



redbank.org 732.842.4244

Escape to Red Bank

Nestled in a cozy nook just minutes from the Jersey Shore is a place that Smithsonian Magazine chose as one of the best small towns in America. Each day our sidewalks come alive and offer visitors and residents an experience that is as unique as our town itself. *The only thing missing is your business. We invite you to change your scenery—and ours. We have . . .*

Cool Neighbors

When you move your business to Red Bank, you'll be in great company. Your neighbors will be icons like *Tiffany & Company*, TV celebs like *Carlo's Bakery*, underground legends like *Jay and Silent Bob's Secret Stash*, city chic like *Coco Pari* and *Garmany*, and other stalwarts like *Urban Outfitters*, *Alex and Ani*, *Restoration Hardware* and *West Elm* (coming soon). This landscape is peppered with unique boutiques catering to foodies, fashionistas, and culture consumers. You'll rub elbows with arts institutions like the *Count Basie*

Theatre, the *Two River Theater*, numerous galleries and studios that bring thousands of people into town each year. And because Red Bank is a regional hub for the finance and business (*Merrill Lynch*, *Morgan Stanley*, *Charles Schwab*, *Newport Capital Group*, and numerous other financial managers, banks, CPA and law firms), there is a built-in customer base for dining, retail, and service-based businesses.

Good Vibes

Spring, summer, and fall, the Red Bank draws people downtown with *al fresco dining*, strategically placed *street musicians* and entertainers, colorful pole banners and lovingly tended *floral displays*. In

winter, Red Bank becomes a *holiday village* with sumptuous decorations and lights, carolers and musicians, horse drawn carriage rides, many opportunities to interact with Santa, 12 Days of Christmas scavenger hunt and *free parking* during prime shopping weeks.



Vibrant Community

Red Bank is a highly successful Special Improvement District managed by a 501(c)(3) called *Red Bank RiverCenter*. The business community works with RiverCenter staff to make Red Bank the people's choice to shop, dine, work and play. They collaborate to keep Red Bank business friendly and to attract more customers from more

places through special events, visual improvement projects, promotions, marketing and advertising. In February, *Restaurant Week* brings hundreds of diners into town; in March, the award-winning *Red Bank Wedding Walk* showcases the town's wedding related vendors and venues and, most important, books business; in April the *International Flavor Festival* brings 10,000 people downtown to enjoy hot bands and food from Red Bank restaurants; in June through October, the *Red Bank Food and Wine Walk* sells out every month; in July people come from far and wide for the annual *Sidewalk Sale* (60 years and counting); and in September, more than 15,000 people flock to Red Bank for the famed *Guinness Oyster Festival*.

Great Numbers

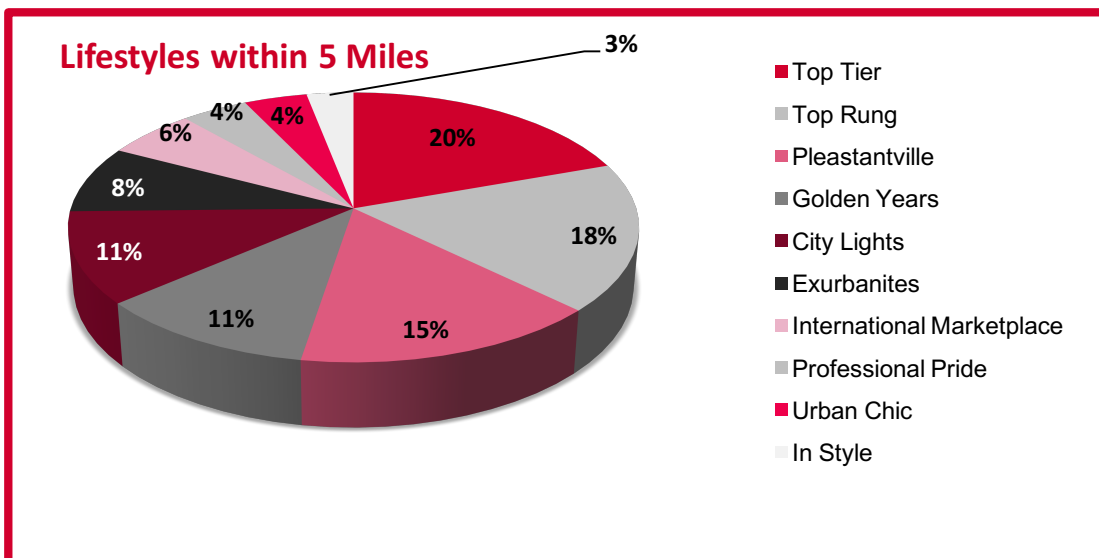
Red Bank's demographics compiled by JGSC Group tell a story that business owners love to hear—Red Bank is surrounded by people with the means, need, and desire to make Red Bank the bustling hub it is today.

ANNUAL RETAIL DEMAND				
Industry Sector	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius
Food & Drink	18,787,639	106,958,565	255,956,410	594,870,900
Total Retail Trade	163,486,316	933,231,484	2,237,799,760	5,212,015,920
Total Retail & Food & Drink	182,273,955	1,040,190,049	2,493,756,169	10,662,308,081

MARKET INDICATORS	PROXIMITY TO RED BANK			
	1 Mile	3 Miles	5 Miles	10 Miles
Population (2010)	13,355	54,658	134,760	353,897
Households (2010)	5,458	20,597	51,075	134,440
Area (Square Miles)	9.9	28.3	78.5	314
Population/Square Mile	1,354	1,934	1,717	1,127
Households/Square Mile	553	729	651	428
Population by Race				
White	69%	84%	85%	79%
Black	10%	6%	6%	10%
American Indian	1%	0%	0%	0%
Asian	2%	3%	3%	5%
Pacific Islander	0%	0%	0%	0%
Some Other Race	16%	5%	4%	4%
Two or more races	3%	2%	2%	2%
Total Hispanic Population	30%	13%	11%	12%
Population by Sex				
Male	51%	49%	49%	48%
Female	49%	51%	51%	52%
Population by Age				
Median Age (Total Population)	36.5	42.2	42.4	41.0
Ages 0 – 4	7.0%	5.7%	5.4%	5.4%
Ages 5 – 9	5.8%	6.4%	6.9%	6.6%
Ages 10 – 14	5.0%	7.6%	7.3%	6.8%
Ages 15 – 24	11.0%	11.4%	11.8%	12.5%
Ages 25 – 34	18.0%	9.9%	10.3%	11.2%
Ages 35 – 44	15.8%	12.5%	12.2%	12.2%
Ages 45 – 54	12.7%	15.9%	16.2%	15.8%
Ages 55 – 64	10.8%	13.9%	14.4%	14.1%
Ages 65 – 74	6.7%	8.7%	8.9%	8.7%
Ages 75 - 84	3.8%	4.7%	4.5%	4.8%
Ages 85+	2.8%	2.9%	2.4%	2.6%

MARKET INDICATORS	PROXIMITY TO RED BANK			
	1 Mile	3 Miles	5 Miles	10 Miles
Households by Annual Income				
Less than \$15,000	8.1%	5.4%	6.7%	9.0%
\$15,000 - \$24,999	7.2%	5.4%	5.3%	6.5%
\$25,000 - \$34,999	10.4%	8.9%	7.2%	8.0%
\$35,000 - \$49,999	15.5%	9.3%	10.1%	10.7%
\$50,000 - \$74,999	13.3%	11.5%	12.5%	13.8%
\$75,000 - \$99,999	13.0%	11.7%	11.3%	11.1%
\$100,000 - \$149,999	16.0%	19.3%	19.2%	18.7%
\$150,000 - \$199,999	8.5%	12.3%	11.8%	9.9%
\$200,000+	8.0%	17.3%	16.0%	12.4%
Median Household Income	\$64,537	\$96,836	\$92,079	\$78,729
Average Household Income	\$91,405	\$128,022	\$123,527%	\$108,845
Households by Type				
All households with children	27%	34%	34%	34%
Multigenerational households	3%	3%	3%	4%
Average household size	2.42	2.63	2.672	2.60

AVERAGE DAILY TRAFFIC VOLUME		
Front Street	Broad Street	Maple Avenue (Rt. 35)
30,000 Vehicles	13,400 Vehicles	17,500 Vehicles



Lifestyle Tapestry Segmentation Characteristics (See ESRI.com for more info)

Top Tier – 20%: The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses. Median age is 46.2.

Top Rung – 18%: Mature, married, highly educated, and wealthy. The median age is 45 years; one third of the residents are in their peak earning years of 45 – 64. More than 77% of these households are married couples; half of them have children. This is a low-diversity, monochromatic market. This wealthiest of consumer markets represents less than 1 percent of US households. The median household income of \$173,172 is more than 3.5 times that of the U.S. median.

Pleasantville – 15%: Prosperous domesticity distinguishes the settled lives in these neighborhoods. Families, especially middle-aged married couples, characterize these neighborhoods. The average family size is 3.3; nearly 40% of the households include children; 13% have adult children. The median age of 40.8 years is slightly older than the U.S. median of 37.3 years. These residents have a median household income of \$74,355. Employed residents work in a variety of occupations in diverse industry sectors, similar to the U.S. distributions. Approximately one in five households receives retirement income, a ratio that is expected to increase.

Golden Years – 11%: Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. The median age is 51 and 20% have graduate or professional degrees, 26% have bachelor's degrees, and 26% have some college credits.

City Lights – 11%: This segment comprises diverse neighborhoods situated primarily in the Northeast. This dense urban market is a mixture of housing, household types, and cultures that all share the same city space. Households include families and singles. With a median age of 38.5 years, the population is slightly older than that of the U.S. Compared to the U.S. population overall, there are fewer children and slightly more people aged 75 or older. The ethnic or racial diversity is slightly higher than the U.S. level, with higher ratios of Asian, Hispanic, and multiracial populations. These residents earn a good living working in white collar and service occupations.

Exurbanites – 8%: Exurbanites are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. With a media age of 49.6, Exurbanites are college educated; more than half have a bachelor's degree or higher; almost 80% have some college education.

International Marketplace – 6%: Located primarily in cities in "gateway" states on both U.S. coasts, these neighborhoods are developing urban markets with a rich blend of cultures and household types. The population is young, with a median age of only 32 years. Approximately 70% of the households are families; 44% are married couples with children and single parents. The average family size is 3.7. This is the second most diverse of the lifestyle segments. More than half of the total population is Hispanic; 11.6% is Asian, and 7% is of two or more races. A high proportion of immigrants, including recent arrivals, live in these neighborhoods.

Professional Pride 4%: Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. With a median age of 40.5, they are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.

Urban Chic – 4%: These professionals live a sophisticated, exclusive lifestyle. More than half of these households are married-couple families. Fewer than half have children. Unlike the United States overall, there is a smaller proportion of single parents and a higher proportion of singles and shared households. The median age is 43 years. A median household income of \$91,298 enables residents of these neighborhoods to live in style. More than half of residents aged 25 years and older hold a bachelor's or graduate degree; 80% have attended college.

In Style – 3%: Live in the suburbs but prefer the city lifestyle. Professional couples predominate. Married-couple families represent 54% of households. More than two thirds of all households are without children and this count is increasing. The population is slightly older, with a median age of 40.8 years. There is little diversity in these neighborhoods. They are prosperous, with a median household income of \$67,502. Wages and salaries provide income for 84% of the households; 47% also receive some form of investment income.