

WHERE CHICAGO 器 NORTH SHORE MEET



DOWNTOWNEVANSTON.ORG

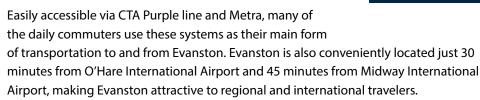






Evanston is a great place to locate your business!

Downtown Evanston is the commercial center for Chicago's North Shore, with one-of-a kind shops, diverse entertainment, incredible restaurants, offices and condominiums. The area has experienced unprecedented development and redevelopment within the last decade. New developments have included residential and retail components, resulting in the construction of nearly 4,317 condo units since 2000. 561 residential units are currently under construction. In addition, the downtown remains a workforce center, employing over 10,000 people and housing the World Headquarters of Rotary International.



Businesses are provided support by Downtown Evanston, which manages and markets the downtown district of Evanston. In addition, the Evanston Chamber of Commerce provides leadership and services for its members who represent the thriving economy of Evanston. The City of Evanston's Economic Development staff has created an economic development work plan that focuses on arts & entertainment, entrepreneurship development & growth oriented startups, as well as retail attraction and retention. These entities work together to ensure Evanston provides the infrastructure and vibrant economic environment businesses need to succeed.



EVANSTON FACTS

- Borders Chicago on the South
- Population: 74,486
- Total retail expenditure: \$1,123,030,872
- Home to Northwestern University, purchasing more than \$13.5 million of goods and services annually
- Over 10,000 downtown employees

EDUCATION

Northwestern University

- 12 schools and colleges
- 21,000 total enrollment
- 8,000 Full-time undergrad
- 8,000 Full-time graduate
- 6,000+ Full-time staff
- 3,820 Full-time Faculty

MEDICAL FACILITIES

- Evanston Hospital
- Presence
- North Shore Medical Group
- Northwestern Medicine

PARKS AND RECREATION

- 80 parks and 4 community centers
- 5 public beaches
- 18-hole golf course
- Lakefront offers swimming, sailing, kayaking, picnicking, cycling, etc.

PARKING

- Current street parking spaces in the downtown area is 1200.
- There are five public use parking lots downtown. The Best Western (upper decks), underneath the Chase Bank (Orrington/Davis), 500 Davis, Benson/ Clark and the Rotary Building.
- There are 3300 parking spaces in the three City owned parking decks.
- Per hour meter rates in the CBD is \$1 per hour with some 20 minute meters scattered throughout.
- There are long term meters for commuters and employees at \$.25 for 1.25 hours (12 hr. max). There is a 2 hour maximum time limit restriction on all meters with the exception of 39.
- The new single-head meter technology allows for payment with coin, credit card and by mobile app from Passport Parking.

CULTURE AND ENTERTAINMENT

Evanston boasts one of the largest and most diverse arts communities in the state, among the multitude of galleries, museums, organization and live theaters:

- 18 screen Century Theater
- Piven Theatre
- Next Theater
- SPACE
- 27 Live
- Music Institute of Chicago
- Piccolo Theater
- Evanston Arts Center

DEMOGRAPHICS 2014

	VIC	CINITY OF C	OOWNTOWN	I EVANSTON			
BASIC VARIABLES	City of Evanston	0.5 Miles	1 Mile	3 Miles	5 Minutes	10 Minutes	15 Minutes
Population	75,576	14,995	31,993	169,452	40,516	149,477	352,812
Households	30,839	6,340	12,642	67,405	16,763	58,930	138,102
Average Household Size	2.22	1.77	2.04	2.37	2.05	2.35	2.41
Population Density	9,660.64	19,040.68	10,156.03	5,976.79	15,839.46	14,372.14	12,618.53
Total Population Median Age	35.3	29.2	30.3	37.1	31.8	37.1	37.5
EDUCATIONAL ATTAINME	NT						
% Associates Degree	3.2%	2.4%	2.6%	4.5%	2.8%	4.3%	5.1%
% Bachelor's Degree	29.7%	32.9%	29.1%	28.1%	30.1%	28.4%	27.9%
% Graduate Degree	22.5%	27.4%	25.7%	17.9%	24.2%	18.6%	15.2%
% Bachelor's Degree or Greater	69.6%	42.9%	42.1%	28.2%	70.8%	57.8%	51.4%
HOUSEHOLD INCOME							
Average Household Income	\$95,497	\$76,691	\$88,197	\$88,764	\$88,453	\$91,349	\$82,505
Median Household Income	\$60,854	\$43,592	\$49,772	\$57,528	\$52,136	\$58,539	\$51,840
HOUSEHOLD INCOME WIT	H INCOMES \$7	75,000+					
Income \$75,000+	41.5%	33.0%	36.8%	39.0%	37.3%	39.7%	35.4%
Income \$75,000 - \$99,999	10.2%	8.5%	8.2%	10.7%	8.8%	10.5%	10.3%
Income \$100,000 - \$124,999	8.2%	6.5%	7.4%	7.9%	7.4%	8.0%	7.0%
Income \$125,000 - \$149,999	5.4%	4.3%	4.8%	5.4%	4.8%	5.3%	4.9%
Income \$150,000 +	17.7%	13.7%	16.5%	15.1%	16.1%	15.9%	13.1%
BUSINESS SUMMARY							
Total Employees	50,898	22,683	35,422	71,016	37,532	66,413	131,791
Total Establishments	3,047	986	1,804	5,352	2,017	4,831	10,737

RACE AND ETHNICITY

CITY OF EVANSTON								
Asian	Black	White	Other	Multi-Race	Hispanic Ethnicity	Not of Hispanic Ethnicity		
9.1%	15.5%	66.6%	4.1%	4.4%	10.3%	89.7%		

CONSUMER EXPENDITURE SUMMARY

Total Retail Expenditure

VICINITY OF DOWNTOWN EVANSTON							
City of Evanston	0.5 Miles	1 Mile	3 Miles	5 Minutes	10 Minutes	15 Minutes	
\$1,123,030,872	\$253,738,514	\$501,898,630	\$2,257,382,935	\$622,330,728	\$2,000,446,812	\$4,412,108,600	

Source: The Nielsen Company, Inc.



TRANSPORTATION

Located just north of Chicago on the shores of Lake Michigan, Evanston offers convenient access to and from Chicago and O'Hare International Airport

PUBLIC TRANSPORTATION

- Metra Union Pacific North Line stops at Davis St.
- Chicago Transit Authority (CTA) rapid transit Purple Line "L" stops at Davis St.

1.2 million annual riders at Davis St.

 CTA and Pace suburban buses serve the downtown district

WALKABILITY

 Downtown Evanston is a walker's paradise with a walkscore of 96 out of 100. (walkscore.com)

INTERSTATES

I-94 accessible

AVERAGE DAILY TRAFFIC COUNT (ADT) 2010 DOWNTOWN EVANSTON

INTERSECTIONS (ADT)*

12,800

22,500

8,300

12,000

30 miles

 Emerson Street and Maple Avenue

Sheridan Road

and Davis Street

 Church Street and Chicago Avenue 13,400

and Chicago Avenue

 Chicago Avenue and Clark Street

 Ridge Avenue and Emerson Street

DISTANCE TO AIRPORT

• O'Hare International
Airport, Chicago, IL: 19 miles

Midway Airport,
 Chicago, IL:

*Average Daily Traffic (ADT) identified represents highest measurement on local segment of roadway. Sources: Illinois Department of

Transportation, City of Evanston

ABOUT US

Downtown Evanston (DE), created in 1987, provides marketing and management services to Evanston's downtown district. DE is a 501(c) (6) nonprofit corporation. The district that DE is responsible for is the Special Service Area (SSA#4), Evanston, Illinois' equivalent of a Business Improvement District (BID). Since its inception, Downtown Evanston has worked closely with the City of Evanston, downtown property owners, local real estate professionals and other stakeholders to ensure a healthy mix of retail uses and to recruit and retain over 300 ground floor businesses and the many office tenants in downtown. Vacancies can be found at downtownevanston.org.

DOWNTOWN EVANSTON'S PROGRAMS AND SERVICES

· Maintain the physical appearance

Downtown Evanston manages a landscape contract to ensure extra sidewalk cleaning, trash collection, litter removal, landscaping and seasonal plantings in 18 planters throughout downtown.

- · Coordinate and market events, including:
 - It's Thursday, Let's Dance!: Free six-week summer live music and dance series
 - Summer Sidewalk Sale
 - Holiday Tree Lighting
 - Big Bite Night: Partnership event with Northwestern University to introduce incoming students to the many dining options in downtown
- · Banners and seasonal decorations on streetlights
- Downtown Evanston Gift Card Program

Since 2010, DE has managed a gift card program to encourage local shopping and increase spending in the district. The gift card is accepted at over 150 businesses in Downtown Evanston.



GETTING HERE

BY CTA

The Purple line stops at the Davis Street Station. CTA can also be accessed by the Skokie Swift Yellow Line. *transitchicago.com*

BY METRA

The Union Pacific North Line stops at the Davis Street Station in downtown Evanston. *metrarail.com*

BY CAR

With its close proximity to the Chicago, Evanston is easily accessible from the Edens Expressway (Interstate 94), Kennedy Expressway (Interstate 90) and Lake Shore Drive.





Annie Coakley, Executive Director Downtown Evanston 820 Davis, Suite 151 Evanston, IL 60201 Phone: 847-570-4724 acoakley@downtownevanston.org