



ASSESSING DOWNTOWN CANTON

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Assessing Downtown Canton

Prepared for

Canton Main Street
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Produced by



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Executive Summary

This report represents a collaborative effort between Canton Main Street, University of Illinois at Urbana-Champaign and University of Illinois Extension. The assessment was conducted in the summer of 2014 to provide technical assistance for revitalization efforts in Canton, Illinois. The aim of this analysis is to guide downtown economic development initiatives.

In parts 1 and 2, we show that while Canton is the largest city and major employer in Fulton County, it also faces many challenges in expanding its downtown retail base. Canton, like so many rustbelt communities, struggles due to population decline and an aging population. There are limited opportunities to further recruit retail in Downtown Canton as the existing market is close to saturation given the population in the trade area. To create more retail, Canton needs more local and nonlocal consumers to support existing and future commercial development in downtown. Consequently, it is imperative for Canton to think beyond the possibilities of retail based downtown economic development.

In part 3, we draw from a broader framework of resiliency to assess how Canton's downtown can leverage its unique potential and benefit from national trends that favor small city downtowns. These trends are: i) demographic shifts favoring downtown living, such as the retirement preferences of empty nesters and baby boomers, and the growth of non-traditional families; ii) settlement preferences of recent immigrants to small and medium size cities; iii) the rise of heritage and cultural tourism; and iv) the comparative cost advantages that small city downtowns provide for civic and cultural activity location. Canton should expand its focus from retail and work toward a strategic downtown revitalization strategy involving retail development; downtown living; immigration and diversity; civic and cultural amenities; heritage, cultural and recreational tourism; downtown design; leadership and partnerships. Canton is already performing advantageously on most of the resiliency variables; however, it needs to continue existing efforts and explore the possibilities of improving the resiliency of Downtown Canton through these variables.

Parts 1 and 2 conclude by identifying the need for more local or non-local customers to support future downtown business recruitment efforts.

Canton's trade area covers more than 28,000 residents from small towns and villages surrounding Canton. These surrounding communities have relatively less retail activity and largely depend on Canton for convenience and destination shopping. The strong retail gravitational potential of Downtown Canton is also reflected by the fact that Downtown Canton has more retail businesses in comparison to the average of its peer cities and state average. Downtown Canton thus becomes the center of retail in the trade area as many visitors are also visiting Canton for different downtown events and nearby recreational opportunities identified in the consumer survey. Business owner interviews elicited that the downtown business climate is improving along with better involvement and collaboration in downtown events.

The existing retail meets much of the consumer demand in the trade area. This was reflected in the trade area retail gap

analysis which shows a low leakage/surplus factor for both retail trade and food and drink places. There are certain business subcategories where trade area has a significant leakage. Along with this, the consumer survey also identifies several opportunities for expansion in retail, restaurants and businesses.

Population forecasts suggest continued decline for Canton and the region. This means limited spending potential of Canton's trade area households in comparison to the national average. The existing business mix in the trade area is almost enough to support the existing consumer base, thus offering limited opportunity for further business expansion and recruitment. Canton needs new strategies focusing on attracting population, whether local or tourists, to support current and future retail businesses.

As identified in part 2 – Downtown Canton market analysis, more consumers are required to support future retail businesses in Downtown Canton; part 3 succinctly presents the current condition and recommendations for future actions for each resiliency variable.

Retail Development

Retail businesses are still concentrated within the 0.5 mile radius of Downtown Canton. Canton needs to continue practicing business expansion and recruitment along with trying additional strategies to enlarge the downtown consumer base.

Downtown Living

Downtown Canton already has more than 3,000 residents. Before focusing on the second story development in downtown, Canton should prioritize surrounding neighborhoods because downtown is losing population in surrounding neighborhoods.

Immigration and Diversity

There is a very small but growing immigrant population in Canton. Creating an immigrant friendly business district will require getting immigrant entrepreneurs to engage and participate in downtown activities.

Civic and Cultural Amenities

Downtown Canton has many civic and cultural amenities; it needs to expand them to include more diverse populations, such as different age groups, family types and interest

groups. Specifically, Canton could renovate the existing movie theater to make downtown a destination.

Heritage, Cultural and Recreational Tourism

Canton has several historically significant sites, nearby recreational opportunities, and hosts many downtown events. It needs to link local attractions and regional tourism initiatives to expand the non-local consumer base.

Downtown Design

Downtown Canton is attractive, walkable and safe. It can be further improved by enhancing crosswalks and adding more street furniture, landscaping, bike lanes, bike racks and ADA (Americans with Disabilities Act) accessible elements.

Leadership and Partnerships

Canton has existing partnerships with local and regional organizations, and has engaged and committed leaders who want a revived downtown. However, it is vital to create further partnerships with other people such as local entrepreneurs as well as try to engage young residents and leaders from diverse populations.

Introduction

This assessment is an outcome of a multiyear initiative between Illinois Main Street, Department of Urban and Regional Planning at the University of Illinois at Urbana-Champaign (UIUC) and University of Illinois Extension. Canton, a Main Street community, was selected as a pilot case for this multiyear initiative. The aim of this partnership is to enhance community engagement in academics for reciprocal learning. To achieve this, a summer workshop course, ‘Developing Resilient Downtowns’, was designed by Prof. Stacy Harwood, Associate Professor in the Department of Urban and Regional Planning, UIUC, to engage students in the Downtown Canton assessment process. The reciprocal learning enables a hands on practical knowledge for students through engaging with the community, and the community gets cutting edge analysis and a unique perspective about local issues and recommendations from the students. The University of Illinois Extension served as a bridge connecting the Department of Urban and Regional Planning to local partners facilitating learning and meaningful engagement. The University of Illinois Extension helped to establish connections with local leaders and community members from Canton, and two other nearby Main Street communities (Lincoln and Pekin) to learn from their planning efforts.



Figure 1: Walking tour of Downtown Canton

Assessment Approach

The assessment has three parts. The first part analyses the issues and challenges Canton faces by looking into some key demographics. The second part conducts a downtown market analysis to gauge the possibilities of revitalization based on a retail focus. Manish Singh, a graduate student from the Department of Urban and Regional Planning, was hired to conduct the Downtown Canton market analysis. The market analysis uses a retail assessment framework developed by University of Minnesota Extension, Ohio State University Extension, and University of Wisconsin-Extension. The market analysis draws upon quantitative and qualitative approaches to identify retail expansion and recruitment opportunities for Downtown Canton.

The third part of this study explores the possibilities of revitalizing Downtown Canton by looking at factors that influence the retail market. This part was the focus of the summer workshop course where students focused on a number of

variables responsible for making a downtown more resilient. The assessment for resiliency followed a framework introduced by Michael Burayidi in his book *Resilient Downtowns – A New Approach to Revitalizing Small- and Medium-City Downtowns*.¹ This includes exploring the possibilities of improvements in retail development, downtown living, immigration, heritage and cultural tourism, civic and cultural amenities, downtown design, and leadership and partnerships.

This study intends to let different stakeholders and authorities know where Downtown Canton stands, what opportunities and challenges exist toward revitalization, what we can learn from other communities and what steps the community may take to achieve a more resilient downtown. The recommendations provided in this report are general and do not detail specific future actions and strategies; moreover, the purpose is to guide the community by giving them multiple facets to focus on for revitalizing Downtown Canton.

Key Demographics for Canton

Canton is the largest city and the economic center of Fulton County. Canton was founded in 1825 and is located within the Spoon River Valley of Western Illinois, almost 30 miles south of the greater Peoria metropolitan area. Maintaining its small town charm, Canton is known for strong school, park and healthcare systems.² Canton is surrounded by many small towns and rural communities with populations ranging from hundreds to thousands (Table 1).

The interstate nearest to Canton is I-74, and connects Peoria to Galesburg. Canton is also accessible by State Roads Illinois 9 (west and east) and by Illinois 78 (north and south). The Illinois River flows along State Highway 24 on the east side of Canton (see map in Appendix 1).

Population Decline and Aging Population

Canton's population is both aging and declining in absolute numbers. Table 2 shows that the population of Canton has decreased 3.9% from 2000 to 2012. This is analogous with the decrease in population in Fulton County over the same period. However, if we consider Canton in a larger regional context, the population figures show an increase. For example, the population in the commute region (Fulton, Peoria, Tazewell and McDonough Counties) has slightly increased and the Peoria-Canton CSA (combined statistical area used by the census includes Marshall, Peoria, Stark, Tazewell, Woodford and Fulton counties) has experienced growth of 10.7% in population during 2000 to 2012.

Table 1: Population of Nearby Towns and Drive Times from Canton, IL

Name of Town	Population ^A (2012)	Drive Time ^B (mins)
Lewistown	2,296	21
Farmington	2,279	14
Cuba	1,509	15
Yates City	887	25
Fairview	493	15
London Mills	342	30
St. David	432	12
Smithfield	301	23
Mapleton	285	28
Goofy Ridge	266	47
Norris	260	9
Bryant	186	14
Banner	164	11
Ellisville	119	28

Source: US Census Bureau, Google Maps

Notes: ^APopulation based on ACS 2008-2012 estimates, ^BDrive times calculated from Jones Park, Canton, IL

Table 2: Population Trends (1970-2012)

Place	Population			Percentage Change (2000-2012)
	1970	2000	2012 ^A	
Canton	14,217	15,288	14,699	-3.9%
Fulton County	41,809	38,250	36,989	-3.3%
Commute Region ^B	392,510	383,081	391,157	2.1%
Peoria-Canton CSA	404,681	405,149	448,443	10.7%
Illinois	11,113,976	12,419,293	12,823,860	3.3%

Source: US Census Bureau

Notes: ^APopulation based on ACS 2008-2012 estimates, ^BCommute Region includes Fulton, Peoria, Tazewell and McDonough Counties

The aging population of Canton is also notable when the population change during 2000 and 2012 is presented as per age groups (Table 3). Canton has maximum growth in age cohorts of 50-54 years, 55-59 years and 60-64 years, which is

18.4%, 26.1% and 29.0% respectively. This aging population shows that people are getting older but the number of families with children is not increasing. However, this may also mean that the young retirees are coming back to town (see

Population of Canton has decreased 3.9% from 2000 to 2012. Canton has maximum growth in age cohorts of 50-54 years, 55-59 years and 60-64 years which is 18.4%, 26.1% and 29.0% respectively.

population pyramids for Canton and Commute Region in Appendix 2). These signs of young retirees moving back to Canton is not enough to make up for the population losses.

Canton’s Commute Region and Commute Patterns

Canton’s commute region is Fulton, Peoria, Tazewell and McDonough Counties, based on historical county to county commute flow data. The employment opportunities and amenities in Fulton County can be assessed by analyzing journey to work commute data (see commute region map in Appendix 3). County to county commuting flow data provides information about where people live and where people work. This county-level analysis provides valuable information because Canton is the largest community in Fulton County.

Figure 2 shows where Fulton County residents work and where Fulton County workers live. Specifically, only 58.6% of the residents of Fulton County work in Fulton County and the remaining share of Fulton County residents commute to neighboring counties such as Peoria, Tazewell and McDonough. After Fulton County, Peoria County provides work for 17.4% of Fulton County residents. In contrast, 85.9% of Fulton County employees come from Fulton County itself. However, a few commute to work in Fulton County from neighboring counties such as Peoria. In oth-

er words, few people commute into the county for employment.

This commute pattern analysis suggests that Fulton County is a bedroom community because more Fulton residents are commuting out of the county for work than people commuting into the county for work.

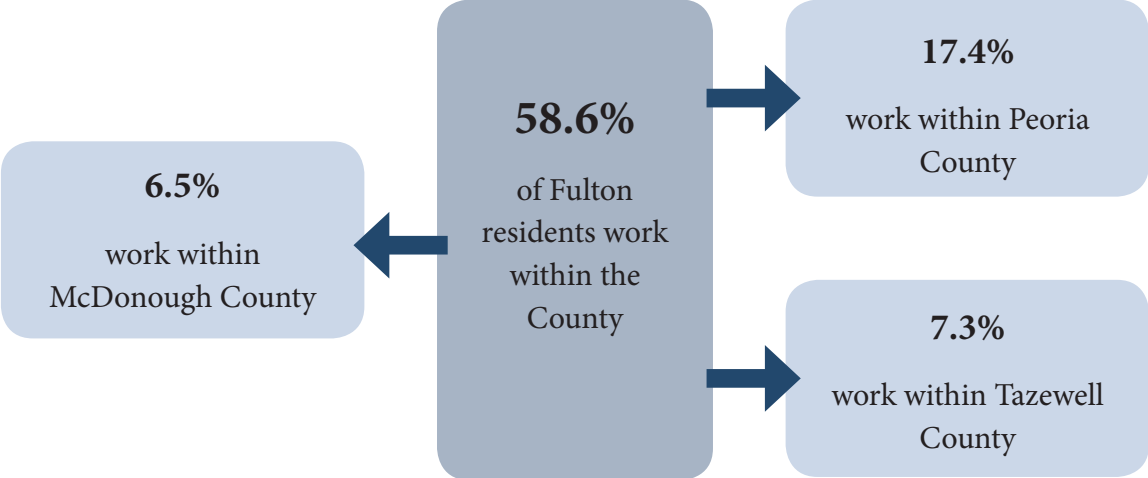
Table 3: Canton’s Population Change as per Age Group

Age Group	Percentage Change (2000-2012 ^A)
Under 5 years	-19.8%
5 to 9 years	8.3%
10 to 14 years	-18.4%
15 to 19 years	7.5%
20 to 24 years	13.0%
25 to 29 years	-11.7%
30 to 34 years	-3.0%
35 to 39 years	-29.8%
40 to 44 years	-3.6%
45 to 49 years	-2.9%
50 to 54 years	18.4%
55 to 59 years	26.1%
60 to 64 years	29.0%
65 to 69 years	-9.7%
70 to 74 years	-36.4%
75 to 79 years	4.9%
80 to 84 years	2.5%
85+ years	-29.6%
Total	-3.9%

Source: US Census Bureau

Notes: ^A2012Population based on ACS 2008-2012 estimates

Where do residents of Fulton County Work?



Where do people working in Fulton County live?

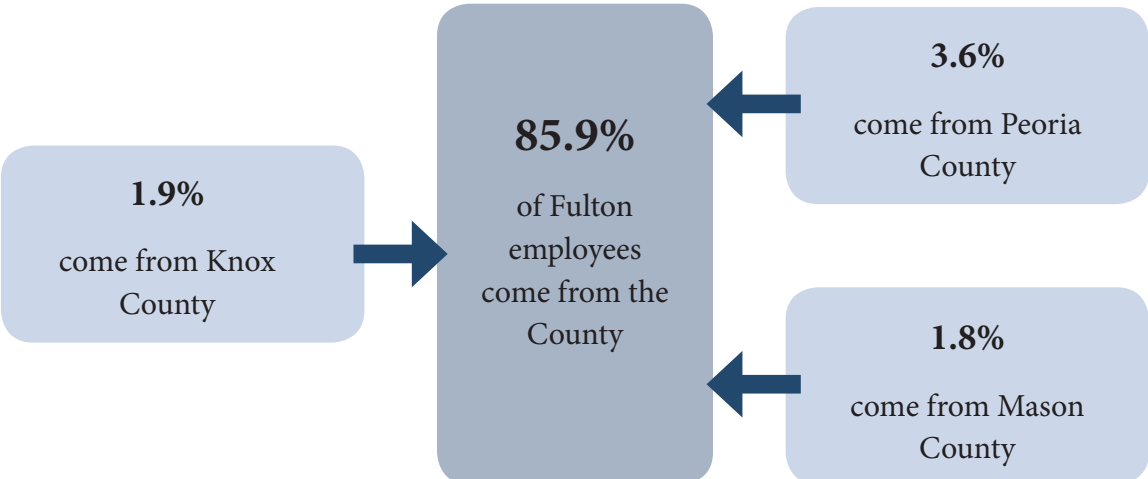


Figure 2: County to County Commute Trends
Source: US Census, 2006-2010 5 year ACS county to county commuting flow data

Downtown Canton Market Analysis

The economic restructuring due to suburban development in the past 50 years had a great impact on small cities. The retail activity relocated to city fringes. Downtowns continue to suffer economic hardship brought on by fierce retail competition from big box stores, large discount stores, and regional shopping centers. Many small city downtowns face high vacancy rates and a poor mix of retail tenants. In contrast, the suburban malls and big box stores follow a highly organized system and logistics, a trait that is not often naturally available to downtowns in small cities.³

It is important for downtowns to capitalize on their special strengths and uniqueness to compete with other business districts. However, it is also critically important for downtowns to systematically recognize the business opportunities to better cater to the consumer base. A downtown market analysis is hence conducted to let the authorities and stakeholders know about possible business expansion, retention and recruitment opportunities in Downtown Canton.⁴

The downtown market analysis is comprised of various approaches, including

While this market analysis provides information about potential retail opportunities, it does not guarantee success of a new establishment since success depends on more than identifying the opportunity.

identifying the market, understanding perspectives of stakeholders, and finding business niches (see Figure 3). The Downtown Canton market analysis starts by delineating the geographical trade area that the downtown has the potential to cover. It looks into the demographics of the trade area to understand the existing resident market, especially their choices and spending behavior. Along with the lifestyle characteristics and spending potential, it strives to understand the retail gap on a larger scale. The analysis calculates the retail demand and supply for the whole trade area to identify the retail leakage from the region.

On a different scale from trade area gap analysis, it compares the Downtown Canton business mix to cities with similar demographic characteristics to understand the competitive standing of Canton and opportunities for new businesses in downtown. Along with these quantitative methods, it also uses a qualitative approach to complement the information. It draws from a comprehensive consumer survey to trace the shopping behaviors and choices of potential consumers. The analysis presents the findings from business owner interviews to understand their perspectives about the market.

The Downtown Canton market analysis intends to provide an assessment of retail businesses and opportunities to expand in the future. This helps the downtown to compete with local and regional retail competition by identifying retail business

niches. While this market analysis provides information about potential retail opportunities, it does not guarantee success of a new establishment, since success depends on more than identifying the opportunity.

Figure 3: Market Analysis Components

-  **Canton's Trade Area**
-  **Lifestyle Characteristics and Spending Potential**
-  **Trade Area Retail Gap Analysis**
-  **Downtown Business Mix Comparison with Peer Cities**
-  **Consumer Perspective**
-  **Downtown Business Climate**

Canton's Trade Area

A trade area for any business district is the geographical extent from where the community gets most of its customers. Knowing the limits of the trade area is important because it identifies the customers and retail activity for the downtown. Two types of shopping activities usually take place in any business district, one is convenience shopping for products of daily use, and the second is destination shopping for specific products for which people are willing to drive. Canton accommodates both types of shopping activities, as it is surrounded by many small towns with relatively little retail.

Defining a trade area for Downtown Canton is critical to investigate the customers and retail business opportunities. Canton's trade area is defined considering equal competition from other communities, drive times (max. 20 minutes) and natural barriers (rivers). This includes both convenience and destination shopping; however, this does not represent the tourists visiting Downtown Canton, including the tourists that are drawn to Canton by the Illinois River Road and specific events.

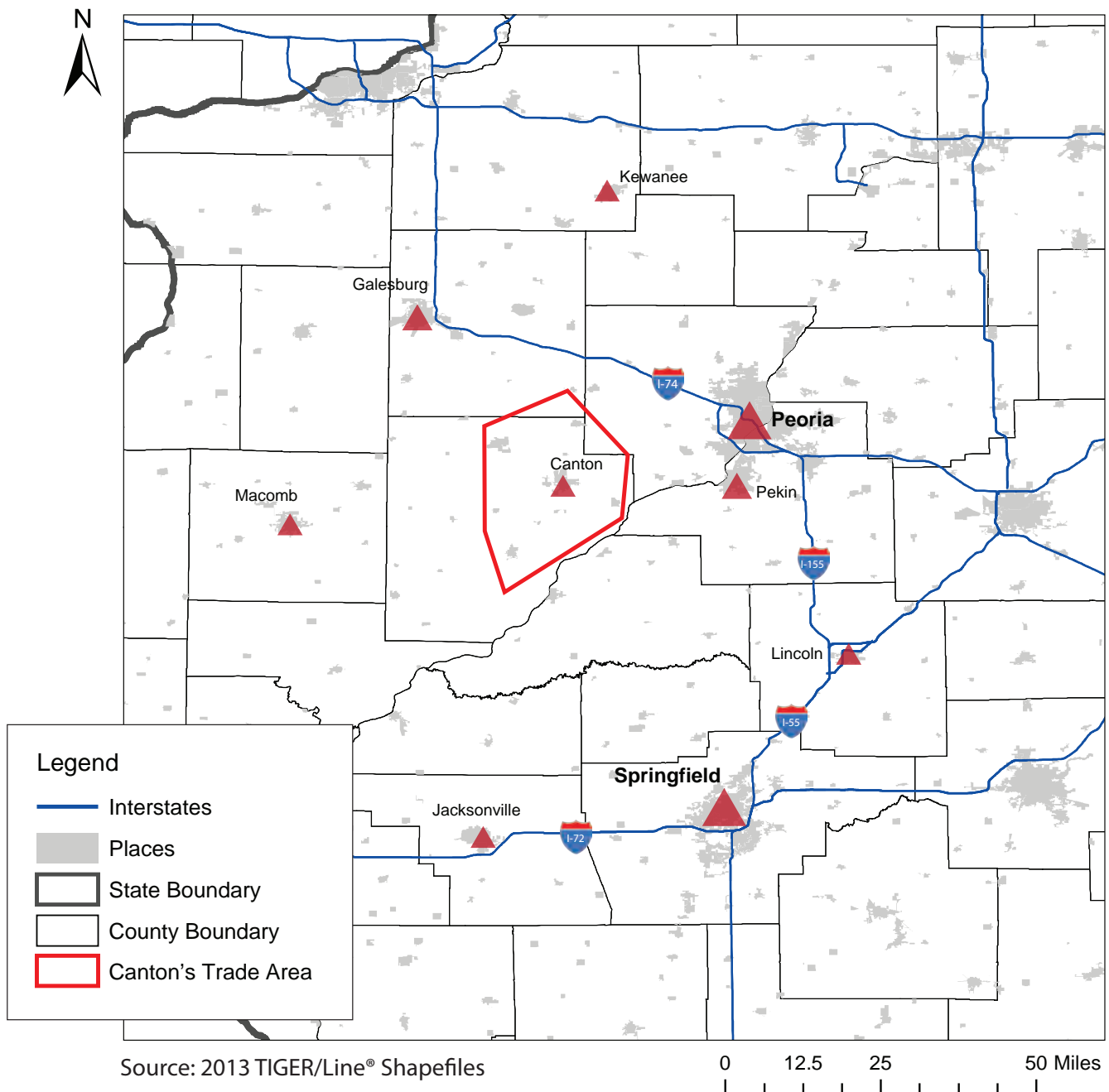
Canton's trade area is demarcated in the map in the red line (Map 1). This includes Norris, Farmington, Fairview, Cuba, St. David, Bryant, Lewistown, and Banner. Canton's trade area covers 325.7 square miles and accommodates 28,622 residents (2013). This population figure is not projected to grow in next five years. The median household

income for Canton’s trade area in 2013 is \$42,617, and is expected to grow by 2.89% annually, and to \$49,151 in 2018.⁵

Canton’s trade area reflects the potential convenience and destination drawing power of the downtown. However, it does not reflect the exact trade areas of individual businesses. Further-

more, the trade area reflects future potential, not simply what is captured today. The boundaries of this trade area are fluid. Specifically, customers within this trade area will travel to other shopping destinations, while customers from outside the trade area may shop at Downtown Canton’s businesses.

Map 1: Canton’s Trade Area



Lifestyle Characteristics and Spending Potential

Lifestyle Characteristics

Demographic and lifestyle segmentation data is crucial to quantitatively understand what the residents are most likely to buy.

One lifestyle segmentation system is Tapestry™, by ESRI Business Information Solutions. Consumers are classified into 65 demographic and behaviorally distinct segments. The lifestyle segmentation data provides information about the demographics, socioeconomic status and consumer behavior of the trade area residents. The segments are based on type of neighborhood (urban, suburban, rural); the resident's socioeconomic status (age, income, occupation, type and value of residence); and buying behaviors.⁶ Tapestry Segmentation can help identify the best markets, find the most profitable consumer types, tailor marketing messages, and define product and service preferences.

More than half of Canton's trade area is made up of three lifestyle groups: heartland communities, rustbelt retirees and rustbelt traditions.

Heartland Communities (29.1%)

These are people with a median age of 42.8 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Nearly half are aged 55 years or older. They have minimum diversity and the population is predominantly white.

The median household income is \$35,160 and almost 40% receive Social Security Benefits. Their houses are old. More than half of the housing units were built before 1960. More than three-fourths of the housing is single family dwelling.

Heartland Community residents invest time and money in their cherished homes and communities. They take pride in their gardening skills and riding lawn mower. Residents tackle home improvement and like distinctly country lifestyle. They hunt and fish. They participate in religious groups and local politics.

Rustbelt Retirees (13.1%)

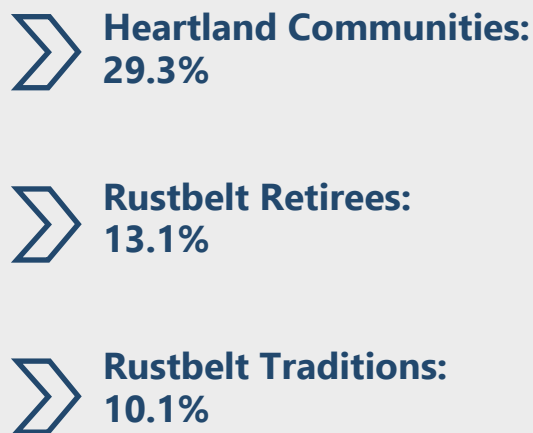
Most of the households in this segmentation are married couples with no children or singles who live alone. The median age is 45.6 and 17% are veterans. This segmentation is not ethnically diverse. Many still work. Most households derive income from wages; however, 45% of households earn income from interest, dividends and rental properties. The median household income is \$52,216.

These hardworking folks are settled; many have lived in the same house for years. They participate in public activities and fundraising and visit elected officials. They take pride in their homes and gardens. They buy home furnishings and work on remodeling projects to update their houses. They watch their pennies and shop for bargains. They eat out at family restaurants.

Rustbelt Traditions (10.1%)

This segmentation has primarily a mix of married couple families, single parents and singles that live alone. The median age is 36.7 and there is little diversity in these communities. The median household income is \$51,378. Half of the employed residents work in white collar jobs. They live in old

Figure 4: Lifestyle Segmentations



houses. Nearly two-thirds of the housing was built before 1960.

These residents stick close to home; for years, they have lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They will spend money on their families, yard maintenance and home improvements. They hire contractors for special projects. They might carry a personal loan. They are frugal and shop for bargains. They go bowling, fishing, hunting and attend car races.

Spending Potential Index

Spending is influenced by demographic, economic and geographic factors. Demographic and lifestyle characteristics of Canton's trade area help describe the type of consumers residing in these areas, and their likely purchasing preferences and behaviors. As lifestyle data reflected that the residents of this trade area are older and prefer a country life style, similar characteristics are visible when the Spending Potential Index (SPI) for Canton's trade area is analyzed.

Spending Potential Index represents the amount spent on different products and services relative to the national average of 100. For example, if SPI is more than 100 for a product, you have more demand for that product in your trade area compared to the national average. If it is less than 100, you have less demand for that product compared to the national average. Table 4 lists the Spending Potential Index for Canton’s trade area households for selected retail goods and services.

In the case of Canton, we have maximum SPI for pets, health care and lawn and garden. However, corresponding to the lifestyle data we have minimum SPI for child care, apparel and services and investments. Consumer spending potential in the trade area is lower than the U.S. average in all categories. A low spending potential index shows that current customers have less capacity to support a variety of retail businesses in comparison

to the national average. This also shows that the overall demand for retail goods and services is lower than the national average.

The demographic data for Canton’s trade area shows that the natural population is not forecasted to grow in next five years and the demographics of the trade area are not significantly deviating from the state’s demographic trends. The lifestyle segmentation data shows that the population in Canton’s trade area is aging with interest in country style living. The spending potential index for Canton’s trade area households also complements the lifestyle segmentation data by showing an overall low demand for different retail goods and services. The current consumer base in Canton’s trade area has limited capacity to support future retail development, as the population is not expected to grow and current residents have limited spending capacity.

Table 4: Spending Potential Index (SPI) for Canton’s Trade Area Households

Retail Goods and Services	Spending Potential Index (SPI) ^A
Pets	110
Health Care (Drugs)	98
Lawn and Garden	94
Food at Home	84
Entertainment and Recreation	83
Reading	81
Toys and Games	80
Computers and Accessories	79
Furniture	79
Food away from Home	76
Sports/Recreation/Exercise Equipment	74
Child Care	67
Apparel and Services	49
Investments	40

Source: 2013 Demographic Estimates by ESRI

Notes: ^ASPI is calculated using Consumer expenditure survey available at Bureau of labor statistics and through a conditional probability model

Trade Area Retail Gap Analysis

This section brings together the quantitative data to assess business retention, expansion and recruitment opportunities in Canton's trade area. Although this section explores the market demand and supply in the entire trade area, the information from this section is essential as the business recruitment and expansion opportunities in Downtown Canton can be analyzed by understanding the demand and supply of retail activity in the whole trade area. This assessment focuses on selected retail, service business, and restaurant categories and calculates retail gap, business gap and leakage/surplus factors for these selected categories.

In the case of Canton's trade area, different retail establishments, food and drink places and services are categorized using NAICS codes (North American Industry Classification System).⁷ Table 5 represents aggregate supply and demand for retail trade, food and drink. It also represents the aggregate retail gap and leakage/surplus factors for retail trade and food and drink categories.

Table 5: Leakage/Surplus Factor for Canton’s Trade Area

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
Retail Trade	44-45	\$238,322,479	\$197,081,689	\$41,240,790	9.5
Food and Drink	722	\$23,295,575	\$20,922,982	\$2,372,593	5.4

Source: 2013 Retail Market Place Profile by ESRI

The leakage/surplus factor, presents a snapshot of retail opportunity, a measure of the relation between demand and supply. It ranges from +100 to -100, where +100 means complete leakage and -100 means complete surplus. A positive value indicates that trade area customers are shopping outside trade area whereas a negative value represents that customers are drawn from outside the trade area.

The leakage/surplus factor for Canton’s trade area is 9.5 for retail trade and 5.4 for food and drink. These values suggest some leakage, but not significant amounts. This analysis shows the lim-

ited opportunity to expand the retail trade and food and drink places in Canton’s trade area. The market is close to saturation as the current retail businesses in Canton’s trade area are almost providing a full supply to satiate the demand of the current consumer base.

The leakage/surplus factor for Canton’s trade area is 9.5 for retail trade and 5.4 for food and drink. These values suggest some leakage, but not significant amounts.

Figure 5: Major Retail/Service Subcategories with Leakage from Trade Area



The low positive leakage/surplus factor signifies that the retail market is close to saturation and there is limited opportunity for expansion with the current consumer base.

While the leakage is small, it is worth exploring. Appendix 4 lists the business demand, business supply and business gap for selected NAICS subcategories. The following are retail and service subcategories where Canton's trade area has the most leakage: Used car dealers; Home furnishing stores; Other health care (vitamin, medical equipment); Family clothing stores; Jewelry stores; Gift, novelty & souvenir stores; Photographic services; Repair and maintenance services; and Personal care services. These subcategories show a positive business gap, where retail potential is higher than the actual sales.

One has to be careful while using this data because mega-stores such as Walmart sell almost everything, but are categorized under only one NAICS category. This limitation skews this data to some extent. It is an estimate and does not guarantee the success of the new businesses, as one may have an establishment just outside the trade area that is doing exceptionally good business. It is also an estimate for the whole trade area, so a lucrative looking business may not be best suited for the downtown. However, this provides us an overview of where the business opportunities in the trade area exist.

Trade area retail gap analysis calculates the demand and supply of selected retail categories in Canton's trade area. The low positive leakage/surplus factor signifies that the retail market is close to saturation and there is limited opportunity for expansion with the current consumer base. This

indicates the need of new consumers either by attracting a new population or tourists who can support current future retail activities.

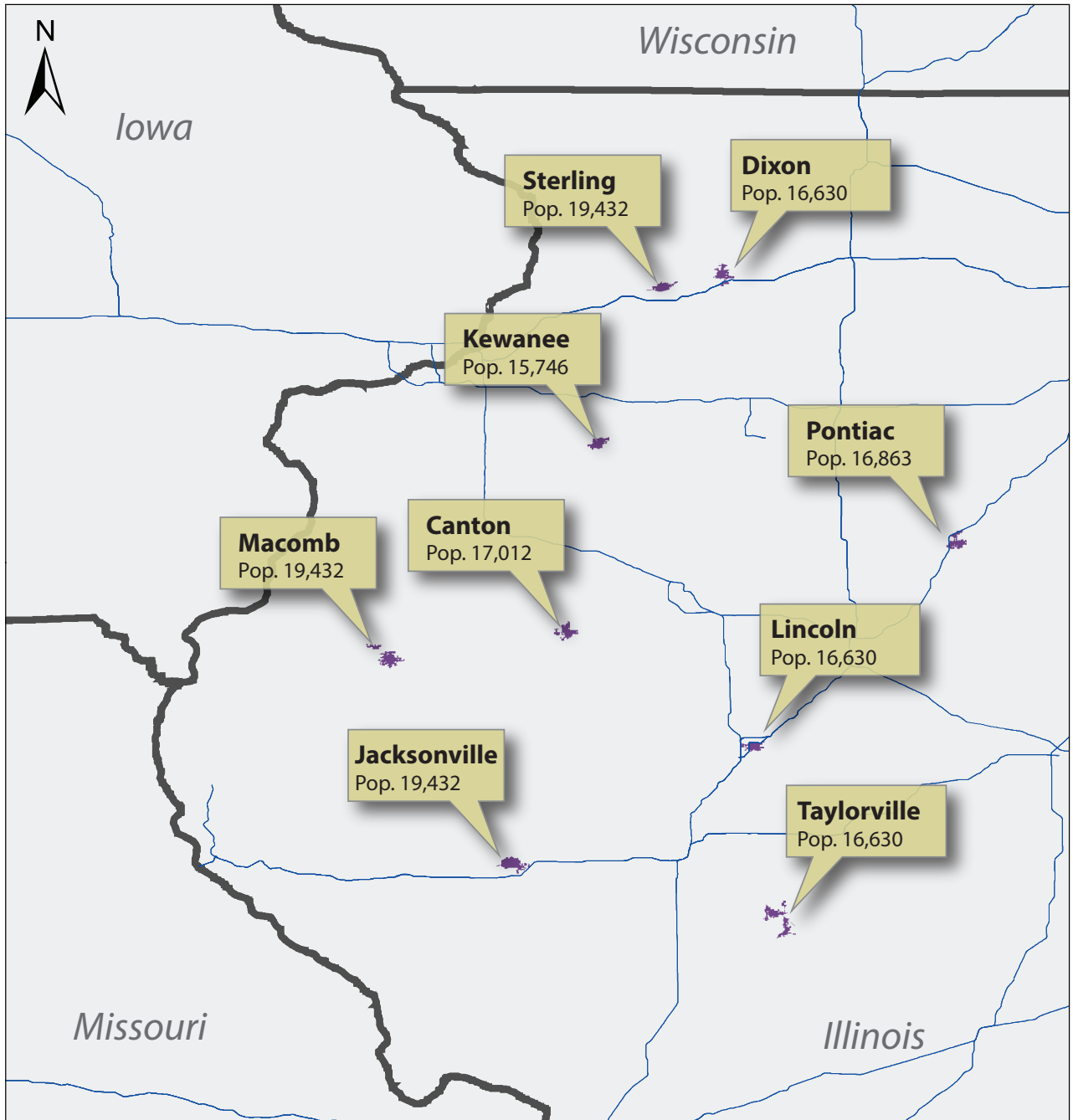
One of the criticisms of trade area retail gap analysis is that it's for the whole trade area and does not give an overview specifically for downtown. To tackle this, a downtown business mix comparison is used in the following section where the business mix of Downtown Canton is compared to downtowns of eight peer cities with similar economies and demographics. This gives an overview of what is missing in Downtown Canton specifically.

Downtown Canton Business Mix Comparison

This section compares the mix of businesses in Downtown Canton with selected peer communities that serve similar market segments. Comparisons are also made with similar size communities on a state level. Eight peer cities were selected using a rigorous criterion (see Appendix 5). These cities are Sterling, Dixon, Kewanee, Pontiac, Macomb, Lincoln, Jacksonville and Taylorville (see Map 2). All these cities are in Illinois and have comparable population, per capita income, proximity to a big city and population in a 10 mile radius. These comparisons represent an approach useful in identifying potential business opportunities for Downtown Canton.

It is important to note that Downtown Canton is considered to be everything that lies within a 0.5 mile radius from Jones Park (see map in Appendix 6). This unit of analysis is larger than the area surveyed by the Canton Main Street Economic Restructuring Committee.

Map 2: Peer Cities for Downtown Canton Business Mix Comparison



Legend

- Interstates
- Peer Cities
- State Boundary

0 20 40 80 Miles

Source: 2013 TIGER/Line® Shapefiles

Downtown Canton has more businesses in total in comparison to the peer city average and state average. However, there are certain categories where business expansion and recruitment may take place. Downtown Canton has relatively more businesses (96) compared to the average of its peer cities (84) and the state average (68). Following are certain NAICS subcategories in which Downtown Canton falls short from peer city average and state average: New car dealers; Specialty food stores; Jewelry stores; Sporting goods stores; Hobby, toy and game stores; Musical instrument stores; Book stores; Photographic services; Repair and maintenance services; and Nail salons.

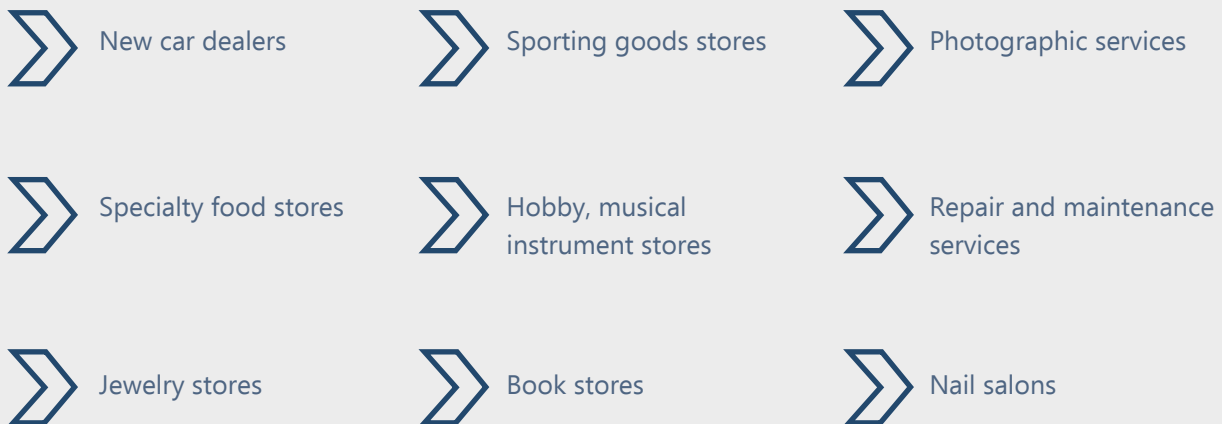
Note that sometimes a business does more than one thing but is categorized under only one NAICS category. It is an estimate and does not guarantee the success of a new business. However, it provides a good overview of the competitive retail standing of Downtown Canton in comparison to its peer cities. Some of the NAICS categories extracted in the Downtown Canton business mix comparison coincide with those identified in

Downtown Canton has relatively more businesses (96) compared to average of its peer cities (84) and the state average (68)

the trade area retail gap analysis. This shows that they are missing both from Canton's trade area and Downtown Canton.

For additional business mix comparison data see Appendix 7. This table compares the Downtown Canton business mix with the average of peer cities' downtown business mixes (peer city average) and the average of all downtown business mixes from communities with comparable population in the state (state average). The comparison is conducted for specific retail, food and drinks and service NAICS subcategories.

Figure 6: Major Retail/Service Subcategories where Downtown Canton Falls Short



Consumer Perspective

The information collected quantitatively gives a healthy start to identify business opportunities for the downtown. However, it is important to engage actual consumers to understand what they think about the downtown and how that affects the economic success of the downtown. A primary data collection strategy is important to validate and complement the information extracted from the quantitative analysis in the trade area retail gap analysis and Downtown Canton business mix comparison.

A survey was put in place for two weeks asking about consumers' attitudes toward downtown, their frequency and purpose of visiting downtown and to inquire about future business opportunities and market niches.

The survey was created in both online and offline modes. The online survey was circulated on listservs available with the city and Canton's Facebook page with the help of Canton Main Street. Flyers mentioning the link to the survey were left with many business owners to further advertise the online survey. Written surveys were circulated among different weekly club meetings with the help of Canton Main Street members. Intercept surveys were also conducted during the Art on Main event to capture maximum population.

A total of 203 respondents participated in the survey. Of those, 124 participated online and 79 participated offline. The respondents were of all age groups (Table 6). Sixty-five percent of the respon-



Figure 7: Consumer Survey during Art on Main Event

Table 6: Age Group of Survey Respondents

Age Group	Percentage ^A Respondents
Less than 18 years	1%
18 to 24 years	7%
25 to 34 years	17%
35 to 44 years	20%
45 to 54 years	16%
55 to 64 years	18%
64 years or older	20%
Total	100%

Source: Consumer Survey Responses

Notes: ^APercentages are calculated out of 196 respondents as 7 respondents skipped this question

A total of 203 respondents participated in the survey in which 124 took it online and 79 took it offline.

dents were females. Respondents were mainly residents of Canton. However, 14 percent were from other parts of the region, including Ma-comb, Farmington, Peoria, Lewistown, Cuba and London Mills.

Survey questions covered the following topics (see Appendix 8 for full survey):

- Rating for different Downtown Canton attributes such as attractiveness, cleanliness, parking, traffic, shopping hours and pedestrian friendliness.
- Reasons and frequency of visiting Downtown Canton.
- Additional retail, services, restaurants, events and activities that the residents would like to see in Downtown Canton.
- Canton’s attractions for visitors and the phrase describing Canton.
- Businesses in other downtowns that residents would support in Downtown Canton.

Findings

Rating for Downtown Canton Attributes

Table 7 summarizes the responses that rated different attributes of Downtown Canton. Downtown Canton was rated high for its attractiveness, cleanliness, friendly businesses, safety and special events. It was rated average for parking convenience, traffic flow, shopping hours, pedestrian and bike friendliness. It was rated low for variety of goods and services.

Purpose and Frequency of Visiting Downtown Canton

Table 8 summarizes the responses about the purpose and frequency of visiting Downtown Canton. Downtown Canton is getting regular foot traffic as 81% of the respondents are regularly passing through it. Downtown Canton is also getting traffic due to work, restaurants/taverns and banking as almost half of the respondents are

visiting Downtown Canton regularly for these purposes. However, Downtown Canton is getting less traffic due to shopping (non grocery), health services and other services (hair, insurance and accountant).

Downtown Canton is getting some traffic due to purposes not mentioned in the survey, as 27% of respondents are visiting Downtown Canton frequently for farmers market, special events, meeting friends and church.

Retail, Services and Restaurant Opportunities

One hundred forty-five (145) of 203 respondents answered the question about the additional retail, services and restaurants they would like to see in Downtown Canton. In Downtown Canton, there is a very high demand for shoe store, clothing stores, café, renovated movie theater, specialty restaurants and family restaurants. People have also frequently mentioned bakery, gift shop, out-

Table 7: Summary of Responses Related to Rating Downtown Canton

Downtown Attribute	Percentage of Excellent and Good Responses	Percentage of Satisfactory Responses	Percentage of Poor and Very Poor Responses
Attractiveness	74%	21%	5%
Cleanliness	76%	23%	1%
Parking Convenience	43%	42%	15%
Traffic Flow	44%	37%	19%
Shopping Hours	43%	34%	23%
Friendly Businesses	71%	25%	4%
Safety	72%	25%	3%
Variety of Goods/Services	36%	29%	35%
Special Events and Activities	58%	28%	14%
Pedestrian and Bike Friendliness	46%	38%	16%

Source: Consumer Survey Responses

Downtown Canton was rated high for its attractiveness, cleanliness, friendly businesses, safety and special events. It was rated low for variety of goods and services.

side dining, Super Walmart, sporting goods, furniture store, bicycle shop, entertainment options for kids and teens and hunting and fishing retail store.

Events and Activities Opportunity

One hundred two (102) of 203 respondents answered the question about the additional events and activities they would like to see in Downtown Canton. Many respondents commended Downtown Canton for hosting a variety of events throughout the year. However, many frequently requested more art, cultural and musical events, bands and concerts, frequent farmers market, taste of Canton, more car shows and movies in

the park. Many of them were interested in events where they can bring their kids and family. A few respondents mentioned wine/beer tasting, museum featuring history of Canton, barbeque and cook-off grill.

Canton’s Attractions

One hundred thirty-seven (137) of 203 respondents answered this question. In response to the question that what attracts visitors to Canton, respondents frequently mentioned parks and nearby recreational opportunities, special events such as Cruise-In and Art on Main and Spoon River drive. They also mentioned Canton for shopping in unique retail stores, hotel, library, school system, medical services and history of the city. Some of the unique retails mentioned by respondents that attract visitors are Black Crow, Snowman, Blessings, Perfect Bear, Sweet Shoppe, Goodwill and different craft stores. Some respondents also mentioned that it is the small town friendliness and convenience that attracts visitors to Canton.

Table 8: Frequency and Purpose of visiting Downtown Canton

Purpose	Percentage of Responses choosing Daily or Weekly	Percentage of Responses choosing Monthly	Percentage of Responses choosing Couple times in a year or Never
Work	74%	21%	5%
Shopping (non grocery)	76%	23%	1%
Restaurants/Taverns	43%	42%	15%
Post Office/Library/Govt.	44%	37%	19%
Banking	43%	34%	23%
Health Services	71%	25%	4%
Services (Hair/Insurance/Accountant)	72%	25%	3%
Passing Through	36%	29%	35%
Any Other Purpose	58%	28%	14%

Source: Consumer Survey Responses

Phrase that Describes Canton

One hundred nineteen (119) of 203 respondents gave a phrase to describe Canton. Most respondents highlighted the small town traits such as small town friendliness, welcoming, safe, convenient, cute, quiet and retirement community. People seemed optimistic as they described Canton with words such as hope, looking forward, progressive and adaptive. Some phrases that show optimism are listed in Figure 8.

Businesses in Other Downtowns that may Work in Downtown Canton

One hundred two (102) of 203 respondents mentioned about different businesses from other downtowns that they would support in Downtown Canton. The responses for this question were very similar to the responses for the question about additional retail, service and restaurants in Downtown Canton. People frequently mentioned shoe store, renovated movie theater, specialty restaurants, family restaurants, antique stores, bakery, café, outside dining and more variety in clothing.

Figure 8: Selected Phrases that Describe Canton

- **No matter how many times you fall down, we keep getting back up. IH closing, tornado in '75, mines leaving**
- **A small rural town that has beaten the odds and remained viable.**
- **Many successful people have come from Canton IL.**
- **'Go Getter' as a small town we have survived a tornado, the economy and scandals and rose above all of those out of control adversities.**
- **A great community that needs more growth in career opportunities to keep our young people living here.**
- **Good place to live, shop, work, play, and grow.**
- **Canton offers most everything you need to live a comfortable life. Its medical community, schools, library and park system are all excellent as well as many services citizens need.**
- **We try hard to get a 'gimmick' - haven't found it yet! Getting closer - need a movie theater!! Keep trying.**
- **We are slow to allow 'new' people and businesses to come into town. Too much politics.**

Downtown Business Climate

This section analyzes information from business owner interviews conducted for the purposes of this market analysis. The interviews were conducted primarily to understand the Downtown Canton business climate, specifically to understand what businesses need, how to support future initiatives and how to better engage them in the revitalization process.

A total of 21 interviews were conducted in the Canton Main Street Area. The Canton Main Street Area was geographically separated into three different zones, which are North-West, East and South zones, to include businesses from all the area. A variety of business owners and managers of restaurants and retail shops were interviewed. The interviews included a mix of mom and pop stores, franchisees and services.

The interviews were semi-structured and covered the following topics (refer to Appendix 9 for full interview questions):



Figure 9: Business Owner Interviews in Downtown

- Background information for the business and the reason to locate in Downtown Canton.
- Geography of the customers and marketing strategies for the business.
- Challenges faced by the businesses and possible future changes.
- Familiarity with government assistance programs, Canton Main Street and Chamber of Commerce.
- Impacts and involvement in downtown events.

Findings

Geography of Customers

Almost all business owners/managers mentioned getting their customers from Canton and nearby cities such as Macomb, Lewistown, Cuba and Farmington. However, almost half of them are also getting customers from outside the county.

Business Climate and Collaborations

Most of the businesses agree that the business climate in Downtown Canton is continuing to improve. In addition, eight (8) businesses mentioned they are pleased with their collaboration with Canton Main Street and Chamber of Commerce.

Involvement in Downtown Activities

About half of the businesses interviewed are involved in one or more downtown events and activities. Different modes of involvement include volunteering, membership with Canton Main Street and Chamber of Commerce, posting and displaying flyers, and donating money for downtown events.

Impact of Downtown Events

Business owners and managers expressed a variety of opinions, both positive and negative, about



Figure 10: Business Owner Interviews in Downtown

the impact of downtown events. Some businesses mentioned that downtown events generate traffic which is good for all the businesses. They also mentioned that downtown events are a very good opportunity for advertising for the businesses. Other respondents mentioned that the events provide no benefit to their business because of the event timing, lack of parking for regular customers or the unrelated nature of event with the businesses.

Areas of Dissatisfaction

Some businesses feel that businesses on the square receive more assistance and support, as well as public investment, than those businesses outside of the square.

Most of the businesses agree that the business climate in Downtown Canton is continuing to improve.

Four (4) businesses want to expand but find the city permits process to be costly and do not like being forced to use city architects and plumbers. Eight (8) businesses do not know how the city assistance programs can help their businesses.

The business owner interviews show that the overall business climate in Downtown Canton is improving. Many businesses are actively engaging in Downtown Canton events and activities. However, other businesses feel left out. It is clear that many business owners/managers do not understand or experience the direct and indirect benefits of the downtown events. The various organization involved in downtown revitalization should reflect on their outreach strategies as well as look to other cities for ideas about how to improve the permitting process.

Summary

Part 2: Downtown Canton Market Analysis

This section summarizes the Downtown Canton market analysis. It concludes by identifying the need for more local or non-local customers to support future downtown business recruitment efforts.

Canton's trade area covers more than 28,000 residents from small towns and villages surrounding Canton. These surrounding communities have relatively less retail activity and largely depend on Canton for convenience and destination shopping. The strong retail gravitational potential of Downtown Canton is also reflected by the fact that Downtown Canton has more retail businesses in comparison to the average of its peer cities and state average. Downtown Canton thus becomes the center of retail in the trade area as many visitors are also visiting Canton for different downtown events and nearby recreational opportunities identified in the consumer survey. Business owner interviews elicited that the downtown business climate is improving along with better involvement and collaboration in downtown events.

The existing retail meets much of the consumer demand in the trade area. This was reflected in the trade area retail gap analysis which shows a low leakage/surplus factor for both retail trade and food and drink places. There are certain business subcategories where trade area has a

significant leakage. Along with this, the consumer survey also identifies several opportunities for expansion in retail, restaurants and businesses.

Population forecasts suggest continued decline for Canton and the region. This means limited spending potential of Canton's trade area households in comparison to the national average. The existing business mix in the trade area is almost enough to support the existing consumer base, thus offering limited opportunity for further business expansion and recruitment. Canton needs new strategies focusing on attracting population, whether local or tourists, to support current and future retail businesses.

Creating a Resilient Downtown Canton

Part 3 introduces the concept of resiliency for downtowns and prospects of current trends that favor the promotion of resiliency in small towns. This framework has been developed by Michael Burayidi in his book, *Resilient Downtowns: A New Approach to Revitalizing Small- and Medium City Downtowns*. For this assessment, Downtown Canton is considered to be everything that lies within a 0.5 mile radius from Jones Park (see map in Appendix 6). This unit of analysis is larger than the area surveyed by the Canton Main Street Economic Restructuring Committee.

Resiliency is the ability of an organization to bounce back from an incapacitating shock. In the case of downtowns, resiliency is defined as the ability to successfully recover from extenuating circumstances of economic recessions, globalization and decentralization; and become better prepared for future dis-

ruptions. Resilient downtowns are dynamic, multifunctional districts with retail, residential, entertainment, civic, and cultural activities. They are not dependent on a single economic activity such as retail, but several economic activities, making for a diversified economy.⁸

Small city downtowns must take advantage of their unique strengths to become resilient. Small city downtowns offer a number of advantages over big city downtowns, including safety, pedestrian scale, mixed use development, affordable land prices, accessibility and small town affinity.⁹ Along with this, four national trends have the potential to positively impact the downtowns of small urban communities. These trends are: i) demographic shifts favoring downtown living, such as the retirement preferences of empty nesters and baby boomers, and the growth of non-traditional families; ii) settlement preferences of recent



Figure 11: Downtown of Hendersonville, NC

immigrants to small and medium size cities; iii) the rise of heritage and cultural tourism; and iv) the comparative cost advantages that small city downtowns provide for civic and cultural activity location. Downtowns that recognize and seize these opportunities are more likely to flourish.¹⁰

This extended and broader framework of downtown assessment uses a number of resiliency variables for the Downtown Canton assessment. The variables of resiliency are developed by Burayidi after studying 14 small cities across the United States that are examples of successful downtown revitalization approaches (Appendix 10 lists the cities). These approaches are beyond a sole focus on commercial development. They include retail, housing, tourism, immigration, civic and cultural amenities, historic preservation, design, leadership and partnerships. These variables address the unique advantages offered by the small city downtowns and changing national trends that are favoring small city downtowns.

Figure 12: Resiliency Components

- **Retail Development**
- **Downtown Living**
- **Immigration and Diversity**
- **Civic and Cultural Amenities**
- **Heritage, Cultural and Recreational Tourism**
- **Downtown Design**
- **Leadership and Partnerships**

Retail Development

This section discusses the importance of retail development in creating resilient downtowns. It assesses the retail businesses in Downtown Canton and provides general recommendations to promote retail development in Downtown Canton. The Downtown Canton market analysis in the previous part of this report focused on all types of retail trade, food and drink and services. However, the retail development in this resiliency section is concerned with the street level retail activity.

Economic health of a downtown depends on street level retail activity. It not only generates more foot traffic but also supports the vibrancy of the place. Retail development is also the focus of the Main Street redevelopment approach. The four point approach focuses on commercial revitalization of the downtown. This has been a classic way of promoting economic development in cities that can never be excluded by the overall strategy. Successful downtowns have a major share of their retail businesses in downtown.



Figure 13: Pedestrian Mall, Charlottesville, VA

On average resilient downtowns host 8% of the city businesses (ranging from 1.5% to 40%). For example, Charlottesville, VA has 8.3% of its retail activity in downtown, with the pedestrian mall that is an emblematic example of quality place making. Cities conventionally follow business retention, expansion, recruitment and incubation strategies for retail development.

Retail Businesses in Canton

Map 3 depicts the concentration of retail businesses in Downtown Canton. It is evident that unlike many downtowns that are suffering from

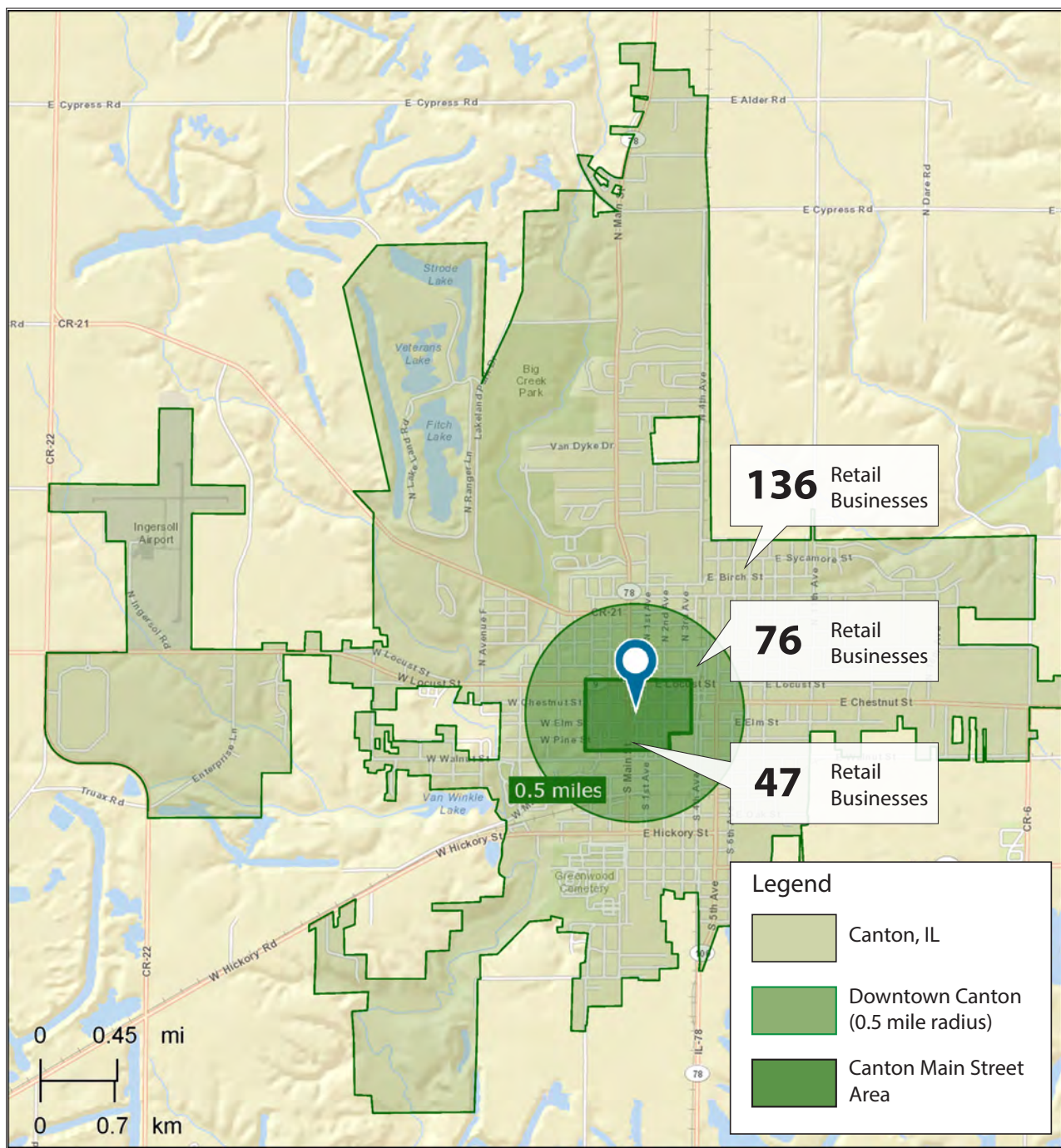
Almost 56% of total retail businesses take place within the 0.5 mile radius of downtown Canton. One third of the total retail businesses are located in the Canton Main Street area

massive suburbanization, downtown Canton still is the center for retail businesses.

Almost 56% of total retail businesses in Canton take place within the 0.5 mile radius of downtown Canton. More specifically, one third of the total retail businesses are located in the Canton Main Street area that was earlier documented by the economic restructuring committee of Canton Main Street.





This shows the retail gravitational potential of Downtown Canton and the opportunities for the future to improve the experience of consumers by adding more variety and quality. However, despite this advantage, retail businesses downtown now face challenges with newly developing business districts with big box stores (Walmart, Kmart) on the outskirts of Canton.

Map 3: Retail Businesses in Canton



Source: ESRI Business Analyst

Figure 14: Recommendations for Retail Development

-  **Canton should continue practicing business retention, expansion and recruitment efforts in Downtown.**
-  **Identify business opportunities by using information collected about Canton's trade area and market characteristics.**
-  **Draw realistic conclusions using quantitative examination, qualitative insight and reasonable checks.**
-  **Additional strategies for enlarging the local and non-local consumer base to support retail activity.**

Recommendations for Retail Development

To overcome these challenges posed by new business districts, Canton should continue practicing business retention, expansion and recruitment in Downtown. There should be a constant communication with existing businesses to pursue retention and expansion and a constant communication with entrepreneurs to start new businesses.

While making these efforts, Canton should consider the information that has been collected about Canton's trade area and market characteristics in part two of this report. While making use of this information, Canton needs to make sure that it considers all facets of the study and caveats. This study provides information to guide retail development at the community level. However, it does not attempt to provide business level marketing advice.

It is also important for Canton to understand that the retail sector needs a critical mass of a consumer base to support itself. Thus, Canton needs to focus on additional strategies to bring more people (whether local or tourists) downtown to support the current and future retail businesses.

Downtown Living

This section discusses the importance of downtown living in creating resilient downtowns. It assesses the housing in Downtown Canton and provides general recommendations to promote living in Downtown Canton. Resilient downtowns are vibrant places where people work, eat, play and live. The residential population is growing in these downtowns. Cities with resilient downtowns cultivate downtown living because housing has ripple effects on the rest of the downtown economy.¹¹

To achieve this, a downtown needs a variety of amenities including housing, restaurants and retail stores within walking distance from one another. This is achieved with mixed-use buildings where retail is concentrated on the ground level, and services or housing can be located on the upper stories. By providing different uses within the same building, different activities happen throughout the day that bring in a consistent circulation of people spending time and money downtown. Downtown housing is important to any size downtown because it provides assured customers for all downtown businesses.



Figure 15: Downtown Housing, Wilmington, DE

Housing in Downtown Canton

The downtown population was 5,376 in 2000, with 1,593 households. It dropped to 3,417 in 2010, with 1,470 households. Downtown Canton's population share dropped from 35% of city population in 2000 to 23% of city population in 2010. The drop in population is sharper than the drop in the number of households. This signifies that households with larger families have left the downtown. The Downtown Canton population is expected to grow marginally to 3,366 by 2018.¹²

The downtown population was 5,376 in 2000 with 1,593 households. It dropped to 3,417 in 2010 with 1,470 households.

Downtown Canton's housing vacancy rate was 12% in 2010. This means that 12% of already established buildings are vacant and in need of either owners or tenants. Although it is a common vacancy rate among many towns, 12% does not take into account the vacant lots in Canton that also contribute to the sense of vacancy.¹³

Recommendations for Downtown Living

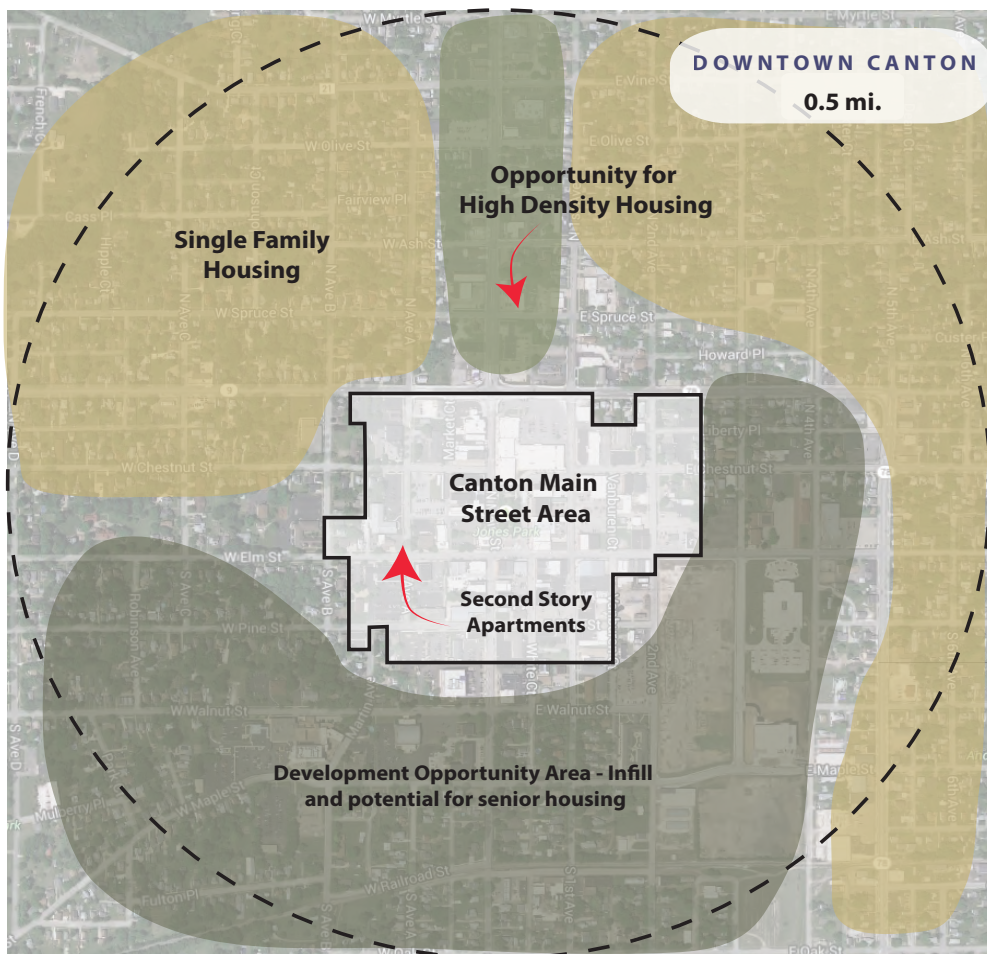
To overcome the challenges of decreasing downtown population and vacancy rate, Canton should encourage rehab and infill development in vacant buildings and lots located in neighborhoods surrounding Canton Main Street Area. In business interviews, it was found that many business owners are finding it costly to renovate the second story for residential use. So, Canton should also focus on the nearby neighborhoods including both existing housing and potential for new development to enlarge the consumer base

for Downtown Canton. Downtown Canton still has a population above 3,000 which can be retained to avoid further population decline.

Map 4 highlights different housing areas in Downtown Canton. Downtown housing includes second story residential in the Canton Main Street Area and the residential neighborhoods adjacent to the Canton Main Street Area that use services downtown. The main development opportunity is highlighted in the darkest brown color on Map 4. This includes areas south and east of Canton





Main Street Area. In this area, vacant lots create a chance to provide additional senior housing to serve an increasing aging population. This area is within walking distance of amenities for older residents that tend to outlive their ability to drive. As single family housing is in abundance near Canton Main Street Area, the future opportunities of multifamily housing in the north of Canton Main Street Area would provide housing options for different groups of people. The area suitable for multifamily housing has been highlighted in green on Map 4.

Map 4: Housing in Downtown Canton



Source: Google Maps

Figure 16: Recommendations for Downtown Housing

-  **Encourage rehab and infill development in vacant buildings and lots in neighborhoods surrounding the Canton Main Street area.**
-  **Focus on providing additional housing for the senior population in Downtown Canton.**
-  **Supply incentives and resources for second story residential development.**
-  **Upper story housing loan as in Pekin, IL; an outline of state and city codes that eliminate the confusion.**

Canton has a potential market for senior housing due to the aging population of the city. Canton should provide additional housing for the senior population in Downtown Canton. The resistance from business owners to improve the second story as residential can be ascribed to factors of cost and lack of knowledge about codes and permits. Canton should work on a policy related to providing incentives and knowledge. This investment in second story housing should be a long-term goal. For example, Pekin, IL provides a loan to encourage second story remodeling for apartments. Canton should clarify state and city codes for building owners. In addition, Canton could talk with other communities about how to update historic buildings in innovative and affordable ways.

Downtown living is essential for resiliency as it ensures customers for downtown retail and services. The downtown population in Canton has been declining over the past decade. However, Canton has neighborhoods with vacant buildings and lots in proximity that can be used in promoting downtown living. Canton should work on infill development and supply incentives to improve housing downtown.

Immigration and Diversity

This section illustrates the value of immigration and diversity in resilient downtowns. It assesses the current condition of diversity in both Downtown Canton and Canton. It also provides general recommendations to promote immigration and diversity.

Resilient downtowns have a strong presence of diversity. A diverse population includes non-traditional families, LGBT, handicapped, various races and ethnicities, as well as immigrants. The number of foreign born residents in a community is a good indication of how accepting a community is of diversity. New immigrants can boost the population and bring vitality to cities experiencing population loss. They also become homeowners, help stabilize neighborhoods, and start new businesses that help grow local economies. Research shows that immigrants are more likely to start a new business. Different restaurants, custodial services, retail establishments, and professional business services such as accounting, design and high technology firms are started by new immigrants.¹⁴

Many changing national trends favor small towns to attract immigrants and diverse populations. A study by the University of Southern California found that immigration will contribute as much as 82% of US population growth between now and 2050, adding as many as 117 million people.¹⁵ Recent trends also show that immigrants are moving to small towns. They are drawn to these small cities and



Figure 17: Downtown Santa Barbara, CA

Downtown Canton has a less diverse population than Canton, as the non-white population is almost 14% in Canton, whereas in downtown it is only 8.7%.

towns by employment opportunities that do not require fluency in English. They also value the peace and quiet of the countryside and the lower cost of living in these small towns.¹⁶ Immigrants have strong social networks and they locate where other immigrants have settled. So, immigration and diversity provide opportunity for small city downtowns to take advantage of their lower cost of living, small town affinity and nationally changing trends to achieve resiliency.

Downtown Canton and Diversity

Table 9 presents the demographics for Canton and Downtown Canton as per race for 2010. Downtown Canton has less diversity than Canton as a whole. The non-white population is 13.9% in Canton, whereas in downtown it is only 8.7%. This also indicates that the nearby single family neighborhoods around Canton Main Street Area are predominantly white. The share of Hispanic population in Downtown Canton is 3.1% which is also less than the Hispanic population in Canton (4.5% of total population).

Recommendations for Immigration and Diversity

Some recommendations to attract diverse populations include implementing the goal from the comprehensive plan that states - “Encourage the cultural diversity and artistic talents of students and local residents by providing opportunities for them to publicly display significant cultural elements and artistic works via public art, theater, and performance, and cultural festivals.”¹⁷ Canton has already used downtown art events such as Art on Main to promote diverse art. However, similar efforts are required to promote diverse cultures to make Downtown Canton more welcoming to diverse populations.

Table 9: Population by Race in Downtown Canton and Canton (2010)

Race	Downtown Canton		Canton	
	Population	Percentage	Population	Percentage
White	3,118	91.3%	12,666	86.1%
Non-White	299	8.7%	2,038	13.9%
Black	148	4.3%	1,204	8.2%
American Indian	22	0.6%	76	0.5%
Asian	18	0.5%	67	0.5%
Other	111	3.3%	691	4.7%
Total	3,417	100%	14,704	100%
Total Hispanic Population	107	3.1%	662	4.5%


Source: 2010 Census Profile by ESRI Business Analyst

Canton should reach out to immigrant business owners and include them in the Chamber of Commerce and Canton Main Street. They should be encouraged to participate in Downtown Canton events and activities. Canton should learn from different resilient downtowns who formulate targeted strategies to become more welcoming to immigrants. These strategies practiced by resilient downtowns include offering resources to immigrant and diverse populations and translating official documents such as comprehensive plans for foreign born populations. Downtown Canton has the potential to become more wel-

coming to immigrants as the staff of the Mexican restaurant in downtown migrated from Mahomet to Downtown Canton.

Immigration is another demographic variable that has the potential to shape the fortune of downtowns. At present, Downtown Canton is less diverse than the city. However, it holds potential to attract and retain a diverse population, which is reflected in some new immigrant owned businesses in Downtown Canton. It should strive to become more welcoming to diverse populations by involving them in cultural events and with better outreach initiatives.

Figure 18: Recommendations for Immigration and Diversity

-  **Creating conditions that will attract diverse populations.**
-  **Reach out to immigrant business owners.**
-  **Welcoming strategies: through programs, events, workshops, resources to diverse populations.**

Civic and Cultural Amenities

This section highlights the benefits of retaining and promoting civic and cultural amenities in downtowns. It examines the civic and cultural amenities in Downtown Canton and proposes general recommendations to enhance such amenities.

Redevelopment programs in resilient downtowns include retention and expansion of civic and cultural amenities in the downtown as the major component of the program. These facilities include courthouses, museums, performing art centers, post offices, police stations, county and municipal government buildings and libraries. Their presence in downtown creates opportunities for employment. These employees and visitors in turn provide an important pool of customers for downtown services, shops and restaurants.¹⁸

As people come to places of entertainment or to take care of their civic needs, they patronize downtown businesses. Over the last two decades or so, many of these amenities have relocated outside of downtowns. In many cases, this



Figure 19: Court House in Downtown Lincoln, IL

is because it is difficult to expand, assembling land for new facilities and meet state and local codes. The relocation of these buildings outside the downtown can inflict hardship on downtown retail businesses as fewer people now have reason to go downtown. Hence, it is essential for a downtown to retain these facilities because the extent to which a community is able to retain civic and cultural activity in its downtown has a direct correlation to the economic health of the downtown.¹⁹

It was also identified in consumer survey that the residents are not satisfied with the current movie theater. Hence it misses the anchors for drawing a nighttime and regional population.

Civic and Cultural Amenities in Downtown Canton

Map 5 represents civic and cultural amenities within Downtown Canton. The map shows parks (Jones Park), public (government building, library and post office), historical (Orendorff House), community (YMCA), medical (blood center and rehabilitation), religious (Methodist Church) and entertainment (Movie Theater) amenities. A bowling alley and pool are also located outside the 0.5 mile radius of Downtown Canton.

This shows the strong presence of civic and cultural amenities in Downtown Canton. However, the existing amenities are mostly serving day time population only. It was also identified in consumer survey that the residents are not satisfied with the current movie theater. Hence, it misses the anchors for drawing a nighttime and regional population.

Recommendations for Civic and Cultural Amenities

Canton should retain the existing civic and cultural amenities in the downtown area and if required, it should promote their expansion within downtown. This is because relocating amenities outside Downtown Canton would send a negative signal to future investors and businesses. Canton should specifically protect their police station, post office, city hall and other civic buildings and improve their connectivity with nearby neighborhoods so that civic and cultural amenities have better accessibility from residential areas.

Canton should learn from other neighboring communities who have developed their old movie theater as an anchor.





Community spaces such as Jones Park continue to provide space for formal and informal gathering. Similarly, Canton should continue identifying civic and cultural amenities and promote them. The location of the movie theater and its distance from other regional movie theaters makes it a precious community asset. Canton should

Map 5: Civic and Cultural Amenities in Downtown Canton



Source: Google Maps

Figure 20: Recommendations for Civic and Cultural Amenities

-  **Canton should retain the existing civic and cultural amenities within downtown.**
-  **Canton should continue identifying civic and cultural amenities to promote them.**
-  **Canton should develop the movie theater as an anchor to change negative local perception.**
-  **Incorporate events broader than Canton Main Street Area.**

develop the movie theater as an anchor to change negative local perception. Canton should learn from other neighboring communities who have developed an old movie theater as an anchor. Lincoln, IL renovated its old movie theater with the help of local entrepreneur David Laterman. The renovation took a year to complete but it doubled the admissions and the entrepreneur recovered his initial investment in three years. Lincoln, IL is now working on expanding the theater to an eight-plex and maintaining the historical significance of the theater to promote the downtown as a destination.

Canton should work on expanding the geographical limits of the downtown events and engaging businesses in them. The winter golfing event is a suitable example of involving businesses in downtown events. Canton should work on creat-

ing similar synergy for other events. For example, finding ways to encourage visitors to see other sites and businesses throughout Canton, and not being limited to the downtown square.

Heritage, Cultural and Recreational Tourism

This section discusses the importance of heritage, cultural and recreational tourism in creating resilient downtowns. It assesses Downtown Canton and nearby areas to identify tourism potential and also provides general recommendations to link and promote heritage, cultural and recreational tourism in Canton.

Resilient downtowns capitalize on their heritage and cultural tourism. These downtowns recognize their heritage and make policies and efforts to protect it and share it with the region. A sole focus on retail captures only local consumers, whereas focusing on tourism has the potential to capture non-local consumers also. The downtown of a city offers unique features and advantages such as historical sites with cultural values embedded in them. This can be used to create an image for the city. For example, Ripon, WI uses a little white schoolhouse downtown which is the birthplace of the Republican Party to show their heritage and culture. Although this is a very simple and ordinary structure, it helps the city in selling its image (Figure 21).

Tourism is a growth industry in America. Each year, 118 Million adults participate in cultural tourism. Research shows that tourists participating in cultural tourism spend more time and money than other tourist activities.²⁰ So, a downtown can link heritage, culture and other recreational tourism opportunities to promote itself as a destination. It provides an opportunity for the city to link its local econo-



Figure 21: Schoolhouse in Downtown Ripon, WI

my to the regional economy by creating non-local demand for goods and services. For example, Nacogdoches in Texas is a stop for the El Camino Real National Historic Trail and the town benefits from regional tourism initiatives.

Tourism Potential of Canton

Similar to Ripon and Nacogdoches, Canton has a number of opportunities that can be leveraged to increase tourism activity Downtown. Map 6 illustrates the tourism potential of Canton.

Canton is the anchor of Canton Loop which is a 89 mile loop passing through Canton as part of Illinois River Road.

Canton has three historically important sites within the 0.5 mile radius of downtown. Orendorff Mansion, Canton train depot and Parlin Ingersoll library are on the National Register of Historic Places. Along with this, Canton has six historic homes and Greenwood cemetery that are also historically important. With these local opportunities, Canton is part of regional tourism initiatives such as the Illinois River Road National Scenic Byway. Canton is one of the seven gateway communities that correspond to seven nature based loops for the Illinois River Road. Canton is the anchor of Canton Loop, which is a 89-mile loop passing through Canton. It has 15 different sites of attraction including Emiquon Natural Preserve, Rice Lake Area and Dickson Mounds Musuem. Four of these 15 sites are within walking or biking distance to Downtown Canton. These sites include Lakefront Park, Big Creek Park, Canton Lake and Spoon River College Arboretum.²¹

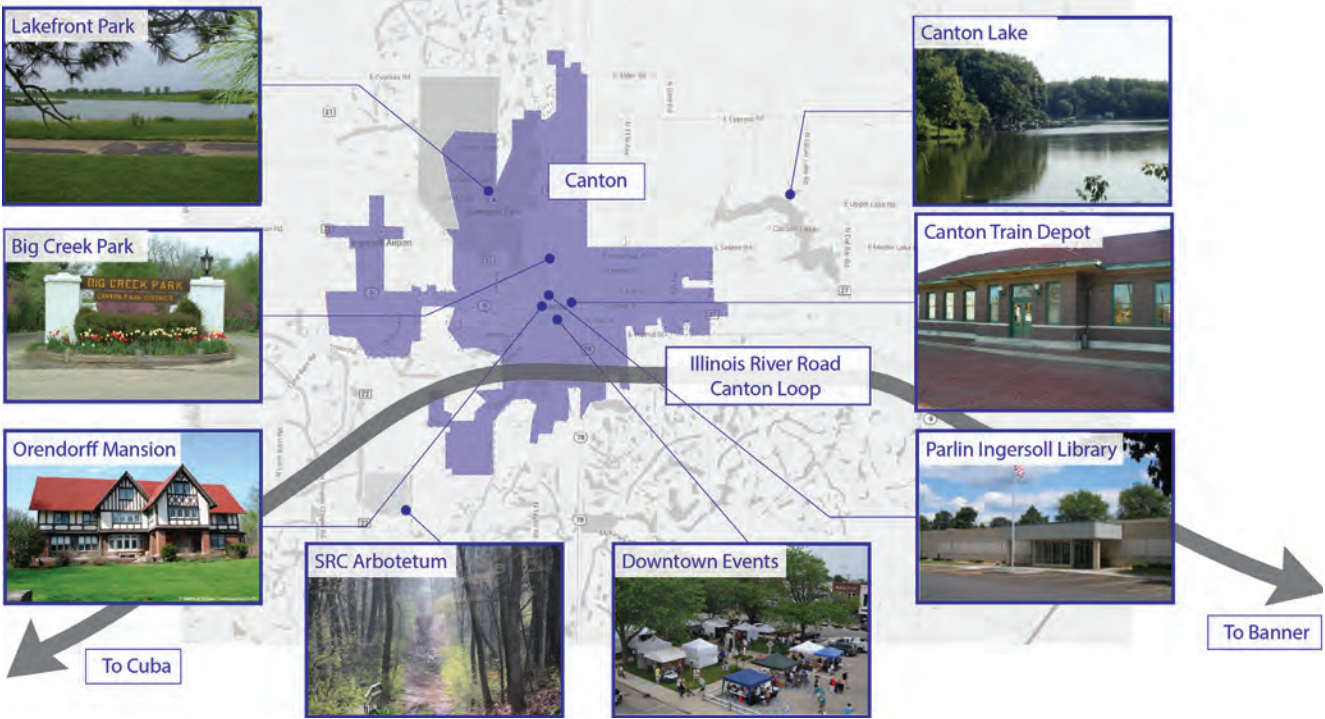
The presence of historic and recreational sites give Canton an opportunity to dovetail local and regional tourism. According to a business development study conducted recently, 38% of tourists visiting the Illinois River Road Byway also visit Canton. Only Peoria and Ottawa are above Canton in this index and Canton is preferred over nine other major communities on the Illinois River Road Byway.²² Local events such as Art on Main and Cruise-In bring thousands of visitors downtown.

There are many regional level studies that have tried to analyze Canton's readiness for tourism. In a focus group, 'Recreation' was identified as the

In a Tourist Readiness Community Assessment Survey, Canton was criticized for mixed driving wayfinding, lack of visitor information, lack of clustered experiences and streetscape.

greatest strength of Canton, due to the presence of different attractions, events and waterways. In the same focus group, 'Negative Attitude' was identified as the biggest weakness and threat as it mentioned that there is a lack of pride in community.²³

Map 6: Tourism Potential of Canton



Source: Google Maps

Figure 22: Recommendations for Heritage, Cultural and Recreational Tourism

-  **Branding Canton as a destination and promotion on regional level.**
-  **Active partnership with regional tourism agencies such as Illinois River Road and Emiquon Preserve.**
-  **Developing walking/bike tours for local historic attractions and sharing history of Canton.**
-  **Promoting nearby recreational sites connecting local and regional tourism.**

In a Tourist Readiness Community Assessment Survey, Canton was criticized for mixed driving wayfinding, lack of visitor information, lack of clustered experiences and streetscape. On the positive side, tourists found Canton to have much variety in shopping, lodging and dining.²⁴

Regional authorities have also made an effort to engage Canton into regional tourism initiatives by installing an interpretive kiosk in Jones Park and having a dedicated Illinois River Road representative in Canton. Canton was recent profiled in *Midwest Living*.²⁵ This publicity resulted in inquiry phone calls from tourists interested in visiting Canton. These are positive signs for developing Canton as a destination.

Recommendations for Heritage, Cultural and Recreational Tourism

Canton needs more branding and promotion on a regional level to develop itself as a destination. It also needs active partnerships with regional tourism authorities such as the Illinois River Road and Emiquon Preserve. It can connect heritage, cultural and recreational tourism by highlighting the heritage to tell the story of the city and then connecting nearby recreational sites to historic places with walking and biking tours. This will connect the local economy to the regional economy. Lincoln, IL has developed a similar heritage walking tour for the downtown to promote its image.



Figure 23: Illinois River Road Interpretive kiosk in Jones Park, Downtown Canton

Canton should advertise its heritage and cultural tourism in regional recreational opportunities and should showcase nearby recreational opportunities in local events.

Downtown events provide an opportunity to advertise for recreational and heritage tourism. For example, driving tours can be developed during Cruise-In events to showcase Canton's attractions. The Old Harvester Whistle and Industry site can be used to showcase the history of Canton. Murals downtown can be developed as attractions. Canton should advertise its heritage and cultural tourism in regional recreational opportunities and should showcase nearby recreational opportunities in local events. In this way, other ideas of reciprocal marketing can be practiced where heritage, cultural and recreational tourism should complement each other.

Canton already has plans in place which it needs to implement. It can coordinate with Fulton County to implement the Canton Trail Coalition as part of the Fulton County Greenway and Trail plan.²⁶ This will help the city develop walking and biking tours. There are some future opportunities such as the Illinois Route 336 corridor plan, which proposes intersections close to Canton and Norris and a bike path linking Canton and Farmington. Canton can coordinate with the Tri-County Regional Planning Commission (TCRPC) to take maximum benefit of these opportunities to promote tourism.²⁷

Heritage and cultural tourism is becoming an important trait of resilient downtowns. Downtown Canton has a number of historically significant sites and the city is an integral part of regional tourism initiatives. The Downtown Canton market analysis identified the need to enlarge the existing consumer base to support future retail activity. So, Canton should make targeted efforts to link heritage, cultural and recreational tourism to create non-local demand for retailers.

Downtown Design

This section enumerates design features of resilient downtowns. It assesses Downtown Canton on basis of these design features and provides general recommendations to improve design in Downtown Canton.

Resilient downtowns use placemaking as an important component of downtown revitalization. It is an art of transforming public spaces into quality environments. This is accomplished through an understanding of local culture and people's aspirations, and using the assets of the community to create public spaces that work for the users of such spaces. Resilient downtowns have the following design features that enhance the quality of place: i) they have a point of arrival; ii) their boundaries are clear and easy to recognize; iii) they are designed to be accessible; iv) there is a sense of place in the downtown and v) the downtowns provide a variety of rich experiences.²⁸

Resilient downtowns make policies to create a quality downtown in the redevelopment of buildings and public places. Three design factors are critical to downtown resilience: i) provision of design guidelines; ii) ensuring that the downtown is pedestrian friendly; and iii) providing a gathering place in downtown.²⁹

Design guidelines provide standards and procedures to ensure that new development in the downtown is in line with the community's history, culture and heritage. The guide-



Figure 24: Downtown
Holland, MI

lines provide the public sector, property owners and developers with direction on how to remodel, preserve or pursue new construction downtown. They are also used to regulate the massing of buildings and the bricking of sidewalks and pedestrian crossings to ensure safety.³⁰

Resilient downtowns are pedestrian friendly as people must feel safe navigating the streets before they visit downtown. Pedestrian friendly designs have wide sidewalks, slower traffic speeds, demarcated crosswalks, easy wayfinding, and less emphasis on automobiles.³¹ These downtowns play both functional and symbolic roles and both are equally important. Resilient downtowns are the places where the holiday parades and political rallies are held. It is the place where community residents gather in good times to celebrate and rejoice and in bad times to comfort each other.³² At minimum, these three elements are essential to make a downtown resilient.

Design Assessment for Downtown Canton

Point of Arrival

Resilient downtowns have a design feature that provides an exclamation point, where the public meets on both formal and informal occasions to socialize. This point of arrival is usually a public square, plaza, or public park, usually with a monument(s) showing significance of the place. Jones Park in Downtown Canton works as a point of arrival, and is highly patronized during downtown events.

Recognizable Boundaries

The borders of resilient downtowns are defined either by geographic features or accentuated by design. As many of the resilient downtowns have preserved their historic architecture, this has also helped to define the downtown character. Downtown Canton has less clearly recognizable bound-



Figure 25: Deteriorating facades restricting sense of place

aries because there are no design elements that clearly mark the entry points.

Accessibility

Resilient downtowns are accessible by different modes of transportation. In resilient downtowns, pedestrians, cyclists and drivers are all comfortable navigating the downtown because conflict is minimized through a multimodal transportation design system. Downtown Canton is quite pedestrian friendly due to its scale and presence of

sidewalks. However, it does not have bike lanes and bike racks; also it needs improved access for people with disabilities.

Sense of Place

Resilient downtowns foster a sense of place due to the attention that is paid to detail in their design. Consequently, they provide a unique experience for residents and visitors that is unparalleled elsewhere in the community. Downtown Canton needs design improvements such as (but not limited to) more pedestrian friendly streets and façade improvements to create a sense of place for residents.

Variety of Experiences

Resilient downtowns have a mix of uses to ensure vibrancy day and night. Mixed use buildings with versatile uses are always encouraged in resilient downtowns. Downtown Canton has a variety of uses, but it also has many vacant buildings and lots that have potential opportunity to be used to further enhance visitors' experience.

Recommendations for Downtown Design

Canton has a planning document, Downtown Canton Beautification Initiative 2008, in place.³³ This document contains the recommendations for façade and right of way improvements.

Canton should promote more safe and attractive pedestrian uses. This can be achieved by adding more street furniture, landscaping, bike lane, bike racks and access for people with disabilities. Canton should enhance crosswalks and sidewalk pavements at several places. Figure 26 shows the addition of street furniture next to One East Boutique in Downtown Canton.



Figure 26: Rendering showing addition of street furniture on sidewalk of One East Boutique in Downtown Canton

Canton should promote temporary uses for vacant buildings and lots. Vacant buildings can be used temporarily as art exhibition spaces, whereas vacant lots can be used temporarily as community gardens, urban farming or gathering spaces. Figure 27 illustrates how Pekin, IL has converted vacant lots with informal sitting spaces, and walls which were painted by school kids as part of competition. Six Corners, Chicago, IL has temporarily rented a vacant space to a theater company.

Canton should add clear entrances to the downtown area. Welcome gates can be added on Main St and Locust, Pine St and 2nd Ave, Pine St and Main St and Ave B and Elm St intersections. Figure 29 shows an example of a welcome gate proposed in Downtown Canton Beautification Initiative 2008.³⁴ The installation of welcome gates requires both investment and time. So, welcome banners can be added at the mentioned intersections in short term. Figure 30 shows an example of the welcome banner from Springfield, OR.



Figure 27: Informal sitting spaces in Downtown Pekin, IL

Figure 28: Recommendations for Downtown Design

- **Promote safe and attractive pedestrian uses by adding furniture, landscaping, bike lane and bike parking, access for people with disabilities, and enhancing crosswalk and sidewalk pavements.**
- **Use vacant spaces for temporary uses such as gardens, gathering space, and art exhibition.**
- **Add clear entrance for downtown Canton in Main St and Locust intersection, Pine St and 2nd Ave, Pine St and Main St and Ave B and Elm St intersection.**
- **Create façade guidelines for restoration of façades based on historic images.**

Canton should work on creating façade guidelines based on historic images. A similar strategy has also been recommended in Downtown Canton Beautification Initiative 2008.³⁵ Lincoln, IL has developed similar façade improvement guidelines.

Resilient downtowns focus on placemaking strategies to make the environment more lively and welcoming. Through design strategies, these downtowns create redevelopment guidelines, sense of place and pedestrian friendliness.



Figure 29: Welcome gate proposed for Downtown Canton in Downtown Beautification Initiative



Figure 30: Example of short term affordable welcome banner from Springfield, OR

Leadership and Partnerships

Civic leadership is an important ingredient of downtown revitalization. For a downtown to adapt and be successful in its redevelopment efforts it must have a long term vision that is supported by city leadership that coordinates public, private and non-profit sectors. Civic leaders help define the values of a community, its vision, what it cherishes, and establish its budgetary priorities. Resilient downtowns have identifiable persons or groups that lead in organizing, funding, and providing the cheerleader role to get the revitalization of downtown going.³⁶

In addition to supportive leadership, it is important to have partnerships that can help in coordinating and executing downtown revitalization. Resilient downtowns have strong partnerships with different organizations and agencies along with supportive leadership. They collaborate among different sectors to discover innovative solutions to problems.



Figure 31: Mayor addressing the public during Art on Main event

Canton Main Street coordinates with business owners, local volunteers and the City of Canton to execute a number of events in Downtown throughout the year.

Leadership and Partnerships in Downtown Canton

Canton has a number of dedicated people and organizations committed to the revitalization of Downtown Canton. This includes –

- City of Canton
- Canton Main Street
- Chamber of Commerce
- Spoon River Partnership for Economic Development
- Business Owners
- Local Volunteers

Similarly, some partnerships are unique examples of innovative revitalization solutions in Downtown Canton.

Canton Main Street coordinates with business owners, local volunteers and the City of Canton to execute a number of events in downtown throughout the year. For example, Art on Main is a fine arts festival organized in June and features some of the best Midwestern artists. Along with musicians, the event partners with Spoon River College and Canton High School art students.

Bistro 101 is another partnership that fulfills the need of casual fine dining restaurant in Canton. It uses an old hotel building and support from more than 40 investors to come to realization. With this collaborative effort, this business is an example of innovation in the region.

Recommendations for Leadership and Partnerships

Canton should continue efforts to develop leaders from various backgrounds and of different age groups. Existing leaders should reach out to the immigrant population, and people with creative ideas to include them in the revitalization



Figure 32: Canton Main Street partnered with UIUC for Downtown Canton Assessment

process. Outreach is key. Through partnerships, more understanding and collaboration can be developed between the public and the private sectors. Civic leaders should include downtown revitalization in the community’s vision and prioritize it by making a strategic plan for allocation of different funding sources such as TIF.

Similarly, public-private partnerships can create opportunities to attract more investors, businesses and entrepreneurs. Canton should continue making new partnerships between Canton Main Street, City of Canton, regional organizations, anchor institutions and entrepreneurs. For example, Canton Main Street and the City of Canton might consider partnering more with the medical center, school and park district.

Active leadership and strong partnerships are important components of resilient downtowns. The facilitation and execution efforts are administered by leaders and partners. Canton has a number of leadership authorities and partnerships in place. However, it should continue to admit new leaders from diverse backgrounds and develop new partnerships that are innovative.

Figure 33: Recommendations for Leadership and Partnerships

- **Continue efforts to develop new leaders in Canton.**
- **Continue making new partnerships between Canton Main Street, City of Canton, regional organizations, anchor institutions and entrepreneurs.**

Summary

Part 3: Creating a Resilient Downtown Canton

This section summarizes the third part of the report about creating a resilient Downtown Canton. As identified in part two – Downtown Canton market analysis, more consumers are required to support future retail businesses in Downtown Canton; this succinctly presents the current condition and recommendations for future actions for each resiliency variable.

Retail Development

Retail businesses are still concentrated within the 0.5 mile radius of Downtown Canton. Canton needs to continue practicing business expansion and recruitment along with trying additional strategies to enlarge the downtown consumer base.

Downtown Living

Downtown Canton already has more than 3,000 residents. Before focusing on the second story development in downtown, Canton should prioritize surrounding neighborhoods because downtown is losing population in surrounding neighborhoods.

Immigration and Diversity

There is a very small but growing immigrant population in Canton. Creating an immigrant friendly business district will require getting immigrant entrepreneurs to engage and participate in downtown activities.

Civic and Cultural Amenities

Downtown Canton has many civic and cultural amenities; it needs to expand them to include more diverse populations, such as different age groups, family types and interest groups. Specifically, Canton could renovate the existing movie theater to make downtown a destination.

Heritage, Cultural and Recreational Tourism

Canton has several historically significant sites, nearby recreational opportunities, and hosts many downtown events. It needs to link local attractions and regional tourism initiatives to expand the non-local consumer base.

Downtown Design

Downtown Canton is attractive, walkable and safe. It can be further improved by enhancing crosswalks and adding more street furniture, landscaping, bike lanes, bike racks and ADA (Americans with Disabilities Act) accessible elements.

Leadership and Partnerships

Canton has existing partnerships with local and regional organizations, and has engaged and committed leaders who want a revived downtown. However, it is vital to create further partnerships with other people such as local entrepreneurs as well as try to engage young residents and leaders from diverse populations.

Appendices

Appendix 1: Location of Canton, IL

Appendix 2: Population Pyramids for Canton and Commute Region

Appendix 3: Commute Region for Fulton County, IL

Appendix 4: Trade Area Gap Analysis - Business Gap for selected NAICS Retail and Service Subcategories

Appendix 5: Attributes of Canton's Peer Cities

Appendix 6: Downtown Canton (0.5 mile radius)

Appendix 7: Downtown Canton Business Mix Comparison - for selected NAICS Retail and Service Subcategories

Appendix 8: Consumer Survey Questions

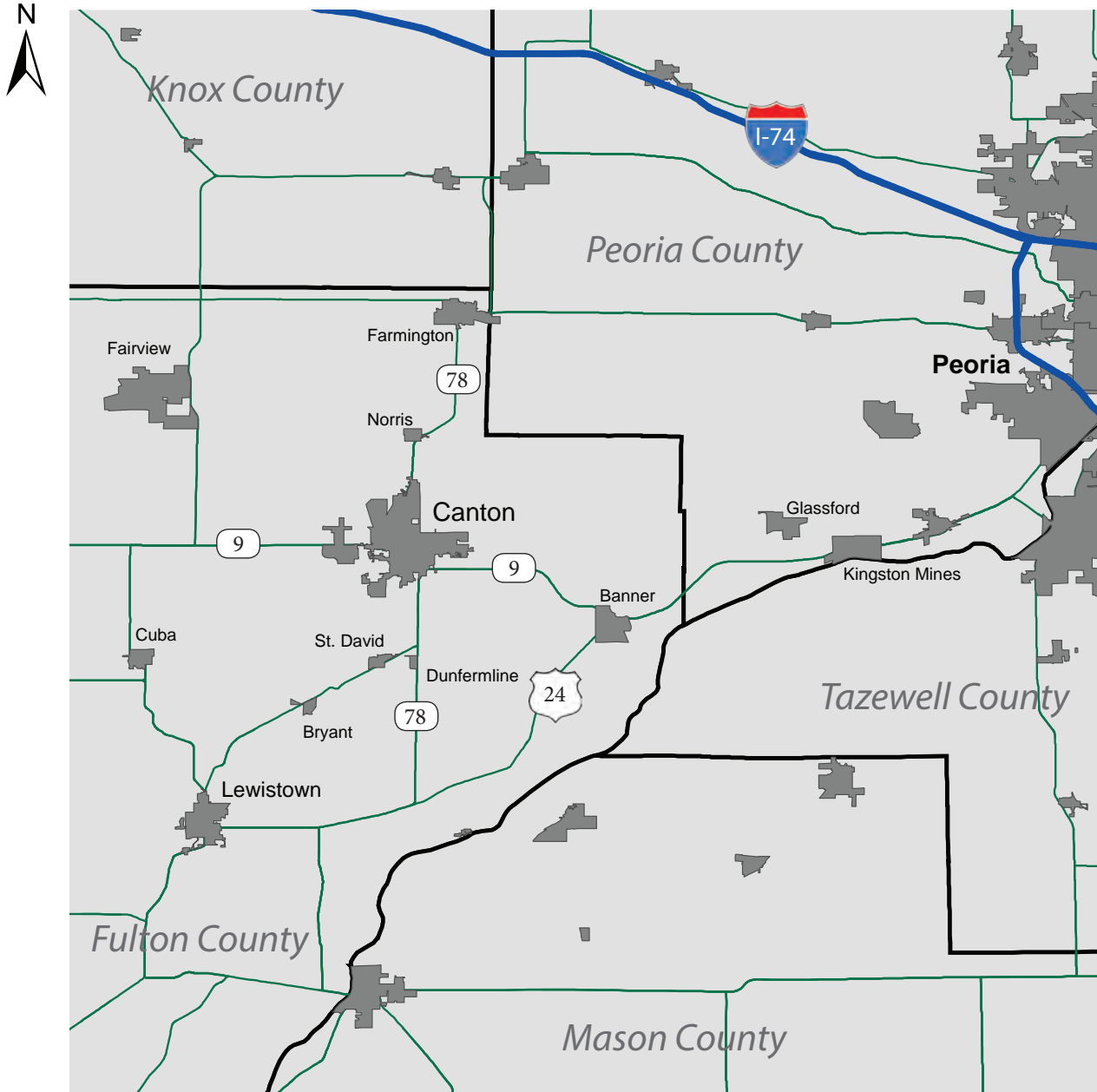
Appendix 9: Business Interview Questions

Appendix 10: Resilient Downtowns studied by Michael Burayidi







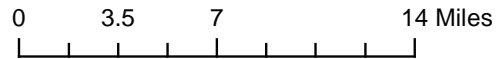
Figure 34: Jones Park in Downtown Canton

Appendix 1: Location of Canton, IL



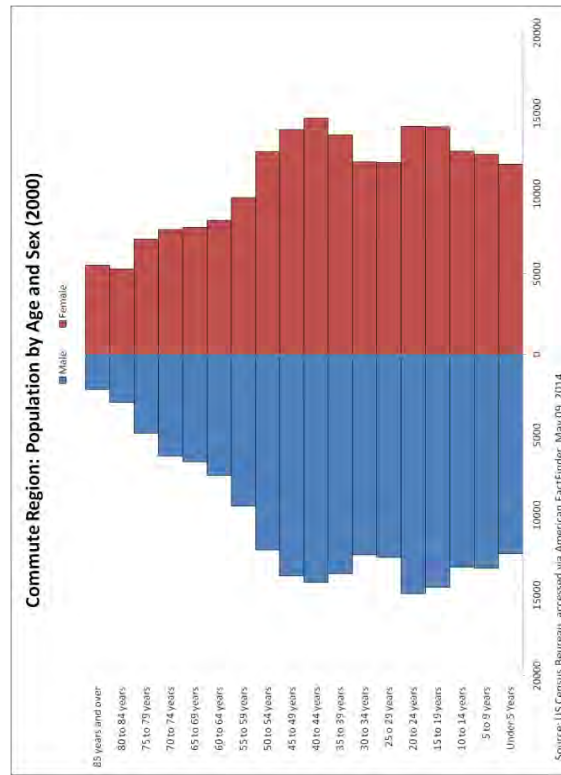
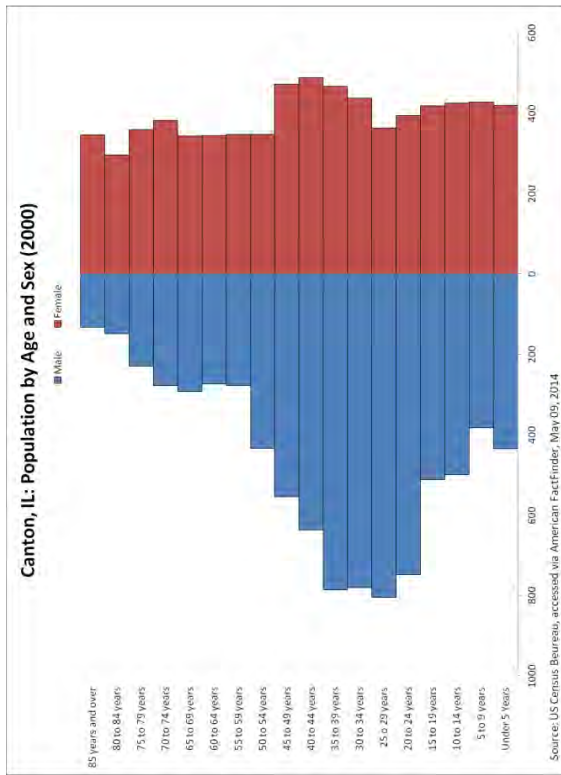
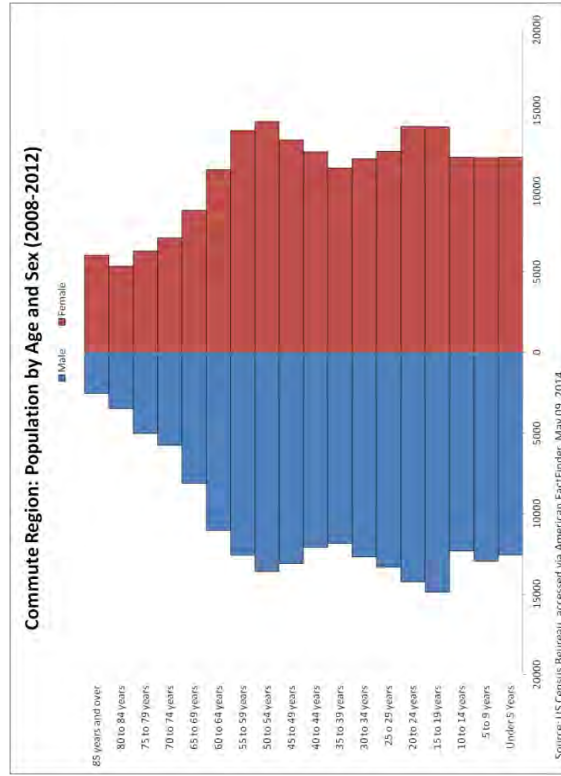
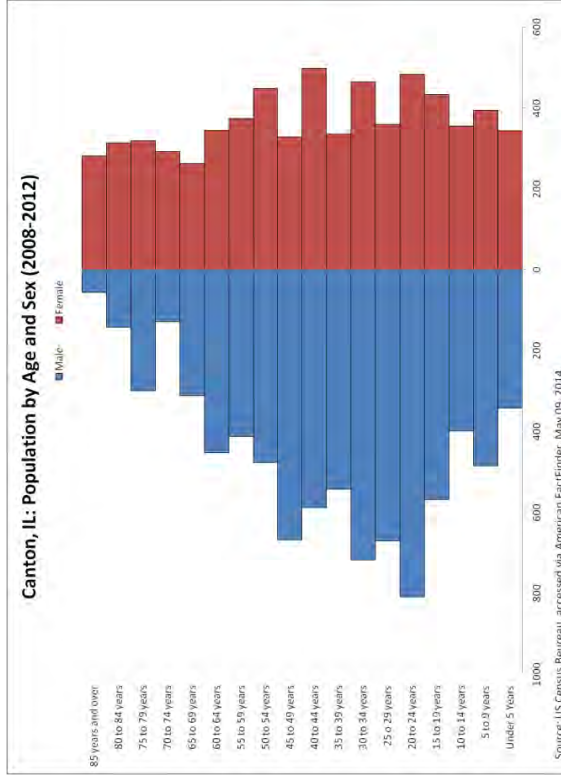
Legend

-  Interstates
-  Places
-  Primary and Secondary Roads
-  County



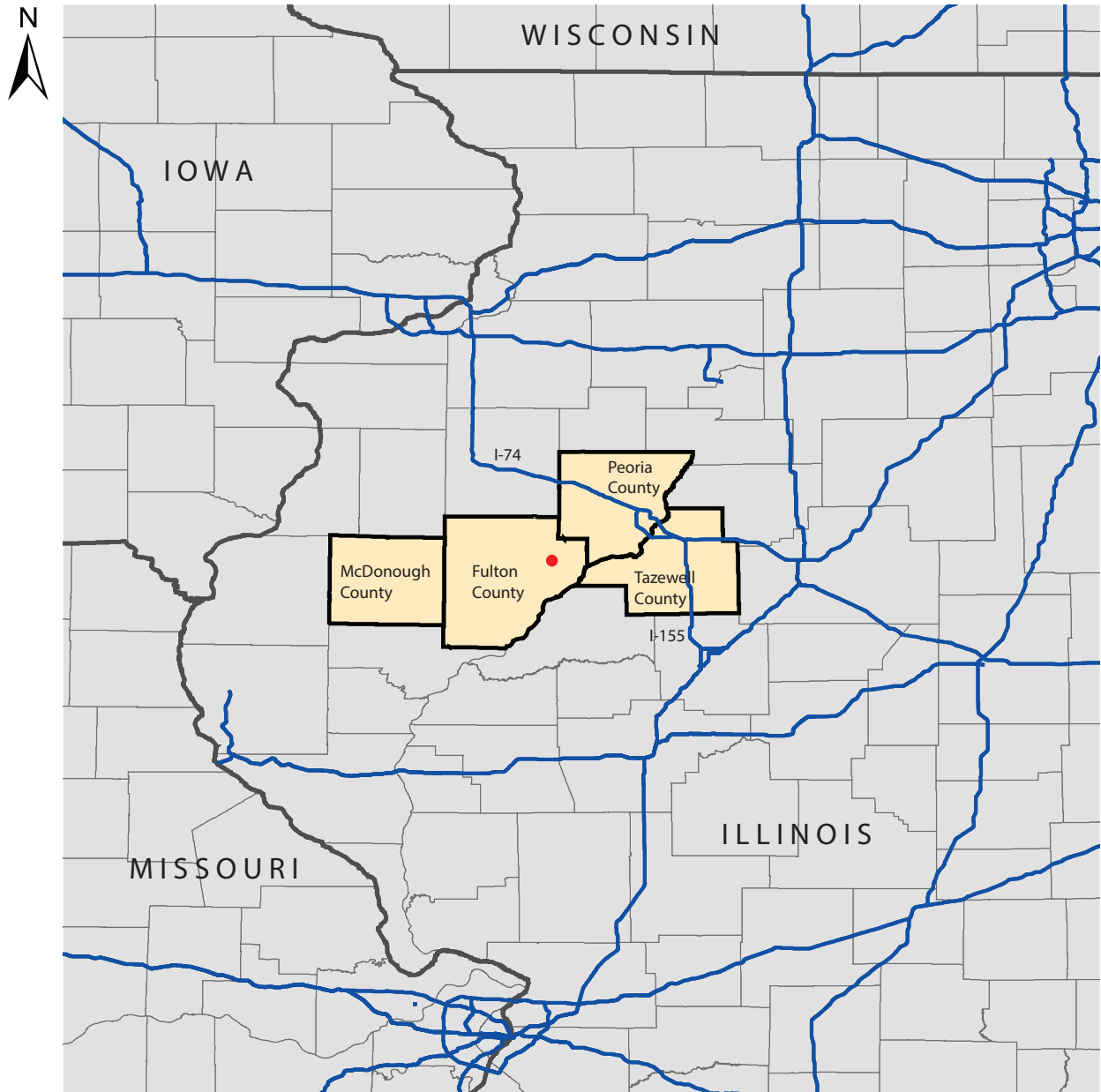
Source: 2013 TIGER/Line® Shapefiles

Appendix 2: Population Pyramids for Canton and Commute Region








The shape of the population pyramid for Canton for 2000 and 2012 is a rectangle if we exclude the bump in young male population which predominantly corresponds to the inmate population of Canton. The rectangular shape of the population pyramid shows that there is no future growth in population, as the families with children are missing from the demographic mix. In contrast, the commute region is experiencing some growth illustrated by the slight triangular shape of the population pyramid for the top age cohorts.

Appendix 3: Commute Region for Fulton County, IL



Legend

-  Interstates
-  Fulton County Region
-  State Boundary
-  County
-  Canton, IL

0 25 50 100 Miles

Source: 2013 TIGER/Line® Shapefiles

Appendix 4: Trade Area Gap Analysis - Business Gap for Selected NAICS Retail and Service Subcategories

NAICS	Name	Number of Businesses (Demand)	Number of Businesses (Supply)	Businesses Gap (Demand - Supply)
44111000	New car dealers	1.9	4	-2.1
44112000	Used car dealers	9.9	7	2.9
44121000	Recreational vehicle dealers	0.6	0	0.6
44122000	Motorcycle, boat, & other motor vehicles	3.6	2	1.6
44130000	Automotive parts, accessories, & tire stores	7.4	6	1.4
44210000	Furniture stores	3.6	3	0.6
44220000	Home furnishings stores	5.2	2	3.2
44311000	Appliance, television, & other electronics stores	4.6	4	0.6
44312000	Computer & software stores	1.6	3	-1.4
44313000	Camera & photographic supplies stores	0.3	1	-0.7
44411000	Home centers	0.7	4	-3.3
44412000	Paint & wallpaper stores	0.8	2	-1.2
44413000	Hardware stores	1.7	1	0.7
44419000	Specialized building material dealers	4.5	3	1.5
44420000	Lawn & garden equipment & supplies stores	2.5	7	-4.5
44510000	Grocery stores	10.7	14	-3.3
44520000	Specialty food stores	5.6	6	-0.4
44530000	Beer, wine, & liquor stores	3.4	4	-0.6
44611000	Pharmacies & drug stores	3.7	7	-3.3
44612000	Cosmetics, beauty supplies, perfume stores	7.8	2	5.8
44613000	Optical goods stores	1.2	1	0.2
44619000	Other health care (vitamin, medical equip)	5.3	1	4.3
44710000	Gasoline stations	10.0	10	0.0
44811000	Men's clothing stores	1.0	0	1.0
44812000	Women's clothing stores	4.0	5	-0.9
44813000	Children's & infants' clothing stores	1.1	0	1.1
44814000	Family clothing stores	3.3	0	3.3
44815000	Clothing accessories stores	2.1	1	1.1
44819000	Specialized clothing stores (dress, etc)	3.0	2	1.0
44821000	Shoe stores	2.6	3	-0.4
44831000	Jewelry stores	5.5	2	3.5
44832000	Luggage & leather goods stores	0.3	0	0.3
45111000	Sporting goods stores	3.5	3	0.5
45112000	Hobby, toy, & game stores	2.0	2	0.0
45113000	Sewing, needlework, & piece goods stores	1.7	0	1.7
45114000	Musical instrument & supplies stores	0.8	0	0.8

NAICS	Name	Number of Businesses (Demand)	Number of Businesses (Supply)	Businesses Gap (Demand - Supply)
45121000	Book Stores	2.8	2	0.8
45122000	Tape, compact disc, & record stores	0.7	3	-2.3
45200000	General merchandise stores	6.1	7	-0.9
45310000	Florists	3.5	6	-2.5
45321000	Office supplies & stationery stores	1.2	0	1.2
45322000	Gift, novelty, & souvenir stores	7.0	4	3.0
45330000	Used merchandise stores	6.0	7	-1.0
45391000	Pet & pet supplies stores	1.4	1	0.4
45392000	Art dealers	1.9	0	1.9
51213000	Motion picture & video exhibition	0.4	1	-0.6
53210000	Automotive equipment rental & leasing	2.6	3	-0.4
53222000	Formal wear & costume rental	0.2	0	0.2
53223000	Video tape & disc rental	1.6	2	-0.4
53230000	General rental centers	0.7	0	0.7
54192000	Photographic services	10.1	8	2.1
71310000	Amusement parks & arcades	0.7	1	-0.3
71390000	Other amusement (bowling, golf, fitness)	15.3	16	-0.7
72210000	Full-service restaurants	20.1	29	-8.9
72220000	Limited-service eating places	24.6	27	-2.4
72240000	Drinking places (alcoholic beverages)	5.7	13	-7.3
81111000	Automotive mechanical & electrical repair	18.9	16	2.9
81112000	Automotive body, paint, interior, & glass	9.6	9	0.6
81119000	Other automotive repair & maintenance	7.8	7	0.8
81141000	Home/garden equipment & appliance repair	4.0	5	-1.0
81142000	Reupholstery & furniture repair	2.2	1	1.2
81143000	Footwear & leather goods repair	0.4	0	0.4
81149000	Personal goods repair (watch, boat, garment)	17.9	2	15.9
81211100	Barber shops	7.7	5	2.7
81211200	Beauty salons	47.0	29	18.0
81211300	Nail salons	12.4	2	10.4
81219000	Other personal care services (tattoos, spas, piercing)	12.1	5	7.1
81231000	Coin-operated laundries & drycleaners	1.9	3	-1.1
81232000	Drycleaning & laundry (except coin-operated)	3.5	0	3.5
81291000	Pet care (except veterinary) services	5.4	6	-0.6
81292000	Photofinishing	1.2	1	0.2

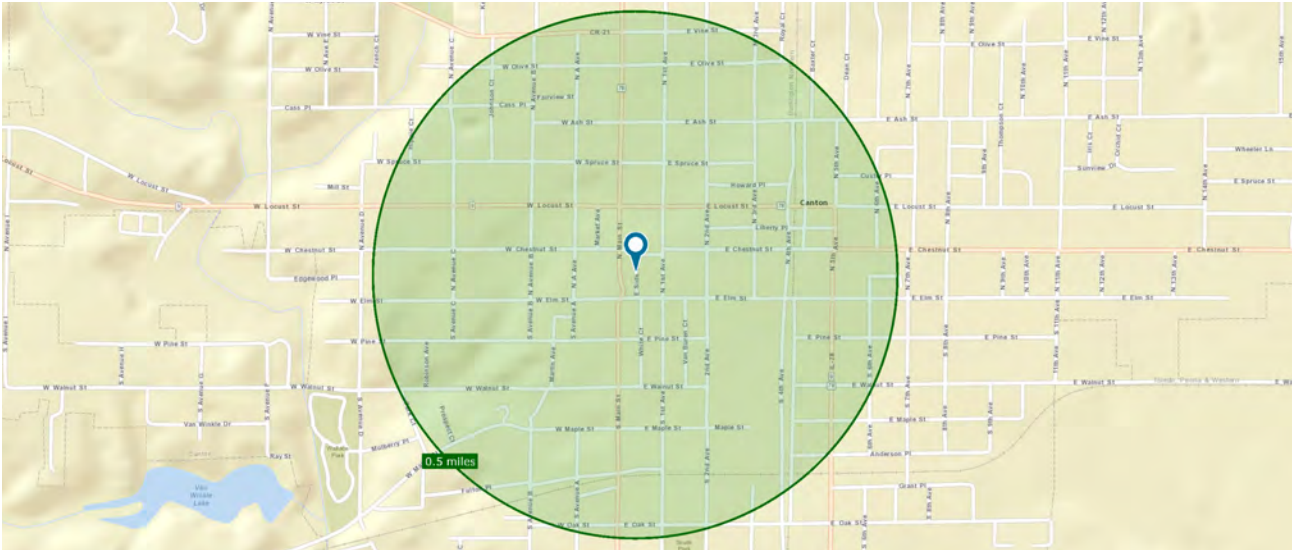
Notes: This table uses the Trade Area Gap Analysis Calculator available at UW Extension's webpage (http://fyi.uwex.edu/downtown-market-analysis/files/2011/02/Trade_Area_Gap_Analysis_112210.xls). Demand estimates are calculated from the 2007 US Economic Census and supply listings are extracted using BAO ESRI. The table assumes Trade Area population to be 28,622, Trade Area Per Capita Income to be \$22,461 and US Per Capita Income to be \$27,567 based on 2013 ESRI Estimates. NAICS Codes correspond to year 2007, concordance 2007-2012 NAICS is used to perform this analysis.

Appendix 5: Attributes of Canton’s Peer Cities

Name	State	Per Capita Income	Population 2000	Population in 10 mile Radius	Distance to Community with Population 25,000+ (miles)
Canton	IL	\$17,012	15,288	25,466	21.6
Dixon	IL	\$16,630	15,941	28,149	31.6
Jacksonville	IL	\$17,482	18,940	29,206	30.8
Kewanee	IL	\$15,746	12,944	21,064	30.9
Lincoln	IL	\$17,207	15,369	24,290	30.1
Macomb	IL	\$13,470	18,558	26,318	32.6
Pontiac	IL	\$16,863	11,864	16,755	31.0
Sterling	IL	\$19,432	15,451	42,304	28.4
Taylorville	IL	\$18,162	11,427	21,924	25.9

Notes: This table uses the 2004 Comparison Community Database available at UW Extension’s webpage (<http://fyi.uwex.edu/downtown-market-analysis/files/2011/02/Appendix-1-Comparison-Community-Database-2004.xls>). Peer cities for Canton are in Illinois and have comparable population, per capita income, and population in the 10 mile radius. They have comparable distances from a community with 25,000+ population. Canton’s downtown is defined as within 0.5 mile radius from Jones Park (42 N Main St Canton, IL 61520). Dixon’s downtown is defined as within 0.5 mile radius from New Picture Show (113 W 1st St Dixon, IL 61021). Jacksonville’s downtown is defined as within 0.5 mile radius from Jacksonville Main Street (222 West State Street Jacksonville, IL 62650). Kewanee’s downtown is defined as within 0.5 mile radius from the Amtrak Station (210 W 3rd St, Kewanee, IL 61443). Lincoln’s downtown is defined as within 0.5 mile radius from Lincoln’s Main Street (109 S Kickapoo St Lincoln, IL 62656). Macomb’s downtown is defined as within 0.5 mile radius from the Downtown Development Corporation (214 N. Lafayette Street Macomb, IL 61455). Pontiac’s downtown is defined as within 0.5 mile radius from Pontiac Proud Main Street Community (218 N. Main Pontiac, IL 61764). Taylorville’s downtown is defined as within 0.5 mile radius from Taylorville Main Street (108 W Market St, Taylorville, IL 62568).

Appendix 6 : Downtown Canton (0.5 mile radius)



Source: ESRI Business Analyst

Appendix 7: Downtown Canton Business Mix Comparison - for Selected NAICS Retail and Service Subcategories

NAICS	Name	Downtown Canton	Peer Cities Average	State (WI) Average
44111000	New car dealers	0	1.11	0.15
44112000	Used car dealers	0	0.00	0.62
44121000	Recreational vehicle dealers	0	0.00	0.05
44122000	Motorcycle, boat, & other motor vehicles	0	0.33	0.33
44130000	Automotive parts, accessories, & tire stores	3	1.44	1.08
44210000	Furniture stores	1	1.11	0.72
44220000	Home furnishings stores	1	0.44	0.79
44311000	Appliance, television, & other electronics stores	1	1.33	1.33
44312000	Computer & software stores	1	1.11	0.54
44313000	Camera & photographic supplies stores	0	0.00	0.00
44411000	Home centers	0	0.11	0.10
44412000	Paint & wallpaper stores	1	0.67	0.28
44413000	Hardware stores	0	0.44	0.38
44419000	Specialized building material dealers	2	0.89	1.10
44420000	Lawn & garden equipment & supplies stores	1	0.33	0.36
44510000	Grocery stores	2	2.00	1.38
44520000	Specialty food stores	0	1.11	1.03
44530000	Beer, wine, & liquor stores	1	0.78	0.62
44611000	Pharmacies & drug stores	2	1.33	0.97
44612000	Cosmetics, beauty supplies, perfume stores	1	0.33	0.15
44613000	Optical goods stores	1	0.44	0.26
44619000	Other health care (vitamin, medical equip)	1	1.00	0.33
44710000	Gasoline stations	3	1.33	1.54
44811000	Men's clothing stores	0	0.11	0.23
44812000	Women's clothing stores	3	1.11	0.95
44813000	Children's & infants' clothing stores	0	0.11	0.23
44814000	Family clothing stores	0	0.22	0.15
44815000	Clothing accessories stores	1	0.33	0.26
44819000	Specialized clothing stores (dress, etc)	0	0.56	0.64
44821000	Shoe stores	1	0.11	0.41
44831000	Jewelry stores	1	1.67	1.46
44832000	Luggage & leather goods stores	0	0.00	0.03
45111000	Sporting goods stores	0	1.11	1.41
45112000	Hobby, toy, & game stores	0	0.44	0.72
45113000	Sewing, needlework, & piece goods stores	0	0.44	0.33
45114000	Musical instrument & supplies stores	0	0.33	0.36
45121000	Book Stores	0	1.22	0.77
45122000	Tape, compact disc, & record stores	4	0.78	0.13

NAICS	Name	Downtown Canton	Peer Cities Average	State (WI) Average
45200000	General merchandise stores	2	1.11	0.92
45310000	Florists	3	1.33	1.49
45321000	Office supplies & stationery stores	0	0.33	0.44
45322000	Gift, novelty, & souvenir stores	1	2.00	2.49
45330000	Used merchandise stores	3	2.78	2.10
45391000	Pet & pet supplies stores	0	0.22	0.38
45392000	Art dealers	0	0.11	0.56
51213000	Motion picture & video exhibition	1	0.67	0.31
53210000	Automotive equipment rental & leasing	1	0.44	0.33
53222000	Formal wear & costume rental	0	0.00	0.08
53223000	Video tape & disc rental	1	0.44	0.44
53230000	General rental centers	0	0.11	0.15
54192000	Photographic services	1	2.11	1.38
71310000	Amusement parks & arcades	0	0.11	0.10
71390000	Other amusement (bowling, golf, fitness)	3	3.11	2.18
72210000	Full-service restaurants	12	7.33	9.85
72220000	Limited-service eating places	9	5.89	1.38
72240000	Drinking places (alcoholic beverages)	5	5.00	6.36
81111000	Automotive mechanical & electrical repair	1	2.89	2.31
81112000	Automotive body, paint, interior, & glass	0	1.11	0.51
81119000	Other automotive repair & maintenance	3	1.33	0.33
81141000	Home/garden equipment & appliance repair	0	0.44	0.46
81142000	Reupholstery & furniture repair	0	0.44	0.23
81143000	Footwear & leather goods repair	0	0.22	0.18
81149000	Personal goods repair (watch, boat, garment)	0	0.78	0.13
81211100	Barber shops	3	2.22	1.54
81211200	Beauty salons	9	10.33	7.13
81211300	Nail salons	0	0.78	0.90
81219000	Other personal care services (tattoos, spas, piercing)	2	2.33	0.10
81231000	Coin-operated laundries & drycleaners	1	0.56	0.15
81232000	Drycleaning & laundry (except coin-operated)	0	0.56	0.74
81291000	Pet care (except veterinary) services	2	1.11	0.54
81292000	Photofinishing	1	0.11	0.15
	Total	96	84.56	68.53

Notes: This table uses the 2004 Comparison Community Database available at UW Extension’s webpage (<http://fyi.uwex.edu/downtown-market-analysis/files/2011/02/Appendix-1-Comparison-Community-Database-2004.xls>). Peer cities include Dixon, Jacksonville, Kewanee, Lincoln, Macomb, Pontiac, Sterling and Taylorville. State (Wisconsin) average is average of 39 downtowns between population 10,000-25,0000 in 2004. State average is taken from ‘Retail and Service Business Mix Analysis for Wisconsin’s Downtowns (http://fyi.uwex.edu/downtown-market-analysis/files/2011/02/Retail_and_Service_Business_Mix_Analysis041711.pdf). Number of businesses for Downtown Canton are re extracted using BAO ESRI. NAICS Codes correspond to year 2007, concordance 2007-2012 NAICS is used to perform this analysis.

Appendix 8: Consumer Survey Questions



Downtown Canton Market Analysis Consumer Survey



Dear Resident,

Thank you for participating in this survey. This survey is part of a downtown revitalization program initiated by Canton Main Street and University of Illinois Extension. Your responses will be used to complete the market assessment for Downtown Canton. Please note that all responses to this survey are voluntary and will remain anonymous.



You can also take this survey online at

<https://illinois.edu/sb/sec/9393584>

Scan to take the survey

<i>Rate Downtown Canton for following attributes -</i>	Excellent	Good	Satisfactory	Poor	Very Poor	<i>How frequently do you visit Downtown Canton for following -</i>	Daily	Weekly	Monthly	Couple times in a year	Never
1. Attractiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11. Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12. Shopping (non grocery)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Parking Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13. Restaurants/Taverns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Traffic flow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14. Post office/Library/Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Shopping Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15. Banking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Friendly businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16. Health Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17. Services (Hair, Insurance, Accountant)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Variety of goods/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18. Passing through	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Special events and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19. Any other purpose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Pedestrian and bike friendliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20. Describe the other purpose in Q19					

21. What additional retail, services or restaurants would you like to see in Downtown Canton?

22. What additional events or activities would you like to see in Downtown Canton?

23. What attracts visitors to Canton?

24. What phrase best describes Canton?

25. What businesses have you seen in other Downtowns that you would support if located in Downtown Canton?

26. Would you like to tell us anything else about Downtown Canton?

Please provide the following information about you. This information will only be used to complete the market assessment for Downtown Canton.

27. Age Group?

- Less than 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

28. Sex?

- Male
- Female

29. Place of residence?

- Canton
- Other _____

30. Place of work? (if employed)

- Canton
- Other _____

Thank you so much for participating

If you have any question, please contact us at msingh12@illinois.edu or 217-819-2241

Appendix 9: Business Interview Questions

Notes – Canton Business Climate Interview Guide (For any issue, Call Prof. Stacy Harwood at **217-369-1168**)

Name of Business:

1. a. What year did you start your business?
 b. Why did you choose to locate in downtown?

 c. How long has your businesses been in downtown?
 e. Do you own or rent the building?
 d. Was this business started by you? (*Hint: original owner, purchased or inherited*)

2. What months are best for your business? (*Hint: seasons/months*)

3. Where do most of your customers come from? (*Hint: Nearby Neighborhoods/Canton/Region*)

4. How do you market your business? (*Hint: Word of mouth/Social media/email/newspapers*)

5. Is your business facing any challenges? (*Hint: Competition/taxes/infrastructure/amenities/assistance/etc*)

6. Do you plan on making any changes to your business in future? (*Hint: leave, expand, hire more employees, etc*)

Appendix 10: Resilient Downtowns studied by Michael Burayidi

The Northeast Region

Middletown, CT

Wilmington, DE

The Southeast Region

Greenville, SC

Hendersonville, NC

Charlottesville, VA

The Midwest Region

Lafayette, IN

Holland, MI

Ripon, WI

Mansfield, OH

The Southwest Region

Nacogdoches, TX

Santa Fe, NM

The Western Region

Fort Collins, CO

Santa Barbara, CA

Chico, CA

Source: *Resilient Downtowns: A New Approach to Revitalizing Small- and Medium- City Downtowns* by M. Burayidi, Page 25-46.

Notes

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Acknowledgments



Figure 35: Mural in
Downtown Canton

- City of Canton
- Illinois Department of Commerce and Economic Opportunity
- Illinois Main Street
- Main Street Canton
- Spoon River Partnership for Economic Development
- Canton residents and business owners
- University of Illinois Extension
- Department of Urban and Regional Planning (UIUC)
- Main Street Lincoln
- Main Street Pekin
- Main Street Batavia
- Main Street Six Corners

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