



City of Plainfield Market Analysis - #2024-1 RFQ

Final Report

prepared for:

**City of Plainfield Dept. of Economic
Development**

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Acknowledgements

This Market Analysis is a brief snapshot of a city in the process of great undertakings. As a rule, evaluation is not accomplished in a vacuum – there special people that have provided valuable input to the process.

DCG Corplan Consulting LLC would like to thank Mayor Mapp for the opportunity to perform the work and to acknowledge the assistance from the Review Committee for their support and guidance during the study:

- **Zenobia Fields**
Director – Dept. of Economic Development
- **Abel Gomez**
Special Improvement District
- **Drue Dorman**
Dept. of Economic Development
- **Max Vazquez**
Dept. of Economic Development

Introduction

The City of Plainfield, the "Queen City", is a community of about 55,000 persons and is a model for sustainable urban growth. With two NJ train stations providing convenient rail access to New York City, Plainfield has become a magnet for mixed-use development as exhibited by nearly \$1 billion in investment in the last ten years.

The focus of this study is to identify the demand for retail, hospitality, and entertainment businesses that support the growth of housing development. The outcome will be a set of guidelines strategically targeting key business audiences that may have an interest in a Plainfield location.

Task 1 – Project Kick Off/ Data Collection

1.a - Kick-off Meeting Preparation/Project Management

The Project Kick-Off Meeting was held virtually on Monday March 25, 2024 at 10:00 AM via Zoom with Project Review Committee.

Background research was conducted by review of the following reports:

- Scattered Sites Redevelopment Plan Amendment
- East 3rd and Richmond Plan
- TODD West Plan
- Plainfield Redevelopment
- Plan Amendment N3
- TODD South Redevelopment Plan
- West End Industrial Corridor RED Plan

To be able to facilitate and organize task deliverables, a website was created to serve as the repository of project information, data, and reports with the following address:

<https://plainfieldmarketstudy-work.com/>

Website preparation covered the following items:

- Main dashboard and task pages created
- Web hosting, SSL certificate obtained from GoDaddy.com
- Site testing and refinement

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1.b Database Setup of Study Properties information

As a measure of likely imbalance between housing and retail demand, **10** new major housing projects were analyzed for units and retail space provided. Available retail space varied from **1,700** sf to **4,200** sf, with **20,080** sf in total in Exhibit 1 (below):

Exhibit 1 – New Plainfield Major Housing Developments				
Site Photo #	Property	# of Units	Year Blt	Retail Space SF
1	738 S. Second Street	90	2023	0
2	148-58 E. Second Street	20	2017	4,200
3	321 E. Third Street	131	2023	3,000
4	1008 South Avenue	42	2023	1,800
5	803 South Avenue	104	2023	2,180
6	829 South Avenue	70	2022	4,000
7	1369 South Avenue	20	2023	1,700
8	1400 South Avenue	212	2019	0
9	1000 North Avenue	120	2023	0
10	1222 South Ave. (construction)	100	2024	3,200
Total retail space		909		20,080

1.c Automobile Site Tours/Photography

A site tour of these 10 properties was conducted on April 9, 2024. Exhibit 2 provides the documentation:

Exhibit 2 – Site Visit Photo-Documentation	
	
Site #1: 738 S. Second Street	Site #2: 148-58 E. Second Street



Site #3: 321 E. Third Street



Site #4: 1008 South Ave.



Site #5: 803 South Ave



Site #6: 829 South Ave.



Site #7: 1369 South Ave



Site #8: 1400 South Avenue



Site #9: 1000 North Avenue

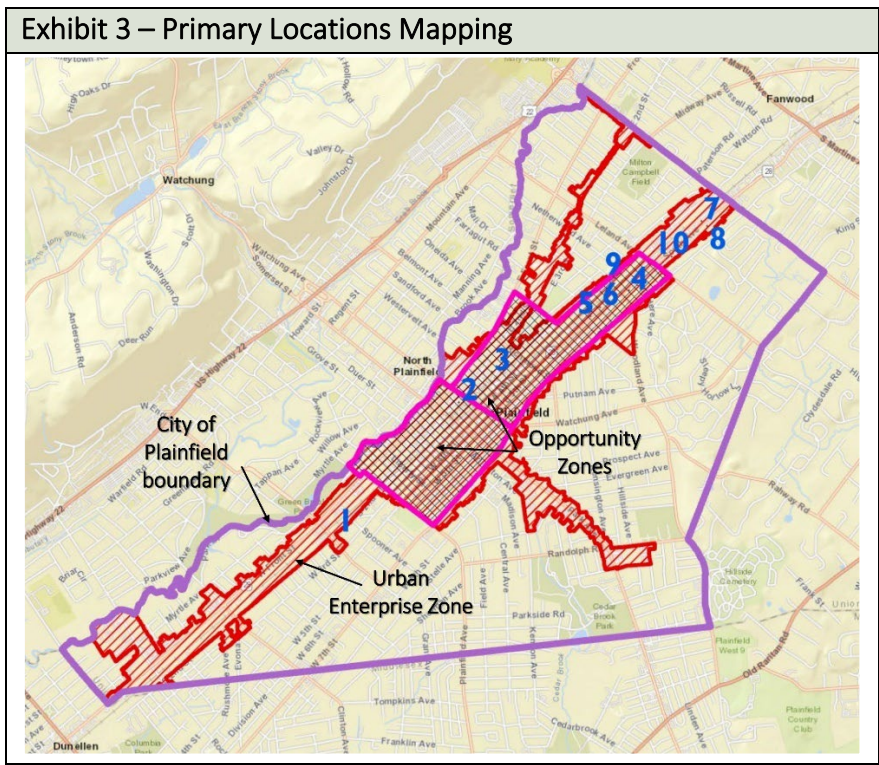


Site #10: 1222 South Ave. (construction)

Task 2 – Site(s) Productivity Analysis

2.a – GIS Mapping of Primary Locations

A Geographic Information System (GIS) mapping of the study sites was plotted. Exhibit 3 illustrates that all 10 sites fall within the City’s Urban Enterprise Zone and that sites #2, 3, 4, 5, 6, and 9 also are within the Opportunity Zone boundary.

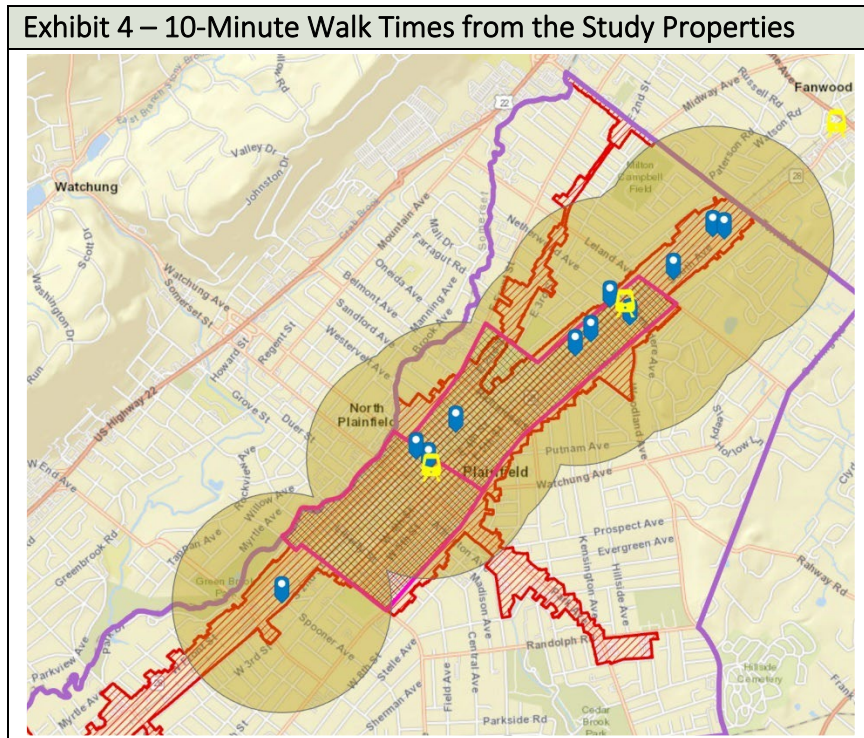


Study Properties

- #1: 738 S. Second Street
- #2: 148-58 E. Second Street
- #3: 321 E. Third Street
- #4: 1008 South Avenue
- #5: 803 South Avenue
- #6: 829 South Avenue
- #7: 1369-1403 South Avenue
- #8: 1400 South Avenue
- #9: 1000 North Avenue
- #10: 1222 South Ave.
(construction)

2.b – Analysis of Location Attributes of the Sites

Given that many of the residents of the study properties will be “urbanites” with more preference for walking versus automobile use when casually shopping or seeking entertainment opportunities, a review of the City’s amenities within a 10-minute walk radius from each site is shown in Exhibit 4. The list to the right of the graphic summarizes the businesses that are present in the catchment area. Appendix Table 1 lists these businesses in more detail.



Amenities Categories

- Bars/Lounges
- Book Stores
- Business Services
- Clothing
- Convenience/Grocery/Deli
- Educational
- Electronics/Telecom
- Fast Food
- Financial
- Furniture/Appliances
- Government Services
- Jewelry
- Laundry/Laundromat
- Liquors
- Medical/Health
- Parks/ Open Spaces
- Personal Services
- Pharmacy/Dispensary
- Photography
- Recreational
- Religious
- Restaurant/Cafes
- Specialty Foods
- Supermarkets
- Tobacco
- Variety Retail

2.c – Evaluation of Surrounding Amenities or Features

Museum/Cultural

While there are many local bars and restaurants in the vicinity, the potential for performance-based arts is an intriguing use that likely has the most appeal for the City as it is embarking on an Entertainment District development.

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Exhibit 5 (below) examines the performing arts venues with the area of the City of Plainfield by their location and number of seats. The **9** analyzed facilities total **4,782** seats, or an average of **531** per venue.

Exhibit 5 – Local Performing Arts Facilities within the Area		
Name	Location	# of Seats
Burgdorff Theater	Maplewood	100
Carteret Performing Arts Center – CPAC	Carteret	1,600
East Brunswick Community theater	East Brunswick	225
Hamilton	Rahway	199
New Brunswick Performing Arts Center – NBPAC	New Brunswick	715
Performing Arts Center – Plainfield	Plainfield	130
Rahway PAC/UCPAC	Rahway	1,334
South Orange Performing Arts Center – SOPAC	South Orange	439
The LOFT	Rahway	40
Total – Local PAC seating		4,782
Average seating		531

Task 3 – Specification of Most Probable Users

3.a – Identification of the Market Trading Area

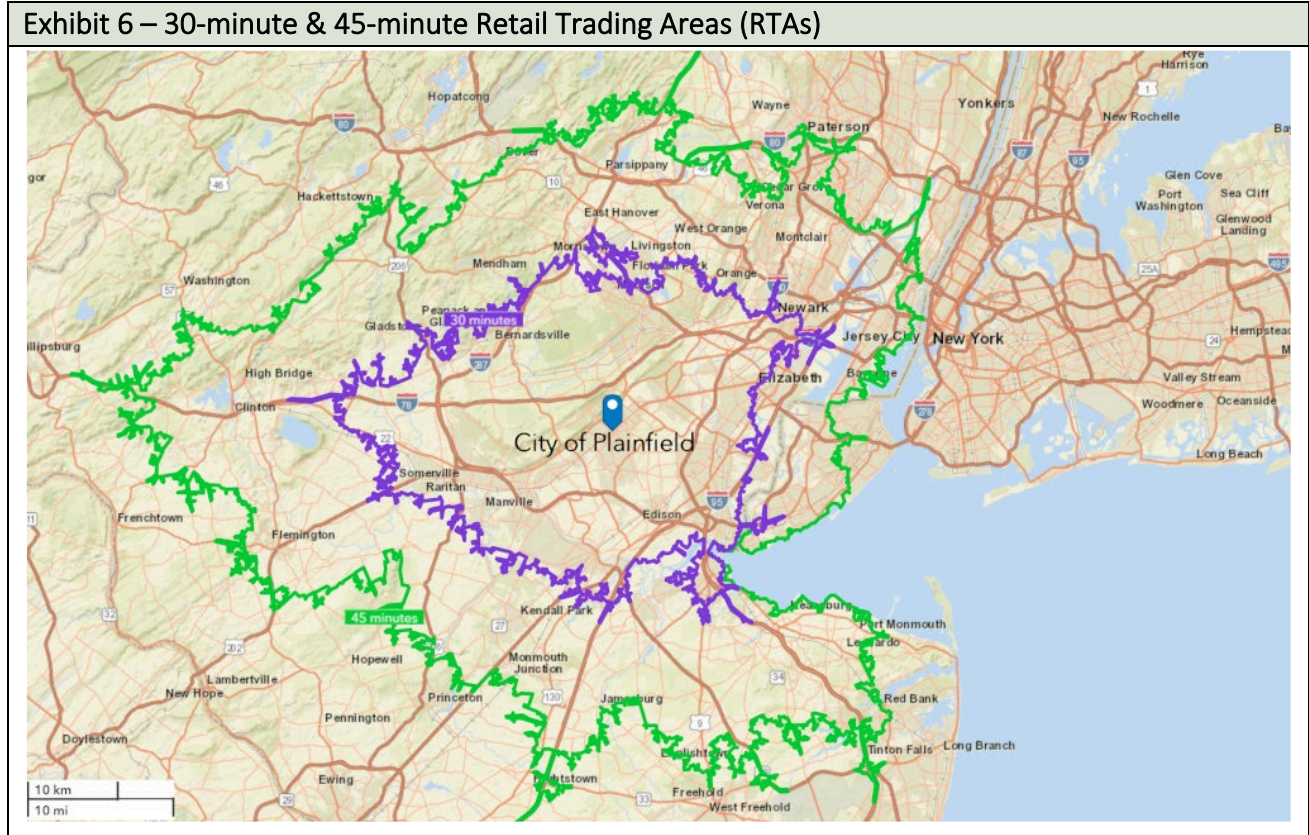
Retail Trading Area(s)

A Retail Trading Area (RTA) can be defined as area where most of a business’s customers come from or are located. The term retail trade area means the geographic area which includes most of the customers for a retail store. For The City of Plainfield, a 30-minute drive time distance would seem to be the more natural choice as shoppers and those seeking entertainment opportunities beyond this time frame would have excessive competition from New York City and the close-in Jersey Shore communities. However, the 45-minute drive-time radius is retained as comparison benchmark.

Some initial metrics about these RTAs areas follows:

- 30-minute drive time from Plainfield – **518,768** households; **\$149,247** average household income (2023)
- 45-minute drive time from Plainfield – **1,590,240** households; **\$141,136** median household income (2023)

Exhibit 6 (below) illustrates the polygons of the 30- and 45-minute RATAs. Note that the purple outline indicates the 30-minute travel distance from Plainfield, whereas the green outline indicates the 45-minute travel limits:



3.b – Consumer Profiles of the Local Market

The simultaneous examination of several demographic categories is shown in the following charts. A summary of some key facts are listed in the table below. As the distance grows from the City of Plainfield center point, household size appear to decrease, median age generally increases, as do incomes:

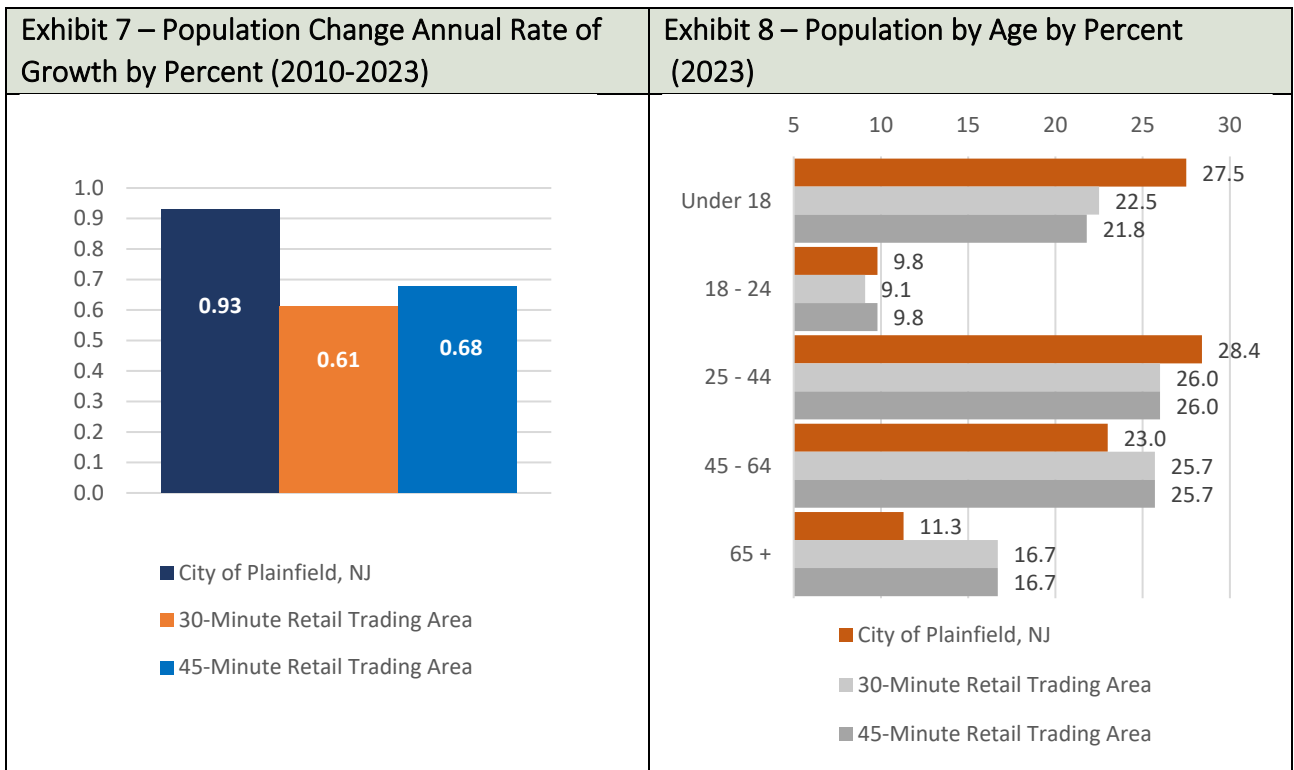
Key Facts	City of Plainfield, NJ	30-Minute Retail Trading Area	45-Minute Retail Trading Area
Population	56,100	1,469,726	4,380,023
Number of Households	16,775	518,768	1,590,240
Median age	35.0	39.4	39.3
Average household size	3.31	2.77	2.70
Number of housing units	17,512	549,539	1,684,064

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Average home value	\$436,700	\$561,239	\$560,776
Average household income	\$94,695	\$149,247	\$141,136
Average disposable income	\$73,141	\$103,535	\$98,797

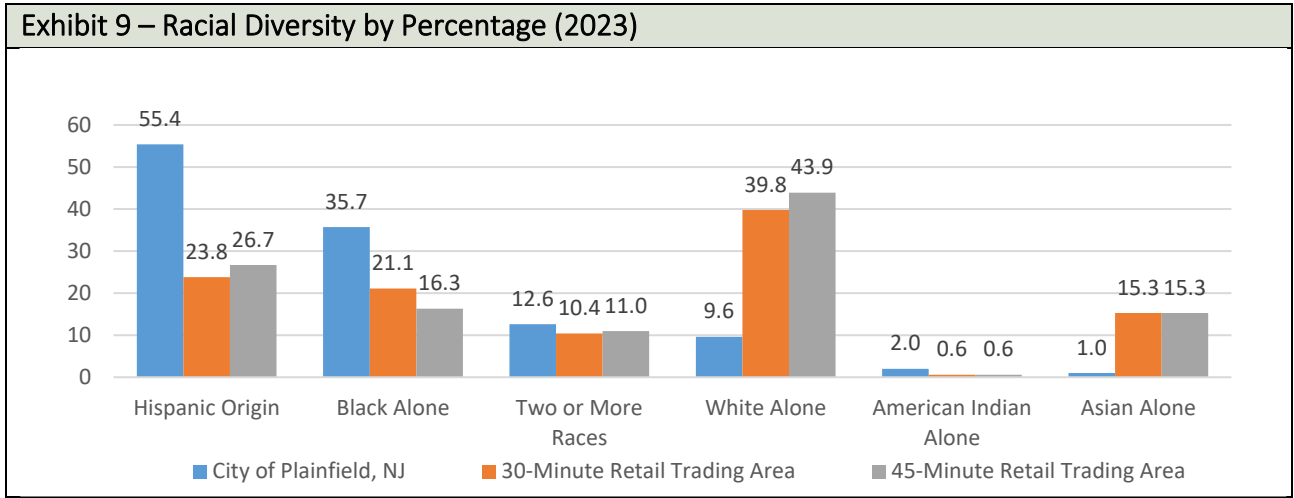
Population Change

As shown in Exhibits 7 and 8 (below), population growth as well as representation by younger age groups occurs closer in toward the center of the RTAs.

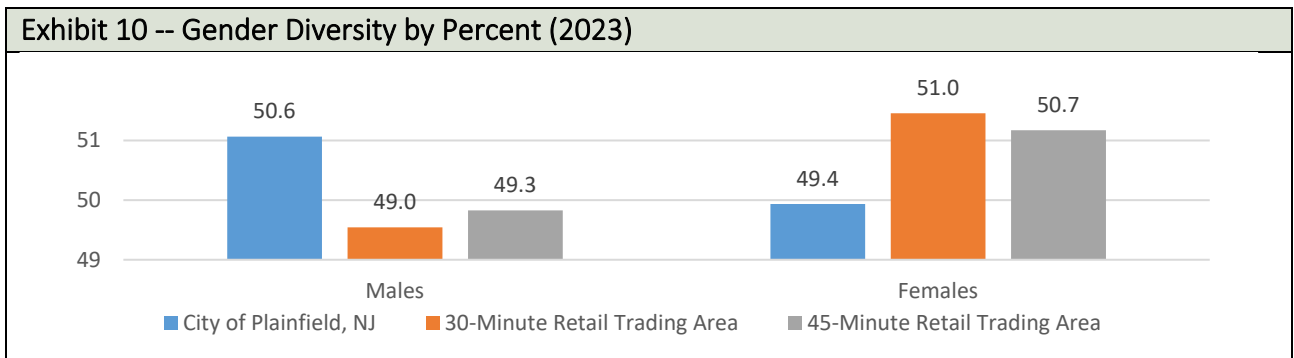


Racial Diversity

As illustrated in Exhibit 9 (below), the City of Plainfield has a generally more diverse racial make up than the two RTAs. However, representation by Asians in the City are substantially lacking.

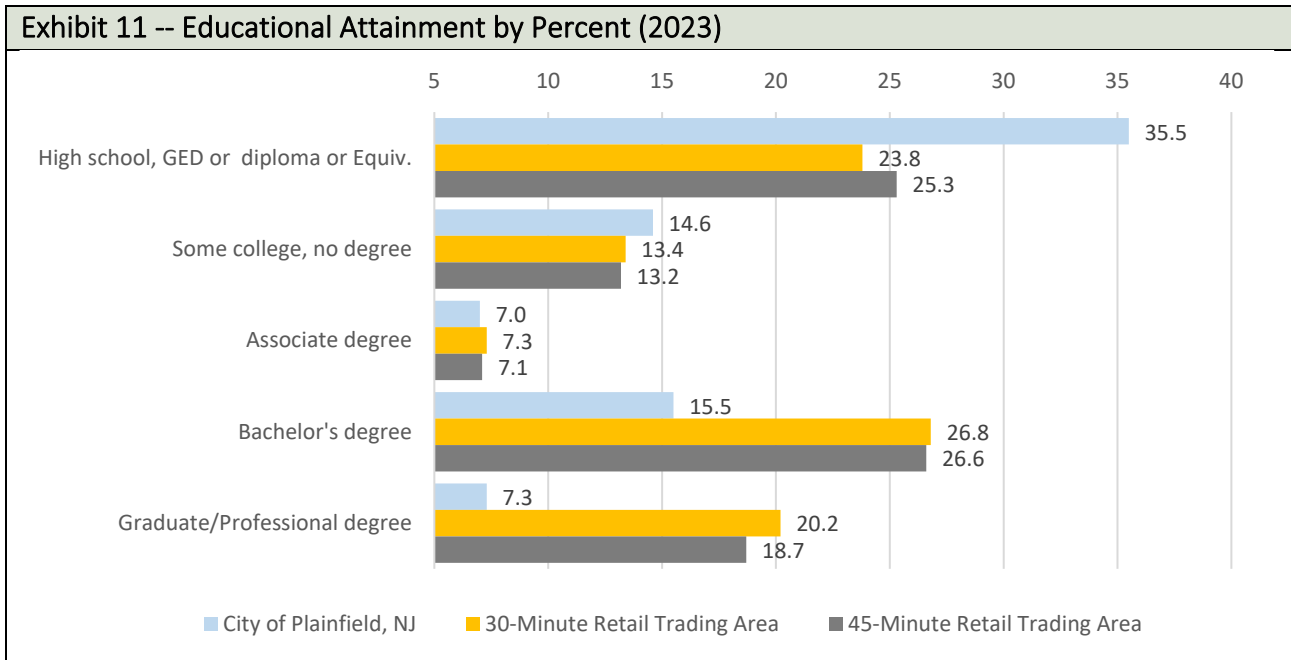


In Exhibit 10 (below), the City reveals itself as a more male-based population.



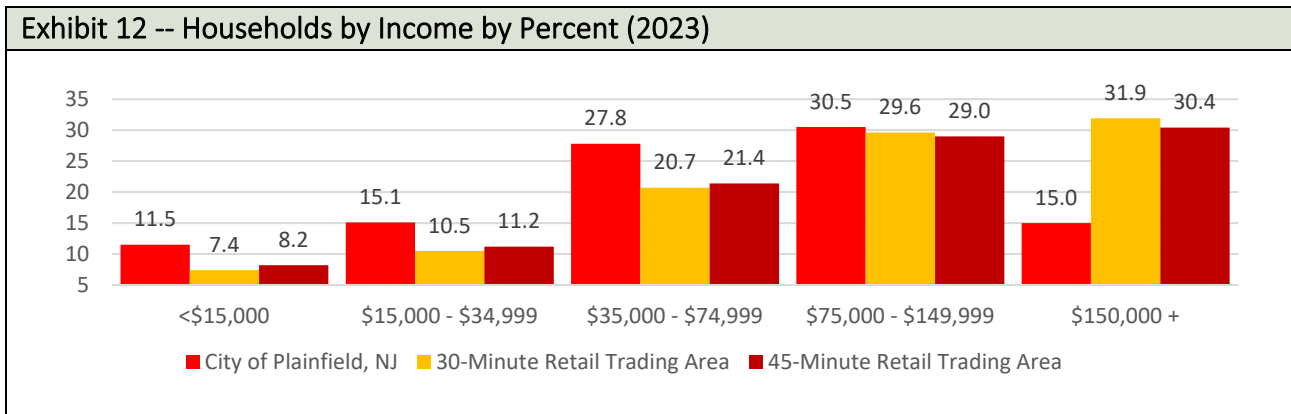
Educational Attainment

Exhibit 11 (below) indicates that basic education attainment up to and including some college or Associate’s degrees is adequate in Plainfield. Four-year college or advanced degrees attainment, however, is problematic and will require more emphasis in the future by educators in the City.



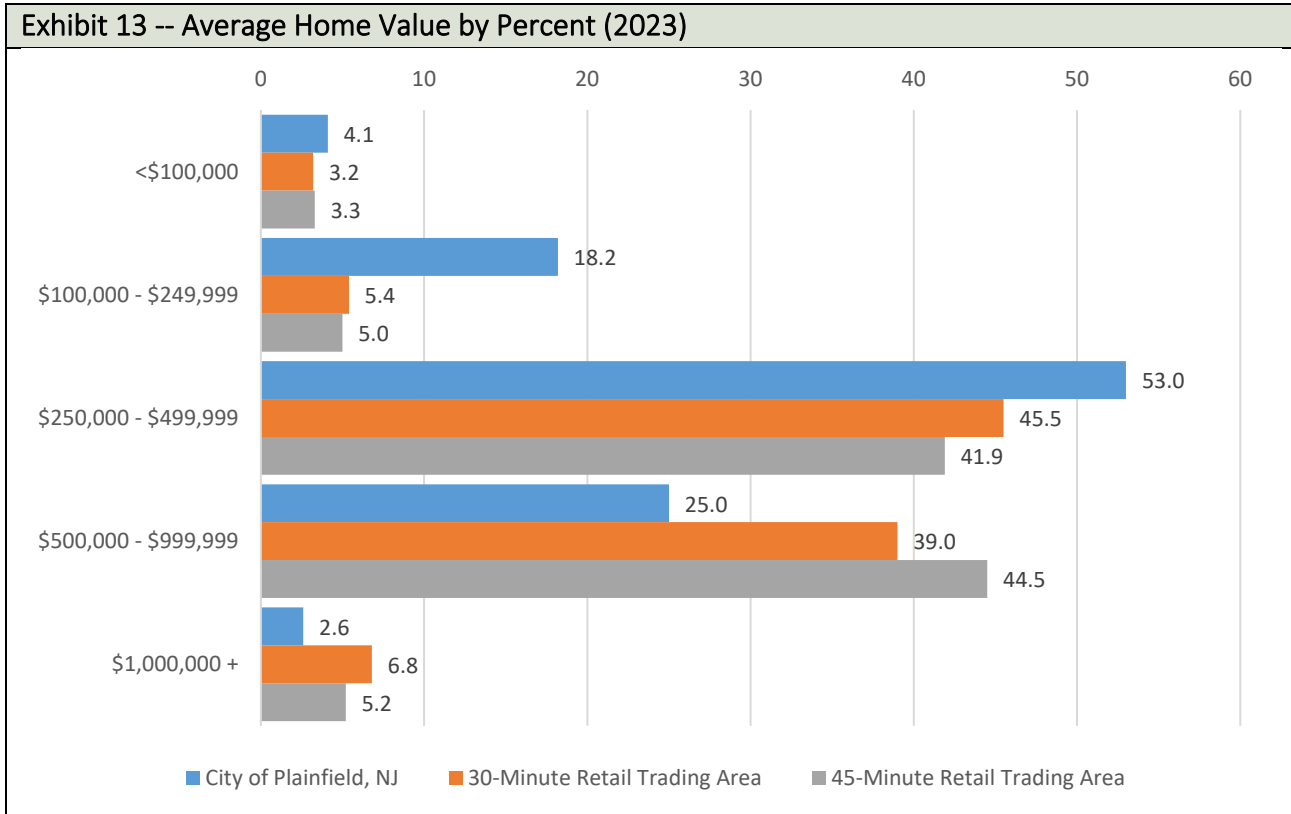
Household Income

As shown in Exhibit 12 (below), the City of Plainfield is a largely middle-income community without many upper income earners. Average household income for Plainfield is **\$94,695**.



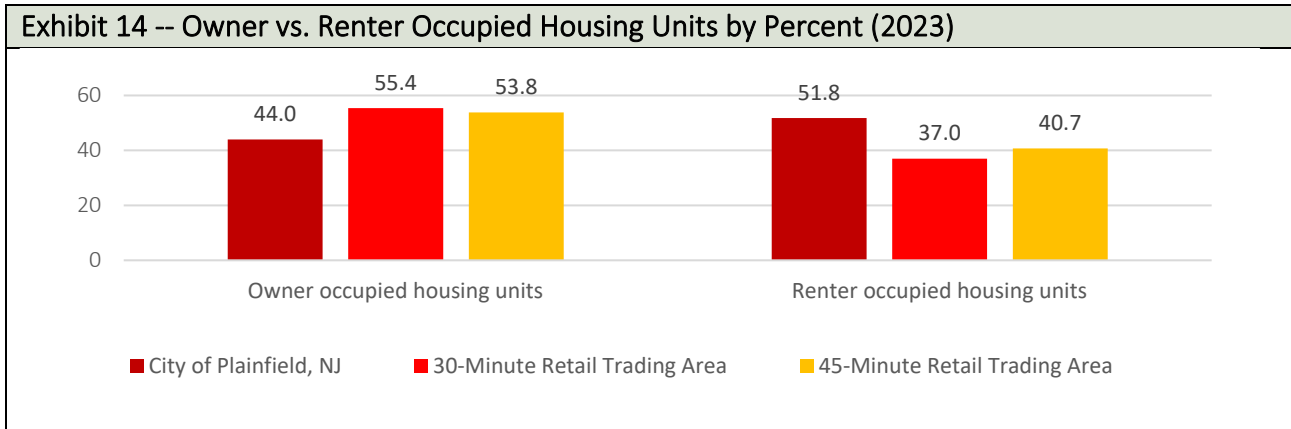
Housing Values

Exhibit 13 (below) reveals that housing costs in the City of Plainfield are more on the affordable side as compared to the RTAs. The majority of Plainfield’s housing prices (**53%**) range in the **\$250-\$499K** range, with an average price of **\$436,700**.



Owners vs Renters

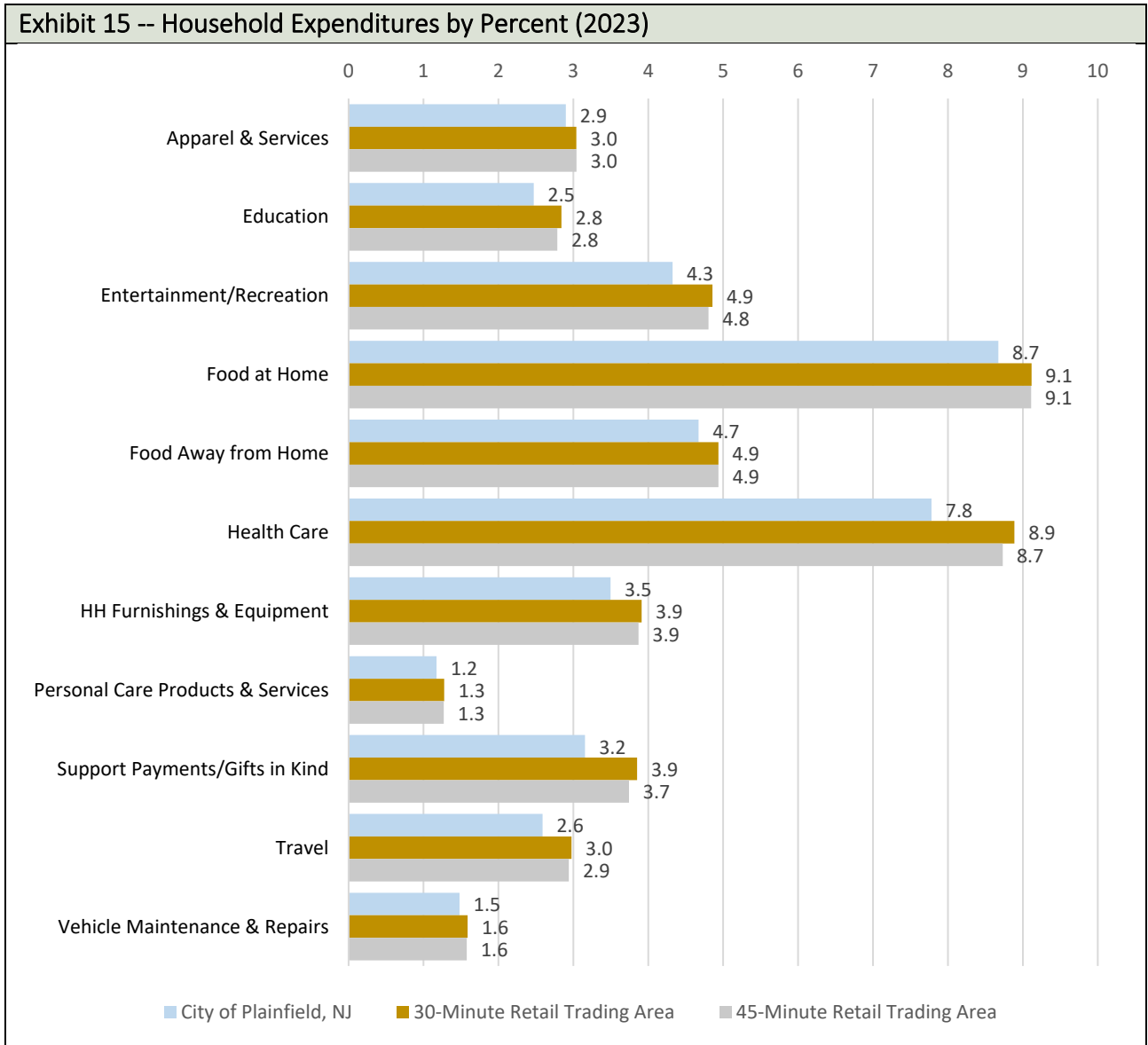
Exhibit 14 (below) reveals that rental housing is more prevalent in the City of Plainfield than owned units as compared to the RTAs.



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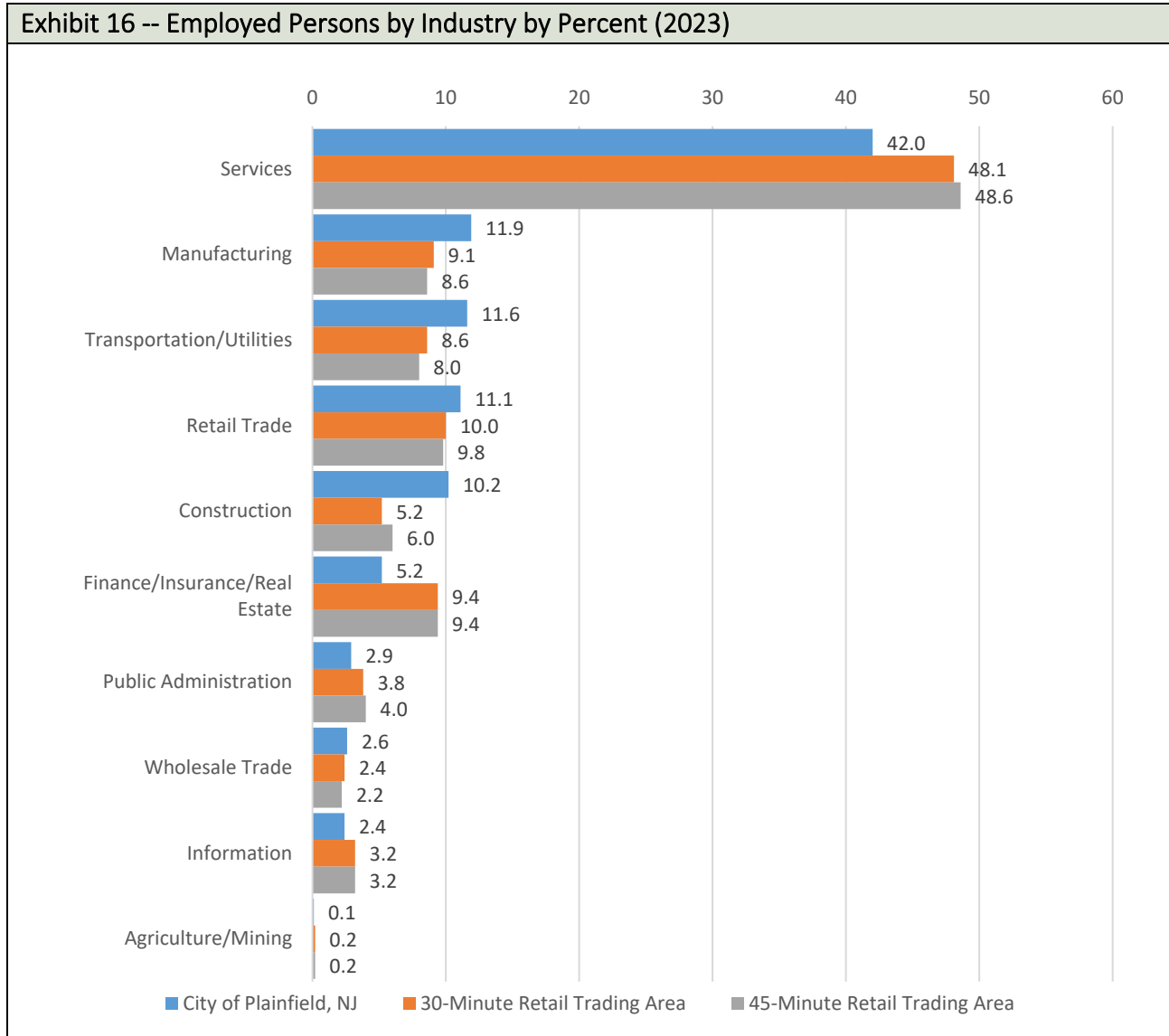
Household Expenditures

Exhibit 15 (below) illustrates that expenditures by households are mostly consistent between Plainfield and the RTAs among the 11 categories. Variability would exist in actual expenditures since the City’s average household income is less than the RTAs.



Industry Employment

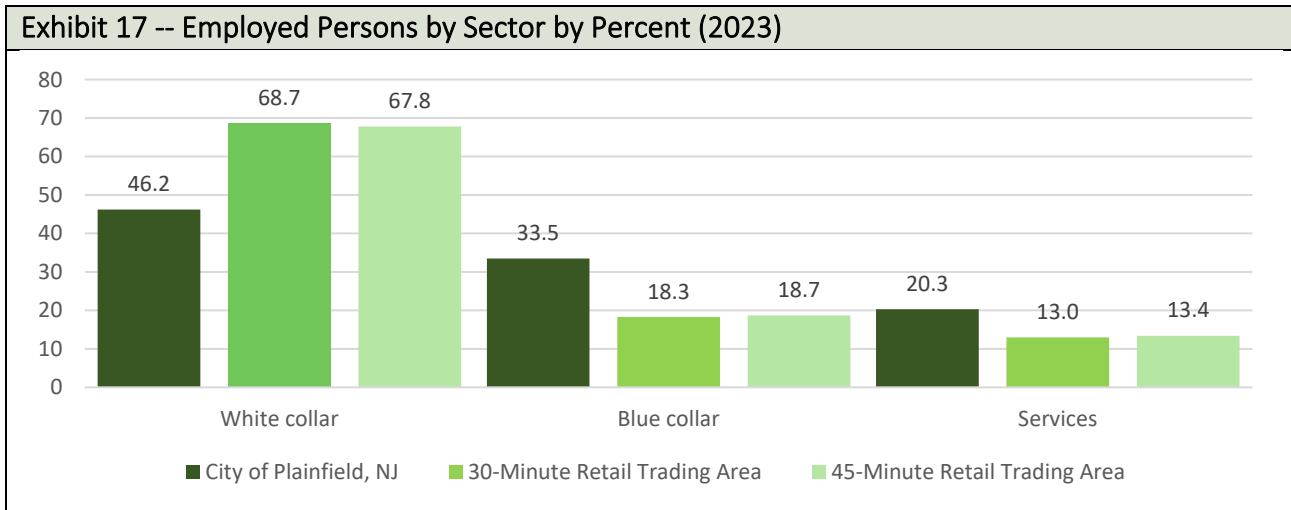
As shown in Exhibit 16 (below). Services is the dominant industry in the region. Plainfield shows some stronger performance in Manufacturing, Transportation/Utilities, Retail Trade, and Construction.



Employment by Sector

Exhibit 17 (below) reinforces Plainfield more dominant blue-collar and services-oriented character. More effort toward recruitment of white-collar industries to the City should be considered.

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Task 4 – Demand Analysis and Forecast

4.a - Demographics Analysis

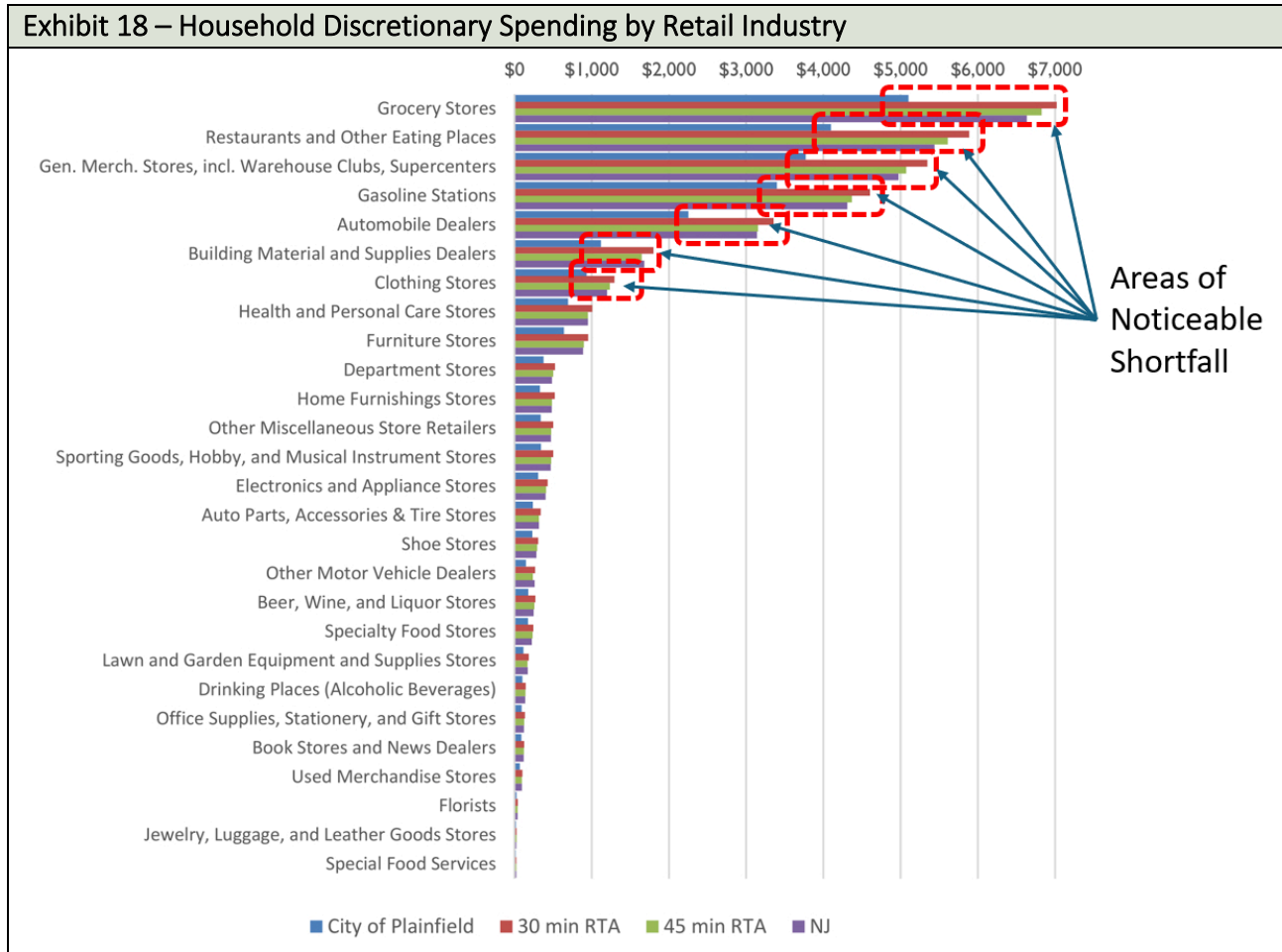
Forecasting retail or leisure spending growth potential is a difficult challenge, especially with the active Rte. 22 shopping corridor nearby. That said, the effort for the City of Plainfield going forward should be one of proactive rather than reactive outlook and closing the gap in retail and leisure spending should be the goal.

It has become very difficult to measure the retail gap/leakage due to the impacts of e-commerce on store sales, but the focus should be the narrowing of the market gap between the City and the 30-minute, 45-minute, and the State of NJ average spending patterns. Accordingly, the median value of the three competing categories will be utilized as the benchmark and target increase of 50% in Plainfield’s performance metrics toward that benchmark will represent the economic development objective.

4.b - Retail Spending Patterns

In 2023, the **16,775** households within the City of Plainfield had an average discretionary spending pattern of **\$28,041** per household in **8** major retail categories. For the 30-minute Retail Trading Area (RTA) and the 45-minute RTA, these areas had an average discretionary spending pattern of **\$40,821** and **\$38,776** per household, respectively. The State of New Jersey's average was **\$37,953**. For detail, refer to Appendix Table 2 – Discretionary Retail Spending by Household – City of Plainfield, 30-minute RTA, 35-minute RTA, & State of NJ.

Graphic analysis in Exhibit 18 (below) illustrates areas of retail spending shortfalls relative to the 30-minute and 45-minute RTAs, as well as the State of NJ:



In the Exhibit 19 (below), the targeted shortfalls are addressed. Using the per household spending figures for the 30-minute & 45-minute RTAs and the State of New Jersey, the median value is compared to the City of Plainfield in each retail category. The gap in spending is identified and a **50%** targeted increase is applied. The goal figure is then computed and a percentage of targeted increase over Plainfield’s current spending is generated. The median value for the **27** retail categories is **19%**. The shaded green entries represent those retail candidates whose target is above the median.

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Exhibit 19 -- Retail Spending by Industry - Target Increase for City of Plainfield								
Retail category	Retail Spending per Household							Targeted Increase
	Plainfield	30 min RTA	45 min RTA	NJ	Median	Gap	Goal	
Other Motor Vehicle Dealers	\$149	\$267	\$236	\$261	\$261	\$113	\$205	38%
Florists	\$25	\$40	\$36	\$37	\$37	\$12	\$31	25%
Building Material and Supplies Dealers	\$1,118	\$1,797	\$1,647	\$1,680	\$1,680	\$562	\$1,399	25%
Lawn and Garden Equipment and Supplies Stores	\$115	\$183	\$169	\$171	\$171	\$56	\$143	24%
Home Furnishings Stores	\$328	\$522	\$484	\$481	\$484	\$157	\$406	24%
Beer, Wine, and Liquor Stores	\$180	\$269	\$256	\$247	\$256	\$77	\$218	21%
Furniture Stores	\$639	\$954	\$895	\$887	\$895	\$256	\$767	20%
Automobile Dealers	\$2,252	\$3,356	\$3,152	\$3,142	\$3,152	\$901	\$2,702	20%
Jewelry, Luggage, and Leather Goods Stores	\$17	\$25	\$24	\$23	\$24	\$7	\$20	20%
Used Merchandise Stores	\$69	\$101	\$95	\$96	\$96	\$27	\$82	20%
Other Miscellaneous Store Retailers	\$341	\$503	\$473	\$472	\$473	\$132	\$407	19%
Drinking Places (Alcoholic Beverages)	\$101	\$146	\$141	\$135	\$141	\$39	\$121	19%
Sporting Goods, Hobby, and Musical Instrument Stores	\$342	\$502	\$473	\$466	\$473	\$130	\$407	19%
Office Supplies, Stationery, and Gift Stores	\$90	\$131	\$125	\$122	\$125	\$34	\$107	19%
Health and Personal Care Stores	\$692	\$1,008	\$950	\$952	\$952	\$260	\$822	19%
Special Food Services	\$15	\$22	\$21	\$20	\$21	\$6	\$18	19%
Restaurants and Other Eating Places	\$4,100	\$5,887	\$5,610	\$5,436	\$5,610	\$1,511	\$4,855	18%
Book Stores and News Dealers	\$89	\$126	\$120	\$116	\$120	\$31	\$105	18%
Gen. Merch. Stores, incl. Warehouse Clubs, Supercenters	\$3,768	\$5,344	\$5,073	\$4,975	\$5,073	\$1,305	\$4,421	17%
Electronics and Appliance Stores	\$306	\$430	\$410	\$401	\$410	\$104	\$358	17%
Grocery Stores	\$5,100	\$7,156	\$6,828	\$6,633	\$6,828	\$1,728	\$5,964	17%
Auto Parts, Accessories & Tire Stores	\$238	\$340	\$319	\$318	\$319	\$81	\$279	17%
Specialty Food Stores	\$176	\$244	\$234	\$226	\$234	\$58	\$205	17%

Department Stores	\$376	\$523	\$500	\$485	\$500	\$124	\$438	16%
Clothing Stores	\$936	\$1,294	\$1,233	\$1,199	\$1,233	\$297	\$1,084	16%
Gasoline Stations	\$3,398	\$4,600	\$4,367	\$4,310	\$4,367	\$969	\$3,883	14%
Shoe Stores	\$229	\$306	\$293	\$283	\$293	\$64	\$261	14%
Median value of Targeted Spending increase								19%

To summarize, the **10** retail categories that emerge from this analysis are as follows:

- Other Motor Vehicle Dealers
- Florists
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Home Furnishings Stores
- Beer, Wine, and Liquor Stores
- Furniture Stores
- Automobile Dealers
- Jewelry, Luggage, and Leather Goods Stores
- Used Merchandise Stores

Retail Demand Conclusions

While the **10** retail categories from above are identifiable, their descriptions require more exploration. Given the urban nature of Plainfield, two categories can be immediately eliminated as non-applicable to a central business district location:

- Lawn and Garden Equipment and Supplies Stores
- Automobile Dealers

The remaining **7** categories can be further re-branded as follows (Note: Home furnishings and Furniture stores are combined):

- Electric bike/e-scooter retail
- Floral & gift shops
- Hardware stores
- Furniture & home decor stores
- Wine shops
- Jewelers
- Consignment shops

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Added to this list are **2** more categories that emerged from the Entertainment & Leisure Demand analysis (below):

- Photo equipment & supplies stores
- Sports/recreation/exercise equipment stores

These **9** retail groups will be further evaluated in the Competitive Supply and Capture Analysis in Tasks 5 and 6.

4.c - Lodging Analysis

From discussions with the Review Committee, the subject of Lodging is one of particular value to Plainfield. Although there are hotel and motels on the Rte. 22 corridor, there are two pathways for Plainfield to establish a lodging presence:

- Short term Rentals (STR)
- Boutique hotel

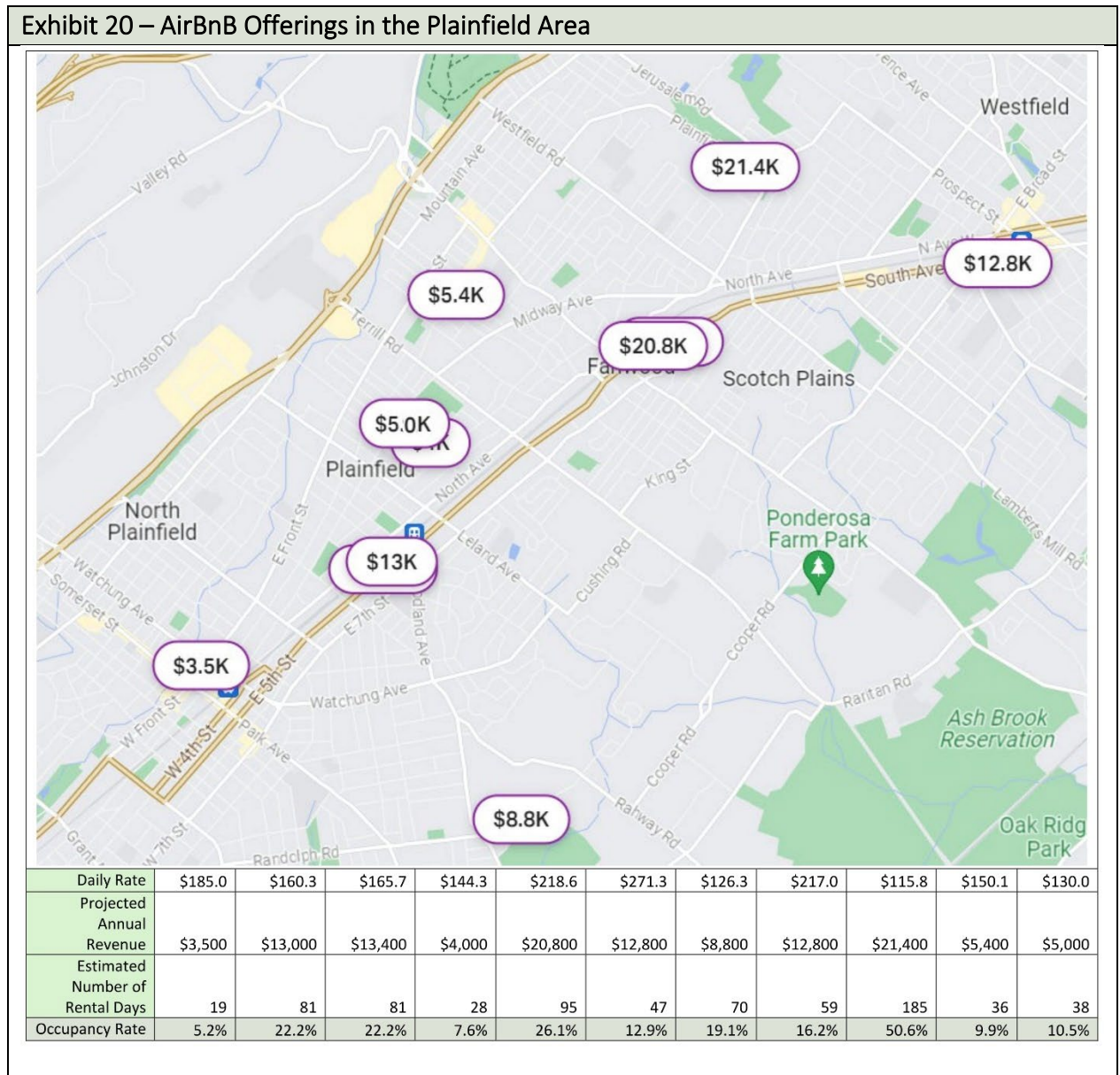
Short term Rentals (STR)

A short-term rental (STR) is typically defined as a rental of any residential home unit or accessory building for a short period of time. This generally includes stays of less than a month (30 days), but the maximum length can vary depending on the state and jurisdiction in which the rental is located.

Such rentals are also sometimes referred to as transient rentals, vacation rentals, short-term vacation rentals, and resort dwelling units. Companies such as AirBnB and VRBO specialize in vacation areas, but due to Plainfield's high volume of new apartments, a short-term rental market is evolving for commuters to New York City in much the same way that extended stay hotels have catered to a similar market. The City is currently evaluating its zoning ordinances to permit more short-term rental of apartments.

Viability success lies in the length of stay, or, occupancy rate of these units. In Exhibit 20 (below) **11** AirBnB offerings in the Plainfield area are examined. The labels indicate the expected annual revenue expectations arising from the rentals. The graphic's table summarizes the daily rates, the projected annual revenue, the estimated number of daily rentals, and the occupancy rates. The median values for the **11** properties are **59** days per year rented and an occupancy rate of **16.2** percent.

A key driver for STR demand will be the FIFA World Cup in 2026. According to the New York New Jersey Host Committee, the games are expected to support over **14,000** jobs, generate over **\$2 billion** in economic impact and draw more than one million visitors to the region, roughly half of whom will be non-ticket holders. It can be expected that many apartments will vacate during this period to create the opportunity for STR revenue creation. It must be noted, however, that this is a one-time event and does not suggest sustainability of the STR market for Plainfield.



The question is the number of furnished units that could enter the STR market. The **16.2%** occupancy rate is only applicable to units already in use as STRs and does not suggest

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that thus is the percentage of new units that could become available. Our conservative estimate is that perhaps **5%** of existing units could be considered as STRS. With perhaps an additional **1,500** new units coming to Plainfield as well as the **909** units contained in the **10** study property buildings, the STR inventory could grow to as many as **120** units. The criteria for this market's success would remain the ability to walk to the commuter rail stations.

Boutique Hotel

A boutique hotel is typically a small, stylish hotel, often situated in a fashionable urban location. It's characterized by its distinct character, intentional design and decor, and personalized service. Boutique hotels are known for their intimate atmosphere and individualized attention to guests, often featuring unique themes and high-quality amenities. Boutique hotels usually have fewer than **100** rooms, which allows for a more personalized and intimate guest experience.

One of the advantages of that boutique hotels can have over major branded facilities is the opportunity to develop a theme. With the City of Plainfield developing a new entertainment district, the addition of a small hotel with musical or other entertainment thematic elements is a distinct possibility. Although the need to house talent or troupes of performers is more likely to occur in New York City or other established lodging locations, the chance to entice visitor to spend the night and explore the area's rich history may be a sufficient driver.

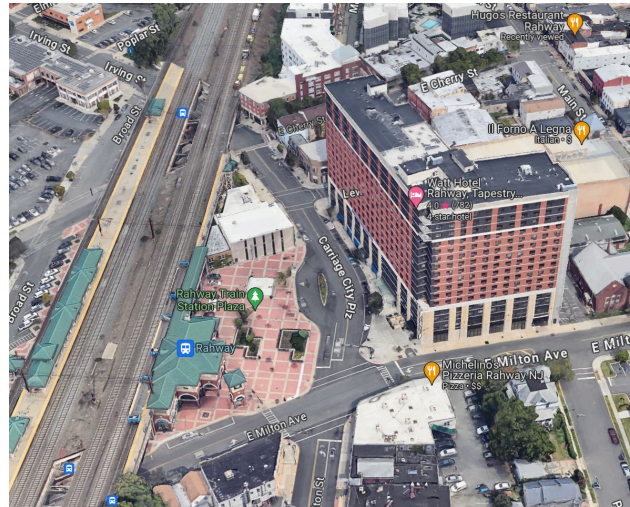
For example, here are **10** themed-boutique hotels in NJ that have received critical acclaim:

- Inn of the Dove Cherry Hill
- Gallery Holiday Motel, South Amboy
- Loop Inn Motel, Avenel
- Feather Nest Inn, Cherry Hill
- Woolverton Inn, Stockton
- Congress Hall, Cape May
- Deluxe Inn, Galloway
- Casablanca, Cape May
- The Asbury Hotel, Asbury Park
- The Peacock Inn, Princeton

Another pertinent example is the Watt Hotel Rahway. DCG Corplan conducted the market study for this site, reaching the conclusion that a boutique hotel of up about **50** rooms would be viable. The project ultimately built out to **100** rooms and became a Hilton property. Marketing language for hotel the denotes the proximity to the Rahway NJ Transit Station, offering direct rail services to

NYC., with restaurants and the Union County Performing Arts Center within walking distance. Plainfield’s message could be a similar one if a hotel were well-sited.

A major component of a boutique hotel should be outstanding dining. It would be important to establish a fine-dining restaurant within the facility, especially if culinary talent can be recruited from NYC via the rail line. A series of visiting chefs tables could be a feature of the restaurant, perhaps as even enough to establish a new culinary school in Plainfield. The “foodie” experience is one that is creating its own tourism industry in many communities, and the City is primed to take advantage of this opportunity. Given that the lodging market in Plainfield is quite underserved, we would recommend that a **70-room** project be considered as a potential candidate.



4.d - Entertainment & Leisure Demand Analysis

In a similar analysis to retail, Entertainment & Leisure spending increase can be targeted. In Appendix Table 3, indices of entertainment & leisure activities by household have been developed for the City of Plainfield, the 30-minute, and 45-minute RTAs which have been compared to the State of New Jersey. The table covers **81** categories of activities and **27** targeted categories.

In Exhibit 21 (below), the median value in **14** entertainment & leisure categories is **24%**. The **8** groups that meet or exceed the median (shade in green) are:

- Admission to Sporting Events, excl. Trips
- Recreational Vehicles and Fees
- Fees for Participant Sports, excl. Trips
- Fees for Recreational Lessons
- Membership Fees for Clubs
- Tickets to Theatre/Operas/Concerts
- Photo Equipment and Supplies
- Sports/Recreation/Exercise Equipment

Final Report

Exhibit 21 -- Entertainment & Leisure Spending by Industry - Target Increase for City of Plainfield								
Recreation Category	Plainfield	30 min RTA	45 min RTA	NJ	Median	Gap	Goal	Targeted Increase
Admission to Sporting Events, excl. Trips	\$60	\$104	\$95	\$98	\$98	\$38	\$79	32%
Recreational Vehicles and Fees	\$155	\$266	\$248	\$247	\$248	\$93	\$202	30%
Fees for Participant Sports, excl. Trips	\$110	\$187	\$172	\$173	\$173	\$64	\$142	29%
Fees for Recreational Lessons	\$166	\$275	\$261	\$244	\$261	\$95	\$214	29%
Membership Fees for Clubs	\$258	\$429	\$401	\$396	\$401	\$143	\$330	28%
Tickets to Theatre/Operas/Concerts	\$69	\$112	\$106	\$103	\$106	\$38	\$87	27%
Photo Equipment and Supplies	\$57	\$88	\$85	\$82	\$85	\$28	\$71	25%
Sports/Recreation/Exercise Equipment	\$251	\$397	\$367	\$373	\$373	\$122	\$312	24%
Tickets to Parks or Museums	\$36	\$53	\$51	\$49	\$51	\$15	\$44	20%
Toys/Games/Crafts/Hobbies	\$166	\$243	\$231	\$227	\$231	\$65	\$199	20%
Drinking Places (Alcoholic Beverages)	\$101	\$146	\$141	\$135	\$141	\$39	\$121	19%
Restaurants and Other Eating Places	\$4,100	\$5,887	\$5,610	\$5,436	\$5,610	\$1,511	\$4,855	18%
Tickets to Movies	\$25	\$35	\$34	\$32	\$34	\$8	\$30	17%
Dating Services	\$1	\$1	\$1	\$1	\$1	\$0	\$1	15%
Median value of Targeted Spending increase								24%

Entertainment & Leisure Demand Conclusions

Like the Retail Demand section, some of the Entertainment & Leisure categories can be excluded from an urban environment or are more oriented toward retail spending:

- Recreational Vehicles and Fees
- Photo Equipment and Supplies
- Sports/Recreation/Exercise Equipment

The remaining 5 categories can be re-stated as follows:

- Spectator sporting events
- Team sports competition
- Instructional activity (dance, martial arts, etc.)
- Private club memberships (sports/fitness, social, cigars, etc.)
- Music or theatrical spectator events

Task 5 – Competitive Supply Analysis

5.a - Inventory of Local Competitive Supply

Retail Supply

From Task 4, 9 retail groups were identified as targets. To recap they are as follows:

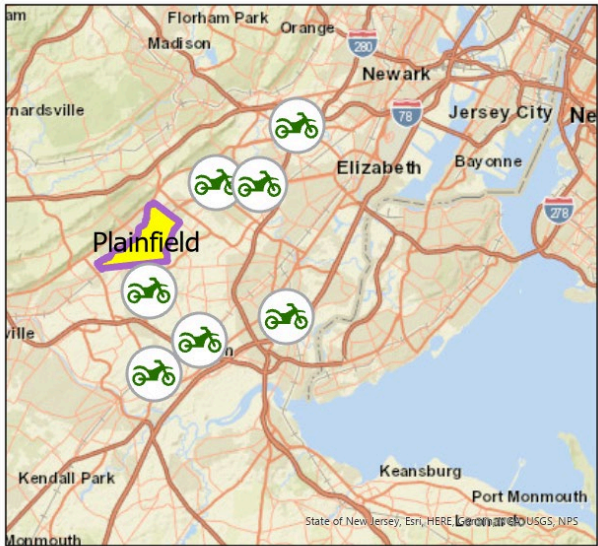
- Electric bike/e-scooter retail
- Floral & gift shops
- Hardware stores
- Furniture & home decor stores
- Wine shops
- Jewelers
- Consignment shops
- Photo equipment & supplies stores
- Sports/recreation/exercise equipment stores

In the following exhibits, each retail supply category is evaluated for presence in the market. Although the square footage and the in-store sales for each location are not known, the likelihood of total spending by households in each category can be mostly attributed to the existence of the stores in each RTA. The impact of online purchase of retail goods is increasing, however, a varying ratio from industry reports is utilized for retail vs e-commerce spending in the calculations. Note: Mapping displays only those locations within **30** minutes' drive from Plainfield (green highlighted communities on charts).

Electric Bikes/E-Scooters

In Exhibit 22 (below), **14** Electric Bikes/E-Scooter retail locations are evaluated. There are 0 locations in Plainfield, **7** within the 30-minute travel time and **7** between 30 and 45 minutes. The estimate for retail sales per location is **\$801,200**.

Exhibit 22 – Electric Bikes/E Scooter Retail		
Place	# of Locations	Travel Time (mins.)
Westfield	1	12
South Plainfield	1	13
Cranford	1	16
Metuchen	1	20
Union	1	21
Edison	1	26
Woodbridge	1	27
Elizabeth	1	32
Perth Amboy	1	33
Bayonne	1	36
Matawan	1	37
New Brunswick	1	38
Jersey City	1	40
East Brunswick	1	44
14 Total locations count		
0 in Plainfield		
7 within 30 min		
7 between 30 and 45 min		
Total US E-Bike Spending	\$943,000,000	
US Hholds	127,000,000	
E-Bike Spending/HHId	\$7	
45-min RTA HHlds	1,590,240	
45-min RTA market	\$11,807,800	
Retail/E-Commerce Ratio	95%	
Retail only spending	\$11,217,400	
Total locations in 45-min RTA	14	
Estimate of Retail Sales per Location	\$801,200	

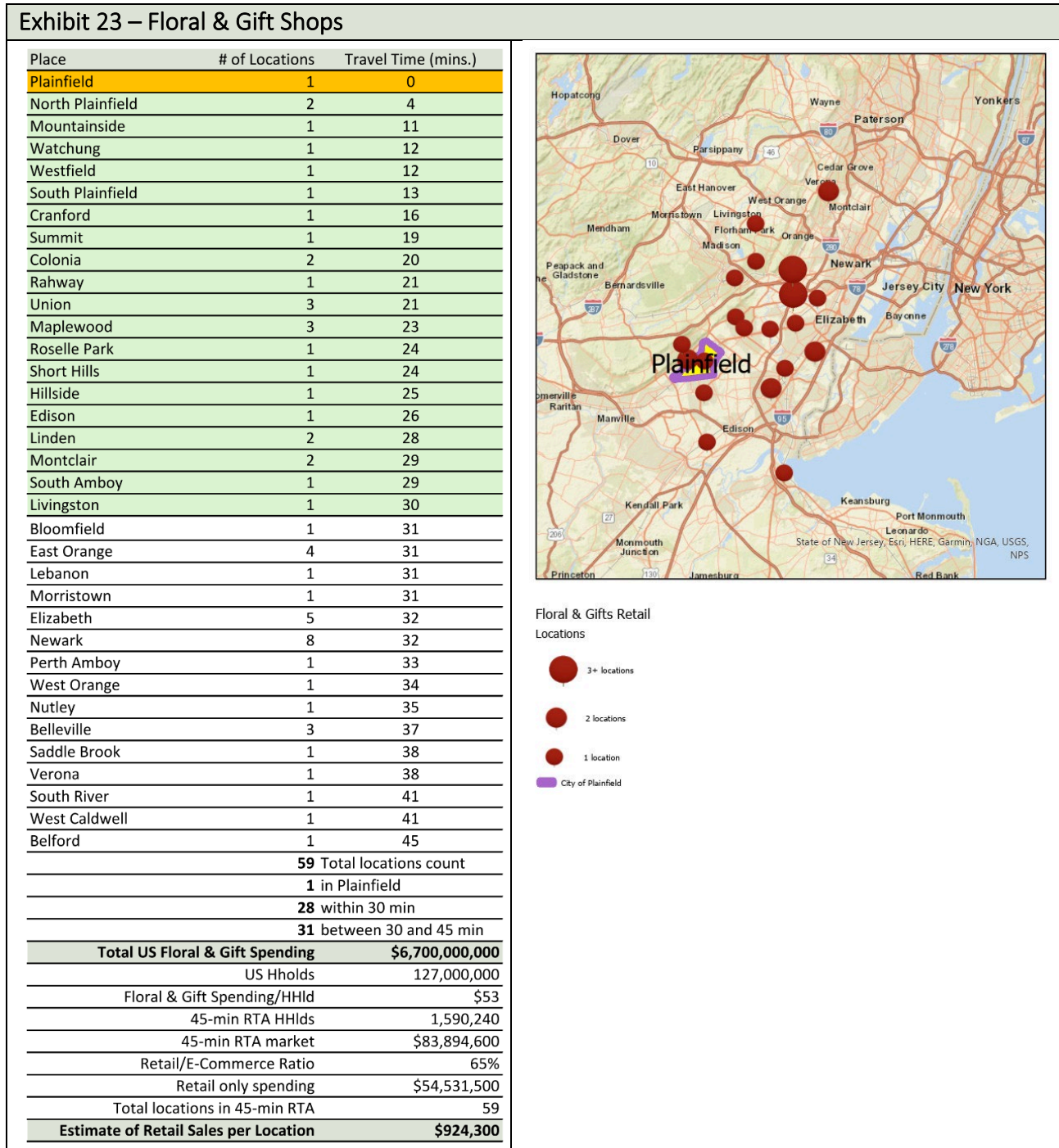


City of Plainfield

Electric Bikes/E-Scooters Retail

Floral & Gift Shops

In Exhibit 23 (below), **59** Floral & Gift retail locations are shown. There is **1** location in Plainfield, **28** within the 30-minute travel time and **31** between 30 and 45 minutes. The estimate for retail sales per location is **\$924,300**.



Hardware Stores

In Exhibit 24 (below), **66** Hardware retail locations are shown. There is **1** location in Plainfield, **40** within the 30-minute travel time and **26** between 30 and 45 minutes. The estimate for retail sales per location is **\$3,282,900**.

Exhibit 24 – Hardware Stores			
Place	# of Locations	Travel Time (mins.)	
Plainfield	1	0	
Watchung	2	12	
Garwood	2	13	
South Plainfield	3	13	
Green Brook Township	1	15	
Warren	1	16	
Iselin	1	19	
Summit	1	19	
Chatham	1	20	
Colonia	1	20	
Vauxhall	1	20	
Union	1	21	
Millburn	1	22	
Somerville	2	22	
Piscataway	4	24	
Roselle Park	1	24	
Hillside	2	25	
Edison	5	26	
Fords	1	27	
Woodbridge	3	27	
Bernardsville	1	28	
Linden	3	28	
Hopelawn	1	29	
East Orange	1	31	
City of Orange	1	32	
Elizabeth	4	32	
Newark	3	32	
Perth Amboy	4	33	
Carteret	2	34	
West Orange	1	34	
Denville	1	37	
Milltown	1	37	
Sayreville	1	37	
Old Bridge	1	38	
Rutherford	1	39	
Jersey City	2	40	
Hazlet	1	41	
South River	1	41	
Ridgefield Park	1	44	
66 Total locations count			
1 in Plainfield			
40 within 30 min			
26 between 30 and 45 min			
Total US Hardware Spending	\$20,600,000,000		
US Hholds	127,000,000		
Hardware Spending/HHld	\$162		
45-min RTA HHlds	1,590,240		
45-min RTA market	\$257,944,400		
Retail/E-Commerce Ratio	84%		
Retail only spending	\$216,673,300		
Total locations in 45-min RTA	66		
Estimate of Retail Sales per Location	\$3,282,900		

Hardware Retail Locations

- 4+ locations
- 2 to 3 locations
- 1 location
- City of Plainfield

Furniture & Home Décor Stores

In Exhibit 25 (below), **97** Furniture & Home Decor retail locations are evaluated. There are **2** locations in Plainfield, **45** within the 30-minute travel time and **52** between 30 and 45 minutes. The estimate for retail sales per location is **\$12,973,400**.

Exhibit 25 – Furniture & Home Décor Stores

Place	# of Locations	Travel Time (mins.)
Plainfield	2	0
North Plainfield	3	4
Fanwood	1	5
Watchung	4	12
Westfield	1	12
South Plainfield	2	13
Green Brook Township	5	15
Hawthorne	1	15
Springfield	1	16
Summit	2	19
Union	3	21
Millburn	2	22
Short Hills	3	24
Bridgewater	2	25
Basking Ridge	1	27
Woodbridge	1	27
Linden	3	28
Irvington	3	29
Montclair	4	29
Livingston	1	30
Bloomfield	2	31
East Orange	4	31
City of Orange	4	32
Elizabeth	1	32
Newark	13	32
East Hanover	2	36
Highland Park	1	36
Belleville	2	37
New Brunswick	1	38
Verona	1	38
Clifton	2	39
Kearny	1	39
Secaucus	1	39
Upper Montclair	1	39
Jersey City	5	40
Cedar Grove	1	41
Parsippany-Troy Hills	1	41
North Brunswick Township	2	42
Woodland Park	1	42
Totowa	1	44
Union City	1	44
Fairfield	2	45
Passaic	2	45
97 Total locations count		
2 in Plainfield		
45 within 30 min		
52 between 30 and 45 min		
Total US Furniture & Home Décor Spending	\$201,000,000,000	
US Hholds	127,000,000	
Furniture & Home Décor Spending/HHld	\$1,583	
45-min RTA HHld	1,590,240	
45-min RTA market	\$2,516,836,500	
Retail/E-Commerce Ratio	50%	
Retail only spending	\$1,258,418,300	
Total locations in 45-min RTA	97	
Estimate of Retail Sales per Location	\$12,973,400	

Furniture & Home Decor Retail Locations

- 4+ locations
- 2 to 3 locations
- 1 location
- City of Plainfield

Wine Shops

In Exhibit 26 (below), **57** Wine shop locations are evaluated. There is **1** location in Plainfield, **27** within the 30-minute travel time and **30** between 30 and 45 minutes. The estimate for retail sales per location is **\$8,197,900**.

Place	# of Locations	Travel Time (mins.)
Plainfield	1	0
Garwood	1	13
Berkeley Heights	2	14
Green Brook Township	1	15
Springfield	1	16
Clark	1	17
Stirling	1	18
Iselin	1	19
Summit	2	19
Chatham	1	20
Union	3	21
Millburn	1	22
Somerville	1	22
Maplewood	1	23
Piscataway	1	24
Edison	1	26
Madison	1	26
Bernardsville	1	28
Montclair	3	29
Oldwick	1	29
Livingston	1	30
Morristown	2	31
Newark	5	32
Boonton	1	33
West Orange	2	34
Cliffwood	1	35
Hillsborough Township	1	35
Bayonne	1	36
Mendham Borough	1	37
Franklin Park	1	38
Verona	1	38
Clifton	2	39
Rutherford	1	39
Secaucus	2	39
Belle Mead	1	40
Jersey City	4	40
Caldwell	1	41
North Arlington	1	41
Carlstadt	1	42
Totowa	1	44
57 Total locations count		
1 in Plainfield		
27 within 30 min		
30 between 30 and 45 min		
Total US Wine Spending	\$39,700,000,000	
US Hholds	127,000,000	
Wine Spending/HHld	\$313	
45-min RTA HHlds	1,590,240	
45-min RTA market	\$497,106,500	
Retail/E-Commerce Ratio	94%	
Retail only spending	\$467,280,100	
Total locations in 45-min RTA	57	
Estimate of Retail Sales per Location	\$8,197,900	

Wine Retail Locations

- 3+ locations
- 2 locations
- 1 location
- City of Plainfield

Jewelers

In Exhibit 27 (below), **183** Jewelry retail locations are shown. There are **2** locations in Plainfield, **121** within the 30-minute travel time and **62** between 30 and 45 minutes. The estimate for retail sales per location is **\$4,645,300**.

Place	# of Locations	Travel Time (mins.)
Plainfield	2	0
Fanwood	2	5
Watchung	1	12
Westfield	5	12
New Providence	2	13
South Plainfield	1	13
Berkeley Heights	1	14
Green Brook Township	1	15
Cranford	4	16
Springfield	1	16
Warren	1	16
Clark	3	17
Iselin	21	19
Summit	2	19
Colonia	1	20
Metuchen	3	20
Union	4	21
Kenilworth	3	22
Martinsville	1	22
Millburn	5	22
Maplewood	3	23
Piscataway	1	24
Short Hills	2	24
Bridgewater	4	25
Raritan	1	25
Edison	10	26
Madison	1	26
Basking Ridge	1	27
Fords	1	27
Woodbridge	16	27
Bedminster	1	28
Bernardsville	2	28
Linden	2	28
Montclair	7	29
South Amboy	1	29
Livingston	4	30
Bloomfield	1	31
Morristown	1	31
Somerset	1	31
South Orange	1	31
City of Orange	1	32
Elizabeth	5	32
Florham Park	1	32
Newark	6	32
Perth Amboy	1	33
Carteret	1	34
West Orange	2	34
Hillsborough Township	1	35
Nutley	2	35
Clinton	3	36
East Hanover	2	36
Highland Park	1	36
Morris Plains	2	36
Belleville	1	37
Denville	1	37
New Brunswick	1	38
Verona	1	38
Clifton	4	39
Kearny	3	39
Rutherford	1	39
Jersey City	4	40
Caldwell	1	41
Califon	1	41
Parsippany-Troy Hills	1	41
West Caldwell	2	41
Woodland Park	1	42
Totowa	3	44
Union City	1	44
Flemington	2	45
Lyndhurst	2	45
183	Total locations count	
2	in Plainfield	
121	within 30 min	
62	between 30 and 45 min	
Total US Jewelry Spending	\$73,000,000,000	
US Hholds	127,000,000	
Jewelry Spending/HHld	\$575	
45-min RTA HHlds	1,590,240	
45-min RTA market	\$914,075,000	
Retail/E-Commerce Ratio	93%	
Retail only spending	\$850,089,800	
Total locations in 45-min RTA	183	
Estimate of Retail Sales per Location	\$4,645,300	

Jewelry Retail Locations

- ◆ 10+ locations
- ◆ 3 to 9 locations
- ◆ 1 to 3 locations
- ▭ City of Plainfield

Consignment Shops

In Exhibit 28 (below), **55** Consignment retail locations are shown. There are **4** locations in Plainfield, **39** within the 30-minute travel time and **16** between 30 and 45 minutes. The estimate for retail sales per location is **\$2,902,700**.

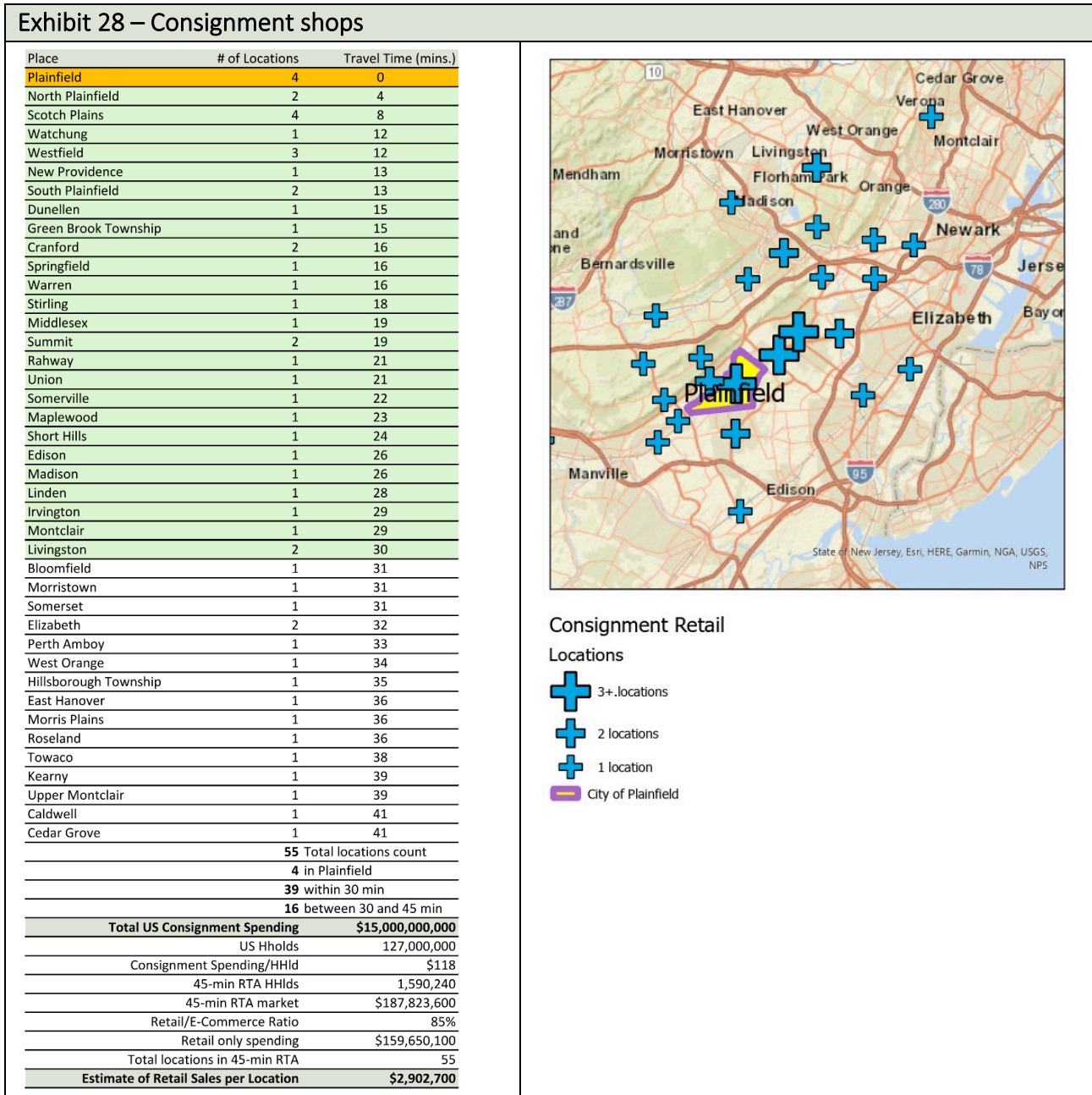
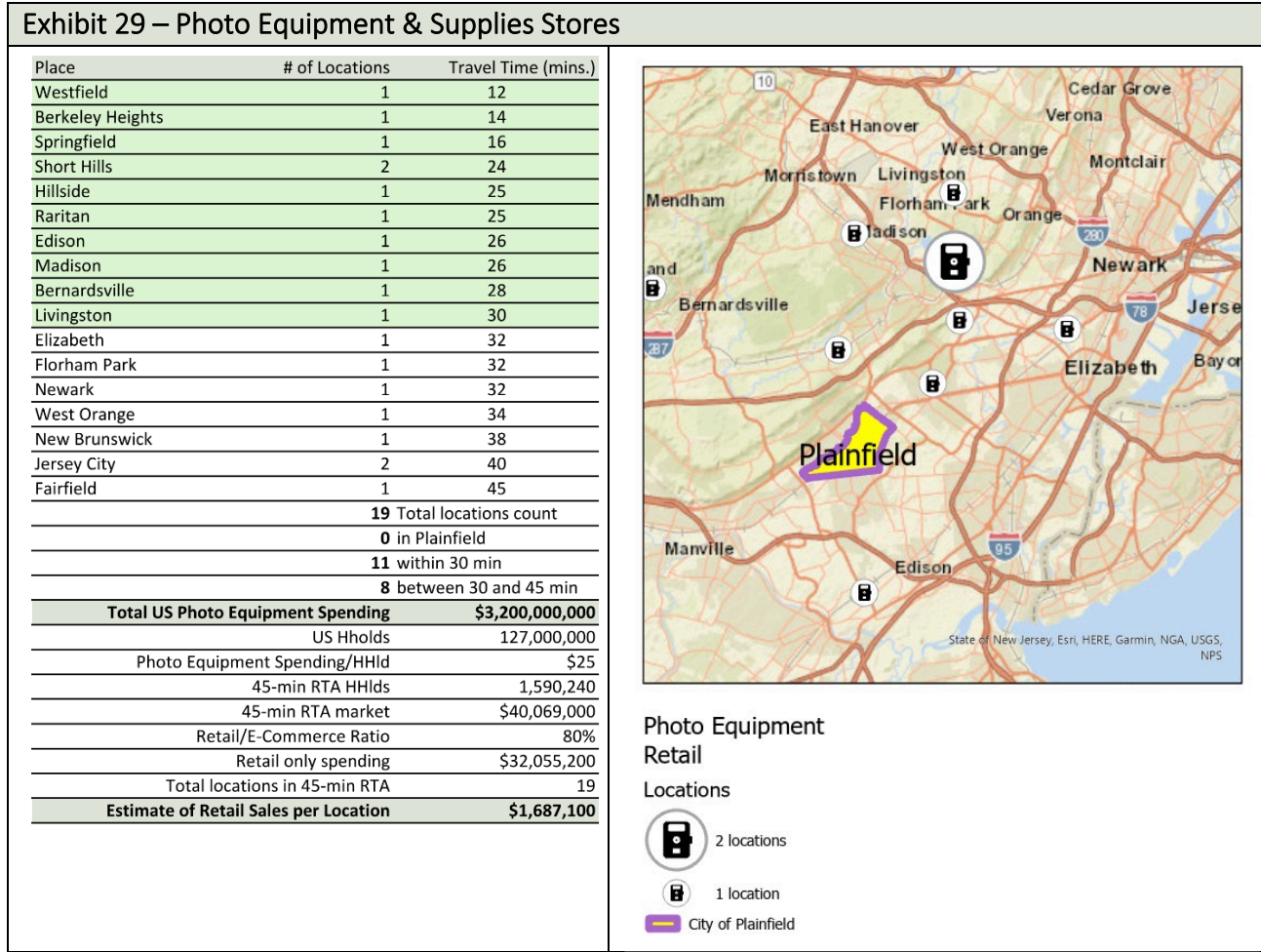


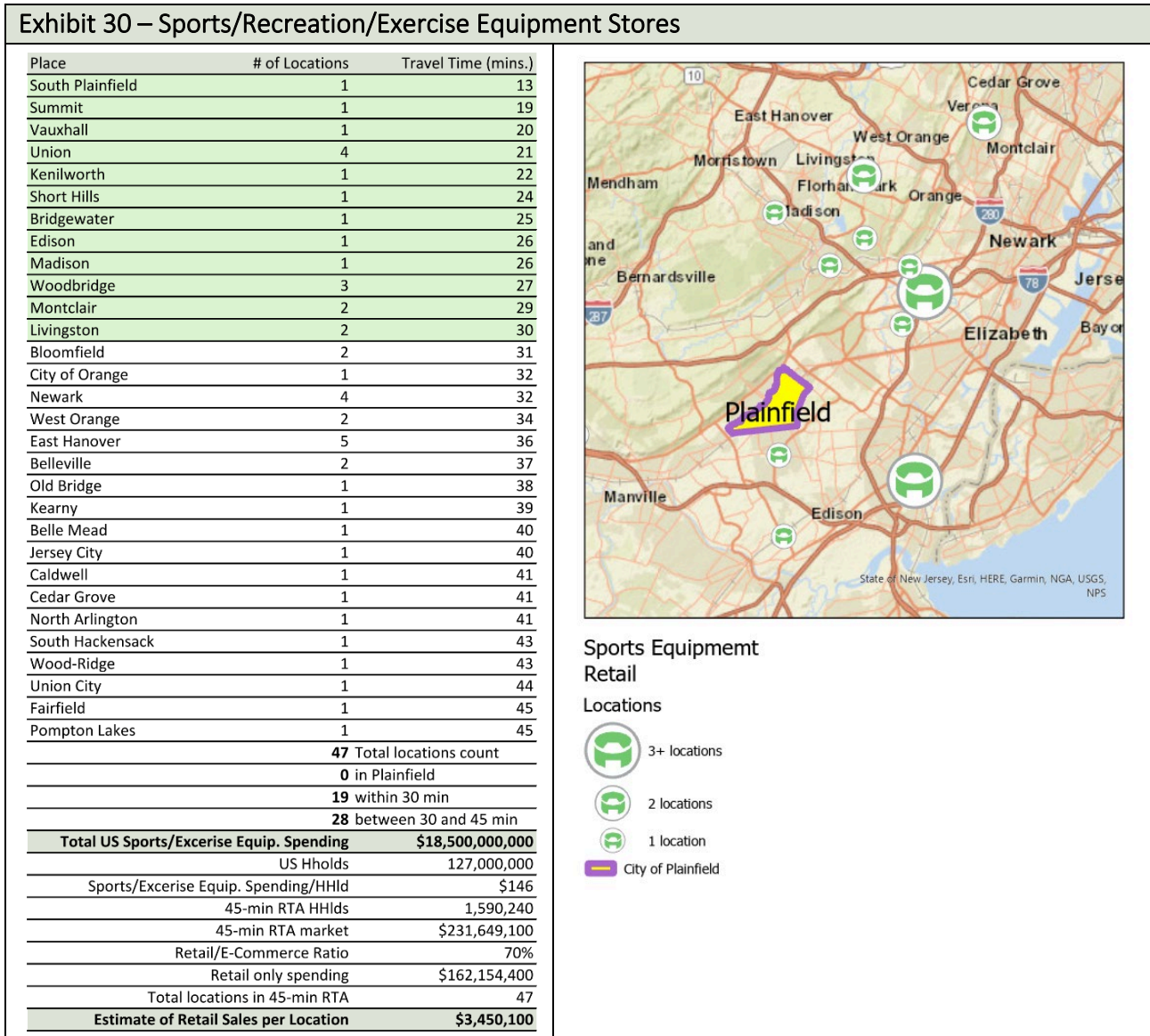
Photo Equipment & Supplies Stores

In Exhibit 29 (below), **55** Photo Equipment & Supplies retail locations are shown. There are **0** locations in Plainfield, **11** within the 30-minute travel time and **8** between 30 and 45 minutes. The estimate for retail sales per location is **\$1,687,100**.



Sports/Recreation/Exercise Equipment Stores

In Exhibit 3. (below), **47** Sports/Recreation/Exercise Equipment retail locations are shown. There are **0** locations in Plainfield, **19** within the 30-minute travel time and **28** between 30 and 45 minutes. The estimate for retail sales per location is **\$3,450,100**.



Entertainment/Leisure Supply

Fine Dining Restaurants in the Region

In Exhibit 31 (below), **25** Fine Dining restaurant locations are shown. There are **0** locations in Plainfield, **18** within the 30-minute travel time and **7** between 30 and 45 minutes. The estimate for restaurant sales per location is **\$8,364,400**.

Exhibit 31 – Fine Dining Restaurants		
Place	City	Travel Time (mins.)
Water & Wine Ristorante	Watchung	12
Stone House at Stirling Ridge	Warren	16
Fiorino Ristorante & Bar	Summit	19
Casa Giuseppe	Iselin	19
Restaurant Serenade	Chatham	20
Metuchen Inn	Metuchen	20
La Griglia Seafood Grill & Wine Bar	Kenilworth	22
Verve Restaurant	Somerville	22
Common Lot	Millburn	22
3 West	Bernards	22
Luna Stella	Maplewood	23
Ruth's Chris Steak House	Short Hills	24
Chris Michael's Steakhouse	Woodbridge	27
The Capital Grille	Parsippany	29
Halcyon	Montclair	29
Gioia Mia	Montclair	29
Faubourg Montclair Restaurant and Bar	Montclair	29
Seasons 52	Hanover	30
Bistro d'Azur	South Orange	31
Blue Morel Restaurant and Wine Bar	Morristown	31
Il Capriccio Ristorante	Whippany	32
The Highlawn	West Orange	34
Matisse 167	Rutherford	39
Vu	Jersey City	40
Prime 94 SteakHouse and Grill	Fairfield	45
25 Total locations count		
0 In Plainfield		
18 within 30 mins.		
7 between 30 and 45 mins.		
Total US Fine Dining Spending	\$16,700,000,000	
US Hholds	127,000,000	
Fine Dining Spending/HHld	\$131	
45-min RTA HHlds	1,590,240	
45-min RTA market	\$209,110,300	
Total locations in 45-min RTA	25	
Estimate of Fine Dining Sales per Location	\$8,364,400	

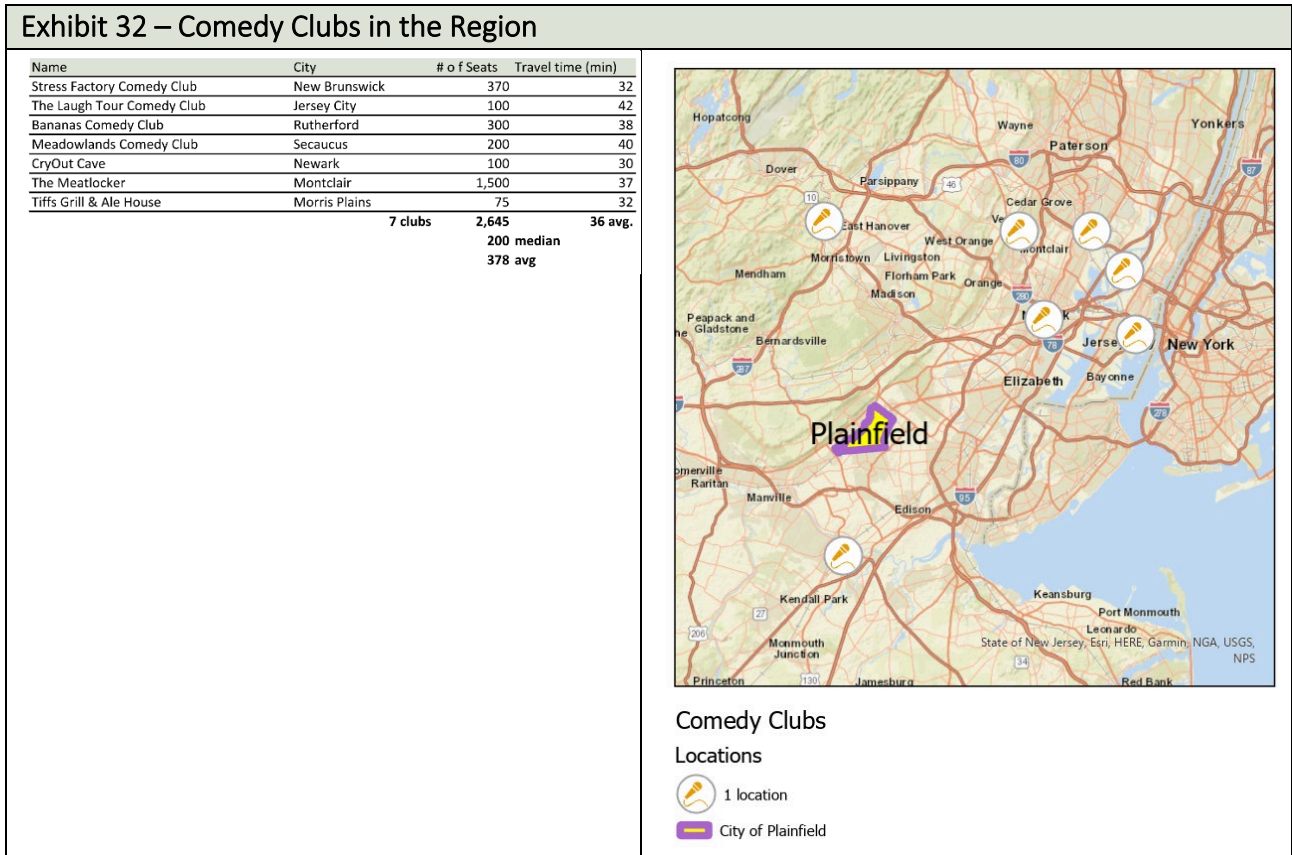
Fine Dining Restaurants

Locations

- 2+ Locations
- 1 Location
- City of Plainfield

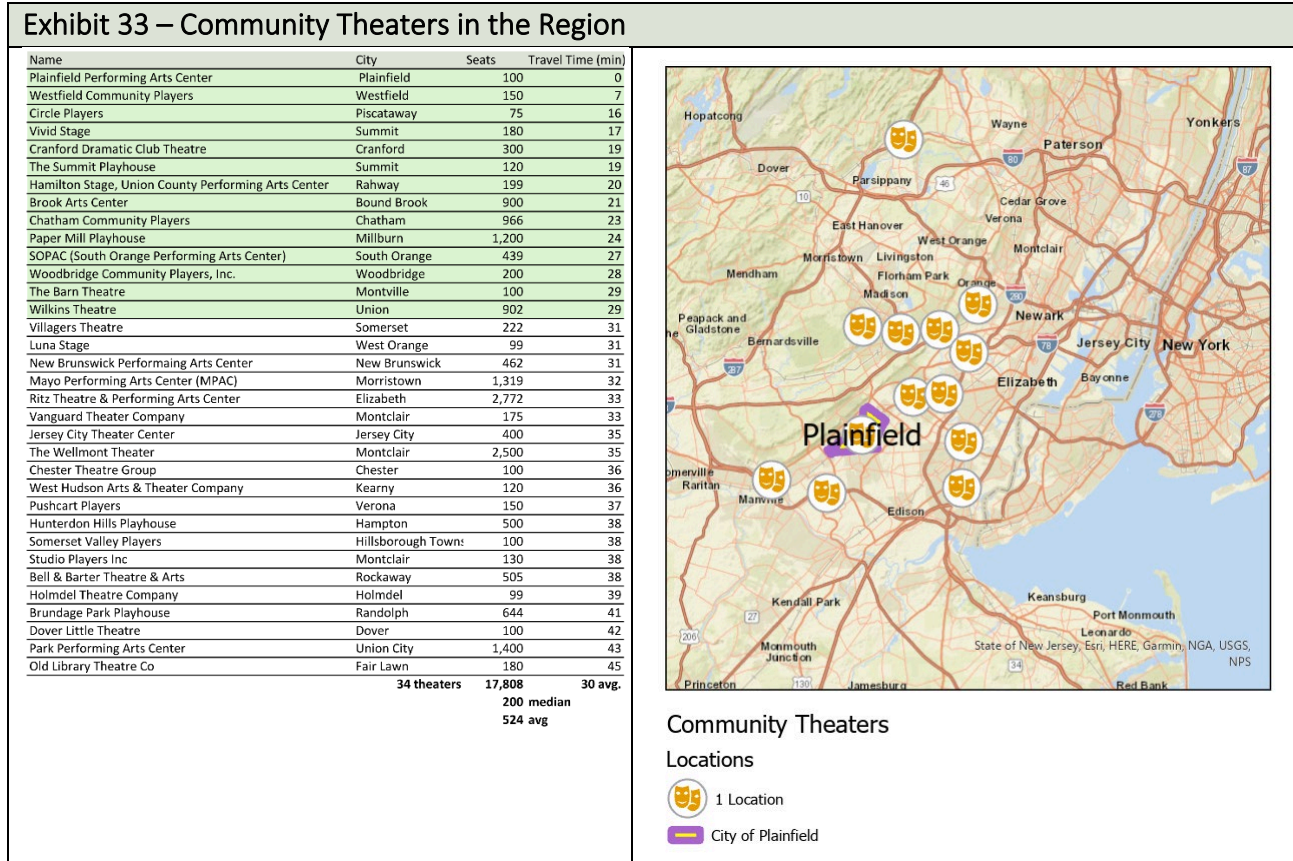
Comedy Clubs in the Region

In Exhibit 32 (below), **7** Comedy Club locations are shown. There are **0** locations in Plainfield and the average distance from Plainfield is **36** minutes’ travel. The average audience capacity per club is **378** seats, with a median of **200** seats.



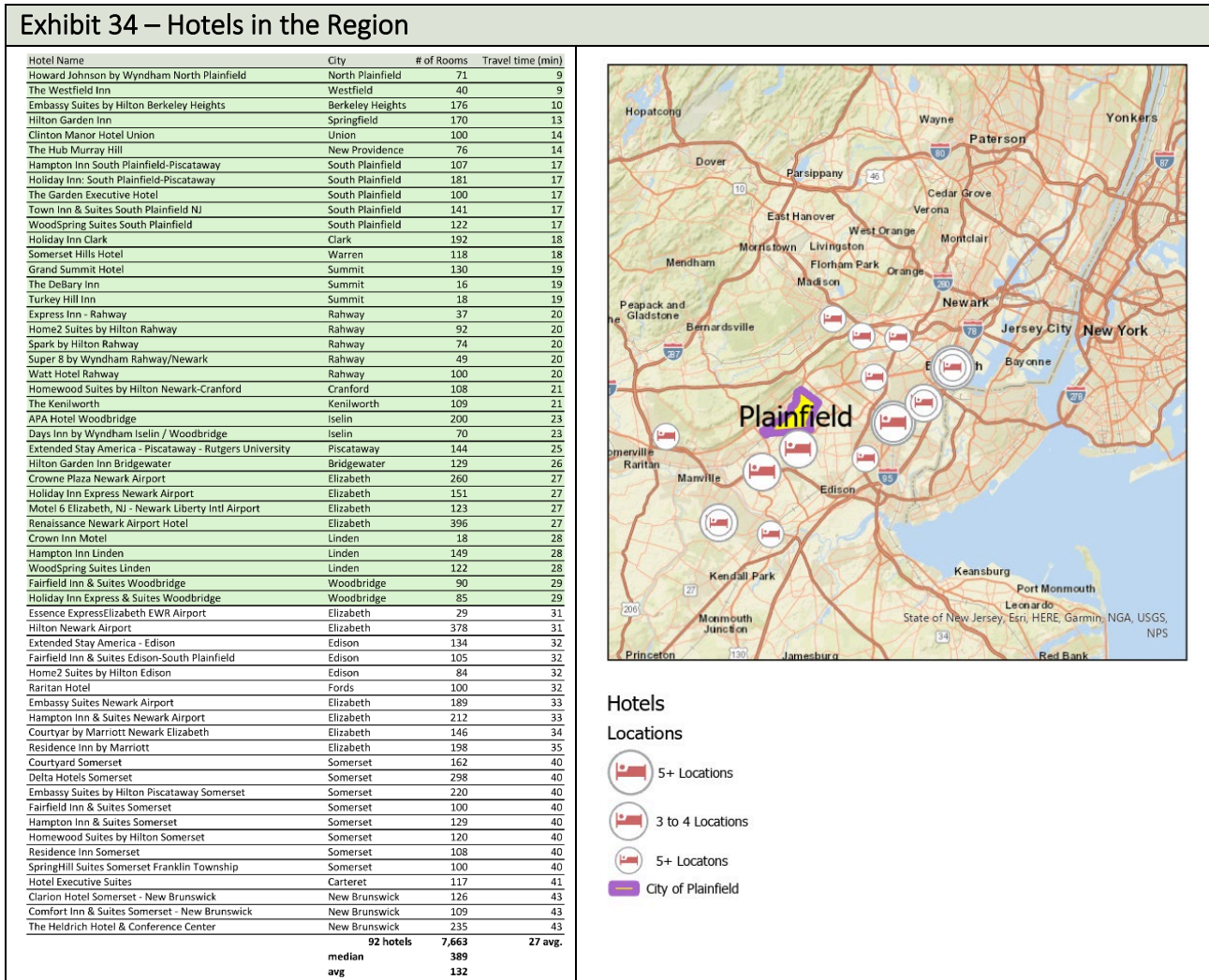
Community Theaters in the Region

In Exhibit 33 (below), **34** Community Theater locations are shown. There is 1 location in Plainfield and the average distance from Plainfield is **30** minutes' travel. The average audience capacity per club is **524** seats. The median is **200** seats.



Hotels in the Region

In Exhibit 34 (below), **34** Hotel locations are shown. There are **0** locations in Plainfield and the average distance from Plainfield is **27** minutes' travel. The average size of facility is **132** rooms. The median is **389** rooms.



5.b - Investigation into Planned or Additions to Supply

To gauge additions to supply, a review of building permits was conducted. Source for the data is the NJ Department of Community Affairs (DCA). While the DCA features 2024 year to date permit applications, there are many non-reportings from municipalities which renders this not reliable. Accordingly, the 2023 dataset is used. Considering that construction generally lasts about a year,

the 2023 data would indicate new products coming online in 2024. In Union County, the 2023 total for non-residential space granted building permits was **1,111,775** sf in the following categories:

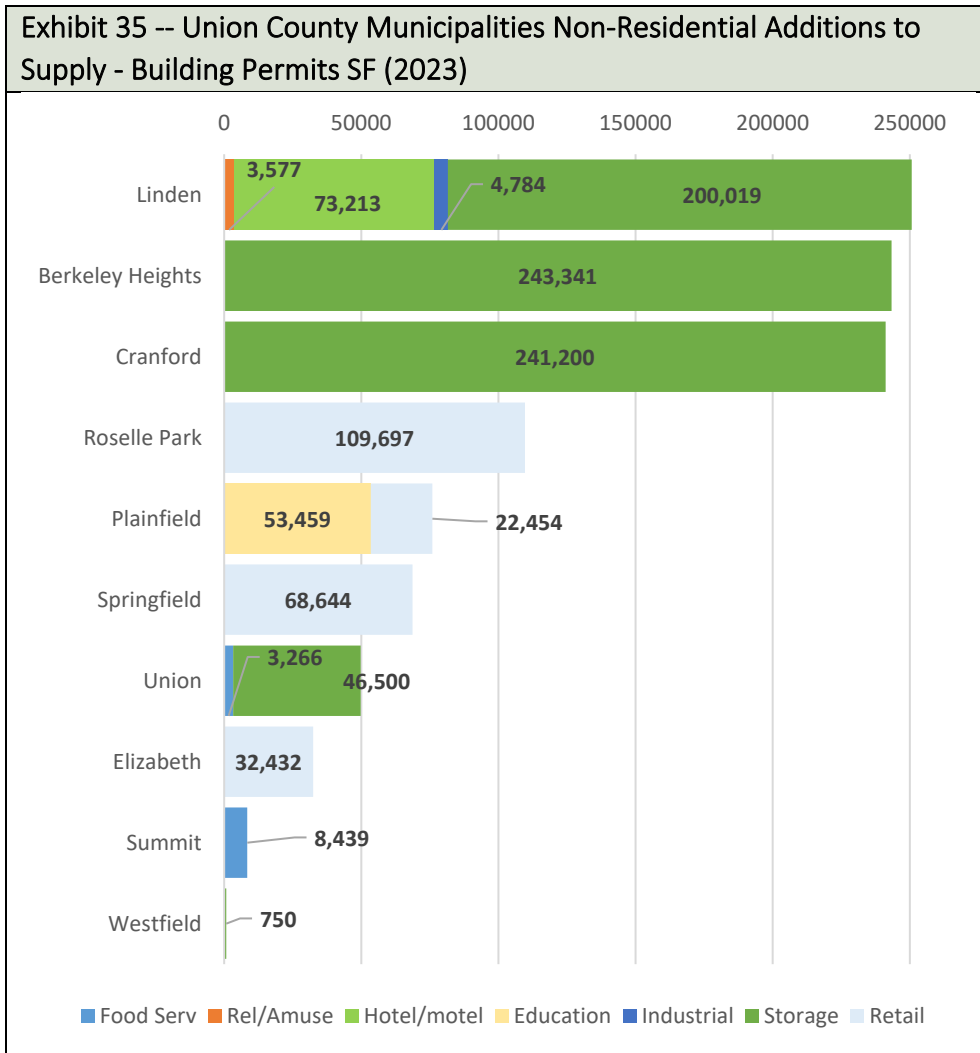
- Storage space: **731,810** sf
- Retail space: **233,227** sf
- Hotel/motel space: **73,213** sf
- Education space: **53,459** sf
- Food service space: **11,705** sf
- Industrial space: **4,784** sf
- Religion/Amusement space: **3,577** sf

The most active Union County municipalities in new non-residential construction are as follows:

1. Linden (**281,593** sf)
2. Berkeley Heights (**243,341** sf)
3. Cranford (**241,200** sf)
4. Roselle Park (**109,697** sf)
5. Plainfield (**75,913** sf)
6. Springfield (**68,644** sf)
7. Union (**49,766** sf)
8. Elizabeth (**32,432** sf)
9. Summit (**8,439** sf)
10. Westfield (**750** sf)

Exhibit 35 (below) illustrates the addition to supply by municipality in Union County.

Final Report



Task 6 -- Capture Analysis

6.a - Determination of Absorption

To make a determination of likely absorption, a capture analysis is required. This analysis forecasts the amount of floor space that the target retail and other uses would occupy in Plainfield.

Retail

Using the estimate of retail sales per location and applying the national average sales per square foot for each category, an approximation of the sizes of the retail facilities can be achieved. While the national figures are a good starting point, discounting the results by a factor applied to a Plainfield location is warranted. Given that a downtown location for retail is often outperformed by a placement along highways or major shopping center location, a conservative factor of **33%** has been applied to the results as shown in Exhibit 36 (below):

Exhibit 36 – Retail Capture by the City of Plainfield				
Type	Est. Retail Sales / Location	US Sales /sf	Typ. Size sf	Realistic Plainfield Size sf
Electric Bikes/E Scooters	\$801,200	\$400	2,000	660
Floral & Gifts Shops	\$924,300	\$250	3,700	1,220
Hardware Stores	\$3,282,900	\$525	6,300	2,080
Furniture / Home Décor	\$12,973,400	\$245	53,000	17,490
Wine Shops	\$8,197,900	\$650	12,600	4,160
Jewelers	\$4,645,300	\$500	9,300	3,070
Consignment Shops	\$2,902,700	\$300	9,700	3,200
Photo Equipment & Supplies	\$1,687,100	\$275	6,100	2,010
Sports/Recreation/Exercise Equipment	\$3,450,100	\$375	9,200	3,040
Total				36,930

From Task 1, the total available retail space within the **10** major housing developments totaled **20,080** sf. The sizes of vacant retail space varied from **1,700** sf to **4,200** sf. As shown in the exhibit above most of the projected retail capture could be accommodated in the smaller retail footprints available in the housing projects except for Furniture/Home Décor. At **17,490** sf, the Furniture/Home Décor category is clearly a stand-alone facility requirement.

Final Report

Entertainment/Leisure

Fine Dining

Using the estimate of fine dining sales per location and applying the national average sales per square foot for each category, an approximation of the sizes of the restaurant facilities can be achieved. As shown in Exhibit 37 (below), a fine dining establishment of **3,070 sf** is capturable for the City of Plainfield. The footprint is achievable in many of the study properties available space inventory.

Exhibit 37 – Fine Dining Capture				
Type	Est. Fine Dining Sales / Location	US Sales/sf	Type Size sf	Realistic Plainfield Size sf
Fine Dining	\$8,364,400	\$900	9,300	3,070
Total				3,070

Comedy Clubs

In Task 5, the average size of a comedy club was **378** seats, and the median was **200** seats. Using a conservative **200** seats figure, the estimated range for a club-style venue is about **15 sf** per person or an estimated **3,000 sf** according to the industry standards¹.

Community Theater

In Task 5, the average size of a community theater was **524** seats, and the median was **200** seats. Using the conservative **200** seats figure, the estimated range for a theater-style venue is about **10 sf** per person or an estimated **2,000 sf** of total facility size.

Hotels

In Task 5, the average hotel was **132** rooms, and the median was **389** rooms. Using the conservative **132** rooms figure, the estimated size of the hotel would be based on the industry average **300 sf** per room plus a 20% common area factor² (lobby, corridor, etc.) or a total of **47,500 sf**. Note: While the boutique hotel concept of **70** rooms was discussed in Task 4.c,

¹ Heritage Center Conference & Event Center; <https://heritagecenter.mn/use-our-space-calculator-to-estimate-your-events-needs/>

² Average US hotel; room size; <https://www.siteminder.com/r/hotel-room-sizes/#:~:text=The%20average%20hotel%20room%20size%20in%20the%20US%20is%20300,in%20a%205%20star%20hotel.>

conversations with hotel brands (companies) have revealed that most projects would need to be of a minimum of **120** rooms to be considered by these businesses.

6.b - Price Range Options and Risk Assessment

Retail

In review of **41** retail brokerage listings in Union County³, a total of **298,331** square feet of currently available space produces an average of **\$27.63** per sf. The typical size of retail establishments is **7,300** sf. According to Chain Store Age, the retail vacancy rate in Northern New Jersey is forecasted to reach 3%, a record low⁴. New Jersey’s combination of low vacancy, limited new supply, and strong rent growth makes it one of the most competitive retail markets in the country.

Using the **\$27.63** psf annual rent figure, the **9** retail categories from Exhibit 36 will produce monthly rents ranging from **\$1,500** to **\$40,300** as shown in Exhibit 38 (below)

Exhibit 38 – Targeted Retail Monthly Rents		
Retail Type	Size sf	Monthly Rent
Electric Bikes/E Scooters	660	\$1,500
Floral & Gifts Shops	1,220	\$2,800
Hardware Stores	2,080	\$4,800
Furniture / Home Décor	17,490	\$40,300
Wine Shops	4,160	\$9,600
Jewelers	3,070	\$7,100
Consignment Shops	3,200	\$7,400
Photo Equipment & Supplies	2,010	\$4,600
Sports/Recreation/Exercise Equipment	3,040	\$7,000

With the very low vacancy rate in the area, the risk for leasing to retail companies is minimal. The assumptions for retail/e-commerce impacts have already been taken into account for each category.

³ Retail brokerage sources: LoopNet, City Feet

⁴ Chain Store Age; August 2024; <https://chainstoreage.com/new-jersey-retail-vacancy-rates-continue-drop#:~:text=Available%20retail%20space%20continues%20to,vacancy%20during%20the%20first%20quarter.>

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Entertainment/Leisure

Fine Dining

Fine dining restaurants would follow the same pattern of rental growth as retail locations. A **3,070** sf establishment would expect pay in the range of **\$6,400** to **\$7,800** per month. Restaurants are always at-risk investments.

Comedy Clubs and Community Theaters

Both comedy clubs and community theaters would be considered as retail uses, and similar rental rates could apply. Given that prime location is not as important a driver, a lower rental figure might be considered, in about the **\$18** psf annually. For a **3,000** sf comedy club or a **2,000** sf community theaters, monthly rents would be about **\$4,500** and **\$3,000**, respectively.

An interesting use of community theaters is short-term event rentals. At the Burgdorff Center for the Performing Arts in Maplewood, for example, this municipally-owned **100**-seat facility can be rented at **\$150** per hour up to **\$6,300** per week⁵. Events being held at local theaters include corporate retreats, children's movie parties, retirement parties, or nonprofit fundraisers which helps to minimize risk.

Hotels

A hotel brand would expect to pay about **\$25,000** per room in annual lease costs. For a **132**-room hotel, that would translate to a **\$3.3 million** annual payment, or **\$69** per square foot. Boutique-style is somewhat more risk-adverse.

6.c - Five-Year Rental Price Point Projections

Retail development in downtown Plainfield is not very active is clearly affected by the Rte. 22 retail corridor in close proximity. But with the gentrification of the downtown especially in the **10** study area properties, it must be assumed that some recovery in the retail space will be forthcoming.

In review of **41** retail properties available within Union County, the weighted average rental rate of **\$27.63** was generated for the composite **298,331** sf inventory. While this figure would appear out of the range of the current downtown retail picture, it is DCG Corplan's opinion a **\$25 to \$30** retail price point is reasonable.

⁵ Burgdorff Theater, Maplewood; <https://www.maplewoodartsandculture.org/the-burgdorff-center>

To maintain retail sustainability in a mixed-use project where traffic cannot be accurately predicted and often results in business failure and vacancies, five-year projections for retail rent should only be based on CPI adjustments, which could be about **2.6%** per year going forward with inflation rising from current levels. Thus, if a 2024 date could be established as a starting point, the yr. 2029 projected rent would be in the range of **\$28.40** to **\$34.10** psf annually.

For the Entertainment/Leisure venues, the **\$18** price point in **2024** would rise to **\$20.50** by **2029** due to inflation. For the hotel, the **\$69** psf lease cost would increase to **\$8.50** by **2029** if the facility were in place today.

Task 7 – Target Industry Snapshot

7.a - Location Quotients Analysis

In this section, the potential for economic advancement for the City of Plainfield is evaluated by examination of the targeted industries for the area. The methodology for this analysis is the Location Quotients (LQ) tabular and charting technique. In this method, industry employment is plotted for the 2023-2024 period using ESRI data.

Increases in employment are generally considered as the truest indicator of business growth, revenue gains and profitability. The analysis illustrates those industries that are present in Plainfield and that have demonstrated growth or are of such legacy value that continuing efforts for sustainability are paramount.

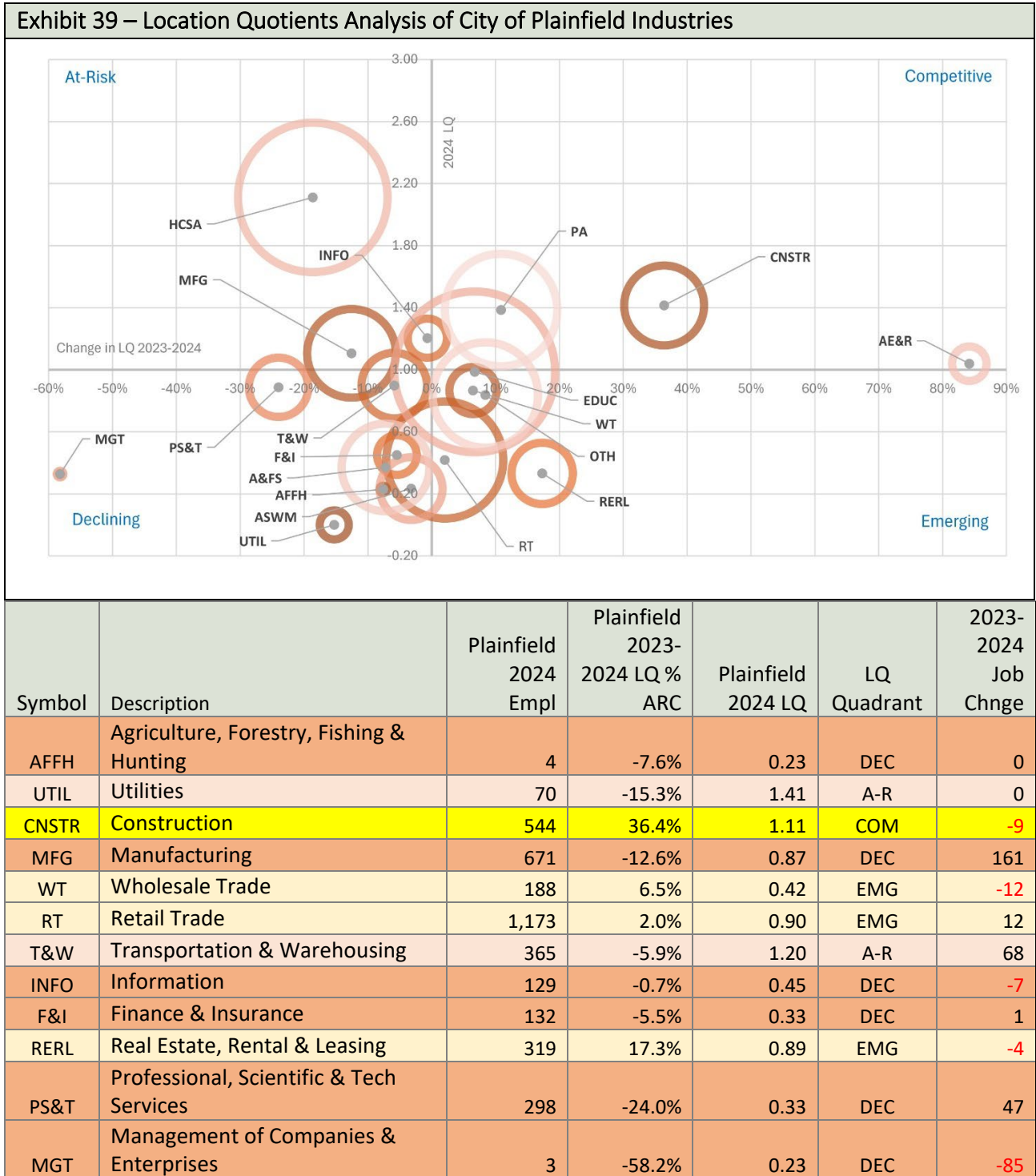
What is an LQ and How is it Used?

Location Quotients (LQ's) are developed by comparing the local employment concentration by industry against a larger sample, in this case the State of New Jersey. By example, if an industry has a local employment of **150** which might represent **5%** of total the local labor market and the same industry for New Jersey has a **7%** share of the State's total, the LQ for this industry is produced through the quotient of **5%** divided by **7%**, or, an LQ of **0.71**.

The goal of the LQ analyses is to identify local industries that are performing at higher levels of employment concentration than their state counterparts, thereby indicating that these industries have a more important role locally than regionally. Locally strong industries are more easily promoted and reinforced by economic development initiatives and help to identify the locality's unique characteristics. Thus, an industry of LQ greater than **1.0** (parity with State levels) reveals an indication that this industry should be considered as locally relevant.

LQ Chart

Exhibit 39 (below) plots the LQ data of the City of Plainfield’s industries. The attached table denotes the changes in employment and the resultant LQ quadrants.



ASWM	Administrative, Support & Waste Management Services	334	-3.2%	0.99	DEC	-3
EDUC	Educational Services	2,220	6.7%	2.11	COM	16
HCSA	Health Care & Social Assistance	1,918	-18.6%	1.04	A-R	276
AE&R	Arts, Entertainment & Recreation	99	84.2%	0.37	EMG	-35
A&FS	Accommodation & Food Services	656	-7.2%	0.84	DEC	45
OTH	Other Services (except Public Administration)	950	8.4%	1.38	COM	-3
PA	Public Administration	1,082	10.8%	1.33	COM	135
	Total	11,155			Job Change Total	468

7.b - Summary of Target Industries

Due to the impact of Covid-19 and the recovery of temporarily lost jobs, the most recent two years of data collection have been selected for analysis. For statistical reasons, the Snapshot uses the two-year over a five-year period which is the better option for obtaining a clearer picture of normalized employment changes.

Competitive Industries

From the LQ chart, the following industries are Competitive, ranked by employment:

1. Educational Services (**2,220**)
2. Public Administration (**1,082**)
3. Other Services (except Public Administration) (**950**)
4. Construction (**544**)

These are dominant industries in Plainfield, and even though they may exhibit a slight job loss in some instances, they are, nevertheless, not in specific need of economic development efforts for their advancement. The Competitive industries account for **4,796** jobs, or **41%** of the total.

Emerging Industries

For the Emerging sector, the following are present:

1. Retail Trade (**1,173**)
2. Real Estate, Rental & Leasing (**319**)
3. Wholesale Trade (**188**)
4. Arts, Entertainment & Recreation (**99**)

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As becoming more important to the marketplace, these industries will need some degree of support by economic development. The Emerging industries account for **1,779** jobs. or **16%** of the total.

At-Risk Industries

For the At-Risk sector, the following are present:

1. Health Care & Social Assistance (**1,918**)
2. Transportation & Warehousing (**365**)
3. Utilities (**70**)

Considered as legacy industries, this sector will require monitoring of employment performance by economic development to curtail further deterioration. The At-Risk industries account for **2,353** jobs. or **21%** of the total.

Declining Industries

For the Declining sector, the following are present:

1. Manufacturing (**671**)
2. Accommodation & Food Services (**656**)
3. Administrative, Support & Waste Management Services (**334**)
4. Professional, Scientific & Tech Services (**298**)
5. Finance & Insurance (**132**)
6. Information (**129**)
7. Agriculture, Forestry, Fishing & Hunting (**4**)
8. Management of Companies & Enterprises (**3**)

As weakening industries, these are of critical importance that will require significant effort by economic development. The Declining industries account for **2,227** jobs. or **20%** of the total.

Targeted Industries

Resulting from this analysis, a projection of industries that should receive economic development support can be determined. Industries with the above parity of **1.0** LQ in all likelihood do not require intervention but should be observed for performance going forward. On the other hand, industries below the **1.0** threshold will need support.

The City should focus on those areas where return would be the highest. Accordingly, the top **5** industry categories which account for **77%** of the forecasted new jobs are as follows:

1. Professional, Scientific & Tech Services (**32%**)
2. Finance & Insurance (**14%**)
3. Wholesale Trade (**14%**)
4. Arts, Entertainment & Recreation (**9%**)
5. Information (**8%**)

In the Exhibit 40 (below), an estimation of the number of jobs that should be targeted for growth are shown. As expected, these industries fall into either the Emerging or Declining quadrants. In aggregate, the City of Plainfield should focus on creating **1,903** new jobs in **12** industry categories. While this is an important goal, any real progress made in the next few years at reaching or even surpassing the State parity benchmark should be welcomed as a success.

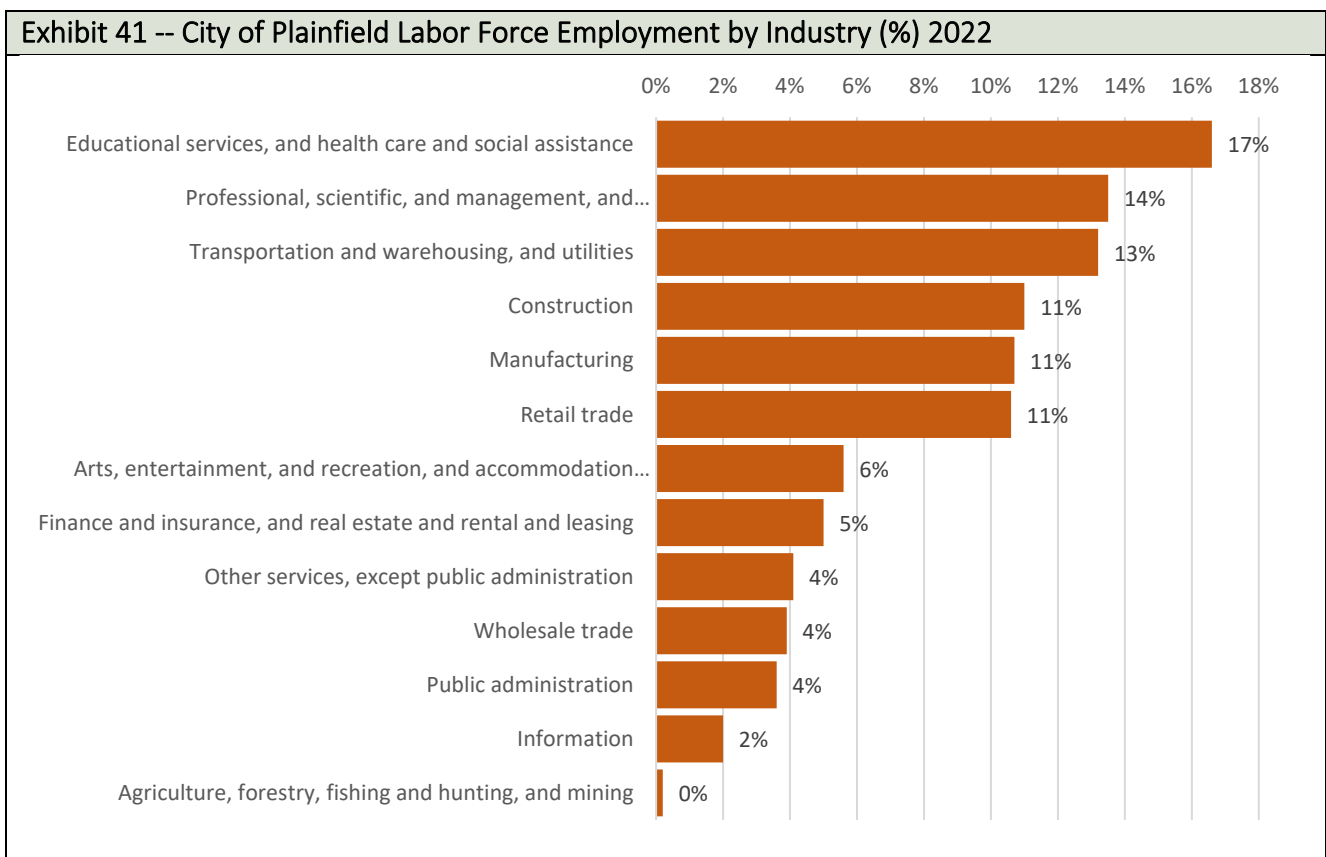
Exhibit 40 – Targeted Industry Employment Growth						
Symbol	Description	Plainfield 2024 Empl	Plainfield 2024 LQ	LQ Quadrant	Target Empl.	Target Empl. Gain
PS&T	Professional, Scientific & Tech Services	298	0.33	DEC	911	613
F&I	Finance & Insurance	132	0.33	DEC	398	266
WT	Wholesale Trade	188	0.42	EMG	450	262
AE&R	Arts, Entertainment & Recreation	99	0.37	EMG	267	168
INFO	Information	129	0.45	DEC	287	158
RT	Retail Trade	1,173	0.90	EMG	1,307	134
A&FS	Accommodation & Food Services	656	0.84	DEC	784	128
MFG	Manufacturing	671	0.87	DEC	775	104
RERL	Real Estate, Rental & Leasing	319	0.89	EMG	360	41
AFFH	Agriculture, Forestry, Fishing & Hunting	4	0.23	DEC	17	13
MGT	Management of Companies & Enterprises	3	0.23	DEC	13	10
ASWM	Administrative, Support & Waste Management Services	334	0.99	DEC	339	5
UTIL	Utilities	70	1.41	A-R	--	--
CNSTR	Construction	544	1.11	COM	--	--
T&W	Transportation & Warehousing	365	1.20	A-R	--	--
EDUC	Educational Services	2,220	2.11	COM	--	--
HCSA	Health Care & Social Assistance	1,918	1.04	A-R	--	--
OTH	Other Services (except Public Administration)	950	1.38	COM	--	--
PA	Public Administration	1,082	1.33	COM	--	--
	Total	11,155				1,903

Labor Force

The employment by industry analysis of the City of Plainfield’s Labor Force provides information about the connection of labor to local employment. Source for the data is the US Census American Community Survey (2022). As of 2022, the City of Plainfield has a civilian employed population 16 years and over of **26,528** persons. The top 5 industries by percentage of labor forces which account for **65%** of Plainfield's labor supply are:

1. Educational services, and health care and social assistance (**17%**)
2. Professional, scientific, and management, and administrative and waste management services (**14%**)
3. Transportation and warehousing, and utilities (**13%**)
4. Construction (**11%**)
5. Manufacturing (**11%**)

Exhibit 41 (below) illustrates the distribution of employment by industry:



Employment Crosswalk

To identify synergies between the labor supply and the targeted industries a “crosswalk” chart is compiled that compares the two elements. By examining only the 5 leading categories in each group, it is readily apparent that Plainfield needs to encourage more white-collar industries which in turn will result in the need for more office space development.

Crosswalk of Leading Labor Force & Target Industries Employment		
Plainfield Labor Force	Crosswalk	Target Industries
Educational services, and health care and social assistance		Professional, Scientific & Tech Services
Professional, scientific, and management, and administrative and waste management services		Finance & Insurance
Transportation and warehousing, and utilities		Wholesale Trade
Construction		Arts, Entertainment & Recreation
Manufacturing		Information

Commuting Patterns

It should be noted that according to the US Census, **81.7%** of Plainfield residents commute to work in areas outside of the City. This figure is significantly higher than that of Union County or the State of New Jersey, whose statistics are **50.3%** and **48.0%**, respectively. It is estimated that approximately **21,700** residents leave Plainfield for work daily. It must become the goal of economic development to attempt to capture a portion of this out-commuting employment by providing opportunities in the City of Plainfield for business expansion.

Appendices

- Appendix Table 1 - Businesses within the 10-Minute Walk Radius of the Study Properties
- Appendix Table 2 - Discretionary Retail Spending by Household - City of Plainfield, 30-minute, 45-minute RTAs, and State of NJ
- Appendix Table 3 - Entertainment & Leisure Expenditures by Household Indices for City of Plainfield, 30-minute and 45-minute RTAs, & State of NJ

Appendix Table 1 - Businesses within the 10-Minute Walk Radius of the Study Properties	
Bars/Lounges	The Growing Tree Preschool
Express Bar	The Netherwood Academy
Faraones Night Club of Plainfield NJ	UNCNJ College of Union
Love Lounge	UnionCollege Health Sciences
Mi Mundo Latino	Washington Community School
Tequila Club	
	Electronics/Telecom
Book Stores	BIG B'S WIRELESS AND ELECTRONICS
A Little Shop of Comics	Cricket Wireless Authorized Retailer
	JFK Electronics & Wireless
Business Services	Metro by T-Mobile
Abby Agency	
El Centro Hispanoamericano	Fast Food
Fed Ex	Baskin-Robbins
Friendly Check Cashing	Burger King
GACHIS MULTISERVICES INC	Dairy Queen
H&R Block	Domino's Pizza
Los Dorados Cargo	Dunkin'
Meyo's Multiservices	Italian Village - Pizza
MoneyGram	Little Caesars Pizza
Palmyra Business & Income Tax LLC	MacDonalds (2)
Pronto Servicio	Papa Johns Pizza
Ria Money Transfer - Nicki's Multiservices Corp	Pollo Campero
Services Express-Arboleda Travel	Wendys
Siquen Investment Company dba CTM Travel	
TAX PREPARER MULTISERVICES	Financial
TaxJohn Income Tax Services	Chase Bank
Tu Apoyo Latino	Citizen's Bank
U-Haul Moving & Storage of Plainfield	PNC Bank
Western Union	
	Furniture/Appliances
Clothing	A&D Furniture & Matress
Ace apparel 07	AJ Appliances
African Heritage Exqusuite Fashions	International Furniture
All Games Wear	Rent-A-Center
BODI COUTURE FASHION SHOWROOM	
ChaPIN express	Government Services
Hustle Mania Clothing	Plainfield City Hall
Intensas Boutique LLC	Plainfield Municipal Court
Second Time Around	Plainfield Public Library
Stefany's Fashion	US Postal Service (2)
XIOS	
	Jewelry
Convenience/Grocery/Deli	Bong Jewelers
7 Eleven (2)	GOLD STAR JEWELRY 102 CORP
Cabrera Grocery & Deli	
Corona Grocery	Laundry/Laundromat
M&G Spanish & American Grocery	Dirty Laundry Express
Nutricion de bienestar Matias	Laundry Mat
Salas MiniMarket	
United Halal Meat & Groceries	Liquours
Wawa	Ben Franklin Wines and Sprits
	Cork & Barrel Wines & Spirits
Educational	Sanhoma Liquor

Appendix Table 1 - Businesses within the 10-Minute Walk Radius of the Study Properties	
Al-Minhaal Academy	South Ave. Liquours
Boys & Girls Clubs of Union County - Plainfield Club	
College Achieve Central Charter School	Medical/Health
Dewitt D. Barlow Elementary School	Black United Fund Health/Human
Emerson Community School	Buf Health & Human Services
Frederic W Cook Elementary School	Iris House A Center For Women Hiv
Hope CAP Child Development Center	Modern Micro Endodontics
Jk Speedy Driving School	Neighborhood Health Center
Kings Daughters Day School	Optum care
Little Tigers Bilingual Daycare	Pearl Family Dentistry
Love Key Daycare Center	Plainfield Senior Citizens Center
Luman ESL School	Plainfield Vision Center
Luxury Driving Academy Plainfield	Raffy lops
Neighborhood House	Saint Vincent's Dental Center
Pinnacle Academy High School	Somerset Street Family Dental
Precious Steps Child Care & Development Center	
Safe Driving Education	Museums/Cultural
Somerset Intermediate School	Drake House Museum
Somerset Intermediate School	Plainfield Performing Arts Center
Step One Academy 1	The Marsh Mansion
Stillman Elementary School	
Parks/ Open Spaces	Restaurant/Cafes
Arlington Park	Ali Baba Waffle House
Green Brook Park	Amazing Taste
Hannah Atkins Community Center	Bill's Luncheonette
Mathewson Playground	Buffalo Wings
Milton Campbell Field	Cecilia's Restaurant
Siedler Field	China One restaurant
St. Mary's Cemetary	China One restaurant
	D' Colombia North Plainfield
Personal Services	El Gitano
3H Precision Barbers Stylists	El Refugio Deli Restaurant
Adela Home Care Services	El Trompo Peruano Mex
Capital Nails & Spa	Elma's Kitchen
Complete Beauty Salon	Freppes TexMex
Cuttin Up Next Level	Gabriella's Restaurant
Genero's Beauty Salon & Barber Shop	Golden Krust
GO Kellers Dry Cleaning	Golden Star II Chinese Restaurant
Kris Dominican Doobie Palace	Guatelinda
Lolo's Lashes	Irma's
Magic Barber Shop	Josefina El Bonito
Marie Noel African Hair Braiding	La Estancia El Sol
Mark Anthony II Hair Fashion	La Fonda De Tia Rosa
Natural Nails	La Nonna Pizzeria
New Image Barber Shop LLC	Mi Buenaventura Restaurante
Norma's Beauty Salon	Nino de oro Dominicano
Ollies Hair Salon	Orlando's Chicken
Paty Beauty Salon	Pancho Villa Mexican Grill .
Sally African Hair Braiding	Panda Kitchen
Sky Nails	Paradise Cafe & More
Somerset Haircutters	Plainfield Best In Town
Styles by Evette	Plainfield Donut Shop and Luncheonette
THE DOCTOR'S OFFICE BARBER SHOP	Ponche Suizo Plainfield

Appendix Table 1 - Businesses within the 10-Minute Walk Radius of the Study Properties

Ultimate Period Unisex Family Salon	Pueblo Viejo
Zuleidy Beauty Salon	Queen City Coffee Roasters
	Red Tower
Pharmacy/Dispensary	Rincon Ecuatoriano
Healthwell Community Pharmacy	Rincon Latino Restaurante
Landmark Pharmacy Inc	Sleepy Hollow
Queen City Dispensary	Tacompadres
Royal M Cannabis - Plainfield	Tesoro Salvadoreño
Walgreens	Tropicana Barbecue
	Yabba's Kitchen
Photography	
Photo Center and Services	Specialty Foods
	Pete's Fish Market
Recreational	Sandy's Poultry Market
Blink Fitness Plainfield	
Chiseled Health and Fitness	Supermarkets
Netherwood Tennis Club	Brothers
	Fine Fare
Religious	Rudilcia Supermarket
AlBaseerah Islamic Center	Supremo Food Market of Plainfield
Bethel Presbyterian Church	
Calgary Full Gospel Church	Tobacco
Centro Familiar Apostólico	Carter and Cleef's Smoke Shop
Community Baptist Church	E X Smoke Shop
Crescent Avenue Presbyterian Church	
Faith Christian Outreach Center	Variety Retail
Faith Temple Christian Church	Dollar General
First Filipino Sevemth Day Adventist Church	Family Dollar
First Indonesian Seventh-Day Adventist Church	Floristería y variedades lilian
Friends Quaker Meeting House	La Providencia® Plainfield
Grace Episcopal Church	
House of Prayer Church	
Inglesia Del Dios	
Kingdomn Hall Jehovah's Witnesses	
Ministerio palabras con propósito	
Mount Olive Baptist Church	
New Covenant Church Plainfield	
New Vison Ministries	
Ruth Fellowship Ministries	
Shiloh Baptist Church	
Somerset Miracle Center	
St John's Sound-Praise Fellowship	
St. Bernard's Church	
St. Joseph Roman Catholic Church	
Sts. Basilio-Gregorios Malankara Orthodox Church	
Trinity Bapatist Church	
United Presbyterian Church of Plainfield	
Visions of God Family Worship	

Appendix Table 2 - Discretionary Retail Spending by Household - City of Plainfield, 30-minute, 45-minute				
# of Housholds	City of Plainfield		30-minute RTA	
	16,775	Per HHld	518,768	Per HHld
Apparel and Services				
Men's	\$7,297,593	\$435	\$316,488,281	\$610
Women's	\$12,965,009	\$773	\$575,421,745	\$1,109
Children's	\$6,311,256	\$376	\$257,282,168	\$496
Footwear	\$8,716,422	\$520	\$362,717,220	\$699
Watches & Jewelry	\$3,733,093	\$223	\$183,161,975	\$353
Apparel Products and Services	\$813,111	\$48	\$35,092,034	\$68
Apparel and Services	\$39,836,484	\$2,375	\$1,730,163,423	\$3,335
Computer				
Computers and Hardware for Home Use	\$4,563,990	\$272	\$200,283,956	\$386
Portable Memory	\$66,307	\$4	\$3,041,011	\$6
Computer Software	\$271,925	\$16	\$11,766,588	\$23
Computer Accessories	\$389,400	\$23	\$17,512,639	\$34
Computer	\$5,291,622	\$315	\$232,604,194	\$448
Entertainment & Recreation				
Fees and Admissions	\$12,068,877	\$719	\$620,345,673	\$1,196
TV/Video/Audio	\$20,234,306	\$1,206	\$904,664,344	\$1,744
Pets	\$14,824,132	\$884	\$709,785,480	\$1,368
Toys/Games/Crafts/Hobbies	\$2,784,994	\$166	\$126,019,308	\$243
Recreational Vehicles and Fees	\$2,599,884	\$155	\$137,917,661	\$266
Sports/Recreation/Exercise Equipment	\$4,211,953	\$251	\$206,005,693	\$397
Photo Equipment and Supplies	\$959,303	\$57	\$45,854,771	\$88
Reading	\$2,217,438	\$132	\$105,645,252	\$204
Catered Affairs	\$636,031	\$38	\$27,882,048	\$54
Entertainment & Recreation	\$60,536,918	\$3,609	\$2,884,120,230	\$5,560
Food				
Bakery and Cereal Products	\$15,101,511	\$900	\$673,254,119	\$1,298
Meats, Poultry, Fish, and Eggs	\$26,531,696	\$1,582	\$1,128,599,776	\$2,176
Dairy Products	\$11,183,413	\$667	\$496,358,445	\$957
Fruits and Vegetables	\$24,256,631	\$1,446	\$1,065,627,873	\$2,054
Snacks and Other Food at Home	\$42,157,819	\$2,513	\$1,866,410,543	\$3,598
Food Away from Home	\$64,732,840	\$3,859	\$2,858,629,201	\$5,510
Alcoholic Beverages	\$10,475,802	\$624	\$487,963,386	\$941
Food	\$194,439,712	\$11,591	\$8,576,843,343	\$16,533
Health				
Nonprescription Drugs	\$2,496,976	\$149	\$114,574,536	\$221
Prescription Drugs	\$5,114,031	\$305	\$248,449,885	\$479
Eyeglasses and Contact Lenses	\$1,816,642	\$108	\$87,417,536	\$169
Health	\$9,427,649	\$562	\$450,441,957	\$868
Household Furnishings and Equipment				
Household Textiles	\$2,153,226	\$128	\$94,300,351	\$182
Furniture	\$14,605,943	\$871	\$685,567,880	\$1,322
Rugs	\$688,082	\$41	\$34,930,940	\$67
Major Appliances	\$8,495,783	\$506	\$399,814,853	\$771
Housewares	\$1,683,181	\$100	\$76,092,460	\$147
Small Appliances	\$1,446,364	\$86	\$58,721,534	\$113
Luggage	\$323,003	\$19	\$15,380,550	\$30

Appendix Table 2 - Discretionary Retail Spending by Household - City of Plainfield, 30-minute, 45-minute				
Telephones and Accessories	\$1,454,525	\$87	\$66,123,188	\$127
Household Furnishings and Equipment	\$30,850,107	\$1,839	\$1,430,931,756	\$2,758
Household Operations				
Lawn and Garden	\$9,070,513	\$541	\$472,912,945	\$912
Housekeeping Supplies	\$14,192,245	\$846	\$628,769,487	\$1,212
Personal Care Products	\$9,202,102	\$549	\$402,167,878	\$775
School Books	\$670,226	\$40	\$30,651,544	\$59
Smoking Products	\$6,812,253	\$406	\$282,499,927	\$545
Household Operations	\$39,947,339	\$2,381	\$1,817,001,781	\$3,503
Travel				
Gasoline and Motor Oil	\$52,738,092	\$3,144	\$2,230,173,508	\$4,299
Airline Fares	\$10,217,946	\$609	\$489,193,255	\$943
Lodging on Trips	\$14,176,060	\$845	\$712,333,281	\$1,373
Auto/Truck Rental on Trips	\$1,744,511	\$104	\$84,287,315	\$162
Food and Drink on Trips	\$11,174,094	\$666	\$538,332,543	\$1,038
Travel	\$90,050,703	\$5,368	\$4,054,319,902	\$7,815
Total	\$470,380,534	\$28,041	\$21,176,426,586	\$40,821

RTAs, and State of NJ			
45-minute RTA		State of NJ	
1,590,240	Per HHld	3,500,811	Per HHld
\$927,988,931	\$584	\$1,986,093,642	\$567
\$1,680,404,053	\$1,057	\$3,580,261,079	\$1,023
\$740,654,805	\$466	\$1,585,123,076	\$453
\$1,062,524,605	\$668	\$2,246,230,583	\$642
\$547,764,001	\$344	\$1,118,828,811	\$320
\$103,849,348	\$65	\$220,451,726	\$63
\$5,063,185,743	\$3,184	\$10,736,988,917	\$3,067
\$589,769,948	\$371	\$1,244,729,993	\$356
\$8,988,720	\$6	\$18,980,584	\$5
\$35,372,743	\$22	\$72,900,782	\$21
\$52,216,610	\$33	\$109,303,039	\$31
\$686,348,021	\$432	\$1,445,914,398	\$413
\$1,785,977,359	\$1,123	\$3,858,040,874	\$1,102
\$2,620,104,133	\$1,648	\$5,734,619,875	\$1,638
\$2,062,022,353	\$1,297	\$4,482,734,681	\$1,280
\$367,477,041	\$231	\$794,055,047	\$227
\$394,594,050	\$248	\$865,114,883	\$247
\$583,305,752	\$367	\$1,306,884,684	\$373
\$135,693,522	\$85	\$286,059,616	\$82
\$311,349,737	\$196	\$658,825,264	\$188
\$83,419,312	\$52	\$178,185,991	\$51
\$8,343,943,259	\$5,247	\$18,164,520,915	\$5,189
\$1,970,794,719	\$1,239	\$4,212,492,767	\$1,203
\$3,313,245,185	\$2,083	\$7,040,272,173	\$2,011
\$1,455,447,552	\$915	\$3,109,481,648	\$888
\$3,147,913,935	\$1,980	\$6,625,881,693	\$1,893
\$5,445,136,714	\$3,424	\$11,728,455,536	\$3,350
\$8,364,447,433	\$5,260	\$17,819,218,403	\$5,090
\$1,436,705,988	\$903	\$3,034,635,391	\$867
\$25,133,691,526	\$15,805	\$53,570,437,611	\$15,302
\$326,156,553	\$205	\$742,779,743	\$212
\$698,550,327	\$439	\$1,651,236,999	\$472
\$253,398,623	\$159	\$555,111,464	\$159
\$1,278,105,503	\$804	\$2,949,128,206	\$842
\$276,236,328	\$174	\$589,128,962	\$168
\$1,968,641,902	\$1,238	\$4,320,321,746	\$1,234
\$101,722,784	\$64	\$215,641,211	\$62
\$1,143,652,245	\$719	\$2,532,607,466	\$723
\$222,661,437	\$140	\$477,702,332	\$136
\$176,051,721	\$111	\$364,782,033	\$104
\$44,638,315	\$28	\$95,583,256	\$27

RTAs, and State of NJ			
\$193,574,048	\$122	\$432,326,999	\$123
\$4,127,178,780	\$2,595	\$9,028,094,005	\$2,579
\$1,332,823,813	\$838	\$3,004,245,638	\$858
\$1,830,168,454	\$1,151	\$3,976,588,312	\$1,136
\$1,182,552,453	\$744	\$2,519,318,734	\$720
\$88,320,368	\$56	\$190,016,545	\$54
\$817,759,532	\$514	\$1,832,335,220	\$523
\$5,251,624,620	\$3,302	\$11,522,504,449	\$3,291
\$6,472,701,256	\$4,070	\$14,079,710,587	\$4,022
\$1,439,314,218	\$905	\$3,017,862,240	\$862
\$2,058,013,044	\$1,294	\$4,454,860,063	\$1,273
\$244,012,677	\$153	\$527,535,832	\$151
\$1,564,842,739	\$984	\$3,368,377,007	\$962
\$11,778,883,934	\$7,407	\$25,448,345,729	\$7,269
\$61,662,961,386	\$38,776	\$132,865,934,230	\$37,953

Appendix Table 3 - Entertainment & Leisure Expenditures by Household Indices for City of Plainfield, 30-minute and 45-minute RTAs, & State of NJ

Event	Index to NJ			
	Plainfield Index	30 min RTA Index	45 min RTA Index	NJ Index
Participated in Soccer/12 Mo	1.47	1.06	1.09	1.00
Attended Movie 1+ Times Wk/90 Days	1.42	1.17	1.17	1.00
Participated in Zumba/12 Mo	1.38	1.06	1.09	1.00
Participated in Roller Skating/12 Mo	1.33	1.11	1.06	1.00
Attended Horse Races/12 Mo	1.33	1.00	1.00	1.00
Participated in Karaoke/12 Mo	1.29	1.08	1.11	1.00
Played Bingo/12 Mo	1.28	1.03	1.03	1.00
Danced or Went Dancing/12 Mo	1.25	1.04	1.07	1.00
Attended Movie 1 Time Month/90 Days	1.24	1.02	1.06	1.00
Participated in Volleyball/12 Mo	1.21	1.04	1.04	1.00
Attended Auto Show/12 Mo	1.20	1.00	1.00	1.00
Participated in Basketball/12 Mo	1.20	1.11	1.07	1.00
Visited Indoor Water Park/12 Mo	1.17	1.00	0.96	1.00
Visited Theme Park/12 Mo	1.14	1.04	1.06	1.00
Participated in Baseball/12 Mo	1.10	1.03	1.03	1.00
College Basketball Super Fan (10-10 on 10 Scale)	1.08	1.08	1.04	1.00
Attended State or County Fair/12 Mo	1.07	0.98	0.96	1.00
Visited Aquarium/12 Mo	1.07	1.00	1.00	1.00
Attended Adult Education Course/12 Mo	1.07	1.02	1.03	1.00
Played (Console) Video or Electronic Game/12 Mo	1.06	1.03	1.02	1.00
Participated in Horseback Riding/12 Mo	1.05	1.05	1.00	1.00
Played Billiards or Pool/12 Mo	1.04	1.02	1.00	1.00
Gambled at Casino/12 Mo	1.04	1.02	1.02	1.00
Participated in Aerobics/12 Mo	1.03	1.02	1.02	1.00
Participated in Tennis/12 Mo	1.02	1.07	1.05	1.00
Did Painting/Drawing/Sculpting/12 Mo	1.01	0.99	1.01	1.00
Attended Dance Performance/12 Mo	1.00	1.03	1.03	1.00
Flew a Drone/12 Mo	1.00	1.00	1.00	1.00
Participated in Football/12 Mo	1.00	1.08	1.00	1.00
Participated in Hunting w/Shotgun/12 Mo	1.00	0.94	0.82	1.00
Participated in Rock Climbing/12 Mo	1.00	1.11	1.06	1.00
Went to Zoo/12 Mo	0.98	0.99	0.98	1.00
Played Chess/12 Mo	0.95	1.05	1.02	1.00
Participated in Bicycling (Mountain)/12 Mo	0.94	1.06	1.03	1.00
Participated in Bowling/12 Mo	0.92	1.03	1.00	1.00
Participated in Target Shooting/12 Mo	0.90	0.92	0.90	1.00
Attended Classical Music/Opera Performance/12 Mo	0.89	1.03	1.03	1.00
Attended Country Music Performance/12 Mo	0.89	0.93	0.91	1.00
Did Furniture Refinishing/12 Mo	0.89	0.98	0.95	1.00
Did Woodworking/12 Mo	0.88	0.92	0.90	1.00
Participated in Softball/12 Mo	0.88	1.00	1.00	1.00
Participated in Pilates/12 Mo	0.88	1.06	1.03	1.00

Appendix Table 3 - Entertainment & Leisure Expenditures by Household Indices for City of Plainfield, 30-minute and 45-minute RTAs, & State of NJ

Event	Index to NJ			
	Plainfield Index	30 min RTA Index	45 min RTA Index	NJ Index
Participated in Hunting w/Rifle/12 Mo	0.87	0.87	0.78	1.00
Participated in Motorcycling/12 Mo	0.87	1.00	0.96	1.00
Participated in Archery/12 Mo	0.86	0.95	0.91	1.00
Went to Bar or Night Club/12 Mo	0.86	1.01	1.00	1.00
Did Photography/12 Mo	0.86	1.00	1.00	1.00
Attend MLB Regular Season Baseball Game/12 Mo	0.85	1.04	1.05	1.00
Attended Rock Music Performance/12 Mo	0.85	0.99	0.98	1.00
Participate in Indoor Gardening or Plant Care	0.85	0.99	0.98	1.00
Participated in Jogging or Running/12 Mo	0.85	1.04	1.04	1.00
Barbecued/12 Mo	0.85	1.00	0.98	1.00
Participated in Book Club/12 Mo	0.84	1.04	1.00	1.00
Cooked for Fun/12 Mo	0.84	0.99	0.99	1.00
Participated in Yoga/12 Mo	0.84	1.04	1.02	1.00
Went to Museum/12 Mo	0.83	1.00	1.00	1.00
Dined Out/12 Mo	0.82	0.98	0.97	1.00
Participated in Fishing (Salt Water)/12 Mo	0.82	1.00	0.97	1.00
Participated in Ping Pong/12 Mo	0.82	1.05	1.00	1.00
Participated in Frisbee/12 Mo	0.82	1.03	1.00	1.00
Attend Sports Events	0.81	1.01	0.98	1.00
Participated in Weight Lifting/12 Mo	0.81	1.03	1.02	1.00
Went to Art Gallery/12 Mo	0.81	1.00	1.01	1.00
Participated in Backpacking/12 Mo	0.80	1.03	0.97	1.00
Went to Live Theater/12 Mo	0.79	0.99	0.99	1.00
Played Musical Instrument/12 Mo	0.79	1.02	1.00	1.00
Played Cards/12 Mo	0.78	0.97	0.94	1.00
Participated in Ice Skating/12 Mo	0.78	1.00	1.04	1.00
Did Birdwatching/12 Mo	0.78	0.93	0.89	1.00
Participated in Walking for Exercise/12 Mo	0.77	0.99	0.97	1.00
Participated in Bicycling (Road)/12 Mo	0.76	1.01	0.99	1.00
Did Baking/12 Mo	0.74	0.98	0.95	1.00
Participated in Fishing (Fresh Water)/12 Mo	0.74	0.92	0.86	1.00
Participated in Hiking/12 Mo	0.74	1.01	1.00	1.00
Attend College Football Game/12 Mo	0.74	1.00	0.96	1.00
Participated in Pickleball/12 Mo	0.74	0.99	0.96	1.00
Attend High School Sports Events/12 Mo	0.71	0.94	0.87	1.00
Participated in Swimming/12 Mo	0.70	0.98	0.96	1.00
Attend College Basketball Game/12 Mo	0.69	1.00	0.92	1.00
Participated in Canoeing or Kayaking/12 Mo	0.63	0.94	0.90	1.00
Participated in Golf/12 Mo	0.62	0.96	0.91	1.00
Total Categories Count				81
Targeted Results Count				27