Section 2: Introduction

Manheim Borough and Rapho and Penn Townships make up the Manheim Central Region. This Comprehensive Plan updates the 1993 Manheim Central Region Comprehensive Plan – a thorough and innovative document. It codified the first urban growth area (UGA) in Lancaster County and designated Penryn as a village growth area – a progressive step toward protecting and enhancing the community character of downtown Manheim Borough and, conversely, the rural areas in Rapho and Penn Townships. It also resulted in the formation of the Manheim Central Recreation Commission (MC Rec) to manage the Region's recreational facilities and programs. In 2000, the Region completed a Strategic Update to the 1993 Plan that identified progress since the original Plan's adoption and recommended further actions and strategies needed to facilitate continued implementation of the initiatives identified in 1993.

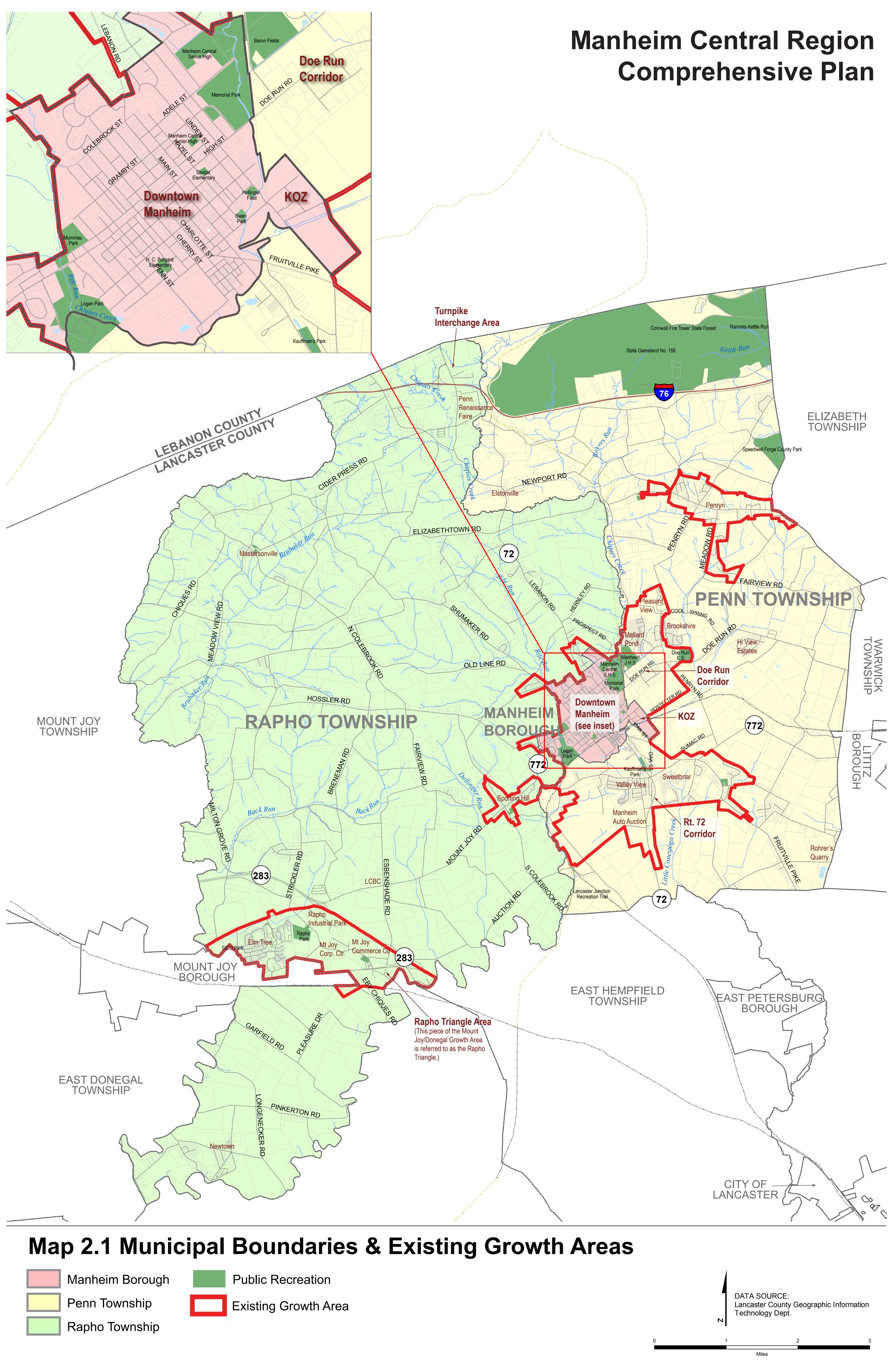
See Map 2.1: Municipal Boundaries and Current Growth Areas for individual municipal boundaries and existing designated growth areas.

Planning Process

A Comprehensive Plan Steering Committee made up of residents, planning commissioners, elected officials, municipal and school district staff and staff from the Lancaster County Planning Commission guided the planning process. The Committee met regularly during the project to review information, develop goals and objectives, and ultimately, set the policies and strategies presented in this document. In addition to the Steering Committee meetings, community input was sought through stakeholder interviews, community workshops and meetings with elected and appointed officials from each municipality and the School Board.

A community visioning workshop was held in April 2009 to explore issues raised by the Steering Committee and to refine emerging Plan goals, objectives and strategies. Feedback from the workshop largely reinforced Steering Committee recommendations. Major issues and goals identified in the workshop included:

- Preservation of the designated growth areas as tools to contain development and preserve agricultural land
- Revitalization of the Borough's downtown
- Encouragement of green building practices
- Preservation of historic resources in the Borough
- Implementation of new economic incentives to support agriculture in the Region
- Improvements to the Manheim Borough Authority's wastewater treatment plant participants identified this as a regional priority, not simply a Borough issue
- Long-term recreation plan for the Region
- Additional protections for water quality, with strong support for development restrictions in floodplains and wetlands and buffering of stream banks as tools to improve water quality
- Improved stormwater management



Using This Document

Following this introduction, the Plan is made up of a set of Plan "elements" that address the range of land use and policy issues affecting the Manheim Central Region today and into the future. Each element contains background information on its topic area, a list of Plan goals and objectives for that topic and a description of the strategies each regional partner should undertake to implement the Plan's goals and objectives. Most strategies can be undertaken by each partner individually. Where a regional effort is required, we have attempted to describe potential tools for working together. The Plan includes a "community profile" in **Appendix A** that summarizes the demographic, housing and economic development research completed during the planning process to understand current conditions and trends for the future.

Regional Context

The Manheim Central Region is comprised of Manheim Borough, Penn Township, and Rapho Township, and is situated in north central Lancaster County in south central Pennsylvania. The region is located approximately ten miles north-northwest of the City of Lancaster, which serves as the County seat of government. The Manheim Central Region contains a total land area of 78 square miles, including the 47 square miles comprising Rapho Township, which is the largest municipality in Lancaster County.

The Region's boundaries are primarily determined by man-made lines, with the exception of the western and southwestern boundary, which follows Chiques Creek along the south and Little Chiques Creek along the west. The Region is contiguous to Mount Joy Township, Mount Joy Borough and East Donegal Township on the west; West Hempfield, East Hempfield and Manheim Townships to the south; Warwick and Elizabeth Townships on the east; and South Londonderry, South Lebanon, and West Cornwall Townships and Cornwall Borough in Lebanon County to the north.

The Manheim Central Region is geographically and economically linked with the Lancaster urbanized area; however, it has a strong secondary link with Lebanon County. Pennsylvania Route 72 is the primary transportation link connecting the Manheim Central Region with the Lancaster and Lebanon metropolitan areas.

As part of the Lancaster and Lebanon metropolitan areas, residents of the Manheim Central Region enjoy excellent access to many of the large metropolitan areas of the eastern United States. Interstate 76 (Pennsylvania Turnpike), U.S. 222, U.S. 30, U.S. 322 and Pennsylvania Route 283 provide convenient access that links Lancaster County with Philadelphia, Baltimore, New York, Wilmington, Pittsburgh and Washington DC. In addition, many important regional roadways directly connect Lancaster County to nearby cities. York, Harrisburg, Reading and Lebanon are less than an hour's driving time from Lancaster City and the Manheim Central Region.

Historic Review

The Manheim Central Region possesses a rich heritage. Within the Region, each municipality has its own unique history, which has contributed to the historic evolution of the Region as a whole. The following is a brief history of the development of each municipality within the Region:

Manheim Borough

The present Manheim Borough, once the town of Manheim in Rapho Township, was founded and laid out by Henry William Stiegel in 1762. The name Manheim was chosen after the German city of the same name. Stiegel established the first industry in the town, the famous Stiegel glassworks, which attracted Swiss and German immigrants to the town. During the nineteenth century, the town primarily acted as a center for the surrounding rural population. In 1838, Manheim was incorporated as a borough with a population of approximately 600. Several small industries came to Manheim during the 1800s, including cabinet-making and clock-making, but they did little to change the rural nature of the Borough.

The arrival of the Reading Railroad in the 1860s brought new prosperity with prominent milling and lumber processing industries. By the turn of the century, Manheim Borough already had a public water system, electricity and telephone service. The Census of 1890 showed a population of more than 2,000. Many new industries appeared in Manheim between 1890 and 1920.

As the twentieth century progressed, the increased rate of technological advances was accompanied by a corresponding increase in the rate of change and growth within the Borough. The problems of the Borough became increasingly complex. Automotive transportation created a growing need for additional and improved streets. New and larger industrial operations needed room for expansion. Demands for housing increased and, as the population grew, the number of commercial establishments to serve local residents with good and services increased.

Penn Township

Most of the land in the present Penn Township was split off from a larger Warwick Township in 1846. It also appears that some parts of a larger Rapho Township, mostly in the vicinity of Mount Hope, were annexed to Penn Township during the nineteenth century. Most of the first settlers in Penn Township were of Germanic or Swiss ancestry and began arriving around 1735. These early settlers located along the foot of the Furnace Hills. They slowly extended their landholding southward toward what is now White Oak (settled in 1794). Penryn, famous for the White Oak Church, is the oldest town in the Township, being founded in the 1730s. Limerock, founded by the Dr. J, C. Brobst in 1880, was originally established to take advantage of the abundant limestone found in the southeast corner of the Township. The quarried Limestone was shipped commercially via railroad to other parts of the country.

Mount Hope was an early post town with a stagecoach stop. Mount Hope also contained the Mount Hope Chemical Charcoal Works. This important industry produced some of the earliest smelting of iron ore in Lancaster County. The village of Elm was originally called Penn and was well-known for the tavern established there. Molly Plasterer's Tavern was a rendezvous for iron workers when the forges and furnaces were in full blast and a headquarters for mountaineers.

Today, Penn Township has evolved into a growing suburban area, strongly influenced by its proximity to both Manheim and Lititz Boroughs, as well as the Lancaster urbanized area.

Rapho Township

Rapho Township was organized as a political entity in 1741 when it was separated from Donegal Township, one of the seventeen original townships of Lancaster County formed in 1729. The name Rapho was derived from a parish of the same name in Donegal County, Ireland. Originally, Manheim Borough was part of Rapho Township.

The first settlers in Rapho Township were of Scotch-Irish descent and settled in the southern portion of the Township. The northern section was settled by Swiss and Germans. One of the first significant settlers was William Patterson, a member of the Second Battalion of the Pennsylvania Militia, who settled on 300 acres in the southern part of the Township. In 1721, another settler, Samuel Scott, built the Chiques Hotel along the Chiques Creek. It should be noted that George Washington was a guest of this hotel.

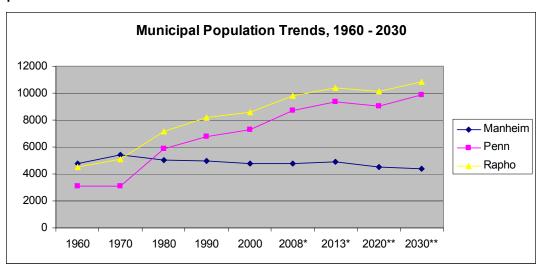
The towns within Rapho Township, with the exception of Manheim (which later became a borough), have never played important roles. Sporting Hill, west of Manheim, was originally called Casseltown. It was founded by David Cassel about 1800. Mastersonville was founded by Thomas Masterson about 1820. Newtown, a small crossroads community is located in the extreme southern portion of Rapho Township.

Demographic Summary

Unless otherwise stated all data comes from the 2000 US Census or ESRI Data. ESRI is a private firm that uses Census data and proprietary sources to provide updated demographic data between Census years. For more information on demographic and economic characteristics of the Region, please see Appendix A: Community Profile.

An understanding of the size and nature of the population of an area is essential to making decisions about land use, housing, and the provision of services for residents. This section presents an overview of the characteristics of the Region's current and projected population. Because it has been 10 years since the last Census, current statistics and projections are difficult to obtain at the municipal level. State and federal entities typically do not prepare estimates or projections at this level, so data from local sources, projections by Lancaster County, figures from reliable private sources and extrapolations from Census data have been used as necessary.

Population Trends



Sources: 1960-2000, U.S. Census, 2008* and 2013*, ERSI, 2020** and 2030**, Lancaster County Planning Commission

The Region has seen marked growth in the past fifty years, and continued moderate growth is projected through 2030, which is the Lancaster County planning horizon. For much of the first part of the twentieth century the Region could be characterized as a rural, agricultural area, surrounding the small, urban municipality of Manheim Borough. However, as the graph above indicates this

description changed as the last century drew to a close. The population of Manheim has declined somewhat since 1970, though the estimated near-term projections indicate some growth. The two townships, however, experienced sharp growth between 1970 and 1980, and have continued to grow since. Projections from the Lancaster County Planning Commission estimate that the population of the two townships is likely to continue to increase at a steady rate while that in the Borough is anticipated to modestly decline between 2010 and 2030.

The population of the Region is expected to double between 1960 and 2030. Penn Township, starting from a smaller base, will triple in population over the period, with an increase of 6,777 persons. Rapho Township will increase by two and one-half times, adding 6,360 people. Penn Township's greatest gain came between 1970 and 1980 when almost 3,000 people moved to the Township, and Penn continues to experience considerable growth.

Rapho Township saw large increases between 1970 and 1980 and again between 1980 and 1990 with a total of over 3,000 persons moving in. Growth slowed in the 1990s, but appears to be accelerating in the first decade of the new century. Historically, the period of greatest regional growth was the 1970s, when more than 4,000 people came to the Region.

Even with growth, figures on the length of time people have lived in their homes reveal that the Region has a stable population base. According to Census data, nearly two-thirds of households resided in the same structure in 1995 as they did in 2000. This compares to only 54 percent for the nation and 60 percent for Lancaster County. About one-quarter of residents new to the Region moved here from another location within Lancaster County. The key message to consider for future planning is that Lancaster County is a desirable place to live, and the County as a whole, and the Manheim Central Region in particular, can expect continued growth pressure.

Age Characteristics

Table 2-1: Age Characteristics below shows the percentage of the population in the three municipalities and the Region by age cohort and compares these figures to County, state and national percentages. There are some noticeable differences among the municipalities and in comparison to the other jurisdictions.

Table 2-1: Age Characteristics

Age				Average of			
Cohort	Manheim	Penn	Rapho	Combined	Lancaster	Pennsylvania	Nation
<5	5.9%	6.5%	6.7%	6.3%	6.9%	5.9%	6.8%
5-9	6.7%	7.4%	7.7%	7.3%	7.6%	6.7%	7.3%
10-14	7.8%	7.8%	8.2%	7.9%	7.7%	7%	7.3%
15-19	6.6%	7.1%	6.9%	6.9%	7.3%	6.9%	7.2%
20-24	5.6%	4.9%	5.1%	5.2%	6.2%	6.1%	6.7%
25-34	13.5%	11.6%	10.5%	11.9%	12.6%	12.7%	14.2%
35-44	16.8%	15.4%	17.5%	16.6%	15.7%	15.9%	16%
45-54	11.9%	15.1%	15.6%	14.2%	13.2%	13.9%	13.4%
55-59	5%	5.5%	5.4%	5.3%	4.8%	5%	4.8%
60-64	4%	4.1%	4.6%	4.2%	3.9%	4.2%	3.8%
65-74	8.9%	7%	7.3%	7.7%	6.9%	7.9%	6.5%
75-84	6.2%	4.9%	3.5%	4.9%	5.2%	5.8%	4.4%
85+	1.3%	2.7%	1%	1.7%	1.9%	1.9%	1.5%
%18+	75.4%	73.9%	72.9%	74.1%	73.4%	76.2%	74.3%
%21+	72.3%	70.1%	69.3%	70.6%	69%	72%	70%
%65+	16.4%	14.6%	11.7%	14.2%	14%	15.6%	12.4%
Median Age	37.6	38.4	37.9	38.0	36.1	38.0	35.3

Though the average percentage of school-age persons is close to national figures, the percentage of young adults (ages 15 to 35) lags the national figures and even that of the state, especially in the 20-24 age cohort. From that cohort forward, the percentages are above the national figures. The result is that the Region has a median age higher than that of the nation, on par with that of the state and above the County figures of 36.1 years. The percentage of seniors (65+) in the Region is slightly higher than that of the County, but still below the state figure.

Interestingly, the Borough has the lowest median age, in part because of the relative strength of the age 20 through 44 cohorts and the small size of its senior cohort. Penn Township has a high percentage of the very elderly because of the presence of several retirement and assisted living facilities.

ESRI, a private firm that uses Census data and proprietary sources to provide updated demographic data, estimates indicate that the numbers of youth will decline in all three municipalities between 2008 and 2013, while the percentages of seniors will increase overall. Both Penn and Rapho Townships are expected to see a noticeable increase in the age cohort of 60 to 64, as current residents "age in place." The percentage of very elderly in Penn Township is anticipated to remain level, though that of Rapho will grow significantly. Manheim is expected to see the increase in the 60-64 age group, as well as an increase in the very elderly. However, the Borough is projected to see a decrease in the percentage of persons aged between 64 and 84.

The overall picture then is one of a growing, but slowly aging, population. The paucity of young adults will continue according to these projections. Manheim will have the youngest median age (39.0) by 2013, and Rapho is expected to have the highest median age despite the fact that it is estimated that approximately 25 percent of the population will be under the age of 18.

Racial and Ethnic Characteristics

According to the 2000 Census, the Region's population is predominantly (more than 95%) White with small percentages of Blacks, Asians and Other Race. The Hispanic population is also very small, relative to national and Lancaster County figures.

However, the 2008 estimates from ESRI show increases in the percentages of Blacks, Asians and Hispanics. The latter group in particular has grown according to these figures, increasing by approximately 60 percent in Manheim and doubling in Rapho Township. The number of Hispanics is small, thus making the percentage increase significant. Projections indicate that the Hispanic population in both Manheim and Penn Township will double between 2000 and 2013, while it will almost triple in Rapho. Though the Region's population will likely not become as diverse as that of the nation in the near future, the area is undergoing racial and ethnic change as the population continues to grow.

Educational Attainment

Educational Attainment figures are important to understanding many aspects of an area, especially assessing the types of jobs and industries that an area can support. The educational attainment figures for the three municipalities and the Region are shown in **Table 2-2: Educational Attainment**.

Table 2-2: Educational Attainment

			Average of			
Manheim	Penn	Rapho	Combined	Lancaster	Pennsylvania	Nation
7.4	9.5	8.4	8.4	9.3	5.5	7.5
16.0	14.6	14.5	15.0	13.4	12.6	12.1
45.8	46.1	48.1	46.7	38.8	38.1	28.6
10.7	10.3	10.8	10.6	13.5	15.5	21.0
3.7	4.4	4.3	4.1	4.5	5.9	6.3
11.2	11.5	9.2	10.6	13.8	14.0	15.5
5.3	3.6	4.7	4.5	6.7	8.4	8.9
76.6	75.9	77.2	76.6	77.4	81.9	80.4
16.5	15.1	13.9	15.2	20.5	22.4	24.4
	7.4 16.0 45.8 10.7 3.7 11.2 5.3 76.6	7.4 9.5 16.0 14.6 45.8 46.1 10.7 10.3 3.7 4.4 11.2 11.5 5.3 3.6 76.6 75.9	7.4 9.5 8.4 16.0 14.6 14.5 45.8 46.1 48.1 10.7 10.3 10.8 3.7 4.4 4.3 11.2 11.5 9.2 5.3 3.6 4.7 76.6 75.9 77.2	Manheim Penn Rapho Combined Combined Combined 7.4 9.5 8.4 8.4 16.0 14.6 14.5 15.0 45.8 46.1 48.1 46.7 10.7 10.3 10.8 10.6 3.7 4.4 4.3 4.1 11.2 11.5 9.2 10.6 5.3 3.6 4.7 4.5 76.6 75.9 77.2 76.6	Manheim Penn Rapho Combined Combined Combined Combined Combined Combined Combined Page 1 Lancaster Combined Lancaster Page 2 7.4 9.5 8.4 8.4 9.3 16.0 14.6 14.5 15.0 13.4 45.8 46.1 48.1 46.7 38.8 10.7 10.3 10.8 10.6 13.5 3.7 4.4 4.3 4.1 4.5 11.2 11.5 9.2 10.6 13.8 5.3 3.6 4.7 4.5 6.7 76.6 75.9 77.2 76.6 77.4	Manheim Penn Rapho Combined

These figures are very revealing. They show a very high percentage of high school graduates relative to state and national figures, and a high percentage of persons with some high school, but no diploma. At the same time, the percentages of persons with a post-secondary education are well below the national and state figures. Thus, the overall attainment level is low relative to state and national figures.

The explanation for this may be attributed to several factors. In part, it is reflective of the "brain drain" that many Pennsylvania and rural communities face as young people leave the area for better jobs elsewhere in the country. In addition, some residents note that young people graduate from high school and go to work in agriculture, feeling that they do not need or want further education. Another factor may be that many of the Region's older residents did not want or need higher education. Finally, in the Region's Mennonite and Amish communities, there is not a perceived need for education past the basics.

However, the influx of new residents may be changing this pattern. The 2008 estimates (there are no projections for 2013) show modest increases in the percentages of persons with post-secondary education, especially among those with a Bachelor's degree or better. This would reflect the influx of new, working age residents from other parts of the state or nation.

Income

An overview of households by income is also useful to the understanding of an area. The educational attainment figures do not present a promising outlook for income levels, but, in this instance, those figures are misleading. The Region had a relatively high income level in 2000, as the **Table 2-3: Household Income** demonstrates.

Table 2-3: Household Income – 2000

				Average of			
Income	Manheim	Penn	Rapho	Combined	Lancaster	Pennsylvania	Nation
<\$10,000	5.3%	3.7%	4.3%	4.4%	5.8%	9.7%	9.5%
\$10,000-							
\$14,999	5.8%	4.8%	2.8%	4.5%	4.9%	7%	6.3%
\$15,000-	4.4.007	40.407	0.00/		4.4.007	40.004	40.004
\$24,999	14.2%	10.4%	9.8%	11.5%	11.9%	13.8%	12.8%
\$25,000-	4.4.00/	400/	40.00/	40.70/	40.40/	40.00/	40.00/
\$34,999	14.9%	13%	13.3%	13.7%	13.1%	13.3%	12.8%
\$35,000- \$49,999	22.2%	23.3%	19.7%	21.7%	19.7%	16.9%	16.5%
\$50,000-	ZZ.Z /0	23.3 /0	13.7 /0	Z1.1 /0	13.7 /0	10.9 /0	10.5 /0
\$74,999	21.7%	27.1%	29.3%	26%	23.9%	19.5%	19.5%
\$75,000-	21.1 /0	21.170	25.070	2070	20.570	13.070	13.070
\$99,999	10.2%	12.3%	11.1%	11.2%	10.9%	9.6%	10.2%
\$100,000-							
\$149,999	3.2%	4.8%	7.9%	5.3%	6.7%	6.6%	7.7%
\$150,000-							
\$199,999	0.8%	0.3%	1.1%	0.7%	1.6%	1.8%	2.2%
\$200,000+	1.7%	0.4%	0.7%	0.9%	1.5%	1.9%	2.4%
Median HH							
Income	\$41,856	\$47,205	\$50,063	\$46,375	\$45,507	\$40,106	\$41,994
Per Capita	***		***				***
Income	\$21,276	\$18,719	\$20,412	\$20,136	\$20,398	\$20,880	\$21,587
% of							
Persons in	F 2	1 1	1.1	4.6	7.0	11.0	10.4
Poverty	5.3	4.4	4.1	4.6	7.8	11.0	12.4

The income figures for the three municipalities show their relative affluence. The largest percentage of households (47.7 percent) earns between \$35,000 and \$75,000, and the median household income is 9.5 percent higher than the US figure. There are few wealthy households, but at the same time, there are few very low income households, and the average percentage of persons in poverty in 2000 was about one-third of the national figure. The per capita income figure was below the national figure, but the relatively higher number of persons per household increased the median household income figure.

ESRI projections for the three municipalities show a 2008 median household income of \$59,737, and a 2013 projection of \$67,122. The 2008 figure is greater than the rate of inflation for the eight year period, which means that incomes are rising consistently and well across the Region. Going forward, ESRI projects that incomes will rise almost three percent in Manheim between 2008 and 2013, two and one-half percent in Penn over the same period, but only 1.7 percent in Rapho.

Labor Supply

The supply of labor in an area is another key decision factor for expanding or relocating businesses. The labor supply in the Region appears to be tight for a number of reasons. The

labor market, defined as those persons over the age of 16, was 15,789, according to the 2000 Census. Of this population, 11,386 persons were in the workforce, resulting in a labor force participation rate of 71.6 percent, a very high percentage relative to the state and nation. **Table 2-4: Labor Force Characteristics** shows these and other labor force statistics.

Table 2-4: Labor Force Characteristics

				Average of			
	Manheim	Penn	Rapho	Combined	Lancaster	Pennsylvania	Nation
In Labor Force	69.3%	71.4%	74%	71.6%	67.9%	61.9%	63.9%
All parents in labor force	86.6%	57%	58%	67.2%	55.7%	60.2%	58.6%
Work at home	4%	6%	7.5%	5.8%	4.8%	3%	3.3%
Commute Time to Work in							
Minutes	20	19.9	23.9	21.3	21.7	25.2	25.5

The percentage of participation in Rapho is especially high, though even that of Manheim, the lowest of the three, is well above the national figure. Manheim has a very high percentage of "all parents in the labor force," though the Township percentages are close to the national norm. The high percentage of persons working at home is reflective more of workers being employed in home based businesses (farms, small construction contractors and service establishments), than of the presence telecommuters. Commute time to work is low, indicating that most workers are employed in the immediate area.

The upshot of these figures is that a high percentage of persons in the workforce, combined with the high percentage of persons of retirement age, indicate that there is little "slack" in the labor market. Many of the people in the labor market are currently working, and the pool of persons who might be induced to seek employment is likely small. Many of these persons likely are stay-athome parents, disabled or retired, and not available or interested, even with offers of training or a good wage.

Occupation and Industry

All three municipalities have a higher than national average percentage of workers in agriculture, production and transportation occupations and a significantly lower percentage of management and professional occupations. Sales and office occupations are below national figures, while construction is above the national percentage. The production/transportation figures reflect the strength of manufacturing in the entire Lancaster/York County area. The high percentage of persons in the construction occupations stems from the numerous smaller special trades contractors located in the Region, especially Rapho Township.

In terms of the industries in which residents work, agriculture clearly has a much higher percentage than even the County, indicating its importance to the Region. Manufacturing and Wholesale are also very well represented in the Region. Manufacturing has a fifty percent greater representation in the Region than the nation, and the Wholesale Trade participation is twice the national figure. Retail Trades firms are also higher than the national percentage. Other industries, such as real estate, the arts, professional services and even health and education are relatively weak in the Region in relation to national, state and County figures.

Table 2-5: Percentage of Workers by Occupation and Industry
Average
of

Occupation	Manheim	Penn	Rapho	Combined	Lancaster	Pennsylvania	Nation
Management/			- -				
Professional	23.3%	25.5%	23.8%	24.2%	28.1%	32.6%	33.6%
Service	14.8%	14.2%	13%	14%	13.9%	14.8%	14.9%
Sales & Office	24.9%	23.8%	21.1%	23.3%	24.9%	27%	26.7%
Farming, etc.	-	1.7%	2.5%	2.1%	1.1%	0.5%	0.7%
Construction	11.6%	8.1%	14.6%	11.4%	10%	8.9%	9.4%
Production/							
Transportation	25.4%	26.7%	25%	25.7%	22%	16.3%	14.6%
<u>Industry</u>							
Agriculture	0.3%	5.4%	6.1%	3.9%	2.9%	1.3%	1.9%
Construction	8%	6.4%	10.9%	8.4%	7.7%	6%	6.8%
Manufacturing	24.2%	22.6%	19.4%	22.1%	22.5%	16%	14.1%
Wholesale	6.3%	9.2%	7.1%	7.5%	4.6%	3.6%	3.6%
Retail	13.4%	14.5%	14.1%	14%	13%	12.1%	11.7%
Transportation	2.1%	4.7%	4.8%	3.9%	4.3%	5.4%	5.2%
Information	1.5%	1.1%	1.5%	1.4%	1.9%	2.6%	3.1%
FIRE	3.6%	3.3%	3.3%	3.4%	4.4%	6.6%	6.9%
Professional &							
Management	4.6%	4.3%	5.4%	4.8%	6.7%	8.5%	9.3%
Education &	04.40/	47.00/	400/	47.00/	40.00/	04.00/	40.00/
Health Arts,	21.4%	17.2%	13%	17.2%	18.2%	21.9%	19.9%
Entertainment &							
Recreation	4%	5.4%	5.5%	5%	6.7%	7%	7.9%
Other Services	9%	5.4%	7.1%	7.2%	5.2%	4.8%	4.9%
Public		2,1,0	, ,				
Administration	1.6%	0.5%	1.8%	1.3%	2%	4.2%	4.8%

Consumer Spending

Despite their relative affluence, the residents of the Region are careful with their money. There is a tendency to dine out, and such meals are split between fast food and family restaurants. There is also a marked propensity to shop at convenience stores. Home entertainment appears to be much more common than going out to movies or concerts, as a surprisingly high percentage of homes have four or more televisions, and CD/DVD rentals are high, as is the purchase of DVD players. Travel is limited and vacations are modest. In contrast, spending on pets and home improvements is high.

Statistics from ESRI on the marketplace potential for the Region show that the area has an oversupply of auto dealers, building supply and appliance stores, as well as gasoline stations. This means that these establishments draw people from neighboring areas as customers. In contrast,

the Region has relatively few health care and personal care stores, clothing stores, general merchandise and miscellaneous retail stores, and sporting and hobby outlets. This deficit was not raised in the several stakeholder meetings, and very likely does not represent a concern for area residents.

However, the Region does have a significant deficit of eating places according to the statistics, and this observation was made several times in the course of stakeholder meetings. The desire for a wider range of "nicer" eating establishments represents an opportunity for some economic growth.