Matt Dixon

LOGANSPORT

My Community, My Vision
Logansport Community Plan
Prepared by Matt Dixon, BSU '18

Executive Summary

Many small, rural towns in Indiana have much in common. They all have unique personalities but have seen disinvestment and strife in the previous decades. Many were once bustling manufacturing-based towns, and the globalization of the world's economy has unfortunately left many small towns out to dry. With that, jobs are moving away from these towns and taking young talent with them.

Like many others around Indiana, Logansport is a city that has seen highs, lows, and everything in between. But unlike other cities, Logansport boasts a 30+ block walkable downtown with many shops, restaurants, and other businesses, a rich history in banking, a peninsular location where two rivers form one, and above all else, a community with passion.

This plan outlines five initiatives constructed by area youth that will attribute to the attainment of young talent in the Logansport area, with the ultimate goal of combating the brain drain.

The first initiative is the Eel River Kayak Sharing Program, stretching from Adamsboro to Riverside Park. Next, a forum wall in the downtown area will allow open communication as well as creative endeavors. A town square corridor was also important to the group, as was an expanded selection of fresh food and produce. Last, the extension of bike lanes throughout the Logansport area will be discussed in this document.

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Acknowledgements

The My Community, My Vision team was crucial in formulating this action plan:

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Indiana State Government

1. Suzanne Crouch; Lieutenant Governor
2. Sue Ellspermann; Former Lieutenant Governor

IHCDA

1. Carmen Lethig; Placemaking Manager
2. Nathan Schall, Placemaking Intern

Ball State University

1. Bruce Frankel; Professor of Urban Planning
2. Tiffany Gehrke; Interim MCMV Lead
3. Brittanie Redd; Community Specialist
4. Matt Dixon; Logansport Mentor
5. Alyssa Flandermeyer; La Porte Mentor
6. Logan Lane; Purdue Poly Mentor
7. Sihui Xu; Irvington Mentor

The team would like to extend a special thanks to the following community members for their participation, input, and support of this plan:

Community Stakeholders

1. Mercedes Brugh; Deputy Mayor, City of Logansport
2. Arin Shaver; Director, Cass County/ Logansport Planning Department
3. Jim Sailors, Ralph Anderson, and Jeff LeDonne; Cass County Commissioners Office
4. Bill Cuppy; President, Cass Logansport Economic Development Association
5. Michele Starkey; Superintendent, Logansport Community Schools
6. Matt Jones; Principal, Logansport High School
7. Perry Gay; President & CEO, Logansport Memorial Hospital
8. David M. Shepler; President, Shepler Construction & Electrical
9. Rebecca McVey; Executive Director, Big Brothers Big Sisters of Cass County

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What is My Community, My Vision?

My Community, My Vision is a state-sponsored program with the intention of promoting youth involvement in the community development process within their hometown. By pairing high school students and community stakeholders with a Ball State student mentor, the team prepared a plan to enhance the community and combat against "brain drain."

The Youth Action Plan for Logansport / Cass County consists of specific deliverables including placemaking, enhanced livability, environmental management, and economic development. The Plan shows that youth have invested interest in their community, and can aim for higher retention of youth after high school or college graduation.

This plan is formulated specifically for Cass County by local high school students with the help of Ball State Urban Planning students.

With letters of support from local business and government leaders, we are confident the initiatives outlined in this plan can develop off paper and flourish alongside Logansport.

Processes

A U G

S E P

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A P R

The application for the 2017 MCMV Program is unveiled, Logansport being one of the applicants (and selected communities).

The MCMV Kickoff Event is held in Fishers, Indiana on September 23. There, the mentors met their communities for the first time and formulate preliminary ideas and develop qualitative analysis. September 26 was the first meeting in the city of Logansport with the group.

The second meeting in Logansport was on October 31. There, initiatives were established and further exploration of the city commenced.

Second MCMV Event is on November 11 at Ball State University, where the groups met and discussed recurring issues with each group.

Continued meetings in Logansport with the group throughout the spring, and ongoing updates and additions to the plan.

Final plan published and presented to Indiana state leaders, including Lieutenant Goverrnor Suzanne Crouch.

A

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The first analysis completed by the students was a SWOT-A analysis. A SWOT-A analysis, which stands for **s**trengths, **w**eaknesses, **o**pportunities, **t**hreats, and **a**spirations. It is an efficient qualitative study that can be done quickly. The students easily identified features from their community that fit within each category.

SWOT-A Analysis

S

Parks, Lexington Village Development, Bike Lanes, Natural Beauty, Public Services, Schools, Performing Arts Center, Career Center, Downtown Beautification, Tyson Industries.

W

Empty Lots & Vacant Homes, Absentee Landlords, Sustance Abuse Issues, Public Perception, Accessibility to Fresh Produce, Large Vacant Shell Buildings, Commercial Variety.

O

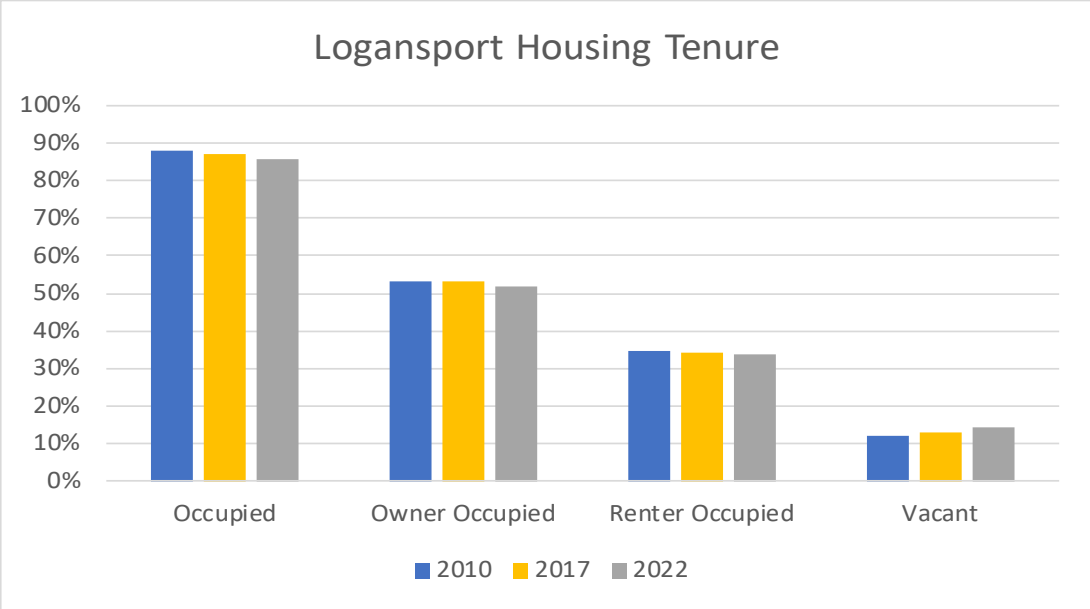
Wind Farms & Clean Energy, Shell Buildings, Outdoor Activities and Recreation.

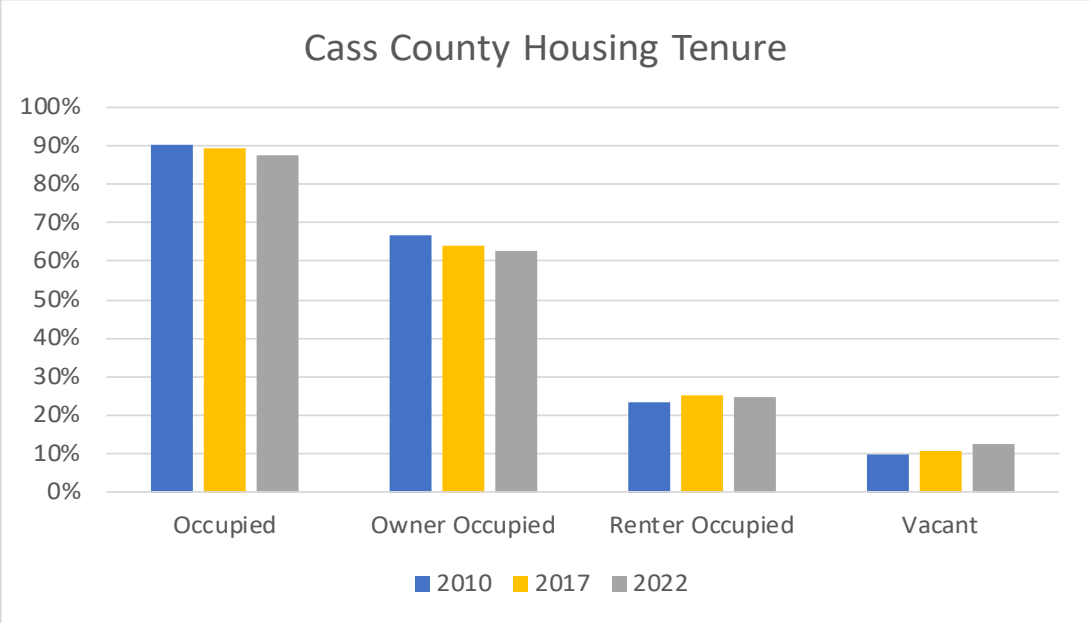
T

Businesses Leaving, Online Retail, Downtown Vacancy, Crime & Substance Abuse, Brain Drain.

A

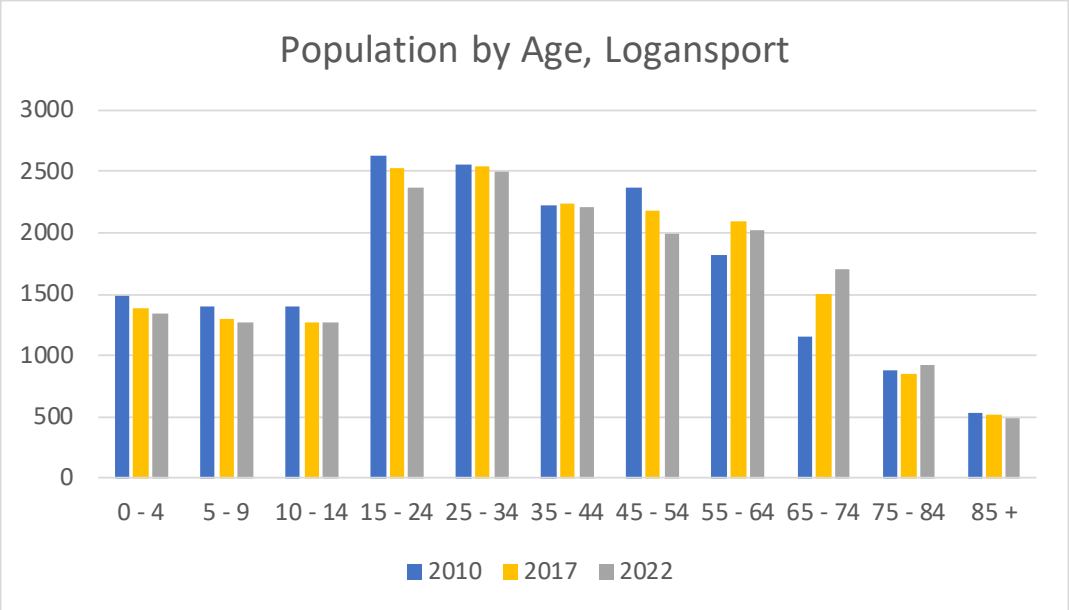
I want Logansport to be: Inclusive, Engaging, Beautiful, Connected.

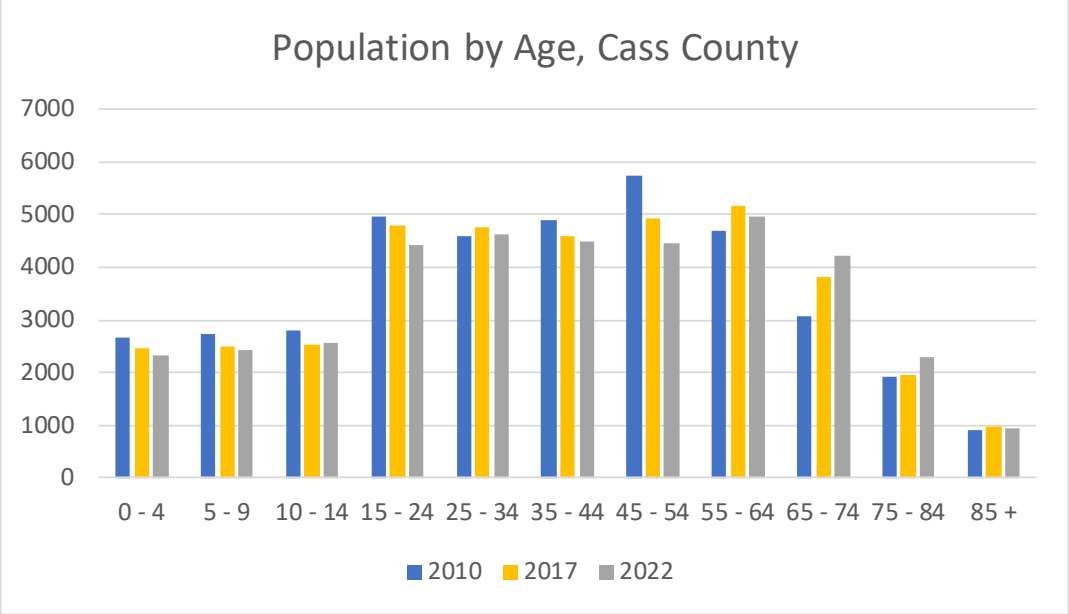




Source: ESRI

Close to 90% of all housing stock is occupied in both Logansport and greater Cass County, meaning approximately 10% of the housing stock is vacant. This is generally a healthy ratio, as anything below 6 or 7% is considered to be nearing a housing affordability crisis.

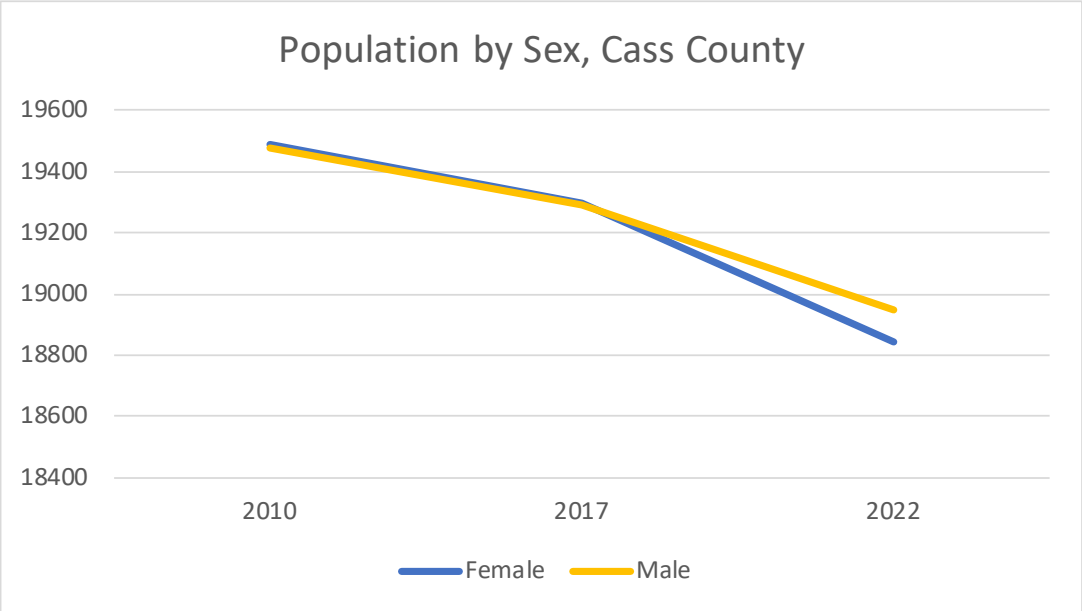


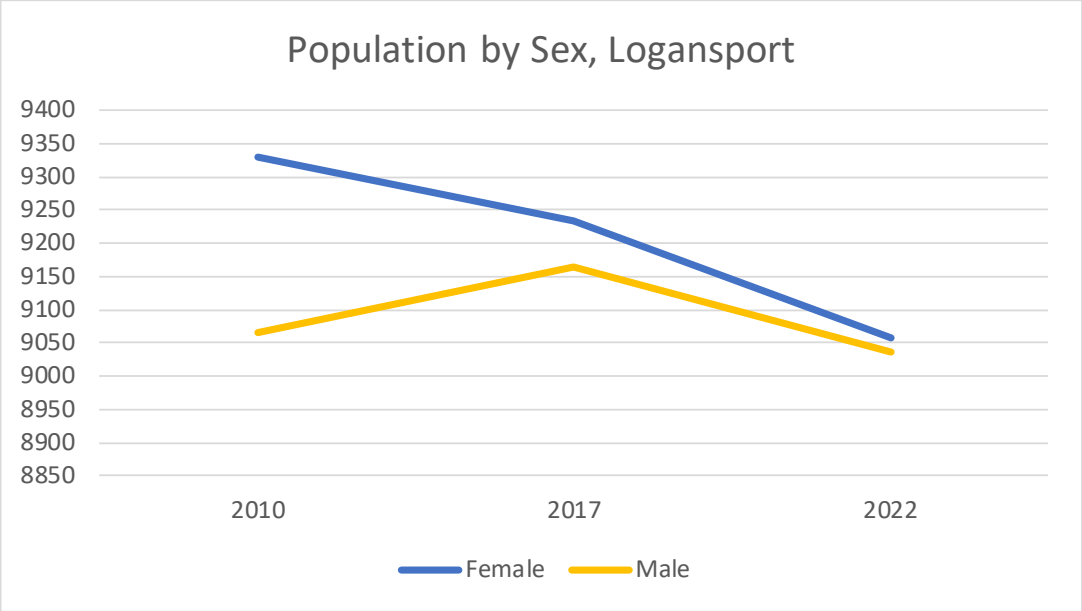


Source: ESRI

Logansport, Indiana is home to 18,000 people, and like other small cities in Indiana, is experiencing population decline.

Over the next 5 years, all age groups in Logansport and Cass County with the exception of those aged 55 and older will decrease, though the 2016/2017 census shows a slight increase. This could be characterized as the Brain Drain. We can hypothesize that youth, after obtaining a high school and/or college degree, are moving elsewhere, likely larger and more urban areas.

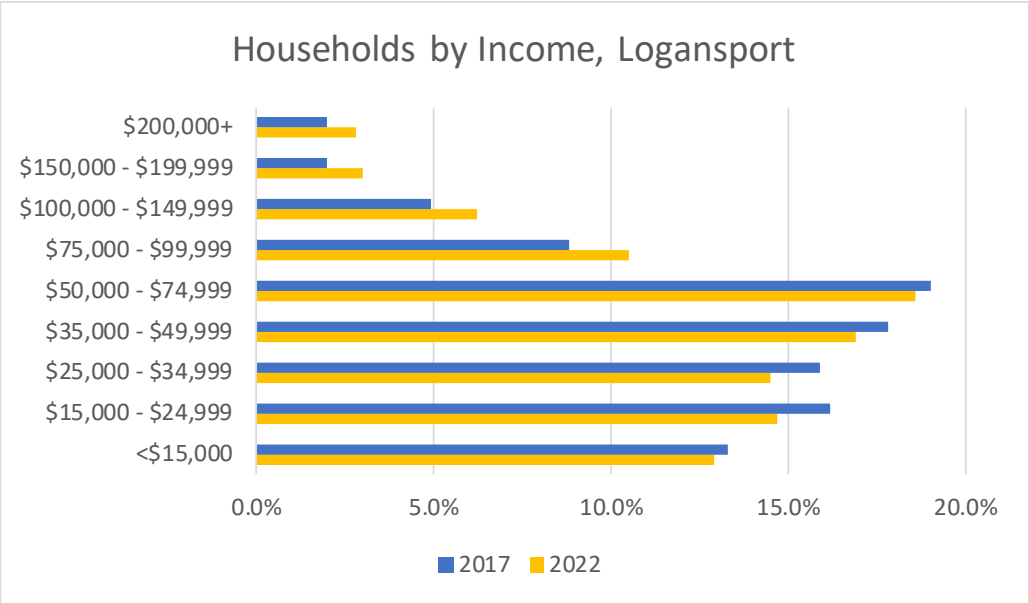


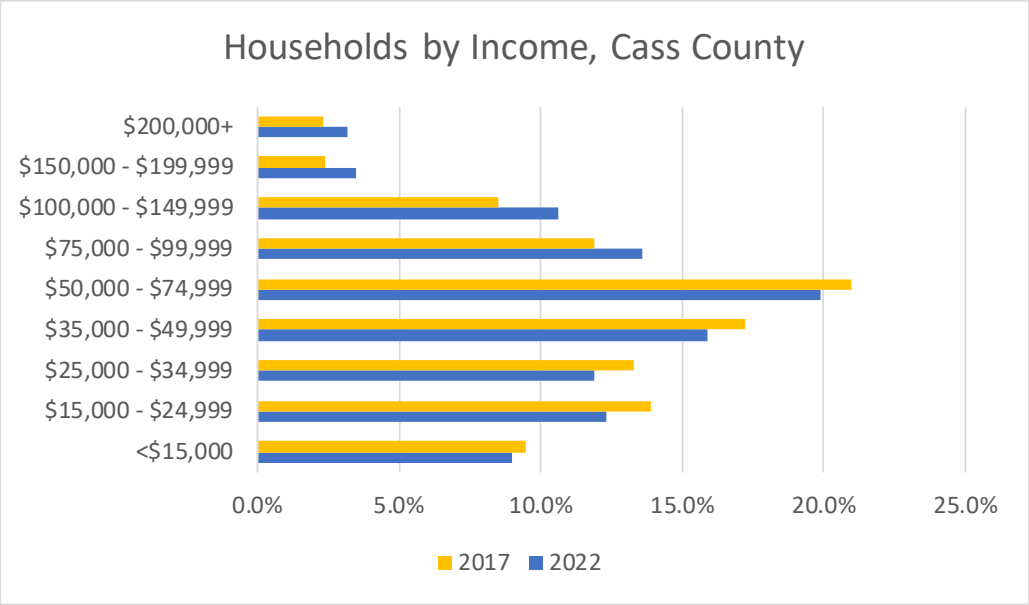


Source: ESRI

Though populations are declining in the area, over the next 5 years, Cass County as a whole will be home to slightly more males than females. Conversely, Logansport will be home to more females than males over the same timeframe.

Demographics

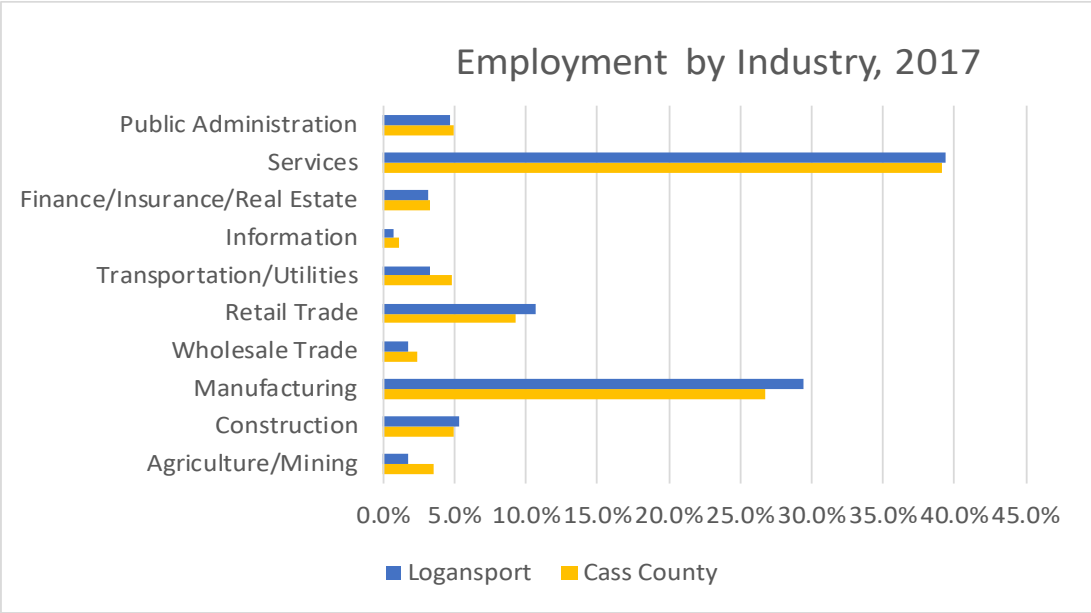




Source: ESRI

The county as a whole as well as Logansport are expected to see an overall increase in salary range, with more people making more money in the next half decade.

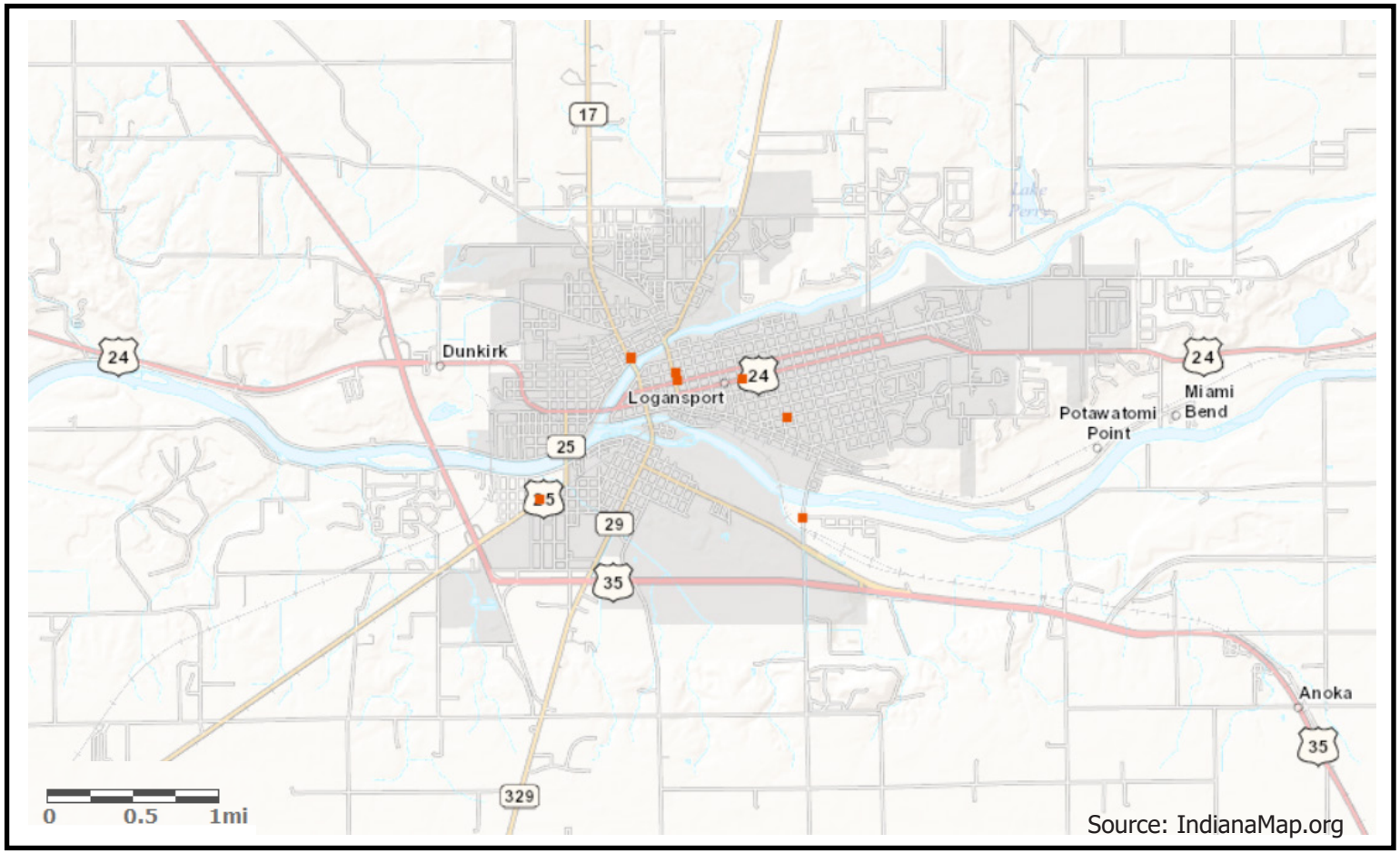
Income



Source: ESRI

Logansport and Cass County as a whole have similar economic outlook. The services, manufacturing, and retail industries have a stronghold on the local economy. Information and wholesale trade are industries that are lacking in the area.

Logansport Brownfield Sites, 2015



Environmental Sensitivity

This section of the document reviews and outlines environmentally sensitive components of the community.

The initiatives in this plan encourage alternative modes of transportation, including by foot, by bicycle, and by kayak; outdoor activity by bicycle and kayak; and locally produced food.

However, it is important to address brownfield sites and active polluters in the area. Brownfield sites are usually former industrial sites, like steel mills, or heavy commercial sites like gas stations. They are plots of land that contain high amounts of hazardous compounds and require remediation. Most of the sites on the map have since been remediated.

B R O W N F I E L D S

1. Excide Property
   303 Water St.
   Logansport, In 46947
2. LMV
   498 S. 1st St.
   Logansport, IN 46947
3. Elks Building
   430 North St.
   Logansport, IN 46947
4. Craig Sunoco
   316 N. Market St.
   Logansport, IN 46947
5. Transco
   1831 18th St.
   Logansport, IN 46947
6. Linden Avenue Standard Oil
   15 E. Linden Ave.
   Logansport, IN 46947
7. Jefferson School
   450 Tanguy St.
   Logansport, IN 46947

P O L L U T I O N

Certain industries in the Logansport area are known for polluting the air and causing foul smells and other problems.

OBJECTIVES

Matt Dixon

Eel River Kayak Sharing Program 1

Downtown Logansport Forum Wall 2

Logansport Town Square 3

Fresh & Local Food Expansion 4

Logansport Bike Lane Extension 5

Eel River Kayak Sharing Program

W H Y

Logansport is located at the exact spot where two rivers meet — the Eel River and the Wabash River. The city is host to an array of trails, but there are less options that make use of the rivers in the area. Taking advantage of these bodies of water will promote active lifestyles and tourism in the area.

W H A T

This program is meant to start off unguided, but has the potential after growth to offer guided excursions. Riders will purchase a pass which unlocks access to a kayak in the storage facility in Adamsboro. The drop-off point will be at Riverside park.

Perfect for those who don't own a boat but want to enjoy the water, the kayak sharing operation will extend along the Eel River from Adamsboro to Riverside Park. A kayak sharing program will solidify Logansport as being a hub of outdoor recreation for north central Indiana.

The YMCA will host a safety course for kayaking and canoeing, which will be a prerequisite to renting a vessel. The city will work with YMCA to purchase the equipment, Borrowing from Objective 4-C in chapter 8 of the 2009 Cass County comprehensive plan, "promoting outdoor recreation opportunities in the county" is a priority in Cass County and its encompassing cities. This means that the kayak sharing program is in accordance with the comprehensive plan. The dam near Riverside Park will be removed.

The student group rated this objective as the highest importance.

Eel River Kayak Sharing Program

H O W

Developing a kayak launch and accompanying kayak share program in the Logansport area will allow the area to expand its tourism economy by contending as an outdoors destination in north central Indiana.

The IHCDA Grant Funds will be used to kickstart this project.

The project will have four main partners in the implementation process: the Cass County Planning Commission, France Park, the YMCA, and The City of Logansport Parks Department.

There are no existing resources set aside for this project. Local crowdfunding and perhaps a tax referendum to front the cost of this major project would be required.

To start off, the $5,000 will be used to cover the costs of staffing, training, and basic equipment. Approximately $2-3,000 will be used to purchase 10 kayaks/canoes and equipment, and the remaining $2,000 will be used to send a YMCA employee to an instructor certification class and to explore expanding the program with an outfitter.

Additionally, a Lake and River Enhancement (LARE) Grant from the Indiana DNR would help fund the project. This high-fund grant will be used to update fafcilities and equipment and to eventually remove the dam at Riverside Park to expand the program to France Park. Removing the dam will cost anywhere from $10,000-$50,000. Land acquisition and construction could cost as much as $100,000.

The launch design itself will be simple and contemporary. It will include a gazebo with tables in addition to the kayak storage facilities so that families and visitors can make an trip out of it.

D O

1. Acquire land and appropriate permits. Three months completion time.
2. Finalize plans for excavation and development. One month later.
3. Begin construction. One week later.
4. Complete construction. Two months later.

Shown left is a Kayak Launch in Roanoke, Virginia. The setting and design of the launch itself is similar to what it would be along the Eel River.

Case Study: East Race Waterway, South Bend, IN

Blasko, Erin. "East River Waterway Celebrates 30 Years." South Bend Tribune, 19 July 2013.

W H Y

Midwestern adventurers who sought outdoors opportunities close to home can rent rafts or bring kayaks to enjoy the East Race Waterway, drawing 500-700 people on a given mild weekend. The city was searching for a program that would not only attract people, but business and development. East Race was once in an industrial part of town, but now the area is filled with apartments, townhomes, shops, and restaurants, bringing in approximately $78,000,000 in development dollars.

W H A T

As an "example of what can be accomplished by a small but determined group of individuals," the East Race Waterway in downtown South Bend, Indiana was the country's first manmade recreational waterway open to kayaking and rafting. The East Race Waterway draws thousands each year and has served as a catalyst for economic development in the downtown area. The waterway is located on an old abandoned raceway and was funded using taxpayer money. Rejuvenating a post-industrial town was the goal, and though opposition ensued, the 1982 project continues to be enjoyed to this day.

H O W

The project was funded with taxpayer bonds including a grant that covered about 1/5 the cost. It took two years to complete once funding was secured.

Case Study: Yellow River Canoe Launch, Plymouth, IN

Bottorff, Kathy. "Canoe and Kayak Launch Design Unveiled." WTCA FM 106.1 and AM 1050 The Best, Music, News and Sports, WTCA, 7 Apr. 2017, am1050.com/2017/127036/.

W H A T

After a DNR grant funded a study of the Yellow River in Plymouth, city officials decided to funnel some of the grant funds to craft a river launch from River Park Square in downtown Plymouth, IN.

The design includes a sidewalk leading to an existing parking area as well as ADA certified transitions and sidewalks so that patrons in wheelchairs can access kayaks and canoes safely.

At the river's edge, there will be a "geo-web" structure with plastic reinforcement. This will allow a mixture of stone and soil to bear plants to help secure it. This approach is less invasive an less expensive than concrete.

W H Y

This launch was meant to give the people of Plymouth another option close to home when it comes to outdoor aquatic activities.

H O W

The project was estimated to cost $63,000. Liability and insurance is through the city.

Updated Signage & Forum Wall

W H Y

As a city that wants to keep the stream of information flowing, an open outlet for information is important to the city of Logansport. A forum wall in the downtown Logansport area will allow open communication between the public and community leaders while allowing residents to have a stake in the arts of Logansport. The student group rated this objective as the second highest importance.

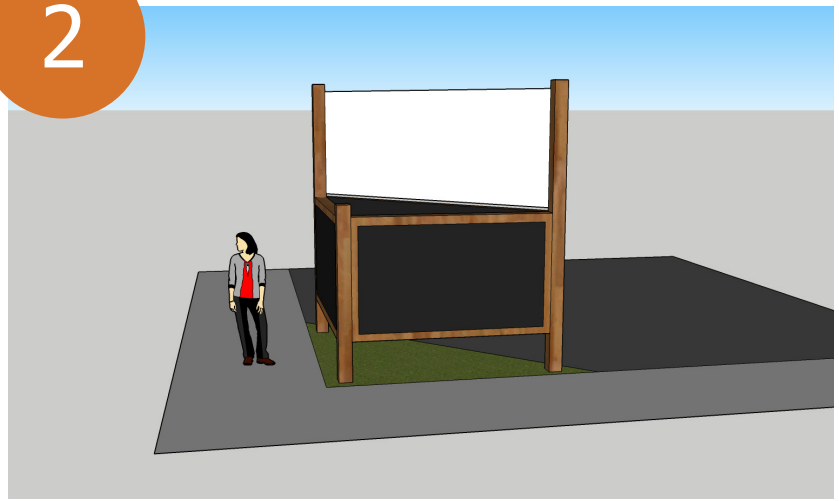
W H A T

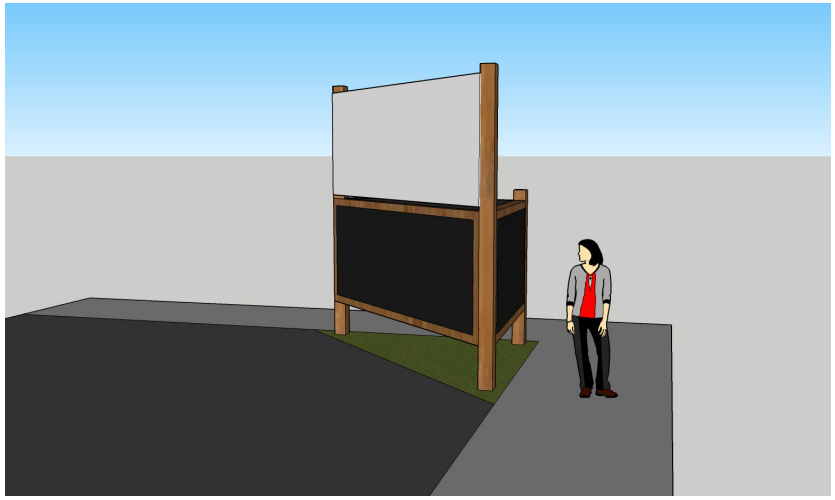
A forum wall in the downtown Logansport area will allow open communication between the public and city officials with the option of being anonymous. Additionally, the wall could serve as inspiration and a creative outlet. It's a chance for the people of Logansport to temporarily make a stamp on their city.

The improved and enlarged Farmer's Market sign will essentially encompass initatives 3 and 4 as well. The new sign will be enlarged and interactive via chalk, act as improved marketability for the market, and add to the "town square" element of the plan. Chalk can be washed away, and the board can be painted over if it starts to wear.

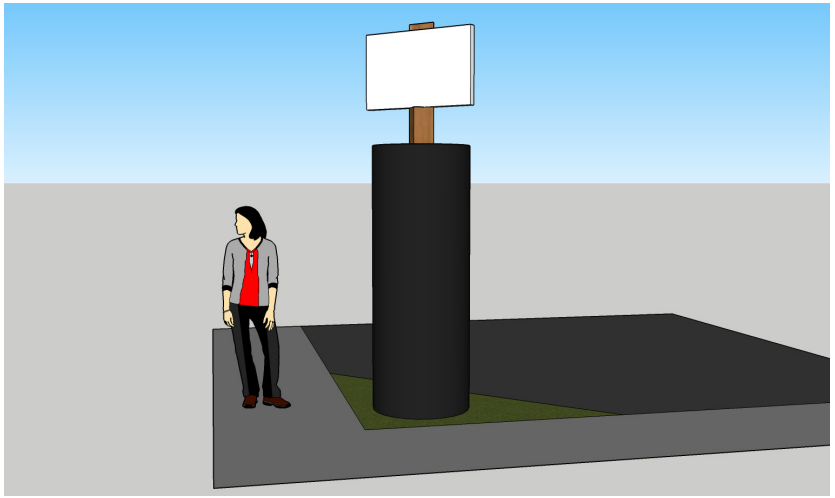
The current location of the sign is in a high-traffic area with visibility from the road, encouraging people to stop by and participate.

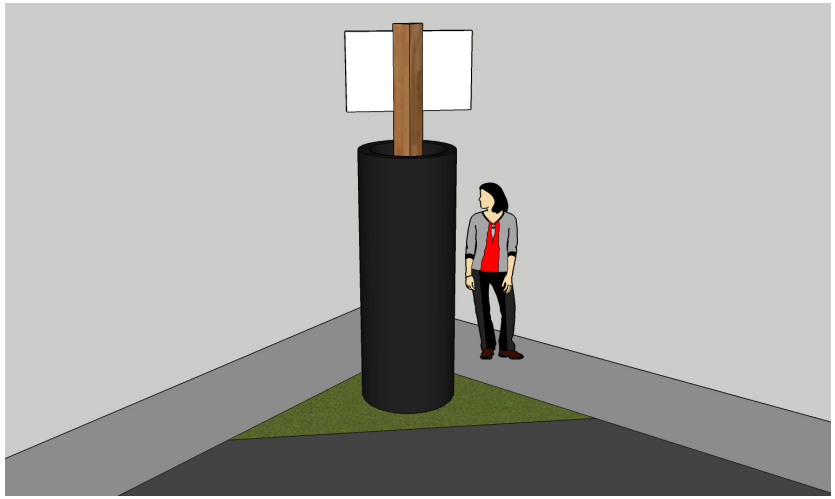
2





Design A





Design B

Updated Signage & Forum Wall

H O W

Should Logansport decide to redo the sign by the farmer's market, that would cost approximately $2,000-3,000 for materials and $1,000-2,000 for labor.

We will find a nonprofit to manage the sign in terms of rapainting, maintenance, and upkeep.

OCRA Quick Impact Placebased Grant funds will be applied to this project pending successful application.

The project will have four main partners in the implementation process: the Cass County Planning Commission, The City of Logansport, the Century Career Center at Logansport High School, Logan's Landing Downtown Non-Profit, and the Logansport High School Key Club.

There are no existing resources set aside for this project. An OCRA Quick Impact Placebased grant will cover implementation costs, but local crowdfunding will also be applied to the costs of the project.

Two general design ideas have been proposed for this project. Design A is estimated to cost $2,000 for materials and fabrication and $1,000 for installation. The remaining funds would be set aside for a maintenance and upkeep fund. Design B is estimated to cost $3,000 for materials and fabrication and $1,000 for installation. The remaining funds would be set aside for a maintenance and upkeep fund.

D O

1. Collaborate with the city and planning commission to finalize design and placement. Apr 28 completion date.
2. Formally approve sign with the city and planning commission. May 18 completion date.
3. Add project to curriculum of Century Career Center. May 25 completion date.
4. Begin fabrication of sign with career center. Aug 13 completion date.
5. Work with Logan's Landing to establish schedule of events/themes for chalkboard component. Aug 20 completion date.
6. Work with Logansport High School Key Club to establish schedule of upkeep and censorship. Aug 13 completion date.
7. Remove existing sign. Aug 27 completion date.
8. Install new sign. Sept 3 Completion date.

Case Study: *Before I Die*, New Orleans, LA

Chang, Candy. "Before I Die." Candy Chang, candychang.com/work/before-i-die-in-nola/.

W H Y

Candy Chang of New Orleans, Louisiana was going through an extended period of grief and depression after the loss of a loved one. She wanted to start a conversation with her neighborhood while allowing herself and others to reflect upon life experiences.

W H A T

With permission from the property owner, Chang covered the streetward side of a decaying house in her NOLA neighborhood with plywood. She then painted the plywood with chalkboard paint and stenciled in "Before I Die" all over the board with blanks for passersby to fill it in. The whole process took less than a day. By the next morning, according to Chang, the wall and its blanks were filled.

H O W

Candy Chang needed only permission from the property owner, plywood, chalkboard paint, stencils, and spraypaint. Chang also sought endorsement from the neighborhood blight association along with nearby residents and property owners. The installation was approximately 41′ x 8′.

Matt Dixon (5th & Broadway)

Logansport Town Square

W H Y

Logansport has an enormous downtown area for its size, boasting over 30 blocks of urban density. However, there is no designated central point like Soldiers and Sailors Monument in Indianapolis. An assigned central point will allow concentration and direction for visitors, and serve as a central gathering space: "Meet you at the square!"

Identity is crucial to the success of the city, relying on communal interactions with the spaces in the city. A town square, pseudo or actual, is identifiable to outsiders and makes for a memorable experience.

W H A T

The 4th & Market area is the perfect location for a town square corridor. Painted or paver crosswalks will make the area more pedestrian friendly, and making a trellis or hanging lights across the intersection will make the area more inviting.

This area is close to restaurants, shops, and the farmers market, including the Boardwalk Cafe, art galleries, and The Gray Mill furniture store.

The student group rated this objective as the third highest importance.

H O W

A Logansport town square will solidify the downtown area to concentrate development, people, and events.

The project will have two main partners in the implementation process: the Cass County Planning Commission and Logan's Landing downtown nonprofit.

There are no existing resources set aside for this project. Local crowdfunding would be necessary.

Depending on how much the city wants to end up doing, it could cost $5,000-10,000 for mural installations, more wayfinding signage, and other livening techniques. Should the city want to create a dramatic update to the stoplight and add a trellis or updated light feature, then it could cost $50,000-100,000.

D O

1. Acquire permits or permission from local business owners to install art features or new signage. Two months completion time.
2. Finalize design with the city. One month later.
3. Begin implementation one week later.

David Mulder, Flickr Creative Commons (2014)

Fresh & Local Food Expansion

W H Y

The Logansport Farmers market is currently lackluster to some residents, claiming the goods are of low quality and there is not much of a reason to shop there over a larger grocery store. Updated and improved quality and storage standards will help make the local farmers market a desirable place to shop.

W H A T

High-quality goods is the key to the success and expansion of the farmers market. Requiring strict inspections and accompanying permits will ensure a quality place to shop and circulate money locally to food growers.

Updated standard examples include clean and newer coolers and transportation boxes, clean and functional vendor spaces, and other proper handling techniques.

This requires a partnership between the Cass County Health Department and the Planning department.

The student group rated this objective as the fourth highest importance.

H O W

Updating the standards for the Logansport Farmer's Market will launch it on a path to success in the community. Additionally, some members of the community feel as though tightening standards for how goods can be displayed and/or sold at the market will not only attract new shoppers but solidify the block as a market district.

The project will have two main partners in the implementation process: the Logansport Local Food Initiative Group and the Cass County Planning Commission.

There are no existing resources set aside for this project, but it would not require many to complete this initiative. holding vendors and their products to an impeccable standard will ensure the success of the market.

D O

1. Review and update vendor regulations for the Logansport Farmers Market. One month completion time.

5

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Logansport Bike Lane Extension

W H Y

Recent roadway redevelopment in the downtown Logansport area included the addition of bike lanes. While this is a great addition to existing infrastructure, they are only located near the city center with little reach beyond the city. Extending this infrastructure beyond the downtown to Mall Road and west to Market Street will allow for more people to utilize this alternative form of transportation.

W H A T

Extended bike lanes are perfect for those who want to take advantage of infrastructure downtown, allowing people to bike to shops, restaurants, school, and, of course, work.

Bike lanes along Mall Road will allow people to access both sides of one of the city's most popular commercial districts. Additionally, expanding west to Market Street will increase access to businesses west of the city.

The student group rated this objective as the fifth highest importance.

H O W

Expanded bike lanes ensure widespread transportation options for the people of Logansport. There is currently a broad network of bike paths in the city, but expanding on Mall Road and Market Street will be beneficial to those with limited transportation options.

The project will have two main partners, the Cass County Planning Comission and the Logansport Street Department.

There are currently no funds set aside for this project, but local crowdfunding as well as a grant like the People For Bikes grant.

D O

1. Apply for the PFB grant. One month completion time.
2. Begin implementation of Mall Road and Market Street bike lanes. Two month completion time.

APPENDIX

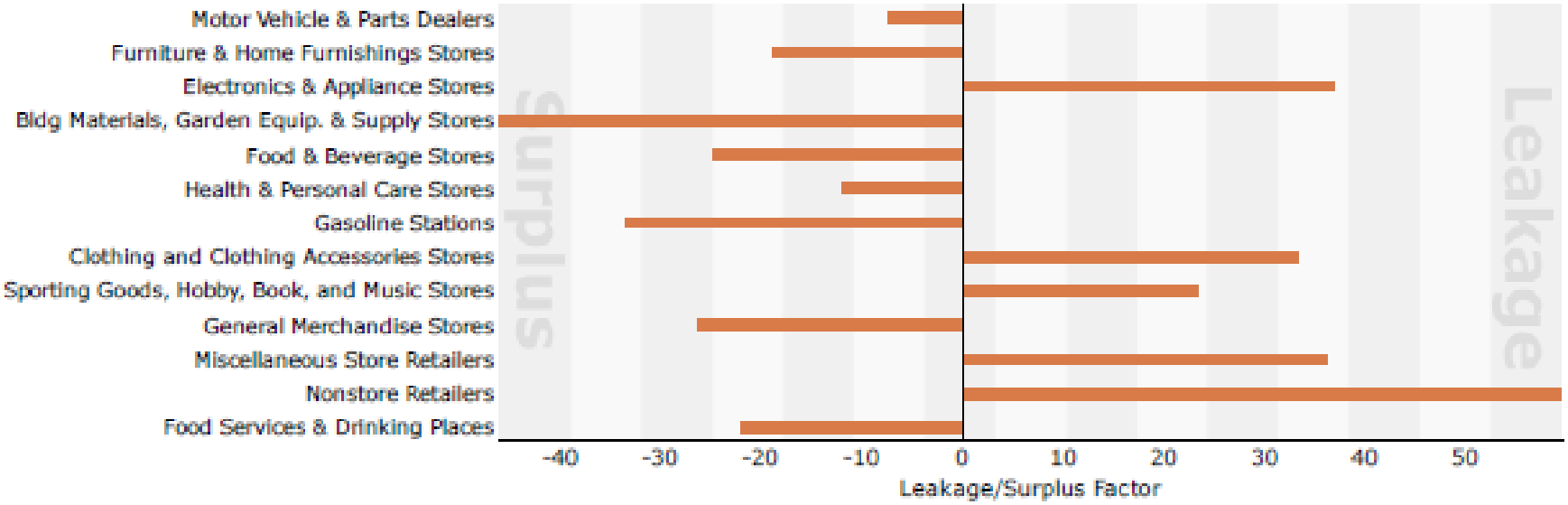
Matt Dixon

Retail MarketPlace Profile

Logansport City, IN
Logansport City, IN (1844658)
Geography: Place

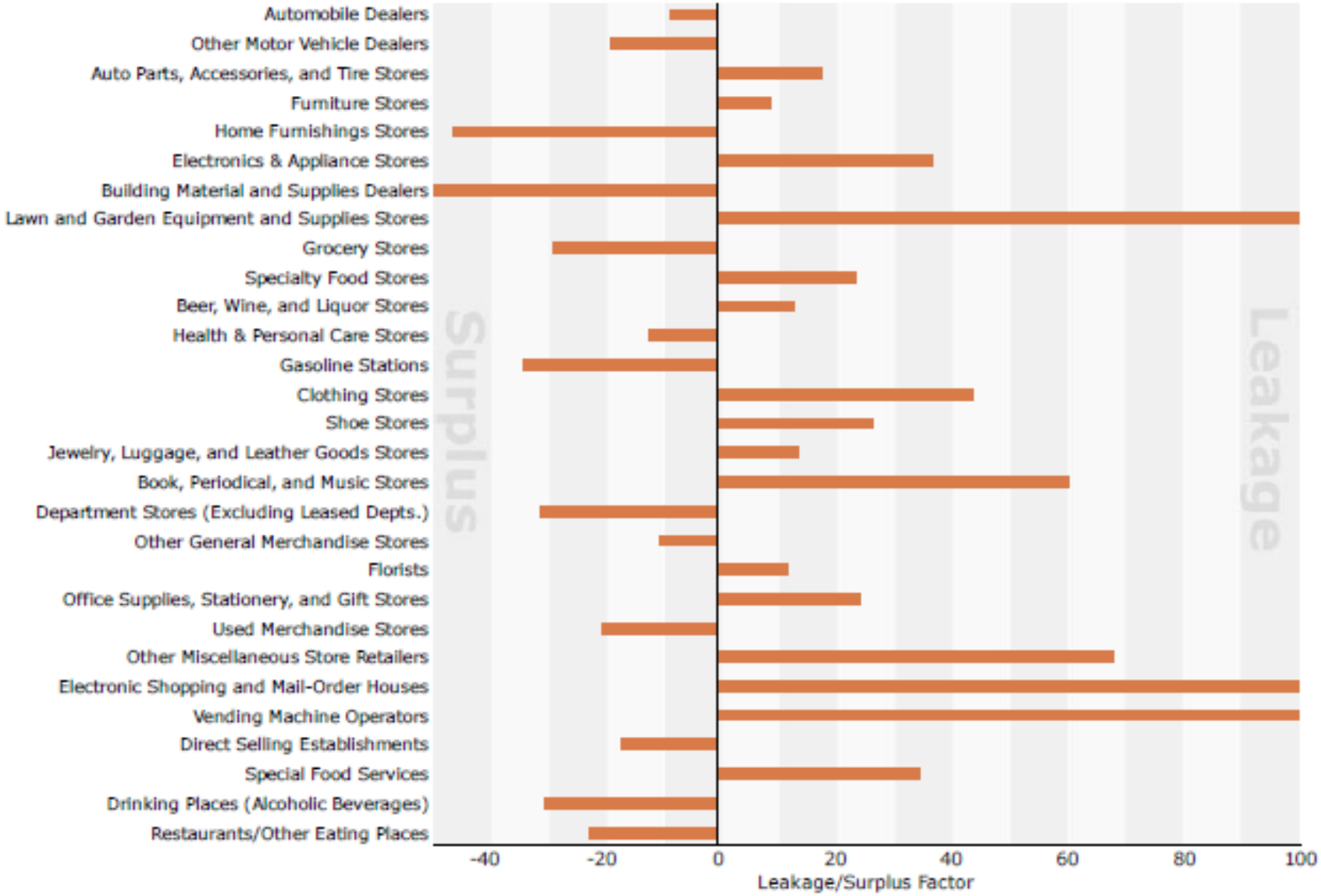
Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



This analysis looks at the leakage and surplus factors of the market share in a given area. A "surplus" in the market means there is sufficient and sometimes excessive establishments within a given industry. "Leakage" means there is an insufficient share in the market, sometimes extremely lacking. In Logansport, there is a notable surplus of "Building Materials, Garden Equipment, and Supply Stores," while there is a leakage of "Nonstore Retailers."

Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Retail MarketPlace Profile

Logansport City, IN
Logansport City, IN (1844658)
Geography: Place

Prepared by Esri

Summary Demographics	
2017 Population	18,397
2017 Households	6,843
2017 Median Disposable Income	$31,859
2017 Per Capita Income	$19,871

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$178,273,149	$260,671,997	-$82,398,848	-18.8	171
Total Retail Trade	44-45	$161,607,744	$234,730,904	-$73,123,160	-18.4	112
Total Food & Drink	722	$16,665,405	$25,941,093	-$9,275,688	-21.8	59

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$35,522,353	$41,315,050	-$5,792,697	-7.5	18
Automobile Dealers	4411	$27,809,261	$32,700,744	-$4,891,483	-8.1	12
Other Motor Vehicle Dealers	4412	$4,256,607	$6,197,673	-$1,941,066	-18.6	1
Auto Parts, Accessories & Tire Stores	4413	$3,456,485	$2,416,633	$1,039,852	17.7	5
Furniture & Home Furnishings Stores	442	$4,590,046	$6,711,954	-$2,121,908	-18.8	6
Furniture Stores	4421	$3,015,325	$2,506,658	$508,667	9.2	2
Home Furnishings Stores	4422	$1,574,721	$4,205,296	-$2,630,575	-45.5	4
Electronics & Appliance Stores	443	$4,674,419	$2,143,688	$2,530,731	37.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	$11,119,113	$30,010,001	-$18,890,888	-45.9	8
Bldg Material & Supplies Dealers	4441	$10,324,193	$30,010,001	-$19,685,808	-48.8	8
Lawn & Garden Equip & Supply Stores	4442	$794,920	$0	$794,920	100.0	0
Food & Beverage Stores	445	$28,324,672	$46,922,385	-$18,597,713	-24.7	19
Grocery Stores	4451	$24,787,653	$44,405,482	-$19,617,829	-28.4	13
Specialty Food Stores	4452	$1,311,365	$807,342	$504,023	23.8	2
Beer, Wine & Liquor Stores	4453	$2,225,654	$1,709,561	$516,093	13.1	4
Health & Personal Care Stores	446,4461	$10,516,767	$13,385,576	-$2,868,809	-12.0	10
Gasoline Stations	447,4471	$18,917,450	$37,835,975	-$18,918,525	-33.3	11
Clothing & Clothing Accessories Stores	448	$6,250,141	$3,106,752	$3,143,389	33.6	8
Clothing Stores	4481	$3,805,099	$1,479,601	$2,325,498	44.0	4
Shoe Stores	4482	$1,240,422	$718,731	$521,691	26.6	1
Jewelry, Luggage & Leather Goods Stores	4483	$1,204,620	$908,420	$296,200	14.0	3

Market Analysis, Logansport

Sporting Goods, Hobby, Book & Music Stores	451	$3,513,669	$2,179,943	$1,333,726	23.4	6
Sporting Goods/Hobby/Musical Instr Stores	4511	$2,864,249	$2,020,413	$843,836	17.3	5
Book, Periodical & Music Stores	4512	$649,420	$159,530	$489,890	60.6	1
General Merchandise Stores	452	$27,358,176	$46,800,381	-$19,442,205	-26.2	8
Department Stores Excluding Leased Depts.	4521	$20,467,102	$38,402,721	-$17,935,619	-30.5	3
Other General Merchandise Stores	4529	$6,891,074	$8,397,660	-$1,506,586	-9.9	5
Miscellaneous Store Retailers	453	$7,385,737	$3,451,323	$3,934,414	36.3	11
Florists	4531	$339,341	$266,436	$72,905	12.0	1
Office Supplies, Stationery & Gift Stores	4532	$1,305,358	$792,194	$513,164	24.5	4
Used Merchandise Stores	4533	$987,075	$1,480,720	-$493,645	-20.0	4
Other Miscellaneous Store Retailers	4539	$4,753,963	$911,973	$3,841,990	67.8	2
Nonstore Retailers	454	$3,435,201	$867,876	$2,567,325	59.7	2
Electronic Shopping & Mail-Order Houses	4541	$2,629,761	$0	$2,629,761	100.0	0
Vending Machine Operators	4542	$183,660	$0	$183,660	100.0	0
Direct Selling Establishments	4543	$621,780	$867,876	-$246,096	-16.5	2
Food Services & Drinking Places	722	$16,665,405	$25,941,093	-$9,275,688	-21.8	59
Special Food Services	7223	$431,177	$208,838	$222,339	34.7	3
Drinking Places - Alcoholic Beverages	7224	$593,957	$1,099,714	-$505,757	-29.9	10
Restaurants/Other Eating Places	7225	$15,640,271	$24,632,541	-$8,992,270	-22.3	46

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

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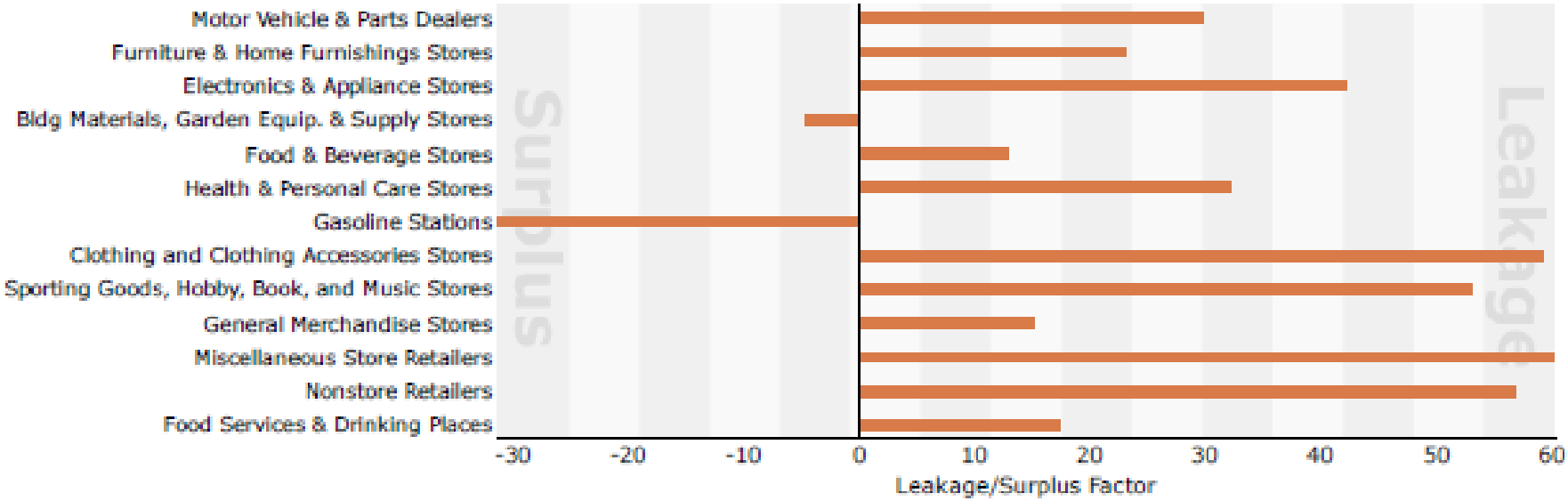
Retail MarketPlace Profile

Cass County, IN
Cass County, IN (18017)
Geography: County

Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



In Cass County, there is an extreme surplus of "Gasoline Stations," while nearly everything else is notably lacking in the county.

Market Analysis, Cass County

Leakage/Surplus Factor by Industry Group

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Retail MarketPlace Profile

Cass County, IN
Cass County, IN (18017)
Geography: County

Prepared by Esri

Summary Demographics						
2017 Population						38,582
2017 Households						14,607
2017 Median Disposable Income						$37,711
2017 Per Capita Income						$23,228
Industry Summary	**NAICS**	**Demand** (Retail Potential)	**Supply** (Retail Sales)	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink	44-45,722	$440,652,425	$338,507,684	$102,144,741	13.1	224
Total Retail Trade	44-45	$400,295,659	$310,200,385	$90,095,274	12.7	156
Total Food & Drink	722	$40,356,766	$28,307,299	$12,049,467	17.5	68
Industry Group	**NAICS**	**Demand** (Retail Potential)	**Supply** (Retail Sales)	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers	441	$89,514,541	$48,233,351	$41,281,190	30.0	21
Automobile Dealers	4411	$70,005,994	$39,619,044	$30,386,950	27.7	15
Other Motor Vehicle Dealers	4412	$10,963,125	$6,197,673	$4,765,452	27.8	1
Auto Parts, Accessories & Tire Stores	4413	$8,545,422	$2,416,634	$6,128,788	55.9	5
Furniture & Home Furnishings Stores	442	$11,101,118	$6,904,948	$4,196,170	23.3	8
Furniture Stores	4421	$7,170,526	$2,506,658	$4,663,868	48.2	2
Home Furnishings Stores	4422	$3,930,592	$4,398,290	-$467,698	-5.6	6
Electronics & Appliance Stores	443	$11,232,684	$4,541,428	$6,691,256	42.4	7
Bldg Materials, Garden Equip. & Supply Stores	444	$29,328,155	$32,223,939	-$2,895,784	-4.7	15
Bldg Material & Supplies Dealers	4441	$27,130,481	$30,935,553	-$3,805,072	-6.6	11
Lawn & Garden Equip & Supply Stores	4442	$2,197,674	$1,288,386	$909,288	26.1	4
Food & Beverage Stores	445	$69,049,425	$53,301,690	$15,747,735	12.9	25
Grocery Stores	4451	$60,458,778	$49,368,675	$11,090,103	10.1	17
Specialty Food Stores	4452	$3,186,687	$1,027,526	$2,159,161	51.2	2
Beer, Wine & Liquor Stores	4453	$5,403,960	$2,905,489	$2,498,471	30.1	6
Health & Personal Care Stores	446,4461	$26,171,330	$13,385,575	$12,785,755	32.3	10
Gasoline Stations	447,4471	$46,630,387	$89,197,862	-$42,567,475	-31.3	20
Clothing & Clothing Accessories Stores	448	$15,026,963	$3,825,482	$11,201,481	59.4	9
Clothing Stores	4481	$9,164,106	$1,479,601	$7,684,505	72.2	4
Shoe Stores	4482	$2,988,160	$1,437,462	$1,550,698	35.0	2
Jewelry, Luggage & Leather Goods Stores	4483	$2,874,697	$908,419	$1,966,278	52.0	3

Market Analysis, Cass County

Sporting Goods, Hobby, Book & Music Stores	451	$8,592,799	$2,624,505	$5,968,294	53.2	10
Sporting Goods/Hobby/Musical Instr Stores	4511	$7,060,019	$2,464,975	$4,595,044	48.2	9
Book, Periodical & Music Stores	4512	$1,532,780	$159,530	$1,373,250	81.1	1
General Merchandise Stores	452	$66,678,435	$49,065,963	$17,612,472	15.2	11
Department Stores Excluding Leased Depts.	4521	$49,801,575	$38,402,721	$11,398,854	12.9	3
Other General Merchandise Stores	4529	$16,876,860	$10,663,242	$6,213,618	22.6	8
Miscellaneous Store Retailers	453	$18,326,177	$4,524,715	$13,801,462	60.4	17
Florists	4531	$875,641	$380,623	$495,018	39.4	3
Office Supplies, Stationery & Gift Stores	4532	$3,180,348	$1,128,256	$2,052,092	47.6	5
Used Merchandise Stores	4533	$2,337,810	$1,776,864	$560,946	13.6	5
Other Miscellaneous Store Retailers	4539	$11,932,378	$1,238,972	$10,693,406	81.2	4
Nonstore Retailers	454	$8,643,645	$2,370,927	$6,272,718	56.9	3
Electronic Shopping & Mail-Order Houses	4541	$6,470,771	$1,175,458	$5,295,313	69.3	1
Vending Machine Operators	4542	$445,211	$0	$445,211	100.0	0
Direct Selling Establishments	4543	$1,727,663	$1,195,469	$532,194	18.2	2
Food Services & Drinking Places	722	$40,356,766	$28,307,299	$12,049,467	17.5	68
Special Food Services	7223	$1,079,646	$208,838	$870,808	67.6	3
Drinking Places - Alcoholic Beverages	7224	$1,414,206	$1,339,000	$75,206	2.7	12
Restaurants/Other Eating Places	7225	$37,862,914	$26,759,461	$11,103,453	17.2	53

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

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Contacts

Group Leaders

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2. Jessica Kranz; Teacher, Logansport High School
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3. Matt Dixon; Candidate, Bachelors of Urban Planning at Ball State University
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Community Stakeholders

1. Mercedes Brugh; Deputy Mayor, City of Logansport
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2. Arin Shaver; Director, Cass County/ Logansport Planning Department
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3. Jim Sailors, Ralph Anderson, and Jeff LeDonne; Cass County Commissioners Office
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5. Michele Starkey; Superintendent, Logansport Community Schools
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9. Rebecca McVey; Executive Director, Big Brothers Big Sisters of Cass County
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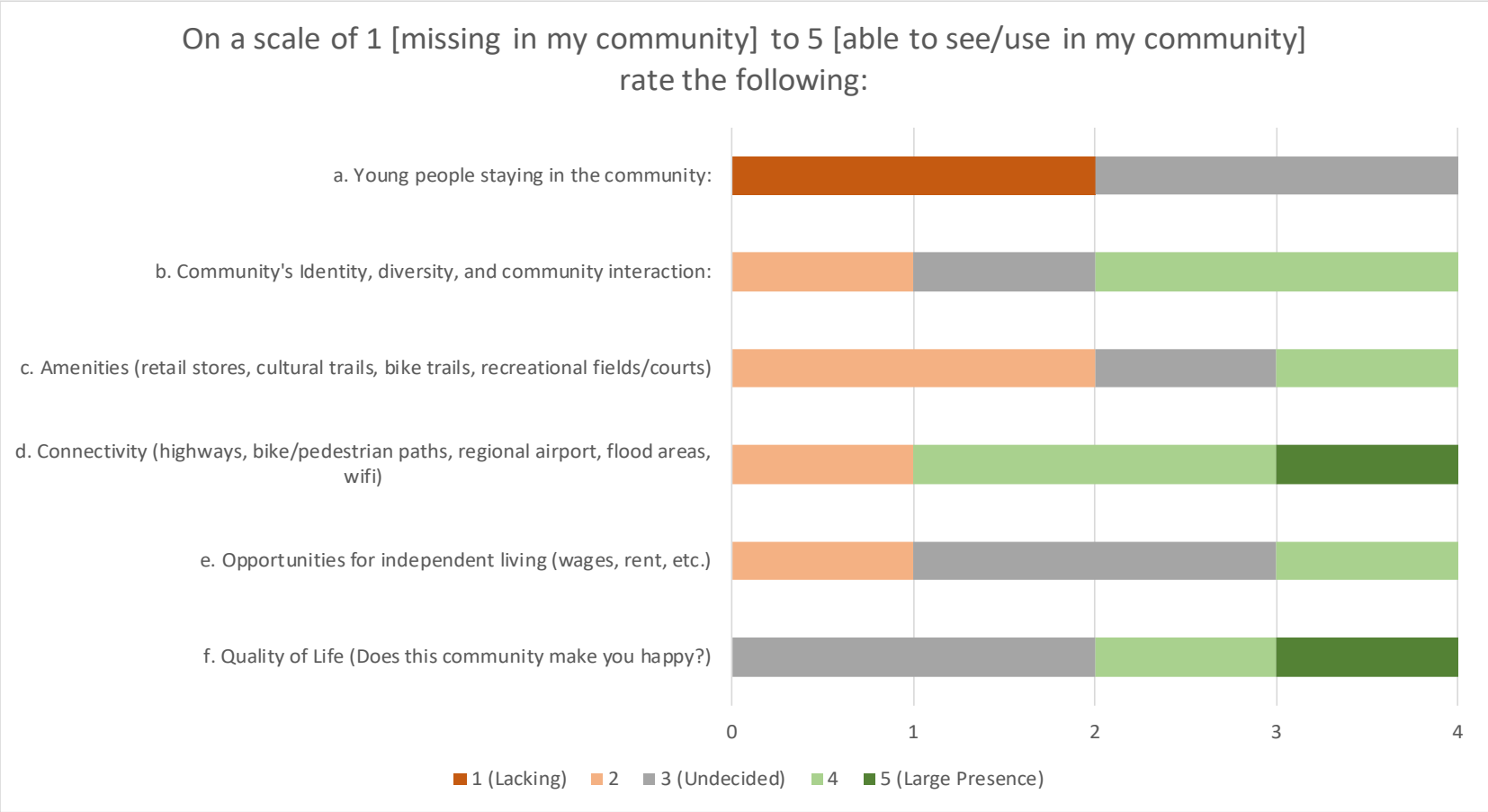
Four students attended the inaugural MCMV meeting in September, and were asked to complete a preliminary survey regarding current perceptions about their hometown, its civic affairs, and their planning and development knowledge.

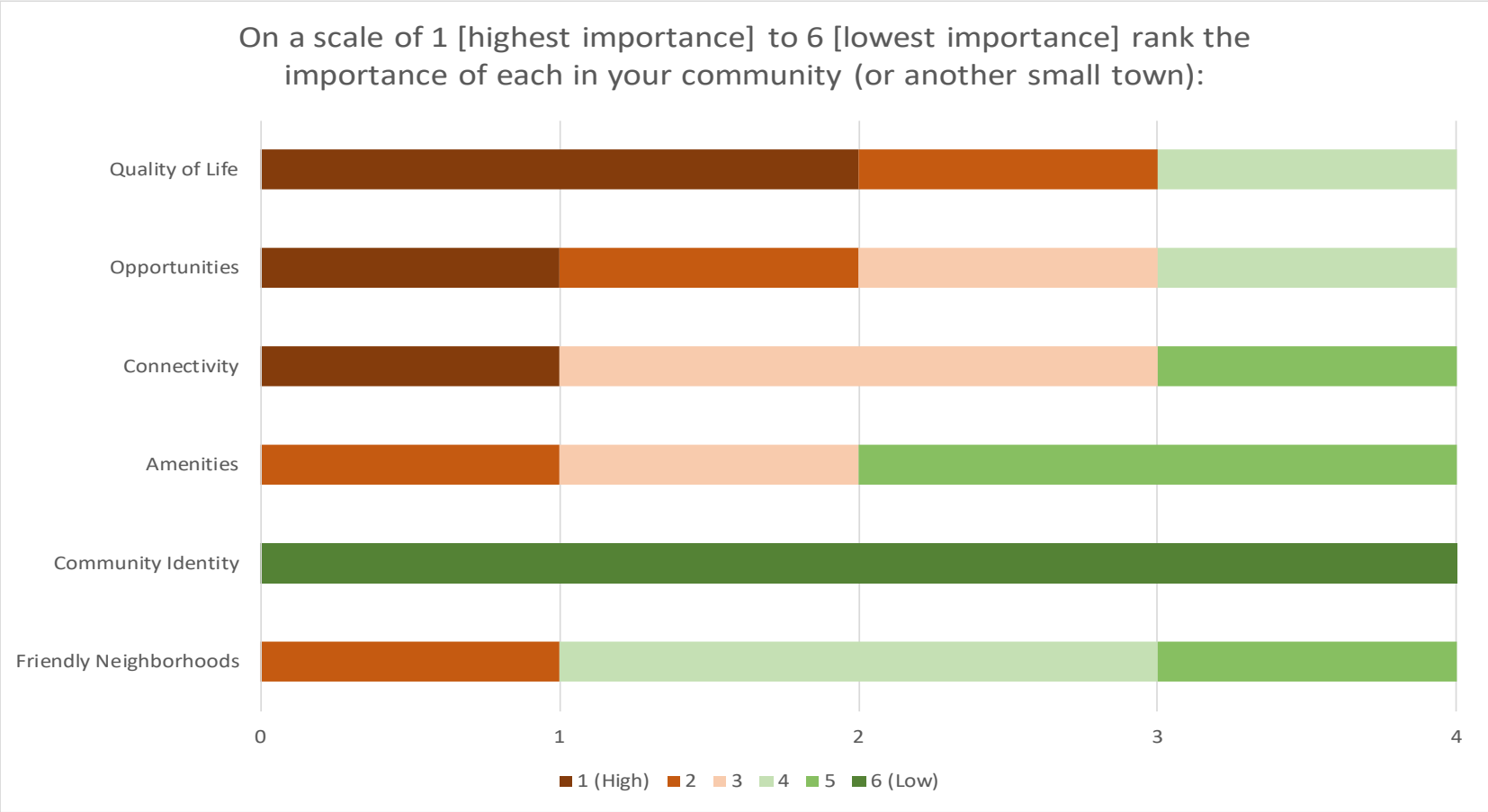
The first question outlines the students' opinions on the current state of Logansport. Half the students thought many young people were leaving the community to find better jobs elsewhere, yet over half thought Logansport had good or adequate connectivity. Half the students thought that Logansport was generally lacking in amenities, but it 2 out of four students say there is a good quality of life in the town.

Student Survey Responses [IHCDA]


On a scale of 1 [missing in my community] to 5 [able to see/use in my community] rate the following:
a. Young people staying in the community:
b. Community's Identity, diversity, and community interaction:
c. Amenities (retail stores, cultural trails, bike trails, recreational fields/courts)
d. Connectivity (highways, bike/pedestrian paths, regional airport, flood areas, wifi)
e. Opportunities for independent living (wages, rent, etc.)
f. Quality of Life (Does this community make you happy?)
0
1
2
3
4
1 (Lacking)
2
3 (Undecided)
4
5 (Large Presence)

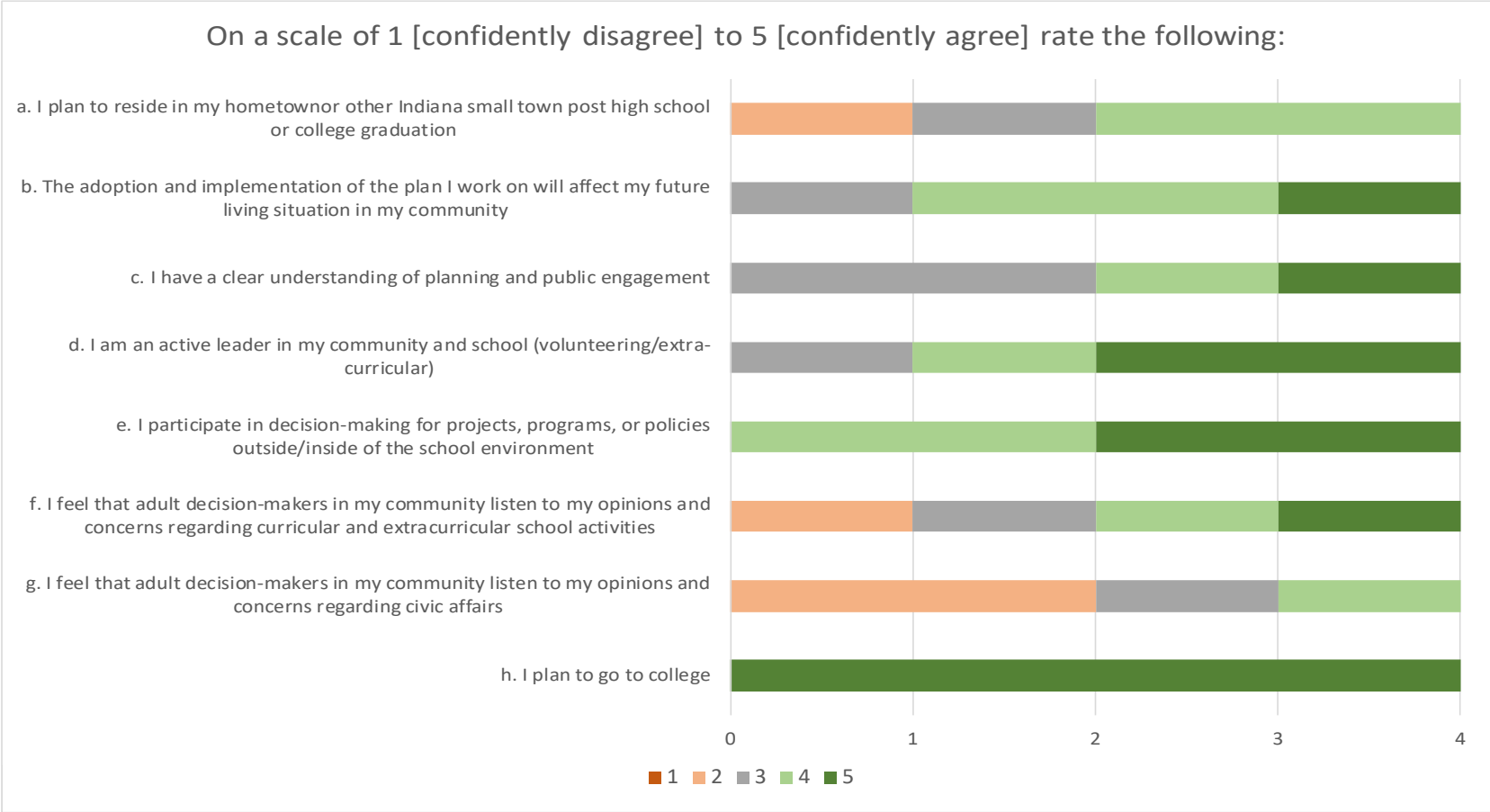
The next question asks the students to outline the most important characteristics of small towns -- the features that would make small towns desirable places to live for young people. Most of the students thought quality of life and opportunities for personal and professional growth were important factors for small town living. It also seemed the identity of the community did not have as heavy an importance, as long as other factors were validated.

Student Survey Responses [IHCDA]


On a scale of 1 [highest importance] to 6 [lowest importance] rank the importance of each in your community (or another small town):
Quality of Life
Opportunities
Connectivity
Amenities
Community Identity
Friendly Neighborhoods
0
1
2
3
4
1 (High)
2
3
4
5
6 (Low)

The final question on the IHCDA survey asked students to rank their personal knowledge of civic affairs as well as their future goals. All the students surveyed intend on attending college, most are active leaders in their community, but at least half do not feel as though adult decision-makers listen to and address their concerns within the community.

Student Survey Responses [IHCDA]


On a scale of 1 [confidently disagree] to 5 [confidently agree] rate the following:
a. I plan to reside in my hometownor other Indiana small town post high school or college graduation
b. The adoption and implementation of the plan I work on will affect my future living situation in my community
c. I have a clear understanding of planning and public engagement
d. I am an active leader in my community and school (volunteering/extra-curricular)
e. I participate in decision-making for projects, programs, or policies outside/inside of the school environment
f. I feel that adult decision-makers in my community listen to my opinions and concerns regarding curricular and extracurricular school activities
g. I feel that adult decision-makers in my community listen to my opinions and concerns regarding civic affairs
h. I plan to go to college
0
1
2
3
4
1
2
3
4
5