



Dear Business Owner,

Welcome to the downtown Montclair Center Business Improvement District (The B.I.D.)! We are a private non-profit Main Street Program, established in 2002, that supports our business community.

The BID cleans and maintains, plants and waters, decorates and promotes, represents and advocates for all 300+ businesses in our downtown area. We are responsible for the live music on Church Street, the Oktoberfest at Lackawanna Plaza, the Montclair Fashion Show and many more events designed to bring visitors to our downtown and more exposure to our businesses.

Please register your business at www.montclaircenter.com. By registering you will receive information about upcoming events, opportunities to register as vendor, and important notices that may affect you.

There's so much to learn about each other. Please contact our office so we can set up a meeting. We'd love to dream with you and brainstorm ways that we can support each other.

In this **WELCOME PACKET**, you will find great information like important contact numbers, parking information, business directory, new business checklist, and much more. We hope this helps you navigate your way to a successful new business in Montclair!

Once again, welcome to the Montclair Center BID!

With Gratitude,

Jennifer Brown
Executive Director

ABOUT MONTCLAIR

1. ABOUT THE TOWNSHIP
2. MONTCLAIR INFORMATION
3. BUSINESS & SHOPPING DISTRICTS
4. TOWNSHIP DEPARTMENT STRUCTURE
5. IMPORTANT CONTACTS
6. HISTORY OF MONTCLAIR

MONTCLAIR CENTER **BID**

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

About Montclair



68.7%

Of Montclair residents 25 years and older have a Bachelor's degree or higher.



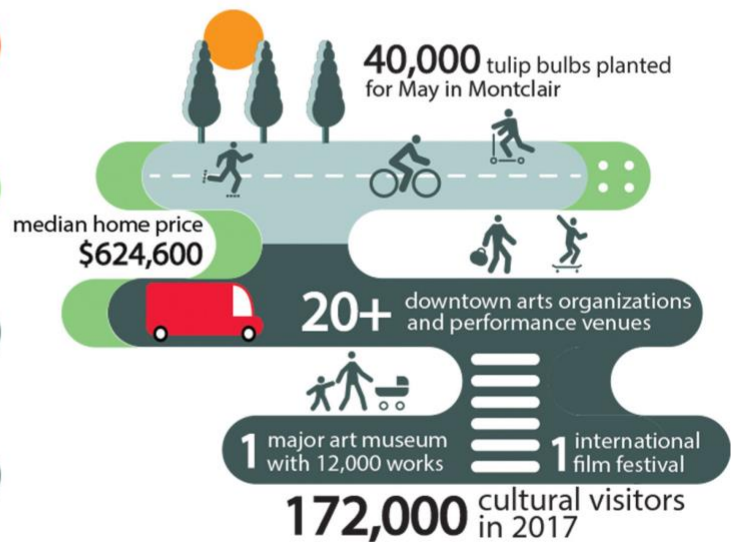
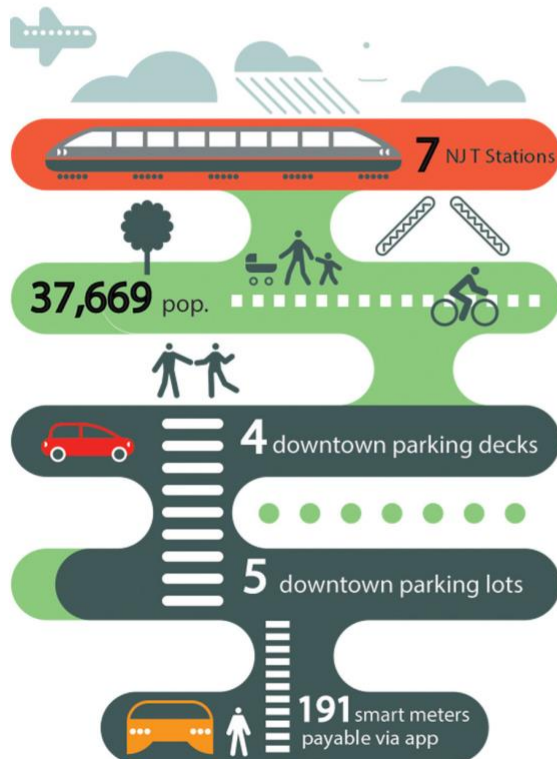
56.5%

Of Montclair housing units are owner-occupied



69.2%

Of population 16 years plus in civilian labor force.





GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Information

Location

Latitude: 40.8244° N

Longitude: 74.2124° W

According to the United States Census Bureau, the Township has a population of 38,021 and a total area of 16.3 km² (6.3 mi²).

Type of Government:

The Township of Montclair is governed under the Faulkner Act's Council-Manager form of municipal government.

Federal, State, County Representation

New Jersey is represented in the **U.S. Senate** by **Cory Booker** (D, Newark) and **Robert Menendez** (D, Hoboken)

Montclair is split between the 10th and 11th Congressional Districts and is part of New Jersey's 34th state legislative district. The NJ 10th Congressional District represented by **Donald Payne, Jr.** (D, Newark). NJ 11th Congressional District represented by **Rodney Frelinghuysen** (R, Harding Township)

NJ Governor Chris Christie (R)

NJ Senate 34th District represented by **Senator Nia H. Gill** (D)

Assembly 34th District represented by **Assemblywoman Sheila Y. Oliver** (D) and **Assemblyman Thomas P. Giblin** (D)

Essex County Executive Joseph N. DiVincenzo, Jr. (D)

Essex County Board of Chosen Freeholders, District 5, Cynthia D. Toro (D)

Schools

Public: 1 High, 3 Middle, and 7 Elementary

Non-public: 2 High, 2 Combined Elementary-High, 6 Elementary

Special Education: 2

MONTCLAIR CENTER BID

(continued)

Universities: Montclair State University

Houses of Worship: 42

Library: Main (50 South Fullerton Ave.); Branch (185 Bellevue Avenue, Upper Montclair)

Firehouses: 3; Number of hydrants: 1,061

Montclair Ambulance Unit: 1

Hospital: Mountainside Hospital (Bay and Highland Avenues)

Local Newspaper: *The Montclair Times* and *Montclair Local* (both published every Thursday)

Art Museum: 3 South Mountain Avenue

Movie Theaters: 2

Theaters: 1

Parks: Township - 153.86 acres; County - 123.76 acres

Public tennis courts: 17

Public swimming pools: 3

Skating rinks: Natural - 2, Indoor - 1

Shade trees: nearly 40,000

Streets: 97.7 miles (13.4 mi., County roads included)

Sewers: Sanitary - 104 mi; Storm - 42 mi

Water mains: 131.64 mi.

Railroad stations: 6

Municipal Parking lots: 26

Bus Lines: DeCamp Bus, New Jersey Transit Bus

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Township of Montclair Municipal Building
205 Claremont Avenue, Montclair, NJ 07042
Municipal Office Hours: 8:30 a.m. - 4:30 p.m.
Main Phone Number: 973-744-1400

Media Contact: Katya Wowk,
Director of Communications
Phone Number: 973-509-4908
Email: kwowk@montclairnjusa.org

Police Department
647 Bloomfield Avenue
973-744-1234
Todd Conforti, Police Chief
973-509-4735
tconforti@montclairnjusa.org

Acting Township Manager
Timothy F. Stafford, Esq.
973-509-4926
tstafford@montclairnjusa.org

Municipal Clerk
Linda Wanat
973-509-4900
lwanat@montclairnjusa.org

Recreation & Cultural Affairs
Pat Brechka, Director
973-509-4915
pbrechka@montclairnjusa.org

Communications Director
Katya Wowk
973-509-4908
kwowk@montclairnjusa.org

TV34
Rick Gearhart, Station Manager
973-509-4996
cabletv@montclairnjusa.org

Affirmative Action
Bruce Morgan, Housing Officer
973-509-4935
bmorgan@montclairnjusa.org

Code Enforcement
Brian Wilde, Deputy Fire Chief
973-509-5703
bwilde@montclairnjusa.org

Montclair Parking Utility
Tina Iordamlis, Project Administrator
973-509-4997
tiordamlis@montclairnjusa.org

Planning & Community Development
Janice Talley, director
973-509-4954
jtalley@montclairnjusa.org

Historic Preservation
Graham Petto
973-509-4955
gpetto@montclairnjusa.org

Zoning Information
Richard Charreun
973-509-4981
rcharreun@montclairnjusa.org

Building Department Office
205 Claremont Ave.
Montclair, NJ 07042
973-509-4951
Fax: 973-655-9368
Office Hours: 8:30 a.m.- 4:30 p.m.
Permits issued between 8:30 a.m. and 2:30 p.m.
Call 973-509-4951 to schedule an inspection

Plumbing/Building/Fire Subcode Official
Phil Bachoo
973-509-4947

Inspectors
Building: Sam Souza
973-509-4950
Electrical: Rob Bell
973-744-1400 ext 6013

Construction Official
Sam Souza
973-509-4950
ssouza@montclairnjusa.org

Electrical Subcode Official
Rob Bell
973-744-1400 ext. 6013
rbell@montclairnjusa.org

Elevator:
Carlos Rodriguez
973-509-4989 ext. 6014

Public Library
Peter Coyl, Director
973-509-0500
coyl@montclair.bccls.org

Fire Department
1 Pine Street
973-744-5000
John Herrmann, Fire Chief
973-509-4760
jherrmann@montclairnjusa.org

Deputy Township Manager
Brian P. Scantlebury
973-509-4962
bscantlebury@montclairnjusa.org

Information Technology
Tony Y. Fan, Director
973-509-4927
tfan@montclairnjusa.org

Human Resources
Sharyn Matthews, Director
973-509-4937
smatthews@montclairnjusa.org

Department of Finance
Chris Macaluso, Comptroller
973-509-4965
cmacaluso@montclairnjusa.org

Tax Assessor
George F. Librizzi
973-509-4920
glibrizzi@montclairnjusa.org

Tax Collector
Lidia Leszczynski
973-509-4921
lleszczynski@montclairnjusa.org

Community Services
Steve Wood, Director
973-509-5711
swood@montclairnjusa.org

Public Works
Rob Bianco, Superintendent
973-509-5711
rbianco@montclairnjusa.org

Solid Waste/ Recycling
Craig Brandon, superintendent
973-509-5711
cbrandon@montclairnjusa.org

MONTCLAIR CENTER BID

(continued)

Shade Tree

Steve Schuckman
973-509-4912

arborist@montclairnjusa.org

Office hours Wednesdays, 7 a.m. to 3 p.m.

Township Engineer

Kimberli Craft
973-509-5707

kcraft@montclairnjusa.org

Health and Human Services

Sue Portuese, Director
973-509-4970

sportuese@montclairnjusa.org

Lifelong Montclair/Senior Services

Katie York, Director of Senior Services
973-509-4967

kyork@montclairnjusa.org

Environmental Affairs

Gray Russell, Sustainability Officer
973-509-5721

grussell@montclairnjusa.org

Section 8 Housing, Acting ADA Compliance Coordinator

Bruce M. Morgan, Housing Officer
973-509-4935

bmorgan@montclairnjusa.org

Vital Statistics (marriage, birth, death, civil union certificates; dog, cat licenses)

Arlene Karp, Registrar
973-509-4973

Township Attorney

Ira Karasick
973-509-4932

ikarasick@montclairnjusa.org

Water Bureau & Sewer Utility

Gary Obszarny, Director

gobszarny@montclairnjusa.org

973-744-4600

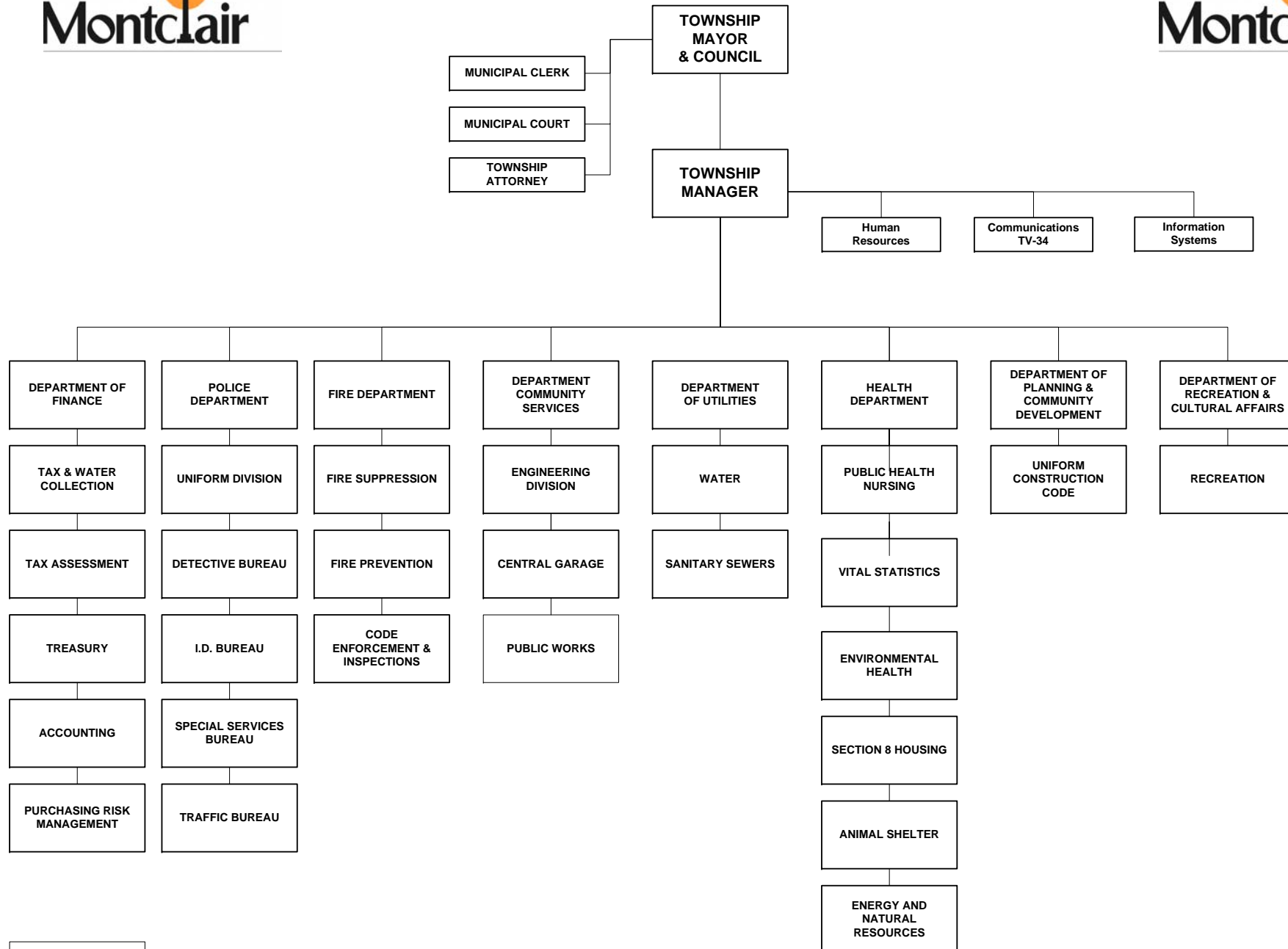
Payments: 973-509-4925

Water Billing: 973-509-4924, 4925

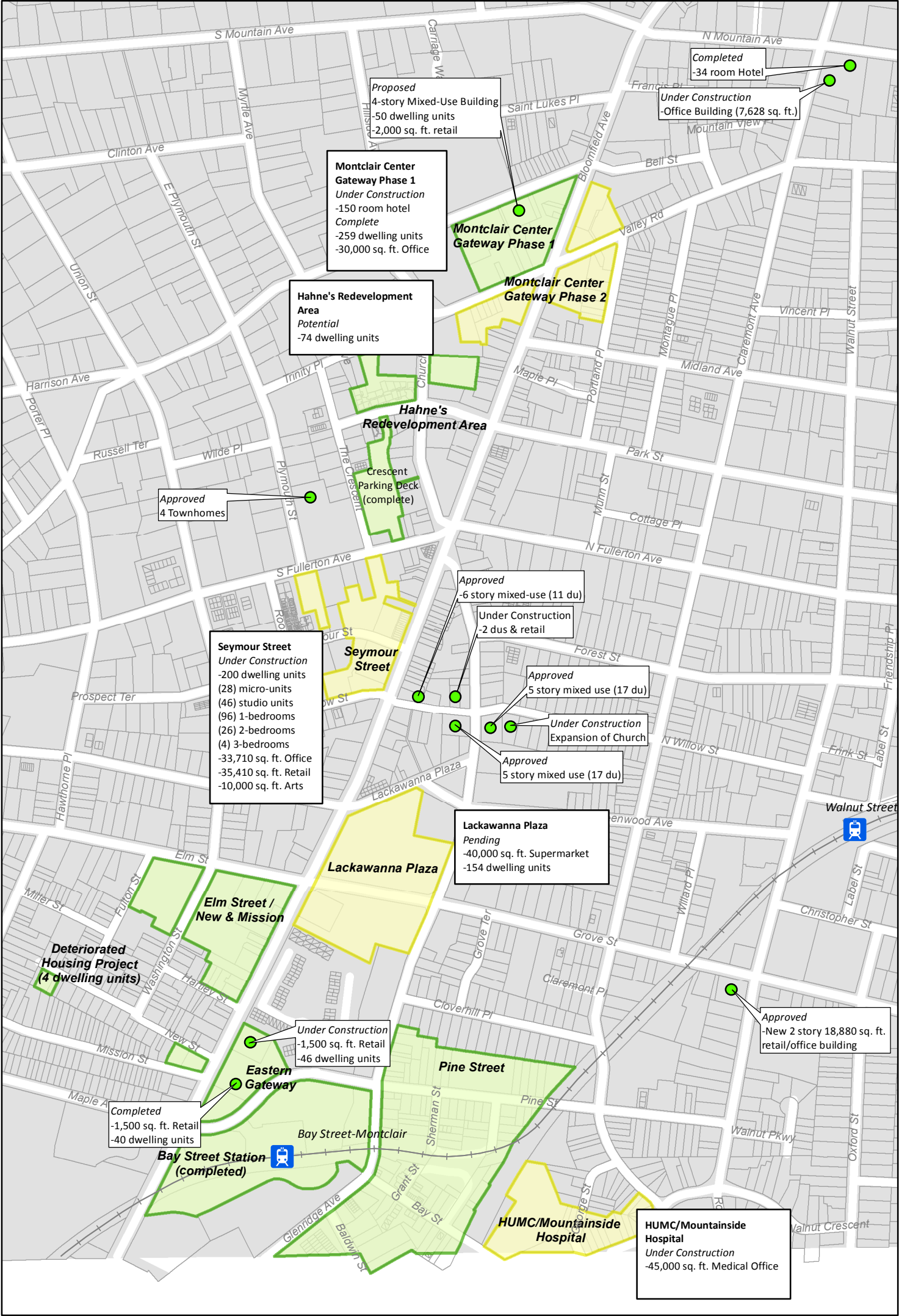
Sewer Billing: 973-509-4977, 4921



TOWNSHIP OF MONTCLAIR







Montclair Downtown Development Map

Legend

Montclair Redevelopment Plans

- Adopted
- In Process

Map prepared by the Department of Planning & Community Development, December 2018. Data provided by the NJ Office of GIS.

MONTCLAIR CENTERBID

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PARKING

On-Street Parking Regulations:

Montclair has "On-Street Parking" with an "S" Permit on 16 municipal streets.

Overnight On-Street Parking Instructions

The hangtag issued to you serves as a permit to park a designated motor vehicle in any available space on the designated street, between the signs indicating "On-Street Parking" between the hours of **5:00 p.m. to 9:00 a.m.** If "On-Street" parking is not available on the designated area, the permit holder may park in the nearest Municipal Parking Lot.

Daytime parking is allowed Saturday and Sunday only with this parking permit.

Parking Locations and Alternate Side of the Street Regulations

Please note where parking is allowed on each street and when street cleaning occurs. During street cleaning you are required to park on the opposite side of the designate street.

Parking Locations and Alternate Side of the Street Regulations

Street Name	Street Cleaning Occurs on:
The Crescent -South side of street from Trinity Pl. to S. Fullerton Ave.	2nd Monday of the Month
North Fullerton Ave. - West side of street between Claremont Ave and Munn St.	Thursdays
Pine Street - East side of street between Claremont Ave and Glenridge Ave.	Wednesdays
Prospect Avenue - East & West sides of street between Bloomfield Ave & Claremont Ave.	Fridays
St. Luke's Place - West side of street between 22 St Luke's Pl. and Bloomfield Ave.	Wednesdays
South Fullerton Avenue - West side of street between Plymouth St. and Union St.	Thursdays
Trinity Place - West side of street from Church St. to Plymouth St. also on Myrtle Pl.	2nd Monday of the Month
Union Street - South side of street between Elm Street and S. Fullerton Avenue Union Street - North side of street between signs on S. Fullerton Ave. and S. Willow St	Wednesdays Wednesdays
Talbot Street - South side of the street	Wednesdays
Mission Street - East side of the street	Wednesdays
New Street - East side of the street	Wednesdays
William Street - South side of the street	Wednesdays
Forest Street – Both Sides of Street from Walnut Street North to Public Works yard	
Elm Street – East side Elmwood Ave. to Fulton St. & West side Hawthorne Pl. to Union St	Fri – East Side; Mon – West side
Orange Rd. – West side of street between Bloomfield Ave and a point 372 feet therefrom	Wednesdays

Fees

Prorated fees are offered after the first month for **new applicants only. *No Refunds***

Display

The permit must be displayed from your rearview mirror, with the wording on the permit visible from the front of the car.

Snow Restrictions

Parking is prohibited while streets are snow-covered.

All non-returned permits will be marked as Lost/Stolen in the system once a replacement permit is issued. Parking enforcement will be notified and any vehicle found with the old permit will be ticketed and/or towed.

Waitlist for On-Street Parking Permits:

- Prospect Avenue
- North Fullerton Avenue
- Union Street

Off Street Parking Regulations: “ N” Permit

Overnight Off-Street Parking Instructions

The hangtag issued to you serves as a permit to park a designated motor vehicle in any available space in any Municipal Parking Lot marked as “Permit Parking Only” during the hours of **5:00 P.M. to 9:00 A.M. Monday – Friday, as well as all day Saturday and Sunday**. This permit is also valid at off-street meters **after 7:00 P.M., until 8:00 A.M. the following day**.

This permit does not allow for parking at meters on Saturdays and Sundays during the day.

Fees

Prorated fees are offered after the first month for **new applicants only. *No Refunds***

Display

The permit must be displayed from your rearview mirror, with the wording on the permit visible from the front of the car.

All non-returned permits will be marked as Lost/Stolen in the system once a replacement permit is issued. Parking enforcement will be notified and any vehicle found with the old permit will be ticketed and/or towed.

Multiple Car Option

“Multiple Car Option” refers to a permit that may be moved between cars. The license plate numbers of both cars are provided to the office, which are entered into our system. The cost for this service is \$20.

MONTCLAIR CENTER **BID**

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Business and Shopping Districts

Montclair's six business and shopping districts offer unique experiences for visitors and residents alike.

Upper Montclair

The **Upper Montclair business district** is lined with Tudor-style shops and restaurants. The local cinema shows the latest feature movies as well as independent and arts films. Watch for sidewalk sales and family-friendly activities in Anderson Park. Need to charge your car? Use one of two charging stations in the municipal parking lot. The Upper Montclair Train Station on Bellevue Avenue makes for an easy commute to/from NY Penn Station. Just look for the 100-year-old clock at the intersection of Valley Road and Bellevue Avenue.

Watchung Plaza

Watchung Plaza features one of the region's best independent bookstores as well as neighborhood shops, restaurants, and a super-popular coffee house that roasts its own beans. The Watchung Avenue Train Station provides commuters easy access to and from NY Penn Station.

Frog Hollow

A great area to grab lunch at one of the restaurants, delis or pizzerias along Valley Road – and charge your electric vehicle while enjoying your meal. Or pick-up your take-out and head out to Edgemont Memorial Park, a beautiful setting with a landmark WWI monument.

Walnut Street

The **Walnut Street** area is home to a popular jazz club, several galleries, artisan bakeries, and wonderful restaurants, including an authentic Irish pub, a European bistro and an eatery serving New American cuisine. The Walnut Street district extends to Grove Street where you'll find more shops and restaurants. Enjoy the Montclair Farmer's Market on Saturdays, from June through November, located in the Walnut Street train station parking lot.

Montclair Center

Montclair Center, the township's largest district, is where you'll find our **world-class art museum**, a **top concert venue**, a **cinema** showing art house and feature films, and hundreds of shops and cafés. The Montclair Public Library is just up the road on South Fullerton Avenue. Montclair Center has multiple decks and lots for parking.

South End

Some call it Montclair's best kept secret. The **South End** district is an area of charming small shops and restaurants and is home to the MLK Peace Garden.

7 North Willow Street #4A • Montclair, NJ • (973) 509-3820 • MontclairCenter.com

NEW BUSINESS CHECK LIST

1. Determine viability

Be brutally honest. Your startup needs to be something you can make a profit doing or delivering. Ask yourself: would you buy it? Run the numbers: will customers pay enough so that you can cover costs and make a profit?

2. Create a business plan

It's easy to convince yourself that you don't need a business plan, but creating a business plan with financial projections forces you to think through details. Keep your plan a living breathing thing that you revisit and adapt regularly.

3. Figure out the money

Most startups take a lot more time to get off the ground than you expect. Know where your living expenses for the first year will come from (savings, a job, spouse's income, etc.). If you need financing for the business start investigating as soon as possible.

4. Get family behind you

Spend time to make sure your spouse and other close family 'buy into' your startup. You'll have enough challenges without resistance from family.

5. Choose a business name

You want a name that will stick in your target audience's heads. And it shouldn't already be taken by another company. Do Google searches and use a corporate name search tool to see if the name you have in mind is unique. Check at the state and Federal level.

6. Register a domain name

Get a matching domain to your business name. An AOL email address or a website with free hosting and a name like mysite.wordpress.com makes it seem like either (a) you are not running a real business or (b) you don't plan to be around long.

7. Incorporate / figure out legal structure

Incorporating your startup can protect your personal assets. Talk over structure (corporation, LLC, sole proprietorship) with your attorney and accountant.

8. Apply for an EIN

An Employer Identification Number (EIN) helps you separate yourself from your business. You'll need it if you plan to incorporate your business or open a business bank account. Plus, with it you can avoid giving out your social security number (an opening to identity theft).

9. Investigate and apply for business licenses

You may need one, if not several, business licenses for your startup, depending on your industry and where you are located. Most licenses are at the state or local level. Here in the United States, the SBA has a helpful business license and permits tool.

10. Set up a website

Get your website up and running as soon as possible. Today, it's necessary for credibility. Even if your product is not yet built, you can start with company information.

11. Register social media profiles

Getting set up on the major social media channels (Facebook, LinkedIn, and Twitter, Instagram, to start) will make marketing on them later easier. Also, it's important to reserve your brand as a profile name.

12. Start your revenue stream

Start generating revenue as soon as possible. At the early stages of a startup there is never enough money – resist the temptation to wait until things are “perfect.” Oh, and get your lawyer to create any customer contract forms necessary.

13. Rent retail or office space

If you've got a brick-and-mortar business, you'll need to sort this out early. If you plan to run a retail business, pay attention to foot traffic, accessibility, and other factors that will affect the number of people that will walk in your store. EXCEPTION: If you don't have a brick and mortar or retail business, then hold off renting an office as long as possible to avoid saddling your startup with lease payments.

14. Order business cards

As a startup founder, you'll be doing a lot of networking, so order plenty of business cards. They are inexpensive enough that you can reorder them later if things change. Without cards you lack credibility.

15. Open a business bank account

It's all too easy to use your personal bank account to pay for business expenses, but it becomes a gnarl to untangle later.

16. Set up your accounting system

Once you have your bank account set up, choose an accounting program. Start as you intend to go. Few things will doom your business faster than books that are a mess.

17. Assign responsibilities to co-founders

If you have one or more founders, it's imperative that you decide who will do what up front. Put it in writing. Co-founder disagreements can destroy your business.

18. Upgrade your smartphone and choose apps

As an entrepreneur you are going to be on the go – a lot. I can't emphasize enough how useful a good phone with good business apps can be, in running your startup. Get a credit card swipe device to accept payments, too.

19. Find free advice

Your local SBA office, SCORE, and other small business resources can provide you with free advice, access to business templates, and other tools.

20. Consult your insurance agent and secure coverage

Depending on the type of business you're starting, you may need insurance of one kind or another, like liability, workers' comp, or health insurance, especially if you hire full-time staff.

21. Hire your first employee

Depending on the type of business you have, you may need staff from day one (retail) or you may be able to outsource to freelancers, interns, and third-party vendors for a while (service and tech businesses). Just remember, trying to do everything yourself takes you away from growing the business.

22. Line up suppliers and service providers

Finding a good source of inventory is crucial, especially in certain types of businesses (retail, manufacturing). Beyond inventory, line up good reliable suppliers and service providers so you don't have to sweat the details.

23. File for trademarks and patents

The best thing to do is consult an attorney early about the need for patents, especially. Get the advice early. Then you may be able to defer filing for a while, depending on the nature of your business.

24. Work your network

Reach out to former co-workers and colleagues, as well as friends and family. Don't pressure them to buy your products or services. Instead, tap into them for introductions and help with other things on this startup checklist.

25. Don't waste time on "partnerships"

Be careful about wasting time on "business partnership" discussions. Your business won't be attractive to potential partners unless and until you start making headway. Focus your precious time to make sales and get customers.

26. Refine your pitch

You need a good elevator pitch for many reasons: potential investors, customers, prospective new hires, bankers. If you can't persuasively and clearly pitch your business, how can you expect key stakeholders to buy in?

27. Refine your product, and marketing and sales approach

As you go along you will learn more about the marketplace. Use customer feedback to refine your product and service offerings, and your go-to-market approach.

28. Secure your IT

Whether you're running a tech company or not, you likely have sensitive data on computers and devices that you want protected. Protect it from intrusions and disasters. Back it up! IT problems can derail a fledgling company.

30. Get a mentor

(by Anita Campbell for smallbiztrends.com)

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STORE FRONTS

Being a good neighbor – The success of our downtown is all of our responsibility. A little bit goes a long way. Here are ways you can help keep our downtown looking safe and enticing to shoppers:

- Keep your sidewalk swept and clear of any walking hazards (snow included). American Disabilities Act makes sure that wheelchair accessibility is our responsibility.
 - A 6 foot walkway MUST be maintained for pedestrians.
- Put your window display lights on a timer. Shut off at 11PM. (downtown Montclair gets a new life after dark... dinner time in our bustling restaurants)
- Only 10% of your storefront window can be covered at any given time.
- We encourage plants outside of your store fronts
- Sandwich Signs (A-frames) are allowed within 10 feet of your entrance. Signs need to be registered once at town hall. \$50
- Café License issued by the Health Department must be obtained if food service will be offered to outside seating.
- All “ready for consumption” stores must have a Montclair Center BID trash can within 10 feet of your entrance that is cleaned and maintained by the store. (See Garbage Flier for more info)
- Montclair has strict signage regulations. Please visit www.MontclairNjUSA.org for more information.





GREAT AMERICAN MAIN STREET AWARD WINNER 2015

CODE ENFORCEMENT

Montclair Code Enforcement would like to remind commercial property owners and occupants of several common issues and their applicable ordinance for reference.

Commercial Refuse Collection

The Township of Montclair does NOT collect any refuse from commercial properties. Each property is responsible to have a disposal contract with a reputable vendor. Issues related to such are the responsibility of the property owner. See [Chapter 292-27](#).

Permits for signs

The Montclair Zoning Department issues permits for the display of many types of signs (banners, A-frames, window content, etc.). Please contact the Department of Planning and Zoning at 973-509-4981 for questions regarding size, duration and content.

Below are some of the township ordinances to which the signs and their manner of display must adhere.

[ORDINANCE #347-107.4](#) – SIGN ILLUMINATION. Prohibit light bulbs, singly or in combination, used as an attraction device; strobe lights; black (i.e., ultraviolet) lights; string lights; flashing or moving lights of any kind; and similar uses of illumination as attraction devices.

[ORDINANCE #347-108](#) – PROHIBITED SIGNS. The following signs are prohibited: Advertising Signs; Flashing or moving signs; Internally-illuminated signs; Neon framing, tubing and bare-bulb illumination; Roof signs; Pennants and banners (featherbanners); Exposed LED bulbs (except for gas station prices); Signs in the right-of-way or affixed to trees, fences or utility poles

[ORDINANCE #347-110.1](#) – WALL-MOUNTED BUSINESS SIGNS. Aggregate sign area not to exceed one square foot for each foot of storefront width. Sign may not extend beyond portion of building occupied by referenced business. Maximum sign height 24 inches. Maximum sign height to top of sign: 12 feet or top of ground floor, whichever is greater. Only one wall-mounted sign per business per public facing façade; maximum of 2 signs.

[ORDINANCE #347-110.2](#) – WINDOW MOUNTED SIGNS. Signs cannot extend beyond portion of building occupied by referenced business. Signs placed only in windows facing street or municipal parking lot. Maximum sign area 20% of the area of each window. Neon signs are not permitted in windows. All windows must be transparent and not covered by opaque material; except for sign area.

[ORDINANCE #347-110.4](#) – SIDEWALK SIGNS. All sidewalk signs must receive a permit from the Zoning Officer. Signs must be of an A-frame design and cannot exceed 2 feet in width and 3 feet in height. Sign must be of wood, metal or chalkboard. Sign must be located in front of the building in which the retail establishment is located. Sign must be taken indoors at close of business each day.

ORDINANCE #347-110.5(A) – AWNING SIGNS. Sign text on lowest 12 inches of awning or canopy and such text cannot exceed 6 inches in height.

ORDINANCE #347-110.5(D) – PROJECTING SIGNS. One projecting sign permitted for each business, per public façade. All parts of sign shall be 8 feet above road or sidewalk surface. Projecting sign shall not extend more than 3 feet from building and cannot exceed 12 square feet in area.

ORDINANCE #347-110.6 – TEMPORARY SIGNS. Banner signs are permitted and require a Zoning Permit from the Zoning Officer. Banner signs are permitted up to 30 days. Maximum banner sign size must conform to Wall-Mounted Business Sign requirements. Grand Opening signs are permitted for up to 14 days and require a Zoning Permit from the Zoning Officer. Temporary window signs are permitted and cannot exceed 20% of the window area.

ORDINANCE #347-136 – HISTORIC PRESERVATION COMMISSION CERTIFICATE OF APPROPRIATENESS. For businesses located in landmark historic districts or an individual landmark, a Certificate of Appropriateness is required from the Commission before any change in existing, or addition of new, signs or exterior lights.

If further information is required, please contact the Department of Planning 973-509-4954 or contact the code enforcement office 973-509-5703.

Frequently Cited Ordinances

The Montclair Division of Code Enforcement, Housing and Property Maintenance would like to remind the community of the codes we enforce.

Chapter 100 -- Brush, Grass and Weeds.

Dead and dying trees, stumps, roots, brush, weeds, obnoxious growths, garbage, trash and other types of debris may pose serious health and safety issues. Owners or tenants must ensure properties are well maintained and are free of trash or debris and that hedges, bushes, trees and other plant life are not overgrown or create sight triangle visibility issues.

Chapter 297 -- Streets and Sidewalks.

Ensuring sidewalks and aprons are in good repair and clear of all encumbrances is a year-round responsibility. Encumbrances include refuse/recycling containers, tree branches and other waste put out for collection; various sporting equipment such as portable goal posts and basketball hoops; low-hanging branches and overgrown hedges; and any other materials that may cause hazards to pedestrians.

Property owners are also responsible for the upkeep up of sidewalks and swales adjacent to their properties.

Chapter 292 -- Solid Waste.

The Township of Montclair strictly enforces Ordinance **292-5**, which requires recyclable materials to be separated into two containers: MIXED PAPER goes in one container, and COMMINGLED metal, glass, plastic bottles and cans go in a separate container. This means that if you have not separated your recyclable materials into a Commingled container and a Mixed Paper container, your recycling will not be collected. If the resident continues to improperly separate recyclable materials, Code Enforcement will issue a warning, followed by a summons should non-compliance continue.

Garbage cans and bulky waste are to be put out for collections between the hours of 6:00 p.m. on the day preceding a scheduled collection and 6:00 a.m. on the scheduled collection day. (See [292-23](#) of the Township Code.)

Residents are reminded that garbage cans must be no more than 35 gallons in size and weigh no more than 50 lbs. Only 3 cans per household may be put out for collection. (See [292-21](#) of the Township Code.)

See the [Commingled & Mixed Paper Recycling](#) on the township website for information on items accepted for recycling.

For more information about the proper disposal of various items see the [A to Z Disposal Guide](#) on the Township website.

Chapter 217 -- Noise.

Montclair has a number of ordinances in place governing noise, including time constraints on construction activities and use of internal combustion engine leaf blowers. The Code Enforcement office responds to calls regarding the latter, while all other noise complaints should be directed to the Montclair Police Department (973-744-1234).

Below are additional ordinances residents and home owners need to be aware of.

Ordinance #292-23 (A) - refuse/bulky waste placed at the curb, early/late.

Ordinance #292-3 - sidewalks and gutters in front of businesses must be clean, and in orderly condition.

Ordinance #292-7 - recyclable materials mixed with solid waste. Recyclable materials should be cleaned before collection and placed loosely in a plastic or metal receptacle.

Ordinance #292-23 (B) - recyclable materials placed at the curb early/late.

Ordinance #292-23 (C) - household appliances (must schedule collection appointment with the Dept. of Community Services), with freon \$10.00 charge.

Ordinance #292-23 (D) - tires left on curb (must be brought to the recycling yard (Dept. of Community Services) Fee: \$2.00 off rim, and \$5.00 on rim.

Ordinance #200-4 (B) - disposal of leaves by landscapers. All landscapers shall dispose of all leaves, cuttings, clippings, and other yard waste materials collected within the Township of Montclair in the manner directed by the Director of Community Services.

Ordinance #292-26 (A,B,C,D) - no leaves shall be deposited onto the street/roadway. Leaves placed curbside for collection (during designated collection periods) shall only be set out by utilizing biodegradable paper bags. Leaves placed in plastic bags will not be collected. (A summons will be issued if the violation is not corrected within three (3) days).

Ordinance #297-31, snow and ice removal must be removed within 12 hours of daylight after same falls.

Ordinance #190-17 (G), premise shall be clean and free from garbage and rubbish. Lawns, hedges and bushes shall be kept trimmed and shall not be permitted to become overgrown. Fences shall be kept in good repair.

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

GARBAGE

1.



2.



3.



1. **All RESIDENTIAL** trash must be put into a container for TOWNSHIP pick up (supplied by property owner)
2. **All COMMERCIAL** (business) trash must be left on the sidewalk in bags for PRIVATE WASTE MANAGEMENT company (paid for by business). Private pick up **MUST** be coordinated on the same day as township pick up. Township will **NOT** pick up.
3. **Big Belly Solar Compactors** are **ONLY** for pedestrian trash (napkins, cups, wrappers, etc.) for TOWNSHIP pick up. **NOT** for commercial or residential trash.
4. **Montclair Center BID Trash Cans** 10 feet of the store entrance of a business that sells ready to consume products (convenience store, coffee shop, yogurt or ice cream shops, etc.) must be maintained (cleaned and emptied) by business owner. One will be provided for you upon request.
5. **Recycling Bins** may be put out for TOWNSHIP pick up. FYI-paper must be inside clear bag
6. **Cardboard Boxes** must be flattened and tied together neatly for TOWNSHIP pick up

4.



5.



6.



GARBAGE DAYS

NOTE: All COMMERCIAL (business) garbage WILL NOT be picked up by the township. It is the responsibility of the business to hire a private waste management company. Your landlord (property owner) may provide a dumpster for commercial (business) garbage within their property limits. If so, this dumpster is maintained by a private waste management company not the township.

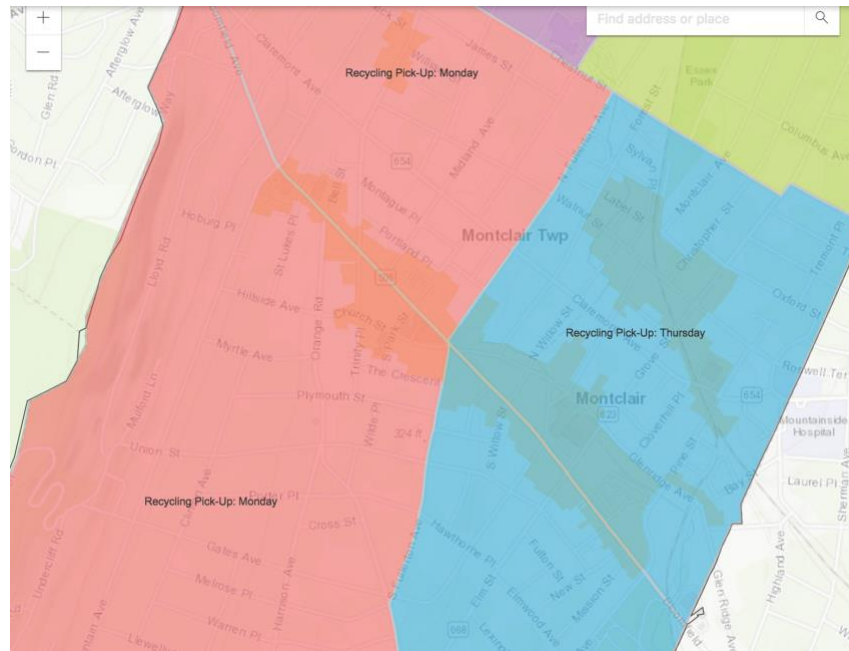
RECYCLING

All recycling must be placed on the curb directly in front of your business after 6PM of the night BEFORE pick up or before 6AM of the morning OF pick up.

Example: South Fullerton Street businesses will put their recycling on the curb at 6:30PM Sunday night for a Monday pick up.

Downtown Recycling Schedule:

Monday Pick	474 & higher Bloomfield Avenue South & North Fullerton Avenue Church Street South Park Street & Park Street Midland Avenue Valley Road
Thursday Pick Up	100 – 465 Bloomfield Ave North Willow Street Seymour Street Elm Street Hartley Street Mission Street



MARKETING ANALYSIS*

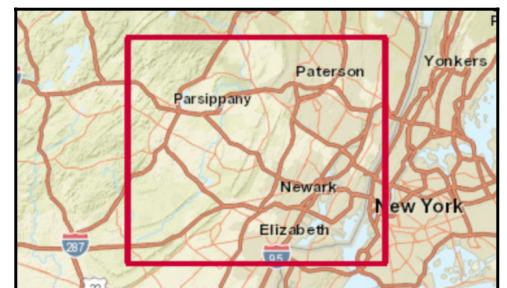
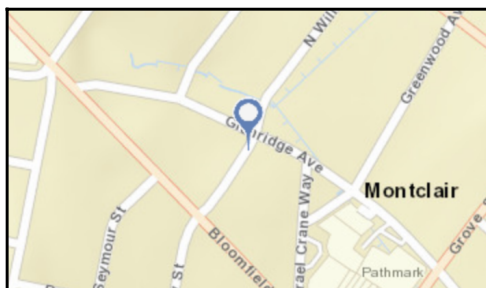
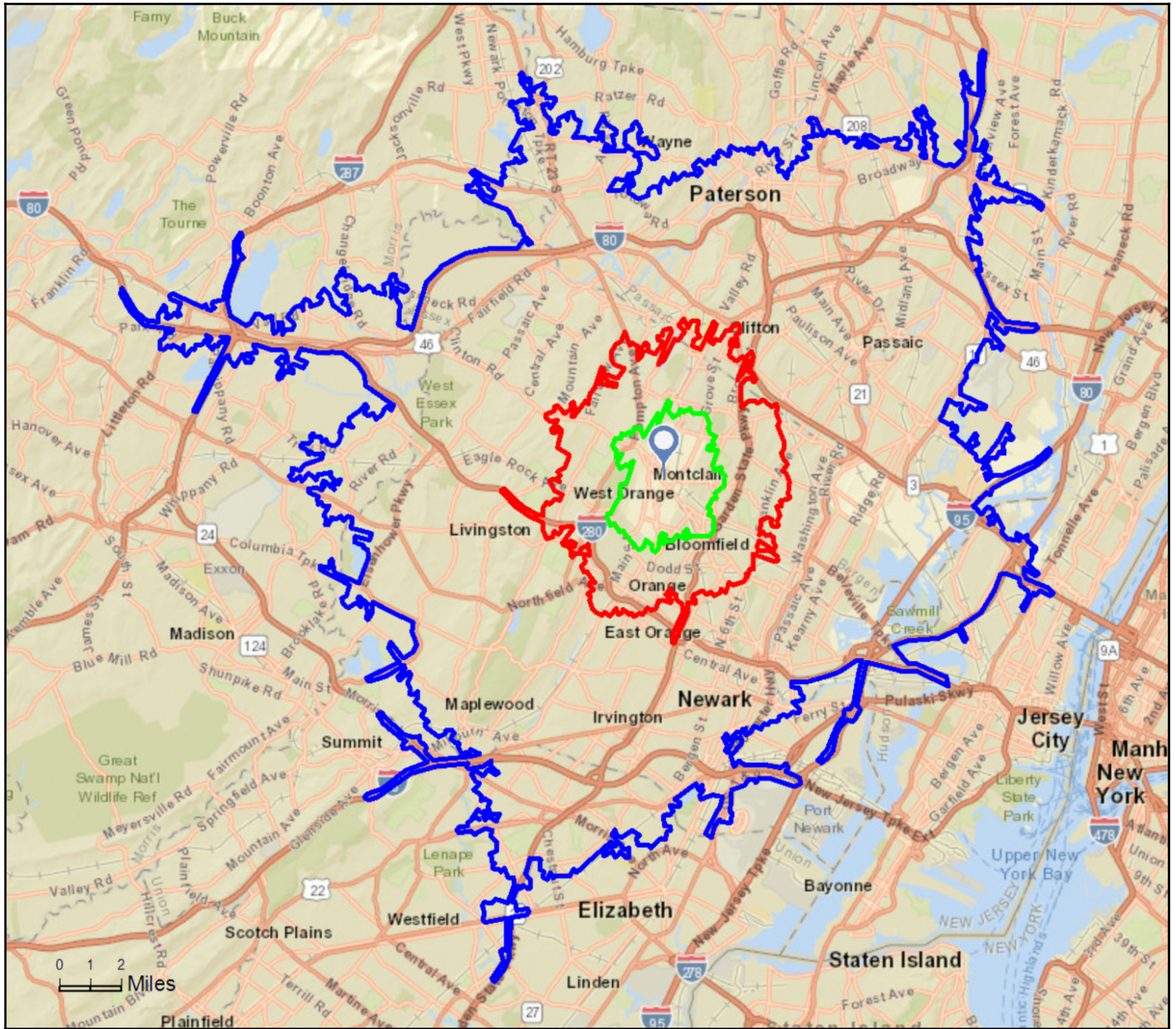
Report by ESRI 5/06/2017

1. SITE MAP
2. HOUSEHOLD BUDGET EXPENDITURES
3. RECREATION EXPENDITURES
4. RETAIL GOODS & SERVICES EXPENDITURES
5. RETAIL MARKET POTENTIAL
6. RETAIL MARKET PLACE PROFILE

**NOTE: Area set to 5 and 10 Minute Driving Time Radius*

Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Times: 5, 10, 22 minute radii

Latitude: 40.813
 Longitude: -74.2146





Household Budget Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 5 minute radius

Latitude: 40.8130
Longitude: -74.2146

Demographic Summary			2016	2021
Population			49,375	50,337
Households			19,514	19,881
Families			11,971	12,160
Median Age			40.1	40.7
Median Household Income			\$86,496	\$98,834
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	164	\$108,607.59	\$2,119,368,564	100.0%
Food	160	\$12,906.27	\$251,852,918	11.9%
Food at Home	158	\$7,853.26	\$153,248,512	7.2%
Food Away from Home	163	\$5,053.01	\$98,604,405	4.7%
Alcoholic Beverages	175	\$897.01	\$17,504,335	0.8%
Housing	171	\$34,996.30	\$682,917,747	32.2%
Shelter	177	\$27,607.27	\$538,728,216	25.4%
Utilities, Fuel and Public Services	152	\$7,389.03	\$144,189,531	6.8%
Household Operations	169	\$2,896.45	\$56,521,344	2.7%
Housekeeping Supplies	155	\$1,089.00	\$21,250,710	1.0%
Household Furnishings and Equipment	162	\$2,860.62	\$55,822,202	2.6%
Apparel and Services	170	\$3,429.91	\$66,931,334	3.2%
Transportation	151	\$12,227.72	\$238,611,765	11.3%
Travel	174	\$3,245.53	\$63,333,187	3.0%
Health Care	151	\$8,008.87	\$156,285,167	7.4%
Entertainment and Recreation	162	\$4,715.14	\$92,011,254	4.3%
Personal Care Products & Services	165	\$1,209.47	\$23,601,541	1.1%
Education	203	\$2,865.75	\$55,922,270	2.6%
Smoking Products	137	\$559.74	\$10,922,751	0.5%
Lotteries & Pari-mutuel Losses	164	\$102.91	\$2,008,131	0.1%
Legal Fees	148	\$230.80	\$4,503,900	0.2%
Funeral Expenses	125	\$107.80	\$2,103,515	0.1%
Safe Deposit Box Rentals	147	\$5.78	\$112,816	0.0%
Checking Account/Banking Service Charges	179	\$59.54	\$1,161,879	0.1%
Cemetery Lots/Vaults/Maintenance Fees	167	\$17.36	\$338,668	0.0%
Accounting Fees	180	\$161.46	\$3,150,828	0.1%
Miscellaneous Personal Services/Advertising/Fine	146	\$87.64	\$1,710,248	0.1%
Occupational Expenses	186	\$124.94	\$2,438,102	0.1%
Expenses for Other Properties	99	\$136.73	\$2,668,221	0.1%
Credit Card Membership Fees	211	\$8.11	\$158,338	0.0%
Shopping Club Membership Fees	176	\$29.23	\$570,332	0.0%
Support Payments/Cash Contributions/Gifts in Kind	153	\$3,559.31	\$69,456,454	3.3%
Life/Other Insurance	159	\$659.36	\$12,866,764	0.6%
Pensions and Social Security	168	\$11,408.83	\$222,631,841	10.5%

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.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 06, 2017



Household Budget Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 10 minute radius

Latitude: 40.8130
Longitude: -74.2146

Demographic Summary			2016	2021
Population			209,751	213,777
Households			80,787	82,179
Families			52,061	52,899
Median Age			40.0	40.7
Median Household Income			\$70,824	\$79,263
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	134	\$88,826.08	\$7,175,992,562	100.0%
Food	131	\$10,611.01	\$857,232,045	11.9%
Food at Home	131	\$6,504.21	\$525,455,675	7.3%
Food Away from Home	133	\$4,106.80	\$331,776,370	4.6%
Alcoholic Beverages	141	\$724.11	\$58,498,409	0.8%
Housing	141	\$28,755.03	\$2,323,032,490	32.4%
Shelter	145	\$22,582.13	\$1,824,342,251	25.4%
Utilities, Fuel and Public Services	127	\$6,172.90	\$498,690,239	6.9%
Household Operations	137	\$2,344.02	\$189,366,024	2.6%
Housekeeping Supplies	128	\$897.29	\$72,489,395	1.0%
Household Furnishings and Equipment	132	\$2,324.10	\$187,756,696	2.6%
Apparel and Services	139	\$2,805.91	\$226,680,803	3.2%
Transportation	125	\$10,092.34	\$815,329,947	11.4%
Travel	139	\$2,595.73	\$209,701,076	2.9%
Health Care	125	\$6,600.55	\$533,238,837	7.4%
Entertainment and Recreation	131	\$3,833.42	\$309,690,614	4.3%
Personal Care Products & Services	134	\$980.03	\$79,173,577	1.1%
Education	163	\$2,310.12	\$186,627,825	2.6%
Smoking Products	116	\$474.33	\$38,319,966	0.5%
Lotteries & Pari-mutuel Losses	139	\$87.42	\$7,062,014	0.1%
Legal Fees	119	\$186.00	\$15,026,037	0.2%
Funeral Expenses	106	\$90.99	\$7,351,151	0.1%
Safe Deposit Box Rentals	122	\$4.80	\$387,527	0.0%
Checking Account/Banking Service Charges	150	\$49.62	\$4,008,749	0.1%
Cemetery Lots/Vaults/Maintenance Fees	140	\$14.59	\$1,178,994	0.0%
Accounting Fees	145	\$130.75	\$10,562,676	0.1%
Miscellaneous Personal Services/Advertising/Fine	117	\$70.14	\$5,666,047	0.1%
Occupational Expenses	152	\$101.93	\$8,234,987	0.1%
Expenses for Other Properties	79	\$108.79	\$8,788,957	0.1%
Credit Card Membership Fees	169	\$6.50	\$525,247	0.0%
Shopping Club Membership Fees	142	\$23.63	\$1,909,151	0.0%
Support Payments/Cash Contributions/Gifts in Kind	124	\$2,868.85	\$231,765,561	3.2%
Life/Other Insurance	131	\$540.76	\$43,686,277	0.6%
Pensions and Social Security	135	\$9,193.33	\$742,701,482	10.3%

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.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 06, 2017



Household Budget Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

Demographic Summary		2016		2021
Population		1,486,783		1,528,124
Households		528,555		541,786
Families		361,668		370,464
Median Age		37.5		38.5
Median Household Income		\$58,054		\$59,485
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	112	\$74,140.86	\$39,187,523,572	100.0%
Food	111	\$8,983.87	\$4,748,468,001	12.1%
Food at Home	111	\$5,535.25	\$2,925,681,652	7.5%
Food Away from Home	112	\$3,448.62	\$1,822,786,350	4.7%
Alcoholic Beverages	117	\$597.90	\$316,024,450	0.8%
Housing	118	\$24,137.55	\$12,758,023,119	32.6%
Shelter	122	\$18,925.32	\$10,003,074,725	25.5%
Utilities, Fuel and Public Services	107	\$5,212.23	\$2,754,948,394	7.0%
Household Operations	113	\$1,930.58	\$1,020,416,250	2.6%
Housekeeping Supplies	107	\$754.93	\$399,021,964	1.0%
Household Furnishings and Equipment	109	\$1,929.65	\$1,019,925,541	2.6%
Apparel and Services	118	\$2,366.98	\$1,251,076,574	3.2%
Transportation	105	\$8,511.03	\$4,498,549,549	11.5%
Travel	113	\$2,104.82	\$1,112,514,282	2.8%
Health Care	103	\$5,469.25	\$2,890,801,956	7.4%
Entertainment and Recreation	109	\$3,180.89	\$1,681,275,935	4.3%
Personal Care Products & Services	111	\$814.29	\$430,397,508	1.1%
Education	134	\$1,891.24	\$999,624,083	2.6%
Smoking Products	100	\$409.62	\$216,507,499	0.6%
Lotteries & Pari-mutuel Losses	117	\$73.71	\$38,958,453	0.1%
Legal Fees	100	\$155.91	\$82,408,355	0.2%
Funeral Expenses	88	\$75.97	\$40,156,344	0.1%
Safe Deposit Box Rentals	99	\$3.89	\$2,055,858	0.0%
Checking Account/Banking Service Charges	129	\$42.76	\$22,602,582	0.1%
Cemetery Lots/Vaults/Maintenance Fees	117	\$12.18	\$6,438,262	0.0%
Accounting Fees	118	\$106.11	\$56,083,378	0.1%
Miscellaneous Personal Services/Advertising/Fine	99	\$59.59	\$31,494,752	0.1%
Occupational Expenses	126	\$84.40	\$44,609,117	0.1%
Expenses for Other Properties	64	\$88.52	\$46,789,528	0.1%
Credit Card Membership Fees	138	\$5.32	\$2,813,243	0.0%
Shopping Club Membership Fees	119	\$19.71	\$10,415,967	0.0%
Support Payments/Cash Contributions/Gifts in Kind	101	\$2,343.80	\$1,238,828,675	3.2%
Life/Other Insurance	106	\$438.03	\$231,521,637	0.6%
Pensions and Social Security	111	\$7,548.35	\$3,989,720,708	10.2%

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.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 06, 2017



Recreation Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 5 minute radius

Latitude: 40.8130
Longitude: -74.2146

Demographic Summary		2016	2021
Population		49,375	50,337
Households		19,514	19,881
Families		11,971	12,160
Median Age		40.1	40.7
Median Household Income		\$86,496	\$98,834
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	156	\$1,879.34	\$36,673,460
Cable & Satellite Television Services	154	\$1,379.09	\$26,911,547
Televisions & Video	160	\$353.57	\$6,899,549
Audio	170	\$139.05	\$2,713,406
Rental of TV/VCR/Radio/Sound Equipment	179	\$2.35	\$45,868
Repair of TV/Radio/Sound Equipment	202	\$5.28	\$103,090
Entertainment/Recreation Fees and Admissions	189	\$1,092.26	\$21,314,346
Tickets to Theatre/Operas/Concerts	197	\$103.77	\$2,024,990
Tickets to Movies/Museums/Parks	179	\$119.04	\$2,322,932
Admission to Sporting Events, excl.Trips	184	\$97.89	\$1,910,144
Fees for Participant Sports, excl.Trips	173	\$154.91	\$3,022,906
Fees for Recreational Lessons	199	\$244.52	\$4,771,581
Membership Fees for Social/Recreation/Civic Clubs	194	\$370.41	\$7,228,121
Dating Services	251	\$1.73	\$33,672
Toys/Games/Crafts/Hobbies	156	\$178.24	\$3,478,078
Toys/Games/Arts/Crafts/Tricycles	158	\$158.36	\$3,090,221
Playground Equipment	107	\$4.46	\$87,039
Play Arcade Pinball/Video Games	160	\$3.46	\$67,550
Online Entertainment and Games	162	\$5.36	\$104,546
Stamp & Coin Collecting	148	\$6.60	\$128,723
Recreational Vehicles and Fees	145	\$156.27	\$3,049,510
Docking and Landing Fees for Boats and Planes	142	\$10.96	\$213,802
Camp Fees	160	\$57.69	\$1,125,807
Payments on Boats/Trailers/Campers/RVs	130	\$62.66	\$1,222,720
Rental of RVs or Boats	158	\$24.97	\$487,181
Sports, Recreation and Exercise Equipment	161	\$266.50	\$5,200,537
Exercise Equipment and Gear, Game Tables	156	\$85.25	\$1,663,649
Bicycles	177	\$45.91	\$895,841
Camping Equipment	149	\$22.28	\$434,682
Hunting and Fishing Equipment	155	\$73.31	\$1,430,504
Winter Sports Equipment	210	\$10.52	\$205,312
Water Sports Equipment	189	\$10.05	\$196,057
Other Sports Equipment	141	\$13.49	\$263,286
Rental/Repair of Sports/Recreation/Exercise Equipment	195	\$5.70	\$111,206
Photographic Equipment and Supplies	168	\$92.31	\$1,801,409
Film	148	\$1.36	\$26,458
Film Processing	163	\$12.28	\$239,597
Photographic Equipment	181	\$42.83	\$835,810
Photographer Fees/Other Supplies & Equip Rental/Repair	157	\$35.85	\$699,544
Reading	161	\$211.43	\$4,125,934
Magazine/Newspaper Subscriptions	163	\$68.46	\$1,335,868
Magazine/Newspaper Single Copies	183	\$18.72	\$365,297
Books	166	\$68.54	\$1,337,576
Digital Book Readers	149	\$55.71	\$1,087,192

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.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 06, 2017



Recreation Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 10 minute radius

Latitude: 40.8130
Longitude: -74.2146

Demographic Summary		2016	2021
Population		209,751	213,777
Households		80,787	82,179
Families		52,061	52,899
Median Age		40.0	40.7
Median Household Income		\$70,824	\$79,263
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	129	\$1,557.30	\$125,809,586
Cable & Satellite Television Services	128	\$1,150.05	\$92,909,279
Televisions & Video	131	\$289.11	\$23,356,205
Audio	137	\$111.75	\$9,027,990
Rental of TV/VCR/Radio/Sound Equipment	160	\$2.09	\$169,121
Repair of TV/Radio/Sound Equipment	164	\$4.30	\$346,991
Entertainment/Recreation Fees and Admissions	151	\$871.68	\$70,420,071
Tickets to Theatre/Operas/Concerts	157	\$82.84	\$6,692,621
Tickets to Movies/Museums/Parks	144	\$95.56	\$7,719,918
Admission to Sporting Events, excl.Trips	146	\$77.72	\$6,278,806
Fees for Participant Sports, excl.Trips	138	\$123.49	\$9,976,738
Fees for Recreational Lessons	158	\$195.09	\$15,760,806
Membership Fees for Social/Recreation/Civic Clubs	154	\$295.58	\$23,879,214
Dating Services	201	\$1.39	\$111,968
Toys/Games/Crafts/Hobbies	127	\$145.64	\$11,765,853
Toys/Games/Arts/Crafts/Tricycles	129	\$129.65	\$10,474,114
Playground Equipment	87	\$3.61	\$291,645
Play Arcade Pinball/Video Games	125	\$2.70	\$217,779
Online Entertainment and Games	131	\$4.33	\$349,768
Stamp & Coin Collecting	120	\$5.35	\$432,548
Recreational Vehicles and Fees	116	\$124.86	\$10,087,374
Docking and Landing Fees for Boats and Planes	112	\$8.62	\$696,311
Camp Fees	134	\$48.20	\$3,893,862
Payments on Boats/Trailers/Campers/RVs	101	\$48.59	\$3,925,095
Rental of RVs or Boats	123	\$19.46	\$1,572,107
Sports, Recreation and Exercise Equipment	127	\$209.84	\$16,952,578
Exercise Equipment and Gear, Game Tables	122	\$66.32	\$5,357,553
Bicycles	137	\$35.57	\$2,873,778
Camping Equipment	119	\$17.85	\$1,442,287
Hunting and Fishing Equipment	123	\$58.08	\$4,692,355
Winter Sports Equipment	167	\$8.35	\$674,513
Water Sports Equipment	151	\$8.03	\$648,749
Other Sports Equipment	116	\$11.09	\$896,306
Rental/Repair of Sports/Recreation/Exercise Equipment	155	\$4.54	\$367,036
Photographic Equipment and Supplies	134	\$73.84	\$5,965,239
Film	117	\$1.08	\$87,594
Film Processing	132	\$9.96	\$804,601
Photographic Equipment	144	\$34.19	\$2,762,484
Photographer Fees/Other Supplies & Equip Rental/Repair	125	\$28.60	\$2,310,560
Reading	132	\$172.67	\$13,949,304
Magazine/Newspaper Subscriptions	135	\$56.88	\$4,595,538
Magazine/Newspaper Single Copies	155	\$15.84	\$1,279,282
Books	131	\$54.14	\$4,373,764
Digital Book Readers	122	\$45.81	\$3,700,720

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.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 06, 2017



Recreation Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

Demographic Summary		2016	2021
Population		1,486,783	1,528,124
Households		528,555	541,786
Families		361,668	370,464
Median Age		37.5	38.5
Median Household Income		\$58,054	\$59,485
	Spending Potential Index	Average Amount Spent	Total
Tv/Video/Audio	109	\$1,316.75	\$695,974,495
Cable & Satellite Television Services	109	\$973.15	\$514,364,320
Televisions & Video	111	\$245.52	\$129,771,235
Audio	113	\$92.59	\$48,936,557
Rental of TV/VCR/Radio/Sound Equipment	145	\$1.90	\$1,004,711
Repair of TV/Radio/Sound Equipment	137	\$3.59	\$1,897,673
Entertainment/Recreation Fees and Admissions	123	\$708.06	\$374,247,932
Tickets to Theatre/Operas/Concerts	126	\$66.71	\$35,259,995
Tickets to Movies/Museums/Parks	121	\$80.42	\$42,506,154
Admission to Sporting Events, excl.Trips	118	\$63.00	\$33,297,588
Fees for Participant Sports, excl.Trips	112	\$100.13	\$52,923,465
Fees for Recreational Lessons	129	\$158.63	\$83,844,822
Membership Fees for Social/Recreation/Civic Clubs	124	\$237.99	\$125,791,934
Dating Services	171	\$1.18	\$623,974
Toys/Games/Crafts/Hobbies	108	\$123.35	\$65,196,286
Toys/Games/Arts/Crafts/Tricycles	110	\$110.14	\$58,215,445
Playground Equipment	74	\$3.07	\$1,621,642
Play Arcade Pinball/Video Games	101	\$2.19	\$1,155,927
Online Entertainment and Games	110	\$3.65	\$1,928,358
Stamp & Coin Collecting	96	\$4.30	\$2,274,915
Recreational Vehicles and Fees	94	\$101.06	\$53,413,517
Docking and Landing Fees for Boats and Planes	88	\$6.80	\$3,592,398
Camp Fees	109	\$39.22	\$20,731,399
Payments on Boats/Trailers/Campers/RVs	82	\$39.30	\$20,771,290
Rental of RVs or Boats	100	\$15.74	\$8,318,430
Sports, Recreation and Exercise Equipment	104	\$172.44	\$91,146,493
Exercise Equipment and Gear, Game Tables	98	\$53.49	\$28,272,179
Bicycles	115	\$29.79	\$15,747,287
Camping Equipment	103	\$15.32	\$8,099,811
Hunting and Fishing Equipment	101	\$47.65	\$25,186,981
Winter Sports Equipment	136	\$6.80	\$3,595,587
Water Sports Equipment	123	\$6.54	\$3,455,012
Other Sports Equipment	96	\$9.19	\$4,856,467
Rental/Repair of Sports/Recreation/Exercise Equipment	125	\$3.66	\$1,933,170
Photographic Equipment and Supplies	110	\$60.68	\$32,071,419
Film	99	\$0.91	\$479,288
Film Processing	108	\$8.17	\$4,317,201
Photographic Equipment	118	\$28.03	\$14,814,030
Photographer Fees/Other Supplies & Equip Rental/Repair	103	\$23.58	\$12,460,901
Reading	108	\$141.98	\$75,042,993
Magazine/Newspaper Subscriptions	109	\$45.87	\$24,247,003
Magazine/Newspaper Single Copies	128	\$13.07	\$6,910,270
Books	107	\$44.21	\$23,365,831
Digital Book Readers	104	\$38.82	\$20,519,889

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.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 06, 2017



Retail Goods and Services Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 5 minute radius

Latitude: 40.8130
Longitude: -74.2146

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Top Tier (1A)	20.5%	Population	49,375	50,337
Trendsetters (3C)	20.3%	Households	19,514	19,881
City Lights (8A)	16.3%	Families	11,971	12,160
Urban Chic (2A)	16.2%	Median Age	40.1	40.7
City Strivers (11A)	12.6%	Median Household Income	\$86,496	\$98,834
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		170	\$3,429.91	\$66,931,334
Men's		175	\$700.26	\$13,664,876
Women's		169	\$1,158.86	\$22,614,023
Children's		161	\$520.56	\$10,158,252
Footwear		171	\$732.93	\$14,302,336
Watches & Jewelry		174	\$180.93	\$3,530,642
Apparel Products and Services (1)		189	\$136.37	\$2,661,205
Computer				
Computers and Hardware for Home Use		174	\$302.18	\$5,896,685
Portable Memory		166	\$7.81	\$152,429
Computer Software		169	\$21.89	\$427,171
Computer Accessories		167	\$29.66	\$578,880
Entertainment & Recreation		162	\$4,715.14	\$92,011,254
Fees and Admissions		189	\$1,092.26	\$21,314,346
Membership Fees for Clubs (2)		194	\$370.41	\$7,228,121
Fees for Participant Sports, excl. Trips		173	\$154.91	\$3,022,906
Tickets to Theatre/Operas/Concerts		197	\$103.77	\$2,024,990
Tickets to Movies/Museums/Parks		179	\$119.04	\$2,322,932
Admission to Sporting Events, excl. Trips		184	\$97.89	\$1,910,144
Fees for Recreational Lessons		199	\$244.52	\$4,771,581
Dating Services		251	\$1.73	\$33,672
TV/Video/Audio		156	\$1,879.34	\$36,673,460
Cable and Satellite Television Services		154	\$1,379.09	\$26,911,547
Televisions		164	\$179.84	\$3,509,373
Satellite Dishes		123	\$1.80	\$35,155
VCRs, Video Cameras, and DVD Players		165	\$13.37	\$260,897
Miscellaneous Video Equipment		122	\$9.38	\$182,977
Video Cassettes and DVDs		162	\$29.87	\$582,911
Video Game Hardware/Accessories		159	\$40.85	\$797,117
Video Game Software		155	\$21.34	\$416,344
Streaming/Downloaded Video		167	\$30.27	\$590,687
Rental of Video Cassettes and DVDs		158	\$25.72	\$501,888
Installation of Televisions		124	\$1.14	\$22,201
Audio (3)		170	\$139.05	\$2,713,406
Rental and Repair of TV/Radio/Sound Equipment		194	\$7.63	\$148,958
Pets		148	\$792.74	\$15,469,438
Toys/Games/Crafts/Hobbies (4)		156	\$178.24	\$3,478,078
Recreational Vehicles and Fees (5)		145	\$156.27	\$3,049,510
Sports/Recreation/Exercise Equipment (6)		161	\$266.50	\$5,200,537
Photo Equipment and Supplies (7)		168	\$92.31	\$1,801,409
Reading (8)		161	\$211.43	\$4,125,934
Catered Affairs (9)		178	\$46.05	\$898,542
Food		160	\$12,906.27	\$251,852,918
Food at Home		158	\$7,853.26	\$153,248,512
Bakery and Cereal Products		158	\$1,062.27	\$20,729,087
Meats, Poultry, Fish, and Eggs		157	\$1,739.40	\$33,942,736
Dairy Products		159	\$844.86	\$16,486,660
Fruits and Vegetables		164	\$1,570.86	\$30,653,789
Snacks and Other Food at Home (10)		154	\$2,635.86	\$51,436,241
Food Away from Home		163	\$5,053.01	\$98,604,405
Alcoholic Beverages		175	\$897.01	\$17,504,335

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Retail Goods and Services Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	161	\$12,099.68	\$236,113,075
Value of Retirement Plans	168	\$43,894.04	\$856,548,319
Value of Other Financial Assets	132	\$1,493.91	\$29,152,230
Vehicle Loan Amount excluding Interest	138	\$3,361.47	\$65,595,766
Value of Credit Card Debt	168	\$960.96	\$18,752,197
Health			
Nonprescription Drugs	154	\$190.85	\$3,724,265
Prescription Drugs	138	\$577.48	\$11,268,919
Eyeglasses and Contact Lenses	161	\$143.94	\$2,808,938
Home			
Mortgage Payment and Basics (11)	162	\$13,844.12	\$270,154,222
Maintenance and Remodeling Services	153	\$2,681.36	\$52,324,152
Maintenance and Remodeling Materials (12)	125	\$454.36	\$8,866,474
Utilities, Fuel, and Public Services	152	\$7,389.03	\$144,189,531
Household Furnishings and Equipment			
Household Textiles (13)	169	\$147.58	\$2,879,786
Furniture	167	\$820.21	\$16,005,563
Rugs	182	\$44.53	\$868,949
Major Appliances (14)	151	\$428.52	\$8,362,088
Housewares (15)	158	\$132.05	\$2,576,794
Small Appliances	170	\$79.98	\$1,560,653
Luggage	179	\$16.52	\$322,459
Telephones and Accessories	162	\$115.37	\$2,251,316
Household Operations			
Child Care	184	\$779.98	\$15,220,563
Lawn and Garden (16)	148	\$604.11	\$11,788,621
Moving/Storage/Freight Express	179	\$113.54	\$2,215,678
Housekeeping Supplies (17)	155	\$1,089.00	\$21,250,710
Insurance			
Owners and Renters Insurance	134	\$621.63	\$12,130,411
Vehicle Insurance	154	\$1,727.17	\$33,703,920
Life/Other Insurance	159	\$659.36	\$12,866,764
Health Insurance	152	\$5,125.76	\$100,024,102
Personal Care Products (18)	162	\$703.69	\$13,731,866
School Books and Supplies (19)	165	\$271.38	\$5,295,733
Smoking Products	137	\$559.74	\$10,922,751
Transportation			
Payments on Vehicles excluding Leases	138	\$2,882.51	\$56,249,235
Gasoline and Motor Oil	143	\$4,402.03	\$85,901,133
Vehicle Maintenance and Repairs	155	\$1,604.05	\$31,301,352
Travel			
Airline Fares	189	\$862.89	\$16,838,376
Lodging on Trips	172	\$796.79	\$15,548,509
Auto/Truck Rental on Trips	173	\$41.55	\$810,731
Food and Drink on Trips	170	\$745.82	\$14,554,005

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Retail Goods and Services Expenditures

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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May 06, 2017



Retail Goods and Services Expenditures

Montclair Center BID
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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
City Lights (8A)	21.3%	Population	209,751	213,777
City Strivers (11A)	15.2%	Households	80,787	82,179
Pleasantville (2B)	12.8%	Families	52,061	52,899
International Marketplace (13A)	9.0%	Median Age	40.0	40.7
Urban Chic (2A)	9.0%	Median Household Income	\$70,824	\$79,263
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		139	\$2,805.91	\$226,680,803
Men's		142	\$571.40	\$46,161,772
Women's		137	\$941.23	\$76,039,357
Children's		134	\$431.28	\$34,841,964
Footwear		141	\$605.92	\$48,950,723
Watches & Jewelry		140	\$145.23	\$11,732,967
Apparel Products and Services (1)		154	\$110.83	\$8,954,020
Computer				
Computers and Hardware for Home Use		141	\$244.44	\$19,747,381
Portable Memory		134	\$6.28	\$507,059
Computer Software		141	\$18.21	\$1,471,510
Computer Accessories		136	\$24.28	\$1,961,486
Entertainment & Recreation				
Fees and Admissions		131	\$3,833.42	\$309,690,614
Membership Fees for Clubs (2)		151	\$871.68	\$70,420,071
Membership Fees for Clubs (2)		154	\$295.58	\$23,879,214
Fees for Participant Sports, excl. Trips		138	\$123.49	\$9,976,738
Tickets to Theatre/Operas/Concerts		157	\$82.84	\$6,692,621
Tickets to Movies/Museums/Parks		144	\$95.56	\$7,719,918
Admission to Sporting Events, excl. Trips		146	\$77.72	\$6,278,806
Fees for Recreational Lessons		158	\$195.09	\$15,760,806
Dating Services		201	\$1.39	\$111,968
TV/Video/Audio		129	\$1,557.30	\$125,809,586
Cable and Satellite Television Services		128	\$1,150.05	\$92,909,279
Televisions		135	\$148.27	\$11,977,989
Satellite Dishes		99	\$1.44	\$116,708
VCRs, Video Cameras, and DVD Players		135	\$10.89	\$879,586
Miscellaneous Video Equipment		99	\$7.60	\$613,828
Video Cassettes and DVDs		131	\$24.30	\$1,963,104
Video Game Hardware/Accessories		131	\$33.47	\$2,704,263
Video Game Software		126	\$17.32	\$1,399,035
Streaming/Downloaded Video		133	\$24.11	\$1,947,568
Rental of Video Cassettes and DVDs		127	\$20.79	\$1,679,958
Installation of Televisions		100	\$0.92	\$74,166
Audio (3)		137	\$111.75	\$9,027,990
Rental and Repair of TV/Radio/Sound Equipment		163	\$6.39	\$516,112
Pets		120	\$640.51	\$51,745,283
Toys/Games/Crafts/Hobbies (4)		127	\$145.64	\$11,765,853
Recreational Vehicles and Fees (5)		116	\$124.86	\$10,087,374
Sports/Recreation/Exercise Equipment (6)		127	\$209.84	\$16,952,578
Photo Equipment and Supplies (7)		134	\$73.84	\$5,965,239
Reading (8)		132	\$172.67	\$13,949,304
Catered Affairs (9)		143	\$37.08	\$2,995,327
Food				
Food at Home		131	\$10,611.01	\$857,232,045
Food at Home		131	\$6,504.21	\$525,455,675
Bakery and Cereal Products		131	\$884.56	\$71,460,602
Meats, Poultry, Fish, and Eggs		130	\$1,449.80	\$117,125,107
Dairy Products		132	\$700.95	\$56,627,371
Fruits and Vegetables		136	\$1,296.38	\$104,730,384
Snacks and Other Food at Home (10)		127	\$2,172.53	\$175,512,211
Food Away from Home		133	\$4,106.80	\$331,776,370
Alcoholic Beverages		141	\$724.11	\$58,498,409

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May 06, 2017



Retail Goods and Services Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 10 minute radius

Latitude: 40.8130
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	129	\$9,655.33	\$780,025,486
Value of Retirement Plans	134	\$35,124.05	\$2,837,566,694
Value of Other Financial Assets	107	\$1,212.49	\$97,953,605
Vehicle Loan Amount excluding Interest	112	\$2,740.64	\$221,407,692
Value of Credit Card Debt	140	\$798.48	\$64,506,908
Health			
Nonprescription Drugs	125	\$155.86	\$12,591,814
Prescription Drugs	114	\$479.20	\$38,712,737
Eyeglasses and Contact Lenses	132	\$118.27	\$9,554,680
Home			
Mortgage Payment and Basics (11)	132	\$11,348.87	\$916,841,037
Maintenance and Remodeling Services	124	\$2,180.57	\$176,161,847
Maintenance and Remodeling Materials (12)	103	\$374.49	\$30,254,295
Utilities, Fuel, and Public Services	127	\$6,172.90	\$498,690,239
Household Furnishings and Equipment			
Household Textiles (13)	138	\$120.50	\$9,734,959
Furniture	135	\$665.00	\$53,723,125
Rugs	148	\$36.12	\$2,918,301
Major Appliances (14)	123	\$347.26	\$28,054,021
Housewares (15)	128	\$107.02	\$8,646,211
Small Appliances	139	\$65.74	\$5,310,572
Luggage	144	\$13.28	\$1,073,014
Telephones and Accessories	131	\$93.11	\$7,521,714
Household Operations			
Child Care	149	\$630.02	\$50,897,627
Lawn and Garden (16)	119	\$485.24	\$39,201,474
Moving/Storage/Freight Express	141	\$89.66	\$7,243,753
Housekeeping Supplies (17)	128	\$897.29	\$72,489,395
Insurance			
Owners and Renters Insurance	111	\$515.94	\$41,681,056
Vehicle Insurance	128	\$1,430.50	\$115,565,818
Life/Other Insurance	131	\$540.76	\$43,686,277
Health Insurance	126	\$4,242.96	\$342,776,133
Personal Care Products (18)	132	\$573.09	\$46,298,492
School Books and Supplies (19)	133	\$218.56	\$17,656,825
Smoking Products	116	\$474.33	\$38,319,966
Transportation			
Payments on Vehicles excluding Leases	114	\$2,365.56	\$191,106,408
Gasoline and Motor Oil	119	\$3,644.92	\$294,462,313
Vehicle Maintenance and Repairs	127	\$1,313.97	\$106,151,902
Travel			
Airline Fares	150	\$684.67	\$55,312,663
Lodging on Trips	137	\$637.85	\$51,529,690
Auto/Truck Rental on Trips	137	\$32.94	\$2,661,138
Food and Drink on Trips	137	\$598.69	\$48,366,401

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Retail Goods and Services Expenditures

Montclair Center BID
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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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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May 06, 2017



Retail Goods and Services Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
City Lights (8A)	18.1%	Population	1,486,783	1,528,124
City Strivers (11A)	15.1%	Households	528,555	541,786
Pleasantville (2B)	14.2%	Families	361,668	370,464
International Marketplace (13A)	13.1%	Median Age	37.5	38.5
Top Tier (1A)	5.8%	Median Household Income	\$58,054	\$59,485
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		118	\$2,366.98	\$1,251,076,574
Men's		120	\$481.27	\$254,376,864
Women's		114	\$783.58	\$414,162,518
Children's		117	\$376.23	\$198,858,124
Footwear		120	\$515.62	\$272,534,943
Watches & Jewelry		114	\$118.65	\$62,712,066
Apparel Products and Services (1)		127	\$91.63	\$48,432,060
Computer				
Computers and Hardware for Home Use		118	\$204.24	\$107,950,258
Portable Memory		112	\$5.25	\$2,773,752
Computer Software		118	\$15.24	\$8,053,399
Computer Accessories		113	\$20.08	\$10,612,945
Entertainment & Recreation				
Fees and Admissions		109	\$3,180.89	\$1,681,275,935
Membership Fees for Clubs (2)		123	\$708.06	\$374,247,932
Fees for Participant Sports, excl. Trips		124	\$237.99	\$125,791,934
Fees for Participant Sports, excl. Trips		112	\$100.13	\$52,923,465
Tickets to Theatre/Operas/Concerts		126	\$66.71	\$35,259,995
Tickets to Movies/Museums/Parks		121	\$80.42	\$42,506,154
Admission to Sporting Events, excl. Trips		118	\$63.00	\$33,297,588
Fees for Recreational Lessons		129	\$158.63	\$83,844,822
Dating Services		171	\$1.18	\$623,974
TV/Video/Audio		109	\$1,316.75	\$695,974,495
Cable and Satellite Television Services		109	\$973.15	\$514,364,320
Televisions		114	\$125.13	\$66,139,803
Satellite Dishes		82	\$1.20	\$635,613
VCRs, Video Cameras, and DVD Players		114	\$9.19	\$4,857,827
Miscellaneous Video Equipment		86	\$6.59	\$3,481,161
Video Cassettes and DVDs		112	\$20.70	\$10,938,980
Video Game Hardware/Accessories		112	\$28.77	\$15,204,845
Video Game Software		109	\$15.00	\$7,926,893
Streaming/Downloaded Video		112	\$20.37	\$10,767,826
Rental of Video Cassettes and DVDs		109	\$17.85	\$9,432,613
Installation of Televisions		79	\$0.73	\$385,674
Audio (3)		113	\$92.59	\$48,936,557
Rental and Repair of TV/Radio/Sound Equipment		140	\$5.49	\$2,902,384
Pets		98	\$526.76	\$278,423,970
Toys/Games/Crafts/Hobbies (4)		108	\$123.35	\$65,196,286
Recreational Vehicles and Fees (5)		94	\$101.06	\$53,413,517
Sports/Recreation/Exercise Equipment (6)		104	\$172.44	\$91,146,493
Photo Equipment and Supplies (7)		110	\$60.68	\$32,071,419
Reading (8)		108	\$141.98	\$75,042,993
Catered Affairs (9)		115	\$29.81	\$15,758,829
Food				
Food at Home		111	\$8,983.87	\$4,748,468,001
Bakery and Cereal Products		111	\$5,535.25	\$2,925,681,652
Bakery and Cereal Products		112	\$752.32	\$397,644,248
Meats, Poultry, Fish, and Eggs		112	\$1,241.69	\$656,303,617
Dairy Products		112	\$595.29	\$314,644,425
Fruits and Vegetables		115	\$1,100.63	\$581,744,227
Snacks and Other Food at Home (10)		108	\$1,845.30	\$975,345,134
Food Away from Home		112	\$3,448.62	\$1,822,786,350
Alcoholic Beverages		117	\$597.90	\$316,024,450

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May 06, 2017



Retail Goods and Services Expenditures

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	100	\$7,493.80	\$3,960,885,182
Value of Retirement Plans	105	\$27,569.88	\$14,572,197,249
Value of Other Financial Assets	85	\$965.28	\$510,201,712
Vehicle Loan Amount excluding Interest	95	\$2,314.07	\$1,223,111,159
Value of Credit Card Debt	116	\$664.82	\$351,392,526
Health			
Nonprescription Drugs	104	\$129.74	\$68,573,924
Prescription Drugs	95	\$398.44	\$210,596,618
Eyeglasses and Contact Lenses	109	\$97.76	\$51,672,485
Home			
Mortgage Payment and Basics (11)	107	\$9,177.03	\$4,850,562,614
Maintenance and Remodeling Services	99	\$1,737.42	\$918,323,290
Maintenance and Remodeling Materials (12)	84	\$304.25	\$160,814,317
Utilities, Fuel, and Public Services	107	\$5,212.23	\$2,754,948,394
Household Furnishings and Equipment			
Household Textiles (13)	115	\$100.08	\$52,898,519
Furniture	113	\$555.42	\$293,572,265
Rugs	120	\$29.26	\$15,465,665
Major Appliances (14)	101	\$285.29	\$150,789,067
Housewares (15)	107	\$89.13	\$47,109,758
Small Appliances	117	\$55.28	\$29,217,436
Luggage	117	\$10.79	\$5,701,308
Telephones and Accessories	110	\$78.35	\$41,412,830
Household Operations			
Child Care	124	\$525.16	\$277,574,022
Lawn and Garden (16)	95	\$389.08	\$205,651,997
Moving/Storage/Freight Express	119	\$75.63	\$39,976,116
Housekeeping Supplies (17)	107	\$754.93	\$399,021,964
Insurance			
Owners and Renters Insurance	91	\$419.59	\$221,777,485
Vehicle Insurance	108	\$1,204.19	\$636,480,424
Life/Other Insurance	106	\$438.03	\$231,521,637
Health Insurance	104	\$3,517.21	\$1,859,037,102
Personal Care Products (18)	111	\$483.13	\$255,360,320
School Books and Supplies (19)	112	\$183.60	\$97,044,740
Smoking Products	100	\$409.62	\$216,507,499
Transportation			
Payments on Vehicles excluding Leases	96	\$1,988.69	\$1,051,134,165
Gasoline and Motor Oil	101	\$3,101.65	\$1,639,392,729
Vehicle Maintenance and Repairs	106	\$1,098.58	\$580,658,003
Travel			
Airline Fares	122	\$554.74	\$293,211,960
Lodging on Trips	111	\$513.24	\$271,273,078
Auto/Truck Rental on Trips	111	\$26.72	\$14,120,489
Food and Drink on Trips	111	\$486.97	\$257,389,815

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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.
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Retail Market Potential

Montclair Center BID
27 North Willow Suite 4a Montclair NJ 07042
Drive Time: 5 minute radius

Latitude: 40.8130
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Demographic Summary		2016	2021
Population		49,375	50,337
Population 18+		38,184	39,799
Households		19,514	19,881
Median Household Income		\$86,496	\$98,834

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	17,650	46.2%	98
Bought any women's clothing in last 12 months	16,654	43.6%	99
Bought clothing for child <13 years in last 6 months	8,983	23.5%	85
Bought any shoes in last 12 months	20,291	53.1%	99
Bought costume jewelry in last 12 months	7,550	19.8%	101
Bought any fine jewelry in last 12 months	7,329	19.2%	105
Bought a watch in last 12 months	4,313	11.3%	103
Automobiles (Households)			
HH owns/leases any vehicle	15,241	78.1%	91
HH bought/leased new vehicle last 12 mo	2,185	11.2%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	29,730	77.9%	92
Bought/changed motor oil in last 12 months	13,743	36.0%	73
Had tune-up in last 12 months	11,868	31.1%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	27,097	71.0%	108
Drank regular cola in last 6 months	13,962	36.6%	81
Drank beer/ale in last 6 months	17,572	46.0%	108
Cameras (Adults)			
Own digital point & shoot camera	11,798	30.9%	106
Own digital single-lens reflex (SLR) camera	3,904	10.2%	119
Bought any camera in last 12 months	2,008	5.3%	92
Printed digital photos in last 12 months	956	2.5%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,877	33.7%	93
Have a smartphone	26,089	68.3%	116
Have a smartphone: Android phone (any brand)	8,653	22.7%	84
Have a smartphone: Apple iPhone	15,051	39.4%	153
Number of cell phones in household: 1	6,255	32.1%	100
Number of cell phones in household: 2	7,438	38.1%	102
Number of cell phones in household: 3+	5,067	26.0%	102
HH has cell phone only (no landline telephone)	6,723	34.5%	82
Computers (Households)			
HH owns a computer	16,251	83.3%	108
HH owns desktop computer	8,933	45.8%	101
HH owns laptop/notebook	11,546	59.2%	109
HH owns any Apple/Mac brand computer	5,069	26.0%	173
HH owns any PC/non-Apple brand computer	12,880	66.0%	97
HH purchased most recent computer in a store	7,158	36.7%	97
HH purchased most recent computer online	2,879	14.8%	113
Spent <\$500 on most recent home computer	2,207	11.3%	78
Spent \$500-\$999 on most recent home computer	3,455	17.7%	93
Spent \$1,000-\$1,499 on most recent home computer	2,261	11.6%	122
Spent \$1,500-\$1,999 on most recent home computer	1,040	5.3%	117
Spent \$2,000+ on most recent home computer	1,083	5.5%	141

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

May 06, 2017



Retail Market Potential

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
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Latitude: 40.8130
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	17,189	45.0%	89
Bought brewed coffee at convenience store in last 30 days	5,641	14.8%	94
Bought cigarettes at convenience store in last 30 days	2,787	7.3%	58
Bought gas at convenience store in last 30 days	7,155	18.7%	57
Spent at convenience store in last 30 days: <\$20	3,495	9.2%	113
Spent at convenience store in last 30 days: \$20-\$39	3,349	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	2,553	6.7%	88
Spent at convenience store in last 30 days: \$51-\$99	1,328	3.5%	79
Spent at convenience store in last 30 days: \$100+	5,256	13.8%	60
Entertainment (Adults)			
Attended a movie in last 6 months	25,088	65.7%	110
Went to live theater in last 12 months	7,032	18.4%	142
Went to a bar/night club in last 12 months	7,286	19.1%	114
Dined out in last 12 months	18,429	48.3%	108
Gambled at a casino in last 12 months	5,638	14.8%	108
Visited a theme park in last 12 months	7,883	20.6%	117
Viewed movie (video-on-demand) in last 30 days	8,809	23.1%	136
Viewed TV show (video-on-demand) in last 30 days	7,681	20.1%	156
Watched any pay-per-view TV in last 12 months	5,512	14.4%	110
Downloaded a movie over the Internet in last 30 days	3,956	10.4%	144
Downloaded any individual song in last 6 months	9,214	24.1%	118
Watched a movie online in the last 30 days	7,958	20.8%	130
Watched a TV program online in last 30 days	7,370	19.3%	129
Played a video/electronic game (console) in last 12 months	3,029	7.9%	76
Played a video/electronic game (portable) in last 12 months	1,325	3.5%	76
Financial (Adults)			
Have home mortgage (1st)	11,976	31.4%	101
Used ATM/cash machine in last 12 months	21,055	55.1%	112
Own any stock	4,151	10.9%	142
Own U.S. savings bond	2,490	6.5%	123
Own shares in mutual fund (stock)	3,963	10.4%	143
Own shares in mutual fund (bonds)	2,809	7.4%	151
Have interest checking account	11,542	30.2%	107
Have non-interest checking account	10,134	26.5%	94
Have savings account	21,080	55.2%	102
Have 401K retirement savings plan	6,119	16.0%	110
Own/used any credit/debit card in last 12 months	29,876	78.2%	105
Avg monthly credit card expenditures: <\$111	3,529	9.2%	80
Avg monthly credit card expenditures: \$111-\$225	2,398	6.3%	91
Avg monthly credit card expenditures: \$226-\$450	2,445	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	2,440	6.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	2,310	6.0%	140
Avg monthly credit card expenditures: \$1,001+	6,075	15.9%	175
Did banking online in last 12 months	15,321	40.1%	112
Did banking on mobile device in last 12 months	5,494	14.4%	103
Paid bills online in last 12 months	18,470	48.4%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,077	61.9%	89
Used bread in last 6 months	17,488	89.6%	95
Used chicken (fresh or frozen) in last 6 months	13,249	67.9%	98
Used turkey (fresh or frozen) in last 6 months	2,828	14.5%	91
Used fish/seafood (fresh or frozen) in last 6 months	10,808	55.4%	101
Used fresh fruit/vegetables in last 6 months	16,699	85.6%	100
Used fresh milk in last 6 months	16,497	84.5%	96
Used organic food in last 6 months	5,314	27.2%	138
Health (Adults)			
Exercise at home 2+ times per week	10,460	27.4%	97
Exercise at club 2+ times per week	7,123	18.7%	143
Visited a doctor in last 12 months	29,777	78.0%	103
Used vitamin/dietary supplement in last 6 months	22,221	58.2%	110
Home (Households)			
Any home improvement in last 12 months	4,793	24.6%	92
Used housekeeper/maid/professional HH cleaning service in last 12	3,730	19.1%	145
Purchased low ticket HH furnishings in last 12 months	3,116	16.0%	99
Purchased big ticket HH furnishings in last 12 months	4,177	21.4%	102
Bought any small kitchen appliance in last 12 months	4,412	22.6%	102
Bought any large kitchen appliance in last 12 months	2,245	11.5%	90
Insurance (Adults/Households)			
Currently carry life insurance	14,949	39.1%	92
Carry medical/hospital/accident insurance	26,521	69.5%	106
Carry homeowner insurance	16,749	43.9%	93
Carry renter's insurance	3,105	8.1%	100
Have auto insurance: 1 vehicle in household covered	6,098	31.2%	101
Have auto insurance: 2 vehicles in household covered	5,171	26.5%	93
Have auto insurance: 3+ vehicles in household covered	3,213	16.5%	75
Pets (Households)			
Household owns any pet	8,587	44.0%	82
Household owns any cat	3,571	18.3%	82
Household owns any dog	5,493	28.1%	69
Psychographics (Adults)			
Buying American is important to me	13,024	34.1%	81
Usually buy items on credit rather than wait	5,558	14.6%	124
Usually buy based on quality - not price	7,617	19.9%	111
Price is usually more important than brand name	8,955	23.5%	89
Usually use coupons for brands I buy often	7,724	20.2%	107
Am interested in how to help the environment	7,061	18.5%	114
Usually pay more for environ safe product	6,265	16.4%	128
Usually value green products over convenience	4,399	11.5%	110
Likely to buy a brand that supports a charity	13,837	36.2%	104
Reading (Adults)			
Bought digital book in last 12 months	6,576	17.2%	130
Bought hardcover book in last 12 months	9,711	25.4%	121
Bought paperback book in last 12 month	13,617	35.7%	114
Read any daily newspaper (paper version)	11,193	29.3%	112
Read any digital newspaper in last 30 days	15,929	41.7%	125
Read any magazine (paper/electronic version) in last 6 months	35,742	93.6%	103

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	27,254	71.4%	96
Went to family restaurant/steak house: 4+ times a month	8,943	23.4%	85
Went to fast food/drive-in restaurant in last 6 months	32,995	86.4%	96
Went to fast food/drive-in restaurant 9+ times/mo	12,329	32.3%	82
Fast food/drive-in last 6 months: eat in	11,294	29.6%	81
Fast food/drive-in last 6 months: home delivery	2,627	6.9%	90
Fast food/drive-in last 6 months: take-out/drive-thru	13,769	36.1%	78
Fast food/drive-in last 6 months: take-out/walk-in	7,839	20.5%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	15,540	40.7%	128
Own e-reader/tablet: iPad	9,201	24.1%	157
Own any portable MP3 player	12,998	34.0%	110
HH owns 1 TV	4,890	25.1%	123
HH owns 2 TVs	5,350	27.4%	106
HH owns 3 TVs	3,687	18.9%	88
HH owns 4+ TVs	2,980	15.3%	81
HH subscribes to cable TV	11,522	59.0%	119
HH subscribes to fiber optic	2,559	13.1%	172
HH has satellite dish	2,463	12.6%	50
HH owns DVD/Blu-ray player	11,224	57.5%	95
HH owns camcorder	2,932	15.0%	108
HH owns portable GPS navigation device	5,238	26.8%	98
HH purchased video game system in last 12 mos	2,361	12.1%	152
HH owns Internet video device for TV	1,891	9.7%	137
Travel (Adults)			
Domestic travel in last 12 months	21,957	57.5%	115
Took 3+ domestic non-business trips in last 12 months	4,978	13.0%	117
Spent on domestic vacations in last 12 months: <\$1,000	3,773	9.9%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,530	6.6%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,477	3.9%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,929	5.1%	129
Spent on domestic vacations in last 12 months: \$3,000+	3,089	8.1%	147
Domestic travel in the 12 months: used general travel website	3,743	9.8%	145
Foreign travel in last 3 years	14,827	38.8%	161
Took 3+ foreign trips by plane in last 3 years	3,616	9.5%	210
Spent on foreign vacations in last 12 months: <\$1,000	2,589	6.8%	163
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,741	4.6%	140
Spent on foreign vacations in last 12 months: \$3,000+	3,751	9.8%	198
Foreign travel in last 3 years: used general travel website	3,798	9.9%	178
Nights spent in hotel/motel in last 12 months: any	17,422	45.6%	112
Took cruise of more than one day in last 3 years	4,051	10.6%	127
Member of any frequent flyer program	11,120	29.1%	178
Member of any hotel rewards program	7,011	18.4%	130

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

Montclair Center BID
27 North Willow Suite 4a Montclair NJ 07042
Drive Time: 10 minute radius

Latitude: 40.8130
Longitude: -74.2146

Demographic Summary		2016	2021
Population		209,751	213,777
Population 18+		162,749	168,474
Households		80,787	82,179
Median Household Income		\$70,824	\$79,263

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	73,263	45.0%	95
Bought any women's clothing in last 12 months	69,457	42.7%	97
Bought clothing for child <13 years in last 6 months	40,021	24.6%	89
Bought any shoes in last 12 months	83,497	51.3%	95
Bought costume jewelry in last 12 months	32,355	19.9%	102
Bought any fine jewelry in last 12 months	31,279	19.2%	105
Bought a watch in last 12 months	17,856	11.0%	100
Automobiles (Households)			
HH owns/leases any vehicle	62,068	76.8%	90
HH bought/leased new vehicle last 12 mo	7,897	9.8%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	123,885	76.1%	89
Bought/changed motor oil in last 12 months	60,830	37.4%	76
Had tune-up in last 12 months	47,756	29.3%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	115,129	70.7%	108
Drank regular cola in last 6 months	65,693	40.4%	90
Drank beer/ale in last 6 months	71,389	43.9%	103
Cameras (Adults)			
Own digital point & shoot camera	45,328	27.9%	96
Own digital single-lens reflex (SLR) camera	14,707	9.0%	105
Bought any camera in last 12 months	8,667	5.3%	93
Printed digital photos in last 12 months	4,153	2.6%	87
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	55,908	34.4%	95
Have a smartphone	105,138	64.6%	110
Have a smartphone: Android phone (any brand)	41,055	25.2%	94
Have a smartphone: Apple iPhone	53,181	32.7%	126
Number of cell phones in household: 1	24,868	30.8%	96
Number of cell phones in household: 2	29,106	36.0%	96
Number of cell phones in household: 3+	23,002	28.5%	112
HH has cell phone only (no landline telephone)	27,554	34.1%	81
Computers (Households)			
HH owns a computer	64,305	79.6%	104
HH owns desktop computer	36,925	45.7%	101
HH owns laptop/notebook	44,913	55.6%	102
HH owns any Apple/Mac brand computer	17,488	21.6%	144
HH owns any PC/non-Apple brand computer	53,369	66.1%	97
HH purchased most recent computer in a store	28,326	35.1%	93
HH purchased most recent computer online	10,861	13.4%	103
Spent <\$500 on most recent home computer	9,624	11.9%	82
Spent \$500-\$999 on most recent home computer	13,848	17.1%	90
Spent \$1,000-\$1,499 on most recent home computer	8,185	10.1%	107
Spent \$1,500-\$1,999 on most recent home computer	4,246	5.3%	115
Spent \$2,000+ on most recent home computer	3,960	4.9%	125

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May 06, 2017



Retail Market Potential

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 10 minute radius

Latitude: 40.8130
Longitude: -74.2146

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	75,714	46.5%	92
Bought brewed coffee at convenience store in last 30 days	25,433	15.6%	99
Bought cigarettes at convenience store in last 30 days	13,885	8.5%	68
Bought gas at convenience store in last 30 days	30,867	19.0%	57
Spent at convenience store in last 30 days: <\$20	14,301	8.8%	108
Spent at convenience store in last 30 days: \$20-\$39	14,837	9.1%	101
Spent at convenience store in last 30 days: \$40-\$50	11,270	6.9%	91
Spent at convenience store in last 30 days: \$51-\$99	5,829	3.6%	81
Spent at convenience store in last 30 days: \$100+	24,417	15.0%	65
Entertainment (Adults)			
Attended a movie in last 6 months	104,119	64.0%	108
Went to live theater in last 12 months	26,467	16.3%	125
Went to a bar/night club in last 12 months	28,997	17.8%	107
Dined out in last 12 months	72,309	44.4%	99
Gambled at a casino in last 12 months	24,863	15.3%	111
Visited a theme park in last 12 months	33,924	20.8%	118
Viewed movie (video-on-demand) in last 30 days	35,091	21.6%	127
Viewed TV show (video-on-demand) in last 30 days	30,169	18.5%	144
Watched any pay-per-view TV in last 12 months	24,290	14.9%	114
Downloaded a movie over the Internet in last 30 days	15,273	9.4%	131
Downloaded any individual song in last 6 months	36,585	22.5%	110
Watched a movie online in the last 30 days	31,673	19.5%	122
Watched a TV program online in last 30 days	28,411	17.5%	117
Played a video/electronic game (console) in last 12 months	14,739	9.1%	87
Played a video/electronic game (portable) in last 12 months	6,831	4.2%	92
Financial (Adults)			
Have home mortgage (1st)	48,493	29.8%	96
Used ATM/cash machine in last 12 months	84,411	51.9%	106
Own any stock	14,364	8.8%	115
Own U.S. savings bond	9,467	5.8%	110
Own shares in mutual fund (stock)	12,867	7.9%	109
Own shares in mutual fund (bonds)	9,324	5.7%	118
Have interest checking account	43,596	26.8%	95
Have non-interest checking account	41,062	25.2%	89
Have savings account	85,955	52.8%	98
Have 401K retirement savings plan	23,196	14.3%	98
Own/used any credit/debit card in last 12 months	124,151	76.3%	102
Avg monthly credit card expenditures: <\$111	16,260	10.0%	86
Avg monthly credit card expenditures: \$111-\$225	10,638	6.5%	95
Avg monthly credit card expenditures: \$226-\$450	10,837	6.7%	105
Avg monthly credit card expenditures: \$451-\$700	10,173	6.3%	117
Avg monthly credit card expenditures: \$701-\$1,000	8,244	5.1%	118
Avg monthly credit card expenditures: \$1,001+	19,134	11.8%	130
Did banking online in last 12 months	58,876	36.2%	101
Did banking on mobile device in last 12 months	21,274	13.1%	93
Paid bills online in last 12 months	72,715	44.7%	104

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Retail Market Potential

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 10 minute radius

Latitude: 40.8130
Longitude: -74.2146

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	51,537	63.8%	92
Used bread in last 6 months	73,440	90.9%	97
Used chicken (fresh or frozen) in last 6 months	55,268	68.4%	99
Used turkey (fresh or frozen) in last 6 months	12,595	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	45,727	56.6%	104
Used fresh fruit/vegetables in last 6 months	68,598	84.9%	99
Used fresh milk in last 6 months	69,265	85.7%	97
Used organic food in last 6 months	20,419	25.3%	128
Health (Adults)			
Exercise at home 2+ times per week	44,110	27.1%	96
Exercise at club 2+ times per week	26,565	16.3%	125
Visited a doctor in last 12 months	124,394	76.4%	101
Used vitamin/dietary supplement in last 6 months	92,643	56.9%	108
Home (Households)			
Any home improvement in last 12 months	18,922	23.4%	87
Used housekeeper/maid/professional HH cleaning service in last 12	13,176	16.3%	124
Purchased low ticket HH furnishings in last 12 months	12,362	15.3%	95
Purchased big ticket HH furnishings in last 12 months	16,706	20.7%	99
Bought any small kitchen appliance in last 12 months	17,711	21.9%	99
Bought any large kitchen appliance in last 12 months	9,355	11.6%	91
Insurance (Adults/Households)			
Currently carry life insurance	62,747	38.6%	90
Carry medical/hospital/accident insurance	107,970	66.3%	101
Carry homeowner insurance	66,504	40.9%	87
Carry renter's insurance	12,592	7.7%	95
Have auto insurance: 1 vehicle in household covered	25,098	31.1%	101
Have auto insurance: 2 vehicles in household covered	20,233	25.0%	88
Have auto insurance: 3+ vehicles in household covered	13,570	16.8%	77
Pets (Households)			
Household owns any pet	35,428	43.9%	82
Household owns any cat	14,463	17.9%	80
Household owns any dog	23,212	28.7%	70
Psychographics (Adults)			
Buying American is important to me	57,048	35.1%	83
Usually buy items on credit rather than wait	25,024	15.4%	131
Usually buy based on quality - not price	33,788	20.8%	116
Price is usually more important than brand name	39,307	24.2%	92
Usually use coupons for brands I buy often	31,163	19.1%	101
Am interested in how to help the environment	30,022	18.4%	113
Usually pay more for environ safe product	26,259	16.1%	126
Usually value green products over convenience	19,859	12.2%	116
Likely to buy a brand that supports a charity	57,984	35.6%	102
Reading (Adults)			
Bought digital book in last 12 months	24,217	14.9%	113
Bought hardcover book in last 12 months	35,974	22.1%	106
Bought paperback book in last 12 month	51,961	31.9%	102
Read any daily newspaper (paper version)	45,967	28.2%	108
Read any digital newspaper in last 30 days	59,762	36.7%	110
Read any magazine (paper/electronic version) in last 6 months	150,235	92.3%	102

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May 06, 2017



Retail Market Potential

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 10 minute radius

Latitude: 40.8130
Longitude: -74.2146

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	117,396	72.1%	97
Went to family restaurant/steak house: 4+ times a month	37,773	23.2%	84
Went to fast food/drive-in restaurant in last 6 months	142,062	87.3%	97
Went to fast food/drive-in restaurant 9+ times/mo	54,745	33.6%	85
Fast food/drive-in last 6 months: eat in	47,609	29.3%	80
Fast food/drive-in last 6 months: home delivery	12,780	7.9%	102
Fast food/drive-in last 6 months: take-out/drive-thru	60,949	37.4%	81
Fast food/drive-in last 6 months: take-out/walk-in	33,613	20.7%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	58,640	36.0%	114
Own e-reader/tablet: iPad	32,763	20.1%	131
Own any portable MP3 player	52,998	32.6%	106
HH owns 1 TV	18,791	23.3%	114
HH owns 2 TVs	21,948	27.2%	105
HH owns 3 TVs	15,453	19.1%	89
HH owns 4+ TVs	13,288	16.4%	87
HH subscribes to cable TV	47,116	58.3%	117
HH subscribes to fiber optic	10,742	13.3%	175
HH has satellite dish	11,022	13.6%	54
HH owns DVD/Blu-ray player	45,912	56.8%	94
HH owns camcorder	11,728	14.5%	104
HH owns portable GPS navigation device	21,005	26.0%	95
HH purchased video game system in last 12 mos	10,923	13.5%	170
HH owns Internet video device for TV	6,909	8.6%	121
Travel (Adults)			
Domestic travel in last 12 months	82,552	50.7%	101
Took 3+ domestic non-business trips in last 12 months	18,112	11.1%	100
Spent on domestic vacations in last 12 months: <\$1,000	15,190	9.3%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,494	5.8%	100
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,805	3.6%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,126	4.4%	112
Spent on domestic vacations in last 12 months: \$3,000+	10,182	6.3%	114
Domestic travel in the 12 months: used general travel website	12,984	8.0%	118
Foreign travel in last 3 years	53,706	33.0%	137
Took 3+ foreign trips by plane in last 3 years	11,251	6.9%	154
Spent on foreign vacations in last 12 months: <\$1,000	9,216	5.7%	136
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,358	3.9%	120
Spent on foreign vacations in last 12 months: \$3,000+	12,204	7.5%	151
Foreign travel in last 3 years: used general travel website	12,742	7.8%	140
Nights spent in hotel/motel in last 12 months: any	65,879	40.5%	100
Took cruise of more than one day in last 3 years	15,856	9.7%	116
Member of any frequent flyer program	36,914	22.7%	139
Member of any hotel rewards program	24,440	15.0%	106

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Retail Market Potential

Montclair Center BID
27 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

Demographic Summary		2016	2021
Population		1,486,783	1,528,124
Population 18+		1,140,065	1,188,754
Households		528,555	541,786
Median Household Income		\$58,054	\$59,485

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	503,227	44.1%	93
Bought any women's clothing in last 12 months	474,707	41.6%	95
Bought clothing for child <13 years in last 6 months	302,647	26.5%	96
Bought any shoes in last 12 months	574,048	50.4%	93
Bought costume jewelry in last 12 months	222,248	19.5%	100
Bought any fine jewelry in last 12 months	215,393	18.9%	103
Bought a watch in last 12 months	120,122	10.5%	96
Automobiles (Households)			
HH owns/leases any vehicle	390,530	73.9%	86
HH bought/leased new vehicle last 12 mo	45,187	8.5%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	831,889	73.0%	86
Bought/changed motor oil in last 12 months	426,063	37.4%	76
Had tune-up in last 12 months	318,357	27.9%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	805,327	70.6%	108
Drank regular cola in last 6 months	498,982	43.8%	98
Drank beer/ale in last 6 months	480,118	42.1%	99
Cameras (Adults)			
Own digital point & shoot camera	284,822	25.0%	86
Own digital single-lens reflex (SLR) camera	92,077	8.1%	94
Bought any camera in last 12 months	59,215	5.2%	91
Printed digital photos in last 12 months	30,693	2.7%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	392,304	34.4%	95
Have a smartphone	713,422	62.6%	106
Have a smartphone: Android phone (any brand)	309,513	27.1%	101
Have a smartphone: Apple iPhone	326,872	28.7%	111
Number of cell phones in household: 1	162,542	30.8%	96
Number of cell phones in household: 2	181,336	34.3%	92
Number of cell phones in household: 3+	156,528	29.6%	116
HH has cell phone only (no landline telephone)	195,047	36.9%	88
Computers (Households)			
HH owns a computer	395,293	74.8%	97
HH owns desktop computer	229,757	43.5%	96
HH owns laptop/notebook	275,583	52.1%	96
HH owns any Apple/Mac brand computer	99,875	18.9%	126
HH owns any PC/non-Apple brand computer	335,411	63.5%	93
HH purchased most recent computer in a store	174,026	32.9%	88
HH purchased most recent computer online	63,542	12.0%	92
Spent <\$500 on most recent home computer	62,651	11.9%	82
Spent \$500-\$999 on most recent home computer	84,976	16.1%	84
Spent \$1,000-\$1,499 on most recent home computer	47,511	9.0%	95
Spent \$1,500-\$1,999 on most recent home computer	25,062	4.7%	104
Spent \$2,000+ on most recent home computer	23,602	4.5%	114

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May 06, 2017



Retail Market Potential

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	525,321	46.1%	91
Bought brewed coffee at convenience store in last 30 days	179,042	15.7%	100
Bought cigarettes at convenience store in last 30 days	105,639	9.3%	74
Bought gas at convenience store in last 30 days	211,988	18.6%	56
Spent at convenience store in last 30 days: <\$20	94,559	8.3%	102
Spent at convenience store in last 30 days: \$20-\$39	104,768	9.2%	102
Spent at convenience store in last 30 days: \$40-\$50	77,830	6.8%	90
Spent at convenience store in last 30 days: \$51-\$99	42,473	3.7%	84
Spent at convenience store in last 30 days: \$100+	176,707	15.5%	68
Entertainment (Adults)			
Attended a movie in last 6 months	701,825	61.6%	104
Went to live theater in last 12 months	164,284	14.4%	111
Went to a bar/night club in last 12 months	190,128	16.7%	100
Dined out in last 12 months	458,778	40.2%	90
Gambled at a casino in last 12 months	169,712	14.9%	109
Visited a theme park in last 12 months	235,405	20.6%	117
Viewed movie (video-on-demand) in last 30 days	221,516	19.4%	114
Viewed TV show (video-on-demand) in last 30 days	188,111	16.5%	128
Watched any pay-per-view TV in last 12 months	167,457	14.7%	112
Downloaded a movie over the Internet in last 30 days	100,847	8.8%	123
Downloaded any individual song in last 6 months	242,811	21.3%	104
Watched a movie online in the last 30 days	214,472	18.8%	118
Watched a TV program online in last 30 days	184,645	16.2%	108
Played a video/electronic game (console) in last 12 months	109,272	9.6%	92
Played a video/electronic game (portable) in last 12 months	49,787	4.4%	96
Financial (Adults)			
Have home mortgage (1st)	299,967	26.3%	85
Used ATM/cash machine in last 12 months	550,993	48.3%	98
Own any stock	81,047	7.1%	93
Own U.S. savings bond	57,111	5.0%	95
Own shares in mutual fund (stock)	71,345	6.3%	86
Own shares in mutual fund (bonds)	53,452	4.7%	96
Have interest checking account	267,357	23.5%	83
Have non-interest checking account	266,618	23.4%	83
Have savings account	560,074	49.1%	91
Have 401K retirement savings plan	141,084	12.4%	85
Own/used any credit/debit card in last 12 months	821,703	72.1%	97
Avg monthly credit card expenditures: <\$111	112,755	9.9%	85
Avg monthly credit card expenditures: \$111-\$225	71,749	6.3%	91
Avg monthly credit card expenditures: \$226-\$450	73,752	6.5%	102
Avg monthly credit card expenditures: \$451-\$700	64,960	5.7%	107
Avg monthly credit card expenditures: \$701-\$1,000	49,388	4.3%	100
Avg monthly credit card expenditures: \$1,001+	103,575	9.1%	100
Did banking online in last 12 months	362,652	31.8%	89
Did banking on mobile device in last 12 months	132,681	11.6%	83
Paid bills online in last 12 months	461,334	40.5%	94

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Retail Market Potential

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	337,260	63.8%	92
Used bread in last 6 months	483,420	91.5%	97
Used chicken (fresh or frozen) in last 6 months	364,388	68.9%	100
Used turkey (fresh or frozen) in last 6 months	82,852	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	301,878	57.1%	105
Used fresh fruit/vegetables in last 6 months	443,907	84.0%	98
Used fresh milk in last 6 months	456,604	86.4%	98
Used organic food in last 6 months	129,035	24.4%	124
Health (Adults)			
Exercise at home 2+ times per week	302,780	26.6%	94
Exercise at club 2+ times per week	164,096	14.4%	111
Visited a doctor in last 12 months	842,027	73.9%	97
Used vitamin/dietary supplement in last 6 months	618,995	54.3%	103
Home (Households)			
Any home improvement in last 12 months	112,576	21.3%	79
Used housekeeper/maid/professional HH cleaning service in last 12	75,863	14.4%	109
Purchased low ticket HH furnishings in last 12 months	75,720	14.3%	89
Purchased big ticket HH furnishings in last 12 months	104,446	19.8%	95
Bought any small kitchen appliance in last 12 months	109,460	20.7%	93
Bought any large kitchen appliance in last 12 months	59,858	11.3%	89
Insurance (Adults/Households)			
Currently carry life insurance	404,930	35.5%	83
Carry medical/hospital/accident insurance	711,635	62.4%	95
Carry homeowner insurance	409,258	35.9%	76
Carry renter's insurance	87,301	7.7%	94
Have auto insurance: 1 vehicle in household covered	160,715	30.4%	99
Have auto insurance: 2 vehicles in household covered	122,001	23.1%	81
Have auto insurance: 3+ vehicles in household covered	85,069	16.1%	74
Pets (Households)			
Household owns any pet	223,859	42.4%	79
Household owns any cat	88,084	16.7%	74
Household owns any dog	150,549	28.5%	70
Psychographics (Adults)			
Buying American is important to me	386,574	33.9%	80
Usually buy items on credit rather than wait	171,458	15.0%	128
Usually buy based on quality - not price	235,908	20.7%	115
Price is usually more important than brand name	279,149	24.5%	93
Usually use coupons for brands I buy often	208,004	18.2%	96
Am interested in how to help the environment	216,528	19.0%	117
Usually pay more for environ safe product	185,368	16.3%	127
Usually value green products over convenience	149,040	13.1%	124
Likely to buy a brand that supports a charity	401,730	35.2%	101
Reading (Adults)			
Bought digital book in last 12 months	144,823	12.7%	96
Bought hardcover book in last 12 months	227,439	19.9%	95
Bought paperback book in last 12 month	332,667	29.2%	93
Read any daily newspaper (paper version)	300,424	26.4%	101
Read any digital newspaper in last 30 days	374,297	32.8%	99
Read any magazine (paper/electronic version) in last 6 months	1,029,954	90.3%	100

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	808,328	70.9%	95
Went to family restaurant/steak house: 4+ times a month	264,551	23.2%	84
Went to fast food/drive-in restaurant in last 6 months	995,166	87.3%	97
Went to fast food/drive-in restaurant 9+ times/mo	392,947	34.5%	87
Fast food/drive-in last 6 months: eat in	336,007	29.5%	81
Fast food/drive-in last 6 months: home delivery	96,095	8.4%	110
Fast food/drive-in last 6 months: take-out/drive-thru	421,319	37.0%	80
Fast food/drive-in last 6 months: take-out/walk-in	231,087	20.3%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	363,410	31.9%	100
Own e-reader/tablet: iPad	197,405	17.3%	113
Own any portable MP3 player	351,433	30.8%	100
HH owns 1 TV	121,156	22.9%	112
HH owns 2 TVs	140,829	26.6%	103
HH owns 3 TVs	101,115	19.1%	89
HH owns 4+ TVs	85,444	16.2%	86
HH subscribes to cable TV	295,931	56.0%	113
HH subscribes to fiber optic	65,552	12.4%	163
HH has satellite dish	78,784	14.9%	59
HH owns DVD/Blu-ray player	292,009	55.2%	91
HH owns camcorder	72,615	13.7%	98
HH owns portable GPS navigation device	126,451	23.9%	87
HH purchased video game system in last 12 mos	77,177	14.6%	184
HH owns Internet video device for TV	40,071	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	512,757	45.0%	90
Took 3+ domestic non-business trips in last 12 months	110,619	9.7%	87
Spent on domestic vacations in last 12 months: <\$1,000	100,976	8.9%	83
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	58,502	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	35,981	3.2%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	41,319	3.6%	93
Spent on domestic vacations in last 12 months: \$3,000+	54,898	4.8%	87
Domestic travel in the 12 months: used general travel website	77,787	6.8%	101
Foreign travel in last 3 years	329,814	28.9%	120
Took 3+ foreign trips by plane in last 3 years	60,953	5.3%	119
Spent on foreign vacations in last 12 months: <\$1,000	56,050	4.9%	118
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	41,970	3.7%	113
Spent on foreign vacations in last 12 months: \$3,000+	68,264	6.0%	121
Foreign travel in last 3 years: used general travel website	73,959	6.5%	116
Nights spent in hotel/motel in last 12 months: any	405,779	35.6%	88
Took cruise of more than one day in last 3 years	96,778	8.5%	101
Member of any frequent flyer program	206,417	18.1%	111
Member of any hotel rewards program	141,483	12.4%	88

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail MarketPlace Profile

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 5 minute radius

Latitude: 40.8130
Longitude: -74.2146

Summary Demographics

2016 Population	49,375
2016 Households	19,514
2016 Median Disposable Income	\$63,083
2016 Per Capita Income	\$51,679

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	\$1,243,657,922	\$549,338,164	\$694,319,758	38.7	539
Total Retail Trade	44-45	\$1,123,110,476	\$476,649,572	\$646,460,904	40.4	340
Total Food & Drink	722	\$120,547,446	\$72,688,591	\$47,858,855	24.8	199

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$245,387,831	\$84,520,026	\$160,867,805	48.8	15
Automobile Dealers	4411	\$207,628,842	\$79,600,435	\$128,028,407	44.6	10
Other Motor Vehicle Dealers	4412	\$21,028,117	\$0	\$21,028,117	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$16,730,871	\$4,919,591	\$11,811,280	54.6	5
Furniture & Home Furnishings Stores	442	\$41,516,311	\$29,188,875	\$12,327,436	17.4	16
Furniture Stores	4421	\$22,543,768	\$5,250,314	\$17,293,454	62.2	8
Home Furnishings Stores	4422	\$18,972,543	\$23,938,562	-\$4,966,019	-11.6	9
Electronics & Appliance Stores	443	\$70,367,689	\$27,250,607	\$43,117,082	44.2	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$61,328,609	\$5,100,095	\$56,228,514	84.6	7
Bldg Material & Supplies Dealers	4441	\$55,887,297	\$5,100,095	\$50,787,202	83.3	7
Lawn & Garden Equip & Supply Stores	4442	\$5,441,312	\$0	\$5,441,312	100.0	0
Food & Beverage Stores	445	\$206,336,152	\$123,665,678	\$82,670,474	25.1	44
Grocery Stores	4451	\$172,382,347	\$93,853,380	\$78,528,967	29.5	19
Specialty Food Stores	4452	\$12,229,468	\$6,631,174	\$5,598,294	29.7	11
Beer, Wine & Liquor Stores	4453	\$21,724,337	\$23,181,124	-\$1,456,787	-3.2	14
Health & Personal Care Stores	446,4461	\$74,091,103	\$51,063,782	\$23,027,321	18.4	29
Gasoline Stations	447,4471	\$63,680,569	\$29,845,315	\$33,835,254	36.2	13
Clothing & Clothing Accessories Stores	448	\$77,270,073	\$49,414,633	\$27,855,440	22.0	78
Clothing Stores	4481	\$55,153,266	\$40,281,567	\$14,871,699	15.6	60
Shoe Stores	4482	\$9,379,574	\$3,887,942	\$5,491,632	41.4	5
Jewelry, Luggage & Leather Goods Stores	4483	\$12,737,233	\$5,245,124	\$7,492,109	41.7	14
Sporting Goods, Hobby, Book & Music Stores	451	\$33,179,741	\$19,942,426	\$13,237,315	24.9	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$28,118,635	\$12,318,001	\$15,800,634	39.1	23
Book, Periodical & Music Stores	4512	\$5,061,106	\$7,624,425	-\$2,563,319	-20.2	8
General Merchandise Stores	452	\$178,232,654	\$10,822,508	\$167,410,146	88.6	8
Department Stores Excluding Leased Depts.	4521	\$116,015,627	\$2,115,366	\$113,900,261	96.4	2
Other General Merchandise Stores	4529	\$62,217,027	\$8,707,142	\$53,509,885	75.4	5
Miscellaneous Store Retailers	453	\$47,992,906	\$30,615,939	\$17,376,967	22.1	73
Florists	4531	\$2,515,012	\$1,496,709	\$1,018,303	25.4	7
Office Supplies, Stationery & Gift Stores	4532	\$11,546,592	\$4,769,595	\$6,776,997	41.5	15
Used Merchandise Stores	4533	\$2,337,990	\$2,538,258	-\$200,268	-4.1	25
Other Miscellaneous Store Retailers	4539	\$31,593,313	\$21,811,377	\$9,781,936	18.3	25
Nonstore Retailers	454	\$23,726,837	\$15,219,690	\$8,507,147	21.8	6
Electronic Shopping & Mail-Order Houses	4541	\$14,583,101	\$8,160,992	\$6,422,109	28.2	4
Vending Machine Operators	4542	\$1,021,275	\$0	\$1,021,275	100.0	0
Direct Selling Establishments	4543	\$8,122,462	\$7,058,697	\$1,063,765	7.0	3
Food Services & Drinking Places	722	\$120,547,446	\$72,688,591	\$47,858,855	24.8	199
Special Food Services	7223	\$3,334,678	\$1,593,199	\$1,741,479	35.3	6
Drinking Places - Alcoholic Beverages	7224	\$3,444,750	\$4,808,167	-\$1,363,417	-16.5	6
Restaurants/Other Eating Places	7225	\$113,768,019	\$66,287,225	\$47,480,794	26	188

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/data/esri_data/methodology-statements

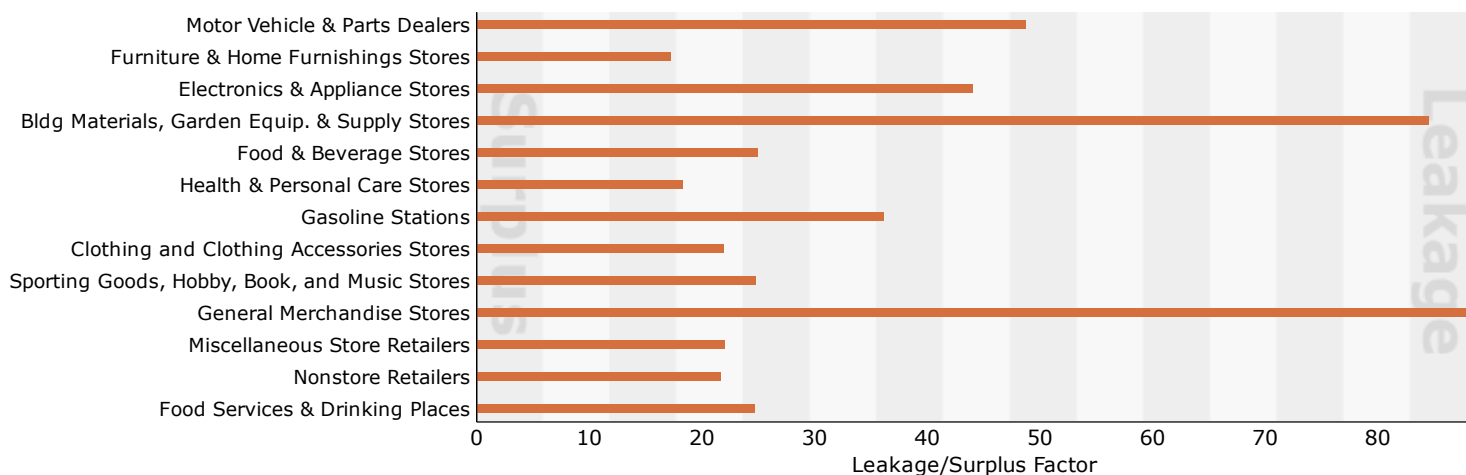
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May 06, 2017

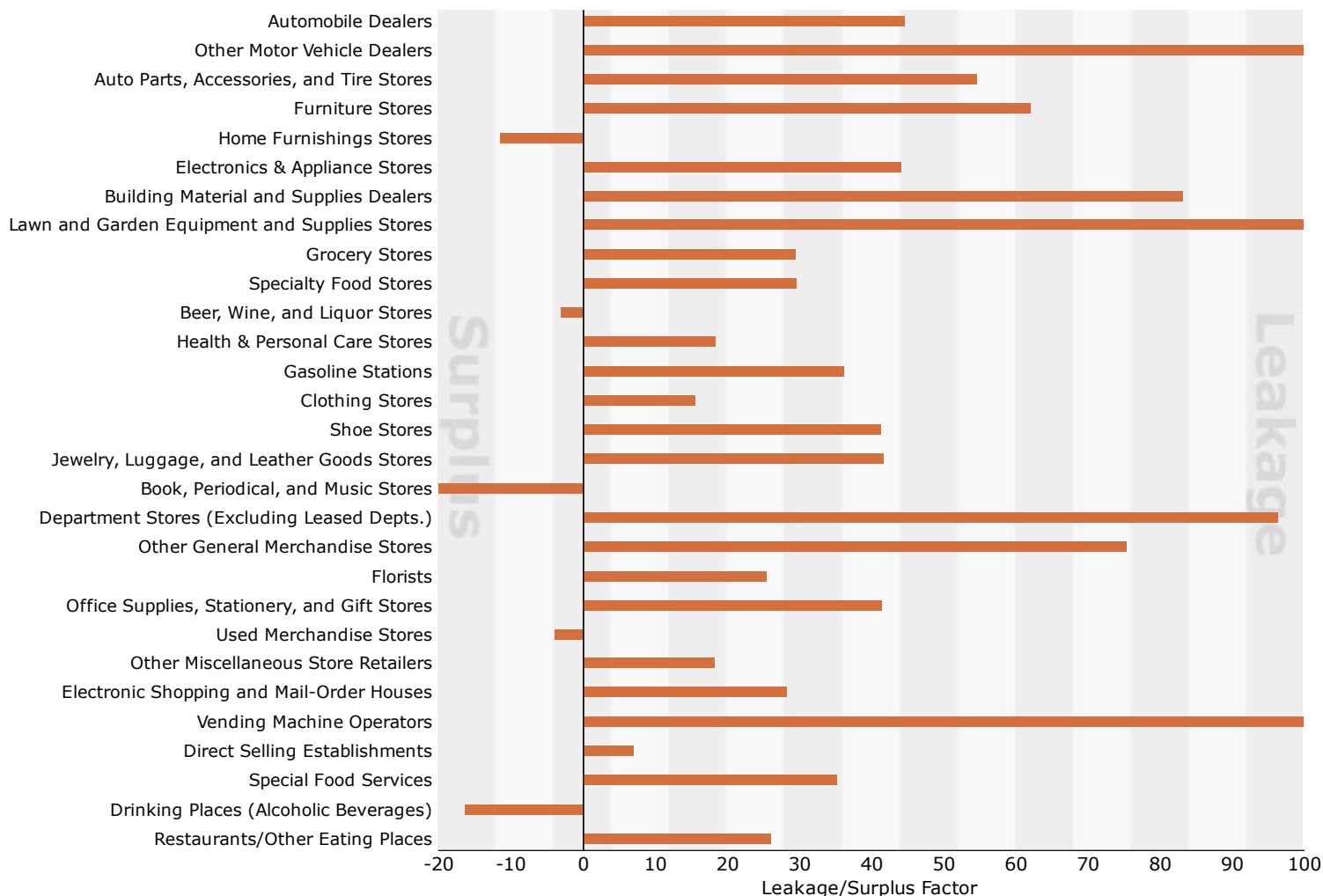
Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Time: 5 minute radius

Latitude: 40.8130
 Longitude: -74.2146

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 10 minute radius

Latitude: 40.8130
Longitude: -74.2146

Summary Demographics

2016 Population	209,751
2016 Households	80,787
2016 Median Disposable Income	\$53,692
2016 Per Capita Income	\$40,605

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	\$4,215,892,356	\$2,492,658,103	\$1,723,234,253	25.7	1,743
Total Retail Trade	44-45	\$3,810,983,764	\$2,225,097,577	\$1,585,886,187	26.3	1,134
Total Food & Drink	722	\$404,908,592	\$267,560,526	\$137,348,066	20.4	608

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$825,995,742	\$570,694,066	\$255,301,676	18.3	59
Automobile Dealers	4411	\$699,226,082	\$547,446,387	\$151,779,695	12.2	37
Other Motor Vehicle Dealers	4412	\$70,012,065	\$2,226,712	\$67,785,353	93.8	1
Auto Parts, Accessories & Tire Stores	4413	\$56,757,595	\$21,020,967	\$35,736,628	45.9	21
Furniture & Home Furnishings Stores	442	\$139,927,124	\$74,529,983	\$65,397,141	30.5	56
Furniture Stores	4421	\$75,785,922	\$25,339,664	\$50,446,258	49.9	28
Home Furnishings Stores	4422	\$64,141,202	\$49,190,319	\$14,950,883	13.2	27
Electronics & Appliance Stores	443	\$237,299,514	\$93,905,490	\$143,394,024	43.3	71
Bldg Materials, Garden Equip. & Supply Stores	444	\$207,774,853	\$103,361,561	\$104,413,292	33.6	75
Bldg Material & Supplies Dealers	4441	\$189,571,752	\$100,570,547	\$89,001,205	30.7	70
Lawn & Garden Equip & Supply Stores	4442	\$18,203,101	\$2,791,014	\$15,412,087	73.4	5
Food & Beverage Stores	445	\$705,694,201	\$623,594,785	\$82,099,416	6.2	191
Grocery Stores	4451	\$590,503,575	\$537,713,452	\$52,790,123	4.7	102
Specialty Food Stores	4452	\$41,893,240	\$24,665,644	\$17,227,596	25.9	43
Beer, Wine & Liquor Stores	4453	\$73,297,386	\$61,215,689	\$12,081,697	9.0	46
Health & Personal Care Stores	446,4461	\$252,248,085	\$206,916,746	\$45,331,339	9.9	111
Gasoline Stations	447,4471	\$218,003,325	\$128,715,769	\$89,287,556	25.8	55
Clothing & Clothing Accessories Stores	448	\$261,313,033	\$131,277,024	\$130,036,009	33.1	202
Clothing Stores	4481	\$186,646,390	\$101,075,319	\$85,571,071	29.7	150
Shoe Stores	4482	\$32,122,272	\$13,079,933	\$19,042,339	42.1	18
Jewelry, Luggage & Leather Goods Stores	4483	\$42,544,372	\$17,121,773	\$25,422,599	42.6	34
Sporting Goods, Hobby, Book & Music Stores	451	\$112,756,846	\$41,170,066	\$71,586,780	46.5	71
Sporting Goods/Hobby/Musical Instr Stores	4511	\$95,710,206	\$26,844,488	\$68,865,718	56.2	58
Book, Periodical & Music Stores	4512	\$17,046,640	\$14,325,577	\$2,721,063	8.7	12
General Merchandise Stores	452	\$605,923,826	\$100,484,339	\$505,439,487	71.6	39
Department Stores Excluding Leased Depts.	4521	\$393,466,331	\$63,048,030	\$330,418,301	72.4	14
Other General Merchandise Stores	4529	\$212,457,495	\$37,436,309	\$175,021,186	70.0	25
Miscellaneous Store Retailers	453	\$162,109,016	\$124,475,120	\$37,633,896	13.1	187
Florists	4531	\$8,254,921	\$15,853,091	-\$7,598,170	-31.5	27
Office Supplies, Stationery & Gift Stores	4532	\$39,082,873	\$32,141,272	\$6,941,601	9.7	50
Used Merchandise Stores	4533	\$7,876,800	\$4,564,372	\$3,312,428	26.6	39
Other Miscellaneous Store Retailers	4539	\$106,894,421	\$71,916,385	\$34,978,036	19.6	71
Nonstore Retailers	454	\$81,938,199	\$25,972,628	\$55,965,571	51.9	18
Electronic Shopping & Mail-Order Houses	4541	\$49,240,055	\$10,718,663	\$38,521,392	64.2	6
Vending Machine Operators	4542	\$3,491,380	\$1,829,197	\$1,662,183	31.2	4
Direct Selling Establishments	4543	\$29,206,764	\$13,424,768	\$15,781,996	37.0	8
Food Services & Drinking Places	722	\$404,908,592	\$267,560,526	\$137,348,066	20.4	608
Special Food Services	7223	\$11,238,938	\$17,287,090	-\$6,048,152	-21.2	26
Drinking Places - Alcoholic Beverages	7224	\$11,538,854	\$13,982,339	-\$2,443,485	-9.6	21
Restaurants/Other Eating Places	7225	\$382,130,800	\$236,291,098	\$145,839,702	24	562

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.
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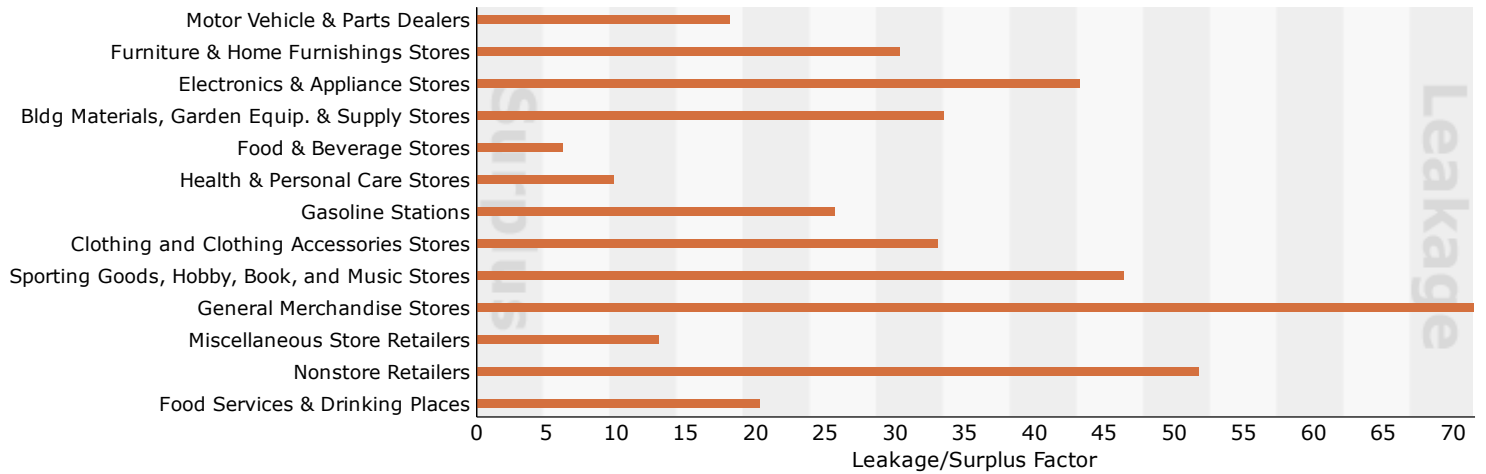
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May 06, 2017

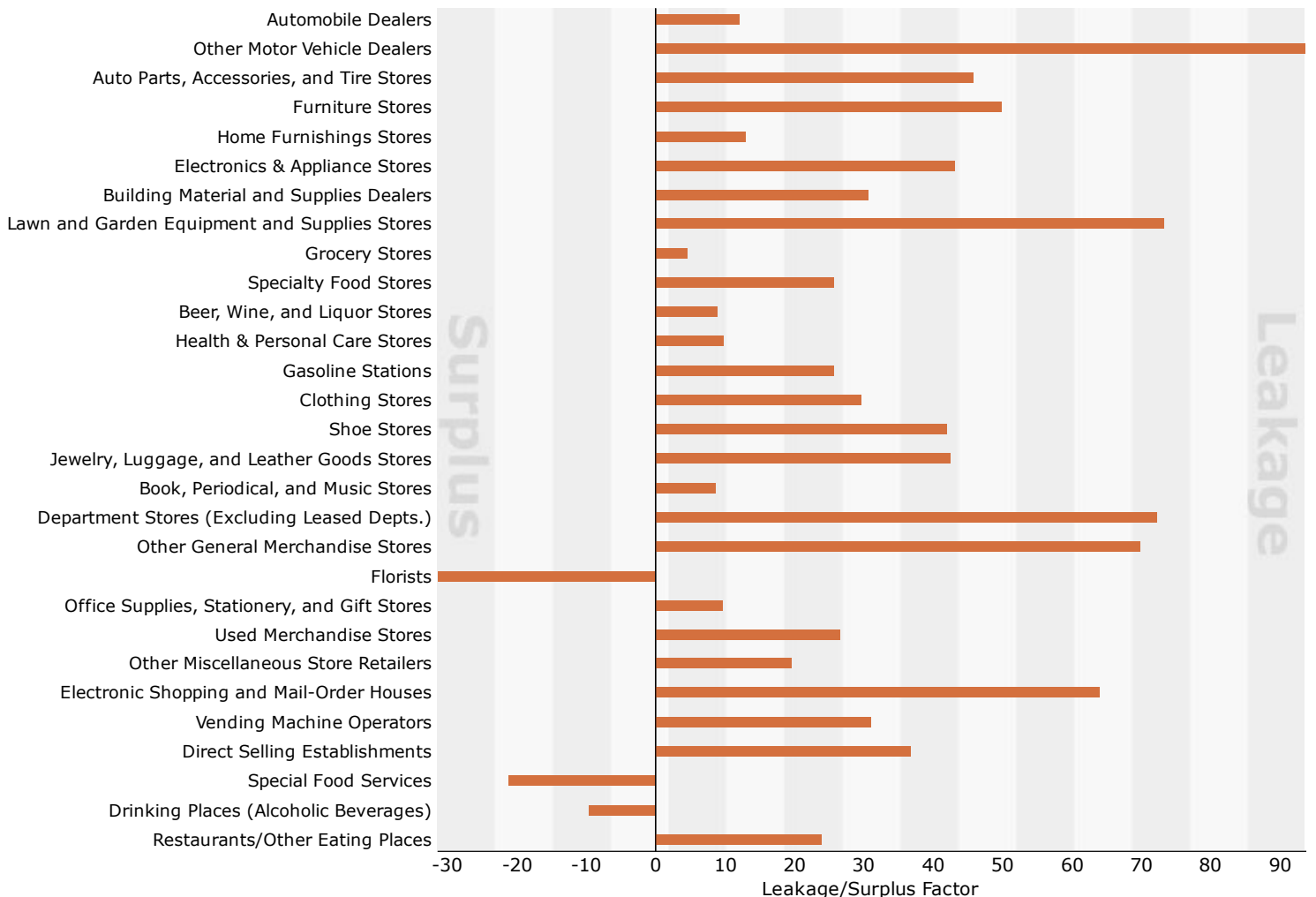
Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Time: 10 minute radius

Latitude: 40.8130
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Montclair Center BID
7 North Willow Suite 4a Montclair NJ 07042
Drive Time: 22 minute radius

Latitude: 40.8130
Longitude: -74.2146

Summary Demographics

2016 Population	1,486,783
2016 Households	528,555
2016 Median Disposable Income	\$45,979
2016 Per Capita Income	\$31,292

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	\$23,077,766,407	\$25,783,736,290	-\$2,705,969,883	-5.5	14,323
Total Retail Trade	44-45	\$20,870,244,175	\$23,470,318,591	-\$2,600,074,416	-5.9	9,771
Total Food & Drink	722	\$2,207,522,232	\$2,313,417,699	-\$105,895,467	-2.3	4,551

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,498,849,133	\$4,712,557,273	-\$213,708,140	-2.3	853
Automobile Dealers	4411	\$3,812,041,137	\$4,109,019,354	-\$296,978,217	-3.7	503
Other Motor Vehicle Dealers	4412	\$377,041,917	\$292,052,109	\$84,989,808	12.7	47
Auto Parts, Accessories & Tire Stores	4413	\$309,766,078	\$311,485,810	-\$1,719,732	-0.3	302
Furniture & Home Furnishings Stores	442	\$759,973,581	\$1,198,368,048	-\$438,394,467	-22.4	604
Furniture Stores	4421	\$412,764,189	\$548,883,086	-\$136,118,897	-14.2	335
Home Furnishings Stores	4422	\$347,209,392	\$649,484,962	-\$302,275,570	-30.3	269
Electronics & Appliance Stores	443	\$1,290,847,557	\$1,380,849,092	-\$90,001,535	-3.4	605
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,114,247,309	\$1,381,696,723	-\$267,449,414	-10.7	662
Bldg Material & Supplies Dealers	4441	\$1,017,563,242	\$1,313,191,525	-\$295,628,283	-12.7	596
Lawn & Garden Equip & Supply Stores	4442	\$96,684,067	\$68,505,199	\$28,178,868	17.1	66
Food & Beverage Stores	445	\$3,902,259,281	\$4,476,267,394	-\$574,008,113	-6.9	1,875
Grocery Stores	4451	\$3,271,821,178	\$3,678,154,143	-\$406,332,965	-5.8	1,134
Specialty Food Stores	4452	\$232,231,425	\$354,764,264	-\$122,532,839	-20.9	354
Beer, Wine & Liquor Stores	4453	\$398,206,677	\$443,348,987	-\$45,142,310	-5.4	387
Health & Personal Care Stores	446,4461	\$1,379,475,494	\$1,642,708,315	-\$263,232,821	-8.7	799
Gasoline Stations	447,4471	\$1,205,261,061	\$954,597,606	\$250,663,455	11.6	396
Clothing & Clothing Accessories Stores	448	\$1,433,319,927	\$1,866,352,593	-\$433,032,666	-13.1	1,718
Clothing Stores	4481	\$1,025,939,614	\$1,363,933,235	-\$337,993,621	-14.1	1,150
Shoe Stores	4482	\$178,403,180	\$220,496,610	-\$42,093,430	-10.6	203
Jewelry, Luggage & Leather Goods Stores	4483	\$228,977,133	\$281,922,748	-\$52,945,615	-10.4	365
Sporting Goods, Hobby, Book & Music Stores	451	\$620,952,104	\$724,776,055	-\$103,823,951	-7.7	470
Sporting Goods/Hobby/Musical Instr Stores	4511	\$527,862,796	\$613,062,784	-\$85,199,988	-7.5	372
Book, Periodical & Music Stores	4512	\$93,089,308	\$111,713,271	-\$18,623,963	-9.1	98
General Merchandise Stores	452	\$3,334,443,718	\$3,630,911,090	-\$296,467,372	-4.3	496
Department Stores Excluding Leased Depts.	4521	\$2,161,180,143	\$2,381,312,402	-\$220,132,259	-4.8	181
Other General Merchandise Stores	4529	\$1,173,263,575	\$1,249,598,688	-\$76,335,113	-3.2	315
Miscellaneous Store Retailers	453	\$881,837,439	\$1,048,276,434	-\$166,438,995	-8.6	1,118
Florists	4531	\$43,409,489	\$52,196,090	-\$8,786,601	-9.2	179
Office Supplies, Stationery & Gift Stores	4532	\$213,263,546	\$246,022,599	-\$32,759,053	-7.1	299
Used Merchandise Stores	4533	\$42,708,842	\$38,930,017	\$3,778,825	4.6	151
Other Miscellaneous Store Retailers	4539	\$582,455,562	\$711,127,727	-\$128,672,165	-9.9	489
Nonstore Retailers	454	\$448,777,572	\$452,957,968	-\$4,180,396	-0.5	176
Electronic Shopping & Mail-Order Houses	4541	\$269,310,080	\$307,045,809	-\$37,735,729	-6.5	67
Vending Machine Operators	4542	\$19,331,249	\$25,795,160	-\$6,463,911	-14.3	33
Direct Selling Establishments	4543	\$160,136,243	\$120,116,999	\$40,019,244	14.3	76
Food Services & Drinking Places	722	\$2,207,522,232	\$2,313,417,699	-\$105,895,467	-2.3	4,551
Special Food Services	7223	\$61,100,554	\$104,937,680	-\$43,837,126	-26.4	180
Drinking Places - Alcoholic Beverages	7224	\$62,724,503	\$105,519,334	-\$42,794,831	-25.4	236
Restaurants/Other Eating Places	7225	\$2,083,697,175	\$2,102,960,685	-\$19,263,510	0	4,136

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/data/esri_data/methodology-statements

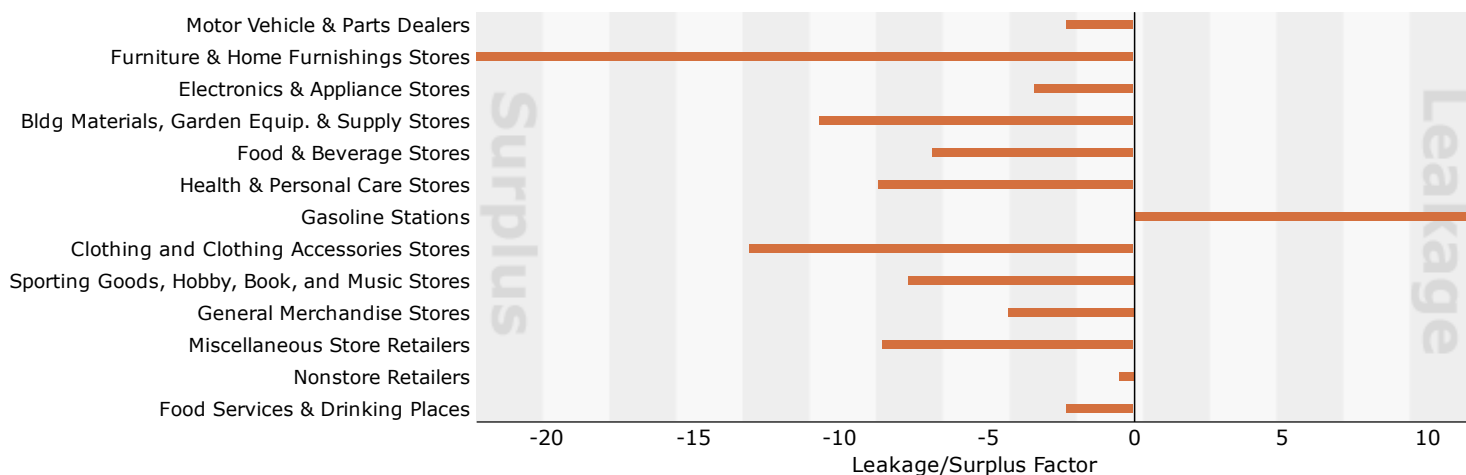
Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

May 06, 2017

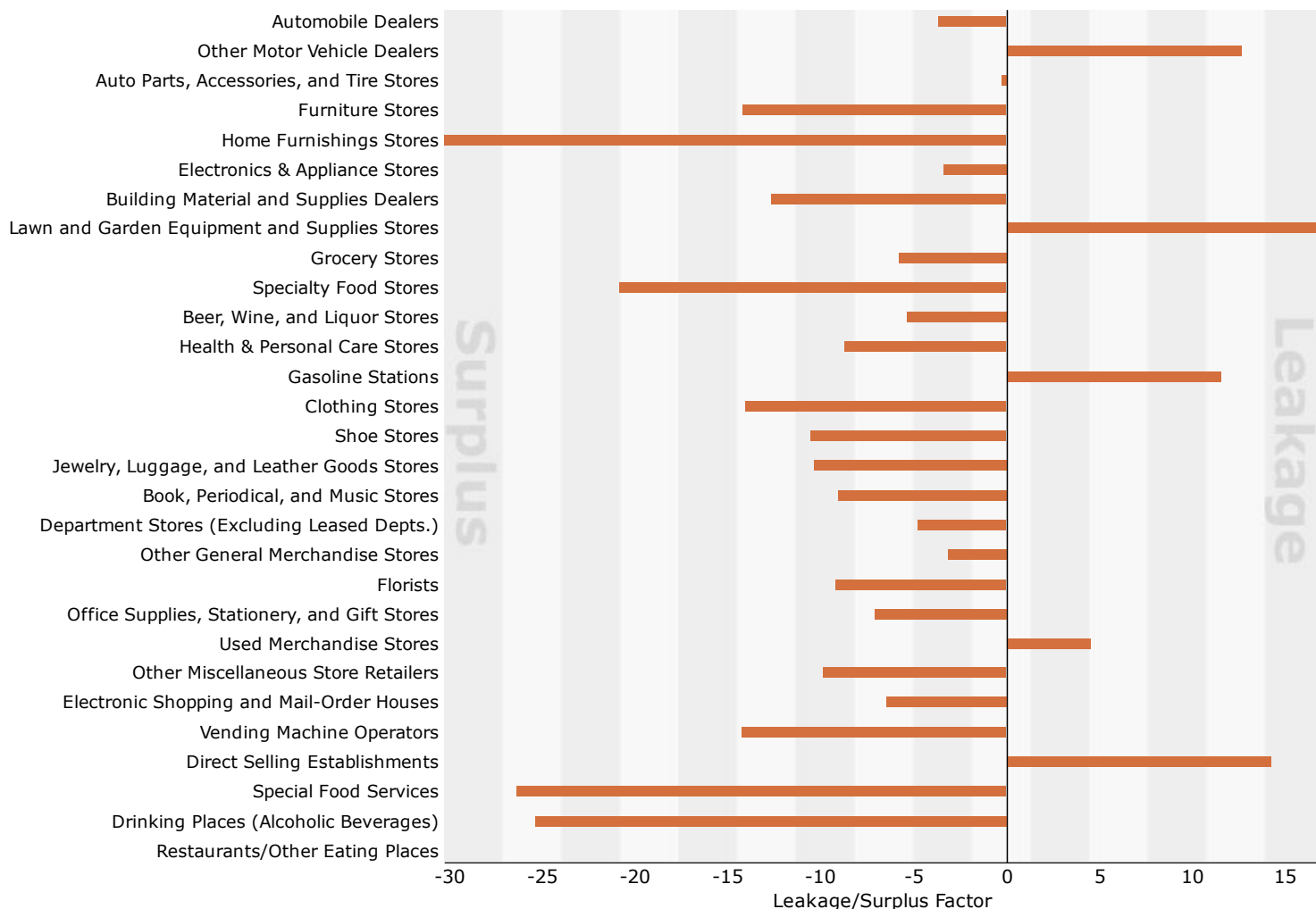
Montclair Center BID
 7 North Willow Suite 4a Montclair NJ 07042
 Drive Time: 22 minute radius

Latitude: 40.8130
 Longitude: -74.2146

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





GREAT AMERICAN MAIN STREET AWARD WINNER 2015

EVENT PLANNING GUIDE

1. Flush out the details of your idea. Ask yourself:
 - a. Date & Time? Rain Date?
 - i. Start Time – schedule vendors to arrive 2 hours before start time
 - ii. End Time – Schedule clean up for 1 hour past end time
 - b. Location?
 - i. Street Closure? Who is providing the barricades?
 1. Alert all merchants and residence 1 month prior to event
 - a. Use fliers and emails – keep a paper trail
 2. No Parking Signs must be posted the night before after 6PM
 - ii. Reserved Parking Spaces?
 - c. Private Event or Public
 - i. Police presence is required if Public Event (See Permitting)
 - d. Expected attendance?
 - i. If indoors and over 500 attendees – egress signage is mandatory for emergencies
 - e. Free or Ticketed?
 - f. Children Friendly/ All Ages?
 - g. Entertainment? Live or DJ?
 - h. Who will provide electricity?
 - i. Facilities accessible for the disabled?
 - j. Proper signage? i.e. Exits and Restrooms?
 - k. Local Montclair vendors or outside vendors?
 - i. Food Vendors? Non-Profits? Retailers?
 - l. Vendor Fee?
 - m. Permitting
 - i. Police Department - Special Events Permit (free)
 1. Budget about \$100 per officer per hour needed
 2. Street Closure – Officer required at time of Street Closure
 - ii. Clerks Office - Peddler's Permit for selling
 1. Daily - \$25 per day
 2. Yearly - \$100
 - iii. Food Vendors and Food Trucks (in addition to Peddler's Permit)
 1. Health Department – Food Vending Permit
 2. Fire Department – Fire Safety Inspection
 - n. Map of Event – 2 copies (Fire & Police Department)
 - o. First Aid Kits
 - p. Staffing
 - i. Do you have enough staffing for vender set up?
 - q. Garbage
 - r. Restrooms

2. Contact the Montclair Center Office to discuss your idea and all the components of the event

MONTCLAIR CENTER **BID**

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

PARKING (continued)

Single Use Parking Permit

Overnight visitors/guests/friends/family of Montclair residents who display this permit may park in a municipal parking lot marked "Permit Parking Only" or in front of the resident's home until 9:00 a.m. the following morning. The single-use visitor parking permits may be purchased online and printed at home at a daily rate of \$5. **The single-use parking permit may not be used on County roads.**

DOWNLOAD PERMIT: <https://montclair.clickandpark.com/facility>

Visitors to Montclair, please use the **Interactive Parking Map** for parking deck, lot and meter locations.



Parkmobile Pay-by-Phone parking: us.parkmobile.com

- Look for the Parkmobile sign or sticker.
- Once registered, use the Parkmobile app to enter in the zone number listed on the sign to start a parking session.
- You can opt-in to receive a notification 15 minutes before your parking session is set to expire.

Snow Parking

Parking on snow-covered streets is prohibited by [ordinance 327-25](#). The no parking prohibition remains in effect for a period of 12 hours after snowfall has ceased -- subject to extension by the Township Manager, in the event that snow has not been completely cleared from the roads.

PARKING PERMITS

Six-Month Permits

Current permit holders may renew permits at [Montclair Click and Park](#).

All train station parking permits are now valid 24 hours a day, 7 days a week. Permit holders will now be allowed to park overnight in all transit lots without needing to purchase an additional overnight permit.

Overnight permit hours have been extended to cover 5:00 p.m.–9:00 a.m. This is an increase in one hour in the evening and one hour in the morning to better accommodate parking needs.

PERMIT TYPE	OCTOBER APRIL	NOVEMBER MAY	DECEMBER JUNE	JANUARY JULY	FEBRUARY AUGUST	MARCH SEPTEMBER
B Permit	\$360	\$300	\$240	\$180	\$120	\$60
C Permit	\$300	\$250	\$200	\$150	\$100	\$50
G Permit	\$300	\$250	\$200	\$150	\$100	\$50
N Permit	\$270	\$225	\$180	\$135	\$90	\$45
S Permit	\$270	\$225	\$180	\$135	\$90	\$45
MH Permit	\$300	\$250	\$200	\$150	\$100	\$50
Mountain Ave.	\$300	\$250	\$200	\$150	\$100	\$50
U Permit - Train	\$360	\$300	\$240	\$180	\$120	\$60
U Permit - non train	\$300	\$250	\$200	\$150	\$100	\$50
W Permit - Train	\$360	\$300	\$240	\$180	\$120	\$60
W Permit - non train	\$300	\$250	\$200	\$150	\$100	\$50

Crescent Deck at Montclair Center Permits

Daytime Permits: \$70.00 per month
 Overnight Permits: \$60.00 per month
 24/7 Permits: \$130.00 per month

Daily Parking at Bay Street Station

Daily Space Parking: \$7.00 per day