulate new investments, and enhance new opportunities. More pedestrians in the focus area, attracted by a welcoming and safe streetscape environment, will patronize local

**A streetscape is defined as the visual elements of a street that combine to form the street's character. These elements include the road, adjoining buildings, sidewalk, street furniture, trees, and open spaces.**



businesses, spending money locally, resulting in a more sustainable local economy. In general, walkers and bikers visit local businesses more frequently and spend more money than those who are strictly traveling by car. This is in part due to the ability of pedestrians and cyclists to better observe their surroundings and make spur of the moment stops when an establishment sparks their interest.

An increase in visitors and an attractive street will also spark the interest of new businesses looking to expand into new market areas. Creating a space where community members and visitors alike want to spend their leisure time is an impactful investment for communities like Crown Point seeking to expand their access to local businesses and services.

## Conclusion and Recommendations

The Town of Crown Point is a community rich with cultural, historical, and natural resources which can be elevated to encourage economic growth and community development. Small investments made by the Town to promote key assets and community identity can create a ripple effect within the community and encourage new and existing businesses to grow to serve the community and its businesses. The recommendations below are meant to elevate the existing assets within the Town in ways that will encourage economic development and growth and establish community building opportunities.

- 1. Improve the quality of public spaces.** Strategic improvements in these high visibility areas like Main Street gateways, waterfront parks, and pedestrian amenities can have a great impact on a community.
  - a. Implement Northern Gateway key investment recommendations
  - b. Promote Memory Park as a public space for respite and relaxation, provide connections with Hammond Library
  - c. Continue to utilize the Village Green for public events and festivals
- 2. Improve pedestrian connections between Main Street and the Lake Champlain waterfront.** Lake Champlain is one of Crown Point's greatest natural assets, however, Main Street is physically and visually disconnected from the lake. Improving the pedestrian network between Main Street and Lake Champlain with sidewalks or multiuse paths and wayfinding and historical interpretation signs will encourage this connection and provide a safe off-road network for pedestrians to move between the lake and Main Street.
- 3. Develop historic walking/driving tour of key points in Crown Point.** Integrating a Crown Point's historic resources, both within the focus area and outside, into a printed walking map and an app or website will promote Crown Point as a place to visit and highlight the incredible history of the community.
- 4. Placemaking.** Placemaking is the practice of utilizing existing characteristics of the community including historic architecture, walkability, waterfront location, and historic and agricultural heritage to create opportunities for growth and economic development.



Photo 15: Dutch clog public art installation in the City of Albany. Photo Source: [alloveralbany.com](http://alloveralbany.com)  
As a nod to the City's Dutch heritage, giant clogs were installed throughout the City of Albany. This public art ties the City's past with its present and provides visual interest throughout the City.

Tying the history of Crown Point into Main Street is a way to implement placemaking elements that would highlight the unique characteristics and identity of the Town. Additionally, incorporating historic buildings and sites into placemaking efforts allows for the preservation and celebration of the community's cultural heritage.

5. **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, the Ticonderoga Area Chamber of Commerce, PRIDE of Ticonderoga, and LCLGRP to provide small businesses and small business start-ups with available resources and opportunities.
  - a. Create a Main Street façade improvement program and encourage Main Street property owners to maintain an aesthetically pleasing property
  - b. Support small businesses in accessing small business loans for operating and start-up capital from LCLGRP
  - c. Host pop-up opportunities for cottage businesses or businesses located outside Main Street
  - d. Identify opportunities for partnerships between the Town and small businesses to apply for State economic development funding
  
6. **Conduct a market analysis** to understand what types of businesses and services the community could attract and retain. This analysis could be cross referenced with a survey of the community regarding what they want and need. The overlapping services could serve as a basis for the Town to pursue new business types that will serve the community while also attracting visitors and growing and diversifying the tax base.
  
7. **Explore food market models and opportunities.** There are a variety of models for establishing a food market in rural communities that might not be able to attract a traditional box-retailer (page 17 and 18). The Town and partner organizations should evaluate the various models and determine which ones might be a good fit for their community.
  
8. **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 <https://dos.ny.gov/nys-smart-growth-program>.
- **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

- **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.

<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/>.

**Lake Champlain Lake George Regional Planning Board** – The LCLGRP offers a variety of technical assistance to communities in Clinton, Essex, Hamilton, Warren, and Washington Counties including planning, economic development, and grant writing and administration. Additionally, the LCLGRP operates a small business revolving loan fund and the Small Business Technical Assistance Program (SBTA) where business owners can receive free technical assistance from a business consulting professional <https://www.lclgrp.org/>.

**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

12928 (Crown Point, NY)  
 12928 (Crown Point, NY)  
 Geography: ZIP Code

Data for all businesses in area		12928 (Crown ...			
Total Businesses:		75			
Total Employees:		434			
Total Residential Population:		1,928			
Employee/Residential Population Ratio (per 100 Residents)		23			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		5	6.7%	21	4.8%
Construction		7	9.3%	16	3.7%
Manufacturing		1	1.3%	8	1.8%
Transportation		3	4.0%	12	2.8%
Communication		6	8.0%	58	13.4%
Utility		0	0.0%	0	0.0%
Wholesale Trade		2	2.7%	14	3.2%
Retail Trade Summary		11	14.7%	37	8.5%
Home Improvement		1	1.3%	3	0.7%
General Merchandise Stores		0	0.0%	0	0.0%
Food Stores		1	1.3%	5	1.2%
Auto Dealers & Gas Stations		4	5.3%	11	2.5%
Apparel & Accessory Stores		0	0.0%	0	0.0%
Furniture & Home Furnishings		0	0.0%	0	0.0%
Eating & Drinking Places		2	2.7%	8	1.8%
Miscellaneous Retail		3	4.0%	10	2.3%
Finance, Insurance, Real Estate Summary		2	2.7%	5	1.2%
Banks, Savings & Lending Institutions		1	1.3%	4	0.9%
Securities Brokers		0	0.0%	0	0.0%
Insurance Carriers & Agents		0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices		1	1.3%	1	0.2%
Services Summary		27	36.0%	169	38.9%
Hotels & Lodging		3	4.0%	10	2.3%
Automotive Services		1	1.3%	2	0.5%
Movies & Amusements		3	4.0%	24	5.5%
Health Services		2	2.7%	11	2.5%
Legal Services		0	0.0%	0	0.0%
Education Institutions & Libraries		2	2.7%	66	15.2%
Other Services		16	21.3%	56	12.9%
Government		8	10.7%	94	21.7%
Unclassified Establishments		3	4.0%	0	0.0%
Totals		75	100.0%	434	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

12928 (Crown Point, NY)  
 12928 (Crown Point, NY)  
 Geography: ZIP Code

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	5.3%	19	4.4%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	8	10.7%	19	4.4%
Manufacturing	2	2.7%	13	3.0%
Wholesale Trade	2	2.7%	14	3.2%
Retail Trade	8	10.7%	24	5.5%
Motor Vehicle & Parts Dealers	3	4.0%	6	1.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building Material & Garden Equipment & Supplies Dealers	1	1.3%	3	0.7%
Food & Beverage Stores	0	0.0%	0	0.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations & Fuel Dealers	2	2.7%	11	2.5%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%
Sporting Goods, Hobby, Book, & Music Stores	2	2.7%	4	0.9%
General Merchandise Stores	0	0.0%	0	0.0%
Transportation & Warehousing	2	2.7%	11	2.5%
Information	8	10.7%	65	15.0%
Finance & Insurance	1	1.3%	4	0.9%
Central Bank/Credit Intermediation & Related Activities	1	1.3%	4	0.9%
Securities & Commodity Contracts	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	2	2.7%	2	0.5%
Professional, Scientific & Tech Services	4	5.3%	7	1.6%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	1	1.3%	6	1.4%
Educational Services	1	1.3%	65	15.0%
Health Care & Social Assistance	3	4.0%	25	5.8%
Arts, Entertainment & Recreation	4	5.3%	26	6.0%
Accommodation & Food Services	5	6.7%	18	4.1%
Accommodation	3	4.0%	10	2.3%
Food Services & Drinking Places	2	2.7%	8	1.8%
Other Services (except Public Administration)	9	12.0%	22	5.1%
Automotive Repair & Maintenance	1	1.3%	2	0.5%
Public Administration	8	10.7%	94	21.7%
Unclassified Establishments	3	4.0%	0	0.0%
<b>Total</b>	<b>75</b>	<b>100.0%</b>	<b>434</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

12928 (Crown Point, NY)  
 12928 (Crown Point, NY)  
 Geography: ZIP Code

Demographic Summary	2023	2028
Population	1,928	1,852
Population 18+	1,581	1,507
Households	805	792
Median Household Income	\$73,984	\$81,166

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	1,064	67.3%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days	329	20.8%	101
Spent \$1-30 at Family Restaurant/Steak House/30 Days	103	6.5%	98
Spent \$31-50 at Family Restaurant/Steak House/30 Days	134	8.5%	99
Spent \$51-100 at Family Restaurant/Steak House/30 Days	268	17.0%	114
Spent \$101-200 at Family Restaurant/Steak House/30 Days	173	10.9%	112
Spent \$201+ at Family Restaurant/Steak House/30 Days	57	3.6%	73
Spent \$1-100 at Fine Dining Restaurants/30 Days	37	2.3%	78
Spent \$101-200 at Fine Dining Restaurants/30 Days	19	1.2%	52
Spent \$201+ at Fine Dining Restaurants/30 Days	18	1.1%	57
Went for Breakfast at Family Restaurant/Steak House/6 Mo	145	9.2%	90
Went for Lunch at Family Restaurant/Steak House/6 Mo	281	17.8%	109
Went for Dinner at Family Restaurant/Steak House/6 Mo	698	44.1%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo	17	1.1%	76
Went on Workday to Family Restaurant/Steak House/6 Mo	518	32.8%	110
Went on Weekend to Family Restaurant/Steak House/6 Mo	535	33.8%	92
Went to Applebee's/6 Mo	242	15.3%	115
Went to Bob Evans/6 Mo	37	2.3%	104
Went to Buffalo Wild Wings/6 Mo	120	7.6%	94
Went to California Pizza Kitchen/6 Mo	7	0.4%	32
Went to Carrabba's/6 Mo	25	1.6%	81
Went to The Cheesecake Factory/6 Mo	53	3.4%	54
Went to Chili's Grill & Bar/6 Mo	135	8.5%	95
Went to Cracker Barrel/6 Mo	271	17.1%	175
Went to Denny's/6 Mo	67	4.2%	75
Went to Golden Corral/6 Mo	62	3.9%	134
Went to IHOP/6 Mo	102	6.5%	90
Went to Logan's Roadhouse/6 Mo	59	3.7%	216
Went to Longhorn Steakhouse/6 Mo	117	7.4%	134
Went to Olive Garden/6 Mo	239	15.1%	111
Went to Outback Steakhouse/6 Mo	112	7.1%	101
Went to Red Lobster/6 Mo	127	8.0%	130
Went to Red Robin/6 Mo	67	4.2%	84
Went to Ruby Tuesday/6 Mo	47	3.0%	179
Went to Texas Roadhouse/6 Mo	195	12.3%	115
Went to T.G.I. Friday's/6 Mo	36	2.3%	104
Went to Waffle House/6 Mo	89	5.6%	128
Went to Fast Food/Drive-In Restaurant/6 Mo	1,453	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	630	39.8%	102
Spent \$1-10 at Fast Food Restaurant/30 Days	78	4.9%	120
Spent \$11-20 at Fast Food Restaurant/30 Days	144	9.1%	108
Spent \$21-40 at Fast Food Restaurant/30 Days	260	16.4%	99
Spent \$41-50 at Fast Food Restaurant/30 Days	165	10.4%	113
Spent \$51-100 at Fast Food Restaurant/30 Days	342	21.6%	105
Spent \$101-200 at Fast Food Restaurant/30 Days	186	11.8%	95
Spent \$201+ at Fast Food Restaurant/30 Days	69	4.4%	84
Ordered Eat-In Fast Food/6 Mo	357	22.6%	110

**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

12928 (Crown Point, NY)  
 12928 (Crown Point, NY)  
 Geography: ZIP Code

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	149	9.4%	70
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,017	64.3%	110
Ordered Take-Out/Walk-In Fast Food/6 Mo	273	17.3%	77
Bought Breakfast at Fast Food Restaurant/6 Mo	620	39.2%	112
Bought Lunch at Fast Food Restaurant/6 Mo	969	61.3%	114
Bought Dinner at Fast Food Restaurant/6 Mo	828	52.4%	97
Bought Snack at Fast Food Restaurant/6 Mo	185	11.7%	88
Bought from Fast Food Restaurant on Weekday/6 Mo	1,134	71.7%	109
Bought from Fast Food Restaurant on Weekend/6 Mo	777	49.1%	94
Bought A&W/6 Mo	27	1.7%	83
Bought Arby`s/6 Mo	388	24.5%	137
Bought Baskin-Robbins/6 Mo	32	2.0%	65
Bought Boston Market/6 Mo	12	0.8%	39
Bought Burger King/6 Mo	531	33.6%	120
Bought Captain D`s/6 Mo	90	5.7%	203
Bought Carl`s Jr./6 Mo	32	2.0%	43
Bought Checkers/6 Mo	28	1.8%	72
Bought Chick-Fil-A/6 Mo	485	30.7%	94
Bought Chipotle Mexican Grill/6 Mo	109	6.9%	43
Bought Chuck E. Cheese`s/6 Mo	10	0.6%	61
Bought Church`s Fried Chicken/6 Mo	38	2.4%	74
Bought Cold Stone Creamery/6 Mo	21	1.3%	47
Bought Dairy Queen/6 Mo	322	20.4%	134
Bought Del Taco/6 Mo	27	1.7%	52
Bought Domino`s Pizza/6 Mo	221	14.0%	87
Bought Dunkin` Donuts/6 Mo	165	10.4%	70
Bought Five Guys/6 Mo	106	6.7%	69
Bought Hardee`s/6 Mo	175	11.1%	216
Bought Jack in the Box/6 Mo	78	4.9%	73
Bought Jersey Mike`s/6 Mo	62	3.9%	54
Bought Jimmy John`s/6 Mo	78	4.9%	84
Bought KFC/6 Mo	334	21.1%	122
Bought Krispy Kreme Doughnuts/6 Mo	110	7.0%	101
Bought Little Caesars/6 Mo	233	14.7%	126
Bought Long John Silver`s/6 Mo	61	3.9%	163
Bought McDonald`s/6 Mo	828	52.4%	104
Bought Panda Express/6 Mo	124	7.8%	65
Bought Panera Bread/6 Mo	124	7.8%	61
Bought Papa John`s/6 Mo	122	7.7%	95
Bought Papa Murphy`s/6 Mo	46	2.9%	81
Bought Pizza Hut/6 Mo	225	14.2%	116
Bought Popeyes Chicken/6 Mo	172	10.9%	78
Bought Sonic Drive-In/6 Mo	292	18.5%	157
Bought Starbucks/6 Mo	205	13.0%	63
Bought Steak `N Shake/6 Mo	55	3.5%	119
Bought Subway/6 Mo	368	23.3%	108
Bought Taco Bell/6 Mo	480	30.4%	112
Bought Wendy`s/6 Mo	451	28.5%	109
Bought Whataburger/6 Mo	81	5.1%	86
Bought White Castle/6 Mo	23	1.5%	59
Bought Wing-Stop/6 Mo	23	1.5%	43

**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

12928 (Crown Point, NY)  
12928 (Crown Point, NY)  
Geography: ZIP Code

Went to Fine Dining Restaurant/6 Mo	151	9.6%	79
Went to Fine Dining Restaurant/30 Days	102	6.5%	71
Went to Fine Dining Restaurant 2+ Times/30 Days	41	2.6%	63
Used DoorDash Site/App for Take-Out/Del/30 Days	85	5.4%	46
Used Grubhub Site/App for Take-Out/Del/30 Days	30	1.9%	35
Used Postmates Site/App for Take-Out/Del/30 Days	7	0.4%	26
Used Restrnt Site/App for Take-Out/Del/30 Days	267	16.9%	76
Used Uber Eats Site/App for Take-Out/Del/30 Days	40	2.5%	39
Used Yelp Site/App for Take-Out/Del/30 Days	17	1.1%	65

**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

12928 (Crown Point, NY)  
 12928 (Crown Point, NY)  
 Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rooted Rural (10B)	68.4%	Population	1,928	1,852
The Great Outdoors (6C)	31.6%	Households	805	792
	0.0%	Families	536	526
	0.0%	Median Age	45.3	47.0
	0.0%	Median Household Income	\$73,984	\$81,166
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		83	\$1,814.48	\$1,460,656
Men's		79	\$325.17	\$261,760
Women's		84	\$630.10	\$507,228
Children's		87	\$287.37	\$231,332
Footwear		77	\$384.95	\$309,884
Watches & Jewelry		90	\$152.11	\$122,449
Apparel Products and Services (1)		78	\$34.79	\$28,004
<b>Computer</b>				
Computers and Hardware for Home Use		79	\$201.25	\$162,007
Portable Memory		92	\$4.23	\$3,404
Computer Software		71	\$10.29	\$8,280
Computer Accessories		82	\$20.44	\$16,457
<b>Entertainment &amp; Recreation</b>		102	\$3,860.41	\$3,107,634
Fees and Admissions		70	\$498.65	\$401,413
Membership Fees for Clubs (2)		73	\$201.63	\$162,314
Fees for Participant Sports, excl. Trips		70	\$84.01	\$67,627
Tickets to Theatre/Operas/Concerts		74	\$40.37	\$32,498
Tickets to Movies		66	\$18.14	\$14,603
Tickets to Parks or Museums		80	\$22.28	\$17,938
Admission to Sporting Events, excl. Trips		70	\$41.10	\$33,086
Fees for Recreational Lessons		62	\$90.56	\$72,900
Dating Services		52	\$0.56	\$447
TV/Video/Audio		107	\$1,454.14	\$1,170,584
Cable and Satellite Television Services		119	\$1,021.50	\$822,305
Televisions		92	\$134.01	\$107,879
Satellite Dishes		115	\$1.96	\$1,577
VCRs, Video Cameras, and DVD Players		85	\$4.11	\$3,308
Miscellaneous Video Equipment		71	\$9.02	\$7,264
Video Cassettes and DVDs		87	\$5.65	\$4,550
Video Game Hardware/Accessories		85	\$34.06	\$27,420
Video Game Software		81	\$15.66	\$12,610
Rental/Streaming/Downloaded Video		86	\$106.11	\$85,415
Installation of Televisions		61	\$0.98	\$786
Audio (3)		86	\$115.97	\$93,353
Rental and Repair of TV/Radio/Sound Equipment		184	\$5.11	\$4,117
Pets		122	\$1,125.20	\$905,783
Toys/Games/Crafts/Hobbies (4)		94	\$148.86	\$119,829
Recreational Vehicles and Fees (5)		127	\$190.12	\$153,046
Sports/Recreation/Exercise Equipment (6)		96	\$269.16	\$216,676
Photo Equipment and Supplies (7)		81	\$38.02	\$30,604
Reading (8)		90	\$114.20	\$91,932
Catered Affairs (9)		73	\$22.07	\$17,765
<b>Food</b>		97	\$10,188.77	\$8,201,956
Food at Home		101	\$6,842.11	\$5,507,898
Bakery and Cereal Products		102	\$901.19	\$725,456
Meats, Poultry, Fish, and Eggs		101	\$1,479.72	\$1,191,171
Dairy Products		103	\$675.16	\$543,504
Fruits and Vegetables		96	\$1,284.30	\$1,033,863
Snacks and Other Food at Home (10)		102	\$2,501.74	\$2,013,903
Food Away from Home		90	\$3,346.66	\$2,694,058
Alcoholic Beverages		81	\$546.35	\$439,814

**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

12928 (Crown Point, NY)  
 12928 (Crown Point, NY)  
 Geography: ZIP Code

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	82	\$32,086.50	\$25,829,632
Value of Retirement Plans	91	\$128,458.93	\$103,409,438
Value of Other Financial Assets	93	\$7,965.75	\$6,412,426
Vehicle Loan Amount excluding Interest	110	\$3,992.19	\$3,213,715
Value of Credit Card Debt	94	\$2,987.86	\$2,405,226
<b>Health</b>			
Nonprescription Drugs	126	\$214.91	\$173,006
Prescription Drugs	134	\$494.70	\$398,237
Eyeglasses and Contact Lenses	112	\$124.38	\$100,126
<b>Home</b>			
Mortgage Payment and Basics (11)	89	\$11,517.86	\$9,271,880
Maintenance and Remodeling Services	100	\$3,783.61	\$3,045,806
Maintenance and Remodeling Materials (12)	151	\$1,184.04	\$953,152
Utilities, Fuel, and Public Services	111	\$6,453.95	\$5,195,429
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	91	\$110.80	\$89,193
Furniture	95	\$783.02	\$630,328
Rugs	99	\$41.35	\$33,288
Major Appliances (14)	111	\$587.99	\$473,336
Housewares (15)	85	\$91.07	\$73,314
Small Appliances	91	\$65.98	\$53,115
Luggage	83	\$11.94	\$9,611
Telephones and Accessories	114	\$122.69	\$98,763
<b>Household Operations</b>			
Child Care	69	\$354.46	\$285,342
Lawn and Garden (16)	118	\$793.09	\$638,441
Moving/Storage/Freight Express	93	\$83.69	\$67,368
Housekeeping Supplies (17)	105	\$982.02	\$790,526
<b>Insurance</b>			
Owners and Renters Insurance	121	\$943.40	\$759,437
Vehicle Insurance	108	\$2,338.06	\$1,882,136
Life/Other Insurance	110	\$763.10	\$614,297
Health Insurance	113	\$5,579.33	\$4,491,364
Personal Care Products (18)	89	\$491.60	\$395,739
School Books and Supplies (19)	95	\$127.48	\$102,620
Smoking Products	158	\$684.01	\$550,626
<b>Transportation</b>			
Payments on Vehicles excluding Leases	113	\$3,406.43	\$2,742,173
Gasoline and Motor Oil	116	\$2,946.55	\$2,371,974
Vehicle Maintenance and Repairs	105	\$1,373.54	\$1,105,696
<b>Travel</b>			
Airline Fares	76	\$355.50	\$286,178
Lodging on Trips	97	\$698.94	\$562,648
Auto/Truck Rental on Trips	75	\$59.51	\$47,908
Food and Drink on Trips	91	\$509.04	\$409,779

**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.

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## Retail Goods and Services Expenditures

12928 (Crown Point, NY)  
12928 (Crown Point, 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.

**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 Market Potential

12928 (Crown Point, NY)  
 12928 (Crown Point, NY)  
 Geography: ZIP Code

Demographic Summary	2023	2028
Population	1,928	1,852
Population 18+	1,581	1,507
Households	805	792
Median Household Income	\$73,984	\$81,166

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	999	63.2%	103
Bought Women`s Clothing/12 Mo	800	50.6%	98
Bought Shoes/12 Mo	1,149	72.7%	98
Bought Fine Jewelry/12 Mo	286	18.1%	88
Bought Watch/12 Mo	202	12.8%	92
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	771	95.8%	105
HH Bought or Leased New Vehicle/12 Mo	82	10.2%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	1,493	94.4%	104
Bought or Changed Motor Oil/12 Mo	932	59.0%	115
Had Vehicle Tune-Up/12 Mo	385	24.4%	98
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	628	39.7%	107
Drank Beer or Ale/6 Mo	547	34.6%	87
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	189	12.0%	109
Own Digital SLR Camera or Camcorder	163	10.3%	95
Printed Digital Photos/12 Mo	428	27.1%	100
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	558	35.3%	101
Have a Smartphone	1,427	90.3%	96
Have Android Phone (Any Brand) Smartphone	677	42.8%	111
Have Apple iPhone Smartphone	751	47.5%	84
HH Owns 1 Cell Phone	203	25.2%	83
HH Owns 2 Cell Phones	371	46.1%	118
HH Owns 3+ Cell Phones	212	26.3%	92
HH Has Cell Phone Only (No Landline Telephone)	528	65.6%	96
<b>Computers (Households)</b>			
HH Owns Computer	649	80.6%	94
HH Owns Desktop Computer	333	41.4%	103
HH Owns Laptop or Notebook	519	64.5%	92
HH Owns Apple/Mac Brand Computer	124	15.4%	64
HH Owns PC/Non-Apple Brand Computer	579	71.9%	101
HH Purchased Most Recent Home Computer at Store	324	40.2%	103
HH Purchased Most Recent Home Computer Online	195	24.2%	88
HH Spent \$1-499 on Most Recent Home Computer	147	18.3%	115
HH Spent \$500-999 on Most Recent Home Computer	162	20.1%	99
HH Spent \$1K-1499 on Most Recent Home Computer	75	9.3%	77
HH Spent \$1500-1999 on Most Recent Home Computer	29	3.6%	78
HH Spent \$2K+ on Most Recent Home Computer	23	2.9%	53

**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

12928 (Crown Point, NY)  
 12928 (Crown Point, 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	1,081	68.4%	107
Bought Brewed Coffee at C-Store/30 Days	228	14.4%	120
Bought Cigarettes at C-Store/30 Days	127	8.0%	132
Bought Gas at C-Store/30 Days	805	50.9%	129
Spent \$1-19 at C-Store/30 Days	99	6.3%	85
Spent \$20-39 at C-Store/30 Days	129	8.2%	83
Spent \$40-50 at C-Store/30 Days	141	8.9%	115
Spent \$51-99 at C-Store/30 Days	96	6.1%	99
Spent \$100+ at C-Store/30 Days	440	27.8%	133
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	480	30.4%	82
Went to Live Theater/12 Mo	82	5.2%	76
Went to Bar or Night Club/12 Mo	206	13.0%	80
Dined Out/12 Mo	836	52.9%	101
Gambled at Casino/12 Mo	124	7.8%	73
Visited Theme Park/12 Mo	152	9.6%	83
Viewed Movie (Video-on-Demand)/30 Days	118	7.5%	67
Viewed TV Show (Video-on-Demand)/30 Days	83	5.2%	69
Used Internet to Download Movie/30 Days	88	5.6%	92
Downloaded Individual Song/6 Mo	276	17.5%	87
Used Internet to Watch Movie/30 Days	409	25.9%	76
Used Internet to Watch TV Program/30 Days	254	16.1%	73
Played (Console) Video or Electronic Game/12 Mo	174	11.0%	86
Played (Portable) Video or Electronic Game/12 Mo	113	7.1%	108
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	565	35.7%	94
Used ATM or Cash Machine/12 Mo	923	58.4%	92
Own Any Stock	182	11.5%	77
Own U.S. Savings Bonds	80	5.1%	71
Own Shares in Mutual Fund (Stocks)	167	10.6%	77
Own Shares in Mutual Fund (Bonds)	95	6.0%	70
Have Interest Checking Account	628	39.7%	101
Have Non-Interest Checking Account	624	39.5%	104
Have Savings Account	1,150	72.7%	98
Have 401(k) Retirement Savings Plan	310	19.6%	80
Own or Used Any Credit/Debit Card/12 Mo	1,477	93.4%	101
Avg \$1-110 Monthly Credit Card Expenditures	222	14.0%	123
Avg \$111-225 Monthly Credit Card Expenditures	144	9.1%	119
Avg \$226-450 Monthly Credit Card Expenditures	117	7.4%	80
Avg \$451-700 Monthly Credit Card Expenditures	122	7.7%	84
Avg \$701-1000 Monthly Credit Card Expenditures	112	7.1%	87
Avg \$1001-2000 Monthly Credit Card Expenditures	160	10.1%	86
Avg \$2001+ Monthly Credit Card Expenditures	138	8.7%	79
Did Banking Online/12 Mo	883	55.9%	95
Did Banking by Mobile Device/12 Mo	704	44.5%	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

12928 (Crown Point, NY)  
 12928 (Crown Point, 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	780	96.9%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	575	71.4%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	139	17.3%	117
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	495	61.5%	102
HH Used Fresh Fruit or Vegetables/6 Mo	697	86.6%	98
HH Used Fresh Milk/6 Mo	700	87.0%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	495	61.5%	72
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	642	40.6%	83
Exercise at Club 2+ Times/Wk	108	6.8%	58
Visited Doctor/12 Mo	1,258	79.6%	100
Used Vitamins or Dietary Supplements/6 Mo	1,040	65.8%	100
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	347	43.1%	109
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	214	26.6%	87
HH Purchased Low Ticket HH Furnishing/12 Mo	175	21.7%	89
HH Purchased Big Ticket HH Furnishing/12 Mo	216	26.8%	94
HH Bought Small Kitchen Appliance/12 Mo	203	25.2%	97
HH Bought Large Kitchen Appliance/12 Mo	139	17.3%	106
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	834	52.8%	103
Personally Carry Any Med/Hosp/Accident Insur	1,367	86.5%	101
Homeowner Carries Home/Personal Property Insurance	1,112	70.3%	114
Renter Carries Home/Pers Property Insurance	128	8.1%	68
HH Has 1 Vehicle Covered w/Auto Insurance	200	24.8%	81
HH Has 2 Vehicles Covered w/Auto Insurance	263	32.7%	100
HH Has 3+ Vehicles Covered w/Auto Insurance	297	36.9%	140
<b>Pets (Households)</b>			
HH Owns Cat	318	39.5%	171
HH Owns Dog	471	58.5%	148
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	214	13.5%	73
Buying American Is Important: 4-Agr Cmpl	680	43.0%	134
Buy Based on Quality Not Price: 4-Agr Cmpl	220	13.9%	92
Buy on Credit Rather Than Wait: 4-Agr Cmpl	163	10.3%	81
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	203	12.8%	116
Will Pay More for Env Safe Prods: 4-Agr Cmpl	134	8.5%	70
Buy Based on Price Not Brands: 4-Agr Cmpl	454	28.7%	106
Am Interested in How to Help Env: 4-Agr Cmpl	214	13.5%	73
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	273	17.3%	91
Bought Hardcover Book/12 Mo	431	27.3%	101
Bought Paperback Book/12 Mo	538	34.0%	100
Read Daily Newspaper (Paper Version)	243	15.4%	100
Read Digital Newspaper/30 Days	632	40.0%	79
Read Magazine (Paper/Electronic Vers)/6 Mo	1,333	84.3%	97

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# Retail Market Potential

12928 (Crown Point, NY)  
 12928 (Crown Point, NY)  
 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	1,064	67.3%	102
Went to Family Restrn/SteakHse 4+ Times/30 Days	329	20.8%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	1,453	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	630	39.8%	102
Ordered Eat-In Fast Food/6 Mo	357	22.6%	110
Ordered Home Delivery Fast Food/6 Mo	149	9.4%	70
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,017	64.3%	110
Ordered Take-Out/Walk-In Fast Food/6 Mo	273	17.3%	77
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	871	55.1%	93
Own E-Reader	217	13.7%	96
Own E-Reader/Tablet: Apple iPad	476	30.1%	81
HH Owns Internet Connectable TV	331	41.1%	95
Own Portable MP3 Player	174	11.0%	98
HH Owns 1 TV	124	15.4%	85
HH Owns 2 TVs	229	28.4%	101
HH Owns 3 TVs	208	25.8%	113
HH Owns 4+ TVs	176	21.9%	97
HH Subscribes to Cable TV	157	19.5%	57
HH Subscribes to Fiber Optic TV	16	2.0%	38
HH Owns Portable GPS Device	215	26.7%	128
HH Purchased Video Game System/12 Mo	38	4.7%	59
HH Owns Internet Video Device for TV	381	47.3%	90
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	827	52.3%	97
Took 3+ Domestic Non-Business Trips/12 Mo	222	14.0%	101
Spent \$1-999 on Domestic Vacations/12 Mo	203	12.8%	94
Spent \$1K-1499 on Domestic Vacations/12 Mo	89	5.6%	88
Spent \$1500-1999 on Domestic Vacations/12 Mo	53	3.4%	88
Spent \$2K-2999 on Domestic Vacations/12 Mo	63	4.0%	100
Spent \$3K+ on Domestic Vacations/12 Mo	94	5.9%	90
Used Intrnt Travel Site for Domestic Trip/12 Mo	64	4.0%	73
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	329	20.8%	63
Took 3+ Foreign Trips by Plane/3 Yrs	47	3.0%	41
Spent \$1-999 on Foreign Vacations/12 Mo	83	5.2%	68
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	31	2.0%	64
Spent \$3K+ on Foreign Vacations/12 Mo	38	2.4%	57
Used General Travel Site: Foreign Trip/3 Yrs	60	3.8%	60
Spent Night at Hotel or Motel/12 Mo	686	43.4%	96
Took Cruise of More Than One Day/3 Yrs	126	8.0%	79
Member of Frequent Flyer Program	261	16.5%	60
Member of Hotel Rewards Program	381	24.1%	84

**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.